

Moving the needle:

**Towards a sustainable and resilient European
branded clothing sector, creating shared
prosperity and a level playing field.**

**EBCA's recommendations
for the 2024 – 2029 EU political mandate**

EBCA



Executive summary

We envision a Europe where the branded clothing sector contributes to shared prosperity and is supported by global standards that enhance sustainability and trade, creating a level playing field.

3 core pillars of action to move the needle:

1. Reinforce the ambition for a sustainable and circular textile market.



1. Focus on the impactful implementation of the Green Deal.
2. Connect with the consumer agenda.
3. Strengthen the EU single market and ensure policy coherence.
4. Create an environment that boosts cost-efficient circular business models.
5. Ensure holistic approach to address circular economy – climate – biodiversity nexus.

2. Strengthen collaboration and global partnership.



1. Promote open markets and drive an ambitious, sustainable trade agenda.
2. Support a green and just transition globally and invest in capacity building.

3. Invest in resilience to future-proof the clothing sector.



1. Promote the twin – digital and green – transition and invest in infrastructures.
2. Reskill and upskill the current workforce to advance green and digital skills.
3. Invest in innovation and R&D.

These pillars, embraced by both industry players and European policymakers, will be instrumental for driving sustainable growth and competitiveness.

Foreword

Clothing has long been a canvas for creativity, innovation, and individuality. The fashion industry's evolution has been propelled by relentless creativity and boundary-pushing designs, with minimal regulatory oversight or standards.

However, there is a recognition in the broader ecosystem of the imperative for change—from the way we create and market our products to the way we value nature and support the people that intersect our industry.

Finding a balance between the freedom of fashion and curbing its social and environmental impact is crucial for society and our sector's sustainable future. In recent decades, members of the European Branded Clothing Association (EBCA) have invested in a number of programs to address longstanding environmental and social issues.

To guide and complement proactive measures taken by branded clothing companies, regulations play a crucial role in elevating industry standards, accelerating progress and ensuring a level playing field.

Many transformative regulations for our sector are being driven by the European Union (EU), but their ripple effects will reach the sector worldwide given the global nature of clothing supply chains.

We believe that EU Green Deal legislation can support the competitiveness of our companies and accelerate the progress of our ongoing investments in sustainable business models. However, the significant increase in regulatory pressure will lead to growing compliance costs. To foster global competitiveness, it is essential that incentives are created, and obstacles addressed. The EU internal market needs to be strengthened and an ambitious, collaborative market access strategy, based on smart and open trade, deployed.

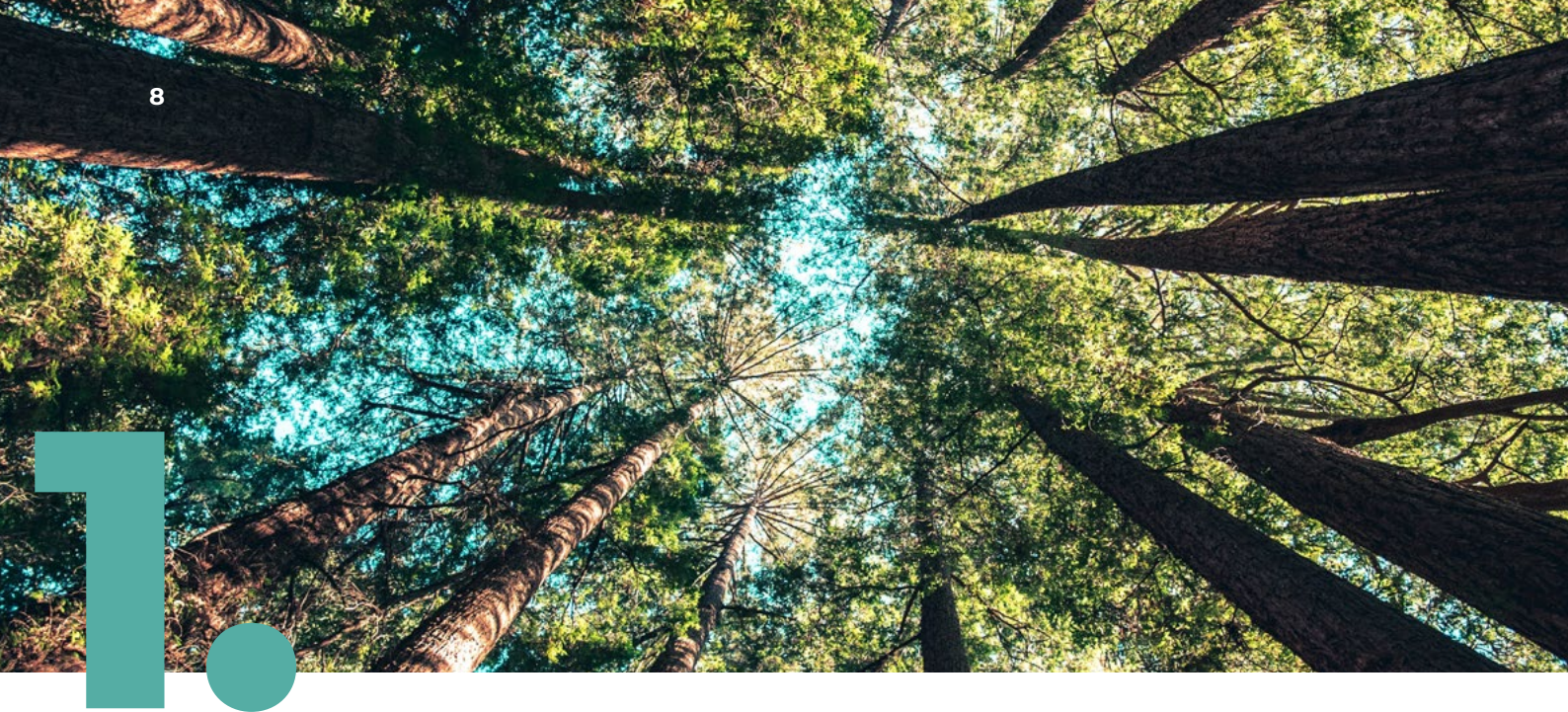
The next political mandate should therefore focus on consolidating EU regulations and creating a sustainable and competitive business environment. Harmonised implementation and rigorous enforcement of the regulatory framework are imperative to secure a competitive edge in today's market. No company should be able to exploit loopholes for unfair advantages.

