



Corporate Fiber & Materials
Benchmark Program

Insights. Action. Impact.

CFMB 2020 Briefing

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Interested in benchmarking?

Register your company now:

[HERE](#)

Welcome

Thank you for your interest and participation in the Corporate Fiber & Materials Benchmark (CFMB) Program. The benchmark, which helps companies measure, manage and integrate preferred materials into corporate strategy and operations, is now in its 6th year and attracted 173 companies last year. We hope to welcome familiar faces back to the program this year and welcome new ones.

We are indeed living in unprecedented times, and with the current pandemic nothing feels quite “normal”, including our benchmark. COVID-19 will impact our globalized world in one way or another for a long time to come. In our corner, it will impact materials supply networks, the producers themselves, their families and communities. Nothing and nobody will remain untouched.

At the same time, connections are being made between a crisis in health and safety, the economy and climate change. More than ever, the inter-connectivity of our world and the need for a more inclusive and purpose-based economy is hitting home. A higher level of interconnection, consciousness and cooperation will become fundamental within our supplier and consumer business relations. The crisis is teaching us that only by truly working together will we create a better world and achieve economic success.

As always, Textile Exchange wants to contribute to your success. With our expertise in raw materials, responsible sourcing, standards and data analytics, we can help you to make informed decisions and take action. Through benchmarking your company’ practices via this year’s CFMB, you will improve your understanding of raw materials sourcing and associated risks, opportunities and impact. Greater transparency will help prepare you for this “new world”. By knowing your supply chain, you’ll be able to better support farmers and feedstock suppliers and promote production and sourcing practices that stabilize supply and contribute to resilient businesses for all.

We know that recovery from the coronavirus crisis must lead to a different economy, because “business as normal” is of course part of the problem. Everything we do during and after this period of “abnormality” must be with a strong focus on building a resilient and sustainable textile economy for the future. The crisis we are in gives us an opportunity to innovate and influence the future and fashion’s new reality.

Benchmarking and COVID 19

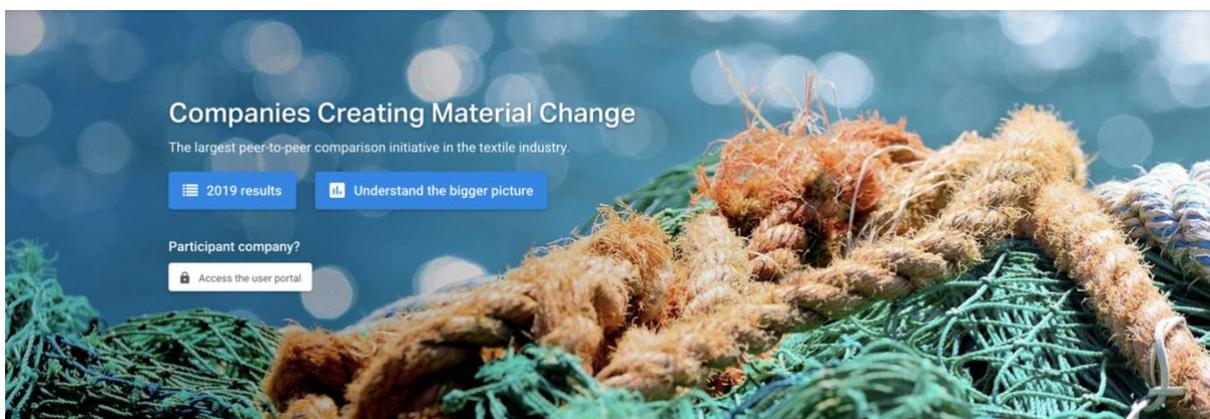
While we have heard from many of you that participating in our benchmark will continue unchanged, we understand that others will need more support and flexibility. Above all, we want to make it **easier** and more **time-efficient** for both new participants and returnees to participate. Our goal is to provide as much value as possible to you during these challenging times as you adapt your sourcing models to the new normal (whatever that might look like for you).

