



Guide to the Good On You Ethical Brand Rating System

Good On You provides ethical brand ratings for 1,500 fashion brands. Our robust methodology rates brands on how they treat their workers, the environment and animals.

Shoppers can use the Good On You app to check how their favorite brands rate and discover new brands that do better on the issues they care about.

Brands and retailers use Good On You to improve their sustainability performance and connect with conscious consumers.

Our principles

The following principles guide our approach to brand ratings.

- 1. Transparency comes first** - To build trust between companies, consumers and decision makers, brands should be transparent about their supply chains and direct operations. Consumers have a right to know how a brand and its suppliers operate.
- 2. Consider companies' impact across their supply chain** - Companies should be held responsible for the impacts caused to workers, the environment and animals at each stage of their supply chain, from how their products are produced and distributed to how their products are used and then recycled.
- 3. Consider issues in proportion to their potential impact** - The rating system should account for the relative importance of each material issue that impacts on labour, the environment and animals, according to an assessment based on the views of a wide range of industry, NGO, union and academic experts.
- 4. Ensure our methodology is open, independent and evidence based** - How the rating system works and how it is applied to a brand should be clearly stated, based on robust research and underpinned by a good governance process.
- 5. Update ratings responsively** - Ratings should be based on up-to-date information. Ratings should be reviewed and updated regularly, and in addition updated in response to material new information (whether discovered by researchers for the rating system, or provided by a brand or stakeholder).
- 6. Be pragmatic in order to be effective** - The rating system should produce data that can readily be used by consumers to inform their shopping decisions as well as brands and retailers to improve their sustainability performance.
- 7. Improve iteratively based on learning** - The rating system should be improved regularly taking into account new knowledge gained from research and stakeholder consultation and input.

What we rate - material issues

The Good On You brand rating system provides transparent information on three key areas of concern to consumers: labour, the environment and animals.

For each key area (labour, environment and animals) we consider the *material issues* identified as the most important from our own research and input from industry experts, summarised below. In addition we add or deduct points in each area and overall for specific positive initiatives (eg industry leadership on making things better) or ‘negative citizenship’ (eg political lobbying against the interests of workers, the environment or animals).

| Labour | |
|---|--|
| Worker policies and empowerment | Workers’ rights principles applied across the entire supply chain, including monitoring health and safety, child labour, forced labour, freedom of association, freedom of movement, collective bargaining, non-discrimination, non-excessive working hours and the right and capacity to make a complaint |
| Low risk production | Risk of labour abuse in supply chain, participates in multi-stakeholder initiatives to improve labour conditions |
| Living wage | Living wage definition and implementation across the supply chain |
| Knowing suppliers | Supply chain transparency including publishing supplier lists and tracking subcontractors |
| Supplier relationships, auditing and other assurance | Auditing and assurance practices throughout the supply chain and public reporting including unannounced visits and off-site worker interviews |

| Environment | |
|--|--|
| Resource management and disposal | Types of materials used, efforts to reduce fabric and material waste in design and manufacturing, types of packaging used, product durability and promotion of long-term use, deforestation impacts |
| Energy use and greenhouse gas emissions | How energy use is managed including direct emissions and indirect emissions (purchased electricity, emissions generated from the supply chain beyond own operations), setting science based GHG targets, reducing GHG emissions through emissions reduction activities |

| | |
|-----------------------------------|--|
| Chemicals use and disposal | Chemical use and disposal, goals to reduce chemical use and alternatives such as vegetable based or water based dyes |
| Water usage and effluent | Water usage policies and practices, engagement on water issues, specific targets to improve water stewardship, quality of and treatment procedures for waste |

| Animal | |
|----------------------------|--|
| Fur | Use of fur ,shearling and karakul lamb fur and commitment not to use fur |
| Leather | Use of leather and if upcycled/recycled |
| Wool | Use of wool and if sourced from non-mulesed sheep or upcycled/recycled |
| Down and feathers | Use of down and adopted practices |
| Angora | Use of angora and commitment not to use angora |
| Exotic animal hairs | Use of exotic animal hair used such as pashmina, cashmere, mohair, alpaca, llama, vicuña and shahtoosh |
| Exotic animal skins | Use of exotic animal skin such as crocodile and alligator |

How we rate

We collect information and score each brand against each issue, using the Good On You brand rating tool. Consistent with the requirement for brands to be transparent, all data is obtained from public sources.

Good On You incorporates the work of a large number of external ratings, certifications, accreditations and standard systems, as well as each brand's own reporting and credible independent reports in assessing a brand's performance against each material issue. The data sources used to compile Good On You ratings are identified in more detail below.

We make a distinction between small and large brands based on annual turnover and the number of employees. We expect larger brands to provide more detailed information on policies, targets and reports and to have greater reach and influence over their supply chain.

The rating process

1. We identify brands to rate. We give priority to both brands requested by users and to brands that are likely to rate highly.
2. We determine if the brand should be rated using our small or large brand rating tool.



