



The Global Alliance for Sustainable Supply Chain

ソリダリダード・ジャパン 連続ウェビナー「持続可能な商品作物サプライチェーン」
「持続可能な国際商品サプライチェーン：変化は一人じゃ起こせない～ パートナーシップづくりの挑戦」

第5回ウェビナーパネルディスカッション 「持続可能なコットンの生産と貿易」

一般社団法人ザ・グローバル・アライアンス・フォー・サステイナブル・サプライチェーン
代表理事 下田屋 毅

Speaker Profile



下田屋 毅

Takeshi Shimotaya

一般社団法人ザ・グローバル・アライアンス・フォー・サステイナブル・サプライチェーン
代表理事

<http://g-assc.org/>



He founded the Sustainavision Ltd. in the UK in 2010 as a CSR/sustainability bridge between Japan and Europe. Based in London, Sustainavision provides training and research on CSR and sustainability issues to Japanese companies and has been holding regular CMI Certified Sustainability Practitioner courses in Japan since 2012.

In 2017, he established The Global Alliance for Sustainable Supply Chains (ASSC) in Japan to work with foreign initiatives to address human rights, labor, and environmental issues in the supply chain of Japanese companies (e.g., Foreign Worker Roundtable). The project is being carried out in collaboration with The ASSC is also working with Japanese companies to promote sustainable cotton in an initiative called Cotton 2040, which aims to solve the environmental and social problems associated with cotton worldwide.

Joined a major heavy industry manufacturer in 1991 and worked in the factory management department, where he was responsible for human resources, general affairs, recruitment, training, payroll, labor-management negotiations, occupational safety and health, and more. As the head of occupational health and safety, he planned and introduced the factory's "internal safety and health audit system". Environmental Business (Renewable Energy/R.P.F. Manufacturing) After establishing a new business company, he moved to England in 2007. He holds a Master's degree in Environmental Science from the University of East Anglia and an MBA from Lancaster University. He has written and lectured extensively.

ABOUT The Global Alliance for Sustainable Supply Chains (ASSC)



ASSC is a non-governmental organization working to build sustainable supply chains in an international partnership.



The Global Alliance for Sustainable Supply Chains (ASSC) was established as a partnership of companies, labor unions, and NGOs/NPOs to take action with companies to solve environmental and social problems in their supply chains.

Photograph: Damon Coulter/Barcroft Image

Outline of The Global Alliance for Sustainable Supply Chains (ASSC)



1. Promoting initiatives

- (1) Overseas Initiatives
 - Cotton2040
- (2) Domestic Initiatives
 - 1) Foreign Worker Round Table
 - 2) Japan's Initiative on Cotton
 - 3) Japan's Initiative on Sugarcane

2. Implementation of the project

- (1) Human Rights Due Diligence Program
 - 1) Human Rights Impact Assessment
 - 2) Country-specific human rights impact assessment and survey
- (2) CSR Procurement Program
 - 1) Assistance in developing various policies
 - 2) Support for SAQ preparation and implementation of social labor audits
 - 3) Grievance mechanism/ supply chain monitoring
 - 4) Capacity Building

3. Holding seminars

- (1) ASSC Regular Seminar
 - Monthly seminars on the supply chain
- (2) ASSC Special Seminar
 - Seminars and webinars in collaboration with other organizations
- (3) ETI Essentials Training
 - Training course on the basics of CSR procurement in partnership with the Ethical Trading Initiative of the United Kingdom

4. Providing and disseminating information

- (1) Providing information about foreign and domestic
- (2) Disseminating information abroad and domestically