We strongly believe Europe has the potential to move the needle and establish higher standards for our sector. EBCA is committed to work together towards a sustainable and resilient European branded clothing sector, creating shared prosperity and a level playing field, while mitigating the sector's negative social and environmental impacts.



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Reinforce the ambition for a sustainable and circular textiles market

We are convinced that a green and just transition is not only an opportunity for businesses and citizens, but also a necessity from an environmental, economic, and social perspective. In the past years we have seen an ambitious regulatory agenda which will move the sector from being mostly unregulated to being a regulated sector. This is a significant shift, and one we strongly support as we hope it will raise the bar for our sector across a range of issues and create a level playing field.

At the same time, in the short-term, these regulatory changes are presenting new challenges for the public and private sector that will need to be addressed through transformative shifts and innovative solutions across value chains. In order to meet the intended goals of the regulations in a complex legislative landscape, it is critical that the sector and broader supply chain are given the time and support to successfully absorb and implement the multifaceted requirements.

To drive change and grasp the benefits of the transition, we believe it is important to:

1. Focus on the impactful implementation of the Green Deal.
2. Connect with the consumer agenda.
3. Strengthen the EU single market and ensure policy coherence.
4. Create an environment that boosts cost-efficient circular business models.
5. Ensure a holistic approach to address the circular economy – climate – biodiversity nexus.

1.1 Focus on the impactful implementation of the Green Deal



The significant range of legislative initiatives aimed at driving the green and just transition, such as ecodesign, due diligence requirements, green claims etc. , should be consistently implemented and enforced, regardless of product origin. This is key to ensure that European industry stakeholders are not unfairly disadvantaged by the enhanced regulatory framework and associated compliance costs.

Given the multiple, diverse, and complex initiatives outlined within the framework of the EU Strategy for Sustainable and Circular Textiles, and their significant impact on the clothing sector, successful execution of these policies necessitates a well-structured implementation process.

Comprehensive guidance needs to be provided and implementation and enforcement needs to be monitored to ensure effectiveness and consistency. Ensuring a level playing field is of paramount importance to safeguard competitiveness.

International alignment and mutual recognition of regulatory standards needs to be actively promoted. This is crucial for leveraging competitive advantage, creating economies of scale, boosting international trade and enhancing market access to third countries.

Concretely, we ask European leaders to:

- ▶ Draft and adopt, through robust stakeholder consultation (Ecodesign Forum), ecodesign measures that are clear, implementable, and enforceable to drive impact and create a level playing field.

- ▶ Prioritize durability, ease of recycling and recycled content as measurable and enforceable textile ecodesign criteria.

- ▶ Ensure sufficient transition time (a minimum of 24 months) and guidance is provided for companies to implement the Digital Product Passport (DPP) under the Ecodesign for Sustainable Products Regulation.

