



WWF
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SPRING NEWS

WHAT'S INSIDE

Sustainable Cotton in Retailing:

A WWF & BCI Seminar for European Retailers & Brands with EC Switch Asia SPRING Project

Cotton is a natural and breathable fibre which the customers around the world love to see in their clothes; it is also renewable, recyclable and biodegradable. But there are challenges to consider when sourcing this fiber – a fiber which impacts the livelihoods of millions of farmers and factory workers worldwide. Today more & more consumers, brands & retailers are becoming conscious about chemical and water use, bonded or child labour, gender inequality, low pay and other reputational risks linked to the origin of the cotton. Besides exploring choices for sourcing the cotton & cotton products sustainably, responsible businesses are looking forward to improve cotton sourcing procedures through more traceability, control & visibility in their cotton supply chain.

WWF Pakistan and partners are implementing a project on sustainable cotton production in Pakistan's cotton ginning SMEs. One component of this project is to engage retailers and brands in Europe in support of sustainable cotton production. This project is funded by the European Union. WWF and BCI hosted a seminar for companies involved in sourcing cotton products on Friday 26th April in London. Marks & Spencer very kindly hosted the event at their Merchant Square offices in London. The seminar provided an opportunity to the participants to discuss the risks and opportunities involved in cotton production, and how retailers are using Better Cotton to manage their sustainability agenda. More than 40 leading brands & retailers & businesses including IKEA, M&S, Levi's, ASDA, TESCO, Adidas, WALMART, NEXT, PRIMARK attended the seminar.



► Chairman PCGA Assures Full Support and Cooperation

The PCGA has extended full support to the SWITCH Asia SPRING-Project for the implementation of the forthcoming better Ginning Practices at Ginning SMEs



► 2nd SWITCH Asia SPRING's Stakeholders Meeting

Aims at sharing project's achievement, anticipated activities in upcoming months and mutual expectations among stakeholders & WWF-P.



► EU Development Advisor Meeting

With Step-1 Ginners of SWITCH Asia SPRING Project and visit to Farming Community.



► Celebration of International Day for Biodiversity, 2013

Many publicity and awareness programmes on the subject of biodiversity were conducted in the form of competitions at Alpina School System.



► 3rd Seminar on Sustainable Consumption & Production

WWF-P SPRING Team Conducts third Seminar regarding "Sustainable Consumption & Production" on World Environment Day, 2013 at Islamia University Bahawalpur.



► Ginners Orientation Session

WWF-P and BCI organises all Better Cotton ginners orientation session in Rahim Yar Khan on June 11, 2013.



► UNDP appreciated the efforts of WWF-Pakistan for the timely completion of ER-AEP.



Senior Manager SAP, briefing audience about project progress

It is hoped that this seminar will help WWF & BCI efforts for promoting sustainable cotton sourcing among world leading brands, retailers & businesses leading to mainstreaming Better Cotton globally.

The opening session was meant to take the participants through the story of cotton from field to retail, in the format of a panel discussion, documentary film and Q & A. The panel consisted of Asad Imran; WWF-Pakistan, Becci May; WWF-UK , Sophia Jumain; BCI, Carl Peltzer; Cargill, Arvind; Cotton Connect & Mark Sumr; M&S. The session was moderated by Lilly Milligan; BCI

The panel discussion included many key topics such as: Why we need to improve the sustainability of cotton production. The business case for retailers and brands to source cotton sustainably. How Better Cotton is developing into a mainstream commodity solution, and practical how to be on sourcing Better Cotton through supply chain & building cotton sustainability into Corporate Social Responsibility targets.

The afternoon was broken into three detailed how-to sessions on

- 1) *Better Cotton claims and communication,*
- 2) *Supply Chain and Better Cotton Traceability and*
- 3) *Investment in Supply.*

The PCGA assures all-out support to the SWITCH Asia SPRING PROJECT and is creating a ground for the implementation of the forthcoming better Ginning Practices at Ginning SMEs

WWF and Development Advisor from the European Commission Delegation in Pakistan met Mr. Mahesh Kumar, president of Pakistan Cotton Ginners Association in Deharki on 18th April, 2013. The PCGA has extended full support to the project and is creating a ground for the implementation of the forthcoming better Ginning Practices at Ginning SMEs. Which is vital in improving the overall ginning efficiency, fiber quality and sustainable cotton production. He further thanked Ms. Roshan Ara, EU representative for providing support to this project that will bring positive changes in the Pakistani cotton supply chain through reduction of the environmental costs, promotion of environmentally friendly practices and efficient utilization of resources available ultimately increasing the supply of better cotton. Director Sustainable Agriculture Programme WWF-Pakistan Mr. Arif H. Makhdom informed that project team has also planned a series of awareness raising & capacity building workshops in collaboration with the PCGA for the ginning industry & relevant stakeholders.



