



2019 UfM WOMEN BUSINESS FORUM

Company Site Visit: Back To Eco



**BACK
TO
ECO**

Contact:

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Mission of the company/Description:

Back To Eco is a sustainable fashion brand whose mission is to facilitate change towards a fashion that benefits the environment and has a positive impact on the Earth. The company wants to create a circular and ethical fashion culture among businesses and citizens globally.

Back To Eco designs, manufactures and sells fashion and accessories by introducing maximum recycled materials in combination with other eco-friendly materials to minimize their environmental impact and maximize their circularity. The products are cut and sewn in Barcelona. The raw material used the broken jeans, are 100% local. The rest of the materials used are also purchased in Barcelona except for one.

The company works also with social and vocational integration programmes and with people at risk of social exclusion.

Founders

Núria Nubiola, CEO Back To Eco

Environmentalist, she is the environmental and communicative part of the project

Montse Bayen, CEO Back To Eco,

Biologist, she is the responsible for production and sales



Geographic Coverage

Spain

The Products

Radically sustainable fashion and accessories collection:

- Bags and clothes designed and sewn in Barcelona
- Combines reused, recycled and environmentally friendly materials
- Functional, current and durable designs
- Products aimed at youth-style audiences

Product families:

- **RADICAL RECYCLED:** only for sale with reused or rescued materials from automobile or textile industry
- **100% CIRCULAR:** 100% recyclable accessories
- **BACK MAT:** products that combine reused denim fabric and INFINIT eco-recycled fabric DENIM produced by the brand itself
- **ECO & RECYCLED:** clothes made with fabrics that combine recycled and ecological fibers, giving rise to products with the minimum associated environmental impact.

Customers/ Clients

The Company has 3 types of customers: individuals at the store and online; stores that buy our products; and companies that want sustainable corporate gifts and want to sell social value.

Logistical note



Location

Carrer de Pau Claris, 91, 08010 Barcelona

Event type

1 hour Site visit that will offer a guided tour to the Back To Eco Company with a presentation about the circular business concept used by the company with an interaction with the company founders.

Transportation

Bus pick up at **Fira Barcelona Gran Via** at **14:30** on the **21 November**. After site visit, the bus will pick participants up at 16:00. Drop-off is at the Hotel Melià Barcelona Sarrià.

Registration & Contact

Invite-only, the event is open to participants of the UfM Women Business Forum. Register here: <https://ufmsecretariat.org/2019-ufm-women-business-forum-registration-site-visits/> by Friday 15 November.