



Claims Framework

Version 4.1 – 31 October 2025

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Version History

This Claims Framework enters into force on the date of its publication and replaces the Claims Framework version 4.0.

Responsibility for the Claims Framework is held by the BCI Secretariat. Readers shall use the latest copy of this (and any other related documents). Any discrepancies between copies, versions or translations shall be resolved by reference to the definitive version of the requirements maintained on the BCI website at www.bettercotton.org.

Version No	Date	Comments
On-Product Mark User Guide	October 2015	Launch of On-Product Mark and User Guidance.
Claims Framework Version 1.0	January 2017	Publication of Claims Framework version 1.0.
Claims Framework Version 1.1	June 2018	Update to Claims Framework version 1.0.
Claims Framework Version 2.0	November 2019	Full revision & publication of Claims Framework version 2.0.
Annexe v2.0	July 2021	Annexe to Claims Framework version 2.0 with implementation guidance.
Claims Framework Version 3.0	December 2021	Full revision & publication of Claims Framework version 3.0.
Claims Framework Version 3.1	July 2023	Update to Claims Framework version 3.0.
Annexe v3.1	January 2024	Annexe 3 for 'Traceability Sourcing Claims' to Claims Framework version 3.0.
Claims Framework Version 4.0	January 2025	Full revision & publication of Claims Framework version 4.0.
Claims Framework Version 4.1	October 2025	Updates to Claims Framework version 4.0 for organisational rebrand; revisions for clarity including further guidance & specifications.



Interpretation

English is the official language of the Claims Framework. In the case of any inconsistencies between versions, reference shall be made to the English version.

Verbal forms for the expression of provisions (adapted from ISO/IEC Directives Part 2: “Rules for the structure and drafting of International Standards”):

- “shall” indicates requirements strictly to be followed to conform to the requirements.
- “should” indicates that among several possibilities one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required.
- “may” indicates a course of action permissible within the limits of the document.
- “can” is used for statements of possibility and capability, whether material, physical or causal.

Disclaimer

The review and approval of any Claims referred to in this Claims Framework or any communications related thereto (‘Communications’) and the provision of legal advice towards its Members, Certified Organisations or other stakeholders is neither an obligation nor a statutory task and objective of BCI. BCI shall and will review and, as relevant, approve each Communication only to determine whether they are in line with the Claims Framework. Neither the Claims Framework and its provisions, nor any granting or rejection of approvals, any suggestions, any requested adjustments, deletions and/or additions, and/or any comments or statements by BCI on any Communications, be it prior to, in the course of or after the approval process, and regardless of whether issued towards the main Claims contact of an organisation, or any director, employee or representative of an organisation, or any third party (‘Communications-related Statement’), constitute legal review and/or advice. It is each organisation’s sole, own responsibility to ensure that any Communication that is put into use is in compliance with any and all applicable law (including all laws, statutes, regulations, by-laws, mandatory codes of conduct and mandatory guidelines) to the Communications and/or their use, including, without limitation, any and all provisions on unfair competition, business conduct, marketing communication, Claims, in particular sustainability Claims, and Product labelling applicable in the territory in which the Communication will be used. It is incumbent upon each organisation, and BCI encourages, to seek legal advice from qualified legal counsel for each territory where a Communication will be used, particularly in cases of doubt.

Accordingly, except in cases of fraud, gross negligence or wilful misconduct, any and all liability of BCI towards each organisation in relation to any Communications and any Communications-related Statements is – to the extent legally possible – excluded. In particular, BCI shall not be liable for any indirect, incidental, special, punitive, exemplary, or consequential damages, including without limitation damages for loss of profits, loss of revenue, reputational loss, contractual penalties, fines imposed by statutory bodies and authorities, costs for warning letters or legal assistance, and costs and other expenses that third parties may Claim compensation or refund for in relation to the Communications and/or the Communications-related Statements, even if BCI is advised of the possibility of any such damages.

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Glossary

‘Audit’ means a process to assess an organisation’s conformance and implementation of a set of requirements performed by a Certification Body.

‘B2B Label’ means the BCI Cotton Label used at the Product-Level for eligible Products containing Physical BCI Cotton that are not Final Products or destined for sale to end Consumer. Products with the B2B Label are used by certified Supplier/Manufacturer Members. Please refer to the [B2B Label & Logo Use Guidelines](#) for B2B Label and Logo requirements, illustrations and user guidance.

‘B2C Label’ means the BCI Cotton Label used at the Product-Level for eligible Final Products containing Physical BCI Cotton. Final Products with the B2C Label are used by certified Retailer/Brand Members, or Non-Certified Third Parties. Please refer to the [B2C Label Design & Logo Use Guidelines](#) for B2C Label requirements, illustrations and user guidance.

‘BCI’ means the Better Cotton Initiative, a membership organisation registered in Switzerland.

‘BCI Cotton’ means cotton produced by BCI Farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.

‘BCI Cotton Label’ means a label used at the Product-Level to indicate that a Product contains Physical BCI Cotton. This can be either in the form of the B2C Label or the B2B Label used by certified RB Members or certified SM Members respectively.

‘BCI Platform’ or **‘BCP’** means the BCI online system for tracking the purchase and sale of BCI Cotton. The BCP is used only by BCI and registered organisations that buy, sell or source BCI Cotton.

‘BCP Number’ means the relevant identification number for use of the BCP that is referenced on the Scope Certificate which consists of eight digits in the format XXXXXXXX-X (e.g. 1234567-8). This number is used to verify an organisation’s Certification status and conformance with the CoC Standard.

‘BCI Standards’ means one or more normative documents that comprise the BCI Standard System including the Principles and Criteria, the CoC Standard and the Claims Framework.

‘Certification’ means the process by which a business or service is evaluated and verified by a Certification Body as being in conformity with the requirements of the BCI Standards. Certification results in the issuance of a Scope Certificate.

‘Certification Body’ or **‘CB’** means an independent third-party responsible for assessing and verifying whether a Product, process, business, or service complies with the requirements of the BCI Standards. Certification Bodies conduct Audits, issue certificates, and monitor ongoing conformity to the standard.

‘Certification Logo’ means the logo that signifies an organisation’s conformance with the BCI Standards and Certification. It shall be used exclusively by Certified Organisations, in accordance with the requirements outlined in the B2C Label Design & Logo Use Guidelines and/or the B2B Label & Logo Use Guidelines, as applicable.

‘Certified Organisation’ means an organisation that has completed a successful Audit and has been awarded Certification and issued a Scope Certificate by a Certification Body.

‘Channel’ means any medium or platform for communication through which a Claim is made, including but not limited to Claims made at the point of sale, whether digital (e-commerce Product page) or print (in-store, physical product packaging including hang tags or labels); Product advertisements whether print or online including Product catalogues, customer newsletters, social media; and sustainability reports and web pages.

‘Claim’ means any explicit or implicit communication, statement or assertion made in writing; by using imagery including, but not limited to, logos; or by any other means including weblinks or QR codes made by an organisation on any Channel which relates to BCI or the BCI Standards and includes all Claims outlined in this Claims Framework.

‘Claims Monitoring and Assurance Procedures’ means the [document](#) that outlines BCI’s key processes governing Claims monitoring, submissions and approvals, and the detection of Nonconforming Claims as well as how these are addressed, including the suspension and withdrawal of permissions to make Claims.

‘Claims Training’ means the mandatory BCI Claims Training webinar for Retailer/Brand Members that shall be completed prior to submitting a Claim for review to BCI. Details are available on myBCI.

