



USEDFULLY

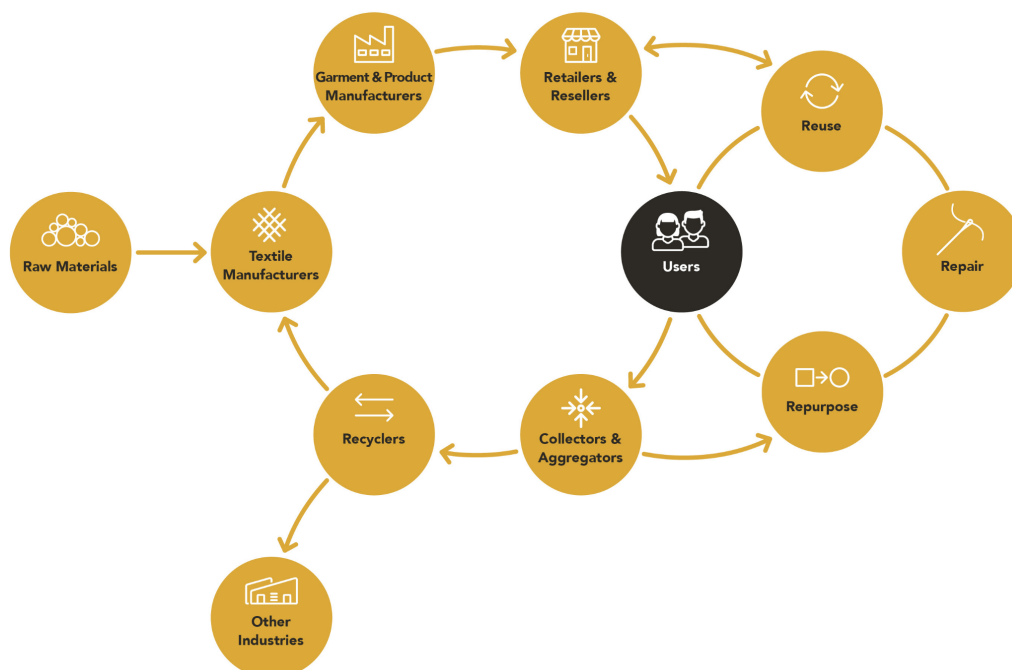
www.usedfully.com

Usedfully® – Textile Reuse Programme

The world’s clothing system is simply no longer working, annual clothing production is over 100 billion units and only a tiny fraction of these clothes are ever recycled. Over 80% of the world’s water is contaminated with micro plastics – much of which comes from clothing. Although it takes 3 years of a person's drinking water to make a single cotton t-shirt, most clothing ends up in landfill releasing over 3 times its weight in green-house gases as it decomposes. Meanwhile virgin resources continue to be extracted to feed the industry.

In all this madness there is a solution – Usedfully® is a low carbon clothing system where textiles are utilised to their full potential through technology and cutting-edge research. Usedfully's mission is to radically reduce the environmental impacts of what we wear, by building a circular system for clothing and textiles in Aotearoa. Working together with industry partners, we are driving the reuse of unwanted clothing and textiles, preventing them from going to landfill, and instead creating a Circular System that fully utilises this untapped resource.

After a decade of individual waste diversion and reuse projects, The Formary® founders realised that the only way we can achieve our vision is through systems’ change, so we created Usedfully – Textile Reuse Programme.



Usedfully® Circular System – image © 2020 Usedfully

The Textile Reuse Programme is a combination of Textile Product Stewardship and the Usedfully Circular System.

The Usedfully System is recognised through the following streams:

1. Usedfully Research & Development Programme.
2. Usedfully Resource Management Platform.
3. Usedfully Marketplace.
4. Expert advice and case specific assistance to organisations wanting to take a lead and accelerate their own steps to a Circular System.

