





# Europe designs a sustainable future

WITH EUROPEAN COTTON

## Press Dossier

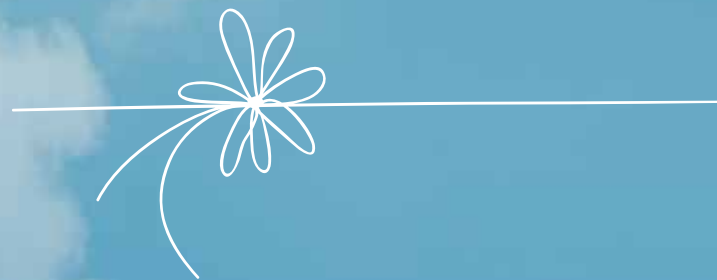


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## Cotton in Europe

The European Union is second biggest consumer of end textile products. However, there is no clear indication of the raw materials used to produce these end textile products. EU countries produce approximately **360,000 tons of lint cotton**, which translates to **2 % of the world total**. Despite its relatively small production, European cotton is -due to its renowned quality- among the most exportable cotton commodity in the world. European cotton production is concentrated in **Greece and Spain** - both countries have a long

tradition in cotton production and have developed an extensive know-how in cultivation practices. Out of the European total cotton production, 25 % is consumed by spinning mills in Europe covering about 40 % of the domestic needs, and the remaining 75 % is exported to other countries, mainly to countries of the Mediterranean basin (Turkey, Egypt, Morocco) and Far East. **A large percentage of the exported cotton is then re-imported to the EU as end textile products.**



European consumers enjoy the high quality of European cotton in garments and other textile items they purchase, without realizing that the raw material is produced in Europe and without fully understanding the superior quality characteristics it entails. Hence, the dynamic of European cotton remains unexploited by European brands and textile companies.



# European Cotton characteristics

## European Cotton: Unveiling Its Quality Characteristics and Exceptional Attributes

European Cotton has gained global recognition for its **outstanding quality** and unique characteristics. Let's explore some of the key attributes that makes **European Cotton** a preferred choice in the textile industry:

### Use of Non-GMO Seeds:

European Cotton production emphasizes the use of **non-GMO seeds** (Genetically Modified Organism). This commitment to non-GMO cultivation aligns with consumer preferences for **natural and sustainable products**.



### Advanced Production Methods and Equipment:

European Cotton producers employ advanced production methods and **utilize state-of-the-art equipment**. This integration of technology and **innovation enhances efficiency, quality control, and sustainability** throughout the cotton production process.



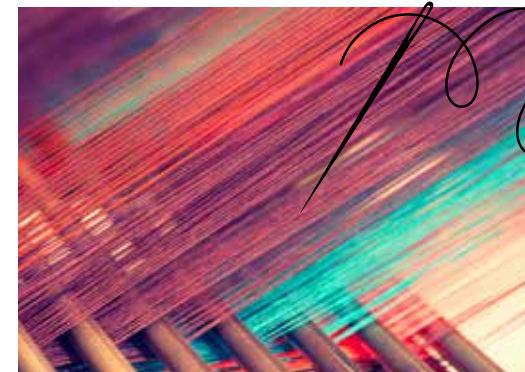
### Machine Picked:

**European Cotton is 100% machine-collected**, ensuring unparalleled uniformity throughout the entire fabric.



### Virtually Contamination-Free Crop:

**European Cotton is meticulously cultivated and harvested**, resulting in a virtually **contamination-free crop**. This ensures that the cotton fibers are free from impurities, allowing for a **cleaner and more consistent end product**.



### High Spinnability:

European Cotton is known for its **exceptional spinnability**, making it ideal for **producing fine, high-quality yarns**. Its long staple length and fine fibers allow for smooth and even spinning, resulting in **yarns that are strong, durable, and with excellent stitch definition**.

