SDA Bocconi
SCHOOL OF MANAGEMENT

SUSTAINABILITY LAB
MONITOR FOR CIRCULAR FASHION

Circular Fashion MANIFESTO 2024

Best practices update

Monitor for Circular Fashion (M4CF) 2024 Partners

Signatory Partners

ALBINI GROUP
AVERY DENNISON
Candiani DENIM
CERTILOGO
deda.stealth POWERING YOUR FASHION JOURNEY
eurojersey
FERRAGAMO
GIORGIO ARMANI
GRUPPO MASTROTTO
MODA
HUGO BOSS
KERING
LECTRA
MANTECO MANTELLASSI COMPAGNIA TESSILE
Oscalito 1936
PLM Impianti 100% made in Italy
RADICI GROUP
SAVE THE DUCK
Temera
TOD'S
UL Solutions
Vicoram
VITALE 1663 BARBERIS CANONICO
Vivienne Westwood
YKK Little Parts. Big Difference.

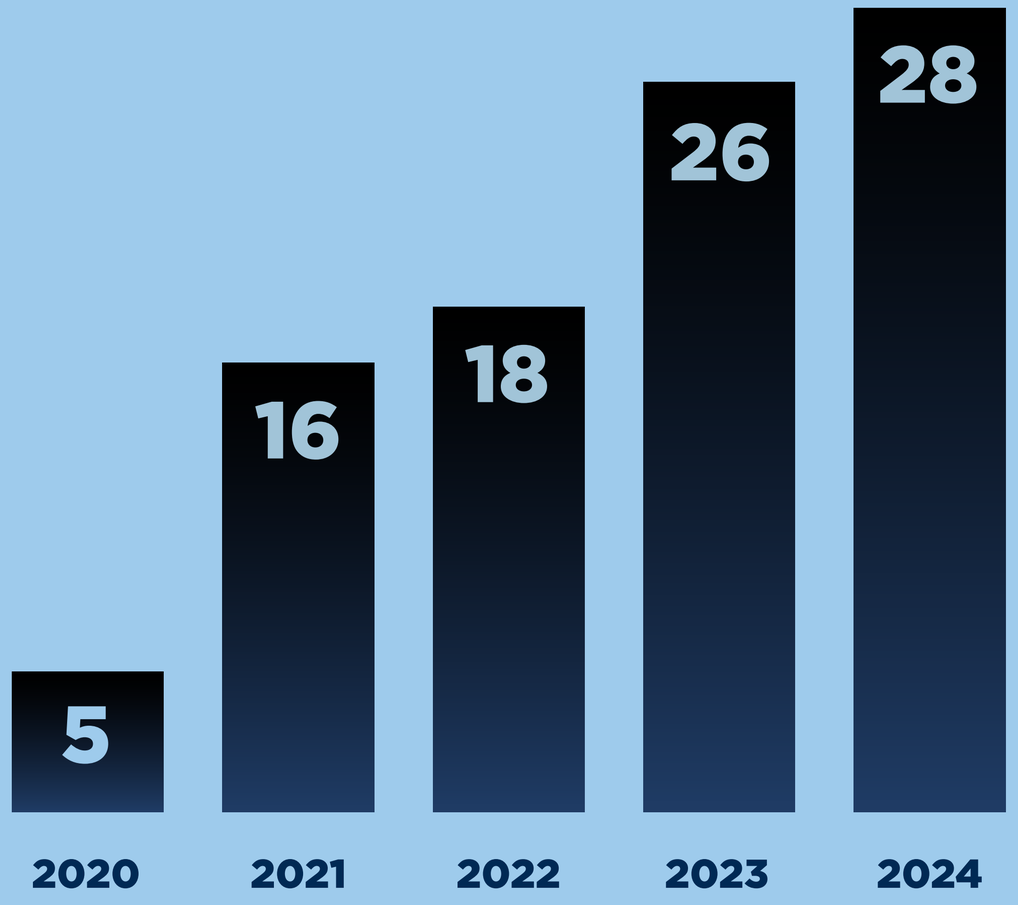
Signatory KPIs Committee

bip.
ICEC
UNIC ITALIAN TANNERIES

Research Technical Partners

enterprise europe network Business Support on Your Doorstep
ETP Fibres Textiles Clothing
EURATEX

Signatories



NUMBER OF PARTNERS

Key Facts

28
SIGNATORIES

123,000[(1)]
EMPLOYEES

€ 34 BN[(1)]
TOTAL REVENUES (2023)

(1) UNIC data is excluded from the figures reported above. UNIC represents the Italian tanneries whose figures are 4.3 Billion EUR and 17,882 employees in 2023.

Introduction

The M4CF is a multi-stakeholder scientific and technological community of SDA Bocconi School of Management Sustainability Lab involving leading companies in the fashion industry and players in its supply chain.

The M4CF disseminates the best practices of circular fashion, promoting technical, managerial and scientific skills, contributing to the transition towards circular business models.

www.sdabocconi.it/circularfashion

THE MONITOR FOR CIRCULAR FASHION
intends to...

I **MAP AND ANALYSE** THE FASHION INDUSTRY DYNAMICS AND CIRCULARITY TRENDS IN THE NEXT FIVE YEARS

II **EXAMINE** HOW THESE TRENDS AND THE 2030 AGENDA WILL AFFECT BUSINESS MODELS

III **IDENTIFY CIRCULAR FASHION KPIs** AND SUGGEST A CIRCULAR PATH FOR EACH BUSINESS MODEL

IV **DEFINE REQUIREMENTS** TO EVALUATE THE SCALE-UP OF CIRCULARITY PROJECTS

V **CREATE THE ITALIAN, EUROPEAN AND INTERNATIONAL COMMUNITY FOR CIRCULAR FASHION**

VI **ENHANCE TRACEABILITY AND TRANSPARENCY FOR CIRCULARITY**, THROUGH THE DEVELOPMENT OF SUSTAINABILITY CLAIMS AT A B2B AND B2C LEVEL

VII **ENCOURAGE GOVERNMENTS** TO ADOPT A HARMONIZED POLICY FRAMEWORK TO SUPPORT CIRCULAR FASHION INITIATIVES

VIII **PRODUCE THE "CIRCULAR FASHION MANIFESTO" AND AN ANNUAL REPORT** TO BE PRESENTED TO COMPANIES AND INDUSTRY ASSOCIATIONS, INSTITUTIONS AND OTHER KEY STAKEHOLDERS

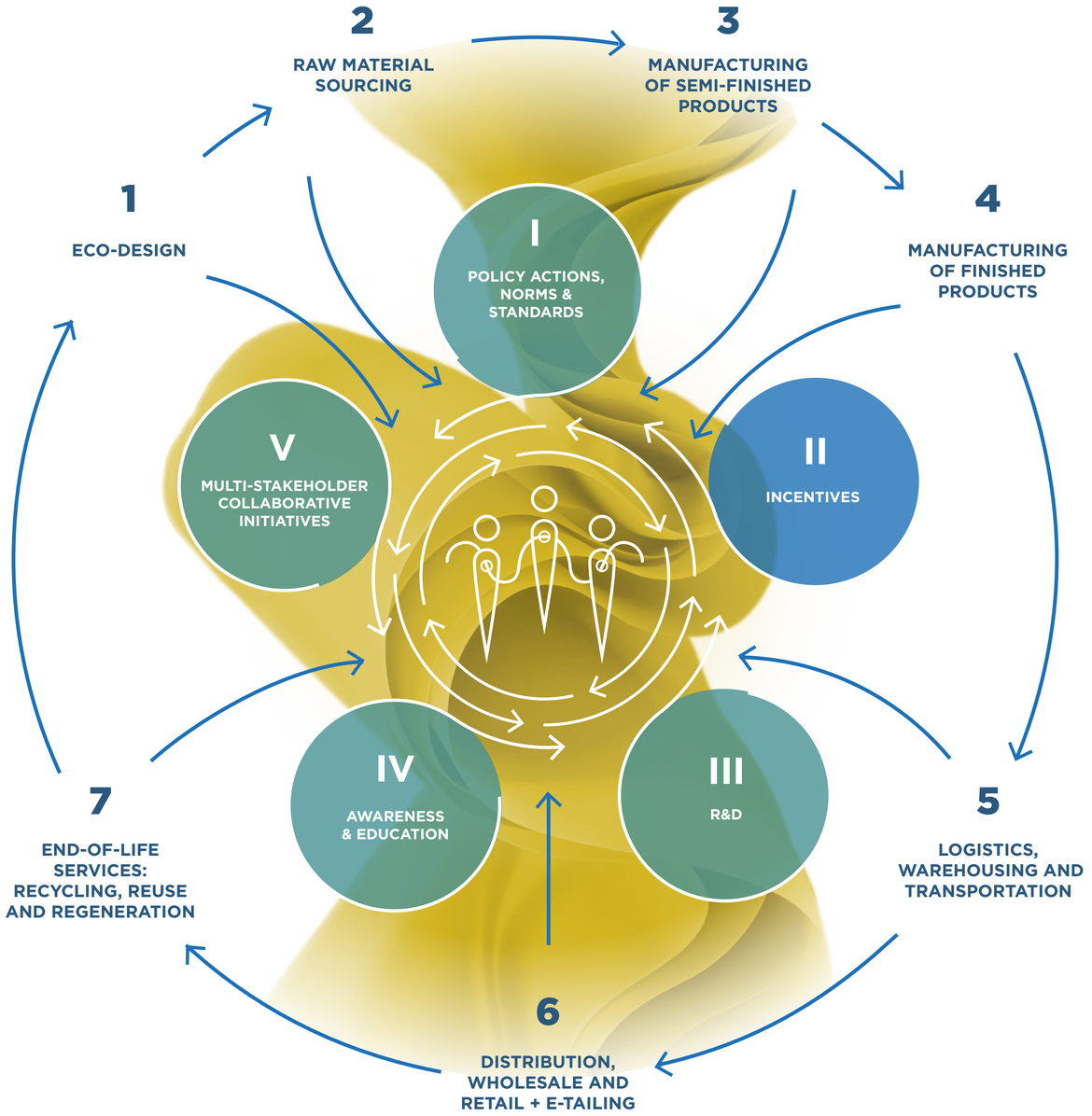
IX **INSPIRE THE FASHION INDUSTRY THROUGH OUR MISSION, VALUES AND ACTIONS** AND LEAD THE WAY FOR ALL STAKEHOLDERS TO A SUSTAINABLE AND CIRCULAR FUTURE

The following **Circular Fashion Manifesto** is answering the UNECE “Sustainability Pledge” inviting all actors in the garment and footwear industry to take action for traceability and transparency, in order to accelerate the sustainability and circularity of value chains in this industry, in line with **the United Nations 2030 Agenda for Sustainable Development**.
The initiative aims at establishing a mechanism to support the uptake of measures in the **UNECE Recommendation No. 46** as well as relevant UN/CEFACT standards, and to support the monitoring of their implementation.

The 2021 Circular Fashion Manifesto presented the specific actions referring to 4 out of 5 measures of the UNECE Recommendation N.46:

I. Policy Actions, Norms & Standards
III. R&D
IV. Awareness & Education
V. Multistakeholder collaborative initiatives

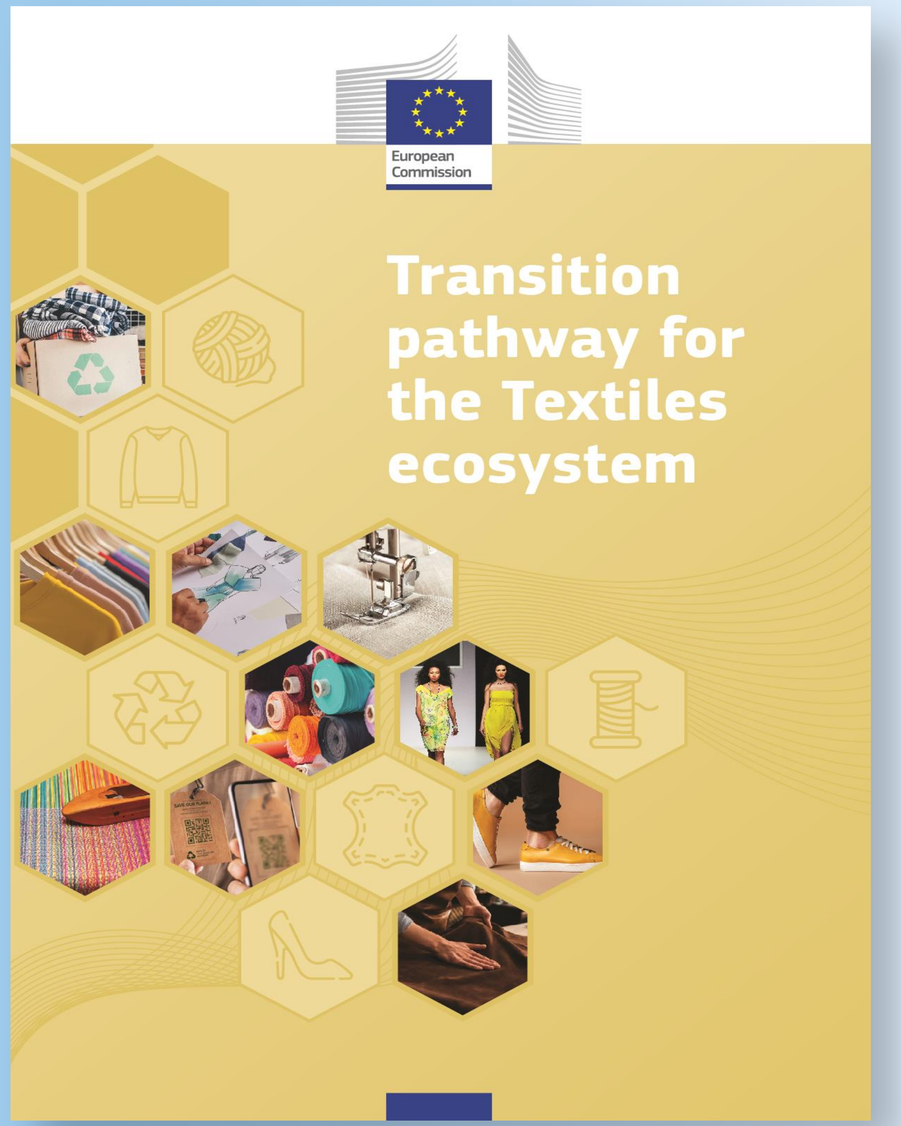
For the fourth year, the Partners of the Monitor for Circular Fashion present their traceability and transparency commitment to the UNECE Sustainability Pledge.