*The Global Alliance for
Sustainable Supply Chain*

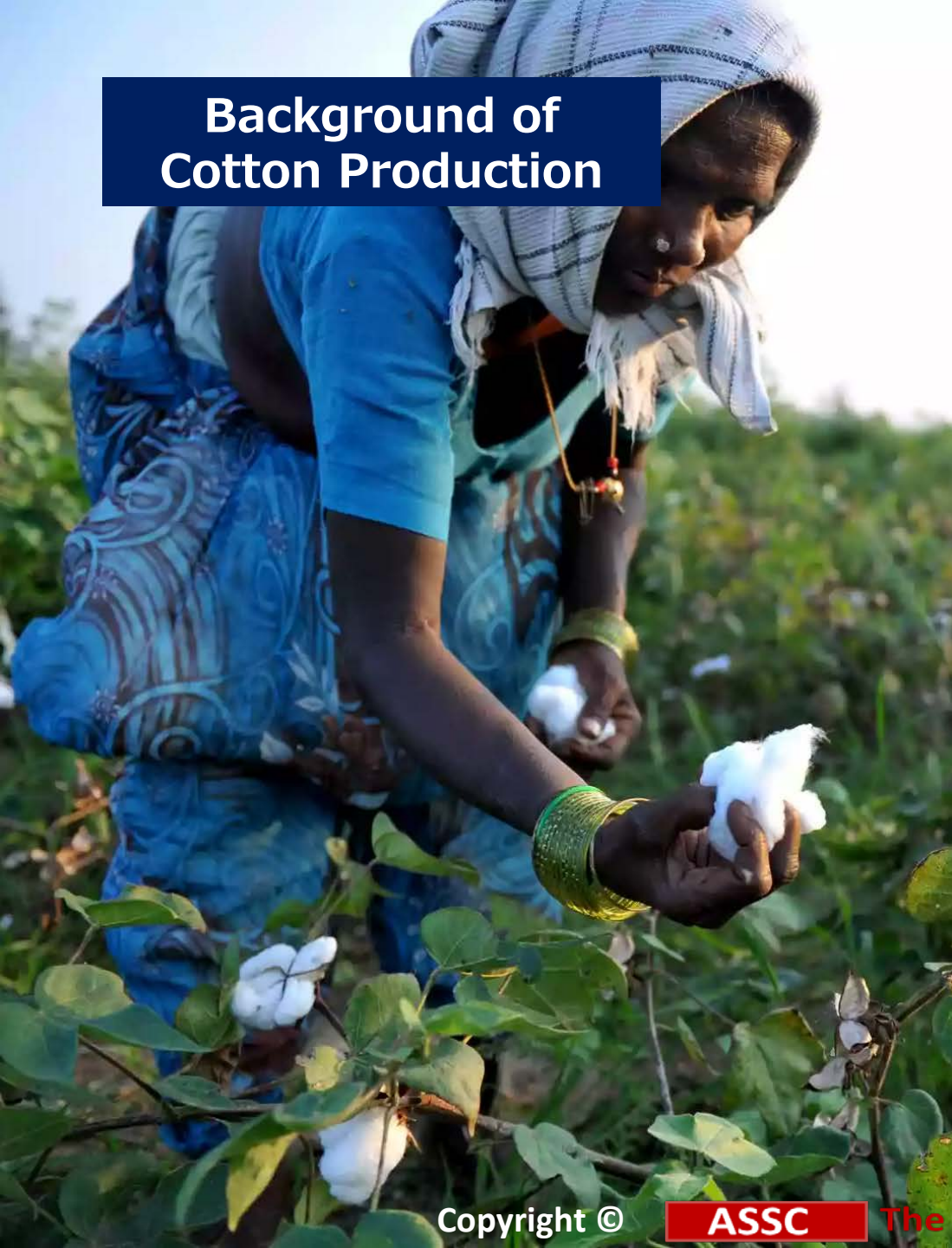
Environmental and social issues related to cotton

Background of Cotton Production

Challenges for Cotton Farmers

- Forced labor/child labor
- Improper and excessive use of pesticides and chemical fertilizers
- Soil Degradation
- Poverty of Small Cotton Farmers
- Water Resources Management
Adapting to pressure on future land use

Background of Cotton Production



The Global Alliance for Sustainable Supply Chain



Background of Cotton Production



Background of Cotton Production

Background of Cotton Production



Background of Cotton Production



The Global Alliance for Sustainable Supply Chain



The Need for Sustainable Cotton

What is Sustainable Cotton?

