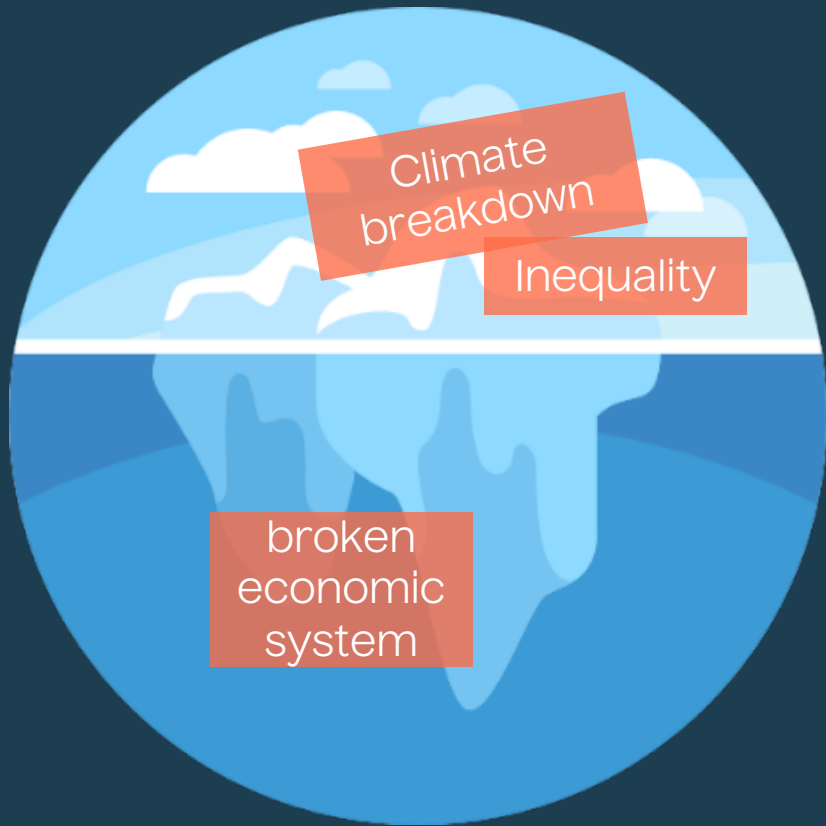




# Sustainable Cotton Reimagined

Anita Chester,  
Head of Materials,  
Laudes Foundation

Laudes ———  
— Foundation



Founded in 2020, Laudes Foundation is part of the Brenninkmeijer family enterprise and builds on six generations of entrepreneurship and philanthropy

Building on the industry changing work of C&A Foundation, we work persistently and collaboratively to influence capital and transform industry, starting with fashion and the built environment.





# Our Vision

Global markets that value all people and respect nature.

# Our Mission

We support brave action to **inspire and challenge** industry to harness its power for good.

