

STANLEY/STELLA

Connecting
the industry

Dacca, September 8th 2019

STANLEY/STELLA

Belgian

Created 2012

B2B Market

Basic garments

Production in Bangladesh

Only Organic Cotton

SUSTAINABILITY is NOT a
Business positioning

...it is a
HUMAN CONVICTION



Where does Stanley/Stella cotton come from?



From which cow is the milk in my bottle?



Do you control each stage of the production?

The answer is **NO**

- High number of actors
- Daily monitoring is not possible
- Process is complex

**CONNECTING THE INDUSTRY
IS THE ONLY SOLUTION**

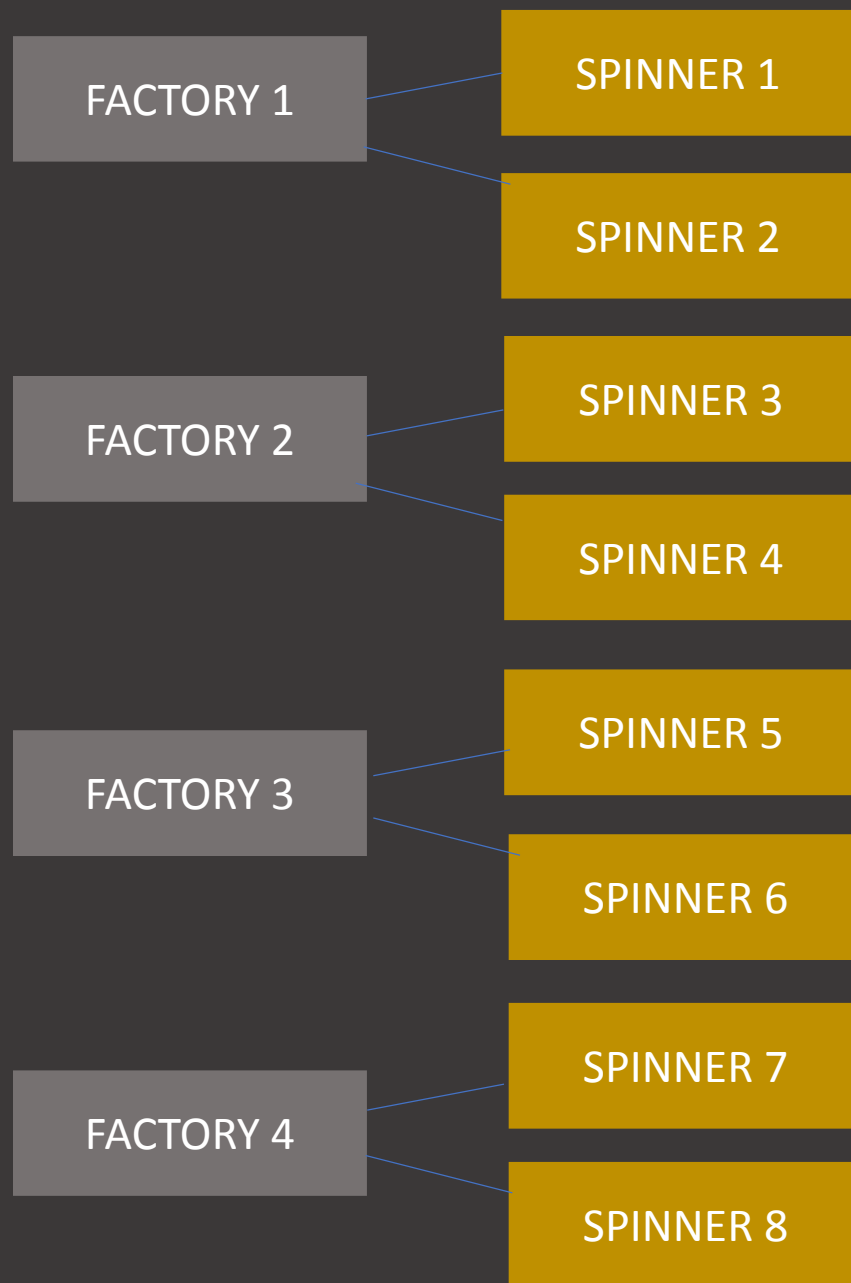
1.High number of actors

STANLEY/STELLA

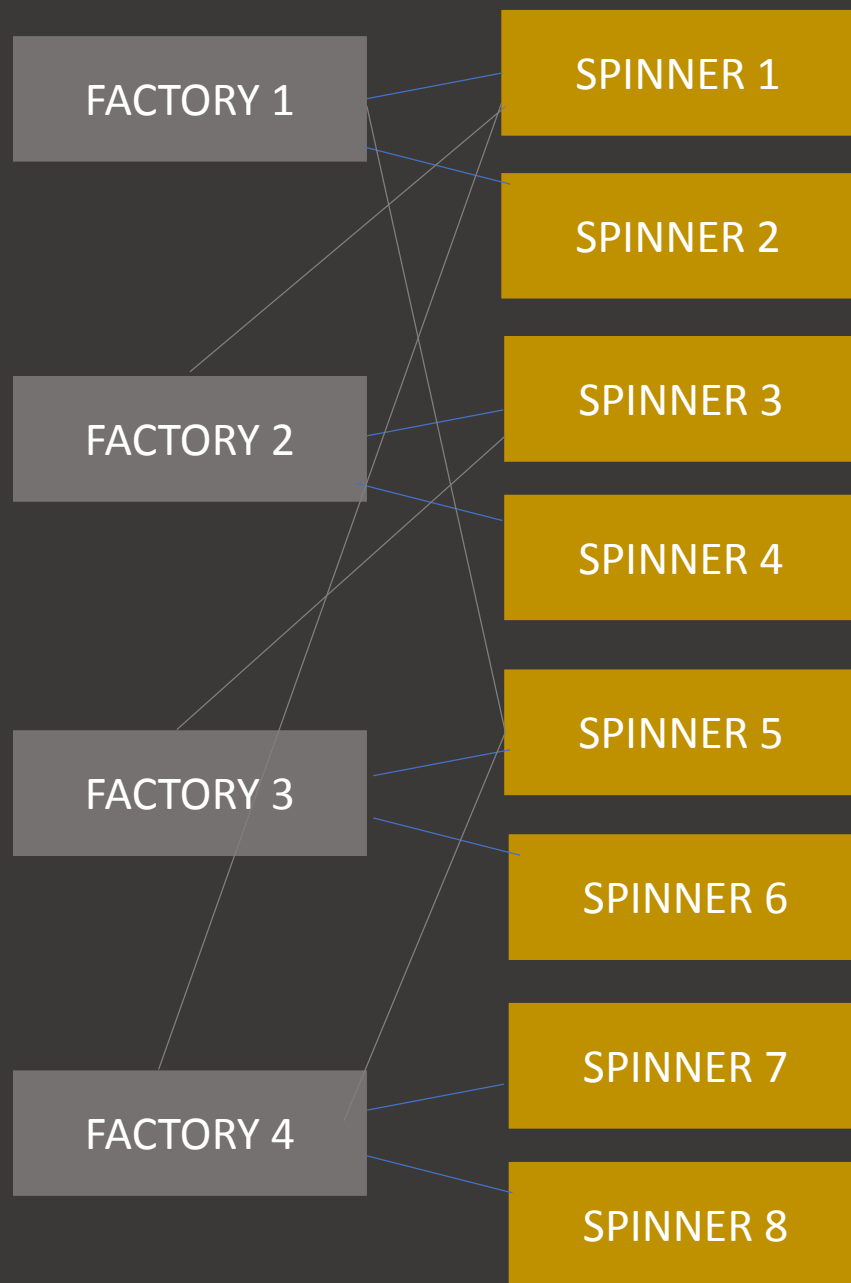
ONLY

4 factories

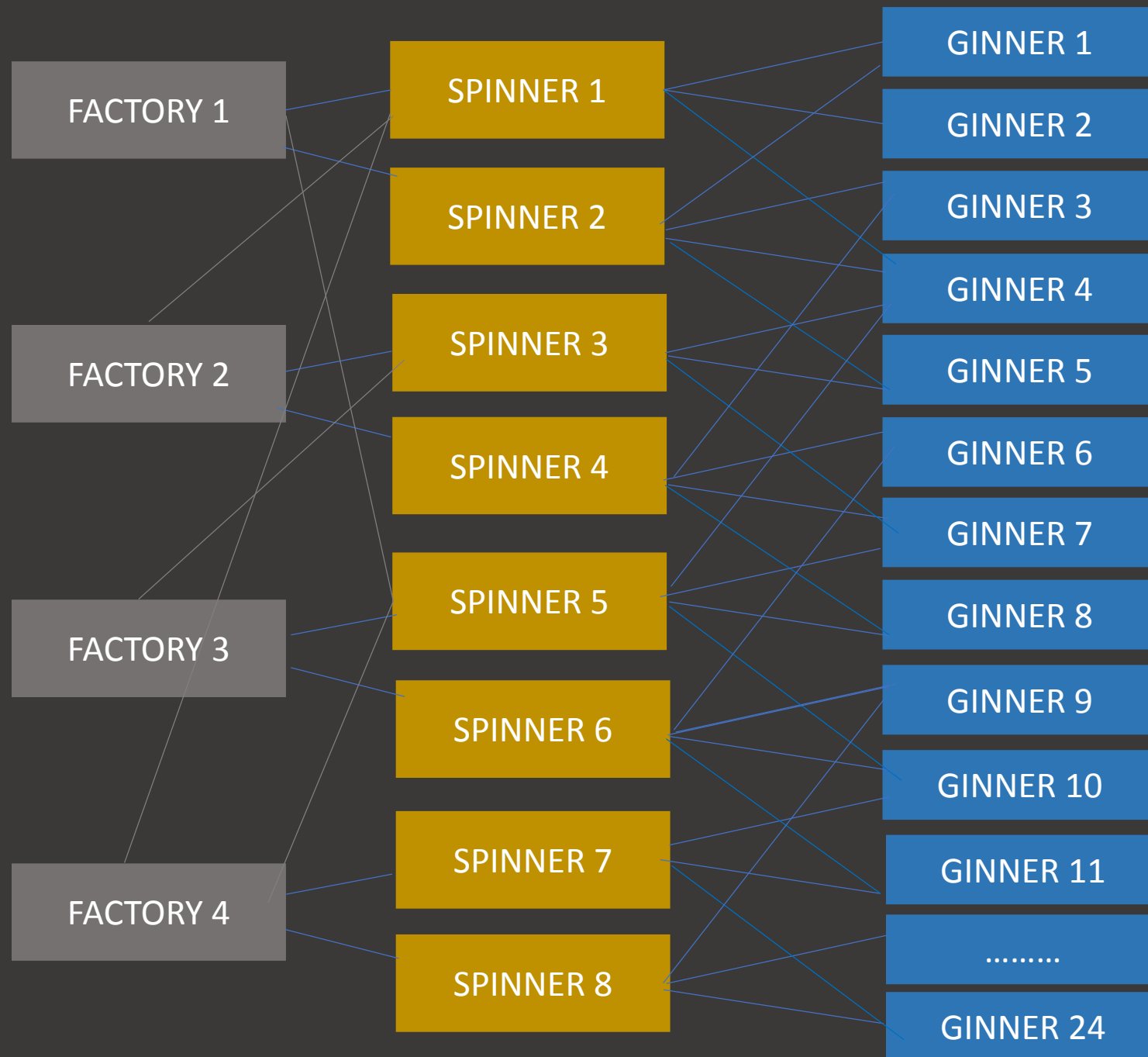
