



Preferred Fiber and Materials Matrix Guidelines

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Introduction

The Preferred Fiber and Material Matrix (PFMM) Guidelines

The Textile Exchange *PFMM Guidelines* is intended to guide the process of maintaining the Preferred Fiber and Material Matrix, including decision-making for the methodology informing the assessments, materials assessments, and claims and communication related to the assessments.

The outcome of the PFM Matrix is identifying ‘preferred’ materials on a spectrum from the perspective of materials which align to business as usual (typically conventional materials), and identifying stages of improvement from minimizing harmful impacts, maximizing positive effects, and ultimately the pinnacle of regenerative and circular production systems. Sourcing these preferred materials will allow companies to take strides towards meeting the Sustainable Development Goals, as well as on achieving the Textile Exchange 2030 Climate + Goals applicable to the entire textiles industry.

The objectives of these *Guidelines* are to support the PFMM to deliver its goals by ensuring

- a transparent and multi-stakeholder process to support the PFMM methodology,
- a robust and transparent review of materials assessed under the PFMM, and
- consistent and credible claims and communication around materials assessed under the PFMM.

About 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.

Section A – Roles and Responsibilities

Governance of the PFMM is comprised of Textile Exchange, the PFMM Advisory Committee and the PFMM Council.

Textile Exchange

Textile Exchange leads and facilitates the PFMM Advisory Committee, which is responsible for informing decision making related to the PFMM methodology.

Textile Exchange leads and facilitates the PFMM Council, which is responsible for providing governance and oversight of the PFMM methodology and tool, to ensure the PFM Matrix meets its goals.

Textile Exchange is responsible for accepting and confirming PFMM Advisory Committee and Council members.

Textile Exchange will lead a regular review of the PFMM Methodology, at least once every three years. This review will always include public feedback and consultation.

Textile Exchange will regularly revise the PFMM Guidelines based on feedback from the PFMM Advisory Committee.

Textile Exchange will maintain the public's access to the PFMM and assessed Preferred Materials, available online.

PFMM Council

The PFMM Council is responsible for providing governance and oversight of the PFMM methodology and tool, to ensure the PFM Matrix meets its goals.

Membership of the Council is open to organisations with a shared vision and mission and that have contributed to the Matrix (financial or in-kind).¹

The Council shall invite participation in the PFMM Advisory Committee and keep record of all parties that indicate interest.

¹ Contribution to the tool does not automatically guarantee membership of the Council.

PFMM Advisory Committee

Decisions related to the PFMM Methodology will be informed by input from the PFMM Advisory Committee.

Participation in the PFMM Advisory Committee is on a voluntary basis and shall not be limited in number and shall strive for balanced representation across the stakeholder categories.

1. Brands/Retailers
2. Supply Chain
3. Material Producers
4. Civil Society

The PFMM Advisory Committee provide feedback on the PFMM methodology, assessment process, and allowed communication.

Decision Making

The PFMM Council is responsible for methodology, process and claims decisions and will strive for *consensus* in decisions among all members.

Advisory Committee feedback will be sought and recorded, and the outcome of the feedback will be shared.

As owners of the PFMM, Textile Exchange will have a vote in these decisions and may make the final decision with regards to the PFMM.

Textile Exchange reserves the right to make the final decision with regards to the PFMM and will disclose any decisions that differ from the will of the PFMM Advisory Committee and Council.

Section B – Methodology Review Process

PFMM Methodology Regular Review

The PFMM Methodology will be reviewed on a regular basis. This review process will always include the following steps:

- Regular, ongoing compilation of feedback by Textile Exchange for review by the Advisory Committee
- Review and proposals for changes by all Advisory Committee members
- Draft of updated methodology for public review and consultation
- Final approval by the Council.
- Agreeing on timeline for transition to new version for assessments

Upon finalization of the Methodology, Textile Exchange will make the following details available to the public:

- Summary of all feedback received and how it was addressed
- New version of the summary of the updated methodology
- Timeline for transition to the new version for all material assessments

Urgent Reviews

At any point, the Textile Exchange can initiate a review of the methodology outside of the regular reviews to address urgent issues or new data made available.

Complaints and Feedback

Outside of the regular review period, Textile Exchange will accept feedback on the methodology and inform the Council and Advisory Committee.

Section C – Material Assessment Process

Materials Selected for Review

Textile Exchange and the Council will select the materials to be reviewed for assessment based on the following factors:

- Scale of use in the industry
- Demand by users of the PFMM
- Potential for addressing risk areas identified
- Potential for positive contribution to impact areas

Material Assessment Steps

Once a material has been selected for review, the following steps will take place:

- All available data sources will be compiled by Textile Exchange.
- The material assessment will be reviewed by reviewer(s) that meet the following qualifications:
 - Relevant experience in relation to the subject matter.
 - Approval by PFMM Council members.
 - Disclosure and review of any potential conflicts of interest with materials included in the review.

Resolution Process

The material or program shall document their complaint or disagreement with Textile Exchange, who will share the complaint with the independent reviewers involved with that material. Textile Exchange and the complainant will agree on whether to keep the material posted or take it down.

If a resolution cannot be found with the independent reviewers, Textile Exchange will share the complaint with the PFMM Advisory Committee and PFMM Council.

In no cases will a resolution that contradicts the PFMM Methodology be accepted.

In the case that no resolution is possible without changing the Methodology, the material will be removed from the public PFMM listing until a resolution is reached.

The PFMM Council may decide to update the Methodology.

Section D – Communicating about the PFMM

Materials or Programs Assessed by the PFMM

PFMM-recognized materials may communicate their assessment under the PFMM. This communication should not mislead or include far-reaching claims that are not supported by the PFMM assessment.

Brands and Retailers Committed to the PFMM

Brands and retailers may communicate their use the PFMM in their general marketing or sustainability communication. This may not include any product-related claims or communication.

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