

Consumer views on circular textiles

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Introduction



- As a part of the Telavalue –project, consumer views were studied to gain an understanding on consumers' perspective towards the future of circular textiles; attitudes towards recycled fibres in garments and recycling of end-of-life textiles
- The study focused on four European countries (Finland, Sweden, Germany and the Netherlands), chosen based on the interest of Telavalue consortium partners
- In addition, the views of Finnish respondents on the national separate collection of end-of-life textiles were examined, as the collection begun during the Telavalue project
- The data was gathered in July 2023, and the respondents were recruited by Bilendi Oy. The data was analyzed and visualized with excel
- This report summarizes the results of the research

Content of the report





Views on future garments made according to circular economy and EU's textile strategy



Attitudes towards recycled fibres in garments and recycling of textiles



Separate collection of end-of-life-textiles – consumer views in Finland

Responent profile

Country coverage:

Finland (n=300), Sweden (n=300), Germany (n=300), The Netherlands (n=300)

Age distribution:

18–75 years

Gender:

• Female 49,7%, Male 50,1%, Other 0,3%

Form of living:

- Alone 31,2%
- With spouse 31,0%
- With spouse and child / children 25,3%
- At home with parents 6,3%
- Alone with child / children 4,4%
- Other: 1,9%

Employment situation:

- Working fulltime 48,1%
- Pensioner 20,6%
- Working part-time 10,6%
- Unemployed 6,7%
- A student: 6,6%
- Other:7,5%





N = 1200

- Survey answering period: July 2023
- Recruitment of participants via Bilendi Oy (representative sample of age, gender and area of living in each country)





Views on future garments made according to circular economy and EU's textile strategy

Scenario of a future garment

A garment found in a store (e.g. a college shirt) is made of recycled textile fibres (recycled fibre from end-of-life textiles) and bio-based fibres (cellulose-based biodegradable fibre) and no dangerous chemicals have been used in its production.

The recycled textile fibre comes from a textile recycling facility located in Europe and the bio-based fibre is supplied by a European operator. The production of the garment (yarn spinning, fabric production, garment sewing and assembly) is also done in Europe. Due to the production method and material, the garment costs more than a similar garment offered by a fast fashion brand.

The garment has a digital identifier attached to it (e.g. QR code), which you can scan to get additional information about the origin of the garment, e.g. the material and manufacturing process, manufacturing countries and manufacturers.

With the help of the digital tag, you also get more detailed washing instructions, instructions for maintenance and repair of the garment, suggestions for reuse (charities, 2nd hand retailers) and recycling instructions when the garment is at the end of its life.

At the end of its life, the garment can be recycled back to fibres, again to be utilized for other textile products.





The respondents were presented with a possible future scenario of a garment that is manufactured in accordance with circular economy and the EU's textile strategy

Elements in the scenario





Part of the material of the garment comes from textile fibre recycled in Europe



The garment contains bio-based fibres



The garment is manufactured in Europe



The environmental impact of garment manufacturing has been openly communicated with the help of a digital identifier



The chemicals used in the manufacture of the garment have been reported with the help of a digital identifier



The garment has sustainability certifications (e.g. EU Ecolabel, Global Recycled Standard)



At the end of its life, the garment can easily be recycled back into a new fibre



The garment's
production chain has
been transparently
explained with the
help of a digital
identifier



The ways and possibilities of repairing the garment have been explained with the help of a digital identifier



The means of reusing the garment and the recycling possibilities have been explained with the help of a digital identifier





How would the identified elements in the scenario affect the purchasing decision of European consumers?

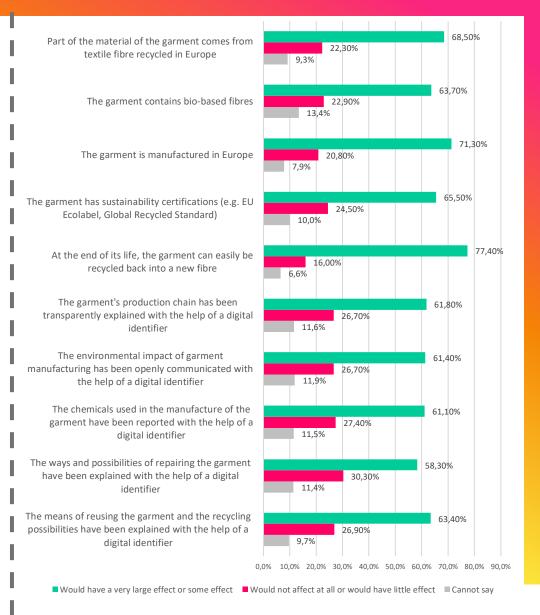
Would not affect at all

Would have little effect

Cannot say

Would have some effect

Would have very large effect

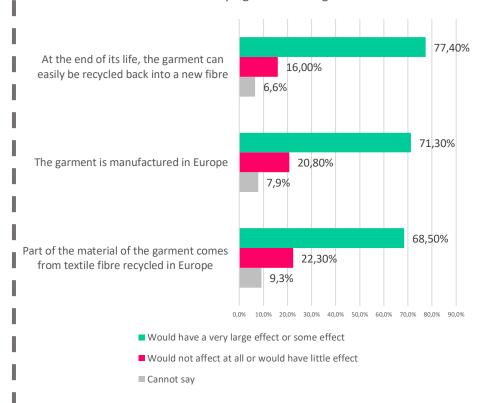


N=1200 (300/country)

Effects of elements on purchasing decision

- Generally, all described elements in the scenario where regarded very positive
- → most of the respondents reported them to have some effect or very large effect on the purchasing decision of such a product
- No significant differences between countries were found (Finland, Sweden, Germany, The Netherlands)

How much would the following things affect your purchase decision when buying this kind of garment



N=1200 (300/country)

Most effective factors



- The recyclability of the garment (at the end of its life) back into new fibre was seen as most effective factor
- In addition, the fact that it is manufactured more "locally" in Europe, was also seen important, also from the point of view that part of the material comes from textile fibre recycled in Europe



At the end of its life, the garment can easily be recycled back into a new fibre







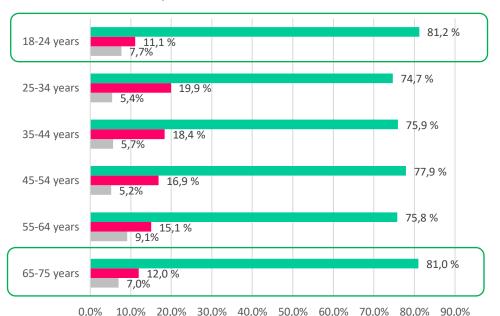
■ Would have a very large effect or would have some effect

■ Would not affect at all or would have little effect

■ Cannot say

N=1200 (300/country)

At the end of its life, the garment can easily be recycled back into a new fibre



18-24 years: N = 117 25-34 years: N = 221

35-44 years: N = 212 45-54 years: N = 231

55-64 years: N = 219

65-75 years: N = 200

■ Would have some effect or would have very large effect

■ Would have little effect of would not affect at all

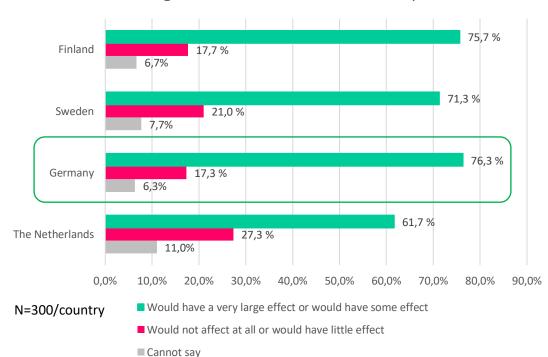
■ Cannot say



The garment is manufactured in Europe

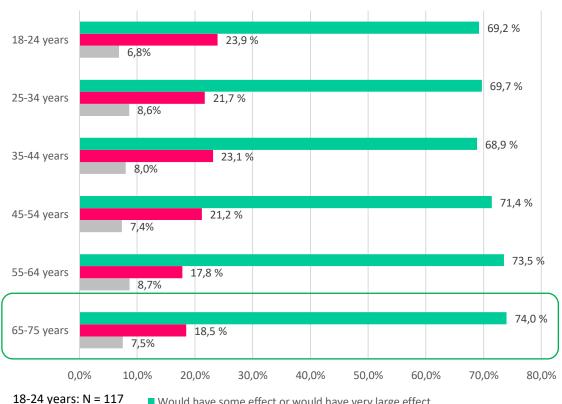


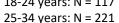




N=1200 (300/country)

The garment is manufactured in Europe





35-44 years: N = 212

45-54 years: N = 231

55-64 years: N = 219

65-75 years: N = 200

■ Would have some effect or would have very large effect

■ Would have little effect of would not affect at all

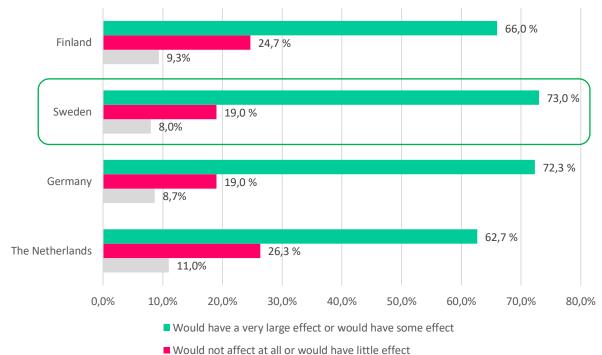
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Part of the material of the garment comes from textile fibre recycled in Europe



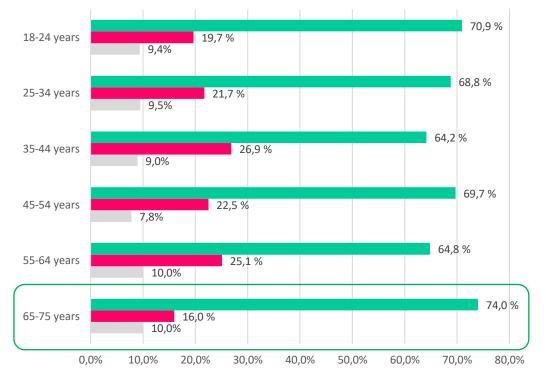




Cannot say

N=1200 (300/country)





