



Textile
Exchange

LIA Claims Guide 1.0



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The *LIA Claims Guide V1.0* replaces *LIA Claims Guide V0.1* and is effective as of July 13, 2023. **All claims made after July 13, 2023 shall be done using *LIA Claims Guide V1.0*.**

English is the official language of the *LIA Claims Guide*. In any case of inconsistency between versions, reference shall be made to the English version.

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Introduction

About the LIA Claims Guide

The purpose of this document is to provide companies with clear guidelines for participating organizations to make claims about the Leather Impact Accelerator (LIA). For the programs to remain credible and meet their goals of accelerating impact in the leather value chain, all parties must respect the LIA Claims Guide. The success of the programs depends on the credibility of claims in the market.

All claims shall always conform with the language requirements detailed in this guide and shall be true, accurate, and not misleading.

About the Leather Impact Accelerator (LIA)

The Leather Impact Accelerator (LIA) is a set of tools that help the industry address the core challenges it faces around leather production. LIA establishes minimum social, environmental, and animal welfare requirements in the leather supply chain, incentivizes farmers and leather producers to meet them, gives brands a way to reward those that do, and encourages transparency along the way. Learn more at www.textileexchange.org/leather-impact-accelerator

About Textile Exchange

LIA is owned and managed by Textile Exchange. Textile Exchange is a global non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity.

For real change to happen, everyone needs a clear path to positive impact. That's why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions, and a driven community.

At Textile Exchange, materials matter. To learn more, visit TextileExchange.org

How to Use This Document

Any organization planning to use the LIA claims or logo in any type of marketing or communications should carefully read this document and ensure that all relevant staff are informed of its content.

The following terms are used throughout the document to indicate requirements, recommendations, permissions, and possibilities or capabilities:

- “Shall” indicates a requirement.
- “Should” indicates a recommendation.
- “May” indicates a permission.
- “Can” indicates a possibility or a capability.
- “May not” indicates a prohibited action.

In the allowed language for all claim and informational statements:

- Brackets “[xxx]” indicate required language.
- Parentheses “(xxx)” indicate optional language.

Section A – Informational Statements about LIA

Informational statements about LIA are ready-to-use messages that describe the Leather Impact Accelerator and its various tools.

A1. General Guidelines

A1.1 Informational statements may be made by any individual or organization to describe the Leather Impact Accelerator (LIA) and its tools.

NOTE: For statements related to Impact Incentives and Impact Partnerships, please refer to the *IMI-301-V1.0 Impact Incentives Claims Policy*.

A1.2 Informational statements should accompany all claims made by LIA-approved standards as described in Section B – Claims by LIA-Approved Standards.

A1.3 Claims by LIA-approved standards should include the www.textileexchange.org/leather-impact-accelerator URL to learn more.

A1.4 Informational statements may be accompanied by the LIA logo.

A1.4.1 All logo use shall conform to Section E – Logo Use Specifications.

A2. Allowed Statements

A2.1 The following statements, or any combination of them, may be used to describe LIA. These statements may be minimally adjusted, provided the meaning is not altered.

A2.1.1 The Leather Impact Accelerator (LIA) is a set of tools that help the industry address the core challenges it faces around leather production. Learn more at www.textileexchange.org/leather-impact-accelerator.

A2.1.2 The Leather Impact Accelerator (LIA) establishes minimum social, environmental, and animal welfare requirements in the leather supply chain, incentivizes farmers and leather producers to meet them, gives brands a way to reward those that do, and encourages transparency along the way. Learn more at www.textileexchange.org/leather-impact-accelerator.

A2.1.3 All standards/certification schemes approved by the Leather Impact Accelerator (LIA) have been assessed and confirmed (through Textile Exchange) to meet a set of established requirements. Learn more at www.textileexchange.org/leather-impact-accelerator.

- a. At the farm level, the *LIA Benchmark for Animal Welfare Standards* identifies a set of criteria that schemes must uphold in their standards to guarantee these

minimum best practices are being met by certified farms or slaughterhouses. There are three levels of criteria which determine where the scheme and the certified farms/slaughterhouses are in their journey toward improved practices. Learn more at www.textileexchange.org/leather-impact-accelerator.

