



COTTON MADE IN AFRICA

Annual Report 2018



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FOREWORD

FOUNDER PROF. DR. MICHAEL OTTO ABOUT COTTON MADE IN AFRICA

2018 was without question a very challenging year in many respects. The two oldest democracies in the world were preoccupied with internal conflicts that have a major impact on our global community: Great Britain's possible journey into an unregulated Brexit just as the trade wars set off by the United States of America, could lead to serious social and economic conflicts. At the same time, the simple slogans of populists have set the tone for the political discourse in many places and harbor the risk of splitting society. In my view, what is most devastating in the long term, however, is the fact that carbon emissions continue to rise worldwide, and that the exploitation of our ecosystems continues to progress.

Yet despite these adverse developments, resignation would be out of place. On the contrary, courageous, resolute action based on clear values is now more important than ever before. My foundation, the Aid by Trade Foundation with Cotton made in Africa, has been making a significant contribution for 14 years. The initiative is committed to ensuring that one million smallholder farmers in ten African countries plant, harvest, and trade cotton in a socially, economically, and ecologically sustainable way.

Nature as well as the approximately six million family members of the smallholders benefit.

One of the key principles according to which the foundation conducts its work is protecting the environment for future generations. The logic behind this guiding principle is clear: If people continue to act as they have been doing, they will destroy their own livelihood. If nature is not intact, there is no prerequisite for our well-being, for our existence.

"It is the courage and strength of our partners in Africa and around the world that spurs us on ..."

We could feel the harbingers of this devastating development very clearly in 2018. For example, the record summer temperatures and the extreme drought with rainfall far below average at the same time led to serious harvest losses. Or the dramatic decline in the number of native insects and birds, as clearly evidenced by environmental organizations and scientists.

For Cotton made in Africa, environmental protection specifically related to Africa means: It is prohibited to clear primary forests in order to cultivate cotton on the land. The use of genetically modified seeds is prohibited, as is the use of many pesticides. Increasing use is being made of organic pesticides, i.e. plants that grow near the cotton fields and are therefore easily available to farmers, inexpensive, and not harmful to people nor the environment. Instead, Cotton made in Africa cotton is rainfed cultivated and crop rotation is applied, e.g. with corn and soy, so that the soil can be revitalized and infestation by pests is kept to a minimum. Finally, the crops are harvested by hand, i.e. without the use of defoliants.

At first glance, these guidelines sound restrictive, but another important guiding principle of the foundation is: interaction at eye level. Europe and Africa have common interests: from the battle against climate change to implementing sustainable development goals, right down to the fight against the causes of migration. That is why Cotton made in Africa does not stand for one-sided "aid", because that merely creates new dependencies. Rather, it is about sustainable economic relations that guarantee compliance with environmental and social standards and from which all stakeholders benefit equally.

Education plays a key role in implementing the goals of Cotton made in Africa. It lays the foundation for sustainable, prosperous, and peaceful development in the African states. At Cotton made in Africa, this means, in specific terms, investing in developing and further expanding school infrastructures in rural regions, as well as providing agricultural training and farmer business school courses for smallholders.

A further cornerstone of the initiative's activities is to promote women on their way to economic independence, to support women's cooperatives, and to strengthen the role of women in African societies as a whole.

Over the years, Cotton made in Africa has built up and continuously expanded a demand alliance. Its members, which now include over 40 international textile companies, demand the CmiA-certified cotton and may use the Cotton made in Africa label for a licensing fee of just a few cents per jeans or T-shirt. The initiative uses these license fees to finance its work in Africa and thus offers more and more local people a sustainable livelihood and perspective for a dignified existence.

Meeting the challenges successfully takes courage – both in the global context and in achieving the goals of Cotton made in Africa. Courage in the countryside to make a living by growing cotton for a large family, and courage to convert the entire demand of a company to sustainable raw materials. It is the courage and strength of our partners in Africa and around the world that spurs us on and motivates us every day to continue working with them on the success of our initiative and that allows us to look to the future with great optimism.



CONSOLIDATED RESULT

As in the past, the Aid by Trade Foundation (AbTF) increased its revenue from the sale of Cotton made in Africa (CmiA) cotton in 2018 and increased the share of licensing income to total income.

A successful year for CmiA: In the 2018 fiscal year, the AbTF increased its income from the sale of CmiA cotton by 7.5 percent in comparison to the previous year to EUR 2,187 thousand. The share of licensing income to total revenues rose accordingly: It is now at 71 percent – after 68 percent in the previous year.

In detail, ATA KORA Fördergesellschaft GmbH (ATA KORA), which markets the CmiA rights, generated licensing income of EUR 1,691 thousand. Sales of CmiA-certified cotton as BCI cotton amounted to EUR 496 thousand. The increasing demand from the retailers and brands of the Demand Alliance has also led to an expansion of the global network of cotton companies, traders, and spinning mills. These partners contributed 14.5 percent of income with contributions amounting to EUR 450 thousand.

As in the previous year, the AbTF financed itself without any public grants in 2018. However, the income from donations could be more than doubled to EUR 392 thousand. They were used in particular to co-fund cooperation projects (see page 16 and 17).

In relative terms, this means that the business enterprise generated 87 percent of its income, while donations accounted for 13 percent. This result confirms that the initiative is largely supported by the companies that process CmiA cotton and that the foundation's motto "aid by trade" is put into practice.

In addition, AbTF made increased investments in marketing and sales via its marketing company ATA KORA in 2018 – the proportion of expenditure in this area thus lies at 19 percent, as in 2017. Expenses to implement the CmiA program locally amounted to

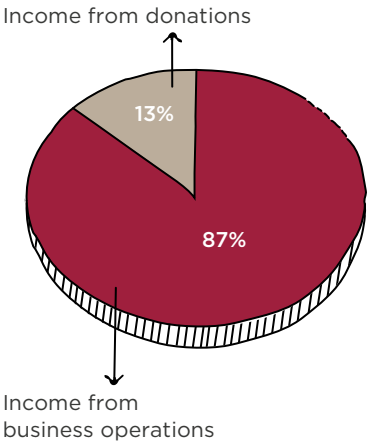
EUR 1,578 thousand and were thus also at the previous year's level. At the same time, the AbTF used EUR 1,096 thousand, around 7.6 percent more than in the previous year directly and via cooperation partners – such as Cotton Expert House Africa (CHA) gGmbH (see page 11 and 15) – for training measures for smallholder farmers and accompanying cooperation projects.

The "Program Service Expense Ratio" increased from 66 percent to 68 percent. This figure describes

the effectiveness of the funds used and is calculated using the ratio of total expenditure to the funds that directly support the foundation's objectives.

In total, the consolidated net income for the year amounts to EUR 279 thousand before taxes. This ensures a solid equity structure, e.g. through the formation of free reserves, and creates the basis for further investments in the coming years.

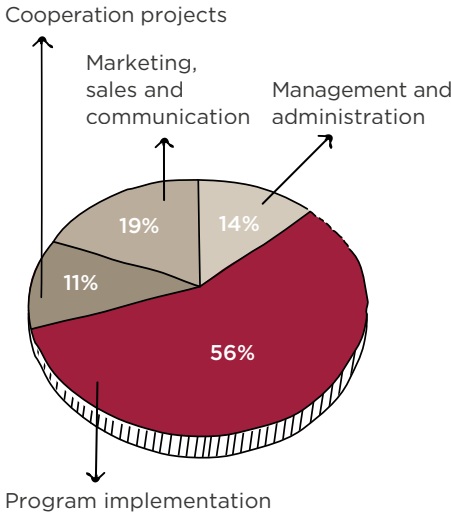
REVENUE 2018



Income	kEUR	in %	2016 in %
License fee income	2,187	71%	68%
Partnership contributions	450	14.5%	13%
Private grants	16	0.5%	7%
Donations	392	13%	5%
Service fees	20	0.5%	1%
Other income	17	0.5%	6%
Total income in 2018	3,082	100%	100%

	kEUR	in %	2017 in %
Income from business operations	2,690	87%	95%
Income from donations	392	13%	5%

EXPENSES 2018



Expenses	kEUR	in %	2017 in %
Management and administration	379	14%	15%
Program implementation	1,578	56%	61%
Cooperation projects	319	11%	5%
Marketing, sales and communication	527	19%	19%
Total expenses in 2018	2,803	100%	100%

	in %	2017 in %
Program Service Expense Ratio = Program Service Expenses/Total Expenses	68%	66%

	kEUR	2017
AbTF contribution to training programs and cooperation projects in 2018	1,096	1,019

THE YEAR 2018 IN FIGURES – IN THE FIELD



22 cotton companies

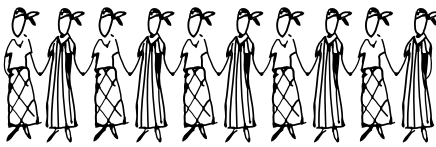
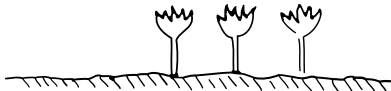
1.78 Average acreage per farmer (in ha)

580,000

Total CmiA cotton harvest (ginned, in t)

1,780,000

Overall farming area (in ha)



16% of all CmiA farmers are female



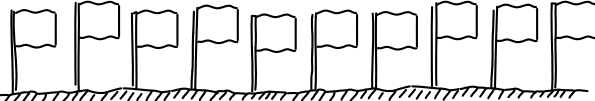
1,000,000 certified smallholders

Around 37% of African cotton production is CmiA certified



12,400

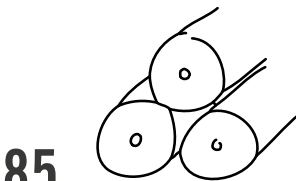
factory workers in cotton ginning plants



