The first ever BCI 2017 Global Cotton Conference will bring the entire sector together to shape a more sustainable future for the cotton industry. The conference provides a unique opportunity to explore themes at field-level, in the value chain and in consumer-facing business. Come and join industry experts, business leaders and other key stakeholders to share perspectives on the keys to unlocking a better future for cotton.
Agenda Overview

By invitation only
Monday 15 May - BCI Council Meeting
Tuesday 16 May - BCI Council Meeting, morning
Tuesday 16 May - BCI Annual Member Meeting, afternoon

All Conference Attendees Welcome
Tuesday 16 May - Welcome Reception, evening
Wednesday 17 May - BCI Global Cotton Conference begins (full day)
Thursday 18 May - BCI Global Cotton Conference (full day)
All information correct as of 9 January 2017

Keynote Sessions

The Sustainability Transformation is Happening
Session details coming soon
Alan AtKisson, Co-Founder of Center for Sustainability Transformation, Founder & CEO AtKisson Group, and Author.

Analysis of the Cotton Market
Start your day with a market update. What are the key factors impacting the cotton market today? Hear about different approaches and mitigating trends.
Jürg Reinhart, ICA President & Managing Director, Paul Reinhart, AG

Investment: How Corporate Interests can bring Development to scale
Understanding how channeling corporate investment in sustainability, converges businesses interests and public goods globally.
Joost Oorthuizen, Executive Director, IDH

Session detail to be confirmed
Session details coming soon
Jason Clay, Senior Vice President, Food & Markets, WWF
Mainstage Panel Discussions

Your Cotton Portfolio
Attend this main stage panel discussion of the most commonly used more sustainable cotton options in the industry today: Better Cotton, Organic Cotton, AbTF (Cotton Made in Africa), Fairtrade Cotton and Recycled Cotton. What is the Theory of Change behind each option? How do they define “sustainability”?

Moderator: Graham Burden, *Principle, Sustainable Textile Solutions Ltd*
Speaker To Be Determined, AbTF-BC
Damien Sanfilippo, *Director of Standards & Assurance, BCI*
Milla Salmi, *Marketing Manager Textile Division, Control Union*
Mariska Przyklenk, *Deputy Director Marketing & Key Account Management, Fairtrade Germany*
Liesl Truscott, *European & Materials Strategy Director, Textile Exchange*

Joining Forces to Scale More Sustainable Cotton
A panel demonstrating BCI’s inclusive approach with benchmarked standards – ABR (ABRAPA), AbTF-BC (AbTF) CMIA, myBMP (Cotton Australia) - driving development through continuous improvement. Join us to learn how these partnerships are enabling transformation at field-level around the world.

Moderator: Corin Wood-Jones, *Senior Programme Manager – Global Supply, BCI*
Fernando Rati, *Sustainability and Data Manager, ABRAPA (ABR)*
Speaker To Be Determined, AbTF (AbTF-BC)
Speaker To Be Determined, Cotton Australia (myBMP)

Experiences from the Cotton Field
Join farmer representatives from the four corners of the world to hear about what’s happening on-the-ground in cotton agriculture. Expect to learn about improvements related to the different aspects of sustainability.

Moderator: Lena Staafgard, *COO, BCI*
Cannon Michael, *President and CEO, Bowles Farming Company (USA)*
Other farm representatives are being confirmed from Africa and Asia.
Breakout Sessions

Three (3) Breakout Sessions with content related to Field Level, Supply Chain and Consumer Facing will simultaneously run at four different times during the conference.

Field Level Breakout Sessions (4)

1. Implementing Water Stewardship in Cotton Production

To use freshwater resources sustainably in cotton production, three perspectives should be considered: environmental; social; and economic. Environmental sustainability is met by using fresh water within sustainable limits at the river basin or aquifer level such that the ecosystem services are maintained. Social sustainability is met through allocating water equitably between uses and users, both locally and globally. Economic sustainability is met through maximizing water productivity i.e., by reducing the quantity of water consumed, or the pollution created. Implementation of those three pillars of water stewardship at the farm level will be discussed by a panel.

