

Conference Programme



About the Conference

21 - 22 June 2023 / Amsterdam & Online

The Better Cotton Conference gathers industry leaders and experts to explore the most salient issues in sustainable cotton production such as climate change adaptation and mitigation, traceability, livelihoods, circularity and regenerative agriculture. We're excited to bring our global community together in-person and online to dive deeper into these issues and topics. Join us to collaborate at the Better Cotton Conference for a more sustainable future for cotton.

What to Expect

- Over 200 people in person and 200+ online with representation from the entire cotton supply chain, including Better Cotton Farmers
- Engaging sessions in a mixture of formats including plenary, breakouts, and interactive workshops
- Inspirational keynote talks from renowned speakers
- A stunning historic venue in the centre of Amsterdam
- Numerous networking opportunities for both in-person and virtual participants
- Welcome Reception and Networking Dinner
- An engaging, easy-to-use online platform, giving both virtual and in-person attendees opportunities to network, build a daily agenda, participate in live and on-demand presentations, and more



About Better Cotton

Better Cotton is the world's leading sustainability initiative for cotton. In the 2020-21 cotton season, through our network of field-level partners, our programme reached 3.9 million people, and 2.9 million farmers in 26 countries received training on sustainable farming practices. A fifth of the world's cotton is now grown under the Better Cotton Standard



Keynote Speakers



Climate Action / Nisha Onta, WOCAN

Nisha Onta is a climate change and gender expert who leads Governance Lab's work to design and conduct policy research for the sustainable development of Nepal. Nisha also acts as Regional Coordinator for Asia at WOCAN (Women Organizing for Change in Agriculture and Natural Resource Management).



Sustainable Livelihoods / Antonie Fountain, VOICE Network

Antonie Fountain is co-founder and Managing Director of the VOICE Network, a global association of civil society organisations working in sustainable cocoa. He acts as one of the key spokespersons for civil society in cocoa and has been actively advocating a sustainable cocoa sector for almost two decades.



Traceability & Data / Maxine Bédât, New Standard Institute

Maxine Bédât is the founder and director of New Standard Institute, a think and do tank using data to drive accountability in industry. She is also the author of the book, UNRAVELED: The Life and Death of a Garment, a Financial Times Book of the Year and translated into several languages.



Regenerative Agriculture / Felipe Villela, reNature

Felipe Villela is a 30-year old Brazilian regenerative agribusiness entrepreneur, Forbes Under30, TEDxSpeaker and Founder of reNature. Felipe has 12+ years experience in regenerative agriculture and his family has 50+ years experience in large-scale regenerative citrus farming and financial background.

Themes

Climate Action

Better Cotton has a responsibility and opportunity to help shift the cotton sector to become part of the climate solution, while supporting those most affected by climate change. We will examine the realities of cotton farming in the face of the climate crisis and the practical options available for mitigation, adaptation and a just transition.

- See how cotton value chain actors are working to reach their science-based mitigation targets and understand how stakeholders in the value chain can collaborate to implement action at farm-level.
- Discover the potential of the growing carbon finance industry, with its capacity for impactful climate action and alignment with targets.
- Gain insights into making cotton farming more climate-resilient, while ensuring the livelihoods of farming communities remain protected.

Sustainable Livelihoods

More than 90% of Better Cotton Farmers are smallholders growing cotton in less than 2 hectares of land. In this theme, we address a critical barrier in sustainable cotton production: poverty. We will explore the vital connection between establishing a decent standard of living and meeting basic needs, coupled with the ability to invest in social and environmental improvements in agriculture.

- Understand how Better Cotton's work comes with the overarching aim of supporting farmers, workers and their wider communities to build more sustainable livelihoods - and what we're doing to advance this.
- Uncover practical examples within the supply chain that demonstrate how businesses can contribute to the well-being of farmers and farm workers in cotton.
- Delve into the strategies and initiatives that foster economic growth in cotton farming.

Traceability & Data

Traceability and Data play a pivotal role in shaping a sustainable future for the cotton industry. With Better Cotton developing a new traceability system that is set to launch later in 2023, we will look at the potential of traceability to create value for farmers and communities at the beginning of the value chain, and how better data can mean better sustainability decisions and communications.

