

INTERNATIONAL  
**COTTON**  
CONFERENCE  
**BREMEN**

2024



20 – 22 MARCH 2024 | BREMEN PARLIAMENT HOUSE

## PRESENTATION

Session:

**A Wider View**

Title:

Textile Footprinting – Methodology and EU Legislation

Speaker:

**Klaus Steger**, IWTO President, International Wool Textile Organisation (IWTO)

### **Conference Organisation**

Faserinstitut Bremen e.V., Bremen, Germany. E-Mail: [conference@faserinstitut.de](mailto:conference@faserinstitut.de)

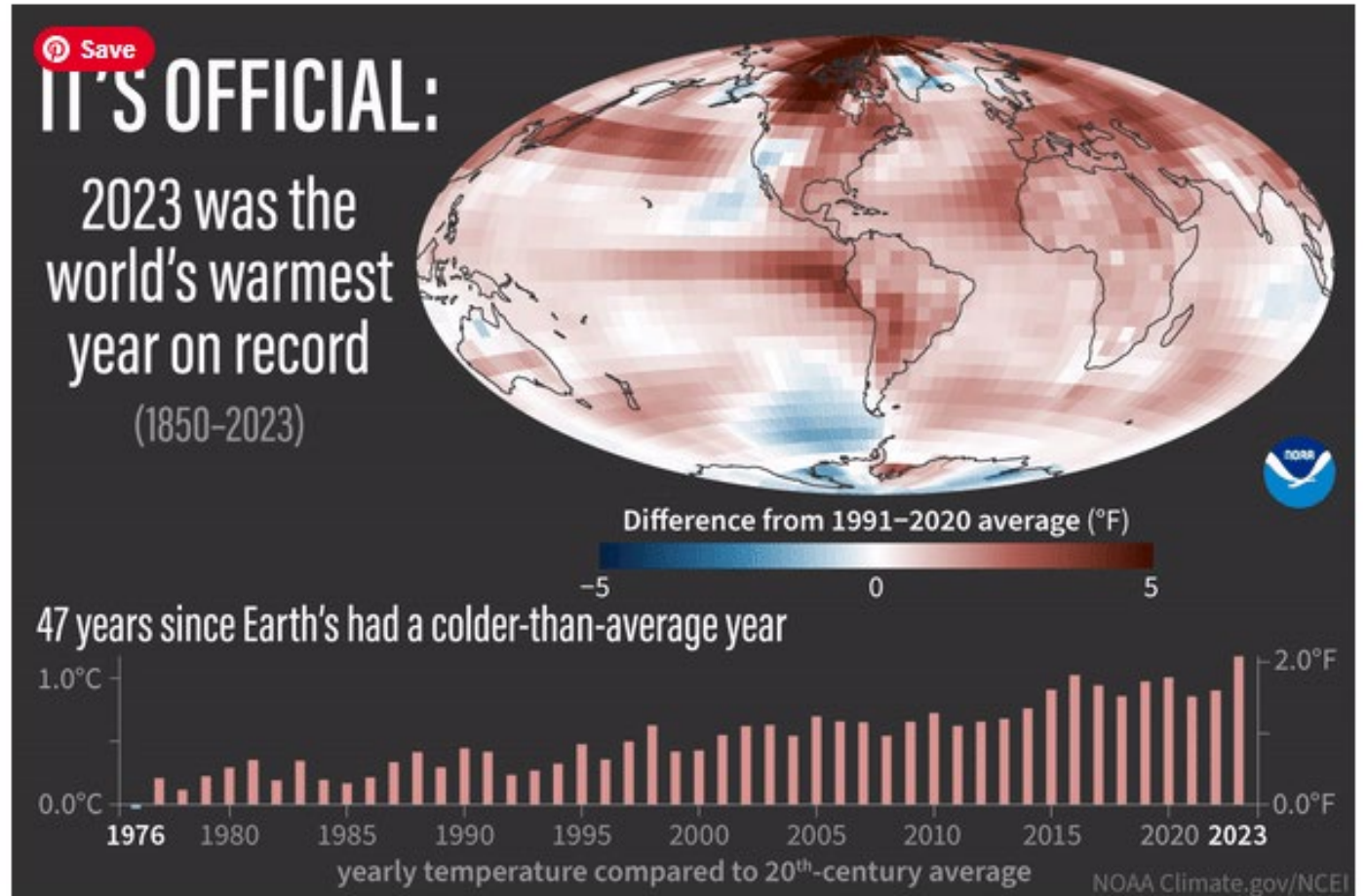
Bremer Baumwollboerse, Bremen, Germany. E-Mail: [info@baumwollboerse.de](mailto:info@baumwollboerse.de)

