



Introduction to the Standards Claims Policy

Tuesday, November 17, 2020

Agenda

1. Introduction
2. Overview
3. How to work with the Standards Claims Policy
4. Q&A



Introduction

Presenters



Ashley Gill

Director of Standards



Sarah Coulter

*Founder, Hellebore
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Stefanie Pokorski

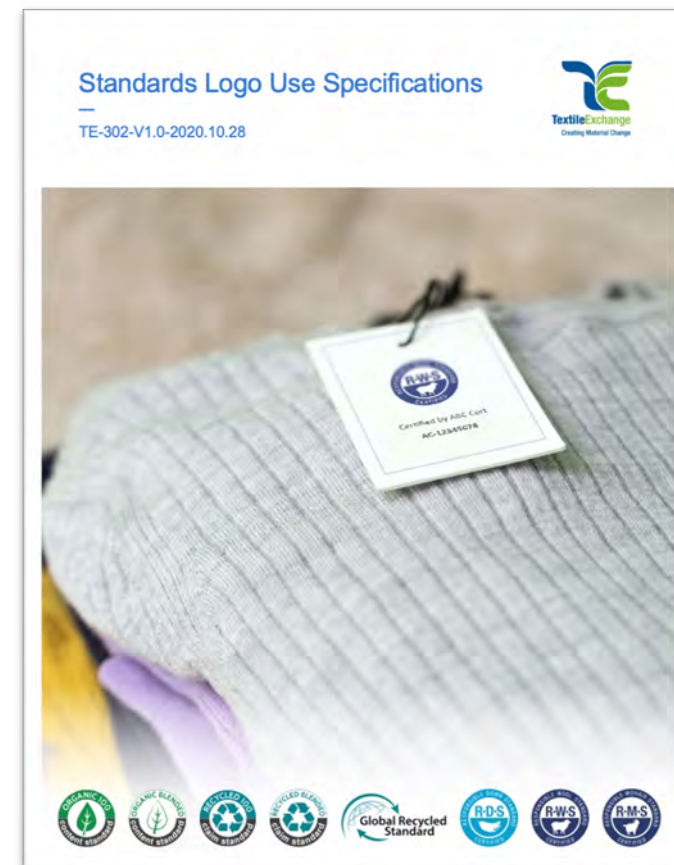
*Innovations and Standards
Senior Coordinator*

Newly Released Materials

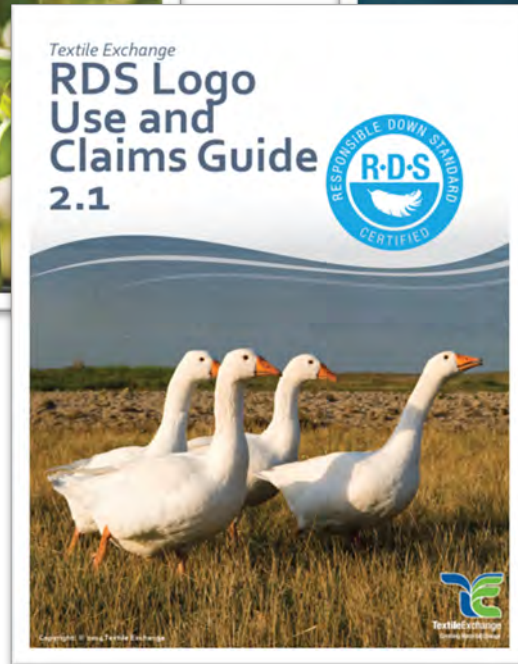
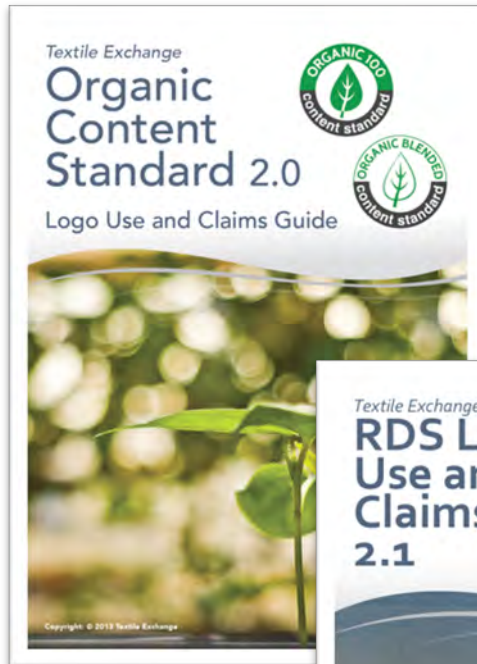
Standards Claims Policy