- See what's in store for Better Cotton's traceability system and gain insights on how your business can best leverage this platform.
- Uncover learnings from Better Cotton traceability pilots around the world.
- Discuss the evolving landscape of sustainability claims, legislative requirements, and consumer expectations.
- Discover the importance of reliable data for impact reporting and effective communication with consumers and regulators.

Regenerative Agriculture

Regenerative agriculture takes centre stage in the final part of the conference, looking at what is behind this approach to farming, what it means for cotton sustainability, and what the supply chain can do to support a transition to regenerative practices.

- See how Better Cotton's approach already incorporates regenerative practices, and how we are looking to push the boundaries further.
- Gain practical insights as farmers themselves share their experiences, showcasing what they are already implementing, what is feasible, and the support required.
- Discuss how the supply chain can play a critical role in assisting farmers on their journey towards regenerative practices.

Events

Tuesday 20 June

17:00-19:00 **Welcome Reception sponsored by Louis Dreyfus Company / Fashion for Good Museum**

Attendees are invited to a unique welcome reception at Fashion for Good headquarters. You will have access to the sustainability initiative's museum and its latest exhibit: Knowing Cotton Otherwise. Better Cotton contributed field-level stories, photography and videos for the exhibit. You will be provided with drinks and snacks on arrival.

Wednesday 21 June

09:00-10:00 **Member Meeting / Felix Meritis**

Join us for one hour of celebrating Better Cotton through the last twelve months and looking forward at exciting plans on the horizon. This meeting is open to all attendees including non-members.

10:05-17:30 **Conference Day 1 / Felix Meritis**

The first day of our hybrid conference will focus on climate action and sustainable livelihoods including two keynote speeches, panel discussions and interactive sessions. All sessions are available in-person and online.

19:00-22:00 **Networking Dinner & Member Awards sponsored by ChainPoint and TextileGenesis / StrandZuid**

Join us at Strandzuid, a beautiful outdoor venue located on the water to attend our Member Awards and a networking dinner with exciting live entertainment.

Thursday 22 June

09:00-16:30 **Conference Day 2 / Felix Meritis**

The second day of our hybrid conference will focus on traceability, data and regenerative agriculture including two keynote speeches, breakout groups and interactive sessions. All sessions are available in-person and online.

Agenda

Day 1 / Wednesday 21 June

- 09:00-10:00 **Member Meeting**
 ▼ Location: Concertzaal
-
- 10:05-10:15 **Welcome from Alan McClay**
 ▼ Location: Concertzaal
-
- 10:15-10:30 **Keynote / Inclusive Climate Action: Moving Beyond Commitments to Action & Impact Measurements**
 Nisha Onta will kick off the conference, introducing the theme of Climate Action.
Speaker: Nisha Onta / Regional Coordinator for Asia, WOCAN.
 ■ Plenary Address ▼ Location: Concertzaal
-
- 10:30-11:15 **Farmers on The Frontline: Building Climate Resilience**
 Discuss the main risks under climate change and practical adaptation strategies undertaken under different landholding contexts.
Speakers:
 - Surekha Desale / Indian Farmer
 - Safia Bibi / Pakistani Farmer
 - Hardeep Desai / Head of Farm Operations, Cotton Connect
 - Scott Morgan / Cotton Australia**Facilitator:** Amelia Sidumo, Senior Regional Coordinator, Better Cotton
 ■ Plenary Panel Discussion ▼ Location: Concertzaal
-
- 11:15-11:40 **Coffee Break Sponsored by Australian Food & Fibre**
-
- Breakout Session**
-
- 11:40-12:25 ▶ **Breakout 1 / Moving the Climate Change Mitigation Agenda Forward: Are Supply Chain Actors Doing Enough?**
 Discuss how Better Cotton's Climate Change target helps others to meet their science-based mitigation targets.
Speakers
 - Yazmin Leon / Global Carbon Manager, ECOM
 - Juliana de Lavor Lopes / Sustainability, Communications & Compliance Director, AMAGGI
 - Peter Iliopoulos / Senior Vice President, Taxation, Sustainability & Governmental Affairs, Gildan Activewear Inc**Facilitator:** Nathanaël Dominici / Climate Change Manager, Better Cotton
 ■ Breakout Panel Discussion ▼ Location: Concertzaal

