

**WORLD
CIRCULAR
TEXTILES
DAY 2023**

TOOLKIT

THE WORLD IS WAKING
UP TO CIRCULARITY

FIND OUT HOW TO
PLAY YOUR PART

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1 WCTD 2050

A WORD OF WELCOME!



Gwen Cunningham

WHETHER YOU ARE A CHANGEMAKER WORKING IN INDUSTRY, RESEARCH, ACADEMIA, OR THE PUBLIC OR PRIVATE SECTOR - **WE'RE GLAD YOU WANT TO SHARE AND SHOUT ABOUT THE WORK THAT'S BEING DONE (AND NEEDS TO CONTINUE BEING DONE!) TO MAKE A CIRCULAR TEXTILES FUTURE A REALITY.**

And we hope this toolkit helps you to do that.

When we founded World Circular Textile Day in 2020, we couldn't have imagined the support and energy it would excite from around the globe. Three years later, we want to harness that energy and empower every circular textiles changemaker to plant the WCTD seed in their own communities - be it in a boardroom or a classroom.



Becky Earley

So go forth and report, reflect and celebrate the progress to full textiles circularity with your colleagues, partners, friends and network.

Our hope is that 8 October becomes a date in the diary that cannot be missed. An annual moment for us to take stock; a marker of progress year on year...



Kate Goldsworthy

Because sometimes we need to be proud of how far we've come in order to have faith in how far we can go.

Happy World Circular Textiles Day!

The WCTD Founders



Cyndi Rhoades



ABOUT

THE WORLD IS WAKING UP TO CIRCULARITY. FOR THE TEXTILES INDUSTRY, THIS TRANSFORMATIONAL SHIFT INVOLVES PUTTING EQUITY, DIGNITY AND THE PERPETUAL CIRCULATION OF RESOURCES AT THE HEART OF ALL PRACTICES.

Every year on the 8th October, World Circular Textiles Day (WCTD) recognises the efforts of a growing community of organisations, companies and individuals actively working towards this future. We explore circularity progress across three themes: **Materials;** **Products & Services;** and **People & Society.**

WCTD is an opportunity to celebrate the diversity of these worldwide efforts to fundamentally reimagine how we design, produce, use and recover textiles. Realising circularity's ambitious goals requires visceral motivation and vigorous

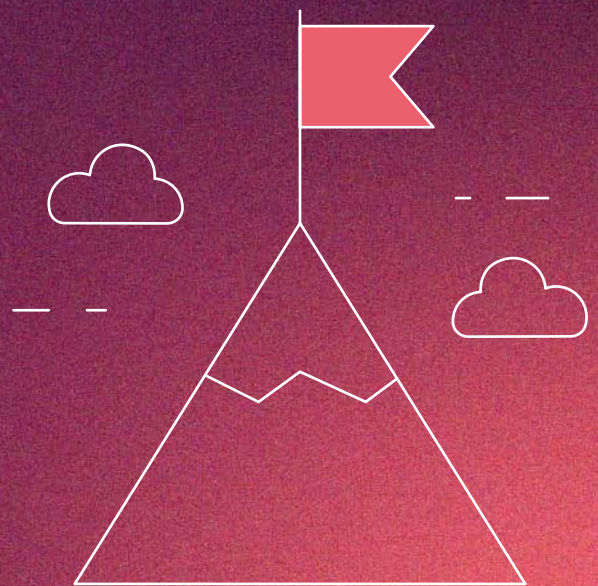
collectivism. We use the World Circular Textiles Day platform to catalyse this joined up thinking, building the connections that empower us to create an actionable roadmap to this future.

This toolkit has been created as a simple-to-use guide for organisations, companies and individuals around the world to host and develop their own WCTD events to align under one vision. Our aim is to provide a framework to support a wide range of stakeholders in creating activities in different contexts, while amplifying the collective goal of full circularity by 2050, globally.

MISSION

WCTD WAS CREATED TO **REPORT, REFLECT AND CELEBRATE** THE PROGRESS TO FULL TEXTILES CIRCULARITY.

Every phase of this ambitious mission involves engaging actors across the whole textiles sector, enhancing their understanding of and involvement with practices that align with equity and sustainability.



VISION

OUR VISION IS AN ENTIRELY TRANSFORMED TEXTILES INDUSTRY THAT REACHES **FULL CIRCULARITY BY 2050**.

There are 3 themes guiding this vision:

1. MATERIALS AND PLANETARY BOUNDARIES

Textile materials should be renewable, recyclable and safe, enabling them to be kept in continual circulation.

This means materials for production should be sourced from existing products and regenerative agriculture, while toxic chemicals and fossil fuel-derived virgin fibres are eliminated entirely.

At the same time, circularity accounting methods built on recognised scientific insights will help to manage a balanced system in line with the earth's environmental limits.

2. PRODUCTS AND SERVICES

Products and services should be designed for multiple uses and material value retention, with maximum positive impact.

Imagine a future with optimal product flows where reuse and access models dominate. Products would be designed for multiple recirculation before biodegrading or being broken down into reusable raw materials for production.

People would only consume what they need; excessive consumption and excessive waste would be eliminated and replaced by timeless fashions that still fulfil our human need for expression and creativity without constraint.

3. PEOPLE AND SOCIETY

People would be valued and supported in an equitable, socially-just and resilient society.

A circular society is one that is fundamentally balanced with new visions of abundance. People become proactive participants rather than passive consumers. Those who design, build, reprocess and recirculate products through the value chain are treated as equitable partners in shaping and benefitting from the system. A blend of craft methods alongside more automated production would provide regionalised, multi-faceted perspectives and fulfilling livelihoods, both high and low-tech. Crucially, wealth gaps along the textiles value chain are minimised; equity and dignity becomes a reality for all.

WHAT DOES THE JOURNEY TO FULL CIRCULARITY LOOK LIKE?

