



Global Perspectives | August 2024

GREEN TEXTILE PROJECT

A partnership between



Lifestyle & Design Cluster



2,3% of GDP

ECONOMIC SHARE

The industry contributes approximately 2.3% to India's GDP, 13% to industrial production, and accounts for 12% of exports.

4,5 M employed

EMPLOYMENT IMPACT

With a direct employment of 45 million and support for an additional 100 million in allied industries, T&A stands as the country's second-largest employer.

4% Global trade

GLOBAL PRESENCE

India is the third-largest T&A exporter worldwide., and is the second-largest global manufacturer of PPE, polyester, silk, and fiber.

WHY

Can the Danish and Indian industries, innovators, manufacturers and brands alike come together to amplify impact by creating sustainable, long term change in textile supply chains?





PROJECT GOALS

The project was developed to help Danish textile brands deliver on their promise of sustainability by addressing emissions where it matters the most – raw material sourcing and production

1

How can we help large Danish brands address sustainability in production markets, while being cognizant that they have large and rather active sustainability initiatives of their own?

2

What are the aspects of sourcing, production and supply can smaller Danish textile brands work together on without being competitive, but yet still achieving sustainability goals?

3

How can we plug in Danish tech into Indian textile production lines despite the barriers to piloting and cost?

INTERVENTIONS

01 **KNOWLEDGE SESSIONS**

Regulation and IP
ESG
Sustainable Materials
Logistics

02 **TRIPS TO INDIA**

Producer meetings
Start-up engagement

03 **INNOVATION CHALLENGES**

Identifying tangible challenges
Plugging Danish tech into
production lines
Production line audits





Innovation challenges

Sustainable production: Employing renewable energy, conserving water and energy, and reducing chemical use

Circular Materials: Innovative material for circular, environmentally friendly products, including material, production, and consumption

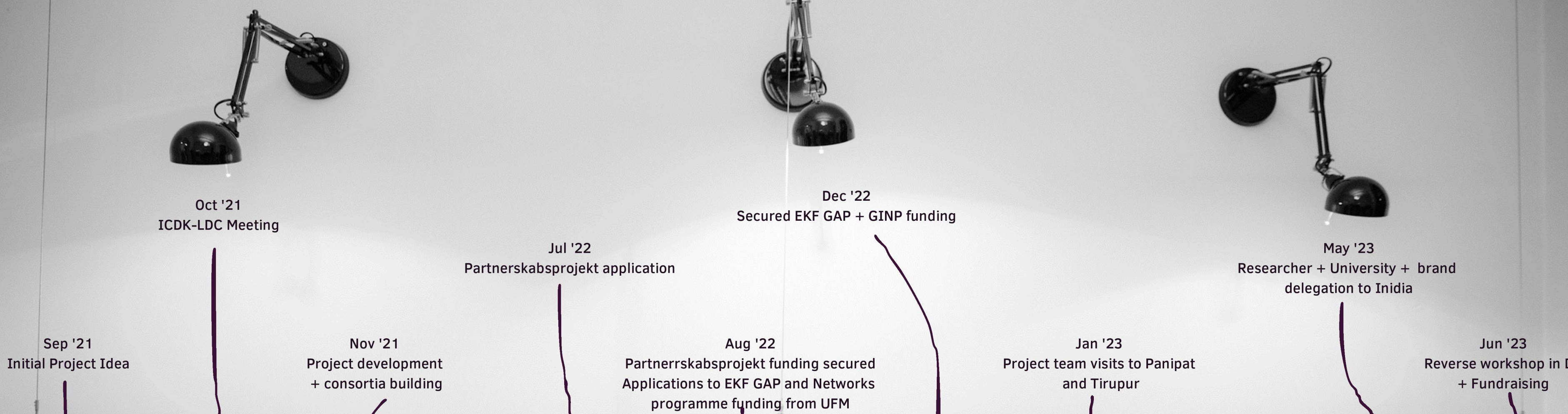
Digitisation and Traceability: Solutions that leverage digital technologies to support textile circularity, such as blockchain for traceability, virtual reality for product creation, or artificial intelligence for textile waste management

End of life textile management: Managing the end-of-life of textile products, such as collection models and sorting it for upcycling, repurposing, recycling, or composting

