

Europe designs a sustainable future

WITH EUROPEAN COTTON

Press Release - European Cotton Alliance (ECA)

The EUCOTTON initiative: 100% European, sustainable cotton products

- Europe amounts to 2% of the global cotton production, but nevertheless remains in the top ranking of global exporters due to the product's high quality and popularity
- Tens of thousands of families in Greece and Spain, where 100% of the European cotton production is concentrated, depend on the cotton income, a sector committed to social and environmental sustainability.
- Promoted by the European Cotton Alliance (ECA), the EUCOTTON initiative brings the European cotton sector together to ensure the quality and full traceability of the fiber, while also highlighting their great efforts from the environmental point of view: from using non-GMO seeds to the responsible use of water.

27/6/2024: A few weeks ago, tens of thousands of farmers in Europe were devoted to sowing the **non-GMO seeds** of European cotton. They are the faces behind a sector that might amount to a low percentage of global cotton production (2%), but remains in the top ranking of global exporters due to the product's high quality and popularity.

Also, a sector that is increasingly making headlines for its commitment to a sustainable future, with initiatives such as **EUCOTTON** showcasing the European cotton sector's environmental and social sustainability efforts.

EUCOTTON, an initiative promoted by the **European Cotton Alliance (ECA)**, brings together the whole cotton chain in Europe, to ensure the quality and traceability of the fiber. As consumers demand from brands more sustainable products, with shorter supply chains and firm social values, European cotton provides the answer to the textile and fashion industries in the quest of sustainable raw materials. For one, it has been a traditional part of entire communities in Greece and Spain, the two countries where 100% of the European cotton production is concentrated, for decades providing **quality employment and economic opportunities** for thousands of highly skilled workers.

In particular, the European cotton sector provides quality jobs to more than 50,000 families in Greece and Spain, and creates a further 100,000 jobs in related manufacturing and export sectors. European cotton exports amount to over €700 million, ranking 6th in the world.

In addition, the cotton sector in Europe is taking important steps towards a more sustainable agriculture. It is one of the few cotton crops in the world which uses **100% non-GMO seeds**, while its producers adopt **Integrated Pest Management practices** to reduce use of pesticides and

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employ water-monitoring practices for the **regulated and sustainable use of water**. The entire production cycle is monitored by **strict quality control criteria** set by the European Union, safeguarding the processes for a product which respects the environment. Finally, the **close proximity** of the cotton production and processing areas to the European brands, reduces the carbon footprint of the final products for the consumer.

To find out more, visit: eucotton.eu.

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.

The **EUCOTTON campaign** is implemented by ECA with the aim of increasing the visibility of European cotton and raising awareness of its sustainable and quality characteristics in several European target-markets. Campaign co-funded by the European Union under Regulation (EC) 1144/2014 – Enjoy it's from Europe.

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