



GLOBAL ORGANIC TEXTILE STANDARD
ECOLOGY & SOCIAL RESPONSIBILITY



ANNUAL REPORT 2024



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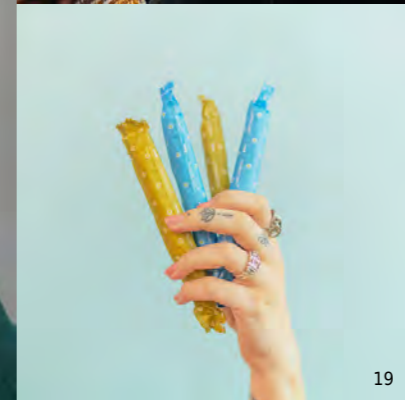
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PREFACE

Dear Reader,

Evolving regulations in global value chains, particularly in Europe, have heightened the importance of voluntary sustainability standards for both compliance and accountability. Over the years, GOTS has established itself as a trusted benchmark for organic textiles, demonstrating the power of a robust and credible standard to drive positive change.

Building on this foundation, and recognizing the increasing need for comprehensive sustainability frameworks, Global Standard’s governing councils have revised the organisation’s Vision and Mission to expand beyond a single standard. This strategic shift marks a significant evolution – from GOTS as a standalone standard to a broader voluntary sustainability standard approach with multiple standards – empowering players in global value chains to further strengthen their impact and enhance their contribution to the UN’s Sustainable Development Goals.

In February 2024, the Global Standard Advisory Council approved the development of the first additional standard to GOTS. Following ISEAL principles, the new standard is being released for public comment in 2025 with final release to follow.

GOTS successfully completed an alignment assessment by the Organisation for Economic Co-operation and Development (OECD) in 2024, with the formal report expected in Spring 2025. The release of two industry-first handbooks on implementing due diligence principles has further strengthened Global Standard’s reputation as a thought leader. These handbooks – one for Certified Entities and one for Certification Bodies – are valuable resources for anyone seeking to integrate these principles into their businesses.

GOTS will go through its regular revision cycle in 2025, preparation for which began in 2024 by setting up a Standard Revision Committee with 25 stakeholder representatives. We welcome stakeholders’ engagement in the process through public comment periods during 2025, which we will announce each time.

We encountered irregularities with a Certification Body regarding Transaction Certificates, resulting in its suspension. After a thorough reassessment of its operating system by the Accreditation Body, as required, the situation stabilised with ongoing continuous monitoring. While challenging for all of those involved, this situation proved that our system effectively addresses issues and upholds credibility.

More and more, we extend our tools to support our rules: Global Trace-Base went live in its first phase in the third quarter of 2024. This system, when implemented fully in 2025, will go a long way in ensuring the integrity and traceability of certified materials, impact monitoring and evaluation and serve as a growing platform for sustainable development in the textile sector.

Education and collaboration remain central to our efforts. Through initiatives like our #BehindTheSeams campaign, new trainings and regional round tables, we continue to raise awareness, maximise shared knowledge and connect stakeholders across the value chain – from farmers to fibre processors to textile manufacturers to consumers.

Read on to learn more about Global Standard’s highlights in 2024.

None of this progress would be possible without the ongoing cooperation of all who share our vision to enhance people’s lives and the environment. Your dedication and collaboration continue to inspire and encourage us. We thank you all for being part of this journey.



Claudia

Claudia Kersten
Managing Director



Rahul

Rahul Bhajekar
Managing Director

HIGHLIGHTS 2024



15.441

GOTS facilities

15.441 certified facilities were reported in total, an increase of 5,2% compared to 2023 (14.676 facilities). (as of 13 Jan 2025)

87

Countries

Certified Entities are located in 87 countries.

26

GOTS Certification Bodies

26 approved Certification Bodies are active globally.

GOTS CAMPAIGN

The #BehindTheSeams educational campaign reached over 70 million unique individuals and generated over 151 million impressions.

70 M

unique individuals reached

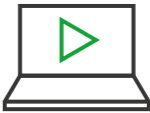
>151 M

impressions



NEW HANDBOOK

The Due Diligence Handbook for Auditors version 1.0 was launched on 19 November 2024.



ONLINE TRAININGS

Two new online trainings on due diligence were provided to Certified Entities.



NEW STANDARD

Global Standard announced initial work on developing a new standard to include additional sustainable fibres.



AI ORGANIC COTTON PROJECT

The Satellite Cotton Monitoring Project successfully differentiated organic vs. conventional field types in India using AI and satellite imagery.

OUR VISION IS A WORLD WHERE ALL TEXTILES ARE PRODUCED IN ACCORDANCE WITH THE PRINCIPLES OF HEALTH, ECOLOGY, FAIRNESS AND CARE TO ENHANCE PEOPLE'S LIVES AND THE ENVIRONMENT. ORGANIC TEXTILES ARE AN INTEGRAL PART OF THIS HOLISTIC APPROACH.



DEVELOPMENT, IMPLEMENTATION AND QUALITY ASSURANCE

STANDARD UPDATES

GOTS Version 7.0, fully implemented 1 March 2024, is a significant leap forward in our ongoing pledge to bolster the integrity and sustainability of the organic textile sector. Concerted efforts were initiated immediately following its publication to transition to the new version and carried on throughout 2024, including releasing an updated Manual for the Implementation of GOTS. By encouraging early adoption among the independent Certification Bodies (CBs) and Certified Entities (CEs), Global Standard facilitated a seamless transition that ensures all audits and assessments adhere strictly to GOTS Version 7.0 criteria.

To enhance traceability and usability across the certified value chain, Global Standard also revised GOTS classification documents that include reference codes utilised by the Global Trace Base (see page 26). These codes encompass data points such as product categories, raw material types and geographical information. The updated classification database has been harmonised with industry norms to enhance usability and streamline access for stakeholders across the certified value chain.

DUE DILIGENCE HANDBOOK FOR AUDITORS

Global Standard continuously works towards making the GOTS guidance on due diligence more understandable to various stakeholders. After extensive research, consultation and collaborative effort, we proudly launched on 19 November 2024 the comprehensive 75-page Due Diligence Handbook for Auditors Version 1.0.

The Handbook for Auditors:

- Equips auditors with the knowledge and tools necessary to effectively conduct audits on GOTS 7.0 due diligence, human rights and social criteria.
- Enables GOTS-approved Certification Bodies to conduct high-quality audits that ensure effective verification of compliance with the GOTS 7.0 criteria.
- Offers guidance and recommendations to Certification Bodies for designing and implementing due diligence, human rights and social audit plans.
- Supplements Certification Bodies' existing audit procedures for more understanding, but should not be considered the sole resource in the process, reflecting GOTS' trust in its Certification Bodies.

In addition, Global Standard launched in 2024 two online training modules covering the basics of the due diligence process and the development of the Policy on Responsible Business Conduct. The training modules are available through Global Standard's own Learning Management System. Global Standard intends to develop further training modules.

including the Revision of the Textile Labelling Regulation (EU) 1007/2011, the Proposal of the EU Commission regarding a Green Claims Directive and the Delegated Acts to be adopted under the Ecodesign for Sustainable Products Regulation (EU) 2024/1781 – and participated in workshops and consultations organised by the European Union. We also continued collaborating closely with IFOAM Organics Europe.

QUALITY ASSURANCE

In July 2024, Global Standard suspended the GOTS-approved Certification Body Intertek for noticed lapses in their operations. Under the terms of the suspension, they were prohibited from acquiring new clients, issuing Transaction Certificates and enhancing scope of current clients. It was found necessary for Intertek to reset their operations after a thorough review supervised by their Accreditation Body. Intertek completed the necessary actions and, following approval by their Accreditation Body, the suspension was lifted in November 2024.

GOTS VERSION 8.0

Global Standard started working on the upcoming revision of GOTS. Version 8.0 will include provisions on the circular economy, mitigation of climate change-related issues that affect the well-being of workers and further improvements to the due diligence criteria.

A public call in late 2024 for becoming a member of the GOTS Standard Revision Committee 2025 resulted in the evaluation of more than 50 applications to form the new committee comprising 25 members. In line with the three-year revision cycle, the updated version of GOTS is expected to be released in March 2026.

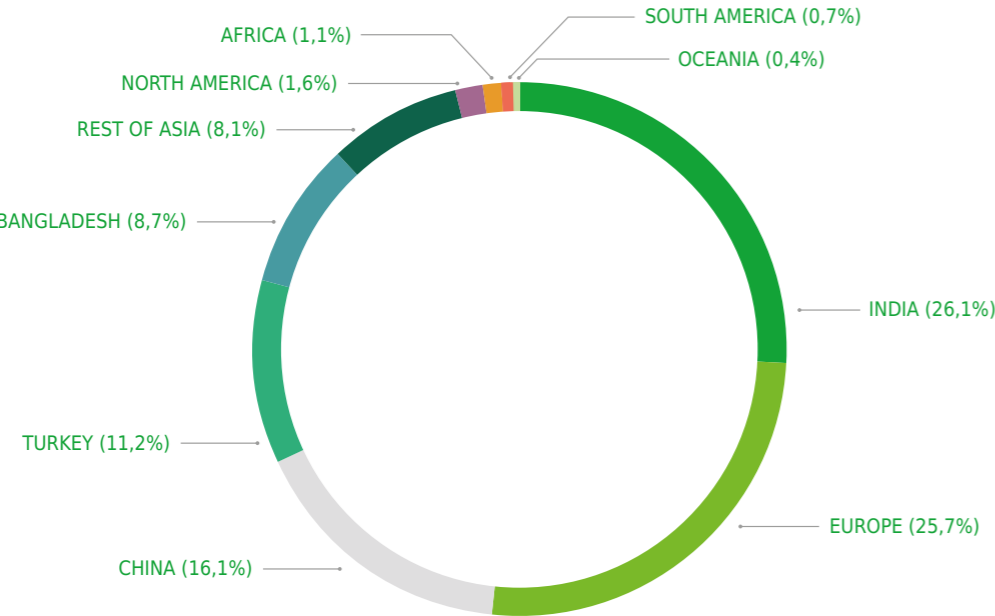
COMPLIANCE, REGULATIONS AND LOBBYING

Global Standard stayed informed of rapidly changing legislation and regulations around the world, expanding our team to include a new regulations specialist. We analysed new legislation in detail to ensure that Global Standard provides the best possible support to Certified Entities in terms of compliance with existing and future laws. Global Standard supported work on key policy initiatives in Europe –

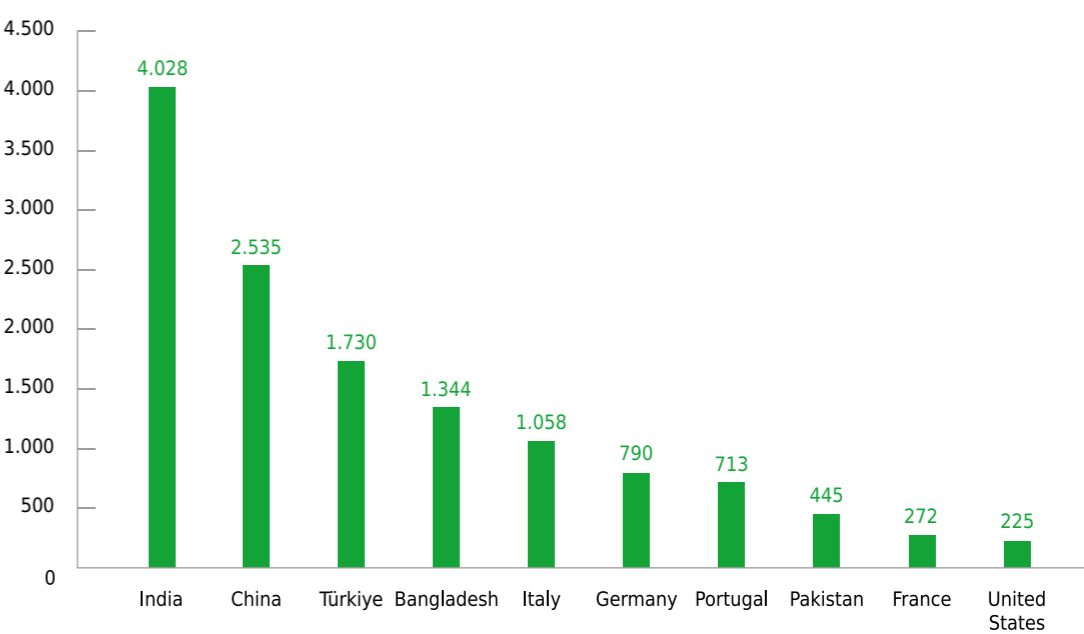
LOOKING AHEAD: NEW STANDARD COMING

Work on an additional standard is ongoing, as per ISEAL requirements. It is expected that the standard will be released for public consultation in 2025.

