

Leather Impact Accelerator (LIA)

LIA Claims Guide

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Introduction

About the LIA Claims Guide

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 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 policy and shall be true, accurate, and not misleading.

About Textile Exchange



LIA is owned and managed by **Textile Exchange**. Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards and responsible supply networks. We identify and share best practices regarding farming, materials, processing, traceability and product end-of-life in order to reduce the textile industry's impact on the world's water, soil and air, and the human population.

Logo Distribution

The LIA and Impact Incentives logos are the intellectual property of Textile Exchange and may only be used with its permission.

Textile Exchange only distributes Standard logos to organizations that have registered their claims or statements through our online form.

All logo use shall conform to the Logo Use Specifications outline in this document. Incidents of unlicensed or improper use of the LIA or Impact Incentives logo or improper claims will be handled in accordance with *ASR-110 Complaints and Feedback Policy*.

Legal Regulations

The guidance in this policy is intended to ensure conformity with Textile Exchange's integrity controls. This document is not intended as legal guidance, and Textile Exchange does not take any responsibility for the legal implications of its use nor the use of any related claims. All claim makers are responsible to verify that claims satisfy the labeling laws of the country(ies) of sale.

Relevant guidance includes (but is not limited to):

- EU: [Guidance on the application of the Unfair Commercial Practices Directive \(environmental claims\), 2017](#)
- International: [ISO 14020, ISO 14021, ISO 14024, ISO 14025](#)
- UK: [DEFRA Green Claims Guide, 2011](#)
- USA: [Federal Trade Commission's, 16CFR Part 260, "Guides for the Use of Environmental Marketing Claims \(Green Guides\)", 2012](#)
[Federal Trade Commission, 16CFR Part 255, "Guides Concerning the Use of Endorsements and Testimonials in Advertising," 2009 \(In review, 2020\)](#)

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.

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

The abbreviation “e.g.” is used to indicate an example, while the abbreviation “i.e.” is used to provide clarification of meaning.

Any supplemental or alternate language must be accurate and true and is subject to approval by Textile Exchange.

In the allowed language for each type of claim:

- The words shown within brackets “[xxx]” provide a description of the required language rather than the exact language to be used in a claim.
- Brackets with a slash between two or more descriptions “[xxx/xxx]” indicate a choice between multiple options for the required language.

Example: “[finishing/beamhouse/post-tanning/tanning]” may be replaced by “beamhouse.”

- The words shown in parentheses “(xxx)” indicate optional language which may be used.
- Parentheses with a slash between two or more descriptions “(xxx/xxx)” indicate a choice between multiple options for the optional language.
- If the term or statement in between either the brackets or parenthesis is capitalized, it is implied that the term or statement used shall also be capitalized.

The general eligibility requirements for each type of claim are summarized in the table below. A full description of each claim category and type, detailed eligibility requirements, and a list of allowed language follows.

Claim Categories	Claim Type	General Eligibility Requirements	Registration and Approvals
General marketing claims	Corporate commitment Claims	Organizations with a public commitment to and/or goals for purchasing Impact Incentives and/or source from a LIA approved supplier.	Register claim with Textile Exchange
	Progress claims	Organizations that have previously made a public commitment to LIA in alignment with the corporate commitment claims guidelines.	
Assured claims	Claims by organizations purchasing Impact Incentives	Organizations that have purchased Impact Incentives.	
	Claims by organizations that meet LIA benchmarks	Farms or leather supply chain members that are certified to one of the LIA benchmarks or verified DCF.	
	LIA approved standards or programs	Organizations that have been benchmarked to LIA and approved.	
	Story-telling claims for LIA	Organizations that have purchased Impact Incentives and collected farm-related data to develop into marketing stories.	
Informational statements		All organizations that are eligible to use claims in another category, <i>plus members of civil society, academia, journalists, and similar entities</i> that wish to provide information about a Standard to the general public.	

Section A - General Marketing Claims

General marketing claims are text claims which are not related to a specific product, an organization meeting LIA benchmarks, or a LIA approved standard or program. These claims may indicate or imply that an organization is working towards achieving goals related to the purchase of Impact Incentives or sourcing from suppliers that are LIA approved.

