

Conference Programme



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About the Conference

26 - 27 June 2023 / Istanbul & Online

The Better Cotton Conference gathers industry leaders and experts to explore the most salient issues in sustainable cotton production such as climate change adaptation and mitigation, traceability, livelihoods, circularity and regenerative agriculture. We're excited to bring our global community together in-person and online to dive deeper into these issues and topics. Join us to collaborate at the Better Cotton Conference for a more sustainable future for cotton.

Four Themes Focusing on One Goal: Accelerating Impact

We'll be exploring topics with a clear lens on impact: From how we drive impact at field-level to how we measure it. With farmers and farm workers at the centre, we're excited to gather retail and supply chain actors alongside other key stakeholders to work together in building a more sustainable future for cotton farming communities.

All plenary sessions of the Conference will be in English and Turkish for in-person participants. All plenary sessions will be streamed live for the online conference audience.

Useful Passwords

WiFi: Impact

Resources Page: [acceleratingimpact](https://www.bettercotton.com/acceleratingimpact)



About Better Cotton

Better Cotton is the world's leading sustainability initiative for cotton. In the 2021-22 cotton season, through our network of field-level partners, 2.8 million farmers in 22 countries received training on sustainable farming practices. Twenty two percent of the world's cotton is now grown under the Better Cotton Standard.



Keynote Speakers



Putting People First / **Aarti Kapoor, Founder and Executive Director of Embode**

Aarti Kapoor is the Founder and Executive Director of Embode, an independent human rights agency working globally across multiple sectors and all levels of supply chains.

In establishing Embode, Aarti has overseen the growth of a broad portfolio in the highly specialised areas of labour rights, child protection and migration. She has directly led seminal studies on child labour, forced labour, labour migration and responsible recruitment. Her advocacy, through published reports, lectures and presentations, focuses on shared accountability of business, government and communities in ensuring human rights are protected. Her 25 year career expands across government civil service in the UK, local and international NGO experience in Asia, and corporate strategy internationally.

Aarti is a qualified lawyer in both the UK (England and Wales) and the US (New York state). She also has Masters degrees in 'Law and Economics' as well as 'Systems Leadership and Organisational Analysis'. Aarti is known in the sector for her analytical mind and a capability to think compassionately and systemically.



Driving Change at Field Level / **Lewis Perkins, President, Apparel Impact Institute**

Sustainable systems pioneer Lewis Perkins is the president of Apparel Impact Institute (Aii), the nonprofit dedicated to identifying, funding, scaling, and measuring the apparel and footwear industry's proven environmental impact solutions. Perkins is dedicated to building programs and systems designed to activate brands, manufacturers, financiers, and innovators to do their part to decarbonize the industry.

With over two decades of expertise in sustainability, corporate social responsibility, and philanthropy, Perkins formerly served as president of the Cradle to Cradle Products Innovation Institute (C2CPPI) where he founded and led the Institute's Fashion Positive initiative. Prior to joining the C2CPPI,

Perkins served as director of sustainable strategies for the commercial sector of Mohawk Industries, a leading carpet manufacturer.

Perkins has been tapped as an advisor and consultant to innovative environmental initiatives and programs such as the Earthshot Prize, Google’s Circular Economy Accelerator Program, the Ellen MacArthur Foundation’s Circular Fibres Initiative, Camera Nazionale della Moda Italiana’s Sustainable Fashion Awards, the Global Change Award at the H&M Foundation, and CFDA Sustainability Design Mentorship, among others. He has also participated on the World Economic Forum Global Future Council on Consumption and lent expertise as a keynote speaker at esteemed events including Aspen Ideas: Climate, Reuters, Global Fashion Summit, Economist Impact, COP27, Vogue Forces of Fashion, and more.

Perkins holds a Master of Business Administration in marketing and strategy with a focus on social responsibility from Emory University and a Bachelor of Arts from Washington & Lee University, from which he received the Distinguished Alumni Award.



