

# Sustainable Cotton; Signature Programme

## What we want to achieve

Farming communities have economic security and sustainable livelihoods and the environment is improved

## The results

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 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**

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

↑  
**How we measure success**

## We believe

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  
Consumers' awareness and demand for sustainable cotton will increase

## 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

## 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

Insufficient sustainable cotton production and demand  
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

## The challenge