



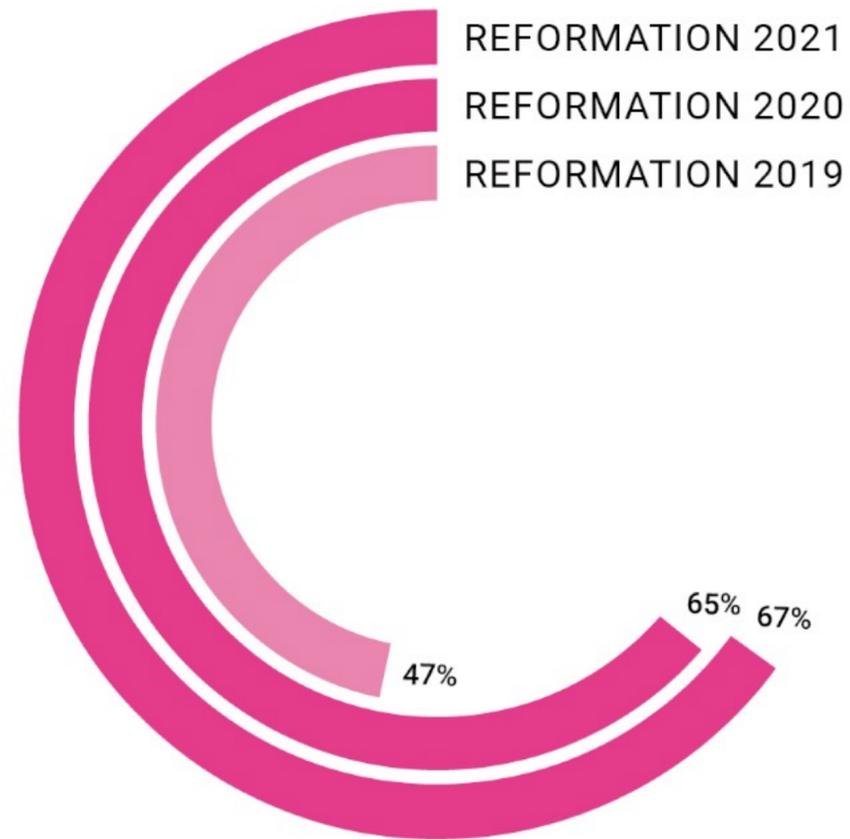
ECO-AGE

Reformation

2021 Report Summary

JANUARY 2022

Overall Score



AVERAGE OVERALL SCORE 2021 (%): 67 Leadership

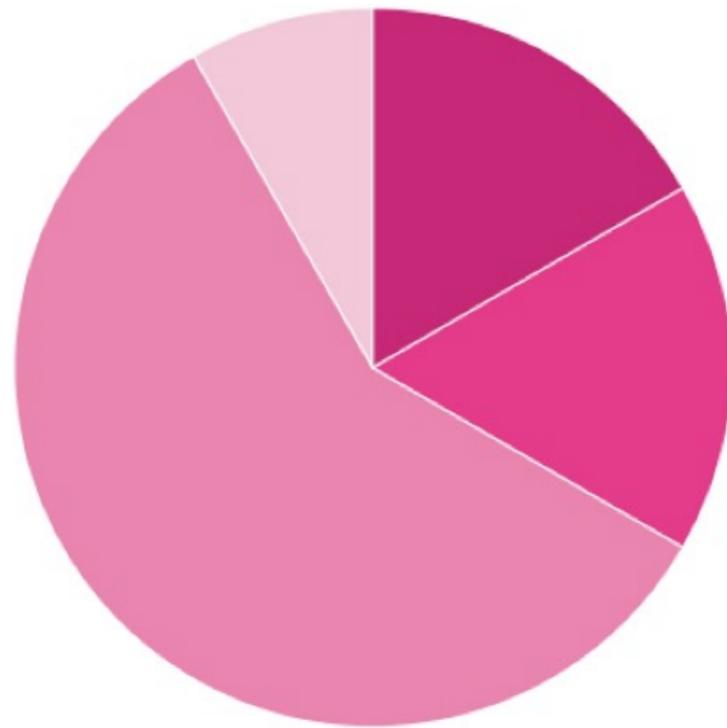
Average overall score 2020 (%): 65 Leadership

Average overall score 2019 (%): 47 Best Practice

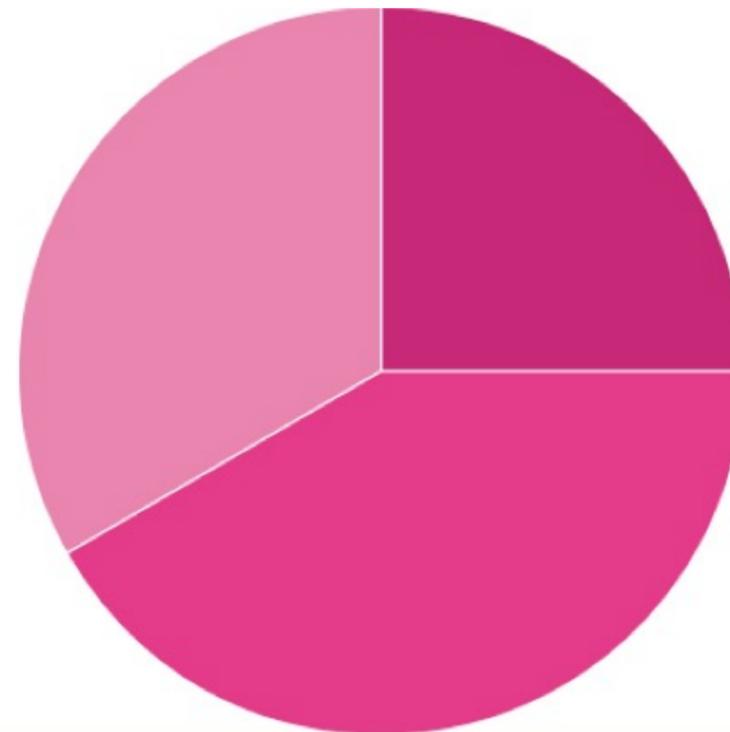
Reformation's average overall score (weighted) for 2021 was 67%, compared to 65% in 2020 and 47% in 2019. This is an increase of 2%, compared to last year's increase of 17%. Reformation's total weighted score retained its *Leadership* rating, despite being assessed against the most stringent benchmark to date and the addition of five new topics.

