

Impact Report

2024/25

Joanie
joanieclothing.com



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Glossary

sustainable adj
/sə'steɪnəbl/

Capable of being maintained or continued at a certain rate or level.

Oxford English Dictionary

No one piece of clothing can ever be described as 100% sustainable, as the rate of production and/or maintenance are not governed. We can, however, choose to make a more considered decision about how we make our clothing.

We’ve made the informed decision to stop using the word ‘sustainable’ as a definitive. Sustainability is a journey, not a destination. As technology evolves and new developments take place, we commit, as always, that where a more positive solution to a question exists, we will always try to take it.

For the avoidance of any doubt, these are **our** definitions of the terms used in our report.

Biodiversity: All plants and animals.

Certified Responsible Fibres: Fibres that have been certified by a third party - we must have the transaction certificate to prove this. For example, Livaeco™ Viscose.

Carbon Footprint: The total amount of greenhouse gases - particularly carbon dioxide - that an individual, organisation, event, or product produces, directly or indirectly.

tCO2e: tonnes (t) of carbon dioxide (CO2) equivalent (e). This is a metric measure used to compare emissions from various greenhouse gases on the basis of their global warming potential by converting amounts of other gases to the equivalent amount of CO2. This single measurement includes Carbon Dioxide, Nitrogen Oxides, Sulfur Dioxide, and non-methane hydrocarbons..

Conscious/Responsible: Considering the environmental and social consequences of a decision and choosing the option that has the best impact on both factors, taking into account financial limitations.

Deadstock: Meters of fabric leftover from making the primary product. To print or dye a fabric, we have to meet minimum order quantities - they’re called deadstocks because generally they sit on the factory floor waiting to be used.

Environmental: Considering the consequences of a decision on the natural world (i.e., biodiversity, water quality, air quality, soil quality) and choosing the option that we believe has the best impact on this.

Ethical: Considering the consequences of a decision on all people involved and choosing the option that we believe has the best impact on these individuals.

Handbook: This is a manual that guides our team and our suppliers by explaining policies, procedures, expectations, and company culture.

Material Percentages: Unless otherwise stated, when referring to the material percentages of the collection, this includes only the majority fibre of the outer fabric. This does not include the lining, trims, or labelling. ‘Collection’ refers to all styles we have on our website at the end of the year, as well as all palletised styles. This includes developments from this year as well as previous years.

Slow Fashion: Taking the time to consider the environmental and social factors involved when creating a product, and making decisions we believe that have the best impact on both, while taking into account financial limitations.

Transparency: Openly sharing information about how Joanie is run, ensuring complete transparency at every level of our operation.

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

Back in 2016, we started *Joanie* with the intention of doing things differently. We love vintage style, and we strive to create clothing that’s rooted in nostalgia, incorporating our favourite aspects of vintage fashion and re-imagining them for the modern wearer.

We want to replicate the thrill of the find - that wonderful feeling of finding a gem in a vintage shop that fits like it’s been made just for you. Our styles are designed to become heirlooms, and we want you to be able to wear them and love them for a lifetime and then pass them along for somebody else to enjoy.

Slow fashion is our priority: we create unique styles that are made to stand the test of time and don’t follow the latest trends. We’re here to prove that conscious clothing can be fun! Our pieces are responsibly made, easy to care for, and available in UK sizes 8-26.

In 2023, Joanie became a Certified B Corporation. This certification reflects our ongoing commitment to balance profits with purpose - B Corps are businesses that meet high standards of verified social and environmental performance, public transparency, and legal accountability. The ‘B’ in B Corporation represents doing better, something that resonates with us deeply: we are committed to doing better and being better, and we put this commitment at the heart of every decision we make as a business.

Everything we make is designed in-house by a small but mighty team in the UK. While we are largely UK-focused, in 2024, we sold to 64 countries and worked with partners in India and China. We are committed to becoming a more



conscious brand in all areas of our business by making improvements within our supply chain, reducing waste wherever possible, and using more certified responsible fibres in the production of our garments.

We make feel-good clothing with a conscience, and we endeavour to put people and the planet first in everything we create and every decision we make as a business.

Our Sustainability Strategy

Our conscious choices and ethical standards are at the heart of every business decision we make. This means that everything from the fibres our fabrics are made from to the way they're dyed and processed, down to the suppliers that make our garments and the trims that we use, are considered in terms of the impact they'll have on the planet and the people in the supply chain.

Our ongoing commitment to becoming a more conscious business even impacts the ways our garments are packaged, shipped, packed, picked, and processed, as well as how many of each style we buy, the time of year they arrive in our warehouse, and how we promote them and market them to our customers. As always, we endeavour to create as little waste as possible throughout the entire process.

OUR MISSION:

To generate success for Joanie and our partners with fairness and the development of a more responsible future at the heart of our business.

We've created this report using the B Impact Assessment (BIA) as a framework. Where possible, we have used time period-specific results to benchmark and compare our progress to last year's Impact Report.

To make things a bit more digestible, we've broken down our strategy into bite-size chunks. Over the following pages, we'll look at each key area in more detail using a simple three-step framework for each category to keep things consistent:



1. What we said we'd do (the goals we set in our 2024 Impact Report)



2. What we did (steps we took in 2024 towards those goals)



3. What we will do next (our goals for 2025)

Transparency about what we do and the goals we are working towards is so important to us, and we want to keep it simple. We know we still have more to do, but as always, we are committed to choosing the best, most conscious option available to us at our price point. We want to do what we do well and in the most responsible way possible.

*A note on data:
Unless stated otherwise, all data used in this report is from January to December 2024.*

A Message from our Founder



Welcome to our annual report! It's the place where we share what we've been beavering away on over the last 12 months and update our readers on our progress. That's the imperative word here - 'progress,' making headway towards achieving our goals, documenting the outcomes, the good, bad or the fair to middling (nobody's perfect, eh?), what we've tried that's worked, and equally what hasn't. The advances we've made and challenges we've faced while trying to achieve the ambitious plans we set for ourselves in our previous report.

