

The background features a central blue rounded rectangle containing text. Surrounding this rectangle are several vertical lines in brown, green, and dark red. From these lines, horizontal and curved lines in red, blue, and green extend outwards, creating a network-like or tree-like structure.

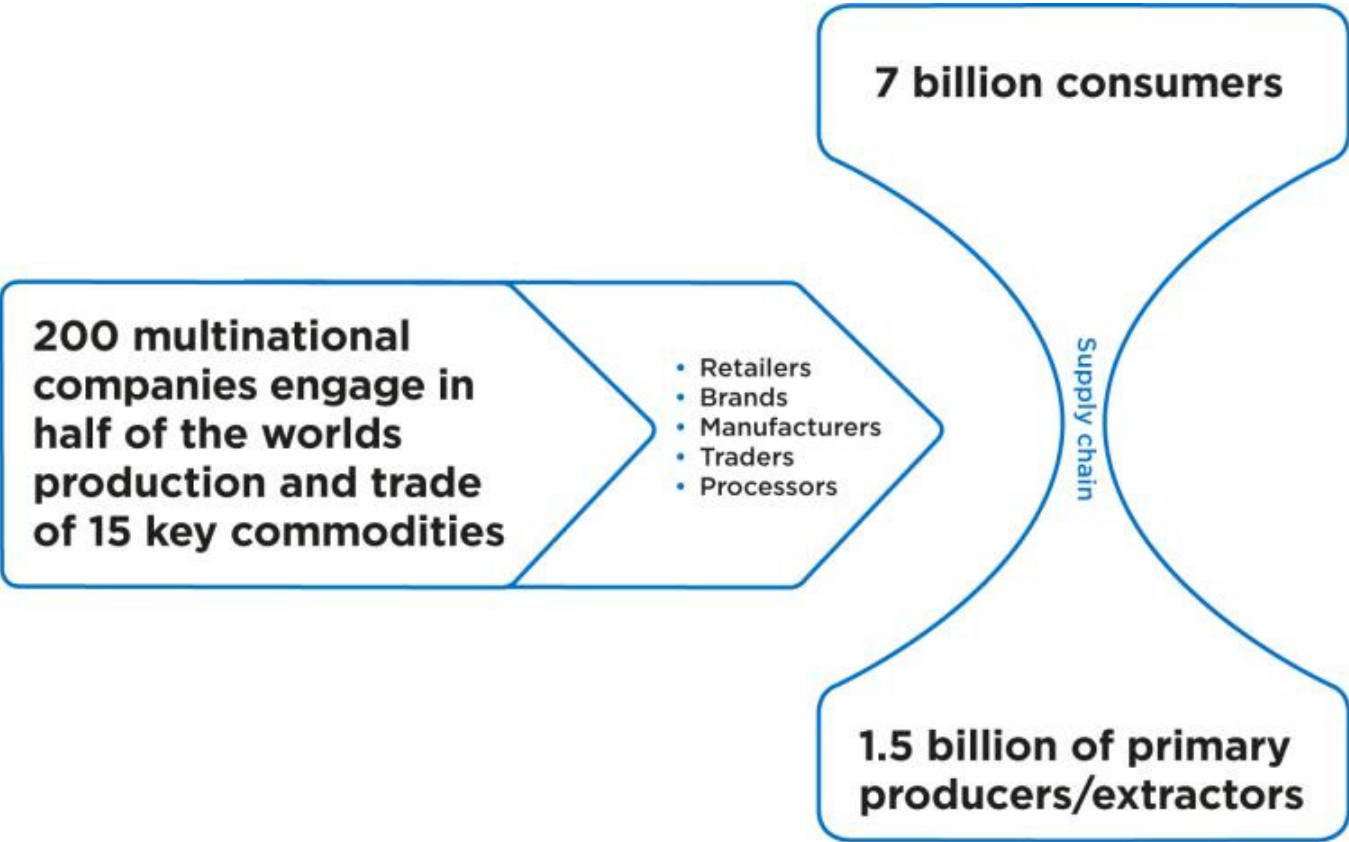
**Scaling & innovating for  
impact**

**Next stage of sustainable  
supply chain interventions**

**Joost Oorthuizen  
Executive Director**

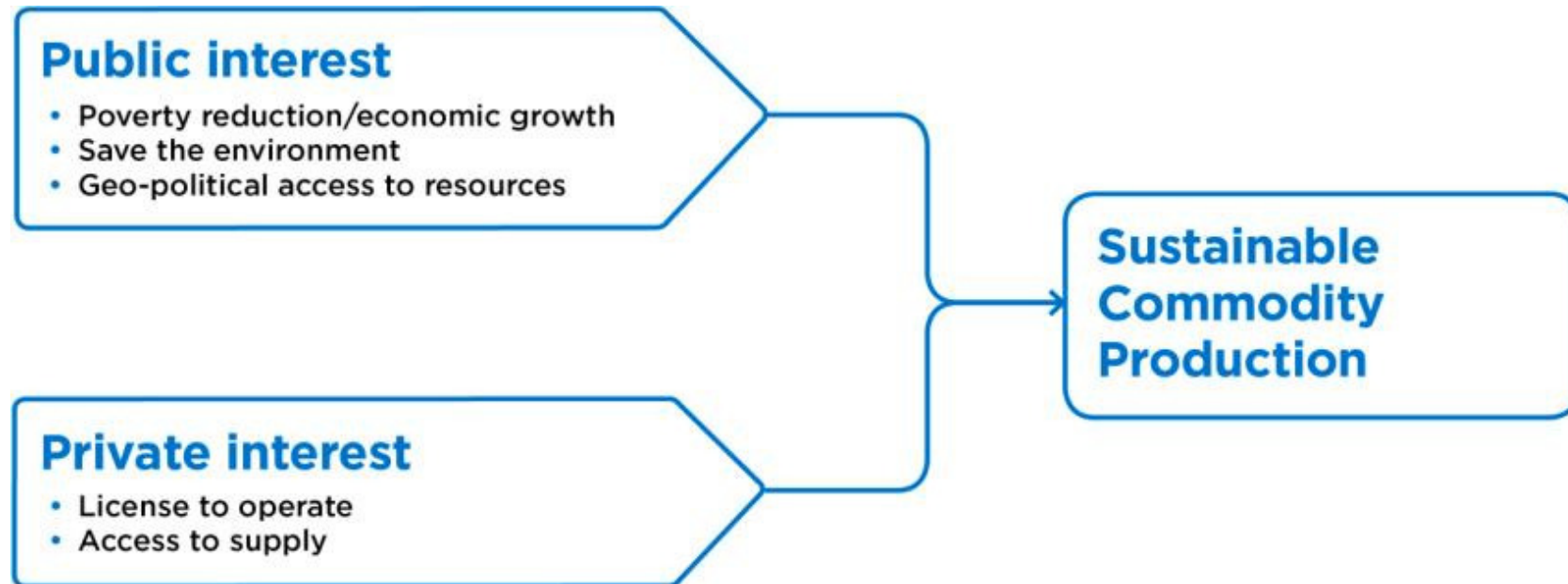
**ioh** the sustainable  
trade initiative

# Business has great leverage



Source: WWF

# A business case for public-private cooperation



# Mainstreaming Sustainable Trade for development impact

- Public private **partnership** facility
- Funded by Dutch, Swiss and Danish ODA
- Impact on MDGs1,7 and 8 and PSD
- **18** commodity chains in **50** countries
- **300** companies
- **30** international NGOs
- **130** million Euro investment capital





**The Power  
of  
Coalitions:  
Cotton**

**Solidaridad**



**LEVI STRAUSS & CO.**

**TOMMY HILFIGER**



# Goals and investments



Rabobank

**Solidaridad**

**H&M**

**IKEA**

**TESCO**

**adidas**  
GROUP



**ioh** the sustainable trade initiative

**30% of global cotton production sustainable by 2020.**

**BETTER COTTON  
FAST TRACK FUND  
(€50-60 million over 5 years)**

YOUR **M&S**  
marksandspencer.com/PlanA



**Walmart**   
Save money. Live better.

**icco**  
Partner to enterprising people

**LEVI STRAUSS & CO.**

**TOMMY HILFIGER**

 Ministry of Foreign Affairs

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation  
Federal Department of Economic Affairs,  
Education and Research EAEF  
State Secretariat for Economic Affairs SECO

**DANIDA**

# Output results & impact

Volume of Better Cotton Lint licensed (MT)



