

REWEAVE A PROGRAM BY **envi**

# 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

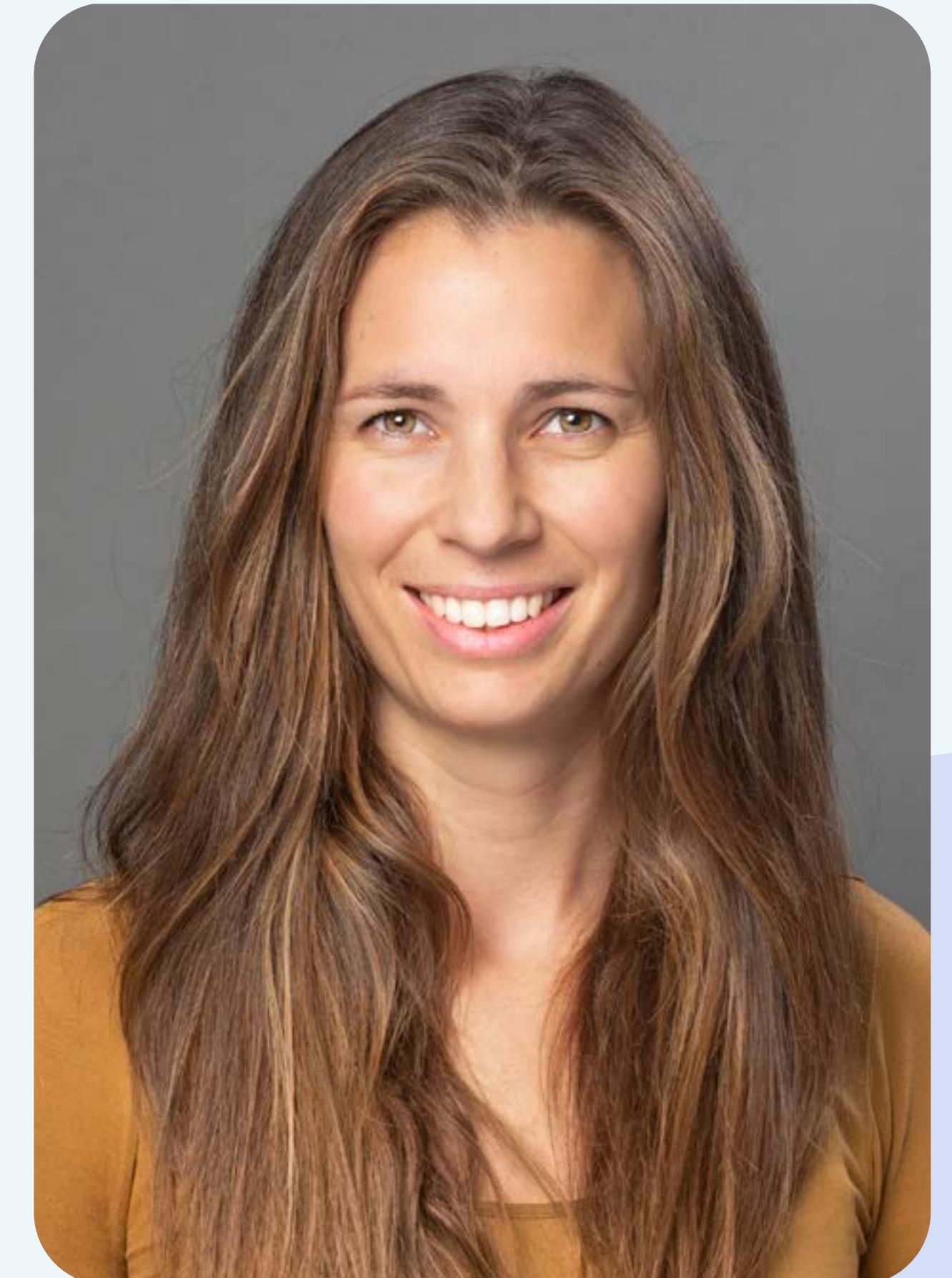
My child's school recently decided to change the school uniform logo and colours. This decision has many parents, including myself, concerned about the fate of the old 7000+ uniforms. The lack of a collection system or proper disposal instructions only added to the distress. The real surprise was the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

