

RETHINKING THE FASHION INDUSTRY BUSINESS MODELS:

Mainstream repairing as a way forward for enabling responsible behaviors towards social and environmental impact. The endeavor of a social enterprise in the Netherlands.

PROBLEM #1: Environmental Crisis

Textile is the second most polluting industry in the world, behind oil industry ¹. In 2019, 174.000 tons of textile were disposed to waste in The Netherlands. From this amount it is estimated that 58% was recyclable or reusable.²

- A. The consumer is limited of options that can extend the life of their clothing.
- B. Brands are limited of solutions they can provide to their end consumer.
- C. The call for a sustainable take in fashion is pressuring both brands and consumer to change their behavior but there are no consolidated solutions in place.

¹ <https://www.circr-economy.com/news/dutch-closet-study>
² <https://www.cbs.nl/en-nl/news/2021/05/brands-meen-textiel-in-nederland>

PROBLEM #2: Unemployment and Social Exclusion

Large segments of the Dutch population such as refugees and young adults face difficulties in access to the labour market. This contributes to negative socio-economic impact and creates a burden on the social welfare net.

- A. 62% of refugees is still unemployed after more than 4,5 years in the country.¹
- B. Unemployment rates amongst the youth tops 9,9%, while the general population averages 3,5%.²
- C. Lack of opportunities for these segments lead to social exclusion and lack of participation.³

¹ <https://www.cbs.nl/en-nl/news/2020/35/germaans-ke-benchmark-staatshouders-2018-2019>
² <https://www.cbs.nl/en-nl/news/2019/38/indicatoren-jeugd-voor-gemeente-en-wijk-2018-2019>
³ <https://www.cbs.nl/en-nl/news/2020/35/germaans-ke-benchmark-staatshouders-2018-2019>

OUR SOLUTION

The United Repair Centre provides solutions for both, textile waste AND unemployment.

EXTENDING LIFECYCLE OF CLOTHING:
Providing clothing repair services to brands willing to offer life-extension options to their customers.

SOCIAL INCLUSION THROUGH EMPLOYMENT:
Creating job opportunities to people who face difficulties in accessing the labor market.

OUR PROMISE

- 1. JOB CREATION**
Ensuring long lasting valuable job creation for people with a distance to the job market such as refugees, people with a disability, young adults and elderly population.
- 2. ENVIRONMENTAL IMPACT**
Striving for maximum positive impact through our activities and reporting on the results. Including positive CO2 footprint, textile waste savings and water savings.
- 3. COLLECTIVE ACTION**
Trying to ignite a systemic change together with brands by the circular solutions, publicly advocating the value of repairs and supporting a growing repair movement.
- 4. EDUCATION**
Offering educational programs that fit into the need for repairs skills in the circular economy, facilitating social inclusion and help educating the end consumer.

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OUR USP'S

- Scaled Proposition of Repair, Recommerce and Restyling
- Integrated IT solution for logistics and fulfillment
- Able to provide service repair for multiple brands
- Able to maintain collaboration with brands
- Social mission that supports the inclusion goals of companies

URC 2.0

Our ambition is to bring brands, governments and end-customers together to **foster a movement for systemic change** of the clothing industry.

The extension of our offering with refurbishing and repurposing services will enable URC becoming a **360 full circular solution provider**.

Being present in strategic urban locations will enable **European-wide accessibility** for brands and customers.

All fitting into the goal of **providing more jobs for those in need** across Europe, reducing more textile waste and increasing our **positive environmental footprint**.

