



Cotton Made in Africa[®]

Design

Manual

August 2026



Table of Contents

Cotton made in Africa®		Trademarks and Product Logos		Product Communication		Corporate and Project Communication		Contact	
5	Introduction	9	Application Rules	22	Application Rules	33	Application Rules		
6	Purpose and Scope	10	Do's & Don'ts	23	Traceable Cotton	34	Main Logo		
		11	Colours	28	Mass Balance (MB)	37	Examples		
		14	Typography						
		17	Images						
		19	Illustrations						

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This table provides an overview of the previous versions of the CmiA Design Manual. For product, corporate, and project communications, only the current document, „CmiA Design Manual, June 2026“, applies.

Effective Date

This document enters into force on 1 August 2026. The explanations and provisions in the CmiA Design Manual, version of 2023, will expire on 31 July 2026. As of 27 September 2026, this version of the CmiA Design Manual will be binding on all partners referred to in Chapter 2.2 of the [CmiA Claims Framework](#).

Disclaimer

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Translation Accuracy

The official language of this document is English. While the Aid by Trade Foundation also makes a German version of the document available, it accepts no liability for errors or misunderstandings arising from the translation.

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Version	Publication date	Amendments
CmiA Brand Identity Standards - 2011	November 2011	
CmiA The new Logo Manual- 2013	August 2013	Revisions: - Introducing a new logo Deletions: - Introduction of AbTF + CmiA - Goals, mission, vision - Colour weighting - Fonts - Pictures - Fonts - Examples of use
CmiA The New Logo Manual – 2014	April 2014	Additions: - Procurement of advertising materials - Release process - Non-product communication
CmiA Logo Manual - 2016	September 2016	Additions: - CmiA Organic logo - Chapter on corporate communications - Chapter on don'ts
CmiA Logo Manual - 2018	February 2018	Revisions: - Graphical revision of the manual Additions: - Watermarks for corporate communications - Chapter on design elements consisting of logo formats, typography, colours, images, illustrations, and dos & don'ts
CmiA Logo Manual - 2018	May 2018	Revisions: - Logos for products, projects, and brands - Product statements Additions: - Drawings
CmiA Logo Manual – 2021	January 2021	Revisions: - Correct use of logos - Typography - Colours - Images Additions: - Presentation of the standard - Product communication and logo variants for CmiA Organic Deletions: - Watermark
CmiA Design Manual - 2023	August 2023	Revisions: - Brand logo - Product logos for Mass Balance, CmiA Organic, and HIP - Typography - Colour schemes - Dos and don'ts Additions: - Principles: three pillars of sustainability - Usage rules - CmiA Carbon Neutral initiative
CmiA Design Manual – 2026	August 2026	Revisions: - Colour schemes - Dos and don'ts - Examples of product and corporate communications - CmiA Mass Balance logo - Typography Deletions: - Principles: three pillars of sustainability - CmiA Carbon Neutral initiative - CmiA Organic logo



Cotton made in Africa[®]

- 5 Introduction
- 6 Purpose and Scope

Cotton made in Africa®

The Cotton made in Africa initiative (CmiA) was founded in 2005 under the umbrella of the Hamburg-based Aid by Trade Foundation (AbTF). A standard for cotton from Africa, CmiA connects African small-scale farmers with retail companies and fashion brands throughout the global textile value chain, taking into account ecological and social criteria. The initiative's objective is to employ trade, rather than donations, to protect the environment and to improve the living conditions of around one million small-scale farmers and their families. Apart from the farming families, people working in ginneries also benefit from improved working conditions. Additional projects addressing schooling, health, environmental protection, and women's empowerment contribute to better living conditions in farming communities as well. Learn more about CmiA at www.cottonmadeinafrica.org.

The Aid by Trade Foundation (AbTF) authorises ATA KORA Fördergesellschaft GmbH (ATA KORA) to market and administer the rights of the Cotton made in Africa standards and the integration of verified cotton into the supply chain. Brands and retailers pay ATA KORA a licensing fee that allows them to implement CmiA or CmiA Organic verified cotton into their supply chains and gives them the right to advertise using the CmiA or CmiA Organic labels. The proceeds are then transferred from ATA KORA to AbTF, which reinvests them to promote socially and ecologically sustainable cotton cultivation in project regions.



Purpose and Scope

The Design Manual of Cotton made in Africa® (CmiA) is directed at existing CmiA partners. It lays down the most important regulations regarding the application of the CmiA logo for product, corporate, and project communication as well as of our corporate design’s other components, including the following:

- Establishing general rules for the correct use of product and brand logos
- Providing guidance for all internal and external communication about CmiA, including supporting and ensuring a consistent external brand image for CmiA
- Assisting CmiA partners and third parties in communicating their commitment to CmiA in a credible, accurate, informed, and comprehensible manner at the corporate, product, and project levels
- Assisting CmiA partners and third parties in preventing the incorrect use of the CmiA and AbTF logos
- Providing instructions for CmiA labelling and for the correct use of the CmiA and AbTF logos
- Providing an overview of the logo variants for product, corporate, and project communication as well as instructions on typography, colour values, and images



These guidelines form part of all CmiA licensing or partnership agreements and are therefore binding.

Participants or organisations that have not (yet) entered into a contractual relationship with ATAKORA are not entitled to mention CmiA in communications at the corporate level.

ATAKORA retains the right to define appropriate and therefore authorised statements.¹

ATAKORA retains the right to update these guidelines or its communications rules at any time. ATAKORA is obligated to inform its partners about such updates at the time of their publication.

¹ The EU regulation defines misleading statements as ones that deceive or are likely to deceive the average consumer, even if the information they contain is factually correct.





Trademarks & Product Logos

- 9 Application Rules
- 10 Dos & Don'ts When Using the Logo
- 11 Colour Scheme
- 14 Typography
- 17 Images
- 19 Illustrations



Application Rules

You can choose from a variety of logos for product, corporate, and project communication.

For **product labelling**, the decisive factor is which implementation system your company selected when procuring CmiA cotton.

To make the requirements for communication regarding Mass Balance systems even clearer going forward, we are changing the labelling for Cotton made in Africa Mass Balance. In future, the Aid by Trade Foundation's logo will be used instead of the product logo „Supporting the Cotton made in Africa Initiative“. Through this adjustment, we aim to draw more attention to the initiative's support.



