

BCI 2017 GLOBAL COTTON CONFERENCE Agenda

Connecting Leaders to Drive Business Change

Berlin Germany,
16 May members only | 17–18 May all welcome

The first ever BCI 2017 Global Cotton Conference will bring the entire sector together to shape a more sustainable future for the cotton industry. The conference provides a unique opportunity to explore themes at field-level, in the value chain and in consumer-facing business. Come and join industry experts, business leaders and other key stakeholders to share perspectives on the keys to unlocking a better future for cotton.

All BCI Conference events will take place at:
Swissôtel Berlin AM Kurfürstendamm
Augsburger Strasse 44,
10789 Berlin,
Germany

This conference will be conducted in English only.
All information correct as of 12 May 2017

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Pre-Conference Meetings Tuesday 16 May

10:30 - 17:00

Optional Early Conference Registration
(Foyer of Ku'damm I + II Ballroom, Lobby Level)

Skip the lines on Wednesday morning and check-in with BCI when you arrive on location.

13:00 - 17:30

BCI 2017 Annual Member Meeting
Members Only
(Ku'damm I + II Ballroom, Lobby Level)

Prior to the public conference, join us for this half-day members' only meeting with relevant organisational updates on membership benefits, governance, and strategy. The complete agenda is online at www.xingevents.com/BCI2017Conference.

19:00 - 21:00

Conference Welcome Reception
(Swissôtel Berlin "Restaurant 44", Lobby Level).

Join us for an evening of networking as you arrive in Berlin.

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Agenda - Wednesday 17 May

09:00 - 09:20

Welcome

Ku'damm I + II Ballroom, Lobby Level

Welcome to the new BCI Global Cotton Conference! Alan McClay, CEO, BCI



09:20 - 09:50

The Sustainability Transformation is Happening

Keynote session (Ku'damm I + II Ballroom, Lobby Level)

Despite what we read in the news every day, under the surface there is strong evidence of a long-term, positive, and unstoppable transformation happening in our world - the sustainability transformation. Alan's presentation will equip you with that evidence, and with critical lessons learned about how to be an effective agent of change, working to accelerate that transformation in challenging times.

Alan AtKisson, *Co-Founder of Center for Sustainability Transformation, Founder & CEO AtKisson Group, and Author.*



09:50 - 10:20

Coffee Break (Mezzanine Foyer)

Networking and refreshments around exhibit tables.

10:20 - 11:20

Your Cotton Portfolio

Mainstage panel discussion

(Ku'damm I + II Ballroom, Lobby Level)

Attend this main stage panel discussion of the most commonly used more sustainable cotton options in the industry today: Better Cotton, Organic Cotton, AbTF (Cotton Made in Africa), Fairtrade Cotton and Recycled Cotton. What is the Theory of Change behind each option? How do they define 'sustainability'?

Moderator: Graham Burden, *Principle, Sustainable Textile Solutions Ltd*

Tina Stridde, *Managing Director, AbTF-BC*

Paula Lum Young, *Sr. Membership Manager, BCI*

Milla Johanna Salmi, *Marketing Manager - Textile Division, Control Union*

Subindu Garkhel, *Cotton Product Manager, Fairtrade Foundation*

Liesl Truscott, *European & Materials Strategy Director, Textile Exchange*

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Agenda - Wednesday 17 May

11:20 - 12:20

Joining Forces to Scale More Sustainable Cotton

Mainstage panel discussion (Ku'damm I + II Ballroom, Lobby Level)

A panel demonstrating BCI's inclusive approach with benchmarked standards – ABR (ABRAPA), AbTF-BC (AbTF) CMIA, myBMP (Cotton Australia) - driving development through continuous improvement. Join us to learn how these partnerships are enabling transformation at field-level around the world.

Moderator: Corin Wood-Jones, *Senior Programme Manager – Global Supply, BCI*
Fernando Rati, *Sustainability and Data Manager, ABRAPA (ABR)*
Christoph Kaut, *Principal Advisor, AbTF (AbTF-BC)*
Adam Kay, *CEO, Cotton Australia (myBMP)*

12:20 - 12:30

Morning Recap and Afternoon Instructions

(Ku'damm I + II Ballroom, Lobby Level)

BCI will explain the intended purpose and takeaways for your conference experience in the breakout sessions.

12:30 - 13:30

Lunch

(Mezzanine Foyer)

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Agenda - Wednesday 17 May

Choose 1 of 3 Breakout Sessions you would like to attend from the following themes: **Field Level**, **Supply Chain** or **Consumer Facing**.

