

Ressurseffektive løsninger for å redusere avfallsmengder



Foto: Héctor J. Rivas / Unsplash

Zero Waste Day
Avfall Norge
30. mars 2023

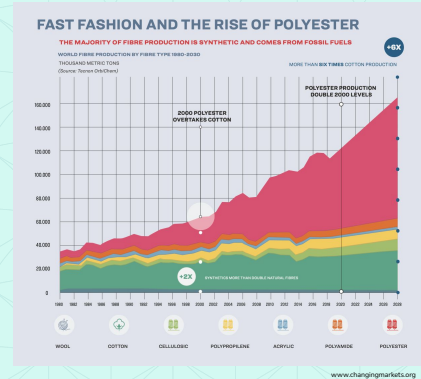


@jensmaage
jens.maage@avfallnorge.no

Jens Måge, Fagrådgiver

Vekst i syntetiske fibre → plastavfall

- Produksjon av PET: 40 million tonn (2016)
- Vokser med 7% per år
- 65% går til fiber (polyester)
5% til film
30% til emballasje
- rPET: Størst andel til tekstilindustrien
- 99% kommer fra drikkeflasker



India Loves Fossil Fuel Fashion: Country's Biggest Textile Player Goes on Polyester Overdrive

Polyester is not going away from India any time soon, especially in the context of it being the fibre that is seen as the one answer that the country has to overtake China in the textile-apparel business. This was reinforced when Reliance Industries Limited, the country's biggest textiles player, announced the company plans to invest \$750 billion (roughly \$5.4) in its oil-to-chemical (O2C) business over the next five years to expand capacities in polyester and vinyl verticals. [A texfash.com analysis.](#)

By [RISHI SHARMA](#) | 2 December 2019 | 4 minutes

Long Story, Cut Short

- Reliance Industries, Chairman Mukesh Ambani spoke of sustainability and circularity at the company's AGM, but instead of steering India's textile-apparel industry away from petroleum-based, he chose to perpetuate fossil fuel fashion.
- The AGM could have been a big opportunity to be the leader in veering away from petroleum fashion. Instead, what India and the world are going to get are more synthetic fibre factories.
- Reliance Industries is the world's largest integrated manufacturer of polyester fibres and yarns under the Dacron brand name, with a capacity of 4.6 million.



Konsekvenser av uansvarlig produksjon og forbruk

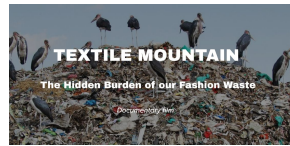


T.v. Chiles ørken, Foto: Arnt Stefansen / [NRK](#)

T.h. Ghanas strender, Foto: Muntaka Chasant, Shutterstock / [Independent](#)

“Tekstilstsunamien” - vi må adressere forbruk!

Avfall Norge



©2020/2021, Fretex AS er et selskap under H&M Fashion Group, som er et av de 20-30 største innleggsmiljøene eller reparasjonssentrene her i landet i 2021 hos Fretex AS. Modeller i Oslo gir nye etablerede hermetik. Foto: Tom Mørk / NTB-science

Fretex fortviler – får mer og mer klær de ikke vil ha
 Mengden klær som folk donerer til Fretex som blir til avfall øker. Årsaken er at folk gir bort edelgjet tøy.

[Textile Mountain – The hidden burden of our fashion waste](#)

