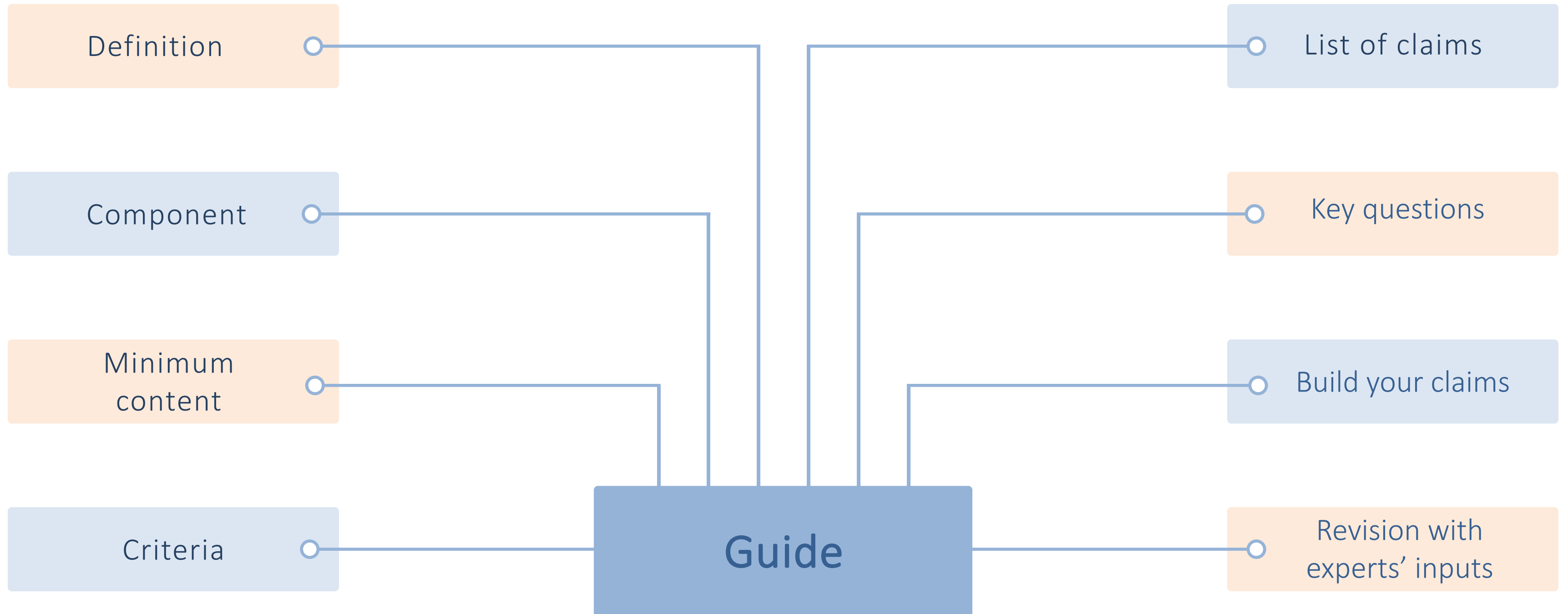


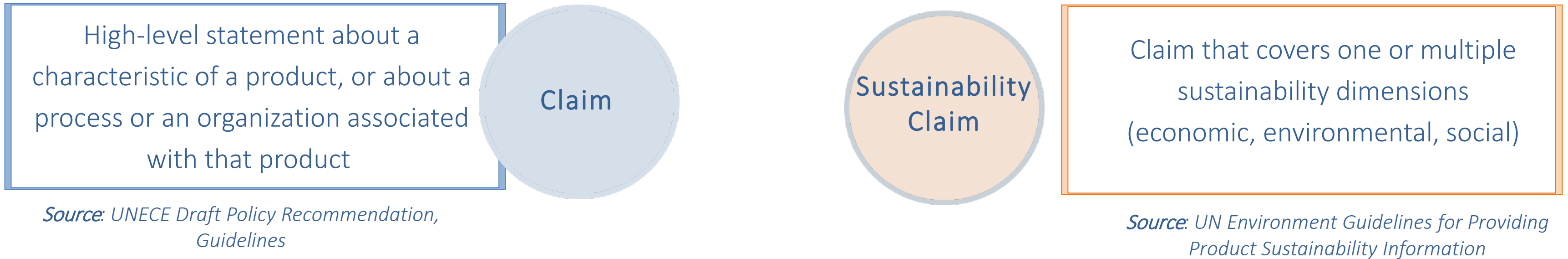
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Develop the claims

