

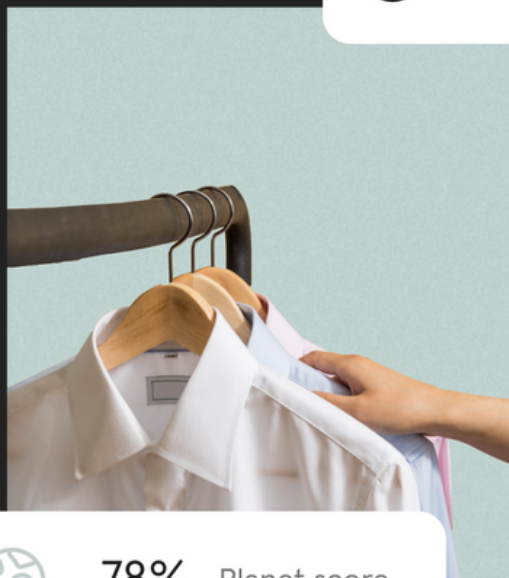


good on you<sup>®</sup>

# Guide to the Good On You Brand Rating System



Rated: Great



78% Planet score



# Introducing Good On You ratings

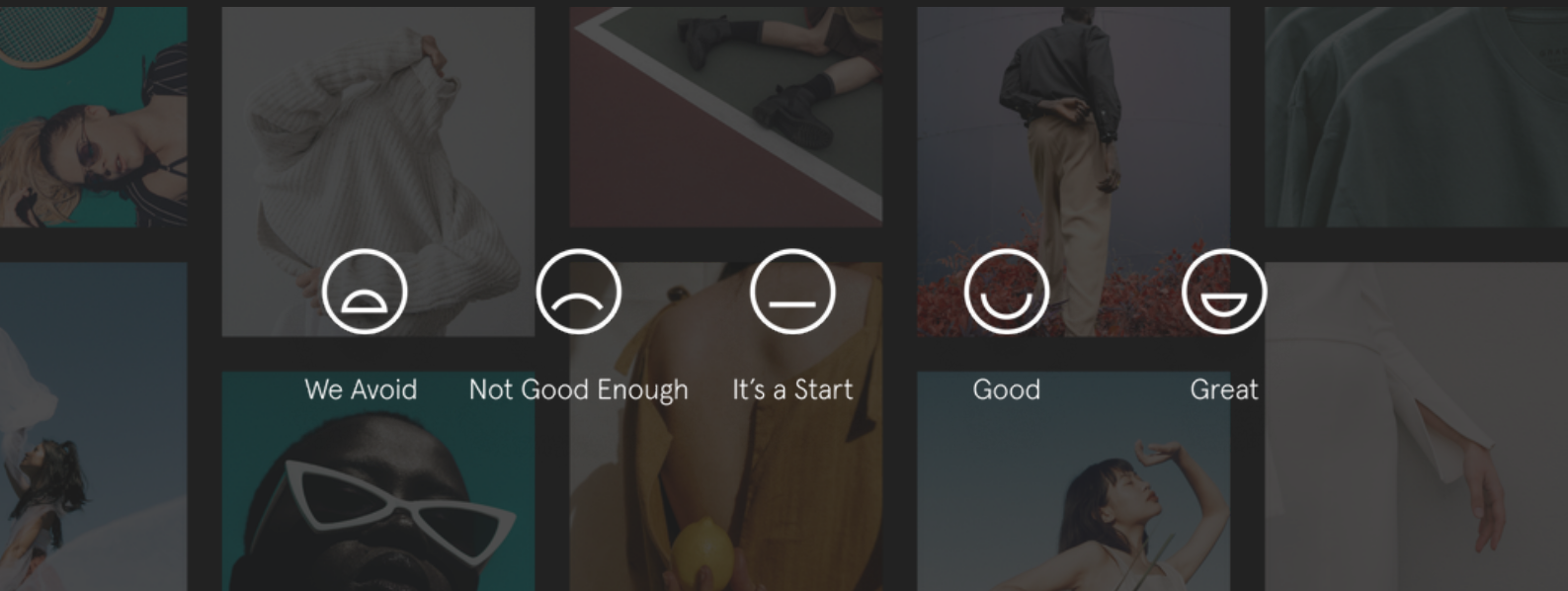
Good On You is a world-leader in sustainability ratings for fashion.

Our comprehensive ratings empower consumers to know the impact of brands on people, planet, and animals across the entire supply chain.

Transparency and positive action are cornerstones of our approach.

Our vision is to use the power of consumers' choices to make fashion more sustainable and fair.

The Good On You brand rating system was developed in consultation with industry experts, academics, and organisations (like Fashion Revolution, Fashion for Good, and Four Paws). We are committed to the continuous improvement of our rating methodology to reflect how the industry consensus on best practices and broader sustainability frameworks continue to evolve.



# Our principles

The following principles guide our approach to brand ratings.

## 1. Transparency comes first

Brands should publish information about their supply chain to increase accountability and drive improved outcomes for people, planet and animals. They should report the extent to which they adopt known good practices designed to address critical sustainability issues. Consumers have a right to know how a brand impacts the issues they care about.

## 2. Consider lifecycle impacts and circularity

Companies should be held responsible for their impact on the environment, workers, and animals at each stage of the value chain, from how products are produced and distributed to how they are used, and then reused, repaired, reinvested in regenerative and circular systems and ultimately, disposed of.

## 3. Be comprehensive

The ratings system should consider a broad range of sustainability issues to give a comprehensive view of a brand's overall impact on the environment, workers, and animals. It should be capable of applying to all brands in the market.

## 4. Be consumer-centric

The ratings system should provide consumers data that is accessible, comparable, and easy to use. It should inform consumer shopping decisions, provide useful feedback to brands, and enable retailers to assess, source, and market sustainable brands.

## 5. Consider issues in proportion to their materiality

Ratings should place appropriate weight on each issue according to how much impact it has on the environment, workers, and animals

## 6. Ensure an evidence-based approach

The rating system and its application should be transparent, based on robust research, and underpinned by good governance processes.

## 7. Engage and collaborate widely

Good On You is part of a global movement for change and should work collaboratively with civil society, consumer organisations, and sustainability-focused industry leaders to understand, reflect, and drive industry best practices and leadership.



# Our impact

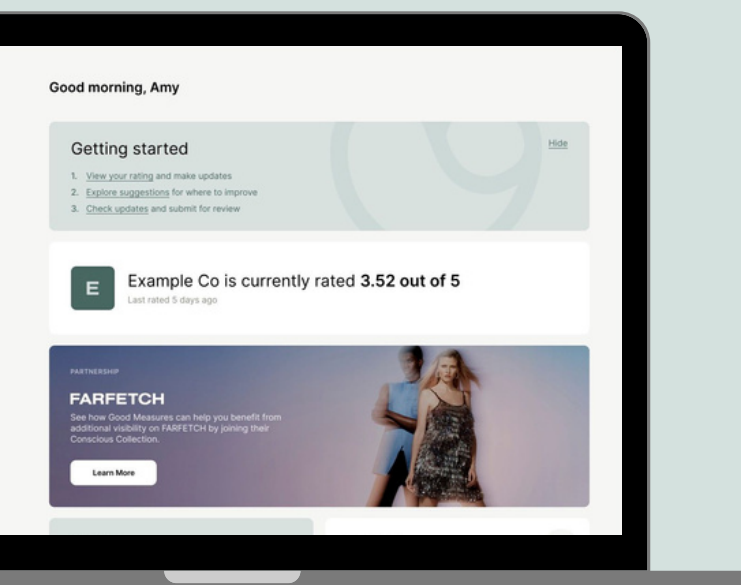
Good On You uses the power of people’s choices to create a more sustainable future in fashion.

Our vision is strongly aligned with the Sustainable Development Goals, in particular, Goal 12 “Ensure sustainable production and consumption patterns”. Our recognised and trusted rating system, advice, and information are a part of this global mission, leading the way towards a more sustainable and fair fashion industry.