The **Textiles Ecosystem Transition Pathway (TTP)** was published by the European Commission on 6th of June 2023. The policy report includes 50 specific actions to support the twin transitions and the long-term resilience and competitiveness of the textiles ecosystem.

The Companies of the M4CF are also presenting their Pledge to the European Commission call for commitments for stakeholders in the textiles ecosystem, highlighting the consistency of the existing "Circular Fashion Manifesto" and the related actions already implemented since 2021, with 8 actions identified in the TTP.

The 8 selected Actions are related to 5 out of 8 TTP building blocks.



BUILDING BLOCK 1:
SUSTAINABLE COMPETITIVENESS

1. Promote, support and implement circular and sustainability practices, services and business models, including social economy enterprises (such as product-as-service models, take-back services, second-hand and repair services, innovative sorting and recycling) including through Horizon Europe, LIFE, and the "ReSet the Trend #ReFashionNow"campaign and actions from the Social Economy Action Plan.

11. Create more demand for sustainable products and onboard consumers in the green transition by launching consumer campaigns to create awareness and to reshape consumption patterns including under the motto ReSet the Trend #ReFashionNow, as well as supporting emotional durability by designing products that people want to keep.

BUILDING BLOCK 2:
REGULATION AND PUBLIC GOVERNANCE

14. Follow-up on actions in the EU Strategy for Sustainable and Circular Textiles, including specific ecodesign requirements, the Digital Product Passport, circular and sustainable management of textile waste and possible extended producer responsibility rules, and encourage industry participation in the relevant consultations.

16. Finding common methods to assess and compare the sustainability performance of textile products in the context of the foreseen ecodesign requirements.

17. Improving traceability and transparency in the textile value chain through the proposed Digital Product Passport.

BUILDING BLOCK 3:
SOCIAL DIMENSION

21. Support up-and reskilling, access to lifelong learning and training opportunities through for example, the EU Pact for Skills for the Textiles ecosystem, to ensure workers are skilled for the twin transition.

BUILDING BLOCK 4:
R&I, TECHNIQUES AND TECHNOLOGICAL SOLUTIONS

25. Increase access and interaction of SMEs in the textiles ecosystem to/with tech support structures (for example through tech federations, digital innovation hubs, campuses, incubators, clusters, industry alliances).

BUILDING BLOCK 5:
INFRASTRUCTURE

BUILDING BLOCK 8:
ECOSYSTEM'S READINESS TO SUPPORT EU STRATEGIC AUTONOMY AND DEFENCE EFFORTS

BUILDING BLOCK 7:
INVESTMENTS AND FUNDING

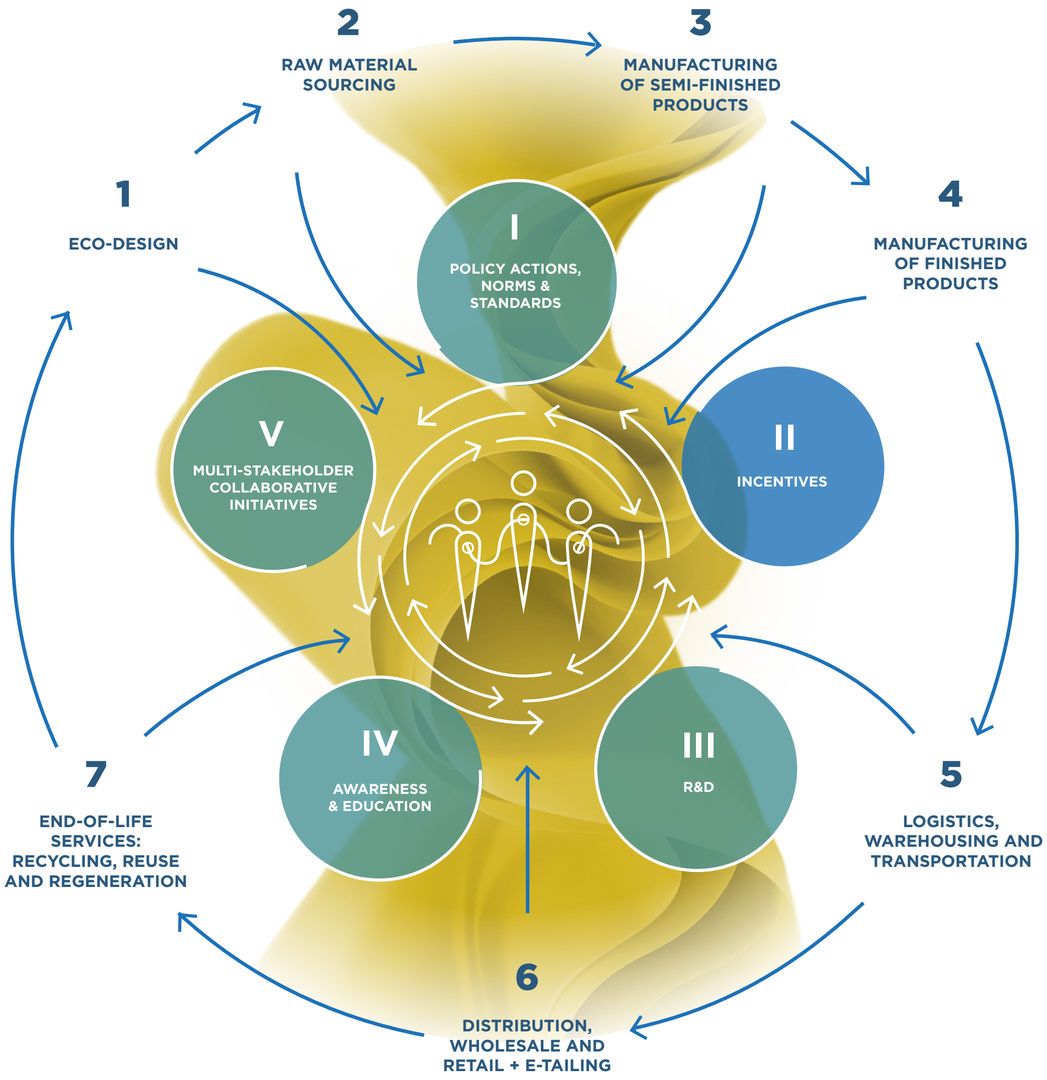
BUILDING BLOCK 6:
SKILLS

40. Organise events and awareness-raising activities on the attractiveness of the sector and new opportunities to work in the industry around the European Year of Skills.

The Pledge

The companies participating in the M4CF commit to:

- **gather information** required to positively boost progress towards sustainability and, more importantly, reduce their negative impact on our planet;
- **enhance circularity and sustainability of value chains** through transparency and traceability;
- **implement circular business processes** along their value chains;
- **adopt common indicators**[(2)] to measure progress on circularity in their value chains and report the results;
- **encourage high quality waste management**;
- **promote and implement corporate social responsibility** for pursuing long-term benefits to all stakeholders;
- **raise public awareness and educate all relevant stakeholders** on the positive impacts of sustainable and circular production and consumption;
- **exchange experiences and cooperate** with other multi-stakeholder circular initiatives.



(2) The complete KPIs list and guidelines for measuring are available on the website www.sdabocconi.it/circularfashion. Each company will decide the timeframe for implementing the KPIs. Companies are committing to select as many KPIs as possible, according to their own business models and the activities of the value chain they are managing.
The KPIs have been evaluated and tested through the Monitor for Circular Fashion projects in 2022, 2023 and 2024.

Company commitments of the M4CF

	COMMITMENTS[3]			
	M4CF companies are committed to develop reliable sustainability claims in accordance with the EU Directive for Empowering Consumers for the Green Transition entered into force on 27 March 2024, the Regulation on Ecodesign Requirements entered into force on 18 July 2024 and the EU proposal of a Directive on Green Claims (March 2023). Circularity projects are a concrete implementation of this overarching commitment.			
CIRCULAR VALUE CHAIN ACTIVITY	**COMMITMENTS[3]**	**ACTIONS**	**SAMPLE TOOLS**	**MAIN STAKEHOLDERS INVOLVED**
ECO-DESIGN	IMPLEMENTING ECO-DESIGN PRINCIPLES	Liaising with multi-stakeholder initiatives focused on eco-design.	Mapping of multi-stakeholder initiatives focused on eco-design. Incentives. Dedicated hubs/forums to promote diffusion of knowledge and best practices.	- Companies - Policy Makers - Associations, Foundations and NGOs
		Indicating which ecodesign principles are implemented at product/process level, substantiating claims with scientific data.	Pilot projects, in accordance with the EU proposal of a Regulation on Ecodesign Requirements (March 2022) and EU proposal of a Directive on Green Claims (March 2023).	- Companies - Policy Makers
RAW MATERIAL SOURCING	MEASURING TRACEABILITY	Measuring traceability by identifying clear and relevant KPIs.	KPIs to measure sustainability and circularity, including compilation guidelines.	- Companies - Technology and service providers - Policy makers
	INVESTING IN R&D	Increasing research on sustainable and circular materials.	R&D investments. ESG principles. Platforms that connect all research centers and academia with innovative solutions and technologies for sustainable and circular fashion. Platforms that connect SMEs and large companies to share knowledge on sustainable and circular fashion. Platforms that connect service providers with companies for Open Innovation. Incentives.	- Companies - Policy Makers - Academia - Technology and service providers - Investors

(3) Each company will decide the timeframe for implementing the KPIs. Each company is committing to select as many KPIs as possible, according to their own business models and the activities of the value chain they are managing.

CIRCULAR VALUE CHAIN ACTIVITY	COMMITMENTS	ACTIONS	SAMPLE TOOLS	MAIN STAKEHOLDERS INVOLVED
RAW MATERIAL SOURCING	REDUCING WASTE	Reducing textile and leather waste on total raw material.	Zero waste policies. Platforms that connect demand and supply of pre-consumer and postconsumer waste. Incentives.	- Companies - Policy Makers - Technology and service providers
MANUFACTURING OF (SEMI-)FINISHED PRODUCTS	PERFORMING RESPONSIBLE MANUFACTURING	Enhancing joint commitments on traceability. Performing and providing training on responsible manufacturing.	Call to Actions on traceability and transparency such as The Sustainability Pledge. Legislation on traceability. Training on responsible manufacturing. Dedicated hubs/forums to promote diffusion of knowledge and best practices.	- Companies - IGOs and INGOs(4) - Academia - Associations, Foundations and NGOs - Technology and service providers
	SUPPORTING SHARED AUDITS AND INTEROPERABILITY AMONG PLATFORMS	Supporting shared audits (i.e. multual recognition of standards) to grant higher efficiency for suppliers and supporting interoperability among auditing platforms.	Shared audits.	- Companies - IGOs and INGOs - Associations, Foundations and NGOs - Technology and service providers
TRANSPORT AND LOGISTICS	ACHIEVING DECARBONIZATION	Adopting recommended methodologies to measure data related to transportation in order to achieve decarbonization, starting from Scope 1, adding KPIs on CO_2 emissions generated during all production phases, not just transport and logistics	Scope 1 calculated according to GHG Protocol and ISO 14064-1. Fleet Electrification analysis aimed at decarbonized mobility and logistic. Incentives.	- Companies - Policy Makers - Final users - Technology and service providers
DISTRIBUTION AND RETAIL	EDUCATING FINAL USERS ON RESPONSIBLE CONSUMPTION	Engaging and educating final users on responsible consumption.	Behavioral campaigns. Mandatory public education on sustainability principles. Micro-influencers campaigns.	- Companies - Policy Makers - Communication agencies specializing in sustainability - Final users
END-OF-LIFE SERVICES	ENGAGING FINAL USERS TO EXTEND THE LIFE OF PRODUCTS	Engaging and educating final users to extend the life of products.	Behavioral campaigns. Mandatory public education on sustainability principles. Micro-influencers campaigns.	- Companies - Policy Makers - Communication agencies specialized on sustainability - Final users

(4) International governmental organizations (IGOs) and international non-governmental organizations (INGOs).

Circularity projects, C-Factor and #ReFashionNow initiatives

Among the several projects implemented during 2024 some are particularly important for the implementation of the Pledge:

Circularity projects allow to:

- **gather information** required to positively boost progress towards sustainability and, more importantly, reduce their negative impact on our planet;
- **enhance circularity and sustainability of value chains** through traceability and transparency;
- **implement circular business processes** along their value chains;
- **adopt common indicators** to measure progress on circularity in their value chains and report the results;
- **encourage high quality waste management;**
- **promote and implement corporate social responsibility** for pursuing long-term benefits to all stakeholders.

C-Factor and **#ReFashionNow** initiatives allow to:

- **C-Factor:** involvement of circular fashion startups through pitching sessions and connection with partner firms.

- **#ReFashionNow:** raise public awareness and educate all relevant stakeholders on the positive impacts of sustainable and circular production and consumption, including SMEs and students.

The strong interconnection with Research Technical Partners and other stakeholders allow the exchange of experiences.
The M4CF is willing to strenghten the cooperation with other multi-stakeholder circular initiatives.

