

Impact Report

2022/23



Joanie
joanieclothing.com

About Us

“Feel-good clothing with a nod to nostalgia. Making everyday dressing a little more fun!”



We love creating clothes that make people happy - attention to detail is our thing, and our small but mighty team has heaps of experience designing, fitting and sourcing garments.

We're proud to design everything in-house from our headquarters in Manchester, UK, and our collections are available online exclusively at joanieclothing.com.

A lot of thought goes into our designs, and that goes for sustainability, too. We're committed to becoming a more sustainable brand by using more environmentally friendly fabrics, making improvements within our supply chain, and working to reduce waste wherever we can. We want to prove that a small brand can create clothing with a conscience!

While we're largely UK-focused, we sold to 59 countries in 2022, and our supply chain has expanded to meet this growing demand. In 2021/22, Joanie worked with partners in India, Sri Lanka, Turkey, China, and Bulgaria.

We truly believe that buying less but buying better will lead to a more environmentally conscious future for both our business and our fashion-loving customers.

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A Message From Our Brand Director, Lucy



WE SAID

In 2022, we set ourselves the objective to improve our sustainable and ethical standards and take a forward-thinking, more conscious approach to the products we create, and I'm thrilled with how many of our goals we've been able to achieve.

Each and every small improvement we make contributes to the bigger picture - if we all work together, then incredible change is possible. Welcoming and encouraging change is often difficult in business, but with the right people and a positive attitude toward doing better, we can all improve.

Choosing to change often means taking a more challenging route - stepping into the unknown. Time is required to relearn, research, and remap the process, and consciously deciding to step away from the well-trodden path is often the hardest part.

I'm so proud of the strides our team has taken this year. For a smaller business, we have such grand plans, and no matter how big the ideas are, the Joanie team is always up for the challenge.

"We still have more to do, but we have taken the stance that where a more positive solution to a question exists, we will always try to take it."



WE DID

Our people are what make the Joanie world go round!

We all care about our customers, our team, our partners, and the human rights of every individual involved in the Joanie supply chain.

This year, we committed to making clothes that do not compromise the people who make them or the wider environment. We've used an independent third party to audit all our suppliers, their sites, and their working conditions. We then work with our supply partners to improve and inspire ideas for change in their environment.

We've used more environmentally responsible fabrics and materials to make our Joanie products than ever before this year, and we've chosen to discontinue certain lines that we simply couldn't improve. Yes, we love a sequin, but as they cannot yet be produced with a clear conscience, they'll remain off-limits for us until developments in that area improve.

We've made excellent progress in achieving the ambitious goals we set ourselves last year to reduce, reuse, and recycle, and we've also thought more about what we give back and what more we can do in the future.



WE WILL

While many hands might make light work, there are still plenty of areas where we know we'll need to improve in 2023. Technological and logistics developments will mean we are able to make and deliver Joanie products in a cleaner, greener, and more efficient way.

We're working with all of our suppliers to prepare them for a higher level of environmental audit which will become a standard requirement for all our suppliers this year. We want to delve deeper into our supply chain to investigate our second-tier suppliers and work with them to improve our overall performance.

We've completed our B Impact Assessment and hope to make progress towards our biggest goal of 2023: to become certified as a B Corporation. The B in B Corp stands for 'better', and this commitment puts sustainability and ethics at the heart of every decision we make within the business.

Thank you to our amazing team for embracing change, and thank you to our partners for joining us on our journey and making this change possible.

Finally, thank YOU for taking the time to read our report and for your ongoing encouragement and ideas!

Lucy

Our Sustainability Strategy

2022/23



Our Sustainability Strategy

We've created this report as a direct result of feedback from our customers. We'll cover some things you wanted to see, what we have done to improve, and how we are hopeful some of these ideas will inspire you to make changes too.

Our sustainable and ethical standards are at the heart of every business decision we make; from which fabrics we use, how they are dyed or printed, which supplier makes them, what trims we use, and how the final piece is packaged, shipped, packed, picked, and processed.