By making it easy for consumers and retailers to choose better, we help reward brands that are meeting consumers’ sustainability aspirations and send a strong signal to the industry to increase the pace of positive change. Every sale lost by less ethical brands is an incentive to improve and a step towards protecting people and the planet.

Good On You ratings incentivise brands to improve the quantity and quality of their sustainability communications and to examine and improve practices across their supply chain.

Since Good On You was launched in 2015, brands have been updating their communications and their production and distribution practices directly in response to their published Good On You rating. Good On You supports brands to do so by offering [Good Measures](#), the sustainability hub that helps brands of all sizes understand their impacts, get tailored guidance on where to focus, and easily update their Good On You rating.



# What we rate: real-world issues

The Good On You brand rating system addresses three pillars, which are the key areas of concern to consumers: people, the planet, and animals.

Within these pillars, the rating system looks at how well the brand's activities conform to accepted good practices relevant to the production and distribution of clothing, footwear, and accessories, and how they impact people, planet and animals.

The key issues across each area (people, planet and animals) in the methodology and their impact on the overall score are summarised in the tables on pages 5-14.

<u>Planet</u>	<u>People</u>	<u>Animals</u>
<ul style="list-style-type: none"><li>• <u>Resource use and waste</u></li><li>• <u>Climate change</u></li><li>• <u>Chemicals</u></li><li>• <u>Water</u></li><li>• <u>Citizenship</u></li></ul>	<ul style="list-style-type: none"><li>• <u>Supply chain risk</u></li><li>• <u>Policies</u></li><li>• <u>Assurance</u></li><li>• <u>Living wage</u></li><li>• <u>Collaboration</u></li><li>• <u>Citizenship</u></li></ul>	<ul style="list-style-type: none"><li>• <u>Products</u></li><li>• <u>Traceability</u></li><li>• <u>Policies</u></li><li>• <u>Materials</u></li><li>• <u>Citizenship</u></li></ul>



## Resource use and waste

Issue	Impact	We consider
Materials	High	Whether brands use fabrics with lower environmental impacts. We encourage brands to publish estimates of fibres used across 12 months based on purchased fabrics (preferred), sold fabrics, or their available collections. Brands with a higher proportion of lower-impact fibres, such as organic cotton, will score higher than brands that use smaller quantities.
Circularity		Business models and design decisions. Certain fashion business models drive unsustainable consumption practices that lead to excess waste and pollution. We reward business models that focus on slow fashion and circular principles that seek to design out waste and pollution and keep products and fibres in use for as long as possible, including through reuse and recycling. We also evaluate brands that operate high production and consumption business models, such as fast fashion brands. These brands often have mass sales, regular new arrivals, on-trend designs, and low price points.
Microfibres	Medium	Information on brands' initiatives to avoid or reduce the discharge of microfibres, both pre-consumer and during the consumer-use phase. Synthetic fibres such as polyamide and polyester (including recycled versions) discharge microplastics into the environment, particularly during machine washing.
Deforestation		The steps brands take to avoid or minimise deforestation from the use of fabrics associated with deforestation, including leather, rubber, metal, precious stones, and cellulosic fibres. Brands are expected to have a policy with clear mechanisms of implementation that avoid deforestation for all at risk fibres.



Issue	Impact	We consider
Packaging	Low	The packaging brands use and how they address its environmental impacts. We look at the components of the packaging, such as whether it is made from recycled fabrics, and the steps the brand has taken to minimise the use of packaging in the first place as well as the elimination of plastic packaging.
Non-textile waste		How brands avoid or minimise non-textile waste in their direct operations and across the supply chain, taking into account the certifications identified earlier.
Biodiversity		How brands avoid or minimise impacts on biodiversity in their supply chain. Brands are expected to have policies that include regenerative approaches to agriculture that restore soil and grasslands, protect waterways, and ensure conservation of impacted species.