# TEXTILE FOOTPRINTING METHODOLOGY AND EU TEXTILE LEGISLATION

KLAUS STEGER  
IWTO



# Global Boiling





## Global Waste Crisis





# Recycling is backfiring

---

“Get-out-of-jail-free Card”



**Sweeping it under the carpet**



### EU STRATEGY FOR SUSTAINABLE AND CIRCULAR TEXTILES

**9,000 L**  
of water  
to produce the textiles a European buys in one year

**243**  
washing loads

up to **35%**  
of microplastics  
in oceans come from synthetic textiles

The infographic features a white t-shirt and brown trousers hanging on a hanger, a white washing machine, and a circular inset showing a beach with a magnifying glass over a small amount of water, symbolizing microplastic pollution. The background includes a blue sky and a green sea.

EU European Commission | #EUDataCrunch

### RESET THE TREND

Issue 2023

Make fast fashion out of fashion

The cover features a man in a white shirt against a background of stylized leaves in yellow, orange, and blue. A small European Union flag is visible in the bottom left corner. A vertical blue banner on the right side contains the text '#RefashionNow'.

#RefashionNow

## EU Strategy for Sustainable and Circular Textiles

---



# Fast Fashion

---

**“H&M CEO Sets Target To Double Retailer’s Sales by 2030”**



# Warning against Green Washing

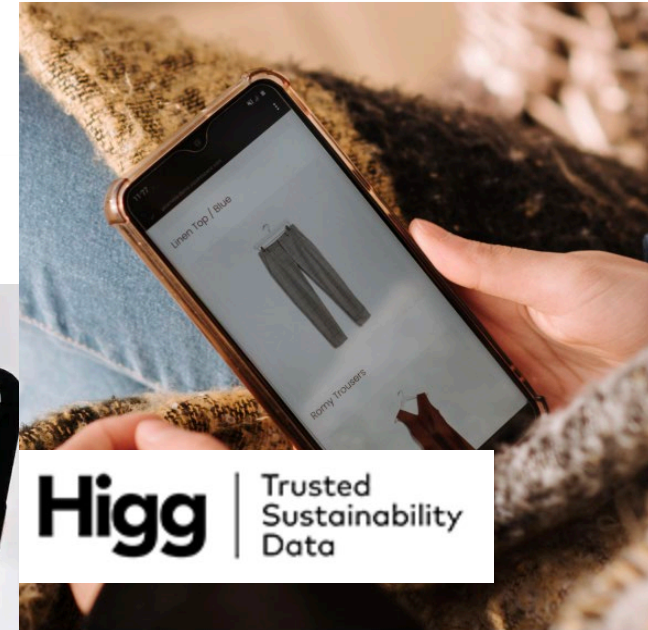
Higg Index



BOF

SUSTAINABILITY  
Dutch, Norwegian Regulators Issue Guidance on Controversial Higg Tool

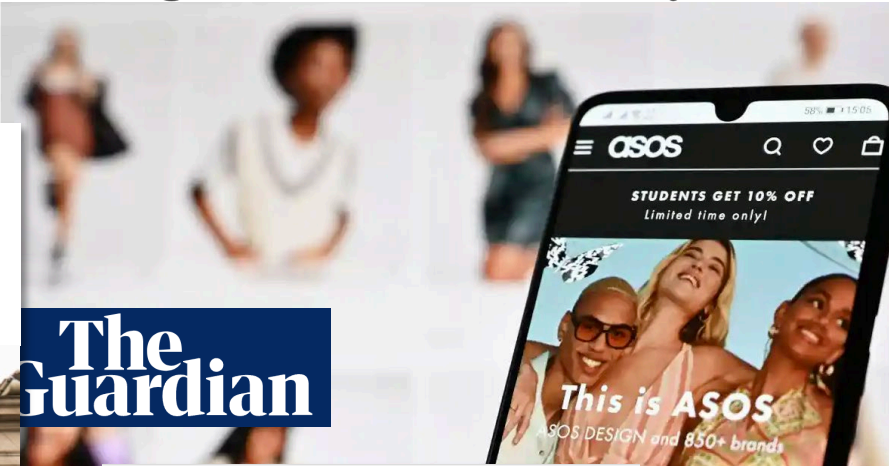
Asos, Boohoo and George at Asda investigated over eco-friendly claims