Understanding Policy and Industry Challenges / Dr Vidhura Ralapanawe, Executive Vice President for Innovation and Sustainability, Epic Group

Vidhura is the Executive Vice President for Innovation and Sustainability of the Epic Group, a global apparel manufacturer. His career in apparel sustainability spans over 17 years.

Vidhura’s experience includes decarbonization, setting up ‘green factories’, resource efficiency and low impact product design. During his tenure at the Epic Group, the company embarked in an ambitious sustainability plan, committing to strong climate and sustainability targets, innovating in sustainable facility design, operations and a low impact products.

Prior to Epic, Vidhura worked for MAS Intimates where he led the company’s sustainability vision from its inception.



Reporting on Data and Traceability / **Tülin Akin, Tabit Smart Farming Founder and Social Entrepreneur**

Tülin Akin founded Tabit, as a social enterprise that brings together agriculture and technology, in 2004 while she was a student at Akdeniz University, Department of Agricultural Marketing. She launched Turkey's first agricultural social communication and information network and the first agricultural e-commerce system.

She modeled Turkey's first farmer credit card, enabling farmers to find financial resources without incurring losses. By establishing she world's first Smart Village, which provides applied technology training to farmers, she has enabled more than 1.5 million farmers in Turkey and approximately 7 million farmers in Africa and Middle East countries to come together with information and technology.

Tülin Akin holds a Bachelor's degree in Business Administration from Anadolu University and Micro MBA from Boğaziçi University. She also participated in Harvard University's Leadership Training for Systems Change. Tülin Akin was selected as the Schwab Foundation World's Best Social Entrepreneur at the World Economic Forum in 2018. Also she has been selected among the 2022 Bloomberg New Economy 2022 class of Catalysts.

Themes

Putting People First

When we keep farmers and farmworkers at the forefront, the cotton sector and the environment all benefit. In this theme, we'll be challenging cotton stakeholders on what it means to ensure a living income and decent work. Our experts are action-oriented and want to see social change that empowers people and strengthens livelihoods.

Driving Change at Field Level

In the fight against climate change, delivering impact both quickly and at scale will be essential to supporting cotton farming communities. This theme will explore topics at the heart of this mission - from soil health and regenerative agriculture, to women's empowerment and carbon markets.

Understanding Policy and Industry Challenges

As regulations and legislations are rapidly evolving, this theme will provide participants with the latest update on policies. It will also provide a platform for reflection on how the cotton supply chain will be impacted and how our members could take a more active role in policymaking.

Reporting on Data and Traceability

There is an enhanced demand for data to accelerate sustainability progress, but are the current metrics fit for purpose? Exploring Life Cycle Assessment (LCA), data collection, and traceability, this theme will offer important perspectives across those metrics and approaches to ensure they support our collective objectives.

Events

Tuesday 25 June

17:30-19:30 **Welcome Reception sponsored by Cotton Brazil / The Populist**

The Welcome Reception takes place the evening before the Conference, convening all ticket holders for an informal networking opportunity with drinks and light refreshments. Connect with fellow attendees before the official Better Cotton Conference!

Wednesday 26 June

09:00-17:30 **Conference Day 1 / Hilton Istanbul Bomonti**

The first day of our conference will focus on the themes 'Putting People First' and 'Driving Change at Field Level', including two keynote speeches, panel discussions and interactive sessions. All plenary sessions are available in-person and online in both Turkish and English.

19:00-22:00 **Networking Dinner & Member Awards sponsored by Source Intelligence / Please meet at the Hilton Reception at 18:30 EEST and shuttle buses will transport you to the meeting point.**

Enjoy a Networking Dinner and Member Awards on a delightful cruise along the Bosphorus with food, drinks and entertainment.

Thursday 27 June

09:00-17:30 **Conference Day 2 / Hilton Istanbul Bomonti**

The second day of our conference will focus on 'Understanding Policy and Industry Challenges' and 'Reporting on Data and Traceability' including two keynote speeches, breakout groups and interactive sessions. All plenary sessions are available in-person and online in both Turkish and English.

