## fit for sustainable future

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## fit for sustainable future

Cottonforlife is a CSR project that aims to promote a transparent cotton value chain for a sustainable future.

Thanks to supply chain collaborations and partners who support the initiative, Cottonforlife stimulates responsible choices and gets closer to the consumer through new marketing and communication proposals.

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## **The Cottonforlife initiative**

Cottonforlife is an innovative Corporate Social Responsibility project that is ethical, human and sustainable.

Launched by Filmar Network and implemented by Filmar Nile Textile in coordination with UNIDO with the support of ALEXBANK of the Intesa San Paolo Group.

The Initiative aims at promoting sustainable fashion through a fully transparent, eco-friendly and socially responsible cotton-textile production chain.

With a focus on planet, people and shared prosperity, the project seeks to promote and support an eco-friendly and socially responsible textile industry, contributing to promote sustainable fashion.

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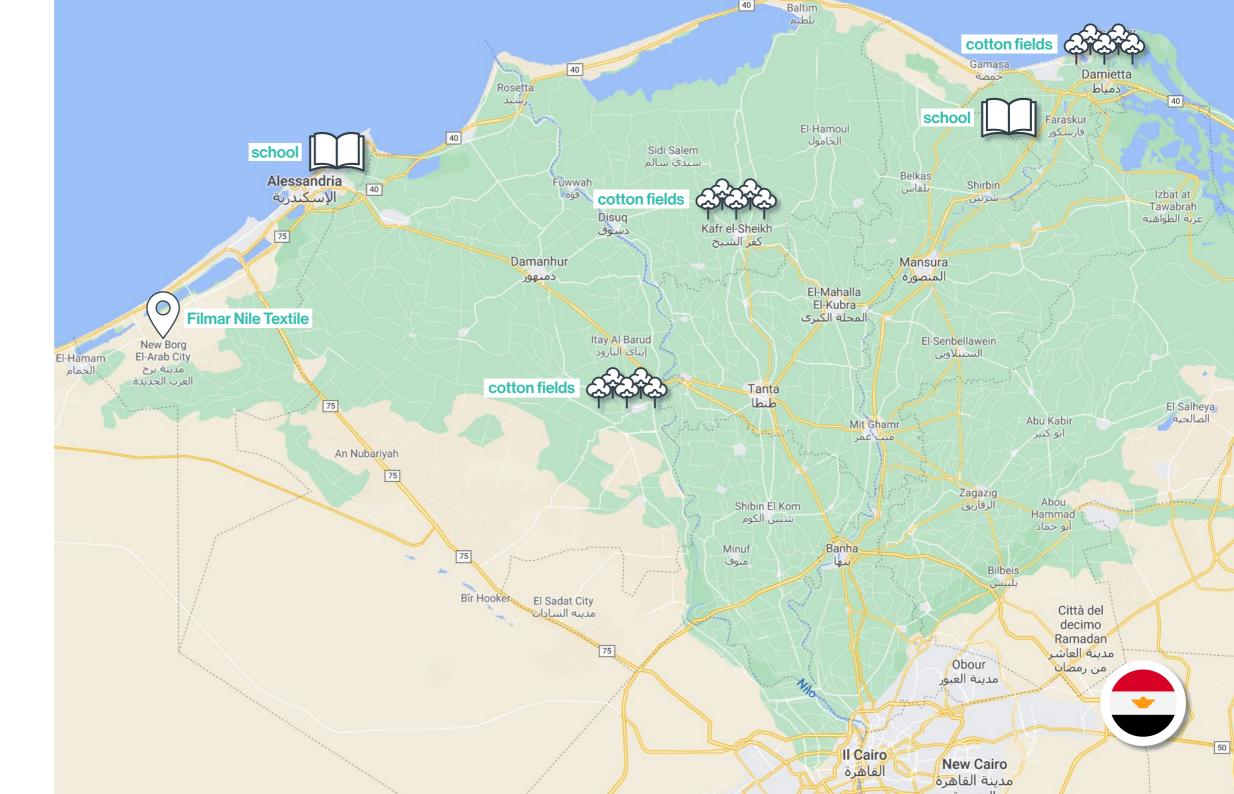


## Origin and history of the Cottonforlife initiative

Filmar is a long-time user of Egyptian cotton, an extremely high-quality, long and extra-long staple (ELS) fiber, considered one of the most valuable in the world.

