

2023

# ANNUAL REPORT



ACCELERATING  
CIRCULARITY



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## WHO WE ARE

We are an action-oriented nonprofit focused on textile-to-textile recycling systems at commercial scale through a collaborative, stakeholder-led approach



### Mission

To catalyze new circular supply chains and business models to turn used textiles into mainstream raw materials.



### Vision

An world in which textiles are no longer wasted.™



### Taglines

- Textiles are too good to waste.™
- Putting textiles to good use.™

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## A NOTE FROM LEADERSHIP



Accelerating Circularity continues to drive the transformation of the textile value chain with the support and cooperation of our Board of Directors, Steering Committee, Trial Participants, Working Group Members, Volunteers, and those of you reading this report. We thank you for your collaboration and for sharing our vision of an industry where textiles are no longer wasted. Our philosophy is that "Circularity is a Team Sport" and it's our job as a "do tank" to facilitate circular systems as we believe that Textiles are too good to waste™.

In 2023, Accelerating Circularity made considerable progress toward our mission to catalyze new circular supply chains and business models to turn used textiles into mainstream raw materials.

In 2024, through support from another grant from the Walmart Foundation, ACP will embark on Building Circular Systems through the application of the textile waste hierarchy, education, and engagement. The new phase of trials will include the US, EU, and an expansion into other geographic regions.

We thank the Walmart Foundation, the steering committee, and trial members for their generous financial support and their commitment to facilitating the development of textile circular systems.

  
**KARLA MAGRUDER**  
FOUNDER + PRESIDENT



# PROJECTS

## Textile-to-Textile Recycling Trials



### US Trials

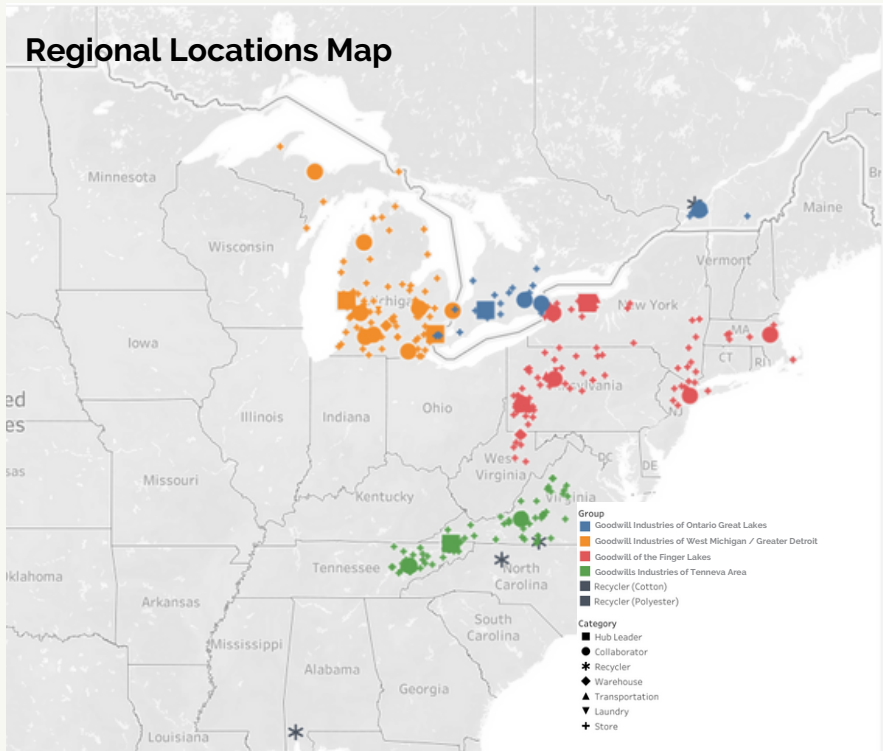
Number of Trial Participants	32
Number of Participating Brands	10
Number of Trials	12
Target Product Types	9
Number of Participating Mills	19
Number of Yarns	15
Volume Post-Consumer Cotton	23 TONS
Volume 100% Post-Industrial Cotton	23 TONS
Targeted Volume Post-Consumer Polyester	10 TONS
Targeted Volume of Output Yarns	150,000 LBS

### European Trials

Number of Trial Participants	42
Number of Participating Brands	11
Number of Trials	16
Target Product Types	2
Number of Participating Mills	6
Number of Yarns	10
Volume Post-Consumer Cotton	6.7 TONS SORTED
Volume 100% Post-Industrial Cotton	-
Targeted Volume Post-Consumer Polyester	11 TONS SORTED
Targeted Volume of Output Yarns	-



