Innovative solutions for the Textile Industry: Digital Passport, Reuse and AI

SustainableSolutionsMatch

Welcome!

Session Agenda

- Welcome & Introduction
- Sustainability in Textile Sector
- Pitch Presentations:
  - Pitch 1: Atelier Riforma (Italy)
  - Pitch 2: Dawa (Spain)
  - Pitch 3: E-scm (France)
  - Pitch 4: Human material loop (Netherlands)
  - Pitch 5: Kosha (India)
  - Pitch 6: Renoon (Italy)
  - Pitch 7: Scimm (Belgium)
- Closing Remarks

Welcome & Introduction

Who's moderating?

Marta Casanova

ACCIO

Sustainability Advisor

Who's organizing?

Up2Circ

Flanders
State of the Art

SustainableSolutionsMatch

Welcome & Introduction

Let’s play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Time management**: Pitchers, please keep track of your time. We will inform you if 5 minutes have passed.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.

Sustainability in textile sector

- ✓**Textile** sector as **large consumer of resources** in the world
- ✓**Environmental and climate impact**: 100,000 million pieces of clothing sold every year worldwide, less than 1% of textile waste is recycled.
- ✓**Great potential to move towards a circular economy model** (EU Transition Pathway- European Commission).
- ✓**EU** Textile **companies profile**: **99.5% are SMEs**, face sustainability industry challenges in the coming years ➡ transformation accelerated by current and coming EU legislation.
- ✓Innovative solutions that can boost the EU textile Industry to sustainability through **Digital Passport, Reuse of textiles and Artificial Intelligence** implementation tools.

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Pitch Presentations

Time to meet the innovators!

Pitch 1

Atelier Riforma

Elena Ferrero

SustainableSolutionsMatch

enterprise europe network

Up2Circ

Re4circular

TECH FOR CIRCULAR FASHION

BY

Atelier Riforma

SustainableSolutionsMatch

enterprise
europe
network
Up2Circ
EVERY SECOND, ONE TRUCK
OF TEXTILES IS LANDFILLED
OR BURNED

THERE ARE SOLUTIONS TO GIVE TEXTILES A SECOND LIFE

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IN ORDER TO DIRECT TEXTILE WASTE TO CIRCULAR DESTINATIONS, YOU NEED TO KNOW AND TRANSMIT THE SPECIFIC CHARACTERISTICS OF EACH ITEM.

WHAT KIND OF GARMENT IS IT?

IS IT A SUMMER OR WINTER GARMENT?

IS IT A GARMENT FOR MEN, WOMEN OR KIDS?

WHAT COLOUR IS IT? DOES IT HAVE A PARTICULAR PATTERN?

WHAT MATERIALS IS IT MADE OF? DOES IT HAVE A HOMOGENEOUS OR MIXED COMPOSITION?

WHAT IS ITS VALUE IN THE CIRCULAR FASHION MARKET?

WHAT IS ITS SIZE?

IN WHAT CONDITION IS IT?

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MASSIVE AMOUNTS COLLECTED DAILY
EVERY ITEM SHOULD BE CATALOGUED
COLOSSAL CHALLENGE
FOR THE SECTOR
enterprise
europe
network
Up2Circ
SustainableSolutionsMatch

enterprise europe network

Atelier Riforma

Up2Circ

DESIGNED
THE INNOVATIVE TECHNOLOGY

Re4circulad

TECH FOR CIRCULAR FASHION

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AI-POWERED CLASSIFICATION TECHNOLOGY

POWERED BY

REPLY

Huulke.

TIPOLOGIA
T-SHIRT

VALORE NELL'ECONOMIA CIRCOLARE
0,15 €

STAGIONALITÀ
ESTIVA

PESO
150 G

GENERE
UOMO

TAGLIA
M

COLORE
BIANCO

BRAND
OVS

CONDIZIONI
LEGGERMENTE USURATA

COMPOSIZIONE
80% COTONE,
15% POLIESTERE, 5% ELASTAN

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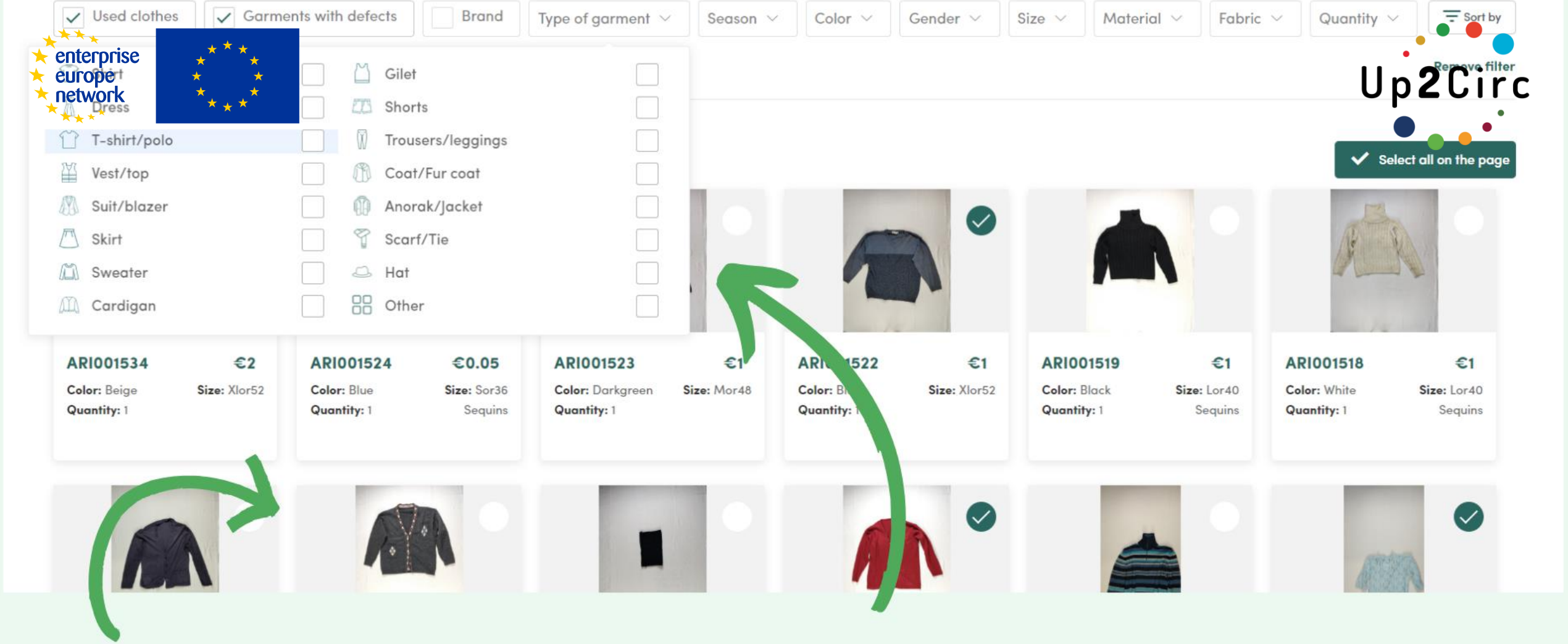

all data and images of the catalogued garments flow directly into our B2B digital marketplace platform, through which sellers can wholesale their garments online to other companies

Buyers accessing Re4Circular marketplace can use smart search filters and search for the material best suited to their needs, know all their characteristics and directly purchase them wholesale online

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target customers:

sellers

COLLECTING/ SORTING ENTITIES

need:
to economically exploit what they collect, little waste to dispose of

FASHION BRANDS

need:
to dispose of unsold (or taken-back) clothes, show sustainability

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target customers: buyers

SECOND-HAND SHOPS

need
garments in perfect condition and INTERESTING FOR THE CONSUMER

UPCYCLING PROFESSIONALS

need
clothes with specific features / patterns, even with flaws

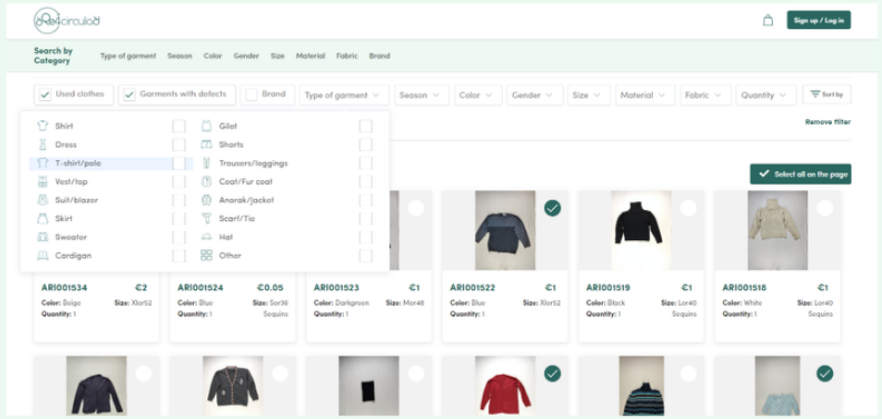
RECYCLING COMPANIES

need
clothes 100% single mateRial, divided by color

USES IN OTHER INDUSTRIES

BUSINESS MODEL

Data flow to platform



SELLERS

Use device

Buy on free access platform

BUYERS

Fee per sale

Provides tech + marketplace access

Re4circulad

TECH FOR CIRCULAR FASHION

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This is a very lean and scalable business model, because we do not have to physically take the material ourselves. But we can provide our tools to any entity in any location.

