



**new  
cotton  
project**

**• Communications and dissemination**

Knowledge Exchange



THE MOVEMENT  
STARTS HERE

HOW CAN WE MAKE FASHION A FORCE FOR GOOD?

# About Fashion for Good and its role within the New Cotton Project

## How can we Make Fashion a Force for Good?

Fashion for Good is a global initiative aimed at inspiring change and driving the collective movement to make fashion a force for good. We work directly with the fashion industry to innovate towards solutions that are better for people and the planet and empower behaviour change through our sustainable fashion museum.

Fashion for Good's role within the New Cotton Project focuses on communications, dissemination and knowledge transfer. In this unit we will discuss the importance of communications within the New Cotton Project, share insight to the strategic approach and highlight some of the key moments and activities.

Learn more at <https://fashionforgood.com>

# Communications role in the project

## Communicating for Influence and Impact

The New Cotton Project ultimately aims to inspire the fashion industry to transition away from a linear model towards a circular mode of production. The role of communications within the project is key to driving awareness and engagement with relevant external audience groups, helping to ensure **effective knowledge transfer to relevant stakeholders**.

In order to implement an effective holistic communications strategy, the team focused on developing six key pillars:

1. Brand guidelines that defined the look and feel of the project.
2. Launching a series of owned channels including a website and social media channels.
3. Communications guidelines setting out the core messages and processes for communicating.
4. A holistic communications and dissemination strategy outlining the key milestones and communications activities for the project.
5. Core communications assets such as press releases, images and engaging video content.
6. Developing and implementing physical activations to engage external audiences where relevant.

# Goals and approach

## Defined before we begin communications activities

The first step of the communications process focused on defining the goals and approach for the overarching strategy. Key to this was the development of the project's **communications guidelines**, which the consortium used to underpin all communications throughout the project.

The document defined:

- \* The project's core messages to ensure effective communication of project's objectives.
- \* The core target audience groups along with the relevant channels and methods to effectively reach these groups.
- \* A project timeline identifying the key milestones of the project.
- \* Processes and timelines for internal communications within the consortium.
- \* Identified the key channels of communication along with guidelines for each channel.

# Core messaging

## Defined in the Communications Guidelines

### Going beyond cotton.

The New Cotton Project harnesses **collaboration** and **cutting-edge technology** to create circular fashion.

In a world first for the fashion industry, **twelve pioneering players** are coming together to break new ground by demonstrating a **circular model** for commercial garment production.

Over a three-year period, textile waste is collected and sorted, and regenerated into a new, man-made **cellulosic fiber** that looks and feels like cotton – a “new cotton” – using Infinited Fiber Company’s textile fiber regeneration technology. The fibres will be used to create different types of fabrics for clothing that will be designed, manufactured and sold by global brand adidas and companies in the H&M Group. The project also aims to act as an inspiration and steppingstone for further, even bigger **circular initiatives** in the industry going forward.

# Audience

## Defined in the Communications Guidelines

Identifying the relevant target audience groups for the project was central to ensuring knowledge transfer to relevant stakeholders. The target audiences were split into two groups, primary and secondary. The primary group focused on industry professionals and leaders along with policy makers whilst the general public were the main focus of the secondary audience. Once the target audiences were defined, the team worked to build a 360 overview of the channels and media outlets that would be most effective to reach those groups.

### Primary

- \* Press: Focus on fashion trade outlets, along with business and finance titles. Additionally, consumer titles where relevant.
- \* Industry leaders.
- \* Public entities.

### Secondary

- \* General Public / Consumers.

# Brand Guidelines and Communications Channels

The brand identity for the project was developed in collaboration with an external agency to define the look and feel of all of the project's owned channels, such as website and social media channels, along with internal tools, such as presentations.

For this, the team selected suitable brand colours, font and design features to ensure a strong visual identity for the project.





