SDA Bocconi
SCHOOL OF MANAGEMENT

SUSTAINABILITY LAB
MONITOR FOR CIRCULAR FASHION

Circular Fashion MANIFESTO 2025

Best practices update

Monitor for Circular Fashion (M4CF) 2025/2026 Partners

Signatory Partners

AVERY DENNISON

Candiani DENIM

CERTILOGO

deda.stealth
POWERING YOUR FASHION JOURNEY

eurojersey

FERRAGAMO

GIORGIO ARMANI

Gi. Tessil Foderami

MODA

KERING

LECTRA

MANTECO
MANTELLASSI COMPAGNIA TESSILE

Oscalito 1936

RADICI GROUP

retraced

SAVE THE DUCK

Temera

TOD'S

UL Solutions

vibram

VITALE 1663 BARBERIS CANONICO

Vivienne Westwood

Ympact
Tracing fashion to a responsible future

YKK
Little Parts. Big Difference.

Signatory KPIs Committee

bip.

ICEC

UNIC
ITALIAN TANNERIES

Technical Partners

enterprise europe network
Business Support on Your Doorstep

ETP
Fibres
Textiles
Clothing

EURATEX

Key Facts

27
SIGNATORIES

97,581+ [1, 2]
EMPLOYEES (2024)

€ 28 BN [1, 2]
TOTAL REVENUES (2024)

(1) UNIC data is excluded from the figures reported above. UNIC represents the Italian tanneries whose figures are 4.1 Billion EUR and 17,975 employees in 2024.

(2) Certilogo and UL Solution data relate to 2023.

Circular Fashion Manifesto last update: 15.9.2025

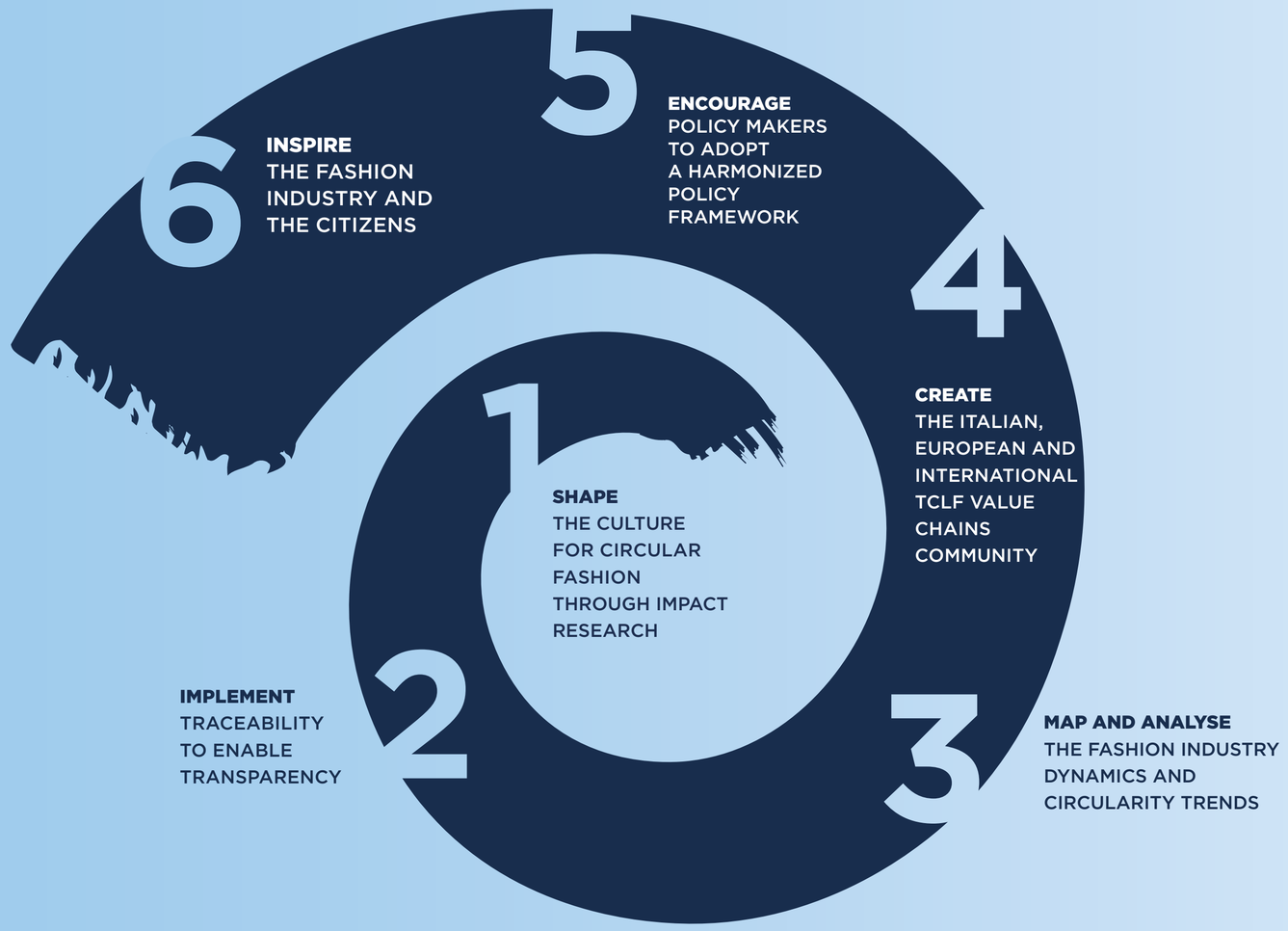
Introduction

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...

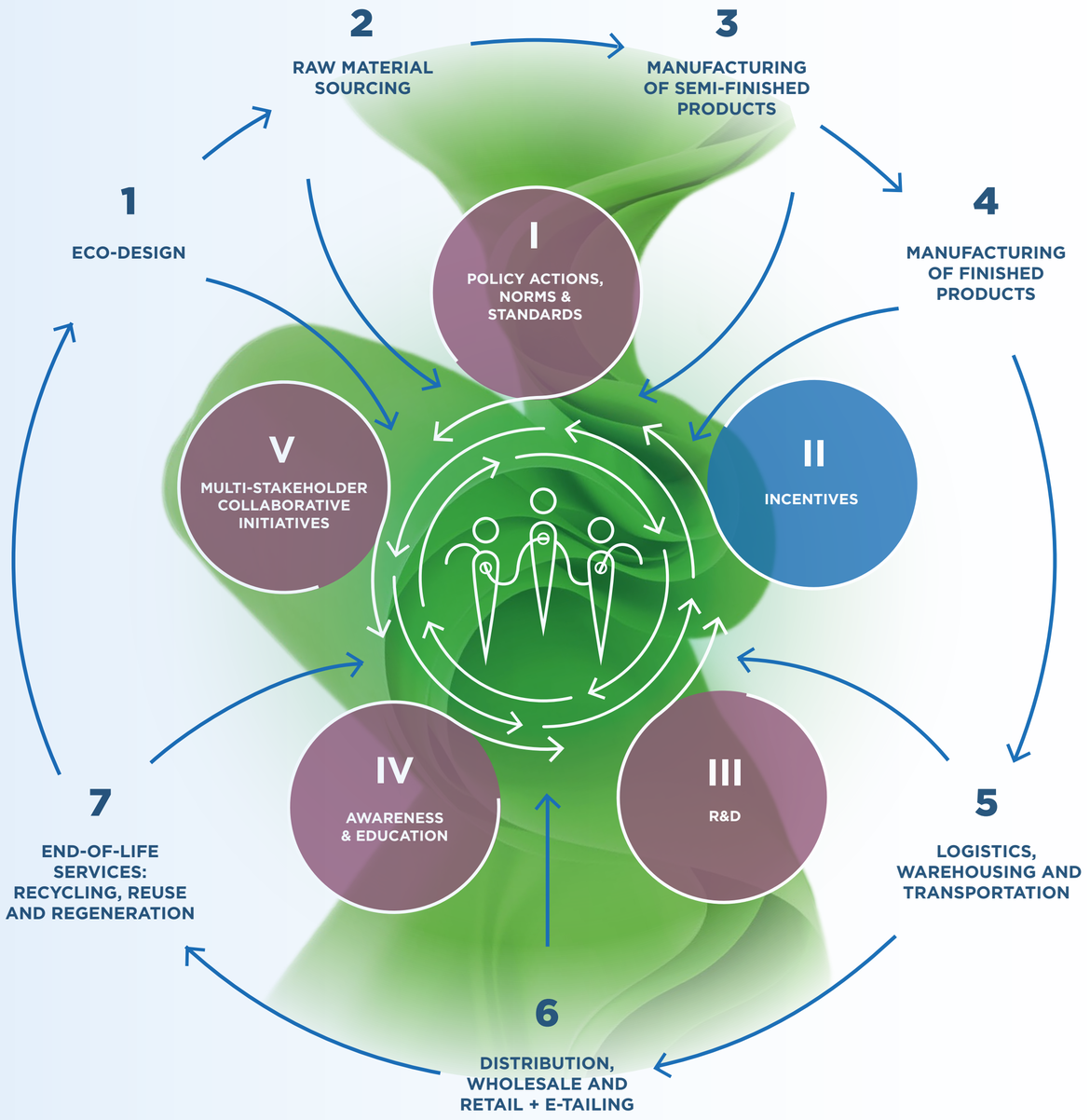


Our Pledge to EU Textiles Ecosystem Platform

The **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. In 2025, for the fifth year, the Partners of the Monitor for Circular Fashion presented their traceability and transparency commitment to the UNECE Sustainability Pledge.

