

REEL Standards

Labelling and Claims Guidelines



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REEL Standards: Labelling and Claims Guidelines

The REEL Cotton and REEL Regenerative Cotton Labelling and Claims Guidelines set out the requirements for using the REEL logos and making approved claims in:

- a) on-product labels and packaging; and
- b) off-product communications, including websites, reports, point-of-sale materials and business-to-business or business-to-consumer communications.

These Guidelines apply whether the claim directly names REEL Cotton or REEL Regenerative Cotton or uses an approved corresponding scheme/programme reference.

The REEL Cotton and REEL Regenerative Cotton on-product labelling and claims guidelines detail the requirements that brands and retailers must adhere to when

- a) communicating about REEL Cotton and REEL Regenerative Cotton in their products including through an approved alternative programme-specific label or reference corresponding to the applicable REEL Standard; or
- b) making sustainability claims about their products containing REEL Cotton or REEL Regenerative Cotton (but choosing not to mention REEL Cotton or REEL Regenerative Cotton)

Version 1.1 of these Guidelines supports the transition of the REEL Cotton Code to the REEL Cotton Standards. The Guidelines have been developed by CottonConnect with input from external sustainable supply chain experts and are aligned with the claims requirements of the ISEAL Code of Good Practice. They set out the process for approving and managing claims about REEL Cotton and REEL Regenerative Cotton and the requirements for use of the respective logos.

These labelling guidelines are intended to promote and optimise compliant and accurate labelling. The labelling and claims will educate consumers about brands' or retailers' commitments to sustainable practices, and specifically the commitments required for REEL Cotton and REEL Regenerative Cotton.

APPROVED CLAIMS

Claims will help brands and retailers directly communicate their commitment to environment and social responsibility through the use of REEL Cotton (Responsible Environment Enhanced Livelihood) to the end consumers. These guidelines set out the requirements for using the registered REEL Cotton and REEL Regenerative Cotton logos to ensure correct and consistent application on products as well as in advertisements and other publications. REEL Cotton and REEL Regenerative Cotton labelling shows consumers that they can trust the product has been certified and underpinned by the REEL Cotton Standard or REEL Regenerative Standard which has

been developed and is regulated by CottonConnect.

Brands and retailers may make claims about REEL Cotton or REEL Regenerative Cotton once the cotton has been certified as being produced in accordance with the applicable REEL Cotton Standard or REEL Regenerative Standard and the product is compliant to the REEL Chain of Custody Standard

CottonConnect shall make current certification status information available and notify affected programme participants where certification under the REEL Cotton Standard, REEL Regenerative Standard or REEL Chain of Custody Standard is suspended, withdrawn, expires or otherwise becomes invalid. Where the change is known in advance, CottonConnect shall provide reasonable advance notice. Where advance notice is not possible, CottonConnect shall notify affected programme participants without undue delay and no later than five working days after CottonConnect becomes aware of the change. Brands and retailers remain responsible for identifying and managing any products or claims affected by the change in certification status.

PURPOSE

This document sets out the requirements for the approval, verification and use of claims relating to REEL Cotton and REEL Regenerative Cotton, including approved claims developed by brands and retailers for use on product labels without the REEL logo. It also establishes the requirements for the use of the REEL Cotton and REEL Regenerative Cotton logos.

The guidelines are intended to:

- ensure that claims are clear, accurate, appropriately substantiated and not misleading;
- ensure that product-related claims are supported in accordance with the REEL Chain of Custody Standard;
- establish a consistent process for the review and approval of claims, programme-specific references and logo use; and
- protect the credibility and integrity of the REEL Standards and associated claims.

WHO CAN USE THE LOGO AND MAKE CLAIMS

- ❖ Brands and retailers that procure certified REEL Cotton or REEL Regenerative Cotton directly, or procure products containing such certified cotton, provided that the applicable requirements of the REEL Chain of Custody Standard are met. .
- ❖ Brands and retailers shall ensure that products are supported by valid certification, transaction documentation, and traceability records in accordance with the REEL

Chain of Custody Standard. Brands and retailers are not required to hold REEL Chain of Custody certification unless they undertake activities that fall within the certification scope defined by the Standard.