Overall Ratings

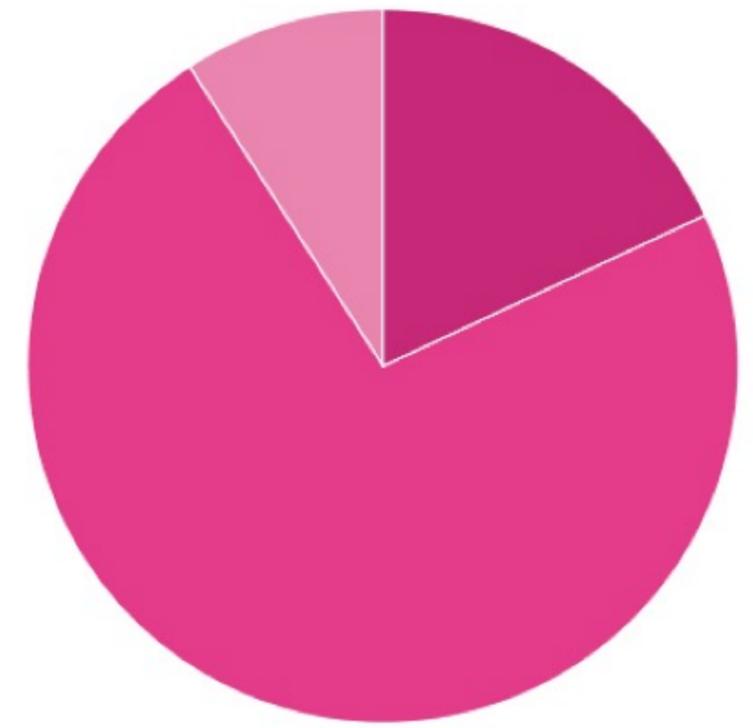
OVERVIEW OF
REFORMATION'S 2019
RATINGS PER TOPIC



OVERVIEW OF
REFORMATION'S 2020
RATINGS PER TOPIC



OVERVIEW OF
REFORMATION'S 2021
RATINGS PER TOPIC



■ SETTING NEW STANDARDS ■ LEADERSHIP ■ BEST PRACTICE ■ BASICS IN PLACE

Topics Ranking

2021 RANK	TOPIC	PERCENTAGE SCORE 2021	2020 RANK
1/16	SUSTAINABILITY REPORTING & TRANSPARENCY	79%	6/12
2/16	CLIMATE ACTION	75%	3/12
3/16	LOW IMPACT GARMENT CARE (2021)	73%	New Topic
4/16	BETTER MATERIALS (2021)	67%	New Topic
5/16	CLEAN CHEMISTRY	66%	2/12
6/16	PACKAGING INNOVATION	65%	1/12
7/16	ANIMAL WELFARE (2021)	61%	New Topic
8/16	CORPORATE GOVERNANCE	60%	7/12
9/16	TRACEABILITY	56%	9/12
10/16	SOCIAL RESPONSIBILITY	54%	8/12
11/16	COMMUNITY ENGAGEMENT & IMPACT	54%	12/12
12/16	CIRCULARITY (2021)	49%	New Topic
13/16	TRAINING & EDUCATION	49%	11/12
14/16	DIVERSITY, EQUITY, INCLUSION	49%	4/12
15/16	BIODIVERSITY (2021)	48%	New Topic
16/16	RESOURCE EFFICIENCY	46%	10/12

- Across the 11 topics that were the same in 2020 and 2021, Reformation’s percentage decreased across 8 of them, which is reflective of the additional criteria across all topics, and the resulting stricter benchmark.
- The most significant percentage score decrease was across **Clean Chemistry** (-14%), **Packaging Innovation** (-18%), and **DE&I** (-17%).
- However, Reformation has demonstrated progress in these areas since last year, with the actual number of criteria achieved across these areas having gone up.
- For example, **DE&I** went up by 1.25 points, but the percentage score went down, due to the further 15-point increase in benchmark criteria. This reflects the opportunity for global increased engagement in this area, as well as how quickly the definition of best practice is changing year-on-year.



Highest Ranking Topics

2021 RANK	TOPIC	PERCENTAGE SCORE 2021	2020 RANK
1/16	SUSTAINABILITY REPORTING & TRANSPARENCY	79%	6/12
2/16	CLIMATE ACTION	75%	3/12
3/16	LOW IMPACT GARMENT CARE (2021)	73%	New Topic
4/16	BETTER MATERIALS (2021)	67%	New Topic
5/16	CLEAN CHEMISTRY	66%	2/12
6/16	PACKAGING INNOVATION	65%	1/12
7/16	ANIMAL WELFARE (2021)	61%	New Topic
8/16	CORPORATE GOVERNANCE	60%	7/12
9/16	TRACEABILITY	56%	9/12
10/16	SOCIAL RESPONSIBILITY	54%	8/12
11/16	COMMUNITY ENGAGEMENT & IMPACT	54%	12/12
12/16	CIRCULARITY (2021)	49%	New Topic
13/16	TRAINING & EDUCATION	49%	11/12
14/16	DIVERSITY, EQUITY, INCLUSION	49%	4/12
15/16	BIODIVERSITY (2021)	48%	New Topic
16/16	RESOURCE EFFICIENCY	46%	10/12

SUSTAINABILITY REPORTING & TRANSPARENCY

This year, Reformation achieved the *Setting New Standards* rating, moving up one position from Leadership. The score went up 19%, from 60% in 2020 to 79%, signaling the importance of this topic in the wider Reformation’s sustainability strategy and its strong commitment to transparency.

CLIMATE ACTION

Reformation achieved the *Setting New Standards* rating both in 2020 and 2021, despite the benchmark becoming even more stringent and additional criteria being integrated in this section. Reformation scored 75% in 2021 and proved to be a leader when it comes to environmental sustainability, an area where it has excelled for years now.

LOW IMPACT GARMENT CARE

This topic was introduced in 2021 and despite its novelty, Reformation achieved the highest rating – *Setting New Standards* – with an overall score of 73%. The result proves that Reformation approaches sustainability holistically and takes all phases within its products’ lifecycle into account.

Lowest Ranking Topics

2021 RANK	TOPIC	PERCENTAGE SCORE 2021	2020 RANK
1/16	SUSTAINABILITY REPORTING & TRANSPARENCY	79%	6/12
2/16	CLIMATE ACTION	75%	3/12
3/16	LOW IMPACT GARMENT CARE (2021)	73%	New Topic
4/16	BETTER MATERIALS (2021)	67%	New Topic
5/16	CLEAN CHEMISTRY	66%	2/12
6/16	PACKAGING INNOVATION	65%	1/12
7/16	ANIMAL WELFARE (2021)	61%	New Topic
8/16	CORPORATE GOVERNANCE	60%	7/12
9/16	TRACEABILITY	56%	9/12
10/16	SOCIAL RESPONSIBILITY	54%	8/12
11/16	COMMUNITY ENGAGEMENT & IMPACT	54%	12/12
12/16	CIRCULARITY (2021)	49%	New Topic
13/16	TRAINING & EDUCATION	49%	11/12
14/16	DIVERSITY, EQUITY, INCLUSION	49%	4/12
15/16	BIODIVERSITY (2021)	48%	New Topic
16/16	RESOURCE EFFICIENCY	46%	10/12

RESOURCE EFFICIENCY

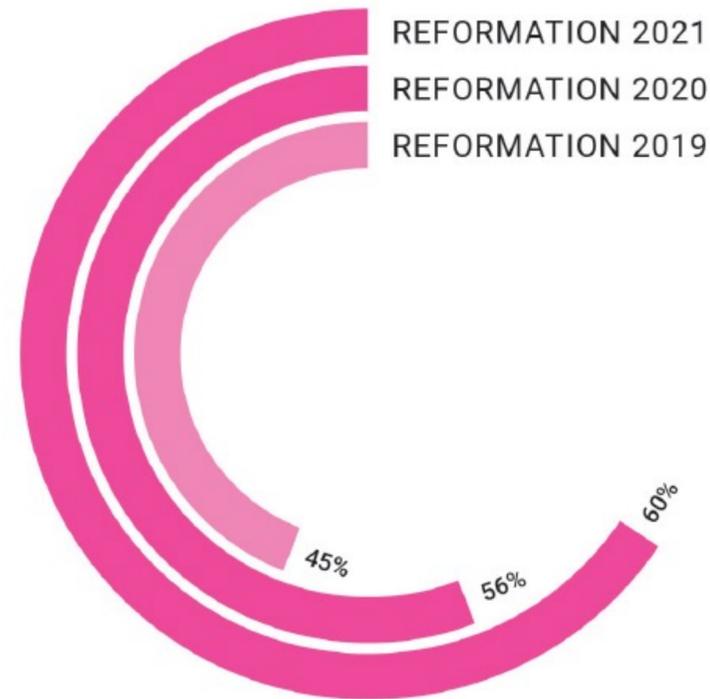
In 2021, this topic underwent the most significant changes within the benchmark due to the increasing importance of limited resources management and efficient business practices. Reformation achieved an overall score of 46% and rated *Best Practice*.

