

# WORLD CIRCULAR TEXTILES 2023: COMMUNICATIONS REPORT

World Circular Textiles Day 2023 saw another year of exceptional progress from our ambitious community of organisations and individuals, as we head towards our collective goal of creating a fully-circular textiles industry by 2050.



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# WCTD Visit Indonesia

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In May, we were invited by Asia Pacific Rayon (APR) and Rantai Tekstil Lestari (RTL) on a trade mission to Indonesia to visit producers, educational institutions and to meet with government officials. We also delivered a roadmapping workshop in Jakarta to 55 industry leaders - building on our previous roadmapping work at the United Nations in October last year.

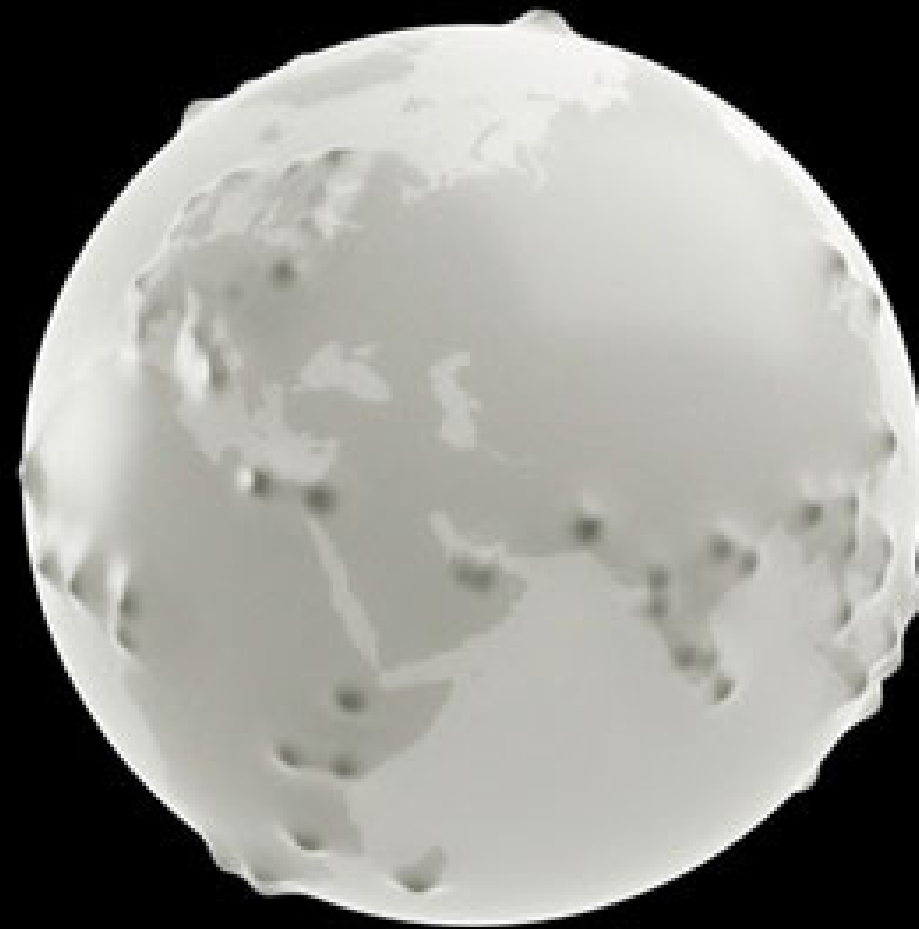
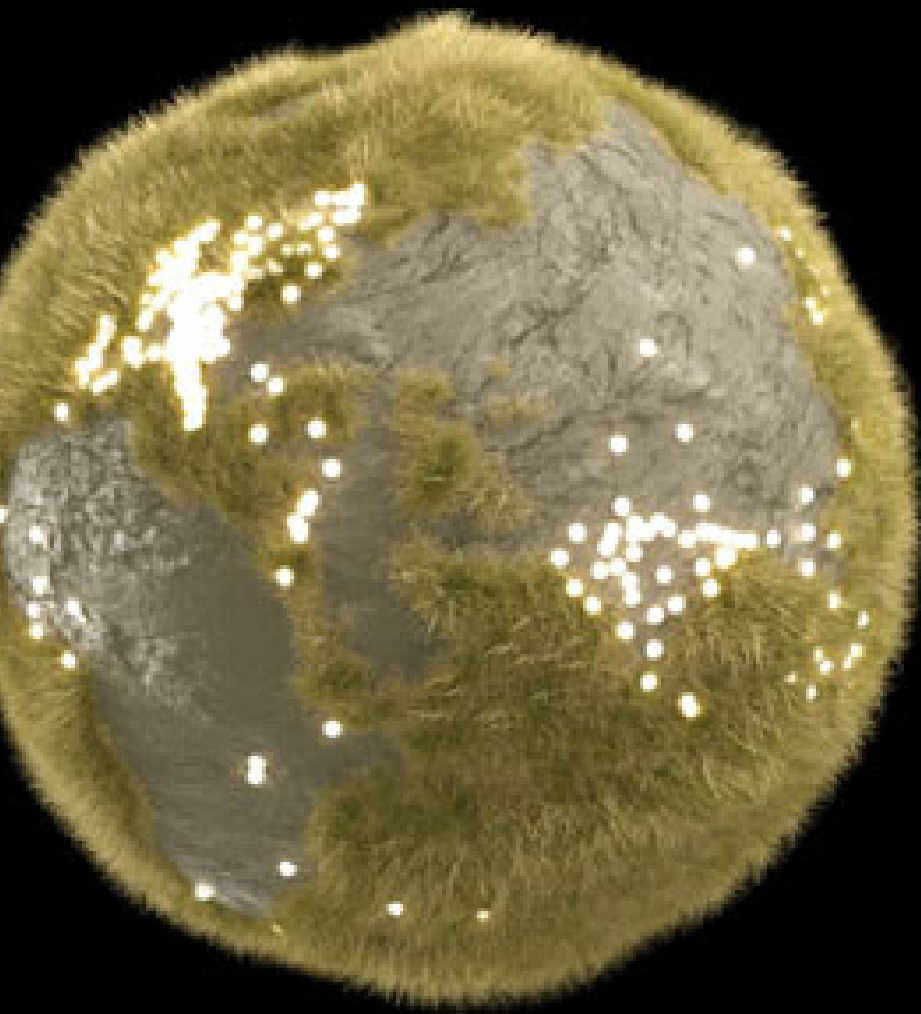
What did we discover? That Indonesia is ready for change. And given its place in the industry - among the top 10 textile-producing countries in the world with a GDP of US\$1.19 trillion in 2021 - we were hugely encouraged by the energy and enthusiasm for advancing circularity from the people we met.

