



Claims Framework

Version 3.0 – December 2021



Photo Credit: Better Cotton/Seun Adatsi

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1.1 The Better Cotton Claims Framework

The Better Cotton Claims Framework enables Members to make credible and positive claims about Better Cotton. It allows for flexible communications and aims to enable members to articulate a compelling story that is meaningful to them and their customers.

Always refer to the Claims Framework to ensure that the context in which you want to use a claim is not in breach of your agreed conduct as a member. The Better Cotton Claims Framework forms part of the [Better Cotton Standard System and is governed by the BCI Code of Practice, BCI Terms of Membership](#) and [BCI Member Monitoring Protocol](#).

Changes may be made to the Better Cotton Claims Framework, annually, to ensure the rules issued are in line with industry best practice and legislative requirements.

Important:

The advice in this document is based on Better Cotton's interpretation of legislation and industry best practice and does not constitute formal legal advice. EU regulation defines misleading claims as 'claims that deceive or are likely to deceive the average consumer, even if the information contained therein is factually correct.'

Whilst we are striving to ensure the claims allowed in the Better Cotton Claims Framework V3.0 are only ever transparent and never misleading, the choice to make claims, and the responsibility to ensure that claims comply with relevant laws and legislation, lies with the Better Cotton Member. We always recommend that a member's approach to sustainability claims is reviewed by their own legal team.

Better Cotton reserves the right to define what constitutes a misleading claim and reject submissions on this basis.

Key information

Training:

Mandatory training modules support the use of this framework. Training must be completed prior to making claims. The Better Cotton team is able to provide additional training for your teams, if required.

Eligibility:

Eligibility criteria must be met before Storytelling, Advanced Claims or the On-Product Mark can be used in Members' marketing and communications.

Approvals:

All consumer-facing communications and marketing materials must be approved by Better Cotton. No Advanced Claims or On-Product Marks will be reviewed/commented on by Better Cotton before a member has started sourcing (with Better Cotton Claim Units [BCCUs] visible on the Better Cotton Platform) and three months of membership have passed.

Mass balance:

Better Cotton uses a system of mass balance, and as such, no claim can ever be made that suggests Better Cotton is physically traceable to end products, even in the event of a member utilising their own system of traceability (Exceptions may apply to official traceability pilots)

Better Cotton Member audiences:

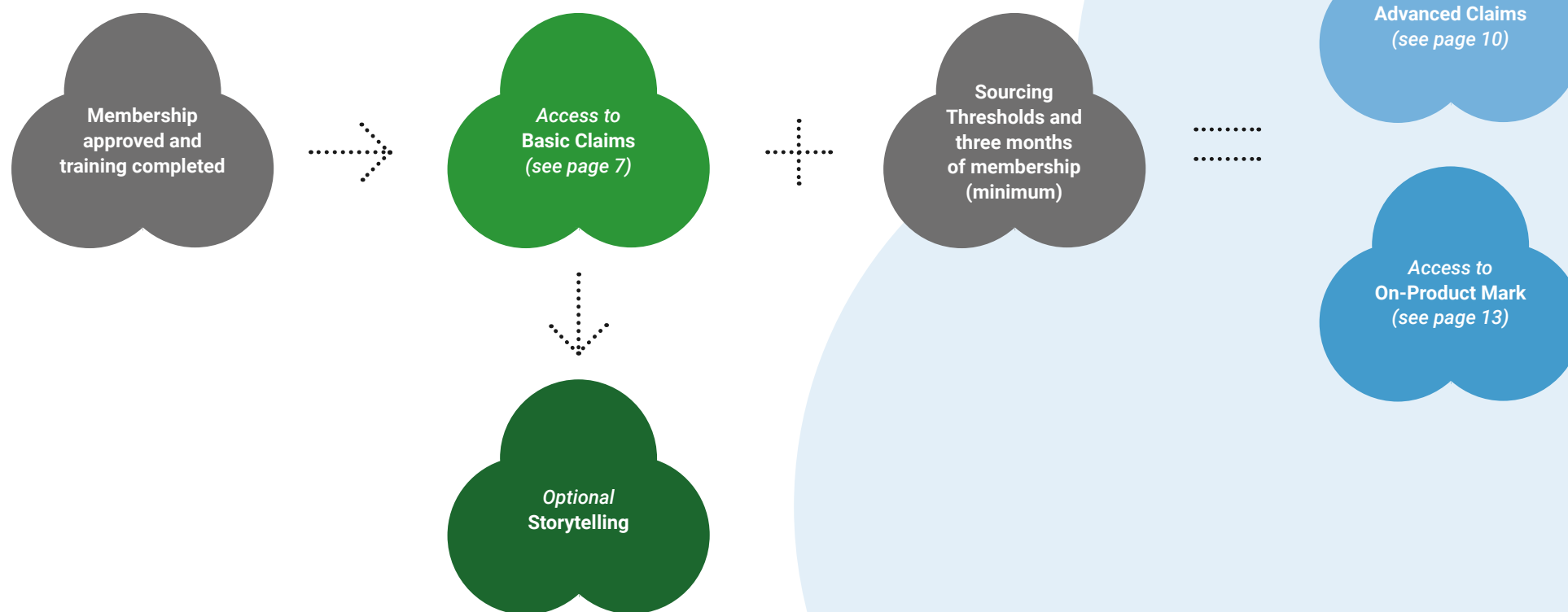
The Basic Claims and Storytelling sections, along with the principles of the Better Cotton Framework, are relevant to all Members, however, only eligible Retailer and Brand Members* can access Advanced Claims and the On-Product Mark. Additional information in the form of training, toolkits and print-ready materials are available to other member groups. Contact claims@bettercotton.org for more information.

*see **page 9** for full eligibility criteria, including exceptions to membership categories.

1.2 The Framework - How it Works

Once your membership is approved, you can then make Basic Claims, progressing to Advanced Claims and the On-Product Mark only when sourcing thresholds have been met and you have completed three months of membership.

Better Cotton's storytelling assets are available to those making all required Basic Claims.



1.3 Mass balance

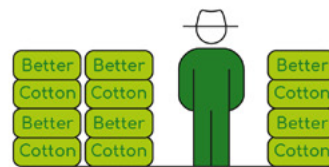
We've created guidelines within the boundaries of the current chain of custody model used by Better Cotton: mass balance. Under this system, there is no guarantee that Better Cotton is physically present in the finished product, and in what quantity. This is why all claims are carefully worded and in line with industry best practice. This ensures that the message focuses on the Better Cotton Member's commitment to responsibly sourced cotton and not the content of the product itself. Put another way, Better Cotton, used in your marketing, can help position your brand's actions as more sustainable. It is important that the users of the On-Product Mark fully understand the systems in place so that claims are never misleading. The future guidelines for using our On-Product Mark may change if we choose to move towards physical traceability. New guidance may be developed which also refers to the product's content. However, for now, the focus is on commitment-based claims under a mass balance chain of custody.

