



SCIRT

Innovation Action (IA)

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SCIRT.

Interim report on communication & dissemination activities

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Summary

The main purpose of deliverable 6.3 is to summarise the efforts and results of the communication and dissemination actions taken over the first 16 months of the project. This document includes descriptions of the tools and channels used to communicate with the audience and to disseminate the project's results and the activities conducted using these tools.

Approval

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Table of contents

1	Project Website.....	5
2	Online Media.....	7
2.1	LinkedIn.....	7
2.2	Twitter.....	9
2.3	Instagram.....	10
2.4	Online Newsletter.....	11
2.5	Online Flyer.....	12
2.6	External Mentions.....	14
3	Events.....	14
3.1	Internal Events.....	14
3.2	External Events.....	15
4	Publications and reports.....	17

List of figures

Figure 1:	SCIRT News items featured on the News page of the website.....	6
Figure 2:	SCIRT website visitors since its launch.....	6
Figure 3:	Samples of LinkedIn posts from the SCIRT account.....	7
Figure 4:	LinkedIn post with the most engagement.....	8
Figure 5:	LinkedIn post with the most engagement to date.....	9
Figure 6:	Total impressions on Twitter and LinkedIn, M1-M16.....	10
Figure 7:	SCIRT Flyer for communication on the project (front and back).....	13
Figure 8:	The first hybrid plenary meeting in Fall 2021.....	14
Figure 9:	Presentations of project updates during the third SCIRT plenary meeting in September 2022.....	15
Figure 10:	SCIRT booth at the Nerdland Festival.....	16
Figure 11:	Events page on SCIRT website.....	17
Figure 12:	Deliverables available on the Resources page of the SCIRT website.....	18

List of tables

Table 1:	Website metrics.....	7
Table 2:	LinkedIn metrics.....	8
Table 3:	Twitter metrics.....	10



Summary

The main purpose of deliverable 6.3 is to summarise the efforts and results of the communication and dissemination actions taken over the first 16 months of the project. This document includes descriptions of the tools and channels used to communicate with the audience and to disseminate the project's results and the activities conducted using these tools.

Keywords

SCIRT, circular economy, circular fashion, sustainable fashion, textile recycling, system circularity, innovation, communication, dissemination, awareness raising

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination



Introduction

The communication and dissemination strategy, **D6.1 Preliminary communication and dissemination plan**, outlined the actions and strategies for communication, dissemination and engagement of stakeholders throughout the SCIRT project. It identified the communication objectives, target groups and key messages, and defined the tools and channels used to communicate with the audience and to disseminate project results.

The scope of the C&D strategy includes all actions taken in and outside of the project in terms of knowledge dissemination and public communication regarding SCIRT and its results. These communication actions will be continuously monitored and updated during the project. This report (D6.3) presents the C&D actions implemented over the first 16 months of the project, from June 2021 to September 2022.

Based on the needs of the project, the main C&D objectives are:

- **Provide and implement a plan** for effective communication to inform and engage a variety of target audiences
- **Promote project findings** to the professional and general public across the EU
- **Disseminate knowledge and findings** widely and efficiently to all stakeholder groups
- **Support better-informed processes** at the EU and national level
- **Raise awareness** on textile circularity by providing transparency throughout the value chain
- **Provide resources** to impact the decision-making process of consumers and industry regarding the purchase and disposal of textile products
- **Build a community** covering all steps of the value chain
- **Form synergies** with other related EU initiatives

To achieve these goals, the C&D strategy follows the EU's five-stage model:

1. WHY - the objectives of communication
2. WHAT - the results to communicate
3. WHO - sharing the responsibilities with all partners
4. HOW - the best channels and tools to get the word out
5. HOW GOOD - monitor and evaluate actions

1 Project Website

The project website was released in September 2021 (M4) and the accompanying deliverable (D6.1 Preliminary communication dissemination) was submitted in September 2021 (M4). The website has been used as a dynamic communication tool for the project, and is regularly updated with resources, news, and events related to the SCIRT project.

The website is the main point of information for the project for all audiences so it aims to be as accessible and attractive as possible, while containing scientific information that will be important for research and stakeholders. Moreover, it provides access to two private project areas. The first being for the SCIRT partners to follow and track the timeline of the project and the second being for stakeholders to access all information and resources linked to the User Board meetings.



News and events related to SCIRT are posted on the website including a recap of the project meetings and external events, updates from the work packages and deliverables, and other, general news related to the project.