# Underlying Context



8-10%

The textile & apparel industry's current share of global emissions



>70%

The amount of clothing discarded that ends up in landfill/incinerated



~62%

Share of oil-based materials in fibre mix



8

People have the same wealth as 50% of the world's poorest



~90%

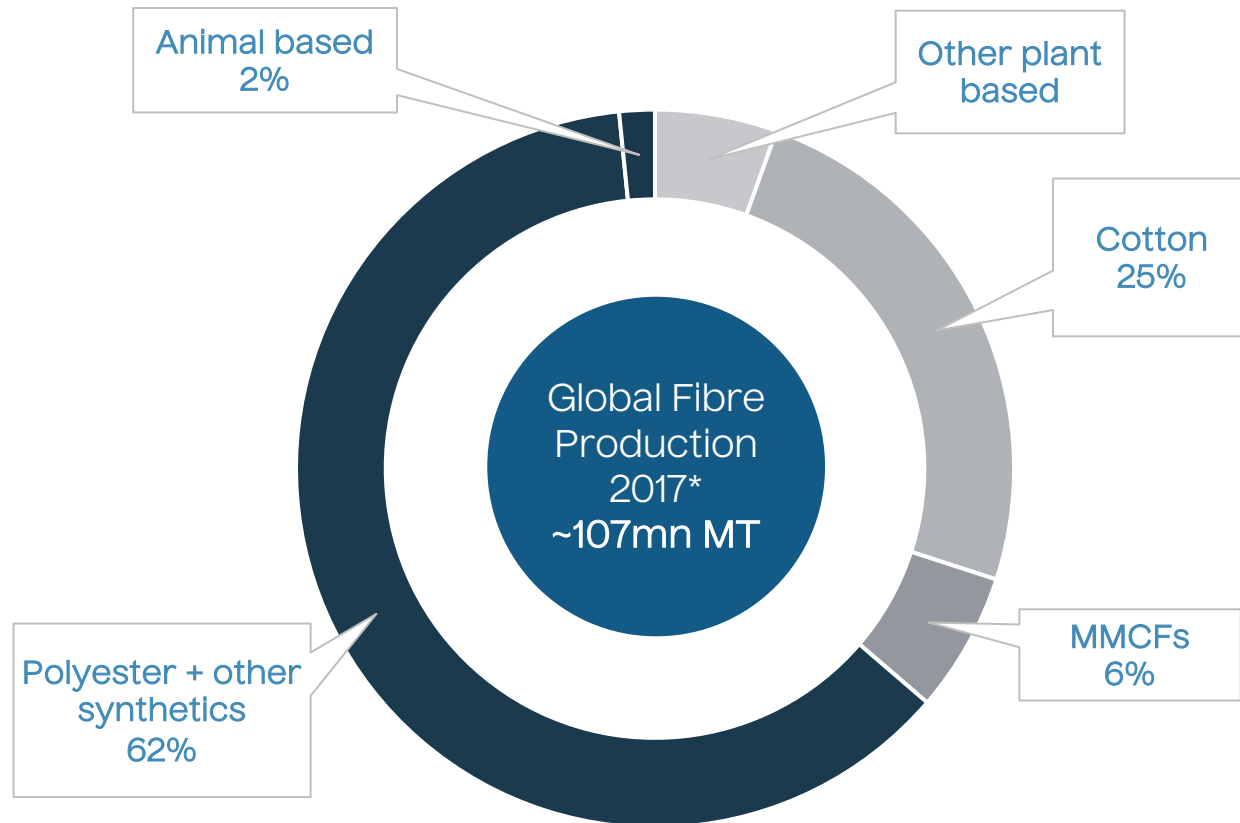
The amount of farmers cultivating cotton on <2 hectares of land



~24%

Share of global emissions from agriculture & forestry

# The current fibre mix is dominated by synthetics and cotton

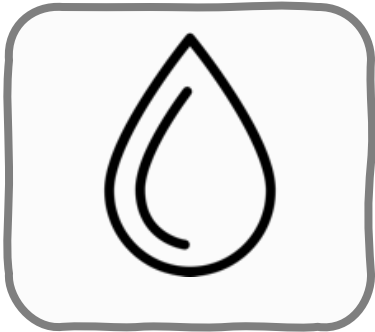


## Our goal for the Materials programme:

To transform the materials system in apparel, from one that is dominated by unsustainable, virgin, wood and oil-based materials, to one that promotes the development, scale, and uptake of sustainable, next-gen and circular alternatives.



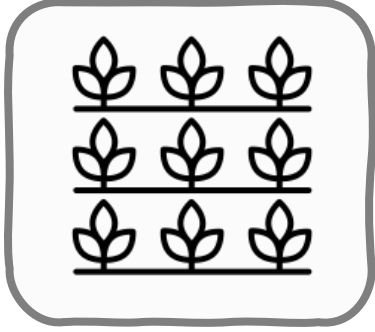
# Globally, conventional cotton presents multiple environmental & social challenges



