

Global Consistency in Certification: Bridging Standards, Assurance, and Compliance

Thursday 19 June: 14:45-15:30

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With Speakers:



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Moderator:

What is a certification scheme?

A clearly defined framework that establishes criteria, processes and procedures that verify a product, process or system meets certain requirements.

Whereby



Compliance is independently verified by a third-party certification body (a verifier not associated with Better Cotton)



Certification bodies conducting conformity assessments are accredited to international standards or equivalents.



The scheme is credible, transparent and accessible.

Moving to a Certification Programme: framing and recap

The Empowering Consumers for the Green Transition Directive was adopted by the EU Council in March 2024, which aims to protect consumers from misleading product marketing information and 'greenwash'.

The directive will ban:

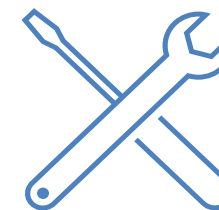
Vague or unsubstantiated sustainability claims such as:



Sustainability labels not backed by an independent certification scheme or operated by a public authority.



New regulations on product reparability and durability.



Who are we certifying?



FARMERS

to ensure cotton is produced to deliver sustainability improvements at the field level



PRINCIPLES & CRITERIA

all farmers/production units assessed by certification bodies



SUPPLY CHAIN

to ensure chain of custody integrity is maintained for physical Chain of Custody models



CoC STANDARD

all supply chain organisations **buying or selling Physical (Traceable) Better Cotton** assessed by certification bodies



BRANDS

to ensure labels are only on products containing Physical (Traceable) Better Cotton



CoC STANDARD

*all brands using the **BCI Content Label** on products for consumers assessed by certification bodies*

The Emojis of Certification

Scheme Owner



Certification Body



Accreditation Body



**Programme/Implementing
Partner**



Producer/Auditee



Session Objectives

- What role does certification play in meeting sustainability objectives
- The challenges and benefits of certification
- How can we achieve global alignment
- How can different stakeholders work together to achieve these objectives