

Re-design consumption



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Consumption is the second cornerstone of the circular economy. Refashion provides information and raises public awareness through local initiatives with local authorities and all entities having collection points and through national communication initiatives. The messages to be shared and which require action focus on: correct sorting, broader collection solutions, and more generally reuse, repair, recycling and reduction. This involves helping the public, through education and the prevention of waste, to become aware of the environmental stakes and challenges and incite them to act. **Refashion must lead, even accelerate, behavioural changes in order to reduce the environmental impacts caused by the way we consume.**

REFASHION



The digital #RRRR campaign

Initiated in 2019, the #RRR movement grew bigger in 2021 and an additional R was added, standing for Reduction. The campaign then became: Let's Reuse, Let's Repair, Let's Recycle and Let's Reduce our environmental impact. An innovative national tool essentially on the social networks.

A committed textile industry

As there is no more time to lose and it is now urgent to take action, Refashion wanted to rally the maximum amount of stakeholders in order to prevent and reduce clothing textile and footwear waste. **From the 8 to 17 October 2021, 150 partners joined in the #RRRR campaign, who, with a united voice, entered the**

Let's Reuse, Repair, Recycle and Reduce movement. On the social networks, on the websites of brands and traders, on the second-hand platforms, in stores, and even at a local authority level, everyone played an important role in encouraging as many people as possible to adopt the reflex that a product can have a second lease of life.

A large community to engage in action

The partners signing the "Commitment Charter" (the clothing, footwear and household linen brands, those in the second-hand sector - the solidarity retail shops, the resale platforms for private individuals - and those in the repair activities, sorting, recycling operators and local authorities) had the possibility of using either a ready-to-use campaign kit, or of adapting the visuals according to their brand identity, whilst keeping the strength and united tone of the messages portrayed.

Results on the increase

37 million views in 2021
55 % of the population covered
by the #RRRR campaign (compared to 31% in 2020 and 27% in 2019)

Long live #shiny and brand-old!

This year, Refashion teamed up with the Anti_Fashion Project community in order to undertake a #RRRR pre-campaign teaser under the creative and offbeat eye of fashion personalities. Mademoiselle Agnès, Katell Pouliquen, Maroussia Rebecq and Amah Ayivi took part in the game with community's young talents. Together they created "shiny and brand-old" looks using items from the Le Relais sorting centres and second-hand clothes shops. **The aim? To demonstrate that used clothing can be given a new lease of life.** And the result is... dazzling!

The OpinionWay Study

Refashion commissioned OpinionWay to understand consumer behaviour and expectations in terms of knowledge, motivation and perception of the second lease of life given to their clothing and footwear. The results speak for themselves: 80% of those surveyed declared that they are concerned about the environment and that this influences their behaviour.

Find a summary of the study at refashion.fr/pro

Initiatives by local authorities

In 2021, 34 local authorities, representing 11 million people, chose to join the #RRRR movement and extend it by organising local events around waste prevention and recovery of clothing. Many awareness-raising initiatives were established throughout France. Amongst them, collection events, wardrobe de-clutter sales, school challenges and competitions and upcycling fashion shows.

Local authorities are taking part in #RRRR

A few noteworthy awareness-raising initiatives on 2021:

#RRRR The Aix-Marseille-Provence métropole organised fashion shows with associations in its area.

#RRRR The public cooperative (syndicat mixte) Bil Ta Garbi organised events in its local shopping arcades and sales areas in partnership with brand names (Decathlon, Ikea, Carrefour, Super U...). There were a dozen or so stands with guest speakers to raise the public's awareness in reducing, reusing, repairing and sorting textiles.

#RRRR The SIPOM de Revel organised a poster competition for primary school children on the theme of clothing (purchasing and selling second-hand items, giving away, mending, etc.). This aim of this event was to raise the children's awareness on the industry's environmental impacts. Later on, local textile collection operations were organised in the different town halls.

#RRRR The SMICTOM Zone Sous-Vosgienne organised a fair where all sorts objects are free (called a gratifieria) in particular clothing, thereby allowing the public to participate in the movement.

#RRRR The Community of Municipalities Creuse Confluence, in partnership with the second-hand shop, La Dynamo de Chambon-sur-Voueize, organised a zero waste sewing workshop. This event allowed fun ideas on reusing household textiles to be shared.

#RRRR Grenoble-Alpes Métropole, in partnership with 38 local towns, carried out a large textile collection event in the wake of the #RRRR campaign.