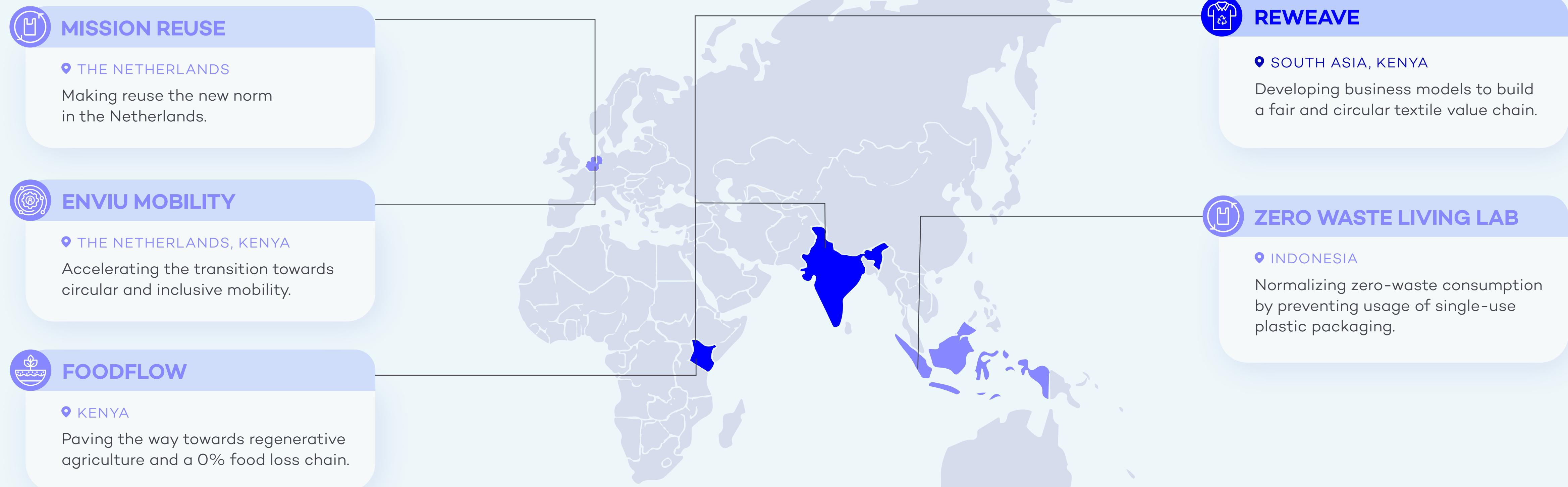
Warm regards,  
*Jiska Coppoolse*



# 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.

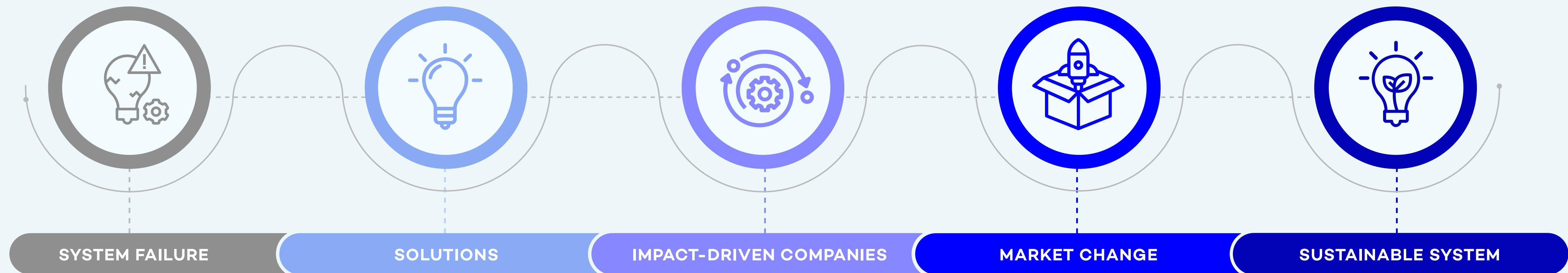
Contributing to most SDGs Core: 1 | 3 | 8 | 12 | 13 | 14 | 15



# 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.



We identify root causes, leverage points and opportunities.

