

Conference Programme



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About the Conference.....

18-19 June 2025 / İzmir & 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.

Four Themes Focusing on One Principle: It Starts with Farmers

This year, in Izmir, we are bringing our global community together - to exchange ideas, tackle urgent challenges and co-create solutions. From nurturing equality and restoring our environment, to unlocking the power of data and traceability and shaping a future built on bold collaboration, we are reimagining the cotton industry, so it works for everyone.

Fairer income, decent work, regenerative practices, climate resilience are all built from the ground up. So while it takes it takes all of us to create lasting change, real progress must start with farmers.

Welcome to the 2025 Better Cotton Conference – It Starts with Farmers.

All plenary sessions of the Conference will be in English and Turkish for in-person participants. All plenary sessions will be streamed live for the online conference audience.



About Better Cotton



Better Cotton is a global not-for-profit organisation supporting the production of more equitable and sustainable cotton at farm level. We exist to catalyse the cotton farming community with partners, governments and others to continuously drive positive impact by setting standards and facilitating the supply and demand of more sustainable cotton from farm to brand. In just 15 years we have aligned more than a fifth of the world's cotton with our standard and helped farmers and farming communities thrive.

Keynote Speakers



Nurturing Equality / Lavinia Muth, (Un)Sustainability: Speaker, Consultant, Provocateur, Mentor

Lavinia advocates for social & environmental justice and has 15 years of proven experience in the world of ethically driven business with a focus on apparel, footwear and global agriculture. Prior to leading the corporate responsibility strategy and the operational sustainability activities of a German fashion brand, she researched in the field of Child Labour in global trade; audited, consulted, and supported numerous manufacturers, distributors & brands worldwide: China, Bangladesh, Europe, India, Myanmar, Turkey, and South America. She loves field operations and digging deeper on the ground. Her passion is people, she believes in a decolonizing approach and sustainable development in a post-growth economy.



Restoring the Environment / Tori Tsui, Climate Activist and Writer

Tori Tsui is an environmental campaigner, author and advisor from Hong Kong. She is a senior advisor for the Fossil Fuel Non-Proliferation Treaty, campaigner for the Stop Rosebank coalition and works across a variety of initiatives within the music industry including Brian Eno's Earth Percent, In Place of War's Earth Sonic and Climate Live. She sailed across the Atlantic with the think tank Sail to the COP, sponsored by Stella McCartney after being named an agent of change. Her work has been celebrated on the front cover of Vogue with Billie Eilish and awarded by British Vogue (Vogue 25), Marie Claire (Future Changemaker), Cosmopolitan (Positivity Index), Elle Magazine (Green List), Town & Countryhouse (Future Leaders), among others. Her debut book It's Not Just You won Waterstones' books of the year award and was shortlisted for the Wainwright prize.



Deepening Impact with Data / **Christian Hudson, GIZ International Services Lead for Global Textile Transparency Governance at (GIZ)**

Christian Hudson supports the EU in their global diplomacy for a sustainable economy, including multilateral co-operation to implement the EU Sustainable Textiles Strategy. For several years he has explored the frameworks for improved digital access to the data from value chains that is a foundation of sustainability, and is currently chair of the UN ECE 'Team of Specialists on ESG data in value chains'. Christian is employed by GIZ International Services and lives with his two children outside Berlin. He has a background in policy, economics and corporate law.



Shaping Our Future/ **Michael Kobori, Independent Board Director, and Sustainability Advisor**

Michael Kobori has spent his career working to build a more just and sustainable world. He serves as an independent Director of Bunge Global, SA., one of the world's largest agricultural companies, which connects farmers to consumers to deliver more sustainable food, feed, and fuel to the world. He recently retired as Chief Sustainability Officer at Starbucks Coffee Company, where he was responsible for environmental sustainability, social impact, and human rights. Michael currently serves on the President's Leadership Council of The Asia Foundation, as a member of the U.S.-Japan Council, and is the Executive Producer of Utopia Theatre Project, an artist-led social justice theater company.

