

# Why we need EU legislation to address the fashion industry's waste problem

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# Fossil Fashion

The hidden reliance of fast fashion on fossil fuels

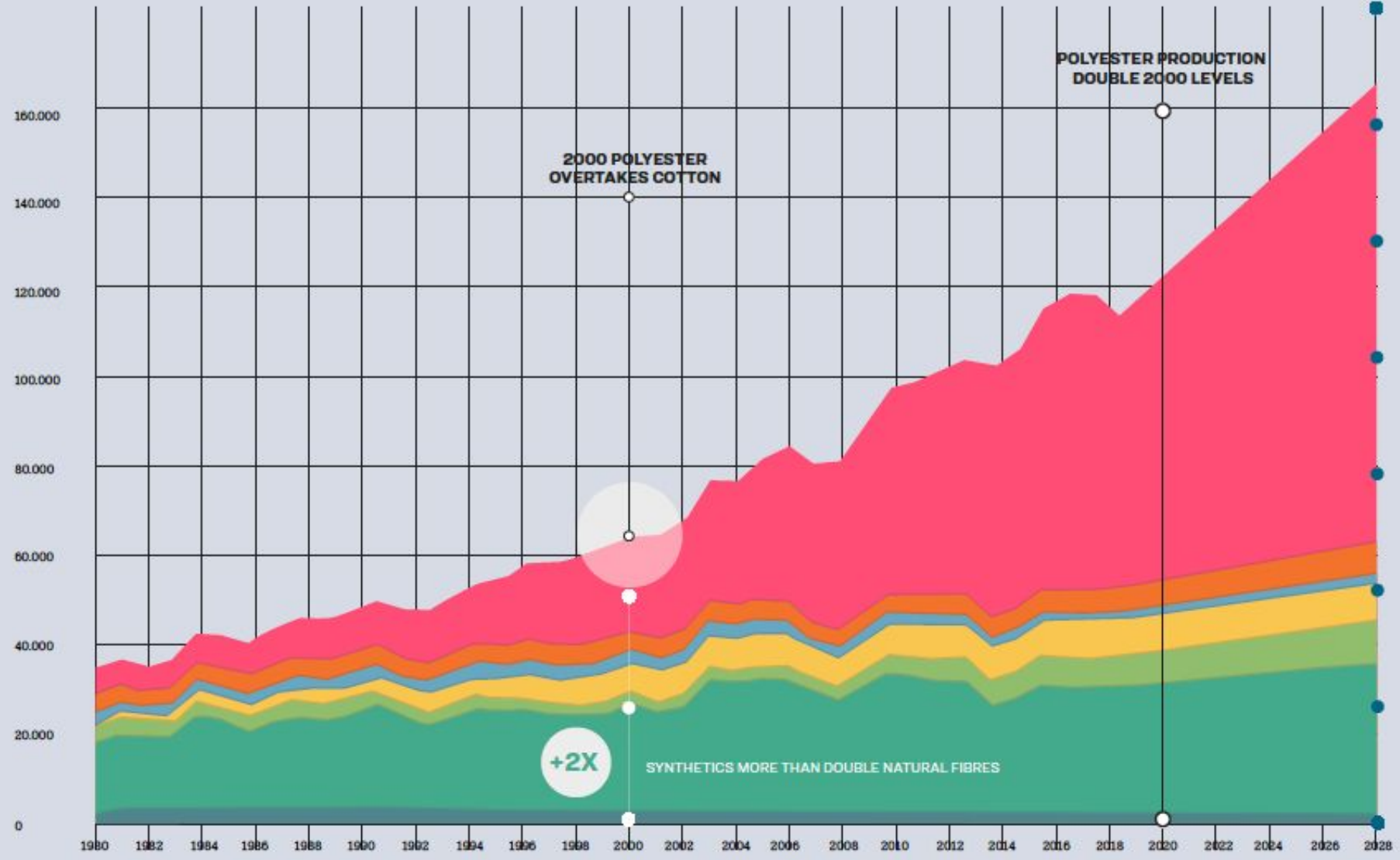


# WORLD FIBRE PRODUCTION BY FIBRE TYPE 1980-2030

THOUSAND METRIC TONS

MORE THAN SIX TIMES COTTON PRODUCTION

(Source: Tecon OrbiChem)



