

Europa diseña un futuro sostenible

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Press Release - European Cotton Alliance (ECA)

Three years and almost 200 million Europeans impacted: the success of the EUCOTTON campaign puts the European cotton sector back in the spotlight

- An ambitious strategy based on events, public relations actions, social media and advertising has managed to far exceed the objectives set at the beginning of 2022.
- Focusing on both consumers and textile professionals in Germany, France, Italy, Spain and Greece, the campaign highlights the high quality and sustainability of European cotton, as well as the EUCOTTON traceability initiative.

19/12/2024: Multiple events, press releases, advertising campaigns and strategic networking with professionals. For three years, the **EUCOTTON** campaign has worked tirelessly to convey a clear message to consumers and fashion/textile professionals: **European cotton is a sustainable and quality product**, cultivated for multiple generations in Europe by thousands of farmers in an environmentally and socially respectful way, and now fully traceable thanks to its new management scheme. And the results are already in: almost **200 million Europeans** are now aware of the benefits of this local raw material.

Promoted by the **European Cotton Alliance (ECA)**, which encompasses the entire cotton chain in Greece and Spain, the two producing countries on the continent, this campaign financed by the European Union has focused its efforts on Germany, France and Italy, in addition to the two markets of origin.

Part of the intense activity of the campaign has been digital, with a website in 6 languages and social media presence in Instagram, Facebook and LinkedIn, that have cumulatively reached more than 7.4 million people through social media communities, advertising and collaboration with more than 200 influencers.

But emphasis has also been placed on the face-to-face side, with **more than 25 events** in the five targeted countries, including those organized by the campaign itself to raise awareness of European cotton among the professional public, and others sponsored by EUCOTTON, such as **Mediterranean Cotton Roads, Rome Phygital Sustainability Expo, and Bremen Cotton Conference**. The seminars and B2B meetings organised by the campaign attracted **more than 500 professionals from the best European brands**, while a total of **10 workshops for over 200 fashion students** have built a creative ongoing collaboration with prestigious higher education institutes in the five target-countries.

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And, above all, **two study trips** that took representatives of some of the most important firms in the European fashion and textile sectors to **visit the cotton fields of Greece and Spain and meet the producers behind Europe's "white gold"**.

In addition, over the three years of the campaign, 30 press releases have been launched in the five target markets, as well as three video news (these in France, Spain and Greece), which have managed to capture the attention of the general and specialized media. In total, **732 articles** published on EUCOTTON have been counted in the different countries, reaching some **158 million Europeans** and far exceeding the initial result objectives of the campaign during its launch.

And, finally, **nine advertising campaigns have been carried out**: three in print media (20 magazines from the five countries, which have reached 500,000 people), and six digital ones which have succeeded to reach accumulatively more than 28 million impressions.

All these efforts have managed to put European cotton back in the leading role it deserves as a **sustainable, socially responsible and quality material**. One which comes 100% from non-GMO seeds and which, thanks to the new EUCOTTON traceability initiative, gives professionals and consumers total certainty about its origin.

According to **the president of ECA, Antonios Siarkos**, *"the campaign has been a success at European level, thus helping the cotton sector to raise its recognition among the professional public and consumers. This will allow us to continue to make progress in the future in order to turn European cotton into a brand name when it comes to textile materials in the EU."*

To learn more, visit the website: eucotton.eu.

Click here to see the video with the results of the EUCOTTON campaign: https://www.youtube.com/watch?v=PRRve2_V3Xo

ABOUT THE EUROPEAN COTTON ALLIANCE

The European Cotton Alliance (ECA) is a Europe-wide association formed by the active collaboration of cotton producers and industry associations in European producing countries. The founding members of the Alliance are the Interprofessional Organisations, the Industry and the Producer Associations of Greece and Spain, which account for 100% of the cotton sector in Europe. The **EUCOTTON campaign** has been implemented by the ECA with the aim of increasing the visibility of European cotton and awareness of its sustainability and quality characteristics in European target markets. Campaign co-financed by the European Union under Regulation (EU) 1144/2014 – Enjoy it's from Europe.

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