Cotton accounts for about 25 percent of all fibers used in the global textile sector and supports the lives of about 250 million people.

Cotton production poses major challenges to the environment, society, and economy, including;

- Water shortage and water quality problems, improper and excessive use of pesticides and fertilizers, soil runoff
- Low income, forced labor and child labor, and price volatility of small-scale farmers.



What is Sustainable Cotton?

Sustainable cotton is grown in a way that sustains production levels with minimal environmental impact and can support producers' livelihoods and communities while addressing long-term environmental constraints and social and economic issues.

- Sustainability standards and certification schemes are aimed at solving problems associated with non-sustainable cotton production.
- They provide guidance to farmers on sustainable practices and assure buyers that certain requirements are met.
- Improving the sustainability of the cotton a company procures requires sourcing cotton produced according to a sustainable standard or certification.
- While each sustainable cotton standard is different, there are significant environmental, social, and economic benefits to sourcing cotton from one or more sustainable cotton standards.

環境:

- 🌱 土壌の健全性の向上
- 🌱 生物多様性の向上
- 🌱 水使用量の削減
- 🌱 化学肥料の使用量の削減
- 🌱 化学農薬の使用量の削減

社会・経済:

- 👍 農家、労働者、コミュニティにディーセントワークを促進
- 👍 農家の収益性向上を支援
- 👍 消費者からの信頼と信用を高める



A PRACTICAL GUIDE TO SOURCING MORE SUSTAINABLE COTTON

Is your business looking to source more sustainable cotton?

Whether you're a senior manager on a mission or a buyer with targets to hit, CottonUP is here to help. This interactive guide answers three big questions about sustainable cotton: why it's important, what you need to know and do, and how to get started.

Find what you're looking for using the boxes below, or **get in touch** to find out more.

<http://cottonupguide.org/ja/>



The Need for Sustainable Cotton



The Global Alliance for Sustainable Supply Chain

What is Sustainable Cotton?

Sustainable cotton is defined as cotton that is sourced by the cotton standards promoted by the following organizations

- The Better Cotton Initiative (BCI)
- Cotton Made in Africa (CmiA)
- Fair Trade
- myBMP
- Organic cotton: organic farming is defined by national agricultural standards and two standards bodies (OCS, GOTS)
- Recycle Cotton : Global Recycled Standard (GRS)、the Recycled Claim Standard (RCS)
- U.S. Cotton Trust Protocol

Programs such as Cotton Connect's REEL code, the Responsible Brazilian Cotton Program (ABR), Cotton LEADS and Bayer's e3 also offer sustainability programs and help companies with their CSR/sustainable procurement.

