



Enhancing the behavioral and business change of the second-hand textile industry in the Central Baltic region

Baltic2Hand

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Every piece of fabric tells a story – but many of the stories end too soon



Problem

In Finland, people buy **38 pieces** of clothing per year, while a **sustainable** amount would **5 pieces**.

12 kg

of textile waste per person per year (EU) – 5 million tonnes in total

1 %

of textile waste is recycled

European Commission

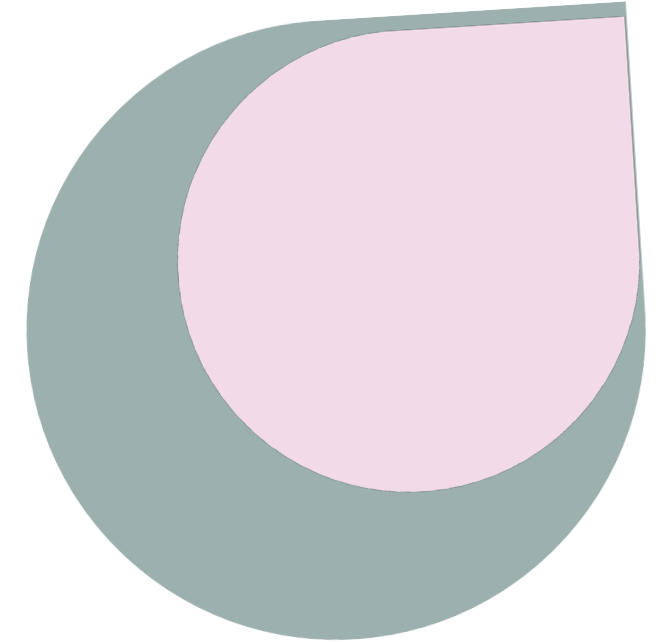


In the Baltic2Hand Project we:

IMPROVE TEXTILE REUSE
REDUCE TEXTILE WASTE
PROMOTE THE USE OF SECONDHAND CLOTHING

WITH THE GOAL OF ENHANCING THE BEHAVIORAL AND BUSINESS CHANGE IN THE TEXTILE INDUSTRY ACROSS THE CENTRAL BALTIC REGION

We have offered companies agile approach through **collaborative service design methods** to co-create solutions for circular business needs.



As a result of the Baltic2hand project

We co-created circular textile solutions with 50+ companies in Estonia, Finland, Latvia and Sweden

18 companies from Estonia

21. companies from Finland

5 companies from Latvia

6 companies from Sweden

Prototyped 11 solutions

Piloted 10 solutions

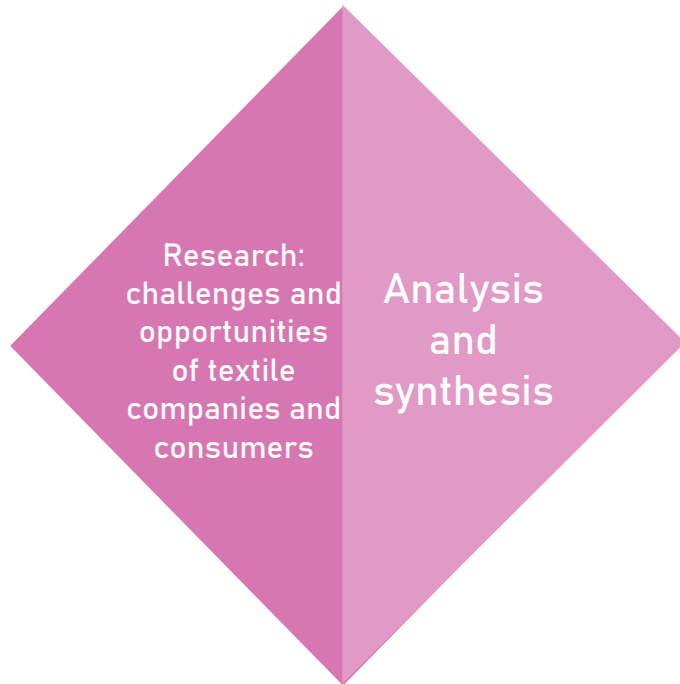
Published 30 + articles and blog posts about circular textile transformation