A1. General Guidelines – LIA Corporate Commitment Claims

- A1.1** LIA corporate commitment claims shall not appear on or in reference to any product.
- A1.2** LIA corporate commitment claims shall only be made by organizations who have made a public commitment to and/or goals to LIA.
- A1.3** LIA corporate commitment claims should appear in conjunction with a relevant informational statement (see Section C – Informational Statements).
- A1.4** LIA corporate commitment claims may be accompanied by the LIA or Impact Incentives logo and shall conform with the Logo Use Specifications (see Appendix C).
- A1.5** LIA corporate commitment claims may not use language that implies that the purchase of LIA Impact Incentives is related to the sourcing of their products.

A2. Allowed Language – LIA Corporate Commitment Claims

- A2.1** LIA corporate commitment claims may use the following language only:
 1. [We are/Organization Name is] committed to supporting the goals of [the Leather Impact Accelerator/LIA].
 2. [We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives, mapping and certifying our leather supply chain (to LIA approved standards), and reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).
 3. By [year], our full leather production supply chain will be certified to LIA approved standards.
 4. By [year], our full leather production supply chain will meet the environmental and social requirements for LIA.
- A2.2** LIA corporate commitment claims specific to LIA Impact Incentives may use the following language only:

1. [We/Organization Name] commit(s) to purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

A3. General Guidelines – LIA Progress Claims

A3.1 LIA progress claims may be made by organizations who have met all corporate commitment claims requirements (A1.1-A1.5).

A3.2 LIA progress claims shall be quantifiable and verifiable through information that is easily accessible in connection with the progress claim itself.

1. Textile Exchange will report out on the progress towards the LIA corporate commitment through the information collected in the Corporate Fiber and Material Benchmark (CFMB). Organizations have the option to keep their names confidential.

A4. Allowed Language – LIA Progress Claims

A4.1 Progress claims for LIA may use the following language only:

1. [We have/Organization Name has] mapped our leather production supply chain back to [finishing/beamhouse/post-tanning/tanning] and are [x%] to our goal of having [100%/all] certified to LIA approved standards.
2. [x%All] of our leather suppliers are LIA approved.

A4.2 Progress claims for LIA Impact Incentives may use the following language only:

1. [We are/Organization Name is] [x%/quantifiable and verifiable progress indicator] to our goal of purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

NOTE: An example of quantifiable and verifiable progress indicator is “halfway”.

Section B - Assured Claims

Assured claims are for organizations that meet the criteria for participation in LIA in accordance with the relevant scope (animal welfare and/or deforestation/conversion-free) or benchmark, or that they are purchasing Impact Incentives.

B1. General Guidelines – Claims by Organizations Purchasing Impact Incentives

- B1.1** Claims by organizations purchasing impact incentives shall only be made by organizations that redeemed impact incentives through the Incentive Trading Platform. No other organization may make the claims in this category.
- B1.2** Claims by organizations purchasing impact incentives should appear in conjunction with a relevant informational statement (see Section C – Informational Statements).
- B1.3** Claims by organizations purchasing impact incentives may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications (see Appendix C).

B2. Allowed Language – Claims by Organizations Purchasing Impact Incentives

- B2.1** Any of the below allowed language may be combined as long as they are verifiable.
- B2.2** Claims by organizations purchasing impact incentives may use the following language only:

LIA Animal Welfare: Baseline

1. [We are/Organization Name is] using Impact Incentives to support cattle farms that meet a baseline level of criteria for animal welfare [set by LIA].

LIA Animal Welfare: Option 1

2. [We are/Organization Name is] using Impact Incentives to support cattle farms with improved animal welfare practices [set by LIA].

LIA Animal Welfare: Option 2

3. [We are/Organization Name is] using Impact Incentives to support cattle farms with advanced animal welfare practices [set by LIA].

LIA Animal Welfare: Option 3

4. [We are/Organization Name is] using Impact Incentives to support cattle farms which meet a high level of animal welfare [set by LIA].

LIA Deforestation/Conversion-Free (DCF)

5. [We are/Organization Name is] using Impact Incentives to support cattle farms to be deforestation/conversion-free [and are protecting the natural ecosystems on their land].

Impact Partnerships (any combination of the following is allowed)

6. [We are/Organization Name is] using Impact Incentives to support [Partner Program Name] in their work helping farms improve their animal welfare practices [in order to achieve certification to a LIA approved standard].
7. [We are/Organization Name is] using Impact Incentives to support [Partner Program Name] in their work helping farms to verify and maintain their status as deforestation/conversion-free.
8. [We have/Organization Name has] formed an Impact Partnership with [Partner Program Name].

