

# 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**

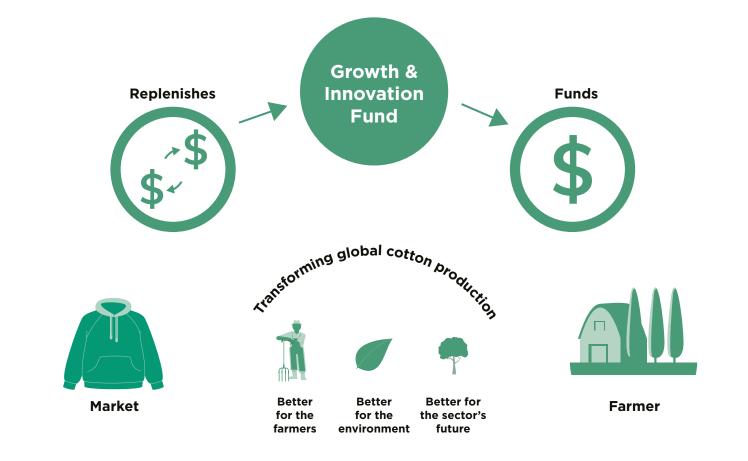
It encourages the use of less water and harmful chemicals, as well as the preservation of biodiversity in cotton fields.

#### **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.



**Better Cotton** 