Distribution of GOTS Certified Entities in 2024



10 Countries with the Most GOTS-certified Facilities



OUR MISSION IS TO ENSURE
THE HIGHEST LEVEL OF SOCIAL
AND ENVIRONMENTAL IMPACT IN
TEXTILE VALUE CHAINS
THROUGH VOLUNTARY
SUSTAINABILITY STANDARDS
AND RELATED ACTIVITIES.

RESOURCES

New Resources

- GOTS Due Diligence Handbook for Auditors (Version 1.0)
- GOTS Geographic Classification (Version 1.1)
- Materials, Processes & Products Classification (Version 1.1)
- GOTS advisory on AOX extraction signed
- Derogation Revised Limit of Octamethylcyclotetrasiloxane (D4)
- Allowed GOTS Fibres (flyer)
- The GOTS System (flyer)
- Social and Environmental Criteria (flyer)
- Chemical Management (flyer)

Updated Resources

- Manual for the Implementation of GOTS (Version 7.2)
- Change Log Manual for the Implementation of GOTS (Version 7.2)

DOWNLOAD NOW



SCAN ME

VERIFICATION

Compliance with GOTS is assured through a rigorous verification process carried out by independent, third-party, approved Certification Bodies (CBs). Their stringent 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 annual audits as well as some unannounced inspections to verify continued compliance.

APPROVED CERTIFICATION BODIES

Apart from requiring ISO 17065 accreditation as a primary qualification, Global Standard uses its own system for approving new CBs, as well as for continuous monitoring of the approved ones. There currently are 26 GOTS-approved CBs, 10 of which offer chemical input approval in their scopes of activity.

We work closely with CBs to ensure clear and comprehensive communication on accreditation-related matters. Global Standard has a Certifier Council that meets annually in person, and every CB has one nominee on this Council. The CBs also have representation on the GOTS Standard Revision Committee as an important stakeholder in the process. This collaboration helps ensure that certification remains robust and effective. In addition, CBs are under the supervision of independent Accreditation Bodies, who conduct annual assessments and surveillance of the respective CBs, consistent with ISO 17065 and GOTS requirements.

COOPERATION WITH CBS

Global Standard engaged with CBs in quarterly calls covering matters of mutual interest as well as implementation of requirements. We accompanied CBs at a number of on-site audits as observers, in addition to randomly verifying a number of documents throughout the year. Global Standard also reviewed all certification applications from gins and offered a preliminary evaluation based on available historical data and understanding. Further, we monitor information that is placed in the Farm-Gin Registry (see page 26), a unified platform for registering and tracking sustainable fibre production globally to help curtail fraud.

Global Standard continuously monitors CBs and employs checks and balances within its verification and accreditation system. For example, illustrating the rigour and solidity of the accreditation system, one approved CB was suspended in July 2024 by Global Standard because the CB failed to consistently comply with the applicable requirements of GOTS and the management of non-conformities. The CB was required to take corrective actions, confirm and verify these with their Accreditation Body and did so, after which Global Standard lifted the suspension in November 2024.

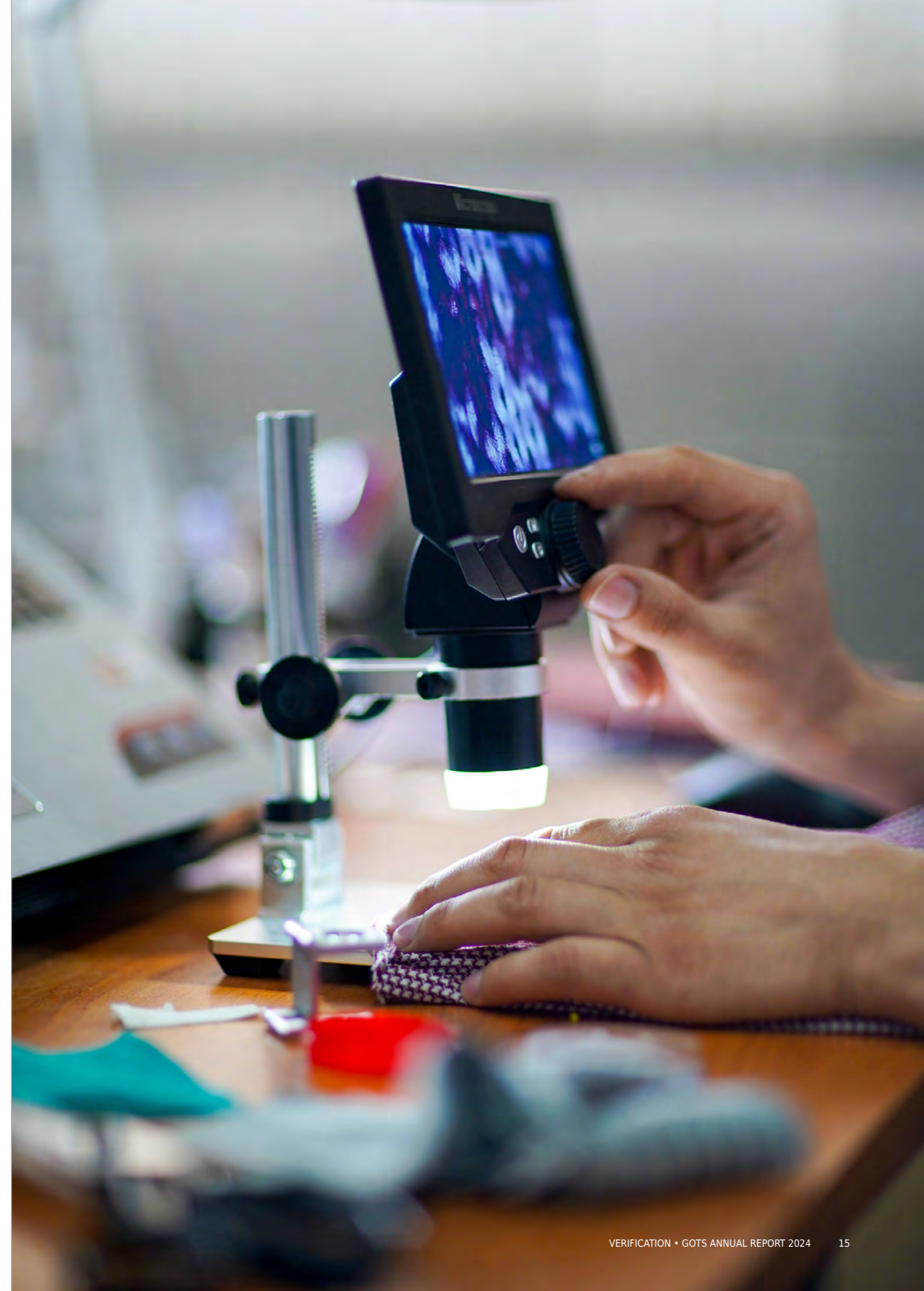
INVESTIGATIONS

Global Standard investigated more than 34 complaints related to operational matters, such as Transaction Certificate issuance, chemical input approvals, migration of entities and labelling – with some including alleged fraud. The investigations were conducted in cooperation with the concerned CBs. Some of these investigations unearthed evidence of fraud, which led to Global Standard placing a certification ban on 16 entities in 2024.

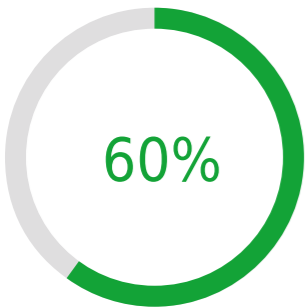
ADVANCING TRACEABILITY AND INTEGRITY

In 2024, there was broader work on the Global Standard centralised database, Global Trace Base, developed with the assistance of the German government, to ensure the traceability of organic material in the system as well as reduce fraud.

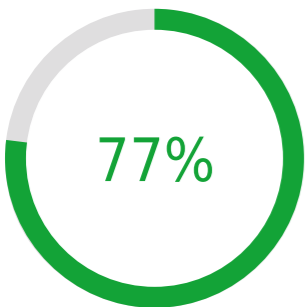
Read more about the Global Trace Base on page 26.



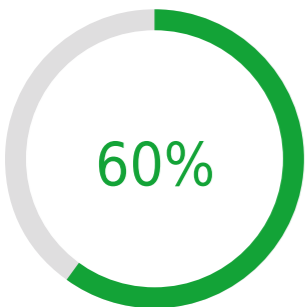
ANNUAL SURVEY



60% of survey respondents reported that GOTS certification provided them an increase in business opportunities in 2024.



Almost 77% of Certified Entities said that the coordination of the audit with the Certification Body was “Very Good” or “Excellent”.



In 2024, 60% of Certified Entities rated the timely issuance of Transaction Certificates as “Very Good” or “Excellent”. This is an improvement of 17% over 2023 (43%).



PROTECTION

To further protect the integrity of the Standard, Global Standard 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 the Use of GOTS Signs” document available on Global Standard’s website.