- ▶ Introduce a risk-based system, mirroring the system for REACH and General Product Safety Regulation (GPSR), for compliance of ecodesign that is fit for purpose and does not pose an undue administrative burden on companies.

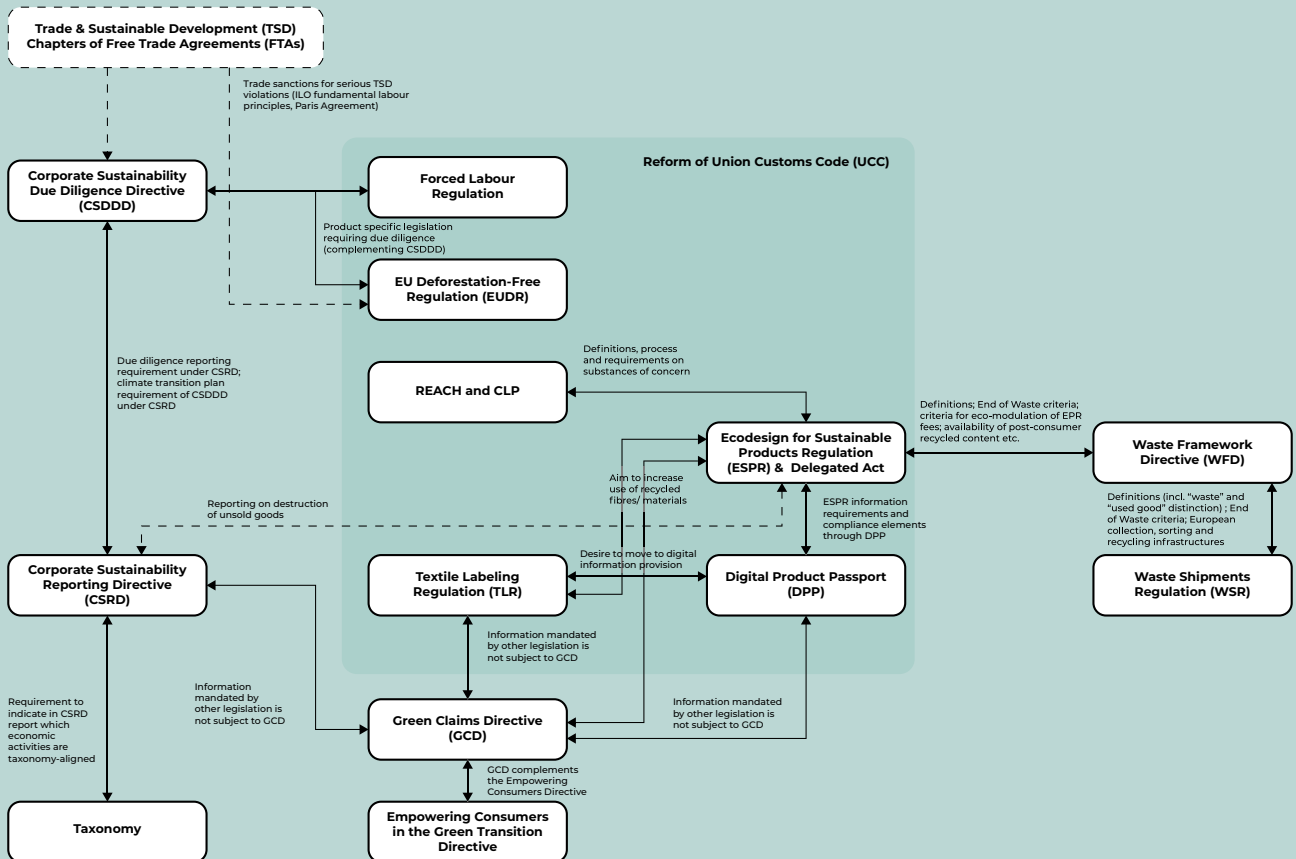
- ▶ Allocate appropriate resources (including personnel, time, technical expertise, and tools) at the EU and Member State level to ensure the effective and practical enforcement of EU regulations. Strengthen digital infrastructure and tools for market surveillance and boost cross-border cooperation and coordination between authorities.

- ▶ Revise REACH to enable the sector’s transition to the use of safer and more sustainable products. Tackle the presence of hazardous substances in textiles by mandating chemical suppliers to provide information to downstream users.
- ▶ Implement a harmonised framework for Extended Producer Responsibility (EPR) for

textiles in Europe and facilitate dialogue with jurisdictions outside Europe.

