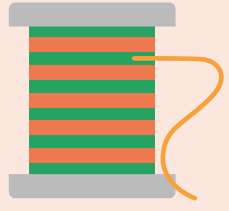




# InTex India



## What is InTex India?

The **InTex India project** helps accelerating the transition of the Indian textile sector to circularity through:

- **Life Cycle Assessment (LCA) and eco-innovation training** as well as **exposure** of local partners and organizations to **national and international networks**.
- **Technical assistance to SMEs** (textile brands and manufacturers) on **life cycle approaches** and **circular business models** to reduce the environmental impacts of textiles products and increase industry competitiveness and preparedness.
- **Policy support** to Ministry of Textiles and State-level governments on circular textile.

The **Surat** and **Karur** Clusters (including adjoining areas of Salem, Dindigul and Perundurai) are the focus for technical assistance to manufacturing SMEs, while work on policy and with brand SMEs spans across India.

The project builds on the **UNEP InTex project**, implemented in Africa and is part of the **UNEP Textiles Initiative**.

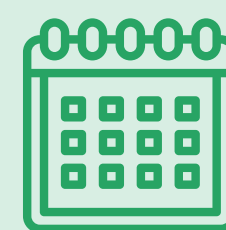
InTex India is funded by the Government of Denmark and implemented with the Government of India and in collaboration with the Centre for Responsible Business.



## Why India and the InTex approach?

- India is the **third-largest exporter of textiles globally**, with a share of 5% of global trade. The textiles sector in India accounts for approximately 2.3% of India's GDP and is India's second-largest employer, employing 40-50 million people across the value chain.
- **Women represent 39% of India's textile workforce**, making it a significant sector for the introduction of gender responsive measures and improvements.
- In an interconnected global textiles value chain, integrating **circular practices will improve the environmental performance of the sector**, while giving it a competitive edge with increased market access opportunities. Working with India's textile clusters can effectively speed-up India's transition to circularity.

## Project duration



From February 2024 to September 2027

*"India is the third country in the world where the maximum textile waste is generated. But I am happy that many commendable efforts are being undertaken in our country to deal with this challenge and many organizations are engaged in popularizing circular fashion brands."*

**PM Modi's address to the Nation in the 120th 'Mann ki Baat'**

*"We need to focus on a circular economy approach that values sustainable production, reuse and repair."*

*By working together, consumers, industry and governments can support genuinely durable fashion and help reduce our textiles footprint."*

**Inger Andersen, UNEP Executive Director**

With the financial contribution of:

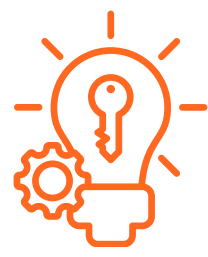


**Ministry of Environment  
of Denmark**

National Implementing Partner:



Enabling Change for Impact



# 3 Key Concepts



## Circularity

**Circularity** aims to transform the current linear economic system (take-make-dispose) to a system where products, materials, and resources along the textiles value chain, are produced more efficiently and to be continually reused, refurbished or recycled.

By embedding circularity into business strategies and shifting revenue streams to **circular business models**, textile companies can improve their competitive edge through cost-efficiencies while helping lead the transition to a more sustainable and circular global economy.



## Life Cycle Assessment (LCA)

**LCA** is an internationally standardized method to **assess what causes the biggest environmental impacts** along a product or product system life cycle: from extraction/production of raw materials, manufacturing, distribution, recycling and disposal. LCA results are key to inform policy and business decisions for more sustainable consumption and production practices, including circular ones.

LCA can help textiles companies and governments **prioritize the most effective strategies**, to reduce the negative environmental impacts of the textiles sector through quantitative results.

The European Commission's Product Environmental Footprint is an example of an LCA-based approach.



## Eco-innovation

UNEP's **Eco-innovation approach** builds on life cycle thinking and guides SMEs in incorporating circularity and resilience into every aspect of their business strategy and underlying business models, operations, products, and processes to reduce the environmental and social impact of human activity.

This results in an agile, reactive, and competitive company. UNEP provides a manual, sector guidance, and other tools to apply the eco-innovation approach. The UNEP eco-innovation website can be found here:

[www.unep.org/eco-innovation](http://www.unep.org/eco-innovation)



## Who?

### Small and Medium Entreprises



The InTex project works with textiles SMEs (brands and manufacturers) in India to integrate life cycle approaches in their business practices and implement circular business models to inform sustainable production choices, stay ahead of environmental regulations and increase market access.



### Government

The Indian government has set ambitious goals to enhance the competitiveness and sustainability of its textile sector. To support this transition, the InTex project is supporting the Ministry of Textiles in the identification and design of a suite of policies and instruments that enable and promote circularity, while addressing the needs of SMEs.



## How will SMEs benefit?



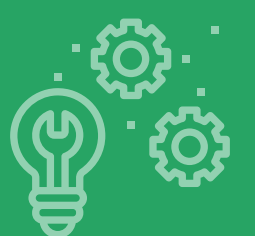
### KNOWLEDGE AND TRAINING

- Learn how to reduce your company's environmental and socio-economic impacts by applying eco-innovation and LCA, shifting towards a circular business model can help reduce your company environmental impact.
- Gain access to science-based tools and methods to guide sustainable business-decisions that are financially viable.



### DATA AND TECHNICAL ASSISTANCE

- Learn what are the relevant data to collect and calculate what's driving your product's environmental impact.
- Develop and implement new strategies and action plans, that make business sense, to reduce the environmental impact of your textile products and company as a whole.



### EXPOSURE

- Connect and be exposed to national, regional and international experts and networks to accelerate your journey to sustainability.