

SUSTAINABILITY AND CIRCULARITY IN THE TEXTILE VALUE CHAIN

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Dear all,

We hope you are all well, safe and healthy! We are excited to share a new round of updates and news from the world of sustainable and circular textiles with you.

In this newsletter, we're reflecting on summer and sharing a new round of insights with you. We have prepared a list of fascinating podcasts and interviews for you to listen on your way back to work.

We hope you enjoy reading this issue and as always, thank you for keeping us updated and we look forward to keep sharing your resources here and on our website.

Upcoming Events



Join the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** on September 21, 2023, for the start of their 6-month webinar series, "**Europe's Green Transition in the Textile Sector**," organized by the Partnership for Sustainable Textiles and Green Button. This series will delve into the legislative initiatives outlined in the **EU Green Deal and EU Textile Strategy**, set to come into force from 2025 and 2026, which will revolutionize the textile industry. You can register [here](#) to gain more information about it. To delve into the first session on the September 21, you can register [here](#).



The **Global Fashion Agenda (GFA)** will be holding its [Global Fashion Summit](#) in Boston on September 27, 2023. With a specific emphasis on retailers, this event will expand upon the conversations held at GFA's Copenhagen Global Fashion Summit about translating 'ambition into action.' It will highlight how retailers can strategically leverage their influence. More information about the Summit [here](#).

Podcasts and interviews

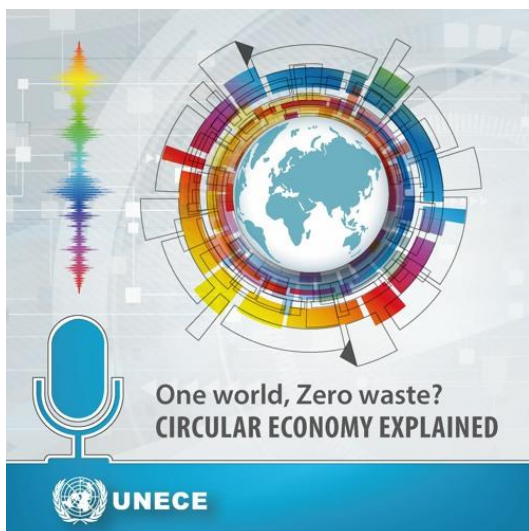


Published in June, the United Nations' new [Sustainable Fashion Communication Playbook](#) set recommendations to align fashion communication to the 1.5-degree climate target and wider sustainability goals. Last month, **Rachel Arthur, Sustainable Fashion Advocacy Lead** at the United Nations Environment Programme, joined the **Wardrobe Crisis Podcast** to discuss the Playbook's recommendations and the role that “architects of desire” - working in advertising, marketing and media - play in promoting a sustainable future for the industry. You can listen to the podcast [here](#).



Elisa Tonda, Chief of the Resources and Markets Branch of the United Nations Environment Programme, discussed the United Nations' perspective on promoting sustainability in the fashion industry,

in light of the [Sustainable Fashion Communication Playbook](#). In the CGTN interview, she highlights the importance of shifting consumer's behavior and underscores the role of communicators in driving the transition towards a more sustainable and circular textile value chain. Listen to her intervention [here](#).



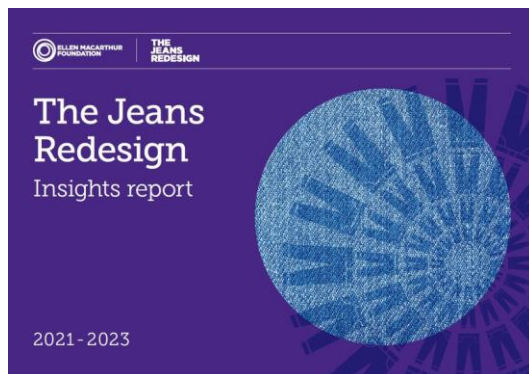
The concept of a 'circular economy' is gaining traction among political leaders, businesses, and citizens as a solution to address waste, pollution, and climate concerns while supporting economic growth. The United Nations Economic Commission for Europe's (UNECE) podcast, "**One World, Zero Waste? The Circular Economy Explained,**" delves into the practical aspects of this approach across various sectors, featuring insights from experts, from the energy,

textile, agricultural and manufacturing sector. Listen directly to the podcast [right here](#).