‘CoC Standard’ means the BCI Chain of Custody Standard available on the BCI website.

‘Consumer’ means an individual who purchases a Final Product for their own use.

‘Controlled Blending’ means the chain of custody supply chain model that allows the mixing of Physical BCI Cotton and non-BCI Cotton within a production batch. The BCI Cotton Label cannot be used on any Products sourced via Controlled Blending.

‘Farmer’ means persons of any gender, background and identity and any member of households or family who share cotton farming duties. Tenants and sharecroppers are also considered Farmers if they share input costs and are primarily responsible for cotton production practices.

‘Final Product’ means a Product that will be sold to a Consumer in its current state as it has completed all stages of production and manufacturing and is in its final form, ready for sale or distribution to the end Consumer for use as an end-use (final) Product.

‘Final Product Component’ means a main product component included within a Final Product that is easily identifiable by end-users. Examples include outer fabric, lining and outer panelling.

‘Independent Assessment’ means the process by which a third-party individual or organisation assesses the conformity of an RB Member’s annual cotton fibre consumption measurement against BCIs requirements and guidance. More information is available on the [BCI website](#).

‘In-Store Signage’ means any visual display or graphic material used within a physical retail store to convey information to Consumers. Examples include but are not limited to printed or digital banners, posters, displays, and window decals.

‘Marketing Toolkit for Retailer and Brand Members’ means the toolkit for RB Members that provides guidance for marketers on how to use the Claims contained in the Claims Framework in a way that is effective for the audience and remains credible and in line with the requirements contained in this Claims Framework.

‘Mass Balance BCI Cotton’ means any cotton (after ginner level) which is bought or sold under the BCI Mass Balance Chain of Custody model.

‘Member’ means a company or organisation that has applied for and been approved as a Member of BCI. A full list of Members is available on the BCI website.

‘Member Logo’ means the BCI logo that Members can use to communicate their BCI membership. The Member Logo is illustrated in the B2C Label Design & Logo Use Guidelines and/ or the B2B Label & Logo Use Guidelines. The Member Logo artwork can be accessed directly via myBCI.

‘Membership Documents’ means the Member Code of Practice, the Terms of Membership, the Member Monitoring Protocol and any other document containing membership requirements.

‘myBCI’ or **‘Portal’** means the online Portal available to Members only that is used to submit Claims for review by BCI. Requests to access the Portal can be made to helpdesk@bettercotton.org.

‘Non-Certified Third Parties’ means a company who is not a Member or a Certified Organisation but who sells the Final Products of certified RB Members which is eligible for e-commerce B2C Label use.

‘Nonconforming Claim’ or **‘NCC’** means any Claim that is not in conformance with this Claims Framework or with any applicable national law or regulations.

‘Non-Member BCP Supplier’ means a Supplier/Manufacturer that has access to the BCP for the purchase and sale of Physical BCI Cotton or Mass Balance BCI Cotton, which is not a Member.

‘Organisational Claims’ means any statement, logo use, or communication related to the overall practices, achievements, or commitments of an organisation to BCI. These Claims may not be made at the Product-Level.

‘Physical BCI Cotton’ means cotton produced by BCI Producers and traded under the Physical CoC Models.

‘Physical CoC Models’ means a supply chain model that tracks physical movement of Physical BCI Cotton through the supply chain. These models are made up of Segregation Single Country, Segregation Multi-Country and Controlled Blending only.

‘Physical Segregation’ means a segregated supply chain model that tracks physical movement of Physical BCI Cotton through the supply chain. These models are made up of Segregation Single Country and Segregation Multi-Country as outlined in the CoC Standard.

‘Point of Purchase’ means an area in a physical retail store where transactions occur, and shoppers purchase their items. For example, at the cash register or till.

‘Principles and Criteria’ or **‘P&Cs’** means the BCI farm-level standard for cotton production. It defines environmental, economic, and social requirements that all Producers and/or Farmers must meet to become certified to sell their cotton as BCI Cotton. The P&Cs are available on the [website](#).

‘Producer’ means an individual, group, or entity that holds a valid license or Certification to grow and supply BCI Cotton in accordance with the Principles and Criteria.

‘Product’ means the physical goods that result from each stage of production. These may include Final Products or Unfinished Goods.

‘Product-Level’ means any Claim that is either physically apposed, attached or in close proximity to a Product or used directly or in connection with the sale of a Product or range of Products. This definition is not Channel specific and includes any Claim which relates to, or may influence the purchase of, a Product or range of Products and includes e-commerce promotion.

‘Retailer/Brand’ means an organisation involved in the sourcing, distribution, or sale of cotton-containing Final Products. This includes brands that design and develop Final Products, which may be sold directly to Consumers or through retailers, as well as retailers that offer such Products through their own sales Channels.

‘Retailer/Brand Central Function’ means the main site or headquarters that is responsible for the operations of a Retailer/Brand. Activities performed at the central function may include Product development, buying, supply chain management, marketing, sales and administration.

‘Retailer/Brand Member’ or **‘RB Member’** means a Member that is a Retailer/Brand.

‘Scope Certificate’ means a document issued by a Certification Body that verifies an organisation’s conformance with either the Principles and Criteria or the CoC Standard.

‘SM Member with RB Activity’ means an SM Member which also operates as a Retailer/Brand and is paying a Volume-Based Fee on the Retailer/Brand portion of their BCI Cotton sourcing.

‘Supplier/Manufacturer’ means any business-to-business (b2b) organisation that operates for-profit activity within the cotton supply chain, from buying and selling to processing which is beyond the farm-gate and before the Retailer/Brand. This excludes middlemen, sourcing agents and brokers.

‘Supplier/Manufacturer Member’ or **‘SM Member’** means a Member that is a Supplier/Manufacturer.

‘Tier 1 Supplier’ means a direct supplier to an organisation, typically involved with the provision or manufacturing of Final Products.

‘Trade Mark Sub License Agreement’ means the formal agreement that grants a certified Member Organisation the right to use the BCI trade marks for the purposes of the BCI Cotton Label in accordance with the terms and conditions set forth therein.

‘Trim’ means a material added to a Final Product that is separate to the main fabric or component of a product serving a decorative or functional purpose such as buttons, zippers, embroidery, labels, edgings, trimmings, interfacing, decorative accessories, embellishments, waistband, stitching and threading.

‘Unfinished Good’ means a Product or material that has undergone some level of processing but has not yet reached the final stage in the manufacturing process. An Unfinished Good is typically in an intermediate state, requiring further processing, assembly, or transformation to become a Final Product.

‘Volume-Based Fee’ means the fee paid by Retailer/Brand Members or SM Members with RB Activity calculated based on the total amount of BCI Cotton sourced and recorded in the BCP.

Any other defined terms included herein, if not otherwise defined, follow those contained in the [Better Cotton Chain of Custody v1.0 Terminology and Definitions](#). If there are inconsistencies in any of the definitions in these documents, those contained herein shall prevail.

I

OVERVIEW

1.1 Introduction

The Claims Framework has been established to allow relevant stakeholders to communicate about their involvement with BCI in a way that is transparent, meaningful and protects the credibility of the programme. In this way, the Claims Framework enables BCI Members, Certified Organisations and other relevant stakeholders to make credible Claims about their involvement with BCI by setting forth the requirements to do so. The Claims Framework forms part of the BCI Standard System. To learn more about the BCI Standard System, please visit our [website](#).