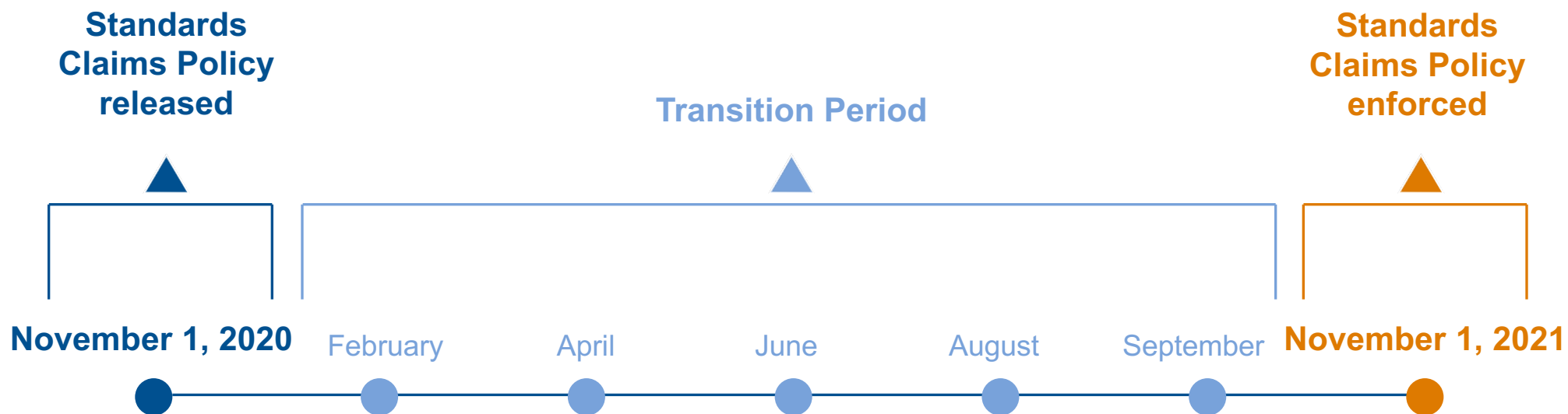
Standards Logo Use Specifications



Previous Versions (Logo Use & Claims Guides)



Timeline



Users may continue following previous Logo Use & Claims Guides during the transition period.

All standards claims made after November 1, 2021 shall be in accordance with the new policy.

Previously printed materials may be used until they are used up, but no new materials may be printed.

Overview

Development of the Standards Claims Policy

Review

- Existing logo use and claims guides

Research

- External comparables
- Best practice guidance



Policy development

- Benchmarking, gap analysis, and provision alignment exercise
- Draft harmonized policy
- Stakeholder consultation
- Revision and rollout