This makes our business model lean and

SCALABLE

and our positive

IMPACT

applicable to a very large scale

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New project

We are now also experimenting with a new application of Re4Circular, which is to provide it to municipalities as a tool for improving the efficiency of textile separate collection over the entire city

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innovation

The most comprehensive B2B solution for buying and selling used clothing

It combines:

- AI-tech that automates the classification and digitization of products
- marketplace, which allows demand to meet supply transparenTly

Re4circulad
TECH FOR CIRCULAR FASHION

filed a patent application for it

THE TEAM

ELENA FERRERO
FOUNDER & CEO

SARA SECONDO
FOUNDER & COO

GIULIA VITTORI
Communication manager

ELENA BETTINSOLI
Operations Manager

ATHENA BRESUG
Assistent project Manager

enterprise europe network

Up2Circ

PARTNERS

REPLY

AI PARTNER

Sensor Reply
Concept Reply

Huulke.

IT PARTNER

Huulke srl

mercato circolare

COMMUNICATION PARTNER

Mercato Circolare

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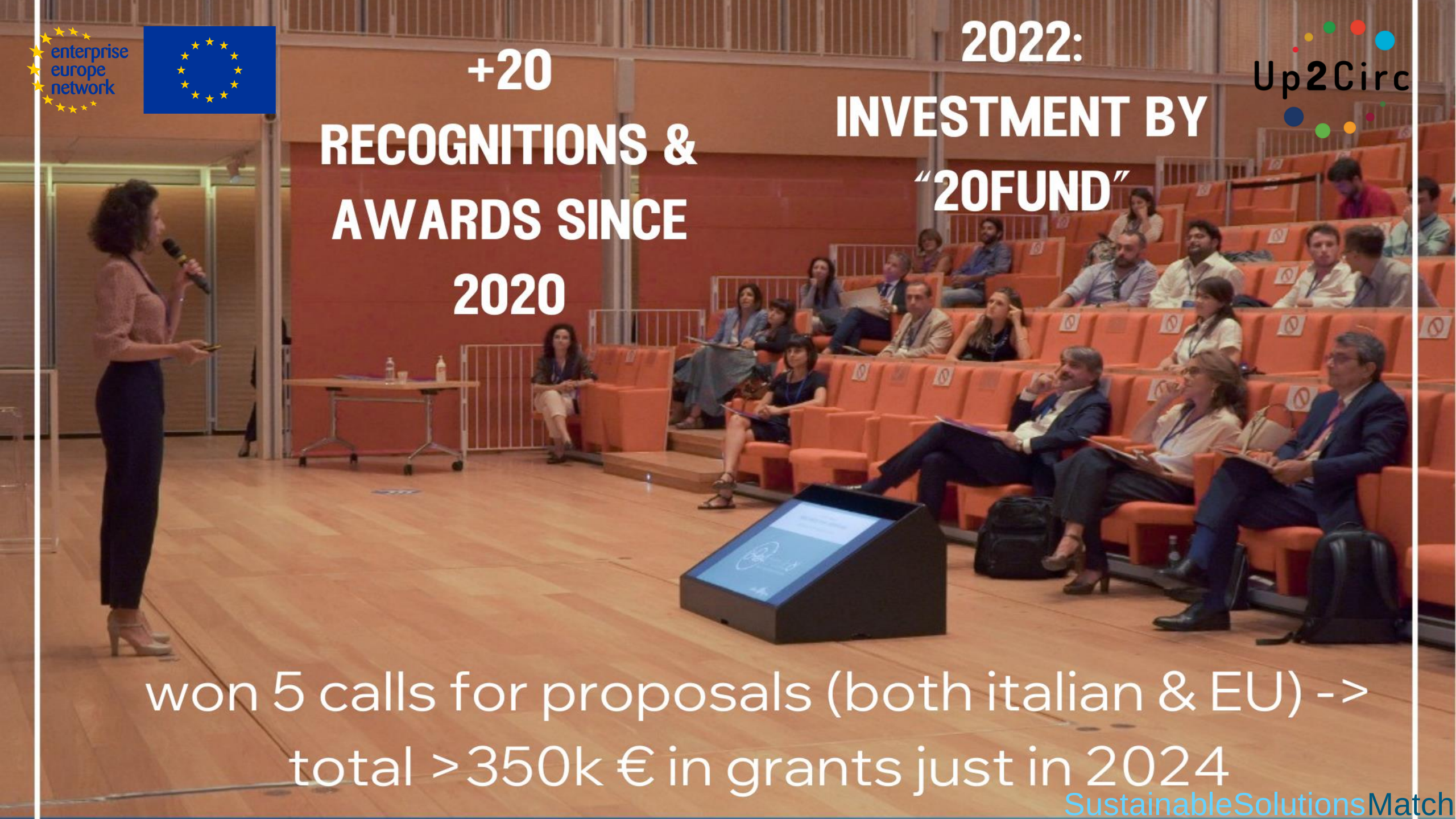
enterprise europe network
+20 RECOGNITIONS & AWARDS SINCE 2020
2022: INVESTMENT BY "20FUND"
Up2Circ
won 5 calls for proposals (both italian & EU) ->
total >350k € in grants just in 2024
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GROWING MARKET & PERFECT TIMING

6.4 B $

global circular fashion market in 2024

> 5 M TON / YEAR

Starting this year, the EU Commission requires all EU countries to separate textiles and to manage them in an efficient, sustainable and transparent manner, through the EPR system

mandatory separate collection of textiles by 2025

legislation on extended producer responsibility applied to textiles

EU strategy for sustainable and circular textiles

#EENCanHelp

Book a meeting with: Atelier Riforma

E-mail:

info@atelier-riforma.it

Location: Turin (Italy)

Website and landing page:

https://atelier-riforma.it/

https://re4circular.com/

Social Network:

LinkedIn, Facebook, Instagram e Youtube

een.ec.europa.eu

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Pitch Presentations

Time to meet the innovators!

Pitch 2

Dawa

Alberto Miralles

SustainableSolutionsMatch

Solution title

End-to-end platform that offers reuse and repair services for textile brands (Reuse)

Company name

DAWA

Alberto Miralles
CRO & Co-founder

SustainableSolutionsMatch

QUESTION

Why Can’t We Return Used Products Instead of Just New Ones?

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PROBLEM

Dawa

The Hidden Toll of Style: How Fashion Impacts the Planet

3 years of one person's water consumption

Liters of water used to produce a single cotton t-shirt

+100k swimming pools

Toxic chemicals released annually

More than all flights and maritime transport combined

CO_2 emissions generated per year

Giving products a 'Second Life' reduces waste and preserves resources

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SITUATION

Dawa.