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

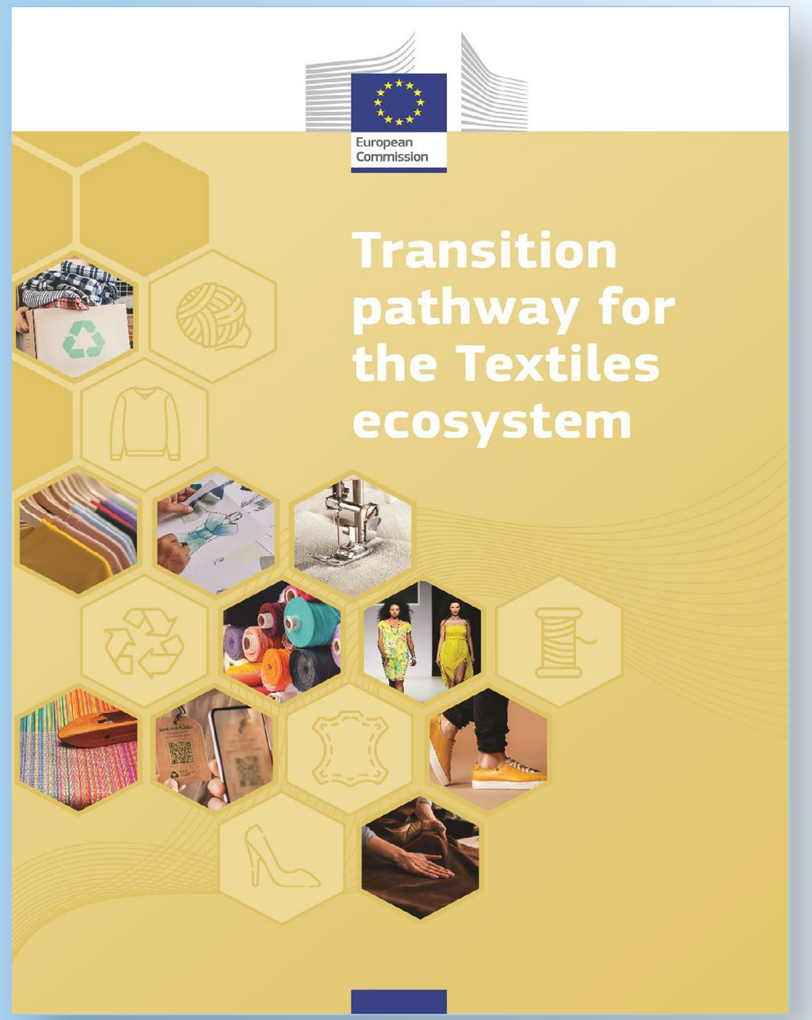


Our Pledge to the Textiles Ecosystem Transition Pathway

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. This commitment is revewed on an annual basis.

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



Our Pledge to EU Textiles Ecosystem Platform

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

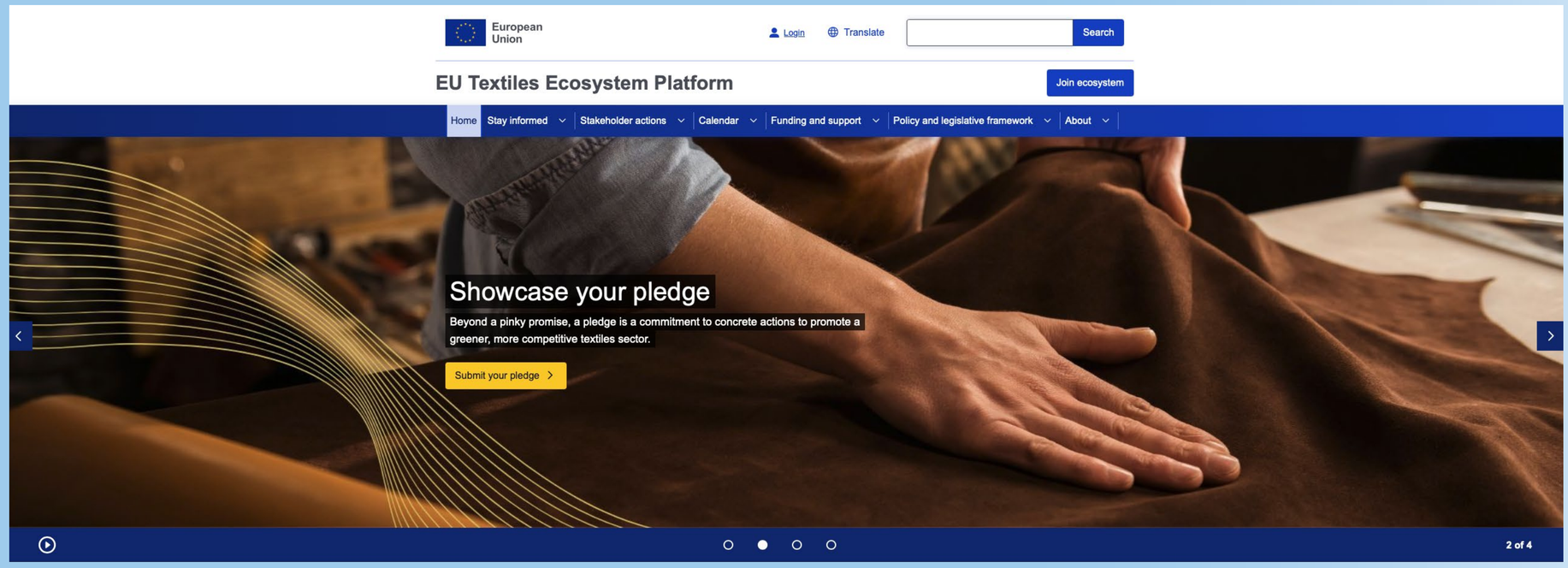
BUILDING BLOCK 8:
ECOSYSTEM'S READINESS TO SUPPORT EU STRATEGIC AUTONOMY AND DEFENCE EFFORTS

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 Monitor for Circular Fashion is committed to be an active stakeholder in the EU Textiles Ecosystem Platform