The ongoing cost-of-living crisis still looms large, and most of us have had a little less spare cash to work with as prices surge and bills rise. As our purse strings have had to tighten, we've taken this as the time to look inwardly, posing ourselves the question: 'if we can't spend money, perhaps we can spend time instead?' From this grew our new volunteering policy for our employees, and in 2024, the Joanie team contributed over 137 hours of their time to good causes. This is something we intend to build on in 2025, but I'm extremely proud that our team have taken to this like ducks to water - thank you guys.

We used the same sentiment when it came to production: 'what can we reduce? Which processes and wastage can we eliminate?' - remembering that change does not need to cost the Earth. We've reduced the quantities of the products we buy in line with our purchasing patterns, and we've reduced the quantities of cloth we purchase per order to bring down wastage and the amount of deadstock meterage left in factory stores. Yes, that means less fun accessories this year, but fundamentally fixing the excess is better in the long run for all parties. We've also shifted the focus onto caring for what we already have, increasing the longevity of our products - e.g. wash cares, stain removal guides, quick repair content. You'll see much more focus on circularity from us in the coming year, too. In 2024, we also launched our Joanie shoe line, which was a

long time ambition of mine for the brand. The responses to the comfortable and fun shoes we've created was great, and we're still plugging away at being able to offer a vegan friendly/non plastic version of these best selling styles, too.

It's been incredible to be able to promote a team member internally to a new role of 'Sustainability Champion,' purely focussed on our brand's self improvement. Having someone who is responsible for collecting data across the business and collating research and feedback has allowed us to do more towards calculating our ambitious Scope 3 carbon emissions and do even more towards offsetting our carbon impact that impact, too.

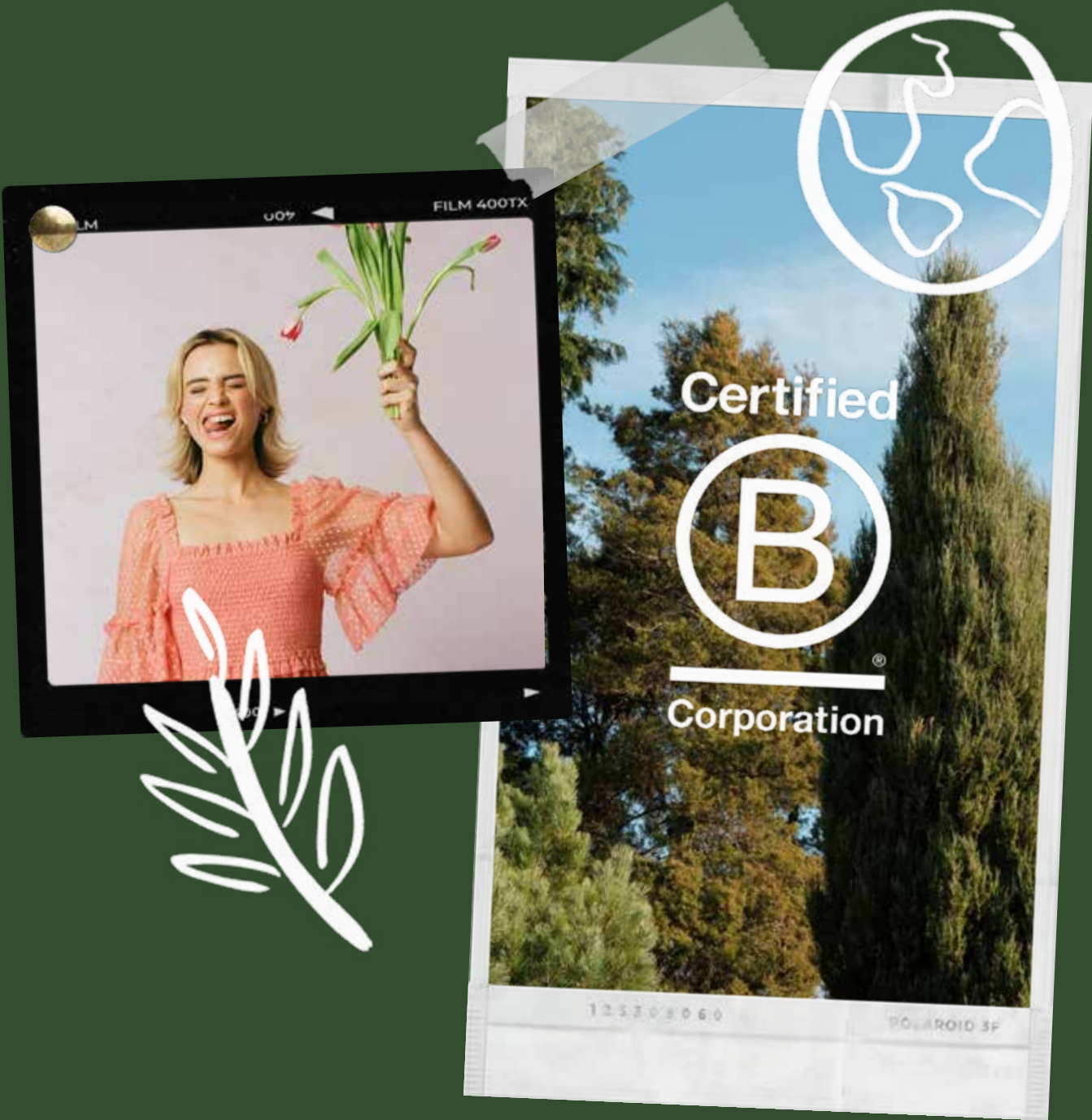
With your help, we've done more than ever for charity this year. Our work with the Lady Garden Foundation has been particularly rewarding because it's a subject that's particularly close to my heart, raising funds and awareness for the five female cancers. The stories and messages of support we've received have been especially heartening. We've also championed causes closer to home, supporting charities and projects close to our office in Manchester like Emmeline's Pantry and MUD, as well as longer term projects supporting those displaced by conflict.

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. Thanks for taking the time to read this report, and for your ongoing support and feedback - we love hearing from you, our Joanie Gals and Guys.