CmiA brand logo

For use at the corporate and project levels.



Traceable Cotton (the Segregation chain of custody model)

The Segregation² implementation model (a chain of custody model formerly known as HIP) enables complete transparency throughout the textile value chain. This allows cotton to be traced from the finished product back to the spinning mills and ginneries. In contrast to the Mass Balance system, this cotton must not be mixed with any other cotton at any stage of production. An exception is made for recycled cotton, accessories, and trims.



Mass Balance (the Mass Balance chain of custody model)

The amendment's sole intention is to harmonise terminology; the underlying traceability and materials-separation requirements remain unchanged. For compliance, a tracking system ensures that the quantity of CmiA cotton purchased corresponds to the quantity of yarn sold as CmiA Mass Balance. It is not possible to trace the finished product back to the cotton's origin.

² The term *Segregation* replaces the previous term *HIP (Hard Identity Preserved)* in order to align terminology with internationally recognised ISO 22095 chain-of-custody models and the terminology used in ISEAL-oriented sustainability systems. The amendment's sole intention is to harmonise terminology; the underlying traceability and materials-separation requirements remain unchanged.



Do's & Don'ts

When Using the Logo

Do's

- ✓ The CmiA logo (in all its formats) can be used, firstly, in corporate communications to promote a given organisation's partnership with the CmiA initiative and, secondly, for project communication regarding the CmiA Community Cooperation Programme (CCCP).
- ✓ CmiA and AbTF logos can be used in the predetermined formats and colours. More details are provided in each chapter.
- ✓ Product communications must always include a logo along with the URL as well as a short explanation about CmiA. For more information, see the [CmiA Claims Framework](#).
- ✓ CmiA and AbTF logos must be in high contrast and clearly legible.

Don'ts

- ✗ The shape of the trademarks must not be changed.
- ✗ The font used in the logo must not be changed.
- ✗ CmiA and AbTF logos cannot be narrower than 15 millimetres.
- ✗ CmiA and AbTF logos cannot be placed on a busy or excessively colourful background.
- ✗ CmiA and AbTF logos cannot be smaller than any adjacent labels or logos.
- ✗ When represented in a row with other labels or logos, CmiA and AbTF logos cannot be trimmed.

Non-compliance with these guidelines sets a clearly structured disciplinary mechanism in motion. In cases of a severe violation caused by misleading promotional materials, the partner may be suspended or expelled from the CmiA network. CmiA reserves the right to prohibit the use of the CmiA and AbTF logos or names in any marketing or branding activities. Additional information is provided in our [Claims Framework](#). For the logo files, please contact marketing@abt-foundation.org.



Colour Scheme

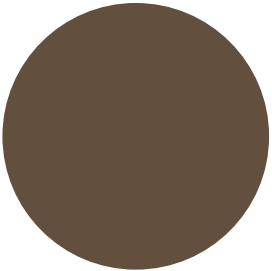
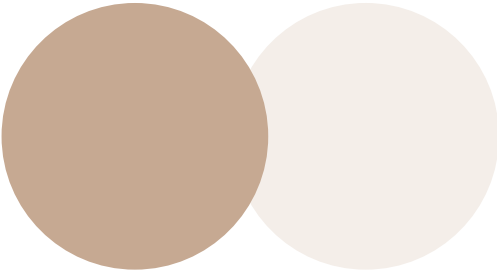
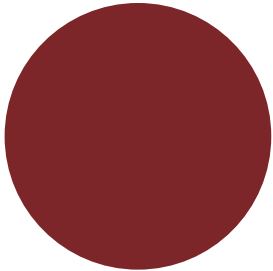
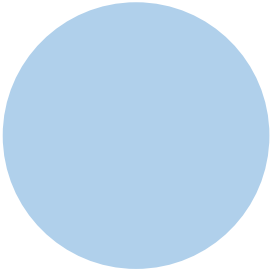
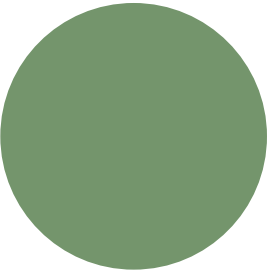
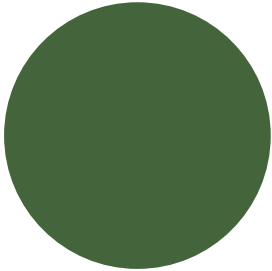
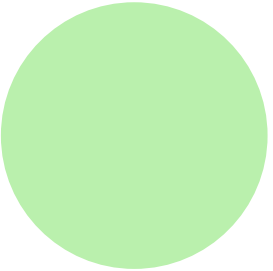
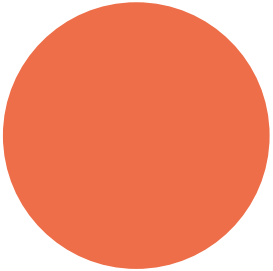
The CmiA colour scheme is inspired by Africa's diverse, colourful landscape and culture and by the colours of the cotton plant.



