

World Cotton Day 7 October 2020

Kai Hughes

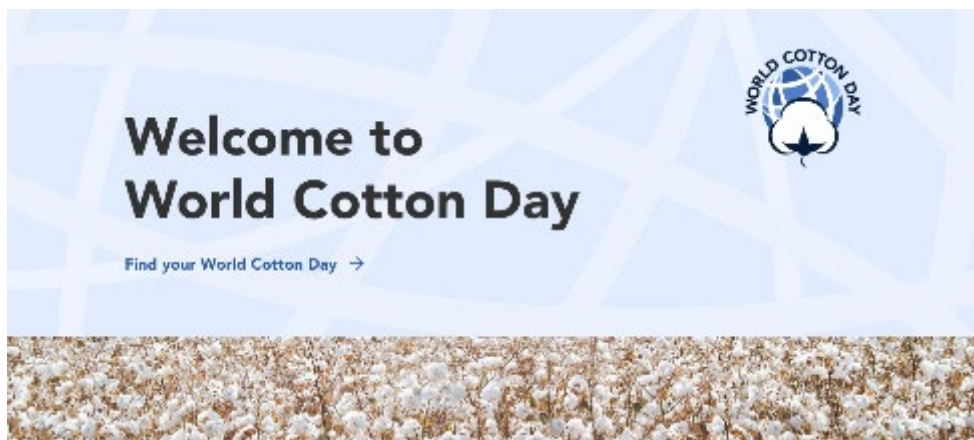
Executive Director
International Cotton Advisory Committee



International Cotton
Advisory Committee



www.worldcottonday.com



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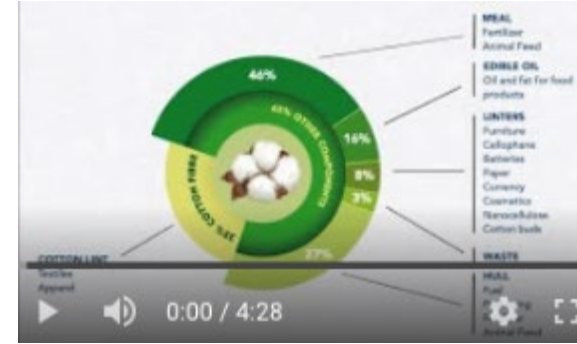
ICAC's Contribution: #TruthAboutCotton Videos



Water Consumption



Poverty Alleviation



Many Uses for Cotton Plant



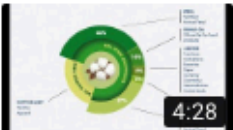







The Aral Sea



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World Cotton Day YouTube channel

<input type="checkbox"/>	 3:44	The #Truth about Poverty Alleviation Many people think that cotton is a crop that only benefits rich growers on huge, corporate...	 Public	None	Oct 6, 2020 Published	51
<input type="checkbox"/>	 4:28	The #Truth about Cotton Waste Most people only think of the fibre when they think of cotton, but 100% of the cotton plant...	 Public	None	Oct 6, 2020 Published	301
<input type="checkbox"/>	 3:02	The #Truth About The Aral Sea The devastation of the Aral Sea is one of the world's worst environmental disasters, and...	 Public	None	Oct 6, 2020 Published	125
<input type="checkbox"/>	 4:07	The #Truth about Cotton's Water Consumpt... Cotton has a reputation as being a very thirsty plant, but the fact is that it is perfectly suited t...	 Public	None	Oct 6, 2020 Published	112



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Global Engagement

- Regions represented: Australia, Europe, N America, S America, Far East, Southeast Asia, Middle East, Africa
- Activities ranged from in-person field visits to conferences to parades through the communities, to webinars, posters and research discussions
- Many participants succeeded in engaging brands and retailers in their events, including CCI, Cotton Incorporated and ABRAPA (Brazil) among others (at least one brand used WCD to promote its cotton masks for school kids, and another used the occasion to launch their new branded cotton)
- Government and International Organisation involvement: WTO, UNCTAD, ITC, FAO, WWF, United Nations, various Minister-level officials
- Media engagement: Multiple online articles, Cotton Outlook Special Issue, radio in India, TV in Iran



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How many participants? We don't know!