Thanks for your support

Lucy, Founder, Joanie Clothing

B Corp



IN THIS SECTION

- 7. OUR B CORP VERIFIED SCORE
- 8. OUR B CORP CERTIFICATION

Our B Corp Verified Score (2021-2024)

We are proud to be a B Corporation and look forward to renewing our certification with improvements in 2026.

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:

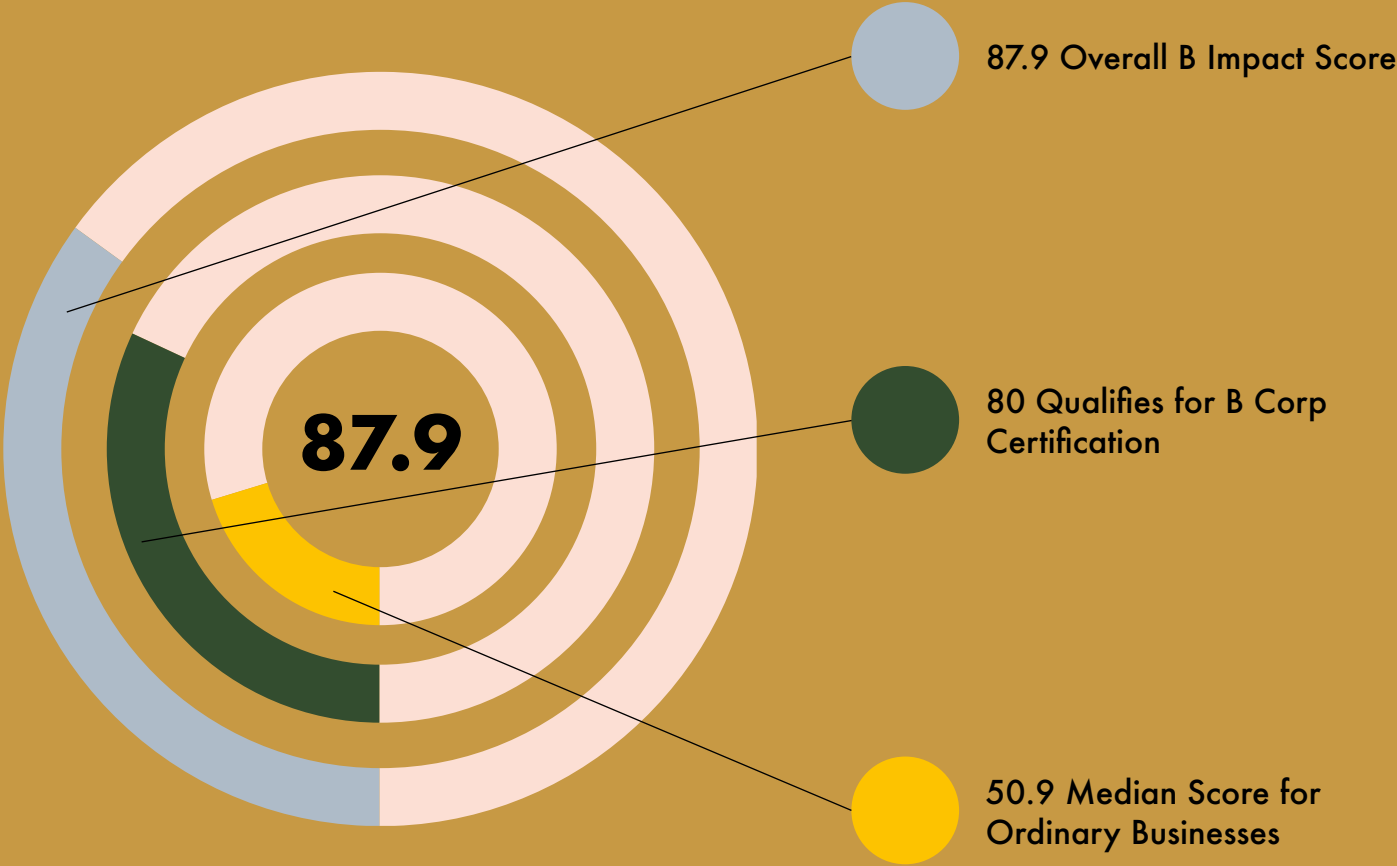
GOVERNANCE evaluates a company’s overall mission, engagement around its social and environmental impact, ethics, and transparency.

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 and 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 2024 Impact Report, the progress we made in 2024, and setting our goals for 2025.

Our B Corp Certification - Our Progress

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. It’s a measure of our social and environmental performance, public transparency, and legal accountability: a commitment to balance profits with purpose.

Being crowned a B Corporation is an accolade of monumental proportions and a massive achievement, but the work doesn’t simply stop once you receive the coveted ‘B’ mark.

B Corp is just about the toughest environmental and ethical certification you can get. Becoming a Certified B Corp means committing to upholding and improving upon your score every year - in other words, it’s a journey, not a destination. We can always do better and improve our practices if the whole team makes an effort to strive for more!

We were rigorously assessed by B Corp’s BIA, and we 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 - we encourage you to read, to learn and to forge change alongside us!

YEAR	2023 VERIFIED SCORES	2024 GOAL *	2024 BIA SELF REVIEWED **	REASSESSMENT GOAL
Governance	14.6	15.4	15.7	16.7
Environment	28.2	31.1	33.5	48.5
Workers	24.6	26.3	26.5	27.2
Community	15.4	19.2	16.2	18.4
Customers	5.0	5.0	5.0	5.0
Overall	87.9	97.2	97	115.8

* Goals set within the ‘We Will’ sections of our 2023/24 Impact Report
** Self reviewed results according to progress achieved in 2024 ‘We Did’ sections of our 2024/25 Impact Report
**Goals set within the ‘We Will’ sections of our 2024/25 Impact Report

Governance

The 'Governance' section of the B Impact Assessment evaluates a company's overall mission, engagement around its social and environmental impact, ethics, and transparency.

