



THE EGYPTIAN
COTTON PROJECT
مشروع القطن المصري

Blockchain / Distributed Ledgers for Traceability and
Due Diligence in Garment and Footwear Value Chains
in a Circular Economy:
the Egyptian Pilot



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Ministry of Trade & Industry
وزارة التجارة والصناعة



ITALIAN AGENCY
FOR DEVELOPMENT
COOPERATION





United Nations Industrial Development Organisation

UNIDO is the specialized agency of the United Nations that promotes and accelerates inclusive and sustainable industrial development (ISID) for poverty reduction, inclusive globalization and environmental sustainability.

The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs). UNIDO's mandate is fully recognized in SDG-9, which calls to “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”. The relevance of ISID, however, applies in greater or lesser extent to all SDGs

UNIDO operates in 51 regional and country offices worldwide



Creating shared prosperity

Inclusive growth with equal opportunities for all people, via partnerships with all relevant stakeholders

Advancing economic competitiveness

Industrial growth, increased trade and technological progress via modern industrial policies

Safeguarding the environment

Environmentally sustainable growth via cleaner industrial technologies and production methods

INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT

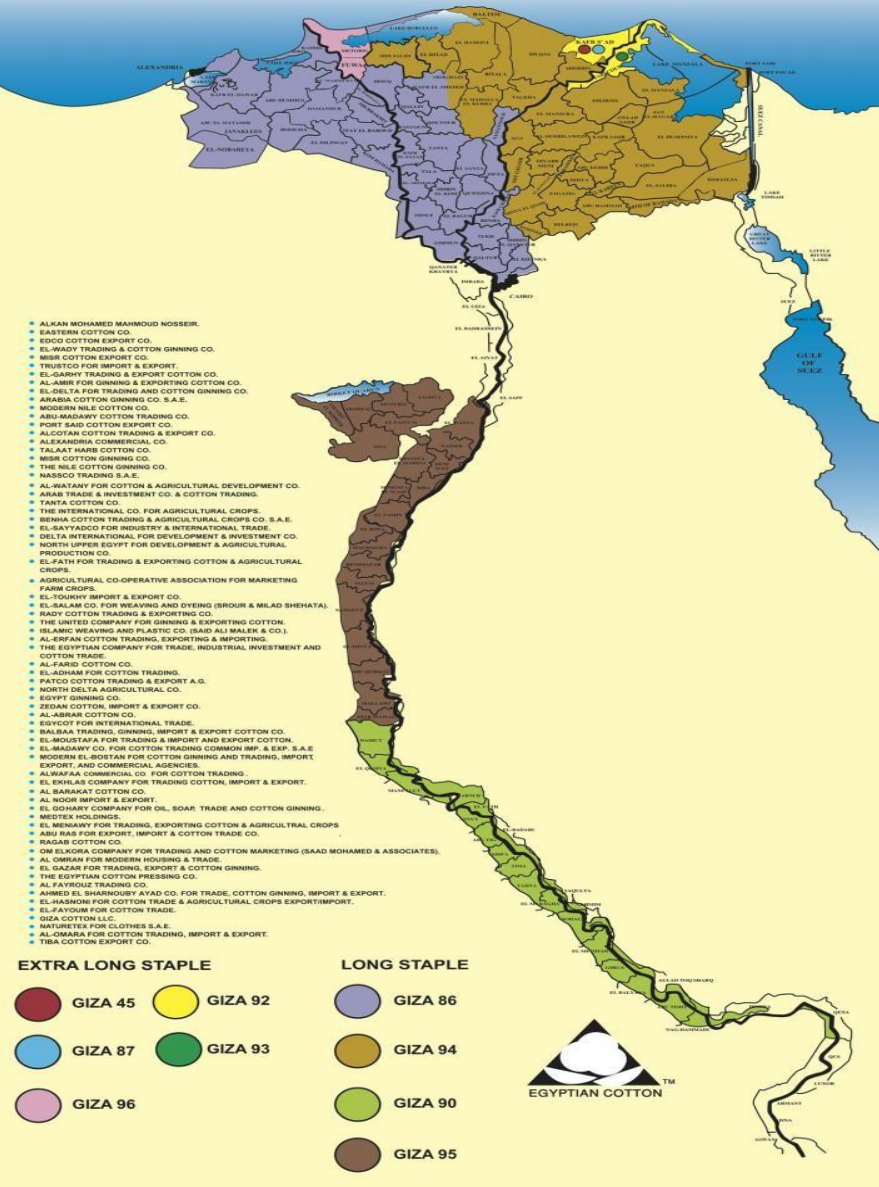
Strengthening knowledge and institutions