WWF-Pakistan organizes 2nd SWITCH Asia SPRING STAKEHOLDER MEETING



SWITCH Asia-SPRING project Stakeholder Meeting was organised at Sukkur on 17th April, 2013. The meeting aimed at sharing project's achievement, anticipated activities in upcoming months and mutual expectations among stakeholders & WWF-P. The EU representative Ms. Roshan Ara also attended the project stakeholders meeting and was briefed about project progress by WWF-Pakistan staff, partner organizations and institutions. Among key note presenters were representatives of Pakistan cotton Standards Institute PCSI, Mintex, IKEA, Centre for Improvement in working Conditions & Environment CWICE and University of Agriculture.



EU Development Advisor meeting with Step-1 Ginners of SWITCH Asia SPRING Project and visit to Farming Community.

Development Advisor from the European Commission Delegation in Pakistan Ms. Roshan Ara visited the SWITCH Asia-SPRING project in Sukkur region on 19th April 2013. She visited the ginning SMEs and farming community in the area and held meetings with ginners who are part of SWITCH Asia-SPRING project. The ginners shared their experiences regarding their involvement in the project and appreciated the outcomes of the technical gap analysis conducted by WWF-Pakistan SWITCH Asia-SPRING team & the consultants. Farmers appreciated the efforts by WWF-P in promoting Better Management Practices which help them in increasing their profit.





Celebration of International Day for

Biodiversity 2013

Water is essential for life. No living being on planet Earth can survive without it. It is a prerequisite for human health and well-being as well as for the preservation of the environment.

Water and Biodiversity is the theme for International Day for Biological Diversity (IDB) in 2013. The theme Water and Biodiversity was chosen to coincide with the United Nations designation of 2013 as the International Year of Water Cooperation.

The International Day for Biodiversity 2013 was celebrated at Alpina School (Boys Branch) Model Town A Bahawalpur in a grand manner. The event was organized jointly by the WWF Sustainable Agriculture Programme Office in Bahawalpur and Alpina School System.

As a prelude to the function, many publicity and awareness programmes on the subject of biodiversity were conducted in the form of competitions. Poster, Speech, Power Point Presentation, Models/Projects and Quiz competitions were conducted in the Institute. More than 100 students participated in different competitions from 3 different branches of Alpina School System. On the day of the main event, Senior Program Manager SAP, Asad Imran, delivered introductory address, whereas the event was concluded by Director SAP, Arif Hamid Makhdum, who also distributed prizes among the students. All the participants were provided with book marks printed with IBD 2013 theme.

The function was attended by a large number of school students, teachers, principals and Board of directors of Alpina School System. The event created much needed awareness among students and teachers about issues of biodiversity conservation in our country and was appreciated by participants.





WORLD

Environment Day

Sustainable Consumption & Production; Choices for a Living Planet



Jointly Organized by:



WWF-P SPRING Team Conducts third Seminar regarding "SUSTAINABLE CONSUMPTION & PRODUCTION" on World Environment Day, 2013 at Islamia University Bahawalpur.

WWF-P in collaboration with Islamia University Bahawalpur and Environment Protection Department-Punjab organized a seminar "Sustainable Consumption & Production" on World Environment Day i.e 5th June, 2013 at Ghotvi Hall, Islamia University Bahawalpur.



This year's theme of World environment day was Think.Eat.Save. Think.Eat.Save was an anti-food waste and food loss campaign to reduce our food prints. According to the UN Food and Agriculture Organization (FAO), every year 1.3 billion tons of food is wasted which is equivalent to the same amount produced in the whole of sub-Saharan Africa. At the same time, 1 in every 7 people in the world go to bed hungry and more than 20,000 children under the age of 5 die daily due to hunger. Mr.Mukhtar Ahmad, Vice Chancellor Islamia University Bahawalpur, said that it is our joint responsibility to provide better and pollution free environment to the young generation which is highly important for living.He further told that we can easily asses the quality of food and fruits develop under natural environment as compared to the genetically processed food and fruits. He said that we have to adopt strict measures to control pollution to keep environment healthy. Imran Sikander Baloch (The DCO Bahawalpur), Asad Imran (Senior Programme Manager WWF-P), Muhammad Rafique (District Officer Environment), Syed Israr Hussain Shah (President Civil Society Network, Bahawalpur), SWITCH Asia SPRING Team, faculty members and 400 students attended the seminar. The DCO Bahawalpur, Imran Sikander in his address said that the wastage of water, energy and natural resources are the major causes of destruction and natural calamity so we have to find effective ways to meet the environmental challenges for the protection of human beings, livestock and wildlife. We also have to save trees which are a good source of controlling floods and we have to form a policy in this regard to save environment from pollution. The Senior Programme Manager WWF, Asad Imran in his address urged to change general attitude and said that we should start saving natural resources as it has been noticed that we are wasting a lot of water in personal and domestic practices so we need to review our approach in this regard. The District Officer, Environment, Bahawalpur, Muhammad Rafique informed that Solid Waste and Water Treatment plants are being set-up alongside the industries to control pollution. He also told that recently 1 million plants have been planted in the area to overcome the environmental pollution as there is a need to promote forests.

