

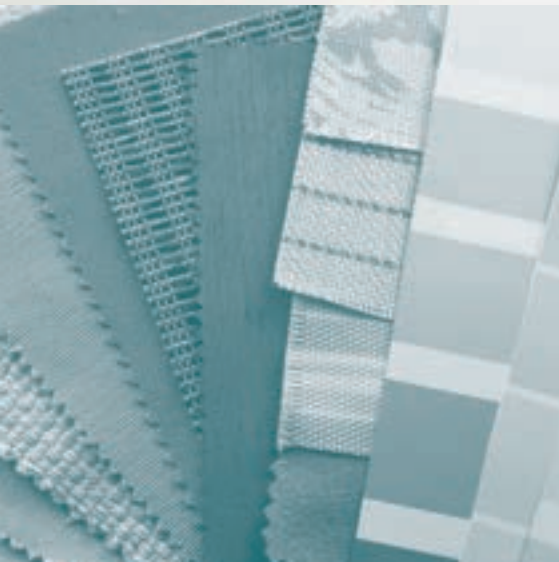
Annual report **2014**



EURATEX



THE EUROPEAN APPAREL
AND TEXTILE CONFEDERATION



Overview - Facts & figures

Roberta ADINOLFI



500 Bn €

With a household **consumption** of nearly 500 Billion €, the EU-28 is the largest world market for textile and clothing products.

165 Bn €

In 2014, the EU Textile and Clothing industry reached a **turnover** of 165 billion €.

1.6 million

EURATEX members directly or indirectly represent, in the EU, some 173.000 **companies** of an industry employing 1.6 million **workers**.

N°2

The EU is the **second world exporter** (after China) in textiles as well as in clothing with respectively 24% and 26% of world sales.

75%

World clothing consumption represents 75% of total T&C consumption (estimates).

72%

The average size of companies is relatively low which explains why they principally trade within the internal market, with **intra-EU exports** representing 72% of EU trade to the world.

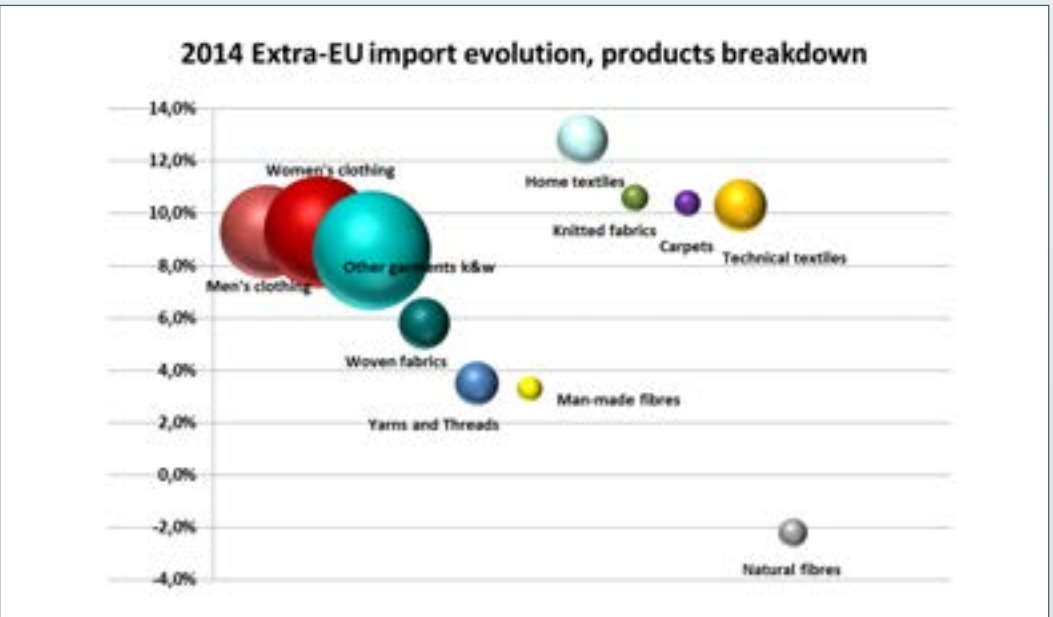
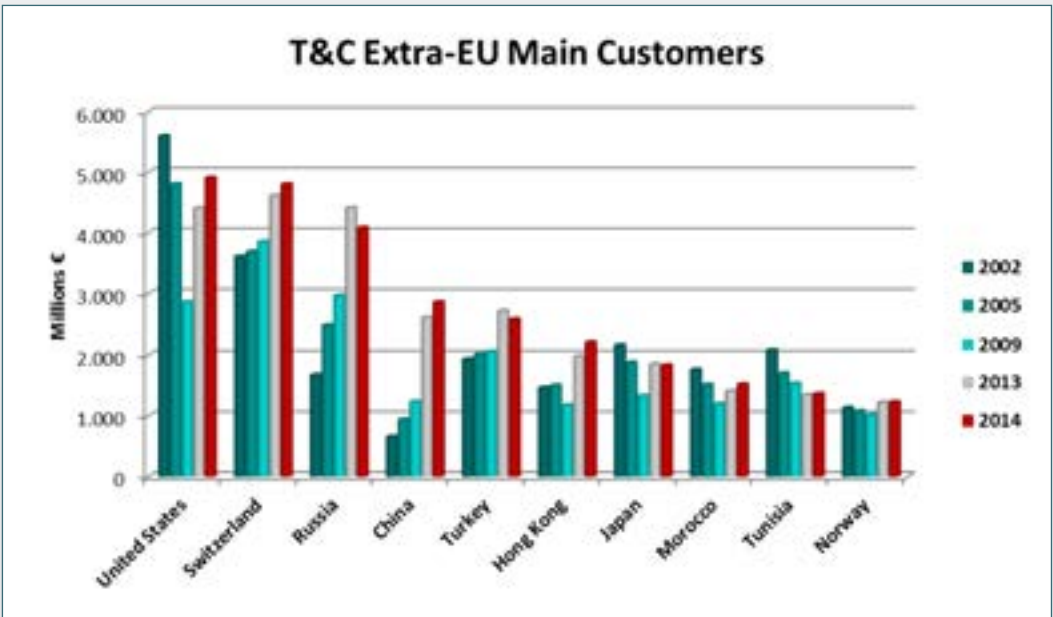
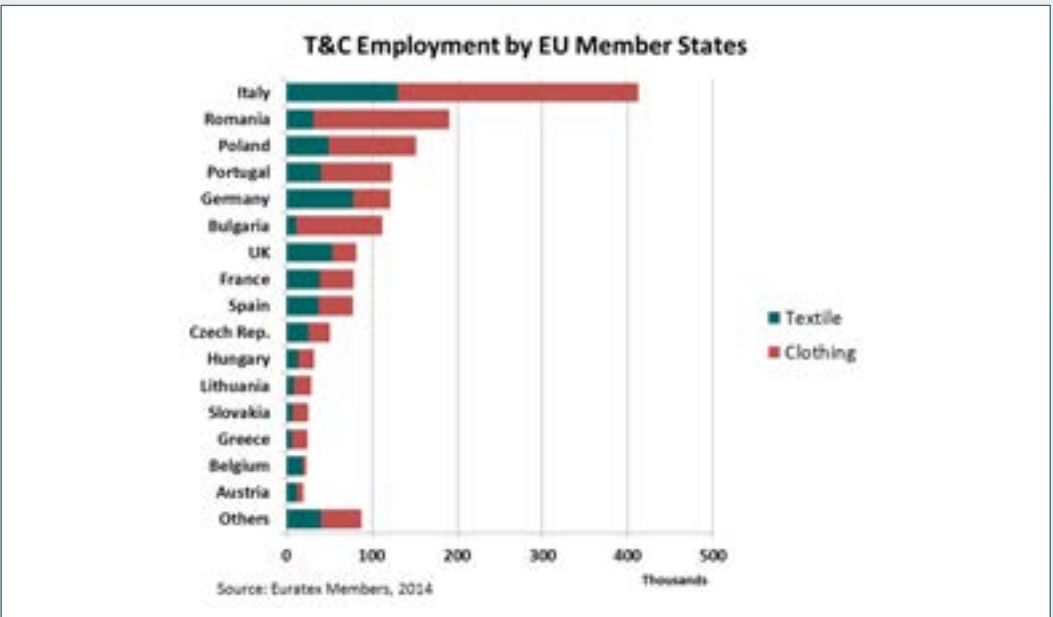
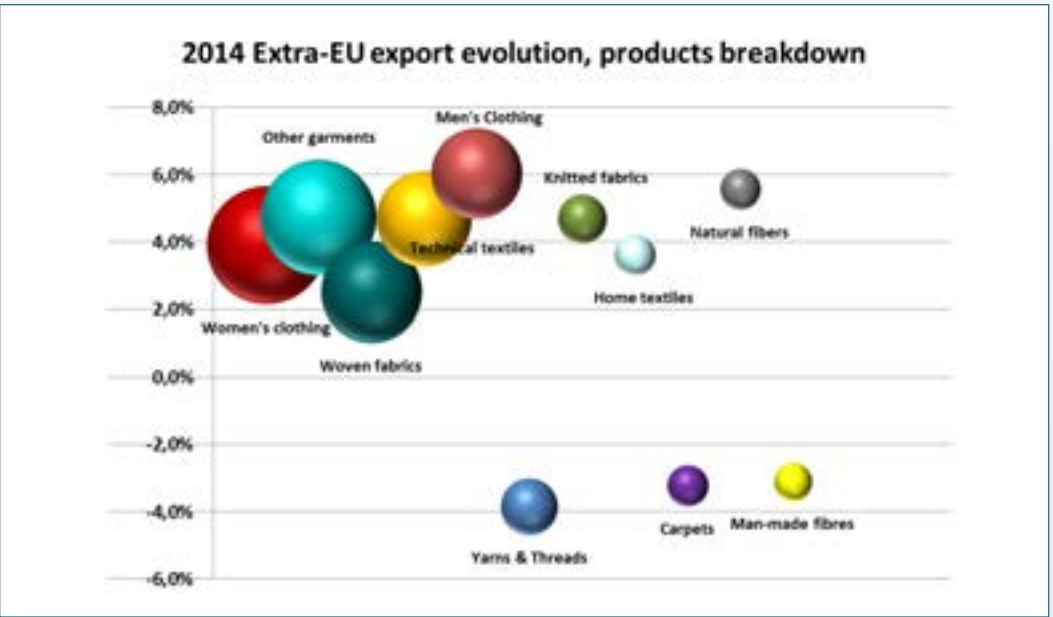
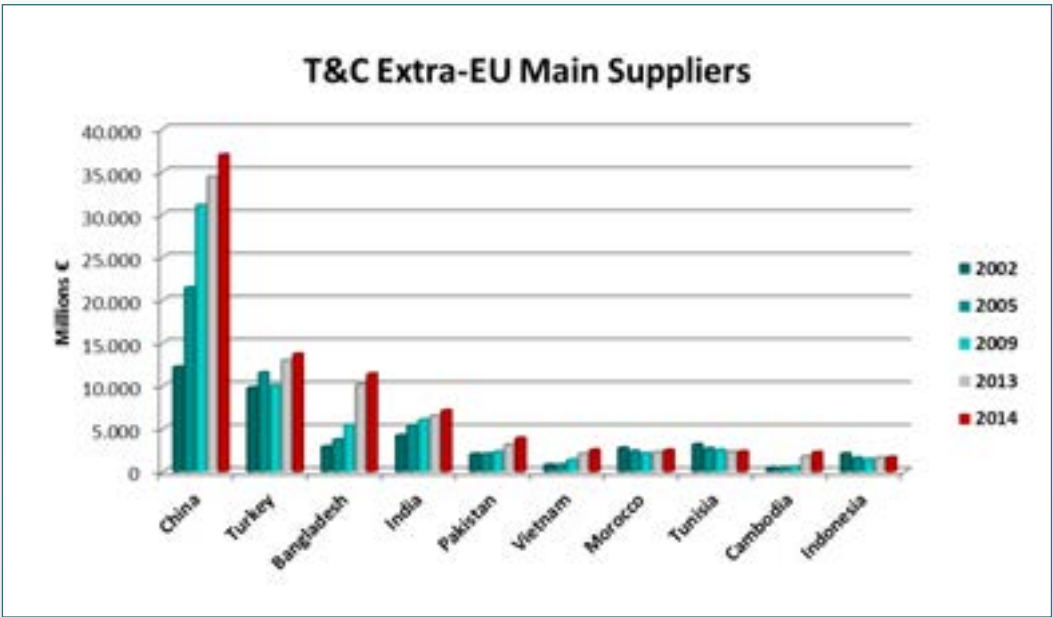
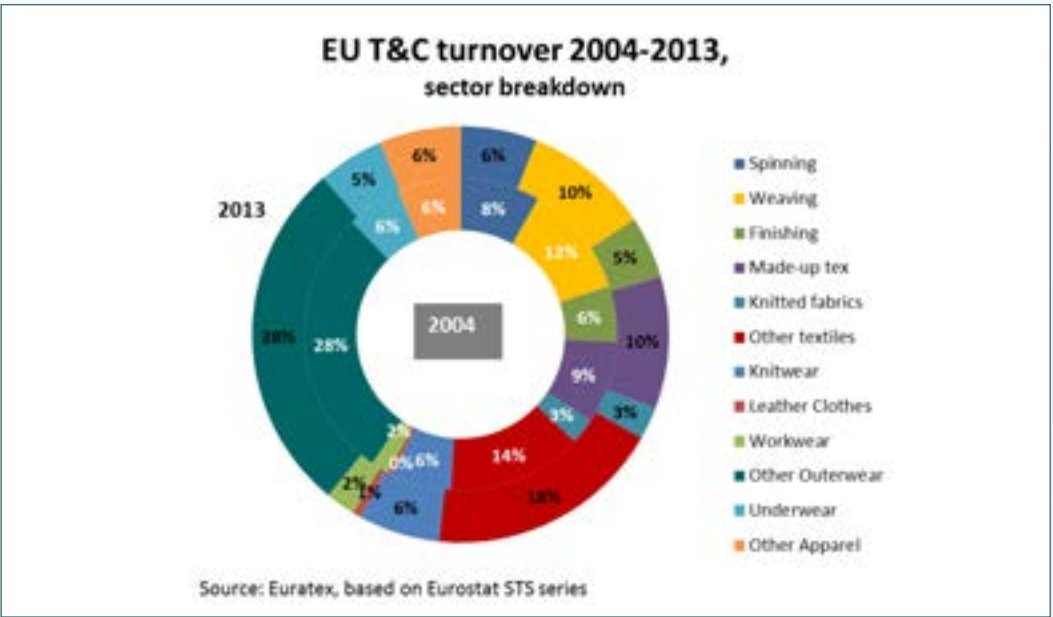
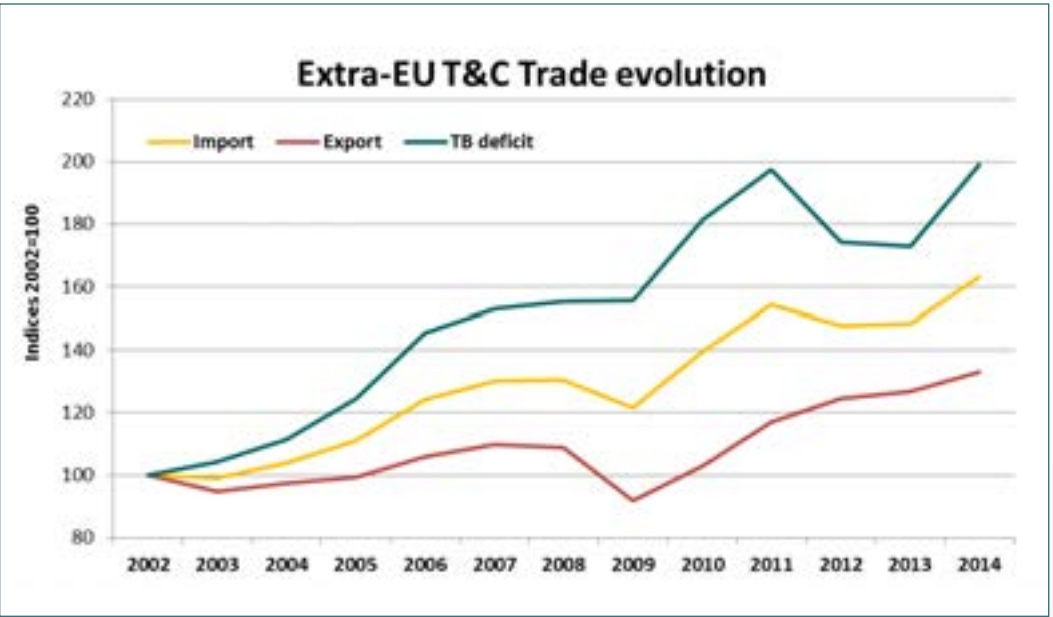
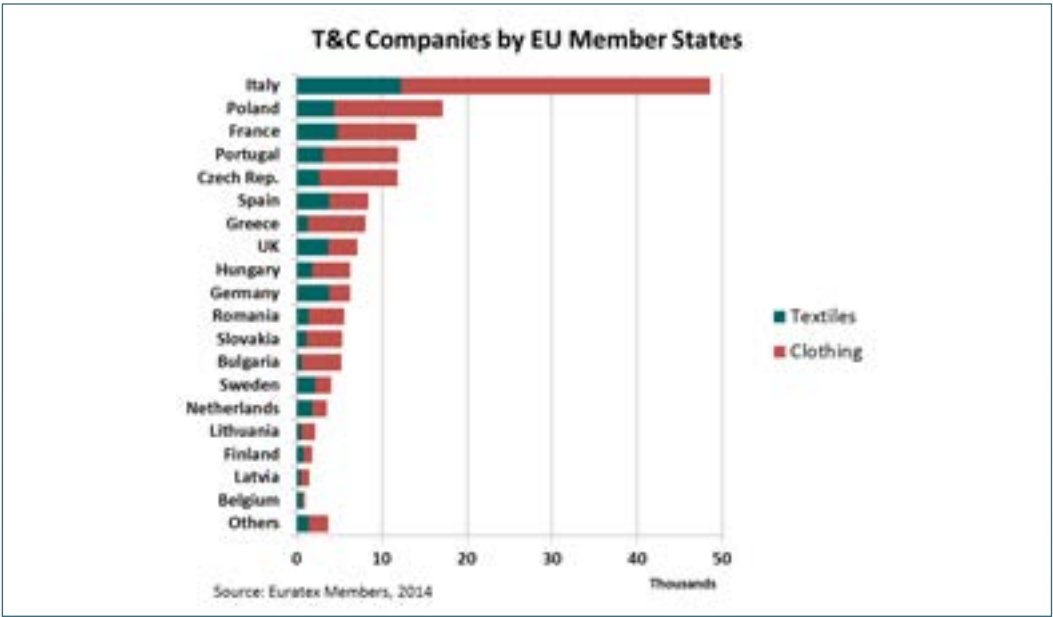
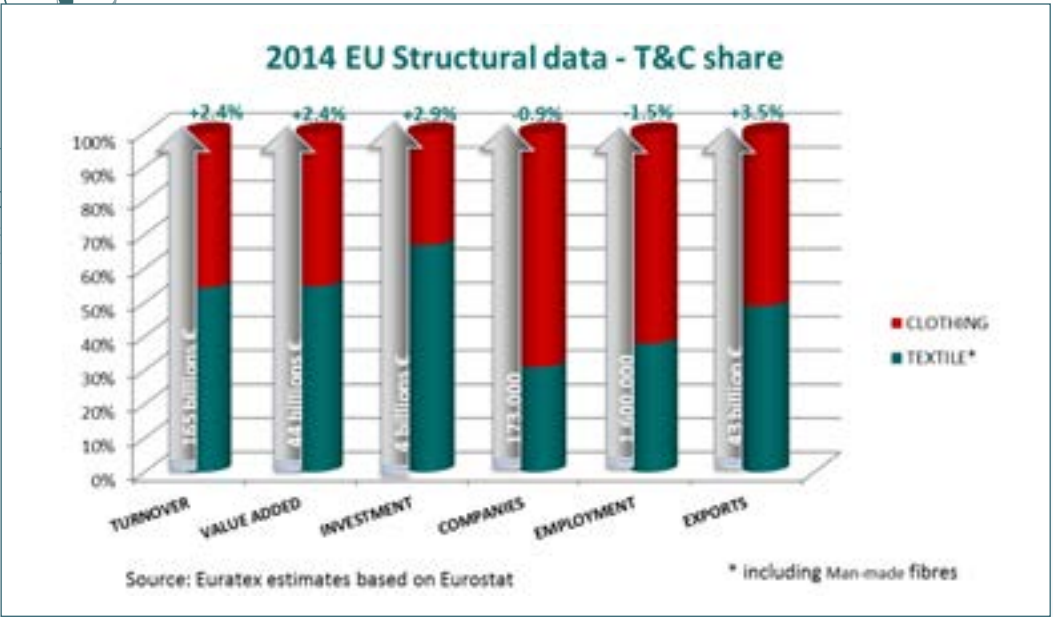
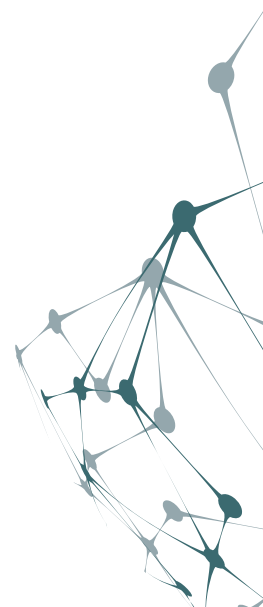


