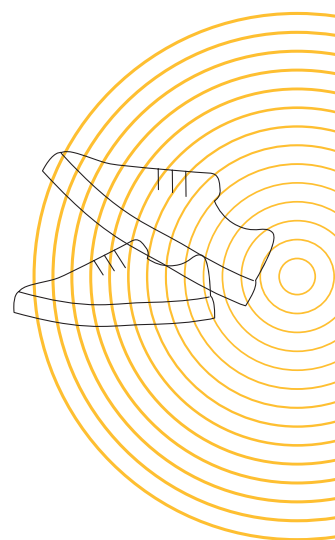
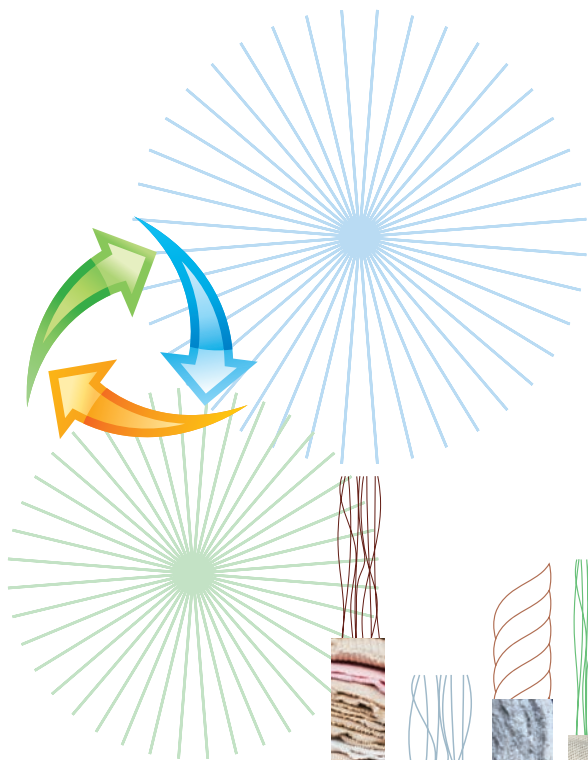


**annual report**  
**#2019**

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# A message from the president



**Didier Souflet**

*succeeded Jérôme Obry (Okaidi representative) in December 2019*

The pioneering spirit that drove us through our first decade and the experience we have gained from those ten years have equipped us to embark on a wider, more ambitious journey. More ambitious, both in terms of determination and context, so that a greater number of brands are prompted to position environmental issues at the heart of their strategies. In fact, we act both downstream of the sector by assisting with waste treatment, as well as upstream in supporting eco-design.

Our vision means we want the textile and footwear sector to be part of the circular economy.

To this end, we jointly drafted the June 2019 Textile Pact, which is our foundation text and benchmark reference for the years ahead.

Circularity – Sustainability – Transparency are the three pillars on which we have defined 10 key actions that include these 4 priorities:

- 1. Innovation**
- 2. Eco-design**
- 3. Environmental labeling**
- 4. Integration of recycled post-consumer CHF\* materials**

As such, 2019 has been opening the gateway to a new era, and marking the final year of the 2<sup>nd</sup> accreditation period. Eco TLC is transforming and gaining new momentum. We want to be a unifying and rallying reference point in providing services and ensuring that during the next 3-year accreditation period, the textile sector transitions towards being an integral part of the circular economy.

In 2019, we have in particular:

- augmented the team and secured the appropriate resources for expanding our missions,

- developed the ‘Eco design’ platform: to guide teams along eco-design pathways,

- created, as an extension of the Innovation Challenge, two working groups focused on industrializing recycling solutions,

- cemented our active participation in the European environmental labeling work program (PEFCR, Product Environmental Footprint Category Rules),

- shared the conclusions drawn from data analysis and studies with our various partners,

- launched a general public awareness meeting via a digital campaign: #RRR, a rallying cry for all brands to carry the message of a second life for CHF products, via repair, reuse and recycling,

- welcomed three new companies as Eco TLC associates (1083, Kiabi, and Beaumanoir Group).

All these projects are set to grow and gain impetus in 2020 alongside our active and committed collaboration and involvement.

**Together, let's speed up the transition to an ecologically exemplary and responsible textile sector.**

**DIDIER SOUFLET**  
President of Eco TLC

\*Clothing, Home textiles & Footwear.

# Summary



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\*Collection Points





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# A 10-year journey

## 21%

represents the increase in the declared volume placed on the market (from 2.3 billion up to 2.8 billion pieces over 10 years)

The level of eco-contributions has risen by a factor

## of 2.3

i.e. from €11 M to €25.5 M in 2019 (over 10 years)

Eco TLC came about in December 2008 as a result of a desire by those putting products on the market to act upon the Extended Producer Responsibility (EPR) legislation. The CHF sector eco-organization secured public authority accreditation for two 6-year periods, and then again in 2019 for a further 3-year period.

The number of tonnes sorted

## has more than doubled

in 10 years and risen from 96,213 to 196,054 tonnes

Financial support for sorting has risen from €7 million to

## €16 million

## 1 collection point per 1,440 inhabitants

exceeding the coverage target (CP per 1,500 inhabitants) with a total of 46,066 CPs

### A new era begins: the Textile Pact

In 2019, administrators and associates endorsed the founding Textile Pact, the strategic backbone for our new chapter and our fresh ambitions. The Textile Pact was finalized using a realtime collaborative tool during the June 2019 general assembly meeting, and its very design endorses a method of working that Eco TLC would like to see extend across all stakeholders.

3

shared  
pillars

Circularity

Sustainability

Transparency

4

out of  
10 key  
priorities

Innovation

Eco-design

Environmental  
labelingIntegration of  
recycled  
post-consumer  
CHF materials

## The 10 priorities

1

## ACCELERATING SECTOR INDUSTRIALIZATION

- consortia in France and Europe mobilized for mechanical/chemical recycling of natural and synthetic materials

2

## FOSTERING INNOVATION AT THE VERY HEART OF THE SECTOR

- innovation deployed to remove technical obstacles

3

## PROMOTING ECO-DESIGN OF CHF PRODUCTS

- a % of products benefiting from eco-modulation contributions

4

## PROMOTING INTEGRATION OF RECYCLED POST-CONSUMER CHF MATERIALS

- adding fresh momentum to subsequent lives for post-consumer CHF

5

## PROMOTING ENVIRONMENTAL LABELING

- a % of products carrying environmental labels

6

## FOSTERING WASTE PREVENTION AND A FUNCTION-FOCUSED ECONOMY

- measuring the extent of reuse activities

7

## TRAINING FOR AND SUPPORTING CHANGE

- deploying training and adaptation tools within target cohorts

8

## EXPLAINING THE SUBSEQUENT LIFE POTENTIAL FOR POST-CONSUMER CHF

- improving public perception of and confidence in the sector

9

## CONTINUING TO SUPPORT LOCAL AUTHORITY DEVELOPMENT OF THE SECTOR

- achieving collection, sorting and recovery targets (no. of kg/year/person)

10

## DIVERSIFYING COLLECTION METHODS AND AUGMENTING SYNERGIES

- raising volumes of collected CHF while maintaining quality

# 2019 key figures



## Collection

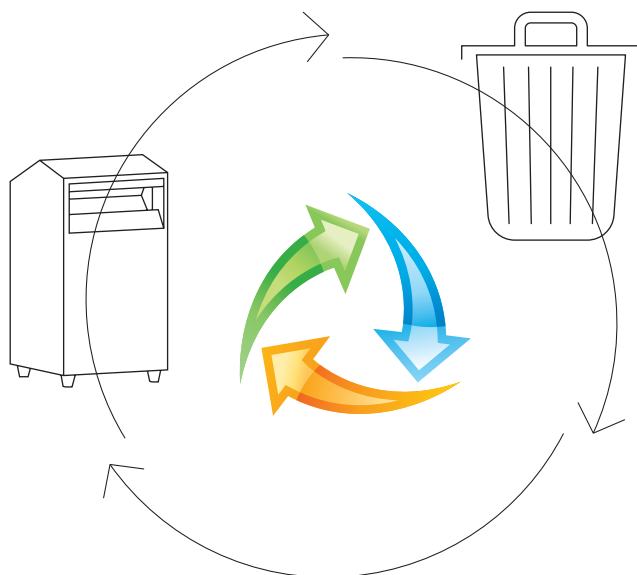
**248,547**  
tonnes collected

**648,000**  
tonnes of marketed items

**38%**  
of marketed items  
is collected

**179**  
agreements  
covering 340 Collection  
Point Holders (CPH)

**46,066 CP**  
an average of 1 CP  
for 1,440 inhabitants



## Sorting

**63 facilities**  
under sorting contract

**196,054**  
tonnes sorted

**€16 million**  
in financial support

**57.8%**  
are destined for reuse

**41.7%**  
identified for recycling and energy recovery  
Only 0.5% is not recovered  
(disposed of without energy recovery)



# for the sector



## Local authorities

**679**

registered local authorities

**594**

local authorities under contract

**591**

local authorities eligible  
for financial support  
(530 with full support,  
61 with partial support)

€2,507,514 million  
in financial support

paid to local authorities in 2019  
for public awareness campaigns conducted  
in 2018

## Members

**1,519**  
membership

contracts

4,019  
registered  
members

€25.5 million  
in eco-contributions

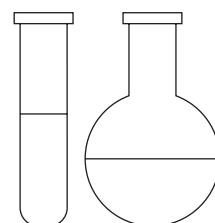
## Support for Research & Development

**53 projects**

for Research & Development supported  
by Eco TLC since its inception

€4.2 million

Financial support directed to these  
projects since inception



# Members

Every year, new companies spring up, while others disappear. The total number of members has declined over the past 10 years. The textile industry is undergoing profound change both in terms of market share for different types of distribution and in terms of the breakdown between specialist, multi-specialist and generalist participants. Volume changes for 'very small items' and 'low price brands' are notably significant and indicative of a polarization between entry level and premium level markets.



9.7 kg

per year and per person

648,000 tonnes  
of items



427,000  
tonnes of  
Clothing



121,000  
tonnes of  
Home textiles

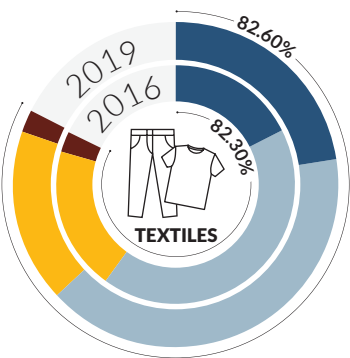


100,000  
tonnes of  
Footwear

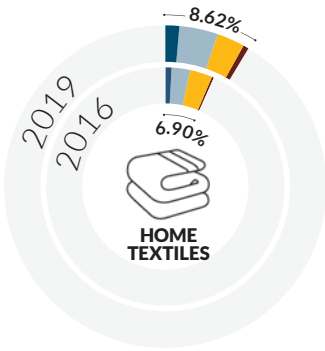


Breakdown of items marketed: 2.88 billion items

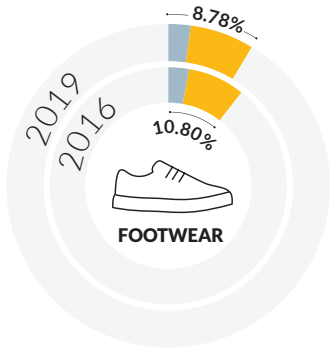
**VSI** : very small items **SI** : small items **MI** : medium size items **LI** : large items



VSI		LI	
2019	2016	2019	2016
22.57%	17.70%	2.27%	2.70%
SI		MI	
2019	2016	2019	2016
40.51%	42.30%	17.25%	19.60%



VSI		LI	
2019	2016	2019	2016
1.55%	1.10%	0.53%	0.40%
SI		MI	
2019	2016	2019	2016
3.79%	2.50%	2.75%	2.90%



SI		MI	
2019	2016	2019	2016
2.30%	2.80%	6.48%	8.00%

		2019	2016
Total volumes per item	LI	3%	3%
	MI	26%	31%
	SI	47%	48%
	VSI	24%	19%

Categories	2019		2016
Non-specialist	28.5%	-5.5%	34%
Ready-to-wear (Family)	25.2%	11%	14.20%
Sportswear	11%	-0.5%	11.50%
Ready-to-wear - Women	7.5%	-1.7%	9.20%
Children/Baby clothing	6.4%	-0.8%	7.20%
Underwear	4.6%	0.4%	4.20%
Footwear	4.4%	-2.1%	6.50%
Shoes	5.1%	-1.4%	6.50%
Ready-to-wear - Men	3.0%	-0.8%	3.80%
Household linen and textile	2.9%	0.5%	2.40%
Denim wear	0.7%	-0.3%	1%
Accessories	0.61%	-0.1%	0.70%
Luxury	0.09%	0%	0.10%
Total	100%		

