

MANIFESTO

The more you know, the better you wear.

*“We do pay a lot of attention to what we eat.
Why shouldn’t we pay as much attention to
what we wear on our skin for 24 hours a day as well?”*

The textile and fashion business is very complex and involves multiples steps from the harvesting of natural materials such as cotton, linen or wool to the chemical composition of other ones, from the industrial processing of the fibers into textiles to the assembling and applications of dyes, finishing and further steps. Nowadays, labels do not narrate all this.

ETIC – the acronym for European Textile Identity Card – is a voluntary labelling system that informs consumers about traceability of the production process of clothing and textiles.

Practical, easy-to-read and understand, ETIC has an important mission: to raise consumers’ awareness on what they wear and allow them to make conscious responsible choices starting from traceable products.

ETIC labelling system focuses on enabling consumers to know where the main stages of the production process:

1. **spinning** of the yarn and on a voluntary base also fibres making
2. **weaving/knitting** of the fabric
3. **finishing**
4. **garment making** and final industrial processing

The label will be only and exclusively on garments that can guarantee that two or more stages are Made in the EU. An important choice as the European Union regulation has set the world’s higher production standards to protect the environment as well as people’s health and rights.

In addition, **companies which are admitted to be ETIC users are deeply committed to social and environmental sustainability**. To be part of the ETIC project must be audited by ETIC Association on those topics or they must provide third-part audit report on:

- Respect ethical values based on international standards such as ISO 26000, SA8000, etc;

and/or

- Measure their environmental impact based on well known rules or requirements provided such as: ISO 14001, STeP by Oekotex®, ZDHC, Bluesign®, LCA (Life Cycle Assessment), Bilan carbone®, France terre textile®, HIGG Index, EPD (Environmental Product Declaration), Oeko Tex Made in Green®, Seri.co, GOTS®, FSC®, GRS®, etc.

ETIC is a consumer-driven project boosting responsible fashion making with a bottom-up approach. It **speaks to**

- **Aware consumers willing to purchase fashion with knowledge and values.** When it comes to influence transparent textile and fashion production, consumers must be considered – as they are - fundamental decision-makers. They must not passively adapt to the market choices. Thanks to traceable information on the label, they can make responsible decision and contribute in the promotion of virtuous business across Europe and beyond.
- **European and global brands and companies** that can label their collections **willing to meet what consumers more and more are looking for** and expecting from the industry.
- **Manufacturers in the textile production chain.** By labelling their fabrics, services and the materials, they **can attest their value chain to their clients.**

ETIC brings forward the sensitiveness shared by entrepreneurs coming from some leading EU countries in the fashion and textile business: Italy, France, Belgium, Spain and Portugal. The collective mark ETIC is owned and promoted by the association ETIC European Textile Identity Card, created by professional organizations across Europe

Look out for ETIC. Shop responsibly.