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NEXT GEN SOLUTIONS

Unlocking Opportunities in Circular Textiles

ADB Circular Economy Webinar Series Session 39

Valerie Langer – Fibre Solutions Strategist
James Alden – Regional and Investor Engagement

May 20th, 2025

CANOPY IS A **GLOBAL**
NGO WORKING WITH
1000+
BRANDS & PRODUCERS
80 INNOVATORS
PARTNERS

IN FASHION AND PAPER AND PACKAGING
SUPPLY CHAINS TO CONSERVE THE
WORLD'S HIGH-CARBON,
HIGH-BIODIVERSITY FORESTS.

canopy



PARTNERSHIPS

1000+ brands with collective annual revenue of USD 2 trillion.



TOMMY HILFINGER

SEPHORA

Flipkart



Penguin
Random
House



ADA
COSMETICS

Calvin Klein

LUSH

LVMH

HUGO BOSS

patagonia

INDITEX

STELLA McCARTNEY



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WHY WE DO
THIS WORK

3.4B

TREES LOGGED PER YEAR FOR PAPER
PACKAGING AND TEXTILE FIBRE – 300M FOR
MAN-MADE CELLULOSICS (E.G VISCOSE)

25% from Ancient and Endangered Forests



Forests in Fabric

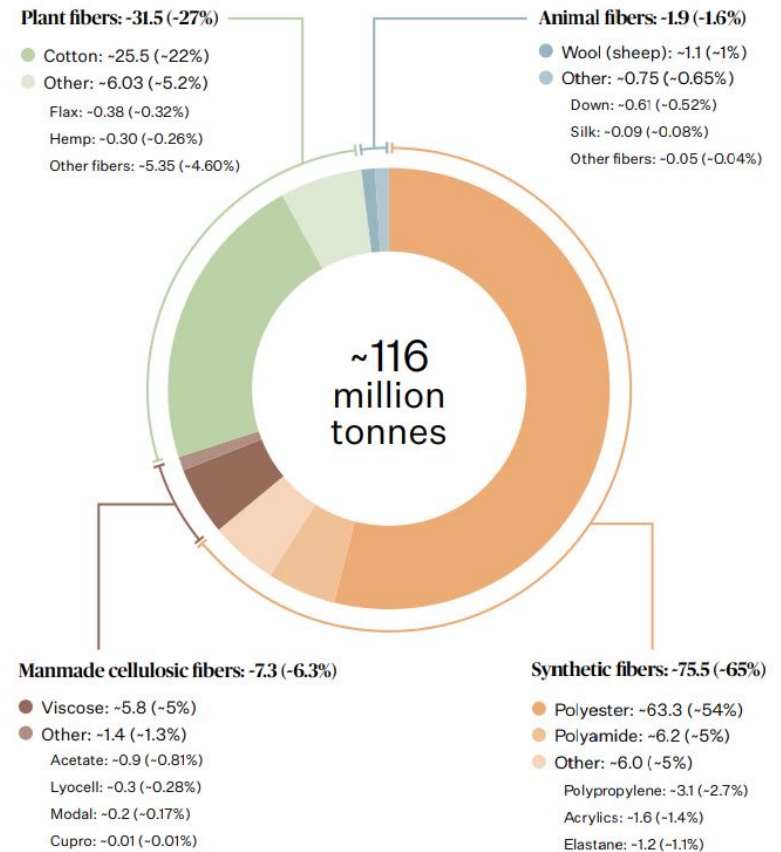


FIBRE PRODUCTION & CONSUMPTION

15.6kg

PER PERSON CONSUMPTION OF TEXTILE FIBRE IN 2025 UP FROM 8.2KG PER PERSON IN 1975

Global fiber production in 2022
(in million tonnes and % of global fiber production)



Source: Textile Exchange based on data from CIRFS, FAO, ICAC, IVC, IWTO, Maia Research, and its own modelling.

Note: This chart includes recycled fibers. Other animal fibers included here are alpaca, angora, camel, cashmere, guanaco, llama, mohair, vicuña, and yak. Other plant fibers included here are jute, coir, sisal, abaca, ramie, kenaf, kapok, and agave.

WASTE TEXTILES

90M

THE ESTIMATED TONNAGE OF
TEXTILE WASTE GENERATED
EVERY YEAR

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NEXT GEN SOLUTIONS:

REPLACES FOREST FIBRE
WITH LOW-IMPACT
CIRCULAR
ALTERNATIVE FIBRES –
TEXTILE TO TEXTILE,
AGRI-FIBRE TO TEXTILE,
MICROBIAL CELLULOSE



NEXT GEN IMPACT

88-100%

LESS LAND USE

4

TONNES LESS
CO₂/TONNE OF PRODUCT

5x

LOWER IMPACT
ON BIODIVERSITY

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CANOPY'S 2033 VISION

\$78 BILLION IN FINANCING...

NEXT GEN
PULP MILLS
BECOME
THE NORM



60

MILLION
TONNES
OF NEXT GEN
PRODUCTION
CAPACITY

0

ANCIENT AND
ENDANGERED
FOREST USED
IN PULP, PAPER
AND MMCF

90+

MILLION
HECTARES
OF FORESTS
CONSERVED

BLENDED FINANCE STRUCTURE

- Canopy exploring with partners including the UN, Invest India, ADB to build a pilot investment structure.
- Proposing \$2B in capital to accelerate alt-fiber capacity development.
- Private, public and philanthropic capital



OPPORTUNITY ROADMAP TO CIRCULARITY - WHAT DRIVES COMPETITIVENESS?

- Low carbon textiles production to expand trade
- Create supporting policy (e.g. EUDR, EPR)
- Feedstock supply – begin with post-industrial
- Post-industrial recycling capacity (cotton/polyester)
- Build Investment Mechanisms



NEXT GEN MMCF LANDSCAPE TODAY

8+

ESTABLISHED
COMMERCIAL LINES
OF NEXT GEN MADE
WITH RECYCLED
TEXTILES.

PIPELINE OF
INNOVATORS
NEARING
COMMERCIAL
SCALE
PRODUCTION

canopy



EMERGING OPPORTUNITY

Next Gen

A Circular Manufacturing Opportunity which:

- Serves key markets
- Addresses pollution issues, climate and biodiversity
- Create jobs and improves livelihoods

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