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About Global Fashion Agenda
Global Fashion Agenda is a leadership forum on fashion sustainability. Anchored around the world’s leading business event on sustainability in fashion, Copenhagen Fashion Summit, Global Fashion Agenda advances a year-round mission to mobilise the global fashion system to change the way we produce, market and consume fashion, for a world beyond next season. A non-profit initiative, Global Fashion Agenda collaborates with a group of Strategic Partners, including Kering, H&M, Target, BESTSELLER, Li & Fung and Sustainable Apparel Coalition on setting a common agenda for focused industry efforts on sustainability in fashion.

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ABOUT THE 2020 CIRCULAR FASHION SYSTEM COMMITMENT

A call to action

At Copenhagen Fashion Summit 2017, Global Fashion Agenda called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. The aim was to increase the number of fashion brands and retailers taking action on circularity in order to accelerate the industry’s transition to a circular fashion system.

To set a direction for this transition, Global Fashion Agenda outlined four immediate action points:

1) Implementing design strategies for cyclability
2) Increasing the volume of used garments and footwear collected
3) Increasing the volume of used garments and footwear resold
4) Increasing the share of garments and footwear made from recycled post-consumer textile fibres

Why circularity?

Fashion is primarily produced in a linear system of take, make, dispose, with 73% of the world’s clothing eventually ending in landfills or being incinerated. Currently, less than 1% of the material used to produce clothing is recycled into new clothing, and less than 15% of clothes are collected for recycling. Many of today’s products are designed with neither durability nor recycling in mind. They often consist of mixed fibres and components that are hard to disassemble.

The Pulse of the Fashion Industry 2017 report showed that most fashion brands have yet to realise the opportunities that accompany an increased focus on the end-of-use phase of the value chain. An accelerated effort is needed to capture important resources from being wasted and to meet future resource demands. If today’s textile collection rate tripled by 2030, it could be worth more than EUR 4 billion for the world economy. This figure merely represents the value of those products that would not end up in landfills. If the industry were to find a way to collect and recycle all fibres, it would boost the value to EUR 80 billion. In any case, decreasing the use of virgin material will make the industry less vulnerable to fluctuations in raw material prices.

If the fashion industry does not start acting now, the linear model will soon reach its physical limits. According to current forecasts, the world population will exceed 8.5 billion people by 2030, and global garment production will increase by 63%. But land and fossil fuels are finite resources, and water will become increasingly scare. That is why today’s practices are putting both the industry and the planet in jeopardy.

Why a commitment?

The fashion industry’s poor performance at the end-of-use phase of the value chain, coupled with the high impact potential of circularity, clearly illustrate the case for change. In recent years, industry initiatives and stakeholder groups have shown an increasing interest in circularity, with the Ellen MacArthur Foundation, the Sustainable Apparel Coalition and Fashion Positive, as well as a few pioneering companies driving the topic forward. To support this effort, Global Fashion Agenda is using its platform to drive action among fashion brands and retailers, a stakeholder group that plays a central role in the fashion value chain, influencing both how a product is made and used.

Their commitments have the potential to drive concrete change by signalling to industry stakeholders that circularity is high on their corporate agenda. Brands and retailers can play an important role, but to establish a systematic shift we also need the wider ecosystem, including governments, value chain partners and investors to play their part.

To support fashion brands and retailers in this transition, Global Fashion Agenda has taken on a facilitating role and is working closely with other industry organisations and initiatives. The 2020 Commitment covers four key elements:

1) Taking action: Getting fashion brands and retailers to take action on circularity to increase the industry’s overall performance at the end-of-use phase of the value chain
2) Knowledge sharing: Sharing advice, best practices, lessons learned and solutions to support brands in the transition
3) Policy engagement: Engaging with policymakers to co-develop the wider framework necessary for a circular fashion system
4) Industry alignment: Providing the platform, network and advocacy to ensure that circularity gets lifted, communicated and implemented in the broader fashion industry

By May 2018, the 2020 Circular Fashion System Commitment (henceforth 2020 Commitment) had been signed by 94 companies, representing 12.5% of the global fashion market. The signatories represent large industry players like ASOS, H&M, Nike, Inditex, Kering and Target as well as SMEs, representing 63% of the number of companies, including Nudie Jeans, Reformation and Ganni. The companies have committed to take action on one or more of the above action points and to annually report on the progress they are making in implementing their targets. Their commitment illustrates the will to create change, highlighting the urgency and strategic importance of transforming current linear business practices.

