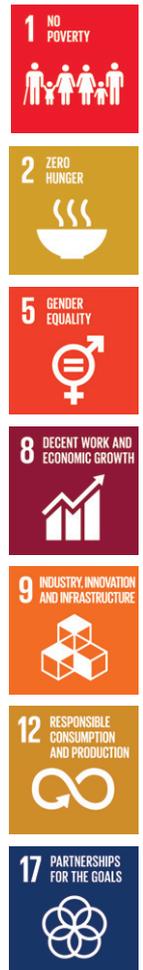




# Programme Sustainability and Increased Value Added in the Cotton Economy

The programme  
contributes to the  
following sustainable  
development goals:



## WHAT ARE THE CHALLENGES?

Cotton is the most important natural fibre in textile production. Worldwide, more than 100 MILLION FARMERS in more than 80 COUNTRIES produce around 26 MILLION TONNES OF COTTON a year. More than half of this cotton is grown on small farms, often in remote rural regions.

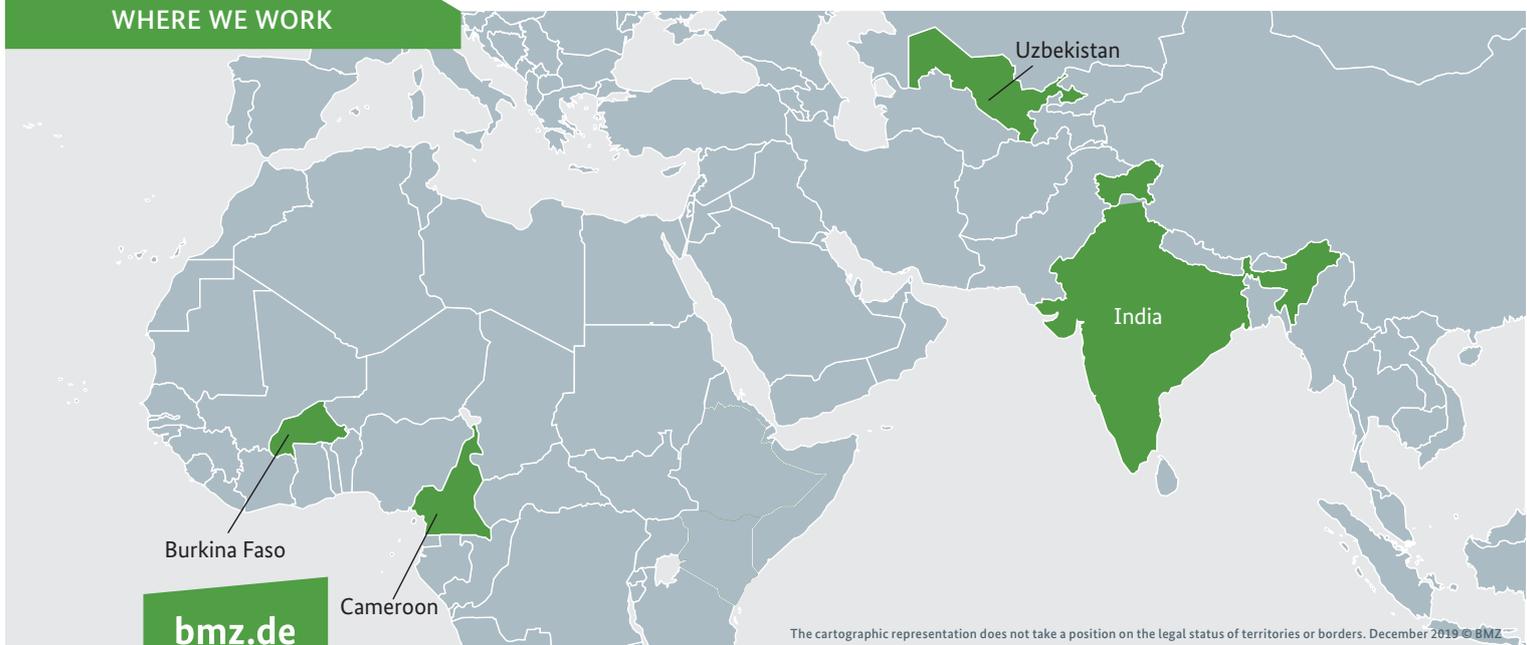
Cotton growing has an impact on people and the environment. Excessive use of pesticides impairs the quality of soil and water, for example. Many small farmers do not earn enough to live on. Furthermore, child labour and forced labour have not yet been eliminated completely in cotton production.

Processing raw materials raises their value and increases the opportunity to make a profit. However, African countries, in particular, export cotton almost exclusively as a raw material. The processing of cotton into textiles, and therefore most of the added value, is created elsewhere.

## WHY IS THE LEVEL OF SUSTAINABILITY AND VALUE CREATION INSUFFICIENT?

- ➔ There is often a lack of technical and business knowledge regarding sustainable cultivation methods and processing.
- ➔ Many regions do not have sufficient access to good-quality seed, production inputs, mechanisation and capital.
- ➔ Many processing businesses have no direct links to international companies in the textile and clothing industry.
- ➔ The origin of the cotton and the conditions under which it is grown are often unclear in the supply chain, therefore the incentives to purchase and produce sustainable cotton are low.
- ➔ Uncertain conditions hamper investment in the producing countries.

## WHERE WE WORK



Burkina Faso

Cameroon

Uzbekistan

India

bmz.de



## HOW WE WORK

Establishing and expanding sustainable cotton production and local value creation provides significant opportunities for development in rural regions. It boosts jobs and income, especially for young adults and women, and thus allows hunger and poverty in the producing countries to be reduced.

We support smallholder households in using resource-efficient agricultural practices and in ensuring that their production meets international standards. Experts and managers in the domestic cotton economy receive training in sustainability and in setting up processing businesses. At global level, we integrate the relevant platforms, organisations and actors in the international textile and garment supply chain. Close collaboration with the private sector, along with the use, refinement and dissemination of digital solutions, is particularly important.

### THE PROGRAMME'S OBJECTIVES

- To increase the volume of sustainably produced cotton.
- To increase local value added from sustainable cotton.
- To increase the income and jobs in cotton production and downstream processing stages.
- To strengthen the supply chain for sustainable cotton.
- To develop global strategies for a sustainable cotton economy.



## AT A GLANCE



*The programme's objective is to **boost value creation from sustainable cotton** in the producing countries. It therefore works to increase the **production** of sustainable cotton and strengthen the **downstream processing stages** – yarn and fabric production, and the manufacture of textiles and clothing. This benefits farmers as well as workers and businesses in the processing sector.*



Term: 2019–2023



The programme works in four countries.



Budget: EUR 17 million



## SUSTAINABLE COTTON GROWING IN PRACTICE: VIRTUAL REALITY TRAINING MODULES

Pests and diseases cause crop losses and deprive farmers of vital income. However, if pesticides are not used properly, this harms not only people and the environment, but crop yields also suffer. So how does effective and sustainable pest control work? How do you distinguish between a pest and a beneficial insect?

Training modules using virtual reality technology are being developed jointly with the International Cotton Advisory Committee (ICAC). The training gives small farmers the opportunity to observe, experience and learn good agricultural practices within a short space of time.

