



**Textile  
Exchange**

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MATERIALS MATTER  
STANDARD PILOT V1.0



**SUMMARY PAPER**  
MONITORING, EVALUATION  
AND LEARNING

# Approach to Monitoring, Evaluation and Learning for the Materials Matter Standard

## Introduction and background

Textile Exchange is a global non-profit helping to drive beneficial outcomes for climate and nature across the fashion, textile, and apparel industry, right from the start of the supply system.

As a mission-driven organization, it is essential for us to clearly define our goals and how we will achieve them. This clarity allows us to assess our success and make necessary adjustments to drive meaningful change.

To facilitate this process, we are developing an organizational monitoring, evaluation, and learning system, which will include the Materials Matter Standard. This encompasses a connected framework of functions, processes, and activities designed to collect and evaluate data and information. Having this system in place will help us determine if our initiatives are achieving their intended results, identify any unintended consequences, and answer specific questions to enable us to continuously learn and improve over time.

The following principles guide our approach to monitoring, evaluation and learning:

- **Clarify our impact:** Understand how our activities contribute to achieving impact, and gain insights that support continuous improvement and progress on climate and nature goals.
- **Acknowledge complexity:** Recognize the rapidly changing context of the issues we address and the challenges in measuring systems change, embracing innovative approaches to tackle these challenges.
- **Focus on rightsholders:** Prioritize a rightsholder-focused approach, shifting from measurement to active listening when engaging with those affected by our work.
- **Adopt a holistic approach:** Consider materials, geographies, and activities collectively, prioritizing resources based on our organizational strategic goals.
- **Inform decision-making through learning:** Ensure that our learning processes directly influence our decision-making.

## Approach to monitoring and data collection

Within the monitoring element of this system, we aim to integrate various data sources and collection methods to assess impact and create a comprehensive narrative.

We understand the importance of measuring change both quantitatively and qualitatively, considering both short-term and long-term effects. We also acknowledge that transforming existing systems and industries on a large scale requires innovative approaches to measure outcomes and impact.

Given the complexity and diverse factors influencing these systems, we are eager to learn and explore new methods while also building on established ideas to track significant changes to material production systems.

Below are some of the potential measures that we will use to monitor the effectiveness of the Materials Matter Standard and its contribution to our organizational performance and desired sector outcomes. We are also reviewing our data collection processes and existing impact data to

build on current efforts while minimizing any disruptions for producers who are already certified to our standards and sharing their information with us.

- **The scale and reach of the standard** such as the number of certified sites, farms, or animals and market share (this is already in place for our current standards)
- **The certified land area and practices in operation** (this is already in place for our current standards)
- **The non-conformities issued as part of certification audits** (this is already in place for our current standards)
- **The effectiveness of the standards in enabling a market reward** (this is in development and has been evaluated in the context of the Responsible Wool Standard)
- **The role that the standard can play in driving the uptake of measurements**
- **The level of consumer confidence in Materials Matter Standard claims**
- **The adoption and uptake of certification by marginalized producers**
- **The Materials Matter Standard's contribution towards impact targets**

## Initial approach to learning activities and theory of change

Our [organizational theory of change](#) describes how we plan to achieve our mission by implementing various activities and strategies. A key component of this is our standards system, which identifies Tier 4 production systems that contribute positively to climate and nature.

In conjunction with the launch of the Materials Matter Standard, we are developing a specific theory of change for it. This will help us clarify the role of the standard in driving change within its operational context and outline the desired outcomes. Additionally, it will help guide our monitoring, evaluation, and learning processes, enabling us to assess whether we are meeting our goals and make adjustments as necessary.

Evaluation and learning activities can vary from reviewing and analyzing monitoring information to commissioning additional research that assesses the impact of our activities or tests the assumptions outlined in this theory of change.

These activities provide an opportunity to identify what is working and what is not, while reflecting on trends and insights from the collected data. Evaluation also helps us determine whether we are achieving the results we aimed for, as well as understand how, why, and under what circumstances change occurs.