

# Facilitating Retail Transition to Fashion Circularity

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# Collective Steps towards Fashion Circularity



- Engage Retailers/ Raise awareness
- Facilitate Innovative Partnerships
- Support Active Research for Market Outputs
- Advocate for Circularity and Dismantle Barriers

## Engage Retailers / Raise awareness



- Retailers in different places
- Manage reputational risk
- Act before governments regulate
- Identify opportunities & share best practices

# Best Practice Sharing & Benchmarking



- 230 members globally: brands, retailers, NGOs, academia
- Up to 80% of product impact determined at the design phase
- System created to collect data from the industry for the industry
- Integrated data access reducing series of data requests

# Best Practice Sharing & Benchmarking

## Design & Developers:

**Materials Sustainability Index**  
Material scoring using LCA to engage design teams and global value chain

**Design & Development Module**  
Design scoring early in the process to assist development

**Product Module** assesses environmental impact through life-cycle



# Best Practice Sharing & Benchmarking



# Best Practice Sharing & Benchmarking



## Brands & Retailers:

Looking at packaging, transportation, distribution, product use and end of use

Practices on chemicals content, responsible purchasing, environmental risk impacts

Cycle to start in 2019

# Support Active Research for Market Outputs



- Multistakeholder research coalitions
- Target significant industrial sectors for repurposing or recycling
- Increase retail exposure to new market opportunities



# Facilitate Domestic Innovative Partnerships



- Donate for Second Use
- Interest for Storytelling
  - ❖ Upcycling
  - ❖ Debranding
- Reverse Logistics
- Merchandising tools
- Sharing economy

# Advocate to Dismantle Barriers for Circularity



- Stakeholder Coalitions
- Improve Duty Drawback Provision
- Amend Regulations for stuffed articles in QC, ON and MB
- Create funding programs for recycling and circular fashion sectors