

**COTTON
CONNECT**



REEL Regenerative programme

CottonConnect-UK and REEDS-Pk
A joint experience sharing session
of SAN Members

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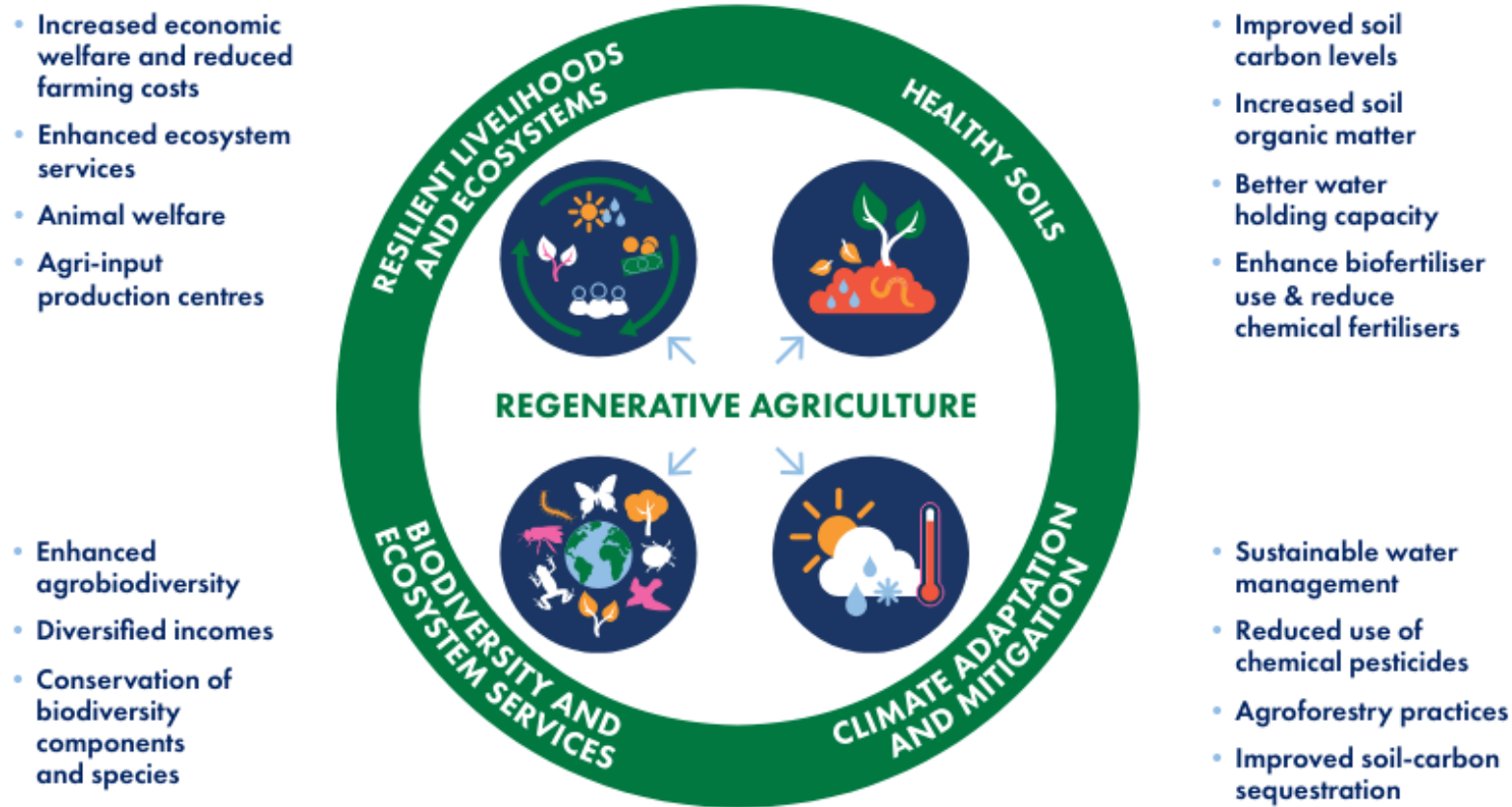


CottonConnect and REEDS

- ❖ **CottonConnect** is a pioneering social enterprise that is reimagining the future for supply chains. With headquarters in London and on-the-ground teams around the world, we help improve the sustainability of global textile supply chains, enabling producers and raw material farmers to work more responsibly and enjoy better livelihoods. Our work helps brands to access more sustainable cotton and other natural fibres, creating a more transparent and resilient supply chain that will continue to deliver the best cotton, now and in the future.
- ❖ **Rural Education and Economic Development Society** (REED Society) is a non-profitable, non-government and humanitarian organization, registered under the Registration Act of 1860 with the government of Pakistan. REED Society is working for the integral development of the rural marginalized communities without any discrimination of race, creed, and religion in Pakistan since 2002.

