

Promoting sustainable cotton globally :

Sustainability and Value Added in the Cotton Economy & African Cotton Foundation

Wolfgang Bertenbreiter, Programme Director
Florian Reil, Project Manager

Geneva, 29.11.2018

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



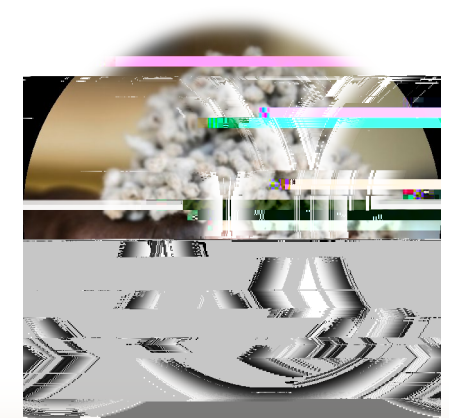
New Global Project “Sustainability and Value Added in the Cotton Economy”

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

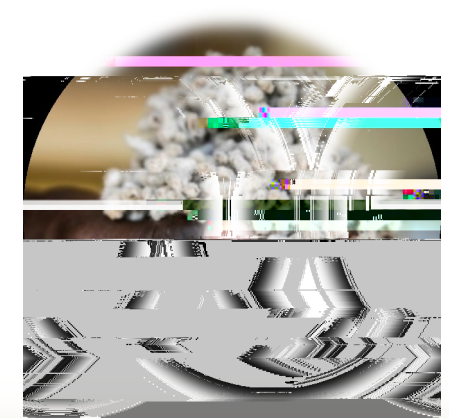
- 4 Defined and measured through the most common sustainability standards (BCI, CmiA, Fairtrade and Organic), ICAC and national frameworks
- 4 Introduction and distribution of cultivation methods, that have the potential to improve smallholders livelihoods (increased income) and protect the environment

