

# Beyond Sustainability: Regenerative Practices Driving the Future of Cotton

Wednesday 18 June: 15:10-15:55

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With Speakers:



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## Better Cotton's Regenerative Approach

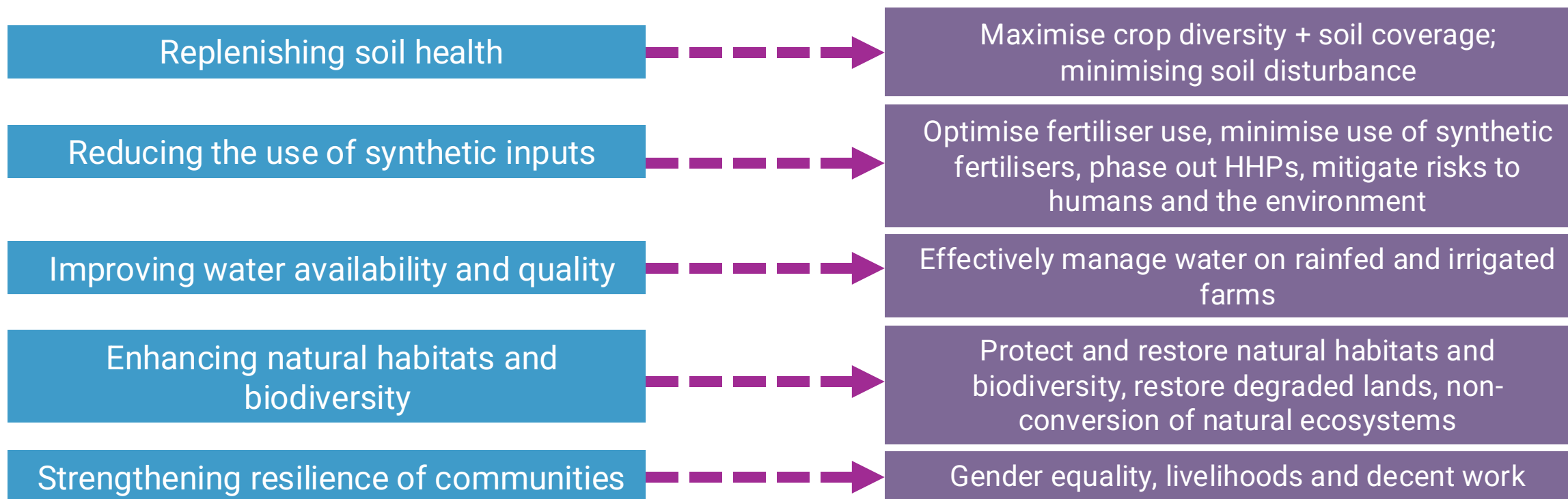
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- Continuous improvement rather than an end state
- All farming systems including smallholders & beyond 'just' cotton
- Context-specific and centred on farming communities
- Systemic change, requiring major investments



# Regenerative Agriculture in Better Cotton's Principles & Criteria

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## Transitioning to Regenerative Standard

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- **May-Nov 2025:** Conduct pilot testing, standard development, incl. public consultation
- **Nov 2025:** Approval of updated Principles & Criteria
- **March 2026:** Farmer and Certification Body Trainings
- **April 2026:** Updated Principles & Criteria Effective in certification

