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COMMITMENTS FRAMEWORK GUIDE

VERSION 1.0



SUSTAINABLE FIBRE ALLIANCE

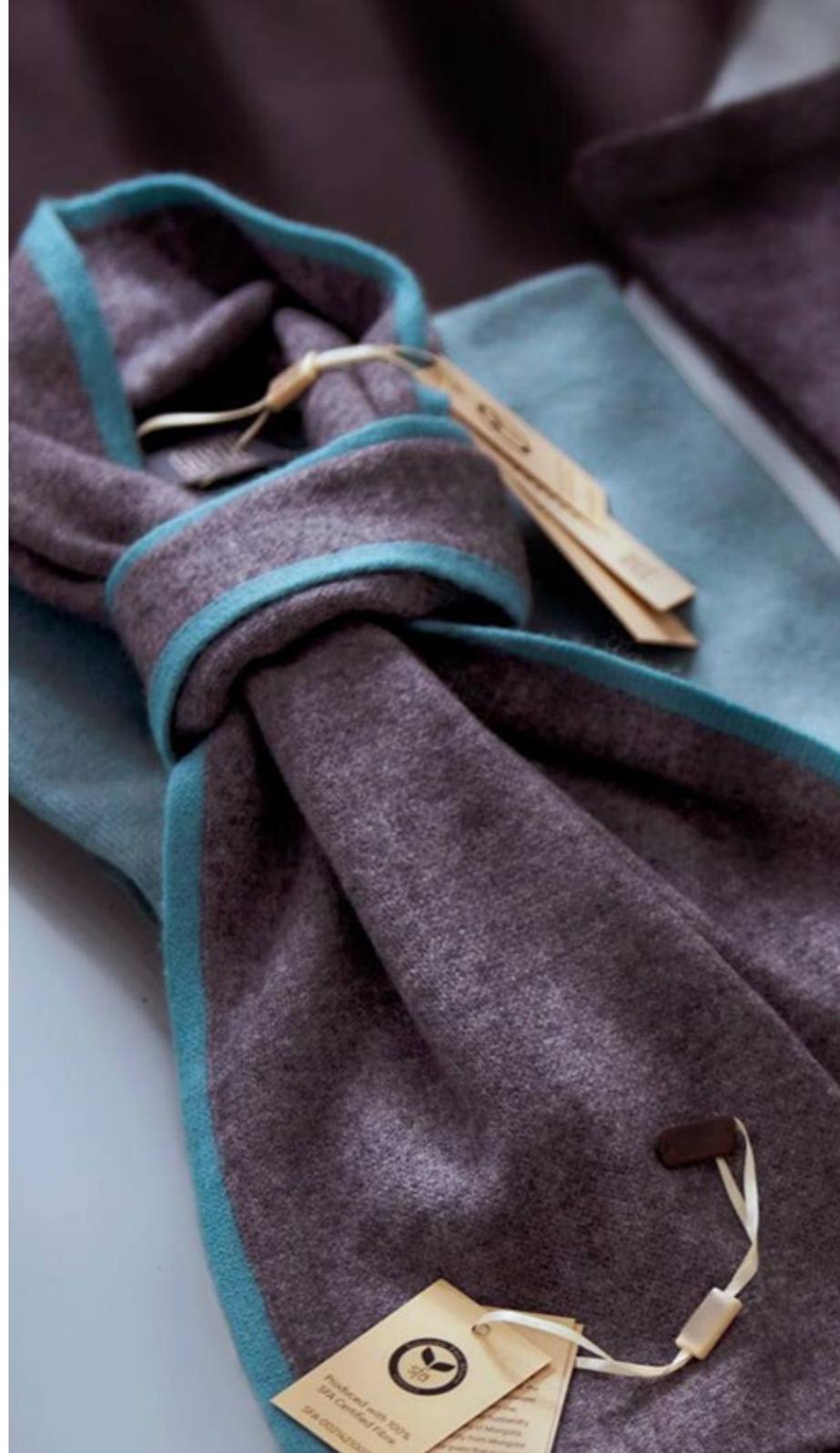
INTRODUCTION

What is an SFA commitment?

An SFA *commitment* is a public statement that a company intends to source and trade 'SFA Certified' fibre. They differ from 'SFA Certified' *claims*, which are a statement of fact regarding the certification of a particular supplier and/or a specific product.

