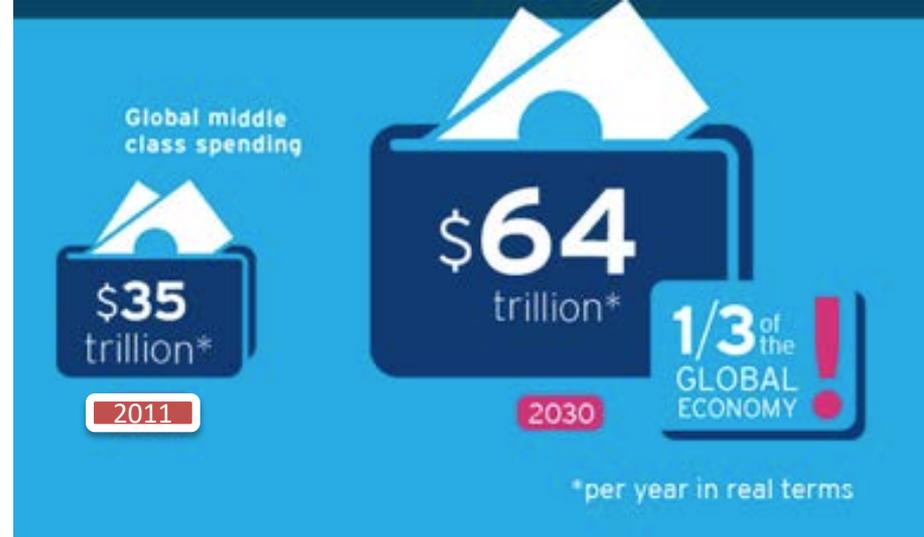


# New Nordic initiative regarding sustainable textiles and fashion

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# WHY CLOTHING?

- The 4th most significant consumption category in terms of environmental impacts in EU;
- Expected growth in consumption as the global middle class go from today's 1,8 to 4,9 billion in 2030 and spendings double



# Examples of Nordic work



## Gaining benefits from discarded textiles

LCA of different treatment pathways



## The Nordic textile reuse and recycling commitment – a certification system for used textiles and textile waste



## Nordic textile reuse and recycling

Increased collection, sorting, reuse and recycling of used textiles in the Nordic region

Summary and recommendations



/Policy brief

# New Nordic initiative regarding sustainable textiles and fashion

- Aim
  - Facilitate the global exchange of experience with sustainable consumption and production in the textile and fashion sector
- Approach
  - Incorporation of the Nordic experience into the Sustainable lifestyle and Education programme under the 10YFP

# New Nordic initiative regarding sustainable textiles and Fashion

- Scope Initially
  - Value chain approach for organizing guidance's on sustainable textiles and fashion exemplified by existing Nordic guidance's
- Scope later
  - Incorporation of guidances developed by other stakeholders
  - Country activities

# Involvement of stakeholders

- Identification of interested stakeholders to participate in future activities in particular the fashion and textile sector
- Development of a communication strategy

# Further information

- **Kaj Juhl Madsen (Mr)**

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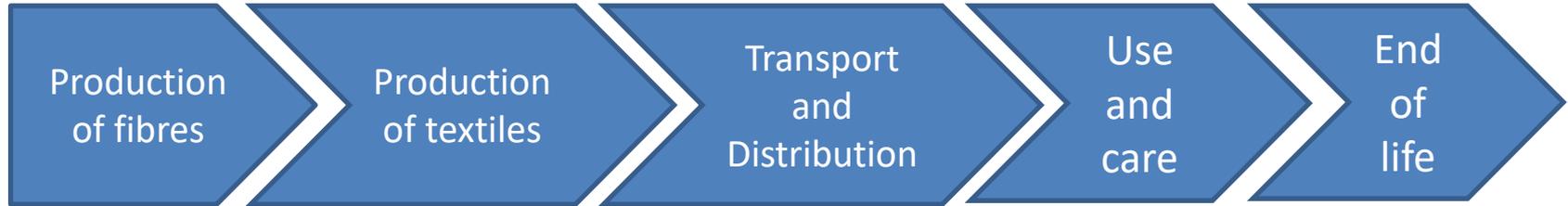
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# Value chain



# Examples of Nordic work



## WELL DRESSED IN A CLEAN ENVIRONMENT

Nordic action plan for sustainable fashion and textiles



## Mapping sustainable textile initiatives

And a potential roadmap for a Nordic actionplan



## GREENER TEXTILES IN HOSPITALS

Guide to green procurement  
in the healthcare sector

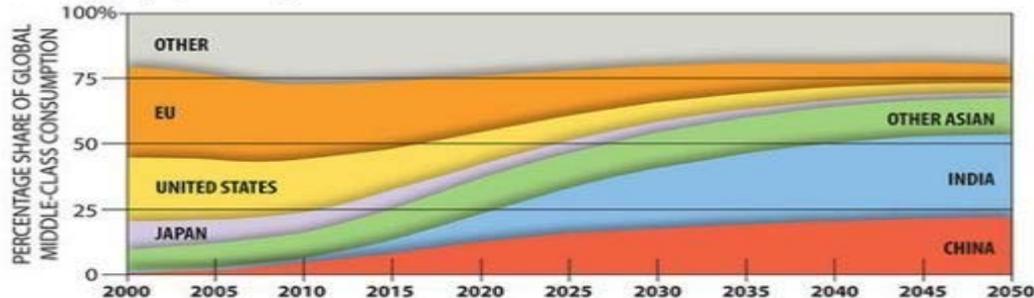


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## The global middle-class wave

Global middle-class consumption will shift heavily toward China, India, and other Asian countries (excluding Japan) as the high-income countries see their share decrease.



SOURCE: H. Kharas (2010), 'The Emerging Middle Class in Developing Countries', OECD Development Centre Working Paper No. 285

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