

Submitting Country, Organization, Company

Re-Fresh Global

If Organization or Company, please indicate the approximate number of employees

7

Title of the action

Circular Textiles

Relevant Website

www.re-fresh.global

Partners

H&M, City of Tel Aviv, City of Kfar Saba, IBM, Bank Hapoalim

Type of initiative

Private initiative

Description of action

The creation of a microfactory for circular and innovative urban textile waste management. Including a tech supported system for textile waste collection, automated sorting and repurposing of textiles for various industries.

Type of action

Traceability

Transparency

Please select the specific area/s of the action

Research and Development of Innovative Solutions

Awareness and Education

Business management systems or instruments

Innovative recycling solutions

Scope of the action, including a description of the value chain processes that are covered

Objective

Maximise reuse and repurposing of textile waste. Rescue the maximum amount from landfill and incineration

Commitments

Not to create a new problem by solving an existent one. Act transparently and always environmental friendly. Educate the market about circular economy and circular textiles.

Value chain scope

Circular and transparent value chain along the entire waste management system

Timeframe and/or milestones for the action

Q2/2021 Optimize system & business model

Q4/2021 R&D technology

Q1/2022 Launch first microfactory

Reference instruments and sources used

Israel Innovation Authority

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for "suppliers to suppliers" in parts of the value chain that today are often "hidden"

Key performance indicators for the action

1. Amount of textile waste saved

2. Scalability of developed products
3. Impact on the city's general waste management achievements

Good practices

www.re-fresh.global

1. Professional training for over a 150 women from populations at risk, led off during covid, minorities and others
2. Designed a new concept of collaboration between the city, urban institutions and the industry
3. Worked numerous designers to help finding the best and most scalable solutions for textile upcycling.

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

Through listening and learning from the various experts in the working groups

Link to relevant goal(s) and specific target(s) of the United Nations