Previously, Michael served as Vice-President at Levi Strauss & Co. where he helped build the company into a sustainability leader in the apparel sector. Michael is deeply committed to industry collaboration on sustainability, having served on a number of boards and advisory commissions, including the Advisory Committee for Voluntary Foreign Assistance, U.S. Cotton Board, Better Cotton Initiative, Sustainable Apparel Coalition, ILO Better Work Programme, and Levi Strauss Foundation Board. Michael also served as Vice-President at BSR and spent nearly a decade at The Asia Foundation, where he supported human rights and economic development in Bangladesh, Thailand, and Vietnam.

Themes

Nurturing Equality – A Fairer Future for Farming Communities

Farmers – especially smallholders – are the backbone of the cotton industry, yet many struggle to earn a fair income despite their commitment to sustainability. This theme will explore the social and economic realities of cotton farming, as well as systemic challenges and solutions that can redefine fairness in cotton supply chains.

Restoring the Environment – Turning Climate Commitments into Action

Cotton farmers are on the frontline against climate change, but they have little control over emissions and environmental damage that impact their land. This theme will explore the urgent need for both mitigation and adaptation and focus on practical, scalable solutions to help cotton farming thrive in a climate-resilient, biodiverse future.

Deepening Impact with Data – Unlocking Insights for a Stronger Cotton Industry

Data is more than numbers – it is the key to unlocking progress in the cotton industry. This theme will explore how traceability, digitalisation and real-time insights can transform farming, enhance supply chains and drive impact across the textile sector.

Shaping our Future – Policy, Collaboration and Industry Evolution

The cotton industry does not exist in isolation – it is shaped by legislation, global trade dynamics and cross-sectoral learnings. This theme will explore the macro-level developments set to impact our sector and shape the future of sustainable cotton.

Events

Tuesday 17 June

17:30-19:30 **Welcome Reception sponsored by Control Union / Scappi Restaurant, 9th floor, Swissôtel**

The Welcome Reception takes place the evening before the Conference, convening all ticket holders for an informal networking opportunity with drinks and light refreshments. Connect with fellow attendees before the official Better Cotton Conference!

Wednesday 18 June

09:00-17:30 **Conference Day 1 / Swissôtel**

The first day of our conference will focus on the themes 'Nurturing Equality' and 'Restoring the Environment', including two keynote speeches, panel discussions and interactive sessions. All plenary sessions are available in-person and online in both Turkish and English.

19:00-23:00 **Networking Dinner sponsored by Source Intelligence / Pagos Rooftop, Marriott Hotel**

At the end of Day 1, we will host an evening of food, music and informal conversation at the Pagos Rooftop.

Thursday 19 June

09:00-17:30 **Conference Day 2 / Swissôtel**

The second day of our conference will focus on 'Deepening Impact with Data' and 'Shaping our Future' including two keynote speeches, breakout groups and interactive sessions. All plenary sessions are available in-person and online in both Turkish and English.

Agenda

Day 1 / Wednesday 18 June

Conference Day One / Morning: Exploring the Theme, 'Nurturing Equality – A Fairer Future for Farming Communities'

Farmers – especially smallholders – are the backbone of the cotton industry, yet many struggle to earn a fair income despite their commitment to sustainability. This theme will explore the social and economic realities of cotton farming, as well as systemic challenges and solutions that can redefine fairness in cotton supply chains.

09:00 - 09:45

Welcome Address

Join us to officially open the 2025 Better Cotton Conference with a welcome from our host, leadership team and Headline Sponsor - USB Certification. This session sets the tone for two days of bold dialogue and shared action under the theme "It Starts with Farmers." Get a preview of what's ahead, who's in the room, and how we'll shape the next chapter of sustainable cotton - together.

Speakers:

- Antonie Fountain, Co-Founder and Managing Director, Voice Network and Conference Host
- Alan McClay, VEO, Better Cotton
- Miraç Wolska Commercial Director, USB Certification

▼ Location: Smyrna Hall

09:45 - 10:00

Keynote / Nurturing Equality

This keynote introduces Theme 1 – Nurturing Equality – and sets the stage for exploring fairness, livelihoods and equity in cotton farming.