Important:

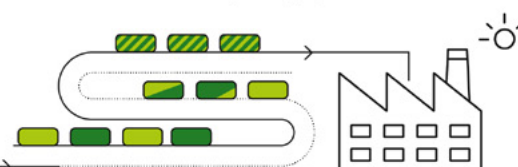
No products can be referred to as Better Cotton products and no claims can suggest physically traceable Better Cotton content, even if the member uses their own system of physical traceability.

What is it?

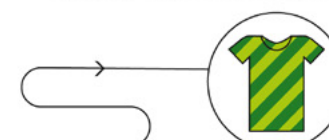
Better Cotton is sourced from licensed Better Cotton Farmers.



The Better Cotton gets mixed with conventional cotton in a complex supply chain.



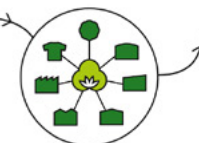
The retailer has sourced the Better Cotton and Better Cotton Farmers have seen the benefit, but the Better Cotton may not be in the end product.



What does the Better Cotton logo mean?



When you see the On-Product Mark you know you are supporting more sustainable practices at farm level. You are buying cotton from a committed Better Cotton Member who is investing in Better Cotton.

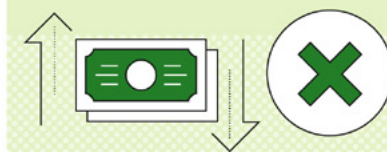


The cost to the retailer of sourcing Better Cotton goes directly back to field level activities including training and monitoring. It doesn't matter to the farmer where the Better Cotton ends up.

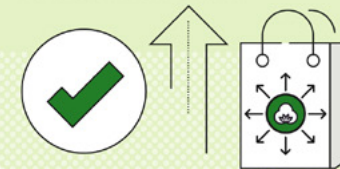


Why do it like this?

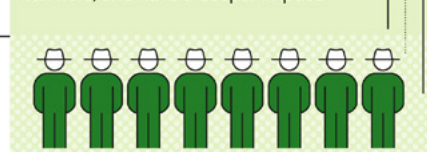
Mass Balance is less complicated than physical traceability and is therefore less costly...



Which helps create more demand for Better Cotton...



Which enables the Better Cotton programme to reach more cotton farmers, and have a deeper impact.



2.1 Basic Claims - Required

You must either receive a communications induction, or complete an online training, before you can start making claims. You must be making a claim from the three required claim types under 'Basic Claims' (Membership/commitment statement, percentage declaration and target and mass balance definition), in order to progress to use of Better Cotton's storytelling assets, Advanced Claims and/or the On-Product Mark.

2.1.1 Membership/commitment statements required

A membership/commitment statement is a claim that enables you to promote your work with the Better Cotton. These claims can be used separately or in conjunction with each other.

Option 1:

'We (or name of the organisation) are/is a proud member of Better Cotton.'

Option 2:

'We (or name of the organisation) partner/s with Better Cotton to improve cotton farming globally.'

Option 3:

'We (or name of the organisation) are/is committed to improving cotton farming practices globally with Better Cotton.'

2.1.2 Mass balance definition required

Mass balance definitions are claims which offer transparency to consumers, outlining how a member contributes to the Better Cotton programme in the field. You may, alternatively, write your own description of mass balance, however, this must feature the words 'mass balance' and make it clear that Better Cotton is not physically traceable to end products.

Option 1:

Better Cotton is sourced via a system of mass balance and is not physically traceable to end products.

Option 2:

Products are sourced via a system of mass balance and therefore may not contain Better Cotton.

Option 3:

Better Cotton is sourced via a chain of custody model called mass balance. This means that Better Cotton is not physically traceable to end products, however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we 'source.'

2.1.3 Percentage declaration and target required

This claim is a 'time-bound target for more sustainable cotton sourcing as a X% of total cotton lint use.' Where option 2 is used, the member must include their definition of 'more sustainable cotton'.

Option 1:

'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as Better Cotton by 20XX.'

Option 2:

'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as 'more sustainable cotton' by 20XX.' 'More sustainable cotton' includes (list standards covered here: e.g. Better Cotton, recycled cotton, organic cotton and Fairtrade cotton).



Unlock Access to Basic Claims

Checklist:

- ☐ Membership approved
- ☐ Communications induction
- OR
- ☐ Online training complete

2.2 Basic Claims - Optional

2.2.1 Better Cotton definitions optional

'Better Cotton definitions' are ready-to-use claims describing Better Cotton's work. These claims may not be re-worded or modified.

Option 1:

'Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment.'

Option 2:

'By choosing cotton products from XXX [your company's name], you're supporting responsible cotton production through Better Cotton.'

2.2.2 Better Cotton Farmer definitions optional

'Better Cotton Farmer definitions' are ready-to-use claims describing the Better Cotton Production Principles. These claims may not be re-worded or modified.

Pair an option from 'Part 1' and 'Part 2' together for a complete claim.

Part 1:

Option 1:

'Better Cotton Farmers are farmers who':

Option 2:

'By buying cotton products from XXX (your company's name), you're supporting the Better Cotton Farmers who;

Option 3:

'Better Cotton trains farmers to':

Part 2:

Option 1:

'use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing'.

Option 2:

'care for the environment and implement the principles of Decent Work'.

Option 3:

'care for the environment and respect workers' rights and wellbeing.'

2.2.3 Logo and url optional

You are able to use the Better Cotton logo as a 'Basic Claim' providing this is not used on or in association with products. See pages XX for use of the On-Product Mark and pages XX for logo use guidelines.



**Unlock Access to
Basic Claims**

Checklist:

- ☐ Membership approved
- ☐ Communications induction
- OR
- ☐ Online training complete

3.1 Country level results

You must be making all required Basic Claims before being granted access to Better Cotton's storytelling assets. Use of storytelling assets is optional. If you're meeting the criteria and have been a Better Cotton Member for three months, you may prefer to move on to Advanced Claims.

These sentences have been designed to provide an accurate reflection of progress at field level – they are intended as examples of ways in which you can use our results to support your storytelling. Better Cotton's results may not be manipulated in any way. For example, averaging results across different geographies undermines the data's credibility and is not allowed.

3.1.2 Global

Example 1:

In 2019-2020, Better Cotton licensed over 2.4 million farmers from 23 countries on five continents. Optional addition: Together, these farmers produced 23% of the world's cotton.

3.1.2 Country and indicator

Example 1:

Less water (China):

In 2018-2019, Better Cotton Farmers in China used 10% less water than Comparison Farmers.

Example 2:

Reduced pesticide use (India):

In 2018-2019, Better Cotton Farmers in India used 10% less pesticide than Comparison Farmers.