In an industry renowned for its complex supply chains, we can't talk about circularity in fashion without taking into account regional and global perspectives and priorities. This is why we welcomed the opportunity to visit Indonesia.

Watch the Indonesia film [here](#).

Watch the interview with Basrie Kamba, chairman of RTL [here](#).





# The London Event

Each year, we celebrate WCTD on October 8, which fell on a Sunday in 2023, so we marked the occasion on October 5 with a live event at The Conduit in London and a livestream across the globe. We welcomed 80 attendees, with 150 signing up to the livestream from 9 countries, including the UK, US, Germany, Indonesia, India, Switzerland, the Netherlands, Ireland and Denmark.

The line-up included a thought-provoking panel discussion with Martin Boschen, CEO of Texaid; Tricia Carey, Chief Commercial Officer of Renewcell; and Caitrin Watson, Director of Sustainability at Shein. We shone a regional spotlight on Indonesia, with a short film capturing the perspectives and observations of the WCTD co-founders' expedition with APR and RTL, and unveiled [The Global Mapping Project](#), a 3D visualisation of all circular activities across the world created by and in collaboration with Holition, which pinpoints circularity initiatives across the globe. Data from the map has been sourced from activities on the [WCTD Knowledge Hub](#), our digital time capsule. Keep the great work coming and uploading the progress.

The entire event was captured [here](#).

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# Activities Across The Globe



WCTD signatories joined in across the globe with events of their own to mark WCTD 2023. Here are just some of the activities:

Earlier in the day, Rantai Tekstil Lestari (RTL) hosted an event in Indonesia, with speakers including the Singapore Fashion Council, Deputy Minister for Economic Affairs and Head of Green Industry from the Ministry of Industry. The event hosted 55 in-person attendees and 50 online, gaining [press coverage in Jakarta Globe](#).

In the Philippines, WCTD signatory Wear Forward carried out a week-long series of activities, including Circular Textile Tales, a series of 30-minute [Instagram Live interviews](#), while in Ireland, the Environmental Protection Agency, hosted an industry workshop on behalf of the Department of the Environment, Climate and Communications' Textile Advisory Group on the topic of circular use and consumption.

Debrand, which opened a new textiles recycling headquarters in British Columbia - the first of its kind in Canada to provide sortation technology for textile reuse, recycling, and recovery - held a workshop on how to galvanise regional stakeholders around the three WCTD themes of Materials, Products & Services and People.

Renewcell used WCTD2023 to promote the expansion of its Circulose Supplier Network, with coverage in [The Sourcing Journal](#), while Recover used the day as a [call to action](#) to the textiles industry.

The collective efforts of these worldwide events and activities brought eight new signatories to WCTD:

- The Footprint Initiative Foundation
- Circularly PBC
- UK Fashion & Textile Association
- Adetex.CS/Circlolink RFID Threads
- Textile Recyclers Australia Pty Ltd
- Sulochana Cotton Spinning Mills Pvt Ltd
- Valvan
- Tomra

The following pages will highlight further success and reach of WCTD2023. We would like to thank everyone involved for their continued effort and ambition - together, the future of circular textiles looks very bright indeed.

