COTTONFORLIFE è un innovativo progetto di Corporate Social Responsibility, etico, solidale e sostenibile promosso da Filmar SpA con la partecipazione di ALEXBANK, del Gruppo Intesa San Paolo.

COTTONFORLIFE is an innovative Corporate Social Responsibility that is ethical, humane and sustainable. Launched by Filmar SpA, with the support of the ALEXBANK of the Intesa San Paolo Group.

COTTONFORLIFE è un articolato programma quinquennale che si propone di promuovere la moda sostenibile realizzando una filiera tessile trasparente interamente eco-compatibile e socialmente responsabile.

COTTONFORLIFE is a comprehensive five-year program aimed at promoting sustainable fashion through a fully transparent, eco-friendly and socially responsible textile production chain.

Contribuire alla protezione dell’ambiente e dell’umanità non è più una scelta: COTTONFORLIFE promuove gli Obiettivi di Sviluppo Sostenibile.

Taking actions to contribute to human and environmental protection is no longer a choice: COTTONFORLIFE supports the Global Goals for Sustainable Development.
Cottonforlife has managed to put sustainability of Egyptian cotton at the center of Filmar’s and its clients’ strategies. This way, organic cotton becomes an exclusive and precious raw material, both in terms of aesthetic and functional performances as well as in terms of economic growth determined by the multiple production and commercial phases. Not only that: cotton also becomes a binding element among all the people involved in the production chain, particularly farmers and Italian and Egyptian workers, who are geographically far away but united in relying on cotton for the future and well-being of their own families.
Cottonforlife coltiva in Egitto i cotoni più pregiati al mondo seguendo disciplinari biologici che consentono l’ottenimento della certificazione GOTS. Cottonforlife ha avviato, per la prima volta nella storia del cotone egiziano, la coltivazione biologica della varietà Giza 45 grazie all’impegno dei coltivatori egiziani dediti da generazioni a questa antica, basica e straordinaria materia prima. Cottonforlife ha impostato partnership inclusive e durature con gli stakeholder della filiera produttiva del cotone per la coltivazione di Giza 45, 87 e 86 nelle regioni egiziane di Damietta e Behera. Cottonforlife promuove con successo i migliori cotoni egiziani sui mercati globali del tessile e della moda. Cotoni che sono ambiti e richiesti dai clienti perché, oltre che risultato di varietà eccezionali quali il Giza 45 e 87, sono anche tracciabili, etici, biologici ed eco-compatibili.

Cottonforlife grows in Egypt the finest cottons in the world without use of pesticides or other toxic chemicals and following organic procedures that allow the GOTS certification. Cottonforlife has launched, for the first time in the history of Egyptian cotton, organic cultivation of the Giza 45 variety, thanks to the effort of the Egyptian farmers who have been committed for generations to this ancient, basic and extraordinary raw material. Cottonforlife established long-term and inclusive partnerships with the stakeholders of the cotton value-chain for cultivation of Giza 45, 87 and 86 in the Egyptian regions of Damietta and Behera. Cottonforlife successfully promotes the best Egyptian cottons on the global textile and fashion markets. The Cotton yarns produced in the framework of Cottonforlife are highly sought after by customers not only because they are the result of exceptional seed varieties of cotton, Giza 45 and Giza 87, but also because they are organic, ethical, transparent and environmentally-conscious.
Cottonforlife promotes and sustains new models for a "sustainable business" to promote a socially inclusive and strongly innovative industry able to design and create products to optimize social and environmental impact. Cottonforlife enhances the achievement, in Filmar Nile Textile in Borg el Arab, of an Egyptian industrial plant where transformation of row cotton is based on eco-compatible processes respectful of people wellbeing and social criteria. Filmar Nile Textile willingly committed to Green Peace’s DETOX campaign, to eliminate 11 classes of chemical substances from processes and products, in order to reduce the environmental impact of cotton along the whole life cycle.
#SUSTAINABILITY IS FOR EVERYONE

Need to adopt sustainable choices along the whole production chain to protect People - Planet and to work in favor of better Products to increase Profit.
Cottonforlife promotes training and employability of young people in the textile industry, contributing to youth employability and social inclusiveness. Thanks to an innovative multi stakeholders partnership and in coordination with the Egyptian Ministries of Education, Agriculture and Industry Cottonforlife launched training courses in the fields of organic agriculture, textile industry and eco-design. It promotes sustainable fashion among young people and and organizes informative and awareness campaigns for the adoption of responsible consumption patterns.
Rediscovery: per creare legami, condividere idee e promuovere soluzioni sostenibili che ispirino le nuove generazioni di fashion designer.
Cottonforlife, attraverso il Programma Rediscovery: an alternative way to use our resources, promuove l’uso creativo degli scarti tessili per salvaguardare l’ambiente e per incoraggiare modelli produttivi circolari. Il progetto pilota forma giovani fashion designers sui temi dell’eco-design, dell’innovazione e della sostenibilità nell’industria della moda. Rediscovery permette che la progettazione sia coniugata con la sostenibilità, sin dall’inizio del processo creativo. Rediscovery preserva e promuove valori fondamentali quali la difesa dell’ambiente, delle persone e la loro crescita economica.

Rediscovery: creating connections, share ideas and promote sustainable solutions to inspire new generations of fashion designers. Cottonforlife promotes the creative use of textile leftovers to protect the environment and to enhance circular production patterns. The pilot project Rediscovery trains young and emerging fashion designers on eco-design, innovation and sustainability in the fashion industry. Via a combination of practical workshops and theory based presentations, participants are shown how project outlines and sustainability can become a creative starting point: focusing on the very real need to preserve and promote fundamental values such as looking after our environment and promote collaboration and social innovation.
CottonforLife collabora con istituti di ricerca come il Cotton Research Institute e il Central Laboratory for Organic Agriculture del Cairo affinché gli agricoltori locali siano affiancati da esperti agronomi e guidati nelle pratiche di coltivazione biologica del cotone. Nelle fasi di trasformazione industriale Cottonforlife promuove la ricerca per la riduzione e la sostituzione di sostanze chimiche dannose per l’ambiente e la persona in linea con la campagna DETOX di GreenPeace. Per la realizzazione di questo importante obiettivo sono state attivate collaborazioni con produttori di sostanze chimiche e fornitori di materie prime e servizi.

Cottonforlife collaborates with research institutes and universities such as the Cotton Research Institute and the Cairo Central Laboratory for Organic Agriculture to promote scientific research in the field of cotton and to assist the farmers in the organic cotton cultivation. Cottonforlife promotes research for the reduction and elimination of harmful chemical substances from processes and products, in line with the Green Peace’s DETOX campaign. In order to achieve this important goal, Cottonforlife started partnerships with chemical substance’s producers and suppliers of raw materials and services.
Cottonforlife triggered a virtuous circle of collaboration between countries and international stakeholders to support the sustainability of the cotton value-chain. An important partnership which includes private farming and textile sector, public institutions, brands, banks, schools and universities, international organizations, foundations and civil society. Together, they work towards promoting new business models with the ultimate goal of realizing traceable, transparent and socially inclusive high-quality products capable of creating social and financial shared returns along the whole cotton value-chain.