

Round Table on Manmade Cellulosics

October 12, 2017 in Washington D.C.



The Round Table on Manmade Cellulosics (MMC RT) is a new, annual multi-stakeholder event, held as part of Textile Exchange (TE)'s Textile Sustainability Conference and Organic Cotton Round Table. It brings together experts from industry and NGOs to act collectively and to incubate new ideas.

Manmade cellulosic fibers (MMC) (Viscose/Rayon, Lyocell, Modal) are the second most important group of cellulosic fibers after cotton, with an average demand of 5-6 million tons annually. MMC volumes are expected to grow fast in the next 15 years, possibly reaching 10 million tons annually.

There is huge potential for sustainable - or preferred - MMC to gain a higher market share:

The management of resources and inputs, the efficiency and control of the manufacturing process as well as a circular approach can make MMC products a preferred fiber choice.

But there is lots to do for preferred MMC to reach economies of scale. Environmental and social challenges are still to be overcome in the forest, the factory, and the marketplace. This Round Table aims to transform business – move from linear to circular, and to find solutions to technical, societal, and commercial barriers to growth.

At the MMC RT presentations from experts, interactive sessions and a Q&A will cover issues including:

- **What are the key market trends?** Who are the players, what are the needs of the fiber? We will hear about forest and feedstock sourcing, pulp and fiber production all the way to manufacturing of textiles and recycling technologies. We will hear best practise examples from the industry and insights from the TE benchmark and specific MMC survey.
- **What are the challenges to market growth?** We will look at the barriers to growth for suppliers and buyers and the sustainability hotspots along the value chain of MMC: We will gain insight in chemical, water and waste management/issues during pulp and viscose production and what needs to be prioritized.
- **What are the market opportunities?** What is needed to transform this industry to a more transparent and authentic one resulting in a more sustainable future of MMC use? We will look at forest certification and CoC from the forest to the brand, next generation of MMC production and innovations.
- **What are end of life options and opportunities?** What new technologies and products can we see coming to bring circularity of MMC to a commercial level (presented - AND further discussions in the Hands-on lab)?

Objectives

- Understand the actual process and issues related to MMC production
- Learn about initiatives, certification and products that can be integrated in a preferred MMC strategy.
- Identify what needs to be done most urgently to transform the value chain of MMC, from forest all the way to "second" life of a product.
- Call to action – how can we get engaged on a pre-competitive level and what will be our next steps.

Invitation to Attend

MMCs are used for various product applications in the textile and apparel industry. If it is part of your offering or of your future material strategy this session is built to deliver understanding of the process and its issues for people and planet. You will be able to engage by taking the questions home and into your supply chain and by knowing how you can strategically work on an industry shift to a more transparent and sustainable sourcing of MMCs.

JOIN US TO IDENTIFY WHAT THE INDUSTRY NEEDS FOR A MORE RESPONSIBLE AND ROBUST MMC UPTAKE AND HOW TO WORK ON SOLUTIONS ACROSS THE VALUE CHAIN OF MMC TOGETHER!

To find out more, please contact Simone Seisl at simone@textileexchange.org or Liesl Truscott at liesl@textileexchange.org.

Preliminary Agenda

Timing	Activity
10:00 – 10:15 a.m.	Welcome and introduction.
10:15 – 11:00 a.m.	Thought starter presentations: Canopy (Sophika Kostyniuk) Go4more (Reiner Hengstmann) Water Footprint Network (tbc) Lenzing (Angelika Guldts) Circle Economy (Helene Smits) Re:newcell (Mattias Jonsson) Stella McCartney (Debra Guo)
11:00 – 12:00 a.m.	A facilitated workshop and a Q&A that aims to build a shared understanding and to identify priorities for industry transformation. Deliverables including action points: <ul style="list-style-type: none">• Issues mapping and Priorities: Supported by Go4more• Landscape and best practise acceleration with the support of Lenzing• Transparency and Authenticity: Discussion with Control Union and PEFC• End of Life: How can MMC become THE option for cotton recycling? Circle Economy to support
12:00 a.m.	Summarize deliverables. The summary and action points will then be reported back to the main room for all participants to hear.



Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards and responsible supply networks. We identify and share best practices regarding farming, materials, processing, traceability and product end-of-life in order to reduce the textile industry's impact on the world's water, soil and air, and the human population.

<http://textileexchange.org>