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Message from the President



Serge PIOLAT

During my time as President of EURATEX, I intend to strengthen EURATEX as the single voice of the European textile and clothing industry, continuing the work initiated by my predecessor Mr. Alberto Paccanelli. My goal is to concentrate on a few priority areas, namely, genuine industrial policy; free and fair trade; support for innovation and research; sustainable production.

Although the textile and clothing activity lost some momentum towards the end of 2014, the positive performance in the first part of the year helped our industry activity to expand and could be seen in the positive trends in turnover and retail sales. Still, **growth was being driven by exports outside Europe**. For the fifth year in a row, our SMEs managed to increase their exports across the world, meeting the needs of fast-growing consumer markets. This has been achieved amid increasingly difficult market conditions of accessing those attractive markets.

Free and fair trade is of crucial importance for the textile and clothing industry. Our active companies expect policy-makers to ensure a level playing field internationally across key markets **without sector exclusion**. As is the case in many other sectors, companies in our industry are re-inventing themselves to meet the market needs and to produce competitive and high-tech products. This should be acknowledged by the EU negotiators of major Free Trade Agreements (FTA). FTAs should result in 'two-way partnerships' and not in the 'one-way street' that some countries would like to impose on us.

The Transatlantic Trade and Investment Partnership (TTIP) is a key priority for the textile and clothing industry and it should create a truly conducive climate for facilitating EU-US trade in textile and clothing. Reciprocity, symmetry and market-oriented solutions should be the cornerstone of our dialogue to help reduce barriers to trade that are hampering profits for both partners. EURATEX along with its industrial partners is willing to provide all the support needed for the European Commission to speed-up these complex negotiations which are important to the EU industry.

This year, the **European Technology Platform for the Future of Textiles and Clothing** celebrated its 10th anniversary. The Technology Platform has achieved impressive results in its strategy to facilitate market-oriented research in Europe. The ambitious plan for the future is transferring this approach at national and regional levels in order to create a true European network serving corporate innovations in line with market need, both for industry applications and fashion-led markets. The "silo approach" should be abandoned because sharing innovation across Europe will strengthen our SME-driven sector amidst fierce international competition. The Technology Platform is working closely with the EU institutions to transform research funding programmes like HORIZON 2020 into effective and attractive instruments for companies. However, we should continue to insist on the urgent need to **tangibly promote access for SMEs to EU innovation programmes**.

The **textile and fashion products made in the EU are exceptional** in regards to respect for

quality, environment, consumer safety and labour rights. **We should collectively raise our profile** by increasing our presence in social media and further strengthening the role of the EURATEX website as the platform for the industry, together with the spider programme set up by its members. We believe that EU authorities should also intensify communication about European product excellence, innovation and responsiveness to social challenges, so that our consumers are proud to buy genuine European products.

We invite all stakeholders to join our Convention in November 2015 in Milan (in conjunction with the ITMA Fair) to hear how sustainable innovation in our industry could help to meet future challenges. This follows the successful 2014 Convention organised by the Belgian textile and fashion associations that attracted numerous participants from industry, associations, local agencies and academics.

I would like to conclude by stressing that for many years EURATEX has cooperated with the European institutions on a range of significant initiatives to support the EU textile and clothing industry. Thanks to these efforts, EURATEX has become a recognised and credible partner. We expect our recommendations to be given increasing consideration by policy-makers in recognition of the high performance of our sector and as a concrete way to reinvigorate EU competitiveness in European manufacturing, which the President of the Commission has made a priority. I urge the newly elected European Parliament and the EU Commissioners to focus on this objective.