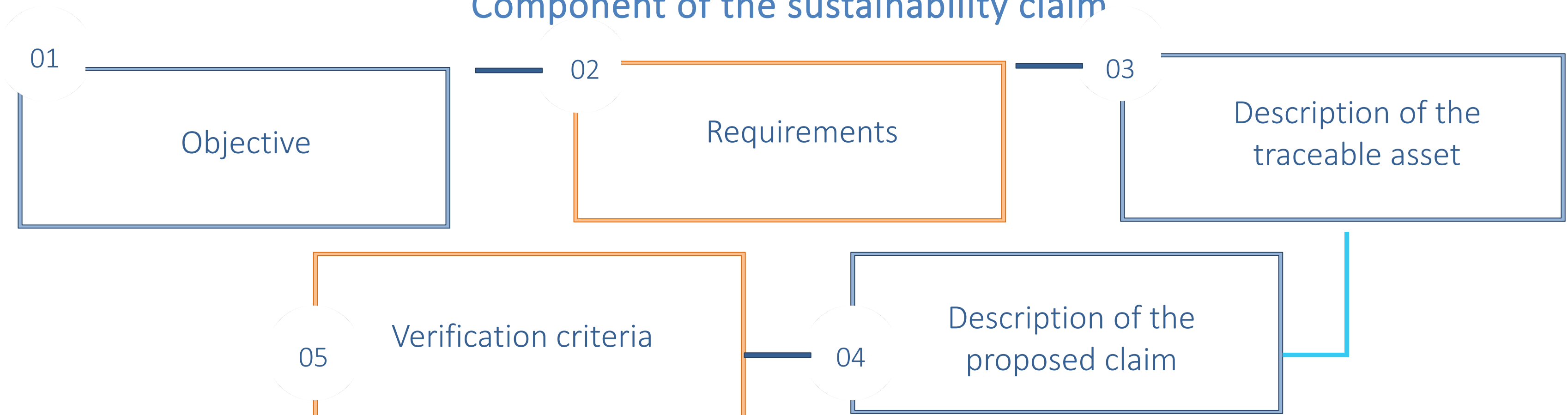


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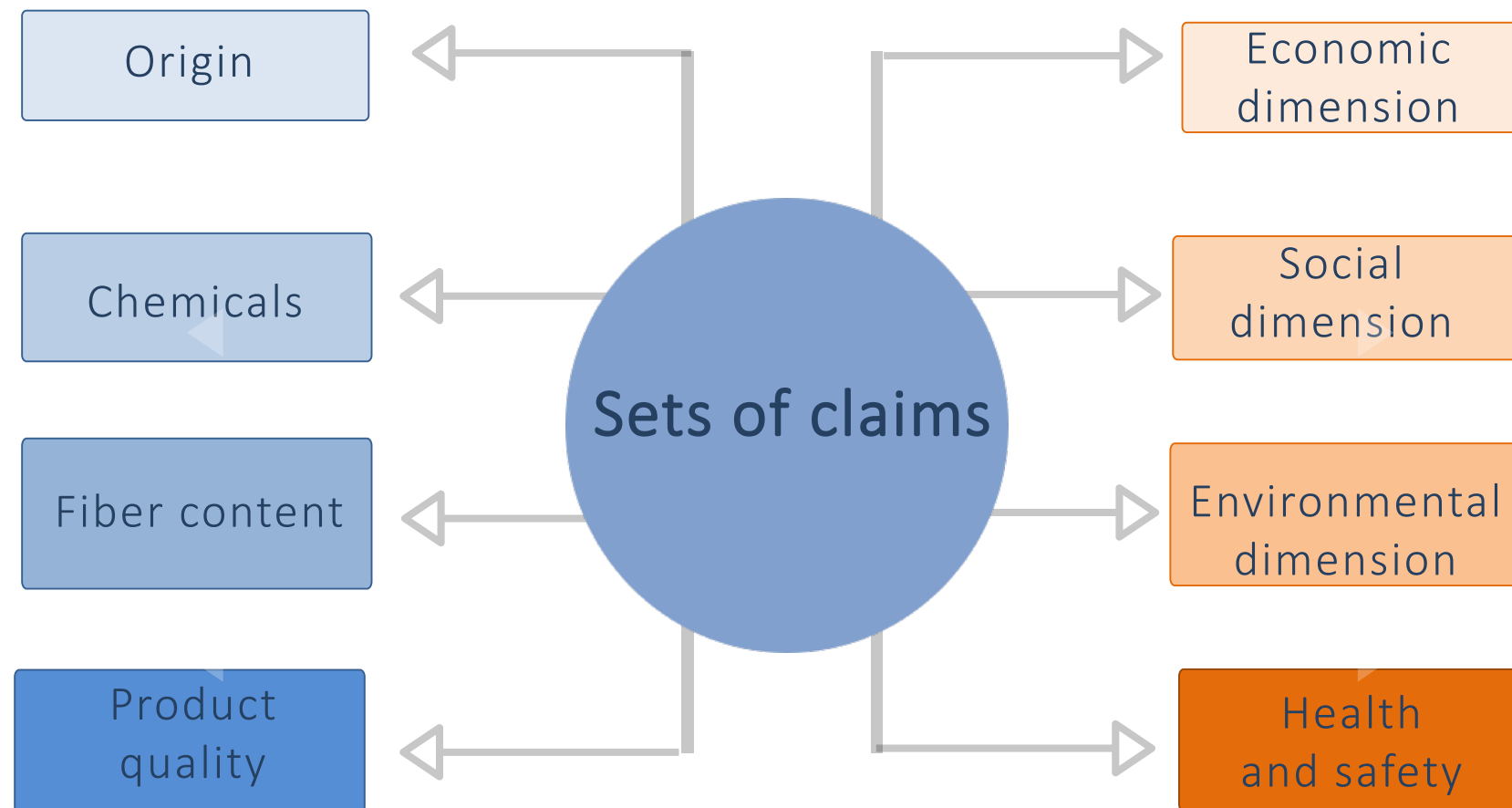
What is a claim