Thereby, 84 containers were made available to all residents wishing to dispose of household linen, clothing, underwear, bags and shoes, whether damaged, with holes in, with deformities, or simply not in fashion.

#RRRR The SITOMAP Pithiviers in partnership with second-hand shops ("Les Petites Puces" and "Grande Friperie") made available awareness-raising stands, places for exchanging goods and repair workshops to the public.



The new self-deposit bank symbol (SDB)

In 2021 collection operators affixed the new symbol onto their self-deposit banks, a symbol developed by Refashion, in agreement with the Collection and Sorting Coverage Committee.

The new textile industry's reference logo guarantees the public that their donations are traceable and ensure that, regardless of their condition, they can be recovered (worn again or recycled). Furthermore, **the public have the possibility of scanning a QR code affixed on the self-deposit banks connecting them to a video which explains what will happen to their donations.**

Refashion encourages local communities to communicate in their areas with new creations

In 2021, the eco-organisation developed a completely new communication kit for local authorities. It thereby provided the authorities with support in the key messages they wished to convey about the second lease of life given to used clothing.

"Your clothes have a future" is a fun campaign developed in several formats: kakemono, flyers, digital media and on social networks. This campaign changes established rules, and promotes the transmission or transformation of clothing. As they are emotionally charged and represent a part of our past, our clothes are precious and we do not dispose of them as we would do standard waste. This communication kit aims at embodying the act of depositing items of clothing, of recognising the emotional value of this resource and to give meaning to what becomes of waste, even prevent waste.

Lucie, Nora, Pascal, Colette... who sort and clear out their cupboards and give away items to Amélie, Anissa, Kamal, Juliette... A concept that can be rolled over forever and that can be performed by everyone.



Vos textiles et vos chaussures ont de l'avenir, donnez-les.
Même ceux qui sont usés ou troués !



Déposez vos vêtements, lingé de maison et chaussures dans un point d'apport.

Le bon geste en 2 étapes

1. Rendez-vous sur refashion.fr/citoyens pour trouver le point d'apport le plus proche de chez vous.
2. Déposez vos textiles selon les consignes ci-dessous :



Vos vêtements et votre linge de maison propres et secs dans un sac fermé (30L).



Vos chaussures liées par paire et dans un sac fermé (30L).



Ne pas déposer d'articles humides, ni souillés.



Spotlight on Refashion's voice in 2021

Refashion Day

For the first time ever, the eco-organisation brought together French and European professionals from the textile industry during Refashion Day organised on 5 October 2021. This is a day where conferences and round tables with a wealth of content took place during which two key subjects were addressed to foster an ever more circular economy:

- manufacturing, with a focus on eco-design
- recovery, in particular recycling

A fabulous first with nearly 800 participants in person at the Cercle d'Aumale, in Paris, or via live streaming (in French and English): brands, collection, sorting and recycling operators, local authority and institutional representatives, consulting firms, competitiveness clusters and researchers. A major gathering of the textile industry.

Jean Expo

Up to 8 May 2022, the "Jeans, discover jeans from every angle" exhibition, held at the Cité des Sciences et de l'Industrie, in Paris, retraced the history of the most worn garment on the planet. A cult item, this has become a symbol of rebellion and a piece of history. As a partner in this exhibition, Refashion wanted to show what goes on behind the scenes in jean manufacturing and the ways in which to make them more environmentally-friendly.

The Fashion Triathlon

Refashion was a partner in the Ethic Fashion Triathlon, a major competition focusing on the world of fashion, sport, education and recycling. Between 2021 and 2024, several phases have been planned with the climax being the Olympic Games in July 2024. On Monday 8 November 2021, the organisation explained to 400 students its role within the textile industry and its vision about the circular economy thanks to eco-design. Awareness-raising is an essential lever for understanding the importance of a circular economy.

Refashion wins two prizes

- Silver prize in the 2021 "Communication Strategy on Commitment" Grand Prize
- 2021 Design Strategies Grand Prize in the visual identity category.

The Annual General Meeting of Associates

On 30 June 2021 Refashion's Annual General Meeting was held and which was honoured by two guest speakers: Agnès Pannier-Runacher, Vice-Minister of Industry and Barbara Pompili, the Minister for Ecological Transition.

The "Recycling" exhibition

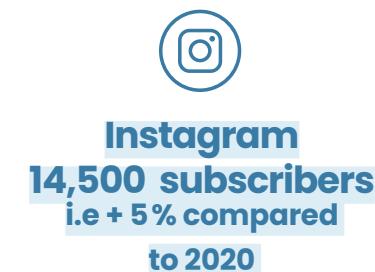
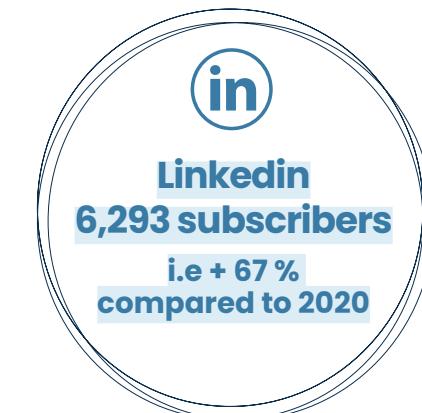
Refashion was a partner at the touring exhibition "Recycling, another view of waste", which addresses the sorting of products that are thrown into bins daily. On Monday 27 September 2021 the private preview of this exhibition took place at the MOCA de Montgaillard domain in the Reunion, during a conference on the different EPR (Extended Producer Responsibility) systems. The exhibition then was set up at the Town Hall in Saint Denis, from the 6 October to the 9 December 2021 and then from 9 December to 11 February 2022 at the Rontaunay Professional Lycée (Secondary School) in Saint Denis, France.

The "Paris Good Fashion" movement

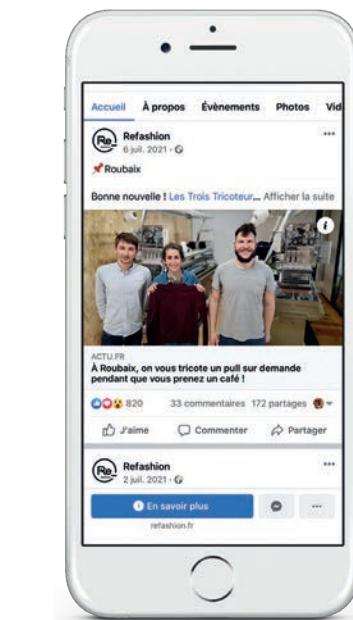
Being a partner in the Paris Good Fashion movement, Refashion undertook to promote more responsible, more environment-friendly fashion by the time the Olympic Games take place in 2024.

The eco-organisation and a digital environment

Through the single digital portal uniting four internet sites (Refashion pro, Refashion citoyen, the "Eco design" platform and Recycle) and via its social networks, Refashion is continuing its aim to provide information and raise awareness in behavioural changes in all its audiences. These are the results of a communication-rich year.



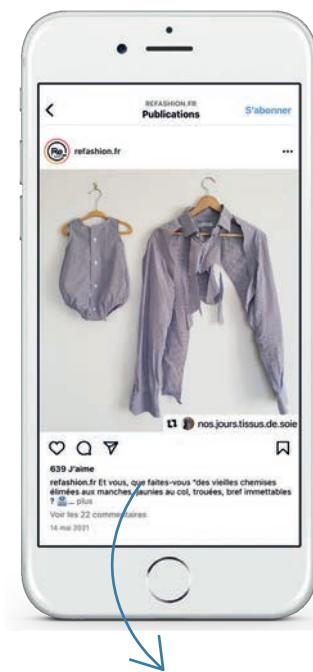
A young audience targeted on Instagram: 50% of subscribers are less than 34 years old



Best FB post:

by the Trois Tricoteurs, one of the Circular Fashion Trophies winners, with 821 likes and 29,000 followers.

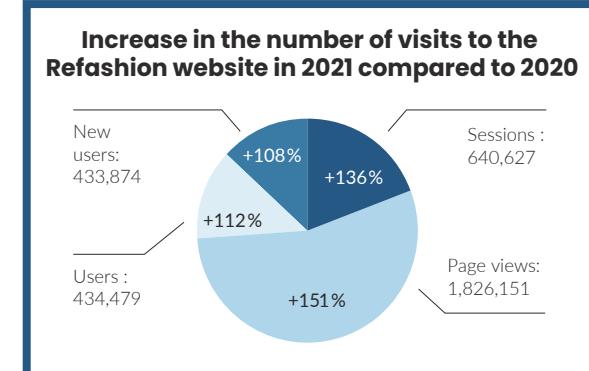
[facebook.com/refashion.fr/
posts/3743438995882082](https://facebook.com/refashion.fr/posts/3743438995882082)



Best IG post:

An example of reusing an old shirt transformed into a babygrow, with 640 likes and 13,600 followers.