WASTILES TEXTED

Work Package and Task/Deliverables	Year	2021	2022	2023	2024	2025
WP1: Introduction	SIFO					
WP2: Stakeholder identification and prioritization	SIFO					
WP3: Stakeholder identification and prioritization	SIFO					
WP4: Stakeholder identification and prioritization	SIFO					
WP5: Stakeholder identification and prioritization	SIFO					
WP6: Stakeholder identification and prioritization	SIFO					
WP7: Stakeholder identification and prioritization	SIFO					
WP8: Stakeholder identification and prioritization	SIFO					
WP9: Stakeholder identification and prioritization	SIFO					
WP10: Stakeholder identification and prioritization	SIFO					
WP11: Stakeholder identification and prioritization	SIFO					
WP12: Stakeholder identification and prioritization	SIFO					
WP13: Stakeholder identification and prioritization	SIFO					
WP14: Stakeholder identification and prioritization	SIFO					
WP15: Stakeholder identification and prioritization	SIFO					
WP16: Stakeholder identification and prioritization	SIFO					
WP17: Stakeholder identification and prioritization	SIFO					
WP18: Stakeholder identification and prioritization	SIFO					
WP19: Stakeholder identification and prioritization	SIFO					
WP20: Stakeholder identification and prioritization	SIFO					
WP21: Stakeholder identification and prioritization	SIFO					
WP22: Stakeholder identification and prioritization	SIFO					
WP23: Stakeholder identification and prioritization	SIFO					
WP24: Stakeholder identification and prioritization	SIFO					
WP25: Stakeholder identification and prioritization	SIFO					
WP26: Stakeholder identification and prioritization	SIFO					
WP27: Stakeholder identification and prioritization	SIFO					
WP28: Stakeholder identification and prioritization	SIFO					
WP29: Stakeholder identification and prioritization	SIFO					
WP30: Stakeholder identification and prioritization	SIFO					
WP31: Stakeholder identification and prioritization	SIFO					
WP32: Stakeholder identification and prioritization	SIFO					
WP33: Stakeholder identification and prioritization	SIFO					
WP34: Stakeholder identification and prioritization	SIFO					
WP35: Stakeholder identification and prioritization	SIFO					
WP36: Stakeholder identification and prioritization	SIFO					
WP37: Stakeholder identification and prioritization	SIFO					
WP38: Stakeholder identification and prioritization	SIFO					
WP39: Stakeholder identification and prioritization	SIFO					
WP40: Stakeholder identification and prioritization	SIFO					
WP41: Stakeholder identification and prioritization	SIFO					
WP42: Stakeholder identification and prioritization	SIFO					
WP43: Stakeholder identification and prioritization	SIFO					
WP44: Stakeholder identification and prioritization	SIFO					
WP45: Stakeholder identification and prioritization	SIFO					
WP46: Stakeholder identification and prioritization	SIFO					
WP47: Stakeholder identification and prioritization	SIFO					
WP48: Stakeholder identification and prioritization	SIFO					
WP49: Stakeholder identification and prioritization	SIFO					
WP50: Stakeholder identification and prioritization	SIFO					
WP51: Stakeholder identification and prioritization	SIFO					
WP52: Stakeholder identification and prioritization	SIFO					
WP53: Stakeholder identification and prioritization	SIFO					
WP54: Stakeholder identification and prioritization	SIFO					
WP55: Stakeholder identification and prioritization	SIFO					
WP56: Stakeholder identification and prioritization	SIFO					
WP57: Stakeholder identification and prioritization	SIFO					
WP58: Stakeholder identification and prioritization	SIFO					
WP59: Stakeholder identification and prioritization	SIFO					
WP60: Stakeholder identification and prioritization	SIFO					
WP61: Stakeholder identification and prioritization	SIFO					
WP62: Stakeholder identification and prioritization	SIFO					
WP63: Stakeholder identification and prioritization	SIFO					
WP64: Stakeholder identification and prioritization	SIFO					
WP65: Stakeholder identification and prioritization	SIFO					
WP66: Stakeholder identification and prioritization	SIFO					
WP67: Stakeholder identification and prioritization	SIFO					
WP68: Stakeholder identification and prioritization	SIFO					
WP69: Stakeholder identification and prioritization	SIFO					
WP70: Stakeholder identification and prioritization	SIFO					
WP71: Stakeholder identification and prioritization	SIFO					
WP72: Stakeholder identification and prioritization	SIFO					
WP73: Stakeholder identification and prioritization	SIFO					
WP74: Stakeholder identification and prioritization	SIFO					
WP75: Stakeholder identification and prioritization	SIFO					
WP76: Stakeholder identification and prioritization	SIFO					
WP77: Stakeholder identification and prioritization	SIFO					
WP78: Stakeholder identification and prioritization	SIFO					
WP79: Stakeholder identification and prioritization	SIFO					
WP80: Stakeholder identification and prioritization	SIFO					
WP81: Stakeholder identification and prioritization	SIFO					
WP82: Stakeholder identification and prioritization	SIFO					
WP83: Stakeholder identification and prioritization	SIFO					
WP84: Stakeholder identification and prioritization	SIFO					
WP85: Stakeholder identification and prioritization	SIFO					
WP86: Stakeholder identification and prioritization	SIFO					
WP87: Stakeholder identification and prioritization	SIFO					
WP88: Stakeholder identification and prioritization	SIFO					
WP89: Stakeholder identification and prioritization	SIFO					
WP90: Stakeholder identification and prioritization	SIFO					
WP91: Stakeholder identification and prioritization	SIFO					
WP92: Stakeholder identification and prioritization	SIFO					
WP93: Stakeholder identification and prioritization	SIFO					
WP94: Stakeholder identification and prioritization	SIFO					
WP95: Stakeholder identification and prioritization	SIFO					
WP96: Stakeholder identification and prioritization	SIFO					
WP97: Stakeholder identification and prioritization	SIFO					
WP98: Stakeholder identification and prioritization	SIFO					
WP99: Stakeholder identification and prioritization	SIFO					
WP100: Stakeholder identification and prioritization	SIFO					