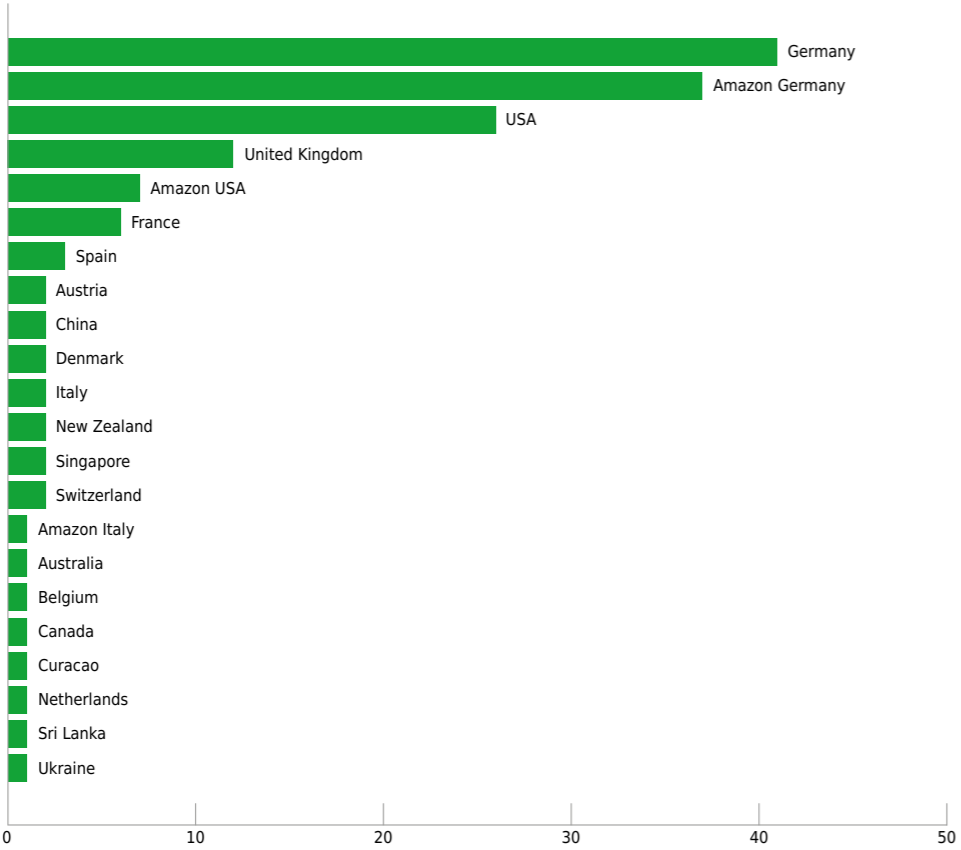
Our strict labelling requirements ensure that the GOTS label placed on a product serves as a guarantee to consumers that all production stages have been compliant with the Standard’s criteria - from the certified organic origin of the fibre to the finished item purchased at a store.

We monitor unauthorised, false or misleading uses of the GOTS registered trademark and other GOTS-related claims in advertisements and promotional materials. Global Standard

experts educate brands and retailers on the proper listing and labelling requirements and takes corrective and/or legal action when necessary.

In 2024, we received through the online complaints system 154 reports of possible violations of the use of GOTS Signs. Most of these complaints came from companies and individuals in Germany (26%), followed by Amazon Germany (24%) and the USA (16,8%), with most of the remainder spread across Europe and a 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



GIE RABALMA

“The DIAMA textile brand created by GOTS-certified GIE RABALMA was born 15 years ago from an encounter between a group of organic cotton producers and women hand spinners from the cotton-growing region of central Senegal and Martine Gueye, a Franco-Senegalese woman passionate about traditional handicrafts and the ecological and social ties that go with them.

Organic cotton cultivation in the region was supported by several development programmes and NGOs in the early 2000s, leading to conversion by producers convinced of the methods, accompanied by Senegal’s national ginning company SODEFITEX.

Gueye’s project consists of building an ecological craft cycle from the organic cotton ginned by SODEFITEX and involving an association of 150 hand spinners and the GIE RABALMA workshop, where spinning, weaving, dyeing and finishing take place. GIE RABALMA’s commitment to ethical and environmental quality and traceability has enabled it to obtain GOTS certification following audits of all its production processes.

The aim is to participate in the local transformation of raw materials for the creation of the DIAMA home textile collection.”



YATAŞ

“Yataş, incorporated in 1976, designs and manufactures bedding, furniture and home textiles. Known for its deep-rooted history in the mattress industry and innovative products, Yataş further maintains its strong position in the industry with high-quality and functional home textile products.

In 2024, Yataş took a significant step in sustainability and environmentally friendly products with the Sova Organic Cotton series. These organic cotton pillows and duvets highlight naturality in their simple and stylish designs, with the aim of providing a comfortable and healthy sleep experience for adults and babies. Not only does organic cotton bring the natural comfort of nature to the bedroom, but it also reflects the business’ understanding of sustainability.

Significantly, Yataş was certified to GOTS in 2024. The certification contributed to the widespread use of organic cotton and ensured our sustainable production in Türkiye, enabling us to reach higher standards in production processes and products. This certification is a huge step not only in terms of the environment, but also in social responsibility. We are reinforcing our commitment to quality and sustainability, while also continuing our efforts to increase the significance of the GOTS certificate in Türkiye.”



MARUSAN INDUSTRY

“Established in 1948, Marusan Industry has long been committed to cotton, specialising in the manufacturing of nonwoven materials for cosmetics as well as medical and hygiene applications.

In 2014, Marusan Industry obtained GOTS certification, reinforcing our dedication to ensuring traceability in our supply chain. By prioritizing direct engagement with cotton-producing regions and working closely with industry partners, we ensure fair and transparent procurement while upholding high sustainability standards.

We emphasise that cotton has been cultivated by human hands since ancient times, making it one of the most familiar fibres to humanity. Since our founding, we have walked alongside cotton, continuously exploring its new possibilities. The GOTS certification has strengthened our ability to deliver products that align with international sustainability and quality expectations.

Guided by the vision, ‘Living with cotton, exploring new markets for cotton, and developing cotton in the 21st century’, Marusan Industry continues to drive innovation in nonwoven cotton technologies and expand its presence across global markets. Moving forward, we remain dedicated to exploring the limitless potential of cotton and contributing to the world as a company that upholds sustainability and responsible production practices.”



LUCY & YAK

“Lucy & Yak is an independent, people-focused brand, dedicated to upholding a positive environmental and social impact. We showcase that a business can and should be done differently.

Since the brand was founded in 2017, Lucy & Yak’s co-founders have been aware of the part they play in responsible production, with their mission being to promote a way of sourcing, producing and doing business that positively impacts both people and the planet. Using sustainable fabrics, our products are made using organic, natural, recycled or deadstock fabrics and are all eligible for our buyback scheme, PreLoved, as part of our pledge to keep the clothing in circulation for longer.

From the denim in our trousers and jackets, to the dungarees we’re loved for, the majority of Lucy & Yak’s products are made from organic cotton and certified with the GOTS label.

There are many reasons why the brand chose to obtain the GOTS certification, including traceability. Knowing that the organic cotton in our products is certified throughout all processing stages means we can ensure a level of sustainable and ethical practices have been followed throughout. Certification of a product is more than just a label for us; it is a symbol of trust and transparency in the textile supply chain – something that is incredibly important for our customers and community.”



H&M

“Since H&M was founded in 1947, we have made what was once a luxury for the few accessible for the many. Now, with more sustainable fashion being a luxury for the few, we are on the journey to do the same thing again.

We are committed to making the magic and power of fashion accessible to all through our business idea: fashion and quality at the best price in a sustainable way.

Given that the biggest environmental impact takes place in the fabric manufacturing and raw material stages, choosing and investing in lower impact materials and their processing plays a crucial part in our strategy towards a more sustainable fashion future. Cotton is the material we use the most, and, since 2020, all our cotton is either organic, recycled or sustainably sourced. By working with globally recognized certifications such as GOTS, which ensures responsible processing at every step of the textile supply chain – from raw fiber to finished product – we aim to reduce the impact our products have on climate, nature and people, while we guide our customers in making more informed choices.”



JIECCO FASHION

“Fashion company Jiaxing Jiecco Fashion Co., Ltd. was established in 2009 in Jiaxing, Zhejiang, China, and is engaged in the development, design, production and sales of organic garments made with organic cotton, organic hemp and organic wool.

Starting with a GOTS-certified organic garment in 2014, Jiecco Fashion has adhered to the concept of environmental protection, energy conservation and sustainability and is committed to health and environmentally friendly causes. In addition to combining fashion to create leading organic fashion garments, we focus on social responsibility and protect the rights and interests of workers. All workers involved in production are in a good environment and enjoy fair wages and reasonable working conditions. We firmly believe that only by ensuring fairness and dignity in every step can we create truly valuable products.

We believe that fashion is not only an external choice, but also a persistence in inner beliefs. Producing GOTS-certified products is more than creating a garment, it is also supporting a sustainable lifestyle. Behind every GOTS-certified garment is care for the environment and a love for life.”

SATELLITE COTTON MONITORING PROJECT

In a pioneering move that could reshape sustainable agriculture, Global Standard and AI firm Marple unveiled in 2024 the results of their revolutionary Satellite Cotton Monitoring Project in India. Addressing critical challenges in the industry, this innovative project aims to increase organic cotton availability and secure fibre integrity, building on GOTS’ existing robust measures.

THE PROJECT

- Demonstrated a 97% accuracy rate in detecting cotton fields and over 80% accuracy in determining their organic status.
- Aims to increase organic cotton integrity and availability.
- Analysed 2.7 million square kilometres in India for organic cotton.
- Uses first-of-its-kind CoCuRA technology and is unmatched in data collection.

HOW IT WORKS

Co-financed by Global Standard and the European Space Agency’s Business Applications and Space Solutions (BASS) programme, the project leverages the Cotton Cultivation Remote Assessment (CoCuRA) software developed by Marple.

Marple field teams visited over 6,000 fields in India, across the states of Gujarat, Haryana, Madhya Pradesh and Maharashtra, optimising field detection by collecting data on

crops, soil types and cultivation status. This data was then used by Marple to refine the CoCuRA algorithm for cotton specifics in India. Once the algorithm was trained, it was applied to the entire agricultural area of India. Within seconds, CoCuRA detected all organic and conventional cotton fields with remarkable accuracy. A project of this magnitude is only possible with CoCuRA, with no other comparable project or data in existence.

ENHANCING ORGANIC COTTON AVAILABILITY AND SECURING INTEGRITY

The technology’s ability to pinpoint cotton fields where farmers use near-organic or uncertified organic methods can ensure a steady increase in certified organic cotton by facilitating the certification process for farms.

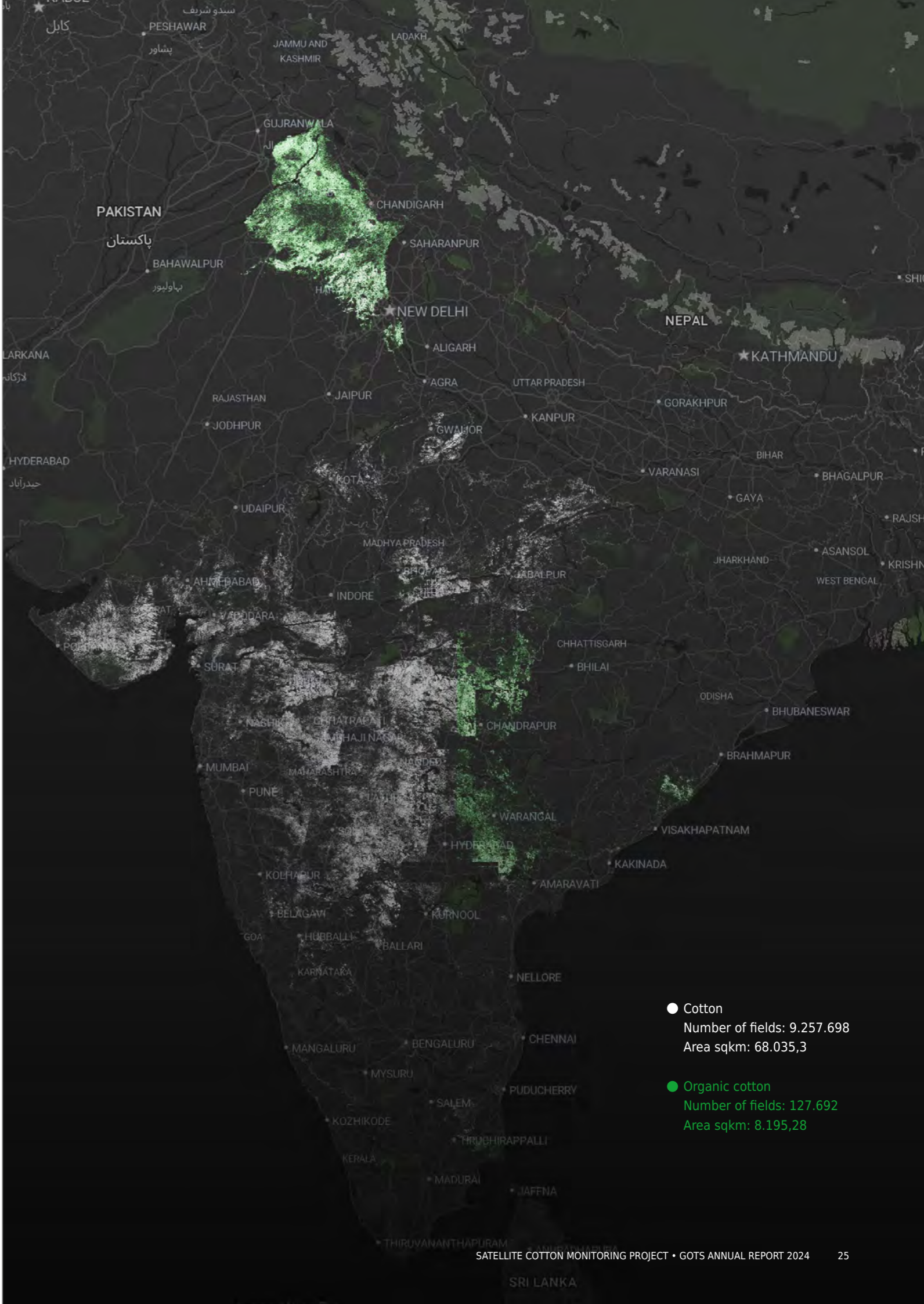
Building on GOTS’ robust integrity measures, the CoCuRA software integrates AI technology with satellite data to verify cultivation practices. The data collected also contributes to Global Standards’ Global Fibre Registry, consolidating comprehensive data on raw material production before it enters the GOTS value chain, further adding to fraud detection and prevention.

