# **Appendix 1.** Questionnaire

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| **Questions** | **Response anchors** |
| Do you know what circular fashion means? | Yes/No |
| Are you aware of the circular fashion as “clothing, footwear, or accessories that are designed, sourced, produced and supplied with the intention that they will be used and circulated responsibly and efficiently in society for as long as possible in their most valuable form, and thereafter safely returned to the biosphere when they are no longer in human use”? | 1. Not aware 2. Very aware |
| Are you aware of the basic circular fashion principles?  -Reduce resource use by applying lean design principles and extending product life spans.  -Repair components and parts so that products can be used longer by one and the same user.  -Reuse products, by transferring them in their original (or modified) form to another user.  -Refurbish products, by replacing malfunctioning components and parts by new ones.  -Recycle materials or resources, by disassembling components and separating parts.  -Recover embedded energy from non-recyclable waste material where feasible.  -Rethink solutions at every system level by exploring alternatives and restating problems.  -Restorative and regenerative by design to make the textiles system more sustainable by minimising its negative impacts.  -Redesign the action or process of designing something again in a different appearance, function, or content. | 1. Not aware 2. Very aware |
| Are you aware of the benefits of a circular fashion?  a) Competitiveness: Reduce life cycle cost of the products, recover and regenerate products and materials at the end of each service life; Reduce energy of systems by using innovative technology; Develop a cost structure less exposed to the risk of price volatility.  b) Innovation: Reduce waste from other industrial processes and use them for another purpose or product; Savings on raw materials and Increased duration and competitiveness of resources by creating shared value for the whole of society; Creation of high - quality products.  c) Environment: Reduce waste that causes environmental damage, the substances and methods of production of clothing shall release pesticides and colourants into the environment; Reduce global warming with less greenhouse gas emission.  d) Employment: New opportunities for development and employment by encouraging creativity, product and process innovation and by promoting the formation of new skills. | 1. Not aware 2. Very aware |

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| What would be an important enabler for you when you are buying products created by circular fashion processes?.   1. Marketing and communication campaigns 2. Placement in the store 3. Communicative skills of the sales personnel 4. Social Media | 1. Totally disagree 2. Totally agree |

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| Are you applying the circular economy basic principles? (explained in question 1).   1. Reduce 2. Repair 3. Reuse 4. Refurbish 5. Recycle 6. Recover 7. Rethink 8. Restorative and regenerative 9. Redesign | 1. Totally disagree 2. Totally agree |

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| Would you consider paying more for circular fashion products? | Yes/No |
| If you answer yes, how much would you be willing to pay? | 1. More than 5% 2. More than 10% 3. More than 15% 4. More than 20% 5. More than 25% |
| After completing this questionnaire, do you think you have increased your knowledge about circular fashion? | Yes/No |