- b. In the supply chain, the *LIA Benchmark for Leather Production Environmental Standards* identifies a set of criteria that schemes must uphold in their standards to guarantee these minimum best practices are being met by certified leather production facilities. There are two levels of criteria which determine where the scheme and the certified facilities are in their journey toward improved practices. Learn more at www.textileexchange.org/leather-impact-accelerator.
- c. In the supply chain, the *LIA Benchmark for Leather Production Social Standards* identifies a set of criteria that schemes must uphold in their standards to guarantee these minimum best practices are being met by certified slaughterhouses or leather production facilities. Learn more at www.textileexchange.org/leather-impact-accelerator.

A2.1.4 The *LIA Benchmark for Animal Welfare Standards* outlines a set of minimum requirements that existing standards and certification schemes must guarantee. Farms certified to a standard that meets the benchmark are eligible to sell Impact Incentives and receive recognition for their work towards better animal welfare management in cattle farming. Learn more at www.textileexchange.org/leather-impact-accelerator.

Section B – Claims by LIA-Approved Standards

B1. General Guidelines

- B1.1** Claims by LIA-approved standards may only be made by schemes that have been formally assessed by Textile Exchange and confirmed to meet one or more of the LIA benchmarks for standards (e.g., the *LIA Benchmark for Animal Welfare Standards*).
- B1.2** Claims by LIA-approved animal welfare standards shall not imply that all farms certified by them meet the requirements for selling Impact Incentives.
- B1.3** Claims by LIA-approved standards should include a relevant informational statement about LIA.
- B1.4** Claims by LIA-approved standards should include the www.textileexchange.org/leather-impact-accelerator URL to learn more.
- B1.5** Claims by LIA-approved standards may be accompanied by the LIA logo.
- B1.5.1** All logo use shall conform to Section E – Logo Use Specifications.

B2. Allowed Language

- B2.1** Claims by LIA-approved standards may use the following language:
- B2.1.1** We are (or *standard name* is) an approved [scheme/standard] meeting the LIA Benchmark for Animal Welfare Standards. (*Insert informational statement about LIA.*) Learn more at www.textileexchange.org/leather-impact-accelerator.
- EXAMPLE:** “Standard ABC is an approved scheme meeting the LIA Benchmark for Animal Welfare Standard. All certification schemes approved by the Leather Impact Accelerator have been assessed and approved through Textile Exchange to meet a set of established requirements. Learn more at www.textileexchange.org/leather-impact-accelerator.”
- B2.1.2** We are (or *standard name* is) an approved [scheme/standard] meeting the [foundational/improved/improved pasture-based] level of the LIA Benchmark for Animal Welfare Standards. (*Insert informational statement about LIA.*) Learn more at www.textileexchange.org/leather-impact-accelerator.

EXAMPLE: “Standard ABC is an approved scheme meeting the foundational level of the LIA Benchmark for Animal Welfare Standard. All certification schemes approved by the Leather Impact Accelerator have been assessed and approved through Textile Exchange to meet a set of established requirements. Learn more at www.textileexchange.org/leather-impact-accelerator.”

B2.1.3 We are (or *standard name* is) approved [scheme/standard] meeting the LIA Benchmark for Leather Production [Environmental/Social] Standards. (*Insert informational statement about LIA.*) Learn more at www.textileexchange.org/leather-impact-accelerator.

EXAMPLE: “We are an approved standard meeting the LIA Benchmark for Leather Production Environmental Standards. The benchmark identifies a set of criteria schemes must uphold in their standards to guarantee these minimum best practices are being met by certified leather production facilities. Learn more at www.textileexchange.org/leather-impact-accelerator.”

B2.1.4 We are (or *standard name* is) approved [scheme/standard] meeting [Level 1/Level 2] of the LIA Benchmark for Leather Production Environmental Standards. (*Insert informational statement about LIA.*) Learn more at www.textileexchange.org/leather-impact-accelerator.

