



USE COMPULSORY

These guidelines are global and valid for all markets where Fairtrade products are licensed and sold

FAIRTRADE SOURCED COTTON MARK GUIDELINES

ISSUE 1 – FEBRUARY 2019



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OUR AMBITION FOR FAIRTRADE SOURCED INGREDIENTS

At Fairtrade we need to make our impact even deeper and more widespread. Although we have made transformational improvements, we are still a long way from achieving our ambition to transform livelihoods, including those of cotton farmers.

With the Fairtrade Sourced Ingredient model, or FSI, we strive to increase the impact of our work significantly. As part of the model, Fairtrade cotton farmers are offered compelling new market opportunities and the potential to have a real effect in their farms and communities. The FSI model is an alternative way for businesses of all sizes to engage with Fairtrade, deepen their commitments to farmers and workers, increase sales and reduce risk in their supply chains. This means that companies and brands can source single Fairtrade ingredients for their composite products, product ranges, lines or categories, or across their business. In the case of Fairtrade cotton, companies can source the commodity in volumes that match the output in finished products, which are then labelled with a special swing-tag. This means that cotton products are exempt from the 100% product composition rule as set in the Fairtrade Trader Standard. This will be explained in the next pages.

Fairtrade's vision

Fairtrade's vision is for a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Our aspiration is to transform global trade by promoting fairer trading conditions. To achieve this, Fairtrade will be positioned as the guiding light for sustainable development, touching more lives more deeply than any other ethical certification scheme.

About these guidelines

These guidelines are here to provide direction on how to use the FAIRTRADE Cotton Mark. They have been created to protect the integrity and values of Fairtrade and designed as a detailed reference resource. **They supersede all previous versions.**

These guidelines contain sections that explain the swing-tag labelling model for Fairtrade Sourced Cotton and also some examples of promotional usage, but they cannot cover everything. If clarification of any point or further advice on the use of the FAIRTRADE

Sourced Cotton Mark is needed, please use the contact details on the last page of these guidelines. The instructions given in these guidelines must be followed.

The following terms are used throughout the document:

Must – compulsory
Should – recommended, best practice
May – optional

Please note that the illustrations are not exhaustive and do not represent everything that is being explained in the text.

THE FAIRTRADE COTTON MARKS

The FAIRTRADE Sourced Cotton Mark

The FAIRTRADE Sourced Cotton Mark (FS Cotton Mark) signifies that a certain volume of cotton has been purchased under Fairtrade terms and its equivalent used on finished products. Companies and brands achieve volume purchases, but the cotton is not physically traceable after the ginning stage and products are not labelled in the traditional way.

This model offers Fairtrade cotton growers new market opportunities and the potential to deliver major impact in their farms and community. Simultaneously, companies are offered a different way to engage with Fairtrade to support their sustainable commitment.

These guidelines cover the use of the FAIRTRADE Sourced Cotton Mark only. For more information about the traditional FAIRTRADE Cotton model and guidelines on its use, please ask your licensing body.

The FAIRTRADE Cotton Mark

The FAIRTRADE Cotton Mark signifies that a product's cotton composition is 100% Fairtrade certified and physically traceable from farmer to product. It can be a pure cotton product or a product made of cotton blended with natural or synthetic fibres. In the case of mixed fibre textiles, the Mark means that all of the cotton contained in the product is Fairtrade certified but other textiles in the composition are not. The minimum percentage of Fairtrade cotton in a product must be at least 50% of the total finished fabric.

The FAIRTRADE Cotton Mark refers exclusively to the cotton content in a product, not to the finished product itself.

The FAIRTRADE Sourced Cotton Mark



The FAIRTRADE Sourced Cotton Mark signifies that the brand or company has purchased a certain volume of cotton under Fairtrade terms

The FAIRTRADE Cotton Mark



The FAIRTRADE Cotton Mark signifies that the cotton in the product is Fairtrade certified and physically traceable



The FAIRTRADE Cotton Program Mark introduced in 2013 will co-exist for a transitional period with the FAIRTRADE Sourced Cotton Mark and will be gradually **phased out**

PART ONE

BASIC GUIDELINES

**THIS SECTION DESCRIBES THE FAIRTRADE
SOURCED COTTON MARK AND GIVES AN
OVERVIEW OF HOW IT MUST BE USED**

FAIRTRADE SOURCED COTTON MARK

BASIC ELEMENTS

BASIC ELEMENTS

Clear space

To preserve the visual independence of the FAIRTRADE Sourced Cotton Mark when placed next to text or graphics, a clear space must be maintained around it; this space must be equal to half the width of the FS Cotton Mark, defined as X, or when space is limited, not less than 25 % of the width.

Minimum and maximum size

The FAIRTRADE Sourced Cotton Mark must be used in a size that is in proportion to the dimensions of the packaging or promotional item. This size guide has been designed to select the recommended FS Cotton Mark size for various items. As a general rule, the FS Cotton Mark should not be reproduced at a width below 7 mm; the wordmark must always be legible.

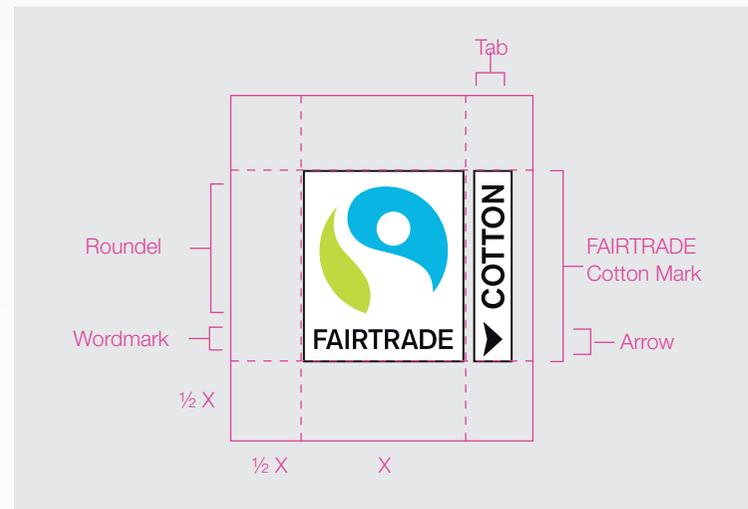
Colours

When reproducing the colour version of the FAIRTRADE Cotton Mark, the colours specified here must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the FS Cotton Mark on swing-tags and promotional materials.

Coton tab and arrow

The ingredient tab indicates that only the cotton is certified while the arrow invites consumers to read about the meaning of the FS Cotton Mark, including that the cotton is traded using mass balance.

Clear space and elements



Colours



Fairtrade Sky Blue

PMS 306 C
PMS 306 U
CMYK 79.0.7.0
RGB 0.185.228
Web #00B9E4



Fairtrade Leaf Green

PMS 382 C
PMS 380 U
CMYK 28.0.92.0
RGB 190.214.0
Web #BED600



Fairtrade White

–
–
CMYK 0.0.0.0
RGB 255.255.255
Web #FFFFFF



Fairtrade Black

PMS Process Black C
PMS Process Black U
CMYK 50.50.50.100
RGB 30.30.30
Web #1E1E1E

Minimum and maximum size

Format (item size)	Maximum size (width of the Mark)	Minimum size (width of the Mark)
A1 (594 x 841 mm)	66 mm	60 mm
A2 (420 x 594 mm)	46 mm	42 mm
A3 (297 x 420 mm)	33 mm	31 mm
A4 (210 x 297 mm)	21 mm	19 mm
A5 (148 x 210 mm)	15 mm	13 mm
A6 (105 x 148 mm)	15 mm	13 mm
A7 (74 x 105 mm)	13 mm	11 mm
A8 (52 x 74 mm)	11 mm	7 mm

FAIRTRADE SOURCED COTTON MARK

VERSIONS

INTERNATIONAL VERSIONS

The FAIRTRADE Sourced Cotton Mark is available in colour and black & white versions.

The use of the full colour version of the FS Cotton Mark is strongly recommended on swing-tags and promotional materials. The black & white FS Cotton Mark should only be used as an exception.

The FAIRTRADE Sourced Cotton Mark files provided by Fairtrade are the only versions that can be used. Other colours must not be used and no adaptations of any kind are allowed.

To request an Illustrator EPS file of the FAIRTRADE Sourced Cotton Mark, see the last page for contact details.

Note for all versions

In markets where the FAIRTRADE Sourced Ingredient Mark (the basis for the FS Cotton Mark) is not registered, an ® symbol must not be used in the Mark design. Please contact your licensing body for information about the certification mark registration status, details are on the last page.