We ideate and validate multiple potentially system-changing models.

We build companies that create direct and positive impact.

These companies influence and inspire market participants by showing new models.

This drives the economy towards a 'new' normal, serving people and the planet.

# 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

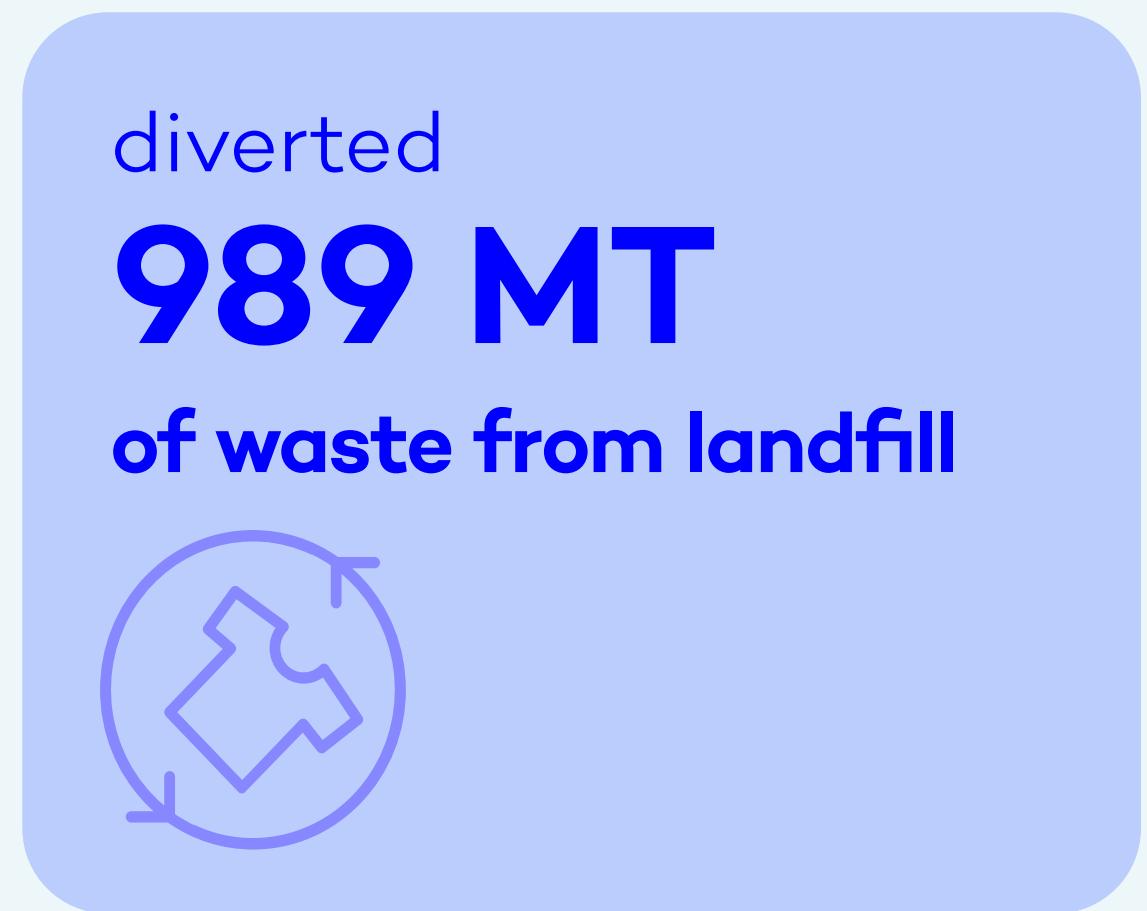


