



International Cotton Advisory Committee

Attachment 3a

**World Cotton Day in Geneva
562nd Meeting of the Standing Committee**

**14 November 2019
The ICAC Secretariat's Office
1629 K Street, NW, Suite 702, Washington DC 20006**

Observations from The Inaugural Launch of World Cotton Day

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Purpose of the Event

- Draw attention to the global cotton industry
- Elevate the visibility and understanding of the ICAC and its activities
- Promote natural fibres (vs oil-based synthetics)
- Engage international community:
 - Science/research
 - Government/policy
 - Private sector including cotton consumers



Was it a success?





How did ICAC benefit?

- Goodwill and visibility from Organising Photo Contest and bringing winners to Geneva



How did ICAC benefit?

- Organised high-level session on meeting cotton's future challenges



How did ICAC benefit?

- Distribution of Cotton Outlook article about the #TruthAboutCotton campaign
 - Amazing exposure for Soil & Plant Health app
 - Highly anticipated debut of VR Cotton Training Programme



Cotton vs Synthetics

- At every turn, the advantages of natural fibres — and threats from synthetics — were on full display.



Was the International Community engaged?



Was there private sector support?

Sponsorships provided by Cotton Council International and Supima, while Cotton Incorporated served as both a sponsor and an educational resource



Most Important of all: Did anyone notice?

One easy way to check: look at the number of Twitter posts tagged with #WorldCottonDay! So ... who tweeted about it?

THE UNITED NATIONS (!), ICAC, FAO, WTC, ITC, UNCTAD, MULTIPLE EMBASSIES TO THE WTO, UNIDO, FAIRTRADE, COTTON AUSTRALIA, BRAZILIAN EMBASSY, COTTON INCORPORATED, SUPIMA, COTTON COUNCIL INTERNATIONAL, COTTON GURU, COTTON CONNECT, THE COTTON BOARD, NATIONAL COTTON COUNCIL, MULTIPLE MEDIA OUTLETS, AND MANY MORE!!

#WorldCottonDay page

https://twitter.com/search?q=%23worldcottonday&src=typed_query

Congratulations to everyone who participated in the launch of World Cotton Day!

