


A person is seen from behind, carrying a large, full sack of cotton on their back. They are walking through a field of cotton plants. The person is wearing a striped shirt and a blue patterned skirt. The background is a vast field of cotton plants under a clear sky.

COTTON DIARIES

— *from crop to cloth* —





A **solution-based platform** that
accelerates **industry transformation**
through the power of **video storytelling**

A photograph of a cotton field. In the foreground, several large, fluffy white cotton bolls are attached to their stems. In the background, a person wearing a pink shirt and a white hat is working in the field. The sky is a clear, pale blue. The entire image is framed by a white border.

We use **captivating stories** as the **gateway** to leveraging **best practice implementation** at every stage of the textile value chain - **from farmer to consumer**

Context

Mind the gap: supply vs uptake

The production of more sustainable cotton (Organic, BCI, Fairtrade, CmiA) has never been higher* at about 12-13% of the global production.

However, **only 21%** of that is actively sourced by companies as **“sustainable cotton”**. The remainder is traded as conventional cotton. This gap presents a serious risk for the future of more sustainable cotton.

*Without market demand, more sustainable cotton will remain a niche product and the cotton industry's social and environmental problems will persist.**

(*source: <http://www.sustainablecottonranking.org/>)

Challenge

Beyond CSR, the value chain is disengaged, unaware of the issues, unable to raise the demand for sustainable cotton.

- To date, the full range and impact of solutions to the cotton industry's many issues have not been explained in a way that bridges the divide between sustainability experts and the rest of the value chain.
- The general public is disengaged and unaware of the issues, unable to raise the demand needed for sustainable cotton.

"Consumer Engagement' is left at the bottom of companies' and organisations' agenda" according to Textile Exchange Report.

Opportunity

Engage beyond CSR and raise the demand needed for sustainable cotton.

- **(B2B) Brands and retailer**

The engagement beyond CSR (Corporate Social Responsibility) is proven to be challenging. Buyers, Sourcing and Marketing teams...speak a different language and we need to engage them to in order to guarantee a long term sustainability for the sector

- **(B2C) General public**

Consumers increasing appetite for more sustainable products represents one of the strongest incentives for brands and retailers to make efforts to source sustainable cotton.

Leaving consumers disconnected from the chain and unable to act represents one of the biggest untapped opportunities to secure the demand needed for a sustainable cotton industry.

Solution: Video Storytelling

Raising awareness and engagement by creating captivating easy-to-share content to reach a broader audience

Our stories are:

- **Short and snappy**- (Version A - under 4 min each; version B - 1 min) tailored to today's shorter attention span
- **Solution-based and informative** - encouraging a positive solution-driven mindset
- **Authentic and human centric** - building an empathetic human experience that resonates with people
- **Shareable** - fitting existing platforms that people already use to share and learn from

Content strategy: Video Storytelling

Engaging users with visual stories

Our core content will be formed of video-stories, to maximise engagement with our audience.

According to recent research studies:

- **Video will account for 79% of global internet traffic by 2020**
- Videos also help memorise information more than other content forms. In fact, the use of both verbal and visual cues helps **audiences retain over 50% more information**
- **People gaze 5.0x longer at video than static content** across Facebook and Instagram

Solution-based platform

An online solution-based platform to learn about sustainable cotton

Cotton Diaries is building solution-driven content where the serious issues facing the industry are not ignored but covered in a way that activates the belief that our behavior matters, enables social engagement from viewers, and provides actionable solutions to the issues covered.

An **easy-to-navigate platform where users can create their own sustainable cotton journey**, engage with and learn about:

- Standards (Organic, BCI, Fairtrade, Recycled Cotton)
- Initiatives (Cotton 2040, Sustainable Cotton Ranking, Sustainable Cotton Communique...)
- Sustainable Cotton Advocates
- Latest news on cotton and sustainability

Call to Action

Invite citizens to take action

We want to enable our viewers to take action. We are designing a call-to-action campaign with a simple but powerful message.

For example:

Many brands have committed to ambitious sustainable cotton targets:

*The **brands that have now committed to the 100% by 2025** pledge are: **ASOS**, **Adidas**, A-Z, BikBOk, **Burberry**, Burton Snowboards, Carlings, **Coyuchi**, Cubus, Days like This, Dressmann, **EILEEN FISHER**, F&F at Tesco, Greenfibres, **H&M**, Hanky Panky, House of Fraser, **IKEA**, Indigenous Designs, **KappAhl**, **Kathmandu**, **Kering**, **Levi's**, **Lindex**, Mantis World, **M&S**, MetaWear, **Nike**, Otto Group, **prAna**, **Sainsbury's**, SkunkFunk, **Timberland**, Urban, Volt, **Woolworths** and Wow.*

What if, along with brands, also individuals could commit to buy only sustainable cotton by 2025?

Purpose & Impact

1. Raise Awareness

Create understanding - create a platform to inspire empathy and raise awareness around the social and environmental challenges in the cotton chain.