The screenshot displays the SCIRT News page layout. It features a grid of news items on the left and a 'Recent posts' list on the right. Each news item includes a title, a date, a category, and a 'Read More' link. The news items are:

- Key takeaways from the SCIRT User Board Meeting** (17 May 2022 | Project News)
- SCIRT organized its first Workshop on Intellectual Property (IP) and Exploitation!** (6 May 2022 | Project News)
- Le CETI accélère son développement R&D dans le recyclage des matières synthétiques** (11 April 2022 | SCIRT in the media)
- Recyclage: l'Estia et le Ceti lancent une structure commune au Pays basque** (11 April 2022 | SCIRT in the media)

The 'Recent posts' list includes:

- Key takeaways from the SCIRT User Board Meeting (17 May 2022)
- SCIRT organized its first Workshop on Intellectual Property (IP) and Exploitation! (6 May 2022)
- Le CETI accélère son développement R&D dans le recyclage des matières synthétiques (11 April 2022)
- Recyclage: l'Estia et le Ceti lancent une structure commune au Pays basque (11 April 2022)
- Want to help the SCIRT project gain knowledge on the future of circular fashion? Take a quick survey! (14 February 2022)

At the bottom right, there is a 'Categories' section with a link to 'Events'.

Figure 1: SCIRT News items featured on the News page of the website

The statistics for website traffic (including number of visitors and most viewed pages) are analysed using IONOS hosting provider.

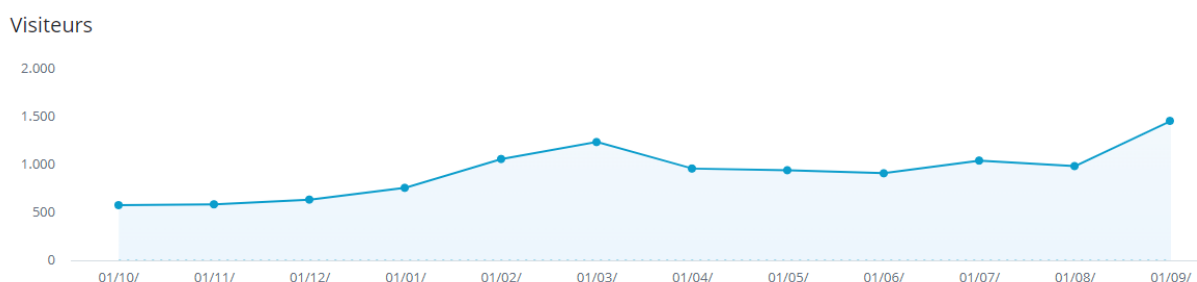


Figure 2: SCIRT website visitors since its launch

The above chart shows website trends for visitor numbers from the publication of the website (October 2021) until September 2022.



Date	Website visits	Most visited pages (excluding homepage)
September 2022 (M16)	11,135	USA, Germany, Belgium
May 2024 (M36)	To be filled in M36	To be filled in M36

Table 1: Website metrics

2 Online Media

2.1 LinkedIn

The SCIRT LinkedIn profile is an active outreach tool for sharing the latest news, updates, and information about the project. Beyond the project, it also aims to communicate about relevant events and engage with others on the platform. For the SCIRT audience, LinkedIn has shown to have the most engagement out of the other social media platforms used to communicate around SCIRT. The social media platform will continue to be used to communicate and share information and opportunities, especially during the Awareness Campaign that will begin in October of 2022.