The FAIRTRADE Sourced Cotton Mark



Colour FS Cotton Mark
Full colour, CMYK or Pantone

EPS files:

FSI_Cotton_Arrow_CMYK
FSI_Cotton_Arrow_PMS



Black & White FS Cotton Mark
75% black only, lettering at 100%
black, white is visible

EPS file:

FSI_Cotton_Arrow_BW

FAIRTRADE SOURCED COTTON MARK VERSIONS

COUNTRY-SPECIFIC MAX HAVELAAR VERSIONS

The FAIRTRADE Sourced Cotton Mark with a strapline indicating members of the 'Max Havelaar' movement is also available in colour and black & white versions.

These versions of the FS Cotton Mark may only be used for products sold primarily in The Netherlands, France and Switzerland.

The information on the previous page also applies.

Note for all versions

In markets where the FAIRTRADE Sourced Ingredient Mark (the basis for the FS Cotton Mark) is not registered, the © must be removed from the design before it's applied. Please contact your licensing body for information about trademark/certification mark registration, details are on the last page.

The FAIRTRADE Sourced Cotton Mark



Colour MH FS Cotton Mark

Full colour Max Havelaar Mark,
CMYK or Pantone

EPS files:

FSI_Cotton_MH_Arrow_CMYK
FSI_Cotton_MH_Arrow_PMS



Black & White FS Cotton MH Mark

75% black only, lettering at 100% black,
white is visible

EPS file:

FSI_Cotton_MH_Arrow_BW

FAIRTRADE SOURCED COTTON MARK

VERSIONS

LIMITED USE VERSIONS

The Black FS Cotton Mark and White FS Cotton Mark have been created as an exception when the overall printing of swing-tags is restricted to one colour and that colour is black or white. Use of the full colour version of the FAIRTRADE Sourced Cotton Mark is still strongly recommended, whenever possible.

Printing on coloured background

Both FS Cotton Marks may be printed on a neutral-coloured background, e.g. Recycled material, provided there is sufficient contrast between the background colour and all the elements of the FS Cotton Mark.

The Black FS Cotton Mark and the White FS Cotton Mark must not be printed onto patterns, busy backgrounds or bright background colours.

To request an Illustrator EPS file of the Black FS Cotton Mark or the White FS Cotton Mark, see last page of these guidelines for contact details.

The Black and White FAIRTRADE Sourced Cotton Marks



Single colour FS Cotton Mark

Single colour Black/75% Back Mark

EPS file:
FSI_Cotton_Arrow_Black



Single colour FS Cotton MH Mark

Single colour Black Max Havelaar Mark

EPS file:
FSI_Cotton_MH_Arrow_Black



Single colour FS Cotton Mark

Single colour White Mark

EPS file:
FSI_Cotton_Arrow_White



Single colour FS Cotton MH Mark

Single colour White Max Havelaar Mark

EPS file:
FSI_Cotton_Arrow_White

FAIRTRADE SOURCED COTTON MARK BACKGROUND COLOURS

PLACING THE FS COTTON MARK ON A BACKGROUND

The FAIRTRADE Sourced Cotton Mark must always be clearly visible and not be obscured by any other graphic or background pattern.

The full colour FAIRTRADE Sourced Cotton Mark on white and light backgrounds can be used as is, but a white semi-transparent or solid rectangle can be applied behind the FS Cotton Mark when it's applied on very busy backgrounds, extending around it 1/4 of X, the FS Cotton Mark's width.

When applying the FAIRTRADE Sourced Cotton Mark on busy backgrounds, the colours that are present (i.e. white, light, mid-tone or dark) will determine how to apply the FAIRTRADE Sourced Cotton Mark.



Full colour version on light background



Colour version on a light, busy background



Applied on a dark, busy background



Colour version on a dark colour background



Colour version on busy background applied on a semi-transparent white rectangle, to add contrast

FAIRTRADE SOURCED COTTON MARK

MAINTAINING THE FS COTTON MARK

INCORRECT USE OF THE FS COTTON MARK

Backgrounds for the Black FS Cotton Mark and the White FS Cotton Mark

The Black FS Cotton Mark and the White FS Cotton Mark must not be printed onto patterns, busy or bright background colours.

Fairtrade colours on swing-tags and off-pack

Colours in the FAIRTRADE Sourced Cotton Mark and Fairtrade's corporate identity are not to be used by other companies or organizations, not on packaging (in all its forms, including swing-tags) and not as part of their own brand identity (01).

Accents such as colour bands or lines in the Fairtrade colours are also not allowed on swing-tags and off-pack, even when the company's brand identity doesn't have any of the Fairtrade colours (02).

If the company's brand identity *already* has colours similar to the Fairtrade colours at the time of launching their products purchased under the Fairtrade Sourced Cotton model, the FAIRTRADE Sourced Cotton Mark must be used in black and white for all applications (03).

The principles on this page also apply to the Max Havelaar country versions.

What to avoid



The Black/White Cotton Mark must not be applied to bright coloured backgrounds.



The Black/White Cotton Mark must not be placed on busy or patterned backgrounds.



The white colour in the White Cotton Mark must not be reversed.



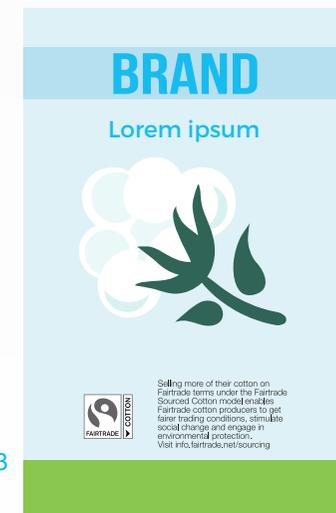
The Cotton Mark can only be in black or white, no other solid colours.



01



02



03

FAIRTRADE SOURCED COTTON MARK

MAINTAINING THE FS COTTON MARK

INCORRECT USE OF THE FS COTTON MARK

It is important that the appearance of the FAIRTRADE Sourced Cotton Mark is protected. The Mark must never be altered, recreated or distorted in any way. This includes adding, removing or translating any element of the FS Cotton Mark.

The FS Cotton Mark files provided by Fairtrade International are the only versions that can be used and these must never be altered in any way.



The Cotton Mark must not be redesigned in any way



The side tab must not be moved from its position or removed altogether



The Cotton Mark must not be stretched or skewed out of proportion



The colours and type must never be changed



The Cotton Mark must not be incorporated into a design



The Cotton Mark must not be tilted on an angle

Exception: When the whole layout is tilted at the same angle



The Cotton Mark design must not be removed from its holding shape

FAIRTRADE SOURCED COTTON MARK BRAND HIERARCHY

It's important to follow certain hierarchy rules in the design and layout of any material that bears the FAIRTRADE Sourced Cotton Mark.

Brand hierarchy

When placing the FS Cotton Mark off-product, it is important that consumers are clear about the role of the FS Cotton Mark in relation to the company branding. The audience must never confuse the FS Cotton Mark with the owner or originator of the material and it must never be misled as to the nature of the Fairtrade Sourced Cotton model, for example by implying Fairtrade cotton content in products in pictorial, graphic or text form. Furthermore, the FS Cotton Mark must never appear by itself on unbranded materials.

Compulsory elements

The brand name, FAIRTRADE Sourced Cotton Mark and the Fairtrade Sourced Cotton Claim which includes the Fairtrade URL.

The Volume Claim and the Swing-Tag Claim are compulsory in most off-product materials, please refer to the next pages.

Optional elements

An optional Fairtrade Claim from page 16 may also be used.

Use on-pack

A Swing Tag template has been developed for use on-pack of the FS Cotton Mark. See page 27.



PART TWO, SECTION A CORPORATE, CSR AND B2B COMMUNICATIONS

**THIS SECTION COVERS USE OF THE FAIRTRADE
SOURCED COTTON MARK WHEN USED IN
CORPORATE SOCIAL RESPONSIBILITY (CSR),
BUSINESS TO BUSINESS (B2B) AS WELL
AS INTERNAL AND EXTERNAL CORPORATE
COMMUNICATIONS BY COMPANIES.**

CORPORATE COMMUNICATIONS OFF-PRODUCT

Companies can communicate their Fairtrade cotton volume sourcing engagement internally and externally. All CSR and B2B communication must focus on volume commitments. This can be on a Fairtrade Sourced Cotton specific web page or in a general commitment to sustainable sourcing or ethical purchasing page.

The FAIRTRADE Sourced Cotton Mark may be used on corporate communications such as press packs, corporate websites or sustainability reports, with the Fairtrade Sourced Cotton Claim.

As an exception, the FAIRTRADE Sourced Cotton Mark may be used on its own on press packs and sustainability reports as long as the copy explains the impact that sourcing Fairtrade cotton has for producers.

Communications guidance

Any communication must be in relation to the company that has signed the Fairtrade Sourced Cotton license agreement (i.e. at a brand or a corporate/retailer level).