SUSTAINABILITY / BUSINESS

Lawsuits and Legislation Are Trying to Clean Up Fashion's Greenwashing Problem

WWD  
WOMEN'S WEAR DAILY



The Guardian

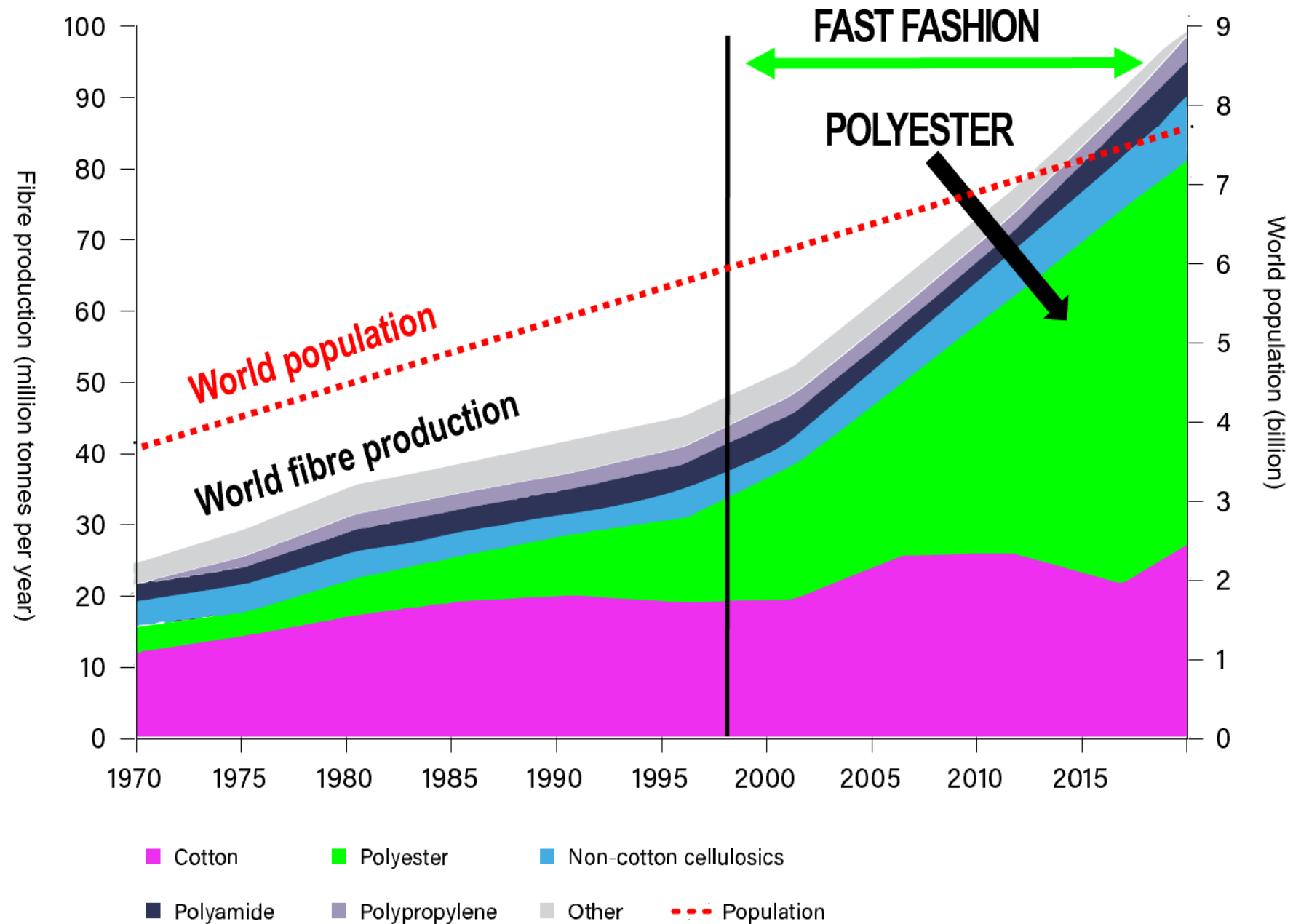
ECOTEXTILE  
NEWS

Zalando wins Norwegian Green Washing Award

Statement in Response to Guidance Published by the Norwegian and Dutch Consumer Authorities on Materials Data in Consumer Communications

