

**BCI** Better Cotton Initiative™  
[www.bettercotton.org](http://www.bettercotton.org)

### **Better Cotton. Better Clothes. Better World.**

With the help of the Better Cotton Initiative, **we're committed to getting 100 percent of our cotton from more sustainable sources by 2021.** This season alone, we've sourced over 3.8 million pounds of more sustainable cotton that is better for the environment and the people who produce it.

% Target and Commitment



## PROCURE 100% OF OUR COTTON FROM MORE SUSTAINABLE RESOURCES

### TARGET

- By 2020, we aim to procure 100% of our cotton from more sustainable sources, meaning cotton that is grown in a more sustainable way or recycled.

### MILESTONES

- Since 2012, we have been sourcing cotton in a way that supports the livelihoods and well-being of cotton farmers.
- In 2014, we joined the Better Cotton Initiative (BCI) and partnered with other brands in the cotton industry through the BCI.
- In 2015, we sourced 4.3 Million kilograms of Better Cotton. Together with our other suppliers, we are working to increase the global cotton use.
- In addition to cotton, we are also sourcing other materials for our supply chain. This is a long-term commitment.
- The Better Cotton Initiative (BCI) is a global cotton industry through which we can source cotton. In 2016, Tommy Hil's business (volume) was 100% BCI.

### COMMITMENT #1

#### PROCURE 100% OF OUR COTTON FROM MORE SUSTAINABLE SOURCES





WOOLWORTHS

WOOLWORTHS

TS1453

W

PICKY

ABOUT COTTON

SOURCING MORE SUSTAINABLY GROWN COTTON ♥ BCI Better Cotton Initiative

WOOLWORTHS.CO.ZA/GOODBUSINESSJOURNEY

Delivery



# Kathmandu®

**2016** 59% SUSTAINABLE COTTON

**2015** 38% SUSTAINABLE COTTON

**2014** 59% SUSTAINABLE COTTON

**OUR COTTON JOURNEY**

**2020**

**100%**  
SUSTAINABLE  
COTTON



**5%** FAIRTRADE

**21%** BCI

**33%** ORGANIC





## Better cotton is better fashion.

As part of our journey towards truly sustainable fashion, H&M has committed to using only sustainably sourced cotton by 2020. Learn more about our actions for a sustainable fashion future at [hm.com/conscious](https://hm.com/conscious).

**H&M CONSCIOUS**  
For a more sustainable fashion future



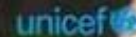
In Store Point of Sale

# Cotton that's better for farmers their children and the environment

IKEA is embracing a better way to produce cotton. Working together with partners such as the Better Cotton Initiative (BCI) and WWF has enabled more than 100,000 cotton farmers to significantly reduce water, chemical pesticide and fertiliser use, while increasing their earnings. By 2015, we want all the cotton we use to be produced this way. Through the IKEA Foundation we also work closely with Save the Children and UNICEF to give at least 16 million children in cotton growing communities better opportunities in life.

**People + Planet**

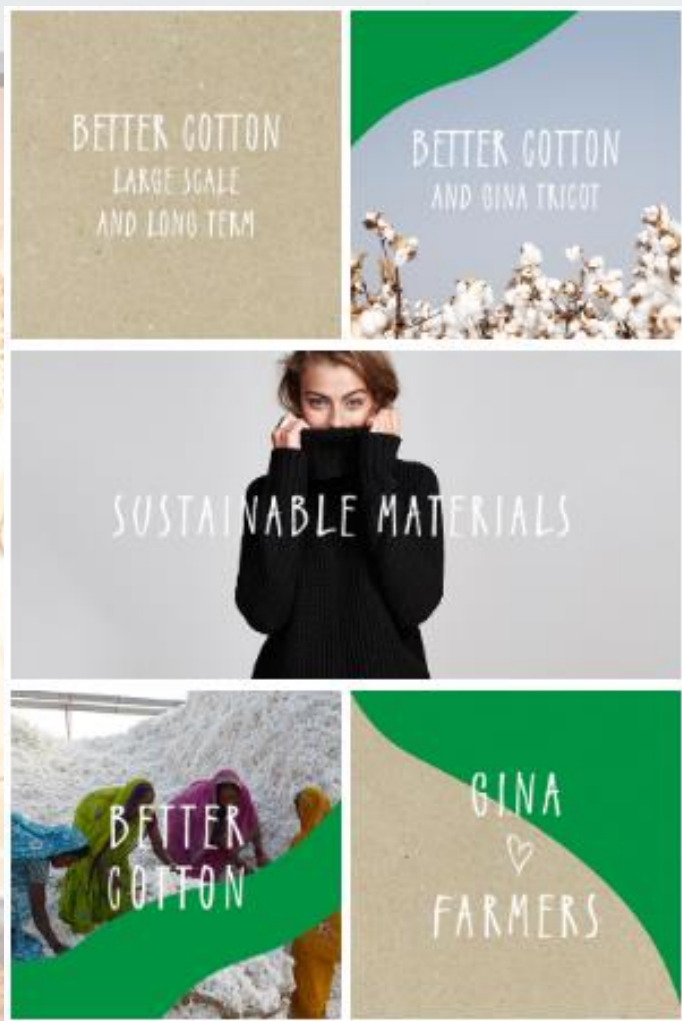
[www.ikea.com](http://www.ikea.com)