Speaker: Lavinia Muth, (Un)Sustainability: Speaker, Consultant, Provocateur, Mentor

▼ Location: Smyrna Hall

Day 1 / Wednesday 18 June

10:00 - 10:45

Session: Fair Futures: Strengthening Livelihoods, Equity, and Value in Cotton Supply Chains

Ensuring a fair cotton supply chain requires more than just sustainable sourcing, it demands a fundamental shift in how value is distributed. Farmers, particularly smallholders, often bear the burden of sustainability but often see inadequate financial returns. This discussion will explore strategies and purchasing practices that can ensure fairer compensation for farmers' efforts.

Speakers:

- Arvind Rewal, Global Raw Material Leader of Agricultural Commodities, IKEA
- Kone Kassoum, Vice President, Professional Association of Ivorian Cotton Companies (APROCOT-CI)
- Idil Ander, Head of Program Development, WE Program

Moderator: Tamar Hoek, Head of Fashion, Solidaridad

▼ Location: Smyrna Hall

10:45 - 11:15

Coffee Break

▼ Location: Foyer

Ask Me Anything – Better Cotton Association Governance, Council Membership/Elections, and the General Assembly

▼ Location: Networking Zone

Better Cotton has a multistakeholder board comprising of elected and appointed member representatives and independents. This non-executive board is called the Better Cotton Council and is leading the strategic direction of the organisation. If you are considering getting more involved in our decision making, we are happy to give you all the information you need over this break.

11:15 - 11:30

Choose your session!

Day 1 / Wednesday 18 June

11:30 – 12:15

Sustainability Through Equality: How Women's Empowerment Can Transform Cotton Farming and Industry Profits

Women play a pivotal but often invisible role in cotton farming. Prioritising women's empowerment is not just a social imperative – it is a strategic approach that enhances productivity, sustainability, and long-term resilience. This discussion will explore the critical areas for investment, the systemic challenges that need to be addressed, and showcase how gender equality can drive real economic and environmental gains.

Speakers:

- Nini Mehrotra, Gender Equality Senior Manager, Better Cotton
- Ramisetty Murali, Executive Director, Modern Architects for Rural India (MARI)
- Kavita, Learning Group Lead & Gender Lead, SAMI Foundation
- Alcidio Henrique Faria, Program Coordinator, Associação para o Desenvolvimento Socio Econômico (OPHAVELA), (Virtual speaker)

Moderator: Pallavi Bhati, Senior Programmes Coordinator, Better Cotton

▼ Location: Smyrna Hall

11:30 – 12:15

Getting Comfortable with Being Uncomfortable: How to Embrace Risks and Develop Solutions

Fair wages and workers' rights are some of the most difficult issues in the cotton industry. But real change demands real conversations. Businesses, policymakers and industry stakeholders must go beyond compliance and embrace bold action for change. This discussion will explore how companies can take responsibility for improving working conditions while balancing industry risks and ethical obligations.

Speakers:

- Başak Tuğsavul, Harvesting the Future Project Manager, Fair Labor Association (FLA)
- Sahar Haq, Social Impact Senior Coordinator, Better Cotton
- Ceyhun Güler, Assoc. Prof., WageIndicator Foundation / Dokuz Eylül University, Department of Labour Economics & Industrial Relations
- Anees Khawaja, CEO, MG Apparel and Director, Mahmood Group (Virtual Speaker)

Moderator: Lavinia Muth, (Un)Sustainability: Speaker, Consultant, Provocateur, Mentor

▼ Location: Grand Efes Hall

Day 1 / Wednesday 18 June

12:15 – 12:30

Closing Remarks

Brief reflections and close of morning sessions before lunch and networking activities.

