



Revising the Better Cotton Principles & Criteria

17th February 2022



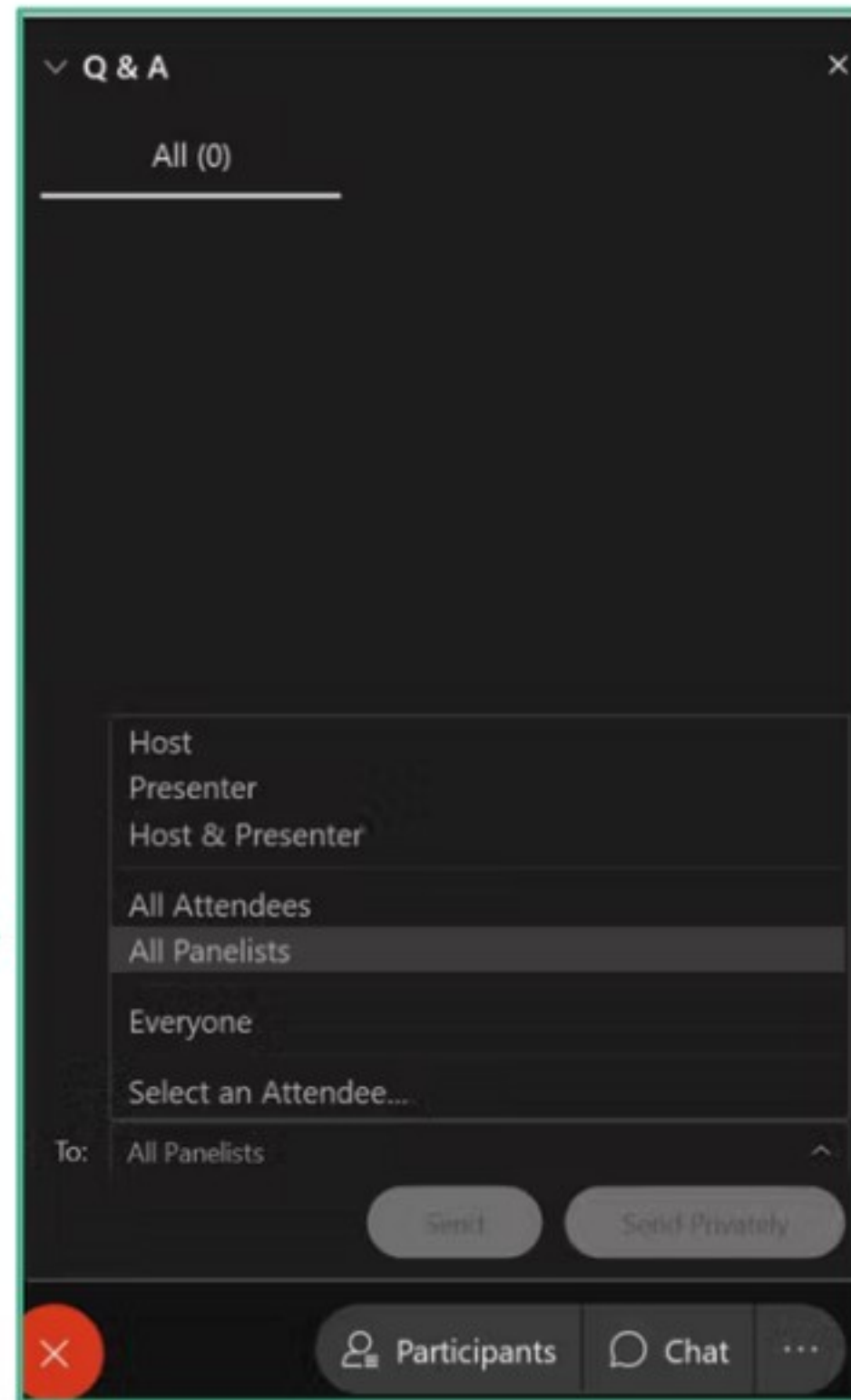
The following topics are not to be discussed:

- 🌱 Prices
- 🌱 Market Share
- 🌱 Customer Allocation
- 🌱 Anything that could be construed as limiting competition

