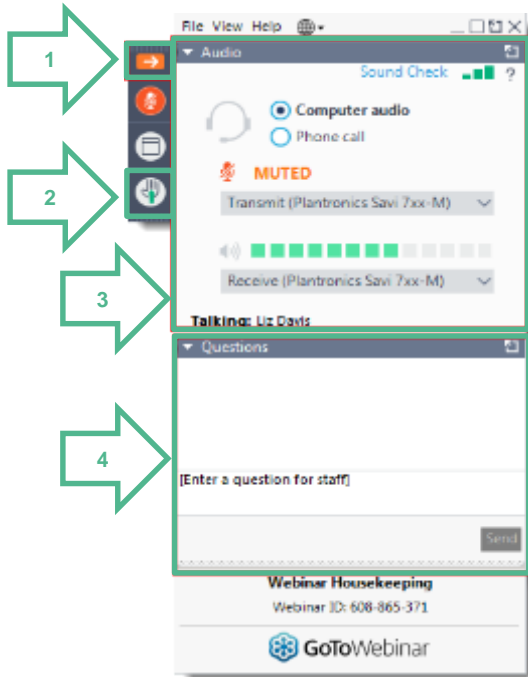


# Supporting BCI Farmers through COVID-19

.....  
July 2020

# How to engage

## Asking Questions and Making Comments



### Control Panel

1. The attendee control panel will collapse automatically when not in use. To keep it open, click the “View” menu and uncheck “Auto-hide Control Panel”. Otherwise, open and close the control panel using the orange arrow.
2. Raise your hand to be unmuted for verbal questions.
3. Select audio options depending on how you are joining the webinar.
4. Submit text questions/comments using the “Questions” panel.

**Note:** The presentation will be recorded.

# AGENDA

1. Better Cotton Production and Uptake Numbers
  2. Update on the Task Force on Forced Labour and Decent Work
  3. Updates on Western China
  4. Today's Focus:  
Supporting Farmers through COVID-19
  5. Questions
  6. Closing Reminders
- 



# Anti-trust policy

The following topics are not to be discussed

- Prices
- Market share
- Customer allocation
- Anything that could be construed as limiting competition



# Polls



A close-up photograph of a person's hands holding a white ceramic bowl filled with small, dark, oval-shaped cotton seeds. The person is wearing a light-colored, possibly yellow or beige, garment. The background is a soft, out-of-focus green. A large, semi-transparent purple circle is overlaid on the left side of the image, containing the title text.

