

REWEAVE A PROGRAM BY **enviu**

Impact Report

2023



Colophon

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“Cheap fashion is really far from that. It may be cheap in terms of the financial cost, but very expensive when it comes to the environment and the cost of human life.”

Sass Brown – Fashion Educator & Author

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Preface



Foreword From Reweave's Program Manager

My child's school recently decided to change the school uniform logo and colours. This decision has many parents, including myself, concerned about the fate of the old 7000+ uniforms. The lack of a collection system or proper disposal instructions only added to the distress. The real surprise was the school's commitment to sustainability and its renewed certification several months later.

My daughter still wears the old uniform and often feels left out among her peers. When she asked for a new uniform, I had to gently deny it as I decided the fate of that one uniform out of 7000. I believe she will understand and even feel proud of my decision when she grows up, leading to making better choices in the future.

To create a sustainable textile industry, we need to change our thinking, behaviour, and consumption habits. We also need disruptive technologies and forward-thinking companies and brands to champion circular models.

We are working tirelessly at Reweave with a team of serial co-entrepreneurs to drive real change on the ground. We're aiming for system-wide change, step by step. This impact report reflects our work over the past year, and we're sharing our learnings and successes. I'd like to thank you for all the support that we have received this year. It's amazing to know that we are not alone on this mission!

Warm regards,
Jiska Coppoolse



Hi, We Are Enviu

Enviu is a venture-building studio. We build companies founded on a circular economy that is inclusive of people and the planet. We create system change by building innovative and impactful solutions in four domains in four regions since 2004.




Contributing to most SDGs Core: 1 | 3 | 8 | 12 | 13 | 14 | 15

MISSION REUSE

📍 THE NETHERLANDS

Making reuse the new norm in the Netherlands.