(SOURCE: COTTON ANALYTICS)



# THE PROBLEM WITH FAST FASHION

WE'RE USING CLOTHES LESS AND LESS BUT THE SALE OF CLOTHES HAS GROWN FASTER THAN POPULATION OR GDP



Source: McKinsey and Ellen MacArthur Foundation

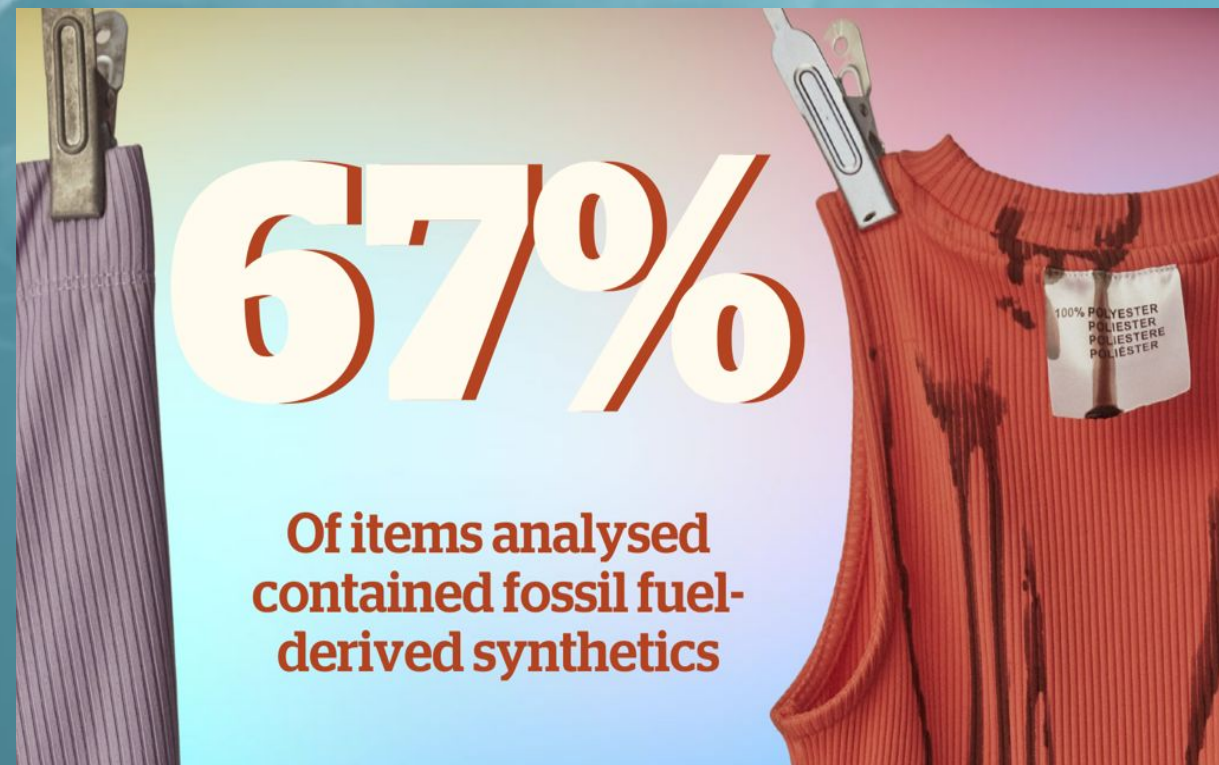
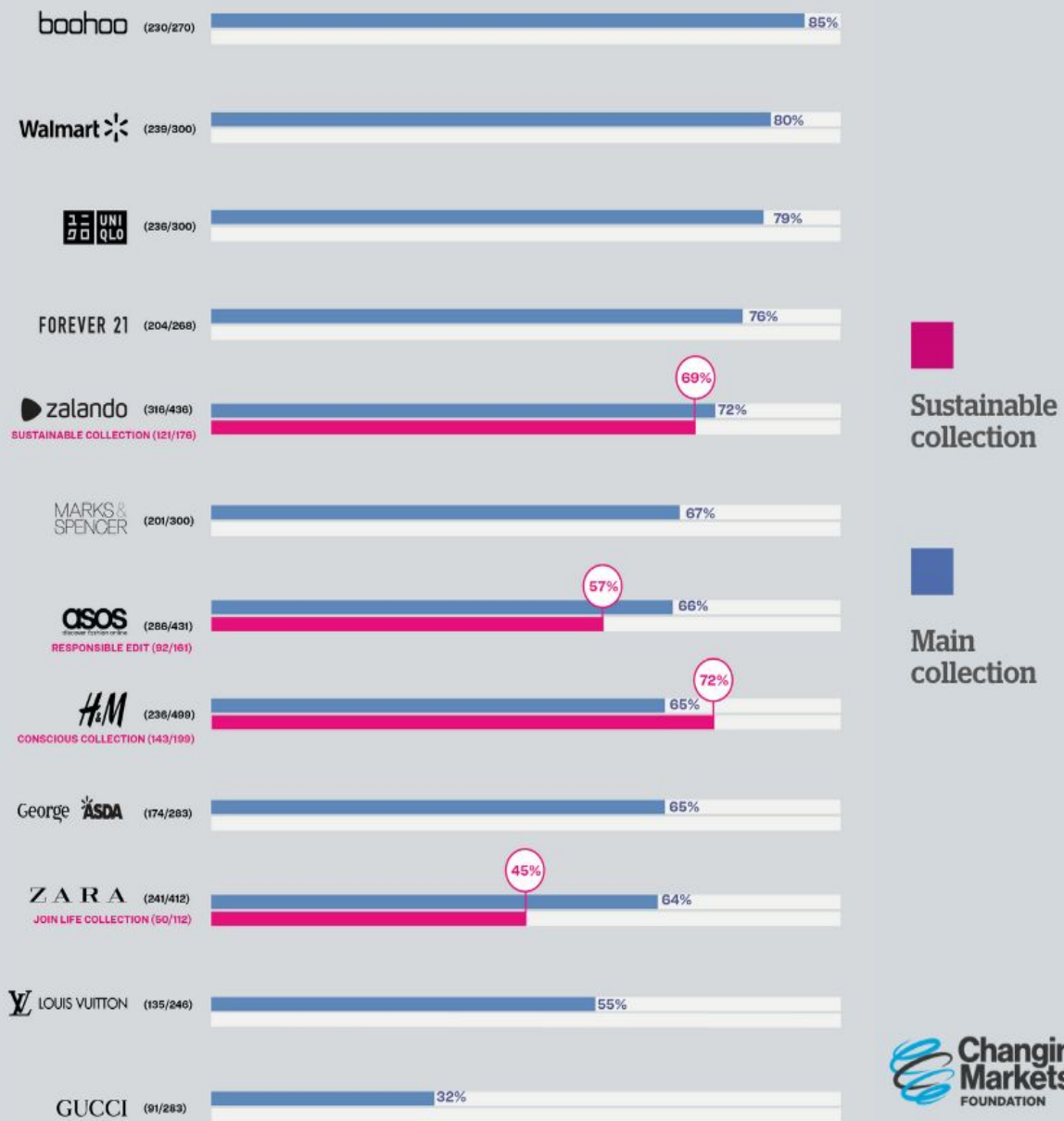
SOME GARMENTS ARE DISCARDED AFTER JUST

