



**U.S. COTTON  
TRUST PROTOCOL**  
Trust in a smarter cotton future



**TextileGenesis™**

# U.S. Cotton Trust Protocol and TextileGenesis™ announce collaboration

The U.S. Cotton Trust Protocol, a new science-based sustainability program that collects robust farm-level data against six key sustainability metrics, is pleased to announce that it is further enhancing the value of its program by delivering unparalleled supply chain transparency through its Protocol Credit Management System (PCMS). Recognizing the growing importance of increased supply chain visibility to brand and retail members, the U.S. Cotton Trust Protocol is joining the TextileGenesis™ platform as the world's first sustainable cotton fiber to offer full transparency across the supply chain on the platform.

"Today, having a holistic view of every step throughout the supply chain is imperative for brands and retailers," said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. "We are proud to announce our collaboration with

TextileGenesis™ to address this need as the Trust Protocol aims to set a new standard for more sustainable and trackable cotton production."

In combination with the existing Protocol Platform, developed by Memphis-based technology partner The Seam LLC., the TextileGenesis™ platform will allow the PCMS to record and verify the movement of U.S. cotton fiber through the entire process by capturing and verifying article level transactions between the multiple participants along the complete supply chain. Upon receipt of their finished products, Trust Protocol brand and retail members will be able to claim Protocol Credits, digital tokens equivalent to the physical cotton produced under the program, and make corresponding claims related to the environmental metrics and sustainable practices adopted by participating Trust Protocol growers.

"We have engineered our platform to leverage the latest technology and industry-specific best-practices, with a heavy emphasis on strong data methodologies," said Amit Gautam, CEO and founder of TextileGenesis™.

"Collaborating with the U.S. Cotton Trust Protocol, with its clear focus on robust data and the strength of its verification practices, creates a powerful solution for brands and retailers worldwide in their search for more sustainable fibers and enhanced visibility in their supply chains."

The collaboration will result in initial pilot trials with selected brands and mills in early June 2021, with full deployment of the PCMS envisioned for early 2022.

The Trust Protocol has welcomed more than 300 brand, retailer, mill and manufacturer members since its launch in 2020. It is included on the Textile Exchange's list of 36 preferred fibers and

materials that more than 170 participating brands and retailers can select from as part of Textile Exchange's Material Change Index program. The Trust Protocol also is working to align with existing standards in the cotton industry and is part of the Sustainable Apparel Coalition, the Forum for the Future Cotton 2040, and the CottonUp guide.

**About the U.S. Cotton Trust Protocol**

In a period of ever-greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol will set a standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to the issue of responsibly-grown cotton production and drives continuous improvement in key sustainability metrics. The Trust Protocol underpins and verifies U.S. cotton's progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and social risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via

Field to Market, measured via the Fieldprint Calculator and verified by Control Union Certifications. The U.S. Cotton Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

**About TextileGenesis™**

TextileGenesis™ is a pioneering supply chain traceability platform for the fashion and textile industry, enabled by blockchain technology. Our award-winning Fibercoin™ traceability technology creates real-time traceability at article level from fiber-to-retail creating an entirely new level of visibility for brands and retailers. The platform is custom-built for all sustainable fibers in the fashion industry such as man-made cellulosic fibers, sustainable cotton, responsible wool, and recycled polyester. The technology is highly scalable with first of its kind fiber-to-retail traceability data protocol (based on GS1 standard) to drive seamless exchange of data across the textile value chain. The modular

design ensures easy integration with various forensic (physical) verification methods used in the fashion industry.

TextileGenesis™ is collaborating & conducting fiber-to-retail traceability programs with top 10 leading brands collectively accounting for \$100bn+ apparel sales. The platform creates a 'sustainable network' comprising of leading fiber producers (e.g., Lenzing) and hundreds of textile suppliers from 15+ countries to ensure rapid deployment and scalability of the end-to-end traceability. The cloud-based delivery model ensures easy accessibility from any device and is available globally in all major textile producing countries in three different languages. The TextileGenesis™ platform builds on the product traceability to create strong business incentives for textile suppliers to pro-actively share supply chain traceability data and assesses the environmental and social credentials of the entire supply chain.

TextileGenesis™ has won prestigious innovation awards in the fashion industry. It won the Global Change Award 2020 (often known as Nobel Prize in Fashion) from H&M Foundation, Accenture and Swedish Royal Institute of Technology from among 6,000+ innovations across 175+ countries. ♦