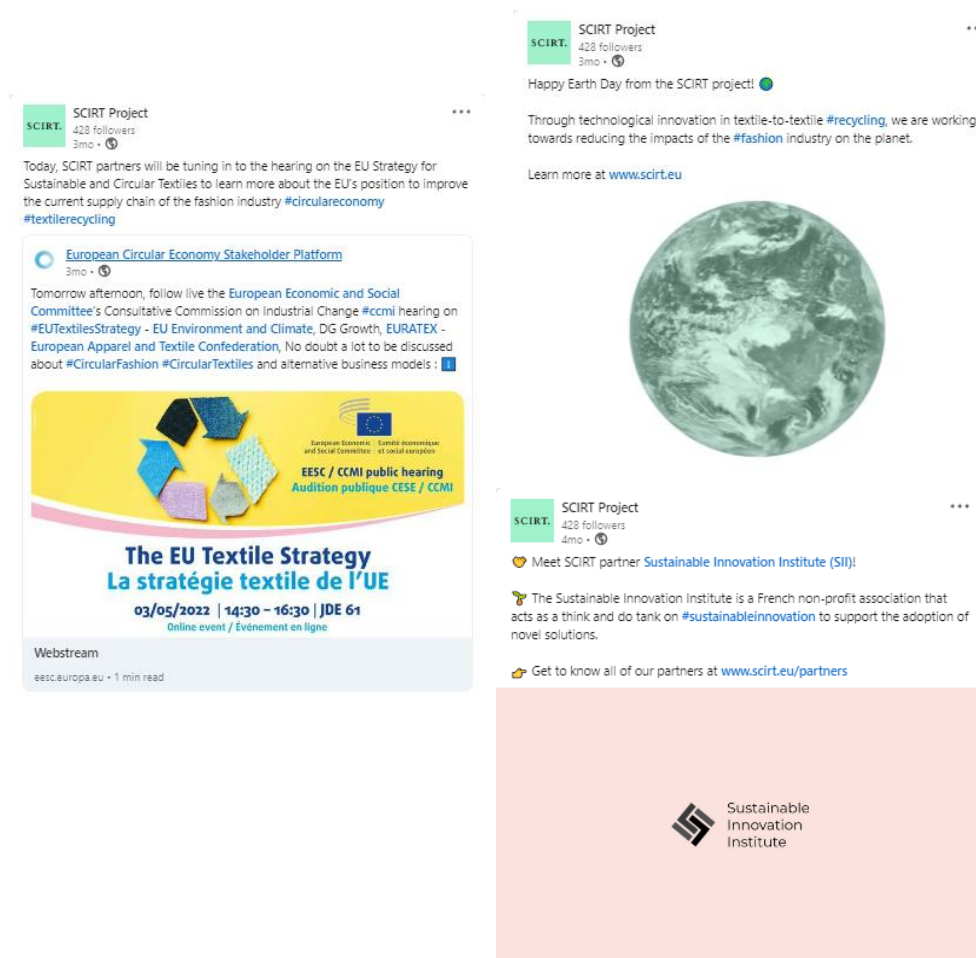


Figure 3: Samples of LinkedIn posts from the SCIRT account



Date	Number of Followers	Number of Posts
September 2022 (M16)	443	100
May 2024 (M36)	To be filled in M36	To be filled in M36

Table 2: LinkedIn metrics

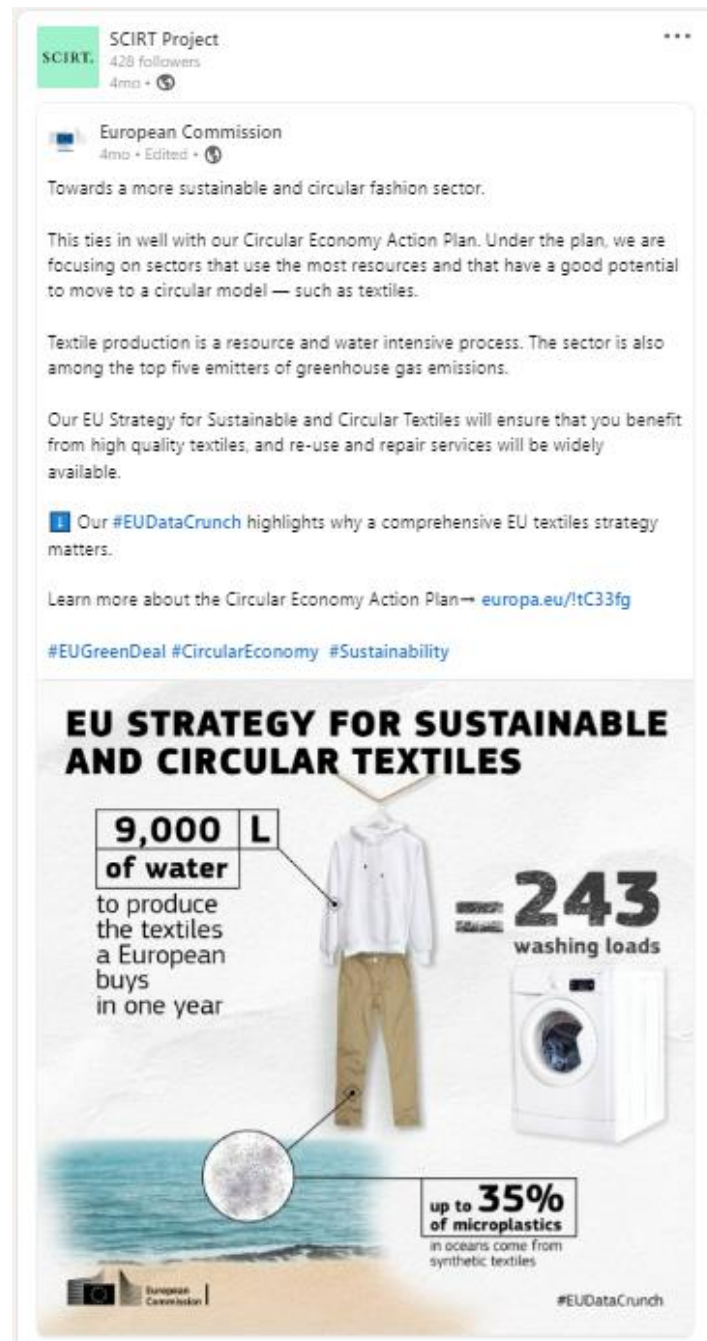


Figure 4: LinkedIn post with the most engagement

Figure 3, which shared information about the new EU Strategy Plan, shows the post with the highest engagement at 52.88%.



