Sustainable Cotton; Signature Programme

What we want to achieve
Farming communities have economic security and sustainable livelihoods and the environment is improved

What we do
- Demonstrate the socio-economic and environmental case for sustainable cotton
- Strengthen industry cooperation to support sustainable cotton
- Increase and improve sustainable cotton production through provision of technical capacity and government support to farmers
- Foster a policy and regulatory environment that supports sustainable cotton
- Support initiatives that build the leadership of women farmers
- Strengthen institutions and technologies that support sustainable cotton

How we measure success
- Number of tons of sustainable cotton produced
- Percentage increase in certified/verified farmers
- Number of hectares under sustainable cotton production
- Percentage increase in net farm income (KPI to vary by geographies)

How we measure success
- Increased (net) smallholder farmers incomes
- Increased certified sustainable cotton farmers
- Increased production of sustainable cotton
- Enhanced market demand for sustainable cotton
- Improved soil health and water conservation
- Increased leadership and capacity of women farm workers
- Improved policy and regulatory environment to promote sustainable cotton
- Number of policies and regulations that support sustainable cotton farming
- Percentage increase in uptake of sustainable cotton by brands
- Number of women in farm leadership roles

Potential risks
- Not enough farmers adopt sustainable cotton farming
- Insufficient incentives for industry cooperation
- Changes in farming practices have negative impacts on women’s rights or gender dynamics
- Governments do not provide enough policy or regulatory accelerate the sustainable cotton market
- Consumer apathy towards sustainable cotton

The challenge
- Lack of transparency and limited traceability leads to poor incentives for increasing sustainable cotton production
- Lack of technical knowledge among farmers means many don’t take it up
- The policies and regulations that support sustainable cotton are inconsistent
- Insufficient sustainable cotton production and demand
- Consumers’ awareness and demand for sustainable cotton will increase
- Farmers lack knowledge when it comes to sustainable cotton practices
- Increases in household income will improve the livelihoods of farmers
- Certification increases market access for farmers
- The Industry will cooperate to boost demand for sustainable cotton and promote greater supply-side transparency and traceability
- Governments can be influenced to support sustainable cotton
- Government support to farmers
- Increased leadership and capacity of women farm workers
- Improved policy and regulatory environment to promote sustainable cotton
- Improved market demand for sustainable cotton
- Increased uptake of sustainable cotton by brands

The results
- Increased (net) smallholder farmers incomes
- Increased certified sustainable cotton farmers
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