FASHION TAKES ACTION

FTA

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CANADIAN CIRCULAR TEXTILES CONSORTIUM

CONSORTIUM CANADIEN DES TEXTILES CIRCULAIRES

CATCH THE WAVE 2026 · INNOVATION PANEL

Shifting from overlooked to opportunity

The Value Recovery Pilot || CCTC Circular Business Models

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FASHION TAKES ACTION

Fashion Takes Action is a registered Canadian non-profit advancing sustainability and circularity in the entire fashion system since 2007.



Through education, collaboration, and policy advocacy, we empower both citizens and industry to reduce fashion's environmental and social impacts, and to reimagine a more responsible system.

Over the past 19 years, FTA has worked with **3,000+ industry** stakeholders, participated in **over 150 events**, led collective impact projects and has conducted **groundbreaking research.**

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MY CLOTHES MY WORLD

RE MODE

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THE OPPORTUNITY

Good garments leave the resale stream for small reasons

WHAT HAPPENS NOW

Item pulled at grading and sent to export, recycling or landfill.

EARLIER EVIDENCE

Traditional, centralized repair isn't economically viable.

NEWER EVIDENCE

Targeted fixes built into the workflow show high success rates.

OUR WORKING HYPOTHESIS

Many rejected items fail on minor issues that low-cost, low-labour fixes, or better framing for shoppers, can solve.

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THE MODEL

Four interventions built into processes

1

Assistive resale
Sell as-is with repair or care guidance, upcycling prompts and QR support.

2

Ultra-light fixes & cleaning
ClipZip, fabric stickers and similar quick fixes, under 2–3 minutes per item.

3

Upcycling & Repair
Adds value to the garment or revalues high-end items.

4

Technology
Testing innovations to support sorting, grading, and resale.

← **Less labour, cost and handling**

More skill, more value per item →

FRAMEWORK

Which intervention fits which operator?

Scale → / Intervention ↓	Small & community thrift	Mid-size regional	Large-scale sorting
Assistive resale	**Core fit** Signage & care tags	**Core fit** Test messaging variants	**Core fit** Tags / QR at grading
Ultra-light fixes & cleaning	**Core fit** Volunteers with fix kits	**Core fit** At the grading bench	**To test** Holds 2–3 min at line speed?
Upcycling & Repair	**To test** High-value items only	**To test** Shared repair station	**To test** Dedicated skilled staff
Technology	**Unlikely Fit** N/A	**Partner-led** Testing smaller-scale tech	**Partner-led** Cameras

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WHERE WE ARE

Stage 1 is underway, and we're looking for partners

1 · Discovery & baseline

2 · Intervention design

3 · Pilot test

4 · Evaluate & recommend

WHAT WE NEED

Pilot sites
Thrift and sorting operators of every size

Know-how
Repair tools, sorting data, research methods

Funding
For repair and sorting workforce pathways

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Thank you!

Questions? Let’s keep the conversation going.

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