Objectives
of the circularity projects

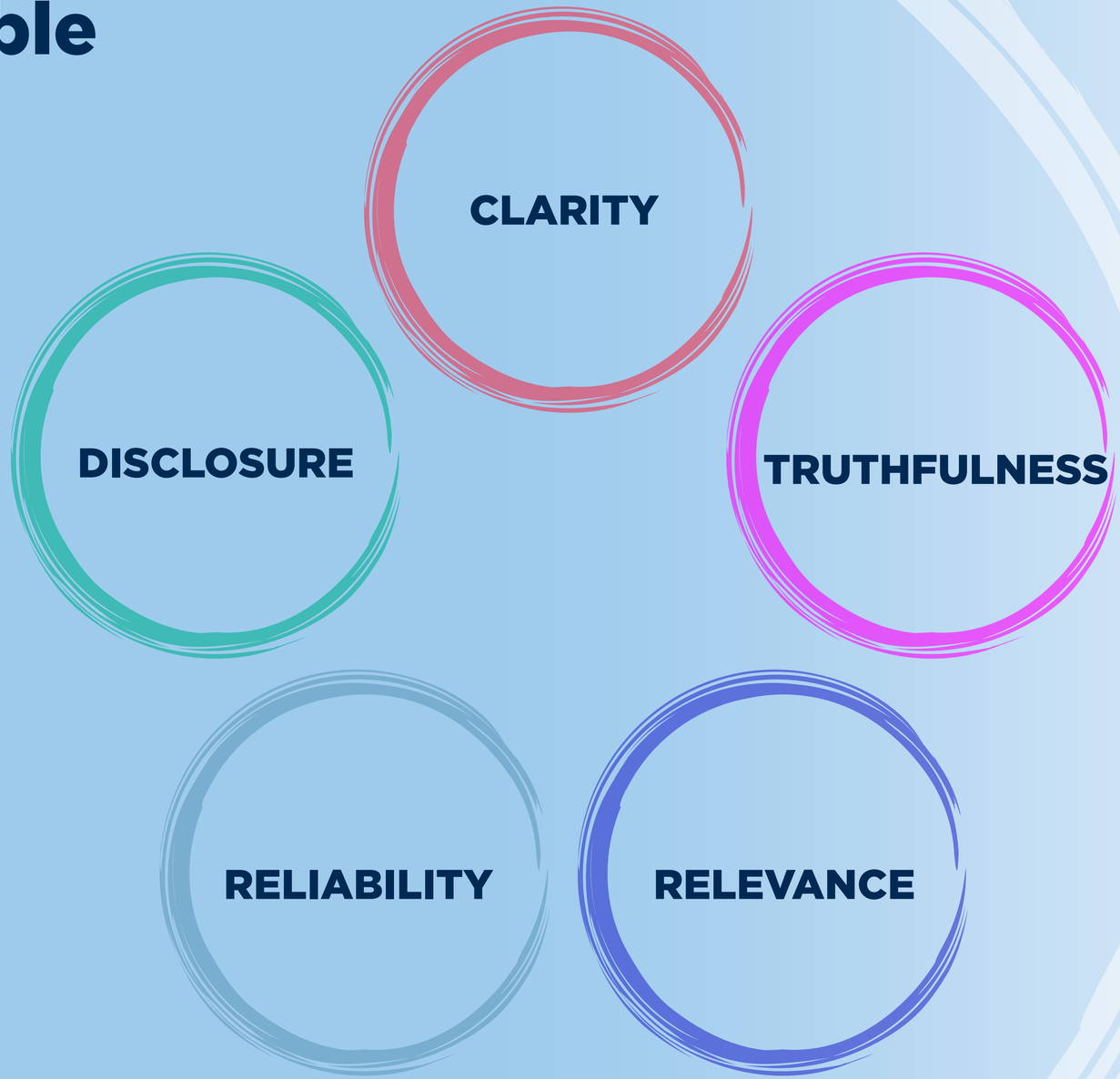
1. Establishing teamwork between ingredient brands, brands & retailers and service providers.
2. Building reliable sustainability claims to fight greenwashing.
3. Implementing and testing industry specific KPIs into a real-life product or service, referring to the Circular Fashion Activities.
4. Implementing the eco-design principles into a real life product.
5. Enhancing circularity through services.

1. Estabilishing teamwork between ingredient brands, brands & retailers and service providers

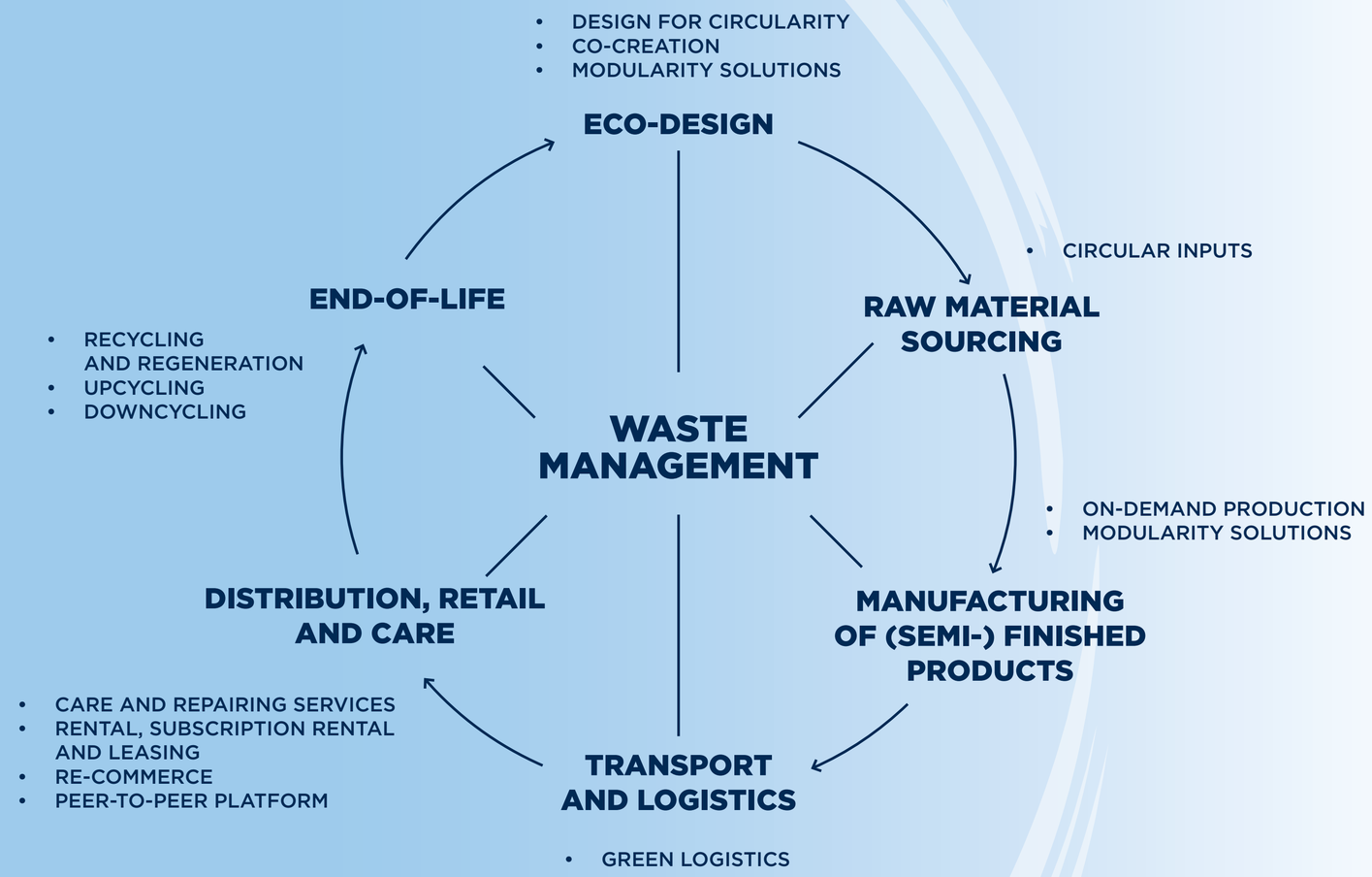
The companies have been working in collaboration (at least 2 partners of the Monitor for Circular Fashion) within each circularity project.

In some projects the partners of the M4CF involved smaller players, external designers and social enterprises, to be supported as Italian best practices of social inclusion and ethical fashion.

2. Building reliable sustainability claims to fight greenwashing



3. Implementing and testing industry specific KPIs into a real-life product or service, referring to the Circular Fashion Activities



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

KPIs main characteristics

SMART CCC

SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIME BOUND

+

CLEAR
COMPARABLE
COST EFFECTIVE

PRODUCT

Most of the KPIs are related to the specific products developed for the pilot projects.

PROCESS

Some of the KPIs are related to the processes taking place in the companies during the year. For instance when the products are B2B and industrialized the KPIs are at process level.

4. Implementing the eco-design principles into a real life product

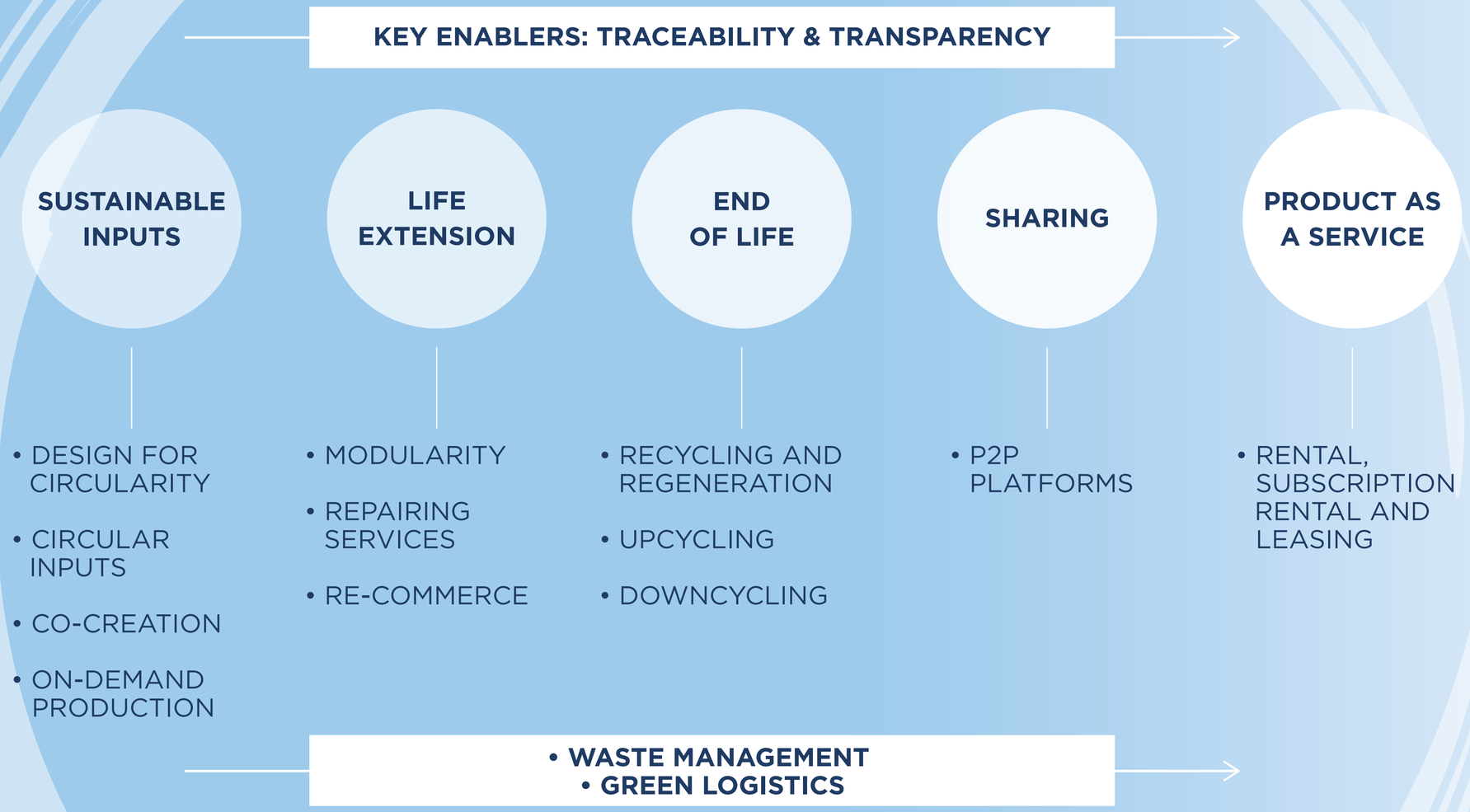
ECO-DESIGN FRAMEWORK		
CIRCULAR LIFECYCLE	**HEALTH & SAFETY**	**SUSTAINABLE INPUTS**
• durability • reusability • reparability • recyclability	• safe chemical substances • minimized microfiber releases	• renewable inputs • recyclable inputs • recycled inputs • resources reduction

Source: SDA Bocconi Monitor for Circular Fashion Report 2022.

5. Enhancing circularity through services

In the M4CF circular projects can also be related to services with reference to one or more of the Circular Fashion Business Models (see next slide).

Traceability and circularity technologies are considered as key enablers for a sustainable transition.



5 Circular Fashion Business Models. Source: SDA Bocconi Monitor for Circular Fashion Survey, 2021.

M4CF 2022-2024 Projects: Typologies

Business models

B2B

Business to Business

B2C

Business to Consumer

B2C2B

Focus on Post Consumer Waste Resources

P2P

Peer to Peer

PRODUCT

vs

SERVICE

Scale

PILOT PROJECTS

1 or few SKUs

INDUSTRIALIZED PROJECTS

100% of the collection or close

M4CF Circular Projects 2022-2024

- Think Leather
- Eco-designed jeans
- Trace me
- Repairing T-shirt
- Component shoe
- Anima
- M-Pocket
- Re-Gen H
- Ela Sweatshirt
- Traced Leather Varina ballet flat
- One Next Step
- Traceable Fiamma Bag
- Kintsugi
- Digital Product Passport

Think Leather

Leather pencil cases made from leftover

Discover more about
this project at this **LINK**

B2B

Leather leftovers originating from GAB's unsold stock have been transformed into pencil cases, which were donated to all HModa employees as a Christmas Gift. The main material used in the pencil cases is leather, to which thread and zips have been added for assembly. As a decorative elements:

- logo printing was done by Seriscreen, a company that is part of the HModa Group,
- biodegradable and plantable tag with information related to the product traceability.

