



AMAP

Alternate Materials Accelerator Program

Turning textile waste challenges
into sustainable opportunities





Towards a waste-free and net-zero textile sector

IDH's Alternate Materials Accelerator Program (AMAP) aims to address environmental challenges caused by large quantities of textile waste generated in the textile and apparel industry. The Program empowers stakeholders to enhance efficiency and sustainability by scaling efforts to expand the use of recycled fibres.

The purpose of AMAP

35% of all materials used in the textile sector become waste before reaching the consumer. Only 1% of used clothes is recycled into new garments. This waste has a substantial negative impact on the environment through pollution, resource depletion, and landfill. Approximately 7%¹ of global emissions can be accounted to this sector. The anticipated increase in waste generation due to fast fashion underscores an immediate need for a strategic, industry-wide response to these pressing issues.

The AMAP program emerged as a platform to provide such a response and to help transform the textile and apparel waste value chain. In the program, tools and initiatives that enhance resource and process efficiency are identified. Companies are inspired to use those instruments to track and manage their textile waste responsibly. Although AMAP aligns with evolving regulations, the ambition is beyond compliance alone. Through a synthesis of innovation and collaboration, the AMAP program enables stakeholders to expedite their journey toward net-zero emissions, crafting a blueprint for a cleaner, more accountable textile and apparel sector.

Textile waste

A problem and an opportunity

AMAP currently active in



India

The textile waste sector has an important role to play

India is the

2nd largest



exporter of textiles in the world with a massive raw material production and manufacturing base

The country accounts for



8.5%

= 7.8 million tons

of global textile waste annually²

60%
female



~4 million

workers in the sector

~2 million tons

is recycled only

and very little goes back to the global supply chain, despite the country being the world's biggest textile recycling hub

² FASHION FOR GOOD et al. (2022) INDIA'S POTENTIAL TO BRING TEXTILE WASTE BACK INTO THE SUPPLY CHAIN, WEALTH IN. <https://reports.fashionforgood.com/wp-content/uploads/2022/07/Sorting-for-Circularity-Wealth-in-Waste.pdf>

Our approach

AMAP is set on improving sector governance and changing business practices in the area of waste management and recycling. The program works towards a **Better Environment** and **Better Jobs**, with **Gender equality** on the forefront of everything we do.



Research and knowledge dissemination

We raise awareness amongst consumers, brands, retailers, governments, and other stakeholders about the impact of textile and apparel waste. Understanding the bottlenecks and potential solutions is central to our approach.



Create a demand for responsibly sourced raw materials

We enhance the demand for responsibly sourced raw materials and support brands and retailers to access these materials.



Convening and strong partnerships

We bring together important stakeholders throughout the textiles and apparel value chain to jointly scale impact.



Access to finance

We support catalytic funding including access to innovative technologies, technical and financial assistance.



Policy level engagement

We engage with public sector actors and policymakers to strengthen global and national regulation on textile and apparel waste.



Scaling mass market solutions

We scale market solutions developing business cases, tackling bottlenecks, and connecting demand and supply. We support stakeholders with training and capacity-building.

Flagship initiatives



Transparent and traceable waste

In partnership with Reverse Resources, we are committed to developing and expanding a traceable textile waste supply chain. Reverse Resources provides an innovative online software platform designed to digitize the movement of textile waste, facilitate connections between various players in the value chain, and promote large-scale textile-to-textile recycling. Through this platform, we aim to enhance traceability across the entire value chain, ensuring better availability of high-quality, sorted, and traceable pre-consumer feedstock. This initiative supports waste handlers and manufacturers in sustainably managing their waste and feedstock, while also helping recyclers and brands to access quality material.

Better insight into GHG emissions

The textile and apparel industry significantly affects the climate, and each method of managing textile waste comes with its own specific emissions. To make informed decisions to lower emissions, fact-based and quantitative insights are important. AMAP created a GHG tool that helps quantify the environmental impact of waste management practices. The insights provided by the tool empower the industry to make informed decisions about the best and most impactful options for waste management. In addition, the data collected helps companies to transparently report on environmental performance. All with the overall goal of lowering the carbon footprint and ecological impact of companies in this sector.

Post-consumer textile solutions

Pre-consumer waste is a problem, but post-consumer recycling may even be more challenging. Not all countries have systems in place for collecting used textiles. Also in India, which is such an important player in textile recycling, solid structures for waste collection are absent. In this context, AMAP works together with the government of India to develop a proof of concept model that engages municipalities as central points for the collection and sorting of waste and further linking to the market.

Re-Start Alliance: uniting for scale

In 2023, the Re-Start Alliance was launched through a collaboration between AMAP (IDH), Fashion for Good, Laudes Foundation, and Canopy. This initiative is focused on increasing the production of sustainable fibres in India, setting an ambitious target to develop 1 million tonnes of such fibres by 2030. The name “Re-Start” stands for Recover by Sourcing, Tracing, and Advancing Recycling Technologies, summarizing the initiative's goal to enhance sustainability in the fibre industry.

The Alliance is committed to driving systematic change in the textile waste sector. Key goals are:

- Sustainable sourcing
- Reduction of greenhouse gas emissions
- Safe working conditions
- Creation of robust waste management systems
- Advancing recycling technologies

Synergies between the different partners are created to scale innovative sorting and recycling technologies, to catalyse resources and expertise to enhance transparency. Transparency is key to improving sector governance and business practices.

Through ongoing efforts, the Re-Start Alliance is setting a global precedent for low-carbon, circular textile production, positioning India as a leader in the next generation of textile recycling.



“The Re-Start alliance is extremely important to us as H&M. An alliance like this can bring everyone together on the same platform so that we can work together and collaborate, and exceed the speed that we need to achieve our sustainability goals.”

Harsha Vardhan,
Head of Reverse Supply Chain, H&M

Strategic partnership towards sustainable development

Building an ecosystem of actors and enablers is key to accelerate the transition to sustainable textile and apparel value chains. IDH believes that in such ecosystem environmental challenges should be addressed, while also enhancing working conditions and employment opportunities. Therefore, IDH partnered with the Government of India. This partnership addresses both environmental opportunities as well as enhancing employment by professionalizing the textile waste industry.

As part of the collaboration, innovative solutions for waste management are created. Joint projects are set up to test the business case for such solutions. A notable initiative is underway in Maharashtra where a municipality will serve as aggregation hubs to create traceable and segregated waste streams. The aim of the project is to develop a sustainable and inclusive business model for post-consumer textile waste collection. In this business model key aspects are considered: financial viability, social impact, support of livelihoods and opportunities for collaboration.

IDH is also a key stakeholder in Indian policy discussions. For example, IDH has been involved in the 'ESG Task Force' set up by the Ministry of Textiles in 2023. The task force aims to integrate environmental, social, and governance principles into the textile industry to foster sustainable development.

The collaboration between the Government and IDH highlights how partnerships can contribute to transforming markets.



Joining AMAP

means joining a wide network of stakeholders in the value chain that aims to make an impact at scale



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Join us to

Deliver on your commitment to **responsible production practices** and **reduction** of social and environmental impact

Learn about **sector risks** as part of your due diligence process and take immediate action

Explore opportunities to **reduce your CO2 footprint** by tackling textile and apparel waste

Have a **traceable and transparent recycling** supply chain

Leverage **ecosystem support** and access to **financial services**

Align compliance with relevant legislation from the United States and the European Unions

Work towards **gender-equitable value chains**

Meet your **sustainability commitments**