To contribute to the need of enhancing sustainability, Filmar Nile Textile with the collaboration of Alexbank of the Intesa San Paolo Group, and in coordination with the Egyptian Ministry of Industry and the Ministry of Education, the Cotton Research Institute of the Egyptian Ministry of Agriculture, launched in 2015 Cottonforlife during Milan's Universal Exposition (EXPO). Cottonforlife works to provide support to local communities and, especially, to young people. Filmar Nile Textile and Alexbank committed to work with the Egyptian Ministry of Technical Education to launch new courses with a focus on textile technologies in industrial schools and to teach sustainable agriculture to young people in some schools in cotton-growing areas.

The Cottonforlife Initiative and the activities implemented on the ground have been highly appreciated by the local and international stakeholders, attracting in 2016 the attention of the Italian Agency for Development Cooperation (AICS) and of United Nations Industrial Development Organization (UNIDO).





## **Cottonforlife and UNIDO** together to support the SDGs

In 2017 the United Nations Industrial Development Organization (UNIDO), in collaboration with Filmar Nile Textile and with the financial support of the Italian Agency for Cooperation and Development (AICS) announced the activation of the Egyptian Cotton Project to be implemented in synergy and complementarity with the Cottonforlife to pave the way to sustainability and social inclusion along the entire Egyptian cotton-textile value chain.

Cottonforlife and The Egyptian Cotton Project have aligned their activities to support the Sustainable Development Goals (SDGs).

## The partnership between Cottonforlife and UNIDO

Thanks to the UNIDO and with the financial support of the Italian Agency for Development Cooperation (AICS), COTTONFORLIFE has been scaled up to a National Project.

Filmar Network contributes to the Egyptian Cotton Project by making available more than 60 years of experience and advanced know-how in cotton industrial processing and highquality yarns production.









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One of the main achievements during the first phase of the project, has been the launch of the Better Cotton Initiative (BCI) in Egypt (June 2020), thanks to the joint efforts and the mobilization of local and international stakeholders.

The program aims to train cotton farmers on the Better Cotton Principles and Criteria, for both farmers and those involved in cotton-growing practices.

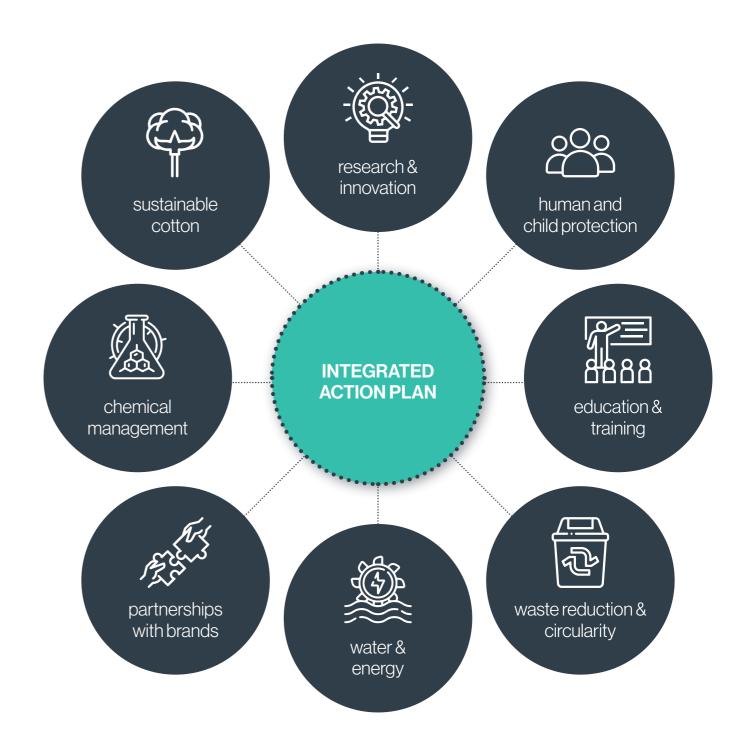
BCI connects people and organizations from across the cotton value chain, from field to store, to promote continuous improvements for the environment, farming communities and the economies of cottonproducing areas.

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## Cottonforlife action plan

Cottonforlife an integrated action plan to support the upstream and downstream cotton value chain, from cotton cultivation to finished garment.

Cottonforlife promotes responsible and conscious purchasing models.





## **Organic cotton**

Cottonforlife and the Egyprian Cotton Project support the organic cultivation of Egyptian cotton to this end, they started pilot plantations of long and extra long staple cotton to disseminate and train cotton farmers on organic cultivation standards and promote regenerative agricultural practices.

#### COTTON

Cottonforlife promotes and cultivates the finest Egyptian cottons following sustainable and organic standards and regulations.