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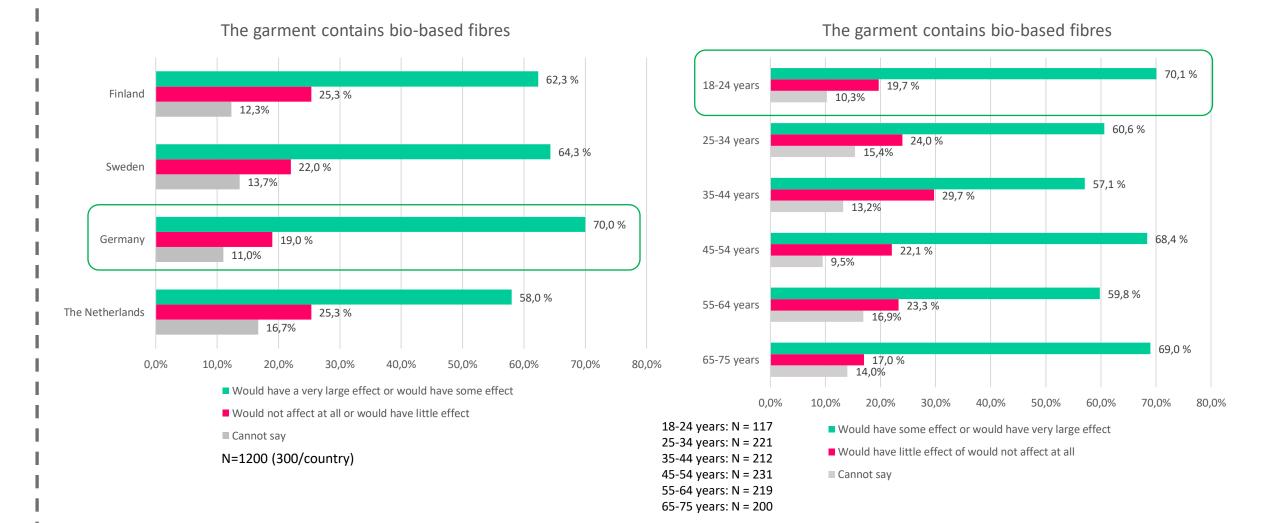
■ Would have little effect of would not affect at all

Cannot say



The garment contains bio-based fibres



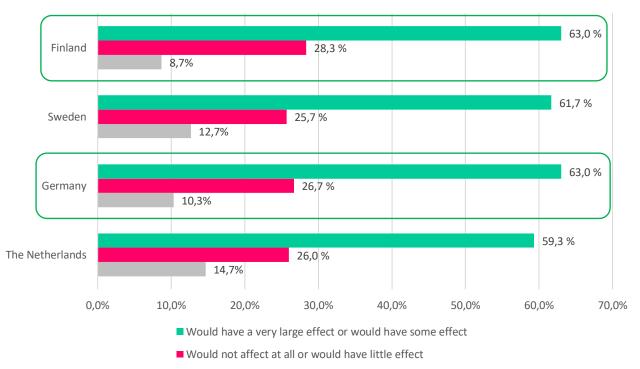




The garment's production chain has been transparently explained with the help of a digital identifier







■ Cannot say

N=1200 (300/country)

18-24 years: N = 117

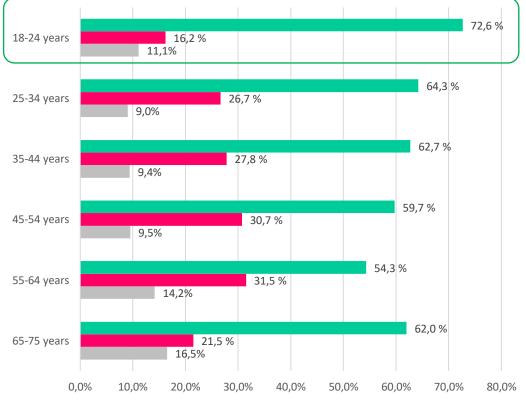
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■ Would have some effect or would have very large effect

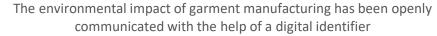
■ Would have little effect of would not affect at all

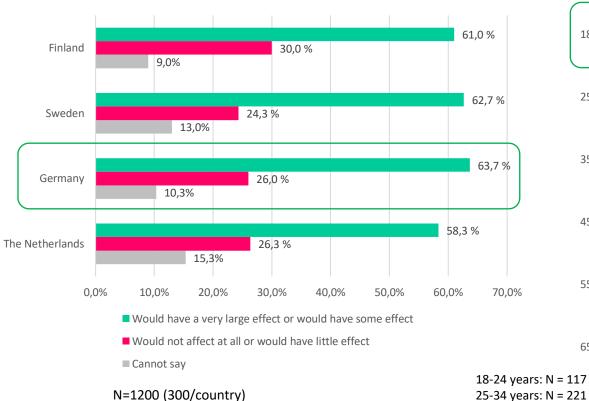
■ Cannot say



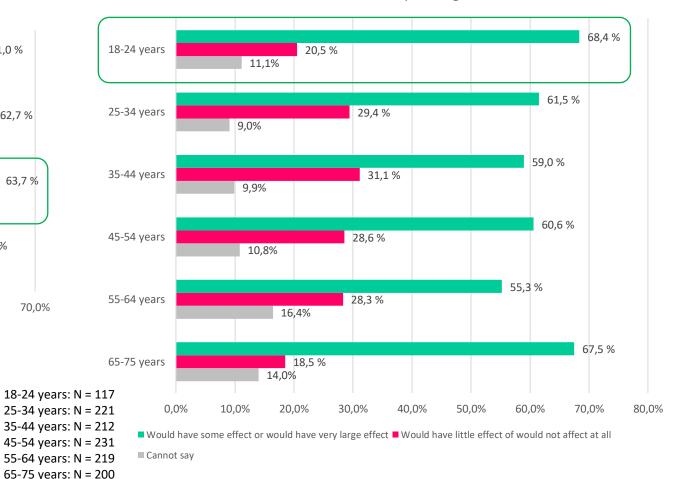
The environmental impact of garment manufacturing has been openly communicated with the help of a digital identifier







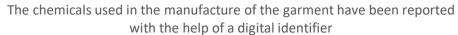
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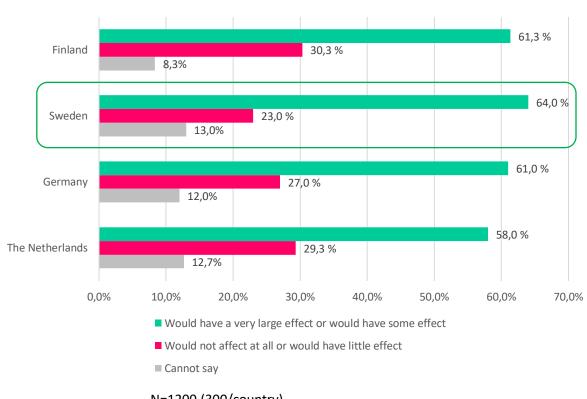




The chemicals used in the manufacture of the garment have been reported with the help of a digital identifier

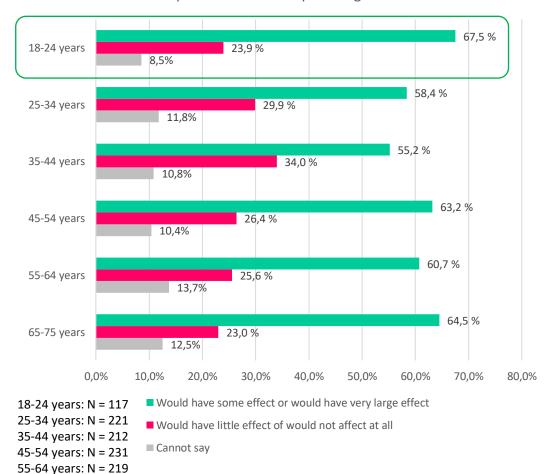






N=1200 (300/country)

The chemicals used in the manufacture of the garment have been reported with the help of a digital identifier



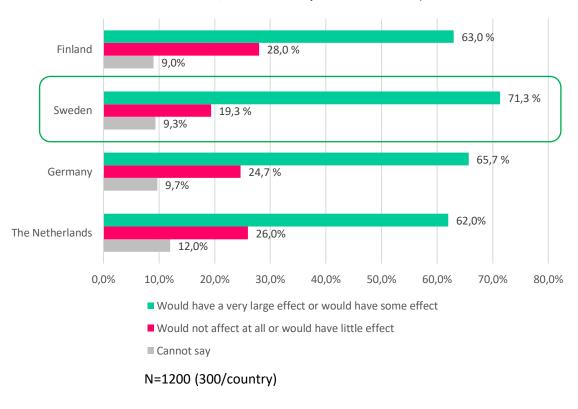
65-75 years: N = 200



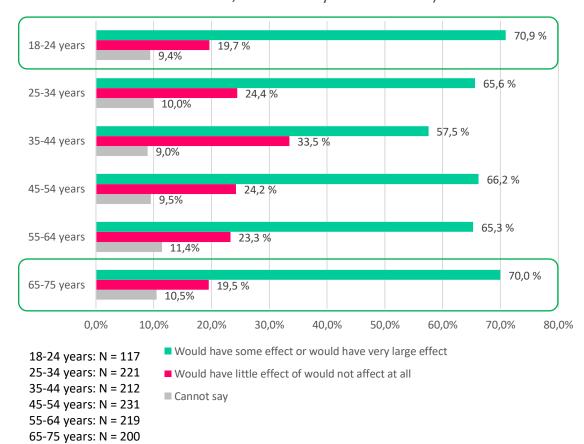
The garment has sustainability certifications (e.g. EU Ecolabel, Global Recycled Standard)







The garment has sustainability certifications (e.g. EU Ecolabel, Global Recycled Standard)





The means of reusing the garment and the recycling possibilities have been explained with the help of a digital identifier

