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**SCIRT.**

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**Description of findings of the consumer behavioural flow interventions**

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## Summary

This deliverable is part of Task 5.3 Consumer behavioural flow intervention of the SCIRT project, focusing on consumer behaviour in relation to sustainable and circular fashion. Prospex Institute conducted four Citizen Labs (CL) across Europe to understand consumer's purchase decisions, perceptions of recycled textiles, and barriers to sustainability in the textile/fashion industry. Two CL's were conducted in urban areas, and two in rural areas, as one of the objectives was to assess consumer's level of awareness from a regional perspective. In general consumers are very interested in sustainable and circular fashion, but they also have concerns about recycled textile authenticity and greenwashing, according to the SCIRT Citizen Labs. Participants repeatedly advocated for increased transparency, clear labelling, and effective incentives to encourage recycling activities. In addition to the in-person Citizen Labs, the SCIRT online tool was developed and launched in January 2024. The wider online experience was carried out via a digital platform (SCIRT project website) with the intention to engage with consumers on a larger scale across Europe, and to obtain more insights to help refine SCIRT's understanding of barriers and challenges to address in relation to purchasing behaviour.

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## **D5.2 Description of findings of the consumer behavioural flow interventions**



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## Executive Summary

This deliverable is part of Task 5.3 Consumer behavioural flow intervention of the SCIRT project, focusing on consumer behaviour in relation to sustainable and circular fashion. Prospex Institute conducted four Citizen Labs (CL) across Europe to understand consumer's purchase decisions, perceptions of recycled textiles, and barriers to sustainability in the textile / fashion industry. Two CL's were conducted in urban areas, and two in rural areas, as one of the objectives was to assess consumer's level of awareness from a regional perspective.

Key insights from workshops in France and Belgium are summarized below.

In Paris, the first urban workshop, held on October 2, 2022, involved 15 participants with a focus on their clothing purchase criteria, such as price, fabric quality, and production conditions. There was a strong demand for detailed product information, preferably via QR codes. Discussions on recycled clothes highlighted a need for clearer distinctions between recycling technologies and concerns about "greenwashing". Participants also expressed interest in incentives for returning old clothes for recycling.

The Lorient rural workshop on May 6, 2023, included a diverse group of 15 participants and revealed that environmental concerns were important but often constrained by budget limitations, leading many to choose second-hand clothing. There was a demand for clear labelling to distinguish recycled textiles from second-hand clothes and to ensure transparency. Financial incentives and ethical considerations were seen as key motivators for recycling.

The Brussels workshop on October 4, 2022, with 18 participants, focused on understanding perceptions of recycled textiles and circular fashion. The need for clear, accessible information and the elimination of scepticism towards recycled materials were highlighted. This feedback is crucial for creating effective policies and business strategies to support a more sustainable clothing industry.

In Izegem, on March 17, 2023, 15 participants discussed their views on circular fashion, emphasizing the need for greater transparency and trust in the sustainability of recycled materials. Barriers such as a lack of awareness and mistrust were significant, and the feedback will guide SCIRT in developing business models and policy recommendations.

In general consumers are very interested in sustainable and circular fashion, but they also have concerns about recycled textile authenticity and greenwashing, according to the SCIRT Citizen Labs. Participants repeatedly advocated for increased transparency, clear labelling, and effective incentives to encourage recycling activities.

In addition to the in-person Citizen Labs, a SCIRT online tool was developed and launched in January 2024. The wider online experience was carried out via a digital platform (SCIRT project website) with the intention to engage with consumers on a larger scale across Europe, and to obtain more insights to help refine SCIRT's understanding of barriers and challenges to address in relation to purchasing behaviour.

## Keywords

Consumer Behavior, Sustainable Fashion, Circular Fashion, Recycled Textiles, Greenwashing, Transparency



## Abbreviations and acronyms

Acronym	Description
CL	Citizen Lab
CQI	Criteria, Quotas, Individuals
D	Deliverable
GDPR	General Data Protection Regulation
WP	Work Package
PI	Prospex Institute



# 1 Introduction

## 1.1 Introduction to Citizen Labs

Citizen Labs are dynamic and open innovation ecosystems designed to co-create and gather input. These labs involve an iterative process where continuous feedback is collected and integrated throughout the development and roll-out of the project. This approach aims to gather feedback in a way that makes the decision-making process sustainable and socially acceptable.

The core objective of Citizen Labs is to develop innovations that are not only technologically advanced but also align with societal needs and values. This is achieved by engaging all actors who are either impacted by or can impact the innovation being developed. Typically, this collaborative process follows the Quadruple Helix model, which includes academia, industry, government, and civil society, but the actors involved in each specific workshop may vary, depending on the interest and the needs of the e.g. project consortium.

Citizen Labs function as a form of stakeholder engagement, bringing together various stakeholders to actively participate in the co-creation process of the project. By involving stakeholders directly, Citizen Labs ensure that diverse perspectives are considered, and that the process is transparent and inclusive. This engagement helps build trust and accountability, as stakeholders are not merely passive recipients of the project but active contributors to its development.

Ultimately, Citizen Labs ensure that innovations are developed in a participatory and inclusive manner, leading to outcomes that are robust, acceptable, and beneficial for society. Through this form of stakeholder engagement, Citizen Labs foster a sense of ownership and shared responsibility among all participants, enhancing the overall impact and success of the project.

## 1.2 Citizen Labs in SCIRT

Citizen Labs are a part of the Task 5.3 Consumer behavioural flow intervention. In the context of the SCIRT project, these labs, in the form of workshops, played a crucial role in incorporating consumer perspectives into the development of sustainable practices in the fashion industry. Recognizing that consumers are central to driving real changes, this task of the SCIRT project focuses on understanding consumer behaviour related to purchasing decisions and the disposal of clothes at the end of their life cycle.

Prospex Institute used a hybrid approach to stakeholder engagement, using both online and in-person engagement activities. The goal of this mixed strategy was to collect extensive feedback and conduct a thorough assessment of consumer behaviour.

Overall, four Citizen Labs were carried out in person with certain consumer groups in two different countries, Belgium and France, and in two different areas, rural and urban (see the table below). The locations and consumer groups were chosen based on target textile products studied in WP3 cases.

To ensure good communication and participation, these sessions were held in the participants' native languages.



Table 1: SCIRT Citizen Labs

City	Date	Format	Participants
Brussels	October 4, 2022	In-person	18
Paris	October 2, 2022	In-person	15
Lorient	May 6, 2023	In-person	15
Izegem	on March 17, 2023	In-person	15

The Citizen Labs focused on two primary areas: consumer behaviour when purchasing clothes, and consumer behaviour regarding discarding and reusing clothes. By examining these behaviours, the project aimed to identify key areas for potential intervention to encourage behavioural change towards more sustainable practices.

### 1.2.1 Preparatory phase

During the preparatory phase of the Citizen Labs, PI coordinated with the SCIRT project brands (Bel&Bo, Decathlon, HNST, Xandres and Petit Bateau) to understand their interest and potential needs or messages to bring across to consumers related to purchasing habits.

In line with the main objective of the SCIRT Citizen Labs, namely gathering fashion end-users to learn about their textile consumption habits and to better understand their future willingness to purchase recycled garment, such as the demo clothing being produced in the project, the brands were invited to share their specific objectives for the CL's flow to be designed according to that.

The idea was for the CL's to be held across Europe, in four different countries in their respective languages, but for the purposes of gaining valuable results for the brands that would help them better understand their customers it was decided for the events to be held in countries where their main target customers could be reached therefore in the end, the CL's were limited to two countries (France and Belgium, to cover the market for all brands as seen in the table below). It was assumed by the brands that the habitat of consumers e.g. rural versus urban, could influence their requirements, purchase behaviours and tendency towards fashion and sustainable behaviours, hence it was decided to focus on two different habitats for the events to see if indeed this assumption is valid. Therefore the aim was to organise two workshops in urban areas, where the population was expected to be more oriented to implementing sustainability practices in their daily lives, in addition to possibly be more focused on fashion trends and two in rural areas, where the population was expected to not be so ecologically and / or fashion conscious. . Thus, it would be easier to analyse which behaviours related to the more rural areas and what is related to their environmental engagement.

The brands provided an overview of their typical customers and the countries they are most present in as shown in the table below.



Table 2: SCIRT brands customers

Brands	Countries	Customers
Bel&Bo	<b>Belgium</b> - Flanders	35-50 years old, women in Flanders, carrying, more conservative, peripheries and shopping malls, value convenience, locally focused, no questions about sustainability Mom, shopping outside city centers, family first.
Xandres	<b>Belgium - cities</b> Netherlands (Germany)	50 - 70 years old, women, no questions about sustainability, luxury segment.
Decathlon	<b>France</b> Spain Italy (Germany)	No questions about sustainability. Outdoor, practical.
HNST	<b>Belgium</b> The Netherlands France	Eco-warrior, in the future: fashion-oriented Expats.
Petit Bateau	<b>France</b> Italy Germany	Women, increasing questions about sustainability.

Apart from locations, the brands also provided information on what areas / insights they would be most interested to learn about which enabled PI to develop the right concept and flow of the CL's to optimise the output.

The brand's interests revolved around their customers purchasing habits, how often and where they shop, why do they decide to purchase a piece of garment (design, price, durability, etc.) and how do they dispose of their clothes in order to be able to implement appropriate measures on a brand level that would enable the consumers to make better purchasing decisions.

### 1.2.2 The process

PI took into consideration the partner expectations and interests and designed a facilitation plan that was appropriate to be used across all four CL's with the intention to gather comparable results to understand the differences between countries and rural and urban environments.

The flow was divided in three sections:

- Buying behavior
- Purchase decision making
- Attitude towards recycled items



All workshops started with an ice breaker, after which a few questions were asked to focus the participants on the thinking they have when they purchase clothes, harvesting first insights for the SCIRT project to better understand their purchasing habits.

During the second section, the participants were divided into three groups and presented with different pieces of garments, each group being asked to consider buying one item.

The first group was asked to consider buying office trousers, the second group a swimming suit, and the third one a pair of jeans.

Each group was first asked to answer how much would they be ready to pay for this clothing item, and then to write which information on the label they would be looking for when they would consider buying this type of garment.

Each of the groups were then given two items of the same product they could be considering to buy, one from a cheaper fashion brand offering a cloth item made from virgin textile, and one from a more sustainable brand offering a cloth item from recycled textiles. After having a look and feel of the garments, the groups were facilitated by PI moderators to answer a set of questions:

- Which factors do you consider when you buy an item like this (for example: price, design, material...)?
- Which of the two items that you received compares better when assessing these factors?
- At the end, which of the two items do you decide to buy (item 1, item 2, no buy, no consensus reached)?
- Why did you make this decision (or what was the blocker from reaching the consensus)?

During the third section, after the group exercise, all the participants gathered to discuss their perception on recycled clothes and the workshops were finished after the “Ideas generator” where the participants were brainstorming on what would encourage them to start buying clothes from recycled content and what would persuade them to return their used clothes back to the shops and the brands.

The results of these workshops are presented in the following sections, divided into results of the urban CL’s and results of the rural CL’s per country.



## 2 Urban Citizen Labs

### 2.1 CL Paris

Since some of the brands taking part in SCIRT are targeting sustainable consumers in France, the first SCIRT Citizen Lab was organised as part of [The Conscious Festival](#), an educational event about sustainability focusing on fashion, beauty, lifestyle, food, money, transport and energy.

15 participants attended the SCIRT Citizen Lab, and the following graph shows that 80% were women and 20% were men. The age group best represented at the event was "30 years and below" (73% out of 15 participants) so it is possible to conclude that younger generations are more interested in the sustainable fashion as the workshop was held at the Conscious Festival. Four people were in their thirties and forties and one participant was above 50 years old.

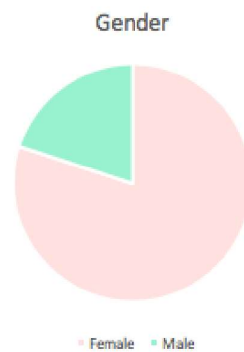


Figure 1: Gender representation

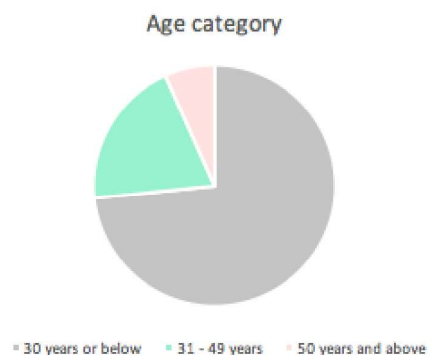


Figure 2: Age category representation

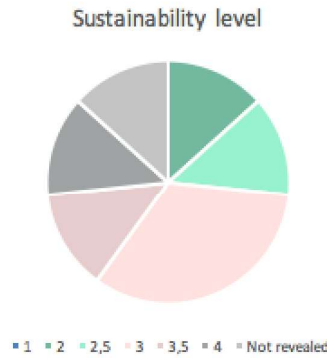


Figure 3: Daily applications of sustainable practices among participants

The above graph correlates to the application of sustainable practices in participant’s daily lives, where 1 represents “I don’t consider it at all”, and 5 represents the statement “I am doing everything I can to be sustainable”. On average, the self-perceived sustainability level of the participants was 3/5.

