



EUCOTTON- Promotion of European quality cotton in the framework of Regulation (EU) 1144/2014

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Financed by



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European consumers

European Cotton Alliance (ECA)



Founding members:

- ❑ Interprofessionals Organizations,
- ❑ the Industry and the Manufacturers Associations in Greece and in Spain

Associate member: *EUROCOTTON-the European federation of cotton and allied textile industries*

Objectives:

- ❑ Harmonization of the European policies in relation with the sustainable and environmental-friendly practices and traceability of the cotton production
- ❑ Promotion of the use of European Cotton among professionals and consumers
- ❑ Development and establishment of a European cotton trademark



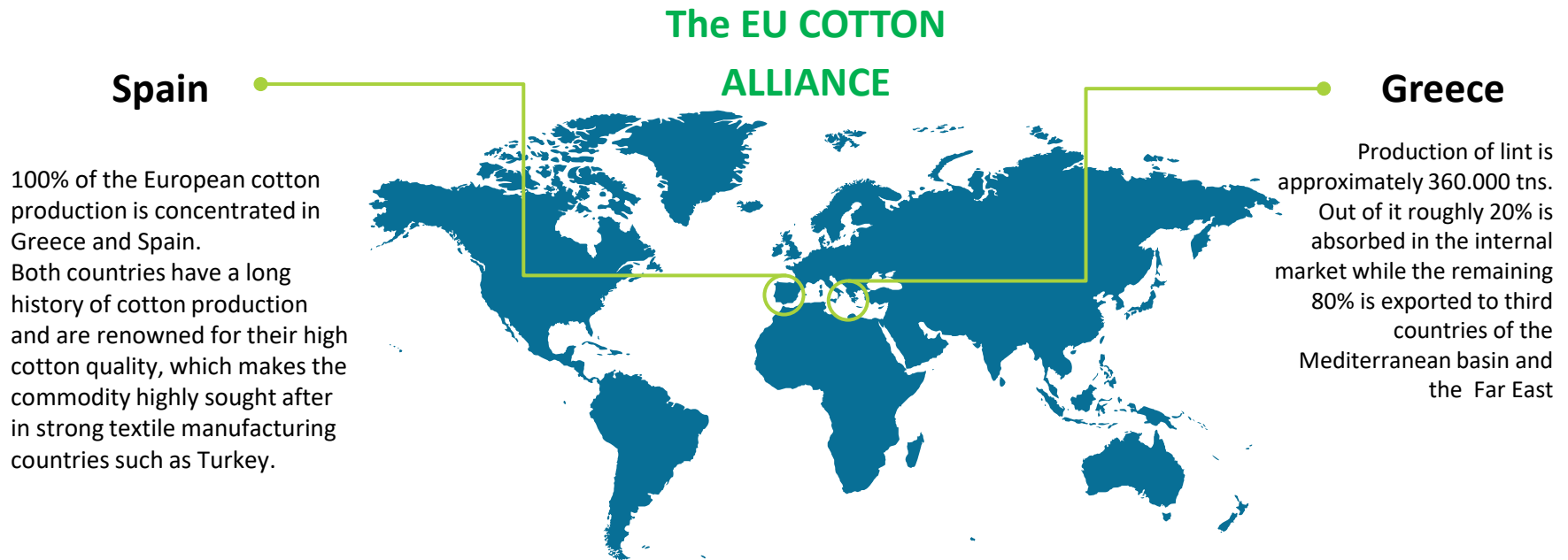
Promoted product

Cotton produced by the members of the Alliance that fulfills certain sustainability criteria



The EU cotton market

EU Producers



European Cotton

- ❑ 100% of EU cotton production concentrated **in Greece and Spain**
- ❑ Over **75.000 farmers / 150.000** families have cotton as their main source of income
- ❑ Annual turnover almost **1 billion euros**
- ❑ European cotton: approximately 2% of the world total lint cotton production & 8th most exportable cotton commodity in the world
- ❑ European Union → second biggest consumer of end textile products
- ❑ No indication of the raw materials used for the production of the end textile products.

