

Organizator:



Parteneri strategici:



The Fast Fashion Crisis – Solutions through Prevention and Reuse

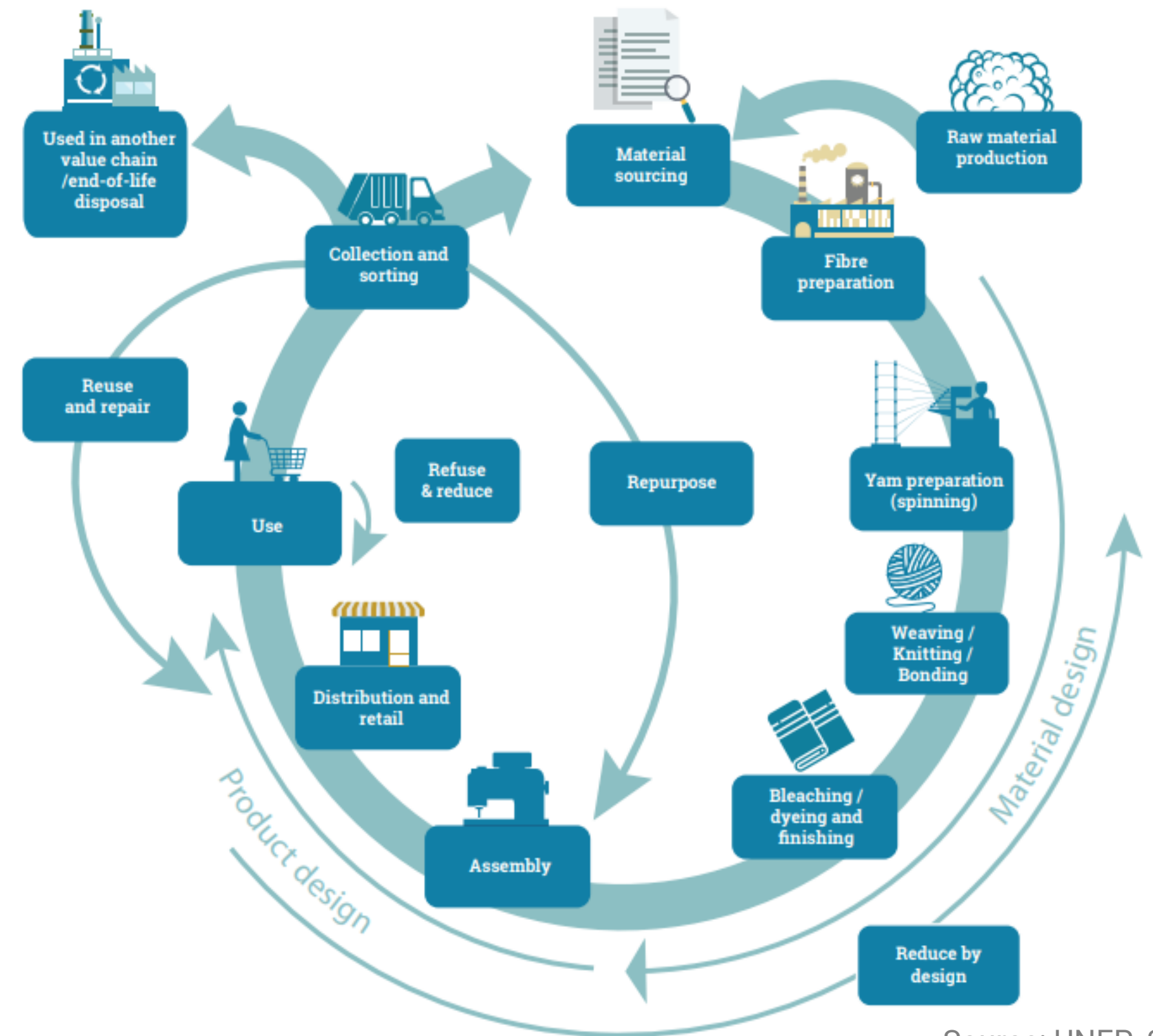
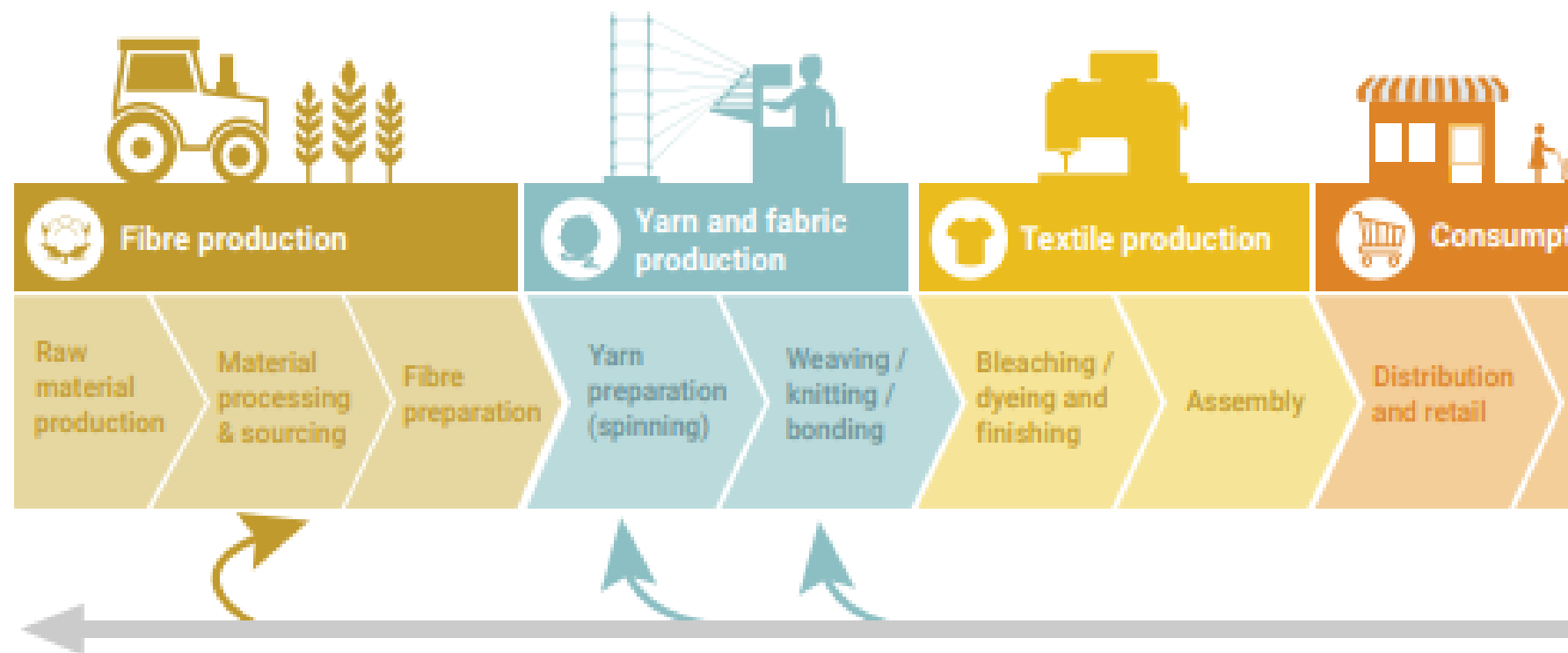
Bettina Heller, Lead, UNEP Textile Initiative

