

03. Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area

VERDEinMED





VERDEinMED: Transforming Textile Consumption Behaviours

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**Breaking Barriers: Behavioural Change Strategies for Circular
Economy Implementation, ISE Webinar**

18 June 2025



PreVEnting and ReDucing
the tEXtiles waste
mountain in the MED area



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Did you know that each person in EU produces 12 kilos of textile waste annually?

Environmental Footprint: The **resource consumption** in the textile industry is a significant environmental concern, impacting water, land, energy, and raw materials usage.

The textile sector is:

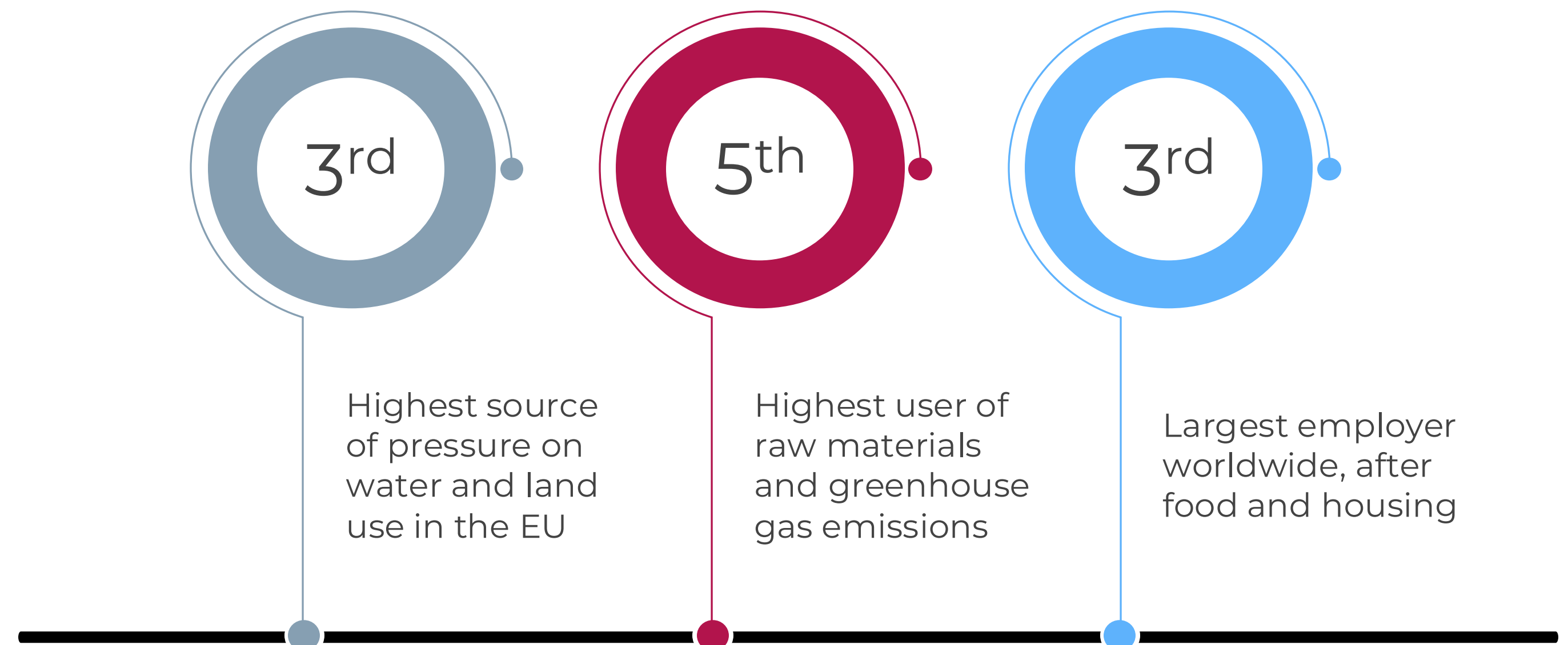


Figure 1: Textiles - European Environment Agency,
<https://www.eea.europa.eu/en/topics/in-depth/textiles>