- ❖ All verified and registered cotton processors, suppliers and garment manufacturers involved in supply chain of certified REEL Cotton and REEL Regenerative Cotton

Note: Brands, retailers and supply-chain organisations may use the REEL Cotton or REEL Regenerative Cotton logo, or make related claims, only where they have received prior written authorisation from CottonConnect or are covered by an authorised programme arrangement. A separate contract with CottonConnect is not required where such authorisation has been provided. Any use of the logo or claims shall comply with these Guidelines and the applicable requirements of the REEL Chain of Custody Standard.

CHAIN OF CUSTODY

A traceability or sustainability claim or labelling can occur only if all chain of custody transactions are verified throughout the supply chain.

The REEL Chain of Custody Standard establishes requirements for handling, processing, tracking and recording REEL Cotton and REEL Regenerative Cotton throughout the supply chain. Participating organisations, including spinners, fabric manufacturers and garment manufacturers, are required to establish and maintain their own documented procedures and controls to meet the applicable Chain of Custody and transaction documentation requirements.

Products may carry approved REEL Cotton or REEL Regenerative Cotton claims and logos where the applicable requirements of the REEL Chain of Custody Standard are met. Traceability information may be maintained through TraceBale or another digital traceability system formally recognised by REEL-Chain of Custody standard. Participating organisations shall maintain accurate and verifiable transaction records in accordance with the REEL Chain of Custody Standard.

REEL Chain of Custody Standard

[REEL Cotton Standard](#)

[REEL Regenerative Standard](#)

PRODUCT ELIGIBILITY

- ❖ The following product eligibility requirements apply to the use of a REEL logo or any other claim approved by CottonConnect. :
- ❖ Certified cotton must be purchased from verified farmers and REEL certified ginner.
- ❖ REEL Cotton or REEL Regenerative Cotton shall be handled and processed throughout the applicable supply chain in accordance with the relevant Chain of Custody model and requirements of the REEL Chain of Custody Standard .
- ❖ At least 30% by weight of the total fibre composition used in the product shall be REEL Cotton or REEL Regenerative Cotton, excluding trims. Trims may account for up to a maximum of 10% of the total product weight.
- ❖ The remaining cotton can be certified recycled cotton but no other types of cotton are allowed.
- ❖ Use of an on-product logo, claim or programme-specific reference is voluntary. Products containing REEL Cotton or REEL Regenerative Cotton may be sold without an on-product claim or label.
- ❖ Where an on-product claim is made, the label shall state either the actual percentage or the applicable minimum percentage of cotton covered by the applicable REEL Standard, using the REEL name or an approved programme-specific reference. The percentage shall be calculated against the total fibre composition of the product, excluding trims, in accordance with the REEL Chain of Custody Standard.
- ❖ When certified REEL Cotton or REEL Regenerative Cotton is used in a component of a finished product, e.g. a lining, the labelling should refer to the component, e.g. the lining of this product is made with [30%] REEL Cotton.

Participating organisations shall maintain accurate and verifiable traceability and transaction records in accordance with the REEL Chain of Custody Standard. Compliance shall be assessed by an approved Certification Body through the applicable certification and surveillance audit process. CottonConnect may undertake separate oversight activities in accordance with the REEL assurance requirements .

SECTION A: CLAIMS

Overview

Type of communication	Approved claims directly naming REEL Cotton or REEL Regenerative Cotton	Approved programme-specific or brand-owned claims that do not name REEL	Approved environmental or social impact claims	Use of REEL Cotton or REEL Regenerative Cotton logos	CottonConnect approval required for additional REEL-related claims	Product supported in accordance with the REEL Chain of Custody Standard
REEL Cotton or REEL Regenerative Cotton is named	Yes	If applicable	Yes, where substantiated	Yes	Yes, if the claim is not included in the approved claims list	Yes
REEL is not named, but an approved programme-specific or brand-owned claim is used	No	yes	Yes, where substantiated and approved	Yes, with approval	Yes, if the claim has not already been approved	Yes

ON-PRODUCT AND OFF-PRODUCT CLAIMS USAGE

Approved claims about REEL Cotton and REEL Regenerative have been developed to support brands and retailers communicate about the certification, traceability, environmental and social aspects of the cotton production. The approved claims can be used on-product and in off-product communication (with the required evidence to substantiate the same – refer to Annexure 1).

