

Country (Insert country of origin of your company / organization or its headquarters' location)

Egypt

Submitting Organization/Company

FILMAR NILE TEXTILE

If Organization or Company, please indicate the approximate number of employees

250 or more

Please indicate the number of employees

466

Title of the action

COTTONFORLIFE

Upload your logo or an image



Relevant Website

<https://www.filmar.it/media/files/2022-eng-cfl-brochure-singola.pdf>

Main Partners

Alexbank (Intesa San Paolo Group), Filmar SpA, UNIDO, Egyptian Ministry of Education

Type of initiative

Public-private

Description of action

Cottonforlife is an innovative Corporate Social Responsibility project that is ethical, human and sustainable. Launched by Filmar Network and implemented by Filmar Nile Textile in coordination with UNIDO with the support of ALEXBANK of the Intesa San Paolo Group. The Initiative aims at promoting sustainable fashion through a fully transparent, eco-friendly and socially responsible cotton-textile production chain.

Type of action

Traceability & Transparency

Please select the specific area/s of the action

Collaborative Initiatives

Scope of the action, including a description of the value chain processes that are covered

Objective (max 200 words): Cottonforlife is a CSR project that aims to promote a transparent cotton value chain for a sustainable future. Thanks to supply chain collaborations and partners who support the initiative, Cottonforlife stimulates responsible choices and gets closer to the consumer through new marketing and communication proposals.

Commitments (max 200 words): Cottonforlife and the Egyptian Cotton Project support the organic cultivation of Egyptian cotton to this end, they started pilot plantations of long and extra long staple cotton to disseminate and train cotton farmers on organic cultivation standards and promote regenerative agricultural practices.

Value Chain Scope: From field to shelf

Timeframe and/or milestones for the action

2015-2020

- Filmar Nile Textile with the collaboration of Alexbank of the Intesa San Paolo Group, and in coordination with the Egyptian Ministry of Industry and the Ministry of Education, the Cotton Research Institute of the Egyptian Ministry of Agriculture, launched in 2015 Cottonforlife during Milan's Universal Exposition (EXPO).
- The Cottonforlife Initiative and the activities implemented on the ground have been highly appreciated by the local and international stakeholders, attracting in 2016 the attention of the Italian Agency for Development Cooperation (AICS) and of United Nations Industrial Development Organization (UNIDO).
- In 2017 the United Nations Industrial Development Organization (UNIDO), in collaboration with Filmar Nile Textile and with the financial support of the Italian Agency for Cooperation and Development (AICS) announced the activation of the Egyptian Cotton Project to be implemented in synergy and complementarity with the Cottonforlife to pave the way to sustainability and social inclusion along the entire Egyptian cotton-textile value chain.
- Cottonforlife and The Egyptian Cotton Project have aligned their activities to support the Sustainable Development Goals (SDGs).
- One of the main achievements during the first phase of the project, has been the launch of the Better Cotton Initiative (BCI) in Egypt (June 2020), thanks to the joint efforts and the mobilization of local and international stakeholders.
- The program aims to train cotton farmers on the Better Cotton Principles and Criteria, for both farmers and those involved in cotton-growing practices.

2020-2025

- The Cottonforlife II phase is in progress and support to agricultural and textile schools is undergoing.

Reference instruments and sources used

- Standard for organic cotton farming
- Better cotton
- GOTS
- OEKOTEX
- ZDHC
- UN GLOBAL COMPACT
- <https://www.filmar.it/en/certifications>

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Stakeholders involved

Business and industry associations

Intergovernmental organizations

Workers and trade unions

Key performance indicators for the action

KPIs reached at the end of Cottonforlife Phase 1 (December 2020)

- 1500 farmers and 500 workers receive a fair remuneration. 1500 farmers trained to rotate crops.
- 6 Organic cotton plantations activated through contract farming.
- 1500 persons trained to protect themselves against exposure to harmful chemicals. In Filmar's factory 500 persons provided with private healthcare insurance to enhance good health and well being.
- 134 agricultural schools and 150.000 students nationwide following new agriculture textbooks developed by Cottonforlife Initiative; 200 students and 50 teachers trained on IPM and biocontrol.
- 400 women trained on sustainable cotton cultivation.
- 100 youth trained through dual system. 4500 sq. m. solar panels installed.
- 750,000 kw of energy produced CO2 emissions reduced yearly by 245 tons.
- 11 organic cotton yarns produced and marketed.
- 5 organic cotton yarns traceable from the seeds.
- 1 low environmental impact mel. yarns measured through LCA and traced using DNA marker.
- 15 young fashion designers trained in eco-design, upcycling and zero-waste.
- Private-public International Partnership activated involving more than 30 entities working together for a more sustainable future.

KPIs for Cottonforlife Phase 2 quantitative monitoring (December 2023)

- Number of students attending textile courses in technical institutes and training in FNT.
- Number of students attending sustainable agricultural courses and sustainable cotton farming.
- Number of trainers and technicians attending up skilling courses.

- Number of text books for textile schools.
- Number of text books for agricultural schools.

Good practices

www.filmar.it

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

Thanks to the synergies created with UNECE we could develop competences in tracing cotton from farm to dyed yarn. We expect that the UNECE project on traceability will support the Initiative for onboarding more partners interested in participating to transparent and responsible value chains. Moreover, the call to action is a very good tool for public awareness about the initiative.

Link to relevant goal(s) and specific target(s) of the United Nations

