



**COTTON
MADE IN
AFRICA**

Cotton made in Africa Claims Framework

Version 2 | October 2023

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1 Introduction

→ **The Aid by Trade Foundation (AbTF)**, the umbrella organisation governing the Cotton made in Africa standards, was founded in 2005 by Prof. Dr. Michael Otto, an entrepreneur from Hamburg, Germany. AbTF was built based on the conviction that the livelihoods of future generations and vital global resources can only be protected by sustainable development. The Aid by Trade Foundation leverages trade to reach its goals by creating sustainable value chains and by cooperating with a range of partners from the private sector as well as governmental and non-governmental bodies.

Cotton made in Africa (CmiA) and **Cotton made in Africa Organic (CmiA Organic)** are standards for sustainable cotton from Sub-Saharan Africa. As such, CmiA and CmiA Organic foster environmental protection and societal progress in African cotton farming by assisting smallholder cotton farmers and ginnery workers in improving their living and working conditions. Following the credo of helping peo-

ple help themselves through trade, Cotton made in Africa stands for an innovative approach that combines the aims of development cooperation with those of sustainable trade. To put this into practice, an alliance of international textile companies and brands are integrating CmiA cotton into their textile value chains, thereby increasing the demand for more sustainable cotton.

AbTF commissions **ATAKORA Fördergesellschaft GmbH (ATAKORA)**, a registered trading company, to market and manage the rights to the Cotton made in Africa standards and integrate its verified cotton wool into the supply chain. Brands and retailers pay a licensing fee to ATAKORA that enables them to use the CmiA or CmiA Organic licence and gives them the right to advertise the CmiA or CmiA Organic label. The resulting proceeds are ultimately transferred from ATAKORA to AbTF, which reinvests them to benefit smallholder cotton farmers and to help protect the environment.





2 Scope

→ This guideline provides advice and guidance on using the trademark and its messages correctly. It breaks down the key regulations for corporate- and product-level communications regarding Cotton made in Africa and Cotton made in Africa Organic. Its specific functions are as follows:

- Establishing general rules of communication about the CmiA initiative and its work
- Providing guidance for all internal and external communication about CmiA, including by offering support and ensuring consistency in the external presentation of the CmiA brand
- Supporting CmiA partners and third parties in communicating about their commitment to CmiA, both at the corporate and at the product level, in a manner that is credible, accurate, substantiated, and easy to understand
- Assisting CmiA partners and third parties in avoiding incorrect or misleading communication that may cause reputational damages
- Providing an overview of CmiA labelling and of 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 a contractual relationship with ATA KORA are not entitled to mention CmiA in communications at the corporate level. ATA KORA retains the right to define appropriate and therefore authorised statements.¹ CmiA partners are responsible for making the decision to communicate about CmiA and for ensuring that specific statements comply with relevant laws and regulations.

ATA KORA retains the right to update these guidelines or its communications rules at any time.

ATA KORA is obligated to inform its partners about such updates at the time of their publication.

¹ 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”.





2.1 Who Can Communicate About CmiA, and How?

→ Depending on the nature of an organisation's (contractual) relationship with ATA KORA Fördergesellschaft GmbH, different rules apply when it comes to communicating about CmiA.

2.1.1 Partners With a Licensing Contract

This category includes retailers, suppliers, importers, and producers that:

- have a direct licensing contract or supplier licence agreement with ATA KORA;
- integrating CmiA-verified cotton into their supply chain according to the chosen implementation model;
- have paid the mandatory licensing fee.

The following modules apply:

→ **Modul A: Corporate Communication**

→ **Modul B: Product Communication**

→ **Modul C: Project Communication**²

2.1.2 Partners With a Partnership Agreement

This includes traders, retailers and cotton companies that have a sponsoring contract or hold a formal partnership agreement with ATA KORA (for cotton producers, see below).

The following module applies:

→ **Modul A: Corporate Communication**

2.1.3 Registered Suppliers Without a Partnership Agreement

This includes registered spinning mills, fabric mill or other registered supply chain partners that have no formal contract with ATA KORA.

The following module applies:

→ **Modul A: Corporate Communication**

Importers not having an own licensing contract are not allowed to communicate about CmiA.

2.1.4 Cotton Companies

This includes companies that are based in African cotton production countries and that:

- have a formal partnership agreement with ATA KORA;
- hold a valid CmiA certificate; and
- have paid the mandatory fees.

The following modules apply:

→ **Modul A: Corporate Communication**

→ **Modul C: Project Communication**

2.1.5 Partners of CmiA Partners (Under No Formal Agreement With CmiA)

This includes retailers and brands that do not have a direct licensing agreement and:

- purchase or sell products of CmiA partners that have a licensing contract with ATA KORA;
- are not in any direct formal relationship with ATA KORA and have not paid the mandatory licensing fee.

