

# BETTER COTTON INITIATIVE



**BCI** Better  
Cotton  
Initiative  
[www.bettercotton.org](http://www.bettercotton.org)



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The main advantage of reducing pesticides is that we not only save money, but the environment is better too – for example, there were no more honeybees in our area, but now they’re coming back.

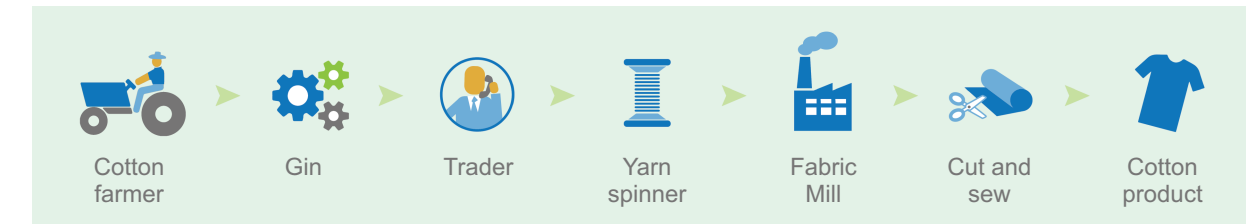
Mohammad Mustafa (pictured), BCI farmer in Rahim Yar Khan, Pakistan

## WHY CARE?

Look down. What are you wearing? Chances are that one or more of your clothes are made from cotton. Or maybe it’s your bed sheets, towels or the bank notes in your pocket. Nearly everyone on Earth uses or wears cotton products every day.

To meet this demand, over **25 million tonnes** of cotton are produced each year in around **85 countries** around the world, supporting **250 million people’s livelihoods** in the production stages alone. Cotton is a renewable natural resource but the future of cotton production is vulnerable to poor environmental management, poor working conditions and unstable markets.

**BCI brings together cotton’s complex supply chain to tackle these vulnerabilities:**





# WHAT IS BETTER COTTON? AND WHO ARE BCI?

**Better Cotton means** producing cotton in a way that cares for the **environment**, minimising the negative impact of fertilisers and pesticides, and caring for water, soil health and natural habitats. BCI Farmers achieve better yields and greater **financial security** through access to global markets, whilst improving the **working conditions** in their fields.

Cotton that is grown in this way meets the **Better Cotton Standard**. The standard has been developed by the **Better Cotton Initiative (BCI)**, an independent multi-stakeholder organisation whose members are committed to making Better Cotton a mainstream commodity.

**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.**

Farmers who grow Better Cotton commit to using the **BCI Production Principles**:



Crop protection



Water usage



Soil health



Biodiversity

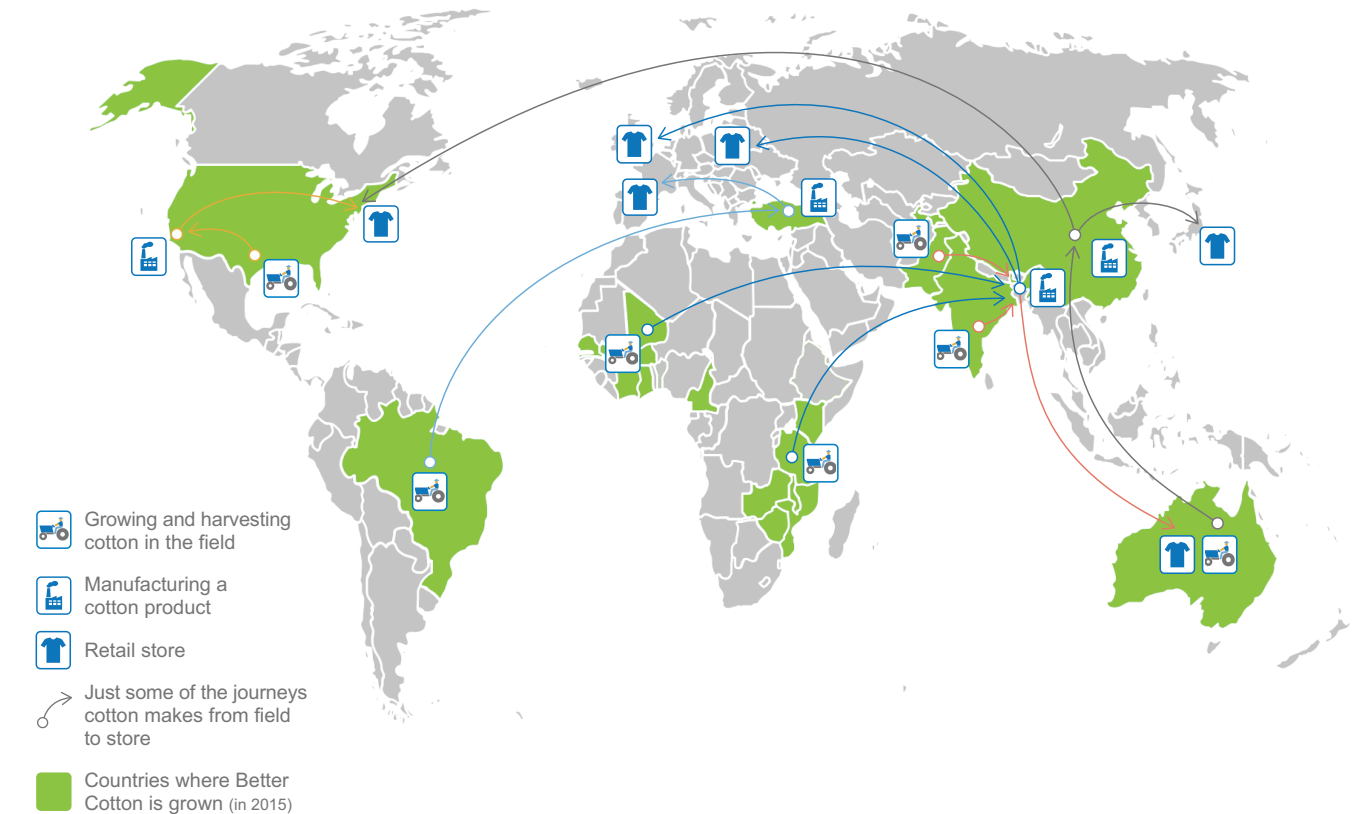


Fibre quality



Decent Work

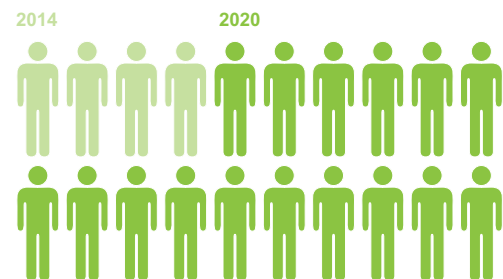
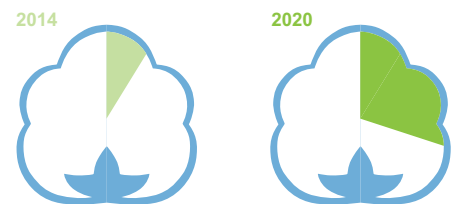
# ONE CROP, A GLOBAL MARKET



# STATISTICS

## MEMBERS

Since our first members in 2009, the number of new organisations committing to making Better Cotton a mainstream product has grown by at least **50%** year on year. In 2014, BCI members came from **30 countries** across all continents. From civil society to garment manufacturers, from the farmers to household brand names, all BCI's members are working to transform the way cotton is produced and safeguard the future of the sector.



## GLOBAL TARGETS

**In 2014:** almost **1m farmers** worldwide were growing cotton to the Better Cotton Standard, making up **8.8%\*** of **global cotton production**.