On-product: Claims on the label or packaging of the finished products. REEL claims shall not be made where valid transaction documentation is not available.

Off-product communication: Claims made through media or materials not attached to the product or its packaging, including websites, reports, point-of-sale materials, in-store signage, digital displays, and business-to-business or business-to-consumer communications.

Reports or web pages published during a period of usage of REEL Cotton do not need to be updated if no longer using REEL Cotton. However, newly published reports and websites

publications should include the correct current status.

The Chain of Custody must be evidenced through the REEL Chain of Custody Standard or another chain of custody system formally recognised by CottonConnect.

On-product claims: Valid transaction documentation shall be issued in accordance with the REEL Chain of Custody Transaction Document Requirements.

Off-product communication: Claims shall be supported by the REEL Chain of Custody Standard or another chain of custody system formally recognised by CottonConnect.

APPROVAL OF ADDITIONAL CLAIMS

Brands wishing to use claims in addition to the claims on the approved list (Refer to Annexure 1) must follow the approval of claims process.

The additional-claims approval process applies to new or materially revised product-level or corporate-level claims referring to CottonConnect, REEL Cotton, REEL Regenerative Cotton, an approved corresponding scheme reference, participation in a programme governed by an applicable REEL Standard, or associated environmental and social outcomes. Such claims require CottonConnect's approval before publication, whether or not a REEL or REEL regenerative logo is used. Previously approved wording may be reused within its approved scope without separate approval. Purely factual references that do not make a claim about performance, impact, certification, traceability or endorsement do not require prior approval

REEL Cotton or REEL Regenerative Cotton should be mentioned in the claim being sent for approval, unless agreed otherwise. Participants may use an alternative programme-specific reference corresponding to the applicable REEL Standard, subject to prior written approval from CottonConnect. The reference shall not be used until written approval has been provided.

The approval process is:

Brands to submit the planned claims (either on-product claim or off-product communication) to CottonConnect for approval at least two weeks in advance/as mutually agreed before publishing the claims. Requests can be submitted for review to productclaims@cottonconnect.org.

An approved on-product claim may be used across all eligible product ranges within its approved scope for a period of one year. Separate approval is not required for each product or product range where the approved wording and basis of the claim remain unchanged. Any material change to the wording, scope or basis of the claim requires prior approval from CottonConnect.

- ❖ CottonConnect will assess the proposed claim wording and intended scope of use. For product-related claims, the relevant products and volumes shall meet the applicable requirements of the REEL Chain of Custody Standard and be supported by a valid Transaction Certificate before being placed on the market. Corporate or programme-level

communications that are not linked to specific products or volumes shall be supported by appropriate evidence relevant to the claim

- ❖ Once approved, a verified set of claims can be used as long as all other relevant requirements in these guidelines are met. However, any new language or wording requires consent.
- ❖ CottonConnect will review the claim statement and approve/request for revision in a maximum of two weeks.
- ❖ No claims shall be published without the completed approval process.
- ❖ As part of the annual claims-renewal process, brands and retailers shall provide CottonConnect with a summary of their use of approved claims using the reporting format provided by CottonConnect. The summary shall identify the claims used, the relevant product ranges or communications, and any material changes affecting the scope, basis or continued validity of the claims. Material changes arising between reporting periods shall be notified to CottonConnect without undue delay..
- ❖ A retailer/corporate company in partnership with CottonConnect and housing multiple brands will have the option to send ONE claim on behalf of all brands which are planning to use the claim (on product or generic/corporate). Any brand within the company which wishes to make a separate claim for their products or communications must apply for a separate application for claim approval.