## Climate change

Issue	Impact	We consider
CDP disclosure	High	Whether brands disclose to CDP and if they do, what their CDP Climate score is.
Measurement		Whether and how brands measure greenhouse gas emissions across their direct operations and value chain, taking into account any relevant certifications. Brands are expected to identify and measure the emissions that have the largest impact in their supply chain. Brands are also expected to collect primary data from their suppliers for more accurate emissions figures.
Reduction		The steps brands have taken to reduce greenhouse gas emissions, taking into account any relevant certifications. We look at where in the value chain the emissions reductions occur, with a particularly strong focus on the supply chain. Making products by hand, using renewable energy, local manufacturing, and energy efficiency projects are some of the actions that brands can take to reduce their climate impact.



Issue	Impact	We consider
Targets	Medium	Brands' greenhouse gas emission reduction targets, taking into account any relevant certifications. We reward brands that set ambitious targets that cover their direct operations and particularly their supply chain. Brands are rewarded for setting Science-Based Targets.
Progress v target		Whether brands report progress against their targets to reduce greenhouse gas emissions across their supply chain. It is important that a brand sets ambitious targets, but even more critical is that it demonstrates that it has or will actually meet that target.

## Chemicals

Issue	Impact	We consider
Hazardous chemicals	High	How brands reduce the use and impact of hazardous chemicals in their supply chain, including specific issues related to working with leather and footwear if applicable, and taking into account any relevant certifications. We expect brands to go further than eliminating chemicals hazardous to human health and also set targets and actions to eliminate chemicals hazardous to the environment throughout their supply chain.
Policies	Medium	Policies on chemical use, taking into account any relevant certifications. Brands are expected to have a manufacturing restricted substances list aligned with ZDHC or equivalent standard, and be working towards ensuring it is met throughout their supply chain.
Leather tanning		How brands avoid or minimise the impact of chromium and other chemicals in leather production, taking into account any relevant certifications. This criterion is weighted more heavily for brands where leather is a dominant fabric used in their production.





Issue	Impact	We consider
Solvent use	Medium	How brands avoid or minimise the impact of solvent-based chemicals used in shoe production, taking into account any relevant certifications. This criterion is weighted more heavily for brands where shoes is a dominant category sold in their production.

## Water

Issue	Impact	We consider
CDP disclosure	High	Whether brands disclose to CDP Water and if they do, what their CDP Water score is.
Stakeholders	Medium	How brands engage with stakeholders to manage water issues in the value chain. Brands are expected to engage with their suppliers and other key stakeholders, particularly in water basins with higher levels of water stress.
Wastewater management		How brands manage wastewater and treat effluent across the supply chain, taking into account any relevant certifications.
Targets		Brands' targets for reducing water use across their supply chain.
Reduction		Brands' initiatives to reduce water use across the supply chain, taking into account any relevant certifications. Specifically, water initiatives where there are higher levels of water use such as the wet processes stages of the supply chain and the raw primary stage.



Issue	Impact	We consider
Local impact	Low	Brands' impact on water use across the supply chain. Water issues manifest themselves at a local water basin level. Brands are expected to trace their suppliers and determine whether they are operating in water basins with high levels of water stress.
Measurement		How brands measure water use across the supply chain, taking into account any relevant certifications.

## Citizenship

Issue	Impact	We consider
Positive citizenship	Medium	The actions brands take as corporate citizens to address environmental harm related to fashion including innovation, advocacy, and remediation of negative incidents.
Negative citizenship		

## People

### Supply chain risk

Issue	Impact	We consider
Fashion Transparency Index	High	If brands have been included in Fashion Revolution's Fashion Transparency Index (FTI), then we take into account the brands' FTI scores in our rating.
Traceability	Medium	The extent to which brands are able to trace suppliers. Brands are expected to trace beyond just the final production stage and include primary and secondary suppliers to best manage their impact and ensure workers' rights.