BIODIVERSITY

Biodiversity was a newly added topic for 2021 after being identified as a key focus area during this year's benchmarking research. Biodiversity-related questions were lifted from past years' Product Environmental Footprint topic and integrated with new questions developed in light of this year's research. Reformation achieved an overall score of 48%, resulting in a *Best Practice* rating against the brand's first Biodiversity-specific benchmark analysis.

Analysis – Breakdown of Performance per Topic

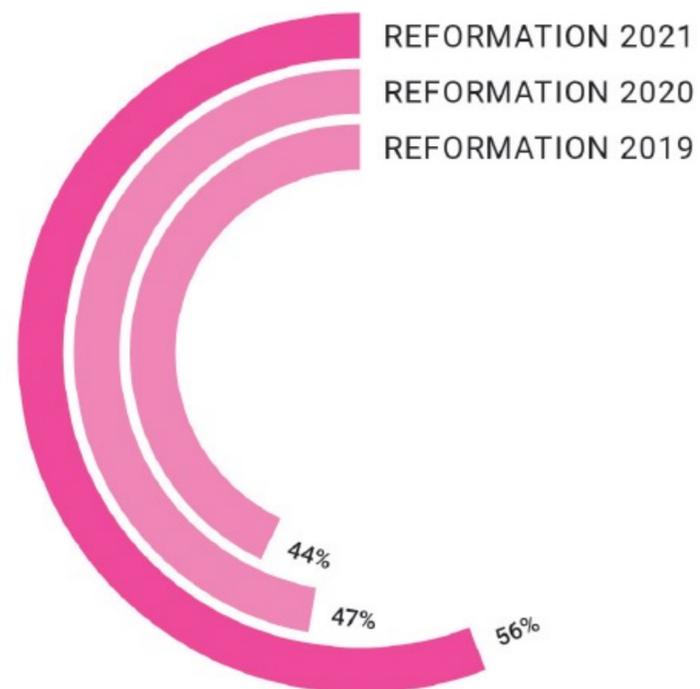
Corporate Governance



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	45%	56%	60%	4%
TOPIC RATING	BEST PRACTICE	LEADERSHIP	LEADERSHIP	No change
RANK AGAINST OTHER TOPICS	6/12	7/12	5/16	Up 2 places
SCORE ACHIEVED	14	19	26	7 point increase
TOTAL POINTS AVAILABLE	31	34	43.5	9.5 point increase

- Reformation showed a strong performance due to the Sustainable Partners Guidebook, the inclusion –beginning from 2021- of sustainability goals in all employees' annual reviews, the participation in the FLA/AAFA Commitment to Responsible Recruitment and in the Call to Action to End Forced Labor in the Uyghur Region, and the performance of a materiality assessment.
- Areas of improvement:** develop and publish a formal corporate governance policy, expand training options, enlarge the sustainability committee to include cross-departmental representation, and set ad hoc and time-bound corporate governance targets.

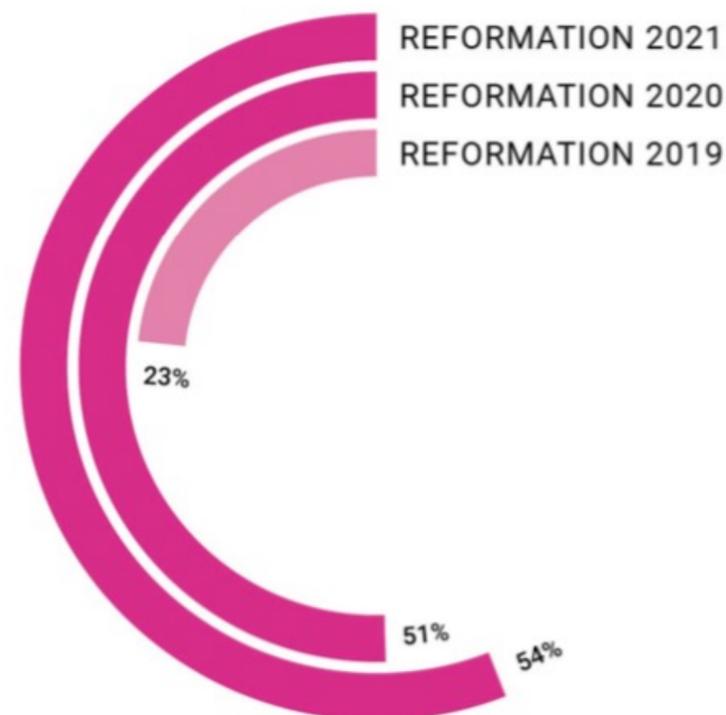
Traceability



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	44%	47%	56%	+9%
TOPIC RATING	BEST PRACTICE	BEST PRACTICE	LEADERSHIP	Up 1 rating
RANK AGAINST OTHER TOPICS	7/12	9/12	9/16	No change
SCORE ACHIEVED	16.75	20.25	27	7.25 point increase
TOTAL POINTS AVAILABLE	38	43	48.5	5.5 point increase

- Reformation showed a strong performance due to its efforts of supply chain mapping, the launch of two capsule collections powered by blockchain technology and the existence of an articulated rating system to support suppliers and foster continuous improvement, which was an additional criterion to the 2021 benchmark.
- Areas of improvement:** expand the use of blockchain solutions, disclose full list of suppliers traced up to date and increase visibility of Tier 4 suppliers.

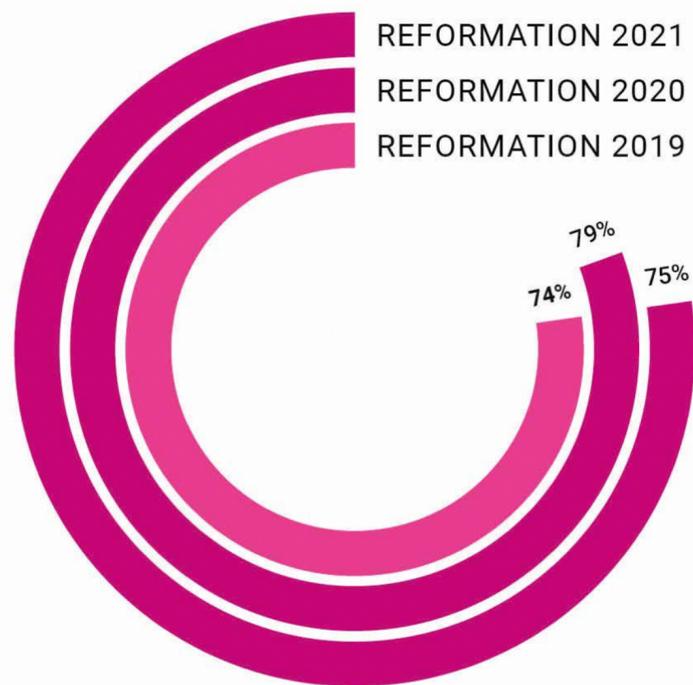
Social Responsibility



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	23%	51%	54%	3%
TOPIC RATING	BEST PRACTICE	LEADERSHIP	LEADERSHIP	No change in rating
RANK AGAINST OTHER TOPICS	11/12	8/12	10/16	Down 2 places
SCORE ACHIEVED	10.5	24.75	29.5	Increase of 3.75 points achieved across new and additional criteria
TOTAL POINTS AVAILABLE	45	55	54.5	0.5 point decrease

- Reformation retained its *Leadership* position, and its score went up 3% despite a significant decrease in the percentage of direct and indirect workforce paid a living wage. The % of direct workforce paid a living wage went from 100% in 2020 to 56% in 2021. This was due to external shocks and Reformation has committed to fill the gap in the next few months, all factors considered in the scoring process by Eco-Age.
- Areas of improvement:** ensure most suppliers have human rights certifications such as SA8000 or adopt labor costing tools to better align Reformation's purchasing practices.

