

2016

## Documenting of the experiment Distribution of textile materials to utilizers

**OBJECTIVE:** The objective of this experiment was to facilitate the re-use and recycling of textile materials, and to increase the profitability of the textile reuse business.

**EXECUTION:** The Textile 2.0 project organized an event that revolved around end-of-life textiles. The TRY OUT! project participated in the event and met utilizers of end-of-life textiles. Finding recipients for end-of-life textiles is a bit of a challenge, so it took some searching to find utilizers for the material. Once they were found, they were given textiles for free and, in return, they reported on the use of the materials and whether they would be willing to pay for the materials. Utilizers' willingness to pay depends in practice on whether they are able to reuse the textile materials in a profitable or potentially profitable manner. The experiment is thus a good opportunity for them to test their business prospects with a very low risk and small capital investment.

**COOPERATION:** The experiment was carried out in cooperation with a large number of textile companies and with organizations involved in Textile 2.0.

**TRY  
OUT!**

#TryOutFi  
tryout.turkuamk.fi

DEMOS  
HELSINKI

TURKU AMK  
TURKU UNIVERSITY OF  
APPLIED SCIENCES

Turun yliopisto  
University of Turku

Yhteiskuntatieteiden  
keskittynyt tutkimuskeskus

6Aika

Uusimmat  
tekniikat  
teollisuuden  
kehittämiseksi

Vipuvoimaa  
EU:lta  
2014–2020

European Union  
European Regional Development Fund

# 2016

## Documenting of the experiment Distribution of textile materials to utilizers

**VARIABLES:** The experiment variables consisted of the different utilizers and the quantity of textile materials utilized. It was also monitored whether the potential utilizers were actually able to reuse the materials.

**EXPECTATIONS:** The expectations for the usability of textile material involve uncertainty: on the one hand, we know that there is an abundance of the material and it is, for the most part, fit for use and, being regarded as waste, is also very inexpensive. On the other hand, because of the uneven quality and the complicated reuse process, it is difficult to find textile material utilizers that can genuinely make a profit from the reuse of the material.

**END RESULTS:** About 1,000 people visited the end-of-life textiles event. They were given 7,000 kg of material for reuse.

**CONCLUSIONS:** The end-of-life textiles event was a successful concept for distributing material to interested small businesses. In addition, the event provided a good opportunity to share information about end-of-life textiles in general.

# TRY OUT!

#TryOutFi  
[tryout.turkuamk.fi](http://tryout.turkuamk.fi)

DEMOS  
HELSINKI

TURKU AMK  
TURKU UNIVERSITY OF  
APPLIED SCIENCES

Turun yliopisto  
University of Turku

Yhteiskuntatieteiden  
tutkimuskeskus

6Aika

Vipuvoimaa  
EU:lta  
2014-2020

Vipuvoimaa  
EU:lta  
2014-2020

European Union  
European Regional Development Fund