When communicating about sourcing commitments, be explicit about the volume of purchased cotton and emphasise the impact achieved for producers proportionately. Do not overclaim.

Note

Once a contract is signed and with Fairtrade's approval, companies can communicate their agreed targets in a press release or public announcement, in copy only or using the FAIRTRADE Sourced Cotton Mark together with the Fairtrade Sourced Cotton Claim.



CORPORATE COMMUNICATIONS OFF-PRODUCT

Compulsory elements

The FAIRTRADE Sourced Cotton Mark and the Fairtrade Sourced Cotton Claim must be next to each other with the Fairtrade Volume Claim close by. They must feature prominently on the relevant pages/sections of the company's materials.

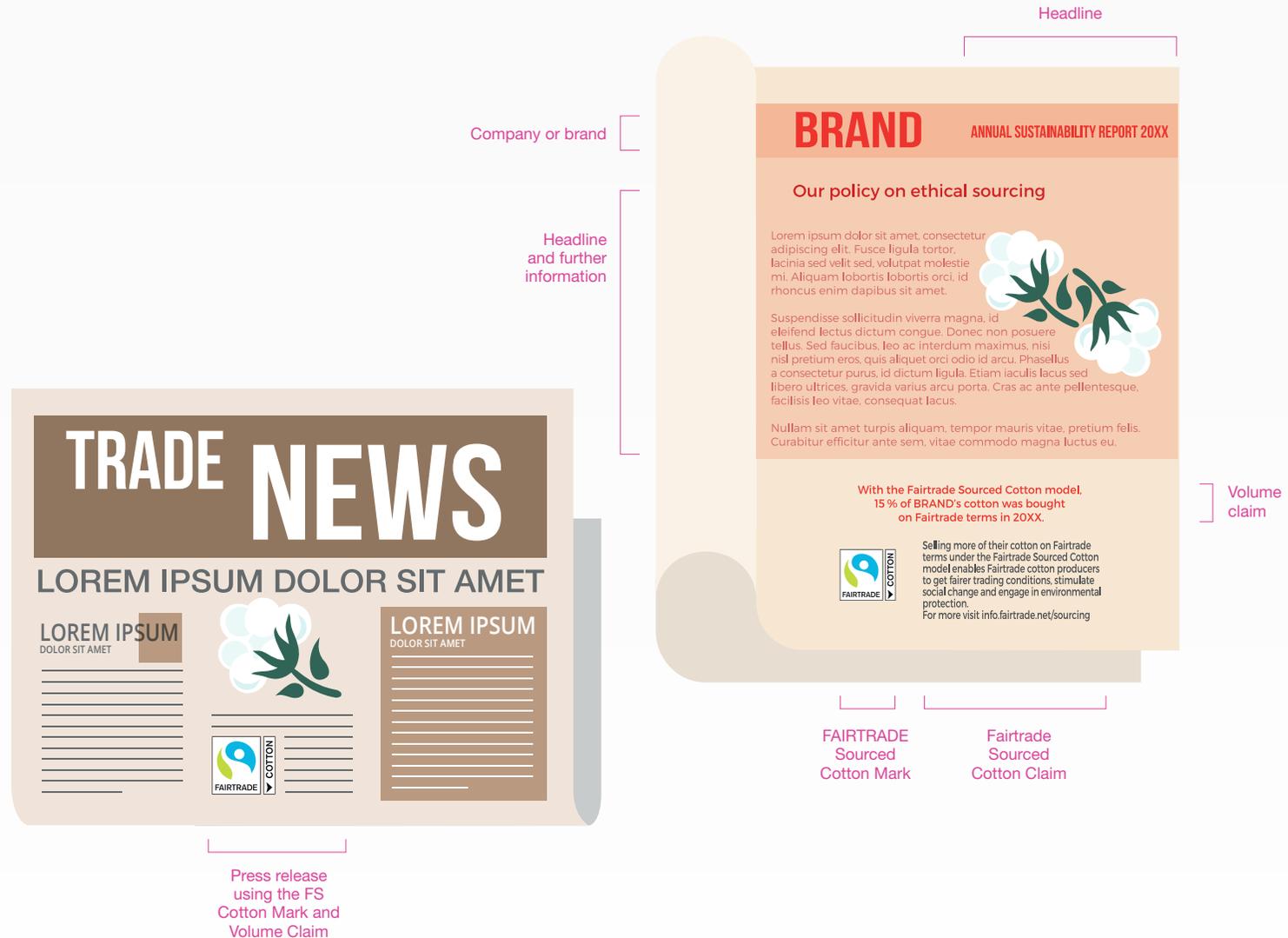
The FAIRTRADE Sourced Cotton Mark and Claim must not be used in a way that implies co-branding, i.e. not as originator of the communications material.

For the purpose of these guidelines, corporate materials do not include any materials that are related to the corporate identity such as letterheads, business cards, e-mail signatures, etc.

See page 16 for Fairtrade Claims and additional statements.

Exception

In an annual report or press release, a company may refer to their support for the Fairtrade Sourced Cotton model in body copy only, e.g. in their CSR or sustainability section, without use of the FAIRTRADE Sourced Cotton Mark. The compulsory Volume Claim must be used. This exception is only valid providing there are web or other corporate communications which do feature the FAIRTRADE Sourced Cotton Mark and Claims.



CORPORATE COMMUNICATIONS

OFF-PRODUCT CLAIMS

ESSENTIAL INFORMATION

The Fairtrade Sourced Cotton Claim specifies Fairtrade's commitment to increase Fairtrade cotton farmers' opportunities to make improvements to their lives and businesses. This text explains the meaning of the FAIRTRADE Sourced Cotton Mark to audiences.

The Volume Claim allows companies to express their commitment to sustainable and ethical sourcing of cotton.

Provided the local National Fairtrade Organization (NFO) has a dedicated Fairtrade Sourced Ingredient (FSI) website in the national language, when a company is based exclusively in a country where an NFO is present and there will be no cross-border sales, the use of the national website is allowed.

The information on this page applies to all uses of the FAIRTRADE Sourced Cotton Mark and claims in off-product corporate communications.

Announcements about intentions (for example once you have a contract, to source more Fairtrade cotton, to add more products or product ranges) can only be done in plain text, without using the FAIRTRADE Sourced Cotton Mark.

The Fairtrade URL in the claims is compulsory.

- Text inside {} is optional.
- Text inside [] is to be substituted by the name or information.
- Text in () brackets is compulsory, e.g. (mass balance)

All claims about Fairtrade made on off-product corporate and promotional materials must be verifiable when prompted.

COMPULSORY CLAIM

The Fairtrade Sourced Cotton Claim, preferred

Selling more of their cotton on Fairtrade terms under the Fairtrade Sourced Cotton model enables Fairtrade cotton producers to get fairer trading conditions, stimulate social change and engage in environmental protection. For more {information} visit info.fairtrade.net/sourcing

The Fairtrade Sourced Cotton Claim, short version (when space is limited)

The Fairtrade Sourced Cotton model enables Fairtrade cotton producers to sell more of their cotton under Fairtrade terms. For more visit info.fairtrade.net/sourcing

The Volume Claim, preferred

With the Fairtrade Sourced Cotton model, [x] % of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).

A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

The Volume Claim, alternative

With the Fairtrade Sourced Cotton model, [x] tonnes of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).

A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

OPTIONAL CLAIMS

The Swing Tag claim **

The quantity of cotton required for [insert product or product range or product category name] is sourced and traded as Fairtrade, ensuring cotton producers receive Fairtrade terms. It may be mixed {during processing} with non-certified cotton. *The total equivalent cotton in this [insert product or product range or product category name] matches the amount sourced as Fairtrade (mass balance).* For more {information} visit info.fairtrade.net/sourcing

Producer impact/rational

The Fairtrade Cotton Sourced model offers small-scale cotton farmers significant additional market opportunities and the potential to deliver major impact in their farms and communities.

Producer impact/inspirational

The lives of more small-scale Fairtrade cotton farmers are improved by their produce purchased on Fairtrade Sourced Cotton model terms.

Licensee-drafted claims

Please obtain approval from your licensing body before printing or publishing any claims about Fairtrade or Fairtrade Sourced Cotton.

A licensee brand or company name can be added to the volume claim as long as the page that is linked is about the company's commitment to sourcing cotton on Fairtrade terms.

** See pages 27 to 29. Please note that this claim is compulsory on the Swing Tags and on B2C materials. The text in *italics* may be removed to shorten the claim.

PART TWO, SECTION B
CONSUMER
COMMUNICATIONS - MARKETING
AND POINT OF SALE

**THIS SECTION GIVES AN OVERVIEW OF HOW THE
FAIRTRADE SOURCED COTTON MARK MUST BE
USED IN A CONSUMER ENVIRONMENT.**

CONSUMER COMMUNICATIONS OVERVIEW

Sourcing cotton on Fairtrade terms using the Fairtrade Sourced Cotton model has its basis on a strong corporate or brand sourcing approach. There are two options for consumer communications.

