SHOW COMMITMENT – SHAPE THE FUTURE

THE COMMUNITY COOPERATION PROGRAM OF COTTON MADE IN AFRICA
Since 2005, the Cotton made in Africa (CmiA) initiative has worked successfully for the long-term improvement of cotton farmers’ living standards in sub-Saharan* Africa. Our commitment does not rely on donations but on the principle of HELPING PEOPLE TO HELP THEMSELVES THROUGH TRADE. We achieve this by offering agricultural courses to African smallholder farmers to train them in cotton cultivation methods that are efficient and environmentally friendly. We are simultaneously in the process of establishing an international alliance of textile companies which demand for the raw material Cotton made in Africa and pay a nominal license fee to us for the use of the initiative’s seal.

People and the environment are the central focus of our work. We launched the CmiA Community Cooperation Program in 2015 in order to work with our partners to provide further support for sustainable development in the growing regions. There is backing for projects in education, health and environment and for initiatives in support of women. Therefore, the Program builds on the successes of the cooperation projects begun in 2009.

*The sub-Saharan Africa region is comprised of 49 of the total 54 African countries, with the exception of the five predominantly Arab countries situated on the Mediterranean.
EDUCATION FOR A BETTER FUTURE

Many countries in sub-Saharan Africa have a HIGH RATE OF ILLITERACY. Purely practical considerations are often responsible for the lack of education: in many cases, the closest school is simply too far away, buildings are crumbling and no longer usable, there is a lack of qualified teachers and school books, and parents often cannot afford school fees. Through our social projects we provide not only children but also ADULTS WITH ACCESS TO EDUCATION. This is unusual in many African countries since adults do not usually have any further opportunity to learn to read, write, and do basic math. This elementary knowledge is vitally important to the smallholder cotton farmers because it enables them to fully benefit from the potential of the agricultural courses as well as other support measures.

The IMPROVEMENT OF SCHOOL INFRASTRUCTURE is therefore an important subject in the CmiA Community Cooperation Program.
STRONG WOMEN — KEY TO SUSTAINABLE DEVELOPMENT

The improvement of living conditions in sub-Saharan Africa is linked directly to the support of women. Mainly women do a very large proportion of the work in the fields, run the household, take care of the children and look after the welfare of the whole – and often large – family.

Therefore, other mainstays of the CmiA Community Cooperation Program include the STRENGTHENING OF WOMEN’S RIGHTS and the support of women’s groups and women’s cooperatives through such means as start-up financing packages. Financial aid for the starting of new projects enables the women’s groups to set up their own enterprises and to earn additional income for their members.
WATER AND HYGIENE – BASIC HUMAN RIGHTS

In many of the rural regions of sub-Saharan Africa the people suffer from a lack of hygiene, poor sanitation and polluted water. All too often these living conditions are the cause of diseases which frequently end in fatality. The projects undertaken as part of the WASH initiative (water, sanitation and hygiene) involve the development of sanitary facilities, the training of the local inhabitants in basic hygiene, and finally the building of boreholes to supply the villages with clean drinking water. This package of measures helps to PREVENT SERIOUS DISEASES and can be lifesaving in areas with very basic health care. Therefore, water and hygiene will also be on the agenda of the CmiA Community Cooperation Program.
IN HARMONY WITH NATURE

Our image of Africa is that of a continent with unique scenery and exotic wildlife. The rich and varied flora and fauna are among the richest resources and yet highly endangered species of the continent. Agricultural land is tended alongside countryside requiring protection, and in these areas in particular there is a need for clever projects which will meet the demands of the various stakeholders and help to PRESERVE THE NATURAL AFRICAN RESOURCES for future generations. The CmiA Community Cooperation Program is committed to this challenge and is running environment projects in the regions where the CmiA cotton is grown.
GROWING STRONG TOGETHER

All projects of the CmiA Community Cooperation Program are developed by verified CmiA cotton companies in cooperation with the village communities on the basis of a needs analysis. A board of expert advisors meets twice a year in order to select the projects for funding. The cotton companies take charge of the projects at local level and report on the progress and effectiveness of the initiatives.

BENEFITS ALL ROUND:

• The cotton farmers and their families are given support in areas that can significantly IMPROVE THEIR QUALITY OF LIFE.

• The bodies that fund the Program help to improve the living conditions in the villages and can communicate their SOCIAL AND ECOLOGICAL COMMITMENT in ways which can be easily understood, using impact measurement and pictures from the project regions.