### 2.1.1 Intro session<sup>1</sup>

The participants were asked to recall the last representative clothes shopping they did and choose one of the two suggested options:

Table 3: Participants’ last shopping experience

% of participants choosing answer 1	Did you buy it..		% of participants choosing answer 2
47%	Because you needed it (i.e. you had to buy it)	Because you liked it (you didn't need to buy it but you wanted to have it)	53%
20%	Online	Offline	80%
50%	New item(s)	2nd hand item(s)	50%
53%	One item	Several items	47%
53%	From a mass producer	From a small-scale producer or designer or “I do not know (i.e. second hand purchase)”	47%
27%	Any item made of recycled textiles	No item(s) from recycled textiles	73%

<sup>1</sup> Please note that due to the nature of the event (a fair during which participants are free to come and go to the sessions as they please), and since the room assigned by the fair organisers for the SCIRT workshop was not well isolated from the outside noise, not all participants stayed until the end of the Citizen Lab.



## 2.1.2 Purchase decision making

### Office trousers

**Price:** three participants willing to pay 30 – 40 eur and two participants a 100 eur.

**Label:** to include information about the fabric, size, origin (the location of assembling / production, as well as the social context of the production location, for example information on the working conditions available through a QR code), the processing / the chemicals used, how to clean it, its carbon footprint, the cost distribution (where the money goes when the item is purchased), and the value chain (for example if it can be recycled or upcycled).

**Buying factors:** price, design, fabric, how it feels, its origin, ease of cleaning, quality/price ratio, comfort and how ethical the item seems to be in terms of its production.

The cheaper pants compared better in terms of price and design, while the other trousers compared better for all the other factors, except for the ease of cleaning, where there was a tie. It was noted that neither trousers had a great quality/price ratio, but that the more sustainable pants ratio was better than that of the cheaper ones.

The entire group decided they would not buy any of the trousers quoting several reasons:

- because they did not need them,
- because they would rather add value to their existing wardrobe by recombining already owned items to be able to use them instead of a new pair of office pants,
- because they would rather buy second hand since both pairs of trousers contained plastic and even if that plastic was recycled it would add value to the plastic industry, or could even be used as an excuse to keep on producing plastic which should instead be ended as soon as possible.

### Swimming suit

**Price:** all willing to pay 100€. One participants mentioned they would rather buy second-hand swimming suit, for which they would be willing to pay 60€.

**Label:** information on how to clean it / maintain it over time, where the fabrics come from, a description of the fabrics, the production (location and processes used), and the carbon footprint.

**Buying factors:** the item's style/fit, fabric and seam (comfort), versatility, the fabric used, origin, and the sustainability commitments of the brand.

The recycled swimming suit compared better on all factors, except for its versatility where three participants liked the more sustainable swimming suit more, and two others preferred the cheaper option.

The group decided they would buy the recycled swimming suit because of all those criteria and because they would rather spend money on a swimming suit from a responsible clothing brand, adding that it is not a clothing item one buys often, so they would rather purchase something they truly like.

### Jeans

**Price:** four participants would pay 100€ for a pair, of which one member added that they would only have paid 30€ when they were living on a student budget. One participant would be willing to pay 40€.



**Label:** information on the item's origin, fabric, working conditions during the production process, its ecological score, dying process and other chemicals used, year of production, total km traveled, and carbon footprint. As all this information would not fit on the label they suggested that the label could have a QR code that would redirect towards that information.

**Buying factors:** fabric, quality and finishes, design, price, country in which the item was made, how sustainable it was, and how easy it would be to buy it.

The cheaper jeans compared better in terms of design, price, and ease of purchase. The recycled jeans compared better in terms of fabric, quality and finishes, the country in which it was made, and its sustainability.

In the group, three would buy the recycled jeans because they are more sustainable and of higher quality. They are more expensive, but this fact enables consumers to buy less and consume less, giving them a feeling of doing "the right thing". One person would buy the cheaper jeans because of its price, because of their good appearance, because "you know what you get" (i.e. you know they do not cost much and that they would not last that long, but the other pair of jeans might be expensive while you do not know how long it will last). Finally, one person would not buy any of the two items because that person recycles and creates their own clothes.

### 2.1.3 Perception of clothes made of recycled textiles

After the group exercise, the following feedback was given on recycled clothes:

- The need to make clear distinction between what is recycled, a thread or the entire fabric, because they entail different processes that require different amount of time, resources and energy.
- The fact that recycling plastic only postpones the environmental challenge of plastic breaking down and gives value to a production chain that should simply be stopped.
- Not everything could be recycled, for example differences between long and short fibers.
- It would be more useful to use new fabrics that have been produced but not used in making clothes (such as leftovers, scraps, etc.)
- Even if all fabric produced could be used, it would not be a sufficient measure, therefore recycling old clothes should be also implemented.
- There should be distinctions made between the different types of recycling, for example upcycling and recycling is not the same.

### 2.1.4 Ideas generator

In the last part of the workshops, participants were asked to write their top ideas to answer two questions and their ideas are available in the tables below.

Table 4: Participants' ideas on what would encourage them to start buying recycled clothes

#### Q1: What would encourage you to start buying clothes from recycled textiles?

I believe we need social and political engagement from the fashion industry. It should not be allowed to produce if it is not done consciously and with a strong ecological responsibility. Each brand should think about an education plan for their consumers to make them more

conscious of their impact and of their lives as citizens of this world. WORK on this feeling of doing the right thing, build a feeling of collective engagement
If I see a meaning and an increased value of the recycled fabric, if it is a "regenerative" fabric for the production cycle
If I like the textile and if those clothes can themselves be recycled after
That it participates in an ethical approach and does not sustain bad behaviours like using water bottles
Better quality of the fibers produced by recycling (e.g. cashmere vs polyester...)
If it indeed was produced with no lack of quality without being expensive
The fact that they are being produced with fabrics that respect the environment, in a manner that respects the producers

Table 5: Participants' ideas on what would encourage them to return used clothes

<b>Q2: What would encourage you to return your used clothes to the shop/brand where you bought them?</b>
A financial compensation (small)
Handy collection site, a service that gathers used clothes
That it is explained when purchasing, to be well informed. And bonus if it is simple to return clothes and if one can have rewards
That reuse be favoured
Just stop producing because we do not need it! Keep, repair, recycle
If the brand has a commitment to reduce as much as possible the energy / resources invested in re-producing / re-cycling

## 2.2 CL Brussels

The first SCIRT Citizen Lab in Belgium was organised in a co-working space, gathering 18 participants who - in majority - identify themselves as conscious consumers. Although based in Brussels, the group consisted of numerous nationalities, including Belgium, China, Colombia, Lithuania, Germany, Greece, Italy, Japan, Lithuania, Philippines, Italy and more. The participants covered all age categories, with 33% men and 67% women attending the event.





Figure 4: Gender distribution of participants

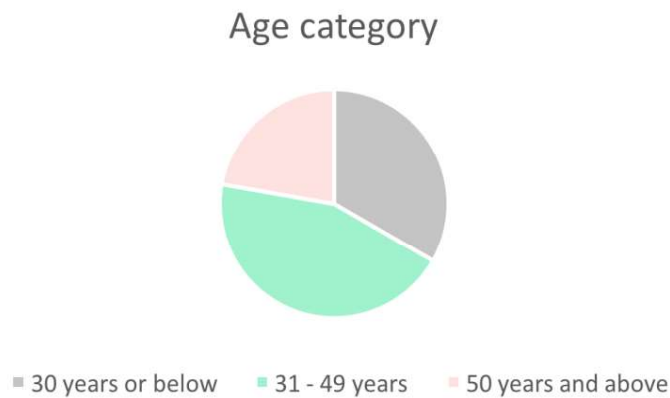


Figure 5: Age group representation

Out of 18 participants, 6 (33%) were 30 years of younger, and 4 (22%) were above 50 years old. The most participants, 8 (44%) were in the age group between 30 and 50 years old.



Figure 6: Applications of sustainable practices among participants

The above graph correlates to the application of sustainable practices in participant’s daily lives, where 1 represents “I don’t consider it at all”, and 5 represents the statement “I am doing everything I can to be sustainable”. On average, the self-perceived sustainability level of the participants was 3.5/5.

## 2.2.1 Intro session

The participants were asked to recall the last representative clothes shopping they did and choose one of the two suggested options:

Table 6: Participants' last shopping experience

% of participants choosing answer 1	Did you buy it..		% of participants choosing answer 2
67%	because you needed it (i.e. you had to buy it)	because you liked it (you didn't need to buy it but you wanted to have it)	33%
16%	online	offline	84%
78%	New item(s)	2nd hand item(s)	22%
33%	One item	Several items	67%
50%	From a mass producer	From a small-scale producer or designer or "I do not know (i.e. second hand purchase)"	50%
11%	Any item made of recycled textiles	No item(s) from recycled textiles	89%

## 2.2.2 Purchase decision making

### Office trousers

**Price:** one person estimated 50 EUR, two participants would pay 70 EUR, one participant a range between 100 and 120 EUR and one participant would spend up to 120 EUR for office trousers.

**Label:** information on where the product was made, price, how to wash it, whether it requires ironing, as well as material composition, brand and information whether it is certified as Fair Trade.

**Buying factors:** design turned out to be a decisive factor, place of origin (the group admitted that despite knowing that the item might have been produced in a location known for poor working conditions and quality, they would still consider buying the item if they liked the design), price (why pay a lot of money for an item, if for the same price they could have 2- 3 similar, but cheaper items), sustainability (however, they were concerned about the more sustainable item, as they felt that the label was not transparent discouraging people from buying this expensive item<sup>2</sup>), composition (willing to pay more for natural

<sup>2</sup> The label highlighted that the item was "designed in Germany" in big font, but "made in Bulgaria" in a smaller hidden font. It also mentioned that the item was "made of 100% recycled polyester", and in smaller letters included the information that the whole item was only 50% recycled polyester +



textiles, but not for synthetic material such as polyester, even if it was recycled), the familiarity with the brand (the small producer of the recycled cloth item was unknown to the participants, and they did not trust it).

The group did not find the consensus on which item they would collectively buy, with three participants voting for the cheaper non-recycled item, and two for the recycled office trousers. The deciding factor was design, with one participant already working in the field of sustainability choosing the cheaper and less sustainable item simple because they liked the design.

### Swimming suit

**Price:** participants would pay a price ranging from 10 to max. 50 eur. Most of them converged in the middle of the price range (between 25 and 35 euros). One person would pay 40 eur and two persons would pay 50 eur.

**Label:** brand, fabric, fabrication location, size, fit, washing and ironing instructions and instructions on disposal<sup>3</sup>.

**Buying factors:** the fit, design, quality of the fabric.

The recycled item was preferred by all participants on all but one factor. Only on the stretchiness of the fabric, the first item was preferred; for all the other elements (look, size, stretch of the fabric, quality of the fabric and the colour, uniqueness, wide enough breast area).

Even though there was a clear preference for the recycled item, they decided to buy neither of the pieces. The factors they based their decision on were price and design. The design of both bathing suits was rather simple according to the participants and the recycled item was deemed too expensive, especially since it was a rather sober model. The other cloth was too simple and inferior to the recycled one in terms of quality.

### Jeans

**Price:** participants were willing to pay 80 EUR on average for a pair of jeans, the minimum price for this clothing was set at 35 EUR and the highest price they would consider paying for a pair of jeans was 200 EUR.

**Label:** information regarding the presence and percentage of recycled material, composition and material, size (came after the interest in the material, as the participants stated they would only try on and consider the purchase if they are content with the material). While examining the label, they are usually least interested in the information about the country in which the garment was produced.

**Buying factors:** necessity, as the most crucial factor, was closely followed by price of the garment, material, characteristics of the fibre, design (originality and whether the clothing looks special), maintenance, durability, wearability, accessibility of the store, return policy, origin, sustainability, inclusion of recyclable materials and fair labour tag.

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50% virgin material. In this case, participants felt they were being "fooled" which increased their distrust towards the more sustainable item.

<sup>3</sup> The participants all contemplated on the fact that they didn't really look at the clothing label when purchasing a cloth, aside for checking the brand, the size of the garment or sometimes the fit. The other information mentioned was issued because it was common sense to find the washing instructions on the label for example, but the participants would not look at this before buying the cloth.

A unanimous decision was made to buy the jeans that compared better in most of the abovementioned factors, i.e. the more sustainable pair of jeans

### 2.2.3 Perception of clothes made of recycled textiles

After the group exercise, all the participants were asked about their perceptions on recycled clothes and the following reflections were collected:

- There seemed to be a feeling that recycled textiles are not “clean”, i.e. there might be strong chemicals used in the production, or the production might be still taking place in poor locations
- Doubts if “recycled” means “sustainable”: how about a fair pay? How about using chemicals in the process?
- Very strong need to feel the brands selling recycled textiles are 100% transparent about the origin and production of the clothes, fear of greenwashing
- General certification as an idea to give more credibility to recycled clothes. Participants would like to have a trusted organisation (NGOs such as WWF, Greenpeace, etc.) certifying that the product is truly good for the environment / social conditions
- Some participants choose to “have hope” that clothes from recycled textiles are more sustainable, whereas others are more critical
- Design plays a pivotal role in the purchase decision but price remains important too, also for clothes made of recycled textiles.

### 2.2.4 Discarding of old clothes

The participants were asked to estimate how much percentage of clothes that they own, they actually wear. In the group, around 20% of participants said they were wearing all the clothes they own, roughly 60% was using at least 50% of their wardrobe, and 20% estimated that they were making use of 40% or less of the clothes they owned.

Next, the participants were asked what they do with the clothes they don't wear anymore. 35% of participants admitted they would most likely keep it in their wardrobe, whereas 65% was committed to discarding them.