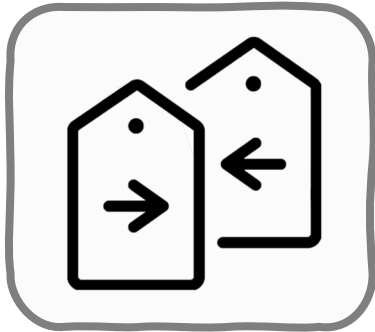
Poor Water Management



Excessive Pesticide Use

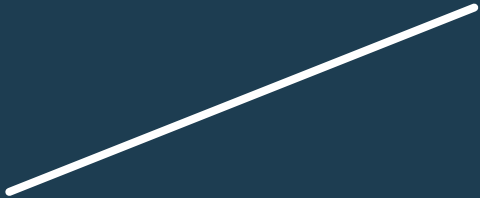


GMO & Monocropping



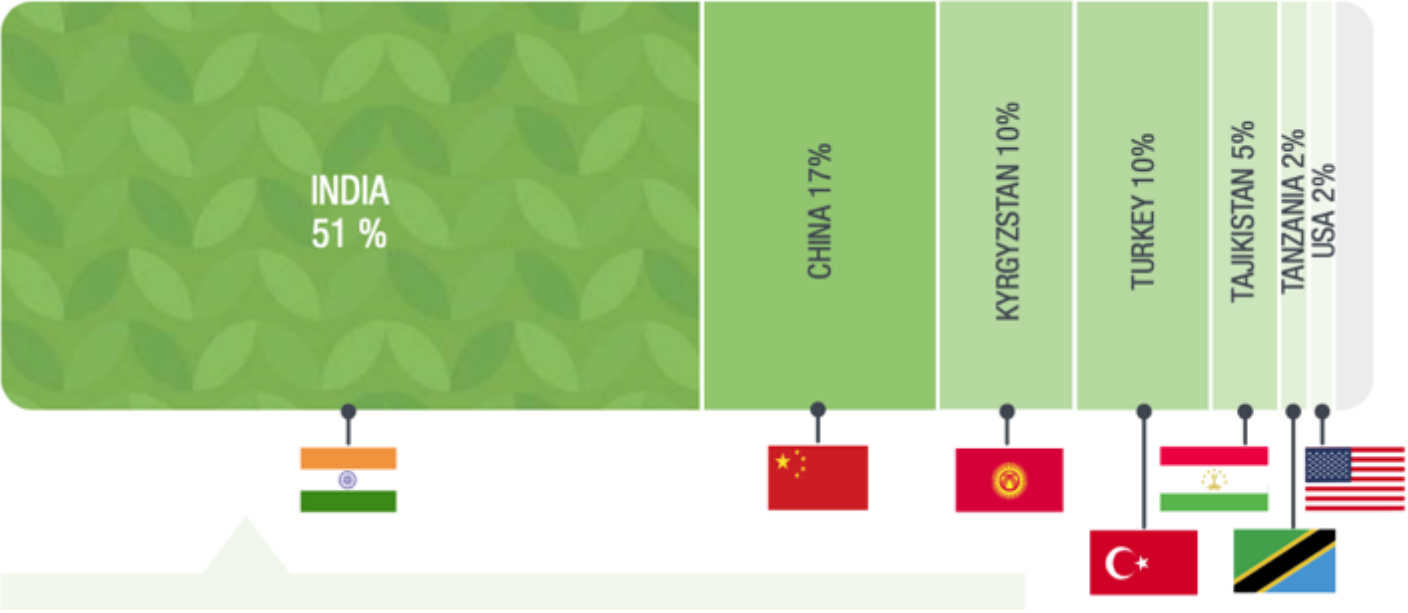
Fair Prices & Remuneration

Of the 25.6mn MT of cotton lint grown globally, only 23% comes from sustainable sources



Organic cotton is less than 1% of the global cotton production

# Production of organic cotton fibre has increased by ~30% globally, with India as the largest producer



 **222,134**  
Organic cotton farmers

 **418,935**  
Organic certified land (ha)

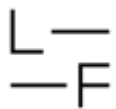
 **239,787**  
Organic cotton fiber (MT)

