FASHION FORWARD
Promoting circularity in the SUDOE Fashion Industry

Lídia Morcillo Jordana
Innovation Manager
MODACC – Catalan Fashion Cluster

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PARTENARIAT

January 2024 – June 2026
Total budget: 1.553.248,45€

1 - Agrupació Catalana del Tèxtil i la Moda – MODACC (ES)

2 - RECYCL'Occ Textile (FR)

3 - Centro Tecnológico das Indústrias Têxtil e do Vestuário de Portugal (PT)

4 - TEXTEIS PENEDO, S.A. (PT)

5 - COLEO RECYCLING, S.L. (ES)

6 - Fundació Deixalles (ES)

7 - Município de Vila Nova de Famalicão (PT)

8 - Agència de Residus de Catalunya (ES)

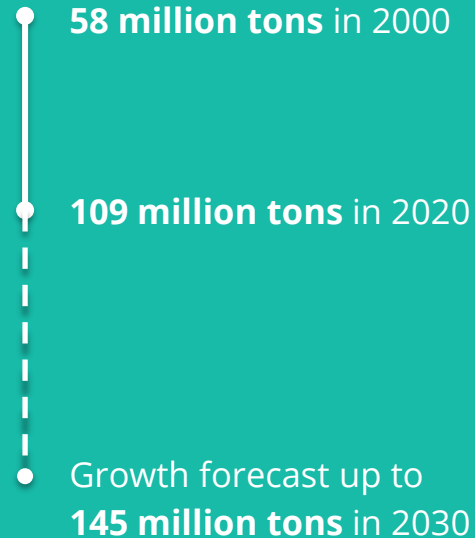9 - Eurorégion Pyrénées-Méditerranée (FR)

Follow us on:

100 billion pieces of clothing are sold worldwide each year

Less than 1% of all textile waste in the world is recycled to produce new textiles

After food, housing and transport, global consumption of textiles is the **4th largest consumer of raw materials and water**, and the **5th largest emitter of greenhouse gases.**

Production of textile fibres:

58 million tons in 2000

109 million tons in 2020

Growth forecast up to **145 million tons** in 2030

Fonts: Parliamentary question | Impact of the textile sector on the environment | E-001765/2021 | European Parliament; Circular fashion in Europe: Turning waste into value | McKinsey; How to Build a Circular Economy | Ellen MacArthur Foundation

The average citizen bought:

17 kg of clothing, footwear and home textiles in 2019

19 kg in 2022

8 kg

7 kg

4 kg

Europe

Regulatory ecosystem

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│              Eu Green Deal               │
└─────────────────────────────────────────┘
                     ↓
┌─────────────────────────────────────────┐
│       Circular Economy Action Plan       │
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┌─────────────────────────────────────────┐
│  EU Strategy for Sustainable and Circular│
│                 Textiles                 │
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Europe

Regulatory ecosystem

Waste Framework Directive

Eco-design for Sustainable Product Regulation

Digital Product Passport

Empowering Consumers

Green Claims Directive

Corporate Sustainability Reporting Directive

... Up to 16 regulations

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Main Objective

Develop a **holistic and transnational strategy** to promote circularity in the fashion industry through the activation of the value chain of **textile materials from post-consumer textile waste**.

Design a transnational strategy for circular economy in fashion

Deploy pilot actions to test and evaluate effective change measures

Raise awareness and provide training to the different stakeholders in the value chain

Create a collaboration network between different agents in the textile recycling value chain

Promote innovation and adoption of technologies for circular transition

TARGET AUDIENCE

Textile & Fashion Companies

125 companies benefiting from training programs

20 companies in Mentoring Program

Public Administrations

200 municipalities benefiting from training

Local and regional governments

Waste Management Entities

Collection and processing organizations

Recycling centers

Consumers

General public

Awareness campaigns

Educational Institutions

18 schools participating in gamification program

Teachers and students

Technology Centers

Research and innovation hubs

Knowledge transfer entities

WORK GROUP 1: PREPARATION

Objectives

- ❖ Identify specific needs by territory and target group
- ❖ Detect technological gaps in the textile and fashion sector
- ❖ Map international technologies and practices applicable to SUDOE area
- ❖ Provide practical tools for adaptation to new regulations

Methodology

- ❖ Surveys tailored to each target group
- ❖ Consolidated report for the territorial diagnosis
- ❖ Mapping technologies
- ❖ Study about the water use and best practices
- ❖ Guides of regulation for each target group

Key Findings

- ❖ 36% of companies have implemented sustainability strategies
- ❖ Fragmented value chain with misaligned interests
- ❖ Heterogeneous waste collection systems across territories
- ❖ Growing consumer interest in sustainable practices but... price is the decisive factor

WORK GROUP 2: CAPACITIES

1. Training for the target groups

- ❖ Eco-design
- ❖ New circular business models
- ❖ Technologies to be more efficient and sustainable
- ❖ Regulations

Online training (from September'25)

2. Mentoring

- ❖ From the linear to the circular business models
- ❖ How to rethink and redesign the business models
- ❖ 20 companies from 3 countries

from July'25 to june '26

3. Awareness campaign

- ❖ Design and implementation social media campaign
- ❖ Target: citizens
- ❖ Addressed and adapted to each territory
- ❖ Expected impact: 15.000-20.000 people

Online training (from July'25 to june'26)

4. Exchange of experiences and knowledge

- ❖ 3 study visits + conferences
  - ➢ Toulouse 27 June 2025

WORK GROUP 3: PILOTS

1. To develop 3 technological pilots

1. Train partners in the classification of post-consumer textile waste.
2. Offer a global industrial solution for the recycling of textile waste (pilot plant).
3. Process textile waste and local agro-industrial waste in a biologically based formulation used to coat threads.

From Mai'25 to June'26

2. Calculation of the carbon and water footprint

1. Pilot project to propose a solution to calculate carbon and water footprints using the Bcome Platform.

❖ 15 companies from the three countries

From Mai'25 to June'26

3. Gamification program in schools

1. Organize clothing collection races.
2. Raise environmental awareness.
3. Practical upcycling and repair workshops

❖ Expected impact: 50 schools

From October'25 to june'26)
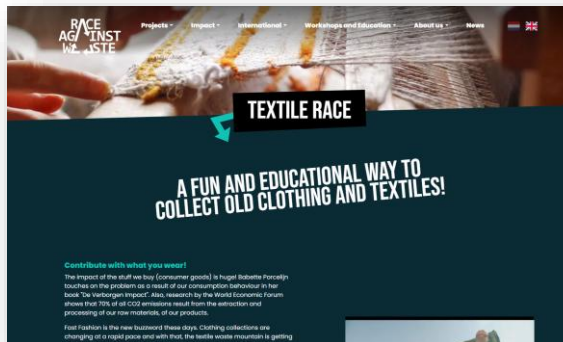
PROJECT IMPACT

200

Municipalities
Benefiting from training programs

125

Companies
Receiving specialized training

20

Companies
In the Mentoring Program

15

Companies
In CO_2 & water footprint calculation pilot

18

Schools
Participating in gamification program

3 / 9

Countries / Public&Private entities
Spain, Portugal, and France

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Thanks!

Lídia Morcillo Jordana
lmorcillo@modacc.cat
LinkedIn: lidiamorcillo