



Birla Cellulose targets to scale Liva Reviva fibres to 100,000 tons by 2024

Circular business scale up amongst the most ambitious partnership initiatives in the MMCF industry

07 Oct 2021: Birla Cellulose, pulp and fibre brand of the Aditya Birla Group under the flagship company Grasim Industries Limited, recognizes the pivotal role that it can play in sustainable forest management and in promoting circular economy using a collaborative approach. Birla Cellulose plans to aggressively scale up the production of circular fibre [Liva Reviva](#) to a level of 100,000 tons per year by 2024.

One of our key strategic partners in this journey is environmental not-for-profit Canopy and their CanopyStyle initiative, now supported by over 450 brands and retailers.

Liva Reviva, a circular viscose fibre made using pre-consumer cotton waste and closed loop technologies comes with outstanding sustainability credentials such as significantly lower greenhouse gas and water footprint compared to generic viscose. It contains a unique molecular tracer backed by blockchain based traceability and is Recycled Claim Standard (RCS) certified. Under this initiative, the recycled content in Liva Reviva will be increased up to 30% in 2022 from 20% currently and post-consumer material will be gradually increased in the feedstock as we increase the volumes.

It is estimated that more than 90 million tons waste is generated from fashion industry every year and less than 1% is recycled, remaining going to landfill / incineration or leaking into the environment. Key barriers to the circular business model include limitations in recycling technologies, lack of infrastructure for waste collection and segregation, garments not being designed for recycling and lack of investments in each of these areas.

Birla Cellulose has invested significantly in development of the recycling technology and infrastructure and would continue to further invest in development of pre- and post-consumer textile waste recycling technologies, building the capacities for next generation fibres and developing reliable reverse logistics for collection and segregation.

"Today, the world is looking for innovative solutions for mounting problem of fashion industry waste. Birla Cellulose is proud to be pivoting the collaborative effort for scaling up the circular business model, this will not only upscale the waste but also help reduce pressure on forests for virgin wood-based pulp and help fight climate change." said Mr. H K Agrawal, Designate Business Director, Birla Cellulose. "This initiative is aligned to our vision to be a global leader in sustainable business practices in the Man-Made Cellulosic Fibre industry".

"Canopy applauds Birla's industry-leading target of 100,000 tonnes of Next Generation production by 2024. Spurring circular innovation is critical to reducing waste and acting on the growing climate crisis,"

said Ms. Nicole Rycroft, Founder and Executive Director of Canopy. “Our planet needs companies to move faster than they may feel comfortable. By 2030, we need all viscose producers to be sourcing at least 50% of their supply chain from circular, non-forest inputs to meet the ecological challenges of our times. Accomplishing 100,000 tonnes by 2024 is an important step in that journey.”

Birla Cellulose strongly believes that collaboration can unlock greater value for all the stakeholders where every partner plays an important role. Birla Cellulose envisions an active partnership between global brands and retail partners, value chain partners and orchestrators like Canopy and Fashion For Good in this aggressive plan to scale up the circular business model. Birla Cellulose will also create awareness about environmental benefits of next generation fibres by working closely with all stakeholders with an aim to accelerate the circular business model.

About Birla Cellulose:

Birla Cellulose, umbrella brand of Grasim Industries Limited, a flagship company of the Aditya Birla Group, is a leading sustainability focused Man-Made Cellulosic Fibres (MMCF) producer and operates 12 sites that apply environmentally efficient closed loop technologies that recycle materials and conserve natural resources. Its five global advanced research centres are equipped with state-of-the-art facilities and pilot plants. Its sustainable products Livaeco by Birla Cellulose™, Liva Reviva, Birla Excel™ (lyocell) and Birla Spunshades™ are designed with superior sustainable credentials. 100% of the wood used in Birla Cellulose comes from sustainably managed forests certified and controlled sources.

Birla Cellulose collaborates actively with its upstream and downstream partners with an aim to create a bigger and broader impact on sustainability. It works closely with global sustainability focussed organizations like Sustainable Apparel Coalition (SAC), Canopy, Zero Discharge of Hazardous Chemicals (ZDHC), Changing Markets Foundation, Textile Exchange, WBSCD, Fashion for Good, Global Fashion Agenda, The Microfibres Consortium amongst others to continually learn and apply the best practices in its global operations and across its value chain.