



COTTON
MADE IN
AFRICA

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Dr. Michael Otto on the Cotton made in Africa Initiative

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Dr. Michael Otto, Founder, on the Cotton made in Africa Initiative

“Africa is close to my heart – both personally and as a businessman, I feel very connected to our neighbouring continent. When I founded the Cotton made in Africa (CmiA) initiative back in 2005, I was very aware about the fact that our future also depends on overcoming the big challenges in Africa. Here, CmiA offers solutions and a chance to positively touch the lives of millions of people in Sub-Saharan Africa.”

“The purpose of Cotton made in Africa (CmiA) is as relevant and current today as it was when the initiative was first founded 13 years ago. Through knowledge sharing, smallholder farmers in Africa are enabled to improve their lives and those of their families in a way that is effective, sustainable and, above all, independent. Conserving the nature for following generations is thereby of key importance. Through Cotton made in Africa, this is made possible. By now, more than one million smallholder farmers cooperate with the initiative and cultivate cotton according to the CmiA sustainability criteria. Considering their family members, CmiA is reaching more than 7 million people.”

“Everyone profits through Cotton made in Africa (CmiA) – the smallholder farmers who cultivate the raw material for textile production, the environment whose vital resources are protected, companies who can use sustainable input material for their textiles and last but not least consumers who buy a beautiful product that allows them to do good, not just for themselves but for the environment and the people in Africa – and without paying extra.”

„Cotton made in Africa is the biggest label for sustainable cotton from Africa. This success builds on a strong cooperation with our partners, the cotton and textile companies as well as non-governmental organisations and the public sector. We will continue to rely on our strong partnership with the smallholder farmers and cotton companies in Sub-Saharan Africa, a partnership that builds on self-responsibility and self-initiative, which can only be beneficial for all of us.”