

# Impact Report

2023/24

*Joanie*  
joanieclothing.com



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

Since we opened our virtual doors in October 2016, we’ve strived to do things a little differently. Our love of vintage style is deep-rooted; we’re inspired by nostalgia, taking the best bits of vintage clothing and re-imagining them for the modern, everyday wardrobe.

At Joanie, we aim to replicate the thrill of the find. Falling in love with one of our styles is like discovering a real gem that fits you perfectly, is sustainably made, is easy to care for and will be treasured for years to come. We may look to the past for inspiration, but creating future vintage is our aim.

We have championed slow fashion from the beginning by making unique styles that don’t just follow the latest trends - ones that stand the test of time. The natural progression from this conscious approach to design has led us down the path to becoming a more sustainable brand. We’re here to prove that responsible fashion can be fun!

We’re now a Certified B Corporation, which means that we are part of a global community of businesses that meet high standards of social and environmental impact. We are so proud of this achievement because it reflects

our ongoing commitment to do better and be better by balancing profits with purpose and ensuring that sustainability and ethics are at the heart of every single decision we make.

We design everything in-house from our headquarters in Manchester, UK and while, as a brand, we’re largely UK-focused, we sold to 60 countries in 2023, and our supply chain has expanded to meet this growing demand. In 2022/23, Joanie worked with partners in India, China, Sri Lanka and Bulgaria, as well as making a range in the UK through our friends at Community Clothing.

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!

Our mission (and we’ve chosen not only to accept it, but embrace it!) is to create feel-good clothing in every sense. That’s why, at the heart of everything we do, we endeavour to put planet and people first.

# Our Sustainability Strategy

Our sustainable and ethical standards are at the heart of every business decision we make - from the fabrics we use and how they are dyed or printed to the suppliers that make them and the trims we use, down to how the final piece is packaged, shipped, packed, picked, and processed. Our sustainability strategy also affects how many of each product we buy, the time of year they arrive, and how we promote and market them - we strive to create as little waste as possible throughout this entire process.

We've created this report using the B Impact Assessment (BIA) that we undertook to gain our B Corp status as a framework, and, where possible, we will use time period-specific results to compare and benchmark our progress against last year.

Throughout the following pages, we've broken down our strategy into bitesize chunks, looking at each key area in more detail using a simple three-step framework for each category inspired by the BIA to keep things consistent:



## 1. What we said we'd do (the goals we set in last year's Impact Report)



## 2. What we did (steps we took in 2023 towards those goals)

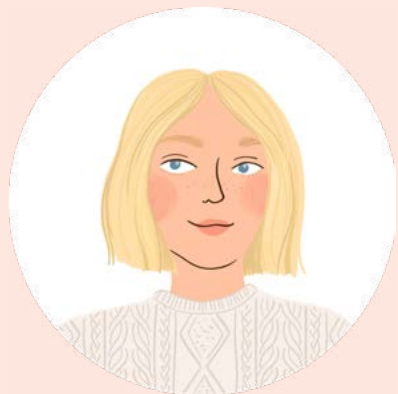


## 3. What we will do next (our goals for 2024)

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 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.

*A note on data:*

*Unless stated otherwise, all data used in this report is from January to December 2023.*



**“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.”**

Welcome to Joanie’s second annual Impact Report. I am delighted to present a ‘deeper dive’ into the efforts we make to be a better business. We are extremely proud of the significant progress we’ve made this year. Becoming B Corp certified was the cherry on top - a rubber stamp, if you will - of our commitment to sustainability and the ethics surrounding our brand: our suppliers, our partners, our team, and our customers.

It has been a difficult twelve months, with the cost-of-living crisis, humanitarian atrocities, and environmental catastrophes dominating news headlines and impacting all our lives in one way or another. Despite these challenges, with your help, we’ve raised awareness and funds for great causes that champion women, literacy, and people displaced by conflict, with many more great projects in the pipeline. Never before has it been more important to understand our impact as a business, to be transparent about how we work, what we have done to improve, and to be accountable for our actions.

We’ve made significant strides in improving our fabrics, their certifications, and, ultimately, the products that we create. We’ve created more environmentally responsible styles in a broader size range than ever before. We’ve also encouraged our supply chain to join us on this journey - 100% of our first-tier suppliers are now audited to the highest environmental

standard, and we have set them goals to strive for more. Working with suppliers, educating them on our business’s impact, and taking time to visit them helps us understand their surroundings and skills and forges a spirit of collaboration, resulting in a more considered design and reducing the overall impact of the product.

None of this would be possible without the dedication, expertise, and belief of our Joanie Team, the heart and soul of our business, on whom our continued success depends. Our growing business continues to set ambitious goals above and beyond those of our counterparts, with our mantra, ‘where a better solution exists, we’ll always try to take it,’ forever at the forefront of our decision-making.

Thank you to you, our Joanie Gals and Guys - our ‘raison d’être.’ Thank you for believing in our company and our mission to do better. Please read the report to hear about our successes and also to see where we still have more to do - thank you for coming along for the ride!

A handwritten signature in a cursive script that reads "Lucy". The signature is written in a dark color, possibly black or dark brown, and is positioned above the printed name.

Brand Manager

# B Corp

## IN THIS SECTION

- 6. Our Journey to B Corp certification
- 7. Our B Corp Score



# Our Journey to B Corp Certification

Being crowned a B Corp is an accolade of monumental proportions. It's a certification of our business' social and environmental performance, public transparency, and legal accountability: a commitment to balance profits with purpose.

B Corp Certification is something we strived for because it aligns with our principles as a business and offers a tangible, transparent framework of standards.

We were rigorously assessed against B Corp's framework during the certification process, and we will continue to use this framework to set even more goals for the future, helping us to grow and improve.

Thank you for your ongoing support on our journey to be the very best version of ourselves, and we encourage you to read, to learn and to forge change alongside us!

**"We're thrilled to announce that Joanie is now a certified B Corp, just about the toughest environmental and ethical status you can get! We set ourselves this ambitious goal just under two years ago, and after a rigorous assessment, we passed with flying colours. This is a huge milestone for Joanie and is a culmination of majestic teamwork - a combined effort to improve our business and follow the B Corp framework of sustainable and ethical standards and a way of publishing this work in a transparent, credible way.**

**We've always tried to take a forward-thinking, conscious outlook towards the products we create, choosing the most environmentally responsible fabric or yarn for all our designs, made by accountable suppliers who are audited to a best in class levels both socially and environmentally, and our B Corp certification confirms that. 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."**



Brand Manager

# Our B Corp Verified Score

## (2021-2023)

We are proud to be B Corporation and look forward to renewing our certification with improvements in the coming years.

The B Impact Assessment reviews a business’ five key impact areas and independently scores and verifies them, providing an overall B Impact Score. The five areas are:

**GOVERNANCE** evaluates a company’s overall mission, engagement around its social and environmental impact, ethics, and transparency.

**ENVIRONMENT** evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

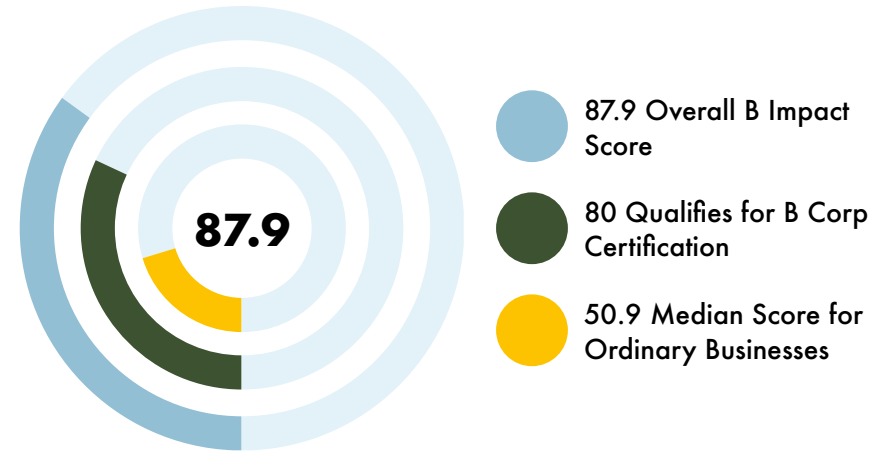
**WORKERS** evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career

development, and engagement and satisfaction.

**COMMUNITY** evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from.

**CUSTOMERS** evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

We will evaluate our impact across each of these five areas in the following pages, reviewing the goals we set in our 2022/23 Impact Report, the progress we made in 2023, and setting our goals for 2024.



	2023	*Goal Scores 2024
Overall	87.9	97.2
Governance	14.6	15.4
Environment	28.2	31.1
Workers	24.6	26.3
Community	15.4	19.2
Customers	5.0	5.0

*\*If we achieve all of the goals set out within the ‘We Will’ sections of our 2023/24 Impact Report, then our B Impact Assessment score should increase by 8.1 points (9%) when we complete the assessment again in 2024. We are not due for reassessment until 2026.*



# Governance

We will evaluate our impact across each of these five areas in the following pages, reviewing the goals we set in our 2022/23 Impact Report, the progress we made in 2023, and setting our goals for 2024.

## IN THIS SECTION

- 9. Governance
- 10. Sustainability Committee



# Governance



## WE SAID

In our 2022/23 Impact Report, we set ourselves the ambitious goal of becoming a Certified B Corporation. The 'B' in B Corp stands for 'better' - forging a better future for people and the planet by putting sustainability and ethics at the heart of every business decision we make.