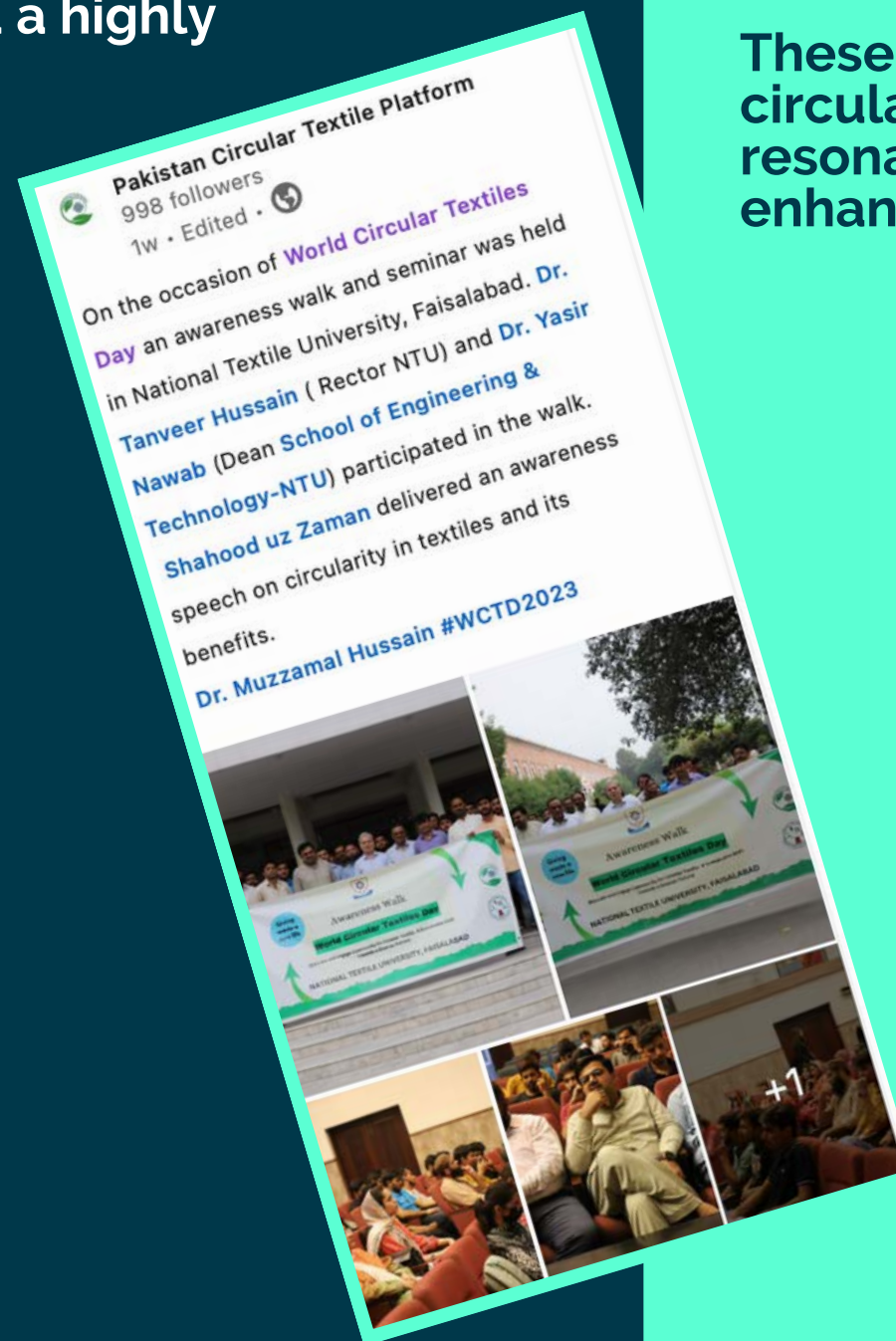
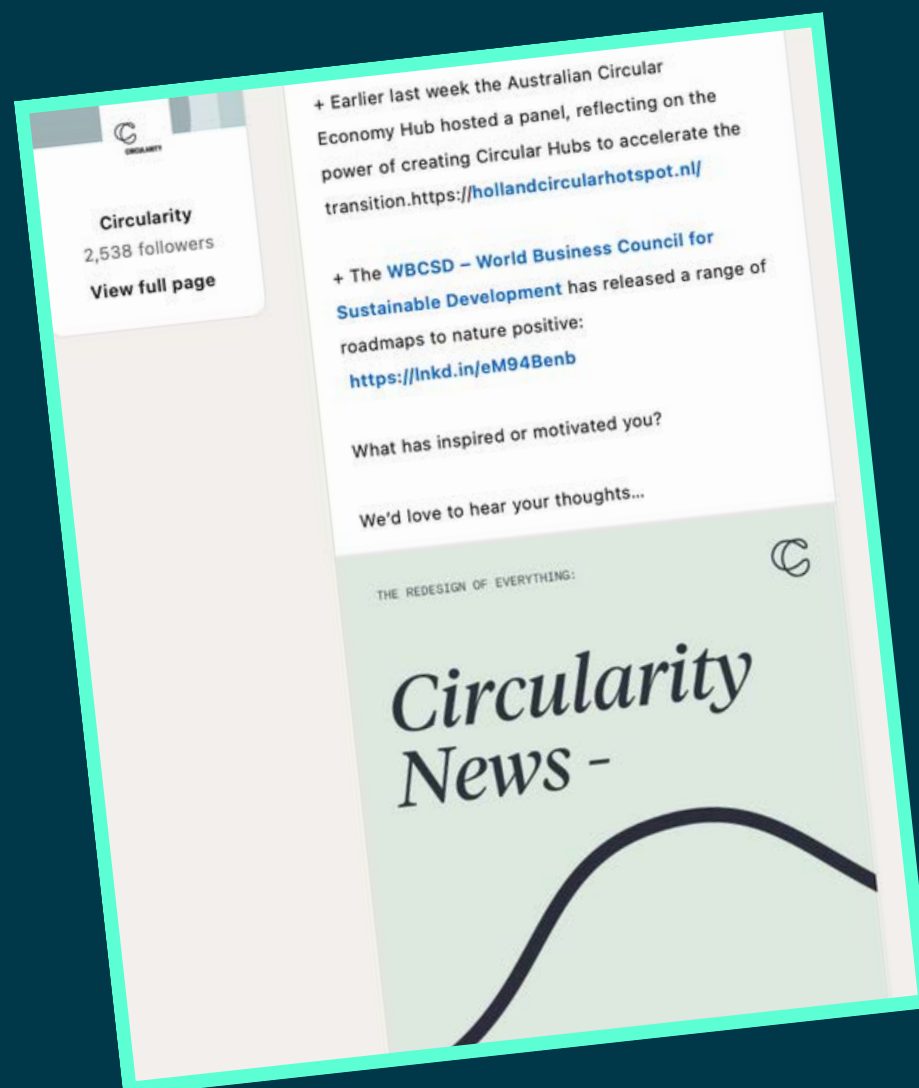
-Gwen Cunningham, Becky Earley, Kate Goldsworthy and Cyndi Rhoades - WCTD co-founders

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# Social Media Coverage

In the ever-evolving landscape of digital connectivity and global engagement, social media is a powerful platform for individuals and organisations to amplify their voices, foster connections and share experiences.