Industrial Policy

Francesco MARCHI



More than ever, horizontal policy matters will increasingly impact on the competitiveness of textiles and clothing. Hence, it is crucial to set the right European framework for enhancing industry competitiveness, in particular with the new Juncker Commission. Besides the internal market, environmental and climate-related issues, EURATEX plays an active preparatory role by its framework contribution to the conditions that would give support to textile and clothing competitiveness in the future.

Politically, 2014 was a transition year which implies the need to embed policy lines as quickly as possible, and also to ensure continuity between the outgoing and the incoming Commissions. It is in this spirit that EURATEX has strived to ensure:

- a. recognition of T&C interests as far as European energy policy is concerned. Our 2013 position paper was acknowledged by Energy Commissioner Oettinger and some elements from it have been included in the new Union energy policy presented early in 2015.
- b. the main actions identified in the roadmap agreed in December 2013 for a “European strategy for Fashion and High-end industries”¹ to be included in the Commission Communication to the European Parliament, Council, European Economic and Social Committee and Committee of the Regions for a “European Industrial

Renaissance.”² Interestingly, [a] the textile, fashion and high-end industries were included among the sectors in focus, as discussed in the Commission documents supporting the Communication; [b] the new Communication in particular covers the priority areas of interest for our industries: [i] investment in knowledge, skills, creativity and innovation; [ii] protection of the creative efforts of fashion companies while fostering the digital market; [iii] the need to ensure a level playing-field in international trade; [iv] having the coherent framework conditions needed for sustainable growth in the fashion industries. Some of those actions identified in 2013 were initiated last year, mostly in the regulatory field. The challenge for 2015 will be to effectively launch the “European Multi-Stakeholder Forum” for our industries, as well as to review the actions and identify future actions to turn into tangible realities for business growth in our companies.

1 **The Fashion Industries** include fashion design, materials and fashion goods manufacture (such as textiles, clothing, footwear, leather and fur products, jewellery and accessories), as well as their distribution and retail to final consumers. **High-end Industries** are made up of the high-end segments of several product and services markets – such as fashion, jewellery and watches, perfumes and cosmetics, accessories, leather goods, furniture and furnishings, and household equipment; in a wider sense, they can even include gastronomy, wines and spirits, cars, boats, hotels and leisure experiences, retail and auction houses and publishing.

2 COM(2014)14 final and SWD(2014) 14 final in http://ec.europa.eu/enterprise/policies/industrial-competitiveness/industrial-policy/communication-2014/index_en.htm

EURATEX Press Releases

Throughout 2014, EURATEX in common with other industries faced a growing number of public consultation requests from the EU Commission covering a vast array of subjects, many of which impact on our industry. Although it did not respond to every one, EURATEX raised its profile by providing key contributions on issues of importance for the competitiveness of the industry:

- “EURATEX elects its new President for the years 2015-2016”
- “Free Trade and International Agreements” - International textile and clothing conference on 5 June 2014 in Brussels”
- “EU textile industry facing difficult access to dyestuffs”
- “Is Energy Efficiency challenging or profitable? Solutions for the European textile & clothing industry”, September 2014
- “3rd EURATEX Convention: Outlook 2015 fashion and textiles in Europe”
- “200 experts from the personal protective clothing and equipment sector gather for the 3rd PPE Lead Market Conference in Brussels – 18 November 2014
- “New EURATEX President Serge Piolat presents his ambitious programme”
- “Pursuing IT solutions for the Fashion Industry”



Moreover, EURATEX in an effort to increase access to finance and Commission support has constantly advised its members to review the available financing instruments and how such instruments could be used to support their business activity. One such instance – through the European Investment Fund (EIF – <http://www.eif.org/>) the COSME³ programme is leveraging loans and guarantees (84%) and equity funds (16%) up to €25 billion as additional finance by 2020, thanks to the €1.3 billion allocated in the COSME budget for SME financing. In fact, the EIF provides risk finance to SMEs across Europe by giving the money to financial intermediaries such as banks or funds, who will in turn make it available to SMEs. The intermediaries will set out the exact financing conditions and the decision to provide a loan will be made by them as well. The intermediaries will be selected by the EIF, following a call for expressions of interest and a due diligence process.

3 COSME: EU Competitiveness of Enterprise and SMEs programme 2014-2020

EURATEX Position Papers

Moreover, besides press releases related to events sponsored by EURATEX, the industry was quite active in disclosing its positions to the press, in particular on issues of interest to do with trade, among others. Below is a non-exhaustive list of titles:

- “Euratex position on Textile & Clothing regulatory issues to be addressed in the TTIP negotiations”
- “EURATEX, ETAD, TEGEWA - Common Position on the Swedish Chemical Agency Discussion Paper for the 16th CARACAL Meeting”
- “REACH - Joint Industry Views on the DU Notification for Authorised Uses - Art 66”
- “Open letter to the European Parliament, Member States and Commission on the EU trade mark reform”

Textile Fibres Names Regulation

Since the EU Textile Names Regulation⁴ was adopted in 2011, the Commission Expert Group on Textile Names and Labelling has met regularly to: [a] discuss matters directly related with the regulation; [b] exchange information on a wide range of dossiers that are directly or indirectly linked with the regulation and the textile and clothing industry.

As far as enforcement of the current legislation is concerned, the Expert Group discussed the application of “polyacrylate” as a possible new generic fibre name to be added to the list currently in effect. Moreover, the group – which invites the attendance of Member States and stakeholders – debated the interest for the Commission to request an Implementing Decision by which the European Committee for Standardisation (CEN) will be invited to standardise the methods for quantitative analysis of certain binary textile fibre mixtures included in the annexes of the regulation. EURATEX supports this request which would simplify the regulation by replacing the long annexes with a simple annex that refers to European or International standards for analysing the fibre composition of the products marketed in Europe.

Regarding discussion on topics relating to textile labelling, in 2014, we witnessed two different types of exchange: firstly, the Expert Group discussed the growing issue of chemical substances in consumer products. In this context, the actions started at international (IWTO), European (PROSAFE⁵) and national level (e.g. Denmark, Sweden) were reviewed. Secondly, the Commission reported to the Expert Group on initiatives and subjects likely to have an impact on the labelling of textile goods, such as: [i] best practice in the field of CSR; [ii] the conclusions of the Workshop on Traceability versus counterfeiting. Finally, the Commission updated the first results of the “WORTH pilot project.” For more details on some of those points, please refer to the paragraphs devoted to them in this annual report.

The Euro-Mediterranean Dimension of Industry Policy

Representing slightly more than a third of extra-EU textile and clothing exports, the Euro-Mediterranean zone remains a key area for European companies and is a key focus for EURATEX. The latter attended the Euro-Mediterranean Conference organised by DG

4 Regulation (EU) n° 1007/2011 Textile fibre names and related labelling and marking of the fibre composition of textile products

5 PROSAFE http://prosafe.org/index.php?option=com_content&view=article&id=129:chemicals-in-clothing&catid=53:2013&Itemid=607

EURATEX Events

EURATEX sponsored several events that gathered lots of stakeholders and companies who hold an active interest in exchanging views on the policy lines that are followed by the textile and clothing industry (details below).

- “Effective Textile Technology Transfer from Research to Industry” - European Technology Platform - 9th Annual Public Conference on 31 March-1 April 2014
- International Conference entitled: “Textile and Clothing World Markets - Free Trade and International Agreements” - Public part of EURATEX General Assembly, 29 May 2014, Brussels.
- “Energy Efficiency in the Textile and Clothing Industry” - SESEC public conference, Brussels, 17 September 2014
- “Strategy, Management and Next Actions of the Design-based Consumer Goods Cross-ETP” - 3rd PROsumer.NET Conference & final Fashion-able event, 15-16 October 2014
- “3rd EURATEX Convention: Outlook 2015 fashion and textiles in Europe” - 18 November 2014
- “Get the Full Picture on PPE Innovation in Europe” - 3rd PPE Lead Market Conference - 18-19 November 2014, Brussels
- “2014 final conference of the European Sector Skills Council on Education Training & Employment in the Textile Clothing Leather and Footwear Industries” - 28 November 2014

Enterprise on “*Creativity, Innovation and IPR in the Textile and Clothing Industry in the Euro-Mediterranean Area.*” Nearly 140 representatives from 35 countries representing policy makers (European, national, regional and local), industry (industry associations, chambers of commerce, companies and SMEs) and academia (research centres, fashion and design schools) participated in this 10th Euro-Med conference held in Florence.



10th anniversary of Euro-Mediterranean Dialogue on textile and clothing industry

The main objective of the conference is to exchange experiences regarding policies, practices and programmes concerning creativity, innovation and IPR as substantial economic levers to improve brand image, sales and profitability of textile and clothing sector companies in the Euro-Mediterranean Area.

Participants discussed how to stimulate and support creativity and innovation of textile and clothing companies across the zone, while protecting these intangible assets. The discussions on creativity, innovation and IPR in textiles and clothing were rounded off with a presentation on various funding opportunities for the sector in the zone.

Once again, EURATEX contributed actively and constructively throughout the Conference, in particular: [a] the key role of the European Technology Platform for the Future of Textiles and Clothing; [b] the role of the European Intellectual Property Framework matching with industry needs in creativity; [c] moderation of the session on “*Innovating with textiles across sectors and applying new technologies in the industry.*” A follow-up conference on digital integration and efficiency (energy and sustainable processes) is due in 2015. For more details, visit the following link: http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7250&lang=en

Environment

Adil ELMASSI



Implementation of the 7th Environmental Action Programme (7EAP) began in 2014. This programme secures the EU's commitment to an environmental policy action agenda up to the year 2020.

Healthy environment for healthy people



Source: European Commission

7EAP Priority Objectives

Of interest to the textile industry, the 7EAP commits the EU to: a **resource-efficient, low-carbon economy** with provisions for a climate and energy package to achieve the 2020 targets and beyond; improvement of **the environmental performance of products over their life cycle**; **sustainable production & consumption**. There is also a special focus on **water efficiency**, as well as the **circular economy**.

In the EAP, there was also agreement to develop a “**Union strategy for non-toxic environment**” by 2018 building on **horizontal**

measures to be undertaken by 2015 in order to ensure, inter alia, the safety of **nanomaterials**, minimisation of **exposure to endocrine disruptors**, the **combination effects of chemicals** and minimisation of **exposure to chemicals in products**, with a special focus on **imported articles**.

Chemicals in Products

Stemming from the above, **textile products** were very much in the

Textile Products in the Focus of Member State and NGO Activities

focus of the Member State and NGO activities concerning **chemicals in products** during the course of 2014. Indeed, the hot topic of chemicals and textiles gave rise to several studies and papers presented by several Member States at European level.

Against this background, EURATEX found that - **via some generalisations and debatable assumptions - some of these reports had presented a distorted image of the industry and had pictured textiles and related chemistry as very dangerous and heavily polluting.** In our opinion, this does not reflect the current reality at all; rather to a large extent it exhibits a lack of knowledge about textile processing. Additionally, information currently in existence has been clearly neglected, leading to **an untrue depiction of the industry.**

In this context, **EURATEX remains convinced** that the **only fast track to settling the issue** of chemicals in **(imported)** products is via **an enhanced and a serious effort from national competent authorities to enforce the existing regulations** – in particular REACH which already has provisions for substances in articles and consumer information. In other words, **more enforcement** of existing tools and **not more legislation.**

The Climate and Energy Package
A competitive textile industry is increasingly impacted by inconsistent energy policies that hinder its

Calls for Industrial Competitiveness to be at the Heart of Europe's Economic Strategy

Chemicals in Products: Overview of Member State and NGO Activities

- Strengthening the existing information requirements in REACH and exploring the possibilities of labelling hazardous substances in textiles – Sweden
- Key issues in chemicals policy on the road to a non-toxic environment – note from the Austrian, BELGIUM, Danish, French, German, Dutch and Swedish environment ministers
- Enhancement of the REACH requirements for (imported) articles - Germany
- Hazardous chemicals in products, the need for enhanced EU Regulation – ANEC
- A red card for sportswear brands – Greenpeace
- Survey of selected allergenic, disperse dyes in clothes – Denmark
- Chemicals in clothing – PROSAFE project
- A little story about the monsters in your closet – Greenpeace
- A fashionable lie – Greenpeace
- What would a chemical tax on consumer goods look like? – Sweden
- Hazardous substances in textile products – Netherlands



growth and its ability to compete. To this end, EURATEX **calls for industrial competitiveness to be at the heart of Europe's economic strategy, and stresses the need for a coordinated, consistent and predictable energy and climate strategy for 2020.**

Europe should **avoid legislative initiatives that undermine each other** and overburden industry. With this in mind, the textile industry **welcomes the EU's ambitious goals for 2020, but cannot see a consistent approach of European and national energy policies** to achieve these goals.

