

BETTER COTTON INITIATIVE: AT A GLANCE

- Our mission: to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.
- Our vision: Better Cotton is a sustainable mainstream commodity.





BCI AND GENDER EQUALITY: OUR OPPORTUNITY

- We have an opportunity to integrate gender equality as a cornerstone of sustainable cotton.
- We believed that a transformed, sustainable cotton industry is one where all participants have equal opportunities to thrive.



BCI AND GENDER EQUALITY: OUR BASELINE

- Globally, women account for **less than 7%** of participating farmers
- Female workers account for **23% to 46%** of training participants
- These figures do not represent the proportion of work women contribute to cotton production:
 - India: 70%+ weeding
 - Pakistan: 90%+ picking
 - West Africa: 55%+ planting

