

## Our Manifesto

Today, more than ten years after we launched our programme, more than a fifth of the world's cotton is already produced under the Better Cotton Standard – confirmation that the world doesn't just want cotton, it wants better cotton.

That's why we are here, pushing harder than ever towards our goal of transforming the cotton sector. Our mission is to help cotton communities survive and thrive, while protecting and restoring the environment.

### Better Cotton is:





Farm-worker Shahida Parveen picking cotton in her family's cotton field. Pakistan, 2019

Photo Credit: Better Cotton/Khaula Jamil.

{The journey to a truly sustainable future continues. There will be no let-up. It's the only way we can all be part of something better.

Better for smallholders, who can use the knowledge, support and resources we provide to grow cotton – and other crops – more sustainably. Improving soil health, water management, greenhouse gas emissions and climate resilience.

Better for large farms, whose investment in sustainability is recognised and rewarded.

Better for farm workers, who benefit from improved working conditions and a higher standard of living.

Better for farming communities, where inequalities are confronted and women become more empowered.

Better for our programme partners and civil society organisations, who are working to create lasting change on the ground.

Better for donors because their funding goes to the places where it can have the most impact.

Better for governments that can draw on our expertise and resources to plot a nationwide path to sustainability.

Better for companies across the supply chain as they meet customers' demands for sustainable

sourcing.

Better for retailers and brands who know that cotton that's good for people and planet is equally good for business.

Better for consumers who, from a glance at a logo, know that what they're buying is made by those who share their values.

Better Cotton isn't just a commodity, it's a movement.