



**THE R CERT™**

*Track your recycled clothing's journey from factory to retail*

*February 2013*

## What is the R Cert™?

The R Cert is a consumer-facing standard for recycled textile clothing that:

- ✓ Verifies that the clothing's recycled content was produced by recycling the brands' own recycled pre-consumer textile waste
- ✓ Verifies a minimum of 20% recycled fibres
- ✓ Verifies that clothes were manufactured in factories with a Global Recycle Standard (GRS) Certificate
- ✓ Provides a traceable supply chain to allow consumers to track their recycled clothing's journey from factory to retail
- ✓ May save water, electricity, greenhouse gas emissions and reduce pesticide and chemical dyestuff usage
- ✓ Educates consumers about the brand's recycling process in a consumer-friendly way

## Who is it for?

Brands and retailers who can transparently source and recycle their own pre-consumer textile waste into finished recycled textile products.

## Who issues it?

The R Cert was developed and is issued by Redress, an NGO with a mission to promote environmental sustainability in the fashion industry.



# The benefits

	 <i>Brand</i>	 <i>Consumer</i>	 <i>Environment</i>
<i>Textile recycling</i>	Helps brands to develop sustainable collections to meet increasing consumer demands	Meets consumers' understanding due to well definable and understandable environmental benefits of recycling, as opposed to other more complex issues surrounding sustainable production methods	Reduces textile waste and allows textile waste to be up-cycled, as opposed to being down-cycled, thereby prolonging the life-cycle of materials in the fashion loop
<i>Savings</i>	<p>Enables brands to address closed loop recycling</p> <p>Cost neutral cases may be possible, as opposed to organic</p>	Allows consumers to purchase recycled textile clothing at competitive price points	<p>Textile recycling has been shown by an independent carbon and water auditor to provide environmental savings, such as reduced water, electricity and greenhouse gas emissions*</p> <p>Textile recycling may reduce the need for chemical dyestuffs and pesticides</p>
<i>Transparency</i>	<p>Provides brands with third party verification that their recycling claims are genuine</p> <p>Safeguards brands from possible negative backlash arising from non-verified claims</p> <p>Provides brand's stakeholders with a fully traceable supply chain</p>	<p>Meets consumers' increasingly well-educated and higher demands when it comes to brand's claims</p> <p>Provides consumers with a fully traceable supply chain</p>	<p>Ensures that waste materials in the fashion loop are re-used, as opposed to creating new resource-intense materials, to slow down the depletion of natural resources</p> <p>An audit (by external parties) can be performed to provide transparent environmental savings</p>
<i>Education</i>	Demonstrates the brand's CSR and waste management efforts to stakeholders	Provides consumers with instant verification via in-store marketing, the unique QR codes and mobile-friendly website with accessible animations in English and Chinese	Provides opportunity about education about the environment

*\*Environmental audits are not part of the R Cert™ scope*

# Brand: The process



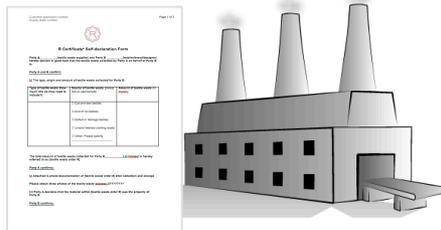
## ① Application

- ✓ Brand submits application form of interest
- ✓ Redress evaluates brand's supply chain and provides an estimated quote
- ✓ The brand signs a licensing agreement



## ② Waste collection

- ✓ Textile waste collection suppliers are confirmed (from either GRS or non GRS Certified)
- ✓ Joint self declaration form/s are signed by brand and their waste collector/s
- ✓ Redress inspects the documentation and may do a spot check of the waste prior to recycling



## ③ Production

- ✓ The textile recycling and garment manufacturing proceeds in GRS Certified factories
- ✓ Redress reviews the transaction certificates and documents during garment manufacturing
- ✓ Upon satisfaction, The R Cert is issued to the brand



## ④ Marketing

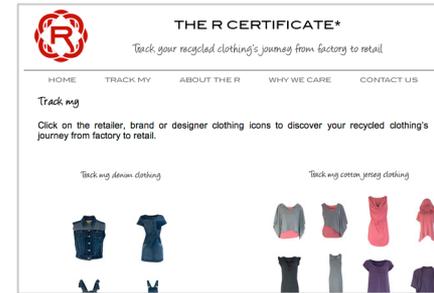
- ✓ Redress provides the brand with the marketing material for their hangtag/ or an additional R Cert hangtag. The hangtag contains:
  - The mandatory statement “This product contains [--]% of [brand]’s own recycled [fabric type]. Use [code] in [www.rcert.org](http://www.rcert.org) to track the journey.”
  - Optional unique QR code
  - Optional use of the R Cert Trade Mark
- ✓ Redress publishes the final educational collaterals on [www.rcert.org](http://www.rcert.org) (NB the [www.rcert.org](http://www.rcert.org) will be the primary URL as of 1st April 2013)

# Consumer: The process



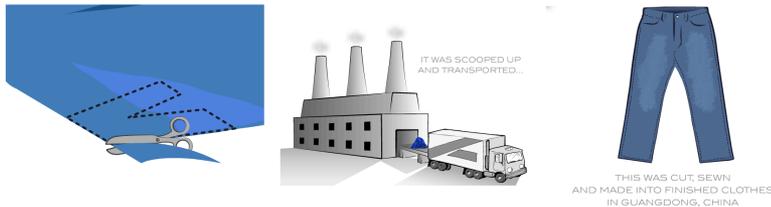
## ① Hangtag

- ✓ The consumer goes to [www.rcert.org](http://www.rcert.org) to insert the garment's unique tracking code printed on the hangtag
- ✓ Or the consumer scans the unique QR code if printed on the hangtag (to take them directly to the animation, stage 3 below)



## ② Website

- ✓ If the consumer does not have a hangtag, they can insert the brand's name into [www.rcert.org](http://www.rcert.org) and click on their purchased clothing images to find the corresponding animation



## ③ Animation

- ✓ The consumer views the brand's specific animation for that supply chain, which includes:
  - o The clothing's journey from factory to retail
  - o The factories' regional locations
  - o Description of the recycling process, content and environmental benefits



## ④ Education

- ✓ In addition, the consumer can learn more about the textile recycling, transparency and environmental sustainability of the R Cert

## Brands: Getting started

- ① The basic checklist to find out if your company and products are suitable for the R Cert

Your company...

- ✓ Are you a brand producing and retailing your own garments?
- ✓ Do you have a vertically integrated supply chain or close relationship with your suppliers to be able to identify your own waste?
- ✓ Do your suppliers or intended suppliers have a current GRS certificate?

Your commitment...

- ✓ Do you have a strong corporate sustainability commitment to reduce waste along your supply chain?
- ✓ Do you have strong internal operational supply chain management?

Your customer...

- ✓ Do you want to engage more with your customers?

- ② If yes, please submit the basic application form of interest to [christina@redress.com.hk](mailto:christina@redress.com.hk)

- ③ Redress will provide an estimated quote based complexity of the anticipated supply chain

## Contact Redress

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