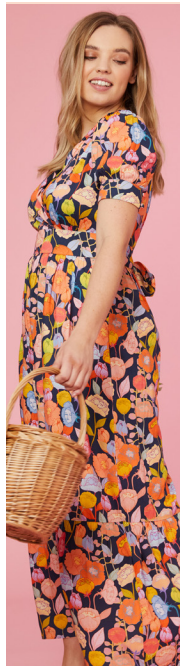
Our sustainability strategy also affects how many of each product we buy, what time of year they arrive, and how we promote and market them. We always strive to create as little waste as possible.

We've broken down our strategy into bite-size chunks - digestibility makes everything better, right?

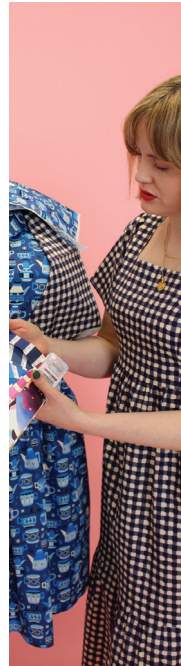
OUR PRODUCTS



OUR PARTNERS



OUR TEAM



OUR ENVIRONMENT



OUR COMMUNITY



Throughout the following pages, we'll look at each key area in a bit more detail using a simple three-step process for each category to keep things consistent:



WHAT WE SAID WE WOULD DO



WHAT WE DID DO



WHAT WE WILL DO

Being as transparent as possible about what we do is very important to us, and we want to keep it simple. We aren't the market leaders, and we don't claim to be reinventing the wheel.

That being said, we are committed to improving how we do things at Joanie; we want to do what we do *well* and in the most sustainable and ethical way possible.

Our Products



WE SAID

In 2022, we set ourselves the target that 85% of our range would be made from more sustainably conscious fabrics by the end of the year.



WE DID

We surpassed this target in June 2022, and from our A/W22 collection onwards, our entire product line is made using more sustainably conscious fabrics. There may be some older stock on the site that we produced before hitting this target that we still need to sell through, but we're sticking to this standard for every new product we create.



WE WILL

'Where a more positive solution to a question exists, we will always try to take it.'

We will continue to use this phrase as our design and development mantra; we will never rest on our laurels and never just reorder a product because 'it was fine as it was.' As technology progresses and our knowledge increases, if we can do better, we will.

We are striving to increase the number of certified sustainable materials in our products, and we want to tell you as much about them as possible. On all of our product pages, you'll now find handy new icons alongside sustainability information relating to each style.

We are learning more about circular fashion and how our choice of fabric might limit how a garment can be recycled again in the future. Materials made from a blend of fibres are harder to recycle because it can be difficult to separate the material back into its component parts. It is often actually more sustainable to use fabrics composed of a single fibre than it is to use a blend, even if this blend is composed of certified sustainable fibres. This is something that we're particularly focused on improving in future ranges.



Where a more positive solution to a question exists, we will always try to take it.