EXAMPLE: “We are an approved standard meeting Level 2 of the LIA Benchmark for Leather Production Environmental Standards. The benchmark identifies a set of criteria schemes must uphold in their standards to guarantee these minimum best practices are being met by certified leather production facilities. Learn more at www.textileexchange.org/leather-impact-accelerator.”

Section C – Claims about Impact Incentives

- C1.1** All buyers of Impact Incentives as well as producers and Program Partners involved in Impact Partnerships or selling Impact Incentives shall refer to *IMI-301-V1.0 Impact Incentives Claims Policy* for making claims or communicating about these programs.

Section D – Monitoring and Misuse

- D1.1** Textile Exchange will determine the appropriate level of surveillance for the various allowed claims described in this guide. For example, as part of its monitoring activities, Textile Exchange may use routine or risk-based market surveillance and web-crawlers to surveil the market for improper claims.
- D1.2** If Textile Exchange becomes aware of improper or fraudulent use of its intellectual property, Textile Exchange will attempt to engage with the claim maker and will offer a 30-day window from the date of first notice to correct or remove the claim. If the misuse is not remedied in this time and/or upon the second instance of misuse, Textile Exchange may take applicable action, including legal action.
- D1.3** Reports on potential improper or fraudulent use of the LIA logo or claims may be submitted to Claims@TextileExchange.org.
- D1.4** Relevant stakeholders will be informed of substantive changes to this policy via a public notice on our website and by direct written communication when possible.

Section E – Logo Use Specifications



The below general guidelines apply to the use of the LIA logo. The LIA logo is the intellectual property of Textile Exchange and may only be used with its permission.

E1. Logo Distribution and File Formats

E1.1 The LIA logo may be obtained by sending a request through email to with an explanation of its planned use.

NOTE: Textile Exchange reserves the right to reject requests to provide its logo for uses that are deemed to not meet the requirements of this guide.

E1.2 The logos shall be from the original design files. The below formats are provided.

E1.2.1 EPS: Best for printing and high-resolution production.

E1.2.2 PNG: Good for use on-screen, websites, presentations, Word documents, and other low-resolution applications.

E1.2.3 JPG: Same uses as a PNG, but of a lower quality and faster loading time.

E2. Size and Position

E2.1 The logo and all wording therein shall be of a size large enough to be clear and legible.

E2.1.1 The LIA logo shall not be less than 10 mm or 0.39 inches in diameter.

E2.1.2 The Impact Incentives logo shall not be less than 15 mm or 0.59 inches in diameter. (Note: Diagram below is not shown to scale)



- E2.2** Adequate space of approximately 20% of the width of the mark shall be left around the logo. The logo shall not overlap with any other logos or text.






- E2.3** Fonts for text claims accompanying the logo shall be clear and legible and set to an appropriate size for the place that it is printed.
- E2.4** The logo shall be kept at a reasonable distance from any other logo, image, statement, or claim that does not refer to LIA.
- E2.5** The www.textileexchange.org/leather-impact-accelerator URL should be embedded in the image of all digital instances of the logo.
- E2.5.1** An organization may embed a link to a page with content related to LIA providing the LIA URL also appears on that page.

E3. Placement of Allowed Language

- E3.1** The logo shall not be placed on a product or in reference to a product in any online or print marketing.
- E3.2** Where logo use is permitted, the allowed language shall appear near the relevant logo. Recommended placement of the allowed language is directly below or to the side of the logo.

E4. Approved Colors



Color	Pantone	CMYK	RGB	Hex#
 Leather	7551 C	25,54,100,8	0,120,11	B7780B
 Warm Gray	4287 C	0,10,0,85	72,68,68	4A4545
 White	n/a	0,0,0,0	255,255,255	FFFFFF

E5. Logo Application

E5.1 The logo shall be applied to backgrounds with sufficient contrast for optimal visibility.



E5.2 The logo shall not be modified in any manner (i.e., change approved colors, add transparency to the inside of the cow/hide icon, skew or distort the logo).