Off-product only

Consumer communication can be PR (press articles, social media), advertising (TV, press, billboards), corporate literature (annual reports, catalogues) or web (ethics pages on the company website). Communication can only start once volume commitment has been achieved and verified.

Off-product and on-product

For on-product consumer communication, a 'Swing Tag', adhesive label or similar, can be created from a template with the FAIRTRADE Sourced Cotton Mark and pre-approved claims provided by Fairtrade (see page 24). When there are products with the Fairtrade Swing Tag in-store, consumer communication can be used at point of sale, in-store or online.

Communications guidance

Consumer communications on the basis of intentions are not allowed. Only achieved volumes can be communicated, not objectives, plans or commitments envisaged for the future. Any communication must be in relation to the company that has signed the Fairtrade Sourced Cotton agreement (i.e. at a brand or at corporate/retailer level).

Note

Once a contract is signed, companies can communicate their agreed targets in a press release or public announcement, in copy only or using the FAIRTRADE Sourced Cotton Mark and Fairtrade Sourced Cotton Claim.



Off-product example:
company advertisement



On-product example:
Swing Tag



CONSUMER COMMUNICATIONS

MARKETING TO CONSUMERS

Digital and printed communications.

Off-product consumer communication can only start once the contractual entry volume commitment has been achieved. Companies should communicate their commitments to the Fairtrade Sourced Cotton model in channels where both these commitments and the Fairtrade Sourced Cotton model can be explained. For example PR, advertising or ethics pages on the company website.

Consumers are used to associating ethical labels with products and product content. In order to prevent this, off-product only communication cannot be used in relation to any product collections and cannot imply that Fairtrade cotton is present in individual products, product ranges or product supply chains. This means that the FAIRTRADE Sourced Cotton Mark cannot be placed in-store or in online shop at the point of sale (POS) without having the agreed ranges labelled with the Swing Tag (see pages 27-29).

Exception

A company's communication to consumers in-store (POS) can only be used in a branded shop or flagship store (including digital), and under certain circumstances in a concessions store when there are products with the Swing Tag available in the store. See pages 21-23 and 27-29.

Compulsory elements

The FAIRTRADE Sourced Cotton Mark next to the FS Cotton model Claim. The Swing Tag Claim, whole or in part, declaring mass balance.

The Volume Claim is strongly recommended, with a link to the company website with more information. See page 24.

PREMIUM

BRAND
Nullam tempus augue nec dui semper,
sagittis cursus orci rutrum.

With the Fairtrade Sourced Cotton model,
15% of BRAND's cotton was bought
on Fairtrade terms in 20XX.

LOREM IPSUM

FAIRTRADE Sourced Cotton Mark

Swing Tag Claim (whole or partial)

Fairtrade Claim with URL

Company or brand

Company headline

Volume Claim

Example for off-product consumer communications: brand advert

CONSUMER COMMUNICATIONS MARKETING TO CONSUMERS - DIGITAL

Company or brand ethical or sustainability page and social media

Once the contractual entry volume has been agreed with the licensing body, the company can make an announcement or press release (see pages 14-15). Once these entry volumes have been achieved, consumer communications can start for example as PR, advertising or on ethics and sustainability pages on the company's website or its social media communications.

Compulsory elements

The Fairtrade Sourced Cotton Claim (see page 24) must always be used next to the FAIRTRADE Sourced Cotton Mark, and the Swing Tag Claim, preferred or short, declaring mass baance. The optional Fairtrade Volume Claim is in close proximity to both.

The Fairtrade Claims must not be used in a way that implies co-branding, i.e. not as originator of the communications material. Fairtrade Cotton content must not be implied anywhere on the material.

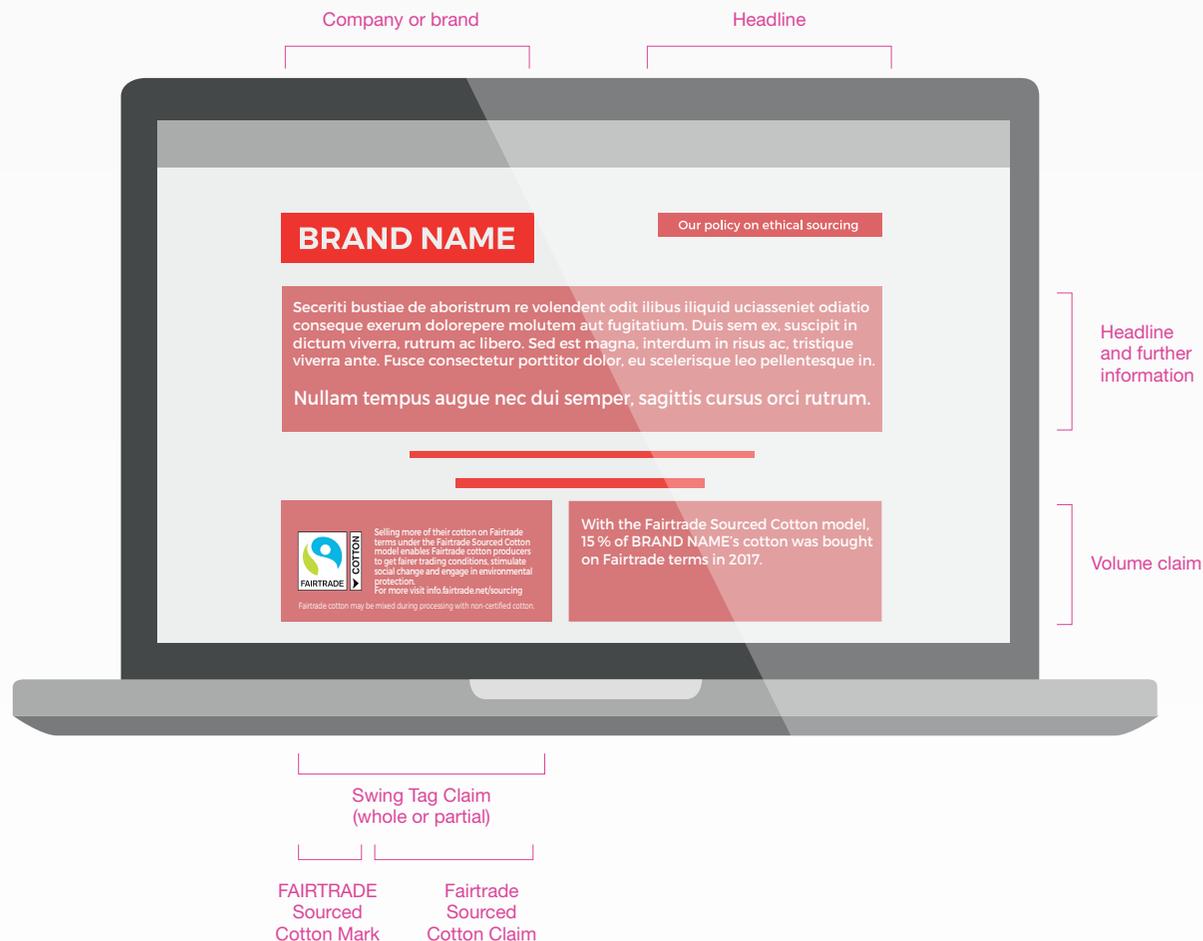
Optional off-product Statements

The use of one additional Fairtrade Claim is recommended for use on all off-product only communications. The Optional Claims on page 24 must be used as they are.

Developing original copy

The claims can also be taken as guidance to develop copy in the company's own voice. However, any copy must have written approval from the relevant licensing body, a Fairtrade National Organization (NFO) or Fairtrade International, and all claims must be substantiated. See contact details on last page.

The rest of this section's rules apply.



Example for off-product consumer communications: company or brand web page

CONSUMER COMMUNICATIONS

OFF-PRODUCT POINT OF SALE COMMUNICATIONS

Products, ranges or collections fulfilling the conditions for the Fairtrade Swing Tag must be agreed upon by the company and Fairtrade to communicate the company's engagement in the Fairtrade Sourced Cotton model to consumers. Off-product communication can then be used at point of sale (POS), in-store or online (e.g. catalogues, flyers, company/branded online shops). However, POS communication can only be used when there are items with the Swing Tag in the store already.

Application

In-store and other off-pack communications may refer to products carrying the Swing Tag, but only as part of brand/corporate engagement, without implying that products contain Fairtrade cotton. In-store/online materials must thus not make reference to Fairtrade cotton content in products, product ranges or collections.

