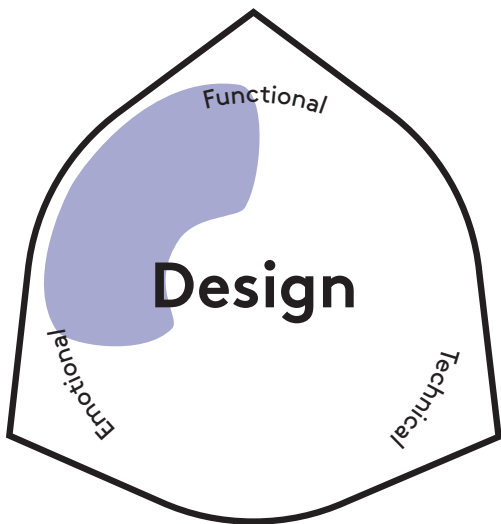


Re-Use



Re-Use

WHAT?

Re-use of products and materials based on a deposit system.

WHY?

Re-use can minimise use of resources as they will be used again instead of becoming waste. Re-use can also prolong a product lifespan.

CHALLENGES

- It requires systems that are easy to engage with for users in everyday life.

EXAMPLES

- Re-use of a product in its original form, similar to the Danish bottle deposit system, **Dansk Retursystem**.
- Re-use of a product material, similar to H&M in collaboration with I:CO-Systems; bring a bag of clothes to the store and get money off.

THIS CARD LINKS TO

/ Environmentally Friendly Materials / Mono-Material / Technical Durability / Up-Cycling / User Understanding / Zero-Waste

FURTHER READING

Niinimäki (ed.) (2013). **Sustainable Fashion: New Approaches**. Aalto University, Helsinki / Palm et al. (2014). **Towards a Nordic textile strategy: Collection, Sorting, Reuse and Recycling of Textiles**. Nordic Council of Ministers.