- ▶ Ensure sufficient guidance and monitoring for the implementation of the Corporate Sustainability Reporting Directive (CSRD) before further extending mandatory reporting requirements for the sector.

Interconnectedness of EU textile regulatory framework* demands policy coherence



*Majority of legislation enters into force between 2023-2026

1.2 Connect with the consumer agenda



Consumers play a key role in creating demand for sustainable and circular textiles. EBCA members have direct interaction with consumers and over many years have worked to provide customers with information to make more sustainable choices. Being able to communicate on sustainability investments and innovations is also an important business driver to secure internal buy-in and prioritization.

EBCA supports the intention of ending greenwashing practices and the aim of ensuring that sustainability claims become reliable, comparable, and verifiable across the EU. At the same time, we are concerned about the recent trends across the industry where sustainability and innovation-related communications are turned into a “risk” rather than an “opportunity”.

We believe that clear, actionable, and unambiguous rules should direct the sector to make science-based environmental claims.

To create an adequate framework for enhancing consumer engagement and trust while providing legal certainty, we call on the European Commission to:

- ▶ Provide legal certainty and policy coherence – linking the Green Claims Directive, Textile Labelling Regulation and Ecodesign for Sustainable Products Regulation in particular – to support companies in communicating about the sustainability of their products and providing consumer information.
- ▶ Create a level playing field and avoid the administrative burden of requiring verification of

individual claims, focusing instead on the validity of the verification processes, i.e., ensuring all verifiers assess claims using the same set of rules.

- ▶ Ensure harmonised interpretation and enforcement of the EU Empowering Consumers Directive and Green Claims Directive to enhance legal certainty for economic operators and improve consumer understanding and trust.
- ▶ Avoid duplication of tools and leverage the Digital Product Passport (DPP) to enhance access to information and product traceability while making sure that the necessary support and systems are available.
- ▶ Leverage the opportunity of revising the Textile Labelling Regulation to find a better balance between the information that consumers must have on the product (on a physical label) and more detailed, digitally accessible information.
- ▶ Guide and support companies in their fact-based education campaigns to enhance consumer awareness and encourage responsible consumption.



1.3 Strengthen the EU single market and ensure policy coherence & competitiveness

The EU single market is one of the cornerstone achievements of the EU. A strong and well-functioning single market is key to competitiveness and creating legal certainty, consumer protection, and a supportive environment for a cost-effective sustainable textiles market.

Unfortunately, we are witnessing a growing number of challenges and barriers. Ensuring compliance with increasingly differing national requirements (e.g., labelling, extended producer responsibility, etc.) not only places significant financial and administrative burden on companies operating in Europe, but also heavily impacts the competitiveness and scalability of sustainable business models.

Single market barriers significantly undermine Europe's global competitiveness and the green transition and require urgent action.

To safeguard and further strengthen the single market, we ask European leaders to:

- ▶ Move purposefully towards implementation of the revised Union Customs Code (UCC) to support digitalisation of customs procedures and reward trusted traders.

- ▶ Increase consumer protection by ensuring compliance with EU standards and regulations for products entering the market.

- ▶ Ensure policy coherence and leverage opportunities in the extensive EU legislative agenda (e.g., on product information/ labelling, extended producer responsibility) to ensure EU harmonised requirements.

- ▶ Avoid national regulatory initiatives that may lead to regulatory fragmentation or act as potential market barriers and leverage EU efforts instead.

- ▶ Secure EU harmonisation by providing implementation guidance at a national level and addressing potential barriers.

- ▶ Provide a level playing field between EU and non-EU economic actors.

1.4 Create an environment that boosts cost-efficient circular business models



There are opportunities for the EU to further encourage a green and just transition by creating a truly circular single market, where materials can flow freely, and which boosts repair, resale, rental, and recycling.

Branded clothing companies see the need and opportunity to move from linear business models to more circular business models (see page 25) and have invested in multiple pilots and projects.

However, today such circular business models are struggling with the business case as this is a low-margin sector with high labour costs. Further investments and incentives are needed to support the transition and to make it cost-efficient and competitive.

To create a truly enabling European circular business and policy environment, we call upon European leaders to:

- ▶ Adopt fiscal (such as removal or reduction of VAT) and non-fiscal incentives on second-hand resale, incentivising reuse and repair.
- ▶ Commission a study into labour taxation, reviewing options to make labour-intensive business models such as rental models, R&D, repair and recycling more cost-efficient.

- ▶ Support and incentivise circular business models and voluntary company take-back systems (e.g., in-store or by package shipment) by taking results of such operations into account when calculating Extended Producer Responsibility (EPR) fees.