Although the transition to a circular future will be multifaceted and vary from place to place, the WCTD founders and signatories have imagined the process in 3 distinct phases:

PHASE 1: THE INNOVATION AND R&D YEARS (2010-2025)

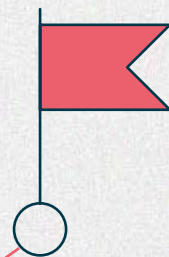
During this phase, the focus is on fostering innovation and conducting extensive research and development across the textiles sector. The objective is to explore, develop and scale up new ideas, technologies and practices that align with circularity, sustainability and ethics and can deliver it.

PHASE 2: THE INFRASTRUCTURE, INVESTMENT AND ROLLOUT YEARS (2025-2040)

In the second phase, the emphasis shifts towards establishing, investing in and implementing the necessary infrastructure to support the trajectory to full circularity. This involves scaling up and rolling out circular practices, creating robust systems and integrating these processes across the textiles industry.

PHASE 3: THE EXPANSION AND COMPLETION YEARS (2040-2050)

The final phase centres around expanding the reach and impact of circularity, strengthening systems-wide change, until Full Circularity has been achieved, regionally and globally.





2 YOU AND YOUR AUDIENCE

WORLD
CIRCULAR
TEXTILES
DAY 2023

WHO ARE YOU?



A FASHION OR
TEXTILES INDUSTRY
PROFESSIONAL



A STUDENT
OR EDUCATOR



A COMMUNITY
CHANGEMAKER



2 YOU AND YOUR AUDIENCE



A FASHION OR TEXTILES INDUSTRY PROFESSIONAL

Shifting perspectives within industry is crucial to driving change. By organising your own WCTD event, you can galvanise key stakeholders within your company, supply chain or region and kickstart important conversations about where you collectively stand regarding circularity today, what the barriers and drivers of adoption and scale are, and where more can and should be done.

Alongside colleagues and partners you may want to include circularity experts and innovators, as well as stakeholders from the broader ecosystem, such as national or regional policymakers, behavioural science experts, academics etc.

Use WCTD as an opportunity to unpack challenges and solutions together, and collaboratively identify actionable ideas that can drive textiles circularity forward.

EVENTS THAT WORK WELL FOR INDUSTRY PROFESSIONALS INCLUDE:

MAP-A-THON WORKSHOP

ROUNDTABLE DISCUSSION

BREAKFAST EVENT

WORKSHOP

2 YOU AND YOUR AUDIENCE



A STUDENT OR EDUCATOR

Education is at the heart of producing and communicating knowledge about circularity. Students and teachers are also ideally placed within a community to build awareness and drive change.

IN HIGHER EDUCATION

Circular textiles can be explored within a wide range of subject disciplines including fashion, design, development studies, economics, engineering and more.

Consider how your distinct subject perspective intersects with circularity and the textiles industry. What opportunities can you envisage to integrate WCTD themes into your curriculum?

You could also take an interdisciplinary approach, taking advantage of connections within your institution, as well as building new ones.

EVENT TYPES THAT WORK WELL FOR HIGHER EDUCATION INCLUDE:

MAP-A-THON WORKSHOP

ROUNDTABLE DISCUSSION

CLOTHES SWAP / WARDROBE SURGERY

FILM SCREENING / BOOK CLUB

2 YOU AND YOUR AUDIENCE



A STUDENT OR EDUCATOR... CONTINUED

AT SECONDARY LEVEL

Introduce students to the key issues of the linear textiles industry. Depending on time and interest, you could end up going quite 'deep' on this - for example, some students might like to start a club to keep the discussions going.

Start by highlighting the materiality of students' own clothing or uniform, and its interconnection with social and environmental issues. Move to exploring circularity as a provocation to these systems, with a different focus depending on the interests of the students involved (e.g. design/economics).

EVENT TYPES THAT WORK WELL FOR SECONDARY EDUCATION INCLUDE:

CLOTHES SWAP

FILM SCREENING / BOOK CLUB

ASSEMBLY OR WORKSHOP

2 YOU AND YOUR AUDIENCE



A STUDENT OR EDUCATOR... CONTINUED

AT PRIMARY LEVEL

Introduce students to the key issues of the linear textiles industry and the possibilities that circularity holds for transforming them. Stay away from the numbers, emphasise materiality and processes. For example, you could explore the standard 'journeys' of students' own clothing (e.g. a cotton t-shirt) or uniform.

Social and environmental issues can be heavy - stay mindful of this in your pitch and let students know about resources they can access for support if needed.

EVENT TYPES THAT WORK WELL FOR PRIMARY EDUCATION INCLUDE:

ASSEMBLY OR WORKSHOP

2 YOU AND YOUR AUDIENCE



A COMMUNITY CHANGEMAKER

You don't have to be working in fashion or textiles to spread awareness about circular textiles. Everyone wears clothes – this tangibility makes circular textiles a great place for people to start engaging with the complex interconnections of the social and environmental impact of the linear textiles industry.

Hosting an event is a great way to empower your local community or organisation to become agents of change.

EVENT TYPES THAT WORK WELL FOR COMMUNITY CHANGEMAKERS INCLUDE:

MAP-A-THON WORKSHOP

ROUNDTABLE DISCUSSION

CLOTHES SWAP / WARDROBE SURGERY

FILM SCREENING / BOOK CLUB

WHAT DO YOU WANT TO EXPLORE AND CELEBRATE?