Usedfully® Circular System

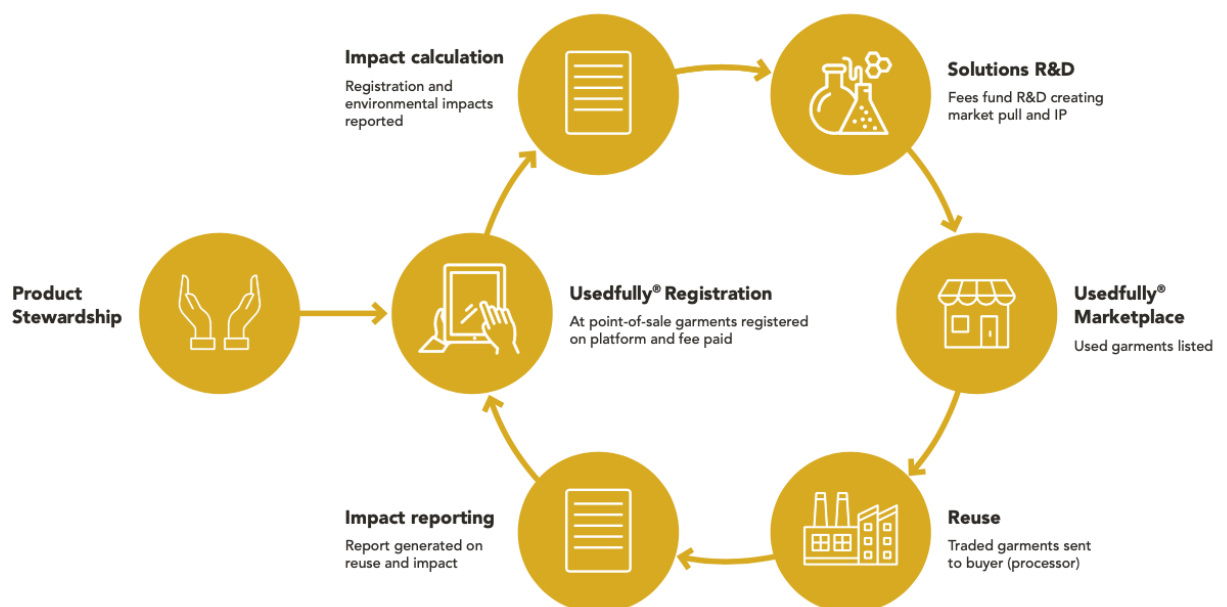


Image © 2020 Usedfully®

Join the Journey

The Textile Reuse Programme is a membership programme enabling organisations to commit to and support a systemic change to a circular system for clothing and textiles in Aotearoa. The programme has been running since 2016, under the guidance of a Steering Group, consisting of representatives from the Partner member organisations. The programme to date has been funded by the Ministry for the Environment, industry partners, and the programme membership fees.

The following work has informed the Circular System design and stakeholders:

- an assessment of the programme member organisation's textile and clothing consumption has given an informed picture of the issues at a corporate level.
- small scale decommissioning exercises have been undertaken to trial and understand issues, to inform the design of the system solution.
- mapped material flows in Aotearoa as a baseline for a circular system, publishing the findings in the report – [LOOKING IN THE MIRROR – A review of circularity in the clothing and textiles industry in Aotearoa](#).
- co-design of a national voluntary product stewardship scheme for textiles and clothing. This includes an understanding of the infrastructure and processes necessary to support effective Product Stewardship (completed May 2021).
- delivery of a White Paper to Government – [Recommendations from the Textile and Clothing Industry in Aotearoa](#) (May 2021). A six-part plan calling on the government to join with industry in a coordinated approach implementing practical solutions at scale.
- expert advice and insights from the sector into key legislation: Climate Change Commission Draft Proposal, Emissions Reduction Plan and the Waste Strategy and Legislation – [Submissions](#).
- [Tex-Ed](#) - education and awareness building of the impact and solutions for the industry.
- design and build of a software platform – [Usedfully® Resource Management System](#) (to MVP stage) to register and track material flows and environmental impacts from retail/sale through to the end-of-use, and back into reuse.

