Circle Solution @ ReShare Store
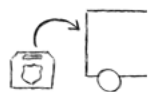
The Salvation Army

- Since 1865
- Present in 130 countries
- In the Netherlands since 1887
- Employees 6,500 in NL
  - Social & Healthcare
  - Fundraising
  - Church
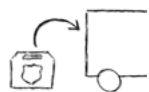 - Textile collection

The Salvation Army ReShare

➤ ReShare:
  ➤ Textile collection
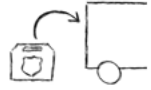 ➤ Sorting
  ➤ Sales export
  ➤ ReShare stores

  ➤ 70 employees
  ➤ 60 jobs social return
  ➤ ±120-150 volunteers

  ➤ ±23,000,000 kg textiles collected
  ➤ 10 ReShare Stores
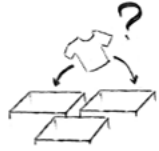 ➤ ±600,000 customer contacts per year

The Salvation Army ReShare

Mission

To contribute in a sustainable manner to:

- ➤ Aid & Care
- ➤ Environment
- ➤ Labor participation

Core mission is to act as good stewards of the planet and strive for responsible production and consumption. SDG12*

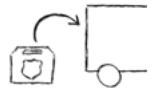**Sustainability and circularity are therefore in our DNA.**
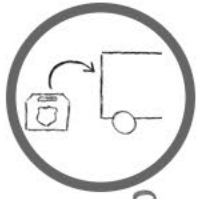
*Sustainable Development Goal 12 by the UN.

The Salvation Army ReShare

"The storefront is attractive"

Challenges

➤ Demand for higher quality secondhand is growing

➤ Sorting center doesn't have enough high quality

Solution

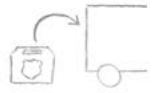➤ Ask our customers for donations instore.
  ➤ Not anonymous
  ➤ No waste
  ➤ No mold
  ➤ Mostly washed, ironed and folded neatly

New challenges

➢How do we estimate price and quality??

➢How do we estimate these within our guidelines, same as sorting?

➢How do we keep a uniform price level with 30 different employee opinions?

New solution

➢We partnered with Capgemini's Applied Innovation Exchange (AIE)

➢The Circle solution uses Artificial Intelligence (AI) to determine the clothing's condition and sets a fair price

