

# Getting started Corporate Fiber & Materials Benchmark



**Corporate Fiber & Materials  
Benchmark**

Insights. Action. Impact.





# Today's presenters



**Liesl Truscott**

Director European & Materials Strategy  
Textile Exchange



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CFMB Program Manager  
Textile Exchange

# What we will talk about today

- Program Participation
- Benchmark Framework & Elements
- Sustainable Development Goals
- Strategy & Integration
- Fiber Modules
- Circularity Module
- Program Support
- Next in the webinar series
- Q&A



# Driving Industry Transformation



We work closely with our members and leaders across the textile sector to accomplish five principal goals.

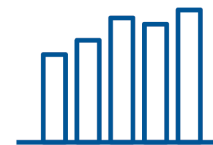
1. Drive an **increase in the adoption** of preferred fibers and materials.
2. **Increase integrity** throughout the value chain via the adoption of standards and certifications.
3. Enable **collective impact and action** across the industry.
4. **Raise awareness** about the positive, meaningful changes accomplished.
5. Use the **Sustainable Development Goals** as a common vocabulary and reporting framework.



Commitments



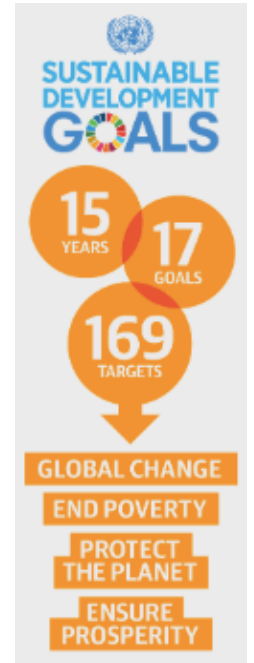
Standards



Benchmarking



Peer Learning



By accomplishing these goals, we will catalyze transformative change that will result in a more sustainable, responsible textile industry.



The Corporate Fiber & Materials Benchmark helps companies systematically measure, manage and integrate a preferred fiber and materials strategy into mainstream business operations.

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Corporate Fiber & Materials  
Benchmark

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# Program Review: Where did we focus?

After 3 years of benchmarking we are making some exciting updates

## PRIORITY AREAS REVIEWED:

1. Harmonizing with other initiatives
2. Improving data quality
3. Growing participation
4. Simplifying and streamlining the survey
5. More focus on Circularity and the Sustainable Development Goals
6. Reviewing the definition of “preferred” – deep dive into “preferred manmade cellulosics”
7. Improving company feedback and public reporting
8. Building a resilient business model

Program support:



“

We welcome the new approach that Textile Exchange is taking in moving from ranking brands solely on volume toward recognizing brands for their holistic leadership in preferred fibers and materials. The new Leaders Circles aim to recognize brands that are going beyond volumes, toward holistic and impactful material strategies and a new era of preferred fiber and material sourcing approaches.

Jeffrey Hogue, C&A

NUDIE JEANS REPAIR SHOP, SOHO, LONDON  
PHOTO: NUDIE JEANS

# Participation

**A Benchmark is only as good as its number of participants.**

## Eligibility

- Company (brand, retailer, wholesaler, subsidiary)
- Holding company (reporting on behalf of its subsidiary)
- Product line (reporting on a specific label)

## Market Segment

- Apparel
- Footwear
- Outdoor / Sports
- Home Textile / Hospitality
- Multi-sector

## Reporting Period

- Calendar year
- Other (financial year, seasonal cycle)

## Data Security







- All data is treated as confidential (unless in the public domain)
- An NDA can be signed between the participant and Textile Exchange



**PARTICIPATION  
MATTERS!**

# Benchmark Framework



I. Strategy & Integration 	II. Portfolio Management and Performance						III. Circularity 
	 Plant Fibers	 Animal Fibers & Materials			 Regenerated Fibers	 Synthetic Fibers	
	Cotton	Wool	Down	Leather	MMCF	Polyester Nylon	
Corporate Strategy*	Risk Management						Circularity Strategy*
Leadership*	Investment*						Resource Reduction
Responsibilities*	Transparency						Design for Circularity
Materiality Assessment*	Targets						Product Longevity
Customer Engagement*	Uptake						Collection
Reporting*	Impact*						Recycled Fiber Use

\*  Alignment with Sustainable Development Goals (SDGs)



# The CFMB and the Sustainable Development Goals



**SDG 12: Sustainable Consumption and Production** is a gateway goal to other SDGs, including...

SDG 2: Zero Hunger (which includes promote sustainable agriculture)

