The Key Measures of the EU Strategy for Sustainable and Circular Textiles

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Sarianne TIKKANEN, policy officer
ENV B1 – Circular Economy and Sustainable Production and Consumption
DG Environment, European Commission

In the EU

Almost 9/10 Europeans (88%) think that clothing should be made to last longer.

About 5 million tonnes of clothing and footwear are discarded every year, equivalent to about 12 kg per person.

Around 80% of post-consumer textile waste is not separately collected and therefore goes to incineration or landfill.

An average of 20 to 35 jobs are created for every 1.000 tonnes of textiles collected for re-use, such as selling them second-hand.

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Sustainable Circular Texti by 2030

EU Strategy for Sustainable and Circular Textiles

▶ Strategy is one of the actions under the Circular Economy Action Plan (2020) in line with the European Green Deal

▶ Adopted in March 2022

▶ The main aim is to **reduce the environmental footprint and social impacts** of textile value chains

▶ Proposes actions for the **entire lifecycle of textile products**

▶ Addresses the way textiles are **designed, manufactured, consumed and recycled**

▶ Aims to make the **fast fashion "out of fashion"**

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Why? Need for measures to promote green transition and sustainability in textile sector

European consumption of textiles has the **fourth highest impact** on the environment and climate change, after food, housing and mobility.
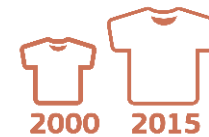
>1%

1% of material used to produce clothing is recycled into new clothing (globally)

About 5.8 million tonnes of textiles are discarded every year, equivalent to 11.3 kg per person (EU)

Almost 9/10 Europeans (88%) think that clothing should be made to last longer (Eurobarometer)

2000 2015

Textiles production doubled between 2000 and 2015 (globally)

Opportunities:

➢ Increase the EU textiles ecosystem's **resilience**

➢ Boost its attractiveness, creative and innovative potential

➢ Tap into new markets for **sustainable and circular textiles and new business models**

➢ An average of 20 to 35 jobs are created for every 1.000 tonnes of textiles collected for re-use, such as second-hand shops

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The Vision of the Strategy

▶ By 2030, **all textile products placed on the EU market** are:

- ➢ **durable, reparable and recyclable**
- ➢ to a great extent made of **recycled fibres**
- ➢ free of **hazardous substances**
- ➢ produced respecting **social rights**

▶ **Fast fashion is "out of fashion"**

▶ Consumers benefit longer from **high quality textiles**

▶ Profitable **re-use and repair services** are widely available

▶ **Producers take responsibility** for their products along the value chain also in the end-of-life phase

▶ There are sufficient capacities and innovative technologies for **fibre-to-fibre recycling**

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Key Actions 1

▶ Develope ecodesign requirements for textiles under the **Ecodesign for Sustainable Products Regulation**

▶ Address the challenge related to **destruction** of unsold or returned textiles

▶ Provide relevant information easily available by a **Digital Product Passport**

▶ Apply mandatory **Extended Producer Responsibility** as part of the revision of the Waste Framework Directive

▶ Create **Transition Pathway for the Textiles Ecosystem** to enable and boost green transition of companies and business.

Making sustainable products the norm in Europe

Key actions for circular and sustainable products:

Make products greener, circular and energy efficient through **ecodesign requirements**	Improve products **environmental sustainability information** for consumers and supply chain actors by introducing **Digital Product Passports**	**Prevent destruction** of unsold consumer products	Promote **sustainable business models**	Set mandatory requirements for **green public procurement**

Ecodesign for Sustainable Product Regulation ESPR

How will ESPR work?
- By building on the existing Ecodesign Directive

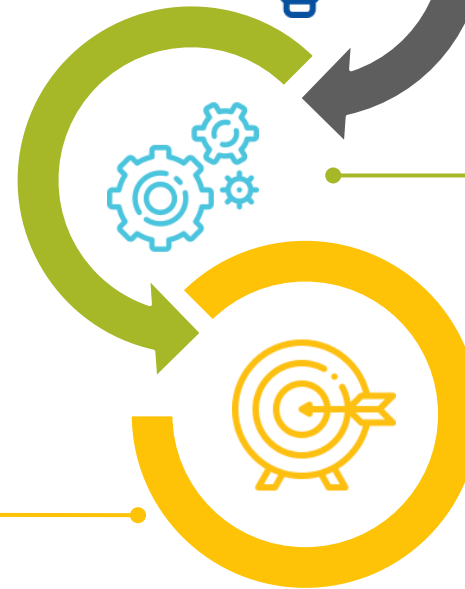**Key features of Ecodesign Directive approach maintained**