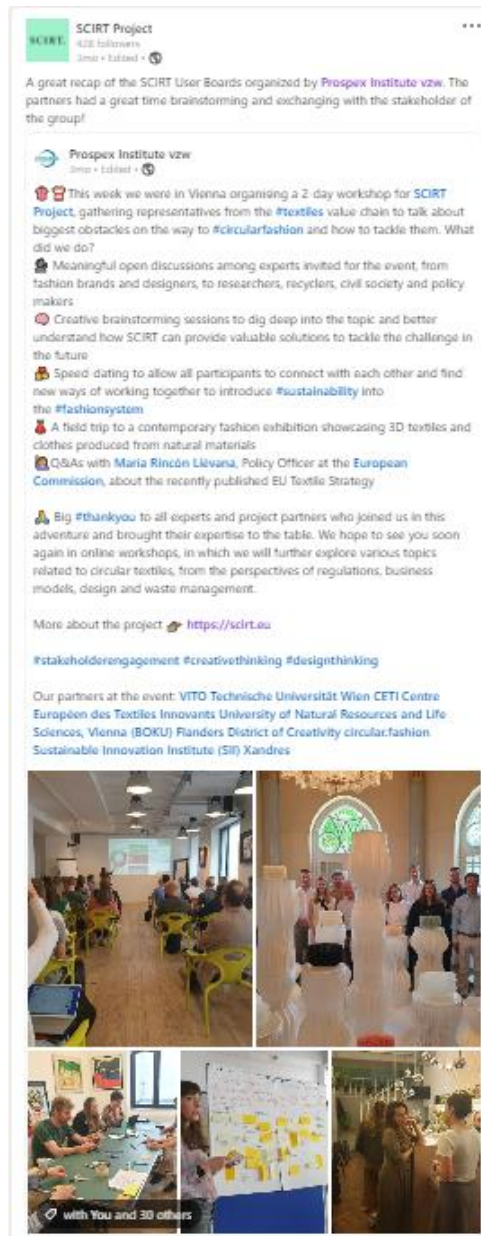


Figure 5: LinkedIn post with the most engagement to date

Another post with high engagement (34.91%) summarised activities and results from a workshop organised through the SCIRT project (Figure 4).

2.2 Twitter

The SCIRT Twitter profile has also been used as an active outreach tool for the project. Similar posts are shared on Twitter as LinkedIn and include the latest news, updates, and information about the project. Beyond the project, Twitter posts aim to communicate about relevant events and engage with others on the platform. In terms of interacting with SCIRT audiences, Twitter has shown to have less engagement than LinkedIn when comparing similar or identical posts, which may be due to different audiences for the two platforms (figure 5). Differences aside, Twitter will continue to be used to communicate and share information and opportunities, especially during the Awareness Campaign which will focus



on the circular economy, recycling of textiles, clothing tags and other details that are useful for the public to know about, in order to foster more conscious shopping habits.

Date	Number of Followers	Number of Posts
September 2022 (M16)	347	71
May 2024 (M36)	To be filled in M36	To be filled in M36