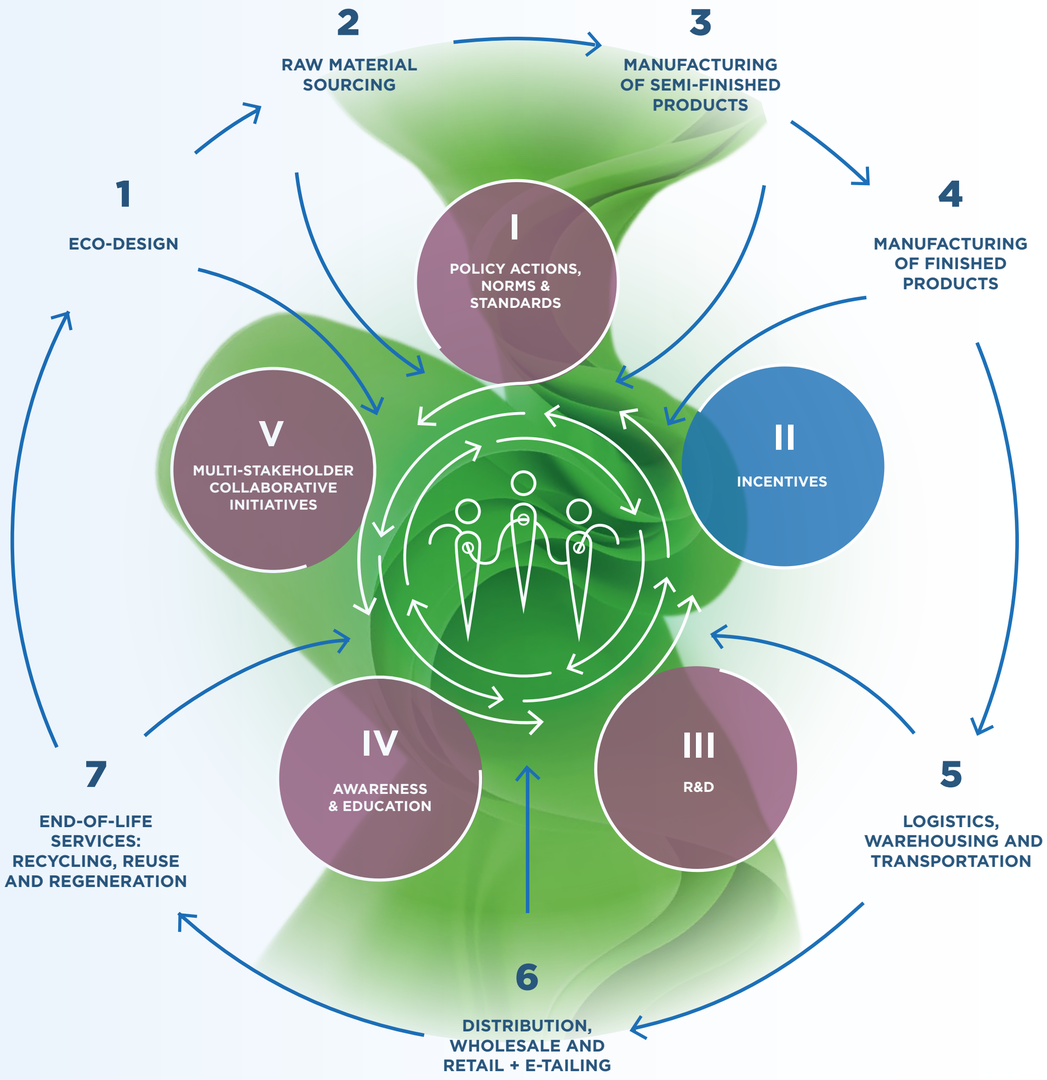
SCAN ME!

Discover more at this **LINK**

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**[3] 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.



(3) 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, 2024 and 2025.

Company commitments of the M4CF

	COMMITMENTS[4]			
	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 and the Regulation on Ecodesign Requirements entered into force on 18 July 2024.			
CIRCULAR VALUE CHAIN ACTIVITY	**COMMITMENTS[4]**	**ACTIONS**	**SAMPLE TOOLS**	**MAIN STAKEHOLDERS INVOLVED**
1. ECO-DESIGN	IMPLEMENTING ECO-DESIGN PRINCIPLES	Liaising with multi-stakeholder initiatives focused on eco-design.	Mapping of multi-stakeholder initiatives focused on eco-design.	Companies Policy Makers Associations, Foundations and NGOs
			Incentives.	
			Dedicated hubs/forums to promote diffusion of knowledge and best practices.	
		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
2. 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.	Companies Policy Makers Academia Technology and service providers Investors
			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.	

(4) 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.

Company commitments of the M4CF

CIRCULAR VALUE CHAIN ACTIVITY	COMMITMENTS	ACTIONS	SAMPLE TOOLS	MAIN STAKEHOLDERS INVOLVED
2. 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
3. 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(5) • 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

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

Company commitments of the M4CF

CIRCULAR VALUE CHAIN ACTIVITY	COMMITMENTS	ACTIONS	SAMPLE TOOLS	MAIN STAKEHOLDERS INVOLVED
4. 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
5. 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
6. 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

Circularity projects, C-Factor and #ReFashionNow initiatives

Among the several projects implemented during 2025 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 the negative impact on our planet;
- **enhance circularity and sustainability of value chains** through traceability and transparency;
- **implement circular business processes** along the value chains;
- **adopt common indicators** to measure progress on circularity in the 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:

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

- **#ReFashionNow:** raising public awareness and educating 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

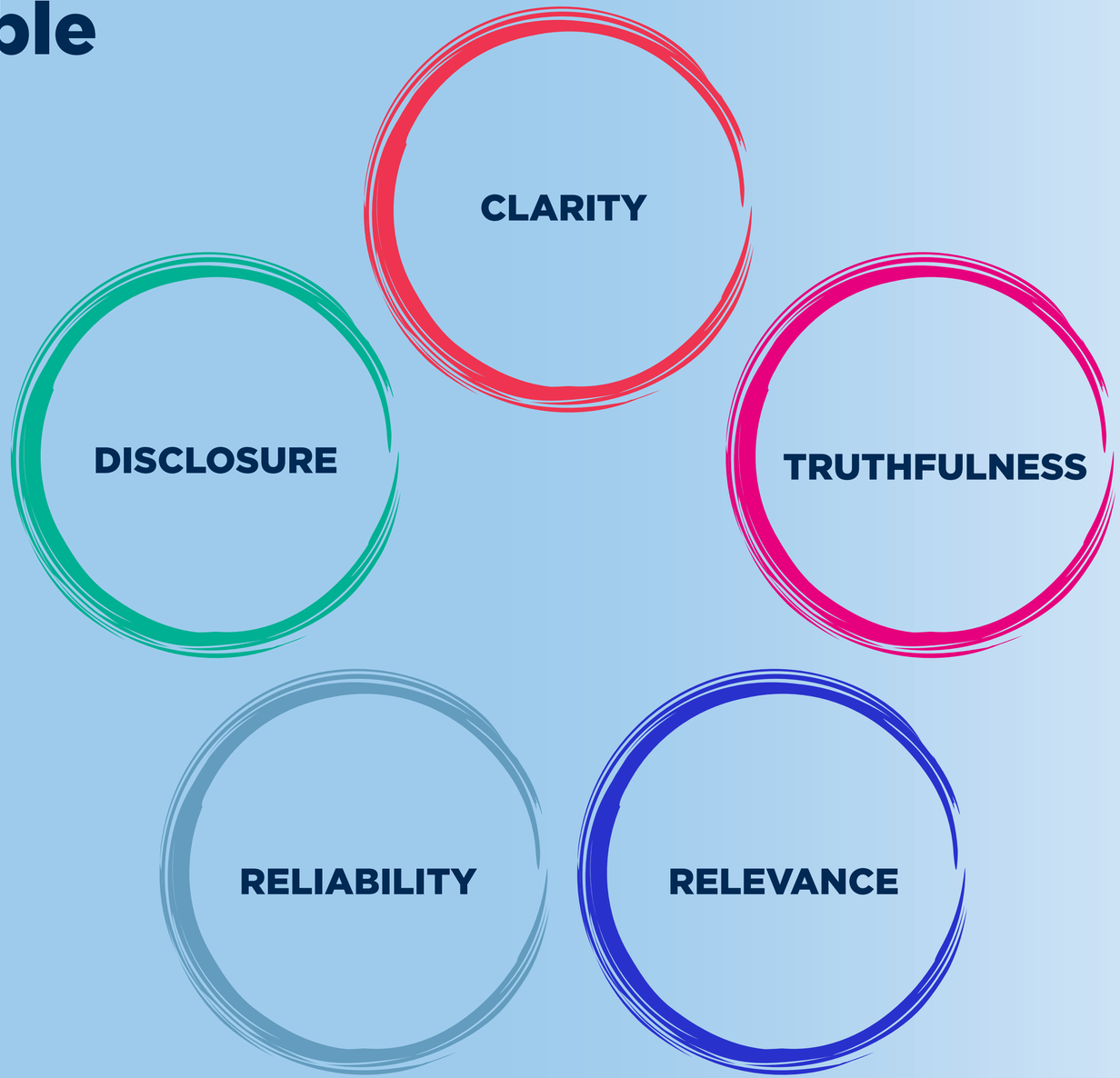
1. Establishing teamwork between ingredient brands, brands & retailers and service providers.
2. Building reliable sustainability claims to fight greenwashing.
3. Implementing and testing industry specific KPIs into a real-life product or service, referring to the Circular Fashion Activities.
4. Implementing 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, M4CF partners engaged with small players, start-ups, external designers, and social enterprises, acknowledged as best practices in 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 2024/2025.