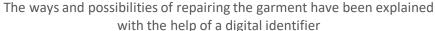


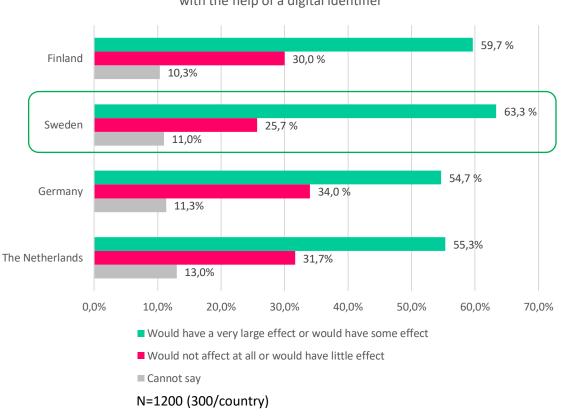




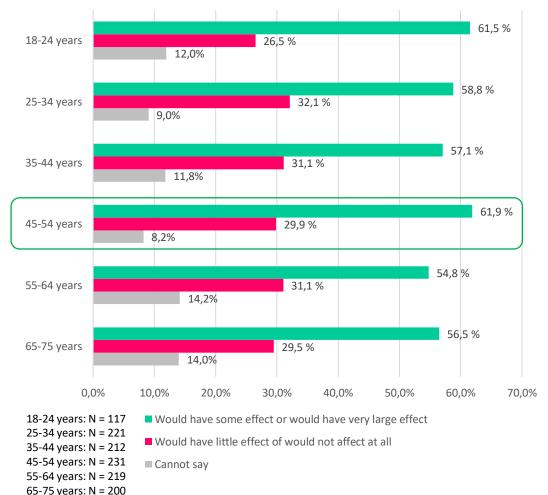
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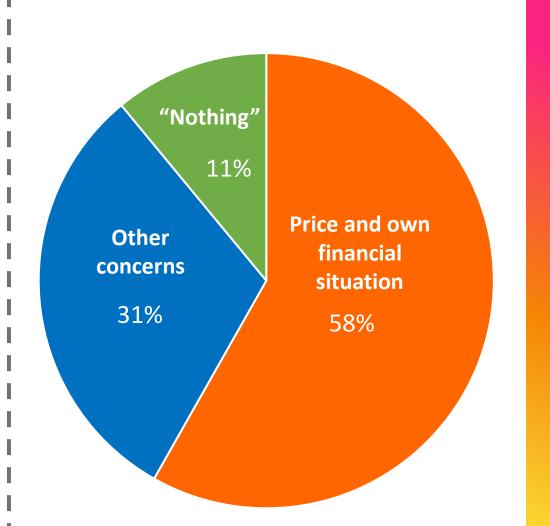


Barriers to purchasing such garments

The consumers were asked with an openended question:

what factors would prevent you from purchasing garments as described in the scenario?

- 646 clear responses were identified from the responses
- → These responses were clustered together in thematic groups and quantified in an excel file





What factors would prevent you from purchasing garments as described in the scenario?



Price and own financial situation



"The price is the main obstacle in the current economic situation" - Consumer from Finland

"What matters most to me is whether I think I can afford to buy the garment." - Consumer from Sweden

price significantly. I'm not willing to spend that on clothes."

"I know this will increase the

- Consumer from Germany

"I think the prices of sustainable clothing are too high and the primary factor when purchasing clothing is price." - Consumer from the Netherlands

"Nothing but price. If it's too expensive, I won't buy it." - Consumer from Finland

"The price must not exceed too much compared to the prices of other clothes." - Consumer from Sweden

"because the products are too expensive and as a pensioner I can't afford them." - Consumer from Germany

"Financial situation. Simply cannot afford to buy new clothes."

- Consumer from Finland

"I simply can't afford it."

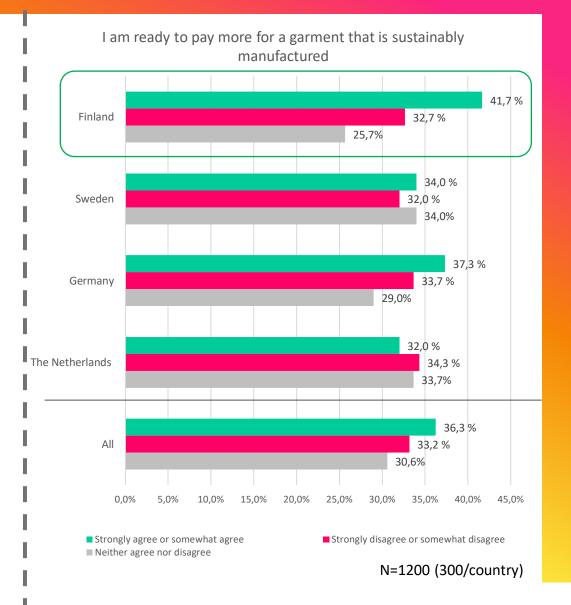
- Consumer from Sweden

"If they had a higher average price. In the current situation, I couldn't handle it if clothing items became many times more expensive."

- Consumer from Germany

"Often more expensive to purchase (so not an option for me)" - Consumer from the Netherlands

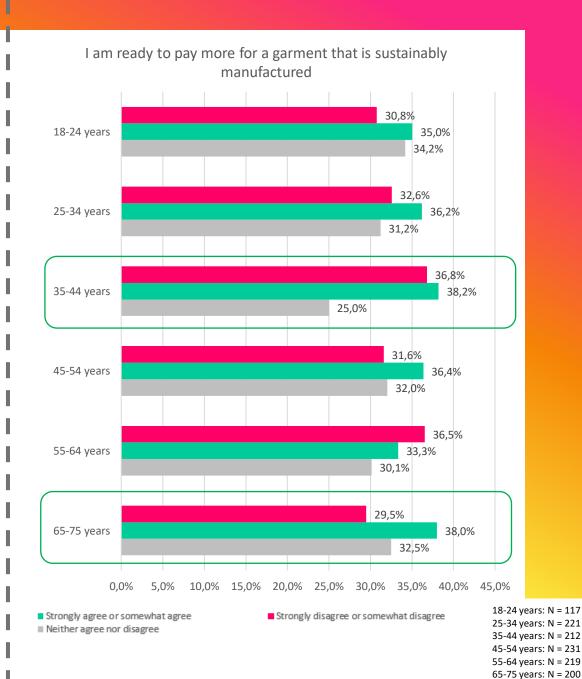
376 responses (58% of total 646 responses)



Readiness to pay more for a sustainably manufactured garment* COUNTRIES

- 36,3% of respondents indicated that they are ready to pay more for a garment that is sustainably manufactured
- Still, most respondents reported either that they are not ready to pay more for a garment sustainably manufactured, or were neutral
- No significant differences between countries, however, the strongest readiness to pay more for a sustainably manufactured garment was indicated by the Finnish respondents compared to the other countries

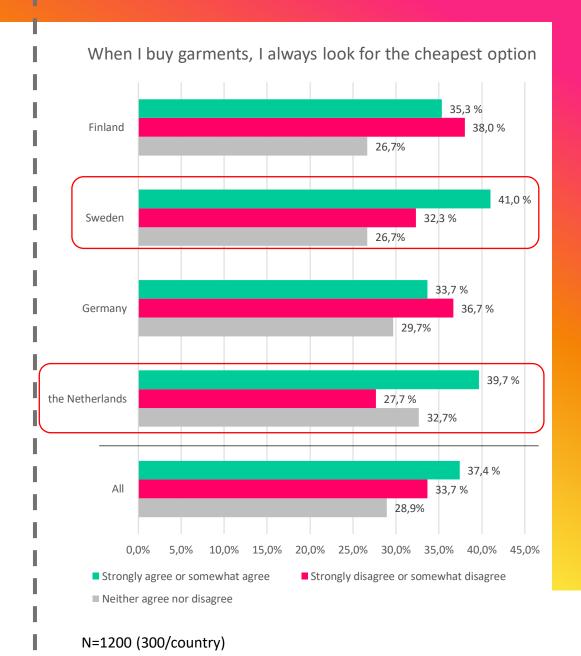
^{*}When we talk about **sustainably manufactured** garments, we mean <u>garments that differ from similar kind of garments provided by fast fashion companies</u>, in the sense that social sustainability and environmental sustainability are considered in the manufacturing process. By fast fashion we mean garments that are produced cheaply, fast and in large amounts, without considering the social and environmental sustainability aspects.



Readiness to pay more for a sustainably manufactured garment* - AGE GROUPS

- The readiness to pay for a sustainably manufactured garment is divided quite evenly among the response scale
- A slightly stronger readiness (strongly agree & somewhat agree) was indicated by age groups 35-44 and 65-75
- Still, most respondents from each age group either disagreed or were undecisive

*When we talk about **sustainably manufactured** garments, we mean <u>garments that differ from similar kind of garments provided by fast fashion companies</u>, in the sense that social sustainability and environmental sustainability are considered in the manufacturing process. By fast fashion we mean garments that are produced cheaply, fast and in large amounts, without considering the social and environmental sustainability aspects.



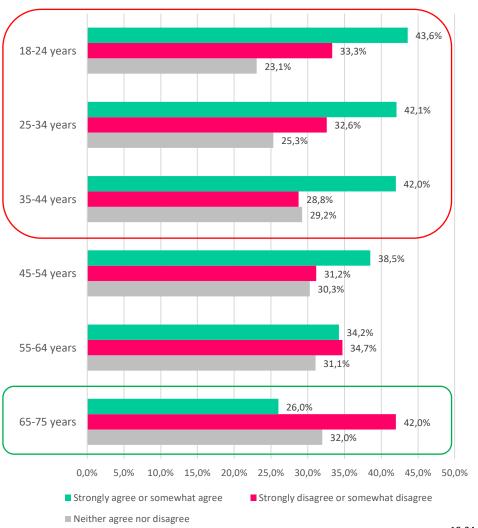
Tendency to always look for the cheapest option



- COUNTRIES

Swedish and Dutch respondents reported to be more likely to look for the cheapest option compared to Finnish and German respondents

When I buy garments, I always look for the cheapest option



¹⁸⁻²⁴ years: N = 117

Tendency to always look for the cheapest option - AGE GROUPS



- From the age groups, respondents between 18-44 years indicated stronger tendency to always look for the cheapest garments
- Respondents from the age group 65-75 years reported lowest tendency to always find the cheapest option