A1 13:40 - 14:50 **Mitigation and Adaptation to Climate Change in Cotton Production: The Role of Sustainability Schemes** *Field Level Breakout Session - World Cafe (Immendorff I + II Room, Mezzanine Level)*

Cotton cultivation, like many other crop production systems, generates significant greenhouse gas emissions. Direct emissions from fertiliser application, decomposition of organic matter, combustion of fuel in watering and field preparation, indirect emissions from production of fertilisers and pesticides as well as transport of nutrients, can result in an important greenhouse gas footprint. Agricultural systems, including cotton, can be directly affected by climate change. A panel will discuss how sustainable cotton farming can play a role in mitigating and adapting to climate change, and how standards can play a fostering role in implementing climate smart cotton production systems.

Jens Soth, *Senior Advisor Value Chains / Sustainable Commodities, Helvetas*
Multiple World Café Moderators
Stefanie Kaegi, *Advisor Sustainable Value Chains and Extension, Helvetas*

A2 13:40 - 14:50 **Understanding Pricing Mechanisms in the Supply Chain** *Supply Chain Breakout Session (Ku'damm I + II Ballroom, Lobby Level)*

Everyone should understand how cotton is bought and sold across the chain. This session will explore pricing mechanisms that could remove the volatility risk between the fabric mill and the brand levels in the textile supply chain.

Carl Peltzer, *Director Cargill Cotton UK, Cargill*

A3 13:40 - 14:50 **Competing for the Consumer: T-Shirts or iPhones?** *Consumer Facing Breakout Session (Lupertz Room, Mezzanine Level)*

Consumers buy apparel at volumes like never before, but spend less on new clothing. What are consumer purchasing trends telling us about the future of retail and the textile supply chain? Has a new kind of competition encroached upon the apparel business? Join an active conversation about consumer spending habits, and potential strategies for clothing retailers and brands to compete in an increasingly competitive marketplace.

This session will address the broader challenges of the retail apparel industry as it vies for an increasingly distracted consumer, along with the long-term implications raw material prices, fabric diversification, and product sales.

Robert Antoshak, *Managing Director, Olah, Inc.*
Eleanor Gaffney, *Communications Coordinator, BCI*

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Agenda - Wednesday 17 May

14:50 - 15:20

Coffee Break (*Mezzanine Foyer*)

Networking and refreshments around exhibit tables.

Choose 1 of 3 Breakout Sessions you would like to attend from the following themes: **Field Level**, **Supply Chain** or **Consumer Facing**.

B1 15:20 - 16:35

Making Sustainability Work for All:

Experience from women's empowerment programmes

Field Level Breakout Session - Fishbowl (Immendorff I + II Room, Mezzanine Level)

Women play a vital role in agricultural development, yet we sometimes perceive only men as farmers. In many countries, however, women are deeply involved in family farm activities. The more labour intensive the cotton production, the larger women's participation, with women often doing the planting, field management, and harvesting. Yet there are many structural, economic, and societal barriers to women accessing productive resources and technical information. There are two main reasons to work together to address the many challenges facing women in agriculture. First, there is a business case - existing gender inequalities have high economic costs and lead to wasted human resources and missed opportunities for innovation. Second, if cotton sustainability programmes can improve the lives of women, this means healthier families who are ultimately better off. In this session, we will explore different approaches and experiences in reaching women in cotton-producing communities.

Moderating: Kendra Pasztor, *Monitoring and Evaluation Manager, BCI*

Alison Ward, *CEO, CottonConnect*

Liesl Truscott, *European & Materials Strategy Director, Textile Exchange*

Abdusalomova Chamangul, *Agricultural Advisor, Sarob*

Afshan Sufyan, *Programme Officer, BCI Pakistan*

B2 15:20 - 16:35

Chain of Custody Impacts on Production & Logistics

Supply Chain Breakout Session (Ku'damm I + II Ballroom, Lobby Level)

A panel discussion about the cost and credibility implications for three different chain of custody models in the textile supply chain - physical traceability, book & claims, and mass balance.

Patrick Mallet, *Director, Innovations, ISEAL*

Leon Picon, *Cotton Purchasing Director, Orta Anadolu*

Marco Bänninger, *Head Trader Hand Picked Cotton, Paul Reinhart AG*

Dr. Alexander Ellebrecht, *Prokurist, ChainPoint*

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Agenda - Wednesday 17 May

B3

15:20 - 16:35

Why a Raw Materials Strategy Matters

Consumer Facing Breakout Session (Lupertz Room, Mezzanine Level)

Different approaches to raw materials for different size companies. Brands are often so focused on products and Tier 1 suppliers, but 60% of impact & FOB of those garments are the raw materials. Hear from 2 brands who aim to improve their overall footprint and why it matters to their business.

