



WORKING
WITH IKEA
ON CLIMATE
COTTON AND
FOREST



WWF and IKEA co-operation – cotton projects

Cotton is a thirsty crop and the cultivation often requires large quantities of water and chemicals. This results in negative effects on the environment and on people's health. Cotton is also sometimes grown in areas where fresh water resources are scarce and under enormous pressure. During the last six years, WWF and IKEA have run joint projects to support more sustainable cotton production.

Shared values

WWF and IKEA work together to promote more sustainable cotton production in accordance with the Better Cotton Initiative. Since 2005, we have implemented projects in both India and Pakistan. The aim of these projects is to work with farmers to produce cotton using less chemicals and water, to improve the livelihood of farmers by helping them to produce more sustainable cotton in accordance with the Better Cotton Initiative (BCI), and to influence the bulk production of cotton. We have discovered a number of farming practices that reduce the use of pesticides, water and chemical fertilizers, while increasing farmers' profit margins, and we promote these through farmer training, support and outreach activities.



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The projects

India

In India, about 60 million people work with cotton production in some way, amounting to 30 per cent of India's total export of cotton and textile – about 22 per cent of the global production. The overall objective of this project is to improve the ecosystem through sustainable use of soil, water and external resources by farmers in the region of Maharashtra, and thereby improving health and livelihood of communities through production of more sustainable cotton. By promoting the use of Better Management Practices (BMPs), farmers have managed to reduce

their water and chemical use. In 2010, the project worked with 4,805 farmers – by using BMPs, these farmers managed to reduce their water applications by 30 per cent, pesticide active ingredient applications by 38 per cent and chemical fertilizer use by 32 per cent, on average, when compared with conventional farmers. This has not only led to more sustainable farming and production, but also to better economic benefits for the farming communities where the gross margin of BMP farmers have increased by 31 per cent, compared with conventional farmers.



CONTACT. For more information on the WWF and IKEA co-operation, visit www.panda.org/ikea or contact WWF at wwf-ikea-projects@wwf.se or www.ikea.com

Pakistan

Pakistan is the fourth largest producer of cotton in the world, after China, India and the US – with about 8 per cent of the total global cotton production.

The overall objective of the cotton project is to improve farmers' livelihoods through the introduction of BMPs in three districts of Pakistan. This will ensure a sustainable improvement in the natural, financial, social and human capital available to the cotton farmers, and promote its adoption throughout Pakistan as well as internationally. WWF also aims to build the capacity of farmers to meet the BCI criteria, which would have environmental and livelihood benefits. By using the BMPs, around 42,000 farmers in Pakistan were targeted in 2010 and changed their

farming methods to be more sustainable and less water and chemical dependent. Organic manures and composts are used, pest risks and nutrient and water needs of the cotton plant are better assessed. In 2010, the BMP cotton farmers made crop management decisions which, when compared with conventional farmers, reduced the use of chemical fertiliser by 41 per cent, reduced irrigation water use by 38 per cent and reduced the pesticide 'active ingredient' applications by 47 per cent on average. This has not only led to more sustainable farming and production, but also to better economic benefits for the farming communities where the gross margin of BMP farmers have increased by 24 per cent when compared with conventional farmers.

Better Cotton Initiative

WWF and IKEA are two of the founding members of the Better Cotton Initiative (BCI), and also members of its Steering Committee. WWF and IKEA promote the objectives of BCI, and support farmers to achieve the BCI criteria, and thereby produce more sustainable cotton. Read more on www.bettercotton.org

More information about the projects can also be found on www.panda.org/ikea.



DVALA is made of more sustainable cotton.

Summary of results:

The projects in Pakistan and India have shown significant results, proving that it is possible to produce cotton at a lower cost, which improves the gross margins for the farmer, while reducing the use of agrochemicals and water inputs. Below are some of the results from the projects in 2010 by farmers using BMPs, as compared to conventional farmers, which give an indication of what can be achieved.

In Pakistan, during 2010, when compared with conventional farmers:

- the average reduction in pesticide active ingredient by BMP farmers was 47 per cent
- the average reduction in chemical fertilizer use by BMP farmers was 41 per cent
- the average reduction in water use by BMP farmers was 38 per cent
- the average increase in gross margins was 24 per cent
- the number of farmers involved in the project was 41,970
- the number of hectares farmed using BMPs was 161,877

In India, during 2010, when compared with conventional farmers:

- the average reduction in pesticide active ingredient by BMP farmers was 38 per cent
- the average reduction in chemical fertilizer use by BMP farmers was 32 per cent
- the average reduction in water use by BMP farmers was 30 per cent
- the average increase in gross margins was 31 per cent
- the number of farmers involved in the project was 4,805
- the number of hectares farmed using BMPs was 10,000

The number of hectares that was farmed in Pakistan and India during 2010 with BMP was 176,262 and appr. 51,000 farmers were practising BMP when growing cotton.