Agenda

Day 1 / Wednesday 26 June

Conference Day One / Morning: Exploring the Theme, 'Putting People First'

When we keep farmers and farmworkers at the forefront, the cotton sector and the environment all benefit. In this theme, we'll be challenging cotton stakeholders on what it means to ensure a living income and decent work. Our experts are action-oriented and want to see social change that empowers people and strengthens livelihoods.

09:00 - 09:15

Welcome Address

▼ Location: Plenary

A warm welcome to the Better Cotton Conference 2024! Hear from Better Cotton CEO, Alan McClay as we look back at our year in review and look ahead at the exciting two-day agenda.

Speaker:

- Antonie Fountain, Director of Voice Network
 - Alan McClay, CEO, Better Cotton
-

09:15 - 09:20

Growing Resilience: A Woman Worker Navigating Climate Challenges in Pakistan

A short video that delves into the everyday life of a female worker, Amina. The video follows the daily activities of Amina as she navigates the challenges of smallholder cotton farming, with a specific focus on how these challenges are exacerbated by climate change.

Speaker: Amina, Farmer, WWF Pakistan

▼ Location: Plenary

09:15 - 09:20

Keynote / The Sight for Freedom

To be inspired by insight into how to better take up your organisational role in order to positively impact human dignity across supply chains.

Speaker: Aarti Kapoor, Founder and Executive Director, Embode

▼ Location: Plenary

Day 1 / Wednesday 26 June

09:35 - 10:15

Session: Living Income: What Does Effective Farmer Remuneration Look Like?

Ensuring farmers receive a living income is crucial for sustainability and equity in the global cotton industry. This session will delve into the multifaceted concept of effective farmer remuneration and what earning a living income means for farmers worldwide.

Speakers:

- Dinesh Reddy Alampur, Deputy Director, Agri Initiatives, Deshpande Foundation
- Catherine Bottrill, CEO, Pilio Group
- Lars Van Doremalen, Impact Director, Better Cotton
- Claus Teilmann Petersen, Stakeholder Engagement & Human Rights Manager, Bestseller

Moderator: Heleen Bulckens, Senior Programs Manager Materials, IDH

▼ Location: Plenary

10:15 - 11:00

Producer Organisations as Partners and Levers for Change

Producer organisations play a fundamental role in strengthening the market position of smallholder farmers, including by improving their access to resources and capacities. Successful Producer Organisation models and initiatives will be spotlighted and the session will explore how these organisations can be better supported, strengthened and leveraged as partners.

Speakers:

- Haribhai Jesingbhai Dodiya, CEO & Farmer, Somnath Farmers Producers Company
- Vicente Sando, Executive Coordinator, FONPA

Moderator: Sara Elder, Senior Policy Advisor, International Institute for Sustainable Development

▼ Location: Plenary

11:00 - 11:10

Harvesting Hope: Navigating Daily Challenges and Social Barriers as a Woman Farmer in Pakistan

This session will be a “fireside chat” style conversation between Aarti Kapoor and Better Cotton Farmer Nazia Parveen.

Speakers:

- Aarti Kapoor, Founder and Executive Director of Embode
- Nazia Parveen, Farmer, REEDS

▼ Location: Plenary

11:10 – 11:35

Coffee Break Sponsored by Cotton Inc.

Day 1 / Wednesday 26 June

11:35 – 11:45

How the 'Women and Child-Friendly Mobile Area Project' Supports Decent Working Conditions in Türkiye

Better Cotton has had a long history in Türkiye particularly as it relates to Decent Work. This session spotlights our partnership with IPUD and their work in bringing services to farming families.

Speaker: Nurcan Talay, Project Coordinator of the Women and Child Friendly Mobile Area Project, Good Cotton Practices Association (IPUD)

▼ Location: Plenary

11:45 – 12:25

Decent Work Gaps and Shared Responsibility

By showcasing a range of innovative models and partnerships to address the multi-faceted labour challenges faced in cotton production, we will explore what shared responsibility means in practice and demonstrate actionable collaboration opportunities to promote decent work.

