



# WVAIR

2020 YEARLY REPORT

THE YEAR WE LAUNCHED



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*"You must be the change you wish to see in the world."*

— Mahatma Gandhi





# *OUR COMPANY*



## **WHO ARE WE?**

WAIR is a Copenhagen-based startup developing sustainable and scalable methods to upcycle large amounts of textile waste. We work with unwanted textiles that come from manufacturers and any other piece of fabric we can get our hands-on.

## **WHAT DRIVES US?**

Our motivation is simple: Waste-Free Fashion.

The large amount of textile waste generated by fast fashion and mass production is a big issue within the current fashion industry. This has serious consequences for both the environment and our communities.





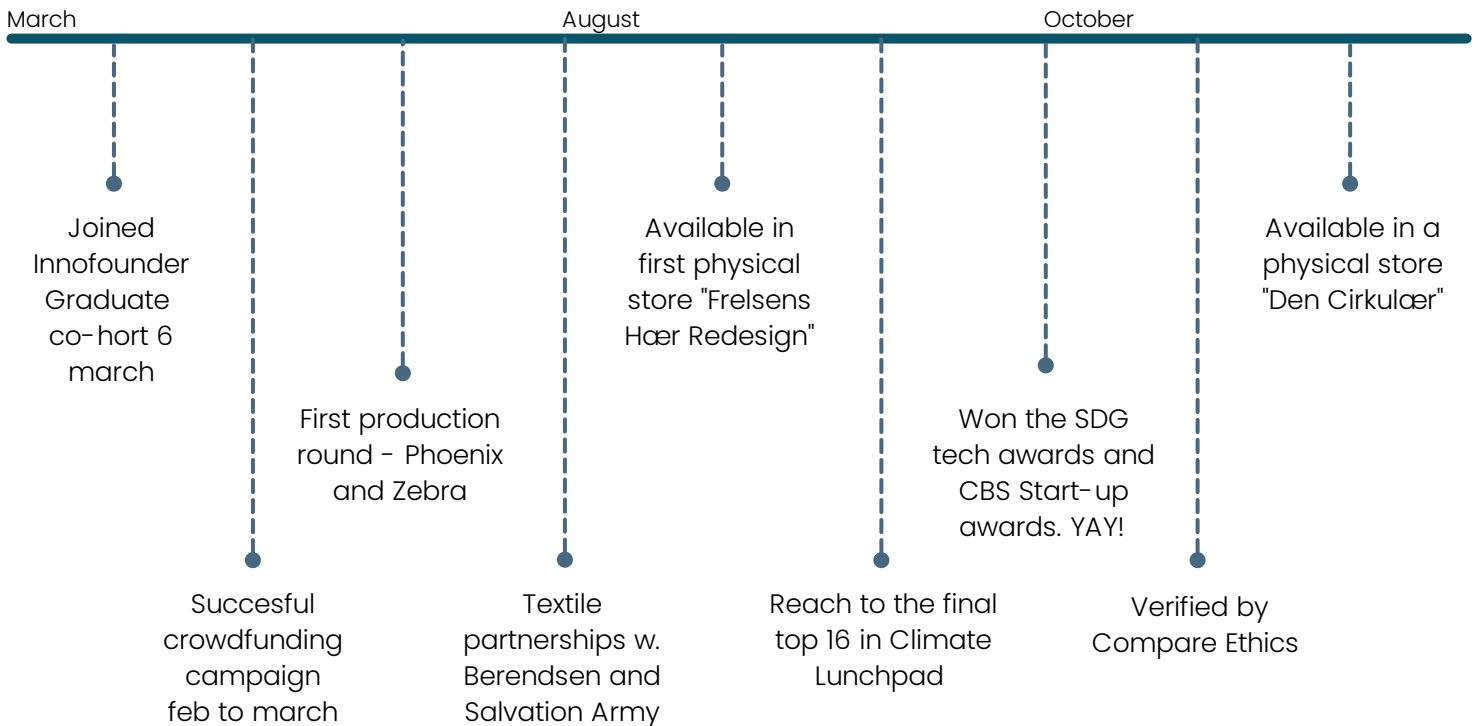
# *TRANSPARENCY*

We strive to be transparent and honest in our productions and products. It is important for us to show you that we are walking the talk. That is why we made this report to present to you the good we do and acknowledge areas where we are going to improve.

We want to provide all the information for you to make a conscious decision and make this information accessible for you. We truly believe that being transparent allows us to challenge each other and urge others to make a difference.



# MILESTONES





# IMPACT

We all have an impact on the planet, so we should all play a part in reducing our footprint. We are working with an ethical supply chain that creates high-quality, low-impact and long-lasting products.



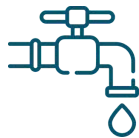
## Recovered Textiles

631 kg of collected textile



## Fair and safe work

Ensured above living wages and safe working environments in suppliers' production sites through social audits



## Saved water

163.985,4 Lt water from denim waste



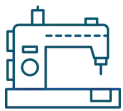
## Pairs of shoes sold

207 pairs



# WORKSHOPS

We want to raise awareness of textile waste and encourage everyone to rethink their consumption behaviour. That is why we offer these upcycling workshops, to help you transform something treasurable where other people see waste. Besides, it is always fun to do some sewing together with those who share the same passions in sustainable fashion!



12 WORKSHOPS



2 online workshops



Upcycling community of  
50+ members

**COLLABORATIONS**

ae·ip·athy <sup>studio</sup>

**bagabù**

# UN GLOBAL GOALS

In order to align with the UN global goals, also known as sustainable development goals (SDGs), we have committed ourselves to SDG 9 and 12 after dialogue and workshops with the entire team to collectively decide which SDG we should focus on.



Encourage research in textile waste streams and innovative solutions for cut-offs in production.



By upcycling discarded textiles that would have otherwise been thrown away, we contribute to reducing waste and the use of natural resources. We make our product information accessible, so our customers can make sustainable choices.

We educate and raise awareness in textile waste through our upcycling workshops, and encourage others to practice and purchase sustainably.





# GOALS 2021



## Industry, innovation and infrastructure

Collaborate with schools and high education on textile research

Demonstrate profitability of a circular economy business model.

Identify and analyze textile waste streams from different actors in the fashion industry.

Collaborate with manufacturers to re-perpuse textile waste.



## Responsible consumption and production

Track, monitor, and report the usage of materials, energy, and water in our supply chain.

Produce transparent content for our customers.

Recover 1.200 Kg of textile waste.

Obtain more accredited and sustainable certifications.

Organize 20 workshops to educate consumers on slow fashion and recycling.

Expand the network for Textile Recirculation.



## THE GLOBAL GOALS

# THANK YOU

From team  
WAIR



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