



circular economy
design training
in the textile and
footwear industries



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Текстилно Трговско Здружение - Текстилен Кластер - Македонија
Textile Trade Association - Textile Cluster - Macedonia



Innovative practices for circular economy in the fashion industry in Europe

Design4Circle

INNOVATIVE DESIGN
PRACTICES FOR ACHIEVING A
NEW TEXTILE CIRCULAR
SECTOR

Partners:



UNIVERSITATE (RTU)



GHEORGHE ASACHI"
TECHNICAL UNIVERSITY OF IASI
(TUIASI)



ECORES



AGRUPACION
EMPRESARIAL INNOVADORA DE
FABRICANTES DE MUEBLES Y
AFINES DE LA REGION DE MURCIA
(AMUEBLA)



centro tecnológico
do calçado de Portugal (CTCP)



Текстилно Трговско Здружение - Текстилен Кластер - Македонија
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www.design4circle.eu

Design4circle e-Newsletter #4

Fift Technical Meeting

6th February 2021, ZOOM Online meeting

The 6th Technical meeting was supposed to take place in Skopje, Macedonia, but due to the Corona pandemic it was replaced with on-line session.

The 6th meeting of the project "Design4circle" was held on 05.02.2021. The meeting was held on the online platform Microsoft teams and it was attended by all project partners.

At the meeting, first the project was discussed and reviewed by the project manager Dana Belakova (RTU) from Latvia and at the same time the administrative issues were discussed. Raquel Ortega Martines (AMUEBLA) from Spain presented the e-learning platform and discussed its piloting and survey results. So far, 132 students have registered on the platform. It was suggested that the partners provide open OER licenses for training materials.

The quality assurance and risk monitoring plan of the project was also reviewed and discussed, presented by Rita Souto (CTCP) from Portugal. In addition, a presentation of the activities in the field of dissemination and exploitation was made by Natasha Sivevska (TTA-TC) from Macedonia. Information about the project has been submitted to more media by all partners, and the latest analysis of the use of the website DESIGN 4 CIRCLE showed that so far it has been visited by 2526 users and has over 6000 pageviews. At the end of the meeting, the tasks, activities, and obligations that should be realized in the next period were highlighted.

Free online learning platform at:

<https://training.design4circle.eu/>



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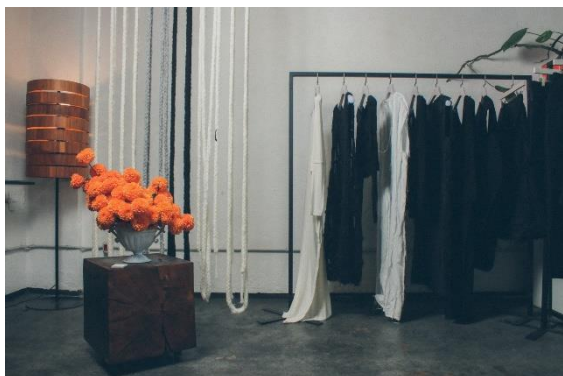
Macedonian Best Practices Toward Circular Economy

The previous year, **Fashine Weekend Skopje (FSWK)** teamed up with a Berlin based consulting agency **ONLYAFEW** to host its first sustainable pop-up edition **Three-day showroom “Conscious Fashion”**, as a gathering hub for high-end labels and emerging talents that follow an ecological, artisanal and ethical approach to design. The goal of the initiative was to attract the community to invest in affordable one-of-a-kind pieces, thus, supporting the conscious social responsibility of the community and our fashion heroes of today.

“The initiatives that we have behind 12 years, give us an even greater motivation to promote the work of Macedonian fashion practitioners. We hope to connect designers, companies, governments, and educational institutions in fashion and textile as well as, in particular, the audience in this common endeavor. The new initiative is in search for a cleaner and more sustainable fashion industry in the Balkan region.”



The list of participants in **“CONSCIOUS FASHION POP UP SHOWROOM”** consist of a number of eminent and promising designers and brands from the country and abroad, such as Irina Tosheva, Evgenija Zafirovska, Terziya, Stefaniya Naseska, PSSBL, Krenare Rugova, Para Todos, Minnimal, Kotev Ksenija, Seddum, Tessuti Art by Ana Jakim, Meleem, Melani Digit, Lipa Ceramics, Saksija Urban Pots, Siideess Furniture.



“Together with our partners we have made a careful selection of contemporary designers and brands that are worth seeing. Our main goal as an organizational team is to provide maximum support to creatives, focusing on top names, but also on new talents who follow an ecological, artisanal and ethical approach to their work. They are the fashion heroes of today that have a significant positive influence on the consciousness of the community.”

