

Setting up new BCI Country Programs

WORLD TRADE ORGANIZATION Director-general's consultative framework mechanism on cotton 35th Round consultations on cotton development assistance 27 May 2021 111111

HISTORY OF BCI

In 2005, a **group of visionary organisations came together** to work out a practical solution that would secure the sustainable future of the cotton sector.

In 2009, the **Better Cotton Initiative** was established as a **multistakeholder** membership association.



MISSION



The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in, and better for the sector's future.

SAMPLE OF 195 BCI RETAILER & BRAND MEMBERS



BCI GLOBAL REACH

2018-19 COTTON SEASON



NB: This figure is subject to change based on the finalisation of 2018-19 ICAC world production figures. Source of ICAC World Production Figures; https://icac.gon10.net/statistics/index14.19

June 2020

BCI FARMERS AROUND THE WORLD

2018-19 COTTON SEASON



*BCI recognised equivalent standard CmIA countries: Benin, Burkina Faso, Cameroon, Cote d'ivoire, Ghana, Mozambique, Nigeria, Tanzania, Uganda and Zambia

Better Cotton Standard System

1.Principles and Criteria 2.Capacity Building **3.Assurance Programme** 4. Chain of Custody **5.Claims Framework** 6.Results and Impact

Two models of implementation

- Direct Implementation of the BCSS
 - The Better Cotton Standards System is implemented by a BCI country team, or by a BCI strategic Partner.
 - ✓ Some components of the BCSS can be adapted to the local context

One-way recognition of third-party local standard

- ✓ A credible, locally-owned cotton production standard system exist
- The standards system is benchmarked against BCSS through independent gap analysis
- ✓ BCI recognizes cotton certified against the *benchmarked* standard as equivalent to *Better Cotton*
- ✓ The standard is operated by BCI's local Strategic Partner.

New Country Start-Up

Considerations & Step-by-Step Process

BCI's New Country Evaluation Criteria

Strategic Partners Existing organizations or Demonstrable initiatives in sector need Need to improve environmental, social and Production economic conditions Volume & Number of Farmers Farm size and **Demonstrable** production context Demand Supply chain demand to source Better Cotton

Multi-stakeholder ownership

strong domestic support across sector

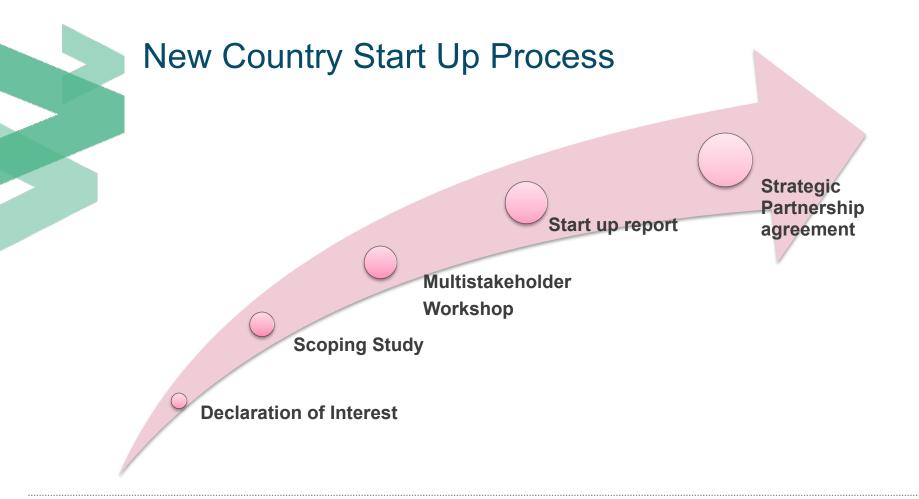
Medium & Longterm Potential

Potential to scaleup production Risk Assessment of the operating environment

Potential risks to credibility and/or operational security

Financial Support

Viable Long-term funding mechanism





Thank you

Questions? Please contact damien.sanfilippo@bettercotton.org