Number of Better Cotton farmers trained



Average yield improvement of BCI cotton farmers **36%**

Decreased water and pesticides use respectively up to: **20% & 67%**

\* Cumulative results up to December 2012



# Basic program elements

Public Private Partnership



Match-funding Model



Precompetitive Coalition



Learning Platform



Decision Making



Supply Chain Engagement



# Program portfolio

44 projects in 5 countries  
Projected number of farmers: 581,720

Projected MT lint: 1.4 million  
Projected BC hectares: 1.4 million

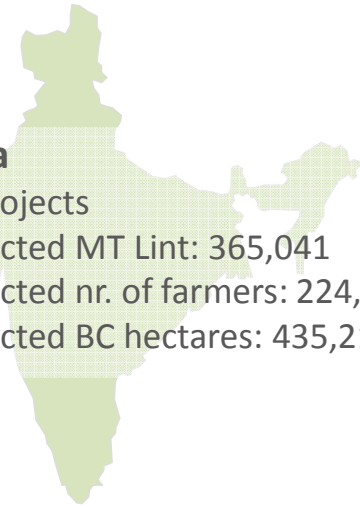
## India

23 projects

Projected MT Lint: 365,041

Projected nr. of farmers: 224,723

Projected BC hectares: 435,216



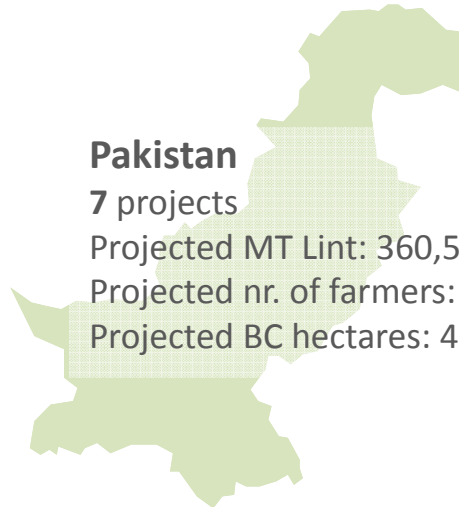
## Pakistan

7 projects

Projected MT Lint: 360,509

Projected nr. of farmers: 133,739

Projected BC hectares: 405,306



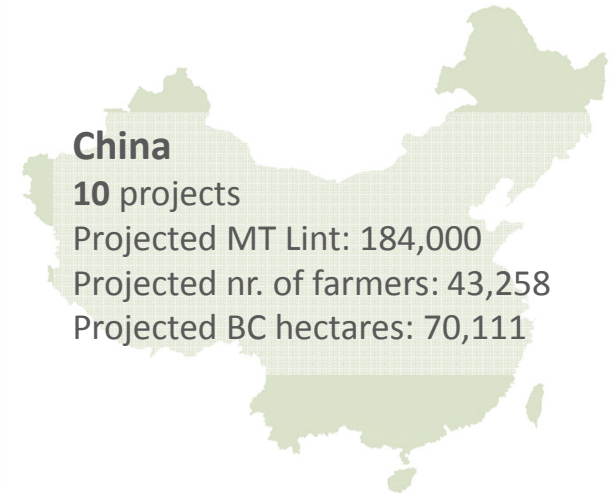
## China

10 projects

Projected MT Lint: 184,000

Projected nr. of farmers: 43,258

Projected BC hectares: 70,111



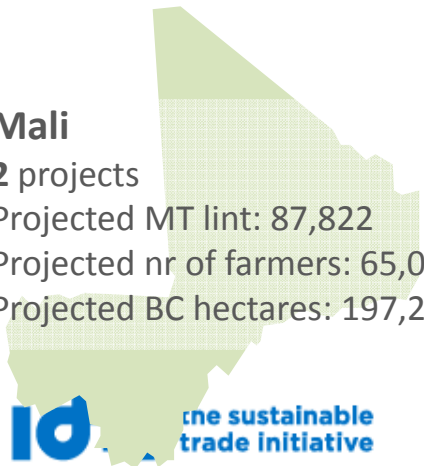
## Mali

2 projects

Projected MT lint: 87,822

Projected nr of farmers: 65,000

Projected BC hectares: 197,250



 the sustainable trade initiative

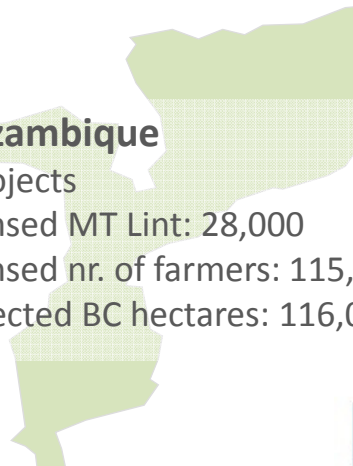
