Request for Proposals- Support for the Development of a Regenerative Claims Guide

April 2024

Overview and purpose

There is an increase in scrutiny of all sustainability claims made about fashion, apparel, and textile materials and products, and claims related to regenerative agriculture are no exception. Misleading or poorly substantiated claims and accusations of greenwashing constitute a significant risk to the credibility of regenerative agriculture.

One key challenge for regenerative agriculture claims is the lack of alignment around a definition. The Textile Exchange Regenerative Agriculture Landscape Analysis report, published in January 2022, established a definition of regenerative agriculture as a “holistic, place-based, outcome-focused systems approach, working in alignment with natural systems.” This provides a key foundational input for the development of credible claims guidelines for regenerative agriculture.

To continue responding to the question of the “definition” of regenerative, the importance of measuring outcomes was also identified; specifically, the need to provide the industry with guidance on the specific outcomes that could be measured. This was also important to ensure that existing standards and certifications could have a shared set of outcomes to reference, rather than each creating a separate set of outcome measurement requirements. To this end, Textile Exchange developed the Regenerative Agriculture Outcome Framework, launched in July 2023. The aim of the framework is to support the uptake and harmonization of outcome measurement in the sector. However, it is recognized that in addition to a need for guidance on claims based on measured and verified outcomes, there is also a need for a broader set of claims related to the uptake and adoption of practices that have the potential to deliver regenerative outcomes and measures to support this.

Forthcoming policy requirements, such as the EU Empowering Consumers Directive, will also provide navigational challenges for companies seeking to make public claims about their sustainability efforts, including their regeneratively-grown materials and products.

Desired outcomes and value to industry

The Regenerative Claims Guide is intended to help the industry navigate the landscape of claims related to regenerative agriculture, promoting a shared understanding of when it is appropriate to make claims and what constitutes a credible claim, from Textile Exchange’s point of view. This guide should not be considered legal advice.

External support request

External expert support is needed to synthesize desktop research and stakeholder input to develop a Regenerative Claims Guide document.
The guide should align with and reference several key frameworks:

- Existing (general) Textile Exchange claims framework and best practices
- ISEAL Credibility Principles related to claims, Sustainability Claims Good Practice Guide, and other resources (foundation and “North Star”)
- EU Empowering Consumers Directive

**Development process and stakeholder engagement**

The Regenerative Claims Guide will be developed with the support of Textile Exchange subject matter experts for regenerative agriculture and claims as well as in conjunction with the industry, through engagement mechanisms such as the Textile Exchange Regenerative Agriculture Community of Practice.

- The consultant selected for this project will create an initial set of claims guidelines with input from Textile Exchange regenerative agriculture and claims subject matter experts.
- The guide will then be reviewed with a small set of industry stakeholders and revised based on their feedback.
- Following this consultation, the guide will be presented to the Regenerative Agriculture Community of Practice with a request for feedback.
- The guide will then be revised based on industry feedback and input of Textile Exchange regenerative agriculture and claims subject matter experts.
- Final review and copy-edit of the guide by the Textile Exchange communications team.
- The guide will then be shared with the Textile Exchange leadership before being finalized and presented to the Regenerative Agriculture Community of Practice.

**Considerations**

- The Regenerative Agriculture Community of Practice meets every other month.
- In parallel to this project, work is currently underway to process stakeholder feedback related to the Regenerative Outcome Framework. Feedback relating to claims and communication will be provided to the claims project team.
- Textile Exchange organizational communications and style guidelines will be provided.

**Deliverables**

- Prepare a summary report of the synthesized desktop research and stakeholder input.
- Draft guidelines, engage with stakeholders for feedback, and revise document as outlined above.
- Finalize the Regenerative Claims Guide document (text only, copy editing and final graphic design to be carried out by Textile Exchange).

**Project timeline**

While exact dates will be finalized upon consultant selection, at a high level, we envision the following project timing:

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Activity Description</th>
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<tbody>
<tr>
<td>April-May 2024</td>
<td>RFP outreach and proposal review</td>
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<tr>
<td>May 2024</td>
<td>Interviews and consultant selection</td>
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<tr>
<td>June-October 2024</td>
<td>Start of project: guide development and stakeholder engagement as needed. Stakeholder engagement activities will be managed by Textile Exchange, with support from consultant (including presentation to the Regenerative Agriculture Community of Practice, date TBD)</td>
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<tr>
<td>November 2024</td>
<td>Final synthesis and delivery of report content (including presentation to the Regenerative Agriculture Community of Practice, date TBD)</td>
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<tr>
<td>December 2024</td>
<td>Textile Exchange communications team does final copyediting and layout</td>
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<tr>
<td>December 2024</td>
<td>Launch of Regenerative Claims Guide</td>
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**RFP process**

Please submit proposals and budget for work to Claims@TextileExchange.org by May 15th, 2024. Questions regarding the RFP may be submitted prior to May 10th.

Proposals will be reviewed on a rolling basis, and we will follow-up with interview requests for candidates that meet our criteria. Following the selection of an agency or individual, our target dates are to present the initial draft guide to the Regenerative Agriculture Community of Practice in November and launch the finalized guide by December 2024.