



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



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

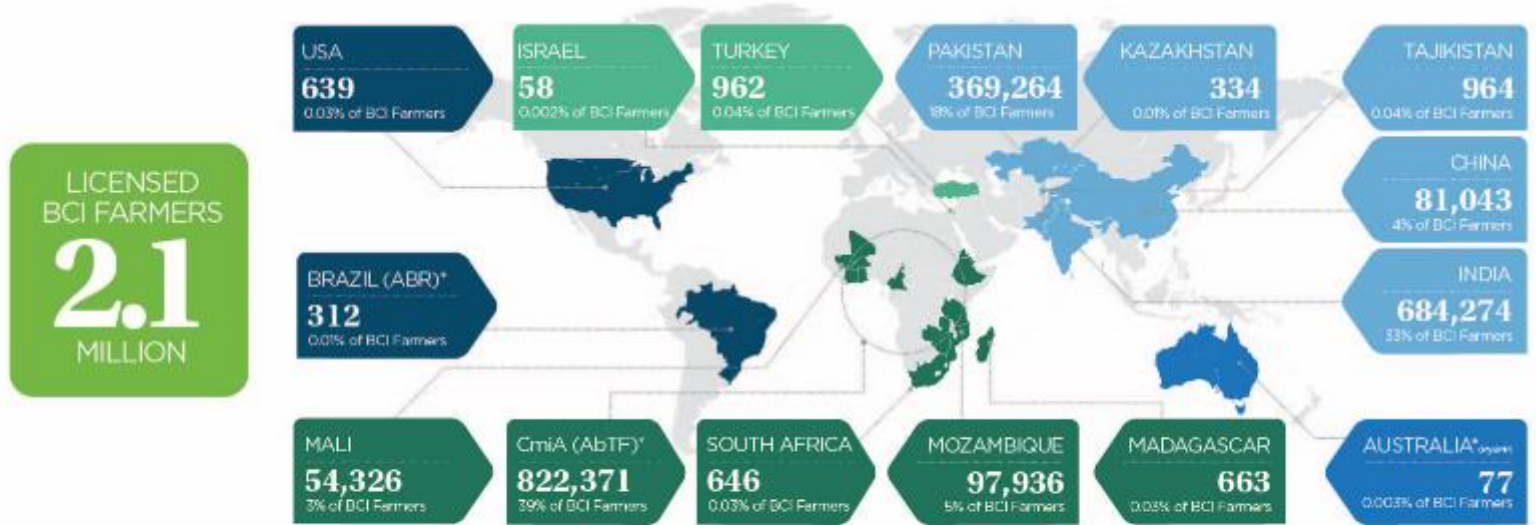
2018-19 COTTON SEASON



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.gen10.net/statistics/index14.18>

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

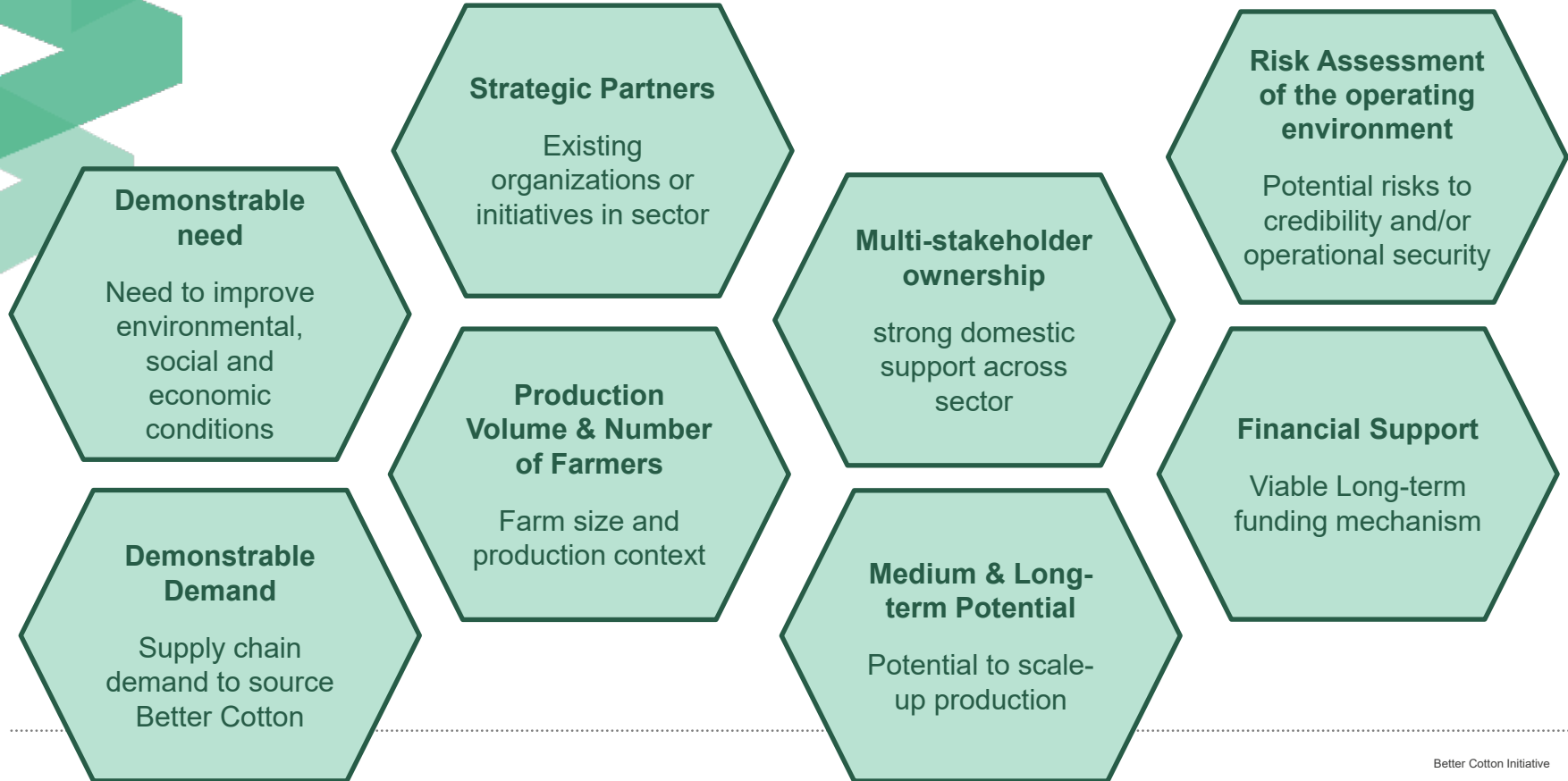
- ✓ A credible, locally-owned cotton production standard system exist
- ✓ The standards system is benchmarked against BCSS through independent gap analysis
- ✓ BCI recognizes cotton certified against the *benchmarked* standard as equivalent to *Better Cotton*
- ✓ The standard is operated by BCI's local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