We also pledged to take advantage of technological and logistics developments to make and deliver Joanie products in a cleaner, greener, and more efficient way.



## WE DID

This year, we updated, expanded, and improved the Sustainability area of our website to make our achievements and intentions more publicly accessible.

At the start of last year, we published our first Impact Report, evaluating our social and environmental performance. This year, we've built upon this foundation to produce this more in-depth report based on the third party standards, structured according to the B Impact Assessment (BIA) model.

We were awarded our B Corp Certification in August 2023, our biggest sustainability achievement of the year and the culmination of over two years of work.



## WE WILL

Being awarded B Corp status is a huge achievement, but it doesn't mean our work is done. We will be working closely with the B Corp community to constantly review our score, target areas for improvement, and continue to find new ways of doing better.

We will review our B Impact Assessment performance report and pinpoint specific goals to improve the governance of our business.

We commit to undertaking annual written performance evaluations that include social and environmental goals for all our managers.

We will start to incorporate social and environmental performance principles and practices into training programs for our existing team and new starters at all levels, including managers.

In 2024, our financial reports will be verified annually by an independent audit.

# Sustainability Committee

In 2023 we established our Sustainability Committee, comprised of representatives from every area of our business. This committee exists to effectively communicate our goals, progress, and results to all of our employees and, in turn, to each of our key stakeholders: our workers, our community, our board and investors, and, most importantly, our customers.

The Committee follows a monthly round table format, where key updates, changes, and goals for improvement are set, monitored and benchmarked. It ensures that information about the progress we're making gets cascaded through the business. Ultimately, it means that our whole team are actively aware of and engaged in our efforts to improve our business, behaviours, outputs, and products. Sound bites and suggestions from customer service, email feedback, and social comments are reviewed, new developments are researched, and long-term goals are continually revisited.





## SUPPLIER NEWSLETTERS

Last year, we sent out quarterly updates to all suppliers, providing information on business progress and future environmental goals.

We conducted questionnaires and collated responses to find out more about our suppliers' environmental efforts and ethical achievements and used the results to inspire our other suppliers to follow suit.

We wanted to show them how they can make meaningful improvements through small changes, whether that's by planting living walls, introducing solar power or LED lighting, sponsoring local school children, or celebrating events that educate, inform, and reward their respective teams.



## CUSTOMER NEWSLETTERS

As a result of customer feedback, this year, we will start to send out a quarterly sustainability newsletter to transparently communicate the progress we're making towards our goals for improvement.

These newsletters will provide up-to-date information about how we're working towards the goals set out in the 'We Will' sections of this report, as well as some behind-the-scenes sustainability content focused on the efforts our team makes to put people and planet first in our business.



## STAKEHOLDER MATRIX

As part of our Sustainability Committee Meetings, we have committed to maintaining a stakeholder matrix with a monthly check-up on progress and transparency.



## NEW DEVELOPMENTS

The Sustainability Committee is, above all, a place for our team to discuss feedback, market research, new legislation and technological developments, as well as any updates and resources from B Lab, the global non-profit network behind B Corp.

Any and all snippets of information are welcome at the table, and anything that gets brought up is investigated further by the experts in our team and Julia, our Sustainability Consultant.

# Environment

The 'Environment' section of the B Impact Assessment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

## IN THIS SECTION

- 13. Environment
- 15. Our Products
- 16. Our Fibres - Sustainably Sourced Products
- 17. Our Fibres - Blended Compositions
- 18. Our Fibres - Animal Derived Products
- 19. Our Fibres - Cotton
- 21. Our Fibres - Viscose
- 23. Our Fibres - Other Synthetic Fibres
- 25. Rewear, Repair, Recycle
- 27. Our Packaging - Labels
- 28. Our Packaging - Tags & Cartons
- 29. Garment Bags & Packaging Materials
- 30. Freight - Goods In
- 31. Warehousing - Goods Out - End of Road Delivery
- 32. Warehousing - Goods Out - Mailing Bags
- 33. Warehousing - Goods Out - Packaging Materials, Returns
- 34. Warehousing - Goods Out - 3PL
- 35. Carbon Footprint



# Environment

## WE SAID

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

This mantra was reflected in many of our goals for design and development in 2023, as we pledged in our 2022/23 Impact Report to investigate technological innovations to improve our product line to make it as sustainable as possible.

With this in mind, we set ourselves the target to make 85% of our products from sustainably sourced materials, committing to increasing the use of certified fabrics every season while educating our customers on them wherever possible.

We also committed to learning more about circular fashion in general and how our choice of fabric might limit how a garment can be recycled again in the future.

## WE DID

We surpassed our ambitious target to make 85% of our product line from sustainably sourced materials mid-way through 2023. As of January 2024, 98% of our current collection is made from responsibly sourced materials, including organic, recycled or lower impact fabrics.

To help educate our customers on the environmental benefits of each of these fabrics, we have handy icons with sustainability information relating to each style on all of our product pages.

In 2023, we released our first collection of deadstock accessories created using leftover fabric from elsewhere in our range. We are steadfastly committed to preventing waste, and we keep track of how much leftover fabric each of our suppliers has as part of our weekly design and development meetings. Wherever possible, we try and use up the deadstock fabric within the season, creating limited-edition products like bags, accessories, and pyjamas.



# Environment



## WE WILL

To help reduce potential waste, we will decrease the number of seasonally-specific styles we create, as well as the amount of each style we buy, to ensure that we aren't overproducing. This is something that we've already started working on for 2024 when designing and ordering new collections.

We will continue to raise the percentage of our collection that is made from sustainably sourced and certified materials. This year, we will also review and, if possible, improve the certification standard (quality and make-up) of each of our fabrics to reduce the risk of wastage.

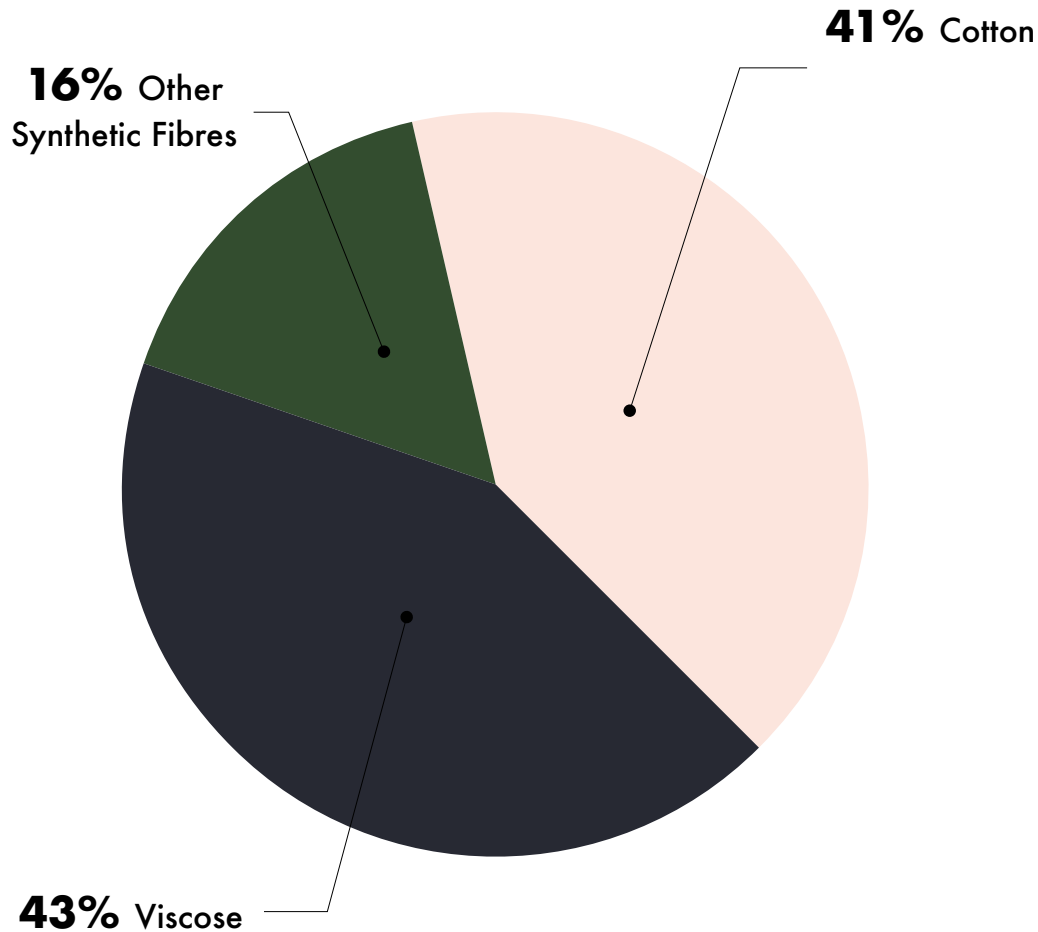
We also aim to add new certified eco fabrics to our range, including Livaeo™ Linen and TENCEL™ Modal, alongside more sustainable occasionwear fabrics like recycled mesh and lace.

This year, we will continue our efforts to gain further knowledge and visibility on where our fabrics come from. We aim to work with our suppliers to gain Oekotex certifications for the textiles and leather we use. Oekotex is a standard that proves that a product is harmless to human health, testing both regulated and non-regulated substances. This testing goes beyond national and international requirements.



**This year, we will continue our efforts to gain further knowledge and visibility on where our fabrics come from.**

# Our Products



At the end of December 2023, 41% of the Joanie collection was made from cotton. Cotton is a natural fibre that is farmed, spun into yarn, and then knitted or woven into soft, strong fabrics that are breathable, absorbent and washable.