Following the successful pilot in India, the project is expected to expand globally. Global Standard is eager to see this technology extend to other regions and additional fibres, which could revolutionise how crops are monitored.



THE SATELLITE COTTON MONITORING PROJECT IS A GAME-CHANGER REGARDING TRANSPARENCY, INTEGRITY AND A NEW ERA OF ACCOUNTABILITY IN ORGANIC COTTON. THIS SUPPORTS THE FUTURE OF RESPONSIBLE SOURCING – DATA-DRIVEN, VERIFIABLE AND BUILT TO SCALE.

Claudia Kersten, Managing Director, Global Standard



TRACING THE ORIGINS

GLOBAL TRACE-BASE

Work continued in 2024 on the Global Trace-Base (GTB), a centralised data system designed to trace certified companies (Scope Certificates) as well as the materials (Transaction Certificates) throughout the entire value chain. It aims to make information readily accessible and reliable by bringing greater visibility to the country or region of origin of the certified raw fibre material as well as by enabling volume reconciliation (a reconciliation of purchases and sales) in every processing step. By implementing GTB, we are ensuring integrity within the textile value chain, and when an issue occurs, that it is far easier to spot and faster to remedy.

In 2025, we will focus on consolidating GTB's core proposition by delivering on its baseline commitments and ensuring that critical certification data is fully supported.

FARM-GIN REGISTRY

The Farm-Gin Registry (FGR) is an initiative that aims to create a unified platform for registering and tracking sustainable fibre production globally, from origin to first processor, starting with organic cotton. It collects and records organic raw cotton and ginning data, allowing GOTS to calculate input volumes for GOTS-certified gins. The data gathered also provides GOTS with valuable insights into the structures of farm groups in India and across many other regions. In 2024, we continued compiling and learning from feedback on FGR's global launch.

“

THE FARM-GIN REGISTRY HELPS TO CLOSE THE GAP BETWEEN FARM STANDARDS AND GOTS BY KEEPING TRACK OF THE ORIGINS OF ORGANIC COTTON. IT'S THRILLING TO REALLY SEEING THE AMAZING FARM PROJECTS THAT EXIST IN THE WORLD, AND IT IS ABSOLUTELY AMAZING THAT WE CAN NOW GET IN TOUCH WITH PROJECTS LIKE THIS THROUGH THE REGISTRY.

**Rahul Bhajekar, Managing Director,
Global Standard**



EDUCATION AND PROMOTION

Global Standard's marketing, public relations and education activities showed significant achievements in 2024.

GOTS' education and promotion efforts:

- Secured 32 in-depth coverage pieces and placed 8 interviews highlighting GOTS positively.
- Launched a blog in September and published 11 posts from Global Standard experts, brands and partners.
- Achieved 99% positive or neutral media coverage.
- Released two new due diligence trainings for Certified Entities (CEs).

Global Standard advanced its leadership in sustainable textiles through impactful marketing throughout the year. The #BehindTheSeams campaign, a key initiative in its second year, reached over 151 million impressions, engaging 70 million consumers and involving 265 certified brands. This success was bolstered by the campaign's educational giveaway and multilingual toolkit, which empowered participants to communicate effectively about sustainability (read more on pgs. 30–31).

Social media efforts enhanced Global Standard's visibility and educated both the public and the industry while leveraging engaging visuals and collaborations to amplify reach. The GOTS Blog, launched in September, emerged as a strategic tool for education, engagement and collaboration. It featured insights into sustainable practices, stories of CEs and content to inspire and connect with audiences.

Complementing our sustainability efforts, new multilingual marketing materials and resource-saving QR-enabled scancards enriched event experiences, reinforcing Global Standard's role as a pioneer in sustainable textiles and laying a robust foundation for continued growth in 2025.

In a further drive to use state-of-the-art resources responsibly while supporting its stakeholders, Global Standard used its online learning management system to design and release two trainings on due diligence to its CEs. The on-demand trainings include tests to ensure correct comprehension. While the Standard, Implementation Manual and Due Diligence Handbook for Certified Entities will always take precedence, the online trainings provide an opportunity to increase CEs' practical knowledge on due diligence in a pleasant, interactive way and help them reach a deeper understanding of the topic.

“

**IN 2024, OUR STRATEGIC
FOCUS ON EDUCATION,
ENGAGEMENT AND DIGITAL
INNOVATION STRENGTHENED
GLOBAL STANDARD'S
THOUGHT LEADERSHIP IN
RESPONSIBLE TEXTILES
AND SET THE STAGE FOR
CONTINUED IMPACT IN 2025
AND BEYOND.**

Claudia Kersten, Managing Director



AWARENESS CAMPAIGN FOR GOTS-CERTIFIED BRANDS

In September 2024, the #BehindTheSeams campaign reached new heights, showcasing the immense value of collaboration in the organic textile industry. In its second year, the initiative extended to an entire month, partly to accommodate the growing interest from brands and stakeholders.

Leveraging resources provided by Global Standard to amplify their messaging, 265 GOTS-certified brands and companies actively participated in the campaign. A comprehensive toolkit with ready-to-use marketing materials – ranging from social media posts to point-of-sale displays – empowered participants to showcase their commitment to sustainability effectively.

A major highlight of 2024’s campaign was the introduction of an educational giveaway to engage consumers in a fun and informative way. Participants were encouraged to visit the award-winning campaign website, behindtheseams.eco, available in nine languages, daily to answer GOTS-related questions, earning points for correct answers to increase their chances of winning. These activities deepened consumer understanding of GOTS goods while getting the chance to win a GOTS-certified organic mattress from Naturepedic (for participants in the U.S.) or a sustainable Parisian getaway, featuring train tickets, a two-night stay in a sustainable hotel, dinner at a sustainable restaurant and a private fitting for a GOTS-certified jacket from John Preston (for participants located in Europe).

The campaign strengthened Global Standard’s network by expanding our brand partnerships and fostering deeper connections within the industry. With participation demand exceeding capacity for the second consecutive year, Global Standard looks forward to continuing this impactful initiative and broadening its reach in 2025.



THE #BEHINDTHESEAMS CAMPAIGN EMBODIES OUR APPROACH TO HEDONISTIC SUSTAINABILITY – SHOWING CONSUMERS THAT MAKING RESPONSIBLE CHOICES DOESN’T MEAN SACRIFICING STYLE, QUALITY OR CONVENIENCE.

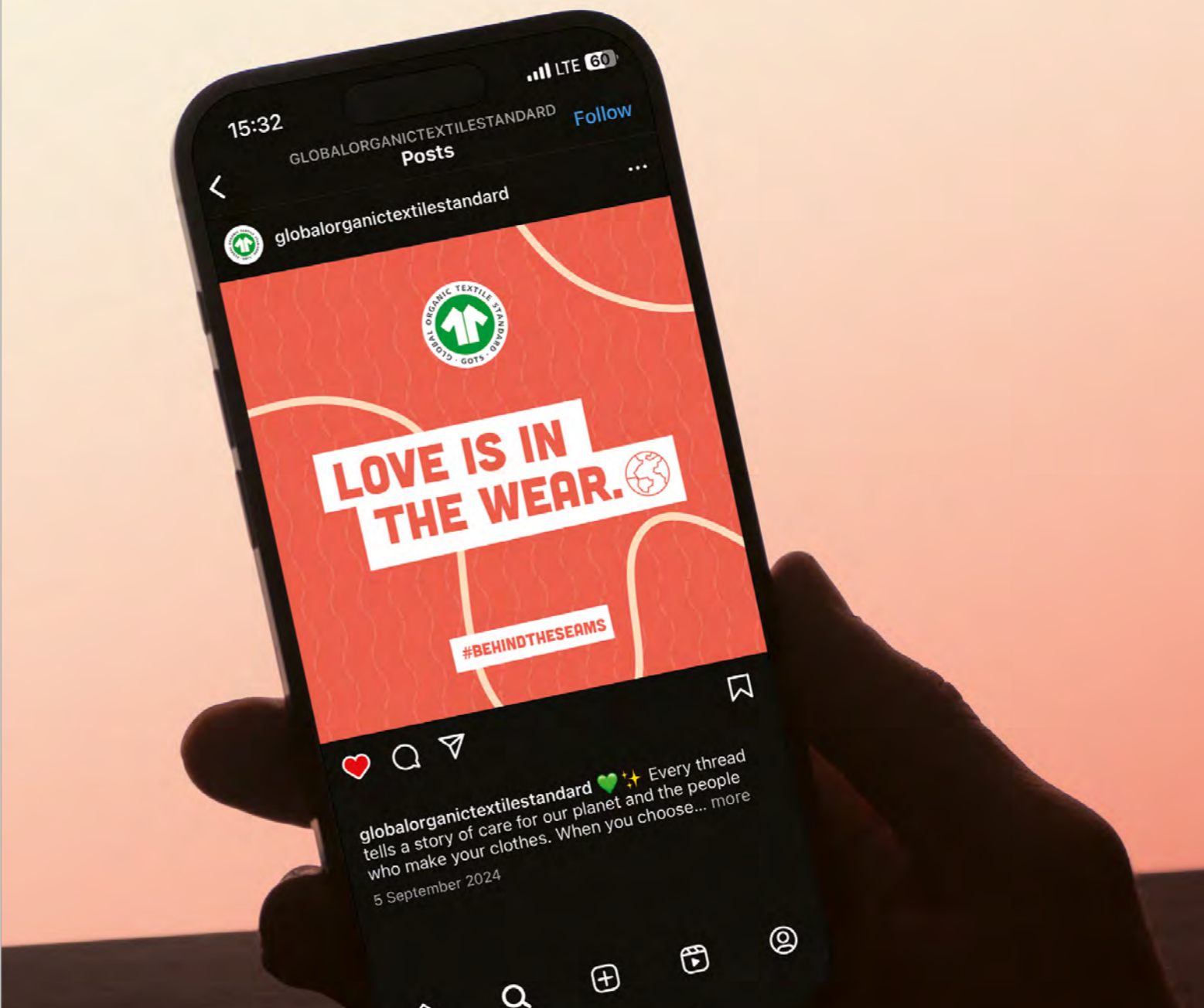
Holger Stripf, Head of Marketing



Find out more

2025 campaign dates: 1-30 September 2025

Interested in participating in the 2025 campaign?
Email engagement@global-standard.org



151+ million impressions

70+ million consumers reached

192.043 visitors to behindtheseams.eco

5.181 new social media followers

5.804 participants in the educational giveaway

GLOBAL STANDARD COLLABORATION FOR IMPACT

Global Standard engaged in capacity building across the sector in 2024, from agreements with governments, improving stakeholder dialogue and strategies to enter new markets. Two highlights saw Global Standard reach a historic agreement with China and host a highly successful brand roundtable in India. Through these engagements, Global Standard furthered its reach and secured its position as a thought leader, both listening to the industry and providing it with the tools to be more sustainable.

