



Cotton made in Africa[®] Claims Framework

VERSION 7 / AUGUST 2026

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The table below provides an overview of the previous versions of the CmiA Communication Guidelines. For product, corporate, and project communications, only the current document, „CmiA Communication Guidelines, June 2026“, applies.

Effective Date

This document will enter into force on 1 August 2026. The explanations and provisions in the CmiA Communication Guidelines, version of 2023, will expire on 31 July 2026. As of 27 September 2026, this version of the CmiA Communication Guidelines will binding on all partners referred to in Chapter 2.2.

Disclaimer

This document is a voluntary guide that is not intended to replace the legal or regulatory requirements of any country.

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Translation Accuracy

The official language of this document is German. While the Aid by Trade Foundation also makes an English 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 Communication Guidelines 2011	August 2011	
CmiA Communication Guidelines 2015	April 2015	Revisions: - Claims for product communication - Logo
CmiA Communication Guidelines 2016	March 2016	Graphics updated
CmiA Communication Guidelines 2018	August 2018	Graphics updated
CmiA Communication Guidelines 2021	January 2021	Revisions: - Claims for product communication - Logo Additions: - Type of Contractual relationship - CmiA organic - Corporate Communication - Project Communication - How to use the logo - Terminology - Approval Process - Sanctions
CmiA Communication Guidelines 2023	October 2023	Revisions: - Logos for Product, Project and Brand Logos - Claims for product communication Additions: - CmiA Carbon Neutral Initiative - Green Button and Cradle to Cradle Certified® Deletions: - Approval Process
CmiA Communication Guidelines 2026	August 2026	Revisions: - Product statements - Change of minimum cotton percentage in final product for claim eligibility: from 5 percent to 30 percent - Replace the chain-of-custody term “Hard Identity Preserved” with “Segregation” - Replace the term “CmiA HIP” with “CmiA Traceable” - Terminology - Product logo for CmiA Mass Balance Deletions: - Communicating About the CmiA Carbon Neutral Initiative - Green Button and Cradle to Cradle Certified® - The partner logo for CmiA-verified cotton companies, for consistency in brand communication - Product communication CmiA Organic

1 Introduction

1.1 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.



1.2 Purpose and Scope

The Communication Guidelines of the Cotton made in Africa® (CmiA) initiative are directed at existing CmiA partners and third parties; they provide instructions in the proper use of the brand and its messages.

This document sets out the most important regulations for corporate, product, and project communication regarding, in particular, Cotton made in Africa® and Cotton made in Africa Organic.

- Establishing general rules for communication about the CmiA initiative and its work
- Providing guidance for all internal and external communication via CmiA, including supporting and ensuring a consistent external brand image for CmiA
- Help CmiA partners and third parties communicate their commitment to CmiA in a credible, accurate, informed, and easy-to-understand manner at the corporate, product, and project levels
- Assist CmiA partners and third parties in preventing incorrect or misleading communications that could lead to reputational damage
- Instructions for CmiA labelling and for the correct use of the CmiA logo
- A catalogue of suitable texts and specific statements is provided to select from when communicating about CmiA. The texts are meant to serve as suggestions; CmiA partners bear the responsibility for how they use them

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 In its Unfair Commercial Practices Directive, the EU defines a misleading statement as one that “deceives or is likely to deceive the average consumer, even if the information is factually correct”.

2. Overview

2.1 Communication Modules and Key Requirements

Depending on the type of contractual relationship between an organisation and ATAKORA Fördergesellschaft GmbH, different rules apply for communication about CmiA. There are three different communication modules:

- 1. Product communication, which includes rules for product labelling
- 2. Corporate communications that relate to corporate level communications
- 3. Project communication that exclusively concerns the CmiA Community Cooperation Programme (CCCP)

The following tables provide an overview of the various communication requirements.

Product Communication, by Implementation Model (Chain of Custody)

a) Traceable Cotton (Segregation Chain of Custody Model²)

	Minimum Material Composition Percentage of CmiA o in the Final Product ³	What This Affects
	≥30%	- CmiA licensing partners
	<30% cannot be claimed	- Partners of CmiA licensing partners

If the final product has a material composition percentage of less than 30% CmiA or CmiA Organic cotton, production under the corresponding implementation model is possible, but product communication is not permitted. According to the Chain of Custody rules, the cotton component of the product must only contain CmiA or CmiA Organic cotton (for detailed information, see chapter 3.1.1).