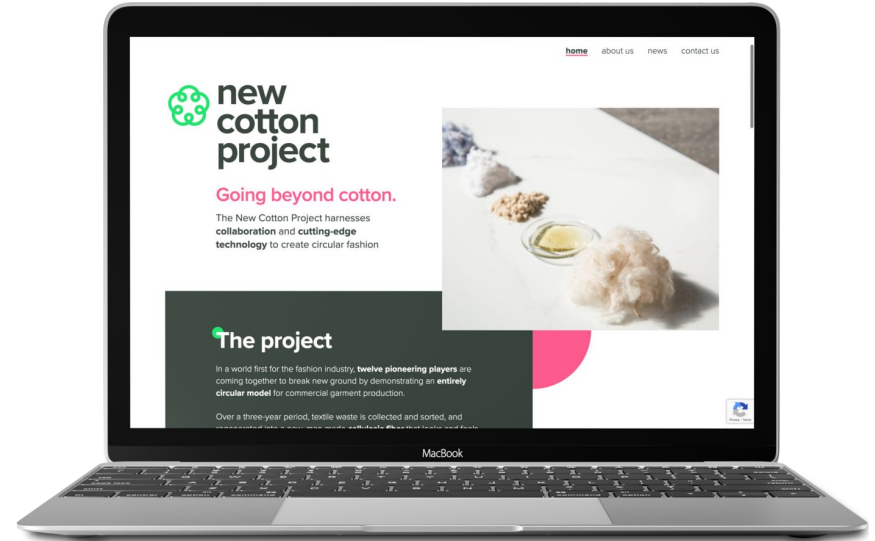
# Channels

## Website

The New Cotton Project website functions as the central platform for the project to communicate key insights with a wider external audience. The content focuses on explaining the consortium's objectives and processes in more detail, whilst also sharing news stories and member interviews to help share deeper insights to the project.

The team regularly posted news articles, press releases, interviews and activity updates in the 'News Section' to keep interest and engagement in the project.

The team continued to measure unique monthly visitors and interactions with content to track engagement across the project.

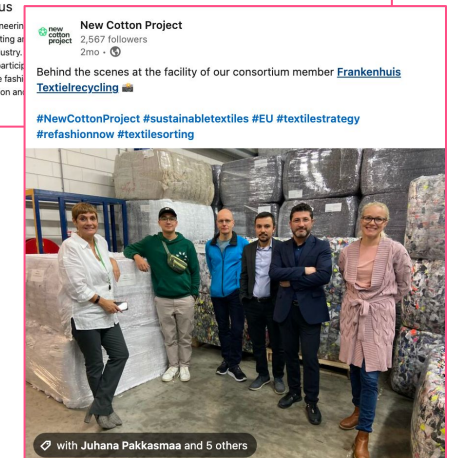
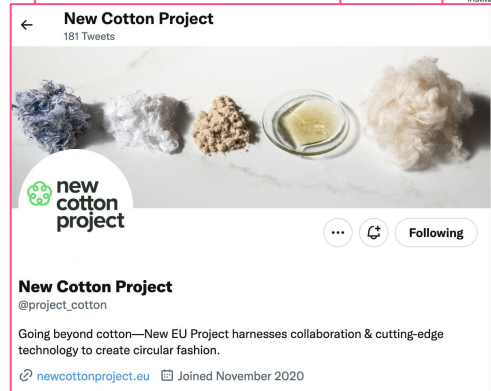
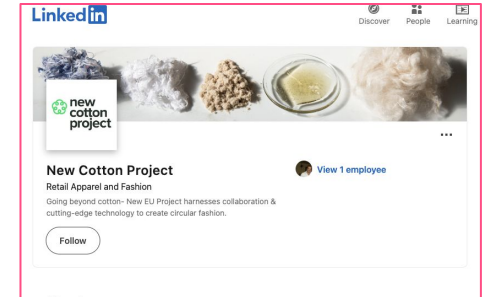
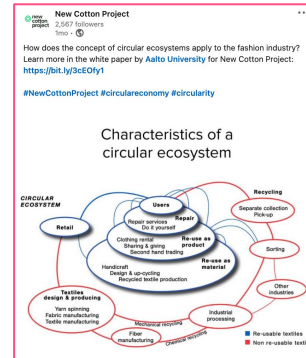


# Channels

## Social media channels

Relevant social media channels, such as LinkedIn and Twitter, proved powerful tools to reach and engage relevant industry players.

The team regularly posts news updates and project insights to keep the project's community engaged. They also measure organic impressions, follower growth and engagement rate to ensure the news is reaching the right audience.