From those, who said they would get rid of unused clothes, the majority mentioned donations (such as the Belgian Petit Rien) and reuse (such as making new clothes, using the clothes as a bed for a pet, etc.) as their typical behaviours. Not a single person claimed throwing clothes in the general garbage.

In the group of participants who admitted they would not discard clothes they don't use, they mentioned reasons such as “laziness” and “emotional value”, as well as difficulties with understanding where they can dispose of old clothes (i.e. information missing). They also complained about the lack of infrastructure, such as dedicated containers in their neighbourhood, or containers constantly overflowing with clothes.

### 2.2.5 Ideas generator

The following inputs were collected:

Table 7: Participants' ideas on how to encourage purchase of recycled clothes

**Q1: What would encourage you to start buying clothes from recycled textiles?**

**Points received**



	(sum of 5x 1-5 points)
Same / lower price than non-recycled clothes	23
If companies can show that they produce less from other ways, price	23
Better design	22
Design	22
Clear information on how it is recycled	22
Clearer information adequate pricing good fabric	21
A mutually agreed (between industry and regulations_ very clearly defined definition of what constitutes sustainability in recycled textiles. If possible, with scoring (think of nutriscore)	21
To have a certificate / "stamp" that it is really a recycled materials they are using	18
Choice: available in several design, models	17
Certainty that is not just marketing, a clear statement of the energy or resources preserved	17
Price	17
Material not sturdy	16
Traceability is important. From which feedstock the clothes are recycled	16
Knowing more about the process, how it was done, if it was actually sustainable - sustainable standard and criteria can help	16
Greater transparency	15
Price	14
An NGO or quality mark endorsement	14
Better design, more variety of styles	13

Table 8: Participants' ideas on how to encourage return of old clothes for recycling

<b>Q2: What would encourage you to return your used clothes to the shop/brand where you bought them?</b>	<b>Points received (5x 1-5 points max = 25)</b>



A discount card for future purchases of items made of recycled materials	25
If it's offered and advertised, discounts	24
-financial incentive -> for example customers returning clothes would get points on shopcards and get discounts; -possibility to return online at the shop expense; -possibility to return it in different locations (e.g. you buy pants in COS in Brussels but return then in COS in Antwerp)	22
That they are re-used in a proper way (transparent)	22
A return coupon, like the vidange in Belgium	21
Financial incentive (discount price)	21
Accessibility of the service (not having to wait, easily identifiable containers, fast)	20
A selection between a small discount in the next purchase (2-3%) or donation to a charity	19
Easily accessible boxes to put in (in the neighbourhood / outside shops); delivery/collection services	19
Collect any clothes (regardless of brands, material...), people don't want to bring only one cloth	19
Easily accessible containers to drop used items	19
Get a voucher for new purchase	18
Discount on the next purchase	16
The possibility to exchange it for a different one and that's going to be reused, not donated	16
Make it easy - boxes	15
Knowing that they will actively reuse them sustainably, project with communities	15
Knowing that they really recycle them	14
A little reward (discount for next purchase, little gift)	13

## 2.3 Conclusion and comparison of results of urban CL's

The key considerations that influence consumers' clothing choices are particularly related to price, design, sustainability, and transparency. Participants prioritize affordability and the aesthetic appeal of clothing, with a notable interest in recycled / sustainable designed clothes if they are reasonably priced and of good quality. Transparency about the production process, including the chemicals used and the environmental impact, is crucial



to build consumer's trust. There is a shared preference for more detailed information, such as through QR codes or a scoring system, to ensure that clothing is genuinely sustainable and of good quality. Concerns were also raised about the overall effectiveness of recycling in addressing overconsumption, with some participants favoring re-use and repair over recycling. Accessibility to recycling infrastructure and clear guidelines for disposal are important, with financial incentives being a key motivator for returning used clothes.

Looking at some of the similarities in regard to recycled clothes, during both urban CL's the emphasis was on price and quality as primary factors in purchasing decisions. Both groups stressed the need for transparency about the production process and materials used, with a fear of "greenwashing" present in both conclusions. Providing clear, accessible information is deemed essential. Some scepticism regarding the effectiveness of recycling as a solution was noticed, with some participants favouring re-use and repair as more sustainable alternatives.

As for the differences among the two CL's, the Brussels CL group placed a stronger emphasis on the design of clothes as a decisive factor for purchasing recycled garments, whereas the Paris CL group mentioned it but does not prioritize it that highly. While both groups addressed concerns about recycling, the Paris CL discussions detailed specific worries about plastic recycling and its association with environmental harm, a nuance less emphasized in the Brussels CL. Additionally the Paris group mentioned small financial incentives for recycling, while the Brussels CL group suggested a broader range of incentives, including the possibility of exchanging used clothes and the need for a better accessibility of recycling services.

## 3 Rural Citizen Labs

### 3.1 CL Lorient

The first rural workshop was organized in Lorient, a mid-size provincial city with the aim to engage with more diverse consumers to interact with different French consumers than the previous Citizen Lab held in Paris. The participants were quite diverse and the group was a combination of single students, workers of all ages, families with children, and retirees. Only people over 18 years of age answered the questions, children were playing while their parents took part in the workshop.

A total of 15 participants attended, out of which 4 were women and 11 men.



Figure 7: Gender representation

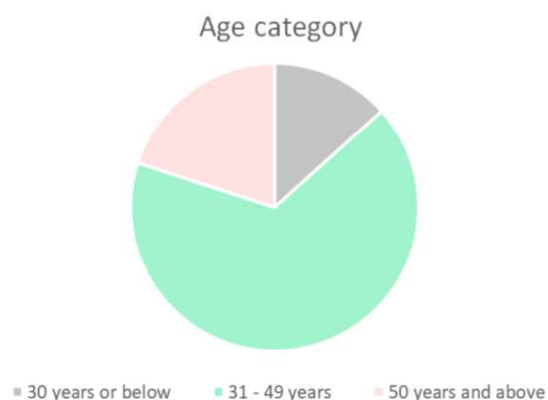


Figure 8: Age group representation

Out of 15 participants, 4 (33%) were 30 years or younger, and 3 (22%) were above 50 years old. The most participants, 8 (44%) were in the age group between 30 and 50 years old.



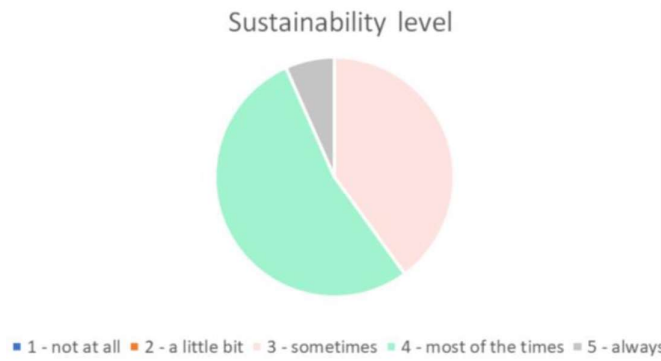


Figure 9: Daily applications of sustainable practices among participants

The above graph correlates to the application of sustainable practices in participant’s daily lives.

The spectrum is quite diverse ranging from, where 1 who answered represents “I don’t consider it at all”, to 5 represented by the statement “I am doing everything I can to be sustainable” and 9 were across the middle range. On average, the self-perceived sustainability level of the participants was 3.6/5.

### 3.1.1 Intro session

The participants were asked to recall the last representative clothes shopping they did and provide insights into why they made the purchase.

Table 9: Participants’ last shopping experience

% of participants choosing answer 1	Did you buy it.. <sup>4</sup>		% of participants choosing answer
40	because you needed it (i.e. you had to buy it)	because you liked it (you didn’t need to buy it but you wanted to have it)	60
30	online	offline	70
62,5	New items	2 <sup>nd</sup> hand items	37,5
55,6	One item	Several items	44,4
20	From a mass producer	From a small-scale producer or designer	80
0	Any clothes made of recycled textiles	No clothes from recycled textiles	100

<sup>4</sup> For the second question, one participant answered that the item they had in mind was not bought online or offline but exchanged. That answer was included in the offline count of answers.

### 3.1.2 Purchase decision making

#### Office trousers

**Price:** two people would pay 80 eur, one would pay 120 eur and two would pay 140 eur.

**Label:** price, size, wash instructions, the model of the pants (e.g. skinny or not), type of fabric. As for the information they would like on the label, they mentioned: CO2 impact, Quality index (1 to 5 indicating how long the garment will last), origin, production (conditions, handmade, etc.), amount the person producing the garment is being paid.

**Buying factors:** comfort, look and cut, type of textile, price, brand, country of production, working conditions of the people in the country of production.

The virgin material pants compared better in terms of price (would be bought by one participant, but only because it was cheaper) and the one with % of recycled material compared better in terms of comfort, aspect, type of textile, country of production (would be bought by three participants).

#### Swimsuit

**Price:** participants would be willing to pay 7-10 eur, 10-20 eur, and 30 eur. One participant said they had no idea what price he would expect for a swimming suit.

**Label:** composition, how to clean it, size, origin of production, fabric, weight (time it would need to dry), colour.

**Buying factors:** price, fabric, country of production.

The cheaper swimming suit compared better in terms of price (four out of four participants) and weight, as mentioned by two participants. The organic swimming suit compared better in terms of fabric (three out of four participants), and country of production (four out of four participants).

The reason motivating the purchase of the cheaper item was for three participants was its price, one participant adding that for him recycled items should be in his opinion cheaper. The Organic swimming suit would be bought for its composition and origin of fabrication, despite its price because it would be used for several years.

The three participants having chosen the cheaper swimming suit would have bought the organic one if its price was approx. 30 eur.

#### Jeans

**Price:** participants would be willing to pay 5-10 eur for second hand, 20-25 eur for new jeans or 30-40 eur new or less than 30 eur for second hand, between 70-130 eur for new, and between 80 to a 100 eur for a new, local and lasting 20 years pair of jeans or less than 15 eur for secondhand jeans.

**Label:** composition, origin, chemicals used, CO2 (transport), Organic/not organic, size, label ensuring there was no child labour, environmental impact, information on recycling options.

**Buying factors:** composition (raw materials and chemicals used), fabric's feel, origin of production, origin of raw material (place and information on recycling), price, washing



information, environmental impact, information on recycling, and information on the brand, their values and their commitment.

### 3.1.3 Perception of clothes made of recycled textiles

After the group exercise, all the participants were asked about their perception on recycled clothes. Their reflections are gathered below:

- The majority of participants expected that recycled fabric should mean 100% of the fabric being recycled, and if not 100%, the actual proportion should be declared.
- A part of the group considered that it should be more than 50% and ideally be around 70%. It was noted that 100% could be difficult because of the threads.
- Regarding the link between quality and recycled fabrics, the great majority considered the two to not be correlated, some would consider recycled fabrics as being of better quality. Some would consider recycled textiles depending on the use they would have for the item.

### 3.1.4 Ideas generator

In the last part of the workshops, participants were asked to write their top ideas to answer two questions.

After writing their ideas, participants assessed their peers' ideas. Each idea was given a score from 1 (it would not help me at all) to 5 (brilliant idea, that would really work) by five participants. Each idea therefor has a final score out of 25<sup>5</sup>.

Below are all the answers and their scores.

Table 10: Participants' ideas on how to encourage purchase of recycled garments

<b>Q1: What would encourage you to start buying clothes from recycled textiles?</b>	<b>Score /25</b>
For them to be more available and easier to find (second hand is easier to find).	18
A visible label that helps influence the purchase and to show it to others: wearing clothes becomes political	14
The price and if I need the item	20
A greater accessibility or availability	18
A tax on non-recycled clothes to finance recycled clothes	22
As part of a more sustainable consumption	20
The guarantee that it is collected and recycled locally	17
A statistic on the environmental impact of the item I am purchasing	18
Quality/price/origin	16
Exchange clothes against recycled clothes	16
The activist/ecological/political act that such a purchase is, the profits created by such a production on the planet, and thoughts about one's textile consumption	21

<sup>5</sup> This was planned to be done in all CL's but due to the venue limitations of the urban workshops it was only possible to do it during the rural CL's.



Increase accessibility, generalise recycling, remove fast fashion, economic incentives (subsidize brands that recycle), cool logo that says "recycled" on clothes	20
The place where I bring back my clothes is the same than where I purchase them, an environmental commitment from the brand or the association that is set in sustainability	20

Table 11: Participants' ideas on how to encourage the return of old clothes for recycling

<b>Q2: What would encourage you to return your used clothes to the shop/brand where you bought them?</b>	<b>Score /25</b>
I think my clothes cannot be reused	8
A financial compensation	18
I have no specific reason	9
That it is brought to the fore	11
An efficient collection system	9
A coupon or more knowledge of the recycling (production chain)	22
10% discount on recycled clothes belonging to the same label and applicable and all brands and stores affiliated to this label. No confinement to one brand but invitation to stay with this European recycled "label" that gathers all the brands of the label.	22
Get a new item for a discount of 5-20% cheaper depending on the item.	22
Coupon / discount	21
To bring back used clothes to the shop where they were bought : yes if that shop guarantees an ethical recycling, responsible and economically viable (textile processing, sales supporting the integration of workers having difficulties getting in the job market)	22
A discount, that creates client loyalty for that brand for the following purchases. For example H&M's incentives are rather good despite the brands incoherence and greenwashing. Do the right thing and help low income families to combine their beliefs and economic realities.	23
To know that the item will have a second life, possibly get an economic benefit, contribute to dress those who need clothes	23
Vouchers or loyalty points that I can use for my next purchase or give to an association, to know that they have been directly reintroduced in the production circuit.	24

### 3.2 CL Izegem

The second SCIRT Citizen Lab in Belgium was organised in a workshop space, gathering 15 participants who identify themselves as consumers who apply some sustainable practices, but not completely. The participants covered different age categories, with 1 man and 14 women attending the event.



