

Using the Content Claim Standard Outside of TE Standards

This document details how Textile Exchange's *Content Claim Standard* (CCS) may be used to verify product content claims. These claims may include, but are not limited to, type of material, origin of material, how it was created or collected, etc. The goal of the CCS is to ensure the accuracy of content claims and accomplishes this by maintaining a system of documentation and monitoring from the initial verified production or collection to the final product.

The CCS forms the chain of custody requirements for all Textile Exchange standards. All of these standards relate to sustainability claims, whereas the CCS is generic. This means it may be used to verify *any* claim about the source material, not just sustainable attributes. The CCS may not be used for food products intended for consumption and the product shall contain at least 5% of the Claimed Material.

If a source Claimed Material has substantiated attributes of any kind (i.e. documented proof that an auditor will be able to verify), then the CCS may be used to trace that material onward to a final product. The first step is to contact a certification body that is licensed by TE for the CCS (see www.TextileExchange.org/integrity) and discuss your project. That certification body shall then contact TE for approval prior to beginning the certification activities.

Below are examples and guidance for how the CCS could be used outside of TE standards. In all cases, certification bodies shall notify Textile Exchange of any sites certified to the CCS and normal TE fees will apply.

Non-Certified Claimed Materials

We encourage the use of the CCS by companies in order to ensure that their efforts to purchase from selected sources are leading to positive change. In some cases, the attribute in the claim may be substantiated by methods other than third-party certification. While no product-related claims may be made with reference to the CCS, companies may mention the CCS in their corporate communications (e.g. annual report).

Non-certified claimed materials may refer to first-party verifications (self-declarations) or second-party verifications (e.g. a brand verifies its own sourcing).

Examples:

- Cotton was grown from a specific farm group
- Made from bottles collected on beaches
- Children did not collect bottles (e.g. sourced from municipalities only)
- Panda-Friendly Bamboo

Claimed Materials Certified to Other Standards

There may be cases where there is a third-party standard that certifies a raw material, but there are insufficient or no chain of custody requirements to ensure that the Claimed Material is in the final product. In this case, the CCS may be used as long as the following conditions are met:

- a. The owner of the standard that certifies the source material gives explicit permission for any public claims to be made with respect to their standard. If permission is granted, the owner shall likewise be notified of how the CCS is being used to verify their source material's chain of custody.
- b. Certification bodies may not issue any CCS certificates without first obtaining the permission of the source material standard owner.
- c. While no product-related claims may be made with reference to the CCS, companies may mention the CCS in their corporate communications (e.g. annual report).

Examples:

- Fabrics made from FSC-certified wood sources
- Fabrics made from BCI verified cotton
- Garments made from bluesign fabrics

Country of Origin

We encourage the use of the CCS by companies in order to verify material is from countries identified as acceptable.

While no product-related claims may be made with reference to the CCS, companies may mention the CCS in their corporate communications (e.g. annual report).

Examples:

- Wool was grown in Tasmania.
- Cotton was not grown in Uzbekistan.
- Bottles were collected in the U.S.

Integrating the CCS into another Standard

It is possible to adopt the CCS into existing or new standards to act as the chain of custody requirements. It would work just as all other TE standards do by referencing the CCS and its requirements. If a standard-setting body or other similar entity wishes to create a certified product claim by using the CCS, contact Integrity@TextileExchange.org to enquire about the process of integrating an existing standard or creating a new standard.