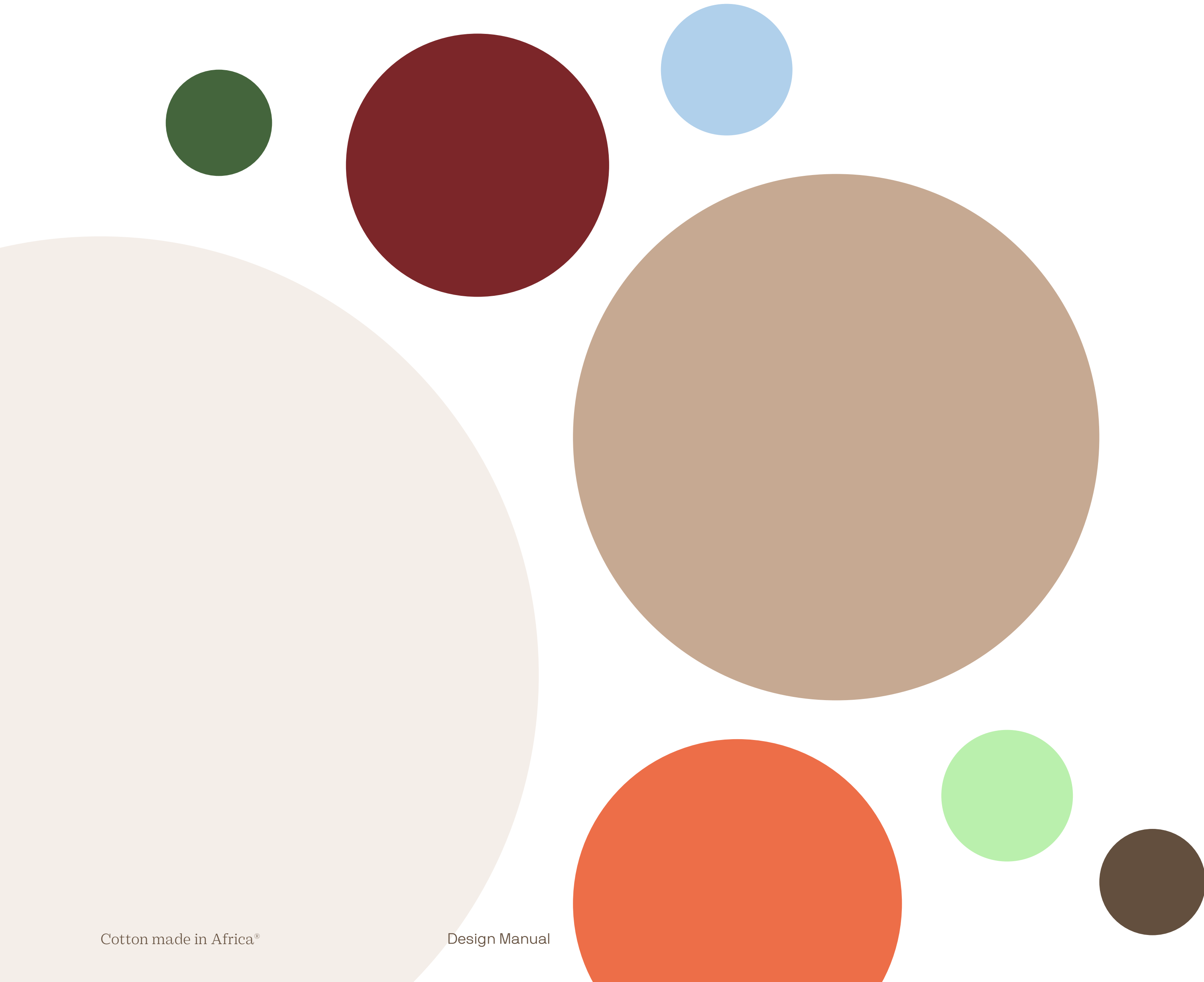


Colour Values

Cloud White, Soil Black, and Cotton Beige are primarily and frequently used and can fill a full-screen background. Text should normally be rendered in Soil Black. All other colours serve a specific purpose: African Red is the trademark colour and serves as a unique identifier. Dust Gray is used for greyscale.

Cotton Sand	Cotton Beige 20%	African Red	Cloud Blue	Organic Green	Dark Organic Green	Web Green	Orange
							
HEX: #634F3E	HEX: #C6A992	HEX: #7C2629	HEX: #B0CEE8	HEX: #74956C	HEX: #B0CEE8	HEX: #BAFOAD	HEX: #FF613E
RGB: 99 79 62	RGB: 198 169 146	RGB: 124 38 41	RGB: 176 206 232	RGB: 116 149 108	RGB: 176 206 232	RGB: 186 240 173	RGB: 255 97 62
CMYK: 45 53 63 50	CMYK: 15 30 35 5	CMYK: 30 100 90 40	CMYK: 35 10 3 0	CMYK: 60 25 70 10	CMYK: 35 10 3 0	CMYK: 33 0 44 0	CMYK: 0 68 72 0
	Pantone: 480 C	Pantone: 1815 C		Pantone: 2263 C			

All colour values mentioned here are defined in the Pantone Formula Guide Coated colour chart under the category of Coated FOGRA 39 (ISO 12647-2:2004).



Weighting

This diagram shows how frequently the colours can be used individually and together as well as how much area each can cover.



Typografie

In typography, a distinction is made between NB International Pro as the house font and Manrope as the fallback and web font.

A large, white, sans-serif capital 'C' and a lowercase 'c' are prominently displayed in the center of the page. They are overlaid on a background image showing a close-up of raw cotton wool (lint) spilling out from a torn, brown burlap sack. The lighting is warm and focused, highlighting the texture of the cotton and the coarse weave of the sack.



House Font

The primary typeface is **NB International Pro Light and Bold**, which is used for body copy, headlines, and highlights.

In addition, **Practical Serif** Extralight can be used as a headline typeface. **NB International Pro Mono** can be used sparingly for highlights.

A licence is required in order to use the NB International Pro and Practical Serif font. If you have any questions regarding these issues, please contact marketing@abt-foundation.org.

Anatomy

NB International Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

NB International Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Sample Text

Cotton made in Africa®

The Cotton made in Africa® initiative (CmiA) was founded in 2005 under the umbrella of the Hamburg-based Aid by Trade Foundation (AbTF).

CmiA is an **internationally recognised standard for sustainably produced cotton from Africa**, connecting African small-scale farmers with trading companies and fashion brands throughout the global textile value chain. **The initiative’s objective is to employ trade, rather than donations, to protect the environment and to improve the living conditions of around one million small-scale farmers and their families.** Apart from the farming families, people working in ginneries also benefit from improved working conditions. Additional projects addressing schooling, health, environmental protection, and women’s empowerment contribute to better living conditions in farming communities as well.

Learn more at cottonmadeinafrica.org.

Highlight font

NB International Pro Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Anatomy Serifen

Practical Serif Extralight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()



Fallback

As a fallback or alternative option for special cases where **NB International Pro** cannot be used (e.g. in web applications or screen presentations), **Manrope** in Light and Bold is used.

Its application in typesetting follows the same principles as the primary typeface.

The Manrope typeface is available free of charge from → [Google Fonts](#).

