



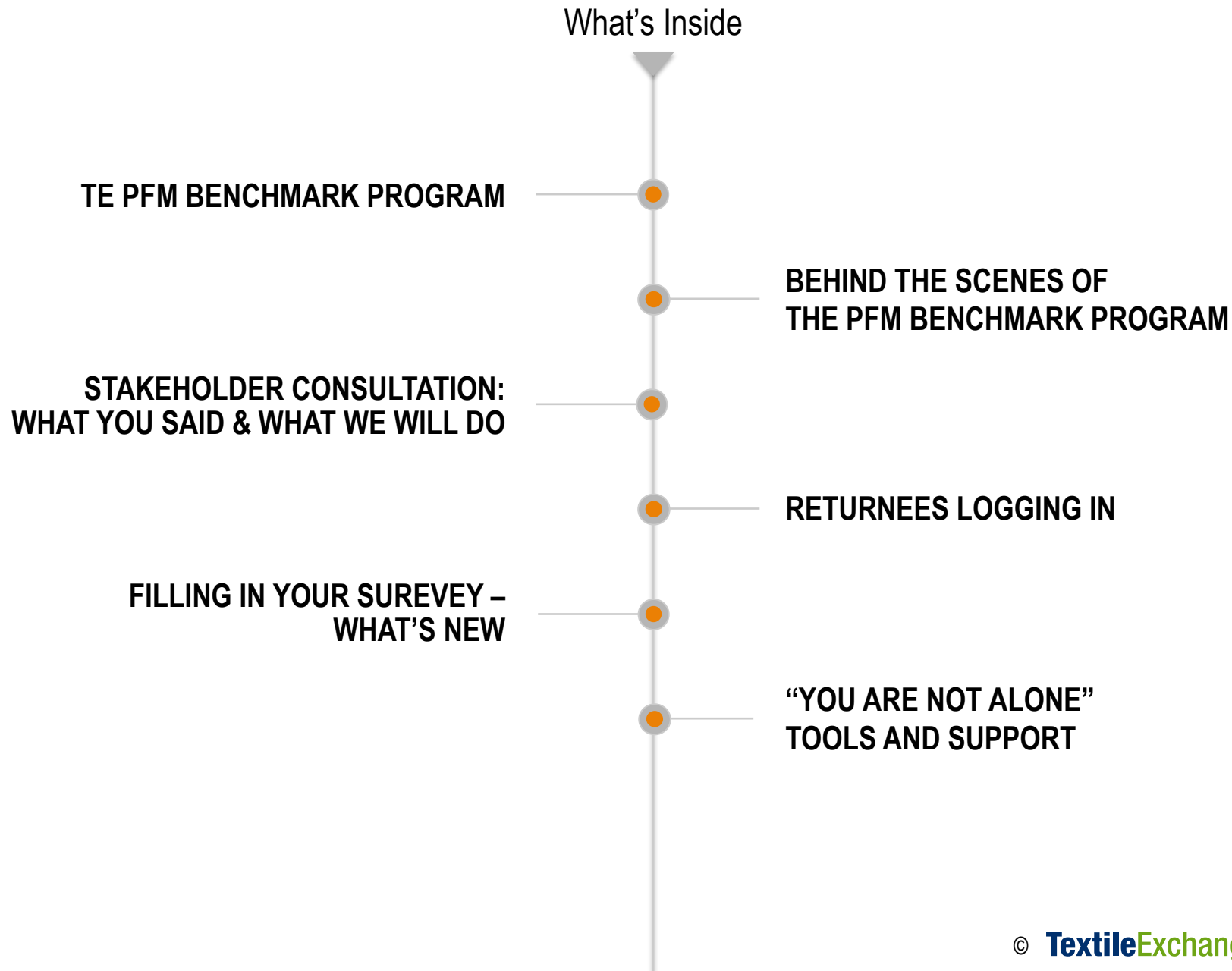
# PFM BENCHMARK PROGRAM

## WEBINAR #7:

## GETTING STARTED – RETURNEES



# PFM BENCHMARK PROGRAM







# THE PFM BENCHMARK PROGRAM

The PFM Benchmark Program helps companies systematically measure, manage and integrate a preferred fiber and materials strategy into mainstream business operations.

The problem we address: You know your operations are 10% better than last year. Great if everyone else is only 5% better. But what if they are 20% better? That's benchmarking.

# WHY THE PFM BENCHMARK IS IMPORTANT

1

## Supports a Company's Transition to a Raw Material Supply based on Preferred Fiber and Materials.

- Knowing where raw materials come from - impacts and dependencies on nature (and other capital) - is key to assessing supply risks and opportunities.
- Science-based data (such as LCA) is proving that some of the biggest sustainability impacts and “hotspots” of textile production occur at the growing and mining of raw materials.

2

## Demonstrates a Commitment to Measuring Progress, Transparency and Disclosure.

- There is increasing pressure from stakeholders on businesses to set sustainability targets to measure both management and progress, and for this information to be in the public domain.
- Companies, the industry at large, investors, analysts and other stakeholders are seeking reliable ways to credibly and consistently account for and communicate activities and progress.

3

## Links the Textile Industry to the Sustainable Development Goals.

- The SDGs are universal (for both developed and developing countries), holistic (people-centered and planet-sensitive), and measurable (to drive action and track progress).
- Many companies are adopting the framework of the SDGs to plan a long-term approach to sustainability.

# PROGRAM DEVELOPMENT MILESTONES



## Began Organic Cotton Market Data Collection & Reporting

TE began annual data collection on production and consumption of organic cotton. The Organic Cotton Market Report (OCMR) covered consumption data in context of market analytics and trends, challenges, opportunities, and recommendations for the Industry.



## Expanded remit to cover “Preferred” Fiber & Materials (PFM)

In line with TE’s wider remit (i.e. expanding on organic cotton to incorporate a portfolio approach to PFMs) TE broadened the survey to capture data on recycled polyester (later introducing lyocell and certified down). TE launched its first Preferred Fiber & Materials Market Report (PFMR).



## Produced the first PFM Index

TE enhanced the Probench user experience and user value by introducing PFM modules (8 in total). This “modularization” allowed participants to select their own PFM portfolio (and filter out the rest). In addition, a weighting and scoring system was introduced. These 2 key functionalities enabled the introduction of an Industry “Index”.

2005 ---- 2006 ---- 2007 ---- 2008 ---- 2009 ---- 2010 ---- 2011 ---- 2012 ---- 2013 ---- 2014 ---- 2015 ---- 2016



## Built A Data Entry Platform

TE began collaboration with bit73 and transitioned manual data collection methodology to online platform – Probench. Data collection initially remained focused on organic cotton but incorporated a number of questions around strategy, standards use and labeling.



## Launched the PFM Benchmark Program – Pilot

With the generous support of Tchibo and the C&A Foundation, and input from stakeholders, TE created the PFM Benchmark Program - building on the existing survey to create a more holistic framework to help companies systematically measure, manage and integrate a preferred fiber and materials strategy into mainstream business operations.

# WHAT ARE “PREFERRED” FIBER & MATERIALS

TE describes “Preferred” as:

A fiber, material or product that is ecologically and socially progressive: One that has been selected because it has more sustainable properties in comparison to other options.

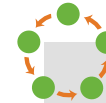
What makes a fiber/material preferred?



A recognized industry standard in place that confirms its status as preferred.



Sustainability criteria developed through a formalized multi-stakeholder process.



Objectively tested or verified as having superior sustainability attributes, such as through a peer-reviewed Life Cycle Assessment (LCA).