Speakers:

- Antonie Fountain, Co-Founder and Managing Director, Voice Network and Conference Host
- Lavinia Muth, (Un)Sustainability: Speaker, Consultant, Provocateur, Mentor

▼ Location: Smyrna Hall

12:30 – 14:00

Lunch Break sponsored by Control Union

▼ Location: Foyer

Ask Me Anything – Better Cotton Women In Cotton Accelerator

▼ Location: Networking Zone

Feel free to visit the Better Cotton Booth: “Ask Me Anything” – WICA – Empowering Women in Cotton once you’ve had a bite! Yasmin will be showing you how the Better Cotton strategy and approach to gender have evolved recently and how you can make a difference – or just engage for the day

13:00 – 14:00

Meeting: Traceability Quarterly Update

▼ Location: Grand Efes Hall

An informal session led by the Better Cotton traceability team, offering updates and space for discussion on traceability progress and innovations.

Who should attend: Companies sourcing or supplying Better Cotton including retailers, brands, suppliers, programme partners and farmers.

Conference Day One / Afternoon: Restoring the Environment – Turning Climate Commitments into Action

Cotton farmers are on the frontline against climate change, but they have little control over emissions and environmental damage that impact their land. This theme will explore the urgent need for both mitigation and adaptation and focus on practical, scalable solutions to help cotton farming thrive in a climate-resilient, biodiverse future.

14:00 – 14:10

Keynote / Restoring the Environment

An opening reflection to Theme 2 – Restoring the Environment – exploring the role of climate leadership in shaping cotton’s future.

Speaker: Tori Tsui, Climate activist and writer

▼ Location: Smyrna Hall

Day 1 / Wednesday 18 June

14:10-14:15 Choose your session!

14:15 - 15:00 **Unlocking Investment for Climate Action in Cotton: Strategies That Work**

Access to climate finance is a major barrier to adopting more sustainable practices in cotton farming. While funding is increasing, getting it into farmers' hands is another story. This discussion will explore innovative funding models, the role of Farmer Producer Organisations (FPOs), and how businesses, governments, and investors can drive funds to where they matter most.

Speakers:

- Florian Sigmund, Investment Management, FS Impact Finance
- Sridhar Easwaran, CEO, Samunnati Foundation
- Edla Rajitha, Board Member, Prajwal Farmers Producer Company Limited

Moderator: Divya Nazareth, Senior Coordinator-Climate Change and Natural Resource Management, Better Cotton

▼ Location: Smyrna Hall

14:15 – 15:00 **The Role of Farmers: Restoring Ecosystems for a Resilient Future**

Biodiversity loss is one of the most pressing environmental challenges, threatening ecosystems, agricultural productivity, and long-term sustainability. Cotton farmers have the potential to be stewards of ecosystem restoration – but they need the right support, policies, and financial incentives to make it viable. This discussion will explore the need for biodiversity enhancement and restoration, the role farmers can play in it and long-term benefits it can bring for farms, the cotton sector and beyond.

Speakers:

- Speaker Catherine Bottrill, CEO, Pilio
- Sajjad Ali Khan, Head of Sustainable Business Models, SAMA^Verte
- Marcelo Duarte Monteiro, Director of International Relations, Brazilian Cotton Growers Association (ABRAPA)

Moderator: Heleen Bulckens, Senior Program Manager - Materials, Textiles & Manufacturing, IDH

▼ Location: Grand Efes Hall

15:00 – 15:10 **Audience Insights!**

▼ Location: Smyrna Hall

Day 1 / Wednesday 18 June

15:10-15:55

Beyond Sustainability: Regenerative Practices Driving the Future of Cotton

As the world grapples with climate change, soil degradation and biodiversity loss, the cotton industry must go beyond reducing harm. Regenerative agriculture is gaining traction as a transformative approach to improving soil health, enhancing biodiversity and strengthening climate resilience. Join us for an in-depth discussion of Better Cotton's vision for regenerative farming and how it's set to reshape the future of cotton production.