SDG 6: Clean Water & Sanitation

SDG 7: Affordable & Clean Energy

SDG 9: Industry Innovation and Infrastructure

SDG 13: Climate Action

SDG 15: Life on Land

**SDG 17: Partnership For The Goals** is required for transformational change.





# Benchmark Elements (simplified table)



Strategy & Integration		SDGs
1. Corporate Strategy	Integration   Commitments	UNGC
2. Leadership	Accountability   CEO Leadership Example	UNGC
3. Responsibilities	Staff Training   Job Descriptions   Performance Indicators   Incentives	All SDGs
4. Materiality Assessment	Risk Assessment   Stakeholder Engagement	UNGC
5. Customer Engagement	Product Labeling   Education & Awareness Raising	All SDGs
6. Reporting	Activities & Progress   Data Assurance	UNGC
Portfolio	Management & Performance	
1. Risk Management	Identification   Policy   Strategy   Certification   Intervention   Monitoring	All SDGs
2. Investment	Collaboration   In kind Contribution   Direct Financial Contribution   Procurement Model	All SDGs
3. Transparency	Supply Origin   Supplier Mapping   Public Disclosure of Supplier Listings	SDG 12
4. Targets	SMART (specific, measurable, attainable, relevant, and time-based) Uptake Targets	SDG 12
5. Uptake	Content Claim Verification   Fiber Consumption Data	SDG 12
6. Impacts	Environmental & Socioeconomic Impact Measurement   Evidence of Change	All SDGs
Circularity		
1. Strategy	Strategy   Responsibilities   Collaboration   Investment   Reporting	SDG 12
2. Resource Reduction	Decoupling Growth From Resource Use   Efficiencies   Unsold Textiles   Volumes	SDG 12
3. Design for Circularity	Training   Design Briefs   Durability   Recyclability   Biodegradability   Certification	SDG 12
4. Longevity	Business Model Innovation (e.g. service provision to extend first life)	SDG 12
5. Collection	Post-consumer Textile Waste Collection   Collection Volumes	SDG 12
6. Recycled Fiber Use	Recycled Fiber Use Volumes (autofill from fiber modules)	SDG 12

# I. Strategy and Integration

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## S-1. Corporate Strategy

- S-1a. Integration
- S-1b. Commitments
- S-1c. Sustainable Development Goals (SDG) Progress

## S-2. Leadership

- S-2a. Accountability
- S-2b. Leadership Example

## S-3. Responsibilities

- S-3a. Responsibilities
  - S-3a-1. Has your company assigned responsibilities and incentivized staff to address sustainability in fiber and materials?

## S-4. Materiality Assessment

- S-4a. Risk and Opportunity Review
- S-4b. Stakeholder Engagement

## S-5. Customer Engagement

- S-5a. Does your company engage customers on the sustainability benefits associated with more sustainable fibers/materials?
- S-5b. Does your company engage customers on the SDGs?

## S-6. Reporting

- S-6-1. Does your company regularly report on its fiber and materials related sustainability activities and progress?
- S-6-4. Does your company regularly report on its SDG related activities and progress?
- S-6-5. How does your company assure the quality of its publicly reported data?

# S-1c. Sustainable Development Goals (SDG) Progress



## S-1c. Sustainable Development Goals (SDG) Progress

This question aligns with the UN Global Compact - Communication On Progress (UNGC-COP) Sustainable Development Goals. (<https://www.unglobalcompact.org/participation/report/cop>)

### S-1c-1. Is your company measuring its progress towards the SDGs?

- ☐ No
- ☐ We have identified where our company's priorities lie with respect to one or more SDG
- ☐ We have set targets and indicators with respect to one or more SDGs
- ☐ We are tracking the (expected) outcomes and impacts of our company's activities related to the SDGs

### S-1c-2. Our company has prioritized and is progressing the following SDGs.

	Priority SDG	Set SDG targets	Track outcomes / impacts	Alignment to fiber and materials							
				Cotton	Wool	Down	MMCF	Polyester	Nylon	Other Fibers	Leather
Goal 1: No poverty	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 2: Zero hunger	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 3: Good health and well-being	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 4: Quality education	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 5: Gender equality	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 6: Clean water and sanitation	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 7: Affordable and clean energy	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 8: Decent work and economic growth	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 9: Industry, innovation and infrastructure	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 10: Reduced inequality	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 11: Sustainable cities and communities	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 12: Responsible consumption and production	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 13: Climate action	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 14: Life below water	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 15: Life on land	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 16: Peace and justice, strong institutions	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 17: Partnerships for the Goals	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide any clarification and weblink as supporting evidence.

Upload attachments

# II. Portfolio Management and Performance – Cotton



## CO-P: Portfolio Overview

- CO-P1. Does your company use cotton?
- CO-P2. What types of cotton does your company use?