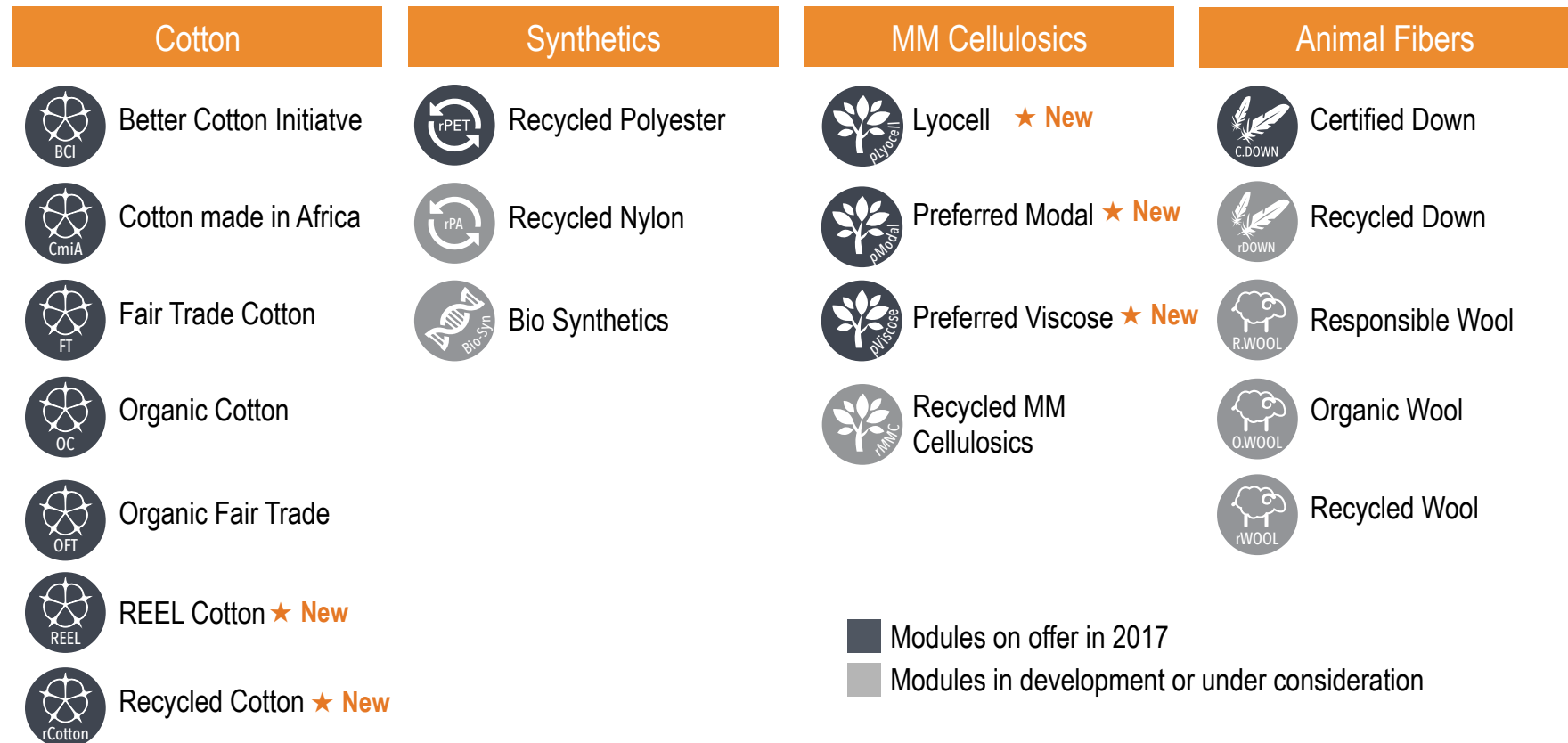
The goal:

PFMs are produced to a globally accepted standard, with strict criteria that qualifies the product as preferred, and can be traced through the supply chain.

# HOW TO BUILD A PFM PORTFOLIO

A Portfolio Approach:

the process of building a suite of preferred fibers and materials (PFMs), from a choice of preferred options, through the consideration of impacts and organizational priorities.





# WHAT PFM BENCHMARK IS AND IS NOT



A framework to help companies **systematically measure, manage and integrate a preferred fiber and materials strategy** into mainstream business operations.



A tool to help **identify the strengths and the gaps** where future progress can be made.



A **self-assessment** process - TE carries out desk-based reviews.



A **customized Company Feedback Report**, allowing you to confidentially benchmark your performance both internally and against industry peers.



An **annual event which means a consistent basis for measurement** and a commitment from us to support your year-on-year performance improvement review.



A framework to **review all fiber and materials** used by a company or all activities in a supply chain.



An in-depth tool for **evaluating the preferred (sustainability) status of a fiber/material**.



A **third party audit** of a company's activities.



A **public disclosure** of company results.



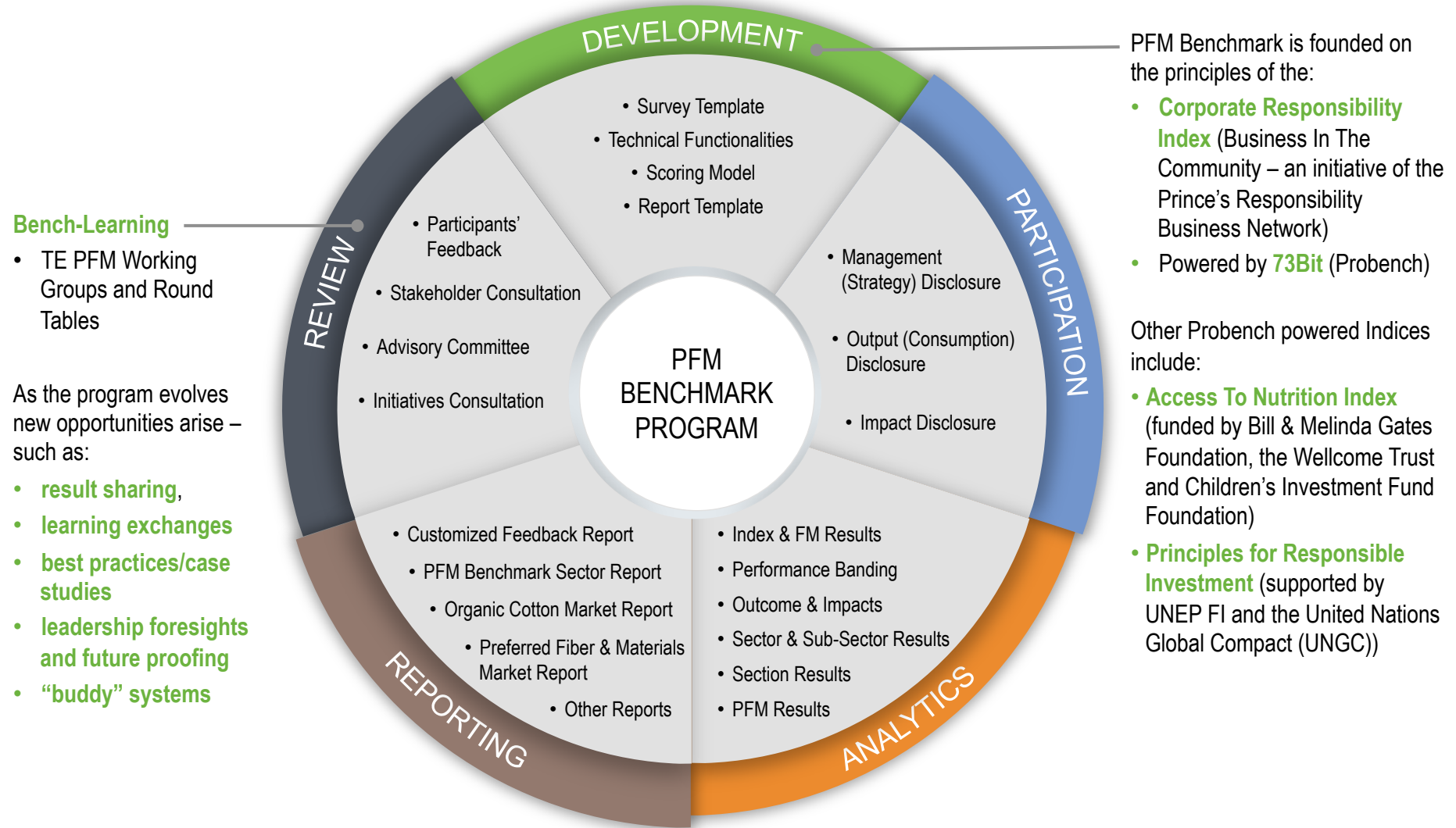
A **one-off survey for TE's reporting purposes** alone.



## BEHIND THE SCENES OF THE PFM BENCHMARK PROGRAM

In 2015, Textile Exchange (TE) launched the Preferred Fiber & Materials (PFM) Benchmark Program for measuring how companies systematically integrate a preferred fiber and materials strategy into mainstream business operations.

# PFM BENCHMARK DEVELOPMENT CYCLE



# ADVISORY COMMITTEE

## Objective:

Add external input/expertise, objectivity and a challenge process (particularly in relation to sensitive/political areas) to ensure the credibility, robustness, and the continuous improvement of the program.



