



GLOBAL ORGANIC TEXTILE STANDARD  
ECOLOGY & SOCIAL RESPONSIBILITY



**ANNUAL  
REPORT**  
2023



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# PREFACE

Dear Reader,

Recently the challenges for the textile industry changed tremendously, and with this the role of Voluntary Sustainability Standards (VSS) like our Global Organic Textile Standard (GOTS). Twenty years ago, when GOTS started, it served as an instrument for pioneers who voluntarily chose to demonstrate their commitment to and operationalisation of certified sustainable value chains. GOTS was being used as a risk and reputation management tool, as a tool to increase efficiency (e.g., companies did not need to create their own traceability system), and as a tool to differentiate products in the market. With new and upcoming supply chain regulations, GOTS acquired the additional role of helping companies show compliance with laws.

A VSS like GOTS cannot take over the responsibility of the top management in textile companies regarding sustainability, but it can support with strict rules and appropriate tools that not only align with domestic and international laws but go beyond. By emphasising full traceability for the entire value chain, risk-based due diligence, and a broader human rights focus, we continue to actively contribute to the industry's shift towards genuine sustainability and support each of the 17 UN Sustainable Development Goals.

Active involvement in education and collaboration stays key. We continue to raise awareness among stakeholders, and we connect them from field to fashion - farmers, processors, manufacturers and consumers. This allows us to leverage collective expertise and resources, as exemplified by our recent partnership with IFOAM Organics International and Organic Cotton Accelerator (OCA) in hosting the Organic Cotton & Textiles Conference in Indore, India.

A huge thanks to all those joining us on this journey.



*Claudia*

**Claudia Kersten**  
Managing Director



*Rahul*

**Rahul Bhajekar**  
Managing Director



# HIGHLIGHTS 2023



## 14.676

### GOTS Certified Facilities

14.676 certified facilities were reported in total, an 8% growth (13.594 facilities in 2022).



## 25

### GOTS Certification Bodies

Operating with 25 approved Certification Bodies (CBs), 4% growth (24 in 2022).



## 89

### Countries

Certified Entities (CEs) are now in 89 countries, a 6% growth (84 in 2022).

Member: GOTS became an ISEAL Community Member in July 2023.

## GOTS CAMPAIGN

#Behindtheseams educational campaign reached over 21 million unique individuals and generated over 40 million impressions.

## >21 M

unique individuals reached

## >40 M

impressions

## >250

participating brands and companies

## GOTS VERSION 7.0

GOTS Version 7.0 and the corresponding Implementation Manual were released officially in March 2023 and was fully implemented March 1, 2024.

Released: GOTS Due Diligence Handbook for CEs.

Released: Auditor Guidance for GOTS Human Rights and Social Criteria.

## PROJECTS



### AI Organic Cotton Project

The project aims to enhance organic cotton value chain integrity; 2023 efforts focused on data collection strategies in India and key field-level data points identification.



### GOTS implemented the Farm-Gin Registry (FGR)

FGR acts as an integrity measure by collecting organic raw seed cotton data straight from the producing farm project. This includes details on estimated production volumes, transaction volumes and GOTS-certified buyers.



### Global Trace-Base (GTB)

In 2023, GOTS' IT Unit continued with a stepwise introduction of the GTB, assisting its users closely. The onboarding of new users and introduction of new functionalities will continue in 2024.

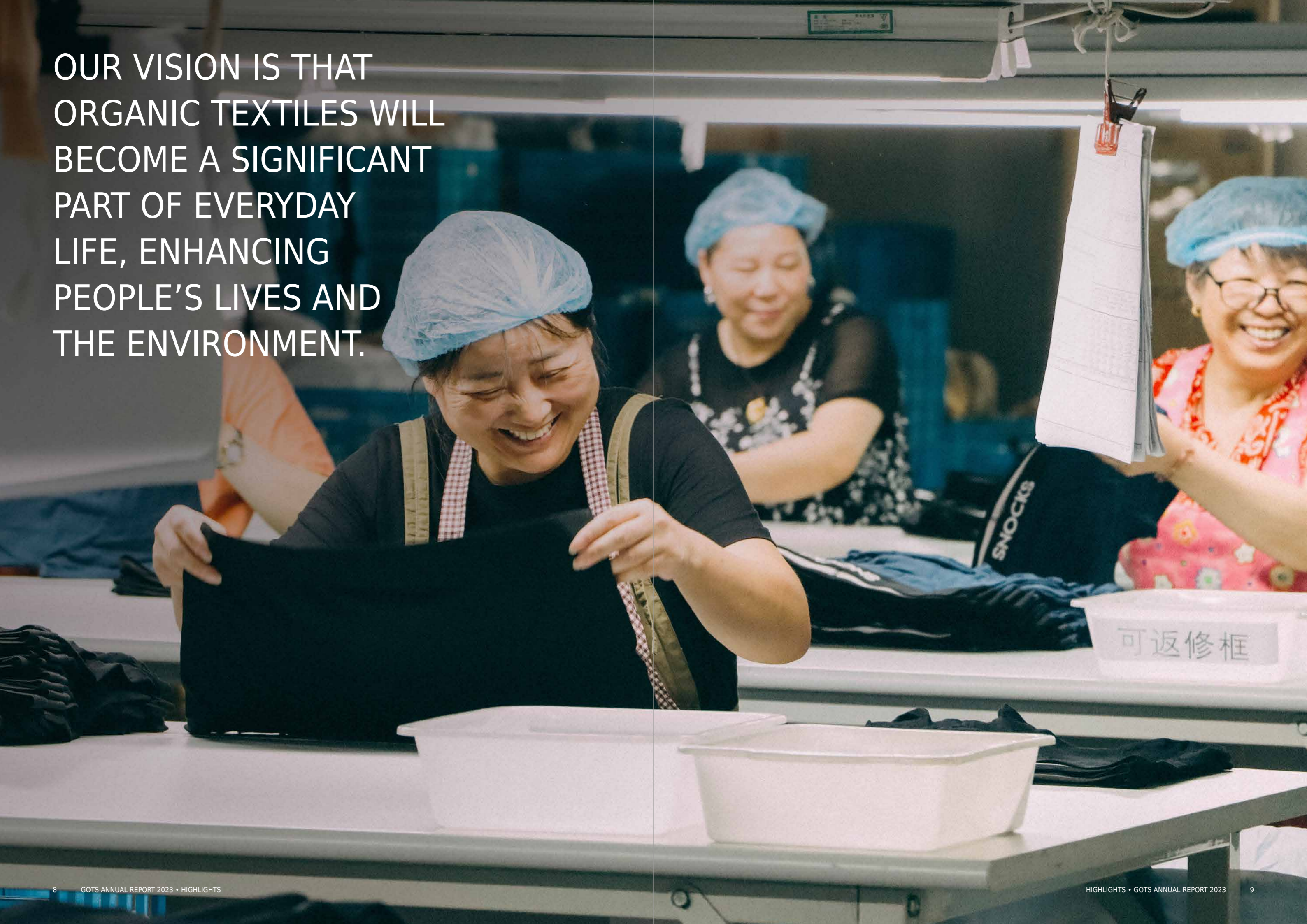


### Code of Conduct

The Code is intended to guide collaboration within Global Standard gGmbH, to orient new staff members and to indicate to outside collaborators the principles and values to which Global Standard adheres.

Read more about these and other projects on page 24.

OUR VISION IS THAT  
ORGANIC TEXTILES WILL  
BECOME A SIGNIFICANT  
PART OF EVERYDAY  
LIFE, ENHANCING  
PEOPLE'S LIVES AND  
THE ENVIRONMENT.



# DEVELOPMENT, IMPLEMENTATION AND QUALITY ASSURANCE

## GOTS VERSION 7.0

In the landscape of sustainable textile processing, GOTS stands as a comprehensive solution, experiencing a remarkable 8% increase in certified facilities compared to 2022. Notably, Europe emerged as the frontrunner with 28% of certified facilities, closely followed by India (25%), China (14%) and Turkey (12%). This success is underpinned by GOTS' steadfast commitment to transparency and continuous improvement.

March 2023 marked a pivotal moment with the launch of GOTS Version 7.0, a significant leap forward in our ongoing pledge to bolster the integrity and sustainability of the organic textile sector. Promptly following its publication, concerted efforts were initiated to transition to the new version, with full implementation mandated by 2024. Encouraging early adoption among the third-party Certification Bodies (CBs) and Certified Entities (CEs), we facilitated a seamless transition, ensuring that as of March 1, 2024, all audits and assessments adhere strictly to GOTS Version 7.0.

The revision process followed GOTS' core principles of transparency and continuous improvement. A dedicated Standard Revision Committee, formed of international experts in respective fields relevant to organic textiles, led this effort. Our new approach ensured that all relevant GOTS stakeholders had the opportunity to contribute to the development of the standard.

New features of GOTS Version 7.0:

- Risk-based due diligence requirements for CEs' operations and value chains based on the UN Guiding Principles for Business and Human Rights and the Organisation for Economic Co-operation and Development's (OECD's) Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector.
- Allows recycled organic fibres as additional materials in certified goods.
- Restructured for improved readability and ease of use for CEs and CBs.

Maintained core requirements from the previous version:

- Content must contain certified organic fibres;
- Ban on toxic and harmful chemicals, such as PFAS;
- Restrictions on conventional cotton and virgin polyester; and, of course,
- Compliance with international human rights norms and labour standards.

To clarify key points and answer questions about the Standard, Global Standard provided a number of opportunities, including several webinars, for guiding its stakeholders.