The following module applies::

→ **Modul B: Product Communication**

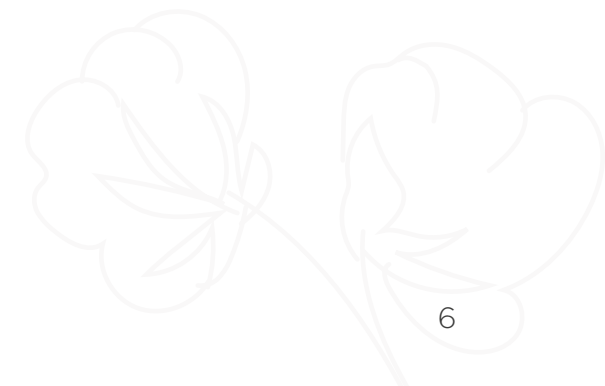


2.2 Possible Channels of Communication

→ Besides the option of labelling your products with the CmiA logo, the following communication methods are available for CmiA-related communication:

- On-product
- Farmer stories
- Facts & images
- Public relations
- In-store and online marketing
- Social media

See the CmiA → Brand Book for inspiration, and feel free to contact us for additional information.





3 Communicating about CmiA as a Partner

3 COMMUNICATING ABOUT CMIA AS A PARTNER

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3.1 Partners With a Licensing Contract

3.1.1 Module A: Corporate Communication

All CmiA partners with a licensing contract may communicate about CmiA at the corporate level. This spans all communication activities that make reference to an organisation's overall commitment to, engagement for, and/or partnership with the Cotton made in Africa initiative, for example annual reports, websites, press releases, and publications on social media or other channels.

When communicating about CmiA at the corporate level, the following rules apply with a view to CmiA logos and text claims.

The following logos are available for corporate communication:



→ Original CmiA Brand Logo (Standard)

To be used in corporate communication and non-product communication, e.g. at trade fairs, in corporate media, in email signatures, and in corporate communication concerning the promotion of your partnership with CmiA.

CHECKLIST FOR EACH PARTNER

- ☐ A CmiA licensing agreement has been signed
- ☐ CmiA cotton has been incorporated into the supply chain
- ☐ The onboarding process for marketing and communications has been completed

→ Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.



→ Alternative Trademarks

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



→ CmiA Brand Logo (Horizontal Banner Format)



3.1.2 Module B: Product Communication

CmiA partners with a licensing contract and their customers may communicate about CmiA or CmiA Organic at the product level. On-product communication spans all communication activities referring to CmiA in a product context. Whether on product labelling or packaging, at the point of sale (on- and offline), or in product placement or product advertising, the following rules apply with a view to CmiA logos and text claims.

For purposes of product labelling, a distinction is made between the different chain of custody models used to procure CmiA cotton, i.e. either:

Mass Balance (MB)



Hard Identity Preserved (HIP)



CmiA Organic



→ When CmiA product communication is displayed online or in a catalogue, it is important that the end consumer has the chance to get additional information about the initiative, e.g. through explanatory text in the brochure, an internal link to sustainability information on the corporate website and an external link to Cotton made in Africa's website.

To direct the consumer to the CmiA website, please insert the following text:

www.cottonmadeinafrica.org/en

An initiative of the Aid Trade Foundation

For Mass Balance communications, the following text must be added:

www.cottonmadeinafrica.org/en/massbalance

An initiative of the Aid by Trade Foundation



3.1.2.1 Mass Balance Communication

At the spinning-mill level, CmiA cotton may be blended with cotton of other origins. A quantity check is carried out using a Tracking System that ensures that the amount of purchased CmiA cotton corresponds to the amount of CmiA-labelled yarn by balancing the two masses in a manner analogous to the green energy model. It requires compliance with the following principles:

- CmiA-verified cotton may be purchased only by nominated cotton traders.
- CmiA-labelled products must contain at least five percent cotton.

Finished products must bear the “Supporting the Initiative Cotton made in Africa” logo.

CmiA-labelled yarn may contain either:

- a) only CmiA-verified cotton; **or**
- b) a mixture of CmiA-verified and other cotton; **or**
- c) no CmiA-verified cotton at all.

For all three options, it must be ensured that sufficient CmiA-verified cotton was purchased and that no more CmiA-labelled yarn was sold than CmiA-verified cotton was bought.

Via the CmiA-Tracking System CmiA cotton purchases and CmiA yarn production are continuously monitored.

→ Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.

→ See the CmiA Brand Book for inspiration, and feel free to contact us for additional information.