# Better Cotton Production & Uptake

# BCI GLOBAL REACH

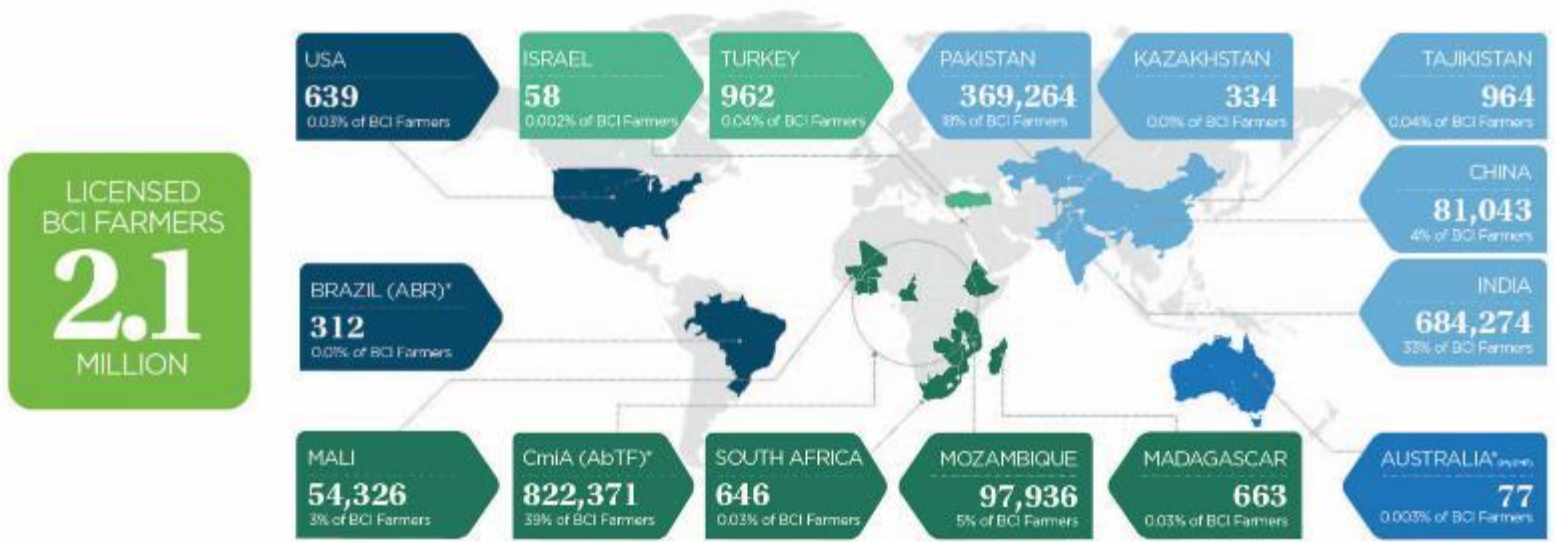
2018-19 COTTON SEASON



NB: This figure is subject to change based on the finalisation of 2018-19 ICAC world production figures. Source of ICAC World Production Figures: <https://icac.gen10.net/statistics/index14.19>

# BCI FARMERS AROUND THE WORLD

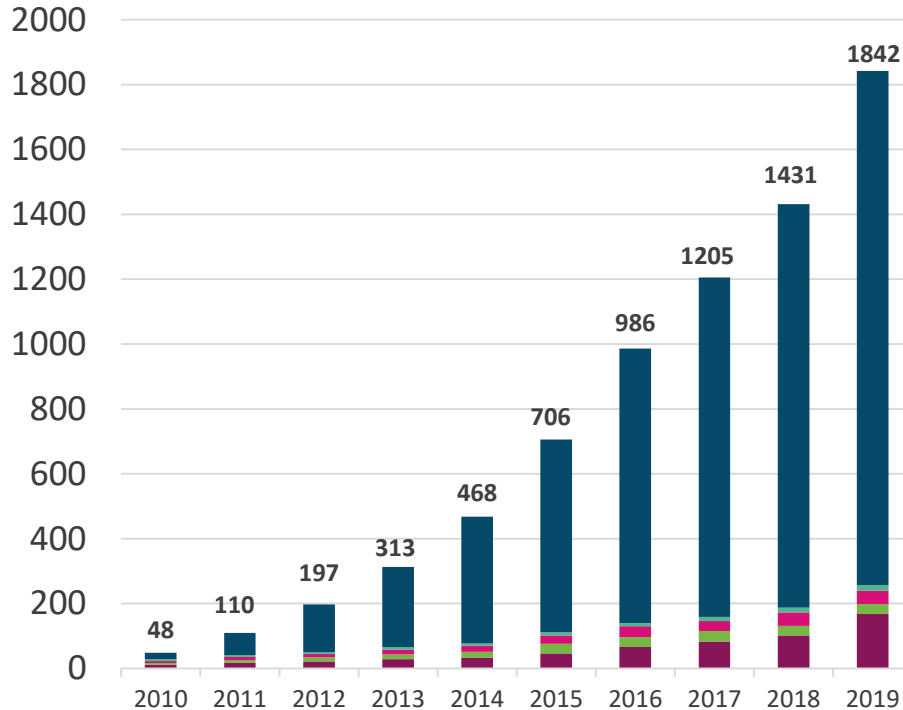
2018-19 COTTON SEASON



<sup>\*</sup>BCI recognised equivalent standard  
<sup>1</sup>CmiA countries: Benin, Burkina Faso, Cameroon, Cote d'Ivoire, Ghana, Mozambique, Nigeria, Tanzania, Uganda and Zambia



