

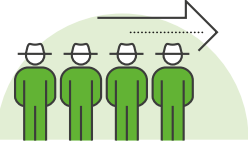



BCI Order ~~≠~~ BCI Product

BCI orders **are not** BCI products because 'Better Cotton' follows a mass balance model, only companies on the Better Cotton Platform can receive credits online.

How a company can participate



Why do it like this?

-  Farmers sell cotton as Better Cotton and benefit from the standard. At the same time...
-  ...an efficient and flexible supply chain...
-  ... stimulates more demand for sustainable cotton.
-  *The mass balance system is scalable & credible, but claiming it's in your product is never allowed.*

i This means

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- ▶ Your cotton products could be a vehicle for BCCUs, but the only way a 'BCI order' can happen is via your **Better Cotton Platform (BCP) Account.**

What's the point?

- ▶ If you have a BCCU in your account, somewhere in the world a farmer has produced 1 kilo of Better Cotton. 
- ▶ Your BCI order activates continued growth of more sustainable cotton. 

Need a Better Cotton Platform Account?

Only BCI Members and registered non-member BCP Suppliers can access the Better Cotton Platform.* membership@bettercotton.org

▶ www.bettercotton.org/platform

*Business type will determine required engagement to access the BCP, details outlined online.