**CONFERINȚA NAȚIONALĂ
ECONOMIA CIRCULARĂ**

UN 
environment
programme

Textile value chain

- Comprises actors and stakeholders
- Often represented as linear albeit possible loops
- Aspiration to shift to **circular system** while keeping materials at highest possible value



Source: UNEP, 2020

Environmental hotspots

cotton cultivation

- fertilizer, herbicides, pesticides
- land use (biodiversity & habitat loss)
- high water usage

wet finishing process

- coal-based energy
- chemicals & water pollution

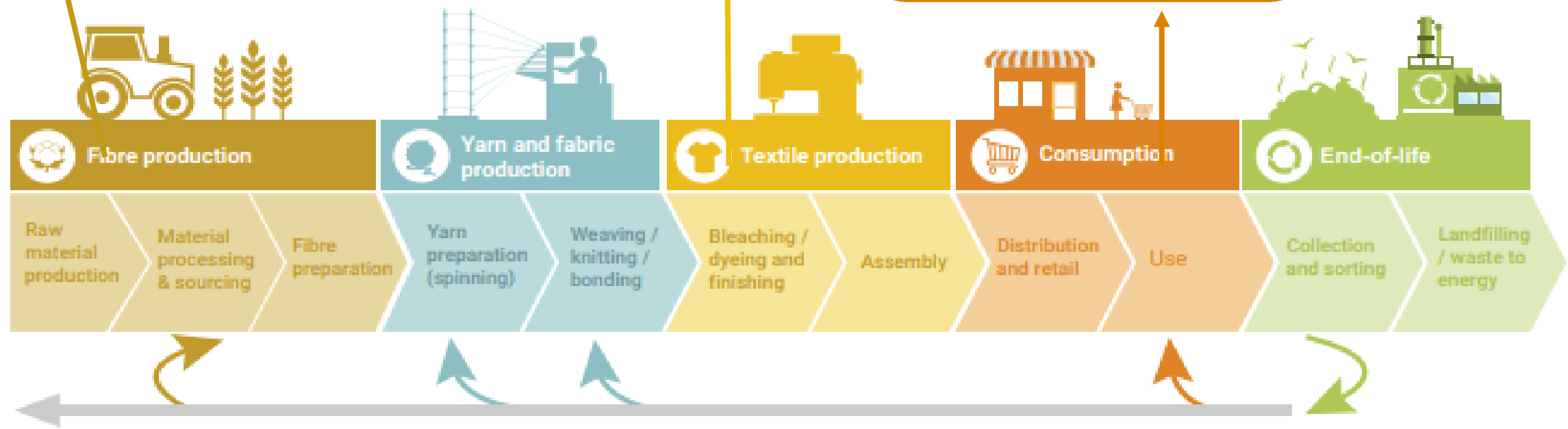
washing & drying

- electricity
- water
- detergent
- microfibres

impact relatively low, but significant resource and economic loss (only 13% recycled)
→ loss of potential to decrease impacts across all stages

synthetic fibre

- fossil fuel



Three priorities to deliver system change in the textile value chain



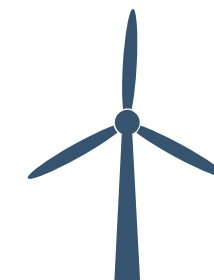
Shifting Consumption Patterns

Optimising design, business models and consumer behaviour



Improved Practices

Optimising practices and behaviour in existing sites, companies and processes



Infrastructure Investment

Investing in shared physical technology and systems

Concrete solutions



The InTex programme

Overview

- **Objective:** To accelerate the transition towards a circular textile value chain, thereby reducing pollution.
- Through InTex, UNEP works with:
 - **SMEs (brands, retailers, manufacturers):** training and providing technical assistance to reduce the environmental impact of textiles products and shift to circular business models through the application of life cycle approaches and eco-innovation.
 - **Governments:** to support development and implementation of effective circular textile policies.
- InTex started in Africa (**Kenya, Tunisia, South Africa**) and expanded to Asia (**India, Indonesia**) with more countries being interested.