At the end of December 2023, 43% of the Joanie collection was made from Viscose. Viscose is a cellulosic, semi-synthetic fibre derived primarily from wood pulp.

At the end of December 2023, only 16% of the Joanie collection was made from other synthetic fibres. Synthetic fibres are derived from fossil fuels, manufactured in laboratories, and are not directly obtained from any living source. We are committed to reducing the amount of synthetic fibres used in our range, and we are working hard to find sustainably produced and regenerated fabric options to replace them with.

We will continue to review this data and share it annually in our Impact Reports, highlighting the improvements we've made and our goals for the future. We will also produce a summary of materials in order of preference, including information on why we use them, benchmarking our ranking to the Higg Index.

We will also explore options for recycled zips, buttons and trims.



# Our Fibres

## Sustainably Sourced Products

### WE SAID

In our 2022/23 Impact Report, we made a long-term commitment to improving all the fibres and fabrics used across the Joanie range, maintaining the principle that where a more responsible alternative exists and is attainable for us, we are committed to using it in the production of our garments.

We wanted to continue collating data to review the usage of each fibre in our collections as a whole.

We also aimed to be as transparent as possible, publishing information about our sustainability journey on our blog and social media channels.

### WE DID

As of January 2024, 98% of our current collection is made from responsibly sourced materials, including organic, recycled or lower impact fabrics.

To classify as sustainably sourced, over 50% of the total composition of the material an item is made from must be a certified sustainable fibre, e.g., Organic Cotton or Certified Recycled Polyester, and we must have the transaction certificate to prove it.

The remaining 2% of the items on our website are older styles that we are in the process of trading out of. It's far better to sell through these remaining less sustainable styles than to remove them from the site completely, as this would create unnecessary waste.

### WE WILL

Our next goal is to continue improving the percentage of our collection made from responsibly sourced fibres until we reach 100%.

Whether it's natural or synthetic, every fabric has an environmental impact. This year, we will prioritise using fabrics made from natural fibres, and we will take into account the water usage, availability, and impact on the global community when sourcing and selecting fabrics.

We will also work on communicating our fabric choices to our customers in further detail with reference to the Higg index.

# Our Fibres

## Blended Compositions



### WE SAID

In our 2022/23 Impact Report, we outlined our approach to blended compositions: blended fabrics are more difficult to keep in circulation because, unless a fabric is made from just one fibre, they can be hard to recycle.

While, ideally, all our garments would be made from certified fabrics, it is often more sustainable overall to use fabrics composed of one single less sustainable fibre rather than a blend of several more sustainable fibres.

With this in mind, we pledged to reduce the number of pieces we create using blended fabrics over the course of 2023.



### WE DID

In 2023, we identified that we needed to improve our approach to using and rating blended compositions.

We improved our product listing information pages to be more transparent, including a full breakdown of the fibres used in the composition of the fabrics our garments are made from.

We continued to improve the sustainability icons on our product pages to make it easier for customers to identify the key sustainable and ethical properties of each item.

Having said this, we appreciate that we still have a lot more to do to reduce the number of blended fabrics used in our range.

Where necessary, we have continued to use non-recycled materials to maintain the functionality of a garment, ultimately extending the overall life of a piece.



### WE WILL

In 2024, we will continue to source new fabrics that are composed of one single fibre.

Where it isn't viable for us to use single-fibre fabrics, we will follow this process:

**Step 1** - We will try to increase the percentage of the sustainable fibre within the blend.

**Step 2** - Where possible, we will improve the remaining percentage of fibres to a more sustainably sourced option, e.g., replacing polyester with recycled polyester.

We will also continue to investigate recycled elastane options.

# Our Fibres

## Animal Derived Products

### WE SAID

In our 2022/23 Impact Report, we stated that our clothing range was entirely free from animal-derived products and that we would never use angora, down, fur, or exotic animal skin in any of our styles.

### WE DID

In 2023, we started developing our first-ever shoe line. We carefully consulted with our vegan customers, and the response was to proceed with leather footwear rather than synthetic substitutes.

With this in mind, we committed to using only ethically and sustainably sourced leather options processed in Gold-rated tanneries certified by the Leather Working Group (LWG), an organisation that promotes sustainable practices in the leather industry.

### WE WILL

When we launch our shoe line later this year, our goal is to provide our customers with meaningful information around the sustainability of the materials we've used, including third party certification.

We will be transparent about the steps we've taken to develop these products in the most environmentally friendly way available to us.

We will also publish our first Animal Welfare Policy.

# Our Fibres

## Cotton

### WE SAID

In our 2022/23 Impact Report, we said that we wanted to look into developing more sustainable natural alternatives to traditional cotton, such as recycled cotton, bamboo, and linen.

In 2022, 100% of our cotton products were made from responsibly sourced fibres.

### WE DID

At the end of December 2023, 41% of our collection was made from cotton. 97% of the cotton we used in 2023 came from responsibly sourced fibres, and the remaining 3% of our cotton products were older styles that we are in the process of trading out of.

As we've previously stated, it is far better to sell through the remaining styles than to remove them from the site, as this creates unnecessary waste.

We also worked on sourcing recycled cotton as an alternative to organic cotton. Recycled cotton has a lower environmental impact than organic cotton, but due to material durability constraints and the lack of availability, it's taking longer than we'd hoped to approve it as a suitable replacement.

### WE WILL

In 2024, we will continue investigating new fabric alternatives, such as Cupro, Liva Linen, FSC jersey, and other sustainably sourced cotton alternatives.

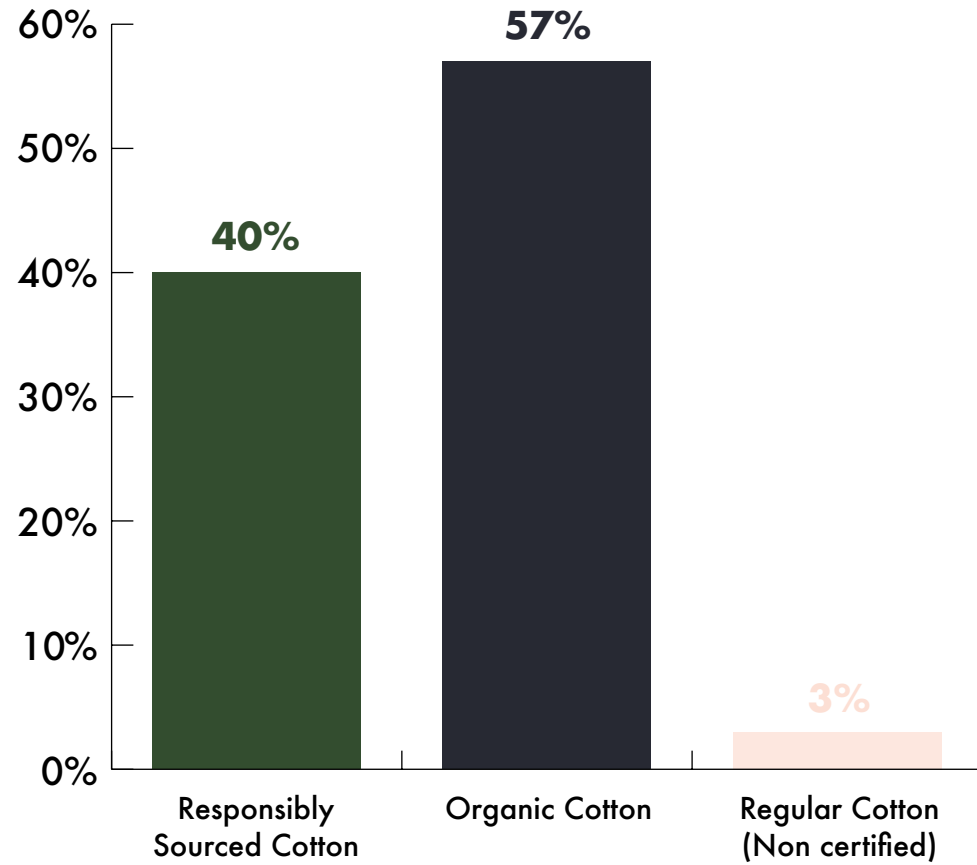
Where a cotton blend is used in the production of our garments, we will follow this process:

**Step 1** - We will try to increase the percentage of the sustainable fibre within the blend.

**Step 2** - Where possible, we will improve the remaining percentage of fibres to a more sustainably sourced option, e.g., replacing polyester with recycled polyester.

# Our Fibres

## Cotton



In 2023, **97%** of the cotton we used came from responsibly sourced fibres.



# Our Fibres

## Viscose

### WE SAID

In 2022, 91% of our viscose products were made from sustainably sourced certified fabrics, such as LENZING™ ECOVERO™ (60%) and Livaeco™ & FSC™ Viscose (39%).

In our 2022/23 Impact Report, we said that we wanted to build on the progress we'd made so far to continue to make more of our viscose products from FSC-controlled sources.

### WE DID

At the end of December 2023, 43% of our collection was made from Viscose.

In 2023, 99% of our viscose products were made from sustainably sourced certified fabrics, such as LENZING™ ECOVERO™ (60%) and FSC & Livaeco™ (39%).

The remaining 1% of our viscose products were older styles that we are in the process of trading out of. As we've previously stated, it is far better to sell through the remaining styles than to remove them from the site, as this creates unnecessary waste.

We also introduced a new FSC™ (Forest Stewardship Council) viscose Georgette in 2023 as part of our occasionwear line.

