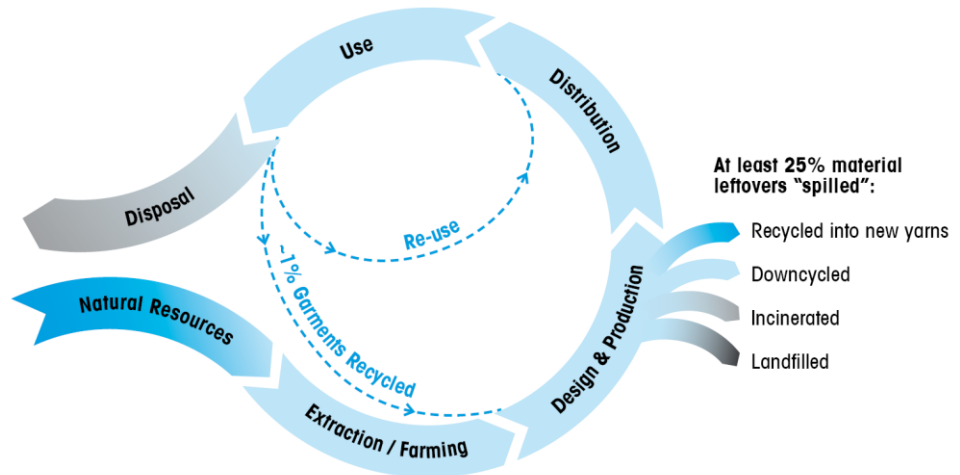


# Re:think – Re:source – Re:fashion

MADE-BY and Reverse Resources are working together to engage apparel brands, retailers, manufacturers and other sector stakeholders on the issue of **material leftovers** (pre-consumer textile waste), to **test solutions** that will lead to a more circular model, ultimately **reducing production spill, increasing transparency** and delivering value through a win-win model that supports **circular products and supply chains**.

## The Problem

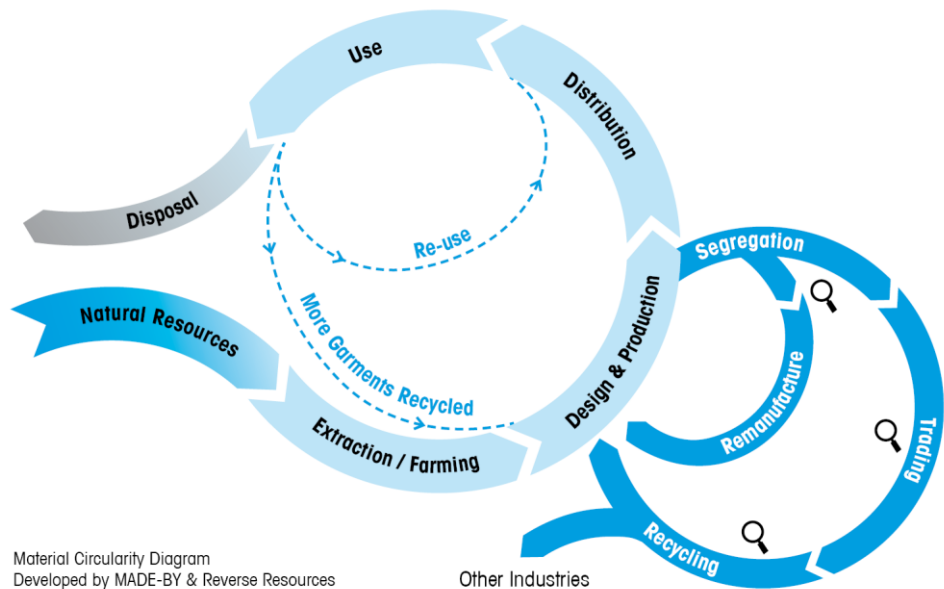
Manufacturers producing textiles and clothes for many of the world's major fashion brands and retail outlets are "spilling" an average of 25% of virgin material resources and it is unclear how much of this makes its way back into the apparel supply chain.



## The Solution

Working with brands, manufacturers and other stakeholders, such as fabric traders and recyclers, a new model can be developed that enables material leftovers to be optimised.

This project will enable participants to track their material leftovers for the first time and start to map out a circular supply chain, creating traceability and efficiency. By focusing on establishing the systems that can deal with pre-consumer material waste, participants will also be better placed to tackle post-consumer waste.