Logos for Product Labelling in the Mass Balance System

→ **Standard version:**



→ **Colours & Variants**



→ **Horizontal Banner Format**



→ **Colours & Variants**





3.1.2.1 Mass Balance Communication

Mass Balance-related communications should not include any broad statements about the environment, related to the product characteristics that are not verifiable; examples include terms such as “green”, “eco-”, “environmentally friendly”, “sustainable”, and “climate neutral”. Statements that could lead the end consumer to assume that the product contains CmiA cotton are not permitted. Examples of such statements include:

- This product is made of Cotton made in Africa cotton
- This product contains CmiA cotton
- CmiA product
- We use sustainable cotton from Cotton made in Africa
- We use sustainable cotton (from Africa)

To explain the Mass Balance system to end consumers, the following text must always be added:

cottonmadeinafrica.org/en/massbalance

An initiative of the
Aid by Trade Foundation

RECOMMENDED CLAIMS FOR PRODUCT COMMUNICATION UNDER THE MASS BALANCE SYSTEM:

→ Please keep in mind that these texts and claims are only meant to serve as examples.

CmiA partners are responsible for ensuring that specific claims comply with all relevant laws and regulations.

XS

- As partners of Cotton made in Africa, we support the initiative's work in Africa. More information: cottonmadeinafrica.org/en/massbalance

S

- During processing, Cotton made in Africa cotton can be mixed with non-certified cotton for mass-balancing purposes. More information: cottonmadeinafrica.org/en/massbalance
- This product is sourced via a mass balance system and does not necessarily contain Cotton made in Africa cotton. More information: cottonmadeinafrica.org/en/massbalance

M

- By purchasing this product, you are supporting sustainable cotton production in Africa. It is sourced via a mass balance system and does not necessarily contain Cotton made in Africa cotton: cottonmadeinafrica.org/massbalance
- By launching our Cotton made in Africa (CmiA)-labelled products, we are making a valuable contribution in support of sustainable cotton farming and environmental protection by smallholder farmers in Africa. More information: cottonmadeinafrica.org/en/massbalance
- By integrating Cotton made in Africa-verified cotton into our supply chain, we support socially and environmentally sustainable cotton production in Africa. More information: cottonmadeinafrica.org/en/massbalance
- By purchasing this product, you make an important contribution to Africa's future and to protecting the environment. You support Cotton made in Africa in its mission to grow cotton in an environmentally friendly manner and to improve the living conditions of African cotton farmers and their families. More information: cottonmadeinafrica.org/en/massbalance

L

- Cotton made in Africa assists African smallholder cotton farmers in improving their living conditions. That is why we are supporting this initiative and demand cotton verified by Cotton made in Africa. More information: cottonmadeinafrica.org/en/massbalance
- As part of the Cotton made in Africa demand alliance, we source cotton verified by Cotton made in Africa. Each product bearing the “Supporting the Cotton made in Africa Initiative” label helps ensure that farmers receive equal pay, learn more about protecting nature, and are trained in efficient and sustainable growing methods. More information: cottonmadeinafrica.org/en/massbalance
- By sourcing Cotton made in Africa-verified cotton, we are moving towards a more sustainable business, minimising our impact on nature, and increasing our support for the people in the growing regions. More information: cottonmadeinafrica.org/en/massbalance
- We assist smallholder farmers in Africa in improving their farming skills and in learning how to conserve natural resources, thereby driving the change towards a more sustainable business environment. More information: cottonmadeinafrica.org/en/massbalance



3.1.2.2 Hard Identity Preserved (HIP) Communication

This option provides an additional Online-Tracking System to ensure complete transparency throughout the entire value chain, allowing cotton to be traced from the final product to the spinning mill and ultimately to the ginnery. It must not be mixed with any other cotton at any stage of production. Under this system, the following requirements must be observed:

- CmiA-verified cotton may only be purchased from nominated cotton traders.
- Only CmiA-verified cotton may be used throughout the entire textile production process — from the cotton to the yarn to the fabric — and must always be stored and processed separately.
- The final product must contain at least 5 percent CmiA cotton, the remaining part may consist of other fibers. Non CmiA-verified cotton must not contain.

To ensure that all requirements are met, all partners in the textile value chain must submit relevant information for the central HIP-Tracking System. This allows precise statements to be made regarding the origins of the raw material.

A successfully implemented and properly documented HIP system is the prerequisite for products labelled with the “Cotton made in Africa Inside” logo.

Logos for Product Labelling Under the HIP System

→ Standard version



→ Colours & Variants



→ Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.

→ See the CmiA Brand Book for inspiration, and feel free to contact us for additional information.