Anti-Trust
Policy

How to Engage

Asking Questions and Making Comments in Cisco Webex



Submitting a Question Using the Q+A Function

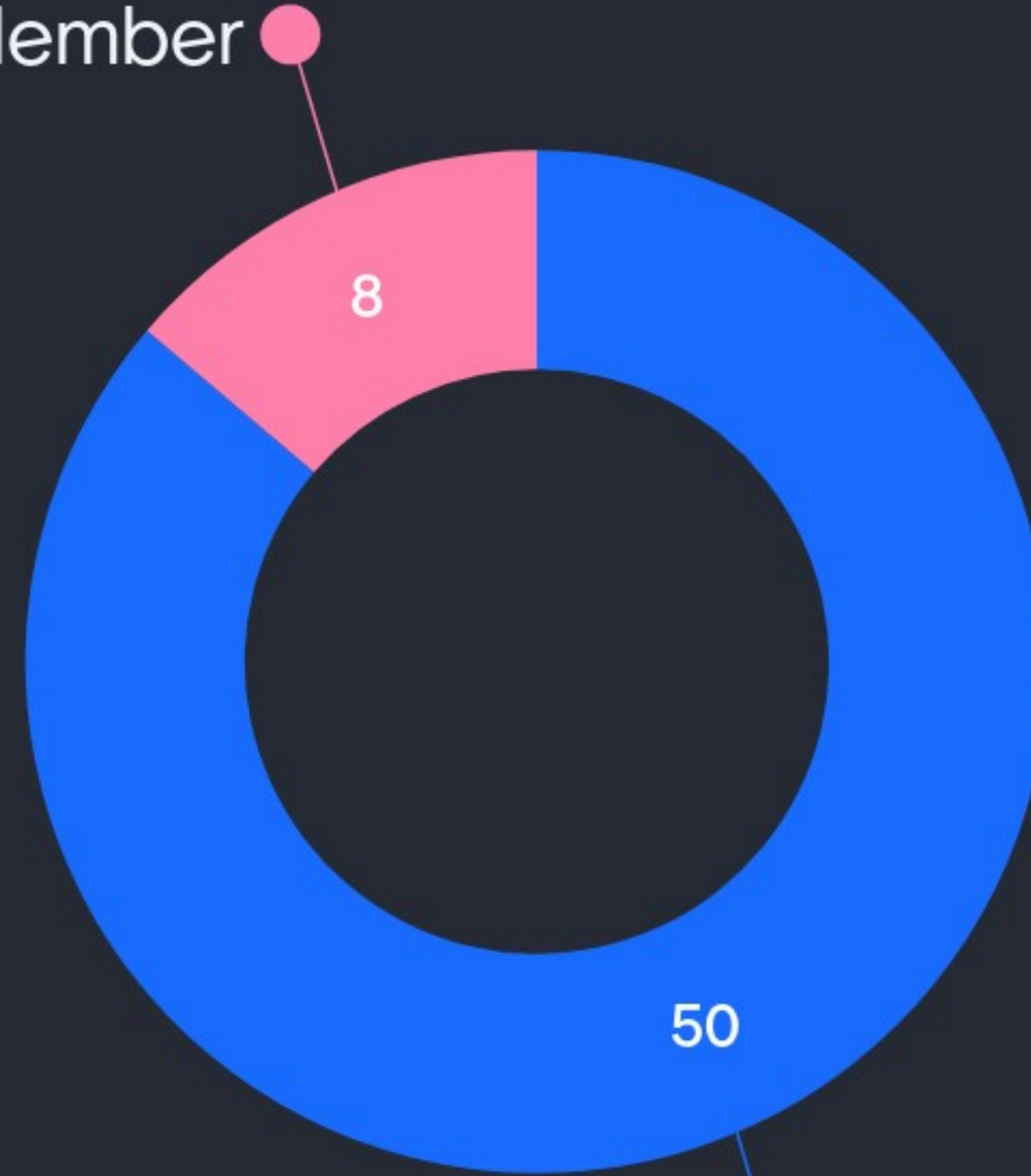
1. Click or tap on the three dots in the bottom right corner to view available panels
2. Select Q+A
3. Select 'All Panelists'
4. Type your question

Note: The presentation will be recorded.



I am

Not a Better Cotton Member



A Better Cotton Member

I am representing / working for a



Civil Society Organisation



Producer Organisation



Supplier or Manufacturer



Retailer or Brand



National Government or Administration Body



International Organisation



An ISEAL member Organisation



Other



A Field Partner (Implementing/Strategic)

Agenda

🌱 Welcome

- Introduction to Better Cotton
- Overview of the P&C

🌱 Overview of the Revision Process

- Our rationale
- Ensuring Inclusion
- Project Governance and decision-making structure
- Our timeline

🌱 Content Development Update

- Objectives
- Overview of proposed high-level changes
- Let's hear from you

🌱 Questions & Answers

🌱 For members: Better Cotton Council Elections



About Better Cotton

- We are a **multi-stakeholder initiative** committed to transforming the cotton sector towards sustainability
- Our top governance body, the **Better Cotton Council**, is composed of representatives from our Membership – representing *producer organisations, brands & retailers, suppliers, civil society, and others*
- We currently engage around **2.4 million farmers** – representing around **25% of the world's cotton**

Our mission: "to help cotton communities to survive and thrive, while protecting and restoring the environment."



Better Cotton Strategic Aims for 2030

- **Embed sustainable farming practices and policies** so that on cotton farms the soil is healthy and land, water and other resources are managed for the good of local communities and the planet.
- **Enhance the well-being and economic development** of cotton farmers by helping to make cotton farming economically viable for them and their communities, with improved working conditions, good health prospects and a better quality of life.
- **Drive the global demand for sustainable cotton** throughout its complex supply chains, by making Better Cotton the preferred choice for growers and buyers.

Better Cotton Farmers

Range from this:



To this:



Our Current Principles & Criteria

Last revision published in 2018; applies to >2 million cotton farmers across 23 countries (majority smallholder farmers)

7 Principles



Crop Protection

...minimise the harmful impact of crop protection practices



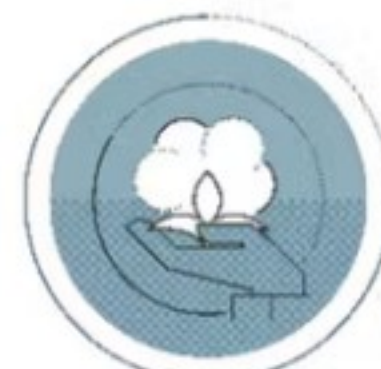
Biodiversity

...enhance biodiversity



Water

...promote water stewardship



Fibre Quality

...care for and preserve the quality of fibre



Soil Health

...care for the health of the soil



Decent Work

...promote decent work



Management System

...operate an effective management system



[See more on the Standards and the P&C](#)

Why does the P&C matter?

- 🌱 Shifting our >2 million Better Cotton farmers towards more sustainable practices drives **significant environmental and social impacts at farm level**, and helps mainstream better practices
- 🌱 As a multistakeholder platform: multitude of interests and ambitions from different stakeholders
- 🌱 Indicators in the P&C play a key role in **focusing resources and funding** from Better Cotton and Implementing Partners

Top down – what does science tell us? What is needed to make cotton production significantly more sustainable?

P&C = where we 'set the bar'


Bottoms up – what do farmers, workers, and cotton communities need?
What is feasible to ask them to do?



