



This project is co-funded by the European  
Union and the Republic of Turkey

**Technical Assistance for Assessment of Türkiye's Potential on  
Transition to Circular Economy  
EuropeAid/140562/IH/SER/TR**

**Good Practices  
Regenerative Denim Production**

Sebla Önder, Sustainability Specialist, Orta Anadolu Textile

Activity 1.2.2 - Circular Economy Workshops  
4th of October, Ankara, Türkiye



- Founded in 1953.
- Transformed from a spinning & weaving company to an integrated denim fabric manufacturer in 1985.
- Operation in Kayseri, Turkey with 1400+ employees.

[www.ortaanadolu.com](http://www.ortaanadolu.com)  
[instagram/orta\\_anadolu](https://www.instagram.com/orta_anadolu)  
[facebook/OrtaAnadolu](https://www.facebook.com/OrtaAnadolu)



# REGENERATIVE MINDSET FOR DENIM

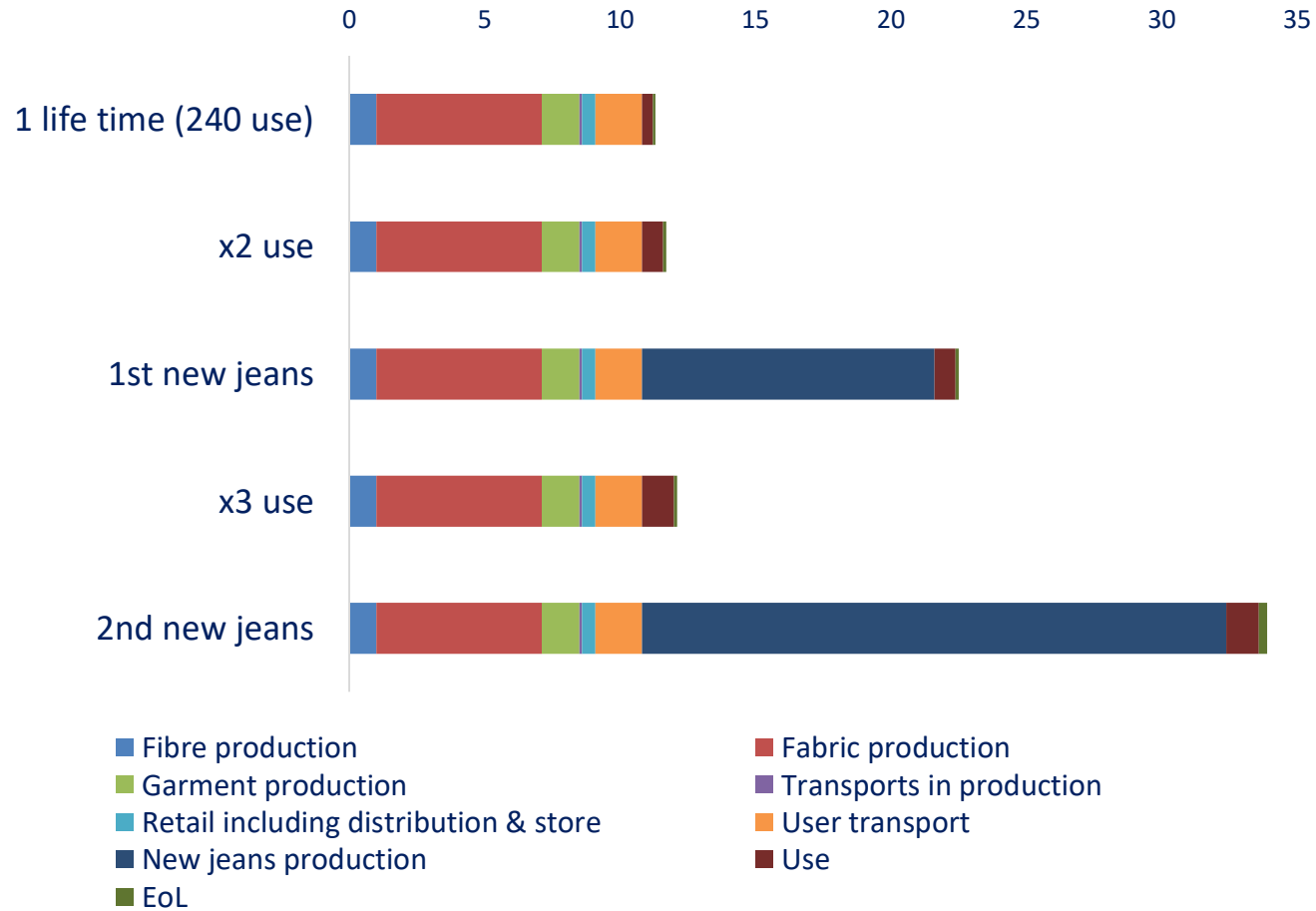
- a systems transformation of denim industry through provocative innovation, science-based design, open-source technology and collective action.
- a more optimistic and regenerative denim industry of tomorrow.

ORTA's promise is fashion-forward, high quality fabrics that are built to last, **crafted with physical and emotional durability**, and rooted in eco-modern technologies.



# LONGEVITY FOR DENIM GARMENT

## CLIMATE IMPACT OF JEANS (KG CO2E)



Source: MISTRA FUTURE FASHION, Environmental assessment of Swedish clothing consumption - six garments, sustainable futures (2019) by Gustav Sandin, Sandra Roos Björn Spak, Bahareh Zamani & Greg Peters <http://mistrafuturefashion.com/impact-of-swedish-clothing-consumption/>



# REGENERATIVE MATERIALS IN DENIM

## COTTON

- The main input of denim fabric.
- Bad environmental reputation.
- Better cotton growing practices:



## HEMP

- Does not require any fertilizers, insecticides, chemicals etc.
- Requires no additional irrigation. Only rain fed.
- Can be processed mechanically (no chemicals or water) to be converted into fibre form.
- Great cover crop and carbon capturing plant.

# CIRCULARITY IN DENIM

## GOLDEN RATIO



The perfect blend for **STRENGTH, DURABILITY & LONGEVITY.**

Recycled Fibres:

- TENCEL™ x REFIBRA™
- REPREVE®
- Pre/Post Consumer recycled cotton

## RECYCLABLE JEANS



- In mechanical recycling, no chemicals or water is used.
- Textiles with 100% cotton and/or 98% cotton + 2% elastane composition can be processed.

Video source: ORTA Partnership Towards Closing the Loop <https://youtu.be/1LGepNgSbnE>



This project is co-funded by the European Union and the Republic of Turkey

# Thanks for your attention.



Türkiye Döngüsel Ekonomi

IPACevre



@turkiyedonguseleekonomi

@ipa.cevre



@trdonguseleko

@ipacevre



Türkiye Döngüsel Ekonomi

IPA Çevre/Environment TÜRKİYE



Türkiye Döngüsel Ekonomi

IPA Çevre

[dongusel.csb.gov.tr](http://dongusel.csb.gov.tr)