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.

3 "Final product" refers to the fully manufactured product in its final form. "Material composition percentage" refers to the material composition of the entire product—and not to individual product components, parts, or accessories—unless explicitly stated otherwise.

b) Mass Balance (Mass Balance Chain of Custody Model)

	Minimum Material Composition Percentage of Cotton in the Final Product ⁴	What This Affects
	≥30%	- CmiA licensing partners
	<30% cannot be claimed	- Partners of CmiA licensing partners

If the final product has a material composition of less than 30% cotton, production under the corresponding implementation model is possible, but product communication is excluded. The cotton content of the product must be balanced in accordance with the rules of mass balancing, meaning that the specific product is not required to contain CmiA cotton but, rather, that the spinning plant must purchase a quantity of CmiA cotton equivalent to the cotton content used and feed it into the supply chain (for further information, see Chapter 3.1.2).

4 "Final product" refers to the fully manufactured product in its final form. "Material composition percentage" refers to the material composition of the entire product—and not to individual product components, parts, or accessories—unless explicitly stated otherwise.

Corporate Communication

Regardless of the chosen (chain of custody) implementation model and material composition, the following parties may communicate about their partnership with CmiA at the corporate level:

- 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 of CmiA licensing partners who do not have their own licensing agreement with ATAKORA may NOT communicate about CmiA at the corporate level.

Project Communication

The following parties may communicate about their partnership and project with CmiA at the project level:

- Partners with a donation agreement with AbTF
- CmiA-verified cotton companies with a partnership agreement and a grant agreement with AbTF

Your communication rights are non-transferable and apply exclusively to you as a contractual partner. These guidelines apply, worldwide, to all communication and marketing activities related to Cotton made in Africa®.



2.2 Partner Categories and Definitions

Licensed Companies

This category includes retailers, suppliers, importers, and manufacturers who

- have a valid licensing agreement or supplier licensing agreement with ATAKORA; and
- integrate CmiA-verified cotton into their supply chains according to the selected implementation model.

Companies With a Partnership Agreement

These include traders, retailers, and cotton traders who

- have a valid sponsorship or partnership agreement with ATAKORA (for cotton companies, see below).

Registered CmiA Members

This includes spinning mills, fabric producers, and other registered partners in the CmiA supply chain who

- have no formal partnership agreement with ATAKORA but have a valid CmiA membership.

Cotton companies With a Partnership Agreement

These include companies that are based in African cotton-producing countries and that

- have a partnership agreement with ATAKORA; and
- have a valid CmiA certificate.

Partners of CmiA Licensing Partners

These include retailers and brands that

- buy or sell products from CmiA licensing partners but do not have a direct licensing agreement with ATAKORA (see above).

Partners With a Donation Agreement or Grant Agreement with AbTF

Partners who support a project initiated by the Aid by Trade Foundation sign a donation agreement with the Aid by Trade Foundation. For this purpose, the term “partners” includes CmiA partners with a licensing agreement, NGOs, and private individuals.

If CmiA-verified cotton companies want to support a project together with the Aid by Trade Foundation, they must conclude a Grant Agreement with AbTF.



3. Communicating About CmiA as a CmiA Partner

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3.1 Product Communication

Companies with a licensing agreement, and partners of CmiA licensing partners (see Chapter 2.2), may communicate about CmiA at the product level according to the implementation (chain of custody) model implemented at the production stage.

- Product-related communication includes all communication activities related to CmiA in the product context, for example on the label or packaging of the product, at the POS (online or offline), in product placement, or in product advertising.
- For product labelling, a distinction is made between the implementation (chain of custody) models—Segregation (formerly HIP) and Mass Balance—used in the processing of CmiA cotton.
- For both implementation models, the **minimum percentage of cotton in the final product is 30 percent.**⁵ If the end product has a material composition with a lower cotton content, e.g. 85 percent viscose and 15 percent cotton, this product must not be advertised with a CmiA logo. However, the item can still be manufactured.

For more information on the requirements for applying the implementation models, see Chapters 3.1.1, 3.1.2 as well as the documents for the Chain of Custody and the Aid by Trade Foundation Transparency Standard.

- Regardless of the implementation model, product communication consists of three different elements:
1. The correct product logo
 2. A statement recommended by the Aid by Trade Foundation; for CmiA Inside, this includes the minimum amount of CmiA cotton in the final product
 3. The correct URL or QR code for end clients to find additional information

⁵ “Final product” refers to the fully manufactured product in its final form. “Material composition percentage” refers to the material composition of the entire product—and not to individual product components, parts, or accessories—unless explicitly stated otherwise.

IMPLEMENTATION MODEL / COC MODEL

Segregation (formerly HIP)



CmiA cotton

Mass Balance



CmiA cotton

3.1.1 Product Communication: Traceable Cotton



Traceable Cotton Through CmiA

The implementation (chain of custody) model of Segregation (formerly 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.

CmiA yarn produced under this implementation model may consist of

- 1. CmiA-verified cotton only; or
- 2. a mixture of CmiA-verified cotton and recycled cotton under the Recycled Claim Standard (RCS) or Global Recycled Standard (GRS).⁶

Mixing with fibres other than cotton is also permitted.

The following specifications must be adhered to throughout the textile production process, from cotton to yarn to fabric:

- Only CmiA-verified cotton, which must always be stored and processed separately, may be used, with the exception of the above mentioned exceptions.
- The materials and products produced under this implementation model (yarns, fabrics, textiles) must always be stored and processed separately and be traceable to their origin through appropriate documentation.

In order to ensure that these requirements are met, all partners in the textile value chain must enter the appropriate information into the CmiA tracking system. This allows precise statements to be made about the origin of the materials used, including the raw cotton.

Finished products may bear the **“Cotton made in Africa Inside”** logo if the following conditions are met:

- The final product must have a CmiA cotton content of 30 percent. If the end product has a material composition with a lower CmiA cotton content—e.g. 70 percent viscose, 15 percent CmiA cotton, and 15 percent GRS cotton—this product must not be advertised with a CmiA logo.
- The product must have been recorded via the CmiA tracking system and be traceable to the CmiA cotton origin through a complete set of tracking data.

→ For more information on the requirements and assurances of the Segregation chain-of-custody model (formerly HIP), see the Aid by Trade Foundation [Transparency Standard](#) and the [Assurance Manual](#).

⁶ This also includes their successor standards within the framework of the Textile Exchange Materials Matter Standards.

3.1.1 Product Communication: CmiA Inside



→ If necessary, the [CmiA Logo Manual](#) can be consulted for more details on using the logo.

RECOMMENDED CLAIM FOR CMiA INSIDE PRODUCT COMMUNICATION

→ Please keep in mind that these texts and claims are only meant to serve as examples. CmiA partners are responsible for ensuring that specific statements comply with all relevant laws and regulations.

This product contains at least 30² percent* hand-picked cotton from Africa that was grown exclusively with rainwater in a way that strengthens small-scale farming communities in Africa.

***Not including accessories and trims.¹**

- 1) Mandatory supplement
- 2) If desired, the exact percentage may be indicated instead.

→ After each product statement, the following URL and explanation must be added:

**www.cottonmadeinafrica.org/segregation
An initiative of the Aid by Trade Foundation**

→ Alternatively, a QR code may be inserted instead of the URL.

3.1.2 Product Communication: Mass Balance



Change to the labelling for Cotton made in Africa Mass Balance

In order to reflect the communication requirements for mass balance systems even more clearly in future, we are **changing the labelling for Cotton made in Africa Mass Balance**. In future, the Aid by Trade Foundation logo will be used instead of the ‘**Supporting the Cotton made in Africa Initiative**’ product logo.



With this adjustment, we wish to further emphasise our support for the initiative

→ Further information on the implementation system for mass balance can be found later in this chapter.

Products Under the Mass Balance System

For the production of CmiA Mass Balance yarn, cotton may be mixed with cotton of other origins at the level of the spinning mill. 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.