TRANSLATIONS

Approved REEL-related claims are available in English. Any translation of an approved claim prepared, commissioned or published by a brand or retailer shall be submitted to CottonConnect for approval before use. Once approved, the translated claim may be reused within its approved scope without separate approval for each market.

This requirement does not apply to translations independently generated by consumers through browser settings, AI tools or other third-party translation services outside the control of the brand or retailer. Where an automated translation function is provided, enabled or controlled by the brand or retailer, the brand or retailer shall remain responsible for ensuring that the translated claim is accurate and not misleading. CottonConnect approval is required for the translated claim wording, but not for the complete webpage. The names REEL Cotton, REEL Regenerative Cotton and CottonConnect shall not be translated.

Requests for translations can be submitted for review to **productclaims@cottonconnect.org**..

Permission process: Please allow two weeks for approval of new translations. Translations must not be published until approved.

RENEWAL OF CLAIMS

An approved claim shall be valid for one year. It may be renewed for a further one-year period where the applicable agreement or written authorisation with CottonConnect remains valid and the brand or retailer confirms that there have been no material changes to the approved wording, scope, supporting evidence or product eligibility. CottonConnect may review, amend, suspend or withdraw the approval where the claim no longer complies with these Guidelines.

- ❖ Brands and retailers shall submit the annual confirmation and claims-use summary at least 60 days before the approval expires. A new application is not required where the approved wording, scope and supporting basis remain unchanged.
- ❖ CottonConnect will review the annual confirmation within 30 days of receipt. Where renewal is not approved, CottonConnect will provide the reasons in writing.
- ❖ Where CottonConnect raises no concerns, the claim approval will be renewed for a further year.

DISALLOWED CLAIMS

Claims similar in language or meaning to the ones below, and claims which can't be substantiated will be disallowed.

- ❖ *This garment is made with REEL Cotton which protects the environment and enhances biodiversity (unsubstantiated claim) along with ensuring social equity of the production communities.*

Example that would be permitted:

This product was made according to the REEL Regenerative Standard. Farmers are trained in more regenerative agricultural practices to increase yield and lead to better incomes while improving soil health and biodiversity compared with conventional farming methods.

- ❖ *This garment is made with REEL Cotton and is sustainably produced (combines a raw material claim and production claim; CottonConnect is not involved with and cannot verify the sustainability of garment production).*

Example that would be permitted:

- ❖ *The REEL Cotton in this product is produced using farming practices which*

reduce greenhouse gas emissions, compared with farmers using conventional farming methods.

PROTECTING REEL COTTON LABELLING/RELATED CLAIMS

1. **Monitoring:** The REEL Cotton and REEL Regenerative Cotton logos are the exclusive property of CottonConnect. CottonConnect actively monitors its logos use on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Members are encouraged to notify CottonConnect where any suspected misuse is identified. CottonConnect may also engage the services of a third-party agency to monitor the same.
2. **Misuse:** In the event of misuse of the logo, the complaint and misuse will be processed through the CottonConnect complaint procedure, and the following procedure will be implemented.

Misuse by REEL Cotton participating entities:

Where any suspected misuse of a REEL Cotton or REEL Regenerative Cotton logo, an associated claim, or an approved corresponding scheme reference comes to CottonConnect's attention, CottonConnect will raise the matter with the relevant brand and, where applicable, its supply-chain participants and request an explanation. This provision also applies to the publication of inaccurate, unsupported or misleading information relating to CottonConnect or the applicable REEL Standard.

- ❖ If the explanation is found to be reasonable and satisfactory, the brand (and its supply chains if applicable) will be directed to use the right information in their claims, post approval by CottonConnect.
- ❖ If a case is established wherein the claims have been misused intentionally by the brands or its associated supply chain partners, CottonConnect has full right to immediately ask the brand to withdraw the claims and suspend permission to use it in the future, till the point the brand is able to satisfactorily resolve the misused case and present a fresh application to use the claims, to CottonConnect.