Members by product category

Market share by volume of items declared

- Relative share for Clothing stable
- ↔ Increase in the relative share for Home textiles
- ↘ Fall in the relative share for Footwear
- ↗ Increase in the relative share (+5 points) for very small items, especially in Clothing
- ↘ Decrease in the relative share (-5 points) for Clothing and Footwear medium size items
- ↗ Increase in the relative share for small Home textiles items

- Changes in the relative share of the volume of marketed items
- ↗ Family clothing outlets (Men/Women/Children) gained 11 points
- ↗ Underwear and Home textiles specialists also made gains
- ↘ Non-specialist personal goods stores are down 5 points
- ↘ Ready-to-wear specialists, including Footwear, are down 1 to 2 points

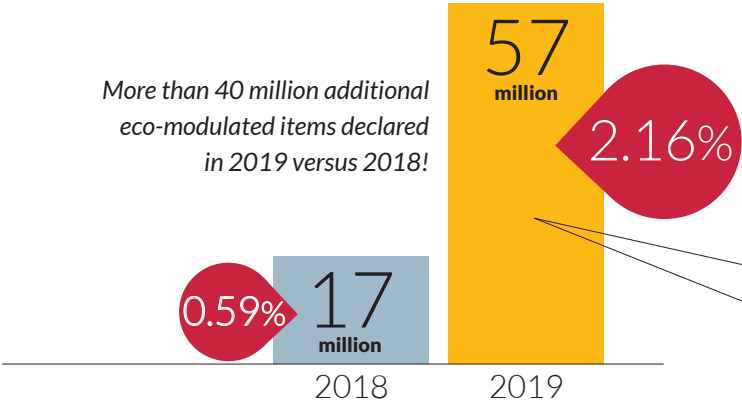
Members per distribution channel

	2019			2016	
	no.	contribution		no.	contribution
Specialist outlets	168	49.58%	-5.82%	138	55.40%
Hypermarkets/Supermarkets	49	17.67%	3.47%	158	14.20%
Manufacturer	380	15.70%	-2.90%	491	18.60%
Household equipment	22	6.93%	4.53%	18	2.40%
Distance sellers (online/mail order)	50	5.87%	-0.43%	48	6.30%
Wholesaler/Importer	92	2.45%	1.35%	73	1.10%
Department stores	5	1.56%	-0.14%	4	1.70%
Retailers (incl. on a flat fee basis)	833	0.19%	-0.01%	596	0.20%
Indirect retailers	2,419	0.05%	-0.05%	2,950	0.10%
Total	4,019	100%		4,476	100%

- Changes in members' relative contributions
- ↗ Growth channels are developing Home textiles in particular, as well as to a certain extent Footwear, which contributes more in terms of value

# ‘Eco-modulation’ using the eco-weighting scale

To encourage marketers to provide more sustainable and better eco-designed products, Eco TLC has been applying eco-modulated fees on contributions since 2012. To date, there are 3 eco-modulation levels: one which aims to encourage the design of more durable and resistant products, and two which encourage the integration of recycled materials from production offcuts or post-consumer textiles and shoes.



Overall growth has been positive with more than 57 million items declared in 2019, compared to nearly 17 million in 2018, and which includes an increase in the total eco-modulated volume from 0.59% to 2.16% of all declared items put on the market. 40 companies reported these volumes in 2019 compared with 27 in 2018. Eco-modulation primarily concerns the durability criterion (between 96% and 98%), and this applied to 99% of clothing volumes and 1% of footwear. Eco 2 (integration of CHF originated recycled materials) has doubled in volume, while that for Eco 3 (integration of non CHF recycled materials) has halved.

## New sustainability criteria for the eco-weighting scale

2019 was a year when eco-modulation was enhanced and the development of virtuous, more durable products was encouraged including extending across new products and new sustainability criteria (dimensional stability, abrasion resistance, colour fastness to washing...). Products that meet these criteria and quality tests benefit from bonuses.

For further information :

<http://www.ecoTLC.fr>

**CAROLINE BOTTIN RELATES**  
Head of CSR – Kiabi/Member of the Scale Committee

**The Scale Committee brings together marketers who work with Eco TLC to set and adapt the optimal criteria, including the nomenclature for the eco-modulation scale. Eco-modulation is at the heart of the challenge to encourage brand names to increase the volume of more sustainable and better designed products**

**What concrete topics are you working on as part of the Scale Committee?**

In order to declare correctly, the eco-modulation scale must be cross-referenced with our own coding alongside a clear nomenclature that will allow for greater internal efficiency as well as greater automation prior

to making such declarations. We evaluate the current coding system with its limits, compare it to other systems, and share our viewpoints and ideas.

**What are the expected results of this collaborative work?**

We are all looking for a scale that is both simple and precise so that the contribution is ‘fair’ in relation

to the products, and easy to integrate into our systems.

**What are the expected benefits of eco-modulating the scale?**

It will I hope ultimately allow us to work better internally on the challenges of eco-modulation: when costs are properly identified, then we are motivated to optimize them!



# Audits of members

Traceability of both up and down-streams as well as reliability of the data are key focuses for Eco TLC. The 2019 auditing cycle highlighted a significant number of measures to ensure compliance with legal requirements.

## KEY FIGURES

The 2019 audit campaign (for items marketed in 2018) included:

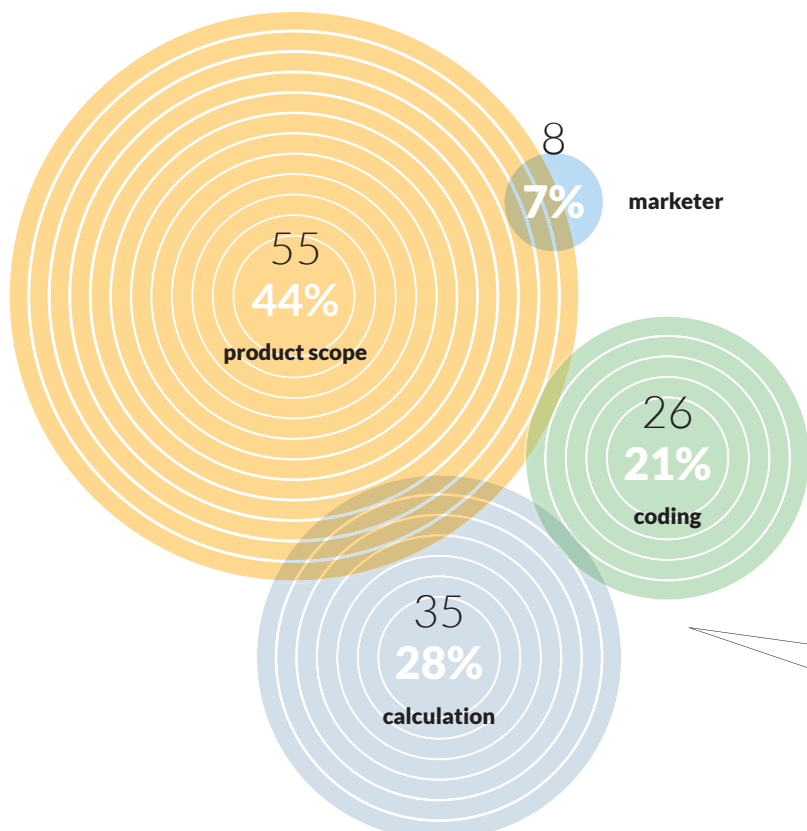
- **67 member audits** conducted by a specialist auditor mandated by Eco TLC (34 of which were on site and 33 on items), and representing:
- **678 million marketed items**, or 24% of the total marketed volume
- **€5.13 million in contributions**, or 24% of the total eco-contribution. Of which:

**34 on-site audits:**

- 662 million marketed items
- €5.01 million in contributions

**33 items audits:**

- 16.6 million marketed items
- €0.12 million in contributions



## Breakdown by reason (in number of anomalies noted)

The main anomalies result from issues over coding, product scope, and calculation methods

### EXAMPLES OF ERRORS:

- Assigning a code-scale
- Type of eligible items
- Data extraction and reporting, batch coefficients
- Identification of initial marketer, per brand

### RESULTS:

**69%** of audited statements showed at least one anomaly

**124 anomalies** observed for

- a total overstatement of €171,332
- a total understatement of €438,317

# Nationwide coverage

In 2019, an average of 5.4 tonnes of CHF per address were collected from the 46,066 recognized sector Collection Points (CP).

3.7 kg

**per capita  
of post-consumer CHF  
collected in 2019\***

*\*Source: reports to Eco TLC from CP holders*



Collection of post-consumer CHF

**248,547** tonnes  
collected in 2019, i.e.  
+1.6% since 2018

**1 CP** per 1,440  
inhabitant in 2019 vs  
1 CP/1,455 in 2018

**90%** of people in France had access to a CP  
in 2019, i.e. the equivalent of 58.7 million



# Collection of post-consumer CHF

Between 2018 and 2019, collection volumes rose by almost 10,000 tonnes, representing an average collection volume of 3.7 kg per year per person. The trend in 2019 is the growth of event-based and store-based collection, while containers' use is declining.

Types of collection points  
available nationwide

**83.1%**

Containers

**74.8%** Publicly available

**25.2%** Restricted availability

incl. **7.9%** in household waste disposal centers



**11.1%**

Donations to  
non-profit  
organizations



**3.4%**

In-store  
drop-offs



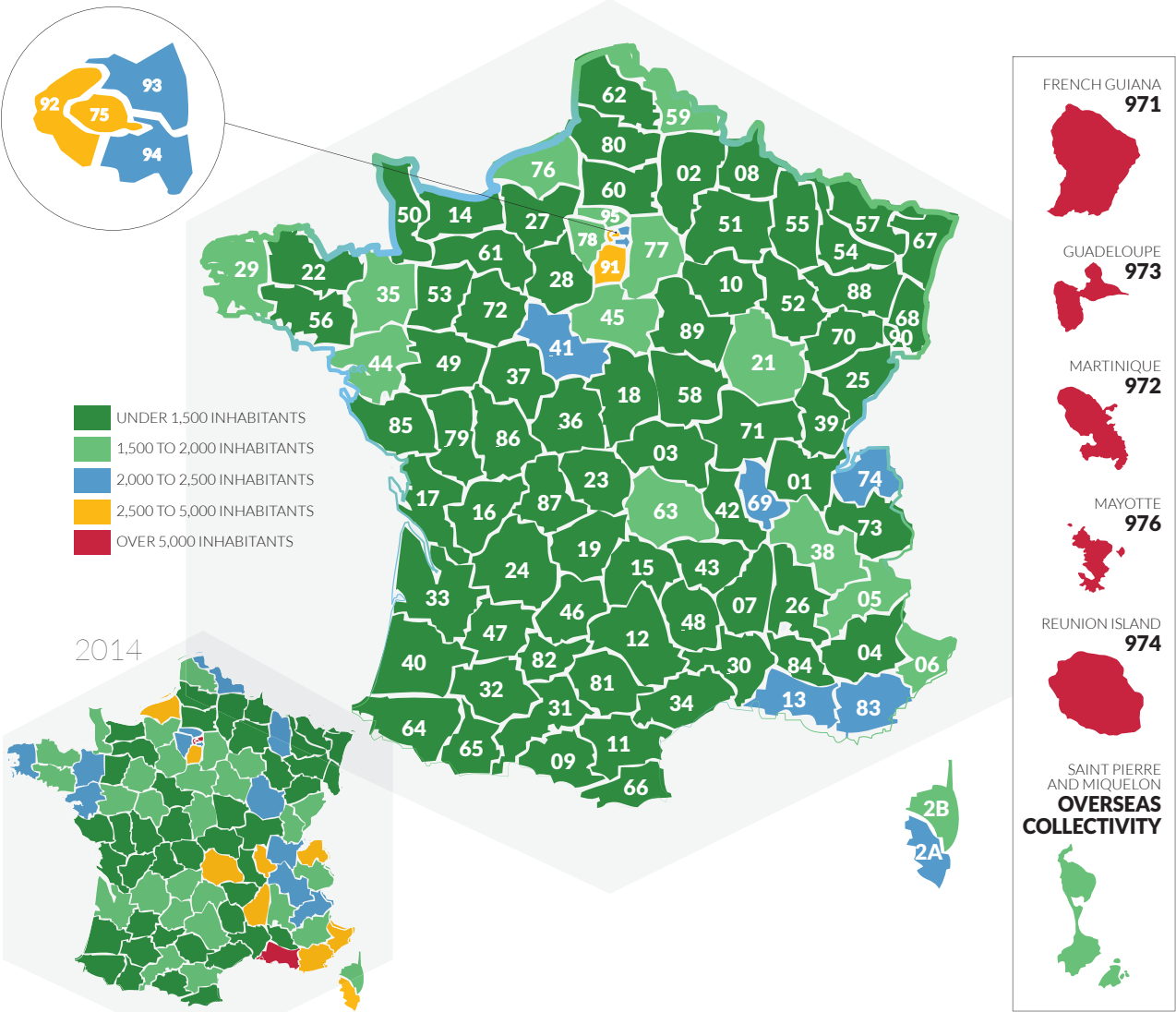
**2.4%**

One-off  
collections



## Nationwide CP access per inhabitant and per department in 2019

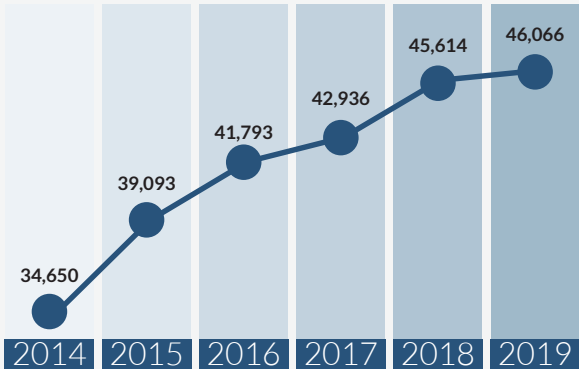
Currently, 70% of French departments are equipped with more than 1 CP per 1,500 inhabitants. With 46,066 CPs, nationwide CP coverage has risen over the past six years by 33%.



