



COTTON
MADE IN
AFRICA

COTTON MADE IN AFRICA

HELPING PEOPLE HELP THEMSELVES
THROUGH TRADE

Pictures: © Albert Watson

The images used in this booklet appear through the courtesy of the project "Albert Watson: Visions feat. Cotton made in Africa" and were exhibited at the Deichtorhallen Hamburg.

COTTON WITH ADDED SOCIAL VALUE AT MARKET PRICES

Today sustainability goals are an integral part of many companies' business strategies. At the same time, more and more consumers value sustainable consumption, yet are cost-conscious when it comes to paying more for sustainable products.

This is where **COTTON MADE IN AFRICA (CMIA)** plays a major part: We make it possible for companies to offer cotton with social and environmental added value at market prices, thus bringing together sustainability and profitability.



SUPPORT FOR AFRICAN COTTON FARMERS

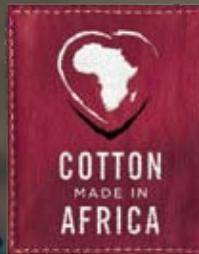
Sub-Saharan Africa* is one of the world's most important cotton exporting region, with more than two million smallholder farmers cultivating the crop. A total of 15.4 million people live from cotton. The cash proceeds from the sale and cultivation of this raw material often represent 50 percent of the smallholder farmers' cash income. Cotton thus plays a key role in **COMBATting POVERTY AND SECURING ACCESS TO FOOD** in Africa.

Until now, **THIS ECONOMIC DEVELOPMENT POTENTIAL** has not been sufficiently tapped. The reason lies in the numerous challenges farmers must face such as fluctuating world market prices, low productivity, and poor infrastructure. Cotton made in Africa's objective is to sustainably improve the living conditions of these smallholder farmers and their families.

*The Sub-Saharan Africa region is comprised of 49 of the total 54 African countries, with the exception of the five predominantly Arab countries situated on the Mediterranean.



Helping smallholder farmers
in Africa help themselves
through trade.



Environmentally
sustainable cultivation
methods protect
people and nature.



HELPING THEM HELP THEMSELVES THROUGH TRADE

Cotton made in Africa does not pursue a donation-based approach. Instead, it seeks to **ACTIVATE MARKET FORCES**. Already today, numerous international retail companies that are partner members of the Demand Alliance buy the raw material produced by the Cotton made in Africa initiative at world market prices.

We offer these companies support in integrating sustainably produced cotton into their value chains. Cotton made in Africa is processed into clothing and home textiles in all of the world's major textile production markets as well as some African countries. At the end of the textile chain, the partner companies pay a nominal license fee back to the initiative.

We finance our work with this income, providing agricultural training, funding the verification of the cotton, and organizing special projects for the cotton growing communities. In 2015, roughly **650,000 SMALLHOLDER FARMERS** took part in the program in Cameroun, Ethiopia, Ghana, Ivory Coast, Malawi, Mosambik, Uganda, Tanzania, Zambia and Zimbabwe.



WE SET STANDARDS – AND MAKE SURE THEY ARE MET

In keeping with its promise of value, the Cotton made in Africa initiative has developed a standard based on **SOCIAL, ENVIRONMENTAL AND ECONOMICAL CRITERIA AND TARGETS.**

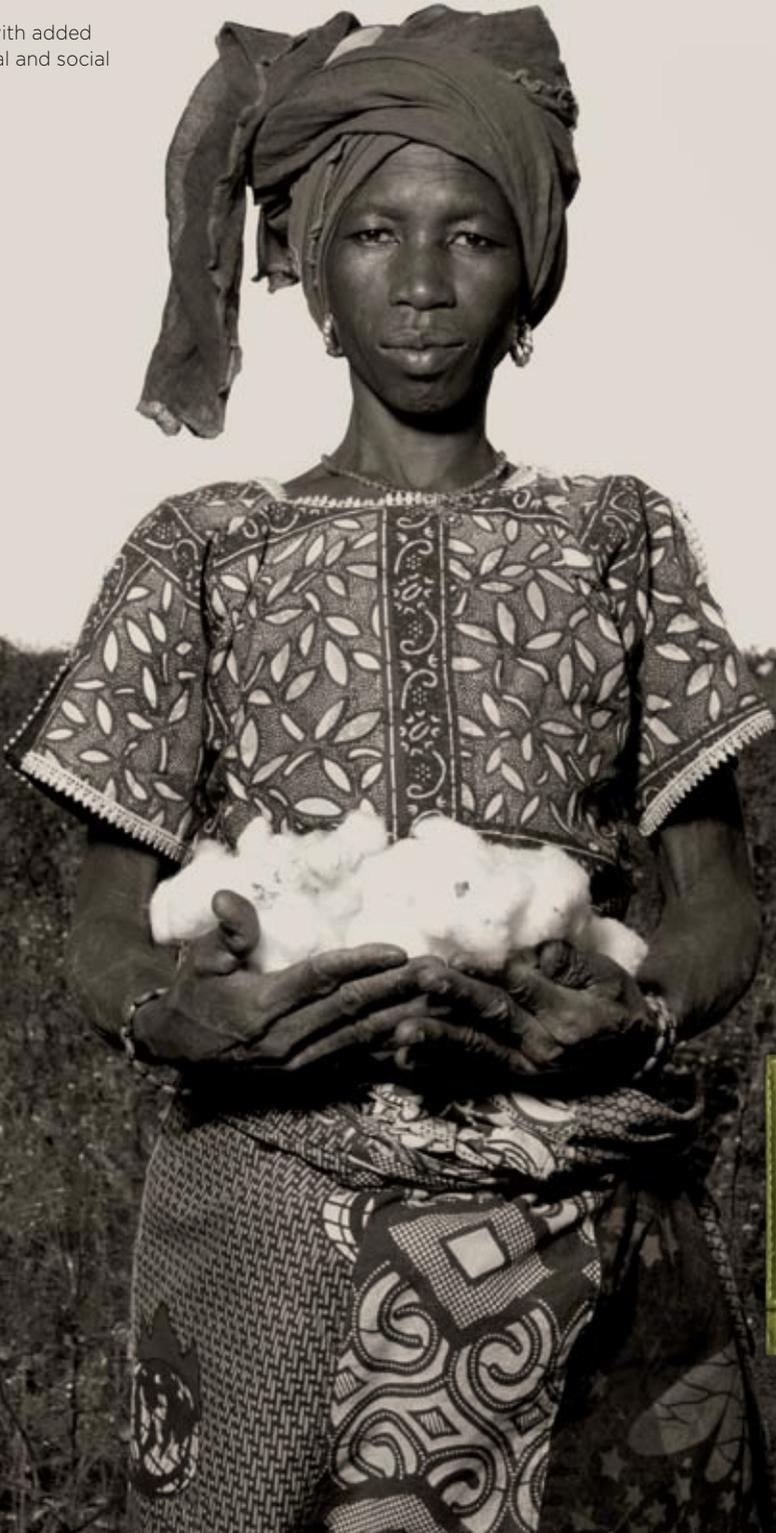
CmiA has developed a set of criteria defining sustainable cotton production at both farming and cotton gin level. Both levels include exclusion criteria (e.g. felling of primary forests, use of genetically modified seeds, child labor* or the use of dangerous pesticides**) as well as development criteria (e.g. proportion of women among farmers trained). As an extension of its existing portfolio, the CmiA Organic standard was launched. It complements the existing Eco Standard (EC No 834/2007) and the Global Organic Textile Standard (GOTS) with the social and economic criteria of CmiA.