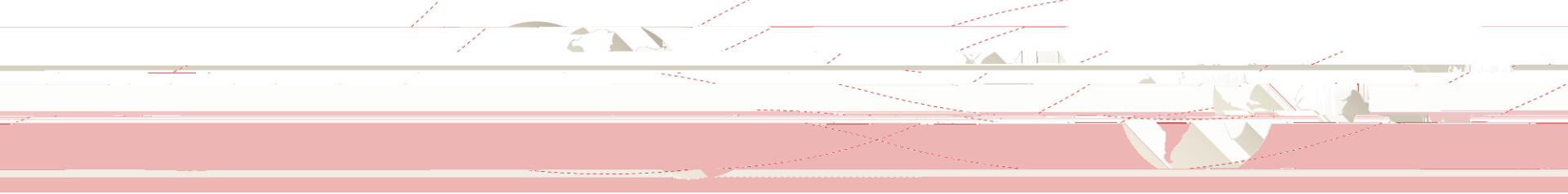
II. Increase in local value added

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

III. Cross cutting issues

- 4 Digitalisation
- 4 Cooperation with the private sector

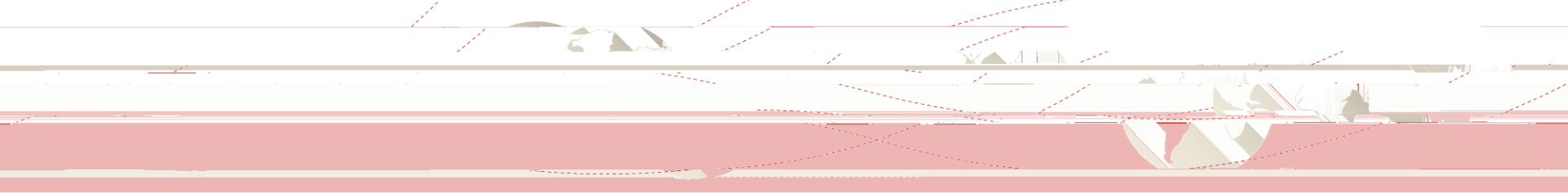




Areas of activity

Partner Countries





Partner Countries

-

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

Wolfgang Bertenbreiter
Programme Director



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

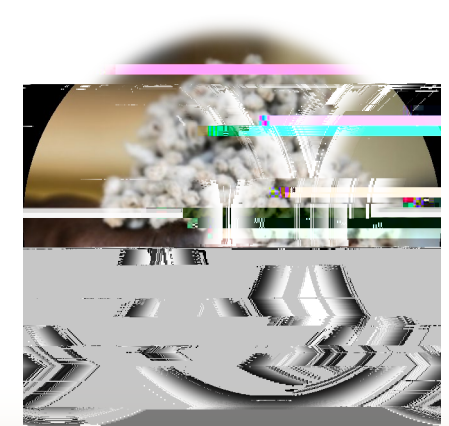
A Strategic Coordinator II

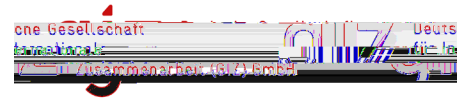
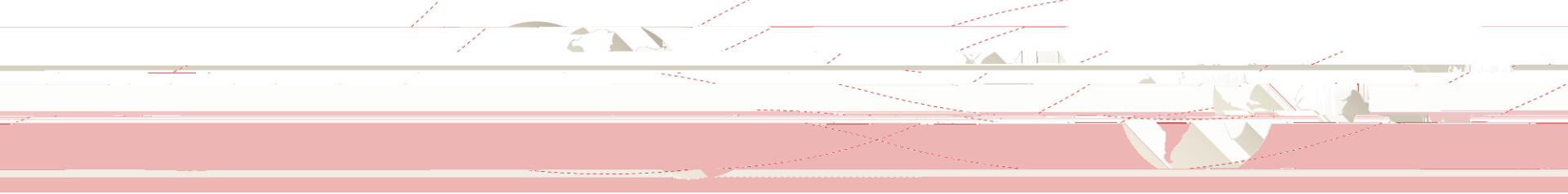
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Founding Members and Elected Officers

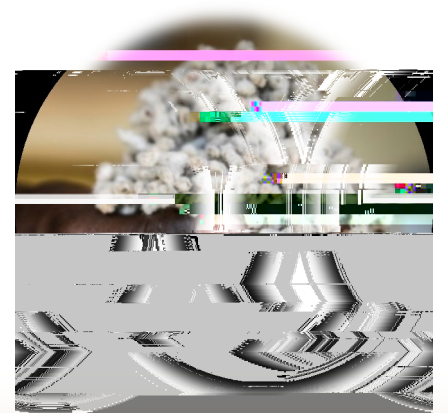
Organization	Type	Representative
OLAM	Cotton company	Julie Greene (Chairperson)
Alliance	Cotton company	Umair Zaveri (Vice Chairperson)
Plexus	Cotton company	Nick Earlam
Biosustain	Cotton company	Riyaz Haider
Reinhart AG	Cotton company	Marco Baenninger

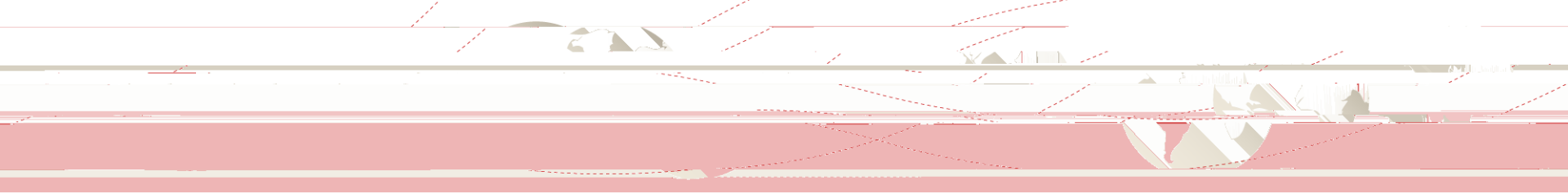
- Board members have been elected for a 3-year period.
- The Chairperson and Vice Chairperson have been elected for a 1-year period. After the next election it will be 3-year period.
- The maximum number of Board members is 12, so there are currently 7 open positions for 3 cotton companies and up to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





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





Thank you for your attention!

