

## Cotton Made in Africa –

Aid by Trade Foundation by the Otto Group

The Cotton made in Africa project is maintained by the Aid by Trade Foundation by the Otto Group. As institutional partners, well-known enterprises, associations and state bodies are involved and represented on its board of trustees.

Sustainable trade instead of one-time profit maximization: Cotton made in Africa offers African cotton farmers the means to help themselves. The Foundation's work gives people on the African continent long-term support and makes a meaningful contribution in improving their living and working conditions. Their engagement is based on the twin principles of raising earnings and guaranteeing cotton uptake volumes. The Project offers smallholder farmers comprehensive training to show them how to apply modern, agricultural techniques to generate a higher crop yield and – thanks to guaranteed demand – how to earn more for their work. Raised income puts farmers in a position to send their children to school.

Our challenge and key objective was to create the Corporate Design and Corporate Identity from slogans, naming, logo, brochures, hang tags, a basic website, etc. Günter Sendlmeier, CEO FutureBrand and Dr. Michael Otto introduced Cotton made in Africa to the textile industry at a specific event in Berlin.

Year: 2009

Office: Hamburg



FutureBrand