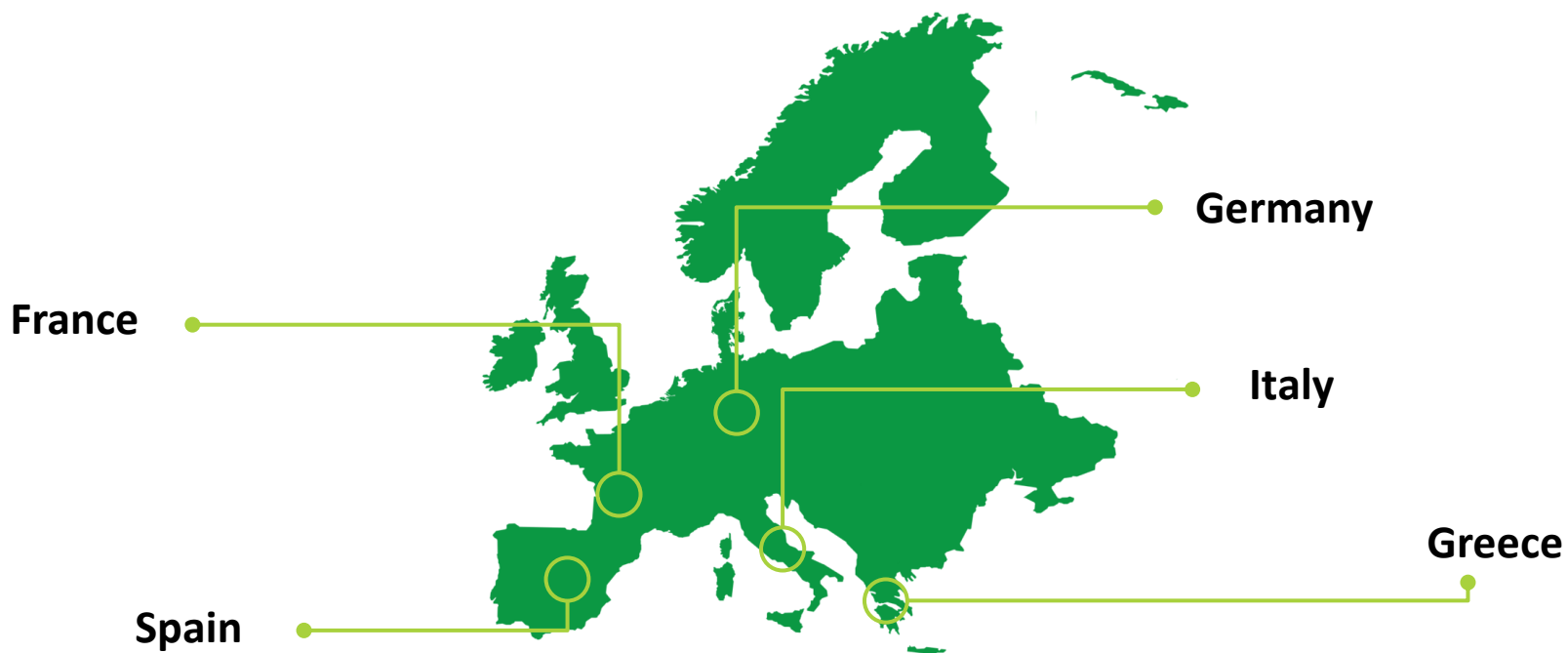


Project Objectives

- To increase **the awareness and recognition of the European cotton**, adding a very strong focus towards its quality AND sustainability properties
- A promotion campaign which aspires to **educate consumers and trade professionals** about European Cotton focusing on its sustainability features, its methods of production, and its popularity around the world
- A positive reflection on various European sectors, such as the textile, fashion, hygiene products industries
- **A new narrative** for the textile industry/ retailers, who wish to differentiate their product by introducing new aspects which could attract the interest of the consumer
- **Added value** in European-wide level for cotton producers, textile manufacturers, retailers and designers alike

Target markets

AGRIP –MULTI -2021 - IM - SUSTAINABLE



Target countries

- **Greece**
- **Spain**

Characteristics:

The Only producers of cotton in the EU / consumers not aware of this fact

Spain: very important clothing industry

- **Germany**
- **France**
- **Italy**

Characteristics: very important clothing industry, some of the most populated countries in the EU, high GDP and consumer spending power



Central campaign slogan:

**European cotton: high quality, responsibly
produced**



European cotton: high quality, responsibly produced

KEY MESSAGES

- European Union produces **high quality cotton**, widely renowned for its premium characteristics
- European cotton production is **sustainable, traceable and of high quality**
- Consumers who choose European cotton end-products **help European producers and local products.**
- Consumers who choose European cotton **positively contribute to environmental protection**



Communication

ENJOY
IT'S FROM
EUROPE



Communicating sustainability

- Focal point in the **website and social media**
- Educational activities for the general public (such as workshops for fashion students) heavily focused on the **modalities of European cotton production** and how it differentiates from non-European origins
- Promotional material production such as **video and photos** will concentrate on the cycle of cotton production and its sustainability characteristics

“Europe Designs a Sustainable Future with European Cotton”

- ✚ European cotton is grown from non GMO seeds achieving high level of environmental and social performance
- ✚ European cotton farming practices are highly regulated ensuring safety for the farmers, the consumers and the environment
- ✚ European cotton is a high value, sustainable source material used for the production of premium textile products

Key messages – provisional visuals



DESIGNING TOGETHER
A SUSTAINABLE FUTURE
FOR EUROPE



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS
THAT PROMOTE RESPECT FOR THE
ENVIRONMENT.

ENJOY
IT'S FROM
EUROPE



Key messages

EUROPEAN COTTON IS A SUSTAINABLE AND QUALITY PRODUCT

Europe designs a sustainable future
with European Cotton

Only this seal guarantees you **SUSTAINABLE COTTON** of the highest quality:
100% EUROPEAN COTTON
from non-transgenic seeds.
REGULATED CULTIVATION
to ensure the safety of farmers,
consumers and the environment.

ENJOY IT'S FROM EUROPE

El contenido de la presente publicidad representa únicamente la opinión de su autor y es responsabilidad exclusiva del mismo. La Comisión Europea y la Agencia Europea de Consumidores, Salud, Agricultura y Alimentación (CHAFEA), no asume ninguna responsabilidad por el uso que pudiera hacerse de la información que contiene.

EL ALGODÓN EUROPEO ES UN PRODUCTO SOSTENIBLE Y DE CALIDAD

Europa diseña un futuro sostenible
con algodón de Europa

Solo este sello te garantiza un **ALGODÓN SOSTENIBLE** de la mayor calidad:
100% ALGODÓN EUROPEO
a partir de semillas no transgénicas.
CULTIVO REGULADO para garantizar
la seguridad de los agricultores,
los consumidores y el medioambiente.

ENJOY IT'S FROM EUROPE

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Key messages

EUROPEAN COTTON IS GOOD FOR YOU AND THE ENVIRONMENT

The world is dressed in green

with European Cotton



Sustainable Cotton
Only this seal guarantees you **SUSTAINABLE COTTON** of the highest quality.
100% EUROPEAN COTTON
From non-transgenic seeds.
REGULATED CULTIVATION
To ensure the safety of farmers, consumers and the environment.

ENJOY IT'S FROM EUROPE

La Comisión Europea respalda las campañas que promueven la calidad de los productos agrícolas. La Unión Europea respalda las campañas que promueven la calidad de los productos agrícolas. La Unión Europea respalda las campañas que promueven la calidad de los productos agrícolas.

EUROPEAN COTTON
EUROPEAN COTTON

LA UNIÓN EUROPEA RESPALDA LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD DE LOS PRODUCTOS AGRÍCOLAS.

PROFESSIONAL KIT

Bag
USB
Pencilcase
Sales folder



European consumers

- Increased interest for **high quality fabrics, traceability of materials, backstory of products/producers, sustainability of production.**
- Natural fibers are at the heart of a "fashion movement" with different names: **sustainable, green, ethical, ecological**

The campaign will address exactly those needs by:

- ✚ **Educating on the key quality and sustainability aspects** of European cotton production
- ✚ Offering **data on traceability, modalities of production**
- ✚ Taking advantage of the **slow fashion movement** for the promotion of higher quality fabrics



- **EUCOTTON project:** a **statement** of the European cotton for a product that attracts **international demand** and achieves high level of **environmental and social performance**
- **Our vision:** work closely with the Textile Chain in order to recognize our product as a **high value, sustainable source material used for the production of high value, end textile products.**

Thank you!

ANTONIOS SIARKOS
PRESIDENT
EUROPEAN COTTON ALLIANCE

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