



The Good Cashmere Standard® Claims Framework

VERSION 3 / AUGUST 2026

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The table provides an overview of the previous versions of the GCS Communication Guidelines. For product, corporate, and project communications, only the current document, “GCS Claims Framework, August 2026”, applies.

Effective Date

This document will take effect on 1 August 2026. The explanations and provisions in the GCS Communication Guidelines, version of 2024, will expire on 31 July 2026. As of 27 September 2026, this version of the GCS Communication Guidelines will be binding on all partners referred to in Chapter 2.2.

Disclaimer

This document is a voluntary guide that is not intended to replace the legal or regulatory requirements of any country.

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Translation Accuracy

The official language of this document is English. While the Aid by Trade Foundation also makes a German version of the document available, it accepts no liability for errors or misunderstandings arising from the translation.

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Version	Veröffentlichungsdatum	Anpassungen
GCS Claims Framework 2021	April 2021	
GCS Claims Framework 2024	June 2024	Revisions - Product statements - Logo Additions - Scope - Potential channels for communications - Logo guidelines - Disciplinary actions
GCS Claims Framework 2026	August 2026	Revisions - Product statements - Terminology Additions - Chapter on corporate communications

1 Introduction

1.1 The Good Cashmere Standard®

Through The Good Cashmere Standard® (GCS), the Aid by Trade Foundation has been setting the criteria for cashmere production since 2019. It has since become the biggest standard for cashmere fibres from Inner Mongolia produced under animal welfare, social, and environmental criteria, having been developed with the aims of conserving nature and improving both the welfare of cashmere goats and the living conditions of goat farmers. In addition, it creates transparency in the final product by ensuring that only products provably containing verified cashmere wool can bear the label of The Good Cashmere Standard®. The standard was put together with input from goat farmers as well as from industry experts and specialists in animal welfare. Learn more about GCS at www.thegoodcashmerestandard.org.

The Aid by Trade Foundation (AbTF) authorises ATAKORA Fördergesellschaft GmbH (ATAKORA) to market and administer licences for The Good Cashmere Standard® and to manage the integration of verified cashmere fibres into supply chains. Brands and retailers pay ATAKORA a licensing fee that allows them to implement GCS-verified cashmere into their supply chains and gives them the right to advertise using the GCS label. The proceeds are then transferred from ATAKORA to AbTF, which reinvests them to implement its standard. It is also dedicated to ensuring the transparency and traceability of cashmere produced under The Good Cashmere Standard®.



1.2 Purpose and Scope

The communication guidelines of The Good Cashmere Standard® (GCS) are intended for existing GCS partners and provide instructions on how to use the brand and its messages correctly.

This document establishes the principal rules that product, corporate and project communications regarding The Good Cashmere Standard® have to follow. These include the following:

- Establishing general rules for communication about the GCS standard;
- Providing direction for all internal and external communications about GCS, and providing support to ensure a consistent image of the GCS brand is presented to the public;
- Assisting GCS partners with explaining their involvement with GCS in a credible, accurate, informed, and comprehensible manner at the at the product, corporate and project levels;
- Helping GCS partners and third parties avoid erroneous or misleading communications that risk causing reputational damage;
- Explaining various GCS labels and the correct use of GCS logos;
- Providing a selection of suitable texts and specific statements to choose from when communicating about GCS. The texts are meant to serve as suggestions; GCS partners bear ultimate responsibility for how they use them.



These guidelines form part of all GCS licensing or partnership agreements and are therefore binding.

Participants or organisations that have not (yet) entered into a contractual relationship with ATAKORA are not entitled to mention GCS in communications at the corporate level.

ATAKORA retains the right to define appropriate and therefore authorised statements.

ATAKORA retains the right to update these guidelines or its communications rules at any time.

ATAKORA is obligated to inform its partners about such updates at the time of their publication.

1 In its Unfair Commercial Practices Directive, the EU defines a misleading statement as one that “deceives or is likely to deceive the average consumer, even if the information is factually correct”.