- ▶ Accelerate the development of clear and harmonised End of Waste criteria in line with the Waste Framework Directive (WFD), and to be aligned with the objectives and definitions of the Waste Shipments Regulation (WSR), to 1) support resale of reusable garments before they become waste and 2) allow for easier shipment of textile feedstocks for the recycling industry by ensuring that pre-sorted textiles which are intended for recycling do not fall under the waste definition.

- ▶ Standardise how to measure environmental impact of reused vs. new products.

- ▶ Create an enabling environment for investing in sorting and recycling infrastructures at large scale to deploy a cost-effective EU market for secondary materials.

► Boost cross-border cooperation between Member States and Producer Responsibility Organisations (PROs) to remove barriers to the movement of collected clothing, waste, and recycled materials and to ensure the most efficient use of EPR fees.

► Support access to product data (such as fibre composition and components to guide preparation for reuse and recycling) through the Digital Product Passport (DPP).



1.5 Ensure a holistic approach to address the circular economy – climate – biodiversity nexus



As the World Economic Forum concluded, 50% of the global economy is under threat from biodiversity loss due to deforestation, pollution, climate change and resource depletion.

The textile industry is highly dependent on natural ecosystems and biodiversity conservation is key. At the same time, the sector is considered amongst the top sectors contributing to biodiversity loss. In a recent report, McKinsey & Company determined that most of the impact on biodiversity comes from raw-material production, material preparation and processing, and end of life.

Europe's circular economy agenda as well as actions on climate change provide important solutions to mitigate biodiversity impact, e.g., less emissions, less resource use, more sustainable production and consumption, and reducing pollution by sustainable design etc.

The circular economy – climate – biodiversity nexus requires a holistic approach, policy coherence and support for innovation.

We ask European leaders to:

- ▶ Provide guidance on the development of transition plans as part of the Corporate Sustainability Reporting Directive (CSRD) European Sustainability Reporting Standards (ESRS).
- ▶ Leverage the experience of the Science Based

Targets Network (SBTN) and Taskforce on Nature-related Financial Disclosures (TNFD).

- ▶ Support industry initiatives and public-private partnerships to better understand the circular economy – climate – biodiversity nexus and potential solutions.
- ▶ Scale innovative, low-impact technologies and materials by fostering investment and R&D funds, e.g., through dedicated Horizon Europe projects.
- ▶ Leverage the development of ecodesign criteria under the Ecodesign for Sustainable Products Regulation (ESPR) to ensure a holistic approach addressing the nexus and incentivize the uptake of low-impact materials.
- ▶ Connect to the consumer agenda and work with brands to enhance consumer awareness and support simple yet more sustainable behavioural adjustments.
- ▶ Work with The Microfibre Consortium on the status of science, test methods and potential solutions to limit the release of microfibres.
- ▶ Invest in sustainable collection and recycling infrastructure to boost circular business models.

2.

Strengthen collaboration and global partnership

The textile and clothing industry is one of the biggest and most important industries in the world, driving a significant part of the global economy. The supply chain is one of the most complex and globalized supply chains of any merchandise or commodity (see page 25). It generally covers multiple countries, suppliers, distributors, and retailers – starting with the producers of raw materials and moving down to ginners, traders, spinners, importers, dyers, and

garment manufacturers before being distributed, shipped, and sold in physical and digital stores around the world.

The global and complex nature of the supply chain brings opportunities and challenges. To drive global competitiveness and make a meaningful impact, the transition towards a circular economy, decarbonization, climate action and social progress should be supported globally.

A smart policy mix is needed to ensure a just transition and to drive sustainable global supply chains.

We believe such a smart policy mix should:

- 1. Promote open and sustainable trade.**
- 2. Support a green and just transition globally and invest in capacity building.**

2.1 Promote open markets and drive an ambitious, sustainable trade agenda



Promoting open markets and driving an ambitious, smart trade agenda is key for European companies and the global textile supply chain. In many countries, the textile sector is a major source of livelihood and a significant contributor to the national economy, with textiles being responsible for most export earnings and a large percentage of employment.

Ambitious Free Trade Agreements (FTA) with strong sustainability chapters hold the potential to strengthen economic ties, foster trade growth and create mutually beneficial opportunities for enhanced cooperation and development between these key partners.

International alignment and mutual recognition of regulatory standards needs to be actively promoted. This is crucial for leveraging competitive advantage, creating economies of scale, boosting international trade and enhancing market access to third countries.

Trade policy is also an important lever to support and incentivise circular business models. For instance, goods classified as more environmentally friendly (e.g., for products with recycled materials or second-hand products) could be granted facilitated market access through tariff reductions or elimination. Through identification and classification of goods worldwide, greening of HS codes play a vital role in the implementation of green policies.

