



Claims Framework

Version 3.1 – July 2023

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1.1 The Better Cotton Claims Framework

The Better Cotton Claims Framework enables Better Cotton members to make credible and positive claims about Better Cotton. It allows for voluntary, flexible communications and aims to enable members to articulate a compelling story that is meaningful to them and their customers. All claims must be submitted to Better Cotton for review and approval prior to being published.

1.1.1 Governing Documents

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 Claims Framework applies to public-facing communications made by members which refer to or relate to Better Cotton, its mission, work or impact including the Key Basic Claims and Advanced Claims defined in this Claims Framework. The Claims Framework is to be used as a guide to ensure that the context in which you want to use a claim is not in breach of your agreed conduct as a member. Prior to being published on a relevant communications channel, all claims must be submitted to the Better Cotton Claims Team for review and approval. Better Cotton reserves the right to reject submissions for claims which it deems to be misleading in its sole discretion. The Claims Framework forms part of the [Better Cotton Standard System](#) and is governed by the [Member Code of Practice](#), the [Terms of Membership](#) and the Member Monitoring Protocol outlined in section 6.2 of this Claims Framework.

Under the Member Code of Practice, members are required to communicate in an honest and transparent manner in their sustainability marketing. Members cannot use unsubstantiated or misleading claims about Better Cotton or the impact associated with it and their communications should not negatively impact the credibility of Better Cotton.

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 guidance in this document is based on Better Cotton's interpretation of current legislation and industry best practice. The review, granting of approvals or rejections and/or suggestions made to members in respect of their claims does not constitute 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 our Claims Framework are only ever transparent and never misleading, the choice to make claims, and the responsibility to ensure they comply with relevant laws and regulation, lies with the Better Cotton member. A member's approach to sustainability claims should be reviewed by their own legal team.

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

1.1 The Better Cotton Claims Framework cont'd

1.1.2 Key Information

Training:

Mandatory training modules support the use of this Claims 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 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.

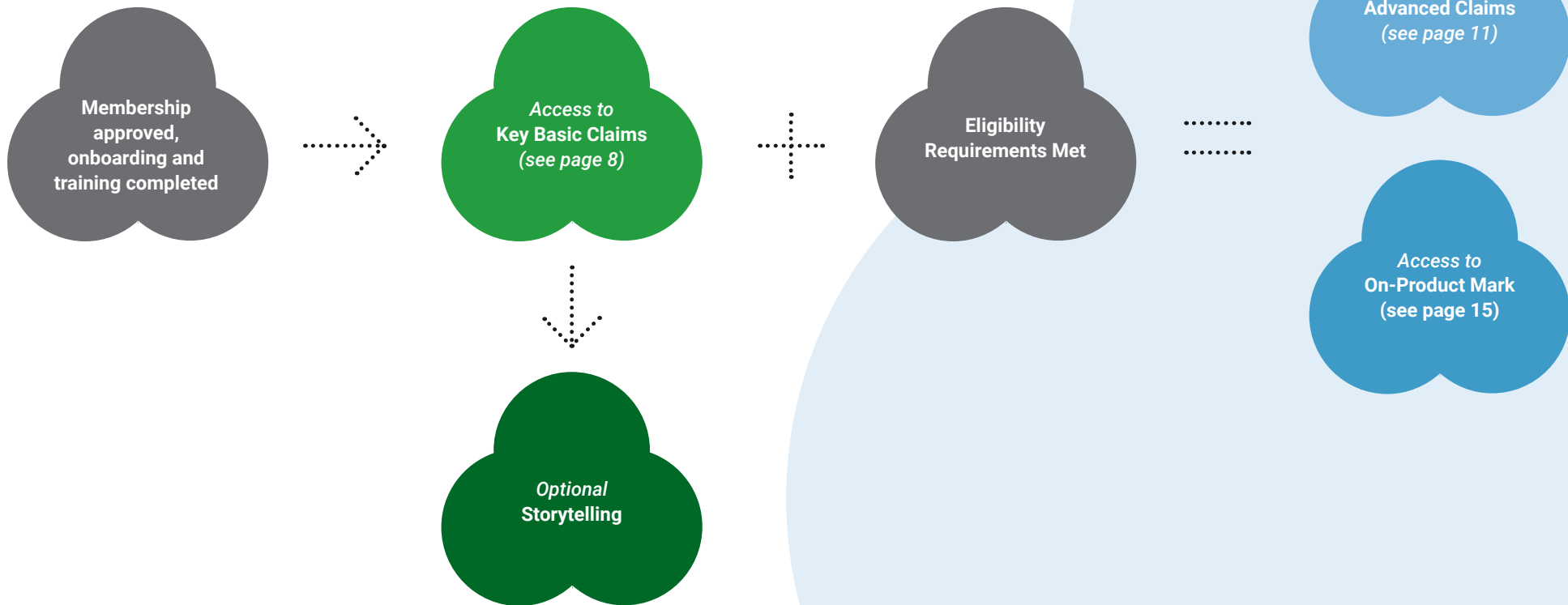
Better Cotton Member Audiences:

The Basic Claims and Storytelling sections, along with the principles of the Claims Framework, are relevant to all members, however, only eligible Retailer and Brand Members* can access Impact 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 11** for full eligibility criteria, including exceptions to membership categories.