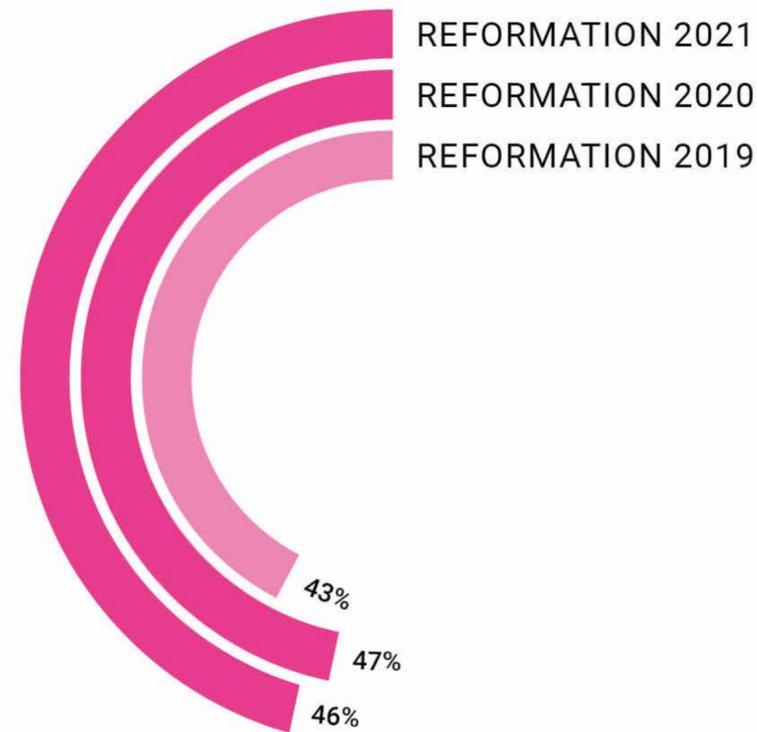
Climate Action



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	74%	79%	75%	- 4%
TOPIC RATING	LEADERSHIP	SETTING NEW STANDARDS	SETTING NEW STANDARDS	No change
RANK AGAINST OTHER TOPICS	2/12	3/12	2/16	Up 1 place
SCORE ACHIEVED	19	24.75	34	8.75 point increase
TOTAL POINTS AVAILABLE	25.5	31	45.5	14.5 point increase

- Reformation maintained its robust performance with regards to Climate Action and achieved the *Setting New Standards* rating for the second year in a row due to initiatives such as the RefScale tool. In addition, the brand was certified Carbon Neutral in 2021, achieving net-zero carbon emissions in its scope 1-3 activities.
- Areas of improvement:** take additional actions to support the transition to 100% renewable energy across its supply chain, set an internal price on carbon.

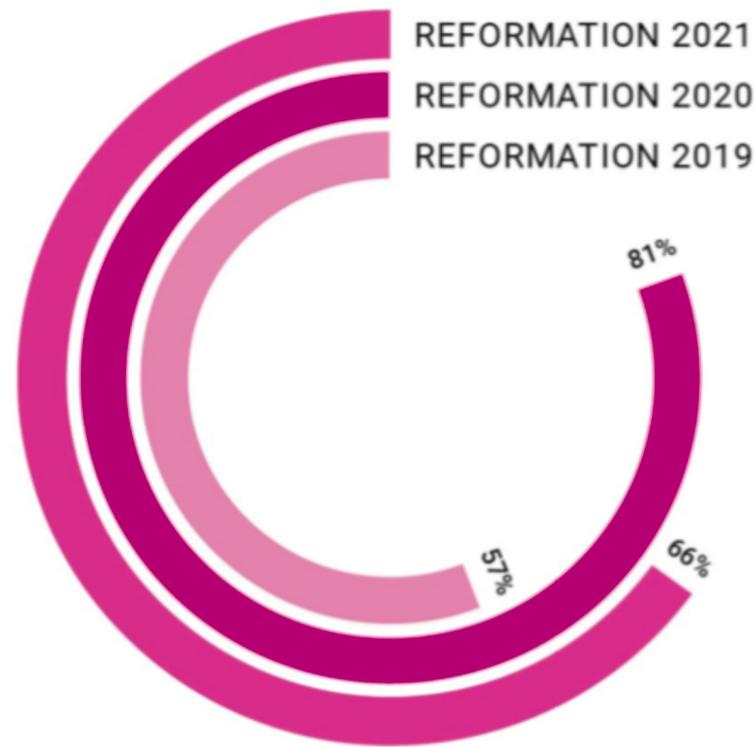
Resource Efficiency



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	43%	47%	46%	- 1%
TOPIC RATING	BEST PRACTICE	LEADERSHIP	LEADERSHIP	No change
RANK AGAINST OTHER TOPICS	8/12	10/12	16/16	Down 6 places
SCORE ACHIEVED	9.5	12.50	12.25	0.25 point decrease
TOTAL POINTS AVAILABLE	22	27	26.5	0.5 point decrease

- This topic –which was previously referred to as Operational Environmental Management– was subject to significant changes in 2021 and some of the issues addressed in the 2019 and 2020 assessment were redistributed to other sections in 2021: Climate Action, Biodiversity, Circularity, Better Materials, Low Impact Garment Care and Animal Welfare, all new topics this year. Despite these changes, Reformation retained its *Leadership* rating position with regards to Resource Efficiency.
- Areas of improvement:** set ad hoc and time-bound targets for water use and waste management, assess impact in highly stressed areas, participate in conservation projects and reduce dependency on finite resources.

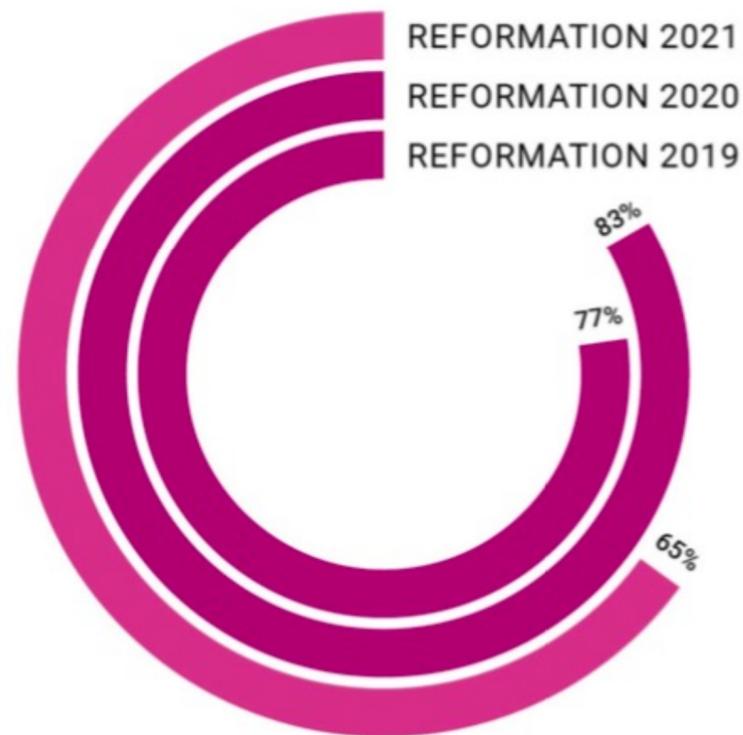
Clean Chemistry



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	57%	81%	66%	- 15%
TOPIC RATING	BEST PRACTICE	SETTING NEW STANDARDS	LEADERSHIP	Down 1 rating
RANK AGAINST OTHER TOPICS	3/12	2/12	5/16	Down 3 places
SCORE ACHIEVED	14	19.75	19.25	0.5 point decrease
TOTAL POINTS AVAILABLE	24.5	24.5	29	4.5 point increase

- Reformation retained its Leadership position despite a more stringent benchmark.
- **Areas of improvement:** investigate closed-loop chemical management beyond materials selection and expand this to all operations, share information to facilitate the adoption of best-practices industry-wide.