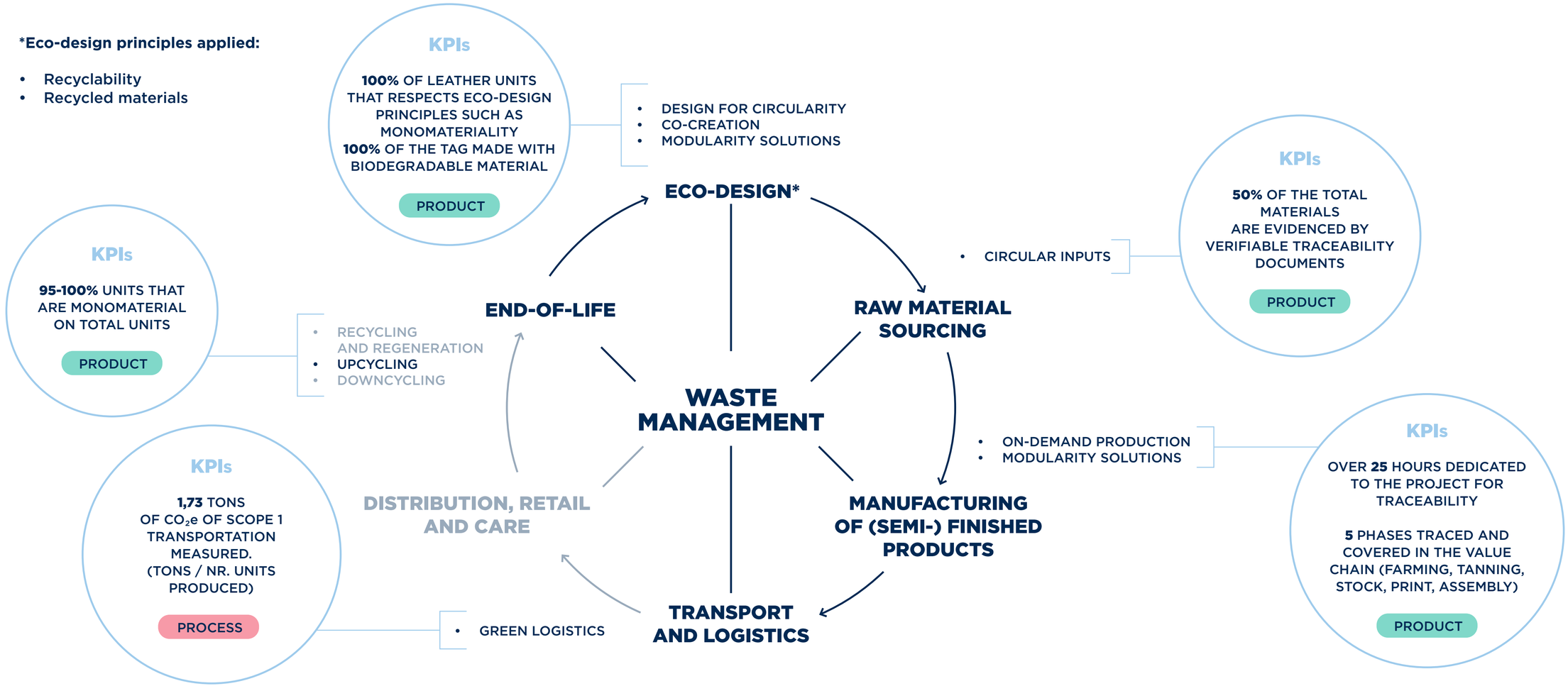
These pencil cases have been produced by a social cooperative, Progetto Quid, which promotes inclusive employment and creates opportunities for vulnerable people, as well as realizing their productions only with recycled materials.

PARTNERS

HMODA GAB Quid SERISCREEN SERIGRAFIA E STAMPA DIGITALE Temera

Think Leather

Circular fashion activities and KPIs



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Eco-designed jeans

Discover more about
this project at this **LINK**

B2B

Integrated supply chain collaboration for light-washed denim jeans, made with 100% certified organic cotton, conceived using eco-design principles and tested for increased durability. Compared to conventionally designed jeans, this eco-designed pair utilizes -84% chemicals and -53% water while actively addressing hazards to worker health and safety.

PARTNERS

KERING

Candiani DENIM

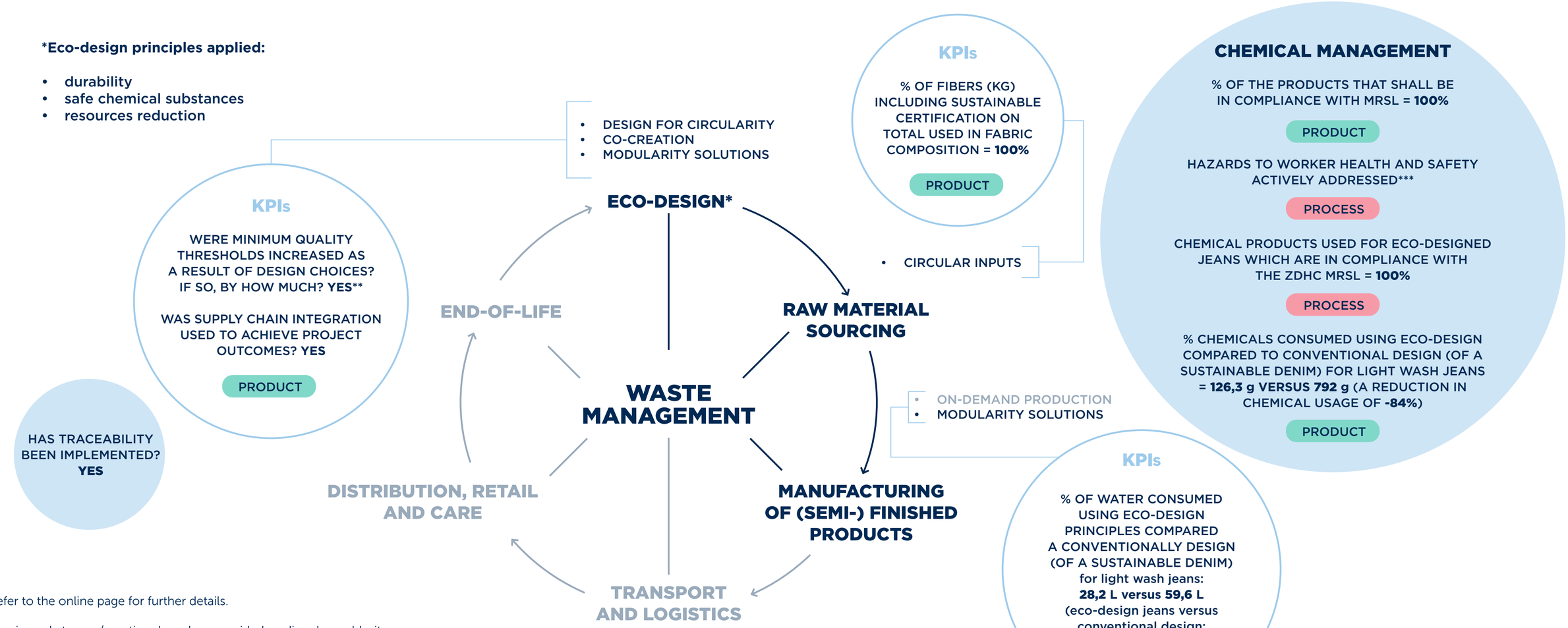
Temera

Eco-designed jeans

Circular fashion activities and KPIs

***Eco-design principles applied:**

- durability
- safe chemical substances
- resources reduction



** please refer to the online page for further details.

*** the following substances/practices have been avoided: sodium hypochlorite, potassiumpermanganate, sand blasting treatment (silica dust), hand-scraping, no manual physical labour-work.

Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Trace me

Discover more about
this project at this **LINK**

B2B

Shopper made with recovered fabric in traceable wool fibres, designed for recycling, manufactured in Italy through fully traceable production steps and assembled by an Italian social enterprise.

PARTNERS

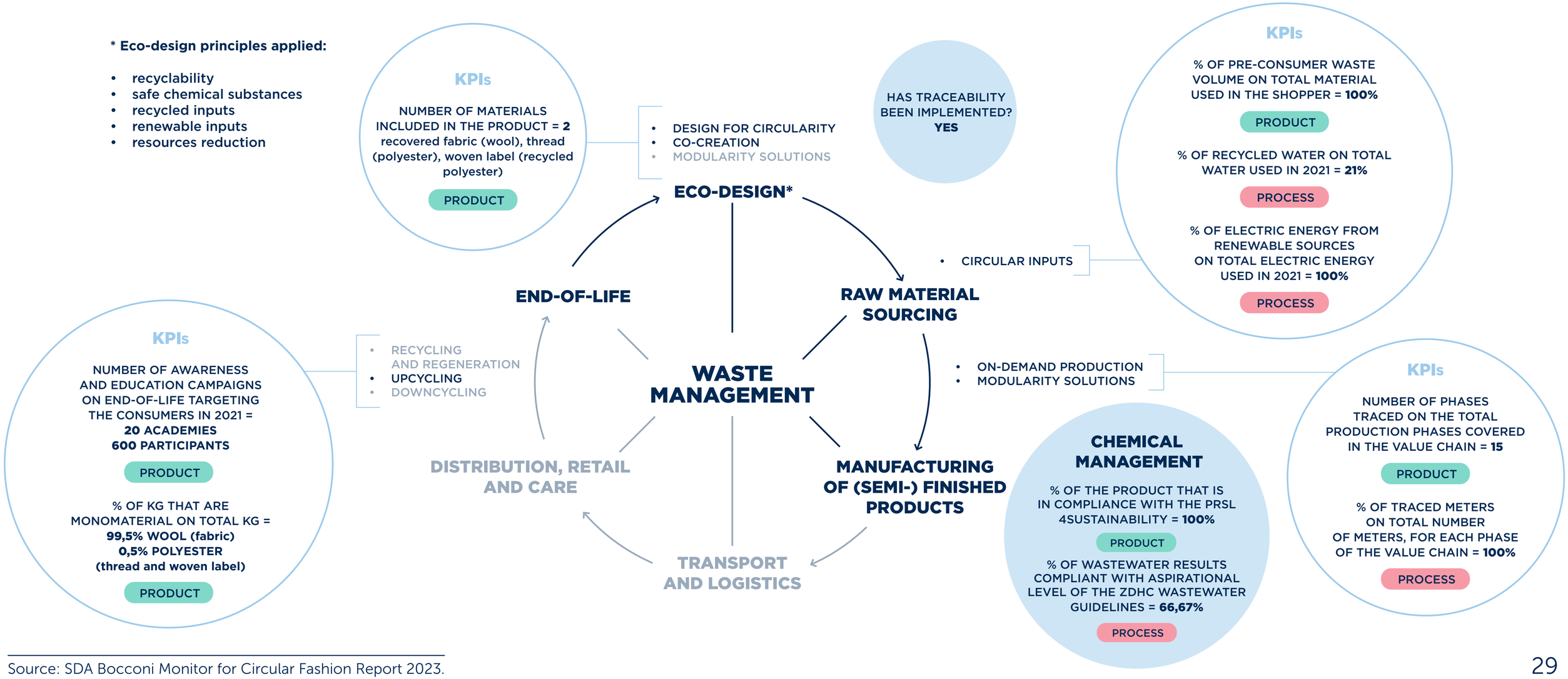
VITALE 1663 BARBERIS CANONICO

Quid®

Temera

Trace me

Circular fashion activities and KPIs



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Repairing T-shirt

Discover more about
this project at this **LINK**

B2C

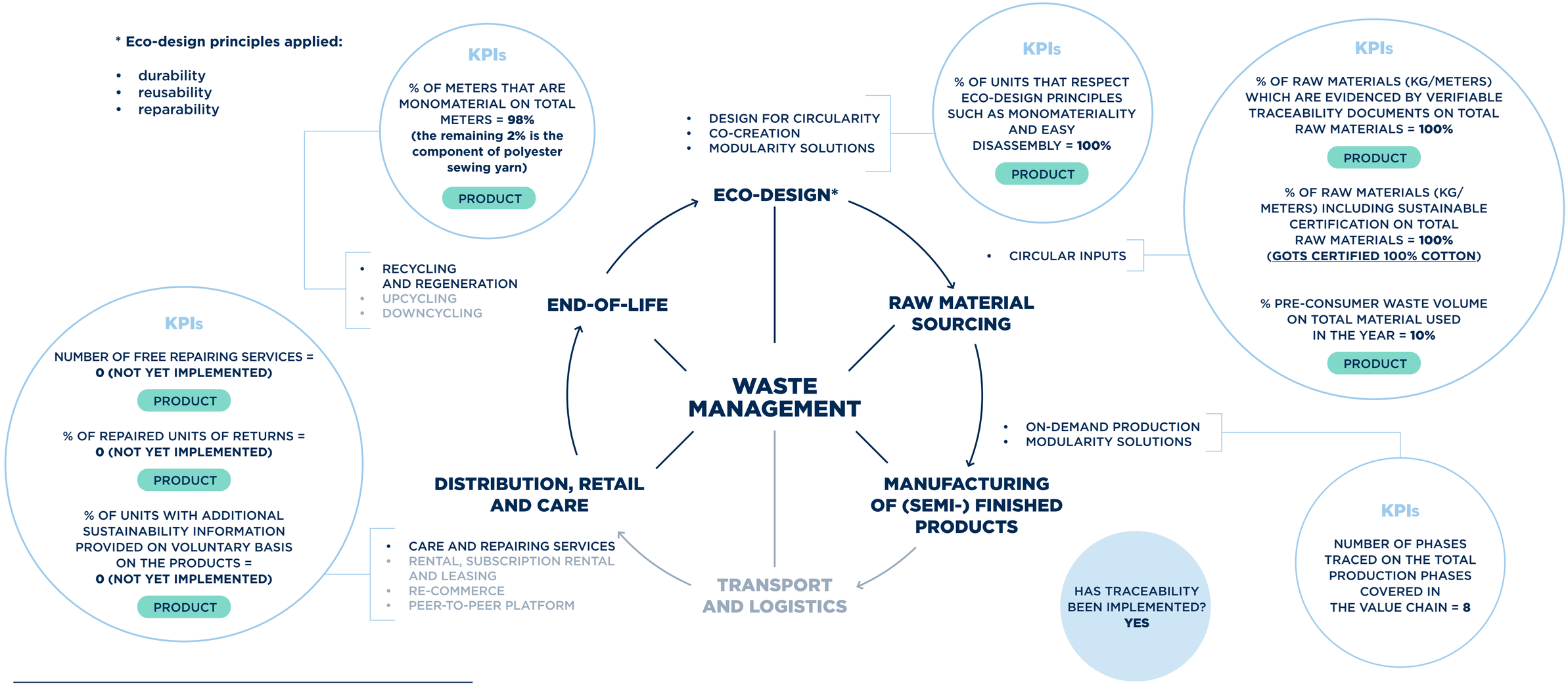
T-shirt made of 100% certified organic cotton yarn and upcycled woven patches from waste, fully traceable from farm to shop. Designed to minimize environmental and social impacts and to last for a long time. Repair your t-shirt with the spare patch or return it to the shop for repairing or creative mending services.