→ Cotton made in Africa Inside labels or hangtags can be purchased by our nominated label manufacturer Nilorn: Nilorn Germany GmbH, Itterpark 7, 40724 Hilden, Germany, +49 210 390 81 60, info@de.nilorn.com.

→ Horizontal Banner Format



→ Colours & Variants





3.1.2.2 Hard Identity Preserved (HIP) Communication

To direct the consumer to the CmiA website, please insert the following text:

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

AUTHORISED CLAIMS FOR PRODUCT COMMUNICATION UNDER THE HIP SYSTEM

→ CmiA partners bear the responsibility for any changes made to the texts.

XS

- This product is made with Cotton made in Africa-verified cotton.
- This product is made from hand-picked African cotton.
- We source Cotton made in Africa-verified cotton for our products.
- The cotton for this product is produced by African smallholder farmers.

S

- This (product) contains sustainably produced cotton verified according to the Cotton made in Africa standard.
- The cotton for this product was watered with rainwater only and is not genetically modified.
- The sustainably produced cotton in this product was produced according to the Cotton made in Africa standard.
- We sourced all of the cotton for our collection from Cotton made in Africa, which verifies that cotton is grown sustainably by smallholder farmers.
- For textiles bearing the “Cotton made in Africa Inside” label, we source all of our cotton from Cotton made in Africa, which verifies that cotton is grown sustainably by smallholder farmers.
- The cotton contained in this product was grown by smallholder farmers in Africa under conditions benefiting both people and nature. Your purchase assists African cotton farmers and their families in improving their living conditions and protecting the planet.

M

- Made from Cotton made in Africa-verified cotton, our products support the social welfare of smallholder cotton farmers and help protect the environment.
- The cotton for this product was produced in accordance with the Cotton made in Africa standard, which protects natural resources and supports the smallholder farmers who produce the cotton.
- By purchasing this product, you are supporting the sustainable production of cotton. This improves environmental protection and social standards for the smallholder farmers who grew the cotton for this product.
- The cotton for products bearing the “Cotton made in Africa Inside” label was sustainably sourced, meaning it is not genetically modified, was watered with rainwater only, and serves to improve the living conditions of the people growing it.

L

- With this product, you are buying sustainably produced cotton that has been independently verified according to the requirements of the Cotton made in Africa standard, which promotes sustainable agriculture and environmental protection.
- The “Cotton made in Africa Inside” label stands for socially and environmentally sustainable cotton production. By purchasing this product, you are contributing to the protection of the environment and supporting cotton farmers in Africa.
- With the purchase of a product bearing the “Cotton made in Africa Inside” label, you are helping protect the environment and are contributing to improved social welfare for the farmers who produced the cotton for this product. Your purchase promotes sustainable and transparent cotton production.
- Cotton made in Africa (CmiA) works with African smallholder cotton farmers to improve their living conditions. That is why we are sourcing CmiA-verified cotton for our collection and are supporting CmiA through every single CmiA-labelled product in our assortment.



3.1.2.3 Communication Regarding Cotton made in Africa Organic

The CmiA Organic standard is based on existing requirements laid down in internationally recognised guidelines for organic agriculture. If these requirements are met, Cotton made in Africa conducts additional inspections at the field level.

- Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.
- See the CmiA Brand Book for inspiration, and feel free to contact us for additional information.
- Cotton made in Africa Organic labels or hangtags can be purchased by our nominated label manufacturer Nilorn: Nilorn Germany GmbH, Itterpark 7, 40724 Hilden, Germany, +49 210 390 81 60, info@de.nilorn.com.

Logos for Product Labelling

→ Standard Version



→ Colours & Variants



→ Horizontal Banner Format



→ Colours & Variants





3.1.2.3 Communication CmiA Organic

AUTHORISED CLAIMS FOR PRODUCT COMMUNICATION FOR COTTON MADE IN AFRICA ORGANIC

→ CmiA partners bear the responsibility for any changes made to the texts.

- Cotton made in Africa Organic combines the benefits of verified organic cotton with the social criteria of the Cotton made in Africa initiative, protecting the environment and improving cotton farmers' livelihoods.
- This (product) is made from African organic cotton. It supports African cotton farmers and helps protect the environment.
- This (product) is made from African organic cotton without pesticides, irrigation, or genetic modification. Cotton made in Africa Organic stands for environmentally and socially sustainable cotton production.
- Cotton made in Africa Organic is your label for hand-picked organic cotton grown by smallholder farmers in Sub-Saharan Africa.

