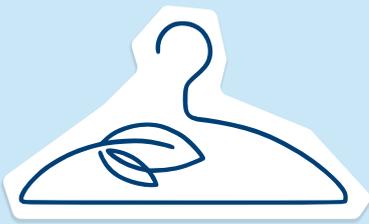


NEW EU STRATEGY FOR SUSTAINABLE AND CIRCULAR TEXTILE

What you need to know



The EU Strategy for Sustainable and Circular Textiles presented by the European Commission is proposing a new approach to create a greener, more competitive sector that is more resistant to global shocks.

The initiative aims to boost the market for sustainably made garments where, manufacturers will have to ensure their clothes are eco-friendly and hard-wearing and consumers will be given more information on how to reuse, repair and recycle their clothes.

The Commission within its claim *'fast fashion is out of fashion'* seeks to eliminate fast fashion by introducing rules on textiles to be used in the European market. The Strategy is in line with commitments made under the **European Green Deal**, the **new Circular Economy Action Plan** and the **Industrial Strategy**.

Sector overview

European consumption of textiles has the **fourth highest impact on the environment and climate change**, after food, housing and mobility.

3rd
SECTOR
for **higher use of water and land use.**



5th
for the **use of primary raw materials and greenhouse gas emissions.**

11 kg
OF TEXTILE
are thrown away every year by the average European.

Around the world, a truckload of textiles is landfilled or incinerated **every single second.**

Global textiles production almost doubled between 2000 and 2015.



The consumption of clothing and footwear is expected to **increase by 63% by 2030.**

1.5M
PEOPLE
are employed by the textile sectors in over 160 000 companies.

TURNOVER OF **€162 BILLION** IN 2019.

Strategy's objectives

The European Commission's vision for Textiles by 2030 includes the following objectives:



- ▶ All textile products placed on the EU market are durable, repairable and recyclable, to a great extent made of recycled fibres, free of hazardous substances, produced in respect of social rights and the environment
- ▶ “Fast fashion is out of fashion” and consumers benefit longer from high quality affordable textiles
- ▶ Profitable re-use and repair services widely available
- ▶ The textiles sector is competitive, resilient and innovative with producers taking responsibility for their products along the value chain with sufficient capacities for recycling and minimal incineration and landfilling

6 flagship initiatives of the Sustainable and Circular Textiles Strategy



#1

New design requirements for textiles under the Ecodesign for Sustainable Products

Regulation: these requirements will set mandatory minimums for the inclusion of recycled fibres in textiles, to make them lasting longer, and easier to repair and recycle. The proposal would also ban the destruction of unsold products under certain conditions, including unsold or returned textiles.

#2

A Digital Product Passport

based on mandatory information requirements on circularity and other key environmental aspects.

#3

Tight controls on **greenwashing**, with stricter rules to protect consumers and direct links to the upcoming Green Claims Initiative.

#4

Action to address the unintentional release of microplastics from textiles.

The measures will target manufacturing processes, pre-washing at industrial manufacturing plants, labelling and the promotion of innovative materials.

#5

Harmonised EU rules on extended producer responsibility for textiles, and economic incentives

to make products more sustainable (“eco-modulation of fees”), as part of the revision of the Waste Framework Directive in 2023.

#6

Addressing the challenges related to **halting the export of textile waste.**

6 enabling conditions for the transition

- 1 Co-creation between institutions and stakeholders of a Transition Pathway for the textiles ecosystem, which will translate the strategy into action
- 2 Curbing fast fashion, overproduction and overconsumption
- 3 Ensuring fair competitiveness through market surveillance
- 4 Supporting R&D
- 5 Developing reskilling and upskilling
- 6 Establishing stricter due diligence rules across global supply chains

Do you want to shape this new revolution?



This new revolutionary strategy promises to reshape the way textiles products are produced, consumed, and disposed of.

The EU private sector is called to radically rethink its supply chains and it comes with an increasingly complex legislative framework. EPPA has 35 years' experience in advising clients on policy and regulatory dossiers.

The dedicated sustainability team will guide you in identifying opportunities and challenges rising from this new proposed strategy and shape the complex legislative framework.

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