



# #EUCircularTalks

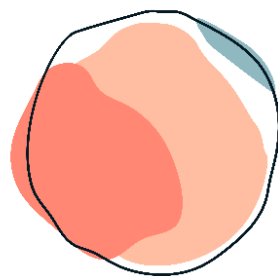
The EU Textiles Strategy in Motion –  
What does it mean for the future of textiles?



# The EU Textiles Strategy in Motion – What does it mean for the future of textiles?

## A textile evaluation by Clear Fashion: Buying less but better!

<https://en.clear-fashion.com/>



**CLEAR**  
FASHION

### Description:

**Clear Fashion**, an independent expert in garment evaluation, informs consumers on brands' practices and clothes' impact and enables fashion brands to communicate their scores, thus bringing more transparency to the fashion industry. The target is to make people know more about what is behind the clothes they buy.

The making of a garment has a history: sometimes beautiful, some other times unacceptable. The fashion industry faces enormous social and environmental problems.

**The power of citizens lies in wise consumption.** Together, they can influence and even make a sector evolve. They can guide the sector towards more sustainable production models. Committed and wise consumption choices can show industry players that consumers reject certain practices as they go against their values. Consumers can also support brands that make more responsible production choices such as green raw materials, suppliers respecting labour rights or using processes with a low impact on health and the environment.

Here are some circular indicators – among others – used by Clear Fashion to evaluate textile enterprises:

- reduction of scrap fabric during production
- use of recycled/upcycled material
- reduction and management of unsold articles
- frequency of new collections
- durability
- repair service
- water consumption
- use of biological or natural material, etc.

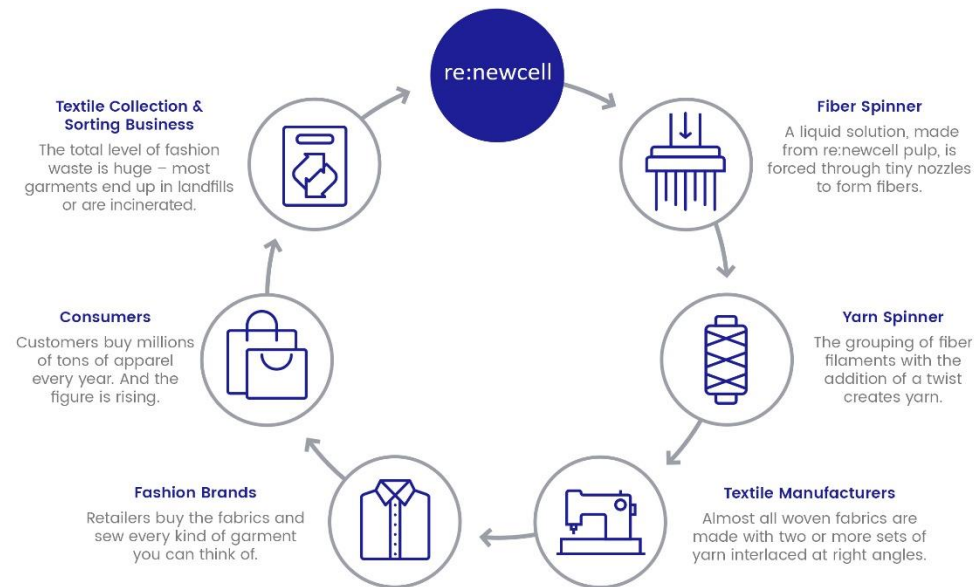
For more information on the **evaluation method**, click [here](#).



# The EU Textiles Strategy in Motion – What does it mean for the future of textiles?

## Renewcell dissolves natural fibres into biodegradable pulp

<https://renewcell.com/>



### Description:

Before a shirt is worn for the first time, it goes through more steps than most customers realise. Often one producer makes the yarn, another knits or weaves it into textile fabric, and a third makes the shirt from the fabric. Now it's ready for the customer to wear.

When garments are worn out or no longer wanted, some are sold second-hand or used as hand-me-downs, but the vast majority end up in landfills or are incinerated. Far too few are recycled due to the fact that cotton and viscose can't be recycled to a satisfactory standard on a large enough scale.

Renewcell's technology dissolves used cotton and other natural fibres into a new, biodegradable raw material: renewcell pulp. It can be turned into textile fibre, be fed into the textile production cycle and meet industry specifications. This is the link that has been missing from the cycle, and will enable the way fashion is produced and consumed to be transformed into a never-ending loop.

In June 2021, the European Investment Bank lent Renewcell up to €30.75 million. Having proven that their concept works, Renewcell will use the EIB loan to build their first full commercial-scale textile recycling plant, able to produce 60 000 tonnes of pulp per year, at the Örtviken industrial site near Sundsvall.