BETTER COTTON INITIATIVE (BCI)

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Introduction and its History

The Better Cotton Initiative (BCI) is a non-profit organization that promotes better standards in cotton farming and practices across 24 countries.

The initiative started in a roundtable discussion by the World Wildlife Fund (WWF) in 2005. Implementation of practices began in 2010 including regions and countries in Africa, Brazil, India, and Pakistan.

Later, it expanded to several other new countries in 2013 including China, Tajikistan, Turkey, and Mozambique.

BCI Goal

- Improving livelihoods and economic development in cotton producing areas.
- Reducing the environmental impact of cotton production.
- Optimizing the use of pesticides.
- Reducing the use of water and energy.

Fig 1.1 Growth of BCI over the years

The Better Cotton Initiative exists to make the global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future, by developing Better Cotton as a sustainable mainstream commodity.

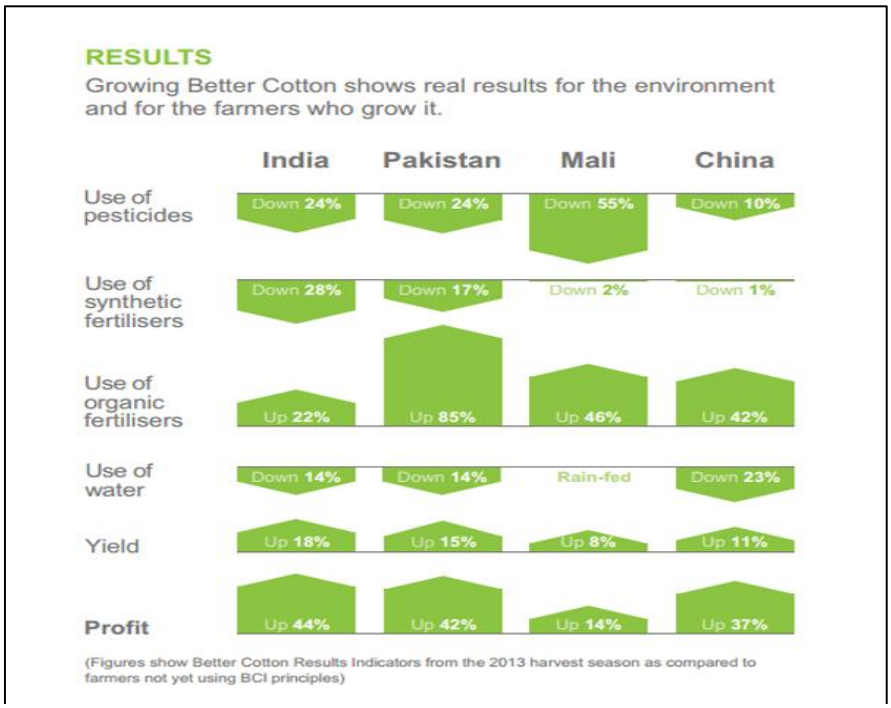

Fig 1.2 Impact of BCI on environment and farmers

Summary

Global retailers include H&M, Gap, IKEA and Levi Strauss, who work with BCI to meet UN's goals to achieve better global water sustainability and sustainable agriculture.

Wishing you a great week ahead!

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