# Sustainable Textiles ?

The availability of **cheap polyester clothing** has been the primary enabler of fast fashion



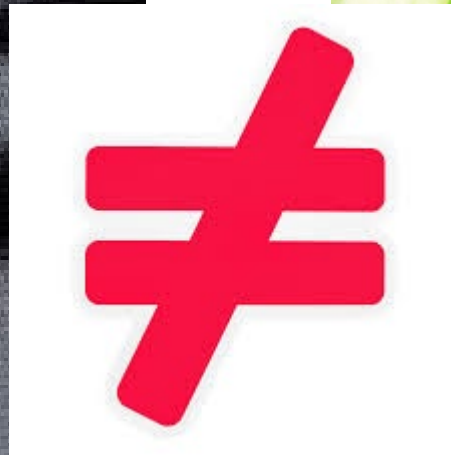


**Microplastic release is not measured in PEF**



**Current Textile Footprint Measuring Tools are not working for our planet**

# Man-made versus Natural



**FROM MINING**

**FROM FARMING**

# Environmental Impacts

**THE PEF METHOD MEASURES MANY ELEMENTS, BUT OVERLOOKS KEY IMPACTS OF POLYESTER**

1. Climate change
2. Ozone depletion
3. Human toxicity cancer
4. Human toxicity – non-cancer
5. Eco-toxicity – freshwater
6. Particulate matter
7. Ionising radiation
8. Photochemical ozone
9. Acidification
10. Eutrophication – terrestrial
11. Eutrophication aquatic
12. Eutrophication – marine
13. Land use
14. Resource depletion – water
15. Resource depletion fossil fuels
16. Resource depletion – minerals
17. Plastic waste
18. Microplastics
19. Circularity

**Without measuring the key impacts of polyester:**

- Plastic waste
- Microplastics

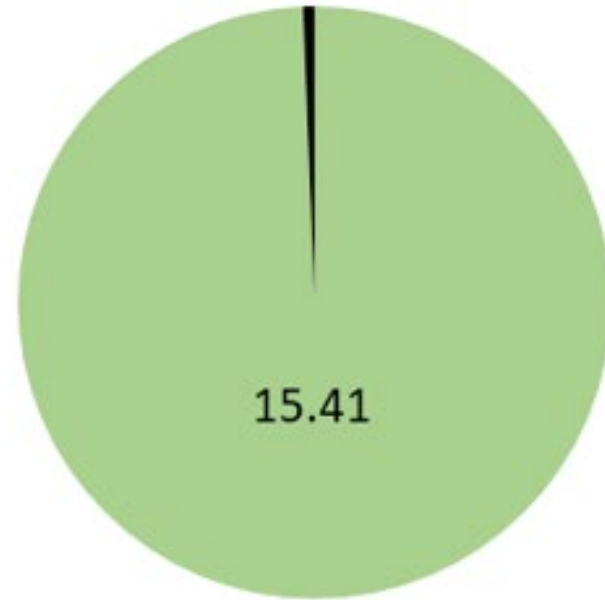
**PEF cannot effectively deliver EU Green Deal goals:**

- 
- Put fast fashion out of fashion
  - Tackle the release of microplastics
  - Produce high-quality textiles
  - Long-lived and recyclable clothing
  - Repair and re-use services available

