

FASHION
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FASHION FOR GOOD
BRAND SUSTAINABILITY
ASSESSMENT

4 October 2018

Summary

Through the Fashion for Good Experience we are building a consumer-facing Good Fashion Movement to help people reimagine their relationship with their clothes. Part of the Experience includes the Good Shop which showcases innovative products that push the boundaries of Good Fashion. Every three months, the Good Shop features a collection curated around a thought-provoking theme. The products in the Good Shop are carefully selected and assessed against Fashion for Good's sustainability guidelines. These guidelines are built around the Five Goods™: Materials, Water, Energy, Economy and Lives, which were co-developed with William McDonough and inspired by the Cradle to Cradle® approach.

The Good Shop is a next-generation shopping experience that allows visitors to consider — within a retail store context— how they might go about asking questions and incorporating social and environmental considerations in the way they shop for clothes and accessories. It is a lab where we can experiment with the future of retail and offer narrative-driven products, showing visitors how exciting sustainable fashion can be.

The Fashion for Good Experience operates as a Foundation, so profit is not our ultimate goal in the Good Shop. Instead, we prioritise education and awareness building. We have no sales targets, offer no discounts and use consignment agreements where possible so we can manage our inventory responsibly.

The Sustainability Assessment

In featuring brands, we aim to be transparent and accountable to our stakeholders about the criteria for inclusion in The Good Shop. We want to be clear about why we select brands and what Good Fashion means to us.

We partner with a number of organisations that carry out product and brand sustainability assessments, including the Cradle to Cradle Products Innovation Institute, Remake, Sustainable Apparel Coalition (SAC) and Zero Discharge of Hazardous Chemicals (ZDHC). We work collaboratively together to make fashion good. Our aim with this assessment was not to develop a competing framework, but rather to recognise and build on the work of those that have already been created. Specifically, we incorporated social and environmental criteria from Remake and the SAC into our assessment.

Below is an overview of our assessment process as well as some key criteria.

Process

Fashion for Good selects brands based on two sources: 1) information brands make publicly available online and 2) a tailored questionnaire completed by candidate brands. The questionnaire covers both the current state of a brand's sustainability as well as its future goals. Because we showcase a range of companies both big and small, the assessment is designed to be used by brands of all sizes.

Whether a major brand or a small label, we seek companies that are striving to make fashion a force for good in their own way.

We select brands that demonstrate the range of sustainable choices available today. This often requires us to make trade-offs. We carefully consider these trade-offs and aim to showcase brands that make good choices with the materials and technology available to them — for example by favouring recycled materials over virgin or designing for recyclability.

Assessment Focus Areas

The questions in our assessment cover the Five Goods with equal weighting across each Good. Below are some of the key criteria that are covered in the assessment. All of these criteria require a response but not all have to be met completely for a brand to feature in The Good Shop. Our criteria are aspirational, focusing on what the future of good fashion could look like.

	Good Materials	Good Economy	Good Energy	Good Water	Good Lives
Definition	Safe, healthy and designed for reuse and recycling	Growing, circular, shared and benefiting everyone	Renewable and clean	Clean and available to all	Living and working in conditions that are just, safe and dignified
/100	20	20	20	20	20
Key Focus Areas	Show evidence of sustainability strategy, including prioritisation of a brand’s main social and environmental issues across the Five Goods, including clear targets that have been set for short, medium and long term.				
	<ul style="list-style-type: none"> -use sustainably sourced materials in products - use recycled and reclaimed materials in products - exclude materials that are sourced from endangered species or that involve animal abuse 	<ul style="list-style-type: none"> -disclose traceability information to customers - actively collaborate with manufacturers to develop environmental and social improvements - invest in developing new business models for circular economy 	<ul style="list-style-type: none"> -measure and disclose carbon emissions from supply chain - implement strategy to increase use of renewable energy - engage end users on how they care for their clothes 	<ul style="list-style-type: none"> -measure and disclose water use in manufacturing process - actively collaborate with suppliers to implement water reduction and waste water treatment programmes - actively collaborate with suppliers to eliminate 	<ul style="list-style-type: none"> -have measures in place to ensure workers in supply chain are paid a living wage and have freedom of association - have a gender sensitive Code of conduct in place to ensure factories are

	- ensure the recyclability of products	- active participation in joint industry sustainability initiatives - encourage end users to consider their clothing needs		the use of hazardous chemicals	compliant with international labour standards - actively collaborate with suppliers to implement programmes that support the development of workers
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Transparency

The brands we work with are transparent with us about their operations as well as their sustainability achievements and challenges. Part of our assessment includes understanding what brands see as their top priorities and what their long-term strategies are around key issues. We see these conversations as key not just to assessing brands, but also to driving industry change by sharing our expectations.

Many of the brands we work with collaborate with and/or are affiliated with sustainable business initiatives like the Sustainable Apparel Coalition, Fair Wear Foundation and B Corporation. Though we do not conduct on-the-ground audits ourselves, we request third-party assessment reports whenever they are available.

Findings

Brands must have satisfactory performance on our criteria and indicate a willingness to share information in order to be featured in The Good Shop. Even if brands don't have strong answers on all the dimensions of the assessment today, we believe that transparency on challenges and openness to share mitigating strategies are strong evidence of good sustainability practice.

Additional Information

To find out more about the Good Shop, contact us at info@fashionforgood.com.