Avfall Norge

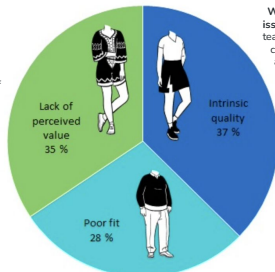
Mentioned partners: SIFO, SINTEF, Mepex, Waste Management Norway (WMA), Tone Tabaksson (TT), Kari Kari Aasen (KA), Norwegian Fashion & Textile Academy (NF&TA), Department of Product Design (PD) and the Department of Art, Design and Human Factors, Norwegian Consumer Council (NCC), The Norwegian Consumer Council (NCC), Fretex AS, Fretex Miljø AS

Hvorfor avhendes tekstiler?

Avfall Norge

Main reasons for clothing disposal

The garment is **outdated or out of fashion**, or no longer is needed or wanted, or is not valued (e.g. lack of space in the wardrobe)



Wear and tear-related issues such as shrinkage, tears and holes, fading of colour, broken zippers and loss of technical functions such as waterproofness.



Fit related issues: e.g. the user had changed sizes, the garment did not fit well to start with due to unsuitable grading, insufficient wear ease or wrong size.

DURABLE ≠ LONGER USE

17 international studies 1987-2020
Laitala & Klepp, 2022

“Let's relegate fast fashion to its correct place in history; the past”

Vice-President Frans Timmermans at the Copenhagen Global Fashion Summit, June 7, 2022

Avfall Norge

EU strategy for sustainable and circular textiles, March 2022:

Objectives (problematic words in red)

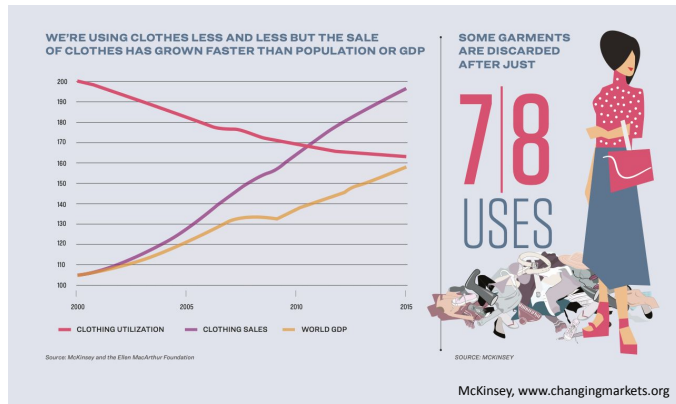
- All textile products placed on the EU market are **durable**, repairable and recyclable, to a great extent made of recycled fibres, free of hazardous substances, produced in respect of social rights and the environment
- “fast fashion is out of fashion” and consumers benefit longer from **high quality, affordable** textiles
- profitable re-use and repair services widely available
- the textiles sector is competitive, resilient and innovative with producers taking responsibility for their products along the value chain with sufficient capacities for recycling and minimal incineration and landfilling



Kerli Kant Hvass (Revaluate DK) og Frans Timmermans

THE DECLINE IN CLOTHING UTILIZATION

Avfall Norge



Løsning: Måltrettet produsentansvar (TPR)

Avfall Norge



How to make sure Extended Producer Responsibility becomes a silver bullet

18 October 2022

This is a letter sent to commissioners and members of the European Commission in October 2022, from 4 participants in the Wasted Textiles project that explains their suggestions for a way of developing an EPR scheme that addresses volumes. They suggest an Eco-modulation based on volumes in the waste and therefore include the growing online...

Continue Reading



Critical background paper on PEF for apparel and footwear



New briefing outlining research behind the TPR proposal



Questions related to the TPR proposal



TARGETED PRODUCER RESPONSIBILITY - MEASURING THE USE PHASE

Avfall Norge

