

EU·COTTON

Promotion of European quality cotton in the framework of Regulation (EU) 1144/2014

Project presentation

CDG on Agricultural Fibers, Brussels 17/05/2023

The EUCOTTON project proposal is managed by the ***European Cotton Alliance (ECA)***, a European Economic Interest Grouping consisting by **seven European cotton associations and federations located in Spain and Greece, accumulating 100% of the European cotton production**.

Its headquarters are based in Larissa, Greece, and a branch is located in Seville, Spain. Its **members** include:

HELLENIC COTTON ASSOCIATION OF GINNERS AND EXPORTERS (HCA), INTER-BRANCH ORGANISATION OF GREEK COTTON (DOB), FEDERATION OF GREEK TEXTILE INDUSTRIALISTS (SEVK), ASSOCIATION OF COTTON GINNERS OF THE SOUTH (ADESUR), SPANISH ASSOCIATION OF COTTON GINNERS (AEDA), NATIONAL COTTON CENTRE (CAN) and INTERPROFESSIONAL ASSOCIATION OF COTTON



ECA's objectives include the:

- Promotion and increase of **cotton production** in the EU through sustainable and environmental-friendly practices and traceability of production.
- Development and establishment of a European cotton trademark for the identification and promotion of European cotton with the view to promoting and granting its use to cotton producers or textile industries in the EU, which may lead to the recognition, protection and promotion of the European cotton.
- Promotion of the use of European Cotton among professionals and consumers, both within the EU and internationally.



Key project figures

Title	EUCOTTON : Promotion of European Quality Cotton in the Internal Market
Thematic Priority	AGRIP-MULTI-2021-IM-SUSTAINABLE
Beneficiary	European Cotton Alliance
Duration	3 years
Target markets	Greece, Spain, Germany, France, Italy
Duration	36 months
Start-End Dates	1/1/2022-31/12/2024
Approved Budget	2.205.694 € , inclusive of VAT



Objective 1	
Awareness raising goal	Measure the degree of consumer knowledge about sustainable cotton production. Increase the degree of knowledge and awareness towards the values associated with sustainable cotton production.
Secondary goals	<ul style="list-style-type: none">• To value aspects linked to the product and its environmental and social environment.• Increase differential knowledge of sustainable cotton.• Increase knowledge of the attributes, characteristics and value proposition of sustainable cotton as an EU product.• To value the European Production Model based on the example of sustainability, environmental involvement, biodiversity defense, traceability, quality, safety and labelling.• Change consumer perceptions of all these sociocultural and environmental aspects linked to cotton production.

ECONOMIC SUSTAINABILITY



ENVIRONMENTAL SUSTAINABILITY



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Objective 2	
Awareness raising goal	To create awareness on the traceability scheme of European cotton production and increase its recognition among European stakeholders, professionals and consumers
Secondary goals	<p>Connect the intrinsic values of European cotton to the target-groups by encouraging the recognition of its logo and traceability scheme. Connotation of EUCOTTON with:</p> <ul style="list-style-type: none">• Sustainable European agriculture.• Environmentally friendly sustainable cotton• High quality cotton.• No use of GMOs.• 100% regulated crop• Cotton with a social commitment• Committed to consumer safety and the environment



Objective 3	
Awareness raising goal	Increasing the value of European sustainable cotton exports
Secondary goals	<ul style="list-style-type: none">•Encourage exports of this cotton production against non-sustainable and third-country options.•To support the sector economically, thus facilitating its economic and social sustainability.



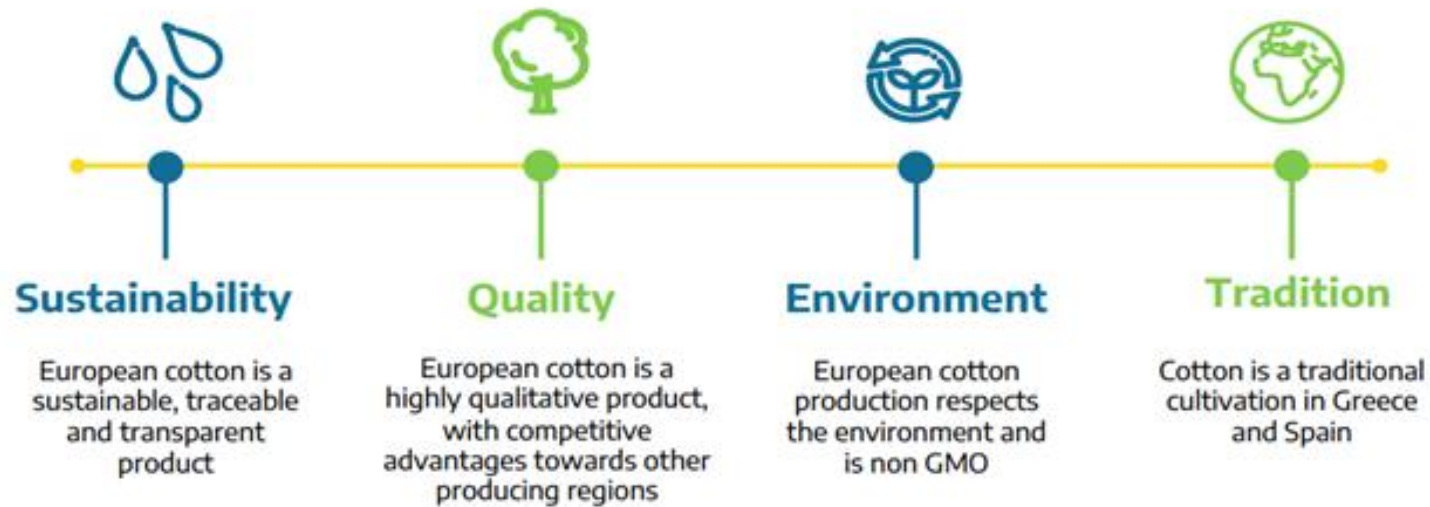
EUCOTTON:

- Educating consumers and professionals on the sustainability features of European cotton
- Creating a niche demand for European cotton among the high profile players in the fashion and textile industries
- Taking advantage of the momentum in the fashion world for pursuit of regional supply chains, social responsibility and social sustainability
- Providing the tools to European cotton farmers and cotton professionals for the traceability of their products