## GOTS DUE DILIGENCE HANDBOOK FOR CERTIFIED ENTITIES

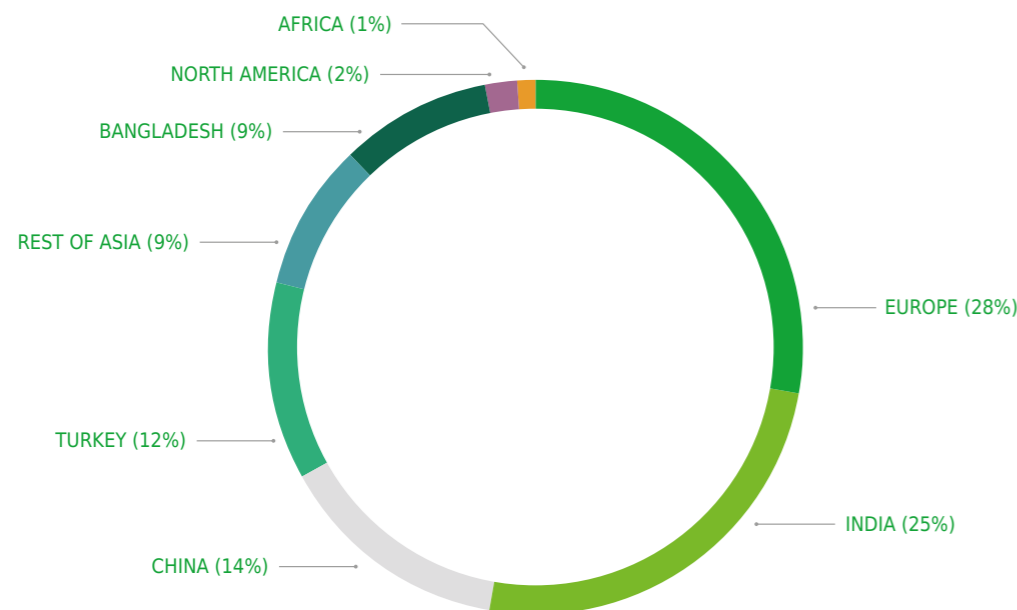
Recognising the critical importance of due diligence in today's complex global supply chains, in addition to supporting CEs in implementing the new due diligence requirements, we developed and released a comprehensive 64-page Due Diligence Handbook. The handbook serves as a practical guide, connecting the dots between international due diligence criteria, the responsibilities of textile value chain actors and the specific actions CEs need to take to comply with GOTS Version 7.0. Find the full handbook at [global-standard.org](http://global-standard.org).

## QUALITY ASSURANCE

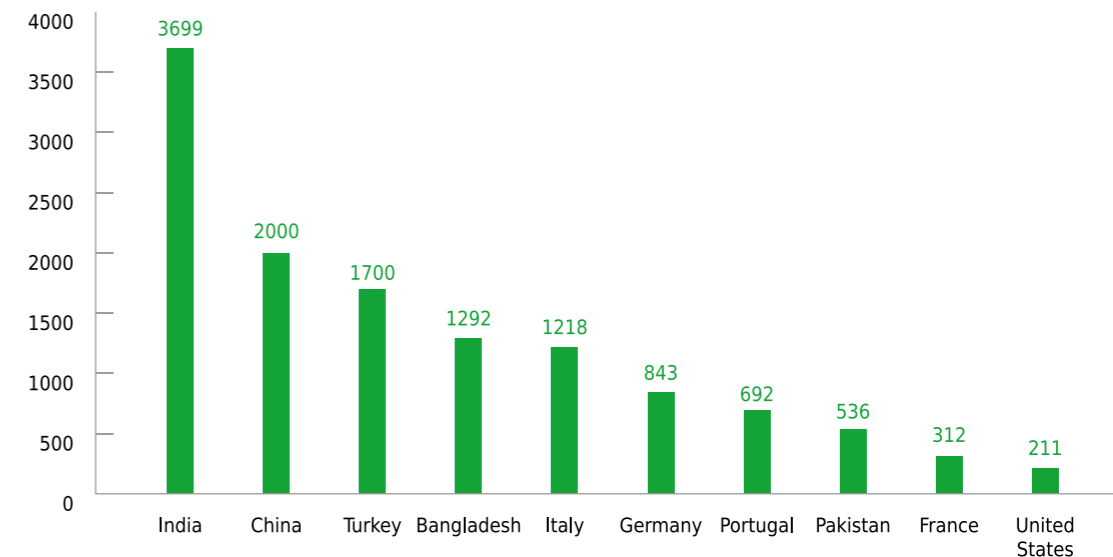
All participants in the GOTS system, from the smallest certified company to the largest, must consistently adhere to GOTS' mandatory requirements to ensure integrity throughout the value chain. Independent Certification Bodies (CBs) are the principal entities tasked with ensuring that Certified Entities (CEs) uphold the rigorous criteria set by GOTS. The GOTS Quality Assurance (QA) Unit operates in a secondary capacity conducting critical functions such as reviewing ginner applications, verifying the proximity of certified gins to their respective farm sources, conducting random chemical tests on products from global retail outlets to ensure compliance and periodically sampling lint cotton to assess GMO presence. Furthermore, the QA Unit collaborates closely with CBs, sharing lists of potential high-risk entities and conducting random checks on documents issued by CBs to maintain the integrity of the certification process.

To safeguard the integrity of the certification process, the QA Unit held regular meetings with industry representatives in 2023, including bimonthly conference calls with Textile Exchange to cooperate on investigations regarding integrity and other issues concerning organic value chains. The QA Unit provided training to assessors from accreditation organisations to improve the certification process, including updates to GOTS Version 7.0, due diligence requirements, interpreting the Standard, guidance documents and data sharing relevant to certification oversight.

Distribution of GOTS-certified Entities in 2023



10 Countries with the Most GOTS-certified Facilities





## NEW AND UPDATED RESOURCES

### New Resources

- How to get certified flyer
- Social flyer
- Manual for Implementation Version 7.0
- Change Log GOTS 6.0 to GOTS 7.0
- GOTS Version 7.0
- Q&A Guideline for the Transition to a New GOTS Version V. 2.0
- GOTS Due Diligence Handbook for Certified Entities 1.0
- GOTS Measures for the Regions Affected in the Southeast Turkey and Surrounding Regions
- Provision for the Issuance of GOTS Transaction Certificates for Retail Goods
- GOTS Advisory on Accessory Approval under GOTS
- GOTS Code of Conduct
- GOTS Conflict of Interest Policy
- GOTS Marketing Toolkit for Certified Entities
- B2B educational films

### New Resources

- Change Log Manual for the Implementation of GOTS 7.1
- Manual for the Implementation of GOTS Version 7.1
- GOTS Complaints Procedure
- Why GOTS - Control of Chemicals in GOTS Goods
- Why GOTS - How Official Bodies, Organisations and Institutions support the Global Organic Textile Standard
- Why GOTS - How Companies Benefit with GOTS Certification
- Why GOTS - How Consumers Benefit from GOTS
- Why GOTS - How GOTS Meets Legal Requirements and Demands of NGOs

DOWNLOAD NOW



SCAN ME 



# VERIFICATION

GOTS' credibility is assured and maintained through rigorous compliance verification conducted by independent, third-party Certification Bodies (CBs). Their objective assessments ensure trustworthiness and uphold the integrity of the Standard.

## AUDIT FREQUENCY

- Initial certification process: CBs perform on-site audits and thoroughly review production processes and practices to ensure that companies meet the strict criteria of GOTS.
- Follow-ups: After the initial certification process, CBs perform yearly follow-up and, as required, unannounced audits to verify proof of continued compliance.

## APPROVED CERTIFICATION BODIES (CBs)

Global Standard developed its own accreditation system for approving new CBs, as well as for continuous monitoring of the approved ones. There currently are 25 GOTS-approved CBs, 11 of which offer chemical input approval in their scopes.

The decision to impose a moratorium on new CBs in May 2022 was driven by Global Standard's commitment to upholding integrity and ensuring stringent quality assurance standards. Consequently, no new CBs were approved in 2023.

We work closely with CBs to maintain consistent and thorough training and implementation. This collaboration helps ensure that the textile-certification process remains robust and effective. In turn, CBs are under the supervision of Accreditation Bodies, who conduct annual assessments and surveillance of the respective CBs, as per ISO 17065 and GOTS requirements.

## MONITORING CBs

Global Standard continuously monitors CBs and employs checks and balances within its verification and accreditation system. For example, illustrating the rigor and solidity of the accreditation system, a CB was suspended in March 2023 by its Accreditation Body, IOAS, because the CB failed to comply with applicable requirements of GOTS and the management of non-conformities. The CB was invited to take corrective action and did so, which allowed the Accreditation Body to lift the suspension by May 2023. GOTS informed and assisted the affected certified companies throughout the intervening period.

## INNOVATION

An exciting development in 2023 was the implementation of a new tool to increase the traceability of organic material in the system: the Farm-Gin Registry.

In this tool:

- Farms or farm groups submit their raw seed cotton scope certificate harvest details, their output transactions and the gin buying the material.
- This information is then verified by cross-checking it with the respective transaction certificates, where applicable.
- The generated overview gives the amount of organic material in the system and permits the detection of fraud with much greater ease.

The Farm-Gin Registry is currently in use in India and will be rolled out to a larger audience in 2024. Please find more information on the Farm-Gin Registry in the section entitled "Projects and Initiatives" in this report.

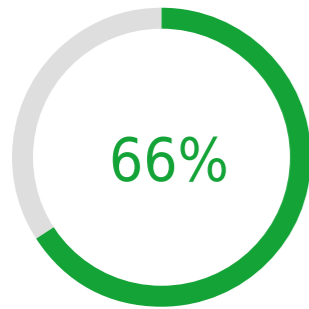


**ALL PARTICIPANTS IN THE GOTS SYSTEM, FROM THE SMALLEST CERTIFIED COMPANY TO THE LARGEST CB, MUST CONSISTENTLY ADHERE TO GOTS' MANDATORY REQUIREMENTS, WHICH UPHOLD INTEGRITY THROUGHOUT THE VALUE CHAIN.**

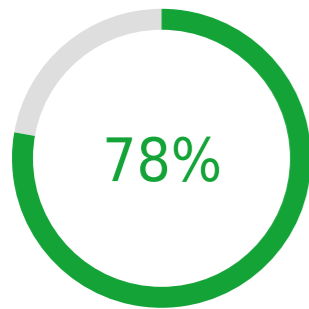
**Rahul Bhajekar, Managing Director**



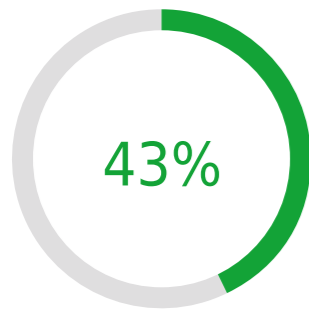
## ANNUAL SURVEY



66% of survey respondents reported that the GOTS certification provided them an increase in the business opportunities in 2023. This is an increase of 6% compared to the previous year.