### WE WILL

In 2024, we will use more varieties of sustainably sourced viscose fabrics, including LENZING™ ECOVERO™, Livaeco™, and FSC certified viscose fabrics such as Livaeco™ Linen and TENCEL™ Modal.

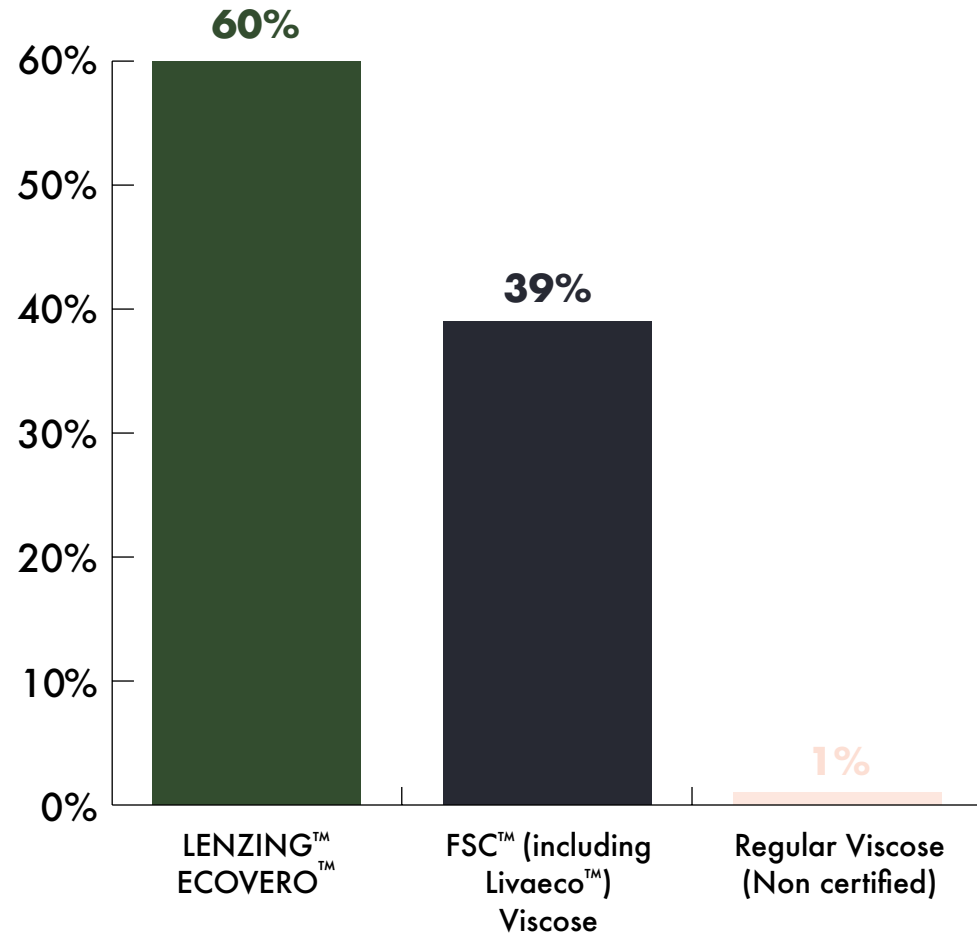
Where a viscose blend is used in the production of our garments, we will follow this process:

**Step 1** - We will try to increase the percentage of the sustainable fibre within the blend.

**Step 2** - Where possible, we will improve the remaining percentage of fibres to a more sustainably sourced option, e.g., replacing polyester with recycled polyester.

# Our Fibres

## Viscose



**99%** of our viscose products are now made from certified sources.



# Our Fibres

## Other Synthetic Fibres

### WE SAID

In our 2022/23 Impact Report, we said we wanted to decrease the proportion of polyester products in our range and replace them naturally sourced alternatives.

In 2022, 64% of the synthetic fibres used in our collections were made from Certified Recycled Polyester.

### WE DID

At the end of December 2023, 16% of our collection was made from other synthetic fibres. All these products were made from Certified Recycled Polyester (97%) or Recycled Polyamide (3%).

The recycled polyester we use is completely derived from recycled plastic waste, including plastic bottles and other single-use plastics.

The recycled polyamide we use is produced using both pre-consumer waste, such as processing scraps, and post-consumer waste, including discarded fishing nets, carpets, or other used textiles.

Using recycled polyester and polyamide helps promote circular fashion by preventing waste from going into landfill or the ocean.

### WE WILL

In 2024, we will continue to reduce the overall percentage of other synthetic fibres in our range by investigating suitable alternatives in line with our customer's needs. We will also continue to investigate recycled elastane options.

Where a blend of other synthetic fibres is used in the production of our garments, we will follow this process:

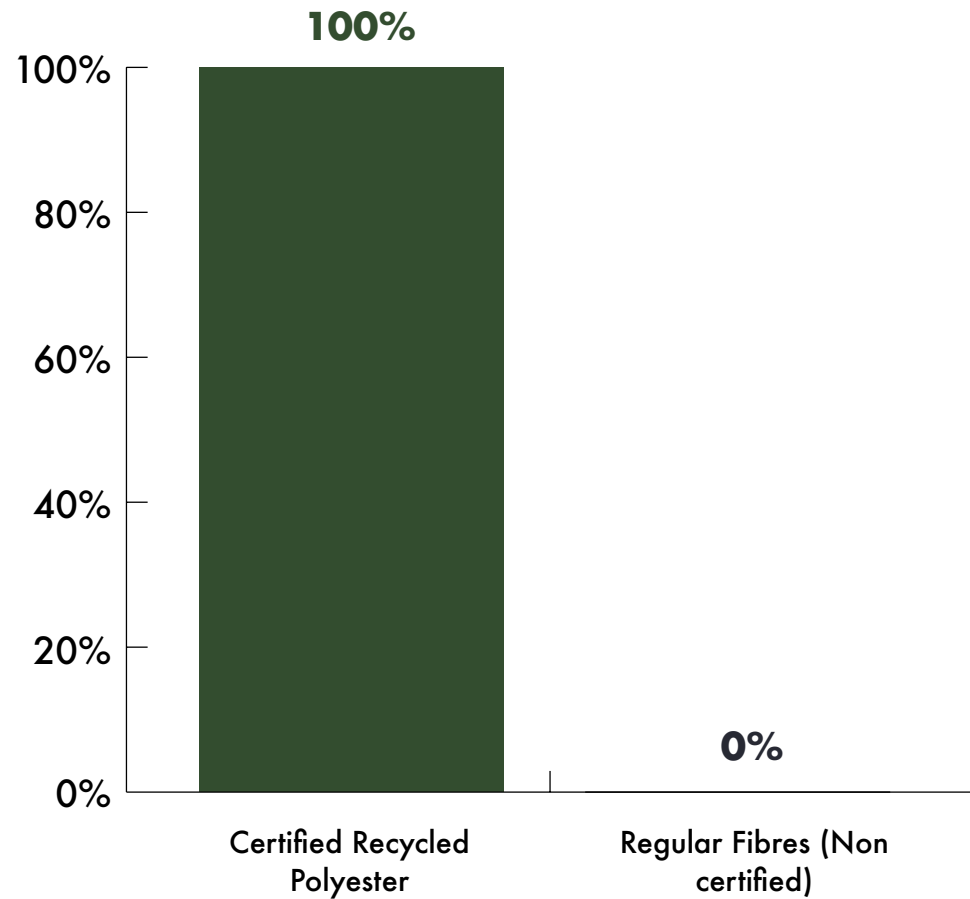
**Step 1** - We will try to increase the percentage of the sustainable fibre within the blend.

**Step 2** - Where possible, we will improve the remaining percentage of fibres to a more sustainably sourced option, e.g., replacing polyester with recycled polyester.



# Our Fibres

## Other Synthetic Fibres



To classify as sustainably sourced, over 50% of the total composition of the material an item is made from must be a certified sustainable fibre, e.g., Organic Cotton or Certified Recycled Polyester, and we must have the transaction certificate to prove it.



## REWEAR

We're wholehearted believers in promoting a circular economy wherever possible, and while we hope that the Joanie styles we create stay in your wardrobe for years to come, if something no longer fits or feels like you, we encourage you to give the item to someone else or sell it on a resale site.



## REPAIR

In 2023, we teamed up with The Seam as our official Repairs and Alterations partner. The Seam facilitates repairs and alterations via local makers to prolong the life of your clothes. You can read more about Joanie X The Seam here:

<https://joanieclothing.com/the-seam>



## RECYCLE

In 2023, we launched our first ever collection of accessories made using deadstock Joanie fabric leftover from elsewhere in the range.

We actively work with our suppliers to reduce, reuse, and recycle any offcuts and deadstock fabrics, and, to date, we have used 7267 meters of fabric to create limited-edition garments and accessories.

As we develop products, we're often sent samples and fabrics to check, test, and approve. We keep them until we've finalised a garment and have our 'keep sample' for the archive. The leftovers are donated to craft groups, schools, universities, and charity shops so they can be used again - we try to throw away as little as possible.

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.

# Ocean Co.

In 2023, we teamed up with Ocean Co to help collect and recycle ocean-bound plastic in some of the most impoverished communities in coastal regions around the world.

Over the course of 2023, we funded the collection of 6522KG of ocean-bound plastic, equivalent to 652200 plastic bottles, through sales of our Swimwear line.