PARTNERS

Oscalito 1936 · ALBINI GROUP · CRULE · Temera

Repairing T-shirt

Circular fashion activities and KPIs



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Component shoe

Discover more about
this project at this **LINK**

B2C

This shoe, made using only five components, can be easily assembled at home. The upper is made of 100% upcycled cotton denim and cotton thread. The sole is made of natural FSC certified materials. The upper is secured to the sole by a lace made of a blend of cotton and TENCEL™. Fewer overall components enable easy disassembly, reparability, and recyclability at the end-of-life, helping to create a shoe designed with circularity principles.

PARTNERS

Candiani DENIM

vibram

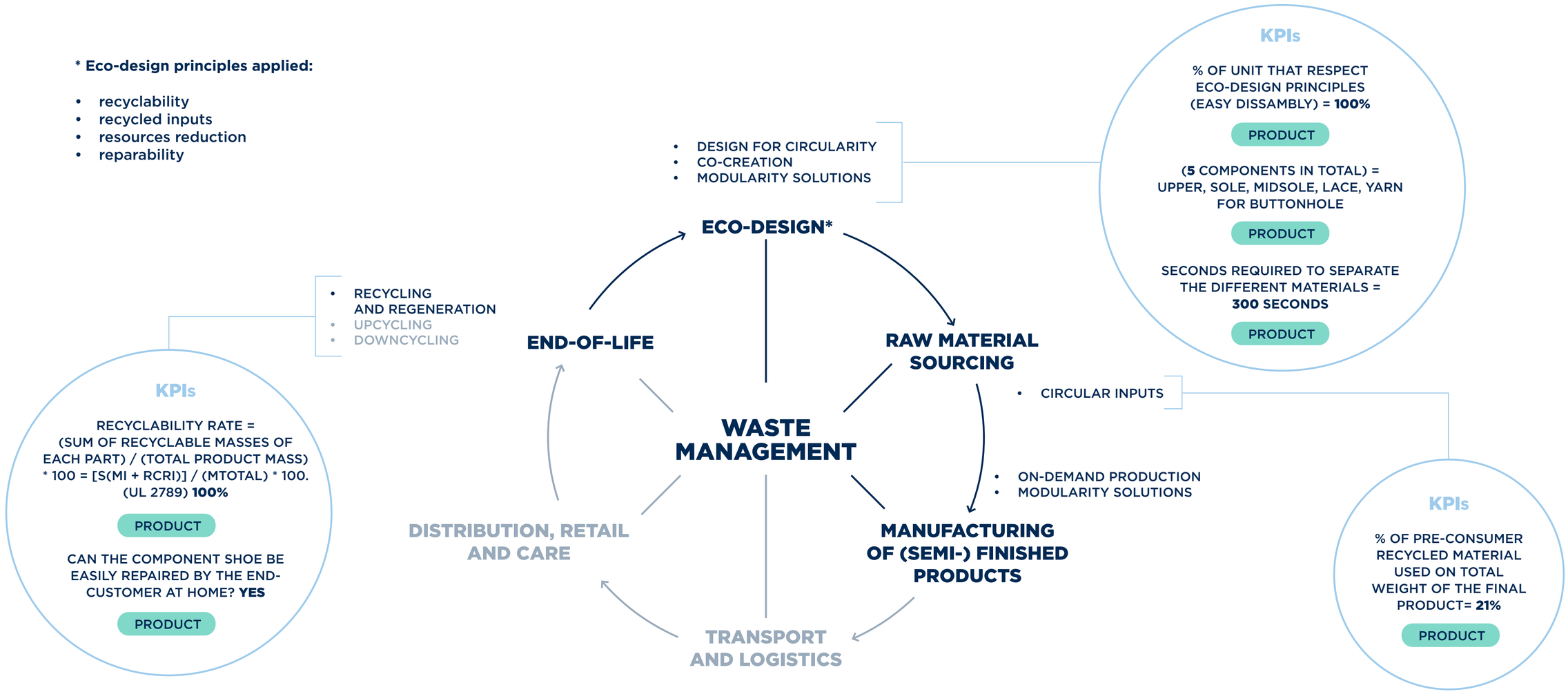
Temera

Component shoe

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- recyclability
- recycled inputs
- resources reduction
- reparability



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Anima

Double skin for waste saving

Discover more about
this project at this **LINK**

B2C

Anima is a bi-material backpack composed of 100% recycled polyamide fabric, made of 100% recycled polyamide yarn GRS certified and in compliance with Oeko-tex standard 100 for responsible manufacturing, and 100% recycled rubber coming from ISO-compliant standard plants.

PARTNERS

RADICI GROUP

SAVE THE DUCK

vibram

CERTILOGO

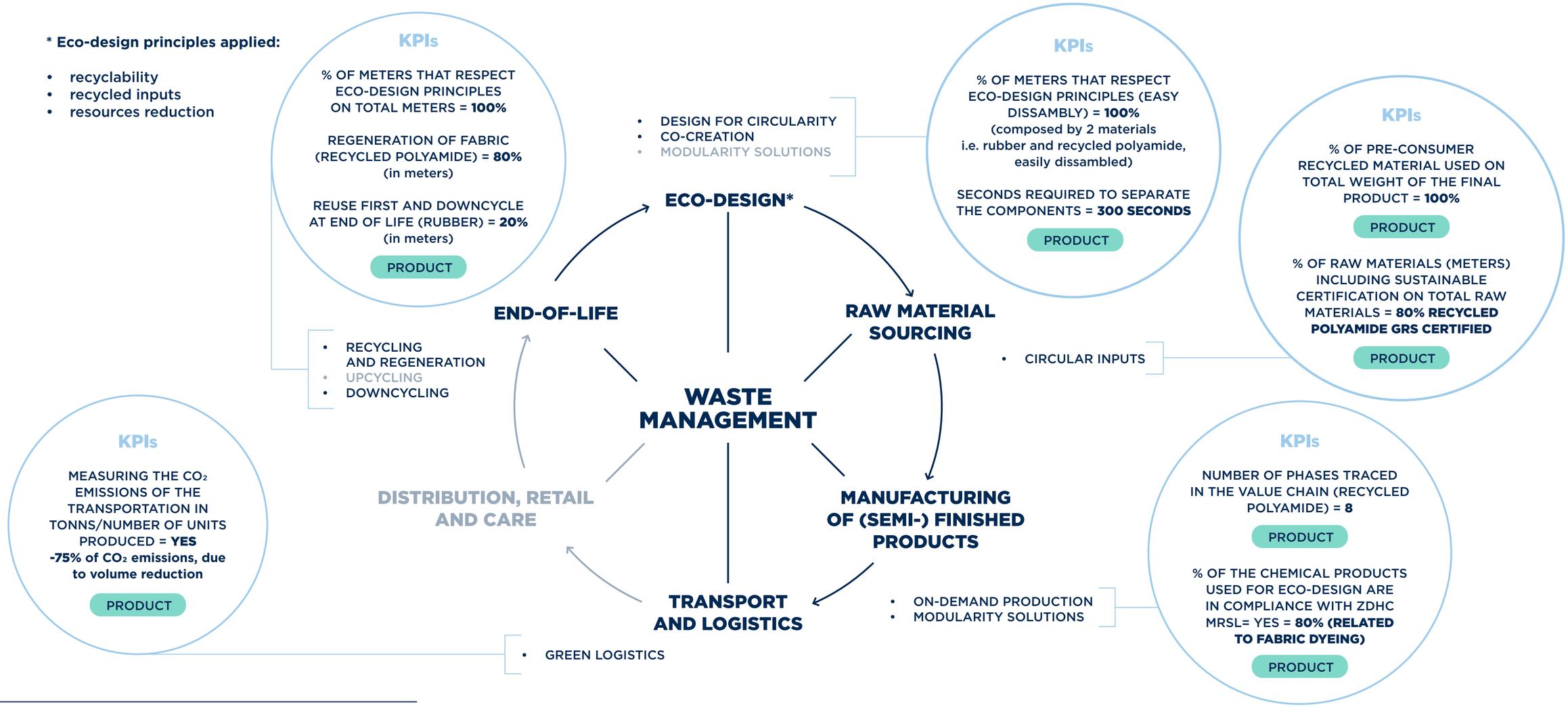
Temera

Anima

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- recyclability
- recycled inputs
- resources reduction



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

M-Pocket

Discover more about
this project at this **LINK**

B2B

Completely recyclable tablet pockets, produced with production waste from industrialized processes.
The pocket is produced with MWool® or ReviWool® by Manteco® and Radilon® or Renycle® by RadiciGroup®, depending on the ongoing production.

PARTNERS

MANTECO®

RADICI GROUP

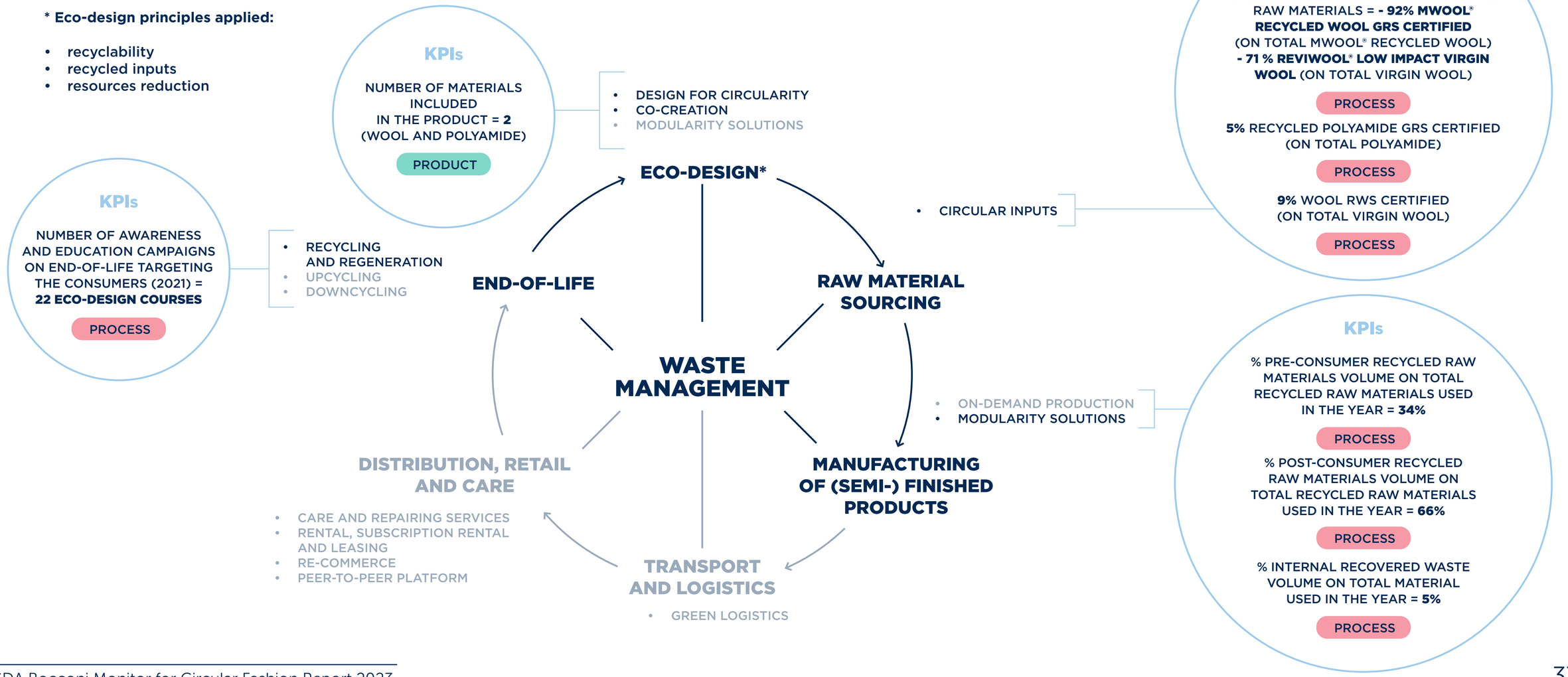
Temera

M-Pocket

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- recyclability
- recycled inputs
- resources reduction



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Re-Gen H

Discover more about
this project at this **LINK**

B2C

The Re-Gen H project, lead by Hogan, focuses on the development of a shoe that uses, for the upper, Evolo leather from Sciarada tannery, which reuses production waste (9.13%, calculated on the mass of the finished product) otherwise destined to become industrial waste. The new process allows a reduction of 47.7% of CO_2eq and 68.47% of water compared to the production of the traditional "Softy" product. The sole, produced by Finproject, is made up of EVA (Ethylene Vinyl Acetate resin obtained from bionaphtha from food biorefineries through the recovery of processing waste from vegetable oils, used cooking oils and other organic waste. Compared to the traditional bottom produced with non-bionaphtha EVA resin, it allows a reduction of 10.30% of CO_2eq kg and 18.90% of fossil resources use.