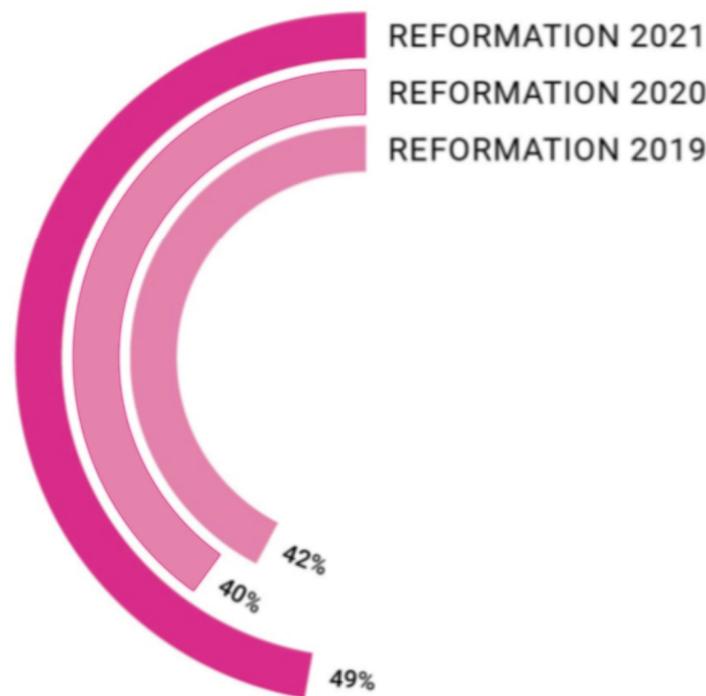
Packaging Innovation



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	77%	83%	65%	- 18%
TOPIC RATING	SETTING NEW STANDARDS	SETTING NEW STANDARDS	LEADERSHIP	Down 1 rating
RANK AGAINST OTHER TOPICS	1/12	1/12	6/16	Down 5 places
SCORE ACHIEVED	8.5	12.50	14	Increase of 1.5 points achieved across new and additional criteria
TOTAL POINTS AVAILABLE	11	15	21.5	6.5 point increase

- In 2021, the total score available for Packaging Innovation has significantly increased from 15 to 21.5. This is because additional criteria were included in the scoring, for example additional points for every action taken to eliminate single-use packaging and single-use plastic packaging in operations. This is an area that is getting increased scrutiny at both-industry and consumer level and is one of the key pillars of the 2019 Fashion Pact.
- **Areas of improvement:** conduct a third-party formal verified assessment of all supply chain packaging, expand certified packaging options in Reformation's portfolio.

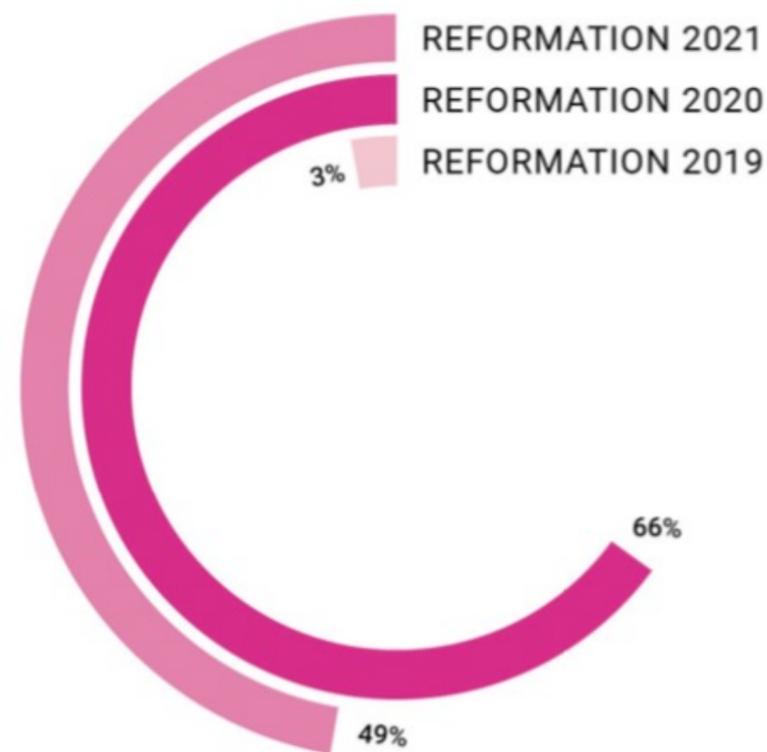
Training & Education



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	42%	40%	49%	+ 9%
TOPIC RATING	BEST PRACTICE	BEST PRACTICE	LEADERSHIP	Up 1 rating
RANK AGAINST OTHER TOPICS	9/12	12/12	13/16	Down 1 places
SCORE ACHIEVED	9	10	13.5	Increase of 3.5 points achieved across new and additional criteria
TOTAL POINTS AVAILABLE	21	25	27.5	2.5 point increase

- Reformation performance increased with regards to Training & Education and the brand achieved a *Leadership* position due to additional training options, most notably, the 4-week Sustainable Fashion 101 training program available to all employees.
- Areas of improvement:** make sustainability training mandatory rather than voluntary for all employees, develop and publish a formal policy on Training & Education, increase training options and develop ad hoc training for unrepresented and disadvantaged employees.

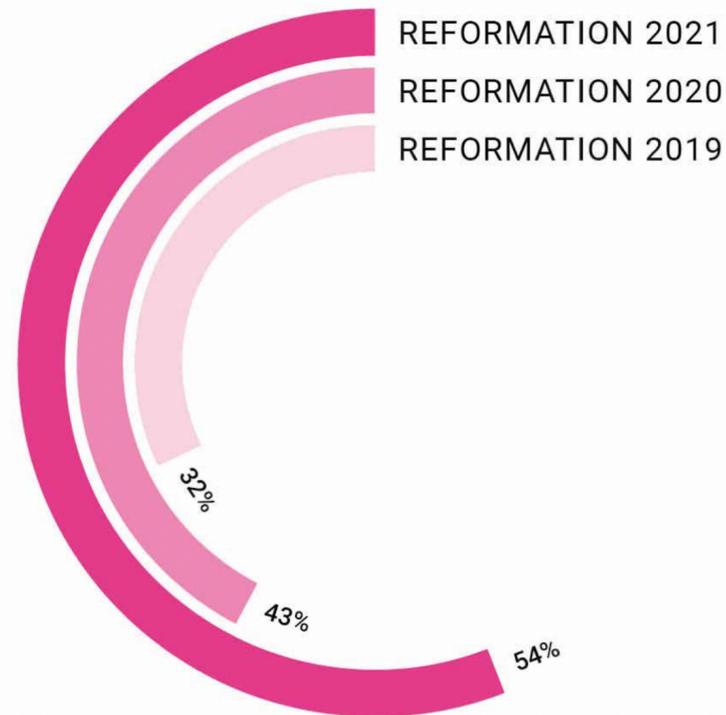
Diversity, Equity & Inclusion



	SCORE 2019 RATING	PERCENTAGE 2019	SCORE 2020 RATING	PERCENTAGE 2020
SCORE PERCENTAGE	3%	66%	49%	- 17%
TOPIC RATING	BASICS IN PLACE	LEADERSHIP	BEST PRACTICE	Down 1 rating
RANK AGAINST OTHER TOPICS	12/12	4/12	14/16	Down 9 places
SCORE ACHIEVED	0.5	21	22.25	Increase of 1.25 points achieved across new and additional criteria
TOTAL POINTS AVAILABLE	17	32	47	15 point increase