2. Overview

2.1 Communication Modules and Key Requirements

Depending on the type of contractual relationship between an organisation and ATAKORA Fördergesellschaft GmbH, different rules apply for communication about GCS. There are three different types of communication:

- Product communication, which includes rules for product labelling;
- Corporate communication, which relates to corporate-level communications;
- Project communication as part of a donation agreement with the Aid by Trade Foundation.

Product Communication

	Minimum amount of GCS cashmere in the final product ²	What this affects
	≥ 30 % < 30 % cannot be claimed	• GCS licensing partners • Partners of GCS licensing partners

If the final product has a material composition of less than 30 percent GCS cashmere, production is possible, but product communication is excluded. According to the Chain of Custody rules, the cashmere content of the product must contain only GCS cashmere (for detailed information, see chapter 3.1).

2 “Final product” refers to the fully manufactured product in its final form. “Material composition percentage” refers to the material composition of the entire product—and not to individual product components, parts, or accessories—unless explicitly stated otherwise.

Corporate Communication

Regardless of material composition, the following parties may communicate about their partnership with GCS at the corporate level:

- Companies with a licensing agreement
- Registered GCS members with a valid membership
- GCS-verified cashmere producers

Partners of GCS licensing partners who do not have their own licensing agreement with ATAKORA may NOT communicate about GCS at the corporate level.

Project Communication

The following parties may communicate about their partnership and project with GCS at the project level:

- Partners with a donation agreement with AbTF
- GCS-verified cashmere producers with a partnership agreement and grant agreement with AbTF

Your communication rights are non-transferable and apply exclusively to contractual partners. The guidelines in this document apply worldwide, for all communications and marketing activities regarding The Good Cashmere Standard® by AbTF.



2.2 Partner Categories and Definitions

Licensed Companies

This category includes retailers, suppliers, importers, and manufacturers who

- have a valid licensing agreement or supplier licensing agreement with ATAKORA and
- integrate GCS-verified cashmere into their supply chains.

Partners of GCS Licensing Partners

These include retailers and brands that

- buy or sell products from GCS licensing partners but do not have a direct licensing agreement with ATAKORA.

Registered GCS Members

This includes spinning mills, fabric producers, and other registered partners in the GCS supply chain who

- have no formal partnership agreement with ATAKORA but have a valid [GCS membership](#).

Partners With a Donation/Grant Agreement with AbTF

Partners who support a project initiated by the Aid by Trade Foundation sign a donation agreement with the Aid by Trade Foundation. For this purpose, the term “partners” includes GCS partners with a licensing agreement as well as NGOs and private individuals.

If GCS-verified partners want to implement a project together with the Aid by Trade Foundation, they must conclude a grant agreement with AbTF.

Cashmere Producers With a Cooperation Agreement

These include companies based in Inner Mongolia that

- have a cooperation agreement with the Aid by Trade Foundation and
- have a valid GCS certificate.



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3.1 Product Communication

Companies with a licensing agreement and partners of GCS licensing partners (see chapter 2.2) may communicate about GCS at the product level.

- Product-related communication includes all communication activities related to GCS in the product context, for example on the label or packaging of the product, at the POS (online or offline), in product placement, or in product advertising.
- Please note that GCS may only be advertised on the product if the **final product³ consists of at least 30 percent GCS cashmere**. If the final product has a material composition with a lower GCS content, e.g. 85 percent wool and 15 percent GCS cashmere, this product must not be advertised with a GCS logo. However, the item can still be manufactured.

For more information on production requirements, see chapter 3.1.1 as well as the [Chain of Custody](#) document.

- Product communication consists of three different elements:
 1. The correct product logo
 2. A statement recommended by the Aid by Trade Foundation; this includes the minimum amount of GCS cashmere in the final product
 3. The correct URL or QR code for end consumers to find additional information

3 “Final product” refers to the fully manufactured product in its final form. “Material composition percentage” refers to the material composition of the entire product—and not to individual product components, parts, or accessories—unless explicitly stated otherwise.