# BCI GLOBAL MEMBERSHIP



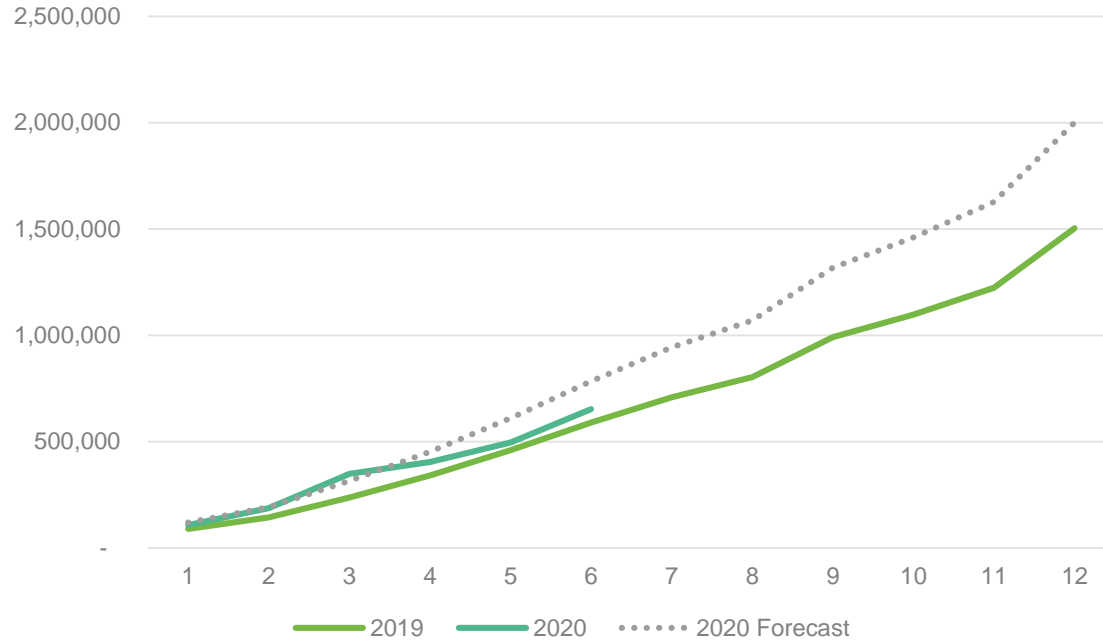
**1,974** Members as of 01 July 2020

- Suppliers & Manufacturers
- Associate Members
- Civil Society
- Producer Organizations
- Retailers and Brands

*Plus **7,000** Better Cotton Platform Users, in addition to membership*

# RETAILER & BRAND (RB) UPTAKE

## CUMULATIVE RETAILER & BRAND MEMBER UPTAKE (MT) IN 2020



RB uptake by 30 June 2020:  
**653,000 MT**

2019 RB uptake:  
**1.5 million MT**

2018 RB uptake:  
**1.1 million MT**

# SPINNER UPTAKE

## CUMULATIVE SPINNER UPTAKE (MT) IN 2020



Mill uptake by 30 June 2020:  
**1,200,000 MT**

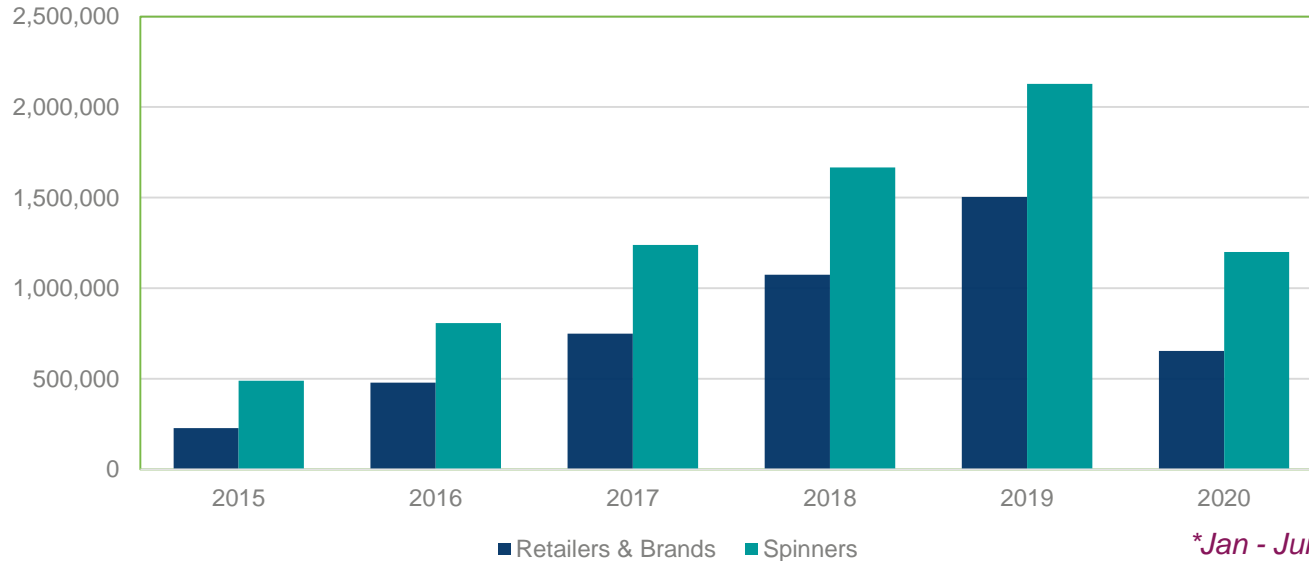
2019 Mill uptake:  
**2.1 million MT**

2018 RB uptake:  
**1.7 million MT**

# AVAILABILITY OF BETTER COTTON

## SPINNER & RETAILER UPTAKE

Spinner vs Retailer & Brand uptake (MT)