### Excellent Uniformity:

European Cotton exhibits remarkable uniformity in fiber length, strength, and thickness. This uniformity ensures consistent yarn quality and fabric appearance, **providing a superior end product that meets the highest standards in the industry**. The small and short fiber index, guarantees a smooth and even texture, while its exceptional length and strength values make it ideal for **creating strong and resilient textiles**.



### Versatility of Fibers:

European Cotton offers a wide range of fiber properties, allowing for **versatility in textile applications**. Whether it's producing fine fabrics for luxury garments or durable textiles for industrial use, **European Cotton** can meet diverse requirements and deliver **exceptional performance**.

**Good Logistics: The European cotton industry boasts efficient logistics systems, ensuring smooth transportation and timely delivery of cotton from farms to processing facilities.**

**This streamlined supply chain contributes to the overall quality and reliability of European Cotton.**

### High Professionalism of the Private Sector and Industry:

The European cotton industry is characterized by a **high level of professionalism**, with dedicated growers, processors, and manufacturers who adhere to **strict quality standards**. This professionalism ensures that European Cotton meets the strict demands of the global market.





# Sustainability

European cotton production has made significant strides in sustainability and responsible farming practices. The industry has recognized the importance of **reducing its environmental impact and ensuring the long-term viability of cotton cultivation**. Here are key aspects highlighting the sustainability of European cotton production:



## Reduced Chemical Use:

European cotton producers have adopted integrated pest management practices (IPM), which aim to **minimize the use of pesticides and insecticides**. This approach involves monitoring pest populations, **utilizing natural predators**, and employing targeted treatments only when necessary. By reducing chemical inputs, **European cotton production contributes biodiversity, and protection of the health of ecosystems**.



## Water Management:

Water scarcity is a pressing global issue, and **European cotton** producers have implemented efficient irrigation systems to **optimize water use**. Techniques such as **drip irrigation and precision farming** help deliver water directly to the plant roots, minimizing waste. Additionally, water **recycling and rainwater harvesting methods** are employed to further conserve this precious resource.



## Non-GMO:

One of the main characteristics of **European cotton** is that it is a non-GMO product, which **guarantees product quality and environmental, economic and social sustainability**. The use of non-genetically modified seeds allows for greater respect for **natural resources and the ecosystem**.



## Social Responsibility:

**European cotton** production emphasizes fair labour practices and social responsibility. **Workers' rights, fair wages, and safe working conditions are prioritized, ensuring a sustainable and ethical supply chain**. **European cotton** adheres to strict EU labour regulations, providing transparency and accountability throughout the production process and **preserving the safety and well-being of farmers, consumers and the environment**.



## Quality Schemes:

**European cotton** producers actively participate in quality initiatives such as the **EUCOTTON licensing program**, which set rigorous standards for sustainable cotton production, **covering environmental, social, and economic aspects**. The program provides assurance to consumers and brands that **European cotton is produced sustainably and responsibly**.

The sustainability efforts in European cotton production contribute to a more environmentally friendly and socially conscious cotton industry. **By reducing chemical use, optimizing water management, embracing organic farming, promoting fair labour practices, and participating in certification programs, European cotton producers are actively working towards a more sustainable future for the industry.**

# Traceability



**European Cotton presents a golden opportunity for the European textile industry and retail trade to establish**

**traceable and transparent regional supply chains. By sourcing cotton closer to home, we can create a direct connection between producers and consumers, fostering a sense of trust and confidence in the products they wear. Embracing the superior quality of locally produced cotton fibers not only ensures a reduced carbon footprint but also allows consumers to fully experience the unmatched excellence and craftsmanship of European cotton.**

**The EUCOTTON scheme launched by the European Cotton Alliance (ECA) allows brands to have full information on and an excellent overview of the production chain for the cotton produced and manufactured in Europe.**



EUCOTTON™ is a registered “European Collective Mark” attributed to the members of the Alliance that manage to produce and process cotton in compliance with the criteria set at its regulation of use. The criteria are in accordance with the EU legislation that reinforce the implementation of sustainable production techniques beneficial for the climate and the environment while respecting farmers and consumers’ safety.