Example 3:

Increased use of organic fertiliser (Pakistan):

In 2018-2019, Better Cotton Farmers in Pakistan used organic fertiliser 3% more often than Comparison Farmers.

Example 4:

Improved profitability (Turkey):

In 2018-2019, Better Cotton Farmers in Turkey had 17% higher profits than Comparison Farmers.

Example 5:

Improved yield (Tajikistan):

In 2018-2019, Better Cotton Farmers in Tajikistan had a 5% higher yield than Comparison Farmers.

3.2 Storytelling content

Available assets include:

- 🔗 Farmer quotations
- 🔗 Better Cotton imagery (credited)
- 🔗 Stories from the field
- 🔗 Videos Footage

Please contact the Better Cotton Member-Communications team for access to assets.

Important:

Storytelling assets may be approved for use via any channel you wish, excluding on or in association with products. The impression must never be given that products support, or the cotton within a product is traceable to, a specific farm, project or country.



Unlock Access to Storytelling

Checklist:

- ☐ Membership approved
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place

4.1 Eligibility criteria - Advanced Claims and the On-Product Mark

Eligibility checklist

There are seven criteria which determine eligibility to use the On-Product Mark and/or publish Advanced Claims.

4.1.1 Membership approved

Members must have completed on-boarding.

4.1.2 Relevant membership category

Members must either:

- belong to the Retailer and Brand Membership category, OR
- be a Supplier and Manufacturer Member who would like to use the On-Product Mark in their own retail activities. In order to qualify under this category, your retail activity can represent no more than 25% of your textile business turnover.

Better Cotton reserves the right to establish if a Supplier and Manufacturer Member is eligible to use the On-Product Mark.

4.1.3 Training

Members must have completed a training on the Better Cotton Claims Framework.

4.1.4 Basic Claims

Members must be making all required Basic Claims (see **page 6** for details on Basic Claims). The claims must feature on the website of both the Better Cotton Member (group level) and the individual brand wishing to access Advanced Claims and/or the On-Product Mark:

- Membership statement
- Mass balance definition
- Percentage declaration and target



**Unlock Access to
Advanced and the
On-Product Mark
Claims**

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

4.1 Eligibility criteria - Advanced Claims and the On-Product Mark

4.1.5 Sourcing thresholds

A member must be sourcing cotton as Better Cotton and, over time, meet the below thresholds (at member/group level):

Minimum criteria for On-Product Mark use:

- 🔑 10% before the On-Product Mark can launch or Advanced Claims can be published.
- 🔑 25% End of Year 3
- 🔑 50% End of Year 5

Exception: After five years of On-Product Mark/Advanced Claims use, >25% Better Cotton will be accepted as the threshold if the member's entire remaining cotton lint buy is being sourced as 'more sustainable cotton.' This includes cotton sourced through and standard system with an assurance programme including 3rd party verification.

A member's sourcing threshold is measured using the volumes declared on the Better Cotton Platform against the company's self-declared total annual cotton lint usage. The amount of lint sourced as Better Cotton is verified using the Better Cotton Platform. Year 3 and year 5 thresholds are defined as being the end of the third and fifth year following approval of the first On-Product Mark or Advanced Claim. After year 5, you must maintain a sourcing level of above 50% in order to continue using the On-Product Mark. Better Cotton reserves the right

to ask members to evidence their sourcing of alternative 'more sustainable cottons' if, after year 5, they are only sourcing between 25% and 50% Better Cotton and wish to continue using On-Product Mark and/or Advanced Claims.

Important:

On-Product Mark artworks/designs will not be reviewed and Advanced Claims will not be issued (even as hypothetical claims for internal usage) prior to sourcing starting and Better Cotton Claims Units (BCCUs) being visible on the Better Cotton Platform.

Important:

Better Cotton may grant 'pre-approvals' of On-Product Mark use to account for packaging lead-times. Pre-approvals will only be made if all eligibility criteria are met (aside from the sourcing threshold), and the member can demonstrate good progress to meeting the sourcing threshold of 10% of their cotton being sourced as Better Cotton. The 10% threshold must be met before the On-Product Mark is published. There will be no exceptions to this rule. Any packaging that is printed is done so at the members' own risk.

4.1.6 months of membership

Members must have completed 3 months with Better Cotton, measured from the Membership start date.

4.1.7 Volume-based fee

Members must be up-to-date in paying their invoices of the volume-based fee.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

4.2 Advanced Claims - Volume and Global Reach

Advanced Claims take your sourcing data, and aim to make this information meaningful to your stakeholders and customers. Better Cotton will accept the total cotton consumption as issued by Members, however, we may ask you to submit documentation to support these numbers periodically. The responsibility for your communications/claims related to your annual cotton consumption remains with you. The data you use to complete calculations must match data shown on the Better Cotton Platform. Members will be required to clarify any discrepancies should they occur.

You must be meeting all eligibility criteria before you can make Advanced Claims. See [page 9](#).

4.2.1 Volume sourced

These claims are a calculation of Better Cotton sourced (as a percentage of total estimated cotton lint consumption) by an individual member.

Examples:

'We (or name of the organisation) source X% of our cotton as Better Cotton.'

'Last season, we sourced* all of the cotton for our kidswear range as Better Cotton.'

'All of our ladieswear is now sourced* as more sustainable cotton. This includes Better Cotton and organic cotton.'

Important:

If a member wishes to use this claim type to reference a range of products which is being sourced as Better Cotton, a 'mass balance definition' (see Basic Claims [page 6](#)) should be used. This should be made in addition to the definition already featuring on a member's website. It must feature on the same channel as this claim.

4.2.2 Volume sourced – product equivalents

These claims are a calculation of Better Cotton sourced by an individual member, equated to product volumes.

Example:

'Last year (or specific year to match sourced volume), we sourced XXX metric tonnes of cotton as Better Cotton. That's the equivalent of almost XXX pairs of jeans.'

Important:

If a member wishes to use this claim type, a 'mass balance definition' (see Basic Claims [page 6](#)) should be used. This should be made in addition to the definition already featuring on a member's website. It must feature on the same channel as this claim.

4.2.3 Global Reach

These claims are intended to demonstrate a member's contributions to Better Cotton's global reach by equating the volumes of Better Cotton sourced by a member in a given season, to Better Cotton's global reach (in terms of farmers reached and hectares under cultivation). These claims are calculated by Better Cotton based on an individual member's investment in one year as a percentage of Better Cotton's total field investment.

Option 1: Number of Better Cotton Farmers:

'Last year, our investment enabled Better Cotton to reach and train approximately XXX farmers on more sustainable practices.'

Option 2: Number of hectares under Better Cotton cultivation:

'Last year, our investment enabled Better Cotton to be produced on approximately XXX HA of land.'