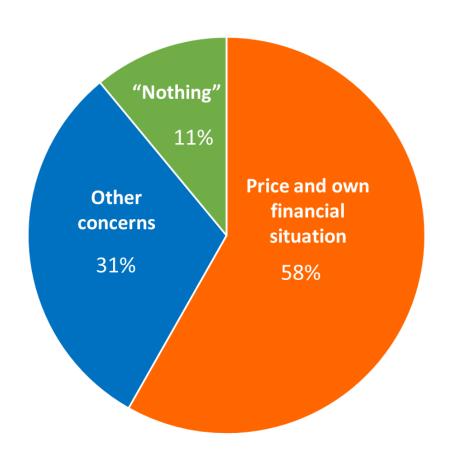
²⁵⁻³⁴ years: N = 221

³⁵⁻⁴⁴ years: N = 212

⁴⁵⁻⁵⁴ years: N = 231

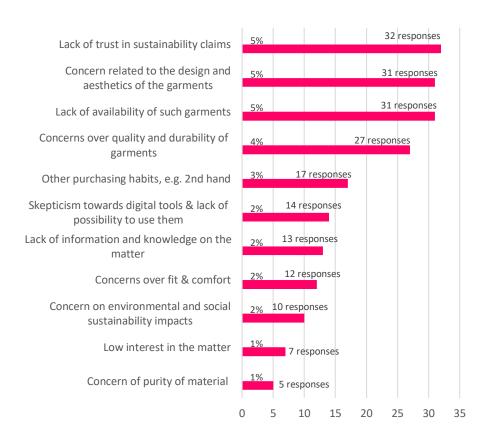
⁵⁵⁻⁶⁴ years: N = 219

⁶⁵⁻⁷⁵ years: N = 200





Other concerns





Other concerns

- Apart from the price issue, a lot of variation in responses were found
- 11 "other" categories were identified
- For these, there were altogether 199 responses
 - 31% of total 646 responses



Lack of trust in sustainability claims



Concern related to the design and aesthetics of the garments



Lack of availability of such garments



Concerns over **quality and durability** of garments



Other purchasing habits, e.g. 2nd hand



Scepticism towards digital tools & lack of possibility to use them



Examples



Lack of trust in sustainability claims



"I don't trust the manufacturers, you can say and write a lot, but I can't keep track of whether that's actually true. A lot is always promised, but only a tiny fraction of it is true."

- Consumer from Germany

"I don't trust the whole environmental movement because I have the feeling that governments and environmental movements only want to ensure that as much money as possible can be squeezed out of consumers under the motto of the environment"

- Consumer from the Netherlands

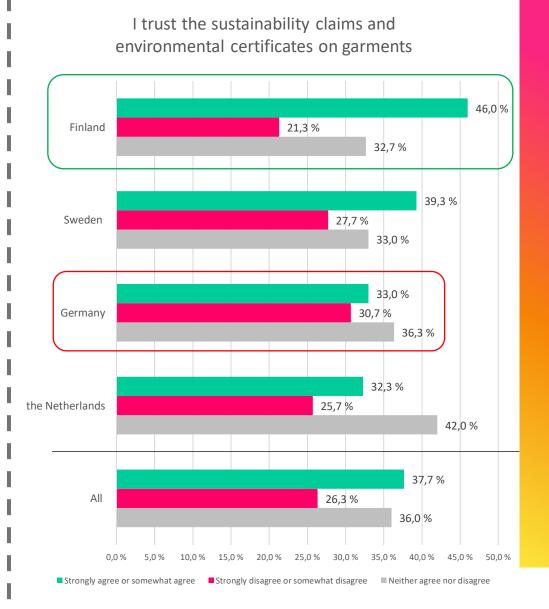
"It depends on (the price and) how much I trust that it really is what it says and not greenwashing."

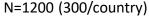
- Consumer from Sweden "There is currently a lot of tampering with these types of labels and I am therefore hesitant to believe this"

> - Consumer from the Netherlands

"Do not trust that the information is actually correct."
- Consumer from Sweden

"This is just greenwashing, nothing will change." - Consumer from Germany "it is a marketing trick."
- Consumer from the
Netherlands



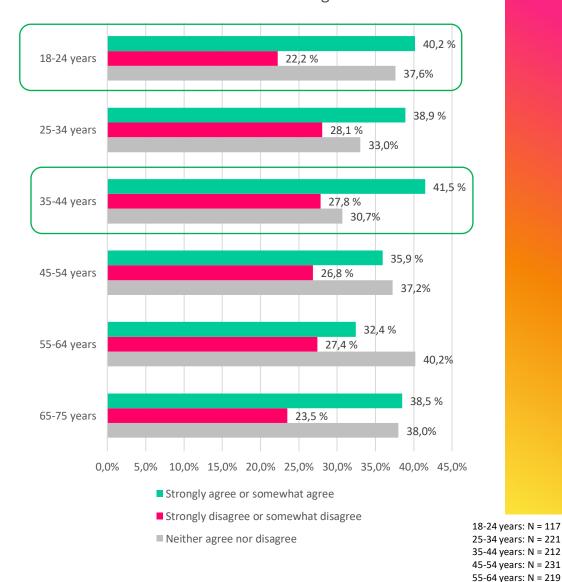




Trust of European consumers in sustainability claims -COUNTRIES

- As a part of the survey, the respondents were also asked about their trust in sustainability claims and environmental certificates
- The majority of respondents disagreed or were neutral, while 38% indicated that they do have trust in them
 - Finns had a stronger trust than other countries
 - Also respondents from Sweden had stronger trust than from Germany and the Netherlands
 - Respondents from Germany and the Netherlands were mostly neutral

I trust the sustainability claims and environmental certificates on garments



65-75 years: N = 200



Trust of European consumers in sustainability claims - AGE GROUPS

 Among age groups, the strongest trust was indicated by age groups of 18-24 years and 35-44 years



Concern related to the design and aesthetics of the garments



"If they are ugly, smell bad, the color of the fabric is "If the design is ugly." distasteful." - Consumer from Sweden - Consumer from Sweden "Unfresh appearance, dull design." "First of all I would have to know - Consumer from Sweden whether I like the look of this clothing and how comfortable it is to wear such clothing." - Consumer from Germany "Not always fashionable or "First and foremost I want beautiful." beautiful clothes. Recycled - Consumer from the and biobased is a bonus" Netherlands - Consumer from the Netherlands "Appearance is the basis" - Consumer from the Netherlands "Aesthetics. I don't buy ugly clothes even if they are ecological. For some reason, "If the style is completely there are a lot of oversized dresses: welldifferent from what I "I don't want to buy unpleasant fitting, well-tailored clothes are typically normally wear." clothing (unsuitable model, color, - Consumer from missing from the selections and only appearance or feel) no matter how hectare tents are offered." Germany ecological it is" - Consumer from Finland - Consumer from Finland

31 responses (5% of total 646 responses)



Lack of availability of such garments



"Unknown where this can be purchased" - Consumer from the Netherlands

"Unavailability in many regular shops"

- Consumer from Sweden

"If they can't be found in my hometown."

- Consumer from Finland

"Difficult to find, takes a lot of time to find it, detours require extra petrol per km."

- Consumer from the Netherlands

"I don't know where these are sold."

- Consumer from Germany

"Unavailability in many regular shops, difficult to know which clothes are produced in this way." - Consumer from Sweden

"As long as the alternative is readily available in front of me, there is nothing to prevent that choice."

- Consumer from Sweden



Concerns over quality and durability





"The idea that it is made of the used material, a suspicion that it is not as high-quality/comfortable/functional as ordinary clothes"

- Consumer from Finland

"Possible poor quality"
- Consumer from
Finland

"It totally depends on the quality. I happen to still have clothes I bought in 2007-2008."

- Consumer from Finland

"It depends on the durability and whether I like the item of clothing. I buy clothes that I wear frequently and for a long time, i.e. for years. Therefore, the clothes should be durable, keep their shape and color, and please me over a long period of time."

- Consumer from Germany

"Quality and durability must be guaranteed."

- Consumer from Germany

"Doubt about the quality."

"If the durability (the time the product lasts/does not wear out too much) is drastically shorter than products made from ordinary/new fibers."

- Consumer from Sweden

"that the garment is of average or low quality and therefore will not last as long as other garments."

- Consumer from Sweden

- Consumer from the Netherlands
- Consumer from the Netherlands



Other purchasing habits, e.g. second hand



"There should be a bigger market for second hand shops for a more sustainable use of clothes."

- Consumer from Sweden

"I also don't buy much new clothing, I mostly buy second hand and that's the most environmentally friendly." - Consumer from Germany

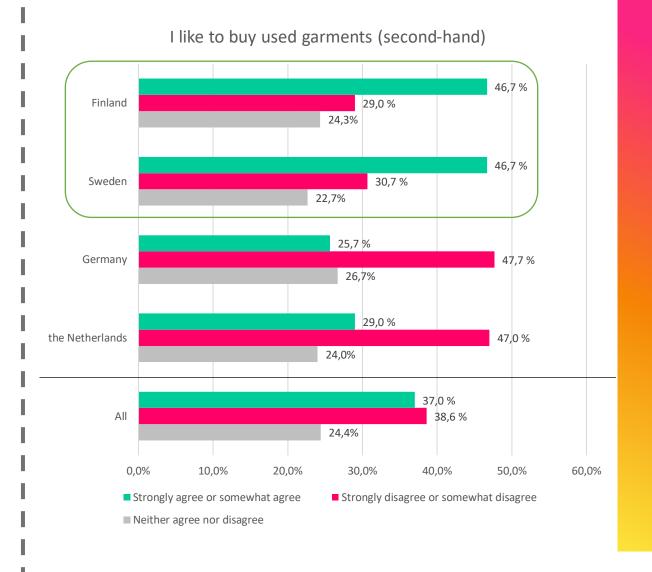
"Buy a lot of second-hand clothing."