EU Brands Face Rapid Market Shifts: Adapt or Fall Behind

1

Second Life Marketplaces

Customers actively **sell and buy used products** through marketplaces like **Vinted**

2

First movers Buyback Program

Leaders like Apple and **Patagonia set the trend** fostering **loyalty** and advancing **sustainability**

3

Regulatory Push for Sustainability

New EU laws mandate upcycling accelerating the push for greener practices

EU **brands <u>don't have the Tech capabilities</u>** to make this transicion and capture the opportunity

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SOLUTION

Dawa

Dawa is the first all-in-one solution with 4 modules designed for the circular economy

Second Life Recommerce

Allows customers to return used products and receive credit for new purchases

Repair

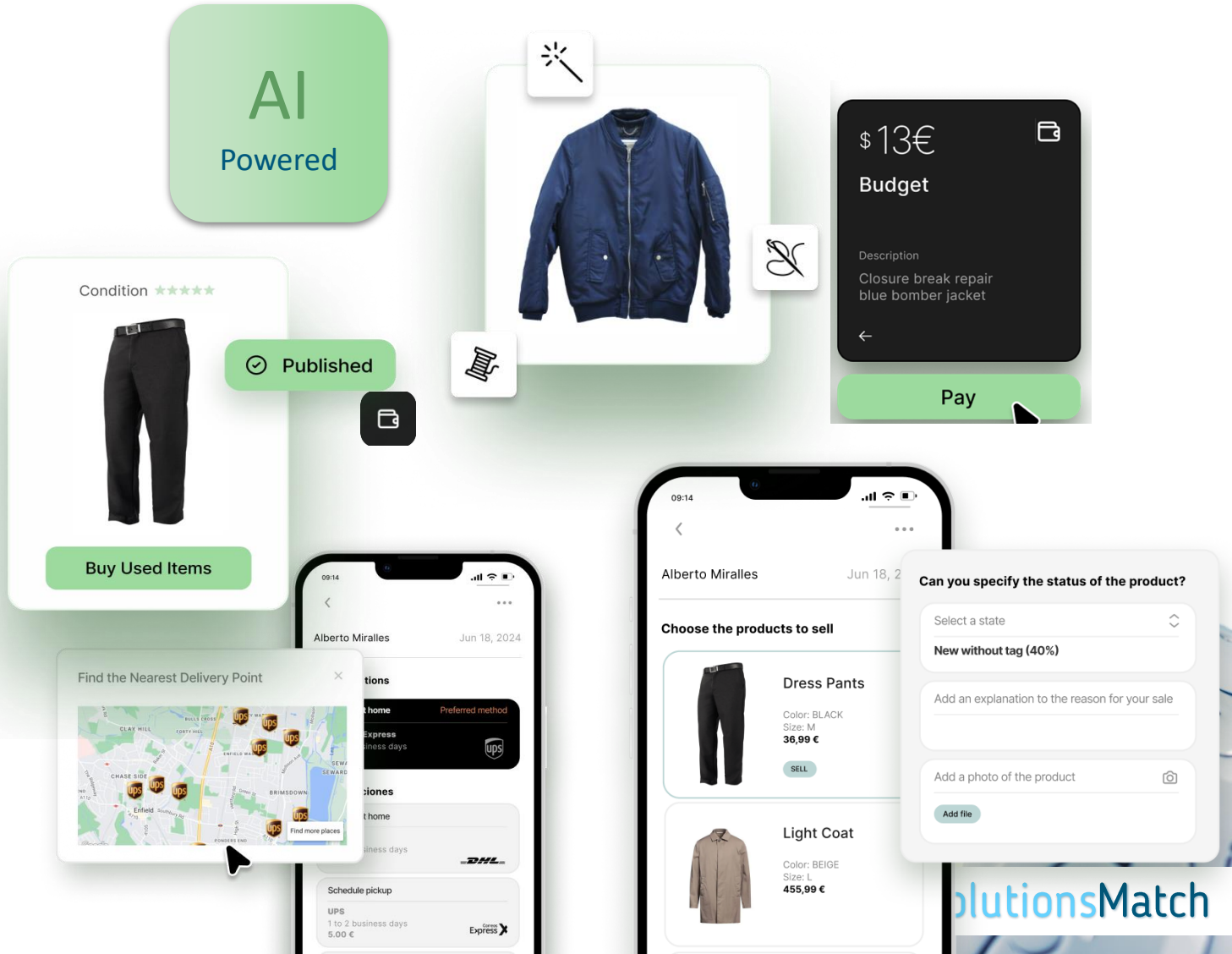
Comprehensive repair service restoring damaged products to full functionality, extending their lifespan and value

Reconditioning

Restore returned products to like-new condition, ready for resale or reuse

Exchange & Returns

The ideal solution for brands to manage returns and exchanges effectively

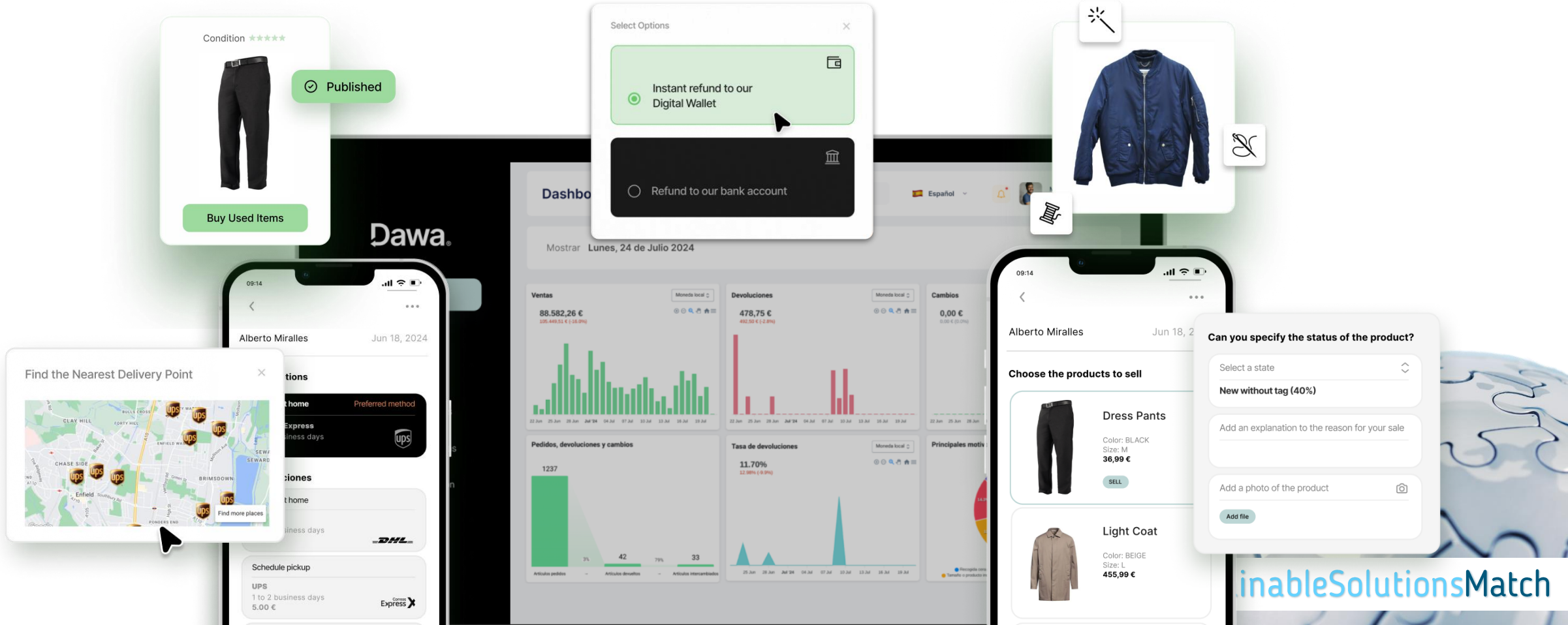


PRODUCT

Dawa.

Highly customizable modules to be powered by AI

For **all** sources of revenue, **across all channels**—both **online and offline**, including third-party distribution



inableSolutionsMatch

HOW IT WORKS

Dawa

Second-Life

Repairs

Dawa validates the product and sends credit or funds

Customer begins the process

Customer drop-offs the product

Dawa Recondition & Repair Centers

Transport sends products to store

Product ready for new Life

Repaired product arrives back to customer

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Dawa

Brands could generate economic and environmental impacts

-20%
CAC Reduction

+25%
LTV
Increase

+15%
New Customers

+20%
Profit Margin
per unit

-20%
CO_2 per euro of
revenue

2 years
Extended
Product Lifespan

Dawa Impact:
Enhance unit profitability for sustainable growth

Dawa

Cooperation Partners

- **Brands & Retailers** – Adoption & scaling of circular business models.
- **Sustainable Suppliers** – Recycled, biodegradable & low-impact materials.
- **Governments & Regulators** – Compliance & circular economy initiatives.
- **3PLs & Recycling Facilities** – Reverse logistics, waste management & upcycling.
- **Repair & Refurbishment Partners** – Fashion, footwear & durable goods solutions.
- **Transportation & Logistics** – Efficient, low-carbon distribution networks.

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Book a meeting with: DAWA

Alberto Miralles
CRO & cofounder
Dawa
www.dawa.io

een.ec.europa.eu

Dawa®

Up2Circ

enterprise europe network

Pitch Presentations

Time to meet the innovators!

Pitch 3

E-Scm

Pantxika Ospital

SustainableSolutionsMatch

A control tower to digitize and accelerate your supply chain upstream.

Fashion & luxury expertise.