Table 3: Twitter metrics

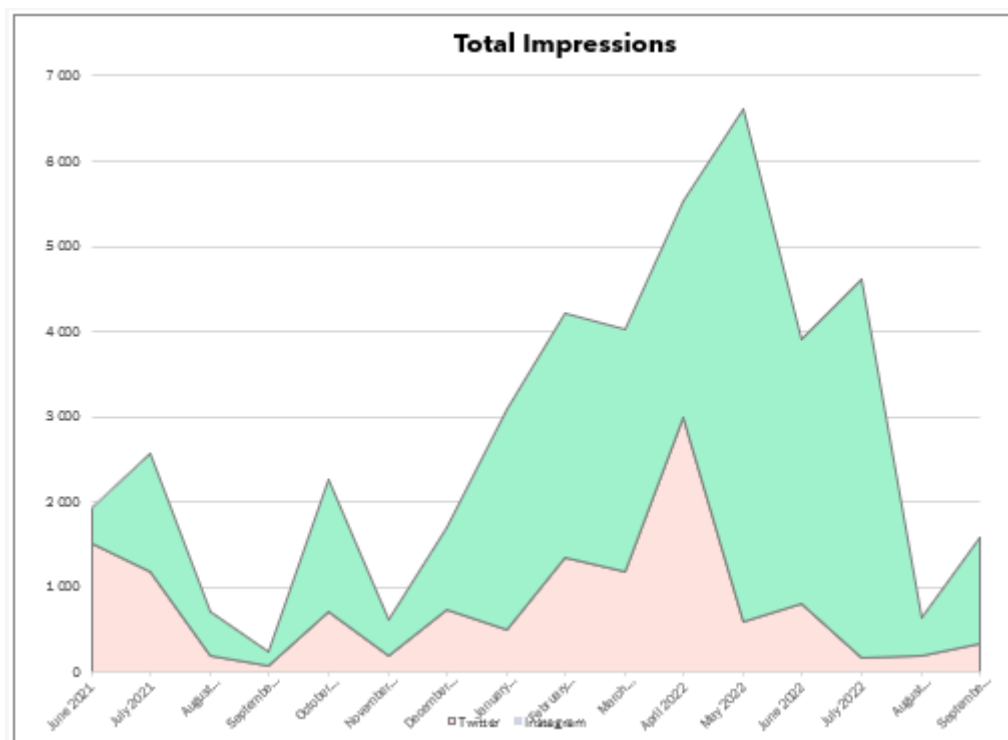


Figure 6: Total impressions on Twitter and LinkedIn, M1-M16

2.3 Instagram

The SCIRT Instagram profile has been passively used as an outreach tool for the project as the engagement on it has not been as strong as LinkedIn or Twitter. Stories recorded during SCIRT events and other events shared by project partners have been reposted. The grid feed however, has been maintained as the SCIRT visual. The Awareness Campaign will incorporate the creation of images to be posted on all social media platforms, including Instagram which will increase traffic and engagement on the page. Instagram will also continue to be used to post stories of live events attended by the SCIRT partners.

Date	Number of Followers	Number of Posts
September 2022 (M16)	148	12
May 2024 (M36)	To be filled in M36	To be filled in M36



2.4 Online Newsletter

The [annual newsletter](#) (Annex 1) was sent in May 2022 after gathering inputs from partners on their activities. The newsletter was composed of 6 segments:

1. Word from the coordinator
2. Work package updates
3. Special highlights
4. SCIRT in the news
5. Key events attended
6. Upcoming events



The first newsletter was sent to 159 subscribers with an open rate of 42.4%.

The newsletter is also available on the [Resources page](#) of the project website and was posted on the LinkedIn for non-subscribers to have access to the content. The full newsletter is included in Annex 1.




2.5 Online Flyer

A flyer was created for the project to quickly convey the main impacts, objectives, and partners.


in   @SCIRT_PROJECT
www.scirt.eu
contact@scirt.eu

SCIRT.




We are on an innovation journey towards a circular fashion system.


System Circularity & Innovative Recycling of Textiles.



A unique collaboration between 18 industry and research organisations, SCIRT will facilitate the transition to a circular fashion economy.



Coordinated by VITO, the project will demonstrate an entire textile-to-textile recycling system for discarded clothing over the course of three years.




With consumer perspectives in mind, SCIRT will enable conditions and supporting measures needed to make the transition to circularity.

Background.

Less than 1% of textile waste is recycled into new fibres according to an Ellen MacArthur Foundation report published in 2017.


This build up is not due to low consumer demand, but rather to a lack of knowledge regarding the technological, economic and environmental feasibility of recycling fibre mixtures.

There is a need to align the quality and cost of recycling processes with the demands of textile companies and fashion brands. The SCIRT project aims to develop a solution to accelerate the transition to a circular fashion economy.





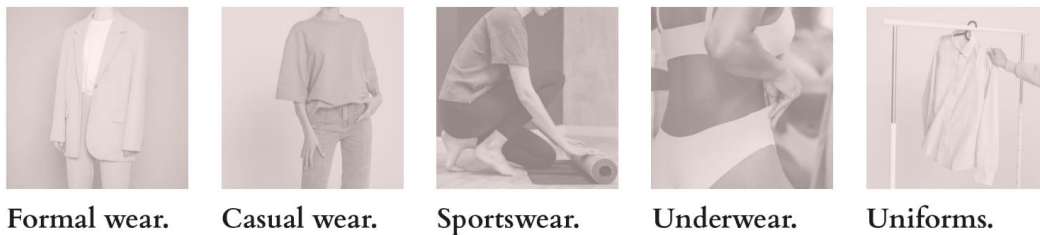
Objectives.



- Deliver a closed-loop recycling solution for discarded textiles.
- Create new business opportunities by boosting textile value chain activity.
- Stimulate and encourage conscious design as well as production practices.
- Raise awareness of the environmental and social impacts of buying clothes.

Expected outcomes.

With the support of technical partners and research institutes, clothing brands **Decathlon**, **Petit Bateau**, **Bel & Bo**, **HNST** and **Xandres**, will develop, prototype and produce six types of apparel using recycled fibres.



Project partners.




 This project has received funding from the Horizon 2020 Programme under grant agreement n°101003906. The European Commission is not responsible for any use that may be made of the information it contains.

Figure 7: SCIRT Flyer for communication on the project (front and back)

The flyer is currently in an online format but can be printed at the request of the partners.



2.6 External Mentions

A [press release](#) (Annex 2) was created and distributed at the launch of the project. It described the main aspects of the SCIRT project, including its objectives, partners, timeline, project information and links to the website and LinkedIn profile.

It was distributed to the 18 partners of the project and sent to several organisations. The press release gained coverage in the media. It was published 7 times by media outlets including Ecotextile News, Fashion Network and Paris Good Fashion.