In addition there has been significant effort put into the research and development of practical solutions using end-of-life textile resource:

- researched overseas trends and trialled technology innovations, specifically looking into dye removal from polyester, how to separate polycottons (into cotton & polyester), and to recycle polyester textile into recycled plastic pellets for reuse (rPET) – all to inform the viability of either importing these technologies into NZ or developing similar solutions locally.
- researched existing local solutions, identifying what's here, what's missing and where are the opportunities.
- conducted a feasibility study identifying use cases for end-of-use textile and clothing for NZ industrial products that are possible with investment into necessary research and infrastructure.
- R&D into end-of-life solutions has actively pursued the most feasible options, which has resulted in the following successful outcomes:
 - designed and confirmed a processing pathway to take textile to a form (powder) for reuse into industrial products with Scion in Rotorua.
 - created a roading product, currently undergoing trials with NZTA and WSP NZ.
 - explored pathways in the building and 3D printing sector for end-of-use textile resources.

Scaling up and Rolling out

In the next five years, the work driven by Usedfully in partnership with industry will enable the necessary components of the Circular System to thrive. This includes:

- an effective Textile Product Stewardship Scheme with a clear participation model underpinned by the infrastructure and processes required in order for it to be effective. We currently have a project underway supported by the Ministry for the Environment with a pilot to run through 2022.
- an efficient and effective system for the collection and aggregation of textiles using a distributed model that can happen at regional level.
- a handful of onshore processing plants that consist of shredders, extruders, dye extraction and other processing steps required in order to deconstruct textiles that are not suitable for repurposing.
- ongoing Research and Development into onshore industry solutions for deconstructed textiles. We have established relationships with Scion, Auckland University and overseas technology partners that support this work.
- the Usedfully® Resource Management Platform (currently MVP stage) will have been fully developed, enabling optimal resource management, transparency and impact reporting.
- the Usedfully® Marketplace (in design phase) will have been developed enabling efficient and easy trading of used textile resources.

Textile Reuse Programme Membership

Textile Reuse Programme members are key to the success of the above initiatives. This ensures the creation of an integrated industry wide system where we share learnings, co-design the outputs and share the costs. Achieving scale, impact and efficiencies through collaboration.

The Programme is for any business or organisation that produces, supplies or uses clothing or textiles who wants to make a difference. To help you:

- reduce waste and carbon emissions.
- improve oversight and optimise management of clothing and textile resources.
- meet stakeholder & customer expectations on the responsible management of resources.
- with your triple bottom line reporting through real metrics on the environmental and financial impact of clothing and textiles.
- front foot policy and regulation changes.
- and, perhaps most importantly of all, help turn used clothing and textiles into valued, useful products.

Membership Option 1 – **PREMIER PARTNER**

In addition to Partner Benefits below, as a Premier Partner you also get:

- Oversight and input into the Programme's R&D projects
- Eligibility for inclusion on the Programme's Steering Group

Fees:

- One-off \$4000 Joining Fee for onboarding and as a recognition of the work to date
- Annually \$8000 membership fee + \$5000 to contribute to R&D funding for solutions

Membership Option 2 – **PARTNER**

Benefits:

- Partner Certificate
- Textile Reuse Partner logo (for comms and media)
- Monthly Partner newsletter
- Inclusion in the Product Stewardship Scheme design and pilot
- Access to Usedfully Resource Management Platform including product registration
- Processing of used garments/textiles (as capacity is scaled)
- Textile scanning and validation reports (20% discount)
- Sustainable Consultancy Service (20% discount)
- Promotion by the Textile Reuse Programme
- Collaboration and knowledge sharing with other Partners

Fees:

- One-off \$4000 Joining Fee for onboarding and as a recognition of the work to date
- Annually \$8000 membership fee

Membership Option 3 – **MEMBER** (< \$2ml turnover)

Benefits:

- Member Certificate
- Textile Reuse Member logo (for comms and media)
- Monthly Member newsletter
- Access to Usedfully Resource Management Platform at a monthly rate
- Textile scanning service and validation reports (20% discount)
- Sustainable Consultancy Service (20% discount)

Fees:

- Annually \$500 (< 10 FTE) or \$1500 (\geq 10 FTE) membership fee

The Usedfully® Way

The values that drive the Usedfully Way are:

- **Connectedness** – we recognise we are part of a complex ecosystem, not separate from it. We are all interconnected and together we achieve more.
- **Fairness** – we believe that people deserve a right to good and fair work conditions across the world. To treat others the same as how we want our families to be treated.
- **Environmentally Responsible** – we believe that we have a responsibility to reduce the negative impact the fashion industry has on the environment. We believe water and resources are precious and we must do everything we can to protect and value them.
- **Be a Good Treaty Partner** – we honour and acknowledge Te Tiriti o Waitangi and mātauranga Māori in our work.
- **Inclusiveness** – we believe that uniqueness is powerful and that we all have a part to play. We welcome multiple approaches and points of view
- **Lightness** – we believe we must celebrate each milestone along the way, celebrate life and those around us. We believe that we must keep our communication light – to make our vision seem easy and possible.

The Usefully® Team

Our team members bring deep knowledge and a wide variety of skills.

PETER THOMPSON – CEO (co-founder)

Peter comes from a wide and varied background in the Information Technology sector, he has a strong focus on a systems approach, and strongly believes in the value of resource efficiencies achievable by implementing a Circular Economy model. He has been on the journey with The Formary since it was established back in 2008, becoming CEO in 2014. Previously on the board of the [Sustainable Business Network](#), currently on the Advisory Group to the [Circular Economy Accelerator](#), and on the [WasteMINZ](#) Product Stewardship Sector Group Steering Committee. Peter was accepted as a fellow into the [Edmund Hillary Fellowship](#) in 2019, he brings a strong passion for the outdoors, social justice and the protection of the environment.

BERNADETTE CASEY – Creative Director (co-founder)

Bernadette is the Founder and Creative Director of Sustainability Consultancy [The Formary](#), founding the company after guest writing for Melting Point, a book about global warming published by Penguin in 2008. She is a Sustainability Advisor at [Entire Studios](#) and Whitecliffe Fashion School. A University guest lecturer on Guardianship and the Environment from a clothing perspective, she has presented her research on systemic change and circular systems at international conferences including the Global Fashion Conference. Bernadette is an Edmund Hillary Fellow and holds an MSc in Marketing, her research explored ethical consumer purchasing behaviour for which she was awarded a University of Liverpool Dissertation of the Year.

DEBORAH CROWE – Strategy and Commercialisation (co-founder)

Deborah is an experienced entrepreneur bringing strong systems thinking and executive management. She is an advocate for the health and wellbeing of our planet and has both an engineering degree and a diploma in Fashion Design. Deborah is an Edmund Hillary Fellow and brings a variety of skills and experience to the mix – from business management, facilitation, analysis and design, project planning and management, and business analyst skills to name a few. Applying her skills to the Usefully mission is her happy place indeed.

BRIAN JOHNSTON – Sustainability Specialist

Brian is a business sustainability specialist with extensive textile industry experience working within global brands to integrate sustainability into business strategy. He has worked closely with global industry groups including the Sustainable Apparel Coalition, AFIRM Group and Science Based Targets to develop tools that help the industry to adopt a more sustainable approach. Brian believes that local fashion and textile businesses have a critical role to play in helping society to address its sustainability challenges and exceed customer expectations.

DANIELLA PRETORIUS – Marketing & Project Coordinator

Daniella is our Marketing & Project Coordinator looking after our projects, admin and behaviour change campaigns leading the transition to circularity of clothing resources. She holds an undergraduate degree in Sociology and Environmental Science and a B.Sc. Honours degree in Environmental Management. Growing up in Johannesburg, Daniella is acutely aware of environmental challenges and is passionate about the effects of clothing on our waterways.

PAUL EDGAR BIRD – Fashion Designer & Upcycling Guru

Paul (Te Ati Haunui-a-Pāpārangī) is an experienced fashion designer who is skilled in all aspects of the trade. More recently he has turned his talents to creating re-engineered products in the belief “there are so many good fabrics out there that can totally be reused for awesome pieces. I just want things to have a second chance”.