Example - PPE

- 🌱 Current P&C introduced a new, mandatory requirement for smallholder farmers to use Personal Protective Equipment
- 🌱 Focus is on covering specific body parts, but without prescribing specific types of PPE
- 🌱 Implementation remains challenging, but we have seen significant gains in awareness and use of protective equipment

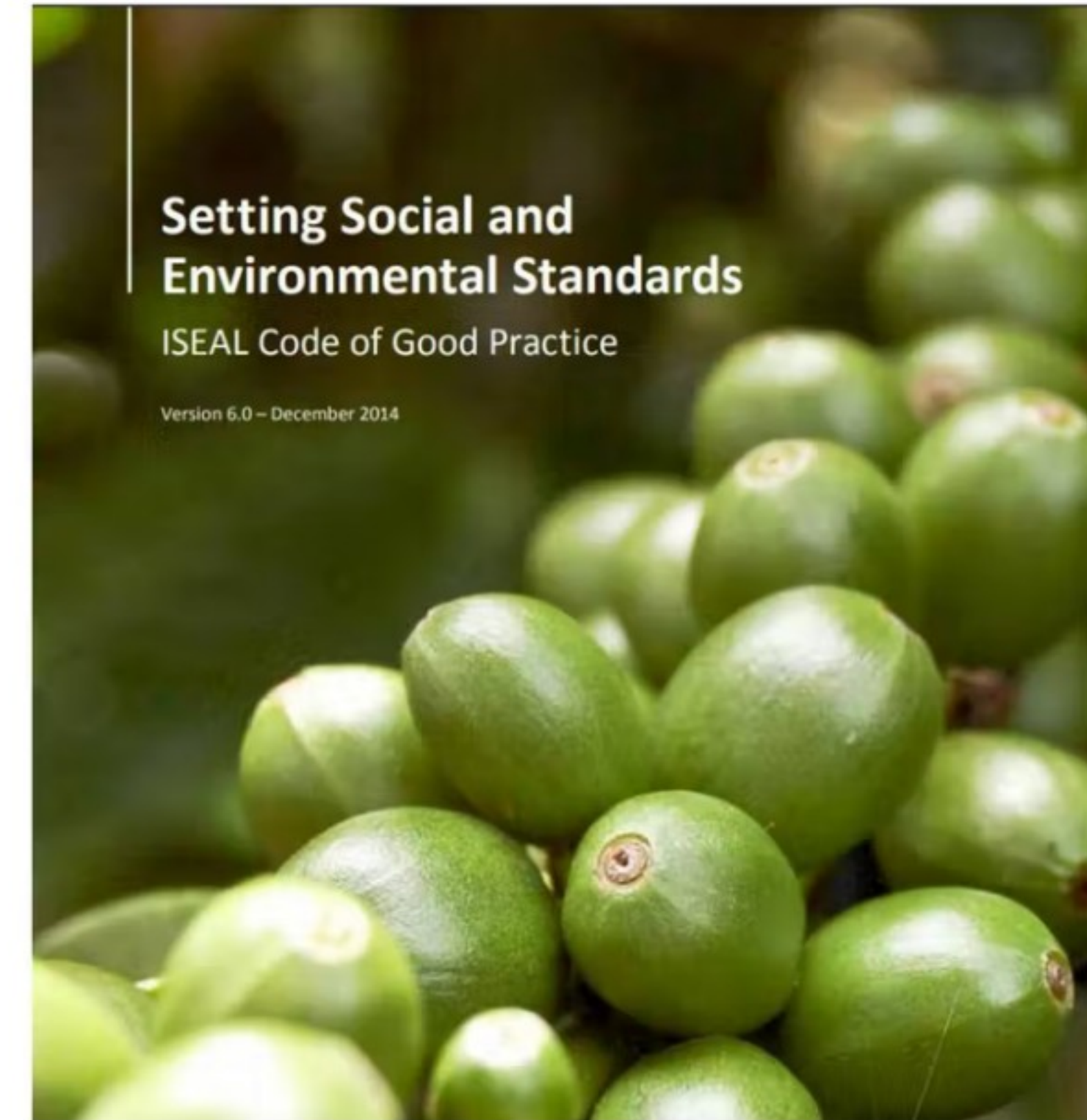




Overview of the Revision Process

Why a revision?

- 🌱 We believe in continuous improvement – not only for Better Cotton Farmers, but for ourselves as well
- 🌱 In line with codes of good practice for voluntary standards, we periodically review the Better Cotton P&C
- 🌱 This is a way for us to:
 - 🌱 Keep up with innovative agricultural and social practices, and the latest scientific and technological research
 - 🌱 Ensure the P&C continue to meet best practice, are effective and locally relevant
 - 🌱 Align with Better Cotton's 2030 strategy