To keep promoting open markets and foster fair competition, we call on European leaders to:

- ▶ Work with like-minded partners to resolve trade disputes through dialogue and negotiation rather

than resorting to unilateral actions.

- ▶ Continue to address market access barriers in third countries as they arise and develop a renewed and proactive market access strategy, ensuring mutual recognition of EU standards.

- ▶ Prioritise the conclusion of Free Trade Agreements (FTAs) between the EU and India, as well as the EU and Indonesia, ratify EU-Mercosur, and develop a roadmap for new FTAs with other trade partners with high-growth potential.

- ▶ Review strict trade rules of origin in FTAs that may pose challenges for industries that seek to achieve both trade advantages and environmental sustainability.

- ▶ Promote international standards and drive regulatory alignment – including mutual recognition.

- ▶ Take a leading role in international multilateral discussions and advocate for World Trade Organisation (WTO) reform and expansion as the multilateral rules-based trading system to continue spreading trade growth and global prosperity.

- ▶ Leverage the opportunity of the World Customs Organisation (WCO) HS code review to incentivise trade in more sustainable products, while ensuring coherence with the EU regulatory framework.
- ▶ Leverage the EU Generalised Scheme of Preferences (GSP) as a key trade tool for driving

economic growth and ensuring social and environmental sustainability. GSP should remain a generous scheme for growth and economic development in low-income countries, without compromising on sustainability principles that underpin its added value and effectiveness. When further improved, GSP has the potential to contribute to the sector's green and just transition.



2.2 Support a green and just transition globally and invest in capacity building



To ensure a just transition to the green economy, it is key that third countries are prepared and supported to meet increased expectations stemming from these drastic changes in the regulatory landscape. In fact, meeting the regulatory requirements and climate targets will depend on addressing complex market reforms.

The textile sector makes significant socio-economic contributions globally in various ways, including economic development, employment generation, and community engagement. It continues to provide opportunities for rapid industrialisation with associated socio-economic development and internationalisation through trade, assisting low-income countries to become middle-income countries and bringing millions of people out of poverty.

The Ellen MacArthur Foundation estimates that globally, the clothing industry employs more than 300 million people along the value chain, particularly for women. This fosters socio-economic development in low-income countries and helping lift people out of poverty.

Various systemic constraints, beyond the sector's control, could make the uptake of the EU legislative requirements challenging for third countries – e.g., renewable energy transitions, investments in energy efficient technologies, lack of robust grid infrastructures, limited recycling capacity and infrastructure etc. There is a risk that some countries or regions, that would not be able to make the necessary reforms, end up being intentionally or unintentionally left behind.

However, when done in a just and supportive manner, the transformation can bring significant opportunities across the globe.

Collaboration through dialogue, capacity building and dedicated development funding are key to overcoming the challenges.

Concretely we ask European leaders to:

- ▶ Secure investment in capacity building and collaboration programs to support our sector's transformation.
- ▶ Initiate state-to-state dialogue to provide necessary guidance and support.
- ▶ Provide technical and financial support for green and digital innovations in third countries.
- ▶ Encourage public-private partnerships to develop and implement industry initiatives.
- ▶ Promote international standards and drive regulatory alignment – including mutual recognition – to support the just transition globally.



Invest in resilience to future-proof the clothing sector

The Covid-19 pandemic disrupted the clothing sector in numerous ways, from supply chain disruptions to changes in consumer behaviour.

Post-Covid, the sector still faces significant macroeconomic pressures – geopolitical tensions, inflation, high interest rates, energy

prices, labour costs, weakened economies – that continue to weigh on global supply chains and competitiveness.

Investments in infrastructures, skills, and innovation play a key role to support the sustainable transition and resilience of the sector.

For a resilient and future-proof European clothing sector, it is crucial to:

1. **Promote the twin – digital and green – transition and invest in essential infrastructures.**
2. **Reskill and upskill the current workforce to advance green and digital skills.**
3. **Invest in innovation and R&D.**

3.1 Promote the twin – digital and green – transition and invest in infrastructures



Digital transformation of the clothing sector can significantly support the sector's green transition, helping it to become more productive and better serve consumers. In addition to investing in the digital infrastructure, it is important to invest in sustainability infrastructure.

Automatization, advanced analytics and Artificial Intelligence (AI) can impact most parts along the value chain.

For example, digital technologies can support design, prototyping, reducing the need for physical prototypes. AI and other technologies can play an important role in reducing material use and waste for instance by optimizing production processes and better predicting consumer behaviour.

