

KEY FACTS

The Better Cotton Initiative 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 aims to transform cotton production worldwide by developing Better Cotton as **a sustainable mainstream commodity**.

COTTON Cotton is one of the world's most important natural fibres. 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. Cotton is a renewable natural resource but the future of cotton production is vulnerable to poor environmental management, poor working conditions and unstable markets. In 2005, a group of visionary organisations came together to work out a practical solution that would secure the sustainable future of the industry. The result was Better Cotton.

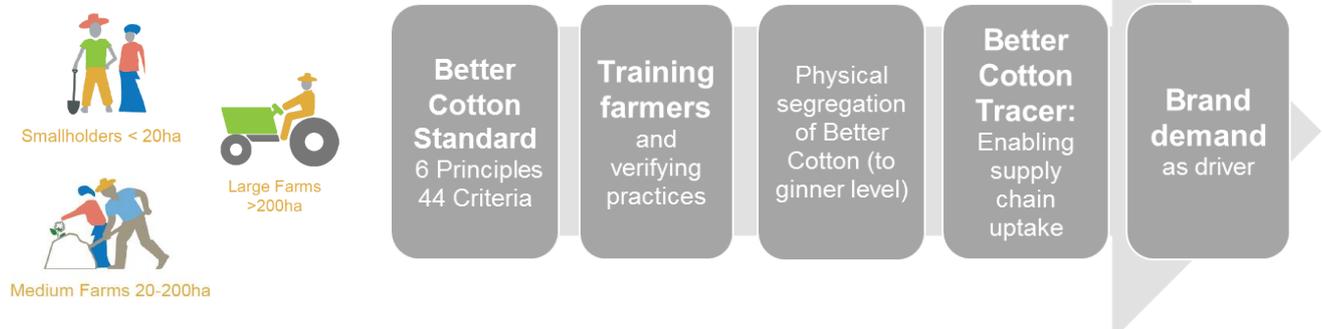
BETTER COTTON AND BCI Better Cotton means producing cotton in a way that cares for the environment, minimising the negative impact of fertilisers and pesticides, and caring for water, soil health and natural habitats. BCI Farmers achieve better yields and more financial security through access to global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

The Better Cotton Standard System:

- » Improves the production of cotton: using Crop Protection, Water Usage, Soil Health, Biodiversity, Fibre Quality, and Decent Work principles.
- » Creates measurable, credible change at farm level.
- » Focuses on continuous improvement to achieve long-term sustainability.
- » Connects supply with demand.
- » Presents clear business cases for all actors: good for farmers, and good for business.
- » Welcomes recognition of other standards.

The Better Cotton Standard was developed by the Better Cotton Initiative (BCI), a multi-stakeholder organisation whose members are committed to making Better Cotton a mainstream product. From NGO partners to garment manufacturers, from farmers to household brand names, all BCI's members are working to transform the way cotton is produced and create long-term change for the sector.

HOW IT WORKS



BCI coordinate a sustainable financial model which channels funds from membership and public-private partnerships back into the supply of Better Cotton through farm-level training and verification.

BCI ORGANISATIONAL STRUCTURE

BCI was founded in 2005 by adidas, Gap Inc., H&M, ICCO, IFAP, IFC, IKEA, Textile Exchange, Oxfam, Pesticide Action Network UK, and WWF. In 2009 we published our first global standards, and the first Better Cotton harvest was the 2010/2011 season. Our headquarters are in Geneva, Switzerland, with staff in China,

India, Mozambique, Pakistan, the UK and the USA. BCI is governed by a multi-stakeholder and elected Council, made up of equal seats from each membership category.

WHERE ARE WE TODAY?

- » We are firmly focused on driving demand for the industry to procure more and more Better Cotton.
- » We are building a Growth & Innovation Fund to support BCI and Better Cotton farm-level activities.
- » We have undergone rigorous review by the ISEAL alliance and are now proud members.
- » We have established a low-cost online Traceability System to connect the supply chain.
- » We are growing rapidly at farm level, producing Better Cotton in 20 countries (in 2014): **Australia, Brazil, Burkina Faso, Cameroon, Côte d'Ivoire, China, Ghana, Ethiopia, India, Mali, Malawi, Mozambique, Pakistan, Senegal, Tanzania, Tajikistan, Turkey, USA, Zambia and Zimbabwe.**
- » We have built partnerships with regional initiatives including Cotton made in Africa, ABR in Brazil, and myBMP in Australia, and continue to build more partnerships.
- » We have the support of some of the strongest brands, retailers and traders in the world.

WHERE ARE WE GOING? In 2014, over **1.2 million farmers** worldwide were growing cotton to the Better Cotton Standard, making up **7.6% of global cotton production**. By 2020, we want those figures to be 5 million BCI Farmers, producing 30% of the world's cotton.

Aim	Reach Indicator	2015 Target	2020 Target
Reduce the environmental impact of cotton production	Better Cotton hectares under cultivation	2 million hectares	9 million hectares
Improve livelihoods & economic development in cotton producing areas	Number of BCI Farmers	1 million	5 million
Increase commitment to and flow of Better Cotton throughout the supply chain	Volume of Better Cotton bought by spinners	1.5 million MT (metric tonnes)	4 million MT (metric tonnes)

For our most up-to-date and complete information, please see our Annual Report on our website: www.bettercotton.org

BCI IS SUPPORTED BY GLOBAL BRANDS AND RETAILERS

LEVI STRAUSS & CO.					
75% of cotton will be more sustainable by 2020	100% of cotton will be more sustainable by 2015	70% of cotton will be more sustainable by 2020	100% of cotton will be more sustainable by 2018	100% of cotton will be more sustainable by 2020	100% of cotton will be more sustainable by 2020

And many more, including:

Be part of something Better.