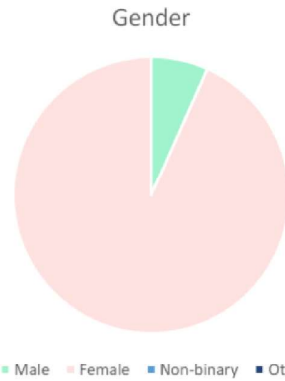


Figure 10: Gender distribution

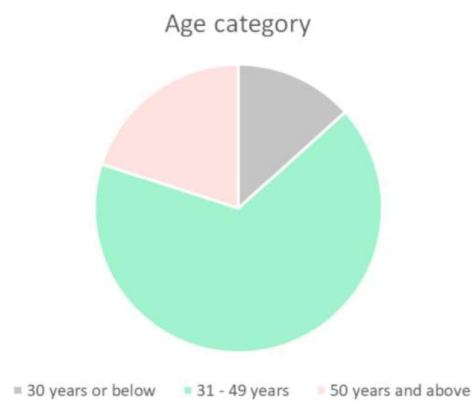


Figure 11: Age group distribution

Out of 15 participants, 6 (33%) were 30 years of younger, and 4 (22%) were above 50 years old. The most participants, 8 (44%) were in the age group between 30 and 50 years old.

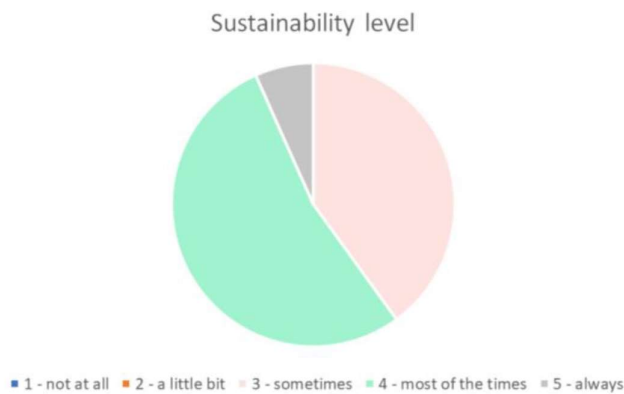


Figure 12: Sustainability level of participants

The above graph correlates to the application of sustainable practices in participant’s daily lives, where 1 represents “I don’t consider it at all”, and 5 represents the statement “I am doing everything I can to be sustainable”. On average, the self-perceived sustainability level of the participants was 3.6/5.

### 3.2.1 Intro session

The participants were asked to recall the last representative clothes shopping they did and choose one of the two suggested options:

Table 12: Participants' last shopping experience

% of participants choosing answer 1	Did you buy it..		% of participants choosing answer 2
7%	because you needed it (i.e. you had to buy it)	because you liked it (you didn't need to buy it but you wanted to have it)	93%
20%	Online	Offline	80%
100%	New item(s)	2nd hand item(s)	0%
67%	From a mass producer	From a small-scale producer or designer or "I do not know" (i.e. second hand purchase)"	33%
0%	Any item made of recycled textiles	No item(s) from recycled textiles	100%

### 3.2.2 Purchase decision making

#### Office trousers

**Price:** two people would pay 80 eur, one participant would pay 120 eur and two other people would pay 140 eur.

**Label:** price, the size, wash instructions, the model of the pants (e.g. skinny or not), but also the type of fabric.

**Buying factors:** price, sustainability aspect, colour.

When the participants discussed which trousers to buy, three would choose the cheapest pants, since this is an important factor. One person didn't like the fact that it was synthetic, though, another person didn't like the model, and someone found it too classic.

#### Swimsuit

**Price:** the participants would be willing to pay 40 eur, 50 eur, 70 eur or 80 eur.

**Label:** information on endurance (chlorine protection), washing instructions, price, size.

**Buying factors:** the model/design, price, size, colour, fabric (quality) and chlorine-resistance.

In conclusion, four people would buy the cheapest swimsuit. This decision was based on the model and the price difference, although the quality of the more expensive swimsuit seemed better.



**Jeans**

**Price:** one participant would pay 50 eur, another person 55 eur, two participants would pay 70 eur and one 140 eur.

**Label:** washing instructions, size, price, fabric, the brand (Belgian origin or not), stretchiness of the model.

**Buying factors:** the fit, the colour, the fabric, the brand, the price and the finish.

In the end, three people would choose the cheaper jeans because of the price and two people would choose more expensive jeans because they are looking more at the brand and the quality.

**3.2.3 Perception of clothes made of recycled textiles**

After the group exercise, all the participants were asked about their perception on recycled clothes and these were their answers:

- It doesn't necessarily have to be made in Belgium.
- It should still be comfortable to wear, you need to know the material a bit to be sure it is comfortable.
- Do you need a lot of water to produce these clothing items? This is also an important factor.
- Is this going to be sturdy enough? Enough quality?
- What do you mean by a 'recycled' clothing item? How much % of the fiber is really recycled?
- Since you need transportation again, it might have more impact in terms of greenhouse gasses.
- We want evidence about recycling, more information.
- Recycled: this is a far-off show.
- Is the fabric pleasant? What about the quality? More environmentally friendly?
- Will this last?
- What happens when you return clothes?
- We want more transparency, where does it come from? What circumstances?

**3.2.4 Ideas generator**

In the last part of the workshops, participants were asked to write their top ideas to answer two questions. They were then asked to randomly assess their peers' ideas (each participant assessing 5 answers for each question), giving them 1 to 5 points, where 1 - it would not work for me at all, 5 - this idea would absolutely make me change my behaviour.

The following inputs were collected:

Table 13: Participants' ideas on what would encourage purchasing of recycled clothes

<b>Q1: What would encourage you to start buying clothes from recycled textiles?</b>	<b>Points received (sum of 5x 1-5 points)</b>
A competitive price	25
More transparency in terms of the production process: is this more environmentally friendly?	23
Campaign about quality of the recycled clothing item	23



Better quality	23
More information on 'recycling' and the process	22
You need to educate the children	21
Price	21
Quality	19
The background of the clothing item and a correct price	18
Better ecological footprint	18
Price and quality	17,5
The quality needs to be good	16
A good explanation and free trade	14,5
An original design and a logo that indicates that it's recycled	14

Table 14: Participants' ideas on how to encourage return of old clothes

<b>Q2: What would encourage you to return your used clothes to the shop/brand where you bought them?</b>	<b>Points received (5x 1-5 points max = 25)</b>
A good compensation (money)	22
We need to know it's good for the environment	22
We need to know that this means less waste	21
We need to have proof that they recycle it	20
A voucher for new clothes.	20
We need to know if this is good for the environment	20
A voucher	19
Reduction when you purchase something new	19
More information on what will happen with the clothing item	19
A price to bring it back	18
Transparency on the process (what will happen with it?), not just in small letters on the website.	17
Reduction to buy something new	16
A price per kilo	16
Reduction for new purchase	15

### 3.3 Conclusions and comparison of results of the rural CL's

Both workshops revealed that consumers care about price, quality, environmental impact, and transparency when buying clothing, particularly when it comes to recycled textiles. Price remains a major factor, with consumers willing to buy recycled clothes if they are competitively priced and of good quality. There is a widespread concern about greenwashing and a desire for clear information about how and where the clothes are produced and recycled, with transparency about the sustainability of the clothing being critical. Consumers are generally cautious about recycled materials, questioning their quality and durability, but are open to them if they meet certain standards. Incentives like



vouchers or discounts and an ethical appeal (benefiting others) could encourage people to recycle their clothes rather than simply discard them.

Looking at similarities, both groups emphasized that price is a major determining factor when purchasing clothes, especially recycled items. There was a strong desire for clear information about the origin of the clothing, the sustainability of its materials, and the recycling process to avoid greenwashing. Their care for environmental impact of their purchase was noticed. Both groups also suggest that financial incentives (vouchers or discounts) would encourage participants to return old clothes for recycling purposes.

Participants in both workshops expressed concerns about the quality and comfort of recycled textiles, wanting assurance that recycled clothes match the quality of new ones.

As for the differences, in the Lorient urban workshop recycled textiles were relatively well perceived but the participants mentioned requirements for clearer identification, while in the Izegem workshop, the participants were more uncertain about whether recycled clothes will feel and perform as well as non-recycled ones.

The participants of the Lorient workshop discussed second-hand clothing as a popular alternative, especially because of budget limits, whereas the participants of the Izegem workshop focused more on participants' questions about when an item can truly be called "recycled."

Looking at discarding of old clothes, during the Lorient workshop it was noted that the participants tend to discard their clothes to be reused rather than recycled, while during the Izegem workshop, the participants mostly expressed the need on ensuring recycling practices are truly sustainable.

All participants wished for more information especially to understand the percentage of recycled fabric, as well as to understand more on the recycling process, when clothes can be considered recycled and if that makes them truly sustainable.

## 4 Comparison of results of urban and rural CL's

In both urban and rural workshops, price, quality, and transparency were major concerns when it comes to purchasing and recycling clothing. However, urban participants were more focused on the environmental impact and chemical processes involved in clothing production and recycling, and they suggested technological solutions (QR codes) for more information. Rural participants, on the other hand, focused more on the design and variety of recycled clothes and expressed a need for better recycling infrastructure to facilitate the process.

To break down similarities of the urban and rural workshops, both urban and rural participants consistently highlighted price as a decisive factor when purchasing clothing, particularly recycled clothing. Affordability is essential, and many stated that they would only buy recycled items if they were similarly priced to non-recycled clothing.

In both settings, participants expressed concerns about the quality and durability of recycled textiles, questioning whether these clothes would be as long-lasting or comfortable as non-recycled options. There is also a demand for higher quality recycled fabrics such as wool, rather than synthetic fibers like polyester.

Across both urban and rural workshops, participants expressed a need for more transparency about the production and recycling processes and raised concerns about greenwashing. They wanted detailed information on how items are recycled, the chemicals used, and the environmental impact. Both groups emphasized that clear, accessible information (like QR codes or labels) would help ensure they are making environmentally conscious choices.

Both groups raised questions about whether recycling truly addresses overconsumption and whether reuse or second-hand shopping might be more sustainable solutions. The distinction between recycling and reusing clothes seemed important for both urban and rural participants.

A financial incentive, such as vouchers or discounts, was commonly cited by both urban and rural participants as a motivating factor for returning their old clothes for recycling. They also emphasized the importance of easy-to-use infrastructure for recycling, such as collection boxes or accessible drop-off points.

As for the differences, urban participants placed more emphasis on environmental factors such as carbon footprint and chemical usage in the production and recycling process. They specifically wanted more information on the carbon impact of the clothes they were purchasing and sought alternatives to synthetic fibers, focusing on more natural materials like wool.

While urban participants expressed concerns about production conditions and fabric sustainability, rural participants appeared to give greater importance to the design and variety of recycled clothing. They felt that improved designs and more choices would make recycled clothes more appealing to them.

Urban participants suggested using QR codes or other technology to offer more detailed background information about the clothes, including social and environmental impacts, while rural participants didn't emphasize this technological aspect as much.



Urban workshops showed more scepticism toward recycling due to associations with the plastic industry, with some participants outright opposing it in favor of reuse or repair. On the other hand, rural participants questioned the overall need for recycling but focused more on the logistical barriers (e.g., lack of accessible recycling infrastructure) that prevented them from recycling. Rural participants emphasized the lack of proper disposal infrastructure, such as recycling bins or collection points, which is less of an issue for urban participants. They suggested that more accessible options for disposing of textiles, such as neighborhood collection boxes or delivery/collection services, would encourage greater participation in recycling programs.

It could be assumed that some of the mentioned differences may be related to the environment in which the participants live. The fact that second-hand shops are now more "trendy" and very easy to find in any city may be the reason why some participants from Paris and Brussels saw this option as their preference, whereas for participants from Lorient or Izegem second hand shops maybe a bit more limited. Despite these differences, participants from both rural and urban workshops showed a high level of awareness and similar concerns and suggestions.



## 5 SCIRT virtual engagement tool

Aside from the physical workshops, the SCIRT project extended its engagement through a wider and more accessible online experience, the "[SCIRT virtual engagement tool](#)". This digital platform allows for a large-scale interaction with consumers across Europe, allowing the project to better understand the barriers and challenges related to purchasing behavior in relation to sustainable fashion. The online experience is designed to be accessible in several EU languages (English, Spanish and German), which ensures a broader participation and inclusivity.

The digital platform builds on data collected from the physical Citizen Labs to provide a more comprehensive and detailed understanding of consumer behaviours and perspectives. It engages customers with interactive surveys, allowing them to provide feedback and suggestions in a user-friendly way, as well as getting information about the fashion industry. This method broadens both the scope of the SCIRT research, and the depth of data obtained, providing a stronger basis and insights for developing effective interventions.

The SCIRT online tool is accessible via SCIRT website, but its home website is the Prospex Institute company website, as agreed with the consortium, for the SCIRT online tool to exist even after the project ends. Prospex Institute is planning to continue promoting and gathering input via the tool, as well as update it accordingly when new data on textile industry is available. The data will be available to be used by SCIRT partners even after the project ends as well as to inform and support similar textile projects on a case to case basis.