- In 2021, the total score available for Diversity, Equity & Inclusion increased significantly from 32 to 47 points. This is because additional criteria were included in the scoring to align it with industry frameworks and best practices (see [The 2021 State of Diversity, Equity & Inclusion in Fashion Report](#)).
- Areas of improvement:** develop and publish a formal policy on DE&I, increase training options on DE&I, develop and publish a transparent promotion criteria policy to avoid cultural biases, expand commitment on gender equality, pay equity, internships & mentorship programs specifically tailored to people from unrepresented and disadvantaged backgrounds.

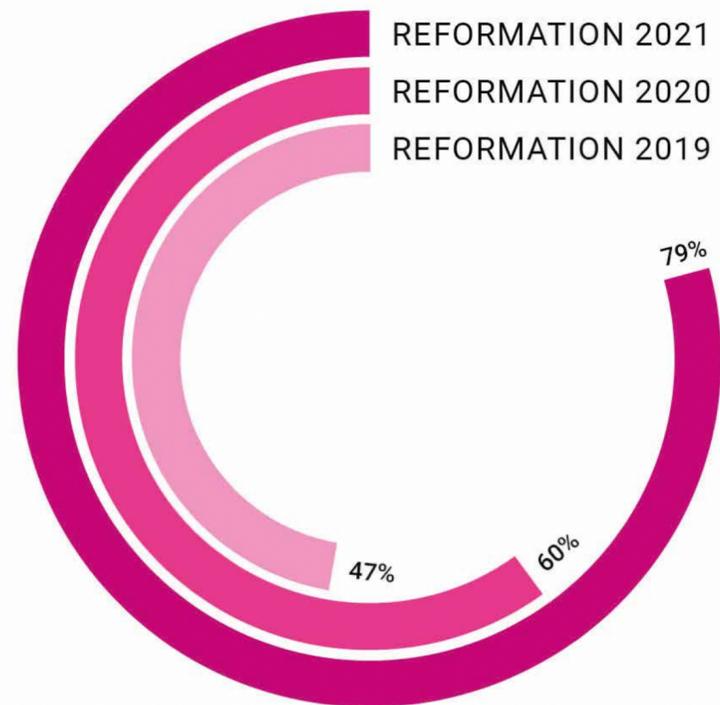
Community Impact & Engagement



	2019	2020	2021	CHANGE
SCORE PERCENTAGE	32%	43%	54%	+ 11%
TOPIC RATING	BASICS IN PLACE	BEST PRACTICE	LEADERSHIP	Up 1 rating
RANK AGAINST OTHER TOPICS	10/12	11/12	11/16	Up 1 ranking
SCORE ACHIEVED	4.5	6.5	11	4.5 point increase
TOTAL POINTS AVAILABLE	14	15	20.5	5.5 point increase

- For this topic, the 2021 benchmark was updated by 5.5 points, illustrating increased engagement in this area, resulting in a more stringent definition of best practice. Despite the increase in points, Reformation rating improved from Best Practice to *Leadership* due to key initiatives such as voluntary leave days for all employees.
- Areas of improvement:** crystalize community engagement into formal policy, develop long-term partnerships with NGOs that transcend ad hoc involvement and move towards systematic and continual engagement, employee match fundraising, participation in an industry-wide initiative such as 1% for the Planet or Pledge 1%.

Sustainability Reporting & Transparency

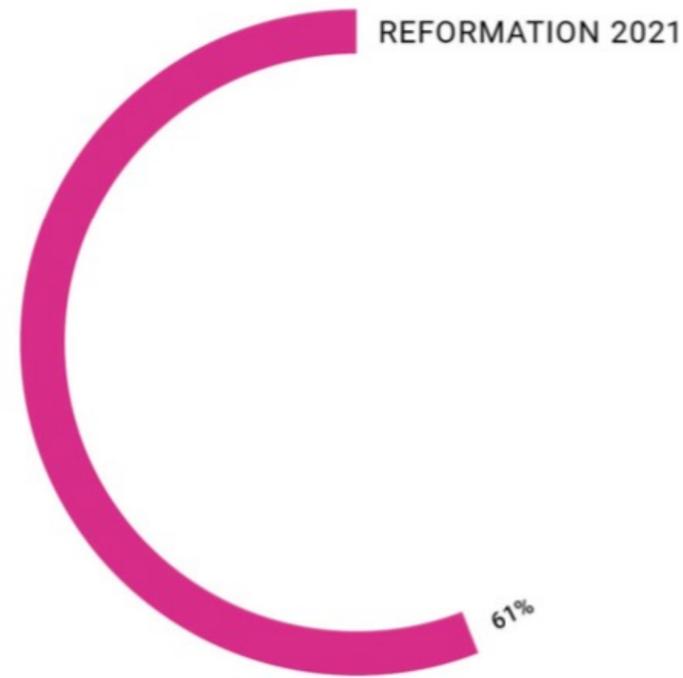


	2019	2020	2021	CHANGE
SCORE PERCENTAGE	47%	60%	79%	+ 19%
TOPIC RATING	BEST PRACTICE	LEADERSHIP	SETTING NEW STANDARDS	Up 1 rating
RANK AGAINST OTHER TOPICS	4/12	6/12	1/16	Up 5 places
SCORE ACHIEVED	8.5	12	17.75	5.75 point increase
TOTAL POINTS AVAILABLE	18	20	22.5	2.5 point increase

- This has proved a key development area for Reformation, and it speaks clearly of its commitment to transparency across all its communication touchpoints.
- **Areas of improvement:** align Reformation sustainability annual and quarterly reports to widely recognized sustainability standards such as the GRI and SDGs-specific targets, develop a system for getting in real time feedback from customers.