1.2 The Member Claims Journey



1.3 Claims Snapshot for Better Cotton Members

Claim Type		Membership Category	Eligibility Requirements							Logo	Pre-approval Required	
			Member Onboarding	Communications Training	3-Month Membership	% Sourcing Thresholds	Independent Assessment	Fees Paid	Key Basic Claims (3)			
Basic	Key	Membership Statement	All	✓					✓			✓
		Mass Balance Definition	All	✓	✓				✓			✓
		Sourcing Declaration	RB Members SM Members	✓	✓				✓			✓
	Additional	Country-Level Results	All	✓	✓				✓			✓
		Storytelling	All	✓	✓				✓	✓		✓
Advanced	Volume Sourced	RB Members	✓	✓	✓	✓	✓	✓	✓		✓	
	Volume Sourced	SM Members	✓	✓	✓	✓		✓	✓		✓	
	Impact Claims	RB Members	✓	✓	✓	✓	✓	✓	✓		✓	
On-Product Mark/ E- Commerce		RB Members	✓	✓	✓	✓	✓	✓	✓		✓	

Legend:

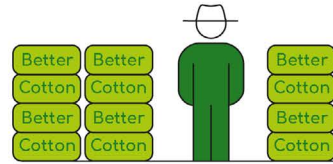
'RB Members' = Retailer and Brand Members, 'SM Members' = Supplier and Manufacturer Members.

1.4 Mass Balance Chain of Custody

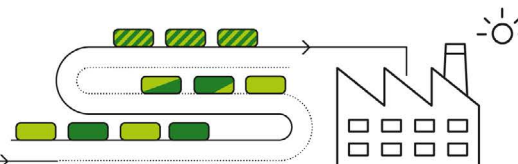
We've created guidelines within the boundaries of the current chain of custody model used by Better Cotton: Mass Balance. Under this system, there is no guarantee that Better Cotton is physically present in the finished product, and in what quantity. This is why all claims are carefully worded so that the message focuses on the member's commitment to Better Cotton, and not the content of the product itself. 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 vary as we move towards offering 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.

What is it?

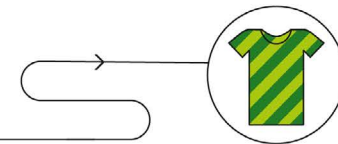
Better Cotton is sourced from licensed Better Cotton Farmers.



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



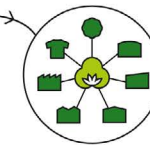
The retailer has sourced the Better Cotton and Better Cotton Farmers have seen the benefit, but the Better Cotton may not be in the end product.



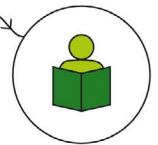
What does the Better Cotton logo mean?



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.

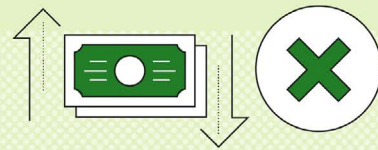


Why do it like this?

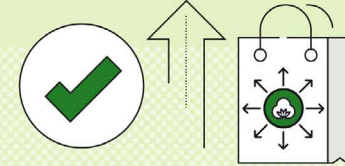
Important:

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.

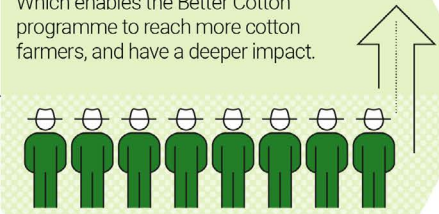
Mass Balance is less complicated than physical traceability and is therefore less costly...



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 Key Basic Claims

You must have completed your onboarding and training before you can start making claims. All claims are optional, however in order to proceed to making 'Advanced Claims' or progress to the use of Better Cotton's storytelling assets and/or the On-Product Mark, certain claims are required. See Section 4.1 for Eligibility Criteria.

2.1.1 Membership Statement

A Membership Statement is an announcement of your Better Cotton membership, published in a public, easily accessible location. This is generally on a webpage where members speak about their partnerships or memberships.

This claim enables you to promote your work with Better Cotton. These claims can be used separately or in conjunction with each other. One or all of the options below may be used for your Membership Statement. These claims can be used separately or in conjunction with the Better Cotton Member Logo (see Annexe 2).

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

The Mass balance definition is a claim that offers transparency to consumers, outlining how a member contributes to the Better Cotton programme in the field.

Option 1:

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.'

Option 2:

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.



Unlock Access to Basic Claims

Checklist:

- Membership approved
- Onboarding complete
- Training complete

2.1.3 Sourcing Declaration

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 other cotton they plan on sourcing.

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 Better Cotton, recycled cotton, organic cotton, Fairtrade cotton etc.

