

Translinks

Value chain cases in the context of conservation marketing
and Certification

Workshop in Arusha, Tanzania June 25 - 27, 2009

Conservation Cotton Initiative

*creating a "triple bottom line product" that ensures
sustainable livelihoods, economic returns, biodiversity
conservation*

wear the right clothes & save the world!





Who are we ?



Wildlife Conservation Society (WCS)

Manages the largest collection of zoos : (Bronx, Prospect, Queens, Central Park, NY Aquarium)

Oldest conservation organization (est. 1897) & based in Bronx Zoo

Works in 70+ countries with over 5,000 staff on conservation programs (WCS Global Conservation Program)

Global leader in innovative conservation approaches

EDUN & EDUN Live

EDUN is a *socially conscious clothing* company launched by Ali Hewson and Bono with New York clothing designer Rogan Gregory.

The mission is to create beautiful clothing while fostering sustainable employment in developing areas of the world. EDUN is at the forefront of *ethical fashion and organic*



In 2007, Edun & WCS established a partnership to create and launch the Conservation Cotton Initiative in Africa. The goal is to improve both the livelihoods of local people and environmental management through the development of a product that brings greater revenues to local farmers and adds value to both the local and global communities.



Conservation Cotton is an eco-friendly cotton which is farmed around high biodiversity areas in Africa and which, through the work of WCS, EDUN and other partners, will lead to sustainable livelihoods, enhanced economic development and the conservation of globally important species..



The “Conservation Cotton” produced by farmers in Uganda, Zambia and Madagascar will directly benefit the conservation of globally important wildlife and habitats.



Many poor rural people in Africa depend on cash crops such as cotton for their survival. By helping local farmers maximize their economic returns on cotton and at the same time developing social and environmental programs – there will change which will lead to much healthier people and healthier environment.

CONVENTIONAL COTTON PRODUCTION...



- Cotton is the world's most important non-food agricultural commodity, but..
- ... it accounts for the release of \$2 billion of pesticides, a 1/3 of which are "hazardous" (WHO) ..this is 10% of all pesticides and 22% of all insecticides
- Global cotton demand has doubled in the last 30 years
- 99% of cotton farmer live in the developing world, and...
-worldwide 22-77 million workers suffer from acute pesticide poisoning
- cotton production leads to the destruction of natural habitats...

Conventional cotton is destructive and not sustainable...



CCI will support local farmers by linking them to a new global market !
CCI will provide the key to transforming destructive land use practices into a sustainable alternative !
CCI will go the extra mile to ensure sustainability linking social programs and environmental programs such as wildlife conservation to CC production.



Through training support and outreach, farmers will engage in new organic farming practices and will commit to conservation by stopping activities such as poaching, hunting and forest destruction.



Cotton Conservation Initiative will have clear economic benefits:

- Organic farms require no expense for chemical inputs and using other plants & plant products such as sunflowers for pest control
- Organic cotton production involves the use of “rotational” crops such as peanuts and sunflowers. These crops as well as the honey produced from bees give farmers new and diversified sources of income.
- Global markets are growing for eco-friendly cotton and cotton products
- *These factors contribute to farmers changing from conventional cotton production to more sustainable organic production*



Cotton Conservation Initiative will have clear social benefits:

- Local farmers & their families will , for the first time in decades, receive incomes that are sustainable in the long term
- Farmers will trained in new organic farming techniques
- CCI will support education programs through local schools, teacher training, education materials and nature clubs
- CCI will partner with health associations to deliver outreach programs in HIV , TB, STDs prevention, reproductive health and nutrition
- CCI will support the development of community associations which will help local people towards management of their own resources and empowerment in cotton production



Cotton Conservation Initiative will have clear environmental benefits:

- Conservation cotton production will give local communities a viable livelihood which will replace destructive and unsustainable resource use (eg. poaching, forest destruction)
- CCI will help protect important forest and other natural habitats which are home to endangered wildlife and which provide ecological services (eg. Water) to local people
- CCI will support the protection of national parks in partnership with national park services
- Organic cotton will stop the release of dangerous pesticides and insecticides which destroy ecosystems

Goals of Conservation Cotton Initiative



- Build a successful farmer-based enterprise incorporating organic production
- Ensure that local farmers get the maximum benefits from organic farming through direct purchase and a higher premium price for organic cotton



- Promote a grow-to-sew production in several African countries, whereby not only the raw material of cotton but also the finished products such as T shirts and other apparel too, are produced in Africa
- Ensure that support to local cotton growing communities through improved farming and additional social programs leads to improved livelihoods.



- Integrate conservation and sustainable land use practices into the cotton production process so that “conservation cotton” goes beyond just organic !
- Tell the story of conservation cotton so that it can be a model for showing how everyone can contribute to a better world!



Eco-friendly cotton from Africa will soon be making its way onto the backs
of
U2 fans across the world.

Hard Rock

Bono

SIG.
SERIES
25

A HARD ROCK EXCLUSIVE



Thanks to a new partnership between **Hard Rock International** and the ethical T-shirt

brand **Edun LIVE**, (founded by Ali Hewson and Bono),
the **Wildlife Conservation Society**

and Edun's **Conservation Cotton Initiative** was a recipient of this year's
Hard Rock Sig, and comMark. Series 25 cause-marketing campaign.



15% of total proceeds from Bono's "*Fishes can Fly*" T-shirt will be donated to the Conservation Cotton Initiative (CCI)



Thanks to the promotional efforts of Hard Rock – through all of its committed staff and restaurant locations, you will make a significant contribution to saving wild life and wild lands – helping to protect our world and our future.

Thanks for your participation and support.