[instagram.com/
p/CO2XJRnlldJ/?utm_medium=copy_link](https://instagram.com/p/CO2XJRnlldJ/?utm_medium=copy_link)



Source: Google Analytics.

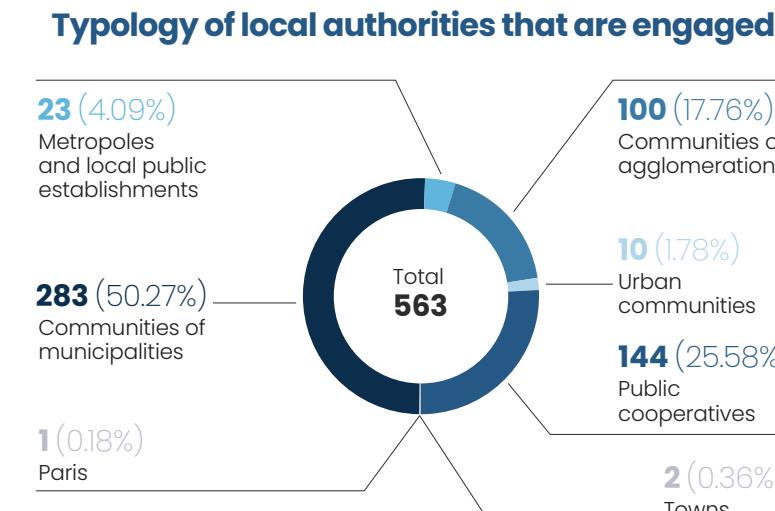
In 2021, Refashion launched its sites in English to make these more accessible for its points of contact and stakeholders.

Appendices Local authorities and local coverage in figures

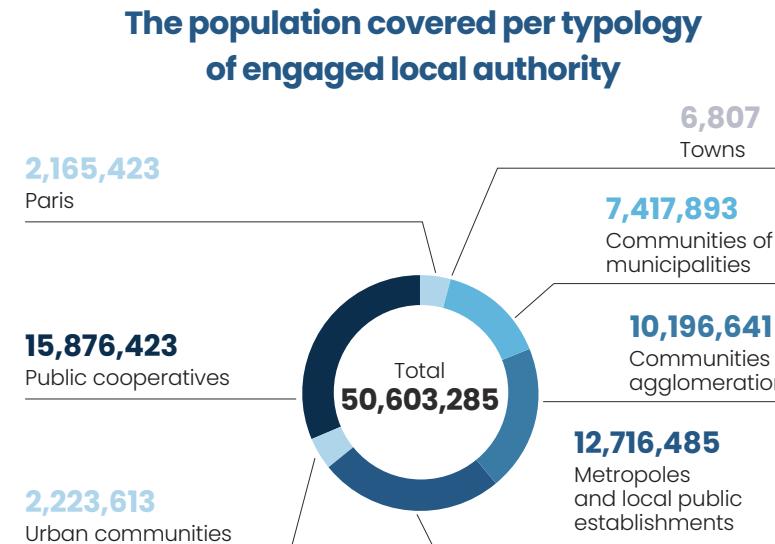
Local authorities engaged in the sector in 2021

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In 2021, 563 local authorities engaged alongside Refashion to coordinate used textile recovery systems in their areas. Thanks to the agreement they signed with the eco-organisation, 283 local authorities have received support for their communication campaigns undertaken to raise the awareness of their residents.

