

**Textiles
2030**

**Annual
Progress
Report**

2022/23

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Topline statistics 2022



2%

decrease in collective carbon footprint



8%

increase in collective water footprint



84%

of total water footprint came from cotton fibre production



13%

increase in volume of textile products placed on the UK market



Improvement actions

helped to reduce the carbon impact of textiles by **12%** and water impact by **4%** on a per tonne basis



Over 62%

130 signatories representing over 62% of textiles placed on the UK market



44%

of textiles produced had a lower environmental impact than conventional counterparts



8%

more textiles collected by reuse and recycling organisations



Preloved sales equal to

9%

of new products sold by brands and retailers



Transforming the industry for people and planet



The environmental toll of textiles



8–10%¹

of global greenhouse gas emissions come from the fashion and textiles industry



93 billion²

cubic metres of water is used by the industry each year



336k³

tonnes of clothing are sent to UK landfill or incineration annually

What is Textiles 2030?

To address the significant environmental impacts of the fashion and textiles industry, WRAP launched Textiles 2030 in April 2021.

Textiles 2030 is a UK-based voluntary agreement funded by its signatories and the UK government. It is uniting organisations from across the full textiles value chain in collective climate action to create a more sustainable and circular industry by 2030.

The signatory commitment

Signatories are united behind ambitious, science-based 2030 targets – sufficient to limit global warming to 1.5°C in line with the Paris Agreement on climate change and put the sector on a trajectory consistent with achieving net zero by 2050 at the latest.

Signatories' efforts are guided by the [Textiles 2030 Circularity Roadmap](#)⁴, which sets out three priority areas for action, circular design, circular business models, and closing the loop on materials.

10-year targets



50%

reduction in the overall carbon footprint of new textile products by 2030



30%

reduction in the overall water footprint of new textile products by 2030



Industry collaboration to achieve the Textiles 2030 Circularity Roadmap⁴ ambitions

Bringing the value chain together

Who's signed up to Textiles 2030?



130

businesses are signed up to Textiles 2030*. This is comprised of:



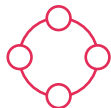
33

brands and retailers, representing over 62% of all clothing products placed on the UK market (spanning fashion, workwear and professional clothing, home textiles, lingerie, and sportswear)



48

textile reuse and recycling organisations (spanning textiles collectors, sorters, charities, circular business model providers, fibre recyclers and textile manufacturers)



49

affiliates (spanning innovators, researchers, academics, standard bodies, multi-stakeholder initiatives, trade associations and industry groups)



[See the full signatory list](#) →

*As of August 2023.

Hear from new signatories

"Here at Boux Avenue, we are thrilled to be teaming up with Textiles 2030 and be their first lingerie brand on board, to help with our mission in actively reducing the impact our products have on the planet."



"As an Affiliate to Textiles 2030, TÜV Rheinland will provide expertise to support brands and recycling organisations as they set tough targets, measure the impact of products and track progress on an individual basis, towards national targets."



"PULSAR are delighted to join the Textiles 2030 agreement this year as the first Professional Clothing Supplier. The impacts of protective clothing goes beyond just function and performance, so we are excited to represent the professional clothing sector and work closely with WRAP through Textiles 2030 to accelerate circularity for this industry."



A common reporting mechanism

Progress against the Textiles 2030 targets is measured using WRAP's exclusive [Textiles 2030 Footprint Tool](#)⁵. Developed collaboratively with over a dozen leading UK textile businesses over a ten-year period, the Tool measures the Scope 3 emissions for the whole lifecycle of a product including materials, manufacture, retail, consumer use and disposal; allowing signatories to align on a common reporting mechanism.

Businesses use the Tool to report into WRAP, track progress and circularity actions, model future portfolio scenarios, and generate reports to communicate action areas to decision-makers and investors.