Unsustainable consumption



No design for circularity

# Our Impact & North Star



# 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.

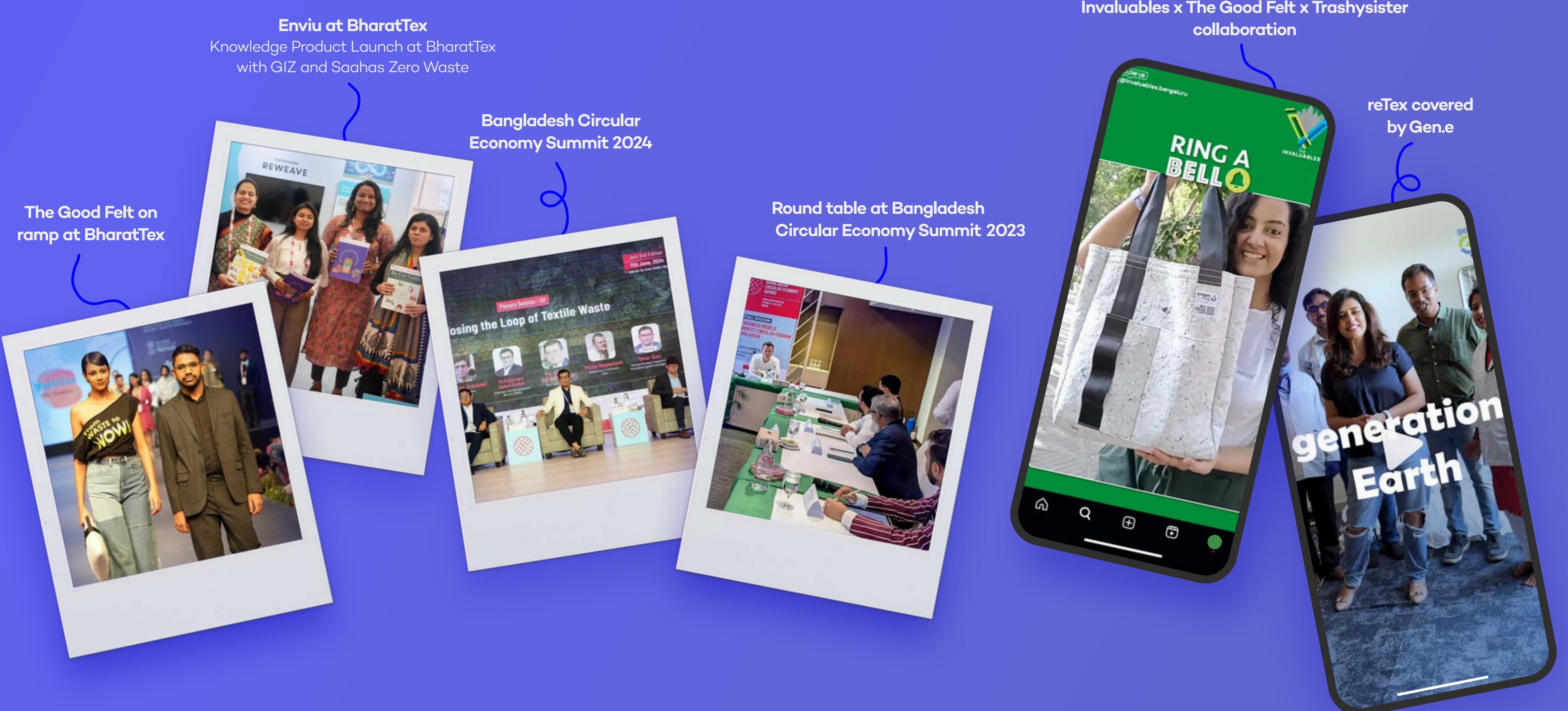


**Empowering waste entrepreneurs** with our business solutions, creating a positive business model around textile sorting.