Pantxika Ospital

Business Consultant – Traceability specialist

SustainableSolutionsMatch

enterprise europe network

e-SCM SOLUTIONS

OUR ECOSYSTEM

Fashion & Outdoor

Supply Chain & Tech

Alpes Supply Chain

GS1

La French Tech Pays Basque

PARIS GOOD fashion

CHAIRE BALI
Disruptive materials & processes

EuroSIMA
European Surf Industry Manufacturers Association

OSV Outdoor Sports Valley

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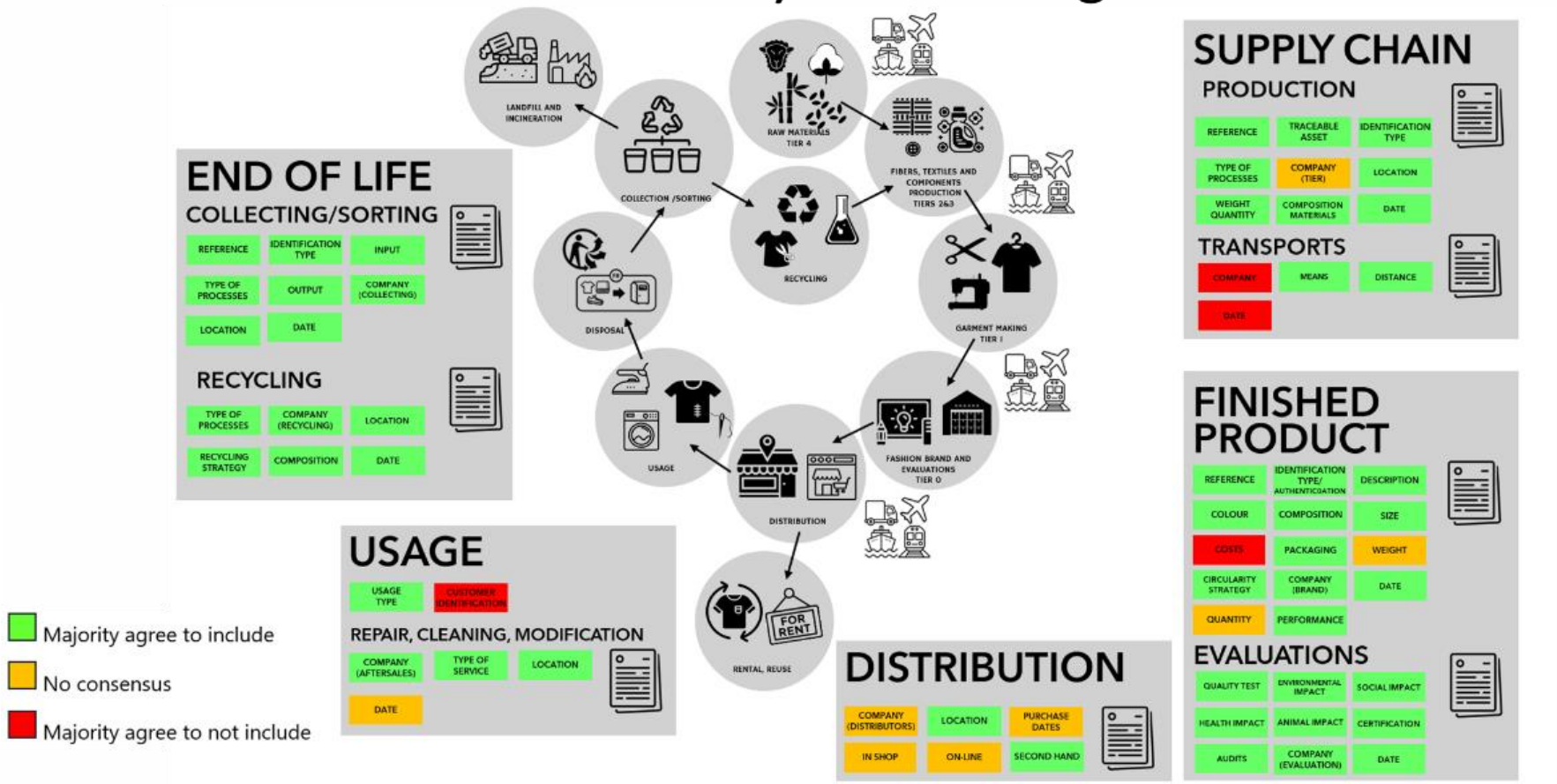
Generic result of the survey concerning DPP

Digital product passport for the textile sector



[Ospital, P., Legardeur, J., (2024). Digital Product Passport in the textile sector. STOA, European Parliament]

European Parliament Webstreaming

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e-SCM SOLUTIONS

They chose e-SCM to accelerate

AIGLE 1853 · INTERSPORT · RIPCURL · Eden Park PARIS

CHANTELLE · ba&sh · ISABEL MARANT · FATHER & SONS

CWF · PETIT BATEAU · JOTT · hummel · bellerose

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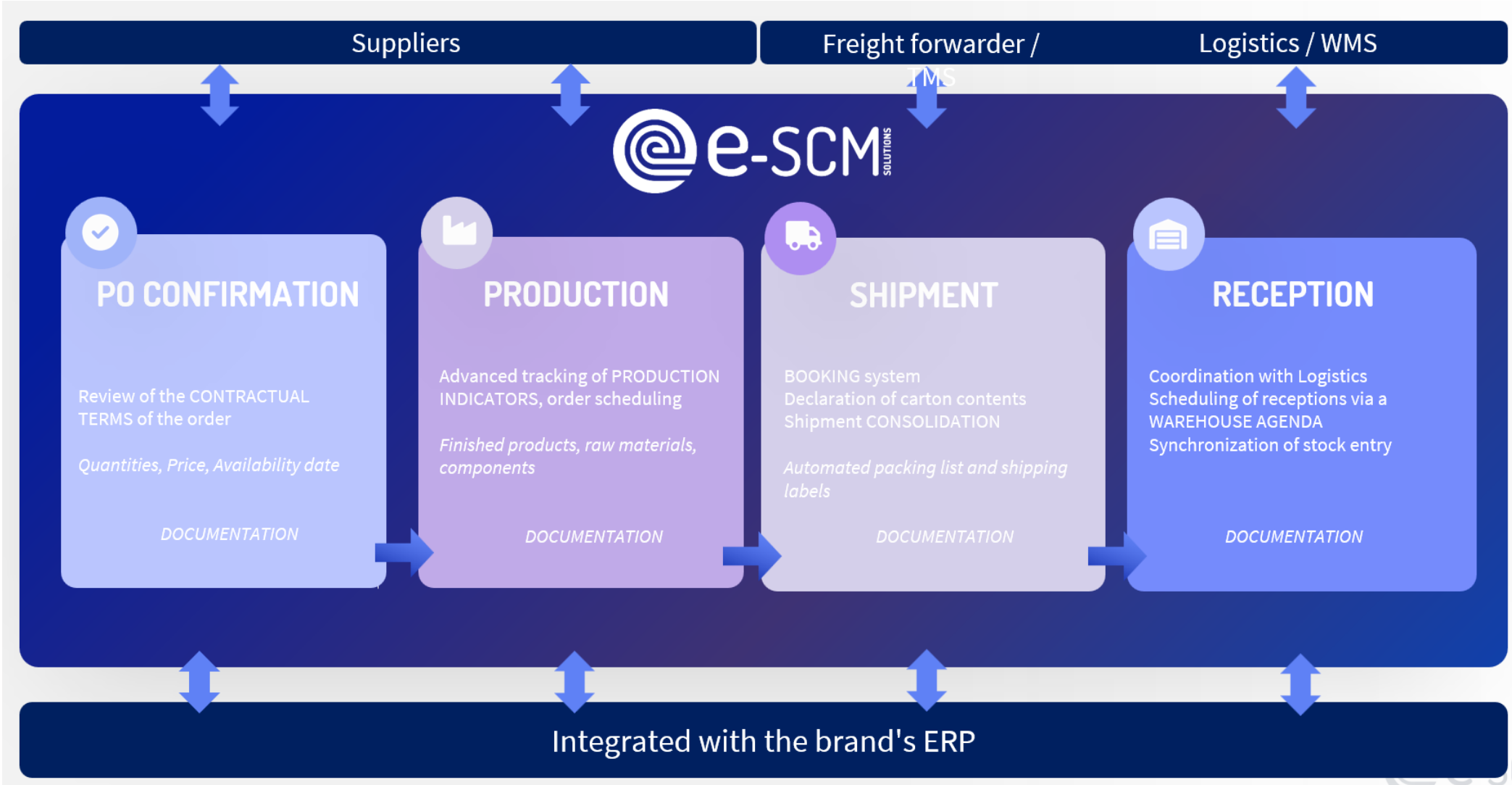
e-SCM platform coverage



