



# Better Cotton Initiative Services



Better Cotton is the world's leading sustainability initiative for cotton. Their mission is to help cotton communities survive and grow, while protecting and restoring our environment.

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 **TÜVRheinland®**  
Precisely Right.

# TÜV Rheinland – Accredited third-party verifier



Our partnership with the Better Cotton Initiative means that we're helping to train farmers in sustainable practices, with a quarter of the world's cotton now produced under the Better Cotton Standard.

TÜV Rheinland is an accredited third-party verifier, and provides you with two crucial independent assessments to comply with BCI requirements:

- Chain of Custody Audit
- Brand and Retailer Verification



Chain of Custody  
Audit

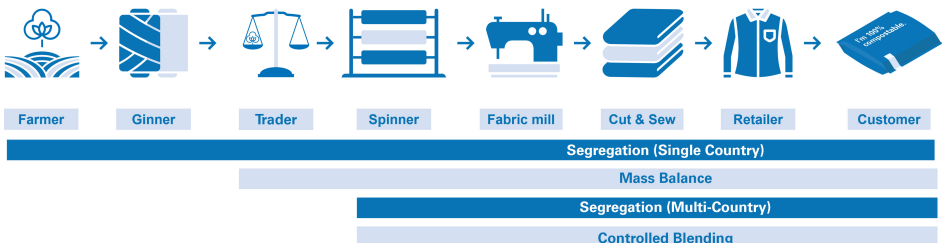


Brand and Retailer  
Verification

## BETTER COTTON'S CHAIN OF CUSTODY AUDIT

The chain of custody is the custodial sequence that occurs as ownership or control of the material supply is transferred from one custodian to another in the supply chain.

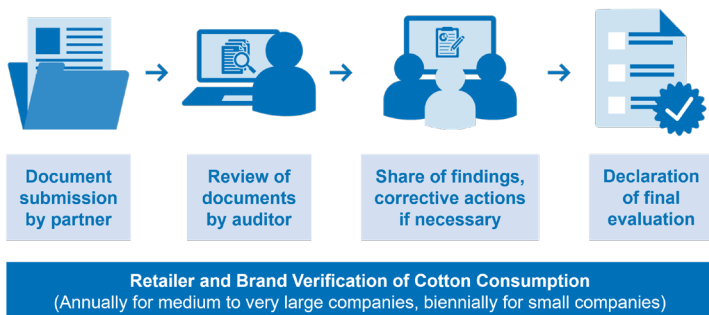
From the farmers who grow Better Cotton to the companies that source it, the Better Cotton Chain of Custody (CoC) is the documentation and evidence of Better Cotton as it moves through the supply chain, connecting Better Cotton supply with demand.





## BETTER COTTON'S BRAND AND RETAILER VERIFICATION

For BCI Retailers and Brand (RB) members, independent, third-party assessment of RB members' annual cotton fibre consumption measurements is mandatory from January 2024. TÜV Rheinland can help you to make sure your calculations are consistent and creditable.



Please contact us about specific questions or issues.  
We will support you throughout the entire audit process.

Get in touch



◀ Scan here!

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