Almost 78% of the Certified Entities said that the coordination of the audit with the Certification Body was "Very Good" or "Excellent". This is an increase of 10% compared to the value of the previous year.



In 2023, 43% of the Certified Entities rated the timely issuance of Transaction Certificates as "Good". This is an improvement of more than 20% compared to the value reported on the previous year (35%).



# PROTECTION

To further protect the credibility of the Standard, GOTS investigates and imposes sanctions whenever there is evidence of a misleading use of the GOTS' Signs or reference to GOTS certification.

Anyone who intends to list, label or sell any textile product in retail with the internationally registered GOTS trademark or any other reference to GOTS must meet the criteria and follow the rules set out in the "Conditions for Use of GOTS Signs" document.

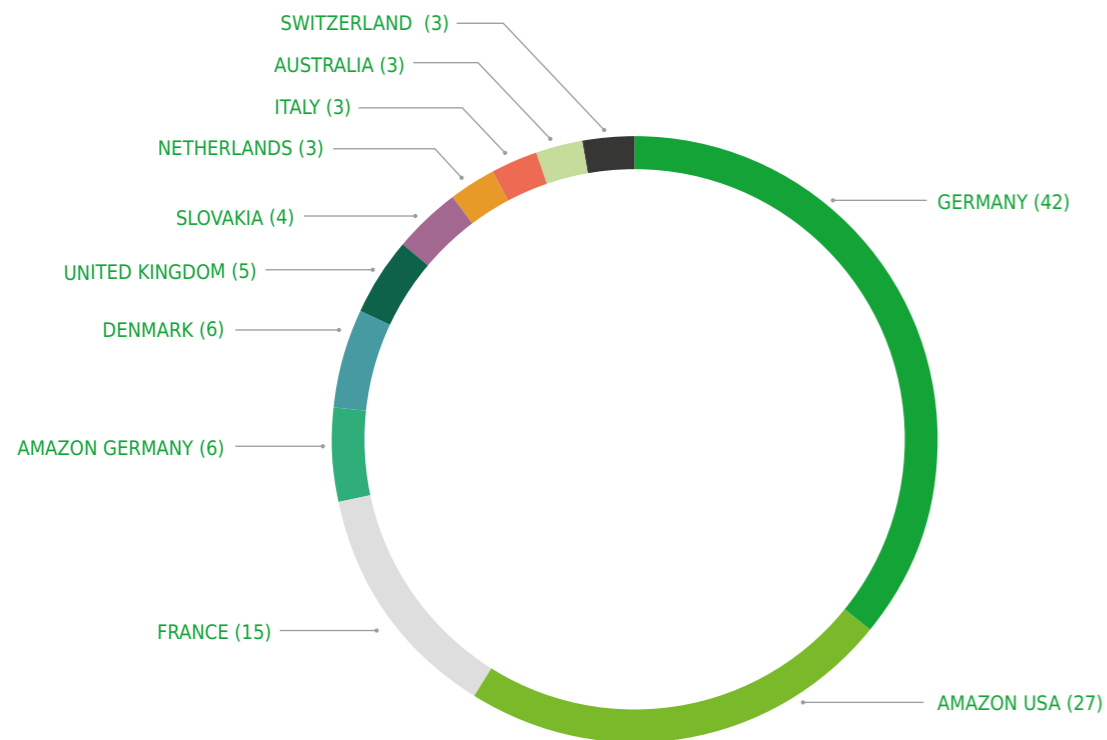
Our strict labelling requirements ensure that the GOTS label placed on a product serves as a guarantee to consumers that all production stages have been compliant with the Standard's criteria - from the certified organic origin of the fibre to the finished item purchased at a store.

The GOTS Protection Unit monitors unauthorised, false or misleading use of the GOTS registered trademark and

other GOTS-related claims in advertisements and other promotional materials. This expert team educates brands and retailers on the proper listing and labelling requirements and takes corrective and/or legal action when necessary.

In 2023, GOTS received 122 complaints through our online complaints system of possible violations of the use of GOTS Signs. A majority of these complaints came from companies and individuals in Germany (35%), followed by Amazon USA (22%), with the rest spread across Europe and a very few non-European nations. The complaints resulted in one or more of the following, depending on the case: retailer certification; the receipt of proper documentation (Scope Certificates, Transaction Certificates and Labelling Release Forms) verifying the authorised use of GOTS Signs or the removal or correction of a product listing; the entire removal of all GOTS mentions and Signs from all retailer product listings and online content; and/or legal action.

Top Countries by Complaint Form Submissions



# STORIES



## NATUREPEDIC, UNITED STATES

“Naturepedic, created to meet the need of providing a safer sleep environment, is a pioneer in the organic mattress movement, from kids to adults to pets. It has dedicated itself to the pursuit of a healthier, restorative and organic sleep. Since its founding, the company has specialised in creating handcrafted GOTS-certified organic mattresses that do not contain the harmful materials found in conventional mattresses. Instead, it sources and creates its products using healthier alternatives like GOTS-certified organic cotton and in-house manufactured encased coils without any glues or adhesives.

For Naturepedic, the GOTS certification is a testament to the exceptional standard its products adhere to, setting them a cut above the rest in the market. As founder, Barry Cik says, ‘There is no way to trust organic claims unless those claims are validated by the GOTS certification program.’

With over two decades of expertise in crafting organic mattresses and sleep accessories, Naturepedic is now poised for expansion into a broader range of organic home and lifestyle products, including duvets, throw blankets, bathrobes, towels, furniture and more.”



## TAISHOBOSEKI INDUSTRIES, LTD., JAPAN

“Under the motto, ‘Carefully, slowly, and with masterful craftsmanship,’ Taishoboseki Industries, LTD. uses carefully selected cottons from all over the world to spin the finest yarn. Even before becoming GOTS certified in 2010, the organisation used organic fibres.

According to Taishoboseki, ‘Since the days when organic cotton was difficult to turn into a business, we have supported our contracted farmers so that they can continue organic cultivation with peace of mind by promising before planting that we would buy all the cotton that would be harvested in the fall of that year.’

In addition, the business adds, ‘We have been working with one particular organic farmer in the U.S. for more than 30 years, and we are confident that our organic cotton is the best in the world. Decades of continuous organic farming cultivate rich soil. We know that the rich soil produces healthy and high-quality cotton, but the farmers have to endure the hardships of pesticide-free farming. It takes a ‘philosophy’ to continue organic farming for over 30 years. We spin this strong belief into yarn and aim to create genuine products that can be used for longer and better.’”

## ISKUR, TURKEY

“ISKUR started its operations with the production of cotton, ginning and cotton oil and is among the largest fully integrated manufacturing companies in the Turkish textile industry. With a social responsibility policy that covers ethics, human rights and acting in an environmentally conscious manner, the organisation embarked on a three-year project to produce fully traceable and GMO-free organic cotton.

The project covered all stages to meet GOTS requirements, from locating fields and seeds to yarn production. The first two phases consisted of identifying the most suitable geographical region, followed by finding the most suitable lands in this area. ISKUR next had to identify the farmers who would plant this seed in these fields. The chosen farmers must comply with full traceability and sustainability principles set by ISKUR. In addition to providing GMO-free seeds, the organisation provided farmers training on the project.

Ginners receiving cotton must follow additional procedures developed for enhanced traceability by ISKUR before it is sent to ISKUR warehouses. To determine the complete traceability of the lot number, the bale in this lot, and back to the field plot where the cotton was planted, a QR code and DNA tracking system was implemented – tracing yarn back to the fields.

By planting in 20,000 acres, 8,000,000 kgs. of cotton fibre (equal to 5,500,000 kgs. of cotton lint) was obtained. ISKUR is enormously proud to achieve such a complex project as the first in Turkey.”



## KLEE KLEE, ZUCZUG, CHINA

“Shanghai-based klee klee is a sustainable fashion label under ZUCZUG, a leading slow-fashion brand founded in 2002. klee klee is the Lhasa Tibetan word for ‘take your time’.

Starting with an organic cotton T-shirt in 2010, klee klee commits to using eco-friendly raw materials that have lower impacts for the environment, exploring ecological dyeing processes to reduce pollution and designing and producing every step along the journey to minimise harm to the earth’s environment, from biodegradable packaging to recycled buttons. That is why klee klee decided to achieve complete GOTS certification within its supply chain and launched its first GOTS-certified products in 2016. klee klee ensures that all stages – cultivation, spinning, weaving, dyeing and garment manufacturing – meet the requirements of GOTS. Not only does klee klee control the use of chemicals, but it also protects the income and rights of people who produce and manufacture the brand’s clothes.

‘GOTS perfectly meets klee klee’s principles of environmentally friendly raw materials, environmentally friendly manufacturing and social responsibility. GOTS-certified products are our most sustainable products within our brand,’ said Yanyan Wang, Brand Director of klee klee. ‘We have been increasingly growing our collections of GOTS-certified products in the last year by introducing more clothing categories.’”



## FC ST. PAULI, GERMANY

“FC St. Pauli’s dedication to sustainability and GOTS certification goes beyond the football pitch. Recognising the immense social importance of football, the club uses its platform to promote sustainability and inspire others to follow suit. This is not only about being environmentally friendly, but also about reducing energy and resource consumption for the benefit of all.

FC St. Pauli adheres to five central principles: Fairness, ecology, economic sustainability, local solidarity and inclusion. Under these principles, FC St. Pauli guarantees fairness throughout the entire production and supply chain, including fair wages, decent working conditions and absolutely no child labour. In addition, the club puts environmental responsibility first.

FC St. Pauli is not just a football club; it is a movement for a better and more sustainable world. The appeal for sustainable merchandise by a 17-year-old fan prompted the club to venture into sustainable jersey production under the Di!Y label.

