Module 06 – Best Practice Example Booklet

1 Introduction to Circular Economy (CE)

2 CE in the context of textiles

3 CE policies and enablers for textiles

4 Need and Potentials in India

5 Developing Policy Instruments

6 Best Practice Examples

7 Repository of Toolkits



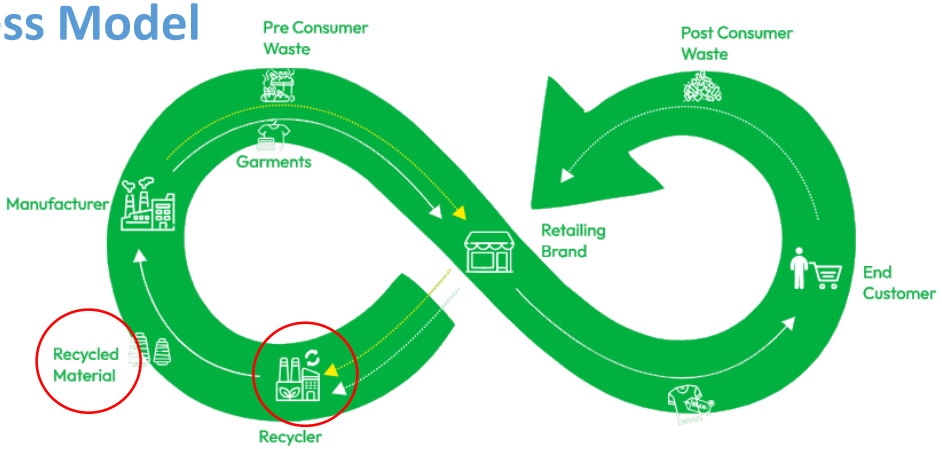
Objective: In this chapter some **best practice examples** which were already outlined in module 2 will be explained in-depth. There will be presented **one case study for each value chain step**. Mostly practical case studies (mostly from the Indian country context) will presented.

Module 06 - Material Sourcing – Case Study Usha Yarns Limited (India)

Enterprise Brief

- **Name: Usha Yarns Limited**
- **Website Link:** [A Sustainable Textile Company - Recycled Cotton Colored Yarn Manufacturer (ushayarns.com)]
- **State:** Punjab
- **Established** in 1996
- **Products or Services Offered:** Recycled Knitting Yarn, Recycled Melange Yarn, Recycled Denim Yarn, Recycled Weaving Yarn, Recycled Specialty Yarn, Recycled Textile Yarn Color Range
- **Short description:** The product portfolio offered by Usha Yarns includes a variety of circular items crafted from recycled Cotton, Poly, and Viscose fibers, available in a wide range of solid and mélange shades. These products cater to the knitting and weaving industry, providing a sustainable and cost-effective alternative. Usha Yarns is dedicated to producing and promoting pure recycled textiles, embracing green alternatives such as zero discharge, closed-loop systems, and renewables.

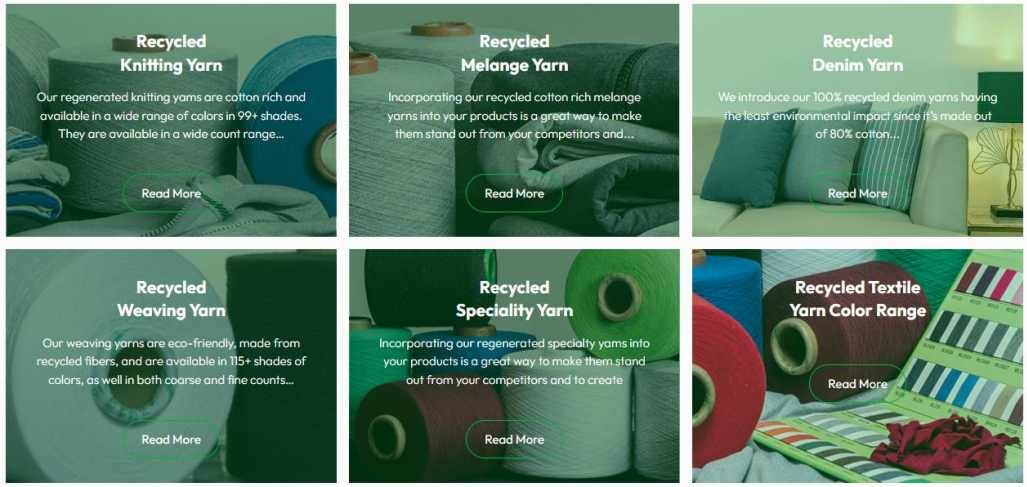
Business Model



Impact

- **Saved emissions through operations**

4.87	8.04	33.40	6.54	5.36
Global Warming	Eutrophication	Water Scarcity	Chemistry	Fossil Fuel Depletion
5.15 Kg^{CO2}	0.008 Kg^{PO4}	72.43M^3	13.54 Units	77.9 MJ