WRAP uses the annual data submitted to provide brands and retailers with individual data reports and recommendations that will maximise their impact and footprint reductions. The data is also used to publicly communicate signatories' aggregated carbon and water footprint, as well as the total volume of products businesses placed on the UK market.

Reporting for year 2 of Textiles 2030

This is the second year Textiles 2030 signatories were required to report into WRAP using the Tool, this time providing data for 2022.

What do brands and retailers report on?

- The total quantity of textile products sold/placed on the market (in tonnes)
- The fibre breakdown of the total quantity of new products sold/placed on the market (tonnes/fibre type)
- Improvement actions taken, measured as a proportion of relevant product by weight (see [Appendix A](#) for a full list of reportable improvement actions)



What do reuse and recycling organisations report on?

- Total weight of their textile ingoings/outgoings (in tonnes)
- Onward destination of textiles handled
- Transport and utilities data (where available)



Progress against the targets

Fig 1. Aggregated carbon and water footprint of brand and retailer signatories in 2019 (baseline) and 2022.

	 Carbon	 Water
2030 target	-50%	-30%
2019 baseline	12.3 million tCO ₂ e*	2.8 billion M ³ *
2022	12.1 million tCO ₂ e	3.1 billion M ³
% difference between 2019 and 2022 (total)	-2%	+8%
% difference between 2019 and 2022 (per tonne)	-12%	-4%

*Please note this data differs from that in the Textiles 2030 Baseline Report due to changes to the signatory base and is therefore not directly comparable.

Brands and retailers

In 2022, the carbon footprint of textiles sold or placed on the market by brand and retailer signatories was 12.1 million tonnes of carbon dioxide equivalent⁶. This marks a modest 2% reduction on 2019 and is equivalent to the emissions of 8.3 million cars per year in the UK.

The water footprint for 2022 was 3.1 billion cubic meters – enough to provide 87% of the UK population with water for all wants and needs, every day for a year. The water footprint is up 8% on 2019, with cotton fibre production accounting for 84% of the total figure.

The volume of products signatories sold or placed on the market was 568k tonnes of textiles in 2022, a 13% increase on 2019 baseline levels. This equates to around 8kg of new clothing per person in the UK (or 28 new items).

What difference have improvement actions made?

All brand and retailer signatories are now taking proactive steps to lessen the environmental impact of their products through the application of 'improvement actions', such as preferred fibre substitutions, improved processing, and circularity actions (see [Appendix A](#) for a

full list of reportable improvement actions). They are also extending these efforts to a greater number of products.

When compared to their conventional counterparts, 44% of the products sold or placed on the market by brand and retailer signatories in 2022 had a lower environmental impact.

While these efforts mean that, on average, each tonne of textiles produced had a smaller carbon impact (12% less) and water impact (4% less) compared to 2019, these achievements have, for the most part, been cancelled out by rising production volumes. Consequently, the overall combined footprint reflects a 2% carbon reduction and 8% water increase.

What do brands and retailers need to do?

The results highlight that as well as making products 'better', production volumes must be addressed for the Textiles 2030 targets to be met.

Signatories must urgently:

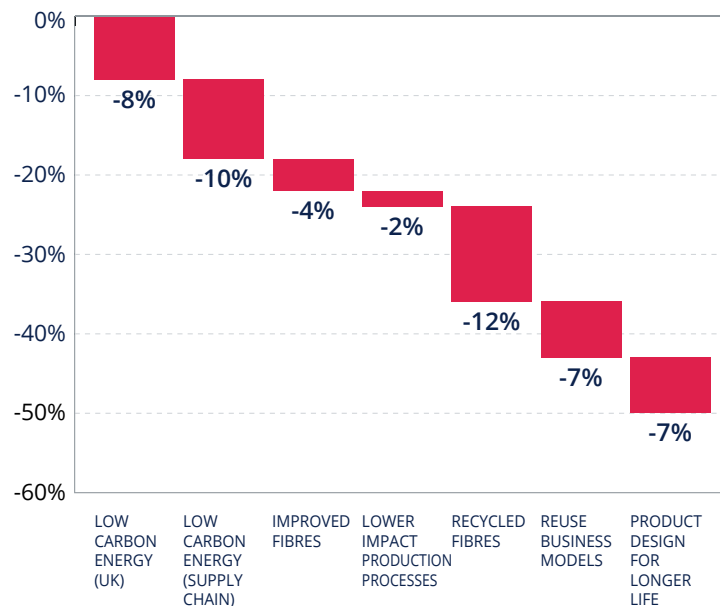
- Develop, pilot and scale circular business models such as rental and repair to decouple business growth from the use of virgin resources.
- Improve textile durability to extend the useable life of clothing and enable circular business models to scale. WRAP's insights highlight that designing for a longer life and increasing reuse could help achieve substantial carbon savings of 14%.
- Establish partnerships and offtake agreements with recyclers to attract the investment needed to scale the recycling industry, and design with recyclability in mind to meet current and future demands for recycled fibres.

- Identify and stimulate the market for less water intensive alternatives to conventional cotton (such as organic, regenerative and recycled cottons and recycled manmade cellulosics [MMCFs]), while ensuring a just transition for cotton farmers.

A vision for success

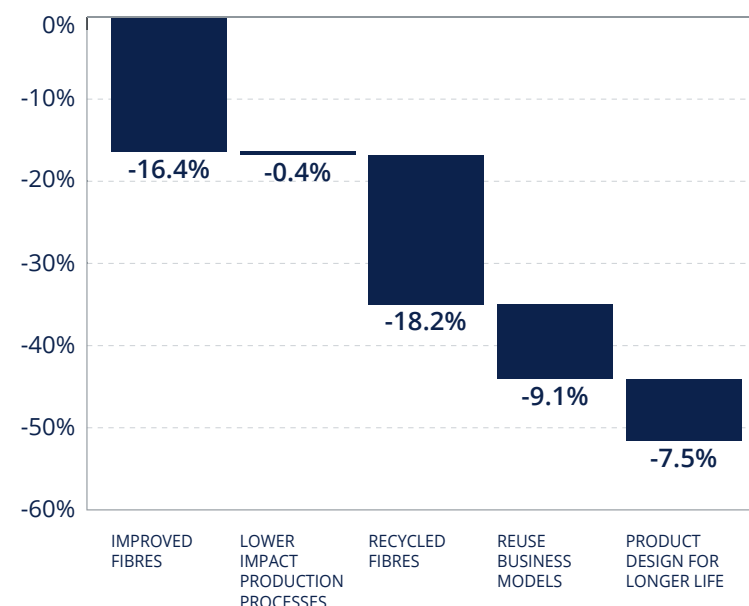
WRAP has mapped a clear trajectory for reaching the Textiles 2030 targets, modelling how far improved design, renewable energy, recycling, and circular business models can take us towards these goals.

Carbon



Carbon footprint reduction scenario 2019-2030 (provisional estimate 50% reduction)

Water



Water footprint reduction scenario 2019-2030 (provisional estimate 51% reduction)

Reuse and recycling organisations

The activities undertaken by reuse and recycling signatories in 2022 helped to reduce 1.1 million tonnes of carbon dioxide equivalent⁶. These efforts also helped to reduce 385 million cubic metres of water.

These significant reductions are largely attributed to sales of recycled and reused products replacing sales of new products (displacement rate). Recent WRAP evidence⁷ has allowed an updated displacement rate to be used in year 2 of reporting.

Used textiles collected

In 2022, reuse and recycling signatories collected and handled 233.5k tonnes of used textiles, up 8% on 2019. The amount of preloved textiles being sold to UK consumers by reuse and recycling signatories in 2022 was equal to 9% of new products being sold by brand and retailer signatories.