### KEY FIGURES

- Number of CPs: **46,066**
- National average per collection point: **3.7 kg/year/person**
- Collection breakdown by French department:
  - < 1 kg/year/person: 3%
  - 1 kg-3 kg/year/person: 19%
  - 3 kg-5 kg/year/person: 62%
  - > 5 kg/year/person: 16%

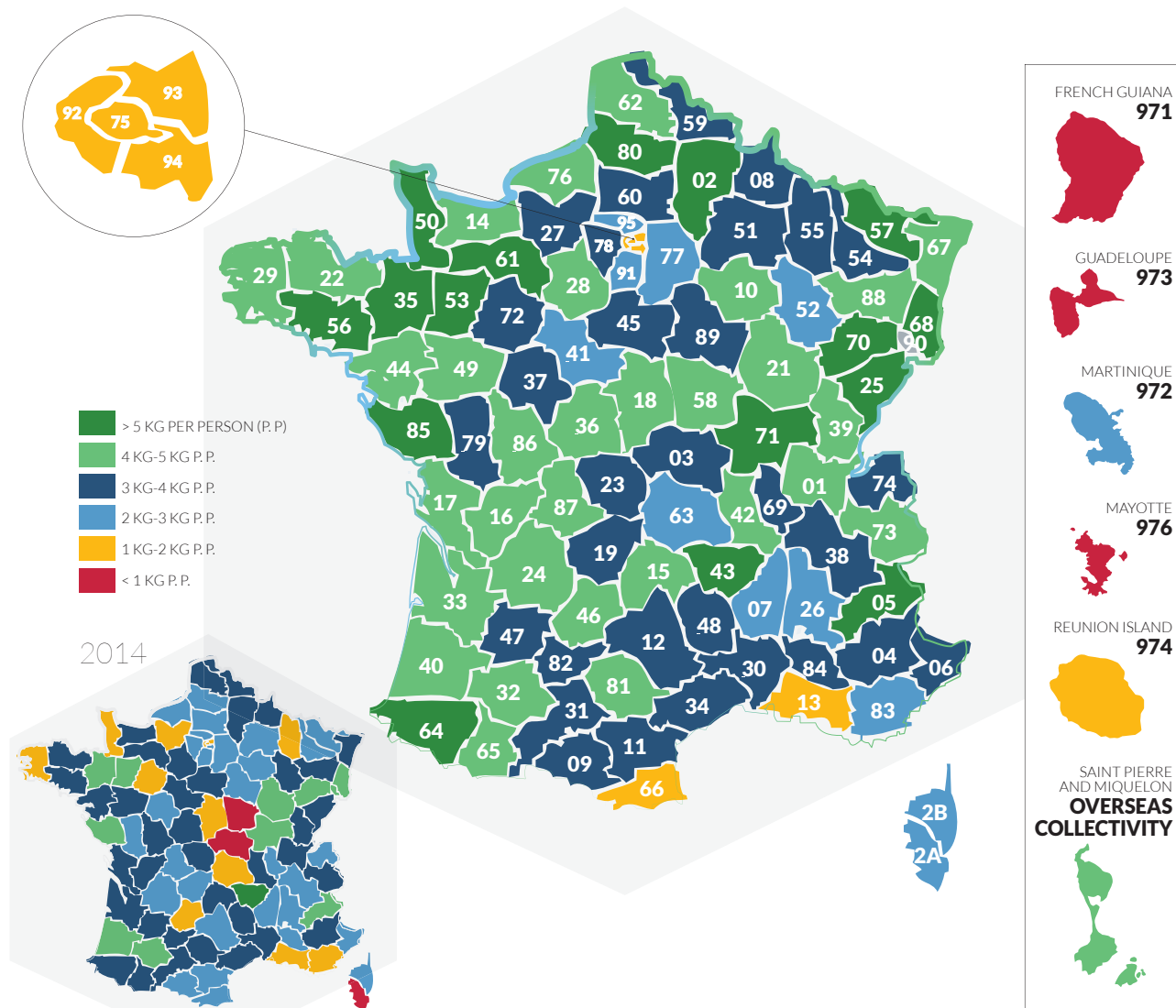
Changes in the number of Collection Points (CP)





## Collection rate per person per department in 2019

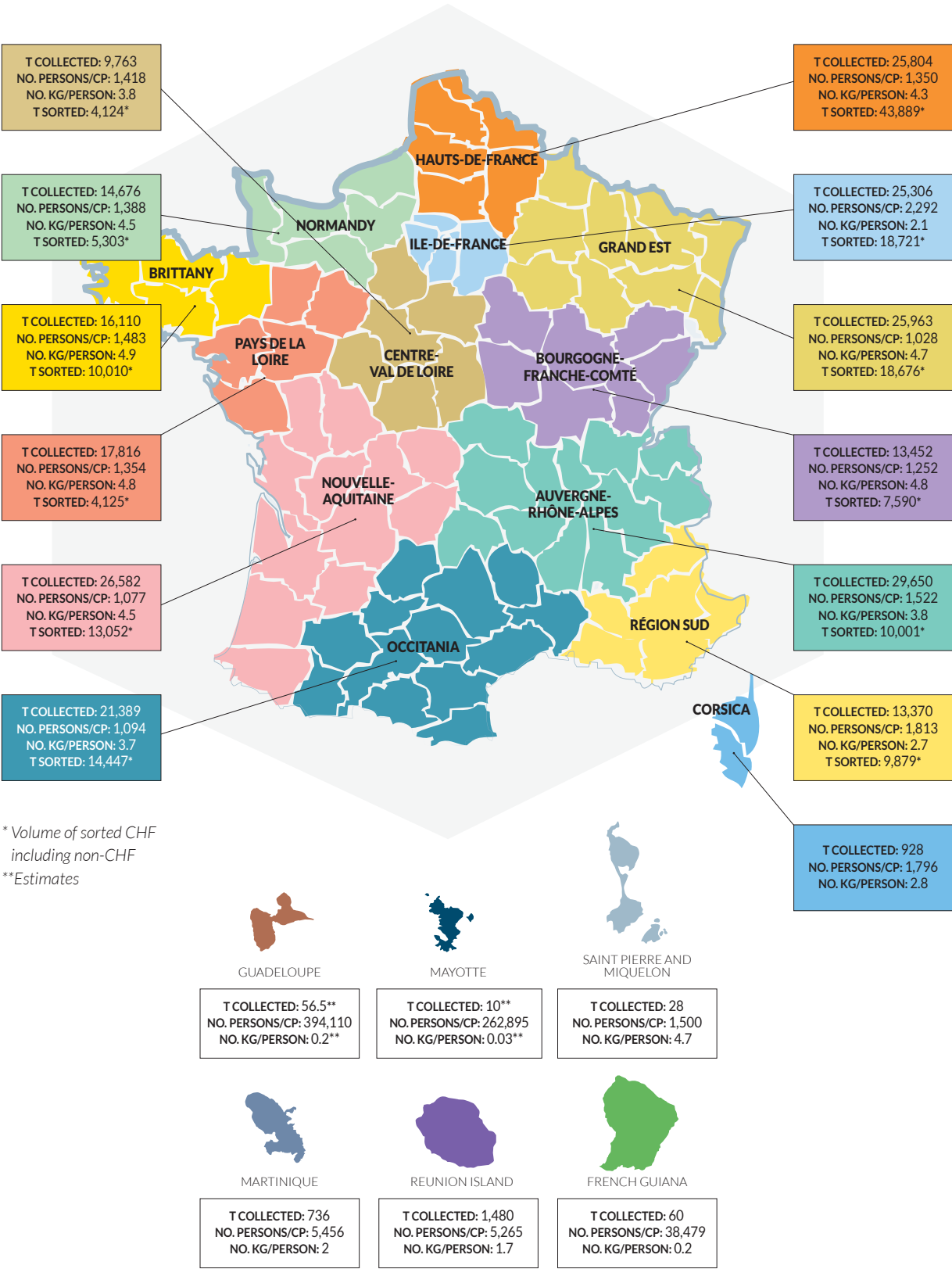
With 248,547 tonnes collected in 2019, volumes have risen 42% since 2014.  
67 of the 101 French department collect at least 3.7 kg/year/person, and 30 equal or  
exceed the national sector target of 4.6 kg/year/person.



# Collection and Sorting coverage indicators across French regions in 2019

Ten of the 13 metropolitan regions collect at a rate that exceeds the national average (3.7 kg/year/person), and four match the national target objective of 4.6 kg/year/person.

Three metropolitan regions as well as the overseas territories operate at less than 3 kg/year/person.



# Commitment by local authorities – the figures



Types of local authorities involved  
in the sector in 2019

167	307	156	49
Rural area	Mixed (Urban/Rural)	Urban	Urban dense

KEY FIGURES

679 local authorities in total  
are registered with Eco TLC,  
and now involved  
in the sector;  
594 of which are contracted  
local authorities

TERRITEO

amf

SYLVIANE OBERLÉ RELATES

Pollution prevention project manager

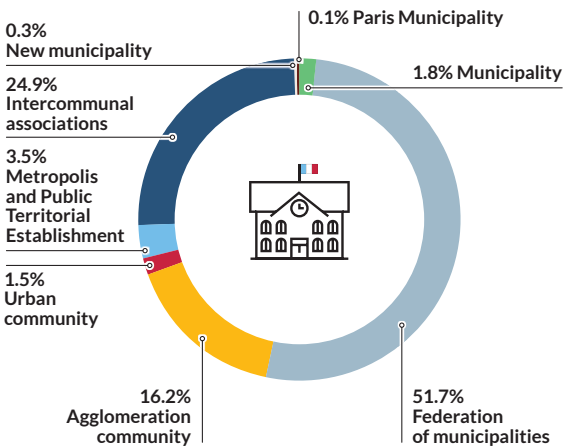
Eco TLC has participated in Territeo right from the inception of this shared platform for eco-organizations and communities. After more than two years of work in terms of IT development and database consistency, the platform is ready. Serendipity or not (!): Eco TLC was the first eco-organization to test the platform. Pioneers always face challenges and Eco TLC was one such pioneer for Territeo. The Association des

Maires de France (AMF), the association of mayors of French cities, underlined the patience and understanding shown by Eco TLC in resolving local authority queries over the meanings for the website's Tab headings (e.g. General data, My perimeter,...), as well as the steadiness and reliability of the Eco TLC staff in assisting sometimes exasperated, and confused users navigate the space. Like all constructive

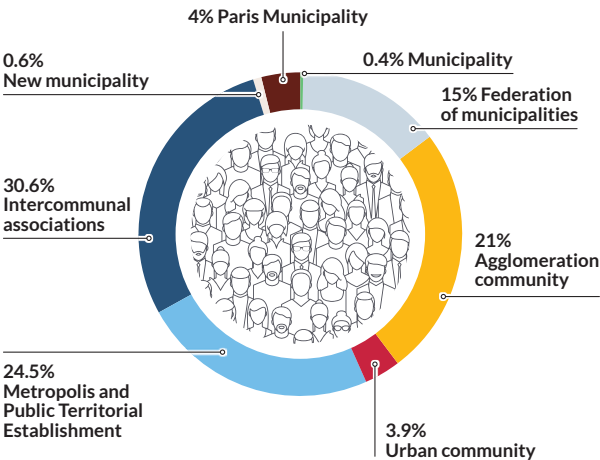
relationships, a partnership is first and foremost a question of mutual respect and understanding. Eco TLC has amply demonstrated these values. All the communities managing waste, as well as all the eco-organizations using the platform, are indebted to Eco TLC. They applaud all its efforts to make Territeo both functional and user-friendly.