Our Products: Fabrics



WE SAID



WE DID



WE WILL

COTTON

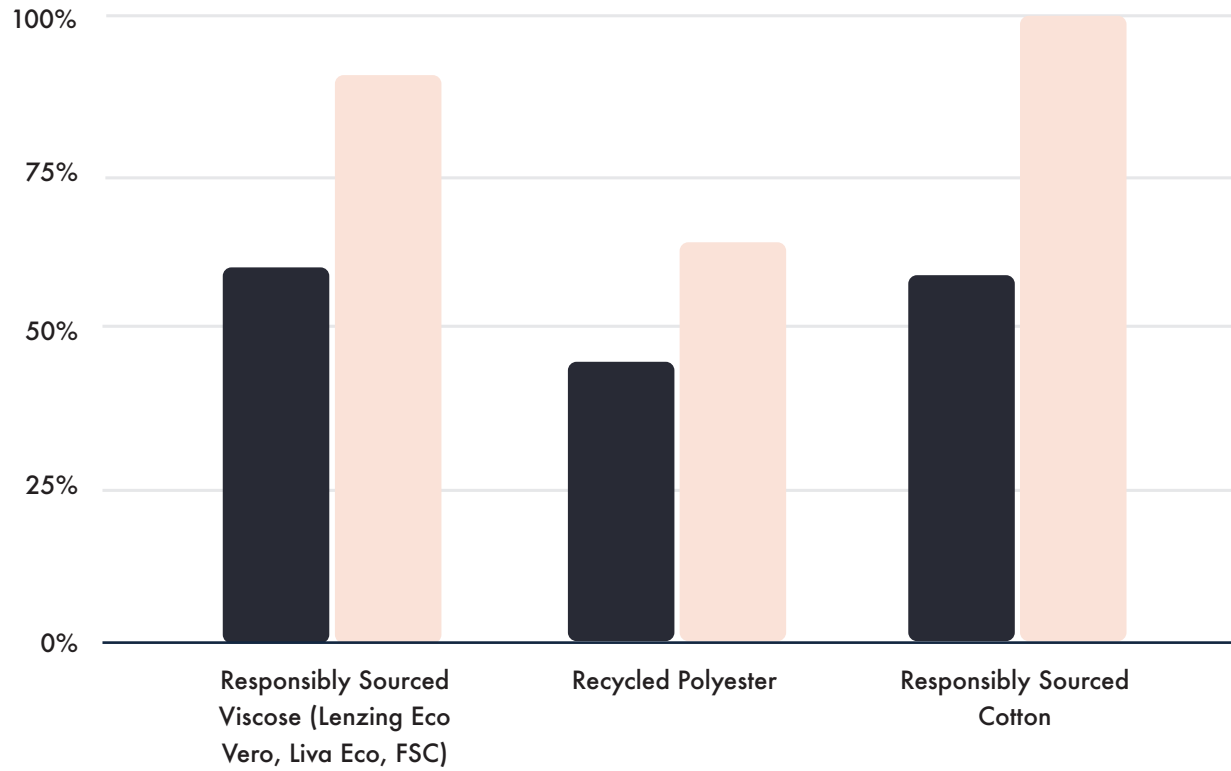
- In 2021, **59%** of our cotton products were made using responsibly sourced fibres.
- We wanted to improve the remaining **41%** of our cotton products by the end of 2022, making them using responsibly sourced fibres.
- By the end of 2022, **100%** of our cotton products were made using responsibly sourced fibres, with **56%** of the range being made using certified organic cotton..
- In 2023, we want to build on the progress we made in 2022 and look into developing more sustainable natural alternatives to traditional cotton, such as recycled cotton, bamboo and linen.
- In 2023, we want to build on the progress we made in 2022, by using a minimum standard of organic cotton in all our cotton products.
- We want to look into developing more sustainable natural alternatives such as recycled cotton, bamboo and linen.

VISCOSE

- In 2021, 61% of our viscose products were made from LENZING™ ECOVERO™.
- Based on feedback from our customers, we said that by the end of 2022, we would introduce new weights and textured versions of LENZING™ ECOVERO™ viscose.
- In 2022, we introduced Livaeco™, another more sustainable viscose alternative made using wood pulp from FSC-controlled sources.
- Throughout the year, we introduced more LENZING™ ECOVERO™ products in our woven and knitwear categories - and we have a new heavier-weight quality launching in early 2023.
- We also launched our first sustainably sourced georgette fabric made from FSC Certified Viscose.
- Throughout 2022, we increased the amount of sustainably sourced viscose we used by **30%**, and **91%** of the viscose we used in 2022 was either certified Livaeco™ or LENZING™ ECOVERO™ viscose.
- In 2023, we want to build on the progress we've made so far and continue to make more of our viscose products from FSC-controlled sources.

Our Fabric Progress

2021 2022



Our Products: Trims & Accessories



WE SAID



WE DID



WE WILL

BACK NECK LABELS, SIZE LABELS, GARMENT CARE LABELS

We wanted to upgrade our Joanie labels, size labels and garment care labels by switching from polyester to a more sustainable fabric.

We now use certified organic cotton for our labels which is more sustainable, less scratchy and eliminates the need for virgin polyester.

We will continue to check that cotton transaction certificates are provided for each batch and further investigate our second-tier suppliers for labelling..

SWING TAGS & PAPER TAGS

We wanted to improve our Joanie swing tags and paper tags to use recycled and FSC-certified card and paper.

The tags attached to our clothes are now all made from FSC-certified recycled paper, meaning the paper used to make the tags comes from either post-consumer or pre-consumer reclaimed materials and can be recycled again.

We will continue to check that cotton transaction certificates are provided for each batch and investigate our second-tier suppliers for labelling further.

