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Cotton made in Africa earns top rating

German sustainability platform awards CmiA its highest 'Excellent' rating.



CmiA cotton field.

Cotton made in Africa (CmiA) has received the highest possible rating of 'Excellent' from the German sustainability label assessment platform Siegelklarheit, recognising the cotton standard for its strong performance in credibility, environmental protection and social responsibility.

The assessment follows a comprehensive update of the Siegelklarheit platform, which has reviewed sustainability labels for consumers since 2015. The revised system expands its previous two-tier rating structure to five levels, providing greater differentiation between sustainability standards and offering consumers more detailed guidance when comparing labels.

CmiA was evaluated using the Sustainability Standards Comparison Tool (SSCT), a methodology developed with contributions from more than 200 experts representing government institutions, standards organisations, academia, industry and civil society. The framework is based on internationally recognised agreements, including those of the International Labour Organization.

According to the SSCT assessment, Cotton made in Africa fulfilled 100% of the minimum criteria relating to credibility and social responsibility, while achieving 88% in the

environmental category. The result places the standard among the highest-rated sustainability labels currently assessed by Siegelklarheit.

The Siegelklarheit platform is operated by Verbraucherzentrale NRW, funded by the German Federal Ministry for Economic Cooperation and Development and supported by Deutsche Gesellschaft für Internationale Zusammenarbeit. CmiA had previously been recognised by the platform as a 'Very good choice', with the latest assessment reflecting the more detailed evaluation methodology.

Founded in 2005 by the Hamburg-based Aid by Trade Foundation, Cotton made in Africa is an internationally recognised standard for sustainably verified African cotton. The initiative connects smallholder cotton farmers with international textile supply chains, using market-based trade to improve livelihoods while promoting environmental protection. Alongside farming practices, the programme supports improved working conditions in ginneries and invests in community projects focused on education, healthcare, environmental conservation and women's empowerment.

The Aid by Trade Foundation also oversees the Cotton made in Africa Organic, Regenerative Cotton Standard and The Good Cashmere Standard programmes, supporting sustainable raw material production across the global textile industry.