2.2 Additional Basic Claims

Additional Basic Claims allow you to educate your stakeholders on Better Cotton's mission, our farmers and our field level activities. Additional Basic Claims can never be made at a product level.

2.2.1 Better Cotton Mission

The Better Cotton mission is a ready-to-use claim describing Better Cotton's work. **The Better Cotton mission may not be re-worded or modified:**

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

2.2.2 Better Cotton Farmer Definitions

Better Cotton Farmer definitions are ready-to-use claims describing the Better Cotton [Principles and Criteria](#). These claims may not be re-worded or modified.

Pair the opening phrase from 'Part 1' with an option from 'Part 2' for a complete claim.

Part 1:

Through its implementing partners, 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.



Unlock Access to Basic Claims

Checklist:

- Membership approved
- Onboarding complete
- Training complete

3.1 Country Level Results

Before being granted access to Better Cotton's Storytelling Content, a member must have published all three 'Key' Basic Claims contained in [Section 2.1](#) (Membership Statement, Mass Balance Definition and Sourcing Target).

This content has been designed to provide an accurate reflection of progress at field level and is 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 2019-2020, Better Cotton Farmers in China used 14% less water than Comparison Farmers.

Example 2:

Reduced pesticide use (India):
In 2019-2020, Better Cotton Farmers in India used 23% less synthetic pesticide than Comparison Farmers.

Example 3:

Increased use of organic fertiliser (Turkey):
In 2019-2020, Better Cotton Farmers in Türkiye used organic fertiliser 3% more often than Comparison Farmers.

Example 4:

Improved profitability (Pakistan):
In 2019-2020, Better Cotton Farmers in Pakistan achieved 35% higher profits than Comparison Farmers.

Example 5:

Improved yield (Tajikistan):
In 2019-2020, Better Cotton Farmers in Tajikistan achieved 15% higher yields than Comparison Farmers.

3.2 Storytelling Content

Other available content includes:

- 🔗 Farmer quotations
- 🔗 Better Cotton imagery (credited)
- 🔗 Stories from the field
- 🔗 Video footage

Please contact the Claims Team to access this content at claims@bettercotton.org

Important:

Storytelling content 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
- Onboarding complete
- Training complete
- Key Basic Claims in place

4.1 Eligibility Criteria

Eligibility Checklist

The following criteria determine eligibility to use the On-Product Mark and/or publish Advanced Claims.

4.1.1 Membership Approved

Members must have their membership approved and completed the on-boarding process.

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.

Supplier and Manufacturer members wishing to qualify to use the OPM under this scenario, must submit a cotton consumption calculation and be contributing a field investment through the payment of a volume-based fee covering the retail portion of their business. All other aspects of the eligibility criteria apply.

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 Claims Framework.

4.1.4 Key Basic Claims

Members must be making all 3 Key Basic Claims below (see [Section 2.1](#) for details on Key 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



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

4.1 Eligibility Criteria

4.1.5 Sourcing Thresholds

In order to make Advanced Claims and/or use the OPM, Members must be sourcing cotton through the Better Cotton Platform and, over time, meet the following thresholds (at member/group level):

Minimum criteria for OPM use:

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

Exception: After five years of OPM/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 a 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) becoming visible on the Better Cotton Platform.

4.1.6 Months of Membership

Members must have completed three months with Better Cotton, measured from the membership start date.

4.1.7 Volume-Based Fee

Members must be up to date in settling their invoices related to the volume-based fee.

4.1.8 Independent Assessment

From January 2024 onwards, Better Cotton will be introducing Independent Assessment requirements for annual cotton consumption calculations. All Members seeking to make use of Advanced Claims or the On-Product Mark must have their cotton consumption calculation independently assessed. More information can be found **here**.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

4.2 Advanced Claims

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. Furthermore, from January 2024 onwards, members seeking to make Advanced Claims are required to submit an Independent Assessment of their cotton consumption on an annual basis.

The responsibility for your communications and claims related to your annual cotton consumption remains with you. The data you use to complete calculations must match the 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 [Section 4.1](#).

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 Better Cotton and organic cotton.'

Important:

If a member wishes to use this claim type to reference a range of products that is being sourced as Better Cotton, a Mass Balance definition (see key Basic Claims **page 8**) 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.'



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

4.2 Advanced Claims Cont'd

4.2.3 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).



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.1 Overview

The On-Product Mark (OPM) is any Better Cotton claim used at a Point of Sale, or in a location that directs customers to shop a product or a range of products. This includes channels such as swing tickets, Point of Sale, e-commerce, social media, printed materials etc.

It is important to note that the OPM is not a 'product label' and can never be used to make claims about a product's material or fabric content or suggest the presence of physically traceable Better Cotton in a product.