Ruth Mathews, CEO, Water Footprint Network
Additional panel to be announced soon.

2. Mitigation and Adaptation to Climate Change in Cotton Production: the Role of Sustainability Schemes

Cotton cultivation, as many other crop production systems, generate significant Greenhouse Gas emissions. Direct emissions from fertilizers application, decomposition of organic matter, combustion of fuel in watering and filed preparation, indirect emissions from production of fertilizers and pesticides as well as transport of nutrients can result in an important GHG footprint.

Likewise, some agricultural system including cotton will be directly affected by all indications and consequences of climate change. A panel will discuss how sustainable cotton farming can play a role in mitigate and adapt to climate change, and how standards could play a fostering role to for implementing climate smart cotton production systems.

Jens Soth, Senior Advisor Value Chains / Sustainable Commodities, Helvetas
Additional panel to be announced soon.
Field Level Breakout Sessions (4)

3 Gender Dynamics in Cotton Production
Description coming soon.
Speakers to be announced.

4 The Business Case for Farmers
Description coming soon.
Speakers to be announced.

Registration is open
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Supply Chain Breakout Sessions (4)

1. Chain of Custody Impacts on Production & Logistics
   A panel discussion about the cost and credibility implications for three different chain of custody models in the textile supply chain - physical traceability, book & claims, and mass balance.

   Patrick Mallet, Director, Innovations, ISEAL
   Leon Picon, Cotton Purchasing Director, Orta Anadolu
   Marco Bänninger, Head Trader Hand Picked Cotton, Paul Reinhart AG
   Dr. Alexander Ellebrecht, Prokurist, ChainPoint

2. Understanding Pricing Mechanisms in the Supply Chain
   Everyone should understand how cotton is bought and sold across the chain. This session will explore pricing mechanisms that could remove the volatility risk between the fabric mill and the brand levels in the textile supply chain.

   Carl Peltzer, Director Cargill Cotton UK, Cargill

3. Market Transformation of the Supply Chain
   Join BCI suppliers to hear their internal business case for sustainability and why they’re making public commitments. What are the impacts on their business strategy for continued growth and servicing current customers.

   Moderator: Kerem Saral, Supply Chain Manager, BCI
   Amit Shah, CEO, Spectrum International
   Besim Ozek, Purchasing & Logistics Director, Bossa
   Additional speaker to be announced soon.

4. Cotton Product Research & Innovations
   Description coming soon.

   Speakers to be announced.
Consumer Facing Breakout Sessions (4)

1. **Consumer Choice: Benefit or Burden**
   An analysis of Brand value - how the customer offer should be part of the package not the only priority when considering the business case from engaging in sustainability programmes. Thoughts on pre-competitive collaboration versus market differentiation and examples of where each has a role to play.

   Fiona Wheatley, *Plan A Sustainable Development Manager, Marks & Spencer’s*

2. **Competing for the Consumer: T-Shirts or iPhones?**
   Consumers buy apparel at volumes like never before, but spend less on new clothing. What are consumer purchasing trends telling us about the future of retail and the textile supply chain? Has a new kind of competition encroached upon the apparel business? Join an active conversation about consumer spending habits, and potential strategies for clothing retailers and brands to compete in an increasingly competitive marketplace.

   This session will address the broader challenges of the retail apparel industry as it vies for an increasingly distracted consumer, along with the long-term implications raw material prices, fabric diversification, and product sales.

   Robert Antoshak, *Managing Director, Olah, Inc.*
   Matthew Kempen, *Communications Manager, BCI*

3. **Why a Raw Materials Strategy Matters**
   Different approaches to raw materials for different size companies. Brands are often so focused on products and Tier 1 suppliers, but 60% of impact & FOB of those garments are the raw materials. Hear from 2 brands who aim to improve their overall footprint and why it matters to their business.

   Merrilee Avila, *Sustainable Materials Manager, Nike, Inc.*
   Additional speaker to be announced.

4. **Organizational and Environmental Footprint Policy in Europe**
   Description coming soon.

   Olivier Jan, *Partner | ERS | Sustainability, Deloitte Conseil*