Speakers:

- Louisa Marie Truss, Head of Partnerships & Communications, Elucid
- Heleen Bulckens, Senior Programs Manager Materials, IDH
- Nurcan Talay, Project Coordinator of the Women and Child Friendly Mobile Area Project, Good Cotton Practices Association (IPUD)
- Leyla Shamchiyeva, Senior Decent Work Manager, Better Cotton

Moderator: Aarti Kapoor, Founder & Executive Director, Embode

▼ Location: Plenary

12:25 – 12:35

Shared Insights and Learnings from Putting People First

This short session serves as a moment to pause and reflect on insights and learnings from this theme. Hear insights first hand from our Keynote Speaker and Better Cotton topic lead.

Speakers:

- Aarti Kapoor, Founder & Executive Director, Embode
- Leyla Shamchiyeva, Senior Decent Work Manager, Better Cotton

Moderator: Antonie Fountain, Host

▼ Location: Plenary

12:35 – 13:35

Lunch Break sponsored by Spectrum

Conference Day One / Afternoon: Exploring the Theme 'Driving Change at Field Level'

In the fight against climate change, delivering impact both quickly and at scale will be essential to supporting cotton farming communities. This theme will explore topics at the heart of this mission - from soil health and regenerative agriculture, to women's empowerment and carbon markets.

Day 1 / Wednesday 26 June

13:35 – 13:50

Keynote / Empowering Change: Innovating Supplier Partnerships for a Sustainable Future

Join us as we explore the bold and courageous ways we are transforming supplier collaboration. Moving beyond traditional top-down methods, we now need to engage suppliers in co-creating strategies that meet their unique needs, incentivize participation, and align with environmental and social targets to future-proof their businesses and livelihoods. This regional and supplier-focused model is tailored to ensure sustainable and impactful solutions from farm to factory.

Speaker: Lewis Perkins, President, Apparel Impact Institute

▼ Location: Plenary

13:50- 14:30

Do Carbon Markets Make Sense for Smallholders?

Explore the complexities of carbon markets, focusing on their advantages and disadvantages, with special emphasis on the impact and implications for farmers.

Speakers:

- Laila Petrie, CEO, 2050
- Gray Maguire, Senior Carbon Originator, Anthesis

Moderator: Lewis Perkins, President, Apparel Impact Institute

▼ Location: Plenary

14:30 – 15:15

Accelerating Gender Actions and Innovations

An examination of a business case for investing in improvements in access to markets and agricultural inputs for women farmers.

Speakers:

- Nazia Asghar, Field Facilitator, WWF Pakistan
- Julie Greene, Chief Sustainability Officer, Olam Agri
- Jens Soth, Senior Advisor Commodity Projects, Helvetas

Moderator: Nini Mehrotra, Gender Equality Senior Manager, Better Cotton

▼ Location: Plenary

Day 1 / Wednesday 26 June

15:15 – 15:55

Harvesting Success: Unveiling the Role of Standards for Regeneration

Markets and industries are raising expectations for standards to support their sustainability goals. But can standards support the transition to regenerative production? We'll examine opportunities from developing to implementing regenerative standards and draw lessons from different agricultural sectors to discover effective strategies for true regeneration.

Speakers:

- Alex Cullen, Commercial & Marketing Director, Soil Association Certification
- Kristine Root, Chief Marketing Officer, Regenified (Online)
- Dave Maslen, Chief Customer Officer, The New Zealand Merino Company
- Brooke Summers, Strategy Lead: Cotton to Market, Cotton Australia

Moderator: Khushbakht Fatima Jamal, Partnership & Capacity Strengthening Manager, Better Cotton

▼ Location: Plenary

15:55 – 16:20

Coffee Break

16:20 – 17:05

(Re)building Ecological Farming Systems

Cotton farm representatives from India, Tajikistan and the USA will share their perspectives on the adoption of regenerative agricultural practices. Insights will include how they developed their context specific integrated approaches to farming and how they contribute to fostering resilient farming systems, sustainable livelihoods, well-being and long term sustainability.