# rFeedstock Hub Project: Goodwill Industries International

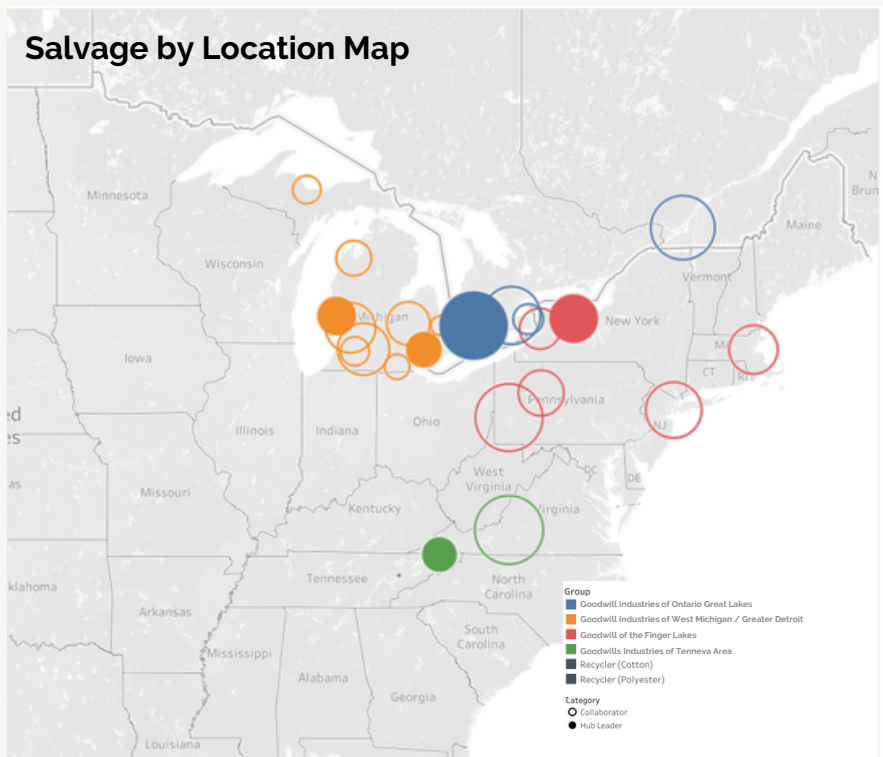


Identified feedstock hub locations

**4**  
Feedstock Hubs

**30M**  
lbs of potential  
cotton feedstock

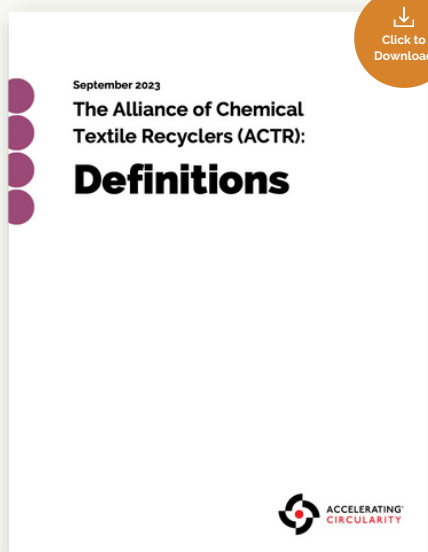
**17M**  
lbs of potential  
polyester  
feedstock



Identified concentration of salvage by location



# UPDATES



Released Oct 2023 at GFA, our dictionary of common terms



Trials Update Reports



# WORKING GROUP

New working group:

## CSTIM: Circular Systems for Trims and Ignored Materials

ACP launched a new working group, Circular Systems for Trims and Ignored Materials (CSTIM), in June 2023.

The group brings together major suppliers of trims, adhesives, thread, laminates, labels, and equipment to tackle the challenges of identifying, removing, and/or recycling these products in circular, textile-to-textile systems.

CSTIM will develop and publish recommendations to support scalable feedstock flows and quality to meet specifications for textile-to-textile recycling in the coming year.



Little Parts. Big Difference. >>>



Inaugural members



# TOOLS

## The Playbook: Making Used Textiles New Again



Launched at Circularity 23, an introductory guide for stakeholders to plan and implement circular systems,

## Directories:

Click to  
access

Reality Zone:  
Mechanical  
Cotton  
Directory

Recycler  
Directory

Collector/Sorter  
Directory

*I have been really impressed by the tools you've recently launched on your website—super helpful!*  
- Anonymous

# STAKEHOLDER SURVEY

In November 2023, we sent out our annual Stakeholder Survey to gauge the industry's perception of our work.