Motivation for signing the 2020 Commitment

- To gain knowledge and share experiences about working with circularity in the fashion industry
- To connect with other fashion brands and retailers to foster collaboration and/or industry-wide solutions to circularity
- To unite fashion brands and retailers along a shared vision and strategy for a circular fashion system
- To make a public declaration of their commitment to circularity
To keep track of the signatories’ progress in implementing the 2020 Commitment, Global Fashion Agenda will publish an annual status report. The report is based on feedback that signatories gave in a mandatory annual survey, as well as voluntary group and one-on-one discussions.

The aim of this report is to provide an overview of how far companies have come since signing the 2020 Commitment but also to share experiences on working with circularity in the fashion industry. Brands and retailers must start taking action, and the hope is that the elements of the 2020 Commitment will support them in accelerating these efforts over time. It is important to note that the 2020 Commitment was developed by Global Fashion Agenda to encourage fashion brands and retailers to take action on circularity, and that it is meant to be inclusive by calling on companies of all sizes, market segments and starting points to participate. For this reason, it is natural and expected that signatories’ targets vary and that their progress will also differ. The report identifies companies that have not lived up to the commitment’s requirements, but it does not compare the individual efforts of companies.

This is the first status report of the 2020 Commitment covering year one and it focuses on the targets and strategies set by the signatories, while future reports will focus on the actions taken to reach those targets.
YEAR ONE: COMMITTING TO CHANGE

The first year of the 2020 Commitment focused on getting fashion brands and retailers to take action on circularity by setting concrete and measurable targets. Global Fashion Agenda’s primary role was to facilitate knowledge sharing among the signatories to support them in this process. In addition, initial steps were taken to align with industry initiatives and policymakers to establish a supportive framework for a circular fashion system.

Taking action by setting targets

Global Fashion Agenda encouraged fashion brands and retailers to take action on circularity by setting targets for 2020. Target setting is an important tool for providing internal guidance, but it also shows the companies’ circular vision to external stakeholders, including regulators, investors and consumers, all of whom are key players in creating a circular fashion system.

“Setting overall circular targets helps create direction and guide our internal teams in creating circular products.”
- Cecilia Strömblad Brännsten, environmental sustainability manager, H&M group

To make the commitment inclusive for fashion brands and retailers of all sizes, market segments and starting points, signatories have set their own individual company targets for 2020. The four action points served as a guide, aiding signatories in setting specific targets, turning aspirations into concrete objectives. As expected, this resulted in a variety of focus areas and levels of ambition. The 2020 Commitment requires signatories to set a target for at least one but preferably more action points.

So far, signatories have set 206 targets, distributed between the four action points: circular design, garment collection, reuse and recycling. Fifty-eight percent, which included large corporations and SMEs, set circular design targets, while the amount of companies that set garment collection (49%) and recycling (46%) targets was fairly even. The fewest targets were set within reuse (24%).

Out of the 94 signatories, the following 17 companies did not submit their targets, despite various requests from Global Fashion Agenda, which means they have not met the minimum requirement for year one of the 2020 Commitment:

- Arvind
- Berendzen
- Dedicated / Tshirt Store AB
- MA RA MI
- Mokacioccolatah
- NYLSTAR
- reflect
- Sab Soleil
- Salt Gyps Pty Ltd
- Arvind
- Berendzen
- Dedicated / Tshirt Store AB
- MA RA MI
- Mokacioccolatah
- NYLSTAR
- reflect
- Sab Soleil
- Salt Gyps Pty Ltd
- Shannon South
- Star Sock
- The Fifth Collection
- Tom Cridland
- Vilebrequin
- Virtu
- Weyler’s Legacy
- Wtree Inc.
Global Fashion Agenda will continue to reach out to the signatories to encourage them to set targets. During the first year of the commitment, Global Fashion Agenda, together with BSR, provided signatories with guidance on how to set targets, which included a Commitment Implementation Guide, a target-setting webinar and feedback on drafts when requested.

