



Textile
Exchange

Material Change Index: Brand Communication Kit

MARCH 2022

The Material Change Index is the largest voluntary peer-to-peer comparison initiative in the fashion and textile industry. It tracks the sector's progress toward more sustainable materials sourcing, as well as alignment with global efforts like the Sustainable Development Goals (SDGs) and the transition to a circular economy.

“Textile Exchange sees accountability and collaboration as fundamental tools for systems change. That’s why we designed our benchmarking programs to employ them across the fashion and textile industry.

We’re excited to see the outcomes of this approach reflected this year, with our highest number of participating companies, increased amounts of preferred materials, and a greater focus on transparency too.

The results underline the collective impact that individual actions can have, proving the Material Change Index to be an essential driving force behind our Climate+ ambition of a 45% reduction in the emissions that come from producing fibers and raw materials by 2030.”



Claire Bergkamp,
COO,
Textile Exchange

“Participation in the Material Change Index grew by 55% in 2021, reaching a total of 292 companies. For the first time, the Index hit 50% "preferred materials" by volume, reflecting the extraordinary work being done by this community. Each company is on its own materials journey and we deeply value being the trusted reporting platform, allowing us to track progress over this decisive decade towards our Climate+ goals. Congratulations to all companies creating material change.”



Liesl Truscott,
Corporate Benchmarking, Director,
Textile Exchange

Background

The Material Change Index (MCI) is a key component of [Textile Exchange's Corporate Fiber & Materials Benchmark \(CFMB\) program](#), which enables participating companies to **measure, manage, and integrate a preferred fiber and materials strategy into their business.**

By participating in the corporate benchmark, companies demonstrate a commitment to **transparency and continuous improvement** around their materials sourcing strategy.

The MCI family of indices tracks progress across the following categories: cotton, polyester, polyamide, manmade cellulosic fibers, down, wool, circularity, and the Sustainable Development Goals (SDGs). Companies that complete the full MCI survey are eligible to be recognized on the overall [MCI Leaderboard](#).

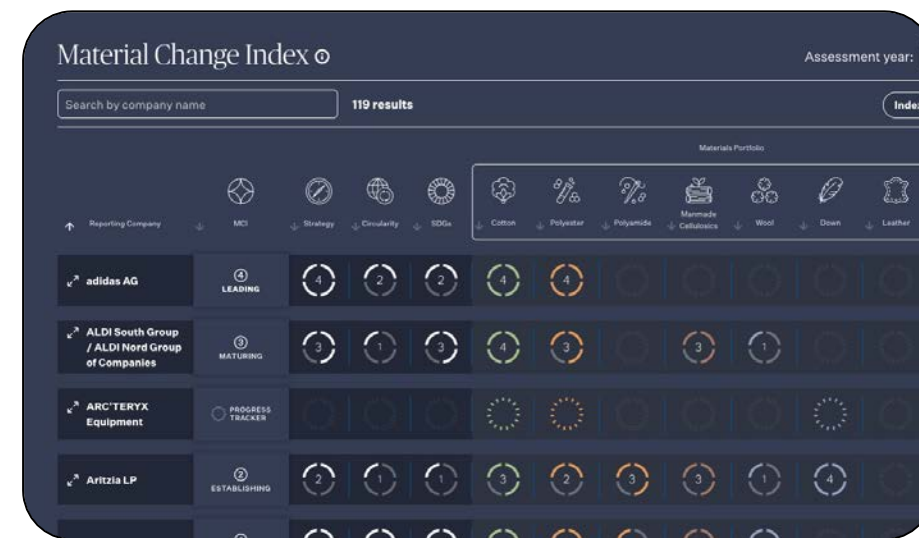
Our ambition is to be the driving force for urgent climate action on textile fiber and materials. By benchmarking the industry and providing actionable tools for improvement, Textile Exchange is pushing a race to the top.



Material Change Index – Guide to Public Results

Alongside the Company Confidential Scorecards generated for individual participants, public results also launched each year. The Material Change Leaderboard celebrates all participants and delivers a level of transparency expected by society. The Materials Impact Dashboard tracks progress towards goals, outcomes and impacts, and the Sector Scorecard provides a sector level and sub-sector benchmark.