The system is based on a quantity balance (mass balance), comparable to the principle of green electricity.

CmiA yarn produced under this implementation model may consist of

- a. CmiA-verified cotton;
- b. a mixture of CmiA-verified cotton and cotton of other origin; or
- c. only cotton of other origins.

Mixing with fibres other than cotton is also permitted.

In all cases, the CmiA tracking system subtracts the total amount of cotton yarn from the amount of CmiA cotton purchased at the spinning mill, regardless of whether CmiA cotton was physically used in the yarn. This means that the spinning mill must purchase an amount of CmiA cotton corresponding to the total cotton content of the product.

The tracking system ensures that no more CmiA Mass Balance yarn is sold than CmiA cotton was purchased. This system does not allow for the physical traceability of individual fibres, but it ensures correct quantity balancing and helps to increase the demand for CmiA cotton.

The end product therefore **may** contain CmiA cotton, but it may also contain any other cotton; the origin of the cotton used is not detectable.

Finished products may bear the logo “**Supporting the Initiative Cotton made in Africa**” if the following conditions are met:

- The final product must have a cotton content of 30 percent or more. If the end product has a material composition with a lower cotton content—e.g. 85 percent VIS and 15 percent cotton—this product may not be advertised with a CmiA logo.
- The product must have been recorded via the CmiA tracking system and a corresponding mass balance must have taken place at the spinning-mill level.

→ For more information on the requirements and assurances of the Mass Balance system, see the Chain of Custody document.

3.1.3 Product Communication: Mass Balance



→ If necessary, the CmiA Logo Manual can be consulted for more details on using the logo.

RECOMMENDED CLAIMS FOR MASS BALANCE PRODUCT COMMUNICATION

→ Please keep in mind that these texts and claims are only meant to serve as examples. CmiA partners are responsible for ensuring that specific statements comply with all relevant laws and regulations.

By purchasing this product, you are supporting the Aid by Trade Foundation. This charitable foundation supports projects in cotton-growing regions – including training for smallholder farmers, education, healthcare and the empowerment of women.

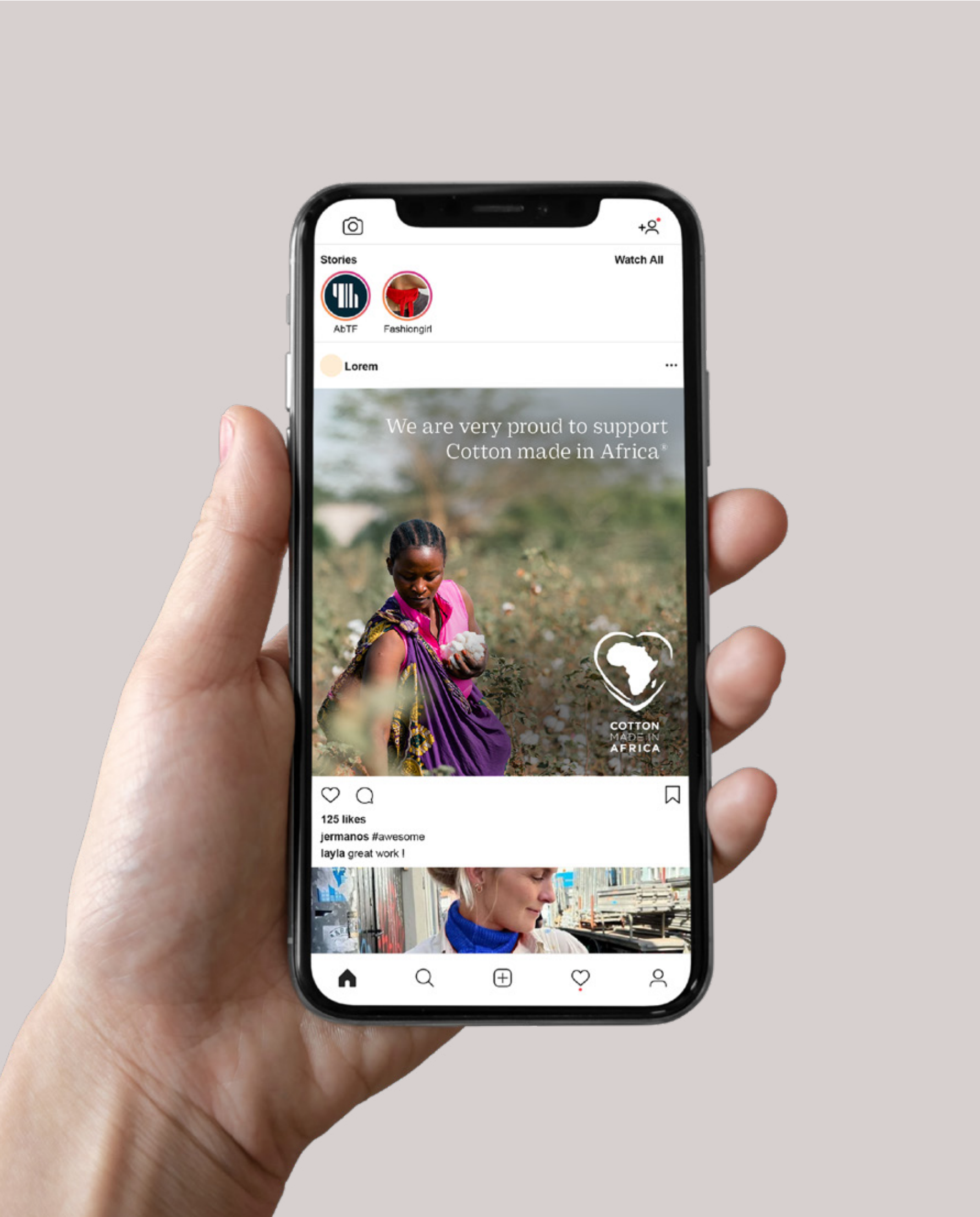
By purchasing this product, you are supporting the Aid by Trade Foundation in its work to promote projects in cotton-growing regions.