Cottonforlife started, since 2015, the organic cultivation of the highly prized Giza 45, in collaboration with the Cotton Research Institute and thanks to the commitment of Egyptian farmers dedicated by generations to this noble and extraordinary raw material. To guarantee cotton demand and ensure fair economic returns for farmers, Cottonforlife set up inclusive and lasting value chain partnerships

> Cottonforlife is also committed, together with the UNIDO "The Egyptian Cotton Project", to support the Better Cotton Initiative in Egypt to guarantee training and inclusion of farmers in responsible and transparent supply chains.

Cottonforlife works to promote the best Egyptian cottons in global textile and fashion markets.









#### INDUSTRY

Cottonforlife promotes and supports new models of "sustainable business" in favor of a socially inclusive and highly innovative industry that can design and manufacture products that optimize environmental and social impact. Cottonforlife, carried out in Filmar Nile Textile in Borg el Arab, enhances the achievement of an Egyptian industrial plant where transformation of raw cotton is based on eco-compatible processes respectful of the environment and human health of both workers and end consumers. Filmar Nile Textile is committed and aligned with the ZDHC guidelines, to promote and support fashion free from hazardous chemicals.



#### **EDUCATION & TRAINING**

Cottonforlife supports education and training along the entire textile supply chain, contributing to the youth's employability and promoting the social inclusion of new generations. Thanks to an innovative multi-stakeholder partnership launched in collaboration with UNIDO and in coordination with the Egyptian Ministries of Education, Industry and Agriculture, Cottonforlife has created training courses in the fields of organic agriculture, textile industry and eco-design. It promotes sustainable fashion among young people and organizes information and awareness campaigns for the adoption of responsible consumption models.



#### **PARTNERSHIP FOR THE GOAL**

Cottonforlife has enabled a virtuous circle of collaboration between countries and international stakeholders in supporting sustainability in the cotton supply chain. The partners work together to promote and implement a traceable, transparent, socially responsible and high quality textile-cotton supply chain to create shared social and economic returns throughout the supply chain.

## **Cottonforlife & Egyptian Cotton Project** in numbers

**1500** farmers and **500** workers receive a fair remuneration.



2 ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

-/v/•

4 QUALITY EDUCATION

**5** GENDER EQUALITY

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100 youth trained through dual system



4500 sq. m. solar panels installed. 750,000 kw of energy produced CO2

**11** organic cotton yarns produced and 5 organic cotton yarns traceable from 1 low environmental impact mel. yarns



15 young fashion designers trained in

private-public International Partnership activated involving more than **30** entities working together for a more sustainable future.













**1500** farmers trained to rotate crops. 6 Organic cotton plantations activated through contract farming.

**1500** persons trained to protect themselves against exposure to harmful chemicals. In Filmar's factory **500** persons provided with private healthcare insurance to enhance good health and well being.

134 agricultural schools and 150.000 students nationwide following new agriculture textbooks developed by Cottonforlife Initiative; **200** students and **50** teachers trained on IPM and biocontrol.

**400** women trained on sustainable cotton cultivation.

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2 emissions reduced yearly by <b>245</b> tons.
marketed. the seeds.
measured through LCA and traced using DNA marker.
eco-design, upcycling and zero-waste.







## **The Cottonforlife brand**

From initiative to a new brand for sustainable fashion.

Cottonforlife gets closer to consumers by promoting products able to respond to global challenges and new consumers' requirements. Highquality products that last over time and create real economic value while respecting the environment and people.