Target audience:

Consumers,
Industry experts,
Brands and Organisations
involved in the cotton chain,

Purpose & Impact

2. Explore Solutions

Document examples of best practices - investigate the problems at their roots, reach beyond them and explore solutions that people worldwide (from field to end use) want to share.

Target audience:

Consumers,
Industry experts,
Brands and Organisations
involved in the cotton chain,

Purpose & Impact

3. Change Behaviours

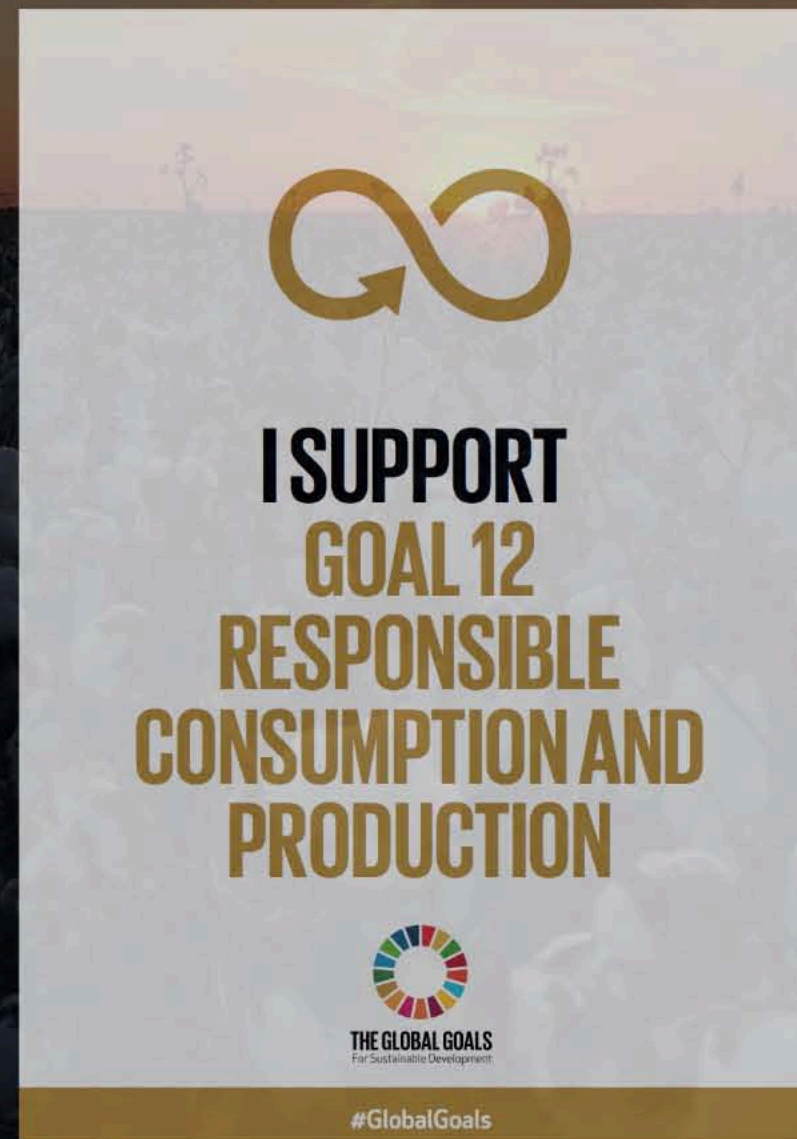
Initiate a shift in public attitudes - actively mobilize people to do things differently, not just think differently.
Inspire the general public to demand sustainable cotton.

Target audience:

Consumers,
Industry experts,
Brands and Organisations
involved in the cotton chain,

UN's Sustainable Development Goals

Goal 12 - Responsible Consumption and Production



The Journey so far...

We're in touch with many, many people across continents who want to share their inspirational stories...