BCI does not require Members or Certified Organisations to make Claims. All Claims are voluntary and the responsibility for claims lies with the organisation making the claim. Members must however adhere to the Claims Framework in addition to any requirements held in any Membership Documents. Certified Organisations eligible to make Claims must also adhere to any applicable requirements in this Claims Framework.

Minor revisions may be made to the Claims Framework, annually, to ensure requirements are fit for purpose, in line with industry best practice and applicable legislative requirements. Full revisions to the Claims Framework occur at a minimum every 5 years, in line with requirements in [ISEAL's Code of Good Practice for Sustainability Systems](#) ('ISEAL Code'). BCI reserves the right to make substantive changes to the Claims Framework as necessary, at any point in time, to reflect evolving regulatory requirements or legal advice received.

Guidance Box 1

The guidance in this document is based on BCI's experience and interpretation of current legislation, industry best practice and expert advice received. The review, granting of approvals, rejections and/or suggestions for Claims made by BCI does not constitute legal advice. The choice to make Claims, and the responsibility to ensure they conform with relevant laws and regulation, lies with the organisation making the Claim. A Claim maker's approach to sustainability Claims should be reviewed by their legal advisors.

1.2 Scope & Application

This Claims Framework contains eligibility requirements for Claims available to different BCI stakeholder groups who wish to communicate their involvement with the BCI Standard System.

BCI reserves the right to require organisations to withdraw from all applicable Channels any Claims made that do not conform with this Claims Framework or, as appropriate, signal to the relevant Certification Body when a Claim made by a Certified Organisation does not conform. These include Claims that may be technically in line with this Claims Framework but that are used in a context that would render the Claim misleading, leave too much room for interpretation or whose nature could put the credibility or reputation of BCI in disrepute.

1.3 Claims Review Process

BCI has an internal review process to ensure Claims remain consistent, credible and in accordance with this Claims Framework.

- 1.3.1** BCI requires that all Claims covered by this Claims Framework, as well as any additional messaging about BCI outside of its scope, made by RB Members shall be reviewed by the BCI Claims team prior to use, unless stated otherwise herein.
- 1.3.2** RB Members shall submit all Claims via myBCI and will receive the outcome of the review process within a maximum of ten (10) working days after the Claim has been received, unless otherwise communicated to the Member by BCI. BCI will advise the Member if any amendments to Claims submissions are required prior to their use. Where possible, a Claim

should be submitted for review with all relevant context. Each individual artwork must be reviewed by BCI, except for repeat artworks with updated Product titles. BCI reserves the right to reject Claims submissions at its discretion, such as when Claims are used in a context that would render the Claim misleading, leave too much room for interpretation or whose nature could put the credibility or reputation of BCI in disrepute.

Guidance Box 2

RB Members shall submit their Claims to BCI via [myBCI](#). Detailed instructions and guidance on submitting Claims are available on [myBCI](#). To learn more about BCI's Claims review process, please see the BCI Claims Monitoring and Assurance Procedures document available on the [BCI Website](#).

- 1.3.3** For other organisation types, Claims are deemed to be conformant if they meet the applicable requirements outlined in this Claims Framework. Any Claims that fail to meet these requirements will be considered Nonconforming Claims (NCCs). BCI reserves the right to request offending organisations to remove NCCs, make amendments, and/or to pursue legal action against any organisation who engages in making NCCs. Additionally, BCI may implement a formal Claims approval process for organisations found to be making NCCs.
- 1.3.4** Upon receipt of a valid Scope Certificate and signature of the Trade Mark Sub License Agreement, certified SM Members and RB Members will receive access to artwork for the BCI Cotton Label and BCI Certification Logo from their CB. The first use of the BCI Cotton Label by certified RB and SM Members must be reviewed by the organisation's CB to ensure that the artwork is in line with the applicable version of the Claims Framework and all associated guidelines. If the artwork does not conform with the relevant documents, the CB must alert the organisation of these issues and require them to re-submit their corrected artwork for review. Once the artwork is deemed in line with BCI's guidelines, SM Members may begin to use the BCI Cotton Label. RB Members shall continue to submit their BCI Cotton Label artworks to BCI for review. Packaging, promotional materials, and any other Claims should not be finalised or printed before express approval is granted by the CB.

1.4 Assurance and Monitoring

Producers, businesses and consumers alike depend on the integrity of BCI Claims as trusted mechanisms that connect improved practices at the farm with market demand.

BCI oversees the use of all Claims and its trade marks in line with our Claims Monitoring and Assurance Procedures and the ISEAL Code. This includes proactive monitoring for both the use of trademarks and the BCI Cotton Label across all Channels, including physical or in-store Product packaging, online Product pages and any promotional or marketing material.

BCI uses market surveillance and web-crawlers to detect Claims which do not conform with the Claims Framework, in addition to conducting transaction reviews on the BCP and receiving trade mark watch reports on its registered trademarks.

In addition to BCI's internal monitoring and assurance procedures, third party monitoring for Certified Organisations is carried out by CBs. During Audits, CBs assess the organisation's conformance with the Chain of Custody Standard, which includes a review of the organisation's Claims to ensure that they are in line with the requirements of the Claims Framework and any related guidance.

Additionally, organisations shall complete and submit an annual self-assessment to their CB using the template provided by BCI. This template includes a section regarding whether the organisation is meeting the requirements of the Claims Framework. Further information on Audits and self-assessments can be found in the BCI Chain of Custody Standard Monitoring and Certification Requirements document.

To learn more about BCI's Claims assurance and monitoring process, please see the BCI Claims Monitoring and Assurance Procedures document available on the [BCI Website](#).

1.5 Nonconforming Claims

BCI reserves the right to categorise nonconformity with this Claims Framework as a Nonconforming Claim (NCC), which may be classified as minor, major, or critical depending on the nature and severity of the infraction. BCI reserves the right to request offending organisations to remove NCCs, make amendments, and may institute a corrective action plan for organisations found to be making NCCs. NCCs include but are not limited to the improper use of any BCI Claims contained within this Claims Framework, BCI intellectual property or the implication of members or certified organisations in any forced labour investigations or detentions, or any other activities which may pose reputational risks for BCI.

When made aware of an NCC, BCI will, as relevant, send an official warning and corrective action plan to the relevant organisation. If the corrective action plan is not completed and submitted to BCI within the allotted timeframe contained in the official warning, BCI may, in its sole discretion, decide to take further action which may include suspension of BCI membership, a recommendation to the CB for suspension of certification or the initiation of legal proceedings. Where BCI deems in its sole discretion that there is no possible corrective action, BCI may proceed directly to the suspension of any rights to make Claims.

BCI reserves the right to conduct regular sampling and review of Claims made by Members with a history of NCCs to ensure compliance with the BCI Claims Framework.

1.6 Trade Mark Sub License Agreements

The 'BCI' and 'BCI Cotton' logos are the exclusive property of BCI Better Cotton Initiative. Both marks are protected internationally by trademark, copyright and other applicable laws. The use of the BCI trade marks without express written permission of BCI Better Cotton Initiative is prohibited. BCI safeguards the use of its name and associated logos to prevent unauthorised, improper or fraudulent use and ensure that organisations eligible to use the BCI trade marks consistently adhere to the applicable requirements set forth in this Claims Framework, the Trade Mark Sub License Agreement and other relevant documents including the B2C Label Design & Logo Use Guidelines and the B2B Label & Logo Use Guidelines.