10

growing countries

THE YEAR 2018 IN FIGURES – ALONG THE TEXTILE VALUE CHAIN



85

spinning mills and textile producers registered with CmiA



46

CmiA trading partners

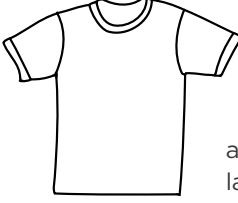
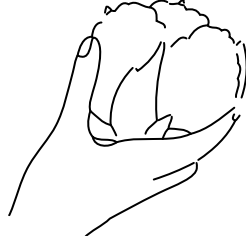


19

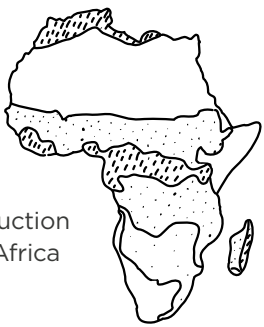
textile production markets worldwide

15

cotton traders



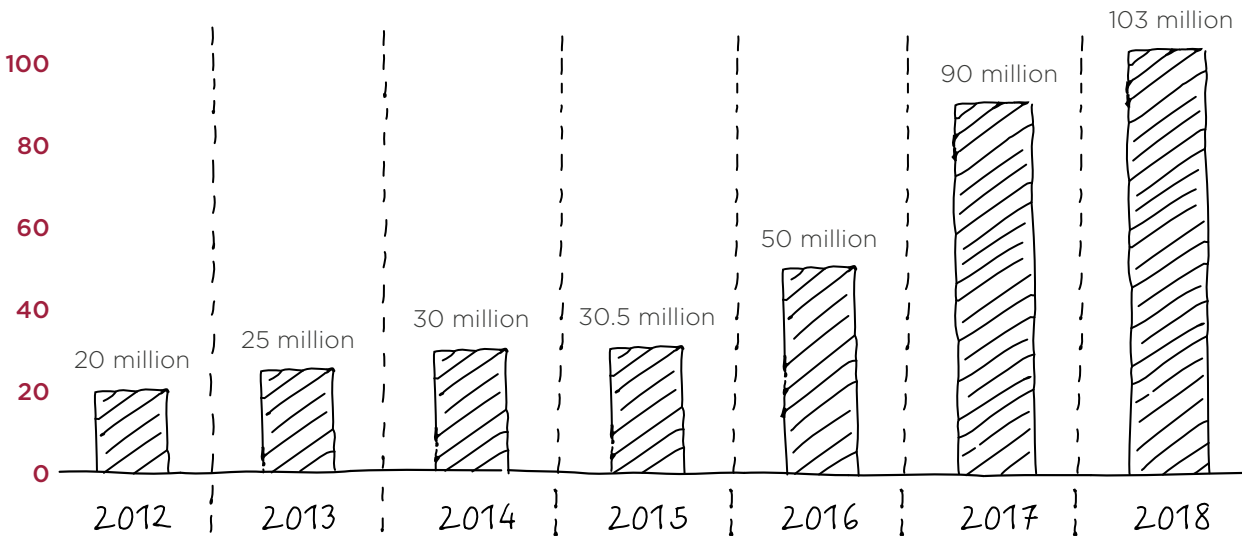
around 103 million CmiA-labelled textiles on the market



7

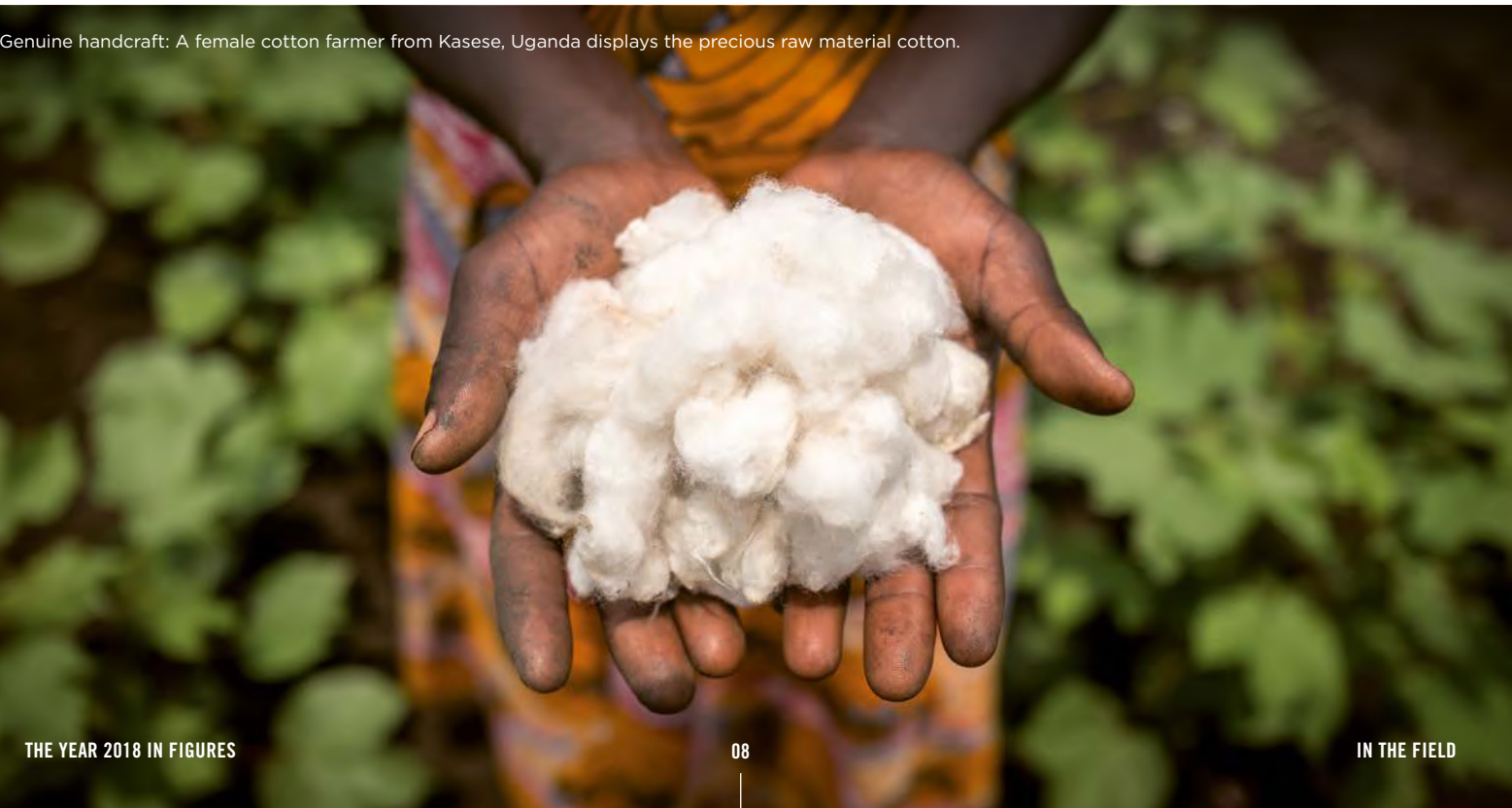
textile production markets in Africa

CMIA-LABELLED TEXTILES



All data incl. CmiA and CmiA-Organic, rounded figures.

Genuine handcraft: A female cotton farmer from Kasese, Uganda displays the precious raw material cotton.





CMIA IN THE FIELD

Good raw material isn't everything, but without good raw materials, everything is nothing: This is why CmiA, together with local partners, trains smallholder farmers in sustainable and efficient cotton farming practices. This promotes environmental protection while also significantly improving the living conditions of the farming families in the African cultivation areas at the same time.

NEW PARTNERS

CmiA expands network in Africa with four new cotton companies

The number of cotton companies receiving CmiA and CmiA Organic certification grew in the past fiscal year. One new company was added in each of the following countries: in the Republic of Côte d'Ivoire (CIDT), Mozambique (Olam), Nigeria (Arewa Cotton), and Zambia (Highlands Cotton Trading). At the end

of 2018, CmiA cooperated with a total of 22 cotton companies in ten sub-Saharan African countries. The sub-Saharan Africa region is comprised of 49 of the 55 African states, with the exception of the five Arab countries bordering the Mediterranean Sea.

The independent and internationally recognized companies EcoCert and AfriCert conducted the certifications on behalf of the AbTF. A total of 19 African auditors were deployed in 2018.