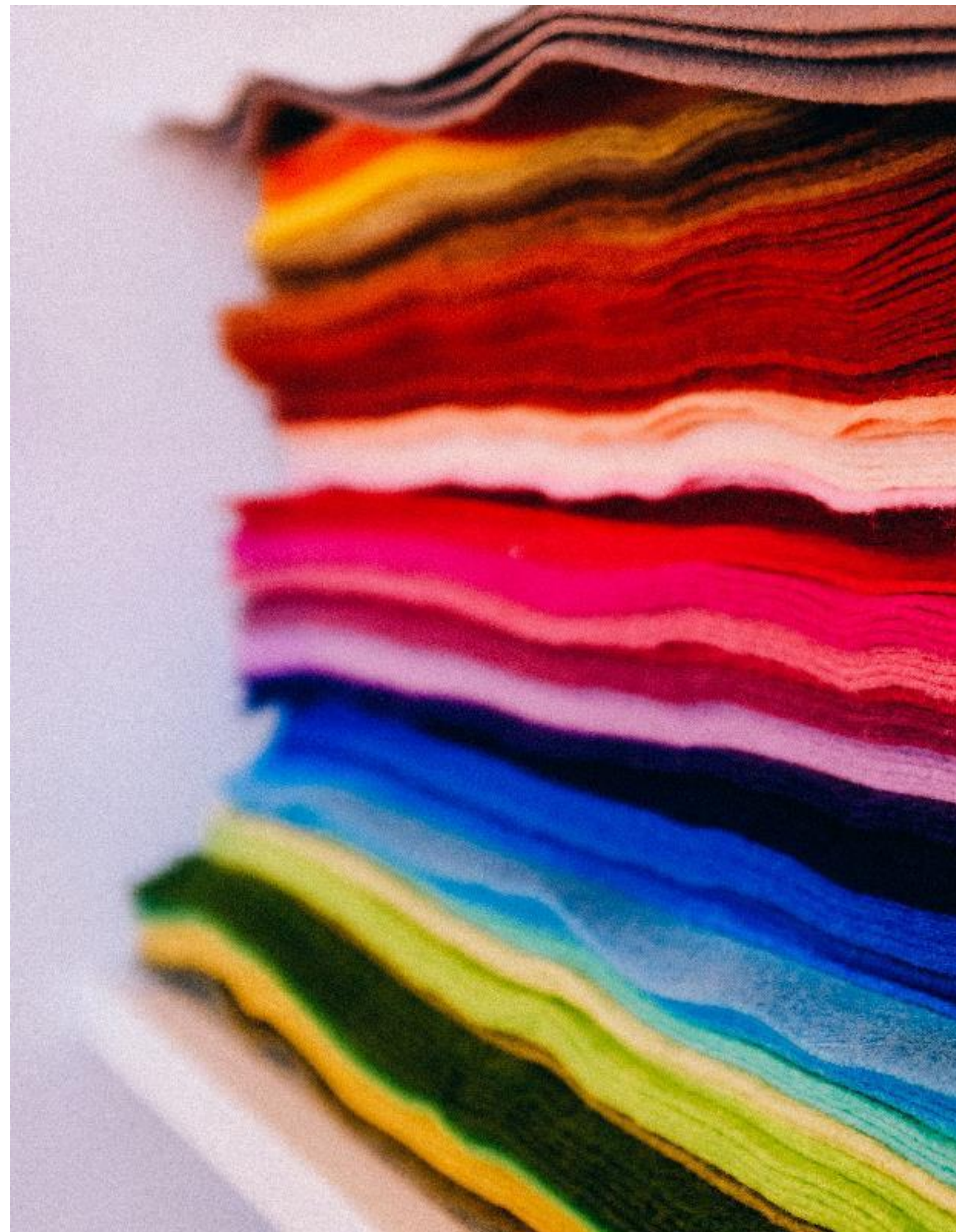


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Based upon EU priorities, VERDEinMED will consider opportunities and challenges of taking a **user-centred** approach to innovation and sustainability within T/C circular economy contexts.