PARTNERS

HOGAN · SCIARADA · UNIC ITALIAN TANNERIES · ICEC · Temera

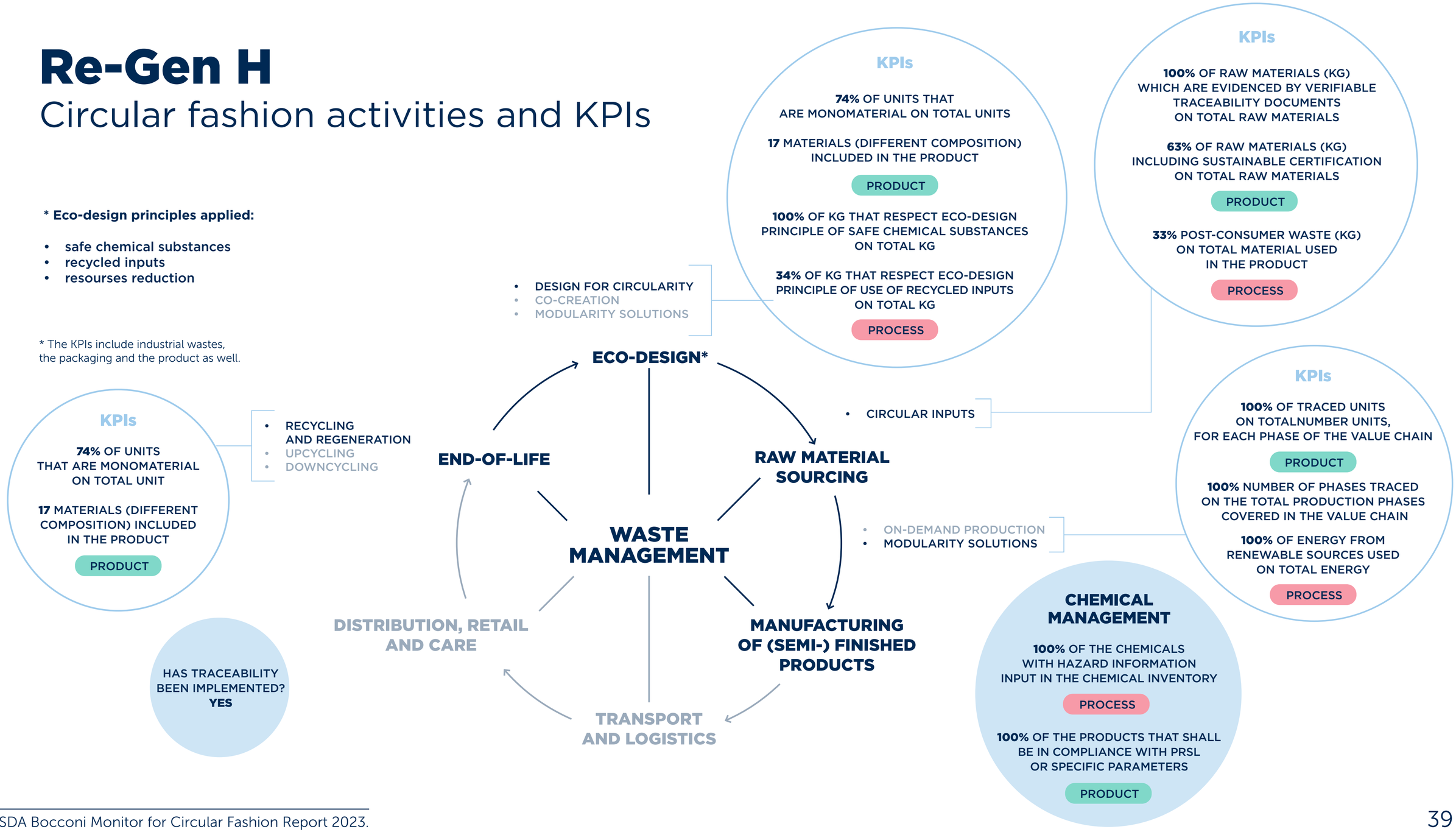
Re-Gen H

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- **safe chemical substances**
- **recycled inputs**
- **resourses reduction**

* The KPIs include industrial wastes, the packaging and the product as well.



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Ela Sweatshirt

Discover more about
this project at this **LINK**

B2B B2C

Sweatshirt composed by 50% organic cotton
and 50% mulesing free extra fine merino wool.
The product is fully traceable from farm to shop.

PARTNERS

Oscalito 1936 · Vivienne Westwood · ALBINI GROUP · Temera

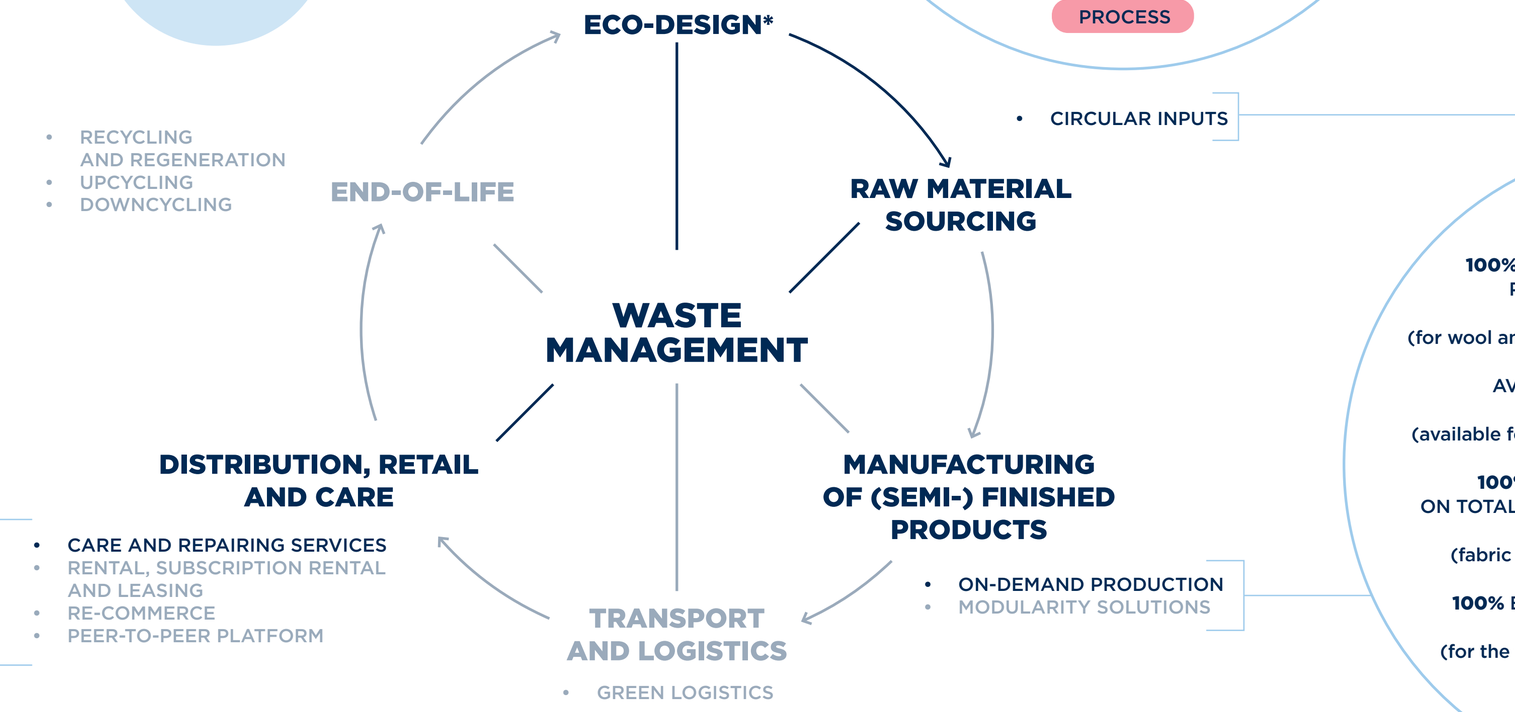
Ela Sweatshirt

Circular fashion activities and KPIs

***Eco-design principles applied:**

- durability
- reparability
- safe chemical substances

HAS TRACEABILITY BEEN IMPLEMENTED? **YES**



- DESIGN FOR CIRCULARITY
- CO-CREATION
- MODULARITY SOLUTIONS

KPIs

100% OF UNITS THAT RESPECT ECO-DESIGN PRINCIPLE OF REPARABILITY ON TOTAL UNITS (repairing service offered by product manufacturer)

NUMBER OF MATERIALS INCLUDED IN THE PRODUCT: **3** (Cotton and Wool - fabric & Recycled Polyester - sewing yarn)

99% OF KG THAT RESPECT ECO-DESIGN PRINCIPLE OF MINIMIZED MICROFIBER RELEASES ON TOTAL KG (Natural fibers wool and cotton)

PRODUCT

100% KG THAT RESPECT ECO-DESIGN PRINCIPLE OF SAFE CHEMICAL SUBSTANCES ON TOTAL KG

PROCESS

- CIRCULAR INPUTS

KPIs

99% OF RAW MATERIALS (KG) WHICH ARE EVIDENCED BY VERIFIABLE TRACEABILITY DOCUMENTS ON TOTAL RAW MATERIALS (from raw yarn to shop)

50% OF RAW MATERIALS (KG) INCLUDING SUSTAINABLE CERTIFICATION ON TOTAL RAW MATERIALS

NR OF PHASES TRACED ON THE TOTAL PHASES COVERED IN THE VALUE CHAIN: **15/16** for wool and **8/9** for cotton

PROCESS

- RECYCLING AND REGENERATION
- UPCYCLING
- DOWNCYCLING

KPIs

100% OF UNITS PROVIDED WITH CARE & MAINTENANCE ADDITIONAL INFORMATION ON TOTAL UNITS

(guidelines provided to customers on care and maintenance specific for cotton and wool)

PRODUCT

- CARE AND REPAIRING SERVICES
- RENTAL, SUBSCRIPTION RENTAL AND LEASING
- RE-COMMERCE
- PEER-TO-PEER PLATFORM

- ON-DEMAND PRODUCTION
- MODULARITY SOLUTIONS

- GREEN LOGISTICS

KPIs

100% OF PHASES TRACED ON THE TOTAL PRODUCTION PHASES COVERED IN THE VALUE CHAIN (for wool and cotton semi finished supply chain phases)

AVAILABLE SUBCONTRACTORS LIST TO VALUE CHAIN PARTNERS (available for all subcontractors from raw yarn to shop)

100% PRE-CONSUMER WASTE VOLUME ON TOTAL MATERIAL RECOVERED FOR RECYCLING OR CIRCULAR PROJECTS (fabric scraps downcycling to other industries)

100% ENERGY FROM RENEWABLE SOURCES USED ON TOTAL ENERGY (for the finished product manufacturing process)

PRODUCT

Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Traced leather Varina ballet flat

Discover more about
this project at this **LINK**

B2C

The leather sole of this ballerina is UNI 11427* certified and the viscose used for the Varina bow is FSC certified. 100% of the upper leather has been traced from farming to product assembly. This last phase of the value chain occurred in Ferragamo's Florentine Headquarters, where 100% of energy used comes from renewable sources (solar, ocean and biomass energy), thanks to the purchase of certified energy through guarantees of origin.

PARTNERS

FERRAGAMO · UNIC ITALIAN TANNERIES · ICEC · concerie bcn · Temera

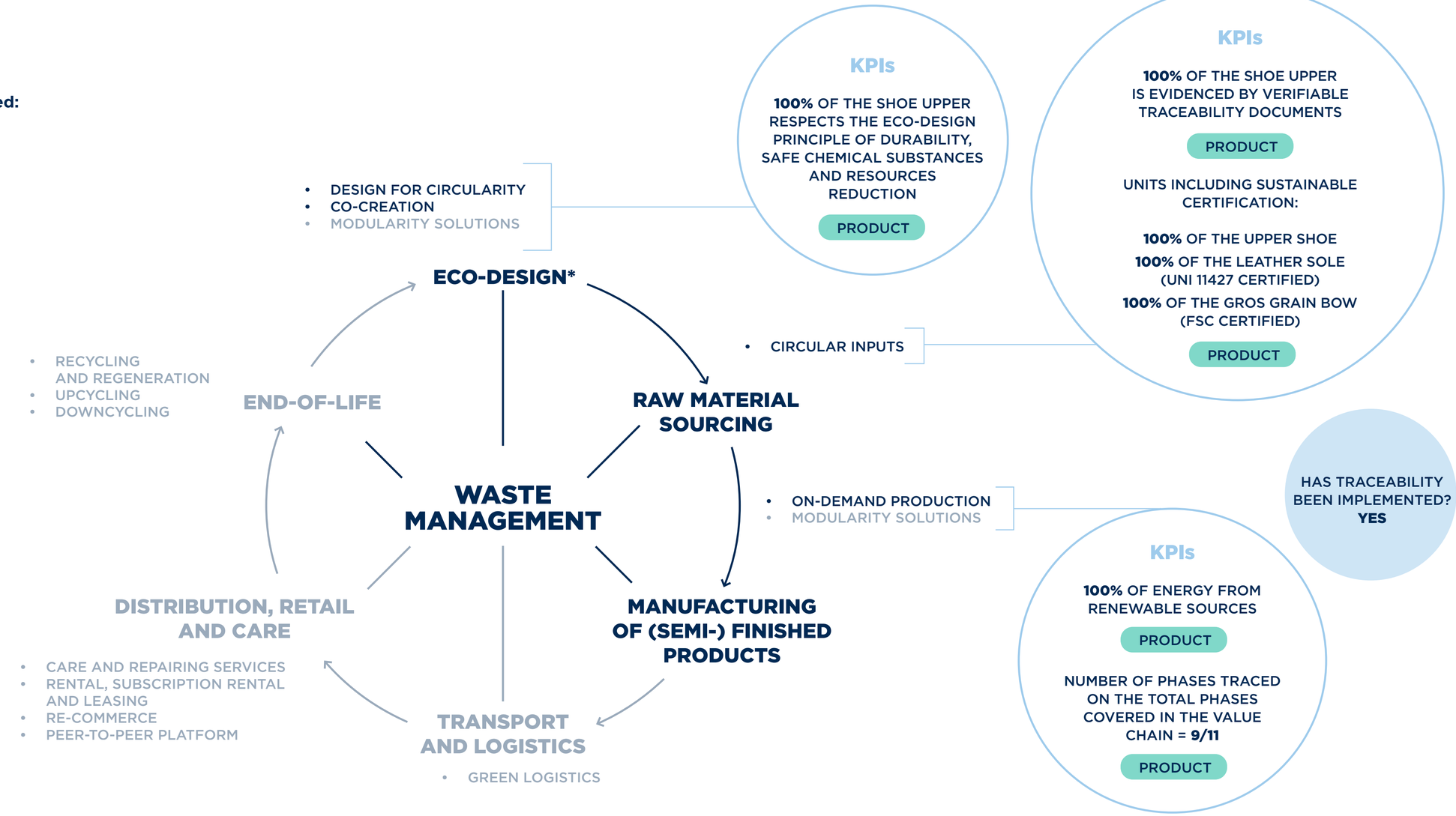
*UNI 11427:2022 Cuoio - Criteri per la definizione delle caratteristiche di prestazione di cuoi a ridotto impatto ambientale.