5 ways we are making benchmarking easier:

1. **Consistency:** There are no major changes to this year's survey, so for returnees this means there will be no surprises or extra lifting.
2. **Pre-filling:** Another bonus for returnees is that your survey will be pre-filled (auto populated) with last year's responses, making completion even easier.
3. **Flexibility:** The three survey options remain (1) full survey (2) modular (responding to one or more fiber/material modules) (3) progress tracking.
4. **Support:** The CFMB team has grown which means there will be more of us available to support you this year. We are also planning to do more online workshops and group learning dialogues through the Textile Exchange Community Hub - coming soon!
5. **Rolling reviews:** We will structure our reviews differently this year to accommodate a longer survey completion period for those that need it. This means we will be reviewing surveys as they come in rather than waiting till after the deadline (which is the more standard way to approach reviews).

Our 2019 Material Change Index was released in January

We were proud to release our 2019 Material Change Index results earlier this year on our brand-new website.



Our 2019 Material Change Insights Report to be released later this month

We are excited to be launching our Material Change Insights Report on May 27 with our MCI communications partner, GreenBiz. Some of you will remember the earlier [launch of the MCI results](#) in January and the series of articles we produced together. This signature annual report is a comprehensive account of our 2019 findings and is packed with analysis (both quantitative and qualitative), MCI leader boards, sector trends and examples of best practice.

We will be running a **Materials Change Insights webinar series** over the month of June and invite you to join us. We are excited to announce there will be a co-hosted webinar with our circularity partners Corporate Citizenship to explore the circularity findings. Further information and registration details will be available soon.

Benefits

We thought it might be worth using this first page as a refresher on how benchmarking helps companies make progress and some of the proven benefits benchmarking provides.

- They help companies track progress.
- They clarify where and how companies can contribute to sustainability agendas.
- They promote dialogue and are a proven and effective engagement tool for companies.
- They clarify what societies expect from industries.
- They promote a race to the top.

[The above five benefits of benchmarking are from the [World Benchmarking Alliance](#), of which Textile Exchange is a proud ally.]

What else does the CFMB Program provide?

We have designed the Corporate Fiber & Materials Benchmark (CFMB) Program to be much more than a benchmark. Here's a reminder of how companies benefit from taking part.

The CFMB Program provides a:

- **Roadmap** to building and implementing a robust fiber and materials strategy, now incorporating materials circularity.
- A digital **scorecard** that summarizes your performance, and helps you communicate results to team members, your board, and external stakeholders.
- An external verified **reporting framework** for calculating preferred fiber/materials uptake and for tracking progress against targets year on year.
- A focal point for **alignment with the Sustainable Development Goals**.
- A placement in the new **Material Change Index** and visibility of your company's good work among other frontrunners.
- A way to track **sector progress**, by aggregating data and building a community of companies willing to voluntarily disclose information and share learnings with the wider industry.

“Esprit has put a lot of effort in the use of more sustainable materials. Together with our suppliers we worked on our roadmap and we are very proud to see the first positive results. The Textile Exchange CFMB is an essential tool for us to monitor our progress and get an idea where we stand within our industry.”

– Kristina Seidler-Lynders, Esprit

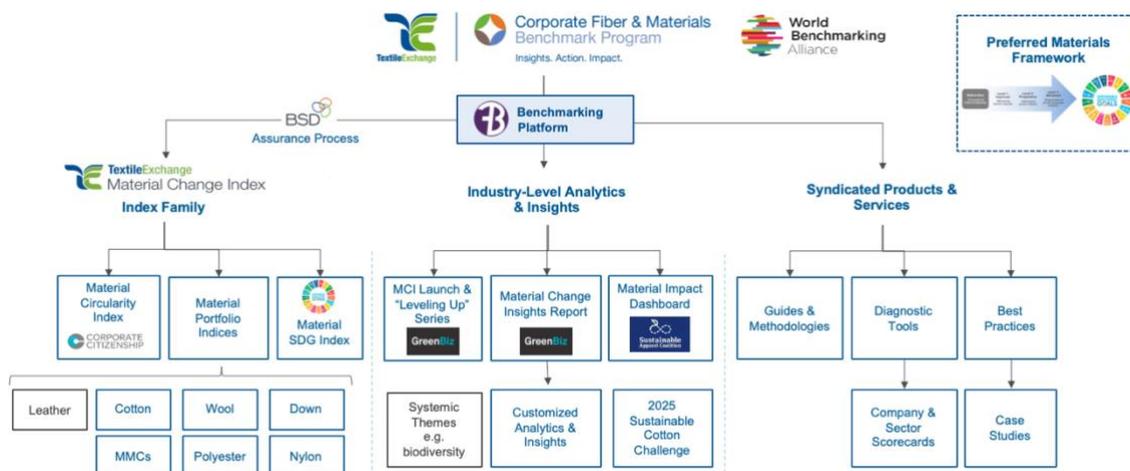
Updates

Introducing the Material Change Index.