Anatomy

Manrope Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / – ()

Manrope Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / – ()

Sample Text

Cotton made in Africa®

The Cotton made in Africa® initiative (CmiA) was founded in 2005 under the umbrella of the Hamburg-based Aid by Trade Foundation (AbTF).

CmiA is an **internationally recognised standard for sustainably produced cotton from Africa**, connecting African small-scale farmers with trading companies and fashion brands throughout the global textile value chain. **The initiative’s objective is to employ trade, rather than donations, to protect the environment and to improve the living conditions of around one million small-scale farmers and their families.** Apart from the farming families, people working in ginneries also benefit from improved working conditions. Additional projects addressing schooling, health, environmental protection, and women’s empowerment contribute to better living conditions in farming communities as well.

Learn more at cottonmadeinafrica.org.



Images

CmiA's picture collection can be used to complement other design elements in order to communicate your engagement with positivity and authenticity in a natural, vivid, and cheerful way.



We can provide you with images for publication.



Images

CmiA’s picture collection can be used to complement other design elements in order to communicate your engagement with **positivity** and **authenticity** in a **natural, vivid,** and **cheerful** way.

Feel free to contact us about our picture collection at any time. Any related questions can be directed to our →brand contact.





Illustrations

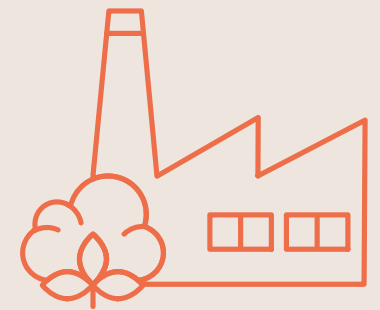
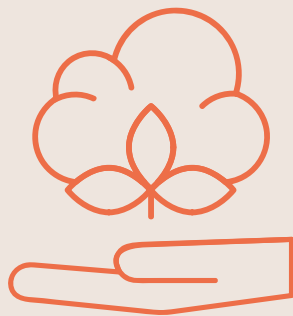
Our illustrations add a graphic dimension to the Cotton made in Africa brand, making complex connections easier to understand while enhancing the visual appeal.





Illustrations

CmiA uses icons to visualise complex issues in a simplified way. They also serve to enrich the overall presentation by adding a visual component.



Please note that the icons cannot be altered. A pool of icons in a variety of subject areas is available for your use. Colours may be chosen from the CmiA colour scheme. Please feel free to direct any questions to our → brand contact.



Product Communication

23	Application Rules
24	Traceable Cotton
29	Mass Balance (MB)



Application Rules

Product Communication

Product-related communications include all communications that refer to CmiA in connection with a product. Companies with a licensing agreement and partners of CmiA licensing partners may communicate at the product level.

Examples include web labels and hangtags. In product communications, a logo must always be accompanied by a URL or QR code as well as a short explanation about CmiA. Additional explanations are provided in our [Claims Framework](#).

Product Labelling

Product labels depend on which implementation model has been chosen: Segregation (advertised with the CmiA Inside logo) or Mass Balance (advertised with the AbTF logo). More about the models can be found in the [CmiA Chain of Custody Guidelines](#).

Product Labelling

You can commission our partner Nilörn Germany GmbH (info@de.nilorn.com) to produce your product labels.

All product communications (e.g. hangtags, web labels, textile labels, or printed labels) can also be individually designed with unique artwork, provided that the art is compatible with Cotton made in Africa's corporate identity. The logo files, claims, and associated URLs are available from marketing@abt-foundation.org.



Traceable Cotton

For use in the context of product communication, see chapter 3.1.1 in the CmiA Claims Framework. Continue reading for more about using the “Cotton made in Africa Inside” logo to label CmiA cotton in the context of traceable cotton.





Picture mark



Word mark

COTTON
MADE IN
AFRICA

Product-specific
label

Inside



Colours and Variants

CmiA product logos can be used in a variety of colours.

Ideally, the product logos are in the **main colour** of African Red against a light-coloured background.

In special cases, **alternative colours** are available. For example, the version in Dust Gray can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated back-grounds.

Colour Values Used

African Red	Dust Gray
HEX: #7C2629	Pantone: 1815 C
RGB: 124 38 41	CMYK: 30 100 90 40
Cloud White	Soil Black
HEX: #FFFFFF	Pantone: Black 7 C
RGB: 255 255 255	CMYK: 0 0 0 100

Main Product Logo



Alternative Product Logos

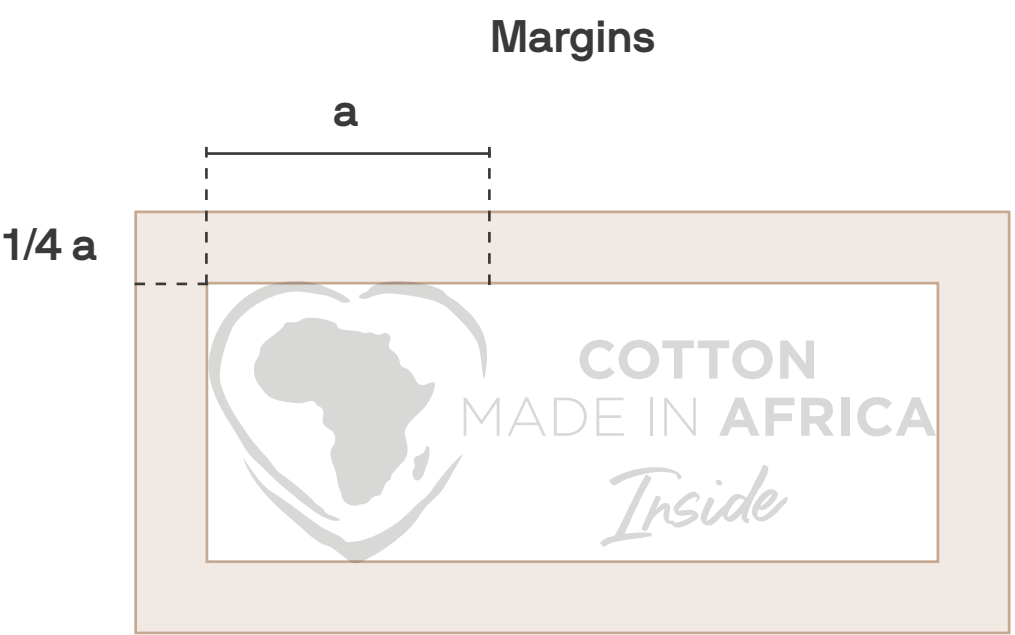
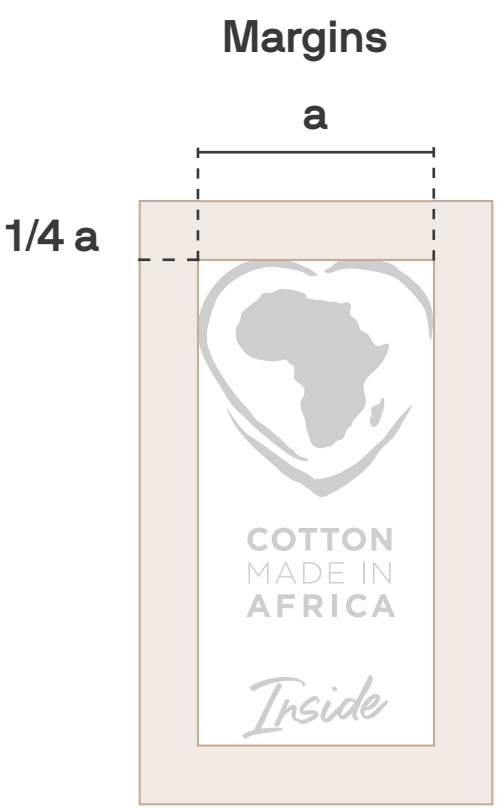