Over the past year and during the live #WCTD2023 event the WCTD team ran and launched a highly effective social media campaign.

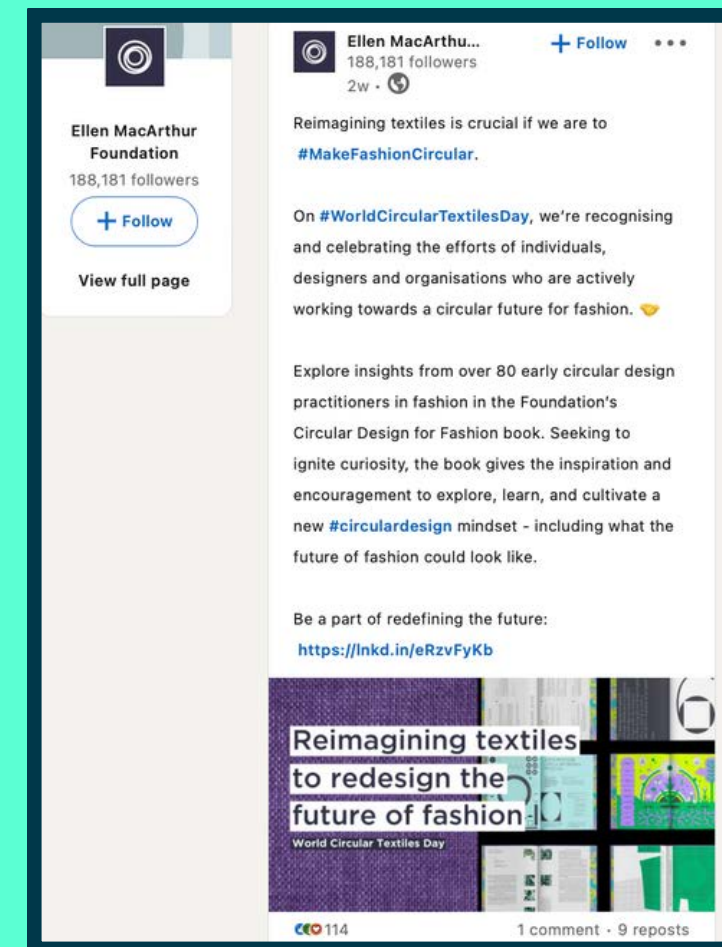


# Global Social Media Coverage

WCTD 2023 gained remarkable global coverage on social media, with key signatories from the textile industry passionately advocating for our cause.

The reach of WCTD 2023 extended beyond the industry, as a diverse community of concerned users also took to their social media platforms to share WCTD 2023.

These efforts demonstrated the widespread support for circularity action, showcasing how this global initiative has resonated with individuals all over the globe and truly enhanced our WCTD sense of community.