3 Events

3.1 Internal Events

Over the first 16 months of the project, four consortium-wide meetings were held: the project kick-off and three plenary meetings. Two other SCIRT meetings were organised by Prospex Institute for the SCIRT User Boards, a group of stakeholders to share input in the field of clothing and textile recycling. Updates on the activities and topics addressed during the User Board meetings and the consortium-wide meetings were communicated through social media and the SCIRT website.



Figure 8: The first hybrid plenary meeting in Fall 2021



Figure 9: Presentations of project updates during the third SCIRT plenary meeting in September 2022

3.2 External Events

The SCIRT partners have attended and presented the project and their preliminary results at notable events and conferences including:

Sardinia Symposium 2021

The Sardinia Symposia are a biennial event organised by the International Waste Working Group (IWWG). It is one of the most important solid waste management conferences in the world. TU Wien presented SCIRT during a workshop session.

G-STIC

The World Expo in Dubai focuses on knowledge and technologies that are crucial to achieving the Sustainable Development Goals. It is an accelerator and testing ground for breakthrough technological solutions that the world needs to shape a post-pandemic world and create a better future for all. A short presentation on SCIRT was made during the event.

Nerland Festival

The Nerland Festival is the largest open air science festival in Belgium. In collaboration with IID-SII and ellie.connect, VITO organised the presentation of a booth. The booth



incorporated a touchscreen for communication around textile recycling for the general public and prototypes of products that will be produced in SCIRT.



Figure 10: SCIRT booth at the Nerdland Festival

Texworld Evolution Paris

Texworld Evolution Paris brings together exhibitors from the Fashion industry to offer professional buyers from all over the world a sourcing platform with a wide variety of products ranging from basic to the most creative and qualitative. During the event, TU Wien participated in a roundtable around the benefits and challenges of textile recycling.

Symposium on Urban Mining and Circular Economy 2022

SCIRT was presented at the SUM Symposium, organised by IWWG-International Waste Working Group. The event represents the ideal reference Forum for Circular Economy and Urban Mining, where scientists and stakeholders can debate the most advanced results and focus on future needs.

Global Fibre Congress GFC

The SCIRT partner, VITO presented their activities in the project at the world's largest fibre innovation congress. The Dornbirn-GFC has more than 100 international speakers from industry and research presents the latest innovations in the fibre and textile industry.



The screenshot shows the SCIRT website's Events page. At the top left is the SCIRT logo. To the right is a navigation menu with links for Project, Partners, News, Events (highlighted in a pink box), and Resources. Below the menu are navigation controls: left and right arrows, a 'Today' button, and a dropdown menu currently set to 'Upcoming'. The main content area is divided into two sections by a horizontal line. The first section is for 'September 2022' and lists two events: 'SCIRT Plenary Meeting' on Monday, September 12-13, in Dornbirn, Austria, and '61th Dornbirn Global Fiber Congress' on Wednesday, September 14-16, at the Kulturhaus in Dornbirn. The second section is for 'November 2022' and lists one event: 'Recy & DepoTech' on Wednesday, November 9-11. At the bottom of the page are links for '< Previous Events' and 'Next Events >'.

Figure 11: Events page on SCIRT website

4 Publications and reports

At M16, 7 public reports have been made available on the project website.



Public deliverables.

- WP1 - Analysis of baseline and vision
 - D1.1 State-of-the art of the fashion system (DRAFT)
 - D1.2 Outline F2F demos, including target values for yarns and multifilaments consisting of recycled materials (DRAFT)
 - D1.3 Identified market needs for recycled fibres (DRAFT)
 - D1.4 Vision and roadmap towards a circular fashion system
- WP2 - Towards a fibre-to-fibre system: design & testing
- WP3 - F2F demo
- WP4 - System optimisation and impact validation
- WP5 - Stakeholder engagement
- WP6 - Communication, dissemination and exploitation
- WP7 - Project management

Publications.

Coming soon!

Figure 12: Deliverables available on the Resources page of the SCIRT website

Annex I Newsletter



In this first edition of the annual SCIRT project newsletter, you'll find a recap of the year's activities, an update on project progress, a few of the articles we were mentioned in, some of the events we've attended and key upcoming events. Enjoy!

A WORD FROM THE COORDINATOR

Since the beginning of the SCIRT project, all areas of work have gained momentum. Some key deliverables were finalised. The state-of-the-art of the fashion system was described as an important scene setting activity for the work in SCIRT, all six demos for garment prototypes were described in more detail, and requirements for the recycled fibres were outlined and discussed as a starting point for the recycling trials that have begun. On engagement with external stakeholders, an important first step was taken early in 2022 by officially kicking off the User Boards.

A key challenge for the project over the past months has continued to be linked to the limitations deriving from COVID, with unexpected absences of staff, delays in delivery of materials and components as a consequence. This has led to delays, but nonetheless we feel confident in our trajectory for the 26 months ahead. Over the next period, we will continue with the different recycling trials, improvements to the sorting process, the setup of dismantling tests, the development of the true cost methodology and the organisation of the first physical User Board meeting in May. In September the next plenary meeting of SCIRT is scheduled, back to back with the [Global Fiber Congress](#) where the project and some of our first results will be presented.