Bernd von Geldern, Commercial Director of FC St. Pauli, explained, ‘It fits in with our do-it-yourself attitude and our aspiration to make the world a better place. We go as far as we can at the moment, with conviction, commitment and professionalism. Our motto is ‘not perfect, but better’.’”



## FRUGI, UNITED KINGDOM

“Established in 2004, Frugi is a leading name in sustainable children’s clothing – from newborns to 10-year-olds. Frugi’s standing in the industry is founded on ethical practices, commitment to sustainability and innovative design, which is why the company pursued becoming GOTS certified.

Frugi has seen many benefits from the certification and said, ‘Being GOTS certified has ushered in a multitude of positive outcomes for Frugi, spanning environmental benefits, social responsibility and increased awareness of sustainable and ethical practices within the textile industry. Moreover, GOTS certification has enhanced brand loyalty and trust among our customer base. The transparent supply chain traceability made possible by GOTS not only builds consumer trust but also plays a pivotal role in educating both our customers and industry stakeholders about the critical importance of sustainable and ethical practices within the textile industry.’

Frugi emphasized that GOTS certification is the embodiment of its values and commitment to responsible and sustainable practices.

‘We’re not just selling clothes; we’re crafting them with durability and sustainability in mind. Our garments are designed for adventure and built to withstand the test of playtime. We’re using gentle, eco-friendly fabrics, reflecting our deep sense of care and kindness towards both our people and the planet.’”



## HAYLEYS FABRIC, SRI LANKA

“Since its inception in 1992, Hayleys Fabric has emerged as a trailblazer in the textile industry, renowned for its unwavering commitment to sustainability. The Sri Lankan manufacturing powerhouse was GOTS certified in 2014 and has become a beacon of responsible textile practices, setting a new standard for environmental stewardship, fair labour practices and innovation. For Hayleys Fabric, GOTS certification is a declaration of values.

Managing Director and CEO Rohan Goonetilleke said, ‘GOTS reflects our unwavering commitment to responsible textile practices, ensuring our products meet the highest environmental and social standards.’

GOTS certification has also unlocked enhanced market access, ushering in a culture of continuous improvement and innovation while showcasing adherence to regulatory standards. Hayleys Fabric has optimised its processes to reduce waste and increase energy efficiency, along with meeting the robust guidelines for social responsibility. GOTS certification helps Hayleys Fabric show its customers that the company takes sustainability seriously. In addition, GOTS certification has attracted environmentally conscious clientele and reinforced the company’s strong ethos of ecological and socially responsible operations.”



## MUNGO MILL, SOUTH AFRICA

“In 2020, amidst a global pandemic, Mungo Mill, a homeware textile manufacturer, became the first GOTS-certified weaving mill in South Africa. Over a three-day period, each division of the Mungo Mill in Plettenberg Bay was carefully scrutinised by an independent certification body monitoring waste disposal, yarn lots, energy consumption, labour practices and health and safety.

Mungo Mill said, ‘Compliance was met across the board, from our design and production, right through to our weaving, CMT, finishing, laundry, wholesale and retail departments.’

According to Mungo, ‘Throughout the world, textile manufacturing has become solely driven by the bottom line. This means inferior yarn quality, less pay for workers and compromised working conditions. At Mungo we defy the status quo and endeavour to help shape and uphold the standards of sustainable production in a non-industrial environment. We challenge the idea that value is a product of price. We don’t compromise on production methods or cost of raw materials when it comes to producing a quality product.

‘By obtaining a GOTS certification we hope to assure our customers of our commitment to sustainable, ethical processes along the entire supply chain.’”

# GOTS PROJECTS

## AI ORGANIC COTTON PROJECT

GOTS has partnered with the European Space Agency (ESA) and German software firm Marple in order to further develop cutting-edge technologies to remotely assess and monitor cotton farms. By training an existing AI (artificial intelligence) on localised ground-truth data collected this past year, it is already able to identify cotton fields in India using multispectral data from ESA's two polar orbital satellites. The final step is differentiating between organic and non-organic cotton fields, a delicate process of fine-tuning.

An eye on the sky will surely deter potential fraudsters, but this will also assist in assessing realistic projections for cotton yields when combined with farm data being collected through the Farm-Gin Registry, which is now globally mandatory for GOTS gins. Equally significant, the maps generated by the AI can help identify cotton farmers to include in organic in-conversion projects, simultaneously increasing the organic cotton available for the market and contributing to sustainable rural development.

Throughout 2023, GOTS collaborated with Marple in the development of strategies for data collection in India and in the identification of key field-level data points that can distinguish organic vs. conventional cotton fields. With the help of on-the-ground field data collectors, the AI is currently being trained and tested. Real-world application is imminent.

## ISEAL COMMUNITY MEMBER

As of July 2023, GOTS has been approved as an ISEAL Community Member. This is a confirmation of Global Standard's commitment towards working to continually improve its system by taking part in ISEAL's learning, collaboration and innovation activities. ISEAL Community Members are sustainability systems and accreditation bodies dedicated to delivering benefits for people and planet. They are committed to continually improving their systems and impacts through learning and innovation; collaborating with stakeholders and peers; and are transparent and truthful about how their systems work and how they measure their impacts.

In becoming an ISEAL Community Member, GOTS joins a growing number of well-respected sustainability systems that are driving positive social and environmental change across multiple sectors. We will be working alongside these mission-driven sustainability organisations to continuously improve the effectiveness of its systems and demonstrate impact. Global Standard celebrates GOTS' approval as an ISEAL Community Member and reaffirms once more its dedication to continually improving its system to create greater sustainability impact, enhancing people's lives and the environment.

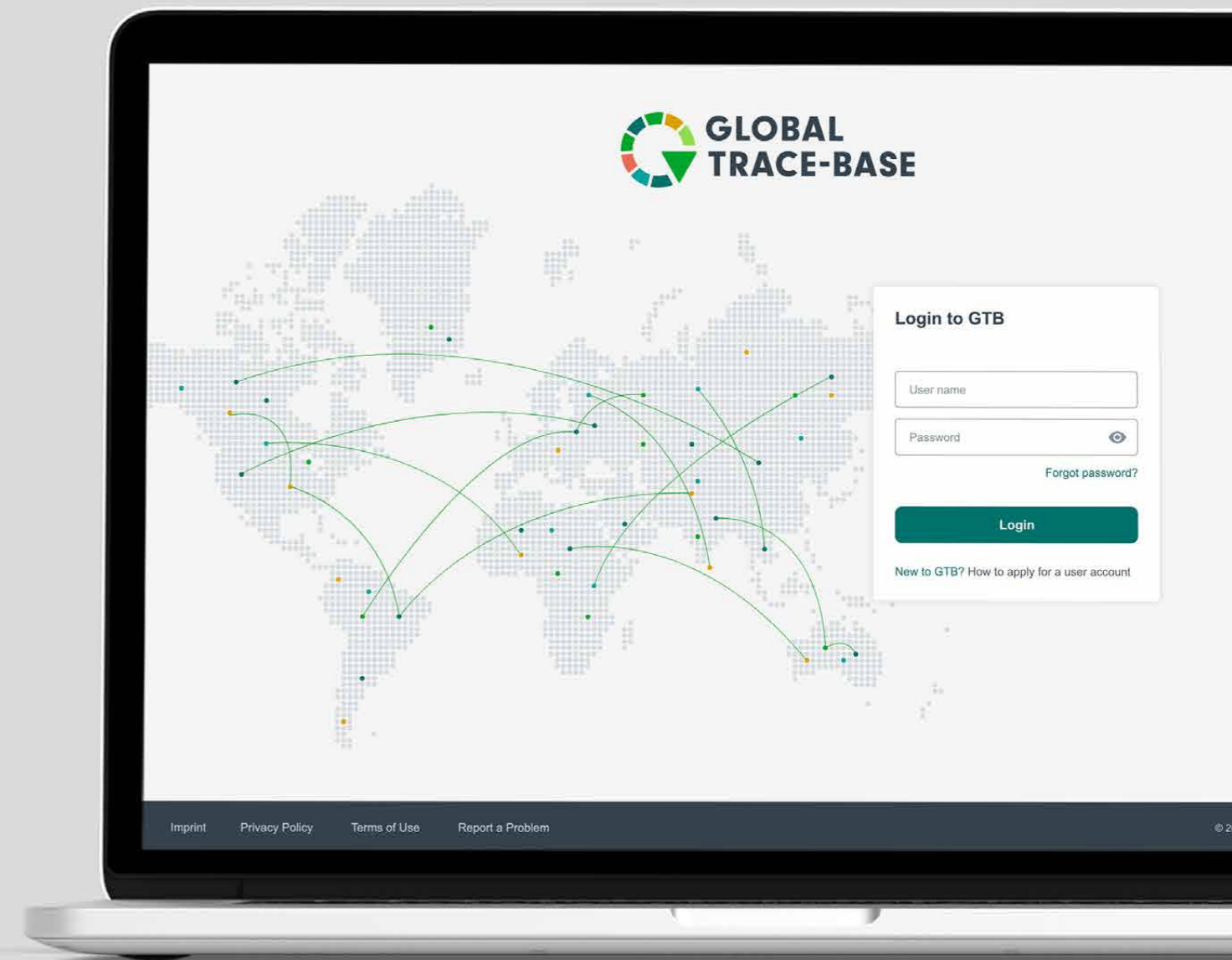
## STAYING ACCOUNTABLE

A further achievement attained in 2023 was the elaboration of a Code of Conduct for Global Standard, the non-profit managing GOTS. The Code was developed over a series of collaborative sessions with both internal and external experts, and based on the core values that GOTS sees at the centre of its mission and way of working. After the creation of a draft, all Global Standard staff members were given the opportunity to weigh in on the wording and content before the Code was reviewed and approved by management. The Code is intended to guide collaboration within the organisation, to orient new staff members and to indicate to outside collaborators the principles and values to which Global Standard adheres. The Code of Conduct can be downloaded from the GOTS website.