Speakers:

- Avik Banerjee, Material Program Lead, H&M Group
- Muzaffer Turgut Kayhan, President, IPUD
- Peter Bunce, VP, Head of Cotton & Microbials N.A., Indigo Ag
- Gökçe Okulu, Independent Expert, Landscape Architecture, Regenerative Agriculture & Ecosystem Restoration

Moderator: Eva Benavidez Clayton, Senior Director of Membership & Supply Chain, Better Cotton

▼ Location: Smyrna Hall

15:55 – 16:25

Coffee Break sponsored by CottonConnect

▼ Location: Foyer

Ask Me Anything – Better Cotton Memberships

▼ Location: Networking Zone

Curious about joining Better Cotton or want to get more from your existing membership? Drop by the booth to speak with our Membership team. Whether you're a retailer, brand, supplier or implementing partner, this is your chance to ask anything—from benefits and requirements to how membership supports your sustainability goals.

16:25 – 17:10

No Mitigation Without Adaptation: Aligning Climate Action with Farmer Realities

The climate crisis is here to stay. While corporate sustainability efforts often focus on mitigation, adaptation to the effects of climate change that are already upon us is vital to ensuring the long-term viability of cotton farming. This discussion will explore how businesses and governments can help create an enabling environment for farmers to drive mitigation through adaption and thrive in a low-carbon economy.

Speakers:

- Ramesh Baliram Baviskar, Farmer
- Pallavi Bhati, Senior Programmes Coordinator, Better Cotton
- Roberto Acauan, Sales & New Business Officer, SLC Agricola
- Freddie Catlow, CEO & Co-founder, Planboo

Moderator: Debra Guo, Cotton & Crops Lead, Textile Exchange

▼ Location: Smyrna Hall

Day 1 / Wednesday 18 June

17:10 - 17:25

Closing Remarks

Speakers:

- Antonie Fountain, Co-Founder and Managing Director, Voice Network and Conference Host
- Tori Tsui, Climate activist and writer

▼ Location: Smyrna Hall

19:00 - 23:00

Networking Dinner sponsored by Source Intelligence

▼ Location: Pagos Rooftop, Marriott Hotel

At the end of Day 1, we will host a networking dinner with food and drinks - An evening of food, music and informal conversation awaits at the Pagos Rooftop.

Day 2 / Thursday 19 June

Conference Day Two / Morning: Deepening Impact with Data – Unlocking Insights for a Stronger Cotton Industry

Data is more than numbers – it is the key to unlocking progress in the cotton industry. This theme will explore how traceability, digitalisation and real-time insights can transform farming, enhance supply chains and drive impact across the textile sector.

08:45 – 09:15

Welcome

Welcome to Day 2 of the conference – setting the scene for the day's sessions and introducing key themes.

Speakers:

- Bill Ballenden, Head of Sustainability and Innovation at Louis Dreyfus Company (LDC) Cotton, Better Cotton Council Member
- Alan McClay, CEO, Better Cotton

Moderator: Antonie Fountain, Host

▼ Location: Smyrna Hall

09:15 – 09:30

Keynote / Deepening Impact

This keynote introduces Theme 3 – Deepening Impact with Data – and sets the tone for exploring traceability, insights and digital transformation

Speaker: Christian Hudson, GIZ International Services Lead for Global Textile Transparency Governance at (GIZ)

▼ Location: Smyrna Hall

09:30 – 09:45

Choose your session!

09:45 – 10:30

The Data Trade-Off: Knowing More or Doing More? Using Data to Deepen Impact on Cotton Farms

Data is often described as the key to both demonstrating impact and guiding improvements in cotton farming. Yet for many farmers and organisations supporting farmers, collecting it is costly, time-consuming and not always useful for achieving impact. This risk is increasing as the demand for data increases. This discussion will examine how data can drive on-the-ground improvements while ensuring that the burden of collection is shared fairly.

Speakers:

- Tony VanVuren, Production and Data Manager, Scattered Acres
- Anand Mori, Climate Coordinator, Ambuja Foundation
- Ruud Schute, Programme Director, Organic Cotton Accelerator (OCA)
- Avik Banerjee, Material Programme Lead, H&M

Moderator: Moderator Vidyun Rathore, Senior Coordinator for Monitoring, Evaluation, and Learning, Better Cotton

▼ Location: Smyrna Hall

Day 2 / Thursday 19 June

09:45 – 10:30

Empowering Farmers Through Digitalisation: Strengthening the Future of the Cotton Industry

Digitalisation is reshaping the cotton sector. It has the potential to improve efficiency, sustainability and livelihoods – if implemented in a way that is accessible and equitable, especially for smallholder farmers. This discussion will explore the incentives, challenges, and opportunities of digitalisation in agriculture.