## CO-1: Risk Management

- CO-1a. Feedstock Production Risk
- CO-1b. Primary Processing Risk

## CO-2: Investment

- CO-2-1. Does your company invest in the sustainability of cotton production?

## CO-3: Transparency

- CO-3a. Country of Origin
- CO-3b. Supply Chain Mapping
  - CO-3b-1. Has your company mapped its cotton suppliers?
- CO-3c. Supplier Transparency
  - CO-3c-1. Has your company published its cotton supplier list?

## CO-4: Targets

- CO-4a. Target Setting
  - CO-4a-1. Has your company set SMART targets for increasing the uptake of more sustainable cotton?
- CO-4b. Public Commitments
  - CO-4b-1. Has your company made any of the following public commitments in relation to its cotton uptake?

## CO-5: Uptake

- CO-5a. Verification Model
  - CO-5a-1. Which model does your company use to verify the uptake from its cotton programs?
- CO-5b. Uptake Reporting
  - CO-5b-1. Can your company report on its uptake of cotton?
- CO-5c. Recycled Details
  - CO-5c-1. If your company uses recycled cotton, please report the breakdown of uptake by source.

## CO-6: Impact

- CO-6a. Measurement
  - CO-6a-1. How is your company measuring its sustainability impact associated with cotton production?
- CO-6b. Evidence of Change
  - CO-6b-1. Can your company show improvements in its sustainability impact associated with cotton production?

# CO-P: Portfolio Overview



## CO-P: Portfolio Overview

### CO-P1. Does your company use cotton?

- ☐ No
- ☐ Yes

### CO-P2. What types of cotton does your company use?

COTTON	
Conventional (ConvC)	X
Organic Fairtrade Cotton (OFT)	<input type="checkbox"/>
Organic Cotton (OC)	X
Fairtrade Cotton (FT)	<input type="checkbox"/>
Cotton made in Africa (CmiA)	<input type="checkbox"/>
Better Cotton Initiative (BCI)	X
REEL Cotton (REEL)	<input type="checkbox"/>
Abrapa (ABR)	<input type="checkbox"/>
BASF e3 (e3)	<input type="checkbox"/>
Cleaner Cotton (CC)	<input type="checkbox"/>
Field to Market (FM)	<input type="checkbox"/>
ISCC certified (ISSC)	<input type="checkbox"/>
myBMP (BMP)	<input type="checkbox"/>
bioRe® Sustainable Cotton (bioRe)	<input type="checkbox"/>
Regenerative Organic Cotton (ROC)	<input type="checkbox"/>
Transitional Organic Cotton (TOC)	<input type="checkbox"/>
Recycled Cotton (rCotton)	X
Other cotton program	<input type="checkbox"/>

For "other cotton program", please specify.

- Module filtered by company's portfolio selection



# CO-5b-1. Can your company report on its uptake of cotton?



## CO-5b-1. Can your company report on its uptake of cotton?

- ☐ No
- ☐ For some of our cotton programs
- ☐ For all of our cotton programs
- ☐ For all of our cotton use

## CO-5b-2. Please report your uptake volumes.

Cotton program	Used	2014	2015	2016	2017	2018	Unit	2018 (mt)
OC	Dropdown	Numeric	Numeric	Numeric	Numeric	Numeric	Dropdown	Convert
BCI	Dropdown	Numeric	Numeric	Numeric	Numeric	Numeric	Dropdown	Convert
rCotton (i)	Dropdown	Numeric	Numeric	Numeric	Numeric	Numeric	Dropdown	Convert
ConvC	Dropdown	Numeric	Numeric	Numeric	Numeric	Numeric	Dropdown	Convert
Total cotton volume		Sum	Sum	Sum	Sum	Sum		Sum

Have you made any changes to volumes reported for 2017, 2016, 2015, or 2014? If so, please specify why (e.g. improved reporting system, changes in calculation methodologies, identified errors, etc.).

Please provide any clarification and weblink as supporting evidence.

# III. Circularity



## CR-1. Circularity Strategy

- **CR-1a. Strategy**
  - CR-1a-1. Does your company have a circularity strategy in place?
- **CR-1b. Responsibilities**
  - CO-1b-1. Has your company assigned responsibilities for circularity?
- **CR-1c. Investment**
  - CR-1c-1. Does your company invest in circularity?
  - CR-1c-2. Please provide more information on investments made.
- **CR-1d. Reporting**
  - CR-1d-1. Does your company regularly report on its circularity activities and progress?

