

Denim Deal

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WHAT IS THE DENIM DEAL?



Green Deal Circular Denim

Denim Deal

On October 29, 2020, 28 parties signed the Dutch Green Deal on Circular Denim ("Denim Deal"). Signatories in the value chain, from producers, brands, retailers to collectors, recyclers and public authorities, have jointly developed an approach to take major steps towards using recycled textile in all denim garments marketed in the Netherlands. The signatories of the Denim Deal aim to close the denim loop by promoting the use of high-grade post-consumer recycled cotton fibres ("PCR-cotton") in new jeans and other denim garments. Since the start in October 2020 the number of signatories has grown significantly up to 53. The current Denim Deal runs for 3 years: from 2020 until the end of 2023.

Denim Deal goals

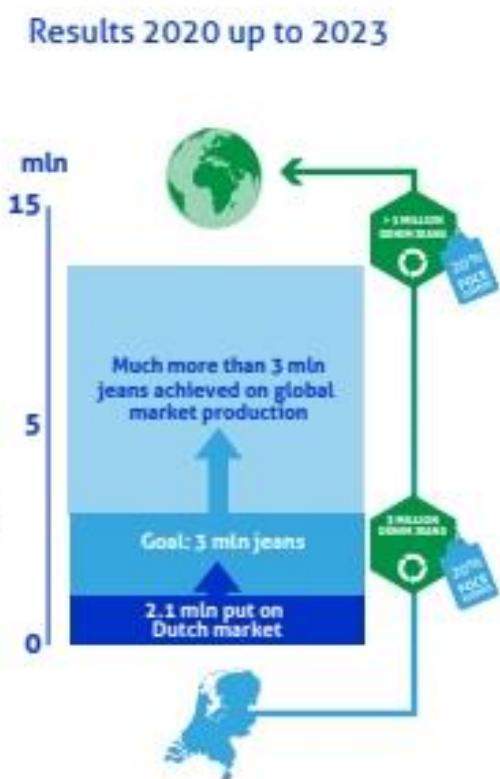
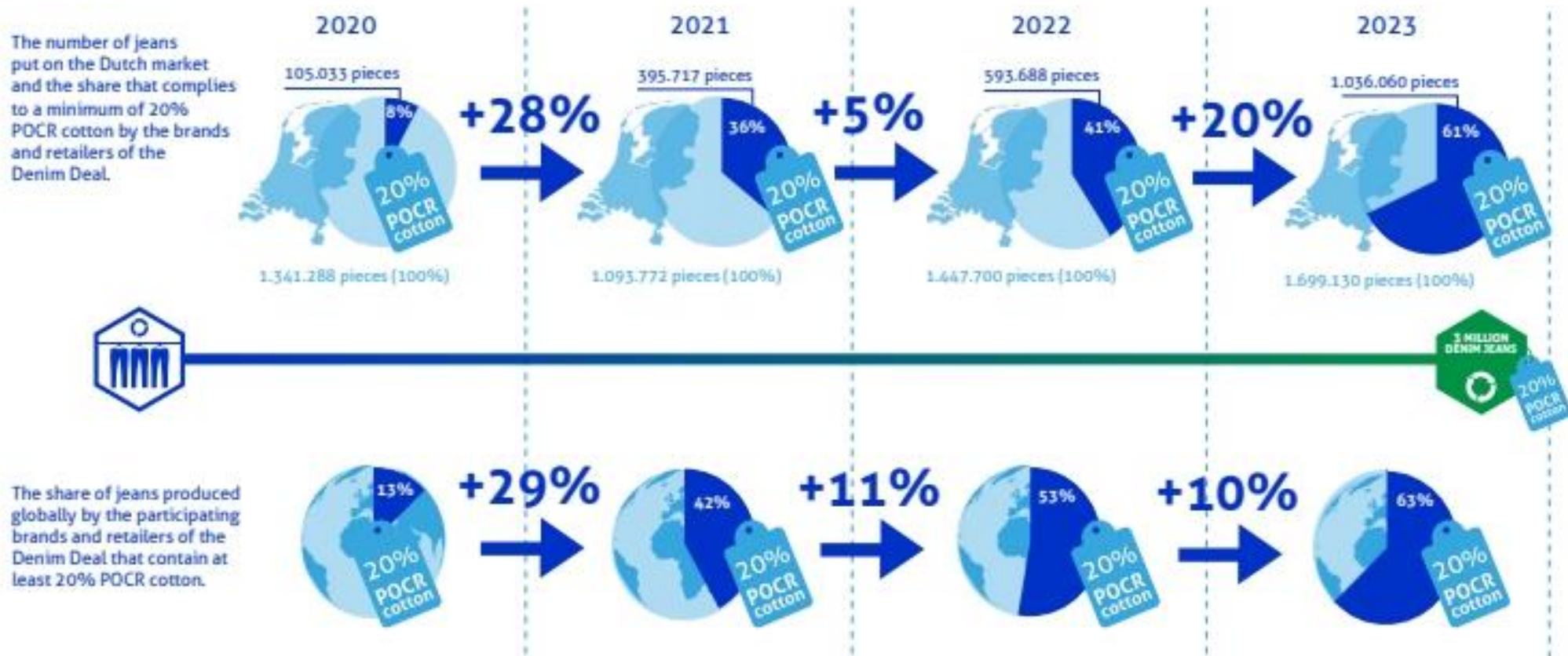
- Asfalt
- Autobanden
- Autowrakken
- Batterijen en accu's
- Beton
- Dakafval
- Elektr(on)ische apparatuur
- Groenafval
- Huishoudelijk afval
- Kantoor-, winkel- en dienstenafval
- Kunststof
- Luiers en incontinentiemateriaal
- Matrassen
- Medicijnafval
- Papier en karton
- PUR/PIR isolatieplaten