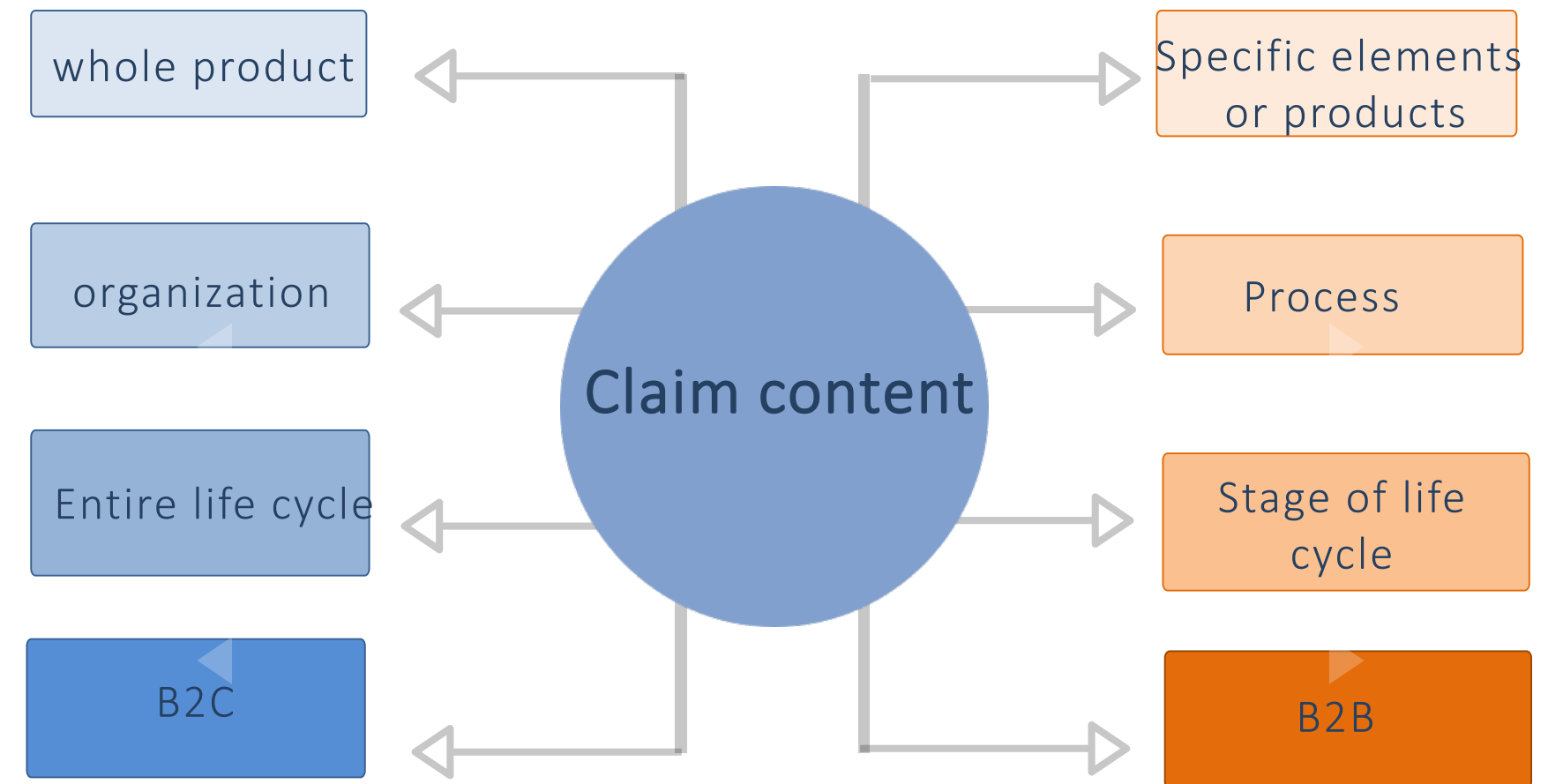
Component of the sustainability claim