IN THIS SECTION

- 10. GOVERNANCE
- 11-12. SUSTAINABILITY COMMITTEE
- 13. SUSTAINABILITY CHAMPION
- 14. DIGITAL PRODUCT PASSPORT



Governance



WE SAID

In our 2023/24 Impact Report, we said we’d work 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 said we’d review our B Impact Assessment performance report and pinpoint specific goals to improve the governance of our business.

We said we’d 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.

We said that our 2024 financial reports would be verified annually by an independent audit.



WE DID

We have completed our third annual impact report, setting further goals to work towards in 2025.

We’ve implemented BrightSafe, a platform for training our team on all things health and safety. We’ve knitted social and environmental performance principles and practices into training programs for all team members old and new, and written these into our new company handbook to be shared in the new year.

With Brightsafe comes Wisdom, our new Employee Assistance Program (EAP) that provides in-the-moment support for employees and their families, be that personal, financial, or legal advice, support or counselling that supports our teams’ wellbeing.

In 2024, our financial reports were verified by an independent auditor.



WE WILL

We will strive to further improve upon our impact report next year.

We will undertake a full review of our company handbook in the new year and update all of our policies, procedures, rules and advice to be in one easy-to-read place for our team to use.

We will improve our training program further by rolling out our internal brand guidelines that will help our team communicate our social and environmental goals, updates and achievements.

Sustainability Committee

As part of our commitment to doing better as a B Corporation, we formed a Sustainability Committee with representatives from every area of our business. The Committee’s job is to effectively communicate our goals, progress, and results to the wider team as well as our community, board and investors, and our customers. Our Production Team regularly review product-related points that come up in Committee meetings to ensure that any products that are in development are more responsibly made.

The Sustainability Committee meets monthly to discuss how to communicate key updates with our Joanie Gals and review any changes. The Committee sets goals for improvement and monitors how we’re doing, benchmarking our progress on a continually updated Sustainability Committee Timeline. This helps ensure that everyone in the business is engaged in our efforts to improve our business, behaviours, outputs, and products.



SUPPLIER NEWSLETTERS

In 2024, we continued to send out a quarterly newsletter to all our suppliers, updating them on the business as well as highlighting areas we'd like them to work on. Alongside this, we also provided education on legislation, as well as insights on more responsible practises and materials.

CUSTOMER NEWSLETTERS

In 2024, we launched our quarterly Customer Sustainability Update. We strive to be as transparent as possible about the progress we're making, and this newsletter allows us to give our customers regular updates around the goals we set in our Impact Report.

In addition to this, we also shared regular updates documenting our progress as well as tips and ideas to increase the longevity of our pieces on our social media platforms. This included wash care tips, stain removal guides, and circularity ideas.



BRAND GUIDELINES

In order to guarantee all the information we share is accurate and consistent, we created a set of visual brand guidelines for the team to follow. These guidelines are regularly reviewed and updated to ensure they are accurate and up to date with legislation.

WEB COPY

Next year, we plan to review and update the sustainability section of our website more regularly, making sure information is as accessible to customers as possible.

DIGITAL PRODUCT PASSPORTS

Last year, we started working on creating digital product passports for all of our products. This legislation will become mandatory within the next 2 years. Look out for this launching on the website in 2025!

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.

All ideas, suggestions and snippets of information are welcome at the table, and anything that gets brought up is investigated further by our new Sustainability Champion.



SUSTAINABILITY CHAMPION

In 2024, we introduced our Sustainability Champion, a new role dedicated to overseeing our goals and making sure we're achieving them. While sustainability remains a collective responsibility across the team, this position ensures we stay focused and make continuous progress toward our targets.

STAKEHOLDER MATRIX

We continue to maintain a stakeholder matrix with a monthly check-up on progress and transparency as part of our Sustainability Committee Meetings.

Sustainability Champion



Last year, we promoted Lucy, one of our Product Team members, to the newly created position of Sustainability Champion. The purpose of this role is to set big ambitions, encourage progress, and work with the whole team to ensure we’re achieving our goals across the business.

Our Sustainability Champion’s responsibilities include:

TRANSPARENCY - Communicating the progress we’re making to our Joanie Gang through our website, social media posts, and our Quarterly Sustainability Update.

PARTNERSHIPS - Working with organisations to help us achieve our goals. This includes certification bodies, environmental consultancies, and charities.

RESEARCHING - Exploring ways we can do better. For example, new technologies, materials, business practices and initiatives.

IMPACT DATA - Collecting data to set meaningful goals. We’ve started by calculating our carbon emissions, and we’re working towards collecting data on water use and waste. This is a huge undertaking, as it requires us to assess every step of our supply chain as well as our business as a whole. We’re working hard to achieve this, and we’ll keep you updated on our progress!

“By focusing on sustainability in my new role, the team and I have already been able to achieve so much here at Joanie. This year, we’ve been setting the groundwork for more exciting things to come in 2025.”

HQ SUSTAINABILITY - Making sure we’re practising what we preach at Joanie HQ! Choosing the most conscious options for our office supplies, making sure we’re working in more conscious ways, and organising team initiatives, including volunteering days and Employee of the Month.

GOALS - Continually working on the Impact Report and B Impact Assessment to ensure we’re working towards meeting the lofty goals we’ve set.

TRACKING PROGRESS - Organising the monthly Sustainability Committee meetings and following up to make sure we’re keeping up momentum and staying on track for success.

LEGISLATION - Keeping up to date with legislation and making sure we’re compliant while preparing for any upcoming changes (e.g., Digital Product Passports).

Having someone dedicated to making our business more sustainable will help us to achieve so much more than we ever have before. We’re excited to see where this role will take us in the future!

Digital Product Passport

In 2024, we started to prepare for the upcoming Digital Product Passport (DPP) EU legislation, which aims to increase product transparency. This legislation will require us to collect data across our entire supply chain, including carbon emissions and water usage. Digital Product Passports will contain all the information you could ever need to know about a product, from wash care instructions to circularity services and the journey that the product has taken to reach you. Each product will have its own Digital Product Passport with information specific to that product.

