

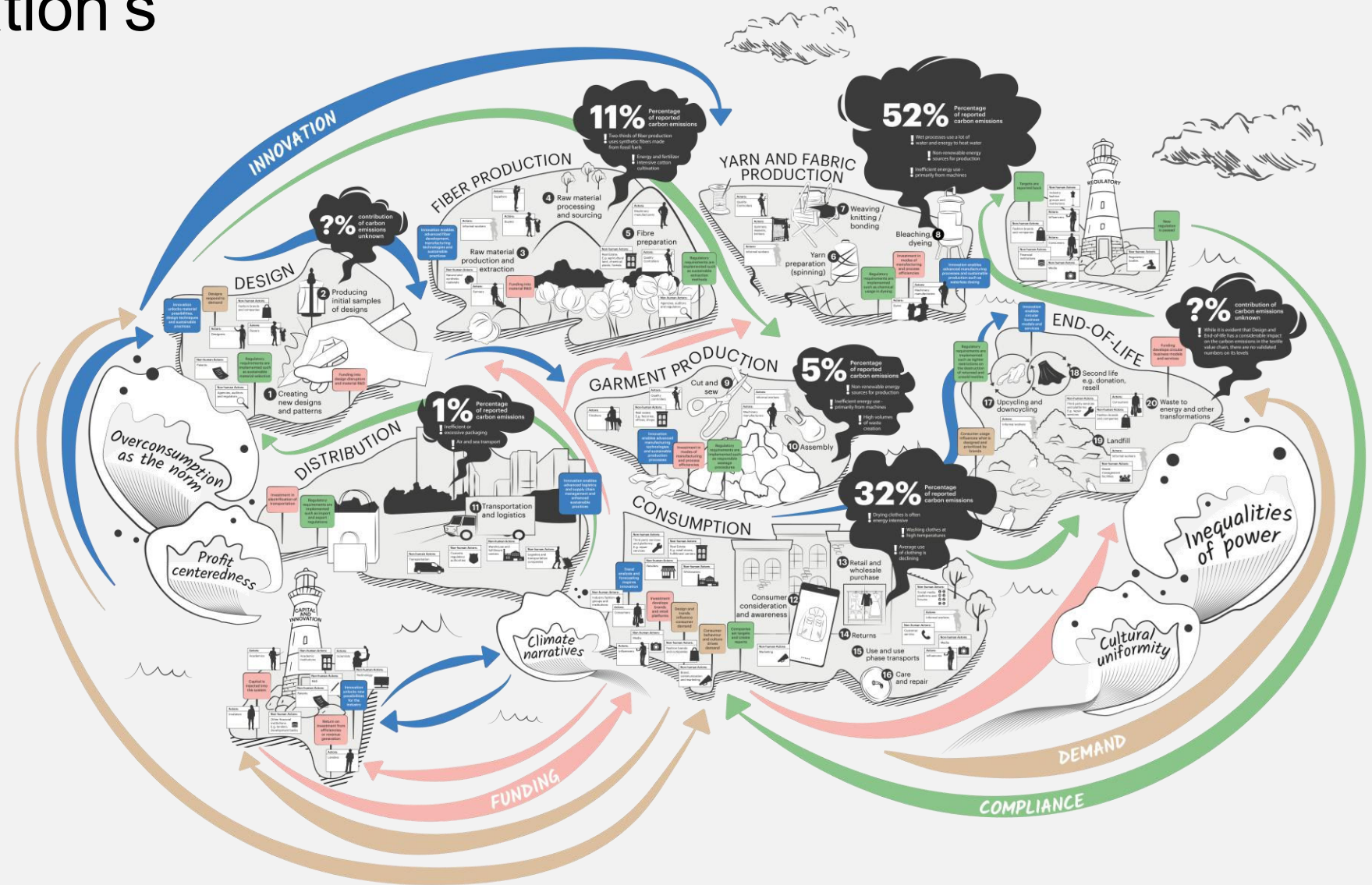


Mapping circular textiles at city & region level

How to use the adapted System Map

H&M Foundation's System Map

The [System Map](#) visualises the textile industry as an interconnected ecosystem, not a linear chain. Instead of presenting fashion as a straight line from design to end-of-life, the map reveals it as a network of islands, flows and forces connected through incentives, capital, innovation, regulation and demand.



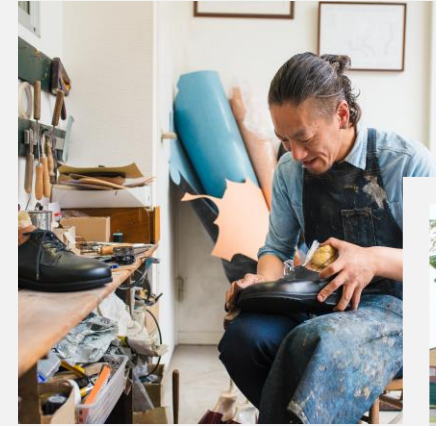
THE CHALLENGE

What happens to discarded textiles at city/region level

The H&M Foundation System Map was designed for global industry actors, mapping the fashion value chain and systemic forces at global scale. Cities and regions need a version grounded in their local reality: flows, governance structures, social economy actors, and the specific levers a city or region can pull.

