

Europa diseña un futuro sostenible

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Press Release - European Cotton Alliance (ECA)

The EUCOTTON mark, presented in style at Seville with a major event designed to boost the cotton sector

- This mark distinguishes cotton from Greece and Spain, the two countries that concentrate the production in Europe. And it has a very clear objective: to ensure the traceability 'from farm to fashion' of this sustainable, high-quality and GMO-free fiber.
- Numerous professionals and public representatives have attended the EUCOTTON Info Day, a conference with technical presentations and a round-table that have highlighted the importance of the European mark and the promotional campaign in which it is framed.

Seville, 30 March 2023 – The great project of the cotton sector in our continent deserved to be launched in Spain in style. And that is exactly what the European Cotton Alliance (ECA) has achieved with an event that today brought together numerous professionals and public officials at the Cajasol Foundation in Seville. Entitled 'EUCOTTON Info Day: a Roadmap to More Sustainable Textiles', it was a real party to celebrate the bright future of Greek and Spanish cotton.

After being presented last year at major industry conferences such as the International Cotton Conference in Bremen or the 5th European Cotton Roads held in Thessaloniki, Greece, this day was dedicated to publicizing in Spain the EUCOTTON mark, which seeks to provide full traceability ('from farm to fashion') to European cotton. A fiber that is social and ecologically sustainable.

As part of the campaign 'Europe designs a sustainable future with European cotton', the event has also made it possible to analyze the challenges and opportunities of the sector, and to hone strategies to keep this material as one of the most cutting-edge in the world. "EUCOTTON is a quality mark that incorporates the identity features of cotton produced in Europe as it concerns its high quality and the responsible and sustainable way it is produced. It is grown from non-GMO seeds achieving a high level of environmental and social performance," said ECA president Antonios Siarkos.

Meanwhile, the vice-president of the organization, Dimas Rizzo, highlighted "the good work of the entire cotton chain in Greece and Spain, which has allowed it to be positioned

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as one of the most prestigious materials in the world due to its high spinnability, flexibility, excellent uniformity and versatility, together with the fact that it is practically free of contaminants. More and more companies are seeking to offer their customers a product that is committed to their ethical and environmental values, and this mark is a great opportunity for all of them".

The event, which was attended by a hundred professionals of the sector, also included a round-table and various technical presentations on topics such as sustainability, traceability and the great impact of EUCOTTON's promotion campaign.

ABOUT THE EUROPEAN COTTON ALLIANCE

The European Cotton Alliance (ECA) is an association at European level formed by the active collaboration of cotton producers and industry associations in European producing countries. Members of the Alliance are the Interprofessional Organizations, the Industry and Producer Associations of Greece and Spain, which together account for 100% of the cotton sector in Europe. Associate Member is EUROCOTON, the European cotton federation and allied textile industries in Brussels.

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