We continued to make progress on identifying all the suppliers in our supply chains in 2024. We have categorised them into the following tiers:

- TIER 1** - Product Assembly: This includes the garment maker, laundry, and finisher.
- TIER 2** - Material Production: This includes the mill, tannery, dye house, printer, label & packaging supplier, trims supplier and thread supplier.
- TIER 3** - Raw Material Processing: E.g. factories that turn cotton fibres into yarn.
- TIER 4** - Raw Material Extraction: E.g. cotton farms.

We want to create effective DPPs and make the most of this opportunity, which is why we've partnered with Bombiix to assist us in collecting and analysing the data that will be displayed on the DPP platform.

"DPPs will empower consumers in a way they never have had before. They will no longer choose products based solely on their appeal, but also on their positive impact—on Mother Earth, the workers who craft them with care (and fair wages!), and the communities they support."
- Lucy B, Bombiix Founder and Chief Product Officer.

Keep your eyes peeled for Digital Product Passports coming soon on our newest products!



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

- 16-17. ENVIRONMENT
- 18. OUR PRODUCTS
- 19. OUR FIBRES - RESPONSIBLY SOURCED FIBRES
- 20-21. FIBRE INDEX
- 22-23. JOANIE'S FIBRE INDEX
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- 25. OUR FIBRES - VISCOSE
- 26. OUR FIBRES - SYNTHETIC FIBRES
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- 28. OUR FIBRES - ANIMAL DERIVED PRODUCTS
- 29-31. CIRCULARITY
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- 34. PACKAGING - TAGS & CARTONS
- 35. PACKAGING - GARMENT BAGS & PACKING MATERIALS
- 36-37. FREIGHT - GOODS IN
- 38. WAREHOUSING - GOODS OUT
- 39-40. CARBON FOOTPRINT



Environment



WE SAID

As of January 2024, 98% of our current collection was made from certified materials, including organic, recycled or lower-impact fabrics.

We said we would continue to raise the percentage of our collection that is made from responsibly sourced and certified materials. We also said we'd review and, if possible, improve the certification standard and the quality and make-up of each of our fabrics.

We said we would decrease the number of seasonally-specific styles we create to help reduce potential waste, as well as reducing the quantities of each style we buy to ensure that we aren't overproducing.

We said we would add new fabrics that contain Viscose or Modal fibres to our range including Livaeco™ Linen, TENCEL™ Modal fibres, as well as recycled materials for our mesh and lace. TENCEL™ is a trademark of Lenzing AG.

We said we would continue our efforts to gain further knowledge and visibility on where our fabrics come from. We aimed to work with all of our suppliers to gain OEKO-TEX® certifications for the textiles and leather we use. OEKO-TEX® 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.



WE DID

As of January 2025, 98% of our current collection is made from certified materials. The remaining 2% includes deadstock styles made using fabric leftover from previous collections, as well as older styles that we are in the process of trading out of.

In 2024, we reduced the quantities of each style we bought by around 40%. Buying fewer of each style and releasing them as more considered collections helped us ensure we weren't overproducing. Creating styles that aren't seasonally specific helped reduce potential waste as they can be sold and worn year-round.

We introduced TENCEL™ Modal, a new fibre we used in the production of several styles, including Delaware. We launched new occasion wear styles made using recycled polyester dot mesh, including Havisham and Lilian. Following customer feedback, we introduced Livaeco™ Linen blend styles to our 2024 collection, including Jean, Maxine, and Aiken Gingham.

We also looked into sourcing buttons made from recycled materials in our collection, but unfortunately, they were not strong enough to meet our testing requirements. We will continue our search for new more responsible alternatives in 2025!

In October 2024, our Production Team undertook training with OEKO-TEX® to help them gain a better understanding of what OEKO-TEX® certifications involve and the next steps we need to take as a business. The team learnt about OEKO-TEX® STANDARD 100, a certification that proves the entire product has been tested against OEKO-TEX® standards, from the fabric and threads to buttons and trims. In 2024, we started mapping out who in our supply chain holds OEKO-TEX® STANDARD 100 certification.

Environment



WE WILL

In 2025, we’re aiming to increase the percentage of our collection made from responsibly sourced materials.

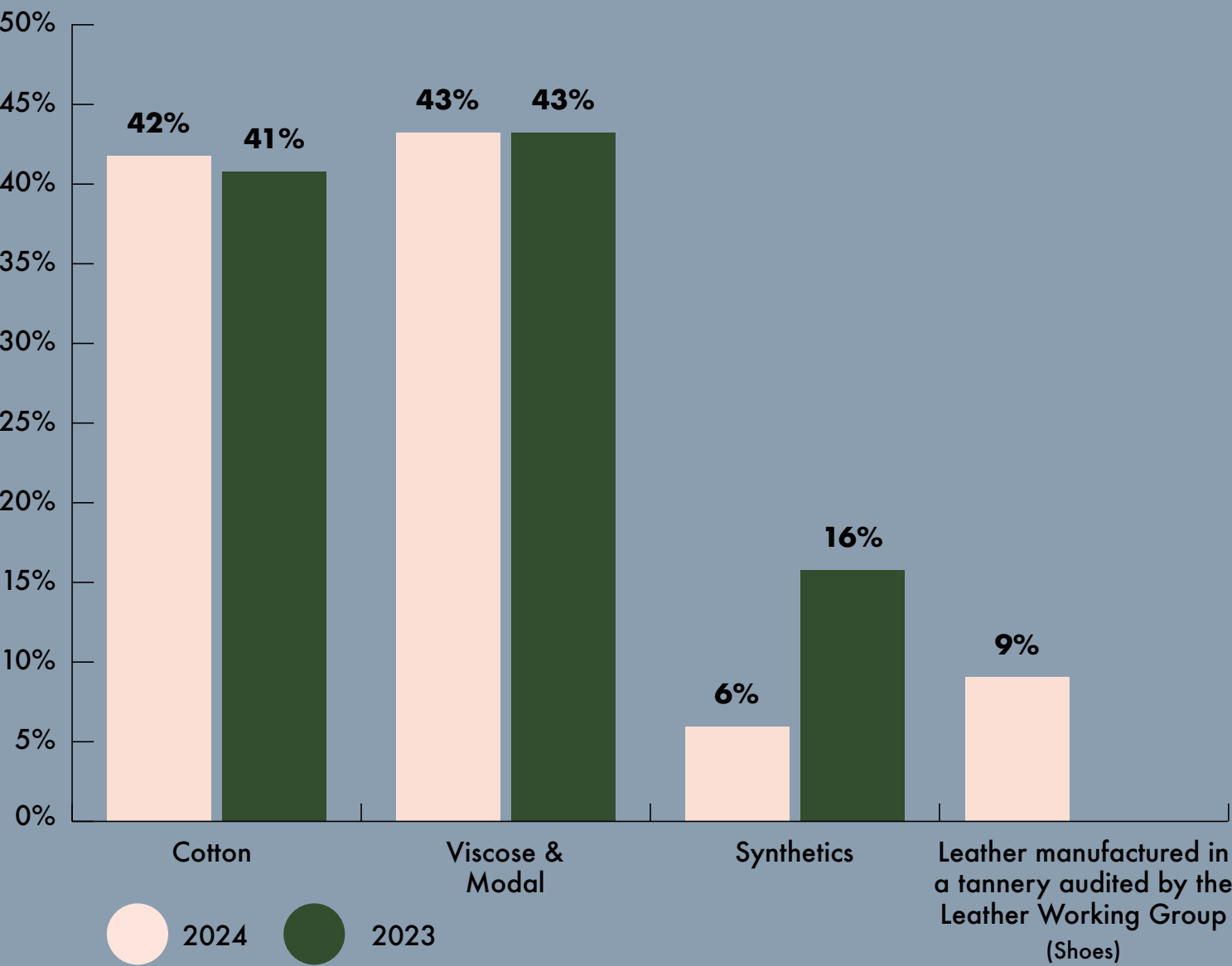
We will investigate improving our garment linings by using more responsibly sourced viscose and less recycled polyester.