Cities and regions are frontline actors in the shift towards circular textiles, and yet no existing tool maps the textile ecosystem from a place-based perspective.

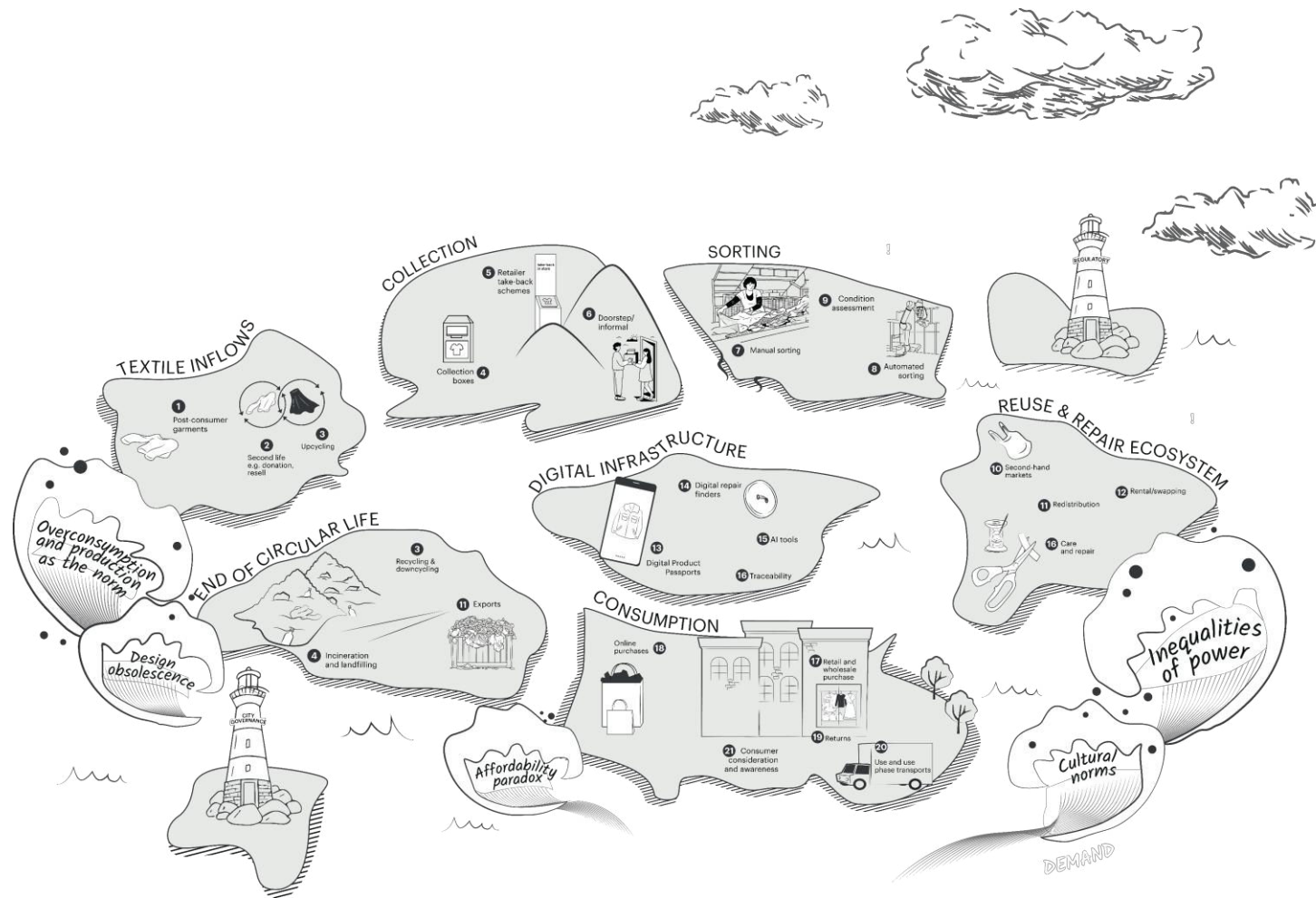
To act effectively, they need to understand what flows enter and exit their territory, which actors enable or block reuse and repair, what infrastructure and policy levers they actually hold, and where the system currently breaks down.