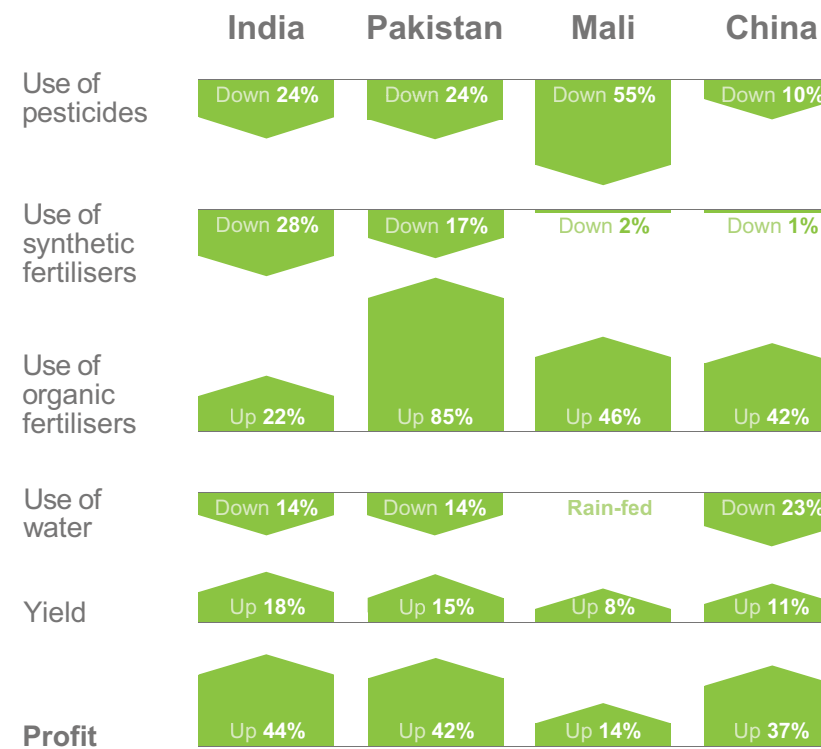
\*(licensed figure only, not final harvest figure)

**In 2020:** we want those figures to be **5m BCI farmers, producing 30% of the world's cotton**.

That's better for the farmers, the environment and the cotton sector, and that's better for all of us.

## RESULTS

Growing Better Cotton shows real results for the environment and for the farmers who grow it.



(Figures show Better Cotton Results Indicators from the 2013 harvest season as compared to farmers not yet using BCI principles)



# WHAT MAKES US UNIQUE

**Partnering with other standards**

**More than certification:  
continuous improvement**

**Lower farming costs, higher yields**

**From smallholder farmers to industrial growers**

**Environmental, economic and social standard**

**Achieving field-level change**

**Connecting supply with demand**

**Mainstream, global sourcing options**

**Public-private partnership**

**Promoting supply, not premiums**

**Multi-stakeholder decision-making**

**Long-term: safeguarding cotton's future**

# THE BUSINESS CASE, BENEFITTING EVERYONE

**Farmers:** better farm practices, lower farming costs, higher yields, better profits

**Supply chain:** securing future business, risk management

**Brands:** access to a mainstream responsible sourcing option for cotton

**Civil society:** protecting the environment, improving the livelihoods of cotton growers and workers worldwide, and offering society a more responsible choice

**Government:** a globally-recognised standard for national level production

**The customer:** making a more responsible choice, and driving demand for more sustainable cotton for the long-term

**Working with BCI means joining us in building transparency and relationships in the cotton supply chain, and a secure supply of more responsibly-grown cotton for the future.**







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The community sees a positive example that they can follow in my family. They see real benefits in adopting the farming practices that we learnt during Better Cotton training.

Angela Anthony, BCI Farmer, Maratane community, Mozambique

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For our company, trading Better Cotton is more than simply a trend; it is a strategic decision. Better Cotton is traded worldwide in substantial and rapidly growing volume – it isn't a niche market anymore.

Reinhart, BCI Trader



© Better Cotton Initiative

## OUR PIONEERING MEMBERS

adidas<sup>®</sup>  
GROUP

H&M

IKEA

LEVI STRAUSS & CO.

YOUR M&S  
marksandspencer.com/PlanA

NIKE

These members play a leading role in developing Better Cotton as a mainstream sustainable commodity. Many more retailers, brands and others have joined and continue to join the movement worldwide. To learn about the other 500+ BCI members, visit [www.bettercotton.org](http://www.bettercotton.org)

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IKEA wants to develop Better Cotton as a mainstream product. By working together with others we can achieve so much more than if we work on our own.

IKEA, BCI Pioneer Member

# HOW DO I GET INVOLVED?

Contact [membership@bettercotton.org](mailto:membership@bettercotton.org) today,  
and visit our website to learn more:  
[www.bettercotton.org](http://www.bettercotton.org)

BE PART OF SOMETHING BETTER