Cotton made in Africa supports the participating smallholder farmers in continually improving their know-how when it comes to cultivating cotton. We achieve this through organizing training courses in which the farmers learn efficient and environmentally sustainable cultivation techniques that help them increase their crop yield and thus their income. We regularly commission independent organizations to verify **THAT OUR SUSTAINABILITY CRITERIA ARE BEING MET.**

*As defined by ILO Conventions 138 and 182.

**All pesticides listed by the Rotterdam Convention and the Stockholm Convention or which have been classified as dangerous by the WHO.

Cotton with added
ecological and social
value.



COTTON
MADE IN
AFRICA

ORGANIC

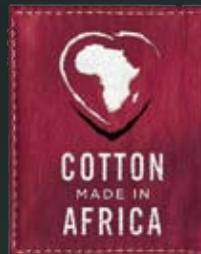


Access to education for
the smallholder farmers
and their families.

EVERYBODY WINS

The result of our holistic approach is a **WIN-WIN SITUATION** for everyone involved. Partner members of the Demand Alliance receive cotton that has been produced in accordance with a social and environmental standard without having to pay a significantly higher price for it.

The African smallholder farmers and their families learn efficient cultivation methods that help improve their incomes through higher crop yields and which protect their health and respect the environment. At the same time they benefit from community projects such as an improved school infrastructure.



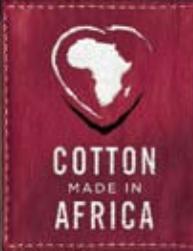
MEASURABLE SUCCESS FOR SOCIETY, ENVIRONMENT, AND BUSINESS

Since the market launch in 2007, sales of Cotton made in Africa have risen **FROM 400,000 TO AROUND 35 MILLION TEXTILE PIECES**. We contribute to making cotton cultivation environmentally, socially and economically more sustainable throughout the initiative's project countries. As a result of our training, the participating smallholder farmers have been able to raise their crop yields by an average of 20 percent.

Cotton made in Africa helps to improve the school infrastructure in the project regions and to strengthen women's rights through a number of social projects. In terms of ecological impact, the Life Cycle Assessment of Cotton made in Africa carried out by PE International shows that **CMIA HAS A FAR SMALLER ENVIRONMENTAL FOOTPRINT** than conventionally produced cotton. The study shows that CmiA cotton generates up to 40% fewer greenhouse gas emissions* and saves more than 2,100 liters (554 gallons) of water* compared to the global average.

*per kilogram of cotton fibre

Better income plus
punctual and reliable
payment for the
smallholder farmers.



A partnership of equals
between African farmers
and companies worldwide.






COTTON
MADE IN
AFRICA



AID BY TRADE FOUNDATION

The Aid by Trade Foundation was created in 2005 by Dr. Michael Otto, an entrepreneur from Hamburg, Germany and Chairman of the Otto Group's Supervisory Board. Since its inception, it has been an independent, non-profit organization. The foundation's goal is to use trade to help people help themselves, thereby supporting the preservation of vital natural resources and securing the livelihoods of future generations. The Aid by Trade Foundation is the umbrella organization of Cotton made in Africa and realizes its goals through this initiative.

Aid by Trade Foundation
Bramfelder Chaussee 105 · 22177 Hamburg · Germany
Tel. +49 40 6461-7971 · E-Mail: info@abt-foundation.org

www.cottonmadeinafrica.org