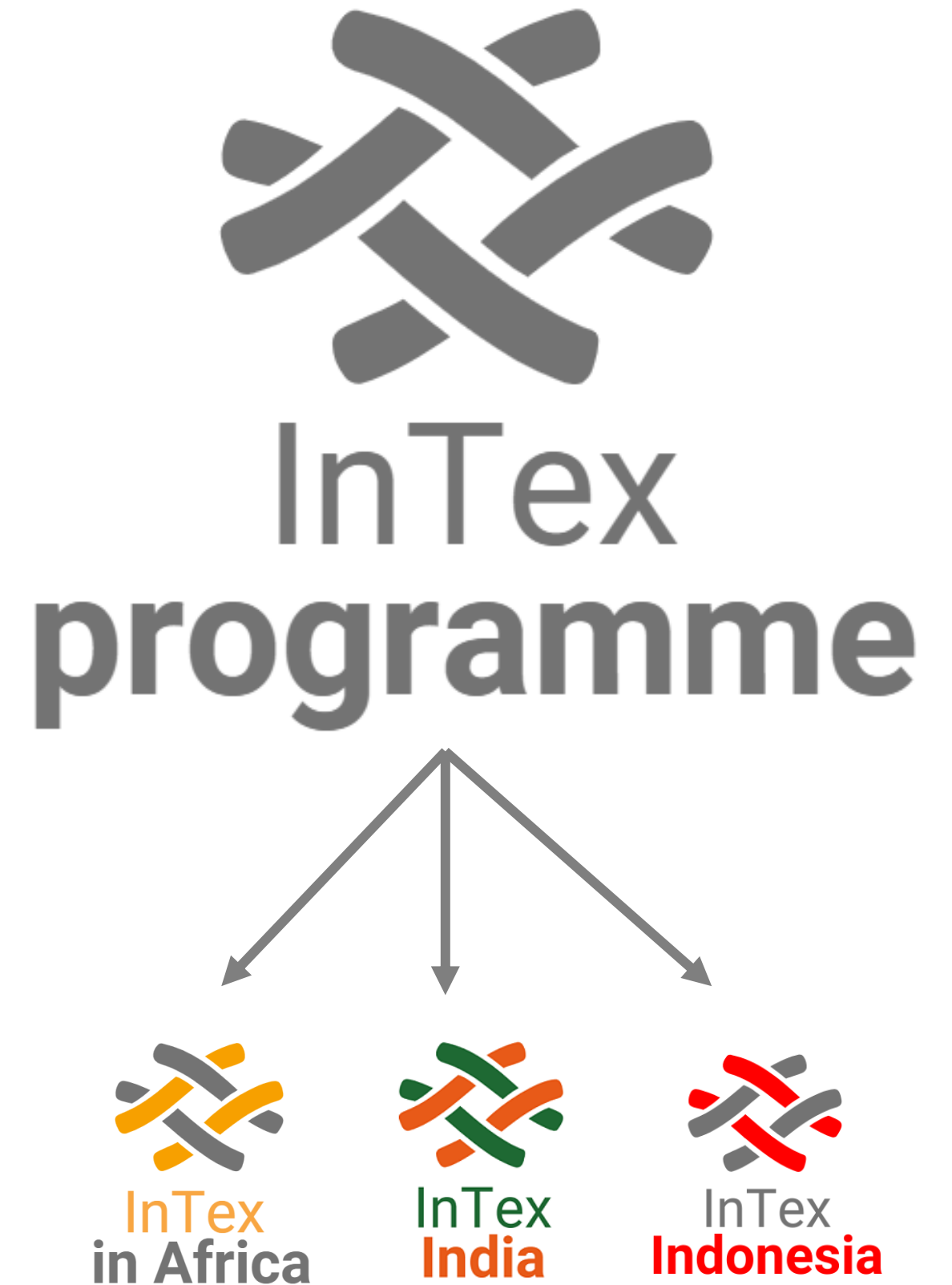


Ministry of Environment
and Gender Equality



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InTex in Numbers

To date in Kenya, South Africa and Tunisia



32 SMEs

applied UNEP's eco-innovation methodology



10 LCAs

conducted following the Product Environmental Footprint (PEF) method



230 company representatives

trained in LCA and circularity concepts



5,100 tonnes GHG

emissions savings estimated in Tunisia and South Africa



10% hazardous chemicals

reduction estimated in Tunisia



25% waste

reduction on average



USD 4 million

estimated savings

The environmental and financial impacts are annual estimates, assuming full implementation of the measures identified through InTex.