## Types of local authorities involved in the sector in 2019

Breakdown per type

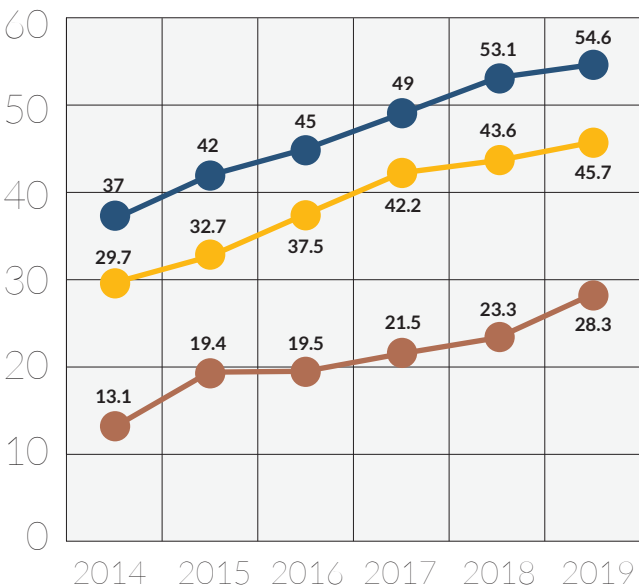


Breakdown per % population



## Changes in local authority commitment

(population cohort affected – in millions)

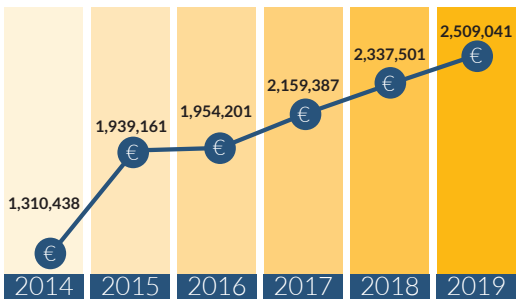


Local authorities involved  
Local authorities contracted  
Local authorities eligible and funded

2019 has seen a 21% increase in the number of people catered for by the eligible and funded authorities, while the 5% increase in the number under contract has remained steady with 2.1 million additional inhabitants coming under contract. 70% of the French population is currently covered by a contract.

## Awareness campaigns and financial support

Since 2016, financial support paid to local authority communication actions has been growing steadily, and in line with the growth of the population under contract.



“Reims Métropole, alongside other pilot communities, is co-building with the eco-organization a self-diagnostic instrument for regional networking and communication. Its ambition is to encourage the development of better adapted action plans and thus ensure improved management of used CHF in the region.”



MICHEL ZAEGEL RELATES

Head of waste collection services – Waste Management Department

At the end of 2019, Grand Reims agreed to Eco TLC's proposal to undertake a joint analysis of the textile sector. Using an initial overview from Eco TLC that provided a regional assessment of performance, coverage and communication actions, we sought to produce and deliver

a mapping analysis of our own region. Our current performance monitoring data and our recording of collection points in the GIS allow us to refine the information by way of a network diagram methodology. It is essential to be able to segregate regions by housing type and population

density. We have identified 3 regional types, namely, Reims City districts, regional areas (rural housing), and municipalities with more than 2,000 inhabitants. In the next stage of this project, we will be working with Eco TLC to build a 'priority sectors' action plan.



# Taking part in a regional dynamic

**Lookback over some of the eco-organization's actions and participation in various operations across the regions.**

**Amorce**

At the eco-organization village during the annual ERP meetings organized by Amorce (association of local authorities), Alain Claudot, Eco TLC CEO, took part in a round table on plastics recycling.

**Speed Meetings**

Regional speed meetings are an opportunity to strengthen ties with and respond to queries from all local operators and communities, including the teams in charge of waste treatment. In 2019 Eco TLC participated at Mauges-sur-Loire (April), Ploërmel (May), and Paris (June) with the eco-organization Rudologia, including 112 participants and 60 communities, and Niort (November) with the National CRESS Union.

**National ESS Forum**

Seeking to work alongside Social and Solidarity based Economy (ESS) actors in structuring the value-added sector for post-consumer CHF and with the CNCRESS, Eco TLC took part in the National ESS Forum on 07 November 2019 held in Niort.

**Supporting regional waste management, and circular economy plans**

Brittany, Pays de la Loire, Occitania, Ile-de-France, Hauts-de-France... these are some of the regions that see post-consumer CHF as a key issue. Eco TLC works alongside regions and local stakeholders to define the best possible value recovery paths.



**AUORE MEDIEU RELATES**  
Head of Ecological Transition – Circular Economy for CNCRESS



Since 2017, the network of Regional Chambers of the Social and Solidarity Economy (CRESS) has been driving momentum on the issue of ecological transition, and especially in terms of the circular economy. Correspondingly, the National CRESS Council (CNCRESS) has partnered with Eco TLC with

the primary target of supporting ESS structures gain a greater understanding about the activities being developed within this sector. Several concrete actions and tools were implemented including the development of a booklet on the terms and conditions underpinning agreements between ESS structures and

Eco TLC; participation in a webinar focusing on the EPR and ESS segments, as well as in the 'EPR businesses & reuse', speed meeting. Eco TLC was happy to participate following invitations from the regional CRESS, and was especially pleased to contribute to the Pays de la Loire CHF sector working group.

# Sorting

Sorting facilities are essential platforms directing traffic from the upstream collection phase across the different forms of second life for downstream products. In 10 years, the number of sorting facilities has increased from 42 to 63. These 23 new facilities under contract saw average sorting capacity rise +14% from 2,800 tonnes per facility to 3,200 tonnes.



↗ Between 2009 and 2019, the total number of tonnes sorted rose by 119,851.

Post-consumer CHF sorting in 2019 can be broken down as follows:

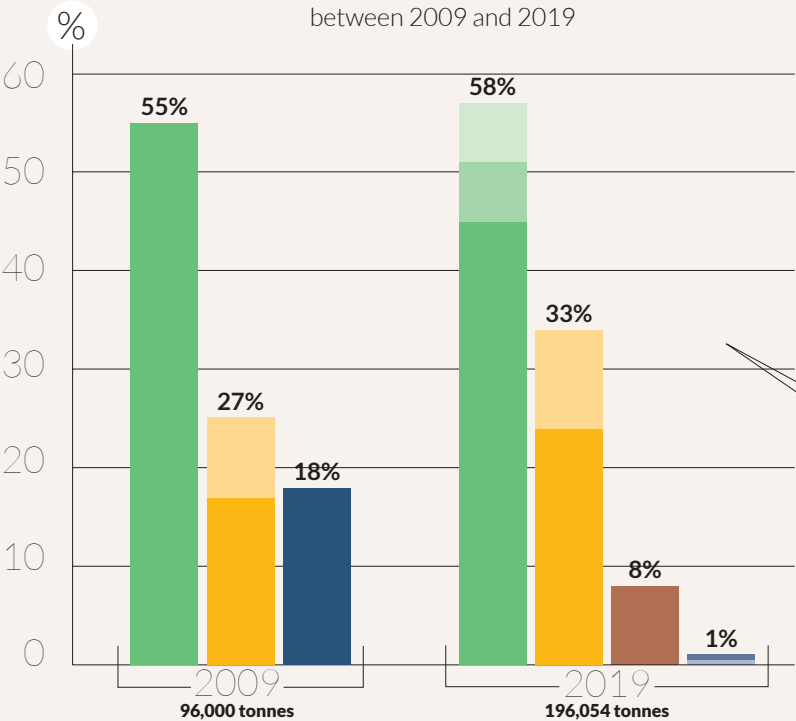
57.8%	33.5%	8.2%	0.5%
reuse	recycling	energy recovery, including SRF	disposal without energy recovery

## Change in total tonnes sorted (all sorting facilities within and outside France)

In 2019, there were 63 facilities compared with 42 in 2009.

**+100,000 tonnes**  
between 2009 and 2019

PRODUCTS AND MATERIALS RECOVERY	
REUSE	
OF WHICH 1 <sup>ST</sup> CHOICE	
OF WHICH SHOES	
RECYCLING	
OF WHICH GARNETTING	
OF WHICH WIPERS	
SOLID RECOVERED FUEL (SRF)	
DISPOSAL	
WITH ENERGY	
WITHOUT ENERGY	



Growth in sorted volumes per sorting facility	
> 30% increase	5
Between 14% and 30% increase	9
Between 0% and 14% increase	21
Between 0% and 14% reduction	22
Between 14% and 30% reduction	6
Sorting facilities having ceased operations	5
Total	68

On a like-for-like basis and compared with 2018, 51% of sorting facilities saw production rise, with 20% experiencing strong growth. In contrast, 49% saw stable or lower production, with 10% experiencing sharply lower growth. 5 facilities no longer declare sorted tonnages from French sources.



Average tonnage of post-consumer CHF originating from France - by sorting facility		
	France	Outside France
2009	2,852	1,453
2019	3,262	2,588



**HÉLÈNE DUNKHORST RELATES**  
Head of Sorting at Union Emmaüs

In 2011, Tri d'Union started collecting and sorting textiles on the premises of a former DIY store located in Stiring Wendel (in the Forbach agglomeration). As the operation grew, the operational limitations of our premises became apparent, so we started planning for more suitable solutions in 2013. Studies on the project, including costing and funding, took more than five years. We eventually moved into the premises in November 2018. We decided to set up a Social and Solidarity Activity Pole by grouping several Emmaüs activities on the premises. Thus

we now have the Tri d'Union unit for textiles, and an adjoining unit for Valor'emm along with Emmaüs that manages the collection, sorting, testing and repair of WEE (waste electrical equipment). In a departure from our normal activities, we also opened a thrift store on the site, operating within building and located right beside the business office area. Despite being located far from regular shopping centers, we have been

able to develop a substantial clientele and the project is thriving. In April 2019, and in the company of Mr. Claudot (Eco TLC CEO) we celebrated the inauguration of this new combined center. It was a festive moment marking the closure of years of effort put in to achieve this worthwhile project and to finally be able to present it to all our partners who accompanied us on this adventure.



**Between 2009 and 2019, disposal fell from 18% to 1%, i.e. down 17 percentage points of market share to the benefit of reuse +3% points, recycling +6% points, and SRF +8% points.**

In November 2020, Tri d'Union moved from Stiring-Wendel to settle in brand new premises at the Technopôle Sud in Forbach, where it opened a thrift store.

## Changes & results from sorting facilities (France)

France	2009	2011	2014	2018	2019 *
Tonnes sorted	76,262	100,720	125,004	160,262	159,820
1 <sup>st</sup> Choice			4.6%	5.6%	5.5%
Other choices			55.1%	46.9%	45.8%
Footwear			5.3%	5.3%	6%
Reuse	55%	59.3%	65%	57.8%	57.3%
Garnetting	17%	21.4%	20%	22.8%	23.5%
Wipers	10%	8.7%	8.3%	9.6%	9.6%
Recycling	27%	30.1%	28.3%	32.4%	33.1%
Recovery as SRF**	0%	0%	4.8%	8.6%	8.8%
Recovery as SRF and materials	82%	89.4%	98.1%	98.8%	99.2%
Disposal	18%	10.6%			
With energy			0.7%	0.3%	0.3%
Without energy			1.2%	0.9%	0.5%
Total	100%	100%	100%	100%	100%

\* Results prior to audit  
 \*\* Solid Recovered Fuel

In summary **a virtual disappearance of disposal to the benefit of SRF\*\*** (which had not existed previously), garnetting, and reuse. Wipers remain relatively stable, as do the various forms of reuse.



France	Change 2019 vs. 2018	Change 2019 vs. 2009
Tonnes sorted	0%	110%
1 <sup>st</sup> Choice	-0.1%	around 5% fairly stable
Other choices	-1.1%	lower relative share
Footwear	0.7%	increasing slightly
Reuse	-0.5%	2.3%
Garnetting	0.7%	6.5%
Wipers	0%	-0.4%
Recycling	1%	6.1%
Recovery as SRF**	0%	8.8%
Recovery as SRF and materials	0%	17.2%
Disposal		-17.2%
With energy	0%	
Without energy	-0.4%	
Total		

## Employment in France

	2009	2011	2014	2017	2018	2019
Total FTE			2,057	2,455	2,495	2,443
of which FTE – sorting	824	975	1,279	1,547	1,505	1,483
of which FTE – social inclusion	330	439	587	763	342	419
As a % of FTE – sorting	40%	45%	46%	49%	23%	28%
Productivity – sorting (t/FTE)	93	103	98	102	106	108

CHF collection and sorting alone represent approximately 2,500 full-time equivalent (FTE) jobs in France, 1,500 of which are specifically sorting jobs.