2021 New Topics

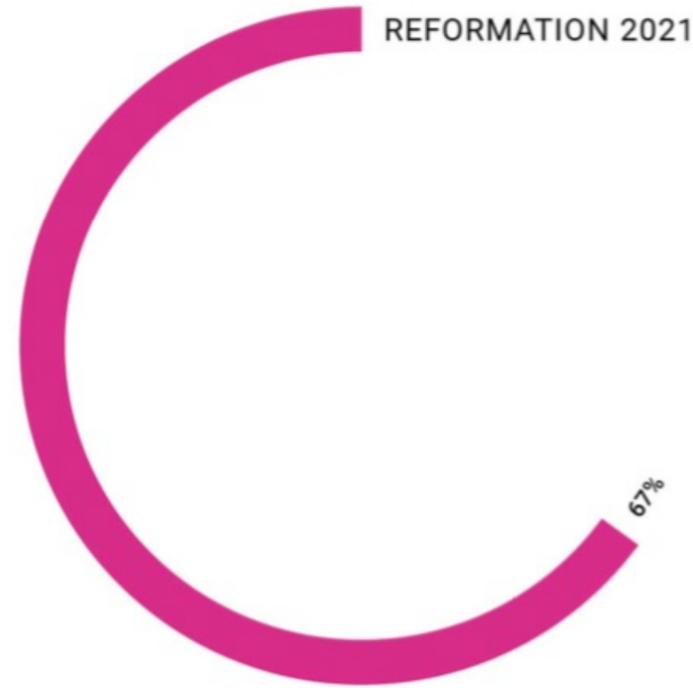
Animal Welfare



	2021
SCORE PERCENTAGE	61%
TOPIC RATING	LEADERSHIP
RANK AGAINST OTHER TOPICS	7/16
SCORE ACHIEVED	9.75
TOTAL POINTS AVAILABLE	16

- Reformation obtained a *Leadership* position with regards to Animal Welfare due to its animal welfare policy and targets, its list of banned materials and its use of certified animal-based materials only.
- **Areas of improvement:** set time-bound targets and differentiate between food industry by-products materials vs those raised specifically for materials sourcing.

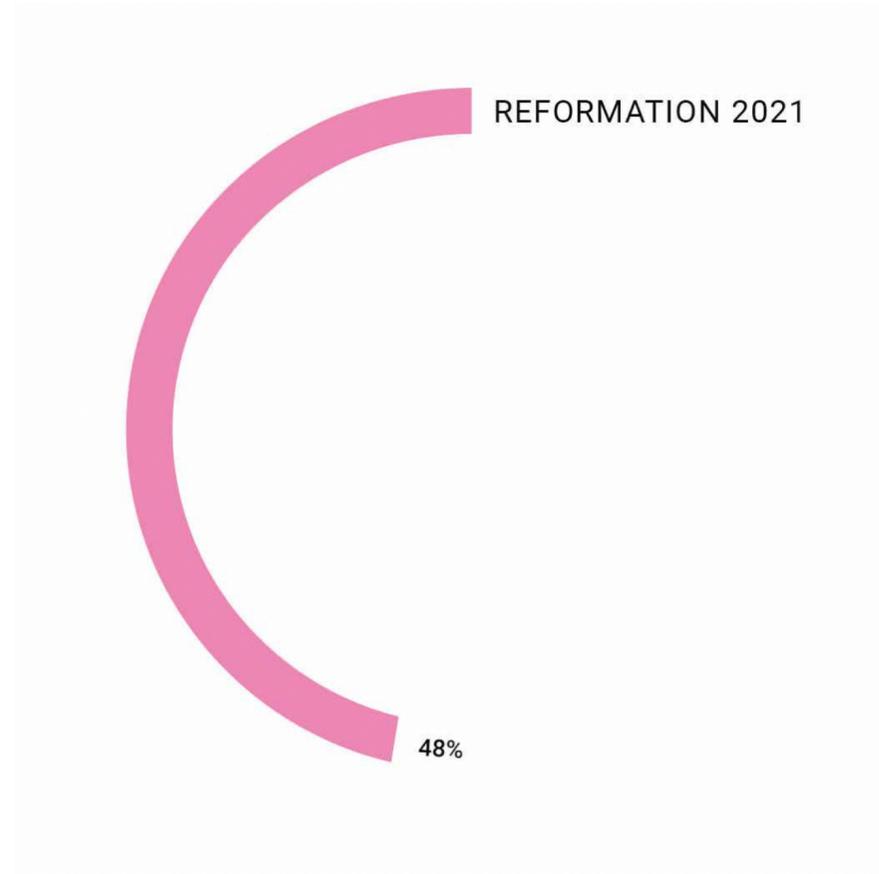
Better Materials



	2021
SCORE PERCENTAGE	67%
TOPIC RATING	LEADERSHIP
RANK AGAINST OTHER TOPICS	4/16
SCORE ACHIEVED	20.75
TOTAL POINTS AVAILABLE	31

- Reformation obtained a *Leadership* position with regards to Better Materials due to Ref Fibre Scale –the material sustainability matrix that informs Reformation's design choices- the use of 96% low impact materials graded either A or B according to the Ref Fibre Scale matrix and the participation in industry-wide initiatives such as the Canopy's Next Generation Viscose.
- Areas of improvement:** explore in-house R&D materials development, assess risks of sourcing from high-risk areas and take relevant action.

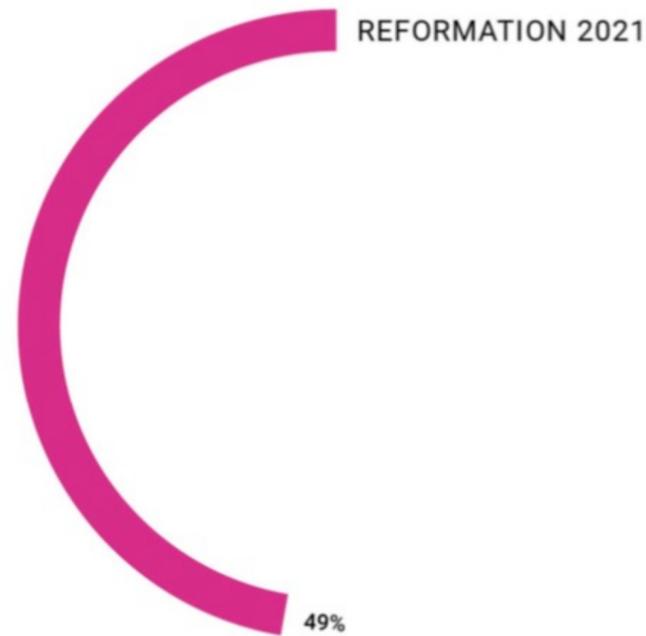
Biodiversity



	2021
SCORE PERCENTAGE	48%
TOPIC RATING	BEST PRACTICE
RANK AGAINST OTHER TOPICS	15/16
SCORE ACHIEVED	11.75
TOTAL POINTS AVAILABLE	24.5

- Reformation obtained a *Best Practice* position against the Biodiversity benchmark, due to its responsible viscose sourcing, its industry partnership with Canopy, and its commitment to sourcing 20% next generation viscose feedstock by 2022.
- Areas of improvement:** formulate and publish a biodiversity strategy aligned with a global industry standard such as the Fashion Pact or TNFD, develop a risk-identifying procedure to highlight operations and activities with a high impact on biodiversity, expand viscose-specific biodiversity and regeneration initiatives to all materials used across all collections, go beyond offsetting and support impactful charitable organizations around the world (see Appendix).