ENVIU MOBILITY

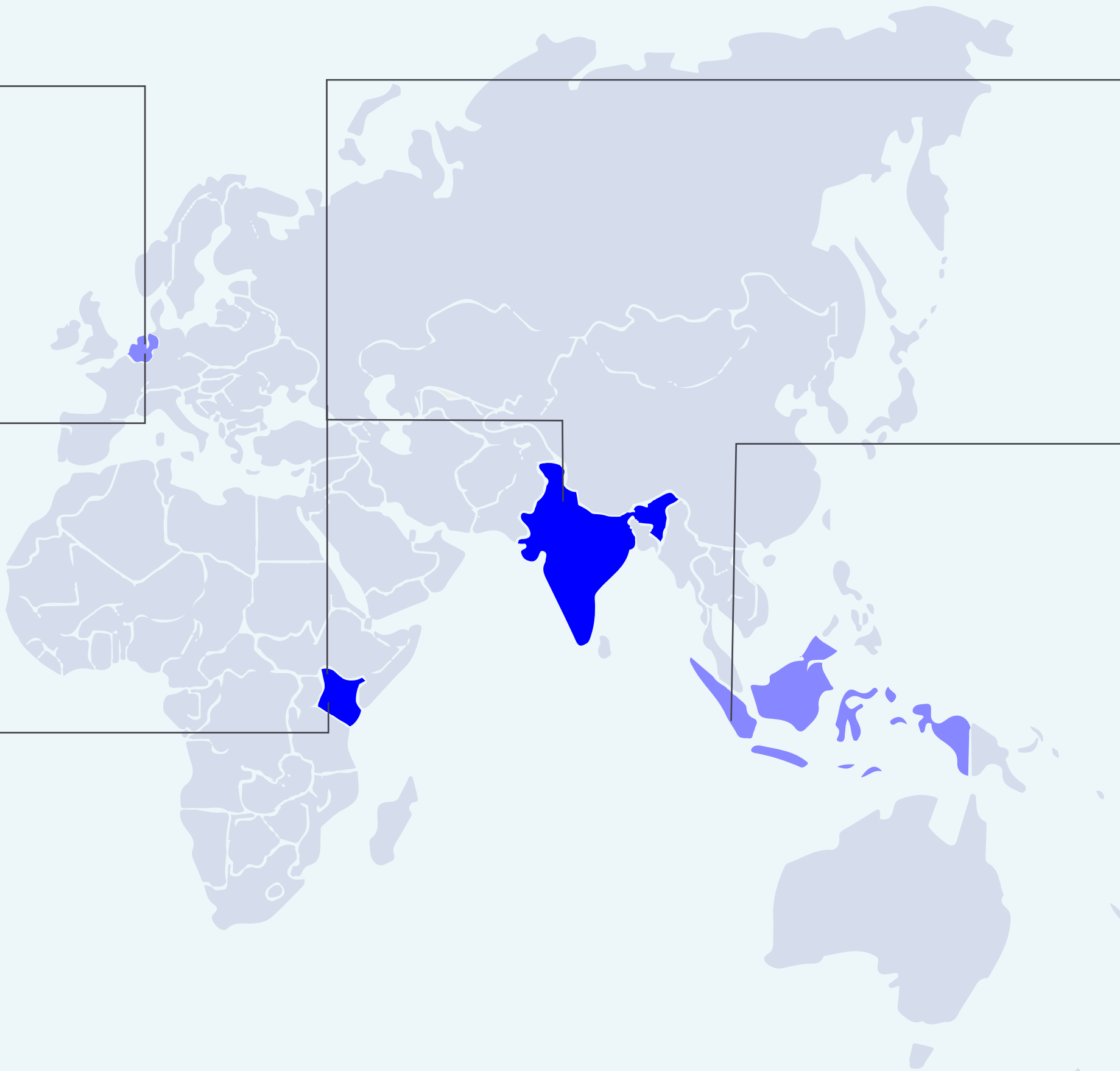
📍 THE NETHERLANDS, KENYA


Accelerating the transition towards circular and inclusive mobility.

FOODFLOW

📍 KENYA

Paving the way towards regenerative agriculture and a 0% food loss chain.



REWEAVE

📍 SOUTH ASIA, KENYA

Developing business models to build a fair and circular textile value chain.

ZERO WASTE LIVING LAB

📍 INDONESIA

Normalizing zero-waste consumption by preventing usage of single-use plastic packaging.

We Build & Scale Circular Ventures

TO DRIVE MARKET CHANGE AND CREATE A SUSTAINABLE SYSTEM

Over the past 20 years at Enviu, we have successfully ideated, built, and scaled ventures. Our achievements are driven by our proven methodology, dedicated local teams, and the indispensable support of our funders and partners.



Introducing The **Reweave** Program

About

Reweave – a program by Enviu – builds disruptive ventures aimed at solving the social and environmental problems in the textile industry in India, Bangladesh, and East Africa. Our goal is to create a circular and fair value chain in the textile industry while fostering green and sustainable livelihoods for the underserved.