1500 jobs

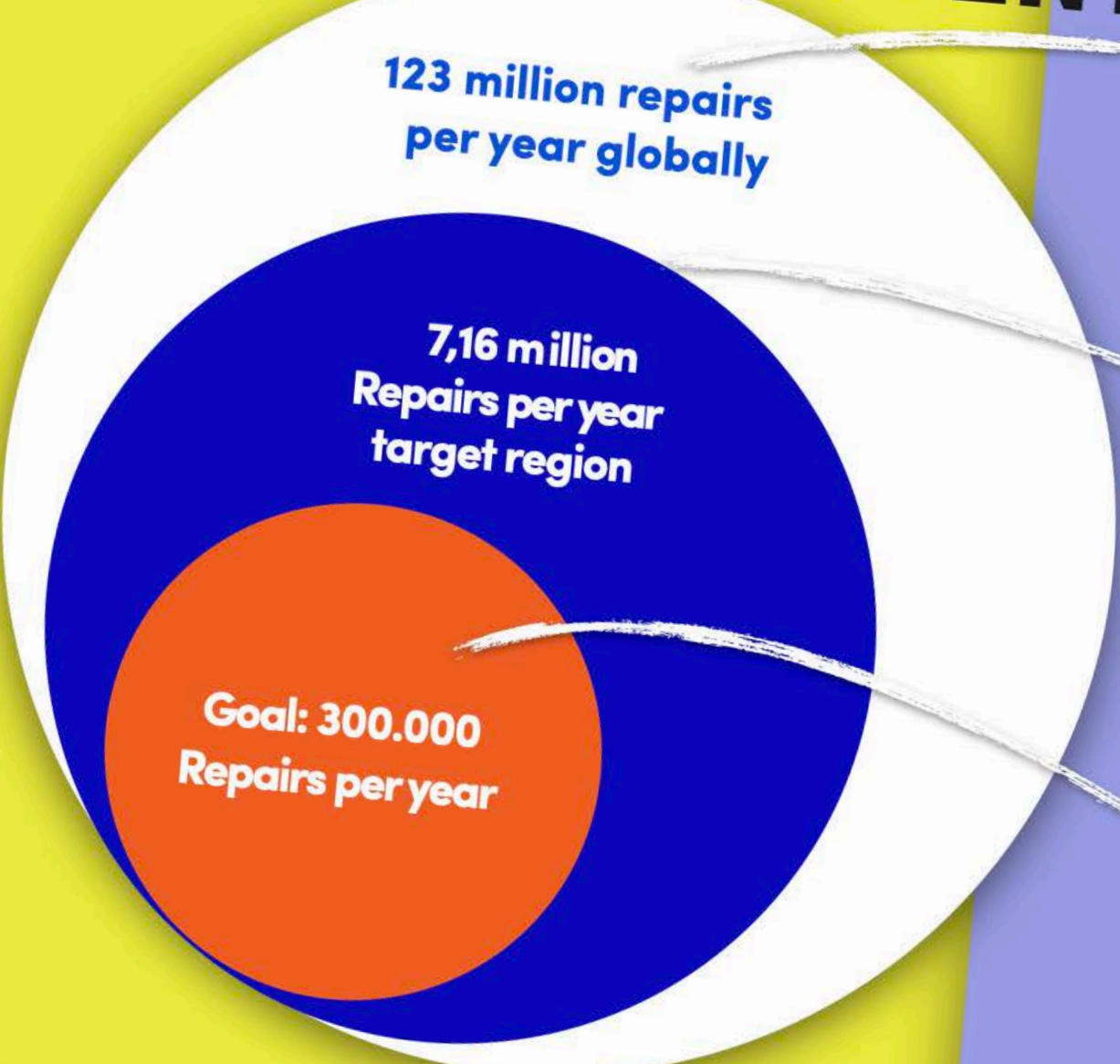
400k repairs/year

500k refurbished items/year

100k repurposed pieces/year

MARKET POTENTIAL

We performed a market study in collaboration with UvA / Master Challenge to identify the potential of the repair proposition in the north European market.



Estimated global repair market (0,5% of global production)*

Estimated number of repairs available with 0,5% of the clothing production in the DACH, Benelux, Nordics region for sports, fashion and workwear.*

5% Market Share: Objective of the United Repair Centre when attaining maturity in Year 5*

*The 0,5 percent is the current attainable target. (Done by Worm Wear in the US). ^{united repair centre} more, used as a base as realistic target for fashion brands globally.

ROADMAP '23-'24

