



Press Release

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Cotton made in Africa – OTTO launches sustainability campaign

From 19 July OTTO is set to highlight the topic of sustainability with its 360° campaign. An emotional TV ad forms the centrepiece, which raises customer awareness of sustainably produced cotton from the Cotton made in Africa initiative.

In the TV ad OTTO tells the emotional story of sustainably produced cotton, making this the company's first advertisement centred on sustainability. The film tells the story in an artistic way, linking symbols and images from Africa and Germany. Both worlds gradually merge through a range of techniques, and begin to weave the story of this sustainably cultivated natural fibre.

“With this campaign we want to raise customers’ awareness as well as their consciousness of their own responsibility”, explains Dr Michael Heller, Member of the Management Board Categories, Deputy Spokesman OTTO. “OTTO has been committed to Cotton made in Africa for over a decade now, helping almost 700,000 African smallholder farmers to cultivate cotton more efficiently and more sustainably. Furthermore, our forecast for 2016 puts the share of Cotton made in Africa fibre in the goods we manufacture ourselves at 75% – and this is planned to reach 100% by 2020.” The corresponding articles on otto.de are identified by the burgundy Cotton made in Africa label as well as the GOODproduct seal that denotes all sustainably produced articles at OTTO.

Anja Dillenburg, Divisional Vice President Corporate Responsibility OTTO, explains: “With Cotton made in Africa fashion we’re not cutting corners on quality or fashionability. However, we are cutting greenhouse-gas emissions and water consumption.

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This approach helps conserve natural resources and protects the health of the people farming our cotton, which means we can raise the customer's awareness for sustainability a little in the process, in a positive way." Tina Stridde, Executive Director of Cotton made in Africa, adds: "It's a tremendous success for us that our partner OTTO is refocusing its procurement on a sustainable raw material. With this TV ad OTTO is showing just how vital the Cotton made in Africa initiative is for the company, and that it adds genuine value for the customer. It is an important, future-orientated step to place the needs of smallholder farmers in the spotlight of a large-scale advertising campaign."

The 30-second TV ad will be broadcast from today (19 July 2016) onwards. It will be accompanied in social media, on YouTube and on otto.de by background information and videos, as well as by an interview with Dr Michael Otto, Founder of the Aid by Trade Foundation and Sponsor of the Cotton made in Africa initiative.

The campaign was produced in-house; the TV ad was conceived by director Frank Neseemann and the production was handled by Bubbles Hamburg.

Further information is available at www.otto.de/unternehmen/en.

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