



PAYPER



**Better
Cotton
for
better
future.**

Discover more on
www.payperwear.com/en/better-cotton



DO.
BE.
FLY.

For a more sustainable future!

INDUSTRIAL WEAR, WHICH HAS ALWAYS BEEN ATTENTIVE TO SUSTAINABILITY ISSUES, HAS JOINED THE BETTER COTTON PROGRAM, PROUDLY BECOMING A MEMBER.

Better Cotton is a global non-profit organisation and the largest cotton sustainability program in the world. The mission is to help cotton communities survive and thrive by protecting and restoring the environment. The objective, which we share, is to make the supply chain increasingly transparent and the cultivation of cotton increasingly sustainable.

For a more aware community and future.





The principles that make the difference.

BEING A MEMBER OF THE BETTER COTTON MEANS SUPPORTING THE MAIN COTTON SUSTAINABILITY INITIATIVE IN THE WORLD.

1. Crop protection: replacing the use of pesticides with alternative techniques;
2. Use of water in a sustainable manner;
3. Looking after soil health, because a healthy soil leads to more substantial and better quality crops;
4. Preservation and improvement of biodiversity;
5. Implementation of best practices for the collection, storage and transport of cotton fibres;
6. Decent working conditions;
7. Effective management system, adopting integrated policies and procedures.



crop protection



water



soil health



biodiversity



fibre quality



decent work



management system

The Better Cotton program therefore aims at reducing the use of chemical products, to prevent the negative effects these cause on the environment, at a more efficient use of water and at improving the living conditions of cotton farmers, with their consequent economic development.

