

## Partnership Overview

This partnership brings DFAT together with global sustainability not-for-profit the Better Cotton Initiative (BCI) and peak body Cotton Australia to deliver training to cotton farmers on more sustainable agricultural practices. The first phase of this initiative ran from 2016-2018 and trained 55,560 farmers of whom 52,284 (94%) became licensed BCI Farmers (exceeding the target of 50,000). A knowledge exchange between Cotton Australia and farmers in Pakistan was established in the first phase, leveraging Cotton Australia's network of cotton scientists. Under phase two, DFAT has contributed funding through the Australian High Commission in Pakistan to continue the initiative in a second phase. The objective is to explore new and important areas for collaboration and development, including a pathway for embedding the Better Cotton Standard in Pakistan, strengthening women's empowerment in the Pakistan context and deepening the knowledge exchange with Cotton Australia. The second phase will train 27,425 additional farmers and continue to train 55,560 from phase one benefiting 82,985 farmers in total.

## Shared Value

This partnership will support the training and further development of farmers in Pakistan so they can become BCI accredited. Once accredited the cotton farmers benefit from preferential access to both the domestic and international markets. Increasing the supply of Better Cotton ensures the demand from BCI's Retailer and Brand Members for more sustainably produced cotton is met. BCI's demand-driven funding model means that increased sourcing of Better Cotton by BCI's members translates directly to increased investment at field-level. For IDH the partnership is helping it to realise its goal to create inclusive growth at scale while Cotton Australia is contributing and benefiting from the knowledge exchange. For DFAT the partnership contributes to its aid investment priorities to promote sustainable and inclusive economic growth and to invest in Pakistan's people with a focus on women and girls. The learnings from the initiative can be applied to other DFAT private sector engagement programs and inform the Government of Pakistan's plans to embed the BCI model within their farming methods.



### Department of Foreign Affairs and Trade

The Australian Government, through DFAT, contributes to sustainable economic growth and poverty reduction through stronger, more inclusive private sector growth. The BPP is designed as an entry point for new partners to work with DFAT to deliver social impact and commercial returns and promotes initiatives that drive gender equality.

#### Key Contributions

- Catalytic funding
- Private sector engagement expertise
- Technical advice on gender
- Brokering, influencing and convening abilities



### Better Cotton Initiative (BCI)

The Better Cotton Initiative (BCI) is a not-for-profit organisation which manages the farm-level implementation of the Better Cotton Standard, a holistic approach to more sustainable cotton production.

#### Key Contributions

- Established and tested model for effectively delivering training, capacity building and support to cotton farmers
- On-the-ground Implementing Partners
- Multi-stakeholder engagement
- Thorough monitoring and evaluation
- Relationship with Government of Pakistan



### IDH The Sustainable Trade Initiative

IDH convenes companies, civil society organisations (CSOs), governments and others in public-private partnerships to realize green & inclusive growth at scale.

#### Key Contributions

- Vast network in cotton and other supply-chains, with governments, donors, non-government-organisations, businesses and financiers (development banks, commercial banks).
- Focus on learning and knowledge sharing for innovation



### Cotton Australia

Cotton Australia is a not-for-profit company, and the peak representative body for Australia's cotton growers.

#### Key Contributions

- Best practice information, advice, resources and tools related to sustainable cotton production and extension
- Experience of peak body management and governance
- A network of leading cotton scientists
- Strong relationships with Australian fashion brands and retailers

### Location



Country  
**Pakistan**

Region  
**South and West Asia**

### Total Funding

Phase 1: \$2,887,240  
Phase 2: \$ 1,162,554

DFAT  
Contribution  
Phase 1: \$500,000  
Phase 2: \$500,000

Partner  
Contribution  
\$2,387,240  
\$662,554

### Beneficiaries



82,985 farmers

### Sector



Agriculture

### Shared Value Proposition

Redefining productivity in the value chain