

# New Zealand network combats clothing consumption

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Bernadette Casey, Founder, The Formary

**WELLINGTON – Industry, government and social enterprise in New Zealand have collaborated to launch the Textile Reuse Programme; an initiative with an ambition of transitioning the country to a closed loop manufacturing model.**

**The nation-wide initiative has been introduced in an effort to combat clothing consumption, waste and the subsequent climate impact. According to The Intergovernmental Panel on Climate Change (IPCC), carbon consumption must be radically reduced worldwide if we are to prevent a “climate catastrophe”.**

According to figures cited by the Textile Reuse Programme, clothing consumption has reached 100 billion units annually, with only one per cent of this being recycled. What’s more, along with the environmental implications of our throwaway culture, waste material represents a loss of US\$100 billion per annum.

To address this mounting issue, the collaboration across New Zealand hopes to leverage the latest in disruptive technologies in order to gradually transition the wider industry into implementing more sustainable manufacturing and disposal methods.

The programme, which was launched last month by Honourable Eugenie Sage, minister of conservation and associate minister for the environment in New Zealand, has garnered significant interest since its inception.

Partners include: Alsco New Zealand, Wellington City Council, Wellington Zoo, Barkers Menswear and Fonterra, while global fashion house Burberry has expressed interest. Sustainable textile R&D company, The Formary, will lead the initiative.

Bernadette Casey, The Formary’s founder has been invited to present the programme at the Global Fashion Conference at the University of the Arts in London at the end of October. Casey commented: “Our aim is to create a new textile economy through a range of technologies, including a blockchain enabled trading platform, providing transparency and real metrics on material flows and environmental impacts. Capturing currently lost textile resources for re-trade, significantly reducing the need for new textile resources.”

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