Prerequisites for Product Communication



The implementation (chain of custody) model of Segregation enables complete transparency throughout the textile value chain. This allows cashmere to be traced from the finished product back to the spinning mills and cashmere producers. The GCS cashmere may not be mixed with non-GCS verified cashmere at any stage of production. An exception is made for recycled cashmere, accessories, and trims⁴.

GCS yarns may consist of

- 1. GCS-verified cashmere only; or
- 2. a mixture of GCS-verified cashmere and recycled cashmere verified under the Recycled Claim Standard (RCS) or the Global Recycled Standard (GRS)⁵.

Mixing with fibres other than cashmere is also permitted.

The following specifications must be adhered to throughout the textile production process, from cashmere to yarn to fabric:

- Only GCS-verified cashmere, which must always be stored and processed separately, may be used, with the exception of the above-mentioned exceptions.
- The materials and products produced under this implementation model (yarns, fabrics, textiles) must always be stored and processed separately and be traceable to their origin through appropriate documentation.

In order to ensure that these requirements are met, all partners in the textile value chain must enter the appropriate information into the GCS tracking system. This allows precise statements to be made about the origin of the materials used, including the raw cashmere.

Final products may bear the **“The Good Cashmere Standard® by AbTF”** logo if the following conditions are met:

- The final product must have a GCS cashmere content of at least 30 percent. If the final product has a material composition with a lower GCS content, e.g. 85 percent wool and 15 percent GCS cashmere, this product must not be advertised with a GCS logo.
- The product must have been recorded via the GCS tracking system and be traceable to the GCS cashmere origin through a complete set of tracking data.

→ For more information on requirements and assurances, see the [Chain of Custody Guidelines](#)⁶.

4 The use of cashmere fibres not verified under GCS is permitted in accessories, trims, decorations, and other minor textile components, provided that these components together represent less than 10 percent of the total weight of the product. Such components may serve functional or decorative purposes but may not be part of the product’s main textile component.

5 This also includes their successor standards within the framework of the Textile Exchange Materials Matter Standards.

6 From autumn 2026 onwards, through the AbTF Transparency Standard.

Prerequisites for Product Communication

Logos for Labelling Products for The Good Cashmere Standard® by AbTF



→ If necessary, the [GCS Design Manual](#) can be consulted for more details on using the logo.

RECOMMENDED CLAIM FOR COMMUNICATING ABOUT PRODUCTS UNDER THE GOOD CASHMERE STANDARD® BY ABTF

→ Please keep in mind that these texts and statements are only meant to serve as examples. GCS partners are responsible for ensuring that specific statements comply with all relevant laws and regulations.

This product^{*(1)} consists of at least 30 percent^{*(2)} cashmere fibres that have been verified under The Good Cashmere Standard® by AbTF. This standard was developed with the aim of improving both the welfare of cashmere goats and the living conditions of goat herders and cashmere producers.

***Not including accessories/trims¹**

Alternatively, the following short form may be used:

This product^{*(1)} consists of at least 30 percent^{*(2)} cashmere fibres that have been verified under The Good Cashmere Standard® by AbTF.

***Not including accessories/trims¹**

- 1) Mandatory supplement
- 2) If desired, the exact percentage may be indicated instead.