## Mozambique

2 projects

Licensed MT Lint: 28,000

Licensed nr. of farmers: 115,000

Projected BC hectares: 116,000

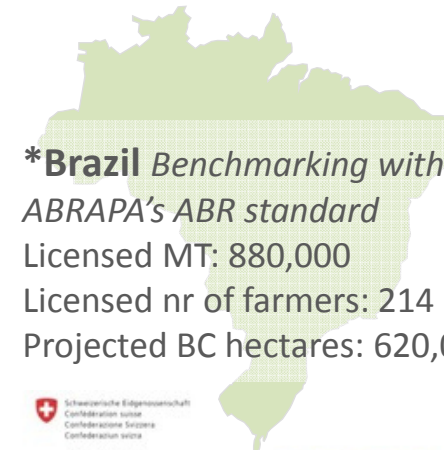


*\*Brazil Benchmarking with the ABRAPA's ABR standard*

Licensed MT: 880,000

Licensed nr of farmers: 214

Projected BC hectares: 620,000

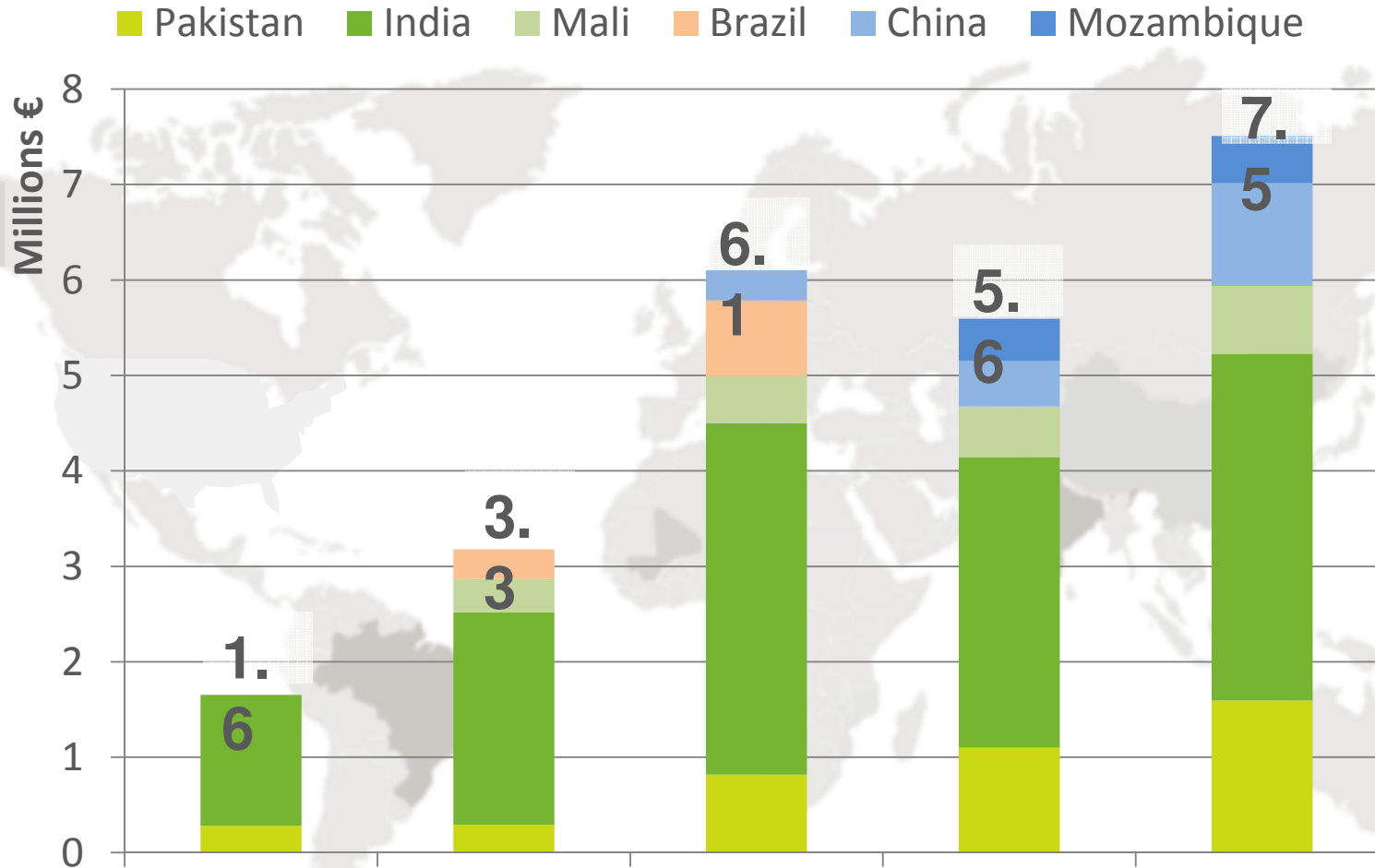


 Ministry of Foreign Affairs

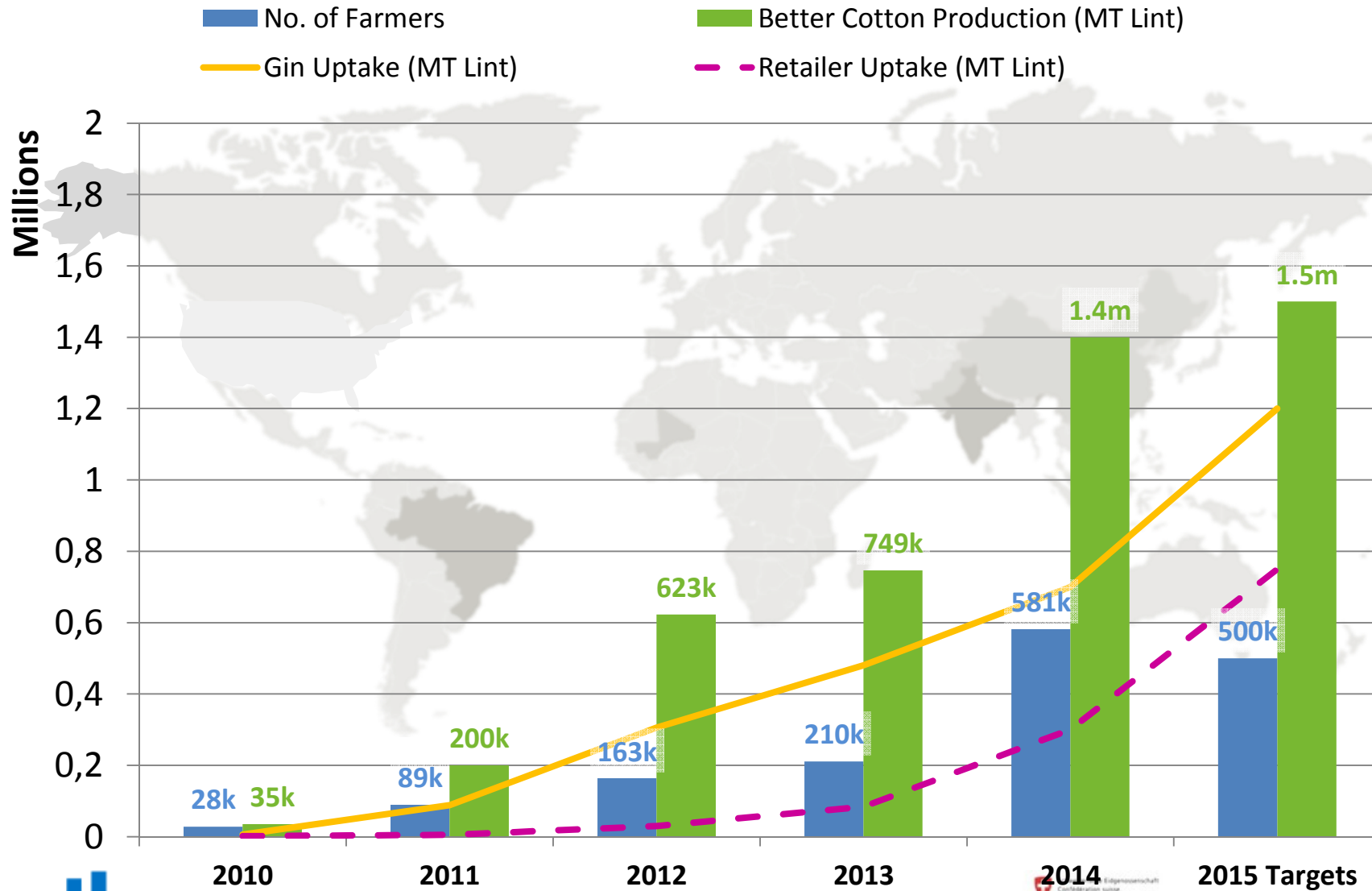
 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation  
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Education and Research EAEF  
State Secretariat for Economic Affairs SECO

