



THE **SWITCHING GEAR** ENABLING NETWORK

**JOIN THE SWITCHING GEAR ENABLING NETWORK
AND ACCELERATE SCALING OF RECOMMERCE AND RENTAL BUSINESS MODELS
IN THE APPAREL INDUSTRY**



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ABOUT THE SWITCHING GEAR ENABLING NETWORK

“Switching Gear: Towards a Circular Business Model”, is a C&A Foundation supported project, led by Circle Economy, that guides 6 apparel brands on a circular innovation process towards the design and launch of rental and recommerce business model pilots by 2021.

To support the practical implementation of these pilots, and enable the wider uptake of circular business models in the apparel Industry, Circle Economy have joined forces with strategic partner Fashion For Good. Through this partnership, Circle Economy and Fashion for Good will work together to drive the formation of a powerful global Enabling Network of over 50 circular solution providers and innovators, frontrunning brands and relevant experts, in the next 2.5 years. The network will be carefully curated to include relevant stakeholders that are needed to scale rental and recommerce business models in the apparel industry.

THE CORE OBJECTIVES OF THE ENABLING NETWORK ARE TO:



BUILD KNOWLEDGE: Share the learnings and insights from experience gained



ESTABLISH NETWORK: Connect brands with circular solution providers and innovators



CREATE EXPOSURE: Elevate the topic of rental and recommerce to the global industry agenda

JOINING THE SWITCHING GEAR ENABLING NETWORK

Joining the network will give access to networking, knowledge building and exposure opportunities to support the development and scaling of your companies value proposition, innovation or new business model in the market.



Connecting a powerful and active community of brands, solutions providers and experts is key to advancing the practical implementation of circular business models in the market.

Learn more!

Do you want to join? contact luna@circle-economy.com.

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EVENTS HOSTED IN AMSTERDAM X 3

- Networking & facilitated matchmaking
- Short plenary programs focused on tackling industry challenges
- Bespoke matchmaking with Switching Gear brand partners on case by case basis

2

ONLINE WEBINARS X 3

- Theme focused shared learning opportunity
- Access to Switching Gear project insights
- Access to content & tools to drive development of new solutions & business models

3

EXPOSURE

- Logo + profile on Switching Gear Enabling Network webpage
- Circle Economy and Fashion for Good newsletters and industry events