



Facilitate Multi-stakeholder Dialogue
 Convene stakeholders from the cotton sector

Set the Better Cotton Standard
 Deliver a blueprint for Better Cotton production that applies globally

Offer Tools & Processes for Learning & Trust
 Oversee Assurance, manage and monitor sourcing tools and claims, and measure results and impact

Our Aim:
 Better Cotton is a Sustainable Mainstream Commodity

Our Mission:
 Better for the people who produce it, better for the environment it grows in, and better for the sector's future