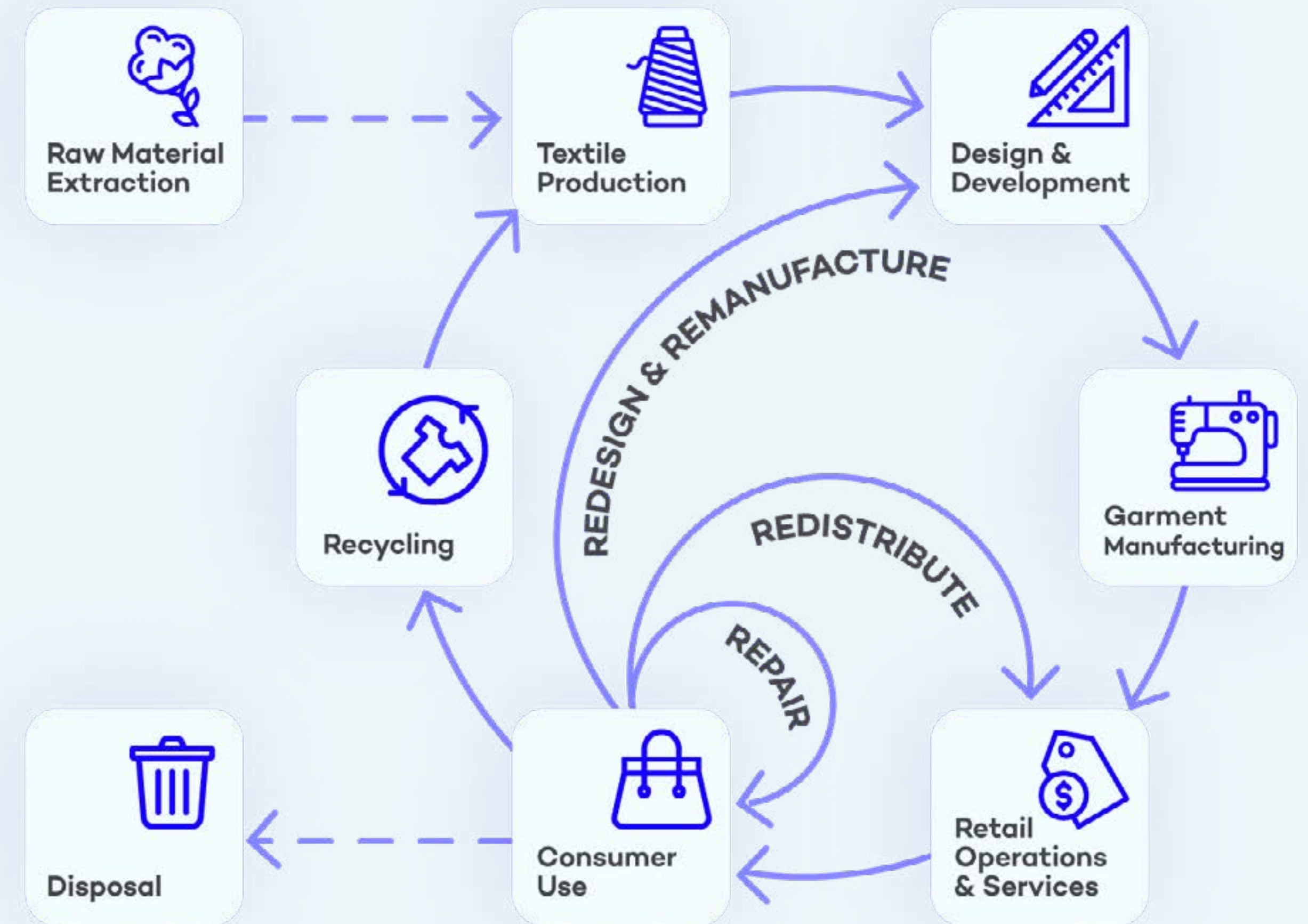
Our Vision

A circular and fair textile industry.

Our Mission

To build disruptive ventures that drive systemic change toward a circular and inclusive textile value chain.

CIRCULAR FASHION SYSTEM



The Issue

Challenges In The Fashion Industry

It is well known that the fashion industry significantly impacts the environment, contributing to high levels of carbon emissions, extensive water usage, chemical pollution, and substantial waste. Production and (over)consumption result in textile waste, which is estimated to be **over 10 million tons annually**. In addition to the environmental issues, the global supply chain faces persistent challenges in guaranteeing fair wages, safe working conditions, and the ethical treatment of workers in the supply chain.

[McKinsey & Company](#)

[State of the Planet](#)

[Fast Company](#)

Reweave's Focus Area

Textile waste, (a current focus area for Reweave) is increasingly impacting the environment due to the rise in fast fashion and shifting consumption patterns. Approximately **85% of used textiles are discarded in landfills**, only about 9% of global fibre production uses recycled materials, and **recycled textiles make up just 1%** of this total production.

Moreover, the waste management challenge is considerable, due to the lack of infrastructure and (local) technologies. Implementing sustainable waste management practices in the textile industry is urgently needed to address this escalating issue.

[TheRoundup](#)

[Waste & Recycling](#)

[US EP](#)

[Action for the Climate Emergency](#)

[World Bank](#)



Textile Waste Is a Complex Problem

1. UNSUSTAINABLE PROCESSING

-  Only 1% of waste is recycled
-  About 80% of waste ends up in landfills
-  Land and water pollution

2. EXPLOITATION OF WORKERS

-  85% of workers are women, often exploited
-  About 40 million people work in dangerous conditions
-  Garment workers earn less than \$3/day

3. LACK OF SUSTAINABLE PRACTICES


-  Limited recycling solutions and circular models
-  Unsustainable consumption
-  No design for circularity

Our Impact & North Star

saved
38 000 MT
CO2 (estimated)



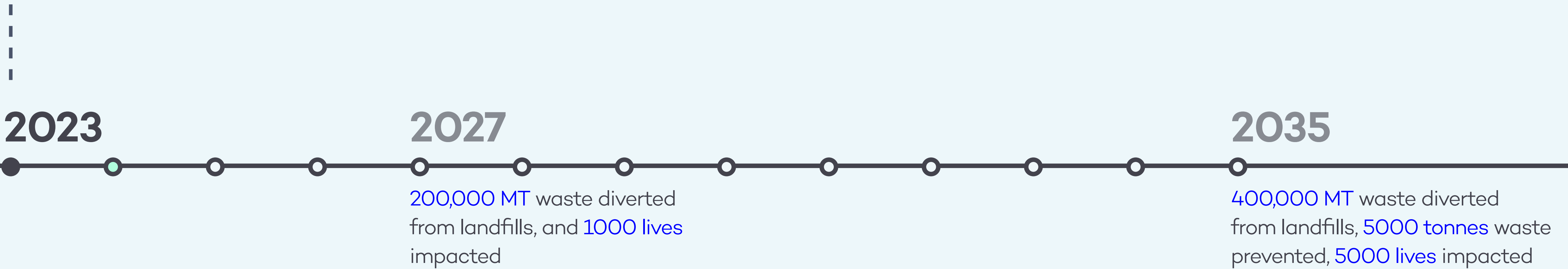
saved
200 million m³
water (estimated)



created
277
direct jobs



diverted
989 MT
of waste from landfill



Our Work In 2023

Within our programs, we focus on the first three stages of our venture-building approach:



Identifying root causes



Ideating and validating business models



Building impact-driven ventures

UNDER OUR REWEAVE PROGRAM, THIS YEAR WE HAD THREE ACTIVE PROJECTS IN INDIA, KENYA, AND BANGLADESH:

Closing The Loop On Textile Waste

INDIA

PURPOSE

To pilot, prove, and establish the circular textile waste management model in India in a manner that can be scaled.

STATUS

Ongoing until 2027

PARTNERS

H&M FOUNDATION



IKEA Foundation



EXECUTION PARTNER



Putting Waste To Work

INDIA

PURPOSE

Building an inclusive and circular textile waste value chain in India by establishing India's first large-scale textile waste sorting centre.

STATUS

Completed in June 2024

PARTNERS



FUNDER



Building An Inclusive And Circular Textile Waste Value Chain

BANGLADESH & KENYA

PURPOSE

The partnership envisages a fair, transparent and circular apparel sector in Kenya and Bangladesh. We aim set up a local, transparent, and compliant supply chain for textile waste.

STATUS

Completed in December 2023

FUNDER



EXECUTION PARTNER



Our Work Focused On...

Building solutions for textile discards in India, Kenya and Bangladesh.

FOR A FAIR AND CIRCULAR TEXTILE INDUSTRY



Creating respectable jobs, ensuring good labour conditions in the textile waste sector locally, by putting waste to work.

EMPOWER. TRANSFORM. THRIVE.



Empowering waste entrepreneurs with our business solutions, creating a positive business model around textile sorting.

CIRCULARITY WITH WASTE PICKERS



Project Highlights

Enviu at BharatTex

Knowledge Product Launch at BharatTex
with GIZ and Saahas Zero Waste



Bangladesh Circular Economy Summit 2024



Round table at Bangladesh Circular Economy Summit 2023



Invaluables x The Good Felt x Trashysister collaboration



reTex covered by Gen.e



The Good Felt on ramp at BharatTex




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Venture Overview 2023

At Reweave, we learn from success and failure. While some ventures continue making an impact, the less successful leave us with insights we can leverage for future successes.

SCALING	VALIDATED	VALIDATING	INACTIVE	INVALIDATED	ALUMNI
<div></div> <div>Sustainable textile collection and sorting centers for recycling, turning waste into value. Traceable, transparent, and compliant in tech-driven circularity.</div>	<div></div> <div>Dedicated to transforming poor-quality and post-consumer textile waste (polyester) into premium felt products.</div>	<div></div> <div>A closed loop linen rental service, offering income opportunities to waste sorters and entrepreneurs</div>	<div></div> <div>Sorting and turning off-cut waste into valuable feedstock for local & international recyclers</div>	<div></div> <div>KHALOOM</div> <div>Textile production house making hand-woven fabrics from recycled yarns.</div>	<div></div> <div>DesertSpring</div> <div>Bio-based, metal-free tanning agent for leather, based on sea buckthorn.</div>
				<div></div> <div>Decentralized hubs of quality post consumer textile waste that link households & waste collectors to buyers & brands</div>	<div></div> <div>A marketplace, empowering artisans worldwide while providing consumers with high-quality, and unique artisanal products.</div>

ABOUT

Dedicated to transforming poor-quality and post-consumer textile waste into premium felt products.



THE BENEFITS

Accessibility

The felt can be used in multiple applications and by different industries.

Adaptability

These non-woven sheets come in multiple sizes, colours and thickness.

Job Creation

Not only can waste pickers valorise their textile waste, the venture also provides job opportunities.

Aesthetics

The sheets have a unique texture and feel.

Circularity

The felt sheets can be recycled multiple times.

