



# Cotton for a better world



TEXTIL  
SANTANDERINA  
SINCE 1923





## **COTTON BCI BY TEXTIL SANTANDERINA**

COTTON BCI fabrics by Textil Santanderina ensures a responsible use of cotton: a production better for the people who produce it, better for the environment it grows in and better for the world.

It is made in collaboration with Better Cotton Initiative (BCI), a not-for-profit organisation stewarding the global standards for Better Cotton, and bringing together cotton's complex supply chain, from the farmers to the retailers.



“Cotton is a renewable natural resource, but only if we manage it responsibly”



## **CRITERIA OF BETTER COTTON**

### **/BETTER SUSTAINABILITY**

criteria relating to water and energy use

### **/BETTER ENVIRONMENTAL PRACTISES**

criteria relating to pesticide use and habitat protection

### **/BETTER WORKING CONDITIONS FOR FARMERS AND FARM WORKERS**

criteria relating to health and safety, freedom of association, child labour, forced labour and non-discrimination

### **/BETTER QUALITY**

cotton grown in accordance with the BCI standard

“Cotton is used by nearly everyone on Earth every day, and supports 250 million people’s livelihoods”

“BCI connects people and organisations from across the cotton sector, from field to store, to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas.”

#### WHERE DOES COTTON BCI COME FROM?

BCI organisation is voluntary and inclusive, global (accessible to all growers).

BCI it is currently operating in:

- / India
- / Pakistan
- / Mali
- / Mozambique
- / Brazil
- / China

**Solidaridad**



**ABRAPA**





## WHY CHOOSE BCI?

### BETTER FOR FARMERS

- / Reduced input costs
- / Higher gross margins
- / Higher Yield
- / Profitability impact
- / Health benefits
- / Continuous improvement

### BETTER FOR TS

- / Traceable and identifiable bales
- / Sharing of knowledge and learning through specific working groups
- / Sustainability philosophy and commitment
- / Continuous improvement

### BETTER FOR RETAILER/BRAND

- / Supply chain security
- / Risk management
- / Sustainability philosophy and commitment
- / Continuous improvement

“The Better Cotton Standard System is a holistic approach to sustainable cotton production which covers all three pillars of sustainability: environmental, social and economic.”



### **BE PART OF SOMETHING BETTER**

/ Better Cotton is transformational, aiming to become a mainstream solution for more sustainable cotton.

/ Better Cotton is global, focusing on continuous improvement which can be applied by any cotton farm in any global region.

/ Better Cotton already has buy-in by business, supported by major global brands and retailers and actors from across the cotton supply chain.

/ Better Cotton has results. The standard is tested and proven, and its progressing year on year.

More about better cotton organisation:  
<http://bettercotton.org>



**TEXTIL  
SANTANDERINA**  
SINCE 1923