# Summary of sorting operator audits carried out in 2019

19

on-site audits

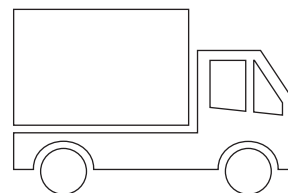
47

remote audits  
of reports

Zero

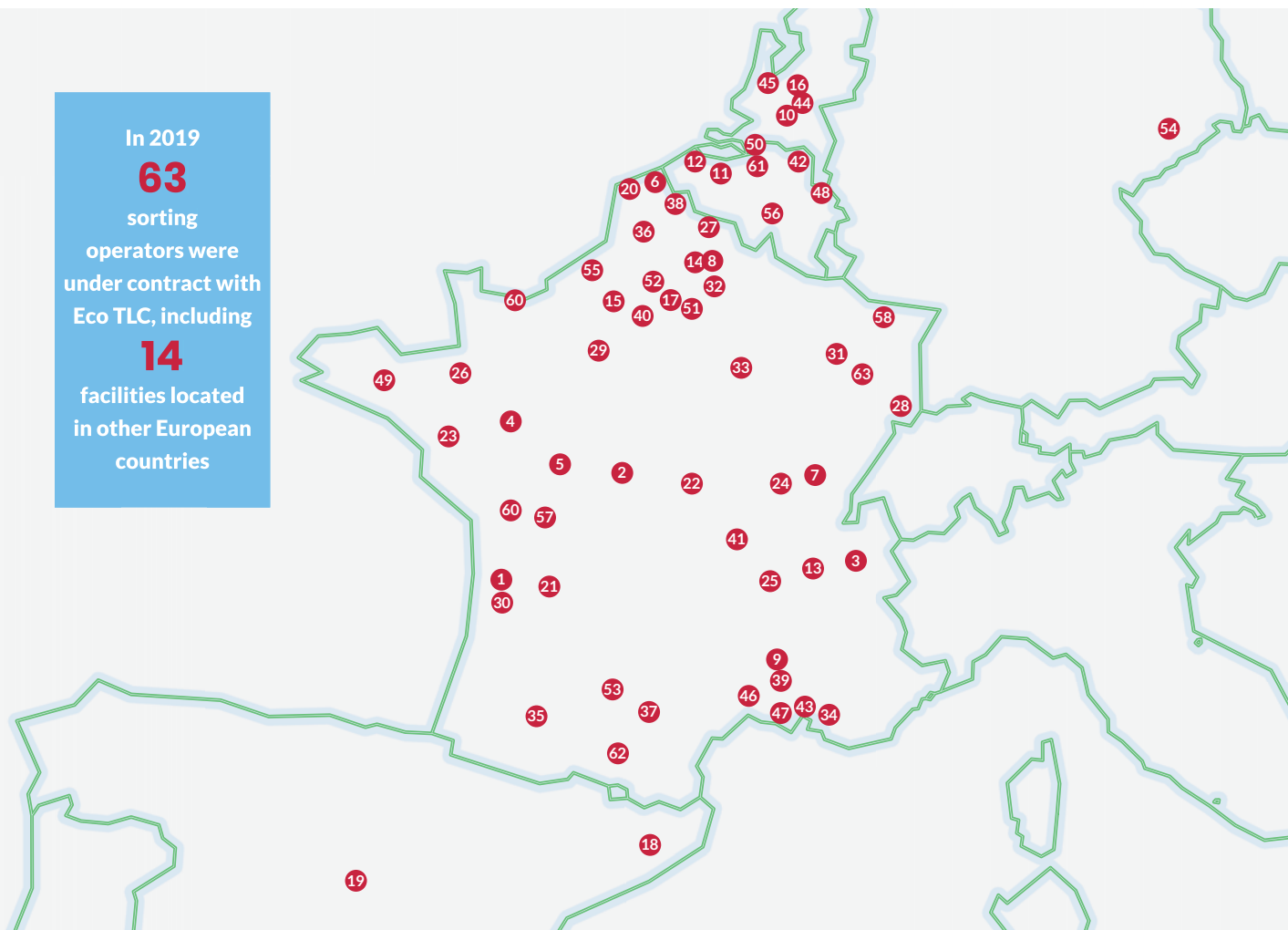
eligibility assessments  
for new operators

## MEMO

**2019 VIS-A-VIS****2018 SORTING****72%** of on-site and remote actions resulted in corrections**64%** of all sorting operators had their financing amounts corrected**29** declarations were corrected with a reduction in support**13** declarations were corrected with an increase in support**2018 VIS-A-VIS****2017 SORTING****85%** of on-site and remote actions resulted in corrections**59%** of all sorting operators had their financing amounts corrected**16** declarations were corrected with a reduction in support**13** declarations were corrected with an increase in support

# Sorting for reuse and recycling

In 2019  
**63**  
sorting  
operators were  
under contract with  
Eco TLC, including  
**14**  
facilities located  
in other European  
countries

**1. ACTIFRIP**

33240 SAINT-ANDRÉ-DE-CUBZAC  
France

**2. AGIR**

36000 CHATEAUROUX France

**3. ALPES TLC**

73200 GILLY-SUR-ISÈRE France

**4. APIVET**

49100 ANGERS France

**5. AUDACIE**

86100 CHATELLERAULT France

**6. AUDO-TRI**

62500 SAINT-MARTIN-LEZ-  
TATINGHEM France

**7. CTFC**

39230 SELLIERES France

**8. ECOTEXTILE INSERTION**

60400 APILLY France

**9. ECO-TRI INTERNATIONAL**

84420 PIOLENC France

**10. EURO USED CLOTHING**

4761 ZEVENBERGEN Pays-Bas

**11. EUROFRIP**

9870 ZULTE Belgique

**12. EVADAM NV**

8800 ROESELARE Belgique

**13. EVIRA**

38490 SAINT-ANDRE-LE-GAZ  
France

**14. FRAMIMEX**

60400 APILLY France

**15. GEBETEX TRI  
NORMANDIE**

27200 VERNON France

**16. GEBOTEX**

3316 DORDRECHT Pays-Bas

**17. HERSAND**

2ND HAND CLOTHING

95200 SARCELLES France

**18. HUMANA BARCELONE**

8480 L'AMETLLA DEL VALLES  
Espagne

**19. HUMANA MADRID**

28914 LEGANES Espagne

**20. KFB SOLIDAIRE**

62360 SAINT-LEONARD France

**21. LA TRESSE**

24400 LES LECHES France

**22. LE LIEN**

58240 LANGERON France

**23. LE RELAIS ATLANTIQUE**

44220 COUERON France

**24. LE RELAIS BOURGOGNE**

71380 SAINT-MARCEL France

**25. LE RELAIS 42**

42410 PELUSSIN France

**26. LE RELAIS BRETAGNE**

35690 ACIGNE France

**27. LE RELAIS CAMBRÉSIS**

59292 SAINT-HILAIRE-  
LEZ-CAMBRAI France

**28. LE RELAIS EST**

68270 WITTENHEIM France

**29. LE RELAIS EURE-ET-LOIR**

28170 FAVIERES France

**30. LE RELAIS GIRONDE**

33300 BORDEAUX France

**31. LE RELAIS LORRAINE**

54170 ALLAIN France

**32. LE RELAIS NORD-EST  
ILE-DE-FRANCE**

02200 PLOISY France

## Operator breakdown by category

In 2019, 63 sorting operators were under contract with Eco TLC, including 49 facilities located in France and 14 in other European countries. 5 facilities did not renew contracts in 2019, because 3 no longer sort CHF from France and 2 have ceased this activity.



**33. LE RELAIS NPDC - R10**  
10600 LA CHAPELLE-SAINT-LUC  
France

**34. LE RELAIS NPDC - R13**  
13014 MARSEILLE France

**35. LE RELAIS NPDC - R32**  
32230 MARCIAC France

**36. LE RELAIS NPDC - R80**  
80830 L'ETOILE France

**37. LE RELAIS NPDC - R81**  
81660 BOUT-DU-PONT-DE-L'ARN  
France

**38. LE RELAIS NPDC - BRUAY**  
62700 BRUAY-LA-BUISSIÈRE France

**39. LE RELAIS PROVENCE**  
84000 AVIGNON France

**40. LE RELAIS VAL DE SEINE**  
78570 CHANTELOUP-LES-VIGNES  
France

**41. LE TRI D'EMMA**  
42300 VILLEREST France

**42. LIMBOTEX**  
3990 PEER Belgique

**43. MAGREG**  
13015 MARSEILLE France

**44. MARBO RECYCLING BV**  
4782 MOERDIJK Pays-Bas

**45. OFTEX TEXTIEL  
RECYCLING BV**  
3088 ROTTERDAM Pays-Bas

**46. PHILTEX & RECYCLING**  
30128 GARONS France

**47. PROVENCE TLC**  
13127 VITROLLES France

**48. RECYTEX EUROPE**  
4100 SERAING Belgique

**49. RETRITEX**  
56308 PONTIVY Cedex France

**50. RIMATEX BVBA**  
9100 SINT-NIKLAAS Belgique

**51. SOCIETE DE DISTRIBUTION  
DE VETEMENTS**  
95200 SARCELLES France

**52. SOCIETE DE DISTRIBUTION  
DE VETEMENTS**  
60430 PONCHON France

**53. SOCIETE DE RECUPÉRATION  
DE CHIFFONS EUROPEENS (SRCE)**  
81800 RABASTENS France

**54. SOEX PROCESSING  
GERMANY GmbH**  
22926 AHRENSBURG Allemagne

**55. SOLIDARITE TEXTILES**  
76770 LE HOULME France

**56. TERTEX**  
4040 HERSTAL Belgique

**57. TIO CREATEX**  
86400 SAINT-SAVIOL France

**58. TRI D'UNION**  
57460 BEHREN-LES-FORBACH  
France

**59. TRIO**  
79000 NIORT France

**60. TRITEX NORMANDIE**  
14650 CARPIQUET France

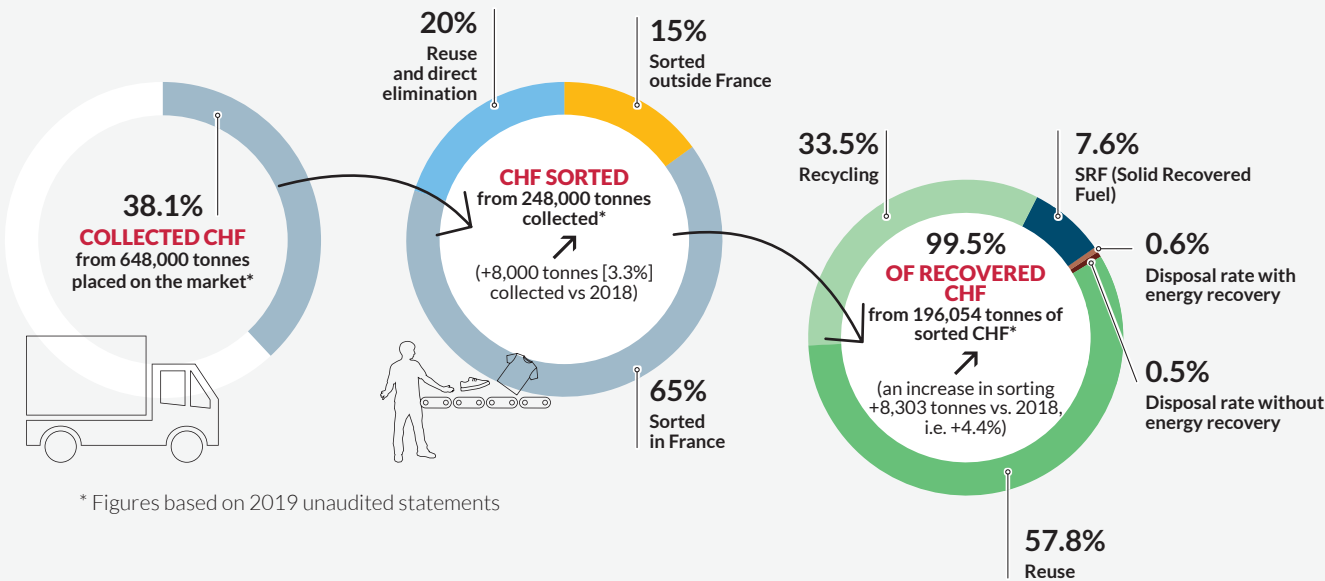
**61. VANBREUZE  
PRODUCTIONS**  
9320 EREMBODEGEM Belgique

**62. VERTEX**  
09300 LAVELANET France

**63. VOSGES TLC**  
88150 CAPAVENIR France

# A second life for CHF

The CHF sector sits at the junction between two loops: one for product reuse and the second for recycling materials to make new materials. Support for innovation and active collaboration between all stakeholders to develop solutions are key in enabling the transition towards securing a more circular lifecycle model.



## Reuse

Reuse is the preferred method of recovery for post-consumer CHF and the most significant in terms of volumes.

Five percent of articles are resold in France with the rest exported to meet demand from ‘customer’ countries.