GLOBAL STANDARD FORGES A PATH IN CHINA

Global Standard Policy and Legal Advisor Herbert Ladwig and Global Representative in APAC Felicia Shi took part in the 2024 Textile ESG Innovation Conference in Keqiao, China, in December. Herbert delivered a keynote speech on how voluntary sustainability standards can help companies comply with environmental, social and governance (ESG) frameworks. Speaking to textile leaders and innovators from around the globe, he explained that GOTS is more than a certification standard – it is a comprehensive framework assisting companies in achieving sustainable development, enhancing supply chain transparency and adhering to international ESG guidelines.

The conference celebrated the renewal of the Strategic Cooperation Agreement between Global Standard and the China National Textile and Apparel Council (CNTAC) after 11 years. Herbert and Yan Yan, Vice President of CNTAC,

participated in a signing ceremony with Felicia as a witness. Herbert and Felicia met with Yan Yan and Kehua Hu, the Vice Director of the Office for Social Responsibility at CNTAC, to discuss past collaborations and recent projects, as well as to explore future opportunities.

During the trip, Herbert and Felicia visited one of Shaoxing's largest dyeing companies, GOTS-certified Jinxianghui Textile Printing & Dyeing Co., Ltd. There, they engaged with workers to understand their operational conditions and challenges and toured facilities.

GLOBAL STANDARD CONVENES GLOBAL BRANDS AND RETAILERS

In December, Global Standard organised a GOTS Global Brands and Retailers Workshop, the first of its kind that involved the exclusive participation of members of these groups. The event, which took place at Hotel Lemontree in New Delhi, brought together top names from the global market, including Auchan, Bestseller, Carrefour, Celio, Frugi, H&M, Ikea, Impulse, Indiska, Varner Group, United Colours of Benetton, Ola Otter and Groupe Eram.

The aim was to foster better collaboration and hear thoughts from global brands and retailers regarding various aspects of GOTS. Topics covered included the sourcing activity of retailers, suggestions for the betterment of GOTS, fraud prevention and other vital points. Given the overwhelmingly positive feedback received, Global Standard plans to host similar events in the future.

“

THROUGH STRATEGIC PARTNERSHIPS AND DIRECT ENGAGEMENT WITH INDUSTRY LEADERS, GLOBAL STANDARD CONTINUES TO SHAPE THE FUTURE OF SUSTAINABLE TEXTILES. OUR RENEWED AGREEMENT WITH CNTAC IN CHINA AND THE FIRST-EVER GOTS GLOBAL BRANDS AND RETAILERS WORKSHOP IN INDIA REFLECT OUR COMMITMENT TO STRENGTHENING COLLABORATION, FOSTERING DIALOGUE AND EQUIPPING THE INDUSTRY WITH THE TOOLS NEEDED FOR REAL, LASTING IMPACT.

Franziska Dormann, Head of Regional Representatives and Representative to Luxury Brands



GLOBAL STANDARD REPRESENTATIVES

Global Standard works tirelessly to promote GOTS, the organisation and its values across the globe, all while cooperating closely with stakeholders spanning the entire textile supply chain. Global Standard Regional Representatives are based in key textile regions around the world, including North America, Europe, Asia and Africa, and are employed for their expertise in a specific focus area, 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.

VISIBLE, INFORMATIVE AND ENGAGING

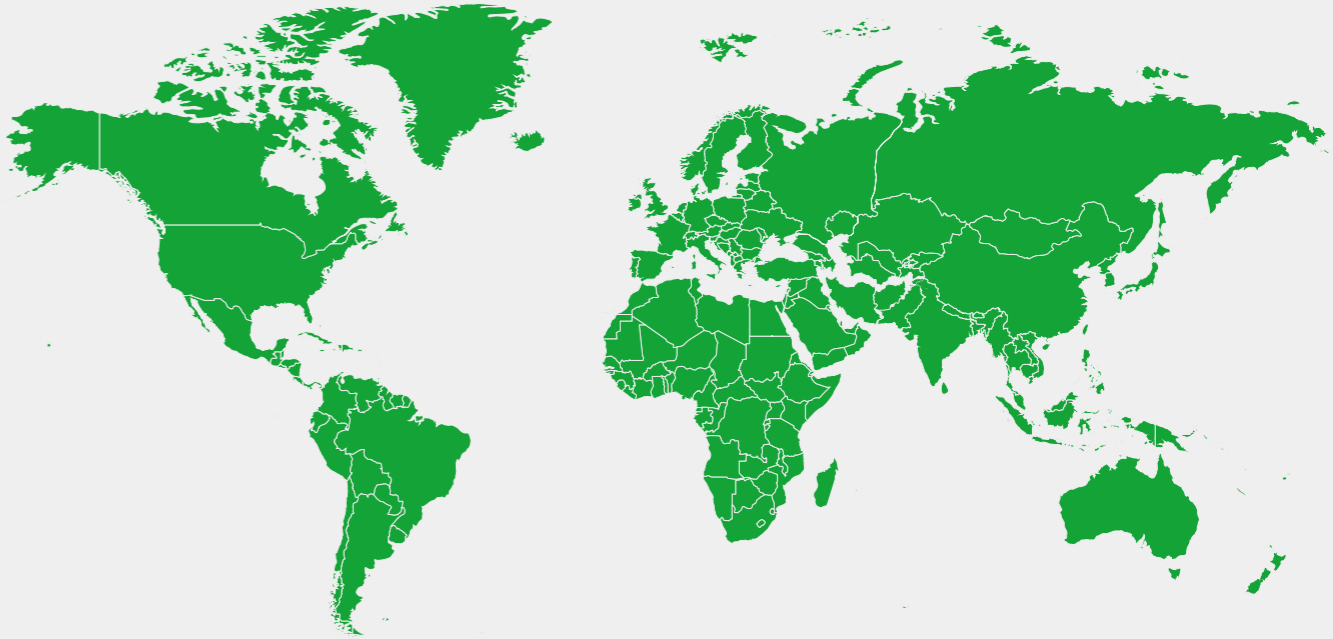
Throughout 2024, Global Standard received hundreds of inquiries on the Standard and on how to work with it. Regional Representatives offered a wide variety of educational opportunities, collaborated with industry stakeholders and extended ongoing support to those in need. Daily requests for information 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, we also participated in panels, workshops, presentations and educational sessions with brands, manufacturers, governing bodies and other interested groups.

EVOLVING TO MEET NEEDS

As of September 2024, Global Standard made adjustments within the Global Standard Representatives to ensure that we are better positioned to thrive in a rapidly evolving market. These changes included Franziska Dormann assuming the role of Head of Regional Representatives and Representative to Luxury Brands, while Juliane Ziegler became the Representative to Global Brands. Franziska will continue to focus on growing and developing our involvement with luxury brands, allowing Global Standard to dedicate more specialised attention and continue to deliver the highest levels of excellence to each of these important stakeholder groups.

Read on about how we advanced the GOTS cause in 2024.



LUXURY BRANDS

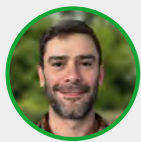
Head of Regional Representatives and Representative to Luxury Brands Franziska Dormann participated in impactful exchanges with luxury brands such as Chanel and Kering in 2024. Many luxury brands have expressed a desire for more detailed information regarding GOTS' social criteria, showing their commitment to ensuring the highest standards across their supply chains. In addition, Franziska had continuous exchanges with global brands, such as Inditex, whom she advised on the new version of the Standard, labelling questions and implementation.

Franziska participated in high-level conferences, including the Global Fashion Summit in Copenhagen and the Textile Exchange Conference in Los Angeles. She also attended numerous fairs, exhibitions and conferences to stay updated on industry trends, better understand the needs of the sector, enhance GOTS' visibility and position GOTS as a vital tool for risk management in the evolving landscape of sustainable fashion.



GLOBAL BRANDS

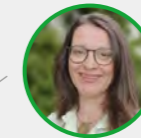
In September 2024, Juliane Ziegler transitioned from Representative in Germany, Austria and Switzerland (DACH) into the role of Representative to Global Brands. Her key activities included participating in major industry events, such as the Copenhagen Fashion Summit, Who's Next in Paris and the Textile Exchange Conference in Pasadena. At these events, she delivered impactful presentations on navigating sustainable fashion and GOTS as a comprehensive solution, engaged in Q&A sessions and built valuable connections with global industry leaders, including Inditex and Patagonia. Her consultancy efforts focused on onboarding new contacts and strengthening relationships with global stakeholders in the textile industry.



NORTH AMERICA

Ryan Sitler joined Global Standard as the Representative in North America in 2024 after spending many years as an organic inspector. The transition to working for an organic standard setter has been a good match for Ryan's past experience. Lori Wyman, his predecessor, was able to mentor Ryan in the transition before her well-deserved retirement.

Ryan attended key events in 2024, answered queries from Certified Entities and interested parties, and worked to support the overall growth of organic textiles in the market. Highlights from 2024 included attending the Organic Trade Association's annual meeting and lobbying for organic funding in the U.S. Farm Bill, the Textile Exchange Conference in Pasadena, California, and TexWorld in New York City. He has plans to further expand and diversify GOTS' North American exposure at textile and organic industry events in 2025, including having a presence at Première Vision in New York City, speaking at the Accredited Certifiers Association annual meeting in Virginia and participating in the Organic Trade Association Fiber Council.



GERMANY, AUSTRIA, AND SWITZERLAND (DACH)

In 2024, the key activities of Juliane Ziegler, Representative in Germany, Austria and Switzerland (DACH), focused on consultancy, marketing, advocacy, education and promotional events to advance GOTS certification and sustainability practices. At the start of the year, Germany ranked sixth in regions with Certified Entities, counting 843 certified facilities in the country. This was driven by regulatory frameworks like Germany's Supply Chain Law and the EU Green Deal, which fuelled interest in compliance tools and traceability. Campaigns such as #BehindTheSeams, events like the Munich Fabric Start, a MaxTex seminar and webinars on GOTS social criteria for retailers significantly boosted brand awareness across the DACH region. Engagement with key stakeholders and consultations addressed critical topics like GOTS Version 7.0 implementation, labelling accuracy and B2B certification challenges.

In September 2024, Susanne Diener assumed the role of Representative in Germany, Austria and Switzerland (DACH), taking over Juliane's activities and responsibilities. Susanne's official onboarding and introduction were marked by her participation at the Munich Fabric Start, ensuring a smooth transition into the role.