	BCI Better Cotton Initiative	IFDC Cotton Made in Africa	Fairtrade	myBMP	Organic Production オーガニック・プロダクション
一般情報					
目的	ベター・コットンを持続可能な製品の主流にしていこうとにより、非増産を促進すること。	グローバルな繊維産業のためのサステナブル・アフリカン・コットン	取引を公正に、小規模生産者とその従業員に力を与え、持続可能な生活を営む。	自然環境、人々、地域コミュニティを維持しながら高品質で高収益の繊維を生産すること。	土壌、生態系、そして人々の健康を維持すること。
概要	BCIは主流の綿花生産のサステナビリティの改善に取り組み、ベター・コットンと認められるためには、栽培者は最低限の環境的、社会的要件を満たさなければならない。認証プログラムには、継続的に改善していくことが重要なポイントである。	アフリカで作られた綿花は、アフリカの規模農家の生活状況を援助するAid by Trade Foundation (ABTF)のイニシアチブである。CmiAと認められるためには栽培者は最低限の環境的、社会的要件を満たさなければならない。	適切な価格、適切な労働環境、農家にとってより公正な取引を実現することで、フェアトレードは取引の基準を定める。フェアトレードのスタンダードは農家に、民主的な生産者の組織や環境に配慮した農業プラクティスを進めていくことを求める。フェアトレードはフェアトレード・ミニマム、プライスやフェアトレード・プレミアムを確保するものにする。	myBMP(ベスト・マネジメント・プラクティス)プログラムはオーストラリア綿花産業の環境的、社会的スタンダードである。全ての認証を達成するためには、栽培者は土壌の質、水管理、自然資源、害獣管理、エネルギー効率、従業員健康と安全といった10モジュールにわたる400以上のチェックリスト項目を満たさなければならない。	オーガニックコットンは輪作システムで栽培されて...
生産					
生産国 (記載がない限り 2015/2016年度)	中国、インド、イスラエル、マダガスカル、マリ共和国、モザンビーク、パキスタン、セネガル、南アフリカ、タジキスタン、トルコ、アメリカ さらに11ヶ国でスタンダードが設定された。	カメルーン、コートジボアール、エチオピア、ガーナ、モザンビーク、タンザニア、ウガンダ、ザンビア、ジンバブエ	ブルキナファソ、インド、キルギスタン、タジキスタン、セネガル、ウガンダ	オーストラリア	ベナン、ブラジル、ブルキナファソ、中国、エジプト、インド、イスラエル、キルギスタン、マリ、パキスタン、ペルー、セネガル、タジキスタン、タンザニア、タイ、トルコ、ウガンダ、アメリカ
繊維生産 2015/16年度 (メトリック トン)	25,13,000	2,80,814	43,481	71,400	1,07,980
綿花の総生産量のマーケットシェア (2015/2016年度)	11.93% (2015)	1.33%	0.21%	0.28%	0.51%
生産効率率 (2014/15年から 2015/16 年度)	28% 増加	18% 減少	190% 増加	79% 増加	4% 減少
	2020年までに綿花総生産量の30%を目	増加が予測される	増加が予測される	増加が予測される	増加が予測される (85,671ヘクタールがオーガニ

The Better Cotton Initiative (BCI)

The Better Cotton Initiative (BCI) is the world's largest farm-level cotton sustainability program. BCI aims to transform cotton production by developing Better Cotton as a sustainable mainstream commodity.

BCI operates the Better Cotton Standard System.



There are six elements to the Better Cotton Standards System

1. Principles and Standards: providing a global definition of better cotton
2. Capacity building: Support and training to enable farmers to grow better cotton.
3. Assurance programs: regular farm evaluations and measurement of results, with a focus on continuous improvement.
4. Production logistics: linking supply and demand for better cotton
5. Framework for requirements: guidelines that enable members to communicate accurately.
6. Outcomes and Impacts: measuring progress to ensure that Better Cotton is delivering the intended impact.

Cotton Made in Africa (CmiA), myBMP, and Algodão Brasileira Responsável (ABR) are firmly benchmarked against the Better Cotton Standard System and are accepted as equivalent to BCI, under the umbrella of BCI.

Fairtrade

Fair Trade aims to benefit disadvantaged small-scale farmers by creating change in the traditional trading system, promoting fair trading conditions and expanding access to markets. The goal of fair trade is to support small-scale farmers and promote sustainable livelihoods.

The Fairtrade regime consists of Fairtrade International, national organizations that promote Fairtrade, a network of producers, and FLOCERT, an independent certification body that audits producers and the supply chain to ensure compliance with Fairtrade standards. Farmers of Fairtrade cotton receive the Fairtrade minimum price.*

It is intended to cover the costs of sustainable production and serves as a safety net against fluctuating market prices.

The Fairtrade Premium is paid in addition to the selling price and is an additional income to farmers as the cooperative democratically decides to invest. This income is used to benefit their businesses, families, and communities, and is often used to improve agriculture, leading to education, health care, and improved yields and quality of produce. Other support includes providing pre-financing, access to loans, and long-term contracts. The Fairtrade Standard was developed to protect nature and people's environment and has strict rules about pesticides, water use, soil erosion, GMOs, biodiversity, energy use, and carbon footprint reduction. Fair Trade promotes organic farming and 75% of Fairtrade cotton is certified organic.



Organic Cotton

Definition

Organic cotton is produced and certified according to the Organic Farming Standards. Organic farming improves and maintains soil fertility, promotes biologically diverse agriculture, and prohibits the use of toxic and hard-to-degrade chemical pesticides and fertilizers, and genetically modified seeds.

