

THE SUSTAINABILITY OF THE PORTUGUESE TEXTILE INDUSTRY

Innovation, differentiation and sustainability distinguish the Portuguese Textile Industry internationally. With a solid commitment to research and development, companies in the Fashion Cluster invest in an integrated offer where sustainability is a priority.

Customer-orientated, the companies in the Fashion Cluster invest in quality, innovation and design, as well as in the development of recyclable materials, with a focus on social, ethical and environmental responsibility, values represented in the MADE IN PORTUGAL *naturally* campaign, developed by AICEP - Portuguese Trade and Investment Agency.

There are many examples of companies with Portuguese DNA that set the MADE IN PORTUGAL campaign apart.

Salsa, established in 1994, is an international reference in 35 countries. It is committed to people and the planet through the **BECOME project**. The brand's commitment is to produce 100% *betterwash* jeans - a washing process that uses 58% less water on average - by the end of this year. In addition, the brand has signed up to the Portuguese Pact for Plastics and is committed to eliminating 100% of the plastic in the *denim* chain. By the end of 2023, Salsa plans to eliminate at least 1.1 million plastic bags annually. Looking to the future, Salsa anticipates the goal of carbon neutrality from 2050 to 2040, with the intermediate plan, defined according to science, of reducing emissions by 66% by 2030.

In this respect, Salsa has also created the **Infinity project**, which provides for the infinite use of *jeans* by repairing, reusing and repurposing them. Pieces that can no longer be repaired or are no longer of service to the customer can be collected by the brand to be reused, transformed into other pieces or recycled.

Madalena Beça Têxtil Lda, which has been operating since 1998, focuses on weaving and making knitwear certified to the Global Organic Textile Standard (GOTS), Responsible Wool Standard (RWS) and Global Recycled Standard (GRS). This Portuguese company has been participating in the Fashion Revolution weeks since 2018. Specializing in organic, sustainable and recycled materials and has been working with internationally awarded brands, particularly in the baby clothing sector.

Innovation & Creativity, Sustainability and Industry 4.0. These are the pillars of **FORTeams LAB**, a company dedicated to making sports merchandise (scarves and hats) and sportswear lines (*casualwear* and *gym wear*). This company uses recycled raw materials from the company's textile waste and *dead stock* from customers, having created the LOOP project in this framework. It also produces fashion accessories, such as backpacks, from 100% recycled material. The company has also made a sustainability department and aims to achieve carbon neutrality by 2030.

The **Valérius 360** project, launched in 2017 by Valérius , aims to recycle textile waste collected inside and outside the group. The 360 project seeks to implement a circular fashion model. It is co-creating *take-back* programmes for post-consumer clothing to be recycled at Valérius 360. The initiative has already been behind producing a new, sustainable capsule collection made of 50% organic cotton and 50% recycled cotton from post-consumer waste, the raw material being produced entirely in-house in Barcelos.

Founded in 1982, **Pedrosa & Rodrigues** incorporates recycled, biodegradable, eco-friendly raw materials into its production with special finishes. The company is also part of CITEVE's iTechStyle GreenCircle project. Pedrosa & Rodrigues presented an innovation called "*close-d-loop*", where waste from the brand's previous collections (a minimum of 20%) is included in new garments. This is how the **CIRCLO project** was born.

Confetil, which describes itself as a "textile company that transforms any idea into a high-quality fashion product", has Portuguese DNA and is also sustainable. All the company's activities are duly aligned with the United Nations Sustainable Development Goals (SDGs), in particular, SDG 8 - decent work and economic growth, SDG 12 - responsible consumption and production, SDG 13 - climate action, and SDG 17 - partnerships with government and civil society.

These and other companies can be consulted in the directory available at portugalglobal.pt/portugalnaturally

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