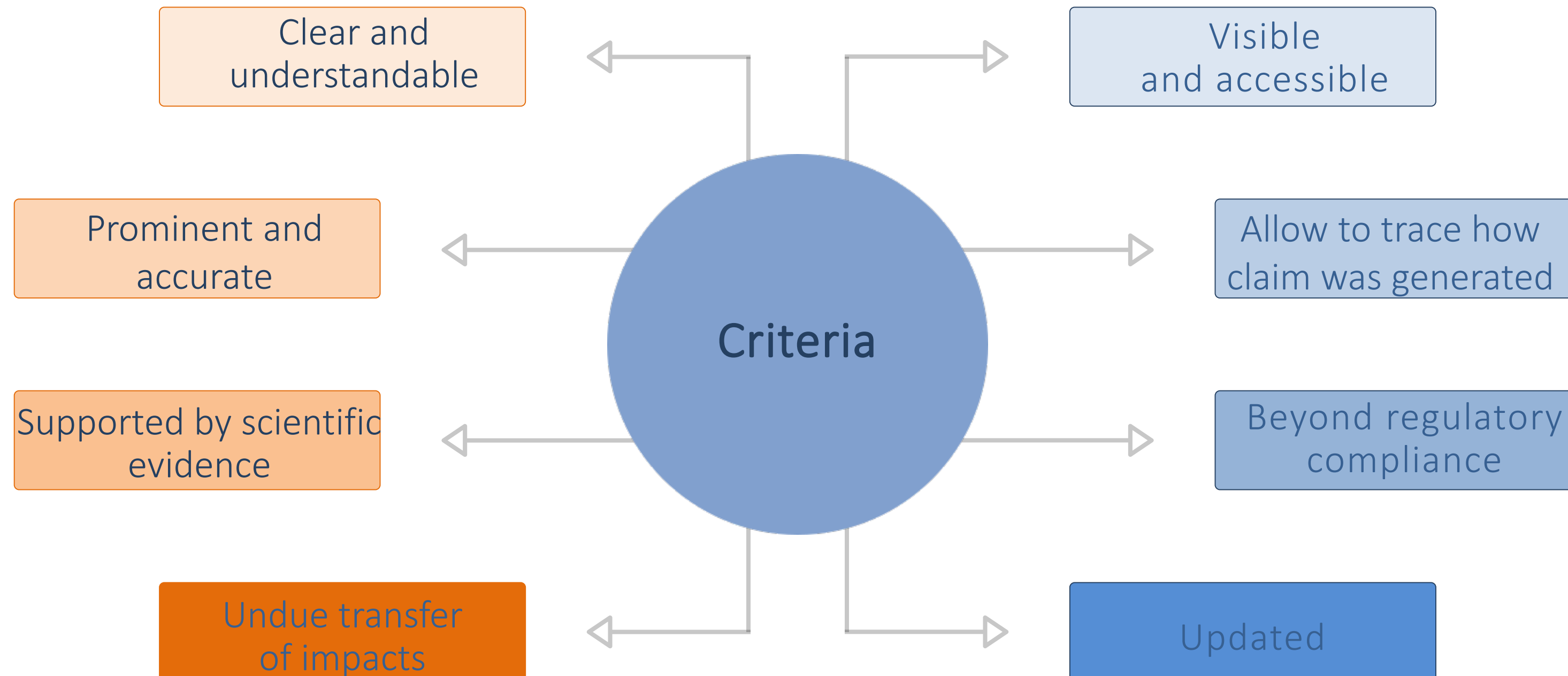
Currently identified set of claims