A close-up photograph of a person's hands holding a white ceramic bowl filled with small, dark, oval-shaped cotton seeds. The person is wearing a light-colored, possibly yellow or beige, garment. The background is a soft, out-of-focus green. A large, semi-transparent purple circle is overlaid on the left side of the image, containing the title text.

# Task Force on Forced Labour and Decent Work

# Task Force on Forced Labour and Decent Work

## Objectives of the Task Force

1. Review elements of the Better Cotton Standard System to improve their effectiveness in identifying, preventing, mitigating forced labour risks and facilitating victims' access to remedy.

- Global scope
- Principles & Criteria
- Assurance model
- Capacity building
- Related standard operating procedures

2. Recommendations on how to strengthen the Better Cotton Standard System and standard operating procedures by introducing:

- Risk-based methodology
- System improvements in high-risk contexts
- General system improvements

*Technical group of experts set up to help strengthen BCI's **global** operations in relation to forced labour.*

<https://bettercotton.org/task-force-on-forced-labour-and-decent-work/>



# Forced Labour Task Force

## Task Force activities

- **June:** Task Force Members doing deep-dives on selected focus areas to produce draft recommendations.
- Regular **'Spotlight sessions'** to harness collective knowledge & expertise.
- **July:** Task Force workshop to discuss and refine draft recommendations.
- Final recommendations to be submitted to BCI Council for approval.

After approval of recommendations by Council, expected activities could include:

- Modification of Better Cotton Standard System
- Field testing of modifications
- Pilot and roll-out of revised model (into 2021)



# Task Force on Forced Labour and Decent Work



## Consultation opportunities

- Buyer & Investor Committee Members (Retailers & Brands)
- Implementing Partners & BCI Country Offices
- Workers' rights organisations and others with relevant expertise

## Interim communications

- **August (date tbc):** Webinar for members presenting draft high-level recommendations of the Task Force.





# Western China

# Suspension of licensing activities

## WHAT IT MEANS

- BCI Council decided to suspend assurance activities in the XUAR region of China for the upcoming cotton season (2020-21)
- Continue providing capacity building to farmers, despite no licensing
- No assurance activities will be conducted, including licensing, for the 2020-21 season for all farms in the XUAR
- Cotton licensed in 2019 can still be sourced as Better Cotton



# BCI activities in Western China

## **Maintain presence for providing capacity building to farmers in the XUAR**

- No licensing, but continued support
- Most IPs remain fully committed

## **Reviews of Decent Work Risks in the XUAR**

- Insights from BCI's operations to date
- External independent review of risks

## **Engagement with stakeholders in China**

- National level
- BCI Members
- Implementing Partners

## **Supply chain impact mitigation support to members**





# Supply chain & sourcing implications

## FROM 2020 – 21 SEASON

From the 2020-21 season there will be **no Better Cotton from Xinjiang**. Licensing will not take place in September 2020.

Decrease of approximately 800,000 MT of licensed production.

## SECURING SOURCES OF BETTER COTTON

Significant oversupply, therefore significant inventory of **BCCUs available in the supply chain**.

## BETTER COTTON HARVESTED AT THE END OF 2019

Better Cotton licensed in September 2019 has entered supply chains and **remains valid**.

The cotton season for Xinjiang runs from approximately April (planting) to November (completion of the harvest).



Work Area

# Supply chain impact mitigation

Activity Area

1. Data gathering and sharing

2. Facilitating Better Cotton uptake

3. Policy interventions

4. Increase production

Activity

Production

Supply Chain

Demand

Improving supply & demand connections  
–  
Processes & Training

Exploring variations to supply chain policies

Strategic country programmes

Consultation

Communication



# Recent and upcoming progress

1. Data gathering and sharing

2. Facilitating Better Cotton uptake

3. Policy interventions

4. Increase production

## **Better Cotton production and supply report**

- latest Better Cotton production volumes
- ginner uptake, spinner uptake, fabric mill uptake, and more.
  
