

PRESS RELEASE

A New Look for the Aid by Trade Foundation

Hamburg, 8 April 2024. With a fresh look, a broader portfolio, and clear values, the Aid by Trade Foundation (AbTF) has a new public face. Founded in 2005 by the entrepreneur, philanthropist, and benefactor Dr Michael Otto, the non-profit organisation has now updated its colour scheme and logo to reflect the recent expansion of its portfolio to include the Regenerative Cotton Standard (RCS). By creating RCS, AbTF is building on the success of its previously established standards: The Good Cashmere Standard (GCS), for sustainable cashmere wool, and Cotton made in Africa (CmiA), for sustainably produced cotton.

“Our new public face reflects our aim of meeting current and future challenges with clarity, poise, and innovation,” summarises Tina Stridde, the managing director of the Aid by Trade Foundation, adding, “Through our new brand presence, AbTF highlights the strong family of standards that are united under the umbrella of AbTF and, together with its partners, pursue the sustainable production of raw materials with greater social and environmental accountability as well as transparency and traceability in the supply chains.”

The new logo is distinguished by a clear, recognisable font as well as a timelessly refined and elegant colour scheme, which reflect AbTF’s increasing focus on sustainable raw materials. Founded in 2005, AbTF is now an internationally renowned non-profit organisation. From the very beginning, its approach has been to leverage market forces to enable people to help themselves.

With Cotton made in Africa (CmiA) and The Good Cashmere Standard (GCS) being joined by the new Regenerative Cotton Standard (RCS) in the autumn of 2023, the Aid by Trade Foundation’s family of standards now includes three recognised standards for sustainably produced raw materials. Its activities make a decisive and measurable contribution to improving the living conditions of people and animals while protecting the environment. Through a global network of stakeholders, the Aid by Trade Foundation has always worked closely together with representatives of the international textile value chain at all stages, from the raw material to the finished product, and acts in close co-operation with industry experts as well as specialists in animal welfare and in environmental protection.

About the Aid by Trade Foundation

Founded in 2005, 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 certify raw materials: Cotton made in Africa (CmiA), Cotton made in Africa Organic (CmiA Organic), Regenerative Cotton Standard (RCS), and The Good Cashmere Standard (GCS). A global alliance of textile companies and brands purchases the certified raw materials, paying a licensing fee to AbTF’s marketing company, ATAKORA Fördergesellschaft GmbH. The payment of this fee entitles the partners to sell their goods under the standards’ labels. As the challenges facing textile companies and small-scale farmers 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.

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