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

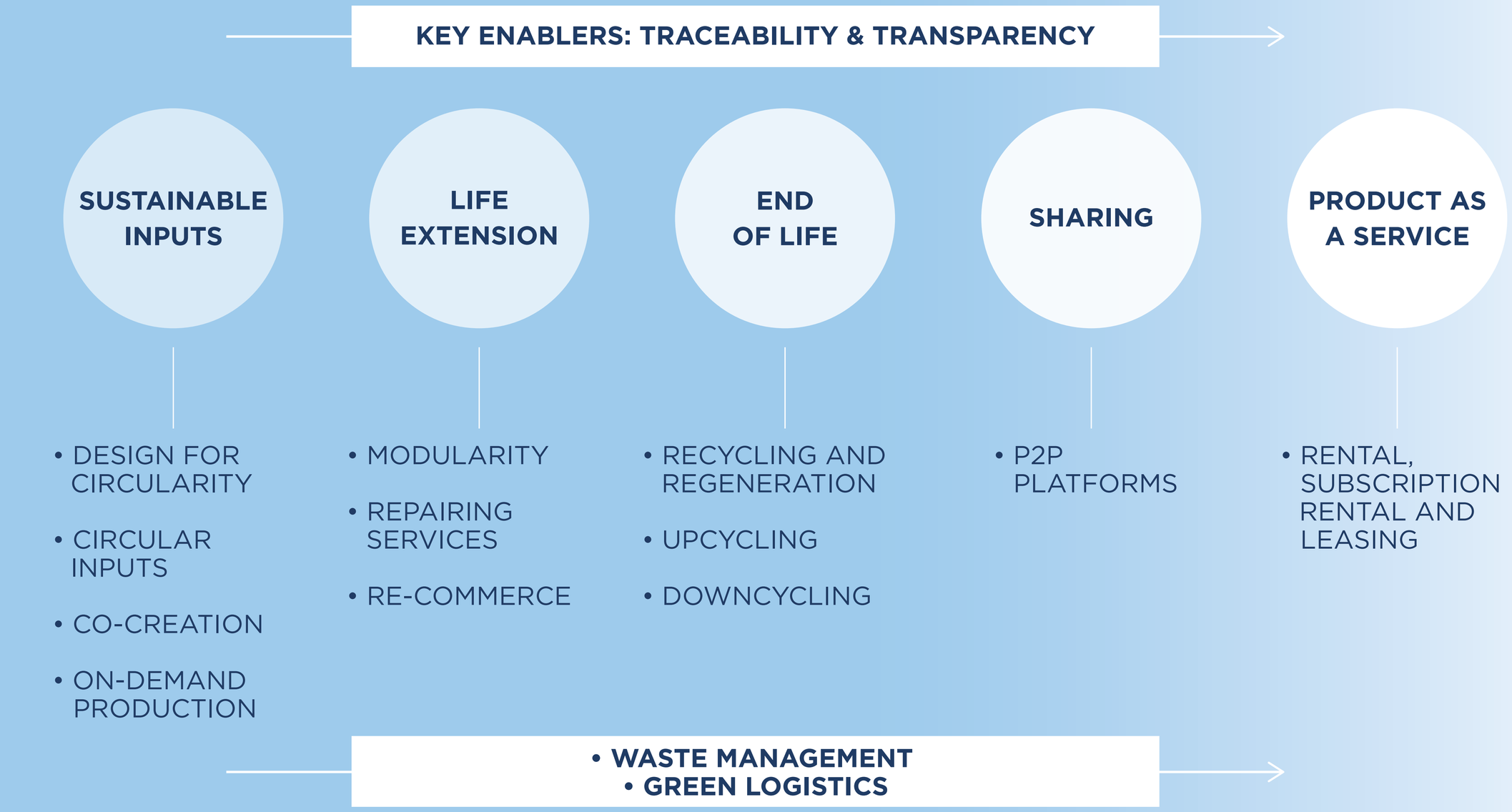
CIRCULAR LIFECYCLE	HEALTH & SAFETY	SUSTAINABLE INPUTS
Durability	Safe chemical substances	Renewable inputs
Reusability	Minimized microfiber releases	Recyclable inputs
Reparability		Recycled inputs
Recyclability		Resources reduction

Source: SDA Bocconi Monitor for Circular Fashion Report 2024/2025.

5. Enhancing circularity through services

M4CF projects can also relate to services, referencing 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.



Source: SDA Bocconi Monitor for Circular Fashion Report 2024/2025.

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 2022-2025

2022

- Think leather
- Eco-designed jeans
- Trace me
- Repairing T-shirt
- Component shoe
- Anima
- M-Pocket

2023

- Re-Gen H
- Ela Sweatshirt
- Traced Leather Varina ballet flat

2024

- One Next Step
- Traceable Fiamma Bag
- Kintsugi
- Digital Product Passport

2025

- Nova: the evolution of a “Star”
- Closing the T2T recycling loop
- DuckCare
- Easy Zip
- Furoshiki Wool
- SecondFlow

Updated from 2024

Digital Product Passport

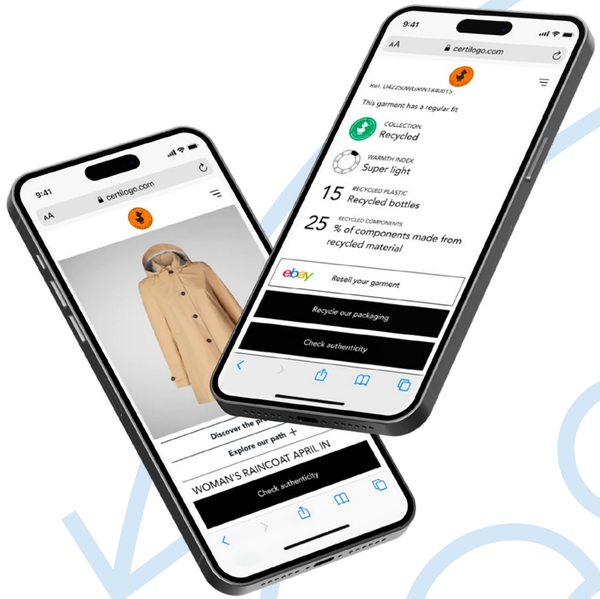
The commitment to traceability

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 or donated to Humana People to People directly.



Try the digital experience at this **LINK**

PARTNERS

SAVE THE DUCK · CERTILOGO · ebay · HUMANA PICCOLI GESTI CHE TRASFORMANO IL MONDO

Digital Product Passport

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- reusability
- reparability

- DESIGN FOR CIRCULARITY
- CO-CREATION
- MODULARITY SOLUTIONS

Nova: the evolution of a “Star”

Redesigning our "Tote bag STAR-shaped" by driving innovation in material and processes

B2C

The Nova bag is the result of an eco-design process focused on maximizing the use of renewable, bio-based materials while ensuring full traceability and chemical safety. Its bio-based carbon content—defined as the portion of carbon in the material derived from renewable biological sources, as measured through C14 radiocarbon testing—is verified at 84.3% on the total weight. The textile body is made with 100% Bio-based Biofeel® Eleven (PA 11 yarn) from RadiciGroup, derived from castor oil, while the leather parts use vegetable-tanned leather from Conceria Antiba, containing 76.7% bio-based carbon carried out in accordance with UNI EN 16640:2017. Antiba ensures traceability of the leather according to ICEC TS_410, operates under ISO 14001:2015 environmental management systems, and complies with ZDHC MRSL v3.1. The bag is assembled without metal hardware or glue, with a 60% packaging volume reduction.