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# Investment portfolio

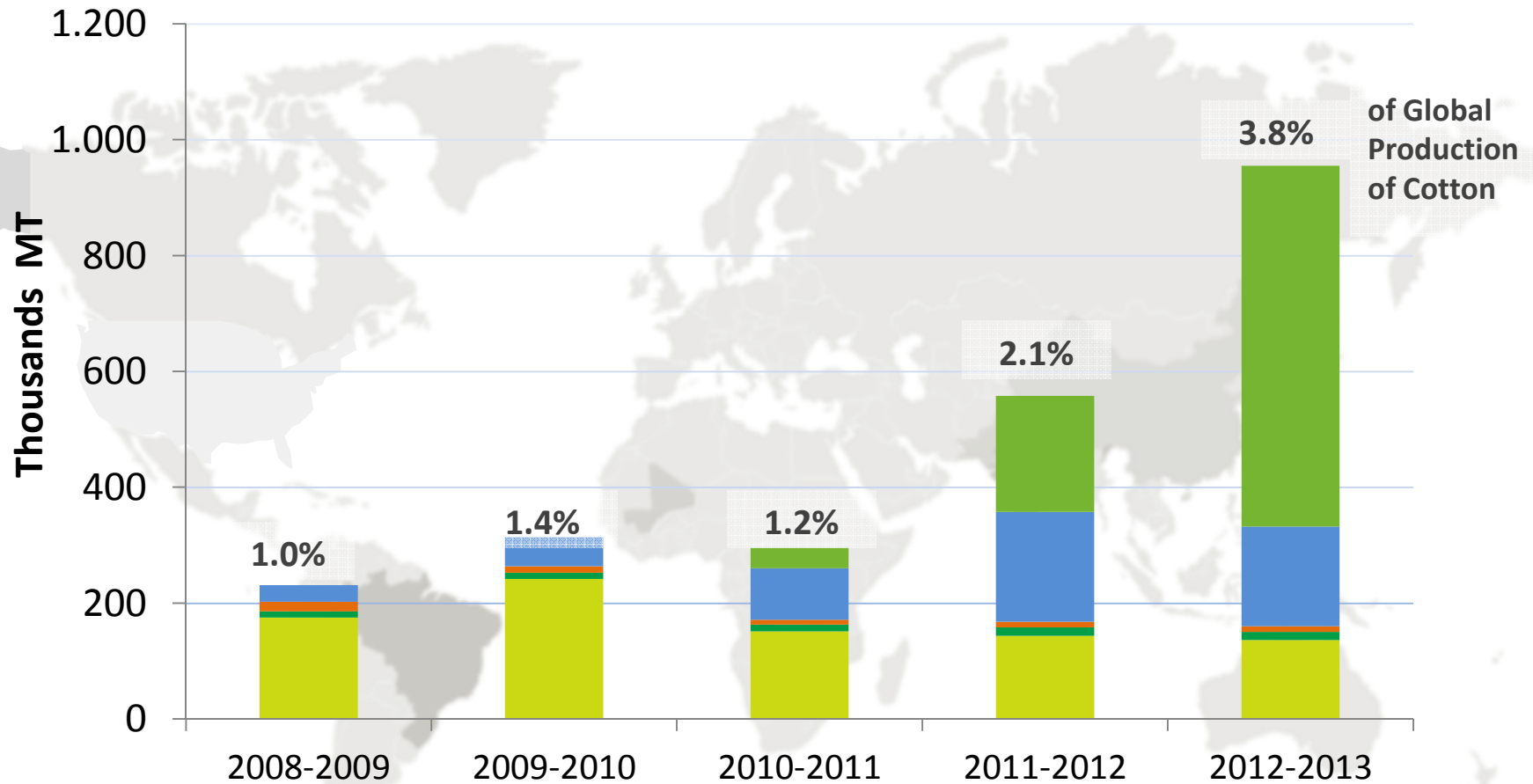


# Production over the years



# 65% of the Global Sustainable Cotton Production is Better Cotton...

Organic   Organic and Fairtrade   Fairtrade   CmiA   BCI



(In 2013-14, 812,000 MT Lint Better Cotton was produced)



**Beyond  
Certification  
and Local  
Convening:  
Coffee**

# SCPP SUSTAINABLE COFFEE PROGRAM



Bringing sustainable coffee production and sourcing practices to scale to meet increasing demand, while improving farmer livelihoods and sustaining natural resources.