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

4.3 Advanced Claims - Global Impact

4.3.1 Global Impact

These claims are intended to demonstrate a member's contributions to Better Cotton's global impact by equating the volumes of Better Cotton sourced by a member in a given season to field-level results.

Methodology

Equation: [Improvement factor per kg of Better Cotton] * [Volume sourced by member] = Member contribution

Example (fictional):

🔗 Estimated average water savings (i.e., improvement factor) of 0.1 m³ per kg of cotton.

🔗 Member sourced and declared 3,000 MT of Better Cotton.

🔗 0.1 m³ * 3,000 MT cotton = 300,000 m³ (79 million gallons).

Better Cotton's methodology (see [Impact Reporting for Better Cotton Retailer and Brand Members: methodology](#)) must be followed if members are reporting on the impact of their sourcing, as outlined here (in relation to water, profit and pesticides).

If this data is manipulated, or reporting relates to additional contribution factors (fertiliser/ grey water etc.), Better Cotton will not be able to endorse the calculations and will require the member to publish a disclaimer that reflects this.

Water

Example:

Last year/in 20XX, an estimated XXX litres of water were saved thanks to our sourcing of Better Cotton. [Note that water savings relate to blue water use (irrigation). This claim is intended to be used in relation to farmer inputs and not other forms of water use].

Pesticide

Example:

Last year/in 20XX, an estimated XXX kg of pesticides were avoided thanks to our sourcing of Better Cotton.

Profit

Example:

Last year/in 20XX, Farmers benefited from an estimated XXXXXXXX euros of additional profit* thanks to our sourcing of Better Cotton. [required footnote] *Better Cotton Farmers experience profit increases for a variety of reasons, most commonly due to increased yields and/ or optimised use of inputs (such as irrigation water, pesticides or synthetic fertiliser).

Optional additions

These claims are a calculation of Impact Claims equated to something relatable to demonstrate scale.

Example:

That's the equivalent of XX YYY Olympic swimming pools of water.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.1 On-Product Mark - Overview

The On-Product Mark (OPM) is one way in which you can communicate your commitment to Better Cotton, directly to your customer, via the end product.

On-product is simply one of many channels you can use to reach your customer. The OPM is not a 'product label' and can never be used to make claims about a product's fabric content or suggest physically traceable Better Cotton is present in a product.

The majority of members who use the OPM do so in the form of packaging or at the e-commerce point of sale, however, use of the OPM is not limited to use in this way. If a claim is made on, in association with or in the space around a product, it is classed as use of the OPM.

We have created precise guidelines to ensure that members use the OPM in a way which:

- 🔒 Protects the credibility of the Better Cotton Standard System by never deceiving the consumer, over-claiming, or leaving a claim open to inaccurate interpretation.
- 🔒 Incentivises members who source meaningful quantities of Better Cotton and are committed to doing so in the future.
- 🔒 Creates a consistent message for consumers across diverse products in different regions, thereby improving consumers' understanding of more sustainable cotton.



**Unlock Access to
Advanced and the
On-Product Mark
Claims**

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.2 On-Product Mark - Principles

Principles:

The following principles should guide all Better Cotton product-level claims:

- 🔗 Transparency is critical (particularly relevant regarding brand support vs product content when claims are made under a mass balance chain of custody).
- 🔗 Consumers should not have to research sustainability claims in order to feel informed.
- 🔗 Should a customer wish to learn more, they should be able to do so, easily.
- 🔗 The customer, purchasing the product featuring the claim, should be clear as to what their role is in contributing to the brand's sustainability efforts.
- 🔗 It should be clear to consumers who is supporting Better Cotton's mission (Better Cotton regards this support as coming from the member paying the volume-based fee).
- 🔗 Claims should never be vague.
- 🔗 Absolute claims (claims that imply a product is 'concretely sustainable') are never permitted.



**Unlock Access to
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Claims**

Checklist:

- ☐ Membership approved
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- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.3 Use of the On-Product Mark

5.3.1 Elements of the mark

- 🔗 **Logo:** The Better Cotton On-Product Logo forms the graphic part of the mark.
- 🔗 **URL [bettercotton.org/mass balance](https://bettercotton.org/mass-balance):** This website address must always be displayed as part of the Better Cotton On-Product Logo included in the mark.
- 🔗 **TM:** The mark must be directly accompanied by a TM mark. The letters TM indicate that this is a trademark. Registration of the trademark is pre-approved in a number of countries.
- 🔗 **Supporting claims:** The mark must be directly accompanied by the approved, on-product text claims. NOTE: These include both the 'core claim' and 'mass balance explanation' see **page 17**. The Better Cotton On-Product Logo cannot be used without a text claim, however, there may be occasions, (for e-commerce only), when the text claim and URL can be used without the logo.

5.3.2 Location

The On-Product Mark must not be used adjacent to details of a product's fabric composition where it could be interpreted that this relates to Better Cotton.

5.3.3 Channels

The On-Product Mark should be used on removable packaging (swing tickets, over-hangers, bag inserts, stickers etc.). It may not be used on channels sewn into products or permanently attached in any way (e.g. care labels or direct-to-garment printing). Should the OPM be approved for use on a product sticker, it is the member's responsibility to ensure the sticker application is executed in line with the Better Cotton Claims Framework.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.4 Product eligibility

5.4.1 Cotton content

The On-Product Mark (OPM) can be used on any product where cotton is the majority fabric component, or no other fabric components are greater. This does not refer to the sourcing of Better Cotton for a product, but cotton in general.

Examples:

- ✓ 100% cotton
- ✓ 40% cotton 30% viscose, 30% polyester
- ✓ 45% cotton, 45% polyester, 10% elastane
- ✗ 50% polyester, 45% cotton, 5% polyester

5.4.2 Proportional use

A member's OPM use should be proportional to the volume of cotton they have sourced as Better Cotton. This can be measured as the member sees fit, by member-group or by brand. What matters is that the consumer is not misled into believing that the member is sourcing more Better Cotton than they are. There are multiple ways that this can be measured:

Weight

The volume of cotton sourced as Better Cotton as a proportion of the member's total cotton lint consumption.

Number of product lines

The number of product lines the member has sourced as Better Cotton.

Volume of products

The volume of products the member has sourced as Better Cotton.

5.4.3 Licensed product

Licensed product must fall into the member's total cotton usage calculation in order to qualify for On-Product Mark use. A consumer should be clear which brand is investing in Better Cotton when they purchase the product. A license statement may need to be applied. See **page 18**.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.5 Supporting claims

Supporting claims must be used alongside the Better Cotton On-Product Logo when used as an On-Product Mark (OPM). Both the text claim, which explains how a customer contributes to Better Cotton when purchasing a product featuring the Better Cotton logo, and the mass balance explanation, must feature. Optional additions are available.

