



# Alliance for European Flax-Linen & Hemp takes part in the ChangeNOW summit, Paris for the first time, from 25 to 27 March 2024

The Alliance for European Flax-Linen & Hemp will be present for the first time at ChangeNOW 2024, the seventh edition of the world's biggest event dedicated to solutions for the planet, which will be held at the Grand Palais Éphémère in Paris from 25 to 27 March 2024.

Established in 2017, ChangeNOW is a three-day summit that brings together the most innovative solutions for the planet and highlights the people who are responding in a concrete way to the social and environmental challenges we face today.

A key partner for more than 10,000 European companies, the Alliance for European Flax-Linen & Hemp is the only agro-industrial organisation that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain, from field to finished products.

In the context of climate change, consumer expectations and eco-design regulations, European Flax-Linen is fully in line with a sustainable transition for the fashion and interior design sectors.



# WHY IS THE ALLIANCE PARTICIPATING IN CHANGENOW 2024?

Participation in ChangeNOW 2024 will give the **Alliance for European Flax-Linen & Hemp** the opportunity to amplify the visibility of European Flax-Linen and present the ambitious path it has embarked on with its two certifications, European Flax™ and Masters of Linen™.

It is also an opportunity to highlight the functional and environmental properties of certified Flax-Linen and its creative innovations.

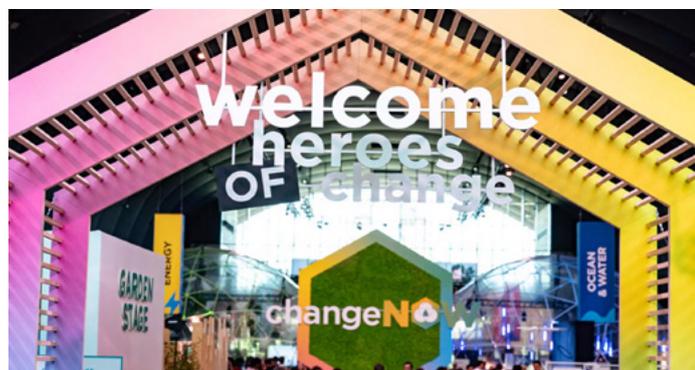
In addition, it is a chance to share all the promotional services offered to all certified companies or brands using one or other of the certifications.



## Alliance for European Flax-Linen & Hemp will participate in ChangeNOW 2024 in two ways:

### The Alliance's information space - Fashion Area

The Alliance's experts will be present at the organisation's stand throughout the event to provide information about its missions and ambitions and the benefits of using European Flax™ and Masters of Linen™ certified materials for use in fashion collections and for interior design. They will also provide general advice to professionals and members of the public who come to consult them.



### The Alliance for European Flax-Linen & Hemp conference - Ecosystem Workshop room, a not-to-be-missed event

As part of a conference organised at ChangeNOW on 25 March at 12 noon, the Alliance for European Flax-Linen & Hemp presents a preview of its upcoming European workshops entitled **"All About Linen"**.

During this event, the Alliance's experts, Chantal Malingrey (Director of Marketing and Communication) and Julie Pariset (Innovation and CSR Director) will discuss:

- The key figures for European Flax-Linen and Hemp
- The benefits of the European Flax™ and Masters of Linen™ certifications
- The environmental trajectory of European Flax-Linen
- The creative innovations of European Flax-Linen

Representation in these two ways will enable the Alliance to convey its messages to heads of department across CSR, innovation and design present at ChangeNOW, as well as to members of the public attending the event.

## THE ALLIANCE LAUNCHES ITS EUROPEAN WORKSHOP PROGRAMME IN APRIL 2024:

### ALL ABOUT LINEN

CREATIVITY / CERTIFICATIONS / KNOWLEDGE SHARING

LONDON  
UK  
8 APRIL

PARIS  
FRANCE  
16 APRIL

MILAN  
ITALY  
23 APRIL



### The workshops will cover:

- The Alliance's missions, ambitions and latest news
- The key economic indicators for European Flax-Linen and Hemp
- The benefits of using European Flax™ and Masters of Linen™ certifications
- The certification process for European Flax™ and Masters of Linen™
- The holistic CSR approach of European Flax™ and Masters of Linen™
- The latest Flax-Linen textile innovations

Plus, one-to-one advice sessions with the Alliance's team of experts are on offer at the end of the workshops.

