



Candidate Information Executive Director



U.S. COTTON
TRUST PROTOCOL®
Trust in a smarter cotton future



About the Trust Protocol

Launched in 2020, the U.S. Cotton Trust Protocol is a program that offers brands and retailers the critical assurances needed to source more sustainably grown cotton by providing data on environmental metrics of U.S. cotton production and a fully transparent supply chain.

The program's mission is to bring quantifiable and verifiable goals and measurement to the key sustainability metrics of U.S. cotton production with a vision where transparency is a reality and continuous improvement to reduce U.S. cotton's environmental footprint is the central goal.

The Trust Protocol's core values focus on U.S. cotton's legacy of authenticity, innovation and excellence, environmental stewardship, caring of people, and personal and corporate integrity, as well as a Theory of Change that is grounded in science-based measurement and feedback.

Hear more about how the Trust Protocol is adding real value from one of the farmers themselves.



Executive Director

The program was built upon three key pillars:

- ✓ **Verified data - measurement in six key sustainability metrics;**
- ✓ **Article-level supply chain transparency for all members; and**
- ✓ **Continuous improvement remaining central to U.S. cotton production.**



Progress to Date



The Trust Protocol has already welcomed more than 1,150 brand, retailer, mill and manufacturer members. This includes brands and retailers such as:

GILDAN®

Calvin Klein

TOMMY HILFIGER

J.CREW

TESCO

ATHLETA

OLD NAVY

GAP

Madewell

Levi's

TARGET

NEXT

PVH

BANANA REPUBLIC

The Trust Protocol's mill and manufacturer members represent all global regions and countries including:

- ✓ Pakistan
- ✓ Indonesia
- ✓ Latin America
- ✓ Bangladesh
- ✓ Vietnam
- ✓ Taiwan
- ✓ India
- ✓ Turkey
- ✓ The USA
- ✓ China
- ✓ Korea
- ✓ Western Europe
- ✓ Thailand
- ✓ Japan

Grower participation for the 2021/22 crop doubled since the first year in 2020/21 with an estimated 1.1 million acres of cotton enrolled.

The program also has been recognized and published in the ITC Standards Map, approved as a standard for sustainable cotton by the Partnership for Sustainable Textiles, and as an ISEAL Community Member -- all within the first 18 months after launch.

The Trust Protocol is aligned with the UN Sustainable Development Goals, recognized by Textile Exchange and Forum for the Future, and part of the Sustainable Apparel Coalition, Cotton 2025 Sustainable Cotton Challenge, Cotton 2040 and Cotton Up initiatives. It also is aligned with the G7 Fashion Pact and UNFCCC Fashion Industry Charter.

About the Role

With this impressive growth and impact over the past two years, the Trust Protocol is now seeking to fill the position of Executive Director. As Executive Director you would be responsible for the overall operation of the organization, including building the Trust Protocol staff.

Reporting into the National Cotton Council's (NCC) Office of the President and working closely with the Board, you will lead the strategic direction of the Trust Protocol and secure its continued growth.



Additional responsibilities include:

- ✓ Guiding the strategic vision and overall operation of the Trust Protocol;
- ✓ Managing the activities of the Climate Smart Cotton Project – a pilot project awarded to the Trust Protocol and its partners by the U.S. Department of Agriculture;
- ✓ Regularly collaborating with key NCC staff, sustainability staff from other cotton industry organizations, and various consultants regarding the operation of the Trust Protocol;
- ✓ Providing management and direction to Trust Protocol staff;
- ✓ Coordinating with industry staff and communication consultants to:
 - Represent the Trust Protocol through speeches, presentations and/or attendance at various meetings and conferences;
 - Participate in press and other interview requests; and
 - Approve the development of promotional materials, communications, and educational efforts for the Trust Protocol.
- ✓ Interacting with textile brands/retailers and NGOs in the acceptance and use of the Trust Protocol;
- ✓ Overseeing the online interface/platform for the Trust Protocol, in conjunction with the Trust Protocol's IT providers;
- ✓ Coordinating with other sustainability initiatives to determine potential areas of collaboration;
- ✓ Working with the Trust Protocol's governing body regarding the overall structure and operation of the program; and
- ✓ Other activities as deemed necessary for the operation and growth of the Trust Protocol.

Your Profile

As the Trust Protocol's new Executive Director, you will need:

- ✓ An understanding of production agriculture and sustainability initiatives is preferred.
- ✓ An understanding of cotton and textile supply chains is beneficial.
- ✓ Strong communication skills, both written and oral.
- ✓ Demonstrated strong entrepreneurial and analytical skills.
- ✓ Strong management and multi-tasking capabilities with the ability to work well under pressure in a deadline-driven environment.
- ✓ A good listener who can balance different points of views and delegates responsibilities as appropriate.
- ✓ Frequent domestic and international travel is required.
- ✓ A degree of Master's or higher in an agricultural or environmental science/engineering or related field and a minimum of ten years' experience is highly preferred. Bachelor's level applicants with extensive work experience will also be considered.



Brand and Retailer Member Benefits

In a period of ever greater supply chain scrutiny and a growing demand for transparency, the Trust Protocol sets a new standard in more sustainably grown cotton.

The program helps brands and retailers measure and verify sustainability commitments to its customers, to its broader stakeholders, and to itself.

It is the only system that provides quantifiable, verifiable goals and measurement in six key sustainability metrics and article-level supply chain transparency. **Together this represents one of the most ambitious and robust sustainability initiatives available.**

A key principle of the Trust Protocol is safe labor and worker well-being. The Trust Protocol mandates that all federal and state regulations are strictly followed. Furthermore, each grower member must re-enroll every year and re-verify that they are in compliance with all regulations.

Membership in the U.S. Cotton Trust Protocol provides brands and retailers with:

-  Opportunity to claim Protocol Consumption Units through the **Protocol Consumption Management Solution**
-  **Quantifiable, verifiable program level data** against science-based goals for sustainable cotton production
-  Article-level full **supply chain transparency**



At Levi Strauss & Co., the quality and sustainability of the cotton we use is critical to our business and important to our customers. Membership in the U.S. Cotton Trust Protocol will be an important step and a key partnership in our efforts to source 100 percent more sustainably grown cotton.

Jeffrey Hogue

Chief Sustainability Officer,
Levi Strauss & Co.

Robust Data from the Field

All Trust Protocol grower members enter data from their fields on key sustainability metrics for that crop year, and all data collected is then aggregated. Individual data or information is never shared.

The Trust Protocol focuses on six key sustainability metrics – water use, energy efficiency, land use, soil health, soil carbon and greenhouse gas emissions. The program’s data collection and verification process involves multiple stages but starts when each grower member answers a self-assessment which is regionalized and classified by irrigated and non-irrigated practices. After growers complete all steps of enrollment, the program provides data in aggregate form. Growers are then able to understand how they compare to their regional, state and national metrics, and are able to adjust their practices if needed. The program gives them the opportunity to understand how they measure, and therefore improve.

Data for the 2021/22 year highlights how Trust Protocol grower members are continuously improving, implementing sustainable practices, and are on target to meet or exceed the 2025 National Goals.



Data Highlights



21%

reduction in
**greenhouse gas
emissions**



70%

of growers seeing
**positive soil
conservation index**



14%

increase
in **water use
efficiency**



25%

reduction in
energy use



78%

reduction in
soil loss



13%

increase in
land use

[Click here to read the full 2021–22 Annual Report](#)

5 Major Principles of Regenerative Agriculture

1. **Minimizing soil disturbance;**
2. **Maintaining living roots in soil;**
3. **Continuously covering bare soil;**
4. **Maximizing diversity with emphasis on crops; and**
5. **Soil microbes and pollinators, and integrating livestock where it is feasible.**

The Trust Protocol's recommended practices for grower members reflect core principles of regenerative agriculture. The program focuses on practices that minimize soil disturbance and loss, maintain living roots year-round, keep the soil covered, and maximize crop diversity. Farmers can also integrate livestock where feasible.

- ✓ More than 55% of Trust Protocol acres were planted with cover crops, which encourage food security and reduce atmospheric carbon;
- ✓ Continuous reduced or no-till production increases the amount of soil organic matter near the soil surface and in 2021/22, more than half of reported acres practiced no-till and 30% practiced reduced tillage;
- ✓ 70% of Trust Protocol reported acreage practiced crop rotation in 2021/22, which maximizes biodiversity by increasing soil organic matter, decreasing greenhouse gas emissions, and producing healthier soil; and
- ✓ 70% of Trust Protocol reported acreage practiced integrated pest management (IPM), which is a science-based approach that strategizes tools and techniques to identify and manage pests.

Additional links for reference:

- [U.S. Cotton Trust Protocol Report Shows Increased Acreage and Improved Environmental Performance for 2021/22](#)
- [U.S. Cotton Trust Protocol Awarded USDA Grant for U.S. Climate Smart Cotton Program](#)
- [U.S. Cotton Trust Protocol Confirmed as ISEAL Community Member](#)
- [U.S. Cotton Trust Protocol Passes 1,000 Grower Milestone on World Cotton Day](#)
- [Supply chain transparency and collaboration were big themes at Textile Exchange 2022](#)
- [Proud to Participate- Sustainable Brands Flagship Conference](#)

The Recruitment Process

Acre - the world's leading sustainability search and recruitment firm - is managing this process. All communication will be funnelled through Catherine and Richard.

1

Application: Please submit your resumé directly through the *job advertisement on Acre's website*.

2

Acre Interviews: Acre's recruitment team will meet with candidates via phone and video calls to discuss you and your experience in more depth. You will then be briefed on what to expect from the interview process and timelines.

3

Trust Protocol Interviews: If selected, you will have two rounds of interviews with the Trust Protocol's Search Committee.

4

Final Interview: Finalists will meet virtually with the Trust Protocol Board of Directors for a final interview before a hiring decision is made.



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Diversity & inclusion

Diversity drives innovation and accelerates businesses and enterprises toward their missions. As such, we are wholly committed to partnering with clients and candidates alike to foster a more inclusive, sustainable future for generations to come.

Acre is committed to increasing diversity and maintaining a progressive and inclusive workplace, both for ourselves and for the organisations we support. It is important to us that we offer equal opportunities in the recruitment processes that we run. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.

If you require additional equipment, resources or support in order to participate in the job application or interview process, please let us know by contacting the named consultant managing this search and we will work with you to ensure that your accessibility needs are met.