5.5.1 Core text claim required (do not edit)

By choosing our cotton products, you're supporting our/Brand XX's [select one] investment in Better Cotton's mission

5.5.2 Mass balance explanation required (editable)

This product is sourced via a system of mass balance and therefore may not contain Better Cotton

The mass balance explanation text claim may be edited slightly but any changes must be made in line with the following principles:

Principles:

- There must be a direct mass balance explanation. Featuring the mass balance URL as part of the logo is helpful, but not entirely sufficient.
- The text must include the words 'may not contain Better Cotton.' This is clear, specific, direct, transparent and jargon-free.
- The text must also contain the words 'mass balance.' This is factual and technically accurate, gives a reference point that can be researched should a customer wish to learn more and links the disclaimer back to the language used both in our URL and on our website.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.5 Supporting claims

5.5.3 Licensed statement

required (on occasion editable)

In the event that it is not evident to the customer who is investing in Better Cotton (by paying the volume based fee), a brand must make this clear by featuring a licensed statement alongside the On-Product Mark. The brand name must also feature within the 'core text claim.'

Example:

Product produced exclusively for XXX

5.5.4 Optional additions

- ; to help cotton communities survive and thrive, while protecting and restoring the environment*

- **Better Cotton trains farmers to**

- 🔗 **use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing**
- 🔗 **care for the environment and implement the principles of Decent Work**
- 🔗 **care for the environment and respect workers' rights and wellbeing**
- 🔗 **adapt to the effects of climate change**

These optional additions may be edited slightly but any changes must be made in line with the following principles:

Principles:

- 🔗 Our mission cannot be altered*.
- 🔗 No mention of outcomes or impacts can be made at the product level. Any explanations about Better Cotton's work in the field must focus on training/intended change.
- 🔗 Any mention of climate change must focus on 'adapting to' opposed to 'mitigating against'.
- 🔗 Sourcing targets (numerical or with a percentage) cannot be used on product packaging.
- 🔗 A single element of the Better Cotton Principles and Criteria cannot be focused on alone (such as water usage). Better Cotton must always be presented as a holistic programme.



**Unlock Access to
Advanced and the
On-Product Mark
Claims**

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.6 E-commerce

Should a claim be made in direct association with a product or range of products, it is classed as use of the On-Product Mark. The majority of our members that use the On-Product Mark do so in the form of packaging, however, increasingly, members are using the On-Product Mark at the website point of sale.

If you wish to mark products as part of a more sustainably sourced collection by using product flags and/or search filters, umbrella branding rules apply (see **page 20**).

5.6.1 Eligibility for e-commerce use

The same criteria apply to e-commerce On-Product Mark use as physical packaging. See **page 9** 'Eligibility Criteria'

5.6.2 Text claims for e-commerce use

Both supporting text claims (the core claim and mass balance explanation, see **page 17**) must be used together.

Claims may also be selected from the list of 'optional additions.'

5.6.3 Logo for e-commerce use

The logo should feature alongside the on-product text claims (see **page 17**).

Exceptions may be made if a member's website does not have the capabilities to display a logo. In this case, the supporting claims can be used without the logo providing a link to learn more is made available. Members can link to their own sustainability webpages, featuring Basic Claims, or to bettercotton.org/learnmore.

The BCI logo cannot be used without a text claim.

Minimum sizing and logo legibility depend on your website's layout.

5.6.4 Location of the On-Product Mark

The logo component of the on product mark must not be located in the product details (where this could suggest Better Cotton is part of the fabric composition).



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

5.7 Umbrella branding

Whilst members are able to use on-product 'umbrella branding' Better Cotton issues caution with the approach a member chooses to take in this regard.

Better Cotton defines umbrella branding as a catch-all term or branding to identify a product that is part of a member's sustainability strategy, this may apply to website flags and filters as well as branding on packaging.

This method of product-level communication gives members flexibility in their on-product messaging. However, we have guidelines for the terminology used for avoiding potential conflict with the Mass Balance element of Better Cotton's model.

5.7.1 Eligibility criteria

Members must meet eligibility criteria (see **page 9**) to use umbrella branding.

5.7.2 Use

An umbrella branding approach is allowed, provided that this is not used as a synonym for Better Cotton or a replacement for the Better Cotton On-Product Mark. When umbrella branding is used and the intended message is that the product supports Better Cotton, all elements of the Better Cotton On-Product Mark must also be used to ensure the principles of on-product messaging (see **page 14**) are adhered to.

5.7.3 Misleading terminology

Better Cotton cannot be included in your umbrella branding approach if the branding:

Principles:

- ⚠ Suggests a product is concretely sustainable/uses 'absolute claims'
- ⚠ Implies physical traceability of Better Cotton
- ⚠ Overclaims sustainability benefits
- ⚠ Conflicts with or confuses Better Cotton's mission

Examples (including but not limited to);

- ✗ Sustainable
- ✗ More sustainable
- ✗ Circular
- ✗ Preferred fibre
- ✗ Made with less water



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid



5.8 Approval process for the On-Product Mark

5.8.1 Develop On-Product Mark

Once you have met the eligibility criteria, you may then start developing your artwork in line with the rules and logo use guidance in this document. Should you need support with this process or further guidance, contact claims@bettercotton.org.

5.8.2 Submit On-Product Mark for review

When submitting the On-Product Mark for approval, you will need to be able to inform Better Cotton of the planned launch date of the On-Product Mark along with the planned distribution of its use (across the relevant product areas and geographical locations).

On product mark usage (and supporting claims) for all channels (including but not limited to; packaging, e-commerce, social media, catalogue), must be submitted for review and approval.

Where possible, an On-Product Mark should be submitted for review with all relevant context, for example, supporting campaign materials or communications.

Each individual artwork must be approved by Better Cotton, with the exception of repeat artworks with updated product titles and/or images only.

5.8.3 Await approval

You will receive confirmation within a maximum of 10 working days (2 weeks) after we receive the finished artwork. We will advise if amendments are needed. The mark must not be printed, published, or displayed until approval is granted.

Important:

Once member claims are published, Better Cotton reserves the right to add imagery of claims to appropriate external communications (including but not limited to; Newsfeed posts, Members Newsflashes, Outreach Presentations and the Communications Showcase).



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- ☐ Membership approved
- ☐ Relevant membership category
- ☐ Communications induction
- OR
- ☐ Online training complete
- ☐ Basic Claims in place
- ☐ Sourcing thresholds met
- ☐ 3 months of membership
- ☐ Fees paid

6.1 Basic Claims

Claims can be made in any language that you wish to communicate with customers. Better Cotton provides translations of the most commonly used 'Basic Claims' (See **page 6**), On-Product Mark supporting claims and mass balance definitions (see **page 17**) in the languages most frequently requested.