B3. General Guidelines – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production)

B3.1 Claims by organizations that meet LIA benchmark criteria shall only be made by:

1. Leather production supply chain members that are certified to meet both of the environmental and social benchmarks.
2. Farms that are certified to a LIA approved standard for animal welfare and/or are verified DCF.

B3.2 Individual Farms or Farm Groups who are working through a Partner Program may not make any claims about LIA and may not use the LIA logo.

B3.3 Claims by organizations that meet LIA benchmark criteria should appear in conjunction with a relevant informational statement (see Section C – Informational Statements).

B3.4 Claims by organizations that meet LIA benchmark criteria may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications (see Appendix C).

B4. Allowed Language – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production)

B4.1 Claims by organizations that meet LIA benchmark criteria may use the following language only:

1. [We are/Organization name is] certified to a [Leather Impact Accelerator/LIA] approved standard for [animal welfare/leather production].
2. [We are/Organization name is] qualified to sell LIA Impact Incentives.
3. [We/Organization name] meet(s) the [Leather Impact Accelerator/LIA] criteria for [animal welfare/DCF/leather production].

B5. General Guidelines – Claims by LIA Approved Standards or Programs

B5.1 Claims by LIA approved standards or programs should appear in conjunction with a relevant informational statement (see Section C – Informational Statements).

B5.2 Claims by LIA approved standards or programs may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications (see Appendix C).

B6. Allowed Language – Claims by LIA Approved Standards or Programs

B6.1 Claims by LIA approved standards or programs may use the following language only:

1. [We are/Standard Name is/Program Name is] approved under [animal welfare option(s) X] of the LIA animal welfare benchmark.
2. [We are/Standard Name is/Program Name is] approved to the LIA leather production [environmental/social] benchmark.

B7. General Guidelines – Story-Telling Claims for LIA

B7.1 Story-telling claims shall provide accurate and comprehensive details that convey the scope and scale of Impact Incentives purchases.

- B7.2** Story-telling claims may only use data collected from farms (through the LIA Farm Questions that are verified by a third-party).
- B7.3** Story-telling claims should appear in conjunction with a relevant informational statement (see Section C – Informational Statements).
- B7.4** Story-telling claims may be accompanied by the LIA or Impact Incentives logo and shall conform with the Logo Use Specifications (see Appendix C).

Section C - Informational Statements

C1. General Guidelines – Informational Statements

- C1.1** Informational statements may be made by any person or organization.
- C1.2** Informational statements should accompany all general marketing claims as dictated in Section A – General Marketing Claims.
- C1.3** Information statements may be used in conjunction with all other claims.
- C1.4** Informational statements shall not be used where they may be interpreted as confirmation of meeting the LIA benchmark criteria, unless when accompanying an assured claim.
- C1.5** Informational statements may be accompanied by the LIA or Impact Incentives logo and shall conform with with the Logo Use Specifications (see Appendix C).

C2. Allowed Language – Informational Statements

- C2.1** Informational statements may use the following language:

Leather Impact Accelerator (LIA)

1. [The Leather Impact Accelerator/LIA] uses benchmarks to address animal welfare and deforestation/conversion-free at the farm level, the social and environmental impacts of leather processing, and to set expectations for traceability.
 2. [The Leather Impact Accelerator/LIA] is a benchmarking program that recognizes and rewards best practices in the leather value chain.
 3. [The Leather Impact Accelerator/LIA] uses benchmarks to set a minimum threshold for practices and give recognition to those who meet or exceed them.
 4. The goals of [the Leather Impact Accelerator/LIA] to accelerate positive impact in the leather value chan through widescale adoption of best practices. (This includes mitigation of climate change and protecting biodiversity, respecting and improving animal welfare, and addressing the social and environmental impacts of leather processing.)
- C2.2** Informational statements about how Impact Incentives or Impact Partnerships work may be use language from [ImpactIncentives.org](https://www.impactincentives.org).