- To be available to BCI Members on a quarterly basis
- The first report will cover Q1 and Q2 2020 and will be published by the end of July.

# Recent and upcoming progress

1. Data gathering and sharing

2. Facilitating Better Cotton uptake

3. Policy interventions

4. Increase production

## Implementing Partner (IP) Training

- Training delivered to IPs in other provinces of China (Shandong, Hebei and Hubei)
- Covered the Chain of Custody and the responsibility of IPs regarding the supply chain
- Reached a hundred representatives from IPs, Producer Unit Managers and Field Facilitators

## Increasing ginner uptake

- Revised IP agreement for IPs to have a stronger role in the farm to gin uptake link
- Mapped production timelines to better time interventions aimed at increasing uptake
- Developed training materials for IPs on supply chain requirements for farmers
- Better aligned licensing and harvest dates
- Shifting ginner training online to ensure global coverage



# News from other organisations

## THE XUAR COALITION

- a coalition of civil society organisations and trade unions “united to end state-sponsored forced labour” in the XUAR.
- asking brands and retailers to “exit the XUAR at every level of their supply chain, from cotton to finished products”.
- urges governments to “strengthen and enforce existing laws prohibiting trade in goods produced using forced labour”.

## STATUS OF CAMPAIGN

- Website and position statement to be launched in few week’s time
- Date of public launch of the campaign still to be determined.

## COMMUNICATION WITH BCI

- BCI is not part of this Coalition, but having regular communication.
- Ensuring the Coalition is aware of the position of BCI – suspending licensing while maintaining farmer support in the XUAR.



A close-up photograph of a person's hands holding a white ceramic bowl filled with small, dark, oval-shaped cotton seeds. The person is wearing a light-colored, possibly yellow or beige, garment. The background is a soft, out-of-focus green, suggesting an outdoor setting. A large, semi-transparent purple circle is overlaid on the left side of the image, containing the text.

# Supporting BCI farmers through COVID-19



# Covid-19 impact and response

## SUPPORTING BCI FARMERS

### Context

- All countries where BCI operates have been affected.
- As pandemic evolves, rural areas have not been spared.
- Medium-long term lockdown is only possible in wealthier countries.

### Adaptation

- **All trainings from BCI to IPs have shifted to virtual.** Regular communication with IPs field teams is maintained despite not meeting face to face (through trainings, follow-up calls, use of Skype, Teams etc).
- **BCI has launched the Resource Library** a first step in our supporting Virtual Learning project.
- **Laudes Foundation grant to support IPs covid-19 activities:** first activities started in India and Pakistan. Mozambique and Mali following.
- **Remote licensing assessment piloted** in Mozambique and South Africa
- Some teams like China and Turkey slowly going back to the field.

# Remote Licensing pilot

MOZAMBIQUE – INTERVIEWS





# IPs support to farming communities

Leverage on BCI's vast network and close interaction with villages, farmers and farm workers



©WWF Pakistan Women Field Facilitator delivering training to women farmers and workers



©REEDS distributed PPEs and ration among community, Pakistan



©Mask and information material distribution by ACF in Maharashtra, India



© SWRDO FF delivering training to farmers / Pakistan.



© Lupin Foundation masks distribution to farmers / Maharashtra, India.