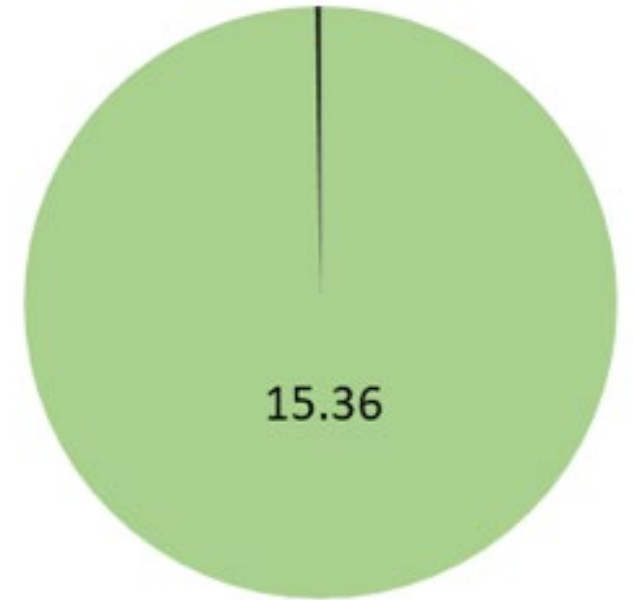
# PEF Road-test

LIKE ALL LCAs,  
PEF ONLY TARGETS  
ENVIRONMENTAL  
HARM

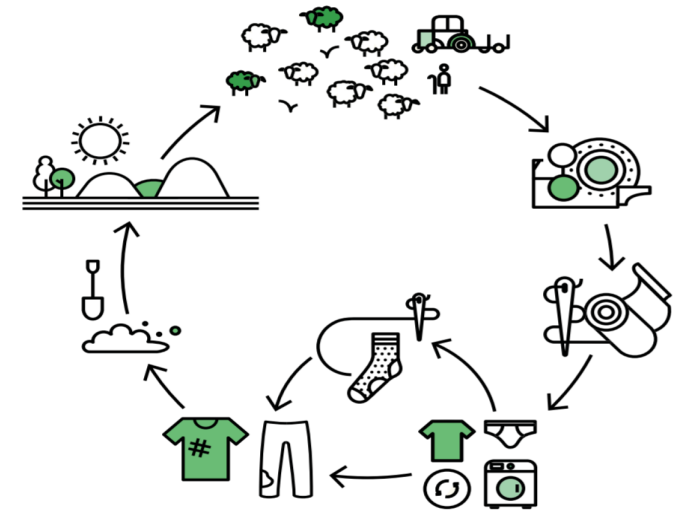
PEF single score, without  
composting



PEF single score, with  
composting



- PEF/LCA  $\neq$  sustainability
- PEF/LCA  $\neq$  renewability
- PEF/LCA  $\neq$  biodegradability