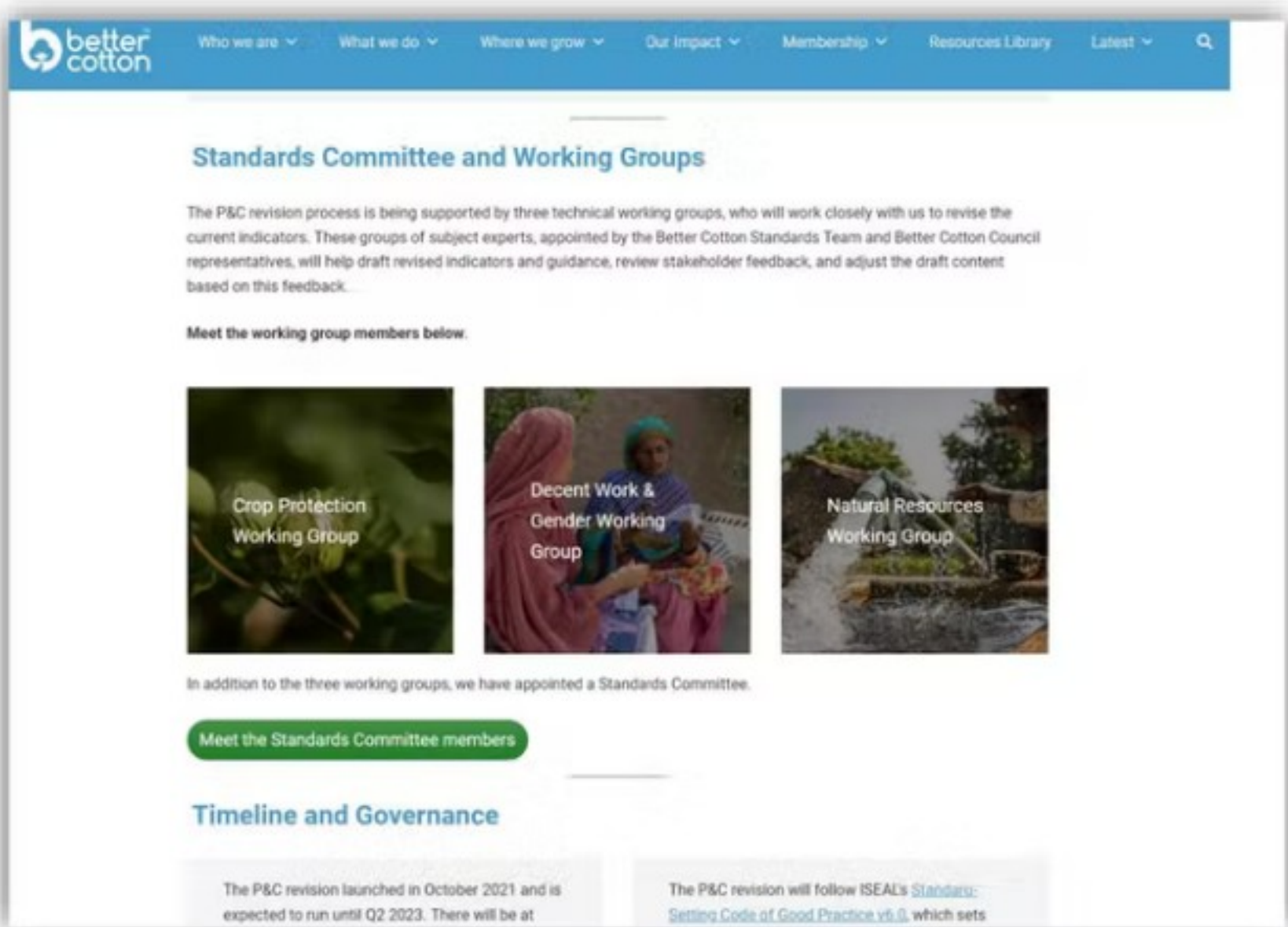


Ensuring Inclusion in the Revision

- 🌱 A balanced representation of Civil Society Organisations, Producer Organisations, Retailers & Brands, Suppliers & Manufacturers, and Benchmarked Standards in governance groups
- 🌱 Iterative and complex Stakeholder Consultation Process
- 🌱 Special efforts to reach out to farmers and farm workers
- 🌱 Special efforts to reach out to disadvantaged groups