93%

we are a trusted resource for textile-to-textile recycling

88%

making progress towards our circularity goals

86%

respondents gained new insight into textile-to-textile recycling

*Very impressive that ACP has competitors working in same organization. They have brought companies together for the common good. Very rare that this occurs in business and AC has accomplished it seamlessly across a lot of areas!* - Brand



# EVENTS

## Reality Zone: Mechanical Cotton Workshop



October: Textile Exchange conference in London

## Playbook Launch



June: Circularity '23 conference in Seattle

## Circularity Live



October: Cocktail event at the Beyond Retro store in Coal Drops Yard, London in collaboration with Beyond Retro and Bank and Vogue

## Educational Visits



July: TOMRA's Recycling Test Center in Germany. December: Unifi, Parkdale, and Denim 101 at Cone Denim in North Carolina.

# AWARDS

**2023 Just Style Excellence Award**  
Research & Development Category

**B.A.U.M Environment and Sustainability Award**  
International Category





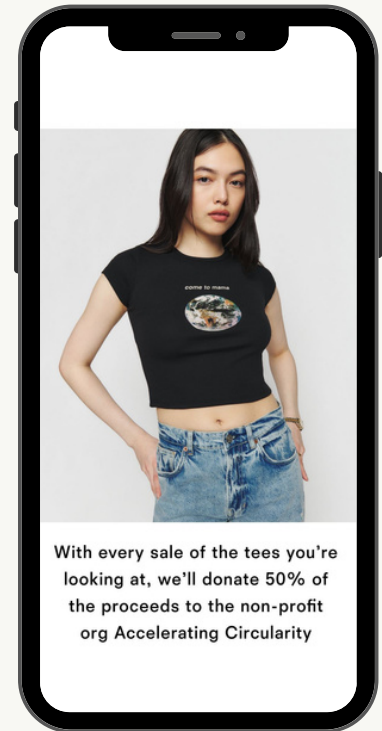
# PRESS

Published in:



## Press Releases

- **Recycler List:** Accelerating Circularity Catalyzes Connections for Textile-to-Textile Recycling
- **ACPE Cellulosic Trials:** Accelerating Circularity launches Cellulosic Textile-to-Textile trials in Europe
- **The Playbook:** Accelerating Circularity launches Textile-to-Textile Recycling Playbook at Circularity 23 Event June 7th
- **ACP x Giotex T-shirt:** Accelerating Circularity showcases t-shirts made of recycled textiles
- **GII Project:** Goodwill Industries and Accelerating Circularity Test Textile-to-Textile Feedstock Hubs with Generous Grant from the Walmart Foundation
- **ACTR:** Accelerating Circularity launches the Alliance of Chemical Textile Recycling (ACTR)
- **Reality Zone:** Accelerating Circularity launches the Reality Zone and Hosts Circularity Live Event with Bank & Vogue and Beyond Retro
- **Building Circular Systems:** Accelerating Circularity receives \$1.5 million from the Walmart Foundation to Build Circular Systems



ACP featured in the Reformation Earth Day Campaign

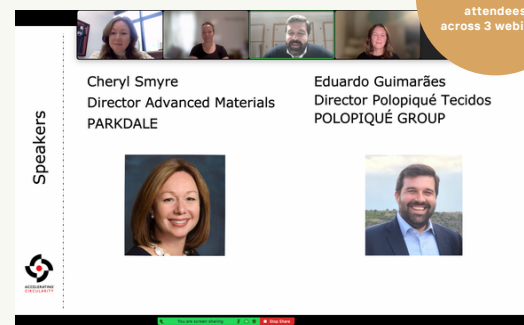
# PRESENTATIONS

## Live Presentations



## Webinars

150+ attendees across 3 webinars



Quarterly "ACP Progress Webinars" shared general organizational and trial updates.



# OUR TEAM

## Board



**STEVEN BETHELL**  
Director



**TRICIA CAREY**  
Secretary



**EDWARD DENES**  
Treasurer



**ALICE HARTELY**  
Director



**KATE KITCHNER**  
Director



**KARLA MAGRUDER**  
President & Founder



**EILEEN MOCKUS**  
Director

## Staff



**NEW: STACI BRUCE**  
Office Administrator



**SARAH COULTER**  
US Program Director



**DANEIL DIXON**  
Program Analyst



**MORGAN GINN**  
Project Specialist



**NEW: SHELLY  
GOTTSCHAMER**  
VP of Programs and Stakeholder Engagement



**EMMIE REILLY**  
Communications Coordinator



**ALINA RENSCH**  
Project Coordinator



**PETRA SCHWEIGER**  
Director, Europe

## Consultants



**JASON BROWN**  
Graphic Design Consultant



**RIA STERN**  
Marketing Consultant



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# FINANCIALS

Our 990 will be provided on our website at [acceleratingcircularity.org](https://acceleratingcircularity.org) as soon as it is available.

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# THANK YOU



ACCELERATING<sup>®</sup>  
CIRCULARITY



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