



International Cotton Advisory Committee

Attachment 10c

Update on the World Cotton Day 564th Meeting of the Standing Committee

16 April 2020
Virtual Meeting on GoToMeeting
<https://global.gotomeeting.com/join/237405149>



October 7, 2020

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World Cotton Day Vision:

- A day to celebrate!
- Educate target audiences on the many advantages of cotton and how it benefits people around the world
- Show the positive impact cotton will continue to have in the future
- Engage and involve the international community

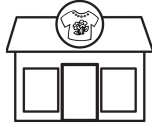
2

Key Audiences – Who are we trying to reach and why?



Consumers

Increase demand and preference for cotton



Brands/Retailers

Increase preference of cotton and influence sourcing decisions



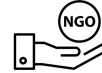
Mills/Manufacturers

Increase consumption of cotton and production of cotton goods



Governments

Support cotton friendly production and trade policies



NGOs

Educate activists and develop positive partnerships



Media

Dispel negative myths about cotton

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Global Cotton Content Architecture

Cotton – the World's Most Important Natural Fiber

Brand Promise

Increase demand and preference for cotton by educating key audiences on the benefits and value of cotton

Decent Work and Economic Growth

Provide a means of sustainable and decent employment throughout the world



Sustainability

Demonstrate environmental leadership on climate action



Keep Our Oceans Clean

Decrease amount of plastics entering our waterways to conserve our oceans and marine resources



Responsible Production

Promote production practices that improve resource efficiency and eliminate waste



Global Cooperation

Increase cooperation throughout the global industry to build a sustainable future for cotton



Channels



Events



Website



YouTube



Email



LinkedIn



Facebook



Digital



WeChat



Print

Tone of Voice

World Cotton Day
is a **CELEBRATION!**

Tone Should be:

POSITIVE

INFORMATIVE

UNIVERSAL

5

ICAC Activities — World Cotton Day in Egypt



6

Guidelines for World Cotton Day Events

On World Cotton Day we celebrate what makes cotton the **world's most important natural fibre!**

Participating organisations have an opportunity to create **local events** highlighting the advantages and benefits cotton delivers to their region. Local events should follow these guidelines:

- ☒ Create your own local event celebrating cotton
- ☒ Submit World Cotton Day events to ICAC
- ☒ Use the World Cotton Day logo
- ☒ Use the same "look and feel" for local websites
- ☒ Follow the Content Architecture
- ☒ Engage media to gain coverage of events
- ☒ Recruit brands and retailers to participate

The Bottom Line

In 2019, the role of the ICAC and other Founding Organisations of World Cotton Day was to set an example for the industry.

The role of the ICAC in 2020 is to motivate businesses and organisations around the world to find their own innovative ways to celebrate:

- National and International Organisations
- Private sector businesses
- Brands and Retailers
- Government officials and NGOs
- Journalists and media outlets



QUESTIONS?



October, 7 2020