Our biggest achievement last year was the rebranding and launch of the [Material Change Index \(MCI\)](#). We were extremely grateful to Jessica Marati Radparvar and her team at Reconsidered for their oversight and expertise, and Ben Young and team at Createful for the beautiful website development.



By way of explanation, the MCI is a core product of the CFMB Program. It is the public index which tracks progress toward more sustainable materials sourcing, as well as alignment with global efforts like the Sustainable Development Goals and the transition to a circular economy. To help explain how all the moving parts fit together (and to clarify some of the acronyms) we have created a CFMB program chart (below) showing how the many elements of the program come together.



Now for the 2020 program updates.

For those of you who have been benchmarking with us a while, you will know there were major updates carried out last year to arrive at the MCI and the new future-fit positioning of the program. We assure you that the 2019 survey will remain constant and comparable for at least the next three years. We believe that a three-year program review cycle allows enough time for consistent annual benchmarking and the opportunity to adjust if significant changes are needed.

Here is a quick list of some of the program improvements:

- **No major changes to the survey**
- Survey pre-filling for returnees
- Improved functionality of the materials calculator and balance sheet
- Leather will be moved from pilot state to a scored module option. Even if you did not complete the leather module in 2019, we would be delighted to get your input via our short leather [survey](#).
- Benchmarking now open to manufacturers (see below)

- Introducing biodiversity as an important theme for corporate responsibility (see below)

And here's a longer (but still short) explanation of the two biggest and most exciting changes:

CFMB opens to manufacturers for the first time.

We are excited to announce that due to popular demand, benchmarking will be extended to manufacturers, starting with a pilot this year. An advisory committee made up of leading Textile Exchange manufacturer members, including Aditya Birla, Egedeniz, Isko, Lenzing, Remei, UNIFI, Welspun, Westpoint Home and World Textile Sourcing (WTS), will be providing expertise to the developments, supporting Textile Exchange on the roll out of the pilot.

While participation is open to all interested manufacturers, we plan to cap numbers during the pilot - and give priority to Textile Exchange members. Contact us as soon as possible at CFMB@TextileExchange.org if you are a manufacturer and interested in taking part.

CFMB take on systemic considerations – starting with biodiversity.

2020 is the “super year” for biodiversity, and we are delighted to be collaborating with Dr. Helen Crowley (currently on sabbatical from Kering) and Jo Mourant, Senior Sustainability & Social Responsibility Manager at Kingfisher plc. (furloughed and supporting pro bono) to develop a framework to examine the cross-cutting systemic considerations for biodiversity. The development team at Textile Exchange includes Hanna Denes, Stefanie Maurice, Nicole Lambert, Jessica Garcia Lama, and Liesl Truscott. Advice from biodiversity experts is incorporated into the development cycle.

The links between biodiversity pressures and COVID-19 makes this work even more timely.



Dr. Helen Crowley

While on her sabbatical, Helen is acting as a Fellow and Senior Advisor on Resilient Supply Chains at Conservation International, and an Advisor on Biodiversity & New Nature Economy for the World Economic Forum.



Jo Mourant

Jo has broad experience across social and environmental sustainability, from raw material strategy, design, responsible sourcing and supply chains – and is currently leading on human rights and supply chain community projects at Kingfisher.

Feedback

CFMB program feedback

Your feedback is priceless and critical to the success of the benchmark program. We invite all past participants to take 10 minutes to fill in our [program feedback survey](#). There are just 12 questions (10-15 minutes), and we would love to hear your thoughts.

If you are new to the program this year, we would be grateful if you would complete the first few questions and **register your interest**. This will help us out to no end with planning and delivery of the best possible program for all. Thank you!