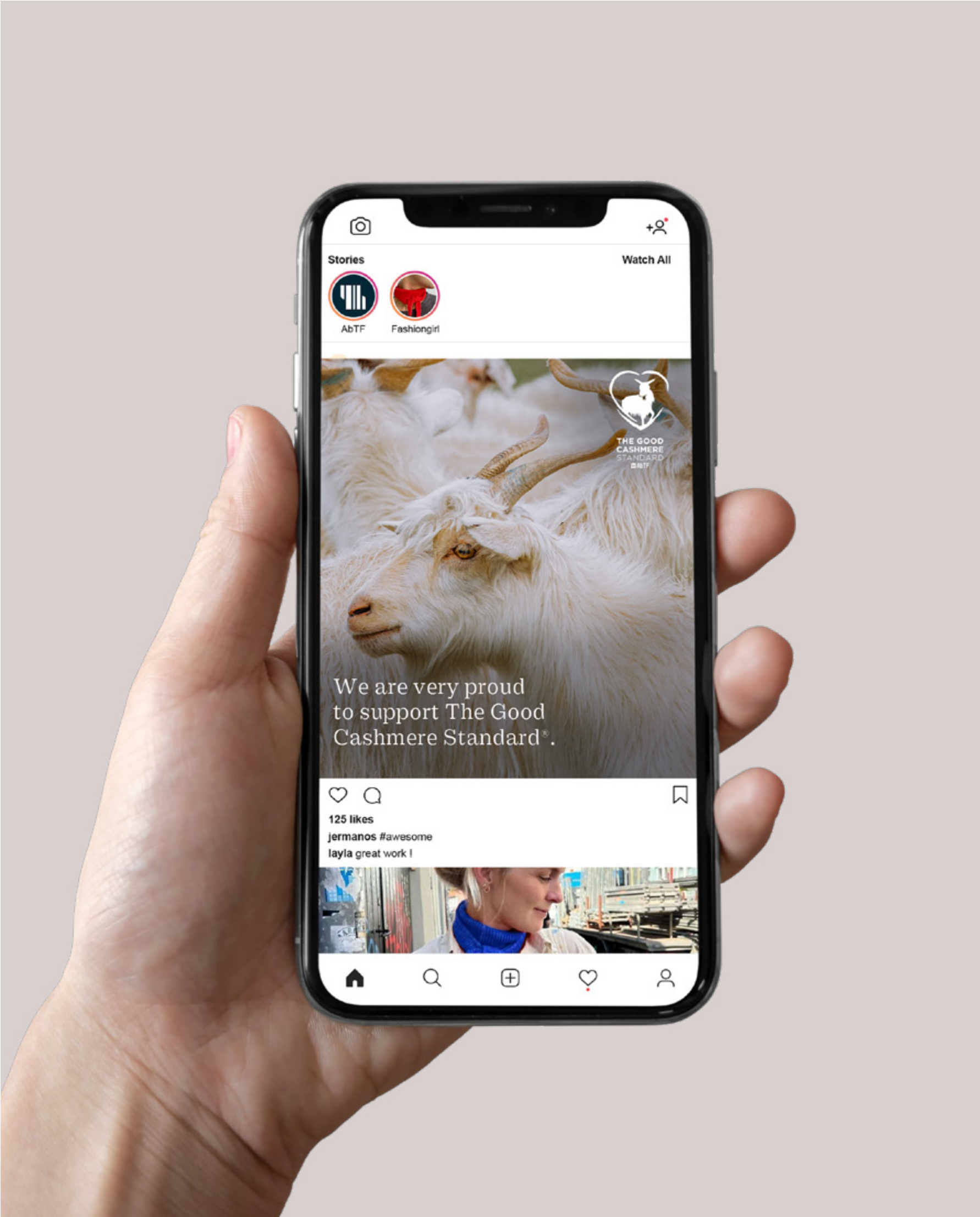
After each product statement, the following URL and explanation must be added:

www.thegoodcashmerestandard.org/our-standard

An initiative of the Aid by Trade Foundation

→ Alternatively, a QR code may be inserted instead of the URL.

3.2 Corporate Communication



THE FOLLOWING PARTIES MAY COMMUNICATE AT THE COMPANY LEVEL ABOUT THEIR PARTNERSHIP WITH THE GOOD CASHMERE STANDARD® BY ABTF:

- Companies with a licensing agreement
- Registered GCS members with a valid membership
- GCS-verified cashmere producers with a partnership agreement

Corporate communication includes all communications that relate to an organisation’s overall commitment, involvement, or partnership with The Good Cashmere Standard®, such as annual reports, websites, press releases, and social media or other media publications.