Product Logo Margins

For the trademarks to have their intended impact, a minimum buffer area must be maintained on all four sides

The margin amounts to one quarter of the picture mark's total width (a).



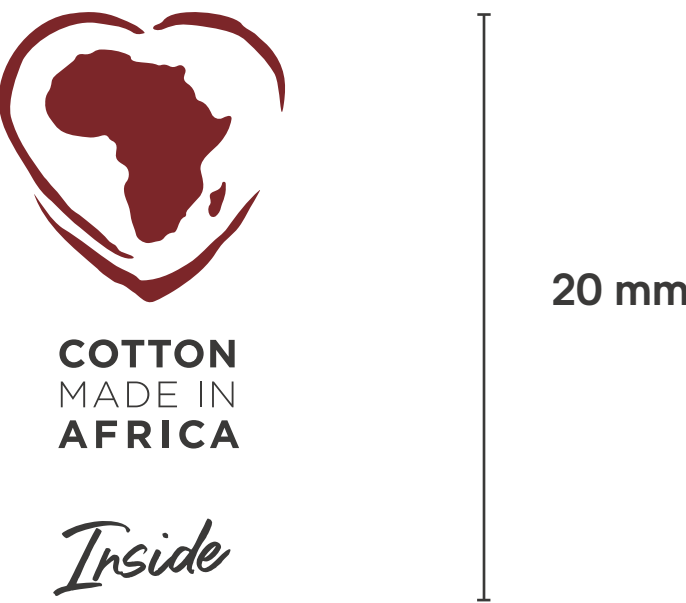
Minimum Product Logo Size

To ensure legibility, minimum sizes have been set for the logos.

The main product logo must be at least **20 millimetres in length**. The long product logo must be at least **35 millimetres in width**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Minimum Size



Minimum Size





Examples





Mass Balance (MB)

For use in the context of product communication, see chapter 3.1.2 in the CmiA Claims Framework. Continue reading for more about using the Aid by Trade Foundation logo for our Mass Balance labelling.





Colours and Variants

The AbTF logo may be used in different colours.

Ideally, the product logos are reproduced in the main colour: sky dark.

In special cases, alternative colours are available. For example, the version in Dust Gray can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated back-grounds.