**We funded  
the collection  
of **6522KG**  
of ocean-  
bound plastic,  
equivalent to  
652200 plastic  
bottles**

# Joanie HQ

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

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 Packaging

## Back Neck Labels, Size Labels, Garment Care Labels

### WE SAID

In 2022, as part of our goal to remove virgin polyester from our supply chain, we changed our back neck labels from polyester to certified organic cotton.

In our 2022/23 Impact Report, we said that we would continue to check that cotton transaction certificates were provided for each batch of our labels and further investigate our second-tier suppliers for labelling.

### WE DID

Throughout 2023, we continued to collate all the transaction certificates from our suppliers quarterly for our organic cotton labels.

### WE WILL

In 2024, we want to improve our care instruction labels based on customer feedback about their length, longevity, and overall softness by switching to recycled polyester satin labels.



# Our Packaging

## Swing Tags, Paper Tags & Shipping Cartons

### WE SAID

In 2022, as part of our efforts to make the most sustainable choices for our swing tags and labels, we switched from regular card to certified FSC card.

In our 2022/23 Impact Report, we said that we would continue to check that FSC chain of custody certificates were provided by each supplier, tracking and logging them quarterly.

### WE DID

In 2023, we continued to collate all FSC certificates from our label suppliers quarterly. Over the course of the year, 88% of our suppliers switched to FSC cardboard for our shipping cartons.

### WE WILL

In 2024, we want to continue to educate our suppliers further, encouraging them all to switch to FSC cardboard cartons for our shipments.

We also want to switch to recycled plastic packing tape for our shipping cartons while continuing to investigate more sustainable options like paper tape with the goal of finding a suitably durable option.



# Our Packaging

## Garment Bags & Packaging Materials

### WE SAID

In our 2022/23 Impact Report, we stated that our garment bags were made from recycled polyester that could, in turn, be recycled again at a local supermarket.

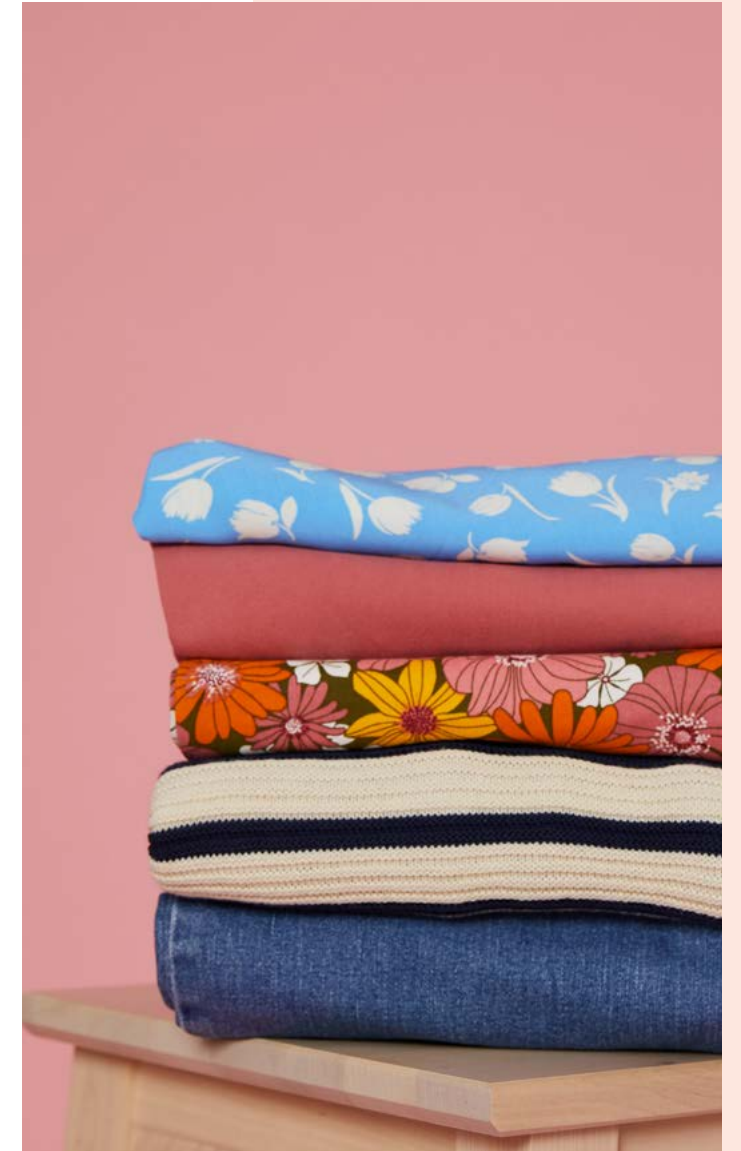
### WE DID

Over the course of 2023, we continued to work on sourcing a durable, more sustainable, possibly compostable alternative to our recycled plastic garment bags that could be recycled at home. We tested paper and plant-based garment bags, but we haven't found a viable alternative yet.

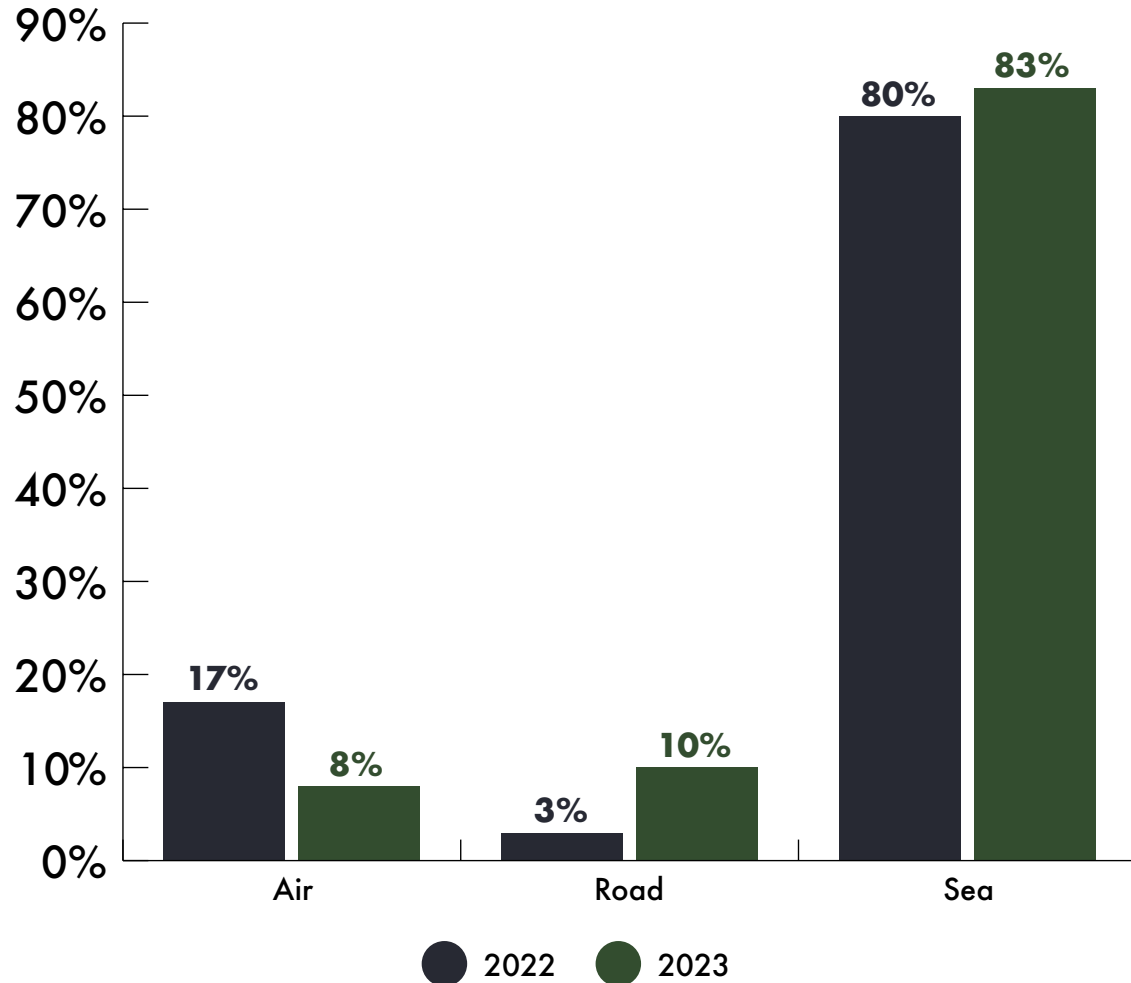
In 2023, we also switched to Micropak, a compostable alternative to silica gel for mould and moisture prevention in our garment bags and shipping cartons.

### WE WILL

In 2024, we want to continue investigating more sustainable replacements for our plastic poly bags, including compostable alternatives.



# Freight - Goods In



## SEA FREIGHT

- In 2022, 80% of our freight was transported by sea.
- In 2023, 83% of our freight was transported by sea.



## ROAD FREIGHT

- In 2022, 3% of our freight was transported by road.
- In 2023, 10% of our freight was transported by road.
- **In 2023, we collaborated with Community Clothing to produce a limited collection of cotton tops made in the UK.**



## AIR FREIGHT

- In 2022, 17% of our freight was transported by air.
- In 2023, 8% of our freight was transported by air.
- **In 2023, we made a conscious effort to reduce the use of air freight to transport our products.**
- **In 2024, we will stop using air freight entirely as an option to transport our goods.**

# Warehousing - Goods Out

## End of Road Delivery

### WE SAID

In our 2022/23 Impact Report, we outlined our approach to delivery: we send out parcels for next-day delivery via DPD, the UK's leader in sustainable delivery, and our standard delivery parcels via Royal Mail, the delivery service with the UK's lowest reported gCO<sub>2</sub>e emissions per parcel.