If you would like to communicate at the company level about your partnership with The Good Cashmere Standard®, we would be pleased to provide you with further information. The following channels are available for corporate communications:

- Reports
- Online presence (excluding webshops and e-commerce)
- PR measures
- Social media publications

To enable you to adapt your communication accordingly, we would be pleased to provide you with the following information:

- **Facts and figures** proving the cashmere fibres’ origin as well as transparency and traceability within the supply chain;
- **Information on goat welfare** at GCS-verified farms;
- **Images**, including various photos from the project regions, are at your disposal.

3.2 Corporate Communication

The following logos are available for corporate communication:



AUTHORISED STATEMENTS FOR COMMUNICATING ABOUT PARTNERSHIPS WITH THE GOOD CASHMERE STANDARD® AT THE COMPANY LEVEL

We support The Good Cashmere Standard® as a partner company [member/licensee/producer with a partnership agreement]. Learn more at www.thegoodcashmerestandard.org/join-us/.

By working with The Good Cashmere Standard®, we make a valuable contribution both to animal welfare and to better working conditions for goat herders and hired farm workers, taking into account environmental and social criteria. Learn more at www.thegoodcashmerestandard.org/join-us/.

Through our partnership with The Good Cashmere Standard®, we are supporting a more sustainable way of producing cashmere fibres and are working to improve animal welfare and gain better working conditions for goat herders and hired farm workers. Learn more at www.thegoodcashmerestandard.org/join-us/.

→ We kindly ask all partners to send us your corporate communication drafts for review. Please contact marketing@abt-foundation.org with any questions.

3.3 Project Communication



The following logos are available for project communication:



Partners who have a donation agreement with the Aid by Trade Foundation and are financing a project jointly with GCS can publicise these efforts. Project communication addresses support for the programme or project and is regulated through contractual agreements with the Aid by Trade Foundation.

How can I co-finance a project?

If you are interested in supporting a project, please contact our team via info@abt-foundation.org for more information about current support programmes.

→ We can provide you with **images** for publication.

4 Requirements & Prohibitions

4.1 Terminology

Authorised Communications	Prohibited Communications
✓ Cashmere	✗ Sustainable cashmere
✓ Cashmere fibres	✗ Farmers
✓ Cashmere wool	✗ Certification, certified
✓ Goat or animal farmers	✗ GCS project
✓ Goat herders	✗ Our [cashmere] goats
✓ Verification, verified	✗ Our herders / Our goat farmers
	✗ Connections to specific product features, e.g., “The Good Cashmere Standard® by AbTF is especially skin-friendly”
	✗ Claims about the quality of the fibres, e.g., with regard to the type of raw cashmere, yarn, or finished product

4.2 Use of the Logo

- ✓ GCS logos can be only used in the specified formats and colours, as applicable.
- ✓ GCS product communications must always include a logo along with a URL or QR code for www.thegoodcashmerestandard.org/our-standard as well as a short, authorised explanation about GCS.

- ✗ GCS logos may not be narrower than 15 millimetres in width.
- ✗ GCS logos may not be placed on a busy or excessively colourful background.
- ✗ GCS logos must be clearly legible and sufficiently contrasted (using variations if necessary).
- ✗ GCS logos may not be smaller than any adjacent labels or logos.
- ✗ When displayed in a series alongside other labels or logos, GCS logos may not be trimmed.

GCS logos can be used in the specified colours, as applicable:

Cashmere Beige

HEX:	#E1C79F
RGB:	225 199 159
CMYK:	10 20 40 5
Pantone:	467 C

Cloud White

HEX:	#FFFFFF
RGB:	255 255 255
CMYK:	0 0 0 0
Pantone:	PANTONE White C

Dust Gray

HEX:	#97999B
RGB:	151 153 155
CMYK:	20 14 12 40
Pantone:	Cool Gray 7 C

Soil Black

HEX:	#3A3938
RGB:	58 57 56
CMYK:	0 0 0 100
Pantone:	Black 7 C

→ For more information on the correct use of the logos, please refer to the [GCS Design Manual](#).