Leather uptake survey

In 2019 we introduced a leather pilot module and had 27 companies take part. It was clear that measuring uptake of leather is inconsistent and we received data in many forms. This year we want to support the industry with tools to improve volumetric data reporting and ultimately drive the data to be **more consistent and comparable**. To help us with this ambition, please fill in [this survey](#) of 10 questions (10-15 min). The deadline is next Tuesday, 12th May. Thank you!

Engagement Options

Last year we introduced a flexible survey engagement pathway, allowing companies to complete as much or as little of the survey as they wanted or could manage. With the added pressure of the pandemic this year, we believe this flexibility will be even more important.

There are three ways to engage:

- **Full survey:** Completion of all sections of the benchmark, including strategy and integration, circularity and all priority fibers/material modules. Note that only companies completing the Full Survey will be eligible for ranking in the overarching Material Change Index Leaderboard.
- **Modular:** Completion of one or more fiber/material modules from the selection within the materials portfolio.
- **Progress tracker:** Submission of your materials uptake data only. Note this option is especially important for signatories of various commitments such as the 2025 Sustainable Cotton Challenge which requires annual reporting of uptake volumes.

Here's a reminder of the survey framework:



I. Strategy and Integration	II. Materials Portfolio							III. Circularity
	Plant Fibers	Animal Fibers & Materials			Regenerated Fibers	Synthetic Fibers		
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)

By providing flexible entry points companies can participate according to their available resources and participation readiness. However, it is important for companies to be aware of the corresponding index eligibility that their submission scope determines. Further information can be found in the CFMB [Results Guide](#).

Timeline

The CFMB runs to an annual timeline. There are five distinct phases to the cycle (find out more [here](#)).

May

- Program review, upgrades, and preparation for launch
- Stakeholder consultation and feedback into improvement cycle
- Registration opens in June (**please click [here](#) and submit your details and we will send you a link to register into the system later in May**)

June

- Survey opens
- Getting Started Training Workshops (details coming soon)

July-September

- Submission (rolling) reviews
- Results preparation

October

- Company scorecards
- Material Change Index results

November

- Material Change Insights Report
- Benchmarking workshop at conference
- Additional learning opportunities

Company Scorecards

All 2019 participants will have received their new-style digital scorecard. The “standard” scorecard came free of charge to all participants and provides year-on-year and sector comparison information on how your company is doing across the benchmark framework. Scorecards support companies on their preferred materials journey, offering a tailored way to communicate results, a quick visual identification of a company’s strengths and areas for improvement. Benchmarks include both sector and sub-sector comparisons.

Curious about what’s inside a scorecard? Scorecards are confidential to each participant, so we have developed a set of “mock-ups” for your perusal. There are four mocks: [Full MCI scorecard](#), [Material module scorecard](#), [Progress tracker](#), and a sample of the [Full MCI Advanced scorecard](#). The version of scorecard a company receives depends upon their survey choice. You can find out more about the scorecards in [Scorecards Explained](#) and check out how the sector’s doing in the [2019 Sector Scorecard](#).

Standard scorecards are free of charge to all participants. Advanced scorecards are free to Textile Exchange partner-level members. Remember, advanced scorecards can also be purchased. For \$3,000 non-members can purchase an advanced scorecard. A discounted

rate is given to Textile Exchange supporter-level members and friends (\$2,000 and \$1,000 respectively). Please contact CFMB@TextileExchange.org for more information.

Thank you for your patience. Textile Exchange partner-level members, your ADVANCED scorecard is available now!

We are very happy to inform all Textile Exchange partner-level participants that their “advanced” scorecard is now available. Advanced scorecards provide all the information available in the standard scorecard plus additional analysis and insights, including a traffic light gap analysis and company-level materials impact dashboard. Environmental footprints and savings calculations have been prepared in partnership with the Sustainable Apparel Coalition Higg Materials Sustainability Index (Higg MSI).

Temporarily forgotten how to access your scorecard...?

Here’s a reminder! Your digital scorecard is automatically generated by the benchmark system and available in your secure online company portal.

