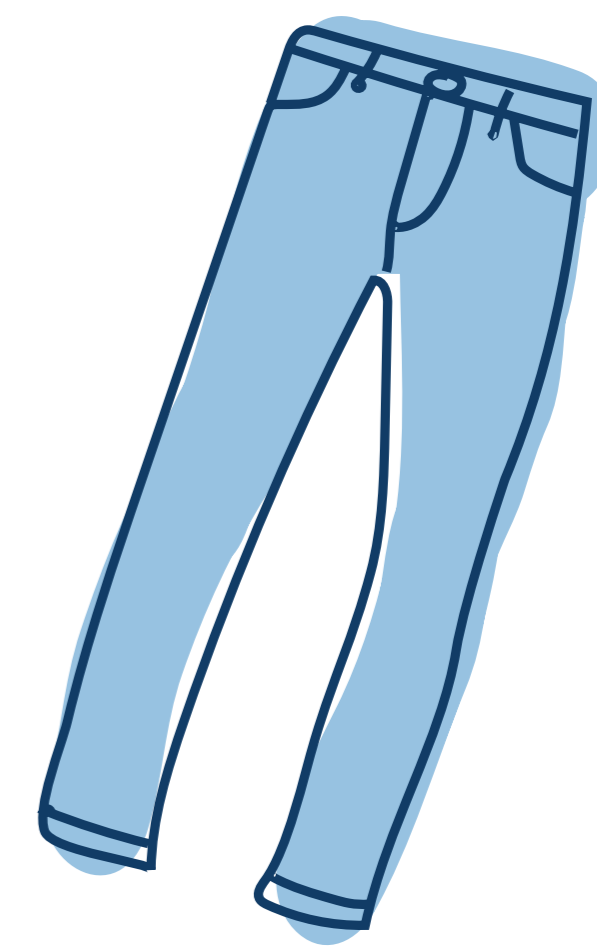


ACCELERATING THE TRANSITION TOWARDS A CIRCULAR DENIM INDUSTRY



By answering the question:



How can the use of **POST CONSUMER RECYCLED COTTON**

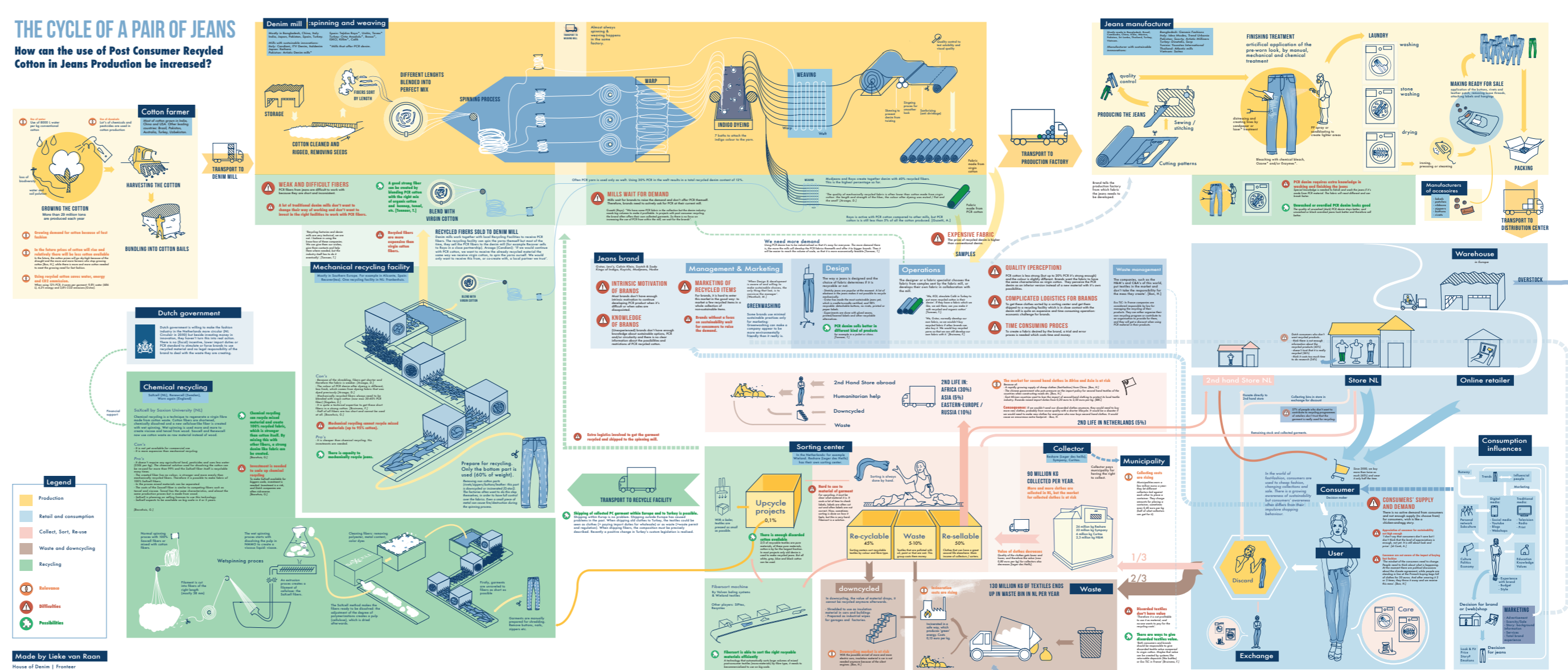
be increased in jeans production?

Designing for a systemic change in the denim industry

Due to the fast-fashion industry and our linear economic model, there is a growing demand for and pressure on cotton. This, combined with the increasing amount of clothes that are discarded and collected, asks for a systemic change: to work towards a more circular system. Since Amsterdam is internationally known as the jeans capital of Europe, the Dutch government wants to strive towards a circular denim industry in the Netherlands and involved House of Denim to work towards this goal. Increasing the use of post-consumer recycled cotton in denim production is defined as the first step.

Systems Oriented Design

Increasing the use of recycled cotton in denim production is a complex systemic challenge. Designing for this challenge, asks for a systemic and holistic approach to be able to have a deep understanding of the current system and its complexity. Therefore this project is executed with a relatively new design approach: Systems Oriented Design (SOD). The cycle of a pair of jeans with its key-actors and all the difficulties in producing and using recycled cotton is visualised in a so called giga-map.



The Dutch Denim Programme is a collaborative and action-oriented programme to work towards a Bright Blue loop: a circular denim industry in the Netherlands.

The Dutch Denim Programme (DDP) helps brands to raise the demand for recycled cotton by stimulating them and facilitating a collaborative value chain. By setting up the network and initiating the material flow, the DDP will push participants to develop new recycled denim fabrics. Besides that, the DDP will launch the Bright Blue Loop label: a label for denim fabrics and products that contain 20% Dutch recycled cotton. By showing a joint effort, the industry can push the government to incentivise the use of recycled cotton. If the key-actors would participate in the Dutch Denim Programme, House of Denim would be able realise a growth in the use of recycled cotton in denim production, which would reduce the environmental impact of the highly polluting denim industry.



L.C. (Lieke) van Raan
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Committee Ir. M. Tassoul, M.
 Dr. E. Jamsin, E.
Company House of Denim Foundation
 J. Veenhoff