Three main challenges that must be addressed swiftly and coherently are:

1. the uncoordinated and fragmented EU energy market
2. high energy prices
3. policy incoherence

Against this background, EURATEX believes in **an open and competitive energy market** to lower energy costs and increase energy efficiency, investment and innovation; a **safe and integrated energy grid** allowing diversification of power supply, thereby promoting supply security and greater efficiency; the **cost of integrating electricity from green energy sources must not be burdensome** so as to enable fair competition.

The stakes for European textile companies **are very high in the new energy, climate and competitiveness package for 2020 and beyond. Rebalancing energy and climate policies to encompass competitiveness is central.** Furthermore, with the Cop 21 meeting within our sights (Paris, 2015), the EU needs **to**

ETS Carbon Leakage List for the Period 2015-2019

The Commission/Ecofys as well as EURATEX made an impact assessment to determine the 2015 - 2019 carbon leakage (CL) list. DG CLIMA/ECOFYS first conclusion “The finishing is not considered at risk of carbon leakage”.

Following EURATEX case study the Commission agreed to include all T&C sub-sectors (incl. finishing) as deemed to be exposed to a significant risk of carbon leakage in the list for 2015-2019.

seek and deliver an ambitious international climate agreement to solve these global challenges.

Guidelines on State Aid for Environmental Protection & Energy 2014-2020

The Commission's Guidelines on State Aid for Environmental Protection and Energy entered into force on July 1st, 2014. According to the new guidelines, **a Member State can only give aid as compensation for the surcharges of renewable energy to sectors that are on the Annex 3 list of the Guidelines.** Regrettably, **Annex 3 does not include textile finishing, nor other main sub-sectors** i.e. carpets, industrial and technical textiles.

A case study executed by EURATEX **concluded that some textile sub-sectors deserve to be listed in Annex 3.** They include: Finishing (NACE 13.30), Knitting (NACE 13.91), Carpets (NACE 13.93), and Technical textiles (NACE 13.96).

Data collected for these sub-sectors shows:

- Trade intensity between 33% and 60%
- Electro-intensity equal to or above 10%

Textile Sub-Sectors Deserve to be Part of the Scheme

For the finishing sector, **trade data is not available to calculate trade intensity. Finishing is an intermediate process** in the textiles value chain, comprising the activities of pre-treatment, dyeing, printing, coating and top coating of yarns, fabrics and garments. It is regarded and **considered as a “service” only.**

However, textile finishing is so **intrinsic in the production of most textile sub-sectors** along the textile value chain that **one could consider the trade exposure of textile finishing being roughly the same as the trade exposure of the other textile sub-sectors** e.g. NACE 13.10, 13.20. Therefore, it could be argued **that textile finishing produces substitutable products** similar to those already indicated herein.

Circular Economy

The Commission's communication outlines its **strategy for achieving a circular economy and builds upon the Roadmap to a Resource-Efficient Europe.** This strategy is aimed at **developing a common and coherent framework at EU level** to promote the circular economy. A circular economy would

Roadmap to a Resource-Efficient European Textiles Industry



preserve the added value in products for as long as possible and virtually eliminate waste.

In this way, the resources within the economy would be retained when a product comes to the end of its life, meaning they will remain in productive use and create further value.

There are a number of actions including:

Defining waste targets in the move towards a recycling society: in order to boost the economic, social and environmental benefits gained from the better management of municipal waste, the Commission has presented a proposal for a Directive which would: (a) increase the recycling rate for packaging waste to 80% by 2030, with interim targets of 60% by 2020 and 70% by 2025; (b) ban the landfilling of recyclable plastics, metals, glass, paper and cardboard and biodegradable waste by 2025; (c) further promote the development of markets for high quality secondary raw materials.

Simplifying and improving the implementation of waste legislation: The Commission's actions presented in the proposal include: (a)

addressing overlaps amongst waste targets and aligning definitions; (b) simplifying reporting obligations for Member States; (c) allowing Member States to exempt from the general permit or registration requirements under the Waste Framework Directive those SMEs or business organisations involved in the collection and/or transportation of very small quantities of non-hazardous waste; (d) introducing annual reporting through a single entry point for all waste data; (e) promoting direct investment in waste management options at the top of the waste hierarchy.

Tackling specific waste challenges related to significant loss of resources or environmental impacts: the Commission's actions will include:

(a) suggesting a target 30% reduction in marine litter by 2020 for the ten most common types of litter found on beaches; (b) developing a common EU assessment framework for the environmental performance of buildings; (c) proposing that plastics are banned from landfilling by 2025; (d) developing a policy framework on phosphorus to enhance its recycling; 7) setting a resource efficiency target which would increase productivity. (According to the

Communication, a candidate for a resource productivity target would be measured by GDP relative to Raw Material Consumption. This target should not be binding and it should be developed in the context of the Europe 2020 Strategy review).

Nanotechnologies and Nanomaterials

EURATEX in cooperation with other sectors produced **a leaflet to aid in communications with EU Institutions and Member States** on

The Current European Regulatory Framework Adequately Covers Nanomaterials

nanotechnologies. Nanotechnologies involve manufacturing and using materials at the smallest scale – they are part of the enabling technologies and processes that span most industry sectors and scientific disciplines. The textile industry **supports the European Commission conclusion that the current European regulatory framework adequately covers nanomaterials, is science-based and proportionate. It calls for a balanced policy on nanomaterials, ensuring the protection of human health and the environment, while providing the necessary framework for enhancing innovation, growth and jobs in Europe.**

The communication is based on **six key messages**:

1. Nanotechnologies are needed to achieve the EU 2020 Strategy
2. Safety is paramount
3. Openness and transparency are vital
4. The existing EU regulatory framework is fit to govern the production and use of nanomaterials
5. A common workable definition for nanomaterials is needed
6. Europe cannot afford to miss out on the opportunities provided by nanotechnologies and the benefits they bring.



Consumer Product Safety and Market Surveillance Package

The textile industry welcomes the intent of the Product Safety and Market Surveillance Package proposed by the Commission to simplify legislation. However, **the proposed regulations, and in particular, the changes proposed by the European Parliament during the course of 2014 do not contribute to this objective and will have the unintended consequence of being burdensome for operators and authorities without bringing about any increment in safety.** EURATEX did highlight **some aspects to the Council Presidency which deserve a closer look:**

1. **Voluntary 'EU Safety Tested' marking scheme:** we called on the Council to reject the proposed "EU Safety Tested" marking scheme.
2. **RAPEX:** The proposal would extend the scope of the Union's Rapid Exchange Information System (RAPEX) from products presenting "a serious risk" to include all products presenting a "risk". We doubt that this would be beneficial for the protection of public interests, as it is precisely the current distinction between risk or non-conformity and "serious risk" that enables a rapid intervention for the latter and guarantees its signalling function. An expansion of the scope of RAPEX would therefore be counterproductive.
3. **Penalties and a Union-wide blacklist:** setting administrative penalties of up to 10 % of the relevant economic operator's total annual turnover is neither appropriate

The Changes Proposed by the European Parliament will have the Unintended Consequence of being Burdensome for the Textile Industry

nor proportionate. Moreover, establishing a public, Union-wide blacklist of economic operators that have been repeatedly found to intentionally breach the Regulation may prove to be counterproductive.

4. **Complaints database:** We oppose the creation of an EU-wide and public "consumers' complaints database".

Hike in Dyestuff Prices and Shortages of Dye Intermediates

During the course of 2014, **the industry experienced a tremendous increase in the costs of colorants and associated raw materials.** This situation has been **confirmed by two enquiries launched** by EURATEX confirming **an increase of 80%.** On the other hand, the **intermediates** going into the formulation of these dyestuffs have **increased by up to 163%.** It also seems that there will be **no let-up in price volatility.** Caught between a raw material shortage, a dyestuff price hike, unreliable delivery, long lead-time, the inability to pass the cost into the supply chain and its own contractual obligations, the textile industry – and finishers in particular – are facing an unwarranted and difficult crisis which **massively impacts upon their competitiveness.** In this context, EURATEX **asked the European Commission to immediately look at helping to resolve the crisis** for our industry.

REACH Restriction of CMRs 1A and 1B

The Commission intends to start

Where Environmental Performance in China Hinders the Competitiveness of EU Textile Companies

Textiles Selected as a First Test Case

working on a **restriction for CMRs in consumer articles under Art. 68(2) using the category of articles approach**. After consultation with Member State Competent Authorities, **textile and clothing articles were selected as a first test case**. In addition to the characteristic that they come into contact with the skin, there is currently no comprehensive product-specific legislation for these articles.

The Commission, with the support of ECHA, is **currently collecting information on CMRs 1A and 1B that can be present in textile and clothing articles, including their possible maximum concentration limits**.

Article 68(2) of REACH provides a simplified procedure, which the Commission may use in relation to substances classified as carcinogenic, mutagenic or toxic for reproduction (CMR), categories 1A and 1B on their own, in mixtures or in articles that could be used by consumers. **The procedure differs from the standard restriction procedure** which requires the preparation of an Annex

XV Dossier to initiate the restriction process, public consultation, opinions by RAC and SEAC and consultation with Forum. **The scope of the restriction could include the substances, the articles or both.**

France's Triman Mark

At the urgent request of our French Members, **EURATEX**

agreed to support their initiative for a joint industry position on the Triman Mark and call for:

1. The French Government to abandon the current initiative or make it voluntary;
2. The EU authorities to review the compatibility of the Triman legislation with global trade and internal market rules;
3. In case France adopts the current draft decree, we ask the Commission to launch an infringement procedure against France;
4. Members of the World Trade Organization (WTO) to oppose the French draft measure notified on 19 November 2013.

Joint European Industry Opposition

RECAP: In 2007, the French policy orientation framework, the so-called 'Grenelle' for the environment, called for the creation of a common set of symbols on recyclable products marketed in France. The French environment ministry drafted the implementing legislation, and in October 2012 the European Commission gave the French authorities approval to proceed on the basis that the measure did not present any obstacles to the internal market.

Recyclable products and recyclable packaging are to display the 'Triman' logo. The logo should be affixed next to existing environmental logos. The logo would also have to be displayed on secondary recyclable packaging. An alternative would be to display some wording and/or pictograms on the primary packaging to inform the consumer that secondary packaging inside is also subject to recycling. Such information should be translated in French.

A product is defined as recyclable when it is subject to a system of extended producer responsibility (EPR) associated with a recycling scheme, for example furniture, glass, recyclable packaging, textiles and tyres.

Social issues

Stéphanie LE BERRE



The EU-TCL Social Dialogue in 2014

EURATEX played a constructive role in the framework of the European Sectoral Social Dialogue in 2014 by being attentive to the concerns of its trade union partner and to the issues tackled by the European Commission in the fields of employment, social affairs, and education and training. European social partners strengthened their collaboration, preserving sectoral social dialogue in textiles and clothing as one of the most advanced and complete at European level.

Since the EU has officially recognised that one of its main priorities is **“to increase productivity in manufacturing industry ... and thus to underpin the recovery of growth and jobs, restore health and safety and sustainability to the EU economy and help sustain our social model ... as outlined in the Europe 2020**



Strategy”, the social partners from the textile and clothing industry decided to structure their annual programme around the following points:

- Trade related matters impacting the textile-clothing industry (FTAs, WTO, GSP+);
- Enforcement of the “Textile fibre names and related labelling and marking of the fibre composition of textile products”, implemented in May 2012;
- Implementation of the Communication “An Integrated Industrial Policy for the Globalisation Era”, dated October 28, 2010 and the Single Market Act;
- EU initiatives on the fashion and high-end industries presented in the EU action plan published on December 3, 2013 in London;
- Education and vocational training: EU joint project (EURATEX-IndustriAll-COTANCE) on the implementation and functioning of the new EU Skills Council - Textile Clothing Leather (second year of activities); ESCO-EU taxonomy on Employment Skills and Competences for Textile Clothing Leather and Footwear Skills Panorama and other EU initiatives;
- EU joint Textile and Clothing Code of Conduct and Corporate Social Responsibility, the EURATEX-IndustriAll joint project to develop and validate a widely accepted approach to enhance CSR in the Textile & Clothing industry, with a risk assessment tool to be used and endorsed by all the different stakeholders.

