

Membership Roadmap for Retailers & Brands

STEP 1

Learn about Better Cotton for your business



BCI is transforming cotton to be a more sustainable mainstream commodity.
Understand the implications to your operations, costs, and actions required for implementation.
Visit www.bettercotton.org contact us at membership@bettercotton.org

STEP 2

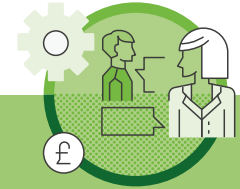
Secure internal buy-in



BCI is a responsible sourcing programme that requires alignment beyond CSR teams, with sourcing, communications and leadership.
Share the business benefits of becoming a BCI member.

STEP 3

Join BCI



Having calculated your annual cotton lint consumption, **apply for membership and pay fees.**
Start to access member benefits and train your teams on the BCI concepts and processes.

STEP 6

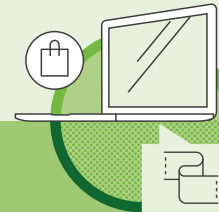
Communicate about Better Cotton



Tell customers and staff about your BCI membership.
Access communications materials and stories from the field, explaining how your participation in the system enables global farm level impacts.

STEP 5

Source Better Cotton



Ensure your suppliers are registered on the Better Cotton Platform to fulfill your Better Cotton orders.
Use this online system to document your Better Cotton sourcing.

STEP 4

Set targets and map supply chain



Identify and engage your suppliers.
Set targets for sourcing as Better Cotton.

WHY BETTER COTTON?

Cotton is a natural fibre, grown all around the world by millions of people.



WHY CARE?

Addressing sustainability issues related to cotton agriculture is important for the people growing it, important for the environment it's grown in, and important for the multiple industries relying on the fibre for day-to-day business.



BCI MEMBERSHIP

BCI Membership enables your organisation to tap into the largest cotton sustainability programme in the world, with tools that fit into your existing business model. Membership benefits at

www.bettercotton.org/get-involved