PROCUREMENT MANAGEMENT PORTAL

FASHION & LUXURY SUPPLIER PORTAL

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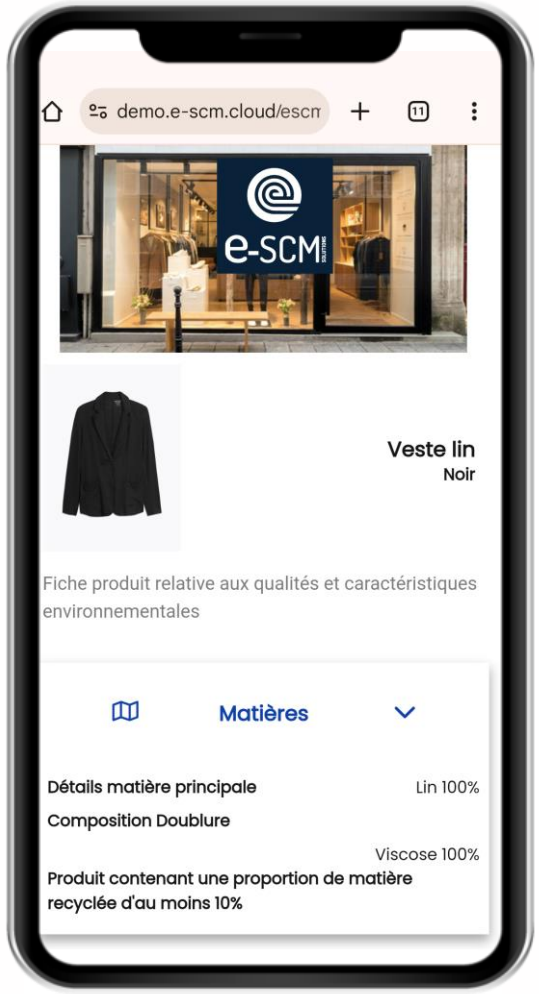
e-SCM SOLUTIONS

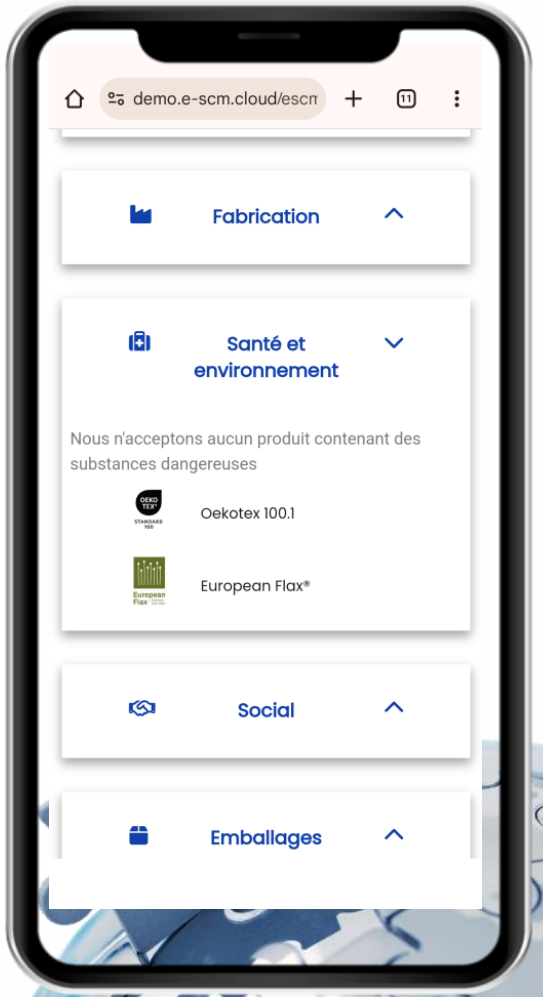
DATA COLLECTION

A QR code is created
at the production stage for each SKU

COMMUNICATION TO CONSUMERS

This QR code allows consumers to access information on their mobile





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Book a meeting with e-SCM Solutions

Pantxika Ospital
Business Consultant
e-SCM solutions
pantxika.ospital@belharra.fr

een.ec.europa.eu

Pitch Presentations

Time to meet the innovators!

Pitch 4

Human material loop

Zsofia Kollar

SustainableSolutionsMatch

Keratin Protein Based Textiles

Human Material Loop B.V.

Zsofia Kollar

Founder - CEO

SustainableSolutionsMatch

enterprise europe network

Transforming natural hair into the most competitive and sustainable textiles for interior design and home textiles

hair waste | smart logistics | sorting | washing | treatment | processing | spinning | ādara™

human material loop

SustainableSolutionsMatch

enterprise europe network

OUR VISION

500K TONS

HAIR WASTE TO MATERIAL PER YEAR

human material loop

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human material loop

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enterprise europe network

ādara™

transformation - collaboration - reverence

human material loop

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ādara™ has a 43 times lower global warming potential than wool, emitting just 0.241 kg CO_2 eq. per kg compared to wool's 10.4 kg CO_2 eq., and 16.5 times lower than rPET, making it a truly climate-conscious alternative.

human material loop

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Traceability in the global textile supply chain remains limited. A 2021 KPMG report indicates that only 15% of companies have full traceability, while less than 20% have complete visibility across their supply chains. This lack of transparency hinders efforts to ensure sustainability and ethical practices within the industry. **ādara™ offers a 100% traceable supply chain.**

human material loop

SustainableSolutionsMatch

Wool's inherent fire resistance comes from its naturally high nitrogen and water content. Because of this, wool requires higher levels of oxygen in the surrounding environment in order to burn. Wool may be ignited if subjected to a significantly powerful heat source, but it does not normally support flame. **ādara™ is made of the same keratin protein fiber as wool.**

MARKET SEGMENTS

INTERIOR

- ACOUSTICS
- CURTAIN
- UPHOLSTERY
- CARPETS

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It’s You, who

human material loop

makes an impact
chooses innovation
designs the future
decides what’s next
drives progress
leads change
builds with purpose
transforms ideas
pioneers new solutions
sets trends
champions innovation
empowers growth
reimagines spaces
unleashes creativity
inspires change
designs for impact
breaks new ground
shapes experiences

enterprise europe network

human material loop

B2B | NL | KERATIN PROTEIN FIBER | REGENERATIVE

COMMERCIALLY READY 2025 | PLASTIC FREE

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LOOKING FOR

- SPINNING MILLS
- WEAVING MILLS
- AMBASSADORS

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Book a meeting with Human material Loop BV

Zsofia Kollar
Founder
Human Material Loop BV
zsofia@humanmaterialloop.com

een.ec.europa.eu

Pitch Presentations

Time to meet the innovators!

Pitch 5

Kosha

Vijaya Krishnappa

SustainableSolutionsMatch

KOSHA™ TRACE

Digital Product Passport & Traceability

KOSHA™

KOSHA.ai

Vijaya Krishnappa
CEO

SustainableSolutionsMatch

KOSHATrace One Platform, Many Services

KOSHATrace is a SaaS platform for fashion industry enabling sustainability and circularity through Digital Product Passport and Traceability.

The platform offers multiple solutions in a modular and integrated approach. These are:

1. *Digital Product Passport*
2. *Anti-counterfeiting modules*
3. *Provenance and product credential verification(using Immutable ledgers)*
4. *Brand Building and protection*
5. *Full Cycle traceability including Post Recycling traceability*
6. *Consumer Engagement*
7. *Remote deployment (Eg. Ethiopia)*
8. *Integrable with External systems through APIs*

KOSHA™ TRACE

Product Details
Name,style,price, design, content and more

Verified Product Provenance
Location of origin, supply chain map

Verifiable Credentials
ESG credentials/proof points across product, process and people with verication details

Consumer engagement
Customer experience feedback, offers

Recycling information
Dispose instruction, recycling information

Logistics
Logistics Mode, cost

Material Authenticity data
FiberSENSE Verified certificate

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Unique Proposition

KOSHATrace is developed keeping in mind the unique needs of the fashion ecosystem

1. Low code Modular Architecture to enable rapid deployment
2. Highly scalable and Customizable Workflows
3. Multiple DPP options available based on need and cost
3. Integrated with FibreSENSE for material authentication
4. Ease of Operation Tested in 100s of MSMEs and Decentralised operations
5. Mobile First platform for decentralised operation
6. Immutable Ledger Database ensuring data integrity
7. Deeptech product integration with IoT
8. Modular deployment - Reduced cost to customers advantage

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Target Market

- Brands
- Manufacturers
- Exporters
- Importers
- MSMEs
- Recyclers

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- **We are looking for**
  - Investors
  - Customers
  - Sales and Marketing Partners
  - Joint Venture Partners

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Book a meeting with: Company name

Vijaya Krishnappa
CEO
KOSHA.ai
Vijaya.k@kosha.ai

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Pitch Presentations

Time to meet the innovators!