Key Messages

European cotton: high quality, responsibly produced





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Work Package	Title
WP1	Coordination
WP2	Public relations
WP3	Website & Social media
WP4	Advertising
WP5	Promotional tools
WP6	Events



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Activities per Work Package (WP)

WP2 – Public Relations

- Set up of Press Office – dissemination of press releases per target-market
- Development of digital press dossier



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Activities per Work Package (WP)

WP2 – Public Relations

- Publicity

Πίστη στο ελληνικό – ευρωπαϊκό βαμβάκι, νέοι ορίζοντες για τη βαμβακοκαλλιέργεια και σημαντικές συνεργασίες με οίκους του εξωτερικού στους 5ους Μεσογειακούς Δρόμους Βαμβακιού

23 Δεκεμβρίου 2022, 17:36 Αρσενάκι Ανάγκης 7 λεπτά



Διοργανήθηκαν από την Πανελλήνια Ένωση Εκκοκκιστών και Εξυγκυγίων Βάμβακος (ΠΕΕΕΒ) στις 24 Νοεμβρίου σε κεντρικό ξενοδοχείο της Θεσσαλονίκης οι 5οι Μεσογειακοί Δρόμοι Βαμβακιού, ύστερα από απουσία δύο ετών λόγω της πανδημίας covid-19, με

Τελευταία ενημέρωση

- Άρσια Τσινά η προέλευση των εισαγόμενων της αναμνηστικής ΑΕΛ-ΠΑΔΚ Ε' © 20/03/2023, 17:24
- Σύννεφο, οι... νινελάς του ουρανού (μικτ) © 20/03/2023, 17:24
- Μουσικήτροποι: Γιατί η παράσταση «Επίθεση» λήγει παραμυθιό με αλυσίδα ζωντανής μουσικής στο ΔΩΔ © 20/03/2023, 16:19
- Τρομοκρατία: Αυτοί είναι οι δύο Πασκάνοι που έσπασαν κτύπημα στην Ελλάδα © 20/03/2023, 16:10
- Δραπέτσες: «Με κούβει με το παιδί» λέει η «Εστία» που κατέλαβε τον συζυγό της για διαρρή © 20/03/2023, 16:05
- Η διαδρομή του 12ου Ινστιτούτου Δρόμου © 20/03/2023, 16:02

Στη Θεσσαλονίκη οι «5οι Μεσογειακοί Δρόμοι Βαμβακιού»

greeknews.gr - 16.11.2022, 16:46



Για 5^η χρονιά διοργανώνονται οι «ΜΕΣΟΓΕΙΑΚΟΙ ΔΡΟΜΟΙ ΒΑΜΒΑΚΙΟΥ», ύστερα από απουσία δύο χρόνων λόγω του covid-19, την Πέμπτη 24 Νοεμβρίου και ώρα 15:30 στη Θεσσαλονίκη (Pisto Palace Hotel).

Ομιλήτες από την Αίγυπτο, την Τουρκία, τις ΗΠΑ, την Ε.Ε. και την Ελλάδα θα αναφερθούν

Βαμβάκι

Κλείνονται νέες δουλειές με μεγάλους οίκους για το ελληνικό βαμβάκι

Σημαντικές εμπορικές συμφωνίες, μεταξύ εκκοκκιστών επιχειρήσεων της χώρας και μεγάλων εμπορικών οίκων του εξωτερικού, «έκρυβαν» τα «πηγάδια» στα τραπέζια και τους διαδρόμους των «5ων Μεσογειακών Δρόμων Βάμβακος».



Λεωνίδας Λιάπας

Agromex

Βαμβάκι

Βαμβάκι
Η Credit Suisse πιέζει όλα τα χρηματοπιστία



Βαμβάκι
Άνοδος του δολαρίου και πιεστικό USDA report πύσαν το βαμβάκι



Βαμβάκι
Οι εξαγωγές ρεκόρ έφτασαν τον



Activities per Work Package (WP)

WP2 – Public Relations

- Publicity



Activities per Work Package (WP)

WP2 – Public Relations

- Publicity

MediaConnectFR

La salle de presseL'AgendaLes communicantsLe blog

La salle de presse > L'initiative EUCOTTON est présentée à Séville en grandes pompes pour promouvoir le secteur du coton

Retour

L'initiative EUCOTTON est présentée à Séville en grandes pompes pour promouvoir le secteur du coton

EconomieFinances / Assurances

Communiqué de presse - Publié le jeudi 6 avril 2023 à 10h00

L'initiative EUCOTTON est présentée à Séville en grandes pompes pour promouvoir le secteur du coton Séville

Séville (ots) -

- Ce projet promeut le coton de Grèce et d'Espagne, les deux pays ayant la plus grande production en Europe. Son objectif est très clair: assurer la traçabilité «du champ à la mode» de cette fibre durable de haute qualité et sans semences génétiquement modifiées.
- De nombreux professionnels et représentants publics ont assisté à la journée d'information EUCOTTON, une journée avec des présentations techniques et une table ronde qui ont mis en évidence l'importance de l'initiative européenne et de la campagne de promotion qui l'accompagne.

Le grand projet du secteur européen du coton méritait un lancement en grande pompe en Espagne. Et c'est exactement ce que l'European Cotton Alliance (ECA) a fait à travers un événement qui a rassemblé de nombreux professionnels et

IMMEDIAPRESS

L'iniziativa EUCOTTON si presenta in grande stile a Siviglia, con un evento per dare impulso al settore cotoniero

Publicato 1 mese fa il 5 Aprile 2023, 15:01

di Adn Kronos

ARTICOLI RECENTI

Alessia Pifferi, difesa: "Ha quoziente intellettivo di bimba di 7 anni" 16 Maggio 2023, 14:36

FOCUSonline

PolitikFinanzenPerspektivenKlimaWissenGesundheitUnterhaltungPanoramaSportRe

AnzeigePresseportal

Nachrichten > Presseportal > EUCOTTON präsentiert sich mit einem großen Event in Sevilla, um den Baumwollsektor zu stärken

Dieser Inhalt wird veröffentlicht von PRESSEPORTAL

Er wurde von FOCUS online nicht geprüft oder bearbeitet.*

EUCOTTON präsentiert sich mit einem großen Event in Sevilla, um den Baumwollsektor zu stärken