Improving reporting and transparency

In the last reporting cycle, WRAP committed to working closer with the reuse and recycling sector to improve reporting rates through drop-in sessions and webinars. These efforts resulted in 12 additional reuse and recycling signatories reporting data on their operations in year 2.

What do reuse and recycling organisations need to do?

For future reporting cycles, it is important for more reuse and recycling organisations to collect and report the necessary data for Textiles 2030, and for those who are already reporting to improve the quality and accuracy of the data they are submitting. This will help to build a clearer and more transparent picture of the sector and enable better understanding of the opportunities for impact.



Other achievements

During year 2, WRAP built up its resource pool, kickstarted projects and facilitated networking opportunities to support its signatories. Key activities included:

Durability Research Project

WRAP initiated a three-year research project with the Leeds Institute of Textiles and Colour to develop durability protocols and industry-first benchmarks for durability and utilisation.

Circular Business Models Guide for Fashion

WRAP developed the Textiles 2030 [Circular Business Models Guide for Fashion](#)⁷ to provide businesses with a step-by-step guide for launching successful circular business models or improving on existing offerings.

Citizen insights

WRAP provided businesses with citizen insights on [clothing](#)⁸ and [home textiles](#)⁹ to help them understand how citizens purchase, use and dispose of their items.

The former highlights an opportunity for citizens to get clothes out of their wardrobes, wear them more, or consider how unwanted items might be used by others; whether that's giving them to charity, friends or family, or selling them on.



26%

of our wardrobes have not been worn in the past year



4%

of home textiles are bought secondhand or vintage, compared to 10% of clothing items



1.3 years

are added to the life of a garment on average once it has been repaired, conversely home textiles that have been repaired are perceived to have a lower predicted lifespan



77%

cite price as a key purchase influence when acquiring home textiles

Other achievements continued

Circular Design Toolkit

WRAP developed the Textiles 2030 **Circular Design Toolkit**¹⁰ as a 'go-to' guide to help the industry embed circular design principles into design and product development processes.

Design for Recyclability Workshops

WRAP ran a series of workshops in partnership with the Circular Textiles Foundation, the University of the Arts London and some of the leading fibre-to-fibre recyclers in the sector to help businesses redesign their best-selling products so that they can be recycled.

Charity partnerships

WRAP partnered with Drapers for its Sustainable Fashion Conference in March 2023, helping to shape the agenda and host sessions at the event.

Policy support

WRAP collected the evidence and insights needed through the **Textiles**

Policy Options Report¹¹ and supporting **Cost Benefit Analysis Report**¹² to help the Department for Environment, Food and Rural Affairs (Defra) make an informed decision on textile policy in the UK.

Textiles 2030 Circular Summit

WRAP brought Textiles 2030 signatories together for the inaugural Textiles 2030 Circular Summit to connect with colleagues in person and share learnings, tools and best practice.



Related progress*:

Half of signatories have begun developing a strategy to improve product durability and 28% have already begun implementing.

A third of signatories are using the Circular Business Models Guide to build the case for new business models with senior stakeholders.

To date, 47% of signatories have been using the Circular Design Toolkit to inform their circular design training programmes.

Almost half of signatories have begun developing a strategy to improve the recyclability of their products and almost a quarter have already begun implementing.

*These statistics are taken from WRAP's Circularity Benchmark Survey 2023. In total, 19 brand and retailer signatories completed the survey out of a possible 33 and as such, these figures represent the percentage of those who completed each question, rather than a percentage of the whole signatory base.¹³



Spotlight on signatory action

Vinted sponsors Big Brother

British broadcaster, ITV, has partnered with Vinted for the 2023 series of Big Brother. Vinted is the latest resale platform to partner with a fan-favourite reality TV show, following in the footsteps of eBay's successful ongoing partnership with Love Island. Vinted's mission is to make secondhand people's first choice and this newest partnership will allow it to empower a different demographic of people to embrace resale and rethink their consumption behaviours.