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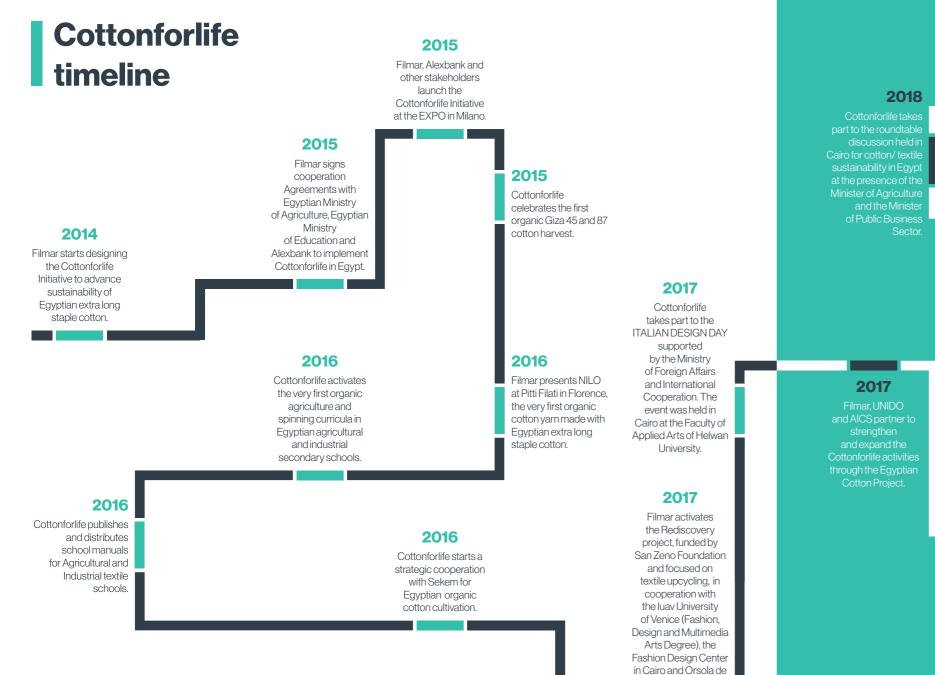
The new Cottonforlife hangtags come with a grcode to get closer to customers to promote and support responsible consumption patterns..

Thanks to the control of the supply chain, from field to shelf, Cottonforlife brings to the market a series of high quality, traceable and transparent yarns.

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Castro's Reclaim to Wear.

#### 2019

Cottonforlife and UNIDO Cotton Project kick start Re.ACT denim recycle project in cooperation with Filmar, Albini, Marzoli Textile Solutions and T&C.

#### 2019

Cottonforlife supports the organization of the Cotton Harvest Day in the Governorate of Damietta, dedicated to show best practices in cotton harvesting and to celebrate the first successful cultivation cycle of Better Cotton and organic cultivation plots started in the framework of The Egyptian Cotton Project

#### 2018

Cottonforlife supports the efforts of UNIDO for the kick off of a cooperation with the Better Cotton Initiative (BCI) for the activation of BCI pilot plantations in selected areas in Egypt during the 2019 cotton season.

#### 2018

Cottonforlife and the Egyptian Cotton Project organize the Harvest celebration of sustainable cotton pilots.

#### 2021

of Cottonforlife is launched thanks to the signing of a new agreement between Filmar, the Ministry of Education and Alexbank.

#### 2020

Egyptian farmers are licensed as Better Cotton farmers.

#### 2020

Cottonforlife and the Egyptian Cotton Project publish the denim recycle pilot project Re.Act report.

#### 2019

I he Cottonforlite Initiative and the Egyptian Cottor Project are showcased at the World Cottor Day held at the WTO in Geneve

#### 2020

The Better Cotton program is officially launched in Egypt.



# Sustainability and social responsibility are the core of our commitment

Since 1958 Filmar has been passionately seeking out the best ways for producing and finishing high quality cotton yarns. Since the day of our foundation, quality and technological innovation, combined with sustainable development and ethics, have been the cornerstones of Filmar's business. We are committed to sustainable development and to the enhancement of a more responsible fashion. We are therefore actively contributing to supporting the achievement of the UN Sustainable Development Goals (SDGs).

We have defined our business models and our production chain in an inclusive business perspective to ensure shared benefits and returns for the company, the communities involved and the stakeholders of the textile and fashion supply chain in general.

We work to develop a sustainable and transparent supply chain for yarns that are fit for sustainable future.



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#### VISION

Our vision is to promote sustainability of fashion brands' products by collaborating with the upstream and downstream companies of our supply chain, through innovative business model. We aim at communicating to the end users a new way to do fashion business.







#### MISSION

We produce and sell high quality yarns for the best brands in the world. We select precious raw materials and transform them with innovative production systems that respect the environment, people and their health. We ensure the market timeliness and flexibility of response thanks to the digitalization of our processes and services. We add talent and creativity for fine products intended.

#### IN OUR VIEW, A SUSTAINABLE YARN IS:

• a long lasting and quality product that respects the environment made by using raw materials and adopting processes that preserves precious resources, decreases negative impacts and promotes regenerative procedures.

• a product made by people that are respected, nurtured and given the possibility of developing knowledge and skills, through continuous improvement.

• a product that enhances shared economic growth by guaranteeing that our company's success fosters social progress of involved communities.

• a traceable and transparent product that can substantiate quality and sustainability claims through documents and certifications.

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Arab Republic of Egypt Ministry of Trade and Industry





Ministry of education and **Technical education** 







UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

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