In Store Point of Sale



# gina tricot



**“Using pesticides without understanding the soil requirements had a bad effect on my land and it was one of the reasons why I had such a poor harvest. Once I got involved in the project, I started using natural fertilizers,” says BCI Farmer, Chaturbai Devijibhai. ”**

# COTTON ON



THANKS FOR SUPPORTING RESPONSIBLY  
GROWN COTTON. WE PARTNERED WITH  
THE BETTER COTTON INITIATIVE TO  
IMPROVE COTTON FARMING GLOBALLY.

SUPPORTING BETTER COTTON FARMERS,  
PROTECTING THE ENVIRONMENT,  
AND WORKING FOR GLOBAL CHANGE.

FOR MORE INFO VISIT  
[WWW.BETTERCOTTON.ORG](http://WWW.BETTERCOTTON.ORG)



XXXXXXXXXXXXXXXXXXXX

WE



supporting

BETTER COTTON FARMERS,  
PROTECTING THE ENVIRONMENT,  
AND WORKING FOR GLOBAL CHANGE.

XXXXXXXXXXXXXXXXXXXX



**BCI** Better  
Cotton  
Initiative  
[www.bettercotton.org](http://www.bettercotton.org)

COTTON ON  
BODY

SUPPORTING BETTER  
COTTON FARMERS,  
PROTECTING THE  
ENVIRONMENT &  
WORKING FOR  
GLOBAL CHANGE.

On-Product Mark



FOR THE  
**PLANET**  
绿色新时尚



**环保棉**

积极倡导科学种植、关注土壤健康  
合理使用水资源,秉持对地球的关爱

更有利于棉农

更有利于种植环境

更有利于棉花产业的发展

与你一起为农业的可持续发展  
尽一份心力



WWW.CANDA.CN



C&A始终坚信  
时尚是可持续的



WWW.CANDA.CN



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**BCL**  
Better Cotton Initiative

**www.bettercotton.org**

We partner with BCI to improve cotton farming

Find out more about our commitment to sustainable cotton at [www.waitrose.com/bettercotton](http://www.waitrose.com/bettercotton)

You are committed to bringing you the best quality socks you can find. And we're committed to making your life as easy as possible. So we've teamed up with the Better Cotton Initiative to ensure that every pair of socks we make is made from better cotton.

**SAFETY FIRST! KEEP AWAY FROM FIRE AND FLAME!**

**2 pair socks**

- Sealed with care
- Unless the dry- wash me at 30°
- Wear me, moth me and hand me down

**Waitrose**

**Waitrose min**

**2 pair socks**

supporting responsibly grown cotton

**PRICE POSITION GUIDE**

**Waitrose**  
**mi** lifestyle

**2 thermal long johns**

supporting responsibly grown cotton

Line drawing of thermal long johns.

Technical diagram of a thermal long john showing a 45mm thermal layer.

**Waitrose**

- Wear, wash and reuse as often as you like
- Suitable for dry cleaning at 30°C
- Free of all dyes
- 2 Thermal long johns

Age	27-36m	36-48m	48-60m	60m+	70m+	80m+
Height	100cm	105cm	110cm	115cm	120cm	125cm
Weight	12kg	15kg	20kg	25kg	30kg	35kg
Wp	30cm	35cm	40cm	45cm	50cm	55cm

**Safety notice: keep away from fire and heat**

**BCI** Better Cotton Initiative

www.bci.org

45mm x 45mm

The image is a composite. The top portion shows a physical product: a white baby blanket with a small blue circle at the top center. The text 'Waitrose mini' is printed in a stylized font, with 'mini' in large, colorful, patterned letters. Below it, 'Baby blanket' is written in a simple font, followed by 'supporting responsibly grown cotton'. The bottom portion of the image is a diagram of the blanket, showing its rectangular shape with rounded corners and a pattern of small white triangles on a teal background. A dashed blue line outlines the blanket's dimensions, with arrows pointing to the text '70 x 70cm'. A small blue circle at the top center of the diagram corresponds to the one on the physical blanket. A dashed blue line also outlines the bottom edge of the blanket, with an arrow pointing to the BCI logo and text at the bottom.

