

EU Danube Region Strategy

PA 8 LIGHTHOUSE

GREEN TECH, CIRCULAR ECONOMY & CIRCULAR BIOECONOMY



Circular Business Models in Textile Industry - RECONOMY Program

E-Circular, Moldova



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Basics

Name: RECONOMY Program

**Circular business models and resource efficiency
in the textile and apparel industry**

Country: Moldova



Scoring: 48/50

Project Coordinator:



E-Circular



Curs digital | e-Circular

Contact Person:



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Circular Economy in the Textile and Apparel Industry



Key Project Data:



2025 – 2025 with possibility to continue



Total amount is 163.450 CHF

Funded by:

The Project is funded by the **Swedish Agency for International Development and Cooperation (Sida)** and implemented by **Helvetas Swiss Intercooperation under the RECONOMY Eastern Partnership Network**. The project also cooperates with **Textile Cluster Sorintex, the Moldova Ministry of Environment, the Center of Excellence in Light Industry and several SMEs as well as Women and Youth Groups.**



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About the project

The project "**Circular business models and resource efficiency in the Textile and Apparel Industry**" implemented by E-Circular is an initiative aiming to **accelerate the transition toward a circular and resource-efficient textile and apparel industry** in the Eastern Partnership (EaP) countries, with a focus on Moldova.

Implemented under the RECONOMY Program, it combines **policy advocacy, capacity-building, and digital tools**. The initiative supports **competitiveness, reduces environmental impact, and fosters green skills** in a high-impact sector.

Circular Economy in the Textile and Apparel Industry



INNOVATION

The initiative integrates digital education, policy alignment, and practical business transformation in the textile and apparel sector. It introduces a multilingual e-learning tool tailored to circular economy principles.



SUSTAINABILITY

The initiative is designed to be sustainable both environmentally and systemically. It promotes environmental sustainability by encouraging circular business models, reducing textile waste, and supporting the implementation of EPR schemes.



SCALABILITY

By linking skills development, regulation, and sectoral competitiveness, the project creates a scalable model for systemic change in resource-intensive industries.



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Main outcome and activity is the training course with the following skills:

- Knowledge of national and European regulations on environmental compliance in the T&H industry.
- Assessment of the impact (environmental and social) of the textile supply chain.
- Identifying unsustainable materials and eco-friendly alternatives.
- Sustainable design. Circular Design Strategies in the T&H Industry.
- Strategies for the prevention, reduction and recycling of textile waste.
- Understanding and identifying the right circular business models for implementation.
- Sustainable procurement.
- B2C and B2B communication in the T&H sector.

Other key activities:

- Build green and circular skills among SMEs and professionals, enabling them to adapt to new sustainability standards, increase competitiveness, and align with the green transition in the Eastern Partnership region.
- Promote circular economy practices and business models, including reuse, recycling, and product longevity, to reduce environmental impact and support sustainable growth in the T&A sector.
- Empower women and youth through sustainable economic opportunities, ensuring access to decent work, entrepreneurial skills, and participation in the emerging green economy.

The following graphic illustrates the wide range of products that can be obtained from CO₂ recovery

Review

Result and Outcome:

The core outcome is a multilingual e-learning course that equips businesses, educators, and young professionals with practical knowledge on circular business models, eco-design, EPR regulation, and sustainability reporting.

Strengthening Green Skills

- Empowered SMEs and professionals with eco-design and circular economy knowledge
- Built a workforce ready for the green transition

Fostering Cross-Sector Collaboration

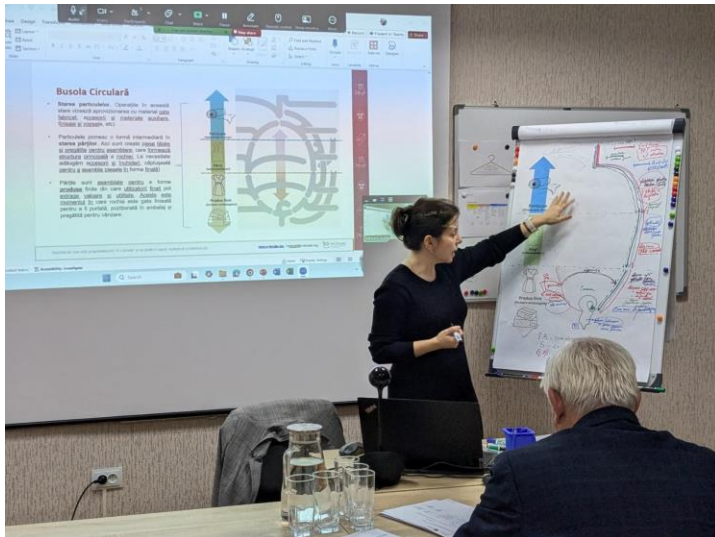
- Connected producers, designers, policymakers, and educators
- Enabled exchange of innovative practices and regional knowledge

Supporting Policy Development

- Contributed to the Extended Producer Responsibility (EPR) regulation for textiles
- Paved the way for systemic change in waste management

Promoting Hands-On Circularity

- Equipped schools and training centers with sewing tools
- Established local repair services and involved youth in reuse and repair



<https://ogy.de/e-circular>

Barriers

Low awareness of circular economy among SMEs

Solution:

Publicity work, engaging approach, understanding gains behind transformation

Lack of clear regulations for textile waste

Solution:

Engaging with public authorities

Tips

Ideas for future replication could include the following:

Concretely, for the training module at hand: Equipping schools with sewing machines

Promoting repair and reuse

Applying EPR regulation for textiles as a blueprint for other waste streams

More generally: Combining policy with practice, investing in education and youth engagement, and building strong partnerships and success stories to inspire wider adoption - as Circular transition takes time.