



Council  
Elections 2022  
Application  
Package

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# Council Application Package

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## Background

The next Council Elections of the Better Cotton Initiative are scheduled for 2022. This application package explains the elections process and timeline, the role of the Better Cotton Council and expectations from Council members, and lists the required competencies for candidates. The application form is annexed to this package.

The Better Cotton Council is composed of three representatives each from the four voting member categories: Producer Organisations; Suppliers and Manufacturers; Civil Society; and Retailers and Brands. Two of the three seats in each category are elected by the members, and one seat is co-opted by the sitting Council. There are also three seats available for independent members nominated by the Council. (BCI Statutes art. 9.1.2) This allows admission of members with the key capabilities needed to strengthen the work of the Council and ensure diversity.

Council members are elected for a term of four-years, renewable once.

## 2022 Council Elections

The voting for the 2022 Elections will be held electronically over two weeks in the second quarter of 2022. The newly elected members will start Council duty in September 2022 and their term will last until September 2026. In 2022 one seat in each member category is open for election.

- Producer Organisations
- Suppliers and Manufacturers
- Retailers and Brands
- Civil Society

In addition to these seats the Council will co-opt two seats (one in each of the Civil Society and Retailer and Brand categories).



## Candidature

If you would like to nominate your organisation to stand for election, please use the application form appended to this document.

Before proceeding to complete the form, please read this document carefully. It describes the role, responsibilities and commitments of a Council Member. This is a demanding role, and it is important to note that all Council proceedings are carried out in the English language.

All applications received from all member categories will be considered by the Nominations Committee in their selection process for co-opting available seats.

Better Cotton is committed to equality of opportunity and encourages applications from all qualified candidates regardless of sex, age, disability, gender identity, religion, or ethnicity.

To submit your candidacy for a Council seat, please email a completed application form to [membership@bettercotton.org](mailto:membership@bettercotton.org), no later than **15 March 2022**.

## Nominations Committee

All Application Forms will be reviewed by the Council's Nominations Committee to ensure that each of the candidates meets the competency requirements set out below. The Nominations Committee will also be responsible for recommending candidates for the Council co-opted seats, although the final decision will be made by the Council.

The Nominations Committee is made up of one Council Member from each member category. Current members are:

Civil Society: Keith Tyrell (PAN UK)

Retailers & Brands: Ebru Gencoglu (Adidas)

Suppliers & Manufacturers: R S Baalagurunathan (Anandi Enterprises)

Producer Organisations: Marc Lewkowitz (Supima)

None of the committee members are candidates for election to the Council in 2022.

If you would like to discuss the requirements or competencies before proposing your candidature, please contact [eren.ozalay@bettercotton.org](mailto:eren.ozalay@bettercotton.org) who will answer your question or put you in contact with a Council Member from your member category.

# Better Cotton Council

## Roles and responsibilities of Council members

The Council, alongside the General Assembly, is the main representative decision-making organ in the governance of the Better Cotton Initiative (referred to here as 'the Association').

The Council is a strategic and future-focused body. It shapes the strategic priorities of the organisation and ensures that the Association has a clear strategic direction and adequate policies and resources to successfully fulfil its mission.

The collective responsibilities of the Council include:

- Decision-making on behalf of the General Assembly;
- Decision-making on overall strategy and overseeing its development and implementation;
- Approving the annual budget and audit report of the Association;
- Approving any significant modifications to the definition of Better Cotton;
- Approving the membership fee structure and membership process;
- Modifying the By-Laws of the Council if necessary;
- Electing the Chair, Vice-Chair, Treasurer and Secretary of the Association from amongst its members; and
- Establishing any organ, committee or operational group considered necessary for the pursuit of Association's mission.

Each Council Member is expected to:

- Make every effort to attend all Council and committee meetings.
- Stay informed about the organisation's vision, mission, policies, services and workstreams.
- Review agendas and supporting materials prior to Council and committee meetings.
- Serve on committees or working groups and offer to take on special assignments when possible.
- Assist with expanding revenue sources for Better Cotton.
- Keep up to date on developments relevant to Better Cotton.
- Abide by strict conflict-of-interest and confidentiality policies.
- Refrain from making special requests of the staff.
- Assist Council in carrying out its fiduciary responsibilities, such as reviewing the organisation's annual financial statements.