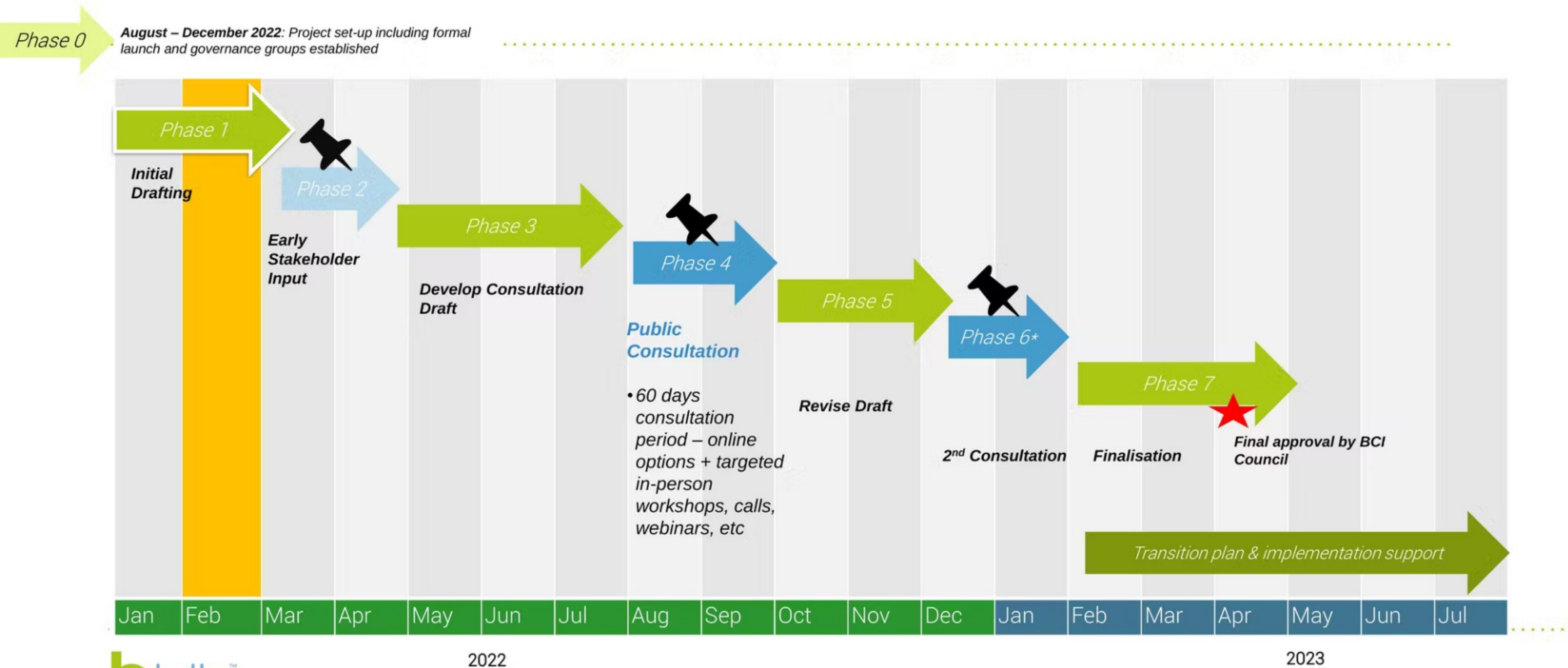
Project Governance Structure



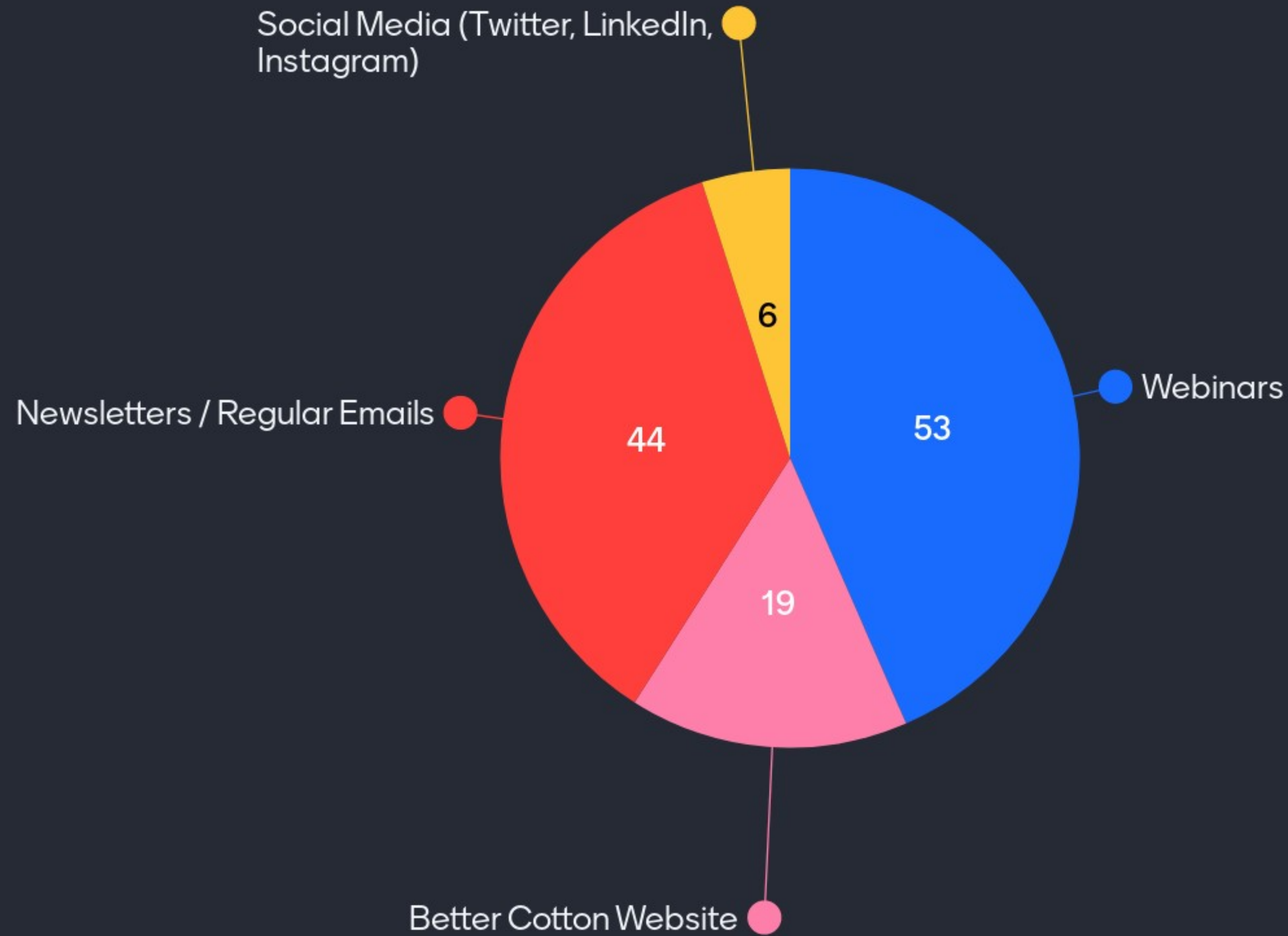
<https://bettercotton.org/better-cotton-principles-and-criteria-revision/>



Anticipated project timeline



What would be your preferred channel to get information on the revision process?





Proposed
high-level
changes



Early stage proposed changes





Overview of key changes being discussed

- **Simplify** and streamline the document, link it to more regional- specific guidance
- Shifting focus from planning requirements towards **actions and outcomes**
- Embrace a **farmer-centric approach**
- **Continued focus on Continuous Improvement**, but with more local relevance
- Merge Soil/Water/ Biodiversity
- Strengthen focus and visibility of **climate change** and **livelihoods**

Current P&C	Proposed Revised Principles
P1: Crop Protection	P1: Management (incl. Climate Action)
P2: Water Stewardship	P2: Natural Resources (<i>merges water, biodiversity, soil</i>)
P3: Soil Health	P3: Crop Protection
P4: Biodiversity	P4: Fibre Quality
P5: Fibre Quality	P5: Decent Work
P6: Decent Work	P6:Livelihoods (new specific focus)
P7: Management	

Fibre Quality	Management	Crop Protection	Climate change	Natural Resources	Livelihoods	Decent Work
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Relatively minor adjustments – strengthening and streamlining existing indicators and criteria

Expanded or deepened focus with some key adjustments

Spotlight on selected proposed changes

🌱 Climate Change:

- New dedicated '**Climate Action**' subsection under Management
- **Dedicated symbol for all mitigation/ adaptation indicators** under other Principles (e.g., irrigation efficiency)
- Introducing a **climate-change risk assessment** (at regional or landscape level) to inform field activities

🌱 Natural Resources

- **Merging soil, water, biodiversity** into a holistic approach
 - Strengthened focus on **regenerative and climate-smart** agriculture
 - Stronger links to **local guidance** on recommended best practices
 - Re-thinking **biodiversity mapping** – stronger links to management actions, and reduced time/ resource
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Spotlight on selected proposed changes

Livelihoods

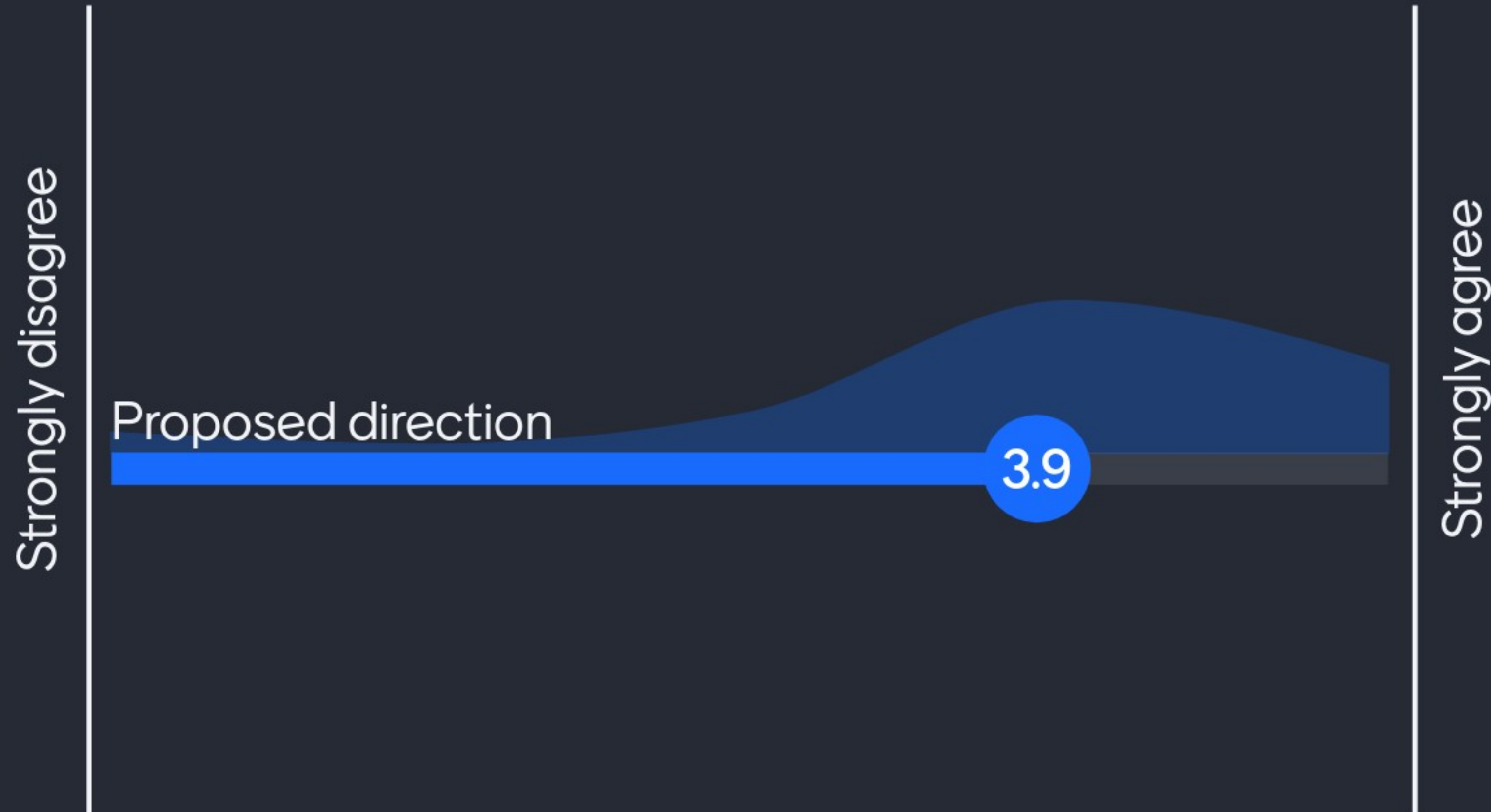
- Stronger focus on supporting financial wellbeing of smallholder farmers
- Likely flexible approach – based on **consulting with local farmers to understand priorities** and then implementing relevant action plans
- Measures could include e.g.
 - greater support for Producer Organisations/cooperatives
 - improving access to market
 - access to credit
 - new diversified income sources, etc.