Pitch 6

Renoon

Sara Ongaro

SustainableSolutionsMatch

Renoon

TRANSFORM COMPLIANCE INTO VALUE

END TO END **SUSTAINABILITY** COMPLIANCE FOR THE FASHION & APPAREL INDUSTRY

Textile Exchange Member

CIRPASS Digital Product Passport

FÉDÉRATION de la MODE CIRCULAIRE

THE SUSTAINABILITY PLEDGE

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INDUSTRY PROBLEM

The compliance wave is hitting multiple business areas

TRANSPARENCY

DEMANDED BY
16+ LEGISLATION

- PRODUCT
- SUPPLY CHAIN
- INTERNAL
- CUSTOMERS

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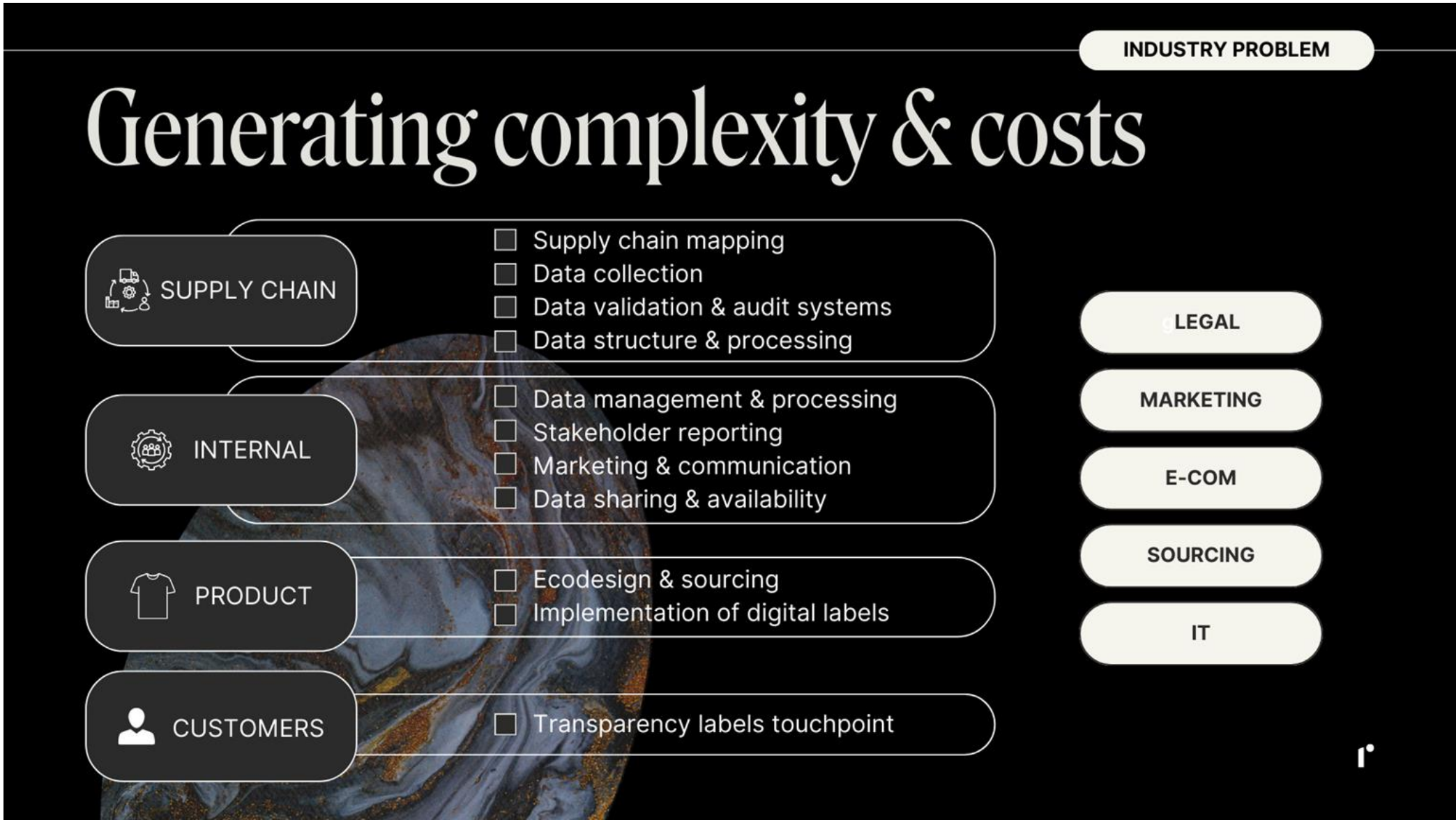
INDUSTRY PROBLEM

Generating complexity & costs



SUPPLY CHAIN
- Supply chain mapping
- Data collection
- Data validation & audit systems
- Data structure & processing

INTERNAL
- Data management & processing
- Stakeholder reporting
- Marketing & communication
- Data sharing & availability

PRODUCT
- Ecodesign & sourcing
- Implementation of digital labels

CUSTOMERS
- Transparency labels touchpoint

LEGAL

MARKETING

E-COM

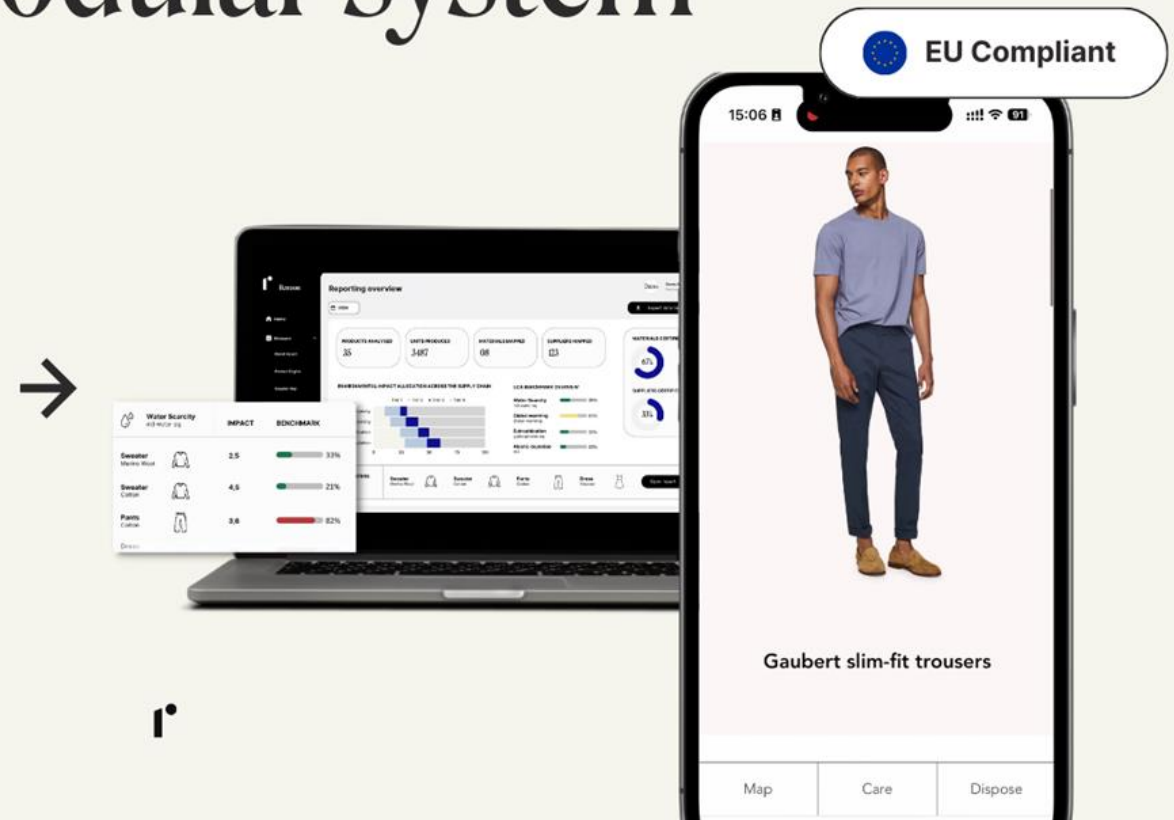
SOURCING

IT

END-TO-END SOLUTION

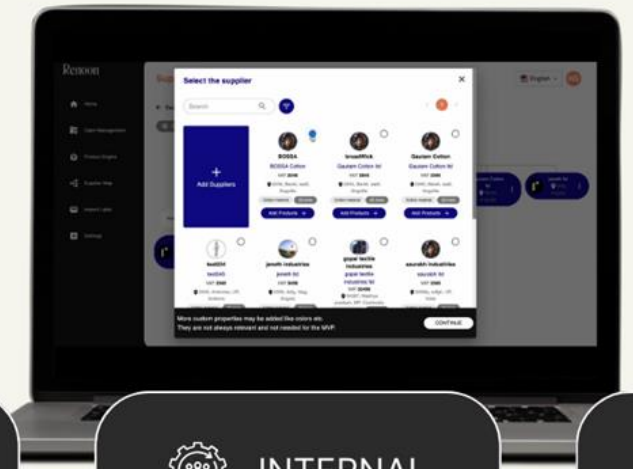
Streamline compliance with Renoon's integrated & modular system