THE MODEL

The Good Felt takes low quality post-consumer waste from local waste entrepreneurs. The textile waste is converted into into high quality non-woven felt sheets, suitable for multiple applications:



Fashion accessories



Acoustic, sound-proofing panels



Packaging and more

BUSINESS STAGE

Validated

IMPACT

4000 Kilograms Waste Diverted

3 Jobs Provided

SUPPORTED BY

IKEA Foundation, Alwaleed Philanthropies

A Letter From The Venture Builder

Once we had the idea, it took us over a year of research and development to create a high-quality felt product. From developing the concept to reaching customers and generating sales, it's been quite a journey. Each product we sell positively impacts the lives of waste pickers, sorters, and artisans. By giving new life to old clothes through innovative non-woven textiles, we're demonstrating that this approach is promising for repurposing the rejected garments. Our work is making a real difference for the environment and for the local communities. Through scaling, we aim to accelerate our impact soon!



Anurag Jain
VENTURE BUILDER, REWEAVE



Learnings

- The sustainable market often focuses on popular terms like organic cotton and biomaterials, making it difficult to understand and accept newer innovative materials.
- Competing with the price points of virgin materials remains challenging, as the entry of upcycled and recycled materials is still relatively new and faces significant hurdles.

2021

Ideated
and founded

2022

Concept validation,
and product R&D

July '23

Partnerships
defined

Sep '23

Made the
first sale

Dec '23

Diverted 3 tonnes
of waste

Feb '24

Featured in
Bharat Tex

May '24

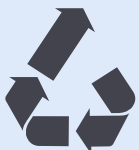
Exploring options in new
market segments

Partnering with The Good Felt has been a true inspiration. Together, we've been able to push the boundaries of upcycled design, creating unique and stylish products while significantly reducing our environmental footprint. In our latest collection, we've saved 2,000 liters of water per product compared to virgin materials, and diverted over 500kg of textile waste from landfills in the first six months of our partnership. It's incredible to see the positive impact we can achieve through collaboration. This partnership is a testament to the power of radical collaboration to create a more immediate impact on the evolving landscape of sustainable fashion!

Gautam Malik,
FOUNDER, JAGGERY – REIMAGINING WASTE



PARTNERS



Jaggery
Reimagining
Waste

CLIENTS



ABOUT

A venture solving for post institutional waste, now focusing on hotel linen management and discards going into landfills.



THE BENEFITS

Rental Model

Discarded hotel linens will be recycled and repurposed to extract maximum value and extend their lifespan.

Job Creation

Waste workers are included in the collection and sorting service, giving them new job avenues.

Circularity

Linens are managed by reTex, while hotels focus on expanding and sustainable management.

THE MODEL

ReTex is validating two business propositions: a rental service and end of life collection for the hotels linens and hospitality industry at large.



End of life collection model

Discarded hotel linens are accumulated over a period of time and collected by reTex. The venture ensures that the discards are then reused, refurbished or recycled based on their quality.



Rental model

ReTex provides a rental service to hotels without the need for any upfront investment or hidden costs. Hotels can rent linens and reTex takes care of the linen management and sustainable use of disqualified linen.

BUSINESS STAGE

Validating

IMPACT

10 Tonnes Waste Diverted

7 Jobs Provided

SUPPORTED BY

IKEA Foundation, H&M Foundation, Alwaleed Philanthropies

A Letter From The Venture Builder

ReTex, with its rental model introduced how hotels can be sustainable with their linens. Hotels faced significant challenges with linen management, especially in the post-COVID era where cost sensitivity is high, and guest satisfaction hinges on the quality of linens. We addressed these pain points with a unique linen rental model that provides a full-service solution. It includes creating sustainable linens from recycled inputs, partnering with laundries, and collecting end-of-life linens to be recycled into a closed-loop system. We've learned that laundries significantly impact linen longevity, and guest satisfaction makes outsourcing linen management a tough sell. Despite challenges like rental services, reducing linen damage from guests, and ensuring timely payments, we are committed to overcoming these hurdles. The future with reTex looks promising as we continue to refine our model, aiming for greater sustainability and efficiency in hotel linen management.



Tharun Jagateri
VENTURE BUILDER, REWEAVE



Learnings

- Incentives for sustainable hotel practices must come from the beliefs of the management. Currently, very little system incentives exist (like regulations, benefits or customer drivers).
- Luxury hotels can adopt new models more easily than budget hotels, mainly because they have different pricing strategies and cater to a different market.
- The rental model faced operational challenges (eg. difficult to meet laundry quality), whereas the discarded waste model gained more traction and shows more impact potential.



Working with reTex has helped us manage linens without investing heavily due to the rental model. Together, we realised that our biggest pain point is the laundry. We're happy that right now we can focus on the guest experience, while reTex focuses on solving that pain point.

reTex Customer,
HOLIDAY INN EXPRESS, BANGALORE



PARTNERS



CLIENTS



Professional pre-consumer textile waste collection and sorting centers for recycling in India, Kenya and Bangladesh, turning waste into value. Traceable, transparent, and compliant in tech-driven circularity.