Traced leather Varina ballet flat

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- safe chemical substances
- resourses reduction



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

One Next Step

B2B B2C

Discover more about this project at this **LINK**

A joint pilot project co-created by TOD'S Group and Gruppo Mastrotto, aimed at developing an eco-designed shoe model: 79% of components, by weight, has been revised and replaced with alternative materials, currently not used by the Brand, whose environmental impact has been calculated through LCA studies. Gruppo Mastrotto's LCA shows the potential impact on global warming is 12.56 kg CO_2e/m_2 of finished leather. Completed documented traceability of leather is also guaranteed, as well as leather durability, meeting strict international ISO standards about tear/tensile strength and colour fastness. Both leather by Gruppo Mastrotto and finished shoes' production at TOD'S plants are powered by electricity from 100% certified renewable sources with GOs (Guarantee of Origins). TOD'S also worked on a rubber sole produced by Gommus, with 26,4% recycled content, and on the metal hardware produced by Santoni, comparing steel and brass, and related production technologies; all components have been analysed with LCAs studies.

PARTNERS

TOD'S · GRUPPO MASTROTTO · ICEC · UNIC ITALIAN TANNERIES · Temera

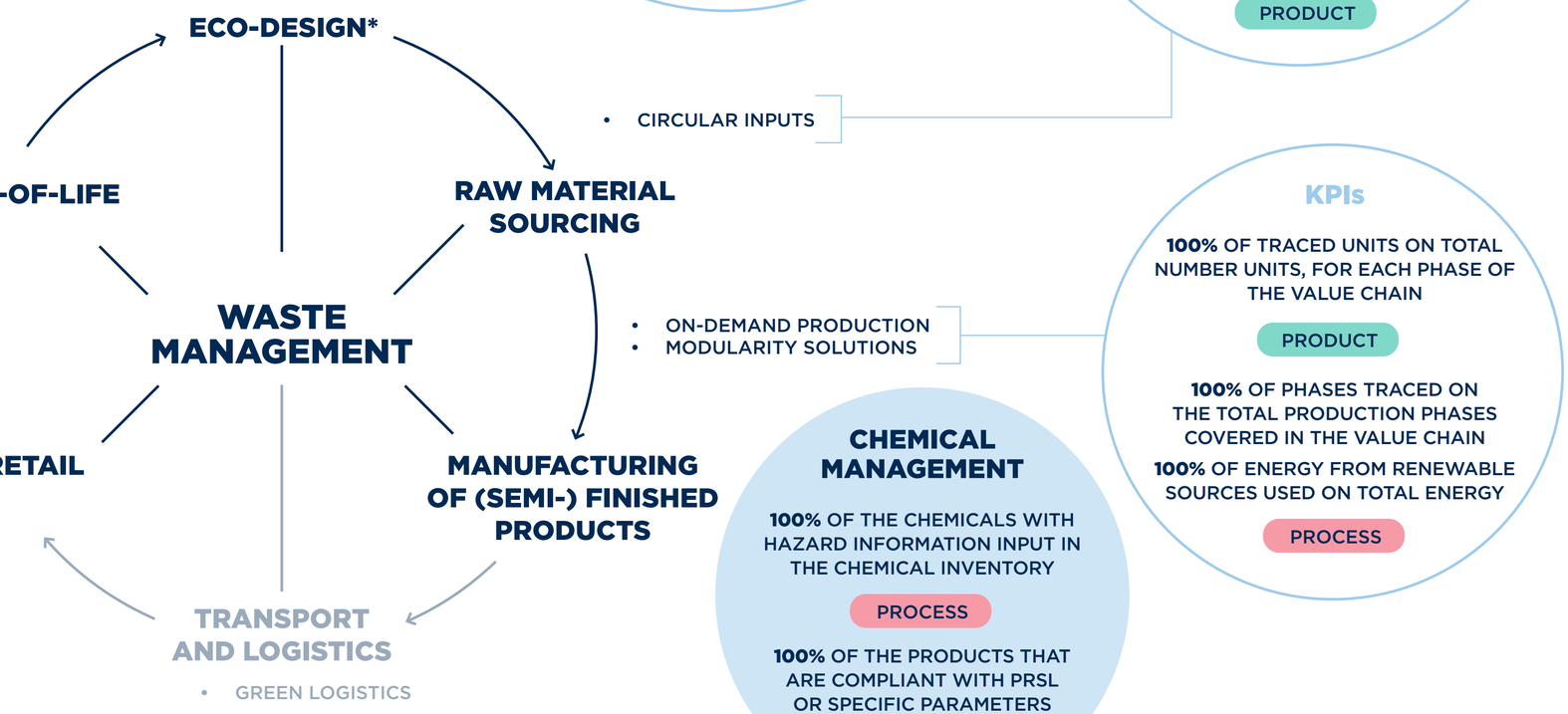
One Next Step

Circular fashion activities and KPIs**

*** Eco-design principles applied:**

- durability
- recyclability
- recycled materials
- safe chemical substances
- renewable inputs

HAS TRACEABILITY BEEN IMPLEMENTED? **YES**



- DESIGN FOR CIRCULARITY
- CO-CREATION
- MODULARITY SOLUTIONS

KPIs

7 MATERIALS (DIFFERENT COMPOSITION) INCLUDED IN THE PRODUCT (EXCLUDING PACKAGING)

PRODUCT

100% OF THE PRODUCT WEIGHT RESPECTS ECO-DESIGN PRINCIPLE OF SAFE CHEMICAL SUBSTANCES ON TOTAL PRODUCT WEIGHT

31% OF THE PRODUCT WEIGHT RESPECTS THE ECO-DESIGN PRINCIPLE OF USE OF RECYCLED INPUTS ON TOTAL WEIGHT

PROCESS

- CIRCULAR INPUTS

KPIs

100% OF RAW MATERIALS ARE EVIDENCED BY VERIFIABLE TRACEABILITY DOCUMENTS ON TOTAL RAW MATERIALS

85% OF RAW MATERIALS COVERED BY SUSTAINABLE CERTIFICATION ON TOTAL RAW MATERIALS

PROCESS

78% POST-CONSUMER WASTE ON TOTAL MATERIAL USED IN THE PRODUCT PACKAGING

PRODUCT

- ON-DEMAND PRODUCTION
- MODULARITY SOLUTIONS

KPIs

100% OF TRACED UNITS ON TOTAL NUMBER UNITS, FOR EACH PHASE OF THE VALUE CHAIN

PRODUCT

100% OF PHASES TRACED ON THE TOTAL PRODUCTION PHASES COVERED IN THE VALUE CHAIN

100% OF ENERGY FROM RENEWABLE SOURCES USED ON TOTAL ENERGY

PROCESS

CHEMICAL MANAGEMENT

100% OF THE CHEMICALS WITH HAZARD INFORMATION INPUT IN THE CHEMICAL INVENTORY

PROCESS

100% OF THE PRODUCTS THAT ARE COMPLIANT WITH PRSL OR SPECIFIC PARAMETERS

PRODUCT

- GREEN LOGISTICS

- CARE AND REPAIRING SERVICES
- RENTAL, SUBSCRIPTION RENTAL AND LEASING
- RE-COMMERCE
- PEER-TO-PEER PLATFORM

KPIs

100% OF KG WITH ADDITIONAL SUSTAINABILITY INFORMATION PROVIDED ON VOLUNTARY BASIS ON THE PRODUCTS

100% OF KG UNITS PROVIDED WITH CARE & MAINTENANCE ADDITIONAL INFORMATION ON TOTAL KG

PRODUCT

- RECYCLING AND REGENERATION
- UPCYCLING
- DOWNCYCLING

(** The KPIs include industrial wastes, the packaging and the product as well).

Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Traceable Fiamma Bag

A Deep Dive into Calf Leather Supply Chain Traceability

Discover more about this project at this **LINK**

B2B

The calf leather of the Ferragamo Fiamma bag has been traced from farming to product assembly in accordance to ICEC TS_SC410 standard with the aim to test and validate a Due Diligence management system in compliance with the upcoming Regulation on Deforestation-free products (EUDR Reg. UE 2023/1115). It also respects the eco-designs principles of durability assessed through thoughtful physical and fastness tests in compliance with UNI 10826. In its tanning process, the safe chemical substances used are compliant with the foundational level of the ZDHC framework and the environmental management system of the tannery is ISO 14001 certified.

PARTNERS

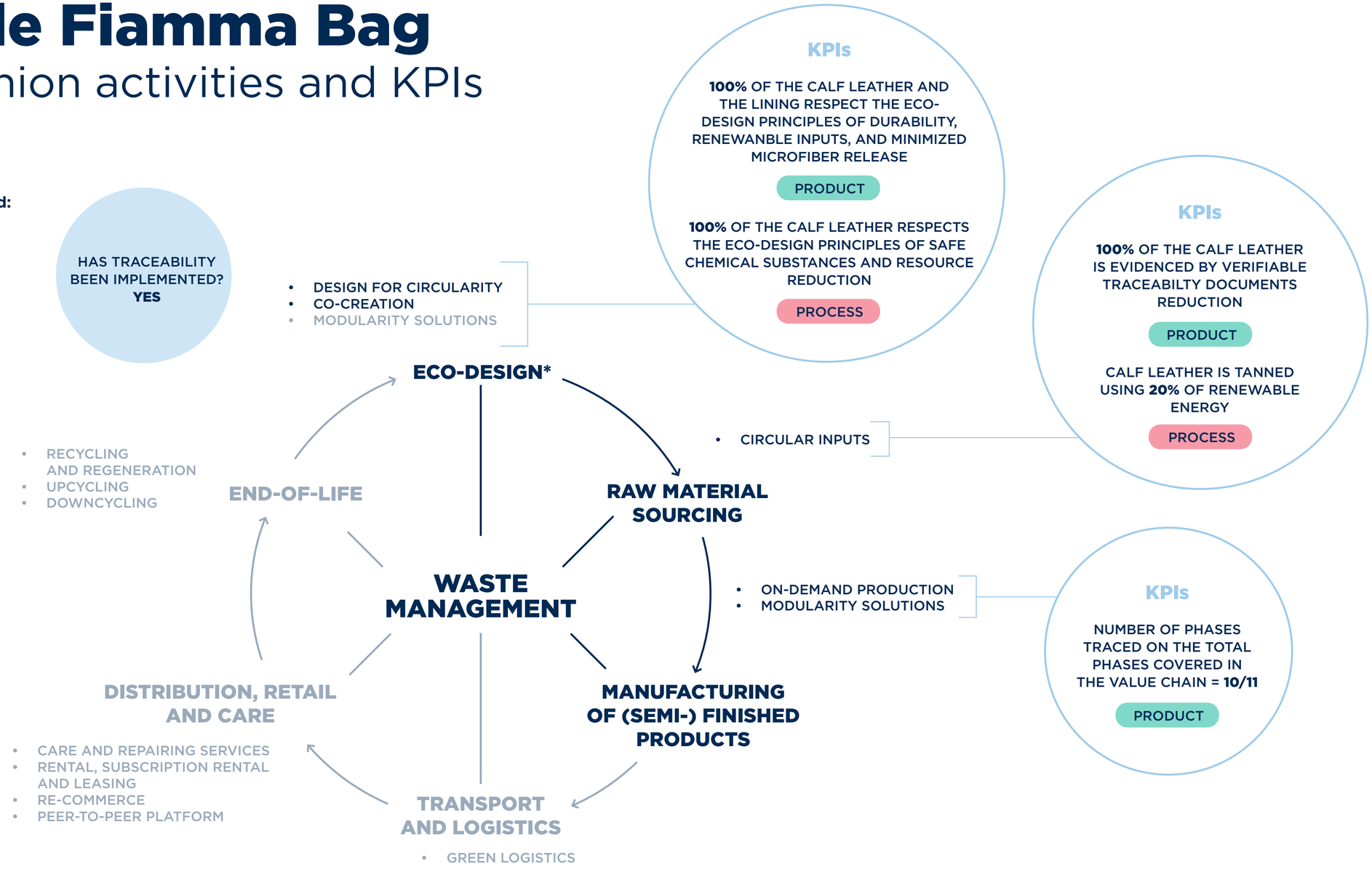
FERRAGAMO · UNIC ITALIAN TANNERIES · ICEC · ANTIBA · Temera

Traceable Fiamma Bag

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- recyclability
- recycled materials
- safe chemical substances
- renewable inputs



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Kintsugi

Repairing broken POM plastic slide fasteners on Zayn jackets

Discover more about this project at this **LINK**

B2B B2C

Kintsugi is an ancient Japanese art of restoration, aiming to enhance rather than hide repairs. This mastery inspired YKK® to develop an innovative technique to repair broken teeth of POM plastic slide fasteners (VISLON® zip), used in Save The Duck's Zayn jackets. In case of damage, jacket's user can apply for Save The Duck's repair service that, instead of replacing the entire zip with a new one, fixes it with a zamak element applied to the broken section. Compared to the production of a new VISLON® zip, this solution implies a reduction of energy consumption by 92% and a saving of 97% in water utilisation*.

