

**Country (Insert country of origin of your company / organization or its headquarters' location)**

Germany

**Submitting Organization/Company**

Fairtrade International

**If Organization or Company, please indicate the approximate number of employees**

< 250

**Please indicate the number of employees**

89

**Title of the action**

Switching to Green & Fair Fashion

**Upload your logo or an image**



**Relevant Website**

[www.fairtrade.net](http://www.fairtrade.net)

**Other Partners**

NAPP, Fairtrade UK, Max Haverlaar France, Fairtrade Germany, Cool Farm Alliance, Centre for Social Markets (CSM), Partners in Change (PiC)

**Type of initiative**

Civil Society

**Description of action**

The project's objective is to promote adoption and mainstreaming of sustainable production systems in India's cotton textiles sector by creating an enabling framework, supporting green business development, and improving access to green finance.

The project works with multiple stakeholders on adopting sustainable processes, including reduction of water and toxic chemical use, as well as assures their product traceability and adherence to certification schemes. By establishing innovative pilots on resource efficiency and reduced resource footprint as well as training on sustainability certification, cotton and textiles Micro, Small and Medium Enterprises (MSMEs) will be equipped to adopt sustainable production practices. By working with buyers in India and the EU, market demand for environmentally sustainable textile goods is strengthened. Enabling frameworks are created as well as access to finance facilitated.

**Type of action**

Traceability & Transparency

**Please select the specific area/s of the action**

Norms and standards

Incentives

Research and Development of Innovative Solutions

Awareness and Education

Collaborative Initiatives

**Scope of the action, including a description of the value chain processes that are covered**

Objective (max 200 words): > Improve capacities of MSMEs in the textile sector and cotton farmers in India to adopt more environmentally and socially sustainable production practices throughout the textiles supply chain; > Establish sustainability based market linkages with brands and retailers in India and the EU through events and direct contacts; > campaigns inform consumers in India and Europe, and access to sustainably produced textiles is improved; > Increased integration of sustainability parameters in operational and reporting mechanisms to support greater adoption of sustainability practices by textile MSMEs; environmental, social, and governance (ESG) considerations are integrated and access to finance facilitated; > Promote Green and Fair Public Procurement practices in India– based on good practices achieved by Fairtrade at EU and Member States level.

Commitments (max 200 words): 1: Increase awareness and capacity across the textiles and cotton value chains for adoption of better environmental and social sustainability standards and circular production systems. 2: Increase market linkages and demand for products made through more sustainable and circular cotton textiles value chains. 3: Increase integration of sustainability parameters in operational and reporting requirements by stakeholders to support greater adoption of sustainability practices by textile value chain MSMEs.

Value Chain Scope: At least 75 Micro-Small-and-Medium-Sized Enterprises (MSMEs) in India 37 Textiles brands in Germany (27 MSMEs) and France (10 MSMEs) 5 farmers associations in India (with 10,000 members) 50,000 urban consumers in India Indian educational institutions including- schools, universities and fashion institutes I/NGOs, development organisations, and fashion platforms in India At least 3 informal workers' networks in India

**Timeframe and/or milestones for the action**

## Reference instruments and sources used

Fairtrade Cotton Standard  
Fairtrade Textile Standard  
Fairtrade SPO Standard  
Fairtrade Trader Standard

## Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Improved working conditions for workers along the value chain and, particularly, those who work for "suppliers to suppliers" in parts of the value chain that today are often "hidden"

## Stakeholders involved

Business and industry associations

Consumers and consumer associations

Local authorities

Non-governmental organizations (NGOs)

Workers and trade unions

## Key performance indicators for the action

At least Seven (7) Cotton textiles MSMEs (500 employees- 35% women) reporting a decrease in hazardous chemical material/waste water production, through the project

At least three (3) Cotton Farmer Organisations (2,500 members- % women – 5%) adopting sustainable water and chemical efficient farm practices, through the project

At least Fifteen (15) cotton-textile MSMES (2000 employees/ members - 25% women) certified for Fairtrade's cotton and textiles sustainability standard by the action

At least 20 MSMEs across EU and India making new commitments to source from Fairtrade certified sustainable Cotton supply chains through the action

## Good practices

<https://www.fairtrade.net/news/pilot-additional-income-organic-cotton-farmers>

<https://www.fairtrade.net/about/the-fairtrade-textile-programme>

**How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?**

The UNECE-UN CEFACT Call to Action aligns directly with our strategic work on sustainable certified cotton and textile value chains and consumer awareness.

**Link to relevant goal(s) and specific target(s) of the United Nations**