Knowledge sharing: Best practices and lessons learned

Global Fashion Agenda facilitates knowledge sharing activities to support signatories in defining their circular strategies and overcoming barriers. This primarily involves sharing best practices and key learnings between signatories and bringing together industry experts to explore solutions. Since circularity is still a new topic in the fashion industry, sharing experiences and tools is an important part of accelerating the transition.

During the first year of the commitment Global Fashion Agenda developed a toolbox for each of the action points that will be publicly available on our website in August 2018. In addition, three webinars were organised to share perspectives from stakeholders in the industry that covered designing for circularity, garment collection and target setting. Monthly updates were used to keep signatories informed and enable them to connect with each other.

Policy engagement: Starting a dialogue

Global Fashion Agenda works to engage with policymakers on issues that affect the signatories’ ability to transition to a circular fashion system. Policymakers play a key role in incentivising and co-developing the wider framework necessary for a circular fashion system, particularly on issues such as circular design and textile recycling.

“Fashion was born as a linear model. It means that around 73% of the whole production goes to landfill or to incineration. We are struggling to change this paradigm, and we believe that policy engagement is crucial to enable a circular fashion system, not only for OVS, but for the whole industry. We need policymakers to regulate, incentivise and support practices within circular economy, such as garment collection and recycling. By signing the 2020 Commitment, we at OVS hope to be part of showcasing the need for policy changes in favour of a circular economy.”

- Simone Colombo, head of corporate sustainability, OVS Spa

During the first year of the commitment, Global Fashion Agenda started conversations with important industry associations, such as EURATEX, Sustainable Apparel Coalition and the Federation of the European Sporting Goods Industry to align priorities and possible recommendations to put forward to policymakers in a collaborative effort. In addition, Global Fashion Agenda published a policy brief for EU regulators.
Sourcing of monofibres

In an effort to ease the recycling process, targets have also been set on sourcing monofibres. Designers Remix, for instance, has committed to making at least 50% of its collection out of monofibres by 2020, and Hania New York has stated that at least 60% of its collections will be made from monofibres by 2020.

Promoting customer care and repair

Companies are also exploring ways to prolong use of their products and have set targets on providing care instructions and/or on offering repair services. For example, one of Filippa K’s targets is that 60% of its collection will be designed for reparability by 2020, and Lindex will work to incorporate functional durability and ease of repair into its design strategy for selected product groups, equalling 10% of its collection. Over the past year some signatories have developed pilot programmes to test care services and products.

Key learnings: Lack of knowledge and tools

The signatories said that one of the main challenges of circular design is how new it is, which is reflected in the limited amount of qualified training available and the lack of best practice examples available for scale. There is a need for further industry alignment on how circular products should be designed and for a call for greater collaboration on the development of tools to do so.

ENCOURAGING MOVES: H&M GROUP UPDATES ITS TRAINING PROGRAMME

As part of the 2020 Commitment, the H&M group has committed to developing and rolling out training on sustainable materials and to building circularity into its design processes. In the past year, H&M has updated its Conscious Material internal training programme to take a components-first approach. This means that all product designs are tested based on material choices, making the selection of materials easier in the first place. This will also make it easier to adapt circularity principles in designs, to prefer sustainable material choices and to further improve material efficiency in the design stage. The aim of the new training programme, rolled out in February 2018 is to train 100% of the staff in the H&M brand buying office including designers by the end of 2018.

STATUS ACTION POINT 1: IMPLEMENTING DESIGN STRATEGIES FOR CYCLABILITY

**2020 TARGETS SET: 84**

**2020 TARGETS REACHED: 0**

The role of design in a circular fashion system

Circular design plays an important role in creating products that can be re-utilised, whether by prolonging the product’s life or recycling it into new material. Currently, it can be challenging to loop garments and footwear back into the fashion system because many products are not designed for cyclability. For this reason, action point one encourages fashion brands and retailers to develop and implement design strategies that enable products to be reused and/or recycled. This can include designing products with functional durability and that are easy to repair or prioritising materials that are compatible with existing recycling streams.