### 5.1 Development and design

The Prospex Institute team started to initially scope the SCIRT online tool in November 2022, continuously developing the content and flow throughout the following months in line with the SCIRT CL results, therefore completing the content after the final CL to ensure it was designed considering the input received during all public workshops. The four in-person Citizen Labs provided a basis for the topics the project wants to further investigate on a larger scale, such as purchasing habits, discarding old clothes, perceptions on recycled textiles, but at the same time, the SCIRT online tool is a platform that provides knowledge to the general public with the intention to raise awareness and influence the consumer behaviour in a positive way.

The idea of the online tool was captured in a script prepared by PI, which included detailed descriptions on what each screen includes and what pictures, animation or games should be included to animate the online tool visitors. After the demo version was prepared, it was sent to the SCIRT consortium to gather their input for the tool to be adapted further as per SCIRT partner needs and insights.

The tool was finalised with continuous involvement of the consortium and launched in January 2024. By July 2024, 64 inputs were gathered from people all across EU. After the initial analysis of the results, PI translated the tool into two other languages, namely Spanish and German. Since beginning of September, the tool is therefore available in three languages and further promotion will be done before the end of the project.

### 5.2 Content and flow

The online tool visitors are welcomed to the interactive experience on the intro site and asked to choose their nickname that the online tool is then referring to throughout the



experience while asking them questions, thanking them for providing insight or congratulating them when they answer the games correctly.

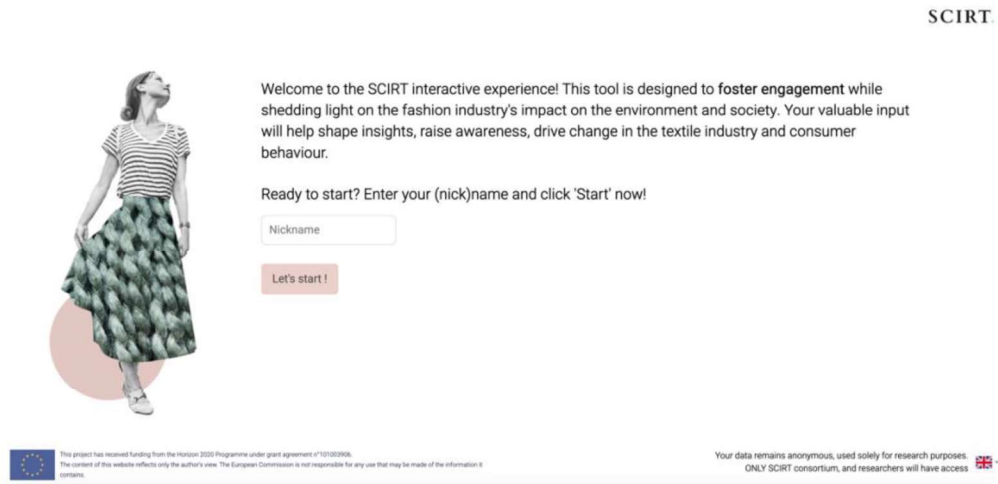


Figure 13: SCIRT online tool introduction site

The questions start similarly as in CL workshops, where the tool visitor is being asked what was the reason behind their last purchase, either they made the purchase because they needed the garment or the purchase was made because they simply liked the clothing item. Then the tool moves into their buying factors and what they deem important during their purchase as well as asking them on how much they are willing to spend on a pair of jeans, office trousers and swimsuit as these garments are also SCIRT demo products.

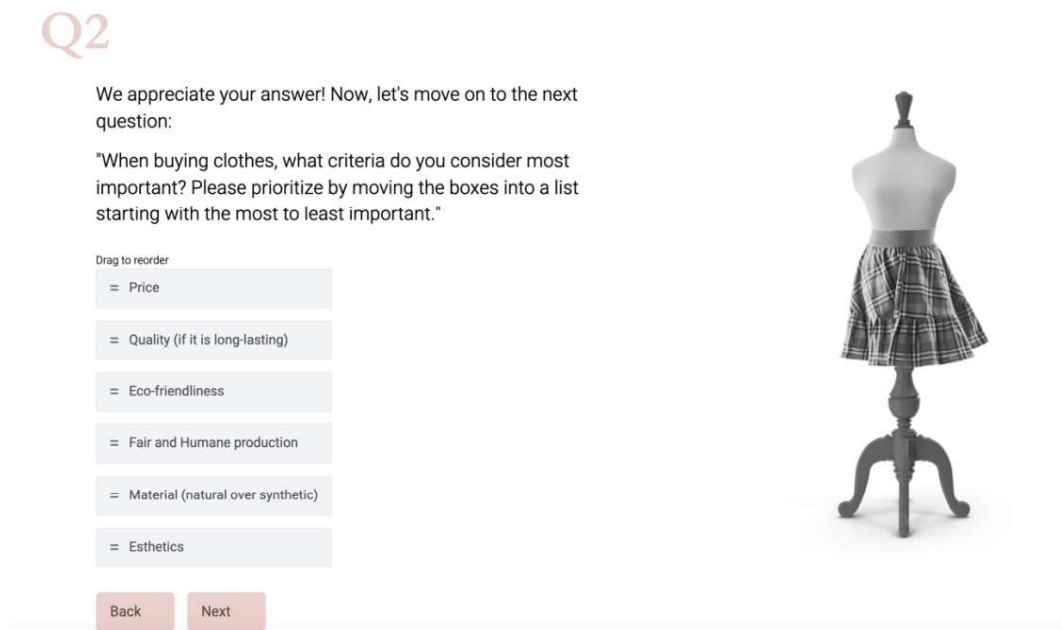


Figure 14: SCIRT online tool purchasing habits

After the intro questions, the tool moves to demographics, requesting the visitors to provide their age, gender and home country for the purposes of a better analysis and potential to

compare the purchasing habits and the level of awareness about the textile industry per age group, gender and country.

The next section is intended to raise awareness by providing some interesting facts about the fashion industry, but for the visitors to continue, they need to answer quiz questions in order to gain the right answers.



Figure 15: SCIRT online tool quiz questions

The tool continues mixing the personal purchasing habits and quiz questions in a way to raise awareness on how the actions of each individual are affecting the fashion industry or the environment, e.g. when answering a personal question, for instance "Where and how do you mostly shop?" and "What do you do with the clothes you no longer wear?", the quiz questions that follow are directed at the problem of overproduction and textile waste.

After the visitors answered a number of questions, the tool provides an insight into how they compare to their peers.

Thank you, Jane! Your insights are valuable in providing a broader understanding of sustainable practices.

Now, let's see how you compare to your peers in the same age as those who participated in this questionnaire.

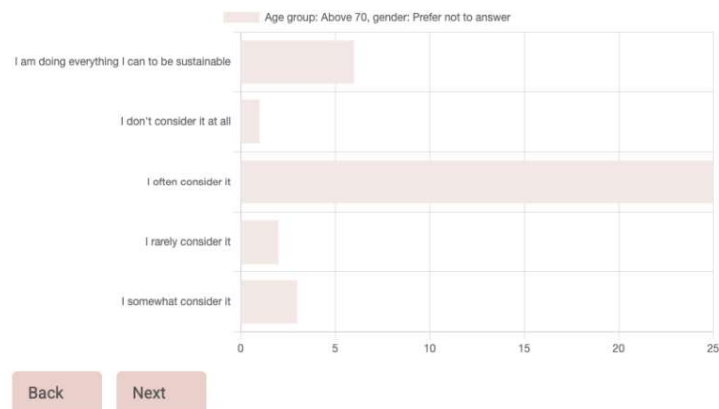


Figure 16: SCIRT online tool sustainability level comparison among peers

To approach the topic in a fun way, the tool also includes some gamified questions, like the one on the picture below (Figure 17).

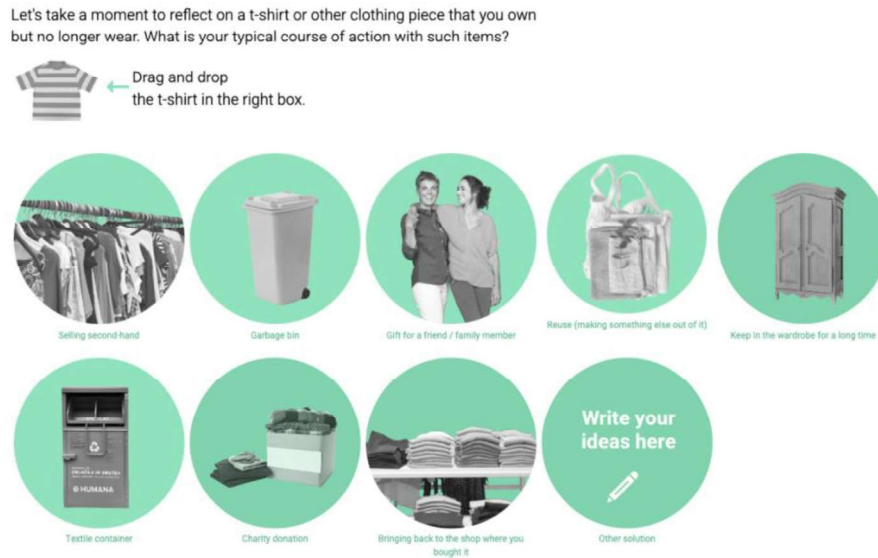


Figure 17: Discarding of old clothes

The tool wraps up with the introduction to SCIRT project and its objectives and inquires on what would encourage the visitor to bring back the used clothes for recycling.

### 5.3 Analysis of the online tool results

As the SCIRT online tool will continue to be promoted for use, the below analysis was made with the initial results that were gathered since January to September 2024, only encompassing answers in the English language.

To address the limited data, it is imperative to mention that all the questions in the tool were optional and the visitors could decide whether to answer them or not. Different from in-person interviews, where there is a one-on-one conversation, here, people might not have felt compelled to answer all of the questions, especially the demographic. Furthermore there seems to have been a significant trend of tools and platform collecting data from the public, and also online retailers continually asking for survey to be completed, which could have resulted in a fatigue syndrome for this method of data collection,

In the future, Prospex Institute will look into different formulations, potentially animating the visitor to answer more questions, without restricting them by making the answers mandatory.

Specifically on the demographic questions, although it states on the intro site of the SCIRT online tool that "Your data remains anonymous, used solely for research purposes.", the missing demographics data suggests that the online visitors (the general public) might not be completely trusting that the data they provide will be stored in a secure and completely anonymous way. Prospex Institute will look to build trust with potential online visitors by addressing this when further promoting the SCIRT online tool via its channels.

### 5.3.1 Demographics

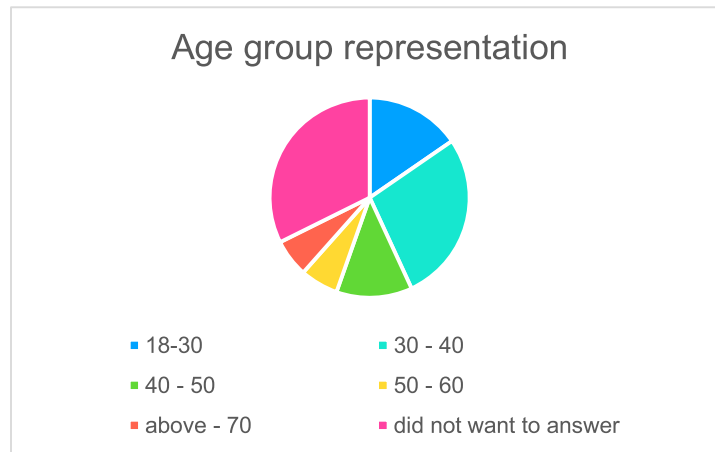


Figure 18: Age group distribution of tool visitors

As per the above chart, it can be noticed that 21 (32%) of the online tool visitors did not wish to disclose their age and therefore the best represented age group was 30 – 40 years old (18 visitors, 28%), followed by group of 18 – 30 years with 10 (15%) visitors and group 40 – 50 years with 8 visitors (12%). Groups 50 – 60 years and 70 – above were represented by 4 visitors each.

Looking at the gender distribution, 23 visitors did not wish to disclose their gender and the same number, 23 (35%) were also female visitors. 15 (23%) visitors were male, and 4 (6%) stated they are non-binary.

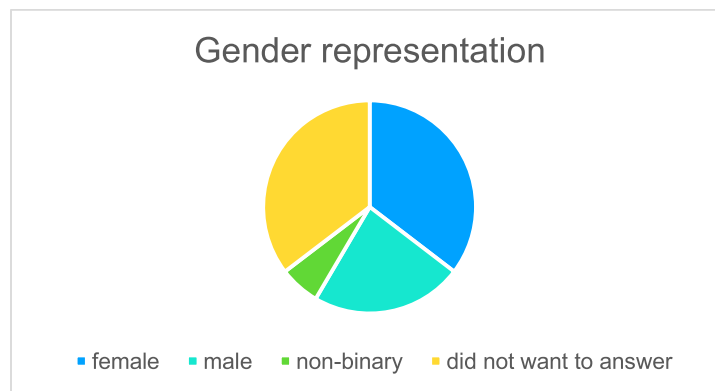


Figure 19: Gender representation of SCIRT online tool visitors

The visitors of the SCIRT online tool came from the following 14 countries: Austria, Belgium, Bulgaria, Switzerland, Chile, Germany, Spain, Finland, France, the Netherlands, Poland, Serbia, Sweden and Slovenia. As per the collected data, 30 visitors did not choose their home country from the drop down menu.