Education and Training Initiatives and the EU-TCL Skills

In 2014, the European Textile Clothing Leather and Footwear (TCLF) sectors began to re-emerge, leaner and more confident of their place in the world. Driven by creativity and

innovation, the products manufactured by the European TCLF sector range from traditionally-crafted fashion and textile goods right through to science-led technical items.

However, several immediate challenges are still threatening to impact on the potential for growth in the TCLF sector. The sector has: [a] an ageing and experienced workforce close to retirement whose high-level skills could soon be lost, while [b] there is an urgent need to attract a new generation of workers to the sector and to train them effectively. It is now imperative to ensure that the changing TCLF requirements are fully understood and that a skills solution and its delivery mechanisms are effective in meeting industry needs. Therefore, careful consideration must be given to: [a] how to plan skills investment in TCLF; [b] where fundamental changes have occurred; [c] where several key employment and skills challenges remain. As a matter of consequence, it is essential to ensure a concerted effort from all industry stakeholders and a truly focused partnership between the European Commission, individual nations, employers, professional bodies, trade associations and unions to reach these goals. Additionally, it requires the ability to influence and guide change at all levels of the education, skills and training systems.

Consequently, the European TCL Skills Council – backed by the European Commission – is uniquely placed to contribute to this effort



and to make a significant positive impact on the future of the sector, embedded in wider European strategies for re-industrialisation.

With this in view, EURATEX and its social partners COTANCE (Leather employers) and INDUSTRIALL (EU TCL Trade Unions) decided in 2014 to launch a second year of activities of the TCL Skills Council, with the support of the national observatories (also called ISPs¹).



¹ Industrial Skills Partnerships, namely: OPCALIA (Former FORTHAC,FR), COBOT (BE), IVOC (BE), CREATIVE SKILL-SET(UK), Osservatorio Nazionale Concia (tanning, IT), and Fundacion Tripartita (SP)



This project – financed by the European Commission’s DG for Employment – aimed at updating and expanding previous analytical work carried out by the Council in three distinctive areas: [a] the employment situation of the TCLF sector, including forecasts and trends; [b] the evolution of TCLF sector occupations and associated skills; [c] a reasoned collection of innovative tools, national and regional strategies, initiatives and methods to monitor skills needs and address skills mismatches and gaps. Based on this updated analysis and the activities carried out over the past year amongst national ISPs, the Council released:

- One **structural recommendation** defining the conditions in which the ESSC-TCLF can maximise its impact on sectoral employment and skills. To do this, the ESSC should: focus on increasing its sectoral and territorial competitiveness (considering the peculiarities in terms of production, added value and resident knowledge); further develop its system to collect and elaborate sectoral intelligence - especially on employment and forecasting; widen its reach to more national and regional stakeholders, while developing

further cooperation and exchange of best practice among members.

- Four **priority actions** that set the agenda for future ESSC-TCLF activities: [a] increase the attractiveness of the sectors to new generations of skilled workers; [b] foster the creation and implementation of joint programmes for education and training based on emerging needs; [c] enhance its responsiveness to the rapid change in the sectors, in terms of training and skills development and [d] develop a TCLF quality training certification scheme to be adopted in Europe.

Ultimately, the European Sector Skills Council-TCLF delivered concrete results in 2014:

- Increased knowledge on the sector specificities (labour market, employment structure and needs), best practice, skills education programmes, policy recommendations through its Global annual report²
- Stimulated joint initiatives between national observatories³
- Broadened its network and coverage to new countries (Spain) and sectors (footwear)
- Coordinated and harmonised initiatives in

² www.textielexpert.be

³ As for example, please see: www.experttextile.be and www.textielexpert.be

the field of education and qualification e.g. ESCO⁴, EU Skills Panorama⁵

- Active networking, dissemination (<http://europeanskillscouncil.t-c-leu>) and regular publication of a newsletter to a network of 500 specific partners in the business world, trade union movement, research institutes, universities and schools etc.
- Become “**the**” spokesperson on the topic of skills and qualifications for the Textiles, Clothing, Leather and Footwear sectors.

EURATEX & the Multilingual Classification of European Skills Competences and Occupations (ESCO)



In 2014, EURATEX was an active participant in the ESCO working group (WG) for Textile Clothing Leather and Footwear (TEXTAN). The WG

focused on setting-up pilot modules for identifying and defining various occupations and skills and competencies required in a defined process (manufacturing of a shirt – textile and clothing production processes included). The experts discussed the methodology to adopt and the key concerns to be raised before drafting this pilot taxonomy (e.g. “green” skills and knowledge). Once this pilot document is endorsed by the group and the ESCO board, a taxonomy expert/consultant nominated by the Commission will duplicate this work, endorsing

the WG methodology, to the other situations of the Industry (2015).

Eventually, ESCO-TEXTAN will identify and categorise skills, competencies, qualifications and occupations in the Textile Clothing Leather and Footwear in a standard way, using standard terminology in all EU languages and an open format that can be used by third party software. It will enable users to exchange CVs and job vacancies stored in different IT systems.

Sustainability and Corporate Social Responsibility in the Textile and Clothing Industry: Joint EU Project for an EU CSR Risk Assessment Tool

During the last decades, globalisation processes have benefited textile and clothing companies, which have taken advantage of such market structural changes to balance localised and delocalised production. Nevertheless, such international strategies favouring low labour cost countries are related to uncertainty and to social and environmental risks that increasingly threaten international business sustainability and profits.

Since 2001, the European Commission (EC) has increasingly invested in Corporate Social Responsibility (CSR) as a means to strengthen the competitiveness of European companies by enhancing their sustainability. Indeed, CSR can bring benefits to companies, not only for access to capital, customer relationships,

4 https://ec.europa.eu/esco/search/-/search?_Search_WAR_escoportal_type=all&_Search_WAR_escoportal_term=TEXTILE&_Search_WAR_escoportal_lang=en&_Search_WAR_escoportal_action=simplesearch&_Search_WAR_escoportal_itemsPerPage=30&_Search_WAR_escoportal_patched=true

5 <http://euskillspanorama.cedefop.europa.eu/AnalyticalHighlights/>



human resource management and innovation capacity, but also in terms of risk management and cost savings.

Based on this assumption, in 2014, EURATEX and industriAll conducted a CSR project backed by the EU's DG Employment, Social Affairs and Inclusion with the aim of helping companies and, in particular SMEs, to better understand, implement and develop CSR issues connected to the responsible supply chain, as part of an EU global strategy.

The objective of this project was to develop an easy-to-use CSR Risk Assessment Tool in line

with a set of internationally recognised standards on risk management and based on T&C sector specificities. This project contributed in a very concrete and innovative way not only to the evolution in CSR implementation in B2B relationship in the industry (between SMEs and bigger companies), but also in facilitating the communication along the value chain, thus fostering business sustainability and competitiveness.

The results were so encouraging that the EU agreed to finance a "follow-up" project in 2015-2016. This second phase will aim at implementing this easy-to-use **CSR Risk Assessment Tool**, favourable to the European textile and clothing industry by: [a] reducing risks related to possible weak controls on the supply chain and decreasing the cost of non-compliance with CSR standards; [b] disseminating knowledge and self-assessment tools for companies, enhancing business sustainability; [c] fostering textile and clothing CSR as competitive value within the EU market; [d] fostering the relevance of compliance to social and environmental pillars of CSR, aiming at sustainability, transforming them into market value; [e] presenting positive cases to stimulate the increase of this model consensus and economic investments encouraging this type of initiative and [f] increasing economic convenience to bring production back to Europe.

“ The role of modern business: To provide ever better goods and services in a way that is profitable, ethical and respects the environment, individuals and the communities in which it operates



Intellectual property issues



Stéphanie LE BERRE

One of the major assets of the European clothing and textile sector in terms of competitiveness in the face of third party countries remains its capacity for innovation and its originality. Beyond the price war waged by some industries in third countries, there is another that our European countries could win – that of creativity – provided Europe gives them the resources to do so. In the context of the EU-wide IPR strategy, the objectives pursued by EURATEX were numerous:

Revision of the EU Trade Mark Package (EU Regulation and Directive):

The revision of the regulation on the Community trade mark and the recast of the directive approximating the laws of the Member States relating to trade marks were the focal points for EURATEX in 2014. The package of initiatives proposed by the EU Commission aimed at upgrading, streamlining and modernising the current legislation in order to make the trade mark registration systems all over the Union more accessible and efficient for businesses in terms of lower costs and complexity, increased speed, greater predictability and legal security.



More particularly, EURATEX concentrated its efforts on [a] the use of the current surplus of the OHM; [b] the importance of administrative cancellation/revocation procedures; [c] the specific question of customs control of suspected infringing products in transit in the EU (from third country to third country).

Regarding the **control in transit**, EURATEX welcomed and strongly supported the Commission proposal and the European Parliament vote (February 2014) in favour of robust measures to fight the transit of trademark counterfeit goods in the EU (Amendment from MEP Mrs Gallo), which provided an efficient solution:

(22) With the aim of strengthening trade mark protection and combating counterfeiting more effectively, **and without prejudice to WTO rules, in particular Article V of the GATT on freedom of transit**, the proprietor of a registered trade mark should be entitled to prevent third parties from bringing goods into the customs territory of the Member State without being released for free circulation there, where such goods come from third countries and bear without **authorisation** a trade mark which is essentially identical to the trade mark registered in respect of such goods. **This should be without prejudice to the smooth transit of generic medicines, in compliance with the international obligations of the European Union, in particular as reflected in the 'Declaration on the TRIPS agreement and public health' adopted by the Doha WTO Ministerial Conference on 14 November 2001.**

However, some MEPs and representatives of Member States expressed significant reluctance regarding this point by claiming that transit controls would be against the TRIPs agreement (which was not the case, as clarified by the Commission Impact Assessment on the Trade Mark Package). Moreover, the question of the lack (of human) resources for customs was also raised despite the fact that prior to the Philips/Nokia court decision, customs had always managed to operate controls on goods in transit – based on risk analysis – even though those represented less than 2% of the movements. Eventually, some thought that such controls would have made Europe anti-competitive by placing too many controls.

Along the process in 2014, several letters/positions were sent by EURATEX (individually or jointly with other EU industries and stakeholders) to the European Parliament or to the representatives of Member States, to try to convince them of the importance of adopting a customs control in transit that was easy to operate against counterfeiters.

Despite a first promising Council decision in July 2014, the Italian Presidency of the Council and the European Parliament issued a joint declaration in December announcing the postponement of the tripartite discussions until 2015. The joint declaration also noted that an agreement differing from the preceding proposals had already been reached on many issues **“including notably the treatment of goods in transit and small consignments.”** The agreement struck by the institutions in December 2014 was:

(Recital 19c) In order to reconcile the need to ensure the effective enforcement of trade mark rights with the necessity to avoid hampering the free flow of trade in legitimate goods, the entitlement of the proprietor of the European Union trade mark should lapse where, during the subsequent proceedings initiated before the European Union trade mark court competent to take a substantive decision on whether the European Union trade mark has been infringed, the declarant or the holder of the goods is able to prove that the proprietor of the European Union trade mark is not entitled to prohibit the placing of the goods on the market in the country of **final destination**.

Article 9.5 The entitlement of the proprietor of a European Union trade mark pursuant to the first subparagraph shall lapse if during the proceedings to determine whether the European Union trade mark has been infringed, initiated in accordance with the provisions of Regulation (EU) 608/2013 concerning customs enforcement of intellectual property rights, evidence is provided by the declarant or the holder of the goods that the proprietor of the European Union trade mark is not entitled to prohibit the placing of the goods on the market in the country of **final destination**.

At the end of 2014, several other discussion points were still of concern to EURATEX on this trade mark package, such as:

- The proposals to divert OHIM funds and surplus to activities unrelated to trade marks and designs, such as a transfer to the EU budget, to the European School of Alicante,



the Court of Justice of the European Union (CJEU), and possibly to the national budgets of EU Member States.

- An amendment to a regulation on Financial Rules Applicable to the Budget of the Union was adopted on February 26, 2015 by the European Parliament's Committee on Budgets allowing the assignment of the surplus of self-financed EU agencies to the EU budget.