What is REEL Regenerative Agriculture

KEY AREAS OF COTTONCONNECT'S REEL REGENERATIVE OFFER



REEL Regenerative Code of Conduct

- ❖ CottonConnect REEL Regenerative Agriculture programme is a **well-structured private impact verification code** that reflects an **advanced 3-year training programme** for cotton farmers **focusing on promoting agrobiodiversity, enhancing soil health, optimising water management, and improving ecosystem services.**
- ❖ The REEL Regenerative Code has been developed and established to meet the **increased demand from brands** to incorporate **regenerative agriculture practices into raw material production.**
- ❖ By offering a sustainable farming system, the code aims to **foster long-term resilience against climate instability, generate diversified incomes, and uplift the livelihoods of farmers,** thus creating a **positive impact on their well-being.**
- ❖ The code consists of **11 principles and 242 codes,** each of which is evaluated based on the level of compliance.

REEL Regenerative Programme in Pakistan- CottonConnect –REEDS Partnership Model

- ❖ Identification of key sustainability issues and Program Planning
- ❖ Training of Trainers
- ❖ Developing IEC (Information Education and Communication Materials)for farmers, sharing advisories with farmers
- ❖ Developing Training Modules for the Field Team
- ❖ Farmers Training : Pre-season, Mid Season and Pre-Harvesting of Cotton, storage and marketing of cotton
- ❖ Field Demonstrations and exposure visits
- ❖ Data Collection, Track Impact and adoption level of sustainable practices
- ❖ Supply Chain Linkages, Traceability
- ❖ Future Planning
- ❖ SAN Partners can explore possible areas of collaborations and work together on various crops and programs involving interventions on Sustainable / Regenerative Agriculture, Climate Change, Water, Gender, Traceability etc.

REEL Regenerative Programme in Pakistan

- ❖ CottonConnect is working with REEDS in Pakistan to implement the REEL Regenerative Agriculture Programme with smallholder cotton farmers.
- ❖ The programme encourages farmers to adopt climate-smart agricultural activities with focus on:
- ❖ **Soil Health** - Regenerative agriculture promotes practices that increase soil organic carbon, such as no-till or reduced tillage, cover cropping, composting, and agroforestry, support soil microorganisms and improve and protect soil health. Living roots on farms during the subsequent crop cycles help reduce soil compaction, and soil erosion and improve water retention.
- ❖ **Water Efficient Techniques** – By improving the percent organic matter and structure of soil, its capacity to hold water also increases. Specific activities to manage water evaporation like mulching and cotton crop canopy management help build resilience and improve farm productivity.
- ❖ **Agroforestry**
- ❖ **Animal Welfare**
- ❖ **Social Fairness**

REEL Regenerative Programme & Climate Change

- ❖ The fundamental principles of regenerative agriculture are to keep the soil covered, minimize soil disturbance, preserve living roots in the soil year-round, increase species diversity, integrate livestock, and limit or eliminate the use of synthetic pesticides and fertilizers with overall objectives of rejuvenating the soil, enhance biodiversity and provide environmental, economic, and social benefits to the wider community.
- ❖ REEL Regenerative programme goes beyond the harm reduction approach of sustainable farming and improves farmer resilience to climate change.
- ❖ Focus on animal welfare training along with sustainable practices provides for the nutritional requirement of the family and additional income. Animal waste also help farmers in making compost and bio pesticides.
- ❖ The REEL Regenerative Programme also involves agroforestry. A combination of tree saplings have been distributed to farmers. Trees can help increase biodiversity, help farmers in fighting against climate change issues, provide nutritional fruits and additional income to farmers.

REEL Regen Agri Programme – On Ground



Farmers capacity building, Exposure visits



Other initiatives





Thank you