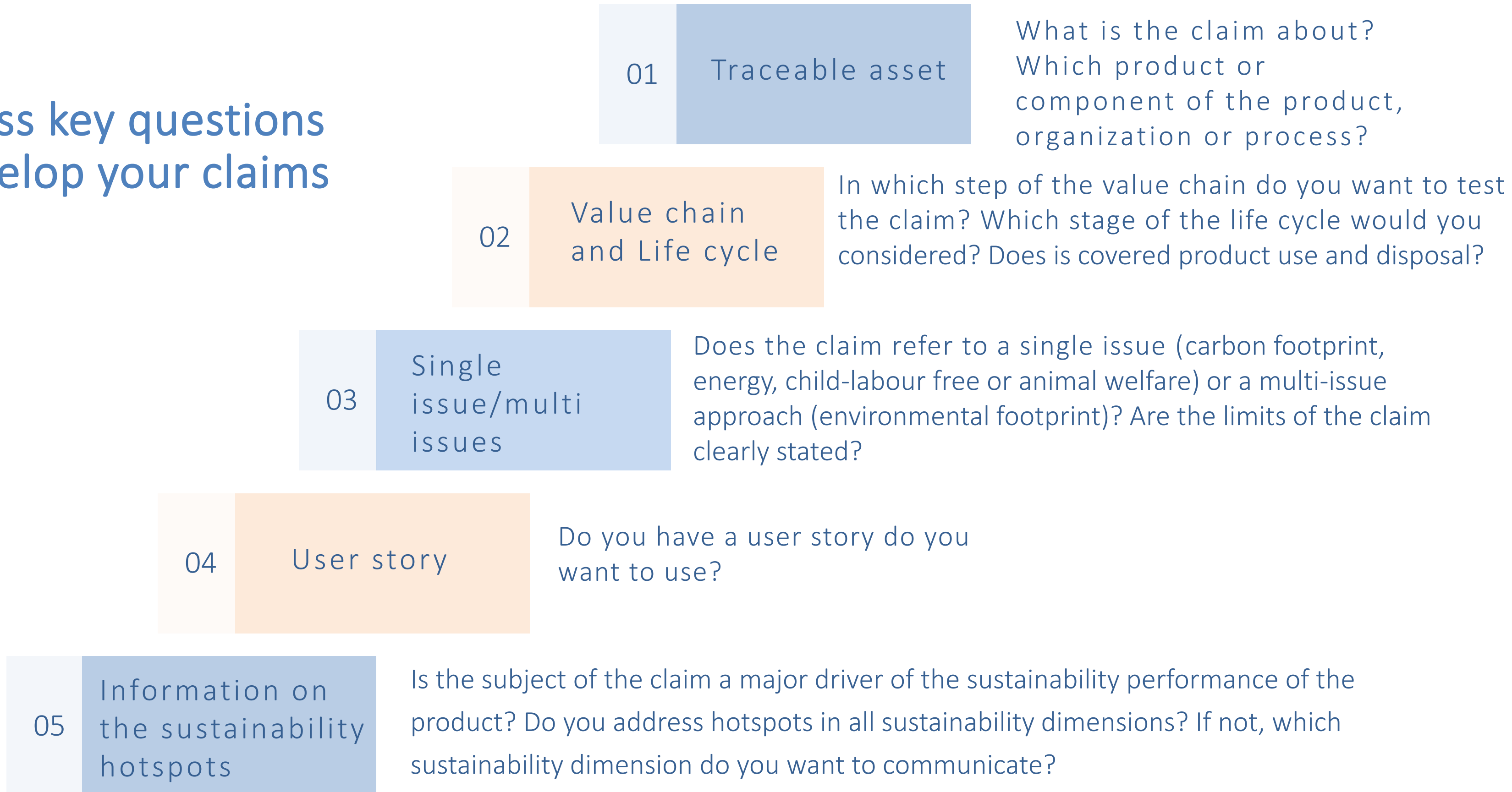
Content of the claims



