



**COTTON**  
MADE IN  
**AFRICA**

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Tina Stridde on Cotton made in Africa

03/2018



## **Tina Stridde, Managing Director of the Aid by Trade Foundation, on Cotton made in Africa**

"For me, sustainability means to stop consuming more than two earths a year because of our actions and the way we live", says Tina Stridde, Managing Director of the Aid by Trade Foundation. "Every piece of textile that bears the CmiA label is a step in the right direction. Because every CmiA-labelled product protects the environment and supports millions of people in Africa in creating a new perspective for themselves in their home countries", continues Stridde.

"Since our foundation by Dr. Michael Otto back in 2005, Cotton made in Africa has become the biggest label for 100% sustainable cotton from Africa. This proves that we are not a niche product or a green "fig leaf". With round about 90 million CmiA labelled textiles produced in 2017, Cotton made in Africa certified cotton is in demand amongst global players and small fashion brands alike. Every product contributes to protecting the nature and supporting millions of people in Africa in creating a new perspective for themselves in their home countries."

"As social business we live our credo and put "helping people help themselves through trade" into practice. Rather than collecting donations, we activate companies and brands in the textile sector to opt for CmiA certified cotton instead of conventional cotton for their products. The license fees our partners pay for every CmiA labelled product thereby fund our work and benefit the smallholder cotton farmers in Africa."