in Bangladesh



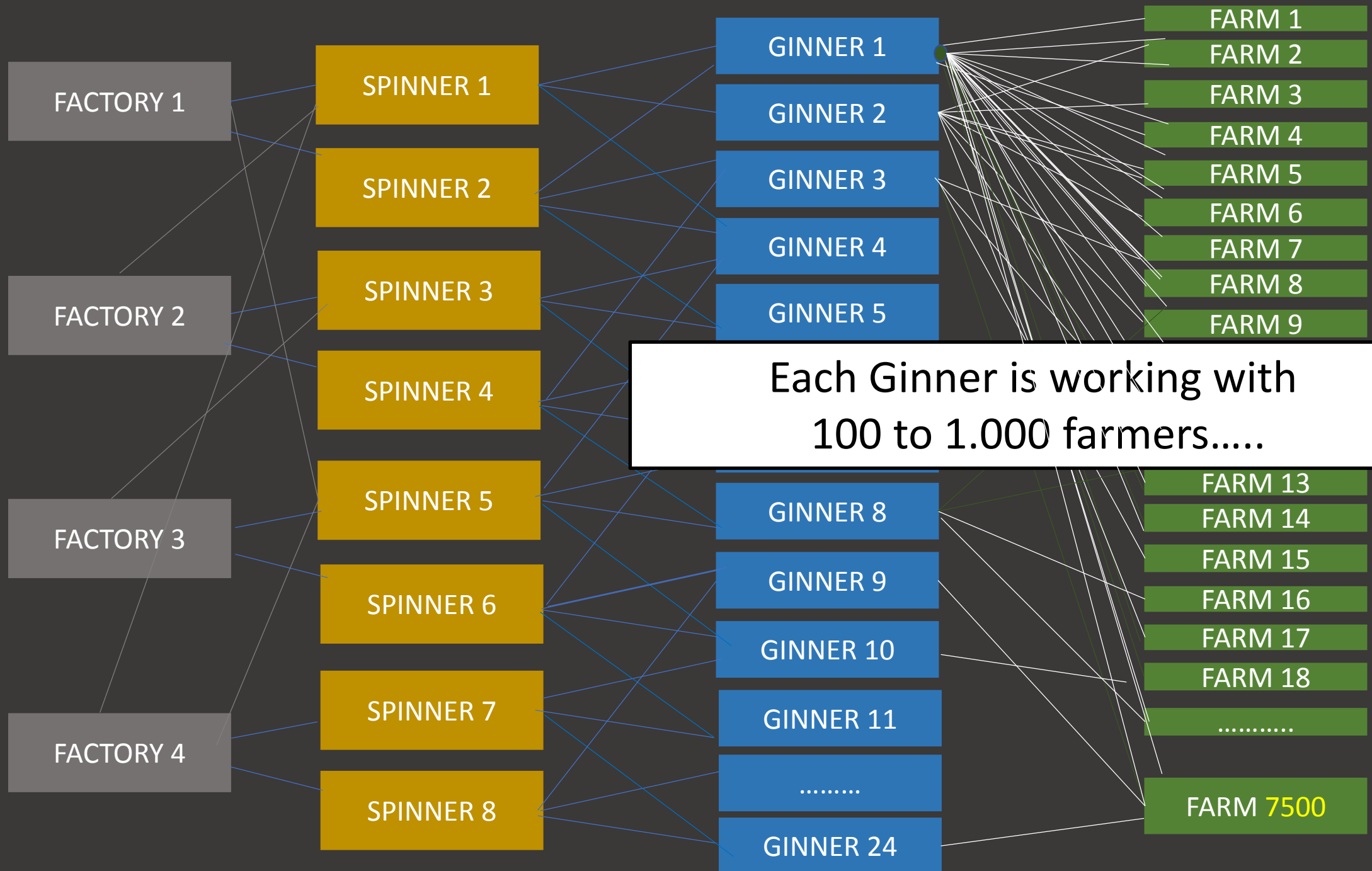
Each factory
has at least
2 SPINNERS



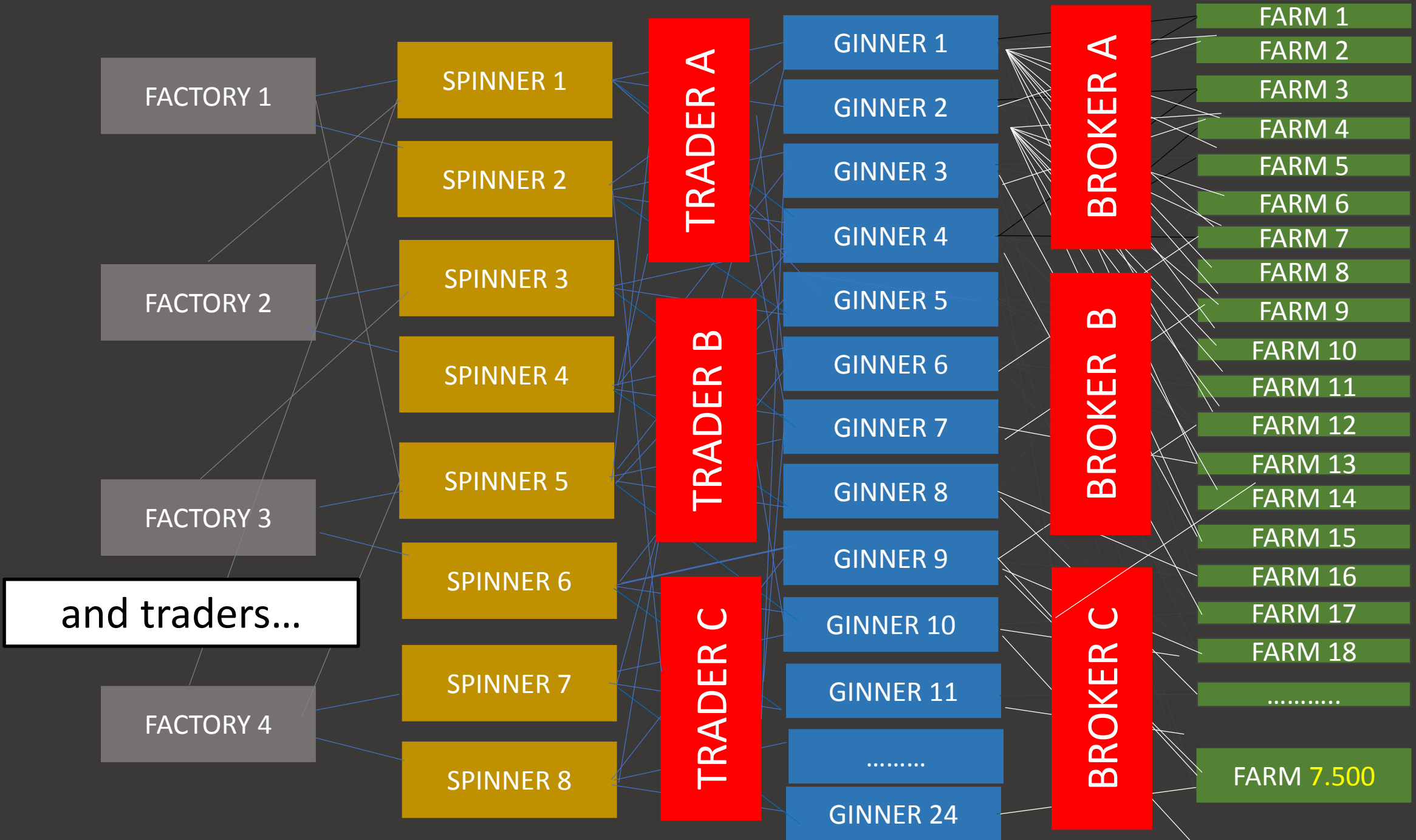
Hopefully, some are the same for different factories