Alignment with SDGs

ESG parameters	Reporting Indicators	Corresponding SDGs
Governance	Legal Compliance	
	Ethics, Fraud Prevention and Transparency	
	Sustainable Supply Chain	
	qual Employment Opportunity & Anti-Discrimination Policy Statement.	
	Sexual Harassment	
	Board Independence:	

ESG parameters	Reporting Indicators	Corresponding SDGs
Social	Putting the youth in front	
	Diversity in the workplace	
	Participation of women in the workforce	
	Employee hire and turnover	
	Employee training	
	Fulfilling the social responsibility	
	Employee Health and Safety	
	Employee engagement	
	Succession Planning	

ESG parameters	Reporting Indicators	Corresponding SDGs
Environment	Energy Conservation and Energy reduction	
	Recycling - Circular economy	
	Water conservation	
	Waste Treatment	
	Protecting the biodiversity	

Certifications and Standards

Global Recycled Standard · IGBC Green Rating · ISO 14001 · Organic Blended Content Standard · Recycled 100 Claim Standard · ISO 45001:2018 Company · ISO 9001:2015 Company · Higg Index · OEKO-TEX® Confidence in Textiles Standard 100

Enterprise Brief

- **Name:** Freitag
- **Website Link:** FREITAG | One-off pieces made from recycled truck tarps
- **Location:** Zürich (Switzerland)
- **Established** in 1993
- **Products or Services Offered:** Bags from recycled truck tarpaulins, discarded bicycle tubes, seat belts, and other recycled materials.
- **Short description:**

Freitag is a renowned Swiss brand that stands out for its innovative and sustainable approach to fashion and accessories. What sets Freitag apart is its commitment to sustainability through a unique and creative concept. The brand specializes in creating bags, wallets, and accessories using recycled materials, particularly old truck tarps, discarded bicycle inner tubes, and seatbelts. Apart from the sustainable design and production of the products, Freitag also offer services like bag customization, bag repairs, bag swaps and take back schemes. Apart from their textiles-related services they also rent out cargo bikes fully in line with the concept of "use over ownership"



Design specifications

- **Choose of purposeful materials** : They select their materials according to strict criteria. They prioritize circular, recycled, and environmentally friendly materials while avoiding those that do not comply with their Restricted Substance List (RSL).

-**Design for Durability:** They achieve the longevity of their products through the selection of robust materials and a timeless design that increases the emotional value of the product over time.

-**Design for Disassembly**: They opt for a modular structure and reversible material connections, simplifying the repair, replacement, refurbishment, and recycling of the product. They promote this by keeping the number of materials used low**.**

-**Bag Customization**: With customized bags the value of the product is more personal and it is more likely that the consumer is going to extend the use phase of the product before discarding it.





Alignment with SDGs



Enterprise Brief

- **Name:** Vardhman
- **Website Link:** https://www.vardhman.com/Sustainability/Economic
- **State:** Head office in Gurugram (Haryana); Recycling factility in Baddi (Pradesh)
- **Established** in 1965
- **Products or Services Offered: Yarns, Facribs, Acrylic Fibre, Garments, New recycling facility established**
- **Short description:**

Vardhman is a prominent textiles company in India. It is known for its extensive range of textile products and services, including yarns, fabrics, and garments. With a rich history dating back to 1962, Vardhman has established itself as a leading player in the Indian textile industry. The company is recognized for its commitment to quality, innovation, and sustainability in its manufacturing processes. Vardhman serves both domestic and international markets and has a strong presence in various textile segments, making it a significant contributor to India's textile and apparel sector.

Good Practices

- **Examples for Innovations in Finishing of Textiles**
  - **Fluorine-Free Water Repellent Finish:** Uses 60% renewably sourced raw materials and is up to three times more durable than existing fluorinated repellents.
  - **Midori Biodry 1.0:** A plant-seed based softener that uses no crude oil and/or palm oil and has a considerably lower Carbon footprint.
  - **Silvadur Antimicrobial**: effective odour control technology for textiles that is recyclable and reusable. It uses silver ions (Ag+) instead of silver particles and is non-toxic, non-sensitising, and non-irritating to human skin.
- **Resource-efficient use of resources on the production sides**
  - **Water Management:** 9 Sewage Treatment Plants and 4 Effluent Treatment Plants across our units, out of which 3 are Zero Liquid Discharge facilities.