TeilenPocket





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Activities per Work Package (WP)

WP2 – Public relations

- Development of creativity and communication strategy



Activities per Work Package (WP)

WP3 – Website & Social Media

- Development of Website www.eucotton.eu



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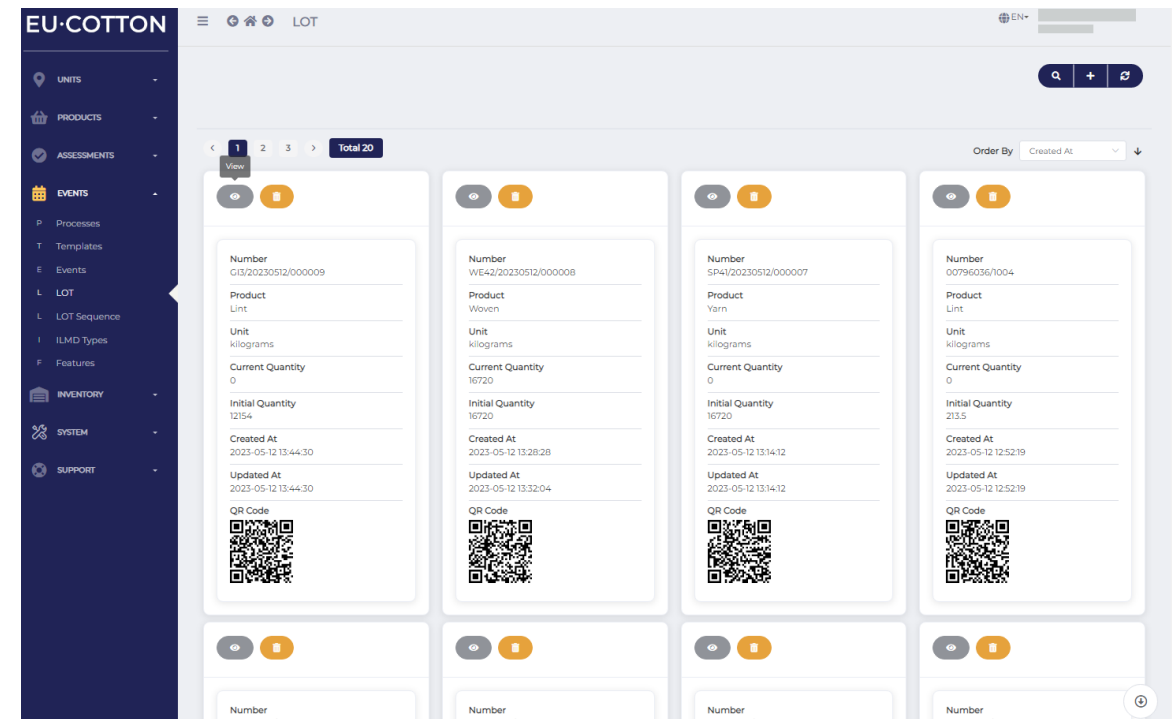
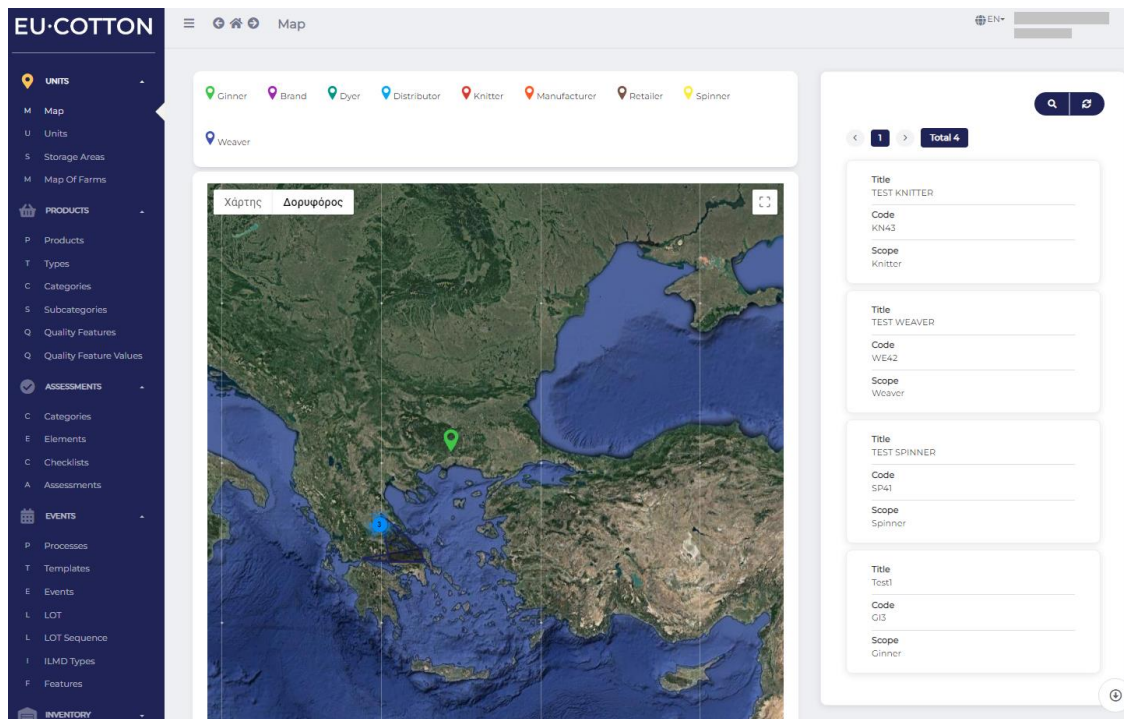
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Activities per Work Package (WP)

WP3 – Access-only b2b platform

- Development of access-only b2b platform for the traceability of European cotton



