

Growing

by **Didier Souflet** *Refashion CEO*

For all players in the textile industry 2021 was yet again a complicated year to manage. Despite turbulent times everyone is adapting to meet the challenges that we are facing.

For the eco-organisation, 2021 was a year that, in the middle of the 2020-2022 transitional authority approval, marked an initial acceleration with major changes to be embraced and anticipated. Regulations (with the very structuring French AGEC law - Anti-waste and Circular Economy), IPCC reports and public opinion that is more aware of the climate crisis, are all factors that require our commitment to do more and to grow. To grow via our projects, our team, and in our ambitions, with:

- More tools, webinars and education in order to **assist marketers** in their virtuous development, in eco-design and in applying the regulatory framework.
- The **“Your clothing has a future”** public awareness-raising campaign, the culminating point being the #RRRR campaign which includes new stakeholders and reaches out to an ever increasing number of citizens.
- The development potential of **regeneration** thanks to the launch of the Recycle platform and to working groups specifically focusing on innovation and to the Materials Sorting and Preparation Committee.
- More convergence and commitment at a European level within the “Sustainable Textiles/Green Deal” context for an environmental assessment method that is currently being standardised and which positions Refashion as a reference baseline.

Growing and developing, this is also the case for our associates that I, along with the Board of Directors, represent with the arrival of Minelli and Richard-Pontvert (Paraboot). This is also the case for the operations team where new talents have arrived and, lastly, it is also the case of Refashion’s General Management with the arrival of Maud Hardy in January 2022.

Maud has both my full confidence and that of the Board’s, to engage Refashion in this new era marked by an increase in financial resources (in two years, the eco-fees have risen from 26 million Euros in 2019 to 51 million Euros in 2021). Our challenge is to increase our assistance to brands in eco-design, by providing better information to the public on the behavioural changes required and by promoting the conditions for the emergence and sustainability of the recycling industry in France and in Europe.

I would like to thank Alain Claudot whose unfailing energy and commitment has led the eco-organisation to where it is today. He built a team of highly motivated experts, ready to lead a transformation project, i.e. new ways in producing, consuming and regenerating used textiles into new resources.

The unstable period that we are experiencing is also an opportunity to accelerate the transition towards an environmentally **responsible and circular textile industry.**

It’s this **ambitious project** that I would like to share with you.