SUPPORT FOR SUSTAINABLE COTTON FARMING IN AFRICA

Expertise and training in sustainable cotton farming: The Cotton Expert House Africa

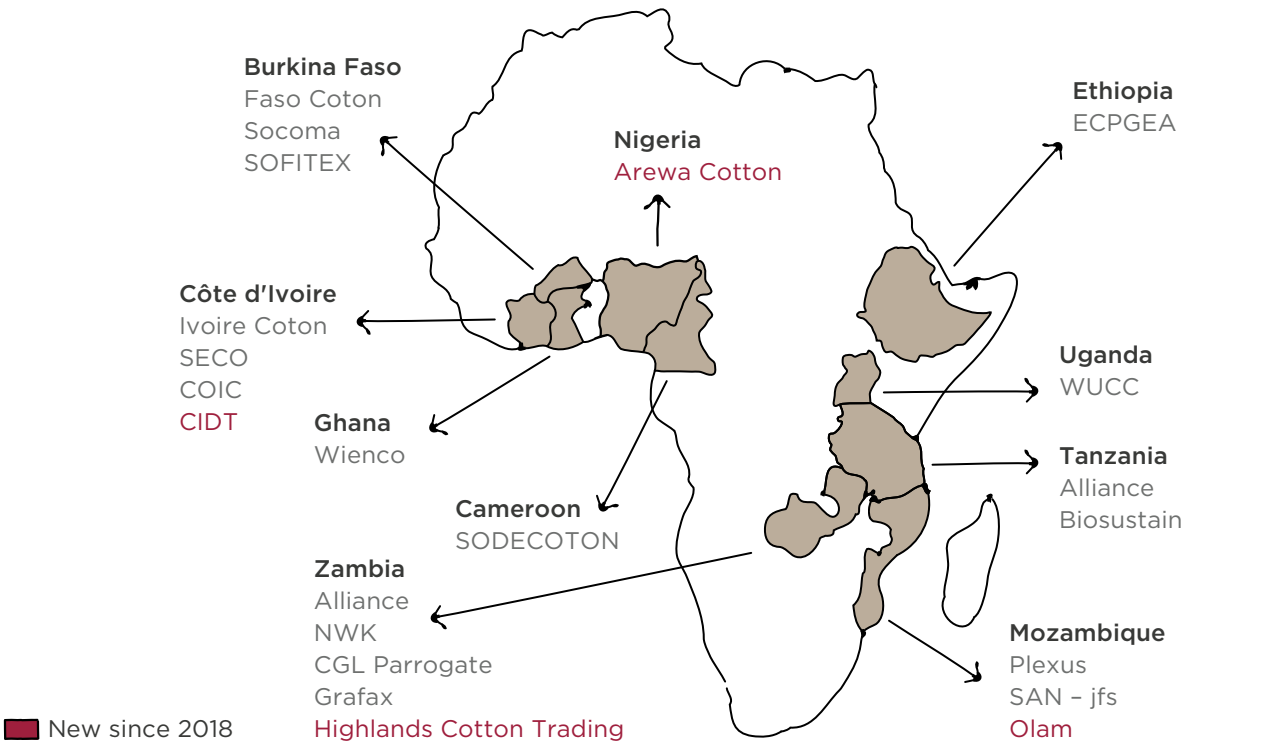
The Cotton Expert House Africa gGmbH (CHA) was founded in December 2016 because the previous implementation program COMPACI (Competitive African Cotton Initiative) was to expire in the following year. With the successor organization Cotton Expert House Africa AbTF ensured that the existing expert knowledge, training concepts, and training materials were transferred to a suitable successor organization. The shareholders are AbTF and GFA Consulting Group GmbH, which are active worldwide in implementing consulting and other services in developing countries. The AbTF holds two-thirds of the shares, the GFA one-third. As a private-sector non-profit organization, the CHA continues to support sustainability along the entire value chain from cotton farming to textile

production in Africa with supporting measures. The CHA maintains two regional offices: in Ouagadougou, Burkina Faso for Western and Central Africa and in Nairobi, Kenya for Eastern and Southern Africa. A total of six full-time employees work in both offices.

As in 2017, the CHA acquired financing from the German Federal Ministry for Economic Cooperation and Development (BMZ). There was a change at the management level: Christoph Kaut retired, Corin Wood-Jones was appointed to the position on October 1 (see also interview on page 15).



THE CMIA PARTNER COMPANIES IN SUB-SAHARAN AFRICA



FOR THE BENEFIT OF THE FEMALE PRODUCERS

Josia Coulibaly on sustainability in the cotton business, women in Africa and her assertiveness in the village

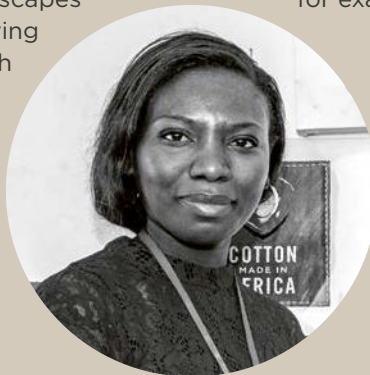
Ms. Coulibaly, you are responsible for corporate responsibility and sustainability at SECO, a cotton branch of a company of the Olam Group and a wholesaler of agricultural goods. What is your main role?
Together with my department, I develop and implement programs and activities to benefit our partners. The focus is on creating living landscapes where prosperous farmers and thriving communities live in harmony with healthy ecosystems.

One aspect of working in-line with the CmiA standard is empowering female farmers. How are the female cotton farmers organized?

We work with registered individual producers as well as with organized women's associations, registered under the name of their president. In addition to their fields where they grow food crops, they have a common plot where they work one or two days a week — often earning their own income for the first time. Revenue is collectively spent to benefit the community, such as fixing water pumps and other social actions.

Are there any initiatives you have set up to specifically assist female cotton farmers?

Yes, selected women's groups are trained by us with the support of external partners in associative life, entrepreneurship and the establishment of 'Village Savings and Loan Associations' (VSLAs). Although these initiatives are carried out for the benefit of female cotton producers, they are also open to other women in the villages. In 2018, 543 women participated in these activities. At the end of the season, there is a celebration in which they were officially recognized and rewarded to encourage other women to do the same. I am proud that our work to support women even attracted the international press — our work got featured in the newspaper "The Telegraph" among others.



JOSIA COULIBALY

Appointee for
Corporate Responsibility
and Sustainability,
SECO, Côte d'Ivoire

Do you get different feedback from men and women?
Some producers report significant improvements in their living conditions. They also participate financially in community projects and are more involved in meetings on decisions. It is a great challenge to undertake activities that are culturally undesirable, for example access to land. That's difficult.

How did you manage to be accepted as a woman in the villages?

My first experience was in the village of Yedandiekaha. I was there for a broken water pump. People were amazed to see such a young lady and wondered what she was doing here. But when I came back again and again, the villagers learned that my visits are always linked to a social initiative or a project for them.

And how does SECO work on equal opportunities for men and women in their own company?

Olam International has a non-discrimination charter that promotes equality for all people without discrimination. An internal mentoring system called 'GROW' (Globally Reaching Olam Women) has been set up in order to coach women to take on greater professional responsibilities.

"Some producers report significant improvements in their living conditions."

THE CmiA CERTIFICATION SYSTEM

The audit of the CmiA standard by external auditors and its results in 2018

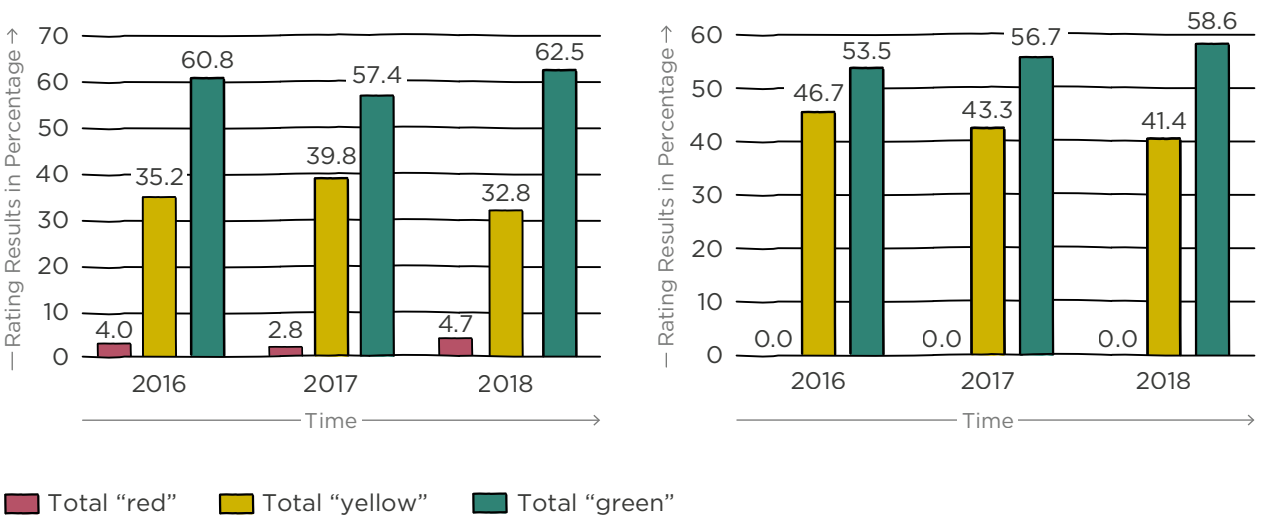
Trust forms the basis of our partnerships, but checks guarantee certainty: Cotton companies that want to sell cotton with the CmiA certificate are checked regularly. This monitoring serves two purposes: On the one hand, it is a question of complying with the exclusion criteria set by CmiA including, for example, the ban on the worst forms of child labor and other requirements of the International Labour Organization (ILO), or the ban on genetically modified seeds, the exclusion of artificial irrigation and certain dangerous pesticides listed in the Rotterdam and Stockholm Conventions or classified as extremely or highly hazardous by the World Health Organization (WHO). On the other hand, it checks and assesses whether the pledge made by CmiA with regard to sustainability has been fulfilled. The results of the external checks, the certification results, provide a

detailed overview of how cotton companies and farmers improve their processes towards an environmentally and socially sustainable production. It furthermore outlines which impact CmiA has on social, ecological, and economical aspects and how the initiative improves the living conditions of the farming families involved as well as their environment in the long term. Is equality between men and women progressing? Are sufficient measures being implemented to maintain soil fertility in order to secure the livelihoods of smallholder farmers and their families in the long term? Has the use of pesticides been reduced to a minimum level? With the help of a traffic light rating system, the progress of the individual cotton companies can be measured and evaluated.

In 2018, 26 regular certification missions took place, 12 in the fields, 14 in the ginning plants. In addition, three partners each asked for a follow-up certification of cotton production in the field. At the request and expense of the partners, the performance of individual criteria that had not yet achieved a satisfactory result during the regular certification process was re-assessed and intensive efforts were made to improve them.

THE RESULTS OF THE CERTIFICATIONS

Independent and qualified third-party auditors regularly check the performance of cotton companies participating in CmiA. For this purpose, the sustainability criteria are assessed both for cotton farming in the field (left-hand diagram) and ginning plants (right-hand diagram) using a classic traffic light rating system. Green corresponds to proven sustainable management according to the CmiA standard.



Aggregated results for assessing the sustainability on farm level over the last 3 years.

Aggregated results for assessing the sustainability at the ginning-plant level over the last 3 years.



Regular stakeholder meetings promote dialogue between partners, as here in Kampala, Uganda.

THE NETWORK

How the AbTF coordinates dialogue with African cotton companies

The process consists of two basic modes of action: from top to bottom and vice versa, from bottom to top. Whereas certification takes place top-down, conferences and workshops are held locally using the bottom-up principle. The aim is to meet with partner companies on a regular basis, to observe the local implementation of CmiA standards, to obtain impressions of the existing challenges, and to share practical experience for practical application. In specific terms, the following meetings took place in 2018:

In Zambia: In March and May, four of the five partners were visited in the land of waterfalls. In addition to in-depth discussions with the respective management boards, the content of the meetings also included visits by various farmers' groups and women's clubs.

In Ethiopia: In the world's most populous land-locked country, the first meetings were also held in May with a ginning plant that was looking to join CmiA, as well as with an organic cotton project from the Arba Minch region, which is being realized by a local non-governmental organization.

In Uganda: In October, a CmiA delegation visited the multi-ethnic state to have a closer look at a certified cotton company and a textile company that processes CmiA.

In Turkey: Also in October, representatives of 18 cotton companies accepted the invitation by the AbTF to travel to Istanbul. They visited a spinning mill including machinery and laboratory, a textile processing plant, and an import company. This gave cotton producers a detailed insight into the textile value chain all the way to the final product. The various stages along the textile value chain made it clear how many manual operations and complex processing steps are required before a high-quality T-shirt can be made from the cotton raw material. The aim was also to sensitize the representatives of the cotton companies to the fact that they can achieve a higher price on the world market as the quality of their cotton increases. A conference day followed.

ECONOMY AND ECOLOGY IN EQUAL MEASURE

Corin Wood-Jones on realities and risks in the field and the Cotton Expert House Africa

Mr. Wood-Jones, you have been Managing Director of Cotton Expert House Africa (CHA) since 2018. Why did you apply for this position specifically?

During my career, I have spent more than 15 years living and working in Africa, with an especially strong focus on the cotton sector. Additionally, in more recent years, I have been directly involved in driving the development of sustainable cotton production across other parts of the world – this has served to broaden my perspective and understanding of key issues, as well as how change can be usefully effected in diverse contexts. The role with CHA presents an excellent opportunity to focus this experience back in the continent where it all began for me – Africa.

How do you assess the developments in the African cotton and textile sector in recent years?

When I began working in the sector, objectives were more commonly linked to profitability alone. In recent years, there has been a big shift to a more holistic and sustainable approach – economic concerns are now increasingly being addressed alongside the interrelated social and environmental issues.

Where do you see the greatest challenges for sustainable African cotton production, where are the opportunities?

Globally, the demand for sustainably produced cotton, apparel and textiles is growing at a rapid pace. Already, there are in excess of 40 international retailers and brands that have publicly and/or internally set targets to be consuming 100% sustainably produced cotton within a few short years. Accordingly, this translates into a requirement which needs to be properly addressed by the entire cotton supply chain. This scenario applies equally to the African cotton sector, so ensuring that farmers and other stakeholders are properly supported in adapting to this evolving reality are crucial.

How important are sustainability standards for the cotton sector at the global level and especially for Africa?

Without the proactive and collaborative efforts of sustainability standards, organizations such as CHA, and others, there are some significant risks of increased marginalisation for everyone involved.

What role should the Cotton Expert House Africa play in the future to promote positive change?

The objective is for CHA to serve as a platform for all industry stakeholders to facilitate exchange, share knowledge and learning experiences and offer technical support and practical solutions.

What does that mean in concrete terms, what are your plans for 2019?

Last year, the CHA expanded its work in East and Southern Africa and West and Central Africa through two regional hubs located in Kenya and Burkina Faso, respectively. In the last 12 months, this permanent presence in Africa has enabled CHA

to set-up and implement a broad range of 14 projects across eight countries. At the end of 2018, the CHA also organized and hosted its second Pan-African Cotton Conference, which took place in Kampala, Uganda, with more than 150 participants from 20 countries. In 2019, CHA will continue building its portfolio of projects across the continent, including the organization of a number of country-level technical workshops, which will ensure that context-specific issues are being properly understood and taken into account as new projects are being designed and implemented.



CORIN WOOD-JONES

Managing Director,
Cotton Expert House
Africa (CHA), Germany

“Economic concerns are now increasingly being addressed alongside the interrelated social and environmental issues.”



In addition to sustainable cotton cultivation, CmiA and its partners support community and special projects in the CmiA cotton growing regions in the areas of education, health, women empowerment and nature conservation.

THE CMIA COMMUNITY COOPERATION PROGRAM FOR VILLAGE COMMUNITIES

Education, the empowerment of women, health, environmental protection: How the cotton companies use AbTF subsidies

Cotton companies implemented numerous projects to support village communities in 2018 as part of the CmiA Community Cooperation Program (CCCP). A central focus in 2018 was the empowerment of women and children.

Schools for Tanzania

In 2016, the construction of a health station in the rural community of Kasoli, to care for women giving birth and their babies, was completed. Then the next logical step was taken: In order to guarantee the children a good education, the cotton company Alliance built a total of seven different primary and secondary schools in the Simiyu region to respond to an acute lack of appropriate school infrastructure. The project included twelve classrooms, 30 gender-specific latrines and a girls' dormitory (see also the interview on page 19). Numerous pupils in the region benefit from the measures as their distances to school is significantly shorter, and they are able to learn in a clean and orderly environment.

Women empowerment in Uganda

Improving the living conditions in sub-Saharan Africa is directly linked to the empowerment of women. This is because women do a large part of the work in the fields, they predominantly run the household, care for their children and the entire family. To enable women to take the step towards economic and social independence, the Western Ugandan Cotton Company (WUCC) supports a 90-strong women's club in the Kasese region by erecting a building that serves as a production and storage site for cornmeal and the machines required for this purpose. The building protects the machines and enables the women to earn additional income by selling the cornmeal.

In addition, a borehole was drilled in another community to make everyday life easier for women and girls, who are traditionally responsible for fetching water. Previously, they had to walk up to four hours a day to get water for their daily needs. The new borehole will benefit more than 300 households and thus the entire village community.

Education in Cameroon

Since 2014, the AbTF has also been active in the Central African country. The most important pillar of the country's economy is agriculture, which is almost entirely in the hands of smallholder farmers. Cotton is traditionally considered one of the main sources of income with which the families in the rural regions earn their livelihood. In addition to training in modern and sustainable farming methods, the focus is now also on gradually improving the infrastructure. The cotton company Sodecoton built a new school building in 2018, with two classrooms and two latrines as a result. Some 150 primary school pupils benefit from the improved infrastructure.

Water supply in Côte d'Ivoire

Contaminated water and lack of hygiene are among the main causes of numerous diseases and infant mortality, which is still very high in many countries. This is where CmiA comes in with local projects. Together with the COIC cotton company, five boreholes were built at five primary schools in Côte d'Ivoire to provide access to safe drinking water. At seven primary schools, three latrines were also built to improve sanitation. In addition, training measures to improve hygiene were implemented, for example, to help to reduce diarrheal diseases, which often end fatally. These measures to raise awareness will also ensure the sustainable success of the project. The project reaches more than 4,500 people.

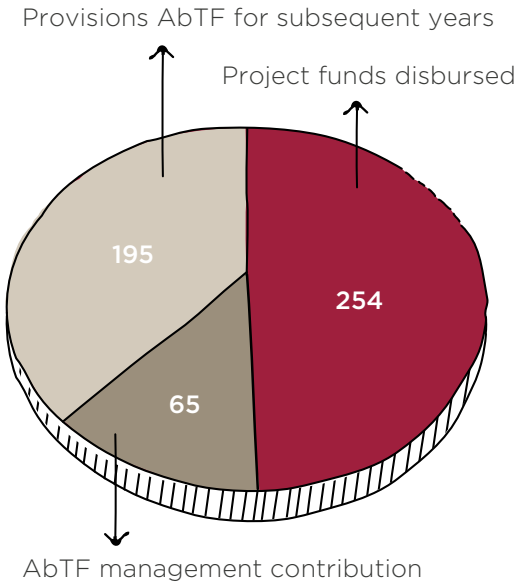
Income-generating projects in Zambia

Women's clubs frequently received support in keeping animals in order to give women greater financial independence. With the cotton company Alliance and thanks to the support of the Italian company Corman, the Tuyandane Women's Club in the municipality of Nampundwe received materials for building a stable for five billy goats and 35 goats for breeding, medicines, and start-up capital for the feed. All club members have also undergone multi-level training courses on goat rearing. The aim is to provide the women with an additional source of income and to improve the nutritional situation of the village community. All of the approximately 400 villagers benefit from this project.

And what's more ...

In addition, six new projects were approved and launched in 2018. These include:

- The construction of boreholes in Burkina Faso is being pushed ahead by the cotton company Faso Coton.
- In Côte d'Ivoire, a school project is being conducted by SECO, a member of the Olam Group and trader for agricultural goods (see also interview on page 12).
- In Zambia, four projects for the empowerment of women were initiated and implemented by the cotton companies Alliance, Continental Ginnery Limited, Grafax, and Highlands Cotton Trading.