Main progress: Companies prioritise targets on circular design

The first year of the 2020 Commitment saw more than 58% of the signatories set 84 circular design targets, making it the action point with the most targets. The companies represent a broad range of market segments and price points. Many of them highlighted the central role that design and development plays in creating products that can be looped back into the fashion system and that this area needs further exploration, both at company and industry level. The circular design targets show four general tendencies:

**Training in circular design**

Almost one fifth of the signatories set targets on training their design and product development teams on circular design principles. Gap, for example, will train its cross-functional product teams on circular design techniques and best practices by 2020, while NIKE will work to implement sustainability training, including circular design, for all product creation roles in footwear and apparel. In the past year some companies have taken initial steps to reach their targets by hosting workshops and developing design toolkits. Others have started looking for potential providers of circular design training and third parties that can develop educational material.

**Integrating circularity in design briefs**

Several companies are focusing on integrating circularity into their design briefs to help make it an integral part of their product development process. For example, Lacoste said that all of its product briefs will include circular design principles by 2020, and HUGO BOSS will apply circular design principles in all of its design briefs starting with the spring/summer 2020 collection.

**Sourcing of monofibres**

In an effort to ease the recycling process, targets have also been set on sourcing monofibres. Designers Remix, for instance, has committed to making at least 50% of its collection out of monofibres by 2020, and Hania New York has stated that at least 60% of its collections will be made from monofibres by 2020.

**Promoting customer care and repair**

Companies are also exploring ways to prolong use of their products and have set targets on providing care instructions and/or on offering repair services. For example, one of Filippa K’s targets is that 60% of its collection will be designed for reparability by 2020, and Lindex will work to incorporate functional durability and ease of repair into its design strategy for selected product groups, equalling 10% of its collection. Over the past year some signatories have developed pilot programmes to test care services and products.

**Key learnings: Lack of knowledge and tools**

The signatories said that one of the main challenges of circular design is how new it is, which is reflected in the limited amount of qualified training available and the lack of best practice examples available for scale. There is a need for further industry alignment on how circular products should be designed and for a call for greater collaboration on the development of tools to do so.
Engaging customers to increase collection volumes

Various signatories have highlighted the need for customer engagement as a key success factor for increasing collection volumes. Although only a few targets have been set specifically on customer engagement initiatives, many have identified it as a key element in their strategy. In the past few months, some companies have already started working on their visual merchandising and marketing channels to increase customer awareness, including social media campaigns, pop-up events and in-store displays.

Key learnings: Take-back of products requires a supporting framework

The majority of signatories indicated that fashion brands and retailers should play a vital role in increasing collection volumes, either through individual programmes, collaborative efforts or awareness raising campaigns. However, there is a need for a more supportive framework. Many highlighted local legislation as a central barrier for collecting garments, and some call for a more collaborative effort between brands, local authorities and NGOs to establish a supportive and effective system. Efficient systems for collecting garments and footwear need to be further explored between stakeholders.

STATUS ACTION POINT 2: INCREASING THE VOLUME OF USED GARMENTS AND FOOTWEAR COLLECTED

2020 TARGETS SET: 50
2020 TARGETS REACHED: 0

The role of garment collection schemes in a circular fashion system

The collection of garments and footwear is central in facilitating textile reuse and recycling. However, currently less than 15% of clothes are collected for recycling. That’s why action point two encourages brands and retailers to increase the volume of post-consumer garments and footwear collected. This can include setting up an in-store/off-tail garment collection scheme (together with a licensed charity and/or recycling company) or by participating in multi-stakeholder programmes for the collection and processing of used products.