Issue	Impact	We consider
Transparency	Medium	How transparent brands are about their suppliers across the full supply chain, including whether they publish details such as the country of manufacture, supplier names and contacts, number of employees, and raw fabrics used.
Labour rights and abuse risks	Medium to low	How brands' choice of supplier location and industry standards impacts the risk of labour rights abuse in the supply chain (medium impact for final stages of production, low impact for the secondary and primary stages)

## Policies

Issue	Impact	We consider
Gender, diversity, and inclusion	Medium	The diversity and inclusion policies and practices, both in direct operations and across the supply chain. This includes brands' approach to discrimination on the basis of race, gender, age, sexuality, ability, and socioeconomic status. We expect brands to demonstrate the mechanisms and tools to ensure that their policy is met, with particular weighting to brands which demonstrate tangible results as an outcome from those mechanisms.
Sandblasting		Whether brands offer distressed denim, and if they do, their approach to sandblasting.
Code of Conduct		Labour policies covered in the supplier code of conduct, taking into account any relevant certifications. At a minimum, brands should have a Code of Conduct that covers all of their supply chain and includes the ILO Principles.
Modern slavery		The actions brands take to avoid modern slavery across the supply chain, taking into account any relevant certifications.



## Assurances

Issue	Impact	We consider
Auditing	High	Any relevant certifications and what proportion of the supply chain is covered. Social auditing is designed to ensure that the policies and standards brands expect of their suppliers are adhered to.
Worker empowerment		How brands support the right to freedom of association and other ways to empower workers across the supply chain. We also evaluate what proportion of workers are members of collective bargaining groups or unions, and how the brand engages with those groups to ensure stronger worker outcomes.
Supplier relationships		How brands support suppliers to avoid labour rights abuses and to promote respect for workers and fair wages. We look for brands that may be partnering with artisans or independent makers, and ensure that the brand and workers have a balanced and equal working relationship. We also look at brands that may be set up with an explicit purpose to engage with underrepresented workers and communities.
Grievance mechanism	Medium	The formal processes implemented for workers in the supply chain to raise complaints, harassment, or other issues related to their working conditions and rights.

## Living wage

Issue	Impact	We consider
Outcomes	High	The extent to which brands ensure payment of a living wage to workers across their supply chain, taking into account any relevant certifications.
Methodology	Medium	How brands calculate living wages for workers across the supply chain, taking into account any relevant certifications.



## Collaboration

Issue	Impact	We consider
Multi-stakeholder initiative	Medium	Cross-industry initiatives to address labour rights that brands are actively involved in.

## Citizenship

Issue	Impact	We consider
Positive citizenship	Medium	The actions brands take as corporate citizens to address labour rights issues including advocacy record, response to COVID-19, remediation for any harm caused, and efforts to avoid sourcing from regions with high risk of human rights abuses.
Negative citizenship		

## Animals

### Products

Issue	Impact	We consider
Range	High	If brands make products in categories that normally include animal-derived fabrics, and whether or not they use them.

### Traceability

Issue	Impact	We consider
Traceability	Medium	How brands trace animal impacts in the supply chain.



## Policies

Issue	Impact	We consider
Animal welfare	Medium	Brands' approach to animal welfare.
Commitments		Whether brands have made commitments to avoid all or some animal-derived fabrics or to address specific areas of animal suffering.

## Materials

Issue	Impact	We consider
Other animal materials	High	Whether brands use various less common animal-derived fibres.
Leather	Medium	Use of leather or recycled leather.
Wool		Use of wool and how it is sourced.
Down		Use of down and how it is sourced.

## Citizenship

Issue	Impact	We consider
Positive citizenship	Medium	Brands' work to advocate for better outcomes for animals in fashion and to respond to incidents in the supply chain.
Negative citizenship		





## How we rate

Our ratings technology and independent analysts compile and evaluate brands' own public reporting, the most robust third party indices, as well as certifications and accreditations ([see pages 19-21](#)).

We only use publicly-available information. It's fundamental to consumer rights that brands fully, accurately, and consistently report on their impacts. Consumers have a right to know a right to know how brands impact on the issues they care about most. Transparency promotes accountability and is crucial in shaping regulations and keeping brands to their promises.

The rating system distinguishes between small and large brands based on annual turnover. Larger brands have greater influence over their supply chain impacts and are expected to publish more detailed information on policies and targets.

## The rating process

The Good On You rating system assesses how well the brand performs on each issue in our methodology ([see pages 5-14](#)) using one or more of the data sources below, including certification schemes, multi-stakeholder initiatives, independent public data sources and relevant, specific information published by brands and their parent companies. For example, we identify whether or not a brand has set an approved Science Based Target, discloses suppliers, pays a living wage to workers and if so which types of workers and what percentage, and so on across up to 1,000 data points used in the methodology.

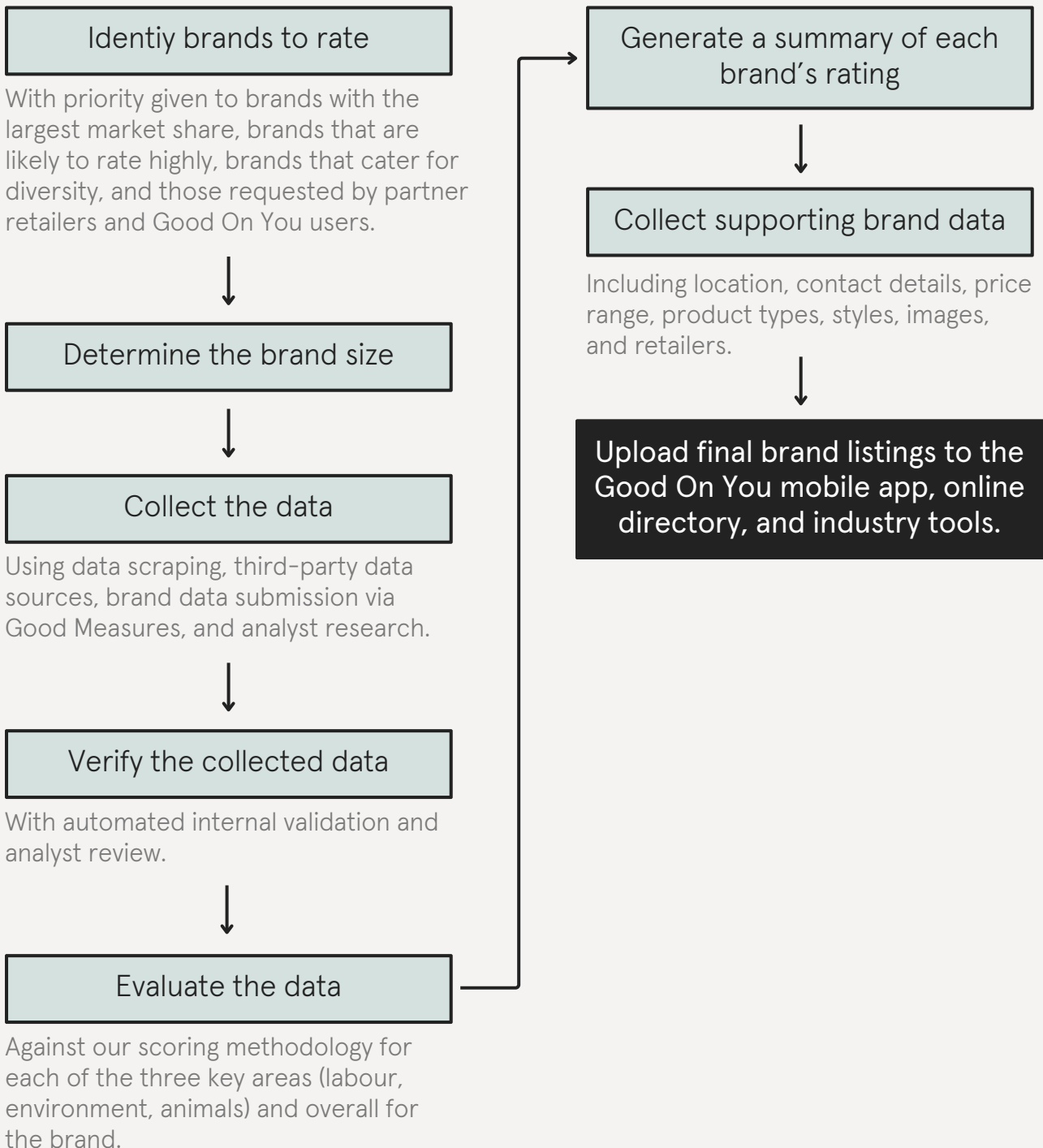
In all cases, each data point must be supported by robust evidence in the public domain. Where data is based on a public statement by the brand, then that statement must be specific and precise (ie provide information about the practice in detail) and material (ie relevant to the sustainability practice under consideration). Statements that are vague or not relevant to a fashion brand's impact on people, the planet, and animals are ignored. Statements of intention about future action are only relevant to the small number of issues that relate to setting targets.



