Mission

To help cotton farming communities survive and thrive, while protecting and restoring the environment.

Since 2009, Better Cotton has developed, tested and applied our Standard, whilst growing our reach to include more than 2.5 million farmers around the world. Now is the time to deploy this scale **to generate deeper impact**.

b better cotton™

2030 Strategy: What you need to know

bettercotton.org

Key themes

- ⚘ **Farmer focus:** Our programmes focus on farmers' needs and are designed to equip them to continuously improve.

- ⚘ **Impact:** We deliver and demonstrate impact – progressive, measurable change for the better at field level, in line with the 2030 Sustainable Development Goals.

- ⚘ **Innovation:** We create new opportunities and value for farmers through sharing of best practices and the use of data to enable them to farm more profitably. Moving forward, we will create access to financing and bundled services.

- ⚘ **Collaboration:** We continue working with and expanding our network to inspire, influence and learn.

- ⚘ **Transformation:** We remain determined to transform cotton production - deepening our impact on cotton farming and communities while catalysing systemic change to support more sustainable cotton.
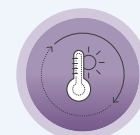
Strategic Aims

Embed sustainable farming practices and policies so that on cotton farms the soil is healthy and land, water and other resources are managed for the good of local communities and the planet.

Enhance the well-being and economic development of cotton farmers by helping to make cotton farming economically viable for them and their communities, with improved working conditions, good health prospects and a better quality of life.

Drive the global demand for sustainable cotton throughout its complex supply chains, by making more sustainable cotton the preferred choice for growers and buyers.
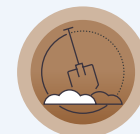
Impact Targets

We have selected five impact areas, which will act as drivers of change for continued improvement in farming practices. These target areas have been chosen for their global relevance and because they are closely linked to several other areas, meaning progress here will lead to progress elsewhere. Each impact area will have a target and will be accompanied by one or more associated indicators to measure progress. The target for the climate change mitigation impact area has already been finalised. We will publish the remaining targets and indicators before the end of 2022.

climate change mitigation

Climate change mitigation: Reduce GHG emissions in cotton production and equip farmers to contribute to solutions to the climate crisis. By 2030, we aim to reduce greenhouse gas emissions per tonne of Better Cotton produced by 50%.

soil health

Soil health: Improve soil health to increase the environment's resilience to climate change whilst enhancing productivity and positively affecting farmer income.

pesticide use

Pesticide use: Reduce the volume and toxicity of pesticides used to benefit human health and farmer incomes as well as reduce soil and water pollution caused by pesticide run-off. This is alongside a renewed emphasis on increasing the adoption of Integrated Pest Management practices.

smallholder livelihoods

Smallholder livelihoods: Make a positive contribution to the eradication of farmer poverty by improving the resilience of farmers and farmer workers to the effects of climate change as well as fluctuations in the global cotton trade and the COVID pandemic.

women's empowerment

Women's empowerment: Reduce gender inequality and discrimination while better recognising and learning from women's expertise and potential to accelerate impact across a range of pressing environmental, social and economic challenges.