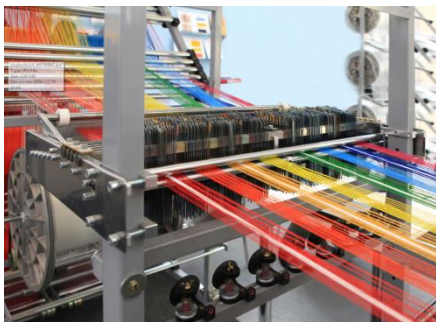


## NEW JOINT STEPS FOR ENERGY EFFICIENCY IN THE EUROPEAN TEXTILE INDUSTRY



*Euratex-led Energy Made-to-Measure campaign<sup>1</sup> - the initiative for energy efficiency in the European textile and clothing industry - will intensify as of 2015 thanks to new collaboration with both the VDMA's Blue Competence initiative<sup>2</sup> and the Sustainable Technologies project<sup>3</sup> of ACIMIT. Two separate Memorandums of Understanding have just been signed for these actions to join efforts with the campaign for the benefit of the European companies.*

Since 2014, EURATEX, the European Apparel and Textile Confederation, in collaboration with dozens of organisations across Europe runs the Energy Made-to-Measure (EM2M) campaign which provides companies, notably the SMEs, with tools, best practices and training to assess options and take informed decisions about energy efficiency measures. The campaign has so far promoted the outcome of three international projects on textile and clothing manufacturing co-funded by the European Union, namely ARTISAN, SESES and SET. More than 20 public events took place in 8 countries to meet some 500 professionals and discuss opportunities to spare energy and cut costs for a more efficient, sustainable manufacturing.

In 2015, the Energy Made-to-Measure campaign will intensify promotion of energy efficiency in textile manufacturing together with ACIMIT, the Association of Italian Textile Machinery Manufacturers and with VDMA the German textile Machinery Association. VDMA has launched the Blue Competence initiative to support the sustainable textile production, especially by means of a more sparing use of resources and more efficient manufacturing processes involving intelligent technical solutions. ACIMIT has created the Sustainable Technologies project with the aim of developing and promoting new production models and efficient processes from an energy standpoint, with a reduced environmental impact.

Based on such clear mutual interest in sustainability and in the competitiveness of textile manufacturing, EURATEX signed agreements with the two leading associations to join forces and benefit from each other's achievements in all applicable areas, for instance, technical know-how and communication.

<sup>1</sup> Energy Made to Measure (EM2M) campaign: [www.euratex.eu/em2m](http://www.euratex.eu/em2m)

<sup>2</sup> Blue Competence initiative: <http://machines-for-textiles.com/innovations/blue-competence>

<sup>3</sup> Sustainable Technologies project: <http://www.acimit.it/pub/E-sustainable.htm>

Common activities will be discussed as of next week in Budapest on the occasion of the SET project Advisory Board of which both VDMA and ACIMIT are Members. The international trade fairs of Techtextil/ Texprocess (Frankfurt, 4-7 May) and ITMA (Milan, 12-19 November) will offer additional opportunities to present early results and upcoming steps to the attention of global companies.



EURATEX - the European Apparel and Textile Confederation, is representing the interests of the industry at the level of the EU institutions. As the voice of the European industry, EURATEX aims to create a favorable environment within the European Union for manufacturing of textile and clothing products. EURATEX' member federations directly or indirectly represent in the EU some 174,000 companies of an industry with a turnover of €162 billion, employing 1,66 million workers. Find more: [www.euratex.eu](http://www.euratex.eu) Twitter: @euratex\_eu LinkedIn: Euratex

ACIMIT represents an industrial sector comprising around 300 manufacturers (employing close to 12,000 people), exporting machinery for an overall value of roughly 2.3 billion euros, of which 84% are exported. The quality of Italy's textile technology is highlighted by the large number of countries in which Italian machinery is sold, with approximately 130 nations worldwide. Find more [www.acimit.it](http://www.acimit.it)

VDMA German Engineering Association represents over 3,100 mostly medium-sized companies in the capital goods industry, making it the largest industry association in Europe. VDMA is organized in 39 trade associations, groups, committees and forums. In the VDMA Textile Machinery Association, around 120 of the most important manufacturers of textile machinery and accessories from all sectors of the trade are affiliated. They stand for approximately 90 per cent of the entire sector volume. In 2013, the branch exported textile machinery worth about 3.1 billion Euros. Find more: [machines-for-textiles.com](http://machines-for-textiles.com)

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