



REGIONAL ORGANIC COTTON ROUND TABLE

Friday 28th September 2018 | Koudougou, Burkina Faso

During the Salon International du Coton et du Textile

15:00-15:30 WELCOMES

Minister Harouna Kabore, Minister of Commerce, Industry and Handicrafts
Baroness Young of Hornsey
Silvere Tovignan, Regional Ambassador for Africa, Textile Exchange
Boubacar Kamissokho, Chief of Party, RECOLTE Project
Liesl Truscott, European & Materials Strategy Director, Textile Exchange

15:30-17:00 MARKET OPPORTUNITY SCOPING RESULTS

Insights

Simon Cooper, Partner, Change Agency
Sabali Meschi, Consultant, Change Agency

Open Forum

As we go through the discussion themes:

- Identify which areas most interest you
- Discuss with your neighbour

Feed back with Post-It notes in 1, 2 or 3 categories:

- What can governments and NGOs do?
- What can the value chain do?
- What can the market do?

Theme 1: Business that builds prosperity for all

Key SDGs: SDG 12, SDG 16

How can we improve the way business is done within supply chains? How can value be more equitably shared and what is the business case for all – including the brands?

Thought starters:

Paul Allen, Technical Director, Ethical Apparel Africa
Bená Burda, Founder, Maggie's Organics

Theme 2: Africa calling – How to communicate and brand Africa Organic

Key SDGs: SDG 9, SDG 12

What does West Africa's organic cotton community want to be "famous" for? What is the organic cotton story, and is it time to re-write it?

Thought starters:

Bintou Diallou, Agency for Promoting Investment in Burkina Faso
Marzia Lanfranchi, Founder & Storyteller, Cotton Diaries

Theme 3: Value addition – More from the farm

Key SDGs: SDG 1, SDG 2, SDG 12

An organic cotton farm should never be “just about cotton” but is there a way to make the farm more commercially viable with other crops? What are the environmental gains as well as the commercial?

Thought starters:

Simlice Davo VODOUHE, PhD, OBEPAB

Abel Gouba, Chargé de Programme Développement Économique Local,
Bureau de la Coopération Suisse

Theme 4: Value-addition – Keeping it at home longer

Key SDGs: SDG 8, SDG 9

There is much to say about doing more textile value-addition in Africa before exporting product, but how do we build capacity and leverage the export market to Africa's advantage, while getting our act together at home?

Thought starters:

Justin Hendrix, Strategy Manager, Ethical Apparel Africa

Jacqueline Brown, Founder, Africa Fashion Guide

Theme 5: Women taking charge

Key SDGs: SDG 5, SDG 10

Research shows that when women are empowered everybody benefits. What are some of the great ways women are already leading the way, and how we can we scale or replicate these examples?

Thought starters:

Silvere Tovignan, Consultant, Textile Exchange Ambassador for Africa

Caitlin Welte, Agricultural Value Chains Program Manager, CRS

Theme 6: The future of feeding the world – nurturing young farmers

Key SDGs: 1, SDG 2

There's a new era of ecological farming that is attracting the young, but its still very niche. With the support of government, alongside the role of community both local and global, and with the help of social media, how can we better nurture young farmers, connect them to each other, improve the image of farming and excite the world about the enormous value of sustainable agriculture to the world?

Thought starters:

Hamidou Bagayoko, Secrétaire Exécutif, FENABE

Gian Nicolay, Institutional development and Africa coordination, FiBL

17:00-18:00 **FEEDBACK AND NEXT STEPS**

Want to read the full MOSP Discussion Document? Find it on the Regional OCRT webpage using this QR code or URL:

<https://goo.gl/Ao68vV>