Table 15: Home country of SCIRT online tool visitors

Country	Nr. of visitors
AT	1
BE	11



BG	1
CH	1
CL	1
DE	2
ES	1
FI	2
FR	6
NL	2
PL	1
RS	1
SE	1
Si	4

## 5.4 Purchasing behaviour



Figure 20: Chart visualising the answers on the visitors’ last purchasing experience

It can be seen from the above chart, that 37 (57%) online tool visitors bought their last garment because they needed it and 28 (43%) bought it because they liked the design, not needing the clothing item.

Only looking at the visitors that stated they bought the garment because they needed it, when asked about what criteria they consider when purchasing clothes, the visitors were asked to move the six already given criteria from most to least important. The results were as following from most (1) to least important (6) based on how many times the criteria was chosen.

### 1. Quality

- Ranked as first 10 times, and consistently ranked highly across all positions, making it the most important factor.

### 2. Esthetics

- Ranked 8 times as the most important criteria and frequently ranked in the top 3, showing its importance in decision-making.

### 3. Price

- While it was ranked only 5 times in the top position, it was frequently chosen in as second or thirs most important criteria, making it a significant consideration.

**4. Material**

- Ranked 4 times in the top position but performed better in middle positions, particularly as the fourth most important criteria, reflecting moderate importance.

**5. Ecofriendly**

- Ranked relatively low in the first position (only 2 times), but it appears frequently as fourth and fifth criteria the visitors considered, suggesting it's important, though not a top priority.

**6. Fair**

- Ranked the fewest times in the first position (3 times) and was most often placed in the sixth position, making it the least important factor overall.

For comparison, only looking at the purchasing criteria of online tool visitors that stated they bought the garment because they like the design, the ranking is as follows:

**1. Esthetics**

- This criteria was ranked 9 times in the first position, indicating it is often deemed most important.

**2. Quality**

- Frequently ranked in the first, second, and third positions, making it consistently important.

**3. Price**

- Often appears in the second and third place, showing its importance but not as critical as esthetics or quality.

**4. Material**

- Appears frequently in the second, third, and fourth place, showing it is moderately important.

**5. Fair**

- Ranked several times in the fifth and sixth positions, showing it is less important to most respondents.

**6. Ecofriendly**

- Often appears in lower rankings, particularly in fifth and sixth places, making it the least important overall for this group of visitors.

Looking at these results and comparing both groups, it is noticeable that the group that purchased a garment because they needed it, first looked at the quality of the garment and then the aesthetics, opposed to the criteria ranking of the group that made the purchase because they liked the design of the clothing item confirmed that their purchasing habits are driven by the aesthetics of the garment, considering the quality as less important criteria.

Price was ranked as third most important criteria for both groups, confirming also the findings of the Citizen Labs, that if the consumers like the design and the quality of the clothing item, they might be willing to pay a bit more.

Ecofriendly and fair criteria appearing in the last two places overall suggests that more effort needs to go into consumer education as the priorities need to be shifted.

**Fair**

Looking specifically at the fair criteria in the overall results, it was ranked five times in first place (most important criteria) and six times in second place.



Seven of those rankings were given by visitors who stated they purchased a garment because they needed it, and four rankings by people who stated they purchased the item because they liked the design. 4 visitors came from Spain, Belgium, Austria and Slovenia and 7 people did not want to provide information on their home country.

The age and gender of these visitors is as shown in the charts below. 3 people are in the age group 30 - 40, and 2 people per group are in the remaining age groups. 2 people did not want to provide their age.

As for gender, 4 people are male and 4 female, 1 is non-binary and 2 people did not want to provide their answer.

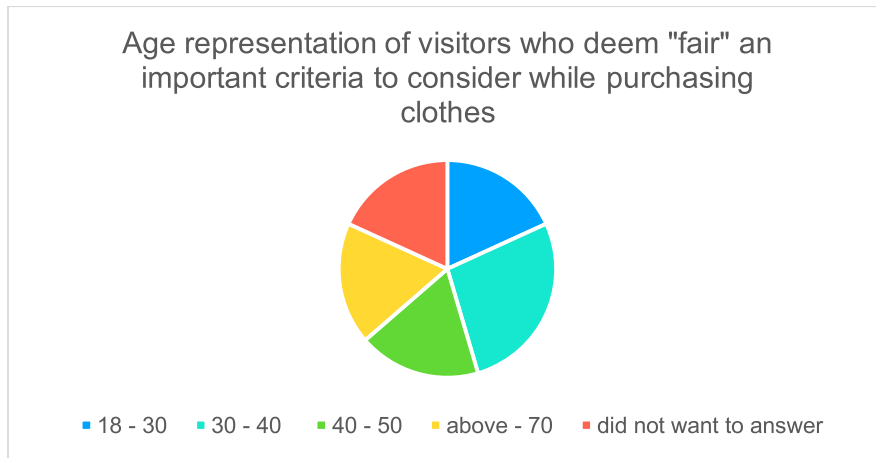


Figure 21: Age category who consider "fair" an important factor

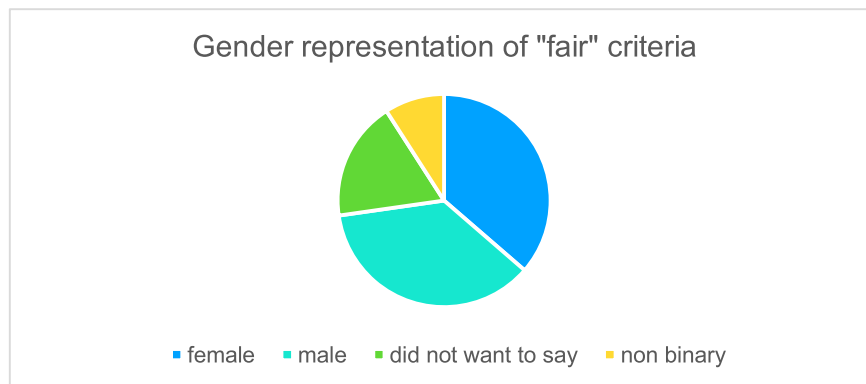


Figure 22: Gender representation of people who deem „fair“ an important criteria

**Ecofriendly**

Considering the ecofriendly criteria in the overall results, it was ranked first place (most important) four times and second place five times.

Six of those rankings were given by the online tool visitors who stated they purchased a garment because they needed it and three of the rankings were given by people who purchased a clothing item because they liked the design, not necessarily needing it.

3 of those people come from France, 2 from Belgium, 1 from the Netherlands, 1 from Bulgaria and 2 did not provide information on their home country.

The age and gender category of these people is as shown in the charts below. Looking at the age groups, best represented was 30 – 40 years with 5 people, followed by 50 – 60 years with 2 people, 1 person was in the age group 18 – 20 years and 1 person did not wish to provide an answer.

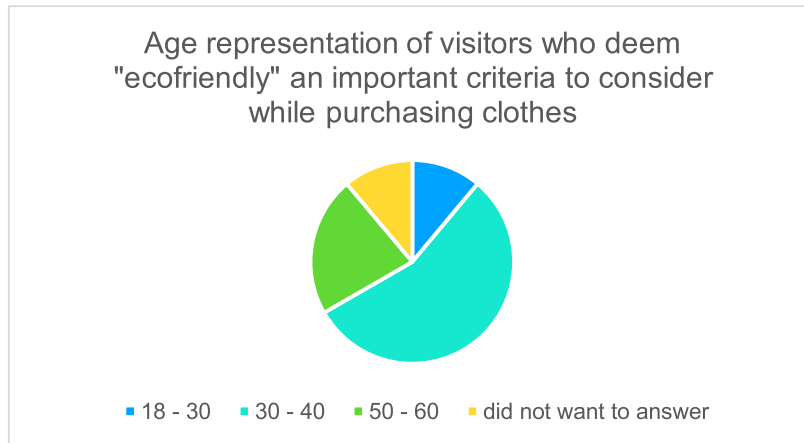


Figure 23: Age representation of people who consider "ecofriendly" an important factor

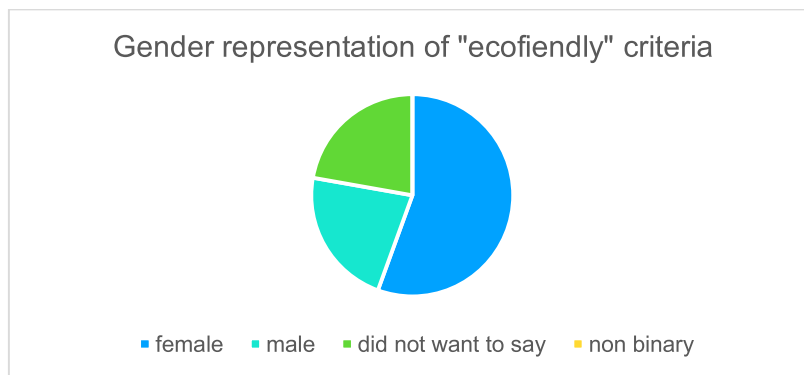


Figure 24: Gender representation of people who deem "ecofriendly" an important criteria

### 5.4.1 Clothing prices

As the online tool took a similar approach to the in-person Citizen Labs, the questions on the pricing of clothes, specifically office trousers, swimsuit and jeans were asked.

The tool visitors were presented with a scale ranging from 5 eur to 330 eur and they were asked to move the button on the amount they would be willing to pay for a clothing item.

#### **Pair of jeans**

When asked what they would be willing to pay for a pair of jeans, the prices that were chosen were 5 eur, 30 eur, 55 eur, 80 eur, 105 eur, 130 eur, 155 eur, 175 eur, 230 eur as seen in the chart below.

It is also visible that some visitors did not wish to provide answers regarding the prices.



Figure 25: The amount people would be willing to pay for a pair of jeans

The data that was collected shows that there is quite a big price range for a pair of jeans with 10 (15%) people willing to pay 80 eur, 7 (11%) would pay 130 eur, 4 (6%) would pay 30 eur, also 4 would pay 55 eur and 4 would pay 105 eur. 3 people would pay 155 eur and 3 would pay 175 eur. 1 person would be willing to pay 5 eur and 1 would pay 230 eur. Unfortunately, 27 (42%) of visitors did not wish to answer the pricing questions.

**Office trousers**

The prices that were considered for the office trousers by the visitors were 5 eur, 30 eur, 55 eur, 80 eur, 105 eur, 130 eur, 155 eur, 175 eur and 205 eur.

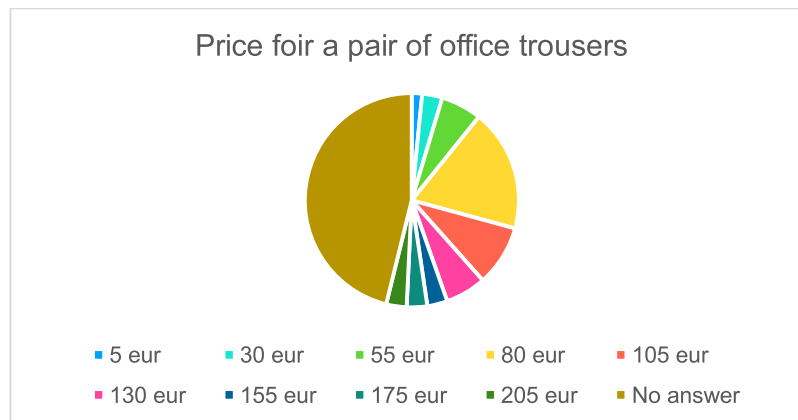


Figure 26: The amount people would be willing to pay for a pair of jeans

12 (18%) visitors would be willing to pay 80 eur for office trousers, 6 (9%) would pay 130 eur, 4 people would pay 55 eur and 4 people would also pay 130 eur. 2 would be willing to pay 30 eur, also 2 would pay 155 eur, 2 would pay 175 eur and 2 would pay 205 eur. 1 visitor stated that they would be willing to pay 5 eur. 30 (46%) people decided not to answer this question.

**Swimsuit**

The prices that were considered for swimsuit were 30 eur, 55 eur, 80 eur, 105 eur, 130 eur, 155 eur and 175 eur as seen in the chart below.

9 people (14%) would be willing to pay 80 eur, 8 people (12%) would pay 55 eur and 8 people would be willing to pay 30 eur. Following that, 4 people would pay 105 eur for swimsuit, 2 people would pay 120 eur and 2 would pay 155 eur. The last amount is also the highest price the online visitors would pay. 32 (49%) of people decided not to answer this question.

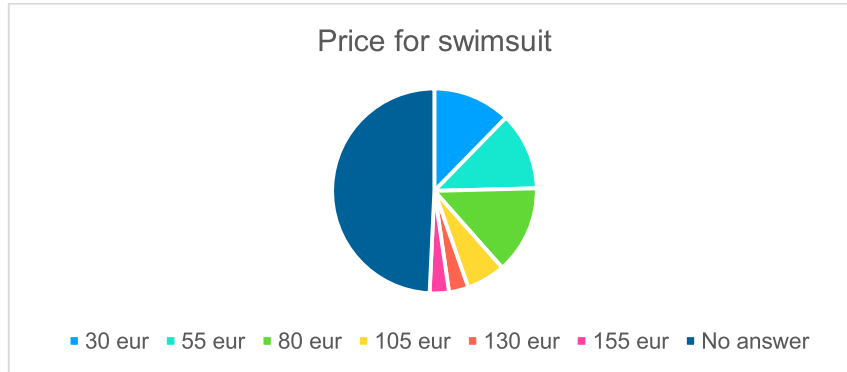


Figure 27: The amount people would be willing to pay for swimsuit

For the next questions, a Likert scale was used for a better understanding on where the online tool visitors normally shop.