CIRCLe

Geef je kleding een tweede leven

1. **Take a picture from both sides of the product**

2. **A product page is created using AI based on the two pictures**

3. **Decide the appropriate season**

4. **Fill in the brand name**

MAAK EEN FOTO
VAN DE VOORKANT

FOTO NEMEN

RESHARE STØRE · hp · intel · Capgemini

4. The solution determines the quality of the product
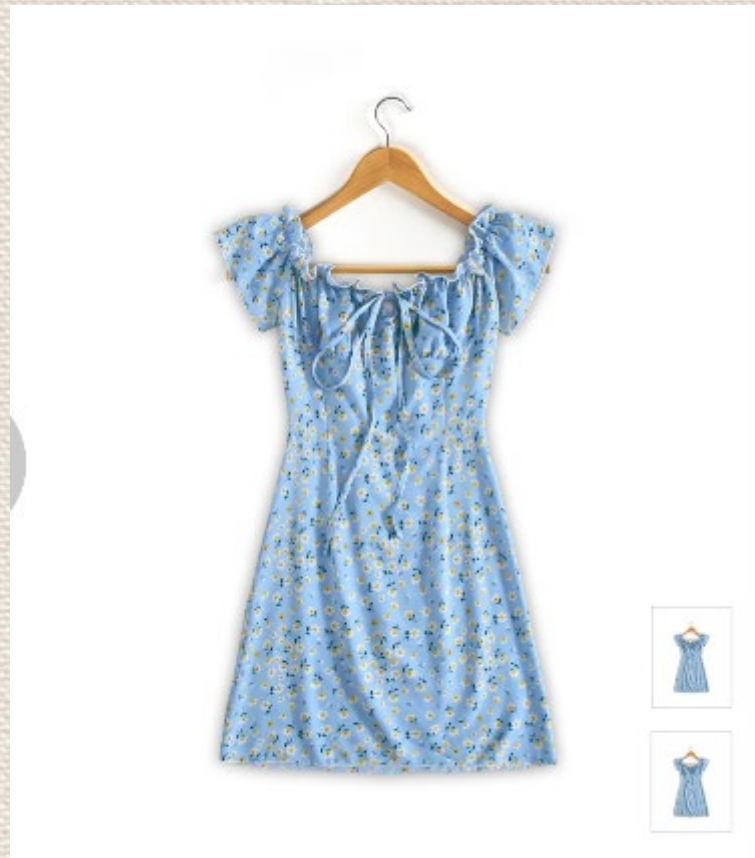
5. Price is based on category, gender, season and quality
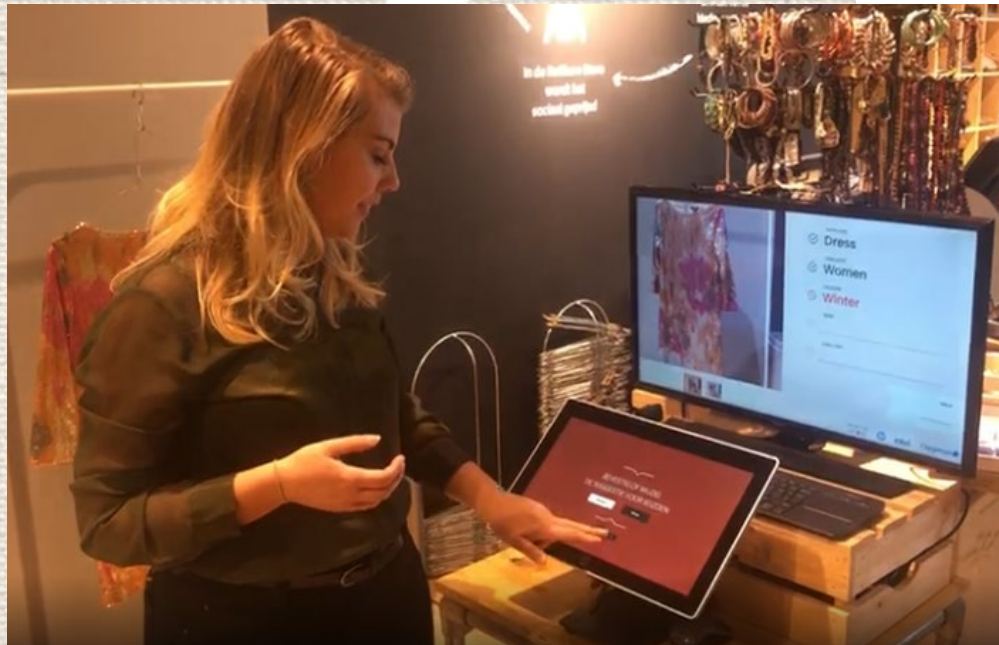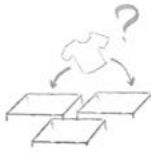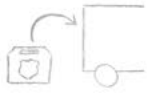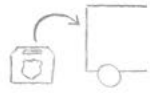
Acceptance

Embraced by Employees

➢Excitement and enthusiasm for the CIRCLE Solution by our employees

➢It's a great conversation starter with customers

➢Machine learning (it's a cool tool)

➢Helps employees estimate price and quality

➢Its easy… so everybody can do it!

What next – our plans

Short term

- Direct connection with POS
- CIRCLE can directly print labels so that they are placed directly on the clothing
- Recognition can be improved thanks to the AI training with real life data
- We will extend the scope to other categories

Mid-Longterm

- Multiple stores
- Building webstore and connecting CIRCLE
- Using CIRCLE in our central sorting center (large scale)

SECONDHAND IS JUST A BETTER CHOICE FOR THE WHOLE WIDE WORLD

RESHARE STORE