

How cotton impacts our planet

20%

of agricultural water worldwide is consumed by textile crops which occupy only 2% of earth's agricultural land.4

PRODUCTION & **MANUFACTURING**

of cotton producing areas have high water stress.1

17-20% of the global industrial water pollution is a result of dyeing and

finishing of textiles. 3

World Resources Institute WWF Cotton Farming World Bank 2012



Of the world's insecticides and 11% of its pesticides

are used to produce cotton.

2–4 YEARS

Typical textile lifespan depending on how often and how textiles are washed.5

More energy is consumed during linen use than during production and manufacturing combined.6

of textiles end up incinerated or in landfills.7



END OF LIFE

Disposal releases greenhouse gases8, contaminates water9 and requires replacements.