

# Europe designs a sustainable future

WITH EUROPEAN COTTON

*Press Release - European Cotton Alliance (ECA)*

## The EUCOTTON initiative: this is how European cotton is setting the trend towards traceability in fashion

- Consumers are increasingly demanding to know the origin of the materials in the garments they buy, and the sustainability of their supply chain. Fulfilling this need is one of EUCOTTON's primary purposes.
- These exclusive fibers grown in Europe, and in particular in Greece and Spain, can be fully traced, from farm to fashion via the newly launched EUCOTTON platform, which allows companies and producers from the entire value chain to register and acquire the EUCOTTON label
- EUCOTTON gets farmers, ginner, spinners, weavers, and manufacturers involved, with a common goal: to ensure that the best practices are followed. From quality and security to environmental footprint and ethical commerce.

*November 2023:* Inside the fashion industry, sustainability is the new standard. Customers demand products manufactured in a manner that is respectful to the planet, and brands strive to provide them at all costs. But one of the main steps to ensure that their statements are deemed credible is to have a **reliable traceability system along the supply chain**. In other words, to give their clients the possibility to check first-hand where all the fibers that went into making the garment came from. And that is precisely what **the EUCOTTON initiative, promoted by the European Cotton Alliance (ECA)**, does.

This initiative that aspires to lead the way in the trend towards traceability is involving farmers, ginner, spinners, weavers and manufacturers from EU countries, into a concerted effort. In fact, all of them can exhibit the EUCOTTON logo in their products, as long as they comply with the criteria of the scheme. This means that all the cotton is produced in Greece and Spain, the two countries that concentrate cotton production in Europe. But companies must also meet a set of very strict rules, that range **from product safety and quality to sustainability**, ethical trade, social responsibility and good agricultural and manufacturing practices as well as low environmental footprint due to **proximity of production and processing**.

The European Cotton Alliance (ECA) is implementing a verified chain of custody in the tag of the cotton bales which includes all the information about where it was planted and harvested, which company ginned it and its technical characteristics. And, to organize this enormous quantity of data, the European Cotton Alliance has launched a cloud-based platform that can operate as a database of all the registered participants, as well as tracking the information associated with product batches along the processing and manufacturing chain.

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility.  
The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.

# Europe designs a sustainable future

WITH EUROPEAN COTTON

The platform, which is accessible to all interested parties via the initiative's website, [www.eucotton.eu](http://www.eucotton.eu), allows for the implementation of a **'from farm to fashion' management system** inside the supply chain of cotton, with the aim to meet the market's demands.

## FROM TRACEABILITY TO SUSTAINABILITY

Being as transparent as possible with stakeholders and customers is an important goal of EUCOTTON. But so is demonstrating beyond any doubt just how responsible the production process of European cotton is. Because, thanks to the traceability scheme, professionals and consumers will now be able to check the sustainability of every step of the way.

And it is actually one of the most sustainable fabrics in the market. To begin with, it comes from **100% non-GMO seeds**. But it is also **subject to one of the most rigorous set of regulations anywhere in the world**, in line with the EU Common Agricultural Policy (CAP). This includes rules that, among others, deal with the rational use of water and pesticides, the protection of the soil and the biodiversity and the protection of public health. Overall, the sustainable model of cotton production, from raw material, processing, manufacturing and finishing of garments and products, influences all segments of society. European farming practices are highly regulated, ensuring the safety of farmers, consumers and the environment. The EUCOTTON initiative aims to showcase the sustainable nature of European cotton production and, via its platform, help to make European fashion a fully traceable industry – one thread at a time!

To know more about this important initiative, you can visit the dedicated website [eucotton.eu](http://eucotton.eu), which includes information both for the general public and for professionals.

## ABOUT THE EUROPEAN COTTON ALLIANCE

**The European Cotton Alliance (ECA)** is a European-level association formed by the active collaboration of cotton producers and industry associations in the European producing countries. Founding members of the Alliance are the Inter-professional Organizations, the Industry and the Manufacturers' Associations in Greece and Spain, accumulating 100% of the cotton sector in Europe. Its Associate Member is EUROCOTON, the European federation of cotton and allied textile industries in Brussels.

The **EUCOTTON campaign** is implemented by the European Cotton Alliance (ECA) with the aim of increasing the visibility of European cotton and raising awareness of its sustainable and quality characteristics in European target-markets. Through this campaign, the ECA aims to:

- Increase the awareness of cotton production in Europe
- Increase the demand for textiles produced from European cotton
- Educate consumers and professional traders about the high quality of European cotton, the stages of production and its popularity on the world market

Campaign co-funded by the European Union under Regulation (EC) 1144/2014 – Enjoy it's from Europe.

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility.  
The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.