Certified Members seeking to use the BCI Cotton Label to promote their use of BCI Cotton in Products are required to sign the Trade Mark Sub License Agreement with their CB. This Agreement grants the certified Member a license to use the trade marks for the purposes of a Product label in line with the obligations set forth in the document as well as the Claims Framework and related guidance. This shall be signed directly with the CB immediately after successful completion of the Certification Audit. Access to the label artwork will then be shared by the CB upon the issuance of the certified Member's Scope Certificate.

Certified Organisations that do not intend to use the BCI Cotton Label but intend to use the Certification Logo are not required to enter into a Trade Mark Sub License Agreement.

Members who have not undergone Certification may use the Member Logo without signing a Trade Mark Sub License Agreement. The use of the Member Logo by RB Members is subject to review and authorisation by BCI by submitting artwork for review via myBCI.

1.7 Termination of Use

1.7.1 In line with the requirements set forth in the Membership Documents, organisations who terminate their membership or have their membership terminated by BCI are no longer eligible to use Organisational Claims, which are reserved for Members. In such cases:

- a All Organisational Claims for Members, and particularly those that suggest an organisation is an active BCI Member by using the BCI name and/or logo shall be removed from all Channels, unless they've been included in a published document (e.g. annual sustainability report) for a past period of time or are time bound.

- b. The organisation shall oversee the phase-out of all Product-Level Claims, ensuring that only Products with a BCI Cotton Label approved during a period of valid membership continue to be sold.

1.7.2 Organisations whose Scope Certificate has been suspended, withdrawn, or cancelled are not eligible to use Claims that require Certification. In such cases:

- a. The organisation shall immediately cease using Certification Claims and relevant logos, unless they've been included in a published document (e.g. annual sustainability report) or are time bound.
- b. The organisation shall oversee the phase-out of the use of the BCI Cotton Label, ensuring that only Products with a BCI Cotton Label approved during a period of valid Certification continue to be sold.

Guidance Box 3

In order for a Retailer/Brand to be eligible to undergo Certification, they shall be an RB Member. If their membership is terminated, they will no longer be eligible to access our traceability programme or Certification, or continue to use a B2C Label.

II

ORGANISATIONAL CLAIMS

Organisational Claims refer to any statement, logo, or communication related to the overall practices, achievements, or commitments of an organisation. These Claims are not specific to individual Products but instead relate to the organisation or parts of the organisation. Organisational Claims may be made through various Channels, including company websites, sustainability reports, marketing materials, or other communications. Organisational Claims are split into relevant Claim types according to the stakeholder:

- BCI Members: [Organisational Claims for Members](#) (2);
- Certified Organisations: [Certified Organisation Claims](#) (3);
- Non-Certified, Non-Member BCP Suppliers: [Mass Balance Participation Claims](#) (4);
- Certification Bodies: [Certification Body Claims](#) (5).

2 Organisational Claims for Members

The Claims outlined in this section are referred to as ‘Organisational Claims for Members’ and are designed to support Members to communicate about their participation in the BCI Programme either by:

- Membership Statements (2.2);
- Sourcing Declarations (2.3);
- Farm Results Contribution Claims (2.4); or
- Life Cycle Impact Assessment Results (2.5).

Guidance Box 4

BCI recommends that Members include a URL/QR Code alongside any Organisational Claim (Section 2–5), directing the audience to the [BCI website](#) for further information on BCI.

We also recommend using the ‘Optional Statements’ where relevant to provide the audience with the meaning behind a term used within an Organisational Claim.

Any Claims referring to membership and the payment of membership fees, should be distinct from those referring to certification or the sourcing of BCI (and payment of Volume-Based Fees).

2.1 General Requirements for Organisational Claims for Members

- 2.1.1 The organisation shall be a Member.
- 2.1.2 RB Members shall have completed a Claims Training.
- 2.1.3 Organisational Claims for Members shall not be used at a Product-Level.
- 2.1.4 RB Members shall have their Organisational Claims for Members reviewed by the BCI Claims team prior to publication, unless stated otherwise.
- 2.1.5 Organisational Claims for Members shall only be made across the following Channels:
 - a. Sustainability websites;
 - b. Sustainability and/or annual reports;
 - c. Social media when the content is not related to the sale of a specific Product or range of Products;
 - d. Any other Channel as agreed between the organisation and the BCI Claims team.

2.2 Membership Statements

A Membership Statement enables Members to communicate their commitment to BCI’s mission by highlighting their involvement in the organisation’s membership programme. These are not statements that refer to the sourcing of BCI Cotton but may be used in conjunction with Sourcing Declarations.

- 2.2.1 Membership Statements shall adhere to the following language:
 - a. ‘[We are/Organisation Name is] a [optional: proud] member of the Better Cotton Initiative (BCI™).’

- b. '[We /Organisation Name] partner/s with the Better Cotton Initiative (BCI™) whose mission is to improve cotton farming globally.'
- c. '[We are/Organisation Name is]' committed to contribute to the improvement of cotton farming practices globally through our membership in the Better Cotton Initiative (BCI™).'

2.2.2 A Member may choose to:

- a. Use the Membership Statements independently;
- b. Combine the Membership Statements with the Member Logo;
- c. Use the Member Logo exclusively without any Membership Statement;
- d. Additionally include a URL/ QR code to the [BCI website](#).

2.2.3 The use of any Member Logo shall be in line with the B2C Label Design & Logo Use Guidelines and/or the B2B Label & Logo Use Guidelines.

2.2.4 RB Members may use a Membership Statement and/or the Member Logo on In-Store Signage only at the Point of Purchase provided the proposed use includes a Sourcing Volume Claim (outlined below) and is approved by BCI in its sole discretion.

2.3 Sourcing Declarations

Sourcing Declarations allow Members who source BCI Cotton to communicate their intended and past sourcing efforts to their stakeholders. This can be done using declarations of:

- Sourcing Targets, and/ or
- Sourcing Volumes

2.3.1 Sourcing Declarations

2.3.1.1 RB Members wishing to make Sourcing Declarations shall be up-to-date with their annual cotton consumption calculations and have met the applicable Independent Assessment requirements. All Members, including Very Small RB Members, are required to complete an Independent Assessment to access Sourcing Declarations.

2.3.1.2 Members may make Sourcing Declarations using Sourcing Target Claims or Sourcing Volume Claims in any combination, provided all applicable requirements are met and each declaration adheres to the defined criteria.

2.3.1.3 Any variations to the language of Sourcing Declarations requires prior written approval from the BCI Claims team.

2.3.2 Sourcing Targets

Sourcing Targets allow Members to publish timebound targets for BCI Cotton sourcing as part of their overall raw material sourcing strategies.

2.3.2.1 Sourcing Targets shall adhere to the following language:

- a. '[We are/Organisation Name is] [optional: committed to] sourcing X% of our cotton as BCI Cotton by [insert year].'
- I. **Optional Statement:** 'BCI Cotton is cotton produced by BCI farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.'
- II. **Optional Statement:** under the [Insert type of chain of custody model: 'mass balance', 'controlled blending', 'physical segregation'] chain of custody.'
- b. '[We are/Organisation Name is] [optional: committed to] sourcing X% of our cotton as BCI Cotton [optional: and [insert other cotton sustainability programmes]] by [insert year].'
- I. **Optional Statement:** 'BCI Cotton is cotton produced by BCI farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.'

II. **Optional Statement:** 'Find out more [here](#).'

2.3.2.2 Members that participate in the traceability programme and, for RB Members who have paid the traceability activation fee, the following statement may be made:

- c. '[We are/Organisation Name is] [optional: committed to] sourcing X% of our cotton as Physical BCI Cotton by [insert year].'
- I. **Optional Statement:** 'Physical BCI Cotton is cotton produced by BCI farmers and traded under the physical chain of custody models.'
 - II. **Optional Statement:** 'Find out more [here](#).'

