

A very brief summary of ETSA's actions as a Climate Ambassador:

As an EU Climate Pact Ambassador since 2021, the European Textile Services Association (ETSA) has been actively promoting sustainable practices within the textile services sector, aligning its efforts with the goals of the European Commission's Climate Pact. ETSA's comprehensive approach includes research initiatives, policy dialogues, and participation in global sustainability events, as detailed below:

Select External Actions and Initiatives:

ETSA has shown a strong commitment to sustainability through various initiatives. The association collaborated with the [University of Southern Denmark on the WECO 5 study](#), aiming to reduce resource consumption in industrial laundries while upholding stringent hygiene standards. In line with its Ambassadorship Pledge for 2024, ETSA is developing a Sustainability Roadmap and focusing on addressing scope 3 emissions. To tackle complex environmental challenges, including Scope III emissions, ETSA established the Sustainability Task Force. This team, comprising association members, is dedicated to formulating comprehensive strategies addressing environmental and social responsibilities.

A pivotal moment for ETSA was its participation in the "[Free your Wardrobe](#)" event organized by the Dutch Permanent Representation to the Commission in the last week of October. At this event, aimed at highlighting the textile industry's carbon footprint and promoting responsible consumer behavior to extend the lifespan of textiles, ETSA engaged with policymakers. ETSA and TenCate Protective Fabrics, represented by Marcel Jansen, emphasized the significance of textile services in extending the lifespan of textile products and their pivotal role in recycling, upcycling, and promoting circularity.

As a key strategy in its Pact Ambassadorship, ETSA actively involves itself with the [UN Global Compact](#). Regular communications, including the 2023 pledge, highlight ETSA's commitment to the climate pact ambassadorship. The association also engages in policy dialogues, such as the Ambassador Talks, and participates in major events like the European Commission's Climate Pact Conference and the "Community Talk on the COP28 countdown." Furthermore, ETSA's proactive engagement in events like EU Green Week, Beyond Growth Conference, and the EU Sustainable Energy Week showcases its dedication to sustainable practices. The association's participation in the European Commission's [Climate Pact Conference](#) was another highlight, where ETSA met several fellow ambassadors and promoted the dynamic discussions on social media. ETSA also extensively promoted the Ambassadorship at events like the Brussels Sustainability Forum and Deploy London.

Moreover, policy dialogues, such as the Ambassador Talks of which ETSA has regular participated, play a crucial role in ETSA's approach to the Ambassadorship. These discussions provide a platform for deepening the understanding of climate-related issues and refining the association's strategies accordingly. One example of ETSA's leadership in promoting the Climate Pact externally was evident when [ETSA Secretary-General Elena Lai hosted the](#)

[PCIAW conference in Porto](#), highlighting the association's relentless pursuit of its Climate Ambassadorship pledges.

Communication and Outreach:

ETSA's communication and outreach efforts are pivotal to its role as an EU Climate Pact Ambassador, employing a comprehensive strategy to engage a diverse audience and promote its sustainability initiatives. The association's approach to communication is dynamic and multifaceted, ensuring that its message of sustainability and environmental responsibility resonates across various platforms and formats.

The association has made significant strides in disseminating information and fostering dialogue through its well-crafted position papers on critical [issues such as Green Claims and the Climate 2040 initiative](#). These documents not only highlight ETSA's stance on pressing environmental matters but also serve as a knowledge base for stakeholders, paving the way for informed discussions and policy-making.

Social media plays a crucial role in ETSA's outreach strategy, with the association leveraging platforms such as Twitter, LinkedIn, Facebook, Instagram, and YouTube to engage with a wide audience. In 2023, ETSA's consistent promotion of the Pact Ambassadorship was evident, with numerous posts across these platforms that successfully amplified the message of sustainability and climate action. The association's social media channels serve as a hub for updates, insights, and discussions, attracting a substantial following that includes industry professionals, policymakers, and environmentally conscious individuals.

A notable highlight in ETSA's communication efforts is [the Breathing Circularity Video](#), a compelling visual narrative that underscores the importance of circular economy practices in the textile services sector. This video serves as a powerful tool to convey the association's commitment to sustainable practices and its role in promoting a circular economy, resonating with viewers and driving the message home effectively.

Moreover, ETSA has taken a proactive approach in engaging the younger generation through initiatives such as [the Peer Parliament Workshops](#). These interactive sessions provide a platform for young people to discuss sustainability, share ideas, and collaborate on actionable solutions, thereby nurturing a culture of environmental stewardship among the future leaders of society.

In conclusion, ETSA's communication and outreach strategy is a testament to its unwavering commitment to environmental sustainability and its role as an EU Climate Pact Ambassador. Through well-researched position papers, dynamic social media engagement, compelling visual narratives, and interactive workshops, ETSA effectively communicates its message, engages with a diverse audience, and drives forward the agenda of sustainability and climate action.

Conclusion and Future Endeavors:

Looking forward, ETSA is gearing up for the ETSA Congress 2024 in Prague, where it will underscore the importance of the Climate Pact Ambassadorship and introduce the "Climate Impact Award." The association is also crafting a manifesto for the European Elections,



advocating for policies that support the circular economy and sustainable industry practices. ETSA's multi-faceted approach, encompassing research, dialogues, global participation, communication strategies, and practical sustainability measures, highlights its dedication as an EU Climate Pact Ambassador. This summary provides a glimpse into ETSA's extensive efforts as a Climate Pact Ambassador, with more information available upon request.

Annex Select Photos and Screenshots of events and social media relating to the EU Climate Pact Ambassadorship and promotion

ETSA European Textile Services Associati @ETSA_Texti · Oct 27, 2023 ...
🌱 Thanks @WBHoekstra for the insights & @EUClimateAction for hosting. It's crunch time! With EU's #FitFor55, we lead in climate action & look ahead to ambitious plans for #COP28 🌍. For a greener, united future. 🌿
👉 #ClimateActionNow



ETSA European Textile Services Associati @ETSA_Textil · Jul 27, 2023 ...
Excited to be part of the community discussions on the latest #Eurobarometer as part of our European #ClimatePact Ambassadorship.
Thanks to the #ClimatePact community for hosting this discussion. Learn more about our Ambassadorship here 🙌🙌🙌
[lnkd.in/dMdlMqxep](#)



CERC - Circular Economy Research Center and 7 others



#



EUROPEAN TEXTILE SERVICES ASSOCIATION

ETSA - European Textile Services Association
4,675 followers
1 yr · 🌐

Great to be at the "Together in Action" conference on the #EUClimatePact. ETSA is proud to be an EU Commission Climate Pact Ambassador!

It was especially nice to hear from Commission Vice-President and Commissioner in charge of the #GreenDeal, Frans Timmermans.

He spoke on

- ✅ The need to have a successful #COP28
- ✅ #Ecolabeling
- ✅ Improved methods of packaging
- ✅ Working with producers to optimize circular solutions
- ✅ bolstering reparability and #reuseability
- ✅ investing green research, #skills and jobs!

A great event! special thanks to Mr Timmermans and all the speakers!
#TextileServices are looking forward to a circular and sustainable future!

#future #research #investing #sustainable #packaging #eugreendal
#euclimatepact #myworldourplanet #laundryservice #machinery #detergents
#sustainabledevelopment #event



ETSA - European Textile Services Association
4,675 followers
11 mo · 🌐

Happy early #worldrecyclingday! The textile services industry is one which is inherently #circular and one which is pioneering in the field of #sustainability. ETSA Members are hard at work, finding ways to prolong the lifespan o ...see more

