



ICAC 81<sup>st</sup> Plenary Meeting

Global efforts in branding  
sustainability and quality assurance

Farm to Fashion: global  
sustainability and traceability  
initiatives

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# CottonConnect - a snapshot

Reimagining the future for supply chains

- ❖ Social Enterprise working in China, Bangladesh, India, Pakistan, Egypt and Turkey
  - ❖ Direct to farmer model and demand driven
- ❖ Trained 770,000 farmers
  - ❖ Including 300,000+ women
- ❖ Farmers in our flagship REEL cotton training programme have:



Increased yields by  
**6.6%**



Reduced input costs by  
**11.4%**



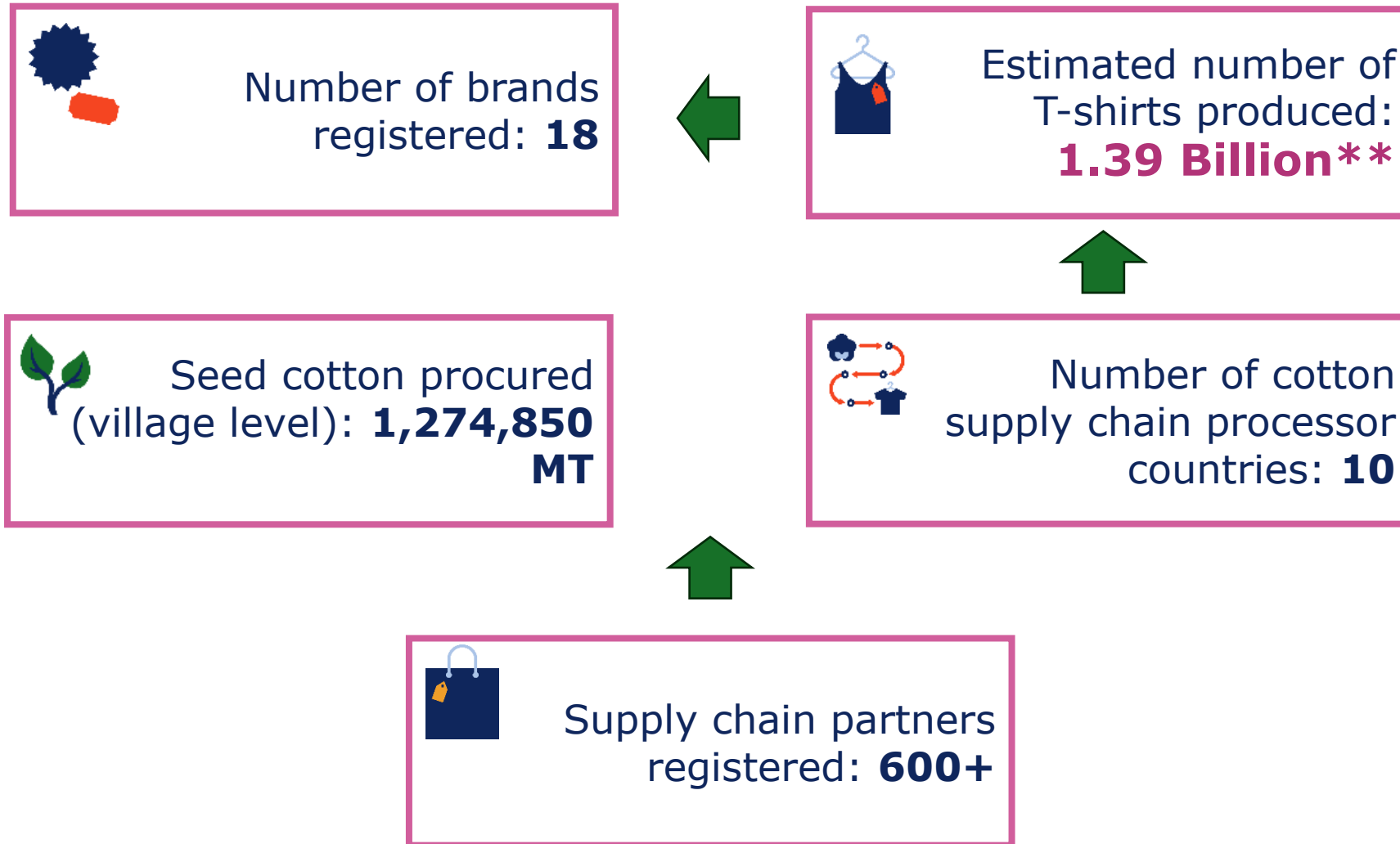
Boosted profits by  
**18.1%**



## Transparency and Traceability – critical for the sector

- ❖ Incoming regulatory pressure on claims
  - ❖ Accurate authentic marketing claims
- ❖ Supply chain visibility and accountability
- ❖ Identifies issues and targets improvements
  - ❖ Human rights due diligence
  - ❖ Supply chain resilience
- ❖ Direct connection with each step of the supply chain: manufacturers, ginners, spinners, farmers





*\*Current database from October 2017 to present date*

*\*\*Equivalent to lint produced and managed*

# What we have learnt

It's about people!

- ❖ It's about partnerships and getting brand commitment to succeed
- ❖ It's also about building effective working relationships with on the ground teams
- ❖ TraceBale is the tool for better supply chain engagement and management



# Building resilient supply chains

Annual materiality survey from our supply chain partners (104)

- ❖ Soil health
- ❖ Health, hygiene and safety
- ❖ Cotton market price
- ❖ A lack of resources and rights for women

## Climate Change

- ❖ Reduction in income
- ❖ Increase in workload
- ❖ Impact on health and wellbeing

