



**ORGANIC**  
**TEXTILE WEEK**  
**13-19th May 2024**



Monday

Tuesday

Wednesday

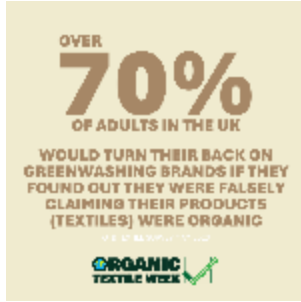
Thursday

Friday

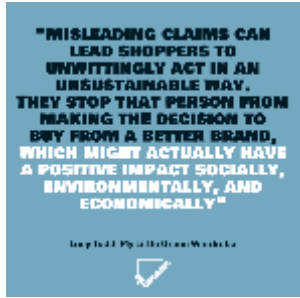
Saturday

Sunday

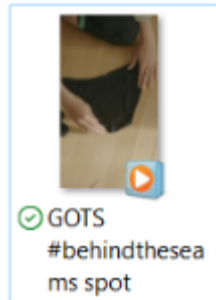
AM



PM



OTHER CONTENT



Monday

AM



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@OrganicUK and  
@globalorganictextilestandard

It's Organic Textile Week! From today until Sunday, we're joining forces with @GOTS (Global Organic Textile Standard) to celebrate all certified organic textiles, from clothing to home textiles and personal care products. Let's embrace sustainability and eco-friendly choices together - Find Better, Look for Organic! 🌿

#OrganicTextileWeek #chooseorganic #UKorganic #NOtoGreenwashing #FindBetter #LookforOrganic

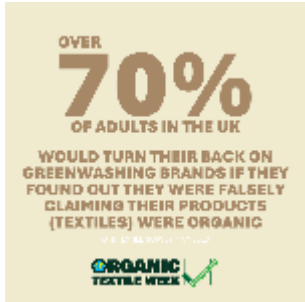
Let's stand against greenwashing and misleading claims. Instead, let's opt for brands that prioritize positive social, environmental, and economic impacts. Together, we can make a difference by supporting responsible and ethical businesses certified to GOTS! ❤️

#ChooseBetter #SustainableChoices #Chooseorganic #UKorganic #OrganicTextileWeek #FindBetter #LookforOrganic #MondayQuote

EXTRA

Tuesday

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Not surprisingly, the majority of adults in the UK would turn their backs on brands if they discovered they were falsely claiming their textile products were organic. Let's unite in saying no to greenwashing and instead choose brands that certify their organic textile products with the Global Organic Textile Standard (GOTS). Together, we can make informed and sustainable choices - Find Better, Look for Organic 🌿 #SayNoToGreenwashing #ChooseGOTS #ChooseOrganic #Ukorganic #OrganicTextileWeek #FindBetter #LookforOrganic

PM

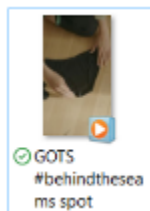
2 images – carousel. Use 'Look for the logo' as first image



Did you know that not all textiles labelled as 'organic' are actually certified? Unlike food and drink, where the product and ingredients must be third-party certified if they claim to be 'organic' on the packaging, textiles are not subject to the same regulations. Surprising, isn't it? But fear not, there's a simple way to ensure you're not falling prey to greenwashing tactics.

Just keep an eye out for the GOTS logo! If it's not there, then the product isn't certified organic, which means it might only contain a small percentage of organic cotton. The GOTS standard covers everything from processing to distribution for textiles made from at least 70% certified organic fibres. So, without that GOTS logo, it's difficult to be certain about what we're purchasing. Remember to look for the GOTS logo next time you're out shopping! Find Better, Look for Organic. #OrganicTextileWeek #ChooseGOTS #ChooseOrganic #Ukorganic #FindBetter #LookforOrganic

EXTRA



GOTS Video - The solution can be stitched in every thread! #OrganicTextileWeek #SayNoToGreenwashing #ChooseGOTS #ChooseOrganic #Ukorganic #FindBetter #LookforOrganic

Wednesday

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Opting for certified organic fibres means selecting clothing that is not only better for me, my family, and the workers involved but also for the planet. It's a win-win for everyone involved! 🌱❤️  
#OrganicFashion #OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #EcoFriendlyChoices #SustainableLiving 🌍👕

PM

2 images – carousel. Use the stat as first image.  
IMPORTANT – Asset must be accompanied by source mention



Did you know, as per the Organic Cotton Market Report available on ontheroundup.org, organic cotton farming utilises a staggering 91% less water compared to non-organic methods? Other credible sources corroborate this figure, some citing an 88% reduction. It's clear: organic cotton farming significantly conserves water resources. Looking for an even more sustainable alternative? Consider opting for organic linen! Not only does it offer eco-friendliness, but it also provides a breathable and luxurious feel. Let's make mindful choices better for us, our family, workers and the planet! 🌱💧 #TextileOrganicWeek #ChooseOrganic #FindBetter #LookForOrganic #OrganicLiving #WaterConservation 🌿

Source: Textile Exchange

EXTRA

Thursday

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3 images – carousel. Use the image first and assets in order as shown

Let's make a conscious decision to steer clear of harmful chemicals, pesticides, and genetically modified organisms. Instead, let's opt for fibres that are not only better for us and our families but also for workers and our precious planet.