- Consumer from the Netherlands

"I buy used clothes." - Consumer from Sweden

"I buy 95% of my clothes at flea markets or otherwise used, so I usually don't buy new at all." - Consumer from Finland

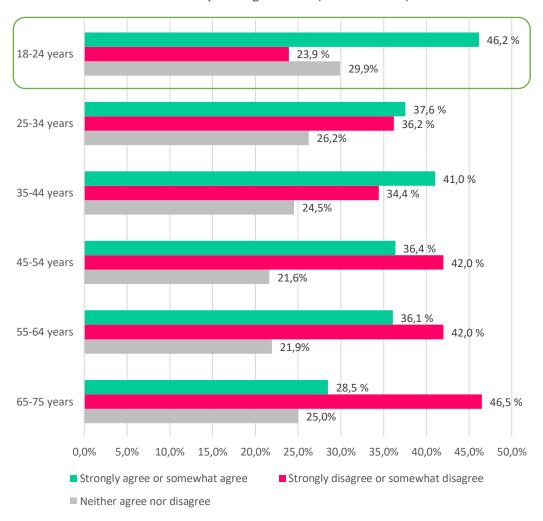
"Prefer to buy second-hand." - Consumer from Sweden



Consumer attitude towards second hand purchasing - COUNTRIES

- As part of the survey, the respondents were also asked about their perception on second hand buying
- The Finnish and Swedish respondents reported more positive views compared to German and Dutch respondents

I like to buy used garments (second-hand)



Consumer attitude towards second hand purchasing - AGE GROUPS

- From the age groups, the youngest age group (18-24) reported the most positive perceptions
- Also the age group 35-44 reported more positive perception compared to older groups



Skepticism towards digital tools & lack of possibility to use them



"Digital identifier. I'm against the excessive digitization that is happening now.
Total vulnerability."
- Consumer from Sweden

"I have no way to digitally check whether the criteria are met. In order to check such digital data, you need a fairly new cell phone in order to be able to use the software. I'm not willing to do that, which is why this procedure is of no use to me."

- Consumer from Germany

"Not the garment itself, but I would never look at a digital tag." - Consumer from the Netherlands

"It is not always possible to use a device that recognizes a QR-code, and I might not want to add digitality everywhere. The product would not be bought."

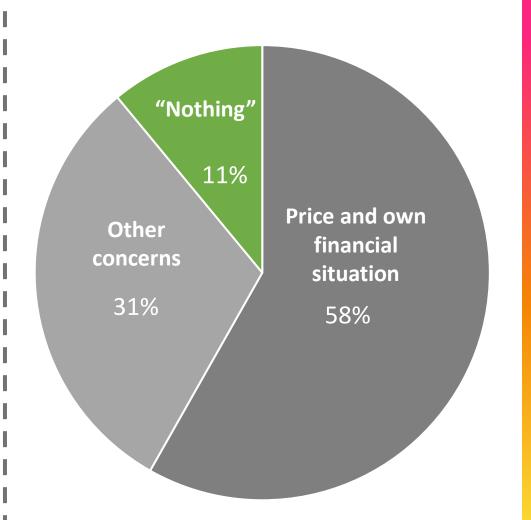
- Consumer from Finland

"Nothing would stop me, but I'm not interested in all the digitized garbage."

- Consumer from Germany

"I don't know how to use those scannable digital tags that give information." - Consumer from Finland "What does irritate me is that everything has to be digital. Just put labels in it. Readable for everyone." - Consumer from the

Netherlands





No barriers to purchasing such garments

- 71 responses related to no reasons to purchase such garments
 - 11% of total 646 responses

"Nothing"



"Nothing would stop me."
- Consumer from Finland

"Nothing. I find the garments made from recycled fibers useful, high quality and this industry makes an advanced contribution to protecting the environment."

- Consumer from Germany

"Nothing would stop me from buying such a piece of clothing."

- Consumer from Germany

"I would buy environmentally friendly clothes without any hindrance because I want to protect my environment even if it would cost me more."

- Consumer from Sweden

"Can't think of anything."

- Consumer from the Netherlands "Until now it is difficult to trace the origin of the clothing items and which country they come from. So you can't find out how they were made. If this can be found out with the QR Code, then it's a very good idea."

Consumer from Germany

Conclusions



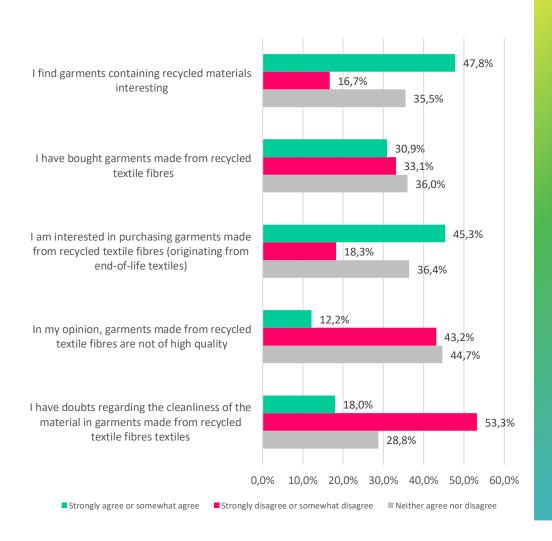
- Generally, the European respondents have a very positive attitude towards the circular textile scenario
- The recyclability of the garment and locally recycled material and manufacture of garment (within Europe) were most effective factors affecting the purchase decision
- Unsurprisingly, the main barrier of purchasing such a garment is price and own financial situation
 - Other barriers included e.g. lack of trust in sustainability claims; concern related to the design and aesthetics of the garments; lack of availability of such garments and concerns over quality and durability of garments
- The identified barriers provide us indication on which factors to focus on in the design of products and marketing strategies
 - How to increase trust on sustainability claims?
 - How to answer the durability and longevity requirements?
 - How to move pass the "stuffy" image of garments with recycled material?
 - What kind of methods should be used to increase consumer's awareness of such garments?
 - How to ensure easy access to such garments?







Attitudes towards recycled fibres in garments and recycling of textiles





Consumer attitudes towards recycled content in garments

I find garments containing recycled materials interesting

18-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65-75 years



59,0 %

48.4 %

45.8 %

45,0 %

47.9 %

46,0 %

I find garments containing recycled materials interesting

29.9%

34,4%

35.8%

32.4%

38,5%

39,5%

11,1 %

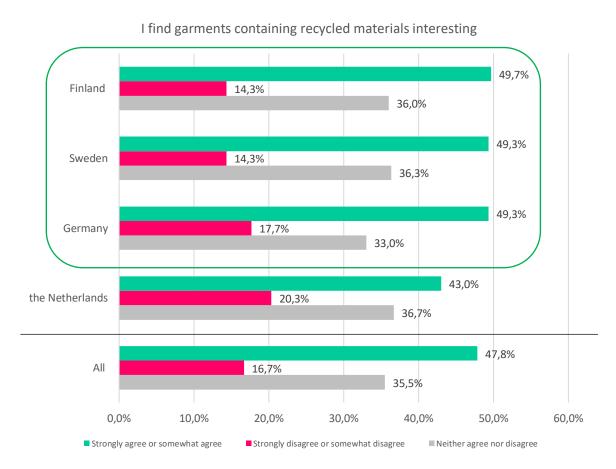
17.2 %

18,4 %

16,5 %

14,5 %

19,6 %







55-64 years: N = 219 65-75 years: N = 200

N=1200 (300/country)

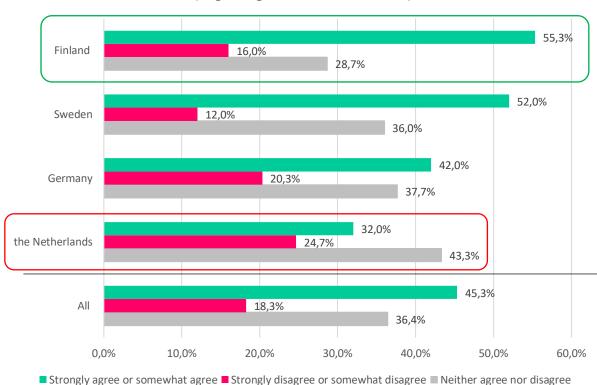
I am interested in purchasing garments made from recycled textile fibres (originating from end-of-life textiles)



55-64 years: N = 219

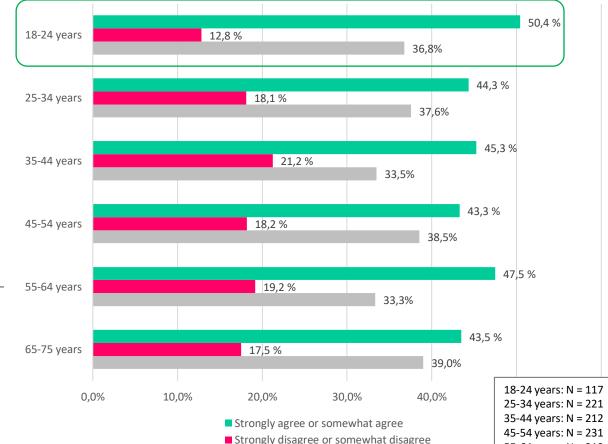
65-75 years: N = 200

I am interested in purchasing garments made from recycled textile fibres (originating from end-of-life textiles)



N=1200 (300/country)

I am interested in purchasing garments made from recycled textile fibres (originating from end-of-life textiles)

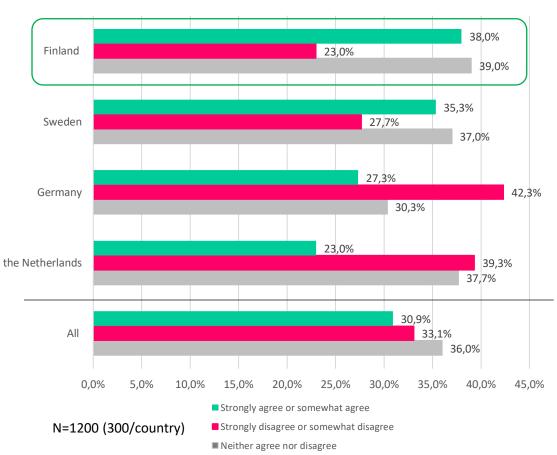


■ Neither agree nor disagree

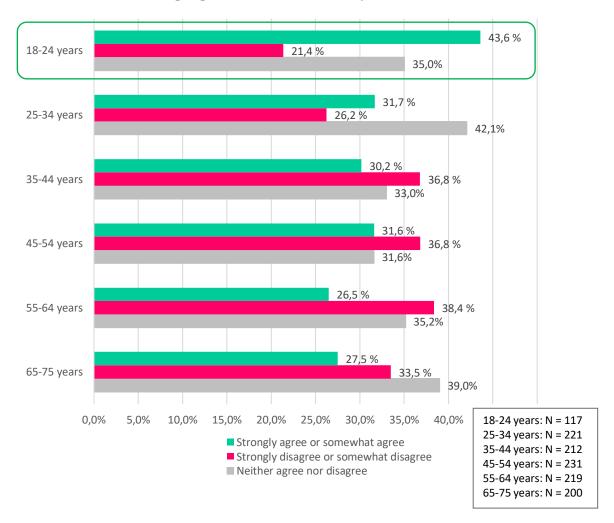
I have bought garments made from recycled textile fibres