*comparison between 60 cm open-end VISLON® zip with standard slider and zamak element 1 piece each; based on LCA analysis internally conducted.

PARTNERS

SAVE THE DUCK

YKK™ Little Parts. Big Difference.

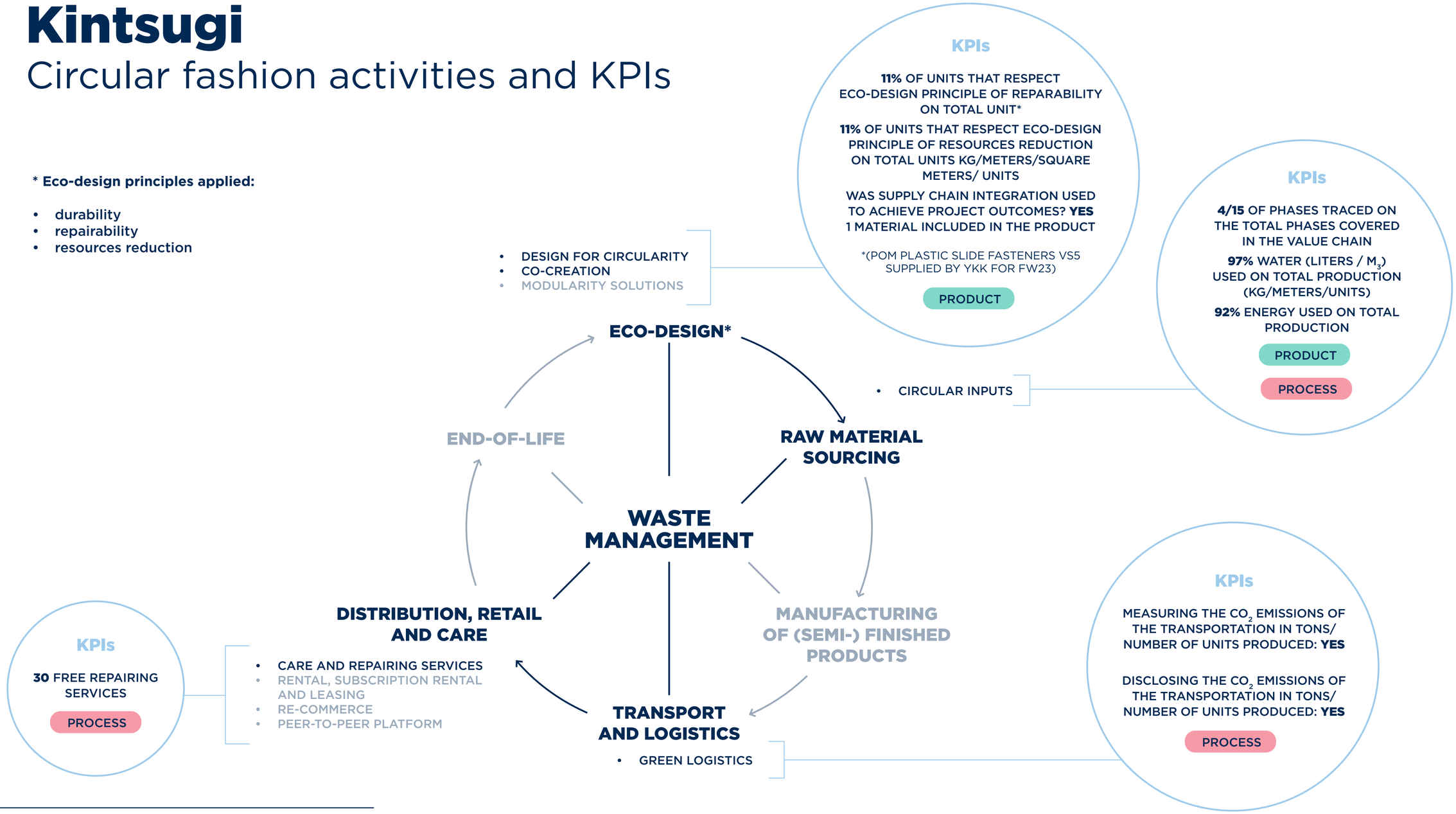
Temera

Kintsugi

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- repairability
- resources reduction



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

Digital Product Passport

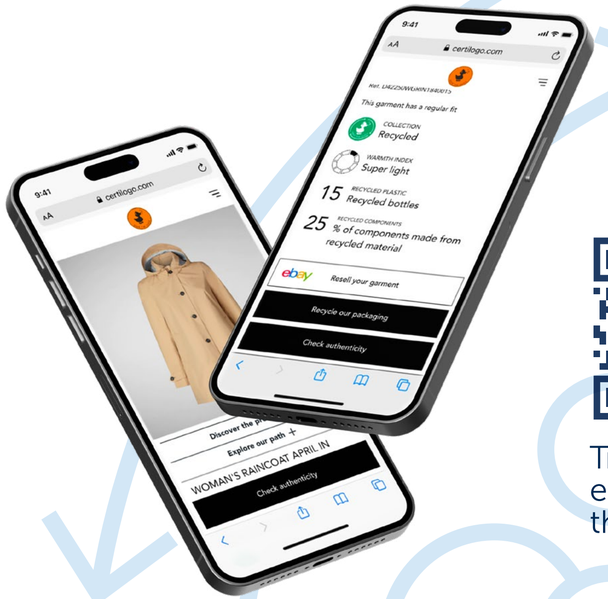
The commitment to traceability

Discover more about this project at this **LINK**

B2B B2C P2P

Service description

Each garment has a story to tell and it's time to discover it. By scanning the QR code already present in 99% of the items, it will be possible to dive deeper into products' features: from their origins to technical characteristics and certifications, as well as how to maintain and preserve the garments.
Looking forward this project empowers clients in circular economy. Thanks to the latest innovation in collaboration with Certilogo, each pre-loved item can be resold on eBay directly.



Try the digital experience at this **LINK**

PARTNERS

SAVE THE DUCK

CERTILOGO

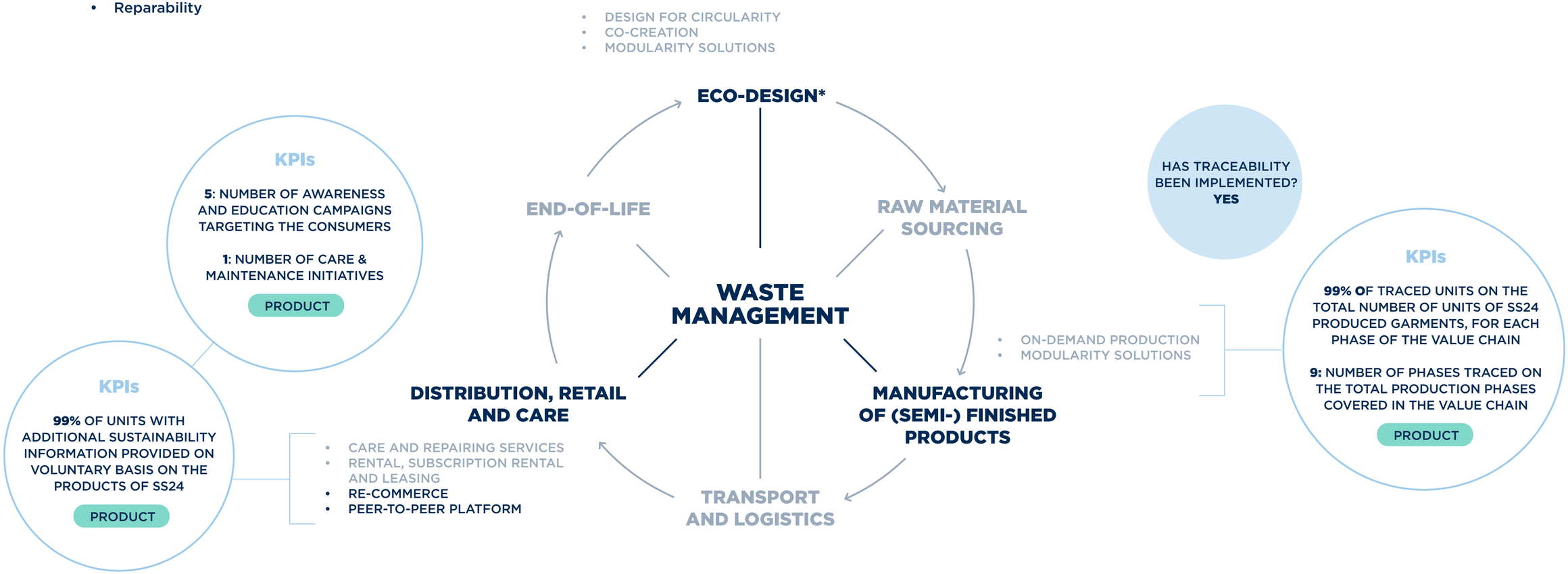
ebay

Digital Product Passport

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- Durability
- Reusability
- Reparability



Source: SDA Bocconi Monitor for Circular Fashion Report 2023.

C-Factor initiative

C=Circularity!

C-Factor is an initiative part of the Monitor for Circular Fashion by SDA Bocconi.

Its goal is to **promote circular fashion startups**, create a network among sustainability innovators, and provide opportunities to stakeholders of the fashion industry.

Startups pitch during the M4CF Plenary Meetings. The M4CF Partners represent the jury evaluating the startups.

Final event of the Monitor for Circular Fashion 2023

C-Factor initiative benefits and objectives

Pitching at C-Factor allows startups to access an exclusive community of leading and emerging fashion players.

KEY BENEFITS FOR STARTUPS:

1. **participating to the final event** of the Monitor for Circular Fashion;

2. **connecting with brands** which are looking for solutions to increase their circularity;

3. gaining access to tailor-made **learning opportunities.**

C-FACTOR KEY OBJECTIVES:

1. connecting the partners of the M4CF to small and innovative players;

2. creating a network among sustainability innovators;

3. updating the M4CF partners on latest technological advancements in the fashion industry;

4. providing opportunities for collaboration on the development of pilot projects between small and large players;

5. providing a plaftorm for fashion circularity startups.

C-Factor initiative: results

31 SMEs and startups involved

2023

- Artknit Studios
- Belt Bag
- CDC studio
- Dot Zero
- Ethicarei
- Fairly Made
- Gaia Segattini
- Il Filo Colorato
- Primal Soles
- Re4circular
- Reflaunt
- Renewcell
- Resortecs
- Seay
- The Running Republic
- Zerow

2024

- Aion
- Befreest
- Bio-Diversity
- Colorifix
- Epoch Biodesign
- Fashion for
- Human Material Loop
- Ictyos
- Noosa
- Onus
- Pili
- Ponda
- Proke
- The 8 Impact
- Urban Darzi
- Vestis Labs

#ReFashionNow initiative

2023

2024

The **#ReFashionNow** initiative at the Monitor for Circular Fashion is dedicated to promoting sustainable and circular fashion, with a particular focus on student engagement. Two key events held in May 2023 and May 2024 served as platforms for this mission. The events facilitated discussions between over 150 students and industry leaders on sustainable fashion practices, addressing greenwashing, introducing the Monitor for Circular Fashion C-Factor initiative, and how to incorporate fashion circularity at urban level. The events align with the broader EU Strategy for Sustainable Textiles, emphasizing transparency, consumer trust, and durable product design.

Objectives

- Engage students with industry leaders to discuss sustainable and circular fashion practices.
- Combat greenwashing and promote transparency in the fashion industry.
- Launch the Monitor for Circular Fashion C-Factor to measure and encourage circularity in fashion (2023).
- Involve students in the Ideathon: Refashioning Milan to transform Milan into a sustainable fashion hub (2024).
- Align with the EU Strategy for Sustainable Textiles, emphasizing consumer trust and durable product design.

#ReFashionNow initiative: cooperation with other multi-stakeholder initiatives

MUSA* Spoke 5

MUSA Spoke 5 focuses on aligning Milan's high-visibility sectors—luxury, fashion, and design—with top sustainability standards through innovative materials, processes, and business models. It aims to facilitate the transition to sustainable business practices, support companies in adopting new technologies, and promote responsible supply chains. MUSA Spoke 5 also works on developing a platform for sustainable luxury manufacturing and retail, enhancing consumer awareness, and providing training for industry professionals, contributing to the ecological transition of Milan's fashion and design industries.

Link to platform: r4milanoecosystem.it

Ideathon

As part of MUSA Spoke 5, Bocconi University organized the Ideathon "Refashioning Milan", which challenged students to envision and propose innovative solutions to transform Milan in the Sustainable and Circular Fashion and Design Capital". The Monitor for Circular Fashion has endorsed the Ideathon during the #ReFashionNow 2024 event.

*MUSA - Multilayered Urban Sustainability Action is the Ecosystem of Innovation funded by the Ministry of University and Research as part of the National Recovery and Resilience Plan. The project sees the collaboration between University of Milano-Bicocca, the proposing institution, Politecnico di Milano, Bocconi University, the Università Statale di Milano and numerous public and private partners. MUSA was born in Milan as a response to the challenges that the metropolitan reality faces in the transition towards the three dimensions of sustainability: environmental, economic and social. With an ambition: to inaugurate a new model of public-private collaboration that can be replicated nationally and internationally.

Next steps

Circular projects

1. Scaling-up the circular pilot projects.
2. Extending the test of KPIs to the companies products and processes.
3. Collaborating with new Partners in additional product categories and processes (i.e. logistics, retail & e-tail).

M4CF overall

The Monitor for Circular Fashion is committed to be an active stakeholder in the future steps of the UNECE The Sustainability Pledge project and European Commission TTP co-implementation.

The Monitor for Circular Fashion 2024 report will be published in February 2025 during a multistakeholder event in SDA Bocconi. All the research material can be found on the website www.sdabocconi.it/circularfashion

SDA Bocconi
SCHOOL OF MANAGEMENT

SUSTAINABILITY LAB
MONITOR FOR CIRCULAR FASHION

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