Speakers:

- Myadagoni Mallesh, Trainer and Field Facilitator, WWF India
- Kishor Satabhai Thuletiya, Farmer and Board Member, Aga Khan Rural Support Programme
- Tap Parker, Owner, Parker Farms Partnership
- Obidova Sanobar, Lead Farmer, Sarob, Tajikistan

Moderator: Divya Nazareth, Climate Change & Natural Resource Management Co-ordinator

▼ Location: Plenary

Day 1 / Wednesday 26 June

16:20 – 17:05

The Use and Role of Fertilisers in a Warming Climate

Explore different perspectives and solutions for addressing greenhouse gas emissions from fertilizers and learn about their impact on climate change.

Speakers:

- Swati Renduchintala, Associate Scientist, World Agroforestry
- Paz Panunzio, Research Scientist Sustainability and Strategic Research, Yara International

Moderator: Daren Abney, Executive Director, US Cotton Trust Protocol

▼ **Location:** Breakout Room, M25

17:10 – 17:20

Shared Insights and Learnings from 'Driving Change at Field Level'

This short session serves as a moment to pause and reflect on insights and learnings from this theme. Hear insights first hand from our Keynote Speaker and Better Cotton topic lead.

Speakers:

- Lewis Perkins, President, Apparel Impact Institute
- Lena Staafgard, COO, Better Cotton

Moderator: Antonie Fountain, Host

▼ **Location:** Plenary

17:20 – 17:30

Closing of Day One

Hear from Senior Director of Membership and Supply Chain, Eva Benavidez Clayton on her highlights from the day. We'll also run through the arrangements for the evening ahead with the Networking Dinner Cruise and Member Awards.

Speakers:

- Eva Benavidez Clayton, Senior Director of Membership and Supply Chain, Better Cotton

Moderator: Antonie Fountain, Host

▼ **Location:** Plenary

19:00 – 22:00

Networking Dinner Sponsored by Source Intelligence

Enjoy a Networking Dinner and Member Awards on a delightful cruise along the Bosphorus with food, drinks and entertainment.

▼ **Please meet at the Hilton Reception at 18:30 EEST and shuttle buses will transport you to the meeting point.**

Day 2 / Thursday 27 June

Conference Day Two / Morning: Exploring the Theme, 'Understanding Policy and Industry Challenges'

As regulations and legislations are rapidly evolving, this theme will provide participants with the latest update on policies. It will also provide a platform for reflection on how the cotton supply chain will be impacted and how our members could take a more active role in policymaking.

09:00 – 09:15

Welcome Address

Better Cotton COO, Lena Staafgard will share her highlights from day one and spotlight sessions that she's looking forward to in day two.

Speakers:

- Lena Staafgard, COO, Better Cotton

Moderator: Antonie Fountain, Host

▼ Location: Plenary

09:15 – 09:25

Headline Sponsor, USB Certification Talk

Hear from our Headline Sponsor, USB Certification on their plans and opportunities to collaborate with them to navigate the future of certification.

Speaker: Nesrin Serin, General Manager, USB Certification

▼ Location: Plenary

09:25 – 09:40

Keynote / Present and Future of Regulation: Evolution, Impact and Equity

Speaker: Dr Vidhura Ralapanawe, Executive Vice President for Innovation and Sustainability, Epic Group

▼ Location: Plenary

09:40 – 10:20

Preparing for the Upcoming Sustainability Legislations in the EU

This session will review current policy trends in the EU, focusing on the new regulations and their business impacts on the retail industry and cotton more specifically.

Speakers:

- Jerome Pero, Secretary General, FESI
- Tracy Saunders, Category Technical Manager, John Lewis

Moderator: Namrata Sandhu, CEO and Founder, Vaayu

▼ Location: Plenary

Day 2 / Thursday 27 June

09:40 – 10:20

Preparing for the Upcoming Sustainability Legislations in the EU

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Speakers:

- Jerome Pero, Secretary General, FESI
- Tracy Saunders, Category Technical Manager, John Lewis

Moderator: Namrata Sandhu, CEO and Founder, Vaayu

▼ **Location:** Plenary

10:20 – 11:05

Creating an Enabling Environment in Uzbekistan: A Case Study

Significant progress has been made in Uzbekistan in the years after international scrutiny drew attention to issues linked to forced labour practices. A case study of Uzbekistan will explore the role of government and civil society in advancing progress around the context of Decent Work.