The OPM can be used on a product in the form of packaging or at the e-commerce point of sale. If a claim is made on, in association with or in the space around a product (whether physical or digital), it is considered an 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
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.2 Principles

Principles:

The following principles should guide all Better Cotton claims made in relation to products or at the product-level:

- 1 Transparency is critical (particularly relevant regarding brand support vs product content when claims are made under a mass balance chain of custody).
- 2 Consumers should not have to research sustainability claims in order to feel informed.
- 3 Should a customer wish to learn more, they should be able to do so, easily.
- 4 The customer, purchasing a product featuring the claim, should be clear as to what their role is in contributing to the brand's sustainability efforts.
- 5 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).
- 6 Claims should never be vague. They should be factual and specific.
- 7 Absolute claims (claims that imply a product is 'concretely sustainable') are never permitted.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.3 Use of the OPM

5.3.1 Elements

All of the following elements are required for the use of the OPM*:

- 🔗 **Logo:** The Better Cotton On-Product Logo forms the graphic portion of the mark and includes:
- 🔗 **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 OPM must be directly accompanied by the letters TM to indicate that this is a trademark.
- 🔗 **Supporting claims:** The OPM must be directly accompanied by the approved, on-product text claims. NOTE: These include both the 'core text claim'; and the 'mass balance explanation' see **page 19**. The Better Cotton On-Product Logo cannot be used without a text claim.
*The illustration to the right includes all of the required elements of the OPM.

*For licensed brands, see *Licensed Statement required at [Section 5.5.3](#)*.

5.3.2 Location

The OPM must never be featured beside or among the details of a product's fabric composition or materials, so that a consumer does not assume the product contains Better Cotton.

5.3.3 Removable Trims

The OPM 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 this Claims Framework and used proportionally.

Example swing ticket with all required OPM elements:



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

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.4 Product Eligibility

5.4.1 Cotton Content

The OPM can be used on any product where cotton is the majority fabric component, or no other fabric components are greater, excluding trims.

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 in which 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 Products

Licensed product must fall into the member's total cotton usage calculation in order to qualify for OPM use. A consumer should be clear which brand is investing in Better Cotton when they purchase the product. A licence statement may need to be applied. See **page 19**.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.5 Supporting Claims

The following text claims must be used alongside the Better Cotton On-Product Logo (See [Annexe 2.1.2](#)). Both the Core Text Claim, which explains how a customer contributes to Better Cotton when purchasing a product featuring the Better Cotton On-Product Logo, and the Mass Balance Explanation, must feature.

These claims cannot be edited in any way.

5.5.1 Core Text Claim

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

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

5.5.3 Licensed Statement

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 OPM. The brand name must also feature within the 'Core Text Claim', making it clear to consumers who is investing in Better Cotton.

Example:

'By choosing Brand Name's cotton products, you're supporting Brand Name's investment in Better Cotton's mission.'

5.5.4 Optional Mission Statement

In order to provide the consumer with more context, we allow Members to include reference to our mission alongside the OPM. The Better Cotton mission statement is the only optional additional to the OPM and can never be altered:

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



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 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 OPM do so in the form of packaging, however, increasingly, Members are using the OPM at the website Point of Sale.

5.6.1 Eligibility

The same criteria apply to e-commerce OPM use as packaging. See **page 11** 'Eligibility Criteria'.

5.6.2 Text Claims

Both supporting text claims (the Core Claim and Mass Balance Explanation, see **page 19**) must be used together.

5.6.3 Logo

The logo should feature alongside the on-product supporting 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 Key Basic Claims, or to bettercotton.org/learnmore.

The Better Cotton On-Product logo cannot be used without a supporting text claim.

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

Please refer to Annexe 2 for Logo use requirements.

5.6.4 Location of the OPM

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

5.6.5 Third Party Sales Platforms

Should an eligible brand member wish to use the OPM on a third party website, the responsibility to feature the OPM correctly lies with the member who's product features the OPM. Better Cotton is able to issue proof of eligibility in the form of a letter, should this be required.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.7 Context for OPM Use

Whilst we have carefully selected the specific elements that must be included for the use of the OPM as well as outlined the requirements for which products the OPM can be used for, there are circumstances where Better Cotton will not allow the OPM based on the context in which it will be used. For these reasons, it is important to specify in which context the OPM will be used when submitting your artwork for approval.

In order to provide further guidance on when Better Cotton does not consider it appropriate to include the OPM in a member's marketing, we have included the following sections to address Misleading Language, Umbrella Branding and Co-Branding.

5.7.1 Misleading Language

There are circumstances in which the OPM is acceptable from a design and content perspective as it includes all of the requirements set out in Section 5.3 above, but where the context in which it will be used could be misleading to the consumer.

Better Cotton reserves the right to reject a submission for an OPM where it considers the context in which it is or will be used to be misleading.

Examples of where the context in which the OPM appears can be considered misleading include:

- ⚡ when absolute Claims are used that suggest a product is concretely sustainable;
- ⚡ when the messaging implies physical traceability of Better Cotton;
- ⚡ when sustainability benefits of products or initiatives are overclaimed;
- ⚡ when the messaging conflicts with or confuses Better Cotton's mission.

5.7.2 Umbrella Branding

Better Cotton defines Umbrella Branding as a catch-all term for branding which identifies and sets apart a product or a range of products as being part of a member's sustainability strategy. Umbrella Branding applies to website flags, search engine filters as well as branding on packaging.

