

BCI newsflash

Read about the recent Annual Membership Workshop, and the latest Better Cotton annual report.



2012 Better Cotton Harvest Report

2013 Annual Membership Workshop: 'Bigger and Better, Together.'

Bigger - Because we're ready to expand and be recognised as a mainstream commodity.

Better - Because to be convincing we need one Better Cotton voice.

Together - Because Better Cotton is a chance to take action together and become bigger than the individual parts.

Dear BCI Member,

Firstly we'd like to extend a big thank you to you, our members, for making our Annual Membership Workshop in Singapore (23-24 September 2013) such a success!

We are pleased to present to you today two highly anticipated items:

1. the [Better Cotton 2012 Harvest Report](#) (our renamed annual report, also available on our [website](#)),

2. and a [summary of the Workshop](#) including presentations which you can explore below. If you haven't already, please do give us your feedback! [Click here.](#)

We hope you will find both these items useful and interesting in our work towards making Better Cotton Bigger and Better, Together!

Best wishes,

Lena Staafgard, BCI Business Director



"What I took away from the Workshop was hearing the challenges around procurement, and meeting others and BCI to work together on addressing them." - a BCI Member



Highlights from the Workshop

- Members had a look back at 2012, and what they have achieved together with BCI. The 2012 Results Indicators were shared with members and showed very positive results.

[Read the results summary here](#)

- The BCI's Chief Executive Officer, Patrick Laine put Better Cotton in context for the new members in his welcome address. He outlined the business case for Better Cotton and the impressive commitments made by our retailers.
- Members had a rare chance to hear first-hand from the field: three BCI Implementing Partners, from Pakistan, India, and Mali shared their stories about the difference Better Cotton is making to farmers.

[Read their stories here](#)

- Interactive learning sessions also tackled three key questions: how do I talk about Better Cotton, how do I buy Better Cotton and how do I know that

**"The Workshop had a good step by step approach to realise Better Cotton in the supply chain."
- a BCI Member**



Have a quick look at who attended the Workshop, and who spoke



**"What I like most about the Workshop was the interaction and networking."
- a BCI Member**

Better Cotton is credible and has an impact?

How do I talk about Better Cotton? [Read about the session here](#), and [access the Better Cotton Claims Framework here](#).

How do I buy Better Cotton?
[Read about the session here](#)

How do I know that Better Cotton is credible and has an impact? [Read about the session here](#)

100% of participants feedback said that the event has better equipped them to achieve their organisation's goals in cotton.

Introduction for new members

- New members were introduced to the workings of BCI and the Better Cotton System, and our ultimate goal: to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.
- Members examined and defined what it means to be a BCI member: being a part of a global multi-stakeholder initiative to reduce impacts of cotton production, and secure access to supply. For Civil Society and Producer Organisations, that means partnering with BCI for better practice in the field. While for Retailers and Suppliers that means engaging with and better understanding their supply chain.
- Members also told us that being a BCI member is: an opportunity to be better connected in the supply chain; having access to tailored information and support; learning from each other - through Supply Chain training events, themed Webinars, and Member meetings; and supporting farmers in diverse ways.

[See the full presentations here](#)