Where a REEL logo, approved claim or approved corresponding scheme reference is used contrary to these Guidelines or outside its approved scope, CottonConnect may require the affected claim or label to be corrected or withdrawn and may suspend permission for its continued use. Where the issue relates to a specific product or product range, the

action shall normally be limited to the affected products, which may be relabelled and returned to the market once the claim or label has been corrected and approved.

Where the issue may involve non-compliance with the REEL Chain of Custody Standard or the validity of certification or transaction documentation, CottonConnect shall refer the matter to the relevant Certification Body for investigation and any required certification decision

- ❖ Claims shall not be applied to products after the claim approval has expired or been withdrawn. Products that were eligible and labelled during the valid approval period may continue to be stored, distributed and sold after expiry. This sell-through provision does not apply where the claim was inaccurate or unsupported when applied, or where CottonConnect has required withdrawal due to a material integrity issue. New production or labelling using the claim requires renewed approval.
- ❖ Former customers using any REEL Cotton or CottonConnect-related claim after the expiry of their contract with CottonConnect or use of REEL Cotton in their products will constitute as a misuse.
- ❖ Suspended claims or customers/brands making any REEL Cotton or CottonConnect-related claims will attract strict legal action, in the event of a failure to produce a valid and acceptable justification for making such a claim.

Misuse by entities not participating in REEL Cotton programmes:

- ❖ CottonConnect will bring this to the notice of such entities and ask them to withdraw such products from the market and any associated claims immediately.
- ❖ Non-response/compliance with the above will attract strict legal measures, as applicable.

Incorrect labelling or claims: Where a product carries an incorrect label or misleading claim, the affected claim or label shall be removed or corrected before the product is sold. The product may be relabelled and placed back on the market once the revised wording or artwork has been approved by CottonConnect. A revised labelling proposal shall be submitted within 30 days of notification, or within another timeframe agreed with CottonConnect, and shall not be used before written approval is provided. Serious violations, misleading and unapproved communication may result in suspension or expulsion from the use of the REEL Cotton or REEL Regenerative Cotton logo. In case of misuse or use of an incorrect claim, CottonConnect reserves the right to withdraw the use of the

REEL Cotton or REEL Regenerative Cotton logo or name in any marketing or branding activities, with 90 days' notice.

Misuse means Any unauthorised, expired, suspended or otherwise non-compliant use of a REEL logo, approved claim or approved corresponding scheme reference, including use outside the scope or conditions of approval.

Incorrect labelling means An on-product label or product-attached claim that contains inaccurate information, uses unapproved wording or artwork, states an incorrect certified-content percentage, or incorrectly displays a REEL logo or approved corresponding scheme reference.

Misleading claim means A claim or communication that is inaccurate, unsupported, omits material information or is presented in a manner likely to create an incorrect impression regarding the product's certified content, traceability, environmental or social attributes, certification status, or relationship with CottonConnect

To report misuse of claims, please contact CottonConnect at

productclaims@cottonconnect.org.

ENGAGING STAKEHOLDERS IN THE CLAIMS' CONSULTATION

CottonConnect will periodically review the approved claims in consultation with relevant stakeholders to ensure that they remain accurate, appropriately substantiated and aligned with applicable legal, regulatory and REEL system requirements.

Approved claims will normally remain valid throughout their approval period and will be amended, suspended or withdrawn before the end of that period only in exceptional circumstances. These may include changes in applicable law or regulatory guidance, material changes to the REEL Standards or assurance system, new evidence affecting the accuracy or substantiation of a claim, or a material claims-integrity concern. Where practicable, CottonConnect will consult affected users and provide reasonable advance notice and an appropriate transition period. Immediate action may be taken where continued use would be unlawful, inaccurate, misleading, unsupported or present a material integrity risk.

- ❖ CottonConnect will maintain an internal claims review process to review claims submitted by brands and retailers and to update these Guidelines in response to relevant industry, legal and REEL system requirements.
- ❖ Claims' policy document to be reviewed by external stakeholders during periodic consultation process.