Organic Farm Standard

Organics International is the umbrella organization for organic farming and provides information on the "family of standards" for organic farming. Some of the organic standards most involved with organic cotton at the farm level include the USDA - National Organic Program (NOP), EU Organic Regulation, APEDA's National Programme. There are various standards, including for Organic Production (NPOP) and others.

Standard in organic production logistics management and textile processing

The Textile Exchange's Organic Content Standard (OCS) and Global Organic Textile Standard (GOTS) are voluntary standards that provide assurance of production logistics management from farm to finished product, and GOTS also requires social and environmental standards for textile processing.



The Need for Sustainable Cotton

Cotton2040

A global cotton initiative promoted by the international NGO Forum for the Future

For the cotton industry system to be resilient in an increasingly climate-changing world, significant, and in some cases fundamental, changes are needed for the cotton industry system to be resilient.

This can only be achieved through a systematic and coordinated approach that involves stakeholders across the supply chain.

Cotton 2040 is a multi-stakeholder initiative, including competitors, that exists to support the shift to a sustainable global cotton industry.



*The Global Alliance for
Sustainable Supply Chain*

**FORUM
FOR THE
FUTURE**

ASSC

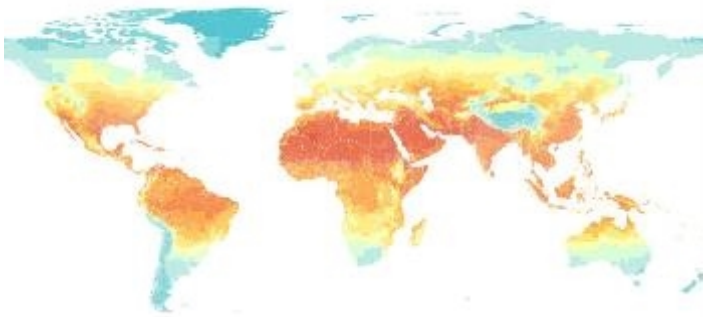
The Global Alliance for Sustainable Supply Chain

The Need for Sustainable Cotton

Cotton2040

Driving change through three collaborative work streams

Between 2020 and 2022, Cotton 2040 and its partners will offer three interconnected, continuous workstreams. This has the greatest potential to bring about a systemic shift to mainstreaming sustainable cotton.