Partial list of countries/organisations includes:

USA
Colombia
Mexico
Brazil
Argentina
Bangladesh
Iran
Pakistan
India

Uzbekistan
Chinese Taipei
Russia
Sudan
Turkey
Egypt
South Africa
Benin
Australia

Burkina Faso
Chad
Cote d'Ivoire
Mali
WTO
FAO
ITC
UNCTAD
ICA



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Articles/Posts in Support of WCD

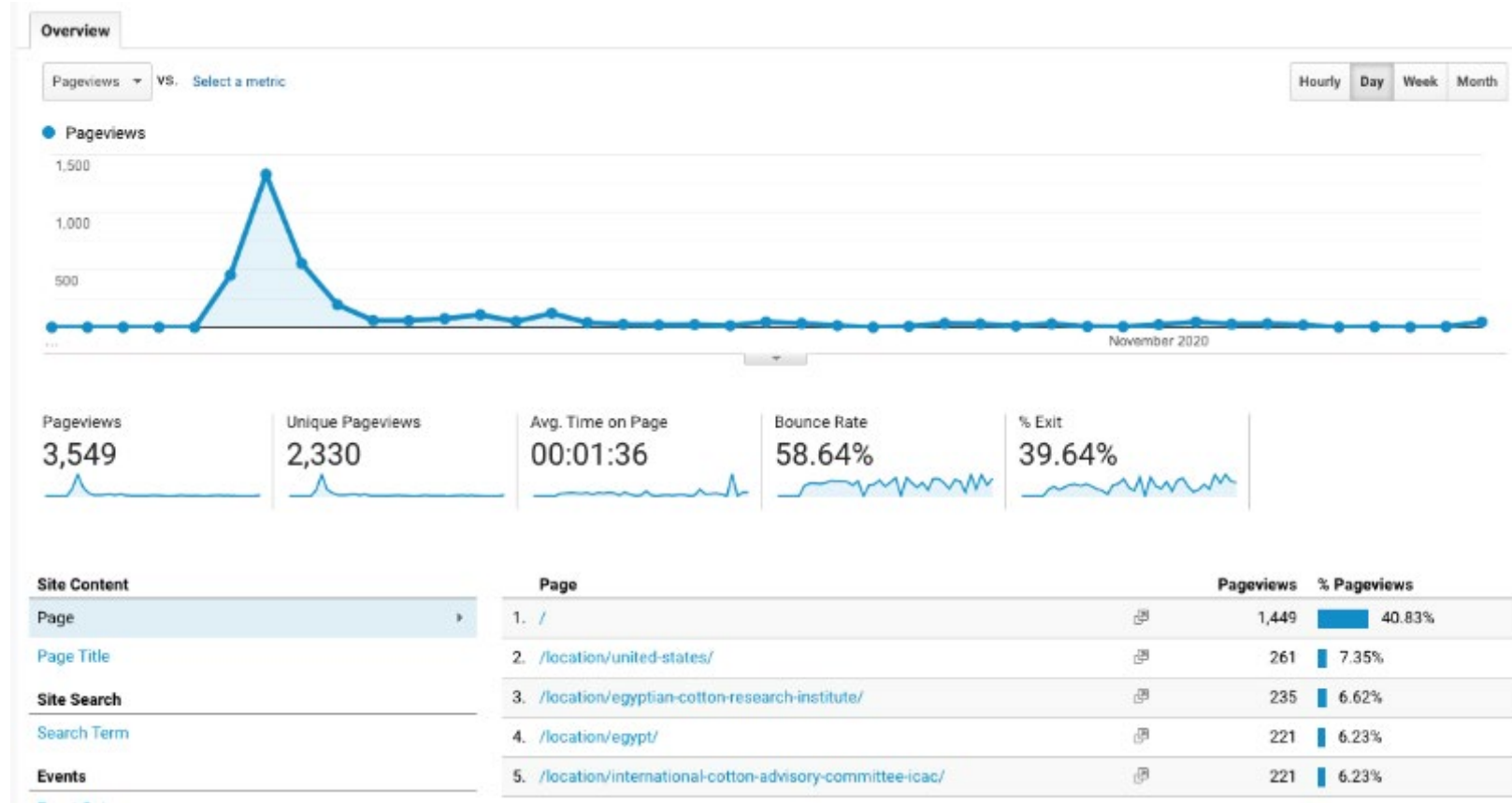
Partial list of countries/organisations includes (searching for #worldcottonday):

Sourcing Journal	Financial Express Bangladesh	USDA	World Wildlife Fund (WWF)
Textile World	Farmer's Weekly	Southeast AgNet	Cotton Outlook
High Plains Journal	UrduPoint News (India)	Business Standard	H&M Group
Fibre2Fashion	Ecotextile News	AGWired	Textiles in the News
Daily News Nation	AfricaNews	Textile Network	Just Style
The Tribune (India)	UNCTAD	Daily Sun	CIRAD
Queensland Country Life	League of India	United Nations	And many more...
The Nation (Pakistan)	Hindu BusinessLine	Times of India	



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Google Analytics for www.worldcottonday.com



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Google Analytics

- Most page views: Egypt (which had two events/organisations), followed by the USA
- ICAC's page, including the four videos, was viewed 220+ times (note that the videos were watched on YouTube many times more than that since many viewers were sent directly from social media to YouTube)
- Of the 1,000+ users, almost 500 visited www.worldcottonday.com directly, while 250+ were referred to the website by social media
- There was at least one user visiting the site from 66 countries, led by the USA and Egypt



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Cotton

Worth Celebrating