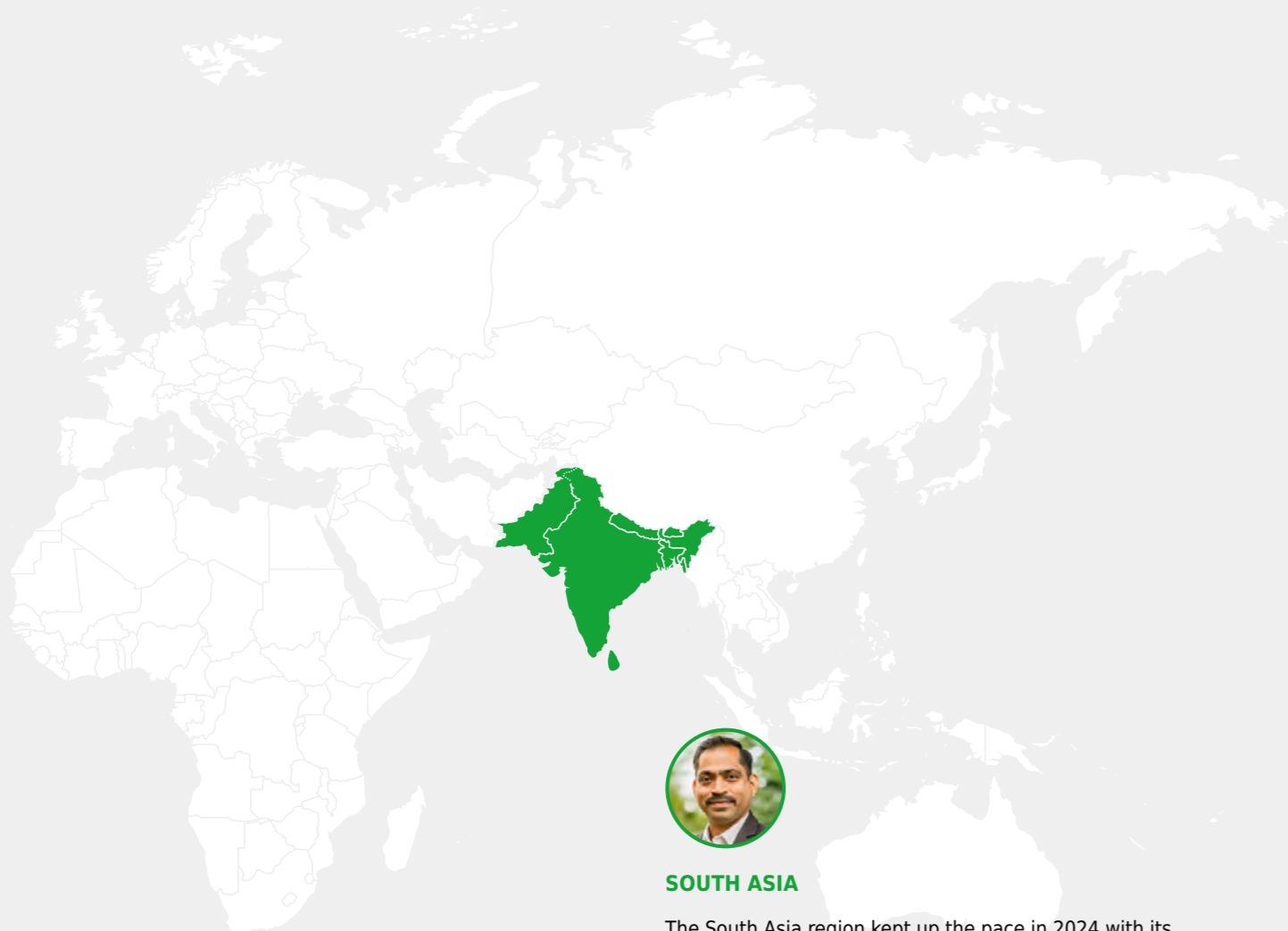


UNITED KINGDOM

In 2024, Christopher Stopes, Representative in the United Kingdom and Representative to the EU (Institutions), supported fashion, apparel, home textiles and personal care companies in their journey towards certification to GOTS. Christopher consulted large retailers including John Lewis, Selfridges and Harrods. He also supported numerous companies, including White Stuff, YesFriends, OKA, Stanley and Stella and Burberry by providing guidance and information. In addition to his main region, Christopher also responded to enquiries from countries such as Denmark, Australia, Brazil, Norway and France.

Christopher represented Global Standard at a variety of events in 2024, including the Future Fabrics Expo and Source Fashion in London. Working closely with Sustainable Fashion Week, GOTS participated in the Fashion on Earth event held in Bristol Cathedral, a great opportunity to educate the public and work with sustainability-minded artists, makers and organisations.

He also supported work on key policy initiatives in Europe and beyond and gave Global Standard a voice through participating in workshops and responding to consultations organised by the European Union, collaborating closely with IFOAM Organics Europe.

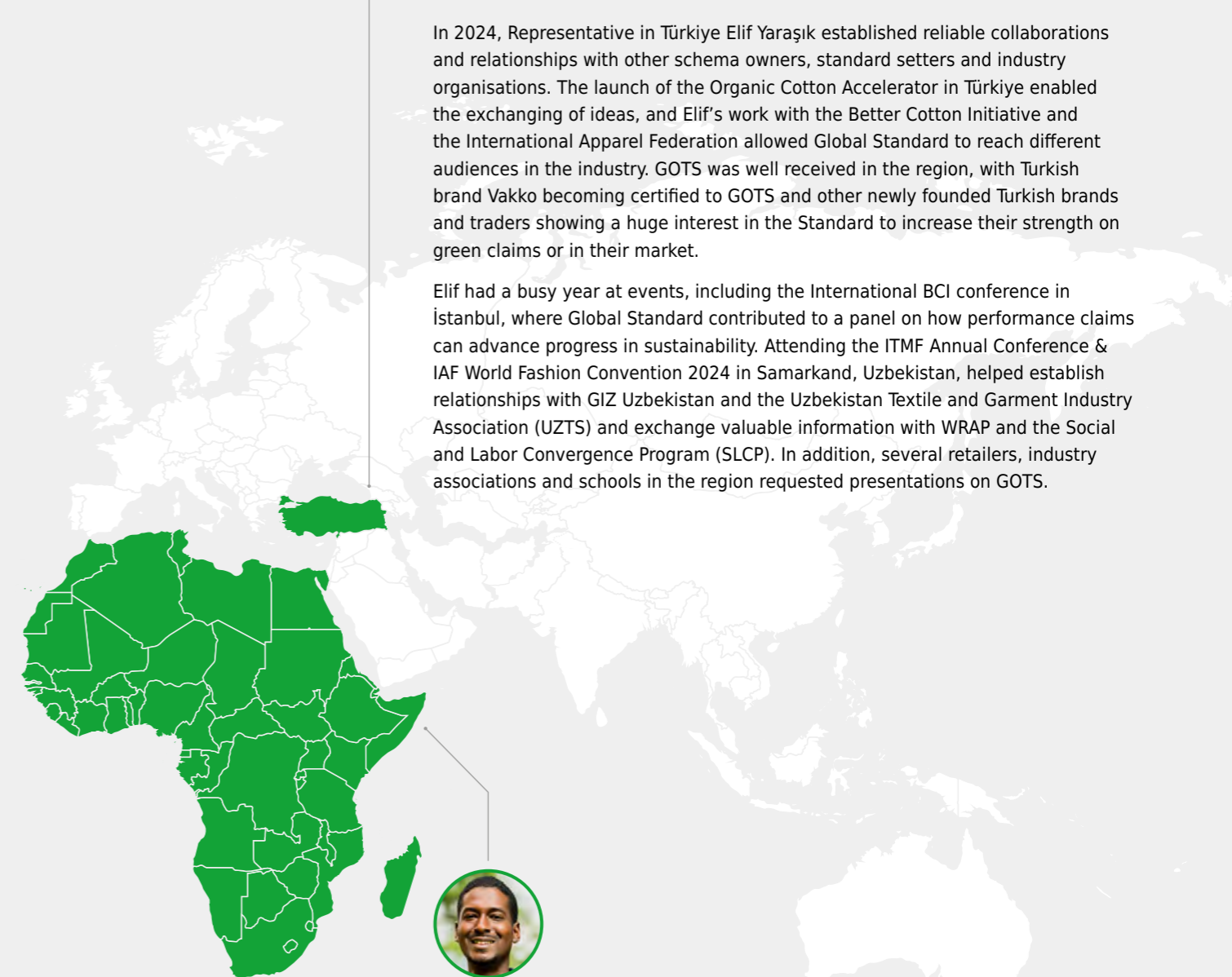


SOUTH ASIA

The South Asia region kept up the pace in 2024 with its number of Certified Entities and continues to look to GOTS as a main tool as it adapts to major regulatory and mandatory requirements coming from the sourcing markets, such as the EU and United States, and requirements coming from the UN Sustainable Development Group.

Ganesh Kasekar, Representative in South Asia, felt the GOTS presence during the first Bharat Tex event at the start of 2024 in New Delhi. The Government of India and its Textile Ministry have taken steps to develop and foster sustainability claims and new markets for materials like silk, hemp, banana and other natural fibres. Global Standard has associated with the incubation centres and central boards dedicated to these fibres. The Sri Lankan market gained momentum with the number of GOTS-Certified Entities rising compared to 2023.

Notably, Global Standard organised its first-ever Global Brands and Retailers Workshop in New Delhi in December 2024. The workshop was attended by leading players, such as Ikea, Carrefour, Bestseller, United Colours of Benetton, Auchan, Varner Group, Ola Otter, Frugi, H&M, Impulse and the Eram Group. Based on positive feedback, Global Standard plans to make this an annual event.



TÜRKİYE

In 2024, Representative in Türkiye Elif Yaraşık established reliable collaborations and relationships with other schema owners, standard setters and industry organisations. The launch of the Organic Cotton Accelerator in Türkiye enabled the exchanging of ideas, and Elif's work with the Better Cotton Initiative and the International Apparel Federation allowed Global Standard to reach different audiences in the industry. GOTS was well received in the region, with Turkish brand Vakko becoming certified to GOTS and other newly founded Turkish brands and traders showing a huge interest in the Standard to increase their strength on green claims or in their market.

Elif had a busy year at events, including the International BCI conference in İstanbul, where Global Standard contributed to a panel on how performance claims can advance progress in sustainability. Attending the ITMF Annual Conference & IAF World Fashion Convention 2024 in Samarkand, Uzbekistan, helped establish relationships with GIZ Uzbekistan and the Uzbekistan Textile and Garment Industry Association (UZTS) and exchange valuable information with WRAP and the Social and Labor Convergence Program (SLCP). In addition, several retailers, industry associations and schools in the region requested presentations on GOTS.



AFRICA

In 2024, Representative in Africa Muktar Dodo continued to expand his outreach and strengthen GOTS' presence across the continent. Building on the relationships cultivated in prior years, he solidified partnerships and facilitated productive in-person meetings with brands and retailers in South Africa, weavers in Burkina Faso and garment manufacturers in Ethiopia. GOTS was showcased at prominent industry events, including the East Africa Textile and Leather Week, the International Forum of Cotton, Textiles and Accessories and the Africa Sourcing and Fashion Week, where Muktar delivered insightful presentations on sustainability and organic textiles.