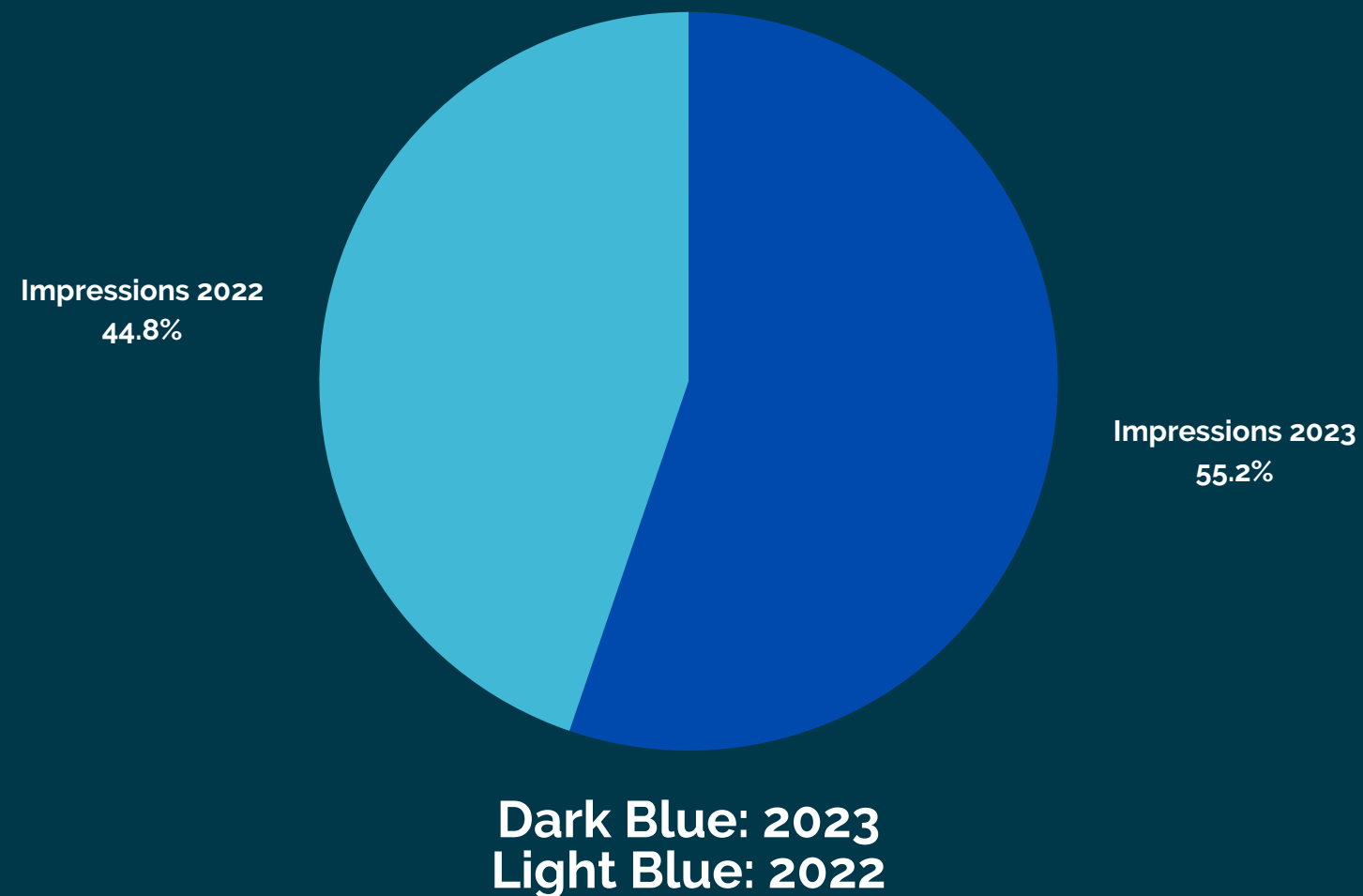
# LinkedIn

- 510 Search Appearances
- 17k Post Impressions
- 438 Unique Visitors
- 293 New followers
- 1,672 Followers
- 40 Custom Clicks

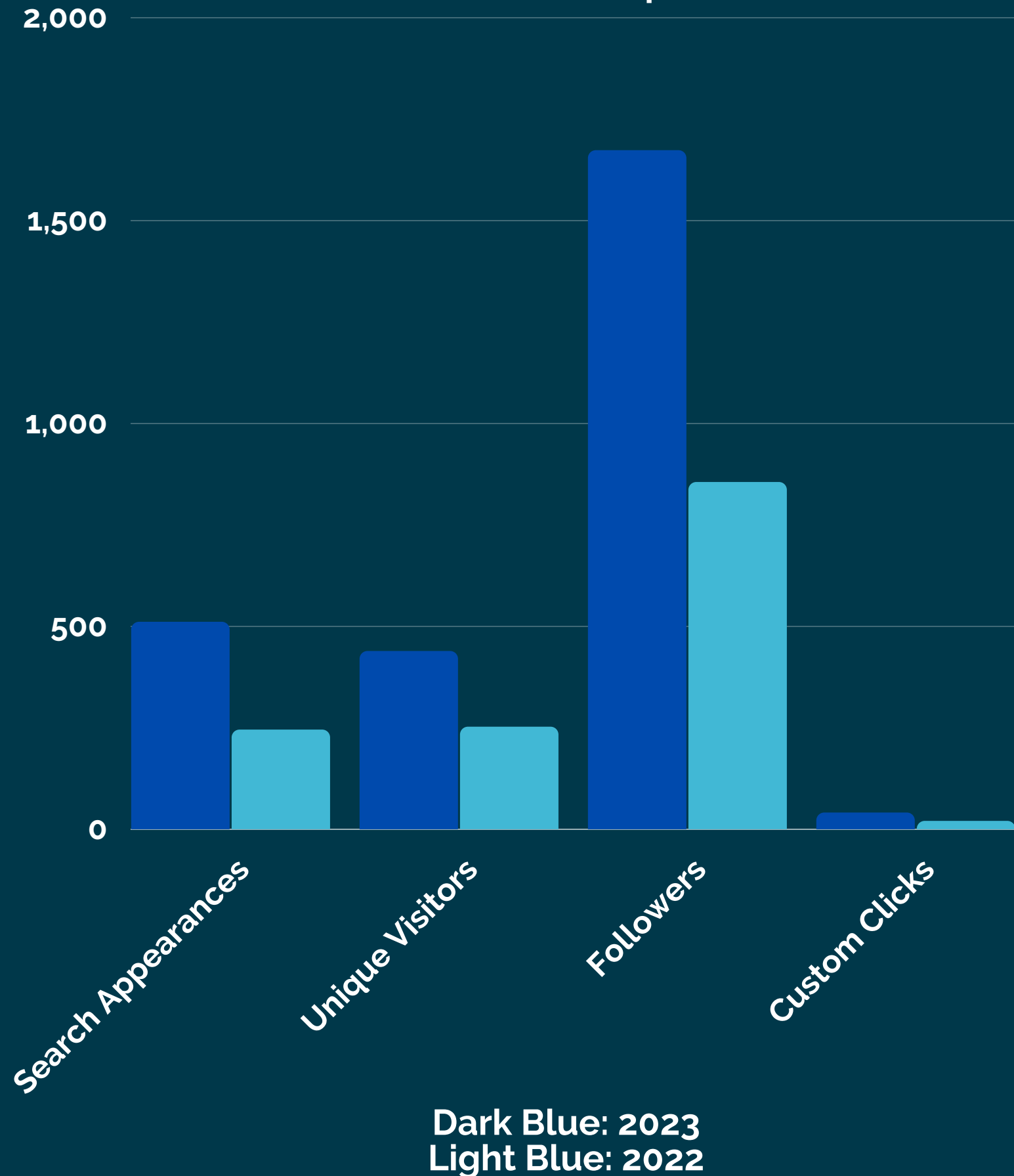
Best performing post:

[https://www.linkedin.com/posts/world-circular-textiles-day\\_wctd2023-activity-7116692368698826752-da17?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/world-circular-textiles-day_wctd2023-activity-7116692368698826752-da17?utm_source=share&utm_medium=member_desktop)

A pie chart comparing 2023 - 2022 LinkedIn Impressions on the WCTD profile.