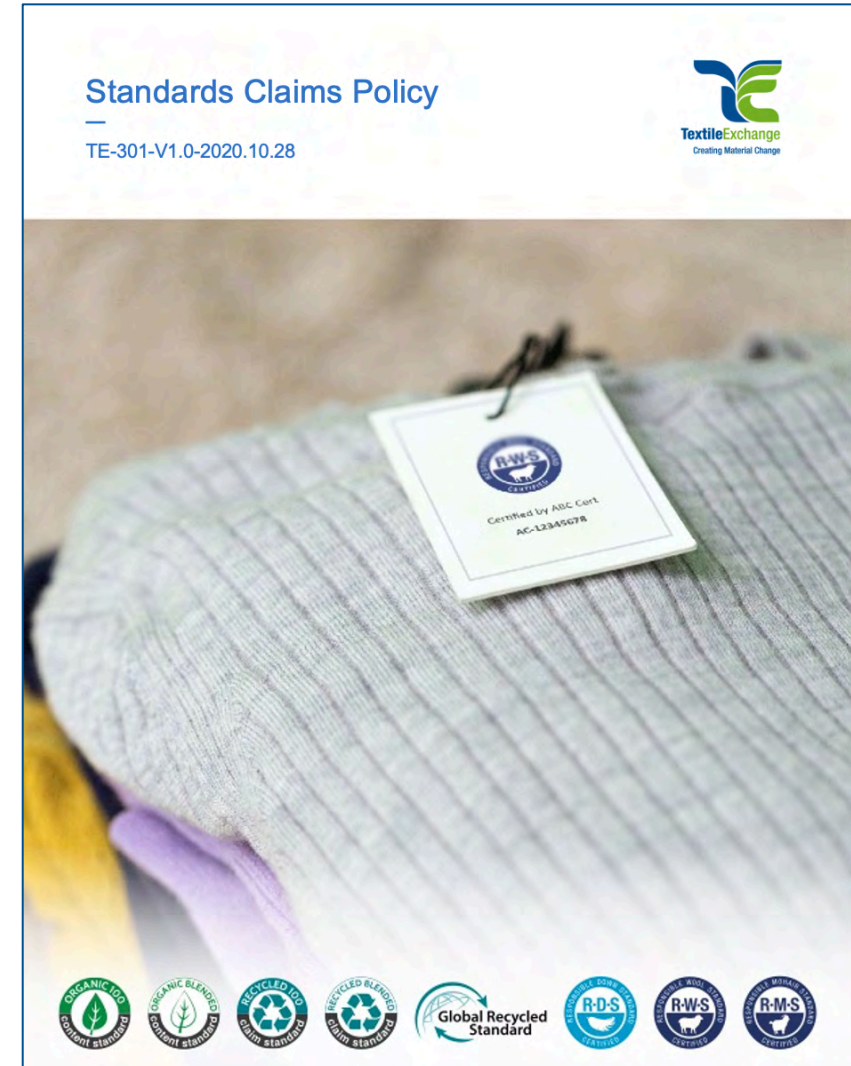
Allowed claim language development

- Adapt previous suggested uses
- Compile stakeholder ID-d use case gaps
- Draft new allowed claims in alignment with best practice guidance and policy provisions



What's Inside: Standards Claims Policy

- Introduction
 - General Marketing Claims
 - Assured Claims
 - Agreement-Based Claims
 - Informational Statements
 - Approvals and Recordkeeping
 - Appendix A – Definitions
 - Appendix B –Product-Related Claims Eligibility Flow Chart
 - Appendix C – Allowed Language Examples
 - Appendix D – Assured Claims Examples
-
- General Guidelines
 - Allowed Language (scripted)



Claims Categories

General Marketing Claims

Center around commitments to the Standards

Corporate Commitment
Claims

Progress Claims

Assured Claims

*Claims verified by CBs;
about certification of company or products*

Claims by Certified
Organizations

Product-Related Claims
(on or off product)