To explain CmiA Organic to end consumers, the following text must always be added:

<https://cottonmadeinafrica.org/en/organic>

An initiative of the Aid by Trade Foundation



3.1.2.4 Communicating About the CmiA Carbon Neutral Initiative

Cotton grown under the **CmiA Carbon Neutral Initiative** takes measures to steadily reduce the greenhouse gas emissions caused by cotton cultivation and ginning while also compensating for residual emissions that cannot be avoided. The CmiA Carbon Neutral process is special in that the greenhouse gases emitted during cotton production are not only being compensated for but also continually being reduced, for example through modern technology. This was the deciding factor in the partnership with atmosfair, a non-profit organisation that has many years of experience in the sector and enjoys international recognition and credibility.

The CmiA Carbon Neutral Initiative logo may only be used in connection with CmiA Inside.

Logos for CmiA Carbon Neutral

→ Standard version



→ Colours & Variants



→ Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.

→ See the CmiA Brand Book for inspiration, and feel free to contact us for additional information.

For more information on CmiA Carbon Neutral, feel free to contact us at info@abt-foundation.org



3.2 Partners With a Partnership Agreement

Module A: Corporate Communication

All CmiA partners with partnership agreements may refer to CmiA in their communications at the corporate level. Corporate communication includes all activities that make reference to an organisation's overall commitment to, engagement for, or partnership with the Cotton made in Africa initiative. When communicating about CmiA at the corporate level, the following rules apply with a view to CmiA logos and text claims.

For on-product communication, a licensing agreement is mandatory.

The following logos are available for corporate communication:



→ Original CmiA Brand Logo (Standard)

To be used in corporate communication and non-product communication, e.g. at trade fairs, in corporate media, in email signatures, or in corporate communication promoting the partnership with CmiA.

CHECKLIST FOR EACH PARTNER

- ☐ A CmiA licensing agreement has been signed
- ☐ The onboarding process for marketing and communications has been completed

→ Detailed information about the usage of the logo can be found in the CmiA-Logo Manual.

→ See the CmiA Brand Book for inspiration, and feel free to contact us for additional information.



→ Alternative Trademarks

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



→ CmiA Brand Logo (Horizontal Banner Format)





3.2.1 Module A: Corporate Communication

AUTHORISED TEXT CLAIMS FOR PARTNERS WITH A PARTNERSHIP AGREEMENT

→ CmiA partners bear the responsibility for any changes made to the texts.

XS

- We support Cotton made in Africa.
- We support the Cotton made in Africa initiative.
- Proud partner of Cotton made in Africa.
- In partnership with Cotton made in Africa.
- Supporting the Cotton made in Africa initiative.

S

- We support Cotton made in Africa (CmiA) and sustainable cotton production.
- Through our collaboration with Cotton made in Africa (CmiA), we support sustainable cotton cultivation in Africa.
- We are supporting Cotton made in Africa (CmiA) in its mission to promote sustainable cotton production in Africa.

M

- By collaborating with Cotton made in Africa (CmiA), we are making a valuable contribution in support of smallholder farmers, sustainable cotton farming, and environmental protection in Africa.
- By collaborating with the Cotton made in Africa initiative, we are supporting African farmers and helping protect the environment.

L

- (Our company) is proud to partner with the Cotton made in Africa initiative (CmiA), an internationally recognised standard for sustainable cotton grown by African smallholder farmers. Through our cooperation, farmers increase their knowledge on sustainable agriculture, business management, and environmental protection. The CmiA-verified cotton we demand for our products has a very low environmental footprint and supports rural communities in Africa.
- Through our partnership with Cotton made in Africa, we support environmentally friendly cotton cultivation and contribute to the training of farmers in efficient and sustainable growing methods.
- With Cotton made in Africa, we are moving towards a more sustainable business model. This helps us minimise our impact on the environment and increase our support for the people in the growing regions.
- As a partner of Cotton made in Africa, we are making a valuable contribution towards protecting the environment and training smallholder farmers in sustainable production methods that improve their skills in business, farming, and resource conservation.



3.3 Registered Suppliers Without a Partnership Agreement

Module A: Corporate Communication

All registered suppliers without a partnership agreement (besides importers) may refer to CmiA in their communications at the corporate level. Corporate communication includes all activities that make reference to an organisation's overall commitment to, engagement for, or partnership with the Cotton made in Africa initiative. When communicating about CmiA at the corporate level, the following rules apply with a view to CmiA logos and text claims.

For on-product communication, a licensing agreement is mandatory.

The following logos are available for corporate communication:



→ Original CmiA Brand Logo (Standard)

To be used in corporate communication and non-product communication, e.g. at trade fairs, in corporate media, in email signatures, or in corporate communication promoting the partnership with CmiA.