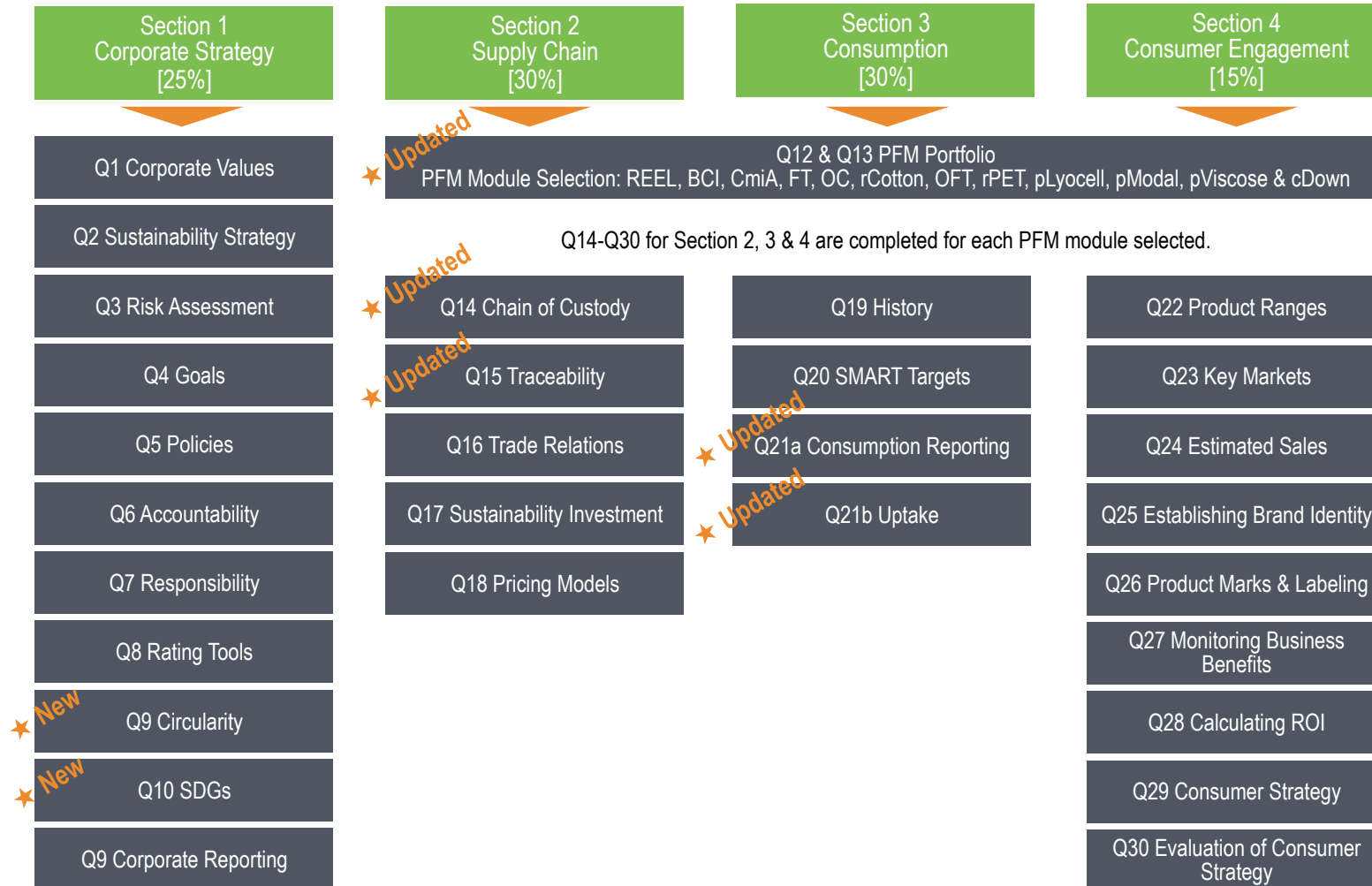
## Key Focus

- ★ Materiality and scoring methodology
- ★ Sustainability impact reporting
- ★ Benchmark collaboration, to better harmonize, interface and share data with other initiatives
- ★ How to better communicate results



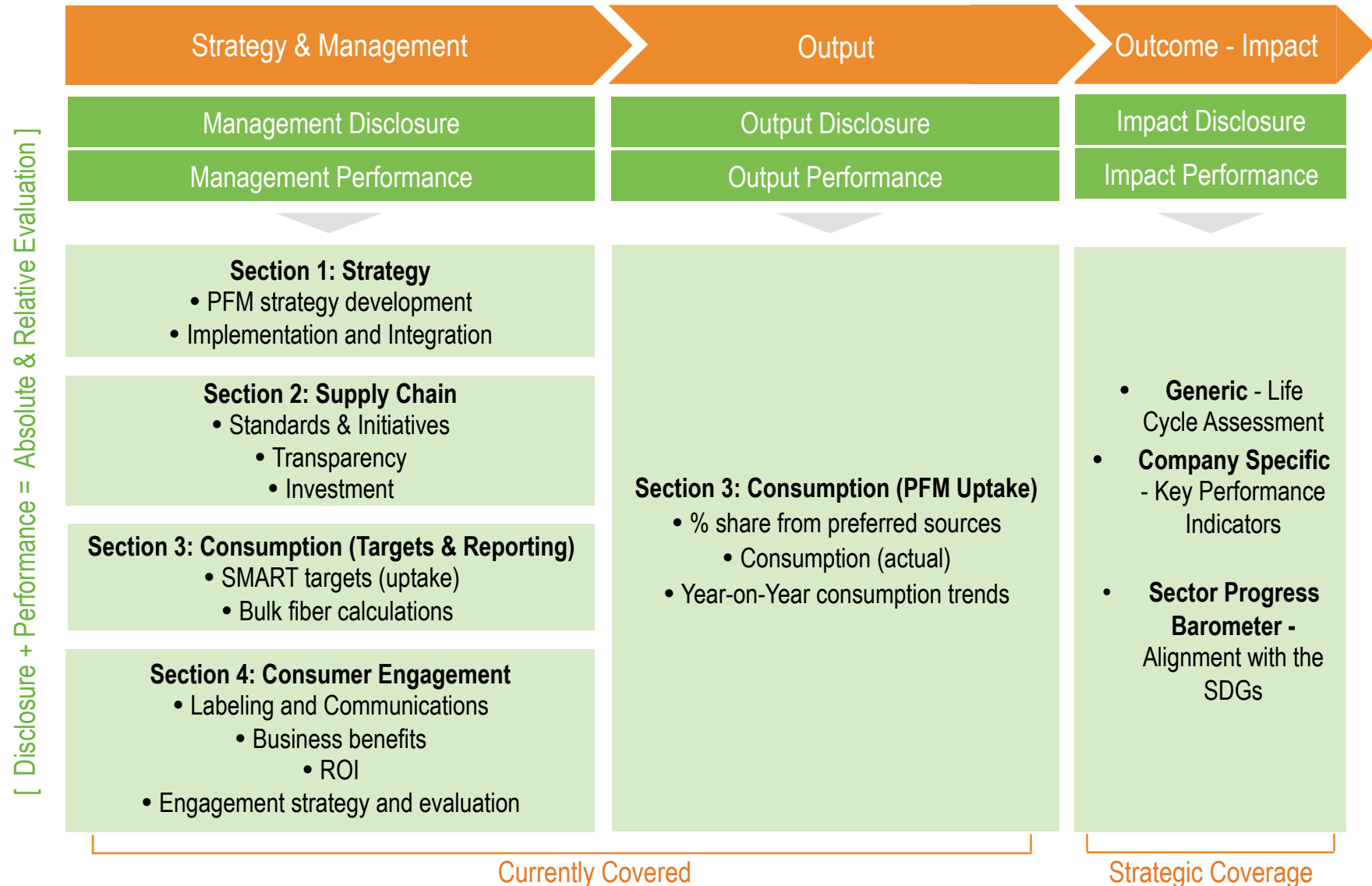
- ★ **Sophia Opperskalski**, Sustainability Consultant, BSD Consulting
- ★ **Christina Raab**, Principal Consultant & Head of Strategy, Made-By
- ★ **Keith James**, Programme Area Manager - Textile Supply Chain, WRAP UK
- ★ **Anita Chester**, Head of Sustainable Raw Materials, C&A Foundation
- ★ **Ipshita Sinha**, Programme Manager, Sustainable Raw Materials, C&A Foundation
- ★ **Pauline Shepherd**, Head of Market Research at European Outdoor Group (EOG)
- ★ **Pamela Ravasio**, Head of CSR & Sustainability, European Outdoor Group (EOG)
- ★ **Eric Wilmanns**, Partner, Brown and Wilmanns Environmental

# PFM INDEX FRAMEWORK





# FROM STRATEGY TO IMPACT





The PFM Benchmark Program is a two-way process:  
for us to give you what you want, we must first understand what you need.

54% percent of participants took part in 2016 stakeholder consultation –  
THANK YOU!

# STAKEHOLDER CONSULTATION RESULTS

## What you said...

What you get most out of the program:

1. Benchmark against peers
2. Track progress
3. Connecting results to sustainability impacts
4. Framework to address the right issues

How the program supports you:

- Ideas for action (50%)
- Motivation for improvements (45%)

Majority (64%) want us to include circularity in the survey.

Many of you) are in favor of a materiality based index.

## What we will do...

What we will provide:

1. Sub-sector and sector benchmark
2. Historical trends and year-on-year improvements
3. Generic LCA linking to SDGs

What we will provide:

- Recommendations
- Year-on-year improvements
- Barometer of progress

Include circularity question in Section 1: Corporate Strategy and incorporate circularity standards in Section 2: Supply Chain.

Companies to nominate the PFMs that are most material to you (i.e. high consumption, high risk) for the determination of the PFM Index Result

# STAKEHOLDER CONSULTATION RESULTS

## What you said...

Most (67%) participants think the sub-sector categories work for them

57% of you think the feedback is helpful and 41% think that it is very helpful. But commentary reflects a need for topline feedback.

The majority (55%) of you see value in fiber and material analysis but also a large proportion (41%) do not seem to know or found it difficult to understand/interpret the result.

Almost half (47%) of you want to see some sort of leaderboard. The highest vote (26%) was for a "Public PFM Index banding of ALL participants (gold, silver, bronze, participant)".

## What we will do...

Include reporting sub-sectors: Multi-Sector/ Apparel (XL), Apparel (L), Apparel (S), Outdoor/ Sports and Home Textile.

Develop a 1-2 page summary for easy top level communication and internal results sharing

Maintain FM Results for holistic view and develop webinars and better guidance to explain the methodology and results.

Review in progress with Advisory Committee.

52% do not feel there is an overlap with other programs.





## RETURNEES LOGGING IN

Your PFM Portal is at:

<http://pfm.textileexchange.org/>



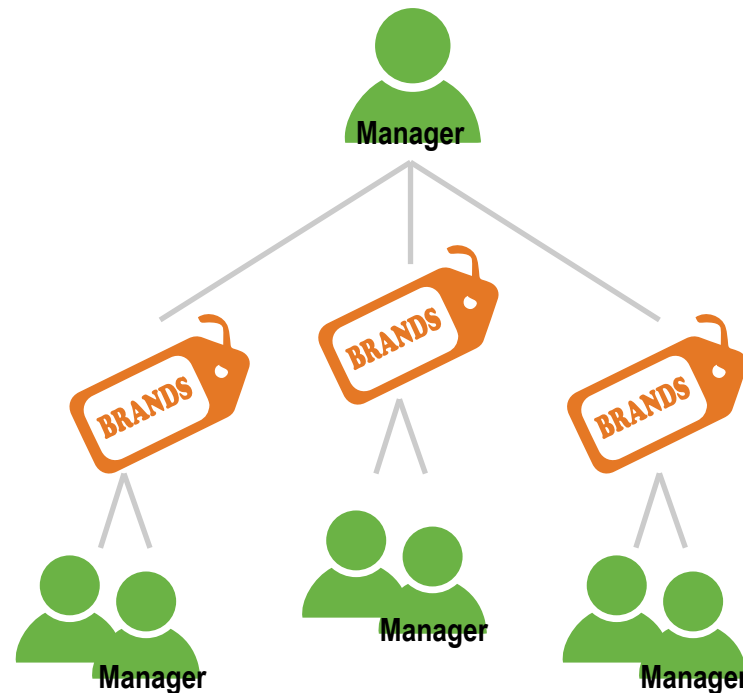
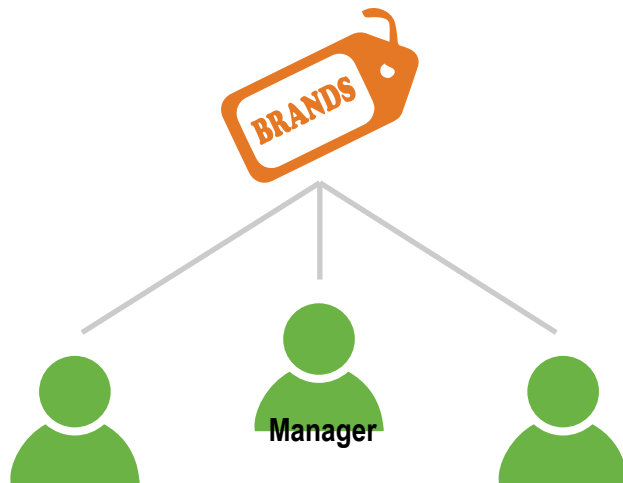
# USER ID AND COMPANY REGISTRATION

PFM Benchmark differentiates between Users and Companies.

This is done so that:

i many users can be created for one company (i.e. from different departments)

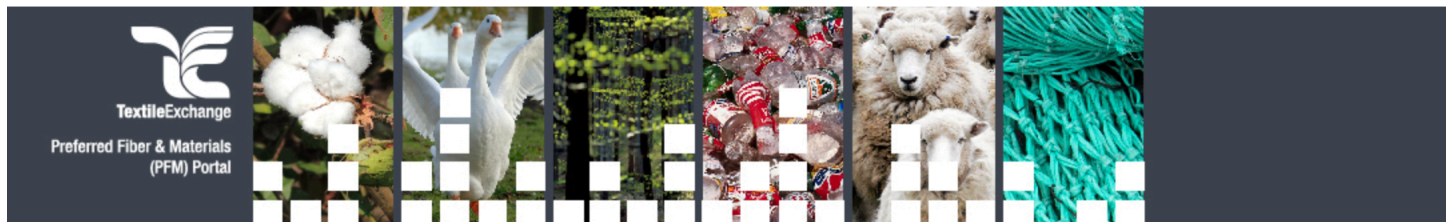
ii many companies can be managed by one user (i.e. holding companies).



For this reason, the registration process is split up into two parts.

# LOGGING ON

Go to <http://pfm.textileexchange.org/> , enter your email and password



## Preferred Fiber & Materials Portal

### Sign In

Email

Password

Sign In

← Enter your email and password

New to The PFM Portal? [Register now](#)

Forgot your password? [Generate a temporary password](#)

The PFM Benchmark

—

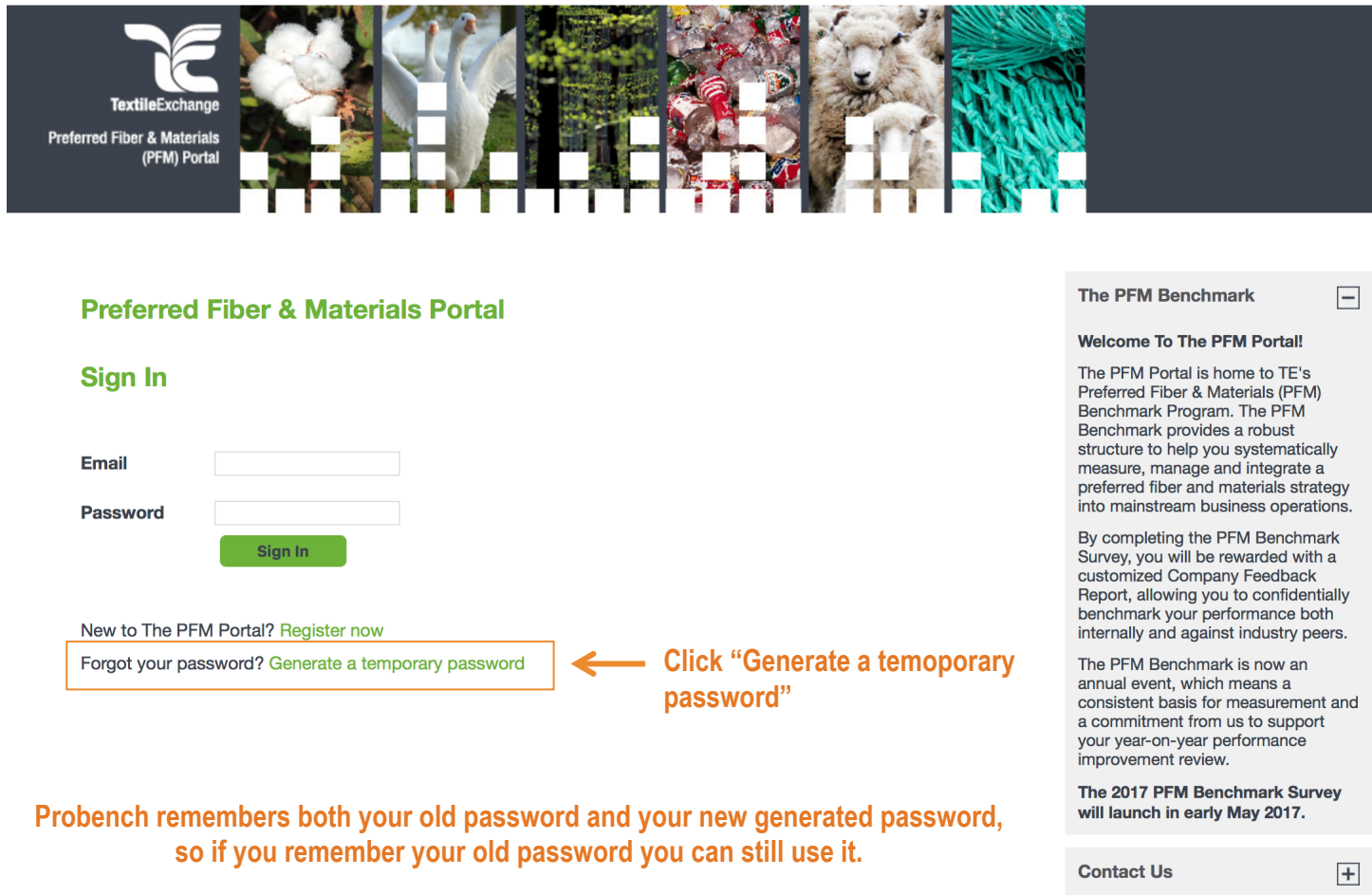
**Welcome To The PFM Portal!**  
The PFM Portal is home to TE's Preferred Fiber & Materials (PFM) Benchmark Program. The PFM Benchmark provides a robust structure to help you systematically measure, manage and integrate a preferred fiber and materials strategy into mainstream business operations.  
  
By completing the PFM Benchmark Survey, you will be rewarded with a customized Company Feedback Report, allowing you to confidentially benchmark your performance both internally and against industry peers.  
  
The PFM Benchmark is now an annual event, which means a consistent basis for measurement and a commitment from us to support your year-on-year performance improvement review.  
  
**The 2017 PFM Benchmark Survey will launch in early May 2017.**

Contact Us

+

# FORGOTTEN YOUR PASSWORD

1 Click on “Generate a temporary password”



**TextileExchange**  
Preferred Fiber & Materials  
(PFM) Portal

**Preferred Fiber & Materials Portal**

**Sign In**

Email

Password


**Sign In**

New to The PFM Portal? [Register now](#)

Forgot your password? [Generate a temporary password](#)

← Click “Generate a temporary password”

Probench remembers both your old password and your new generated password, so if you remember your old password you can still use it.

**The PFM Benchmark** 


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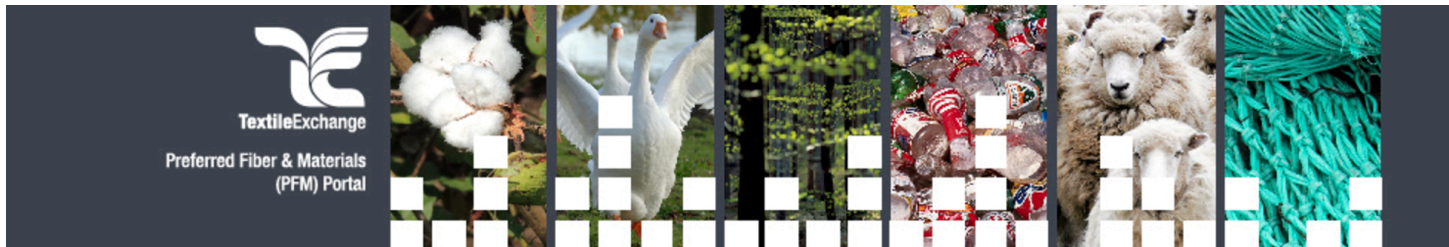
**The 2017 PFM Benchmark Survey will launch in early May 2017.**

**Contact Us** 

# FORGOTTEN YOUR PASSWORD

2

Enter your email



> Sign-In

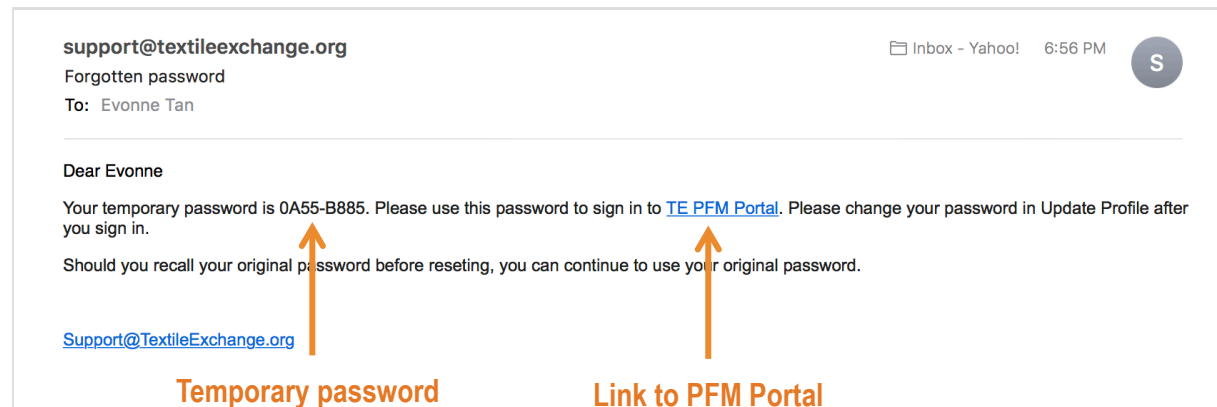
## Generate Temporary Password

Please enter the email address that you used at registration.

Email

Send Email

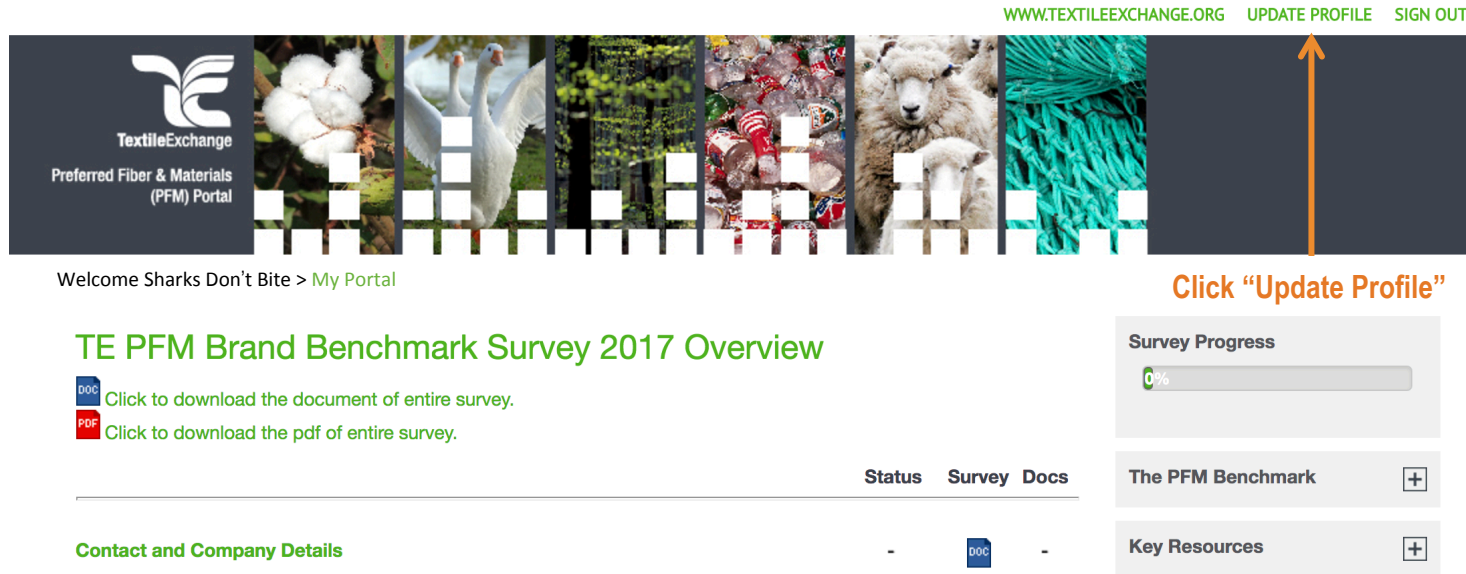
Enter your email and click  
"Send Email"



# CHANGE YOUR PASSWORD


Click “Update Profile”


WWW.TEXTILEEXCHANGE.ORG UPDATE PROFILE SIGN OUT




Welcome Sharks Don't Bite > [My Portal](#)

## TE PFM Brand Benchmark Survey 2017 Overview


 [Click to download the document of entire survey.](#)


 [Click to download the pdf of entire survey.](#)

Status	Survey	Docs
-		-

[Contact and Company Details](#)

Survey Progress  
0%

The PFM Benchmark 

Key Resources 

Click “Update Profile”



# CHANGE YOUR PASSWORD

Click “Update Profile”



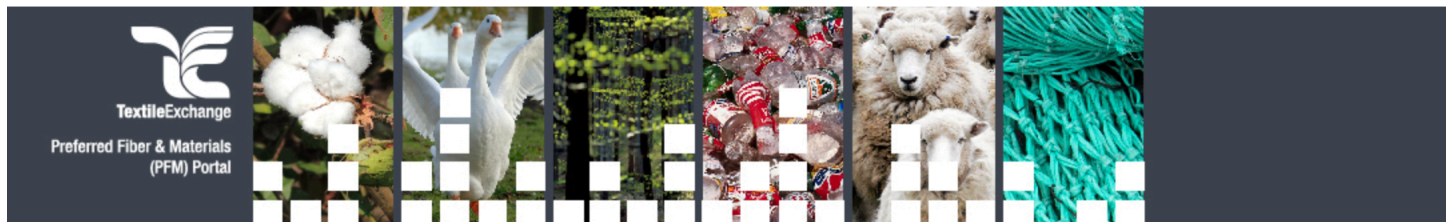
## Change User Password

New password	<input type="password"/>
Confirm new password	<input type="password"/>
<input type="button" value="Update"/>	

← Enter a new password and click “Update”

# ADD A USER

- 1 Go to <http://pfm.textileexchange.org/> and click “Register Now”



## Preferred Fiber & Materials Portal

### Sign In

Email

Password

[Sign In](#)

New to The PFM Portal? [Register now](#)

Forgot your password? [Generate a temporary password](#)

← If you are new, click “Register Now”

#### The PFM Benchmark

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[Contact Us](#)

# ADD A USER

Creating User ID

2

Enter name, email, password and click “Register” to create User ID



> [Sign-In](#)

## User Registration

**First name**

Madeline

**Last name**

Platt

**Email**

maddy@sharksdontbite.co

**Confirm your email address**

maddy@sharksdontbite.co

**Password**

.....

**Confirm Password**

.....



Register

← Click “Register”

# ADD A USER

Register your company

3

Creation of User ID is immediate, you are on this page, click “here” to login and register your company



> [Sign-In](#)

Your User ID has been created. Please click [here](#) to sign-in using the email and password just entered to create an account for your organization.

Kind regards,  
Support Team – Textile Exchange  
([support@textileexchange.org](mailto:support@textileexchange.org))



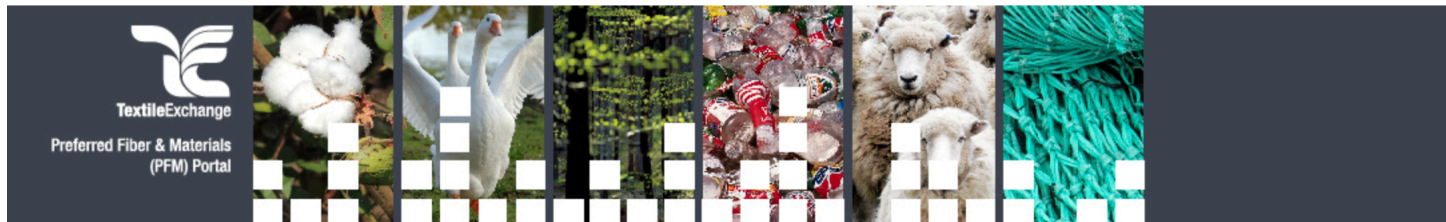
Click “here”

# ADD A USER

Register your company

4

Login using User ID that you just created.



## Preferred Fiber & Materials Portal

### Sign In

Email

Password

Sign In

Enter the email and password that you just used to create your login

New to The PFM Portal? [Register now](#)

Forgot your password? [Generate a temporary password](#)

#### The PFM Benchmark

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# ADD A USER

Register your company

5

Click “Yes” to “Is your organization already registered”, enter your organization code.

Click “Associate” and it will take you straight to the overview page.



> My Portal

## Organization Registration

Is your organization already registered?

☒ Yes  
☐ No

← Click “Yes”

Please enter your Organization Code to link your User ID to your organization.  
If you do not remember your passcode, please contact [support@textileexchange.org](mailto:support@textileexchange.org).

Organization Code

hd26066

← Enter your organization code

Associate

If you want to add a new company, you will need to contact us at  
[Support@TextileExchange.org](mailto:Support@TextileExchange.org)



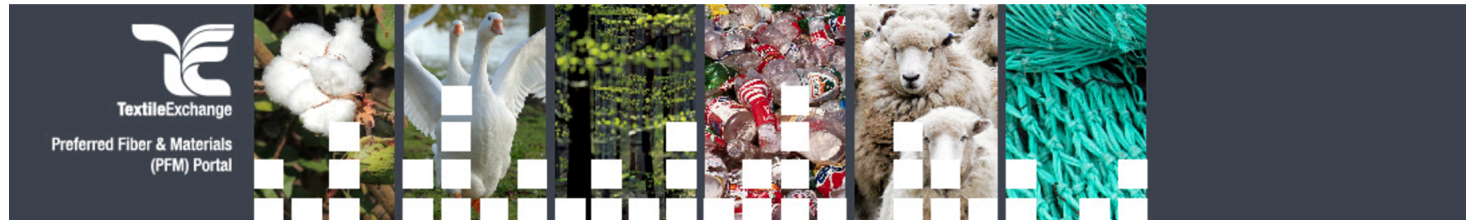
## **FILLING IN YOUR SURVEY - WHAT'S NEW**

We hear you!

Our policy is continuous improvement. Based on your survey and the stakeholder consultation feedback we have made improvements to this years online survey and will continue to do so every year.



# TE PFM BENCHMARK 2017







## Overview Page



Welcome Sharks Don't Bite > [My Portal](#)

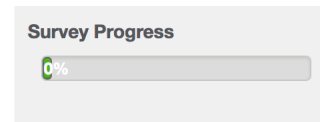
### TE PFM Brand Benchmark Survey 2017 Overview

 Click to download the document of entire survey.  
 Click to download the pdf of entire survey.

	Status	Survey	Docs
<a href="#">Contact and Company Details</a>	-		-
<a href="#">S : Corporate Strategy</a>	-		-
<a href="#">Preferred Fibers &amp; Materials Portfolio</a>	-		-
<a href="#">Report Visibility and Feedback</a>	-		-
<a href="#">Sign-Off</a>	-		-
<a href="#">Submit</a>	-		-


★ **New:**

- Modularized Word/PDF document



The PFM Benchmark 

Key Resources 

Contact Us 

★ **New:**

- NDA template
- Complete survey template

# PREFERRED FIBER & MATERIAL PORTFOLIO

1

## FM Usage Breakdown

12a Can your company provide an estimated percentage breakdown of its overall fibers and materials usage? ⓘ

- ☐ No
- ☒ Yes, we can provide an estimated percentage breakdown

12a.1 The estimated breakdown of our total fibers and materials usage is (must add up to 100%):

Cotton	Synthetics	MM Cellulosics	Animal Fibers	Other
50	50	0	0	0

100%

2

## Portfolio breakdown

★ New:

- Cotton: Recycled + REEL
- MMC: Lyocell, Modal + Pref Viscose
- Down: IDFL, Recycled
- Wool: Organic, Responsible + Recycled

12b.1 Please select the fiber/material you can estimate for:

☒ Cotton (must add to 100%)

Conventional Cotton	BCI Cotton	CmiA Cotton	Fair trade Cotton	Organic Cotton	Organic-Fair trade Cotton	Other Pref Cotton	Recycled Cotton	REEL Cotton
50	0	0	20	30	0	0	0	0

100%

13c Please select the fibers and materials to include in your benchmark submission: ⓘ

### Preferred Cottons

- ☐ Better Cotton Initiative (BCI)
- ☒ Cotton made in Africa (CmiA)
- ☒ Fair Trade Cotton
- ☒ Organic Cotton
- ☐ Organic-Fair Trade Cotton
- ☒ REEL Cotton (REEL)
- ☒ Recycled Cotton (rCotton)

### Other Preferred Fibers/Materials

- ☒ Certified Down
- ☒ Preferred MM Cellulosic (In Development)
- ☒ Recycled Polyester
- ☒ Preferred Lyocell
- ☒ Preferred Modal
- ☒ Preferred Viscose

3

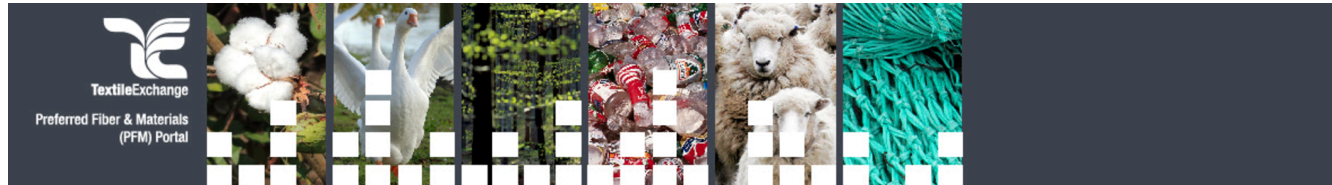
## Select the modules you wish to complete

★ New:

- Cotton: Recycled + REEL
- MMC: Lyocell, Modal + Pref Viscose
- Additional question to select most material PFMs

# TE PFM BENCHMARK 2017

## Overview Page



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### TE PFM Brand Benchmark Survey 2017 Overview

Word/PDF of survey →

 Click to download the document of entire survey.  
 Click to download the pdf of entire survey.

Survey Progress  
 ← Overall survey progress bar

Modules selected →

	Status	Survey	Docs	
<b>Contact and Company Details</b>	-		-	
<b>S1: Corporate Strategy</b>				← Attachment indicator
<b>Preferred Fibers &amp; Materials Portfolio</b>	-		-	
<b>Organic Cotton S2: Supply Chain</b>			-	← Progress of section
<b>Organic Cotton S3: Consumption</b>			-	
<b>Organic Cotton S4: Consumer Engagement</b>			-	
<b>Recycled Polyester S2: Supply Chain</b>			-	← Document of each section
<b>Recycled Polyester S3: Consumption</b>	-		-	
<b>Recycled Polyester S4: Consumer Engagement</b>	-		-	
<b>Report Visibility and Feedback</b>	-		-	
<b>Sign-Off</b>	-		-	
<b>Submit</b>	-		-	



# PFM BENCHMARK SURVEY

Welcome 73bit > My Portal > TE PFM Brand Benchmark Survey 2016 Overview

## Section 1: Corporate Strategy

 Click to download the document.

 Click to download the document.

Flag this page



☒ Flag this page

Go back to overview →

[Back to Overview](#)

Navigation →

← Previous

Delete

Save

Next →

Survey Progress

8%

The PFM Benchmark




Key Resources



Contact Us




Mandatory Questions →

1 Do your company's corporate values incorporate sustainability?  ← More Information

- ☐ No
- ☐ In development
- ☐ Yes, our vision/mission statement is an internal document only
- ☐ Yes, and our vision/mission statement is publicly available

List of supporting evidence, clarification or weblink:

2 Does your company have a sustainability strategy that covers fiber and materials ? 

- ☐ No
- ☐ In development
- ☐ Yes

List of supporting evidence, clarification or weblink:

Prefilled Questions  
For review and update →

Please upload supporting documents to this page by clicking "Attach documents":

Attach documents (0)

← Attach supporting documents

Please click "Save" to save your responses on this page before you navigate to "Previous" or "Next" page. Your responses will not be saved otherwise.

← Previous

Delete

Save

Next →

# QUESTION TYPES

## Radio buttons (Single Selection)

- ☐ No
- ☐ In development
- ☐ Yes, our vision/mission statement is an internal document only
- ☒ Yes, and our vision/mission statement is publicly available

## Checkboxes (Multi-Selection)

- ☐ Cotton
- ☐ Recycling/recycled content
- ☐ MM cellulose/forestry

### ★ New:

- Click to select, double click to de-select
- 0% in all business coverage questions to indicate that you are not carrying out the activity

## Business coverage (based on volume)

	0%	1-25%	26-50%	51-75%	76-99%	100%
Business coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Text fields (click the icon on the bottom right to extend box)

3.2 Please provide details of the key risks/opportunities identified:

Please provide your updated details and explanation here...

## Weblink fields (enter URL)

Please provide weblink:

Please provide your updated URLs here...

## List of supporting evidence, clarification or weblink (available in every question)

List of supporting evidence, clarification or weblink:

Please provide your updated supporting evidence here...

# CALCULATORS

For every PFM, consumption data can be entered in 2 ways:

1

By product details

By product details using the online product-to-fiber converter

21.1.1 Our estimated organic cotton fiber consumption is:

Product Range	Units	Ave Weight	Weight Type	Ave Blend (%)	Conversion Factor	Total Fiber (kg)
Apparel-Infant/Kids	10000	250	grams	10	2	500.0
Apparel-Basics	20000	150	grams	100	1.5	4,500.0
					1.5	
					1.5	
					1.5	
					1.5	
					1.5	
					1.5	
					1.5	
					1.5	
Total Fiber Consumption(kg)						5,000.0
Total Fiber Consumption(mt)						5.0

By bulk fiber

21.1.2 Our estimated total organic cotton fiber consumption is

Waste factor is defaulted to 1.5, please change it to your specific factor if available or if your bulk fiber already includes waste please change it to 0.

Bulk Fiber	Weight Type	Waste Factor	Total Fiber (kg)	Total Fiber (mt)
40000	Metric tonne	1.5	60,000,000.0	60,000.0

21.1.3 Please upload your own workings as supporting documentation

English\_Organic\_Sept05.pdf [672KB]

Choose file No file chosen

2

By bulk fiber

★ New:

- Built in calculator
- Default waste factor
- Auto conversation

# CONSUMPTION

## PFM Uptake

★ **New:**

- Defaulted from response in PFM Portfolio

21a Please estimate the percentage of your company's total cotton usage that is organic cotton?

	0%	1-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-99%	100%
Usage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PFM Consumption History

★ **New:**

- Auto fill from 2016
- Defaulted from response in calculators
- Validation against uptake

21.2 Please estimate your organic cotton consumption in bulk fiber (including waste) for the past 3 years:

Year	2016	2015	2014	2013
Consumption (mt)	23,000.0	19,000.0	10,000.0	



TE has a range of tools to support you through your online self-assessment.  
Our team is also available to assist in queries and consumption  
calculations.

In 2017, pre-filling will be available to reduce the need for repeat entries and  
data sharing opportunities are in place with key initiatives to reduce survey  
fatigue.



# PFM BENCHMARK PROGRAM ROADMAP

## What you need to do...

<ul style="list-style-type: none"> <li>• Register online</li> <li>• Coordinate internally</li> </ul>	<ul style="list-style-type: none"> <li>• Fill in survey</li> <li>• Sign NDA (if applicable)</li> <li>• Sign-off</li> <li>• Complete before due date</li> </ul>	<ul style="list-style-type: none"> <li>• Respond to review clarifications</li> </ul>		<ul style="list-style-type: none"> <li>• Receive feedback report</li> <li>• Receive sector report</li> </ul>
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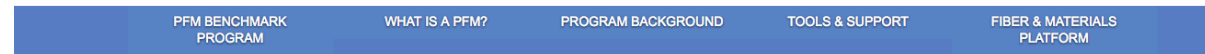


## What we provide...

<ul style="list-style-type: none"> <li>• Enquiries</li> <li>• Getting started webinar</li> <li>• Registration support</li> </ul>	<ul style="list-style-type: none"> <li>• Survey Summary</li> <li>• Question Elements</li> <li>• Guidance Notes</li> <li>• Technical Note</li> <li>• Webinars and recordings</li> <li>• NDA support</li> <li>• One-on-one support</li> <li>• Prefilling</li> </ul>	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> review: completeness, consistency, evidence</li> <li>• 2<sup>nd</sup> review: standardization</li> <li>• Clarify with participants</li> <li>• Finalize all surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Response analysis</li> <li>• Scoring analysis</li> <li>• Consistency checks</li> <li>• Publish draft results</li> <li>• Create feedback template</li> <li>• Generate feedback report</li> <li>• Review with advisors</li> <li>• Develop sector report</li> </ul>	<ul style="list-style-type: none"> <li>• Publish feedback reports</li> <li>• Publish sector report</li> <li>• Results webinar</li> <li>• Customize summaries/ presentation to members</li> <li>• Stakeholder consultation to review process</li> </ul> <p>(Results are also used for Organic Cotton Market Report and Preferred Fiber &amp; Materials Market Report)</p>
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# TEXTILE EXCHANGE WEBPAGE

★ **Updated** <http://textileexchange.org/preferred-fiber-materials-benchmark/>



## ABOUT THE PROGRAM

The TE PFM (Preferred Fiber and Materials) Benchmark provides a robust structure to help companies systematically measure, manage and integrate a preferred fiber and materials strategy into mainstream business operations, to compare progress with the sector, and to transparently communicate performance and progress to stakeholders.

Companies follow a self-assessment process intended to help identify the strengths and the gaps where future progress can be made. By comparing section scores with those achieved by the whole sector, companies can plan improvement efforts and prioritize action areas.

As we all work to improve our sustainability performance, how can we track our progress? Are our accomplishments ahead of the curve, or are others surpassing us? What can we learn from our peers, and on which areas should we focus? It is questions like these that we hope to address with your company's confidential feedback report, which you will receive together with a sector report on the overall trends, challenges and opportunities in the sector.

[Register / Log In To The PFM Benchmark Portal](#)

[Download Sample Company Feedback Report 2016](#)

### JUST RELEASED! TE PFM BENCHMARK SECTOR REPORT 2016

71 companies from 16 countries participated in the 2016 PFM Benchmark Program. The PFM Index Result indicated that the sector is at an "establishing" stage of integrating PFMs into mainstream business operations. Download the Sector Report to read the analysis, trends, outcomes and impacts of this result!

[Download 2016 Sector Report](#)

Link to past reports: [TE PFM Benchmark Sector Report 2015](#) • [Sector Overview 2015](#) • [Key Findings 2015](#)

### LEARN MORE WITH OUR WEBINAR SERIES

Get The Best Out of Your Company Feedback Report • Introducing The PFM Benchmark 2016 • Insights into The Stakeholder Consultation • PFM Benchmark 2017 For Beginners • PFM Benchmark 2017 for Returnees

[Webinar Registration & Details](#)

# SURVEY SUPPORT

All our resources are available online and can be accessible as you complete your survey.

## Section 2B: Supply Chain Integrity - Organic Cotton



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### Overview

Supply chain integrity, and the corresponding product integrity, is the linchpin of sustainable supply chain management. In this section we look at the ways companies are addressing issues in their supply chain to make improvements, and achieve product integrity, including the use of chain of custody guidelines for verifying the content of a preferred fiber or material. Certification to standards is one of the strongest ways to ensure that product claims are accurate and able to be verified. Ultimately, the goal is to move towards transparent and trusting supply chain partnerships which allows companies to closely manage risk and co-create more resilient trade relations that share value fairly through their supply network.

14 Is your company using an industry standard to verify content of organic cotton? ⓘ

- ☐ No
- ☐ In development
- ☐ We rely upon the farm level standard and have developed our own system to verify
- ☐ Yes we use a third party chain of custody standard to verify the organic content

List of supporting evidence, clarification or weblink:

Ask a Question

Introduction to Benchmarking →

Survey Summary →

Question Elements →

Guidance Notes →

Technical Note →

Webinar Recording →

### Survey Progress

34%

### The PFM Benchmark



### Key Resources



› [Introduction to Benchmarking](#) - provides an introduction to TE's PFM Benchmark.

› [Survey Summary](#) - provides an overview of the survey structure.

› [Question Elements](#) - outlines the key elements of each survey question and also how each question and section is weighted.

› [Guidance Notes](#) - gives detailed guidance on completing each question in the survey.

› [Technical Note](#) - provides a step-by-step instructions on how to navigate the portal and submit your survey.

› [Webinar Recording](#) - introduces the PFM Benchmark and gives a live demo of the survey portal.

### Contact Us



# SURVEY SUPPORT: ONLINE HELP

Explains why the question is important, gives direction on how to answer it and outlines the supporting evidence that we are looking for.

## Section 2B: Supply Chain Integrity - Organic Cotton



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### Overview

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- ☐ Yes we use a third party chain of custody standard to verify the organic content

List of supporting evidence, clarification or weblink:

### Guidance

#### Why is this important?

Chain of custody supports a product content claim. Chain of custody keeps the integrity of a PFM intact through a system (such as transaction certificates) designed to track the content through the supply chain. A chain of custody system can either be controlled through a recognized industry standard or guidelines developed by an initiative (see chart below).