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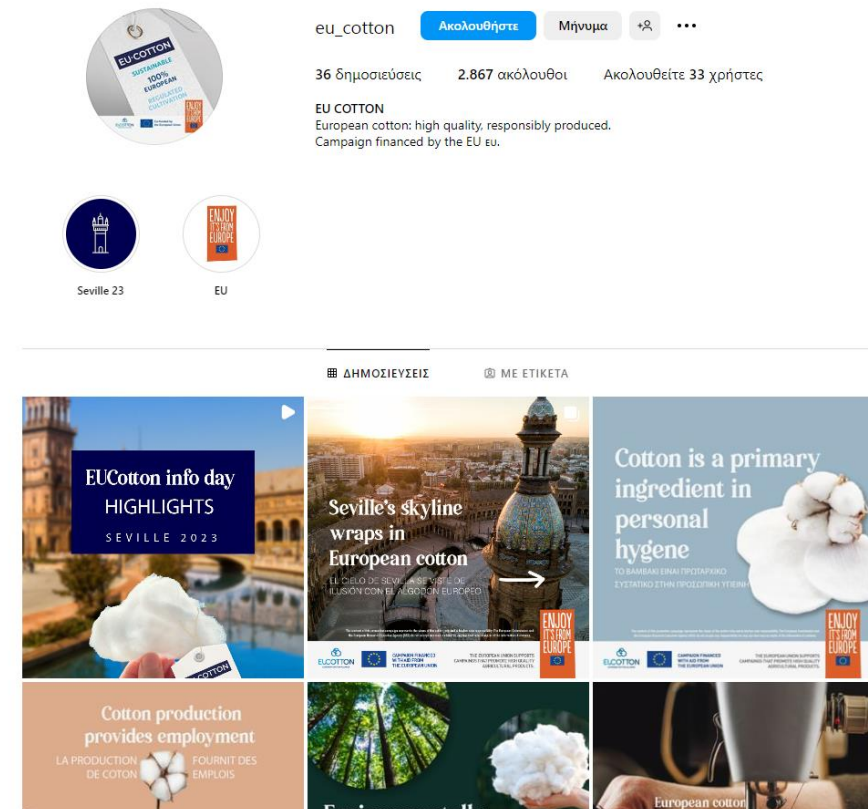
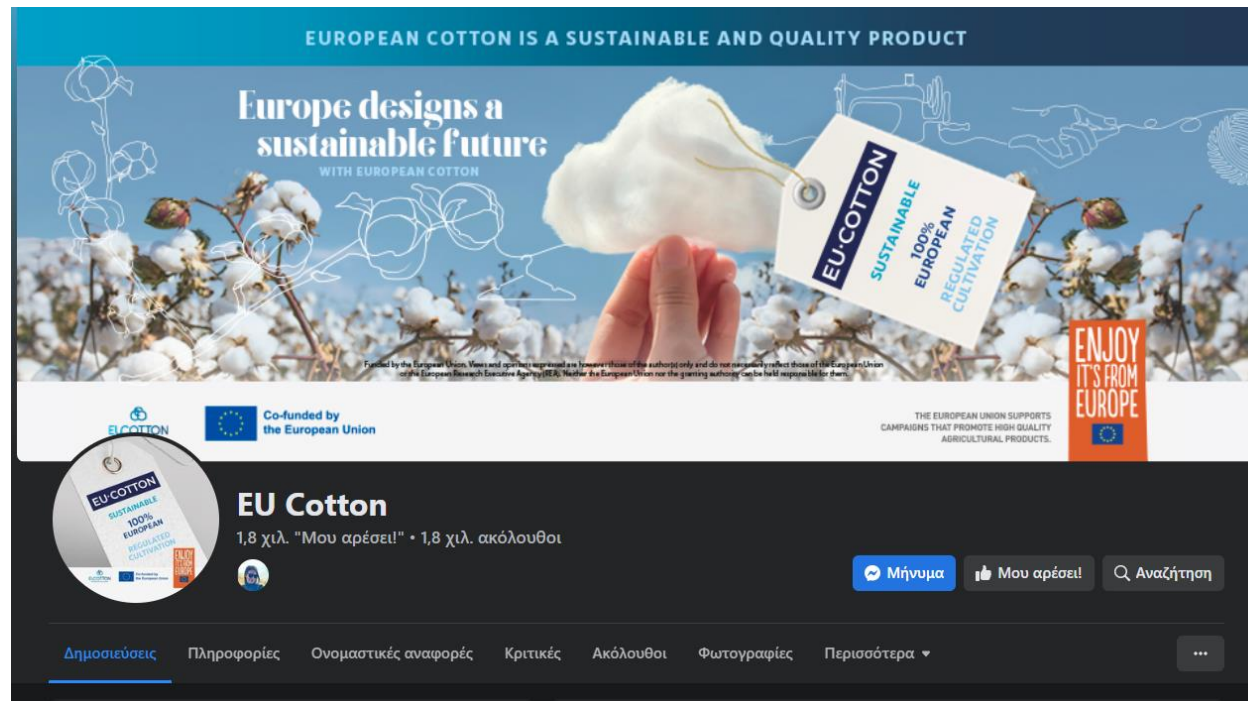
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Activities per Work Package (WP)

WP3 – Website & Social Media

- Social media accounts: Facebook, Instagram, LinkedIn, Twitter



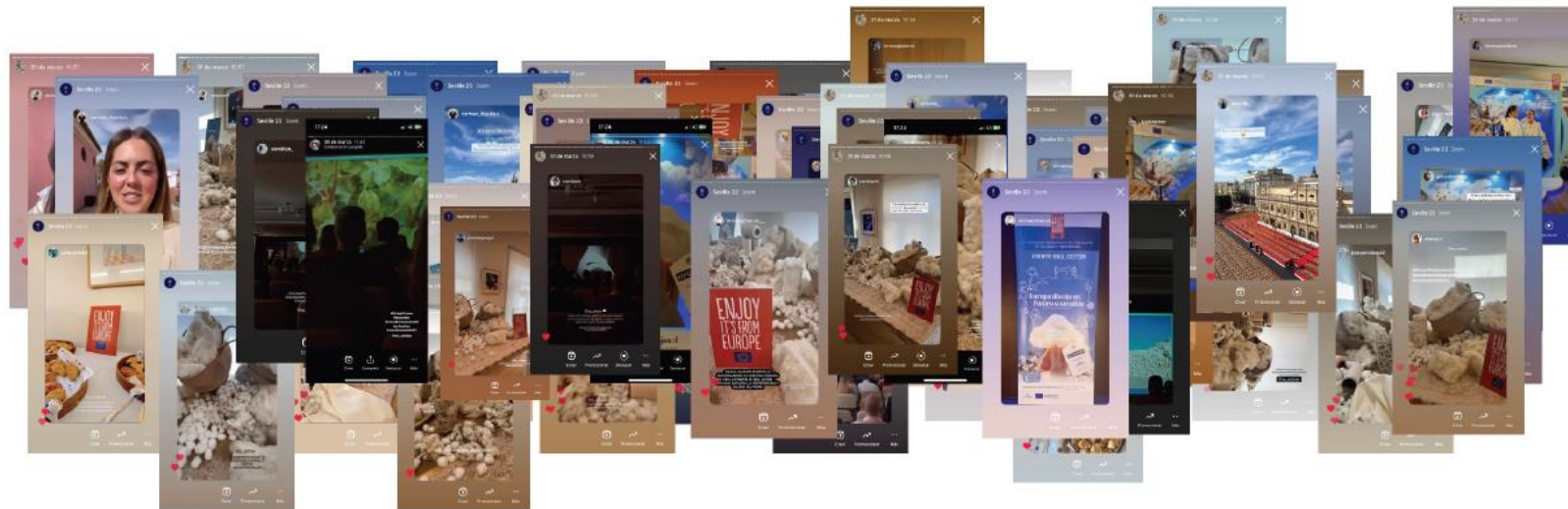
Activities per Work Package (WP)