Merrilee Avila, *Sustainable Materials Manager, Nike, Inc.*
Simon Platts, *Sourcing Director, ASOS.com*

16:35 - 17:00

Breakout Summaries – Day 1

A recap of the breakout sessions

17:00 - 17:20

One World – Our Responsibility: Germany's perspective on sustainability in the cotton sector

Keynote address (Ku'damm I + II Ballroom, Lobby Level)

Thomas Silberhorn, *Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)*

17:20 - 17:30

Conference Closing Day 1

(Ku'damm I + II Ballroom, Lobby Level)

A recap of the day from BCI CEO Alan McClay

18:30

Dinner Transportation from Swissotel Berlin

(Ground-Level Entrance)

Private, round-trip bus transportation will be provided for all conference attendees.

19:00 - 22:00

Cotton Conference Dinner Sage Restaurant

Join us for an evening of networking with conference attendees. Cotton attire highly recommended, business casual.

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Agenda - Thursday 18 May

09:00 - 09:10

Welcome to Day 2

Ku'damm I + II Ballroom, Lobby Level

Barry Clarke, *Partner, Change Agency* and *BCI Chair*

09:10 - 09:30

Analysis of the Cotton Market

Keynote session (Ku'damm I + II Ballroom, Lobby Level)

Start your day with a market update. What are the key factors impacting the cotton market today? Hear about different approaches and mitigating trends.

Jürg Reinhart, *ICA President & Managing Director*, **Paul Reinhart, AG**



09:30 - 10:30

Experiences from the Cotton Field

Mainstage panel discussion (Ku'damm I + II Ballroom, Lobby Level)

Join farmer representatives from the four corners of the world to hear about what's happening on-the-ground in cotton agriculture. Expect to learn about improvements related to the different aspects of sustainability.

Moderator: Lena Staafgard, COO, BCI

Zhang Biao, *PU Manager*, **Yuli Zhang Wong (China)**

Abdusalomova Chamangul, *Agricultural Advisor*, **Sarob (Tajikistan)**

Mustafa Bülbül, *Farmer and PU Manager*, **IPUD (Turkey)**

Manuel Maussene, *Farmer*, **San JFS (Mozambique)**

10:30 - 11:00

Driving Business Change

Keynote session (Ku'damm I + II Ballroom, Lobby Level)

adidas will highlight the changing landscape of business and consumer expectations, now incorporating 'sustainability' into sound business planning. What does that mean and what are future business mega-trends from the adidas perspective, and what it could mean for raw materials.

Frank Henke, *Vice President, Global Social & Environmental Affairs*, **adidas Group**



11:00 - 11:30

Coffee Break (Mezzanine Foyer)

Networking and refreshments around exhibit tables.

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Agenda - Thursday 18 May

Choose 1 of 3 Breakout Sessions you would like to attend from the following themes: **Field Level**, **Supply Chain** or **Consumer Facing**.

C1

11:30 - 12:45

Implementing Water Stewardship in Cotton Production

Field Level Breakout Session (Immendorff I + II Room, Mezzanine Level)

To use freshwater resources sustainably in cotton production, three perspectives should be considered: environmental, social, and economic. Environmental sustainability is met by using fresh water within sustainable limits at the river basin or aquifer level such that the ecosystem services are maintained. Social sustainability is met through allocating water equitably between uses and users, both locally and globally. Economic sustainability is met through maximising water productivity i.e., by reducing the quantity of water consumed, or the pollution created. Implementation of these three pillars of water stewardship at the farm level will be discussed by a panel.

Moderator: Ruth Mathews, Chief Policy Advisor, **Water Footprint Network**
Adam Kay, *CEO*, **Cotton Australia**
Divyang Waghela, *CEO*, **Coastal Salinity Prevention Cell (CSPC)**
Stefanie Kaegi, *Advisor Sustainable Agriculture and Value Chain*, **Helvetas**
Jonathan Spenser, **Israel Cotton Production and Marketing Board (ICB)**

C2

11:30 - 12:45

Market Transformation of the Supply Chain

Supply Chain Breakout Session (Ku'damm I + II Ballroom, Lobby Level)

Join industry players to hear their internal business case for sustainability and why they're making public commitments. What are the impacts on their business strategy for continued growth and servicing current customers. Examples of how the market can transform itself to ensure long-term success of sustainable cotton options.

