



**CISUTAC**  
SUSTAINABILITY FORUM

# Engaging citizens in sustainable consumption of textiles and textiles waste separation:

*the role of local and regional authorities*

**13 May 2025 • 11:00-12:30 • Online**

HOSTED BY:



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# 2 webinar series meet in this episode

## The CISUTAC Sustainability Forum

a webinar series designed to foster knowledge-sharing and dialogue around sustainable practices in the textile sector. The series will explore key topics including the textile decision tree, sorting for reuse and repair, recycling pathways, circular design principles, consumer behavior, and effective consumer interventions.

Each session brings together experts, innovators, and engaged stakeholders to unpack practical strategies for closing the loop in textiles and advancing circularity across the value chain. The series aims to support professionals, researchers, and changemakers in building a more sustainable and resilient textile system.

More: follow the [CISUTAC project](#)

## ACR+ Circular Lifestyle webseries

A series of webinars focused on the world of behaviour, from the perspective of applied solutions, practices, processes and operations, to understand how production and consumption practices can be reshaped to reinforce circular economy principles.

In line with ACR+'s broader commitment to help members assess behaviour and rethink product placing, marketing, and consumer engagement, as well as social acceptance, the series will explore how various processes and operations can be rethought, reshaped and redefined to allow key policies, targets and strategies to be embedded into the ways we buy, consume, enjoy and exploit various goods and services – including events, textiles, circular business models, and more.

More: register for the [other episodes](#)



# CIRCULAR LIFESTYLES

## WEB-SERIES

From insight to action:  
behavioural shifts for  
circular change

Ep. 1 - Reuse and repair in action

Ep. 2 - Engaging citizens in sustainable consumption of textiles and textiles waste separation

Ep. 3 - Breaking barriers: behavioural change strategies for circular economy Implementation

Ep. 4 - Social innovation for and acceptance of circular systemic solutions



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# Agenda

- 11:00-11:05- Welcome & Introduction | *Serena Lisai, ACR+*

## **PART 1: ENGAGING CITIZENS IN TEXTILE WASTE SEPARATION**

- 11:05-11:15 - The role of Local and Regional Authorities in engaging citizens to sort textile | *Jean-Benoît Bel, ACR+*
- 11:15-11:25 - Engaging inhabitants in high-rise building in textile waste separation: the experience of Gothenburg | *Sandra Alm, City of Gothenburg*
- 11:25-11:35 - Discussion and Q&A

## **PART 2: ENGAGING CITIZENS IN SUSTAINABLE CONSUMPTION**

- 11:35-11:45 - Understanding consumer behaviour to drive change | *Ingun Grimstad Klepp, clothing research group at Consumption Research Norway (SIFO)*
- 11:45-11:55 - Redirecting communication towards circular alternatives: UNEP principles for sustainable fashion communication | *Minori Lee, UNEP*
- 11:55-12:05 - How to influence citizens' textile behaviours | *Martyn Lowder, WRAP*
- 12:05-12:20 - Discussion and Q&A
- 12:20-12:30 - Closing remarks

# Guidelines for local embedding and link with CCRI

**D3.3**

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## Some background

- ACR+ produces a list of recommendations for cities and regions for the local embedding of textile circularity practices.
- The recommendations are organised in 3 key thematic focuses:

Recommendations for textile waste collection

Recommendations for enhancing circularity of professional textiles through procurement

Recommendations for facilitating sustainable textile consumption patterns

## Recommendations for textile waste collection

1

### Develop a diverse range of collection methods taking into account the local context

Textile containers can be deployed as a primary method but implement further collection efforts establish a network of collection points.



2

### Continuously evaluate and adapt strategies deployed based on performance metrics and local feedback


Identify underperforming areas through data analysis and stakeholder feedback. Based on these findings, alternative collection methods should be developed and implemented.

3

### Actively engage local actors, including citizens, in a collaborative governance model

Establish a system of multi-stakeholder agreements between local authorities, collection, and sorting operators including potentially other key stakeholders.

### Good practices from Europe

 Gothenburg's pilots in vertical houses gather data on the quantity and quality of textile collected and on the residents' behaviour with 31 collection points.

 Antwerp's De Collectie consortium, formed under a public tender, gathers the main social enterprises already active in textile collection, and implement a mix of integrated collection methods.

## Recommendations for enhancing circularity of professional textiles through procurement

1

### Engage in market and multistakeholder dialogues

By leading a dialogue, cities can share their vision and goals, discuss, and define respective responsibilities.

2

### Do not overlook the importance of repair systems

Public procurement strategies should incentivise suppliers to prioritise repairs.

3

### Dedicate enough support to R&D and education

Long-term contracts with suppliers provide the stability and incentive needed for companies to invest in innovative solutions, ultimately driving progress in sustainable and circular procurement practices.

4

### Keep end-users in mind

Involving end-users in the design of reuse systems, also considering their needs, could be made a contractual requirement for suppliers.

