

A Concise Breakdown of Boohoo's 2021 Sustainability Report

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Notice for the assessor from The University of the West of England:

The following information is a digitalised version of handwritten notes made to help Luke Gennard understand Boohoo's 2021 sustainability report. They are being used as a reference-point for the Sustainable Organisation: Vision into Practice essay, however the intended use is not for it to be assessed on the quality of its writing. It is for reference use only.

Key:

Points Not Related to Ecological Modernisation

Points Considered Greenwash

Boohoo Sustainability Report Overview

Section #1) 2020 Recap

1. Launched sustainability plan "Up.Front" (2020-2030)
2. Calculated Material consumption (per material type used)
3. Conducted charitable donations
4. Started sourcing used garments
5. Carbon footprint calculated and improvement targets set
6. Published list of all manufacturers
7. "Covid-Safe" investments made
8. Founded the "Responsible Sourcing and Procurement Operations" team

Section #2) How Was UP.FRONT Made?

1. Areas needing improvement were calculated
2. Boohoo acquired qualitative consumer input
3. Boohoo acquired external stakeholder input
4. Timebound goals were set
5. The framework was released to the public to communicate priorities

Section #3) UP.FRONT Part 1 – Clothes Made Smarter (CMS)

Future Goals Defined by The Company In CMS:

1. All materials used to be "more sustainable" by 2030
2. All polyester and cotton used will be either recycled or sustainable by 2025
3. All: leather, wool, feather and down will be sourced through best practice by 2025
4. 50% of all man-made cellulosic to be more sustainably sourced by 2025

Recently Achieved Feats by The Company in CMS in 2021 (By the Time Of Report Publication):

1. Calculated material mix and usage
2. Launched ranges produced using recycled polyester and cotton
3. Appointed a sustainable design director
4. Joined the Sustainable Textiles Network “Textiles 2030”
5. Additional sustainability training for “key colleagues”
6. Reduced number of samples produced and has started recycling them
7. Empowering clothing returns to be managed more sustainably
8. An app has been produced promoting clothing maintenance and proper disposal practices
9. Sourced partially recycled dispatch bags
10. Sourced partially recycled clear garment bags/polybags
11. Labels made from recycled materials
12. A growing packaging team hiring experts on sustainable packaging

Aspirations To Achieve By 2022 in CMS:

1. Launch “ready for the future” clothing lines
2. The annual guideline will review the 2025 to 2030 goals
3. Large scale practice overhaul regarding cotton use through farmer training and supply chain transparency
4. Waste management audits undertaken
5. Offcut waste to be repurposed
6. Preliminary investigations undertaken into product end-of-life service
7. Formation of internal supply chain standards

Section #4) UP.FRONT Part 2 – Suppliers On Better Terms (SBT)

Future Goals Defined by The Company In SBT:

1. Publish key raw material supply chain info by 2025
2. Improve purchasing practices and map raw material supply chain for key fibres by 2023
3. Establish the Garment Workers Trust as an industry leader by 2025
4. Showcase ethical, legal and safety excellence in manufacturing by 2025
5. Demonstrating the impact of improved supplier management over 5 years
6. Demonstrating the impact of improved supplier management over 3 years

Recently Achieved Feats by The Company in SBT in 2021 (By The Time Of Report Publication):

1. Slavery has been acknowledged within the report
2. Work with the Slave Free Alliance and 3rd party supply base mapper has been bolstered in response to the slavery scandal
3. Full supply chain management review has been published (3rd party)
4. Published improved ethical guidelines called “The Agenda To Change”
5. Agenda for change has been overseen by 2 independent parties
6. The supply chain has had ethics specialists implemented in “key sourcing hubs” for internal use
7. An open dialogue with the government, various community groups and enforcement has been published

8. A UK manufacturing supplier list has been published and an open conference was held with the suppliers
9. A supply chain compliance committee and group risk committee was established
10. A modern slavery statement was published

Aspirations To Achieve By 2022 in SBT:

1. Move the “Agenda for Change” forward
2. Responsible purchasing practices put into development
3. Extend the UK supply chain map to a global scale
4. The garment and textile trust to donate one million pounds independently to the Boohoo group
5. The manufacturing centre of excellence to be launched
6. The Sustainable Apparel Coalition’s “Facilities Environment” module is to be enforced upon supply chain stakeholders

Section #5) UP.FRONT Part 3 – Our Business. Taking Action. (OBTA)

Future Goals Defined by The Company In OBTA:

1. Embed sustainability risks and opportunities into business decisions
2. 4.2% operational emission reduction per year with a 7% value chain emission reduction by 2025
3. 52% overall emission reduction (accumulative) by 2030
4. Publish marketing principals by the end of the year
5. Report on how they have made consumers have easier access to sustainable choices by 2025

Recently Achieved Feats by The Company in OBTA in 2021 (By The Time Of Report Publication):

1. Strengthened group sourcing/product operations with individuals to take ownership of development and monitoring the sustainability plans
2. The supply chain compliance committee to hold fortnightly meetings
3. The supply chain committee to report to the risk committee to put in place progress reports and record actions
4. Supply chain compliance is added to every meeting agenda
5. A sustainability leadership group is formed to meet often and cross departmentally
6. The carbon footprint has been mapped with a 3rd party audit
7. Measurable carbon emission reduction targets have been set in accordance with the SBTi
8. Signed up for WRAPs and the British Retail Consortium’s climate action road map collectively
9. Office and distribution centre 100% renewable energy
10. Solar panels installed in all premises
11. Rolling out energy efficient operations (e.g., efficient bulbs)
12. Launched an investigative Sustainable Apparel Coalition’s Facilities Environmental Module to educate the public on climate impacts
13. Electric vehicle fleet rolled out
14. Empowering suppliers to use the Higg FEM environmental management tool

15. Published a marketing principles guideline
16. “Ready For the Future” guidelines enforced on the marketing team
17. Fundraising opportunities enabled and presented to staff
18. Raising awareness for events using Boohoo’s brand reach (e.g., Manchester pride)
19. Ad-hoc donations to relevant causes (e.g., Australian wildfires)

Aspirations To Achieve By 2022 in OBTA:

1. Embed sustainability targets into all teams
2. Map sustainability risks factored into risk assessments
3. Updates passed onto sustainability leaders with progress quarterly
4. Creating an emissions roadmap to achieve carbon targets
5. Embed climate change into decision making
6. Improvements made to the methodology they gather climate change data
7. Build on the third-party collaborations to reduce all footprints
8. Track the use of the “Ready for the Future” strapline
9. Launch a social impact strategy

Carbon Data and An Update on Commitments

Future Goals Defined by The Company (Carbon & Commitments):

1. Formulate roadmaps for each area of the business to tackle emissions

Recently Achieved Feats by The Company in Carbon & Commitments in 2021 (By The Time Of Report Publication):

1. Calculated 2020 and 2021 scope 1, 2 and 3 carbon emissions

Aspirations To Achieve By 2022 in OBTA:

2. Educate teams on their carbon impact
3. Improve various data collection methodologies
4. Begin signing up to join the SBTi

Note: Full “Goals Achieved” breakdown and “SDG Alignment” available in the report