

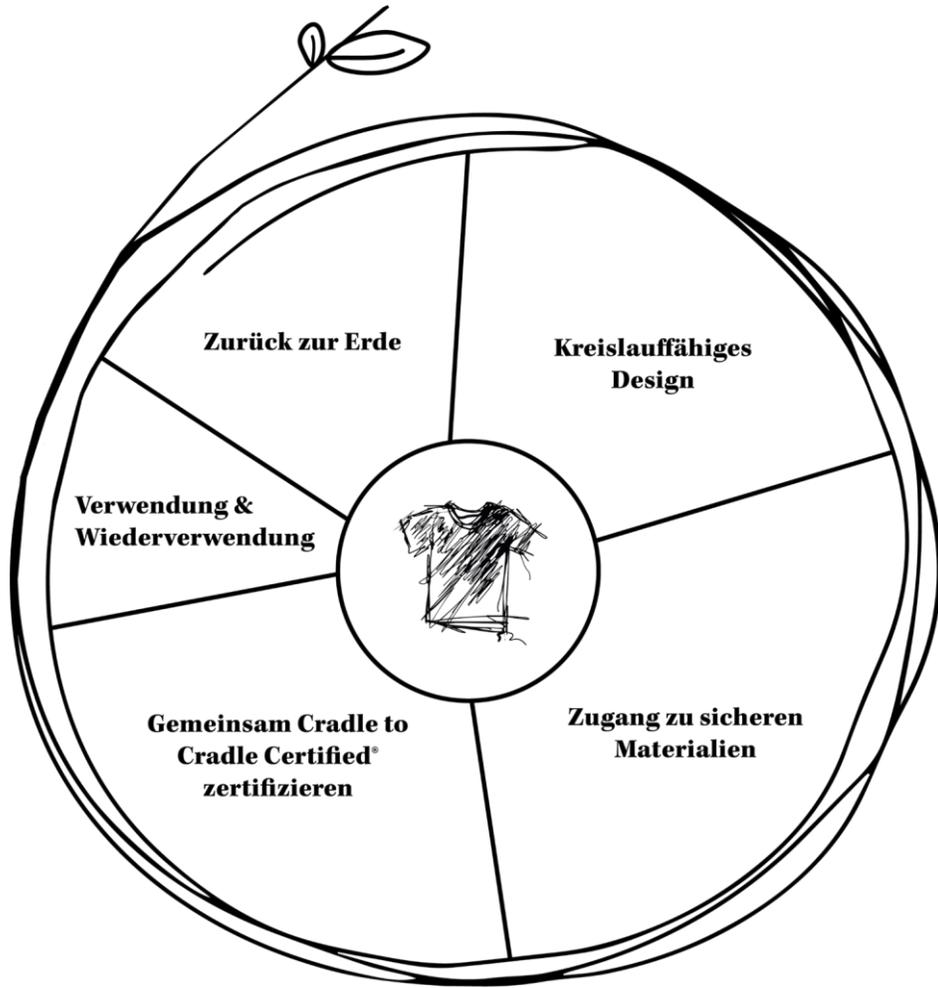
Deep Dive Session
6. Zukunftsforum Kerenzerberg
KAREN RAUSCHENBACH /SYLVIE MERLO
24.10.2022

Wie geht Circular Clothing vor und was ist das Ziel von Circular Clothing?

Was sind die grössten Herausforderungen, wenn es um KLW im Bekleidungsmarkt geht?

AGENDA

- Ziel der Genossenschaft
- Gemeinsames Zertifikat
- Assessment Tool
- Herausforderungen



Vision

Wir träumen von einer abfallfreien Textilindustrie für einen besseren Planeten.

Eine kreislauffähige Textilindustrie produziert keinen Abfall.

Um diese Vision zu erreichen, müssen wir Lösungen finden, die alle Aspekte des Produktlebenszyklus von Textilien abdecken.

Mission

Wir glauben daran, **Cradle to Cradle®** zum Industriestandard zu machen und **kleine Mode- und Textillabels** zu befähigen, ihre **Kräfte zu bündeln**, um den **Paradigmenwechsel** in der Textilindustrie hin zu mehr sozialer und ökologischer Verantwortung zu **beschleunigen**.



MITGLIEDER - AKTUELL

maison blanche
CHE - 459 . 243 . 197 MWST

ETHIK KÜSST ÄSTHETIK.
change maker

lavie


penguin


the **Blue** suit

S|TUNED

suburban collective

USECASE



A GOOD QUALITY

I DON'T WANT TO END UP IN LANDFILLS
THE BLUE SORT. I AM SUSTAINABLE & I CARE ABOUT THE PLANET



I AM ORGANIC - I CAN BE REUSED & RECYCLED

CLOSE THE LOOP

WEAR SLOW FASHION & STICK TO YOUR VALUES. WE ARE PRODUCED LOCALLY!
WEAR WHAT YOU STAND FOR.

2030 SUSTAINING GOALS
BECOMING REALITY

TAKING RESPONSIBILITY - ENSURE HEALTHY
WORKING CONDITIONS IN OUR SUPPLY CHAIN

DEAR OWNERS DEAR FRIENDS:

- I AM HANDMADE
- I AM ITALIAN - TONCO ITALIANO
- I AM SUSTAINABLE

NO TO
NO TO



ZERTIFIKAT USE CASE

Use Case Circular Clothing

THE BLUE SUIT GMBH FOR CIRCULAR CLOTHING
GENOSSENSCHAFT



Certification Standard Version 3.1

Renewal Date: 30 June 2024

Certification Resources

[Cradle to Cradle Certificate](#)

Company Contact

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+41794586779

[Company Website](#)

Where to Find

[Product Website](#)



Description

Children's, women's, and men's wear. Denim, knits.