WP3 – Website & Social Media

- Social media accounts: Facebook, Instagram, LinkedIn, Twitter

Influencers

Total stories: 66



IMPRESSIONS	INTERACTIONS
187.824	2.228

WP4 – Advertising

Print campaign in specialized-themed magazines related to textile and fashion

- Spain: Inforetail, Textil y Moda, Punto Moda
- Greece: Greek Fashion Magazine - Association of Knits and Ready Made Garments of Greece , Agrenda



WP4 – Advertising

- Paid social campaign for the 5 countries including reach campaign, engagement campaign and traffic and views campaign

Results:

- ✓ 153,215 reach
- ✓ 3,834 engagement
- ✓ 79,829 views

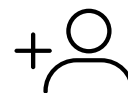
Engagement rate: 44,48%



Engagement rate: 28,57%



Engagement rate: 26,30%



New Fans: 807
Paid: 685



Reach
Paid: 153,215

KPI: 500,000
Accumulated: 30,64%



Engagement
Paid: 3.834

KPI: 5,000
Accumulated: 76,68%



Video Views
Paid: 79.829

KPI: 250,000
Accumulated: 31,93%



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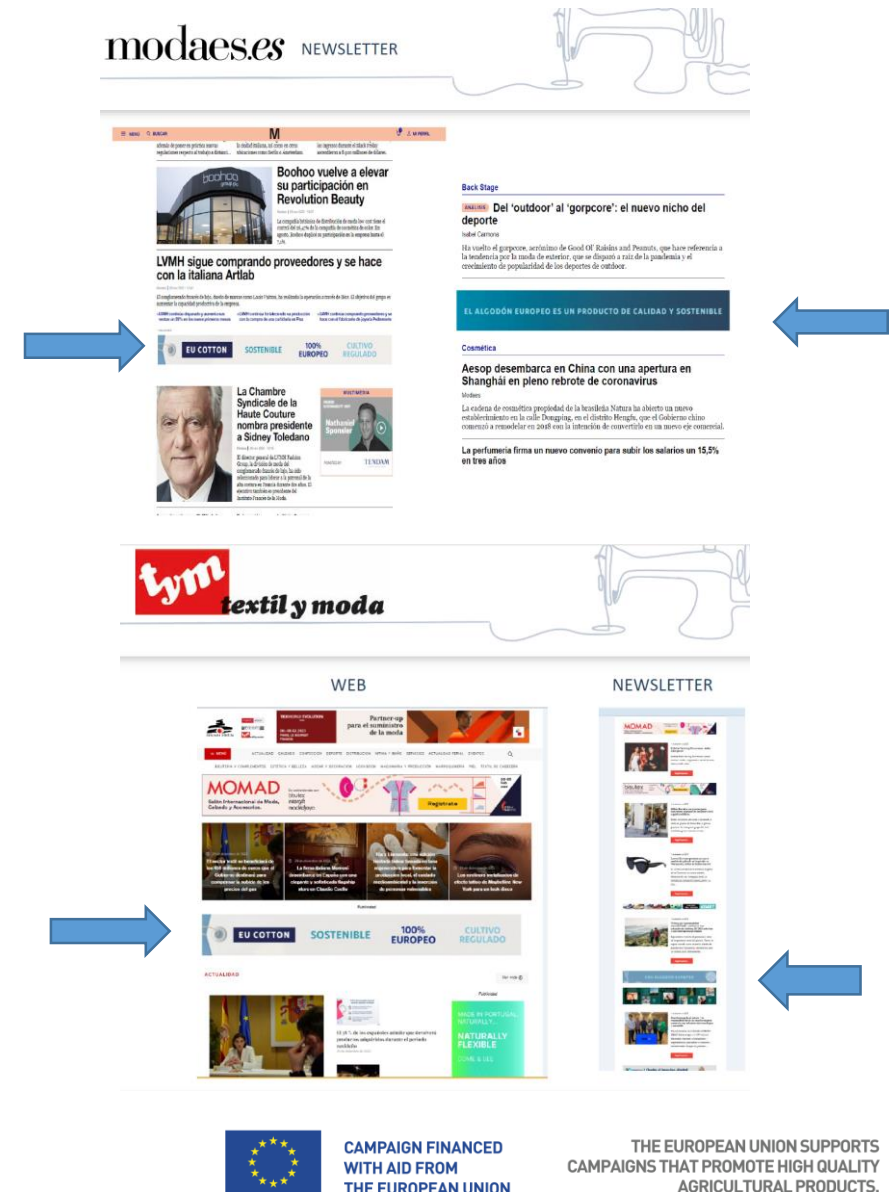


WP4 – Advertising

- Banners to websites (Textil y Moda, Modaes.es)

Results:

- ✓ >20,500 reach in Spain



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WP4 – Advertising

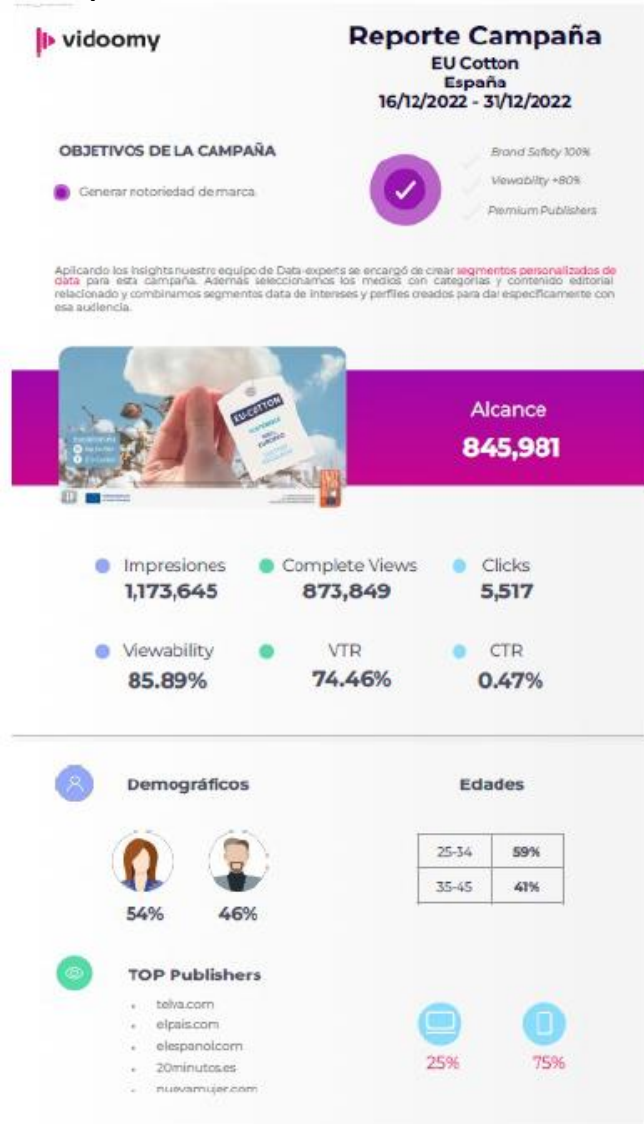
- Business to Consumer (B2C) digital advertising via whitelists

Results:

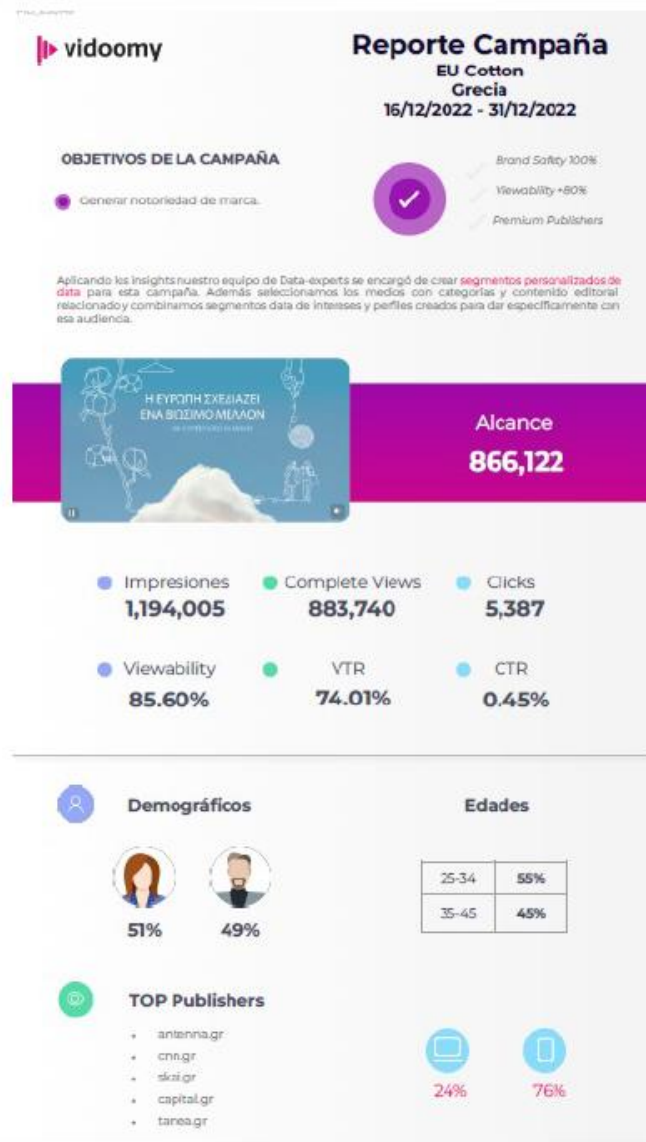
- ✓ >7,000,000 impressions in all countries calculated and certified via the service providers