5 million
tonnes/year of T/C
discarded in the EU
**around 12kg per
person**

20-35
New jobs per 1000tn of
T/C collected for re-use

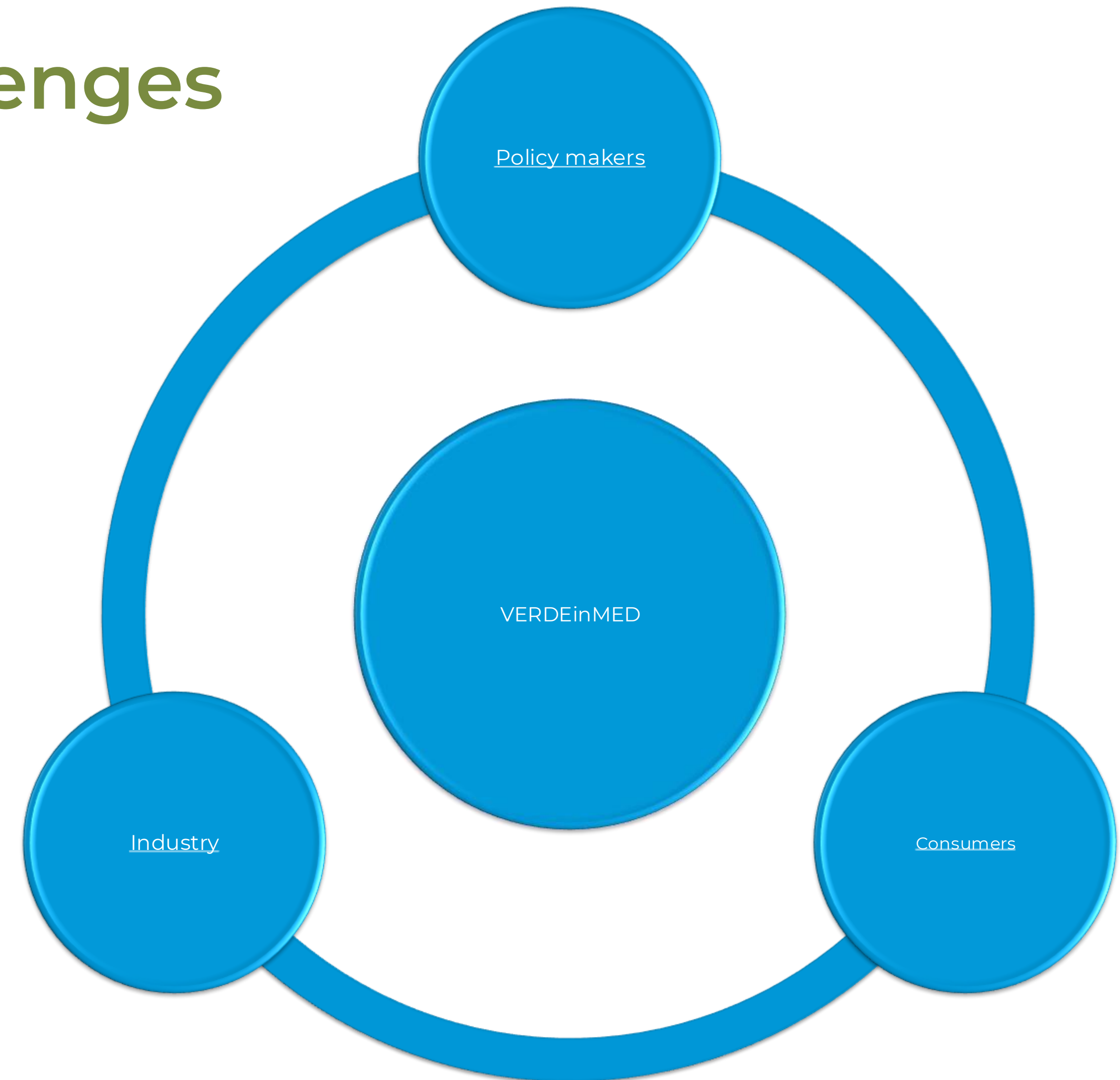
1%
of T/C waste is recycled
into new clothing