YOU CAN USE THE FOLLOWING BASIC STEPS TO
GUIDE THE **PLANNING OF ANY EVENT TYPE:**

1. PICK A TOPIC

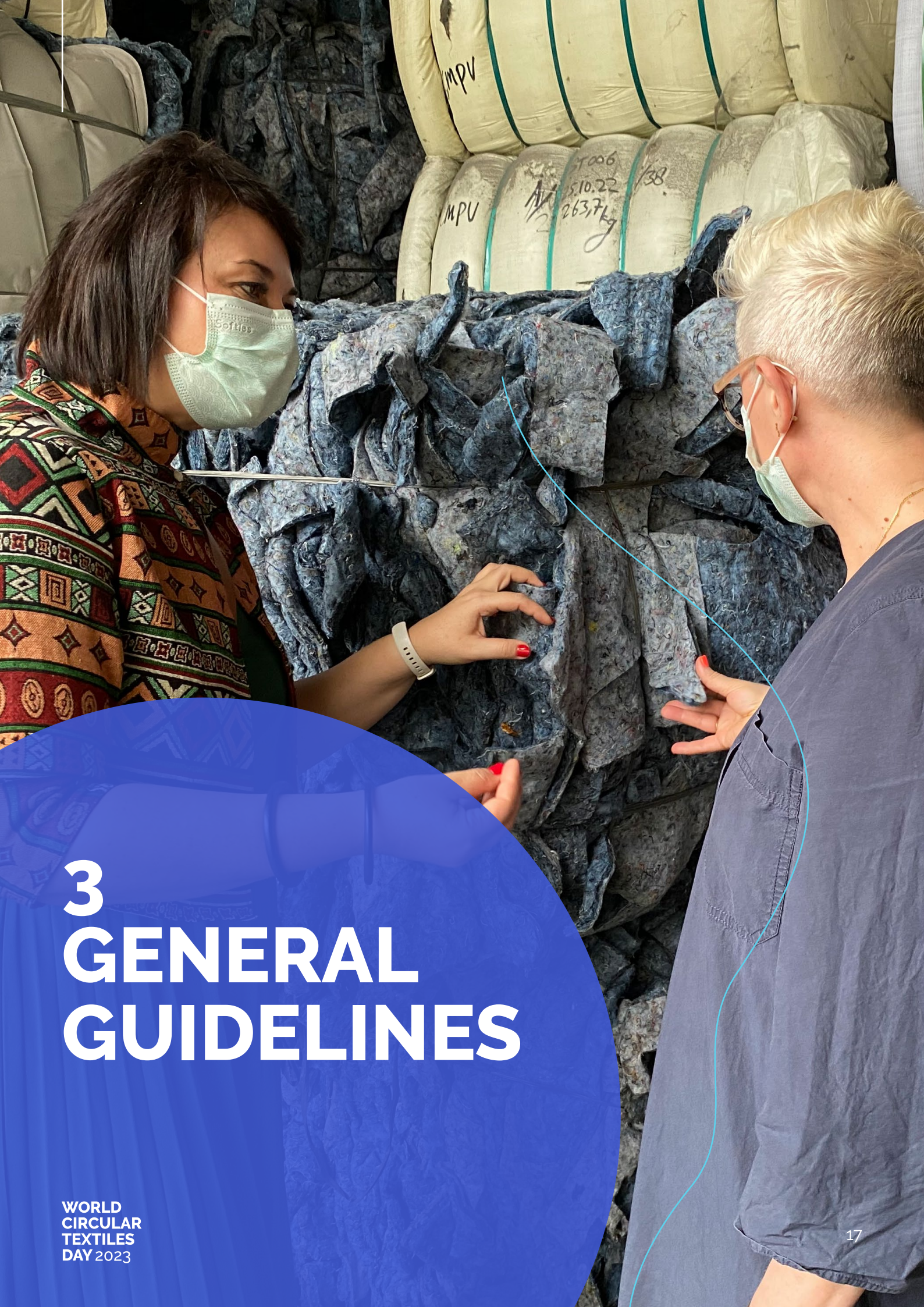
See our [Knowledge Hub](#) or
[Resource Collection](#) for inspiration

2. DESIGN AN EVENT

Design an event that explores
this topic through the lens of the
WCTD vision and key themes

3. FOCUS ON OUTCOMES

What challenges and opportunities
emerge? How can these be
integrated into actionable outcomes?



3 GENERAL GUIDELINES

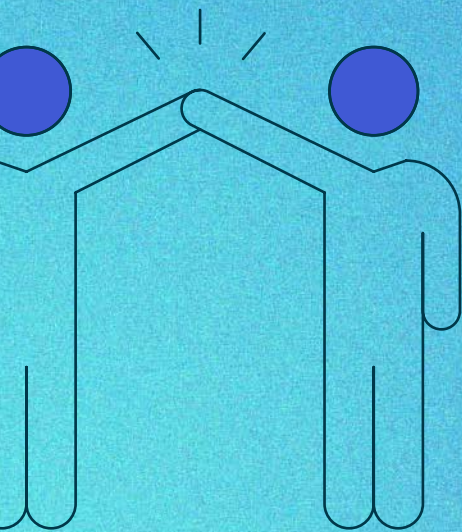
3 GENERAL GUIDELINES



WORLD CIRCULAR TEXTILES DAY IS ABOUT **CONNECTING PASSIONATE PEOPLE INVOLVED IN A DIVERSE RANGE OF CIRCULAR PRACTICES AND INNOVATIVE SOLUTIONS ACROSS THE GLOBE.**

We envisage the day as a catalyst for collaboration and knowledge-sharing, as well as an inspiring affirmation of the possibility of our collective envisioned future.

This guide will provide you with all the tools that you need to plan a WCTD event in your own company, supply chain, region or community.



We would love you and your organisation to join us!

HOW TO ADOPT THE WCTD PRINCIPLES

THE FOLLOWING PRINCIPLES UNDERPIN THE WCTD MISSION.

You can use this section to help you think about how to keep your event grounded in these key ideas.

EQUITY AND DIGNITY

Circularity principles imply moving away from the disparities and inequalities of the linear textiles value chain, promoting inclusivity and abundance for all involved.

- How can a circular textiles industry create **justice** for stakeholders at every stage of the value chain, from design to recirculation?
- Are the right voices **included** at the event/ table to discuss this issue? What perspectives are important to highlight at your event?