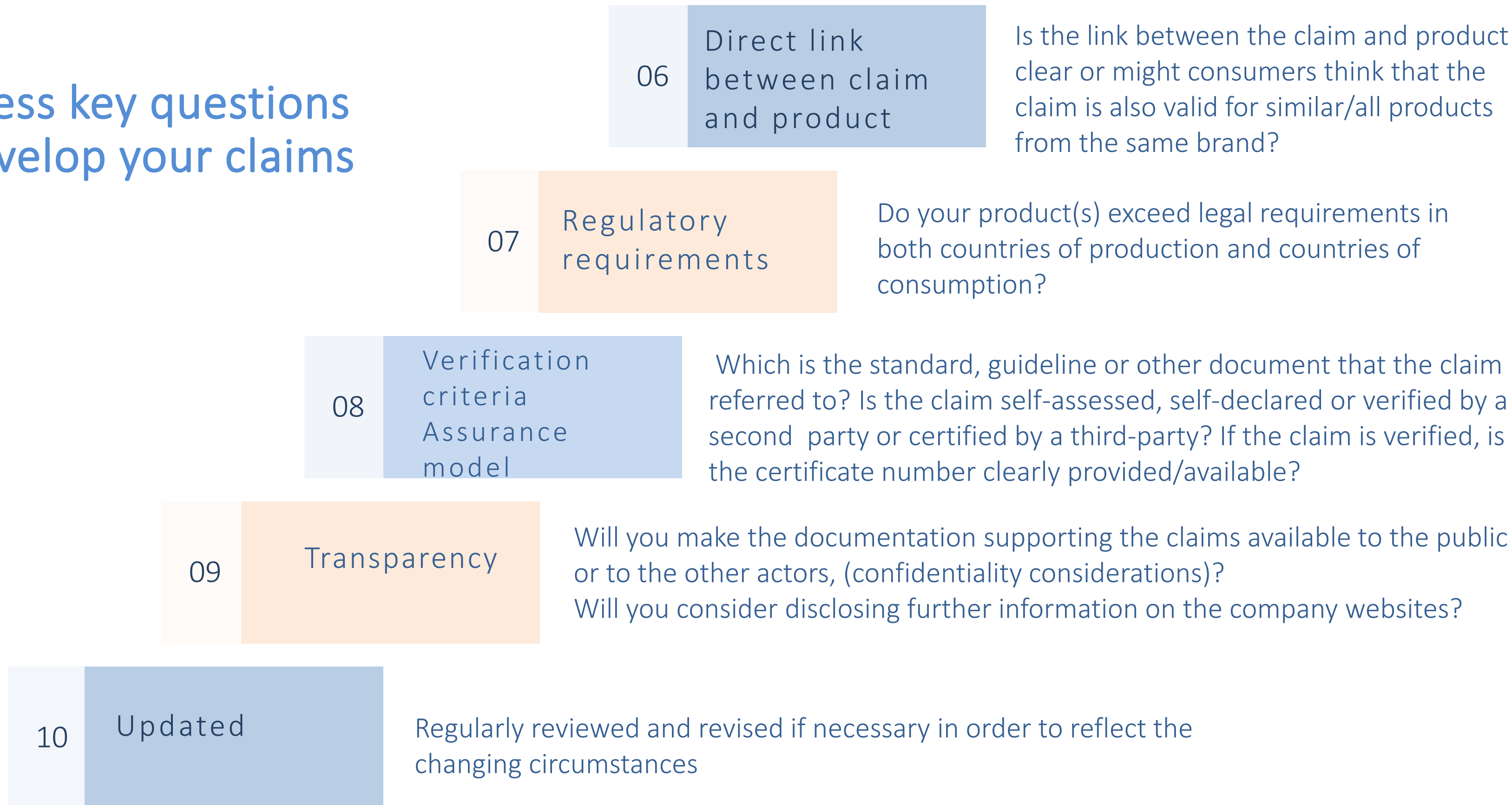
Minimum criteria to be met by the claims