Cooperation projects in 2018, Figures in KEUR

SPECIAL PROJECTS

The cooperation of the AbTF with local communities goes beyond cotton farming. Three examples:

Gender Officer for Zambia

Janina Özen-Otto, daughter of AbTF founder Prof. Dr. Michael Otto, founded the “Ana Kwa Ana” foundation in 2009 (in English: Hand in Hand), which cares for African HIV/AIDS orphans and street children and strengthens women’s rights and their independence. In 2018, the foundation also supported measures to promote women in Zambia with an earmarked donation. In the case of three CmiA certified cotton companies, positions of so-called gender officers are co-financed. Their task is to question and, if necessary, dissolve classic family images and role distributions both among the cotton companies themselves and among the contract farmers belonging to them. Community and gender equality are focused on during gender training.

In 2018, a total of EUR 30,000 was invested from the donation of the “Ana Kwa Ana” foundation for this purpose. Funding from the “Ana Kwa Ana” foundation will be continued in 2019.



Organic pesticides: about beneficial insects in the fields

In 2018, a project on organic pesticides in South and East Africa, which had been running since 2015, was successfully formally completed, including a final audit. Remaining funds were used to purchase a machine for drying solanum fruits in Zambia. In 2018, a total of EUR 8,250 was provided by the C&A Foundation.



Closer dialogue with conservation and animal rights organizations

A trip to Tanzania in January 2018 by the AbTF founder Prof. Dr. Michael Otto led to a deeper connection with the local NGO “African People & Wildlife” (APW). The conservation and animal rights organization concentrates on establishing a sustainable and mutually beneficial cooperation between animals and humans with local communities. The concept of the organization consists of four stages:

1. Identifying and reducing conflicts between humans and wildlife
2. Raising the awareness of rural residents to make better use of environmental resources
3. Support for environmental protection locally
4. Ecological and economic promotion for the protection of wildlife habitats

The AbTF has identified the conflict between the needs of cotton farmers and wildlife as a new area of learning.

APW and AbTF started their cooperation with an apiculture and beekeeping project for women’s groups. Beekeeping is good for people and safeguarding nature, because in Tanzania it is prohibited to cut down trees in which bees build their hives. This preserves the habitat for wild animals, such as lions or other big cats and at the same time, the women can market the honey and thus earn additional income. In 2018, the AbTF spent a total of EUR 13,460 on supporting this project.

In the medium term, CmiA would like to learn from the APW concept and derive sets of measures that contribute to solving conflicts between nature conservation, animal welfare, and agriculture and which can be integrated into the training curriculum of certified cotton companies. Ideally, this will make the protection of habitats not only ecologically but also economically attractive for the cotton farmers involved.

SYMBOL OF LIGHT AND FREEDOM

Boaz Ogola on higher harvests, girl dormitories and the feeling of carrying a very special torch

Mr. Ogola, what is your role at Alliance Tanzania?

I am responsible for managing the day-to-day business operations, but I also represent the company in all government affairs and of course those relating to village communities. In addition, I coordinate, supervise, and manage the implementation of all CmiA projects.

Alliance Tanzania has been working with CmiA since 2014, and its first certificate was issued in 2015. How has your business developed since then?

Remarkable. Our employees are extremely motivated as a result of our efforts to promote decent working conditions, including gender equality. This leads to better harvests, high productivity, and a close relationship with the people who work near our factory, especially with those farmers who benefit from community projects. Our cotton intake has increased as a result of our commitment to contract farming, and cotton quality has improved enormously through training for farmers.



BOAZ OGOLA

General Manager,
Alliance Gineries Ltd.,
Tanzania

Alliance Tanzania is also committed to improving the livelihoods of cotton growing communities. Can you give a brief overview of the projects?

Together with CmiA we were able to realize a number of joint projects. The old building at the Kasoli Health Center was renovated and a maternity ward was set up to reduce the mortality rates of expecting mothers and infants. We also installed boreholes in various places and built water collection systems in schools, health centers, and vegetable gardens to improve the community’s nutritional situation. To improve the inadequate school infrastructure, we also put up twelve modern classrooms, 30 pit latrines, and a girls’ dormitory at Mwamlapa Secondary School together with CmiA.

Is there anything that truly stands out from your commitment to the village communities?

Our joint work and efforts for the Simiyu region have received a great deal of attention. We received a tribute visit by the ‘Uhuru Torch’ during the official handover of the classroom project and the ‘Busese’ water project. This torch represents freedom and light and is carried every year on a different route through the country. Being the national symbol that it is, it was a great honor for me to hold the torch.

Do you already have plans for 2019 to achieve similar success?

What really counts is that people’s lives are getting better. The community still needs a lot of support, whether in terms of health, education, or water and sanitation. In 2019, our focus will be heavily on education. In addition to new classroom buildings for primary and secondary schools and the expansion of the girls’ dormitory with kitchen and dining room, we will also start building a vocational training center at Kasoli Ward, the region in which many of

our contract farmers live.

In your opinion, which are the three decisive tasks for making the cotton industry in Tanzania fit for the future?

First of all, I would extend the concept of contract farming to a larger region in order to provide small-holder farmers with the necessary knowledge to increase their productivity. I would also provide quality training in sustainable cotton production to include good agricultural practices, conservation tillage or Integrated Production and Pest Management (IPPM). Last but not least, further support for the rural communities is needed by helping to ensure that the villagers are healthy and happy.

“What really counts is that people’s lives are getting better ...”



CMIA IN THE TEXTILE VALUE CHAIN

Transparency and traceability: While independent auditors ensure the work of the cotton companies in farming and ginning the cotton according to the CmiA standards on site, tracking systems guarantee the traceability of the textiles along the production chain.

ACQUIRING NEW CUSTOMERS

Aldi Nord as new corporate partner

The Aldi Group consists of Aldi Süd, represented in eleven countries with more than 6,000 stores, and Aldi Nord, active in nine countries with more than 4,500 stores. Aldi is not only one of the largest food discounters in Europe but also one of the largest textile discounters.

Textiles with the CmiA logo were available for the first time at Aldi Süd in November 2016. The company ranks 4th among the biggest CmiA demand partners for 2018. In 2018, Aldi Nord also joined the CmiA Demand Alliance as a new corporate partner.



THE BETTER COTTON INITIATIVE

Continued partnership

As in previous years, CmiA-certified cotton was sold as sustainable cotton in the channels of the Better Cotton Initiative (BCI) in 2018. BCI and CmiA are linked by a partnership agreement. According to the agreement and after a successful benchmark, CmiA cotton can be sold off into the BCI channels. In the reporting year 2018, about 102,700 tons of CmiA cotton were delivered to the BCI value chain.



ADVANTAGEOUS PARTNERSHIP

Taslimul Hoque on the purity of African cotton, smart customer acquisition and the influence of consumers

Mr. Hoque, you work at Square Textile Ltd., a vertically integrated textile manufacturer based in Bangladesh. What does that mean and what do you do specifically?

Square is a vertically integrated textile producer based in Bangladesh. We cover several stages of value creation from yarns to ready garments. I work here as General Manager and am responsible for procurement, production, marketing and logistics.

Square has been a CmiA registered partner since 2009. What motivated you to become a partner?

After learning about the program, we immediately decided to trade CmiA cotton. Our decision was based on two major benefits: By using CmiA-certified cotton, we can reliably source sustainable cotton from Africa, thereby diversifying our raw material sources. The CmiA program also helped us to reduce quality and delivery risks. As a result, we were able to increase the use of African cotton at a much faster pace. However, it is also important for us to gain access to a number of new customers who purchase our CmiA-labeled yarns. In a nutshell, CmiA helped us grow and improve our business.

You were awarded the CmiA Best Practice Award in 2018. What was your biggest achievement?

Our business volume has increased steadily since registering for CmiA. In 2018, our CmiA yarn sales reached an annual turnover of 1.31 million kilograms. And we expect further growth in 2019.



TASLIMUL HOQUE

General Operations
Manager, Square Textile
Ltd., Bangladesh

What challenges did you face in implementing CmiA cotton in your production?

Before registering for CmiA, we were used to processing much cleaner cotton. At first, we found some challenges in mitigating the contamination in yarns and fabrics while processing CmiA cotton. We then developed new processes, invested in new machines to solve the problem and improve our capability to process more CmiA cotton.

Hand-picked cotton is often associated with poor quality and complicated processing. Is that correct?

With African cotton, the contamination is relatively high. We find our customers are increasingly becoming sensitive to fiber contamination. So, from cotton harvesting to ginning right through to the final processing stages of textiles, we need to put in more effort to remove contaminants.