Off-product communication at POS must be placed in close proximity to the products with the Swing Tag. They may also be placed behind the till, visible to consumers. Product pictures that imply Fairtrade cotton content are not allowed on these materials. Inspirational pictures of Fairtrade cotton producers are allowed. The licensing body will provide guidance on this.

POS in brand or company store

A company's communication to consumers in-store must only be used in a branded shop or flagship store. The Volume Claim is strongly recommended (see page 24), with a link to the company website with more information, including percentage of achieved volume commitments. Compulsory elements from page 19 and the rest of this section's rules apply. If offered, items labelled with the FAIRTRADE Cotton Mark (physically traceable cotton) should have their own POS promotion.



POS in company or brand store

Other POS materials may also be located elsewhere in the store, provided they follow these guidelines and do not imply that a higher percentage than the agreed one is bought under the Fairtrade Sourced Cotton model

Permanent POS materials must not be placed in windows. Temporary POS window displays linked to a promotion or event within the company/brand store are allowed if they lead consumers to the relevant areas.

CONSUMER COMMUNICATIONS

POINT OF SALE COMMUNICATIONS

Exceptional use: POS in concession

When the company or brand that has signed an agreement with a Fairtrade licensing body is able to ensure that these guidelines are adhered to when applying POS materials, the company or brand is allowed to have consumer communications in a concession store. This means that the company or brand is responsible for the correct use of POS materials.

Application

In-store and other off-pack communications may refer to products carrying the Swing Tag, but only as part of brand/corporate engagement, without implying that products contain Fairtrade cotton. In-store/online off-product materials must thus not make reference to Fairtrade cotton content in products, product ranges or collections.

POS materials must only be located within the concession area of the store. The company or brand participating in the Fairtrade Sourced Cotton model is responsible, as stated above, for ensuring that the POS materials are placed in the correct concession area and close to the product range or collection that carries the Swing Tag.

Permanent POS materials must not be placed in windows. Temporary POS window displays linked to a promotion or event within the concession store are allowed if they lead consumers to the relevant areas.

Compulsory elements

The FAIRTRADE Sourced Cotton Mark next to the FS Cotton model Claim. The Swing Tag Claim, whole or in part, declaring mass balance.

The Volume Claim is strongly recommended, with a link to the company website with more information. See page 24. The rest of this section's rules also apply.



POS in concession store

CONSUMER COMMUNICATIONS

POINT OF SALE COMMUNICATIONS - DIGITAL

POS in e-shops

Products, ranges or collections fulfilling the conditions for the Fairtrade Swing Tag must be agreed upon by the company and Fairtrade to communicate the company's engagement in the Fairtrade Sourced Cotton model to consumers in online shops. Communication can then be used at the digital point of sale (POS) in a company or brand own online shop, where the brand can explain the nature of the model. Use of the FS Cotton Mark in other vendors' online shops is only allowed when the brand or company can ensure correct communication of the model.

The company or brand must ensure that the Swing Tag is attached to the designated products when these are shipped.

Communications may refer to products carrying the Swing Tag, but only as part of the brand/corporate engagement, without implying that products contain Fairtrade cotton. No reference must be made to Fairtrade cotton content in products, product ranges or collections. This means that the FS Cotton Mark and Claim must only be used next to individual items when a text or a link to a page where the company's commitment is explained is used next to the items.

Compulsory elements

The FAIRTRADE Sourced Cotton Mark next to the FS Cotton model Claim. The Swing Tag Claim, whole or in part, declaring mass balance.

When using the FS Cotton Mark next to items, only the Swing Tag Claim is required, as a must.

The Volume Claim is strongly recommended, with a link to the company website with more information.

The rest of this section's rules apply.



POS in brand's own online store, as a page where the company's commitment is explained

Selling more of their cotton on Fairtrade terms under the Fairtrade Sourced Cotton model enables Fairtrade cotton producers to get fairer trading conditions, stimulate social change and engage in environmental protection.

The quantity of cotton required for BRAND's baby onesie 'Colourful' product category ages 3 months to 2 years is sourced and traded as Fairtrade, ensuring cotton producers receive Fairtrade terms. After ginning, it may be mixed during processing with non-certified cotton. The total equivalent cotton in this product range matches the amount sourced as Fairtrade.

For more visit: info.fairtrade.net/sourcing

CONSUMER COMMUNICATIONS CLAIMS

ESSENTIAL INFORMATION

The Fairtrade Sourced Cotton Claim specifies Fairtrade's commitment to increase Fairtrade cotton farmers' opportunities to make improvements to their lives and businesses. This text explains the meaning of the FAIRTRADE Sourced Cotton Mark to consumers.

The Volume Claim allows companies to express their commitment to sustainable and ethical sourcing of cotton.

Provided the local National Fairtrade Organization (NFO) has a dedicated Fairtrade Sourced Ingredient (FSI) website in the national language, when a company is based exclusively in a country where an NFO is present and there will be no cross-border sales, the use of the national website is allowed.

Announcements about intentions (for example to source more Fairtrade cotton, to add more products or product ranges) can only be done in plain text, without using the FAIRTRADE Sourced Cotton Mark.

The Fairtrade URL in the claims is compulsory.

- Text inside { } is optional.
- Text inside [] is to be substituted by the name or information.
- Text in () brackets is compulsory, e.g. (mass balance)

** Please note that this claim is compulsory on the Swing Tags. The text in *italics* may be removed to shorten the claim.

All claims about Fairtrade made on off-product corporate and promotional materials must be verifiable when prompted.

Please also refer to page 27 about product naming.

COMPULSORY CLAIM

The Fairtrade Sourced Cotton Claim, preferred

Selling more of their cotton on Fairtrade terms under the Fairtrade Sourced Cotton model enables Fairtrade cotton producers to get fairer trading conditions, stimulate social change and engage in environmental protection. For more {information} visit info.fairtrade.net/sourcing

The Fairtrade Sourced Cotton Claim, short version (when space is limited)

The Fairtrade Sourced Cotton model enables Fairtrade cotton producers to sell more of their cotton under Fairtrade terms. For more visit info.fairtrade.net/sourcing

COMPULSORY CLAIM (for B2C materials)

The Swing Tag claim, preferred **

The quantity of cotton required for [insert product or product range or product category name] is sourced and traded as Fairtrade, ensuring cotton producers receive Fairtrade terms. It may be mixed {during processing} with non-certified cotton ***. The total equivalent cotton in this [insert product or product range or product category name] matches the amount sourced as Fairtrade (mass balance).* For more {information} visit info.fairtrade.net/sourcing

Swing Tag Claim, short version (when space is limited)

Fairtrade Cotton may be mixed {during processing} with non-certified cotton (mass balance). Visit info.fairtrade.net/sourcing

Notes: The Fairtrade URL may be removed from the short claim if it's already in the Fairtrade Sourced Cotton Claim. ** (mass balance) in brackets must be added here if the second paragraph is not used.

OPTIONAL CLAIMS

The Volume Claim, preferred

With the Fairtrade Sourced Cotton model, [x] % of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).
A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

The Volume Claim, alternative

With the Fairtrade Sourced Cotton model,, [x] tonnes of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).
A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

Producer impact/rational

The Fairtrade Cotton Sourced model offers small-scale cotton farmers significant additional market opportunities and the potential to deliver major impact in their farms and communities.

Producer impact/inspirational

The lives of more small-scale Fairtrade cotton farmers are improved by their produce purchased on Fairtrade Sourced Cotton model terms.

Licensee-drafted claims

Please obtain approval from your licensing body before printing or publishing any claims about Fairtrade or Fairtrade Sourced Cotton.

A licensee brand or company name can be added to the volume claim as long as the page that is linked is about the company's commitment to sourcing cotton on Fairtrade terms.

ARTWORK CHECKLIST

ARTWORK APPROVAL

Written approval must be received from your licensing body (NFO or Fairtrade International) artwork team prior to printing or public distribution of any materials that display the FAIRTRADE Sourced Cotton Mark.

Double check artwork before submitting to keep resubmissions to a minimum as errors will delay the approval process. These guidelines can be applied to most types of materials, but they do not cover everything.

Products chosen to be a vehicle for the Fairtrade Sourced Cotton model must be agreed upon by the Fairtrade licensing body and the company. The collection/range/number of garments permitted to carry the Swing Tag must contain an amount of cotton equivalent to the volume commitments made.

Off-product consumer communication in-store or online is not permitted unless products also carry the Fairtrade Swing Tag.

The licensing body can also provide advice as to the type of product photographs to be used in off-product promotions. These must not imply Fairtrade cotton content graphically, by the way the photograph is arranged or in product naming (see page 27).

If clarification is required on any of these points, or for further advice, see contact details on the last page.