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Through better data: more strategic partnerships to curb emissions

The example of SHONA, Kenya

Focus: T-shirts, knitwear, PPE

- **Main hotspot identified:** high water and energy consumption
- **Secondary hotspot:** waste disposal challenges (large fabric offcuts)



Key objectives & Impacts

- **Improve resources efficiencies through partnerships**
 - ➔ **Waste generation reduced by 30% using circular model:** Partnered with local businesses to create alternative revenue stream and reduce textile offcuts. Shona now sells its fabric offcuts to local businesses for pillows, mattresses, chairs.
 - ➔ 25% GHG emissions reduction: change transportation mode from air to sea
 - ➔ Reduced 70% power consumption : solar panel
 - ➔ Developed strategies for **wastewater treatment upgrades**
- Mobilize **USD 210,000** capital investment to upgrade wastewater treatment system and purchase new machinery in 2025



Transforming the textile sector to #BeatPollution

How SMEs are transforming through better data

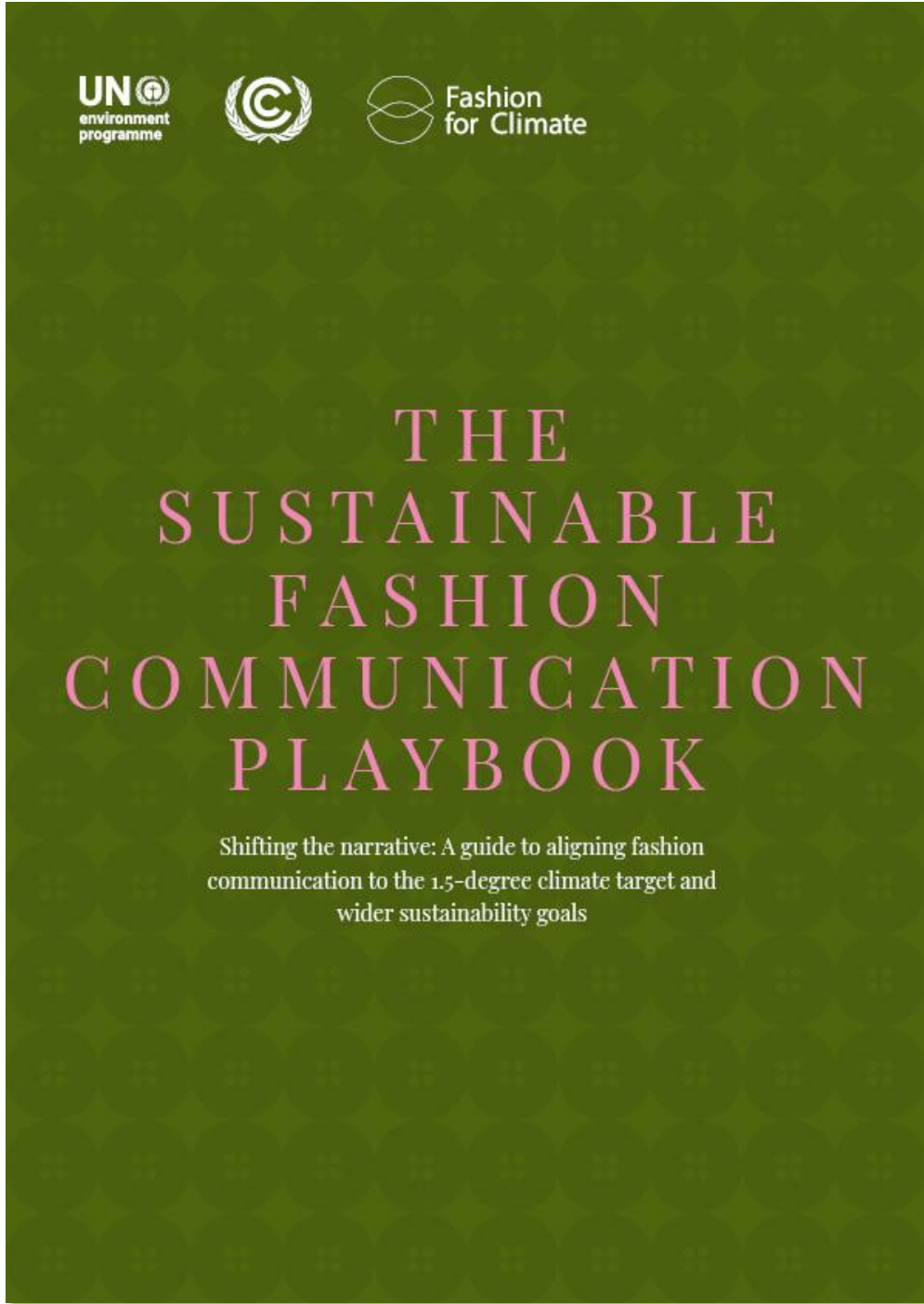


UNEP InTex Factsheets
#BeatPollution Action series on Textiles

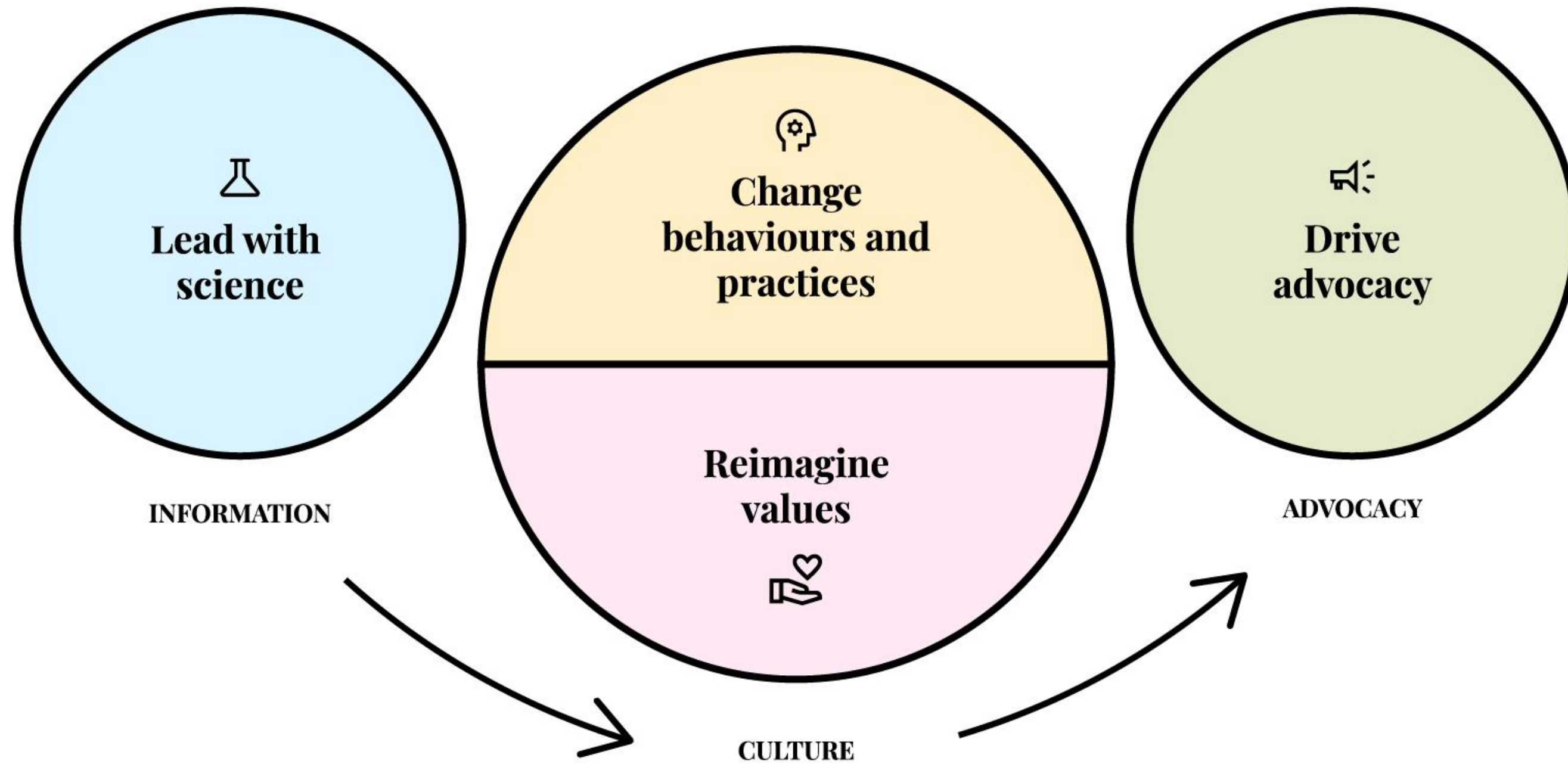


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Sustainable Fashion Communication Playbook



The principles for sustainable fashion communication



Global Textiles Policy Dialogues to build policy coherence across the value chain



- [Alongside UNEA-6](#), governments' representatives of Netherlands, Türkiye, Ghana, Tunisia, France and Sweden recognized the urgency of scaling up policy efforts;