→ Alternative Trademarks

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



→ CmiA Brand Logo (Horizontal Banner Format)

CHECKLIST FOR EACH PARTNER

- ☐ A CmiA licensing agreement has been signed



3.3.1 Module A: Corporate Communication

AUTHORISED TEXT CLAIMS FOR REGISTERED SUPPLIERS WITHOUT A PARTNERSHIP AGREEMENT

→ CmiA partners bear the responsibility for any changes made to the texts.

XS

- We support Cotton made in Africa.
- We support the Cotton made in Africa initiative.
- Supporting the Cotton made in Africa initiative.

S

- We support Cotton made in Africa (CmiA) and sustainable cotton production.
- Through our collaboration with Cotton made in Africa (CmiA), we support sustainable cotton cultivation in Africa.
- We are supporting Cotton made in Africa (CmiA) in its mission to promote sustainable cotton production in Africa.

M

- By collaborating with Cotton made in Africa (CmiA), we are making a valuable contribution in support of smallholder farmers, sustainable cotton farming, and environmental protection in Africa.
- By collaborating with the Cotton made in Africa initiative, we are supporting African farmers and helping protect the environment.

L

- With Cotton made in Africa, we are moving towards a more sustainable business model. This helps us minimise our impact on the environment and increase our support for the people in the growing regions.
- With Cotton made in Africa, we support environmentally friendly cotton cultivation and contribute to the training of farmers in efficient and sustainable growing methods.
- With Cotton made in Africa, we are making a valuable contribution towards protecting the environment and training smallholder farmers in sustainable production methods that improve their skills in business, farming, and resource conservation.



3.4 CmiA-Verified Cotton Companies

3.4.1 Module A: Corporate Communication

All CmiA-verified partners may use the CmiA brand in their communications at the corporate level. Corporate communication includes all communication activities referring to an organisation's overall commitment to, engagement for, or partnership with the Cotton made in Africa initiative. When communicating on CmiA at the corporate level, the following rules apply with a view to CmiA logos and text claims.

CHECKLIST FOR EACH PARTNER

- ☐ CmiA auditing has been completed (CmiA Certified Partner)
- ☐ CmiA project has been approved (in co-operation with CmiA), and the onboarding process has been completed

The following logos are available for corporate communication:

→ Standard version



→ Colours & Variants



→ Horizontal Banner Format



→ Colours & Variants





3.4.1 Module A: Corporate Communication

AUTHORISED CLAIMS FOR VERIFIED COTTON COMPANIES

→ CmiA partners bear the responsibility for any changes made to the texts.

XS

- We are cooperating with Cotton made in Africa.
- We support the Cotton made in Africa initiative.
- Proud partner of Cotton made in Africa.
- In partnership with Cotton made in Africa.
- Supporting the Cotton made in Africa initiative.

S

- We support Cotton made in Africa and sustainable cotton production.
- Through our collaboration with Cotton made in Africa, we assist farmers in producing cotton sustainably.
- Through our collaboration with Cotton made in Africa, we assist farmers in producing cotton sustainably and protecting the environment.
- We are supporting Cotton made in Africa in its mission to promote sustainable cotton production in Africa.

M

- In collaborating with Cotton made in Africa, we are making a valuable contribution to sustainable cotton farming and environmental protection in Africa.
- As a proud partner of Cotton made in Africa, we are supporting farmers with training in how to grow cotton sustainably, improve their living conditions, and protect the environment.

L

- (Company) is proud to partner with the Cotton made in Africa initiative, an internationally recognised standard for sustainable cotton grown by African smallholder farmers. Through our cooperation, we help farmers gain access to know-how regarding sustainable agriculture, business management, and environmental protection. The CmiA-verified cotton we produce for the global textile market has a low environmental footprint and supports rural communities in Africa.
- With Cotton made in Africa, we are moving towards a more sustainable business environment that minimises our impact on nature and increases our support for farmers, their families, and their communities.
- As a partner of Cotton made in Africa, we are making a valuable contribution to protecting nature and training African smallholder farmers in business, farming, and resource conservation. We are driving the change towards a more sustainable business environment.



3.4.2. Module C: Project Communication

All CmiA-verified partners who co-finance a community project in cooperation with CmiA (CCCCP) may publicise this engagement. Project communication includes all communication — on any channel — referring to the project realised in cooperation with CmiA. For CmiA-related communications at the project level, the following rules apply with a view to CmiA logos.

The following logos are available for project communication:

→ Standard version



→ Colours & Variants



→ Horizontal Banner Format



→ Colours & Variants



CHECKLIST FOR EACH PARTNER

- ☐ A CmiA licensing agreement has been signed
- ☐ CmiA project is funded
- ☐ CmiA communication has been approved by ATAKORA

For more information, please contact marketing@abt-foundation.org or your contact person at the Aid by Trade Foundation.