- The FAIRTRADE Sourced Cotton Mark and Claims must always appear as independent and not be confused with a brand name or brand logo. Pages 16, 24 and 29.
- The FAIRTRADE Sourced Cotton Mark is to be less prominent than the brand and positioned away from it. Page 12.
- The full colour version of the FAIRTRADE Sourced Cotton Mark is recommended. Page 6.
- The FAIRTRADE Sourced Cotton Mark must be used at a size in proportion to the dimensions of the materials and the other elements on them, with the FAIRTRADE wordmark always legible. And remember: never alter the FS Cotton Mark. Page 5.
- The FAIRTRADE Sourced Cotton Mark must only refer to the company or brand's sourcing commitment and must never refer to Fairtrade Cotton content in a finished product. Pages 12, 14 and 15.
- The use of the FAIRTRADE Sourced Cotton Mark is allowed for products only when using the pre-approved Fairtrade Swing Tag. Page 27.
- For artwork approval, first contact your local Fairtrade National Organization (NFOs listed at www.info.fairtrade.net) or upload your licensed product artwork to the Fairtrade International "Connect" system.

PART THREE

ON-PRODUCT SWING-TAG GUIDELINES

**THIS SECTION GIVES INFORMATION ON
HOW THE FAIRTRADE SOURCED COTTON
MARK IS USED ON PRODUCTS TO COMMUNICATE
THE COMPANY OR BRAND'S SOURCING
COMMITMENT**

CONSUMER COMMUNICATIONS

ON-PRODUCT SWING TAG

Swing Tag

The Fairtrade Sourced Cotton model is different from purchasing cotton under Fairtrade terms and tracing that cotton all the way to the finished item, which is then labelled with the FAIRTRADE Cotton Mark seen on page 3. The Fairtrade Sourced Cotton model is based on volume sourcing on a corporate or brand level so participation cannot be shown in the traditional way with labels indicating Fairtrade cotton content in specific items. A tag, adhesive label or similar with the FAIRTRADE Sourced Cotton Mark and the Fairtrade Swing Tag Claim is used instead. This element will be called Swing Tag here, but can take another form. A pre-approved Swing Tag template with corresponding FS Cotton Mark and claims has been designed and must be used as is.

Compulsory elements

The Swing Tag is independent and separate from any branded packaging elements. The FAIRTRADE Sourced Cotton Mark, the Swing Tag Claim and the Fairtrade Sourced Cotton Claim are compulsory. See page 29.

A link to a brand dedicated page is strongly recommended.

Progress

As a company's commitment increases, Swing Tags may be extended to more product ranges or collections if they meet the equivalent volume sourced. Additional items for consumer on-product communication are agreed on between the company and a Fairtrade licensing body.

Product naming

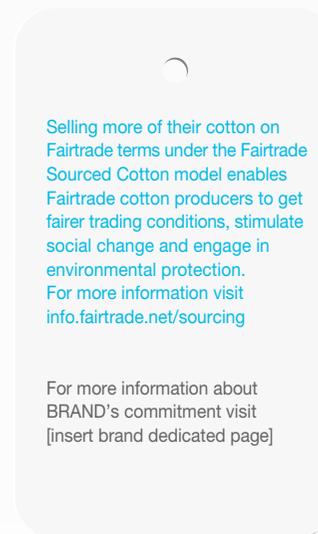
Since the Fairtrade Sourced Cotton model is about achieved volumes and impact to Fairtrade cotton producers, and the cotton is not physically traceable, the following must not be used in any communication: 'Fairtrade Sourced Cotton [Product]'; 'Fairtrade Cotton [product]'.

Front and back / Outside and inside the fold



Swing Tag Claim and Fairtrade URL

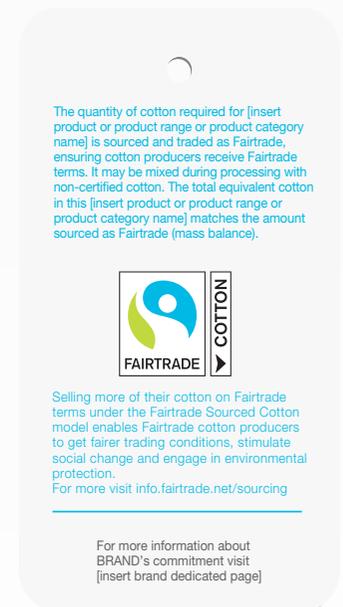
FAIRTRADE Sourced Cotton Mark



Fairtrade Sourced Cotton Claim with URL

Brand dedicated page URL

All on one side



The FS Cotton Mark and the compulsory claims for the Swing Tag

CONSUMER COMMUNICATIONS

ON-PRODUCT SWING TAG

Application

The Fairtrade Swing Tag is applied to products agreed on between Fairtrade and the company or brand as vehicles to communicate to consumers achievements in volumes of Fairtrade Sourced Cotton. This is made clear with the claims provided on the Swing Tag briefly explaining the nature of the Fairtrade Sourced Cotton model.

To ensure transparency and that the Swing Tags are used on the correct number of finished items, the overall volume of Fairtrade cotton sourced with the Fairtrade Sourced Cotton model must be equal to the cotton used in a specific range or collection. At the same time, consumers are correctly informed on-product about the scale of the company's commitment to the Fairtrade Sourced Cotton model.

The Fairtrade Swing Tag must be placed as a separate piece in/on the product packaging so that it is clearly visible to consumers. No other statements, brand elements, price tags or bar codes are allowed on either side; no references to the tagged product are allowed.

Creating a Swing Tag

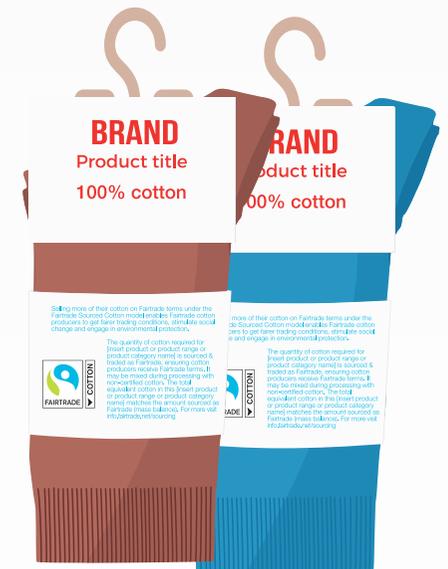
The design template may be used on any shape and material the company opts for. To request the Swing Tag Illustrator template or translations of the claims, see the last page for contact details.

Exception

When the use of the Fairtrade Swing Tag (in any form) as a separate item is difficult due to the nature of the packaging (e.g. space, other technical reasons), Fairtrade can provide companies with the elements of the Swing Tag design as a lock-up for use on packaging.



Product category with Swing Tags



Products with wrap around or adhesive label

CONSUMER COMMUNICATIONS

SWING TAG CLAIMS

ESSENTIAL INFORMATION

On the Swing Tag, clarity about the nature of the Fairtrade Sourced Cotton model is essential, so the claims that explain that the model is not referring to Fairtrade cotton content in the items bearing the Swing Tag take precedence.

The Fairtrade URL in the claims is compulsory.

- Text inside {} is optional.
- Text inside [] is to be substituted by the name or information.
- Text in () brackets is compulsory, e.g. (mass balance).

All claims about Fairtrade made by the company on-product or off-product must be verifiable when prompted.

COMPULSORY CLAIM

The Swing Tag Claim, preferred

The quantity of cotton required for [insert product or product range or product category name] is sourced and traded as Fairtrade, ensuring cotton producers receive Fairtrade terms. It may be mixed {during processing} with non-certified cotton. The total equivalent cotton in this [insert product or product range or product category name] matches the amount sourced as Fairtrade (mass balance). For more {information} visit info.fairtrade.net/sourcing

The Swing Tag Claim, short version (when space is limited)

The quantity of cotton required for [insert product or product range or product category name] is sourced and traded as Fairtrade, ensuring cotton producers receive Fairtrade terms. It may be mixed {during processing} with non-certified cotton. Visit info.fairtrade.net/sourcing

The Swing Tag Claim, extra short version (when space is limited)

{The} Fairtrade cotton may be mixed {during processing} with non-certified cotton. Visit info.fairtrade.net/sourcing

The Fairtrade Sourced Cotton Claim, preferred

Selling more of their cotton on Fairtrade terms under the Fairtrade Sourced Cotton model enables Fairtrade cotton producers to get fairer trading conditions, stimulate social change and engage in environmental protection. For more {information} visit info.fairtrade.net/sourcing

The Fairtrade Sourced Cotton Claim, short version (when space is limited)

The Fairtrade Sourced Cotton model enables Fairtrade cotton producers to sell more of their cotton under Fairtrade terms. For more visit info.fairtrade.net/sourcing

OPTIONAL CLAIMS

The Volume Claim, preferred

With the Fairtrade Sourced Cotton model, [x] % of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).