- EVELIEN DILS, VITO

WORK PACKAGE UPDATES



WORK PACKAGE 1 - ANALYSIS OF BASELINE AND VISION

WP1 has made a number of steps, the first being a state-of-the-art analysis. Other deliverables that were accomplished include a review of the representativeness of demonstrators and research on the market demands, process needs and technological processes of recycled fibres. A survey to collect stakeholders' visions of sustainability and transition pathways recently closed and will be analysed.

WORK PACKAGE 2 - TOWARDS A FIBRE-TO-FIBRE SYSTEM: DESIGN AND TESTING

WP2 is separated into four different tasks that have each already begun. The objective of the first task, 2.1, is to improve automated sorting and dismantling of textiles. At this stage, a new robot for sorting materials and colours is being built at Valvan and will be tested next summer. Task 2.2 is focused on increasing the value of recycling clothing and spinning that incorporates more than 50% of recycled materials. One big challenge will be to separate elastane from other materials. TU Wien and BOKU are currently working on creating material from recycled nylons for DRACHTION swimsuit products. CETI has started the process of frying and spinning cotton qualities from Petit Bateau, using mechanical recycling, while on the thermo-mechanical side, CETI began testing the LILUMA line using virgin polyester and chips from plastic bottles.

WORK PACKAGE 3 - FIBRE-TO-FIBRE DEMO

The brands that will produce prototypes of garments from recycled content are working at various paces to create them. Up until now, the brands mainly provided input for other related work packages. Aligning with WP2 on the technicalities of the fabrics and the expected outcome of the recycling tests is crucial at this stage. Additionally, all brands provide necessary input to VITO for the fibre footprint calculation, which also supports the True Cost Model framework of WP4.

WORK PACKAGE 4 - SYSTEM OPTIMISATION AND IMPACT VALIDATION

At the end of March, VITO submitted a first deliverable for WP4 which were Fibre Footprint fact sheets. As part of task 4.1, these factsheets provide an overview of the environmental and social performance of the SCIRT demonstrator products in the current (mainly linear) textile system. Building on this, the development of the True Cost Model (task 4.2) is in full swing and the methodology for mapping of user needs is currently being developed. In task 4.4 on the circular design guidelines, circularfashion and Flanders DC are further defining the scope, format and content of the software feature intended to support designers and product developers. In the final WP4 task 4.5 on transparency and traceability systems, circularfashion and VITO conducted a workshop at the November 2021 consortium meeting to collect stakeholder requirements from the Advisory Board. Circularfashion is also working to align its system with the GSI Digital Link and is developing the next improved version of the circularityID Open Data standard.

WORK PACKAGE 5 - STAKEHOLDER ENGAGEMENT

As part of task 5.1, Prospek Institute conducted a comprehensive stakeholder mapping exercise comprised of 225 key actors from across the textile value chain. This exercise was used to select the participants for the first User Boards. In January, key stakeholders gathered online to learn more about the upcoming in-person User Board taking place in Vienna, Austria, in May 2022. The meeting will bring together 30 stakeholders and up to 20 project partners to discuss key issues and challenges for the SCIRT system. Furthermore, task 5.5 is also seeing progress in an inventory of political representatives with a link to EPR/textiles in the European Union. The inventory of relevant literature and mapping of everything that is currently happening in this area was also further developed, and conversations/interviews with stakeholders have been organised.

WORK PACKAGE 6 - COMMUNICATION, DISSEMINATION AND EXPLOITATION

The Sustainable Innovation Institute leads the work package on communication and has put several platforms in place to increase the visibility of SCIRT, including launching the website and social media accounts. The work package organised one workshop to plan for the year-long awareness campaign that it will launch in the coming months and another workshop took place to understand the objectives and capacities of exploitation from the project. An interim event with external participants that will showcase the developments of the project is being planned and will be held in the Fall.



SPECIAL HIGHLIGHTS



SCIRT USER BOARDS

During the Initial online User Board meeting in January, the first WPS milestone was reached, as the participants committed themselves to four specific sub-thematic subgroups. The thematic sub-groups were set in collaboration with other project partners, and included business models, waste management and collection, regulations, and circular design. These topics will be explored further during the User Board meetings, which will take place twice a year until the end of the project.