CIRCULARITY WITH WASTE PICKERS



# Project Highlights



# Venture Updates

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THE GOOD FELT

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RETEX

21–23

UPTEX

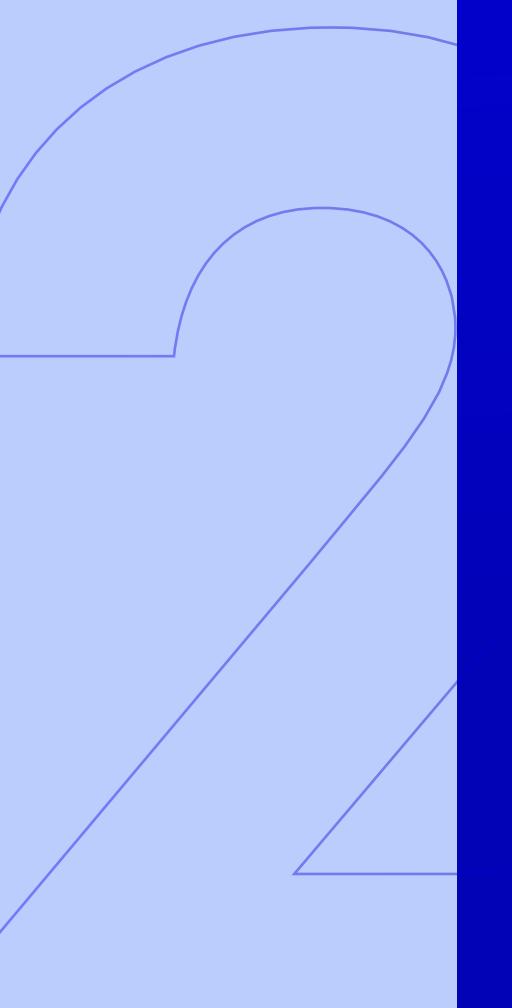
24–28

SPIN-OFF VENTURES

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INVALIDATED VENTURES

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

# The Good Felt



## 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 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

# The Good Felt



## 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

# The Good Felt



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



## 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

2022

Issue analysis and concept development

2023

R&D on recycled linen production

Apr '23

Started operations with Ibis, Chennai

Sep '23

Signed a two year rental contract with Holiday Inn Express (HIE)

Jan '24

Started operations with HIE

May '24

Pivoting from the rental model



## 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 (e.g. 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 —

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.

sustainable practices throughout our production process. Uptex textile waste collection program plays a vital role in our sustainability efforts, and we look forward to exploring further collaboration towards a more sustainable future together.

## BUSINESS STAGE

Scaling

## IMPACT

400 Tonnes Waste Diverted

37 Jobs Provided

# Recycle Exchange, Bangladesh

uptex

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## 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.

## 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.



### 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.



## BUSINESS STAGE

Start-up

## IMPACT

22 Tonnes Waste Diverted

10 Jobs Provided

# Recycle Exchange, Bangladesh

uptex

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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



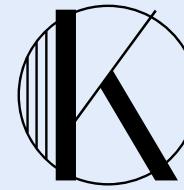
[Find out more!](#)