Maria-Teresa Pisani presented on BBC 4 the outcomes of a study on used clothing in Chile conducted by the **United Nations Economic Commission for Europe's (UNECE)** Sustainable Trade and Outreach Unit and the **Economic Commission for Latin America and the Caribbean (ECLAC)**. The study unveiled that Chile imported 37,000 tons of clothing and textiles in 2022, a considerable portion of which ended up in the Atacama desert. The study's recommendations were presented to Chile, exporting nations, companies, and consumers, while the discussion was covered on BBC 4 - World at One on August 28. You can listen to the interview [here](#), from minute 33.44 to 37.27.

Publications and Resources



The "Jeans Redesign: Insights report" by the **Ellen MacArthur Foundation** encourages prominent brands, mills, and manufacturers to rethink jeans production. This project has led to over 100 organizations across 25 countries adopting redesigned jeans, emphasizing practical implementation, transparency, and shared progress updates. The latest report (2021-2023) highlights the successes, innovation challenges, and remaining obstacles encountered by participants in this endeavor: you can read it [here](#).



With the recent legalization of hemp in various countries, the textile industry is exploring its potential benefits for soil health, biodiversity, and crop yields. This "**Growing Hemp For The Future: A Global Fiber Guide**" by the **Textile Exchange** emphasizes the importance of sustainable cultivation practices for fiber hemp, drawing lessons from other fiber crops that have faced challenges with synthetic inputs. By establishing comprehensive standards, the industry can proactively shape hemp production to ensure positive impacts on climate, ecosystems, and communities. More information on this topic [here](#).



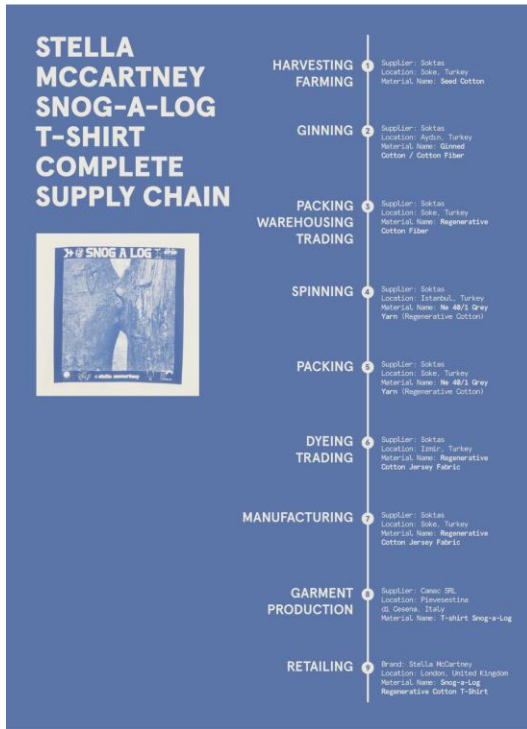
Circular business models offer a new approach to the linear fashion and textile industry's operations. The "**Circular Business Model's Guide for Fashion**" presents a seven-step process, based on a framework developed by the **Waste & Resources Action Programme and QSA Partners**, for integrating circular models into core business strategies. It addresses practical considerations, economic benefits, environmental advantages, and market insights, catering to businesses at different stages of adopting circular practices in the fashion sector. Find out more about the guide right [here](#).



While the fashion industry heavily participates to culture and employment in London, its foundation and dependence rest on intricate, extensive, and sometimes opaque global supply chains. Last

month's report published by ReLondon "**London's fashion footprint: An analysis of material flows, consumption-based emissions, and levers for climate action**" showcases and analyzes the material flows and carbon hotspots of London's fashion sector, while also suggesting potential interventions for mitigating its contribution to consumption-based emissions and maintaining global temperature goals. Download the report [here](#).

Projects



The **United Nations Economic Commission for Europe (UNECE)** has undertaken a pilot project in collaboration with **Stella McCartney**, and its cotton supplier **SÖKTAŞ Tekstil**. Tracing a T-shirt made of jersey fabric through documentary evidence, the UNECE blockchain platform captures all stakeholders in the T-shirt's value chain, requiring them to provide documentary proof of production practices via certifications and standards. The project also explores the use of advanced technologies, such as **Satellite Imagery and Environmental DNA**, to demonstrate the use of regenerative cotton and enhance transparency. Find out more about it [here](#).

In case you know of other people interested in receiving our news, feel free to [share this link](#) to sign up for our textiles newsletter. You can find our previous newsletter editions [here](#).