



# Birla Cellulose

Fibres from nature

Press Release

## **Birla Cellulose joins Global Partnership to drive circularity**

- ***Birla Cellulose joins Circular Fashion Partnership***
- ***Global fashion brands, garment manufactures, recyclers join hands to scale up circular fashion***

Birla Cellulose, part of Aditya Birla Group is one of the largest global manmade cellulosic fibre (MMCF) producer, has joined the “Circular Fashion Partnership”, a cross-sectorial project led by Global Fashion Agenda, Reverse Resources and BGMEA, to accelerate the transition to a circular fashion industry, by demonstrating a *Circular Fashion Business Case* in Bangladesh.

Birla Cellulose is excited to be part of this partnership and will work with well-known global fashion brands, manufacturers and recyclers to capture and upscale textile waste into Liva Reviva – an innovative circular product offering.

Mr Dilip Gaur, Business Director, Birla Cellulose said “Following circular economy principles is becoming mainstream and in line with UN SDG 12 & 17, Birla Cellulose will work closely with the various stakeholders in building sustainable businesses capable of consistently delivering best in class environmental performance, underpinned by responsible stewardship philosophy.”

This partnership will help scale up the reverse logistics which Birla Cellulose has already established by closely working with Reverse Resources in last 2 years.

Birla Cellulose is a leading sustainability focused MMCF producer and operates 12 pulp and fibre sites globally that apply closed-loop processes. It leads the industry in sustainable sourcing practices and is ranked globally #1 in Canopy’s Hot Button Report 2020 for sustainable forestry practices and development of ‘Next Generation’ solutions for alternative feedstock. Its blockchain based traceability tool GreenTrack™ is the most used tool to establish traceability of garments from forest to fashion.

Birla Cellulose’s circular product Liva Reviva – based on its proprietary technology – has caught the imagination of sustainability focussed brands and is growing rapidly. A cornerstone in Liva Reviva development has been the efforts that Birla Cellulose has invested (and continues to invest) in developing a reverse logistics framework for sourcing cotton waste.

Birla Cellulose partnered with several manufacturers to evolve waste segregation protocols to ensure that the collected cotton waste conforms to standards required for viscose manufacturing. The manufacturers in turn gain access to a superior recycling option compared to the incumbent down-cycling recycling measures. Birla Cellulose helps through training potential reclaimers on identifying suitable blends, and using a systematic qualification process, has successfully on-boarded several recyclers.

Visit [Circular Fashion Partnership](https://www.circularfashionpartnership.com), [www.birlacellulose.com](http://www.birlacellulose.com) to know more.