For translations to be approved in languages other than those listed, a member must submit a proposed translation to Better Cotton for review. Our organisation's name, 'Better Cotton', must never be translated

Important:

According to local laws and legislation, a claim may be perceived as misleading if not translated. It is the member's responsibility to ensure they are complying with local laws and legislation when publishing claims. Communicating claims to support the Better Cotton logo in English may not meet legal requirements.

We are proud Members of Better Cotton.	We [or brand name] partner(s) with Better Cotton to improve cotton farming globally.	'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as 'more sustainable cotton' by 20XX.' 'More sustainable cotton' includes (list standards covered here: e.g., Better Cotton, recycled cotton and Organic Cotton).	By buying cotton products from XXX [your company's name], you're supporting responsible cotton production through Better Cotton.	Better Cotton trains farmers to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals and implement the principles of decent work.	Better Cotton trains farmers to care for the environment and implement the principles of decent work.
Chinese (mandarin)					
我们很荣幸成为Better Cotton Initiative (BCI良好棉花发展协会) 会员	我们[或公司名]与Better Cotton Initiative (良好棉花发展协会) 合作, 共同改善全球棉花种植状况。	“我们[或组织名称]承诺到20XX年采购X% (或X百万吨) 的‘更可持续棉花’。‘更可持续棉花’包括 (此处列出标准: 例如, Better Cotton良好棉花、回收棉和有机棉) 。”	通过从XXX (贵公司名称) 购买棉花产品, 您通过Better Cotton Initiative (良好棉花发展协会) 来支持更负责任的棉花种植。	The Better Cotton Initiative (BCI 良好棉花发展协会)培训棉农高效利用水资源、关注土壤和自然栖息地的健康、减少最有害化学物质的使用以及落实体面劳动原则。	Better Cotton Initiative (BCI良好棉花发展协会)培训棉农关心环境并落实体面劳动原则。
Dutch					
Wij zijn een trots lid van het Better Cotton Initiative (BCI).	Wij (of naam van uw bedrijf) werken/werkt samen met het Better Cotton Initiative (BCI) om de katoenproductie wereldwijd te verbeteren.	Wij (of naam van uw bedrijf) streven/streeft ernaar om in 20XX ons katoen voor X% als 'meer duurzaam katoen' te kunnen kwalificeren. 'Meer duurzaam katoen' omvat (hier kunnen relevante kwalificaties worden toegevoegd bv. Better Cotton, gerecycleerd katoen, biologisch katoen).	Door katoenproducten van XXX [de naam van uw bedrijf] te kopen, ondersteunt u een verantwoorde katoenproductie via het Better Cotton Initiative.	Het Better Cotton Initiative (BCI) leidt boeren op om water efficiënt te gebruiken, te zorgen voor de gezondheid van de bodem en natuurlijke habitats, het gebruik van de meest schadelijke chemicaliën te verminderen en de principes van waardig werk te implementeren.	Het Better Cotton Initiative (BCI) leidt boeren op om voor het milieu te zorgen en de principes van waardig werk te implementeren.

6.1 Basic Claims

We are proud Members of Better Cotton.	We [or brand name] partner(s) with Better Cotton to improve cotton farming globally.	'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as 'more sustainable cotton' by 20XX.' 'More sustainable cotton' includes (list standards covered here: e.g., Better Cotton, recycled cotton and Organic Cotton).	By buying cotton products from XXX [your company's name], you're supporting responsible cotton production through Better Cotton.	Better Cotton trains farmers to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals and implement the principles of decent work.	Better Cotton trains farmers to care for the environment and implement the principles of decent work.
French					
Nous sommes de fiers membres/ partenaires de la Better Cotton Initiative (BCI).	Nous sommes partenaire de la Better Cotton Initiative afin d'améliorer la culture du coton à l'échelle mondiale.	"Nous (ou nom de l'entreprise) nous engageons/s'engage à sélectionner X% (ou X Tonnes Métriques) de notre/de son coton en tant que 'coton plus durable' d'ici à 20XX." "Un coton plus durable comprend (liste des standards concernés ci-joint: ex: Better Cotton, coton recyclé et Coton Bio)."	En achetant les produits en coton de XXX [nom de votre entreprise], vous soutenez la production durable du coton au travers de la Better Cotton Initiative.	Better Cotton forme les producteurs à utiliser l'eau de manière efficace, à prendre soin de la santé du sol et des habitats naturels, à réduire l'utilisation des produits chimiques les plus nocifs et à mettre en oeuvre les principes de travail décent.	Better Cotton forme les producteurs à prendre soin de leur environnement et à mettre en oeuvre les principes du travail décent.
German					
Wir sind stolze Mitglieder der Better Cotton Initiative (BCI).	Wir [Name] arbeiten mit der Better Cotton-Initiative zusammen, um den Baumwollanbau weltweit zu verbessern.	Wir (oder Name der Organisation) haben uns dem Ziel verschrieben, bis 20XX X% (oder X Tonnen) unserer Baumwolle als 'nachhaltigere Baumwolle' zu beziehen. 'Nachhaltigere Baumwolle' bezieht sich dabei auf die folgende Standards: Better Cotton, recycelte Baumwolle und Bio-Baumwolle).	Durch den Kauf von Better Cotton-Produkten von XXX [Ihr Firmenname] unterstützen Sie eine nachhaltige Baumwollproduktion über die Better Cotton-Initiative.	Die Better Cotton Initiative (BCI) bildet Landwirte darin aus, Wasser effizient zu nutzen, Gesundheit von Böden und natürlichem Lebensraum zu respektieren, schädliche Chemikalien zu reduzieren und menschenwürdige Arbeit zu achten.	Die Better Cotton Initiative (BCI) bildet Landwirte darin aus, die Umwelt zu respektieren und menschenwürdige Arbeit zu achten.