Day 1 / Wednesday 21 June

- 11:40-12:25** ▶ **Breakout 2 / Making Carbon Finance Projects Work for Farmers**
This session will engage participants with information on the potential of carbon finance in cotton production and the agricultural sector more broadly.
Facilitators:
- Laila Petrie / CEO, 2050
 - Maria Kjaer / Sustainable Livelihoods Manager, Better Cotton
 - Joyce Tsoi / Director, Collective Action Programs, Sustainable Apparel Coalition
 - Amelia Sidumo / Senior Regional Coordinator, Better Cotton
 - Thomas Blackburn / Head of Business Development & Partnerships, SustainCERT
- Breakout Workshop ▼ Location: Shaffyzaal
-
- 12:30-12:35** **Keynote to Close Theme**
Speaker: Nisha Onta / Regional Coordinator for Asia, WOCAN
■ Plenary Address ▼ Location: Concertzaal
-
- 12:35-13:35** **Lunch Break Sponsored by Cotton Incorporated**
-
- 13:35-13:55** **Keynote / Living Income is a Human Right: Lessons Learned from the Cocoa Industry**
Antonie Fountain is co-founder and Managing Director of the VOICE Network, a global association of civil society organisations working in sustainable cocoa.
Speaker: Antonie Fountain / Co-Founder & Managing Director, VOICE Network
■ Plenary Address ▼ Location: Concertzaal
-
- 13:55-14:55** **Deconstructing Living Income**
Busting Myths on Income and Sustainable Livelihoods.
Speaker: Ashlee Tuttleman / Senior Innovation Manager, Smallholder Sourcing & Services, IDH
Facilitator: Antonie Fountain / Co-Founder & Managing Director, VOICE Network
■ Interactive Session ▼ Location: Concertzaal
-
- 14:55-15:20** **Insights from the Field: A Voice from Mozambique**
A look into the life of cotton farmers in Mozambique, highlighting the challenges and realities of keeping a smallholder farm running.
Speaker: Julia Felipe, Mozambique Field Facilitator
■ Plenary Presentation ▼ Location: Concertzaal
-

Day 1 / Wednesday 21 June

15:20-15:50 **Coffee Break Sponsored by Cotton Brazil**

15:50-16:10 **Communities' Wellbeing and Sustainable Livelihoods**

What does 'wellbeing' mean in agriculture and how has this concept evolved over the years.

Speaker: Jyoti Macwan / Self-Employed Women's Association (SEWA)

■ **Plenary Presentation** ▼ **Location:** Concertzaal

16:10-17:10 **Enhancing Wellbeing: A Cross-Sectoral Effort**

How the supply chain can support the wellbeing of farmers and workers.

Speakers:

- Kainat Panhwer / Women Entrepreneur Facilitator, Pakistan, CABI
- Paul Schoenmakers / Head of Impact, Tony's Chocolonely
- Rita Mendez / Associate Manager, Impacts, ISEAL

Facilitator: Jyoti Macwan / Self-Employed Women's Association (SEWA)

■ **Panel Discussion** ▼ **Location:** Concertzaal

17:15-17:25 **Keynote Address to Close Theme**

Speaker: Antoine Fountain / Co-founder & Managing Director, VOICE Network

■ **Plenary Address** ▼ **Location:** Concertzaal

17:25-17:30 **Day 1 Closing Address**

Speaker: Lena Staafgård / Chief Operating Officer, Better Cotton

■ **Plenary Address** ▼ **Location:** Concertzaal

Day 2 / Thursday 22 June

09:00-09:10 **Welcome from Alan McClay**
■ Plenary Address ▼ Location: Concertzaal

09:10-09:25 **Keynote / From Commitment to Action: Fixing Market Failures through Regulation**
Maxine Bédard is the founder and director of New Standard Institute, a think and do tank using data to drive accountability in industry.
Speaker: Maxine Bédard / Founder & Director, New Standard Institute
■ Plenary Address ▼ Location: Concertzaal