	DIGITAL PRODUCT PASSPORT (DPP)
	GREEN CLAIMS DIRECTIVE
	FRENCH AGEC LAW
	CSRD
	LCA: PRODUCT LIFE CYCLE ASSESSMENT
	TRACK & TRACE FOR SUPPLY CHAINS



END-TO-END SOLUTION

Designed for tackling all compliance areas with speed & ease of use



- SINGLE INTERFACE
- EASY TO OPERATE
- 20+ INTEGRATIONS

SUPPLY CHAIN | INTERNAL | PRODUCT | CUSTOMERS

enterprise europe network

Up2Circ

USE CASE: DONDUP

Engaging users cross-channel

ONLINE (E-COM)

OFFLINE (QR CODE)

END-TO-END SOLUTION

While turning compliance into opportunity

▲ x 10

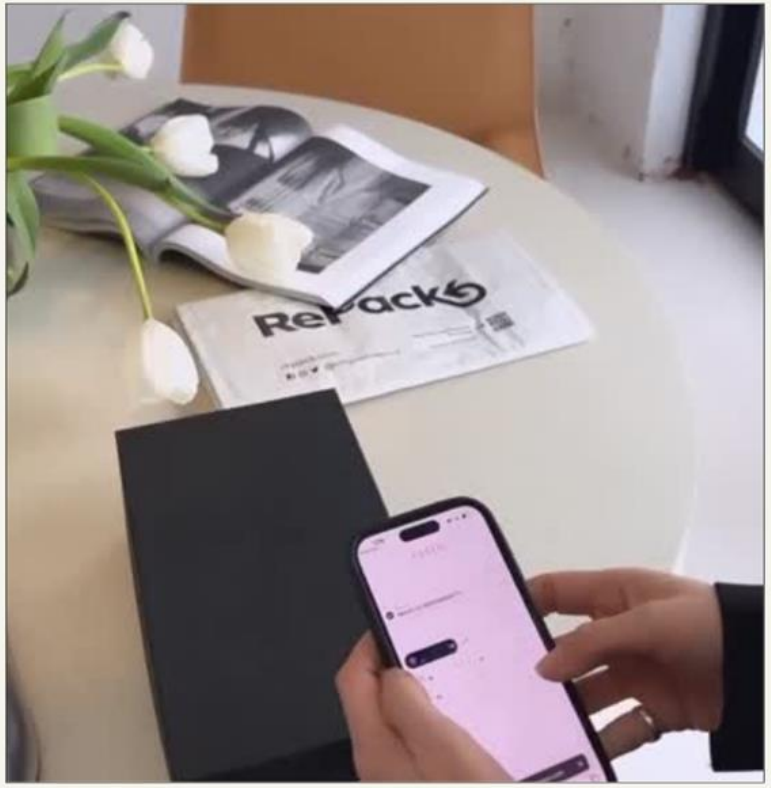
CONVERSION RATE
UPLIFT ON FIRST-TIME USERS

+225%

RETURN ON INVESTMENT

PURCHASES AND AOV WITH RENOON VS WITHOUT

USE CASE: DONDUP



Expert support

IRIS

REGULATIONS & POLICY

PIERO

PARTNERSHIPS & CLIENTS

SARA

COMPLIANCE & DATA

NICOLÒ

SYSTEMS & INTEGRATIONS

GABRI

STRATEGIC PROJECTS

HARISH

PRODUCT EXCELLENCE

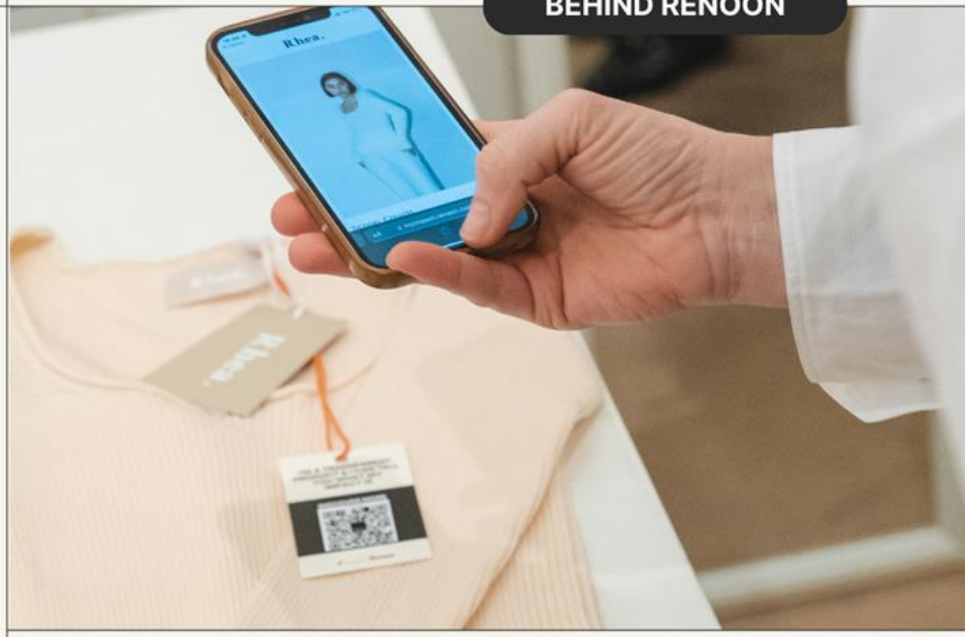
MARTA

CONTENT & MARKETING

+ 25

DEVS AND TECH EXPERTS

BEHIND RENOON



City of Amsterdam · GANNI · DONDUP MADE IN ITALY · /RTKNIT STUDIOS · Poupette St Barth · MONOBI · Triarchy · ESSĒN · unspun · MASHU · +20

Advisory board

EVA KRUSE

Global Fashion Agenda - Board Member (former CEO)

NOEL KINDER

NIKE - Chief Sustainability Officer (former)

MICHAEL LILLELUND

Founder, CEO & Investor (Shamballa Eyewear, MATE.bike, H2OFagerholt & 818)

THOMAS VULLIEZ

Cortina - General Manager

KAARTHIK SUBRAMANI

MATE, Copenhagen Cartel - Founder & CEO (former), advisor

STEPHANIE CRESPIN

Reflaunt - Founder & CEO

JORDAN NODARSE

ARMEDANGELS, BOYISH, REF - Denim consultant (ex founder)

#EENCanHelp

Book a meeting with: Renoon

Sara Ongaro
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saraongaro@renoon. com

een.ec.europa.eu

Renoon

Up2Circ

enterprise europe network

Pitch Presentations

Time to meet the innovators!