PROBLEM SPACE

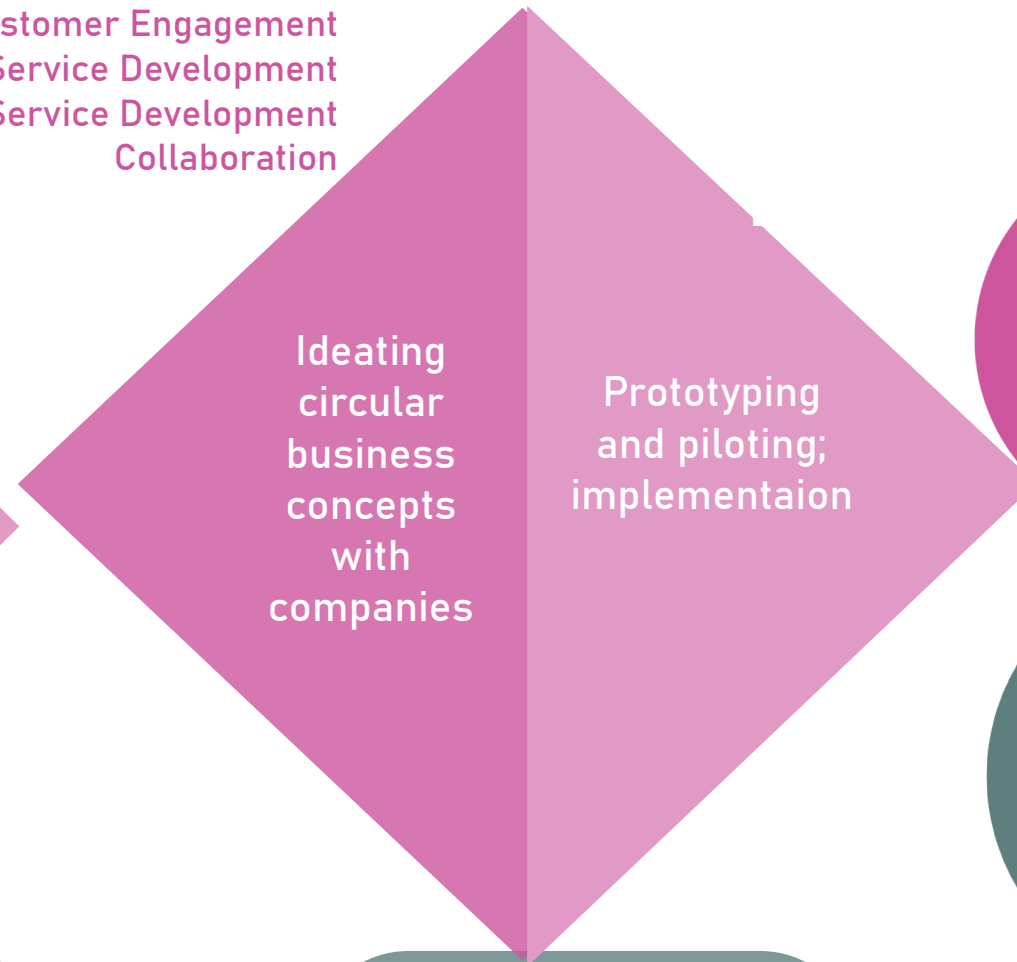
SOLUTION SPACE

CIRCULAR TEXTILE SOLUTIONS

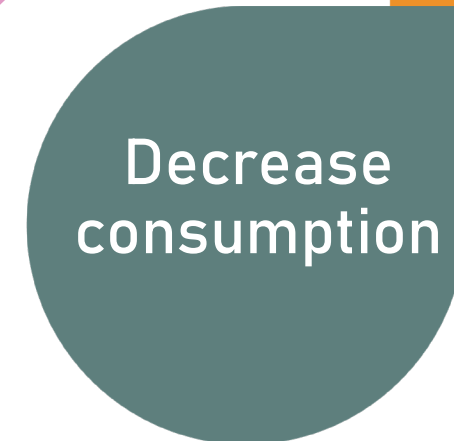
Customer Engagement
Service Development
Digital Service Development
Collaboration



Discover and define problem(s) to be solved



Develop solution(s) to problem(s)



We researched needs, problems and opportunities

1 Survey

2084 participants completed the representative survey about second-hand consumption

