

Partnership Overview

This partnership aims to establish ethical cotton production in Kenya, building on the success of a sustainable cotton pilot in 2014 by a group of Australian businesses including Base Titanium, global retailer the Cotton On Group and not-for-profit organisation, Business for Development. The BPP initiative aims to improve the economic transition of communities once mining activities cease and develop a scalable model for the sustainable cotton industry in Kenya promoting inclusivity, stability, economic growth and poverty reduction. More than 300 farmers have joined the project, with the Government’s contribution set to support 1,500 farmers who will directly participate in the local economy through the production and sale of their cotton into Cotton On Group’s global supply chain.

Creating Shared Value

By supporting the revival of the local cotton sector, farmers can grow cotton benefitting from increased production and diversified livelihoods leading to increased incomes, employment, and small business opportunities. Farmers benefit from entering a global market by being able to sell their cotton into the ethical supply-chain for Cotton On, and benefit through buying improved animal feed made from by-products.

Base Titanium

Base Titanium Limited is a wholly-owned subsidiary of Base Resources, which operates the 100% owned Kwale Mineral Sands Operations in Kenya. Base Resources plan to assist the development of the agricultural sector and economy in Kenya starting in Kwale County through this initiative. Base Titanium Limited, in addition to being lead partner, is also providing the majority of private sector financing for this partnership.



Cotton On Group

Cotton On is Australia’s largest value fashion group, with eight brands in over 1300 retail stores in 17 countries. The Cotton On Group is focused on building an ethical sustainable and profitable business and ensuring they have a positive impact on their people, the community and the planet. Cotton On is providing additional funding and market access for the partnership. Cotton On have committed to purchasing the lint cotton produced by the farmers in Kwale into their global supply chain.



Business for Development (B4D)





B4D is an independent, not-for-profit organisation tackling extreme poverty through inclusive business. B4D catalyse, coordinate and co-create inclusive business ventures and pro-poor value chains. They provide expertise in designing and implementing partnerships between the private sector, other sector partners and local communities, and are experienced in developing and implementing inclusive business models.



Department of Foreign Affairs and Trade (DFAT)

DFAT’s expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women’s economic empowerment.



Location		Country Kenya	Region Sub-Saharan Africa
Total Funding \$1,724,500		DFAT Contribution \$313,000	Private Sector Contribution \$1,411,500
Shared Value Proposition		Redefining productivity in the value chain	Enabling local cluster development
Sector		Agriculture	



The BPP promotes stability, economic growth and poverty reduction in Kwale.