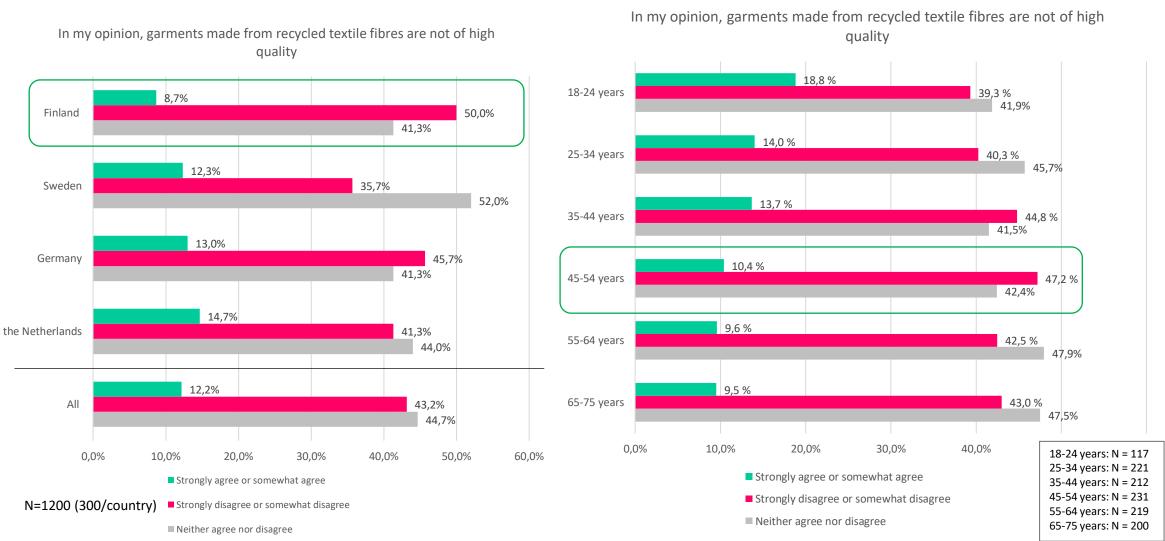


I have bought garments made from recycled textile fibres



In my opinion, garments made from recycled textile fibres are not of high quality



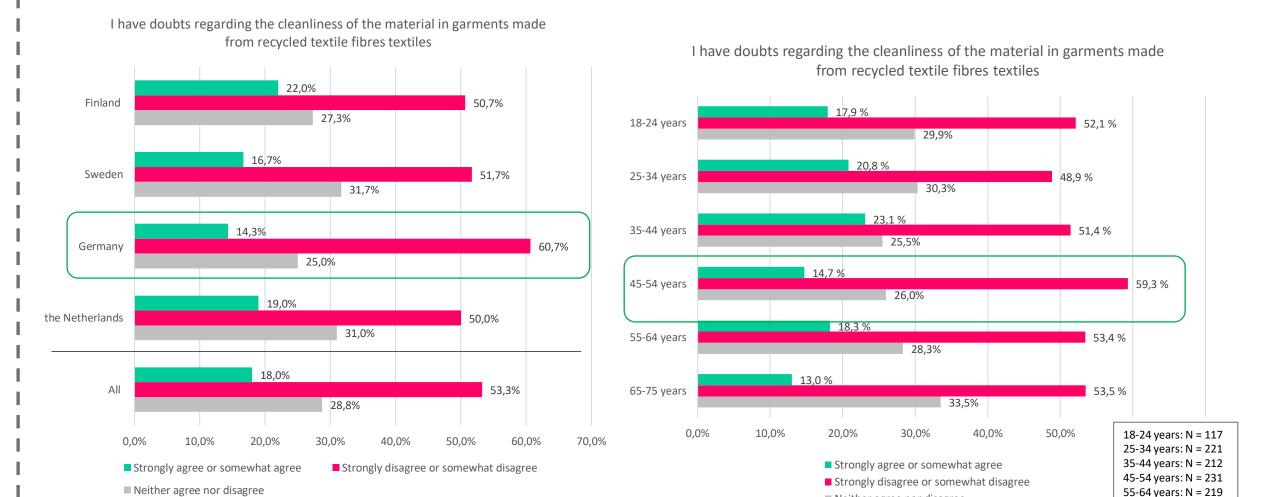


I have doubts regarding the cleanliness of the material in garments made from recycled textile fibres textiles

N=1200 (300/country)



65-75 years: N = 200

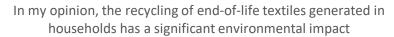


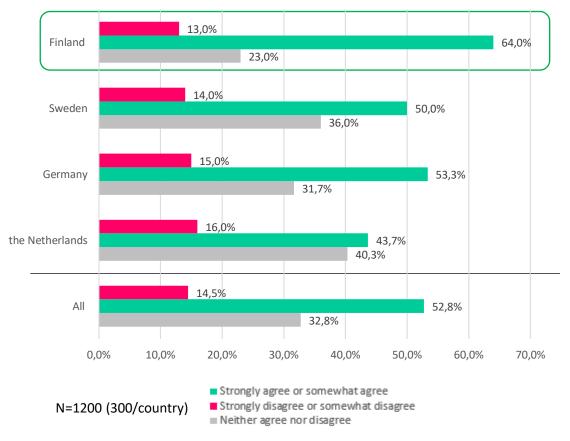
■ Neither agree nor disagree

In my opinion, the recycling of end-of-life textiles generated in households has a significant environmental impact

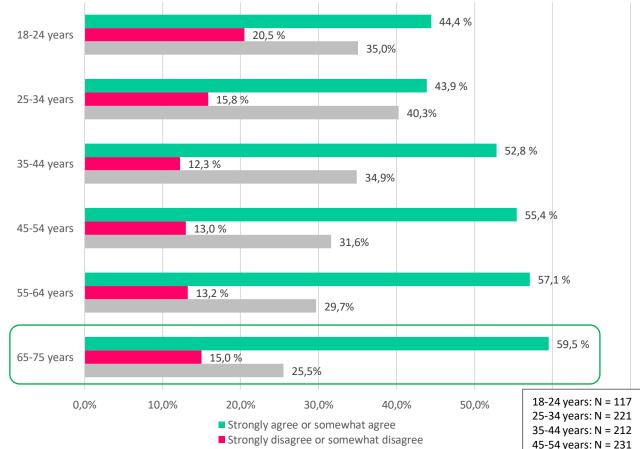


55-64 years: N = 219 65-75 years: N = 200





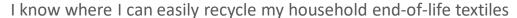
In my opinion, the recycling of end-of-life textiles generated in households has a significant environmental impact

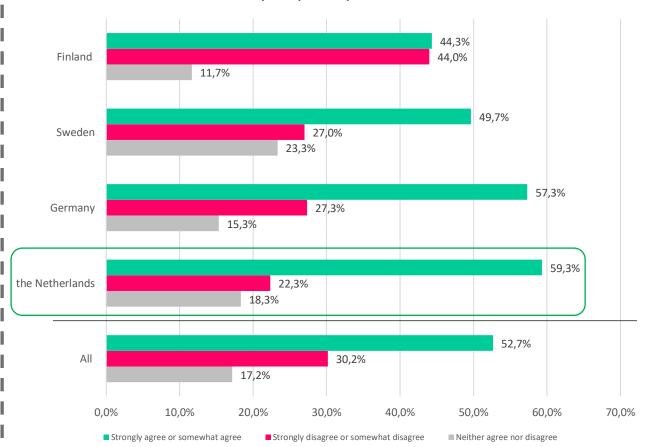


■ Neither agree nor disagree

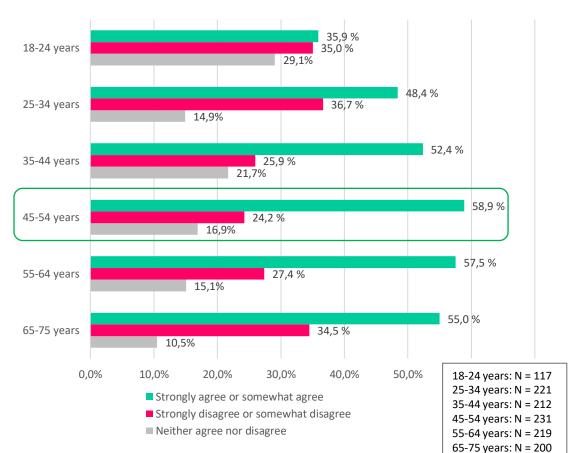
I know where I can easily recycle my household end-of-life textiles







I know where I can easily recycle my household end-oflife textiles



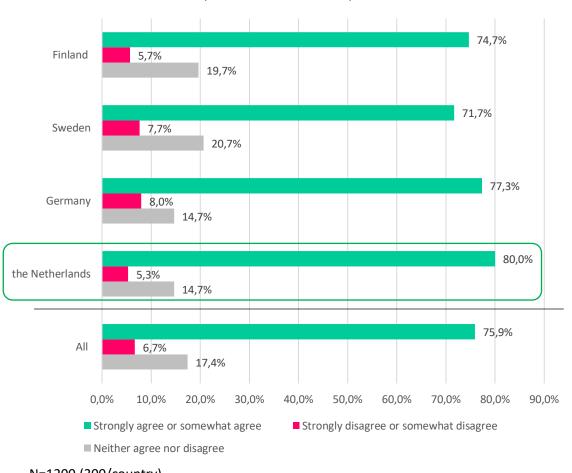
N=1200 (300/country)

I am willing to take the end-of-life textiles generated in my household to separate textile collection points