[LEARN MORE](#)

SCIRT IN THE NEWS



LATEST TREND KEEPS CLOTHES OUT OF LANDFILL
by Horizon- The EU Research & Innovation Magazine

[READ NOW](#)



VIENNESE RESEARCHERS AGREE: RECYCLABLE TEXTILES DO NOT JUSTIFY PROLIFERATION OF PRODUCT LINES
by Hildegard Suntinger, Innovation Origins

[READ NOW](#)



EU'S NEW CIRCULAR FASHION PROJECT TARGETS TEXTILE RECYCLING
by Yarns and Fibres

[READ NOW](#)

KEY EVENTS ATTENDED

Project partners attended several events in relation to the project topics. While the partners intended to attend meetings in person, some events could only be joined virtually. Events attended since the kick-off include:

THE 18TH INTERNATIONAL SYMPOSIUM ON WASTE MANAGEMENT AND SUSTAINABLE LANDFILLING - SARDINIA, IT

[LEARN MORE](#)

THE GLOBAL SUSTAINABLE TECHNOLOGY & INNOVATION COMMUNITY CONFERENCE - DUBAI, UAE

[LEARN MORE](#)

FASHION TALKS - ANTWERP, BE

[LEARN MORE](#)

UPCOMING EVENTS



Event organisation is picking up for the rest of 2022 and SCIRT partners will attend and participate in several of them. SCIRT is organising internal meetings that will allow the partners to display their achievements and further progress in their project tasks and activities.

[VIEW ALL UPCOMING EVENTS](#)

THANKS FOR READING!

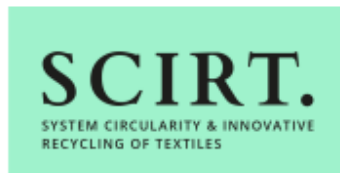


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Annex II Press Release



Leading brands and research organisations team up in new circular fashion project

SCIRT kicks off its innovation journey towards a circular fashion system

For Immediate Release

30 June 2021

Antwerp, Belgium - The SCIRT project held its virtual kick-off meeting on 9-11 June 2021 to begin tackling the issue of clothing waste and recyclability, one of the biggest challenges faced in the fashion industry today.

Gathering 18 partners from five countries, this project aims to accelerate the transition to a circular fashion system through **technological innovation in textile-to-textile recycling**. Coordinated by VITO, an independent Flemish research organization in the cleantech and sustainable development sector, **the EU-funded 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.

As clothing brands are setting ambitious targets and making promises to incorporate recycled fibres in their products, discarded textiles are piling up in abundance around the globe. Though it would seem that the stars of supply and demand have aligned for this part of the circular economy, the truth is that **less than 1% of textile waste is recycled into new textile fibres**, according to an Ellen MacArthur Foundation report published in 2017. This minuscule percentage is indicative of a greater problem—**achieving circularity in the fashion industry is not just a question of supply and demand, but of the connection between the two**. There is a lack of knowledge surrounding the technological, economic and environmental feasibility of recycling fibre mixtures, and a need to align the quality and cost of recycling processes with the demands of textile companies and fashion brands.

SCIRT will develop solutions to support systemic innovation towards a more circular fashion system and bridge this supply-demand gap. To address the demand side of the equation, SCIRT will demonstrate **a complete textile-to-textile recycling system for discarded clothing**, otherwise known as post-consumer textiles, involving stakeholders throughout the value chain and focusing on the recycling of natural and synthetic fibres, as well as fibre blends. With the support of technical partners and research institutes, clothing brands **Decathlon, Petit Bateau, Bel & Bo, HNST and Xandres**, will develop, prototype and produce six different representative types of apparel using post-consumer recycled fibres. These **include formal and casual wear, sportswear, underwear and uniforms**. Through this endeavour, SCIRT will prioritise quality and cost-effectiveness in order to ensure market confidence and **encourage the broad uptake of post-consumer recycled fibres**.

From a non-technological perspective, **SCIRT will develop supporting policy measures and tools** to facilitate the transition towards a circular system for apparel. This includes a framework for an eco-modulated **Extended Producer Responsibility (EPR) system** and a **True Cost Model** to quantify circularity and increase value chain



This project has received funding from the Horizon 2020 Programme under grant agreement n°101003906.



transparency. Special attention will also be given to the consumer perspective. To this end, **Citizen Labs** engaging consumers in various European locations, as well as a wider online engagement platform, will be developed to engage citizens throughout the project in order **to understand the perceptions, motivations and emotions shaping their behaviour** regarding the purchase, use, and disposal of textiles.

Over the next three years, SCIRT project partners will work to overcome current technological, economic, socio-economic and regulatory barriers faced in textiles recycling **to achieve a real, lasting circular fashion economy.**

Partners

- **Fashion companies:** [Bel&Bo](#), [HNST](#), [Decathlon](#), [Xandres](#), [Petit Bateau](#)
- **Research organisations:** [VITO](#), [CETI](#), [Prospex Institute](#)
- **Universities:** [BOKU](#), [TU Wien](#), [ESTIA](#)
- **Industry players:** [Altex](#), [AVS Spinning - A European Spinning Group \(ESG\) Company](#), [Valvan](#)
- **SMEs:** [Circular.fashion](#), [FFact](#)
- **Non-profit organisations:** [Flanders DC](#), [IID-SII](#)

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