



AGENDA

CMIA STAKEHOLDER

Webinar Week

27TH-30TH SEPTEMBER 2021

DAY 1 Monday, 27th September

09:50 - 10:00 CEST

Language: English

Welcome

[MORE INFORMATION](#)

10:00 - 10:45 CEST

Language: English

Insights into the German Act on Due Diligence in Supply Chains

[MORE INFORMATION](#)

11:00 - 12:00 CEST

Language: English

The Ability to Trace Raw Materials Through Marking

[MORE INFORMATION](#)

DAY 2 Tuesday, 28th September

10:00 - 11:30 CEST

Language: English

Organic Cotton from Africa: Risks and Opportunities

[MORE INFORMATION](#)

13:00 - 13:20 CEST

Language: English

Show Your Soul I: Trends and Best Practices in Marketing Sustainability

[MORE INFORMATION](#)

14:00 - 15:00 CEST

Language: English

Show Your Soul II: The Narrative Impact of Sustainability for Your Brand

[MORE INFORMATION](#)

DAY 3 Wednesday, 29th September

11:00 - 13:00 CEST

Language: English & French

CmiA's Impact on the Livelihoods of Farmers: Lessons Learnt From the Latest Impact Study

[MORE INFORMATION](#)

15:00 - 17:00 CEST

Language: English & French

CmiA's Community Projects: Sharing Best Practice and Measuring Impact

[MORE INFORMATION](#)

DAY 4 Thursday, 30th September

11:00 - 13:00 CEST

Language: English & French

The CmiA Carbon Neutral Initiative: The Cornerstone of a Climate-Friendly Textile Supply Chain

[MORE INFORMATION](#)

15:00 - 16:30 CEST

Language: English & French

CmiA's Impact on the Environment: Overview of the Most Recent Life Cycle Assessment

[MORE INFORMATION](#)

DAY 1

Monday, 27th September



09:50 - 10:00 CEST

Language: English

Welcome

SPEAKERS: Tina Stridde – Managing Director *Aid by Trade Foundation*

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10:00 - 10:45 CEST

Language: English

Insights into the German Act on Due Diligence in Supply Chains

SPEAKERS: Annalisa Werner-Bugiel – Policy Advisor

German Corporation for International Cooperation

WHAT YOU WILL LEARN? The German Act on Due Diligence in Supply Chains, passed earlier this year, aims to protect workers from exploitation in sprawling supply chains and to protect human rights throughout the world. In addition to a comprehensive overview placing this law into the context of national and European legislation, you will hear about the Supply Chain Act's implications for global value chains as well as for companies' strategic decisions. The potential roles and responsibilities of standards for raw materials will also be discussed.

TARGET GROUPS: retailers and brands, cotton producers, spinning mills, and other parts of the textile production chain

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DAY 1

Monday, 27th September

11:00 – 12:00 CEST

Language: English

The Ability to Trace Raw Materials Through Marking

SPEAKERS: Tobias Herzog – Managing Director *Tailorlux* and Feico van der Veen – Managing Director *The Movement*

PANEL: Christian Barthel – Managing Director *ATAKORA* and Tobias Herzog, Feico van der Veen, Maximilian Daebel – Vice President *Otto Stadlander*, Osman Üstündag – Cotton Purchase Manager *KIPAS* and Brian Yu – General Manager *Artwell*

WHAT YOU WILL LEARN? Today's traceability solutions are mostly based on third party certification and documents which need to be passed on through the entire supply chain. Due to the increased demand for traceability and the fact that global trends point to an increase in volumes in the cotton industry, it is worth discussing if the existing tools still offer the best solutions. Do they raise the prices of the final products? Do they provide the best level of transparency? These questions will be discussed with a group of professionals from different parts of the supply chain and experts offering a different solution for tracing cotton as a raw material.

TARGET GROUPS: retailers and brands, cotton producers, spinning mills and other participants in the textile production chain

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DAY 2

Tuesday, 28th September



10:00 – 11:30 CEST

Language: English

Organic Cotton from Africa: Risks and Opportunities

SPEAKERS: Danique Lodewijks – Senior Project Specialist *Bestseller Sustainability*

PANEL: Christian Barthel – Managing Director *ATAKORA* and Danique Lodewijks, Marco Bänninger – Head Trader *Paul Reinhart*, Riyaz Haider – Owner & Managing Director *Biosustain*, and Taslimul Hoque – General Manager *Square Textiles*

WHAT YOU WILL LEARN? We have already been offering CmiA Organic cotton from Africa for many years. Initially, demand from retailers and brands was very low and there was a high level of supply available from other countries, especially India. Over the last three years, interest in CmiA Organic cotton has grown and we have now started to ship containers to pilot the manufacture of the first products. How has the current demand for African cotton arisen? Is it only a result of “problems” in sourcing from India, or is appreciation for African organic cotton as such increasing? We will discuss this question with the BESTSELLER group and other experts from the textile supply chain.

TARGET GROUPS: retailers and brands, cotton producers, spinning mills and other participants in the textile production chain

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DAY 2

Tuesday, 28th September



13:00 – 13:20 CEST

Language: English

Show Your Soul I: Trends and Best Practices in Marketing Sustainability

SPEAKERS: Carsten Buck – Managing Director & Head of Design Mutter

WHAT YOU WILL LEARN? The underlying realities that drive the need for sustainability may be complicated and depressing but that does not mean marketing it has to be. We now have creative tools available that can take sustainability from marginalised „green“ spaces into the hearts, minds, and daily buying decisions of ever more consumers around the world. Companies that actively make sustainability a core part of their business strategy will drive innovation, engender enthusiasm, and instil loyalty in employees, customers, suppliers, communities, and investors. Be inspired by Carsten Buck, owner and creative head of the design and advertising agency Mutter.