→ After each product statement, the following URL and explanation must be added:

www.aidbytrade.org/en/support

→ Alternatively, a QR code may be inserted instead of the URL.

3.2 Corporate Communication



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

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.

If you would like to communicate at the company level about your partnership with Cotton made in Africa®, we would be pleased to provide you with further information. The following channels are available for your corporate communications:

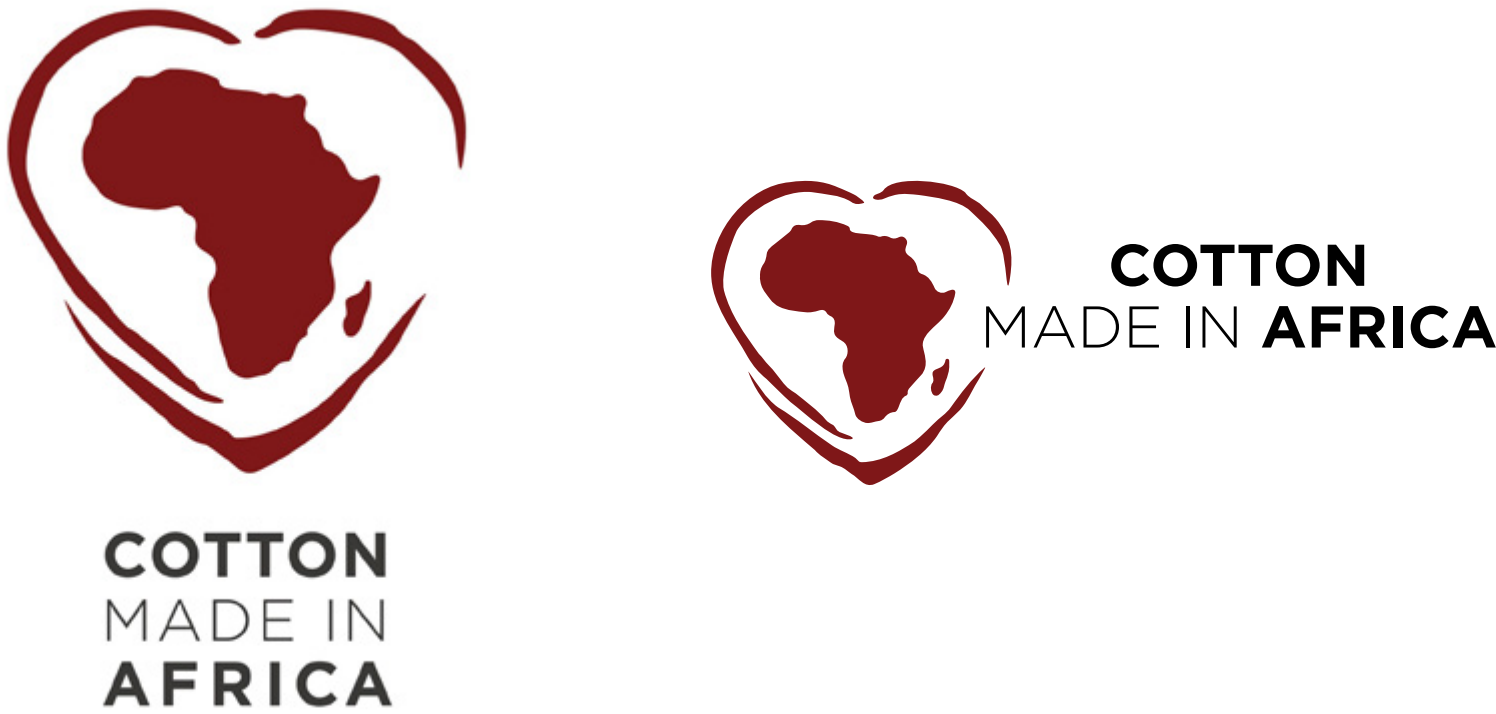
- Reports
- Online sites (excluding web shops and e-commerce, see “Product Communication”)
- PR measures
- Social media publications