**How often do you buy clothes from well-known brands like Zara, H&M, GAP, Primark, Shein, Uniqlo, etc.?**



Figure 28: Purchasing clothes from well-known brands

28 people (43%) did not provide an answer, but it can be seen that around half of the people that answered this question (19) either shop from the well-known brands sometimes (18%), often (9%) or always (2%), and a bit less than a half of the visitors either shop there rarely (12 people) or never (6 people).

Further analysis was made to better understand the gender and age of people who shop at well-known brands either always, often or sometimes (19 people). It can be seen from the charts below that the best represented age group is 30 - 40 years (37%), followed by 18 - 30 (26%) and 40 - 50 years (21%). 10 of those are male (53%), 7 (37%) are female, 1 person is non-binary, and 1 person did not want to provide this answer.

Out of these 19 people, 3 come from Belgium, 3 from Slovenia, 2 from France, 1 from Bulgaria, 1 from Finland, 1 from the Netherlands, 1 from Germany, 1 from Serbia and 6 people did not provide an answer about their home country.

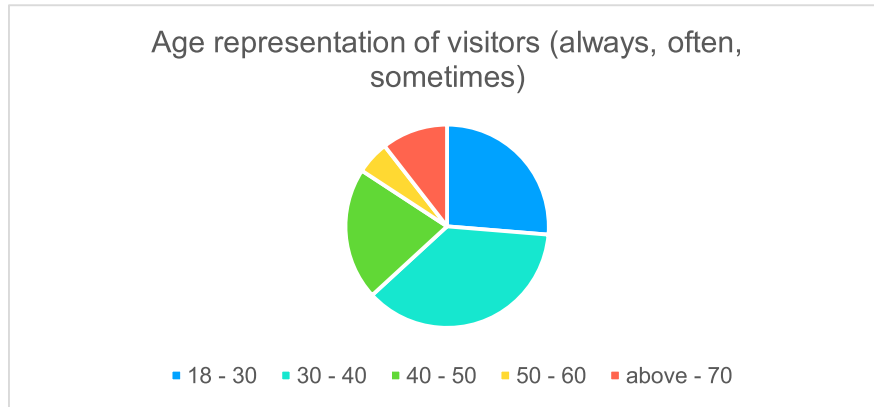


Figure 29: Age representation of visitors who shop at well-known brands either always, often or sometimes

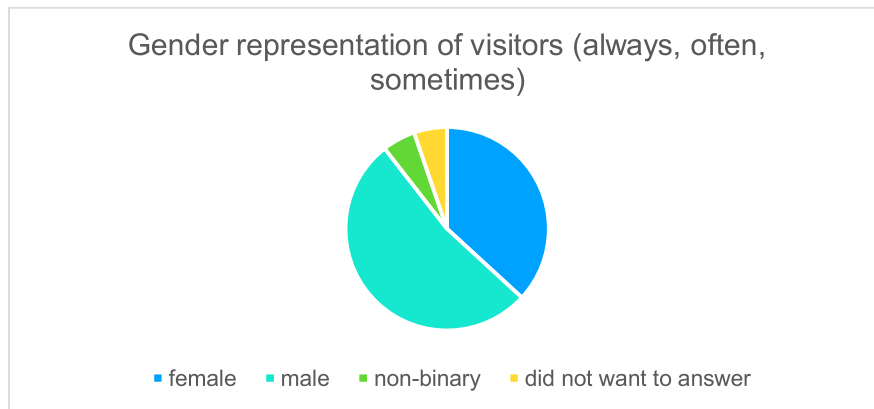


Figure 30: Gender representation of visitors who shop at well-known brands either always, often or sometimes

**How often do you buy clothes from more sustainable brands like HNST, Organic Basics, Reformation, etc.?**

19 (29%) visitors stated they sometimes buy from more sustainable brands, 4 people said they often buy there and 1 person said they always purchase clothes from these brands. On the other hand, 7 (11%) visitors said they rarely buy there and 6 (9%) stated they never buy clothes from the above mentioned or similar brands. 28 people (43%) did not provide their answer.



Figure 31: Purchasing clothes from more sustainable brands

Further analysis was additionally made to better understand the gender and age of people who shop at more sustainable brands either always, often or sometimes (24 people). The charts below show that the best represented age group is 30 - 40 years with 10 (42%) people, followed by 18-30 years with 6 (25%) people. Age groups 40 - 50 and 50 to 60 years are both represented by 3 people and the age group above 70 by 2 people.

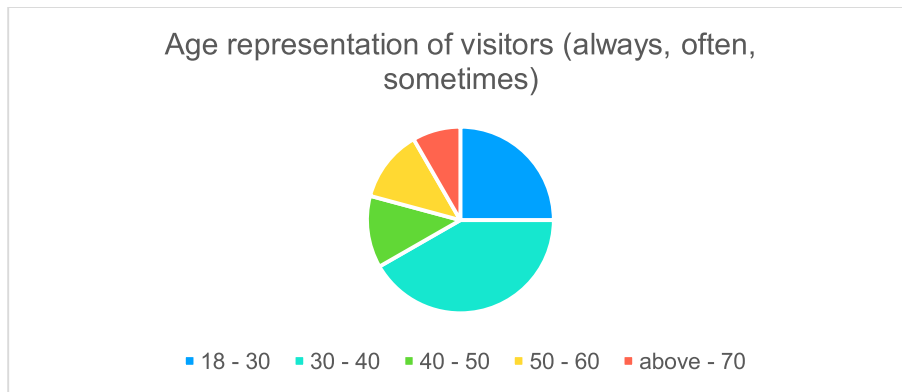


Figure 32: Age representation of visitors who shop at more sustainable brands either always, often or sometimes

As for gender representation, females are much better represented here with 14 (58%) respondents, followed by 7 male respondents (29%). 2 respondents are non-binary and 1 person did not want to provide their gender.

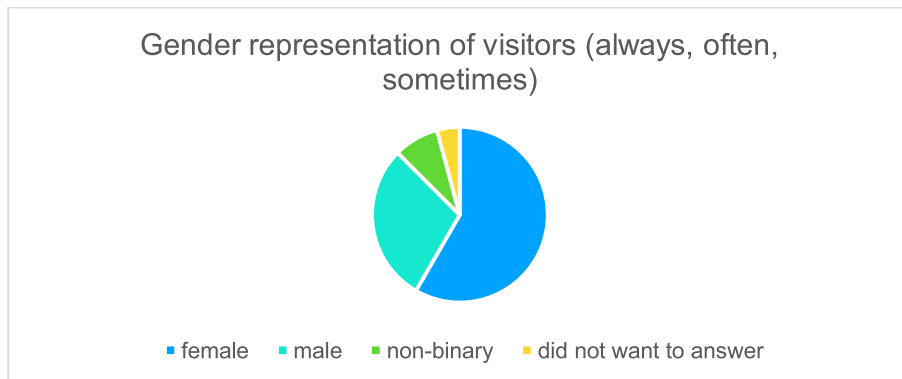


Figure 33: Gender representation of visitors who shop at more sustainable brands either always, often or sometimes

Out of these 24 people, 5 come from Belgium, 4 from France, 2 from Germany, 2 from Slovenia, 1 from the Netherlands, 1 from Chile, 1 from Bulgaria, 1 from Switzerland and 1 from Poland. 6 people did not provide their answer.

**How often do you shop from small or local designers?**

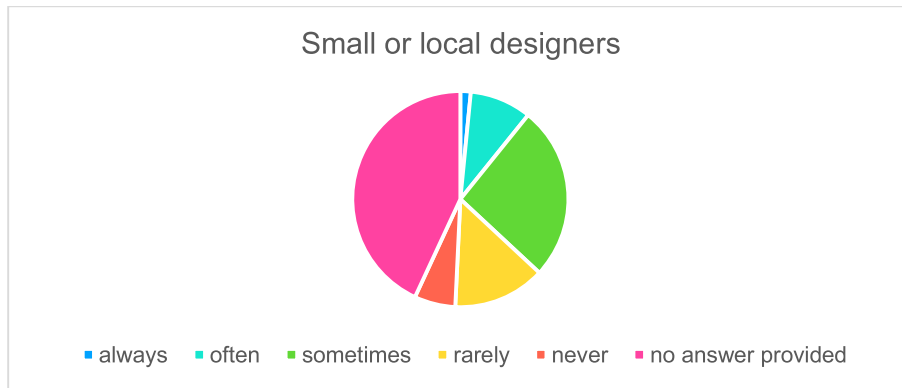


Figure 34: Purchasing clothes from small or local designers

When asked if they shop from small or local designers, 17 (26%) visitors stated they do that sometimes, 6 (9%) do that often and 1 person only buys clothes there. Opposing that, 9 (14%) visitors only shop there rarely or never, as stated by 4 people (6%). 28 (43%) of visitors did not provide an answer to this question.

**How often do you buy second-hand clothes?**

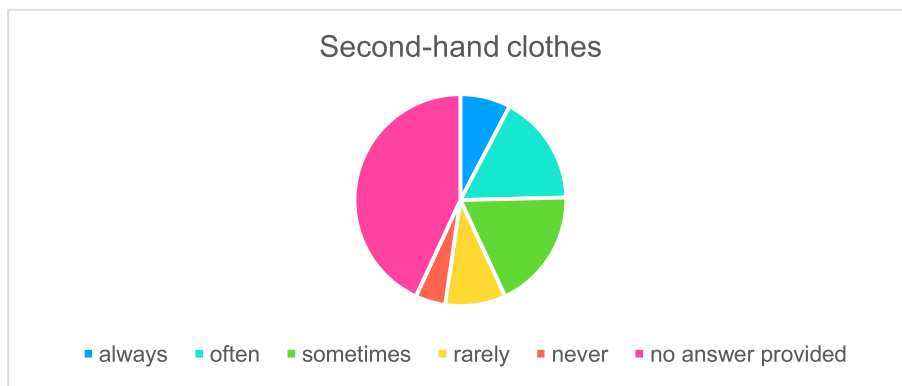


Figure 35: Purchasing clothes in second-hand shops

As per the above chart, 12 (18%) visitors sometimes buy clothes second-hand, 11 (17%) often do that and 5 (8%) always do that. 6 (9%) people rarely do that and 3 (5%) said they never buy second-hand. 28 people (43%) refrained from answering this question.

**Do you make your own clothes?**



Figure 36: Making their own clothes

When asked about potentially making their own clothes, 21 (32%) stated they never do that, 3 (5%) people rarely do it and 13 (20%) online tool visitors sometimes make their own clothes. 28 (43%) people did not provide an answer.

To build based on the Citizen Lab, the online tool visitors were asked how often they consider sustainable practices in their daily lives, and they provided the answers as seen in the chart below.



Figure 37: Online visitors considering sustainable practices in their daily lives

24 (37%) people assessed they often consider sustainable practices in their daily lives and 3 (5%) stated they are doing everything they can to be sustainable. On the other hand, 3 said they somewhat consider it, 2 rarely consider it and 1 person does not consider sustainable practices in their daily life at all. 32 (49%) people did not wish to answer this question.

Next, they were asked to reflect on a t-shirt or other clothing piece that they own but no longer wear and what is their typical course of action with such item; they had the option to drag the T-shirt in a circle depicting either a second-hand store, garbage bin, gift, reuse, their wardrobe, textile container, charity or bring back to store. They decided on the answers as shown below.



Figure 38: Course of action the online visitors take with clothing items they no longer use

8 (12%) visitors stated they sell their garments second-hand, 7 (11%) keep them in their wardrobes and 7 people donate these clothes to charity. 4 (6%) people dispose of it via textile containers and 3 (5%) visitors gift the garments they no longer wear. 1 person said they throw the clothes they no longer wear in garbage and 34 (52%) visitors did not want to provide an answer to this question.

Lastly on their purchasing behaviour, the online tool visitors were asked what would encourage them to return their old clothes to the shop or brand where they bought it for it to be recycled into new garments. Their ideas are gathered below:

- Incentives and transparent communication.
- Awareness. I have not seen any shops clearly instructing people to bring their clothes back and if they accept degraded clothes or not.
- Information about this opportunity (to bring clothes back specifically for recycling).
- A nice small gift (upcycled or recycled).
- Discount on new outfits.
- A discount on the next purchase and clear information what happens with the clothes when they are brought back.
- No action is needed, I always donate my clothes to charity.

## 5.5 Quiz and awareness raising questions

The online tool encompasses several informative awareness raising questions and based on the results, we can better understand the level of knowledge of the general public. This subsection provides a visualization of how many correct and wrong answers were gathered per question.