Increased knowledge at country and international level, as well as the institutional capacity at technical, policy and normative level



Alexandria Cotton Exporters' Association COTTON MAP 2018/2019 SEASON

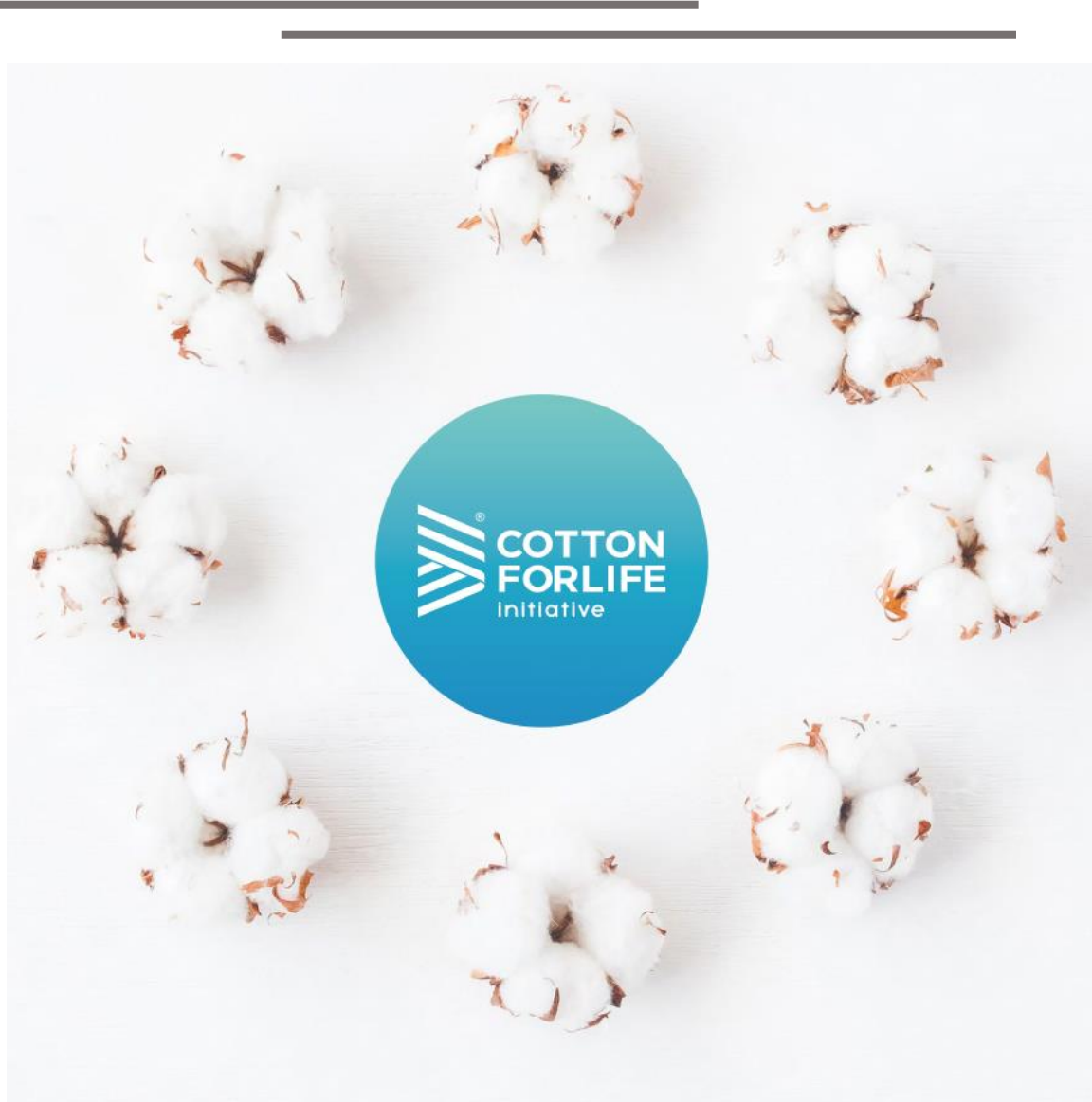
MEDITERRANEAN SEA



THE EGYPTIAN COTTON

Premium quality and strategic for the country

- *Textile industry strategic sector* in the Egyptian economy: second largest sector (after agriculture), representing 25% of industrial production, 20% of the country's workforce (about 1.5 mln) in activities related to textiles, half women.
- *Vertically integrated* cotton-textile industry, from raw material to finished product.
- Among Egypt's strongest comparative advantage is *its GMO free high-quality cotton* production.
- *Egyptian Raw Cotton Exports see 218.8% increase* during Q3 2018/2019 compared corresponding period of the previous season



Where it all started

Building long-term partnerships

Cottonforlife

A five-year CSR initiative based on strategic partnerships with cotton growers and governmental entities to support Egyptian organic and sustainable cotton launched in 2015 by **Filmar SpA** and **ALEXBANK** of the **Intesa San Paolo Group**.





