

INTRODUCTION TO BCI



The Better Cotton Initiative exists to make global cotton production **better for the people** who produce it, **better for the environment** it grows in and **better for the sector's future**. BCI aims **to transform cotton production worldwide** by developing Better Cotton as a sustainable mainstream commodity.

COTTON

Cotton is one of the world's most important natural fibres. It's used by nearly everyone on Earth every day, and supports 250 million people's livelihoods. It's a renewable natural resource, but only if we manage it responsibly. In 2005, a group of visionary organisations came together to figure out what could be done to safeguard the future of cotton. "There has to be a better way", they said. It turns out there is. It's called **Better Cotton**.

The Better Cotton Initiative (BCI) is a not-for-profit organisation stewarding the global standards for Better Cotton, and bringing together cotton's complex supply chain, from the farmers to the retailers.

BETTER COTTON AND BCI

Better Cotton is an agricultural management system which can transform this vital sector:

- » By improving the production of cotton: Crop Protection, Water Usage, Soil Health, Biodiversity, Fibre Quality, and Decent Work principles.
- » By creating measurable, credible change at farm level.
- » By connecting supply with demand.
- » By presenting clear business cases for all actors: good for farmers, and good for business.
- » By welcoming recognition of other standards.

BCI brings together producers, ginners, traders, spinners, mills, cut & sew, manufacturers, retailers, brands and civil society organisations in a unique multi-stakeholder community committed to developing Better Cotton as a sustainable mainstream commodity and create long-term change.

**Better Cotton is a product,
Better Cotton is a philosophy, achieving sustainability through continuous improvement,
And Better Cotton is a movement of like-minded organisations.**

HOW IT WORKS

Getting Better Cotton into the supply chain:



As the stewards of the Better Cotton community, BCI coordinate a sustainable financial model which channels funds from membership and public-private partnerships back into the supply of Better Cotton through farm-level training and verification.

BCI ORGANISATIONAL STRUCTURE

BCI was founded in 2005 by adidas, Gap Inc., H&M, ICCO, IFAP, IFC, IKEA, Organic Exchange, Oxfam, PAN UK, and WWF. In 2009 BCI published its first global standards, and the first harvest of Better Cotton was in the 2010/2011 season. Our headquarters are in Geneva, Switzerland, with offices in UK, Pakistan, China, and India. BCI is governed by a multi-stakeholder and elected Council, made up of equal seats for each membership category.

WHERE WE ARE TODAY

- » We have a Standard that is developed, tested and proven.
- » We are growing rapidly at farm level.
- » We have launched a low cost online Traceability System to connect the supply chain.
- » We are working to build further partnerships with other regional initiatives.
- » We are currently producing Better Cotton in 19 countries – Australia, Brazil, Burkina Faso, Cameroon, Côte d'Ivoire, China, Ghana, India, Kenya, Mozambique, Mali, Malawi, Pakistan, Senegal, Tajikistan, Turkey, USA, Zambia and Zimbabwe.
- » We have the support of some of the strongest brands, retailers and traders in the world.

WHERE WE ARE GOING

BCI have specific aims for our 2013-2015 Expansion Phase.

Our goal is that by 2020, Better Cotton represents at least 30% of global cotton production.

Specific Aim	Global Indicator	2015 Target	2020 Target
Reduce the environmental impact of cotton production	Better Cotton hectares under cultivation	2 million hectares	9 million hectares
Improve livelihoods & economic development in cotton producing areas	Number of Better Cotton farmers	1 million	5 million
Increase commitment to and flow of Better Cotton throughout the supply chain	Volume of Better Cotton bought by spinners	1.5 million MT (metric tonnes)	4 million MT (metric tonnes)

For our most up-to-date and comprehensive information about Better cotton and BCI activities, please refer to the BCI Annual Reports page of our website: www.bettercotton.org

BETTER COTTON IS SUPPORTED BY GLOBAL BRANDS AND RETAILERS



20%
of jeans will be Better Cotton by 2015



100%
more sustainable cotton by 2015



50%
of cotton will be sustainable by 2020



100%
Sustainable Cotton in the group by 2020



100%
increase in Sustainable Cotton by 2018



100%
of cotton will be sustainable by 2020

And many more (Including...)



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