Participation of EURATEX in the Activities of the EU Observatory on Infringements of IPR:



2014 was the third full year of operation of the Observatory within OHIM and EURATEX participated in and supported a number of important activities, including:

- the publication of a number of studies and reports including: [a] the second phase of the IP Contribution Study analysing the relationship between the use of IPR and economic performance at the level of individual companies; [b] a research report on IP and education; [c] a report on Inter-Agency Cooperation at National and International Level in IPR enforcement; [d] updates on earlier reports on Storage and Destruction and Costs and Damages; [e] guides to protection of intellectual property rights in Brazil, China, India, Russia and Turkey. The Observatory also carried out a survey of EU entities with an interest in the enforcement of intellectual property rights (IPR) in third countries.
- The work of the bi-annual meeting of the five working groups – Legal, Enforcement, Public Awareness, Statistics and Economics, IP in the digital world. In order to make their work

more effective and to enable more participation when available, some working groups have been divided into smaller subgroups of around eight representatives in order to follow specific projects. Moreover, EURATEX – as member of the legal working group (WG) – followed the enforcement-related case law collection implemented in collaboration with national IP offices. The WG also closely followed the conduct of an IPR survey directed at companies protecting their IP rights in third countries (results expected by mid-2015). The WG also supervised the work done on country guides (finalisation for Russia, Brazil, China, Turkey and India in 2014 and first draft for Ukraine).

- Three major conferences were held during 2014 – a conference on IP crimes in sports in March, a high level IP Enforcement Summit in June, and one on the internet as a facilitator of IP crime in November.

Apart from the specific tasks of the legal Working Group, on several occasions, EURATEX heralded the concerns and specificities of the industry and of its SMEs during the European Observatory on Infringements of Intellectual Property Rights' Plenary Meeting, held in Alicante in late October 2014. EURATEX explained the practical difficulties in protecting seasonal designs, and in instructing officers to remember and search for counterfeited new designs, which can change every few months. Crucially, costs for storage, destruction, legal actions and translation were signalled as being far too high for very small businesses, which often were struggling to sustain themselves in the face of counterfeiting. It was suggested that the European Commission could use a sectoral approach regarding traceability in order to manage the issue in a practical

and economically viable way for small businesses, and the Commission gave this a favourable response. Consequently, the Observatory announced its intention to publish an EU report in 2015 on the economic cost of IPR infringement in the Textile and Clothing Industry for the period 2007-2012. In line with its mandate, the Observatory⁶ has started to assess the negative impact of counterfeiting and its consequences for legitimate businesses, governments and consumers, and ultimately society as a whole. EURATEX will be consulted on the conclusions before publication.

Participation of EURATEX in the Activities of the OHIM (Users Working Group):

Owing to its expertise and constant input in the field of designs during the discussion and adoption of the EU regulation on Community design, the Office for Harmonisation in the Internal Market (OHIM, based in Alicante) has invited EURATEX since 2002 to be part of the Office Users Group in order to help the EU better implement and adapt this new legislation to the needs of SMEs. In order to increase the benefit for SMEs, the **OHIM Users Group** discussed: [a] the Community Trade mark & Community Design registration and opposition procedures (costs, databases, online registration etc.); [b] the use of the cooperation fund (promoting further harmonisation, modernising the national IP offices with a focus on simplification of the use of the European trade mark and design



systems); [c] the operation of the Observatory against IPR infringements (staff, activities, 2014 projects); [d] the convergence programme (harmonising national classifications of trade marks) and on the on-going taxonomy process.

Enforcement and Enhancement of Intellectual Property in Third Countries Participation in IP Dialogues:

The European Commission has undertaken continuous IPR enforcement efforts in all countries where European companies face difficulties with the protection of their rights. To that effect, and within the framework of existing trade and/or cooperation agreements, the Commission periodically organises **IPR Dialogues** with the enforcement authorities of the respective countries (customs, justice, culture, IP offices, etc.) The aim of the proposed dialogues is to help address problems that EU industries encounter in their daily operations, to exchange best practice and to address concrete issues with a view to resolving them. Several dialogues of this type have been set up. Firstly, the Commission tries to establish a positive working relationship with the local authorities, enabling us to raise the matter in discussion and find solutions for the different cases reported by European rights holders.



EURATEX was a regular participant in the preparatory meetings of each official IP dialogue organised by the EU Commission with third countries: South Korea in September 2014 and China in December 2014.

⁶ European Observatory on infringements of Intellectual Property Rights, based in Alicante : <https://oami.europa.eu/ohimportal/en/web/observatory/home>

Research, Innovation, Standardisation



Lutz WALTER Mauro SCALIA

EU Research and Innovation Policies and Programmes



HORIZON 2020, the EU's research and innovation funding programme for the period 2014 to 2020 officially started in January 2014. As in past programmes, no specific sub-programme exclusively addresses the textile and clothing sector. Therefore companies and research organisations looking for funding opportunities will have to explore either broader technology-oriented programme elements such as nanotechnologies, materials, production technologies or specific end market-oriented programme elements such as health, transport, energy, environment, security etc. While such cross-sector orientation increasingly reflects the reality of innovation in the European textile and clothing sector, especially the parts oriented towards technical end markets, the development of such project consortia will require greater efforts.

A little over a year into implementation of HORIZON 2020, the outcome of the first project submission and evaluation rounds is not promising. The financial attractiveness of the programme with funding rates of 70-100%, coupled with greater scarcity of national funding opportunities in many EU member states has led to large oversubscription and corresponding small success rates in most call

topics, with an especially dire situation in the SME-specific funding instruments. Also the newly created Fast-Track-to-Innovation SME funding scheme has been hit by this problem. For EU policy makers, this means that they need to take corrective measures to prevent HORIZON 2020 from becoming the victim of its own success. For companies and researchers from the textile and clothing sector, on the one hand, it means further efforts to raise the quality of the submitted projects and, on the other hand, an active exploration of alternative funding opportunities through EU programmes such as COSME, LIFE+ etc. and new opportunities offered by redirection of EU Structural Funds towards more investment in innovation at regional and cross-border levels.

European Technology Platform



Ten years have passed since the Textile ETP was launched in December 2004. After becoming an independent legal entity in 2013, the platform progressed extremely well in 2014, both in terms of membership and activities. The number of registered associate and networking members almost doubled from 50 at the end



of 2013 to nearly 100 a year later – and this does not include over 80 industry federations, research and academic institutions represented by the three full members of the ETP – Euratex, Textranet and Autex.

In terms of activities, the Technology Platform successfully organised its 9th annual conference in March 2014 dedicated to the theme of Technology Transfer from Research to Industry. To support the participation of ETP members in HORIZON 2020, two rounds of TEPPIES calls were organised, resulting in some 80 project ideas and the two related brokerage events in January and September were attended by a total of 170 experts. In November, the 3rd PPE Lead Market Conference was organised in collaboration with Euratex and other PPE sector federations. Some 200 participants – mostly from industry – attended the two day event.

To further develop thematic research and innovation strategies for the sector, the Textile Flagships initiative made significant progress in 2014 with a total of 15 workshops attended

by 200 experts from right across Europe. In November 2014, the ETP Governing Board adopted a revised strategy for further implementation of the Textile Flagships initiative in 2015 and beyond, envisaging further cooperation between the seven expert groups as well as more joint meetings. A condensed overall Textile & Clothing Research Strategy Update was submitted to the European Commission as an input to future HORIZON 2020 programming in April 2014.

In addition, several cross-sector collaborations of the Textile ETP were bolstered in 2014 with the co-founding of the Consumer Goods Cross-ETP (following the success of PROsumer.NET), the signature of a Memorandum of Understanding with the European Water Technology Platform, and the start of a new collaboration with various platforms in the agricultural sector for the launch of a Research PPP on Integrated Crop Production (which should include European textile fibre crops and use of innovative technical textiles for more agricultural productivity).



Digital Integration and Energy Efficiency Initiatives

eBIZ A single digital language in fashion

eBIZ is the public-private initiative led by Euratex since 2008 to pursue the use and greater interoperability of digital communication (e-Business)



for the fashion industry supply chain: textile, clothing and footwear, particularly SMEs. eBIZ is a standard digital language used daily by some 400 companies across Europe. The ability to “talk digitally” seamlessly across companies and systems in the value chain improves time-to-market, reduces communication and data processing errors and ultimately leads to greater efficiency and cost reduction.

Summary of the EURATEX contribution to eBIZ in 2014:

- **coordinated** and hosted the two meetings of the eBIZ Advisory Board (June & November 2014), taking stock of progress and jointly planning next steps;
- **promoted** eBIZ at 11 meetings in Brussels (4), Cologne (2), Paris, Milan, Bergamo and Ghent, in collaboration with the European Commission, Euratex Members UIT, Fedustria and SMI, EU regional representations, CEN, GS1, industry associations and at the IT4Fashion event;
- **supported** activities of major eBIZ stakeholders and advertised news on the web, social media and the press.
- **focused** on the international growth of eBIZ, corporate benefits and needs, funding opportunities and the development of the European Commission’s Digital Agenda.

Energy Made to Measure (EM2M)

In February 2014, EURATEX – in collaboration with dozens of organisations across Europe – launched



Energy Made-to-Measure (EM2M) – an information campaign to provide Textile and Clothing manufacturers with tools, best practices and training to **assess options and take informed decisions** on energy efficiency measures. *Where is energy used in my company? Where is it lost or wasted, when and why? What are my options, what is their cost and pay-back time? What do peer companies do over the border?* These often unaddressed questions represent **information gaps** which **block investment** in energy saving.

EM2M addresses information gaps in a broad sense and chiefly from the perspective of the European T&C companies, particularly SMEs. The campaign does not create new original content, but rather brings together high quality results of other projects and studies and promotes them under a common branding for managers to discover and use such results.

In its first year, the EM2M campaign focused on three international projects on textile/ clothing manufacturing co-funded by the European Union, namely, ARTISAN, SESEC and SET. Corporate meetings took place at 21 public events organised in seven European countries¹ where some 500 professionals discussed and learned about options for energy efficiency.

“ Helping companies to digitally connect with suppliers and clients

Based on the outcome in 2014, Energy Made-to-Measure will intensify the promotion of energy efficiency in textile manufacturing in 2015. New collaborations have been initiated with the European Textile Technology Platform, the Blue Competence initiative launched by VDMA (Germany's textile machinery association) and with the Sustainable Technologies project launched by ACIMIT (Italy's association of textile machinery manufacturers). Instrumental to the campaign activities will be the SET project which plans to support 150 companies to assess and effectively launch measures to reduce costs and become more competitive thanks to energy efficiency. (See further information below)

Research and Innovation Projects

SESEC – Energy Efficiency in the Clothing Industry

www.euratex.eu/sesec

Under the coordination of Euratex, the work carried out through SESEC has offered clothing companies across Europe a tremendous opportunity to boost



energy efficiency and to reduce their energy costs. SESEC has raised awareness and brought field-tested assessment tools to the attention of hundreds of managers, enabling them to take action either autonomously or with help of qualified professionals. Real changes in day-to-day working methods have been made and already some of these have been quantified by companies in 2014 and promoted widely in the Energy Made-to-Measure campaign.

The SESEC project and teams provided direct support to more than 45 companies in 7 countries to apply a new self-assessment tool and evaluate best practises. This efforts gave support in at least €1.5m of investments in energy efficiency made by several of the assisted companies. The investment amount exceed the total SESEC funding of the European Union.

Early data indicates that energy savings of 1GWh/year were achieved up to September 2014. Further planned efficiency measures in companies from Italy, Portugal, Romania and Bulgaria are expected to deliver additional savings for 7 GWh/year.

1 Italy, Portugal, Bulgaria , Romania, Lithuania, Croatia, Germany

SET – Energy Efficiency in the Textile Industry

www.euratex.eu/set

Building on the success of SESEC and addressing the even more energy-intensive textile

SAVE
ENERGY IN
TEXTILE SMEs



industry, the SET project started officially in April 2014 after the European Commission had completed a very competitive selection for co-funding. Coordinated by EURATEX, this new effort brings together the competencies of leading national textile research centres, a national energy agency and sector associations to research to carry out research on energy efficiency in textile processing and to bring a brand new support tool to the doorsteps of companies. Activities and direct assistance to companies, particularly for SMEs, are planned to take place in at least 10 European countries, where SET teams will also investigate legal obligations and financial incentives. The project shall deliver results until at least September 2016, in collaboration with several EURATEX Members, and it will also be part of the Energy Made-to-Measure campaign.

“ 45 companies helped to gain from energy efficiency in 2014, further 150 to help until 2016



Fashion-able – Customised fashion products for people with special needs

www.fashionable-project.eu

Creating fashion and truly customised wearable goods for people with special needs, such as the elderly, wheelchair users, diabetic and obese people was achieved by Fashion-able, a research project in which EURATEX was a participant and which concluded in 2014.

Co-funded by the European Union FP7 programme, Fashion-able developed fabrics, footwear and orthotic products and services, such as a new collaborative product customisation service allowing a Paralympic athlete to personalise a shirt on-demand.

