



BCI
Better Cotton Initiative

Better Cotton Initiative

Growing Cotton More Sustainably

A Round Table for Sustainable & Ethical Cotton
held by Environmental Justice Foundation
London, 25 April 2007

www.bettercotton.org



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BCI's Vision

To enable millions of farmers around the world to grow cotton in a way that is more economical, and healthier both for the farming community and the environment.

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BCI's Mission

BCI encourages the adoption of better management practices in cotton cultivation to achieve measurable reductions in key environmental impacts, while improving social and economic benefits for cotton farmers, small and large, worldwide.

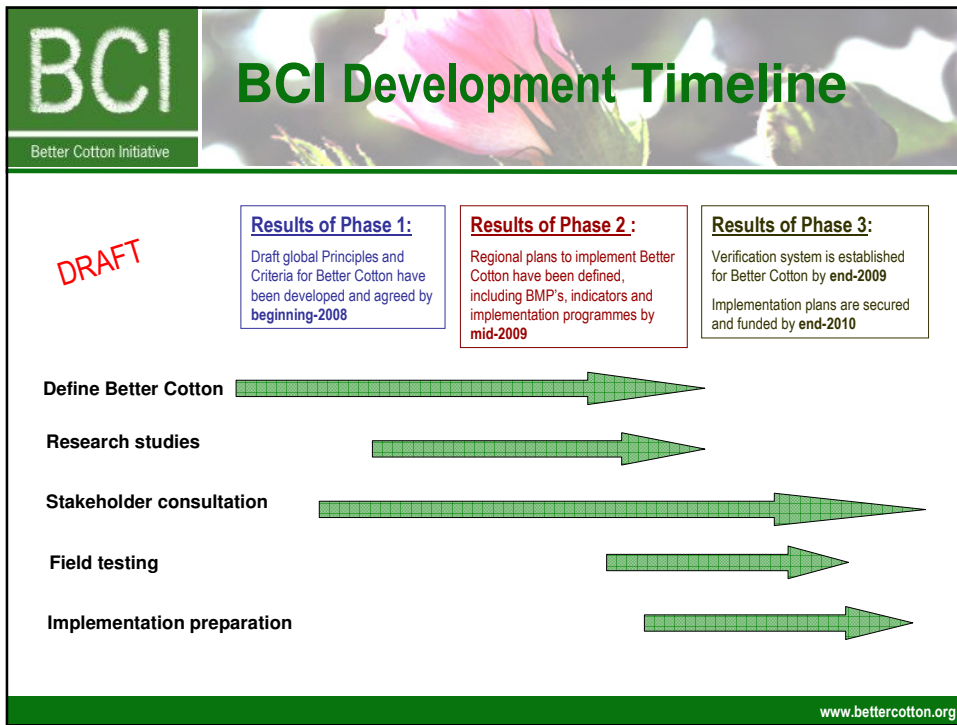
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BCI Philosophy & Approach

- Develop a market for a new mainstream commodity
- Boundary is the farm gate
- Not directly address global policy & trade issues
- Build capacity rather than police or monitor
- Not designed with certification/product label in mind
- Complement Certified Organic and Fair Trade cotton
- Define 'Better Cotton' at a global level with national / local relevance & validity
- Engage stakeholders and players along the supply chain

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Better Cotton Principles

Global Environmental Principles

DRAFT

Better Cotton is produced by farmers that:

- Maintain the quality and availability of water
- Use pesticides safely and responsibly
- Care for the health of the soil
- *Preserve natural habitats*
- Care for and preserve the quality of the fibre

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Better Cotton Principles cont...

Global Social Principles DRAFT


- Better Cotton Initiative will respect and promote Decent Work
beneficiaries include: formal employees, smallholders, informal workers, women and children.
- Better Cotton Initiative will facilitate producer organization
beneficiaries include small holders and women

Global Economic Principle

- Better Cotton Initiative will facilitate access to equitable finance
beneficiaries include smallholders

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"We can't solve problems by using the same kind of thinking we used when we created them."

Albert Einstein

Thank you

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