



Press Release

C&A Europe signs the Microfibre 2030 Commitment

- C&A commits to tackle fibre fragmentation into the natural environment and to work towards zero impact of fibre shedding.
- Suzanne McKenna, Chief Range & Sustainability Officer at C&A Europe: "Together we can identify the root causes of microfibre pollution and take action to stop it."

Düsseldorf, 30th March 2023 – Today, C&A announced that it has become part of the Microfibre 2030 Commitment. In signing, it joins more than 80 actors in the fashion industry in taking focused, collaborative action to tackle fibre fragmentation of textiles into the natural environment, and to work toward zero impacts of fibre shedding. C&A joins signatories such as adidas, Nike, and Patagonia.

Suzanne McKenna, Chief Range & Sustainability Officer at C&A Europe, says: "Joining the Microfibre 2030 Commitment lets us take effective action in supporting research into microfibre shedding. It is imperative that we act, and act now. Microfibers have the potential to harm the environment, wildlife, and people. Together we can identify the root causes of microfibre pollution and take action to stop it."

Dr. Kelly Sheridan, Research Director at The Microfibre Consortium, says: "We are delighted to welcome C&A as a signatory to the Microfibre 2030 Commitment, joining us in our industry-wide effort to reduce microfibre release to protect our environment".

Throughout the product lifecycle, textile products shed potentially harmful microfibers. As a new signatory of the Microfibre 2030 Commitment, C&A will contribute to research into fibre fragmentation by testing the release of microfibers during domestic laundering a minimum of eight fabrics per year.

These tests will be conducted following the quantitative methodology developed by the Consortium and executed by the initiative's partner laboratory, Intertek. The test results will be uploaded to The Microfibre Data Portal, supporting the Consortium's overall research to drive industry action.

Suzanne McKenna, Chief Range & Sustainability Officer at C&A Europe emphasizes: "We are proud to collaborate with colleagues from across the textiles sector as part of the Microfibre 2030 Commitment. It is self-evident that this has to be a team effort. This is why we want to encourage stakeholders across the industry to join in. Together, we will have a real impact on microfibre-pollution from textiles."

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About C&A Europe

With over 1,300 stores in 17 European countries and more than 27,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes millions of visitors to its stores in Europe and to its online shop. C&A offers quality and long-lasting fashion at affordable prices for all. For further information, please visit our [website](#).

About The Microfibre Consortium

The Microfibre Consortium (TMC) is a research-led sustainable textiles NGO, working to convene the global textiles sector through [The Microfibre 2030 Commitment and Roadmap](#). It is the first and only organisation whole-heartedly focused on this topic and works on behalf of its signatories which comprises brands and retailers, researchers and affiliated organisations. TMC's signatory base represents the UK, USA, Canada, Australia, New Zealand, 13 European and 6 Asian countries, amongst others. Its global remit ensures that the clothing industry delivering to a wide and diverse consumer base, can be consistent with its implementation of mitigation measures relating to unintentional fibre fragmentation and microfibre pollution (both synthetic and natural) through actions such as:

- developing root cause understanding and solutions
- driving an aligned commitment
- delivering sustained action and measurable impact

Its work is managed by a dedicated team that is led by founding director Sophie Mather.

The full list of TMC signatories to the Microfibre 2030 Commitment are listed at <https://www.microfibreconsortium.com/signatories>

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