Besides the showroom, the professional presentations on the topic sustainability and how it can be incorporate into daily lives was established. A panel of discussions was also included with representatives from Fashion Revolution Macedonia. The outcome from the 3-day showroom “Support our designs NOW so that we can design for you TOMORROW”, was the launch of FSWK’s first CONSCIOUS online shop, in collaboration with ONLYAFEW and SKALA Magazine.

2021 is bringing new challenges. The Responsible Fashion Series Skopje emanates from the Fashion Colloquia collection of events, founded by four institutions: London College of Fashion, Parsons school of Fashion and Design in New York, IFM, Paris and Domus from Milan. The essential theme of ‘value’ will be discussed and reflected in terms of its role in crafts, fashion, education, careers for the youth, and more widely, the future of the fashion and crafts industry in the Balkans. <https://fashionweekendskopje.mk/>

Designer Reet Aus is dedicated to slow fashion and her upcycled collection is entirely made from post-production leftovers. She keeps proving that clever design can salvage mountains of unused textiles and the natural resources spent to produce them. She has developed an industrial upcycling method that involves complete lifecycle analysis of the garments. The method enables to circulate the leftover materials back to production inside the same factory. Most mass-production manufacturers are left with average 18% of pre-consumer textile waste that usually is taken to landfill or burned. Each garment in Reet Aus collection saves on average 75% water and 88% energy. Collection is produced following UPMADE® Certification criteria. Find more at: <https://www.reetaus.com/>



Events:

Multiplier events: “Innovative practices for circular economy in the Fashion Industry in Europe”

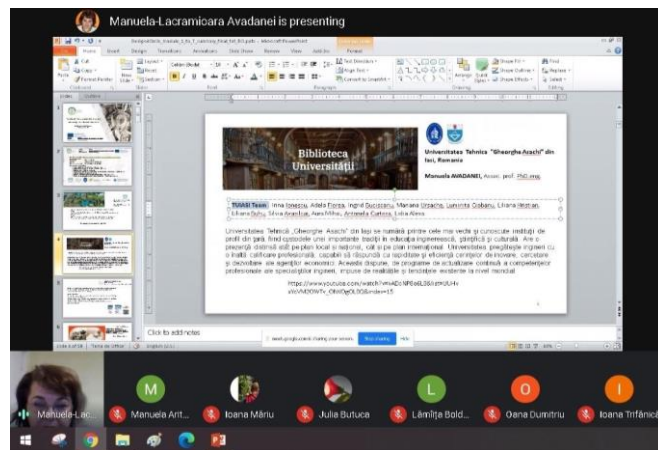
In order to disseminate the project results and to promote the online learning platform created under the project Design4Circle, the project partners organized 5 multiplier events in Latvia, Romania, Spain, North Macedonia and Portugal. On the events, the results of the project were disseminated to stakeholders in the fashion, education and green sectors with purpose to improve the knowledge of eco-design and circular economy and its possible application in the textile industry or other areas, such as upholstery, footwear sector, etc. The events were attended by the end users, such as SMEs, designers, business associations and VET students, teachers, sector experts, consultants, policymakers, etc., that would like to improve their knowledge on eco-design or new possible model of business within the principles of circular economy.

Multiplier event in **Latvia** was organized by the project partner **RTU**, on 26 of January 2021, online through the Zoom platform. Dana Belakova, Design4Circle project manager, informed on main objectives, tasks, partners, and intellectual results of Design4Circle project. In the part of the analysis of the situation in Latvia. Guntis Strazds, head of the Association of Textile and Clothing Industry (ATCI) informed about the situation in the clothing industry, textile waste, and their use, as well as effects of Covid-19. Ilze Neimane, representative of the Society for Ecodesign Competencies, informed about the circular economy and the current eco-labels in the textile industry. The main section of the workshop was dedicated to information on project intellectual outputs, presented by the project Design4Circle researchers. Gunta Zommere informed about Design4Circle project research - analysis of last resources available and needs for eco-design, and current best practices in the textile and fashion industry.

In **Romania** the multiplier event was organized by the project partner **TUIASI**, on 22 of November 2020, online on Google meet platform. The event was opened by Manuela Avadanei, Design4Circle TUIASI project manager who presented the Design4Circle project and the global context in which the project was written. She explained that the project's main objective is the "ECODESIGN FOR CIRCULAR ECONOMY IN THE TEXTILE INDUSTRY" course.



Andra Ulme introduced the structure and content of the Joint Curriculum in eco-design in textile and fashion sectors towards a circular textile industry, as well as training materials developed by the Design4Circle project. At the end of the event, Janis Dabolins introduced the developed e-learning platform, its sections, training tests, evaluation and the acquisition of certificates.