This activity got a huge publicity in print and electronic media and most importantly the United Nations Environment Programme (UNEP) has displayed the pictures and proceedings of this event on their website.





Ginners Orientation Session, June 11, 2013

WWF-P and BCI organized all Better Cotton ginners orientation session in Rahim Yar Khan on June 11, 2013. Seth Arshad a renowned ginner welcomed all the ginners and other guests present in meeting. He was among the pioneer ginners. Dr. Shafiq Ahmad, Chairman regard individual BCI presented the clear picture of BCI and principles & criteria of future plans e.g. capacity, project and process. Mr. Shuaib, Pakistan Supply Chain Coordinator shared "Better Cotton" Supply Chain, Progress/development, Challenges to BCI and Aims of BCI with the audience.

Arif Hamid Makhdom, Director Sustainable Agriculture Program briefed the ginners about their role in sustainability. Through different power point presentations he tried to motivate the ginners about their role in project funding. He also explained in detail different financial models and proposals that can serve as steps towards sustainability and highlighted the importance of starting this journey towards sustainability as soon as possible. He asked the ginners that how so long we will depend on others, when we have the power to sustain ourselves.

Asad Imran, Program Manager SWITCH Asia SPRING Project gave the introduction of SPRING Project and presented before them the SWITCH Asia and BCI joint working results, benefits that SWITCH Asia ginners have so far achieved in BCI collaboration and also the future plan for 2nd phase ginners.

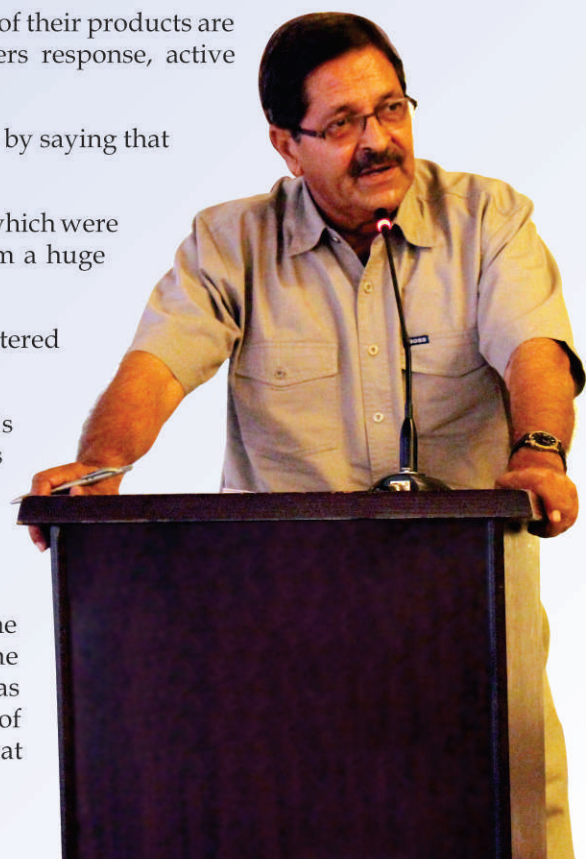
Mr. Jahanzeb Cheema the representative of Levis told the ginners that 95% of their products are made from cotton. He appreciated the Better Cotton availability, ginners response, active participation from members and great efforts from BCI & WWF.

Mr. Rizwan, representative of IKEA, highlighted the importance of ginners by saying that ginners are the main players of this game.

Mr. Mahesh Kumar Chairman PCGA made the following announcements, which were much appreciated by all the audience present there and they all gave him a huge applaud.

- PCGA will be the member of BCI in getting ginning factories registered with BCI.
- Regarding gap analysis implementation, he assured all his cooperation and said that implementation will be started from his factory.
- PCGA will support for sustainability of Better Cotton System in Pakistan.

Dr. Ghulam Akbar, Senior Director WWF-P thanked all the ginners who came to attend this meeting from different parts of Punjab, Sindh and the representatives of IKEA and LEVIS. Mahesh Kumar Chairman PCGA was also valued by him for his cooperation and collaboration. The presence of representatives of Govt. of Punjab Agriculture Department, EDO Zafar Hayat and DO Javed Iqbal was also appreciated by him.



