ICAC 81st Plenary Meeting

Global efforts in branding sustainability and quality assurance

Farm to Fashion: global sustainability and traceability initiatives

Alison Ward, CEO, Cotton Connect
CottonConnect - a snapshot

Reimagining the future for supply chains

❖ Social Enterprise working in China, Bangladesh, India, Pakistan, Egypt and Turkey
  ❖ Direct to farmer model and demand driven

❖ Trained 770,000 farmers
  ❖ Including 300,000+ women

❖ Farmers in our flagship REEL cotton training programme have:

- Increased yields by 6.6%
- Reduced input costs by 11.4%
- Boosted profits by 18.1%
Transparency and Traceability – critical for the sector

- Incoming regulatory pressure on claims
  - Accurate authentic marketing claims

- Supply chain visibility and accountability

- Identifies issues and targets improvements
  - Human rights due diligence
  - Supply chain resilience

- Direct connection with each step of the supply chain: manufacturers, ginners, spinners, farmers
TraceBale

Number of brands registered: 18

Seed cotton procured (village level): 1,274,850 MT

Estimated number of T-shirts produced: 1.39 Billion**

Number of cotton supply chain processor countries: 10

Supply chain partners registered: 600+

*Current database from October 2017 to present date

**Equivalent to lint produced and managed
What we have learnt

It’s about people!

❖ It’s about partnerships and getting brand commitment to succeed
❖ It’s also about building effective working relationships with on the ground teams
❖ TraceBale is the tool for better supply chain engagement and management
Building resilient supply chains

Annual materiality survey from our supply chain partners (104)
- Soil health
- Health, hygiene and safety
- Cotton market price
- A lack of resources and rights for women

Climate Change
- Reduction in income
- Increase in workload
- Impact on health and wellbeing