3.5 Partners of Partners

Module B: Product Communication

Retailers who procured CmiA articles through partners who have a valid licensing agreement with CmiA may communicate about CmiA or CmiA Organic at the product level only.

You are authorised to:

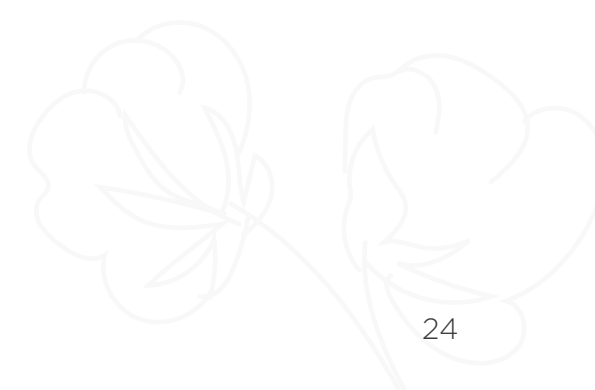
- Sell CmiA-labelled products
- Display the CmiA logo online (in the webshop) and describe CmiA at the product level (depending on the chain of custody model, different rules apply for MB, HIP, Organic)
- Display the CmiA logo and standard criteria next to a CmiA-labelled product and when communicating an overview of standards

You are not authorised to:

- Refer to CmiA in any type of corporate communication such as annual reports, press reports, events, or interviews
- Give the appearance of direct support for the Cotton made in Africa initiative as a partner

CHECKLIST FOR EACH PARTNER

- ☐ The list of CmiA-licensed partners has been published





The following logos are available for products manufactured according to the mass balance system:

→ Standard version

→ Colours & Variants



The following logos are available for products manufactured according to CmiA Organic:

→ Standard version

→ Colours & Variants



The following logos are available for products manufactured according to the HIP system:

→ Standard version

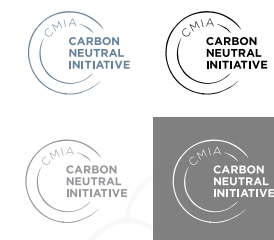
→ Colours & Variants



You can use the following logos to publicise your involvement with the CmiA Carbon Neutral Initiative:

→ Standard version

→ Colours & Variants





4 Green Button & Cradle to Cradle Certified®

4.1 Meaning

The Cotton made in Africa standard has been officially recognised by the German Federal Ministry for Economic Cooperation and Development (BMZ), which administers Green Button. This recognition pertains to CmiA cotton as a sustainable natural fibre.

In addition to meeting the human-rights and environmental-protection criteria of the government-run textile certification label Green Button 2.0, licensed companies must apply the meta-label approach to prove that they produce their products sustainably. Recognition from Green Button 2.0 means that eligible companies can use Cotton made in Africa cotton to fulfil the requirements of the meta-label approach; without a recognised certification seal, products cannot bear the Green Button sustainability label. To enable consumers to better navigate the market, Green Button's meta-label approach recognises only independent, exacting, and relevant certification programmes in the textile sector.

At nearly the same time, the standards organisation Cradle to Cradle Products Innovation Institute recognised the requirements of the Cotton made in Africa standard. Cradle to Cradle Certified is the global standard for products that are safe, circular, and responsibly made. As a result, companies can use Cotton made in Africa cotton produced through the Hard Identity Preserved (HIP) system to meet the Bronze-level requirements in the Material Health category of the Cradle to Cradle Certified Product Standard Version 4.0; by using CmiA cotton produced through the HIP system in their products, they can also meet the Cradle to Cradle Certified Gold-level requirements in three categories: Product Circularity, Water & Soil Stewardship, and Social Fairness. Mass Balance material may be used to achieve the Gold-level in the two categories of Product Circularity and Water & Soil Stewardship as well.

Cotton made in Africa can now offer companies the cotton they need to make their clothing and textiles while meeting the requirements of two exacting sustainability standards.

→ For more information please contact: marketing@abt-foundation.org

→ For more information: www.gruener-knopf.de/en

→ For more information: www.c2ccertified.org





5 Do's and Don'ts

5.1 Terminology

5.1.1 Authorised Terms

- ✓ Sustainable cotton*
- ✓ Sustainability
- ✓ Cotton made in Africa (or CmiA) initiative
- ✓ Social business (approach)
- ✓ Cotton made in Africa (or CmiA) certificate/
seal/logo/label
- ✓ Development policy/cooperation
- ✓ Smallholder farmers / small-scale farmers
- ✓ In cooperation/partnership with small-scale
farmers

5.1.2 Not Authorised Terms

- ✗ Fair/environmental/better cotton
- ✗ CmiA project
- ✗ Development aid
- ✗ Small farmers
- ✗ Our (smallholder) farmers

*does not apply in case of mass balance communication - see chapter Mass Balance Communication.