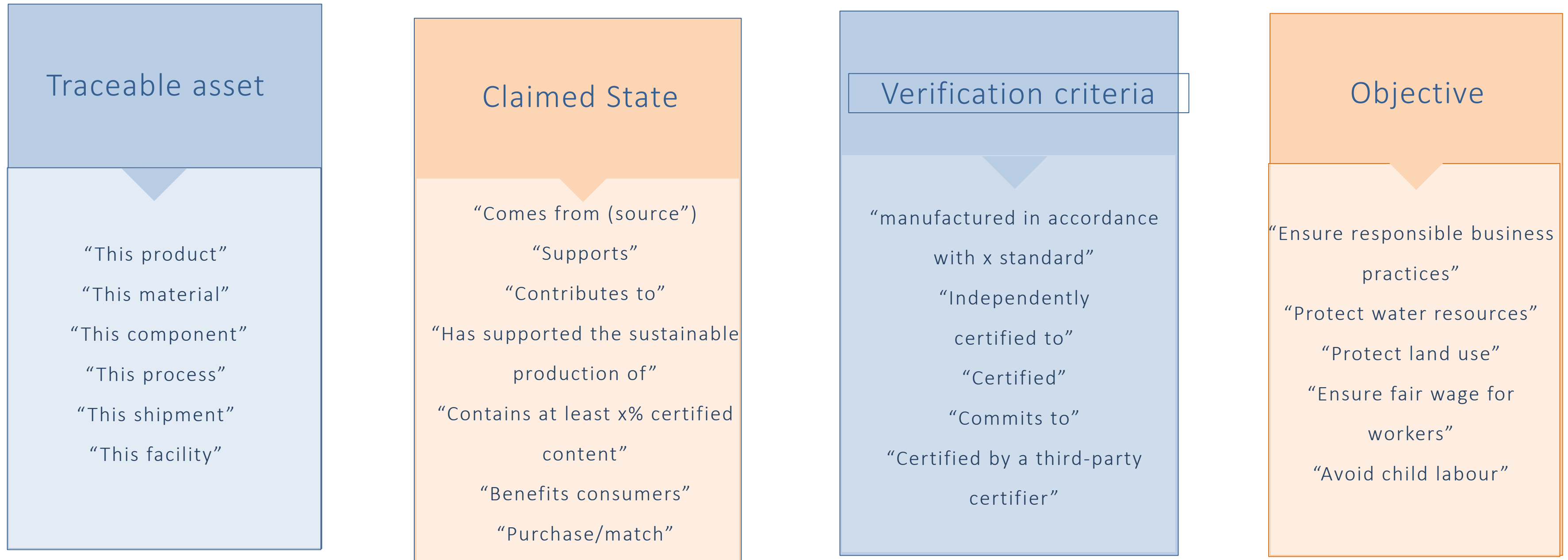
Address key questions to develop your claims



Address key questions to develop your claims



Build your claims



[Traceable Assets] comply with [Claimed State] in accordance with [Verification Criteria] for/to support [Objective]

Imported knitwear contains ethically grown and traded cotton from Country A and is obtained in compliance with the standard for ensuring responsible business conduct.

Imported Ready-made-garments from suppliers in Country B have been manufactured using good labour practices in accordance with the ILO fundamental labour standards, which support sustainable sourcing.

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United States Environmental Protection Agency Recommendations of Specifications, Standards, and Ecolabels (United States Environmental Protection Agency (2018)

Un Environment Guidelines for Providing Product Sustainability Information (2017)

Compliance Criteria on Environmental Claims (MDEC 2016)

European Commission Guidance on the application of the Unfair Commercial Practices Directive (2016)

USA Guidelines to Assess Environmental Performance Standards and Ecolabels for Federal Procurement (United States Environmental Protection Agency 2016)

ISO 14021: Environmental labels and declarations – Self-declared environmental claims (Type II environmental labelling) (ISO 2016a)

OECD Environmental Labelling and Information Scheme (2016)

ISEAL Sustainability claims- Good Practice Guide (2015)

Consumer market study on environmental claims for non-food products (European Commission 2015)

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References/Sources considered

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Guidance from the Consumer Ombudsman on the use of environmental and ethical claims, etc., in marketing (Danish Consumer Ombudsman 2014)

European Commission Environmental Footprint Guide (2013)

Recommendation on the use of common methods to measure and communicate the life cycle environmental performance of products and organisations (European Commission 2013)

French government: A practical guide to environmental claims for traders and consumers (2012)

ISO 14025: Environmental declarations (2006)

ISO 14020: Environmental labels and declarations – General Principles (ISO 2000)