# The EUCOTTON licensing program

The **EUCOTTON** Licensing program is the licensing scheme that manages the use of the **EUCOTTON** label to the supply chain all the way to the end textile products. All participants in the textile chain; from **ginners, spinners, weavers, knitters, and manufacturers** to brands and retailers can use the **EUCOTTON** mark for their products as long as they comply with the criteria of the **EUCOTTON** protocol.

The Protocol provides the framework for the implementation of a «from farm to fashion» comprehensive management system in the cotton supply chain, with the aim of meeting the current market demands regarding production practices and chain of custody procedures. The protocol requires that EUCOTTON is produced and processed in the EU.



By licensing the entire supply chain, in combination with the implementation of the verified chain of custody, and the laboratory controls, the assurance to the downstream customers, that **EUCOTTON** trademarked goods are made with **100 % European cotton** will be guaranteed. This will allow **EUCOTTON** visibility throughout the supply chain of the use of its trademark as well as to control the quality and integrity of products that bear the **EUCOTTON logo**. Full traceability and transparency of the supply chain will give the added value to the brands and differentiate our offering.

Moreover, the **carbon footprint of EUCOTTON** is efficiently controlled since production of raw materials and manufacturing of end textile products are happening in the internal EU market, maximizing the supply chain's energy efficiency.

**The European Cotton Alliance** supervises the regulation of using the mark and gives the relevant certification to the members to make use of the trademark. A third-party verification process with an external auditor guarantees the credibility of certification.



## EUCOTTON, a comprehensive statement

**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 high level of environmental and social performance. Farming practices used for its production are **highly regulated ensuring safety for the farmers, the consumers, and the environment**.

**EUCOTTON** is protected by the provisions of the EU Trademark Regulation (**EUTMR**) and is registered to the European Union Intellectual Property Office (**EUIPO**).



## EUCOTTON unique characteristics

**EUCOTTON** is of high quality, achieving high spinnability, excellent uniformity, versatility of the fibers. It is a virtually contamination free crop, machine picked with good logistics. All these are the outcome of the work done at the producing countries by farmers' extensive know how, **use of high-quality non-GMO seeds**, advanced production methods, modern equipment, high professionalism of the private sector and the industry, good support from the authorities and the research institutions, efficient coordination from the countries' inter-professionals' organizations.