## CR-2. Resource Reduction

- **CR-2a. Decoupling Growth and Resource**
  - CR-2a. Does your company work on decoupling economic growth from resource use?
- **CR-2b. Efficiencies & Pre-consumer**
  - CR-2b-1. Does your company work on preventing and reducing pre-consumer waste?
  - CR-2b-2. Can your company report the volume of its unsold textile products?
  - CR-2b-3. Please report your unsold textile products.
  - CR-2b-4. Can your company specify what happens to its unsold textile products?

## CR-3. Design for Circularity

- CR-3a. Has your company implemented design strategies for circularity?
- CR-3b. Please specify the scope of your design strategy for circularity.
- CO-3c. Is your company using any circularity or biodegradability certification?

## CR-4. Product Longevity

- CR-4. Does your company extend the first life of its products through innovative business models?

## CR-5. Collection

- **CR-5a. Post-consumer**
  - CR-5a-1. Does your company offer a collection scheme for post-consumer textiles?
  - CR-5a-2. Can your company report the volumes of textiles collected through its collection scheme?
  - CR-5a-3. Please report the volume of textiles collected through its collection scheme.
  - CR-5a-4. Can your company specify what happens to its collected textiles?

## CR-6. Recycled Fiber Usage

- *Your company's recycled fiber volumetric data will be automatically taken from the fiber modules. No additional information is required here.*

# Circularity Module



## CR-5. Collection

### CR-5a. Post-Consumer

#### CR-5a-1. Does your company offer a collection scheme for post-consumer textiles?

- ☐ No
- ☐ We encourage our customers to pass on used textiles
- ☐ Yes, we offer collection services
- ☐ Yes, we provide customer information on what happens to their returned textiles
- ☐ Yes, we monitor and evaluate the scheme to inform improvement strategies

Please specify what type of collection scheme you offer (e.g. type of collection, incentive system, countries of collection, product lines covered)

Please provide any clarification and weblink as supporting evidence.

#### CR-5a-2. Can your company report the volume of textiles collected through its collection scheme?

- ☐ No
- ☐ For some of our fiber and material programs
- ☐ For all of our fiber and material programs
- ☐ For all of our fiber and material use

#### CR-5a-3. Please report the volume of textiles collected through its collection scheme.

	Used	2014	2015	2016	2017	2018	Unit	2018 (mt)
Collection scheme textiles	Dropdown	Numeric	Numeric	Numeric	Numeric	Numeric	Dropdown	Convert

If your company can not report volumes, please specify the barriers to reporting.

Please provide any clarification and weblink as supporting evidence.

# Program Support



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Survey Guide



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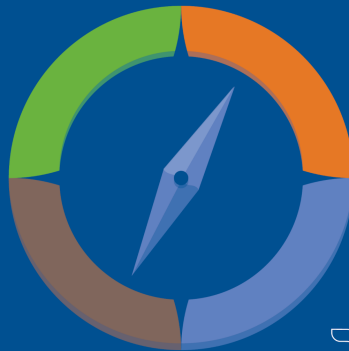
Technical Guide



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Fiber Calculations Guide



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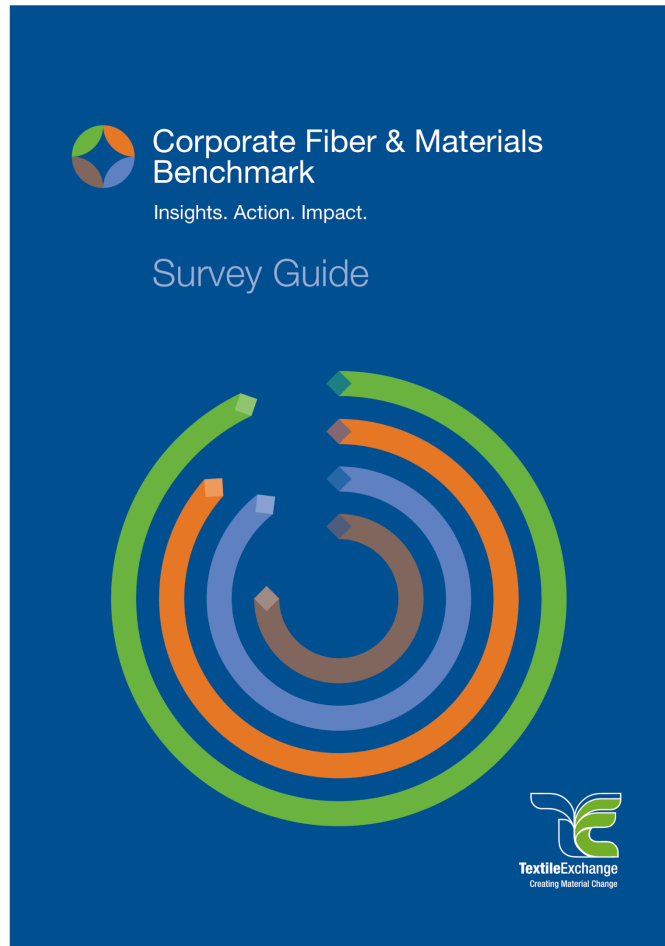
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SDG Guide



