

ICAC's 82nd PLENARY MEETING

PRESENTATION FROM: RUCHITA CHHABRA, THE SOURCERY

Date and Time: WEDNESDAY 2 OCTOBER 2024 12:30 – 14:30

Sixth Breakout Session: **Strategies for Improving Cotton Data Accuracy** (in English only)

PRESENTATION TITLE: **SHIFTING THE IMPACT PARADIGM**

ABSTRACT:

DRAFT OPT1: Just over 200 words

In our ever-evolving industry, the importance of precise and verified data, along with supply chain transparency, is critical for advancing sustainable cotton cultivation. Unfortunately, current data often lacks reliability due to inconsistent collection practices and varying standards, complicating efforts to measure and report progress in commercial, social, and environmental areas accurately.

To address this challenge, Sourcery and its partners have launched the Impact and Assurance Programme. This initiative adopts a commercially collaborative approach, streamlining and incentivizing data collection and sharing among all stakeholders in the supply chain—from growers to manufacturers to brands.

The Programme brings unmatched transparency, traceability and trust to the cotton value chain by delivering harmonised region-specific and third-party verified primary data and aims to shift the impact paradigm that transforms how our Partners collect, verify and report on commercial, social environmental impact and traceability.

It offers a more robust, accurate, secure, equitable, and, therefore, scalable way of collecting verified primary data than anything available today—facilitated through the Sourcery Connect App developed in partnership with Bluenumber®.

By creating a system with tangible incentives and seamless integration, we aim to create a model that benefits all stakeholders within the cotton industry, including the growers, ultimately leading to a more transparent and sustainable cotton supply chain.

DRAFT OPT2: Under 150 words

In our rapidly evolving industry, accurate & authenticated data and supply chain transparency are essential for promoting sustainable cotton cultivation, now more than ever.

To address the current challenge of unreliability of data, due to several factors like inconsistent collection methods and varied standards, making it difficult to assess and report on commercial, social, and environmental performance, Sourcery and its Partners have launched the Impact and Assurance Programme.

This initiative promotes collaboration across the supply chain by standardizing and incentivizing data collection and sharing. It enhances transparency, traceability, and trust through harmonized, region-specific, and third-party verified data.



The Programme, supported by the Sourcery Connect App and developed with Bluenumber®, offers a more robust and scalable method for collecting verified primary data. By integrating tangible incentives and creating a seamless system, it aims to benefit all stakeholders, including growers, and foster a more transparent and sustainable cotton supply chain.