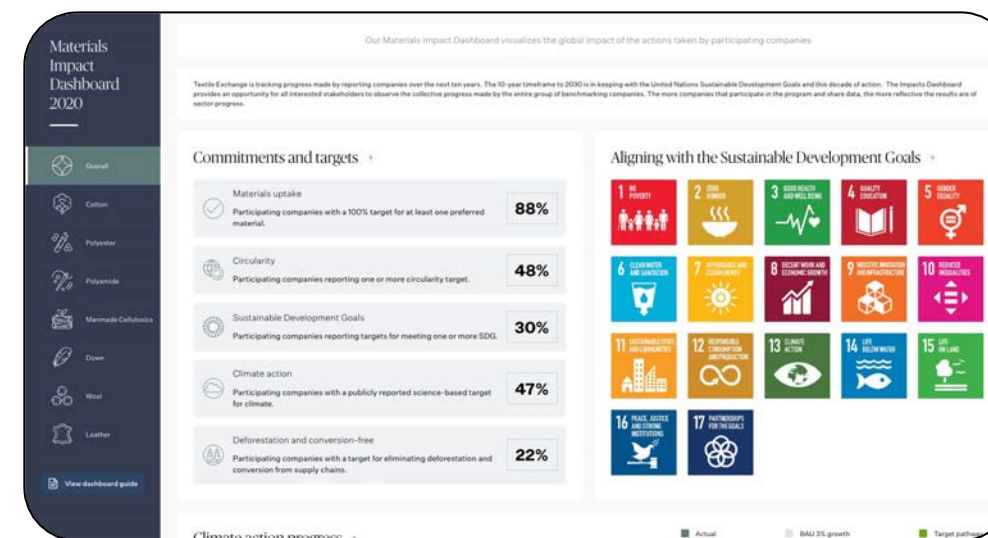
Material Change Leaderboard



The MCI Leaderboard is a public listing that celebrates participating brands and retailers in a "name and fame" manner. It promotes the company through its logo, boilerplate, link, and a pop-out "progress card" which presents participation details and performance banding.

mci.textileexchange.org/change-index

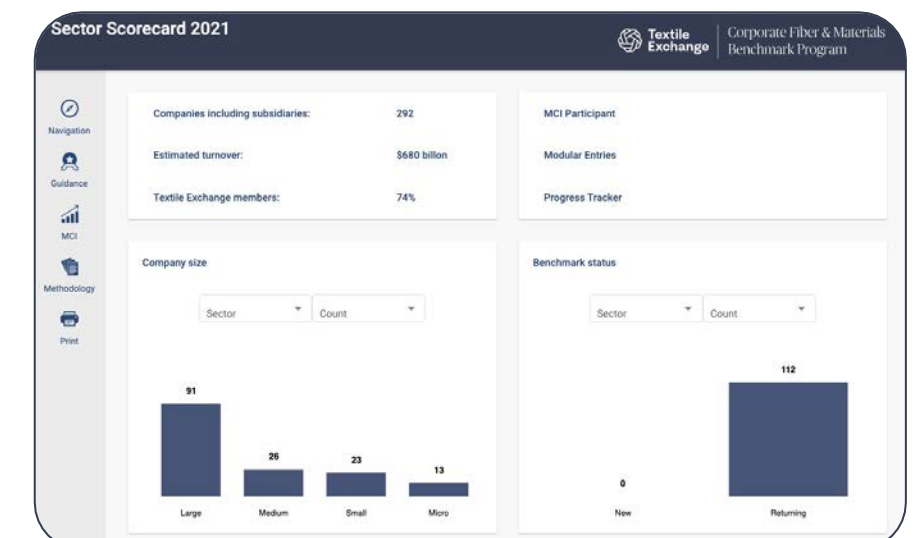
Materials Impact Dashboard



The Impact Dashboard models outcomes and impacts associated with preferred materials sourcing. It is a key tool to track industry progress towards Textile Exchange's climate goal of a 45% reduction in greenhouse gas emissions over the next decade.