6.1 Basic Claims

We are proud Members of Better Cotton.	We [or brand name] partner(s) with Better Cotton to improve cotton farming globally.	'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as 'more sustainable cotton' by 20XX.' 'More sustainable cotton' includes (list standards covered here: e.g., Better Cotton, recycled cotton and Organic Cotton).	By buying cotton products from XXX [your company's name], you're supporting responsible cotton production through Better Cotton.	Better Cotton trains farmers to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals and implement the principles of decent work.	Better Cotton trains farmers to care for the environment and implement the principles of decent work.
Italian					
Siamo fieri di essere membri della Better Cotton Initiative (BCI)	Collaboriamo / (o nome della marca) collabora con la Better Cotton Initiative al fine di migliorare la produzione del cotone nel mondo.	Ci impegniamo / (o nome dell'azienda) si impegna a selezionare X% (o X tonnellate) del nostro/suo cotone come 'cotone più sostenibile' entro il 20XX'. 'Cotone più sostenibile' include (si prega di elencare qui gli standard a cui si aderisce, per esempio Better Cotton, cotone riciclato e Organic Cotton)	Acquistando prodotti di cotone da XXX [nome della vostra azienda], promuovete una produzione più responsabile del cotone attraverso la Better Cotton Initiative.	La BCI educa gli agricoltori all'uso efficiente dell'acqua, alla tutela del suolo e degli habitat naturali, alla riduzione dell'uso dei pesticidi più pericolosi e all'attuazione dei principi del lavoro dignitoso.	La Better Cotton Initiative (BCI) educa gli agricoltori alla tutela dell'ambiente e all'attuazione dei principi del lavoro dignitoso.
Spanish					
Estamos orgullosos de ser miembros de Better Cotton Initiative (BCI).	Nosotros colaboramos con Better Cotton Initiative para mejorar la producción de algodón a nivel mundial.	Estamos (o nombre de la organización) comprometidos a obtener X% (o X MT) de nuestro algodón como 'algodón más sostenible' para el 20XX. 'Algodón más sostenible' incluye (enumere los estándares aquí cubiertos: p. ej. Better Cotton, algodón reciclado y algodón orgánico).	Al comprar productos de algodón de XXX [nombre de su compañía], usted está apoyando la producción responsable de algodón a través de Better Cotton Initiative.	BCI capacita a los agricultores en la utilización eficiente del agua, en el cuidado del suelo y hábitats naturales, en el uso reducido de los productos químicos más nocivos y en promover un trabajo decente.	Better Cotton Initiative (BCI) capacita a los agricultores en el cuidado del medio ambiente e implementación de los principios del trabajo decente.

6.1 Basic Claims

We are proud Members of Better Cotton.	We [or brand name] partner(s) with Better Cotton to improve cotton farming globally.	'We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as 'more sustainable cotton' by 20XX.' 'More sustainable cotton' includes (list standards covered here: e.g., Better Cotton, recycled cotton and Organic Cotton).	By buying cotton products from XXX [your company's name], you're supporting responsible cotton production through Better Cotton.	Better Cotton trains farmers to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals and implement the principles of decent work.	Better Cotton trains farmers to care for the environment and implement the principles of decent work.
Portuguese					
Nós somos membros orgulhosos da better Cotton Initiative (BCI).	Nós somos parceiros da Better Cotton Initiative para melhorar o cultivo do algodão em todo mundo. / [company name] é parceira da Better Cotton Initiative para melhorar o cultivo do algodão em todo mundo.	Nós estamos comprometidos a obter X% (ou X MT) do nosso algodão como "algodão mais sustentável" até 20XX.' 'Algodão mais sustentável' inclui (lista de padrões cobertos aqui: por exemplo, Better Cotton, algodão reciclado e Algodão Orgânico). / [company name] está comprometida a obter X% (ou X MT) do nosso algodão como "algodão mais sustentável" até 20XX.' 'Algodão mais sustentável' inclui (lista de padrões cobertos aqui: por exemplo, Better Cotton, algodão reciclado e Algodão Orgânico).	Ao comprar produtos do algodão da XXX [company name], você está apoiando a produção responsável de algodão através da Better Cotton Initiative (BCI).	BCI capacita agricultores para usar a água eficientemente, para cuidar da saúde do solo e dos habitats naturais e promover o trabalho decente.	BCI capacita agricultores para cuidar do ambiente e implementar os princípios de trabalho decente.

6.2 On-Product Mark supporting claims

By choosing our cotton products, you're supporting our investment in Better Cotton's mission	This product is sourced via a system of mass balance and therefore may not contain Better Cotton
Chinese (Mandarin)	
选择我们的棉制产品，就是选择支持我们对良好棉花目标的投入。	本产品通过进销存管理系统采购，所以本产品中可能并不含有良好棉花。
Dutch	
Door katoenproducten te kiezen van ons, steunt u onze investering in de missie van Better Cotton	Dit product is ingekocht via een mass balance systeem en bevat daardoor mogelijk geen Better Cotton
French	
En choisissant nos produits en coton, vous soutenez notre engagement dans la mission de Better Cotton	Ce produit est approvisionné via un système de bilan de masse et est donc susceptible de ne pas contenir de Better Cotton
German	
Mit dem Kauf dieses Produkts unterstützen Sie unser Investment in die Mission von Better Cotton.	Dieses Produkt wurde über ein Massenbilanzsystem bezogen und enthält möglicherweise kein Better Cotton.
Italian	
Scegliendo i nostri prodotti in cotone, state supportando il nostro contributo alla missione di Better Cotton.	Questo prodotto e' stato procurato attraverso un sistema di bilancio di massa, per cui potrebbe non contenere Better Cotton.
Spanish	
Al elegir nuestros productos de algodón estás apoyando nuestra inversión en la iniciativa Better Cotton	Este producto es obtenido mediante un sistema de balance de masas por lo que puede no contener Better Cotton
Portuguese	
Ao escolher nossos produtos de algodão, você está apoiando nosso investimento na missão da Better Cotton	Este produto é obtido por meio de um sistema de balanço de massa e, portanto, pode não conter algodão Better Cotton

7.1 Our logo

Only Better Cotton Members and Partners are authorised to use the logo in marketing collateral.

Use of the Better Cotton logo and URL falls into the category of 'Basic Claims' when used via any channel, excluding on or associated with products. (For use of the Better Cotton On-Product Logo on or associated with products, see section 'On-Product Mark' **pages 13-21**.)



7.1.1 Standard Better Cotton Logo

All rules in this section of the document are applicable to all logo types.

When used in marketing and communications collateral as a Basic Claim (excluding business cards and e-mail signature use), the standard Better Cotton logo must be used.

[Downloads here](#)



7.1.2 Better Cotton Member Logo

When used on business cards and e-mail signatures, the '**Better Cotton Member**' logo must be used.

Request logo by emailing claims@bettercotton.org.



BetterCotton.org/MassBalance

7.1.3 Better Cotton On-Product Logo

When used on or associated with a product, the '**Better Cotton On-Product Logo**' logo must be used.

Request logo and check eligibility by emailing claims@bettercotton.org.

7.2 Clearspace

For maximum impact, our logos should always be prominent and legible.

The clearspace gives our logos enough room to make this impact, and not be compromised by other design elements.

The bowl of the big “b” in our logo is used to define the clearspace zone. No text, imagery or graphic element should enter this space.

This is the minimum clearspace. Wherever possible, leave more.



When used as an On-Product Mark and therefore in conjunction with supporting claims, the clearspace minimum requirement is reduced, as per this illustration. No text, imagery or graphic element should enter this space. This rule only applies to On-Product Mark supporting text claims.



7.3 Misuse

Our logo must always be used consistently and correctly to provide maximum impact.

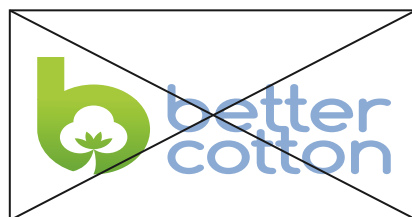
Here are eight illustrations of incorrect ways to apply our logo.