## GLOBAL TRACE-BASE

In 2023, the GOTS' IT Unit continued with a stepwise introduction of the Global Trace-Base (GTB), assisting its users closely. GTB is a central database used to track the origins of organic materials throughout GOTS' entire chain of custody. It includes the country or region of origin of the certified raw fibre material as well as volume reconciliation. By implementing GTB, GOTS is ensuring integrity within the textile value chain, and when an issue occurs, that it is far easier to spot and faster to remedy. The onboarding of new users and introduction of new functionalities will continue in 2024.

The harvest season 2022/2023 saw the introduction of GOTS' Farm-Gin Registry (FGR) in India for the purpose of collecting organic raw cotton data. Additional harvest details and information on the gin receiving the respective farm's cotton is also recorded; this information allows GOTS to calculate input volumes for GOTS-certified gins. The data gathered so far provided GOTS with valuable insights into the structures of farm groups in India, and allowed GOTS IT to improve the current version of the FGR for future use by organic cotton producers.



# EDUCATION AND PROMOTION

2023 proved to be a year of significant achievements in GOTS' education and promotion efforts:

- Positive media coverage increased by **94%**.
- GOTS experts participated in **17** media interviews throughout the year.
- Trade publications featured **53** in-depth pieces about GOTS.

Recognising that misinformation about GOTS is still widespread among some stakeholder groups, GOTS Marketing launched in 2023 a comprehensive 360-degree campaign called "Behind the Seams", which you can learn more about on pages 28-29.

GOTS' social media strategy was intensified and further structured throughout 2023, with postings on specific topics three times a week. This, in addition to a strategic shift towards regular audio-visual social media content, provided GOTS media with considerable momentum and visibility.

GOTS Marketing was also very active in the realm of hard-copy informative material, developing and updating numerous flyers, factsheets and informational displays. A new addition to booths at fairs and events consisted in the "GOTS Fibre Box", which invited people to touch eight of the fibres permitted in GOTS value chains. This "hands-on approach" proved to be greatly successful in attracting visitors and increasing their interest in how the Standard works.

GOTS' strategy of conserving precious resources was emphasised in its promotional efforts. "Scancards", for instance, which were presented at numerous events, allowed individuals to access GOTS materials on their mobile devices by scanning a QR code. Given the great success of scancards at events in 2023, they will continue to be present at all GOTS booths in 2024, which will see the inclusion of even more digital materials.



**GOTS LAUNCHED #BEHINDTHESEAMS TO SPOTLIGHT GOTS-CERTIFIED COMPANIES, EDUCATE CONSUMERS ABOUT THEIR PRODUCTS AND FOSTER CONNECTIONS. WITH OVER 250 PARTICIPATING COMPANIES AND A REACH OF OVER 40 MILLION CONSUMERS, WE'RE GEARING UP FOR A SECOND, EVEN LARGER EDITION SCHEDULED FOR SEPTEMBER 2024.**

Holger Stripf, Head of Marketing



GOTS Representative in Africa  
Muktar Dodo gives a presentation  
at Africa Textile Talks 2023.

## AWARENESS CAMPAIGN FOR GOTS-CERTIFIED COMPANIES

In its ongoing commitment to market education, Global Standard orchestrated an immersive 360-degree awareness and educational campaign, successfully engaging both consumers and industry professionals.

Open to all GOTS-certified entities and retailers, this initiative aimed to shine a spotlight on GOTS-certified companies and their products. It also sought to guide consumers towards GOTS-certified options, empowering them to make more conscientious choices while shopping.

With an impressive turnout of over 250 certified entities participating, the campaign made a significant global impact, garnering over 40 million impressions and reaching more than 21 million unique individuals worldwide.

Beyond mere attention-grabbing, the campaign fostered lasting loyalty, accruing over 5,000 new followers across GOTS' social media channels and bolstering the followings of participating companies.

At the heart of the campaign lies a newly developed microsite, crafted to educate and entertain visitors.

Participating companies were provided access to a comprehensive marketing toolkit, equipping them with ready-to-use marketing content such as videos, social media posts and more, further enhancing their ability to engage with their audience effectively.

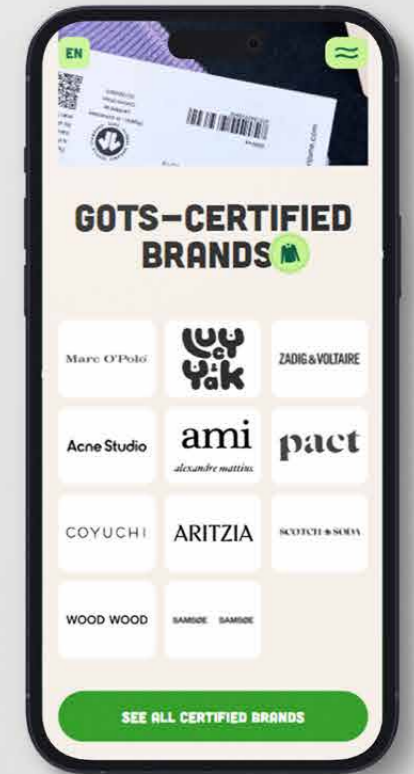
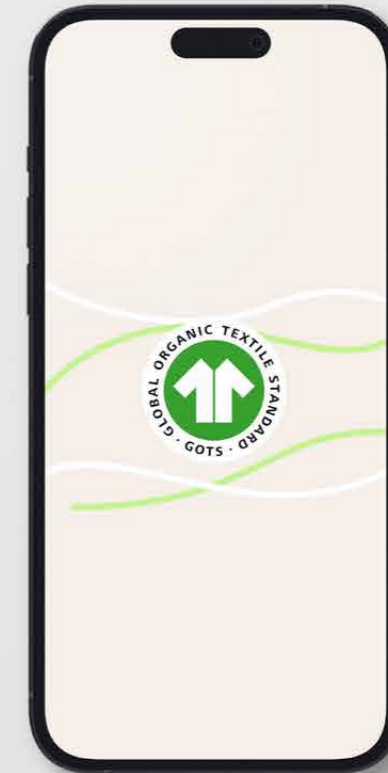
This initiative from 2023 serves as a testament to our unwavering dedication to global education, sustainable practices and the promotion of GOTS-certified products within the textile industry.

As we look forward, the upcoming campaign scheduled for September 2024 promises another opportunity for industry players to engage, inspire and lead the charge towards a more sustainable future.



**OUR CAMPAIGNS ARE MORE THAN JUST ABOUT RAISING AWARENESS AND EDUCATION; THEY AIM TO FOSTER A COMMUNITY COMMITTED TO SUSTAINABILITY AND ETHICAL PRACTICES.**

**Claudia Kersten, Managing Director**



**>250**

GOTS-certified entities participated

**>40 M**

impressions

**>21 M**

individuals reached

**3,8%**

average engagement rate

**2024 campaign dates: 2-30 September 2024**

Interested in participating in the 2024 campaign?  
Email [engagement@global-standard.org](mailto:engagement@global-standard.org)



Find out more



## ORGANIC COTTON & TEXTILES CONFERENCE IN INDORE, INDIA

The Organic Cotton & Textiles Conference took place from 27 February-2 March 2023, in Indore, India. It was co-organised by Global Standard, the organisation overseeing GOTS, along with the Organic Cotton Accelerator (OCA) and IFOAM – Organics International. A special opportunity, this event brought together numerous different stakeholders: from farm groups and industry representatives to non-profits, academics, certifiers and policymakers. Representatives from each sector came together to collaboratively explore and address the critical challenges and opportunities facing the industry today.

“It was a pleasure interacting with all the participants in the organic value chain including representatives from government,” said Rahul Bhajekar, Co-managing Director of Global Standard. “One of the major strengths of the event was the fact that it featured not only panels, break-out sessions and networking fora, but also a field visit, with the aim of working together to develop a shared vision to empower the organic textile value chain worldwide.”

Claudia Kersten, Co-managing Director of Global Standard, said, “Global Standard acknowledges that it is only by working together that we can increase the integrity of the entire organic textile sector. By bringing together relevant stakeholders from private businesses, NGOs, academics and politicians, we were able to address obstacles and work on effective operational, risk-management, technology and data, as well as regulatory solutions. The momentum from this conference will propel us and GOTS towards continued collaboration in problem-solving together.”

Feedback from attendees revealed that the comprehensive agenda and targeted topics were central for them, with particular emphasis on the inspiring conversations with organic cotton and in-conversion farmers. Putting farmers front and centre at the conference made for many “wow moments” among the participants, who felt enlivened both by the tougher conversations and by the more harmonious exchanges.

Rahul summarised, “We take with us the strong commitment from the community, which will give us added impetus to continue on the path of sustainable textiles for the world.”



**GOTS ACKNOWLEDGES THAT IT IS ONLY BY WORKING TOGETHER THAT WE CAN INCREASE THE INTEGRITY OF THE ENTIRE ORGANIC TEXTILE SECTOR.**

