

Corporate Fiber & Materials Benchmark

MEET THE PROGRAM – NEW PARTICIPANTS



Your CFMB team



Liesl Truscott
Europe and Materials Strategy
Director



Stefanie Maurice
Textile and Materials
Specialist



Prerna Pandey
Materials Program
Co-ordinator



Jessica García
Benchmark Program
Manager



Cory Skuldt
Associate Director,
Corporate Citizenship (CC)



Evonne Tan
Director of Data Management
& China Strategy



Suet Yin Siew
Senior Data Analyst &
Statistician



Amish Gosai
South Asia Manager



María Fernández
CFMB Intern



We are a **global nonprofit** working closely with our members and partners to drive **industry transformation**.

Our vision

We envision a global textile industry that **protects and restores the environment** and **enhances lives**.

Our mission

Inspire and equip people to **accelerate sustainable practices** in the textile value chain.

Minimize the harmful impacts of the global textile industry and **maximize its positive effects**.

Our 2030 strategy: Climate+

Textile Exchange is the driving force for urgent climate action on textile fiber and materials.

Our goal is for **30%* reduced CO₂ emissions** from textile fiber and material production **by 2030**.

We will need **strong partnerships** to **accelerate** the adoption of existing tools and enable **disruptive innovation** around new business models and zero-carbon materials.

*range exists to allow for alignment with 1.5°C pathway and science-based targets



COVID-19 has demonstrated the deep interconnectedness of people and planetary systems.

A photograph of a dense forest with tall, slender trees. Sunlight filters through the green leaves, creating a bright, dappled light effect. The scene is peaceful and natural.

**We now have the opportunity to
rethink the textiles industry and
make it fit for the future.**

**But first we need to know
where we stand.**



What We Will Cover



- 1 Welcome to benchmarking
- 2 An overview of the program
- 3 Getting started on uptake reporting
- 4 A closer look at circularity
- 5 Benchmarking platform and how to register
- 6 How we will be supporting you
- 7 Q&A



Benefits of Benchmarking

- 1 Benchmarks **clarify what societies expect** from industries and companies.
- 2 Benchmarks **clarify where and how companies can contribute** to sustainability.
- 3 Benchmarks **promote a race to the top**.
- 4 Benchmarks **help companies track progress**.
- 5 Benchmarks **promote dialogue** and are a proven and effective engagement tool for companies.



What the Benchmark Delivers



- 1 Credible, industry-level data** that demonstrates progress towards preferred fiber and materials portfolios.
- 2 "Deep dive" support** on preferred fibers and materials through the benchmark survey and associated tools, allowing practitioners to understand best practice, create a roadmap and operationalize their work.
- 3 "Critical friend" feedback** from a collaborative, business-friendly organization that genuinely challenges the industry to do better.

