

# Introduction to BCI Milano 2019

**MILANO | 28 March 2019, 09:30 – 15:00**


An introduction to the largest cotton sustainability standard in the world. You will learn about BCI and how your business can be part of the change. The morning session will feature an introduction to the Better Cotton Standard System, stories of BCI farmers across the world and perspectives from guest speakers on the BCI Business Case.

The afternoon session will explore how BCI partners with organisations worldwide to expand the availability of Better Cotton. This session will see BCI and UNIDO introducing “**The Egyptian Cotton Project**”. Funded by the Italian Agency for Development Cooperation and in partnership with the Egyptian Ministry of Trade and Industry and the Ministry of Agriculture and Land Reclamation, **The Egyptian Cotton Project**, leveraging on Cottonforlife initiative, prioritizes aspects of sustainability, inclusiveness and value addition of the Egyptian long-staple and extra-long staple cotton value chain.

## SESSION 1 AGENDA: INTRODUCTION TO BCI

Time	Topic	Details
09:30 – 10:00	<b>Arrival and check-in</b>	
10:00 – 10:20	<b>Welcome</b>	A welcome from the BCI Team
10:20 – 11:00	<b>Introduction to BCI</b>	Learn how BCI works and how it can help your business developing a sustainable cotton sourcing programme
11:00 – 11:15	<b>Stories from the Field</b>	Listen to stories from BCI farmers and discover how BCI is improving their lives, the environment and the communities around them
11:15 – 11:30	<b>Coffee Break</b>	
11:30 – 12:15	<b>Guest panel: The BCI Business Case</b>	The BCI business case showcased through the experience of BCI members.
12:15 – 12:30	<b>Q&amp;A and Morning Session Closing</b>	A chance to ask your questions about BCI and learn from industry leaders.
12:30 – 13:30	<b>Lunch</b>	

## SESSION 2 AGENDA: GROWING THE REACH OF BETTER COTTON THROUGH PARTNERSHIPS & COLLABORATION

Time	Topic	Details
13:30 – 15:00 <i>Session hosted by BCI &amp; UNIDO</i>	<b>Growing through partnerships: the Egyptian Cotton Pilot Project</b>	 <p>Learn how BCI collaborates with partner organisations to scale up Better Cotton worldwide. This session presents the ongoing pilot project towards Egyptian Better Cotton, an initiative implemented by UNIDO in partnership with the Egyptian Ministry of Trade and Industry, leveraging on Cottonforlife. This session explores how public private partnership can drive change and create momentum for extending BCI farming practices in new contexts such as Egypt.</p> <p>Introduction to UNIDO's <b>Egyptian Cotton Project</b> supporting BCI pilot in Egypt.</p>

### RSVP required

Online Pre-Registration is required to attend this meeting, free of charge.

### LOCATION

Milano  
TBC

### WHO SHOULD ATTEND?

This meeting is a unique opportunity to have an Introduction to BCI and learn how the Better Cotton Standard System supports scale in your sustainable cotton strategy. You will hear success stories from BCI Members, and from BCI Partner Organisations.

This meeting is best suited for anyone working with cotton, including:

- Retailers and brands
- Textile and garment manufacturers
- Civil society organisations
- Raw material processing companies

### CONTACT

For any questions or support, please contact:  
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