

# FACT SHEET

APRIL 2020



## SUSTAINABLE AUSTRALIAN COTTON PLANET. PEOPLE. Paddock.

PLANET. PEOPLE. Paddock. is a framework to achieve the Australian cotton industry's vision of being a global leader in sustainable cotton production.

### What is PLANET. PEOPLE. Paddock.?

PLANET. PEOPLE. Paddock. is the Australian cotton industry's sustainability framework. It recognises sustainability is integral to the industry's future and provides a path for the entire industry to stay in business.

Through a process of stakeholder consultation and review, eight environmental, economic and social sustainability topics have been assessed as being most important to cotton growers and stakeholders inside and outside the industry.

PLANET. PEOPLE. Paddock. guides the industry's work to:

- Set ambitious industry-wide Australian cotton sustainability targets for these areas
- Coordinate existing work and new investments to achieve these targets
- Engage effectively with stakeholders on actions and progress, and
- Provide a united vision for further positive change.

PLANET. PEOPLE. Paddock. is currently targeted at on-farm cotton production. It is not a compulsory standard or a brand: it will be delivered through existing industry structures and programs.

### Our eight priority sustainability topics

#### PLANET

Water  
Carbon  
Biodiversity  
Pesticides

#### PEOPLE

Quality of work life  
Wellbeing & social capital

#### Paddock

Efficiency  
Profitability

## What is sustainability?

PLANET. PEOPLE. Paddock. is based on an internationally recognised framework\* to improve long-term performance. Sustainability in the Australian cotton industry means:

- Improving industry performance while creating social, economic and environmental value
- Engaging those who influence and impact the production of Australian cotton; identifying, prioritising and managing the most important sustainability topics, and; being accountable for impacts.

\*AA1000AP Accountability Principles



## Why is the Australian cotton industry doing this?

Sustainability is about understanding, managing and being accountable for what's important to the people the Australian cotton industry relies on: customers, growers, and everyone who impacts how the industry operates. It follows that if the industry knows and manages what's important, it is more likely to be successful – now and for future generations.

If this is done well, PLANET. PEOPLE. Paddock. can create value by:

- **Reducing risk:** Being more aware of stakeholder expectations means the industry can better manage risks and opportunities
- **Increasing productivity:** Continuing to do more with less will benefit the environment and grower profitability
- **Growing markets:** Showing evidence of sustainability performance and intent meets increasing customer demands for this information.



Handing the next generation thriving farms and a successful industry.





## What does PLANET. PEOPLE. PADDOCK. mean for you?

Growers and others in the Australian cotton industry have been quietly improving their sustainability for decades. The industry has created the world-leading myBMP cotton certification standard to establish best practice and developed the CottonInfo program to drive grower adoption of research.

PLANET. PEOPLE. PADDOCK. does not add a new layer to this proven structure. These existing channels will continue to drive industry continuous improvement right across farm operations. They will remain the path for researchers to connect with growers to adopt change. Growers are asked to continue to use these critical programs, and if needed, to rise to the challenge of improving performance in areas to benefit them and the entire industry.

Customers of Australian cotton and other external stakeholders are interested in Australian cotton's long term sustainability. The industry wants you to know PLANET. PEOPLE. PADDOCK. is its framework to improve further, and that your involvement is a fundamental part of its sustainability progress. You will see the industry increasingly ask you about how it is doing, and provide new ways to engage with you on sustainability.

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## What is the governance of PLANET. PEOPLE. PADDOCK.?



The Australian cotton industry has formed a Sustainability Working Group (SWG) to coordinate its work to become a global leader in sustainable cotton production. The SWG is comprised of representatives from Cotton Australia, the Cotton Research and Development Corporation, myBMP, CottonInfo, the Australian Cotton Shippers Association and growers.

The SWG reports to the Boards of Cotton Australia and the Cotton Research and Development Corporation.

## What are the priorities for PLANET. PEOPLE. PADDOCK.?

The strategy to implement PLANET. PEOPLE. PADDOCK. has three pillars: engage, evidence, embed.

### ENGAGE

Engaging internal and external stakeholders by collecting, communicating and considering feedback, perceptions, issues and opportunities.

The priority is to engage with stakeholders through existing channels, and to create new forums where diverse stakeholders can provide feedback on sustainability targets, plans and performance.

### EVIDENCE

Evidence based decision-making: continuing to draw on industry data to inform what is managed and to assess impacts.

The priority is to use data from the 2014 and 2019 Australian Cotton Sustainability Reports to confirm ambitious 2024 targets.

### EMBED

Continuing to build sustainability management systems and a sustainability culture across the industry.

The priority is to develop and publish action plans to achieve our 2024 Sustainability Targets.



## How is the Australian cotton industry performing on sustainability?

The industry will soon release its second five-year sustainability report to provide a succinct and balanced summary of sustainability performance from July 2014 to June 2019. This meets an industry commitment, made in response to the Third Environmental Assessment, to report on sustainability every five years. The 2019 Australian Cotton Sustainability Report will show the industry can be proud of a long-term trend of improvement in many areas, and it will highlight some areas in which we can do better.

In recent years the industry has worked with stakeholders to identify the most important areas to focus on, and to consider targets to aim for in each of these areas. Now the industry has data that shows 2014 to 2019 performance, it is working to confirm ambitious five-year targets and plans to achieve those targets. Stakeholders will be consulted on these targets and plans.

The Australian cotton industry's track record of long-term improvement in areas it has focused on in the past gives confidence the PLANET. PEOPLE. PADDOCK. sustainability framework can deliver the changes needed in the future.



This fact sheet has been developed by the Sustainability Working Group on behalf of the Australian cotton industry.

For more information or feedback on how the Australian cotton industry manages sustainability, please email us at: [talktous@cotton.org.au](mailto:talktous@cotton.org.au)