3. We collect public information to assess how the brand performs against the material issues included in the rating tool, using a combination of automatically aggregated data and desk based research.
4. We verify the collected data using a mixture of automated internal validation and human review.
5. The brand's rating is automatically calculated across the three key areas (labour, environment, animals) and overall for the brand.
6. We generate a text summary of each brand's rating .
7. Further information about the brand, including gender, styles, retailers, is collected through a combination of automated mechanisms and human input.
8. The scoring, ratings, summary and further information are reviewed and approved by our Head of Ratings.
9. The brand ratings and summary are uploaded to the Good On You app and reviewed periodically.

The rating labels

Brands are rated from 1 (We Avoid) to 5 (Great). Overall ratings are derived from an average of the brand's scores for each area.

Great = These brands score highly in at least two categories and usually have one or more certifications or accreditations. They're often built to be sustainable and ethical from the ground up, and they're very transparent.

Good = These brands have taken many positive initiatives, are often leaders on one or more key issues and in most case are very transparent.

It's a Start = These brands are making good progress on one or more of the main issues we look at.

Not Good Enough = These brands have provided a little bit of information in several areas, but not enough to truly know what happens across their supply chains.

We Avoid = These brands provide little to no relevant or concrete information. In some cases the brand may make ambiguous claims that look like greenwash. Consumers have a right to know more.

Data Sources

Our key data sources are:

1. Certifications, accreditations and other standards systems
2. Independent ratings
3. Brand and parent company websites



4. Credible third party reports

The Good On You ratings methodology does not consider any information that is not in the public domain, including any private brand communications. Where a brand approaches us with information, we encourage them to publish that information and take account of it only when it is in fact published.

Certifications, accreditations and standard systems

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

Each standard system works in different ways. 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 standard systems, with different requirements for transparency, auditing or other assurance methods.

Good On You has reviewed each of the standard 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 standard system.

A list of the main certifications, accreditations and standard systems that we consider is below.

Independent ratings

The rating methodology incorporates credible independent rankings of brands where those ranking systems map to all or a subset of the material issues we consider. For example the 2017 Ethical Fashion Report by Baptist World Aid rates 330 brands on material labour issues. Where available the labour score in Good On You is based on the labour score in the Ethical Fashion Report. In some cases the labour score is adjusted up or down, for example where a brand upgrades its practices in between the annual Fashion Reports.

We are reviewing a number of other third party rankings to consider whether they can be automatically included in the methodology.

Brand and parent company websites

Information from brand publications including websites is taken into account in scoring the brand. Good On You will only make use of information that is factual, concrete and relevant.

Credible third party reports

From time to time brands are the subject of investigation by organisations such as the International Labour Rights Forum or Transparentem. Where reports from those organisations expose significant issues we will take them into account in rating the brand.

Standards systems

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

- Better Cotton Initiative
- Blue Angel
- bluesign® system
- Business Social Compliance Initiative Code of Conduct (BSCI)
- Canopy Style Initiative
- Carbon Trust Standard
- Caregora
- Clean Clothes Campaign Code of Labour Practice
- Climate, Community & Biodiversity Standards - CCB Standard
- Cradle to Cradle Basic, Bronze, Gold, Platinum and Silver
- Ethical Clothing Australia
- Ethical Trading Initiative
- EU Ecolabel
- Fair Trade USA
- Fair Wear Foundation
- Fairtrade International - Hired Labour
- Fairtrade International - Small Producers Organizations
- Fedex Members Ethical Trade Audit - SMETA Best Practice Guidance
- Fair Labour Association Workplace Code of Conduct
- Global Organic Textile Standard
- Global Recycle Standard
- Global Traceable Down Standard
- International Labour Organization Labour Standards
- International Wool Textile Organisation
- ISO 14001:2004
- Leather Working Group
- National Wool Declaration Integrity Programme
- Naturland
- Naturtextil Best
- Nordic Swan
- OEKO-TEX STANDARD 100
- OEKO-TEX MADE IN GREEN
- Organic Content Standard



- Responsible Jewellery Council
- Responsible Down Standard
- Responsible Wool Standard
- Sedex Members Ethical Trade Audit - SMETA Best Practice Guidance
- Social Accountability International - SA8000
- Soil Association Organic Standards
- TerraChoice -EcoLogo Program (UL Ecology Certification)
- Traceable Down Standard
- Triple Sello - unicef
- WFTO Guarantee System
- Workplace Condition Assessment
- Worldwide Responsible Accredited Production (WRAP)
- ZQ Merino Label

The following initiatives that are not standards systems are also referred to in the brand rating tool

- Agreement on International Humane Trapping Standards
- CDP (formerly the Carbon Disclosure Project)
- Detox Catwalk Greenpeace
- PETA
- Zero Discharge of Hazardous Chemicals Programme

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