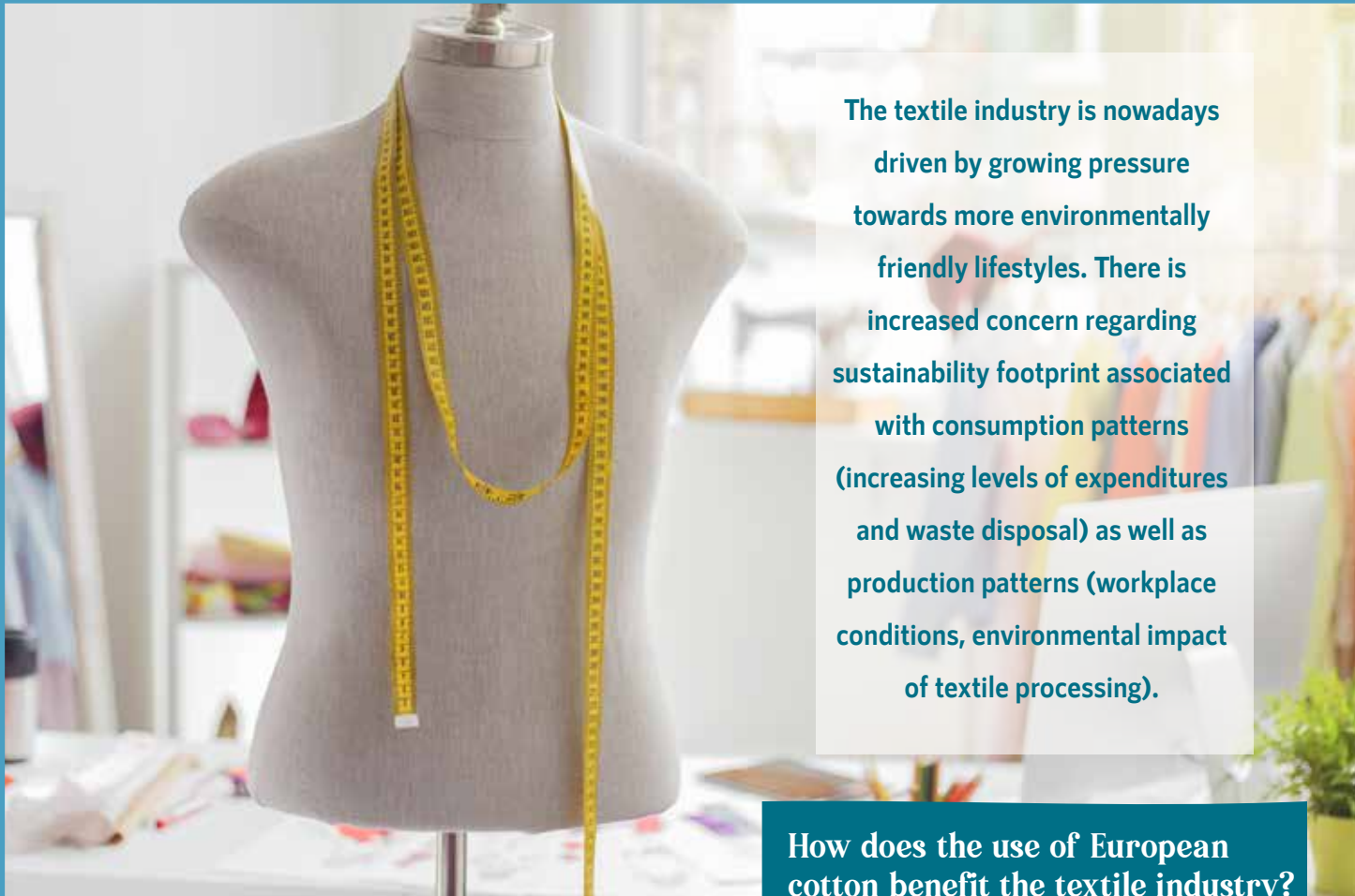


## EUCOTTON for the textile industry and the retailers

**EUCOTTON** is an important tool for brands and retailers who target **consumers demanding high environmental and social standards together with the fashion they consume**. The benefit for the brands and the retailers of using **EUCOTTON** will be the critical assurances for their customers that the cotton used for their products is certified, of high quality, sustainably grown with **high environmental and social values**.







The textile industry is nowadays driven by growing pressure towards more environmentally friendly lifestyles. There is increased concern regarding sustainability footprint associated with consumption patterns (increasing levels of expenditures and waste disposal) as well as production patterns (workplace conditions, environmental impact of textile processing).