Multi-level behavioral challenges

By actively engaging **3 main target groups**, VERDEinMED aims to achieve:

- ✓ the efficient use of raw materials,
- ✓ the reduction of waste production, and
- ✓ the management of the end-of-life of T/C products





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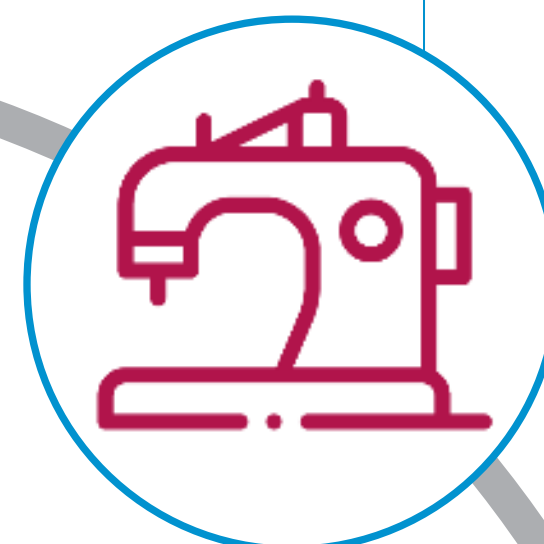
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VERDEinMED Knowledge Platform impact

GUIDE on the ESTABLISHMENT
of KNOWLEDGE PLATFORM

Online and integrated within project's
website and will host:

- Forum
- Various tools
- Virtual presence of hubs in their
respective national languages



Knowledge
sharing

Conceptual
framework for
information sharing
through the
development of a
**Knowledge
Platform**



KNOWLEDGE HUB

Our Knowledge Hub will
serve as a centralized
platform, offering an intuitive
and responsive experience
across all devices



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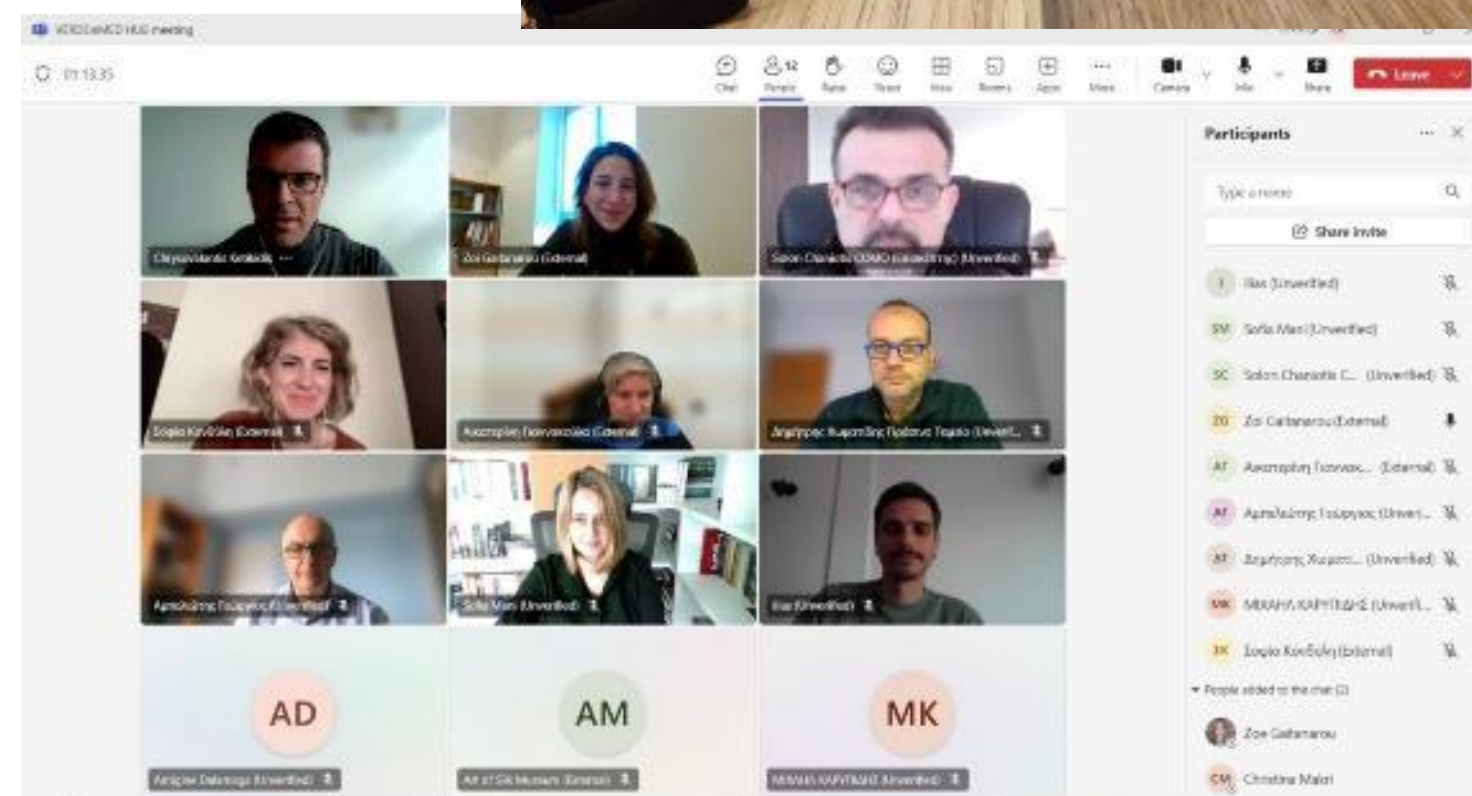


