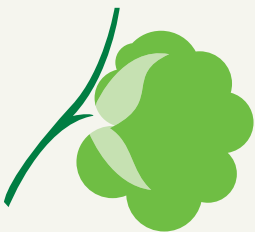


WWF and IKEA partnership



Cotton has excellent comfort qualities as it is soft and breathable, but it is also a material associated with major concerns for people and the environment. Conventional cotton farming relies heavily on artificial fertilisers and on chemicals to control insects, diseases and weeds. Cotton is also very water intensive at certain stages of growth – yet it is often grown in semi-arid, water scarce areas. This is why WWF and IKEA run joint projects to help transform conventional cotton, making it more sustainable as well as affordable.



OUR AIM IS TO:

- Build farmer's capacity to produce Better Cotton
- Reduce the use of pesticides, water and chemical fertilisers
- Increase farmers profit margins
- Improve working conditions for farm families and workers
- Understand and communicate how impacts can be measurably improved
- Catalyse a shift to Better Cotton in the cotton commodity market as a whole

What we do as partners for change...

WWF and IKEA work together in India and Pakistan to improve the livelihoods and health of cotton farmers and their families while reducing the crop's negative environmental impact. We do this by exploring and implementing long-lasting solutions in close cooperation with the Better Cotton Initiative (BCI) in order to build farmers' capacity to produce Better Cotton based on BCI's social and environmental criteria.

Hands-on training:

It started with Farmer Field Schools in 2005, when 450 farmers received hands-on training and support to introduce farming practises which helped them reduce their use of chemicals and water while maintaining crop yields and increasing their earnings. Farmers learned how to make use of organic fertilisers, fight pests in a safer way and irrigate their fields more effectively with less water. The results were striking,

and more and more neighbouring farmers were inspired to join the projects. Today, many thousands farmers in India and Pakistan are using these better practices thanks to the projects' training, support and outreach activities.

Towards Better Cotton:

2010 was the first year of implementing the Better Cotton system. In addition to empowering farmers through improved environmental practices, the projects started training and awareness-raising around 'decent work' issues – such as child labour, bonded labour and freedom of association. The projects also introduced peer review mechanisms, second party verification, and finally third party verification processes to secure BCI criteria. The very first harvest of Better Cotton in the world came from the joint project in Pakistan.



...and what we've achieved



Since the start in 2005, the IKEA and WWF joint projects in Pakistan and India have shown significant results that benefit farmers and the environment, and have demonstrated that it is possible to produce more sustainable cotton at a lower cost by reducing the use of water and chemicals. In total, more than 320,000 metric tonnes of Better Cotton lint was produced in the two countries during the 2012 season.

Pakistan

Pakistan is the fourth largest producer of cotton in the world, after China, India and the US, with about eight percent of the total global cotton production. The partnership aims to build the capacity of farmers over 120,000 hectares to produce Better Cotton. In 2012, around 40,000 farmers were engaged in the project in Punjab, which now also helps establish and support producer organisations – with and for farmers – that in turn provide support to those who want to be produce Better Cotton.

2012 average project farmer results*

- 45% less pesticide active ingredient
- 29% less chemical fertiliser
- 28% less water
- 24% higher gross margin

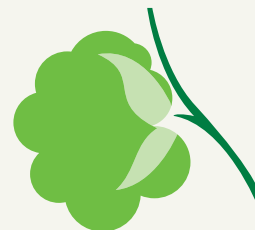
India

India produces more than one fifth of the world's cotton. In 2012, around 5,000 farmers were engaged in the project in Maharashtra, and the partners are now building the capacity of farmers around 10,000 hectares to produce Better Cotton. One long-lasting support mechanism that is being explored is the establishment of a national Know-ledge Resource Centre on more sustainable cotton production, which in the future can support numerous organisations who work with farmers.

2012 average project farmer results*

- 69% less pesticide active ingredient
- 36% less chemical fertiliser
- 19% less water
- 69% higher gross margin

**Compared with an average from a sample of conventional farmers. .*



BETTER COTTON INITIATIVE

WWF and IKEA are two of the founding members of the Better Cotton Initiative (BCI) and are members of its Council. This multi-stakeholder organisation aims 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. BCI has developed criteria for "Better Cotton", and works to make this a mainstream global commodity

DID YOU KNOW?

IKEA wants all cotton used in its range to be produced in line with Better Cotton criteria by the end of 2015.

Contact:

For more information on the WWF and IKEA partnership, visit www.panda.org/IKEA, www.IKEA.com or contact WWF at wwf-ikea-projects@wwf.se