## How does the use of European cotton benefit the textile industry?

### Fiber quality of European cotton

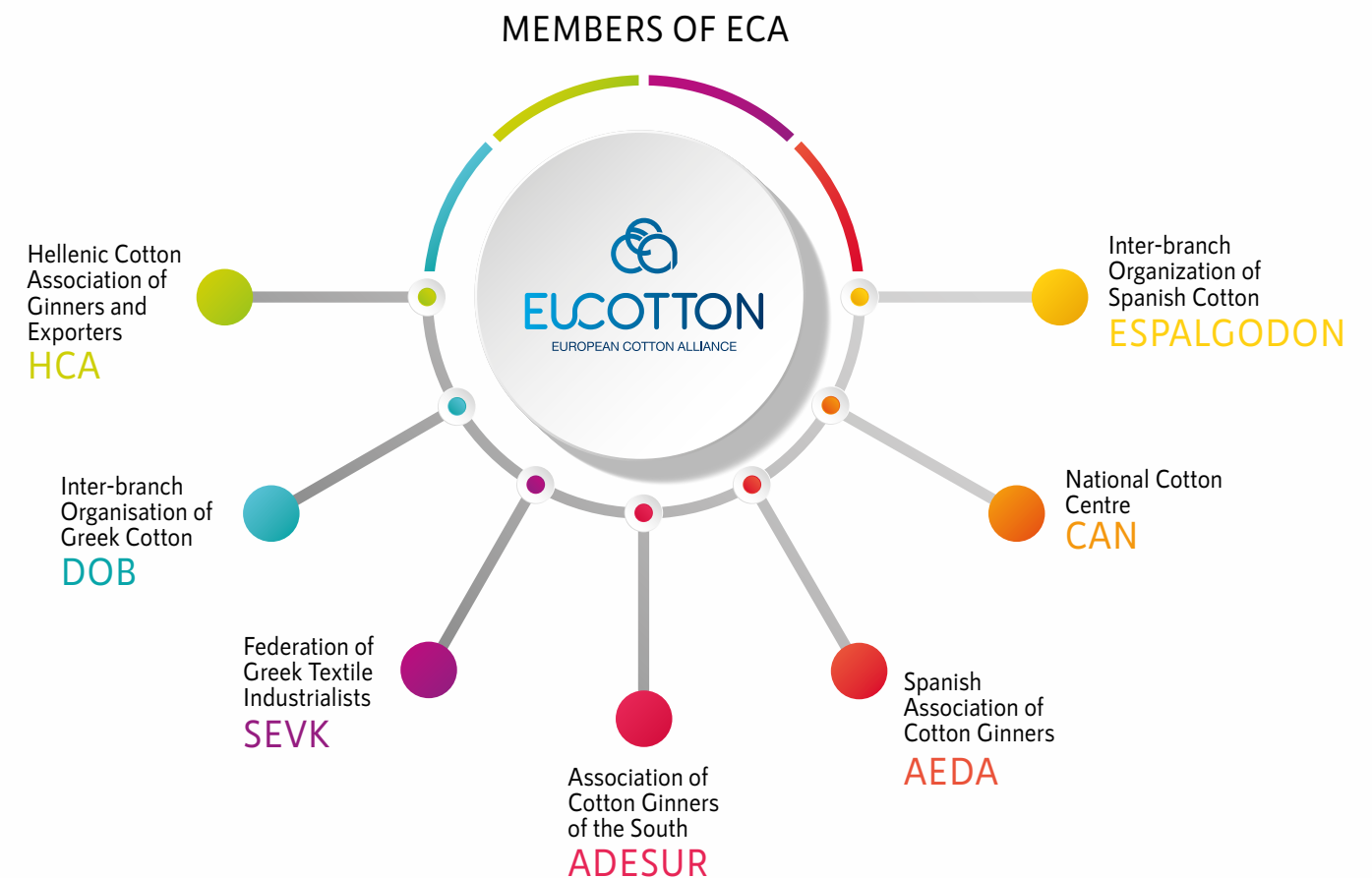
- High spinnability
- Excellent uniformity
- Versatility of fibers
- Virtually contamination-free crop
- Machine picked
- Good logistics
- Use of non-GMO seeds
- Advanced production methods and more equipment.
- High professionalism of the private sector and of the industry

- Low neps content increases yarn quality values (lower imperfections) with less cost for nep removal at the various yarn production stages
- Higher value of fiber strength resulting in increased yarn strength, requiring less twists
- Higher reflectance, more visible during low rainfall years, results in a particular shine to the yarn and fabric, eliminating dyeing process cost
- Absence of foreign fibers, especially Polypropylene
- Low environmental footprint and low emissions due to proximity to traditional European textile industries
- Fast and flexible delivery