} **For the industry**

} **For individual companies**

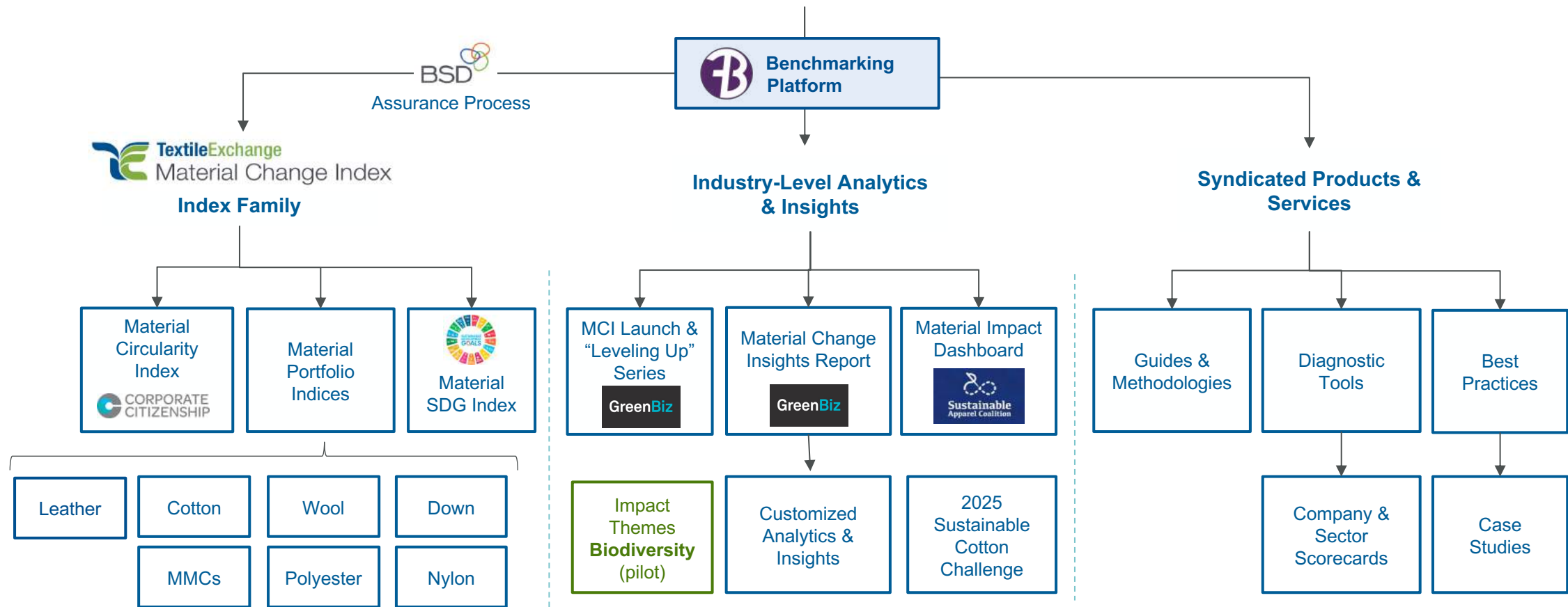
Program Overview



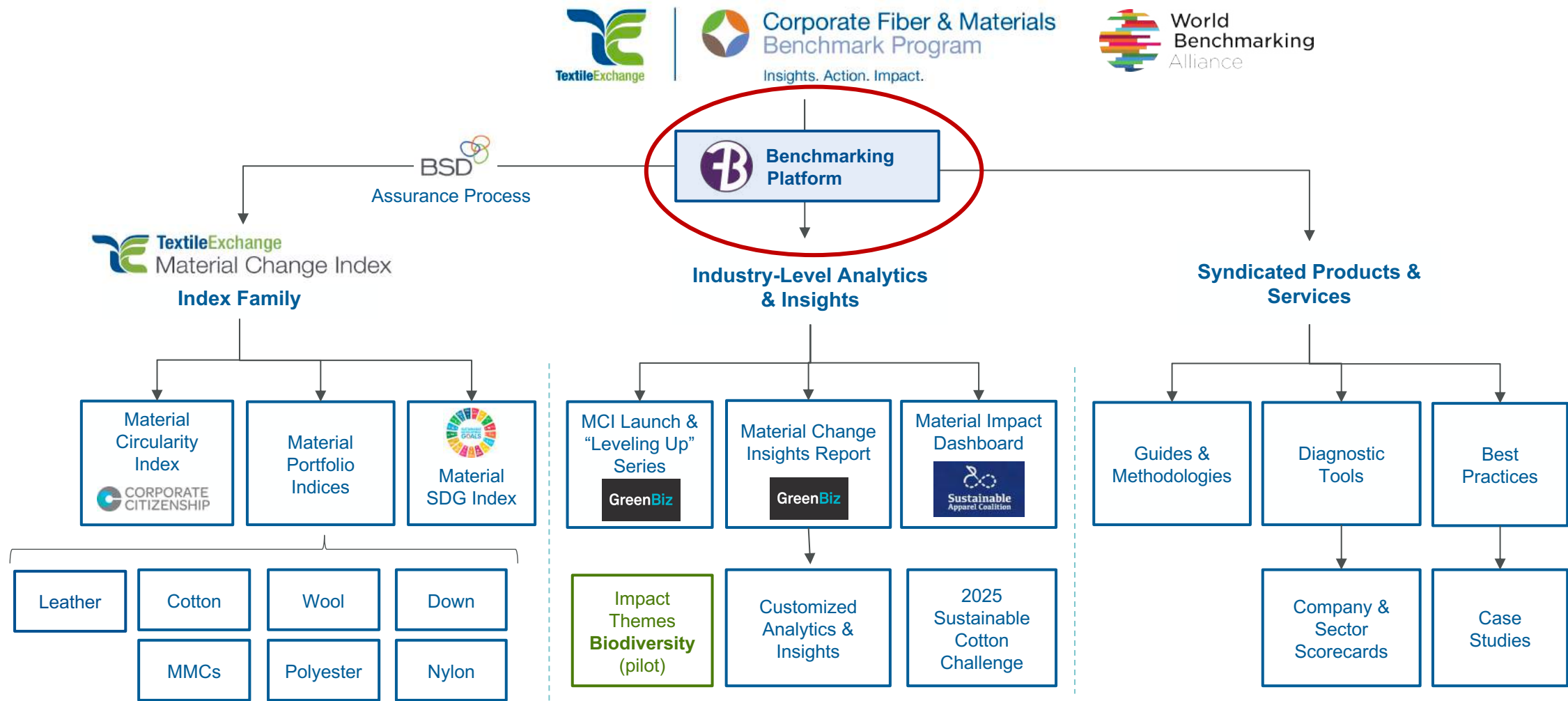
Corporate Fiber & Materials
Benchmark Program
Insights. Action. Impact.



World
Benchmarking
Alliance













Program Overview



Survey Framework

The survey framework covers all important areas of materials sourcing and allows companies to select priority materials from a portfolio of options.

I. Strategy and Integration 	II. Materials Portfolio						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 Use*	
Internal Engagement*	Transparency						Design for Circularity	
Materiality*	Targets*						Business Models	
Customer Engagement*	Uptake*						Textile Collection*	
Reporting*	Impact Monitoring*						Recycled Content*	

*  Alignment with Sustainable Development Goals (SDGs)

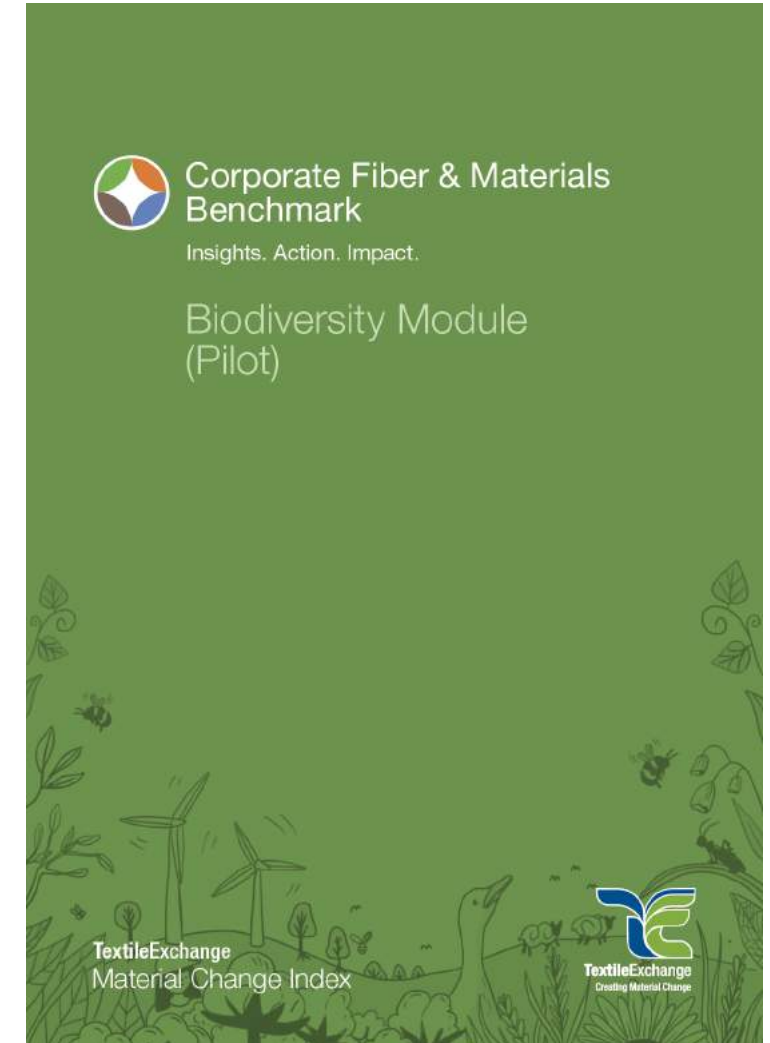
Biodiversity Pilot

Integration: The Biodiversity Module will be integrated with the CFMB - just like biodiversity management, it should be integrated into existing materials/sourcing strategies.

Build: Benchmark participants will not be starting from scratch - the Biodiversity Module will build on responses to questions in the CFMB.