Main progress: Companies expand their collection schemes

Forty-nine percent of the signatories set 50 targets on increasing the volume of used garments and footwear collected. This includes the 26 companies that already have a collection scheme in place and the 19 companies looking to set up a new scheme. Small and large brands and retailers have shown commitment to this action point; however, they only represent the low- to mid-priced segments. The garment collection targets show four main tendencies:

Expanding existing garment collection schemes

Signatories that already have a garment collection scheme are working to increase their overall collection volumes. For some, this means increasing the number and types of collection points, while others focus on driving further engagement in their existing channels through employee training, customer incentives and increased marketing activities. For example, Gina Tricot’s goal is to increase the volume of used garments collected by 50%, while Vagabond plans to implement a shoe collection programme in all of its stores by 2020. Marks & Spencer, which has had a collection scheme since 2008, is continuing to explore new opportunities to facilitate garment collection, such as home collection.

Establishing new collection schemes

Companies have also committed to setting up new collection schemes. ASOS, for instance, will launch a garment collection scheme and recycling programme for apparel in two key markets by 2020. Similarly, GUESS has committed to implementing an on-going, customer-facing product take-back programme in its retail stores in the United States and will expand the programme’s presence globally to at least three markets. Many of these companies are currently in the research and development stage and some at the pilot testing phase.

Encouraging moves: Reformation increases customer participation by 180%

In March 2018, Reformation launched its garment collection platform, RefRecycling, to further engage customers in the scheme. A promotional effort in newsletters and social media channels doubled the participation rate by 180% in January and February 2018.

STATUS REPORT 2018

2020 COMMITMENT - Status Report 2018
Key learnings: Availability of resale stock is often unpredictable

Some of the signatories have proven that the resale of clothes can become an additional sales channel and a source of income on existing products. However, the unpredictability of the amount and quality of clothes available for resale is a major barrier. In addition, logistical challenges such as shipping, sorting, storing and repair can easily become costly which is something that brands with lower price points, and therefore lower resale value, are finding particularly challenging. Further research into alternative business models for companies across market segments and price points needs to be explored.

Encouraging moves: Nudie Jeans increases resale by 40%

As part of the 2020 Commitment, Nudie Jeans committed to increase the volume of used denim resold by 30%. Over the past year, the company has intensified its marketing and visual merchandising efforts to further engage customers in its Re-use denim range. This has already resulted in a 40% increase in sales of used denim in January and February 2018, compared to an average month in 2017, indicating good results for meeting their final target. In April 2018, the Re-use range was launched online.

STATUS ACTION POINT 3: INCREASING THE VOLUME OF USED GARMENTS AND FOOTWEAR RESOLD

2020 TARGETS SET: 25
2020 TARGETS REACHED: 0

The role of resale in a circular fashion system

Reusing garments is considered one of the most environmentally beneficial ways to reutilise clothes.1 Extending a garment’s life by just three months can lower its water, carbon and waste footprint by 5-10%.2 However, currently only 8% of garments are reused.3 As a result, action point three encourages brands and retailers to increase the resale of used garments, including in their own retail channels or through collaborations with third parties.

Main progress: Companies set targets for new business channels

Twenty-four percent of the signatories set 25 reuse targets, making it the action point with the fewest targets. Only a few companies had a functioning resale channel prior to signing the commitment and many have now set targets on developing new platforms and partnerships to increase the volume of used products resold. The reuse targets show three main tendencies:

Expanding existing resale channels

Some companies have already seen a positive business case in the resale of their products and have set targets to expand this to a broader customer base. These companies mainly represent SMEs in the mid-priced segment. For example, EILEEN FISHER has set a target to increase the resale of used garments by 25% by 2020 by using external pop-ups, expanding resale distribution in their mainline stores and by opening up a new resale store in 2019. In the past year, signatories that have implemented changes in their visual merchandising and marketing channels to boost the visibility of their resale platforms are already seeing a boost in sales.

Developing new resale channels

Other companies have set targets on developing new resale channels, either as a physical store, through an online channel and/or pop-up events. Ganni, for instance, will implement a resale concept for used garments by 2020 that will be available through its own sales channels. These companies are currently primarily in the research and development phase.