We are investigating zips made from recycled materials, but so far, we haven’t been able to source metal zips made from recycled materials that pass chemical testing parameters. In 2025, we plan to investigate the use of vislon zips made from recycled materials.

Next year, we want to investigate transitioning to Corozo buttons rather than plastic ones. Corozo buttons are a natural alternative to plastic, made from the Tagua fruit of Corozo Palm trees. They have a limited environmental impact, as after the fruit is harvested, the tree continues to grow.

In 2025, we will continue mapping out who in our supply chain holds OEKO-TEX® STANDARD 100 certification. We will work towards creating products that are OEKO-TEX® STANDARD 100 certified, which means working with suppliers to ensure their entire supply chain holds this certification.

Our Products



As of January 2025:

- 42% 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.
- 43% of the Joanie collection was made from Viscose and modal. Viscose and Modal are cellulosic, semi-synthetic fibres derived primarily from wood pulp.
- 6% 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 more sustainably produced and regenerated fabric options to replace them with.
- 9% of the Joanie collection was made from Leather. This is made up of our shoe line, a new category added in 2024. 100% of our leather was made in tanneries audited by the Leather Working Group.

We will review this data every year and share it in our annual Impact Reports, highlighting the improvements we’ve made and our goals for the future.

Our Fibres - Responsibly Sourced Fibres



WE SAID

In our 2023/24 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 said we would work on communicating our fabric choices to our customers in further detail.

As of January 2024, 98% of our collection was made from sustainably sourced and certified materials. We said we'd continue to improve this percentage.

We said we would prioritise using fabrics made from natural, biodegradable fibres and would take into account the water usage, availability, and impact on the global community when sourcing and selecting fabrics.



WE DID

Over the course of 2024, we reviewed all of the fibres we currently use in the production of our garments. We ranked them from most to least responsible based on a number of factors (see page 20 for further details). We use this on a daily basis to aid our decision-making when creating more responsible products.

We've been working hard to increase the percentage of our collection that's made from more responsibly sourced and certified materials. As of December 2024, this percentage remained the same as the previous year at 98%. We are confident that in the not-too-distant future, our hard work will pay off, and we'll be able to say that 100% of our collection is made from certified materials.

Last year, we moved towards using more natural fibres across our range. Natural fibres made up 94% of our collection in 2024, up from 84% in 2023.



WE WILL

In 2025, we want to gain a better understanding of what makes a fibre more responsible. In order to achieve this, we will work with experts to collect and analyse data. This will be an ongoing project, and every year, we hope to gain a better understanding to help us make more informed decisions.

We will also continue to increase the percentage of natural fibres we use across our collection. For all our new developments, we will consider whether we can use a natural fibre where previously we would have used a synthetic one. Knitwear is an area we plan to particularly focus on, developing more styles made of cotton instead of synthetics.

We also plan to start collecting data for the upcoming Digital Product Passport legislation, including carbon emissions and water use. This will give us a better understanding of the impact our products have, allowing us to make better choices about the fibres we choose.

Fibre Index

We rated all the fibres we currently have in production in terms of their impact, with A being our most preferred and D being fibres we try to avoid completely.

We want to choose fabrics that have a low pre-consumer impact, which means they use less water, chemicals and energy and create less waste during production.

Having a low post-consumer impact is also something we look for when choosing a fibre. This takes into account factors, including whether or not they are recyclable and biodegradable or if they release microplastics.

These ratings are our opinions informed by our own research.

- A - Preferred fibres
- B - Fibres to be used where they present the best possible alternative
- C - Fibres to be used when a viable alternative isn't currently available to us.
- D - Fibres to be avoided at all cost

FIBRE	PRE CONSUMER IMPACT	POST CONSUMER IMPACT	OVERALL SCORE
Organic Cotton	Low	Low	A
Responsibly Sourced Viscose	Low	Low	A
Responsibly Sourced Cotton	Medium	Low	B
Linen (Flax)	Medium	Low	B
Leather Manufactured in a tannery audited by Leather Working Group	High	Low	C
Recycled Polyester	Low	High	C
Recycled Polyamide	Low	High	C
Conventional Cotton	High	Low	D
Conventional Viscose	High	Low	D
Conventional Polyester	High	High	D

Fibre Index

A - Our Preferred Fibres

ORGANIC COTTON

Evidence suggests that organic cotton fibres have half the global warming potential of conventional cotton fibres. Growing organic cotton promotes healthier soil and cleaner water through the reduced use of pesticides and insecticides.