A bar chart graph comparing 2023 - 2022 LinkedIn stats on the WCTD profile.

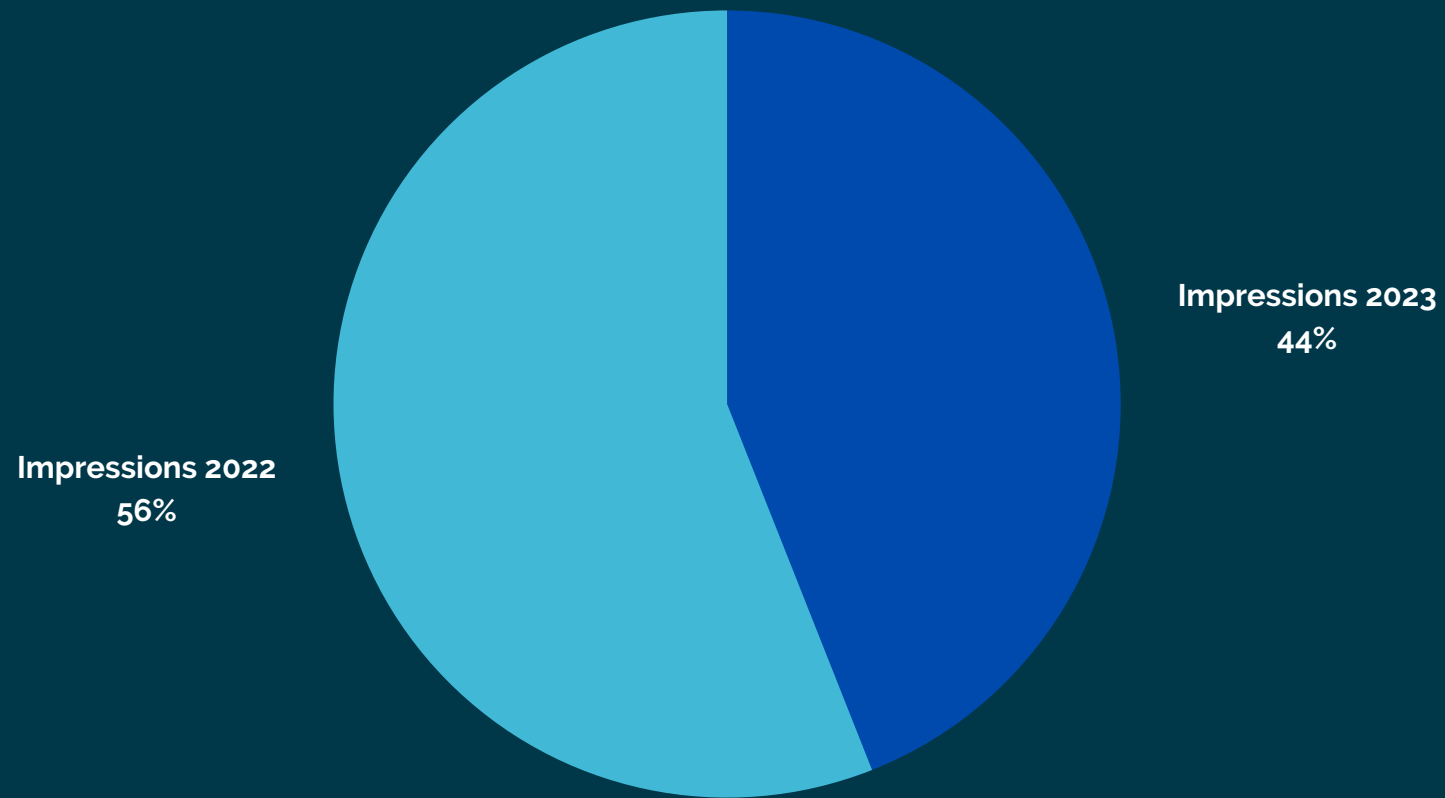


# Instagram

- 2,171 Accounts Reached
- 315 Accounts Engaged
- 640 Content Interaction
- 12,952 Impressions
- 650 Profile Visits
- 60 Website Taps
- 2,335 Follower Count

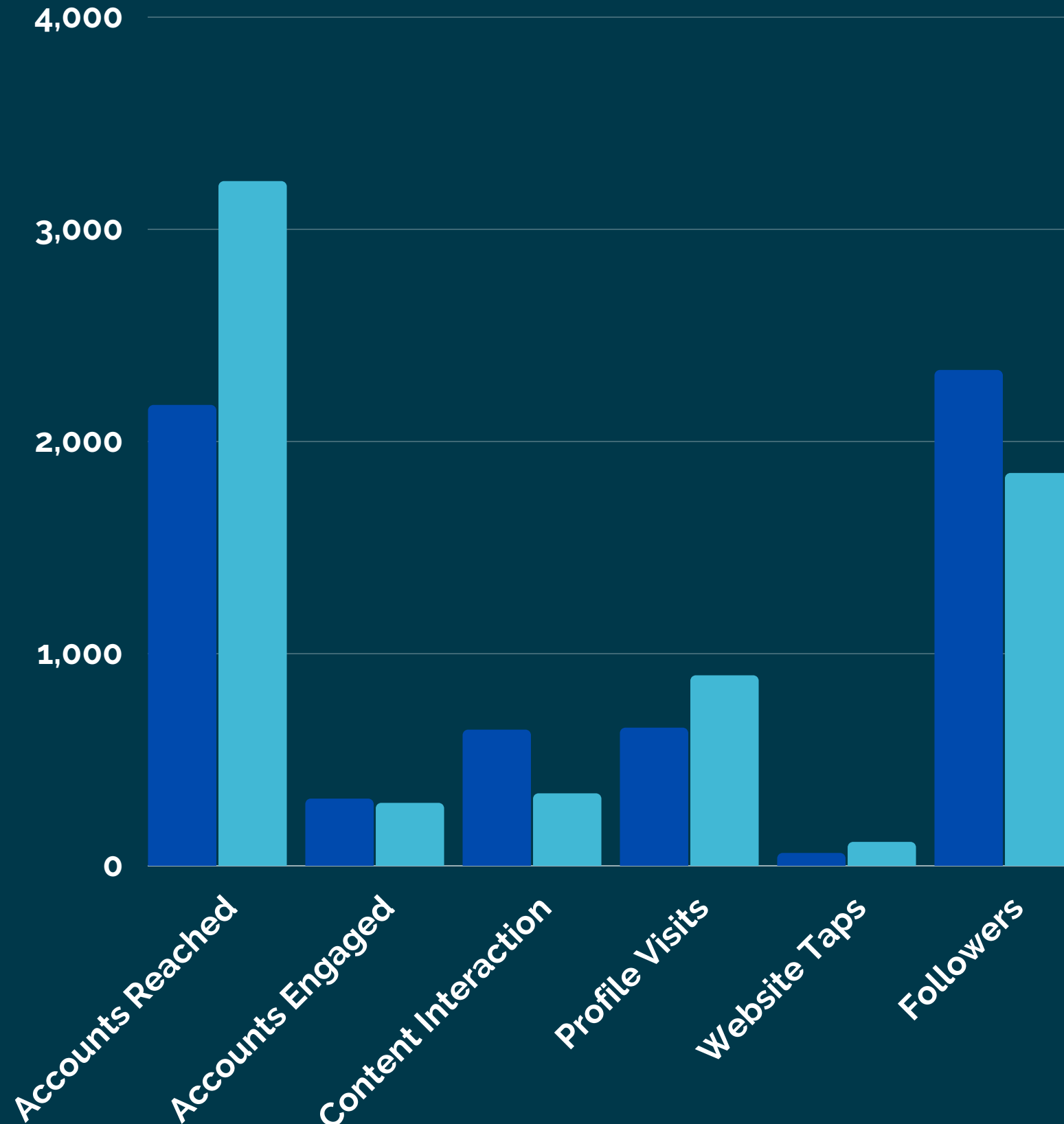
Best performing post:  
[https://www.instagram.com/p/CyGqFXMtA8x/?img\\_index=1](https://www.instagram.com/p/CyGqFXMtA8x/?img_index=1)

A pie chart comparing 2023 - 2022 Instagram Impressions on the WCTD profile.



Dark Blue: 2023  
Light Blue: 2022

A bar chart graph comparing 2023 - 2022 Instagram stats on the WCTD profile.



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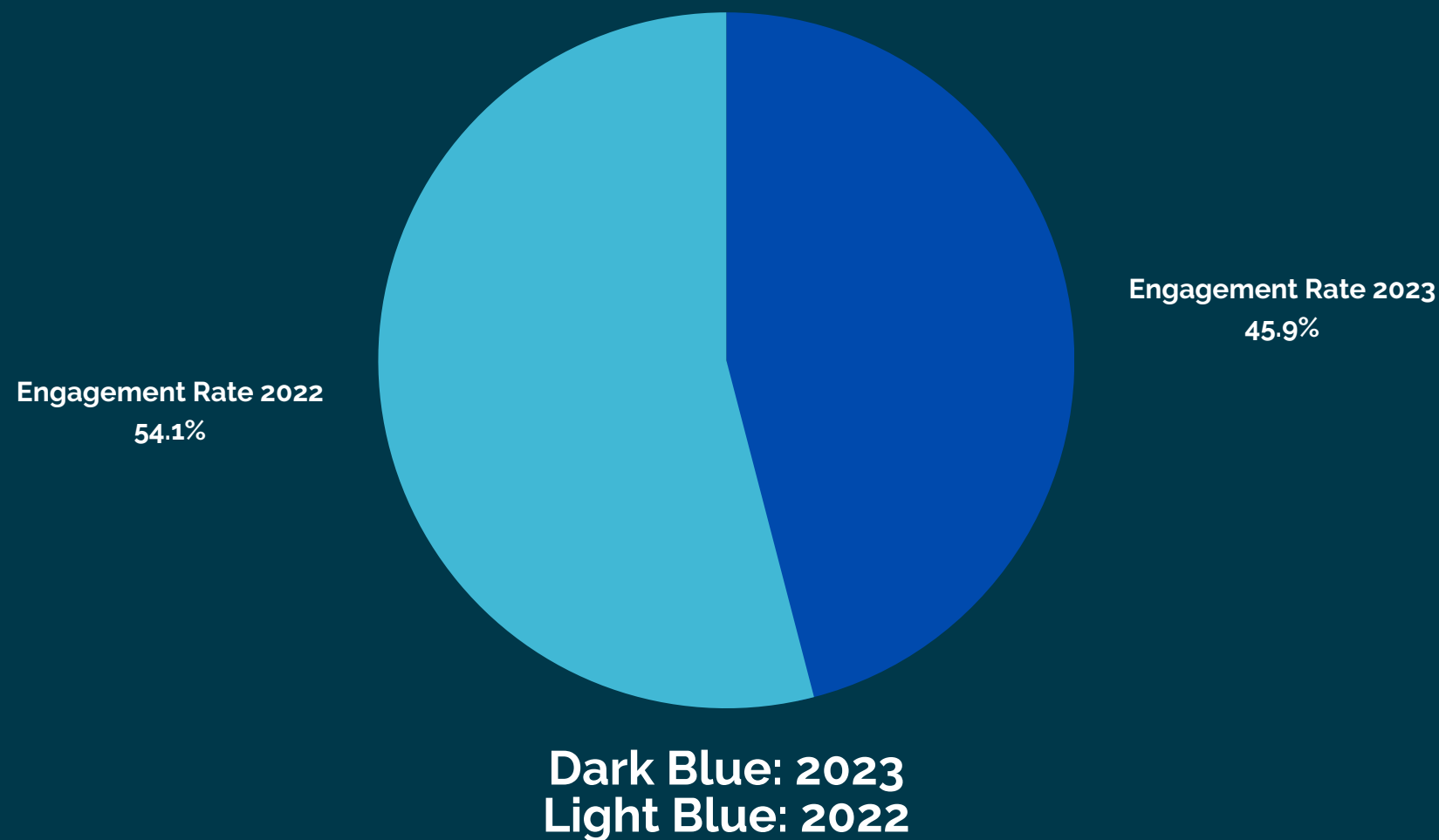
# Twitter