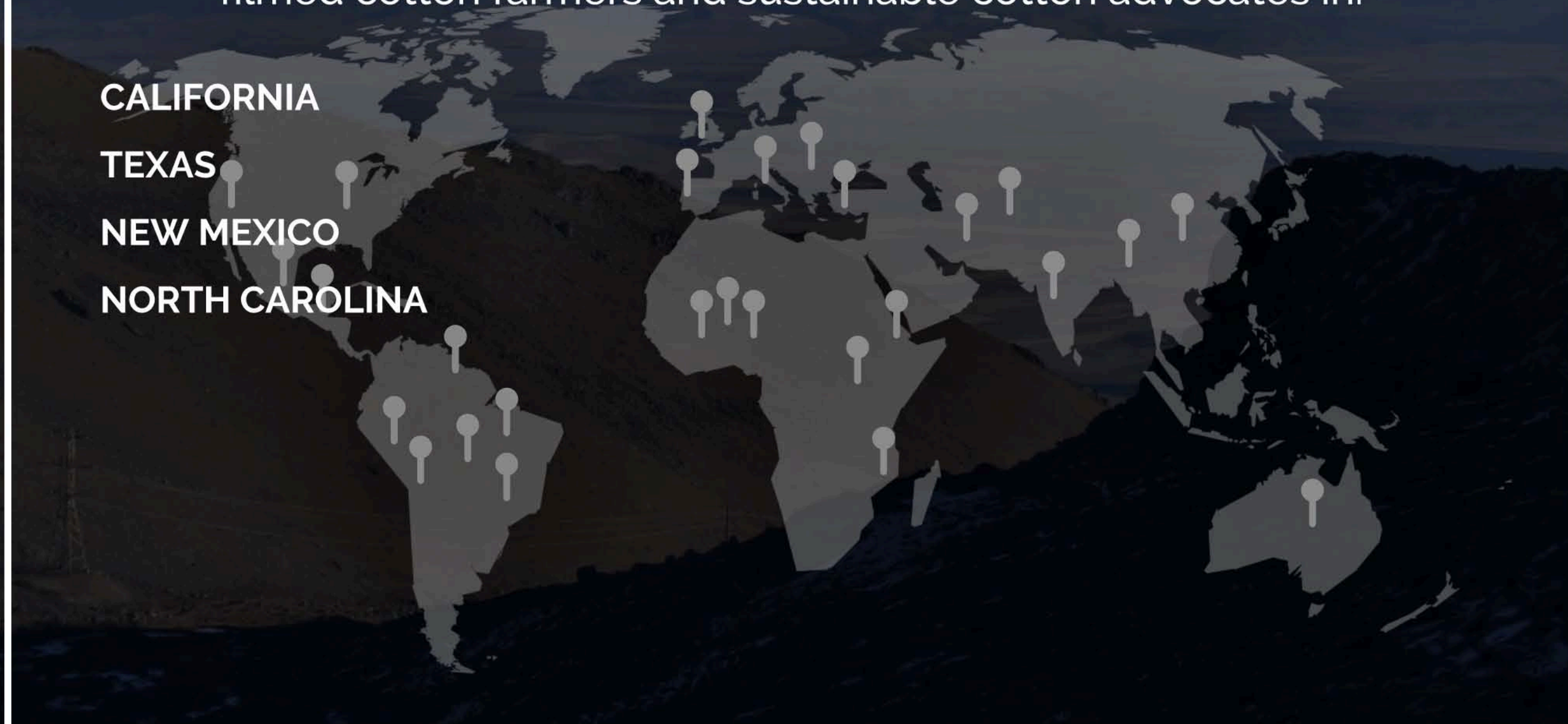
So far we've launched our pilot project in the USA. Where we visited and filmed cotton farmers and sustainable cotton advocates in:

CALIFORNIA

TEXAS

NEW MEXICO

NORTH CAROLINA





HAPPY WORLD WATER DAY!

(VIDEO)




DOSI ALVAREZ
ORGANIC PIMA GROWER
NEW MEXICO

A woman with glasses and a lab coat is shown in profile, looking at a large green leaf of a cotton plant in a greenhouse. The background shows the structural framework of the greenhouse with other plants. The image has a blue-tinted overlay.

DR JANE DEVER
COTTON BREEDER - TEXAS A&M
TEXAS



BOBBY VICK
AGRICULTURE SOLUTIONS - PRECISIONHAWK,
NORTH CAROLINA



TODD STRALEY
BCI FARMERS GROUP- QUATERWAY GIN
TEXAS

A portrait of Rachel Atwell, a woman with long brown hair, smiling. She is wearing a dark blue jacket over a red and blue plaid shirt. The background is a blurred outdoor setting. The text is overlaid on the bottom left of the image.

RACHEL ATWELL
COVER CROPS EXPERT, NC STATE UNIVERSITY
NORTH CAROLINA

A man with dark hair, wearing a dark blue long-sleeved shirt and blue jeans, is sitting in a chair in a warehouse. He is gesturing with his hands as if speaking. The background shows metal shelving units filled with large white bags, likely containing raw materials or products. A large metal pipe or structure is visible on the left side of the frame. The lighting is somewhat dim, typical of an industrial setting.

DIPAK MAHATO
FOUNDER, SEA CHANGE TECHNOLOGIES
NORTH CAROLINA

Where we stand

Our role is facilitators

We provide a **space where the user can re-connect and interact with the inspirational human stories** of the sustainable cotton movement.

By designing an empathetic conversation with growers, makers and shoppers, Cotton Diaries aspires to challenge our relationship with our products, instigating behavioural changes and ultimately, raising the demand for “more sustainable” cotton.

We aspire to be a:

- **Conversation Starter** - amongst various players in the value chain that wouldn't otherwise connect
- **Potential Solution** - that could be mutually beneficial for the players involved in driving positive change
- **Shift in Mindset** - where the psychological state is a positive and empowered one

[COTTONDIARIES.COM](https://www.cottondiaries.com)



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[Youtube](#)



[Facebook](#)

Thanks!

ANY QUESTIONS?

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