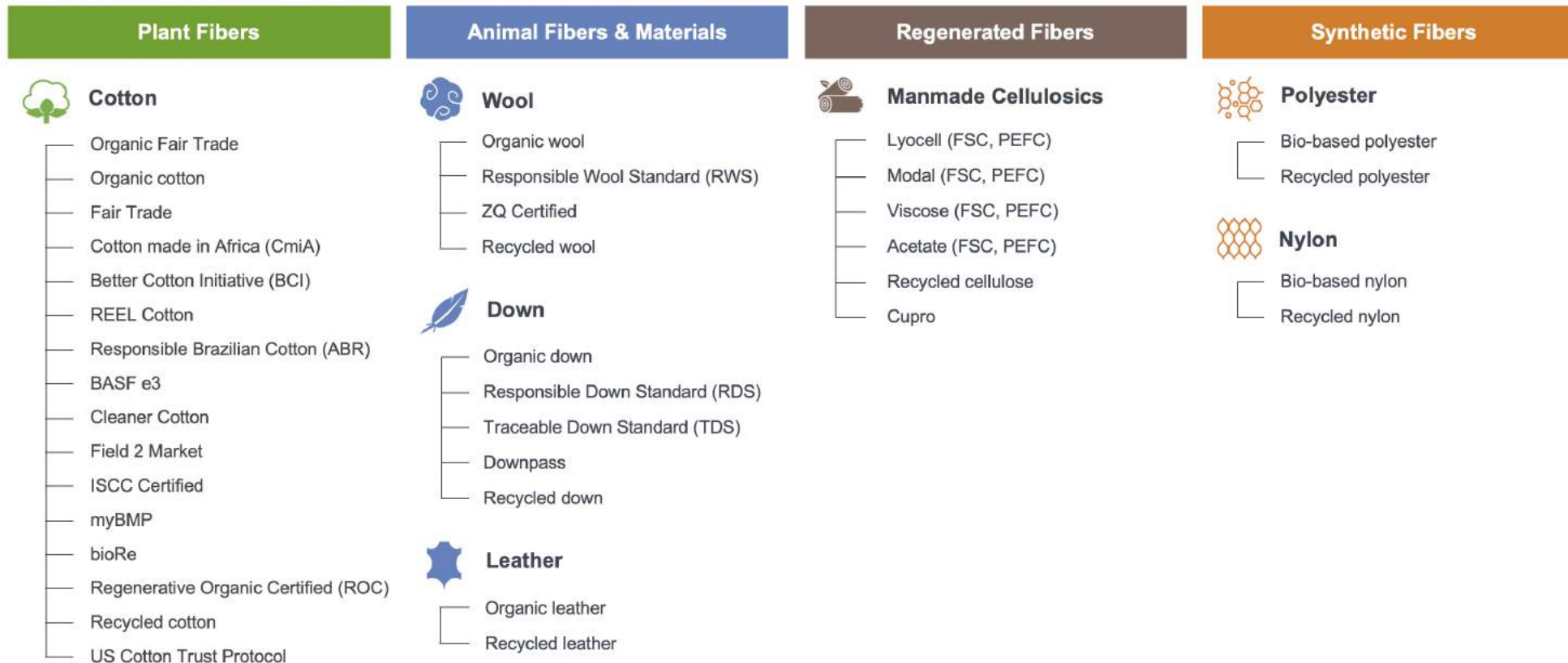
Foundational: This first year will be a baseline - we can road test the module, share insights, and improve for further years.

Alignment: Ensure the Biodiversity Module is aligned with - and informed by - important global and industry initiatives (such as the Science Based Targets Network and the Fashion Pact).



Fiber and Materials Portfolio of Options

Currently the benchmark offers modules in the following important materials categories. Within each category companies report on the sustainability programs or standards their company has adopted.



Taking a Portfolio Approach

Taking a portfolio approach means recognizing that there might **not be one single fiber, material, or program that meets all requirements or business needs**, and that a company's selection might **change over time**.

A portfolio approach can be achieved by:



Building a mix or a **suite of preferred materials**, based on the consideration of options, impacts and organizational priorities.



Embedding a strategy that leads to **preferred options replacing unsustainable or less sustainable options** over time - including target setting to align commercial and sustainability teams and drive progress.



Having a **commitment to integrity** and the principles of **continuous improvement** thus ensuring the options selected result in a positive change.

Textile Exchange recognizes that “**one size does not fit all**” and our benchmark allows participants to build their own portfolio based on the sustainability programs their company is implementing.

Annual Engagement Cycle



The Benchmark Program follows an annual cycle as follows.

Development

Program review and upgrades

Participation

July - October

Survey completion and submission

Analysis

July - 1st October

Submission (rolling) review and results preparation

Reporting

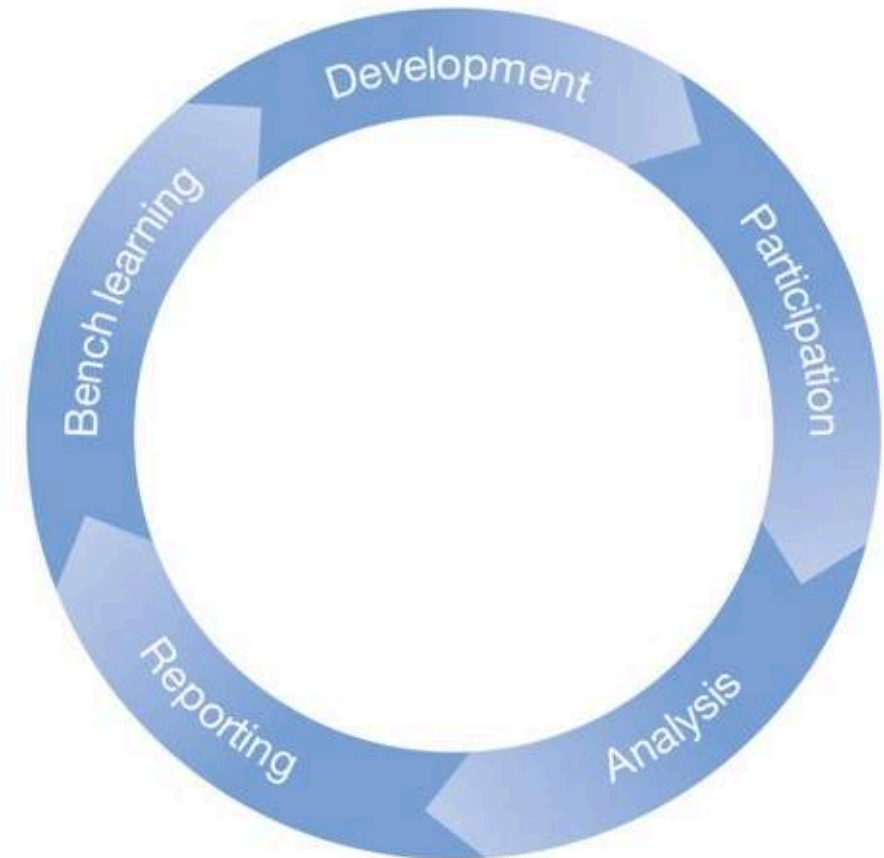
November - February (2021)

Company Scorecard, Material Change Index and Insights Report

“Bench” learning

Ongoing

Peer learning program (including conference)



Your Benchmarking Choices



1. Participation:

- Brands / Retailers
- Manufacturers

2. Survey Selection:

- Full Survey
- Material Module(s)
- Progress tracker

3. Scorecard Options:

- Company confidential scorecard and sector results:
 - Standard
 - Advanced
 - Premium



Suite of Guides



Our suite of guidance notes supports participants on all aspects of sustainability related to materials sourcing, including definitions, calculations, methodologies, and best practices.



Uptake Reporting

What is uptake data?

- Data on the volume of products, fabrics, yarn or fiber your company has placed onto the market
- All uptake data for CFMB 2020 is aggregated at fiber-level.
- If your data is not at fiber-level "conversion rates" are available to estimate the volume of fiber.

https://textileexchange.org/wp-content/uploads/2019/10/CFMB_2019_Fiber-Conversion-Methodology.pdf



Why do we collect uptake data?



