

**Country (Insert country of origin of your company / organization or its headquarters' location)**

Italy

**Submitting Organization/Company**

APPCYCLED srl

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

< 10

**Title of the action**

Upcycling waste into new products

**Relevant Website**

www.appcycled.com

**Main Partners**

Recovo, Renoon, Remake, Enel, Venisia

**Type of initiative**

Private

### **Description of action**

Appcycled's mission is to accelerate the transition towards a circular economy by transforming waste into new sustainable and beautiful products, through the process of upcycling.

Our solution analyses textile waste produced by companies and finds the best upcycling designers to repurpose it into new products and sell these products online and offline.

For transparency and to keep track of our project we have implemented some traceability policies when collecting the "waste", this involves documenting and recording information about the origins of the waste, transportation processes, and any intermediate steps involved.

We are also working on the traceability of our products beyond the production phase to monitor the entire life cycle. This involves capturing data on product distribution, usage, and in a second moment the end-of-life management.

**Type of action**

Traceability & Transparency

**Please select the specific area/s of the action**

Awareness and Education

Collaborative Initiatives

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

Objective (max 200 words): The objective of Appcycled is to accelerate the transition towards a circular economy by transforming textile waste into new sustainable and beautiful products through the process of upcycling. By saving textile waste from landfills and repurposing it into useful products, Appcycled aims to reduce the need for virgin materials that would have otherwise been used in the production process. This approach promotes sustainability, minimizes environmental impact, and creates a market for innovative and circular fashion. Additionally, we implement traceability policies to ensure transparency and we monitor the entire life cycle of our products.

Commitments (max 200 words): Appcycled is committed in promoting sustainability in the fashion industry by transforming waste materials into new, sustainable, and beautiful products. We are dedicated to accelerating the transition towards a circular economy. By upcycling textile waste, we actively contribute to extending the lifespan of materials, reducing waste generation, and minimizing the reliance on virgin resources. We prioritize traceability throughout our production process and implement traceability policies to document the origins of waste materials, transportation processes, and other intermediate steps involved. Appcycled is committed to raising consumer awareness about sustainable fashion choices. By offering upcycled products both online and offline, we encourage customers to make conscious and environmentally responsible purchasing decisions.

Value Chain Scope: At Appcycled, our value chain processes revolves around our commitment to accelerating the transition towards a circular economy and transforming waste into new sustainable and beautiful products through upcycling. • Waste Collection and Sourcing: We actively collaborate with various companies and industries to collect textile waste that would otherwise end up in landfills. We identify potential sources of waste materials and establish partnerships to obtain these materials for our upcycling initiatives. • Waste Analysis and Sorting: Once we have collected the waste materials, we conduct a thorough analysis to determine the best-suited materials for upcycling. We sort the waste based on material type, quality, and condition, aiming to identify which materials can be transformed into new products most effectively. • Design and Upcycling: We engage with talented upcycling designers who possess the creativity and expertise to repurpose the sorted waste materials. Together, we work on innovative ways to transform the waste into new and attractive products, such as clothing,

unique pieces. • Production and Manufacturing: Once the upcycling designs are finalized, we oversee the manufacturing process of the new products using the upcycled materials. We prioritize high-quality standards and ensure that the production aligns with our sustainable practices. • Traceability and Transparency: Throughout our value chain, we place a strong emphasis on traceability and transparency. We implement traceability policies to document and record information about the origin of the waste materials, transportation processes, and intermediate steps involved in the upcycling process. This commitment ensures transparency in our operations, allowing our customers to know the origin and environmental impact of the products they purchase. • Marketing and Sales: After the upcycled products are created, we market and sell them through various channels, both online and offline. We take pride in promoting our sustainable and upcycled fashion line to attract conscious consumers who value environmentally friendly products. • Post-Sales Life Cycle Tracking: We extend our traceability efforts beyond the production phase. We track the entire life cycle of our products, including distribution, usage, and, at a later stage, end-of-life management. This commitment ensures that our products continue to be monitored for their environmental impact throughout their usage and disposal. Through these value chain processes, we create a closed-loop system that supports sustainability, circularity, and transparency in the fashion industry. From waste collection to product end-of-life, we aim to minimize environmental impact and promote responsible fashion consumption. We are Appcycled, and we are dedicated to making a positive impact on the world through our upcycling initiatives.