### How much water is needed to produce one T-shirt?

Possible answers are:

- a) 80 L
- b) 340 L

- c) 1500 L
- d) 2700 L (correct answer)

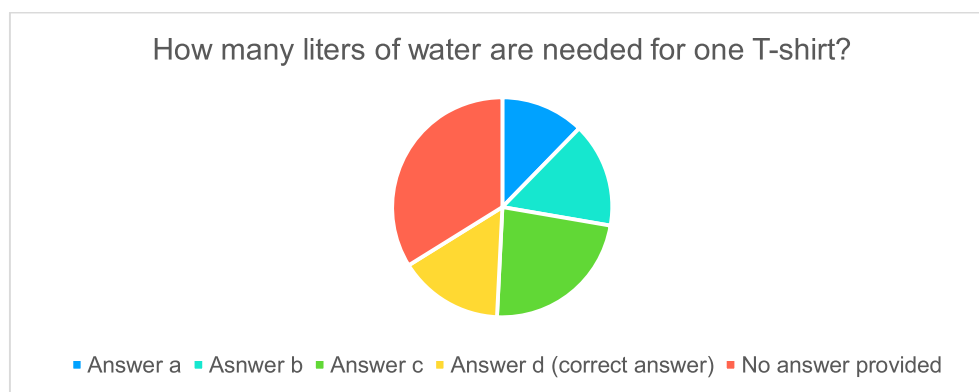


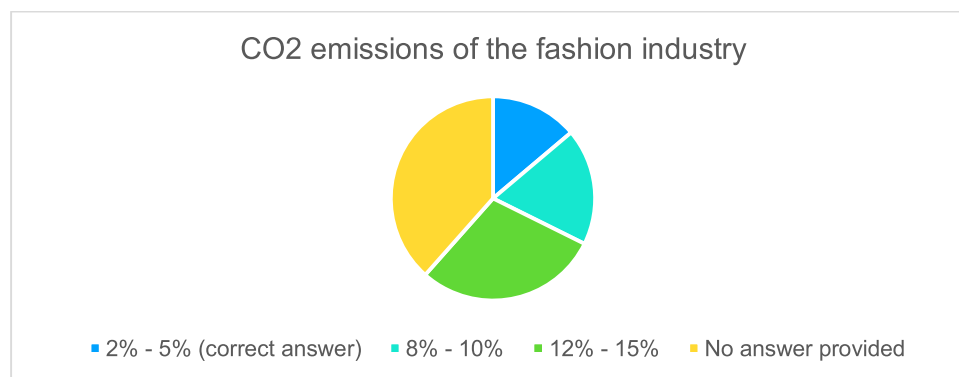
Figure 39: Liters of water needed for one T-shirt

Out of 43 people that answered this question, 10 (15%) people chose the correct answer. 8 people chose answer a, 10 people chose answer b and 15 people chose answer c.

### How much of the global CO<sub>2</sub> emission is the fashion industry responsible for?

Possible answers are:

- a) 2% - 5% (correct answer)
- b) 8% - 10%
- c) 12% - 15%

Figure 40: CO<sub>2</sub> emissions of the fashion industry

Out of 40 people that answered this question, 9 (14%) answered correctly. 12 people chose answer b and 19 (29%) chose answer c.

### How many people does the clothing industry employ globally?

Possible answers are:

- a) 100 million
- b) 200 million
- c) 300 million (correct answer)
- d) 400 million

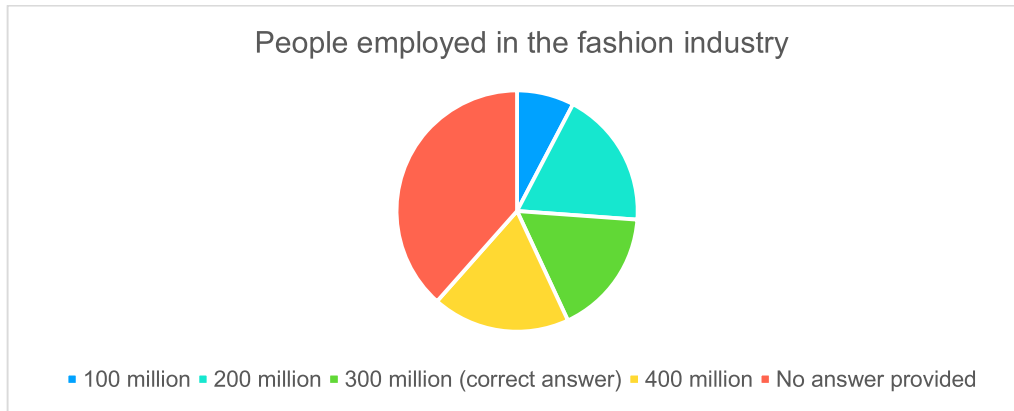


Figure 41: Number of people employed in the fashion industry

Out of 40 people answering this question, 11 (17%) chose the correct answer. 5 people answered a, 12 (18%) answered b and 12 people also thought the correct answer was c.

**Can you take a guess at how many fashion garments are produced globally each year by the fashion industry?**

Possible answers are:

- a) 500 - 600 million
- b) 1 - 1.5 billion
- c) 50 - 60 billion
- d) 100 - 150 billion (correct answer)

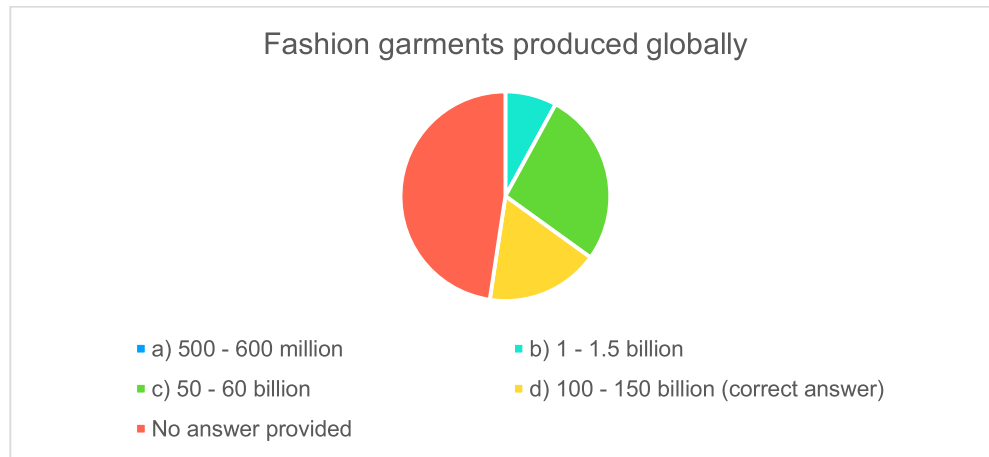


Figure 42: Number of fashion garments produced globally per year

Out of 33 people answering this question, 11 (17%) answered correctly. 5 people chose answer b and 17 (27%) people though the correct answer was c. Answer a was not chosen at all.

**Can you guess how much of the produced garments never gets sold in the first place?**

Possible answers:

- a) 10%

- b) 20%
- c) 30% (correct answer)
- d) 40%

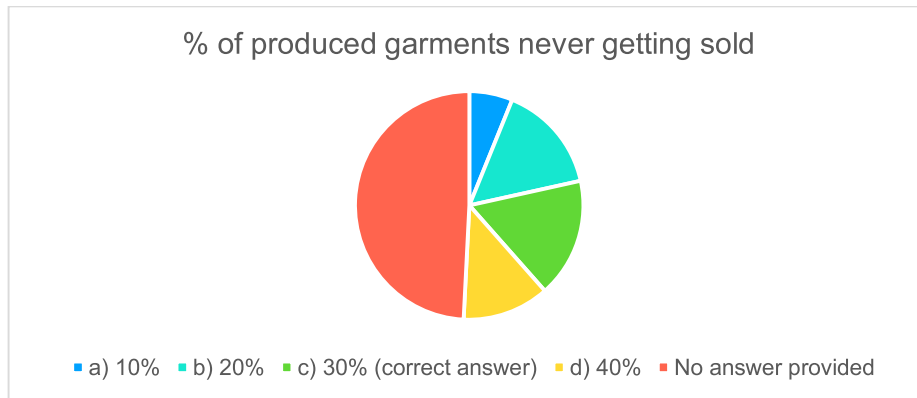


Figure 43: Percentage of produced garments never being sold

33 people answered this question and 11 (17%) chose the correct answer. 4 people chose answer a, 10 people believed it was answer b and 8 people thought it was answer d.

### How many clothes, footwear and household textiles does the average European consumer buy every year?

Possible answers:

- a) ca 5kg
- b) ca 9 kg
- c) ca 15 kg
- d) ca 26 kg (correct answer)

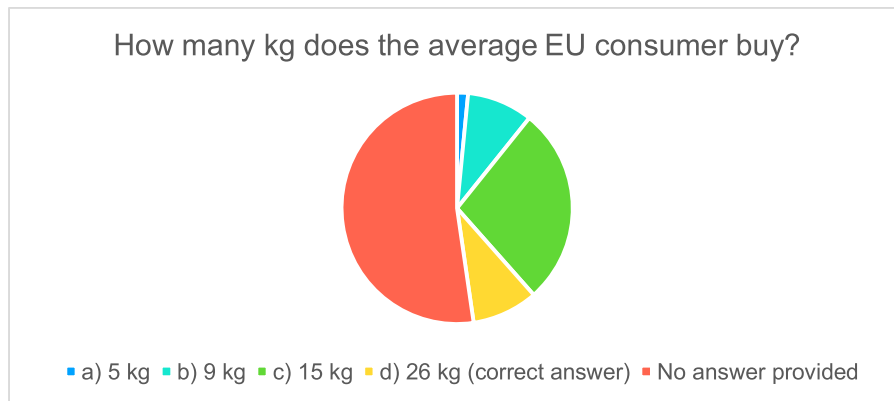


Figure 44: Kg of clothes, footwear and household textiles bought on average per EU consumers yearly

31 people answered the final quiz question and out of those 6 (9%) chose the correct answer. 1 person chose answer a, 6 people chose answer b and 18 (28%) thought the correct answer is c.

### 5.5.1 Summary of correct and incorrect answers

The numbers of correct and incorrect answers per each question are summarized in the below table and it can be seen that the percentage of the incorrect answers is significantly larger than the percentage of correct answers.

Table 16: Summary of correct and incorrect answers per question

Question	Total reponses	Correct answers	Incorrect answers	Correct vs. incorrect ratio in %
Water Needed to Produce One T-Shirt	43	10	33	15% vs. 85%
Fashion Industry's CO2 Emission Contribution	40	9	31	14% vs. 86%
Global Employment by the Clothing Industry	40	11	29	17% vs. 83%
Number of Fashion Garments Produced Globally per Year	33	11	22	17% vs. 83%
Percentage of Garments That Never Get Sold	33	11	22	17% vs. 83%
Clothing Consumption by the Average European Consumer	31	6	25	9% vs. 91%
<b>Total</b>	<b>220</b>	<b>58 correct</b>	<b>162 incorrect</b>	<b>26% vs 74%</b>

## 6 Conclusions of SCIRT online tool results

The analysis of the initial results from the SCIRT online tool provides several insights regarding consumer behaviour and level of knowledge of the general public, albeit with some limitations due to the quality of the data. The limited data prevented comparative analysis in some aspects, but based on the data received, it can be concluded that there are no significant differences between countries, either in purchasing habits or level of knowledge.

The best-represented age group was 30-40 years old (28%), with more female visitors than male. Visitors came from 14 countries, though many did not provide information on their home country.

Looking at the design versus need, 57% bought their last garment out of necessity, while 43% were driven by design preferences. For those buying out of need, quality was the most important factor, followed by aesthetics and price and for those driven by design, aesthetics was the primary factor, with quality and price also playing considerate roles. Eco-friendliness and fairness ranked lower in both groups, suggesting that consumer education around sustainability could be enhanced.

Regarding price ranges for specific clothing items (jeans, office trousers, swimsuits), a wide range of prices was mentioned with many visitors willing to pay mid-range prices, typically between 55 and 130 euros.

Visitors showed mixed shopping habits, with many occasionally buying from both well-known fast-fashion brands (43%) and more sustainable brands (29%). A smaller group (26%) buys from local or small designers, while second-hand shopping is moderately common (43% sometimes or more frequently buy second-hand).

37% of respondents claimed to often consider sustainable practices in their daily lives and in a way, this aspect was confirmed in the following question, where the respondents stated they are generally reluctant to throw away garments, preferring options such as charity, second-hand sales, or keeping them.

Suggestions for returning old clothes to stores for recycling were similar as observed during the Citizen Labs and included incentives like discounts, clear communication and transparency about recycling processes as well as more awareness campaigns.

Apart from the questions about purchasing habits, the online tool also includes awareness raising quiz questions to gauge public knowledge about the fashion industry. The questions used in the online tool are quite advanced, therefore it cannot be expected that every member of the general public will know the fashion industry in such detail. These questions were chosen intentionally to use this online engagement opportunity as an awareness raising and sharing information exercise with the aim to alert about the impact of fast fashion on the environment and the society. Although not knowing all of the answers, it can be assumed that the respondents now know more, than before taking part in this online experience, therefore its goal of raising the awareness level is reached.



## 7 Next steps

To conclude this deliverable, below a numbers of suggestions of some measure that could be taken to raise consumer awareness about the fashion and textile industry, its influence on the environment and society. These suggestion could help the general public make better and more informed purchasing decisions which would underpin the overall EU goals regarding a more sustainable textile and fashion industry.

1. Launch widespread public education campaigns, leveraging social media, online influencers, and interactive content to raise awareness about the environmental and social impacts of the fashion industry.
2. Collaborate with educational institutions to introduce sustainability topics related to the fashion industry into curricula, making knowledge more accessible from a young age.
3. Encourage fashion brands to promote sustainability initiatives through their marketing channels, which would amplify public understanding and responsibility.
4. Offer small incentives, like discounts or eco-friendly merchandise, to people who take part in educational activities, awareness campaigns or bring back their old clothes for recycling.