09:25-09:55 **Making Better Cotton Traceable**
Q&A-style session discussing the plan for Better Cotton beginning to offer a traceability service to Members.
Speakers:

- Erin Klett / Director of Research, Verité
- Sarah Solomon / International Relations Officer, US Department of Labor

Facilitator: Jacky Broomhead / Traceability Manager, Better Cotton
■ Plenary Discussion ▼ Location: Concertzaal

Breakout Sessions

10:00-10:45 ▶ **Breakout 1 / Traceability: Lessons We Learned from Pilots in Turkey, India, Mozambique and Uzbekistan**
Panel session sharing the main themes of learnings from the pilots, enabling discussion, and identifying how Better Cotton has incorporated these learnings into plans for business-as-usual Traceability.
Speakers:

- Erin Klett / Director of Research, Verité
- Mahmut Pekin, Louis Dreyfus Company
- Alexander Ellebrecht / Manager Business Development, ChainPoint
- Anna Rönngard / Commercial Director, TextileGenesis
- Martha Willis / Senior Sustainability Manager, C&A
- Abdala Bernardo / Data Manager, JFS San

Facilitator: Jacky Broomhead / Traceability Manager, Better Cotton
■ Breakout Panel Discussion ▼ Location: Concertzaal

Day 2 / Thursday 22 June

10:00-10:45

► Breakout 2 / Tackling Greenwashing: How to Effectively Substantiate Claims

Join Bente Bauer (Policy Hub), Philine-Luise Pulst (CMS Germany) & Sam Ludlow-Taylor (John Lewis Partnerships) to discuss the value in making credible claims.

Speakers:

- Sam Ludlow Taylor / Senior Manager, Human Rights, John Lewis
- Bente Bauer / Director of Public Affairs, Policy Hub
- Philine-Luise Pulst / Counsel, CMS Germany

Facilitator: Ellie Gaffney / Senior Manager, Claims, Better Cotton

■ Breakout Panel Discussion ▼ Location: Shaffyzaal

10:45-11:15

Coffee Break Sponsored by ECOM

Breakout Sessions

11:15-12:15

► Breakout 1 / Creating Value for Farmers Through Traceability

The session will be exploratory in nature, but will be guided by two key themes:

- How can traceability enable value chain investment and incentives for improvement?
- How can smallholders be incorporated within a traceability strategy, and how can they be compensated for the extra work involved?

Speakers:

- Lukas Puender / Co-Founder & CEO, Retraced
- Liz Hershfield / Head of Sustainability, J. Crew
- Gary Adams / President, U.S. Cotton Trust Protocol
- Jane Grob / Senior Director, Strategic Initiatives, Technoserve

Facilitator: Alia Malik / Senior Director, Data & Traceability, Better Cotton

■ Breakout Panel Discussion ▼ Location: Concertzaal

11:15-12:15

► Breakout 2 / Leveraging Data: Effective Ways to Measure Impact

Workshop-style session discussing data and impact claims.

Speakers:

- Jesse Daystar / Chief Sustainability Officer, Cotton Inc
- Ruud Schute / Programme Director, Organic Cotton Accelerator
- Brooke Summers / Strategy Lead: Cotton to Market, Cotton Australia
- Allan Williams / General Manager, R&D Investment, Cotton Research & Development Corporation
- Nicola Thornley / Principal Consultant – Apparel & Textiles, Anthesis

Facilitator: Kendra Pasztor / Senior Manager, Monitoring, Evaluation, & Learning, Better Cotton

■ Breakout Workshop ▼ Location: Shaffyzaal

Day 2 / Thursday 22 June

12:20-12:25 **Keynote Address to Close Theme**
Speaker: Maxine Bédard / Founder & Director, New Standard Institute
■ Plenary Address ▼ Location: Concertzaal

12:25-13:25 **Lunch Sponsored by Olam Agri**

13:30-13:40 **Launching Regenerative Cotton Landscapes**
A fireside chat with Alan McClay and Safia Minney.
Speakers:

- Alan McClay / CEO, Better Cotton
- Safia Minney MBE / Founder and Director, Fashion Declares & People Tree

