



**SUSTRAINY**

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# SUSTRAINY PROJECT



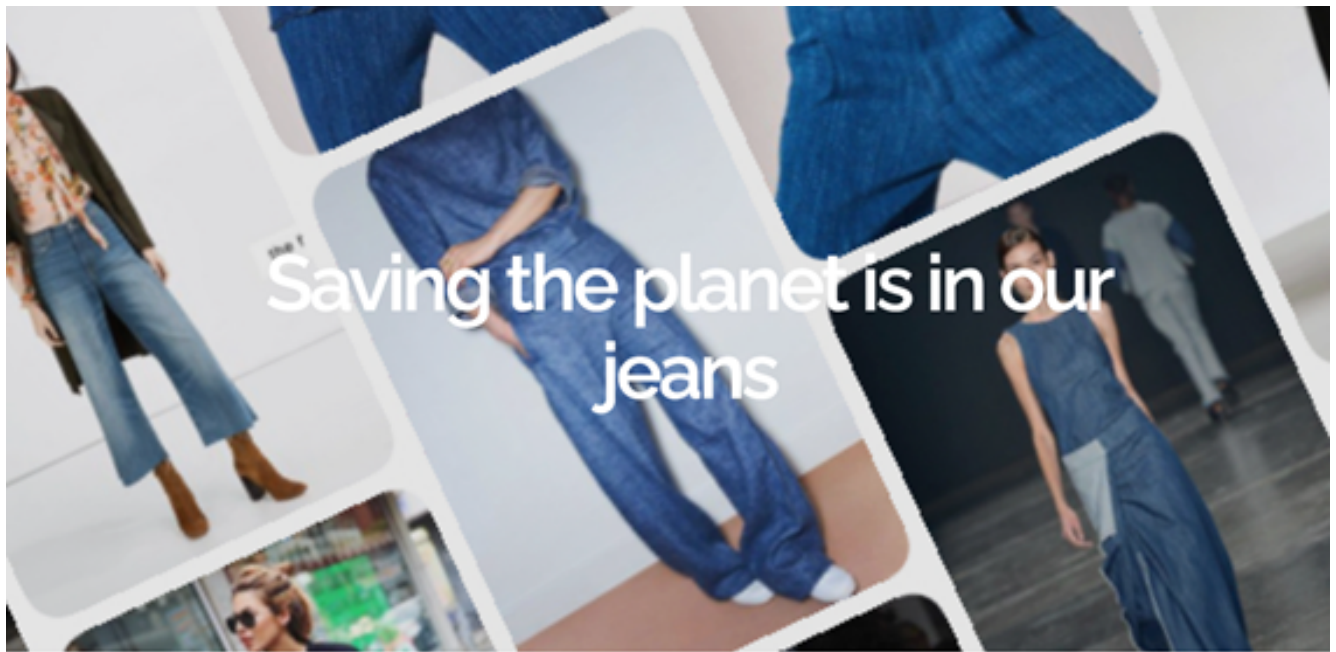
## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

CIRCULAR ECONOMY FOR  
TEXTILES: REBLENDED  
COCA-COLA

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# Circular economy for textiles: ReBlend



Source: <https://www.reblend.nl/en/>

Category – Key words	Sustainable Development Goals, Circular Economy, Business, Environment, Culture, Product as a Service, Textiles, Sustainability, Recycling, Circular textiles, Social responsibility.
Who?	ReBlend
Location	Physical and online
Years of implementation	Appr 2014- ongoing
Website	<a href="https://www.reblend.nl/en/">https://www.reblend.nl/en/</a>



## Abstract

In the Netherlands, it is estimated that 67% of clothes that the people no longer want to use end up in incinerators. In other words, year after year, tonnes of textiles are thrown away, even though a large part of them could be reused.

ReBlend is a social enterprise from the textile sector. One of their core values includes a commitment to reduce the ecological impact of the textile industry and to encourage and promote the use of renewable and looped raw materials. To address this issue on a large scale, ReBlend manufactures textiles and textile products from fabrics that would otherwise be burned.

Textiles made from recycled fibres are a positive alternative for designers and companies looking for products with a positive environmental impact and good quality.

The company provides a wide range of services, including the development of innovative textiles, circular clothing and accessories as well as collaboration in co-creation processes and consulting support to help companies make the transition to circular textiles more quickly (including circular business case development).

The way they analyse social costs and benefits at ReBlend is based on equating the costs and benefits of the investment in the production and sale of their company with the costs and benefits of their resources (yarns, fabrics and standard garments) that are subsequently offered for sale on the Dutch market. To do this, they assess the average environmental costs of cotton textiles and garments sold in the Netherlands.

They work with the standard SCBA methodology. This means that costs and benefits are shown in monetary terms based on the open source environmental profit and loss methodology and available open source data and reports.

## Concept Addressed

For many years, recycling has been an important aspect of sustainable behavior, and it is central to the Circular Economy.

In order to understand the concept of circular economy, it is important to differentiate it from linear economy; *"The model of a linear economy, in which it is assumed that there is an unlimited supply of natural resources and that the environment has an unlimited capacity to absorb waste and pollution, is dismissed. Instead, a circular economy is proposed, in which the throughput of energy and raw materials is reduced"*(Cooper 1999a, b, p. 10).



## Relevance

- ReBlend textiles were introduced in 2019 in collaboration with Recover, Raymakers, Enschede Textielstad, and Italdenim.
- ReBlend is also cooperating with the Tropenmuseum in Amsterdam, the Afrikamuseum in Berg en Dal, and the Museum Volkenkunde in Leiden (NL) to create colorful shawls inspired by the museums' exhibits and blended with cultural and creative inspirations, composed of 70% textile waste and 30% recycled PET.
- ReBlend yarn saves 9 730 litres of water every kilogramme.

### Added Value

- Promoting positive impact to the environment
- Offering a successful model of social enterprise
- A reduction in material usage and carbon emissions

## Eventually accreditation

The European Circular Economy Stakeholder Platform has included this practice and innovative processes to their official Good Practices list.

## Tips to implement

One of the core values of your company or idea should be that the recycle material is needed to generate a positive impact to the ecosystem.

And it should follow the following principles:

- Purchase products and materials from the economy, not from ecological stockpiles; Instead of relying on ecological reserves, look for products and materials that already exist in the economy. Rather than virgin materials, choose vendors who offer reusable materials, recycled parts, or goods.



- Generate value for customers by adding value to existing products and materials; Create a mix of restorative technology processes (such as improvement, recycling, repairing, reusing or processing) and design processes (such as branding or incorporation to a service).
- Create valuable inputs for businesses beyond the clients; If the materials and items on sale have no value or purpose, they will most likely end up as garbage over a period of time when the client stops using them, resulting in a cost to society and the environment.

## Bibliography

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