

The European industry and global leading fashion organisations begin the reshaping of the textile and apparel sector.

Simultaneously, a call for cooperation and new partnerships is launched from Frankfurt and Copenhagen, world's leading meeting points for textile manufacturing and fashion.

14 MAY 2019 - Circularity in European manufacturing

With "Prospering in the Circular Economy", EURATEX - the voice of the European Textile and Apparel industry - with its National Members has taken stock of where Circular Economy is already used in European manufacturing and what it takes to scale it up, to unleash its full potential.

Today at techtextil + texprocess, EURATEX is delighted to announce taking the initiative to a new level and boosting cooperation both within Europe and at global scale. In the European Industry, EURATEX sets out a new strategy, working with its Members and companies to design solutions fit to enable circular economy at wide scale.

The European Industry offers hands-on experience of pioneers, and unique technical expertise on textile manufacturing. The strategy will be developed in 2019 and will focus on the roles of the industry, of the EU and local policy makers, the needs to remove barriers, lessons from research and innovation, and the new types of partnerships that circularity demands.

"We need new partnerships to promote sustainable purchasing practices and create a demand for circularity of products; we need to relay on smart policy measures which reward business investments and entrust a level playing field competition on a global scale for the responsible businesses." - Alberto Paccanelli, EURATEX President-Elect

A joint industry Manifesto

On 14 May, a day ahead of the Copenhagen Fashion Summit 2019, five leading apparel organisations partner to call on existing and forthcoming EU policymakers to rethink tools to establish a circular fashion system.

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The joint Industry Manifesto sets the scene framing agreed key issues which shall inspire industry and policy makers' actions notably to bring on board all steps of the value chain, local and global actors, SMEs, consumers.

A new approach is called for: a new toolbox bringing together private and public initiatives, coordination and smart regulation, to address issues the industry cannot address alone.

Ultimately, a new formula to rewrite the book of rules and procedures shall be agreed upon to deliver new policies and new partnerships.

Mauro Scalia, EURATEX Director of Sustainable Businesses, says: *“we believe joint endeavors can win global challenges. The Manifesto shows that finding new ways for unprecedented coordination is possible”.*

Jérôme Pero, Secretary General, FESI, states that *“[...] to drive change, it is essential that all actors work together to make it happen. That’s why I believe this manifesto is a perfect, timely call to unite everyone”.*

Eva Kruse, CEO and President, Global Fashion Agenda: *“This manifesto is extremely significant as it is the first time so many influential organisations in the fashion industry have come together to work with policymakers on a unified approach to circularity [...]”*

Matthijs Crietee, Secretary General, IAF, says *“[...] IAF will actively use its worldwide network to help create the connections for a global approach to circular fashion”*

Baptiste Carrière-Pradal, Vice President, SAC, emphasizes that *“[...] Through this European collaboration we can support legislation that promotes lasting industry improvements globally.”*

As the voice of the European textile and clothing industry, EURATEX works to achieve a favourable environment within the European Union for design, development, manufacture and marketing of textile and clothing products.

The EU textile and clothing industry, with around 176,000 companies* employing 1.7 million workers, is an essential pillar of the local economy across many EU regions. With over € 50 billion of exports, the industry is a global player successfully commercializing high added value products on growing markets around the world.

Working together with EU institutions and other European and international stakeholders, EURATEX focuses on clear priorities: an ambitious industrial policy, effective research, innovation and skills development, free and fair trade, and sustainable supply chains.

*EURATEX key figures based on 2017 Eurostat