After three years of research into every stage from user requirements analysis through the supply chain and onto production, several real business cases have been developed with partner companies. EURATEX cooperated mainly to promote the outcomes - becoming actively involved in promotional content, trade fair demonstration and even in the production of professional videos.



WORTH Platform – Pilot project for cross-border designer-manufacturer collaboration

www.worth-project.eu

A new EU funding instrument to support small-scale cross-border collaboration projects between designers and manufacturers is being tested through the WORTH Platform. Replicating the success of similar national funding instruments in France and the UK, the platform will fund and coach over 30 individual projects in consumer goods sectors such as textiles and clothing, footwear, furniture and home interior goods, jewellery and accessories. Euratex is part of the project steering committee selecting the projects and also supports project dissemination.



MatVal & MATCH – European Networking in Advanced Materials Research

www.alliance4materials.eu

After successful completion of the MatVal project in September 2014, Euratex continues to be involved in a direct follow-up project entitled MATCH – the Materials Common House – started at the beginning of 2015. The objective of MATCH is to build on the European networking and roadmap work on advanced materials research and innovation started in MatVal. The task Euratex has in MATCH is to identify success stories and best practices among material research and innovation networks in Europe, and to better understand the role played by material innovation in various industrial value chains, including the creative industries. The results of MATCH will further strengthen the Alliance4Materials, of which the Textile ETP is a founder member.



Smart@Fire – Developing Smart Fire Fighter Gear by 2016

www.smartatfire.eu

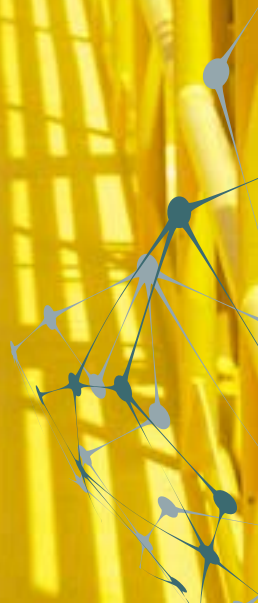
This research procurement project to develop ICT-



integrated Smart Personal Protective Systems (PPS) for fire fighters launched its pre-commercial procurement tender in July 2014. Out of a significant number of bids, 4 consortia were selected in November, including a total of 18 organisations from eight EU countries. After an intermediate solution design presentation and evaluation step in mid-2015, the consortia will have to develop and present their functional prototypes by December 2015.

Standardisation

During 2014, EURATEX intervened on both Standards and TBT (Technical Barrier to Trade) matters either on its own initiative or at request of its members. At legislative level, we coordinated with stakeholders on the progress of the new PPE regulation that is due to replace the current PPE directive. We intervened on mutual recognition agreements, asking EU Member States to recognise test reports performed by research laboratories in another Member State. EURATEX collected and used its member opinions on European Commission initiatives concerning matters including the impact of the TTIP trade agreement on standardisation and related to very specific issues, such as the pertinence of CEN / ISO competencies on standardisation in specific medical products. As of 2014, EURATEX is no longer an observer member of CEN (the European Committee for Standardisation) technical committees, owing to CEN's unilateral change of approach on collaboration with industry associations. Nonetheless EURATEX remains open to structured or occasional cooperation with standardization bodies and supports its members in CEN related activities.



Trade

Isabelle WEILER



Trade – On the road to growth

In 2014, we experienced a slight improvement of the European Textile & Clothing industry activities driven by a steady increase of our Extra-EU exports in the last 5 years. In this context, our companies need to constantly increase access to third markets. We are committed to creating a business environment that facilitates trade, especially for SMEs. 2014 was an active year for crucial bilateral FTA negotiations i.e. TTIP and the EU-Japan FTA, but also for tackling the remaining - and unfortunately increasing - barriers to trade. This year was also positive for the reinforcement of links with our counterparts in the world and the continuity of our cooperation with the EU institutions to carry out useful work on Rules of Origin and to ensure better market access.

FTAs

The year 2014 was dominated by the elections of a new European Parliament and the renewal of the European Commission. These have given a fresh impetus to the trade negotiations, allowing EURATEX to take stock, launch internal consultations and, finally, define detailed positions in the ongoing negotiations. Developments in a significant number of FTA negotiations should expand market opportunities to our industry.

Implemented Agreement:

Korea

For the 3rd consecutive year, Euratex has carefully monitored the impact of the EU-Korea FTA. Regarding Textile & Clothing products the EU trade deficit with Korea has slightly reduced in 2014, as our clothing exports to Korea increased by 12% compared to 2013. Regarding imports from Korea to the EU, the biggest increase came from artificial yarn fabrics.

Concluded negotiations:

Canada

The text of CETA (Comprehensive Economic & Trade Agreement between Canada and the EU) was finalised and agreed by the two parties in 2014. Concerning Textile & Clothing products, tariffs should be eliminated from the first day of entry into force. Rules of origin were negotiated on the double transformation basis with derogations both for Canadian and EU operators. Derogations based on a simple transformation rule have been granted on the basis of quota allocations negotiated line after line by each party in order to optimise export growth. Public procurement has been opened at federal and sub-federal levels (provinces).



Moldova, Georgia

The European Union signed two Association Agreements with the Republic of Moldova and Georgia. These agreements foresee provisional application, so their impact for the T&C industry could be felt prior to ratification by the European Parliament and EU Member States.

Ukraine

Due to the political turmoil with Russia, the entry into force of a Deep and Comprehensive FTA with Ukraine had to be postponed until 1st January 2016. In response, the EU decided to extend its autonomous trade measures to the benefit of Ukraine until 31st December 2015. Accordingly, Ukrainian Textile & Clothing products entering the EU continue to be granted a duty-free treatment.

Ecuador

In 2013, Ecuador returned to the negotiating table so that an agreement could be reached in July 2014.

Ongoing negotiations:

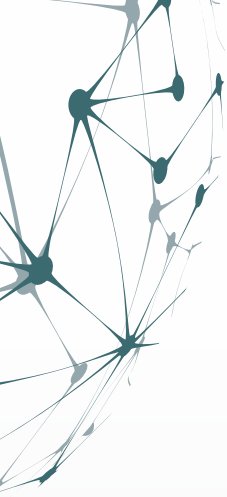
TTIP (Transatlantic Trade & Investment Partnership)

Euratex has been actively involved in every field of preparation of this Agreement. We have collected inputs and the full set of data from EU T&C companies to share a forward-looking position with the EU institutions. We have also been working with the American industry to jointly pave the way for the negotiations. Euratex took a trip to the US during the fourth round of negotiations in May 2014 to meet with the NCTO (National Council of Textiles Organizations) and the AAFA (American Apparel & Footwear Association). We signed two joint letters with the latter association concerning



our priorities for this FTA and, in particular, the urgent need to eliminate tariffs beginning on day one.





The main outcomes of Euratex’s internal work on TTIP cover two major issues:

a) Regulatory Convergence
Euratex believes that TTIP should not only reduce, but **remove technical barriers to trade**. On both sides of the Atlantic, Textile & Clothing goods are sensitive products subject

to safety standards that have strict requirements to comply with before being placed on the market. It is the industry’s intention to maintain this high level of standards while eliminating unnecessary burdens that impede business. The main barriers to trade that have been identified are as follows.

TTIP: Regulatory Issues

Labelling	Consumer Safety	Customs Procedures	Public Procurement
Fibre names	Flammability	Sale of sensitive information	Berry Amendment
Wool scheme	Children products	Recognition of AEO and C-TPAT	Buy America provisions
Placement of the label	Carpets and floor-covering laminate & resilient	Streamlining procedures	Federal and sub federal levels
Care symbols	Personal protective equipment and other textiles as home and contract textiles (for commercial interiors: hotels, offices etc.);		

b) Rules of Origin
Following internal discussions among members, Euratex adopted a common position on Rules of Origin in TTIP. The rules we would like to apply in TTIP should evolve towards more flexibility to keep the system aligned with market realities and developments in the European industry. Double transformation rules should remain as a principle basis while including certain flexibilities. To enhance U.S. fibre & yarn supply while strengthening an integrated value chain across the EU and the US, Euratex is in favour of the view that operations conferring

origin to a product can be done “in the territory of one or both of the parties” as laid down in the US rules. Furthermore, given the balanced breakdown of European exports of Textile & Clothing products to the US, Euratex does not support the American proposal to draw up a list of derogations for specific products.

Japan:
Discussions have been slowly moving forward and we have continued to link up with the Japan Textile Federation (JTF) to discuss



Non-Tariff Barriers. As a major breakthrough, Japan has taken the necessary steps to recognize the ISO standard on care labelling.

Vietnam:

Negotiations progressed well during 2014. Clothing products are a key priority for Vietnam. Euratex worked with the European Parliament to draft a motion for a resolution on the EU-Vietnam FTA. This included consideration of the necessary requirements regarding respect and enforcement of the International Convention on Human Rights, protection of Intellectual Property Rights and binding provisions on transparency and fair competition, so that a level playing field also applies between private businesses and state-owned enterprises (SOEs). Euratex also met with Mr. Karel De Gucht, EU Commissioner for Trade, to highlight the industry's priorities in this FTA and, in particular, the need to foresee strict Rules of Origin.

Blocked negotiations:

Mercosul, ASEAN and India

These negotiations did not take any steps forward in 2014. In India, the legislative elections have not allowed any new developments, but a fresh start is expected in the years to come.

Pan-Euro-Med Convention:

In order to reach an agreement with all 48 partners in the Pan-Euro-Med area in 2015, the Commission has been trying to speed up the process. Members States have thus been consulted on ways to give some flexibility to the rules of origin for T&C products. This working exercise focuses on two approaches: relaxing list rules and changing “complementary” rules (e.g. tolerances or cumulation). Euratex relaunched an internal consultation on these proposals and further work needs to be done in order to reach a consensus that would help the completion of the Pan-Euro-Med Convention.

Market Access Strategy & Other Trade Policies

Trade barriers are impeding competitiveness of European Textile & Clothing companies and prevent them on a daily basis from taking advantage of market opportunities. With the support of the EU Commission Market Access Initiative and in the framework of WTO TBT notifications, we have been striving to lift hurdles and tackle protectionist measures. Unilateral trade regimes and customs rules are



vital areas where we have been active to pre-empt and monitor the situation. Euratex has been continuously working in an open manner with the EU institutions, with other sectors and with its counterparts abroad in order to keep aligned with market globalisation and economic realities.

Follow-up of TBTs

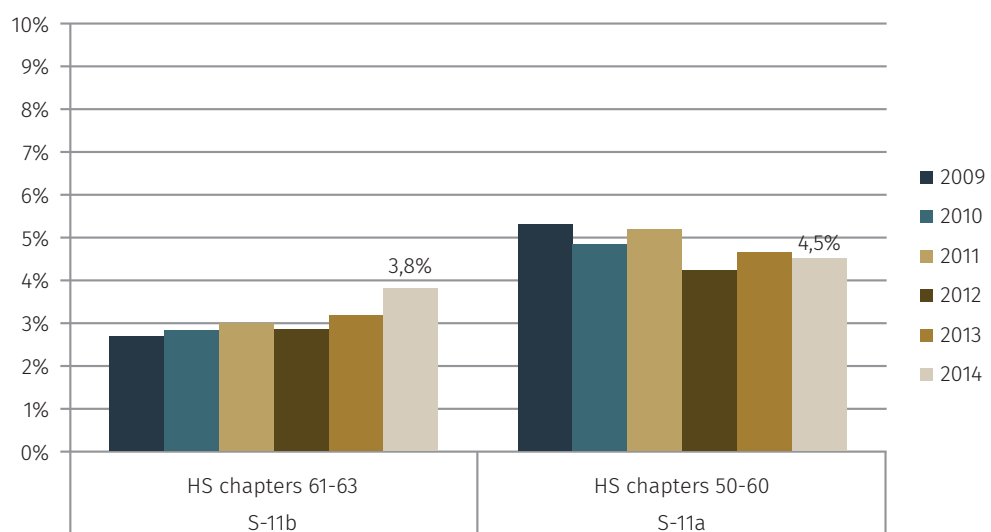
In its 11th Report on Potentially Trade Restrictive Measures, the EU Commission identified 170 new measures enforced in 2014, at a time when only 12 previously imposed measures were withdrawn. Concerning Textile & Clothing products, worrying protectionist trends have notably emerged in **Russia** where some foreign T&C 'light industries' products have been banned from public procurement. Moreover, in the aftermath of robust exchanges with the Russian authorities, the implementation of a

technical regulation on the "Safety of products of light industry" still remains unclear. This draft regulation sets down stringent requirements for garments and could establish complicated conformity assessment procedures for imported goods. Apart from this, in 2014, we have worked hand in hand with the European Commission to ask for clarification on a **Chinese Draft Technical Regulation** requiring stringent conformity assessments which are hampering trade with China. Additionally, Euratex has been closely monitoring a **US proposal** for e-certificates of compliance. Finally, other trade-restrictive measures have been monitored in Argentina, Ecuador and Indonesia **for labelling requirements**.