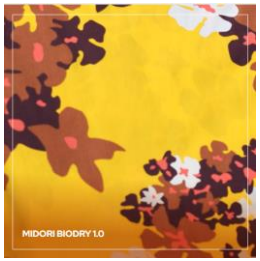


Sewage Treatment Plant



Reverse Osmosis





Alignment with SDGs



Certifications and Standards

FAIRTRADE · GOTS · Recycled 100 claim standard · Organic 100 content standard · Organic Blended content standard · FSC · better cotton · Global Recycled Standard · intertek Total Quality. Assured. · ISO 45001:2018 · ISO 14001 · OEKO-TEX® CONFIDENCE IN TEXTILES STANDARD 100 · COTTON MADE IN AFRICA · REACH Registration, Evaluation, Authorisation and Restriction of Chemicals

Enterprise Brief

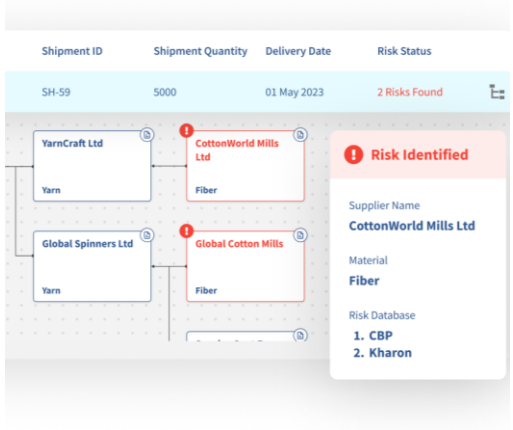
- **Name: TrusTrace (Indian founder, Swedish Business)**
- **Website Link:** About Us - TrusTrace – Leading Fashion Supply Chain Traceability Software
- **Location:** Headquartered in Stockholm, with offices in Coimbatore (India), US and France
- **Established** in 2016
- **Products or Services Offered:** Guides firms in using traceability data to achieve better visibility and control of their supply chain data and to meet supply chain compliance requirements.
- **Short description:**

TrusTrace harnesses AI, Blockchain, and BOTS to help the fashion industry move closer to a sustainable future by **providing verified supply chain data** to more than 40 global fashion and retail brands. involves tracking the inception, journey, and transformations of products and materials. As supply chains grow in complexity, particularly for major brands with extensive product portfolios and sprawling networks of suppliers across multiple continents, achieving Supply Chain Traceability becomes increasingly intricate. This endeavor necessitates cooperation, automation, and the allocation of resources towards data-driven systems. To assess the supply chain traceability does not only help to comply with future regulations, but also to promote firms products better and build a sales & marketing strategy around it.

Resources

- **Knowledge Hub** about Traceability, Laws & Regulations, Fashion´s Future and more
- **Events** about Sustainability in the Textile Industry and Supply Chain Data Compliance
- **Traceability Playbook and Roadmap** containing a traceability outlook on product and material level , proven models and trend insights from experts to assist you on your journey and guidance to successfully implement.
- **Traceability Self-Assessment** to find out what the current level of ones supply chain traceability is