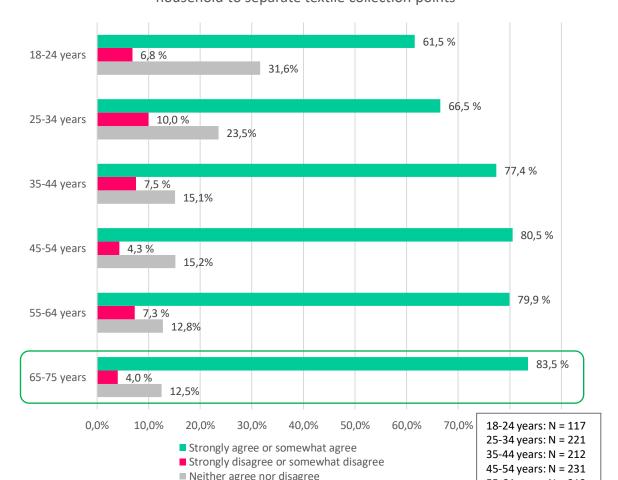


55-64 years: N = 219 65-75 years: N = 200





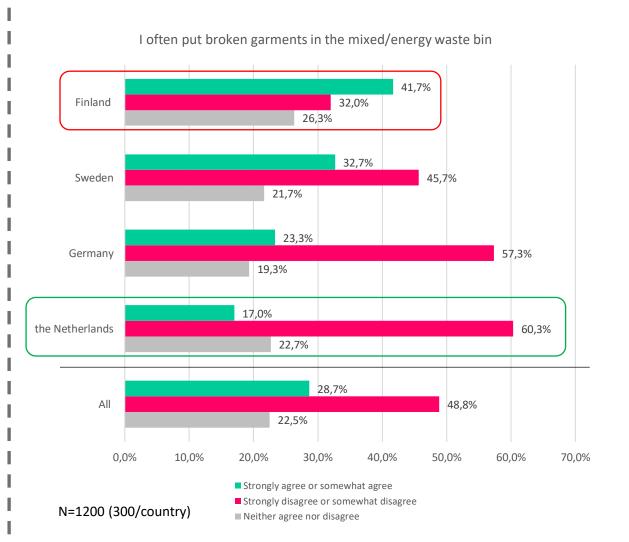
I am willing to take the end-of-life textiles generated in my household to separate textile collection points

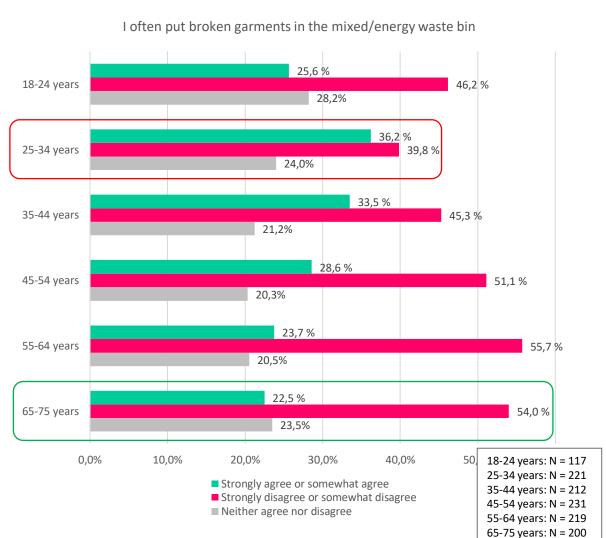


N=1200 (300/country)

I often put broken garments in the mixed/energy waste bin







Conclusions

- Garments containing recycled material are found interesting, particularly in age group 18-24
- There is also interest in purchasing such garments, particularly in Finland (55%), and in the age group 18-24
- The Finnish respondents reported to have purchased such products the most, and also the age group 18-24
- No significant worry about the quality or purity of such garments
- Most respondents believed that recycling of end-of-life textiles generated in households has a significant environmental impact
- Recycling of end-of-life textiles was most clear for Dutch respondents, though all countries reported to high willingness to take end-of-life textiles to recycling points
- The Finnish respondents reported higher tendency in putting broken garments to the mixed/energy waste bin, especially compared to the Dutch and German respondents







Separate collection of end-oflife textiles

- consumer views in Finland

Consumer views on separate collection of end-of-life textiles



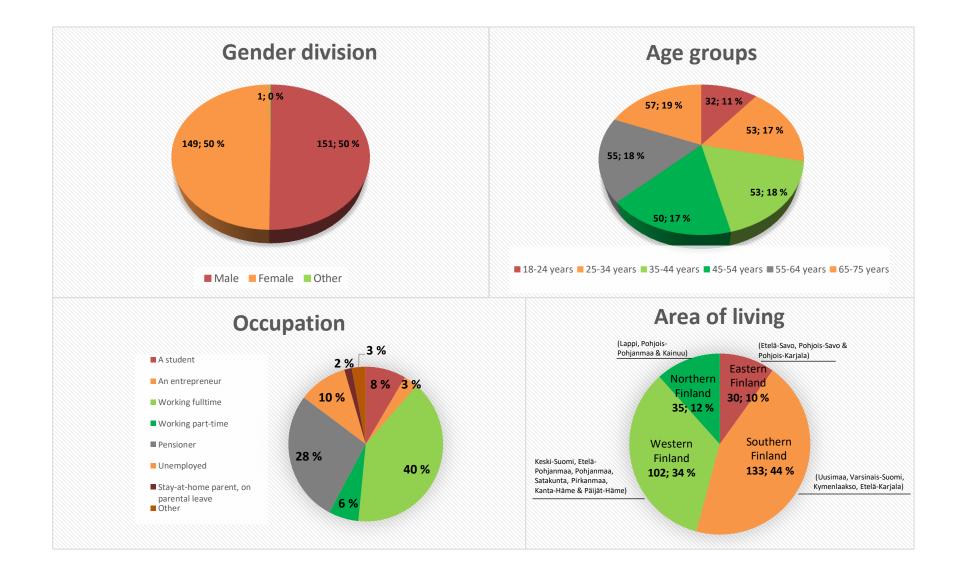
- From January 1st 2023, it has been possible for consumers in Finland to deliver their discarded textile to separate collection points (following the EU waste legislation obligating the establishment of separate collection of textile waste by 1 January 2025, see <u>EU's Textile Strategy communication</u>)
- Consumers have been able to take their discarded textiles to a collection point at their municipality free of charge
- The textiles are then delivered to Paimio for further sorting, where material suitable for mechanical recycling is collected
- As part of the Telavalue project, 300 consumers from Finland were asked about their knowledge and willingness to take discarded textiles to municipal collection points



Photos taken by Hannamaija Tuovila (VTT) and Miira Ojanen (LSJH)

Respondent profile (N=300)





Consumer views on separate collection of discarded textiles



- Most respondents (54%) had been aware that discarded textiles are collected in Finland, though 31,7% reported to disagree with the statement (combined strongly disagree and somewhat disagree)
- 45,5% reported that they knew where to deliver discarded textiles, while 43,2% reported not to
- 46,3% disagreed to having already delivered textiles, while 41,8% reported to having already delivered discarded textiles to collection points
- For most respondents (48,8%) it is clear what kind of textiles can be delivered to collection points. For 32,7% it is unclear, and 18,5% were neutral
- The vast majority of respondents (79,9%) reported being ready to deliver discarded textiles to the collection points in the future



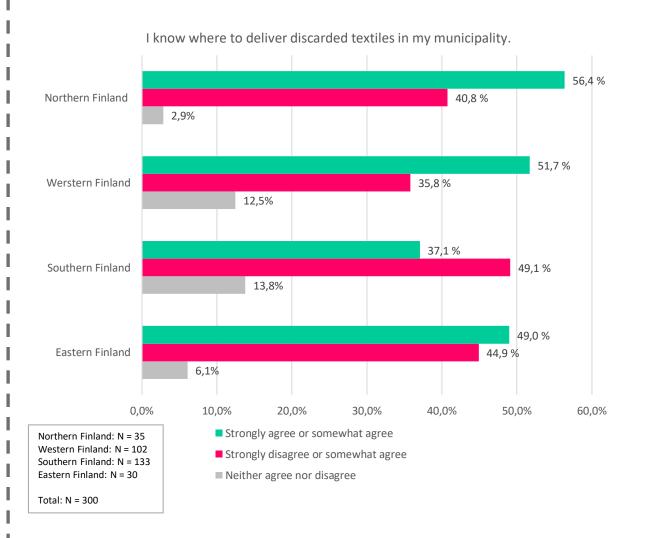
I have been aware, that discarded textiles are being collected on a municipal level in Finland



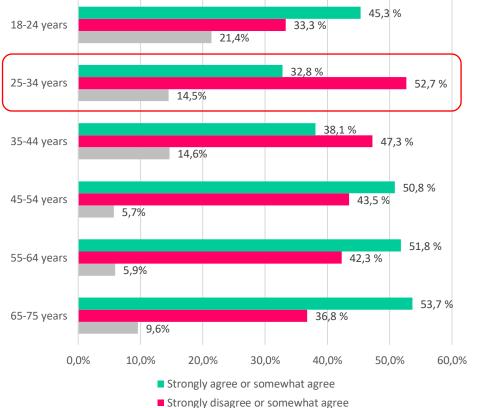


I know where to deliver discarded textiles in my municipality





I know where to deliver discarded textiles in my municipality.



■ Neither agree nor disagree

18-24 years: N = 32 25-34 years: N = 53 35-44 years: N = 53 45-54 years: N = 50 55-64 years: N = 55

65-75 years: N = 57

Total: N=300

I have already delivered discarded textiles in the collection points of my municipality



70.0%

35-44 years: N = 53

45-54 years: N = 50

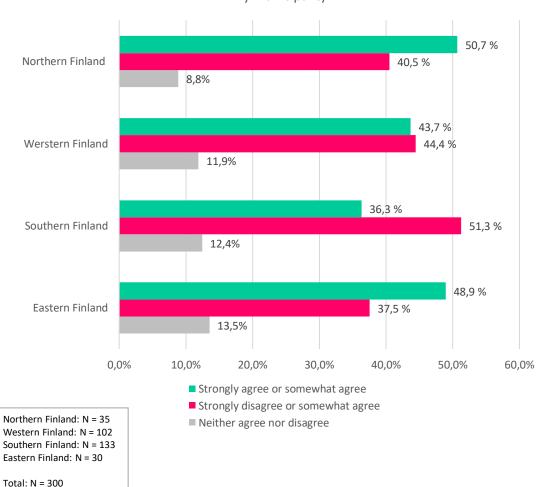
55-64 years: N = 55

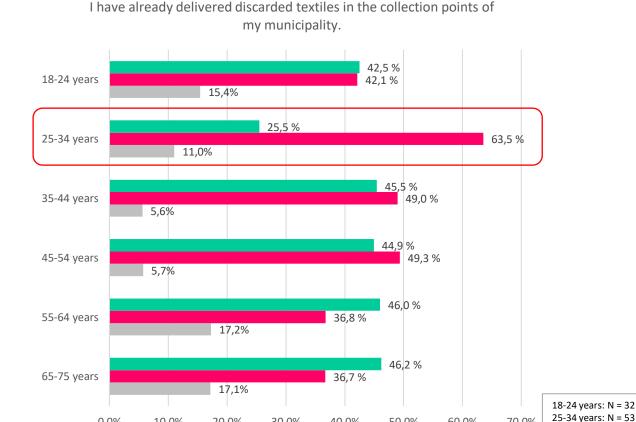
65-75 years: N = 57

Total: N=300

60,0%

I have already delivered discarded textiles in the collection points of my municipality.





