

BCI Strategy

OCTOBER 2015

ADIDAS LOVES COTTON

a fiber with unique characteristics - soft, nice drape, comfortable

approx. 20% of the adidas apparel product use Cotton

Cotton is our Top 2 fiber in apparel



COTTON CAUSES SERIOUS ISSUES

employs over **300 million people** globally

employs mainly **small hold farmers** in developing countries

issues with **forced workmanship** and **child labor**

mismanagement of **water** and **pesticides**



WHY WE CHOOSE BCI?

- All aspects social, environmental and economics into considerations.
- Water and chemical management.
- Improve the financial situation of the farmers.



BCI IN OUR SUPPLY CHAIN

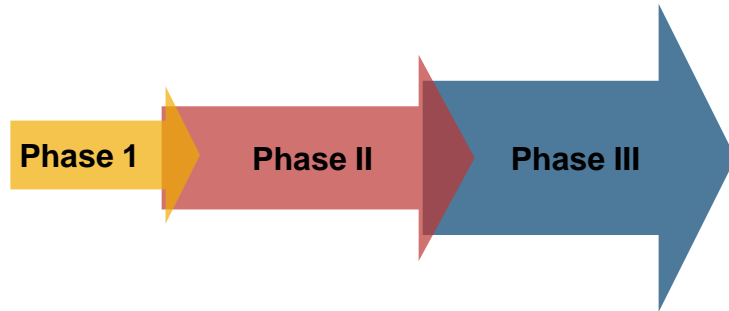
- adidas -Group was a founding-member.
- Better Cotton is used in 2011.



IMPLEMENTATION PLAN



Supply chain driven implementation



Phase	Year	Target
I	2012	5%
	2013	15%
	2014	25%
II	2015	40%
	2016	60%
III	2017	80%
	2018	100%

Commitment based on Cotton Lint from each suppliers.

CHALLENGES

- Cost of using BCI Cotton.
- Regional availabilities e.g. Turkey
- Traceability in supply chain. BC Tracer Program is up to fabric level .



EXPECTATIONS TOWARDS SUPPLIERS



- To be the specialist of BCI (recommendation to become a member)
- Attend all the relevant events.
- Close communication within your supply chain –spinner, ginner, trader.
- To feedback on any challenges and successes.



THANKS...