### WE DID

In 2023, we sent over 130,000 parcels via Royal Mail and DPD. We also started shipping our US-bound parcels via FedEx.

### WE WILL

In 2024, we have set ourselves the ambitious goal of calculating the Scope 3 emissions of all our couriers.





# Warehousing - Goods Out

## Mailing Bags

### WE SAID

In our 2022/23 Impact Report, we said that we wanted to investigate alternative sustainable materials for our mailing bags, with a view to switching from Green™ PE, a plastic alternative derived from a resin that originates in sugarcane, to a paper alternative.

### WE DID

Following customer feedback, in 2023 we investigated alternative sustainable materials for our mailing bags. We made the decision to switch over to paper bags, placing our order at the end of the year.

As part of our ongoing commitment to prevent waste wherever possible, we decided to use up our remaining supply of Green™ PE bags before switching over to the updated paper packaging.

### WE WILL

In 2024, we will calculate the Scope 3 emissions of our new paper mailing bags while continually monitoring how sustainable they are to ensure we're always choosing the most sustainable option.



# Warehousing - Goods Out

## Packing Materials

### WE SAID

In our 2022/23 Impact Report, we stated that all our order notes, cardboard, and paper for despatch packaging are made from recycled paper. Our parcel inserts are also shaped like bookmarks to encourage our customers to keep and repurpose them.

### WE DID

In 2023, we continued to use recycled paper for our order notes, choosing the most sustainable option currently available to us.

### WE WILL

This year, we will remove the order notes that are currently included in all our order parcels to help reduce paper waste further.

## Returns

In our 2022/23 Impact Report, we said that we had stopped including a returns label in our parcels, encouraging our customers to select their preferred returns option via our online Returns Portal.

In 2023, we introduced InPost as a UK returns method, allowing our customers to return their parcels by scanning a QR code rather than printing out a returns label.

In 2024, we want to improve the sizing information available on product listings to help our customers make an informed decision on the sizing and fit of our styles before placing an order.

# Warehousing - Goods Out

## 3PL

### WE SAID

Our warehousing and despatch is outsourced to a Third Party Logistics centre (3PL), Torque, in Wakefield. Torque recognises that it has a responsibility to the environment and is committed to reducing the environmental impact across its operations.

### WE DID

Torque published their SECR (Streamlined Energy Carbon Reporting). They also shared their policy to reduce their environmental impact, which includes:

- Investigating and implementing, wherever practical, initiatives to reduce energy consumption, such as the introduction of LED and PIR lighting.
- Reducing fleet emissions by ensuring efficient vehicle usage, optimal route planning, telematics usage and regular vehicle servicing and replacement.
- Reducing waste by compacting and recycling materials wherever possible and by providing facilities for recycling by employees at work.

### WE WILL

In 2024, we want to calculate the Scope 3 emissions of our warehousing.

# Carbon Footprint

## WE SAID

In 2022, we began the lengthy process of calculating our overall carbon footprint, changing our processes and working with our suppliers to gather the data this calculation requires.

In our 2022/23 Impact Report, we made our intentions clear: we want to calculate and reduce our carbon footprint as a business. We partnered with Ecologi, a platform that facilitates tree planting projects around the world, to offset our scope 1 and 2 carbon emissions.

We also encouraged our employees to limit all corporate travel and hold meetings virtually where possible. We offset any necessary corporate travel by planting trees for each employee through Ecologi.

## WE DID

In 2023, we recorded, compared, and benchmarked our environmental impact. We partnered with Beyondly, an environmental consultant, to further our understanding of the scope of our emissions, helping us calculate our overall carbon footprint for the year.

Our total annual net emissions for 2023 across Scope 1 and 2 was -60.6 tCO<sub>2</sub>e (yes, minus!), which means we offset more carbon than we contributed to the environment through our work with Ecologi.

As of January 2024, we have helped to plant a total of 9456 trees, funding 53 climate projects worldwide.

In 2023, we produced 0.3 tCO<sub>2</sub>e/£m turnover. This is an intensity metric we can use to compare our output to other businesses as well as our own in the future as our business grows.

100% of the electricity we used was produced by renewable sources, and 100% of the gas we used was produced by low-impact renewable sources.

## WE WILL

In 2024, we will start to include our Scope 3 emissions in our carbon footprint calculations to get a clearer picture of the environmental impact of our production process. Once we know this, we can continue to offset our emissions while making plans to reduce them.

We will also look at working with the Science Based Targets initiative (SBTi) to us become carbon neutral by 2030. Using science-based targets will help us understand how we can best reduce our emissions, doing our part to counter the effects of climate change.

We will also undergo an energy audit by Beyondly at the start of 2024, which will help inform changes we can make to ensure our office is as energy efficient as possible.

# Workers

The 'Workers' section of the B Impact Assessment evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement and satisfaction.

## IN THIS SECTION

37. Workers

39. Our Joanie Team



# Workers

## WE SAID

In our 2022/23 Impact Report, we outlined what we do to help our Joanie team achieve their full potential:

*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.*

*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.*

*Joanie Ltd offers all UK employees a pension with a responsible investment option, meaning that every member of the team can choose to move their pension fund into more sustainable and ethical investments. Personal financial advice is available to all employees from our independent advisor.*

## WE DID

In 2023, our team learned new skills and several members were promoted into exciting new roles.

We supported local university students through paid internships, work experience, and graduate schemes. We also provided reimbursements or programs for intensive continuing education credentials.

We also made cost of living pay adjustments to our team's salaries, matching an average wage growth rate of 7% in 2023. Bonuses were awarded to all employees, including non-executive workers, in recognition of the team's continued contribution in growing the brand.



# Workers



## WE WILL

### L&D:

In 2024, we will invest in management training programmes to help our home-grown talent develop with the business as it continues to grow. We will also implement study support for professional development qualifications.

### BENEFITS:

We also want to review and expand our employee benefits offering in 2024: we have several projects in the pipeline, including rolling out a platform that provides access to financial, physical, and mental wellbeing support tools alongside other benefits.

### EMPLOYEE RECOGNITION PROGRAMMES:

In 2024, we will establish employee recognition programs to celebrate achievements, milestones, and contributions. We want to incorporate peer-to-peer recognition to reinforce a positive and collaborative work environment.

### DE&I:

Embracing inclusivity is a cornerstone of our ethos at Joanie. To foster fairness in our recruitment process, in 2024, we will start anonymising reviews of applications and assess the inclusiveness of our job adverts, removing barriers to entry such as the need for a degree. We will also provide comprehensive training for all team members on key aspects of DE&I. Together, we want to create a workplace that values and celebrates everyone.



# Our Joanie Team

## DE&I

We currently employ 20 permanent team members.

- 95% of our team identify as female.
- 5% of our team identify as male.

We are proud to be a female-led business, with 83% of our leadership team identifying as female.

We are committed to offering career progression opportunities for all, with a dedicated focus on championing women into management positions, ensuring an empowered leadership team.

83% of our leadership team are home-grown managers - experts in Joanie who have been promoted internally.

Our full DE&I statement can be found [here](#).

We are proud to be a female-led business, with **83%** of our leadership team identifying as female.

## EMPLOYEE SATISFACTION

At Joanie, employee engagement is not just a concept - it's a thriving reality.

Our annual employment survey delivered stellar results, with every single member of staff believing in the tailor-made development opportunities we offer, with a unanimous 100% feeling inspired by their role and the business objectives.

Our entire ethos centres around ensuring every single member of our team feels inspired and has the opportunity to be an integral part of our success story.





# Our Joanie Team

## FLEXIBLE WORKING

We are incredibly proud of our approach to helping our team achieve a great work-life balance. In 2023, we built on our gender-neutral parental leave policies and looked at how we can best support our employees with their lives outside of the workplace.

Embracing the future of work, we offer enhanced flexibility with hybrid options and adjustable hours. Whether it's juggling caring responsibilities or prioritising personal well-being, our team uses this flexibility to craft a work routine that suits them best.

At Joanie, we believe that empowering our employees to thrive outside the office fuels a more inspired and dynamic team within it.

## REMOTE WORK INITIATIVES

In support of our commitment to sustainability, our company actively engages employees in environmentally responsible practices when working from home. This includes sharing resources on topics such as energy efficiency to promote eco-friendly workspaces.

As a vital aspect of our sustainable working policy, we prioritise educating employees on the proper disposal methods for e-waste and other potentially hazardous materials procured for their home offices.



- **100%** of employees **feel inspired**
- **100%** of roles **operate in a hybrid way**

# Community

The 'Community' section of the B Impact Assessment evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

## IN THIS SECTION

- 42. Community
- 44. Our Partners - Factory Audits
- 45. Our Partners - Biodiversity
- 47. Testing & Compliance
- 48. Communication
- 49. Where Our Products Are Made
- 50. Charitable Giving



# Community

## WE SAID

In our 2022/23 Impact Report, we outlined how we work with our suppliers to make sure that factory workers are treated fairly, paid a fair wage, and work in a clean, safe environment:

*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. 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 DID

In 2023, we worked with our factories to get every single one of them raised up to a higher level of environmental audit - something we've now made a standard requirement for all our suppliers.