2 Consumer interviews

29 consumers gave us in-depth interviews about their consumer behavior

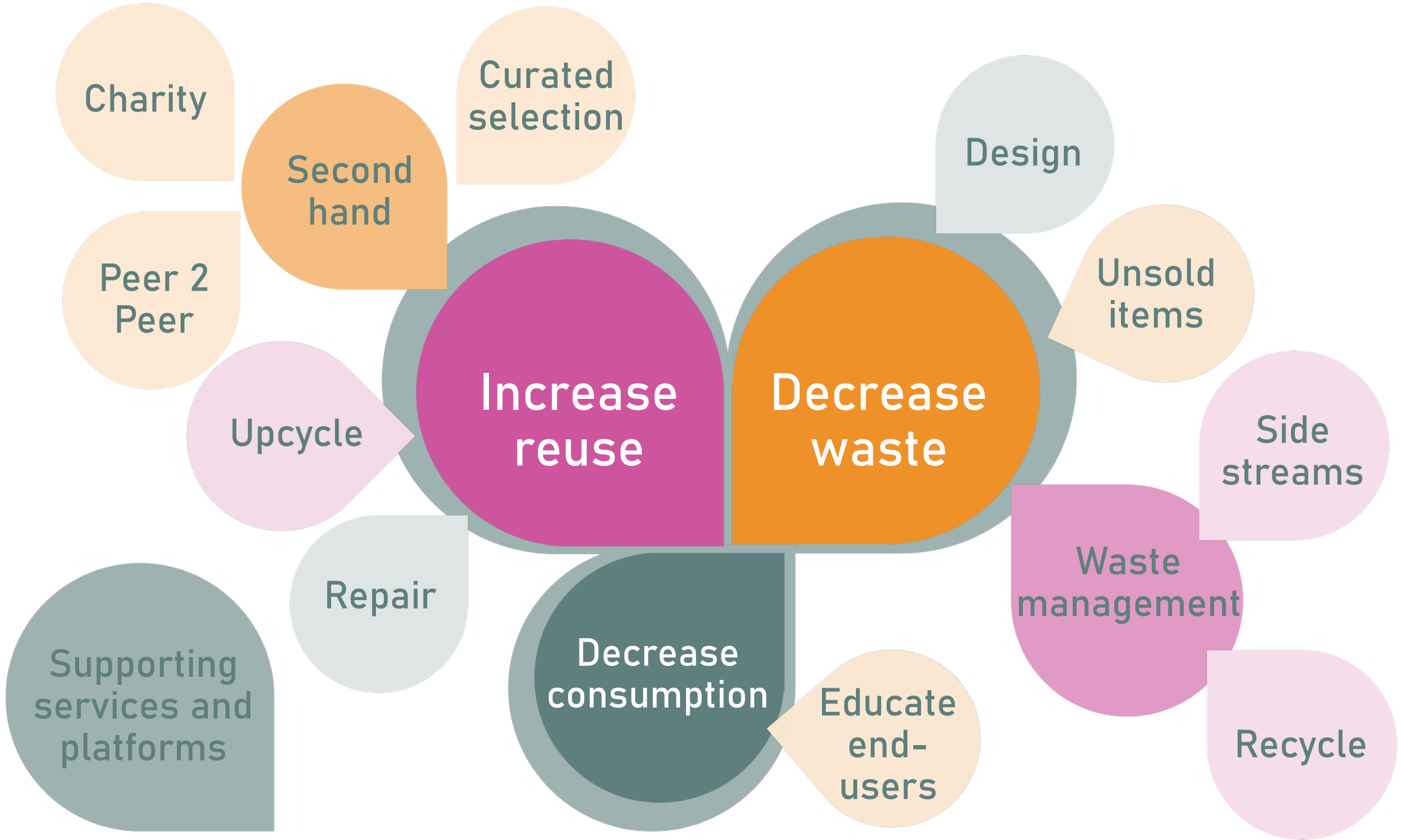
3 Companies interviews

20 companies told us about their experience with circular business models and operations



We organized and facilitated cross-border and local workshops in different formats, inviting various stakeholders (experts, scholars, companies, consumers, policy actors) to solve challenges by textile companies in the four countries