Sustainable packaging: Eco-friendly textile and apparel packaging. Innovative textile and garment packaging that reduces material while boosting usability, durability, and aesthetics

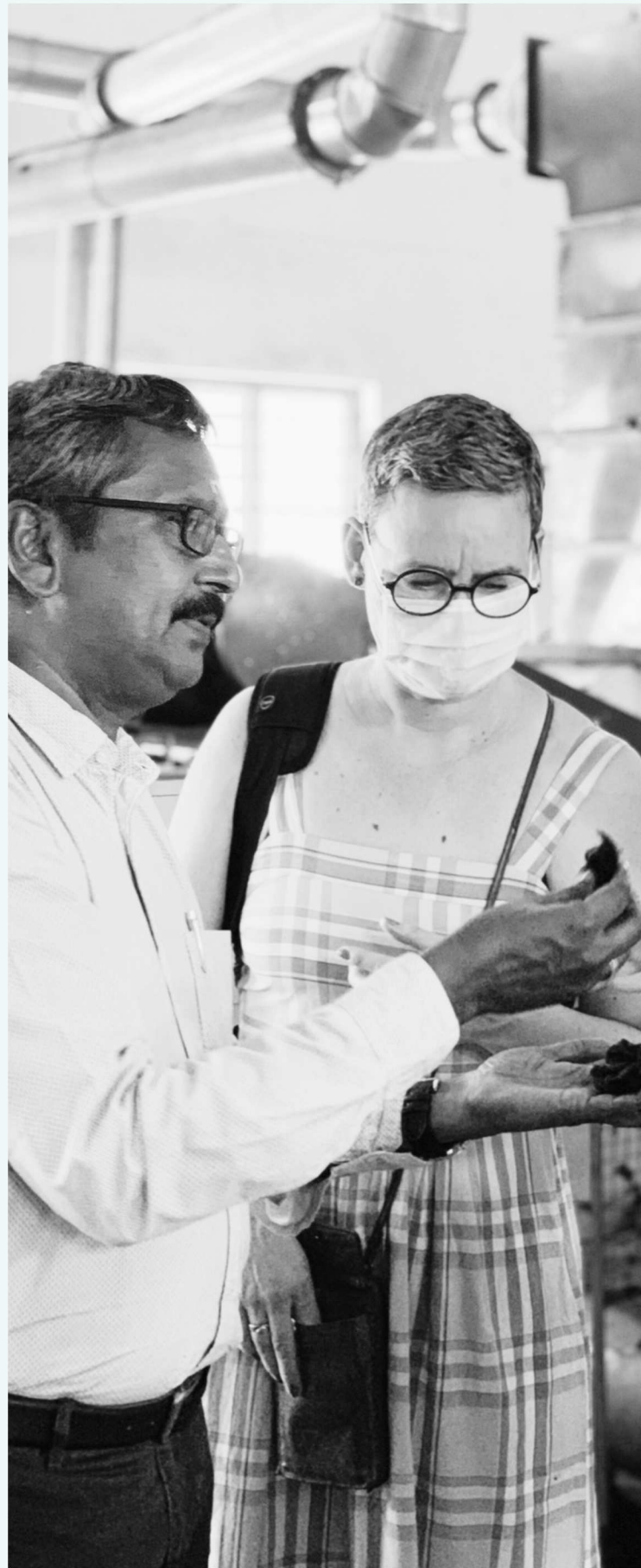
TIMELINE

PROJECT CONCEPTUALISATION



How

GREEN TEXTILE PROJECT



Feasibility: Brand ambition vs. market dynamics, MoQs

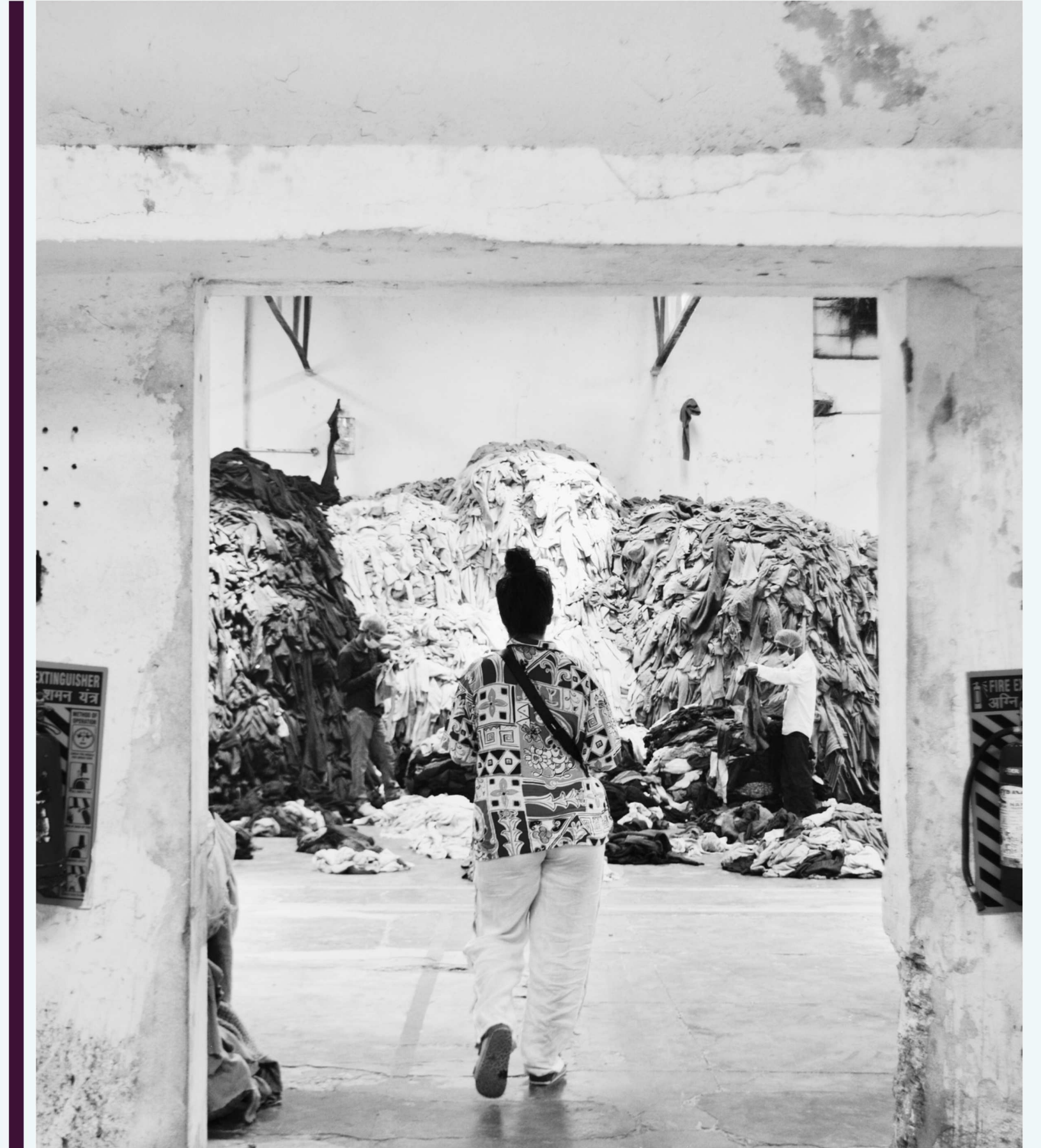
Regulation: Implementation, compliance, verification

Digitisation: Access to technology and skilling

Social impact: S in ESG

Exit strategies: Producing closer to home

LEARNINGS & NEXT STEPS



The Green Strategic Partnership

The Green Strategic Partnership is a Bilateral collaboration on green transition and delivery on the UN SDG goals between India and Denmark. It includes a focus on areas like energy, climate change, water, environment, circular economy, food and agriculture etc.

FOCUS



WHO WE ARE

Innovation Centre Denmark is a partnership between The Ministry of Foreign Affairs and The Ministry of Higher Education and Science.

Innovation Centre Denmark (ICDK) is on a mission to strengthen Danish innovation around the globe. With seven Innovation Centres placed strategically in innovative hotspots around the world, ICDK can help translate knowledge into growth through customised advisory support and through mediation of networks and partnerships with leading international partners.

Our India offices are located in Bangalore.





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