

**In this edition:**

- A warm welcome to new members
- The BCI team grows
- Tracking Better Cotton
- Partnering with other initiatives
- Featured events



Participants of the training on Decent Work, July 2010, India. © BCI / Nicolas Petit

*In July 2010, the BCI, with the Fair Labour Association, delivered training for BCI Implementing Partners in India. 40 people participated and learned a lot.*



Sharing ideas, Training on Decent Work, July 2010, India. © BCI / Nicolas Petit

## A warm welcome to new members

The BCI membership is growing and now counts 34 members across all categories. The latest organisations to join the initiative are:

- *Civil Society*  
International Labour Rights Forum
- *Suppliers and manufacturers*  
American Cotton Growers, Kariwala Industries Ltd., Rajvir Industries Ltd., Winsome Textile Industries Ltd.
- *Retailers and brands*  
Tesco Clothing
- *Associate Members*  
SGS Société Générale de Surveillance, Uster Technologies

To become a BCI member in 2011, please consult:

[http://bettercotton.org/index/9/get\\_involved.html](http://bettercotton.org/index/9/get_involved.html)

**“American Cotton Growers** are pleased to join the Better Cotton Initiative, hoping we can share the US experience from implementing environmental and labour standards. Everyone benefits from responsible stewardship of cotton, yarn, and cloth throughout the apparel supply chain, and we look forward to sharing ideas with our counterparts around the world.”

Wally Darneille, CEO and President, American Cotton Growers Association

## The BCI team grows

Four new staff members have joined the BCI team in the last six months. We are delighted to introduce them to you.



**Dr Shafiq Ahmad** is the Pakistan Regional Coordinator. Shafiq has had a long association with the cotton industry, growing up in the cotton town of Multan, studying cotton in his thesis and being involved in the breeding of cotton varieties. He comes from a career in managing the breeding program for a number of seed companies.

**Muhammad Shuaib** is the Pakistan Supply Chain Coordinator. Shuaib has a strong background in cotton as well, having also grown up in the Multan area, worked for the FAO as an IPM facilitator and trainer in different programmes. He also worked for IKEA as a Project / Supply Chain Specialist.



## BCI in numbers

14 projects are currently implemented by BCI Implementing Partners in India, Mali, and Pakistan. 65,000 farmers are collaborating and participated in training programmes. Farms involved cover more than 190,000 hectares. The first harvest of Better Cotton is expected in India, Mali and Pakistan in the next few weeks. Projects in Brazil will be starting this November.



Women in cotton field, November 2009, Pakistan

© BCI / Muhammad Shuaib



Weighing cotton bale, November 2009, Pakistan

© BCI / Muhammad Shuaib



**Lena Staafgård** is the Membership Coordinator. Lena comes to BCI with long and successful experience working at Forum for the Future, where she was Network Manager and Principal Advisor. Here she managed a business sustainability network with over 70 members, and was in charge of network communications, events, membership development.

**Ruchira Joshi** comes to BCI having gained experience in value chain analysis for retail and consumer goods companies during her time in the Sustainability and Climate Change team at PricewaterhouseCoopers in London. Ruchira has also carried out capacity building work with farmer organisations in Sub-Saharan Africa and South Asia.



## Tracking Better Cotton

In partnership with *UTZ CERTIFIED* the BCI has developed an online Better Cotton bale tracking system to provide assurance that Better Cotton bales on sale contain Better Cotton. The system tracks the volume of Better Cotton produced and ginned and ensures it matches the volume of Better Cotton grown. This will allow BCI members to identify Better Cotton bales. For more information on the supply chain for Better Cotton please refer to: [http://bettercotton.org/index/151/supply\\_chain.html](http://bettercotton.org/index/151/supply_chain.html)

## Partnering with other initiatives

The BCI recently joined a few initiatives working in the field of sustainability, standards and textiles:

**Community Affiliate of the ISEAL Alliance**, the global association for social and environmental standards. <http://www.isealalliance.org/>

**Member of Business for Social Responsibility (BSR)**, a member organisation with a global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. [www.bsr.org](http://www.bsr.org)

## Featured Events

### Inside the Supply Chain – How it really works

San Francisco, 6 October 2010

*A BCI open event for members and interested organisations*

Kindly hosted by Levi Strauss & Co. Places are limited, please contact Lena Staafgård ([lena.staafgard@bettercotton.org](mailto:lena.staafgard@bettercotton.org)) for more information.

### 2010 Organic Exchange Sustainable Textiles Conference

New York City, 26-28 October 2010

Lena Staafgård will be representing BCI at this event.

<http://organicexchange.org/ocems/2010-OE-Sustainable-Textiles-Conference-Conference-Overview.html>

### BCI Annual Membership Conference

Location Europe, tbc, 14 December 2010. *This event is open to members only.*