mci.textileexchange.org/dashboard

Sector Scorecard

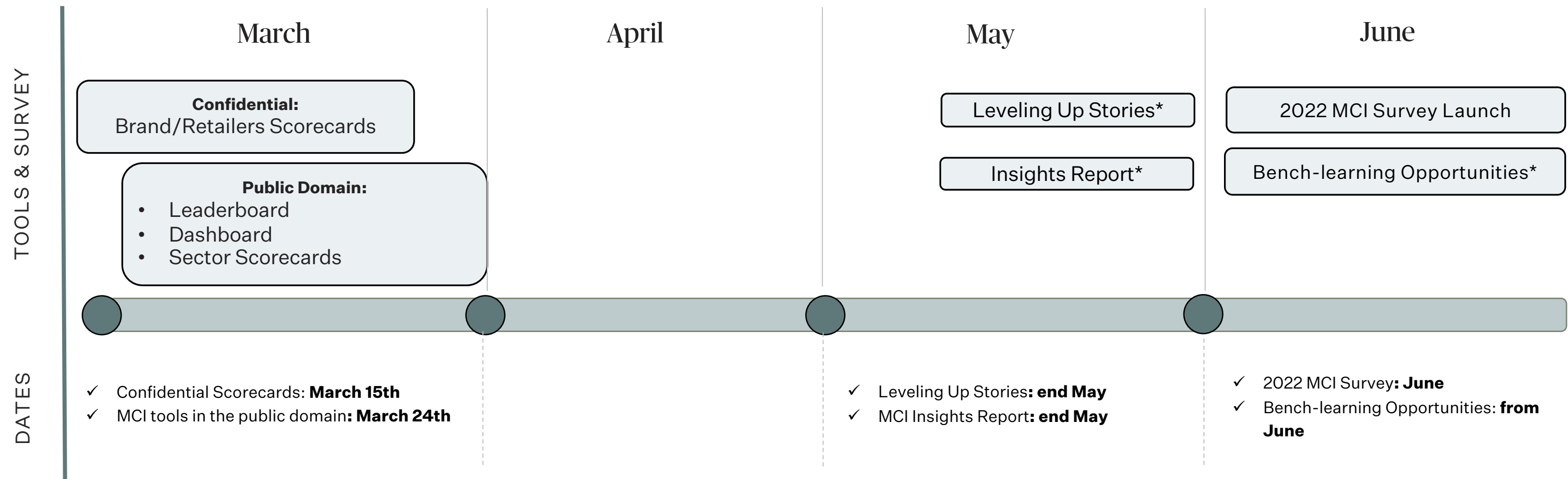


We generate a Sector Scorecard which gives aggregates and averages for sub-sectors: Apparel/Footwear, Outdoor/Sport, Home/Hospitality, and Multi-sector.

cfmb.textileexchange.org/sectorscorecard

Communications Timeline

What's next?



* For further information, check out next slide.

What's next?

MCI Insights Report & Leveling up Stories

This year's **Insights Report** and our popular **Leveling Up Stories** will be launched in May 2022.

This year, the Insights Report will be a detailed review of the last three years of benchmarking, the progress we have collectively made, and where we need to go next to achieve ambitious targets for people and the planet by 2030.

See last year's Insights here: mci.textileexchange.org/insights and Leveling Up stories for the MCI and Biodiversity.

Bench-learning Opportunities

We want to ensure that you are well equipped and can be part of this growing community.

We are working on revamping this area of the benchmark and developing more webinars, workshops, peer learning, drop-in sessions and, of course, our annual conference.

For more details and updates, please join and check **The Hub**.