# System Boundary Issue

ENVIRONMENTALLY  
'FREE' RAW  
MATERIALS UNFAIRLY  
ADVANTAGES  
FOSSIL FIBRES

Products made from  
**natural fibres**



GHG,  
water,  
land

Farm

Manufacturing

Use

End of  
life

Products made from  
**fossil fuel fibres**



GHG,  
water,  
land

Extraction

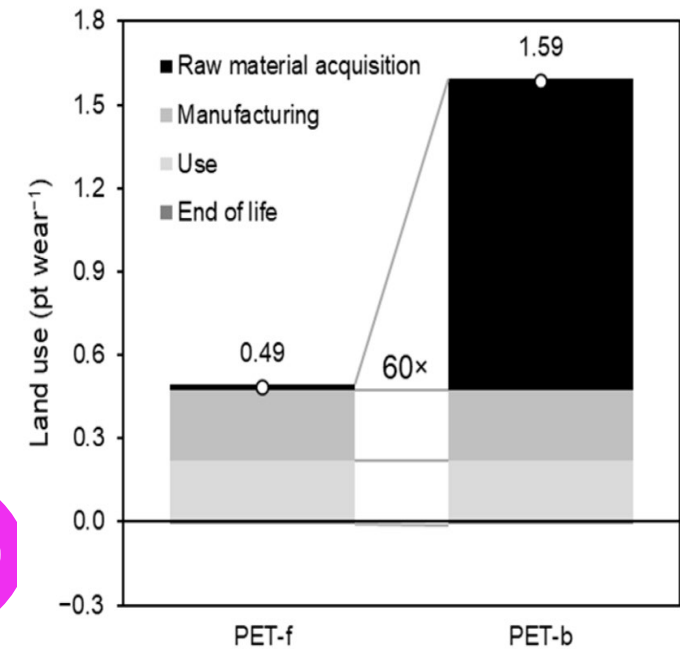
Manufacturing

Use

End of  
life

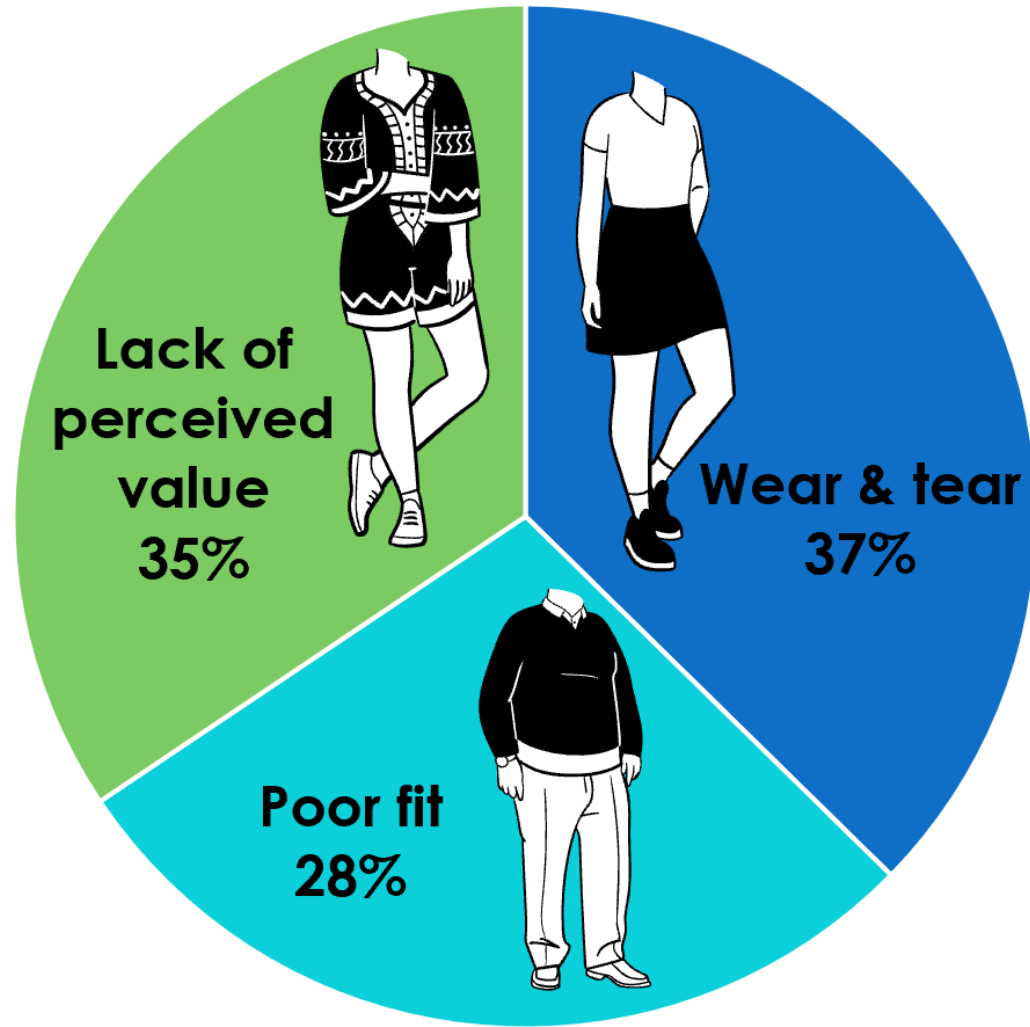


LAND USE IMPACT X 60





# Product Lifetime



**ESTIMATING PRODUCT LIFETIME:**

**“THE MOST DURABLE PRODUCTS WILL HAVE THE LONGEST LIFE”**

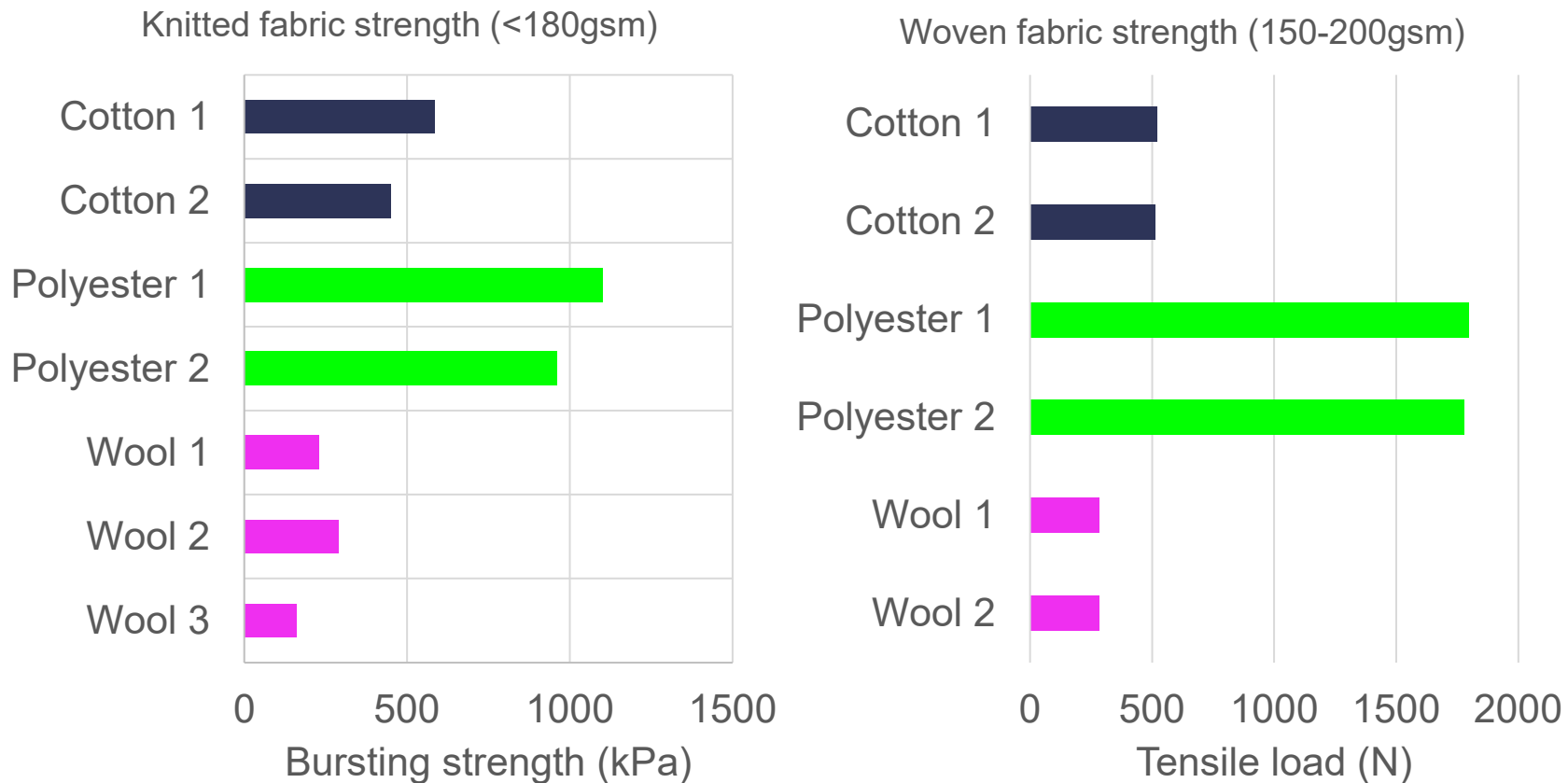