- 2.5K Impressions
- 56 Mentions
- 535 Followers
- 578 Profile Visits
- 3.4% Engagement Rate

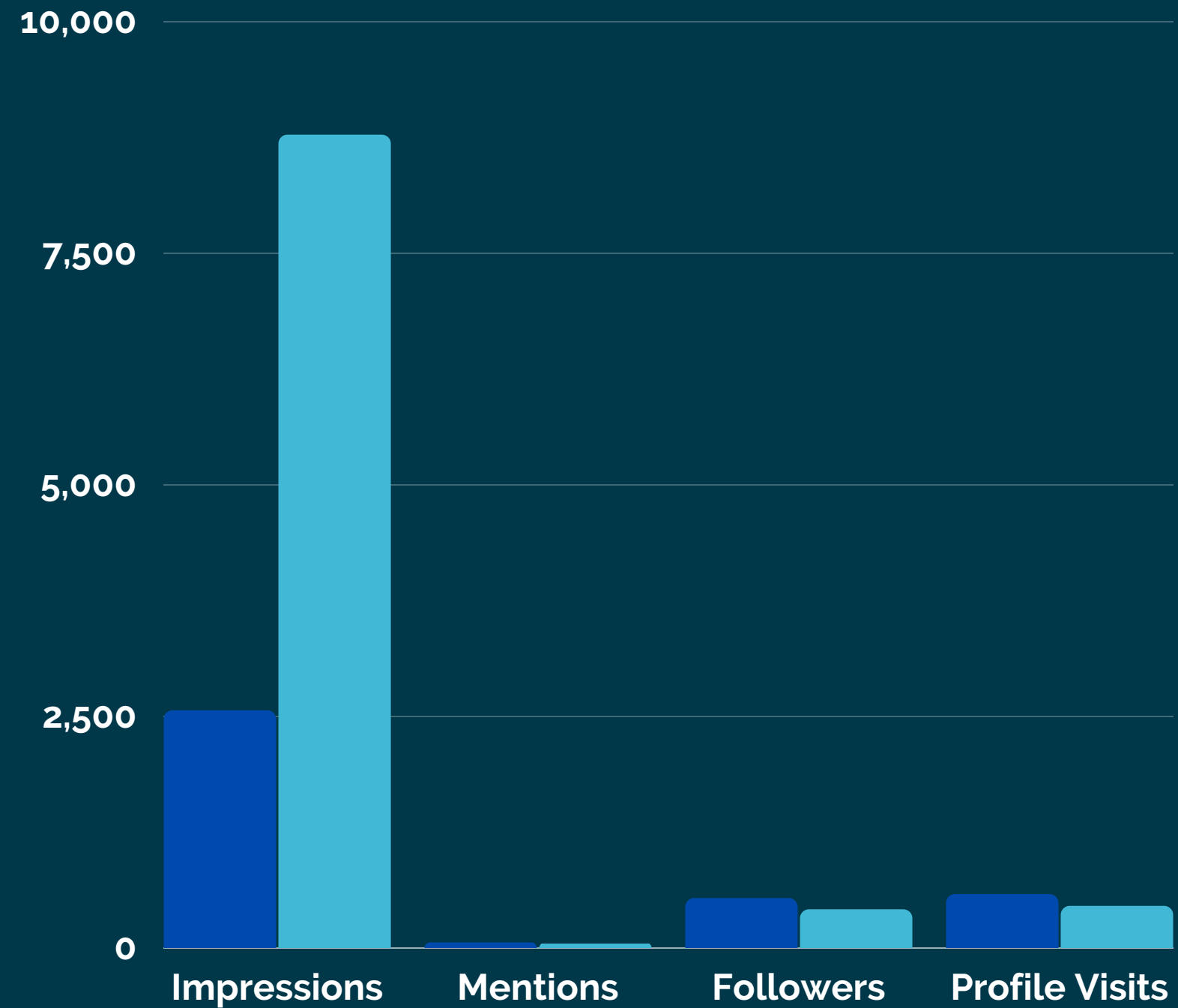
Best performing post:

<https://x.com/WCTD2050/status/1710926256345153844?s=20>

A pie chart comparing 2023 - 2022 Twitter engagement rates on the WCTD profile.



A bar chart graph comparing 2023 - 2022 Twitter stats on the WCTD profile.



Dark Blue: 2023  
Light Blue: 2022







For more information, visit:  
<https://worldcirculartextilesday.com/>

To be become a WCTD signatory, visit:  
<https://worldcirculartextilesday.com/get-involved/>

To be included in the WCTD Knowledge Hub, go  
to: <https://knowledge-hub.circle-lab.com/wctd>

**#WCTD2050**