UPTEx EAST AFRICA (EA)



RECYCLE EXCHANGE, BANGLADESH



TEXTILE WASTE SORTING CENTRE – CHENNAI

Building Together With



NOTE FROM CEO — LINET KIGURU

A large proportion of the workforce in the fashion and textile industry are women and we are working to skill youth, especially women, in textile sustainability and waste management. We're nurturing future sustainability leaders and fostering environmental consciousness. Our collaboration with recyclers and down-cyclers ensures materials have a second life, promoting a circular textile economy in Kenya. As a woman leader, I find fulfilment in empowering our team and communities, protecting our environment, and creating a positive impact. Let's work together towards a more sustainable and equitable future not just in Kenya, but globally!



NOTE FROM CLIENT — MAS

Fabric offcuts, yarn trimmings, and other leftover materials generated during manufacturing process contributes to adverse environmental pollution where dumping sites could catch fire, or become a source of water pollution in nearby water streams. MAS is committed to minimising our environmental impact and promoting

THE MODEL

Uptex offers a sustainable solution for textile waste by transforming unused and unwanted textiles into materials that can be used for recycling purposes. The textile waste collected from cutting tables at local garment manufacturers, is separated, categorised into different fabric compositions like cotton and polyblends, and thereafter sorted and baled according to international recycler standards.

A small percentage of unwanted recuts are sold locally to downcycler traders who recut and repurpose these materials for smaller garments.

BUSINESS STAGE
Scaling

IMPACT
400 Tonnes Waste Diverted | 37 Jobs Provided

Recycle Exchange, Bangladesh



THE MODEL

We meticulously sort pre-consumer textile waste adhering to strict traceability, transparency, and compliance standards. We aim for efficient sorting and advanced recycling practices.



Sorting to Recycling

Providing high-quality, standardized waste in quantities required for recyclers to scale, ensuring transparency in the supply chain.



Transparency & Compliance

Consolidate traceable waste from multiple resources to assure both quantitative and qualitative supply to recyclers.

MILESTONES

Set up a compliant sorting Center.

22 tonnes of textile waste sorted so far which were turned into recycled yarns.

Over 10 jobs created with decent working conditions.

Created a gainful employment opportunity for a person with disability.



BUSINESS STAGE

Start-up

IMPACT

22 Tonnes Waste Diverted

10 Jobs Provided

Recycle Exchange, Bangladesh

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Milestone

Conducted sorting training with Matoha Scanner that gives fabric composition with 95% accuracy.



FASHION FOR GOOD TEAM CONDUCTING TRAINING AT THE SORTING CENTRE.



SORTERS – SARLA AND JENCY – USING MATOHA.



Learnings

- The Sorting facility was built to model textile waste sorting and collection, but paused operations due to a non-viable business case.
- The centre struggled to create a sustainable model for specialised textile waste sorting due to low demand.
- In India the demand for post consumer textile waste is low and competitive, preventing the business from operating at scale.

BUSINESS STAGE

Inactive

IMPACT

165 Tonnes Waste Diverted | 17 Jobs Provided

Spin-Off Ventures



DesertSpring

ABOUT

DesertSpring is a joint venture from three companies that produce metal free tanning alternative based on the leaves of the sea buckthorn shrub.

STATUS

Independent venture, Enviu exited in 2023

[Find out more!](#)

NOTE FROM ENTREPRENEUR IN RESIDENCE (MICKE MAGNUSSON)

Creating a new chemical application for the leather is a time and resource consuming journey. We are very proud that DesertSpring and the solution it brings for chemical-free tanning is after 3 years, technically validated. As the tanning industry is a niche market, with highly specialised chemical companies, we at Enviu concluded that commercial validation and go-to-market would be much more efficiently executed by a specialist company. Also, while the DesertSpring tanning is a fantastic product, we did not see the product as a big enough foundation to build a company on. Therefore, in 2023 we decided to exit this venture.

discovered.

ABOUT

Discovered is a marketplace, empowering artisans worldwide while providing consumers with high-quality, and unique artisanal products.

