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## Press Release

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For immediate release

### Top names join the European Clothing Action Plan as special advisors

The European Clothing Action Plan (ECAP), the first EU-Life funded project to drive sustainability throughout the entire lifecycle of clothing, welcomes eight special advisors who join a dedicated ECAP advisory group to work with the sector across the EU. The eight, who represent a variety of disciplines from academia and design to manufacture and recycling, and interest groups within participating EU member states, will lend their expertise and influence to the programme.

The ECAP advisory group will offer guidance to the partner organisations responsible for delivering several action areas related to the European clothing sector, and will act as ambassadors for ECAP in helping to forge new partnerships with stakeholders and businesses within participating countries.

Leigh Mapledoram, Head of Programme at WRAP which oversees ECAP, said, "We are delighted to be working with such an experienced and influential group of advisors. We held our first group meeting recently, and it's obvious that the Advisor's involvement will be invaluable in expanding ECAP's reach and that their energy and support will help towards ECAP achieving its ambitious goal of making European clothing more sustainable – from point of production to end of life."

The eight members of the ECAP advisory group are;

1. **Alan Wheeler** – General Delegate within the Textiles Division of the **Bureau of International Recycling (BIR)**, United Kingdom. BIR supports the recycling industry internationally and serves as a platform to establish business relations, and promote recycling among other industrial sectors and policy makers.
2. **Baptiste Carriere-Pradal** - Vice President Europe **Sustainable Apparel Coalition (SAC)**; an industry-wide group of over 200 leading brands, retailers, suppliers, service providers, trade associations, NGOs, and academic institutions working to reduce the environmental and social impacts of products around the world through the groundbreaking Higg Index.

3. **Jef Wintermans** - Coordinator Agreement on Sustainable Garments and Textile at the **Sociaal-Economische Raad (SER)**, The Hague, Netherlands. A multi-stakeholder agreement in which 75 organisations, including government and companies, are working together to address social, ethical and environmental issues, including animal welfare, in the production of clothing and textiles destined for consumers.
4. **Juergen Janssen** - Programme Manager Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (**Partnership for Sustainable Textiles**), Germany. A multi-stakeholder initiative with more than 180 members working to improve the social, ecological and economic conditions along the entire textile value chain.
5. **Laila Petrie** – Manager, Global Partnerships for **WWF International**. WWF is working to build a future where people and nature thrive, and works to reduce the ecological footprint of doing business, and to help the private sector be better stewards of shared natural assets. Laila co-ordinates the WWF network strategy for engagement with the textiles sector.
6. **Mauro Scalia** - Head of Sustainable Businesses, **Euratex**, Brussels. The European Apparel and Textile Confederation represents the interests of the European textile and clothing manufacturing industry at international level and particularly towards the EU institutions. Mauro is responsible for all sustainability matters in coordination with the national and European member associations.
7. **Professor Rebecca Earley** – Research Centre Director and lead academic at University of the Arts London, industry consultant and Managing Director **B.Earley**, London. She is also a key member of the research consortium for Mistra Future Fashion, and the EU Horizon 2020 project, Trash-2-Cash, in Sweden.
8. **Sigrid Barnekow** – Programme Director **Mistra Future Fashion**, Stockholm, Sweden. A cross-disciplinary research program on sustainable fashion, where new knowledge and innovations aim to drive systemic change. The research covers Design, Supply chain, User and Recycling, in a consortium with 50 research and industry partners. Funded Mistra and hosted by RISE, Sweden.

## Notes to editor

1. **About ECAP** the European Clothing Action Plan – is an exciting project that will bring environmental and economic benefit to the clothing sector. Its holistic approach encompasses sustainable design, production, consumption, public procurement, collection and recycling through to reprocessing. The project focuses on the clothing supply chain specifically to reduce waste and to bring about effective waste recovery. Retailers, brands, suppliers, public sector, re-use and recycling organisations and charities are all encouraged to commit to a target-based

Clothing Action Plan that will be supported by a consumer campaign to change behaviour. Brands and retailers headquartered in the European Union are eligible to participate in ECAP.

- 2. About WRAP** WRAP's vision is a world where resources are used sustainably. It works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits. Its mission is to accelerate the move to a sustainable resource-efficient economy through:

- a) Re-inventing how we design, produce and sell products,
- b) Re-thinking how we use and consume products, and
- c) Re-defining what is possible through re-use and recycling.

WRAP works with UK governments and other funders to help deliver their policies on waste prevention and resource efficiency. Find out more about our work in our [five year plan](#).

- 3. About MADE-BY** Founded in 2004, MADE-BY is an award-winning European not-for-profit organisation, acting to improve environmental and social conditions within the fashion industry. It is MADE-BY's mission to 'Make Sustainable Fashion Common Practice' and they have worked with over 100 brands, retailers and sector bodies on bespoke consultancy, policy advice, and through their industry leading performance tracking tool MODE Tracker. In 2013 MADE-BY won Consultancy of the Year at the UK Guardian Sustainable Business Awards. For more information see [www.made-by.org](http://www.made-by.org) or contact [info@made-by.org](mailto:info@made-by.org)
- 4. About Danish Fashion Institute** Danish Fashion Institute (DAFI) is a network organisation established for and by the Danish fashion industry in 2005. Besides working to push Danish fashion forward and organising Copenhagen Fashion Week twice a year, DAFI has since 2008 been a pioneer within the field of sustainability. Every other year, DAFI organizes the renowned international Copenhagen Fashion Summit that gathers industry professionals, politicians, experts, and NGO's from across the globe to discuss visions and challenges for a sustainable fashion industry.
- 5. About LWARB** the London Waste and Recycling Board (LWARB) has a remit to improve waste management in the capital. It is a statutory body which works in conjunction with the Mayor of London and London Councils. For more information on LWARB visit [www.lwarb.gov.uk](http://www.lwarb.gov.uk).
- 6. About Rijkswaterstaat** Rijkswaterstaat is the executive agency of the Dutch ministry of Infrastructure and Environment working on a sustainable environment. Rijkswaterstaat develops and implements policies for sustainable waste management and resource efficiency. For more information contact [Barbara.van.offenbeek@rws.nl](mailto:Barbara.van.offenbeek@rws.nl)
- 7. About EU LIFE** The ECAP project is supported with the contribution of the LIFE financial instrument of the European Community.

#### For further information

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