Alignment with SDGs



Enterprise Brief

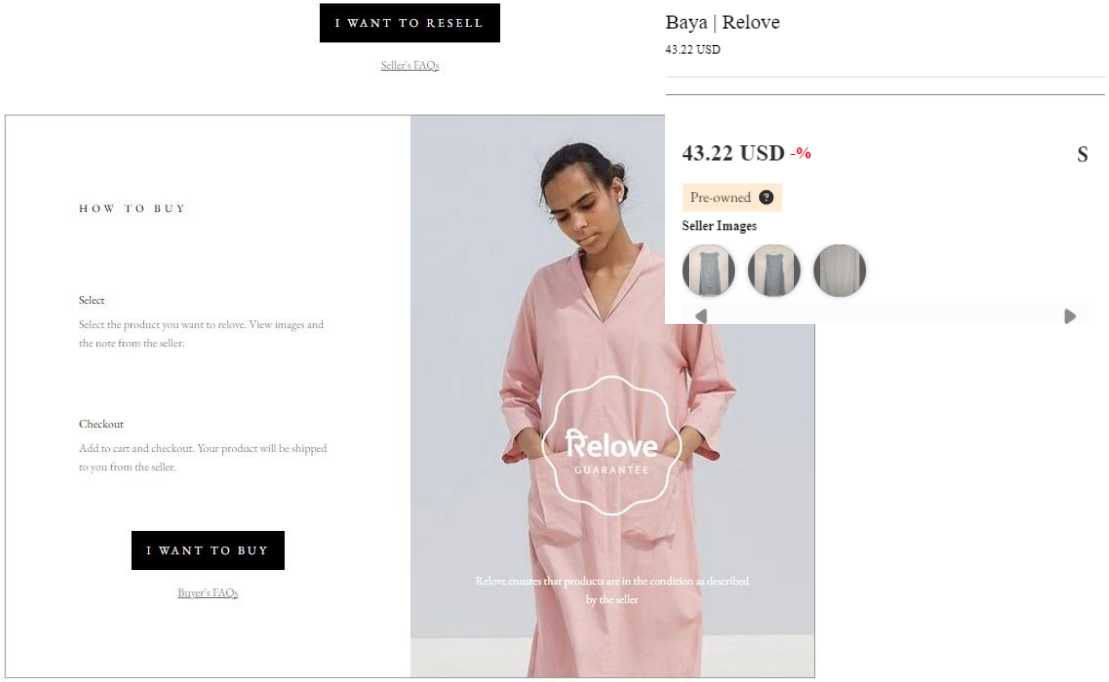
- **Name:** ReLove
- **Website Link:** Relove
- **Location:** Mahim (Mumbai)
- **Products or Services Offered:** Offer platform for sellers and buyers of used clothes
- **Short description:** Relove is a pioneering service provider that equips fashion brands with cutting-edge resale technologies and digital factory outlets. This empowers fashion brands to seamlessly incorporate a dedicated section on their website for both sellers and buyers of pre-owned garments. Through this platform, the brand's customers can effortlessly resell their pre-loved items within just 60 seconds directly on the brand's own website. Relove takes care of essential aspects such as customer support, fraud prevention, and the logistics of the resale process. By implementing a resell-focused strategy instead of the traditional return-only approach, customers are incentivized to prolong the lifespan of their textiles, leading to the potential for increased profits and sustainability.

Alignment with SDGs



Examples of Indian brands using Relove

- **The Summer House:** Relove – The Summer House



- **Khara Kapas:** Relove - Khara Kapas



Enterprise Brief

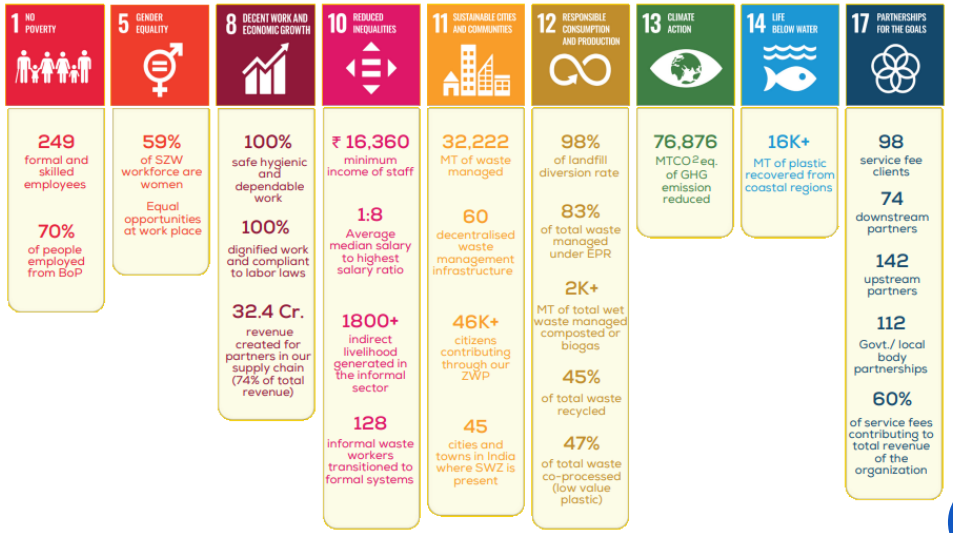
- **Name:** Saahas Zero Waste
- **Website Link:** About Us - Saahas Zero Waste - Who We Are and How We Got Here
- **State:** Bengaluru (Karnataka)
- **Established** in 2013
- **Products or Services Offered:** Zero Waste Programme, Extended Producer Responsibility and Circle Up.
- **Short description:** SZW is a consulting firm specializing in circular economy strategies, waste reduction, and resource recovery for organizations. Through waste audits, it evaluates waste streams at specific locations and recommends infrastructure and operational improvements. The Smart Waste Program assists large organizations in achieving zero waste status by implementing waste segregation, awareness programs, collection, processing, and on-site waste management units. For smaller waste generators, SZW offers the Kasa Rasa Model, which collects waste and transports it to a nearby hub for composting and recycling. The Exchange Program promotes a circular economy by exchanging waste for recycled stationery products. SZW also provides compost and various recycled products.Furthermore, SZW acts as a waste aggregator for E-Waste and packaging waste, assisting companies in fulfilling their Extended Producer Responsibility (EPR) through a reverse logistics system