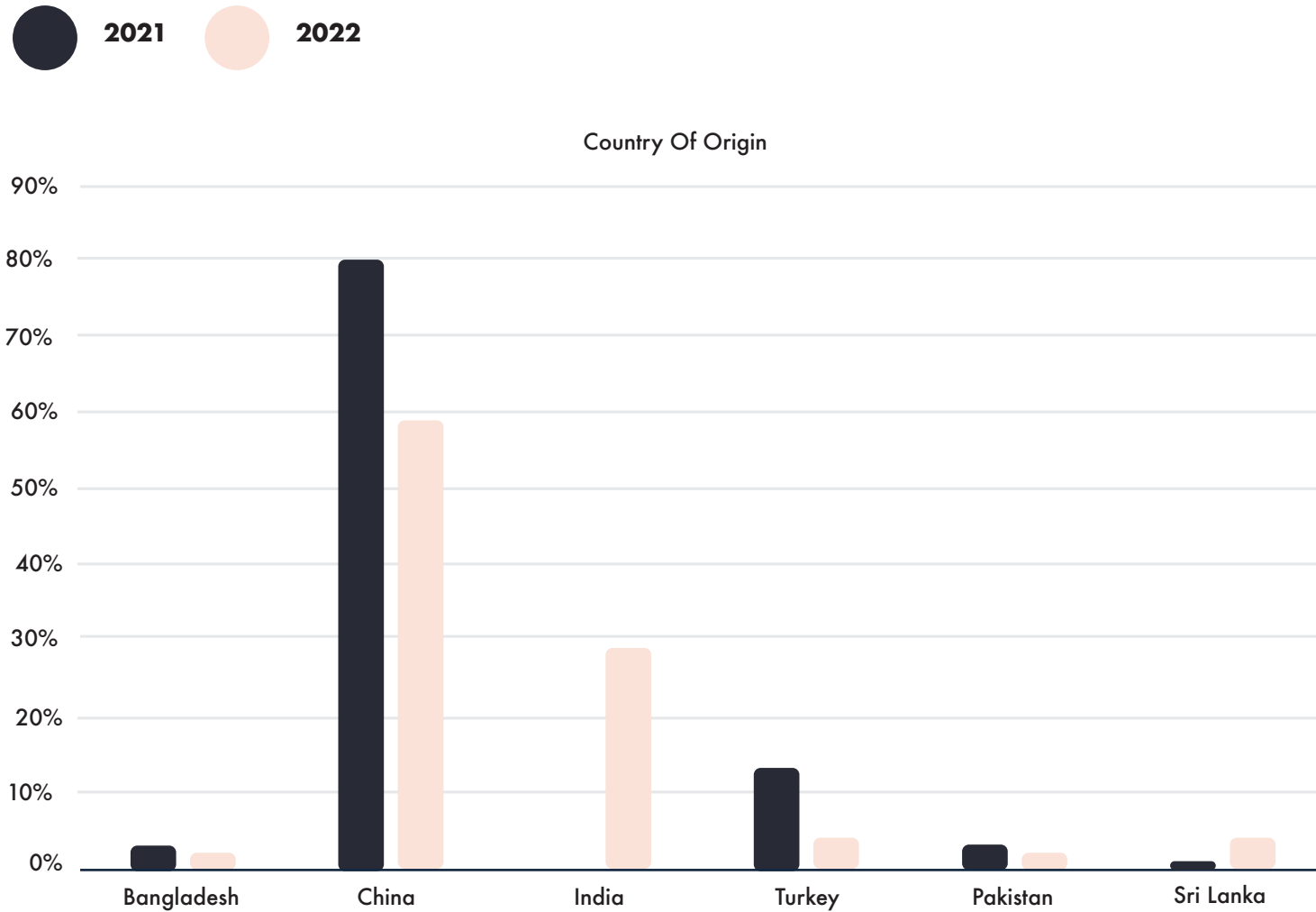
MAILING BAGS

We wanted to explore more sustainable packaging options. Our signature pink Joanie mailing bags are currently made from Green™ PE, a plastic alternative derived from a resin that originates in sugarcane.

We are committed to reducing, reusing, and recycling, and prioritised using up our existing stocks before upgrading or changing our packaging.