Pitch 7

SCIMM

Tessa Wardenburg

SustainableSolutionsMatch

enterprise europe network

Up2Circ

Sustainable sizes

SCIMM

Tessa Wardenburg
Co-founder

SustainableSolutionsMatch

Sustainable size solution

Product Fit paspoort & Body ID

Traditional Approach

- National average-based tables
- Static S/M/L labels
- Disconnected from real fit

Our Smart Solution

- **Product-First Data Model**
  Enriched data with fitting rules & compression
- **Personal Matching**
  Body scans, preferences & expertise level
- **Smart Recommendations**
  Precise fit control & intelligent matching

Key Benefits

- **Zero Excess Logistics**
  Eliminate shipping costs & returns in workwear
- **Optimized Production**
  Precise sizing matrix from real body data
- **Sustainable Impact**
  Eliminate excess stock & reduce waste

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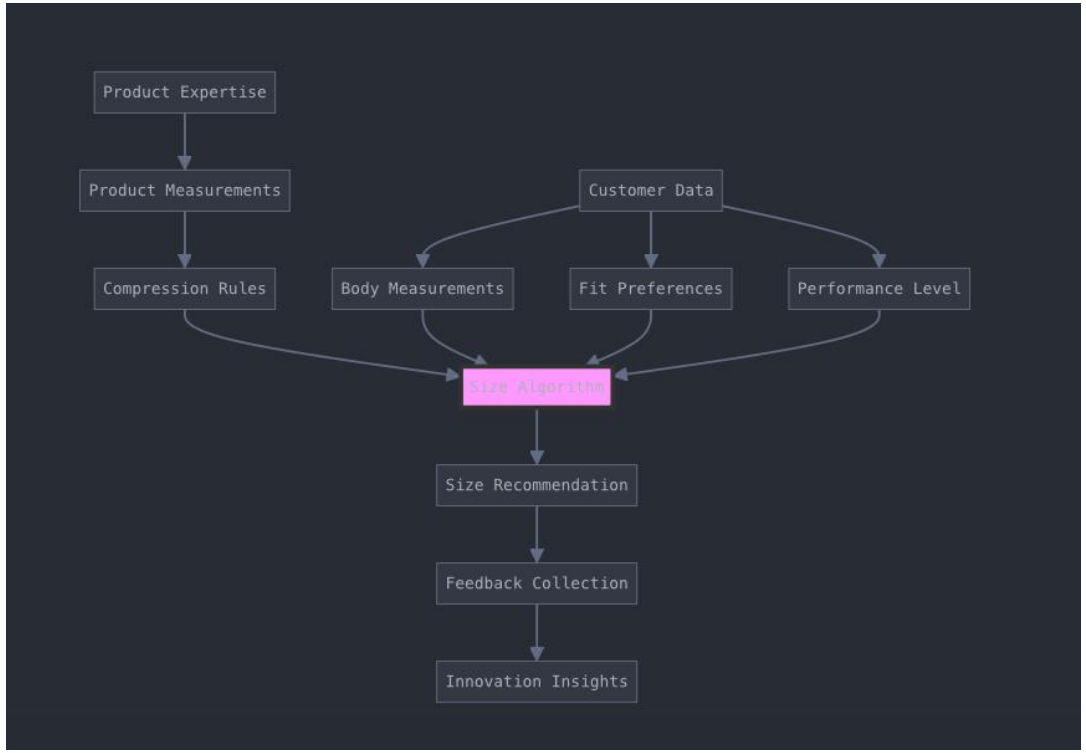
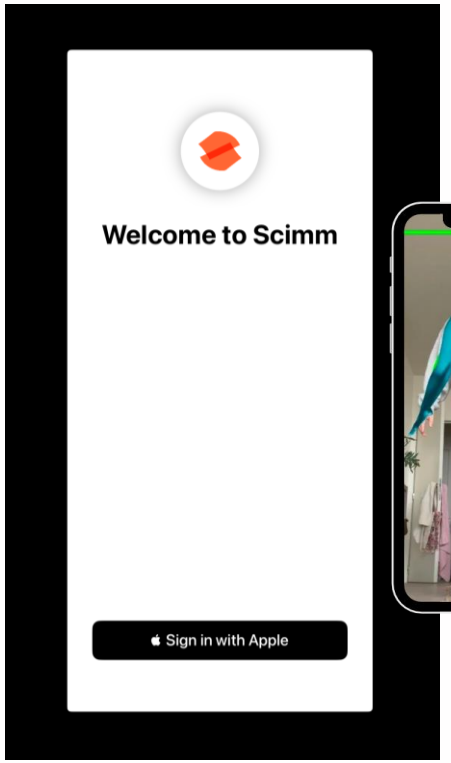
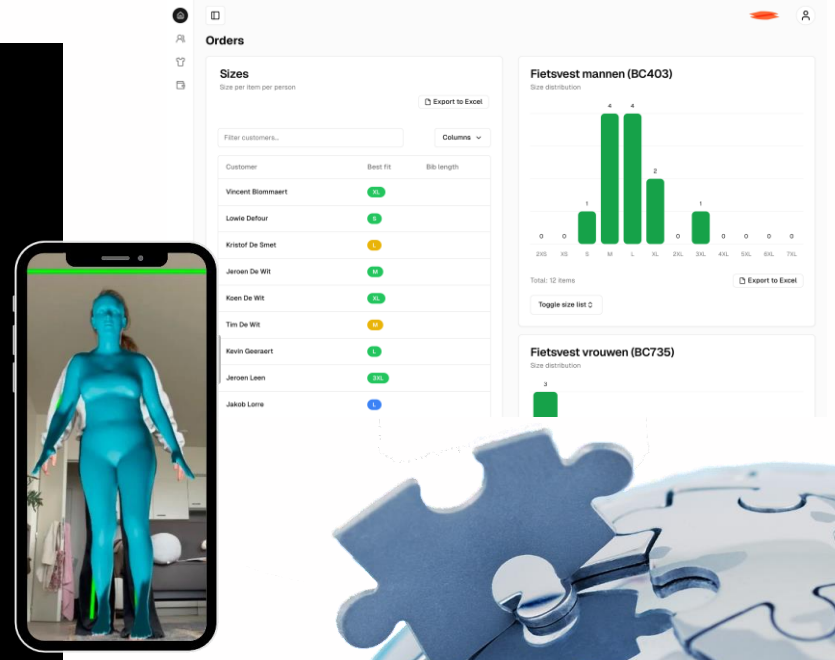
Details on the technology/process







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Differential value and sustainable impact

Size Charts

Brand Size	Bust (in)	Waist (in)	Hip (in)
XX-Small	31.5	25	34.5
X-Small	32.5 - 33.5	26 - 27	35.5 - 36.5
Small	34.5 - 35.5	28 - 29	37.5 - 38.5
Medium	36.5 - 37.5	30 - 31	39.5 - 40.5
Large	39 - 40.5	32.5 - 34	42 - 43.5
X-Large	42.5 - 44.5	36 - 38	45.5 - 47.5

A Crisis That Demands Action

Fashion is the 2nd largest polluter, where even sustainable products become waste due to poor fit. Every misfit leads to returns, reshipping, and eventually pollution in our fields and oceans.

A Market Ready for Change

Starting with professional uniforms - from cycling teams to firefighters to airline staff - where fit is crucial and current manual fitting costs €10 per person. A clear opportunity to demonstrate how digital fitting can transform an industry.

A Mission That Matters

Creating a product-first data standard that prevents waste before it happens. By structuring product data and matching it perfectly with customer bodies, we're setting a new sustainable standard for the fashion industry.

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Market/Target audience

Strategic Market Focus: Professional Uniforms

Performance Wear

Cycling teams with custom logos & sponsoring

Safety Wear

Firefighter suits & professional equipment

Formal Uniforms

Airlines & corporate dress codes

Cost-Benefit Analysis

Current Process:
€10 per manual fitting session

Our Solution:
Digital, scalable fitting platform

Key Challenge

- Split between wearer & buyer
- Manual fitting process
- Inefficient data collection

Digital Solution

- **Automated Fitting Platform**
  Digital measurements & matching
- **B2B Integration**
  Seamless process for buyers & wearers
- **Data-Driven Decisions**
  Optimize inventory & production

Business Impact

- **Zero Excess Logistics**
  Eliminate shipping costs & returns in workwear
- **Optimized Production**
  Precise sizing matrix from real body data
- **Sustainable Impact**
  Eliminate excess stock & reduce waste

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Let's cooperate!

Call for

Machine-innovatie voor one-piece flow

On-demand productiefaciliteiten
Technologische integratie voor made-to-measure

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#EENCanHelp

Book a meeting with: SCIMM

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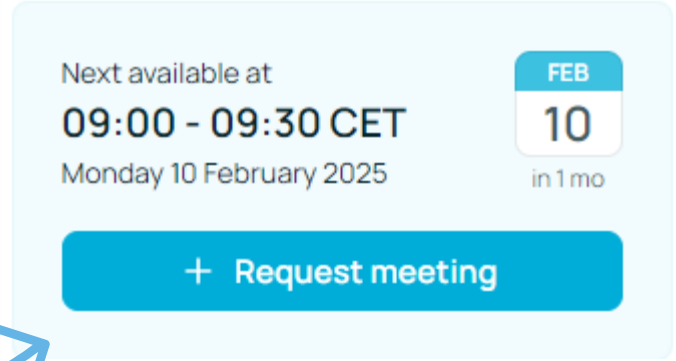
Closing Remarks

A big thank you to all pitchers and attendees!
We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting**!



Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

https://een.ec.europa.eu/local-contact-points

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Thank you!

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Generalitat de Catalunya
Government of Catalonia

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