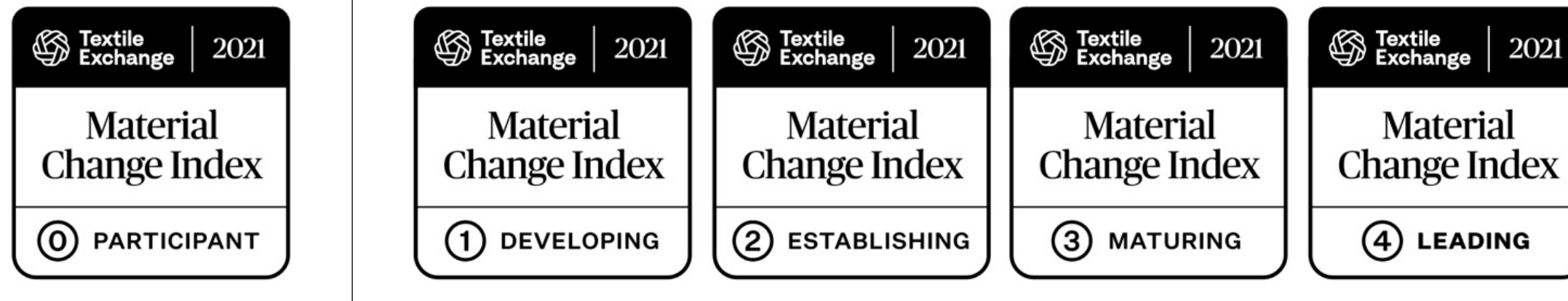
**Textile
Exchange**

The Hub

Material Change Index Badges

Material Change Index Badges

This year, we have revamped our badges following our rebranding. **The badges have been developed to build a strong identity for the Material Change Index (MCI)** and are for use by participating companies to display across appropriate channels. You can download the badge files as PNG and SVG here: https://textileexchange.org/wp-content/uploads/2022/03/MCI_Badges_2021.zip



There are two badge types:

1. **Participant:** Available to all companies taking part in the program.
2. **Material Change Index:** Available to companies completing the full survey.

The MCI badge includes the company's performance banding (**Developing, Establishing, Maturing or Leading**), **the corresponding level (1-4), and the year of participation.**

Usage

We welcome all companies wishing to communicate their results for specific indices to do so. Badges can be used for **12 months** from the date they were received, in line with embargo dates set by Textile Exchange. Badges can be used on the following platforms and documents:

- Website
- Annual/sustainability reports
- Social media platforms
- Newsletters
- Internal documents

All communication references to the badges must include the Textile Exchange website link, the survey participation year, and further relevant details dependent on the nature of the reference. For example:

Our company was a participant in the Textile Exchange Material Change Index in 2021 and received a Level 4 (Leading) in Cotton, and a Level 3 (Maturing) in Polyester.

The badge must not be used beyond these parameters without consent from Textile Exchange. **Badges must not be used in direct connection to specific products or collections.**

- **The badge graphic must be used as-is.** The design, colors, or wording within the badge cannot be modified.
- **Badges can be resized but must maintain their original aspect ratio.** At smaller sizes, ensure that the text on the badge is still legible.
- **The badge must have reasonable spacing around each side.** It should not touch any text or images set next to it.
- **The badge must be visible** and not obstructed or hidden behind other visual or graphic elements.

About Textile Exchange

Textile Exchange is a global non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity too.

For real change to happen, everyone needs a clear path to positive impact. That's why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions and a driven community.

At Textile Exchange, materials matter.

To learn more, visit: TextileExchange.org



Social Media

Social Captions

All social media posts should tag Textile Exchange (handles below) and reference the hashtag #MaterialChangeIndex. Example captions are shared below.

Sample Caption 1

We're proud to participate in the @TextileExchange #MaterialChangeIndex to demonstrate our commitment to preferred materials sourcing. More at: MCI.TextileExchange.org

Sample Caption 2

We're proud to achieve [Level X] in the @TextileExchange #MaterialChangeIndex for our approach to preferred materials sourcing. More at: MCI.TextileExchange.org

Sample Caption 3

Climate action starts at the source of the materials we choose. As the largest peer-to-peer comparison initiative in the fashion and textile industry, the @Textile Exchange #MaterialChangeIndex is driving a race to the top. It tracks the sector's collective progress towards preferred materials sourcing, as well as alignment with global efforts like the SDGs, and the transition to a circular economy.