## Rating review

Ratings are reviewed regularly—annually for large brands and every 18 months for smaller brands. In addition, more frequent reviews are initiated when there is a significant change in a brand’s public disclosure or significant public or stakeholder concern about changes in the brand’s practices.

### Specific steps in the Good On You rating system:



## The rating labels

Brands receive an overall score, which is based on an average of their score in the key areas—people, the planet, and animals—weighted equally.



### Great

These brands demonstrate leadership in all three areas. They are typically very transparent and have both strong policies and strong assurance (for example, from relevant certifications or standards systems) to address the most significant issues across their supply chain.



### Good

These brands adopt policies and practices to manage multiple issues across their supply chain and often demonstrate leadership in one or more areas.



### It's a Start

These brands are transparent about their policies and practices to manage some issues and are making good progress on one or more of them.



### Not Good Enough

These brands disclose some information in one or more areas and consider some issues but do not yet sufficiently address the impacts across their supply chain.



### We Avoid

These brands disclose little to no relevant or concrete information about their sustainability practices. In some cases, the brand may make ambiguous claims that are unlikely to have any positive real-world impact.

Our methodology also distinguishes between large and small brands based on annual turnover or parent companies using the definition set out by the European Commission. We proportionately apply more demanding standards to large brands as they inherently have greater impacts and influence. Smaller brands cannot receive a “We Avoid” rating.



# Data sources

## Brand and parent company reporting

The rating system takes into account information from a brand's and its parent company's publications, including websites, annual reporting, and sustainability reporting. The rating system only considers information that is specific, precise, and relevant. That's important as it ensures Good On You's ratings aren't influenced by common types of greenwashing, which are typically ambiguous, vague, inaccurate, or immaterial.

A key reason Good On You insists on only considering public information is that this provides opportunities for stakeholders, regulators, and whistleblowers to call out inaccurate statements. If a brand approaches us with information that's not publicly available, we encourage them to publish that information, and we'll only take account of it once it's publically available.

## Third party reports and indices

The rating system takes into account credible independent rankings of brands where they map to a significant subset of the issues we consider, including the Fashion Transparency Index and the CDP Climate Change and Water Security questionnaires.

From time to time we become aware of significant issues that may impact a brand's rating. Examples include investigations by credible civil society organisations such as the International Labour Rights Forum, the Clean Clothes Campaign, Greenpeace, and the Australian Strategic Policy Institute. In these cases, we will initiate a review of the brand's rating. In most cases, reviews are completed within two months.

## Certifications and standards systems

There are a large number of certifications, accreditations, voluntary standards, and model codes of conduct ("standards systems") that seek to address all or some of the issues relevant to the clothing, footwear, and accessory industries.



Each standards system works in a different way. Some apply to products, some to factories or other facilities, and some are designed to be adopted by a brand and applied to all or part of their supply chain. Assurance of compliance varies between standards systems, with different requirements for transparency, auditing, or other assurance methods.

Good On You has reviewed each of the standards systems to identify their scope and assurance methodology in order to assess how to score a brand that is certified by, or complies with a standards system.