### **Timeframe and/or milestones for the action**

During our first two years we have launched our online and offline channels and we have partnered with over 30 upcycling designers. We have created a network of textile producers with which we collaborate to rescue textile waste and we have also partnered with Enel to recover their unwanted workwear. We are currently working to collaborate with sustainability organisations and NGOs to further amplify our mission and influence the fashion industry.

### **Reference instruments and sources used**

UN SDGS (<https://sdgs.un.org/goals> ) , EU strategy for sustainable and circular textiles ([https://environment.ec.europa.eu/strategy/textiles-strategy\\_en](https://environment.ec.europa.eu/strategy/textiles-strategy_en) ), Recycled Claim Standard (RCS), Ellen Macarthurfoundation (<https://ellenmacarthurfoundation.org/topics/fashion/overview> )

### **Expected benefits and impact for the stakeholders involved**

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

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

## Stakeholders involved

Business and industry associations

Consumers and consumer associations

Investors/shareholders

Non-governmental organizations (NGOs)

## Key performance indicators for the action

- number of supply chain partners
- Kilo's of waste collected and diverted from landfilled
- amount of virgin resources saved through upcycling
- number of products created
- Efficiency of the transformation process
- customer feedback

## Good practices

The collaboration between Appcycled and Enel to repurpose old workwear into gadgets for employees is an excellent example of a sustainable and circular practice. Here's how this initiative is a good practice:

**Waste Reduction:** By repurposing old workwear, the initiative prevents these materials from becoming waste and ending up in landfills. This directly contributes to waste reduction and promotes a more sustainable approach to managing textile waste.

**Resource Conservation:** Repurposing old workwear eliminates the need for virgin fabrics to create gadgets for employees. This conserves valuable resources and reduces the demand for new raw materials, ultimately lowering the environmental impact of production.

**Circular Economy:** The practice aligns perfectly with the principles of the circular economy. Instead of discarding used workwear, the materials are given a new life and purpose, extending their value and usefulness in the product life cycle.

**Corporate Social Responsibility:** The initiative demonstrates Enel's commitment to corporate social responsibility and sustainable business practices. By collaborating with Appcycled, Enel actively participates in environmental conservation and waste reduction efforts.

**Employee Engagement:** Providing gadgets made from repurposed workwear to employees fosters a sense of engagement and pride among the workforce. It showcases Enel's dedication to sustainability while creating a positive work environment and employee experience.

**Stakeholder Trust:** Initiatives like this can enhance the trust and reputation of both Enel and Appcycled among stakeholders, including customers, employees, investors, and the wider community. It shows that both companies are actively taking responsibility for their environmental impact.

**Market Differentiation:** Adopting sustainable practices sets Enel apart from competitors and positions the company as a leader in environmentally responsible corporate practices. It can attract environmentally conscious customers and investors who value companies with strong sustainability commitments.

**Scalability and Replicability:** This practice serves as a model for other organizations looking to implement similar circular initiatives. It can be replicated across different industries, inspiring more companies to find innovative ways to repurpose their waste materials.

Overall, the collaboration between Appcycled and Enel showcases the potential of circular solutions and

sustainable partnerships. By transforming old workwear into gadgets, they exemplify a circular economy in action, where waste is minimized, resources are conserved, and responsible business practices are prioritized. This practice serves as an inspiring example of how companies can make a positive impact on the environment while creating value for their stakeholders.

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

By being part of the UNECE-UN/CEFACT Call to Action, we at Appcycled can showcase our strategic commitment to sustainability, transparency, and circularity in the fashion industry. The initiative elevates Appcycled's profile and impact, enabling us to influence public awareness, foster collaborations, and drive positive change in the fashion sector.

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