Colour

 Sky Dark

HEX: #052837

Pantone: 303 U/C

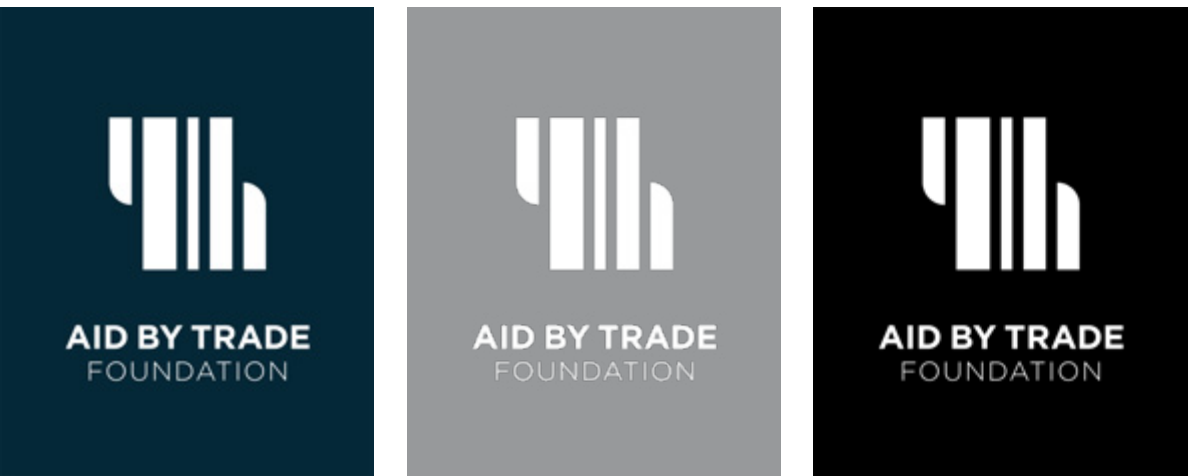
RGB: 5 40 55

CMYK: 100 45 20 70

Main Product Logo



Alternative Product Logos

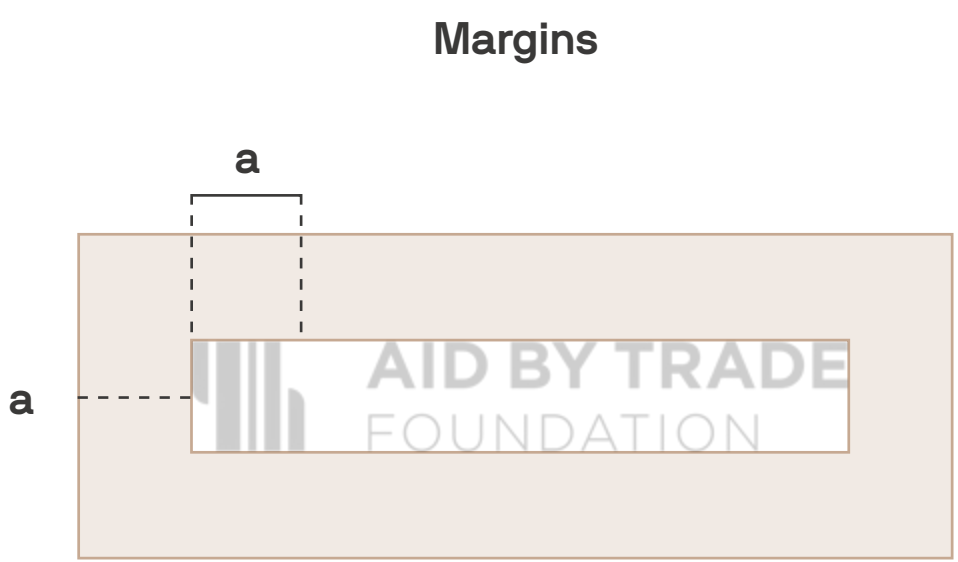
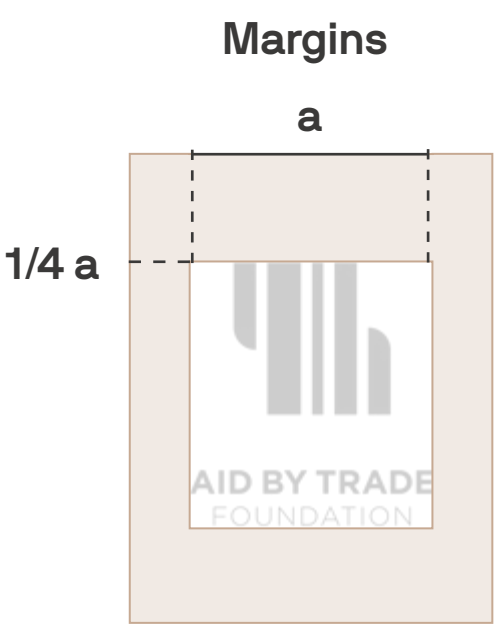




Logo Margins

For the logo to have its intended impact, a minimum buffer area must be maintained on all four sides.

The margin amounts to **one quarter of the logo’s total width (a)**.



Minimum Logo Size

To ensure legibility, minimum sizes have been set for the logos.

The landscape logo must be at least **20 millimetres in length**. The portrait logo must be at least **35 millimetres in width**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Minimum Size



Minimum Size





Examples





Corporate & Project Communication

- 35 Application Rules
- 36 Main Logo
- 39 Examples

Application Rules

Corporate communication includes all communications that relate to an organisation’s overall commitment, involvement, or partnership with the Cotton Made in Africa® initiative, such as annual reports, websites, press releases, and social-media or other media publications.

The following parties may communicate at the **company level** about their partnership with Cotton made in Africa®:

- Companies with a licensing agreement
- Companies with a partnership agreement
- Registered CmiA members with a valid membership
- CmiA-verified cotton companies with a partnership agreement
- Project partners with a cooperation agreement

Partners with a donation agreement with the Aid by Trade Foundation, as well as cotton companies financing a CmiA Community Cooperation Programme (CCCP) project jointly with CmiA, can publicise these efforts. **Project communication** addresses support for the CCCP programme or project and is regulated through contractual agreements with the Aid by Trade Foundation.

The CCCP was established in 2015 to support projects addressing education, health, drinking water, and women’s empowerment in CmiA cotton-growing regions. All these projects are developed by local CmiA partners on the basis of a needs analysis and in close communication with beneficiaries in the village communities.





Main Logo

Picture mark



Word mark

COTTON
MADE IN
AFRICA

The **main logo** is our primary trademark. It is used in all non-product-related communications, e.g. at trade fairs or in corporate media, email signatures, or corporate communications soliciting a partnership with CmiA.

The CmiA brand logo may be used for both corporate and project communications.



Colours and Variants

The trademarks can be used in different colours.

As the **main colour**, African Red is primarily used.

In special cases, **alternative colours** are available. There are versions in Soil Black or Dust Gray, which can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated backgrounds.

Colour Values

African Red		Dust Gray	
HEX: #7C2629	Pantone: 1815 C	HEX: #97999B	Pantone: Cool Gray 7 C
RGB: 124 38 41	CMYK: 30 100 90 40	RGB: 151 153 155	CMYK: 20 14 12 40
Cloud White		Soil Black	
HEX: #FFFFFF	CMYK: 0 0 0 0	HEX: #3A3938	Pantone: Black 7 C
RGB: 255 255 255		RGB: 58 57 56	CMYK: 0 0 0 100

