



# CMIA STAKEHOLDER CONFERENCE 2022

TACKLING GLOBAL CHALLENGES THROUGH INNOVATIONS



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## AGENDA OVERVIEW

### 26 September 2022 - CmiA in the Field

8:30 - 10:00	Registration
10:00 - 10:15	<p><b>Welcome</b></p> <p>Tina Stridde (Aid by Trade Foundation - AbTF) and Jean-Claude Talon (SODECO and Member of AbTF Board of Trustees)</p>
10:15 - 11:15	<p><b>Global Sustainability Challenges for Cotton Production and Their Implications for Africa</b></p> <p><i>Keynote speech followed by a panel discussion</i></p> <p>Dr Keshav Kranthi (International Cotton Advisory Committee - ICAC), Belinda Edmonds (African Cotton Foundation), Saskia Widenhorn (GIZ) and Alexandra Perschau (AbTF)</p>
11:15 - 11:30	Coffee break
11:30 - 13:00	<p><b>Regenerative Agriculture, Carbon, and Climate - Just New Buzz Words or Real Game Changers?</b></p> <p><i>Input presentation followed by a panel discussion</i></p> <p>Input Speech: Inka Sachse (Soil &amp; More Impacts/sustainable AG) Panel: Inka Sachse (Soil &amp; More Impacts/sustainable AG), Maja-Catrin Riecher (WWF), Mahesh Ramakrishnan (Olam Agri) and Dr Ben Sekamatte (CmiA Consultant)</p>
13:00 - 14:30	Lunch break

## 26 September 2022 – CmiA in the Field

### **Walk the Talk: How can we Support Farmers for a System Change?**

*Presentations on innovations suitable for a smallholder context*

- 14:30 - 16:00**
- 14:30 - 15:00** Digital Solutions for Extension Service Staff and Farmers: App and Training Videos produced by ICAC, Dr Keshav Kranthi and Dr Sandhya Kranthi (ICAC)
  - 15:00 - 15:30** How Space Technology can Support Extension Services and Improve Monitoring of Certain Standard Criteria, Stefan Scherer (Geocledian)
  - 15:30 - 16:00** Digitization for a Better Monitoring of Interactions with Farmers and Improved Business Performance – Francisco Ferreira dos Santos (SAN JFS Mozambique)

**16:00 - 16:15** Coffee break

### **Learning Carousel: Innovative Approaches From and for Sustainable African Cotton Cultivation**

*Stations include:*

- 16:15 - 17:45**
- Training with the Use of Virtual Reality Technology, Dr Keshav and Dr Sandhya Kranthi (ICAC)
  - Monitoring Approaches of Soil Life and Soil Health in a Small-scale Farmer Context, Davo Vodouhe (OBEPAB) and Alex Stuart (PAN UK)
  - How to Encourage Extensionist and Farmers to Improve Soils, AbTF and the CAR-iSMa Project Consortium, Britta Deutsch (AbTF)
  - Translating Water Stewardship & Biodiversity Conservation into Simple Actions for Small-scale Cotton Farmers, Dr Ben Sekamatte and Rudy van Gent (Cotton made in Africa Consultants)
  - How to Implement a Landscape Approach in the Context of Cotton in Tanzania, Hendrik Buermann (GIZ International Services)
  - Supporting Cotton Farming Communities – The Example of WASH Activities, Nansou Coulibaly (COIC-SA)

**17:45 - 18:00** **Wrap-up & closing of the day**  
Alexandra Perschau (AbTF)

**19:00** Opening Dinner (sponsored by Otto Stadlander GmbH)

## 27 September 2022 – CmiA in the Market

8:00 – 9:30	Registration
9:30 – 9:45	<p><b>Welcome</b> Tina Stridde (Aid by Trade Foundation - AbTF)</p>
09:45 – 11:00	<p><b>Spotlight on Innovations for Cotton, Africa, and Global Supply Chains</b> <i>Inspirational keynotes</i></p> <p><b>09:45 – 10:30</b> Promoting a Socially just and Ecological Transformation in Africa through Innovation, Dirk Meyer, Director General, Federal Ministry for Economic Cooperation and Development (BMZ)</p> <p><b>10:30 – 11:00</b> Cotton made in Africa Update - News and Developments over the past year (AbTF Team)</p>
11:00 – 11:30	Coffee break
11:30 – 13:00	<p><b>Innovations From Field to Market</b> <i>Panel discussion on resource efficiency, circularity, and the role of African cotton</i></p> <p>Panel: Dr Alexander David (Lidl Stiftung), Nienke Steen (C2C Certified), Astrid Drexler (Louisenenthal) and Niklas Jonas (Otto Group).</p>
13:00 – 14:30	Lunch break
14:30 – 15:30	<p><b>Breakout sessions</b></p> <p><b>Breakout 1: The Golden Goal, Transparency</b> Panel: Christian Barthel (AbTF), Gerlind Baez (AbTF), Julia Hewelt (REWE Group), Dr Gediminas Mikutis (Haelixa) and Heinrich Becker (MILES)</p> <p><b>Breakout 2: How to Tell Your Story Without Greenwashing</b> (English only) Moderator: Isabelle Großkopf (AbTF) Panel: Alf Tobias Zahn (Studio Good) and Johanna Bornholdt (KNPZ Rechtsanwälte / Attorneys)</p>
15:30 – 16:00	Coffee break
16:00 – 17:30	<p><b>The Future of Cotton in a Changing Climate</b> <i>Panel discussion on the prospects of cotton in the context of the emissions-reduction targets of brands and retailers</i></p> <p>Moderator: Stefan Schurig (Cotton made in Africa Senior Climate Advisor) Panel: Tina Stridde (AbTF), Dr Hansjörg Zeller (atmosfair), Eleni Thrasyvoulou (Textile Exchange), Umair Zaveri (Alliance Group) and Dr Michael Arretz (German Importers)</p>

## 27 September 2022 – CmiA in the Market

<b>17:30 – 17:45</b>	<b>Summary of the event</b> Tina Stridde and Alexandra Perschau (AbTF)
<b>17:45 – 18:00</b>	<b>Farewell</b> Prof. Dr Johannes Merck (Umweltstiftung Michael Otto and Member of AbTF Board of Trustees)
<b>19:30</b>	<b>Get-together</b> (sponsored by Cargill Cotton, Ecom Agroindustrial Corp. Limited, Louis Dreyfus Company Suisse S.A., Olam Global Agri Pte Ltd, Paul Reinhart AG and Sunny Trexim Pvt Ltd.)

## 28 September 2022 – CmiA Field Trip

For CmiA partners only

### **Full Day – Visiting Hof Hartmann near Lüneburg: A farm in love with biodiversity**

Flowering strips, beetle banks, forests for chickens, and more: How to integrate biodiversity protection into daily business on a farm

OR

Open to all interested persons

### **10:00–11:00 – Visiting the cotton test laboratory at the Bremen Cotton Exchange**

Gain an insight into the cotton-testing laboratory of Faserinstitut Bremen e.V. at the Bremen Cotton Exchange.