Guidance Box 5

Sourcing Targets could be considered future environmental performance claims depending on the context in which they are used. BCI recommends that Members ensure these Claims are only made when supported by a transparent plan for achieving their targets, and that progress towards targets is reported on a regular basis and are in line with any applicable requirements set out in the EU Unfair Commercial Practices Directive or other relevant applicable legislation.

2.3.3 Sourcing Volumes

Sourcing Volumes are statements which allow Members to report on the volumes of BCI Cotton sourced over a given time period.

2.3.3.1 Sourcing Volumes shall adhere to the following language:

- a. 'In [Insert Year], [we/Organisation Name] sourced X% of our cotton as BCI Cotton.'
- I. **Optional Statement:** 'BCI Cotton is cotton produced by BCI farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.'
 - II. **Optional Statement:** 'under the [Insert type of chain of custody model: 'mass balance', 'controlled blending' 'physical segregation'] chain of custody.'
 - III. **Optional Statement:** 'This represents X kg of lint cotton.'
- b. 'In [Insert timeframe], [we/Organisation Name] sourced X% of the cotton for our [insert Product line] as BCI Cotton.'
- I. **Optional Statement:** 'BCI Cotton is cotton produced by BCI farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.'
 - II. **Optional Statement:** '[Insert type of chain of custody model: 'mass balance', 'physical segregation'] chain of custody.'

2.3.4 Sourcing Volumes by Country of Origin for Physical BCI Cotton

Sourcing Volumes by Country of Origin are a calculation of the amount of Physical BCI Cotton sourced by a Member as a percentage of their total cotton lint consumption for a defined timeframe, broken down by country of origin.

2.3.4.1 Country of Origin Claims shall adhere to the following language:

- a. 'The Physical BCI Cotton we sourced in [insert defined time period] came from [X% from country X, Y% from country Y, etc.] or [country X, country Y].'
- I. **Optional Statement:** 'Physical BCI Cotton is cotton produced by BCI farmers and traded under the physical chain of custody models.'

- 2.3.4.2** Country of Origin Claims shall be made based on the country-level sourcing data available in the BCP.
- 2.3.4.3** Country of Origin Claims shall only be made for volumes sourced through Physical CoC Models.

2.4 Farm Results Contribution Claims

Farm Results Contribution Claims are intended to demonstrate an RB Member's contribution to BCI's impact at the field-level, via their field-level investments, by equating the volumes of BCI Cotton sourced by the RB Member for a given year and the corresponding Volume-Based Fees paid to the BCI field-level results for a given season.

- 2.4.1** An RB Member may request their annual farm contribution results necessary to make Farm Results Contribution Claims from BCI directly through the Portal at the beginning of each calendar year.
- 2.4.2** Farm Results Contribution Claims shall only be made by RB Members for internal or sustainability reporting purposes.
- 2.4.3** Upon issuing the farm contribution results, BCI shall provide the RB Member with an accompanying methodology and guidance document. The RB Member shall adhere to the Claims outlined within this document and shall not make any Claims beyond those specified.
- 2.4.4** If the data provided by BCI is manipulated in any way, or reporting relates to additional contribution factors not provided by BCI, the RB Member shall publish a statement alongside the Claim that states that the data was not provided by BCI and does not relate to the BCI programme.

Guidance Box 6

The context in which Farm Results Contribution Claims are made shall not give the audience the impression that impacts can be traced back to a specific farm, project or country or that they result in an overall benefit or improvement to a product or a product line's sustainability footprint.

2.5 Life Cycle Impact Assessment Results

BCI performs country-level life cycle impact assessments (LCIA) for BCI Cotton production, from the cotton extraction stage until the gin gate. The LCIA metrics that are available for BCI Cotton are:

- Global Warming (CO₂);
- Eutrophication;
- Water Use;
- Abiotic Depletion (fossil fuels).

- 2.5.1** Members may request an LCIA dataset for a given country of production as available directly from BCI through the Portal.
- 2.5.2** Upon issuing the LCIA dataset, BCI shall provide the Member with an accompanying methodology and guidance document. No Claims, statements or uses of the LCIA datasets shall be done outside of what is included in the methodology document.
- 2.5.3** The use of BCI LCIA datasets is optional, and compliance with relevant regulatory requirements or specific voluntary reporting frameworks is the responsibility of the Member.

3 Certified Organisation Claims

Certified Organisation Claims allow Certified Organisations to communicate their participation in the Certification programme and conformance with the BCI Standards.

3.1 General Requirements for Certified Organisation Claims

- 3.1.1 The organisation shall hold a Scope Certificate with their Certification Body.
- 3.1.2 Certified Organisation Claims shall not be used at the Product-Level.
- 3.1.3 The organisation may use the text Claims as standalone Claims or alternatively may use them alongside the applicable Certification Logo. Additionally include a URL/ QR code to the [BCI website](#).
- 3.1.4 RB Members shall obtain approval from the BCI Claims Team prior to publication of the Claim.

3.2 Certified Producer Organisations

- 3.2.1 Organisations certified to the BCI Principles and Criteria are permitted to make the following Claims:
 - a. '[We are/Our farm is/Organisation Name is] certified to the Better Cotton Initiative (BCI™) Standard.'
 - b. '[We are/Our farm is/Organisation Name is] certified to the Better Cotton Initiative (BCI™) Principles and Criteria.'
 - i. **Optional Statement:** '[The BCI Standard /the Principles and Criteria] sets requirements to protect and restore the environment and improve the livelihoods of cotton farming communities.'
 - c. '[We are/Our farm is/Organisation Name is] certified to produce BCI Cotton.'
 - i. **Optional Statement:** 'BCI Cotton is cotton produced by BCI farmers under the BCI Standards or recognised equivalent standards. This includes both Physical BCI Cotton and Mass Balance BCI Cotton.'

3.3 Chain of Custody Certified Organisations

- 3.3.1 Organisations certified to the CoC Standard are permitted to make the following Claims:
 - a. '[We are/Organisation Name is] Better Cotton Initiative (BCI™) Chain of Custody certified.'
 - b. '[We are/Organisation Name is] certified against the Better Cotton Initiative (BCI™) Chain of Custody Standard.'
 - i. **Optional Statement:** 'The Better Cotton Initiative (BCI™) Chain of Custody Standard is the key framework that connects BCI Cotton supply to demand, ensuring its integrity throughout the supply chain.'
 - c. '[We are/Organisation Name is] certified to purchase and sell Physical BCI Cotton.'
 - i. **Optional Statement:** 'Physical BCI Cotton is cotton produced by BCI farmers and traded under the physical chain of custody models.'

4 Non-Certified, Non-Member BCP Suppliers

Non-Certified, Non-Member BCP Suppliers are Suppliers/Manufacturers that are not Members or Certified Organisations. Non-Member BCP Suppliers are limited to buying or selling Mass Balance BCI Cotton. The only Claims that are available to these organisations are Mass Balance Participation Claims which relate to their participation in the Mass Balance Chain of Custody:

4.1 Mass Balance Participation Claims

- a. '[We are/Organisation Name is] authorised to buy and sell Mass Balance BCI Cotton.'
 - i. **Optional Statement:** 'Mass Balance BCI Cotton is any cotton (after ginner level) which is bought or sold under the BCI mass balance chain of custody model.'
- b. '[We/Organisation Name] supply Better Cotton Initiative (BCI™) Claim Units [BCCUs] for Mass Balance BCI Cotton.'
 - i. **Optional Statement:** 'A Better Cotton Claim Unit (BCCU) is a unit of measurement used for orders under the mass balance chain of custody, representing 1 kg of Mass Balance BCI Cotton lint sourced from a participating BCI ginner. BCCUs quantify the volume of Mass Balance BCI Cotton in the supply chain, ensuring volumes of mass balance BCI Cotton sold in the market do not exceed volumes grown by BCI farmers.'

