

# Circular Fashion Programme

## KPIs

Investment in enabling innovations for circular business models

# of actionable and open-access data sources and methodologies used to implement circular business models

## Impact

Increased implementation of business models that result in a positive impact on ecology, economy and people

## Outcomes

Increase in number of companies adopting enabling technologies and processes for circular fashion business models

Improved conditions (enabling policy and demand by decision-makers) that will accelerate the industry's transition to circular fashion

## KPIs

# and type of stakeholders reporting increased demand and capacity in implementing circular business models

# of governmental policies facilitating a circular economy

# of initiatives promoting a circular economy that improves livelihoods

## Assumptions

It is possible to gain support for policies and regulations that challenge the linear economy

Companies believe in and are willing to collaborate and share knowledge and methodologies that enable circular business models

Brands / retailers and investors will fund innovations that enable circular business models

Circular business models can be promoted within existing market paradigms

Circular business models will facilitate the design and production of products for a circular economy

Circular business models protect and enhance livelihoods

## Strategies

1. **Build availability of and access to data and methodologies that enable implementation of circular business models**
2. **Accelerate innovations that support the industry's transition to circular fashion and improves livelihoods**
3. **Create conditions that will scale the implementation of circular business models:**
  - Build awareness and capacity amongst decision-makers for circular business models
  - Advocate for short- to long-term enabling governmental policies for circular fashion and circular economy

## Risks

Short-term mindset of key decision-makers and fashion's cost-driven business model will create resistance to implementing long-term change

Lack of business and technical cases for circular will inhibit circular businesses operating at scale

Lack of leadership and coordination of initiatives will inhibit pre-competitive change

Resources and financial mechanisms for innovations to scale will not become available

A circular economy will not be inclusive and does not improve livelihoods

Circular business models, processes and products will remain niche within the industry

## Problem/Issue

New processes and technological innovations that enable circular business models are not accelerating

The industry focuses on linear business models throughout the supply chain, which do not facilitate material cycling

The long-term risks to linear business models are not understood or acted on by key decision-makers

Global policies and regulations do not create incentives for the private sector to implement circular business models

Lack of evidence that a circular economy will improve the livelihoods of people touched by the sector