

STRATEGY



81%

Company **strategies** incorporate preferred materials.



69% • 81% • 44%

Have publicly reported/internal **policies**.



57%

Have long-term **goals** for embedding preferred materials into strategy.



74%

Have set **targets** for sourcing organic and/or other preferred materials.



56%

Use a **rating tool** to guide preferred materials sourcing.



35%

Report publicly on progress against key performance indicators or targets.

Environment/
Natural Resource
Human Rights
Animal Welfare

SUPPLY CHAIN



63%

Can **map** their supply chains back to fiber source.



70% Organic Cotton 64% Other Materials

Use **standards** to support product and supply chain integrity.



40%

Are **investing** in organic cotton farmers and securing their supply.

MATERIALS USAGE



74%

Reporting **organic cotton usage**.



21%

Reporting **recycled polyester usage**.



18%

Reporting **lyocell usage**.

ORGANIC COTTON & PREFERRED MATERIALS BENCHMARK 2015: KEY FINDINGS

(Based on 57 companies reporting 2014)

SALES & MARKETING



42%

Attach a **third-party label** on organic and preferred products.



81%

Are **communicating** their products' sustainability attributes.



21%

Claim there is a financial **Return on Investment** from highlighting sustainability attributes.



63%

Educate customers on sustainability issues.



42%

Evaluate effectiveness of consumer engagement activities.

AREAS TO IMPROVE

Strategy

1. Ensuring policy covers (i) use of natural resources and (ii) animal welfare, where relevant.
2. Embedding overall goals, as well as specific targets.
3. Use of rating tools to inform material choices.
4. Public reporting on progress against targets or KPIs.

Supply Chain

1. Mapping supply back to source of raw materials.
2. Enhancing integrity of product and supply chain.
3. Investing in supply security.

Materials Usage

1. Developing internal data collection systems and processes for all preferred materials.
2. Reporting on preferred materials usage.

Sales & Marketing

1. Use of third-party (independent) labels on products.
2. Proving and communicating the full business case for the company and its partners/suppliers.
3. Evaluating the impact (and success) of consumer engagement activities.