Resources directly connected to textiles

- **Textile Recovery Facility (TRF):** Their Textile Recovery Facility (TRF) is one of the first of its kind in India, dedicated to maximizing textile recovery by segregating, sorting, and processing incoming textile waste for reuse, repair, upcycling, and recycling. They have established a supply chain, ensuring compliance with labor laws and safety standards while providing fair wages and social benefits to their staff.

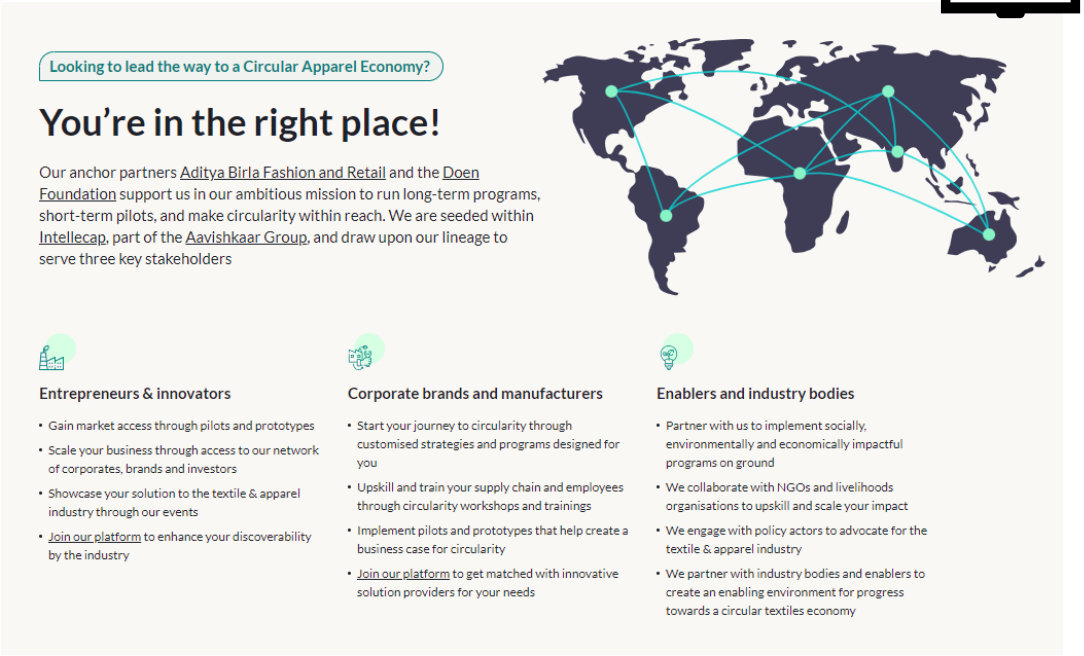


Alignment with SDGs



Enterprise Brief

- **Name:** Circular Apparel Innovation Factory (CAIF)
- **Website Link:** Circular Apparel
- **Established in 2018**
- **Products or Services Offered:** consulting, testing, and innovative solutions in the textile value chain to drive the transition towards a circular textiles economy.
- **Short description:** CAIF is a team of consultants, industry experts, and impact professionals that works to identify opportunities and gaps in the textile industry, broker alliances, and create prototypes and test beds for circular innovations. They also convene stakeholders from both within and outside the textile industry to foster collaboration, engage in policy discussions, and shape the narrative around a circular apparel and textiles industry. Additionally, CAIF leverages its association with the Aavishkaar Group to provide access to knowledge, networks, and capital to facilitate the growth of circular innovations with the ultimate goal of enabling the transition towards circularity in the textile industry.



Collaborations:

Aditya Birla Fashion & Retail Pvt Ltd

The Doen Foundation

Associations:

Pilot to test a waste management service system for local collection and sorting of post-consumer textile waste

Pilot to work with hyperlocal waste micro-entrepreneurs and build a model for pre-consumer waste management

Pilot to test a micro-entrepreneurship led approach for local collection and sorting of post-consumer textile waste