GOTS is a holistic standard, with comprehensive and strict requirements for the entire textile supply chain.

This ensures full traceability from field to finished product starting with the raw material allowed and continuing through the next stages of processing; spinning, weaving and knitting, wet-processing, manufacturing, packaging, labelling, and trading, all the way to the final distribution of organic textile products.

For the end product to carry a GOTS label, every company that is part of the process must be certified.

#OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #EcoFriendlyChoices #SustainableLiving

PM



2 images – carousel. Use the image first and then asset

When purchasing clothing, home textiles, personal care items, or any other textile, do you ever consider the individuals who produced the product you're buying? Textiles certified to GOTS adhere to rigorous standards and ensure fair working conditions, as well as uphold the dignity and respect of workers. Let's support products that value the well-being of every person involved in their production process! 🌟👕

#OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #EthicalConsumption

EXTRA

Friday

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2 images – carousel. Use the image assets first and then image



According to the Organic Market Report, up to three-quarters of the organic cotton planted in 2020 was genetically modified (GMO). How to avoid it? Simple! Cotton certified to GOTS guarantees it's GMO-free. Make the sustainable choice and choose GOTS-certified cotton! 🌱🚫 #GMOFree #ChooseGOTS 🌿👕 #OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #EcoFriendlyChoices #SustainableLiving

PM



When discussing textiles, our minds often jump to clothing and home textiles. However, let's not overlook the fact that plenty of cotton, for example, is also found in personal care products such as baby wipes, period pads, and more. To steer clear of unnecessary harmful chemicals and pesticides, opt for products made with organic cotton certified to GOTS, such as those offered by @Natracare and @organycuk. Better for us, our families, workers and the planet! Let's make mindful choices for our bodies and the planet! 🌿❤️ #ChooseOrganic #UKOrganic #OrganicTextileWeek #OrganicLiving #SustainableChoices #GOTS-certified 🌍👤💧

EXTRA

Saturday

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Organic Textile Week is soon drawing to a close. What have you discovered about certified organic textiles that highlights their benefits for you, your family, workers, and the planet? What factor resonates most with you? Share your insights and let's continue making informed choices for a healthier and more sustainable future! 🌱💡

#OrganicTextiles #OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #ChooseOrganic #GOTS #SustainabilityJourney #ConsciousChoices 🌍👕

PM



Organic farming avoids harmful chemicals and pesticides, GMOs and promotes biodiversity. But here's more benefits. For example, did you know that organic cotton farming uses up to 62% less energy for growth and production compared to non-organic methods? It's just another reason to choose organic and sustainable options! 🌱💡

Source: Textile Exchange

#OrganicFarming #SustainableChoices #EnergyEfficiency 🌍🌱  
#ChooseOrganic #UKOrganic #OrganicTextileWeek #OrganicLiving #SustainableChoices 🌍👤💧

EXTRA



Sunday

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Organic Textile Week is drawing to a close.  
So, what did we learn about certified organic textiles? What is GOTS?

GOTS is the globally leading and recognised certification for organic textiles, including all processing steps along the value chain and sets strict environmental, human rights & social criteria – from the responsible post-harvest handling of raw organic fibres through manufacturing to labelling of end-products in shops.

GOTS is designed to embody sustainability, transparency, and ethical practices in the textile industry. On-site inspection and certification of processors, manufacturers and traders is performed by independent third-party GOTS-accredited Certification Bodies.

So, as soon as you see the GOTS label on a textile product, it is your key to knowing that the product meets all of these rigorous standards for ethical and sustainable production.

It's not a dream. It's a standard – COME [#behindtheseams](#) WITH [#GOTS](#)!

#OrganicTextiles #OrganicTextileWeek #FindBetter #LookForOrganic #UKOrganic #ChooseOrganic  
#GOTS #SustainabilityJourney #ConsciousChoices 🌍👕

EXTRA





**ORGANIC**  
**TEXTILE WEEK**  
**13-19th May 2024**

**ORGANIC**  
**TEXTILE WEEK**  
**2025**

19<sup>th</sup> – 25<sup>th</sup> May

**UK ORGANIC**  
**hello@ukorganic.org**