Dr. Ghulam Akbar also congratulated and thanked the WWF team working under the supervision of Mr. Arif Hamid Makhdum. He particularly appreciated the presentation of Mr. Arif Hamid Makhdum by saying that "We can't keep dangling the carrot in front of farmers to lure them for better practices. Our role will end one day so it's thought worthy to ensure the sustainability." Formation of Committee in this regard was one of the major decisions that were made in the orientation session. This committee will be comprised of Ginners, BCI and WWF-P to advance this sustainability initiative to next level.

"We can't keep dangling the carrot in front of farmers to lure them for better practices. Our role will end one day so it's thought worthy to ensure the sustainability."



"Formation of committee to ensure sustainability of Better Cotton system in Pakistan is one of major and most important decisions that were made in the ginner's orientation session. The committee will be comprised of Ginners, BCI and WWF-P to advance this sustainability initiative to next level."

Better Sugar Cane Initiative organizes Bonsucro Producer Level 2 Training at Bangkok, Thailand.

Bonsucro Producer Level 2 Training was held at Bangkok, Thailand by Better Sugar Cane Initiative (Bonsucro) from 21-22 May, 2013. Mr Farhan Ahmad from WWF-P attended this training. Bonsucro is a private, non-governmental, not-for-profit initiative dedicated to ensure that sugar cane and its derived production, processing and milling are sustainable, reducing undesirable environmental and social impacts. Bonsucro has developed a standard for certification that is still being tested on the field. Participants came from Pakistan, Thailand, France, Turkey, China and United Kingdom (London). The purpose of training was to develop better understanding of Bonsucro Certification Protocol, Production Standard, Bonsucro Calculator, Mass Balance Chain of Custody Standard and Credit Trading System. The training was facilitated by Mr. Nicolas Viart, Head of Sustainability, Better Sugarcane Initiative (Bonsucro), London, United Kingdom (UK). Mr. Farhan the representative of WWF-P was also encouraged by Nicolas to share his experiences in dealing with farming community in Pakistan and significant output of SuPSI project. Which he did through a power point presentation and received a lot of appreciation from training participants.



UNDP appreciated the efforts of WWF-Pakistan for the timely completion of ER-AEP.

We are happy and proud to share with you all that our WWF-P SAP Management Office -Bahawalpur got an appreciation from higher management of WWF-P regarding our services for WWF-Pakistan. The services rendered by WWF-P SAP-Management -Office Bahawalpur are rated high by the competent authorities, as the services met all the required standards during the construction work of BGPs and delivered the biogas plants within the given timeframe.

UNDP also appreciated the efforts of WWF-Pakistan for the timely completion of ER-AEP.

Linkages Development Meeting between Ginners & Spinners

In an effort to develop linkages and to increase communication between ginners and spinners, SWITCH Asia- SPRING team conducted a meeting on 23rd May, 2013 in Rahim Yar Khan. 10 ginners from the project area i.e. Sukkur, Bahawalpur and Rahim Yar Khan attended the meeting. The basic objective of this meeting was to provide a platform to both stakeholders (Ginners & Spinners) where they can highlight their issues/problems and can also share their suggestions to develop strategies for strengthening the Better Cotton supply chain and preservation of cotton quality. SWITCH Asia- SPRING team had also made proper arrangements for the visit of ginners and spinners from all three regions to Ahmad Fine Textile Mills & Ahmad Oriental Spinning Unit where they not only observed but were also briefed by the General Managers of Ahmad Fine Textile Mill & Ahmad Oriental Spinning Unit about the issues/problems that are being created due to impurities and foreign matters in lint. It is important to develop direct links between cotton ginners and spinners not only to strengthen the cotton supply chain and to improve the quality of cotton but also to boost Better Cotton trade volume. It is worth mentioning here that it was for the first time that such concept to create direct link between both stakeholders was initiated under SWITCH Asia Project. Both partners took keen interest and also made some commitments. Participants were of the opinion that not only biannually meeting is necessary but also the presence of textile owners is mandatory for some important decisions like reward against quality base payment.



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UPCOMING EVENTS

- 5th Annual SWITCH Asia Network meeting at Kathmandu, Nepal.
- Implementation of Better Ginning Practices (BGPs) at 45 step-1 ginning SMEs.
- Capacity Building workshops on OHS for gin owners, staff members and workers.
- 3rd SWITCH Asia SPRING's Stakeholders meeting.
- Training on mechanical efficiency and fibre quality for gin owners and staff.



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