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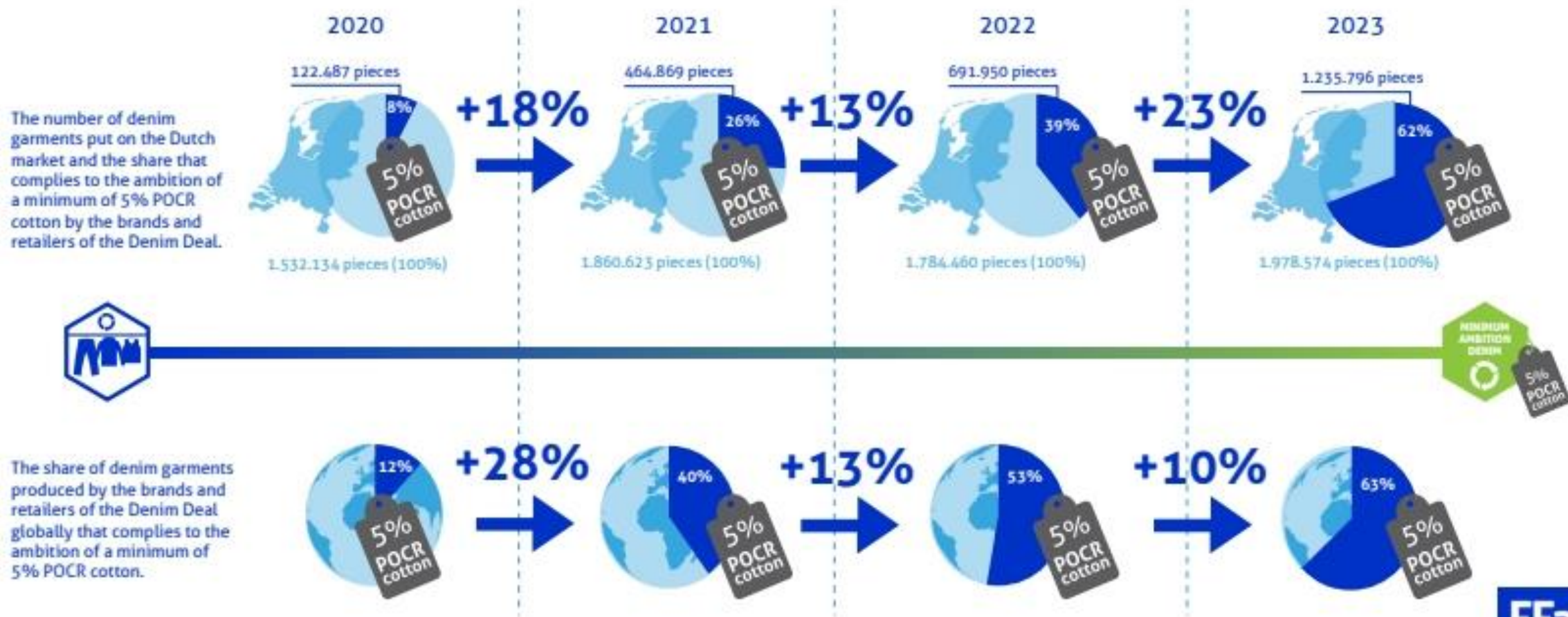
Monitoring results 2023 for jeans

The figures below refer to the questions in the 2020, 2021, 2022 and 2023 monitoring forms. The figures refer to the share of jeans with post-consumer recycled cotton.



Monitoring results 2023 for denim garments

The figures below refer to the questions in the 2020, 2021, 2022 and 2023 monitoring forms. The figures refer to the share of denim garments including jeans with post-consumer recycled cotton.



THANK YOU

