

Textiles project advancing the circular economy cause

28 June 2021 13:47



Zurich – A new project by the name of Circular Clothing is keen to facilitate access to the circular economy for Swiss textiles labels. EPEA Switzerland is involved with Circular Clothing as a certification partner in order to support start-ups.

Dreams of clothing that conform with the principles of the circular economy and a zero-waste textiles industry could now become a reality in the form of the [Circular Clothing](#) initiative. It was with this noble aim in mind that the pioneering project was launched in Zurich. Via its platform, Swiss textiles labels should be afforded the opportunity to implement both materials and methods that harm neither humans nor the natural environment around us. In this context, a Cradle to Cradle supply chain is also to be established that can be jointly used by the project participants.

In terms of the Cradle to Cradle circular economy principle, [EPEA Switzerland](#), the accredited expert for Cradle to Cradle Certified and Material Health Certificate certifications based in Bäch in the canton of Schwyz, comes into play in its role as a project partner. The organization is headed up by CEO Albin Kälin and will contribute its comprehensive experience to Circular Clothing with the aim of supporting start-ups in their efforts to promote the circular economy. As the platform is also keen to facilitate Cradle to Cradle certifications, EPEA Switzerland is also a key partner in this area too.

In this way, numerous companies should in future be in a position to follow in the footsteps of the [Blue suit](#). The founders of the Zurich-based textiles label encountered obstacles in their efforts to implement sustainable production processes. They therefore decided to use the high Cradle to Cradle standard to forge their own path towards the circular economy. The participants in the Circular Clothing project now stand to benefit from their experiences.

The pioneering project is facilitated by the Migros Pioneer Fund and supported by STF, an academic training center for the textiles and clothing industry in Switzerland.



Related partners

EPEA Switzerland

Supporting partner

KUONI Business Travel