

2017 REGIONAL ORGANIC COTTON ROUND TABLE

APRIL 27-28, IZMIR, TURKEY

MARKET OPPORTUNITY SCOPING PROJECT

RESEARCH PARTNER PROSPECTUS

In collaboration with:



R-OCRT MARKET OPPORTUNITY SCOPING PROJECT

The time is right for Turkey to strengthen its position as a leader in organic cotton. [Textile Exchange](#) (TE) and [IZFAS](#) are organising the very first Regional Organic Cotton Round Table (R-OCRT) in Izmir in April 2017. We need your support to make the event a success and for the Turkish organic cotton market to grow and flourish over the longer term.

Turkey is one of the pioneers in organic cotton globally, having grown and processed organic cotton for nearly 30 years, so is well placed to host this event and we look forward to learning from a wealth of experience. There will also be representatives from the surrounding regions including Central Asia, Egypt/ North African sourcing countries and European markets.

TE will be collaborating with IZFAS, the first host of a Textile Exchange R-OCRT. It will run alongside the [Ekoloji Izmir Organic Products Fair](#) which is the leading trade fair in the organic sector in Turkey, and growing annually.

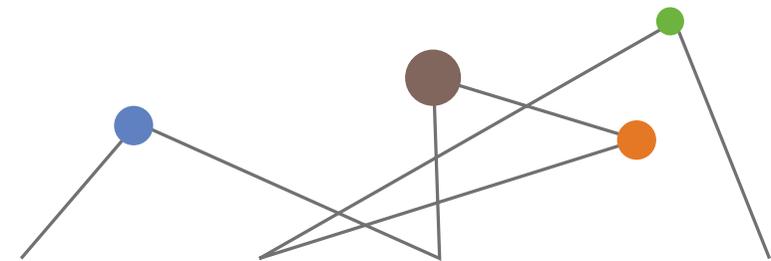
The event will run 27th - 28th April 2017 (date of the R-OCRT to be confirmed), bringing around 80 to 100 national and international experts and practitioners from the organic textile movement together in Izmir. Brands, retailers, manufacturers, farmers, organic cotton experts and service providers will all come together with a regional focus on the opportunities for organic cotton.

The event will focus on key findings that will come out of the Market Opportunity Scoping Project (MOSP). Workshops, panel discussions, presentations, inspirational speakers, excursions and an evening reception will all be part of the event. Critically, the R-OCRT will be underpinned by detailed research into the opportunities for organic cotton in the region.

The MOSP will be a core foundation for the R-OCRT. Although much is known about the global issues in organic cotton and the broader textile industry, the R-OCRT requires research focused on the needs and aspirations of the sector in Turkey, Egypt, Central Asia and the wider European region. This research will serve two objectives: it will guide the planning of the R-OCRT sessions by uncovering the issues that need to be discussed, and it will provide exclusive material for presentations at the R-OCRT – people will attend because it will be the first place to hear the results of the research.

Textile Exchange will undertake the MOSP in partnership with [Change Agency](#), the research and consultancy firm that developed the methodology and carried out the [Organic Cotton Accelerator](#) (OCA) research. The MOSP will be based on the same methodology that was used in the research phase of the OCA. The regional organic cotton sector will be segmented into sections of the value network and a series of interviews will be carried out with companies and organizations representing each section. Textile Exchange will generate this list of interviewees in collaboration with IZFAS.

Interviews will explore the market opportunities, particularly in European markets, at each stage of the value network and identify any blockages or misperceptions that need to be dealt with. Sometimes these will be unique to a particular stage of production; sometimes the same problem or perception will crop up in many different stages. Each will be addressed in the Market Opportunity Report which will be generated at the conclusion of the research, for discussion at the R-OCRT.



BECOME A MOSP PARTNER

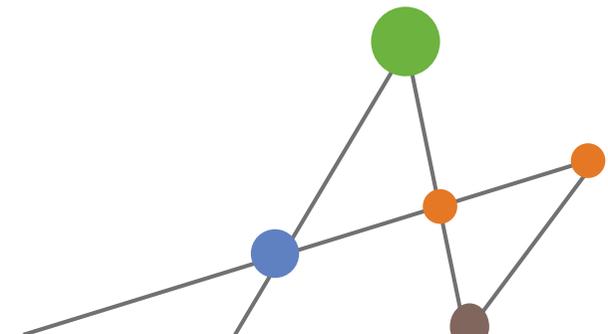
We are looking for a contribution of €2,500 to be one of our Market Research Partners, and this will entitle you to the following benefits:

- An in-depth interview with senior management for the market research, with the option for this to be non-attributable.
- Full access to the market research results and invitation to join a closed webinar before the event. This access will be full and transparent amongst organizations that have participated in the interview process, but will not be widely disseminated to other organisations.
- Your company logo will appear on the cover of the final publically released version of the report, and with all communications, both online and hard copy, associated with publicising the report before and after the event.
- Free attendance at the event for one person.

In addition to this invitation-only opportunity to be a Market Research Partner, we are also offering three levels of event sponsorship for R-OCRT 2017. The full details of these packages are attached in the accompanying brochure. These include headline sponsorship, exhibition space and collateral sponsorship. Market Research Partners (known as a MOSP Partner) will receive a significant discount off these prices.

The three packages for being a MOSP partner plus sponsoring the event are:

- **Option 1: Total €3,000** - Includes MOSP Partnership (€2,500) + discounted Friend level R-OCRT sponsorship (valued at €1,000)
- **Option 2: Total €4,000** - Includes MOSP Partnership (€2,500) + discounted Supporter level R-OCRT sponsorship (valued at €2,500)
- **Option 3: Total €5,500** - Includes MOSP Partnership (€2,500) + discounted Event Partner level R-OCRT sponsorship (valued at €5,000)



For further details, please contact Donna Rispoli: donna@rispoli.co.uk



Textile Exchange inspires and equips people to accelerate sustainable practices in the textile value chain. We focus on minimizing the harmful impacts and maximizing the positive effects of the global textile industry. Our signature program focuses on organic cotton value chains; improving lives for farmers, stimulating markets, and supporting best practice.

Website: www.TextileExchange.org | Microsite: www.aboutorganiccotton.org

Copyright © 2016 Textile Exchange. All rights reserved.



Change Agency is a research and consulting business which helps organizations to anticipate, plan and deliver change successfully. Our clients include a wide range of sustainability NGOs, standards systems and associated bodies: we worked with ISEAL to co-create the ISEAL Strategy in 2011/12 and our Partners serve on the governance bodies of the Better Cotton Initiative, GoodWeave International, the Alliance for Water Stewardship and Textile Exchange.

Our other clients in sustainability have included: 4C Association, C&A Foundation, Coffee&Climate, Sustainable Agriculture Network, Coffee Vision 2020 and the Water Footprint Network. We would bring both rigorous research and specific experience to this assignment.

Website: www.change-agency.com

Founding Partner:

