



Leather Impact Accelerator (LIA) Claims Framework 1.0 DRAFT

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Introduction

The Leather Impact Accelerator (**LIA**) is a program that enables members of the leather value chain to work towards shared expectations in a coordinated way. It provides tools to align their actions towards meaningful global impacts. To learn more about the program, visit LeatherImpactAccelerator.org.

The purpose of this document is to provide companies with clear guidelines for making claims about LIA and/or LIA Impact Incentives. For the programs to remain credible and meet their goals of accelerating impact in the leather value chain, all parties must respect the Claims Framework. The success of the programs depends on the credibility of claims in the market.

The *LIA Claims Framework* accompanies the following program documents: LIA Farm Scope Benchmark Criteria, LIA Leather Production Scope Benchmark Criteria, LIA Standards Assurance Benchmark Criteria, LIA Benchmarking Process, and LIA Impact Incentives Guide; the framework is a required element of the program.

How to Use this Document

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

Section A describes general guidelines around claims for all participants. Section B outlines requirements and allowed language for brands and retailers buying Impact Incentives and/or participating in the brand commitment. Sections C-F explain the claims guidelines and allowed language for other LIA participants. Section G introduces the LIA and Impact Incentives logos and how they may be presented.

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

Types of claims

LIA claims

Impact Incentives claims

LIA claims

A **LIA claim** is any statement that mentions or references the Leather Impact Accelerator. These claims may include any combination of logo use, text claims, and/or links to additional information that mentions LIA.

Impact Incentive claims

An **Impact Incentive claim** is any statement that mentions or references the purchase, sale, or information regarding LIA Impact Incentives. These claims may include any combination of logo use, text claims, and/or links to additional information that mentions Impact Incentives.

Impact Incentives are certificates that are traded in support of a sustainability claim. The Incentives for LIA are issued to a farmer when a set of criteria have been confirmed to have been met.

Because Impact Incentives do not address any chain of custody for physical goods, claims may not be made in reference to a product or product line.

To learn more about Impact Incentives, visit
<https://textileexchange.org/leatherimpactaccelerator/lia-impact-incentives/>.

Allowed claims

General marketing (applies to both LIA and Impact Incentives claims)

The majority of LIA and Impact Incentives claims are considered **general marketing claims**. A general marketing claim is one that does not reference a specific product or product line. These claims may indicate or imply that a company meets the requirements of participation in LIA in accordance with the relevant scope (animal

welfare and/or deforestation/conversion-free (DCF)) or that they are purchasing Impact Incentives.

Examples include information on a website, banners at a trade show, mention of LIA in an advertisement, catalog, or point of sale marketing.

Story-telling claims (applies only to Impact Incentive claims)

While Impact Incentives support farms who are meeting the LIA criteria, there are no measures to verify whether the goods are entering a particular supply chain. Therefore, **story-telling claims** may not reference a specific product or product line.

Story-telling claims provide information, data, and visuals about the farm(s) that is/are being supported through the purchase of Impact Incentives. They are a powerful way for brands to talk about the lives of the farmers and the work they are doing.

Examples include information on a website, marketing videos, blogs, presentations, and more.

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A. General Guidelines for all claims

The below general requirements apply to all claims and shall be observed by anyone who intends to make a claim in relation to LIA or Impact Incentives.

LIA claims

Impact Incentives claims

- A1. Public claims that make reference to LIA or Impact Incentives may only be made by LIA participating Farms, Partner Programs, Standards Owners, Third-Party Verifiers, Leather Production Supply Chain, or Brands and Retailers; these organizations shall meet the qualifications and/or undergo required processes for participation in the program as outlined in the relevant LIA Benchmark Criteria document, user guides, or manuals. The claims they make must be transparent and reflect their corresponding level of effort or the options of the benchmark that they support.
- A2. Organizations other than those listed in A1. may not use the LIA or Impact Incentives name or logos in any way without prior written consent from Textile Exchange.
- A3. Any claim that makes reference to LIA or Impact Incentives shall meet the requirements of this document.
- A4. Any claim that makes reference to LIA or Impact Incentives shall provide an opportunity for further information by sharing a link to the [LIA website](#).
- A5. All claims that make reference to LIA shall be submitted to Textile Exchange via the [online form](#) on the Claims Framework page on the LIA website: [LINK](#) or, if not possible, via email LIA@TextileExchange.org.
- A6. All claims that make reference to Impact Incentives shall be submitted via the Incentive Trading Platform (TBD) [LINK](#).
- A7. **MISUSE OF CLAIMS:** Textile Exchange will pursue all legal means to stop and remedy any unauthorized or misleading use of the LIA name or LIA or Impact Incentives logos. Textile Exchange will make public any misuse in order to maintain trust in LIA and Impact Incentives.

B. Brand and Retailer claims

Brands and retailers will have the opportunity to communicate about their participation in LIA through either the purchase of Impact Incentives (B1 - B4) or taking part in the LIA Brand Commitment (B5).

