

# MEMBERSHIP CODE OF PRACTICE

## 会员行为准则

### WHAT WE COMMIT TO AS A MEMBER 会员承诺

*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.*

良好棉花发展(简称 BCI),其主旨在于使全球棉花的种植更有利于棉农,更有利于种植环境,更有利于该产业的未来发展。BCI 与来自不同领域的各利益方共同合作在环境、种植社区 和花产区等方面实现显著和持续的改善。BCI 的 战略目标是发展良好棉花在全球棉花生产当中成主流商品。

*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.*

作为 BCI 的会员, 必须要支持这一使命和目标。在企业所有的运营活动当中, 需要理解和遵守会员行为准则。该行为准则是 BCI 参与原则的组成部分, 与其他的内容一起组成追踪系统用户和执行合作伙伴协议书。任何违反行为准则的行为, 将按照 BCI 章程中的 条款解除会员资格。

## Commitment and Conduct 承诺和准则

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:

良好棉花发展（简称 BCI）致力于实际性的改变，以及可信度是成功地推动良好棉花成为主流商品的关键所在。BCI 和它的会员在任何时候要尽力保持一致，具体在实施当中表现为：

1.1 Members commit themselves to the mission, specific aims and strategic principles of the BCI.

会员承诺遵循 BCI 的使命、特定目标和战略原则。

1.2 Members promote and communicate this commitment throughout their own organisation and to external partners.

会员应在其机构内部及外部合作伙伴来推广宣传这一承诺。

1.3 Members act responsibly and are transparent in their engagement with BCI.

会员应在与 BCI 往来当中应该遵循负责任和透明的原则。

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.

会员单位应该遵守 BCI 交流规则，不得误导或无事实根据的申明良好棉花的产量、采购或使用、和与良好棉花有关的影响等。外部的交流必须要建立在事实基础之上的，并保持一致性。

## Collaboration and Promotion 合作与推广

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

BCI 是多利益方协会来推动各方之间的相互合作。BCI 及其会员欢迎建设性的反馈和追求改革创新。

2.1 Members actively share their knowledge and expertise with BCI and other members.

会员与 BCI 和其它会员积极分享他们各自的知识 和经验。

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.

BCI 旨在与补充，而不是与其他倡议进行竞争。BCI 的此类工作方法目的是在环境和社会方面更好可持续的增加棉花的产量。会员应承诺对这一合作形式的方式给予支持。

## Ensuring continued credibility of the initiative

### 确保协会的可信度

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

可信度和协会多方利益相关者本质对于 BCI 和其会员而言是至关重要的。

3.1 Members help BCI monitor for false claims and other risks to BCI's integrity and credibility.

会员帮助 BCI 来监测虚假申明及其它的有损于 BCI 真实性和可信性的危险。

3.2 All members contribute to the continuous improvement of the standard and its system.

所有会员应对 BCI 标准及其系统的持续改进做出自己的贡献。

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.

会员应证实取得不断的改进并每年向 BCI 汇报进展状况。BCI 保留对报告当中相关申明或数据的核查权力。

3.4 Retailers and Brands support farmers and field activities by providing investment contributions on an annual basis.

零售商和品牌商应每年以投资回报的形式对农民和田间项目给予一定的支持。

## Commercial commitment 商业承诺

Demand for Better Cotton is key to funding and influence. BCI and its members aim to improve the flow of, and commitment to Better Cotton throughout the supply chain. BCI does not set a premium and pricing is a function of the market. BCI is firmly based on the traceability of Better Cotton. 良好棉花的市场需求是获得资金支持和影响力的关键所在，BCI 及其会员旨在与提高良好棉花在整个供应链当中的流通和使用。BCI 不对良好棉花设定价格，价格变动是由市场来决定的。BCI 注重良好棉花的可追溯性。

4.1 Members adhere strictly to the BCI anti-trust policy, and refrain from any behaviour which can be construed as anti-competitive practice.

会员必须严格遵守 BCI 反垄断原则，并制止任何可视为反竞争规则的行为。

4.2 Supply chain members respect contract sanctity and contribute to the building of trust in the supply chain. Members on default lists will be suspended.

供应链会员遵守合同并促成在整个供应链当中建立起互信关系。列入黑名单的会员将被暂停。

4.3 Retailers and Brands work to procure Better Cotton in alignment with a strategy or plan for securing 100% more sustainable cotton.

零售商和品牌商以战略联盟或计划合作的形式以确保采购百分之百的可持续棉花，来采购更多良好棉花。

**4.4 Members work with their clients and suppliers to promote Better Cotton and share knowledge.**

会员与各自的客户和供应商合作来推广良好棉花和进行知识分享。

**4.5 Retailers and Brands commit to working with their supply chains to promote trust and respect throughout, and commit to sending strong demand signals for Better Cotton.**

零售商和品牌商承诺与其各自的供应链合作增进互信和尊重，并承诺发出对良好棉花强烈需求的信号。

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

我获得授权代表我公司，在此确认我们理解并遵守本本行为规范。

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Place and date (地点和时间)  
称)

Name of Organisation (单位名称)

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Title 职务

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Signature 签名

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Name in printed letters (书面姓名)

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Organisation stamp (盖公章)

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

请签名并仅将此页发至 **BCI** 秘书处。

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

*所有会员有责任通知其员工关于本行为规范的内容并确保其遵守。*

*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.*

*BCI 将不断检查并更新各项政策和流程，因此本行为规范也会修改和调整。合作伙伴和会员单位应及时就此及时告知。*

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

*如单位、员工或其它单位的代表有任何关于 BCI 会员行为规范的内容理解或申请填写方面的问题，请与 [membership@bettercotton.org](mailto:membership@bettercotton.org) 联系。*