To minimise incorrect logo use, always use the master logo artworks supplied, and never try to recreate our logos yourself.



Reconfiguration

Never reconfigure our logo.



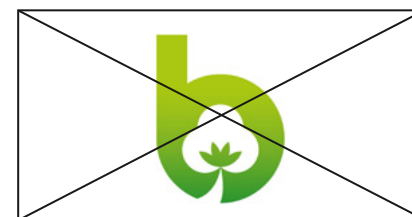
Non-proportional scaling

Never stretch or distort our logo in any way,



Outlines

Never put a stroke or outline on our logo.



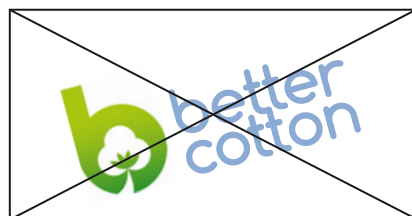
'b' portion of the logo

Never use the 'b' iconic portion of the logo on its own, *unless* the complete logo also appears somewhere else on the same document / product. See page above for examples.



Colours

Never change the colours on our logo.



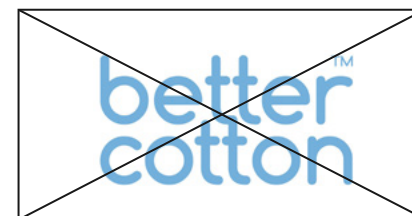
Rotation

Never rotate our logo,



Drop Shadows

Never apply an obvious drop shadow to our logo.



Better Cotton type portion of the logo

Never use the Better Cotton type portion of the logo on its own



Front

Back

7.4 Colours, sizing and backgrounds

7.4.1 Colours

The Better Cotton logo can be used in black, white or full colour.

7.4.2 Colour Priorities

The preference is always for the full colour logo to be used where this does not compromise the design aesthetic.

When used alongside the whiteout or black version of other logos, the corresponding colour of Better Cotton logo should be used.



7.4.3 Sizing

The minimum sizing for print is 17mm width. For digital use, when used on the same packaging or document as the logos of other sustainability standards or identity cottons, the logo should be scaled correspondingly.



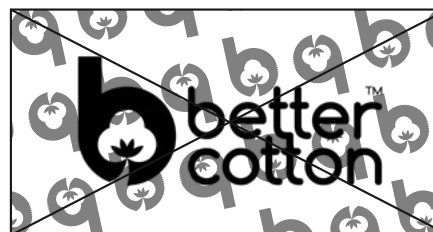
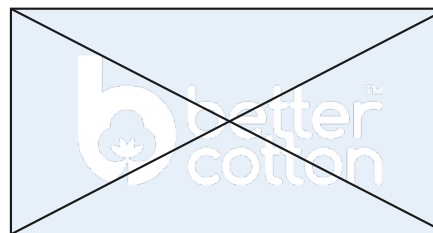
7.4 Colours, sizing and backgrounds

7.4.4 Backgrounds

For legibility purposes, our logo should always be used on high contrast backgrounds and never on patterned backgrounds.

The examples on the left hand side show backgrounds that offer poor contrast for the selected logo. These should be avoided in favour of backgrounds that offer higher contrast (like those on the right hand side).

Never use the full colour logo on a photographic background.



7.5 Boxed with text

For On-Product Mark use, members are free to create their own artworks using the guidance in this document, but may wish to use a ready formatted artwork.

Boxed logo and text may be used in on any colour background, however, the inside of the tab must remain white or inline with the 'backgrounds' rules within this document.

Request logo and check eligibility by emailing claims@bettercotton.org.



8.1 Misleading Claims - Monitoring

8.1 Credible Claims and Monitoring

We monitor members' claims in their communications about their commitment and involvement with Better Cotton.

This allows us to:

- 🔗 Advise members how to continuously improve their communications in order to support our mission.
- 🔗 Address any breaches of Better Cotton guidelines in a standardised way, thereby reassuring all members that the community's credibility remains intact.

We use the following activities to implement our Monitoring Protocol for claims:

- 🔗 Using a sampling approach, an audit of Better Cotton Members' website content takes place annually.
- 🔗 Other members notify Better Cotton where any false or questionable claims are suspected.
- 🔗 For on-product and Advanced Claims, Retailer and Brand declarations on the Better Cotton Platform are monitored.

Our monitoring protocol includes resolution procedures for suspensions and withdrawals for misuse.

Warning and Corrective Action Plan issued

If a member's communications are in breach of the Better Cotton Claims Framework, an official warning and Corrective Action Plan may be issued. No further claims will be approved by Better Cotton until the Corrective Action Plan is complete.

Suspension

If the agreed upon Corrective Action Plan is not completed by the member within 30 days of

receiving the formal warning, members are given a further 30 days to complete the Corrective Action Plan during a suspended membership. Further actions may be required. Access to the Better Cotton Platform is suspended during this period. No further claims will be approved by Better Cotton until the Corrective Action Plan is complete.

Expulsion

A member may be expelled when the communications are not removed or corrected by the member within 60 days of the suspension. The Better Cotton Claims Framework is governed by:

- 🔗 [The BCI Code of Practice](#)
- 🔗 [The BCI Terms of Membership](#)
- 🔗 [The BCI Monitoring Protocol](#)

8.2 Misleading Claims - Protocol

8.2.1 Claims Monitoring Protocol

Better Cotton monitors the steps to be followed by members before claims are approved and once claims are published. Members are obliged to request approval for all consumer-facing claims. Better Cotton has resolution procedures to address the use of any misleading claims, on-product or otherwise. Should members publish claims in breach of the Claims Framework, or no longer fulfil the On-Product Mark eligibility criteria, they may receive an official warning and Corrective Action Plan from the Better Cotton, depending on the severity of the Claims Framework breach. The warning will state in what respect the member has breached requirements, and will outline corrective actions or consequences, to be agreed upon with the member depending on the nature of the breach. Failure to comply with corrective action plans may result in suspension or expulsion.

Examples of potential breaches include but are not limited to:

- ⚡ A member not sourcing Better Cotton as per the minimum sourcing requirements to make the desired claim
- ⚡ A member not paying Volume Based Fees
- ⚡ Unapproved and incorrect use of the On-Product Mark
- ⚡ Unapproved claims which suggest physically traceable Better Cotton
- ⚡ Unapproved and misleading language with regards to the Better Cotton Standard System
- ⚡ Unapproved and misleading use of Better Cotton data
- ⚡ Unapproved and misleading use of Impact Claims



Better Cotton exists to help cotton communities survive and thrive, while protecting and restoring the environment

For claims enquires, contact claims@bettercotton.org.