Decent Work

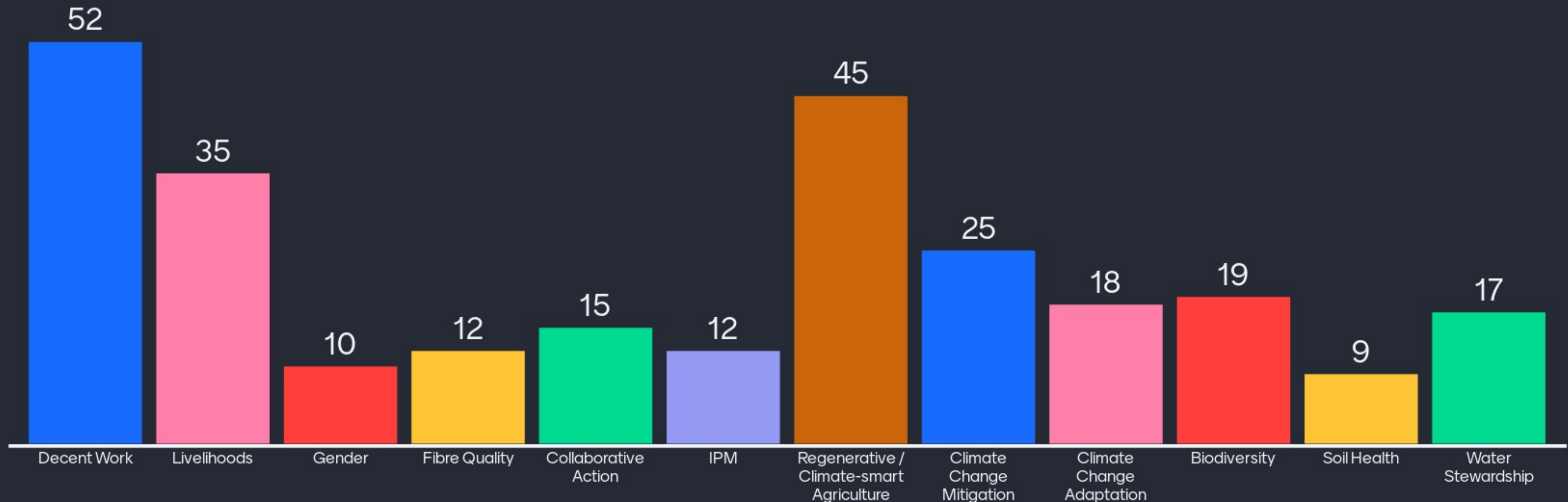
- Proposing to shift towards an '**assess and address' approach** for risks of child labor, forced labour, and discrimination
 - Focus on Implementing Partners having effective systems to monitor & address labour risks
- Strengthened requirements on **health and safety and sanitation**
- Explicit focus on **supporting women farmers and workers**
- New expectations around **grievance mechanisms and access to remediation** – but with a delayed implementation timeline



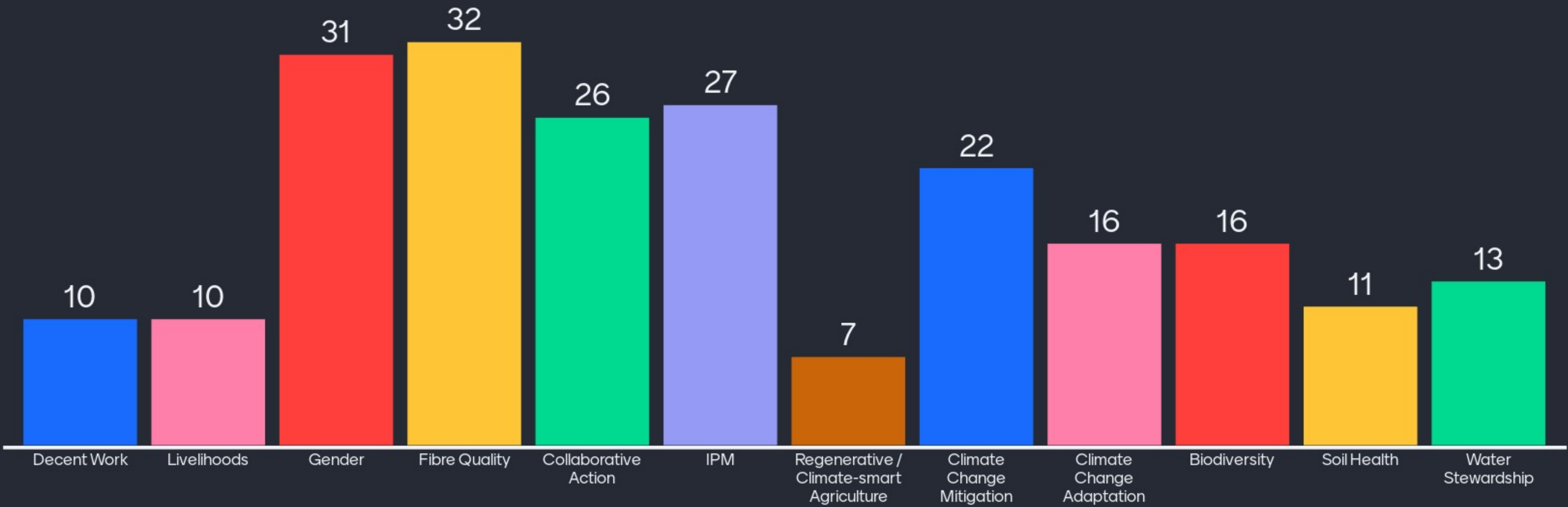
Do you generally agree with the proposed direction of the changes?



Which 3 key areas would you prioritise in the Revision?



Which 3 areas would you de-prioritise in the Revision?



Are there any key elements we left out?

Traceability

GHG

Collaboration

Nothing

traceability

How to explain better mass balance or exit from that system ?

Traceability

Seed quality

Traceability

Are there any key elements we left out?

traçability - chain of custody

Living wage for workers

Traceability and GHG

Traceability

cost mitigation

Cost of implementation

Impact measurements

Mixed cropping

Traceability

Are there any key elements we left out?

Traceability

Traceability

green house gases

seed quality

Cooperation

Methods of Assurance

Traceability

Traceability

Traceability

Are there any key elements we left out?

Traceability

transparency

Mass Balance and Traceability

Traceability

Phase-out pesticides

Block chain

Localization

mass balance

Ghg

Are there any key elements we left out?

Tracebilty

cotton seed

Biodiversity

Seed quality and GHGs

Tracebility

impact Assessment

collabration

treaceability

Seed Quality

Are there any key elements we left out?

Ghg emissions

More support to farmers on waterstewardship

Who pays for additional work required from IPs

Help to Connecting Farmers with Retailers and Brands

Seed quality

Seed Quality

Remove Mass Balance System. Direct traceability is needed. Baseline measurement of Water, Chemicals and land usage is needed for each local region.

seed systems

Use of GM

Are there any key elements we left out?