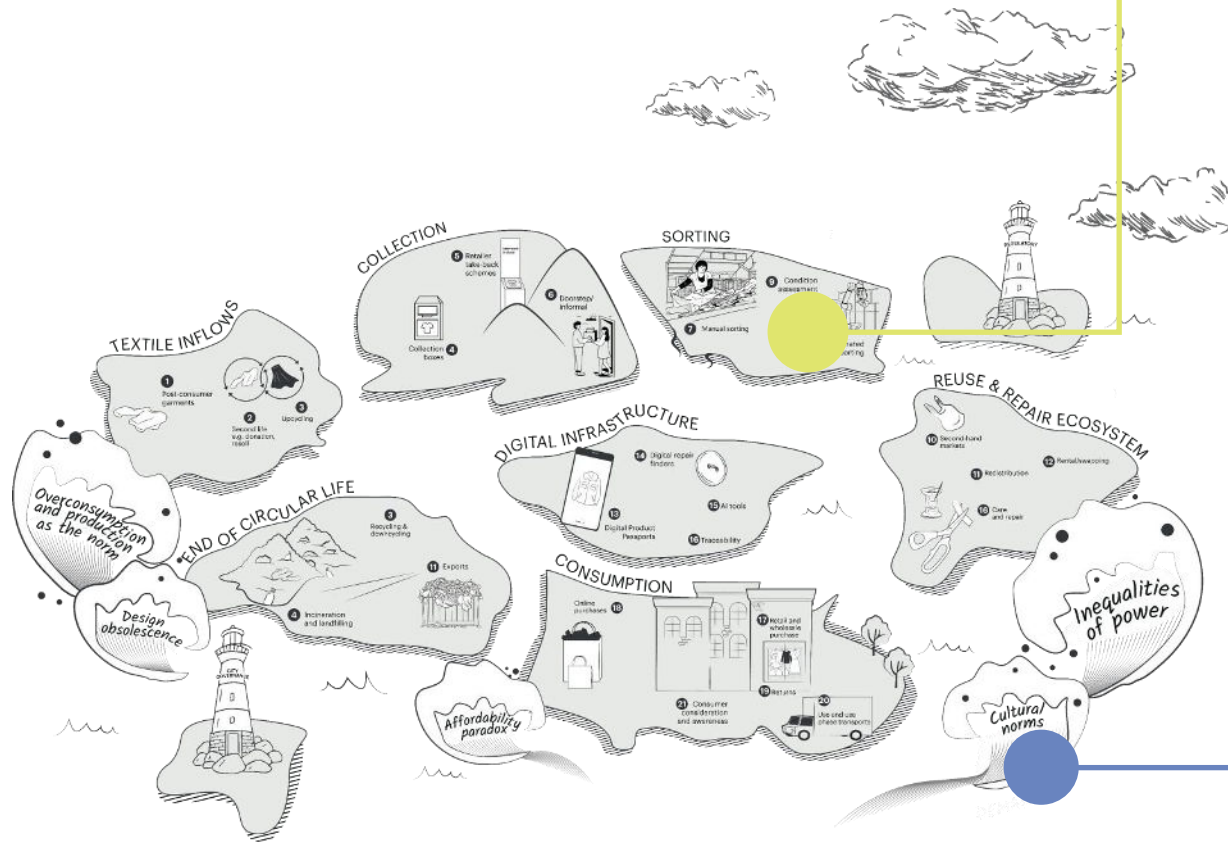
INTRODUCING THE ADAPTED SYSTEM MAP

From global value chain to local ecosystem

In the adapted system map, the islands now represent the local ecosystem of textile valorisation at end of life: what enters the city, how it moves through collection, sorting, reuse and repair, and where it exits the circular loop.



The two main layers of the adapted system map



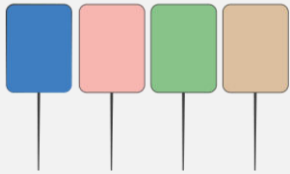
The local ecosystem

The islands represent the stages textiles move through at city and regional level: **inflows**, entering via **collection points**; **sorting**; the **local reuse & repair ecosystem**, which receives textiles valorised through those routes; **digital infrastructure**, supporting these flows with tools like traceability and repair finders; **consumption**, covering citizens, brands, retailers, manufacturers and producers; and finally **end of circular life**, for textiles that exit the loop.

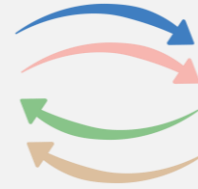
The systemic forces

The waves represent the deeper pressures shaping what happens on the islands: **overconsumption as the norm**, the **affordability paradox**, **design for obsolescence**, **cultural norms**, and **inequalities of power**. These aren't stages cities and regions act on directly, they're the underlying forces that make some interventions harder than others.

Other map elements to use



Bus stops: partnerships, funding, regulation and data enabling new business models on repair and reuse.



Bus routes: leverage points cities can activate such as reuse flows, repair networks, take-back schemes.