B1. Impact Incentives claims: general guidelines

Impact Incentives claims

For **general marketing claims** relating to Impact Incentives:

- B1.1 Brands can talk about their use of Impact Incentives to demonstrate their support of better practices by producers.
- B1.1 Impact Incentives claims may not be made on product or product labels.
- B1.2 Impact Incentives claims may not reference specific products or product lines.
- B1.3 Impact Incentives claims shall be true, accurate, and not misleading. All claims shall be verifiable.
- B1.4 Brands may not use language that implies that the purchase of Impact Incentives is related to the sourcing of their products.
- B1.5 Impact Incentives claims must be verifiable.
- B1.6 Impact Incentives claims may be accompanied by the Impact Incentives logo in accordance with the logo use guidelines in Section G.
- B1.7 Impact Incentives claims may not reference the number of incentives purchased.

For **story-telling claims** in relation to Impact Incentives:

- B1.8 Guidelines B1.1-B1.6 also apply for story-telling claims.
- B1.9 Story-telling claims shall provide accurate and comprehensive details that convey the scope and scale of Impact Incentives purchases.
- B1.10 Story-telling claims may only use data collected from farms (through the LIA Farm Questions that are verified by a third-party).

Tips for making story-telling claims in relation to Impact Incentives:

- We advise brands to work with ACT Commodities (facilitator: they have experience and expertise to tell the stories of the programs and farms you are supporting).
- You may choose to use location information/purchasing incentives from farms in high risk/impact areas and create a narrative around this point of impact.
- Many brands will be working with Partner Programs that may deliver additional benefits beyond the scope of LIA; associated claims may expand beyond what is allowed below as long as they are true, accurate, and not misleading.

Include examples from ACT of story-telling claims.

B2. Animal Welfare Impact Incentives: Allowed language for general marketing claims

Animal Welfare Impact Incentives for Farms

Any of the below claims language may be used; variations that respect the intent of the claims are allowed.

AW Options	Primary claim	Optional Add-ons
Baseline	<p><i>"We are using Impact Incentives to support cattle farms that meet a baseline level of criteria for animal welfare [set by LIA]."</i></p>	<ul style="list-style-type: none"> • <i>"The baseline option aligns with the OIE guidelines for animal welfare."</i> • <i>"The OIE Global Animal Welfare Strategy was adopted in 2017 with the objective of achieving: "A world where the welfare of animals is respected, promoted and advanced, in ways that complement the pursuit of animal health, human well-being, socio-economic development, and environmental sustainability."</i>
Option 1	<p><i>"We are using Impact Incentives to support cattle farms with basic OR improved animal welfare practices [set by LIA]."</i></p>	<ul style="list-style-type: none"> • <i>"This means that issues relating to living environment such as air quality, bedded lying areas, and space per animal are being addressed."</i> • <i>"This means that the use of pain relief is enforced for painful procedures such as castration and disbudding when suitable products are licensed and available to farmers."</i>

		<ul style="list-style-type: none"> • “This means that issues relating to living environment and pain relief are specifically addressed.”
Option 2	<p>“We are using Impact Incentives to support cattle farms with improved OR advanced animal welfare practices [set by LIA].”</p>	<p>Any text from Option 1, plus:</p> <ul style="list-style-type: none"> • “This means that strict requirements are met to protect and enhance the welfare of cattle.” • “This means that the lives of breeding cows and their unweaned calves are pasture-based.”
Option 3	<p>“We are using Impact Incentives to support cattle farms which meet a high level of animal welfare.”</p>	<p>Any text from Options 1 or 2, plus:</p> <ul style="list-style-type: none"> • “This reflects the highest certification programs for cattle.” • “This means that in the entire life of an animal pasture is available and can be accessed, with the only exceptions made when there are welfare issues at stake/threatened.”

Animal Welfare Impact Incentives for Partner Programs

Primary claim

“We are using Impact Incentives to support programs that are helping cattle farms improve their animal welfare in order to achieve certification [to a LIA-Approved Standard].”

B3. Deforestation/Conversion-Free (DCF) Impact Incentives: Allowed Language

	Primary claim	Optional Add-ons
<i>DCF Impact Incentives for Farms</i>	<p><i>“We are using Impact Incentives to support cattle farms that have achieved zero-gross deforestation [or conversion [of natural ecosystems]].”</i></p> <p>OR</p> <p><i>“We are using Impact Incentives to support the conservation of natural ecosystems.”</i></p>	<ul style="list-style-type: none"> • <i>“from January 1, 2020, onwards.”</i> • <i>“from [date associated with national, etc. program] onwards.”</i> • <i>“conserve ecosystems, and work to protect biodiversity and mitigate climate change.” *</i>
<i>DCF Impact Incentives for Partner Programs</i>	<p><i>“We are using Impact Incentives to support programs that are helping cattle farms to verify and maintain their achievement of zero-gross deforestation [or conversion [of natural ecosystems]].”</i></p>	

**climate change claims shall be backed up to ensure that the incentives are purchased from farms that are in high carbon stock areas, for example, see GRAS tool.*

B4. Combined (AW + DCF) Impact Incentives: Allowed Language

Primary claim	Optional Add-ons
AW primary claim (based on which option is chosen) + DCF primary claim	May select any add-on from the appropriate categories across AW or DCF.

B5. Brand and Retailer Commitment claims: General Guidelines

LIA claims

Impact Incentives claims

- B5.1 Brands and retailers who have made a public commitment to LIA ([insert link to LIA Brand Commitment](#)), may make claims about their commitment.
- B5.2 Textile Exchange will report out on the progress towards the Brand Commitment through the information collected in the [Corporate Fiber and Material Benchmark \(CFMB\)](#). Brands have the option to keep their names confidential.
- B5.3 Brands and retailers who have made the Brand Commitment may use both the LIA and Impact Incentives logos in accordance with the logo use guidelines in Section G.



B6. Brand Commitment: Allowed Language

Allowed claims

- *“We [company name] are committed to/supporting the goal of the Leather Impact Accelerator (LIA)*
- *“The goal of LIA is to accelerate positive impacts in the leather industry through wide scale adoption of better practices. This includes: mitigating climate change, protecting biodiversity, respecting and improving social and animal welfare, and reducing the environmental impacts of leather production.”*
- *“We are participating in the Leather Impact Accelerator (LIA) by committing to purchasing Impact Incentives, mapping our supply chain, and reporting progress on an annual basis [through the CFMB].”*
- *“By 20XX, we commit to purchasing Impact Incentives that are equivalent to 100% of our leather usage, and to mapping all stages of our leather production value chains.”*
- *“By 20XX, we commit to having 100% of our leather usage fully traceable or addressed through Impact Incentives.”*

C. Leather Production Supply Chain claims

C1. General Guidelines

LIA claims

- C1.1 Leather Production supply chain members that are certified to LIA Approved Standards that meet both of the environmental and social benchmarks may claim that they are “**LIA Approved.**”
- C1.2. Leather Production supply chain members meeting the requirements in C1.1 may use the LIA logo in accordance with the guidelines in the logo use guidelines in Section G.



- C1.3 Textile Exchange reserves the right to confirm certification to the LIA Approved Standards.

C2. Allowed claims

Allowed claims

“We are LIA Approved”

“Our facility/organization [company name] is certified to a standard(s)[standard name(s)] that is/are approved under the LIA Leather Production Benchmark [AW option x].”

D. Farm and Farm Group claims

D1. General Guidelines

LIA claims

Impact Incentives claims

- D1.1 Farms that are certified to a LIA Approved standard for Animal Welfare and/or are verified DCF may claim that they are participating in LIA and are qualified to sell Impact Incentives.
- D1.2 Farms meeting the requirements in D1.1 may use both the LIA and Impact Incentives logos in accordance with the logo use guidelines in Section G.



- D1.3 Individual Farms or Farm Groups participating in a Partner Program may not make any claims about LIA and may not use the LIA logo.

D2. Allowed claims

Allowed claims

- “Our farm [farm name] [or farm group/name] is certified to a standard [add name of standard] that is approved under the LIA [Animal Welfare and/or DCF] benchmark [AW option X] [and we are qualified to sell Impact Incentives].” Link to website.
- “Our farm meets the LIA Benchmark(s) for Animal Welfare [AW option X] [and/or Deforestation/Conversion-Free (DCF)].” Link to website.

E. Partner Program claims

E1. General Guidelines

LIA claims

- E1.1 Partner Programs that have been approved by Textile Exchange may make claims about participating in LIA.
- E1.2 Partner Programs meeting the requirements in E1.1 may use both the LIA and Impact Incentives logos in accordance with the logo use guidelines in Section G.



E2. Allowed claim

Allowed claim

“Our program is participating in the Leather Impact Accelerator (LIA) and is supporting farms to meet the LIA Benchmark(s) to improve Animal Welfare [and/or Deforestation/Conversion-Free (DCF)].”

F. Standard Owner claims

F1. General Guidelines

LIA claims

Impact Incentives claims

- F1.1 Standard owners with a LIA Approved standard may make a claim about being approved.
- F1.2 Standards owners meeting the requirements in F1.1 may use both the LIA and Impact Incentives logos in accordance with the logo use guidelines in Section G.



- F1.3 The Impact Incentive logo may only be used by approved Animal Welfare standard owners.

F2. Allowed claim

Allowed claim

“Our standard [standard name] is approved under [AW option x level of] the LIA [Animal Welfare or Leather Production (environmental scope or social scope)] Benchmark.”

G. Logo Use Guidelines

G1. LIA Logo



LOGO SPECIFICATIONS TO BE ADDED

G2. Impact Incentives Logo



LOGO SPECIFICATIONS TO BE ADDED