You work together with companies and brands worldwide. What

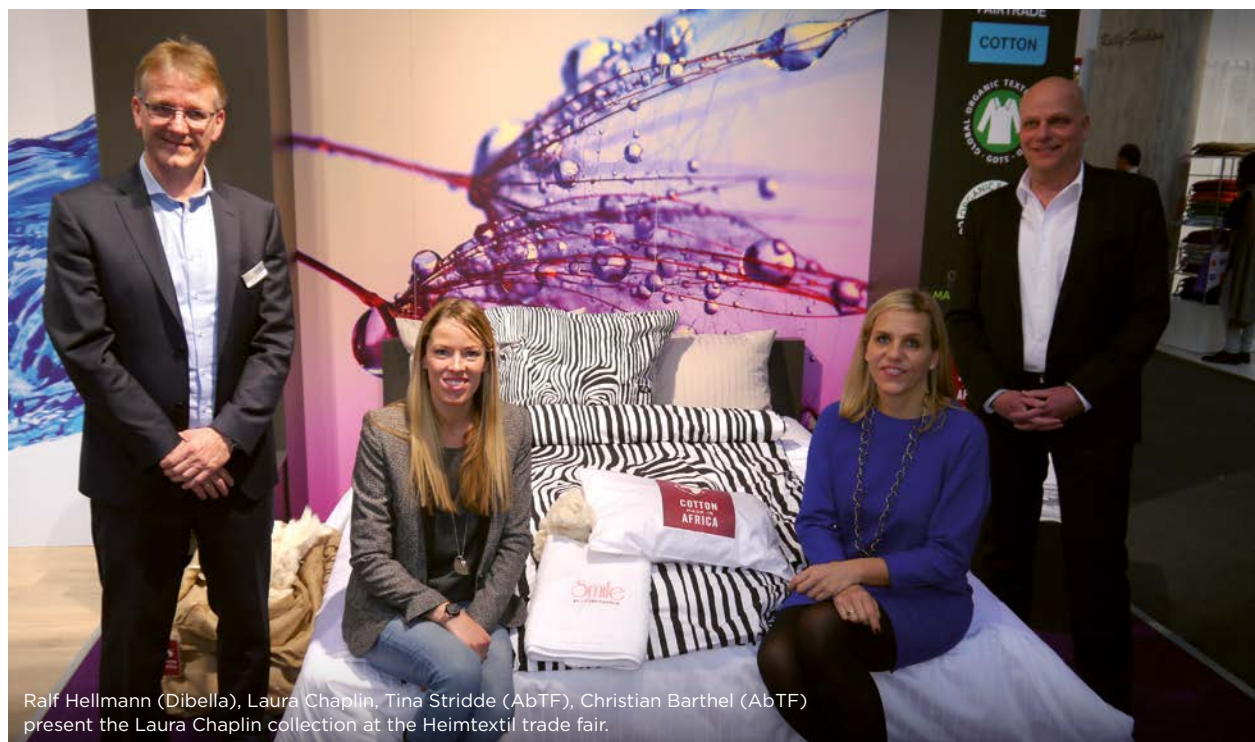
changes are you currently seeing in the demand for sustainably produced textiles?

There are three major changes: First, a keen interest from retailers in sustainable raw materials. In addition, a shorter delivery time for shipping garments. And last but not least, retailers and brands are continuously increasing their order volumes for clothing made from sustainable cotton.

What are the biggest changes facing the textile industry?

The changing preferences of consumers have a major impact on us all across the textile value chain. Greater attention to what has been produced changes the market by accelerating the implementation of sustainable processes and increasing the demand for sustainable raw materials.

*“In a nutshell,
CmiA helped us grow and
improve our business.”*



Ralf Hellmann (Dibella), Laura Chaplin, Tina Stridde (AbTF), Christian Barthel (AbTF) present the Laura Chaplin collection at the Heimtextil trade fair.

EVENTS FOR NETWORKING AND STAKEHOLDER DIALOGUE

In-depth activities from Germany via Bangladesh and Kenya to China

To be successful, you need good goals, self-confidence, discipline, to enjoy what you are doing, and the right environment. The AbTF has visited various trade fairs and conferences or even organized them itself in order to promote an even better implementation of CmiA in the textile production markets. This included:

- In January, the lively start to the year at the Heimtextil fair in Frankfurt. At the international trade fair which attracted almost 3,000 exhibitors and around 70,000 visitors CmiA had its own booth that was very well visited.
- In April, visits and training sessions with various partners in China were on the agenda. CmiA had already initiated two regional cotton conferences in Qingdao and Guangzhou in 2017, as China has increasingly become one of the key markets for CmiA textiles. Following this launch, the aim in 2018 was to deepen knowledge of the Chinese market at the interface between African smallholders and the textile companies.

- In July, two spinning mills were awarded the “Best Performer Award” for the first time at a round table meeting in Bangladesh. The spinning mills excelled both in terms of the use of CmiA cotton and through very good reporting.
- Also in July, at a workshop of the International Textile Manufacturers Federation (ITMF) in Bangladesh, CmiA presented how it supports sustainable cotton production ecologically, socially and economically in sub-Saharan Africa. The region is one of the world’s largest cotton exporters (see interview on page 23).
- The annual conference of the International Textile Manufacturers Federation (ITMF) was held in September in Nairobi, Kenya. CmiA was highlighted as a key stakeholder for sustainable cotton from Africa and partner of international textile companies in various contributions such as the keynote speech, a panel discussion, and lectures.



“WE ARE THE LINK”

Christian Schindler on association work, apps in the field, and the role of governments

Mr. Schindler, you are General Director of ITMF, the International Textile Manufacturers Federation. What is your role?

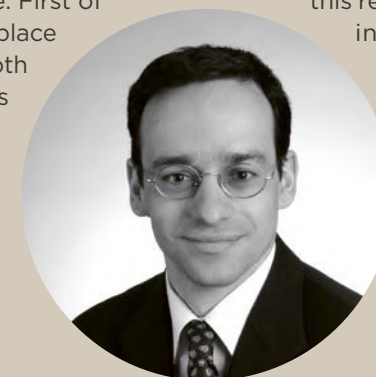
The central role of the General Director of ITMF is to develop a work program to achieve the objectives set out in the association’s statutes.

And what are these goals?

They are very different, very diverse. First of all, ITMF provides a neutral meeting place for textile and related industries in both developed and developing countries to discuss issues involving the entire textile value chain. Secondly, it is a central institution for collecting statistical and other important information in textile manufacturing worldwide. Thirdly, it acts as a spokesperson for the textile industry in matters relevant to the industry, such as raw materials issues or regulations. Fourthly, ITMF acts as a link between the textile industry and governments or NGOs. And fifthly, the textile industry cooperates with other organizations on an international level and cross-sector basis via the ITMF.

What significance does sustainability have for the association?

Sustainability has become an integral part of the global textile and apparel business. This has shown that the entire industry needs to follow a strategy that encompasses ecology, social issues, and economics – no company can succeed if it does not act in a sustainable manner. In order to successfully implement sustainable practices, however, the industry also needs understanding from society and consumers as well as support from political and legal frameworks. Only then, there will be sufficient research and development for more sustainable solutions, and only then will investments in new technologies become profitable.



CHRISTIAN SCHINDLER

Director General,
ITMF, Switzerland

Where do you see the most pressing need for improvement in the cotton sector in sub-Saharan Africa?

The critical areas are in education and technology. In order to inform farmers about the different practices and models for success, they need to be able to read and write so that they can understand and discuss the advantages and disadvantages of new possibilities. Technology can be enormously helpful in this respect: At the last ITMF Annual Meeting in Nairobi, the ‘Cottonhand’ app was presented and helps smallholders in their efforts to increase income, from crop development to financial management. In addition to education and exchanging best practices, openness to technology is an important factor – whether it is this app, the use of drones, or the development of new seed varieties.

What is needed to create a sustainable and prosperous value chain for the local and global market and to activate investments on the continent?

This topic was discussed in-depth at the annual conference. Africa is the continent with the largest investment opportunities in the textile and clothing industry. The reason for this is that labor costs in Asia have increased significantly in most countries and continue to do so. Of course, attractive wage costs say nothing about a country’s competitiveness, just as important are labor productivity, energy costs, infrastructure, the availability of raw materials, political stability, geography, or trade policy. Currently, however, countries in East and North Africa are attracting substantial investments in the textile industry. Governments play a crucial role by facilitating the environment for continued investment by the textile and clothing industry.

“Sustainability has become an integral part of the global textile and apparel business.”

IMPROVED MARKET CONNECTIVITY AND TRANSPARENCY

How the AbTF creates more transparency along the value chain and assists companies with the traceability of their textiles

Since the publication of the last annual report, the concept of transparency has received enormous attention. For example, the number of queries for the search term on Google Trends has almost doubled

A tracking system was set up together with the Otto Group, which allows the comparison of yarn sales reports of the spinning mills, based on weight, with the order quantities of the trading companies, based on quantity. Systemic checks are conducted every six months. If data is missing, spinning mills are exhorted and have to report again. If not enough CmiA cotton has been purchased, it must be purchased within a period of time in order to fulfill the mass balance approach which regulates that sufficient CmiA cotton is purchased and processed. This system also supports the Otto Group's goal of exclusively using cotton from sustainable cultivation for its own and licensed brands by 2020. In particular, the company relies on cotton from the CmiA initiative.

CONTINUED GROWTH WITH ESTABLISHED CUSTOMERS

Retail increasingly relies on Cotton made in Africa

Numerous retailers and brands have been working with CmiA for years. 46 retailers and brands were part of CmiA's Demand Alliance in 2018. A total of about 133,100 tons of CmiA cotton were sold directly and in cooperation with the BCI as sustainable cotton in 2018. Thanks to the sustainably produced cotton, the textiles sold by corporate partners feel better: for consumers when they buy it, in light of the ecological footprint in the company's carbon footprint, in the awareness of supporting around one million cotton farmers in Africa and their families, and of course because CmiA protects nature.

worldwide compared to the previous year. For the AbTF, however, transparency has been a basic principle from the outset. It starts in the field and includes stakeholders from the entire textile supply chain worldwide. In 2010, for example, when, after three years of development, testing and optimization, the certification system of the CmiA standard was presented as the core element of the seal, the motto was: "In the Age of Transparency".

In 2018, CmiA further expanded existing systems in the textile value chain in terms of transparency. Two activities are of particular importance:

Partners of the demand alliance are increasingly interested in a tracking system to ensure complete traceability of the cotton from the field to the finished product. In 2017, the first version of a Hard Identity Preserved System (HIP) was introduced, which provides complete transparency across the entire textile value chain. The cotton can be completely traced from the field to the finished product in a central database. In the meantime, the HIP system has been further developed to meet today's increased requirements: The data fed into the system is once again checked by the subsequent business partner, and is also traceable through the documentation relating to the corresponding sale. A specific test phase with a company is currently underway.