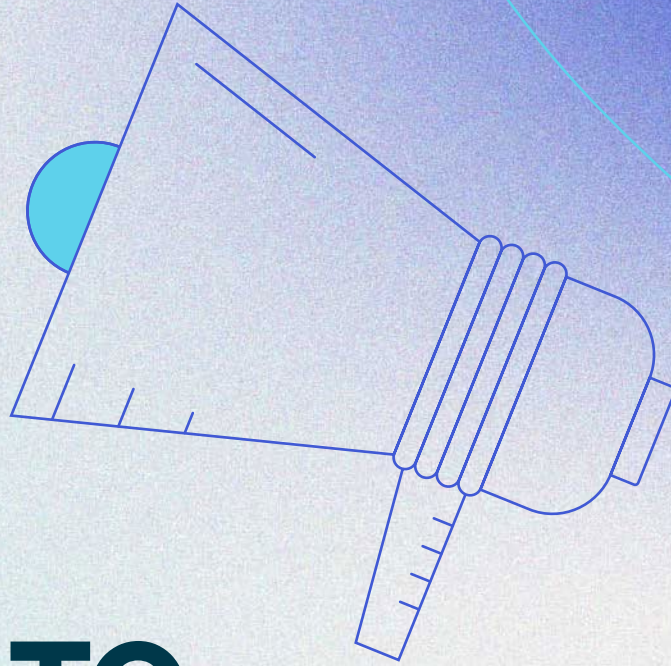
SUSTAINABILITY

Sustainability is at the heart of the world circular textiles movement, driving industry-wide efforts to align practices with responsible regard for the wellbeing of the planet, as well as all of those involved.

- How do different participants in your event **understand 'sustainability'**?
- What do you see as some of **the main challenges to realising 'sustainability'** in your organisation and beyond?

NEUTRALITY AND CURIOSITY

- While recognising that all perspectives are partial, situated, and shaped by your personal experience, how might **you promote a spirit of neutrality in your exploration** of the topic?
- How can you encourage your participants to **stay open and curious about different perspectives** in the room?

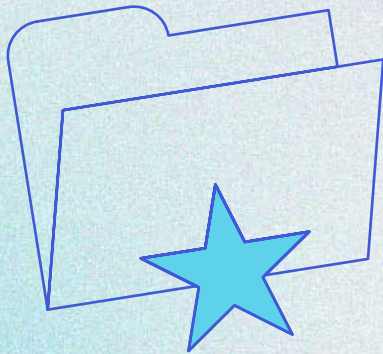
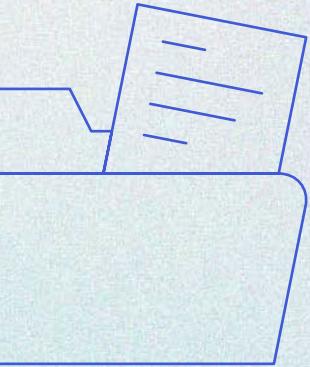


HOW TO PROMOTE YOUR EVENT

WHEN PLANNING A SUCCESSFUL WCTD (WORLD CIRCULAR TEXTILES DAY), IT'S ESSENTIAL TO DEDICATE TIME TO **ORGANISING ALL YOUR WCTD ASSETS** AND CRAFTING AN **EFFECTIVE MARKETING APPROACH**.

To help you get started, we have compiled four practical considerations and tools that will kick-start your plan of action.

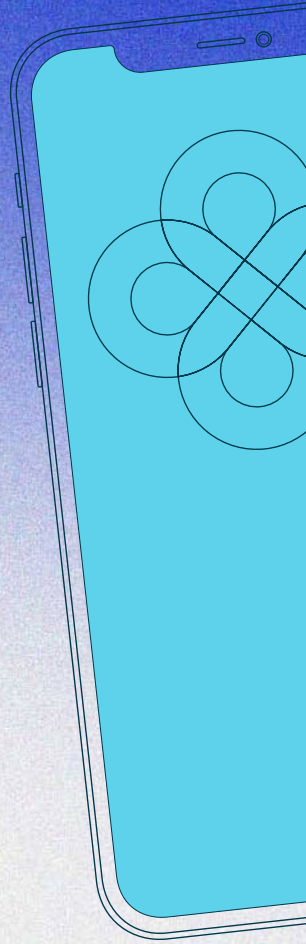
3 GENERAL GUIDELINES



1. UPLOAD YOUR EVENT TO THE WCTD EVENT PAGE

Add your event to the WCTD global programme, by submitting it to our event page!

[ADD YOUR EVENT!](#)



2. UTILISE THE WCTD ASSETS

Follow the [WCTD brand guidelines and use the provided WCTD brand assets](#) when creating any event materials. For example, our Powerpoint template will simplify the design process for you, and ensure that your event feels connected to the larger global programme of activities.



3 GENERAL GUIDELINES

3. PROMOTE VIA SOCIAL MEDIA

Social media is a powerful tool with the potential to transform the impact of an event. **Follow our tips below to make it a success:**

BEFORE...

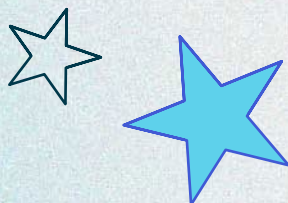
- Plan and schedule your social media content effectively. We recommend planning two weeks' worth of content in advance, covering the week leading up to the event and the duration of the event itself.
- Always remember to use the [WCTD branding, colours, logo, and fonts](#) consistently across all your social media posts. Don't forget to include the official hashtags **#WCTD2023 #WorldCircularTextilesDay #countdownto2050** to increase visibility and engagement.
- Design a visually appealing poster featuring all the event details or an engaging video that shares information about the event in an interactive format. Post a photo of your event team and introduce yourselves to your audience.
- Keep your community updated regularly with teasers of programme highlights and behind-the-scenes glimpses.
- Be proactive in answering any questions your audience might have.

DURING....