Speakers:

- Gina Burghard, Project Manager-Sustainability and Value Added in the Agricultural Supply Chains-Cotton, GIZ
- Paata Beltadze, Field Program Specialist, Solidarity Center (online)
- Ilkhom Khaydarov, Independent, formerly the chairman of Uzbekistan Textile Association
- Mme Tanzila Narbaeva, Chairperson of the Senate of the Oliy Majlis of the Republic of Uzbekistan and the Chairperson of the National Committee on Combating Human Trafficking and Decent Work.
- Ashraf Shernazarov, Coordinator, Samarkand Cotton Cluster

Moderator: Leyla Shamchiyeva, Senior Decent Work Manager, Better Cotton

▼ **Location:** Plenary

10:20 – 11:05

How Can Legislation Support a More Inclusive Cotton Supply Chain?

Can the EU and governments reduce human rights violations and environmental risk while also supporting smallholder producers? A deep dive into the EU Corporate Sustainability Due Diligence Directive will look at the framework's sustainability goals and potential unintended impacts on smallholders.

Speakers:

- Gina Burghard, Project Manager-Sustainability and Value Added in the Tobias Fischer, Sustainability Manager, H&M
- Vicente Sando, Executive Coordinator, FONPA
- Pallavi Sharma, Food, Agriculture and Biodiversity Lead, Global Rights Compliance

Moderator: Tamar Hoek, Senior Policy Director, Sustainable Fashion, Solidaridad

▼ **Location:** Breakout Room M25

Day 2 / Thursday 27 June

11:05 – 11:30

Coffee Break

11:35 – 12:15

How Can Performance Claims Advance Progress in Sustainability?

What comes next after initial sustainability targets are met? How do we deepen the approach without only focusing on innovations that are wonderful, but perhaps not scalable and how do you report on 'sustainable sourcing' and progress against targets to consumers and to other stakeholders in an effective but compliant way?

Speakers:

- Franziska Dormann, Head of Regional Representatives and Representative to Global Brands GOTS
- Katherine O'Hare, Vice President, Sustainability, J. Crew
- Gabriela Staber, Partner, CMS

Moderator: Ellie Gaffney, Senior Member Claims Manager, Better Cotton

▼ Location: Plenary

12:15 – 12:25

Shared Insights and Learnings from 'Understanding Policy & Industry Trends'

This short session serves as a moment to pause and reflect on insights and learnings from this theme. Hear insights first hand from our Keynote Speaker and Better Cotton topic lead.

Speakers:

- Dr Vidhura Ralapanawe, Executive Vice President for Innovation and Sustainability, Epic Group
- Lisa Ventura, Public Affairs Advisor, Better Cotton (online)

Moderator: Antonie Fountain, Host

▼ Location: Plenary

12:25 – 13:25

Lunch Break sponsored by Gildan

Conference Day Two / Afternoon: Exploring the Theme, 'Reporting on Data and Traceability'

There is an enhanced demand for data to accelerate sustainability progress, but are the current metrics fit for purpose? Exploring Life Cycle Assessment (LCA), data collection, and traceability, this theme will offer important perspectives across those metrics and approaches to ensure they support our collective objectives.

13:25- 13:40

Keynote / Agricultural Technologies and Digitalization in the Past and Future

Speaker: Tülin Akin, Tabit Smart Farming Founder and Social Entrepreneur

▼ Location: Plenary

Day 2 / Thursday 22 June

13:45 – 14:25

Traceability Insights

Better Cotton Traceability was switched on 9 months ago to an eager industry of thousands of organisations who had worked with us to develop it. But how has sourcing Traceable Better Cotton gone since? Hear from some of the supply chain organisations leading the charge.

Speakers:

- Taslimul Hoque, Director of Operations, Square Textiles
- Dr. Alexander Ellebrecht, Manager-Business Development, Source Intelligence
- Elodie Gilart, Senior Sustainability Manager, Raw Materials & Circularity, M&S

Moderator: Jacky Broomhead, Director of Traceability, Better Cotton

▼ **Location:** Plenary

14:25 – 14:45

What Role Can Certification Play in Traceability?