Concretely we ask European leaders to:

- ▶ Build upon the actions identified in the Transition Pathway to develop a broader roadmap to support the sector's digital transition.
- ▶ Enhance data collaboration and sharing by shaping legislation to deploy digital traceability and transparency through Digital Product Passports.
- ▶ Boost digital infrastructure and connectivity to ensure digital technologies can be used and rolled out.
- ▶ Strengthen cybersecurity and support the sector in managing cyber risk throughout the value chain.

- ▶ Drive effective implementation of AI and data legislations.

In addition to investing in the digital infrastructure, it is important to invest in sustainability infrastructure.

We ask European leaders to:

- ▶ Invest in the infrastructure for renewable energy sources, to ensure access to renewable energy at competitive prices. Revise European rules that currently make investments in Virtual Power Purchase Agreements (VPPAs) challenging for companies.
- ▶ Invest in collection, sorting, and logistics infrastructures and in particular fibre-to-fibre recycling technologies to meet recycled content demands and enable the industry to meet regulatory requirements. Today less than 1 percent of textile waste is fibre-to-fibre recycled due to several barriers to scale that need to be overcome.



3.2 Reskill and upskill the current workforce to advance green and digital skills

The twin – green and digital- transition impacts the demand for new skills and new job profiles. The success of the twin transition in the sector, and as such the sector’s global competitiveness, depends largely on the skills of today’s and tomorrow’s workforce.

The sector is facing a global, industry-wide skills gap due to experienced workers nearing retirement, lack of professional training, and a shortage of new industry entrants with the necessary green and digital skills.

Shortage of skilled workers poses a serious challenge to the green and digital transition of the sector.

Concretely, we ask European leaders to:

► Collaborate to anticipate future skills needs and invest in skills development.

► Encourage public-private partnerships to further develop and roll-out skills-building and training initiatives globally.

► Support up-and reskilling, access to lifelong learning and training opportunities through, for example, the EU Pact for Skills for the Textiles ecosystem, to ensure workers are skilled for the twin transition

► Modernise education curricula to make them fit for purpose and aligned with the increasing demand for green and digital skills.

The branded clothing sector employs professionals ranging from the highest technical level and training to those without a degree. In Europe alone, it supports 7.2 million jobs in R&D, design, purchasing, distribution, marketing, and services . These functions create between 50% to 80% of the value added of the final product in the EU. Europe thus retains jobs for the sector which require some of the highest skills, add the most economic value, and command the highest wages.

3.3 Invest in innovation and R&D



Global competitiveness largely depends on the power to sustainably grow and innovate. Innovative solutions are key for the sector's sustainable growth, reducing the ecological footprint and providing competitive advantages.

R&D empowers companies in the sector to continuously explore new opportunities and efficiencies.

Investments in innovation and R&D are essential for the identification and scaling of clean and innovative manufacturing techniques and optimizing processes for instance to reduce water and energy use.

Investments are also need for developing and scaling of high-quality recycled and other innovative low impact materials.

Collaboration between brands, the various actors across the supply chain and researchers is important to accelerate innovation.

To further boost innovation, we call on European leaders to:

- ▶ Adopt an innovation-friendly approach to regulation.

- ▶ Scale innovative, low impact technologies and materials by fostering investment and R&D funds.

This is essential to close the increasing low-impact materials gap.

- ▶ In addition to scaling of recycling infrastructure and capacity, further innovation is also needed to guarantee a reliable supply of high-quality recycled materials.

- ▶ Leverage EU funding mechanisms such as Horizon Europe to provide access to financing of innovative circular economy projects relevant for the clothing industry.

- ▶ Promote the development of sustainable textile innovation hubs that serve as centres for research, development, and collaboration. Given the global nature of the supply chain, real added value and impact is expected when considering the creation of Sustainable Textile Innovation & Technology Collaboration Hubs globally.

- ▶ Protect intellectual property (IP) of branded clothing designs and trademarks and strengthen IP laws and enforcement mechanisms. Enhance collaboration between authorities across Europe as well as with international organisations to combat counterfeiting.