# China Program Update

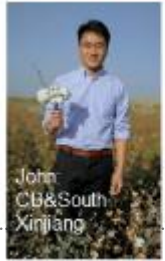
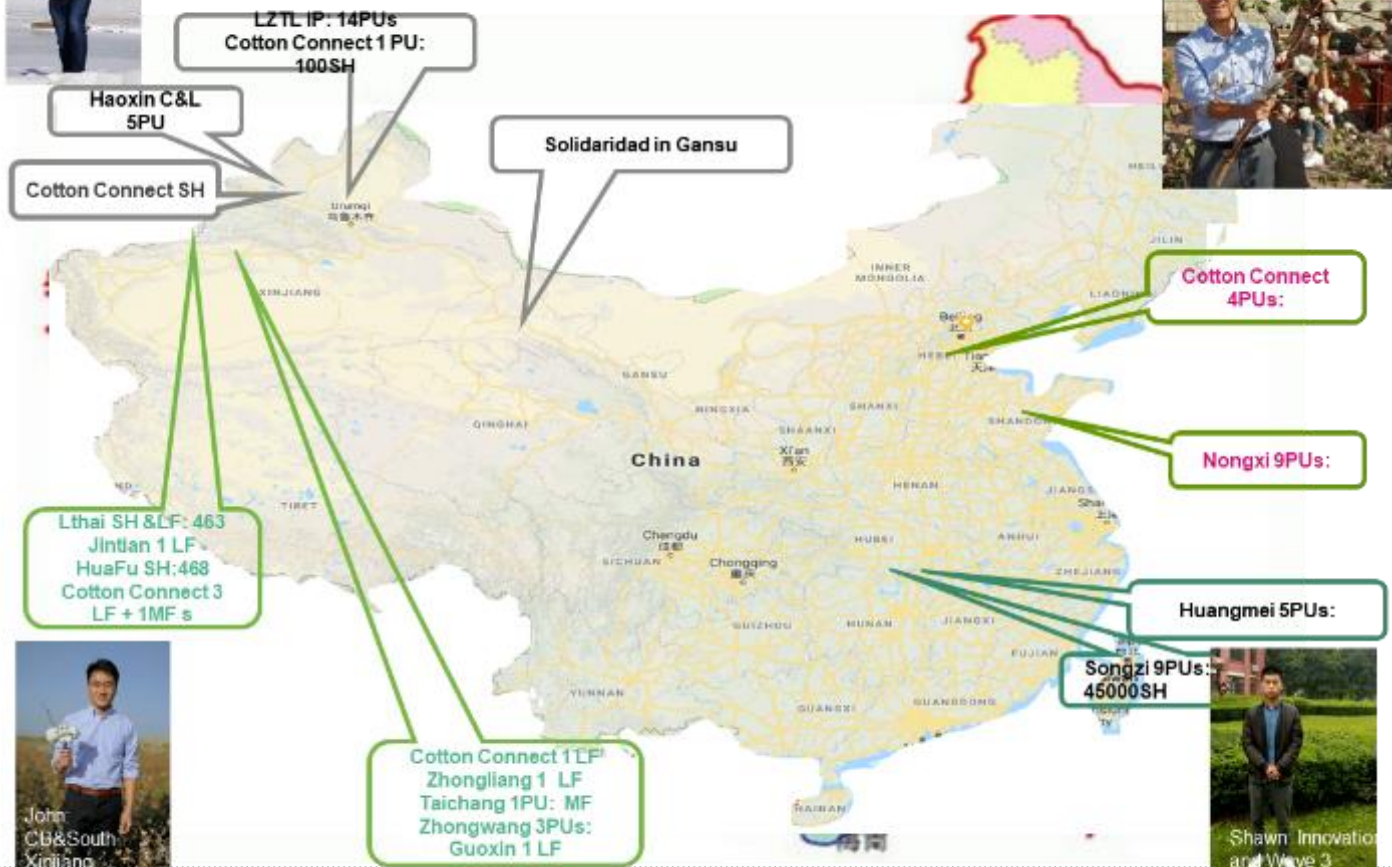
Work from Home to Field

.....  
June 2020



James Assurance & North Xinjiang

Haven: M&E+ Eastern wave



John CB&South Xinjiang



Shawn Innovation and Wave 3





# From Nervous to Optimistic

- Kick off Social distance
- Start more Online trainings – how important Videos are
- Resume to normal work step by step
- Start travelling

# Kick off social distance-Jan

A SPECIAL SPRING FESTIVAL

1. Give up travel to hometown
2. Give up travel to beach for holidays
3. Give up London training as UK Visa Center was closed
4. Resume work earlier at home to prepare for the worst with optimistic attitude