We will continue to investigate our options and switch to the most sustainable packaging available to us once we've used up all the mailing bags we already have.

Where Our Products Are Made






Our Partners

Every factory we work with must abide by our written Code of Conduct. This must be signed as part of the terms of our contract and is clearly conveyed to all staff through our Joanie Supplier Manual.

All Joanie products are inspected at the source by an independent quality assurance agency to ensure our standards are maintained. We work closely with our quality assurance team, liaising with them weekly and requesting regular feedback on our factories, as well as making frequent factory visits.

We are working closely with our suppliers to develop a robust plan for the future to ensure performance and compliance with our Code of Conduct. We want to make sure that factory workers are treated fairly, paid a fair wage and work in a clean, safe environment. The health and safety of our workforce is of the utmost importance to us - and we know how important it is to our customers too.

	 WE SAID	 WE DID	 WE WILL
SEDEX	In 2022, we wanted to ensure all of our suppliers were SMETA 2-Pillar audited as standard.	As of the end of 2022, all our suppliers are at least SMETA 2-Pillar audited.	By the end of 2023, we want to build on this achievement to ensure all our suppliers are SMETA 4-Pillar audited.
BIODIVERSITY	In 2022, we wanted to encourage biodiversity within our supply chain and appoint a Compliance Officer.	We achieved this through quarterly supplier newsletters, questionnaires, and by visiting our supplier factories. We also named Joanie HQer, Georgia as our Compliance Officer at the end of 2022.	We will keep up to date with our suppliers' environmental changes and begin to explore and identify our second-tier suppliers.
NEGOTIATING & AGREEING FAIR PRICES	We wanted to ensure that a fair price is always reached for the goods we purchase. We place a great deal of importance on ensuring that any price agreed is viable for both parties.	100% of invoices were paid to our partners at the agreed price.	This year, we will continue to support and work closely with our partners. Doing this means we can develop mutually successful and profitable partnerships - something we feel especially passionate about.
COMMUNICATION	We wanted to hold a weekly production meeting for all current developments to raise any feedback with our suppliers.	In 2022, we sent out a weekly critical date path to all suppliers to keep them up to date on all developments.	We will continue to build on these relationships by visiting our partners frequently throughout the year.



Sedex

Having worked with our Sustainability Consultant, Julia to continually improve our sustainable sourcing capacity for two years, we are pleased to say that we are now a SEDEX member organisation.

This means that all our suppliers are part of a global ethical data exchange platform that enables the sharing of company data and social and ethical audits amongst its members. Being a SEDEX member organisation means we have access to a continually updated view of the audit status and business practises of each of our factories. The SEDEX platform benefits the suppliers who join too, by making them visible to other new potential customers, allowing them to further their growth.

SEDEX ensures that our factories are audited against SMETA's social auditing methodology. SMETA audits are carried out using the ETI Base Code and are conducted against two or four auditing pillars. A 2-pillar audit is mandatory and investigates labour standards and health and safety; a 4-pillar audit combines this with two additional pillars, business ethics and environment.



2021	2022	2023
<p>Our target for the end of 2021 was to ensure that at least 50% of our suppliers were signed up to SEDEX.</p> <p>We beat this target, and by the end of the year, 100% of our suppliers were SEDEX members. Any new suppliers we work with must also be signed up to SEDEX.</p>	<p>In 2022, 100% of our suppliers were SEDEX members and were, therefore, at least SMETA 2-Pillar audited.</p> <p>At the end of 2022, 55% of our suppliers were SMETA 4-Pillar audited.</p>	<p>By the end of 2023, we want to ensure that all our suppliers are SMETA 4-Pillar audited as a standard.</p>

Our Environmental Targets

We've never claimed to be perfect, and this is one area of our business where we're aware that we've still got a long way to go.

To accurately calculate a carbon footprint requires data, and we've spent 2022 changing our processes and working with our suppliers to capture this data.

In 2023, we intend to further capture, record, compare and benchmark our environmental impact. Once we fully understand the scope of each emission and can calculate what we burn collectively as a business, we will begin to introduce science-based targets to reduce and offset even more carbon.

