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# MEMBERSHIP CODE OF PRACTICE

## WHAT WE COMMIT TO AS A MEMBER

*BCI 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 works with a diverse range of stakeholders to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas. BCI aims to transform cotton production worldwide by developing better cotton as a sustainable mainstream commodity.*

*As a BCI member, you commit to supporting this mission. You understand and meet this Code of Practice in all your dealings as an organisation. The Code of Practice forms one part of the BCI Principles of Participation, with other components being specific agreements for Traceability System users and Implementing Partners. Breaches of the Code of Practice may lead to a termination of membership as specified in the BCI Statutes.*

### Commitment and Conduct

The Better Cotton Initiative (BCI) is focused on effecting change, and credibility is crucial to mainstreaming Better Cotton successfully. BCI and its members strive to act with integrity at all times. In practice this means:

- 1.1 Members commit themselves to the mission, specific aims and strategic principles of the BCI.
- 1.2 Members promote and communicate this commitment throughout their own organisation and to external partners.
- 1.3 Members act responsibly and are transparent in their engagement with BCI.
- 1.4 Members meet the BCI communication rules and do not make any misleading or unsubstantiated claims about the production, procurement or use of Better Cotton, nor about the impact associated with Better Cotton. External communications are evidence-based and consistent.

## Collaboration and Promotion

BCI is a multi-stakeholder initiative that promotes collaboration. BCI and its members welcome constructive feedback and aspire to be innovative.

- 2.1 Members actively share their knowledge and expertise with BCI and other members.
- 2.2 BCI complements, rather than competes with, other established initiatives. It works alongside such approaches to increase the amount of cotton produced in a more environmentally and socially sustainable way. Members commit to supporting this collaborative approach.

## Ensuring continued credibility of the initiative

Credibility and the multi-stakeholder nature of the initiative are crucial to BCI and its members.

- 3.1 Members help BCI monitor for false claims and other risks to BCI's integrity and credibility.
- 3.2 All members contribute to the continuous improvement of the standard and its system.
- 3.3 Members demonstrate continuous improvement, and report back to BCI on progress annually. BCI reserves the right to monitor claims made in these reports.
- 3.4 Retailers and Brands support farmers and field activities by providing investment contributions on an annual basis.

I am authorised on behalf of my organisation and hereby confirm that we understand and will follow this Code of Practice.

\_\_\_\_\_  
Place and date

\_\_\_\_\_  
Name of Organisation

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name in printed letters

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Organisation stamp

**Please sign and submit only this page to the BCI Secretariat.**

*All members have the responsibility to inform their employees about the content of this Code of Practice and secure their compliance.*

*BCI is committed to continuously reviewing and updating its policies and procedures, therefore this Code of Practice can be subject to modification. Partners and members are responsible for keeping themselves informed of the contents of such documents.*

*If you, your employees, or any other representatives of your company have questions concerning the meaning or application of the BCI's Code of Practice, please contact [membership@bettercotton.org](mailto:membership@bettercotton.org)*