Primark prioritises durability and repair as part of its commitment to give clothes a longer life

Last year, as part of the Textiles 2030 collaboration, Primark developed a new internal enhanced durability wash framework, guided by WRAP's Clothing Longevity Protocol. This year, Primark has been testing denim, jersey and socks in line with this extended durability wash framework.

Primark has also been scaling up its repair education workshops which aim to inspire and empower people to mend, stitch and upcycle. Following a successful series of repair workshops in 2022, Primark has now expanded the programme across a number of its markets and has run over 100 workshops for customers and colleagues to date.



Spotlight on signatory action

eBay champions preloved for Black Friday

eBay took a disruptive approach to Black Friday in 2022 with its 'Better than New' campaign. To support customers to make better choices for their back pockets and the environment, the online marketplace only promoted preloved and refurbished deals for Black Friday across all its marketing channels. The campaign was powered by statistics from WRAP that considered the potential environmental and economic benefits to households of buying secondhand items through online marketplaces, as well as the potential role of reuse in helping people across the UK in the current cost-of-living crisis.



Project Re:claim scales up polyester recycling technology

The Salvation Army Trading Company (SATCoL) has partnered with Project Plan B on a pioneering new polyester fibre-to-fibre recycling system under Project Re:claim, aimed at reducing textile waste. The installation of the first commercial-scale post-consumer polyester recycling technology at SATCoL's textile processing centre in Kettering, Northamptonshire, has commenced and operations are due to begin in Autumn 2023.

The new system is able to process end of life textiles and turn it into polyester pellets which can then be used to make polyester yarn. In its inaugural year, the machinery is projected to recycle approximately 2,500 tonnes of textiles, with expectations to scale up to 5,000 tonnes in year two.



Fighting the housing emergency and fashion waste

As part of their award-winning corporate partnership, Shelter and AllSaints once again launched a series of store collaborations in Autumn 2023. Under the title of 'A Preloved Affair', Shelter shops hosted a 10 day pop up in eight different locations throughout the UK, selling 2,000 pieces of surplus stock donated by AllSaints. The aim was twofold, to reduce fashion waste and to raise vital funds to help fight the housing emergency.

Alongside the pop-ups, AllSaints have also supported with launch events, DJs, scrunchie making workshops using repurposed material and talks on how to prolong the life of clothing.

In October 2023, the partnership went on to hold their first-ever runway show featuring preloved fashion, again donated by AllSaints, which was expertly modelled by volunteers from both Shelter and AllSaints, as well as people with lived experience of homelessness. After the show, all

product was available to purchase in Shelter's flagship store in Coal Drops Yard.

Since the start of their partnership in 2022, the brand has raised over £270k for the charity and they are already planning activations together for 2024.



Global collaboration

Textiles Action Network

In addition to Textiles 2030, WRAP co-ordinates national-level activity around the world through its international Textiles Action Network. The Network promotes collaboration at scale to accelerate new business models, drawing on WRAP's technical expertise, award-winning target based voluntary agreement approach and collaborative engagement projects to influence whole system change.

Since launch in 2021, WRAP has played a pivotal role in bringing together key stakeholders to develop a **product stewardship** scheme for clothing and textiles in Australia and launch a **textiles sector collaboration** in Denmark. WRAP welcomes the opportunity to work with partners across the globe to address the gap between talk and action on circular fashion and textiles.

Textiles industry initiatives

WRAP seeks to harness the knowledge and expertise of leaders in sustainability to accelerate the UK fashion and textile industry towards a circular economy. Textiles 2030 works in formal and informal collaborations with other leading textiles initiatives including:

BRITISH
FASHION
COUNCIL



Towards 2030

What's next?

Notable progress has been made in the second year of Textiles 2030, with members adopting improvement actions, evidence continuing to be gathered, guidance to support industry being put in place, and plenty of collaboration along the way.

However, these efforts are hindered by the increase in the amount of textiles being produced and sold, and while WRAP is proud that over 62% of the market is signed up to Textiles 2030, achieving the necessary step change requires many more businesses to join the agreement and commit to action.