**Almost 2/3 of clothing is thrown out before worn out**


# Target Producer Responsibility

**CLOTHING MADE  
FROM POLYESTER  
IS THE STRONGEST**

**They contribute to  
shorter—not longer—  
product lifetimes**

## Using physical durability testing to estimate garment lifetime



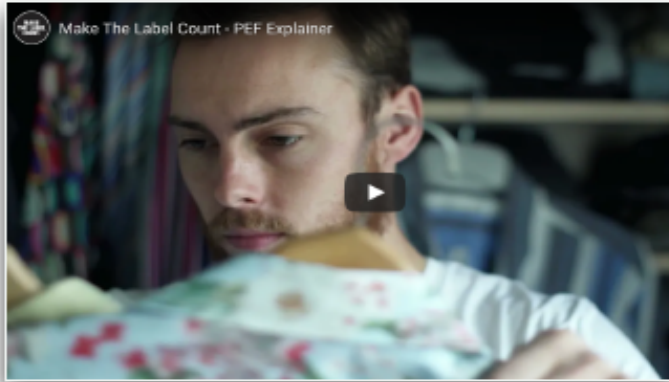
A large elephant is superimposed on the right side of the image, standing in a conference room. In the background, several people are seated around a large conference table, engaged in a meeting. The room has large windows and a modern interior.