### 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.



2

## TEXCHANGE HUBS

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



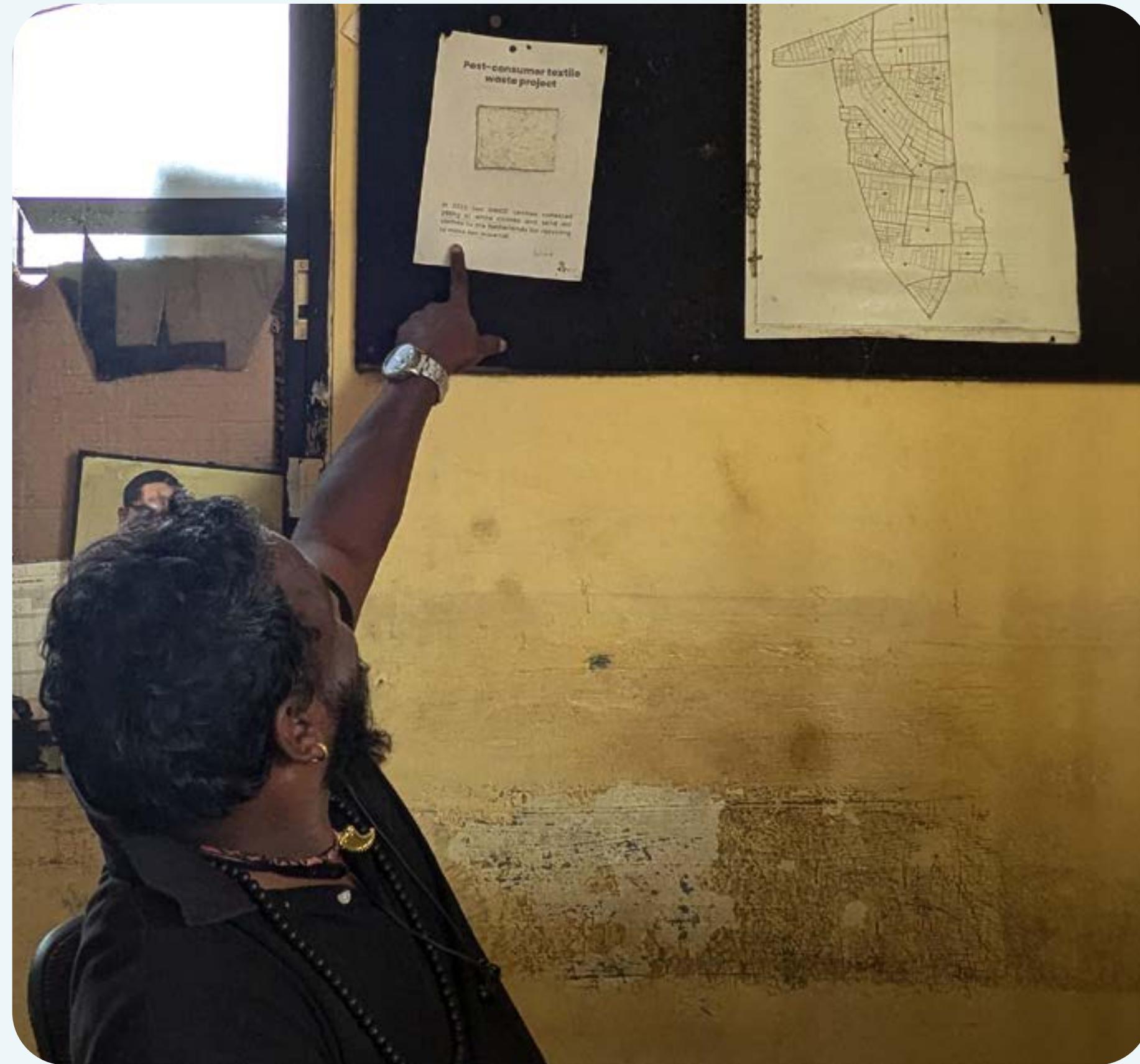
## Learnings

- Khloom 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, Khloom failed to scale its business while maintaining profitability.

- 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 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.

