



# Sustainable and Circular Textiles

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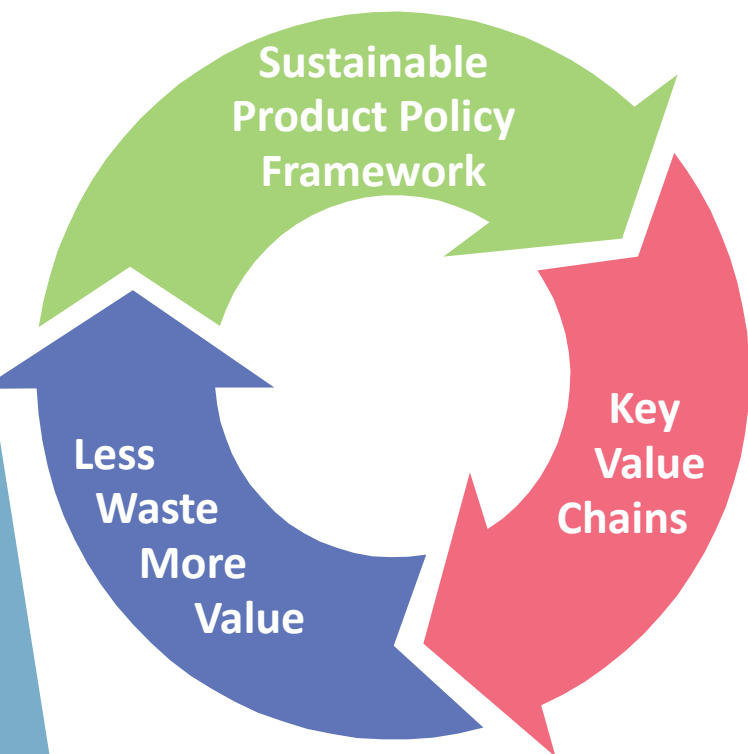
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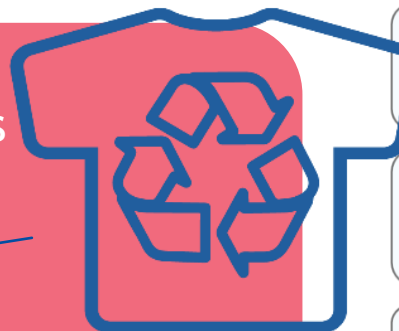
# Textiles within the Circular Economy Action Plan



35 actions

Make sustainable products the norm in the EU  
Empower consumers and public buyers  
Sustainable production processes

Electronics and ICT  
Batteries and vehicles  
Packaging  
Plastics  
Textiles  
Construction and buildings  
Food, water and nutrients



Reduce Waste  
Reduce Waste Exports  
Boost market for high quality and safe secondary raw materials

Making circular economy work for people, regions and cities

Circular economy as a requisite for climate neutrality

Getting the Economics Right

Financial Markets

Investments and R&I

Global Level Playing Field

Monitoring

# EU Strategy for Sustainable and Circular Textiles

## Need for action



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



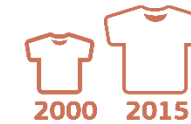
1% of material used to produce clothing is recycled into new clothing (globally)



About 5.8 million tonnes of textiles are discarded every year, equivalent to 11.3 kg per person (EU)



Almost 9/10 Europeans (88%) think that clothing should be made to last longer



Textiles production doubled between 2000 and 2015 (globally)

### Opportunities:

- Increase the EU textiles ecosystem's **resilience**
- Boost its attractiveness, creative and innovative potential
- Tap into new markets for **sustainable textiles**
- An average of 20 to 35 jobs are created for every 1.000 tonnes of textiles collected for re-use, such as selling them second-hand



# Road to 2030: the vision of the Strategy

- By 2030, 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 respecting social rights
- **“Fast fashion is out of fashion”** - consumers benefit longer from high quality textiles
- Profitable **re-use and repair services** are widely available
- In a competitive, resilient and innovative textile sector producers take responsibility for their products along the value chain
- **Circular** rather than throw-away clothes have become the norm, with sufficient capacities for recycling and minimal incineration and landfilling



# Key actions

1. New design requirements for textiles under the **Ecodesign for Sustainable Products Regulation**
2. Stopping the destruction of unsold or returned textiles
3. Action to address the unintentional release of **microplastics** from synthetic textiles
4. Clearer information on textiles and a **Digital Product Passport**
5. Tackle **greenwashing**
6. Propose mandatory **Extended Producer Responsibility** for textiles with eco-modulation of fees



## *Enabling conditions*

### *Global sustainable value chains*



Launching the **Transition Pathway** for the textiles ecosystem



Driving **fast fashion out of fashion** - **#RefashionNow** & incentivising **circular business models**



A **level playing field** and a **well-functioning internal market**



A key role for **research, innovation and investments**



**Enhancing skills** for the green and digital transitions of the textiles



sector



Action for promoting **sustainable textiles value chains globally**

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

**waste**



## *Fast Fashion is out of fashion - #ReFashionNow*

The motto aims at proposing a “new paradigm of attractive alternatives to fast changing fashion trends”

- 🌱 Companies internalize circular economy principle and business models
- 🌱 Work to boosting social enterprises active in the reuse sector
- 🌱 Member States use the potential of economic instruments



# Fast Fashion is out of fashion - #ReFashionNow



## First Stage (starting now)

- ✎ Reach out to the Leadership Group on Textiles in the ECESP
- ✎ Branding existing and planned activities for Textiles under the motto #ReFashionNow
- ✎ Support actions to social operators
- ✎ Campaigns with citizens
- ✎ Dissemination of materials
- ✎ Determining a roadmap within the group looking for inspiration on existing campaigns

Examples





# Fast Fashion is out of fashion - #ReFashionNow

## Second Stage (Q4 2022)

Focus on youth in the European Year of Youth 2022: a dedicated pan-EU campaign in the 2<sup>nd</sup> half of 2022 under the motto *#ReFashionNow*

- a) to raise public awareness of (i) the EU's pioneering role in addressing challenges of the sector and making textiles and fashion in the EU circular; (ii) the environmental, economic, health-related benefits the Strategy offers; (iii) its contribution to increasing EU resource independence and resilience;
- b) to identify and disseminate practical solutions available at all life cycle stages of textiles, and accessible to individual consumers
- c) to involve youth, in particular in the target countries (Lithuania, Italy, Greece, Czechia, Netherlands, Romania and Spain) in making fast fashion 'out of fashion' in Europe.

Commissioner Sinkevičius presenting the Textiles Strategy



# Thank you



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