

Collaborate to collect

Rijkswaterstaat, part of the Netherlands Ministry of Infrastructure and the Environment, is offering to guide six forward-thinking European cities in developing pilots to increase clothing recovery and recycling rates, and lead the way on future best practice.

European Clothing Action Plan (ECAP) and used clothing collectors

ECAP addresses the environmental challenges at every stage of the European clothing industry's life cycle. Delivered by a unique consortium of specialist organisations, supported by EU LIFE funding, this €3.6m project will run until March 2019.

Help ECAP drive sustainable fashion activities across Europe and move the industry towards a more circular economy.

Creating a circular approach to fashion across Europe

Co-operate across the city

The fact is that today, despite the current efforts of commercial, public and charitable textile collectors, too much clothing is going to landfill and incineration instead of being reused or recycled into new markets.

ECAP is a great opportunity for European cities to explore how to get textile recovery organisations working together more effectively. The aim is to reduce clothing going to landfill and incineration and also to extend the lifetime of product and material reuse.

ECAP is looking to set up six pilot projects with municipalities, charity and commercial textile collectors and recycling companies willing to improve collection rates of high and low grade discarded clothes.

Your city, our expertise

Municipalities will lead on this project, supported by ECAP. Waste collection systems and cultures differ across Europe, so you organise your pilot according to your needs with our support. Your project will get:

- **Advice and support** with setting up the pilot to improve textile recovery and the opportunity to learn from good practices in other countries
- **Access to networks** across the complete supply chain
- **Help from experts** who can make the business case for low grade textiles and improve communication with citizens

- **Guidance** on business cases for several models of collection

Create a cultural shift

Your involvement is key to changing recycling and recovery habits across Europe in the coming years.

In many European countries, only 30-50% of discarded textiles are collected. In others, the percentage is even lower.

The European Commission's Circular Economy package stresses the need for more recycling of municipal waste. The aim is to improving textile recovery rates as part of meeting the targets of 60% in 2025 and 65% by 2030.

By being part of it, your city could be:

- Involved in creating a European-wide framework for a more circular clothing economy
- Working with a network of cities on textile collection, sharing ideas and experiences on changing consumer behaviour
- Presenting the results of your pilot to an international audience and reaping the benefits of ECAP-wide communication and PR

Milestones

2016 - 2017

- Development of Recovery pilots in six European cities

2018

- Pilot evaluation and lessons learned
- Guidance on business case for collectors and graders
- F2F congress with possibilities to showcase your pilot

Interested? We need your commitment

All pilots should take place before 2019. And you'll be:

- allocating resources and involving staff to manage the project
- implementing lessons learned in municipal plans, company strategy and day-to-day business
- contributing to communication on the benefits of improving recovery rates

Find out more

Contact: emile.bruls@rws.n

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