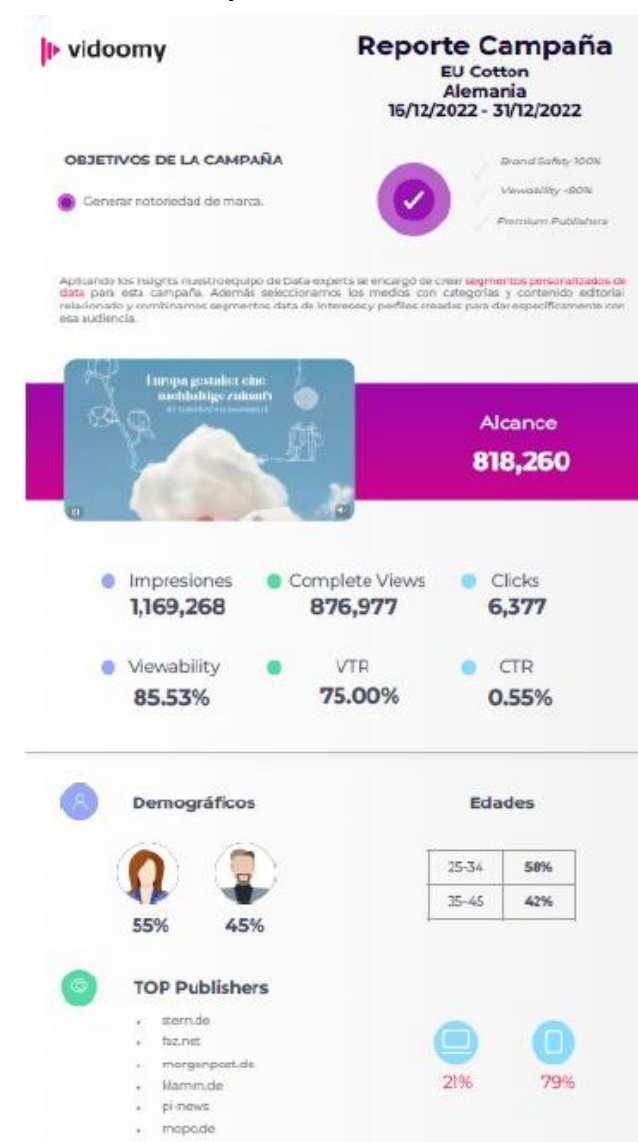
Spain



Greece

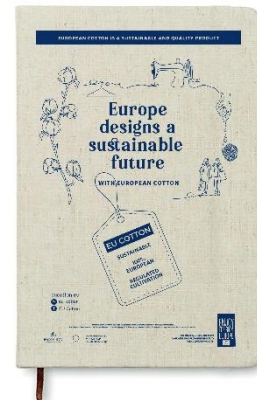


Germany



WP5 – Promotional tools

- Production of promotional articles (giveaway items)
- Development & dissemination promo campaign video in cooperation with Press Europa (30/03/2023)



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WP5 – Promotional tools

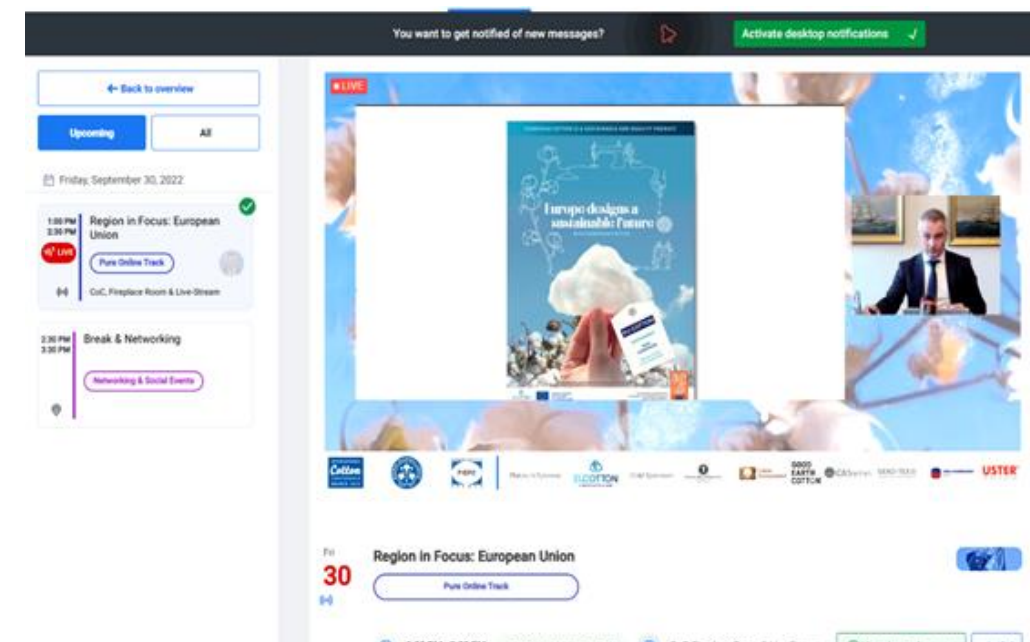
- Creative development and final artworks



WP6 – Sponsorship of events

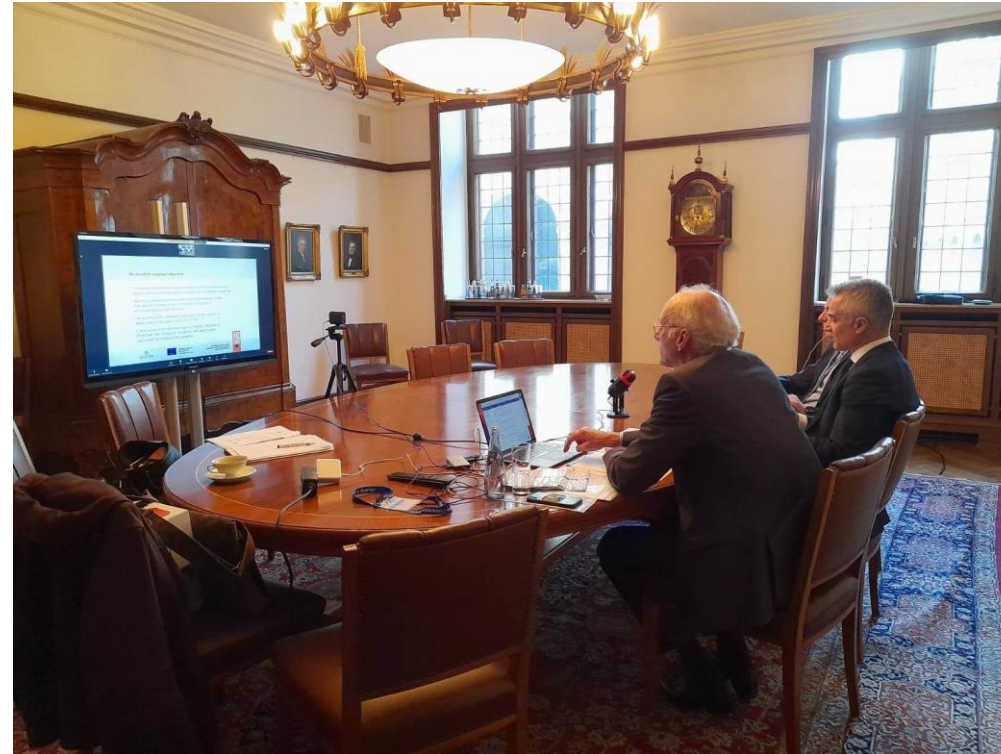
- Platinum Sponsor – 36th INTERNATIONAL BREMEN COTTON CONFERENCE, Bremen 29-30/9/2022