TARGET GROUPS: The webinar addresses people working in the marketing and communications departments of retailers and brands. It is also open to anyone else interested in the topic, so please feel free to share this invitation with other colleagues.

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14:00 – 15:00 CEST

Language: English

Show Your Soul II: The Narrative Impact of Sustainability for Your Brand

SPEAKERS: York Pijahn – Freelance Journalist

WHAT YOU WILL LEARN? Everyone is talking about sustainability. Companies are investing in sustainable supply chains, setting up CSR departments, and cooperating with NGOs—and want to make this known to the largest possible audience. But how do I take my company's commitment to sustainability to create the most effective narrative impact and present it authentically, transparently, and in an innovative way? How do I avoid the pitfalls of greenwashing or mere reputation management and instead create real added value for my brand? The freelance journalist York Pijahn, who writes for publications such as Süddeutsche Zeitung, Brigitte and Stern, will offer new insights from an expert on how to capture the narrative impact of your company's engagement in sustainability.

TARGET GROUPS: The webinar addresses people working in the marketing and communications departments of retailers and brands. It is also open to anyone interested in the topic, so please feel free to share this invitation with other colleagues.

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DAY 3

Wednesday, 29th September



11:00 - 13:00 CEST

Language: English & French

CmiA's Impact on the Livelihoods of Farmers: Lessons Learnt From the Latest Impact Study

SPEAKERS: Motje Seidler – Senior Consultant and Lena Häberlein – Lead Consultant *Syspons*

WHAT YOU WILL LEARN? A new study based on CmiA's Theory of Change provides insights into the initiative's impact on the livelihoods of small-scale cotton farmers. The study, conducted in Zambia and Côte d'Ivoire, focussed on social and economic factors, such as productivity, income, gender roles, and education. In this session, the main findings of the study will be presented and discussed.

TARGET GROUPS: CmiA partner cotton companies, brands and retailers, standards organisations, NGOs, and donors

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15:00 - 17:00 CEST

Language: English & French

CmiA's Community Projects: Sharing Best Practice and Measuring Impact

SPEAKERS: Nina Schöttle – Project Manager *Aid by Trade Foundation*, Boaz Ogola – Head of Operations *Alliance Tanzania*, Nansou Coulibaly – Gender and Social Action Officer / CCCP *CO.I.C.*, Merit Tembo – Human Resource Manager & Gender Officer *Alliance Ginneries Zambia* and Christine Nsenga – Quality Manager *SAN-JFS*

WHAT YOU WILL LEARN? In addition to the initiative's regular activities around the CmiA standard, CmiA also supports its partners, through the CmiA Community Cooperation Programme (CCCP), to implement community projects for cotton farmers in the areas of health, education, gender equality, and the environment. Join this session to gain an understanding of a wide range of matters related to projects and their actual impacts on the ground. CmiA partner cotton companies will share firsthand experiences from successfully implemented community projects and how they contributed to improving the living conditions of small-scale cotton farmers.

TARGET GROUPS: brands and retailers as well as CmiA partner cotton companies

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DAY 4

Thursday, 30th September



11:00 – 13:00 CEST

Language: English & French

The CmiA Carbon Neutral Initiative: The Cornerstone of a Climate- Friendly Textile Supply Chain

SPEAKERS: Tina Stridde – Managing Director *Aid by Trade Foundation*
and Dr. Hansjörg Zeller – Team Leader New Technologies *atmosfair*

WHAT YOU WILL LEARN? During this webinar you will learn how the AbTF together with *atmosfair*, a renowned Berlin-based climate protection organisation, developed the “CmiA Carbon Neutral Initiative”. It is a strategic approach to combine the goal of improving living conditions with much needed climate change adaptation and mitigation activities with the goal to transform cotton cultivation and ginning, and where unavoidable, compensate CO2 emissions of lint cotton. Under this initiative, CmiA offers cotton that is carbon neutral through an approach that combines CO2 compensation and reduction measures, which can help brands and retailers to reduce the carbon footprints of many of their textile and apparel supply chains.

TARGET GROUPS: cotton companies, brands and retailers, international donors, sustainability standards organisations, organisations involved in development and/or environmental programmes, as well as anyone interested in climate change adaptation and mitigation (beginner level).

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15:00 – 16:30 CEST

Language: English & French

CmiA’s Impact on the Environment: Overview of the Most Recent Life Cycle Assessment

SPEAKERS: Daniel Thylmann – Senior Consultant Agriculture *Sphera*

WHAT YOU WILL LEARN? CmiA’s ecological footprint is one of the impact categories that the Aid by Trade Foundation wants to review regularly, and a Life Cycle Assessment (LCA) is one of the tools used to achieve this. In April 2021, an updated and extended LCA study for CmiA was published. At this webinar, you will learn what steps the LCA experts from *Sphera* took to calculate the impact categories under review and how to interpret the results, as well as which statements about impact categories (such as Global Warming Potential) are legitimate from the perspective of an LCA expert, and which are not.

TARGET GROUPS: agronomic experts at cotton companies, environmental and/or sustainability departments of brands and retailers, standards organisations, and anyone interested in taking a look behind the scenes of creating an LCA (intermediate level).

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