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VERDEinMED HUBs: co-creation

- A **network of regional facilitators and local actors**
- Regional support services to businesses, consumers and policymakers.
- A space for **exchange and dialogue** to promote diversity, integration and peer-to-peer interaction
- Mainly **virtual**
- Representation of the **Quadruple helix**.





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VERDE Academy for Policy Makers

Target group

- Public, private and social economy involved in collection and sorting:
- Waste management companies
- Policy makers regional/ national
- Responsible bodies for the collections of waste (municipal / regional)
- Licensing bodies (for EPR compliance, waste carrier)

1st event: 12/3/2025 Malaga, Spain

WHO: Public bodies responsible for policy-making and textile waste management authorities

AIM: To collaboratively discuss and develop policies aimed at reducing textile waste.

HOW: Group work to discuss policy recommendations, ranking them and setting actions and milestones to implement them.





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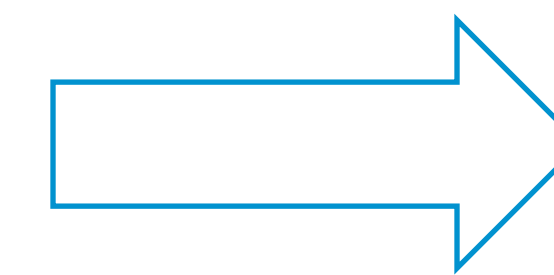
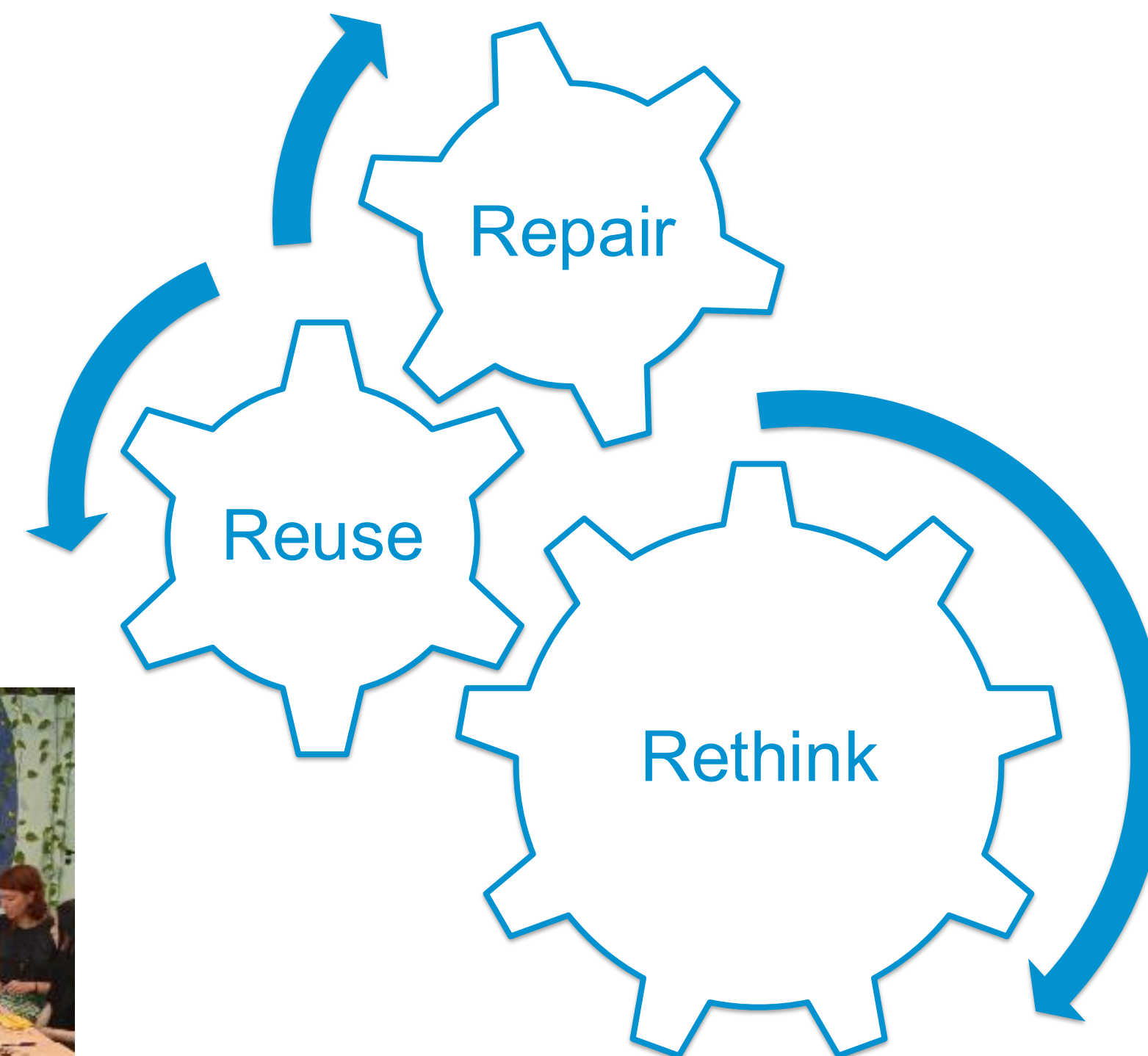
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Behavioural change in consumers: Living Labs

The living labs rely on real-world data and iterative testing to integrate the R-Strategies into the consumers life.



**Study visits to
relevant
industries**



By fostering conscious consumption, the service empowers consumers to drive sustainable practices that align with local cultural and economic contexts.

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Multiplying consumer impact

Communication Campaign

7
COUNTRIES

18
MONTHS
July 2024 - December 2025

21
VIDEOS
3 videos per partner

5
SOCIAL
CHANNELS

Each partner involved is making **3 videos** with the aim of informing consumers and civil society about the **environmental costs of fashion choices**.

The videos are shot in **three different shopping contexts**: big brand shops, fast fashion shops, second-hand shops involving different target audiences (young people, adults, families...).

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How we maximize the impact of the project???

We participate in the **ECOSYSTEX Community**

With **50+ EU-funded member projects** focusing on textile sustainability.



European Community of Practice for a Sustainable Textile Ecosystem



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Thank you!



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