RESPONSIBLY SOURCED VISCOSE AND MODAL

Some of our responsibly sourced fabrics contain LENZING™ ECOVERO™ Viscose and TENCEL™ Modal fibers which are made from wood, a natural and renewable raw material carefully sourced from responsibly managed forests. The wood taken from nature is purposefully balanced with forest growth rates, to ensure the continued availability of this valuable resource. TENCEL™ Modal and LENZING™ ECOVERO™ fibers are made with at least 50% less carbon emissions and water consumption compared to generic viscose and modal^

^Results based on LCA standards (ISO 14040/44) and available via Higg MSI

(Version 3.8). TENCEL™, LENZING™ and ECOVERO™ and are trademarks of Lenzing AG. Another Viscose fibre we use for our fabrics is LIVA ECO™.

B - Fibres to be used where they present the best possible alternative

RESPONSIBLY SOURCED COTTON

Responsibly sourced cotton fibres are grown using more environmental and ethical practices than conventional cotton fibres, including using regenerative farming practices and providing education for farmers.

LINEN (FLAX)

Linen is a natural fabric made from the fibres of the flax plant. It requires less water and pesticides to grow compared to other fibres, including cotton.

C - Fibres to be used when a viable alternative isn't currently available to us

LEATHER MANUFACTURED IN A TANNERY AUDITED BY LEATHER WORKING GROUP

The Leather Working Group (LWG) is an organisation that measures the environmental and social impact of leather production, awarding certifications to suppliers that meet the highest standards of sustainability.

RECYCLED SYNTHETICS (POLYESTER & POLYAMIDE)

Producing recycled synthetics uses significantly less energy than conventional synthetics. They also contribute to a circular economy, as they are made using existing materials.

D - Fibres to be avoided at all costs

CONVENTIONAL COTTON

Growing conventional cotton is highly water intensive, relies on harmful pesticides, and contributes to soil degradation. Additionally, it raises significant social concerns, including exploitative labour practices and the economic hardships faced by small-scale farmers.

CONVENTIONAL VISCOSE

Viscose is a cellulosic fibre derived primarily from wood pulp. When not sustainably sourced, viscose production accelerates deforestation, uses harmful chemicals, and contributes more to greenhouse gas emissions than cotton production.

CONVENTIONAL SYNTHETICS

Synthetic fibres are made from virgin plastic which takes a huge amount of energy to produce.

Joanie’s Fibre Index

A - Our Preferred Fibres

ORGANIC COTTON

We are working hard to increase the amount of organic cotton fibres we use in our collections. In 2025, we will choose organic wherever possible when developing styles that contain cotton fibres.

RESPONSIBLY SOURCED VISCOSE AND MODAL

100% of our styles that contain Viscose and Modal fibres are made using responsibly sourced Viscose and Modal fibres. In 2025, we will maintain this percentage.

B - Fibres to be used where they present the best possible alternative

RESPONSIBLY SOURCED COTTON

Creating the fibre index has given us a better understanding of the fibres we use. One of the outcomes of ranking fibres in this way was making the decision to prioritise using fabrics that contain organic cotton fibres over fabrics that contain responsibly sourced cotton fibres wherever possible.

LINEN (FLAX)

In 2024, we introduced a linen blend to our collections. In 2025, we will continue to introduce styles that contain linen.

C - Fibres to be used when a viable alternative isn’t currently available to us

LEATHER MANUFACTURED IN A TANNERY AUDITED BY LEATHER WORKING GROUP

All the leather we use is manufactured in tanneries audited by the Leather Working Group to a gold level. This is the most responsibly sourced material we have found so far for our shoes, but we are always on the lookout for better options.

RECYCLED POLYESTER

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

RECYCLED POLYAMIDE

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

D - Fibres to be avoided at all costs

CONVENTIONAL COTTON

We are working hard towards eliminating conventional cotton fibres across all our developments. Currently, it makes up less than 1% of our collection. This percentage represents deadstock developments and older styles we are in the process of trading out of.