Charity

Curated selection

Design

Second hand

Peer 2 Peer

Unsold items

Increase reuse

Decrease waste

Upcycle

Side streams

Repair

Decrease consumption

Waste management

Supporting services and platforms

Educate end-users

Recycle

Repair service for own brand

2nd hand in shopping mall

Design out waste

Slow fashion online map

Webshop for 2nd hand

Online sewing course

Repair concept for luxury and vintage items

Decrease waste

Low-value textile ecosystem building

Textiles reused as design objects

2nd hand fashion show

Sorting tool for textile donations

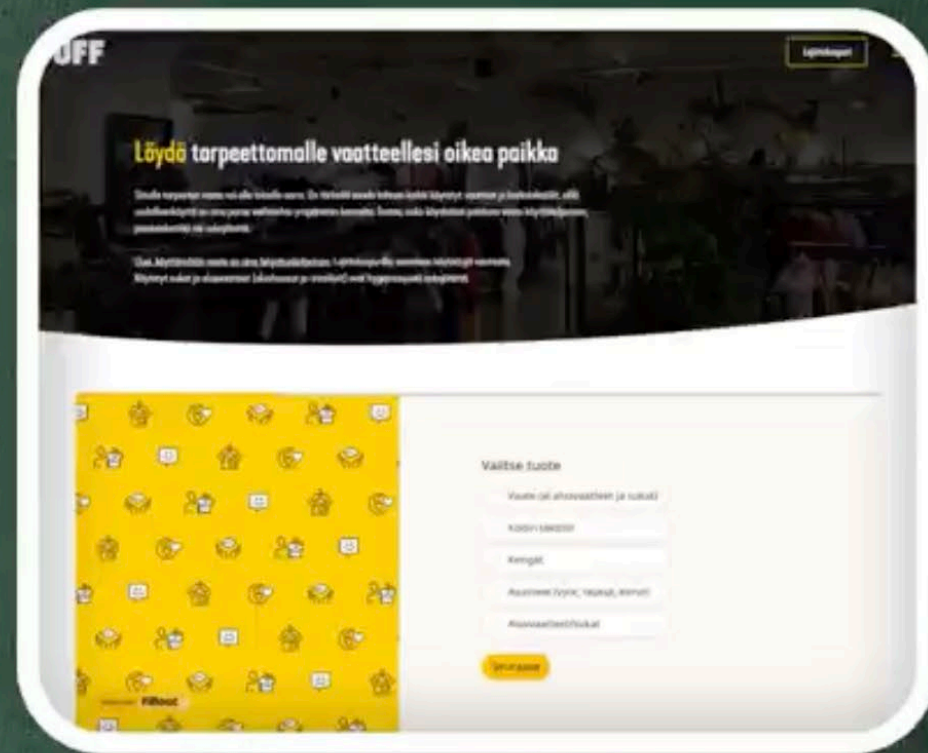
Digital learning game

Recycle

UFF



HUMANA



Marketing campaign and a sorting tool
to promote textile recycling



**Enhancement of large-scale utilization
of low-value textiles in B2B**

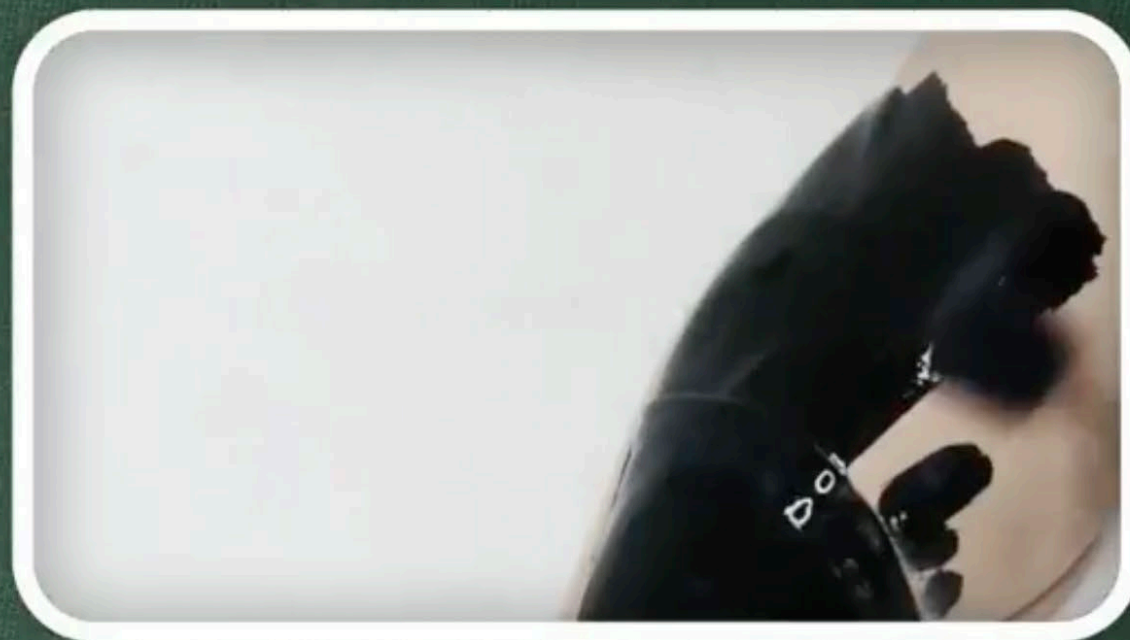
reima



Kauppakeskus Mylly

**Online and on-site second-hand
stores to boost sales**

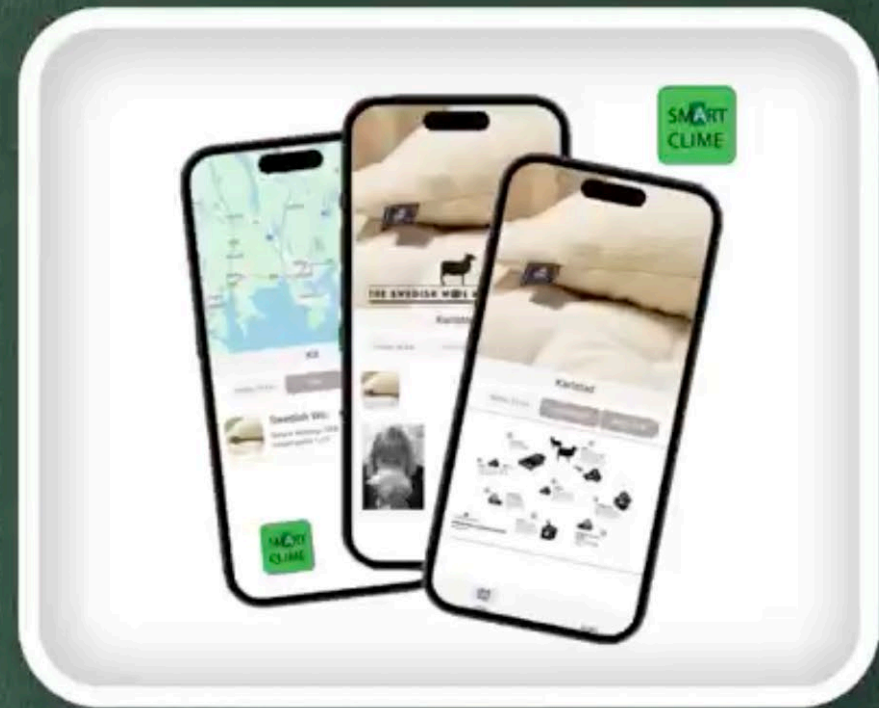
RESTORED BY
G'Old
atelier



**Expanding redesign and repair
services for B2B**



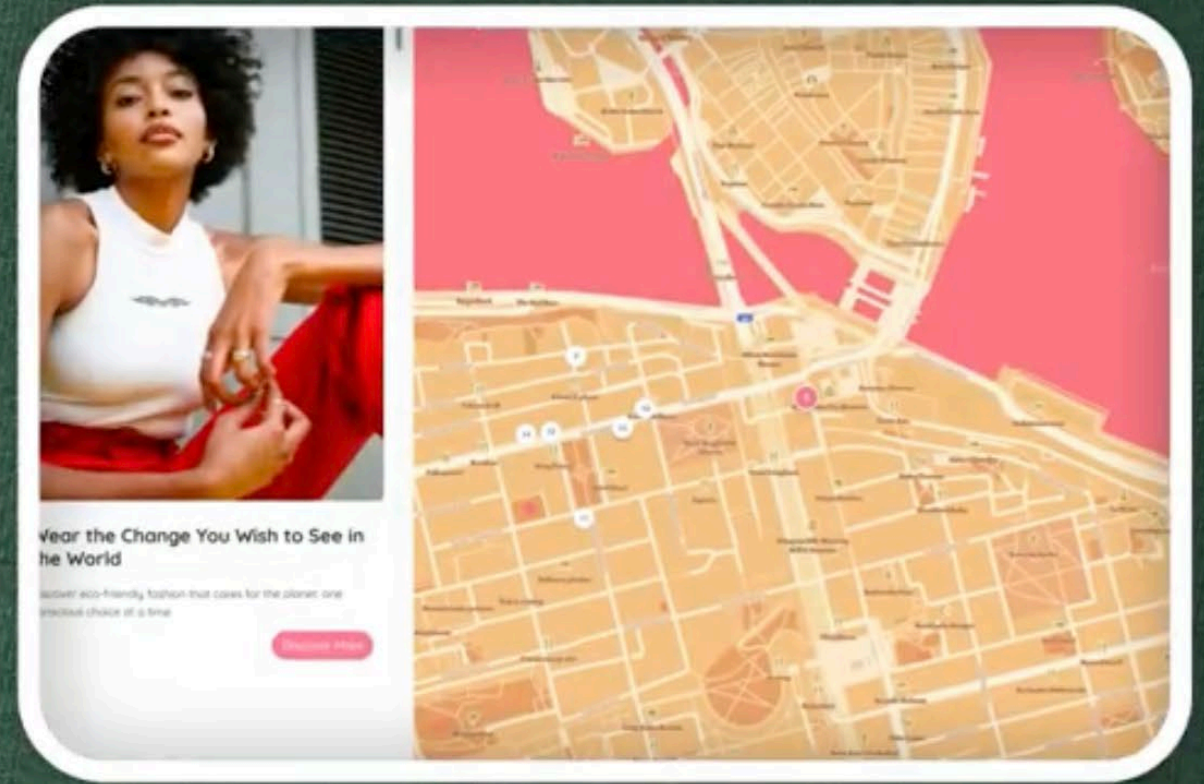
**Marketing for repair
and upgrade service**