Waitrose  
mini  
Baby blanket  
supporting responsibly  
grown cotton

70 x 70cm  
FLAME  
noble cotton at  
ire

**BCI** Better Cotton Initiative  
www.bettercotton.org

We partner with BCI to improve cotton farming

## On-Product Mark





Okaïdi s'engage dans une démarche d'éco-conception en soutenant Better Cotton initiative :

## POUR UNE CULTURE RESPONSABLE DU COTON

et de meilleures conditions de travail dans les champs de coton,

Better Cotton apprend sur le terrain à plus d'1 million de fermiers, dans une vingtaine de pays producteurs, à favoriser l'utilisation d'engrais naturels et à gérer l'eau et les pesticides de manière





M&S

W82



HOME

EXPLORE OUR BLOG

WWF MAIN SITE

## Cotton-ing on to sustainable clothing: M&S report from the field

POSTED BY [EMMA KELLER](#) IN [BUSINESS](#), [GREEN & SUSTAINABLE LIVING](#) ON 18 JANUARY 2016 -



WWF and Marks and Spencer (M&S) started working together on sustainable cotton in India in 2009, partnering to support farmers to develop ways of producing cotton that has a lower environmental impact. In short, a way of producing 'better cotton', under the Better Cotton Initiative, or BCI. In this Q and A blog, Phil Townsend – sustainable raw material specialist at M&S – talks to me about his recent visit to the cotton fields in Warangal, India, and tells of all the individuals and groups that go into making cotton, better!

### Phil, why are M&S working on Cotton?

M&S is a large British retailer specialising in high quality food and fashion products and therefore cotton makes up a significant proportion of the raw materials that they use. In 2007 M&S launched [M&S Plan A](#), which set out their strategy to protect the planet by sourcing responsibly, reducing waste and helping communities. Originally with 100 commitments to achieve in 5 years, it has evolved to [Plan A 2020](#) with 100 new commitments including sourcing sustainable cotton under the [Better Cotton Initiative](#), BCI.





## MAKING STRIDES THROUGH THE BETTER COTTON INITIATIVE



AUGUST 10, 2016

POSTED BY:

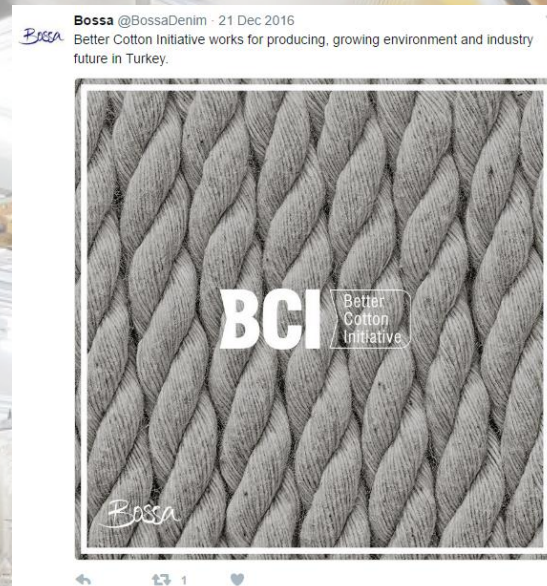
LS&CO. UNZIPPED TEAM

[BETTER COTTON](#) / [BETTER COTTON INITIATIVE](#) /

A few years ago, Pakistani farmer Muhammad Ramzan faced a dilemma. The five sandy acres he worked in the village of Yazman, growing cotton, had always demanded lots of water in a region that has little. That year, his yield was so poor that he could no longer afford school for his 15-year-old daughter and 12-year-old son.

That's when he was approached by the Better Cotton Initiative (BCI). Going from farmer to farmer in his village, BCI offered to teach Muhammed techniques for using less water, like planting with furrows and ridges, while also increasing his cotton yield.





*Bossa* **Bossa** @Bossa  
The biggest mis  
Sustainability st



*Bossa* **Bossa** @BossaDenim · 28 Oct 2016  
The earth has its music for those who listen. Don't



ment of cotton producing regions and  
rest.

*Bossa*

Social Media



## Test Your Better Cotton Knowledge!

1) Which statement is true about Better Cotton?

- A) Better Cotton means 'Better Quality Cotton'.  
B) Better Cotton means better production standards in the field, better for the environment, the people that grow it, and the sector's future.

2) Retailers must have the BCI certificate to procure Better Cotton.

True False

3) BCI requires physical traceability for all supply chain.

True False

4) Which of the following statement is true?

- A) Only retailers are allowed to label their products.  
B) BCI does not offer any product labeling yet, but is exploring how to offer this in future.

5) Spinners may procure CottonMadeInAfrica (CMI/A) as Better Cotton.

True False

6) Spinners do not need to segregate their cotton warehouse on basis of Better Cotton or Conventional Cotton.

True False

7) Retailers need to claim their Better Cotton \*ODF's to the traceability system to satisfy mass balance.

True False

\*ODF: Output Declaration Form.

Spread the word, share your e-mail:  
e-mail:

SCORE:

☐ Yes, I would like to receive a feedback from you.

Please, leave your comments below: