

FASHION
FWD ▶▶
BRINGING SUSTAINABLE FASHION FORWARD

BESTSELLER

GOALS OVERVIEW

Our Fashion FWD strategy is based on becoming as sustainable as possible, as soon as possible across four focus areas covering our value chain: Creating FWD, Engaging FWD, Making FWD and Delivering FWD.

Within each of these areas, we have short and medium-term goals to achieve by 2025 to help steer our efforts. For all goals, the deadline is the end of the specified year. This is a comprehensive list of our goals in chronological order.

CREATING FWD

Our vision: We will increase the use of more sustainable materials year-on-year until all our products are circular by design

- By 2020, all of our designers and buyers will have completed a training module on circular fashion design¹.
- By 2020, we will have conducted a pilot with two jeans styles containing recycled post-consumer cotton to be included in our 'never out of stock range' within JACK & JONES².
- By 2022, 100% of our man-made cellulosic fibres will be sourced responsibly in line with industry best practice, such as the Forest Stewardship Council (FSC).
- By 2022, we will source 100% of our cotton from more sustainable alternatives.
- By 2025, within our 100% more sustainable cotton supply, we will source 30% from organic cotton.
- By 2025, we will source 50% of our polyester from recycled polyester or other more sustainable alternatives.
- By 2025, 100% of our wool will be sourced in line with industry best practice, such as the Responsible Wool Standard (RWS).
- By 2025, we will facilitate the development of more sustainable fibres and materials at market scale through innovation and industry collaborations.

MAKING FWD

Our vision: We will continuously improve the environmental footprint of our products, operations and supply chain until they are in line with the needs of our planet

- By 2020, we will set science-based goals on greenhouse gas emissions. In 2018, we have officially committed to set these goals through the Science Based Targets initiative.
- By 2020, we will source more than 50% of materials from our preferred materials suppliers.
- By 2021, we will set targets to safeguard future water resources.
- By 2021, our owned and operated buildings globally will be powered by 100% renewable energy.
- By 2025, our energy consumption in our owned and operated buildings globally will be reduced by 30%.
- By 2025, 75% of all product orders will be consolidated in suppliers that are highly rated in our sustainability evaluation.
- By 2025, we will have 100% approved and traceable chemistry in our core products.
- By 2025, the volume of samples we produce will be significantly reduced by investing in digital solutions and collaborating closely with our key suppliers.
- By 2025, 100% of our key waste streams from our head offices and logistics centers will be recycled or reused.

ENGAGING FWD

Our vision: We will promote dignity, equality and safe working conditions for all people across our value chain until fair incomes and respect for human rights are the norm

SUPPLY CHAIN

- By 2020, we will have promoted industry collaboration and initiated joint programmes on fire, electrical and structural inspections in relevant factories and sourcing countries based on risk.
- By 2021, we will achieve 100% remediation and safety training under the Bangladesh Accord.
- By 2021, we will have evaluated and redesigned our Productivity & Social Dialogue programme based on learnings from Myanmar and Bangladesh and further implemented improvements for management and workers in partnership with our key suppliers across key sourcing countries.
- By 2025, workers and management in all factories in our Productivity & Social Dialogue programme will engage in social dialogue driving productivity improvements and greater shared social value.
- "By 2025, we will have improved work and life skills for female workers in key sourcing communities through industry collaboration, partnering with HERproject, and in accordance with the UNGC's women's empowerment principles.
- By 2025, we will support 100,000 women in Tier 1 factories to achieve workplace empowerment and improved life-skills.

- By 2025, we will support all Tier 1 factories in implementing digital payment of wages.
- By 2025, through industry collaboration, we will implement mechanisms to promote fair living wages.
- By 2025, all suppliers will have invested in fire, electrical and building safety and show continuous improvement.

BESTSELLER EMPLOYEES

- By 2020, we will analyse and strengthen our Leadership Pipeline and initiate implementation of training for all manager roles.
- By 2021, we will complete the global rollout of our online engagement surveys and define common metrics to benchmark engagement across our markets.
- By 2021, we will complete the global rollout of our diversity and inclusiveness policy and the accompanying awareness programme.
- By 2022, we will train 4,000 people through our internal Academy to further develop and enhance their skills.

DELIVERING FWD

Our vision: We will engage consumers and partner across the industry to develop solutions until circularity and transparency is a mindset and consumers are empowered to act sustainably

- By 2020, we will provide consumers with continuous guidance on 'wear & care' to reduce environmental impact in the product use phase.
- By 2020, we will offer and promote a used garment collection channel to consumers in selected markets together with relevant partners³.
- By 2021, we will publish our key materials suppliers.
- By 2023, we will provide our customers and consumers with information on the environmental impacts of our core products, and we will show year-on-year improvements.
- By 2025, we will have tested and implemented circular business models in selected key markets with relevant partners.
- By 2025, we will drive forward post-consumer waste and circular infrastructure solutions, engaging in collaborative initiatives to turn waste into valuable resources.
- By 2025, all consumer facing packaging will be 100% reusable, recyclable or compostable.
- By 2025, we will have phased out single use virgin plastic wherever possible.

¹ This goal is part of our Call to Action commitment through the Global Fashion Agenda. Deadline for this target is 30 June 2020.

² Ibid

³ Ibid