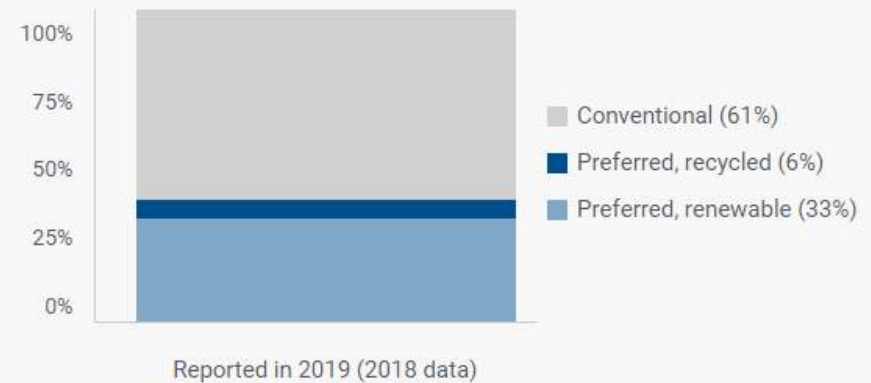
- Scoring in CFMB Survey
- Benchmarking in Scorecards
- Analysis of Industry Totals

The big picture

Industry footprints are based on company-reported uptake volumes of key materials, including 54% cotton, 33% polyester, 7% manmade cellulosics, 5% nylon, 1% wool, <1% down.

- **Volume of materials reported:** 4.4 million tons
- **Share conventional:** 2.6 million tons
- **Share preferred, recycled:** 0.3 million tons
- **Share preferred, renewable:** 1.4 million tons

Visualizing uptake share



How should we calculate this?

Fiber Uptake Calculation Guide – best practice recommendations



Recommended Approach & Best Practice for Robust Industry Reporting	
Supply Chain Stage for Data Extraction	Product-Level (Actual quantity delivered to final destination country for sale "Placed on the Market"). More advanced options also available.
Supply Chain Stage for Final Calculation	Fiber uptake calculations should include fiber loss estimations in production and, ultimately, estimate the fiber input at raw fiber level.
Date range	Preferably Calendar Year (January 1 – December 31).
Products In-Scope	Brands – All major textile components of products produced. Retailers – All major textile components of own-line products produced.
Materials In-Scope	<ul style="list-style-type: none"> All textile fibers used as basis of fiber uptake calculations (conventional and preferred/more sustainable, from both virgin and reclaimed feedstocks). Additional materials include down and feathers ("down").
Product Weights	Actual product weight for each unique Style:Color combination (e.g. average of minimum and maximum weight).
Estimating Fiber Losses in Production	Use loss factors when converting product or fabric volumes back to fiber input.
Product Integrity System	Establish a product integrity system to collect necessary information to validate sourcing of more sustainable fibers and materials.
Documentation of Calculation Process	<ul style="list-style-type: none"> Develop in-house methodology document for calculating fiber uptake. Submit Fiber Uptake Calculation Metadata Form with CFMB Survey. Verification of calculations.

Example Calculation to Fiber Level

In 2019, 100,000 0.2 kg t-shirts were placed on the market for sale by Company XYZ. The t-shirts are 100% Organic Cotton.

$100,000 \times 0.2\text{kg} = 20,000 \text{ kg Organic Cotton at product level}$

The conversion rate for cotton from product to fiber for apparel is 1.65. (I.e. 1.65 kg of ginned cotton fiber is needed to produce 1 kg of cotton apparel).

$20,000 \text{ kg} \times 1.65 = 33,000 \text{ kg of Organic Cotton fiber-level}$



Example of how to report – Wool



MP-1-2. Wool portfolio

	Used	Product	Volume	Unit	Reporting Tier	Conversion Rate	Total Wool (MT)	Estimate % of Total Wool	Total Wool Incl. Estimates (MT)
OW	<input type="checkbox"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
RWS	<input checked="" type="checkbox"/>	Apparel <input type="text" value=""/>	50	Metric Tons <input type="text" value=""/>	Fiber <input type="text" value=""/>	1	50.00	<input type="text" value=""/>	50.00
ZQ-NZ	<input type="checkbox"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
ZQ-Others	<input type="checkbox"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
rWool	<input checked="" type="checkbox"/>	Apparel <input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	Incomplete	0.5	1.3216
OtherWP	<input type="checkbox"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
ConvW	<input checked="" type="checkbox"/>	Apparel <input type="text" value=""/>	100	Metric Tons <input type="text" value=""/>	Product <input type="text" value=""/>	2.13	213.00	<input type="text" value=""/>	213.00
Wool Portfolio							263.00	0.50	264.3216
Wool Programs							50.0000	0.5000	51.3216

Uptake Calculations – Resources



Fiber Uptake Calculation Guide:

<https://textileexchange.org/wp-content/uploads/2019/10/CFMB-Guide-Fiber-Uptake-Calculations-Final-October-2019.pdf>

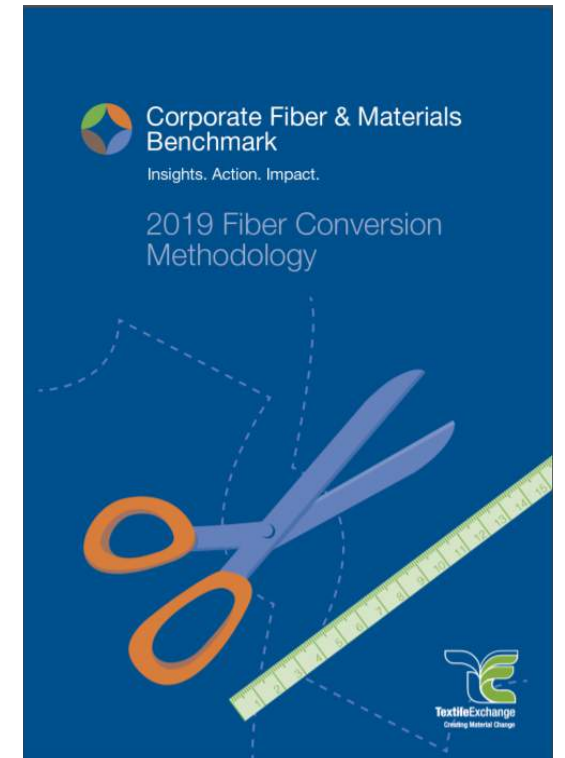
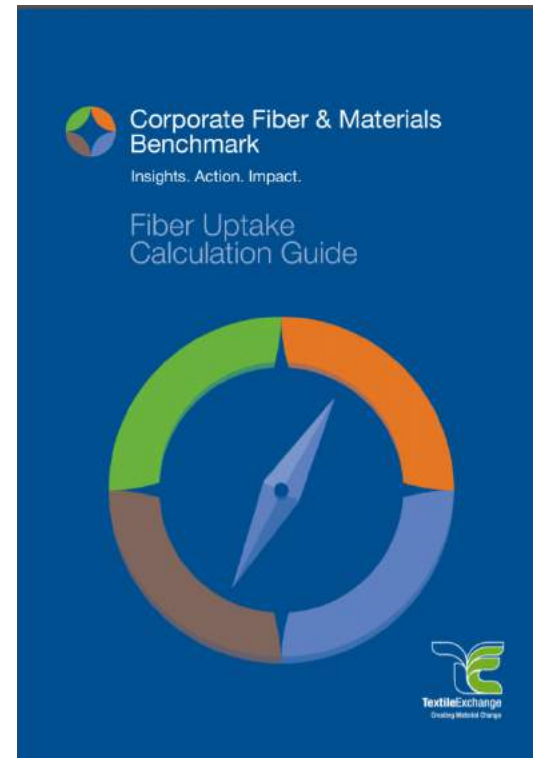
Fiber Conversion Rate Guide:

https://textileexchange.org/wp-content/uploads/2019/10/CFMB_2019_Fiber-Conversion-Methodology.pdf

Additional Uptake-specific webinar to be announced.

