

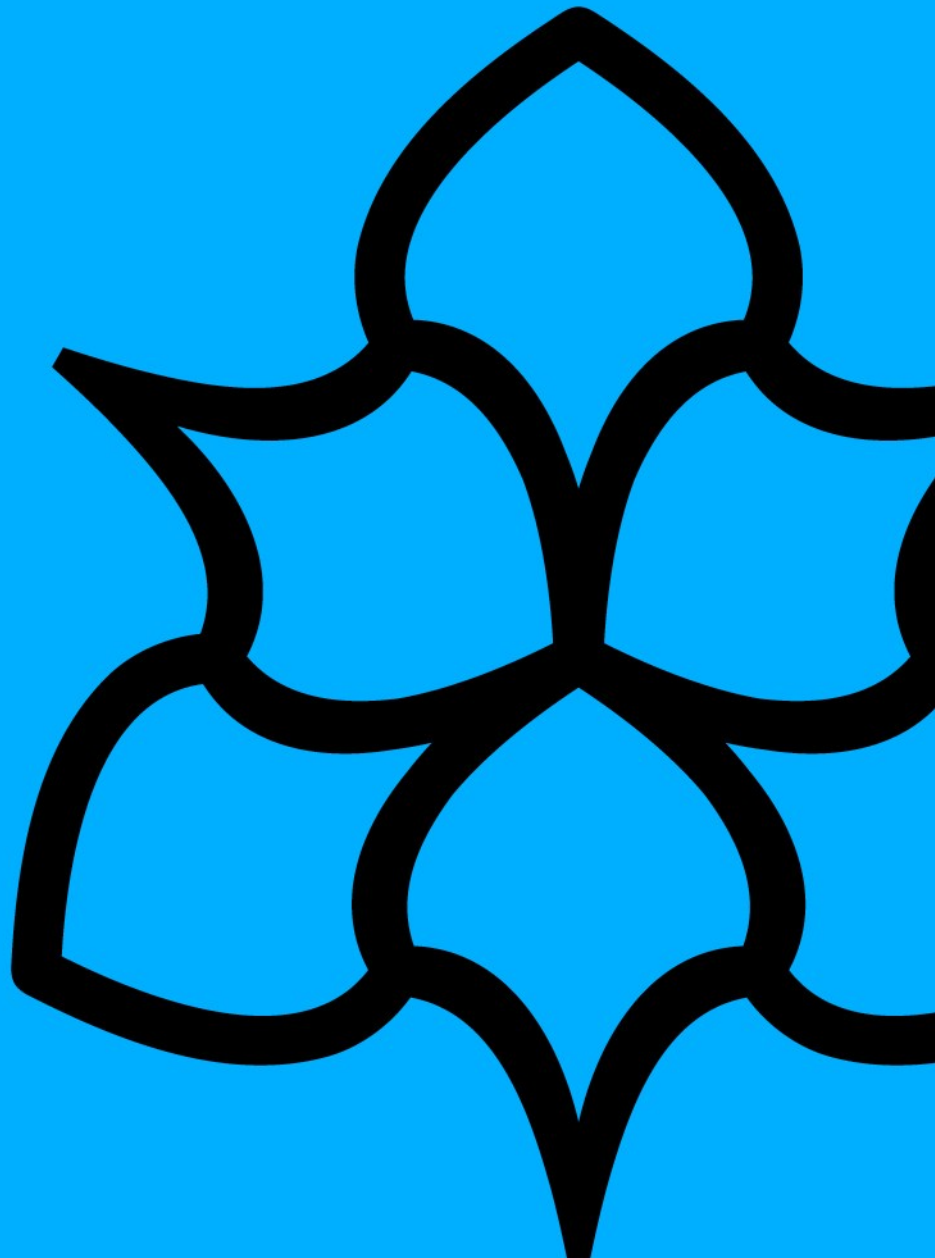


**Manchester  
Metropolitan  
University**

# Orchestrate

**Mapping Circular Fashion in the UK**

Orchestrate Project – Manchester Metropolitan University



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# What Is Circular Fashion?

Circular fashion moves beyond the traditional take-make-waste model. It prioritises longevity, repair, reuse, recycling, and regeneration—turning waste into a resource and fostering collaboration across sectors.

# Why Ecosystem Mapping?

Real circularity requires collective action. From brands and policymakers to recyclers, NGOs, designers and academics. The Orchestrate project aims to explore and map how different stakeholders collaborate and coordinate to bring about circular change in the fashion and textile industry in the UK.



# Project Overview

## Our Focus

Circular fashion and sustainable textiles across the UK.

## Our Goal

To map the ecosystem of organisations driving circularity, identify gaps, and highlight opportunities for collaboration and innovation.

## Our Outcomes

- Mapped UK circular fashion ecosystems
- Insights from 50+ cross-sector interviews
- Scoping review of 90+ academic and industry sources
- Analysis of media, podcasts, and social content
- Visual ecosystem maps highlighting gaps and connections
- Toolkits to support coordination and action



# Our Research Approach

We use mixed, multidisciplinary methods to understand how circular fashion ecosystems function and evolve:

- Literature and document analysis
- Interviews with ecosystem leaders
- Media and social content analysis
- Visual and software-based ecosystem mapping
- Thematic and cross-sector analysis

*Our work is framed through ecosystem orchestration—exploring how coordination, trust, and shared goals emerge across diverse actors*



## Toolkits

We are developing practical, practitioner-focused toolkits designed to support the orchestration of circular ecosystems, foster sustainable solutions through partnerships, and empower diverse actors to reflect on and strengthen their roles within emerging circular fashion systems.

## **OPPS Toolkit**

The OPPS Toolkit empowers stakeholders to orchestrate their partnerships through a holistic, systems-oriented portfolio approach, enabling more strategic, coordinated, and impactful collaboration.

## **OCE Toolkit**

Supports understanding of ecosystem coordination and the roles different actors play.

These resources are designed to foster collaboration, reveal strategic gaps, and guide decision-making for brands, policymakers, educators, and grassroots initiatives.

# **Contact Us**

Want to get involved?

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