Agreement-Based Claims

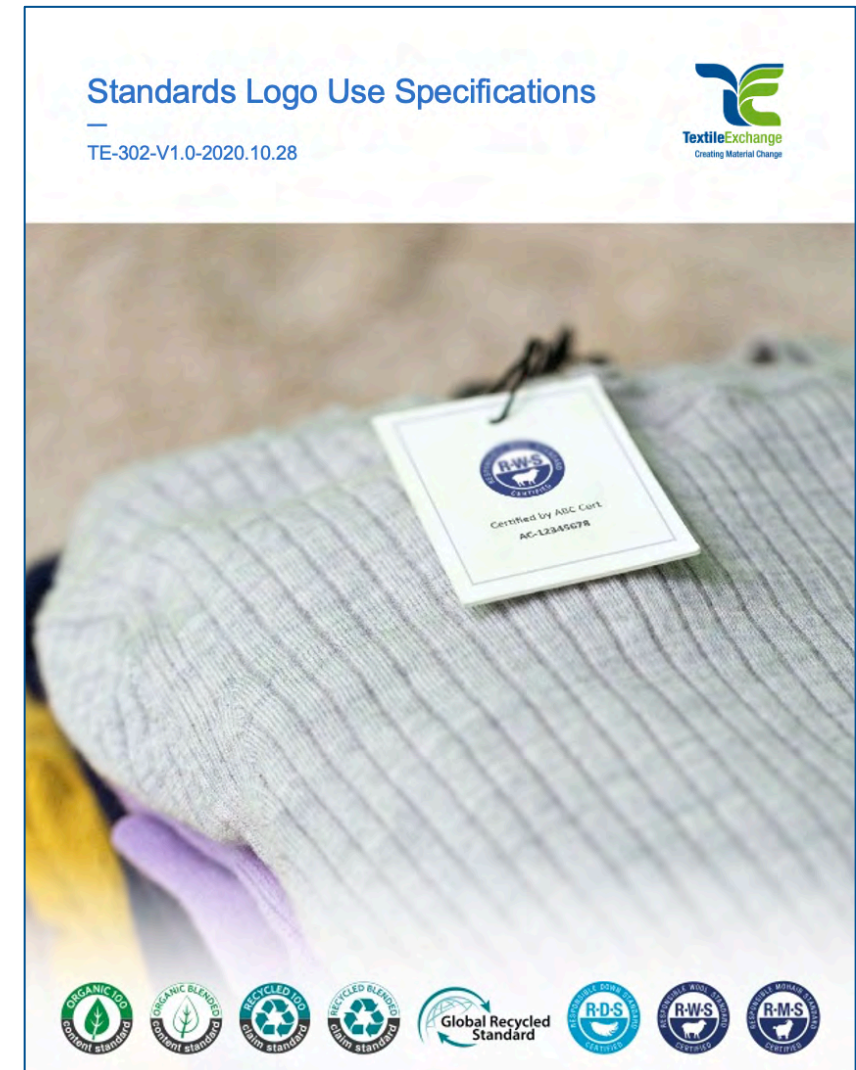
*Requires a written agreement with Textile Exchange
For IWG members, CBs, ABs, "Data Intermediaries"*

Informational Statements

*Encouraged to be used with other claims; provides
descriptions and additional details about each standard*

What's Inside: Standards Logo Use Specifications

- Introduction
- Logo Use Guidelines
 - Distribution and File Formats
 - Size and Position
 - Placement of Allowed Language
- Approved Colors
 - Color, White, Black, Grayscale
- Logo Application



How to work with the Standards Claims Policy

Assured Claims

Assured Claims

*Claims verified by CBs;
about certification of company or products*

Claims by Certified
Organizations

Product-Related Claims
(on or off product)

Claims by Certified Organizations

- Certified suppliers, brands, or retailers may make claims about their certification, in accordance with the Standards Claims Policy
- Non-product related claims about certification do not need approval
- Claims by certified organizations are subject to approval by an authorized certification body
 - This may be conducted during annual audits

Assured Claims

Assured Claims

*Claims verified by CBs;
about certification of company or products*

Claims by Certified
Organizations

Product-Related Claims
(on or off product)

Process for Brands: Assured Claims – Product-Related Claims

1. Read the Standards Claims Policy
2. Determine if your product is eligible to make a claim/label on product
3. Contact your certification body (CB) to begin a claim approval
4. Design artwork, following the Logo Use Specifications; submit for approval with CB
5. Await approval from CB
6. Attach the label or publish your claim/artwork

*Labels/hangtags may only be physically attached to a product by a certified organization



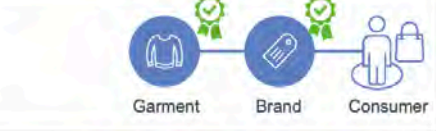


Determining Eligibility

- 1 The product or claimed component meets the minimum content and blending/mixing requirements.