## Conscious Consumption

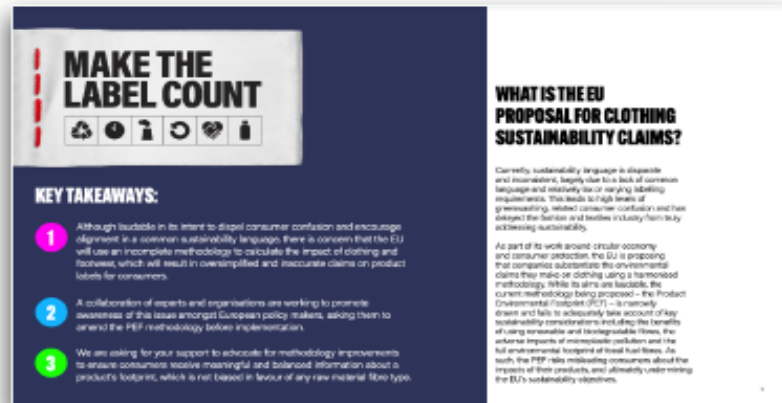
1. Reduce
2. Reuse
3. Recycle

# WEBSITE

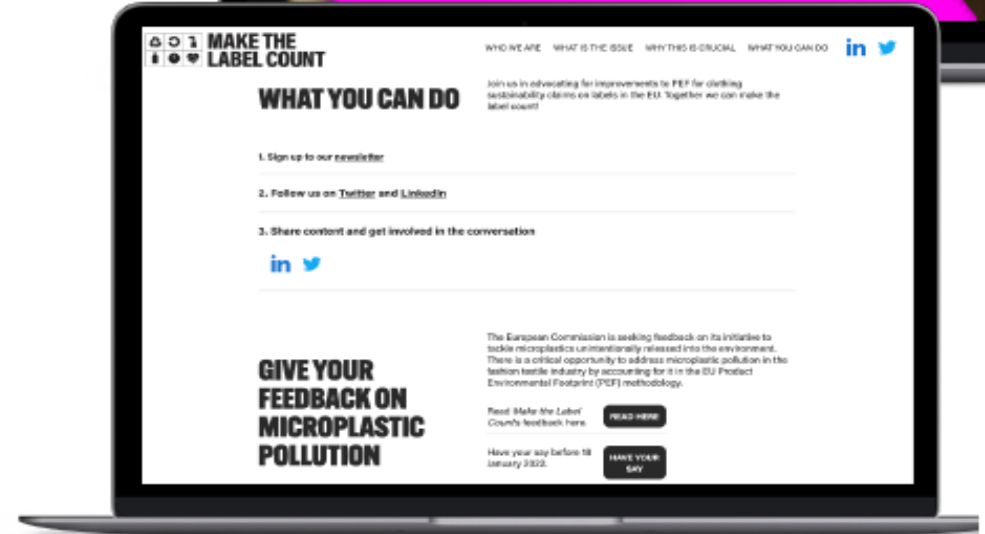
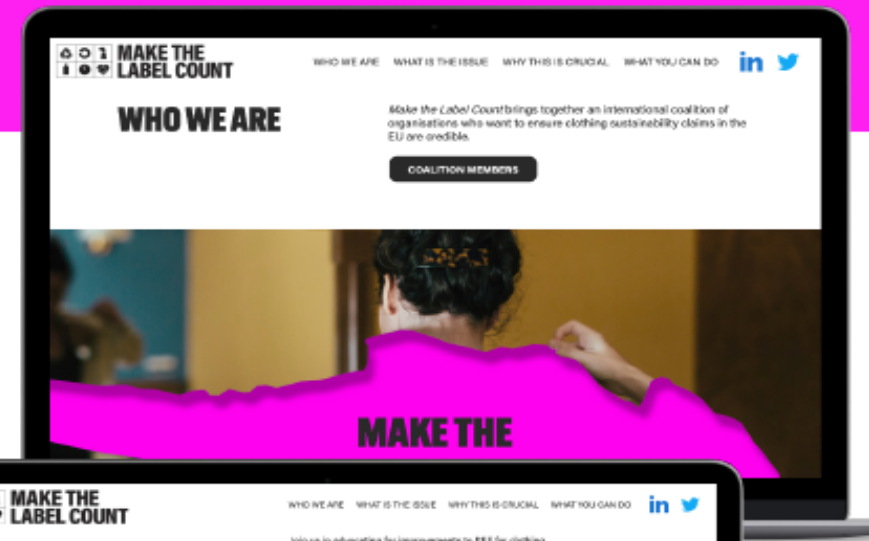
VISIT: [www.makethelabelcount.org](http://www.makethelabelcount.org)



**EXPLAINER ANIMATION**  
*Subtitled In English, French and Italian*



**CAMPAIGN BRIEFING DOCUMENT**  
*Also translated into in French, German, Italian, Portuguese and Spanish*



**CALL TO ACTION**  
*Encouraging audience to get involved in the campaign activities and the EU's consultation opportunities*

**Klaus Steger – [steger@iwto.org](mailto:steger@iwto.org)**