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In 2017, given the importance of advancing sustainability of Egyptian cotton industry, UNIDO, the Egyptian Ministry of Trade and Industry and the Ministry of Agriculture with funding by the Italian government launched
The Egyptian Cotton Project



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Promoting Sustainable Egyptian Cotton

The UNIDO cotton project activated pilot cultivations aligned with the BCI and organic systems through a multi-stakeholder program jointly coordinated with relevant governmental entities, farmers' cooperatives, cotton-textile associations, local and international cotton manufacturers, international brands and retailers

1

Direct assistance for sustainable cotton production and industrial transformation and support to enablers such as TVET



Private sector working group activation: new business models along the cotton value chain and enhanced traceability

2



3
Embedding of sustainable cotton policies into the national cotton sector

Partnership with BCI: Strengthening Sustainable Egyptian Cotton

Governorate	Variety	District	Associations	Area in Ha
Damietta	Giza 92	Kafr Saad	Kafr Al-Ghab	165 Ha
			Al-Morabeen	135 Ha
			Al-Wastani	230 Ha
Kafr El-Sheikh	Giza 94	Biala	Abu Badawy	145 Ha
			Al-Hemma	85 Ha
Kafr El-Sheikh	Giza 96	Motobes	Al-Saada	80 Ha
			Al-Rawda	50 Ha



- Approximately 5000 farmers involved
 - Estimated cultivation area is approx. 890 hectares
- Estimated production is approx. 700,000 kg of lint and 500,000 kg of combed yarn

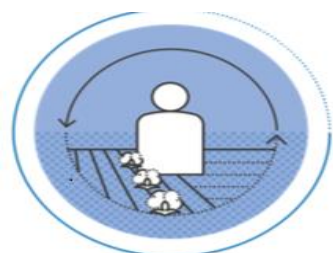


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The UNIDO project supports application of traceability and enhance transparency of the Egyptian cotton value chain from cotton growers to manufacturers



Cotton Farmer



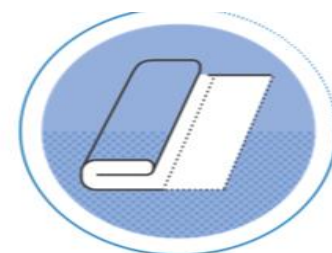
Gin



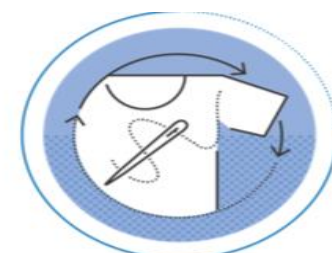
Cotton Trader



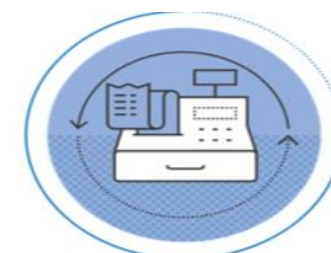
Yarn Spinner



Fabric Mill



End Product Manufacturer



Retailer & Brand

- ✓ Location
- ✓ Seeds
- ✓ Variety
- ✓ Applied treatments
- ✓ Harvesting
- ✓ Certification

- ✓ Location
- ✓ Variety
- ✓ Bale n.
- ✓ Tests on quality
- ✓ Certification

- ✓ Origin of raw material for each step of the supply chain

Way Forward

Sustainable Egyptian Cotton

- Organic cultivation
- Better Cotton Pilot and scale up 
- Premium quality
- GMO Free
- Biocontrolled



Sustainable Industrial Processes, Traceability and Transparency

- Promoting social compliance
- Enhancing cleaner production, chemical and waste water management



Circular Economy

- Recycling practices
- Waste reduction
- Circular design



Innovation and Green Technologies

- Promoting value addition
- Enhancing technology transfer
- Investing in green technologies



Strategic Cooperation

- Business alliances along the value chain
- International stakeholders support



Skills for Sustainability

- Build knowledge and develop skills of youth for sustainable cotton value chains