Any further questions?

SMaurice@TextileExchange.org



A Closer Look at Circularity

Introduction to Corporate Citizenship



Reporting & ESG Disclosure

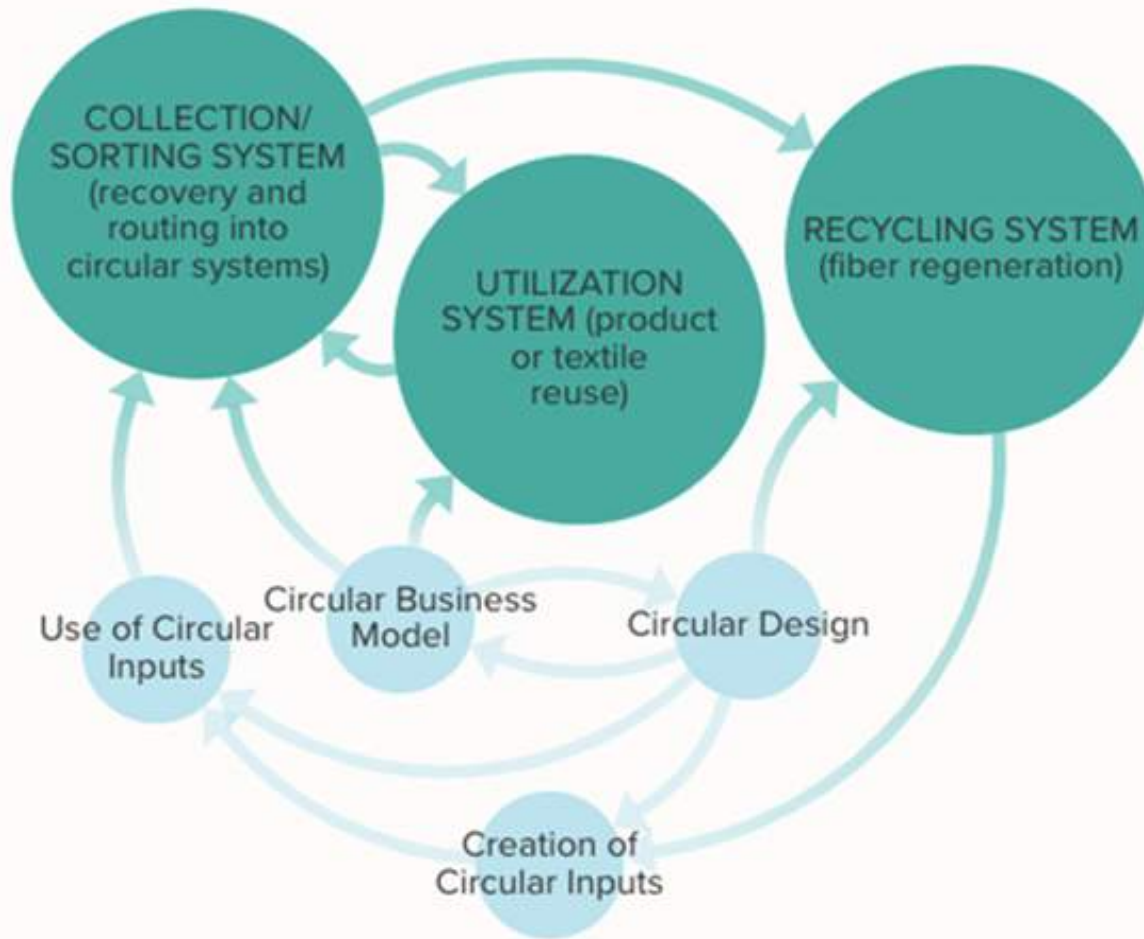
- Experts on investor ESG ratings and benchmarks such as DJSI, CDP, ISS - worked with 50+ companies across 30 industries in 2019
- ESG standards expertise (SASB, GRI, etc.) to inform disclosure.

Strategy & Performance

- Strategy development support on a project basis or extension of your team.
- Translate benchmark insights into performance improvement and opportunity.
- **Experience across the textile value chain from raw material supplier to brand and retailer.**

For 23 years, Corporate Citizenship has been a trusted partner to 500+ clients across 45 countries.

A Comprehensive Approach to Circularity



Tracking progress on circular **systems** for fiber and materials

Circular **design** and **business model**, along with the creation and use of **circular inputs**, support a fully circular, closed-loop textile system.