1

Creating sector-wide collaboration to understand and adapt to climate change



2

Increased sourcing of sustainable cotton by brands and retailers



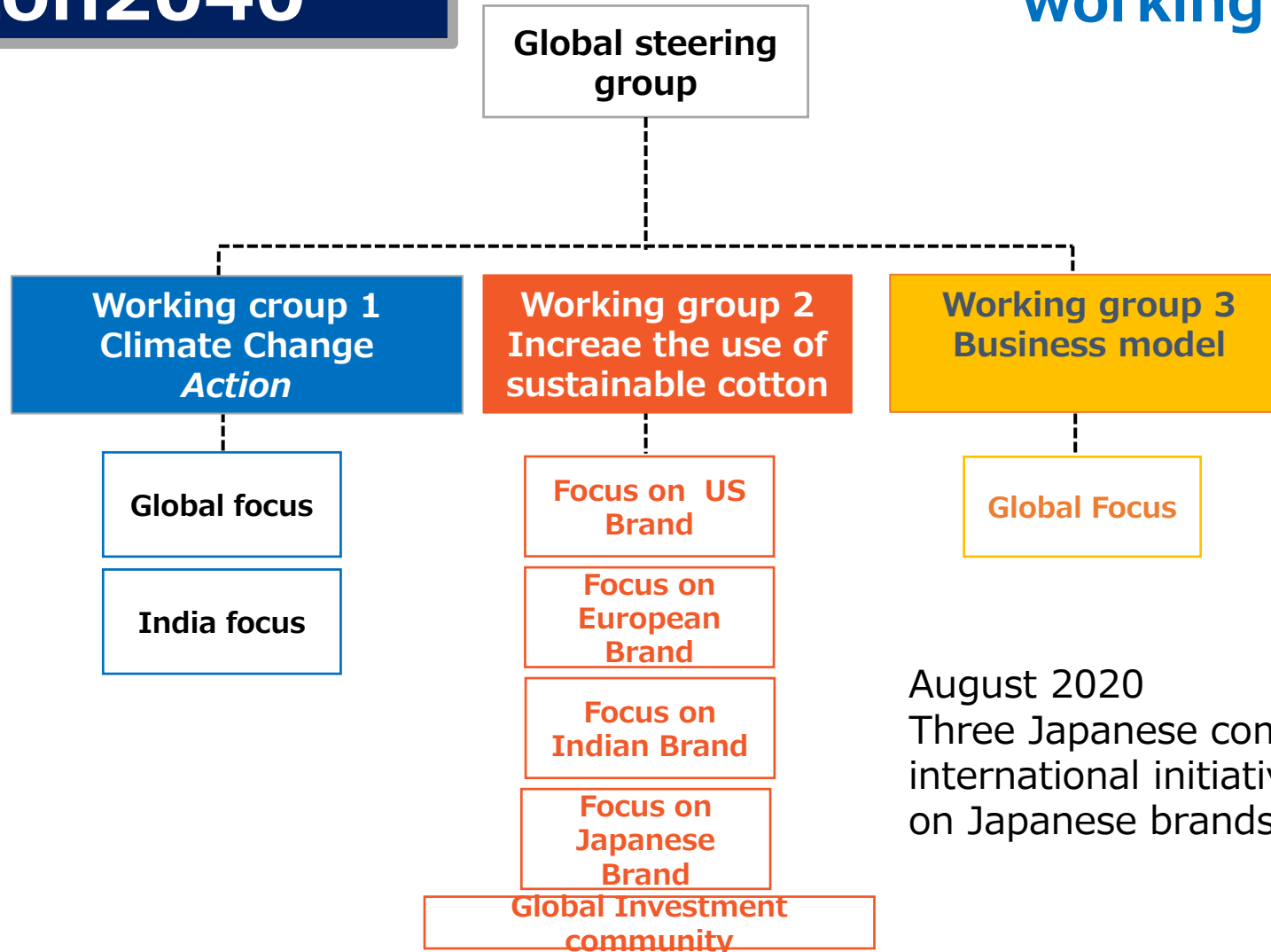
3

Expanding a sustainable business model to enable a sustainable cotton industry

The Need for Sustainable Cotton

Cotton2040

Taking action in a working group



August 2020
Three Japanese companies participate in the international initiative Cotton2040 to focus on Japanese brands

2 Increased sourcing of sustainable cotton by brands and retailers

Benefits of brand involvement

Increasing sustainable cotton sourcing will help secure the future of your business. This three-year program will support and guide brands that have begun this effort along the key steps to sourcing sustainable cotton.

Participation

Join the movement to help create a sustainable and resilient cotton industry and ensure the future of supply.

>1

Committing to take the first important step towards sourcing more sustainable cotton. The Cotton 2040 brand declaration.



>2

Use Cotton 2040 as a baseline for current procurement practices. This will help you track the progress of the entire project.



>3

Receive information and other resources to communicate the case for sustainable cotton not only internally, but also to external stakeholders, such as investors



>4

Capacity Building
Participate in a tailor-made learning and engagement plan, including tailor-made workshops and webinars



>5

Access to resources such as project information to help brands develop a successful strategy by setting clear goals and a roadmap for achieving the goals



>6

Assess the progress of your sustainable cotton initiatives and track progress to develop a robust roadmap with KPIs



>7

Brand Awareness
Brands can tout their successes in sourcing more sustainable cotton, showcasing their products, and participating in the broader community of leading brands