Up to **80%** of products' environmental impacts are determined at the design phase

Framework legislation

Product-specific measures based on detailed impact assessment

Regularly updated **multiannual working plans** setting out priorities

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How will ESPR work?
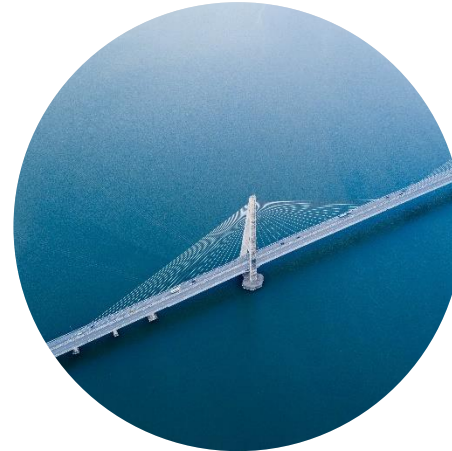## - By extending the Ecodesign approach

Scope extension

Moving beyond energy-related products to a wide product scope

New requirements

As well as clarification of existing requirements

Horizontal approach

Requirements in addition to product-specific requirements

Increased focus on product information
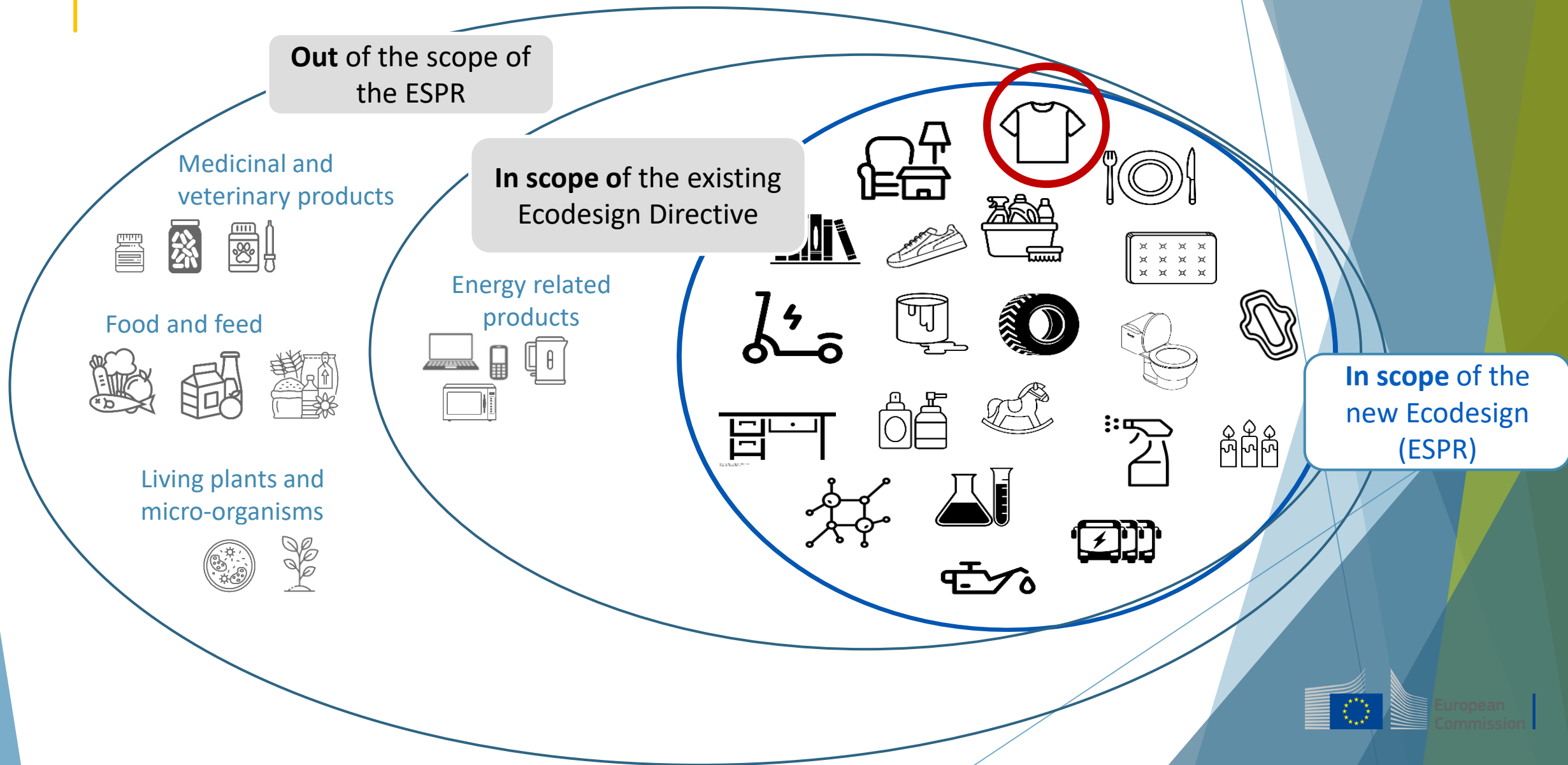
Digital Product Passport, labels