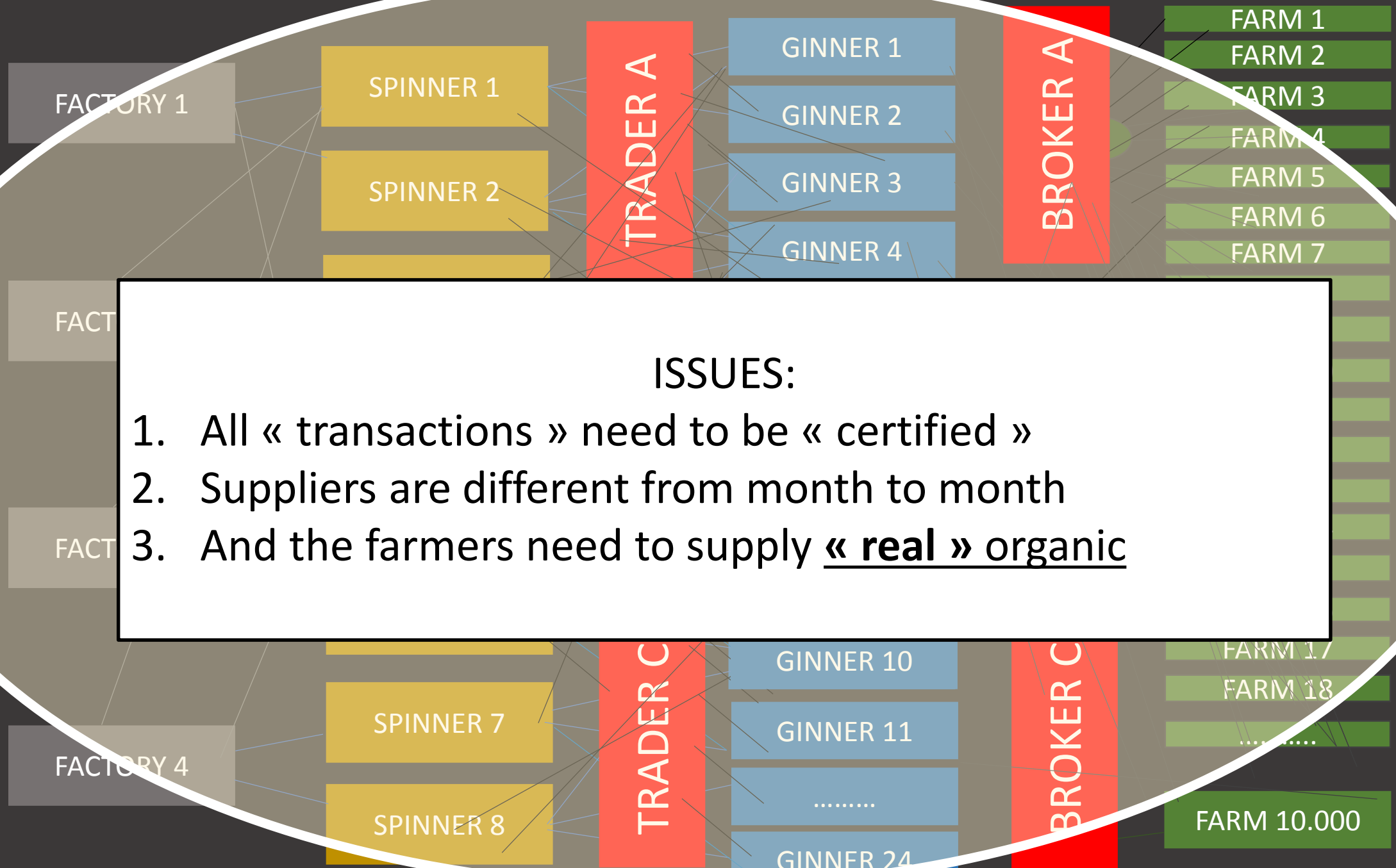


Each Spinner
has
3 to 6 ginners.....
Some are the
same for different
spinners!!









ISSUES:

1. All « transactions » need to be « certified »
2. Suppliers are different from month to month
3. And the farmers need to supply « real » organic



We need 7.500 Farmers to produce our Cotton.

Production: 10 millions pces

Average weight: 300 gr

Net cotton needs: 3.000 mT

Ratio Net/Raw: 1/3

Raw cotton needs: 9.000 mT

Average Organic field : 2 Ha

Yield per Year 1.200 Kg

Number of farmers: $9.000/1,2 = 7.500$



We will never
meet all of
them!

OUR OBJECTIVE: TO SECURE PART OF OUR SUPPLY



DEAL WITH ONE OR
TWO GINNERS



IDENTIFY THE FARMERS
PRODUCING ORGANIC
COTTON FOR US



GIVE SUPPORT TO
THE VILLAGE



2. Daily monitoring is
not possible

Are we sure that
workers do not do
excessive overtime in
certified mills?



3. The process is COMPLEX

Traceability to the farm
level is **lost** at
the ginning mill



We need trust in our supply chain

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TC's process has
to be optimised



How can technology help?

STANLEY/STELLA

?



IMPROVED,
DATABASE

?

?



DNA / LUMINESCENT
TRACKING

?

?



GMO RANDOM
TESTS

?

IF **GOTS** IS
THE
ANSWER...

NEWS / **SCIENCE & TECHNOLOGY**

UN: 200,000 die each year from pesticide poisoning

Report says pesticides are having 'catastrophic impacts' on human health and environment while failing to end hunger.

- FURTHER BUILD THE **AWARENESS**:
 - OF THE PROBLEM: deaths, disease, soil, biodiversity,...
 - OF THE SOLUTION: **CERTIFIED ORGANIC COTTON**
WE NEED MORE ORGANIC FARMERS!

STANLEY/STELLA

- Align the Industry on **VERY LIMITED** number of STANDARDS



Our Concrete
contribution:

We want our future network of
OFFICIAL DEALERS (Printers) to
be **ALL GOTS certified**

THANK YOU

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