Mrs. Avadanei emphasizes that the course was designed to inform about ethical challenges arising in business and try to help the learners to identify and manage difficult ethical dilemmas they are likely to encounter in their career. She also pointed out that even if the course is focused on eco-design and eco-innovation for textile and fashion industries, it will also benefit other sectors, as the modules regarding basic principles of the circular economy, circular businesses models, or eco-design could cover knowledge gaps of other sectors. Each module of the course was presented in detail: content, learning outcomes, the profile of the target group that best correspond to each module. After presenting each module of the course, the audience could see and analyze the e-learning platform. It was explained how to make the account and how to access its information.

Project partner **AMUEBLA from Spain** organized the multiplier event online, as a webinar that took place on January 26th 2021. Under the title 'Design4Circle: The circular economy in the textile and fashion industry in Europe', the webinar was attended by Josefina Garrido, R&D Director of CETEM; Raquel Ortega, European Projects Manager of AMUEBLA; and Marilyn Martínez, researcher of the 'Make Fashion Circular' initiative at the Ellen MacArthur Foundation. The webinar was opened by Josefina Garrido, R&D Director of CETEM, a center specializing in circular economy in the furniture and wood sector. Ms. Garrido presented the challenges faced by the textile sector regarding the need to shift towards a circular business model. Next, Marilyn Martínez, researcher at the Ellen MacArthur Foundation, spoke about the circular economy in the textile sector and the benefits it brings to companies in the fashion sector, giving examples of brands that are already carrying out different initiatives to produce eco-sustainable clothing. She also presented some of the results gathered through the Make Fashion Circular initiative. Through this worldwide initiative, the Ellen MacArthur Foundation has created a blueprint for the fashion industry to help redesign the way we create clothes, which can be used to build an industry that designs products to be: used more, made to be made again and made from safe and recycled or renewable inputs. Raquel Ortega, project manager of AMUEBLA, presented the Design4Circle project, the training platform, the content of each of the training modules and the expected learning outcomes of each of them, as well as the student profiles that best correspond to each module.



The Multiplier event in **Portugal** was organized online by the project partner **CTCP** through the Zoom platform held on the 5th February 2021. It was basically focused on Design4Circle results, in particular the e-course on Design for Circularity but also included a discussion with relevant stakeholders on the design for circularity and sustainability in footwear cluster, with an orientation for the training or education available, presented by Rita Souto, Design4Circle monitoring and evaluation project manager. Also it had a special participation of two companies – **URBANFLY** and **ISI Soles** – that shared their experiences in addressing design for circularity, and presentation of some videos, including 2 companies **ITAFLEX** and **POLEVA**. During the debate the intervenient focused the following items, related to design for circularity: Concept of eco-design / strategies; Importance of the design phase for sustainable footwear; Relevant aspects of design that contribute to sustainable footwear; In the design of a “sustainable” product, which attributes have to be reconciled (aesthetics, materials, functionality, comfort, lifetime, end of life of the product) - role of the designer; Importance of raw materials and components ; Easy access to new, more “sustainable”,

recycled, recyclable, biodegradable materials; Small step strategy: what can companies do to introduce eco-design processes in the development of new products (minimalist, modularity, biodegradability, extension of the product life cycle); Integration of other aspects - packaging, production processes with less environmental impact; Access to knowledge and training on eco-design, materials; Technical support for companies.

In **North Macedonia** the multiplier event was organized by the project partner **TTA-TC** as a webinar on 26th January 2021. The introduction of the project goals was done by Mrs. Marijana Perkovska president of the TTA-TC. She pointed out that in this process of transformation it is essential designers to create products that take into account the principles of circular economy. She explained that the aim of the learning platform is to provide designers and small and medium enterprises with the competencies and skills needed to implement new eco-design practices, thus promoting more sustainable production in the textile industry. Further, Natasha Sivevska – executive director of TTA-TC and Design4Circle Dissemination Manager presented the content of the Design4Circle learning platform course including the details from each module separate. The event was attended by a big number of educational institutions, custom authority, companies, designers and foreign support organization such as USAID- USA, SIPPO- Switzerland, GIZ – Germany, World Bank, NL-Chamber- Netherlands, who showed interest in the subject of Circular economy. In the part of Best practices, eminent Macedonian designer Irina Tosheva who is working on a base of sustainability in design and garment production, discussed about creating products that last longer and is designed with the “end in mind”. At the end Raquel Ortega Martinez, from the Design4Circle project partner AMUEBLA, made detailed presentation on the free learning platform, the registration process, the content and learning outcomes.