Whilst Better Cotton does not prohibit the use of the OPM as part of an Umbrella Branding strategy, we issue caution with the approach a member chooses in this regard. Better Cotton would not allow the use of the OPM as part of a members' Umbrella Branding if:

- ⚡ The Umbrella Branding includes the use of Misleading Language (see above); or
- ⚡ The Umbrella Branding is used as a synonym or replacement of the OPM.

5.7.3 Co-Branding

Better Cotton refers to Co-Branding as the use and reference to one or more sustainability initiatives and/or sustainability claims alongside each other. Better Cotton allows the OPM to be featured within a Co-Branding, so long as the Co-Branding does not employ the use of Misleading Language.

The following tips should be followed when using the OPM with your Co-Branding:

- ⚡ Co-branded Claims must be clearly separated from the OPM;
- ⚡ Co-branded Claims may not present or imply the impact of the product's sourcing as pertaining to the sourcing of Better Cotton;
- ⚡ Claims pertaining to the manufacturing process may be made so long as they are clearly separate to the OPM or any Better Cotton Claims;
- ⚡ Cotton quality claims may be made providing they are clearly separate from the OPM or any other Better Cotton Claims;
- ⚡ Co-branding claims that include a country of origin Claim may only be made under a traceability system that is clearly delineated from Better Cotton (e.g. Egyptian Cotton). All Better Cotton OPM required elements must still be featured, including the mass balance explanation.



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

5.8 Approval Process for the OPM

5.8.1 Development of the OPM

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 Submission for Review

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

OPM usage (and supporting text 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 OPM should be submitted for review with all relevant context. For example, supporting campaign materials or communications should also be submitted where possible.

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 Approval Process

You will receive confirmation within a maximum of ten working days (two weeks) after we receive the finished artwork. We will advise if amendments are needed. The OPM 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, member newsflashes, outreach presentations and the communications showcase).



Unlock Access to Advanced and the On-Product Mark Claims

Checklist:

- Membership approved
- Onboarding complete
- Relevant membership category
- Claims Training complete
- Key Basic Claims in place
- Sourcing thresholds met
- Independent assessment
- 3 months of membership
- Fees paid

6.1 Monitoring and Compliance

6.1.1 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 the Claims Framework in a systematic 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 or stakeholders notify Better Cotton where any false or questionable claims are suspected.
- 🔗 For the On-Product Mark and Advanced Claims, Retailer and Brand member sourcing declarations on the Better Cotton Platform are monitored.

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

6.1.2 Official Warning and Corrective Action Plan

If a member's communications are in breach of this 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 official 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.

6.1.3 Termination of Membership

Upon the termination of membership, it is the responsibility of each former member to remove the membership statement from all channels, as applicable, and update or remove any claims in respect of the former member's commitment to Better Cotton. In the event a former member is using the Better Cotton On-Product Mark, a statement is required to be published on the sustainability pages of the brand's website, explaining that products featuring the Better Cotton On-Product Mark were sourced during Better Cotton Membership. The statement must include a membership period and the Mass Balance Definition (see [Section 2.1.2](#)). The statement must remain live until all OPM's in circulation (both online and on physical product), have sold through.

6.2 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 public, consumer-facing claims which refer or relate to Better and its mission, work or impact, whether they are captured under the defined claims categories in this Claims Framework or not. 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 OPM Eligibility Criteria, they may receive an official warning and Corrective Action Plan from Better Cotton in accordance with [Section 6.1.2](#), 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 Plan may result in suspension or expulsion in accordance with the Better Cotton Terms of Membership.

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 OPM;
- ⌚ Unapproved claims which suggest physically traceable Better Cotton;
- ⌚ Unapproved and misleading language with regards to the Better Cotton Standard System;
- ⌚ Standard System Unapproved and misleading use of Better Cotton data;
- ⌚ Unapproved and misleading use of Impact Claims;
- ⌚ Better Cotton Claims being used in a misleading context.

Annexe 1.1: Key Basic Claims

Claims can be made in any language in which you wish to communicate with customers. Better Cotton provides translations of the most commonly used Basic Claims, On-Product Mark supporting claims and the Mass Balance definition in the languages most frequently requested.