The [Textiles 2030 Circularity Roadmap](#)⁴ provides a clear pathway for signatories and is expected to be updated in 2024 to reflect recent developments and opportunities in the industry. WRAP's Business Account Managers will be providing 1-on-1 support for brands and retailers through individual action plans, helping them strategise high impact next steps, and matching signatories to generate pilots that progress the Roadmap.

In conjunction, WRAP will be continuing to develop the Textiles 2030 Footprint Tool, in consultation with the Metrics Working Group, to enable signatories to quantify and report on a wider range of circular activities. Improvements will include reviewing and updating data sources, implementing new reportable improvement actions aligning with the Roadmap⁴ - including circular business models, durability, recyclability and closed loop recycled fibres - and functional updates to improve the signatory experience.

WRAP will also be driving collaboration through its Advisory and Working Groups, facilitating more opportunities between signatories to enable connection and lending its expertise to projects to help the UK progress towards its circular textiles ambitions.



Join us

Rise to the challenge



There is a role for every sector within Textiles 2030.

We can help your business address the climate emergency by moving towards a circular textiles economy. Join us and help us increase our impact for planet and people.

Get in touch or [download](#) a signatory pack if you would like to find out more. Alternatively, you can email us at textiles2030@wrap.org.uk

Please note, we do not currently cater for consultancies within our membership categories, however you can keep up to date with our work through our communications channels.

Keep in touch with Textiles 2030

Sign up for our Business Briefing

Follow us on LinkedIn @Textiles2030

Endnotes

- ¹ [An overview of the contribution of the textiles sector to climate change](#). Front. Environ. Sci. 10:973102., 2022
- ² [Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future](#), 2017
- ³ [WRAP, Textiles Market Situation Report](#), 2019
- ⁴ [WRAP, Textiles 2030 Circularity Roadmap](#), 2021
- ⁵ [WRAP, Textiles 2030 Footprint Tool Data and Methods Report](#), 2022
- ⁶ WRAP, Textiles 2030 Technical Report, 2023
- ⁷ [WRAP, Textiles 2030 Circular Business Models Guide for Fashion](#), 2022
- ⁸ [WRAP, Clothing Longevity and Circular Business Models Receptivity in the UK](#), 2022
- ⁹ [WRAP, Estimating the Longevity of Home Textiles in the UK](#), 2023
- ¹⁰ [WRAP, Textiles 2030 Circular Design Toolkit](#), 2023
- ¹¹ [WRAP, Textiles Policy Options Report](#), 2023
- ¹² [WRAP, Textiles Cost Benefit Analysis Report](#), 2023
- ¹³ WRAP, Circularity Benchmark Survey, 2023

Appendix A

Reportable improvement actions in the Textiles 2030 Footprint Tool

Conventional Cotton to BCI Cotton

Conventional Cotton to Organic Cotton

Conventional Cotton to CMiA

Conventional Cotton to REEL cotton

Conventional Cotton to mechanically recycled cotton

Conventional Cotton to US Cotton Trust

Virgin Polyester to Recycled Polyester

Viscose to Lyocell

Virgin Polyamide/ Nylon to Recycled Polyamide/ Nylon

Conventional dyeing to dope dyeing of synthetic fibres

Conventional dyeing to cold pad batch dyeing of natural fibres

Conventional dyeing to spin dyeing of viscose

Increase in collection for reuse/recycling (takeback)

More in country reuse of pre-owned garments (preloved/ vintage)