7/8  
USES



SOURCE: MCKINSEY

## % of items containing synthetics for each brand





# Europe's textile waste crisis

EUROPE'S OVERCONSUMPTION OF CLOTHES, SHOES AND HOUSEHOLD TEXTILES USES UP

**675** MILLION TONNES OF RAW MATERIALS EVERY YEAR



THE RECYCLABILITY OF TEXTILES IS RARELY CONSIDERED IN THE DESIGN PHASE

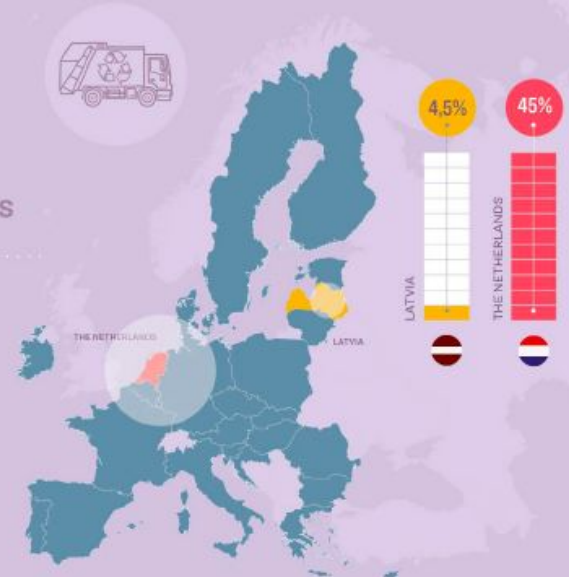


TEXTILE WASTE IS RECYCLED BACK INTO CLOTHES



OF ALL CLOTHING MATERIAL ENDS UP IN LANDFILL OR INCINERATION

THE COLLECTION RATE OF USED TEXTILES IN THE EU VARIES SIGNIFICANTLY



Based on European Environment Agency and Ellen MacArthur Foundation (full references in endnotes)

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WHICH IS WHY ALMOST A THIRD OF ALL TEXTILE WASTE IS UNSUITABLE FOR FIBRE-TO-FIBRE RECYCLING.



### Material & care

**Outer fabric material:** 64% polyester, 24% wool, 5% acrylic, 3% viscose, 2% polyamide, 2% cotton

**Care instructions:** Dry clean only

### Details

### Size & fit

### Sustainability



#### Made from recycled polyester

By using at least 20% recycled polyester over virgin polyester, this item was made using less water, energy and waste.

Conscious • New Arrival

Calf-length dress in a soft rib knit containing some wool. Slightly deeper neckline, long sleeves and a slit at either side of the hem.

Size — The model who wears a size S

Composition — Polyester 52%, Polyamide 20%, Viscose 15%, Cotton 10%, Wool 3%

Art. No. — U



## SOURCE, MATERIALS & C

### ORIGIN

We work alongside our suppliers, workers, unions and into a supply chain that respects and promotes human rights, Nations Sustainable Development Goals.

Additionally, thanks to an ongoing collaboration with our s developed a tracking programme that allows us to determine products are being made.

MADE IN CHINA

### ► SUSTAINABLE MANAGEMENT OF TH

### OUTER SHELL

31% polyester  
31% acrylic  
30% nylon  
4% wool  
4% elastane





85%

Of fashion brands surveyed use PET bottles for recycled polyester

#fossilfashion

This is a false solution, a one way ticket to landfill or incineration





Brussels, 30.3.2022  
COM(2022) 141 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

***EU Strategy for Sustainable and Circular Textiles***

- Link between fast fashion and fossil fuels
- Ecodesign requirements for textiles
- Digital product passport
- Microplastic pollution
- Greenwashing
- Rules on textiles waste exports
- Harmonized EU EPR

# A New Look for the Fashion Industry

EU Textile Strategy and the crucial role of EPR



 **Changing Markets**  
FOUNDATION

 **EEB**  
European  
Environmental  
Bureau

 **ZERO  
WASTE  
EUROPE**



# Recommendations

Each EU Member State should implement its own EPR for textiles, while certain key elements should be harmonised at the EU level, such as performance targets, defining which producers are to be obligated, and the criteria for eco-modulation of fees

1. fees should drive real change
2. set performance targets that respect the waste hierarchy
3. support closed-loop recycling, instead of downcycling
4. transparent governance and reporting on the EPR scheme's performance
5. one EPR system for textiles won't fit all (carpets, mattresses, etc.)
6. Progressive fees
7. Virgin plastic tax



THANK YOU!

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