H&M sources most 'Better Cotton' in 2017

16 November 2018

Hennes & Mauritz (H&M) has sourced the most 'Better Cotton' in 2017, says a report by Better Cotton Initiative (BCI). In 2017, over 350 brands sourced a record-breaking 736,000 metric tonnes of 'Better Cotton'. Brands have significantly contributed to the growth of 'Better Cotton' over the past eight years, helping to drive BCI towards its 2020 target.

In 2017, these retailers and brands increased the volume of cotton they sourced as Better Cotton by at least 20 percentage points compared to 2016.

Ikea Supply, Adidas, Gap, Nike, Levi Strauss & Co., C&A, Decathlon, VF Corporation and Bestseller are among the top brands who are supporting market transformation by integrating 'Better Cotton' into their raw materials strategies and driving demand for more sustainable cotton production worldwide, BCI said in a press release.

BCI retailer and brand members are committed to supporting more sustainable cotton production. They pay a fee to BCI based on the amount of cotton they source as 'Better Cotton'. This fee is invested into training approximately 2 million BCI farmers on more sustainable agricultural practices like reducing inputs (water, pesticides and chemical fertilisers) and addressing gender equality and child labour issues.

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