

## Feed the fibre cycle

**Rijkswaterstaat, part of the Netherlands Ministry of Infrastructure and the Environment, is setting up imaginative and innovative pilots with nine brands to develop clothes with recycled fibre content and increase their market share in fashion and garments.**

### **European Clothing Action Plan (ECAP) and clothing brands**

ECAP addresses the environmental challenges at every stage of the European clothing industry's life cycle. Delivered by a unique consortium of specialist organisations, supported by EU LIFE funding, this €3.6m project will run until March 2019.

Help ECAP drive sustainable fashion activities across Europe and move the industry towards a more circular economy.

*Creating a circular approach to fashion across Europe*

## Re-cycle, re-make, re-sell

It may seem obvious that using recycled fibres lowers the use of virgin materials, saves water and energy and leads to less landfill and incineration. However, making this happen depends on clothing brands leading their supply chains into innovative activity.

It could be as simple as developing recycled t-shirts and supporting the supplier to produce with recycled fibres. Or, a big ambition to introduce recycled fibres into whole new sustainable clothing collections and develop strategies on resource efficiency in the supply chain.

ECAP will set up pilot projects with nine such forward-thinking brands or workwear companies with a real commitment to improving environmental impact in the industry.

## Pilot your sector

Brands lead the way. You can organise your pilot according to your needs. We can support you with:

- Advice and support for setting up a pilot with recycled fibres
- Networks across the complete supply chain
- Experts to help make the internal business case, develop marketing and communication and empower the CSR efforts of your company
- Insight into the environmental footprint of your pilot
- A web-based Fibre 2 Fibre pilot tool

## Sounds like a great opportunity?

Worldwide demand for sustainable textiles is growing. The recycling of fibres is an important way of diminishing environmental impact. Your brand could take a leading role by:

- Being part of creating a European-wide framework for a more circular clothing economy
- Collaborating with like-minded brands, retailers and workwear companies across Europe
- Sharing knowledge, learning and experience with others in the ECAP network
- Presenting the results of your F2F pilot to an international audience
- Reaping the benefits of ECAP-wide communication and PR

### Milestones

#### 2016

- Development of F2F pilots by nine companies.

#### 2017-2018

- Production of garments with recycled content

- Collection with recycled fibres in shops and communication towards customers

#### 2018

- Pilot evaluation and lessons learned

- F2f congress with possibilities to showcase your pilot.

#### 2019

- Launch of web-based F2F toolkit

## You can make it happen

You would run a pilot to develop either items of clothing or a full collection made with a certain percentage of recycled fibres to be sold in your stores.

To support you in making this happen, ECAP asks for your commitment to the following:

- Producing and selling garments should take place before 2019
- Allocating resources, involving staff to manage the project and realise the design, production and sale of clothing with recycled content
- Implementing lessons learned in your company strategy and day-to-day business
- Contributing to communication on environmental benefits of the use of recycled materials

## Find out more

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