 **55,833**  
Organic in-conversion land (ha)

 **↑ 31 %**  
Organic cotton fiber (over 2017/18)

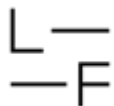
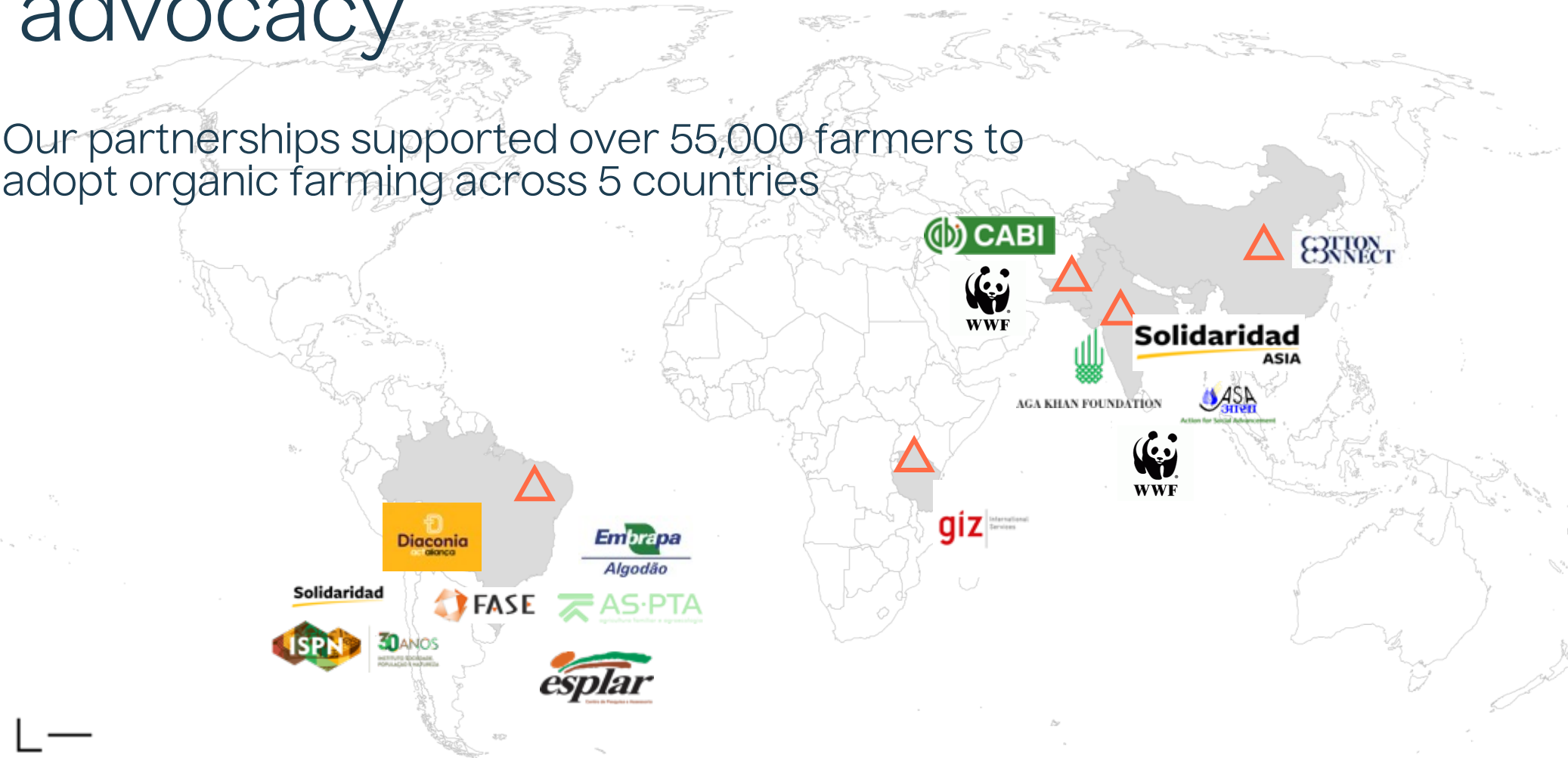
 **19**  
Countries growing organic cotton

Sources: Textile Exchange: [Preferred Fibre Market Report 2020](#)



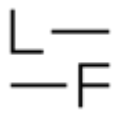
# Historically our cotton programme has three pillars – capacity, market building, and advocacy

Our partnerships supported over 55,000 farmers to adopt organic farming across 5 countries