## Conduct

The Council commits itself and its members to ethical, business-like, and lawful conduct, including proper use of authority and appropriate decorum when acting as Council Members.

Better Cotton is committed to systematically addressing gender balance in its relationships and engagement with the broader sustainable cotton community, as outlined in its [Gender Strategy](#).

According to the Council By-Laws every Council Member is expected to declare any potential conflict of interest.

### Time commitment

Council members commit to represent the best interest of the Association and to uphold the mission of the Better Cotton Initiative during their four-year mandate. Time commitments include but are not limited to

### Meetings

- During Covid-19 travel restrictions, the Council had an average of one 90-minute call per month.
- In line with the public health measures and travel restrictions in place, a calendar of online calls and in-person meetings is envisioned for the Council in the next 4-year period.
- Council members serve on Council committees and attend up to 4 committee calls per year per committee

In-person meetings are usually hosted by rotation by Council member organisations or the Secretariat. Meetings can take place in any country which will deem some inter-continental travel necessary for Council members.

### Member Interaction

Throughout the year, Council members interact with their membership category, to share recent Council decisions and collect feedback for future Council discussions. An online Caucus Forum will be made available for each caucus.

### Secretariat support

Council members support the Secretariat in representing Better Cotton at external fora, with donors and in member recruitment activities.

Council involvement will vary according to the current needs of the Association but, on average, requires about 15-20 person-days per year.

## Competencies for Council representatives

The Council has defined a set of competencies that target the ideal skills, experience and expertise needed to build a strong Council. A strong Council is able to deliver on its responsibilities and challenge the Better Cotton Secretariat to improve on the quality of its delivery.

The following competencies are required for all Council representatives:

- Working knowledge of English (all meetings and communication will be in English)
- Strong external voice
- Board or similar experience
- Financial, legal or technical or legal expertise within the cotton supply chain

- Advanced communications experience with diverse stakeholders
- Experience with social, labour and/or environmental issues
- Experience of developing strategy and strategic alliances.

In addition to the above, the specific competencies for each different Council category can be summarised as follows:

### Civil Society

- Breadth and depth of experience in driving change from having created, led or served on the governing body of a not-for-profit civil society organisation.
- Strategic development and implementation expertise
- Strong and unique perspective of social or environmental sustainability in cotton production, independent of commercial or government interests.
- Evidence of effective leadership of organisations dedicated to social or environmental sustainability.

### Retailers & Brands

- Senior business leadership role in the home and apparel, or travel and leisure sectors
- Cross-departmental experience with all levels of business, including Profit & Loss responsibilities
- Strategic development and implementation expertise
- Experience from procurement and raw material sourcing functions
- Experience with consumer-facing sustainability marketing campaigns or labelling.

### Suppliers & Manufacturers

- Senior leader of tier 1, tier 2 and beyond, or vertically integrated supplier
- Strong expertise in business operations and social / labour issues
- Strategic development and implementation expertise
- Experience relevant to building Better Cotton uptake in the supply chain

### Producer Organisations

- Proven track record in implementing the Better Cotton standard
- Strategic development and implementation expertise
- Leadership in collaborative, member-based organisations
- Social and environmental sustainability experience

# Candidate Application Form

## Application form for Council Elections 2022

*To be completed in English*

Organisation name:

Membership category:

Producer Organisation	<input type="checkbox"/>
Civil Society	<input type="checkbox"/>
Suppliers and Manufacturers	<input type="checkbox"/>
Retailers & Brands	<input type="checkbox"/>

Member of Better Cotton since (mm/yyyy)

Organisation description:

Mission statement:

Key activities:



Representatives of the organisation on the Council (should your organisation be elected):

	Full Name	Position
1		
2		

Should our organisation be elected, our 1<sup>st</sup> representative is interested in being an office bearer. Please choose from the following options (you can choose several):

Chair	
Vice-chair	
Treasurer	
Secretary	

What has your organisation achieved in relation to Better Cotton since it joined it? (150 words max.)

What is your motivation for being on the Council? (150 words max.)

Date of application submission

Please send to [membership@bettercotton.org](mailto:membership@bettercotton.org) no later than **15 March 2022**.