

**The best resistance
is an alternative.**





140+ People in Accra
Bending the Line into a Circle
Cleaning up the Mess

Clothing Is Not A Plastic Bottle

- There is a reuse market.
- Reuse is highly contextual.
- Sorting does not solve the problem of waste when waste is economic.
- The criteria we need are the costs.





Reuse is the top of the Waste Hierarchy, but Global Reuse is Collapsing.

- Kantamanto is a Red Flag for the industry because there is far Too Much Clothing and far Too Little Value within it.
- Decades of Legacy Material is Not Eco-Designed. EPR must fund this.
- In the absence of support, new Fast Fashion will move into Secondhand Markets.

Production Volumes are a necessary tool for behavior change and policy.

- 100% of brands know volumes.
12% publish.
- Corporate fear of consumer behavior if we see the problem of which we are a part.
- Waste is not due to lack of recycling technology, rather due to overproduction.
- Measure the impact of circularity to ensure offsets against new production.

