Sourcing Coalition for organic-fairtrade cotton from West Africa (CCBE)

Business Model Innovation
This coalition aims to establish reliable market access for tens of thousands of small farmer families in West Africa who are producing organic-fairtrade cotton and other organic crops. The coalition will focus on Mali, Burkina Faso, Benin and Senegal. There will be a need for external funds for the first five years. After five years, it is expected that the Coalition will generate a profit and be self-sufficient. Together, economies of scale, synergies in vertical and horizontal collaboration and an innovative IT tool will exceed the cost, which are associated with the future system.

Five elements create an innovative momentum in order to support organic-fairtrade cotton on a large scale:

- **Market Services – Sourcing Coalition**
  Through a vertical and horizontal coalition of various players along the textile value-chain, we intend to enhance the competitiveness of sustainable textile products in the international market with a growing local value added.

- **Information Services**
  An innovative information system will reduce the complexities of data sharing and demand coordination into source-integrated supply networks by channelling it into a user-friendly application.

- **Production Services**
  Organic cotton producers will benefit from services of applied research, training, extension and capacity building to better understand and to reach the demand of the markets and to increase productivity and sustainability.

- **Institutional Setting**
  Ensure that organic-fairtrade cotton is promoted in the countries’ national agriculture strategies. Lobby for organic-fairtrade cotton from small-farmers at ICAC and local government level.

- **Value adding locally**
  Create initiatives to transform raw cotton in the countries of origin, to increase employment in the cotton industry (actually 95% of the raw cotton is exported). Building a sustainable local textile industry and supporting local handicraft creates the desired local value added.

Vision
A multi-stakeholder and self-sufficient initiative, that:

- Until 2025, 500'000 in West Africa will benefit from a fair and sustainable income through organic cotton farming and processing. The local market-share of organic-fairtrade cotton should reach 5% in the 4 countries involved (appr. 40'000 tons of cotton fiber).
- If successful, expands to Central and East Africa and Central Asia.
- Does not intend to reinvent the wheel, but to exchange knowledge and experiences with a similar program (Chetna Coalition and others).

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**Initiators**

- [eCos](http://www.ecos.ch)
- [FiBL](http://www.fibl.org)

**Partners**

- [TextileExchange](http://www.textileexchange.org)
- [FAIRTRADE](http://www.fairtrade.net)

**Sustainable Development Goals**

1. **No Poverty**
2. **Zero Hunger**
3. **Good Health and Well-Being**
4. **Quality Education**
5. **Gender Equality**
6. **Clean Water and Sanitation**
7. **Decent Work and Economic Growth**
8. **Responsible Consumption**
9. **Climate Action**
10. **Life on Land**
11. **Peace, Justice and Strong Institutions**
12. **Partnerships for the Goals**

**Partners**

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**Sourcing Coalition explicitly targets 12 of 17 Sustainable Development Goals.**

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Djénèba Diallo, from Yanfolila in Mali, organic cotton farmer since 2004, is convinced of organic-fairtrade cotton and motivates potential partners to engage in the Sourcing Coalition.