## Better Cotton Fast Track Programme (BCFTP)



#### What is **BCFTP**?

The Fast Track Fund **finances** Better Cotton *Farmer Support Programs* in 6 countries

> Working with BCI to deliver on its strategic vision and objectives

A market-driven coalition of like-minded private and public partners

Platform for accelerating Better Cotton as *the* mainstream standard in sustainable cotton

Convened and managed by IDH The Sustainable Trade Initiative Engagement and *"incentivization"* of mid-stream actors

Engagement with retail brands and suppliers for procurement of Better Cotton

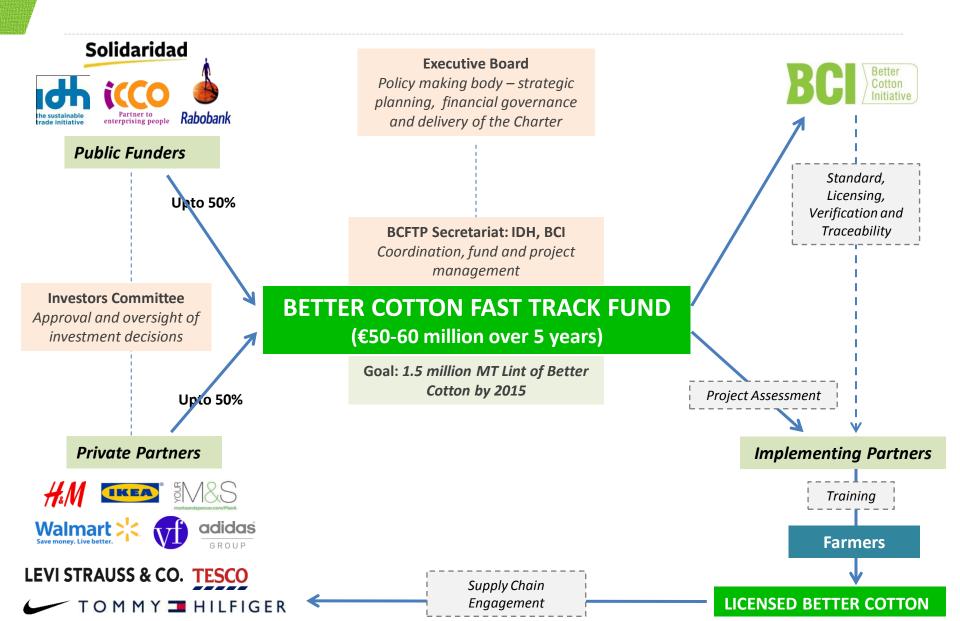
AMSTERDAM 2014

LEAD

DRIVE THE CHANGE

LEARN

#### **How BCFTP works**



### **BCFTP – Support for brands who join**



Match-funding Model



**Precompetitive Coalition** 



**Learning Platform** 



**Decision Making** 



**Supply Chain Engagement** 



 $| LEARN \rangle | LEAD$ 

DRIVE THE CHANGE

# **Be part of something Better**