

Promoting sustainable cotton globally: Sustainability and Value Added in the Cotton Economy & African Cotton Foundation

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WTO's Director-General's Consultative Framework Mechanism on Cotton –
30th Round of Consultations on Cotton Development Assistance





New Global Project “Sustainability and Value Added in the Cotton Economy”

Florian Reil
Project Manager





Facts & Figures

- **Special initiative One World – No Hunger:**
New global project with steering structure in Germany and four „country packages“
- **Budget:** 17.000.000 €
- **Duration:** 48 Months (4/2019 - 3/2023)
- **Background:** German Federal Minister's visit to Burkina Faso in early 2017
- **Countries:** Burkina Faso, Cameroon, India, Uzbekistan





Objectives & Specifications

I. Sustainable Cotton Production

- Defined and measured through the most common sustainability standards (BCI, CmiA, Fairtrade and Organic), ICAC and national frameworks
- Introduction and distribution of cultivation methods, that have the potential to improve smallholders livelihoods (increased income) and protect the environment

II. Increase in local value added

- Promotion of local processing
- Creation of new income and employment prospects

III. Cross cutting issues

- Digitalisation
- Cooperation with the private sector





Areas of activity

Goal:
Increased
local
value added
through
sustainable
cotton



1: Agriculture (national)
Smallholders – Conversion to sustainable production



2: Industry / Crafts (national)
Entrepreneurs – Strengthening of local processing capacities



3: Trade (national-international)
lead firms – Establishing sustainable supply chains



4: Global Sector (international)
Implementing and governmental partners – Knowledge transfer



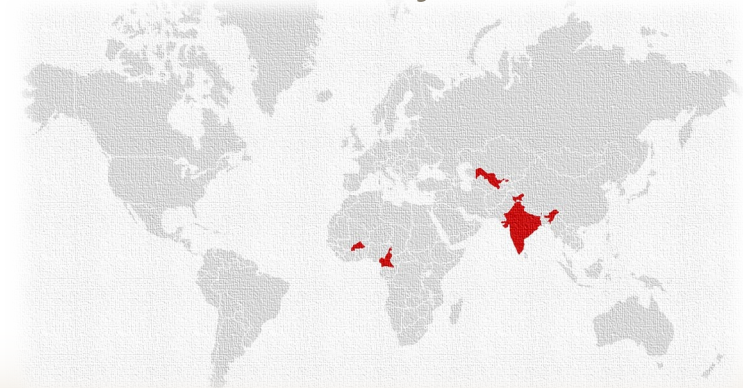
Partner Countries





Partner Countries

- **Burkina Faso:** Largest cotton producer in Africa, no industrial processing after ginning
- **India:** Largest cotton producer and third largest textile exporter
- **Cameroon:** Former partner of COMPACI, marginal cotton processing
- **Uzbekistan:** Formerly serious environmental and social problems, currently implementing a fundamental reform process





New African Initiative “The African Cotton Foundation (ACF)”

Wolfgang Bertenbreiter
Programme Director





African Cotton Foundation (ACF)

Vision

A sustainable, modern, and thriving African cotton sector – where farms are profitable, cotton-growing communities are empowered, human rights are respected, and the environment is conserved.

Mission

To support African cotton farmers and their ecosystem partners in improving their livelihoods, sustainability, and resilience. To create shared value and achieve transformative systems change through multi-stakeholder partnerships and investments, R&D, policy dialogue, joint learning, and knowledge-sharing.

Goal

By 2025, increased productivity and incomes for at least 2 million African cotton farmers and their ecosystem partners through stronger supply chains, income diversification, policies, market linkages, financial services, and technical support.

ACF is not an industry association but a foundation focused on supporting cotton farmers through the concept of shared value.





A Strategic Coordinator I

- ACF's guiding principle is that development should be private sector-driven, government-enabled, NGO-monitored, and donor-catalyzed.
- ACF is complementary, not duplicative, to other cotton-focused development organizations such as the Cotton Expert House Africa (CHA) and the Better Cotton Initiative (BCI) by tackling systemic issues such as policy advocacy and rural financial services at regional and national levels.
- ACF will partner pre-competitively to develop strategies/priorities for:
 - Policy advocacy
 - R&D / ICT development
 - Seed systems
 - Smallholder financial services
 - Mechanization services
 - Benchmarking best practices
 - Value chain integration
 - Impact measurement





A Strategic Coordinator II

- ACF provides thought leadership, a common industry voice, and a consultative body with which governments can engage to privatize parastatal cotton companies, develop policies benefitting smallholders and build trust in joint public-private growth strategies based on a concept of “shared value”.
- An industry foundation can facilitate donor and government resource mobilization (“one-stop” private partner for rural development) around market and farmer insights, product development, piloting innovations, and scaling solutions.
- Donors can fund the ACF to carry out special projects aligned with the ACF’s vision, mission, and goals to improve cotton farmers livelihoods throughout Africa. The core operating costs of the ACF will not be donor-dependent, but contributing-member dependent, to ensure consistent strategy, alignment with industry priorities, and that solutions are operationally with ongoing and impact evaluation and learning.