# Kick off online training-Feb/Mar

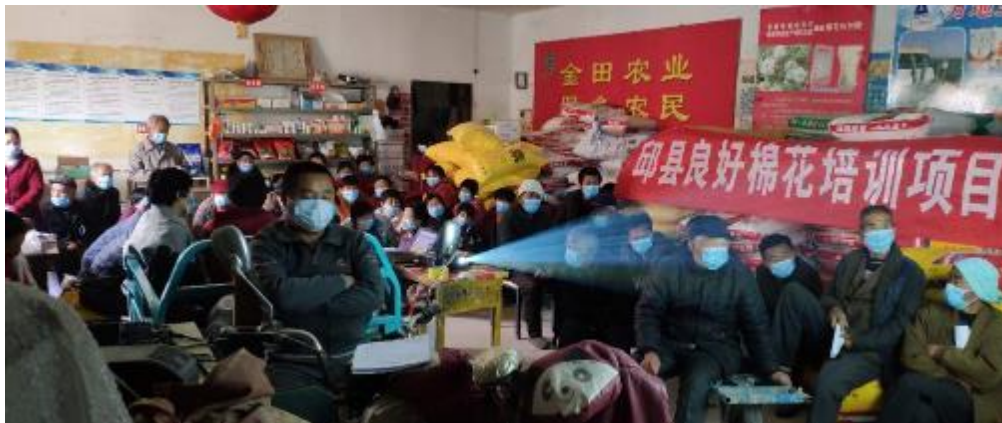
## STREAM PLATFORM BECOMES AN IMPORTANT TOOL

- ✓ Postpone the F2F national IP training from March to May
- ✓ Train New IPs firstly online one by one – *Interesting training materials were highly demanded.*
- ✓ Encourage IPs to shot Videos of daily working- share in stream platform.
- ✓ BCI has establish social media account in tik-tok
- ✓ BCI has broadcasted news and updates with wechat Public Account
- ✓ Wechat Group were used more often



# Limited F2F training with masks Feb/May

BETTER EFFECTIVENESS



Cotton Connect Training in Hebei



Shawn with IP Huangmei for Training



Nongxi Dongying Project Training

# Team Resume to normal work

Join Cotton Conference held by Cotton Inspection institute



Local TV Station Interview



F2F Training to Nongxi IP ▲

Cotton Fiber Improvement Meeting ▼





# Dive into implementation

POs travel to each IP in his own area to deeply engage in daily implementation.

To understand the challenges in implementation

To understand exactly how they interpret indicators

To understand their daily work with farmers and different stakeholders

Case: Picture was Shawn travelled IP in Hubei. Come across IP to join online training held by S&C team. Shawn showed them how to join this meeting with a cellphone.



# IPs training resume normally

Field Training held by New IP in North Xinjiang

No masks needed strictly



Indoor Field Facilitators Training in Dongying

Keep distance and wear masks are recommended





# Growth of Cotton – May to early June



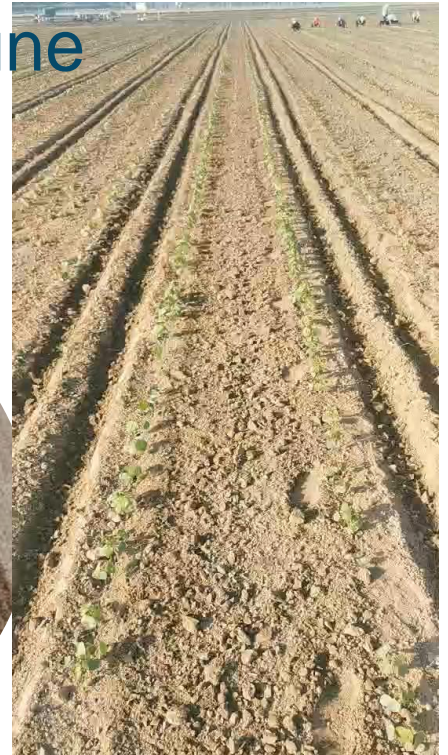
Wheat and cotton intervals  
Wave 3 in Yangtze River Delta



Typical cotton plant pattern  
Wave 2 Yellow River Delta



Typical soil amendment  
in Wave 2



thin out young plants  
Wave 2 (Video)



# Project Data

## 2019-2020 Licensing Data


- 104,035 Licensing farmers
- 885,000 MT Lint Cotton
- 408,000 Ha
- 16 IPs
- 64 PU&LF

## 2020-2021 Seasonal Project Data

- 119,303 famers
- 102,505 MT Lint
- 68,227 Ha
- 15 IPs
- 28 PUs
- 48 PU/LF (Paused)

A close-up photograph of a person's hands holding a white ceramic bowl filled with small, dark, oval-shaped cotton seeds. The person is wearing a light-colored, possibly yellow or beige, garment. The background is a soft, out-of-focus green, suggesting an outdoor setting. A large, semi-transparent purple circle is overlaid on the left side of the image, partially obscuring the bowl and the person's hands.

