

# World Cotton Day

## 7 October 2021

Kai Hughes

Executive Director

International Cotton Advisory Committee



# www.worldcottonday.com



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**INTERNATIONAL  
COTTON  
ADVISORY  
COMMITTEE**

# Global Engagement

- Regions represented: Australia, Europe, N America, S America, Far East, Southeast Asia, Middle East, Africa
- Activities ranged from in-person field visits to conferences to parades through the communities, to webinars, posters and research discussions — even two Ministers in Egypt attended a cotton seminar.
- Many participants succeeded in engaging brands and retailers in their events, including CCI, Cotton Incorporated and ABRAPA (Brazil) among others (at least one brand used WCD to promote its cotton masks for school kids, and another used the occasion to launch their new branded cotton)
- Government and International Organisation involvement: WTO, UNCTAD, ITC, FAO, WWF, United Nations, many Minister-level officials
- Media engagement: Multiple online articles, an entire Special Issue of Cotton Outlook, radio in India, TV in Iran

# ICAC's Contribution: #TruthAboutCotton Videos



Water Consumption



Poverty Alleviation



Many Uses for Cotton Plant



The Aral Sea

# How many participants? We don't know!

## Partial list of countries/organisations includes:

USA  
Colombia  
Mexico  
Brazil  
Argentina  
Bangladesh  
Iran  
Pakistan  
India

Uzbekistan  
Chinese Taipei  
Russia  
Sudan  
Turkey  
Egypt  
South Africa  
Benin  
Australia

Burkina Faso  
Chad  
Cote d'Ivoire  
Mali  
WTO  
FAO  
ITC  
UNCTAD  
ICA

# Articles/Posts in Support of WCD

Partial list of countries/organisations includes (searching for #worldcottonday):

Sourcing Journal	Financial Express Bangladesh	USDA	World Wildlife Fund (WWF)
Textile World	Farmer's Weekly	Southeast AgNet	Cotton Outlook
High Plains Journal	UrduPoint News (India)	Business Standard	H&M Group
Fibre2Fashion	Ecotextile News	AGWired	Textiles in the News
Daily News Nation	AfricaNews	Textile Network	Just Style
The Tribune (India)	UNCTAD	Daily Sun	CIRAD
Queensland Country Life	League of India	United Nations	And many more...
The Nation (Pakistan)	Hindu BusinessLine	Times of India	

**“Cotton For Good”**

**#worldcottonday**

**wcd@icac.org**