- 4.1.2 Mass Balance Participation Claims shall be used as Organisational Claims only and never at the Product-Level.



5 Certification Bodies

Certification Bodies are permitted to use Certification Body Claims to promote their services to prospective clients.

5.1 General Requirements for Certification Body Claims

- 5.1.1 Only Approved Certification Bodies listed on BCI's website shall use Certification Body Claims.
- 5.1.2 The Certification Body shall ensure the text Claim that is used is applicable to their Certification scope.
- 5.1.3 Certification Body Claims may be used, either alongside the 'Certification Body' Logo, or as standalone Claims.

5.2 Certification Body Claims

- 5.2.1 The Certification Body shall only make Claims limited to the following language:
 - a. '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard.'
 - b. '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Principles and Criteria.'
 - c. '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard and Principles and Criteria.'

III

PRODUCT- LEVEL CLAIMS

The only Claim that is permitted for use at the Product-Level is the BCI Cotton Label. The use of a BCI Cotton Label is an optional Claim that signifies that a Product contains Physical BCI Cotton. The requirements for the use of a BCI Cotton Label is detailed in two sections of this Claims Framework:

- 1) B2C Product-Level Claims (Section 7) and;
- 2) B2B Product-Level Claims (Section 6).

The rules and requirements differ between these sections based on whether a BCI Cotton Label is intended for:

- 1) Use on a Final Product that is to be sold business-to-consumer* (B2C) and;
- 2) Use on a Product that is not a Final Product and is to be sold business-to-business (B2B) within the supply chain

Claims at the Product-Level are only available to certified SM Members and RB Members who hold a Scope Certificate and Trade Mark Sub License Agreement.

**Certain exceptions apply, such as the sale of Final Products from a certified RB Member to Non-Certified Third Parties or the sale of Final Products from a Tier 1 Supplier to a Retailer/Brand. These exceptions are provided for below. In the case of doubt for which BCI Cotton Label to use, please contact BCI directly.*

The label guidelines for the use of the BCI trade marks for the BCI Cotton Label are outlined in either:

- i) The B2C Label Design & Logo Use Guidelines; or
- ii) The B2B Label & Logo Use Guidelines.

6 B2B Product-Level Claims

BCI allows certified SM Members to use the B2B Label to physically identify Products containing Physical BCI Cotton throughout processing (manufacturing) and shipping. The B2B Label allows SM Members to promote the use of Physical BCI Cotton to its business customers.

Important

The use of the B2B Label is not for segregation purposes or the purposes of identifying Physical BCI Cotton Products, which is provided for in the CoC Standard.

While the B2B Label can help supply chain organisations identify Products containing Physical BCI Cotton, it is the responsibility of the organisation purchasing goods or Products with the B2B Label to conduct additional checks to ensure that items meet the criteria outlined in the CoC Standard.

The B2B Label is not permitted for use in B2C sales or on Channels where end Consumers may be the target audience. If a Member is unsure whether the B2B Label or the B2C Label should be used, they can contact their Certification Body or BCI.

6.1 General Requirements for B2B Label Use

- 6.1.1** The B2B Label shall only be used by Suppliers/Manufacturers that:
- are a Member;
 - are certified against the CoC Standard;
 - hold a Scope Certificate; and
 - have entered into a Trade Mark Sub License Agreement with their CB.
- 6.1.2** The B2B Label shall only be used:
- at the Product-Level for Products containing Physical BCI Cotton; and
 - on the following Channels:
 - Product labels or tags;
 - E-commerce platforms;
 - Product catalogues;
 - Sales invoices.

6.2 Product Eligibility for B2B Label

- 6.2.1** The B2B Label shall only apply to Products sold in B2B contexts where the purchasing organisation will further process the Product.
- 6.2.2** The B2B Label shall only be applied to Products purchased and sold through Physical Segregation models.
- 6.2.3** A Product shall contain at least thirty percent (30%) Physical BCI Cotton in order to be eligible to have the B2B Label on it.
- 6.2.4** The B2B Label shall be removed by the buyer of the Product during the manufacturing or processing of the Final Product.

6.3 B2B Label Design Requirements

- 6.3.1** The B2B Label shall appear as it is illustrated in the B2B Label & Logo Use Guidelines. No changes or adaptations to the B2B Label may be made other than what is provided for in this subsection 6.3.
- 6.3.2** The following elements are required when an organisation is applying the B2B Label to Products:
- BCI Cotton Logo;
 - BCP Number of the Certified Organisation conducting the sale of the Product, as it appears on their Scope Certificate;
 - A QR Code or URL linking to the [BCI website](#).
- 6.3.3** The organisation may optionally include the percentage (%) of Physical BCI Cotton content in the Product on the B2B Label.

Guidance Box 7

For 6.3 B2B Label Design Requirements:

- A preview of the B2B Label is available in the B2B Label & Logo Use Guidelines.
- The BCP Number is listed on the Scope Certificate.
- For fabric mills selling Products to a Tier 1 Supplier or an end-product manufacturer (EPM), the BCP Number on the B2B Label should be that of the fabric mill, and not that of the Tier 1 Supplier or EPM.
- It is recommended that the percentage of content Physical BCI Cotton is included on the B2B Label, wherever possible.

7 B2C Product-Level Claims

BCI allows certified RB Members to use the B2C Label to allow Consumers to identify Physical BCI Cotton Final Products as well as Final Product Components. It is the responsibility of the RB Member purchasing Final Products to conduct additional checks to ensure that the Final Products meet the criteria outlined in the CoC Standard and this Claims Framework.

7.1 General Requirements for the B2C Label

- 7.1.1** Except as otherwise provided for in this subsection, the B2C Label shall only be used by Retailer/Brands that:
- a. are a Member;
 - b. have completed Claims Training;
 - c. are certified against the CoC Standard;
 - d. hold a Scope Certificate; and
 - e. have entered into a Trade Mark Sub License Agreement with their CB.
- 7.1.2** Non-Certified Third Parties and SM Members with Retailer/Brand Activity may use the B2C Label provided the requirements in subsection 7.5 and subsection 7.6, respectively, are satisfied.
- 7.1.3** The B2C Label shall only be used on the following Channels:
- a. Online or printed hang tags;
 - b. Sewn-in labels;
 - c. Product catalogues;
 - d. E-commerce platforms and webstore pages; and
 - e. In-Store Signage.
- 7.1.4** All uses of the B2C Label on Final Products and Final Product Components shall be submitted for review to the BCI Claims team once the conditions in subsection 7.1.1 have been satisfied.

Guidance Box 8

BCI authorises use of the B2C Label at the artwork level. This means that the same artwork may be used across different eligible Physical BCI Cotton Final Products, provided all applicable requirements are met.