4.3 Translations

Authorised statements/texts for communication are available in German and English. The name of The Good Cashmere Standard® may not be translated.

4.4 Use of the Registered Trademark

Please note that the ® symbol may only be used in countries which are listed as a licensed territory in the Licensing Agreement (section 2, “Licensee’s Rights of Use”) and in which the trademark is registered.

4.5 Measures and Sanctions for Infringements

In the event of a breach of the requirements set out in this document, an escalating series of measures will be taken.

Unless otherwise specified, the following will apply:

- The improper use must be stopped immediately,
- The content must be removed or corrected within 30 days of this being requested,
- Failure to do so may result in further action being taken by ATAKORA; this includes a public declaration of abuse as well as the suspension or withdrawal of marketing rights or of the right to use the trademark on products and in advertising

Measures within the meaning of this section include, for instance, the following:

- Corrective actions. Remove, adapt, or correct illegal content or markings.
- Temporary restrictions. Temporary suspension of any or all rights to use the GCS logo, name, or claims.
- Withdrawal of communication rights. Long-term or complete withdrawal of permission to use GCS elements.
- Escalating measures. Further organisational measures such as suspension or exclusion from GCS network.

The application of the measures depends on the type, severity, and frequency of the respective violation in individual cases.

Use Without a Valid Licensing Agreement or Registration

- Violations occur, for instance, when the GCS logo, name, or claims are used without appropriate authorisation.
- Use in corporate communications is reserved exclusively for partners with their own, valid licensing agreement.
- In product communications, use is only permitted if a valid licensing agreement exists or GCS products are purchased through a licensed GCS partner.
- In this case, the use of the affected claims and markings must be discontinued immediately.

Non-compliant Production or Incorrect Labelling

Infringement occurs when products are not produced in accordance with the applicable [GCS guidelines](#) but are nonetheless marked with the corresponding GCS claims or logos.

In this case, the use of the affected claims and markings must be discontinued, and they must be corrected immediately.

Unauthorized or Incorrect Use of Logos and Claims

A violation occurs when GCS logo, claim, or trademark elements are used in an unauthorised or non-compliant form. Examples include the following:

- Use of the product logo despite falling below the minimum percentage of GCS cashmere in the final product as defined in Table 2.1,
- Use of non-approved logo variants (e.g., incorrect colours, changed proportions, or divergent design),
- Use of outdated or unauthorised logo versions,
- Deviation from the defined design guidelines (e.g., protective space, minimum size, placement),
- Use of unauthorised claims (statements).

Missing or Insufficient Tracking

In particular, a violations occurs if the GCS logo, name or claims are used for products whose GCS-relevant supplies have not been tracked, or have been tracked only incompletely or incorrectly.

→ Thank you for choosing to collaborate with The Good Cashmere Standard®. We are delighted to have you communicate with and about us, whether at the product, corporate, or project level.

Founded in 2005 by the entrepreneur Prof. Dr Michael Otto, the Aid by Trade Foundation (AbTF) is now an internationally renowned non-profit organisation that works throughout the world to promote sustainable raw materials. Its activities make a decisive and measurable contribution to improving the living conditions of people and animals while protecting the environment. AbTF takes a practical approach by creating and maintaining a variety of standards to verify raw materials: Cotton made in Africa® (CmiA), Cotton made in Africa Organic (CmiA Organic), the Regenerative Cotton Standard® (RCS), and The Good Cashmere Standard® (GCS). As climate change and market changes cause the challenges facing herders, textile companies, and small-scale farmers to grow, the standards have a major role to play in ensuring their resilience and future viability. AbTF collaborates closely with industry experts and with specialists in animal and nature protection.

Aid by Trade Foundation: One Platform, Four Strategic Levers

Verified raw materials	Transparent supply chains
Practical onboarding	Plug & play brand storytelling

Built to cover your entire sustainability workflow, from sourcing to storytelling.



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