Our commitment to sustainability goes hand in hand with our intention to reduce our carbon footprint as a business. We are signed up with Ecologi - a platform that aims to reverse and halt climate change, facilitating the funding of climate and tree-planting projects around the world. Through Ecologi, we have become a Climate

Positive workforce, planting trees to offset emissions including our office, our team, their equipment and commuter travel - and we have recently upgraded this to cover Scope 2 emissions, which are indirect emissions generated on our behalf, relating to our company's activities.

We are continually researching our Scope 3 emissions, which includes our suppliers and their output. This is something that many fashion companies neglect to include in their carbon footprint calculations and we're actively looking to bring expertise into the business to help us accurately calculate and offset this.

As of January 2023, we have planted 8,700 trees via Ecologi and funded 45 climate projects.



Our Environmental Targets: Reducing Waste



RECYCLING

As a business, we are actively working towards eliminating virgin plastic wherever we can and where a sustainable alternative to non-recycled plastic exists and is attainable for us, we are committed to using it.

We have set up plastic recycling options in our Head Office and warehouse to ensure we reduce waste wherever possible and keep transaction certificates on record.

We donate any clothing samples that are no longer required to local charity shops too.



PAPER

We've significantly reduced the amount we print out in the office and all of the paper we use comes from FSC-certified sources - that even includes the loo roll we buy!

Our order notes, cardboard and paper for despatch packaging are also all made from recycled paper - and our parcel inserts are shaped like bookmarks to encourage our customers to repurpose and keep them.

To help reduce waste, our delivery notes no longer include a returns label. Instead, our customers can select their preferred returns option in our Returns Portal.



TRAVEL

We encourage our employees to limit all corporate travel and hold meetings virtually where possible.

We also encourage our employees to take public transport or cycle over driving and car share if possible.

We offset our business' corporate travel by planting trees for each employee through Ecologi.

We also encourage our employees to opt for greener travel options, e.g. lower-emission flights.



HEAD OFFICE

We undertook a full audit of what we buy and where we buy it from to ensure everything we purchase for the office is as environmentally conscious as possible.

We always choose refillable or dilutable products and opt for chemical or plastic-free options wherever we can. We also buy fairtrade or certified solutions where possible and have a set list of approved ecological brands for future office purchases.

We are committed to educating our team on how to buy better and we're improving our practices step by step to reduce waste as much as possible.

We've upgraded all of the lighting in our office to LED, which uses less power, and we are in the process of switching our energy to a greener supplier.

Our People



THE LIVING WAGE

Joanie Ltd is a Living Wage employer, meaning we commit to paying ALL our UK employees a wage that meets the real cost of living, including students on placements.



PENSIONS

Joanie Ltd now offers all our UK employees a pension with a responsible investment option, which means that every member of our team can choose to move their pension investments into more sustainable and ethical investments.



DE&I

Here at Joanie, we have a zero-tolerance approach to workplace discrimination. We believe that everyone should have equal access to work and opportunities to reach their potential. We celebrate individuality and authenticity and do not discriminate on the grounds of colour, race, nationality, ethnic origin, religion, gender, age, sexual orientation, marital status or disability. We are committed to diversity and inclusion, from the people we hire to the models that we work with.

We stand against racism in any form, and its effects, including inequality of opportunity. We have built our people strategy on the principles of trust, equality, fairness, and inclusion. We believe that it is the responsibility of everyone at Joanie to uphold these principles.



TRAINING

We believe in our team and want to do whatever we can to empower them. We actively encourage on-the-job training, and we provide opportunities for coaching and progression wherever possible. In 2022 especially, our team learned new skills, and several members were promoted into exciting new roles.



JOB DESCRIPTIONS

Every member of our team has full job descriptions and support structures to help them in their daily roles and monitor and support their progress. All managerial positions now have sustainability built into their job description, placing sustainability at the heart of every single decision we make.



PARENTAL LEAVE

We are particularly proud of our new parental leave policies: forward-thinking, non-gendered, and fairly paid. These transparent policies represent the business that we want to be.

We've made several improvements to our employment contracts, policies, and handbook that practice what we preach. We now have a fair, well-considered set of policies to support our biggest asset - our team - as we continue to grow over the coming years.



Where a more positive solution to a question exists, we will always try to take it.

