INTRODUCTION to BCI and BETTER COTTON

Milan, Italy | 25 October 2018, 09:00 – 12:00

BCI is a global initiative developing Better Cotton as a sustainable mainstream commodity. Join us after the Textile Exchange Conference to find out how BCI is creating opportunities for your more sustainable cotton strategies.

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Details</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30 – 09:00</td>
<td>Meeting arrival and check-in.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:00 – 09:10</td>
<td>Welcome</td>
<td>Introductions and BCI’s Anti-Trust Policy.</td>
<td>Amy Jackson, Membership Director, BCI</td>
</tr>
<tr>
<td>09:10 – 09:30</td>
<td>Introduction to BCI</td>
<td>Who is BCI, the mission, structure, and the 2020 goals.</td>
<td>Amy Jackson, Membership Director, BCI</td>
</tr>
<tr>
<td>09:30 – 09:50</td>
<td>What is Better Cotton</td>
<td>The Better Cotton Standard System is at the core of BCI, understand how we focus on the field level.</td>
<td>Paula Lum Young, Sr. Membership Manager, BCI</td>
</tr>
<tr>
<td>09:50 – 10:15</td>
<td>Chain of Custody</td>
<td>What is mass balance and how does it enable the uptake of Better Cotton? What is the Better Cotton Platform? Supply chain uptake numbers update.</td>
<td>Kerem Saral, Sr. Supply Chain Manager, BCI</td>
</tr>
<tr>
<td>10:15 – 10:40</td>
<td>Coffee Break</td>
<td>Refreshment break and networking with other attendees</td>
<td></td>
</tr>
<tr>
<td>10:40 – 11:00</td>
<td>BCI Member Comms and Marketing</td>
<td>Learn how retail/brand members are using the Better Cotton Claims Framework to make credible public statements about their support for sustainable cotton production.</td>
<td>Theodora Panayides, Membership Coordinator, BCI</td>
</tr>
<tr>
<td>11:00 – 11:35</td>
<td>BCI Membership &amp; Implementation</td>
<td>What does it mean to implement a membership for your business? Introduction of the BCI membership options, costs, and the work it takes to implement a responsible sourcing program.</td>
<td>Paula Lum Young, Sr. Membership Manager, BCI</td>
</tr>
</tbody>
</table>
11:35 – 11:50  | Q&A  | Open forum to address any questions or topics.  | Paula Lum Young, Sr. Membership Manager, BCI
11:50 – 12:00  | Meeting Closing  |  | Amy Jackson, Membership Director, BCI

*Meeting conducted in English only.

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

LOCATION
Melia Milano Hotel
Via Masaccio 19 - 20149
Milano, Italia
[www.melia.com](http://www.melia.com)

WHY ATTEND?
This meeting is an in-person opportunity to have an Introduction to BCI and Better Cotton, how the Better Cotton Standard System supports scale in your sustainable cotton strategy, hear success stories from BCI Members, and more. Attend expecting to learn more about BCI and actively engage with the BCI Team.

WHO SHOULD ATTEND?
This public event is open to the entire cotton sector.

Anyone working with cotton from Retailers and Brands, Suppliers and Manufacturers, Cotton Traders, Civil Society, NGOs, or others are welcome to register. A special focus for Retailer / Brand attendees should include CSR Teams, Sourcing Teams, and Production Teams.

CONTACT
For any questions or support, please contact:

Theodora Panayides, BCI Membership Coordinator
[Theodora.Panayides@bettercotton.org](mailto:Theodora.Panayides@bettercotton.org)
BCI London