5.2 Logo Application

- ✓ The CmiA brand logo (in all its formats) may only be used for corporate communication to promote an organisation's partnership with the CmiA initiative.
- ✓ The CmiA Carbon Neutral Initiative logo may only be used in connection with CmiA Inside.
- ✓ Product communication Hard Identity Preserved (HIP) must always include a logo along with the URL (www.cottonmadeinafrica.org/en) as well as a short explanation about CmiA.
- ✓ Product communication CmiA Organic must always include a logo along with the URL (www.cottonmadeinafrica.org/en/organic) as well as a short explanation about CmiA.
- ✓ Product communication Mass Balance (MB) must always include a logo along with the URL (www.cottonmadeinafrica.org/en/massbalance) as well as a short explanation about CmiA.
- ✗ CmiA logos must **not be smaller than 11 mm in width**.
- ✗ CmiA logos must never be placed centrally.
- ✗ CmiA logos must not be placed on a busy or very colourful background.
- ✗ CmiA logos must be **clearly legible**, with high contrast (using alternative logos as necessary).
- ✗ CmiA **logos must not be smaller than other labels** or logos displayed next to it.
- ✗ If depicted in a row with other labels or logos, CmiA logos must not be trimmed.

5.3 Translations

Authorised claims for communication are available in English, German and French.
The name: Cotton made in Africa must never be translated.

- ✓ CmiA logos can be used in the following colours:

CmiA-Logo

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

CmiA Organic-Logo

HEX:	#74956C
RGB:	116 149 108
CMYK:	60 25 70 10
Pantone:	2263 C

CmiA-Carbon Neutral

HEX:	#667E91
RGB:	102 126 145
CMYK:	50 25 10 35
Pantone:	2165 C




5.5 Sanctions

→ In case of non-compliance with the outlined guidelines, a clearly defined procedure for sanctioning mechanisms applies.


5.5.1 Missing Licensing Contract/Sourcing CmiA-labelled Products From a Partner With No License

- Without a valid licensing agreement (direct or via purchase from a licensed partner), neither product labelling nor corporate communication is allowed, and the use of the CmiA logo is prohibited in any kind of communication or marketing.
- If the CmiA logo is not removed from all communications within 30 days, CmiA will publish an official statement about this misuse.

5.5.2 Missing Licensing Contract

- If a third party does not possess a valid licensing agreement but sources the products from a licensed CmiA partner, CmiA branding of products is possible (see section 3.5 ). However, using the CmiA logo for corporate communication is prohibited. In case of misuse, the third party must remove the offending communications within 30 days.
- In cases of serious violations of the CmiA sourcing and labelling requirements, any CmiA labelling must be removed. CmiA reserves the right to ban the use of CmiA's logo or name in all marketing and branding activities and to suspend or expel the partner from the CmiA network.

5.5.3 Violation against Claims Framework and Chain of Custody Guidelines

- In cases of violations of the CmiA chain of custody requirements, any CmiA labelling must be removed. CmiA reserves the right to ban the use of CmiA's logo or name in all marketing and branding activities and to suspend or expel the partner from the CmiA network.
- The Chain of Custody Guidelines can be downloaded from the [Cotton made in Africa website](#) .

5.5.4 Incorrect Labelling

- Incorrect labelling includes the usage of incorrect or misleading claims, the unapproved or incorrect use of the CmiA logo, and the mislabelling (especially of mass balance products).
- Products labelled incorrectly can be sold until they are out of stock, under the condition that the labelling is removed.
- A new labelling proposal can be submitted to CmiA within 30 days and must be approved by CmiA prior to publication.
- In cases of serious violations, misleading and unapproved communication may result in suspension or expulsion from CmiA. CmiA reserves the right to ban the use of CmiA's logo or name in any marketing or branding activities.

AID BY TRADE FOUNDATION

The Aid by Trade Foundation (AbTF) was founded in 2005 by Prof. Dr Michael Otto, an entrepreneur from Hamburg, Germany. The aim of the foundation, which operates independently of the Otto Group, is to help people to help themselves through trade, thereby preserving vital natural resources and securing the livelihoods of future generations.

Cotton made in Africa® 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 offer help for self-help in order to improve the living conditions of around one million cotton farmers and their families in Sub-Saharan Africa while protecting the environment. The small-scale farmers benefit from training and better working conditions, and additional social projects enable their children to attend school. Female small-scale farmers are supported in pursuing professional and social independence.



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