Our Community

Helping to support worthy causes and charities that are close to our hearts is incredibly important to us. At any given time, Joanie is committed to supporting at least one charitable organisation through clothing donations and our collaboration styles.



MindOut is an organisation run by and for members of the LGBTQ+ community with experience of mental health issues who offer support online and in-person to make mental well-being a community concern.

In 2022, we raised £5,720 for MindOut through the sales of our Bungle Rainbow Jumper.

Registered Charity Number 1140098



New Life is the UK's largest charitable provider of specialist equipment for disabled children.

We made our first donation to New Life in January 2017, and since then, we've donated a total of 221 boxes of faulty garments that are repaired and sold to raise funds for the charity.

Registered Charity Number 1170125



Smart Works Greater Manchester is an organisation that provides women with coaching services and clothing to help them feel confident on their journey toward employment.

In 2022, we raised £630 for Smart Works Greater Manchester through sales of our Ali Heart Print Blouse and Simpson Heart Print Button-Through Midi Dress.

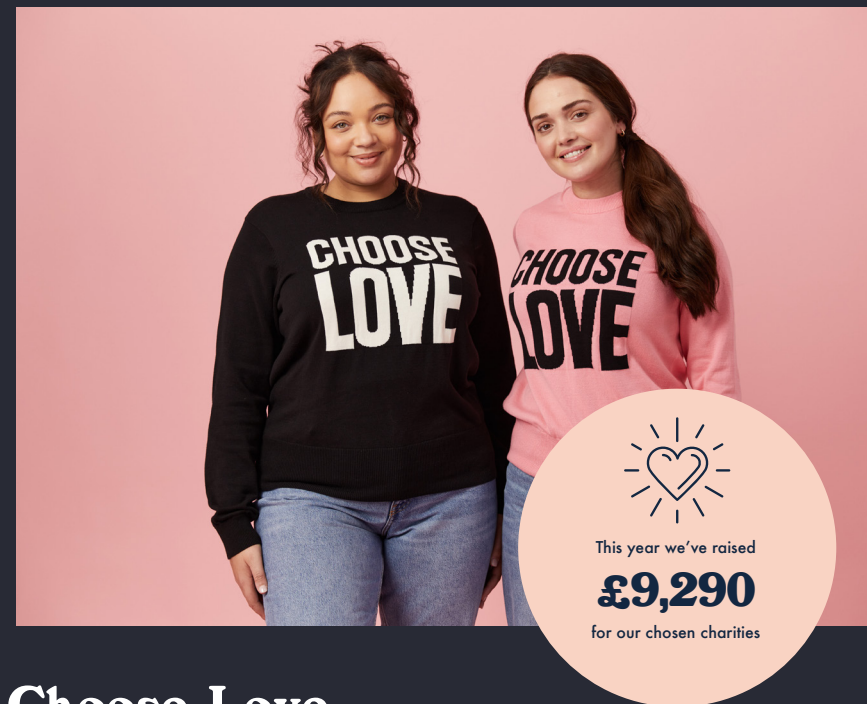
Registered Charity Number 1080609



Hey Girls is a social enterprise founded in 2018 aiming to eradicate period poverty in the UK. They provide responsibly-sourced and sustainable period products to women and girls across the UK who cannot access or afford them.

In 2022, we raised £2,940 for Hey Girls through sales of our Mercer and Bleecker styles in pink corduroy.

Our Plans For 2023



Choose Love

In 2023, we're committed to doing more, and we want to continue to support charitable organisations that we believe in.

This year, we're collaborating with Choose Love on two charity knits. We will be donating 100% of the purchase price of every Aphrodite Jumper to Choose Love, aiding their mission to provide help and support for refugees and displaced people across the globe.

"This year's goals at Joanie are all about us doing BETTER. One of the many ways we've chosen to do better this year is to increase our charitable donations - we've literally chosen to love more. We're so proud to be able to support Choose Love and the fantastic work they do." - Lucy, Brand Director.

Thank you for reading and for your interest in our brand.

As with everything else we do at Joanie, your opinion matters to us! We're keen to hear from you about our efforts to become a more conscious brand, and if there is something else you think we could do to improve, please get in touch and let us know!

Contact: sustainability@joanieclothing.com

