

ABFRL and GIZ announces the 'Circularity Innovation Challenge 2023' in collaboration with CEE and GIZ Leverist to transform the Indian textile sector

An opportunity to co-design and innovate a textile circularity project in supply chain

Mumbai; April 19th, 2023: - Aditya Birla Fashion and Retail Limited (ABFRL), one of India's leading fashion companies, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) announced the launch of the '**Circularity Innovation Challenge 2023**'. This initiative, in collaboration with Centre for Environment Education (CEE) and GIZ Leverist, aims to create a platform for innovators in the textile and apparel industry to develop innovative solutions. The challenge will feature eight categories and shortlisted/chosen innovators will have an opportunity to pilot their innovations.

*"We are thrilled to kickstart the 'Circularity Innovation Challenge 2023' in partnership with GIZ," said **Dr Naresh Tyagi, Chief Sustainability Officer, ABFRL.** "At ABFRL we aim to collaborate, contribute, and co-create a new movement in the Indian textile sector. Our goal is to create a platform for innovators, to introduce sustainable and impactful solutions and raise awareness about textile circularity. This initiative will bring forth innovative solutions that can help minimize textile waste and promote the use of sustainable materials in the industry. We are happy to announce that the finalist will get a platform to co-design pilot projects with ABFRL, which will be integrated into our supply chain. Moreover the pilot project will give them a boost to test and scale their innovation in the larger textile and apparel market".*

*The German Federal Ministry for Economic Cooperation and Development (BMZ) sees immense value in public-private partnerships as a measure to attain the sustainable development agenda. Their DeveloPPP program supports this joint project between GIZ India and ABFRL on circularity in India's textile and apparel sector. **Ms. Meghana Kshirsagar, Senior Advisor Climate Change and Circular Economy at GIZ India,** emphasises that this innovation challenge is one of their many upcoming initiatives to bring stakeholders from the textile ecosystem on one platform – innovators, designers, students, brands and industry, MSMEs, incubators, think-tanks and decisionmakers – so we can together showcase successful examples of circular approaches for the sector through effective collaboration.*

***Mr. Kartikeya Sarabhai, Director, Centre For Environment Education (CEE)** says, "The textile industry is one of the largest sectors of our economy. The challenge is to achieve growth along with sustainability, through a circular economy model. The Innovation Challenge is meant to encourage and capture the creativity and innovations especially of our youth. 8 different categories have been identified in which participants can apply and it aims to introduce circular economy models at an industry level through the groundbreaking work of innovators. It's a great platform to collaborate, contribute and co-create."*

Participants in this challenge will have a chance to co-design pilot projects with ABFRL, focusing on circularity and sustainability in textile and apparel, and to integrate their innovations into the supply chains of textile companies. The best innovative ideas will be presented to a broad network of industry stakeholders for possible linkages and collaborations.

ABFRL has collaborated with GIZ, to promote circular business practices in the Indian market. Implementing circular solutions in the textile and apparel linear value chain not only unlocks untapped commercial potential for existing stakeholders but also reduces the substantial carbon footprint of the industry. With GIZ's support, ABFRL and other industry players can leverage circular business principles and implement technically superior and consumer-friendly procedures.

Innovators/startups can fill their nominations under various categories listed on the website. Participants will have the opportunity to collaborate with other like-minded individuals and create a positive impact on the ecosystem.

The Challenge is open for virtual applications until **April 25th, 2023**, on the Leverist platform.

Click here to apply: <https://app.leverist.de/en/opportunities/circularity-innovations-in-the-textiles-and-apparel-sector-in-india>

About Aditya Birla Fashion and Retail Limited (ABFRL)

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'.

About GIZ

The **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** GmbH is a federal enterprise with worldwide operations. It supports the German Government in the field of international cooperation for sustainable development and international education. GIZ assists people and societies in shaping their own future and improving their living conditions. For over 60 years, GIZ has been working jointly with Government and private sector partners in India for sustainable economic, ecological, and social development www.giz.de/en

This partnership with ABFRL is funded by the **DeveloPPP** programme, of the German Federal Ministry for Economic Cooperation and Development (BMZ), which promotes private-sector activities where entrepreneurial opportunities and development policy potential meet.

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