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 design.

- 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 & JONES.

- 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.
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 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.

- 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 partners.
- 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 though the Global Fashion Agenda.
Deadline for this target is 30 June 2020.
2 Ibid
3 Ibid