7.2 Product Eligibility for B2C Label

General Requirements

- 7.2.1** The B2C Label shall only be used on Final Products and Final Product Components.
- 7.2.2** The B2C Label shall only be used on Final Products and Final Product Components for which 100% of the cotton content is Physical BCI Cotton. Subject to the Exclusions for Product Weight Calculations below, no other cotton type or identity cotton may be included in the Final Product or Final Product Component to bear the B2C Label.



7.2.3 The B2C Label shall meet the following eligibility criteria:

Chain of Custody Model	Minimum Content of Physical BCI Cotton*	Percentage Requirement
Segregation (Single Country)	Final Product: 30% of total weight of product Final Product Component: 30% of total weight of component	If Physical BCI Cotton is not the majority fibre in the Final Product (e.g. 55% polyester, 45% Physical BCI Cotton), the percentage of Physical BCI Cotton content shall be displayed on the label.
Segregation (Multi-Country)	Final Product: 30% of total weight of product Final Product Component: 30% of total weight of component	If Physical BCI Cotton is not the majority fibre in the Final Product (e.g. 55% polyester, 45% Physical BCI Cotton), the percentage of Physical BCI Cotton content shall be displayed on the label.
Controlled Blending	No B2C Label permitted	
Mass Balance	No B2C Label permitted	

* Refer to Exclusions for Product Weight Calculations below to calculate the Physical BCI Cotton content.

7.2.4 BCI allows for a margin of error or minor discrepancies of up to two percent (2%) between the actual fabric composition of the Final Product and the percentage stated on the B2C Label, provided any deviations reflect variations arising from factors such as Final Product process fluctuations and rounding.

7.2.5 When a deviation exceeds the 2% tolerance, the organisation shall notify BCI. BCI will determine the appropriate course of action in its sole discretion.

Exclusions for Product Eligibility Calculations

7.2.6 Trims may be excluded from the total Final Product weight calculations, provided:

- They represent less than ten percent (10%) of either the Final Product weight or the fabric component of the Final Product, whichever is less;
- They are not counted towards the total percentage amount of Physical BCI Cotton claimed;
- BCI has been notified of the exclusions applied in the artwork review submission;
- The B2C Label includes either of the following language:
 - [Insert Required Accompanying Text Claim] + 'Excluding [insert list of Trims excluded from total product weight]'
 - [Insert Required Accompanying Text Claim]* + '*Excluding [insert list of Trims excluded from total product weight]'

Example: 'The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers.*

*Excluding the pocket lining.'

Note: In line with the above and subject to the requirements in this subsection, minor quantities of non-BCI Cotton may be present within Final Products, without affecting the overall product eligibility for a B2C Label.

Multi-Component Final Products

7.2.7 Where a Final Product is comprised of multiple Final Product Components, one of the Final Product Components may bear the B2C Label provided:

- a. The Final Product Component is easily identifiable by the Consumer and constitutes a key component of the Final Product, such as:
 - i) A main body material; or
 - ii) Any component that constitutes a large proportion of the total product weight or visible surface area.*

** If a Final Product Component does not fall into the above categories, a request to claim this component may be made to claims@bettercotton.org.*
- b. The Final Product Component meets the eligibility requirements outlined in this subsection.
- c. All of the cotton, as applicable, in each of the Final Product Components comprising the Final Product is Physical BCI Cotton.
- c. The text of the B2C Label shall clearly indicate the specific Final Product Component to which the B2C Label applies.
- d. The B2C Label shall include the % of Physical BCI Cotton contained in the Final Product Component.
- e. Only one B2C Label is used per Final Product.
- f. BCI shall be notified of the specific Final Product Component that the B2C Label applies to within their artwork review submission to BCI.

Examples:

'The cotton in the lining of this product was grown by Better Cotton Initiative (BCI™) certified farmers. 30% BCI Cotton.'

'The shell of this jacket is made of 100% cotton grown by Better Cotton Initiative (BCI™) certified farmers.'

Non-Textile Final Products

7.2.8 Where a Final Product Component is non-fabric (such as wooden baskets, plastic frames, steel stands, etc.), these components may be excluded from the calculation of the overall Final Product weight, and the B2C Label may be used, provided:

- a. The fabric component of the Final Product meets the eligibility criteria outlined in this subsection.
- b. When applying the B2C Label to the Final Product, the B2C Label shall clearly indicate the specific Final Product Component to which the B2C Label applies.
- c. In all cases, the B2C Label shall include the % of BCI Cotton contained in the Final Product Component.
- d. The B2C Label shall be attached directly to the Final Product Component containing the Physical BCI Cotton.

Examples:

'50% of the cotton in the lining of this basket was grown by Better Cotton Initiative (BCI™) certified farmers.'

'The cotton in the lining of this basket was grown by Better Cotton Initiative (BCI™) certified farmers.'

7.3 B2C Label Design Requirements

Required B2C Label Elements:

- 7.3.1** All uses of the B2C Label shall be done in accordance with the B2C Label Design & Logo Use Guidelines and include the following Required Label Elements:
- The BCI Cotton Logo;
 - The Required Accompanying Claim:
 - 'The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers'
 - or
 - 'The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard';
 - The RB Member BCP Number as it appears on their Scope Certificate;
 - The BCI QR Code or URL directing to <https://bcicotton.org/label/>; and
 - The percentage of Physical BCI Cotton content, if the Physical BCI Cotton content in the Final Product does not represent the majority fibre component of the Finished Product or as otherwise required in this Claims Framework.

Optional B2C Label Elements:

- 7.3.2** The following elements can be included on the B2C Label as optional additions:
- Unless otherwise required, the percentage of Physical BCI Cotton content in the Finished Product; and
 - Any Optional Label Elements as outlined in the B2C Label Design & Logo Use Guidelines.
- 7.3.3** When applying the B2C Label elements outlined in 7.3.1 and 7.3.2 above, the organisation shall ensure the design reflects the guidance contained in the B2C Label Design & Logo Use Guidelines.
- 7.3.4** The B2C Label shall include the Required Accompanying Claim as outlined above, and shall not deviate from it without the express permission of BCI.
- 7.3.5** The BCP Number used on the B2C Label shall always belong to the certified RB Member, regardless of which organisation applies the B2C Label to the Final Product or conducts the final sale of the Finished Product, unless an exception has been explicitly approved by BCI.
- 7.3.6** The BCI Cotton Label shall be clearly separate from any other non-BCI labels or claims to ensure there is no perceived association or endorsement by BCI. Requirement 7.2.2 shall remain in effect at all times and continue to be applied in any instance of co-labelling which has been authorised by BCI.

Guidance Box 9

For RB Members certified under the Multi-Site Criteria as part of their Chain of Custody Certification, the BCP Number displayed shall be that of the Retailer/Brand's Central Function as specified on the Scope Certificate.

For Supplier/Manufacturers who will be applying the B2C Label on Final Products on behalf of certified RB Member customers, they should obtain the RB Member's BCP Number directly from the RB Member and verify that the RB Member is certified. The BCP Number is listed on the RB Member's Scope Certificate.

7.4 In-Store Signage Using the B2C Label

The use of a B2C Label on In-Store Signage is permitted, provided the following requirements are satisfied:

a. Products:

The Final Products available in-store for purchase bearing the B2C Label contain a minimum of 50% Physical BCI Cotton and the percentage content shall be indicated on the B2C Label.

b. Signage:

Any B2C Label In-Store Signage shall:

- I. Be placed directly beside, next to, above, in close visual range or proximity to the Final Products bearing the B2C Label;
- II. Include the Required Label Elements of the B2C Label.
- III. Include a statement to indicate that certain products in the store bear the B2C Label to be agreed with BCI.