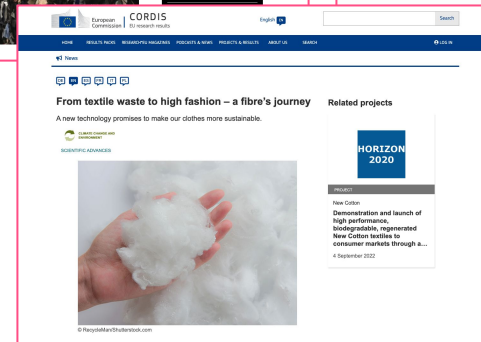
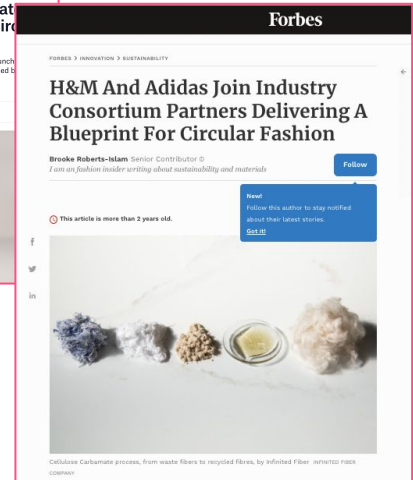
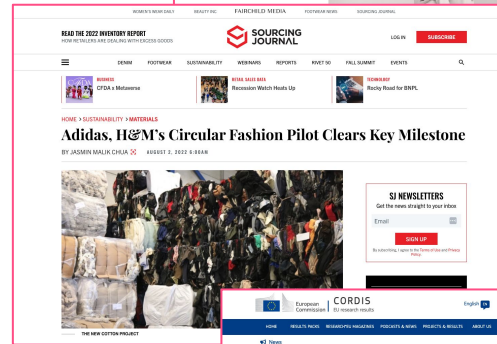
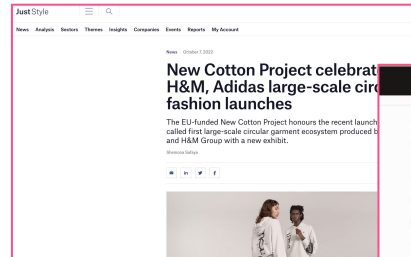
# Channels

## Press

In addition to the project's owned channels, PR and media engagement helped to drive positive press coverage around the project's launch and key milestones.

The team worked to keep editors informed on the project's progress through press releases, news updates, in-person meetings and phone interviews with consortium members.

Since its launch in October 2020, the New Cotton Project has been featured in leading trade and business press outlets over 65 times.



Industry from its linear 'take, make, waste' model to a circular model where materials are perpetually recycled, is considered the 'holy grail' of the fashion industry. Global apparel consumption is projected to rise by 30% by 2030, and an increase in clothing being sent to landfill is becoming even more critical. It has remained a challenge for the industry to 'close the loop'. The focus of fashion brands has been on isolated initiatives, including encouraging consumers to buy second-hand, rent, or repair their clothes for longer, clothing resale, rental services, and repair. These efforts are a positive step, the Paris Agreement and the Sustainable Development Goals (SDGs) demand more ambitious climate change and restore biodiversity targets. The projected growth of the fashion industry, coupled with the resulting emissions and waste generation make a strong case for an urgent environmental imperative. Industry cooperation across the industry is needed to address this challenge in a fiercely competitive

# Activities and Assets

As the project progressed, the communications team worked closely with the consortium and Aalto University to identify and disseminate key insights and learnings. These were often shared externally as white papers and press releases.

Here you can view two **press releases**, which were distributed to the international media communicating the project's midway point and also the opening of an installation celebrating the launch of the adidas and H&M Group's products.



**new cotton project**

### New Cotton Project Releases Midway Update

- Pioneering EU Horizon 2020 New Cotton Project demonstrates successful implementation of the entire value chain as it initiates commercial production
- The consortium reveals first insights on major benefits of the circular economy and its potential
- Adidas and H&M will reveal the pioneering garment

28th July 2022, Amsterdam - The New Cotton Project celebrates this year project, which has seen the consortium at dawn. The milestone marks the release of the first set commercial run of the adidas and H&M garments, and it is currently estimated that just under 1% of all textiles to reduce pressure on the earth's precious resources, economy within the textile sector. This also includes recycling by 2025. In an industry first, the New Cotton Project is pioneering players from across the manufacture initiative set out to harness technology and collaborative garment production.

Scheduled across a three year timeline, the consortium is pioneering inflected fiber technology could be regenerated looks and feels just like virgin cotton. The fibre was then produced, and sold by adidas and H&M. When the above to be produced through a collaborative consortium deal commercial garment production, testing a new, innovative

The milestone point sees the consortium celebrate the starting to the production of garment samples. The test has been completed by Frankenthal, who analyzed data techniques to identify the correct feedstock for the supported by Nicole Wiese, whose ongoing work to it will continue throughout the project.

Scientific institute, Xanik has optimized the pre-treatment unique technology to produce high-quality regenerated fibers and less dyeability, which has yielded highly pre-developed styles made with the unique fabric and are a another critical consideration for the project, adidas and consumer attitudes towards circular and recycled fabric Blueprint the material flow and produce the complete circular economy within the fashion industry.