We also delved deeper into our supply chain beyond our garment suppliers (tier 1) to identify our tier 2 - tier 5 suppliers. In 2023, we mapped:

- 100% of our tier 2 suppliers, including dye houses, printers, and finishers
- 88% of our tier 3 suppliers, i.e., fabric mills
- 55% of our tier 4 suppliers, i.e. the origins of our fibres
- 33% of our tier 5 suppliers, i.e., forest locations of raw materials

We also expanded upon our supplier Code of Conduct in 2023, bringing it in line with the ETI Base Code, founded on the conventions of the International Labour Organisation (ILO). The ILO is an internationally recognised code of labour practice, and the ETI Base code focuses on issues including working conditions, forced labour, fair wages, child labour, and discrimination.

Additionally, we expanded on our statement on modern slavery following reports of alleged human rights abuse, forced labour, and discrimination of Uighurs living and working in the Xinjiang Region of China. We made it a strict company policy to prohibit the use of any cotton originating from this region. Any cotton we use must be certified so we can be sure of its origin.

# Community



## WE WILL

In 2024, we will continue to identify the remaining tier 3 suppliers and work with them to understand their audit levels and the certifications they hold to ensure they meet the highest quality standards.

We will also identify and map the remaining tier 4 and tier 5 suppliers to ensure we have full traceability throughout the entire supply chain for our products.

We also want to further investigate DNA product passports as a way of offering our customers transparency and traceability throughout the supply chain, starting with our tier 1 suppliers.



# Our Partners

## Factory Audits

### WE SAID

In 2022, we started the process of ensuring all the factories we work with were members of SEDEX, an organisation that enables the sharing of data around social and ethical audits amongst its members.

All SEDEX members must be at least 2-Pillar SMETA audited, a mandatory investigation into labour standards and health and safety. A 4-Pillar audit is not mandatory but provides a more in-depth review of a factory's sustainable and ethical standards, combining the 2-Pillar audit with investigations into business ethics and environment.

By the end of 2022, 100% of our suppliers were signed up to SEDEX and were at least SMETA 2-Pillar audited, with 55% being SMETA 4-Pillar audited.

In our 2022/23 Impact Report, we set a target of making sure all our suppliers were SMETA 4-Pillar audited by the end of 2023.

### WE DID

We achieved this ambitious target, and as of the end of 2023, all of our Joanie suppliers now hold Smeta 4 Pillar audits. 4-Pillar audits are now the minimum requirement for all our suppliers.

### WE WILL

In 2024, we will review audits with our suppliers and make further suggestions for improvements to drive down their carbon emissions, including conserving water and reducing and repurposing waste.

Being a SEDEX member organisation means we have access to a continually updated view of the audit status and business practices of each of our factories, and we will continue to review this throughout the year.

# Our Partners

## Biodiversity

 **WE SAID**

In 2022/23 Impact Report, we said we would keep up to date with our suppliers' environmental changes and begin to explore and identify our second-tier suppliers.

 **WE DID**

Over the course of 2023, we identified and tracked our second and third-tier suppliers, including dye houses, fabric mills, printers, laundries, and finishers. We also established a matrix of their contacts, ready for us to review.

We sent out questionnaires to all suppliers to investigate the steps they are taking to improve the environment and biodiversity.

One of our suppliers installed a vertical garden on the outside of the factory wall: a pilot wall has been installed, which will be closely monitored to ensure the right kind of plants are being used, and how to best utilise water to limit waste. The aim is to provide cleaner air, which not only helps combat CO2 emissions, but also improves the health of those living in the areas around the factory.

During Diwali, one of our factories gave each member of their staff two saplings to plant around their homes with their families. Their aim is to raise awareness to younger generations and surrounding neighbours about importance of plant life and environmental growth.

Solar panels have been installed at factories to increase the amount of renewable energy sources, and lighting systems have been upgraded to reduce energy demand. This reduces the amount of CO2 released into the atmosphere and helps prevent the need to disturb the habitat for fossil fuel.



# Our Partners

## Biodiversity

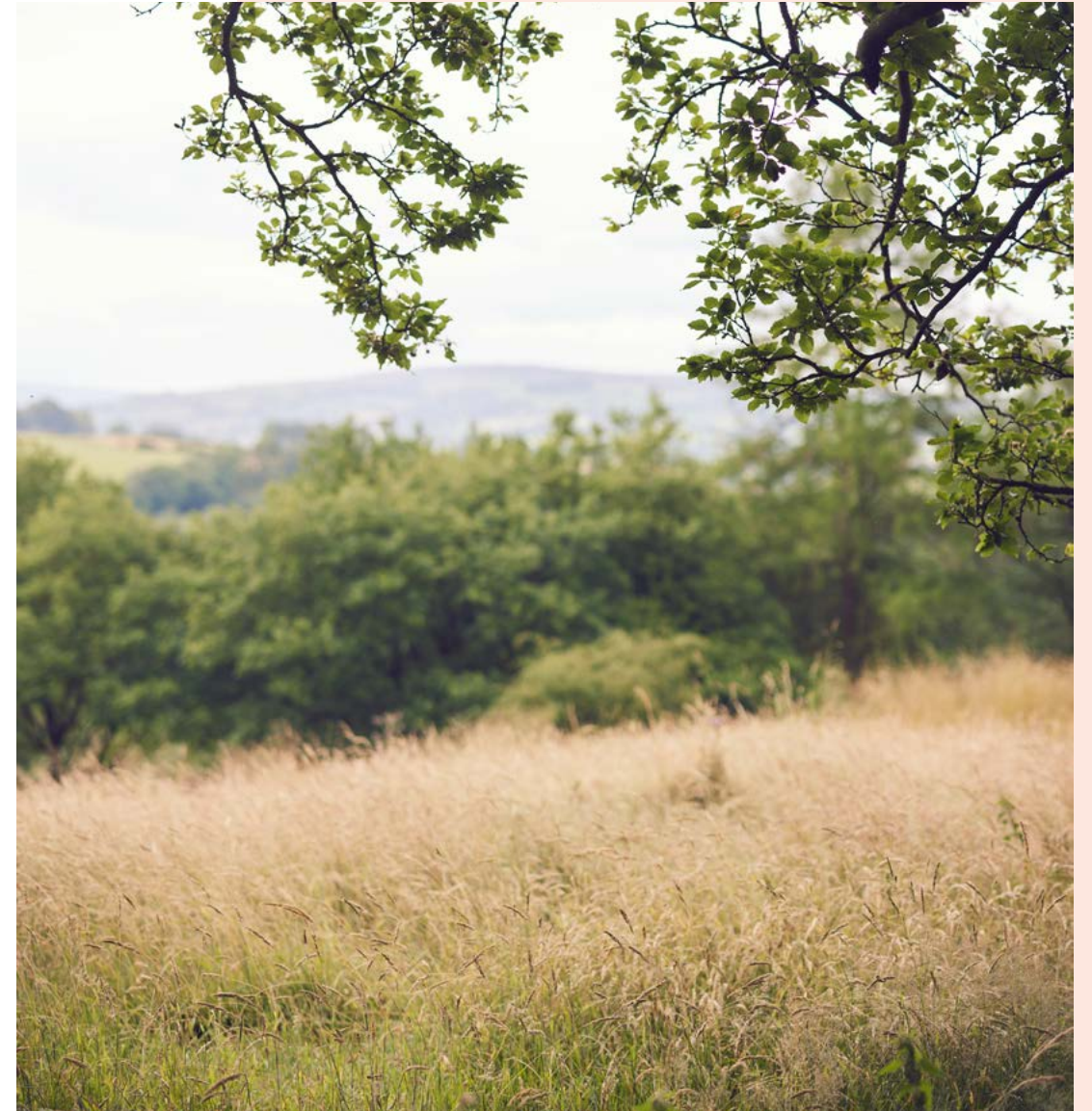


### WE WILL

In 2024, we will review our second and third-tier suppliers' audit status and certification to set meaningful environmental goals to help reduce, reuse and recycle in preparation for upcoming EU & US legislation.

We will continue to use more certified fabrics from sustainably controlled sources and work with our suppliers to gain Oekotex certification for our products. This will help reduce the overall amount of fertilizers, pesticides, and chemicals finding their way into the waterways, in turn reducing negative impacts on nearby beneficial insects (for pollination and pest control) and aquatic biodiversity.

We will continue to send out regular questionnaires to our suppliers to gain updates on current and future biodiversity initiatives. We will share updates with all of our suppliers as part of our newsletter scheme to help them inspire each other with new ways to improve biodiversity. We will also update our customers on this progress in our blog posts around sustainability.



# Our Partners

## Testing & Compliance

### WE SAID

In our 2022/23 Impact Report, we stated that all factories must agree to the terms and conditions laid out in our Supplier Manual as part of their contract. This includes compliance with REACH (restricted chemical use) and all UK/EU laws.

### WE DID

In 2023, our team undertook training with our nominated third party testing facility, Intertek. This testing was standardised, and we established a strict testing protocol to assure compliance with safety regulations across all suppliers, including testing per product to ensure no harmful chemicals are used in any dyes, washes, fabric finishes throughout the production process.

### WE WILL

In 2024, we will continue to independently test each of our garments, not only to ensure and prove compliance to our market regulations, but also to improve the longevity and circularity of our products.

Our goal for 2024 is to continue to increase the amount of certified materials we use, giving us greater confidence in the provenance of our fabrics.

We will also work with all our suppliers to gain Oekotex Certifications. Oekotex is a global certification that guarantees the safety of textile products and materials from harmful substances.





# Our Partners

## Communication



### WE SAID

In 2023, we said that we would continue to nurture the relationships we've built with our partnering by visiting them frequently throughout the year.