A fireside chat discussing how certification can improve transparency, accountability, and trust in supply chains.

Speakers:

- Jacky Broomhead, Director of Traceability, Better Cotton
- Ali ERTUĞRUL, Textile and Recycling Technical and Quality Manager, USB Certification

Moderator: Jannis Bellinghausen, Director of Standards, Certification & MEL, Better Cotton

▼ **Location:** Plenary

14:50 – 15:40

First Mile Traceability in Pakistan

We bring key stakeholders of our First Mile traceability pilot in Pakistan together to share real-world insights and best practices.

Speakers:

- Muhammad Shuaib, Senior Manager, Membership and Supply Chain, Better Cotton
- Muhammad Fateh, Lead Farmer
- Javed Hussain, Middleman
- Zeeshan Ali, Ginning Manager, Qalandari Cotton
- Winesh Kumar, Owner, Sindh Agro

Moderator: Hina Fouzia, Country Director, Pakistan, Better Cotton

▼ **Location:** Plenary

Day 2 / Thursday 22 June

14:50 – 15:40

Opportunities and Challenges in Leveraging LCAs for Change

Life Cycle Assessments (LCAs) are a vital tool for industry decision-makers, offering data-backed insights on the environmental impact of cotton cultivation, but what are the limitations of this tool? Gain a clearer understanding of both the benefits and limitations of LCAs.

Speakers:

- Miguel Gomez-Escolar Viejo, Head of Monitoring, Evaluation, and Learning, Better Cotton
- Eva Bille, EU Policy Director, Hill and Knowlton
- Veronique Rochet, Senior Head of Sustainability, PUMA

Moderator: Jesse Daystar, Chief Sustainability Officer, Cotton Inc

▼ **Location:** Breakout Room M25

15:40 – 16:05

Coffee Break

16:05 – 16:45

Demonstrating Our Impact: Learnings from India

An exploration of Better Cotton's India Impact Report offering practical insights into the reported impacts through discussion with partner and field staff representatives.

Speakers:

- Myadagoni Mallesh, Trainer and Field Facilitator, WWF India
- Dinesh Reddy Alampur, Deputy Director, Deshpande Foundation
- Divya Nazareth, Climate Change & Natural Resource Management Co-Ordinator, Better Cotton

Moderator: Akhil Dev, Senior Programmes Coordinator, Better Cotton

▼ **Location:** Plenary

16:45 – 16:55

Shared Insights and Learnings from 'Reporting on Data & Traceability'

This short session serves as a moment to pause and reflect on insights and learnings from this theme. Hear insights first hand from our Keynote Speaker and Better Cotton topic lead.

Speakers:

- Tülin Akin, Tabit Smart Farming Founder and Social Entrepreneur
- Jacky Broomhead, Director of Traceability, Better Cotton

Moderator: Antonie Fountain, Host

▼ **Location:** Plenary

Day 2 / Thursday 22 June

16:55 – 17:25

Conference Conclusions: What Now?

In this 30 minute session, we welcome back a diverse group of speakers, attendees, members and farmers to have an open conversation and share actionable insights to take away from this event. We welcome audience participation in this session too.

Speakers:

- Marc Lewkowitz, President and CEO, Supima Cotton & Chair, Better Cotton Council
- Arvind Rewal, Global Raw Material Leader Agriculture at IKEA Group
- Obidova Sanobar, Lead Farmer, Sarob, Tajikistan
- Brooke Summers,
- Alan McClay, CEO, Better Cotton, Strategy Lead: Cotton to Market, Cotton Australia

Moderator: Lena Staafgard, COO, Better Cotton

▼ Location: Plenary

17:25 - 17:30

Conference Close

Our Conference 2024 comes to a close.

▼ Location: Plenary

Sponsors.....

Thank you to our Conference Sponsors!

The 2024 Better Cotton Conference would not be possible without their generous support.