Importing country		
	2018	2019
Benelux	26%	24%
Tunisia	14%	13%
UAE	13%	10%
Pakistan + India	15%	19%
Madagascar	4%	4%
Togo	5%	6%
Germany	2%	2%
Senegal	3%	3%
Burkina Faso	3%	2%
Haiti	2%	3%
Mauritania	1%	2%
Cameroon	1%	1%
Mozambique	1%	1%
Mali	1%	0.5%
Tanzania	1%	1%
Rwanda	1%	1%
Benin		1%
Turkey		1%
Other countries	7%	5%

80% of sorted materials are exported

Second-hand clothing and wipers exports				
Change per type	Volume 2019	Change in vol. (%)	€/t 2019	Change in €
Total	174,142	-9%	421	-11
of which wipers	13,915	-31%	158	-18
of which 2 <sup>nd</sup> -hand clothes	160,227	-7%	444	-18
Change per import region				
Europe	51,356	-13%	368	-26
Africa	65,638	-9%	575	-6
Middle East	18,262	-30%	348	11
Asia	33,285	12%	164	5
America	5,721	12%	841	2

Second-hand clothing and wipers imports			
	2018	2019	Change
Tonnes	21,546	20,286	-5,85%
Average price in €/t	€781	€803	€22
of which wipers	15,644	15,916	1,74%
average price of wipers in €/t	€574	€593	€19
of which 2 <sup>nd</sup> -hand clothes	5,902	4,370	10,79%
average price of 2 <sup>nd</sup> -hand clothes in €/t	€1,330	€1,567	€237

Source: French customs

CAROLINE PORTES RELATES  
Director of Tissons la Solidarité

Tissons la Solidarité, an exemplary strategy for optimizing textile reuse

Tissons la Solidarité gathers together 70 IAE structures (Insertion par l'Activité Economique, which provide employment integration opportunities) and primarily focuses on managing second-hand textiles (collection, sorting, resale, upcycling and sewing). The products are then sold in 125 shops open to the general public. These structures employ 400 permanent staff and every year promote the return to employment of 1,900 on employment integration opportunities, 83% of whom are women.



RUFFLE COLLAR BLOUSE  
Originally a dress and recycled material.



PUFFED SLEEVE LAYERED COLLARLESS TOP  
Originally a shirt and some material.

LAYERED TOP WITH PUFFED SLEEVES  
Originally a shirt and some material.

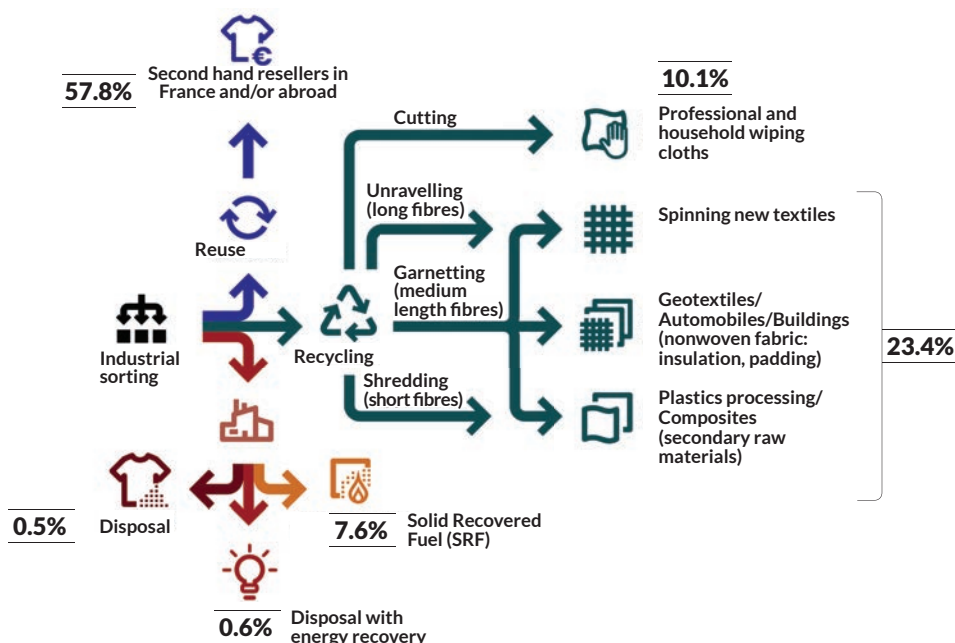


PLEATED SKIRT  
Originally a pleated dress and recycled material.



## Recycling and recovery

Statistics given for recycling and recovery specifically relate to the amounts collected in France. Trends in Europe match those in France.



### KEY FIGURES

**41.7%** of sorted CHF is recovered as energy or materials:

- recycling: **33.5%**
- SRF: **7.6%**
- energy recovery: **0.6%**

## Overview of optical (digital) sorting and recognition technologies for textiles

Summary of main conclusions from the Terra study commissioned by Eco TLC.

• **TECHNOLOGY:** Sorting textile materials for recycling requires technologies capable of recognizing these materials. Near infrared spectroscopy (NIRS) appears to be the most appropriate in the near term. All the projects identified in Europe on sorting textile materials are looking at NIR. NIR is already being used for sorting packaging materials. Textiles, however, pose identification problems such as:

- the existence of thousands of different mixtures,
- the presence in very small proportions of certain materials (e.g. elastane),
- the use of certain pigments that can alter correct identification,
- the 3D structure of certain garments (e.g. multilayer, coatings, etc.).

Although significant progress has been made, optical sorting of textile materials is still only in the development stage. Some

pilot textile sorting units are already operating in Europe. In the longer term, completely different RFID technology could be used for sorting end-of-life textiles. Other spectroscopy recognition technologies could also be envisaged depending on the state of their development vis-à-vis textile materials.

• **THE ACTORS:** Several projects in Europe are focused on textile-sorting. The most advanced are: **SIPTex** (Sweden), **Fibersort** (Netherlands), **Telaketju/LSJH** (Finland) and **RESYNTEX** (Germany). An analysis of these projects has revealed a common theme, namely that they involve several actors including project leaders, suppliers, recyclers, brands, funding sources, etc.

• **THE CONSTRAINTS:** Material recognition is generally

coupled with color recognition.

- An exhaustive and reliable library of reference samples is essential for accurate materials recognition.
- Public funding is also key for such projects that involve budgets in excess of €1 million.
- Serious assessment of new departures and opportunities is essential for achieving the best possible identification of categories and sorting quality, as well as for ensuring the profitability of operations in the future.

There are different approaches regarding the degree of automation for sorting materials.

Below are some key suppliers of textile recognition and sorting technologies:

- Iosys/GUT • LLA Instruments
- Pellenc ST • Spectral Engines
- TOMRA • Valvan

## R&D projects funded by Eco TLC

Plastic made from textile waste, a laptop shell or denim trousers made from recycled materials... R&D projects are one of the keys to the future of the circular economy.

### Success stories from 4 R&D projects



**PLAXTIL**

#### The new plastic has arrived!

With support from Innovation Challenge 2017 and Eco TLC, the Plas'tile ecological plastic project made great progress in just one year! This new plastic material, composed of textile waste (up to 40%, pure and mixed) and a natural or petroleum-based mould, is now called 'Plaxtil', and was officially launched at the end of October 2019 during the world-leading K2019 plastics and rubber trade fair in Düsseldorf. *"The commercial brand has been created, along with a website and product messaging,"* welcomed Charlotte Wallet and Olivier Civil. *"We are now prospecting companies with textile waste for recycling with our complete and circular solution. By using their textile waste, we can replace the regular plastic objects they use with new ecological plastic objects."* Discussions are now ongoing with several actors including marketers and manufacturers, etc. At the French Crambes hat and cap manufacturer, cutting waste is now being transformed into a stiffening material for their caps. Door openers, sanitizer bottles, coat racks, visors, and storage boxes are also available. *"Our goal for 2021 is to produce 250 tonnes of Plaxtil from 100 tonnes of textile waste,"* conclude Charlotte Wallet and Olivier Civil. A dedicated production line should also come onstream at the Plaxtil CDA Développement factory.



INNOVATION presents projects funded by Eco TLC. This latest edition presents the 9 award winners for 2019, gives an insight into the jury, and reviews success stories from the 2019 Innovation Challenge program.

### RECYC'LAB

#### From mobile phone covers to everyday objects

Mobile phone covers made from recycled textiles: the Recyc'lab project for Auchan Retail France used a thermal induction process from plastics manufacturer's Roctool. *"We released a satisfactory standard thermoformed material, and made a mobile phone cover,"* enthused Isabelle Dayde. *"However, in order to ensure appropriate adhesion to the phone, we had to inject some plastic into the material. This resulted in a significant and unprofitable financial investment. Indeed, with mobile phone shapes changing every year, it would have been impossible for us to make the investment needed in two different moulds profitable over such short time spans."* Using the material available, Auchan then began to study manufacturing products requiring only a single mould. Several avenues were then identified including decorative objects, trays, hangers, etc. The Recyc'lab project will therefore continue and develop new products, once the health crisis has ended.





3

### DESIGN FOR REPAIR Testing on an industrial scale



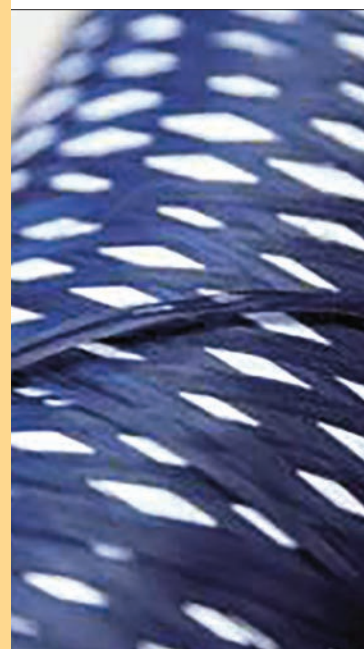
With Design For Repair, Eram aimed to develop a new footwear design and manufacturing process which, at the end of its lifecycle, would enable the easy dismantling of all of the shoes' components for recycling. "We are now in the process of both filing patents and undertaking the industrial-scale testing phase for the boots and sneakers product ranges," explains Gauthier Bedek, head of R&D at La Manufacture Eram. "The technology (formulation of the adhesive applied to glue the shoe upper to the sole) and the pilot tests have been validated. We are now working with our suppliers on the recycling component. How can the soles be turned around so that they can be reintegrated into new products? What maximum percentage can we target for reintegration into new soles? How profitable will it be? We are one element in this circular economy project and we must now all together work to complete the circle." In the 3<sup>rd</sup> quarter of 2020, thus will begin the recovery of products and large-scale testing. Finally, and in studying all possible options to capitalize on its shoe dismantling process, Eram is also launching "Comme Neuve" (Like New), a new collection presenting reconditioned shoes from previously rented footwear via its "atelier Bocage" service. The Sessile brand produces eco-design sneakers that can be dismantled, repaired and recycled.

### MONCOTON AND CELL-JEANS Jeans in 100% recycled cotton en route to the industrialization stage

Winner of the 2016 Eco TLC Innovation Challenge, the 100% recycled cotton jeans project by L'équipe 1083 is now completed. "It's a success," enthuses David Leromain. "We made 2 threads, first a 75% recycled cotton - 25% virgin cotton thread, and then a 100% recycled cotton thread. We then set up the "MONCOTON" project, winner of the 2019 ADEME Investments for the Future program's innovation competition, which aims to industrialize our process." In addition, L'équipe 1083 is currently in a machine acquisition phase in order to produce a much larger volume of yarn, from 2021. "We are changing scale and, by 2022, we will be in a position to provide our 100% recycled cotton jeans," concludes David Leromain. A second project, Cell-Jeans, winner of the 2017 Innovation Challenge, also continues to progress. This project involves making a new yarn from available cellulose in used jeans. Since fibers obtained from fraying are often too short for traditional spinning, L'équipe 1083 is looking to extract the available cellulose from which it can then manufacture new artificial fibers. "Cell-Jeans is thus a completely complementary project to jeans made from 100% recycled cotton," emphasizes David Leromain. "By working with the CANOE technological platform located in Pessac, we have managed to obtain a yarn that we are now looking to optimize. In fact, CANOE equipment is sized to produce a thick yarn whereas we need finer yarns. We are currently seeking a partner with this fine yarn technology in order for the project to progress further. Unfortunately, there is none available in France. We are in discussions with several companies across Europe to set up the industrialization of yarn produced from used jean cellulose."

To be continued...

4





# Educating, raising awareness, engaging the public

The challenge of raising awareness over sorting, a second life for used products, and more generally in terms of the circular economy, leads us to participate in events and meetings, and to forge partnerships across the regions and at national level. 2019 was a very busy year.

## ONGOING THROUGHOUT THE YEAR

### RE-CYCLAGES

Buoyed by its success in 2018, the RE-CYCLAGES exhibition continued in 2019 both in France, in the city of Brest, and internationally in 10 cities across China!