### WE DID

In 2023, we visited all five of our suppliers in India on four separate development trips. We took time to examine working conditions, ensuring that their practices align with our code of conduct.

These visits accounts for 50% of our suppliers, and by visiting them in person, we are able to build on both new and longstanding relationships.

We also introduced quarterly newsletters, which were sent out to all suppliers, providing updates on business progress, our focus, and our future environmental goals.



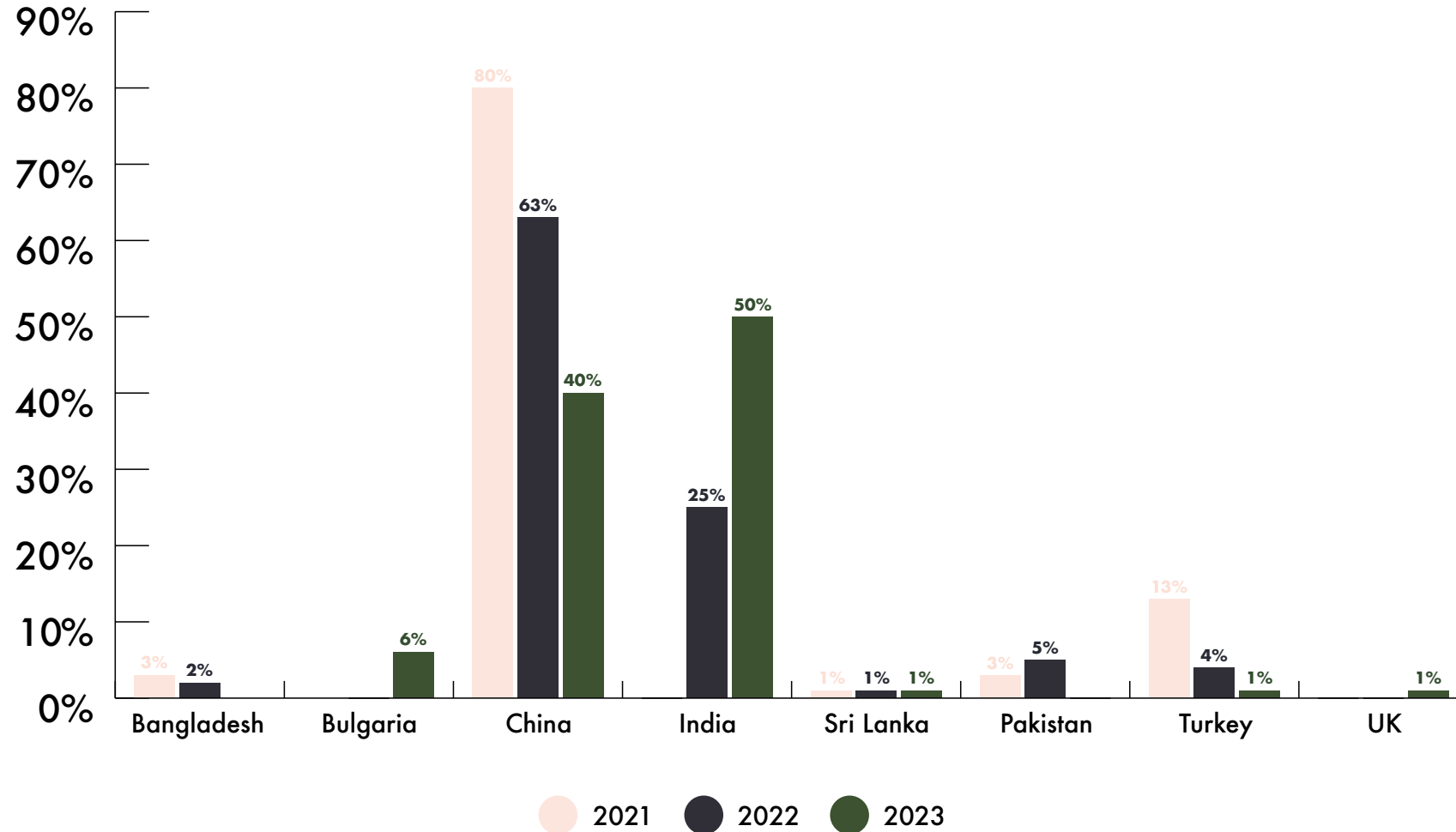
### WE WILL

Due to COVID travel restrictions in previous years, in 2023, we prioritised visits to suppliers we've started working with more recently to help develop these new partnerships into more long-term relationships.

In 2024, we hope to visit our long-standing suppliers in China again. We have worked with these factories since Joanie was established in 2016 and look forward to cementing these relationships further in person.

We will also share our 2023/24 Impact Report with our suppliers to help inform them on our progress so far and the goals we're working towards in the future.

# Where Our Products Are Made



For our 2023 collections, we placed orders with a total of 9 suppliers.

The majority of our products are made in collaboration with partners in India, China, Bulgaria, Sri Lanka, and Turkey. We also manufactured a capsule collection with Community Clothing in factories in the UK.

We have long-standing relationships with our suppliers. Our average supplier relationship is just over four years, although we have been working with a third of our suppliers since Joanie’s inception eight years ago.

We choose our suppliers based on their level of fibre expertise and locality of raw materials. For example, as cotton is grown or woven in India, we seek to produce cotton garments in factories in the same region.

# Charitable Giving



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

**Since our inception in 2016, we've raised over £108,000 for good causes and charities that we feel passionately about supporting. In 2023, we raised £41,760 through our active charity collaborations.**



## NEW LIFE

We donate any faulty garments that are returned to us to New Life, the UK's largest charitable provider of specialist equipment for disabled children. These faulty garments are repaired and sold to raise funds.

We made our first donation to New Life in January 2017, and since then, we've donated a total of 289 cartons.

In 2023, we donated 68 cartons of stock, with a usage rate of 96.7%.

Registered Charity Number 1170125



## SMART WORKS

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.

As of December 2023, we've raised over £1,300 and we regularly donate stock to help them build work wardrobes and interview outfits for women getting back into the workforce.

Registered Charity Number 1080609

# Charitable Giving



## CHOOSE LOVE

We're raising funds for Choose Love, an organisation that supports refugees and displaced people around the world, on two slogan knits. We're donating 100% of the purchase price of every Aphrodite Jumper in both colourways to the charity, and, so far, we've raised over £28000.

Choose Love is a restricted fund under the auspices of UK registered charity, Prism the Gift Fund no. 1099682.



## CHELTENHAM FESTIVALS

We're raising funds for Cheltenham Festivals through the sales of our Anne Sweatshirts to help support the work they do to promote the benefits of reading literature. £10 from the sale of every jumper will be donated to the charity, and in 2023, we raised £5,470.

Registered Charity Number 215765



## GIVING TUESDAY

In 2023, we celebrated Giving Tuesday by raising funds for Spread A Smile. We raised £678 to help them bring joy and laughter to seriously ill and hospitalised children and their families during long hospital stays.

Registered Charity Number 1152205



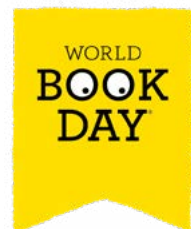
# Charitable Giving



## LADY GARDEN FOUNDATION

In 2024, we'll be supporting the Lady Garden Foundation through sales of our Lollie Pyjamas. We're donating 100% of the profits from every pair of Lollie PJs sold to the charity, aiding their mission to change the future of female health, committing to a minimum donation of £5,000.

Registered Charity Number 1154755



## WORLD BOOK DAY

We're also teaming up with World Book Day in 2024 on two book-themed styles to help raise funds for the charity.

We're donating £10 from the sale of every Tally Dress and £5 from the sale of every Toby Sweatshirt to World Book Day, committing to a minimum donation of £5,000.

Registered Charity Number 215765



# Customers

The 'Customers' section of the B Impact Assessment evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

## IN THIS SECTION

54. Customers



# Customers



## WE SAID

In our 2022/23 Impact Report, we said we would ask our customers for feedback in our annual survey and work on extending our size range.

We also said that we were working towards becoming a B Corporation, our most ambitious, overarching goal for 2023.



## WE DID

Following customer feedback, in 2023, we extended our size range to include a UK size 24 and 26. Every new style we create is available in UK sizes 8-26, but there are still some older styles on the website that we are in the process of trading out of that are only available in sizes up to a UK 22.

To make this happen, we changed our fitting process to improve the overall fit of our larger sizes. We invested in mannequins and employed fit models in sizes 10, 16, and 22 to ensure our clothing fits correctly across the range of sizes.

We also introduced an 'As Worn By You' section on our homepage and product pages featuring customers wearing our styles.

In November 2023, we opened our first ever Pop-up shop in London on South Molton Street. We worked with Sook to create a space with zero waste in line with our recent B Corp Certification, and we learnt so much in the process, spending four days meeting our loyal Joanie Gals in person.



## WE WILL

In 2024, we will send out a quarterly newsletter around our sustainability strategy to keep our customers updated on the progress we've made towards our goals.

We will also continue to ask our customers directly for their feedback through our annual customer survey.

In response to requests in our 2023 survey, we will be switching over to paper mailing bags in 2024.

We will look into opening more pop-up shops across the UK throughout the year to meet even more of our Joanie Gals in person.

At the end of 2023, we put out an open call on social media for real Joanie customers to join us on a special campaign shoot. This will be the first time we've ever invited customers behind the scenes to be a part of a campaign, something that has been highly requested in previous yearly surveys.

**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!**

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](mailto:sustainability@joanieclothing.com)