

SCALING UP IN FASHION CIRCULARITY

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BALI CHAIR

To make a single cotton t-shirt, 2,700 litres of fresh water are required according to estimates



Textile production is estimated to be responsible for about 20% of global clean water pollution mainly from the dyeing process.

SOURCE: EUROPEAN PARLIAMENT



BALI CHAIR

The Biarritz Active Lifestyle Industry Chair (BALI) is a teaching and research program that brings together fashion and textile industry stakeholders around the ESTIA engineering school. The main focus of BALI is to drive the environmental, societal, and economic transition of the textile and fashion industry.

Our aim is to implement large-scale circular practices within the textile sector. This involves promoting circular business models, enhancing product traceability, sustainability, and encouraging practices such as repair, on-demand manufacturing, and short supply chains. Through its collaborative approach, BALI Chaire seeks to develop practical solutions that increase the resilience of the textile industry while promoting eco-consciousness and resource efficiency.











ESTIA

e-SCM

CETIA







DECATHLON

ESMOD

GEBETEX

GROUPE ERAM



GROUPE ERAM

PETIT BATEAU



BALI CHAIR



SUSTAINABILITY | Deploy new solutions, technologies, transparency tools, or products to successfully combine economic, environmental, and social benefits.



ENGAGEMENT | Involve, engage, and support all internal (all brand departments and services) and external stakeholders (consumers, pre- & post-consumer partners, media, etc.) in circularity.



TRANSFORMATION | Move from proof of concept (POC) to industrial scale by supporting change within companies (in terms of roles, organization, or technology) and anticipating future shifts.



BALI 3: 2023 2026

1 INNOVATIVE PLATFORM EMERGING FROM THE CHAIR: CETIA

1 START-UP FROM THE "DARWIE" CHAIR

4 COURSE MODULES
IMPLEMENTED IN THE
ENGINEERING AND
DESIGN CURRICULUM

+150

STUDENTS MADE AWARE OF SUSTAINABLE FASHION ISSUES

DESIGN AND MANAGE A ROBOTIZED AND MOBILE WORKSHOP

DEPLOY A SUPPORT SYSTEM FOR CIRCULARITY INITIATIVES

DESIGN OF A MULTI-CRITERIA DECISION SUPPORT MODULE FOR SUPPLIER SELECTION IN THE FASHION INDUSTRY.

3

INDUSTRIAL PHD

BIARRITZ GOOD FASHION

24 HOURS OF INNOVATION FOR THE PLANET HACKATHON

EUROPEAN SCIENTIFIC COUNCIL

TEXWORLD CONFERENCE

+4

EVENTS & ACTIONS

ECO-DESIGN & CIRCULARITY INDICATORS

TRACEABILITY & DIGITAL PRODUCT PASSPORT

SORTING PROCESS OF THE FUTURE

3

WORKING GROUP

TRACEABILITY

LIVRABLE I

DONNÉES ET EXIGENCES RÉGLEMENTAIRES POUR LA TRAÇABILITÉ TEXTILE

Comment fiabiliser la collecte des données de traçabilité des produits du secteur du textile d'habillement et des chaussures dans le cadre des réglementations actuelles et à venir

Groupe de travail Traçabilité

Mise à jour - Juillet 2025





GROUPE ERAM









ECODIGITAL INDUSTRIAL TRANSFORMATION EFA103/01 EDIT 01/01/2024 - 31/12/2026

Diagnóstico de las PYME en la región

Diagnostic des PME cibles du territoire

Despliegue de la metodología para la implantación del PDP en las empresas

Déploiement de la méthodologie pour la mise en place du PNP auprès d'entreprises

> Budget total 1.523.334.486

Apoyo Interreg POCTEFA 990,176,496 (65%)

Objetivo Objectif del proyecto du projet

Dotar a las empresas del Aider les entreprises du PYMEs, de las herramientas PME, avec les outils et acompañamiento para el nécessaires pour leur proceso de transformación processus de el PDP, para aumentar la en place du PNP, afin competitividad del territorio d'améliorer leur transfronterizas y sus régionales

territorio, especialmente territoire, notamment les necesarias y el l'accompagnement orientado a implantar transformation vers la mise y fortalecer las cadenas compétitivité et renforcer de valor regionales les chaînes de valeur empresas. transfrontalières.

Co-construcción del proceso de aplicación

Co-construction du process d'implantation

Presupuesto total

Test con 2 PYMEs piloto para validar el proceso de aplicación Test avec 2 PME pilotes pour validation du process d'implantation

Pere més información Pour plus d'informations



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NEXT STEPS



HOW TO BUILD A LONGTERM PARTNERSHIP WITH SUPPLIER?

BASED ON TRUST AND WIN-WIN APPROACH





THANK YOU!

MERCI!

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