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The scope will be extended – textiles one of the first product groups to get delegated act

Out of the scope of the ESPR

In scope of the existing Ecodesign Directive

Medicinal and veterinary products

Food and feed

Living plants and micro-organisms

Energy related products

In scope of the new Ecodesign (ESPR)

How will ESPR work?
- By adding new tools

Mandatory
Green Public Procurement

ESPR will enable mandatory GPP criteria to be set in delegated acts for public contracting authorities

Prevention of destruction
of unsold consumer goods

Transparency requirements for those choosing to discard unsold goods. Possibility to ban destruction for relevant product groups, for example for textiles and footwear.

Market surveillance
and customs controls

Reinforcing controls on regulated products, including market surveillance implementing plans, possible targets on checks, support to common projects and investments
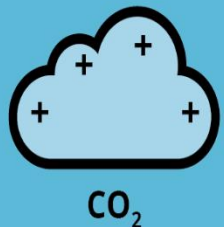
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Ecodesign requirements for textiles by a delegated act

▶ **Ecodesign requirements** for textiles (especially garments and footwear) will be adopted after ESPR entry into force among one of the first delegated acts.

▶ Ban on the destruction of unsold textiles and footwear products, with derogations for small companies and a transition period for medium-size ones.

▶ Binding **performance and information requirements** might include for example:

- ▶ Durability, reparability, reusability
- ▶ **Fibre-to-fibre recyclability**
- ▶ **Mandatory recycled fibre content**
- ▶ Minimizing and tracking of substances of concern
- ▶ Addressing microplastics release

▶ You can register as stakeholder on the JRC preparatory study: https://susproc.jrc.ec.europa.eu/product-bureau//product-groups/467/register

▶ This allows you to already contribute to the preparatory study for textiles and to stay informed on the next steps.

Extended Producer Responsibility Schemes for textiles waste

► Mandatory Extended Producer Responsibility for textile waste as part of the targeted revision of the Waste Framework Directive

► **Eco-modulation of fees**: the level of the financial contributions of the producers will be based on the **circularity and environmental performance** of the products.

► Create incentives for producers to **increase the circularity of products by design and innovations and** to boost circular **business models.**

ile waste

5.6 million tonnes (
of waste generated in EU (2013)

re

exporte

Clothing, footwear and household textiles is the fifth highest greenhouse gas emission pressure category from the upstream value chain for EU consumption. The production textiles generates around 15-35 tons of CO equivalent per ton of textile produced.

CO_2

Source for picture: European Environment Agengy

EPR will promote waste hierarchy and mandatory separate collection of textiles waste (1 Jan 2025 -)

➤ Promotes the waste hierarchy by accelerating prevention of waste, separate collection, sorting, **preparing for reuse and recycling**, and fibre-to-fibre recycling

➤ Applies producer responsibility to the entire value chain of textiles.

➤ Increases local jobs and larger markets for used textiles and secondary raw materials

➤ Will accompany and accelerate the implementation of the **mandatory separate collection obligation starting 1 January 2025**

Waste hierarchy

PREVENTION

PREPARING FOR RE-USE

RECYCLING

RECOVERY

DISPOSAL

PRODUCT (NON-WASTE)

WASTE

Key Actions 2

▶ Restrict the **export of textile waste** and promote sustainable textiles globally

▶ Tacklle **greenwashing** (Green Claims Directive)

▶ Update **textiles labelling**

▶ Encourage **circular business models**, including reuse and repair sectors

▶ Support funding to further develop technologies and processes increasing the circularity of textile fibres and materials (for example Horizon Europe, LIFE)

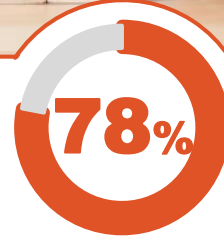▶ Encourage companies and Member States to support the objectives of the Strategy

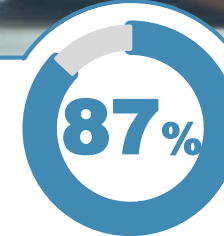European Commission

What do EU citizens say about green claims?
(Source: Special Eurobarometer 535)

73%
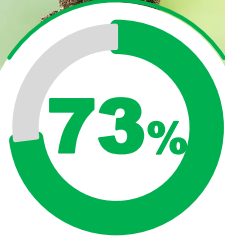
"The impact of the product on the **environment is important** when making a purchasing decision."