To enable you to adapt your communication accordingly, we would be pleased to provide you with the following information:

- **Facts and figures**, including life cycle assessments, which demonstrate the quality, origin, and transparency of the cotton fibres in the supply chain⁷
- **Social factors** that illustrate the direct impact of our collaboration on farmers and their families
- **Interviews** with farmers and current **reports** from the CmiA project regions
- **Images**, including various photos from the project regions, are at your disposal.

7 This is only possible if the company uses Segregation as the implementation model.

3.2 Corporate Communication



AUTHORISED STATEMENTS FOR COMMUNICATING ABOUT THE PARTNERSHIP WITH COTTON MADE IN AFRICA® AT THE COMPANY LEVEL

We support Cotton made in Africa® partner companies [member/ licensee/producer with partnership agreement]. Learn more at cottonmadeinafrica.org

Through our collaboration with Cotton made in Africa®, we support small-scale farmers in Africa as well as measures to promote improved agricultural practices in cotton cultivation. Learn more at cottonmadeinafrica.org

The partnership with Cotton made in Africa® supports training programmes promoting better cotton cultivation methods among small-scale farmers in Africa. Learn more at cottonmadeinafrica.org

→ We kindly ask all partners to send us your corporate communication drafts for review. Please contact marketing@abt-foundation.org with any questions.

3.3 Project Communication



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.

How can I co-finance a project?

If you are interested in supporting a CCCP project, please contact our team via info@abt-foundation.org for more information about current support programmes.

→ We kindly ask all partners to send us your corporate communication drafts for review. Please contact marketing@abt-foundation.org with any questions.

4 Requirements & Prohibitions

4.1 Terminology

Permitted Terms	Prohibited Terms
✓ Cotton made in Africa® initiative (or CmiA initiative)	✗ Sustainable cotton
✓ Social business model (approach)	✗ Sustainability
✓ Cotton made in Africa® (or CmiA) certificate/seal/logo/label	✗ fair/environmentally friendly/better cotton
✓ Development policy/cooperation	✗ CmiA project
✓ Small-scale farmers/farms Smallholders	✗ Development aid
✓ In cooperation/partnership with small-scale farmers	✗ Our small-scale farmers/farms/ Our smallholders
✓ Hand-picked by African small-scale farmers	✗ environmentally friendly
✓ Cultivated exclusively with rainwater	
✓ Without genetically modified seeds	
✓ Strengthening small-scale farms	

4.2 Use of the Logo

- ✓ The CmiA logo (in all its formats) can only be used in corporate communications to promote a given organisation’s partnership with the CmiA initiative.
- ✓ Mass Balance product communications must always include a logo along with the URL or QR code for www.aidbytrade.org/en/support as well as a short, authorised explanation about CmiA.
- ✓ Traceable Cotton product communications must always include a logo along with a URL or QR code for www.cottonmadeinafrica.org/segregation as well as a short, authorised explanation about CmiA.
- ✗ 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 must be clearly legible and sufficiently contrasted (using logo variations if necessary).
- ✗ CmiA and AbTF 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.

