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 representing / working for a

- Retailer or Brand: 33
- Civil Society Organisation: 4
- National Government or Administration Body: 1
- Producer Organisation: 3
- An ISEAL member Organisation: 1
- Supplier or Manufacturer: 11
- International Organisation: 4
- Other: 4
- A Field Partner (Implementing/Strategic): 16
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**.

**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.

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

\[\text{P&C = where we ‘set the bar’}\]

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

Better Cotton Council

Multistakeholder Standards Committee

Better Cotton Internal Project Teams

Stakeholder Consultations

Technical Working Groups

External Advisors

https://bettercotton.org/better-cotton-principles-and-criteria-revision/
Anticipated project timeline

August – December 2022: Project set-up including formal launch and governance groups established

Phase 0

Phase 1
Initial Drafting

Phase 2
Early Stakeholder Input

Phase 3
Develop Consultation Draft

Phase 4
Public Consultation
- 60 days consultation period – online options + targeted in-person workshops, calls, webinars, etc

Phase 5
Revise Draft

Phase 6*
2nd Consultation

Phase 7
Finalisation
Final approval by BCI Council

Transition plan & implementation support

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2022

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2023
What would be your preferred channel to get information on the revision process?

- Social Media (Twitter, LinkedIn, Instagram)
- Webinars
- Newsletters / Regular Emails
- Better Cotton Website

Numbers: 6, 19, 44, 53
Proposed high-level changes
Please fill in a word which best describes your expectations for the new standard?
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**

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

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<thead>
<tr>
<th>Fibre Quality</th>
<th>Management</th>
<th>Crop Protection</th>
<th>Climate change</th>
<th>Natural Resources</th>
<th>Livelihoods</th>
<th>Decent Work</th>
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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
**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?

Proposed direction: 3.9

Strongly disagree

Strongly agree
Which 3 key areas would you prioritise in the Revision?

- Decent Work: 52
- Livelihoods: 35
- Gender: 10
- Fibre Quality: 12
- Collaborative Action: 15
- IPM: 12
- Regenerative / Climate-smart Agriculture: 45
- Climate Change Mitigation: 25
- Climate Change Adaptation: 18
- Biodiversity: 19
- Soil Health: 9
- Water Stewardship: 17
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?
- Seed quality
- Traceability
Are there any key elements we left out?

- Traçabilité - chain of custody
- Living wage for workers
- Traceability and GHG
- Traceability
- Cost mitigation
- Cost of implementation
- Impact measurements
- Mixed cropping
Are there any key elements we left out?

- Traceability
- seed quality
- Traceability
- Traceability
- Traceability
- green house gases
- Cooperation
- Methods of Assurance
- Traceability
Are there any key elements we left out?

- Traceability
- Transparency
- Mass Balance and Traceability
- Phase-out pesticides
- Block chain
- Localization
- Mass balance
- Ghg
<table>
<thead>
<tr>
<th>Tracebility</th>
<th>cotton seed</th>
<th>Biodiversity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed quality and GHGs</td>
<td>Tracebility</td>
<td>impact Assessment</td>
</tr>
<tr>
<td>collaboraion</td>
<td>tracebility</td>
<td>Seed Quality</td>
</tr>
</tbody>
</table>
Are there any key elements we left out?

- Ghg emissions
- More support to farmers on water stewardship
- 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
- Mostly Covering
- Seed quality, green house
- workers organizations?
- Seed quality
- Seed Quality
- Project Sustainability Interventions / Exit Plans can be considered under management criteria.
- How to demonstrate progress
- Seed quality
Are there any key elements we left out?

- Involveing only women farmers
- Supply chain
- Mass balance
- 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 Traceability
- Supply chain
- Impact assessment
Are there any key elements we left out?

- Impact
- Education for children workers - schools for COOPS/producer groups
- Supply chain
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

For any question, reach us on standards@bettercotton.org
## Upcoming vacancies in the June 2022 Elections

<table>
<thead>
<tr>
<th>Category</th>
<th>Elected Seat 1</th>
<th>Elected Seat 2</th>
<th>Co-Opted Seat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil Society</td>
<td>Vacant</td>
<td>PAN UK</td>
<td>Solidaridad</td>
</tr>
<tr>
<td>Producer Organisation</td>
<td>Cotton Australia</td>
<td>Supima</td>
<td>RBDC</td>
</tr>
<tr>
<td>Retailer and Brand</td>
<td>H&amp;M</td>
<td>Adidas</td>
<td>Vacant</td>
</tr>
<tr>
<td>Supplier and Manufacturer</td>
<td>Basil Commodities</td>
<td>Anandi Enterprises</td>
<td>LDC</td>
</tr>
<tr>
<td>Independent</td>
<td>Amit Shah</td>
<td>Vacant</td>
<td>Vacant</td>
</tr>
</tbody>
</table>

4 Council Members to be Elected in 2022  
2-5 appointments in the co-opted and Independent categories
Election Timeline
Better Cotton Council Elections 2022

October 2021
- Applications open

March 2022
- 15 March Application deadline
- End of March Announcement of Candidates

April 2022

June 2022
- Candidate - Member Interaction
- Caucus Calls
- BCI General Assembly
- 22-23 June Better Cotton Conference
- Electronic voting open for 2 weeks

July 2022
- Announcement of Results
- Co-optation

September 2022
- Council duty begins
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!