## An innovative and sustainable European textile dynamic: European Flax™ and Masters of Linen™ certifications

To consolidate the leadership of its certifications through an appropriate marketing plan, the Alliance strengthens its certifications of origin, producing reliable data to measure environmental impact and proves the functional properties of European Flax-Linen

### Two certifications of European origin, true industry brands:



#### EUROPEAN FLAX™ :

Guaranteed traceability for premium Flax-Linen fibre grown in Western Europe for all end uses. A plant fibre produced through integrated crop management farming, without irrigation (barring exceptional circumstances) or GMOs

- **Very strong growth, +1,081% from January 2020 to December 2023**
- **1,105 European Flax™ certified companies in 35 countries**



#### MASTERS OF LINEN™ :

Certification guaranteeing the traceability of Flax-Linen processed by European companies in Europe and Euromed 1 sites. A textile of excellence, local at every stage: from European Flax™ plant fibre to the yarn and fabric.

- **+28% from January 2020 to December 2023**
- **39 Masters of Linen™ certified companies**

Committed to a process of continuous improvement, the Alliance is developing the European Flax™ and Masters of Linen™ certifications and their tools in order to ever more effectively meet the requirements of certified companies, regulatory changes, brands and consumers.



## Next steps: industrialising traceability via a digital tool:

### Implementation of the European Flax™ and Masters of Linen™ blockchain

As part of the French government's Fashion and Luxury Industry Strategic Committee, the Alliance for European Flax-Linen & Hemp conducted an 18-month Flax-Linen pilot in Europe to audition and test a digital traceability solution.

19 European companies opted for an innovative digital platform: TextileGenesis™ - Lectra Group.

A pioneer in external and fibre forwards digital traceability, TextileGenesis™ integrates the textile value chain and draws on a repository of certified fibres. Tests carried out under real-world conditions confirm the relevance of the platform.

The Flax-Linen Blockchain will help encourage the use of Flax-Linen in collections by meeting demands for identification of the origin of raw materials and the production process

**It is scheduled to be launched in 2025.**

## The functional properties of European Flax-Linen: providing proof to attract and convince.

The Alliance is committed to a policy of story-proving via a programme of scientific studies.

### PROPERTIES OF CERTIFIED EUROPEAN FLAX™

Unique functional and environmental properties aligned with current societal expectations

#### CSR

- **Proximity and traceability**
- **No irrigation<sup>(1)</sup> from sowing to harvesting** including dew retting [vs water retting]
- **Certified and GMO free<sup>(2)</sup> seeds**
- **Renewable resource**
- **Helps preserve soil quality**  
A rotation crop that contributes to optimal soil structure and increases yield of the following crop<sup>(3)</sup>
- **Low input crop**  
Reasoned use of pesticides and fertilisers<sup>(3)</sup>
- **Zero-waste plant**  
100% used
- **Scutching: fibre extraction**  
Mechanical process, without solvents
- **Ethical production**  
Conducted by a skilled local workforce



#### TEXTILE

- **Ventilation and breathability<sup>(4)</sup>**
- **Thermo-regulation<sup>(4)</sup>**
- **Absorption and moisture management<sup>(4)</sup>**
- **Positive influence on sleep<sup>(5)</sup>**



#### TECHNICAL

- **Rigidity and lightweightness**
- **Strength and resistance**
- **Sound insulation**
- **Thermal insulation**
- **Vibration damping<sup>(6)</sup>**



(1) Barring exceptional circumstances

(2) Source: *European Flax™ Charter*, 2012

(3) Source: *Life Cycle Assessment (LCA) of European Flax™ Scutched Fibre*, February 2022

(4) Source: *Study Linen Comfort and Performance*, Cetelor Lab for the Alliance, 2014

(5) Source: *Study The Impact of Flax-Linen on sleep quality: A textile performance study*, Cetelor Lab for the Alliance, 2022

(6) Source: *Study Vibration Damping*, The enlarged European Scientific Council of Alliance for European Flax-Linen & Hemp, March 2023