#### Fiber and Materials - Chain of Custody models

**Identity preservation** - In this comprehensive Chain of Custody model the physical product can be traced back to its sustainable source. Throughout the supply chain the yield of each identifiable source is kept separate from the products of other sources, even if the latter were produced according to the same standards. At the point of sale consumers can be informed about this unique source. (ChainPoint)

**Mass balance** - For efficiency (but also for environmental reasons) it is not always feasible to segregate sustainable and non-sustainable products, especially when there is no physical difference between the two. In the Mass-Balance model products from both sustainable and non-sustainable sources are mixed, but as they move through the supply chain an exact account is kept about the volume ratios. Thus it is guaranteed that the amount of sustainable products produced equals the amount (or volume ratios) of sustainable products sold to consumers. (ChainPoint)

**Documentary traceability** - Buyer and seller clearly indicate identification marks, e.g.

# SURVEY SUPPORT: QUESTION ELEMENTS

Outlines best practice and the key elements that makes best practice.

	OVERVIEW	ELEMENTS	SCORING	WEIGHTING
SECTION 1	CORPORATE STRATEGY		Yes	25%
CORPORATE VALUES	<b>1. Corporate Values</b> - Sustainability incorporated into overall vision and mission	The company has a mission, vision or values statement (or equivalent) that: <ul style="list-style-type: none"> <li>- includes a commitment to sustainability</li> <li>- is formalized and overarching</li> <li>- is publicly available</li> <li>- can be evidenced.</li> </ul>	Yes	5%
SUSTAINABILITY STRATEGY	<b>2. Sustainability Strategy</b> - Sustainability strategy includes fibers/materials	The company has a sustainability strategy that: <ul style="list-style-type: none"> <li>- incorporates fibers and materials</li> <li>- has assessed risk and opportunity up and down the supply chain</li> <li>- has been reviewed as part of a stakeholder consultation process</li> <li>- is publicly available</li> <li>- is company-wide or global</li> <li>- can be evidenced.</li> </ul>	Yes	20%
	<b>3. Risk Assessment</b> - Business risk/opportunity assessment covers fibers/materials	The company has a risk/opportunity assessment that: <ul style="list-style-type: none"> <li>- covers fibers and materials</li> <li>- has been reviewed as part of a stakeholder consultation process</li> <li>- is company-wide or global.</li> </ul> Risks and opportunities associated with the sustainability of fiber and material choices are managed in the same way as any other key risk or opportunity. They are included on risk registers alongside other risks/opportunities, their likelihood and impact have been assessed and strategies have been created to manage them.	Yes	15%
	<b>4. Goals</b> - Overall long-term sustainability goals for fibers/materials	The company has incorporated long-term goals for fiber and material sustainability into its strategic planning and has made these goals publicly available.	Yes	10%
	<b>5. Policies</b> - Natural Capital - Social Capital - Animal Welfare	The company has policies that: <ul style="list-style-type: none"> <li>- guide supply chain practices and the adoption of preferred fibers and materials</li> <li>- cover a wide range of criteria related to Natural Capital, Social Capital and Animal Welfare</li> <li>- are publicly available</li> <li>- are company-wide or global</li> <li>- can be evidenced.</li> </ul>	Yes	10%

# SURVEY SUPPORT: GUIDANCE & TECHNICAL NOTES

The Guidance Notes gives detailed guidance on completing each question in the survey and The Technical Note provides a step-by-step instructions on how to navigate the portal and submit your survey.

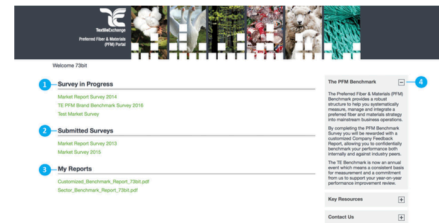
## Technical Note

### NAVIGATION

TE PFM Portal is made up of four primary pages: Sign in page, My Portal page, Survey Overview page and Survey Section page. Once signed in, the first page you will see is My Portal page.

### My Portal

My Portal is where you can monitor all surveys submitted, surveys in progress and survey related reports.



- All open surveys are visible in **Survey in Progress** section.
  - If you have submitted surveys in the past, those surveys will appear in the **Submitted Survey** section.
- Due to a major back-end and user interface enhancement in 2016 past years' surveys are currently not loaded. Should you require a copy of your past surveys please contact [Support@TextileExchange.org](mailto:Support@TextileExchange.org).
- Benchmark reports and customized feedback reports will appear in **My Reports** section.
  - There are three sections to our noticeboard. Click "+" to view them:
    - **The PFM Benchmark** gives a brief overview of the program.
    - **Key Resources** provides quick access to essential resources to complete the survey.
    - **Contact Us** lists our contact details.

## Guidance Notes

### SECTION 1: CORPORATE STRATEGY

Questions 1-9

#### Overview

This section asks how companies are placing preferred fiber and materials at the core of their business – is there a strategy in place, and have policies been set to address key environmental and social issues in the sourcing of fiber and materials? The setting of goals helps a company stay focused, and the use of rating tools to inform decision-making can strengthen internal systems. It is essential that staff members hold responsibility for getting the job done, and that accountability sits with senior managers. Public reporting is a gateway to transparency and demonstrates a company's strength of commitment.

#### 1. Do your company's corporate values incorporate sustainability?

##### Why is this important?

Corporate values are a high level statement that provides an understanding of "what the company stands for", "what you are prepared to be responsible for" and "what your future goals and objectives are". Corporate values may be described as vision, values, corporate purpose, or a mission statement. The purpose of values is to set the boundaries by which the company operates.

##### Further direction:

This question asks you to provide a copy of your company's values statement, or similar. Note that your company may not necessarily call it a values, vision, or mission statement. The only requirement from us is that your statement should be formalized, be overarching, and include a commitment to sustainability.

##### Supporting evidence:

- Copy of your values statement (or similar).
- If evidence is in the public domain, simply provide the weblink in the comments box.

#### 2. Does your company have a sustainability strategy that covers fiber and materials?

##### Why is this important?

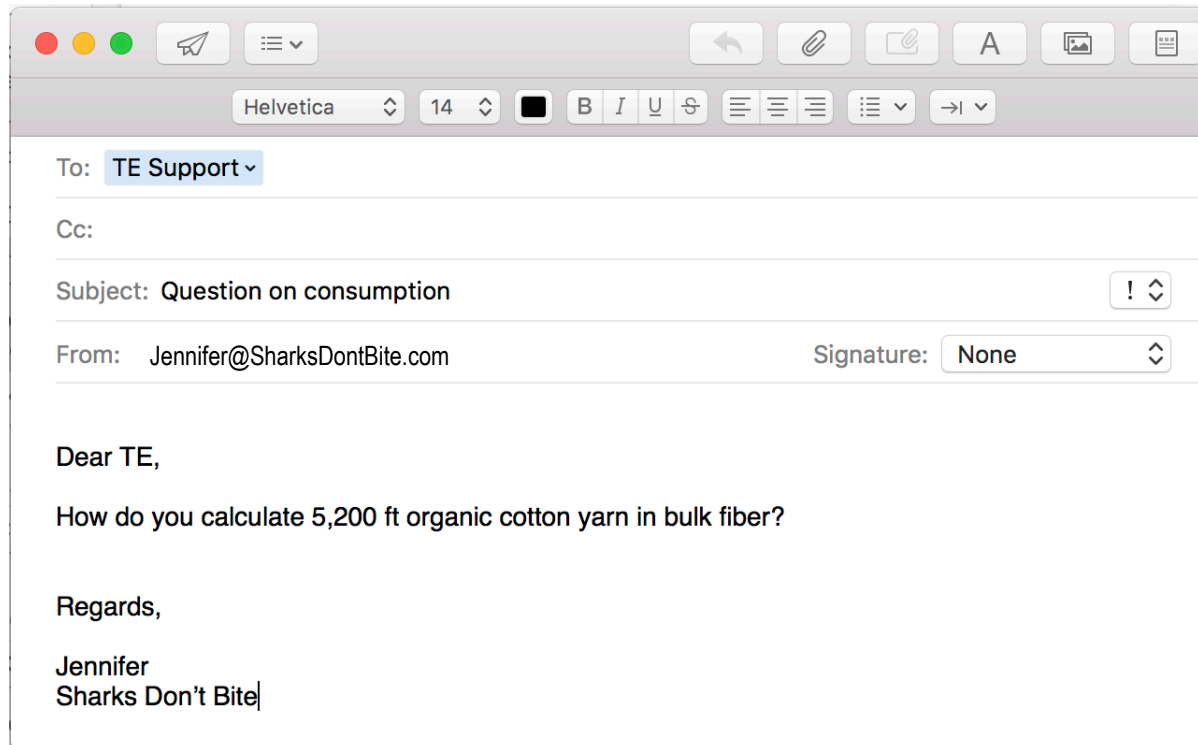
The confluence of risks and opportunities associated with environmental, social and economic performance has made sustainability a strategic priority for companies as part of their overall business strategy. Measuring a company's environmental, social and economic performance is often referred to as the "triple bottom line."

Linking sustainability with overall corporate strategy helps sustainability become part of the overall planning, budgeting and accountability processes. Thus, the business can operate successfully, and thrive, in a world of increasing resource risk. An effective sustainability strategy will have assessed risk and opportunity up and down the supply chain, including the review of the fiber, materials and suppliers your company depends upon (see also Q3).



# SURVEY SUPPORT: QUERIES

Our most personalised support provided when you approach us directly with a question.



[Support@TextileExchange.org](mailto:Support@TextileExchange.org)

# THANK YOU



Please visit our website: [TextileExchange.org](http://TextileExchange.org)  
[aboutorganiccotton.org](http://aboutorganiccotton.org)