



Better Cotton Initiative (BCI)

Global non-profit organisation that aims to make cotton production more sustainable and environmentally friendly.

By supporting BCI, companies contribute to a more responsible cotton industry, making a positive impact on the environment and the people involved in cotton farming.

Developing Knowledge

BCI works with cotton farmers around the world to promote better farming practices that reduce the environmental impact of cotton cultivation.

Environmental Improvement

It encourages the use of less water and harmful chemicals, as well as the preservation of biodiversity in cotton fields.

Supporting Farmers

BCI provides training and support to farmers, helping them improve their livelihoods and social conditions while reducing the negative effects of cotton production on communities.

Assurance

When you see the BCI logo on a Green Passport, it means that the cotton used in the item was sourced from farmers who follow BCI's sustainability standards.