Cotton from Europe: a socially responsible and ethical production

# The European Cotton Alliance

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



The aims and objectives of the EEIG include, among others:

- A** To process, form and express the position of its members towards the practice and the strategies developed in the cotton production and cotton industry and in all the relevant sectors.
- B** To represent its members following a unanimous decision of GA towards any authorities, organs, agencies and any other institutions of the European Union, with the view to support and promote the economic, social and any other interests of the members of the Grouping. To legitimately represent the Grouping members in such issues, Representative(s) has to be handed a written permission by GA.
- C** To represent its members following a unanimous decision of GA towards any international, transnational, and national organizations, authorities, organizations and take part in meetings, for a and any form of relevant events of such interest. For a legitimate representation on such occasions, Representative(s) must be handed a written permission by GA.
- D** To contribute to the harmonization of the European policies and practices in relation with cotton production in the whole of the EU member states.
- E** To promote and increase the cotton production in the EU through sustainable pro- and environmental-friendly practices and traceability of production.
- F** To develop and establish a European cotton trademark for the identification and promotion of European cotton with the view to promoting and granting its use to cotton producers or textile industries in the EU, which may lead to the recognition, protection and promotion of the European cotton.
- G** To promote the use of European Cotton among professionals and consumers, both within the EU and internationally.



# The Eucotton Campaign



SLOGAN:

**Europe designs  
a sustainable future**

with cotton from Europe



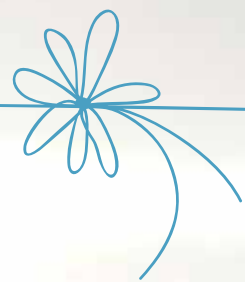
EUCOTTON campaign is organized by the European Cotton Alliance (ECA) with the objective to increase the awareness and recognition of European cotton, adding a very strong focus towards its quality and sustainability properties. Through this action, ECA aims to:

-  raise awareness on cotton production in Europe
-  increase demand for textiles made from European cotton
-  educate consumers and trade professionals on the higher quality of European cotton, its production methods and its popularity around the world

In the framework of this campaign, ECA will launch a series of intersectoral activities, including advertising, networking with stakeholders and policy makers, liaising with textile and fashion schools across the EU as well as developing educational material for the general public.



# Objectives



1

To inform on the heritage of European cotton production and to promote the sustainability and quality characteristics of European cotton.

3

To inform that cotton production in the EU is responsible, that it is done through **sustainable** and **environmentally friendly** practices following the points of the **Green Deal** (biodiversity strategy, forest protection policies and zero pollution).

2

To increase European cotton's use among professionals, consumers, and textile industries in the **European Union**.

4

To inform that it is a **high-value sustainable material** used for the production of **high-quality** textile products.

5

To raise awareness among different trade professionals that European cotton is grown from non-GMO seeds and therefore has a high environmental, social, and economic return.



# What, Where, When...

## What

A promotional campaign that impresses and reminds the public that cotton is of great importance in clothing (because of its natural properties), and in caring for the environment (because of its sustainable production methods).



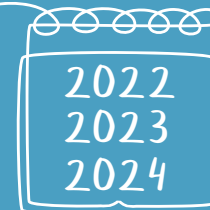
## Where

In Spain, Greece, Italy, Germany and France.



## When

In 2022, 2023 and 2024.



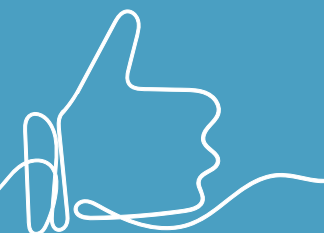
## To whom

We target textile chains, brands and retailers, opinion leaders and end consumers.



## How

Through the campaign "**Europe designs a sustainable future with cotton from Europe**". The starting point is "European cotton: high quality, responsible production".





# thank you

**For more information:**



European Cotton Alliance:  
info@eucotton.org

## The EUCOTTON campaign

[www.eucotton.eu](http://www.eucotton.eu)



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