Livestock management

workers organizations?

How to demonstrate progress

Mostly Covering

Seed quality

Project Sustainability Interventions / Exit Plans
can be considered under management criteria.

Seed quality, green house

Seed Quality

Seed quality

Are there any key elements we left out?

invalveing only woman farmers

Suppy Chain

Mass ballance

Impact assessment

bale to bale traceability

Sustaining yields

Traceability

Seed Quality

Value chain

Are there any key elements we left out?

Seed Quality

Verification and Monitoring

Seed quality

Criteria

Seed Quality

Impact

Physical and Digital Treacbility

Supply chain

Impact assessment

Are there any key elements we left out?

Impact

Education for children workers - schools for
COOPS/producer groups?

Supply chain

Q&A

Take part in the process!

- 🌱 Public Stakeholder Consultation in August – September 2022
 - Reviewing the 1st draft, listing indicators on each of the key thematic
 - We will reach out to all interested stakeholders (expecting 400 responses over 5'600 respondents)
- 🌱 Register your interest [on our website](#)
- 🌱 Join our next Webinar in November 2022 to learn about key take-away messages!
- 🌱 Also follow our Newsletter, Website and Social Medias for updates!

[Website](#) [LinkedIn](#) [Twitter](#) [Instagram](#)





Better Cotton Council Elections

June 2022





Upcoming vacancies in the June 2022 Elections

Category	Elected Seat 1	Elected Seat 2	Co-Opted Seat
Civil Society	Vacant	PAN UK	Solidaridad
Producer Organisation	Cotton Australia	Supima	RBDC
Retailer and Brand	H&M	Adidas	Vacant
Supplier and Manufacturer	Basil Commodities	Anandi Enterprises	LDC
Independent	Amit Shah	Vacant	Vacant

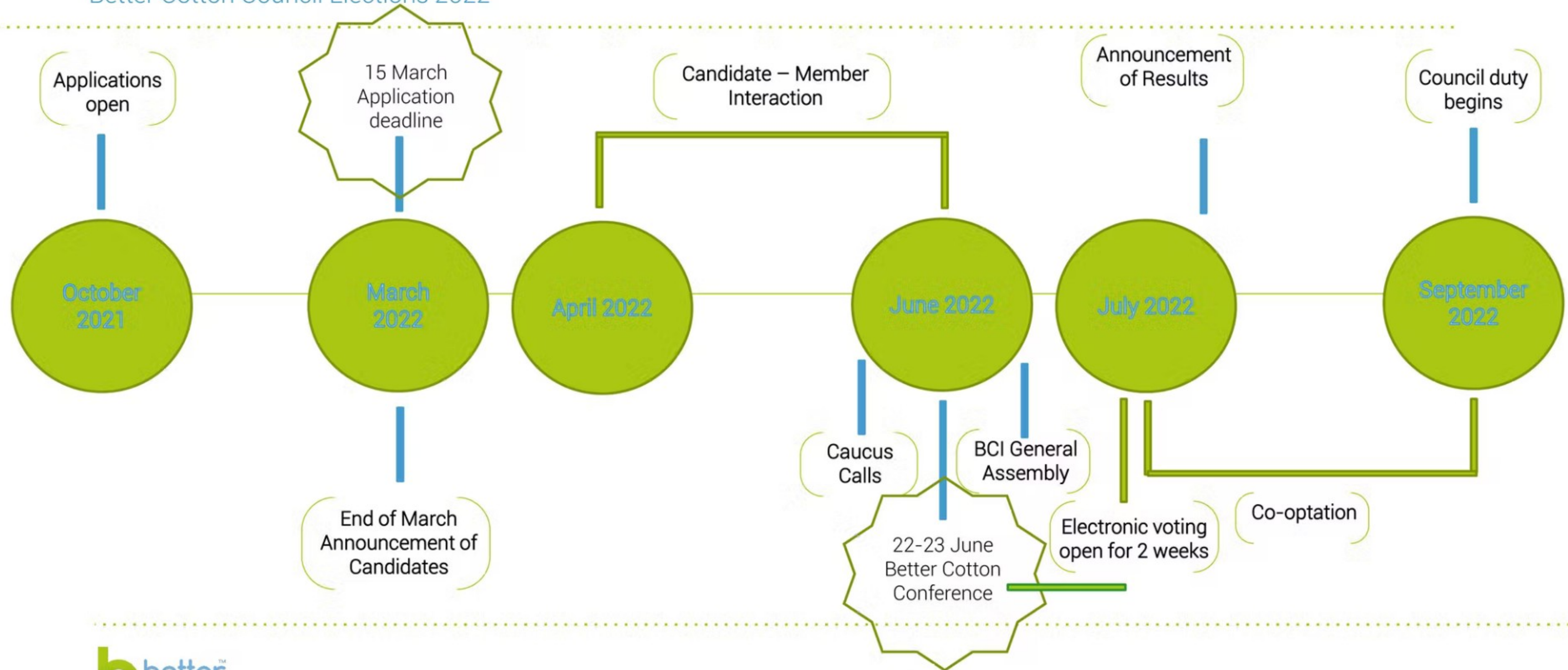
4 Council Members to be Elected in 2022
2-5 appointments in the co-opted and Independent categories

non-renewable
renewable
vacant



Election Timeline

Better Cotton Council Elections 2022





Reminders & Upcoming Events

- 🌱 **March 15:** Better Cotton Council application deadline
- 🌱 **March 23:** Webinar, Better Cotton 2030 Strategy: Call to Action for Better Cotton Members
- 🌱 Save the date for the **Better Cotton Conference** (hybrid format) on **June 22-23**. More details coming soon.

For questions contact membership@bettercotton.org



Thank you for
joining!



www.banque