- Remember to include **#WCTD2023 #WorldCircularTextilesDay #countdownto2050** on all posts, posters and presentations and to tag WCTD on [LinkedIn](#), [Twitter](#) & [Instagram](#). And encourage your audience to do the same!
- Show the sense of community - whether by video or photo, encourage attendees to make and post content throughout.
- Consider live streaming your event. Going live takes a bit more work, but it's a great way to get an online community directly involved on the day, and scale your reach.

AFTER....

- Send any content you've generated directly with the WCTD team afterwards, for cross-promotion. We regularly upload community content onto our channels. **Contact us at:** mail@worldcirculartextilesday.com





4 WCTD EVENT IDEAS AND RESOURCES



HOST A WCTD ROUNDTABLE DISCUSSION

ROUNDTABLE DISCUSSIONS BRING KEY STAKEHOLDERS TOGETHER TO DISCUSS AND DEBATE TOPICAL ISSUES RELATING TO CIRCULAR TEXTILES.

They are a great opportunity to share knowledge, collectively generate new ideas and spark new connections.

4 WCTD EVENT IDEAS AND RESOURCES

HOW TO HOST YOUR ROUNDTABLE DISCUSSION

Start by establishing a topic and a theme for your WCTD roundtable discussion.

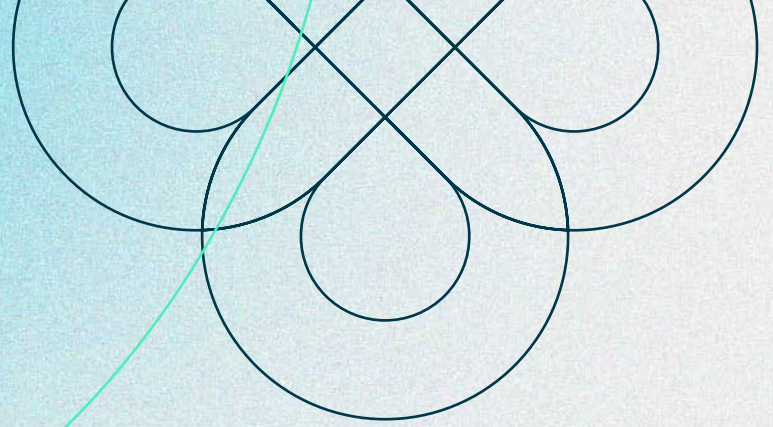
This could be one of the core WCTD themes (Materials, Products & Services and People), or a related sub-topic that is important to you and your participants. Whatever the focus, consider how you can embed the WCTD vision, themes and principles throughout.

Next, it's time to identify and onboard your roundtable participants. These could be colleagues, academics, journalists, NGOs, policymakers, designers or innovators. Try to include a diverse range of actors who can highlight different aspects of the theme.

Now decide on who will chair the discussion - this could be you or another expert close to the theme, depending on your experience. Before the event, make sure that you and the chair have created an agenda that stays close to the theme and includes time for introductions, presentations, interactive discussions, Q&A sessions and networking.

Pick and book in a venue (if the roundtable will take place in-person) that has all the technology, space and accessibility requirements that you need.

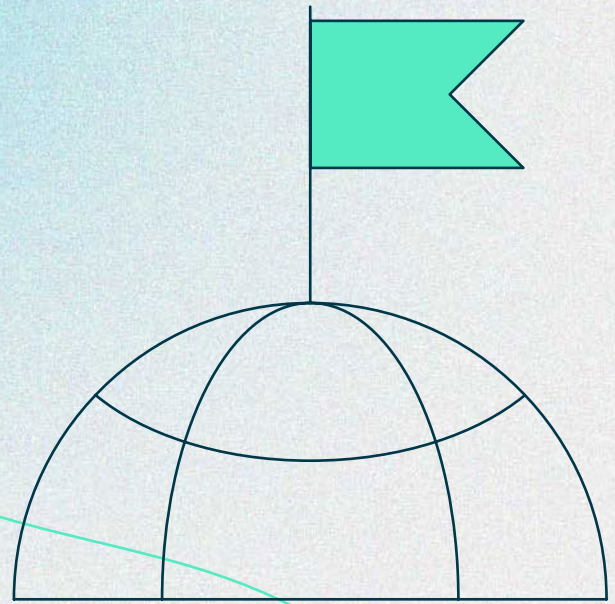




TIPS AND TRICKS FOR YOUR ROUNDTABLE DISCUSSION

- **Design your session!** [We've designed a few WCTD roundtable formats for you, to get you started.](#) Tweak and edit these roundtable templates to suit your needs, but remember to weave the WCTD vision and themes throughout.
- **Build in interactivity!** Build in formats and moments to switch the speaker and give the group an opportunity to share. For example, by using a 'fishbowl', horseshoe or even picnic-style format.
- **Leave a legacy!** Make sure someone takes detailed notes or records the session. Live share photos and videos from the event on social media using [#WCTD2023](#) [#WorldCircularTextilesDay](#) [#countdownto2050](#). Finally, appoint someone to synthesise the insights and photos and feedback to WCTD.

4 WCTD EVENT IDEAS AND RESOURCES



HOST A WCTD MAP-A-THON

A WCTD **MAP-A-THON** BRINGS DIFFERENT CIRCULAR TEXTILES ACTORS IN YOUR AREA TOGETHER TO **COLLECTIVELY IDENTIFY AND COLLECT INFORMATION ABOUT CIRCULAR PLAYERS, INITIATIVES AND PRACTICES** HAPPENING IN YOUR AREA/CITY/REGION OR COUNTRY, AND GIVE THEM **MORE VISIBILITY** ON THE GLOBAL STAGE BY UPLOADING THEM ONTO THE WCTD KNOWLEDGE HUB.

It can be a fun and effective way to promote community building and knowledge sharing in the circular textiles space, whilst creating connections for further collaborative action.

4 WCTD EVENT IDEAS AND RESOURCES

HOW TO HOST YOUR MAP-A-THON

Start by identifying and reaching out to local stakeholders to join the map-a-thon.