For translations to be approved in languages other than those listed below, 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 (or name of the organisation) are/is a member of Better Cotton.	We (or name of the organisation) partner/s with Better Cotton to improve cotton farming globally.	Better Cotton is sourced via a system of mass balance and is not physically traceable to end products.	We (or name of the organisation) are/ is committed to sourcing X% (or X MT) of our cotton as Better Cotton by 20XX.	We (or name of the organisation) are/ is committed to sourcing X% (or X MT) of our cotton as Better Cotton, recycled cotton, organic cotton, Fairtrade cotton etc.
Chinese Simplified				
我们（或组织名称）是良好棉花（Better Cotton）的成员。	我们（或组织名称）与良好棉花（Better Cotton）合作，共同改善全球棉花种植状况。	良好棉花（Better Cotton）通过进出库平衡系统采购，无法物理追溯到最终产品。	我们（或组织名称）承诺，到 20XX 年我们采购的棉花中 X%（或 X 百万吨）为良好棉花（Better Cotton）。	我们（或组织名称）承诺，我们采购的棉花中 X%（或 X 百万吨）为良好棉花（Better Cotton）、回收棉、有机棉、公平贸易棉等。
Dutch (The Netherlands)				
Wij (of naam van de organisatie) zijn/is lid van Better Cotton.	Wij (of de naam van de organisatie) werken/werkt samen met Better Cotton om de katoenteelt wereldwijd te verbeteren.	Better Cotton wordt aangeleverd via een massabalanssysteem en is niet fysiek herleidbaar tot eindproducten.	Wij (of de naam van de organisatie) streven/streeft ernaar om X% (of X MT) van ons katoen in te kopen als Better Cotton tegen 20XX.	Wij (of de naam van de organisatie) streven/streeft ernaar om X% (of X MT) van ons katoen in te kopen als Better Cotton, gerecycled katoen, biologisch katoen, Fairtrade katoen etc.

Annexe 1.1: Key Basic Claims

We (or name of the organisation) are/is a member of Better Cotton.	We (or name of the organisation) partner/s with Better Cotton to improve cotton farming globally.'	Better Cotton is sourced via a system of mass balance and is not physically traceable to end products.	We (or name of the organisation) are/ is committed to sourcing X% (or X MT) of our cotton as Better Cotton by 20XX.'	We (or name of the organisation) are/ is committed to sourcing X% (or X MT) of our cotton as Better Cotton, recycled cotton, organic cotton, Fairtrade cotton etc.
French (France)				
Nous (ou nom de l'organisation) sommes/est membre de Better Cotton.	Nous (ou nom de l'organisation) collaborons/collabore avec Better Cotton afin d'améliorer la culture du coton dans le monde.	Better Cotton s'approvisionne par le biais d'un système de « mass balance » et n'est pas traçable physiquement jusqu'aux produits finis.	Nous (ou nom de l'organisation) nous engageons/s'engage à acheter X % (ou X tonnes) de notre coton en tant que Better Cotton d'ici à 20XX.	Nous (ou nom de l'organisation) nous engageons/s'engage à acheter X % (ou X tonnes) de notre coton en tant que Better Cotton, coton recyclé, coton biologique, coton issu du commerce équitable, etc.
German (Germany)				
Wir (oder Name der Organisation) sind/ist ein Mitglied von Better Cotton.	Wir (oder Name der Organisation) arbeiten mit Better Cotton zusammen, um den Baumwollanbau weltweit zu verbessern.	Better Cotton wird über ein Massenbilanzsystem beschafft und kann Endprodukten nicht physisch zugeordnet werden.	Wir (oder Name der Organisation) haben uns/hat sich dem Ziel verschrieben, bis 20XX X % (oder X Mt) unserer Baumwolle als Better Cotton zu beziehen."	Wir (oder Name der Organisation) haben uns/hat sich dem Ziel verschrieben, X % (oder X Mt) unserer Baumwolle als Better Cotton, recycelte Baumwolle, Biobaumwolle, Fairtrade-Baumwolle etc. zu beziehen.
Italian				
Noi (o nome dell'organizzazione) siamo (è) membri (membro) di Better Cotton.	Noi (o nome dell'organizzazione) collaboriamo (collabora) con Better Cotton per migliorare l'agricoltura del cotone a livello globale.'	Il cotone Better Cotton è ottenuto attraverso un sistema di bilanciamento di massa e non è fisicamente tracciabile fino ai prodotti finiti.	Noi (o nome dell'organizzazione) siamo impegnati (è impegnata) a procurare X% (o X tonnellate metriche) del cotone come Better Cotton entro il 20XX.'	Noi (o nome dell'organizzazione) siamo impegnati (è impegnata) a procurare X% (o X tonnellate metriche) di cotone come Better Cotton, cotone riciclato, cotone biologico, cotone equo e solidale, eccetera.

Annexe 1.1: Key Basic Claims

We (or name of the organisation) are/is a member of Better Cotton.	We (or name of the organisation) partner/s with Better Cotton to improve cotton farming globally.	Better Cotton is sourced via a system of mass balance and is not physically traceable to end products.	We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as Better Cotton by 20XX.	We (or name of the organisation) are/is committed to sourcing X% (or X MT) of our cotton as Better Cotton, recycled cotton, organic cotton, Fairtrade cotton etc.
Spanish (Spain)				
Nosotros (o nombre de la organización) somos/es miembro/s de Better Cotton.	Nosotros (o nombre de la organización) colaboramos/colabora con Better Cotton para mejorar la producción de algodón a nivel mundial.	Better Cotton se obtiene mediante un sistema de balance de masas y no es físicamente rastreable hasta los productos finales.	Nosotros (o nombre de la organización) estamos/está comprometido/s a obtener el X % (o X MT) de nuestro algodón como Better Cotton para el año 20XX.	Nosotros (o nombre de la organización) estamos/está comprometido/s a obtener el X % (o X MT) de nuestro algodón como Better Cotton, algodón reciclado, algodón orgánico, algodón Fairtrade, etc.
Portuguese (Portugal)				
Nós (ou o nome da organização) somos membros (ou é membro) da Better Cotton.	Nós (ou o nome da organização) trabalhamos (ou trabalha) em parceria com a Better Cotton para melhorar o cultivo do algodão a nível mundial.	O algodão Better Cotton é obtido através de um sistema de balanço de massa e não é fisicamente identificável até aos produtos finais.	Nós (ou o nome da organização) estamos empenhados (ou está empenhada) em adquirir X% (ou X t) de algodão classificado como Better Cotton até 20XX.	Nós (ou o nome da organização) estamos empenhados (ou está empenhada) em adquirir X% (ou X t) de algodão classificado como Better Cotton, algodão reciclado, algodão orgânico, algodão de comércio justo, etc.