**App connecting users and companies
for sustainable choices**

RE- MAP

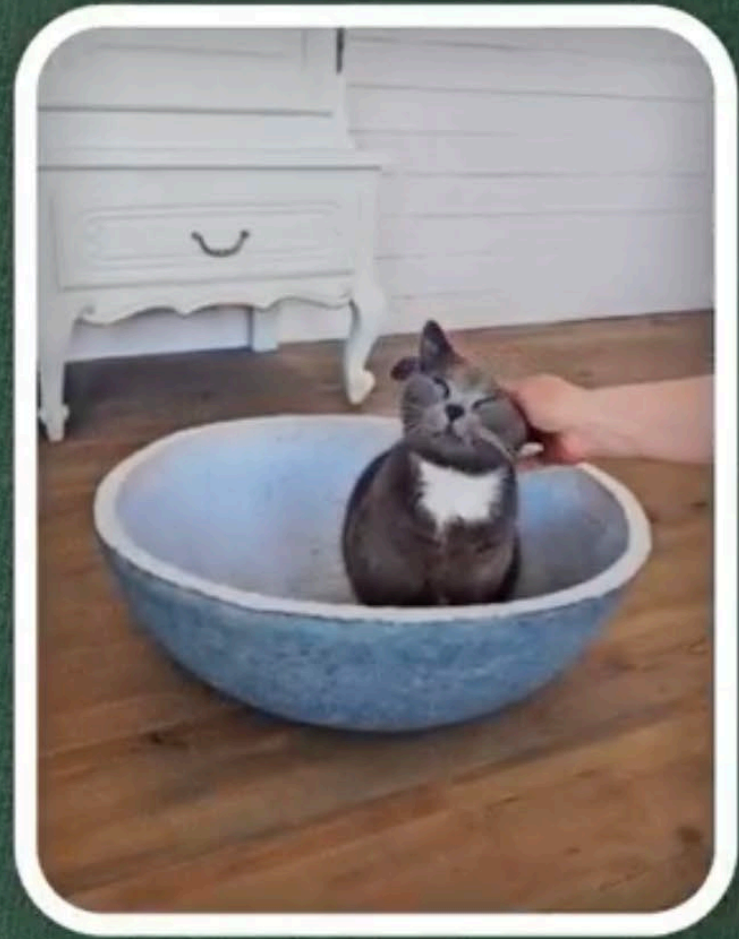
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**An online platform to map curated
slow fashion choices**



O design
think green



**Sustainable bed
accessories for pets**

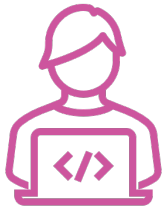
What we learned

Designing for circularity is like gardening – you just need to
support what grows naturally

Collaboration is key in circular transformation

Understanding both the challenges for companies and
consumers are a starting point for sustainable solutions as **all**
stakeholders should work together for a
circular change

Thank you!



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