Muktar deepened collaborations with government entities, working closely with GIZ to organise a GOTS awareness workshop for garment manufacturers in Ghana and the Cotton Research Institute in Egypt to elaborate on the testing requirements of GOTS Version 7.0. He also prioritised engaging with emerging leaders and sharing insights on the benefits of GOTS with students at Fashion Academies. Muktar amplified the Global Standard mission through interviews with industry publications, driving awareness and support for responsible textile practices across Africa.



JAPAN

Representative in Japan Fiona Matsumoto engaged in meaningful activities throughout 2024, marked by impactful collaborations and outreach activities. A key highlight was co-hosting a joint event with World Wildlife Fund (WWF) Japan, featuring best practices from various stakeholders on GOTS certification. The event, followed by a tour for retailers and media at a GOTS-certified facility, contributed to increased media visibility of GOTS in Japan.

Fiona showed considerable presence at industry events, speaking at seminars including the ones hosted by the Kansai Fashion Union, the Osaka Chamber of Commerce and Industry, the Organic Lifestyle Expo Seminar “Sustainable Label Forum 2024” and the Sustainable Community Seminar by SENKEN Shimbun. She also hosted booths at the Organic Lifestyle Expo together with the Japan Organic Cotton Association in both Kyoto and Tokyo. As part of her outreach efforts, she also engaged with the Ministry of Economy, Trade, and Industry (METI), providing information about GOTS and its potential contribution to advancing sustainable practices in the domestic textile processing sector.

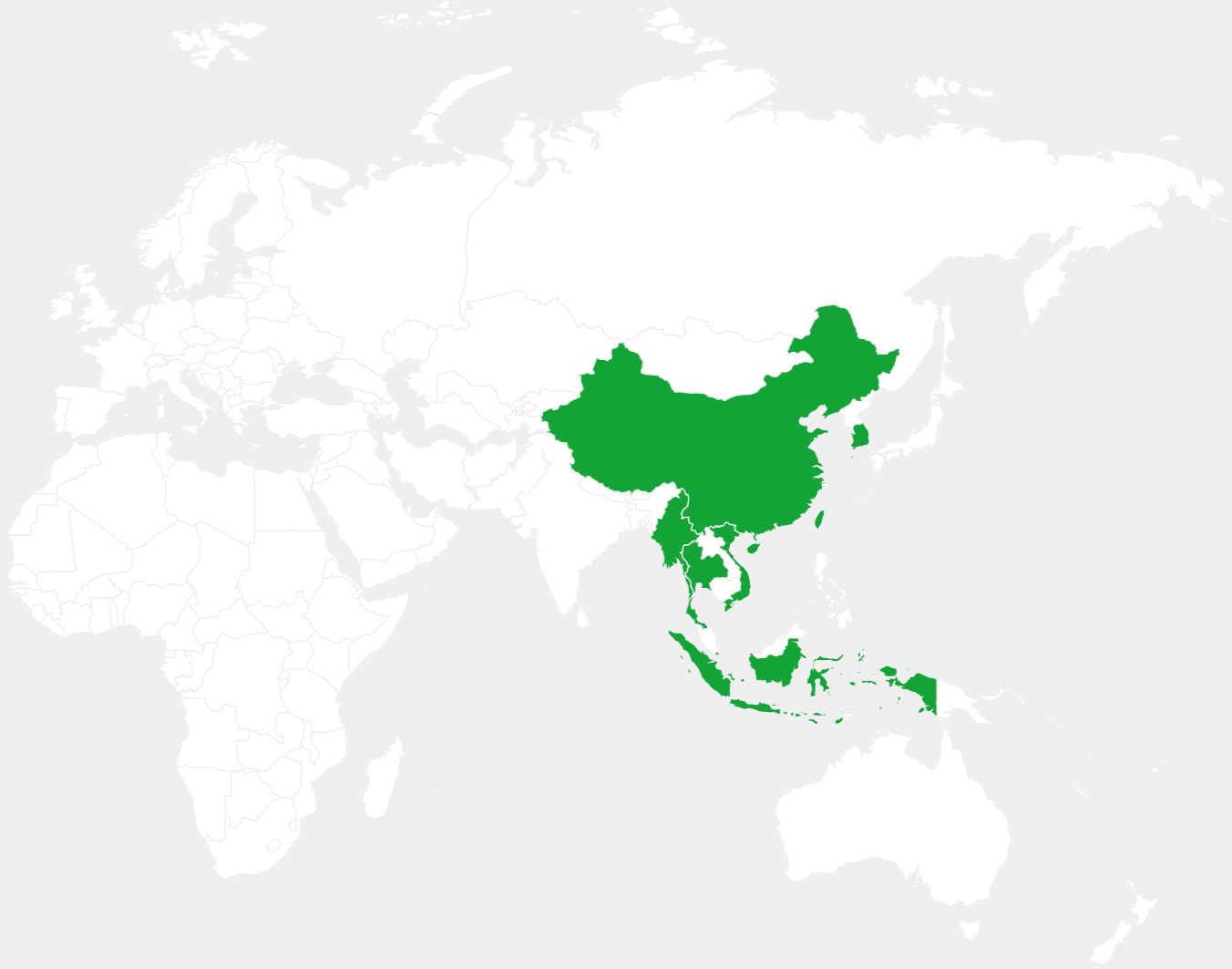


APAC

This year marked several highlights for the Representative in APAC Felicia Shi and her region, including the significant and historic barter agreement between Global Standard and Messe Frankfurt Hong Kong. As part of the agreement, GOTS was offered free booth space at four major trade shows across the Asia-Pacific region, providing greater visibility and engagement in the market. Reaching new areas, several brands from Australia and New Zealand approached Global Standard to begin mapping their supply chains in preparation for certification and labelling.

On the political front, the Memorandum of Understanding between Global Standard and the China National Textile and Apparel Council (CNTAC) was successfully updated 12 years after the initial signing, further strengthening the strategic relationship. Read more about the signing ceremony on pages 32.

2024 also saw a successful collaboration between IFOAM Asia and Global Standard to promote organic textiles. At the IFOAM 3rd World Organic Youth Conference, Felicia delivered an insightful speech and showcased a variety of GOTS-certified products, raising awareness among a new generation of organic textile advocates.





Herbert Ladwig, Global Standard Policy and Legal Advisor, gave a keynote at Textile ESG Innovation Conference in China in December 2024.



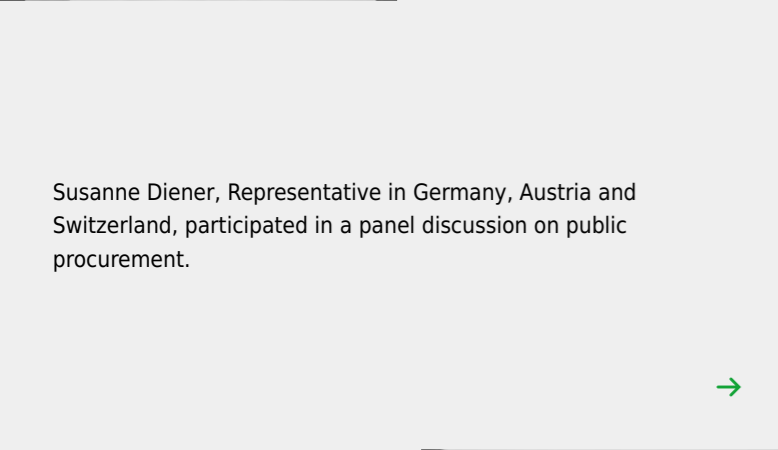
Juliane Ziegler, Regional Representative to Global Brands, at her Global Standard booth at Munich Fabric Start in September.



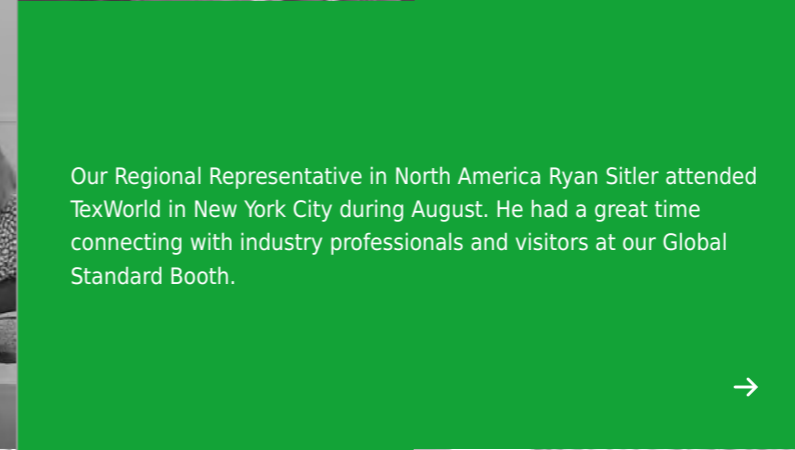
Claudia Kersten, Managing Director, gave a speech at Global Standard's Annual Meeting.



Juliane attended Who's Next for three days in September, in Paris.



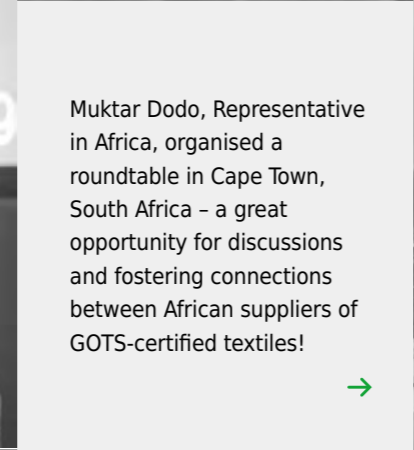
Susanne Diener, Representative in Germany, Austria and Switzerland, participated in a panel discussion on public procurement.



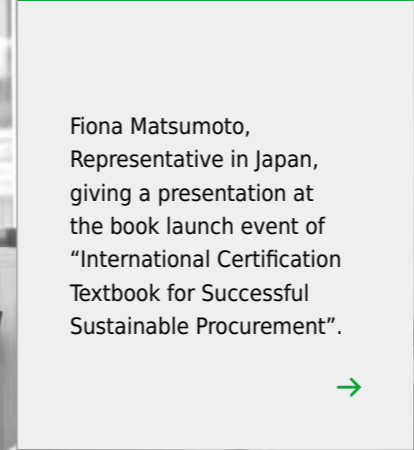
Our Regional Representative in North America Ryan Sitler attended TexWorld in New York City during August. He had a great time connecting with industry professionals and visitors at our Global Standard Booth.



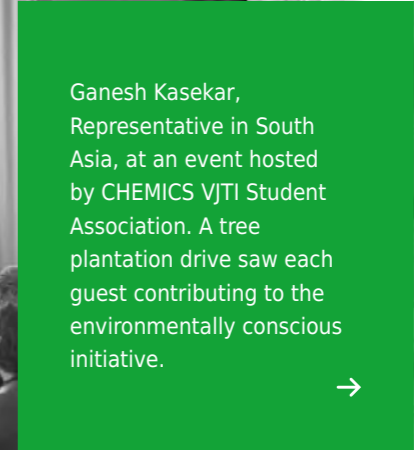
Franziska Dormann, Head of Regional Representatives and Representative to Luxury Brands, was part of an essential panel discussion on the question of "How can performance claims drive progress in sustainability?" at Better Cotton Conference in July.



Muktar Dodo, Representative in Africa, organised a roundtable in Cape Town, South Africa – a great opportunity for discussions and fostering connections between African suppliers of GOTS-certified textiles!



Fiona Matsumoto, Representative in Japan, giving a presentation at the book launch event of "International Certification Textbook for Successful Sustainable Procurement".