STATUS

Independent venture, Enviu exited in 2023



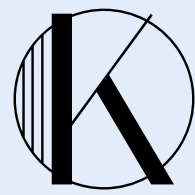
[Find out more!](#)

NOTE FROM ENTREPRENEUR IN RESIDENCE (MICKE MAGNUSSON)

When Discovered in late 2022 reached an annual turnover of \$750,000, it started to become apparent that we as a start-up studio had served our purpose. In 2023 the company was turning over +\$1M, with 90% of the sales on the US market. During 2023 we have been searching for a suitable party to lead this venture in its new phase. It is with pride we conclude the journey of Discovered within Enviu. We have over the years sold to over 30.000 customers, partnered with over 600 small artisans. Some have grown from 1-2 people working from their homes, to running a >20 people business, providing a steady flow of revenues and dignified jobs. We long to see the Discovered journey continue, with a new owner in 2024.

Invalidated Ventures

1



KHALOOM

Textile production house making handwoven fabrics from recycled yarns.



Learnings

- Khaloom struggled to differentiate the price points and compete with powerloom manufacturers and fabrics.
- The venture faced difficulties in creating a sustainable business model that ensured positive margins.
- Despite international interest, Khaloom failed to scale its business while maintaining profitability.

2

TEXCHANGE HUBS

Decentralised hubs of quality post-consumer textile waste centres that link households & waste collectors to buyers & brands.