**Claudia Kersten, Managing Director**

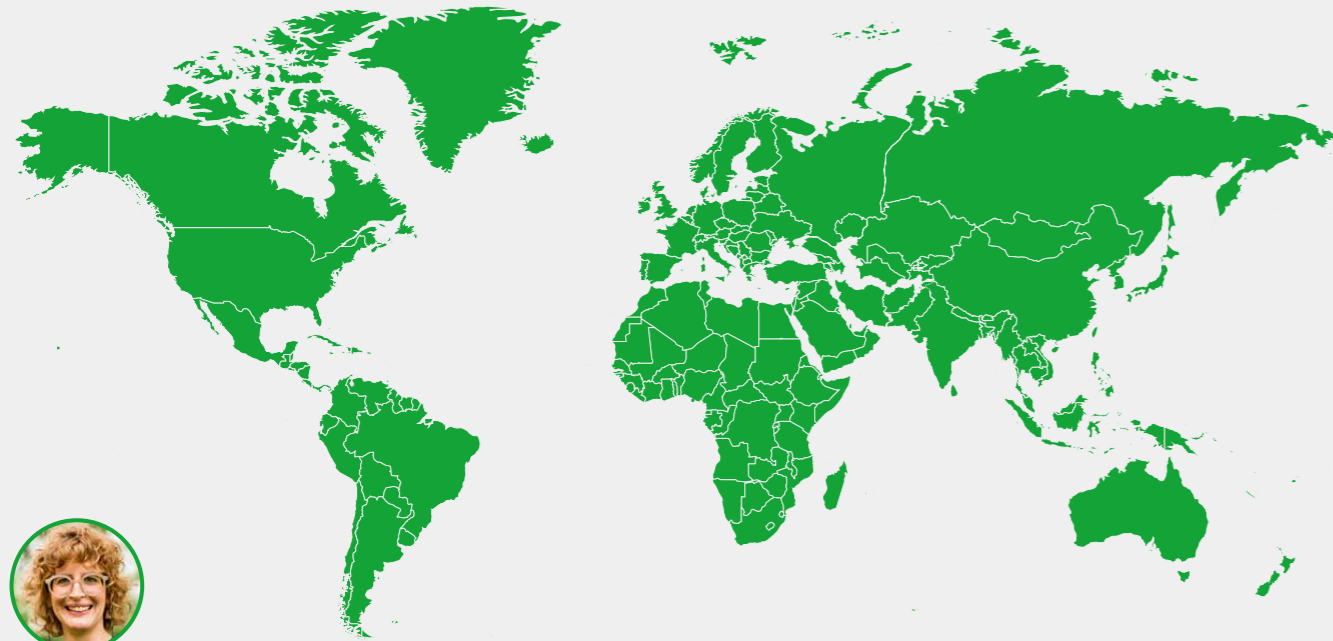


## GOTS REGIONAL REPRESENTATIVES

The GOTS Regional Representatives work tirelessly to promote the Standard, the organisation and its values across the globe, all while cooperating closely with stakeholders spanning the entire textile supply chain. Representatives are based in key regions around the world, including North America, Europe, Asia and Africa, and employed for their expertise on a specific focus, such as the European Union and Global Brands. This targeted approach allows Global Standard to effectively disseminate GOTS information and build partnerships in various regions and with numerous different stakeholder groups, leading to the broader promotion of sustainable practices in the textile industry.

In 2023, GOTS Regional Representatives received hundreds of inquiries on the Standard and on how to work with it. Representatives offered a wide variety of educational opportunities, collaborated with industry stakeholders and extended ongoing support to those in need. Daily requests for information about GOTS came in from manufacturers and retailers, while companies undergoing certification sought advice and clarification about the process and requirements. In addition to individual consultations, the Representatives also participated in panels, workshops, presentations and educational sessions with brands, manufacturers, governing bodies and other interested groups.

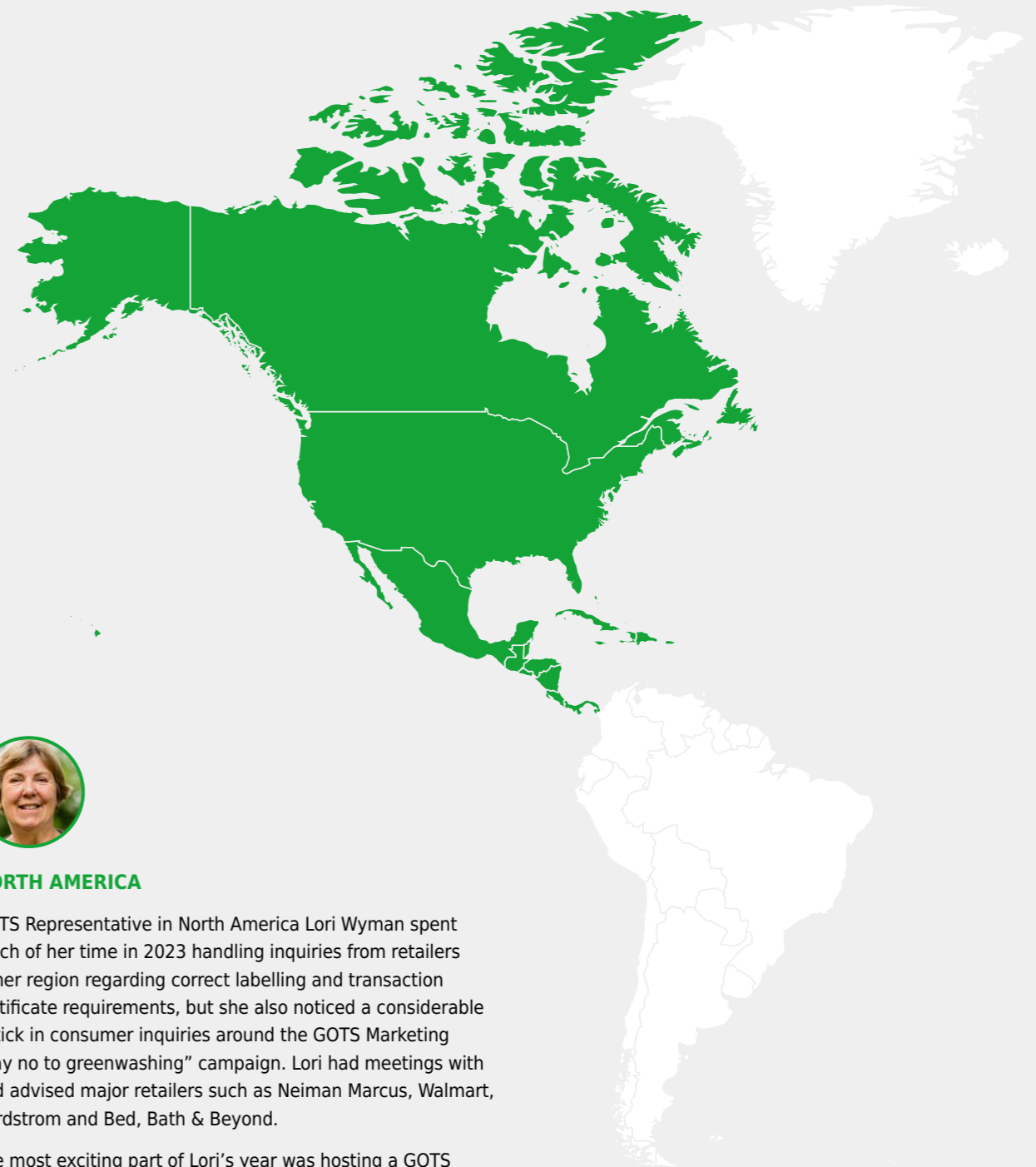
Read on about how the Representatives advanced the GOTS cause in 2023.



### GLOBAL BRANDS

GOTS Head of Regional Representatives and Representative to Global Brands Franziska Dormann participated in positive exchanges with luxury brands such as CHANEL, Hermès and Gucci in 2023. She is excited about the considerable interest among luxury brands in becoming certified to GOTS, which they view as the gold standard. In addition, Franziska had continuous exchanges with global brands, such as H&M and C&A, whom she advised, for example, on the new version of the Standard, labelling questions and sustainability strategies.

Franziska participated in high-level conferences, including the Global Fashion Summit in Copenhagen and the Sustainable Apparel and Textile Conference in Amsterdam. She also attended numerous fairs, exhibitions, conventions and conferences in order to make GOTS more visible and present the Standard as a relevant tool for the textile industry.



### NORTH AMERICA

GOTS Representative in North America Lori Wyman spent much of her time in 2023 handling inquiries from retailers in her region regarding correct labelling and transaction certificate requirements, but she also noticed a considerable uptick in consumer inquiries around the GOTS Marketing “Say no to greenwashing” campaign. Lori had meetings with and advised major retailers such as Neiman Marcus, Walmart, Nordstrom and Bed, Bath & Beyond.

The most exciting part of Lori’s year was hosting a GOTS roundtable in Los Angeles, which was attended by 50 individuals and included a field trip to a knitting facility. She was a speaker at events such as the New Jersey Day of Fashion’s “Fashion Mingle” and staffed tables at important events, including the IAF/SPESA World Fashion Convention in Philadelphia and Texworld in New York City.

At the end of 2023 Lori embarked upon her well-deserved retirement. In her seven years with us, she shared her enthusiasm for GOTS across North America, with a 309% increase in new certified entities during her tenure. All of us at Global Standard wish her health and happiness and thank her for everything she has done for GOTS.



### GERMANY, AUSTRIA AND SWITZERLAND

Juliane Ziegler, GOTS Representative in Germany, Austria and Switzerland, noted a considerable increasing interest in certification among brands within her region in 2023, due to new German supply-chain legislation that came into effect in January 2024. She was happy to engage with brands and retailers such as Gerry Weber, Marc O'Polo, Tchibo and Waschbär.

Juliane's work included daily replies to requests not only from her core region, but also from Portugal, Spain, Norway, Sweden, Denmark, the Netherlands and Italy. She staffed booths at numerous events, including Seek in Berlin and Neonyt in Düsseldorf, and participated as a panellist on occasions such as the Textilwirtschaft panel at Munich Fabric Start. Juliane also liaised with government bodies to protect GOTS interests, in particular in the context of the Partnership for Sustainable Textiles.