Main Product Logo



Alternative Product Logos

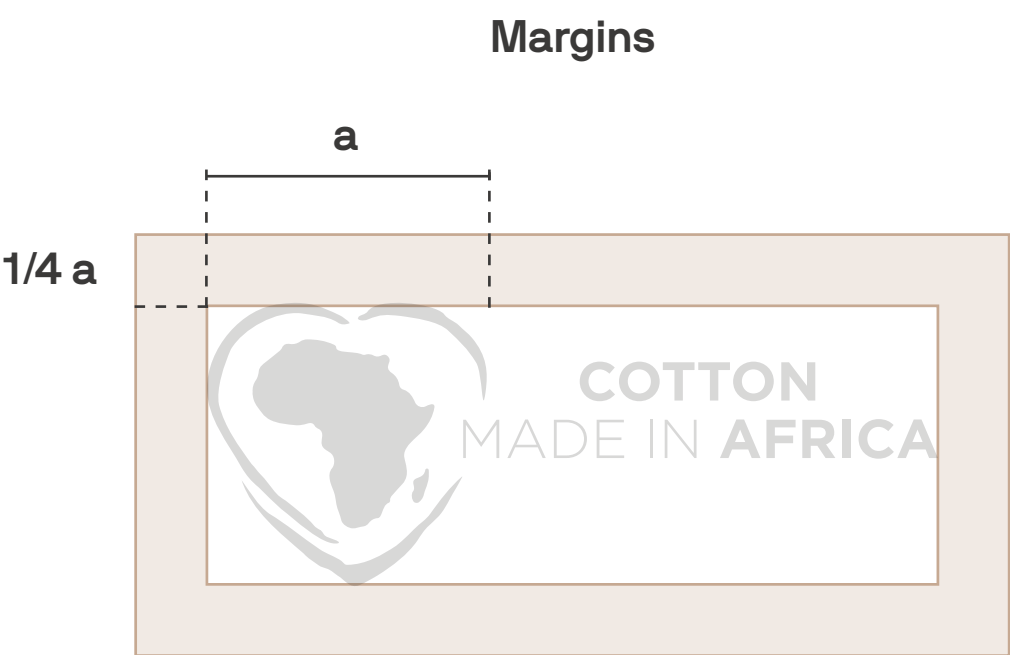
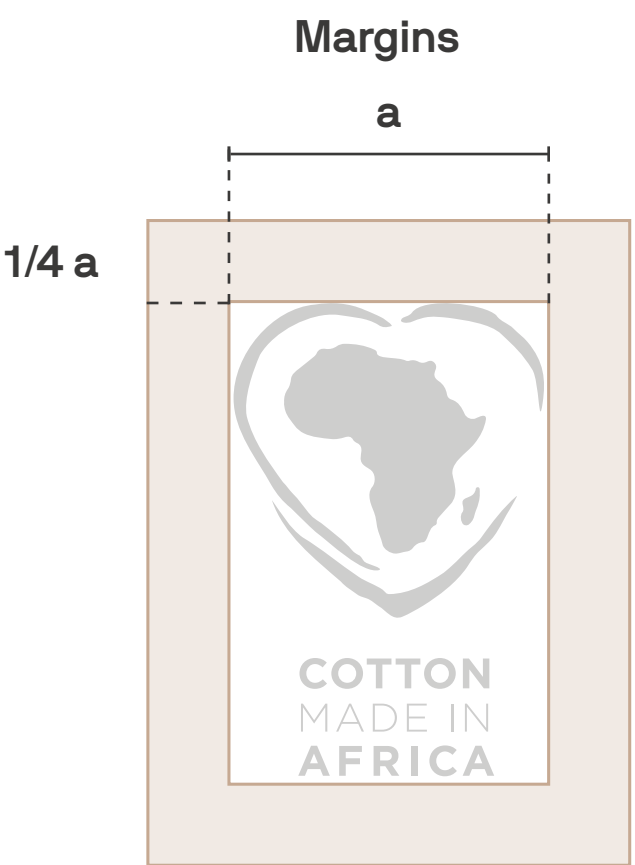




Trademark Margins

For the trademarks to have their intended impact, a minimum buffer area must be maintained on all four sides.

The margin amounts to **one quarter of the picture mark's total width (a)**.



Minimum Trademark Size

To ensure legibility, minimum sizes have been set for the logos.

The main logo must be at least **15 millimetres in length**.

The long logo must be at least **20 millimetres in width**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Minimum Size