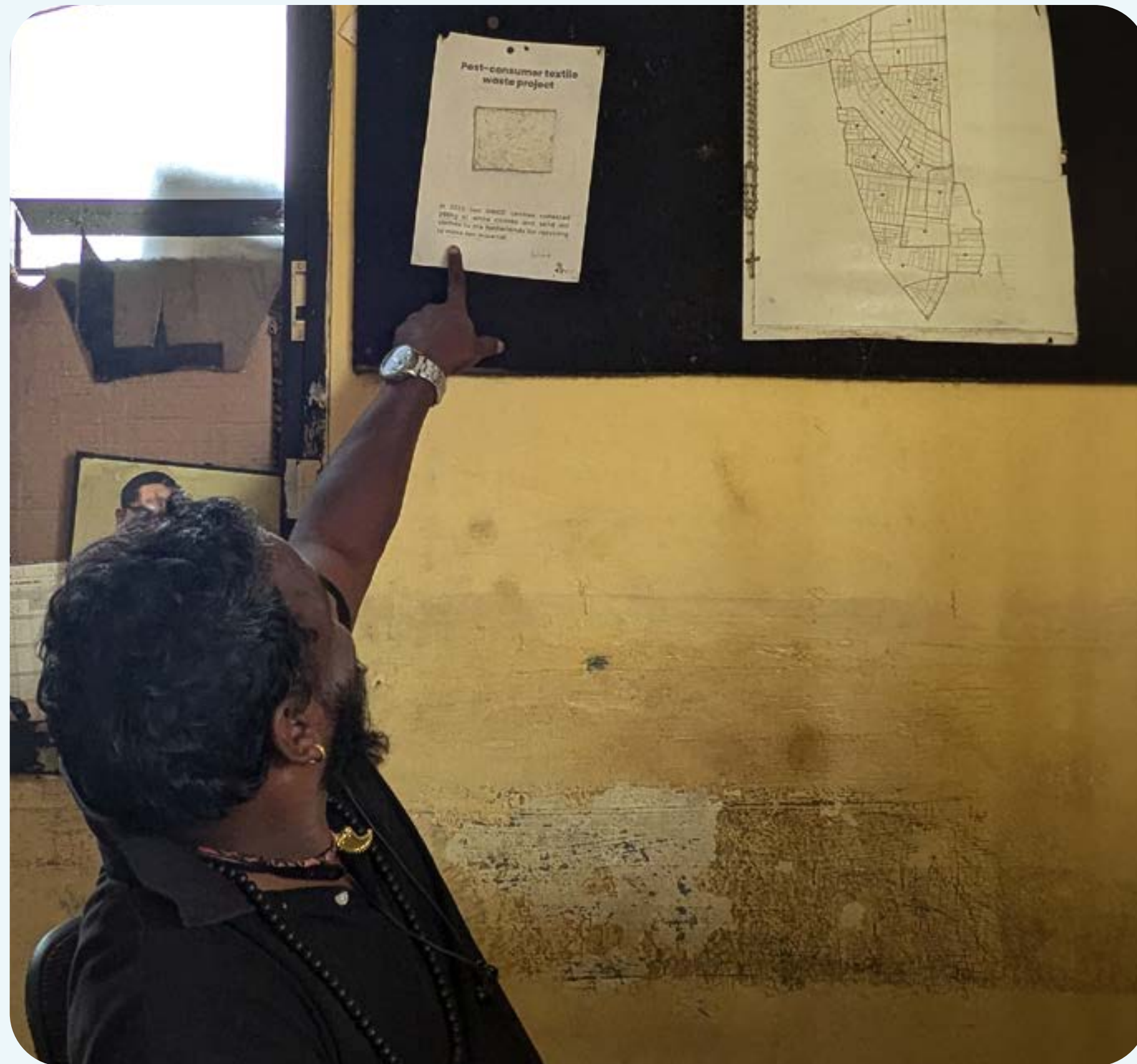


Learnings

- Panipat recyclers prefer higher-quality imported waste over domestic options due to a lack of a strong value proposition for domestic waste. A unique value proposition is crucial in a saturated market.
- Many recyclers opt for in-house sorting due to cost concerns, making external sorting less viable due to low prices and high transportation costs.
- Sales commissions for linking waste entrepreneurs to recyclers are too low to sustain an organised business. Adding value and moving up the value chain is necessary for viability.
- As waste entrepreneurs enhance their capabilities, the business model could become redundant. Continuous innovation is essential to remain relevant.

Krishna's Story

Bengaluru, India



KRISHNA, WASTE ENTREPRENEUR AT HIS DRY WASTE COLLECTION CENTRE. KRISHNA IS POINTING OUT THE FIRST SAMPLE DEVELOPED FROM THE TEXTILE WASTE BY ENVIU.

Krishna has been collecting textile waste since 2019. As a third-generation waste picker turned waste entrepreneur, he was one of the pioneers in collecting textile waste separately in addition to other types of waste (plastic, e-waste) in Bengaluru. At his Dry Waste Collection Centre (DWCC), he noticed that textile waste often came mixed with other municipal solid waste, which was a major challenge. Recognising the potential of textile waste, he saw the value in segregating it, which can provide an additional income stream.

Now, Krishna collaborates with reTex, where he and his team collect and segregate the waste.

“Waste pickers are an integral part of the system. We may not have degrees, but we understand the real value of waste. I’m happy to collaborate with Enviu and its ventures, which are giving new life to the waste we collect. We look forward to not only building solutions but also driving system change with the team.”

ReTex is supported by H&M Foundation, under Saamuhika Shakti, a collaborative project that brings together multiple organisations to solve issues faced by informal waste pickers and their families.

Sarah's Story

Nairobi, Kenya



“In 2021, after graduating high school, I left my hometown from the rural area of Kenya with a dream of finding better opportunities in Nairobi, inspired by the prospects of the Export Processing Zone (EPZ). Initially, finding employment was challenging, and I realized that further education and skills training were essential to enhance my prospects.

I connected with Uptex EA. This time, even though my qualifications were not as expected, I was given a chance to prove myself. My journey at the company began modestly, but I was eager to learn and grow. Over the years, I immersed myself in understanding textile compositions, mastering sorting techniques, and refining the collection process.

My dedication and hard work did not go unnoticed. I actively participated in training sessions, sought mentorship from experienced colleagues, and continually improved my skills. This relentless pursuit of excellence led to my promotion to supervisor. Today, I proudly lead the collection team, contributing to the company's success while also serving as a role model for others from my community, demonstrating that perseverance, education, and hard work can indeed transform lives.”

Looking Forward



Looking Forward



We will continue testing and validating business models in the textile waste value chain.

Looking Forward

Concordia Textiles, Enviu, and Purfi under the develoPPP funding program by GIZ India and Federal Ministry for Economic Cooperation and Development (BMZ), are spearheading efforts for sustainable textile waste management. In partnership with Saahas Zero Waste, as knowledge partners, a [Textile Waste Management Methodology \(TWMM\)](#) and [ReUse Guide](#) was developed.



[Textile Waste Management Methodology](#)



[Re-Use Guide](#)

We will continue spreading our learnings and knowledge with the wider public.

Special Thanks To Our Funders, Partners and Clients!

Our Funders



Our Partners



Our Clients



We will continue seeking collaborations to achieve our ambition.

Meet The Team



Greeshma Hegde
REGIONAL PROGRAM MANAGER



Jiska Coppoolse
PROGRAM MANAGER, REWEAVE



Gigi Mathews
DIRECTOR, PARTNERSHIP, ASIA



Tulika Amya
ASSOCIATE PROGRAM MANAGER



Alisha Jain
MARKETING & COMMS OFFICER



Sunil Goel
SENIOR VENTURE BUILDER



Tharun Jagateri
VENTURE BUILDER, RETEX



Anurag Jain
VENTURE BUILDER, THE GOOD FELT



Pratheek Abraham
VENTURE BUILDER

REWEAVE A PROGRAM BY **enviu**

There's never a dull moment!
[Visit Our Newsroom](#)

Join us in Reweaving
the textile industry
for a better future!

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