



European Cotton Alliance
EU COTTON

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- › EUROPEAN COTTON ALLIANCE CREATION
- › THE PARTICIPANTS
- › PRINCIPAL OBJECTIVE
- › EUCOTTON-WHAT IS ALL ABOUT

.facts

- 01. Europe accounts 2% of the world total, is not a volume trader
- 02. EU ranks at the first 10 major exporters
- 03. EU cotton sector extremely important for the regions where cotton is produced
- 04. Cotton is a traditional crop for Europe
- 05. 75% of the crop exported
- 06. Large % returns back to Europe as end textile product
- 07. Europe the 2nd biggest consumer of textile goods

.trends

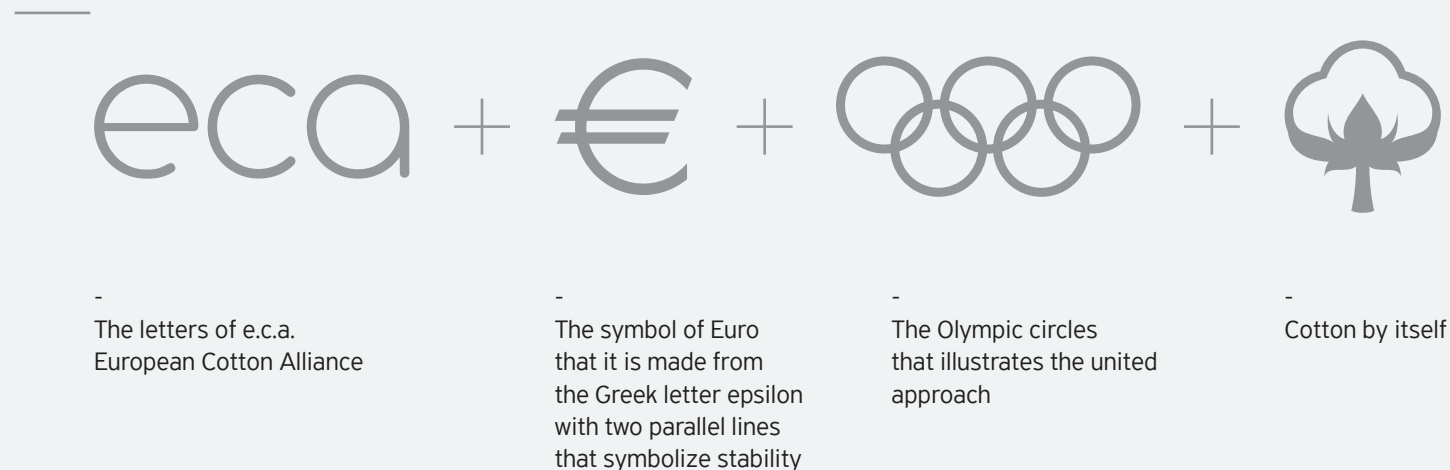
- 01. The Industry demands high quality raw materials, spun at the limits
- 02. Core issue for the industry sourcing raw materials sustainable
- 03. Sustainability, transparency, traceability, grows in importance for retailers and brands
- 04. Demanding European & international shoppers pay attention to environmental and social issues of the raw materials used for the production of textile goods.

.evaluating the sectors performance

- Good performance through exports due to high quality
- Considerable effort to minimize the impact on the environment and adopt sustainable production techniques
- Main objective of the future policy, ensure all production is carried out in a way which protects the environment
- The sector can match the appearing consumers needs

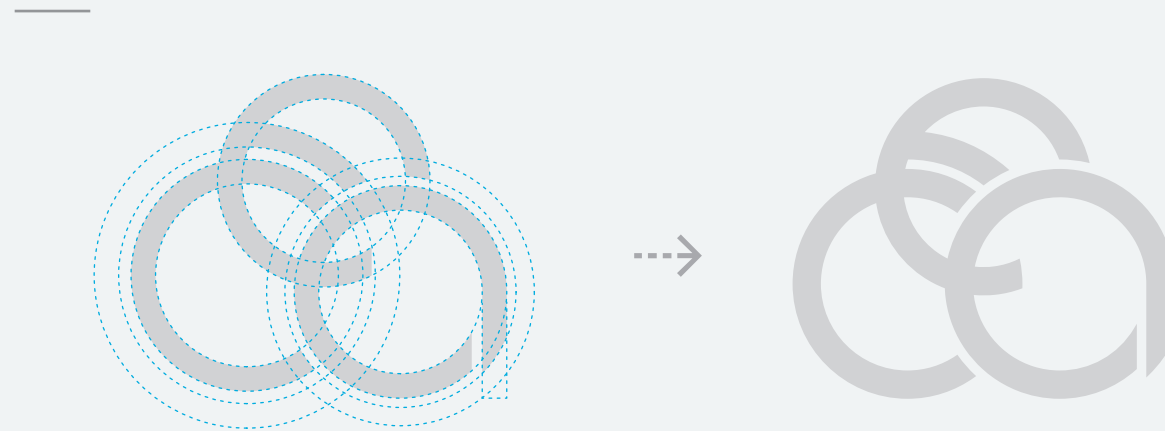
.strategic importance for the sector

- Establish a strong EU COTTON identity
- A meaningful trademark that will incorporate all the identity features of the European cotton



.the carrier

- A leading organization to coach the initiative at European and International level
- To implement the agreed branding and promotional strategy



EUROPEAN COTTON ALLIANCE Today

Established in February 2019



EUROPEAN COTTON ALLIANCE

.founding members

- GREEK INTER-PROFESSIONAL ASSOCIATION OF COTTON (DOB)
- HELLENIC COTTON ASSOCIATION OF GINNERS AND EXPORTERS (HCA)
- FEDERATION OF GREEK TEXTILE INDUSTRIALISTS (SEVK)
- SPANISH ASSOCIATION OF COTTON GINNERS (AEDA)
- ASSOCIATION OF SPANISH COTTON GINNERS OF THE SOUTH (ADESUR)
- NATIONAL COTTON CENTRE IN SPAIN (CAN)
- SPANISH INTER-PROFESSIONAL ASSOCIATION OF COTTON
- Eurocoton, as an associated member with strategic partnership agreement

.the legal status of the organization

LEGAL FORM

European Economic Interest Grouping EEIG

NAME

European Cotton Alliance-EEIG | E.C.A.

REGISTRATION COUNTRY

Greece

HEADQUARTERS

Larisa, Greece

MAIN BRANCH OFFICE

Sevilla, Spain

.primary objective

- The creation of a **European Collective Trademark**
- The implementation of the appropriate **Branding & Promotional Strategy**
- The communication of the European Cotton values to manufacturers, retailers and consumers in a meaningful way

.the identity features of the European cotton

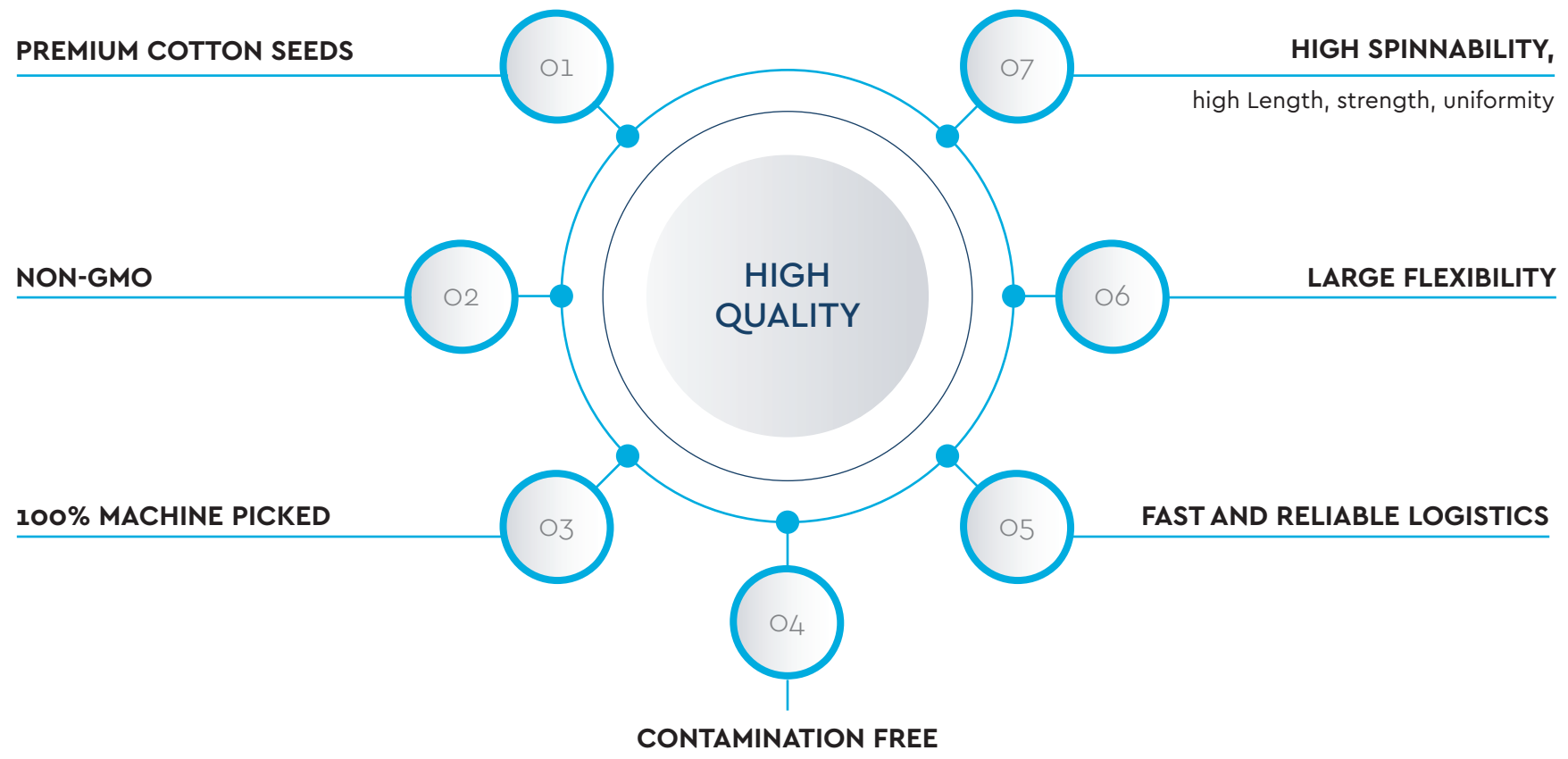
→ **HIGH QUALITY**

its inherent quality... in terms of its high spinning value

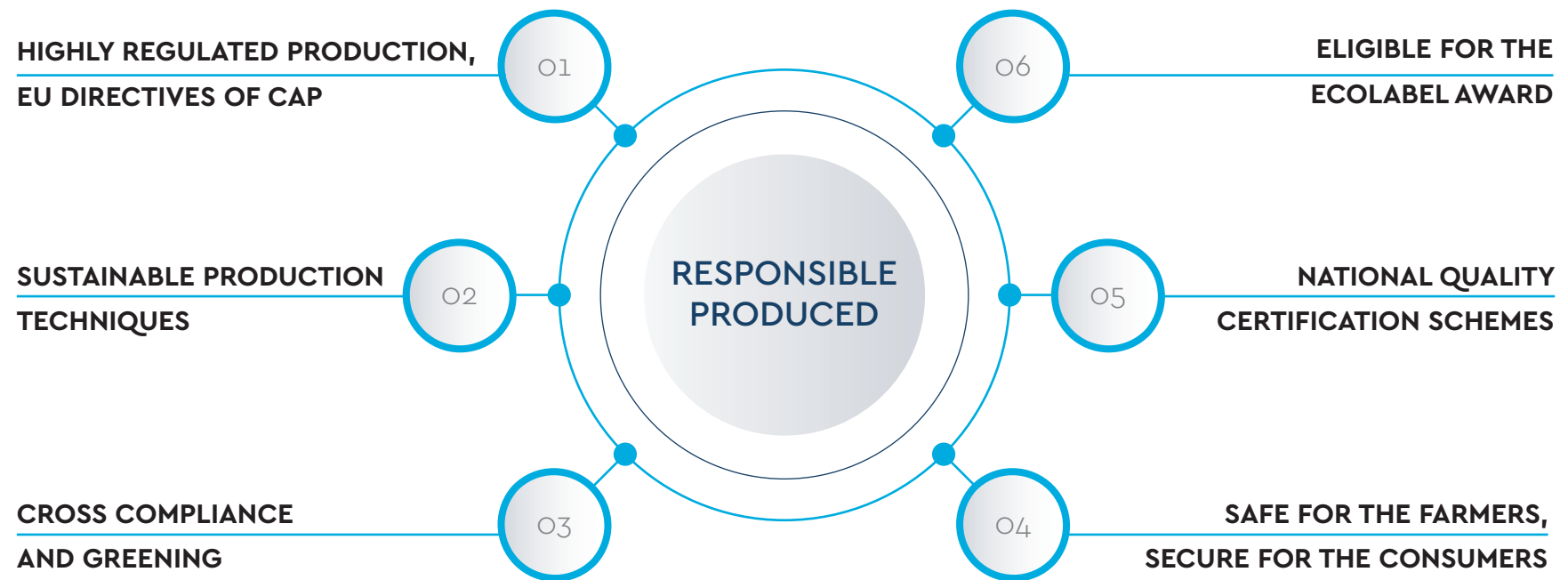
→ **RESPONSIBLE PRODUCED**

the responsible way it is produced respecting high environmental and social standards

.high quality



.responsible produced



.ecological criteria

- The cotton produced meets the E.U. regulations of establishing the ecological criteria for the award of the EU Ecolabel for the textile products



.logotype



EUCOTTON

EUROPEAN COTTON ALLIANCE

.action plan

- Commence the process of registering the trademark to **EUIPO** | European Union Intellectual Property Office
- Determine the regulation that describes the conditions of use of the registered trademark
- A licensing program for the members who manage to produce cotton in compliance with the conditions of use
- The view is to extend further the licensing program to the textile chain

.cotton bales labels



.action plan

- Apply for a multi year promotion program to facilitate the implementation of the determined Branding & Promotional Strategy



.our vision

- To work closely with the Textile Chain
- Built values for the European and international textile industry
- Acknowledge Eucotton as a high value, sustainable source material
- Contribute to the production of branded end textile products that perfectly match the criteria of the consumers, regarding the **quality**, the **environment** and the the **society**

THANK YOU