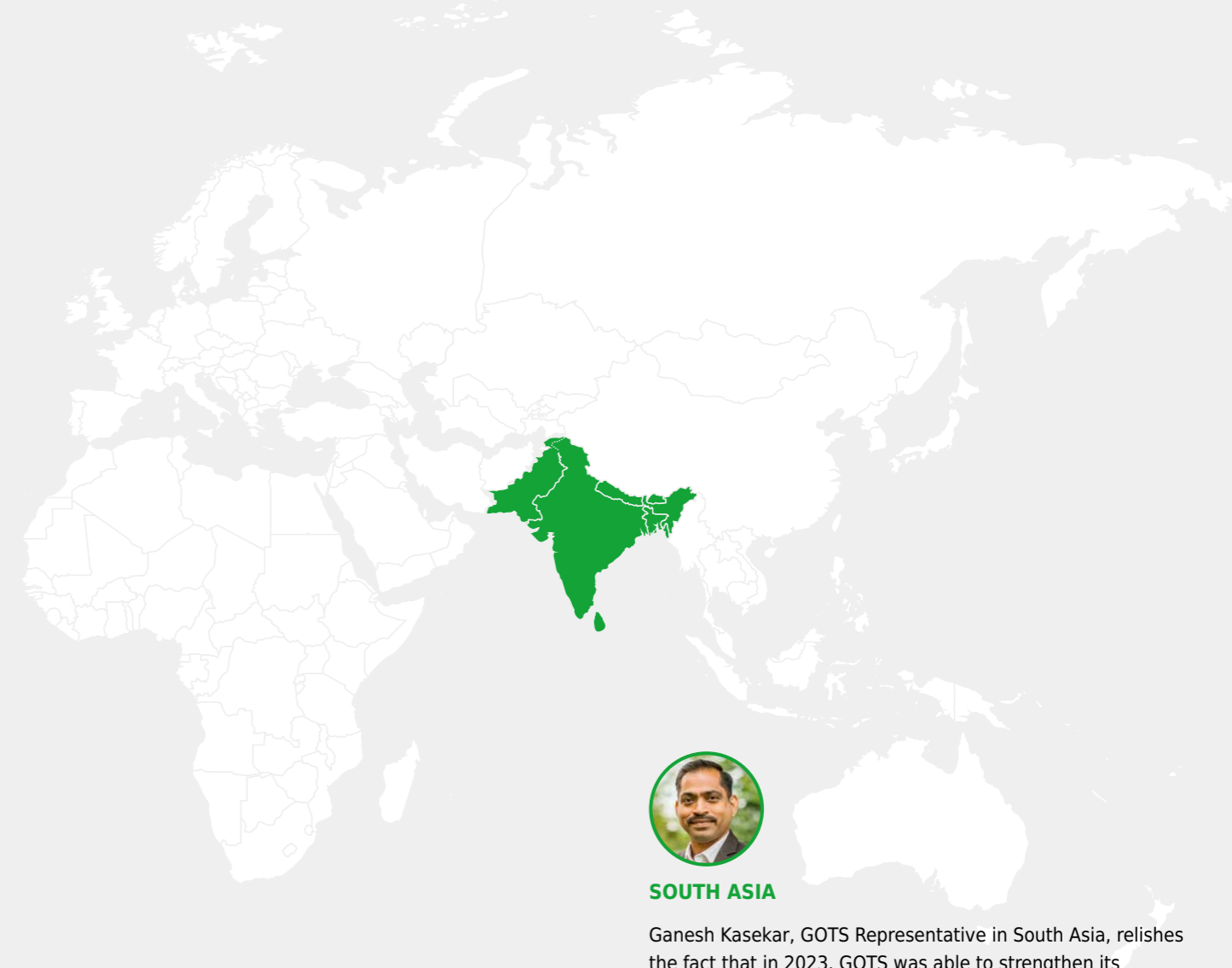


### UNITED KINGDOM

Christopher Stopes, GOTS Representative in the UK and Representative to the EU (Institutions), noted considerable interest in the GOTS marketing campaign "Behind the Seams" (see special feature in this report) and consulted numerous companies, including Victoria Beckham, Desigual and Burberry. In addition to his main region, Stopes also responded to enquiries from countries such as Norway, France, Luxembourg, Italy, Portugal, Spain and the Netherlands.

Christopher represented GOTS at a variety of events in 2023, including the Future Fabrics Expo and the Textile Exchange Conference in London. Moreover, he gave GOTS a voice at roundtables and webinars, such as a roundtable organised by the UN Global Compact with Common Objective hosted in the House of Lords.

Christopher also engaged in crucial work lobbying the institutions of the European Union on several key European policy initiatives, collaborating closely with IFOAM Organics Europe.



### SOUTH ASIA

Ganesh Kasekar, GOTS Representative in South Asia, relishes the fact that in 2023, GOTS was able to strengthen its relationships with government bodies in India. This progress was achieved through active participation in government-endorsed events, strategic partnerships with relevant bodies and the successful Organic Cotton and Textile Conference, co-hosted by GOTS (see feature in this report). Kasekar also assisted various brands – among them H&M, C&A, Celio and Carrefour – in their GOTS-related endeavours.

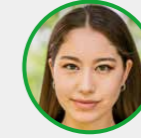
Ganesh showed considerable presence at industry events, speaking on occasions such as GIZ-ISCMA in Mumbai, the 14th AgriCorp conference organised by the Bombay Chamber of Commerce and Industry and the International Convention on Sustainable Trade and Standards by the Quality Council of India. He consulted several institutions of higher learning on GOTS and provided information to various reputable media outlets in his region.



### TURKEY

GOTS Regional Representative in Turkey Elif Yaraşık had an exciting and international year providing information on GOTS to enquirers seeking to do business, among others, in Turkey, Romania, Norway, France, Belgium and Australia. A highlight of her year was traveling to Uzbekistan, where she promoted GOTS at a workshop organised by GIZ and Calidena.

Elif liaised with numerous industry organisations and companies – often providing relief to businesses affected by the earthquakes in Turkey. She attended events such as the 4th CSR days by Egedeniz Textile in İzmir, the IIATAS International İzmir Textile and Apparel Symposium and the 16th Istanbul Apparel Conference. She also liaised with government bodies and provided input to media outlets both within and outside Turkey.



### JAPAN

GOTS Representative in Japan Fiona Matsumoto had an exciting year, given the considerable increase in certified entities in Japan and her organising the first in-person GOTS roundtable in her region since 2019. She cooperated with a number of important companies to support them in their GOTS-related inquiries.

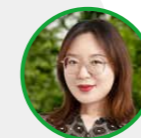
Fiona was very present at events and in the media in Japan – from speaking at Fashion World Tokyo and tending to GOTS' Japanese social media presence, to being a guest on talk shows. She gave lectures on GOTS to government bodies and institutions of higher education, in addition to regularly presenting information on GOTS during webinars.



### AFRICA

In 2023, GOTS Representative in Africa Muktar Dodo reaped some of what he had sowed virtually in 2022, in the form of productive in-person meetings, consultations and cooperations. He collaborated with organisations spanning South Africa, Senegal, Ethiopia and Morocco. Moreover, he gave presentations at various industry events such as Twyg Textile Talks in Cape Town, Intertext Tunisia and Morocco's Fashion and Home Textile Fair.

Muktar was busy liaising with government bodies to inform about and promote GOTS, such as with the Nigerian Ministry of Industry, Trade and Investment and the Egyptian Ministry of Trade and Industry. He connected with the younger generation by giving talks at institutions of higher education in Tunisia, Kenya and Nigeria and gave interviews to several industry publications.



### APAC

Felicia Shi, GOTS Representative in the APAC (Asia-Pacific) Region, is excited about the considerable increase in Certified Entities in both Vietnam and China in 2023. The companies she supported include CHANEL, Walmart, Adidas and ALDI. She also represented GOTS at a large number of international events, such as Intertextile Shanghai 2023, the Barcelona Textiles Expo and Saigon Fabrics.

Felicia was busy providing input regarding GOTS to media; delivered continuous advice and content for China's first-ever guidance book on organic cotton, compiled by Donghua University, China's leading university in textiles technology; and published an article on the EU Green Claims Directive.



Felicia Shi, GOTS Representative in APAC, at the China Import Expo for the first time.



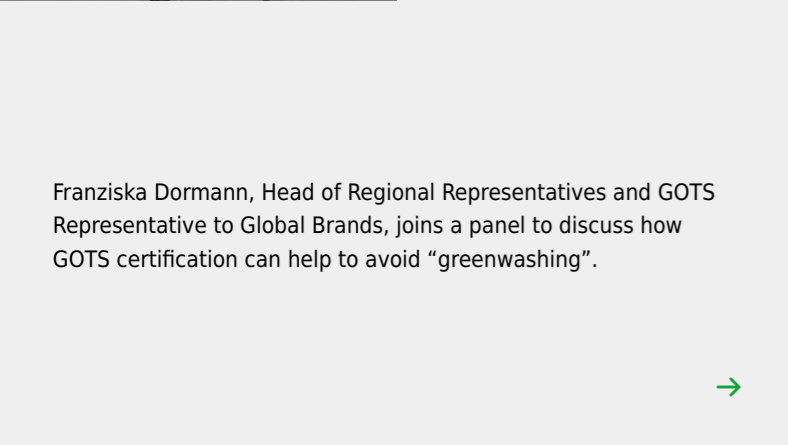
Juliane Ziegler, GOTS Representative in Germany/Austria/Switzerland, participates in a panel discussion at Munich Fabric Start.



Juliane Ziegler, GOTS Representative in Germany/Austria/Switzerland, hosts a booth at the three-day SEEK fashion trade fair in Berlin.



Lori Wyman, GOTS Representative in North America, connects with attendees of TexWorld in New York City in July 2023.



Franziska Dormann, Head of Regional Representatives and GOTS Representative to Global Brands, joins a panel to discuss how GOTS certification can help to avoid "greenwashing".



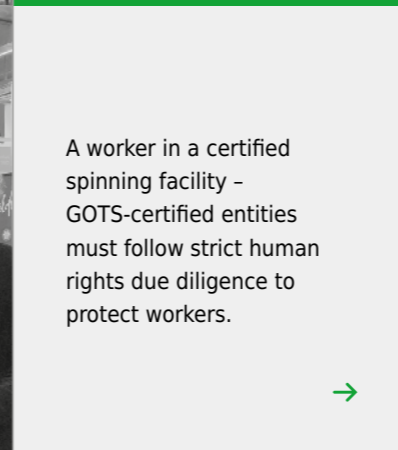
At Fashion World Tokyo, Fiona Matsumoto, GOTS Representative in Japan, speaks on a panel to discuss the changing values the new generation of consumers and how the textile and fashion industry needs to adapt to meet their evolving needs.



Christopher Stopes, GOTS Representative in the UK, visits a GOTS-certified processing facility in India.



Franziska Dormann, Head of Regional Representatives and GOTS Representative to Global Brands, speaks to attendees at the GOTS booth at HeimTextil, the biggest international trade fair for home and contract textiles, in Frankfurt.



A worker in a certified spinning facility – GOTS-certified entities must follow strict human rights due diligence to protect workers.



Ganesh Kasekar, GOTS Representative in South Asia, at AgriCorp in Mumbai.



GOTS staff during the Annual Meeting in Indore, India.