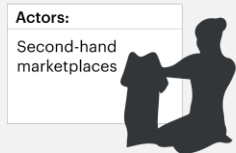


Actors:
Consumers and citizens

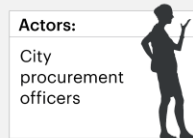


Actors:
Artisans and tailors

Actors: the many actors cities and regions already engage or need to, to make the shift happen.



Actors:
Second-hand marketplaces

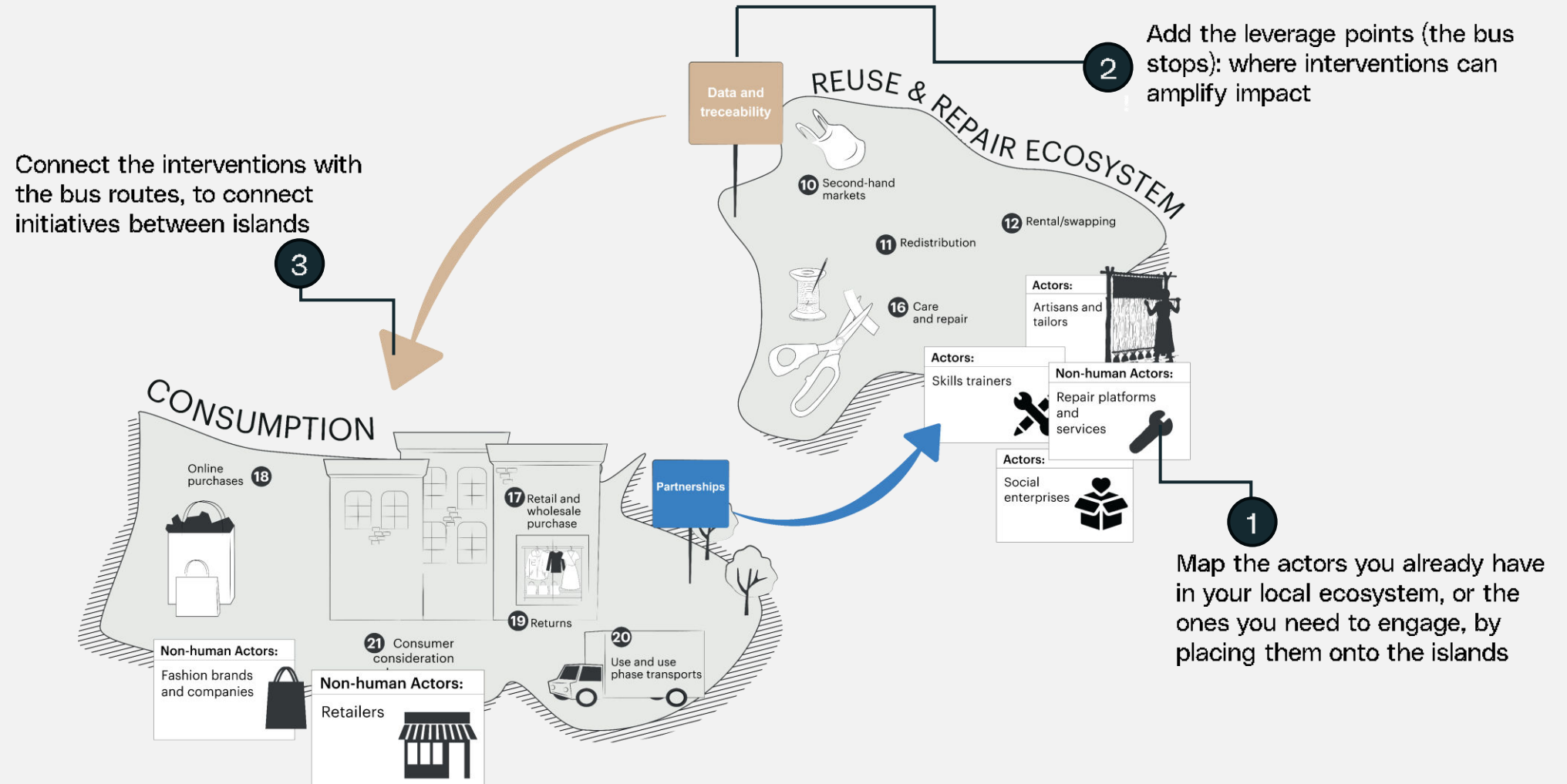


Actors:
City procurement officers



Lighthouses: Two lighthouses shape the system: **regulatory** and **city governance**. Policy levers like EPR funds ringfenced for reuse and repair, and city instruments like green public procurement, create the conditions and demand that keep textiles in use longer locally.

Using the adapted map in your city or region



Want to run this in your city or region?

We can support local governments in mapping its textile reuse and repair ecosystems.

CONTACT

Ingrid Caldironi – Industry Engagement Lead
Ingrid.caldironicosta@climate-kic.org