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

# Sarah's Story

Nairobi, Kenya

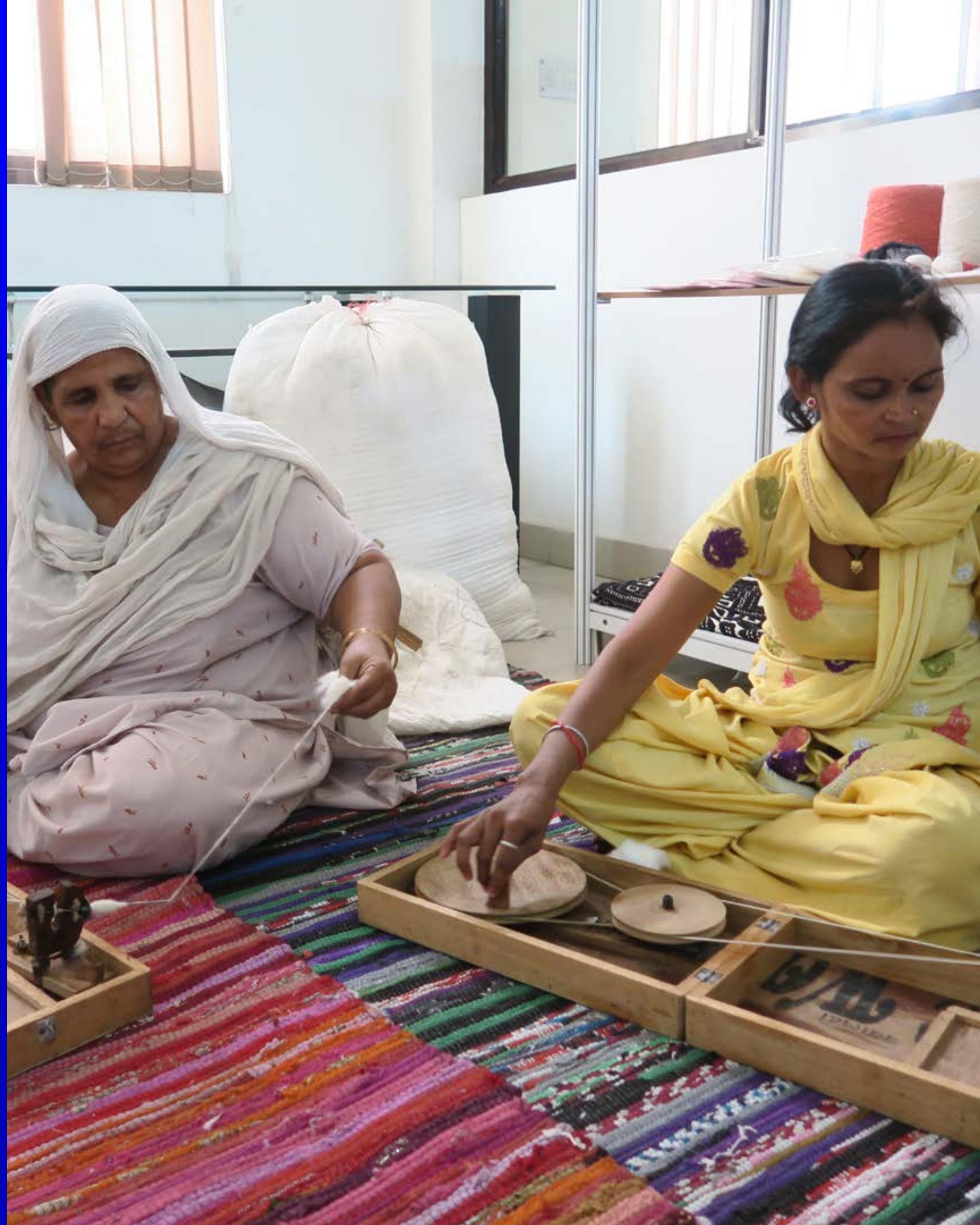


“In 2021, after graduating high school, I left my hometown from the rural area of Kenya with a dream of finding better opportunities in Nairobi, inspired by the prospects of the Export Processing Zone (EPZ). Initially, finding employment was challenging, and I realized that further education and skills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



IKEA Foundation



Where business meets development.



BESTSELLER



Pioneering Green Partnerships,  
Investing in Impact



ALWALEED  
PHILANTHROPIES  
الوليد للإنسانية

## Our Partners



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



CIRCULAR  
FASHION  
FOR ALL



In Solidarity with  
Waste Pickers



Global Recycled  
Standard  
©Textile Exchange

## Our Clients



CHANGE IS COURAGE

RENEWCELL

NO MORE



furniture | lighting | homedecor



HOTELS & RESORTS



We will continue seeking collaborations to achieve our ambition.

# Meet The Team



**Greeshma Hegde**  
REGIONAL PROGRAM MANAGER



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

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