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

PARTNERS

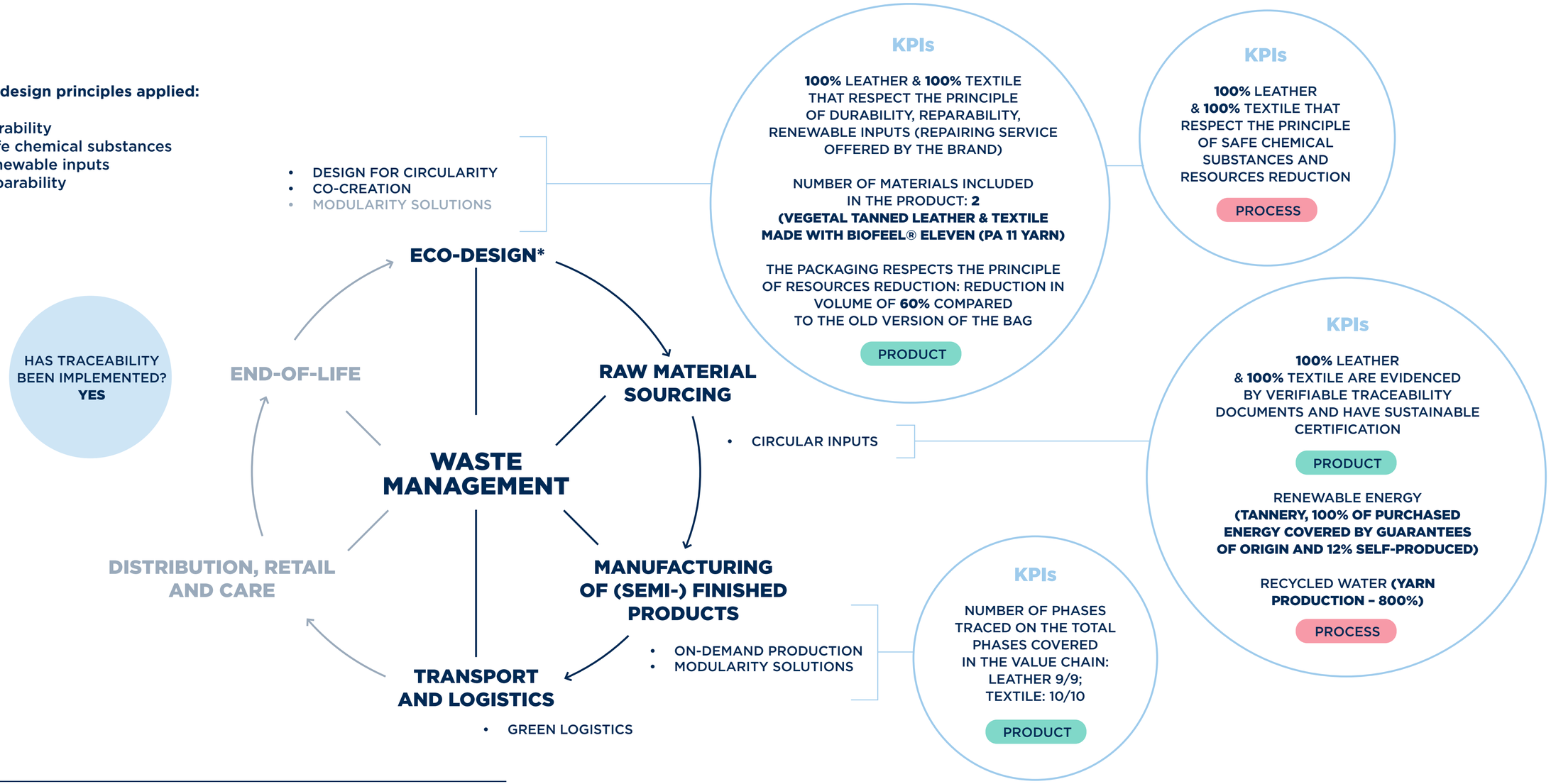
FERRAGAMO · RADICI GROUP · ANTIBA · ICEC · UNIC ITALIAN TANNERIES · Temera

Nova: the evolution of a “Star”

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- safe chemical substances
- renewable inputs
- reparability



*More details in support of the eco-design principles are available in the digital voice.

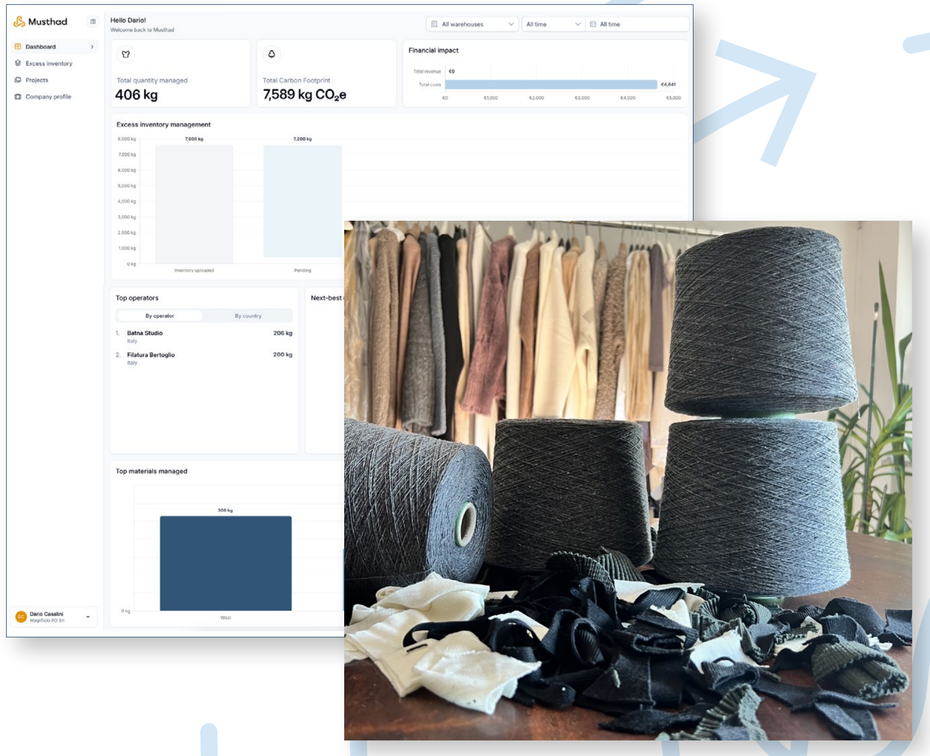
Closing the *T2T recycling loop

Oscalito partners with Musthad to optimize circular waste management

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

B2B

Musthad has supported Oscalito in establishing a pilot circular supply chain to recycle 100kg of wool and silk production scraps into 68kg of new yarn, set to be part of a brand's future collection. The recycling process follows a closed-loop model for production waste, with all processing — including shredding and spinning — conducted in Italy within a distance of less than 500 km. The output yarn consists of 42% recycled wool, 40% virgin wool, and 18% recycled silk and is 100% recyclable. The documents supporting the traceability of the circular supply chain on the Musthad platform include the by-product sheet, transport document, yarn specification sheet, and recycling declaration.



PARTNERS

Oscalito 1936 · Musthad · Temera

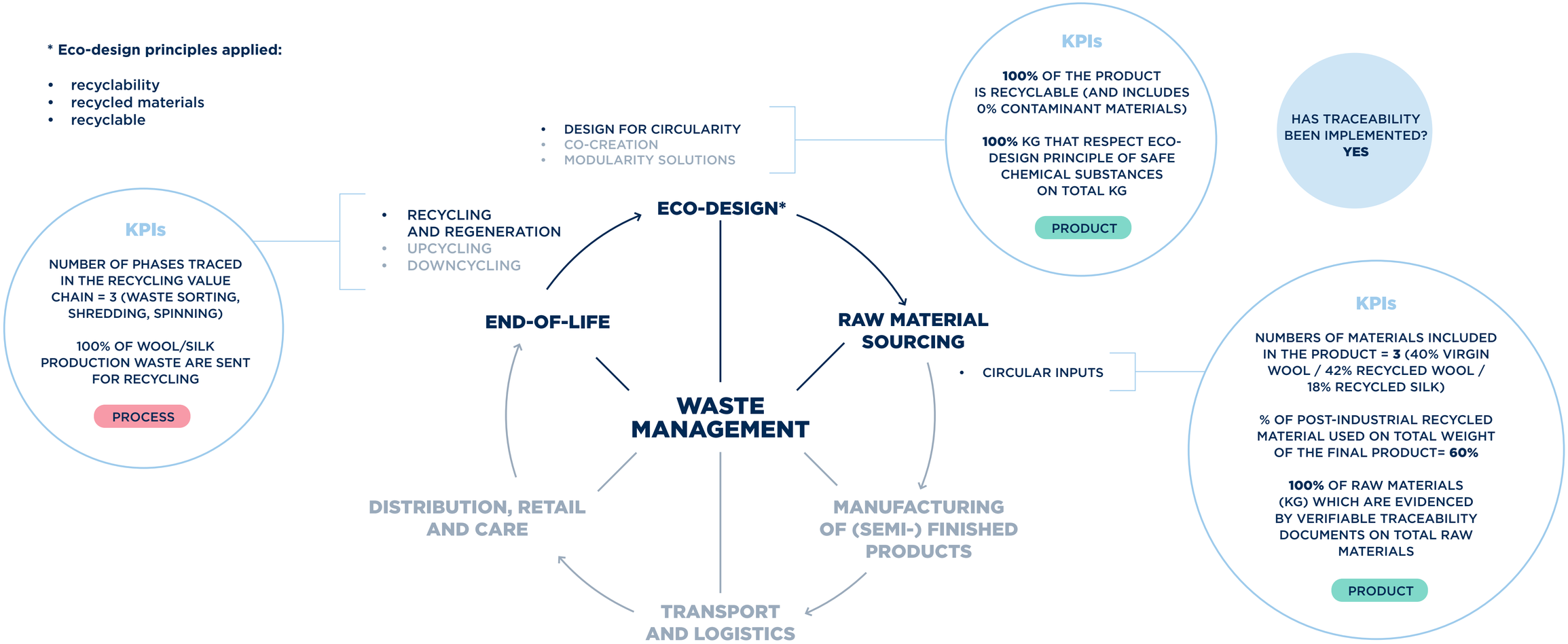
* T2T: also called Textile-to-Textile, refers to the process of recycling textile waste, like fabric scraps and used clothing, into new textile products.