'SFA Certified' traders can make both commitments and 'SFA Certified' claims, provided these claims are verifiable under the [SFA Chain of Custody Standard](#). Uncertified traders can freely make commitments but cannot imply or state that their products are 'SFA Certified'.

Ultimately, these guidelines aim to encourage transparency, prevent the misuse of the certification, and create a clear pathway for traders to achieve full certification while fostering the adoption of the [SFA Standards](#) across the industry.





BACKGROUND

Why make a commitment to source & sell 'SFA Certified'?

Allowing traders to make public commitments, even if they are not yet certified, encourages broader participation and fosters a commitment to sustainability.

Making public commitment claims is a powerful way for brands to demonstrate their commitment to more responsible sourcing. By committing to sourcing certified fibres – such as 'SFA Certified' – brands send a clear message to their supply chains that sustainability is a serious and strategic priority. These commitments also serve as a strong signal to consumers, employees, and stakeholders that your company is taking corporate social responsibility (CSR) seriously and is actively working toward more ethical and sustainable practices.

Beyond signalling intent, these commitments bring many benefits. They allow companies to leverage the credibility of 'SFA Certified' fibre, the use of our logo, and build transparency and trust through clear, achievable claims. Making commitment claims ensures accountability and helps businesses measure progress against their CSR goals – positioning them well to meet evolving legislative requirements around “green claims” and due diligence.

Ultimately, starting this journey not only adds value to your products but also shows long-term dedication to sustainable sourcing.

Certainty for the supply chain	A public commitment sends a strong message to your supply chain that you are serious about preferentially sourcing 'SFA Certified' fibre over uncertified fibre.
Shows commitment to corporate social responsibility	Making formal statements are a quick and credible way to communicate your commitment to corporate social responsibility to consumers, your employees and other stakeholders.
Credibility	Being able to use the SFA corporate logo allows your company to leverage the SFA's credibility.
Accountability	Engaging with formal schemes like the SFA will give your company a clear indication of how they are progressing with the CSR objectives, setting you up for meeting the requirements of legislative frameworks around green claims and corporate due diligence.
Added value	Making a commitment starts your company on a certification journey that leads to added value on the products you trade.
Transparency	Making achievable commitment claims builds trust with consumers and stakeholders.
Long-term commitment	Making time bound, long terms commitments shows your commitment and dedication to making more sustainable choices in your supply chain.

USE OF THE SFA LOGO

Can I use the SFA logo alongside my commitment claim?

The trader may use the SFA corporate logo and branding alongside their commitment, where the following conditions are met:

- The commitment includes the trader's name.
- The commitment defines the specific scope of the commitment, including the product ranges affected and the desired goal in relative or absolute terms.
- The commitment is timebound.
- Previous commitments made by the trader have not expired.
- The commitment neither explicitly nor implicitly (as defined at the discretion of the SFA) makes a claim that the trader or any of their products are 'SFA Certified' (such as claiming to have made progress against their commitments) unless the specific claim is made in accordance with the [SFA Chain of Custody Standard](#).



WHAT IS THE PROCESS?

How to make a commitment claim

If your organisation is certified, please send your commitment request to your [Conformity Assessment Body \(CAB\)](#). If you are not currently certified, please send your commitment request to standards@sustainablefibre.org, who will assist you further.

Example of an approved commitment claim:

"[Company/brand] aims to use only 'SFA Certified' fibre in our complete women's range by 2027 as part of our 2030 sustainability strategy."

This commitment includes the trader's name, defines the scope, and sets a clear, timebound goal. It does not make any claims about being 'SFA Certified'.

Example of a rejected commitment claim:

"[Company/brand] only uses cashmere that is 'SFA Certified'."

This commitment is rejected as it suggests that the trader already sells certified products, which cannot be claimed without certification.



SFA CERTIFICATION

My organisation is not 'SFA Certified' – what should I do?

As 'SFA Certified' is a 3rd party assured scheme, it is not possible for any uncertified trader to report on their progress against their commitment – i.e. make an 'SFA Certified' claim about themselves or their products. It is strongly advised that traders making any commitment start the process for certification, aiming to be certified before their commitment expires.

More information on how to do this can be found in our [SFA 'Get Certified' guides](#).

