

A person wearing a light blue and green color-block sweater, dark blue jeans, and tan sneakers is sitting on the edge of a dark-colored car. They are holding a skateboard with yellow wheels. The background is a blurred industrial or workshop setting.

MAKING THE LEAP TO CIRCULAR FASHION

Webinar

INSIGHTS FROM THE
MANUFACTURING PARTNERS OF THE
CIRCULAR LEAP ASIA PROGRAMME

30 September 2020

**FORUM
FOR THE
FUTURE**

Introducing Forum for the Future

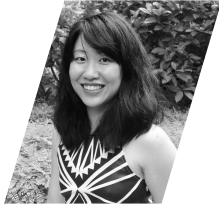
Forum for the Future is a leading international sustainability non-profit with offices in London, New York, Singapore and Mumbai.

We specialise in addressing critical global challenges by catalysing change in key systems.

For over 20 years, we've been working in partnership with business, governments and civil society to accelerate the shift toward a sustainable future.



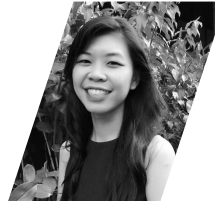
The team at Forum for the Future



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Team Coordinator

Welcome



House etiquette

Toggle to Gallery view:

- To be able to see all hosts and panelists

Chat Box:

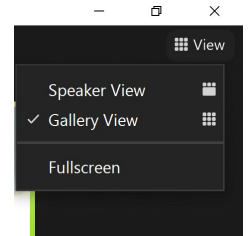
- Share reflections
- Raise technical issues

Q&A function:

- Share questions the webinar is raising for you
- We will only get to 1-2 questions today, but will capture all your questions
- Opportunity to explore responses to remaining questions through the *Loose Threads* platform

Recording

We are recording the webinar & will share in follow-up to all who have registered



An aerial photograph of a busy city square, likely in a developing country, showing a large crowd of people walking. The ground is paved with light-colored tiles. In the center, there is a white, semi-transparent geometric shape, possibly a stylized letter 'A' or a similar symbol, overlaid on a network of white dots connected by thin lines. The text "Live poll: Getting to know the room today" is written in blue, bold font across the center of the image.

**Live poll:
Getting to know the room today**

Today's session



Insights from 'Making the Leap to Circular Fashion'

- *Circular Leap Asia*: The challenge
- Brief summary of the 3 CLA pilots
- Making the leap: Building trusted value networks

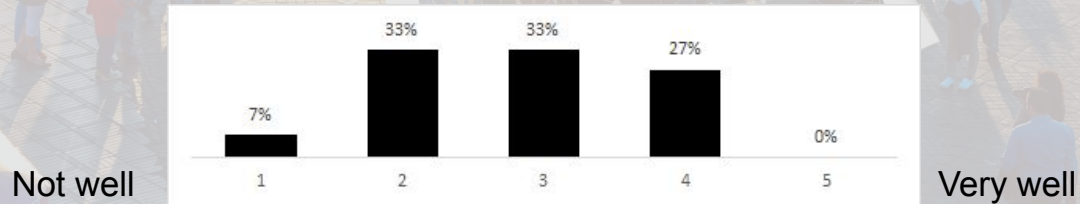
Moderated panel discussion and Q&A with

- Pamela Mar, *Fung Group*
- Martin Su, *Yee Chain International*
- Priyanka Khanna, *Fashion for Good*

Next steps

How you can get involved going forward

We asked you: How well do you understand manufacturers' perspectives on Circular Fashion?



FASHION ON THE BRINK: FRAGILE AND WASTEFUL SYSTEMS MUST CHANGE

Fashion supply chain under pressure, producing high-volume, low-cost fashion products.

COVID-19 has further revealed long-existing cracks in the system:

- Wasteful industry practices
- Prioritising speed and cost
- Delivered by complex and fragmented supply chains
- Bulk of the value captured by dominant brands and retailers

Urgent need for change. Is circular economy the answer?

WHAT IS STOPPING MANUFACTURERS FROM LEADING THE TRANSITION TO CIRCULAR FASHION?

Manufacturers recognise they must play in transitioning to a circular fashion industry.

BUT few are incentivised to take on the disproportionate risks of radical change.

Unequal power dynamic in existing supply chain relationships limit the influence that manufacturers have on business models.

How can we find ways to **share the risks** of investing in transformational change?

EQUITABLE PARTNERSHIPS TO UNLOCK CIRCULAR INNOVATION

We must recognise the significant progress that has been made on the fashion industry's environmental and social sustainability performance.

Initiatives to date have been led by leading global brands, but circular transformation will require **manufacturers to share the driver's seat.**

A high-angle, wide shot of a bustling city square. The ground is paved with light-colored tiles. Numerous people are walking in various directions. Some are pushing strollers, others are on bicycles. In the background, there are more people and what appears to be a market stall with a green umbrella. A large, semi-transparent white rectangular box is overlaid on the center of the image. Inside this box, there is a faint, light-colored network diagram consisting of interconnected nodes and lines. The text is centered within this box.

To transition the global fashion industry to a circular system, **manufacturers need to be a greater part of the solution.**

How can we enable that?

Circular Leap Asia

A circular innovation programme designed for manufacturers

Launched in 2018

Two-year innovation programme aimed at empowering fashion manufacturers in Asia to *lead the adoption and scaling of circular fashion solutions*

Project #1

1 to 1 Diagnosis

Innovation Programme

Project #2

1 to 1 Diagnosis

Innovation Programme

Project #3

1 to 1 Diagnosis

Innovation Programme

Circular Leap Asia Summit Series

3 pilot projects:

Worked with manufacturing partners to identify circular fashion challenges each is best placed to lead

Summit Series:

Brought partners together for cross-learning, distill insights for publication, includes our webinar today!