Closing the T2T recycling loop

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- recyclability
- recycled materials
- recyclable



DuckCare

Stitch happens

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

B2C

We offer a paid repair service that exceeds the legal warranty, including broken zippers, damaged pullers, and/or loose seams.

PARTNERS

SAVE THE DUCK

PRISM

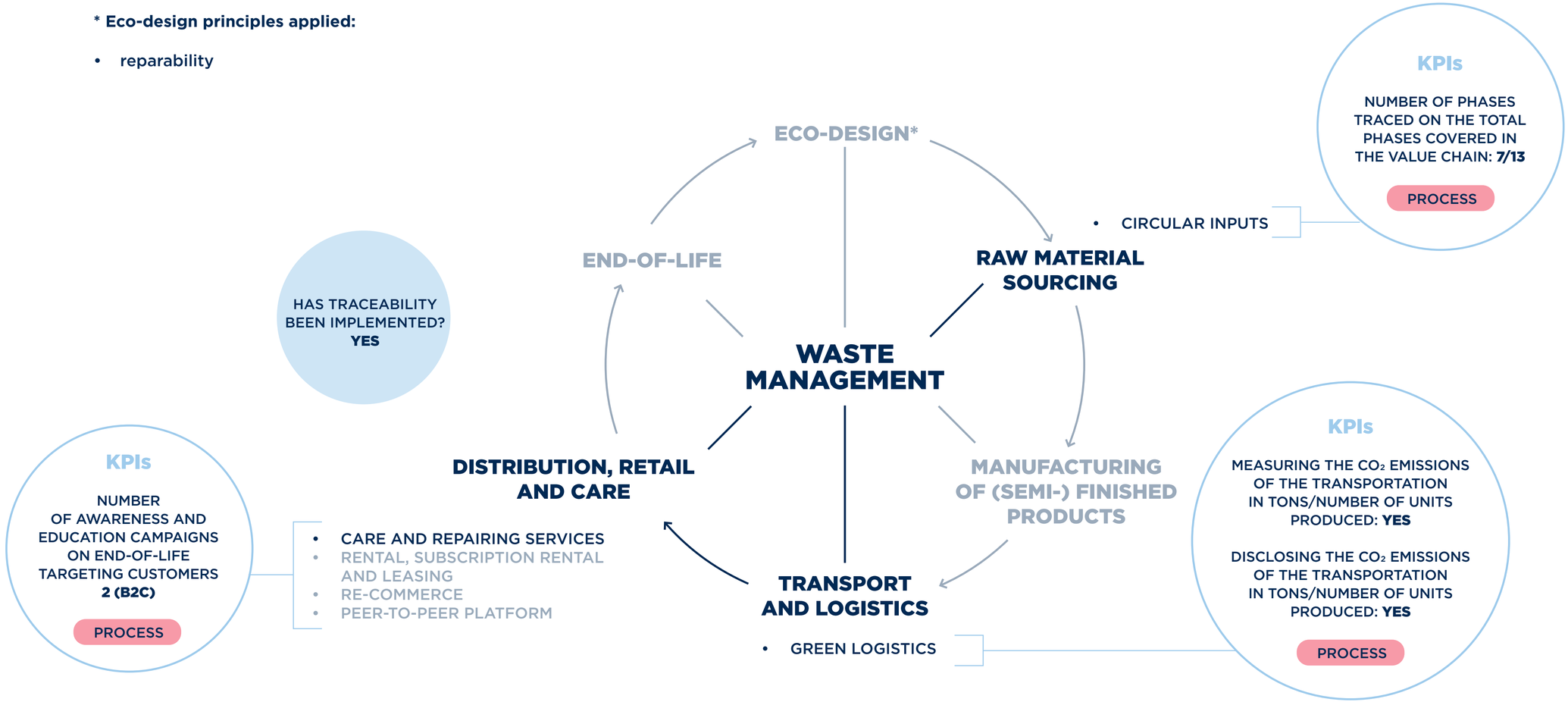
CERTILOGO

DuckCare

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- reparability



Easy Zip

Repairing broken puller on jackets

B2C

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

To increase the repairability of garments, Save The Duck and YKK® have co-developed a modular zipper puller that enables targeted maintenance interventions. In cases where a malfunction or damage occurs to the zipper puller on a Save The Duck jacket, consumers can access a specialised repair service that replaces only the damaged component rather than the entire zipper system.
This repair approach extends garment longevity by up to five years, aiming an average annual reduction of 27% in Global Warming Potential impact per year of use (GWP- $KgCO_2eq$/unit per year), as demonstrated by a Life Cycle Assessment (LCA) comparing a repaired versus an unrepaired jacket. From an internal analysis, the replacing of only the zipper puller leads to a 89% decrease in raw material usage, compared to the production of a 60 cm VISLON® open-end zipper with standard slider and a single replaceable puller.

PARTNERS

SAVE THE DUCK

YKK™ Little Parts. Big Difference.

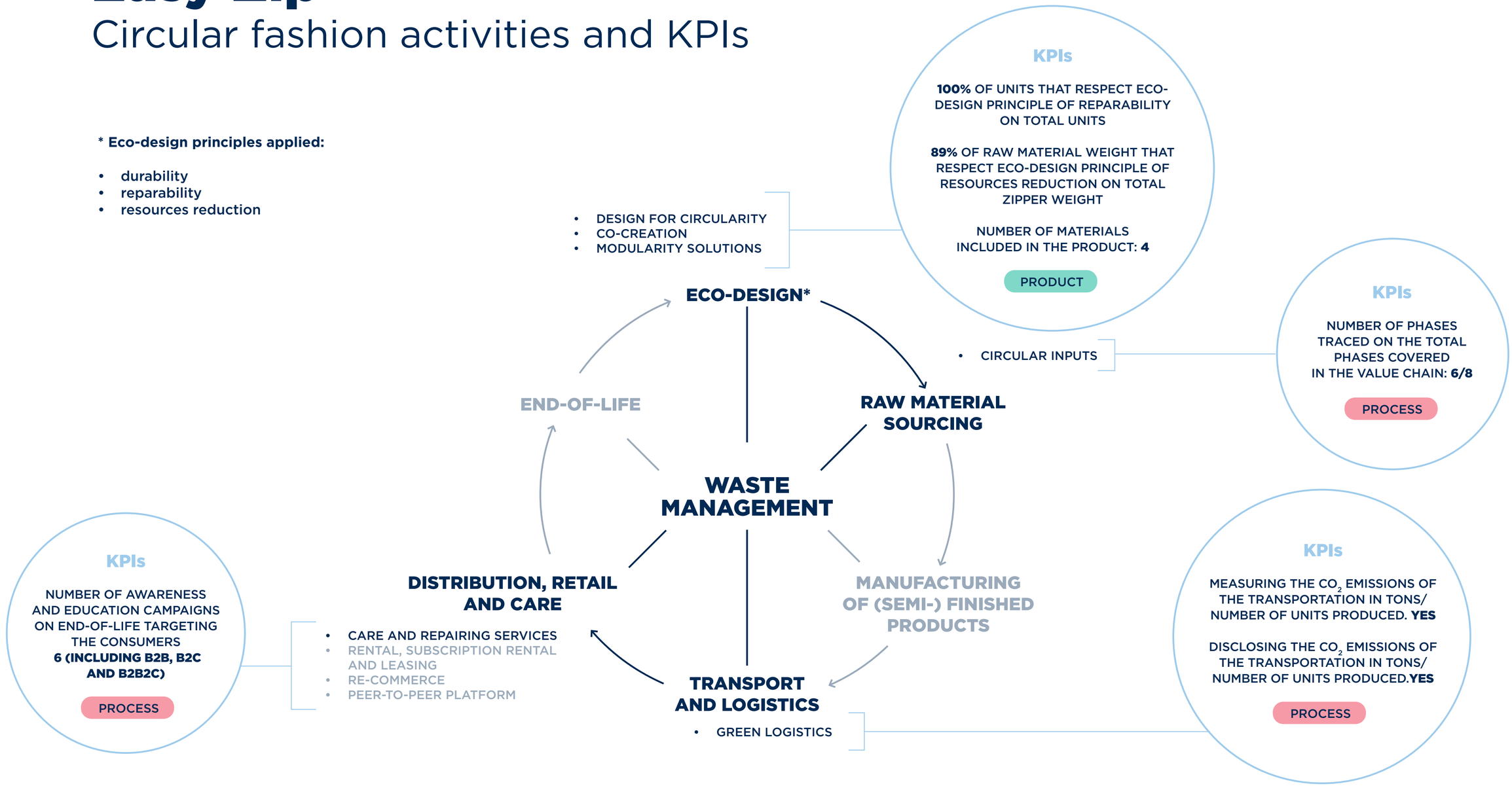
Temera

Easy Zip

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- durability
- reparability
- resources reduction



Furoshiki Wool

B2C

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

A flexible upper accommodates every foot shape and, thanks to the sole that wraps around the foot, we can cover several sizes with one model - reducing size variants in warehouses and distribution channels by up to 50%. As with all Vibram soles, the environmental impact of the Furoshiki model is assessed through Life Cycle Analysis (LCA*). The upper fabric contains 46% MWool recycled wool, which is composed of 14% pre-consumer recycled raw material, 30% post-consumer recycled raw material, and 2% internally recovered waste. According to LCA* studies carried out, MWool shows reductions of up to 99.2% in certain environmental impact categories compared to generic virgin wool. The colours are achieved through the RECYPE® process, which blends pre-dyed MWool fibres.