In 2018, various partners exceeded their planning figures. Here are just two examples: At the start of the cooperation with the REWE Group almost 10 years ago, their share of more sustainable cotton was 15 percent. Today it is already at 70 percent. And the goal of the REWE Group is to achieve 100 percent for all private label textile products by 2025 (see also interview on page 25). Bonprix, CmiA's largest partner, has also seen a rapid increase in demand for CmiA cotton to achieve its sustainability goals: In 2018, the share of CmiA cotton to total volume was 93 percent.

Summarizing, it can be said that the demand for CmiA cotton has increased significantly: With 90 million products produced according to the CmiA mass balance approach in the previous year, the number increased by more than 14 percent to around 103 million in 2018.

"WE NEED SOLIDARITY."

Torsten Stau on work wear, cooperation with civil society, and CmiA in the mass market

Mr. Stau, you are responsible for many areas at the REWE Group. What do you do exactly?

Within the REWE Group, I am responsible for the areas of purchasing and category management non-food, capital and consumer goods as well as PENNY Online. In addition, I am the CEO of HLS GmbH, which stands for Handel-und Lager-Service, a trade and warehouse service provider. And finally, I am Non-Executive Director of REWE Far East Ltd., the procurement organization of the REWE Group, which procures goods from the Asian market for the REWE Group.

The REWE Group has been a partner of CmiA for many years. It has continuously increased its demand for CmiA cotton. How can business and sustainability be combined?

At the start of the cooperation almost 10 years ago, our share of more sustainable cotton was 15 percent. Today it's at 70 percent, with the aim of converting to 100 percent for all private label textile products by 2025. To achieve this goal, we rely on the Cotton made in Africa raw material, which ensures both ecological and social improvements at the beginning of the supply chain, thus helping us to live up to our responsibility in the value chain. On the other hand, we have now managed to ensure that CmiA can hold its own in price competition with conventional cotton.

What feedback on CmiA do you get from employees, customers and media?

In 2016, we started to switch our work wear to CmiA. This will be the case for all workwear in Germany by 2020. In addition, we regularly inform our employees about CmiA through activities. Externally, we inform the public about this successful cooperation through various formats and on various occasions. Internal and external feedback is entirely positive.

"Demand for more sustainable cotton has evolved from a niche to a mass market."

You have many years of experience in the international textile industry. How do you assess the development of the topic of sustainability?

Demand for more sustainable cotton has evolved from a niche to a mass market. CmiA also has its share in this. In terms of content, a lot was added: Whereas in the 1990s, we were almost exclusively concerned with social issues, today, also ecological issues increasingly have to be solved.

Do you have an example of this?

Many. Another very striking signal sent against disposable plastic was when the REWE Group became the first retailer in Germany to discontinue selling extremely non-durable plastic straws across the board in spring 2019. We are also getting deeper and deeper into the supply chain. A good example of this are our activities as part of the Detox campaign, with which we are eliminating harmful chemicals from lower levels of textile production in order to help protect water as a resource. In addition, many industry and multi-stakeholder initiatives have emerged, such as the 'Bündnis für nachhaltige

Textilien' (Alliance for Sustainable Textiles). A joint commitment is often more effective and efficient than individual activities. We are also responding to the growing demand for transparency.

Do you also face challenges when implementing CmiA?

Sure. This is particularly true in countries that are themselves strong producers of cotton. There, the question of price is much more difficult to implement.

If you had one wish, what would the textile industry look like in the future?

We need even more industry solutions and market participants to join forces to implement social and ecological requirements within the value chain. This applies vertically in the supply chain for suppliers and production sites as well as horizontally for cooperation between companies. To achieve this, we first need more transparency in the value chains. In order to change basic conditions, companies must also cooperate with civil society, governments, and standard organizations.



TORSTEN STAU

Managing Director
Non Food, REWE Group
& Director REWE Far
East Ltd. Hong Kong



CMIA IN THE PUBLIC EYE

Mindfulness, sustainability, transparency: Three terms whose practice is increasingly desired. This is however nothing new for the CmiA initiative but has formed the basis of its work since 2005. Today, the impact of sustainable products on consumers includes a credible label, storytelling, e.g. on social media and dedicated brand ambassadors.

COTTON MADE IN AFRICA IN THE MEDIA

AbTF founder Prof. Dr. Michael Otto promotes the foundation’s mission ‘aid by trade’

The founder of the AbTF, Prof. Dr. Michael Otto, celebrated his 75th birthday in April. To mark this occasion, the NDR produced a 30-minute portrait. The documentary “Typical: Michael Otto – A Life Between Bangladesh and Blankenese” followed the entrepreneur around the world and also to Tanzania, where he got an impression of the cooperation between his foundation and African cotton farmers as well as the local nature conservation initiative African People and Wildlife (APW). The report was

broadcasted on September 17 and can be accessed for one year via the media library of the German TV channel ARD.

The birthday of Prof. Dr. Michael Otto and other occasions attracted an enormous amount of media interest, which helped CmiA achieve a strong awareness in public: Altogether more than 1,200 clippings – newspaper articles or online reports – were counted. This means not only a reach of 128.7 million but also a one-off increase of around 70 percent over the previous year. Reports on CmiA appeared not only in shopping guides, such as Terre des Hommes, or in specialist magazines such as “Textilwirtschaft” but also in popular magazines with a high circulation. The spectrum ranged from “taz” to “Zeit”, from “Brigitte” to “Emotion”, from “Focus Online” to “Huffington Post”.

A CHALLENGE TO SET A SIGN

How a cozy bathrobe became a symbol for cotton farmers

In 2017, many of CmiA’s activities, which were aimed directly at the public, had a cuddly and innovative approach: They took place in a bathrobe, to be exact. The idea behind it: To make a statement for Cotton made in Africa, the bathrobe became a symbol for how much cotton is in our clothes. Among the supporters were Motsi Mabuse, Johannes Strate – frontman of the band Revolverheld, and singer Maite Kelly.

In 2018, the bathrobe was once again the focus of attention. It started at the International Green Week in Berlin in January: Organized as a flash mob in a bathrobe representatives of Welthungerhilfe and the World Wide Fund For Nature (WWF), together with CmiA, the Federal Minister for Economic Cooperation and Development Gerd Müller, and model Barbara Meier dressed up in a bathrobe on stage to set a sign.

The #BathrobeChallenge itself took place from the end of August until the end of September. In total, the movement reached around five million people through social media. Among CmiA’s supporters, of course, were all those who put on a bathrobe, posted a selfie of themselves in it and nominated others to do the same. Influencers such as Riccardo Simonetti and Aminata Belli, actors such as Nicolò Pasetti and Simon Böer joined in. Companies such as OTTO and Tchibo, fair fashion brands such as Cooe Kids, Hiitu, and Weaverbirds and of course large organisations such as Welthungerhilfe, WWF, Care, and NABU also participated.

GLOBALLY INNOVATIVE

CmiA at the GreenTec Awards

At the “GreenTec Awards” in Germany the world’s most innovative projects in the fields of environmental protection and green lifestyle get awarded. CmiA was present in 2018 with its own booth to present itself to a new and exclusive circle of founders, companies, influencers, innovators, and NGOs.

SMALL AND LARGE FLAGSHIP PROJECTS

How partners advocate for CmiA

For the first time, CmiA was also able to position itself on the Spanish market and get Tendam Retail, based in Madrid, as a new partner. The T-shirts made of CmiA cotton convinced actor Pablo López so much that he wore one on Spanish television, to be precise on Antena 3, in front of an audience of four million viewers. The shirt immediately achieved very good sales.

Bonprix, currently CmiA’s largest retail partner, launched “How we make ...” in 2018, a 360° campaign in which the international fashion retailer presents its sustainability strategy to customers. Web shops provide information on sustainable developments in three central areas: products, processes, and partners. A video in different languages and versions was produced especially for this purpose in Uganda, one of the production countries. It features insights into the production chain of a T-shirt with the CmiA Inside label – from the cotton field until the finished product. In addition, the Mexican model Alejandra Guilman and Bonprix employees were photographed professionally in CmiA clothing to underpin the cooperation with Cotton made in Africa in both external and internal communication.

In 2018, the AbTF again received a donation of EUR 35,000 from Initiative Zukunft gGmbH. With its campaign “Platz schaffen mit Herz” it ensures that old clothes can go new ways. Proceeds from clothing donations benefit charitable organizations such as the Aid by Trade Foundation and support the work in the project areas.





Motsi Mabuse becomes CmiA ambassador and supports the female cotton farmers in Africa.

AMBASSADOR TO A BETTER WORLD

She is a professional dancer, TV presenter, and a new face for CmiA: Motsi Mabuse

She is called Motsi, but her full first name is Motshegets. In English, it means: "Someone you can count on." This is what the AbTF is doing because since April 2018, CmiA has been supported by Motsi Mabuse in the media.

Born in 1981 in the village Mankwe in Bophuthatswana, in today's South Africa, there are several reasons for her commitment. As a South African, she is very familiar with the situation of the people and especially of the women at the local level. In Germany, she lives in a very prosperous country. As a new face for CmiA she can build a bridge and connect both worlds: Promote the initiative credibly to convince consumers to buy CmiA-labeled textiles, which will benefit smallholder farmers in Africa through improved living conditions and nature conservation.

"A great initiative," said Mabuse, "which I am truly proud to be a part of." At the press kick-off, the professional dancer and TV juror was able to raise interest among and inspire numerous media representatives – from the German Press Agency dpa to "Gala" to the daily newspaper "Die Welt" – who then reported on the cooperation.