5

### Encourage flexible size management.


Set up systems for regular size exchanges between different departments or organisations.

6

### Cost considerations are crucial

Consider “total cost of ownership”, as opposed to the cost of purchase, including for instance the cost of maintenance and of increase need for renewal if maintenance is not done correctly.

### Good practices from Europe

 Veneto's Strategy for Green Public Procurement guides public procurement decisions, promotes sustainable practices in the textile industry, and celebrate initiatives in sustainable procurement with an award.



## Recommendations for facilitating sustainable textile consumption patterns

### 1 Optimise the existing systems rather than creating new ones

Prioritise fostering a local culture of reuse, by offering space and funding, and integrate textile reuse into existing social spaces.

### 2 Develop new reuse indicators, not only based on weight

Since a product lifetime is central to circular reuse, some components of a reuse indicator may focus on the quality of inflow.


### 3 Promote and give visibility to local reuse initiatives

Produce a repair calendar or mention the reuse network on city waste calendar.

### 4 Incentivise the digital transition of second-hand retailers

Offer grants or low-interest loans for investment in digital tools.

#### Good practices from Europe

 France's new reparation fund system allows individuals to benefit from discounts to have their damaged clothes and shoes repaired by certified repairers: six months after the launch, 250 000 repair services had been carried out by more than 600 partner stores.





More information on:



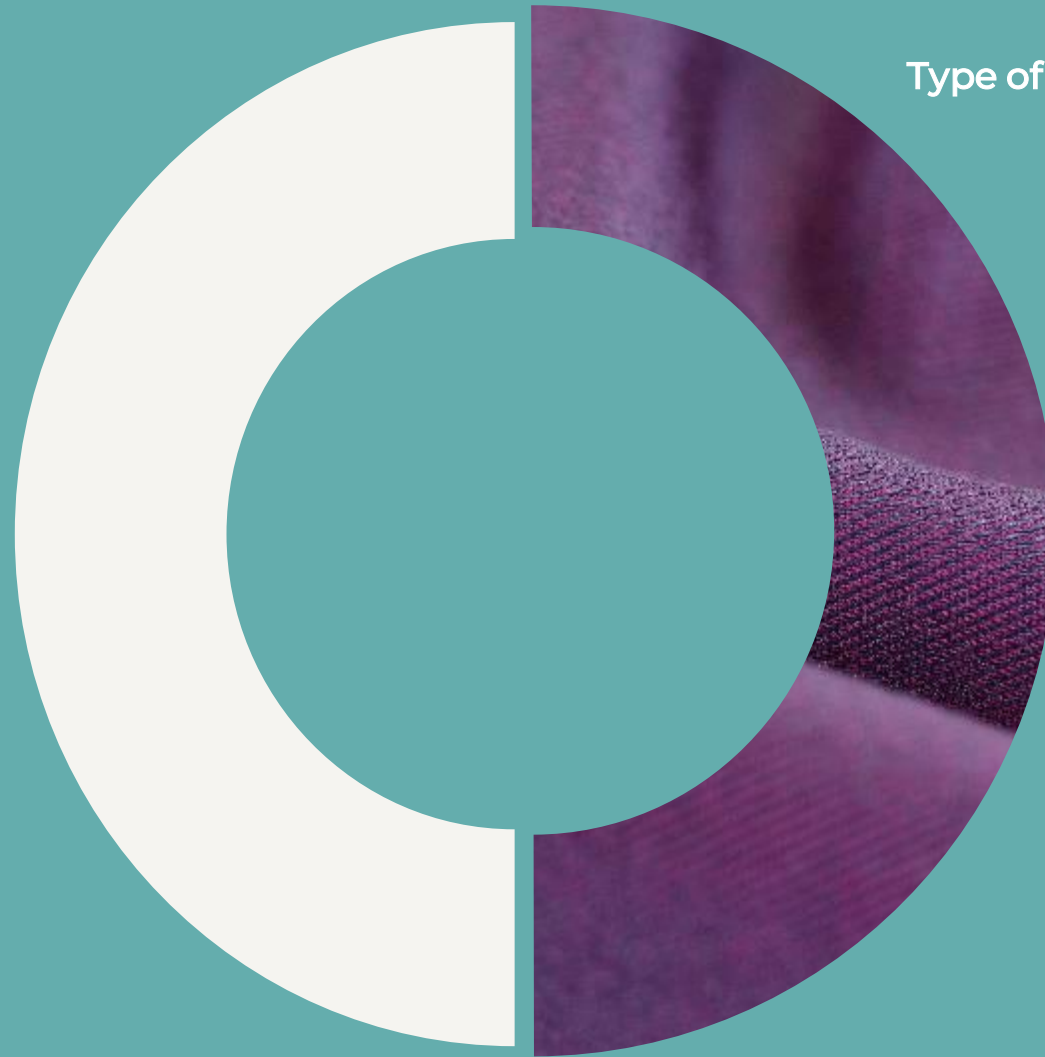
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