### Le Chapiteau Vert

This organization aims to raise awareness about recycling among children and young people by way of performances and educational games.



### Les Connexions

The Les Connexions organization, which sorts waste at festivals and sports events, continued its campaign to raise awareness over sorting practices.



### France Nature Environnement

In tackling the issue of the environmental impact of the textile industry in 2018, France Nature Environnement naturally sought out Eco TLC. In 2019, France Nature Environnement and Eco TLC set up a partnership to share knowledge, and support local actions so as to gain greater understanding of the sector as well as to disseminate good practices across the regions, and in particular through awareness over the challenges in sorting, recovering and extending the life of CHF products.

## JANUARY

### Signature of the CSF Mode & Luxe contract

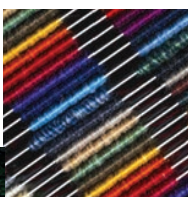
On 08 January 2019, Bruno Le Maire, Minister of Economy and Finance, Franck Riester, Minister of Culture, and Guillaume de Seynes, Chairman of the **Strategic Sector Committee for Fashion and Luxury** signed the Sector Strategic Contract. The contract consists of six structural measures set to enable the sector to maintain its pre-eminence and provide it with the means for growth. The 6<sup>th</sup> component, "driving a virtuous circular economy", provides for the launch of two pioneering technological recycling prototypes in the textile sector (CETI's pilot mechanical recycling chain and the Jeplan/ Techtera chemical recycling unit). Both projects received Eco TLC support as part of the Innovation Challenge program. As part of this 6<sup>th</sup> component's working group, Eco TLC is dedicated to implementing the roadmap alongside professionals from the Fashion and Luxury sector.



## MARCH

### "Textiles, taking a look at the future" symposium

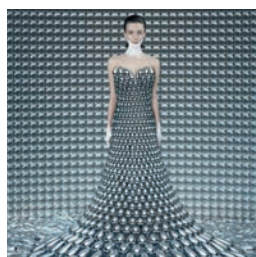
The UIT textile trade Association, in partnership with the French foundation body, Fondation Théophile Legrand, organized its fifth conference, held in Paris between 05-13 March 2019 and entitled "Textile, Cap sur le futur". The central theme of this event was how sustainable fashion was essential for the planet as well as being an attractive business opportunity for the sector.



## APRIL

### 25<sup>th</sup> edition of the Dinan Young Designer Festival

For this International Festival for Young Designers (12-14 April), Eco TLC sponsored a special "Upcycling" prize and engaged upstream with the 12 winners to promote the design of sustainable clothing.



## MAY

### FASHION GREEN DAYS

#### Fashion Green Days

23-24 May, Roubaix.

Eco TLC was a partner in the 2<sup>nd</sup> edition of the Fashion Green Days – a forum promoting the realignment of the fashion industry with the principles of a circular economy – in collaboration with Nordcrea, whose mission is to drive momentum in the regional fashion and textile ecosystem and develop social and ecological innovation in the textile, fashion and clothing sector. During the Fashion Green Days event, the Plateau Fertile textile workshop was set up to further innovation and circular fashion.

## JUNE

### Eco TLC General Assembly

The Eco TLC general assembly was held on June 27 2019 with the associates of the eco-organization. It was followed by a morning of discussions, led by Audrey Pulvar, who welcomed around 150 sector participants, with the aim of engaging in a process of interactive reflexion over the circular economy.

## JULY

### Anti\_Fashion

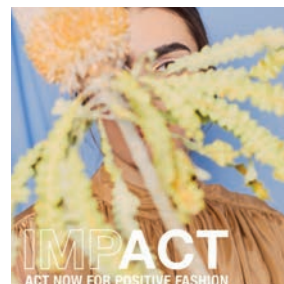
Between 04-06 July 2019, Anti\_Fashion organised a series of public conferences aimed at raising awareness over the environmental, social and economic issues related to selective waste sorting.

The textile sector was a particular focus, especially as regards challenges associated with separated collection for post-consumer CHF items, and awareness of both eco-design and the circular economy.



### International forum on the EPR industries

The second International Forum on Extended Producer Responsibility (EPR) Sectors was held in Paris between 02-03 July 2019. With more than 400 EPR programs worldwide, the forum brought a large number of actors together including manufacturers, local authorities, NGOs, and other stakeholders from all continents. After its initial success in Australia, GlobalPSC joined forces with the DASTRI eco-organization, for this second event alongside support from a collection of French eco-organizations, including Eco TLC.



## SEPTEMBER

### Who's Next "Impact" event

Eco TLC participated in Who's Next, the international ready-to-wear fair, that between 06 and 09 September gathered more than 50,000 visitors together in an IMPACT forum, dedicated to initiatives in eco-responsible fashion. Nordcrea and Fashion Green Days were invited to attend. A project competition was launched among the exhibitors. Ten brands were selected to help them to develop visibility and gain new customers.





**CETI**

On 19 September 2019, in front of 200 sector professionals, CETI inaugurated the pioneering French short-fiber mechanical recycling platform prototype. The event achieved its goal of gathering together the major players for the emerging sector of the recycling industry to exchange and share knowledge and experience.

**Paris Good Fashion**

In creating and hosting an open community that assembles professionals from the sector, major brands, entrepreneurs, designers, experts, and the public, to consciously drive forward with real action for a more responsible fashion industry, the Paris Good Fashion initiative is working to make Paris the new international capital of sustainable fashion by 2024. Eco TLC is backing this endeavour. As part of this drive towards responsible fashion, Paris Good Fashion is mapping out the members of responsible fashion community operating within the city. This tool in French and in English is intended to be accessible both to professionals and the general public. The objective is to promote, among both the general public and professionals, Parisian players in the sector who are committed to fashion that is concerned with its environmental impact.

**Parures exhibition**

Inaugurated in Roubaix and running from 07 September -28 October, the Parures exhibition, designed by its founder Isabelle Quéhé and hosted by the Universal Love organization, presents exceptional pieces that combine the expertise of traditional skills with the inventiveness of haute couture. Created in collaboration with designers from around the world, this collection of "art objects to wear" shows how both the simple and ultra sophisticated can transform any outfit. The exhibition presents contemporary, visionary and on-point skills and expertise, at a time when safeguarding fine manual skills is crucial and when we need to rekindle our artisanal textile heritage. Constantly changing and updating, the exhibition showcases fresh designer pieces and crafting techniques.

**OCTOBER****#RRR campaign**

For the first time, the #RRR, for Repair, Reuse, Recycle awareness campaign that ran from 05-13 October 2019, went digital. Supported by Eco TLC, the campaign brings 66 brands together to focus on the common goal of making the second life for textiles and shoes in order to achieve zero waste an automatic reflex.

**Maisons du Monde awards**

Eco TLC participated as a partner and member of the Jury in this third edition of the Trophées Maisons du Monde competition that seeks to promote talented, up-and-coming young designers and build their awareness over the use of sustainable products in furniture making.

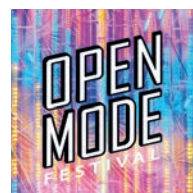
**NOVEMBER****"Ensemble, continuons de recycler" campaign**

In 2018, the Ministry of Ecological and Inclusive Transition, Eco TLC and 12 eco-organizations in charge of waste management launched a public information campaign entitled "Together, let's keep recycling".

In 2019, these same actors added both to the campaign's content and digital scope in a bid to reach a wider and especially younger audience. Four personalities actively got involved with the campaign: Bigflo & Oli, Cyprien, Blaise Matuidi, and Inès Reg.

**DECEMBER****Open Mode Festival**

Between 13-15 December 2019, the Open Mode Festival was held at the Grande Halle de la Villette, in Paris. Fashion designers presented their creations during dance shows. Eco TLC held a workshop aimed at raising awareness over "a second life for textiles", alongside students from the Casa93 fashion school and the Les Résilientes fashion studio.



# General public awareness La Fibre du tri website and social media

Eco TLC is active across the Internet and social media, as well as other channels that serve as discussion forums and ways to disseminate information to the general public.



On Facebook  
we reached  
**113K** subscribers  
in 2019 versus  
**110K** in 2018



On Instagram,  
we reached  
**11K** followers  
in 2019,  
versus **8K** in 2018

An example of a post  
that has worked best on  
Instagram is  
the one from  
06 October 2019:

**10,607**

impressions

(355 likes,  
28 comments  
and 26 shares)



VISITS TO  
LA FIBRE DU TRI

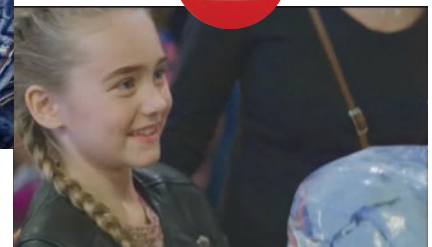
**1,414,059**  
views

between  
01 January 2019  
and 31 December  
2019 versus  
951,397  
in 2018



## Communications campaigns

Eco TLC has conducted  
two digital campaigns to  
provide information and  
raise awareness around  
the two moments in the  
year when people are  
most likely to be **sorting  
through and clearing  
out their wardrobes**, i.e.  
in early spring and after  
the summer holidays.



## #1 highlight performance

We secured a total video  
views of 2,434,109\*.

**La Fibre du tri**  
website has recorded  
**377,992** visits.

## FOCUS ON THE #RRR DIGITAL CAMPAIGN

**14.2 M** people reached via this campaign\*

**565K** videos viewed\*

**87,638** visits to La Fibre du tri website,

**89%** of which were new visits

**8,750,000** social network impressions

(Facebook and Instagram)



\*Data from Re-mind



# The #RRR campaign

## Repair. Reuse. Recycle.



**From 05-13 October 2019,**

Eco TLC launched the major #RRR national awareness campaign that focused on 3 main themes:

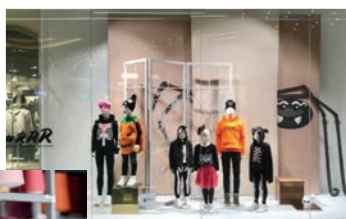
**Repair, Reuse, and Recycle.**

Let's Repair, Reuse and Recycle the Clothing, Home textiles and Footwear (CHF) items that we no longer use.

For both brands and consumers alike, #RRR means giving products a second life.

**A committed industry!**

66 different textiles and footwear brands have, for the first time, come together within La Fibre du tri (Eco TLC) to make the need for a second life for products as obvious as it is essential.



**66** brands involved

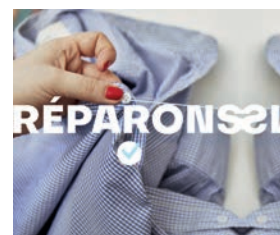
**3** outlets

**15,000** employees

### #RRR An innovative digital campaign across social networks and on 'La Fibre du tri'

Eco TLC has guided the general public by providing information on good practices: posts to clarify misunderstandings; key data, testimonials, and practical advice for sorting at home; an interactive map for locating the closest collection points; addresses of repairs professionals, and educational videos.

A committed general public alongside stakeholders in the world of fashion as well as responsible fashion influencers, such as **Happy New Green** and **Fashion Revolution France**, who have all promoted the #RRR campaign messages.



### Social networks used



FACEBOOK

163 posts and a 10% engagement rate



INSTAGRAM

102 posts, 60 stories, and a 2% engagement rate



TWITTER

151 posts and a 44% engagement rate



LINKEDIN

53 posts and a 44% engagement rate



**1 in 4 French people**

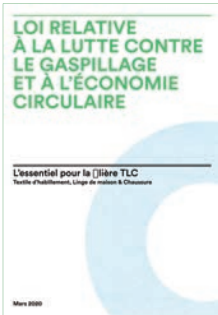
has been reached by the #RRR campaign

**119,456** visits and 89% new visitors

**17,868,593** people reached in total

# 2020 Outlook

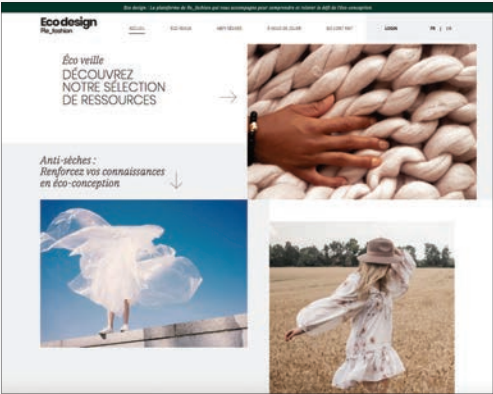
While 2019 marked a turning point and a decisive gearing up for the company, 2020 is set to be its year of transformation. Here we detail the framework and projects guiding Eco TLC's fresh direction.