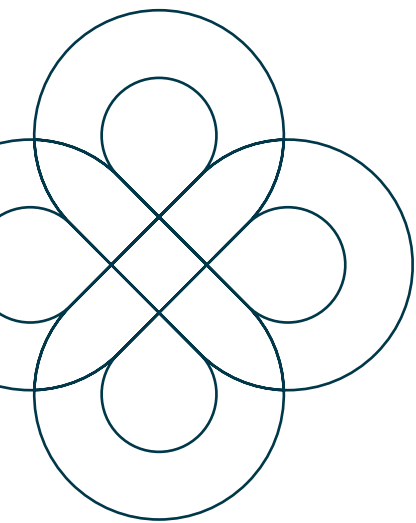
You could start with academics and students, journalists, NGOs, designers, and small business owners. Try to include a wide range of actors who will bring different experience, perspectives and knowledge to the event and help build a richly detailed and multifaceted map.

Pick and book in a venue (if the map-a-thon will take place in-person) that has all the technology, space and accessibility requirements that you need, including paper, pens etc. Miro or Jamboard could be useful tools for an online map-a-thon.

Finalise an agenda for the event, and share it with your participants, so that they are primed and come prepared with their input.

On the day itself, it's a good idea to start with an inspiring presentation and some ice-breakers to prepare all the participants for the main map-a-thon activity. Make sure to leave time for questions and plenary discussion.

Use the WCTD map-a-thon tools to structure your session, and make sure that the information you gather gets uploaded on the [WCTD Knowledge Hub](#).

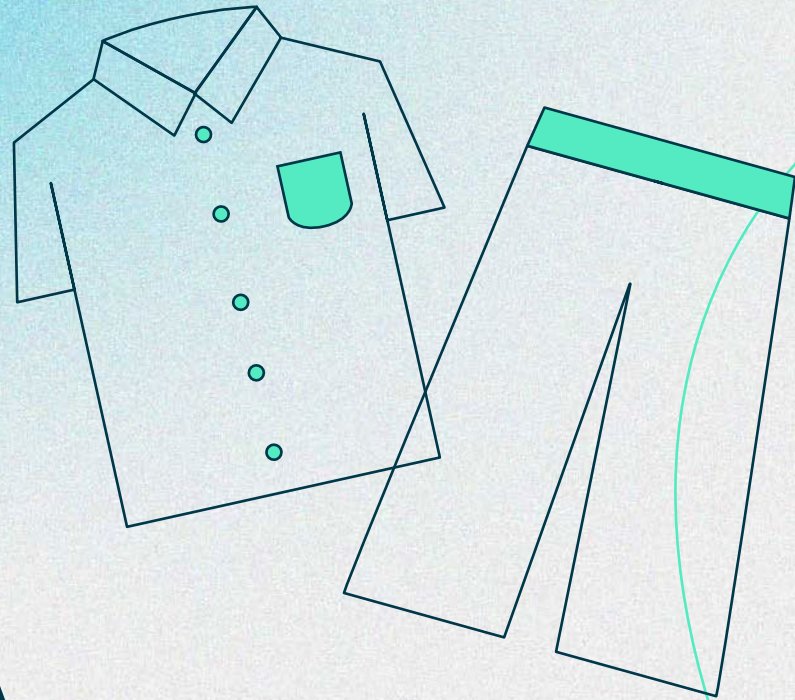


4 WCTD EVENT IDEAS AND RESOURCES



TIPS AND TRICKS FOR YOUR MAP-A-THON

- Design your session! [We've designed a WCTD mapathon format for you, to get you started.](#) If you are hosting an online session, use our [MIRO template as a collaborative tool.](#) Tweak and edit both templates to suit your needs.
- Remember to **save the maps** and use the knowledge generated for future activities and projects.
- You can also translate the maps into other **knowledge products**: summary reports; blog posts; posters and presentations.
- **Leave a legacy!** Share photos and videos from the event on social media using **#WCTD2023 #WorldCircularTextilesDay #countdownto2050!** Remember to get your participants permission.



HOST A CLOTHES SWAP OR WARDROBE SURGERY

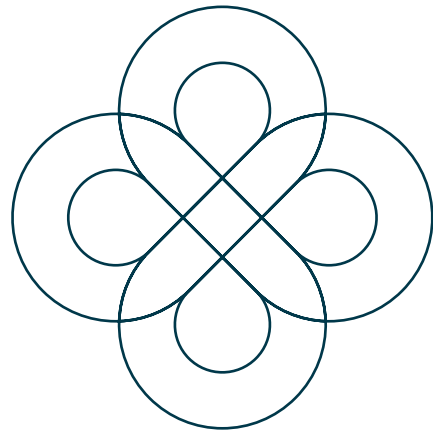
A **CLOTHES SWAP** GIVES YOU AND YOUR COMMUNITY THE OPPORTUNITY TO **EXTEND THE LIFE OF PRE-LOVED PIECES.**

It's the perfect opportunity to get inspired with your wardrobe without buying new - the most sustainable clothes are the ones that are already in your cupboard!

HOW TO HOST YOUR CLOTHES SWAP OR WARDROBE SURGERY

Collaborate with local tailors and designers, providing the opportunity for participants to repair, alter or upcycle their pre-loved pieces.

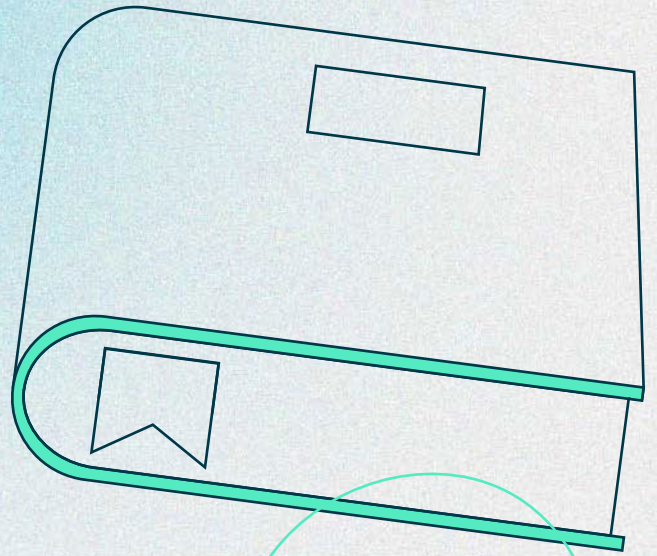
Depending on capacity, you could also set this up as a workshop, empowering people to build these circular practices into their lives beyond the event.



TIPS AND TRICKS FOR YOUR CLOTHES
SWAP OR WARDROBE SURGERY

- **Start with the why!** Include some key facts about the human and environmental impacts of the dominant linear fast-fashion model.
- **Put on a show!** You could begin your event with a short presentation from a local expert or innovator to raise awareness, and trigger the participants to see the swap in light of the bigger picture.
- **Do your homework!** Before the swap, ask your participants to determine what their [Closet Mass Index](#) (CMI) is. Developed by a student activist collective 'Dirty Laundry', the CMI is a tool for measuring the 'health' of your closet, and triggers you to reflect on what and why you buy. This homework will help your participants to decide on what to bring and take from the swap.

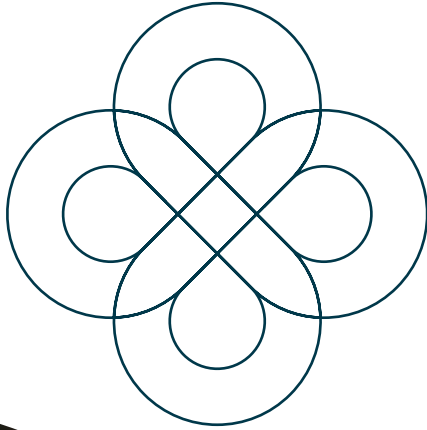




ORGANISE A WCTD FILM SCREENING OR BOOK CLUB

HOSTING A **FILM SCREENING** OR **BOOK CLUB** CAN BE AN ENGAGING WAY TO INTRODUCE THE **IMPORTANCE OF CIRCULAR AND SUSTAINABLE TEXTILES**, PARTICULARLY IF THESE THEMES ARE NEWER TO YOUR AUDIENCE.

Providing a space to consider the themes raised by these films and books can help to contribute to a meaningful dialogue and create energy for further action on circularity within your organisation.



HOW TO ORGANISE YOUR FILM SCREENING OR BOOK CLUB

SUGGESTIONS FOR SCREENING:

- **The True Cost**
- **RiverBlue**
- **This Changes Everything**
- **The Next Black**

SUGGESTIONS FOR BOOK CLUB:

- **Consumed** - Aja Barber
- **Loved Clothes Last** - Orsola de Castro
- **No Logo** - Naomi Klein
- **The Anti-Capitalist Book of Fashion** - Tansy E. Hoskins
- **Fashionopolis: The Price of Fast Fashion and the Future of Clothes** - Dana Thomas

Make sure you have screening rights: you can arrange permission for a viewing by contacting the rights-holder (you can find this information online). Lots of documentaries offer educational licences or student rates.

Remember to promote your event! It's a good idea to establish a registration and ticketing system to keep track.

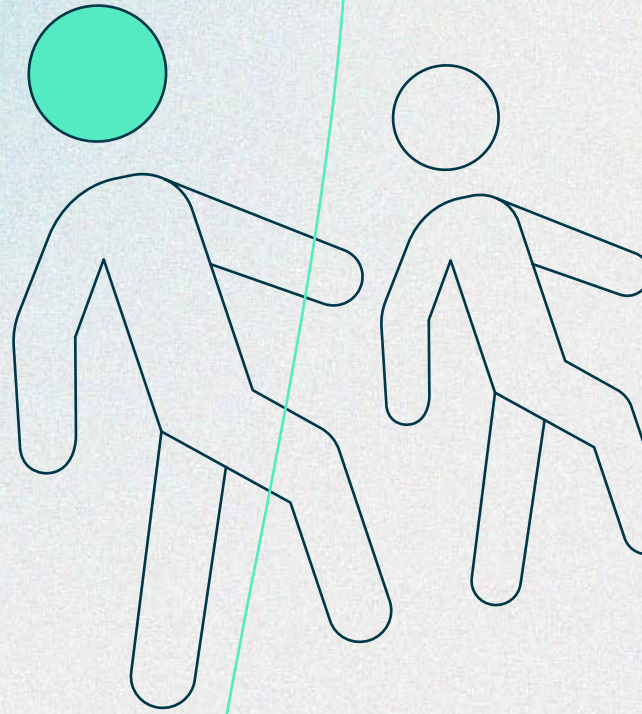
You might want to follow up with a [roundtable or panel discussion](#).



OTHER

HERE ARE SOME FINAL BRIEF SUGGESTIONS ABOUT ALTERNATIVE WAYS TO **PARTICIPATE** AND **ENGAGE** IN WCTD WITH YOUR **ORGANISATION** OR **COMMUNITY**.

The ideas we've outlined in this toolkit are just the beginning – feel free to get creative and design your own event.



4 WCTD EVENT IDEAS AND RESOURCES

CIRCULAR TEXTILES WALK

A circular textiles walk can provide a more casual, intimate setting for conversations.

Your participants will explore the local surroundings on foot, focusing on the types of materials they encounter. Discussions could also be loosely directed by a pre-selected theme that relates to the types of resources that make and remake textiles.

You can tailor the walk's content, themes and activity according to the chosen audience.

Ensure that you have a clear route (or routes), start point and destination. At the start, welcome and introduce everyone, explain the event and give people an opportunity to ask questions. At the end, leave plenty of time for people to share their insights and experiences.

WORKSHOP

A WCTD workshop can take many forms; these hands-on sessions allow participants to immerse themselves in the key themes in relation to a topic of choice.

Workshops should be designed for practical learning and skill building. This type of event should be clearly guided by a pre-defined

objective and participants should leave with tangible skills they can apply to their own projects. Encourage participation throughout, building in regular opportunities for interactivity to foster a dynamic learning environment.

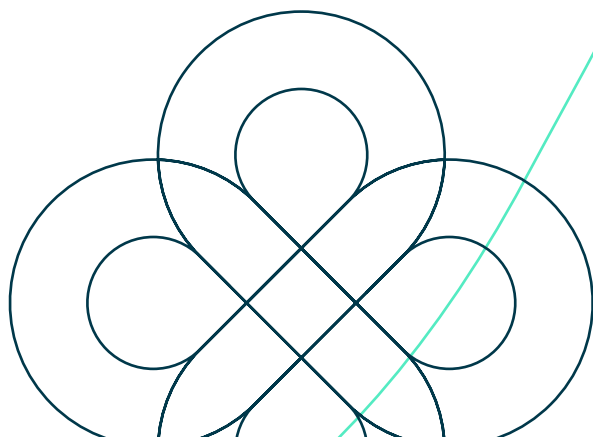
BREAKFAST EVENT

A breakfast provides another opportunity for relaxed discussions.

By gathering over a morning meal, participants can foster connections, as well as delve into topics they might not have the opportunity to explore in depth in a normal work day. It's an ideal setting for networking and sparking new ideas. Make sure to have a welcoming introduction, encourage interaction throughout and facilitate ways that attendees can follow up after the event.

FOLLOW ALONG ONLINE

If you're short on time this year and can't organise a full event, you can join us on the day live - check our social media for details!



KEEP LEARNING!

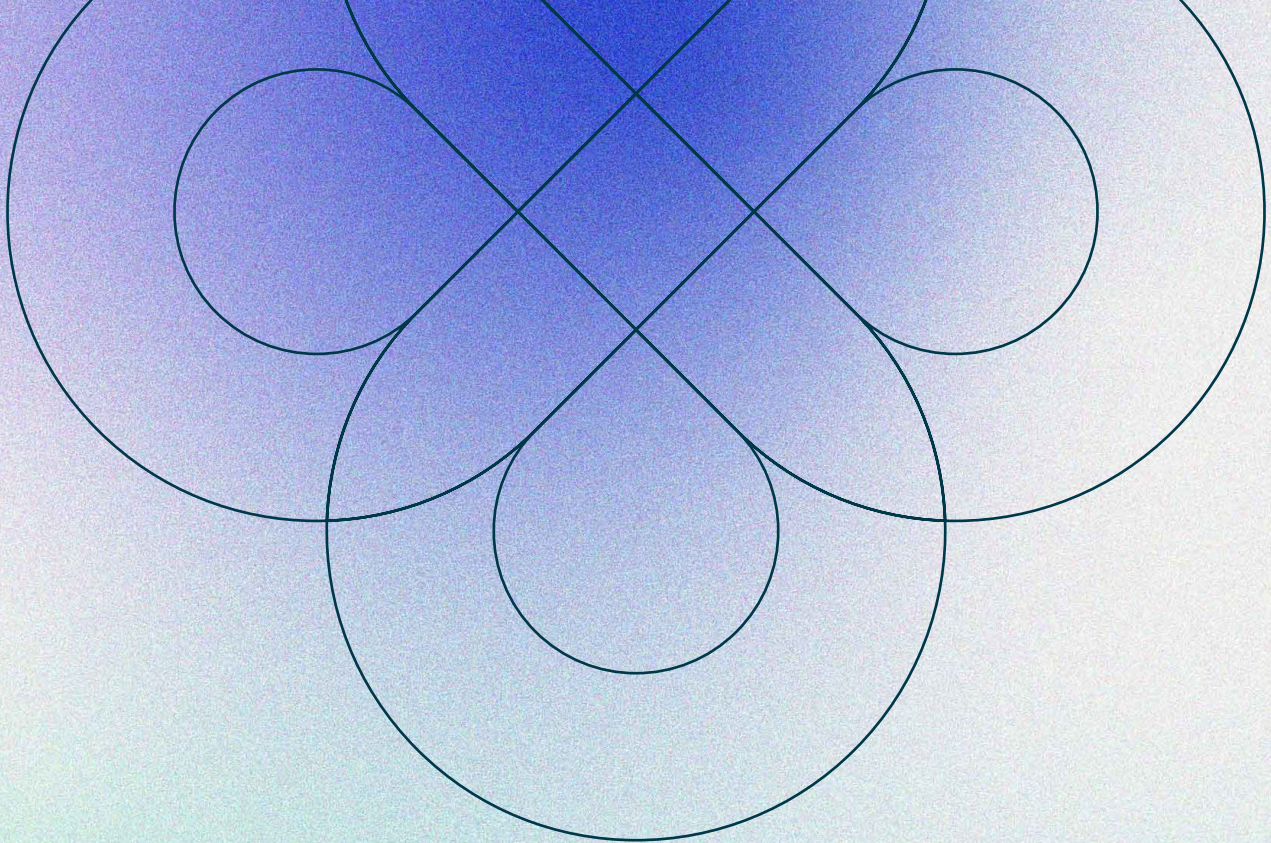
Stay up to date
on our social
media channels



We've compiled a list of key resources to help you become more informed on circular textiles. The resource collection will be updated regularly.

Please get in touch if you have any recommended additions.

[RESOURCE COLLECTION](#)



PLAY YOUR PART



world circular
textiles day

Powered by:

worn again
technologies

C CIRCLE
ECONOMY

ual: centre for
circular design

Supported by industry

With special thanks to our 2023 sponsors APR and RTL

[WORLD CIRCULAR TEXTILES DAY.COM](https://WORLDCIRCULARTEXTILES.COM)