Ganesh Kasekar, Representative in South Asia, at an event hosted by CHEMICS VJTI Student Association. A tree plantation drive saw each guest contributing to the environmentally conscious initiative.



Global Standard's Standard Development Unit attended the ISEAL Member's Week in Cologne, Germany.



Rahul Bhajekar, Managing Director, speaking on a panel among fellow experts at International Conference on the topic of "Sustainability and Circularity – The New Challenges for the Textile Value Chain".



Fiona Matsumoto, Representative in Japan, explaining a traditional textile processing tool to children attending Organic Lifestyle Expo in Tokyo.



Global Standard attended a wide array of tradeshows. Visitors to our booth learned about approved fibres, obtained valuable informational materials and connected with our regional representatives.



Representative in the UK Christopher Stopes attended a sustainable fashion show event organised by Sustainable Fashion Week UK at Bristol Cathedral in September. Global Standard was part of the event with a booth.



2024 was a busy and engaging year for Felicia Shi, Representative in APAC. She hosted booths and spoke on stage at Intertextile Shanghai and Shenzhen, VIATT in Vietnam and World Organic Youth Conference.



ORGANISATION

Global Standard gGmbH, owner and operator of GOTS, is an independent non-profit organisation that maintains a flat structure and aims to minimise administrative costs.



45
staff members



in
12
countries



speaking
25
languages



NONE OF THIS PROGRESS WOULD BE POSSIBLE WITHOUT THE ONGOING COMMITMENT AND EFFORTS OF ALL WHO SHARE OUR VISION TO ENHANCE PEOPLE’S LIVES AND THE ENVIRONMENT.

Claudia Kersten and Rahul Bhajekar, Managing Directors

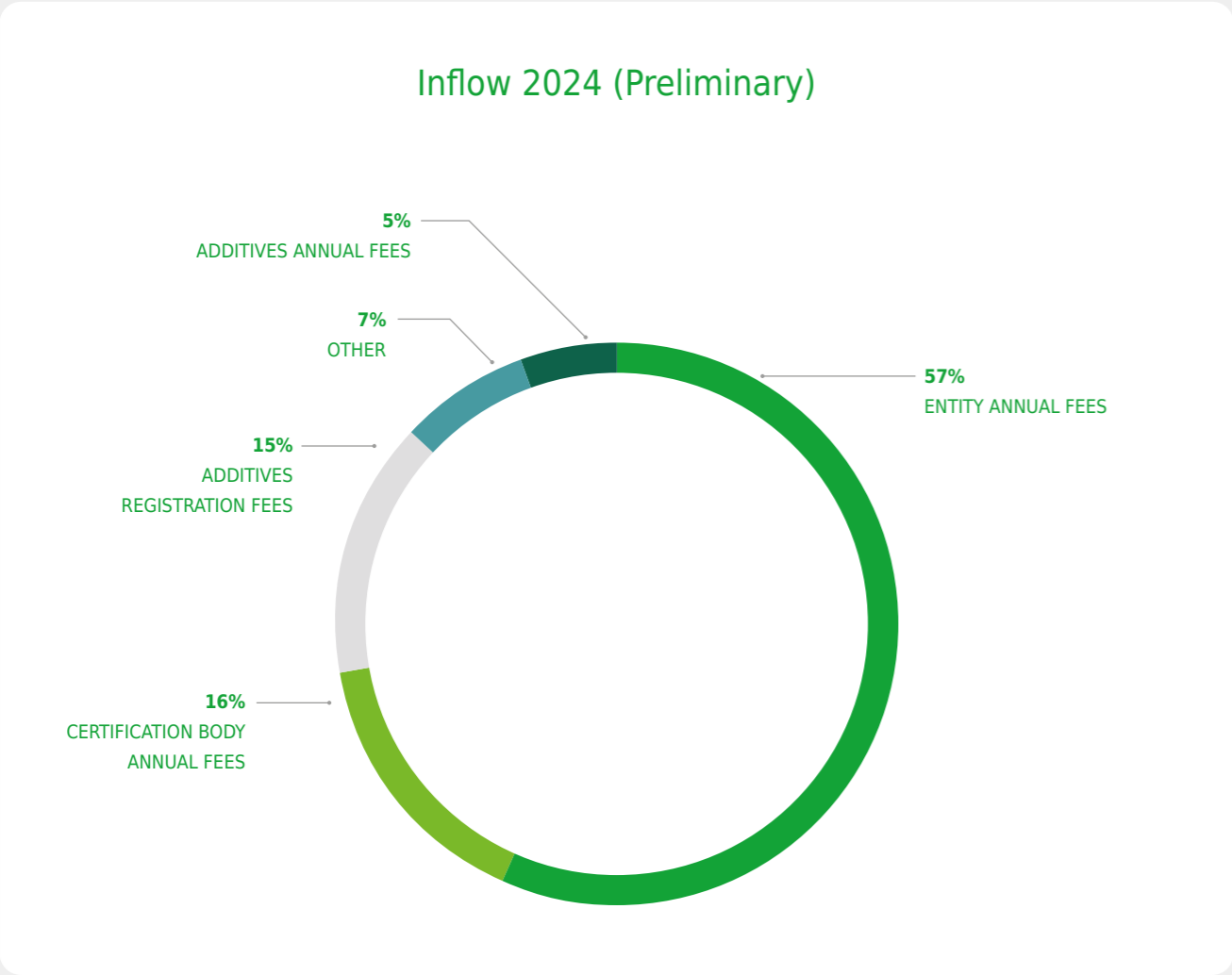


FINANCIALS 2024

The GOTS programme is self-financed, predominantly from small fees by participating companies.
In 2024, these amounted to around 5,2 million euros. All income generated is used to reach our objectives.

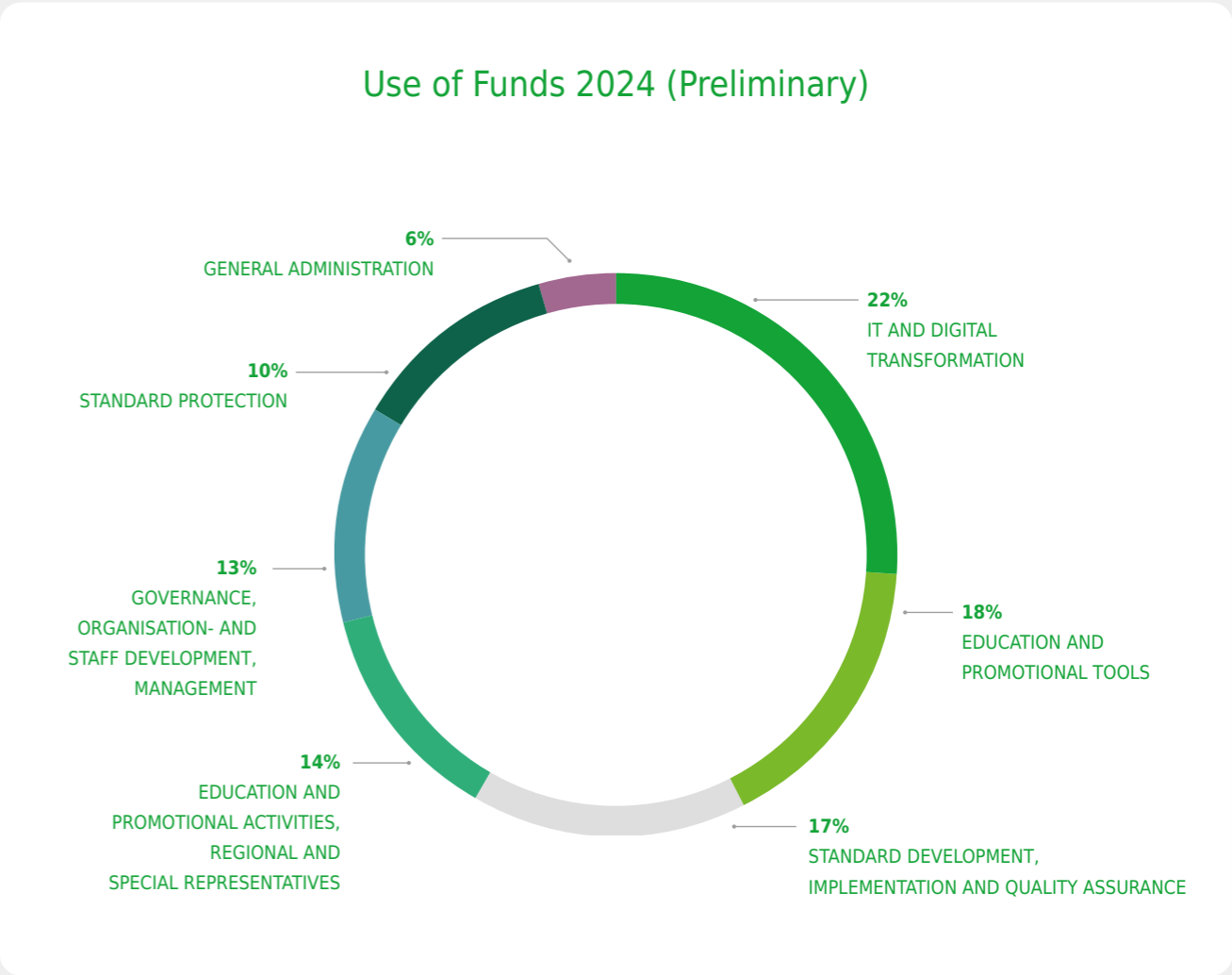
INFLOW 2024 (PRELIMINARY)

CERTIFICATION BODY ANNUAL FEES (€50 per facility inspected/certified)	811.170 €
ENTITY ANNUAL FEES (€ 180 per facility inspected for a certified entity)	2.962.860 €
ADDITIVES REGISTRATION FEES (€ 30 per trade name of GOTS Additives)	775.305 €
ADDITIVES ANNUAL FEES (€ 5 per registered GOTS Additive, subject to a minimum fee of € 150)	285.800 €
OTHER (Consultant Fees, Interest earnings, Health Insurance refunds, etc.)	382.037 €
TOTAL INFLOW 2024	5.217.172 €



USE OF FUNDS 2024 (PRELIMINARY)

STANDARD DEVELOPMENT, IMPLEMENTATION AND QUALITY ASSURANCE	748.173 €
STANDARD PROTECTION	416.751 €
EDUCATION AND PROMOTIONAL TOOLS	756.780 €
EDUCATION AND PROMOTIONAL ACTIVITIES, REGIONAL AND SPECIAL REPRESENTATIVES	614.422 €
GENERAL ADMINISTRATION	241.256 €
IT AND DIGITAL TRANSFORMATION	963.777 €
GOVERNANCE, ORGANISATION- AND STAFF DEVELOPMENT AND MANAGEMENT	545.999 €
TOTAL USE OF FUNDS 2024	4.287.158 €



CREATE YOUR POSITIVE IMPACT

CERTIFICATION TO GOTS HELPS TO CONTRIBUTE TO 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

Cover: Global Standard
2: Sankei Meriyasu/EIJ
8-9: dm by Groothmark
12-13: Global Standard
15: SERCOTEX/FITEX
16-17: Sumithra Garments
19: Global Standard
27: Daniel Balakov, iStock
29: Global Standard
33: Global Standard
34: Munich Fabric Start
44-45: Global Standard
49: LikeFLO/JOLO
51: DEDICATED

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Anna Bernhardt

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OUR NEWSLETTER





GLOBAL ORGANIC TEXTILE STANDARD
ECOLOGY & SOCIAL RESPONSIBILITY