78%

"Companies often make **misleading environmental claims**, leading customers to believe that their product or service is environmentally friendly."
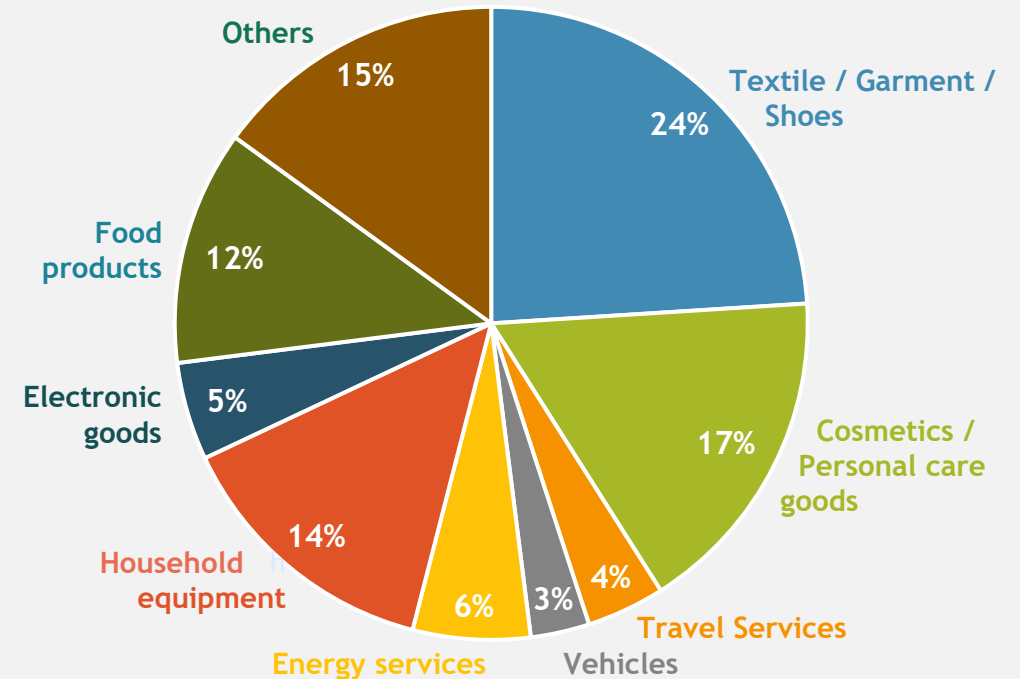
87%

"To be credible, an environmental label needs to be **verified by an independent organization**."

Green Claims Directive – why and what?

▶ **Protect** consumers and honest companies from **greenwashing**

▶ **Enable** consumers to make informed choices based on **credible claims and labels**

▶ **Improve** legal certainty and ensure a level playing field on the **Single Market**

▶ **Complements** the proposal for a Directive on Empowering Consumers in the Green Transition.

▶ In addition, a review of EU Ecolabel criteria for textiles
  – awarding excellence (2024)

EU Ecolabel
www.ecolabel.eu

2020 sweep on misleading sustainability claims

- Others 15%
- Textile / Garment / Shoes 24%
- Cosmetics / Personal care goods 17%
- Travel Services 4%
- Vehicles 3%
- Energy services 6%
- Household equipment 14%
- Electronic goods 5%
- Food products 12%

2020 inventory on environmental claims

***53%** of claims provide **vague, misleading or unfounded** environmental information on the product*

Transition Pathway for the Textiles Ecosystem

Made in a co-creation process with stakeholders and companies to define the next steps and actions to achieve the targets of the Textiles Strategy.

Transition pathway aims to:

- ✓ Accelerate the **digital** and **green** transitions
- ✓ Strengthen the **resilience** of the ecosystem
- ✓ Identify what **specific actions and commitments** are needed
- ✓ Continue discussions with stakeholders through a **co-design and implementation process**
- ✓ Aims to **encourage, collect and support commitments** from companies on **concrete actions** how they contribute to actions identified in the transition pathway.
- ✓ The call for commitments will remain open during the implementation of the Textiles Ecosystem Transition Pathway.
- ✓ The commitments will be published in batches over time.