Modeling Material Circularity

III. Circularity



Circularity Strategy*

Resource Use*

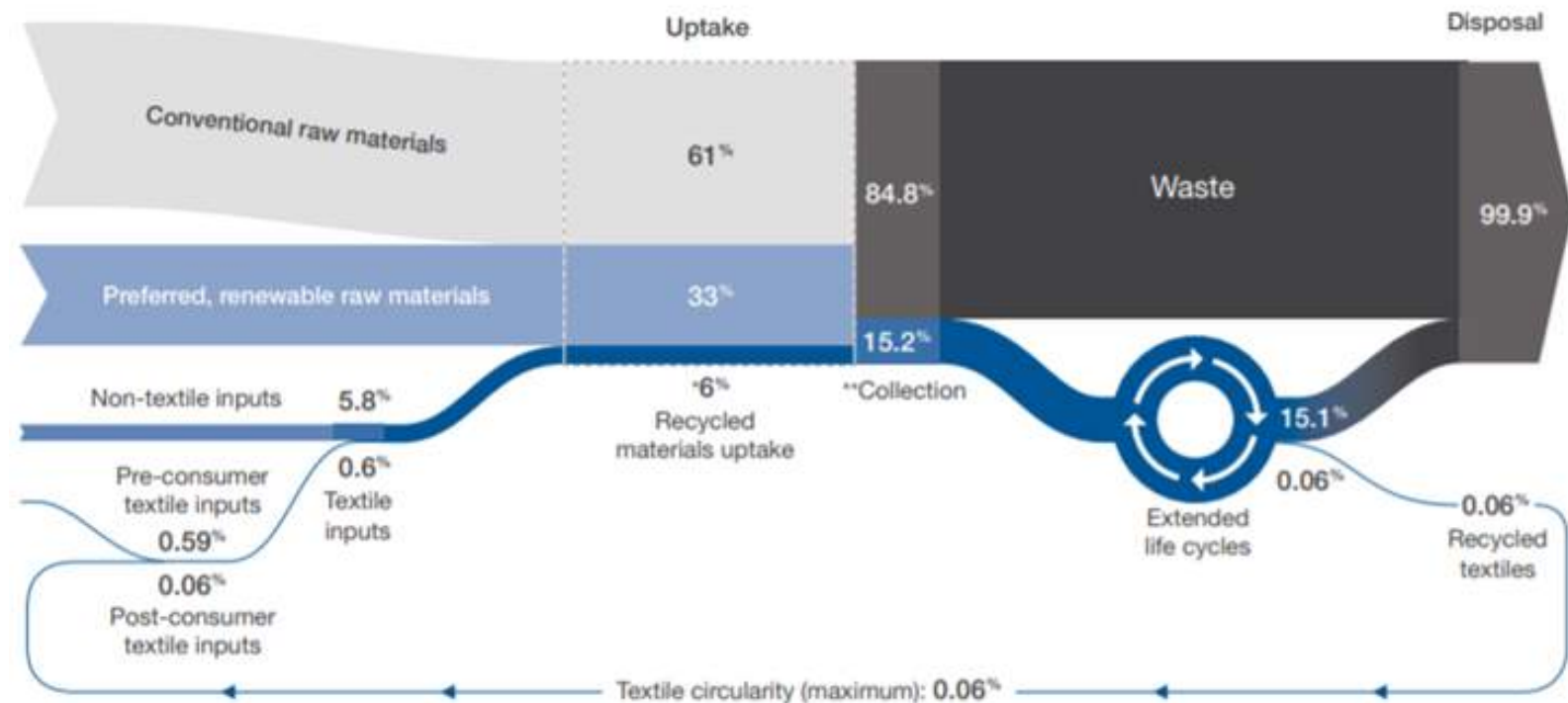
Design for Circularity

Business Models

Textile Collection*

Recycled Content*

Data analysis to model material circularity and pinpoint levers for change.



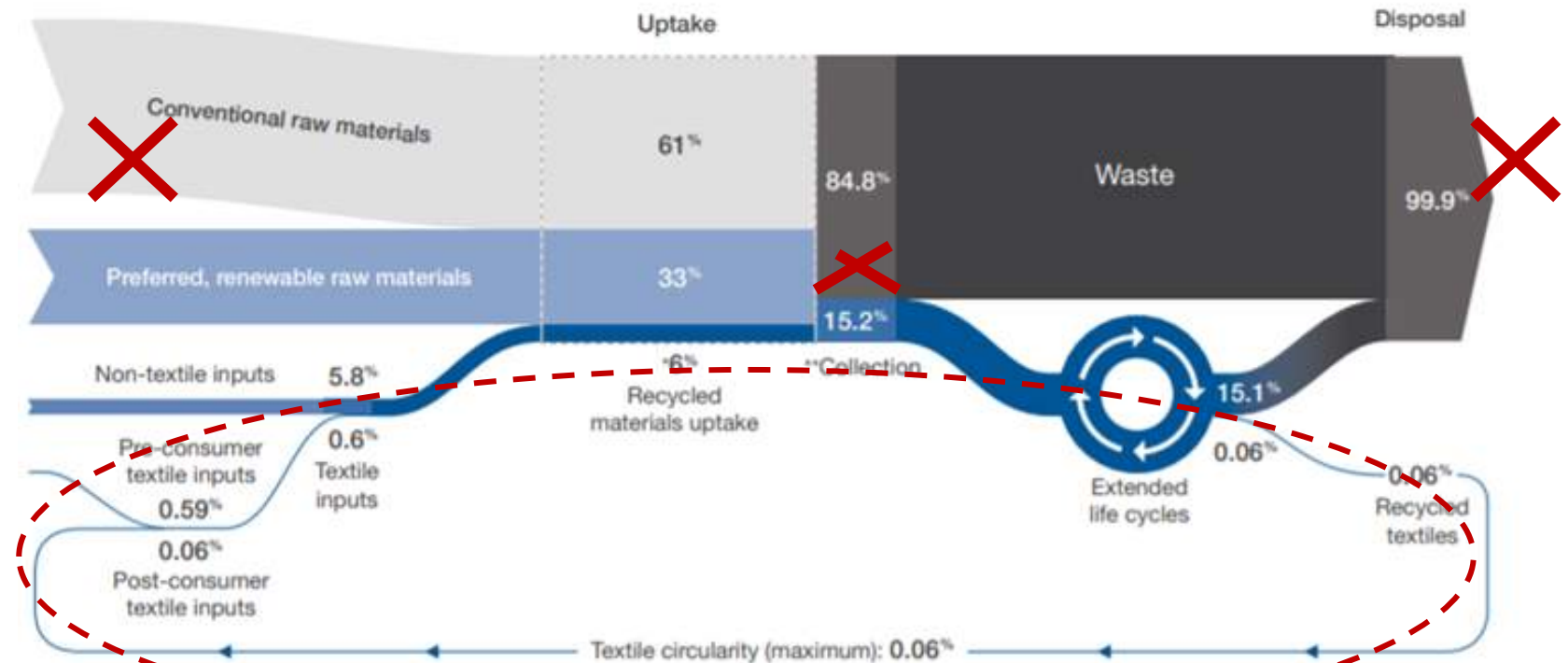
* Recycled materials percentage of total uptake rounded from 6.4%.

** Collection: EPA industry estimated recycling rate, 2017.

Source: <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data>

Capturing the Full Potential of Circularity

- Uniquely positioned to capture the full potential of circularity.
- The CFMB applies a material and fibers *input* lens to go beyond the typical “waste management” approach to circularity.



* Recycled materials percentage of total uptake rounded from 6.4%.