In addition, stakeholders are invited to feed back on the REEL Cotton and REEL Regenerative claims by contacting CottonConnect at productclaims@cottonconnect.org.

SECTION B: REEL COTTON, REEL REGENERATIVE COTTON AND APPROVED CORRESPONDING SCHEME REFERENCE USAGE GUIDELINES

THE FORMAL APPROVAL PROCESS OF ARTWORK

1. **Contract:** A current contract with CottonConnect is mandatory to claim any physical product made from REEL Cotton or REEL Regenerative Cotton.
2. **Meeting request:** Meetings can be requested with CottonConnect to understand the on-product labelling process. The process will be initiated based on meeting eligibility criteria.

Development and submission of artwork: Brands can start developing the artwork based on training and meeting eligibility criteria and CottonConnect will provide the REEL Cotton or REEL Regenerative Cotton logo and guidelines for usage. Each artwork must be approved by CottonConnect except for repeat artworks with updated product titles and images. As part of the initial claim or artwork approval process, the brand or retailer shall provide the planned launch period, applicable product ranges and intended geographical markets using the format provided by CottonConnect. This information shall be reconfirmed during annual renewal and updated between renewal periods only where a material change affects the approved scope. CottonConnect will not require resubmission of information already available through applicable traceability or certification records. . Once the designs are finalised, the complete digital artwork carrying REEL Cotton or REEL Regenerative Cotton logo on the product mark, including the background material(s), sizing and colour specs, should be sent to the CottonConnect team for approval.

3. **Official approval from CottonConnect:** CottonConnect aims to respond within a maximum of two weeks after receiving the finished artwork. CottonConnect will advise if amendments are needed. The mark must not be printed, published, or displayed until approved.

NOTE: Once approved labelling is in use, CottonConnect may request permission to use appropriate imagery of the labelling in its external communications. CottonConnect shall provide the proposed imagery, accompanying wording and intended communication channel to the brand or retailer for prior written approval. The brand or retailer will respond within two weeks of receiving a complete request, or within another timeframe mutually agreed by the parties. No imagery or associated messaging shall

be published before written approval has been provided.

HOW TO USE REEL COTTON AND REEL REGENERATIVE CERTIFIED LOGOS



The REEL Cotton and REEL Regenerative Cotton logos indicate that the claimed cotton content was produced in accordance with the applicable REEL Cotton Standard or REEL Regenerative Standard and in accordance with the REEL Chain of Custody Standard. The logos do not represent certification of the environmental or social performance of yarn, fabric or garment manufacturing. Subject to approval, the logos may be used on hang tags, swing tags, stickers, consumer packaging, catalogues, online product pages and other approved communication materials

When using the REEL Cotton and REEL Regenerative Cotton logos, it is important that these guidelines are followed and adhered to. The REEL logos must never be redrawn, modified or adapted in anyway.

It is recommended that explanatory information accompany the logo or claim where necessary to clarify its meaning and basis. Supporting information and evidence shall be made publicly accessible where required by applicable law or these Guidelines. This information may be provided through a website address, hyperlink, QR code, application or another appropriate and accessible method. The method used may be updated to reflect future legal or regulatory requirements, including applicable Digital Product Passport requirements. .

COLOUR

The REEL Cotton Certified and REEL Regenerative Certified logos use CottonConnect brand colours, and where possible the colour version of the logo should be used.



Please write to productclaims@cottonconnect.org to request the logo in a variety of

formats and file types. Please request the specific file format for your needs to ensure the colours are reproduced correctly.

RGB

For on-screen viewing such as websites and social media you may request SVG or PNG files.

CMYK

For printing items like brochures and swing tags you may request the EPS or JPG files. For anything large, use the EPS.

If it is not possible to use the full colour version of the logo these alternative versions can be used.