A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

The Volume Claim, alternative

With the Fairtrade Sourced Cotton model, [x] tonnes of [company name] cotton was bought on Fairtrade terms [in year x] / [between x and x years]. (Declared retrospectively).

A link to a company or brand web page with more information about the sourcing of Fairtrade cotton under this model.

Other optional claims

See page 24.

PART FOUR

ESSENTIAL INFORMATION

**THIS SECTION INCLUDES A DISCLAIMER,
INFORMATION ON ARTWORK APPROVAL AND
LICENSEE RESPONSIBILITIES AS WELL AS
A FAIRTRADE GLOSSARY, A GENERAL GLOSSARY
AND CONTACT POINTS.**

ESSENTIAL INFORMATION

ARTWORK APPROVAL

ARTWORK APPROVAL

Fairtrade International has licensed the FAIRTRADE Sourced Cotton Mark to the National Fairtrade Organizations (NFOs) so that they are able to issue it to licensees in their country or region for use off-product and on-product with the Swing Tag. If the artwork is created in line with these guidelines, it will be acceptable in all destination markets for cross-border sales.

Obtaining approval

Prior to printing or public distribution of any off-product promotional material bearing the FAIRTRADE Sourced Cotton Mark and use of the word Fairtrade, artwork (preferably in PDF format) must be submitted to your licensing body and a written approval must be obtained from the NFO or Fairtrade International teams. Packaging and labelling artwork are uploaded to the Connect system in most markets, and approved there. The Fairtrade Swing Tag is a template so the approval refers to verifying that the products labelled with it have been agreed upon.

Before going live with your website, submit a sample product page or a link to the unpublished website page to your licensing body or your FMO, for written approval.

You can also ask your NFO, FMO or Fairtrade International if you can create a link to a relevant web page on their site to further explain Fairtrade.

Please check that artwork complies with these guidelines; take also into consideration that incomplete information on artwork applications will result in a delay.

PROCESS AND TIMINGS

The artwork teams at the NFOs or Fairtrade International will endeavour to respond quickly; aiming to respond within one week from receipt of initial artwork, and then to complete the approval process within three weeks of the artwork's first submission. This response rate depends on the artwork complying with these guidelines, on the full availability of the artwork team, on verification and compliance with agreements. It is good practice to allow sufficient time for the artwork approval process, especially if a deadline is known.

The artwork team at the NFO or Fairtrade International will make every effort to approve artwork submissions that meet the instructions outlined in these guidelines. Care given to accuracy of artwork production means that the approval process is more straightforward.

LICENSEE RESPONSIBILITIES

It is the licensee's responsibility to ensure that artwork is compliant with:

- These guidelines
- Fairtrade Standards

- The products detailed in the license contract as vehicles for consumer communications of the sourcing commitment (products that will have the Swing Tag)
- National or regional labelling guidelines and laws

Licensees must also ensure that product-related applications are submitted before or at the same time as artwork. Artwork must comply with relevant labelling regulations in the destination market.

Fairtrade related claims on packaging must be able to be substantiated. The licensee may be asked to provide evidence to support any claim made which is linked to the sourcing under the Fairtrade Sourced Cotton model and/or the Fairtrade system. Fairtrade International and NFOs reserve the right to refuse use of the FS Cotton Mark until the claim is substantiated, corrected or withdrawn.

The licensee must make certain that both the product and the artwork are approved prior to publication or printing or public distribution of any product (with Swing Tag) or off-product promotional materials that display the FAIRTRADE Sourced Cotton Mark.

The licensee must also ensure that any third parties, including design agencies, retailers or other companies who create artwork, comply with these guidelines.

TRANSITION PERIOD

Fairtrade International may issue amendments to the guidelines or new guidelines at any time, including changes to the logo. From the issue date of new guidelines, licensees have a 12 to 24 month period to comply on new labelling, packaging and printed promotional material, depending on the terms of the license agreement. Electronic, digital promotional materials must comply with new guidelines within 3 months.

An extension can be requested from the NFO or Fairtrade International in special circumstances. However, the licensee will be allowed to use remaining labelling and packaging already approved and produced for the length of the transition period or until the supply runs out, whichever happens first.

DISCLAIMER

Fairtrade International licenses the use of the FAIRTRADE Sourced Cotton Mark to companies that purchase Fairtrade cotton under the Fairtrade Sourced Cotton model. The right to apply the FS Cotton Mark is granted only for the products that are listed in the license agreement that will bear the Swing Tag and does not make any statement about the companies or organizations selling them. The product categories, product ranges or collections that will be used as a vehicle for consumer communications of the company's Fairtrade Sourced Cotton engagement are agreed upon between the Fairtrade licensing body and the company.

The licensing of a company to use the FS Cotton Mark by an NFO or by Fairtrade International is subject to the company signing and complying with the requirements of the license agreement.

The licensee and/or seller, whose name appears on or is attached to the product, is solely responsible for the product labelling, packaging and other information thereon. It is the licensee's and/or seller's responsibility to ensure that packaging and labelling comply with all relevant labelling legislation and standards, and that all claims and statements relating to Fairtrade, the Fairtrade Price and Premium and about Fairtrade in general are accurate, up-to-date at the time of printing and can be substantiated if required.

LICENSEE RESPONSIBILITIES

The licensee is responsible for ensuring the correct use of the FAIRTRADE Sourced Cotton Mark and word Fairtrade on off-product promotional materials (point of sale, off-product consumer and corporate communications) at all times. The licensee must also ensure that the Fairtrade Swing Tag (in whatever form) is the only on-product application.

Fairtrade International, or the relevant NFO, is not the seller and does not take responsibility for any other claims made on packaging or related to the product otherwise, and makes no warranties whether express or implied (including without limitation, implied warrant of merchantability) as to the product sold by the licensee or seller.

Certification means only that, at the time of certification, the product and the trading of it conformed to the requirements and procedures specified in the license agreement and Fairtrade Standards.

The European Union Regulation No 1007/2011, called the Textile Regulation, applies from 8 May 2012 to sales into every EU country. It is the licensee's responsibility that this regulation is applied correctly, also by traders in the supply chain.

Labelling and packaging legislation for other regions also applies and the licensee is also responsible for applying each accurately.

B2B SALES

A licensee that does business-to-business sales of products in bulk, whether they are finished products or fabrics, constitutes the end of the Fairtrade supply chain when these products are sold outside of it, eg to a buyer that is not certified or licensed by Fairtrade.

A licensed company must take responsibility for finished products that bear the Swing Tag with the FS Cotton Mark and Claims. This means that the seller or the seller's customer must have a license contract for the sourcing commitment with a Fairtrade licensing body in order to use the Swing Tags and use the FS Cotton Mark off-product. When the seller is licensed, it's allowed to do this on behalf of its customers, as private labels or with a tri-partite agreement.

For fabrics, this means that items made for re-sale from such fabrics cannot be advertised as Fairtrade or use the FAIRTRADE Sourced Cotton Mark without the company manufacturing the finished product first becoming a licensee.

PROTECTING THE MARK

The FAIRTRADE Sourced Cotton Mark is the exclusive property of Fairtrade International. Fairtrade actively monitors the use of the FS Cotton Mark on bulk packaging, retail packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity.

Licensees are encouraged to notify Fairtrade International where any suspected misuse is identified. You may contact the relevant NFO or go to <http://www.fairtrade.net/reporting-misuse.html>

MISUSE

In the event of misuse of the FS Cotton Mark by a registered licensee, the complaint and misuse will be processed through the Fairtrade's complaints procedure and, as a minimum, the following procedure will be implemented:

The report of the misuse will be logged in the appropriate register of complaints or misuse. The company or organization misusing the FS Cotton Mark will be contacted in writing and/or by telephone and the complaint investigated.

Where appropriate, corrective action will be required within a time limit. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation or misuse. Follow-up action will be conducted to ensure the misuse has been corrected.

Failure by the licensee to take required action may result in the suspension or termination of a licensee's license and/or legal action. In the event of the FS Cotton Mark being misused by a third party, the infringement will also be processed through the complaints procedure and the organization notified that the product/s must be withdrawn from sale or the promotional materials from circulation and/or its website with immediate effect. Fairtrade International reserves the right to take legal action against any party that reproduces, copies or associates with the FAIRTRADE Sourced Cotton Mark in any form whatsoever, without prior authorisation.

COPYRIGHT

All information within the FAIRTRADE Sourced Cotton Mark Guidelines is the copyright of Fairtrade International. Reproduction in whole or in part of any content of these guidelines is allowed only with the written permission of Fairtrade International's Brand Integrity Manager or Head of Brand.

B2B: Business to Business (B2B) or broad stakeholder communications.