Example:

'Look out for our products made with at least 50% BCI Cotton'.

7.4.1 The use of the B2C Label In-Store Signage shall not suggest that all cotton in a store is BCI Cotton nor that all products in a store contain BCI Cotton.

7.4.2 B2C Label In-Store Signage shall be displayed in line with the requirements above and shall ensure the design reflects the guidance contained in the B2C Label Design & Logo Use Guidelines.

7.5 Non-Certified Third Party Online Use of the B2C Label

Certified RB Members sell their Final Products to Non-Certified Third Parties for sale to end-Consumers. A Final Product that is sold to a Non-Certified Third Party is eligible to carry the B2C Label for online purposes provided it meets the eligibility requirements outlined in subsection 7.2, and that the following conditions are satisfied:

Physical B2C Label Use:

7.5.1 No new use of a physical or printed B2C Label shall be permitted.

B2C Labels printed and physically attached to Final Products shall be exclusively applied to Final Products either by the certified RB Member or their end-product manufacturer. Non-Certified Third Parties are prohibited from independently creating, applying, or modifying physical B2C Labels or Product tags.

Online B2C Label Use:

7.5.2 Any new use of the B2C Label made by a Non-Certified Third Party such as a retailer shall be limited to online e-commerce product pages.

7.5.3 For clarity, if the B2C Label is already physically attached to a Final Product, this is not considered a new use of the B2C Label by the Non-Certified Third Party.

7.5.4 The Non-Certified Third Party shall acknowledge and accept the terms and conditions governing the use of the B2C Label on e-commerce platforms by signing a Declaration of Understanding: Online BCI Cotton Label Use ('Declaration') prior to advertising the Final Products.

7.5.5 The RB Member shall share this Declaration with the relevant Non-Certified Third Party. The Declaration is available to download on myBCI.



- 7.5.6** It is not the responsibility of the RB Member to ensure that the Non-Certified Third Party returns the signed Declaration to BCI.
- 7.5.7** The Non-Certified Third Party shall use the BCP Number referenced in the Scope Certificate of the certified RB Member for the purposes of the online B2C Label use.
- 7.5.8** The Non-Certified Third Party shall sign the Declaration and return this directly to BCI at claims@bettercotton.org prior to making any online use of the B2C Label.
- 7.5.9** A list of Non-Certified Third Parties will be made available to all RB Members on myBCI. Non-Certified Third Parties that have signed and returned the Declaration will be listed on the myBCI Portal, alongside a list of Non-Certified Third-Parties whose permission to use the B2C Label online has been withdrawn.

Use of the B2C Label for In-Store Signage:

- 7.5.10** The Non-Certified Third Party is prohibited from using the B2C Label of a certified RB Member for their own In-Store Signage.

7.6 Supplier/Manufacturer Members with Retailer/Brand Activity

- 7.6.1** In cases where an SM Member with Retailer/Brand Activity also wishes to use the B2C Label, the B2C Label shall only be applied to Final Products or Final Product Components provided the following conditions are satisfied:
- a. The Retailer/Brand activity of their business represents no more than 25% of their total textile business turnover.
 - b. The SM Member with RB Activity is certified to both the supplier and manufacturer criteria and the brand assessment criteria in the CoC Standard.
- 7.6.2** SM Members that operate a business model whereby they rent Final Products to another business for end-use (e.g. uniforms in the service industry) may use a sewn-in B2C Label on the Final Products provided:
- a. They are certified to the CoC Standard;
 - b. The Final Products meet the eligibility requirements for sewn-in B2C Label use;
 - c. The sewn-in B2C Label use is approved by BCI.

Guidance Box 10

If an SM Member is unsure if their processes meet the requirements in 7.6, the organisation may contact claims@bettercotton.org for clarification. BCI reserves the right to determine if an SM Member is eligible to use the B2C Label.

Resources & Contact

For more information about BCI and our standard system, please visit our website to see the following resources:

- [Principles and Criteria](#)
- [Chain of Custody Standard](#)

To further help you communicate your involvement with BCI in conformity with the Claims Framework, we've developed the following resources:

- [B2C Label Design & Logo Use Guidelines](#)
- [B2B Label & Logo Use Guidelines](#)
- [Marketing Toolkit for Retailer and Brand Members](#)
- [Claims Monitoring and Assurance Procedures](#)

For general Claims enquiries, please contact claims@bettercotton.org.

To gain access to the myBCI portal, please contact helpdesk@bettercotton.org.

For information on how to submit a Claim on the myBCI portal, please contact helpdesk@bettercotton.org.

All queries from certification bodies or related to the Certification procedure should be addressed to compliance@bettercotton.org.

Annexe I: Claims Eligibility Table

The following table is an illustration of Claims contained in this Claims Framework, the use of which are subject to the fulfilment of applicable requirements and subject to Member type. Member types can be found within the Glossary of this document.

Claim type		Eligibility Requirements				
		Organisation Type	RB Claims Training	Certification	Trade Mark Sub License Agreement	Submission on Portal
Organisational Claims	Membership Statements	All Members	Required for RB Members	N/A	N/A	Required for RB Members
	Sourcing Declarations	All Members	Required for RB Members	N/A	N/A	Required for RB Members
	Farm Results Contribution Claims	RB Members	Required for RB Members	N/A	N/A	Required for RB Members
	Life Cycle Impact Assessment Results	All Members	Required for RB Members	N/A	N/A	Required for RB Members
	Certified Producer Organisation Claims	Producers	N/A	Certified to P&Cs	N/A	N/A
	Chain of Custody certified	RB Members SM Members Non-Member BCP Suppliers	Required for RB Members	Certified to CoC Standard	N/A	Required for RB Members
	Mass Balance Participation Claims	Non-Member BCP Suppliers	N/A	N/A*	N/A	N/A
	Certification Body Scope Claims	Certification Bodies	N/A	N/A	N/A	N/A
Product Level Claims	B2B Label	SM Members	N/A	Certified to CoC Standard	Yes	First-time use submitted to CB
	B2C Label	RB Members	Required for RB Members	Certified to CoC Standard	Yes	Required for RB Members

*Subject to requirements in the CoC Standard.

Annexe II: Phase-Out of the Mass Balance Label

The Mass Balance On-Product Mark (OPM) is a label that was available most recently as part of the Claims Framework version 3.1, and in previous iterations dating back to 2015. The OPM was available to eligible RB Members, and intended to allow RB Members to communicate their support of BCI, to Consumers, via Final Products.

Since the publication of the Claims Framework v4.0, BCI no longer issues permission or approval for first time use of the OPM. RB Members with existing approval for OPM use made prior to January 2025, will be able to continue to use the OPM **until May 2026**. RB Members using the OPM are responsible for ensuring the OPM is no longer in circulation after May 2026.

The RB Member using the OPM shall also ensure that the mass balance statement* remains in use on the website of both the RB Member (at the group level) and the individual brand using the OPM, for the duration of the OPM use and until the OPM has been fully phased out and no longer appears on Final Products.

***Mass balance statement;**

Option 1: BCI Cotton is sourced via a chain of custody model called mass balance. This means that BCI Cotton is not physically traceable to end Products, however, BCI Farmers benefit from the demand for BCI Cotton in equivalent volumes to those we ‘source.’

Option 2: Members may, alternatively, write their own definition of mass balance, however, this shall feature the words ‘mass balance’ and make it clear that BCI Cotton is not physically traceable to end Products that feature the OPM.