The process to date has highlighted a number of challenges and opportunities for the future of closed-loop end-of-life solutions in textiles:

#### Sorting and designing for circularity

- Sorting for recycling is key to empowering circularity within the industry, but there are many challenges and opportunities in this process. Fibre identification technologies have limitations and there is a lack of a unified way to sort. With a unified system, feedbacks will be more consistent and make the best use of the current technology.
- Mandatory reporting requirements for fibre composition in textile products help to assess the recyclability of materials on the market in a more reliable way.
- Designing for circularity and end-of-life solutions is key: the recyclability of a textile product is determined at the design phase; elastane use, multiple layers of different textiles and unnecessary fibre blends should be minimized.
- New ways of communicating and working through-out the value chain needs to be implemented to build closer collaboration between designers, sorting facilities and recycling technologies. The New Cotton Project is a test and learn process that offers an insightful example of how this new way of working has the potential to empower transition towards circular practices, adidas and H&M have designed their capsule garments following insights shared from key stakeholders in the value chain, ensuring the pieces have an end-of-life solution.

#### Consumer awareness/initiatives

- The EU identified culture as one of the key barriers to the adoption of the circular economy within Europe. An adidas quantitative consumer survey conducted across three key markets reveals there is still a lack of understanding around circularity in the context of textiles highlighting a need for greater consumer education.
- The adidas survey although also did reveal that more than half of consumers want to engage with brand-independent take-back schemes\*, with adidas' garments from this project designed to be "Made To Be Remade" and included in its circular services return program.
- The survey also highlighted an overall positive perception of recycled fabrics, and willingness to accept differences in recycled fabric, indicating that a larger offer of recycled clothing will be well received in the market.

The learnings so far highlight the challenges and opportunities that lie ahead for scaling closed loop end-of-life solutions, with each stakeholder in the value chain playing a critical role in the transition towards circular practices.

#### Second phase

As the New Cotton Project enters the second phase, the consortium will continue to focus on data collection and analysis in order to highlight relevant insights for the industry, which will be disseminated by Fashion for Good, adidas and H&M garments will launch in Fall/Winter 22 whilst upcoming white papers from Aalto University include a focus on circular business models and a Blueprint of the circular ecosystem. Finally H&M will develop the Life Cycle Assessment, identifying progress opportunities to further develop the concept.

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**new cotton project**

### New Cotton Project Launches Exhibit Installation in the Fashion for Good Museum, Celebrating the Successful Launch of First Garments to be Produced Through Potential Large-scale Circular Ecosystem

- The New Cotton Project marks a key milestone with the launch of an exhibit installation in the Fashion for Good Innovation Lounge.
- The installation celebrates the recent launch of adidas and H&M Group's garments produced through the consortium, which are the first to be produced through the demonstration of a potential circular ecosystem of this scale. The launch also coincides with the release of two additional white papers produced by Aalto University, exploring circular business models and sharing an overview of the New Cotton ecosystem blueprint.
- Ecovadis's Blueprint, sharing accessible insights and analysis from the project.

7th October 2022, Amsterdam - The EU funded New Cotton Project marks an important milestone with the launch of an installation charting the processes and progress of the project at the Fashion for Good Museum in Amsterdam. The installation celebrates the recent launch of the consortium's garments produced by adidas and H&M Group, which are the first to be produced through the demonstration of a potential circular ecosystem of this scale. The launch also coincides with the release of two additional white papers produced by Aalto University, exploring circular business models and sharing an overview of the New Cotton ecosystem blueprint.

It is currently estimated that only 2% of post-consumer textiles are diverted to fibre-to-fibre recycling. The fashion industry urgently needs scalable solutions, yet the creation of circular materials to decrease dependency on virgin material has historically proven challenging, with a truckload of textiles being landfilled or burned every second. Although there have been many pilot schemes, no organisation has been able to address the problem alone. The New Cotton Project launched in answer to this challenge, aiming to demonstrate a potential blueprint for commercial circular garment production, and a new more sustainable way of working for the fashion industry.

The newly revealed adidas by Stella McCartney Sportswear TrackSuit Viscoose (Gender Neutral) and H&M Group's utilitarian jacket and trousers, are therefore not just beautiful pieces of clothing created using a new, high-quality 'infinita' fibre, created from post-consumer end-of-use textiles: they are a demonstration of the potential of a circular garment ecosystem, and highlights the industry's ability to move from a linear to a circular model of production.