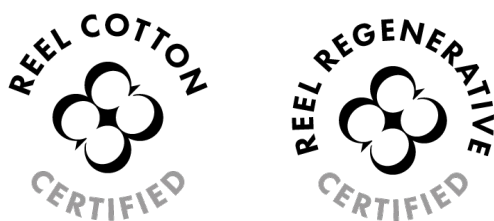
WHITE LOGO

The logo can be used reversed out (white) on a dark flat colour background where the full colour version would be illegible. The white version can also be used over darker images, though only if the image is carefully selected so as not to interfere with the legibility of the logo.



BLACK AND GREY LOGO

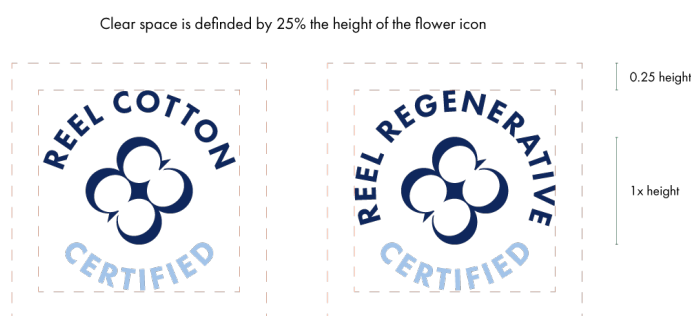
This should only be used if colour printing is not available.



LEGIBILITY

Exclusion zone

- ❖ To ensure clarity, an area around the REEL Cotton and REEL Regenerative Cotton logo should be kept clear of any text or graphics.
- ❖ The exclusion zone around the REEL Cotton and REEL Regenerative logo, at whatever size it appears, is half the size of the cotton flower icon in the centre of the logo.
- ❖ Beyond this, you should aim to maximise the space around the logo wherever possible.



Minimum size

- ❖ The minimum size is there to protect the legibility of the brand wherever it appears. The logo should only go down to this size if it is absolutely necessary.
- ❖ 20 mm is the minimum size we recommend for reproduction of the REEL logo. If you have products where you need an even smaller size, please contact us. There is no maximum size restriction for display of the mark on-product or off-product. The logo should be enlarged or reduced proportionally, without distortion, and used in its entirety.

The logo should be sized in proportion to other text and graphics.



INCORRECT USAGE

All logos are supplied as artwork and should not be edited or replicated.

The logo should be used as supplied in its entirety; do not use the parts of the logo on their own or attempt to rearrange or reconfigure:

- ❖ Do not use the logotype without the cotton flower.
- ❖ Do not use the logo below the minimum size requirements.
- ❖ Do not rotate the logo.
- ❖ Do not set the logo on a background (colour or image) that means it's not legible.
- ❖ Do not change the colour of the logo.
- ❖ Do not stretch or distort the logo.



Annexure 1: Approved claims relating to the REEL Cotton Standard, REEL Regenerative Standard and corresponding scheme references

Category	Claims for REEL Standards	Evidence	REEL Cotton Standard	REEL Regenerative Standard
Verification	This product is made with X% or with a minimum 30%* REEL Cotton *Calculated as a percentage of the total fibre composition	- valid certification under the applicable REEL production standard; - valid Chain of Custody certification for participating organisations within the applicable certification scope; - a valid Transaction Certificate issued by an approved Certification Body covering the claimed REEL Cotton volume; and - traceability and transaction records maintained in accordance with the REEL Chain of Custody Standard - product specifications, bills of materials or equivalent manufacturing records confirming the total fibre composition and claimed REEL Cotton content;	Yes	
	This product is made with or X% or a minimum X% REEL Regenerative Cotton.	Data source and verification: Traceability records from TraceBale or another traceability system approved by CottonConnect; valid transaction documentation from brands; Third-party certification from farm to gin Level; Valid certification and supporting chain of custody records under the REEL Chain of Custody Standard, or another chain of custody system formally recognised by CottonConnect, up to the finished product.		Yes
	The (or X% or minimum X%) cotton in this product adheres to the REEL Cotton Standard requirements.	Data source and verification: Traceability records from TraceBale or another traceability system approved by CottonConnect; valid transaction documentation from brands; Third-party certification from farm to gin	Yes	