## Changes in the regulatory framework

The law on the fight against waste and the circular economy (February 2020) has injected real pace into ecological transition. It

marks an important stage for the CHF sector, which is resolutely committed to the path of sustainable development, and it complements initiatives already taken in this direction. Eco TLC and 11 federations have co-authored an instructive summary explaining these regulatory changes including: optimizing the life cycle of products placed on the market, promoting reuse, lengthening CHF lifespans, improving collection, integrating a minimum rate for recycled materials, prioritizing donations, prohibiting destruction, better informing consumers; there are a great many areas upon which to build change.



## 'Eco design' – a blueprint for creating with the environment

A new landmark digital platform, devised by Eco TLC and developed with its partners and members to best meet their expectations, 'Eco design' sets out to guide and assist textile and footwear brands switch to eco-design.

<http://www.re-fashion.fr/eco-design/en>

(English platform)

<http://www.re-fashion.fr/eco-design/fr>

(French platform)

**ADÈLE ROUTHIAU RELATES**  
Eco design project manager at Eco TLC

Eco design is for fashion professionals such as designers, pattern makers, product managers and collection managers, because it is they who now hold the power to design their products in an eco-responsible way.

## Observatory projects relaunch

In 2020, the sector's Economic, Environmental and Social Observatory Committee will continue its work in securing the most comprehensive knowledge possible as regards:

- costs and revenues for all the links in the CHF waste management value chain,
- changes in key operating and performance indicators for the different links in the value chain,
- both the environmental and social impacts generated by the CHF waste management segment.

2020 will involve integrating data processing and analysis solutions in order to both overcome shortfalls identified in previous years and better contextualize the various contributory links within the value chain. The Observatory Committee will use the Ademe (French Environment and Energy Management Agency) methodology. It will produce an annual review of the eco-organization's work for the relevant accreditation ministries as well as for the EPR sector committee.

### Changes in product nomenclature

To improve the nomenclature, the member brands of the Scale Committee, alongside Eco TLC pursue 2 objectives, namely facilitating the reporting function (a new extranet is currently in development), and ensuring more data is captured in order to improve the content and statistics and thus to further both knowledge and assessments of the market.

### Environmental transparency

Environmental labeling provides a tool for consumers to learn more about product footprints. Three French brands (Decathlon, Okaïdi, and Létol-Tissages de Charlieu) are already pioneers in the field and over several months have been displaying ratings (ABCDE) for some of their products. ADEME has set up working groups to coordinate this experimental phase at national level, and Eco TLC is among the participants. Eco TLC and ADEME are also members of the PEFCR Apparel & Footwear (Product Environmental Footprint Category Rules) technical secretariat. It is a strategic project stemming from an EU Commission initiative that seeks to define common calculation rules for the environmental footprints for clothing and footwear at European level.

### In 2020, Eco TLC becomes Re\_fashion

- In acting as its own catalyst for this transformation, in 2020 Eco TLC will also evolve and change its name.
- To better promote the entire sector's transformation ambitions.
- To better embody and encompass its bigger and broader scope.
- To communicate the strength of collective commitment, serving as a central focus around which professionals and the general public can come together.
- To become the standard bearer of their commitment. To be a central reference point overseeing their action.
- A brand that unites: simple, accessible, easily understood, and a call to action.

Eco TLC becomes  
**Re\_fashion**

SÉVERINE MAREELS RELATES Head of CSR at Okaïdi, Jacadi Paris, and Oxybul		
Implementing environmental labeling makes it possible to fully and transparently inform customers of the impact of products. Labeling information allows consumers to compare products and can guide their choices towards more responsible	consumption. In addition, our design, supply, and purchasing teams employ a number of eco-design measurement indicators. Our eco-design approach avoids tapping into non-renewable resources. It promotes the selection of suppliers who are	less energy-consuming and more respectful of their environment, identifies modes of transport that emit less CO <sub>2</sub> , and above all, raises customer awareness over responsible sustainable consumption.

# Key performance indicators

	Accreditation 2014 • 2019 Year 1	Accreditation 2014 • 2019 Year 2
	2014	2015
<b>Member organizations (companies and associations)</b>	4,600	4,580
Number of membership agreements	1,650	1,585
Number of items put on the market (in billions)	2.522	2.583
Equivalent amount in tonnes <b>estimated</b>	600,000	600,000
<b>Amount of eco-contributions in € millions</b>	<b>15.8</b>	<b>16.3</b>
Of which eco-modulated (%)	0.029%	0.024%
Average contribution per CHF item	€0.0063	€0.0063
Contribution in €/tonne put on market	€26.30	€27.20
<b>Raising public awareness over sorting practices</b>		
Number of registered local authorities (incl. under contract)	870	924
No. of people covered by registered local authorities	37,252,749	42,093,251
Number of contracted local authorities	522	616
No. of publicity campaigns reported with respect to previous year	996	1,300
Amount of funding for public relations corresponding to previous year	€1,310,438	€1,939,161
<b>Collection of post-consumer CHF</b>		
Tonnes collected	175,000	195,000
Weight collected per inhabitant (kg)	2.7	3.0
Number of CPs (Collection Points)	34,650	39,093
Tonnes collected per CP	5.1	5.0
Number of municipalities with at least one CP*		
People with CP access (living in municipalities that provide facilities)	54,702,352	56,724,151
<b>Sorting and destination for sorted materials</b>		
Number of contracted and reporting sorting facilities / <b>of which in France</b>	60 / <b>43</b>	64 / <b>50</b>
Tonnes sorted / <b>of which in France</b>	153,602 / <b>79%</b>	179,687 / <b>81%</b>
Average tonnes per sorting facility	2,560	2,808
Recovery % from sorted tonnage (incl. energy recovery)	99.1%	99.5%
of which: Reuse	64.1%	61.9%
Materials for garnetting	20.2%	21.8%
Wipers	9.3%	9.5%
Solid Recovered Fuel (SRF in materials recovery)	4.3%	5.0%
Disposal through incineration with energy recovery	1.2%	1.3%
Disposal without energy recovery	0.9%	0.5%
<b>Funding allocated to sorting</b>	€10,817,419	€12,784,404
<b>Studies and R&amp;D projects</b>		
Number of R&D projects funded since 2010	18	22
Cumulative funding for R&D since 2010	€1.8 million	€2.3 million



# for the sector

Accreditation 2014 • 2019 Year 3	Accreditation 2014 • 2019 Year 4	Accreditation 2014 • 2019 Year 5	Accreditation 2014 • 2019 Year 6
2016	2017	2018	2019
4,476	4,400	4,237	4,019
1,536	1,499	1,506	1,519
2,585	2,597	2,645	2,887
624,000	624,000	624,000	648,000
17.6	17.9	21.8	25.6
0.004%	0.279%	0.640%	2.090%
€0.0068	€0.0069	€0.0083	€0.0089
€28.20	€28.70	€34.90	€39.43
760	683	679	679
45,186,345	49,625,197	53,997,946	54,647,067
670	599	593	594
1,370	1,121	917	960
€1,954,201	€2,159,387	€2,337,501	€2,509,041
210,000	223,000	245,000	248,547
3.2	3.4	3.6	3.7
41,793	42,936	45,614	46,066
5.0	5.2	5.4	5.4
		16,247	16,310
57,529,093	58,324,958	58,727,224	58,747,334
64 / 50	68 / 53	68 / 52	63 / 49
181,748 / 83%	184,494 / 85%	187,751 / 85%	196,054 / 81.5%
2,840	2,713	2,761	3,112
99.7%	99.5%	99.2%	99.5%
58.9%	58.4%	58.2%	57.8%
22.4%	22.5%	22.5%	23.4%
9.5%	9.7%	10.3%	10.1%
7.6%	8.3%	7.7%	7.6%
1.0%	0.7%	0.5%	0.6%
0.3%	0.4%	0.8%	0.5%
€12,845,376	€16,374,088	€15,532,611	€16,018,197
28	36	43	52
€2.8 million	€3.2 million	€3.9 million	€4.2 million

N.B.: Figures quoted have been rounded. \*Indicator created in 2018



# Financial situation

## Operating account

Operating revenue in €	2018	2019	change
Contributions	21,837,783	25,552,842	17%
Other income incl. reversal of provisions	3,137,971	4,513,721	44%
<b>Total Revenue</b>	<b>24,975,754</b>	<b>30,066,563</b>	<b>20%</b>
Operating expenses in €	2018	2019	
Cost of funding for sorting	14,976,086	16,018,197	7%
Cost of funding for local authorities	5,399,795	4,567,573	-15%
Cost of funding for R&D	500,000	801,026	60%
Sub-total (funding expenses)	20,875,881	21,386,796	2%
<b>Other operating expenses</b>	<b>83%</b>	<b>71%</b>	
Other purchases and external expenses: of which	1,684,604	1,686,769	0%
• consultancy, studies and audit fees	715,637	739,159	3%
• public relations	527,993	496,590	-6%
• current operating expenses	440,975	451,020	2%
Taxes and fees	16,293	13,115	-20%
Payroll expenses	865,088	972,997	12%
Depreciation allowance	42,463	138,178	225%
Provisions against current assets	133,690	318,824	138%
Provisions for future expenses	926,173	5,599,026	505%
Other expenses including exceptionals	500,568	4,476	-99%
<b>Sub-total (other expenses)</b>	<b>4,168,878</b>	<b>8,733,385</b>	<b>109%</b>
<b>Total Expenses</b>	<b>25,044,759</b>	<b>30,120,181</b>	<b>20%</b>
Results in €	2018	2019	
<b>Net operating profit/loss</b>	<b>-69,005</b>	<b>-53,618</b>	
Financial income and expenses	69,005	53,618	
Corporation tax	0	0	
<b>Net profit/loss</b>	<b>0</b>	<b>0</b>	

## Balance sheets for 2018–2019 compared

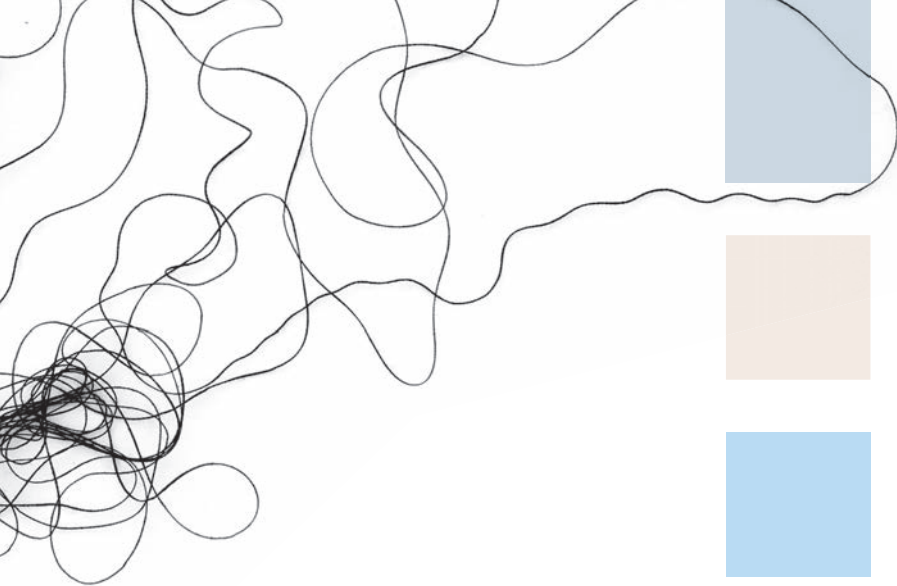
Assets	2018	2019
Fixed assets		
intangibles	€170,220	€35,723
tangibles		
non-current financial assets		
Current assets		
inventory		
receivables	€25,780,720	€27,535,414
securities	€2,208,302	€2,002,346
liquid assets	€13,211,181	€15,441,318
prepaid expenses	€13,289	€21,867
Total	€41,383,712	€45,036,668

Liabilities	2018	2019
Equity capital		
capital	€36,250	€40,000
reserves		
earnings		
Provisions	€11,414,225	€17,013,251
Debts		
financial liabilities	€330	€300
supplier debts	€25,235,105	€23,038,766
taxes and payroll	€4,350,975	€4,680,641
other liabilities	€346,827	€263,709
unearned income		
Total	€41,383,712	€45,036,668

## Indicative financial plan for 2020



Funding for recovery of sorted waste (excl. materials sorting)	
No. Tonnes	196,000
Change	0%
Total amount	€15,680,000
Funding (investment) for sorting development	
No. Tonnes	2,000
Change	
Total amount	€100,000
Support for sorting materials + Additional logistics costs	
No. Tonnes	52,500
Change	
Total amount	€5,250,000
Funding for public relations	
No. of inhabitants served	45,000,000
Change	
Total amount	€4,500,000
Funding for R&D	€1,000,000
Expenses excl. funding	€4,036,000
Total Expenses	€30,576,000



## Eco TLC driving momentum:

- FEDERATING
- INNOVATING
- VALORISING
- PROMOTING
- RAISING AWARENESS
- SUPPORTING
- DEVELOPING
- CREATING SOCIAL COHESION



### Contact



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