Minimum Size

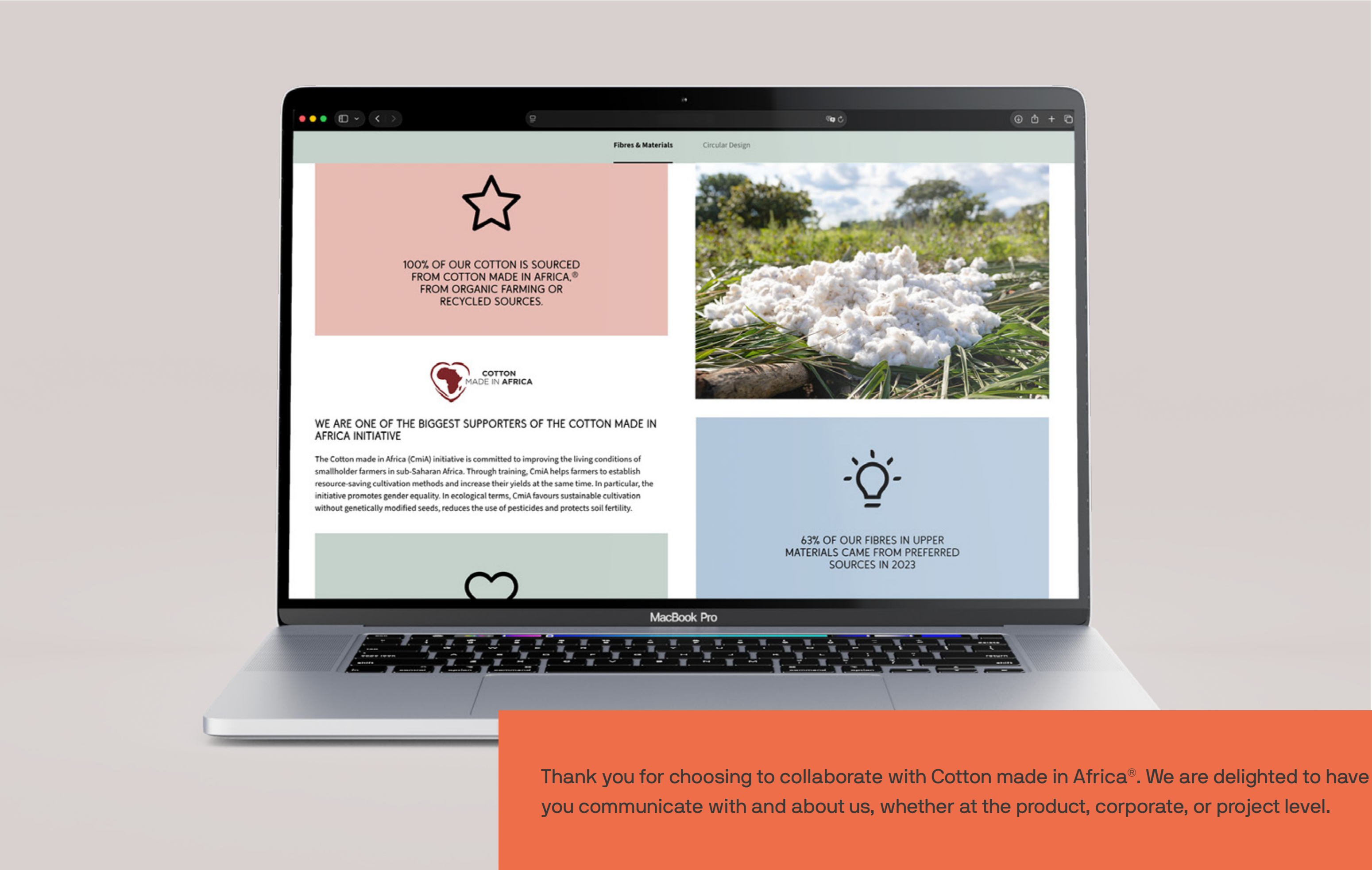
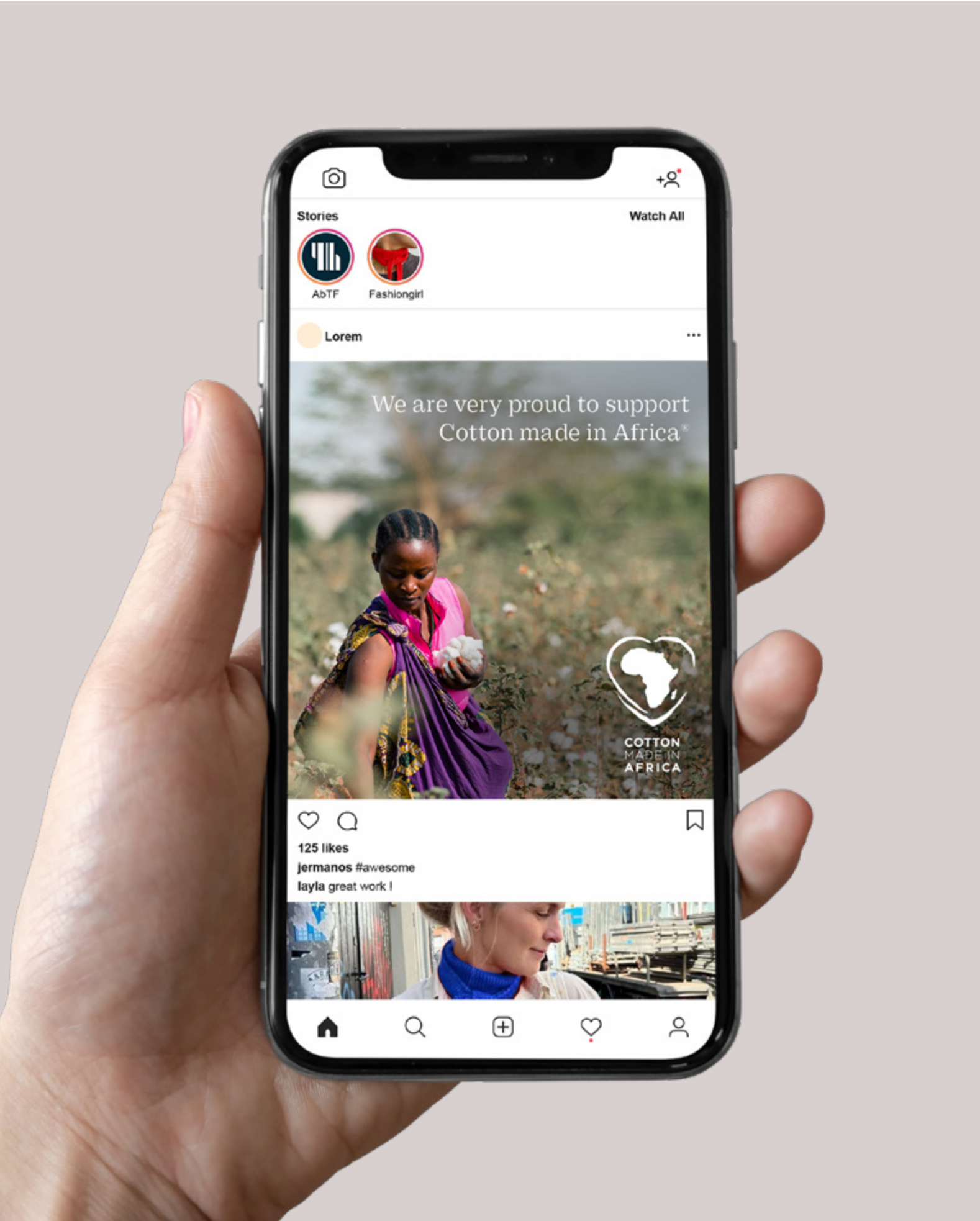




CORPORATE AND PROJECT
COMMUNICATION

Application Rules

Examples



Thank you for choosing to collaborate with Cotton made in Africa®. We are delighted to have you communicate with and about us, whether at the product, corporate, or project level.

Founded in 2005 by the entrepreneur Prof. Dr Michael Otto, the Aid by Trade Foundation (AbTF) is now an internationally renowned non-profit organisation that works throughout the world to promote sustainable raw materials. Its activities make a decisive and measurable contribution to improving the living conditions of people and animals while protecting the environment. AbTF takes a practical approach by creating and maintaining a variety of standards to verify raw materials: Cotton made in Africa® (CmiA), Cotton made in Africa Organic (CmiA Organic), the Regenerative Cotton Standard® (RCS), and The Good Cashmere Standard® (GCS). As climate change and market changes cause the challenges facing herders, textile companies, and small-scale farmers to grow, the standards have a major role to play in ensuring their resilience and future viability. AbTF collaborates closely with industry experts and with specialists in animal and nature protection.

Aid by Trade Foundation: One Platform, Four Strategic Levers



Built to cover your entire sustainability workflow, from sourcing to storytelling.



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