Programme partners

Manufacturing Partners



Programme Lead



Innovation Partner



Supported By



Technical Partner



Made Possible With



Three circular fashion challenges

Ramatex Group

1 to 1 Diagnosis

Innovation Programme



Reducing microfibre shedding through manufacturing innovation

Yee Chain

1 to 1 Diagnosis

Innovation Programme



Yee Chain

Tackling invisible fabric waste in footwear manufacturing

Cobalt Fashion

1 to 1 Diagnosis

Innovation Programme



COBALT

FUNG GROUP

Enabling post-consumer textile waste to re-enter manufacturing

Circular Leap Asia Summit Series

Key learning: Identifying a meaningful entry point to circular fashion is not easy!

Each manufacturer must assess its unique strengths and the influence they have within the value chain - narrow down opportunities to where you can take the lead

“Is it just about increasing recycled content?”

Recurring question we have heard throughout the programme:

“What is considered circular fashion solution for manufacturers?”

Watch this space & stay in touch: Developing a **Manufacturers’ Guide to Circular Fashion**

5 SETS OF CIRCULAR ECONOMY ACTIONS FOR THE FASHION SUPPLY CHAIN

Building on the work of the [Ellen MacArthur Foundation](#) and [China Water Risk](#), Forum for the Future has developed a list of circular economy actions for supply chain actors, reflecting our experience working with manufacturers.

We are working with industry partners to test this preliminary list with a wider set of leading manufacturers in Asia. This will inform a **Manufacturers’ Guide to Circular Fashion** slated for publication later this year. The guide will support manufacturers in evaluating where they are on their circular journey and identify actions most relevant to them.

A. Increase utilisation of fashion products and reduce overall volume of production

1. Support introduction of rental or subscription retail models that increase the utilisation (number of times worn) of fashion products
2. Collaborate with retailers to utilise user data to improve demand planning (e.g. manufacturing on demand) and drastically reduce dead stock
3. Support customisation and personalisation of fashion products to increase utilisation (number of times worn)
4. Introduce product care and repair services for end users
5. Experiment with new revenue models where manufacturers are rewarded for product durability (e.g. for functional product categories like uniforms)

B. Eliminate release of harmful substances

1. Eliminate use and release of hazardous chemicals
2. Adopt non-harmful chemical inputs (e.g. environmentally friendly dyes and additives)
3. Reduce shedding of microfibres through innovation in material design and production processes
4. Improve transparency on substances used across the entire production process

C. Reduce resources required in textiles production

1. Reduce energy and water use in producing raw materials
2. Reduce energy and water use in manufacturing textiles
3. Invest in next-generation technologies that drastically reduce resource use (e.g. waterless dyeing)
4. Reduce resource and textile waste through improved design and sampling processes (e.g. digital sampling)
5. Reduce resource and textile waste through improved demand and production planning
6. Reduce resource and textile waste through improved production processes (e.g. no-waste design)
7. Implement zero-waste programmes for waste materials (including packaging waste) generated at production facilities

D. Optimise recycling of textiles at all stages of the supply chain

1. Design products to optimise recycling
2. Increase use of recycled materials or recycled content in materials
3. Implement collection and sorting infrastructure and technologies
4. Invest in recycling technologies to improve quality and efficiency
5. Recycle or downcycle textile waste from production

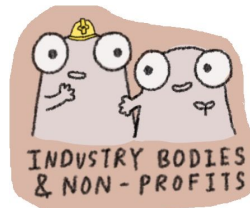
E. Shift to renewable inputs

1. Shift to renewable energy sources in production and distribution
2. Shift to bio-based or cellulosic raw materials
3. Shift to incentivising sustainable farming methods for cotton and viscose production
4. Shift to alternative materials that convert agricultural waste streams (e.g. pineapple, banana) into fibres

How can we enable manufacturers to play a bigger role in driving circular fashion?

Investing in trusted value networks to build a collective circular future

- Clear alignment in interests
- Shared recognition that each partner brings different but complementary skills and expertise to the table
- Key unlock: Existing trust and social capital established between partners over time



collaboration with
youth influencer:
[@theweirdandwild](https://twitter.com/theweirdandwild)

Let's hear from our Circular Leap Asia partners



Pamela Mar
Director of Sustainability
Fung Group



Martin Su
Sustainability Manager
Yee Chain International



Priyanka Khanna
International Expansion Lead
Fashion for Good

Q&A



FORUM
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Looking forward

For brands/retailers

Reimagining the fashion supply chain for circular transformation

Building scenarios of future circular fashion systems that prioritise new models of production and consumption

For manufacturers

Manufacturer's Guide: Circular leadership for manufacturers in Asia

Developing the Guide and capacity-building programmes for Asian manufacturers with circular ambitions

For investors and financiers

Financing the transition to circular fashion

Exploring how the financial sector can adopt strategies that will incentivise industry change toward circular fashion

What can you do next?

1. If you would like to receive communications and invitations to participate in the activities linked to each of our 3 work streams, you may opt-in to our mailing lists through the [link provided in the chat box \[https://forms.gle/DRQ4cktsN2pPJE7K7\]](https://forms.gle/DRQ4cktsN2pPJE7K7), or check your email soon after this webinar
2. If you are interested in following up with Forum on our work, please get in touch with our Programme Director:

Ariel Muller

a.muller@forumforthefuture.org

3. Read the 'Making the Leap to Circular Fashion' report to understand the ecosystem needed to enable circular transformation

Available here: <https://www.forumforthefuture.org/circular-leap-asia>