# Industry networks and initiatives further support & strengthen our cotton programme

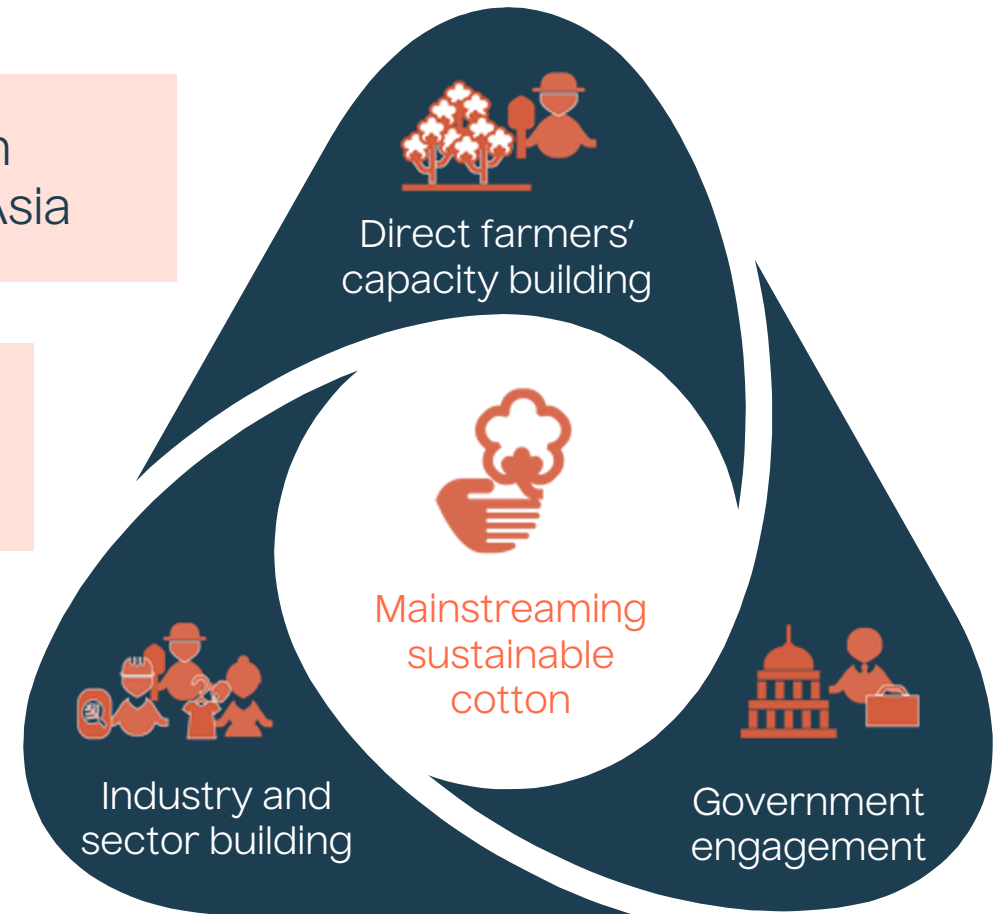


# Solidaridad is a key partner to Laudes Foundation's Materials programme

>8000 farmers with ~4200 ha of area under organic cultivation supported with direct farmer capacity building by Solidaridad Asia

Policy advocacy through multi-stakeholder engagement, stakeholder convening, and participation in Organic & Fairtrade Cotton Secretariat

Strengthening market access for farmers and playing an integral role in industry uptake of organic cotton through engagement with the Organic Cotton Accelerator



In the last few years,  
along with our  
partners we have  
learned

- Sector is fragmented and needs alignment
- Certification is 'top-down', often single commodity based
- Projects are run farm-by-farm but need to consider the larger system
- Current impact is still unable to address structural issues
- Sector is focused on misplaced investment in verification vs. capacity building



Going forward, we aim to drive systemic transformation through sustainably managed landscapes

### Our partnership with IDH and WWF on a Regenerative Production Landscape

Rehabilitate & enhance degraded agricultural ecosystems



We invite others to  
join us as we scope  
out our landscape  
partnership with  
Solidaridad Asia

## Our tomorrow will see

- An aligned & inclusive sector with a system of rewards for sustainable practice
- Clear impact & addressal of structural issues
- Opportunity for investment by multiple actors

## Resulting in

- Climate mitigation
- Preserved biodiversity
- Increased farmer resilience
- Responsible sourcing

# Thanks