This certificate covers the following products:

Black Denim collection: LISA-JKT-BD, EMI-GLT-BD, LISA-PNT-BD

Cradle to Cradle Certified® Product Scorecard	
MATERIAL HEALTH Version 3.1	Bronze
MATERIAL REUTILIZATION Version 3.1	Gold
RENEWABLE ENERGY & CARBON MANAGEMENT Version 3.1	Gold
WATER STEWARDSHIP Version 3.1	Silver
SOCIAL FAIRNESS Version 3.1	Gold

Filed under: [Fashion + Textiles . Apparel](#)

GEMEINSAMES ZERTIFIKAT

Circular Clothing

THE BLUE SUIT GMBH FOR CIRCULAR CLOTHING
GENOSSENSCHAFT



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CIRCULARITY ASSESSMENT

[USE CASE](#)[ABOUT](#)[CIRCULARITY ASSESSMENT](#)[PRESS](#)[CONTACT](#)[LOGIN](#)[BECOME A MEMBER](#)[EN](#)

GET TO KNOW HOW FAR YOU ARE IN THE PROCESS OF GOING CIRCULAR

Congratulations! You have made the most important step towards your circularity journey. During this product-based assessment, you will go through a series of questions to determine your product's readiness to become Cradle to Cradle Certified*. Some of the questions will be challenging but stick in there, we are in this together.

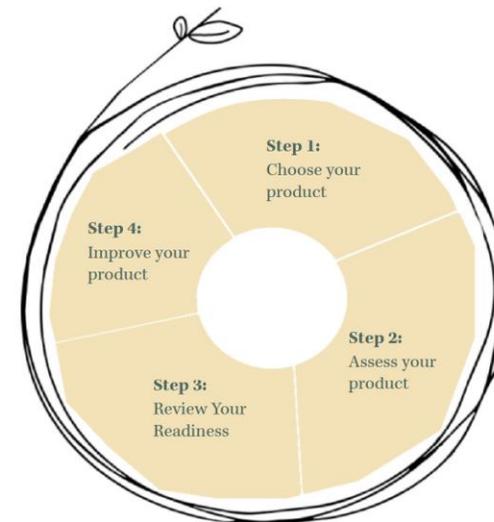
The only way to experience change is to move forward, if you use your browser to go back or exit the assessment tool, your results will be lost. If you are a circular clothing member, do not forget to log into your account before starting the assessment so your results can be saved.

Here is how it works:

1. Choose your textile category and product
2. Assess your product using guiding Cradle to Cradle* questions
3. Complete the assessment and receive your readiness results
4. Begin your product improvement journey

Time required for the full assessment (estimated): 20mins

This assessment tool was created using V3.1 of the Cradle to Cradle Certified* standards.

[START ASSESSMENT](#)

circularclothing.org

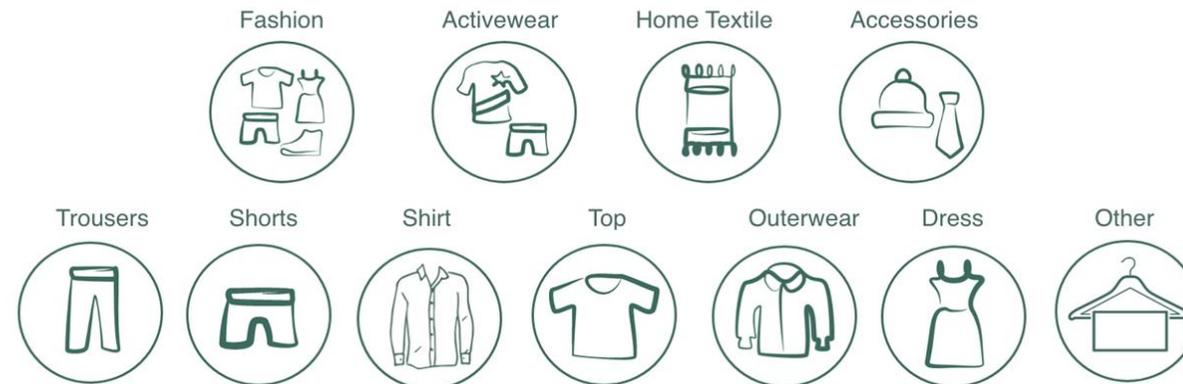
CIRCULARITY ASSESSMENT



[← Exit Assessment](#)

Step 2: Choose your product

Choose the category the product you want to assess falls in. Select what type of product it is.



[NEXT STEP](#)

CIRCULARITY ASSESSMENT

← Exit Assessment

Step 4: See your readiness

This overview shows you your assessment results.

You can see how ready your product is in total to start with the Cradle to Cradle® certification journey. What's more, click on one of the six requirement areas and see your detailed results.

EXPORT RESULTS

Show Details Report

ASSESS ANOTHER PRODUCT



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FRAGEN

Wo seht ihr das Potential bzw. die Herausforderungen an unserem Ansatz bei Circular Clothing?

Kennt ihr Schweizer Labels, die Interesse haben könnten ihre Produkte im biologischen Kreislauf weiterzuentwickeln?

Kennt ihr Textillieferanten und Konfektionäre in Europa, die sich für eine Zusammenarbeit interessieren könnten?

HERAUSFORDERUNGEN

UNTERSCHIEDLICHE STRATEGISCHE AUSRICHTUNG DER
TEXTILLIEFERANTEN

WISSEN TEILEN VS. WETTBEWERBSVORTEIL SICHERN

THANK YOU!



CONTACT

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www.circularclothing.org



Innovationspartner
MIGROS
Pionierfonds

Teil des gesellschaftlichen Engagements der
Migros-Gruppe: migros-engagement.ch