■ Plenary Discussion ▼ Location: Concertzaal

13:40-13:55 **Keynote / Regenerative Agriculture: Why We Must Transition and How to Scale it**
Felipe Villela is a 30-year-old Brazilian regenerative agribusiness entrepreneur, Forbes Under30, TEDxSpeaker and Founder of reNature.
Speaker: Felipe Villela / Founder, reNature
■ Plenary Address ▼ Location: Concertzaal

13:55-14:15 **Regenerative Agriculture: Setting the Scene**
The session will give an introduction into how we define regenerative agriculture, what challenges do growers face and how does each person here contribute to the transition. This will lead into a Word Cloud Activity where attendees will share their top 5 words or phrases that they associate with regenerative agriculture, following which Better Cotton will use the remaining time to define its approach to regenerative agriculture.
Speakers:

- Emma Dennis / Senior Manager, Sustainable Agricultural Practice, Better Cotton

Facilitator: Natalie Ernst / Farm Sustainability Standards Manager, Better Cotton
■ Plenary Panel Discussion ▼ Location: Concertzaal

Day 2 / Thursday 22 June

14:15-15:10

Opportunities and Challenges at Farm-Level

In this interactive session, we'll discuss the many principles associated with regenerative agriculture and hear from farmers that are farming using regenerative methods.

Speakers:

- Rasikbhai Danabhai / Indian Farmer
- Almas Parveen / Pakistani Farmer Project Officer
- Todd Straley / US Farmer
- Steve Olson / US Farmer
- Jonathan Spenser / CEO, TerraVerde Agriculture
- Julia Felipe / Producer Unit Manager, Mozambique, SAN-JFS

Facilitator: Amna Bajwa / Programme Coordinator, Global Programmes, Better Cotton

■ Plenary Panel Discussion ▼ Location: Concertzaal

15:10-15:40

Coffee Break sponsored by Supima

15:40-16:15

Moving the Needle for Regenerative Agriculture

After having gathered a joint understanding on how Better Cotton tackles regenerative agriculture and having discussed some of the challenges related to implementing regenerative agriculture, we will discuss on how different actors in the value chain can help support the change.

Speakers:

Facilitator: Natalie Ernst / Farm Sustainability Standards Manager, Better Cotton

■ Interactive Session ▼ Location: Concertzaal

16:15-16:20

Keynote to Close Theme

Speaker: Felipe Villela / Founder, reNature

■ Plenary Address ▼ Location: Concertzaal

16:20-16:30

Closing Address

Speaker: Alan McClay / CEO, Better Cotton

■ Plenary Address ▼ Location: Concertzaal

Sponsors

Thank you to our Conference Sponsors!

The 2023 Better Cotton Conference would not be possible without their generous support.



Australian Food & Fibre is Australia's largest grower, processor and shipper of Australian Premium Cotton.
www.australianfoodandfibre.com.au



ChainPoint provides a secure, cloud-based software platform for managing sustainable supply chains.
www.chainpoint.com



Cotton Incorporated is the research and promotion company for Upland cotton.
www.cottoninc.com



Gildan is one of the world's largest vertically-integrated manufacturers of apparel, underwear, and socks.
www.gildan.com



Olam Agri is a leading agribusiness, transforming food, feed and fibre to cultivate a more sustainable future.
www.olamagri.com



retraced

Retraced is a cutting-edge platform for sustainable and transparent supply chain management.
www.retraced.com



TextileGenesis™ is a pioneering traceability platform custom built for the fashion & textile ecosystem.
www.textilegenesis.com/



Louis Dreyfus Company is a leading merchant and processor of agricultural goods, founded in 1851.
www.ldc.com



Cotton Brazil represents the Brazilian cotton production chain on a global scale.
cottonbrazil.com



ECOM is a global company with 170+ years of history and three core businesses: coffee, cocoa and cotton.
www.ecomtrading.com



The JFS Group is a prominent player in Mozambique's development in agriculture, agro-industry, energy and more.
www.jfs.co.mz



Spectrum is a comprehensive and reliable sustainability solutions provider to the global textile industry.
www.spectruminternational.in

SUPIMA®

WORLD'S FINEST COTTONS

Trusted by some leading brands, Supima cotton is renowned for its strength, softness and colour retention.
www.supima.com