Current data suggests up to a quarter of European post-consumer textiles could become textile-to-textile recycling feedstocks in the future. This includes the 494,000 tonnes of low-value post-consumer textiles identified in the recent Sorting for Circularity report as readily available for post-fibre recycling. An estimate of how much is likely to be a fit for 'infinita' technology will be available later in the project.

Illustrating the journey of the New Cotton Project for a public audience, the new installation charts the processes and progress of the consortium in the run up to the release of the garments. Visitors will be able to learn more about the consortium through a multi-media display, including details of the Inflected Fiber Company and manufacturing process, an animation video explaining the 'inflected' fibre, a visual timeline of the project, and a video sharing the experience of the consortium through the voices of the members. The installation will also include a series of white papers produced by Aalto University, highlighting insights into the consortium's experience of demonstrating a potential circular ecosystem within the EU textile industry.

The launch of the garments and the installation marks a two-year point in the three-year project. The final stage of the collaboration will focus on continued data collection to further academic papers from Aalto University and the Life Cycle Assessment, all of which will be shared with the wider industry with the aim of inspiring further circular initiatives in the future.

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# Key assets

## Animation video

In addition to press releases, the communications team also developed animation and video material to help convey key insights in a concise and engaging format that would appeal to a wider audience.

The New Cotton Project animation video explains the project and the processes behind the consortium in an accessible and concise format which could be used to engage a wider audience. The asset was featured on the project's website, social channels along with the consortium members channels.



# Key assets

## Physical installation

To celebrate the launch of the adidas and H&M Group's pieces, Fashion for Good launched **an installation within the Fashion for Good museum** in Amsterdam. Local press and influencers were invited to celebrate the launch as part of a wider exhibition exploring the past and future of cotton.

In addition, adidas also opened an installation at the London Design Festival sharing their work on circularity, including the production of the New Cotton Project pieces.

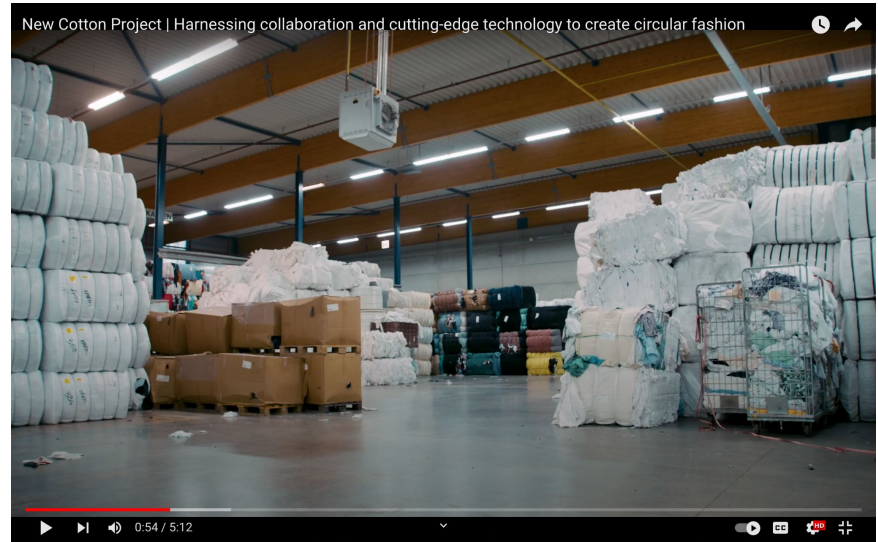


# Key assets

## Short documentary

As part of the launch activity, an additional video asset in the form of a 5 minute documentary was released. The video documented the aspirations and collaboration behind the project in the words of the consortium members.

The communications team developed this asset over a 6 month period in collaboration with a production team.



# Coming next

## Policy Roundtable and Academic Papers

The next step of the communications strategy will focus on engaging EU policy makers with the key learnings and insights garnered in the project which can be utilised to help inform circular textiles policy moving forward. This will take the place of a policy roundtable, which the team will host in Brussels, along with the dissemination of a policy paper which will be produced by Aalto University.

Additionally, the communications team will also support Aalto University and RISE in the dissemination of academic papers for peer reviewed scientific publications along with the end of project report.

Continue to follow the New Cotton Project journey at:

Website: <https://newcottonproject.eu>

LinkedIn: <https://www.linkedin.com/company/new-cotton-project>

Twitter: [https://twitter.com/project\\_cotton](https://twitter.com/project_cotton)