GSP+ Pakistan

Throughout the year, we have been carefully monitoring the impact of Pakistan's new GSP+

**Pakistan import share in total extra-EU imports
(evolutions based on values)**



status. EU imports from Pakistan have increased, in particular during the first part of 2014. However, Pakistan's import share in Extra-EU imports remained below the 6% threshold, which would allow for removal of GSP+ status.

Union Customs Code Review

As a consequence of the Lisbon Treaty and the changes in the comitology decision-making procedure, the Customs Code is under review. Overall for the industry, the main concerns are to ensure a harmonised application of the code and that changes introduced under comitology should not complicate the customs procedure nor make it less predictable or controllable. In this context, Euratex responded to the EU Commission's consultation on non-preferential origin and co-signed a letter with business organisations asking for the non-retention of the current "first sale rule". This rule

provides that for customs valuation purposes the transaction value of an imported article can be based on the first sale of the article in the chain of distribution provided the sale is destined for ultimate export to the EC.

Multilateral Negotiations and International Cooperation

WTO Trade Facilitation Agreement

In the first part of the year, members failed to agree a Trade Facilitation Agreement. Euratex joined a business statement urging WTO members to reach a compromise on this legally-binding agreement to facilitate customs procedures drafted in the framework of the "Bali Package". It was finally accepted at the end of the year. The 160 WTO members should now complete ratification in order to rapidly implement an agreement that should reduce trade barriers and eliminate border transaction costs.





International Cooperation: International Trade Conference

In 2014, Euratex continued to develop its relations with industry organisations from third countries by organising a large scale event about trade. On 5th June 2014, more than 140 participants from industry, research, the European institutions and international organisations came to Brussels to participate in the international textile and clothing conference on “Free Trade and International Agreements”.

The 15 distinguished speakers from different countries and institutions made a valuable contribution to the discussion on how textile and clothing markets have changed in the last 20 years and on the impact of the numerous Free Trade Agreements (FTAs) that have been signed across the world.

Relations with EU Institutions and other Business Organisations

A key focus of Euratex efforts is its contacts and close cooperation with the EU Institutions and other industry organisations. For example, some points to highlight: (1) **EU Commission** - Euratex has worked closely with Commission experts from various DGs on a significant technical dossier for T&C products and has participated in a “TTIP stakeholders meeting” organised by DG Trade to make the Textile & Clothing voice heard on this important FTA negotiation. We also actively participated in the Market Access Advisory Committee and its specific Working Group on Textiles. (2) **Council/Member States** - Euratex was invited by the Italian Presidency to make a presentation to the STIS-Trade Policy Committee regarding the situation in the EU T&C sector and its priorities in TTIP. (3) **European Parliament** - on top of regular contacts and meetings with MEPs on key issues, Euratex arranged for a Textile Entrepreneur to contribute to a panel of European Entrepreneurs discussing the concrete benefits for SMEs from TTIP in a Breakfast Event jointly organised by BUSINESSEUROPE and the INTA Committee Chairman. In the framework of our **relations with other business organisations**, Euratex participates actively in several BUSINESSEUROPE committees in the area of Trade and International cooperation.

Did you know?

Medical Textiles

Did you know that antibacterial textiles play an important role in the reduction and prevention of hospital infections and that textiles are also an essential component in the surgical field for organ replacement?



Extra-EU exports of medical textiles (such as bandages, sterile surgical catgut, sterile suture materials etc.) have increased by 101% since 2005, reaching €1.7bn in 2014.

Industrial applications

Did you know that textile-based articles used in industrial applications can offer considerable performance advantages compared to other materials? Textile materials are flexible, soft, lightweight, durable, cost-effective and multi-functional, as well as being energy efficient in their production, transport and use.



"Technical and industrial textiles cover product types as well as the application of textiles to particular uses."

Industrial textiles (i.e. filters, cables, ropes, conveyor belts, straps, glass fibres etc.) global market share reached 17% of total technical textiles sales in 2010, and grew by 3% on average between 2011 and 2013*.



Did you know?

Construction & Building

Textiles are a growing, valid and sustainable alternative to a number of materials used in construction and building. Did you know that textile-reinforced material plays an increasingly important role in road and bridge construction and that insulating/roofing textiles make an important contribution to reducing energy consumption and CO₂ emissions?



Components such as insulation materials, membranes, reinforcement materials, cables and ropes used in construction and building accounted for 7% of global sales of technical textiles in 2010*.

Nets

We use nets in our daily lives for many different purposes: sports, fishing, aquaculture, security (fall protection and safety netting), agriculture, horticulture, protection (mosquito nets and shadow nets etc.) However, these are far from being “simple” products since they must meet specific requirements and standards to ensure these products have the best possible performance.



Extra-EU exports of nets have grown by 80% since 2005, reaching €118m in 2014. The EU produced €600m of nets in 2013, with Italy and Spain dominating the market, achieving a market share of 40%.

* Source: Euratex based on data included in Commerzbank report, 2015

Did you know?

Sails

Can you imagine the transport sector without textiles? Probably not! Indeed, textiles bring comfort, design, aesthetics, security, sustainability etc. to transportation thanks to a wide variety of products: filters; mats and lining on boats, aeroplanes and cars; airbags; fire-resistant seat covers and carpets; safety belts; sails etc. Moreover, thanks to their lightweight, flexible, soft and strong structure, textiles contribute significantly to reducing energy consumption and CO₂ emissions for aeroplanes and cars whilst also improving security (composites).



Mobiltech (vehicle construction), Indutech (e.g. filtration) and Sportech continue to be the dominant uses of technical textiles.

The global market share of sport and leisure products (i.e. sailcloth, tarpaulins, rucksacks, sleeping bags, fabrics for sportswear, parachute fabrics etc.) reached 15%, of total technical textiles market in 2010 and grew by 5% on average between 2011 and 2013*.

Tents, tarpaulins, sunblinds

Are you aware that textiles are one of the best providers of thermal and UV protection for your house, thanks to their unique properties?



The market of tarpaulins and sunblinds etc. is dominated by France, which has 29% of the EU market share. The total production in the EU amounted to €1.6 billion in 2013.

* Source: Euratex based on data included in Commerzbank report, 2015

Did you know?

Home textiles

Can you imagine your home without textiles? Home and household textiles cover a wide range of products, such as bed linen, table linen, bath linen, kitchen linen, curtains, carpets and other furnishings. In addition to aesthetics and design, environmental and security aspects are becoming increasingly important (i.e. flame-retardant textiles).



Extra-EU exports of home textiles (i.e. curtains, bed linen, bath linen, table linen and other furnishings) have increased by 25% over the last 10 years, reaching €1bn in 2014. Switzerland is the biggest EU customer for home textiles.

Knitwear

Historically, knit fabric has been used for stockings and other clothing that requires change in shape. Knits provide the elasticity that makes this fabric so important in the fashion world. Indeed, knits are stretchable but also absorbent, lightweight, figure-hugging yet comfortable and wrinkle-resistant.

Did you know that, depending on the fabric's particular knitting pattern, some can stretch up to five hundred times their size? You can find many different knits on the market: unusual, special and fashion knit fabrics etc.!



EU turnover in the manufacture of knitwear amounted to €10.5bn in 2013. The EU exported €8bn of articles in 2014, which corresponds to more than 1/3 of clothing sales. The exports/turnover ratio of EU companies in that sector attained 70%.

Did you know?

Fashion

The clothing sector does not only market fashionable garments but also offers functional, professional, and protective clothing which is designed to protect the wearer's body from injury and safeguard them from hazardous environments.



“European fashion and high-end industries are a significant part of the creative economy and form complex and strongly interlinked value chains from design and manufacturing to the distribution and retail of fashion goods.” EU Commission

Baby apparel

At this vital time of their development, clothing for babies is supremely important in helping them to maintain the correct body temperature. Did you know that textile fibres can provide excellent insulation from external heat and cold for baby, as well as transferring baby perspiration easily away from the skin, preventing clamminess, and avoiding the build-up of odours and stains?



Last year, the EU exported €1.5bn of baby apparel worldwide (including trade within the EU). Textile fibres can offer a variety of properties such as silky-softness, comfort, dust mite repellence, static charge resistance etc. The very best fabrics for baby clothing are the ones made from natural, recyclable, flame-retardant, and biodegradable fibres.



Supported by:

GINETEX

THE INTERNATIONAL ASSOCIATION FOR TEXTILE CARE LABELLING



GINETEX is the International Association for Textile care labelling and owns and oversees the use of the five care symbols that are used on billions of garments a year. Developed by GINETEX in the 1960's, the care symbols for textile are designed to be understood in all countries, irrespective of language. They give consumers and retailers information on how best to wash, dry or clean their clothes. Following the correct care labelling can help keep your clothes in the best shape possible.

GINETEX has been very active in ensuring that the symbols keep pace with technological changes in washing machines, tumble driers and the dry cleaning industry. Keeping the technical content as current as possible, whilst also maintaining simplicity in the symbols in order to translate to a global audience is a challenge that is met by GINETEX with ease.

To take into consideration the increasing demand for environmentally friendly textile care, GINETEX has produced a new trademarked logo clevercare.info®. This logo gives detailed information on the technical content of the symbols and the best practices for sustainable textile care. The website is available in more than 10 foreign languages. GINETEX has recently launched also an app called "Care Symbols" to provide care information on Smartphone's.

GINETEX counts 21 national organisations as member representing all interest parties

concerned with textile care and labelling. The current member list can be found under www.ginetex.net/members.

The combination of the five basic care symbols used is covered by international trademarks which are registered with the WIPO (World Intellectual Property Organisation). GINETEX is the owner of the trademark. Any use or reproduction of the symbols requires the authorization of GINETEX or one of its national member organisations. The trademark helps to ensure a worldwide coordination and recognition of the care labelling system.

The care logo for extending the life of textile and reduce climate impact

GINETEX developed an internationally applicable logo for sustainable care, called clevercare.info®, to advise



consumers that they can influence the environmental impacts of garment care and by carefully following the care symbols that can be found on a textile label – www.clevercare.info. The clevercare logo is not a technical symbol but advises consumers to consider a wide range of actions.

The biggest opportunity for consumers to reduce the carbon footprint of clothing is to change the way they care for their clothing and textile in general. Laundry alone accounts for around 25% of the carbon

footprint of clothing. Washing clothes less often, washing at a lower temperature, using larger loads and tumble drying less could cut the footprint by 7% (WRAP, 2012). A direct benefit of better garment care is longer lasting clothing; so while changing caring habits is a significant area for carbon savings, extending the active life of clothing offers the greatest savings overall.

clevercare.info®, is a registered trademark and is the property of GINETEX. All GINETEX licensees can use the clevercare logo for free. The specifications and implementation are given in the Technical Booklet of GINETEX. A consumer information platform at www.clevercare.info is offering tips and advices on the best low-impact care practices and is available in more than 10 foreign languages.

A new GINETEX app on care labelling

The GINETEX App gives information on all the textile care symbols and the clevercare.info logo. The download of the app is free of charge – just scan the given QR-code or download it via Play Store or App Store. The app language is selected on the basis of the smartphone settings or in English. The app reads the QR-code



on labels giving the care information relevant to the textile article. Companies may generate QR-codes and can also promote its own brand via banner advertisement on the app (for more information, ordering and registration, please visit <http://moma-wv.com>).

The consumer not only gets general information about textiles but by scanning the QR code he obtains very specific information about the purchased textile product (care information, raw material composition, and indication of origin). And all this as a service from your company! Such a service is based on your active promotion - by printing your company's own QR code, for example, on billboards, in your advertising, on your point of sale information, on your product packaging, your catalogues and any other advertising media and / or integration on your website.

The care symbols on a garment provide information on the most severe treatment allowable, one that does not cause irreversible damage to the article during the care process. The care symbols should refer to the main article and this includes; colour fastness, finishing and accessories (such as buttons and zips). Milder treatments and lower temperatures than indicated on the label are always allowed, if there is no text saying to follow the given temperatures. However, lowering the wash temperature may affect the cleaning result.



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