- Governments called UNEP to facilitate a Global Textiles Policy Dialogue, aiming to create **a space to empower governments** to foster circularity across the value chain;
- The Dialogue should be **government-led, inclusive** and address **various aspects of circularity** in textiles, including shifting consumption patterns, normalizing circular business models, addressing production pollution, and discussing trade of used textiles.
- **Podcast series** released with interviews of high-level government representatives on their national policies and needs for more international cooperation



Next steps:

- November and December 2025: technical/senior officials' consultations to **co-create the Terms of Reference** of the Global Policy Dialogue on Textiles (i.e. scope, format/process, timeframe, intended outcome).
- First **convening at ministerial level** '[Enabling the shift to sustainability and circularity in the textile value chain](#)' on 11 December 2025 to discuss political commitments in line with priorities identified in the Terms of Reference



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Zero Waste Good Practices in Fashion and Textiles

Textiles-as-a-service Oslo, Norway

This initiative leases coveralls for children in Norwegian kindergartens, reducing waste by extending the life span of the coveralls and promoting repair over replacement. With 270,000 Norwegian kids attending kindergarten and participating in daily outdoor activities, there is a constant need for season-appropriate coveralls. Instead of purchasing new coveralls for each growth stage, parents can lease them for the required size and duration. Additionally, the reuse and recycling of materials is managed once the coveralls reach the end of their life, ensuring efficient resource management.



Zero Waste Good Practices in Fashion and Textiles

United Wardrobe Project Bangkok, Thailand

The United Wardrobe Project is a student-led initiative focused on creating a sustainable future by addressing the environmental challenges of fast fashion. By installing clothing donation bins in schools, the project has collected over 9,100 items, saving 98,000 kg of CO₂ and 33 million liters of water, while providing clothing to underprivileged communities. The initiative promotes a zero-waste approach by ensuring clothes are reused, repurposed, or upcycled, and has expanded to schools across Thailand and India.



Zero Waste Good Practices in Fashion and Textiles

Closing the Loop Programme India

The Circular Textile Waste Management (CTWM) model in India aims to reduce textile waste by recovering, repurposing, and recycling post-consumer textiles. Key components include leveraging local resources via the waste-picker community, addressing demand-supply asymmetry through market creation for secondary materials, extending viability gap funding to support the scaling-up of the model, up-skilling marginalized waste worker communities, and leveraging technology to scale up. This collaborative effort aims to contribute to a zero-waste textile sector in India.



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THANK YOU!

For more information:



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