Annexe 1.2: Mission / Purpose Claims

<p>'Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment.'</p>	<p>'Through its implementing partners, Better Cotton trains farmers to...'</p>	<p>a. '...use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing.'</p>	<p>2. '...care for the environment and implement the principles of Decent Work'</p>	<p>3. '...care for the environment and respect workers' rights and wellbeing.'</p>
Chinese Simplified				
<p>'良好棉花 (Better Cotton)' 的使命是帮助棉花社区生存和繁荣，同时保护和恢复环境。'</p>	<p>'通过其执行伙伴，良好棉花 (Better Cotton) 培训棉农.....'</p>	<p>a. '.....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，以及尊重工人的权利和生活幸福'。</p>	<p>2. '.....关心环境并落实体面劳动原则'</p>	<p>3. '.....关心环境并尊重工人的权利和生活幸福。'</p>
Dutch (The Netherlands)				
<p>'De missie van Better Cotton is om katoengemeenschappen te helpen overleven en groeien, en tegelijkertijd het milieu te beschermen en te herstellen.'</p>	<p>'Better Cotton traint boeren via haar uitvoerende partners om...'</p>	<p>a. '...water efficiënt te gebruiken, te zorgen voor een gezonde bodem en natuurlijke habitats, het gebruik van de meest schadelijke chemicaliën te verminderen en de rechten en het welzijn van werknemers te respecteren.'</p>	<p>2. '...te zorgen voor het milieu en de principes van Waardig Werk te implementeren.'</p>	<p>3. '...te zorgen voor het milieu en de rechten en het welzijn van werknemers te respecteren.'</p>
French (France)				
<p>Better Cotton a pour mission d'aider les communautés cotonnières à survivre et prospérer, tout en protégeant et en restaurant l'environnement.</p>	<p>Par l'intermédiaire de ses partenaires chargés de la mise en œuvre, Better Cotton forme les agriculteurs à:</p>	<p>a. « Utiliser l'eau efficacement, prendre soin des sols et des habitats naturels, réduire l'utilisation des produits chimiques les plus nocifs et respecter les droits et le bien-être des travailleurs ».</p>	<p>2. « Prendre soin de l'environnement et mettre en œuvre les principes de travail décent ».</p>	<p>3. « Prendre soin de l'environnement et respecter les droits et le bien-être des travailleurs ».</p>

Annexe 1.2: Mission / Purpose Claims

‘Better Cotton’s mission is to help cotton communities survive and thrive, while protecting and restoring the environment.’	‘Through its implementing partners, Better Cotton trains farmers to...’	a. ‘...use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers’ rights and wellbeing’.	2. ‘...care for the environment and implement the principles of Decent Work’	3. ‘...care for the environment and respect workers’ rights and wellbeing.’
German (Germany)				
„Der Auftrag von Better Cotton ist es, Baumwolle produzierenden Gemeinschaften überleben und florieren zu helfen und dabei die Umwelt zu schützen und zu regenerieren.“	„Über seine Implementierungspartner bildet Better Cotton Bauern aus ...“	a. „... Wasser effizient zu nutzen, die Bodengesundheit und natürliche Lebensräume zu schützen, die Verwendung der schädlichsten Chemikalien zu verringern und die Rechte und das Wohlergehen der Arbeiter zu respektieren“.	2. „... die Umwelt zu schützen und die Prinzipien angemessener Arbeit umzusetzen“	3. „... die Umwelt zu schützen und die Rechte und das Wohlergehen der Arbeiter zu respektieren.“
Italian (Italy)				
“La missione di Better Cotton è aiutare le comunità del cotone a sopravvivere e prosperare, proteggendo e ripristinando l’ambiente.”	“Attraverso i suoi partner di attuazione, Better Cotton prepara gli agricoltori a...”	a. “...utilizzare l’acqua in modo efficiente, prendersi cura della salute del suolo e degli habitat naturali, ridurre l’uso delle sostanze chimiche più dannose e rispettare i diritti e il benessere dei lavoratori”.	2. “...prendersi cura dell’ambiente e attuare i principi del Lavoro Decente”.	3. “...prendersi cura dell’ambiente e rispettare i diritti e il benessere dei lavoratori”.