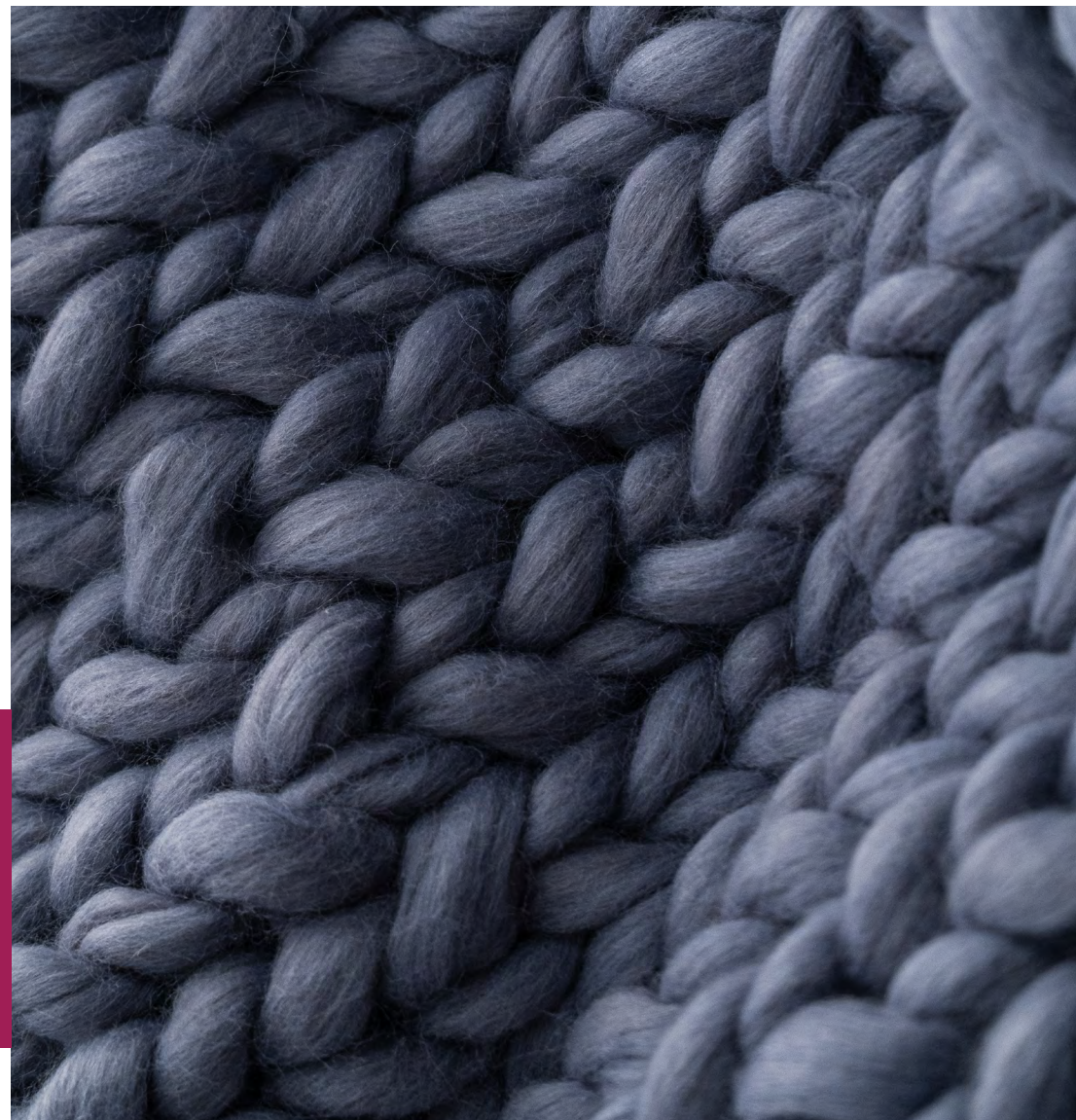
WRAP is a climate action NGO working around the globe to tackle the causes of the climate crisis and give the planet a sustainable future. Our vision is a thriving world in which climate change is no longer a problem.

WRAP would like to thank all the brands, retailers, recycling organisations, research organisations, individuals and colleagues who contributed expertise, time, and resource to the first two years of Textiles 2030.

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