PARTNERS

MANTECO®

vibram

Temera

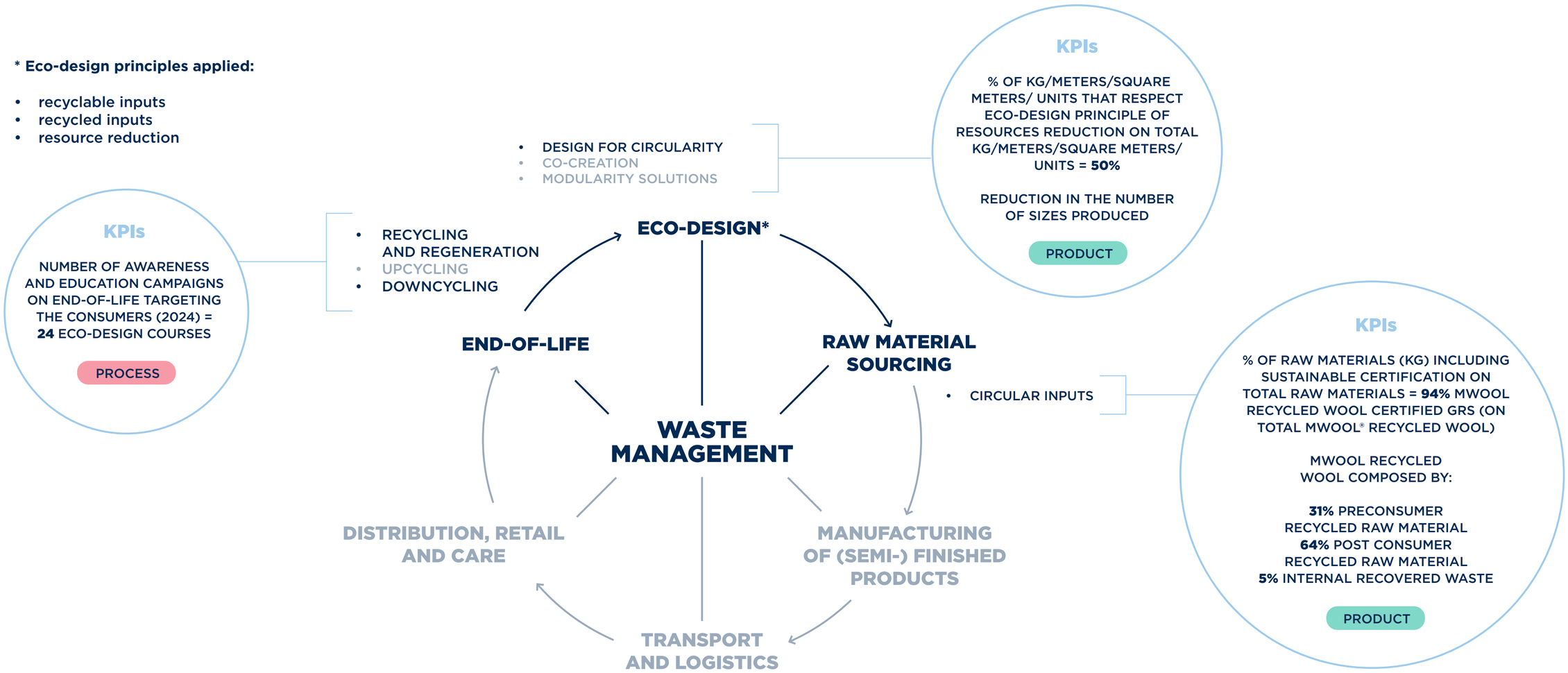
*LCA studies available in the digital voice.

Furoshiki Wool

Circular fashion activities and KPIs

*** Eco-design principles applied:**

- recyclable inputs
- recycled inputs
- resource reduction



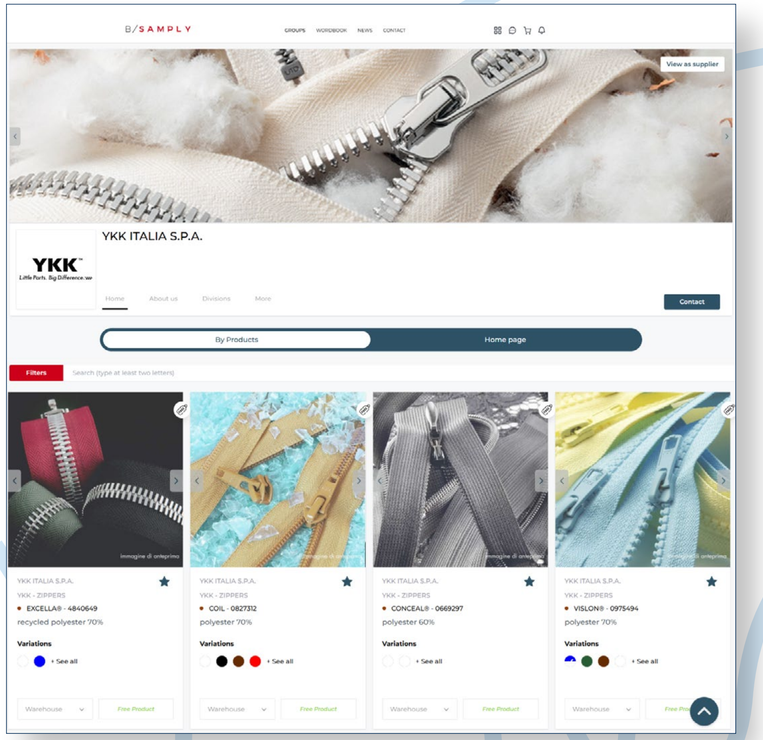
SecondFlow

Supporting circular sourcing through B2B recommerce of unused stock

B2B

Multi-Year Project: Ongoing

By integrating deadstock YKK® zipper and button inventories into the B/Samply B2B online platform, powered by Deda Stealth, this initiative actively diverts surplus materials from disposal. It also offers an alternative sourcing channel for raw materials by reusing existing deadstock instead of relying on the production of new materials. Access is granted exclusively to educational institutions, non-profit organizations, and other fashion associations. Currently there are 2,820 SKUs uploaded on the platform, belonging to two product categories: zippers and buttons.



PARTNERS

YKK™ Little Parts. Big Difference.

deda.stealth POWERING YOUR FASHION JOURNEY

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 value chains, product categories and processes.

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.

Since its inception, C-Factor has involved over 40 startups.

Final event of the Monitor for Circular Fashion 2024/2025

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. participating to a selection of **exclusive events** and dissemination projects.

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

45 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

2025

- Cloov
- Hyran Technologies
- Innuance
- Iteratif
- Manny AI
- Menaboh
- Orange Fiber
- Pulvera
- Reju
- Renoon
- Revivo
- Spazio 3R
- Visenleer

#ReFashionNow initiative

2024

2023

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.

#ReFashionNow initiative

2025

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 and 2025).
- 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 supported the Ideathon as the #ReFashionNow 2025 activity.

*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.