Establishing partnerships with resellers

Many of the larger companies with higher production volumes are focusing on establishing partnerships with third party organisations that can manage product redistribution and resale. For example, OVS Spa will establish a partnership with a third-party textile recycler and/or charity for garments collected by all of the brands it owns by 2020. Prior to signing the 2020 Commitment, some companies already had established partnerships to ensure that garments collected in their schemes are reused and have set targets to expand these collaborations. Inditex, for instance, currently has partnerships with ten NGOs and recyclers with their own resale channels and plans to increase the amount to 40 by 2020.
The role of recycling in a circular fashion system

Textile recycling can enable a product to be looped back into the fashion system at its end of use. Less than 1% of the material used to produce clothing is, however, recycled into new clothing.10 That is why action point four encourages fashion brands and retailers to increase the share of garments made from recycled post-consumer textile fibres. This can include the use of textile-to-textile recycled fibres in collection ranges and/or supporting the development of technologies and systems that enable textile recycling.

Main progress: Companies commit to sourcing recycled fibres

Signatories have shown great interest in increasing their use of recycled post-consumer textiles fibres, both in their own product ranges and at industry level. Forty-six percent of the signatories set 47 recycling targets, basically putting this action point on a par with action point two. The companies span across market and price segments, highlighting a broad interest in finding solutions to address post-consumer textile waste. The recycling targets show two primary tendencies:

Sourcing of recycled fibres

One third of the signatories set targets on sourcing and integrating recycled fibres into their collections. For example, 10% of Reformation’s fabric expenditures will be on textiles made with recycled post-consumer textile fibres by 2020, and 5% of all the cotton Cheap Monday uses for denim will be made from recycled fibres. Most of these companies are currently searching for suppliers and testing products containing recycled fibres.

Investing in technology

A small group of companies has set targets on investing in the development of textile recycling technology equalling 9.7 million euro. These companies primarily represent large corporations in need of scalable solutions. For example, Kering will identify the most promising pre- and post-consumer raw material recycling technologies for luxury items and begin scaling them up in the supply chain by 2020. Some signatories have already established partnerships or placed investments with organisation such as Renewcell, TreeToTextile, WornAgain, Recycrom, Demeto Project and Evrnu. For example, PVH will support the scaling of Worn Again fibre recycling technology through Fashion for Good and commit to piloting this across one core product area. Some signatories have also begun collaborative projects with suppliers and universities to test and develop fibre recycling systems.

Key learnings: Supply can’t meet demand

Many signatories stated that sourcing recycled post-consumer textiles fibres is the most challenging action point to implement to date because of the lack of materials available. One company explained that it had yet to find suppliers able to commit to providing recycled post-consumer textiles, while others indicated that their suppliers are already at capacity. There is a strong need for an accelerated industry effort to bring scalable and cost-efficient recycling technologies and systems to the market. Getting these efforts to scale goes beyond individual company investments and will require further involvement from regulators to incentivise the use of recycled materials.
YEARS ONE: INDUSTRY PROGRESS

During the past year, the case for change and the commitment to develop solutions for a circular fashion system have become even stronger. An increasing awareness of the environmental impacts, combined with promising new innovations, has incentivised various key stakeholder groups to seek alternatives to the linear production model.

The Ellen MacArthur Foundation’s 2017 report, A New Textiles Economy: Redesigning Fashion’s Future, has added much needed clarity on the impacts and opportunities a circular economy represents in the fashion industry. The report and associated programme, Make Fashion Circular, have become a valuable tool for guiding the industry forward in creating systemic change.

The Pulse of the Fashion Industry 2018 report, published in May by Global Fashion Agenda and The Boston Consulting Group, showed promising progress in the industry. Two steps in the value chain have seen the biggest improvements compared to 2017: the Pulse Score for design and development, which showed a five points increase, and the end-of-use score, which went up by eight points. The latter is particularly due to a focus on initiatives such as clothing repair services and garment collection schemes. Although encouraging, end of use still remains the weakest link in the value chain. The 2018 Pulse report also highlighted several successful case studies and tools for addressing a product’s end of use.

Circularity has also received more attention from policymakers, who are addressing global issues related to resource scarcity and waste within legal frameworks to an even greater degree. For example, in April 2018 the European Parliament approved the Circular Economy Package, which will lead to more waste sorting, an increase in recycling practises and which encourages setting minimum requirements for extended producer responsibility schemes.