Logo	Product contains	Blending/mixing with conventional material of the same type allowed?
OCS Blended	5-95% organic content	Yes
OCS 100	95-100% organic content	No
RCS Blended	5-95% recycled content	Yes
RCS 100	95-100% recycled content	No
GRS	50-100% recycled content	Yes
RDS	5-100% RDS down/feathers	No
RWS	5-100% RWS wool	No
RMS	5-100% RMS wool	No

- 2 The product is certified up to the seller in the last business-to-business transaction.

 = certified company  = non-certified company

Product Distribution Model (Transaction Flow)	Is a product-related claim allowed?
 <p>Garment (certified) → Brand (non-certified) → Consumer</p>	Yes
 <p>Garment (certified) → Brand (certified) → Retailer (non-certified) → Consumer</p>	Yes
 <p>Garment (certified) → Brand (certified) → Consumer</p>	Yes
 <p>Garment (certified) → Brand (certified) → Retailer (certified) → Consumer</p>	Yes
 <p>Garment (certified) → Brand (non-certified) → Retailer (non-certified) → Consumer</p>	No

Process for Certified Suppliers: Assured Claims – Product-Related Claims

1. Read the Standards Claims Policy
2. Determine if your product is eligible to make a claim/label on product

Suppliers should read the Standards Claims Policy and understand the approval process.

3. Contact your certification body (CB) to begin a claim approval
4. Design artwork, following the Logo Use Specifications; submit for approval with CB

If the brand/retailer is not required to certified, the supplier may apply for approval on behalf of them.

5. Await approval from CB
6. Attach the label or publish your claim/artwork

*Labels/hangtags may only be physically attached to a product by a certified organization

Agreement-Based Claims

Agreement-Based Claims

*Requires a written agreement with Textile Exchange
For IWG members, CBs, ABs, “Data Intermediaries”*

Agreement-Based Claims

- Agreement-based claims shall only be made by organizations who have a written agreement with Textile Exchange (non-certificate).
- Approval for make these claims is through the written agreement.

General Marketing Claims & Informational Statements



General Marketing Claims

Center around commitments to the Standards

Corporate Commitment Claims

Progress Claims

Informational Statements

Encouraged to be used with other claims; provides descriptions and additional details about each standard

Process:



General Marketing Claims & Informational Statements

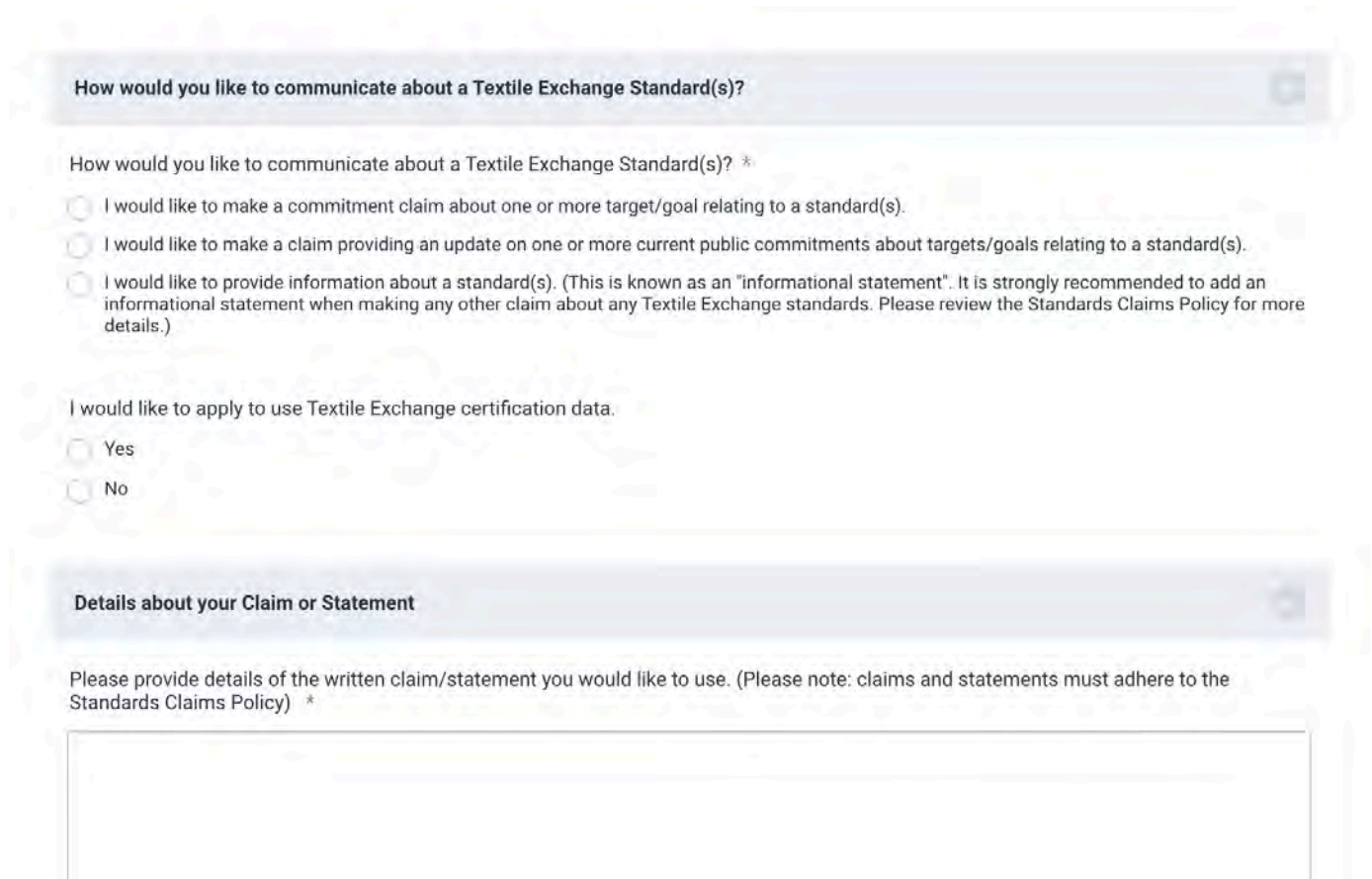
1. Read the Standards Claims Policy
2. Determine which type of claim you would like to make
3. Fill in the online Standards Claims Registration Form
4. Provide details of the claim or statement you would like to make
5. Await Textile Exchange's response in 3-5 days; logos will be provided after review of submission
6. Design any artwork, following the Logo Use Specifications
7. General marketing claims and informational statements may be made

Standards Claims Registration Form

- ✓ General Marketing Claims
- ✓ Informational Statements
- ✓ Use of Textile Exchange certification data

- ✗ NOT for assured claims:
 - Claims about certification
 - Product-related claims

All assured claims must be approved through a certification body



The screenshot shows a web form titled "Standards Claims Registration Form". The first section is "How would you like to communicate about a Textile Exchange Standard(s)?" with a sub-question "How would you like to communicate about a Textile Exchange Standard(s)? *". There are three radio button options: "I would like to make a commitment claim about one or more target/goal relating to a standard(s).", "I would like to make a claim providing an update on one or more current public commitments about targets/goals relating to a standard(s).", and "I would like to provide information about a standard(s). (This is known as an 'informational statement'. It is strongly recommended to add an informational statement when making any other claim about any Textile Exchange standards. Please review the Standards Claims Policy for more details.)". Below these is a question "I would like to apply to use Textile Exchange certification data." with "Yes" and "No" radio button options. The second section is "Details about your Claim or Statement" with a sub-question "Please provide details of the written claim/statement you would like to use. (Please note: claims and statements must adhere to the Standards Claims Policy) *". There is a large text area for the response.

<https://textileexchange.org/standards/standards-claims-registration-form/>

Questions?

For questions about assured claims, ask your certification body.

For questions about general marketing claims, informational statements, agreement-based claim, ask **Textile Exchange**.

Claims@TextileExchange.org

Thank you



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