



Greetings from the Baltic2Hand project!

We have already been promoting the reuse of textiles in the Central Baltic region since the spring of 2023. The Baltic2Hand project is a project focused on the reuse of textiles and the reduction of textile waste, the goal of which is to create, together with consumers and organizations, new innovative ways of operating in the textile industry in line with the circular economy. The project focuses especially on increasing reuse and with it, minimizing and reducing one of the big problems of our time, namely the accumulation of textile waste.

The project has been under a year and in this time we have completed a basic study of the current state of reuse in the Central Baltic region and found out with the help of interviews and a survey what organizations and consumers think about this theme. This spring, we will be able to further develop the functions of organizations on their journey to circular economy business by organizing an innovation camp and several workshops both locally and across borders.

Follow the project's current news and upcoming events on [LinkedIn](#) or [subscribe to our newsletter at balticsecondhand.eu](#).

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Exploring the Future of Circular Textiles - Concluding Seminar 21.3.

The joint concluding seminar of Telavalue and New Cotton projects will be held on March 21, 2024 in Espoo. The seminar will bring together textile industry players, researchers and policymakers to exchange practical knowledge and strategies for circular textile innovations.

[Read more and register for the event](#)



The role of the consumer in the circular economy of textiles

Promoting circular economy requires action from the public sector, companies, as well as from consumers. The role of the consumer in circular economy has not been in the focus of research, and it has often been reduced to adopting ready-made circular economy solutions. However, the transition to circular economy requires fundamental changes not only in production but also in the consumption practices.

[Read more](#)



Environmental impacts of circular textile models – some important factors

Environmentally, circular textile economy makes sense only if the solutions reduce more emissions than generate new ones. When the materials flow between different users, the product life cycles get more complex and demand extra attention to environmental impacts – throughout the value chain.

[Read more](#)

Second-hand opening new possibilities - The growth and business in the textile reuse market

The second-hand market has grown and is expected to continue to grow fast in the Central Baltic area in the upcoming years. In Finland, for instance, the retail for second-hand clothes increased 17 % between 2019 and 2020. The consumption of second-hand clothes has grown as well.

[Read more](#)

Events

Future Textile Manufacturing – Workshop 12.3.2024

Future Textile Manufacturing workshop creates a unique opportunity to acquire knowledge and engage in discussions on the challenges in textile sector, and how these can be overcome with the new technologies. The event will be organized virtually, and the language of the workshop is English. Participation is free of charge.

[Read more and register for the event](#)

ReDesign Textile Business: Ideate!

Do you want to make your textile company more in line with the circular economy? Welcome to the workshop series where you will have the opportunity to quickly try out what kind of circular textile business models, services, or other solutions would suit your company. All our workshops are free of charge, 3-hour agile and collaborative online events, and they are organized in English.

[Read more and register for the event](#)

Companies in Telavalue

Coveross

In order to realize circular fashion and longer lifetime of textile products, COVEROSS® will start customized functionalization and dyeing services for small quantities. This local circular economy process can be applied for new and used clothing and household textiles, and on stock products.

COVEROSS® supports next-generation local sustainable value chain, in which

HSY

Helsinki Region Environmental Services HSY is the largest public operator in the environmental sector in Finland. We produce waste and water management services for more than one million people in the Helsinki Metropolitan Area, we provide air quality information, we produce spatial data on the development of the region and we promote climate work. Together we make the most sustainable urban area in the world.

products can be manufactured directly from circular and recycled yarns, dyed and re-dyed, and products functionalized and re-functionalized with COVEROSS® technology.

We aim to implement this COVEROSS® eco-friendly circular textiles process in Finland and Europe with brand and value chain partners thriving to change the textile industry.

[Read more](#)

As a municipal waste management operator, HSY collects the end-of-life textiles of residents of the Helsinki Metropolitan Area at shopping centers and collection points connected to recycling centers. HSY will develop collection and pre-sorting opportunities in cooperation with other actors.

[Read more](#)

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Telaketju is an active cooperation network that aims to promote sustainable production, use and circulation of textiles.

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