# Cooperation is vital for scale





# Global thematic issues

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Development of climate adaptation tools



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Gender toolkit



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Access to finance



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Access to better nutrition



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Standard Alignment



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Coffee Carbon Footprint Rules



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Alternatives to Endosulfan

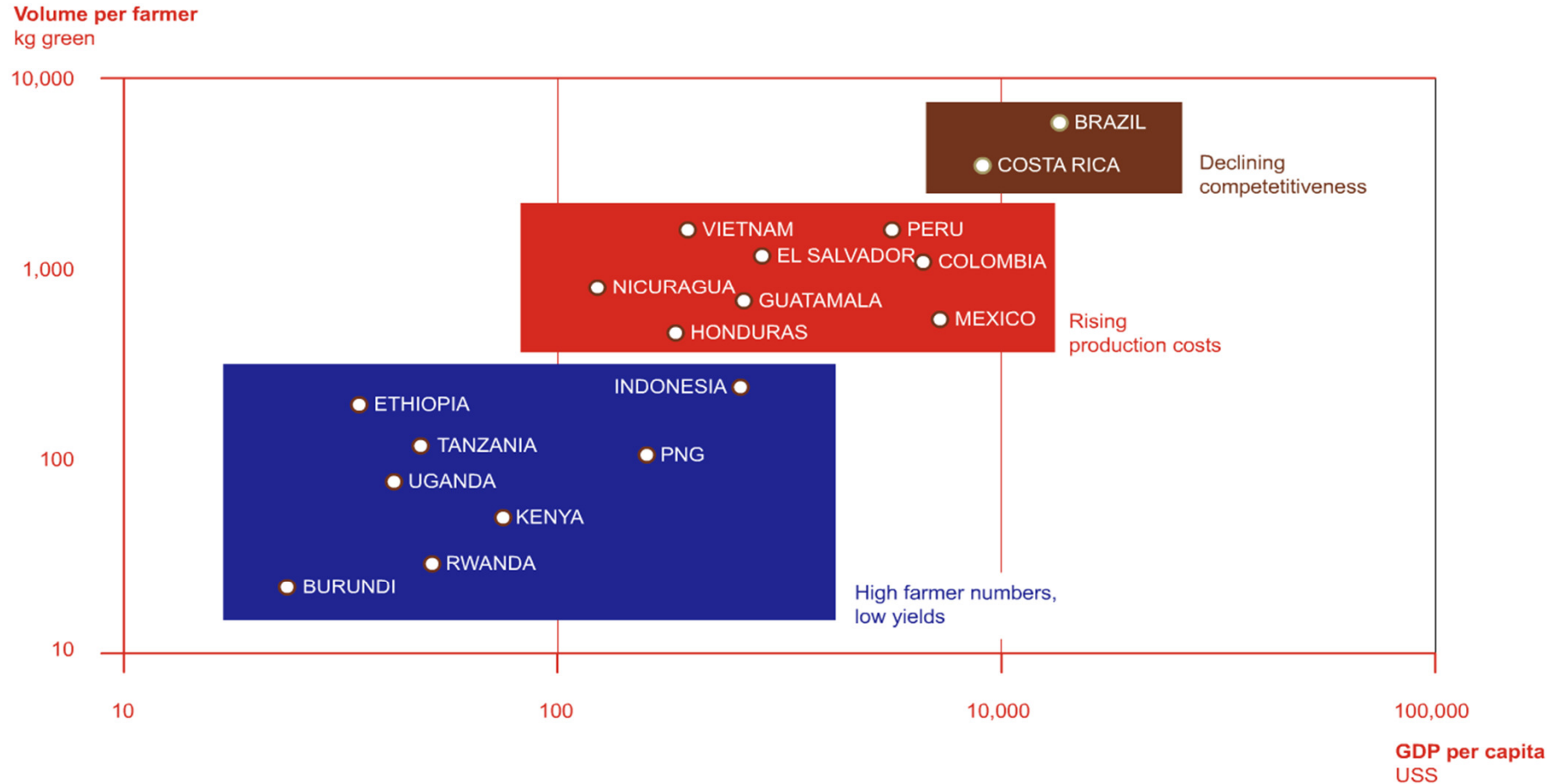


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East Africa Common Indicators Workshop



