



SCIRT

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SCIRT.

Platform which combines the GS1 Digital Link and the circularity.ID system

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Summary

The deliverable is a press release that describes how the GS1 digital link is included to the circularity.ID platform of circular.fashion. GS1 digital link enables a single code (GTIN) to perform multiple functions, both online and offline, reducing the need for multiple codes on a textile and has the future potential to realize a single data carrier for all functions. Merging this system with the circularity.ID Open Data Standard allows each fashion brand to save crucial product information on their own servers and make the relevant data through standardized interfaces accessible for retailers, consumers, collectors, sorters and recyclers.

Approval

Date	By
2022-11-30 14:35:15	Mr. Tom DUHOUX (VITO)
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PRESS RELEASE



circular.fashion enables their circularity.ID® platform for GS1 Digital Link solutions within the SCIRT project

November 30, 2022

circular.fashion has joined the SCIRT (System Circularity & Innovative Recycling of Textiles) consortium - a project that brings together 18 partners from five different European countries to accelerate the transition to a circular fashion system through technological innovation in textile-to-textile recycling. Funded by the European Union, the SCIRT project will deliver a closed-loop recycling solution for discarded post-consumer textiles, stimulate conscious design and production practices, create new business opportunities by boosting activity within textile value chains, and increase public awareness of the environmental and social impacts of textile consumption. The project kicked off in June 2021 and has a duration of 36 months.

Bringing together 18 partners, the EU-funded SCIRT project strives to demonstrate a complete textile-to-textile recycling system for post-consumer textiles involving stakeholders throughout the value chain and focusing on the recycling of natural fibres, synthetic fibres and fibre blends. With the help of technical partners, research institutes, and clothing brands the project aims to deliver a closed-loop recycling solution. To close the loop, the linear supply chain system has to be connected to sorters and recyclers, providing the right data to facilitate their processes. The data needed for this transformation will be provided through the use of new technologies such as Digital Product Passports and Intelligent Sorting Stations.

As part of the project, circular.fashion has adapted its digital product passport solution, the circularity.ID® system, to the GS1 Digital Link, in order to support brands in making the information needed for a circular economy available to stakeholders.

The GS1 Digital Link from GS1 is a digital product labeling solution that enables interaction and communication with the user, allowing them to virtually discover a product and access additional information. This is realized through unique digital identifiers in the form of URLs, which can be attached to a physical identifier using e.g. a QR code. These digital identifiers are linked to a resolver that stores a number of different web resources and forwards the user to the requested information. This is archived through so-called link types that are added as a parameter to the URL either manually or by using an application. For example, scanning a QR code on a T-Shirt with an app to check for certifications will add the linkType `gs1:certificationInfo` to the URL and get this specific information, while just scanning it as usual would not add a linkType and the user would be forwarded to a conventional product page.

If a Digital Link is used, the GS1 resolver can easily be linked with the circularity.ID® platform, resulting in the following updates

- The links are no longer usual shortcode-URLs generated by circular.fashion, but instead in the GS1 Digital Link format, including the GTIN
- The GTIN is used as primary identifier for the product
- For the default link, the familiar circularity.ID® Product Site will be added to the resolver, so nothing changes for the consumer
- Using the GS1 Digital Link will unlock options for clients to provide data in a more targeted manner all via the same data carrier on the product

Providing additional information for intelligent textile sorting

circular.fashion also collaborates with GS1 to start the process of adding a new linkType for sorting data. This linkType can be used to provide data for the further use of post-consumer textiles. On the circularity.ID® platform, circular.fashion provides a web resource in the form of an API endpoint that will return a specified data set with data useful in textile sorting. This resource can be added to the resolver, so that an application for sorters can add the linkType to the URL on the product to be sorted and thereby access the information needed. GS1 has added the linkType to their prototype resolver system. The evaluation process to validate the utility of this linkType to be added to the official list of link types in the GS1 Web Vocabulary has been started. Adding the linkType to the GS1 list of standard linkTypes would also enable other users of the Digital Link to provide data in the same way and allow circular.fashion's sorting solution to process data from decentralized platforms.

Follow circular.fashion's [LinkedIn](#) and [Instagram](#) channels and subscribe to our [newsletter](#) for more information about the project.

About circular.fashion

circular.fashion is a sustainable change agency creating product and system innovation for a circular economy in fashion and textiles. The circular.fashion system is a digital platform for circular design and closed loop recycling. With a sleek and smart tracking solution, the platform enables a transparent flow of information between material suppliers, brands, customers and recyclers to collaboratively realize a circular economy for fashion and textiles. The platform consists of the following tools and services: Circular Material Library, Circular Design Guidelines, Circular Product Check, circularity.ID®, Customer Interface and Sorting Software. In addition, circular.fashion offers consultancy, training and workshops that encourage and enable fashion brands to incorporate circularity into the core of their business.

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