There are currently no other cotton organizations performing these activities!



Founding Members and Elected Officers

Organization	Type	Representative
OLAM	Cotton company	Julie Greene (Chairperson)
Alliance	Cotton company	Umair Zaveri (Vice Chairperson)
Plexus	Cotton company	Nick Earlam
Biosustain	Cotton company	Riyaz Haider
Reinhart AG	Cotton company	Marco Baenninger

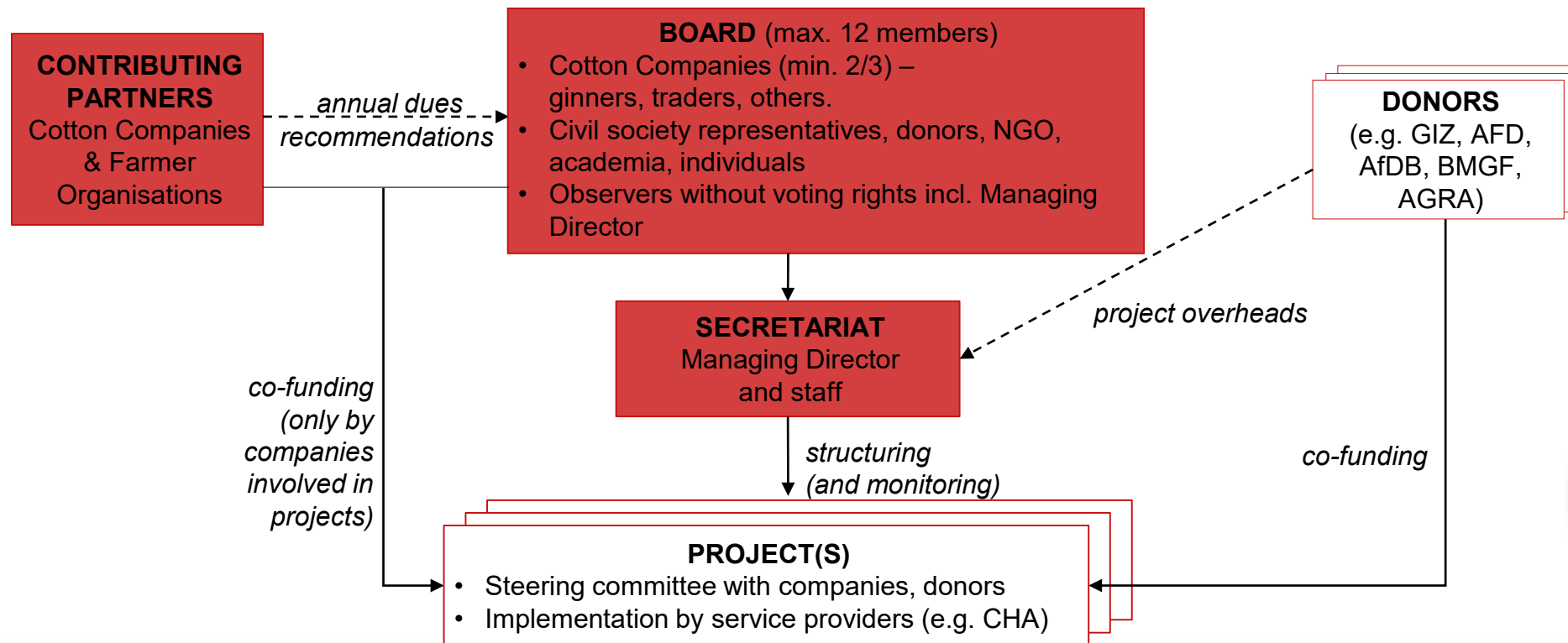
- Board members have been elected for a 3-year period.
- The Chairperson and Vice Chairperson have been elected for a 1-year period. After the next election it will be 3-year period.
- The maximum number of Board members is 12, so there are currently 7 open positions for 3 cotton companies and up to 4 civil society representatives (up to 1/3 of Board members).





Organisation

Contributing partners will fund core operating expenses and define strategy, while donors will fund special projects.





Thank you for your attention!

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