Moderator: Kerem Saral, *Senior Supply Chain Manager*, **BCI**
Amit Shah, *CEO*, **Spectrum International**
Besim Ozek, *Strategy & Business Development Director*, **Bossa**
Hilde van Duijn, *Executive Director*, **Organic Cotton Accelerator (OCA)**
Jianjun Zhu, *General Manager*, **CHTC Dayao Textile Co.Ltd**

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Agenda - Thursday 18 May

C3

11:30 - 12:45

Consumer Choice: Benefit or Burden

Consumer Facing Breakout Session (Lupertz Room, Mezzanine Level)

An analysis of Brand value - how the customer offer should be part of the package not the only priority when considering the business case from engaging in sustainability programmes. Thoughts on pre-competitive collaboration versus market differentiation and examples of where each has a role to play.

Fiona Wheatley, *Plan A Sustainable Development Manager, Marks & Spencer*

12:45 - 13:45

Lunch

(Mezzanine Foyer)

13:55 - 14:25

Investment: How Corporate Interests can bring Development to scale

Keynote session (Ku'damm I + II Ballroom, Lobby Level)

Understanding how channelling corporate investment in sustainability, converges businesses interests and public goods globally.

Joost Oorthuizen, *Executive Director, IDH The Sustainable Trade Initiative*



Choose 1 of 3 Breakout Sessions you would like to attend from the following themes: Field Level, Supply Chain or Consumer Facing.

D1

14:25 - 15:35

Embedding more Sustainable Cotton Production

Field Level Breakout Session (Immendorff I + II Room, Mezzanine Level)

To be effective and long lasting, sustainable cotton standard systems cannot go it alone. BCI considers that the Better Cotton Standard System (BCSS) is embedded into a country when there is an organisation or institution with a national mandate that is accountable for the implementation and credibility of the BCSS (or a recognised equivalent). In this session, we will discuss how to further embed sustainability initiatives, including into government bodies and policy, showcasing successful experiences in cotton producing countries.

Moderator: Corin Wood-Jones, *Senior Programme Manager – Global Supply, BCI*
Fernando Rati, *Sustainability and Data Manager, ABRAPA (ABR)*
Jonathan Spenser, *Israel Cotton Production and Marketing Board (ICB)*
Sherry Wu, *China Country Manager, BCI*
Shafiq Ahmad, *Pakistan Country Manager, BCI*

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Agenda - Thursday 18 May

D2

14:25 - 15:35

Innovations and Developments in Cotton Supply Chain

Supply Chain Breakout Session (Ku'damm I + II Ballroom, Lobby Level)

Come hear about three innovative approaches in the cotton supply chain. Louis Dreyfus will discuss the progress being made in the world of traceability and work being done on the genetic footprint of various cotton seed varieties. The SEAM will highlight Blockchain as the new technology that will help drive efficiencies to global trade as a whole by decentralising, securing and distributing the data into a single source. Finally, Refibra is Lenzing's initiative to drive circular economy with a new fibre generation based on cotton scraps and wood.

Bill Ballenden, *Head of EBS Cotton Platform*, **Louis Dreyfus Company Suisse S.A.**

Mark Pryor, *Chairman and CEO*, **The Seam**

Andreas Dorner, *Commercial Director for Europe and Americas*, **Lenzing Fibers**

D3

14:25 - 15:35

Organisational and Environmental Footprint Policy in Europe

Consumer Facing Breakout Session (Lupertz Room, Mezzanine Level)

How does a company identify and communicate overall "impact"? What does impact even mean? With clarification around EU regulations and policy, we'll explore the requirements for any consumer-facing business. Hear about the high-level approach to data collection and the implications for communications.

Olivier Jan, *Partner | ERS | Sustainability*, **Deloitte Conseil**

15:35 - 16:05

Coffee Break (Mezzanine Foyer)

Networking and refreshments around exhibit tables.

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Agenda - Thursday 18 May

16:05 - 16:20

Breakout Summaries – Day 2

(Ku'damm I + II Ballroom, Lobby Level)

A recap of the breakout sessions.

16:20 - 16:50

Market Transformation: Driving Better Cotton in an Uncertain World

(Ku'damm I + II Ballroom, Lobby Level)

The future of cotton as a key textile and export commodity. Exploring how we can drive sustainability faster through the sector in the coming decade. Looking at uncertainty, e.g. trade, climate change, consumer choice. WWF's recommendations for unlocking cotton's potential from a multi-stakeholder perspective: Productivity, Finance, Supply Chain, Traceability and Transparency and Consumer Choice.

Jason Clay, *Senior Vice President, Food & Markets, WWF*



16:50 - 17:00

Conference Closing

(Ku'damm I + II Ballroom, Lobby Level)

A full conference recap and looking forward to 2018.

Alan McClay, *CEO, BCI*

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