Speakers:

- Abdulvahit Torun, Director, Adjunct Professor, AKURA Mining Environment Engineering Technology Consulting
- Amy Smith, Senior Director of Partnerships, Dimagi Inc.
- Hemantkumar Thakre, Senior Director Farm Program, CottonConnect South Asia
- Katherine Cameron, Head of Digital Advisory Tools, CABI

Moderator: Muhammad Qadeer ul Hussnain, Senior Country Manager, Better Cotton

▼ Location: Grand Efes Hall

10:30 – 11:00

Coffee Break sponsored by San JFS

▼ Location: Foyer

Ask Me Anything – Better Cotton Programme Implementation

▼ Location: Networking Zone

How is the Better Cotton Standard System (BCSS) implemented on the ground? Join us at the Better Cotton booth to learn more about where and how the BCSS is applied—from direct implementation and benchmarking partnerships to capacity strengthening and farm-level support. This is a great opportunity to understand the delivery model behind the standard.

Day 2 / Thursday 19 June

11:00-11:45

Debate: Can Traceability Prove Beneficial to Farmers?*

Traceability is no longer just a regulatory checkbox – it is reshaping the cotton industry. As legislation and brand commitments drive demand for traceable fibres, the challenge is ensuring it delivers real value at every level of the supply chain. In this provocative session, speakers will debate whether traceability back to the farm can truly benefit farmers. One team will support this argument and say “Yes, of course it can!”, whilst the other will play the naysayers and reply “I’m afraid not”. What would you say? Don’t miss this engaging battle of ideas!

*This session will be held under Chatham House Rules.

Speakers:

- Alia Malik, Chief Development Officer, Better Cotton Initiative (UK)
- Lena Staafgard, COO, Better Cotton
- Brooke Summers, Cotton to Market Lead, Cotton Australia
- Kristian Doolan, Founder, Bridge.org
- Bill Ballenden, Head of Sustainability and Innovation at Louis Dreyfus Company (LDC) Cotton, Better Cotton Council Member
- Francisco Ferreira dos Santos, CEO, JFS

Moderator: Jacky Broomhead, Director of Traceability, Better Cotton (UK)

▼ Location: Smyrna Hall

12:45-12:00

Closing remarks

Brief reflections and close of morning sessions before lunch and networking activities.

Speakers:

- Antonie Fountain, Co-Founder and Managing Director, Voice Network and Conference Host
- Alia Malik, Chief Development Officer, Better Cotton Initiative (UK)

▼ Location: Smyrna Hall

12:25-13:30

Lunch Break sponsored by cotcast.ai

▼ Location: Foyer

Ask Me Anything – Better Cotton Certification

▼ Location: Networking Zone

Drop-in booth offering insights on Better Cotton certification processes, led by the certification team.

Day 2 / Thursday 19 June

Conference Day Two / Afternoon: Shaping our Future – Policy, Collaboration and Industry Evolution

The cotton industry does not exist in isolation – it is shaped by legislation, global trade dynamics and cross-sectoral learnings. This theme will explore the macro-level developments set to impact our sector and shape the future of sustainable cotton.

13:30- 13:45

Keynote / Shaping our Future

This keynote introduces Theme 4 – Shaping Our Future – and highlights the role of cross-sector collaboration and policy.

Speaker: Michael Kobori, Independent Board Director, and Sustainability Advisor

▼ Location: Smyrna Hall

13:45–14:30

Between Ethics and Obligations: The Real Incentives of Due Diligence Amidst Deregulations

Whilst businesses started adapting to shifting compliance requirements, due diligence obligations and reporting standards, recent regulatory developments are expected to remove a lot of the legislative burden on cotton supply chain actors. This discussion will aim to question the benefits in continuing investing in systems and approaches, including sustainability initiatives like Better Cotton, when the overall landscape may no longer encourage or require such commitments.