Included: Dedicated session “Region in Focus: European Union”, publicity, presentation of EUCOTTON, on site visibility (banners, brochures)



WP6 – Sponsorship of events

- Platinum Sponsor – 36th INTERNATIONAL BREMEN COTTON CONFERENCE, Bremen 29-30/9/2022



WP6 – Sponsorship of events

- Gold Sponsor: 5th Mediterranean Cotton Roads, Thessaloniki 24/11/2022

Included: Dedicated session for presentation of EUCOTTON, publicity, on site visibility (banners, brochures, merchandise in participants' conference kits)



WP6 – Sponsorship of events

- Gold Sponsor: 5th Mediterranean Cotton Roads, Thessaloniki 24/11/2022



WP6 – B2B meetings & working groups

B2B meetings with Hugo Boss, Tom Tailor, Falke (29-30/09/2022)

HUGO BOSS



TOM TAILOR



FALKE

GERMANY 1895



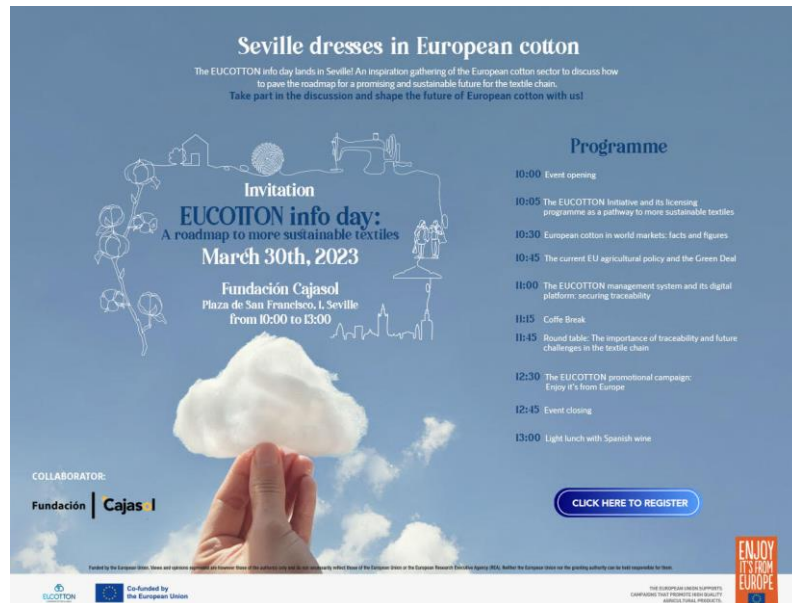
WP6 – B2B meetings & working groups

- Working group - Museum of Byzantine Culture of Thessaloniki, 24/11/2022



WP6 – B2B meetings & working groups

- Working group – Foundation Cajasol, Seville 30/03/2023



NEXT STEPS



WP2 – Press Office

- Distribution of 6 press releases per country & media clipping reports
- Development of new informative & educational material

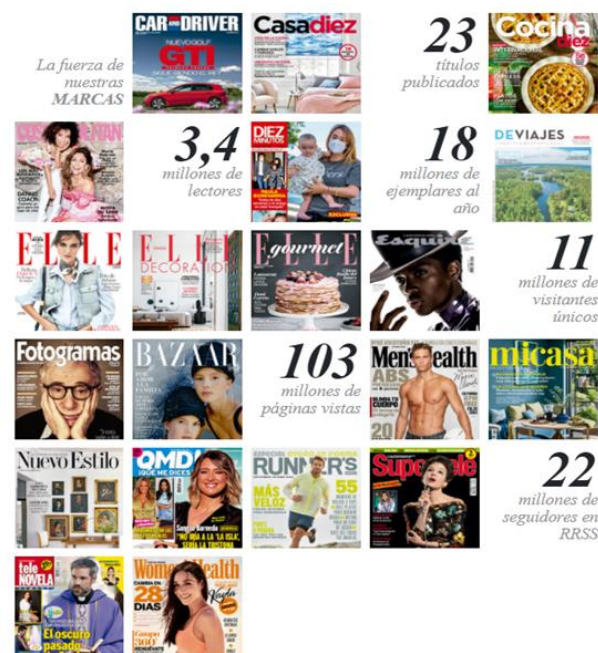
WP3 – Social media & website

- Boost of social media interaction – increase of content and diversification between SoMe platforms
- Paid partnerships with influencers

The image is a composite of two parts. On the left is a video player interface. It features a man with glasses and a brown sweater, smiling, with his arms crossed. Behind him is a blue background with white line art of a cotton plant and a sewing machine. A large white play button is overlaid on the video. Below the video player are icons for a star and a share button. On the right is a printed poster. The poster has a blue background with the same line art as the video. It features a microphone with a tag attached to it. The tag has the El Cotton logo and text in Spanish. The poster includes the text 'EL ALGODÓN EUROPEO ES UN PRODUCTO SOSTENIBLE Y DE CALIDAD' at the top and 'Europa diseña un futuro sostenible' in the center. At the bottom, there are logos for El Cotton, the European Union, and 'ENJOY IT'S FROM EUROPE'. The video player interface also includes the El Cotton logo and the text 'CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION' at the bottom left.

WP4 – Advertising

- ✓ Expansive advertising on digital platforms (SoMe, whitelist advertising, banners)
- ✓ Advertorials
- ✓ Print advertising in sectoral magazines in Greece, Germany, Spain
- ✓ Launch of package agreement with **Hearst Group** for digital promotion of EUCOTTON via major fashion & lifestyle publications in all target-markets (Harper's Bazaar, Elle Decoration, Elle)



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WP5 – Promotional tools

Development of 2 promotional videos (information & education)

Merchandise

Creative content

WP6 – Sponsorships

AFCOT Professional Forum, 4-5/10/2023 Monte Carlo



WP6 – B2B meetings & working groups

Infodays for the promotion of EUCOTTON to the value chain in Germany, France, Italy, Greece

Planning of side events during Premier Vision, Paris (July 2023), Heimtextile (January 2024), Milan Fashion Week (2024) etc.



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WP6 – Other events

Masterclasses for students in cooperation with Fashion Schools in Spain, Greece, Italy, Germany and France



WP6 – Field trips

Field trip to Greece, September/October 2023 (dates tbc)

EU·COTTON

Thank you!

Ευχαριστώ!



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