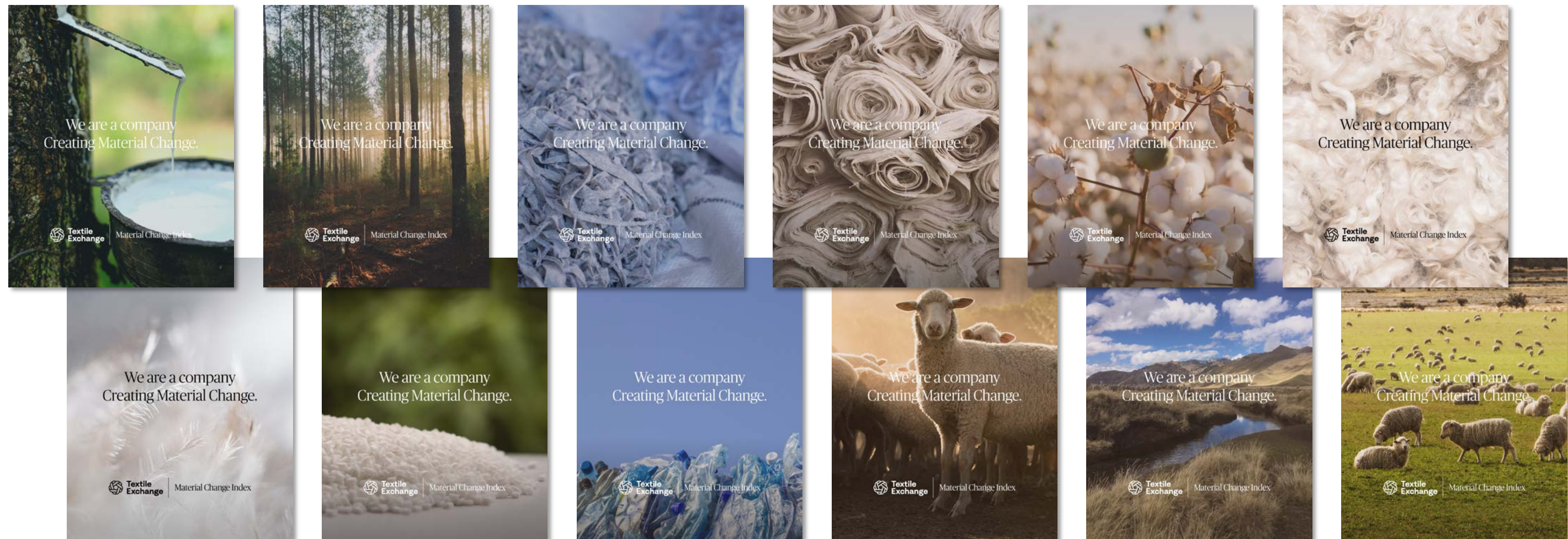
We're proud to participate and demonstrate our commitment to measuring, managing, and integrating a preferred fiber and materials strategy into our business. More at: [Link]

Textile Exchange Social Handles

Twitter: [@TextileExchange](https://twitter.com/TextileExchange) LinkedIn: [@Textile Exchange](https://www.linkedin.com/company/textile-exchange) Instagram: [@textileexchange](https://www.instagram.com/textileexchange) Facebook: [@TextileExchange](https://www.facebook.com/TextileExchange)

Social Assets

You can use our social assets to promote your participation in the Material Change Index. Download high-res versions of these visuals here: https://textileexchange.org/wp-content/uploads/2022/03/MCI_Social-Media_2021.zip



We have also created an Adobe Illustrator template so you can add your own imagery to align with your brand message.

Customized images will need to be approved by the Textile Exchange communications team at communications@textileexchange.org.

Questions?

Questions?

For questions about the Material Change Index, including scorecards, performance bands, and badge usage:

Liesl Truscott – liesl@textileexchange.org

For press enquiries:

Pe-Jae Brooks – pejae@textileexchange.org

Thank you for being a
Company Creating Material Change.