

Partnership Overview

The Better Cotton Initiative (BCI) is a global sustainability initiative which establishes global standards for cotton production that are more sustainable and positively impact on the lives of those in the supply chain. It does this by bringing together cotton's complex supply chain, from farmers to retailers. This partnership will support the training of an estimated 200,000 farmers in Pakistan so they can become part of the BCI, and access the growing global market for sustainably produced cotton. Cotton Australia is providing their expertise on the back of Australia's recent accreditation under the BCI.

Creating Shared Value

Pakistan is the fourth largest producer of cotton in the world but currently has little access to the growing, high value, sustainable cotton market. This partnership will support the training of an estimated 200,000 farmers in Pakistan so they can become BCI accredited, opening up a huge opportunity for farmers to be engaged in safer, more sustainable farming operations and with a product that is growing in demand.

Better Cotton Initiative (BCI)

The Better Cotton Initiative (BCI) is a not-for-profit organisation which establishes global standards and brings together cotton's complex supply chain, from farmers to retailers. BCI makes global cotton production better for the people who produce it, the environment it grows in and better for the sector's future, by developing 'Better Cotton' (or BCI cotton) as a sustainable mainstream commodity. This partnership will support the expansion of a training program to reach more cotton farmers.



Cotton Australia

Cotton Australia is a not-for-profit company, and the peak representative body for Australia's cotton growers. As world leaders in sustainable cotton production, Cotton Australia is aware that its industry has extensive best practice information, experience, tools and knowledge it can share – and are looking to deploy this effectively through the partnership. Cotton Australia, as a member of BCI, will play a role supporting and providing best practice cotton production information through BCI training to cotton farmers in Pakistan.



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 Pakistan	Region South and West Asia
Total Funding \$2,887,240		DFAT Contribution \$500,000	Private Sector Contribution \$2,387,240
Shared Value Proposition		Redefining productivity in the value chain	Enabling local cluster development
Sector		Agriculture/Agribusiness	



The BPP creates better farm practices with lower costs, higher yields and better profits.