Collection: A line of items produced for one season or purpose, e.g. yoga wear.

Certification contract: the agreement signed between FLO-CERT and an operator which regulates the conditions for trading Fairtrade products and complying with the Fairtrade Standards.

Composite product: a multi-ingredient product which complies with the valid Fairtrade Composite Product Standard or Policy. In the Fairtrade Trader Standard, cotton products are exempt from the 100% product composition rule and the Fairtrade cotton can be traded using mass balance after the ginning stage.

Cross border sales: selling products into multiple international markets.

CSR: Corporate Social Responsibility, a company's commitment to contribute to society and to operate in a responsible and sustainable manner, aligning business practices to this objective.

Fairtrade International: the international Organization comprising National Fairtrade Organizations and Producer Networks in consumer and producer countries. Fairtrade International is responsible for determining strategic direction and developing Fairtrade Standards. Fairtrade International owns and licenses the FAIRTRADE Cotton Mark.

FAIRTRADE Sourced Cotton Mark (FS Cotton Mark): the Fairtrade Sourced Ingredient Mark (FSI Mark) specifically for cotton, signifying compliance with the Fairtrade Sourced Cotton model as defined by Fairtrade International and its standards. The FSI Mark is being registered as certification mark/trademark and is owned and

licensed by Fairtrade International. It's an independent certification label.

Fairtrade Marketing Organization: FMO, Fairtrade Organizations without licensing operations, responsible for promoting Fairtrade in their countries.

Fairtrade Sourced Cotton: Cotton sourced under the Fairtrade Sourced Ingredient model (FSI), with its own FSI Mark. Introduced in June of 2018, the model enables companies and brands to source single Fairtrade ingredients for their composite product ranges or across their business. Under FSI, the cotton in a product range, line or category, or across a whole business, must be sourced on Fairtrade terms in order to start communications off- and on-product, but must not necessarily be physically traceable. The equivalent of the sourced Fairtrade cotton (input) must be used in the products or product ranges that are labelled with the Fairtrade Swing Tag (output), using mass balance.

Fairtrade Sourced Cotton Claim: used with the FAIRTRADE Sourced Cotton Mark, the Claim concisely expresses the meaning of the FS Cotton Mark off-product and on the Swing Tag.

Ingredients or components: all raw materials and constituent parts of the finished product as offered for sale by the Licensee.

Finished or end-product: manufactured items made from raw materials or fabrics made with cotton, such as garments, household linen, work wear, cotton pads, etc

License agreement: the contract between a National Fairtrade Organization or Fairtrade International and a licensee which includes setting out the conditions for using the FAIRTRADE Sourced Cotton Mark according to the agreed sourcing commitments.

Licensed product: the products chosen to be a vehicle for the Fairtrade Sourced Cotton model that are agreed upon by the Fairtrade licensing body and the company or brand. The collection/range/number of garments permitted to carry the Swing Tag must contain an amount of cotton equivalent to the volume commitments made.

Licensee: a commercial entity that has signed a license agreement and is therefore licensed to apply the FAIRTRADE Sourced Cotton Mark off-product and on retail end-products using the Swing Tag.

Licensing body: the authorised Fairtrade organization that sub-licenses the FAIRTRADE Sourced Cotton Mark to companies or brands. Fairtrade International is itself a licensing body for countries without a national or regional Fairtrade organization.

Mass balance: traceability type applicable to Fairtrade Sourced Cotton under the FSI model. It requires that the amount of outputs sold with the Swing Tag is equivalent to the amount of inputs sourced as Fairtrade. The FS Cotton Mark is used for this model. Mass balance is allowed in Fairtrade also for cocoa, sugar, fruit juices, tea and gold traded under the Fairtrade Gold Sourced Programme, FGSP.

May: optional that an instruction in these guidelines is adhered to.

Mixed-fibre composition (multiblend): a blend of two or more fibres. 100% of the cotton in a blend must be Fairtrade. This means that when the percentage of cotton is less than 100% of the mixed-fibre item, the whole of the cotton must be Fairtrade.

Must: compulsory that an instruction in these guidelines is adhered to.

ESSENTIAL INFORMATION GLOSSARY, ARTWORK AND FAIRTRADE TERMINOLOGY

National Fairtrade Organization: the NFO is responsible for licensing, marketing, business development and awareness raising in a defined geographical area. The NFO has the right to sub-license the FAIRTRADE Sourced Cotton Mark to companies and third parties in its area.

NFO reference code: Fairtrade reference code given to each Licensee by some NFOs.

Organic: certified as meeting the organic standards of a recognised organization or body.

Operators: Fairtrade certified producers and traders of Fairtrade products or those made with Fairtrade ingredients.

Optional Claim: additional statements about Fairtrade and Fairtrade Sourced Cotton.

Physical traceability: compulsory for Fairtrade Cotton under the model that these guidelines refer to, which is labelled with the FAIRTRADE Cotton Mark. This means that Fairtrade Cotton must be physically separated from non-Fairtrade cotton at all stages of the supply chain and that this Fairtrade Cotton can be physically found in the labelled items.

Product category: a particular group of related products, e.g. t-shirts or leggings.

Product descriptor: a term characterizing the product or explaining product characteristics, e.g. organic, cool, etc

Product range: an extended group or series of items, as in a company's sub-brand.

Products/product schedule: any or all of the Licensee's products detailed in the license agreement that are to be labelled with the Swing Tag.

Product title: description of the item, eg. socks, kid's t-shirt, ladies' yoga pants, etc.

Product with mixed materials: product made with textiles including cotton and non-textile components such as feathers, metal, rubber, leather, etc.

Point of sale, POS: the physical or digital space where products are displayed for consumers to buy.

Should: strongly recommended that an instruction in these guidelines is adhered to.

Stakeholder: governments, NGOs, campaigners, shareholders.

Swing Tag: a template pre-approved by Fairtrade that includes the FS Cotton Mark, the Swing Tag Claim, the Fairtrade Sourced Cotton Claim and space for a company dedicated web page URL explaining about the company's commitment. A Swing Tag is the recommended format, but the elements in the template can also be applied to adhesive labels or bands and in exceptional cases, as an independent element on packaging.

Swing Tag Claim: a specific claim explaining to consumers the nature of the Fairtrade Sourced Cotton model and the mass balance traceability type for the model.

Volume Claim: percentage or metric tonnage volume declaration which must be used in off-pack corporate communication and is optional on the Swing Tag and POS.

Web badge: A web badge is a small image used on websites for promotional purposes.

ARTWORK TERMINOLOGY

Artwork: electronic file, normally in PDF format, as a two dimensional image, with full measurements, cutter, seal and fold guidelines.

CMYK: 4 colour print process.

EPS/Illustrator EPS: vector file of the FAIRTRADE Certification Mark supplied by Fairtrade for professional printing.

Pantone Matching System®: PMS, the international system used by the printing industry to classify specific colours.

PDF: Portable Document Format, the preferred format for submitted artwork.

FAIRTRADE TERMINOLOGY

It is important that all text and imagery that refers to or is associated with the Fairtrade certification system and/or the FAIRTRADE Sourced Cotton Mark is accurate.

The following words must be written as follows at all times:

FAIRTRADE Sourced Cotton Mark: uppercase for FAIRTRADE, capital C for Cotton, capital M for Mark.

Fairtrade Sourced Cotton model: capital F for FAIRTRADE, capital S for Sourced, capital C for Cotton

'Fairtrade' in relation to the Fairtrade certification system: one word (not two) with a capital F

Fairtrade Standards: capital F for Fairtrade, capital S for Standards

Fairtrade Premium: capital F for Fairtrade, capital P for Premium

TRADEMARK

The FAIRTRADE Sourced Cotton Mark is a certification mark and trademark owned and licensed by Fairtrade International. The FAIRTRADE Sourced Cotton Mark must not be copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or the designated licensing bodies, the National Fairtrade Organizations.

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DISCLAIMER

In markets where the FAIRTRADE Sourced Ingredient Mark (the basis for the FS Cotton Mark) is not registered, the ® symbol, signifying that the Mark is registered as a certification mark or as an individual mark, must be removed from the logo design.

This is the case even if artwork in these guidelines or in other Fairtrade materials depicts the FSI Mark with an ® symbol.

Please contact your licensing body about certification mark or individual mark registration in your country, details are on the right.

No other symbols, for example ™, are to be appended instead of the ®.

CREDIT

Design

Fairtrade International

PMS

Britta Frühling / www.fruhling.co.uk

Photographer

Stefan Lechner

ARTWORK APPROVAL

For countries with a National Fairtrade Organization (NFO):

Find the NFO's contact details at:
www.info.fairtrade.net

For countries without a National Fairtrade Organization (NFO):

Contact Fairtrade International by email:
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National Fairtrade Organizations

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