M4CF 2025 Recommendations to Policy Makers

In 2025 the Monitor for Circular Fashion (M4CF) SDA Bocconi focused on understanding key industry challenges for research purposes. With its advocacy activities the M4CF aims at collaborating and offering a constructive exchange with associations and other organizations engaged in lobbying activities. The M4CF partners have worked on a series of recommendations on key issues for the regulation of the fashion sector, establishing at the end of 2024 three **working groups on ecodesign & waste management, social impact and the role of technologies to accelerate the sustainable and circular transition.**

The M4CF joint position paper was presented at the European Parliament in Brussels on June 12th 2025 during the event "Circular economy and fashion industry: dialogue on key priorities" organized by **M4CF SDA Bocconi and CNA Federmoda**. The event had the goal to build a structured dialogue to make the circular transition fairer, more feasible, and more accessible, particularly for micro and small enterprises that form the productive core of the European fashion system. The dialogue among SDA Bocconi, CNA representatives, European institutions and companies involved in M4CF strongly highlighted the need to go beyond merely denouncing problems, instead proposing practical solutions and shared visions.

M4CF 2025 Recommendations to Policy Makers

As a general premise, the M4CF reiterates the importance of **adapting policies and regulations on sustainability and circularity in the TCLF sector, taking into account company size, promoting a balance between large and small players, and encouraging collaboration between upstream and downstream**.

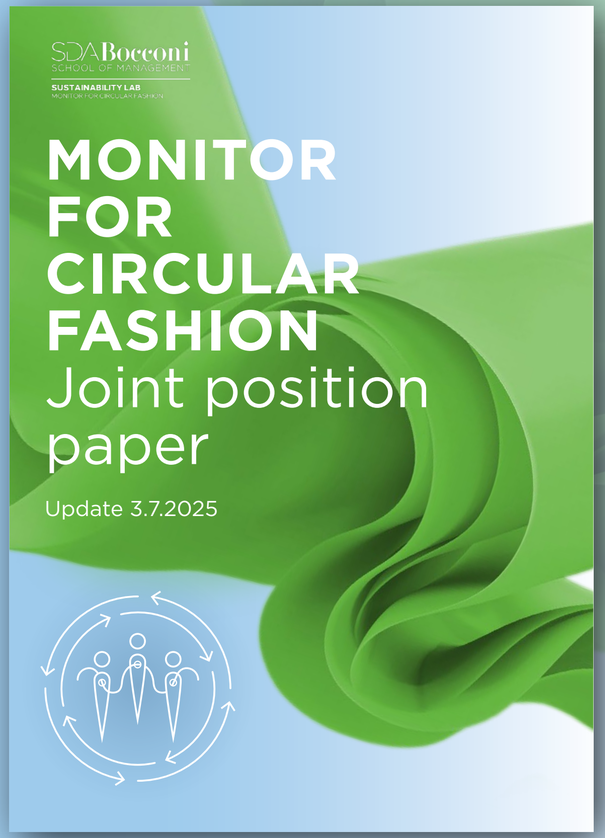
The recommendations presented here aim to remove regulatory barriers, incentivize best practices along the entire value chain, and support legislators in establishing realistic, feasible, and effectively implementable rules.

The M4CF also believes it is essential to **strengthen controls on all products imported into the European market in order to combat social, environmental, and economic dumping**.

The lack of stringent requirements for non-EU goods undermines competitive equality, favoring less sustainable operators to the detriment of European companies that comply with increasingly advanced standards.

M4CF 2025 Recommendations to Policy Makers

The M4CF advocates for a shift in perspective where sustainability and circularity are recognized not merely as regulatory requirements, but as strategic levers for industrial competitiveness.
By enhancing resource efficiency and proactively managing environmental and social risks, these principles can drive innovation, reduce operational costs, open new market opportunities and preserve EU's quality-oriented know-how. Far from being burdens, sustainability and circularity are key differentiators for TCLF companies, Member States, and the EU Single Market—positioning them as global leaders in resilient, future-ready manufacturing.



SCAN ME!

M4CF 2025 Recommendations to Policy Makers

Ecodesign & Waste Management

1. Work on durability thresholds for product families and occasions of use

2. Define comparative LCA parameters between virgin and recycled products

3. Incentivize repairability and access to repair services

4. Identify indicators and thresholds related to durability, with a scale understandable for the consumer

5. Ensure adequate time for the transposition of the new REACH restrictions for recycled TCLF materials

6. Reduce restrictions in the configuration of TCLF by-products

7. Encourage the implementation of the waste hierarchy in the TCLF sector

SCAN ME!

M4CF 2025 Recommendations to Policy Makers

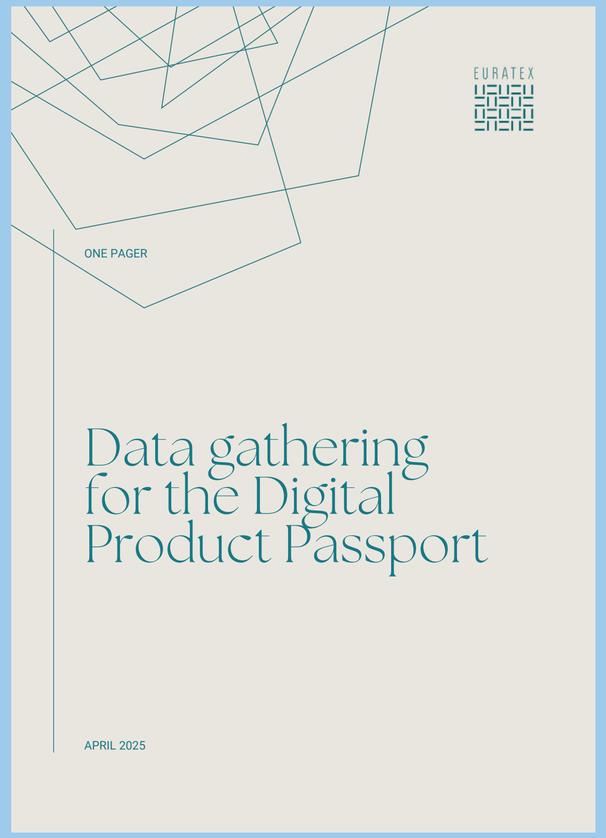
Digital Product Passport (DPP)

1. Harmonise and standardise regulations and data protocols to ensure fairness, interoperability, security and effective implementation of the DPP across the EU

2. Promote transparency and harmonization with the new labeling regulation by introducing clear consumer impact scores in the DPP and rewarding sustainability

SCAN ME!

M4CF 2025 Recommendations to Policy Makers on DPP reinforces Euratex one pager "Data gathering for the DPP"



The Digital Product Passport (DPP), as outlined in the Ecodesign Regulation, will include information on a product's environmental performance and its lifecycle across factories and economic operators. While the exact level of detail is yet to be determined, companies will need to collect data across the entire supply chain—potentially from raw material production through to the product's end of life.

Current data-gathering practices and insights from DPP pilot projects indicate that manufacturing companies throughout the value chain will face similar or even identical information requests from business partners worldwide.

The complexity and volume of data-gathering operations—whether manual or semi-automated—pose a serious challenge to the supply chain's capacity to generate, manage, and transmit accurate information on products and their components.

Experience from the banking industry shows that mandating data sharing without established standards increases complexity and leads to delays. These challenges have been mitigated where authorities have convened stakeholder working groups to define common standards.

To ensure the successful rollout of the DPP and facilitate information sharing with consumers, authorities, and business partners, EURATEX calls on the European Commission and relevant stakeholders to engage in harmonising data-gathering processes across the textile value chain.

Standardisation and a reference framework are essential—both for large and small IT developers, and for textile value chain actors. This effort should begin with two core priorities:

1. Defining **what** is the content, and
2. Defining **how** it is shared.

Priorities for Standardisation

1. **Define the content**. Develop a **reference semantic framework and data models** for the information to be exchanged—including vocabularies, data structures, and IT implementation guidelines. These models should be "ready to use" for specific sectors, while also enabling cross-sectoral interoperability through specialised nomenclatures. The framework must be tailored to sector-specific needs without relying on proprietary company systems.
2. **Define the exchange method**. Establish **reference protocols for data exchange** that ensure information can be transferred easily and securely.

The outcome of this standardisation effort should allow **textile and apparel companies to provide the required information once, and reuse it for multiple purposes**.

Link: https://euratex.eu/news/data-gathering-for-textiles-dpp/

M4CF 2025 Recommendations to Policy Makers

Social Impact

1. Recognize existing standards and sector specificities
2. Clarify the Scope of Due Diligence Beyond Tier 1
3. Enable harmonization and mutual recognition of audits
4. Enable data interoperability
5. Support stakeholder engagement and supplier training

SCAN ME!

The Monitor for Circular Fashion 2025/2026 report will be published in February 2026 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

For further information on the Research and the Monitor you can get in contact with Francesca Romana Rinaldi, Director Monitor for Circular Fashion

francesca.rinaldi@unibocconi.it