# Questions

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# Closing Reminders



# BCI Covid-19 Hub

[bettercotton.org/covid-19-hub/](https://bettercotton.org/covid-19-hub/)



[About BCI](#)

[About Better Cotton](#)

[Get Involved](#)

[Resources](#)

[Members' Area](#)

[LOGIN](#)



[EN](#)



## Covid-19 Hub

[From the Field: Hear from Cotton Farming Communities](#)



[CEO Blog Series: Covid-19 and the Cotton Sector](#)



[Innovation: Adapting Implementation of the BCI Model to Support Farming Communities Through the Crisis](#)

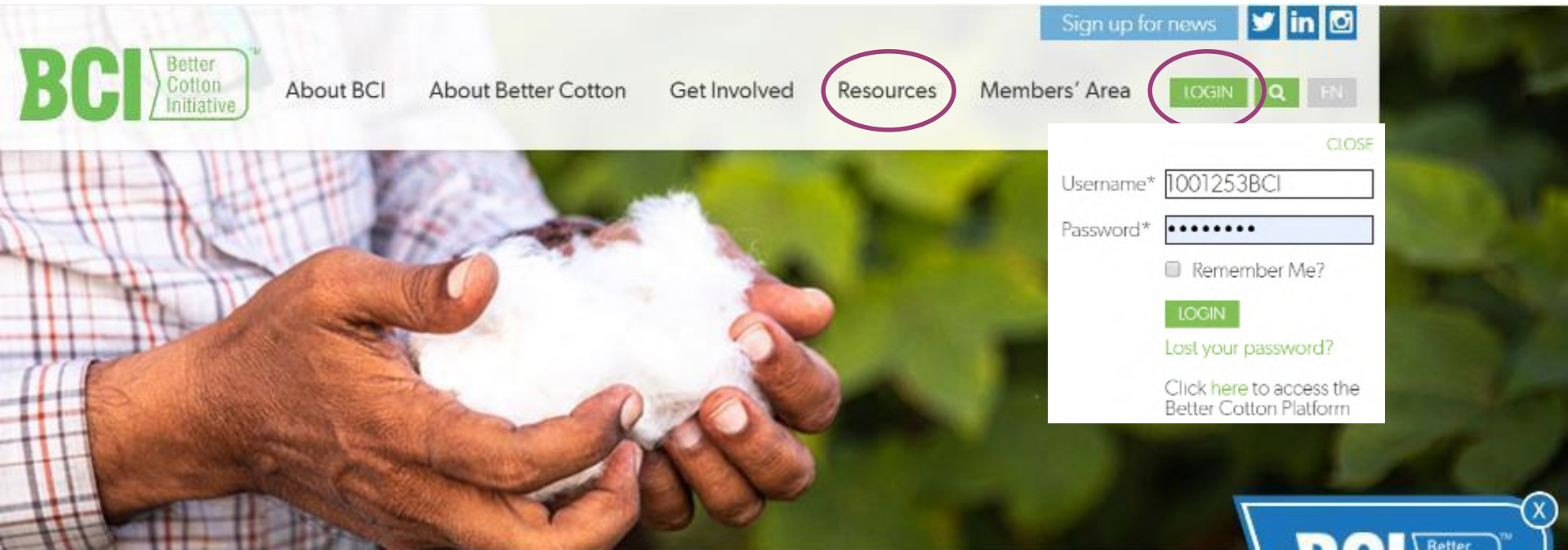


[Member Support and Information: How BCI Is Supporting Members](#)



# Members' Only Resources Website

[bettercotton.org/resources/](https://bettercotton.org/resources/)



The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton sustainability programme in the world. BCI exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.





# Members' Only Resources Website

[bettercotton.org/resources/](https://bettercotton.org/resources/)

## Members' Only Resources

Log in to view.



Member-Only Webinars



BCI Member Toolkit



Better Cotton Platform



Cotton Production Reports



Communications Materials



Logo Downloads



Print Materials for Events



BCI Slides for Members



Videos



Implementing Partner Tools



Western China Resources

# 2019 ANNUAL REPORT

[www.bettercotton.org](http://www.bettercotton.org)



[Introduction](#) [2020 Target One](#) [2020 Target Two](#) [2020 Target Three](#) [2020 Target Four](#) [2020 Target Five](#) [Thank You](#) [Stories from the Field](#) [Country Snapshots](#)



## Better Cotton Initiative

2019 Annual Report



# Get Engaged



Registration re-opening in October, details at [www.globalcotton.org](http://www.globalcotton.org)

## Monthly Webinars | Don't wait for the conference to connect!

All webinar registration at: [www.bettercotton.org/get-involved/events](http://www.bettercotton.org/get-involved/events)



- Next Member-Only Webinar  
*"A Deeper Look at the BCI Assurance Model"*
- BCI Introduction for Retailers & Brands
- BCI Supplier Training Programme (*multiple languages*)



# Thank you

Please complete webinar survey

.....

[membership@bettercotton.org](mailto:membership@bettercotton.org)