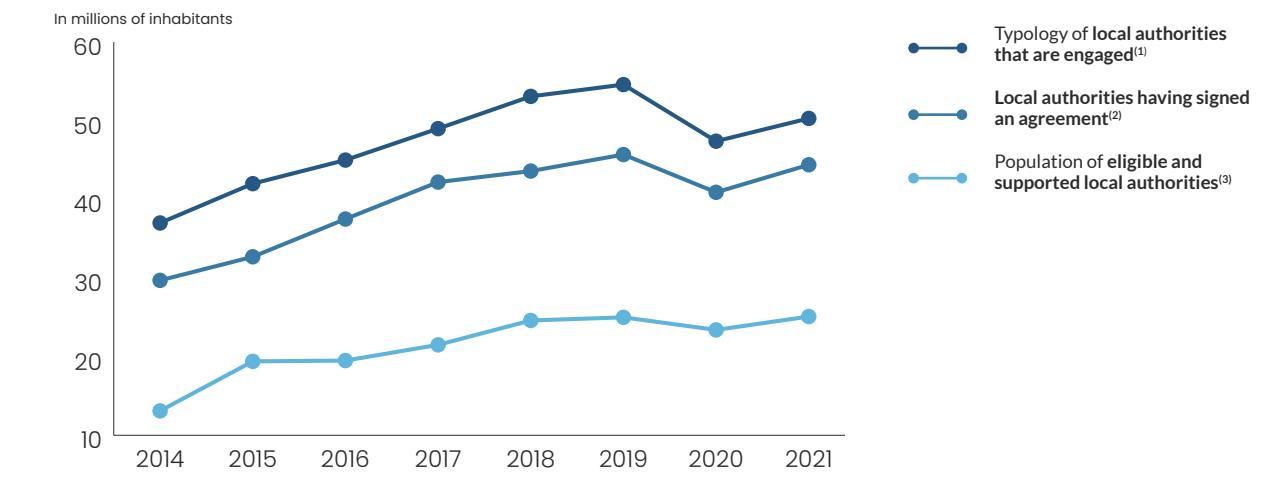


A population of more than 50 million people is covered by local authorities that are engaged in the textile industry.



Development of local authority engagement

(Population concerned in millions)



Of the 563 local authorities that are engaged with Refashion, only 499 signed an agreement in 2021. Amongst these, 283 benefited from funding from Refashion for awareness-raising initiatives for their residents, accounting for 23 million people. The remaining 216 local authorities having signed an agreement did not contact the eco-organisation.

For a better understanding...

(1) Engaged local authority: this is a local authority that is registered with Refashion and has access to the sector's data in its area and communication kits.

(2) Local authorities under agreement: this is a local authority that has signed an agreement with Refashion and can thereby benefit, under certain conditions, from funding for communications purposes at a rate of €0.10/inhabitant.

(3) Supported local authority: this is a local authority who benefits from support for communications that it undertook in year N-1.

Financial support in €M

The amount of funding in 2021 for communication initiatives in 2020 is €2.5M (compared to €2.3M in 2020 for initiatives carried out in 2019).

2014	2015	2016	2017	2018	2019	2020	2021
1.3	1.9	2.0	2.2	2.3	2.5	2.3	2.5

Collection and sorting in the French regions in 2021

Average number of inhab/SDB ratio: 1,494

Number of self-deposit banks (SDB) in 2021: 44,829

Average collection in kg/inhab/year: 3.6

Of the 19 regions in France, 6 achieved or nearly achieved the collection target of 4.6kg/inhab/year, set by public authority specifications.

- 4.5kg and more collected/inhab
- Between 3.1 and 4.4 kg collected/inhab
- Less than 3kg collected/inhab