# Production challenges differ per region



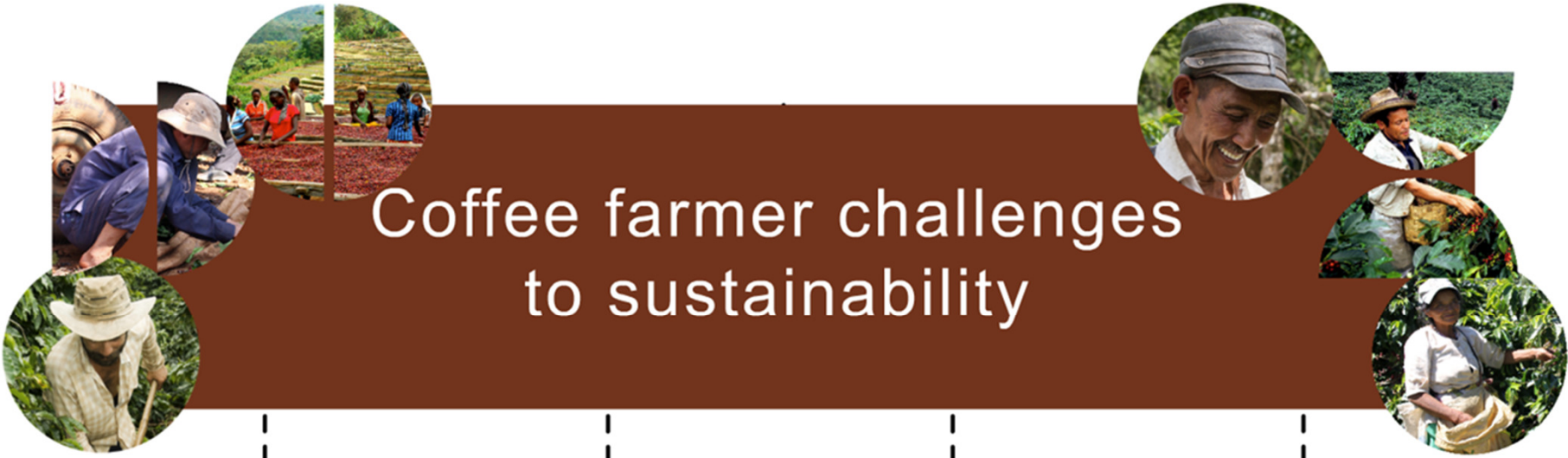
Source: World Bank; TechnoServe analysis

# National Sustainability Curriculum

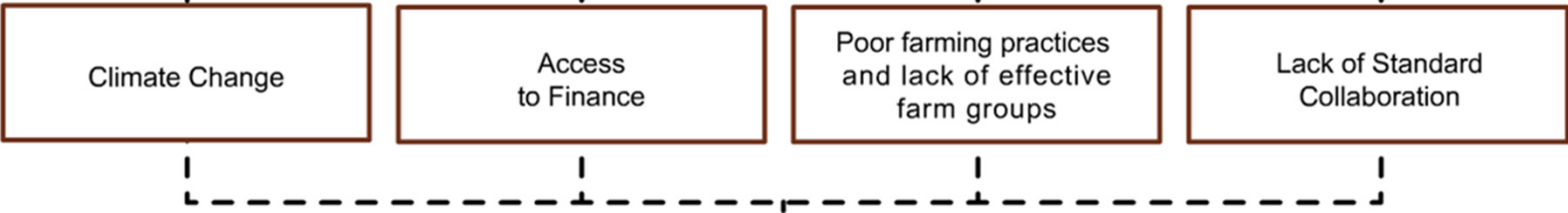


# Examples of SCP pre-competitive collaboration

- The establishment of the Vietnam Coffee Coordination Board and a National Sustainability Curriculum endorsed by the public and private sectors
- Working with the Ethiopian Commodity Exchange (ECX) to develop a Traceability system for coffee
- Guidelines to access earmarked funds for Brazilian coffee growers



# Coffee farmer challenges to sustainability



**Thank you for your attention!**