Here’s how to access your scorecard in four simple steps:

Step 1: Go to the portal using this URL: <https://cfmb.textileexchange.org/>

Step 2: Sign-in with your email ID and password

Step 3: Click on the "submitted surveys" tab

Step 4: Beside CFMB 2019 click on “show reports”

Please refer to our [Technical Guide](#) for detailed instructions on how to access and navigate around your benchmarking portal. If you have any issues logging in or would like us to reset your password, please do not hesitate to contact us via: CFMB@TextileExchange.org.

Partnerships



Sustainable Apparel Coalition - Our collaboration with the Sustainable Apparel Coalition (SAC) is stronger than ever. For three years now, we have aligned our [Materials Impact Dashboard](#) with the Higg Materials Sustainability Index (MSI) – now a pride-of-place feature on our website. We’ve had great feedback from many of you that you love the “hand in glove” between materials uptake (volumes of fiber and material reported through the CFMB) and the associated environmental footprints and savings based on Higg MSI midpoints.

This year, Textile Exchange and the SAC are building on this collaboration and continuing to seek synergies and efficiencies that benefit you, our members. We are co-creating a briefing that demonstrates the mutually reinforcing relationship between the CFMB (deep dive in materials sourcing) and the SAC Brand & Retail Module (which offers a broader approach across multiple areas of textile sustainability). We are working together to bring you common definitions and make reference to each other’s programs and frameworks in our methodologies.



73bit - Our technical platform is delivered through partnership with 73bit and has been since the very beginning. 73bit offer a secure, flexible and sophisticated user experience, now with a digital scorecard feature. The team at 73bit have years of experience and expertise – and an impressive (growing) clientele including the United Nations, Bill & Melinda Gates Foundation, and Business in the Community.



Corporate Citizenship - A global consulting firm specializing in sustainable and responsible business. Cory Skuldt (now Associate Director at Corporate Citizenship) has been a key partner and advisor on materials circularity. Cory used her expertise and experience to oversee the development of our materials circularity module and documented guidance, and more recently, authoring the Circularity Section in our 2019 Material Insights Report.

reconsidered

Reconsidered - Our strategic relationship with Reconsidered continues to flourish. We partnered with founder Jessica Marati Radparvar on strategic positioning and communications for the relaunch of our Material Change Index, and we continue to work with Reconsidered to define and articulate our unique contribution to the textile industry.

GreenBiz

GreenBiz - We launched our new Material Change Index last year with GreenBiz as our key media partner. To encourage continued upward progress, we partnered with GreenBiz to publish a series of articles educating textile industry professionals on how to improve their materials sourcing strategy for seven materials, as well as cross-cutting topics like strategy integration, circularity and SDG alignment. We are continuing to explore ways to amplify our work via GreenBiz's respected platforms.



World Benchmarking Alliance - The World Benchmarking Alliance (WBA) seeks to generate a movement around increasing the private sector's impact towards a sustainable future for all. Textile Exchange is an ally of the World Benchmarking Alliance (WBA), and part of the movement by benchmarking textile companies' progress towards the Sustainable Development Goals.

Final Note

Looking back on what we have achieved...

In 2015 Textile Exchange launched the “Preferred Fiber & Materials Benchmark” (PFMB) for measuring how a company systematically integrated a preferred fiber and materials strategy into mainstream business operations. In 2019, the PFMB transitioned into the Corporate Fiber & Materials Benchmark (CFMB) program in part to clarify that it was companies being benchmarked not the fibers, but also to grow and diversify the program offerings for companies, including the new Material Change Index.

2019 was a year of upgrades and changes, this year we aim to build and solidify. Here’s a snapshot of what happened last year:

- Over 170 companies participated
- Third party assurance achieved
- MCI website launched
- MCI communications [toolkit and media package](#)
- Scorecards went digital
- Standard and advanced scorecard options released
- New Sustainable Development Goals (theme and index) launched
- New Materials Circularity (section and index)
- Increased collaboration and new partnerships
- Material Change Insights Report – due out this month

The thing about benchmarking is that the more companies take part, the more each individual company benefits. So, a huge thanks to each of you for making this program a success for all of us!

Your CFMB Team



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Please contact CFMB@TextileExchange.org.
We would love to hear from you!

For more information, please visit our [website](#)
Getting Started Guide [here](#)
FAQs at a glance [here](#)
Suite of guides [here](#)