SMART CHOICES TO CREATE SUSTAINABLE FASHION

The Cottonforlife Initiative: a joint commitment between Italy and Egypt to revive the Egyptian White Gold

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FILMAR NETWORK

THE COMPANY

FILMAR promotes and sells Egyptian finest cotton. HQ based in North of Italy, Brescia. Industrial plants in Italy and Egypt with a total of 46,000 square meters.
FILMAR NILE TEXTILE

THE COMPANY

FILMAR NILE TEXTILE Based in Borg El Arab. Fully integrated production line, from spinning of raw cotton to the dyed yarn. Yearly production of 5 mil Kg. dyed yarn for knitwear, hosiery and weaving.
FILMAR’s CUSTOMERS
organic
GIZA 45
THE WHITE GOLD
EGYPT’S WHITE GOLD

Is the gold standard for the world’s finest linens and clothing LS and ELS cotton. It can be spun into fine yarns and used to weave luxury fabrics.

Original Egyptian Cotton

EXTRA LONG STAPLE (Makò) | 36-37 mm | 4 micronaire
LONG STAPLE | 32-33 mm | 4 micronaire
EGYPT’S WHITE GOLD

The Egyptian cotton has bound Italy to Egypt since immemorial times. Only the Egyptian White Gold can provide the aesthetic performances required by the high end fashion and Made in Italy in particular.
CONSUMERS ARE MORE AWARE...
THE SUSTAINABILITY IMPERATIVE:

Around the globe, fashion consumers are becoming more environmentally conscious
THE SUSTAINABILITY IMPERATIVE:

Consumers expect ecologically harmless fabrics a conservation-minded use of resources reduced emission of pollutants greater social commitment, and fair treatment of employees in production facilities.
Legislators are requiring companies to create more sustainable products, such as by prohibiting certain harmful dyestuffs.

THE SUSTAINABILITY IMPERATIVE:
#THE ORIGIN OF YARN
PRIVATE SECTOR AND SUSTAINABLE DEVELOPMENT

The 2030 Agenda is an important call to companies to align strategies and operations with universal principles and take actions that advance development goals.

The Sustainable Development Goals (SDGs)
COTTONFORLIFE is a CSR initiative created by Filmar Spa, with the main sponsorship of ALEXBANK, a subsidiary of Intesa Sanpaolo Group.
promotes sustainable fashion through the enhancement of the Egyptian cotton value chain that values people, the environment and profit in equal measure.
MISSION

1. supports and promotes the cultivation of Egyptian organic cotton
2. enhances a fully eco-friendly and socially responsible textile industry
3. promotes sustainable fashion
FNT industrial plant is in the North-West of Egypt with a fully integrated production line, from spinning of raw cotton to the dyed yarn.
COTTONFORLIFE: STRATEGY, DESIGN, IMPLEMENTATION

Social Value

Shared Value

Business Value

project to create social value

project to create value
ACTION PLAN

#education  #gender equality  #research

#cotton  #cooperation  #industry  #upcycling
Cottonforlife grows Egyptian extra long staple organic cotton in Damietta and Beheira. Cottonforlife aims at extending organic and sustainable cotton plantations in other Egyptian Governorates.
Cottonforlife supports women in the cotton value-chain by investing in their education and training and supporting their capacity to start businesses. Cottonforlife is supporting a group of young Fashion designers to start their business in Ethical Fashion.
Cottonforlife promotes the creative use of textile leftovers to protect the environment and to enhance sustainable production and consumption patterns.
Cottonforlife collaborates with the Cotton Research Institute of Cairo to promote scientific research in the field of cotton and to provide technical assistance to enhance sustainable cultivation practices.
#education

Cottonforlife promotes training and employability of young people in the textile industry through the collaboration with the Egyptian Ministries of Education, Industry and Agriculture.
The Cottonforlife Initiative has invested in human resources development by supporting agricultural and industrial textile schools to enhance horizontal integration between the agricultural and the industrial training path. Activities implemented range from curricula development to training of trainers and publication of updated textbooks for the 3 years school paths.
Cottonforlife enhances the achievement, in Filmar Nile Textile in Borg el Arab, of an Egyptian industrial plant where transformation of raw cotton is based on eco-compatible processes respectful of people wellbeing and social criteria.
#cooperation
Cottonforlife triggers a virtuous circle of collaboration between Italy and Egypt involving the most important international and Italian brands to support sustainability of Egyptian cotton value-chain.
PEOPLE
PLANET
PROFIT
PEOPLE
I made your clothes.
PEOPLE

• Fair returns for farmers thanks to contract farming
• Support to education, training and health
• Support to women thanks to education and training and support for entrepreneurship
• Information campaigns on importance of reviving cotton vocation
• Education and training for employment
PLANET
PLANET

- Organic agriculture
- Crop rotation
- Reduction of pesticides and toxic substances
- Controlled use of water and energy
- Monitored and certified industrial processes
PROFIT FOR BUSINESS

• Increased Egyptian cotton demand thanks to its sustainability credentials promoted along its excellent physical properties
• Competitive advantage created by an excellent product which can claim to be transparent, traceable and ethically compliant
• Acquisition of new market segments
• Increase of turnover
PROFIT

PROFIT FOR THE COMMUNITIES

- Enhanced social and economic growth of communities involved
- Increased youth occupability also with regard to women
- Reduction of irregular migration push factors through real alternatives for youth
- Creation of micro enterprises in agriculture and fashion
- Revival of coton vocation as source of income and part of Egypt’s history and culture
FROM COTTON SEEDS TO CLOTHING: Enhancing the sustainability, inclusiveness and value addition of the cotton value chain in Egypt

Demo pilots & institutional support

COTTON PRODUCTION:
- Adoption of sust. agr. practices
- Up-to date info on market and client requirements
- Development of new hybrids
- Traceability & Certification
- Promotion & branding
- Upgrade of TVET offer

COTTON INDUSTRIAL TRANSFORMATION:
- Value addition (local content & processing)
- Support to individual/cluster enterprises
- Resource efficiency reuse upcycling
- Business linkages
- Investment promotion
- Upgrade of TVET offer

Arab Republic of Egypt
Ministry of Trade and Industry
Ministry of Agriculture and Land Reclamation
COTTONFORLIFE
A THREAD RUNNING BETWEEN ITALY AND EGYPT
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