** Collection: EPA industry estimated recycling rate, 2017.

Source: <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data>

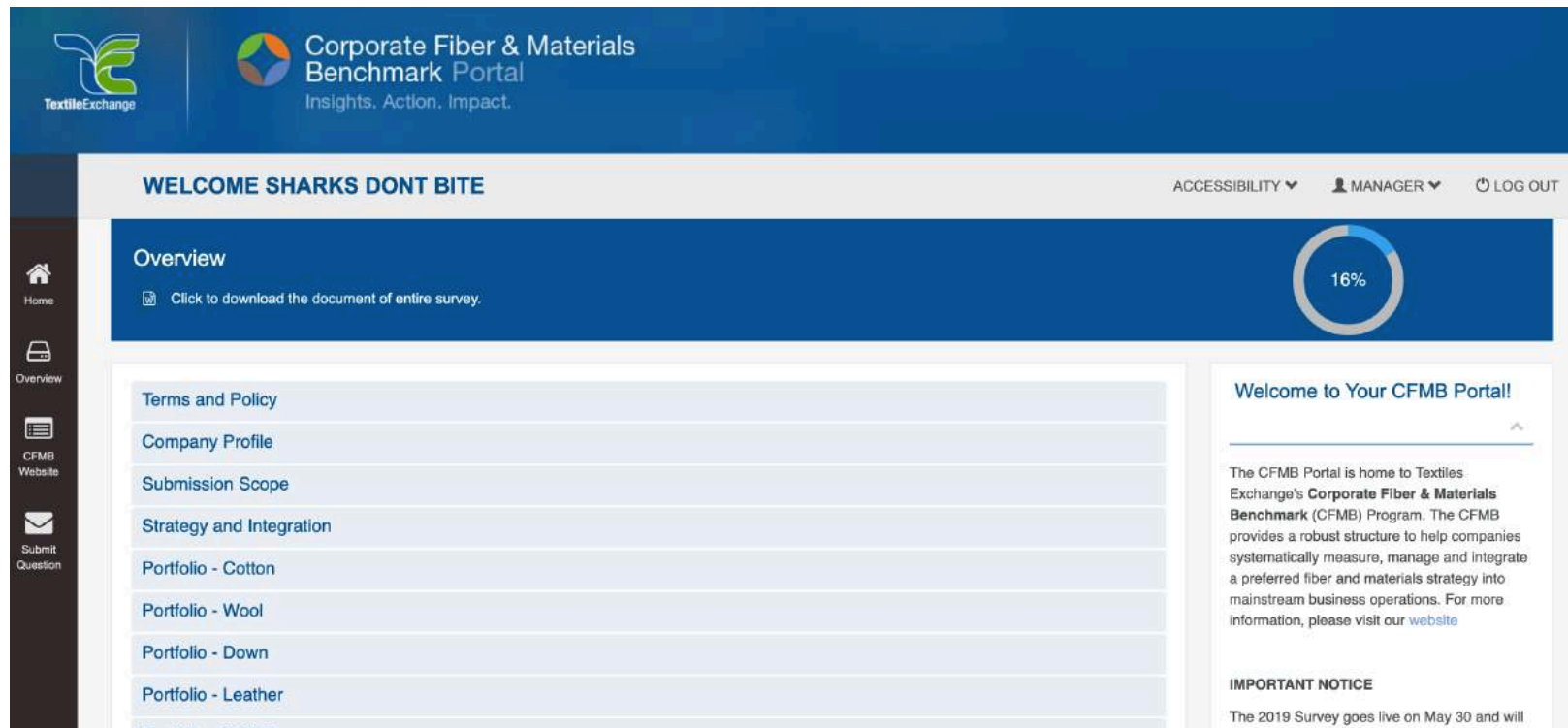


Benchmarking Platform and How to Register

Benchmarking Platform



The benchmark is managed through an online digital platform in collaboration with 73bit. An impressive number and range of benchmarking programs benefit from 73bit's technology and services including the United Nations (PRI), Bill & Melinda Gates Foundation (Access to Nutrition Index) and Business in the Community.



Technical Platform:

- Secure site
- Online guidance
- Resource library
- Progress monitoring
- Multiple access / team sharing
- Year-on-year progress tracking
- In-built calculators
- Digital scorecard
- Archived submissions and scorecards

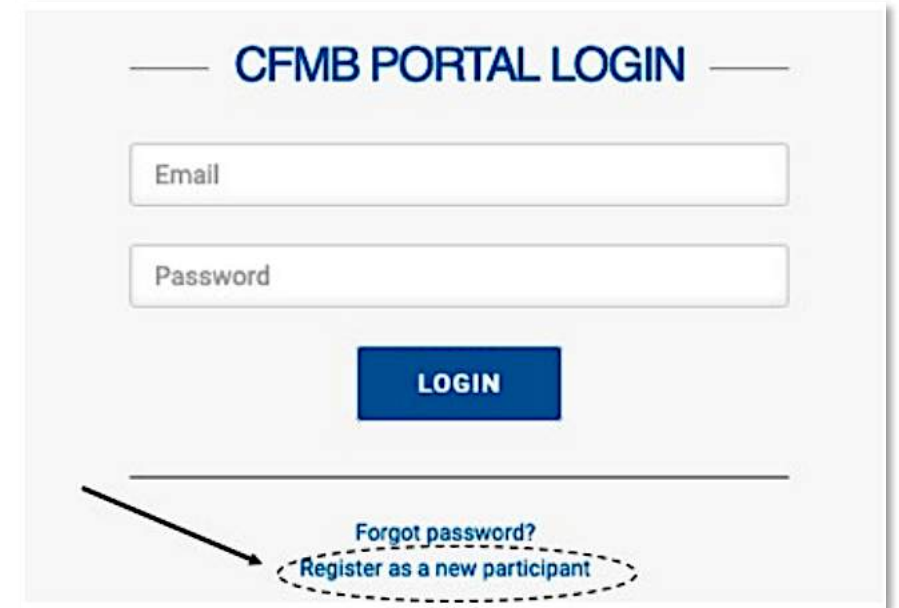
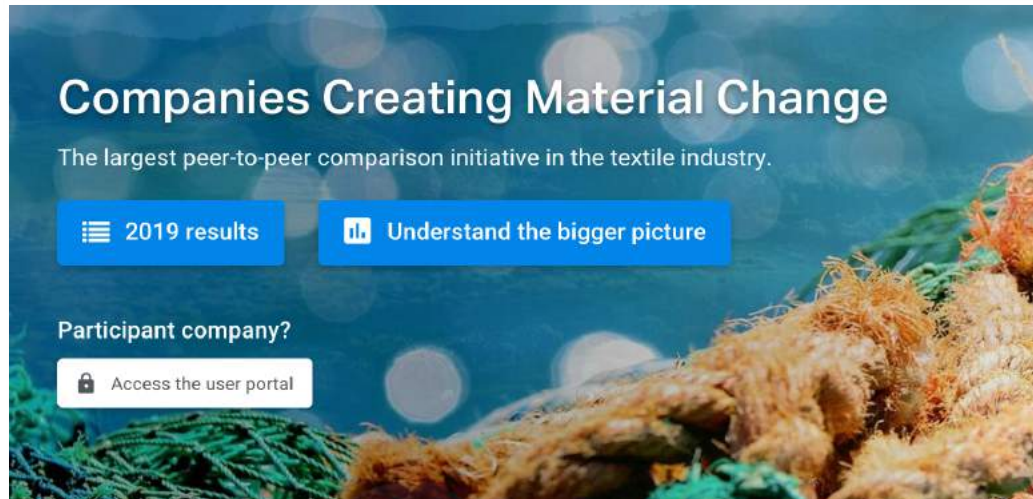
Registration Process



Registration Textile Exchange CFMB Portal **differentiates between registration of Users and registration of an Organization** because one Organization can have many Users. Below are the steps for registering a new user for a new organization, as well as registering a new user for an existing organization.

Registration for new user and new organization

1. Click **"Register as a new participant"** at the bottom of the Sign In page - (<https://cfmb.textileexchange.org>) or **"Access the user portal"** - (<https://mci.textileexchange.org/>)



Registration Process

2. Fill in your details and click “Register.” Note that the email address will become your User ID by default for future sign in.

Password must contain seven or more characters with at least one number, one uppercase letter, one lowercase letter, and one special character.

User Registration

First Name

Last Name

Email *

EmailAddress

Confirm Email *

Confirm EmailAddress

Password *

Enter Password

Confirm Password *

Enter Confirm Password

RESET

REGISTER

* All fields must be filled in.



3. You will receive an on-screen message confirming that your User ID is created. Please click the word “here” on the screen Sign-in using the email and password you just entered to register your organization.

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,
CFMB Support Team – Textile Exchange
(CFMB@TextileExchange.org)

Registration Process



4. Click “No” to “Is your organization is already registered,” enter your organization name, select the survey category you wish to participate in and click “Associate.” This year will be also open to manufacturers and it will be added in this part.

Organization Registration

Is your organization already registered?

☐ Yes
☒ No

Enter organization name

Select survey category

☐ Brand/Retailer – Corporate Fiber & Materials Benchmark
☐ Supplier/Manufacturer – Corporate Fiber & Materials Benchmark

ASSOCIATE

5. You will receive an on-screen message confirming that your organization registration is being processed. You will receive an email confirming your registration shortly, but should you not hear from us within 24 hours, please contact CFMB@TextileExchange.org.

