

## Pressemitteilung

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*Dibella's recently published impact report provides transparency at the fibre level for the very first time.*

### Traceability back to the cotton field

**Bocholt, September 2019:** Dibella is implementing its own transparency initiative aimed at reaching back to the beginning of its supply chain. The company has published one of the world's first impact studies detailing the living and working conditions of organic Fairtrade cotton farmers in India. It reports on the improvements made to the impact that the fibre quantities purchased by Dibella has on core aspects of the lives of the Fairtrade organic farmers working for the company.

End-to-end transparency along the entire textile supply chain is becoming increasingly important in global trade relations. For years, Dibella has been committed to ensuring full traceability right back to the origin of the fibres. Now the supplier of durable and high-performance flat linen for contract business has taken the final step, as Managing Director Ralf Hellmann explains: "Working in collaboration with the Chetna Cooperative, we have succeeded for the first time in reducing the impact of our organic cotton procurement volumes on farmers' living conditions. We are presenting the results in our impact report. This is one of the first of its kind in the world and will become a permanent fixture within our company. It clearly shows the positive effects that our Dibella+ range has at the beginning of the textile supply chain."

#### Detailed insight into how the farmers live

The impact report was preceded by two years of extensive data collection. It was created by the Chetna Cooperative using the Source-Trace™ Farm Management Tool, which collects essential facts from the Chetna Cooperative farms. This real data was evaluated in different categories and compared with Dibella's procurement volume in the 2017/2018 harvest season (210 t of raw organic Fairtrade cotton fibre). The result was an accurate picture of the "brand-specific" effects of the company's activities on living and working conditions such as demographics, the housing situation and the qualifications of organic Fairtrade farmers in India.



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## A project with a bright future

“The Chetna Cooperative’s unprecedented research has made it possible for us to make the impact data available. Yet, as accurate as the data may be, there are still discrepancies between the total number of farmers and the number of farmers who can provide information. By rolling over the data that has been collected we want to granulate the impact report even further and gain a complete picture of the working and living conditions at organic Fairtrade cotton farms,” says Ralf Hellmann, summarising Dibella’s goal for the future.

The impact report can be downloaded from Dibella’s website at <https://www.dibella.de/news-download/download/>

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## Photos:

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Image: Title page of the 2018 Dibella impact report

Caption: An impressive collection of data: The first Dibella impact report provides an insight into the living and working conditions of organic Fairtrade cotton farmers in India.

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## About Dibella

Operating since 1986, Dibella is a skilled Europe-wide textile service partner offering particularly durable textiles capable of being processed industrially for use in hotels, the hospitality sector and health care. Accordingly, our name says it all: "Dibella - long-life textiles".

Since 2010, Dibella has been consistently expanding its range to include sustainably produced flat linen for contract business, allowing its customers to already assume social responsibility at the textile procurement stage. Dibella's membership in numerous organisations such as the UN Global Compact, Textile Exchange and MaxTex testifies to its commitment to sustainability.

