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

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<th>Textile recycling</th>
<th>Brand</th>
<th>Consumer</th>
<th>Environment</th>
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<tbody>
<tr>
<td>Helps brands to develop sustainable collections to meet increasing consumer demands</td>
<td>Meets consumers’ understanding due to well definable and understandable environmental benefits of recycling, as opposed to other more complex issues surrounding sustainable production methods</td>
<td>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</td>
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<th>Savings</th>
<th>Enables brands to address closed loop recycling</th>
<th>Allows consumers to purchase recycled textile clothing at competitive price points</th>
<th>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*</th>
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<td>Cost neutral cases may be possible, as opposed to organic</td>
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<td>Textile recycling may reduce the need for chemical dyestuffs and pesticides</td>
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<th>Transparency</th>
<th>Provides brands with third party verification that their recycling claims are genuine</th>
<th>Meets consumers’ increasingly well-educated and higher demands when it comes to brand’s claims</th>
<th>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</th>
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<td>Safeguards brands from possible negative backlash arising from non-verified claims</td>
<td>Provides consumers with a fully traceable supply chain</td>
<td>An audit (by external parties) can be performed to provide transparent environmental savings</td>
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<td>Provides brand’s stakeholders with a fully traceable supply chain</td>
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| Education | 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 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 (NB the 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:
     - The clothing’s journey from factory to retail
     - The factories’ regional locations
     - 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

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

Contact Redress
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