Section D - Registration

D1. Registration Requirements

- D1.1** Prior to use, all claims shall be registered through Textile Exchange's online form.
- D1.2** Claims shall only be made in conformity with the full requirements of this document. If, at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

D2. Monitoring and Surveillance

Textile Exchange will determine the appropriate level of surveillance for the various allowed claims described in this policy. In addition to the data management system that hosts records of all licensed claims, 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.

Reports on potential improper or unlicensed use of Textile Exchange claims may be submitted to LIA@TextileExchange.org. Relevant stakeholders will be informed of substantive changes to this policy via public notice on our website and by direct written communication when possible.

D3. Misuse

If Textile Exchange becomes aware of an improper or unlicensed 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 a second instance of misuse, Textile Exchange may take applicable actions as per any in-force licensing agreement and may pursue further applicable.

Appendix A – Definitions

Assured claim: Assured claims are those that result from an assurance process against a Textile Exchange Standard and refer to a product, process, business, or service that has been verified to be in conformity with or using one or more component of the LIA program.

Claim: An oral, written, or implied representation, statement, advertisement or other form of communication that is presented to the public or buyer.

Claim maker: Any party that wishes to make a claim about a LIA or Impact Incentives. Normally this is a business in the supply chain but also includes other parties that wish to make a claim about LIA or Impact Incentives.

General marketing claim: General marketing claims are text claims which are not related to a specific product, an organization meeting LIA benchmarks, or a LIA approved standard or program.

Products: The physical goods that result from each stage of production. These may include finished or unfinished goods.

Supply chain: The progression of business entities involved in the supply and purchase of materials, goods, or services from raw materials to the final product.

Appendix B – Allowed Language Examples

LIA Corporate Commitment Claims

Allowed Language

[We are/Organization Name is] committed to supporting the goals of [the Leather Impact Accelerator/LIA].

[We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives, mapping and certifying our leather supply chain (to LIA approved standards), and reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).

By [year], our full leather production supply chain will be certified to LIA approved standards.

By [year], our full leather production supply chain will meet the environmental and social requirements for [the Leather Impact Accelerator/LIA].

[We/Organization Name] commit(s) to purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

Example

We are committed to supporting the goals of LIA.

Brand ABC is participating in LIA by committing to purchasing Impact Incentives, mapping and certifying our leather supply chain, and reporting progress on an annual basis through the Textile Exchange Corporate Fiber and Materials Benchmark.

By 2030, our full leather production supply chain will be certified to LIA approved standards.

By 2025, our full leather production supply chain will meet the environmental and social requirements for LIA.

We commit to purchasing an amount of Impact Incentives that is equivalent to 100% of our leather usage by 2035.

LIA Progress Claims

Allowed Language

[We have/Organization Name has] mapped our leather production supply chain back to [finishing/beamhouse/post-tanning/tanning] and

Example

Brand ABC has mapped our leather production supply chain back to beamhouse and are 25% to our goal of

are [x%] to our goal of having [100%/all] certified to LIA approved standards.

having all certified to LIA approved standards.

[x%All] of our leather suppliers are LIA approved.

75% of our leather suppliers are certified to LIA approved standards.

[We are/Organization Name is] [x%/quantifiable and verifiable progress indicator] to our goal of purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

We are 40% to our goal of purchasing an amount of Impact Incentives that is equivalent to 100% of our leather usage by 2030.

Claims by Organizations that Meeting LIA Benchmark Criteria

Allowed Language

[We are/Organization name is] certified to a [Leather Impact Accelerator/LIA] approved standard for [animal welfare/leather production].

[We are/Organization name is] qualified to sell LIA Impact Incentives.

[We/Organization name] meet(s) the [Leather Impact Accelerator/LIA] criteria for [animal welfare/DCF/leather production].

Example

Farm ABC is certified to a LIA approved standard for animal welfare.

We are qualified to sell LIA Impact Incentives.

We meet the Leather Impact Accelerator criteria for leather production.

Claims by LIA Approved Standards or programs

Allowed Language

[We are/Standard Name is/Program Name is] approved under [animal welfare option(s) X] of the LIA animal welfare benchmark.

[We are/Standard Name is/Program Name is] approved to the LIA leather production [environmental/social] benchmark.

Example

Standard ABC is approved under animal welfare option 3 of the LIA animal welfare benchmark.

We are approved to the LIA leather production social benchmark.

Appendix C – Logo Use Specifications

Coming soon