## The Project Aims

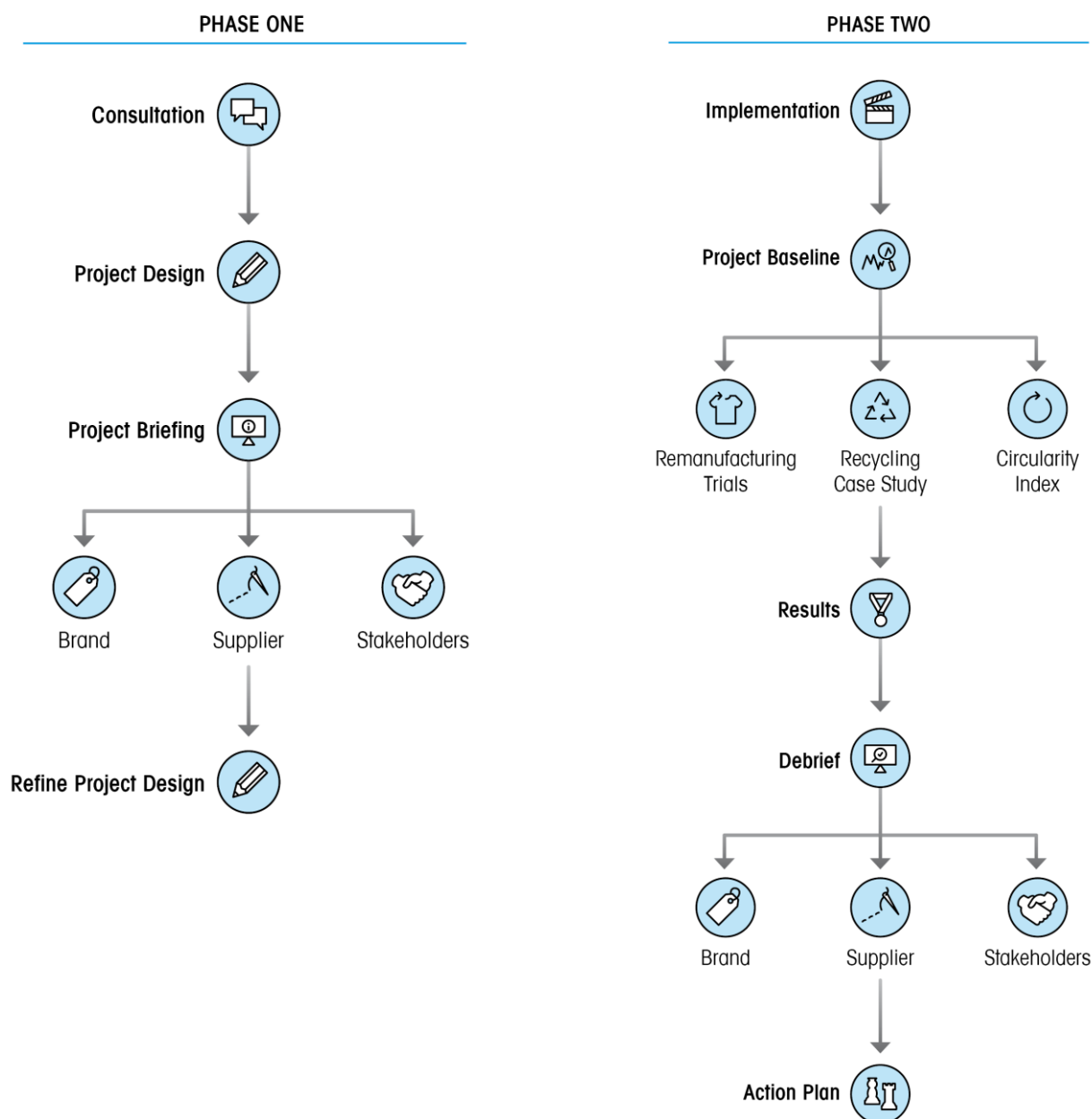
Working at head office, supplier and factory level, the project will engage key stakeholders with the aim of providing participating brands, retailers and manufacturers with the following:

1. An **assessment of the current volumes and types of material leftovers** being created within your supply chain, including what this system loss means in both commercial and environmental terms.
2. An opportunity to **test practical solutions** that can be applied at the brand, supplier and factory levels to positively impact the volume of leftovers being created, segregated, optimised and traced.
3. **Insight and learnings** that can be applied to (and scaled up within) other key sourcing regions and suppliers.

4. **Proof of the business case for a circular model** for material leftovers.
5. **Connections** to other project participants and the wider sector through sharing project learnings and knowledge, to support the sector's move towards a more circular model.

## The Project Steps

The project is broken down into two phases: phase one focuses on project design; phase two focuses on implementation and insights gathering, resulting in recommendations and an action plan for the brand, retailer or manufacturer to apply and scale the learnings. The specifics of the project will be bespoke designed to meet the specific needs of each participant.



## The Project Partners

**MADE-BY** works with major international brands and retailers across the EU fashion communities on tackling interdisciplinary roadblocks to making sustainable fashion common practice.

**Reverse Resources** is an H&M Foundation Global Change Award Winner that believes in virtual traceability of resources as the ultimate key to unlock

## [Join via the European Clothing Action Plan](#)

European apparel brands and retailers and their manufacturing partners have the opportunity to join this project as part of the European Clothing Action Plan (ECAP). **Participants benefit from subsidised project fees and access to learning and connections through the ECAP network.**

the extensive business opportunities of a circular economy in the textile industry.

**To find out more and to sign up, please contact:**

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