• All those involved bring genuine ADDED VALUE to the cotton growing regions of Africa through the programs – above the sustainable cotton cultivation methods.
Sending a clear message to the consumer – clip from the end of the Tchibo film about CmiA

Hollywood for CmiA – Kevin Costner presents the label at the Fashion Week in Berlin.

Trend meets responsibility – for OTTO sustainable commitment and product communication go hand in hand.
SUCCESS OF CMIA PROJECTS AT A GLANCE

BURKINA FASO
The initiative’s first social project for adult literacy in Burkina Faso was launched in 2009. The project has made it possible for 5,000 adults to learn to read, write, and do basic math after finishing work in the fields.

CÔTE D’IVOIRE
Since 2012, together with its partners Cotton made in Africa has supported 38 women’s cooperatives in Côte d’Ivoire with at least 50 members each. The cooperatives’ participants receive financial start-up support to help them towards economic independence. Approximately 28,000 members of these women’s families also benefit.

ZAMBIA
Within two projects in Zambia a total of 18 schools have been built or completely renovated and equipped with school benches and books. In addition, sanitary facilities improve the hygiene conditions in schools, and the construction or repair of boreholes ensure the supply of clean drinking water. Solar systems on the roofs provide light in the evenings so that the new school buildings can also be used for evening classes. School gardens have also been developed to cater for the pupils.
BENIN
Seven schools were built in Benin between 2010 and 2014 and were equipped with furniture, books, vegetable gardens, boreholes and canteens. In addition, 600 scholarships were awarded and over 20,000 school uniforms made of Cotton made in Africa cotton were provided for the pupils.

MOZAMBIQUE & ZIMBABWE
Water pollution and poor hygiene are indirectly responsible for the high infant mortality rate in many countries in Africa.

Two projects in Mozambique and Zimbabwe involving the construction of new boreholes or the repair of existing boreholes are now resulting in a supply of clean drinking water and in new sanitary facilities which should help to prevent illness. The people in the village communities are also being trained in basic hygiene in order to guarantee the success of the projects in the long term.
FAQ ON FUNDING

APPLICATIONS MAY BE SENT TO THE CMIA COMMUNITY COOPERATION PROGRAM:

1. **WHO CAN DONATE FUNDS?** Companies, civic organizations, trusts, associations and private individuals.

2. **FOR WHAT PURPOSES CAN FUNDS BE DONATED?** For education, health and environment projects and for initiatives in support of women.

3. **HOW MUCH MONEY CAN BE DONATED?** Every euro counts. A donation of under € 10,000 will make you a Sponsor of the CmiA Community Cooperation Program while a donation of over € 10,000 will make you a Partner of the Program or – depending on the project portfolio – of an individual project.

4. **HOW CAN I COMMUNICATE ABOUT MY SPONSORSHIP?** We will help you to communicate your involvement in many ways, e.g. through social networks, sustainability reporting, press relations.

5. **HOW CAN FUNDS BE DONATED?** You can support the Program either by making a donation or by entering into a sponsorship arrangement. Please contact Tina Stridde for further information and for advice at tina.stridde@abt-foundation.org or on +49 40 6461 7461.
FAQ ON APPLICATIONS

APPLICATIONS MAY BE SENT TO THE CMIA COMMUNITY COOPERATION PROGRAM:

1. WHO CAN SEND APPLICATIONS TO THE PROGRAM? Verified AbTF partners who work in compliance with the sustainability standards defined by the Foundation (CmiA, CmiA Organic and SCS).

2. FOR WHAT PROJECTS APPLICATIONS CAN BE MADE? For education, health and environment projects and for initiatives in support of women. The need must be investigated at local level and discussed with the local population before submitting the project proposal.

3. WHO MAKES THE DECISIONS REGARDING PROJECT APPLICATIONS? A board of expert advisors meets twice a year and decides on the allocation of funds for the CmiA Community Cooperation Program.

4. WHEN CAN PROJECT APPLICATIONS BE SUBMITTED AND HOW? Project applications can be sent by March 15 and September 15 of any given year. Please contact Alexandra Perschau at alexandra.perschau@abt-foundation.org for application forms and any further advice.
The Aid by Trade Foundation was created in 2005 by Dr. Michael Otto, an entrepreneur from Hamburg, Germany and Chairman of the Otto Group’s Supervisory Board. Since its inception, it has been an independent, non-profit organization. The foundation’s goal is to use trade to help people help themselves, thereby supporting the preservation of vital natural resources and securing the livelihoods of future generations. The Aid by Trade Foundation is the umbrella organization of Cotton made in Africa and realizes its goals through this initiative.

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