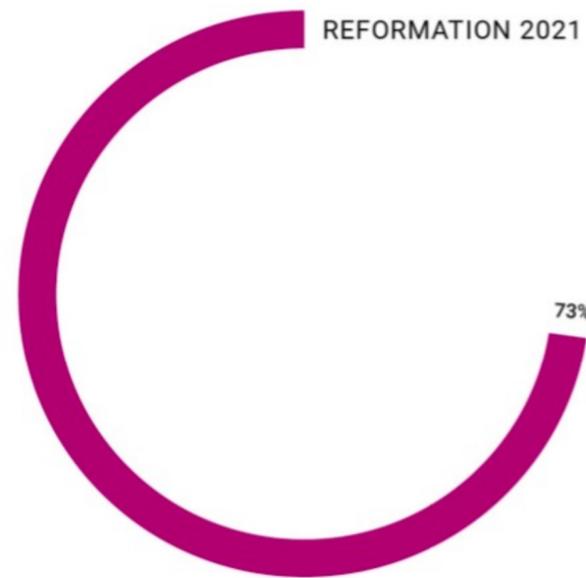
Circularity



	2021
SCORE PERCENTAGE	49%
TOPIC RATING	LEADERSHIP
RANK AGAINST OTHER TOPICS	12/16
SCORE ACHIEVED	15.5
TOTAL POINTS AVAILABLE	31.5

- Reformation obtained a *Leadership* position against the Circularity benchmark assessment due to initiatives including a takeback scheme with ThredUp to facilitate clothing donation and resale, participation in the Ellen MacArthur Foundation’s Make Fashion Circular Initiative, and its ongoing work to facilitate consumer engagement through public communications.
- Areas of improvement:** expand circular design principles to all products sold, systematically promote longevity through design and marketing, and – for operational circularity - Reformation could develop strategies to recover all by-product materials across the supply chain and formulate processes to ensure products can be repurposed.

Low Impact Garment Care



	2021
SCORE PERCENTAGE	73%
TOPIC RATING	SETTING NEW STANDARDS
RANK AGAINST OTHER TOPICS	3/16
SCORE ACHIEVED	12
TOTAL POINTS AVAILABLE	16.5

- Reformation obtained a *Setting New Standards* position with regards to Low Impact Garment Care due to the impact assessment for measuring the active use phase of its product, propagation of low impact garment care education in consumer facing communications, and a reported 60% of products that facilitate low impact garment care.
- Areas of improvement:** ensure low impact garment care is possible across all products across all collections, involvement in the development of an industry-wide initiative related to low impact garment care.

Appendix

Climate Action

INTERNAL CARBON PRICING

Putting a price on carbon is an essential part of any strategy to combat climate change, mitigate risks and capitalize on opportunities. Corporate use of an internal price on carbon is becoming the new normal for major multinationals, and in 2020, more than 2,000 companies were factoring an internal carbon price into their business plans, representing an 80% leap over five years.

What is expected of companies that make this commitment?

By making this commitment, companies are agreeing to align with the [UN Global Compact's Business Leadership Criteria on Carbon pricing](#):

- Set an internal carbon price high enough to materially affect investment decisions to drive down GHG emissions
- Publicly advocate the importance of carbon pricing through policy mechanisms that take into account country specific economies and policy contexts
- Communicate on progress over time on the two criteria above in public corporate reports.

ARTICLES:

- [Allbirds](#) - While the U.S. government drags its feet on putting a price on greenhouse-gas emissions, Allbirds is self-imposing a so-called “carbon tax” in a bid to become 100 percent carbon neutral by the end of the year.
- [This Is How the Fashion Industry Will Reduce Its Carbon Footprint.](#)
- [Why Put a Price on Carbon?](#)
- [Microsoft case study.](#)
- [Internal Carbon Pricing: Policy Framework and Case Studies.](#)

Diversity, Equity & Inclusion

REPORTS

In February 2021, the CFDA and PVH Corp. released the State of Diversity, Equity & inclusion in Fashion Report - a definitive work of research and suggest next steps to drive toward representative and equitable workplaces throughout the American fashion industry. Through this study, we seek to emphasize the experiences of Black employees and industry voices, and other underrepresented, underserved, and underprivileged communities across all industry disciplines and levels. Related themes such as allyship and intersectionality are also thoroughly explored.

- This analysis draws on a McKinsey & Company survey of over 1,000 working industry professionals across 41 companies, 20 stakeholder interviews, and three focus groups with students and emerging designers.
- The CFDA and PVH identified six key areas of opportunity: awareness, access, promotion, advocacy, compensation and belonging.
- See pg. 25 for Actions That Companies Can Take Within Their Organization.

Biodiversity

REPORTS

- In 2021, Textile Exchange published the first Biodiversity Insights Report - The **Biodiversity Insights Report** uses data submitted through the Textile Exchange Biodiversity Benchmark to provide a baseline that tracks the level of engagement and effort that companies are putting into understanding and addressing their impact on the natural world.
- Developing a Corporate Biodiversity Strategy - Nature is declining at a rate unprecedented in human history, with one million species now threatened with extinction. This degradation of nature affects society as a whole, including businesses that rely on natural resources, like the fashion sector. This report sets out how companies can create strategies to address their impacts on biodiversity. Biodiversify and The University of Cambridge Institute for Sustainability Leadership (CISL) led the authorship of this report, with contributions from Kering, Wild Business, the University of Oxford and the Conservation Hierarchy Team.

WEBINARS

- [The business of nature: building biodiversity into your strategy.](#)

Biodiversity

PROJECTS/FUNDING

- [MILKYWIRE](#) (contact: Sofie Gejler <sofie.gejler@milkywire.com>): **How we select projects** We have established a framework for evaluating and reviewing projects. Input is taken from an external expert advisory group to support Milkywire's mission to select the most impactful and sustainable climate projects for the portfolio. Selection criteria include the catalytic effect of donation/purchase (for example, helping bring down cost and scale up new solutions), permanence, additionality, effectiveness, verifiability, co-benefits for people and nature, and the level of risk of adverse effects to people and nature. The portfolio may include high-quality carbon credits but is not restricted to it. More information on the portfolio framework can be found [here](#). **Beyond offsetting** This portfolio is an alternative to traditional carbon offsetting solutions, which do not necessarily focus on finding the best solutions. In many cases, it's a race to buy a set amount of carbon credits as cheaply as possible to fulfill a carbon neutrality claim. Focusing on impact instead of fulfilling an offset claim opens up the possibility to support solutions with the greatest long-term effects, wherever they are.
- [SYNCHRONICITY EARTH](#): To conserve a special place, ecosystem or species is generally not simply a case of throwing money at it. The type of funding provided, the kind of conservation work it supports, the length of time it is provided for – all of these are crucial pieces of the puzzle that is effective conservation. At Synchronicity Earth, we aim to refresh and improve the way we provide funding, and encourage others to do likewise, to bring more money into the (underfunded) sector and collaborate with foundations and donors to give dedicated conservation NGOs the support they need.

Biodiversity

THE FASHION PACT ([Link](#))

- Biodiversity is one of the three pillars of the Fashion Pact, together with Climate and Oceans. Initial achievement of the Fashion Pact with regards to Biodiversity include first comprehensive industry commitment to set Science Based Targets for Nature enabling measurable decrease of impact on biodiversity.
- [Burberry case study](#).

- **Action 1: Develop individual biodiversity blueprints by the end of 2020**

As a collective, The Fashion Pact is encouraging all signatories to first develop an approach to biodiversity that is tailored for their business.

This foundational step will enable effective action by designing a science-based strategy that outlines where, why, and what companies need to do to achieve desired biodiversity outcomes.

The Fashion Pact is putting a strong initial emphasis on developing the capabilities of each signatory company. Along with international experts, the coalition will provide knowledge and guidance for companies to understand the impact of their sourcing and supply chain decisions, and to begin to define priority interventions.

- **Action 2: Support zero deforestation and sustainable forest management by 2025**

Given that forests are home to 80% of the world's terrestrial biodiversity, deforestation and sustainable forest management are also areas of immediate attention. Fashion has an influential role to play here: agriculture is one of the drivers of forest loss, and fashion is a major buyer of forest-based fibres such as viscose.²⁶ Within this biodiversity pillar, we will place a strong and immediate emphasis on collective action to avoid loss and degradation of critical forests, and to support sustainable forest management by 2025.

Get In Touch

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