30,0%

Strongly agree or somewhat agree

■ Neither agree nor disagree

Strongly disagree or somewhat agree

40,0%

50,0%

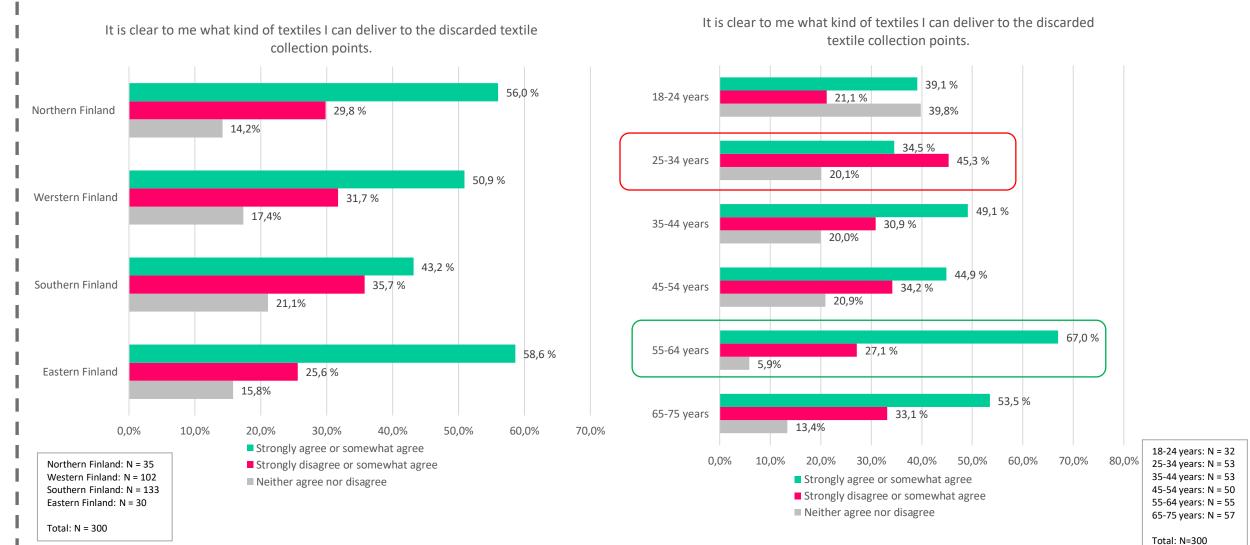
0,0%

10,0%

20,0%

It is clear to me what kind of textiles I can deliver to the discarded textile collection points





Reasons for not delivering discarded textiles to collection points



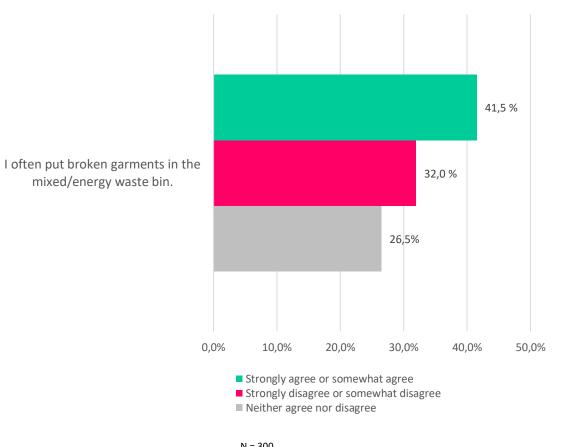
- 1) Being unaware of such a collection system exists
 - → 43 responses
- Poor access to collection points, logistical challenges, not knowing where to find collection points
 - → 40 responses
- 3) Other purposing, e.g. rags to use in cleaning, donating for reuse (e.g. second hand)
 - → 29 responses
- 4) No need for it (no textiles to discard)
 - → 26 responses
- 5) Lack of time, low interest, laziness
 - → 19 responses
- Other reasons included for example wearing out the textiles; not throwing anything away (storing all textiles); textiles in use are made of polyester (not suitable for recycling)





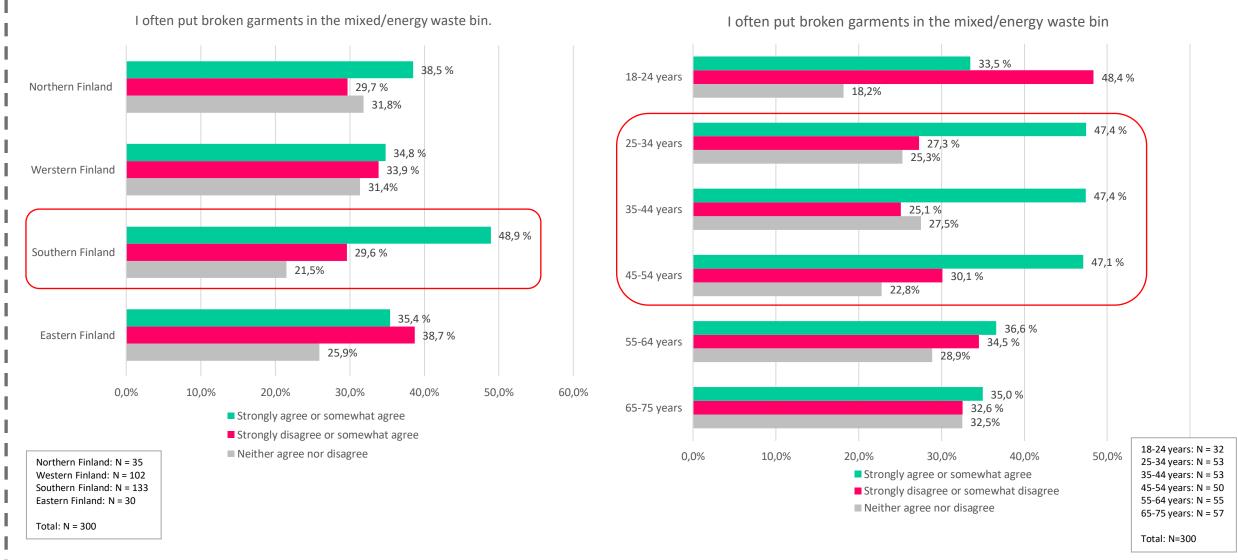


- When asked about the textile disposal habits of the Finnish consumers, the many of the respondents (41,5%) reported that they often put broken garments in the mixed/energy waste bin, while 32% of the respondents disagreed
- Compared to other countries in the survey, Finland had the highest tendency to put broken garments in the mixed/energy waste bin



I often put broken garments in the mixed/energy waste bin

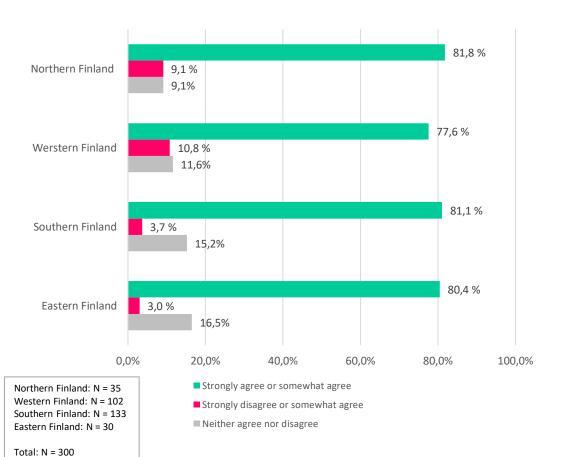




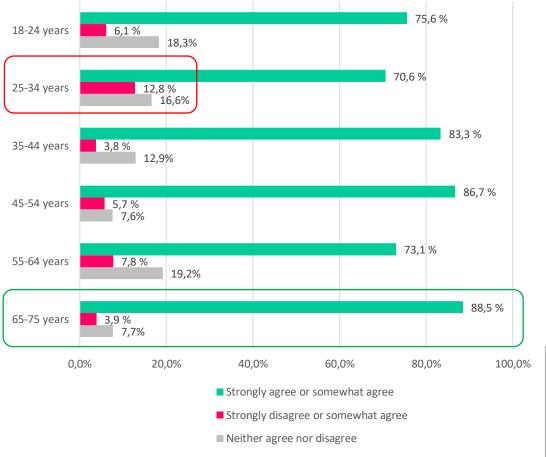
I am ready to deliver discarded textiles to the collection points in the future



I am ready to deliver discarded textiles to the collection points in the future.



I am ready to deliver discarded textiles to the collection points in the future.



18-24 years: N = 32 25-34 years: N = 53 35-44 years: N = 53 45-54 years: N = 50 55-64 years: N = 55 65-75 years: N = 57

Total: N=300

Conclusions



- Most respondents had been aware, that there is a separate collection for discarded textiles in Finland. However, a high number of respondents (32%) did indicate that they had not heard of it
 - Lowest awareness of such a collection system was in age group 25-34 and highest awareness among respondents aged 65-75 years
- Knowing where to deliver discarded textiles was divided almost equally, almost half reported to knowing where to deliver them and half of the respondents not
- Many respondents reported that they had not delivered textiles to the collection points (46%), though a high number of respondents reported that they had done so already (42%)
 - Lowest number was reported by respondents in the age group 25-34
- Main reasons for not delivering discarded textiles were being unaware that such a collection system exists and poor access to collection points, logistical challenges or not knowing where to find collection points
- When asked about their disposal habits, many respondents (41,5%) indicated that they often put broken garments in the mixed/energy waste bin
 - Highest tendency in Southern Finland and among respondents aged between 25-54 years
- Still, most respondents (80%) reported that they are ready to deliver discarded textiles to the collection points in the future