CmiA logos can be used in the predetermined formats and colours:

CmiA brand logo, CmiA Inside logo:

HEX:	#7C2629
RGB:	124 38 41
CMYK:	30 100 90 40
Pantone:	1815 C

AbTF logo:

HEX:	#052837
RGB:	5 40 55
CMYK:	100 45 20 70
Pantone:	303 U/C

→ For more information on the correct use of the logos, please refer to the [CmiA Design Manual](#).

4.3 Translations

Authorised statements/texts for communication are available in German and English. The name “Cotton made in Africa®” may not be translated.

4.4 Use of the Registered Trademark

Please note that the ® symbol may only be used in countries which are listed as a licensed territory in the Licensing Agreement (section 2, „Licensee’s Rights of Use“) and in which the trademark is registered.

4.5 Measures and Sanctions for Infringements

In the event of a breach of the requirements set out in this document, an escalating series of measures will be taken.

Unless otherwise specified, the following will apply:

- The improper use must be stopped immediately
- The content must be removed or corrected within 30 days of this being requested
- Failure to do so may result in further action being taken by ATAKORA; this includes a public declaration of abuse as well as the suspension or withdrawal of marketing rights or of the right to use the trademark on products and in advertising

Measures within the meaning of this section include, for instance, the following:

- Corrective actions. Remove, adapt, or correct illegal content or markings
- Temporary restrictions. Temporary suspension of any or all rights to use the CmiA logo, name, or claims
- Withdrawal of communication rights. Long-term or complete withdrawal of permission to use CmiA elements
- Escalating measures. Further organisational measures such as suspension or exclusion from the CmiA network

The application of the measures depends on the type, severity, and frequency of the respective violation in individual cases.

Use Without a Valid Licensing Agreement

- Violations occur, for instance, when the CmiA logo, name, or claims are used without appropriate authorisation.
- Use in corporate communications is reserved exclusively for partners with their own, valid licensing agreement.
- In product communications, use is only permitted if a valid licensing agreement exists or CmiA products are purchased through a licensed CmiA partner.
- In this case, the use of the affected claims and markings must be discontinued immediately.

Non-compliant Production or Incorrect Labelling

- Infringement occurs when products are not produced in accordance with applicable **CmiA specifications** but are nonetheless marked with the corresponding CmiA claims or logos. This includes, in particular, the use of a specific claim or logo (e. g. Traceable Cotton) despite the underlying production not meeting the corresponding requirements (e.g., Mass Balance production).
- In this case, the use of the affected claims and markings must be discontinued and corrected immediately.

Unauthorized or Incorrect Use of Logos and Claims

A violation occurs when CmiA and AbTF logo, claim, or trademark elements are used in an unauthorised or non-compliant form. Examples include the following:

- Use of the product logo despite falling below the minimum percentage of CmiA cotton in the final product as defined in Tables 2.1(a) and (b)
- Use of non-approved logo variants (e.g., incorrect colours, changed proportions, or divergent design)
- Use of outdated or unauthorised logo versions
- Deviation from the defined design guidelines (e.g., protective space, minimum size, placement)
- Use of unauthorised claims

Missing or Insufficient Tracking

In particular, a violations occurs if the CmiA and AbTF logo, name or claims are used for products whose CmiA-relevant supplies have not been tracked, or have been tracked only incompletely or incorrectly.

→ Thank you for choosing to work 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

Verified raw materials	Transparent supply chains
Practical onboarding	Plug & play storytelling

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



Contact

Marketing@abt-foundation.org

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www.aidbytrade.org