



PROJECT BEHAVIOUR CARD to be filled out

Project Acronym: VERDEinMED

Focus Area: ☐ Marine Resources ☐ Agri-Food Systems
☐ Industrial Transition ☒ Resource Valorisation

TARGET BEHAVIOR	Current Situation	Desired Change
	<p>What specific behaviour currently occurs?</p> <p>Currently, Europeans generate over 5.8 million tons of textile waste yearly, primarily from household clothing and home textiles. This translates to almost 12kg of textile waste per person. Much of this waste is being sent to landfills or incineration plants, leading to substantial environmental concerns.</p>	<p>What specific behaviour do we want to achieve?</p> <p>VERDEinMED aims for change at three main target groups:</p> <ul style="list-style-type: none"> - Supporting the adoption of sustainable and circular economy practices for Textile & Clothing businesses - Informing consumers so that they change their behaviour and create less textile waste. - Educating policymakers so that they enable this change and promote separate collection and recycling of textile waste.

CAPABILITY

Barriers	Enablers
<p>What knowledge, skills, or physical abilities are missing?</p> <p>For businesses:</p> <ul style="list-style-type: none"> • Businesses are not aware or educated about sustainable practices, certifications and circular business models • Lack of skilled workforce. <p>For consumers:</p> <ul style="list-style-type: none"> • Lack of repairing skills for mending textiles instead of wasting them. • Sustainable and good quality garments tend to be more expensive thus consumers opt for fast fashion products. <p>For policymakers:</p> <ul style="list-style-type: none"> • Local public authorities need guidance for optimal textile waste collection • Establishing an EPR scheme for textiles can be very complicated for many policymakers. • Textile recycling infrastructure is very limited. • Textile waste collection, sorting and recycling are very expensive. 	<p>What existing capabilities can we leverage?</p> <p>For businesses:</p> <ul style="list-style-type: none"> • Ecolabelling and certifications can help businesses implement sustainable practices • Textile recycling technology has made a lot of progress. • Textile and clothing second-hand markets and upcycling businesses are flourishing. <p>For consumers:</p> <ul style="list-style-type: none"> • Consumers are learning about waste sorting practices for different streams (e.g. plastic, paper, metal) • Sustainable consumption in many different items has been a trendy topic during the last few years. <p>For policymakers:</p> <ul style="list-style-type: none"> • Experience can be transferred from other countries which have already established EPR schemes (France, Hungary, Latvia, Netherlands & North Macedonia) • Separate collection of textile waste has partially been established.



OPPORTUNITY

Barriers	Enablers
<p>What physical or social factors prevent the behaviour?</p> <p>For businesses:</p> <ul style="list-style-type: none"> Limited funds to invest in innovation and new processes. Heavy competition by fast and ultra-fast fashion markets <p>For consumers:</p> <ul style="list-style-type: none"> Extensive marketing and consumerism culture leads consumers to buy more than they actual need. Textile collection bins might not be found close to home Mending/repairing textiles might be more expensive than buying a new item. Limited availability of circular products <p>For policymakers:</p> <ul style="list-style-type: none"> Limited time and funds for knowledge transfer from other countries Hard to establish a dialogue with the businesses of the sector for an effective EPR scheme for textiles establishment. 	<p>What environmental or social factors support the behaviour?</p> <p>For businesses:</p> <ul style="list-style-type: none"> Participation to the sector's Associations gives the businesses opportunities for getting informed about innovative and sustainable practices. Some funding opportunities exist for businesses that want to implement innovative and circular solutions. <p>For consumers:</p> <ul style="list-style-type: none"> Documentaries, NGO campaigns and activists are raising awareness on textile waste issues. Online shopping gives consumers access to many sustainable textile products. Online videos or courses on textile mending or creating your own clothes make it easy to learn these skills to extend the textiles lifespan. Participating in swap parties and/or exchanging textiles with friends and family. <p>For policymakers:</p> <ul style="list-style-type: none"> Public reuse centres can vastly reduce textile waste quantities. EU-funded projects can provide invaluable knowledge transfer EU-designed strategies might be helpful to implement regulations for textiles at a national level

MOTIVATION

Barriers	Enablers
<p>What reduces willingness to perform the behaviour?</p> <p>For businesses:</p> <ul style="list-style-type: none"> Lack of strong policies and enforcement mechanisms to support circular practices. Lack of consumer demand for more sustainable and circular textile products. <p>For consumers:</p> <ul style="list-style-type: none"> It is more expensive to buy good quality, long lasting, circular and sustainable textile products. Fast fashion is everywhere, making it very easy and accessible to buy cheap alternatives. <p>For policymakers:</p> <ul style="list-style-type: none"> Other priorities might be more pressing than making progress on textile products & waste. Responsibilities and roles on collection, sorting and recycling of textiles might be still vague. 	<p>What increases willingness to perform the behaviour?</p> <p>For businesses:</p> <ul style="list-style-type: none"> The need to stand out from the competition by providing new and unique products. Sustainability and environmentally friendly company ethics. <p>For consumers:</p> <ul style="list-style-type: none"> Their inner need to reduce their environmental and social footprint by changing their consumer habits. Influencers that promote sustainability and circular economy through social media. <p>For policymakers:</p> <ul style="list-style-type: none"> Lowering textile waste quantities is cost-effective as less waste ends up being landfilled. They need to fulfil their regulative obligations about separate textile waste collection and processing.



CURRENT APPROACHES AND SUPPORT NEEDED

Current Approaches	Support Needed
<p>What interventions have you already tried or planned?</p> <ul style="list-style-type: none"> • Development of a dedicated Knowledge platform. • Development of training material • Communication Campaigns targeted to consumers. • Technical Assistance Service for companies and research organizations to identify needs and implement tailor-made support to promote sustainability and circularity across the value chain of the sector • B2C (Business2Consumer) virtual living labs to raise the awareness of the consumers • Establishment of a VERDE Academy for capacity building of Policy makers which offers a structured, evidence-based framework for developing demand-driven policies that support both green growth and creative innovation by providing systematic insights and fostering synergies between policy objectives and stakeholder requirements. • Suggested EU Strategy for Sustainable and Circular Textiles that encourages long-lived, recyclable, and low-impact textiles 	<p>What specific expertise, tools, or resources would help address remaining barriers?</p> <ul style="list-style-type: none"> • Access to funding mechanisms and investment models • Transnational collaboration among policy makers • Collaboration among policy makers, industry and consumers at a national and local level. • Experts in sustainable products production and circular economy strategies • Social media campaigns to influence the consumers • Experts in R- Strategies to promote these techniques • Economic incentives for using recycled fibres to new products