Laura Chaplin, CmiA's long-time ambassador, was not unemployed as a result, quite the contrary. Back in January, Charlie Chaplin's granddaughter caused a sensation during the Heimtextil trade fair at the CmiA booth. Together with CmiA and the retail partner Dibella, she presented bed linens

exclusively designed by her in a zebra look. Laura Chaplin was inspired by the impressions of her trip to Uganda, one of the countries where CmiA is cultivated. She was deeply impressed by nature, the intense colors, the earth, the wildlife, and the people she met. In the interest of transparency, Ralf Hellmann, Managing Director of Dibella, together with Chaplin scanned the original bed linens live at the trade fair using a new scanning method. Thanks to the new method, they were able to detect CmiA cotton in the product and thereby revealed the origin of the bed linen-original.

COTTON MADE IN AFRICA IS BECOMING INCREASINGLY VIRAL

CmiA records increasing traffic online

More than 100,000 visits to the CmiA website – in 2018, the AbTF continued to increase the number of visits, in particular, organic visits. Organic means that visitors came directly to CmiA from a search engine. In order to increase this traffic even in the future, i.e. to arouse interest, share information, and encourage positive action, CmiA was able to get Otto Group Media Ltd. as sponsor on board. In total, Otto Group Media supported CmiA with display and Youtube campaigns, direct marketing measures, and the use of advertising material worth more than EUR 7,000.

CmiA continues to focus on activities in social networks to engage in direct communication with consumers. With a moderately increased range, Facebook is still the strongest channel. Instagram shows the largest growth.

"I KNEW RIGHT AWAY, THAT THAT WAS IT."

CmiA ambassador Motsi Mabuse on her roots in Africa, her love for Germany and sustainable consumption

Many people know you from TV shows like Let's Dance. You have been actively involved in CmiA since 2018. Was there a particular reason?

The opportunity to stand up for millions of people in Southern Africa, including women in particular. I feel a very strong connection to the region, that's where my roots are. When I first met CmiA in 2017 I knew right away, that that was it.

What exactly do you hope to achieve?

Women are disadvantaged in many regions of the world. They rarely have their own income, many have no education, are dependent on men. CmiA gives people in cotton farming the chance to improve their living conditions and those of their families through their own efforts. This opens up new opportunities, reduces dependencies and touched me because in this way, I can contribute to supporting women on their way to becoming more independent – metaphorically speaking, to get them dancing to their own tune.

What do you see as the biggest challenge?

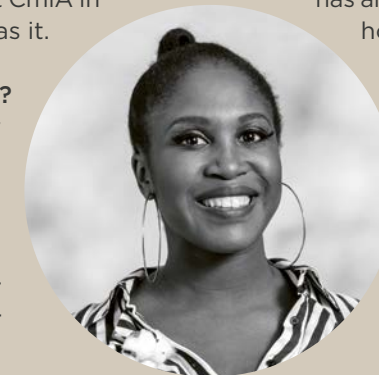
We live in an incredibly fast-moving consumer society. Handling products and their raw materials consciously often falls by the wayside. Only when we are aware of the consequences of our own actions, we can assume responsibility and look to the future in a relaxed way. This is what I would like to raise awareness for, and CmiA shows the right path to reaching this goal.

What exactly is your role?

I have several of them. I found a new home and my love in Germany, but my heart still beats for South Africa. As an ambassador for CmiA, I would like to bring the two worlds closer together and show how closely they are connected. And as a person in public, I would like to help this great initiative to become more visible.

Why are you personally convinced by CmiA?

First of all: No donations are collected. Instead, people are offered a real chance to improve their lives. Secondly: The smallholders learn how to grow sustainable cotton and protect their environment. Thirdly, I am impressed by the large numbers: CmiA has already reached around one million smallholders, and around 103 million textiles already bear the label.



MOTSI MABUSE

CmiA ambassador, dancer, and TV juror, Germany

What does your own closet look like inside?

For shows and public appearances, I have a personal stylist who takes care of my outfits. She puts together the looks that suit me and the occasion. In private, I tend to be more casually styled. For me, like for many others, the topic of sustainable fashion is a rather new one that I am approaching bit by bit thanks to my collaboration with CmiA. Since then I have paid attention to the conditions under which products

are manufactured.

Is there anything that you would like to say to consumers?

Absolutely. We live in a world of consumption. That's why: Let us see together what this means – for us, for our children and for our world. Get to know with me what sustainability means, discover the people and their living conditions who stand behind our clothes. Through CmiA, I learned that sustainability can be incredibly fun. Anyone can wear a smile – and it's not that hard. Behind CmiA are impressive people and many little stories of people who do an impressive job.

"CmiA gives people in cotton farming the chance to improve their living conditions and those of their families through their own efforts."

CMIA CORPORATE PARTNERS IN 2018



THE CMIA TEAM



Tina Stridde
Managing Director



Sabine Kleinewiese
Director Finance & Controlling,
Managing Director (ATAKORA)



Sonja Taviani
Finance & Controlling



Alexandra Perschau
Director Standard &
Outreach Africa



Inga Schröder
Project Manager Standard &
Outreach Africa



Nina Schöttle
Junior Project Manager
Standard & Outreach Africa



Christian Barthel
Director Business Development,
Managing Director (ATAKORA)



Isabelle Riedelbauch
Project Manager Business
Development



Gerlind Bäß
Junior Project Manager
Business Development



Christina Ben Bella
Senior Project Manager
Marketing & Communication




Anna Felicitas Rüchardt
Junior Project Manager
Marketing & Communication


In 2018, we had to bid farewell to our colleague Jana Bugajski.

THE ABTF BOARD OF TRUSTEES


The Board of Trustees of the Aid by Trade Foundation is staffed with internationally leading personalities from NGOs, the public sector, and trade. Its purpose is to ensure that the foundation’s main objectives are implemented and consists of a minimum of six and a maximum of twelve members. As of December 31, 2018, the Board of Trustees included the following people:




Prof. Dr. Michael Otto
Founder and Chairman of the Board of Trustees/
Chairman of the Supervisory Board, Otto Group




Dr. Wolfgang Jamann
Deputy Chairman of the Board of Trustees/
Executive Director, International Civil Society Centre




Eberhard Brandes
Executive Board, World Wide Fund for Nature Germany




Vamissa Diomandé
CEO, Ivoire Coton, Faso Coton, Cajou des Savanes




Nicholas Earlam
Chairman and Owner, Plexus Cotton Ltd.




Dr. Maria Flachsbarth
Parliamentary State Secretary, Federal Ministry for Economic Cooperation and Development




Olaf Gieseler
CEO, Curatax Treuhand GmbH tax consultancy




Prof. Dr. Johannes Merck
Director Corporate Responsibility, Otto Group




Mathias Mogge
Secretary General and Chairman of the Board, Welthungerhilfe



Andreas Proksch
Director General Sector and Global Programmes, Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH



James Shikwati Shikuku
Director, Inter Region Economic Networks Kenya




Uwe Schröder
Honorary member of the Board of Trustees/
Chairman Tom Tailor Group


In 2018, the following persons resigned from the Board of Trustees:
Bruno Wenn (Deputy-Chairman of the Board of Trustees, Deutsche Investitions- und Entwicklungsgesellschaft mbH),
Dr. Hans-Joachim Preuß (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH), Till Wahnbaeck (Welthungerhilfe)

THE CMIA ADVISORY BOARD


The Advisory Board of Cotton made in Africa is staffed with internationally renowned representatives of various interest groups and bring different perspectives and experience. Their different areas of expertise make the Advisory Board a key discussion partner and advisor to the management. As of December 31, 2018, the Advisory Board included the following people:




Marco Bänninger
Head Trader Hand Picked Cotton, Paul Reinhart AG




Fritz Grobien
Director African Operations, Plexus Cotton Ltd.




Torsten Stau
Managing Director Non Food, REWE Group & Director REWE Far East Ltd. Hong Kong




Dr. Axel Klaphake
Director Economic and Social Development, Digitalisation, Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH




Andreas Köhncke
Division Manager Private Label Management Fashion & Sports, Otto GmbH & Co KG




Marc Leynaert
Production Director, Faso Coton




Sabrina Müller
Lead Manager Sustainability (Non Food Product & Market), Tchibo GmbH



Dr. Iris Schöninger
Coordinator Fundamental Principles & President, Welthungerhilfe



Sarah Schomers
Advisor Environmental Economics, Naturschutzbund Deutschland e.V.



Jenny Walther-Thoss
Policy Officer Sustainable Biomass & Standard, World Wide Fund for Nature Germany

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Aid by Trade Foundation
Gurlittstraße 14
20099 Hamburg, Germany

Tel. +49 40 25 76 75 50
Fax +49 40 25 76 75 511

info@abt-foundation.org
www.cottonmadeinafrica.org/en

Responsible

Tina Stridde

Editor

Christina Ben Bella

Text

Helmut Ziegler

Photography

Michaela Kuhn
Martin J. Kielmann
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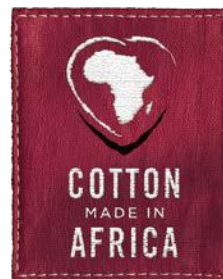
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AID BY TRADE FOUNDATION

The Aid by Trade Foundation (AbTF) was founded in 2005 by Prof. Dr. Michael Otto, an entrepreneur from Hamburg, Germany. The aim of the foundation, which operates independently of the Otto Group ever since, is to help people to help themselves through trade, thereby preserving vital natural resources and securing the livelihoods of future generations.

With the Cotton made in Africa (CmiA) initiative the AbTF as umbrella organization puts its goals into practice. The trade partners of the CmiA Demand Alliance source African cotton produced according to the CmiA standard and pay a volume-based license fee to the foundation, which is reinvested in the cultivation areas. Consumers recognize products by the CmiA label and can make a valuable contribution to protecting the environment and supporting smallholder farmers and their families in Africa.

Aid by Trade Foundation

Gurlittstraße 14 · 20099 Hamburg, Germany

Telephone: +49 40 25 76 75 50

E-Mail: info@abt-foundation.org

www.cottonmadeinafrica.org/en