## The environmental trajectory of European Flax-Linen

As the guarantor of all data on European Flax-Linen, the Alliance works actively and commits its members to:

- Encourage companies to define their own environmental trajectory
- Provide brands and databases with reliable life cycle data on Flax-Linen fibres and processes with a European scope
- Promote the sustainable practices used in the production and processing of European Flax™ fibres
- Anticipate regulatory changes
- Meet consumer expectations

### 1/ Specific, representative and accessible European Flax™ fibre data:

The Alliance, with its ecosystem of experts including the agronomic institutes Arvalis Institut du Végétal and Inagro (operating in France and in Belgium, and the Netherlands respectively), ensures European Flax™ fibre impact data representative of the specificities of the cultivation and scutching (fibre extraction) of Western European Flax.

This European Flax™ fibre life cycle data can now be found in major complementary databases:



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- **ecoinvent**, the industry leader which publishes the most comprehensive environmental life cycle inventory database in the world. ecoinvent has over 5,000 users from all industrial sectors and is used through all major LCA software. This collaboration is covered by a specific agreement.
- The European Commission's official **EF 3.1 database**, published in January 2023 as part of the PEF (Product Environmental Footprint) initiative. This is the result of collaboration between the Alliance and a consortium including ecoinvent and Blonk consultancy. As a voting member of PEF Apparel, the Alliance is also involved in jointly developing the sectoral rules for apparel and footwear. This is a key initiative on which future EU regulations will be based.
- **Higg MSI**, an initiative launched by the Sustainable Apparel Coalition.

## 2/ Transformation processes for long or short European Flax™ fibres

There are specific processing stages for long or short European Flax™ fibres: combing of long fibres, carding-combing of short fibres, preparation, wet spinning, dry spinning, etc.

**Thus in June 2022, the Alliance published a map of European Flax-Linen processes** to help brands to identify the links in their value chains and the datasets needed to measure the impacts of their Flax-Linen products.

### NEXT STEPS:

**Provide environmental footprint datasets for each transformation process, long and short Flax fibres.** Data co-constructed with all the players in each link and representative of the European average.

## 3/ Supporting stakeholders in the sector

The goal? To support companies so that they can calculate and manage their individual impact data and thus provide specific answers to their customers' requests and highlight their initiatives.

### NEXT STEPS:

**Industrialise the impact calculation via a digital tool allowing each player in the value chain to control its data and deliver it to their customer or brand, with a view to continuous improvement.**



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# ABOUT

## CHANGE NOW

ChangeNOW's mission is to accelerate the ecological and social transition through the implementation of concrete actions that address major environmental and social emergencies.

Every year, ChangeNOW organises the largest event for solutions for the planet. The summit brings together entrepreneurs, investors, change leaders, policymakers, and the general public from around the world in an inspiring and action-oriented format.

As a key facilitator of the ecological and social transition, ChangeNOW federates a global ecosystem of change agents.

Additionally, ChangeNOW carries out influential actions aimed at promoting systemic changes in various areas, such as recruitment assistance for roles with a positive impact, support for major educational institutions on ecological and social transition issues, empowering women changemakers, and even activating sports as a catalyst for change.

## ALLIANCE FOR EUROPEAN FLAX-LINEN & HEMP

Alliance for European Flax-Linen & Hemp (an association founded in 1951) is the only European agro-industrial organisation that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

Western Europe is the world's leading producer of Flax-Linen fibre (France, Belgium and the Netherlands account for three-quarters of this production).

The Alliance for European Flax-Linen & Hemp has a triple mission: to inform members, brands and consumers, to support the European ecosystem and expertise, and to promote European Flax-Linen and Hemp globally as preferred

sustainable premium fibres. It brings together more than 10,000 companies in 16 European countries and bases its actions on the values of collective action, innovation, scientific validation and respect for people and the planet.

It creates a favourable environment for the competitiveness of industrial companies and works to enhance the international visibility of European Flax-Linen and Hemp. The technical and environmental qualities of these plant fibres are inspiring designers around the world and are opening new prospects for industrial innovation.

It guarantees the traceability of Flax-Linen fibre through the European Flax™ and Masters of Linen™ certifications.

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## Get in touch

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