Speakers:

- Pallavi Sharma, Senior Legal Advisor & Food, Agriculture and Biodiversity Lead, Beyond Human Rights Compliance
- Vicente Sando, Executive Coordinator, National Forum of Cotton Farmers of Mozambique (FONPA)
- Harun Sapli, Better Cotton farmer, Türkiye
- Abhishek Bansal, Chief Sustainability Officer, Arvind Limited

Moderator: Hélène Bohyn, Policy & Advocacy Manager at Better Cotton

▼ Location: Smyrna Hall

14:30-14:45

Choose your session!

Day 2 / Thursday 19 June

14:45 – 15:30

Global Consistency in Certification: Bridging Standards, Assurance, and Compliance

Certification plays a key role in sustainability. Yet, with varying standards, compliance frameworks and assurance processes, achieving global alignment remains a challenge. This session will explore whether certification can help solve this, and how certification bodies and assurance providers can work together to enhance greater consistency.

Speakers:

- Sumit Roy, Assistant General Manager, Solidaridad Asia
- Frazer McFayden, Integrity Manager, Assurance Services International (ASI)
- Muzaffar Razakov, CEO and Founder, Global Textile Group of Companies (Uzbekistan)
- Sevgi Kansoy, Agriculture Programme Manager, USB Certification

Moderator: Tom Owen, Head of Certification, Better Cotton

▼ Location: Smyrna Hall

14:45 – 15:30

Workshop: From Obligation to Opportunity: Reclaiming Trust in a New Era of Green Claims*

Green claims are under the microscope — and the stakes are rising. As consumer scepticism grows and regulatory expectations tighten, brands, retailers, and cotton industry stakeholders are rethinking how they communicate sustainability. This workshop creates space to explore how businesses can respond to this moment — not just to meet new demands, but to go beyond compliance and use credible communication as a driver of trust and long-term value.

*This session will be held under Chatham House Rules.

Speakers:

- Ashley Munro, Claims & Integrity Manager, Better Cotton
- Tracy Saunders, Category Technical Lead, John Lewis Partnership
- Ioana Betieanu, Communications and Public Affairs Director, Organic Cotton Accelerator

Moderator: James Omisakin, Co-Founder of Compare Ethics

▼ Location: Grand Efes Hall

15:30 – 16:00

Coffee Break sponsored by Kipas

▼ Location: Foyer

Day 2 / Thursday 19 June

16:05 – 16:45

Growing Together: Lessons in Social and Environmental Progress from Cross-Commodity Engagement

The cotton industry isn't alone in its sustainability challenges – every sector faces them. From agriculture to textiles, other commodities have developed innovative solutions to tackle environmental and social issues, offering valuable insights that can strengthen the cotton sector's approach. This session will explore the value of cross-commodity collaboration in creating more aligned sustainability strategies, streamlining report and ultimately driving greater collective impact.

Speakers:

- Dianna Bagnall, Research Soil Scientist and Program Director, Soil Health Institute
- Gerson Fajardo, Supply Chain Director (Consultant), U.S. Cotton Trust Protocol
- Michael Kobori, Independent Board Director, and Sustainability Advisor

Moderator: Eva Benavidez Clayton, Senior Director of Membership & Supply Chain, Better Cotton

▼ Location: Smyrna Hall

16:45 – 17:00

Closing Remarks

Speakers:

- Antonie Fountain, Co-Founder and Managing Director, Voice Network and Conference Host
- Michael Kobori, Independent Board Director, and Sustainability Advisor

▼ Location: Smyrna Hall

16:55 – 17:25

Closing Session

A moment to reflect on the key insights, shared learnings and ideas that have emerged over two days of dialogue. This closing moment brings the programme to an end while looking ahead to the continued work and collaboration beyond the event.

▼ Location: Smyrna Hall

Sponsors.....

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The 2025 Better Cotton Conference would not be possible without their generous support.

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