Promising innovations have also emerged, pushing the industry beyond previous technological barriers. For example, new methods have been found to separate polyester and cotton by both Mistra Future Fashion and the H&M Foundation in collaboration with Hong Kong Research Institute of Textiles and Apparel. Resortecs also presented a dissolvable thread that eases repair and recycling, while the European Union has several projects focused on better utilisation of textiles, including Resyntex, which aims to produce secondary raw materials based on used textiles. The fashion industry has also seen C&A launch a Gold Level Cradle to Cradle Certified T-shirt, the first of its kind.

The developments over the past year are promising; however, a greater collaborative effort is needed in the coming years to accelerate the industry’s transition into a circular fashion system.

THE ROAD AHEAD – TOWARDS 2020

The first year of the 2020 Commitment has not only seen fashion industry leaders take action on circularity but has also provided Global Fashion Agenda with unique insights into some of the challenges the industry faces in creating a circular fashion system. The three barriers to change that signatories mentioned the most are a lack of:

- Industry tools and standards for circular design
- Supportive and incentivising regulatory frameworks
- Sorting and recycling technology available for scale

Global Fashion Agenda will continue to support the signatories in reaching their targets in the coming years, with a particular focus on addressing these key challenges and developing the four main elements addressed in the 2020 Commitment:

Taking action: Translating targets into actions

The signatories will work on implementing their commitment. Global Fashion Agenda expects to see their targets translate into concrete actions and will continue to monitor and report on their progress, learnings and challenges.

Knowledge sharing: Engaging with experts

Global Fashion Agenda will continue to support the signatories through knowledge sharing activities to create a platform for solution sharing. The focus will be on organising webinars and events that bring together experts in the field to address the barriers to change.

Policy engagement: Presenting tangible actions

Global Fashion Agenda will intensify its engagement with EU policymakers to point towards tangible actions and levers that can be installed to create a supportive framework for the targets set forward by signatories.

Industry alignment: Raising the industry agenda

Global Fashion Agenda will continue to engage with initiatives and organisations to align industry-wide efforts and solutions, in addition to further exploring circularity in the CEO Agenda, Pulse of the Fashion Industry report, at Copenhagen Fashion Summit and at Global Fashion Agenda capsule events to ensure that circularity remains high on the industry’s agenda.
Why do signatories set their own targets?

Signatories of the 2020 Commitment take many different approaches to circularity, their starting points vary depending on, e.g. company size, market segment and geographic location. For circularity to become an integral part of a company’s strategy, it needs to be aligned with its other initiatives and overall vision.

When is the deadline for reaching targets?

The deadline for reaching the 2020 Commitment targets is 30 June 2020. Companies that have reached their targets before 2020 are encouraged to set new targets on the same or other action points.

What are the consequences if targets are not met by 2020?

Companies that do not reach their 2020 Commitment targets by 30 June 2020 will be listed on the Global Fashion Agenda website and in the 2020 Commitment Status Report as not having met their targets on time.

How will Global Fashion Agenda report on the progress of the commitment?

Global Fashion Agenda will track the progress of the 2020 Commitment in an annual mandatory survey and compile the findings in an annual status report leading up to 2020. On an industry level, the Pulse of the Fashion Industry report, published collaboratively by Global Fashion Agenda and The Boston Consulting Group, follows the progress of the commitment using the Pulse Score.

How does the commitment align with other industry initiatives?

The four action points central to the 2020 Commitment are aligned with the Sustainable Apparel Coalition’s Higg Index Brand Module. Together with Sustainable Apparel Coalition, MISTRA Future Fashion, Fashion for Good and Fashion Positive, Global Fashion Agenda is an affiliate partner of the Make Fashion Circular initiative, initiated by the Ellen MacArthur Foundation, which aims to accelerate the transition towards a circular economy for textiles. The 2020 Commitment is fully aligned with Make Fashion Circular’s vision for a new textiles economy, which includes a broader system change approach and represents a highly practical way to get started on the journey towards a circular fashion economy in fashion.
REFERENCES


2. Ibid.


11. Ibid.


