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Greek LIFE Info day 14 May 2020

European Clothing Action Plan (ECAP)



Project supported by LIFE funding

ECAP: main characteristics

Textiles is supply chain with high environmental foot print



Cotton: water, pesticides, fertilizers



Synthetic: oil, energy



Production: water, energy, colors, waste



Use: water, energy, detergents, waste, microplastics

ECAP: main characteristics

Goal: To make textiles supply chain sustainable and circular

Holistic approach: design, production, retail, consumption, procurement, collection and recycling

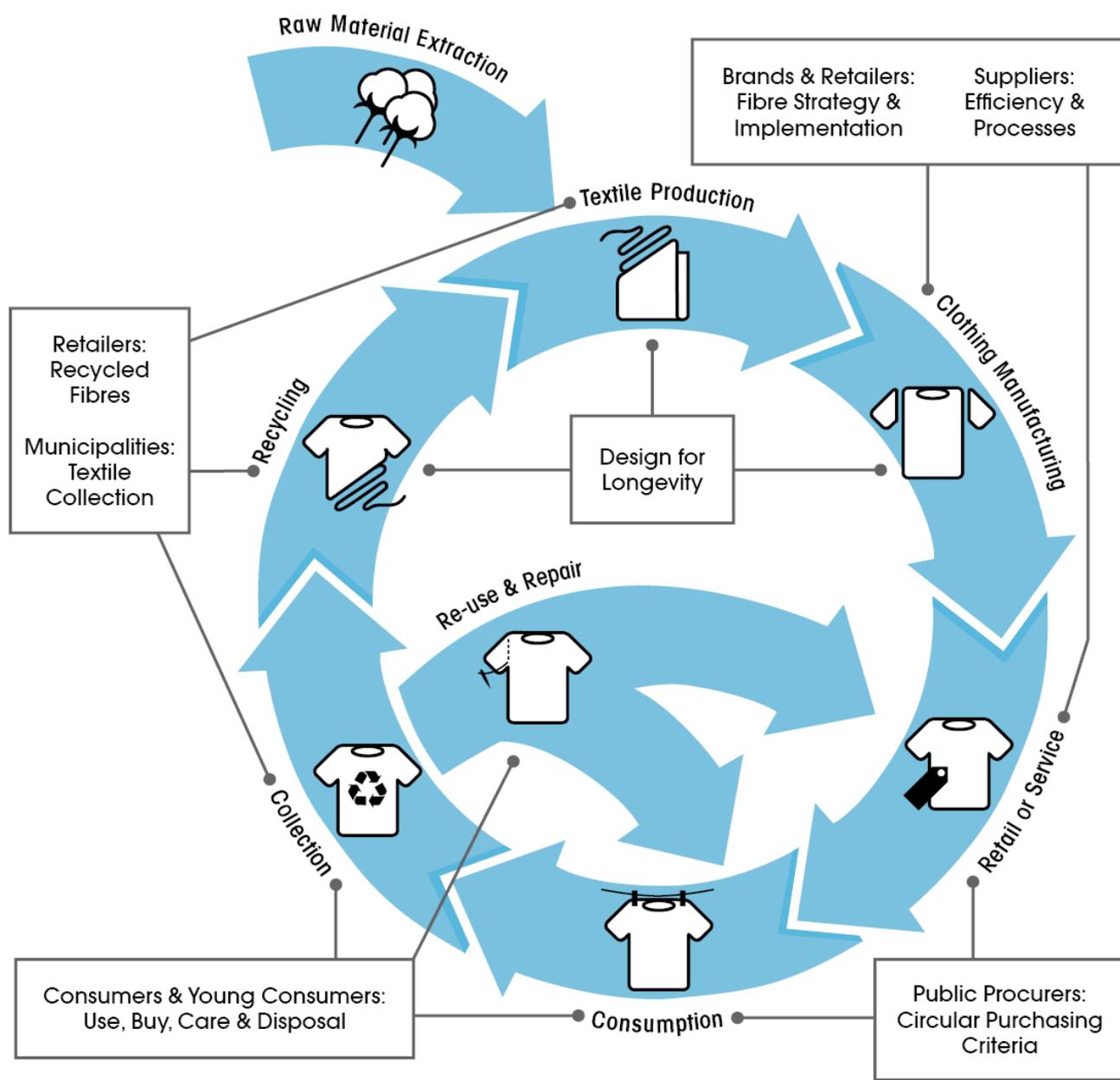
September 2015 – December 2019

Partners:



DanishFashionInstitute







Collecting textiles in cities

Why is it important?

- Most textiles are disposed in household waste and landfilled or incinerated
- For example in Netherlands 56% of all textiles, while 44% is collected separately
- In cities even more in household waste
- In 2025 all EU member states are required to collect textiles separately (Waste Directive)

Collecting textiles in cities



What did we do?

- Report Textiles Collection in European Cities
- Regional meetings in seven European countries
- Guidance for Textiles Collection





Fibre-to-fibre recycling

Why is it important?

- Saving production of new virgin materials
- Reducing environmental impact
- Recycling and new production in Europe: jobs and economy



Fibre-to-fibre recycling

What did we do?

- Nine F2F pilots
- Case studies and fact sheets
- International Ready to market congress in Amsterdam
- Congress booklet
- Fibre-to-fibre tool



Positive experiences and results

Textiles is on political agenda of EU and member states

- European Textiles strategy, Waste Directive
- Green Public Procurement criteria
- Circular Textiles policy in member states
- EPR textiles in Sweden, UK, Netherlands

Brands are working on circularity

Municipalities start collecting better and more

Consumer is showing interest

Holistic supply chain approach is being taken up

Positive experiences

There are several roads to Rome (and Athens!)

Working together with different cultures can be difficult,
but is awarding

Difficulties experienced

The world is changing rapidly, LIFE projects are static

Municipalities were not ready for collection pilots

How to involve partners in other work packages?

Advise

A project should help you reaching your goals in what you are already doing

Find partners and main themes long before a call for proposals

Keep on working together with partners in other work packages, this makes your project stronger

More information on ECAP

www.ecap.eu.com/resources/