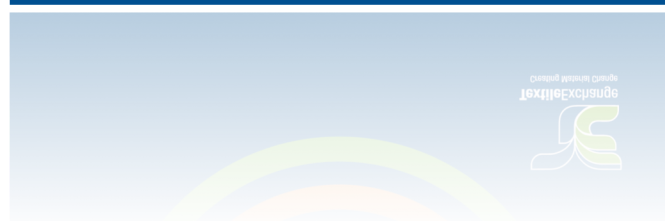
# CFMB - Survey guide

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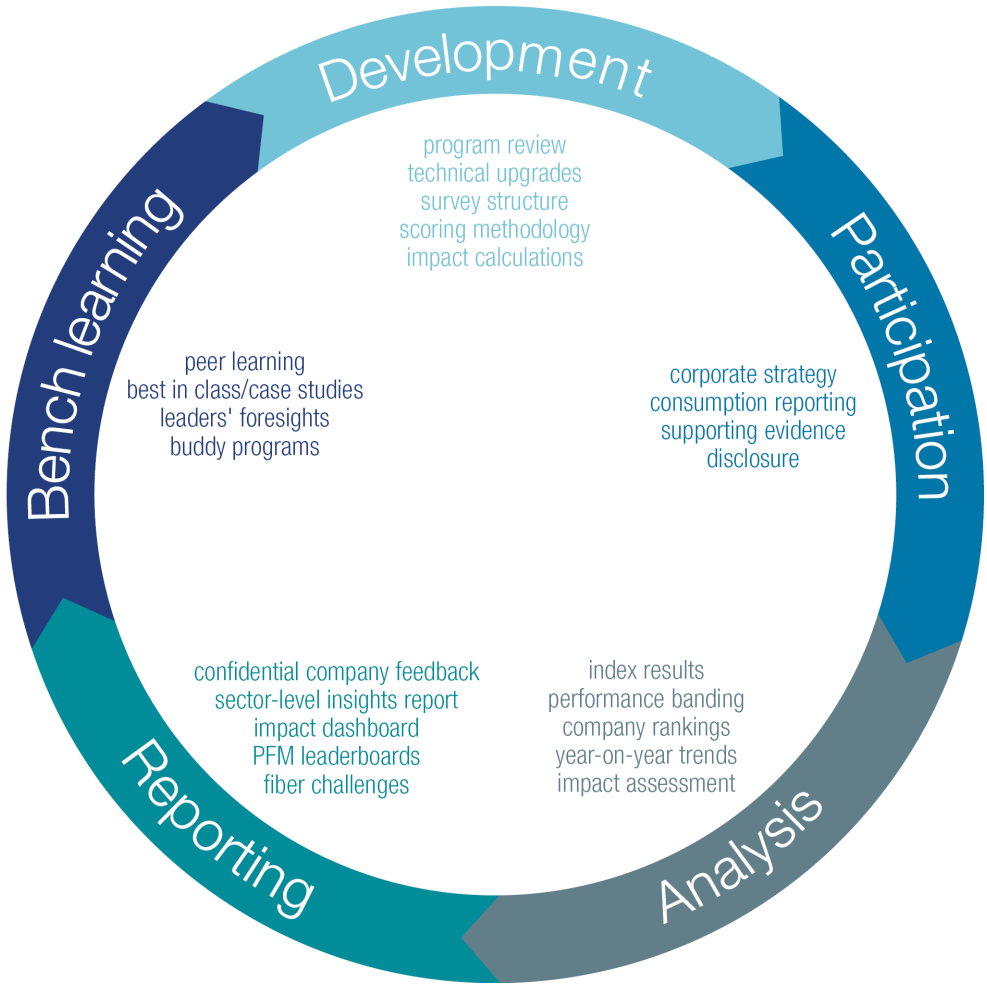
## Guidance structure on a question level:

- Why this is important
- Example
- Specifications
- Definitions
- Supporting evidence
- Review approach
- Connection with other frameworks
- Further Direction





# Program Cycle and Timeline



# Webinar Series

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**Dates for the next webinars will be announced soon.**

**Coming next:**

- Fiber Calculations Tutorial
- Scoring Methodology and Reporting



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