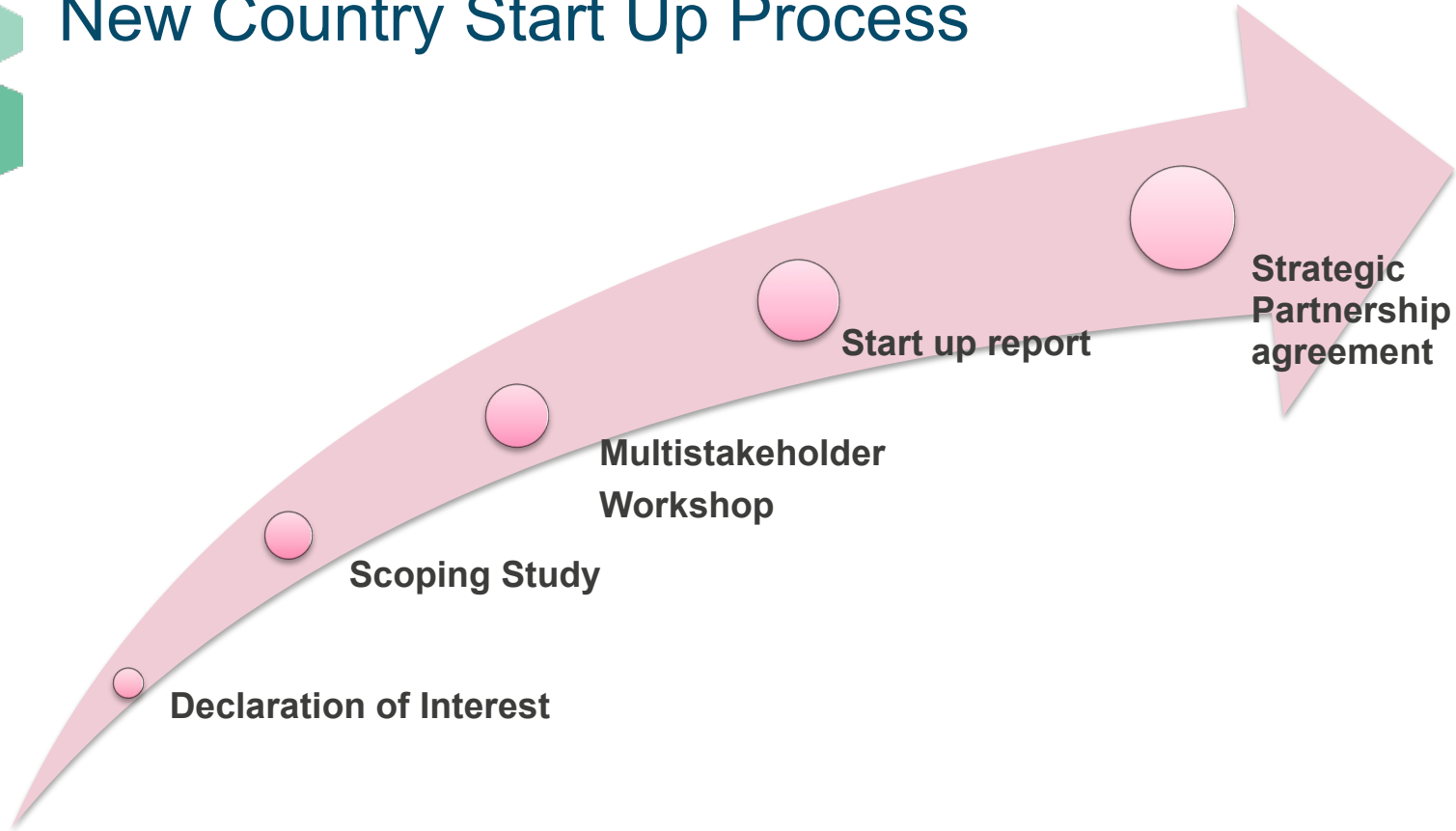
New Country Start-Up

Considerations & Step-by-Step Process

BCI's New Country Evaluation Criteria



New Country Start Up Process



Thank you

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Questions? Please contact
damien.sanfilippo@bettercotton.org