



THE EGYPTIAN  
COTTON PROJECT  
مشروع القطن المصري

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## **“Sustainability, Inclusiveness, and Value Addition of the Egyptian Cotton Value Chain”**

With a key role in Egypt’s economic performance, Egyptian cotton is one of the highest quality fibers worldwide, known as the “white gold”. The Egyptian Cotton project aims to enhance the sustainability, inclusiveness and value addition of the Long-Staple (LS) and Extra-Long Staple (ELS) Egyptian cotton value chain, by improving the economic, social and environmental performance of cotton growers and processors, strengthening support institutions and partnering with the private sector.



Photo Credit: Filmar Nile Textile  
Damietta Governorate  
August 2015



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## PEOPLE



The Egyptian Cotton project prioritizes enhancing the overall living standards of workers along the cotton production chain, promoting gender equality, bridging the talent gap in the market, and introducing entrepreneurship competencies in schools leading to employment opportunities.



Photo Credit:  
UNIDO/Khaled Abdelrahman  
Damietta Governorate,  
April 2018



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## Main activities include

Development of agriculture schools' curriculum on organic and cotton cultivation practices to improve knowledge of young students regarding improved agricultural practices for the upcoming generations.

Introducing entrepreneurship skills in secondary technical schools of Borg ElArab and Damietta Governorates.

Practical application of organic cotton cultivation in Damietta Agricultural School.

Supporting introduction of spinning and weaving curricula in Borg ElArab Industrial School to facilitate youths transition to work.

Improving cotton growers economic performance and technical skills, raising their awareness on sustainability through field workshops and demonstration plots.

Empowering women to reevaluate their key roles in cotton production and its impact on the overall cotton cycle.



Photo Credit:  
UNIDO/Khaled Abdelrahman  
Damietta Governorate,  
September 2018



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## PLANET



The Egyptian Cotton Project addresses sustainability and inclusiveness as key pillars of the textile industry's development, working to encourage sustainable and environment-friendly practices, aiming at resources efficiency and circularity.

Photo Credit:  
UNIDO/Rana AboulEnein  
Damietta Governorate,  
August 2018





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## Main activities include

Cotton growers from Kafr ElSheikh and Damietta participating to technical workshops on sustainable non-contaminated cotton cultivation and harvest.

Demonstration plots launched in Kafr El Sheikh and Damietta in collaboration with local agriculture cooperatives.

Investing in innovative solutions to design sustainable garments promoting circular economy and upcycling; first Sustainable Fashion Design workshop series in Egypt for young fashion designers and ready-made garment producers.

Promoting technical workshops on water and chemical waste management, certification for textile industries, and innovative technology solutions.

First Zero Discharge of Hazardous Chemicals training delivered in Egypt for textile and Ready Made Garment technicians.

Testing high value cotton recycling solutions.



Photo Credit:  
UNIDO/Rana AboulEnein  
Damietta Governorate,  
August 2018



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## PROSPERITY



The Egyptian Cotton Project builds on a valuable network of partnerships and stakeholders to create shared value and supports youth development through education and training partnerships with schools.



Photo Credit:  
UNIDO/Khaled Abdelrahman  
Cairo, Egypt  
July 2018



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## We do this through

Engaging the private sector in investment and innovation, leveraging on their role of creating inclusive businesses, and contributing to the textile sector skilled workforce and entrepreneurial talent pool.

Developing multi-stakeholder linkages with global brands and retailers to raise awareness and promote Egyptian cotton in global markets.

Establishing working group to support benchmarking of international sustainable agronomic practices promoted by the International Cotton Advisory Committee and Better Cotton Initiative.

Facilitating stakeholder visits to Damietta and Kafr El Sheikh to develop direct engagement and exposure between cotton growers and immediate consumers of their cotton.

Supporting the introduction of BCI to Egypt in partnership with Cotton Research Institute, Cotton Egypt Association, and private sector representatives.



Photo Credit:  
Filmar Nile Textile  
Borg Al Arab, Alexandria  
October 2012



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Implemented by



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INDUSTRIAL DEVELOPMENT ORGANIZATION

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وزارة التجارة والصناعة

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