Thank you for registering with Textile Exchange Corporate Fiber & Materials Benchmark.

Your organization registration is being processed. You will receive an email shortly to confirm your registration.

If you do not receive an email from us within 24 hours, please contact CFMB@TextileExchange.org.

Registration Process

6. Your registration confirmation email will contain a link for you to sign in or you can go directly to

<https://cfmb.textileexchange.org> to sign in. The email will also state your **organization code**. Please keep this code **safe**, as it will be required for you to register any additional users to your organization.



My Portal

My Portal is where you can monitor all new, open and submitted surveys and previous feedback reports.

A screenshot of the Corporate Fiber & Materials Benchmark Portal interface. The header is dark blue with the TextileExchange logo and the program name. Below the header is a grey bar with the text 'WELCOME SHARKS DONT BITE'. The main content area is white and contains a 'Surveys & Reports' section with three tabs: 'NEW', 'OPEN', and 'SUBMITTED'. The 'OPEN' tab is selected. Below the tabs is a table with three columns: '#Survey Name', 'Deadline', and 'Reports'. The table lists three surveys: 'CFMB 2019', 'TE PFM Brand Benchmark Survey 2016', and 'TE PFM Consumption Tracker 2018', each with a corresponding deadline and a link to reports.

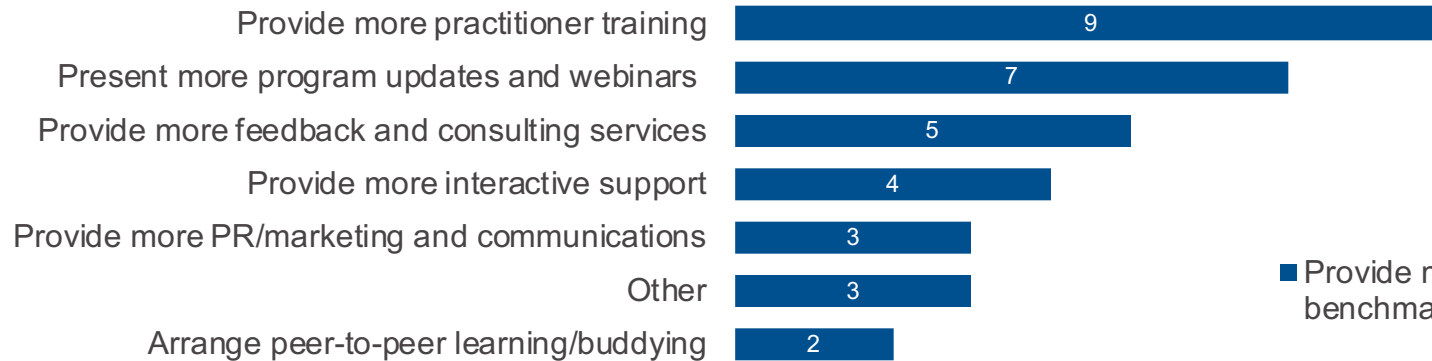
#Survey Name	Deadline	Reports
CFMB 2019		
TE PFM Brand Benchmark Survey 2016	15-04-2017 00:00	
TE PFM Consumption Tracker 2018	28-11-2018 00:00	
Test Market Survey		



How We Can Help

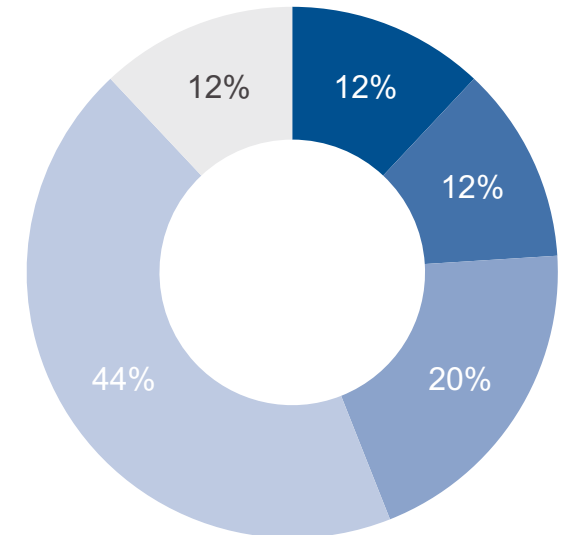
What You Said...

How can the CFMB team help?



Additional ideas for support

- Provide more support to our benchmarking team
- Help with uptake volume calculations
- Hold masterclasses on specific topics e.g. fiber uptake calculations
- Allow more time for data compilation and survey turnaround
- Other



“Thank you and look forward to continue working on the CFMB 2020 survey going forward....”

Full stakeholder consultation results will be available soon at the CFMB HUB.

How We Responded...



- Created a **Textile Exchange HUB** to support a Performance Improvement Community. Use the HUB for:
 - Latest notifications
 - Community dialogue and question posting
 - Library of webinars, reports, guides, etc.
- Drop into our live online **benchmarking “clinics”** - to be held weekly via zoom. Come along with your questions, concerns, or to hear from others.
- Find out more about our consulting and **support services**
 - Textile Exchange
 - Corporate Citizenship
- **Email us** with any questions or feedback!
CFMB@TextileExchange.org



Q&A




HomeCommunities ▾DirectoryEvents ▾Browse ▾Learning Center ▾Participate ▾Help/FAQs

search

Companies Creating Material Change

Community HomeDiscussion 2Library 8Events 0Members 17

Latest Discussion Posts




Post-COVID-19 Material Change Dialogues

BY: [LIESL TRUSCOTT](#) , 2 DAYS AGO

Hello there! Last week we hosted our first post-COVID-19 closed-meeting dialogue, under Chatham House rules. We capped the group at 40 and limited it to one peer group (in this first case it was brands and retailers). Our goal is to create safe spaces ...

You [recommend](#) this.



Are you creating material

Announcements

Welcome all Companies Creating Material Change!

BY: [LIESL TRUSCOTT](#) , 4 DAYS AGO

Dear Benchmarking Community


We are delighted to welcome you to the CFMB hub. We hope the hub will provide an effective way to keep in touch - not only between us and you but also between you and other benchmarkers.

While benchmarking is designed to accelerate a race to the top, it is also a way to come together as a "performance improvement community" - to

Current Poll


ADD POLL

Latest Shared Files



Post-COVID-19 Material Change Dialogues

BY: [LIESL TRUSCOTT](#) 2 DAYS AGO



Presentation on post COVID

Additional Support Available



We are here to help. Contact us for details.

- "Getting Started" workshops for benchmark teams
- Deep-dives on uptake calculations
- How to unpack your company scorecard
- Board, C-Suite or Team presentations of results
- In-depth gap-analysis for corporate action planning

Additional survey support from Corporate Citizenship:

- In-depth understanding of the circularity module and the full CFMB, *available to support on one module or all.*

CFMB@TextileExchange.org

Cory.Skuldt@Corporate-Citizenship.com



**Let's make
a change
together.**

CFMB@TEXTILEEXCHANGE.ORG



Thank you



TextileExchange.org

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