

81ST PLENARY MEETING

MUMBAI, INDIA

🌐 2-5 December 2023

**Cotton Value Chain:
“Local Innovations for Global Prosperity”**



Mr Alan McClay

Alan McClay was appointed CEO of Better Cotton in September 2015. Better Cotton is a multistakeholder organisation and the largest cotton sustainability initiative in the world, with a mission statement of helping cotton growing communities survive and thrive while protecting and restoring the environment. Its members and stakeholders include development specialists, social and environmental campaigners, and experts in sustainable agriculture, as well as some 300 of the world’s best-known fashion and textile brands. In the 2021/22 cotton season, through Better Cotton’s network of field-level partners, 2.8 million farmers in 22 countries received training on sustainable farming practices, and 2.2 million farmers received Better Cotton licences. More than 20% of the world’s cotton is now grown under the Better Cotton Standard. Prior to joining Better Cotton, Alan was CEO of the Consumer Goods Forum and subsequently an independent consultant in sustainability and standards for corporate and institutional clients