We reference the following certifications, accreditations, standards, initiatives and guidelines when rating brands:

- 1% for the Planet
- Action on Living Wages (ACT)
- Asia Floor Wage Alliance
- Be Slavery Free initiative
- Better Cotton Initiative
- Bluesign System
- BSR's HERproject™
- Business for Social Responsibility (BSR)
- Business Social Compliance Initiative (BSCI)
- Carbon Trust Standard
- CITES listed species
- Centre for Circular Design
- Certified Cotton made in Africa
- Child Labour Free
- Clean Clothes Campaign
- Common Objective
- Cradle to Cradle
- CEO Water Mandate
- Ethical Clothing Australia (ECA)
- Ethical Trading Initiative (ETI)
- EU Ecolabel
- European Clothing Action Plan
- Fair Labor Association (FLA)



- Fair Trade USA
- Fairtrade International – Hired Labour
- Fairtrade International – Small Producers Organizations
- Fairtrade Textile Standard
- Fashion for Good
- Fashion Pact
- FSC certified packaging
- Fur Free Retailer
- Global Fashion Agenda Commitment
- Global Living Wage coalition
- Global Recycle Standard
- Global Reporting Initiative (GRI) Guidelines
- Global Social Compliance Program (GSCP)
- GOTS
- IUCN Red List of Threatened Species
- International Accord for Health and Safety in the Textile and Garment Industry
- International Labour Organization (ILO)
- Leather Working Group
- Leather Working Group Animal Welfare Group
- Made in Green by OEKO-TEX® certified
- Microfibre Consortium
- Ocean Clean Wash
- Online Apparel Register (OAR)
- Outdoor Industry Association’s Microfiber Taskforce
- PETA
- Partnership for Sustainable Textiles (PST)
- RWS International Working Group
- REACH Restricted Substances List (RSL)
- Responsible Jewellery Council (RJC)
- Sedex Members Ethical Trade Audit – SMETA Best Practice Guidance
- Social Accountability International – SA8000
- STeP by OEKO-TEX® certified
- Sustainable Apparel Coalition (SAC)
- Textile Exchange Member





- Textile Exchange Responsible Leather Round Table
- Textiles 2030
- Transparency Pledge and/or Open Data Standard for Apparel
- Turkman Cotton Pledge
- UN Fashion Industry Charter on Climate Action
- WBCSD Global Water Tool
- WFTO Guarantee System
- Worn Again
- World Fair Trade Organisation (WFTO)
- Worldwide Responsible Accredited Production - WRAP
- WRI Aqueduct
- WWF Water Risk Filter
- ZDHC Manufacturing Restricted Substances List (MRSL)



# Development and evaluation

The Good On You rating system has been developed in consultation with industry, civil society, and academic experts.

## Methodology updates

The methodology was last updated in early 2022.

Over the last few years, sustainability issues in fashion have received increasing attention from consumers and key industry stakeholders. In response, the number of fashion brands disclosing information about their sustainable and ethical initiatives has increased. However, the quality and extent of brand disclosure and their performance on key issues remain highly variable.

The Good On You Ratings methodology does not seek to reinvent the wheel or create new sustainability expectations of brands. Our role is to aggregate the various sustainability initiatives, evaluate them for their levels of impact in consultation with industry experts, and consolidate them. As sustainability is a rapidly-developing area, it is critical that the methodology be reviewed regularly to ensure that best industry practices are maintained whilst staying ahead on new and emerging sustainability issues. Areas of sustainability that have recently been added to the methodology include microfibres, biodiversity, COVID -19 responses, Xinjiang cotton, and diversity and inclusion. We now proportionately apply more demanding standards to large brands as they inherently have greater impacts and influence, so that Good On You ratings continue to provide consumers with access to the most relevant information on brand sustainability performance.

Our head of ratings is responsible for the ongoing review and improvement of our brand rating methodology, including proactive stakeholder engagement. If you have any feedback, or are interested in joining our methodology review committee, please contact us at [info@goodonyou.eco](mailto:info@goodonyou.eco).