The Need for Sustainable Cotton

Cotton2040



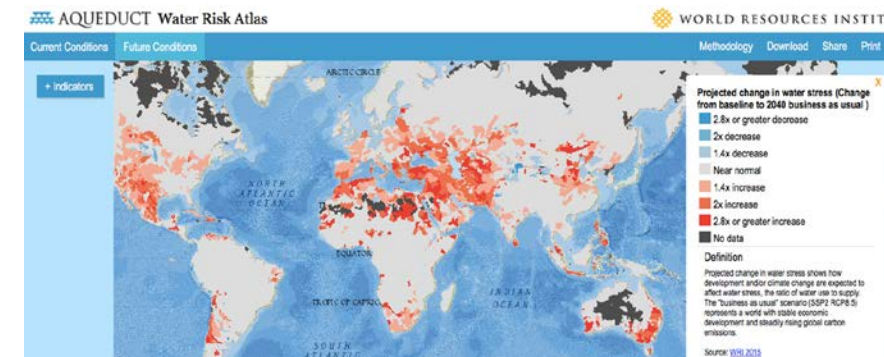
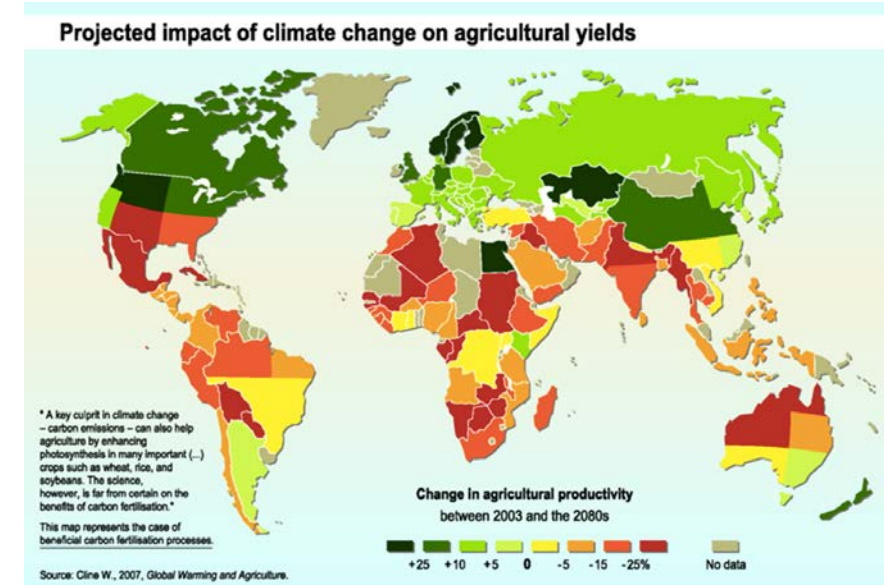
Support Partners



Raw material procurement challenges related to cotton

There is a lack of understanding of the following factors that contribute to companies not promoting sustainable cotton as a raw material source for cotton.

- Changes in external factors
- Global Population Growth
- Climate Change Progress
- Tightening of food supply and demand
- Deforestation in progress
- Water depletion due to changes in rainfall
- Poverty, child labor, forced labor
- Difficulty in securing raw materials (competition for sustainable products)
- Changing Consumer Attitudes
- Increased requests from NGOs
- Expanding Corporate Social Responsibility
- Increased investor interest



Launch of the Cotton Initiative in Japan

- Cotton2040 and the Global Alliance for Sustainable Supply Chains (ASSC) have begun working together to promote sustainable cotton to Japanese brands/retailers and cotton-related companies and organizations.
- Promote the use of the Cotton Up Guide to Japan's cotton stakeholders.
- Launch the Cotton Initiative in Japan
- All organizations and companies involved in the cotton supply chain understand the environmental and social issues and solve problems, including those unique to Japan.



***The Global Alliance for
Sustainable Supply Chain***



*The Global Alliance for
Sustainable Supply Chain*



**Thank you for
listening!**

下田屋 毅 (Takeshi Shimotaya)
一般社団法人ザ・グローバル・アライアンス・フォー・サ
ステイナブル・サプライチェーン 代表理事
The Global Alliance for Sustainable Supply Chain,
Executive Director
E-mail Address: shimotaya.t@g-assc.org
Website: <http://g-assc.org/>