Normandy
COLLECTION IN T: 15,700
RATIO INHAB/SDB: 1,380
RATIO KG/INHAB: 4.7
SORTING IN T: 6,126

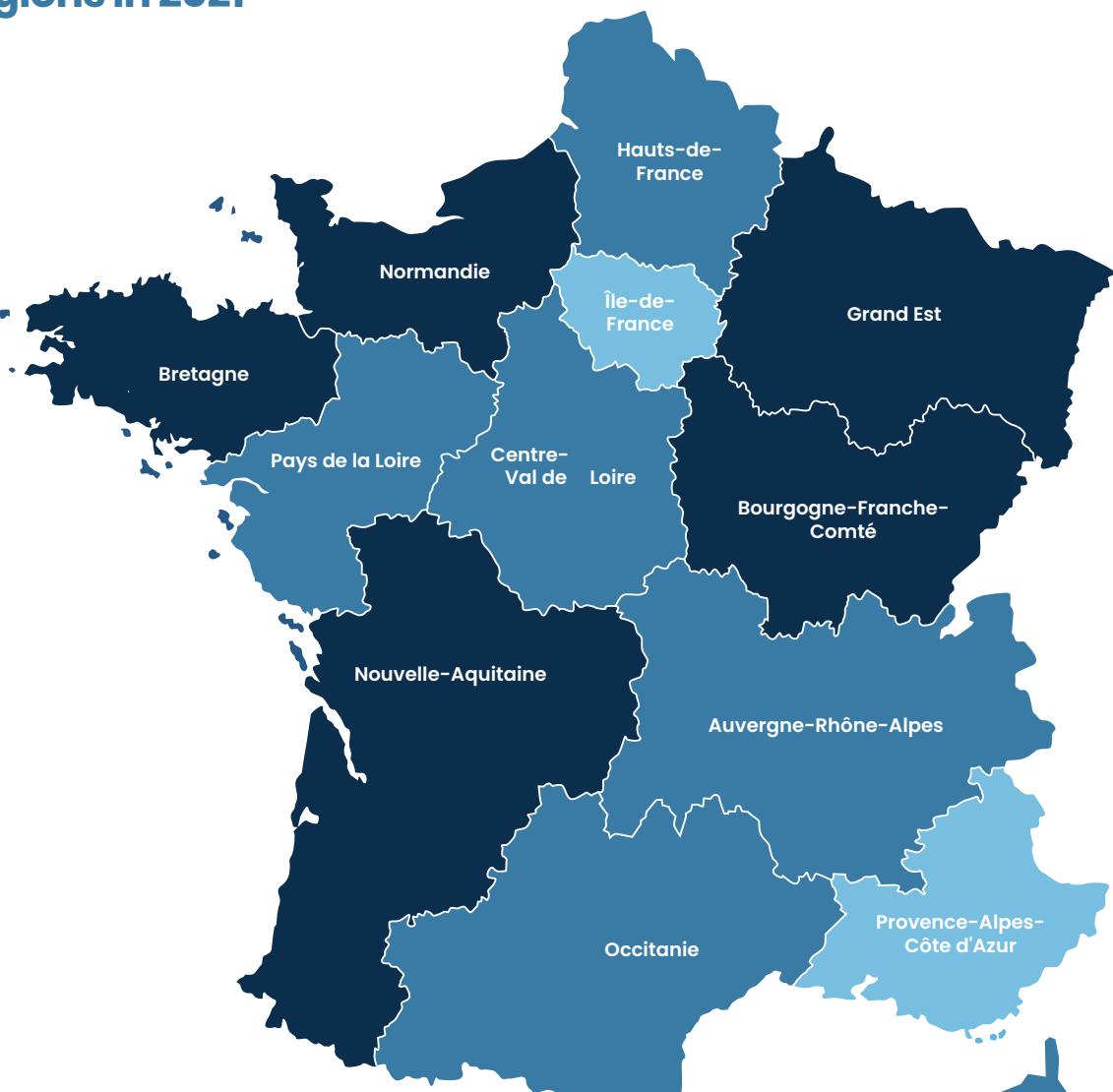
Brittany
COLLECTION IN T: 15,898
RATIO INHAB/SDB: 1,523
RATIO KG/INHAB: 4.7
SORTING IN T: 11,212

Pays de la Loire
COLLECTION IN T: 16,013
RATIO INHAB/SDB: 1,418
RATIO KG/INHAB: 4.2
SORTING IN T: 4,882

Centre-Val de Loire
COLLECTION IN T: 10,557
RATIO INHAB/SDB: 1,386
RATIO KG/INHAB: 4.1
SORTING IN T: 5,630

Nouvelle-Aquitaine
COLLECTION IN T: 26,765
RATIO INHAB/SDB: 1,112
RATIO KG/INHAB: 4.5
SORTING IN T: 12,410

Occitanie
COLLECTION IN T: 21,786
RATIO INHAB/SDB: 1,094
RATIO KG/INHAB: 3.7
SORTING IN T: 13,190



Hauts-de-France
COLLECTION IN T: 26,048
RATIO INHAB/SDB: 1,461
RATIO KG/INHAB: 4.3
SORTING IN T: 48,080

Île-de-France
COLLECTION IN T: 24,526
RATIO INHAB/SDB: 2,753
RATIO KG/INHAB: 2
SORTING IN T: 7,499

Grand Est
COLLECTION IN T: 25,189
RATIO INHAB/SDB: 1,031
RATIO KG/INHAB: 4.5
SORTING IN T: 20,624

Bourgogne-Franche-Comté
COLLECTION IN T: 14,130
RATIO INHAB/SDB: 1,274
RATIO KG/INHAB: 5
SORTING IN T: 8,796

Auvergne-Rhône-Alpes
COLLECTION IN T: 31,202
RATIO INHAB/SDB: 1,505
RATIO KG/INHAB: 3.9
SORTING IN T: 11,687

Provence-Alpes-Côte d'Azur
COLLECTION IN T: 13,072
RATIO INHAB/SDB: 1,804
RATIO KG/INHAB: 2.6
SORTING IN T: 8,785

Corse
COLLECTE EN T: 1,185
RATIO HAB/PAV : 1,407
RATIO KG/INHAB: 3.5
SORTING IN T: 0