In 2023, we introduced the GOTS Fibre Box, giving tradeshow visitors the chance to feel organic natural fibres that can be used to produce GOTS Goods.



GOTS staff at the Premiere Vision Paris trade fair in February 2023.



GOTS, OCA and other attendees visit a farm in India as part of the Organic Cotton and Textiles Conference.



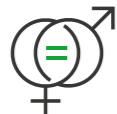
# ORGANISATION & FINANCIALS 2023

## ORGANISATION

Global Standard gGmbH, in charge of managing GOTS, is an independent non-profit organisation which maintains a flat structure and aims to minimise administrative costs.



**41**  
staff members



**57%**  
female staff



in  
**14**  
countries



speaking  
**18**  
languages

## FINANCIALS 2023

The GOTS programme is self-financed, predominantly from small fees by participating companies. In 2023, these amounted to around 4.1 million euros. All income generated is used to reach our objectives.

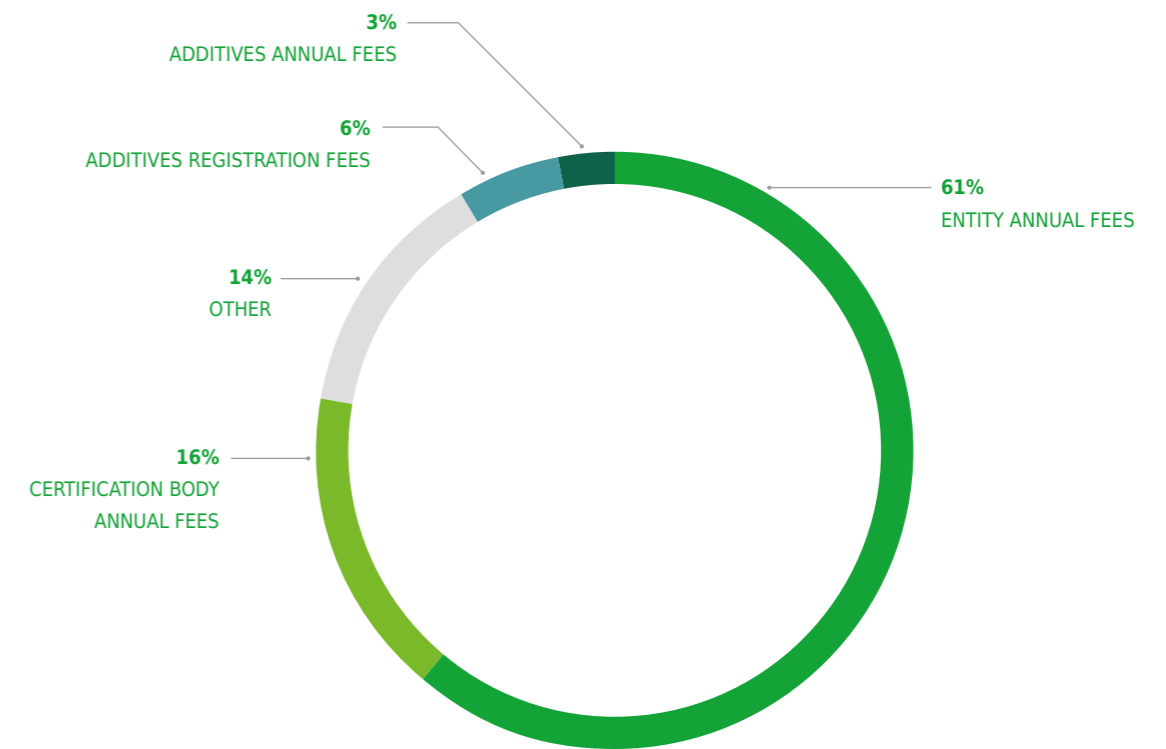
### INFLOW 2023

CERTIFICATION BODY ANNUAL FEES €40 per facility inspected/certified	680,080 €
ENTITY ANNUAL FEES € 150 per facility inspected for a certified entity	2,533,050 €
ADDITIVES REGISTRATION FEES € 25 per trade name of GOTS Additives	231,100 €
ADDITIVES ANNUAL FEES € 5 per registered GOTS Additive, subject to a minimum fee of € 150	123,965 €
OTHER Shopfinder & Consultant Fees, Interest earnings, GIZ Funding, Health Insurance refunds, etc.	560,610 €
<b>TOTAL INFLOW 2023</b>	<b>4,128,805 €</b>

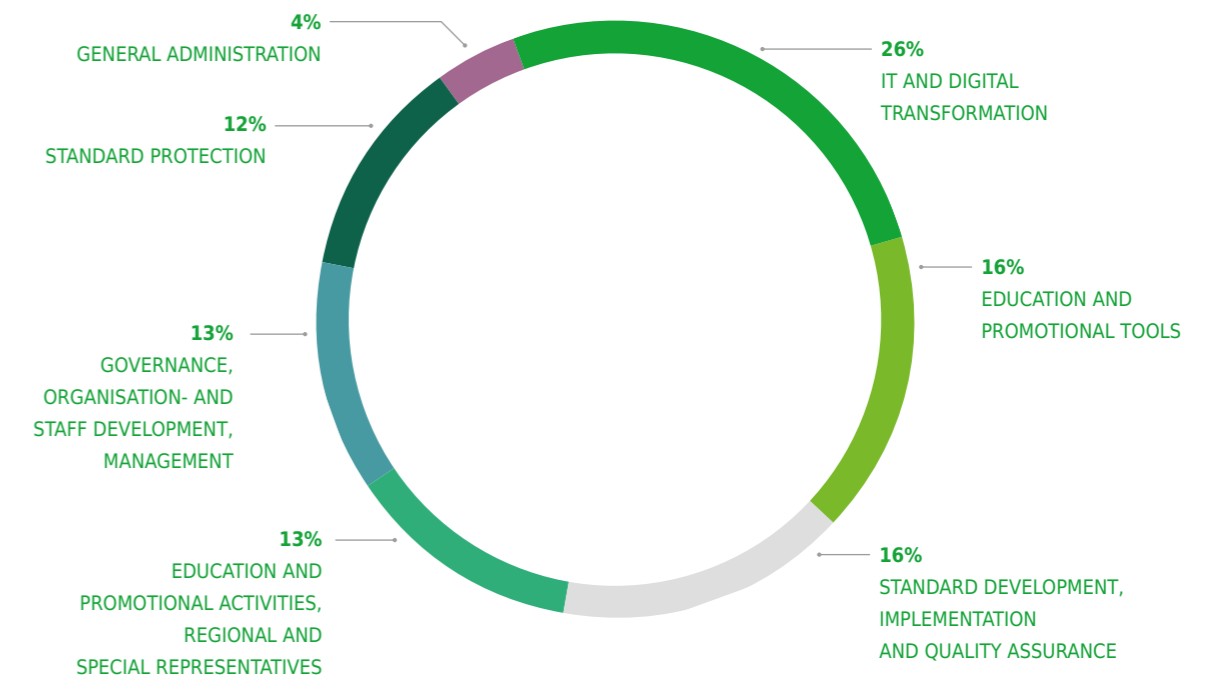
### USE OF FUNDS 2023

STANDARD DEVELOPMENT, IMPLEMENTATION AND QUALITY ASSURANCE	653,151 €
STANDARD PROTECTION	491,833 €
EDUCATION AND PROMOTIONAL TOOLS	682,922 €
EDUCATION AND PROMOTIONAL ACTIVITIES, REGIONAL AND SPECIAL REPRESENTATIVES	527,082 €
GENERAL ADMINISTRATION	182,078 €
IT AND DIGITAL TRANSFORMATION	1,088,874 €
GOVERNANCE, ORGANISATION- AND STAFF DEVELOPMENT AND MANAGEMENT	518,393 €
<b>TOTAL USE OF FUNDS 2023</b>	<b>4,144,333 €</b>

### Inflow 2023



### Use of Funds 2023



# CREATE YOUR POSITIVE IMPACT

CERTIFICATION TO GOTS HELPS TO ENSURE COMPLIANCE WITH EACH OF THE 17 UN SUSTAINABLE DEVELOPMENT GOALS



FIND OUT MORE



## HOW TO GET CERTIFIED

- 1 Inform yourself about GOTS**

Familiarise yourself with GOTS by having a look at our materials, our latest Standard version and our Q&A section, all of which are available on the GOTS website. This will provide an overview of the requirements that must be met for your certification.
- 2 Reach out to the GOTS Representative in your region**

If you seek initial consultation, you can reach out to one of our GOTS Regional Representatives, listed on the GOTS website. If you require more detailed assistance or guidance on complex issues, a GOTS Approved Consultant can help.
- 3 Choose a GOTS-approved Certification Body**

On the GOTS website, we provide a list of independent GOTS-Approved Certification Bodies, responsible for the on-site audit and certification to GOTS.
- 4 Contact your GOTS Certification Body**

Submit an application to the Certification Body of your choice. The application may require you to provide details about the facility or product, including its location, scope of operations and the goods it manufactures.
- 5 Prepare for the on-site audit**

The Certification Body will inform you about the implementation and schedule an audit. It is important to prepare all relevant documentation and records for review. In case of detection of non-compliances, those will be assessed and a timeline for correction will be given.
- 6 Receive your GOTS Scope Certificate**

Once you receive your GOTS Scope Certificate, you can leverage it to showcase your commitment to sustainable and ethical textile production. Your company will be found in the GOTS public database.



## IMPRINT

Global Standard gemeinnützige GmbH  
Rotebühlstr. 102  
70178 Stuttgart  
Germany

## Photography



Front cover: MUNGO Mills  
Front cover inside: Makemake Organics  
5: Händel & Diller  
8-9: SNOCKS  
12-13 Daphne Sophie Laut  
15: COFACO  
16-17: LangerChen  
19: Daphne Sophie Laut  
43: Makemake Organics  
Back cover inside: Lanius

## Layout and design

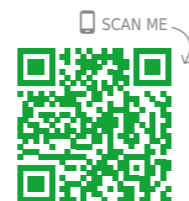
Anna Bernhardt

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ECOLOGY & SOCIAL RESPONSIBILITY