Many commitments has already been made

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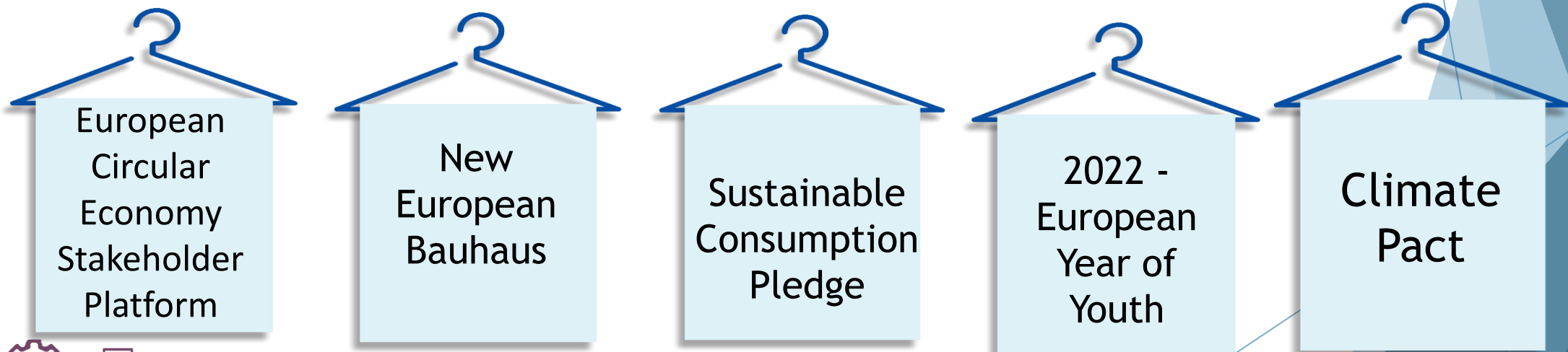
Enabling conditions

➢ Promoting **circular business models**

➢ Ensuring a **level playing field** and a **well-functioning internal market**

➢ Supporting **research, innovation and investments**

    ➢ Horizon Europe and LIFE

    ➢ Regional Policy, Recovery Plans

    ➢ Sustainable Finance

➢ **Enhancing skills** for the green and digital transitions of the textiles sector

    ➢ **Pact for Skills** for the textiles ecosystem (2021)

    ➢ European Year of Skills (2023)

Fast Fashion is out of fashion - #ReFashionNow

The motto aims at proposing a "new paradigm of attractive alternatives to fast changing fashion trends"

- Companies apply circular economy practices and circular business models including repair and reuse
- Social enterprises are encouraged in the reuse sector
- Member States support in capacity building for more sustainable and circular consumption patterns

European Circular Economy Stakeholder Platform

New European Bauhaus

Sustainable Consumption Pledge

2022 - European Year of Youth

Climate Pact

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RESET THE TREND
#ReFashionNow

▶ to raise public awareness of the EU Strategy for Sustainable and Circular Textiles

▶ To point out environmental, social, economic, health-related benefits of the Strategy

▶ To illustrate sector's potential in saving water, energy and other resources and tackling pollution

▶ to engage citizens making fast fashion 'out of fashion'

▶ January to April 2023

▶ 6 target countries: Belgium, Greece, Italy, Lithuania, Romania, and Spain

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Actions to promote sustainable textiles value chains globally

▶ global progress in **international fora** (G7, G20), GACERE and UNEA

▶ **decent work conditions** promoted through outreach in bilateral relations and multilateral fora

▶ horizontal **due diligence obligation** to identify, prevent, mitigate, and account for actual and potential adverse impacts on human rights and the environment

▶ legislative initiative to effectively prohibit the placing on the EU market of products **made by forced labour,** including forced **child labour**

▶ Addressing the challenges related to **halting the export of textile waste**

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Stakeholder engagement

#CEstakeholderEU

European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee

- Advancing the circular economy concept on the ground
- Strengthening cooperation among stakeholders' networks
- Sharing information, best practices and lessons learned

representatives of networks of businesses, civil society and local, regional and national public authorities

Submit your own good practices, knowledge, strategies and voluntary commitments!

Link to website: http://circulareconomy.europa.eu/platform/

Thank you!

For more information: Sarianne.Tikkanen @ ec.Europa.eu

ReSet the Trend - #ReFashionNow
Become a role model!
Meet our ambassadors

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