Annexe 1.2: Mission / Purpose Claims

<p>'Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment.'</p>	<p>'Through its implementing partners, Better Cotton trains farmers to...'</p>	<p>a. '...use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing.'</p>	<p>2. '...care for the environment and implement the principles of Decent Work'</p>	<p>3. '...care for the environment and respect workers' rights and wellbeing.'</p>
Spanish (Spain)				
<p>"La misión de Better Cotton es ayudar a que a las comunidades algodoneras sobrevivan y prosperen, protegiendo y restaurando el medioambiente al mismo tiempo."</p>	<p>"A través de sus socios de implementación, Better Cotton forma a los agricultores para..."</p>	<p>1. "...usar el agua eficientemente, cuidar el suelo y los hábitats naturales, reducir el uso de los productos químicos más nocivos y respetar los derechos y el bienestar de los trabajadores."</p>	<p>2. "...cuidar el medioambiente e implementar los principios del trabajo digno."</p>	<p>3. "...cuidar el medioambiente y respetar los derechos y el bienestar de los trabajadores."</p>
Portuguese (Portugal)				
<p>«A missão da Better Cotton é ajudar as comunidades de algodão a sobreviver e prosperar, protegendo e reabilitando o meio ambiente.»</p>	<p>«Com a ajuda dos seus parceiros de implementação, a Better Cotton capacita os agricultores para...»</p>	<p>a. «...utilizar a água de forma eficiente, zelar pela integridade dos solos e dos habitats naturais, reduzir a utilização dos produtos químicos mais nocivos e respeitar os direitos e o bem-estar dos trabalhadores.»</p>	<p>2. «... proteger o ambiente e assegurar a aplicação dos princípios do trabalho digno.»</p>	<p>3. «... proteger o ambiente e respeitar os direitos e o bem-estar dos trabalhadores.»</p>

Annexe 1.3: On-Product 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

Annexe 2.1: Our Logos

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

Use of the Better Cotton Member 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 5 'On-Product Mark'.

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](#)



Annexe 2.1.1 Better Cotton Member Logo

[Downloads here](#)



BetterCotton.org/MassBalance

Annexe 2.1.2 Better Cotton On-Product Logo

When used on or associated with a product, the 'Better Cotton On-Product Logo' logo must be used. A version of this logo is available in French. The translation of the logo into other languages must first be approved by Better Cotton.

To check eligibility to use the On-Product Logo and request a logo please send a request to claims@bettercotton.org

Annexe 2.2: 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.



Annexe 2.3: 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.



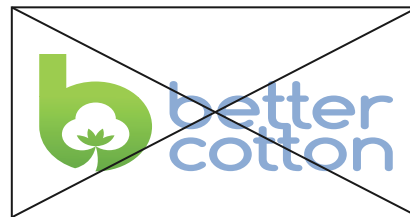
Front

Back



Reconfiguration

Never reconfigure our logo.



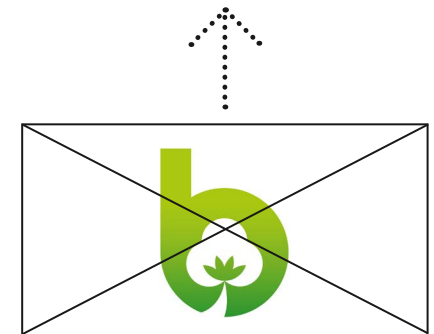
Non-proportional scaling

Never stretch or distort our logo in any way.



Outlines

Never put a stroke or outline on our logo.



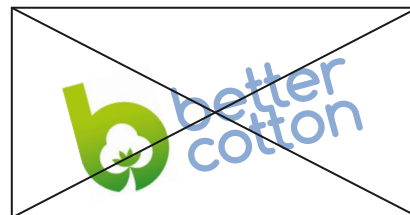
'b' portion of the logo

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.



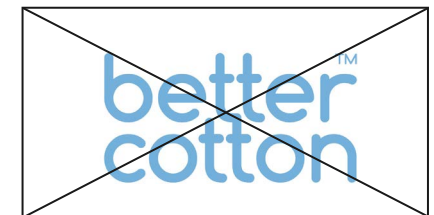
Rotation

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.

Annexe 2.4: Colours, Sizing and Backgrounds

Annexe 2.4.1 Colours

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

Annexe 2.4.2 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.



Annexe 2.4.3 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.



Minimum Size = 17mm width

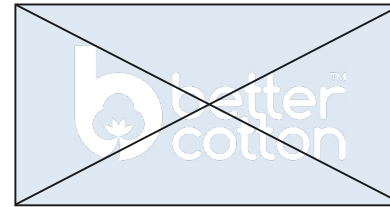
Annexe 2.4: Colours, Sizing and Backgrounds

Annexe 2.4.4 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 such as the adjacent examples.

Never use the full colour logo on a photographic background.



Annexe 2.5: Boxed with Text

For OPM 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 in line with the background rules within this document.

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





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

For claims enquiries, contact claims@bettercotton.org.