		Level; Valid certification and supporting chain of custody records under the REEL Chain of Custody Standard, or another chain of custody system formally recognised by CottonConnect, up to the finished product.		
	The (or X%) cotton in this product adheres to the REEL Regenerative Standard requirements.	Data source and verification: Traceability records from TraceBale or another traceability system approved by CottonConnect; valid transaction documentation from brands); Third-party certification from farm to gin level; Valid certification and supporting chain of custody records under the REEL Chain of Custody Standard, or another chain of custody system formally recognised by CottonConnect, up to the finished product.		Yes
Traceability	This product is made with REEL Cotton which is traceable from the farm group to finished product.	Indicators: Cotton Production Tracked from Farm group to Ginner; Trust and Transparency in Supply Chain (Stakeholder Confidence Index); Data source and verification: TraceBale or another traceability system approved by CottonConnect that provides visibility of the chain of custody from finished product to farm; valid certification and supporting chain of custody records under the REEL Chain of Custody Standard, or another chain of custody system formally recognised by CottonConnect, up to the finished product.	Yes	Yes
GHG emissions reduction	The REEL Cotton in this product is produced using farming practices which reduce greenhouse gas emissions, compared with farmers using conventional farming methods.	Indicators: Chemical fertiliser (kg) and pesticide use (ml/mg) Usage per Acre/Hectare; GHG emissions (measured in CO ₂ e) Data source and verification: Third-party certification from farm to gin; LCA study (for REEL Cotton (externally reviewed)); Third-party data validation; Valid certification and supporting chain of custody records under the REEL Chain of Custody Standard, or another chain of custody system formally recognised by CottonConnect, up to the finished product.	Yes	Yes



Annexure 2: Additional Information needs to be publicly available on Methodology and Supporting Information for Claims Substantiation

This section explains the methodologies, data sources and verification approaches used by CottonConnect to generate programme results, including comparisons between programme farmers and conventional farmers. This information may be used by authorised brands and programmes to support approved environmental and social claims.

To support the transparency and substantiation of sustainability claims, relevant supporting information should be made publicly accessible. Maintaining this information may also support readiness for future product-information requirements, including Digital Product Passport requirements where applicable. Where a claim compares REEL Cotton or REEL Regenerative Cotton with conventional cotton, the publicly available information should explain the methodology, scope and evidence supporting the comparison.

In order to meet to the legislation requirements for making sustainability claims, additional information needs to be publicly available, for example on a company's website accessed via an on-label QR code, to explain:

- a) The comparison with conventional farming methods if making a claim comparing REEL Cotton and conventional cotton.

Comparison with conventional farming methods

Claims about the positive environmental and social benefits of REEL Cotton production are based on verified impact data from farmers trained in the REEL Cotton Programme compared with a sample of conventional farmers, to analyse the difference in outcomes between programme and conventional farming practices.

Conventional farming practices are those used by farmers not trained in the sustainable agricultural practices of the REEL Cotton Programme (or any other sustainability initiative), and typically involve using more water and chemical pesticides and fertilisers in farming.

The comparison between REEL Cotton Programme farmers and conventional farmers is based on data sourced in an equivalent manner. A sample of conventional farmers, called control farmers, is monitored using the same metrics as the programme farmers, using the same data collection methods of Farmer Field Books and second and third- party verification. The control sample size is usually 10% of the sample size of programme farmers.

- b) The results available to substantiate the claims. Each claim is based on specific indicators (as outlined in earlier in these claims guidelines). The company's webpage for claims should include the actual latest impact results for the specific indicators for the claims they are making.

For example:

Claim	Evidence
The REEL Cotton in this product is produced using farming practices which reduce greenhouse gas	Indicators:

Claim	Evidence
emissions, compared with farmers using conventional farming methods.	Chemical fertiliser (kg) and pesticide use (ml/mg) per acre/hectare, using the latest available programme results; GHG emissions measured in CO₂e, using the latest available LCA results; Data source and verification: Third-party certification from farm to gin; LCA study for REEL Cotton (externally reviewed); third-party data validation