About the sector

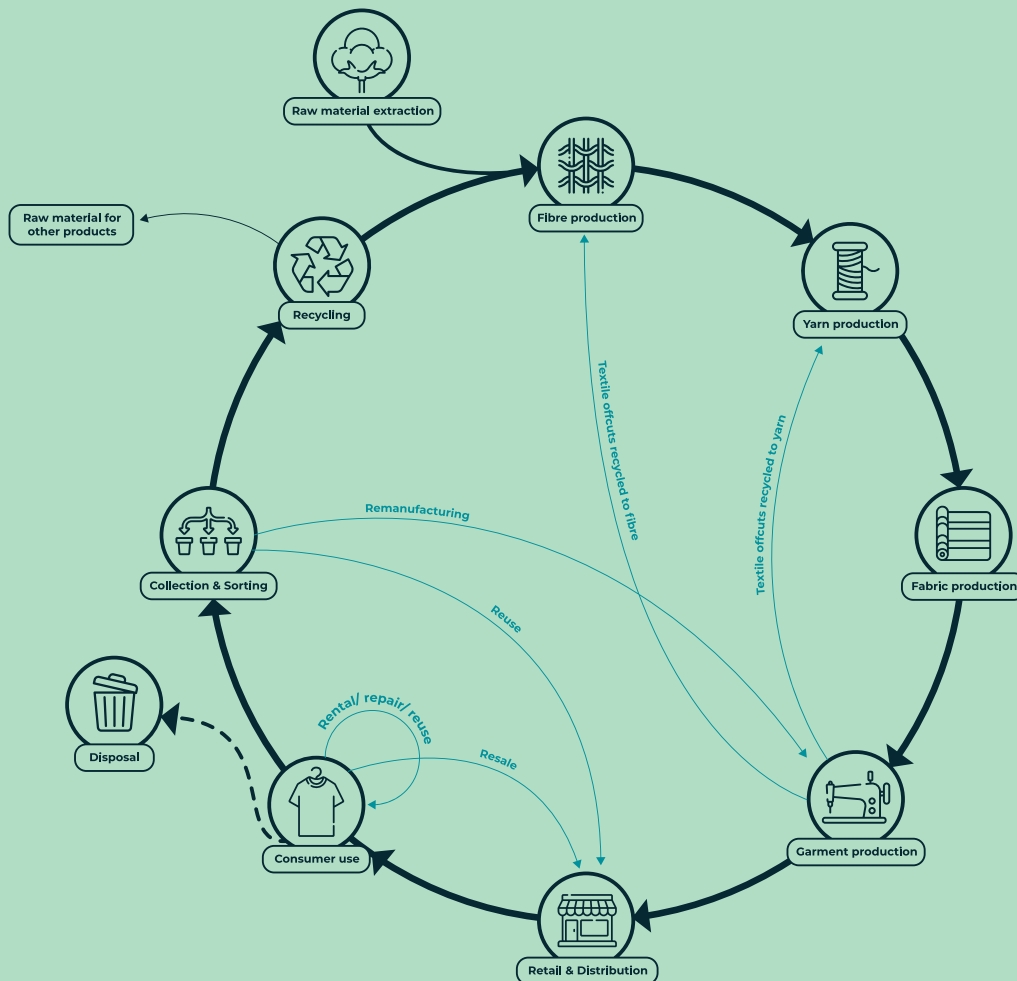
Branded clothing is the centrepiece of the global textile industry. It stands as a cornerstone of the creative economy and contributes significantly to Europe's economy and growth, with a value chain generating around EUR 420 billion in the EU.

In Europe alone, the sector supports 7.2 million jobs in R&D, design, purchasing, distribution, marketing, and services . These functions create between 50% to 80% of the value added of the final product in the EU. Globally, the sector employs more than 300 million people along the value chain, particularly women.

Despite the sector’s progress and its socio-economic benefits in Europe, the sector’s environmental impact is still significant. The negative impact on climate, biodiversity, water, and resources does not only affect the livelihood of our planet and surrounding communities who depend on these resources but is also threatening the long-term viability of our sector.

Acknowledging these challenges, members of the European Branded Clothing Association (EBCA) have been collaborating with stakeholders in recent decades, investing in a range of programs to address environmental and social risks . Close to consumers, global brands are actively engaged in the green and digital transitions by guiding customer habits and incentivising sustainable modes of consumption.

Textile and Clothing Value Chain & Circular Strategies



The European Branded Clothing Association (EBCA) aims to lead the European branded clothing sector towards a sustainable and resilient future, where innovation, competitiveness, and enabling regulation converge to foster a thriving ecosystem.

We envision a Europe where our industry contributes to shared prosperity and is supported by global standards that enhance sustainability and trade, creating a level playing field.

EBCA is the leading representative voice of the European branded clothing sector. We drive thought-leadership and collaboration for enabling regulation to support a more sustainable and competitive European policy environment that supports our vision.

Initially established in 2007 as a coalition of brands, the Association now represents some of the largest global retail clothing brands. As a combination of European and international companies, we have a presence at all steps in the global apparel supply chain. Between us we represent more than 70 brands.

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