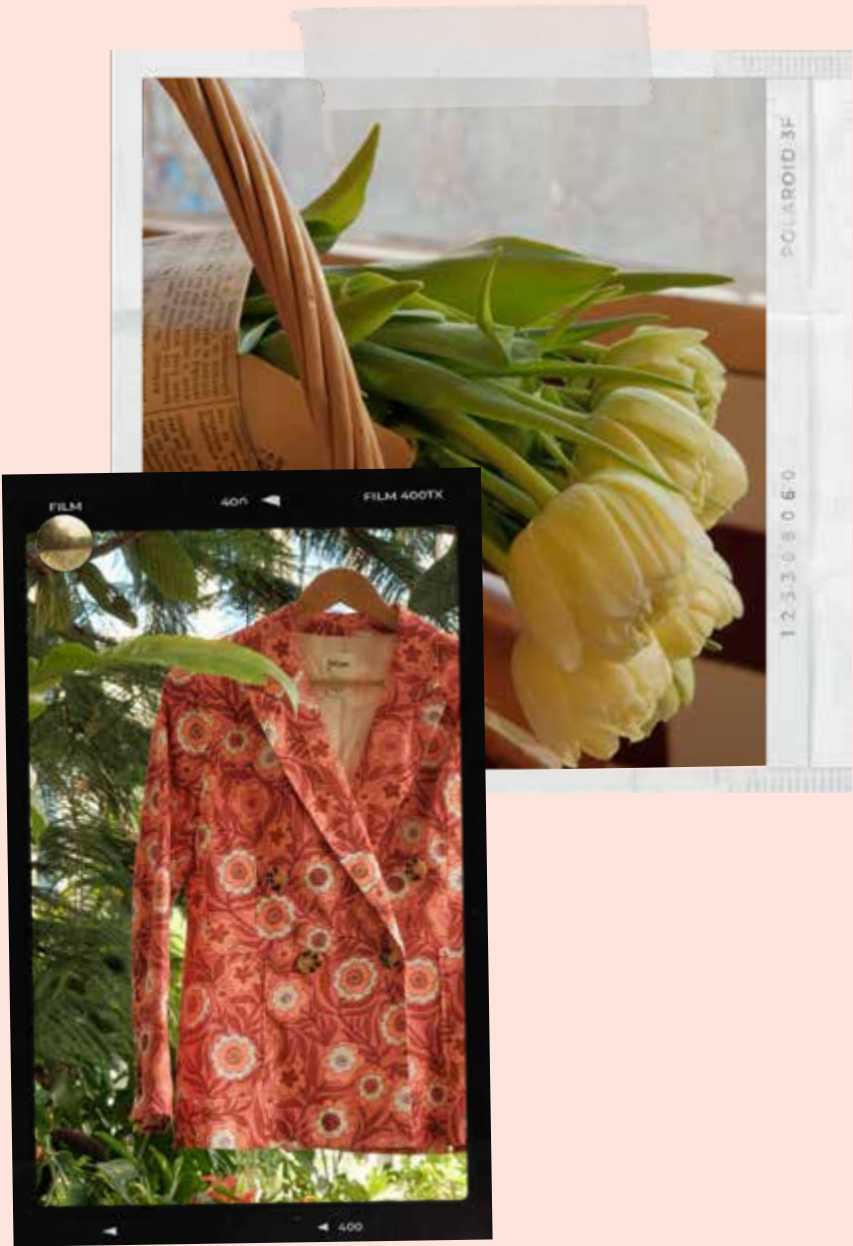
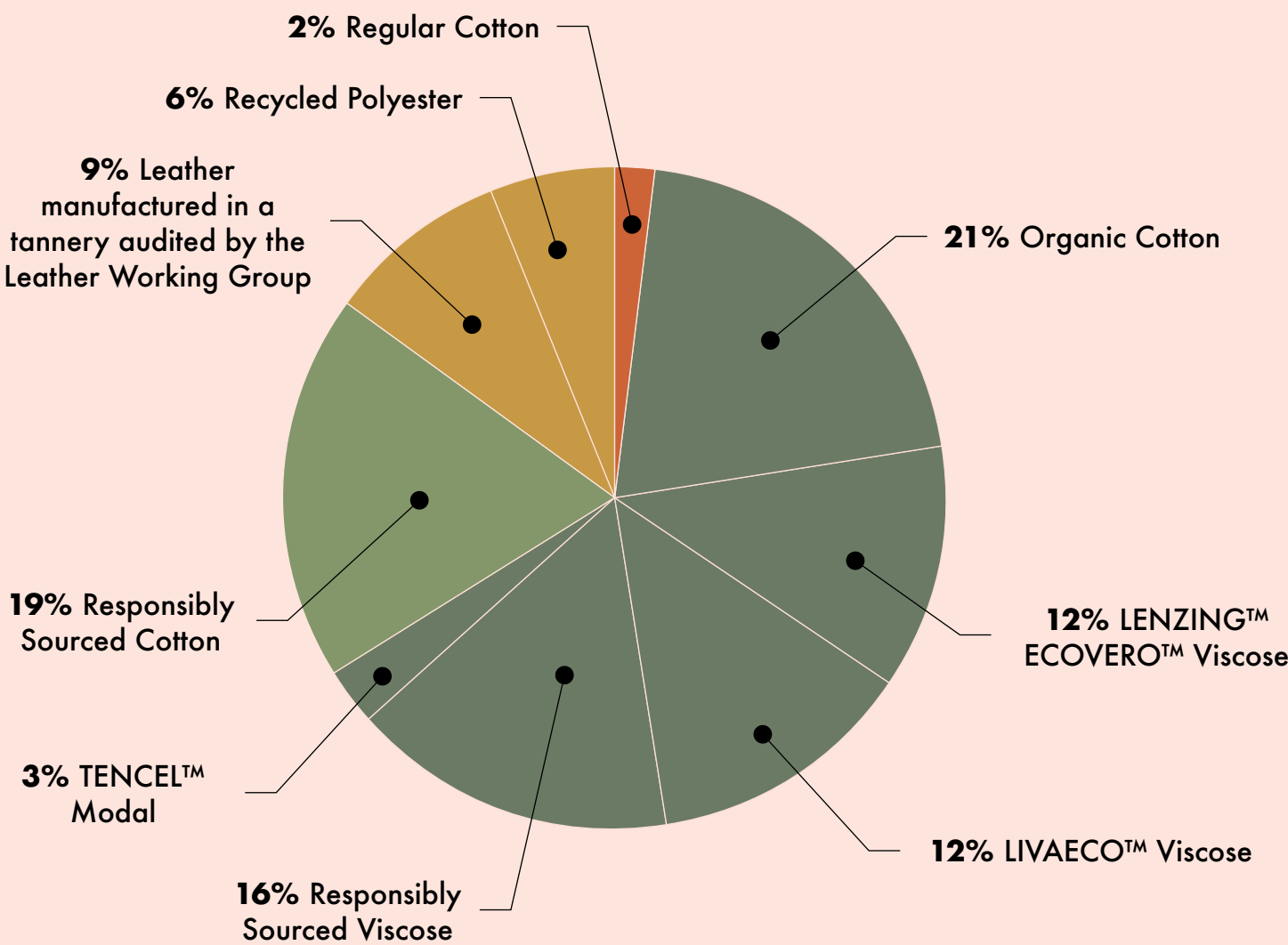
CONVENTIONAL VISCOSE

In 2024, we are proud to say none of our collection was made from conventional viscose fibres. We have made a commitment to avoid using this for any future developments.

CONVENTIONAL SYNTHETICS

In 2024, we are proud to say none of our collection was made from conventional synthetic fibres. We have made a commitment to avoid using this for any future developments.

Joanie's Fibre Index



Our Fibres - Cotton

WE SAID

In our 2023/24 Impact Report, we said we would continue investigating new fabric and fibre alternatives, such as Cupro, Liva Linen, responsibly sourced jersey, and other more responsibly sourced cotton alternatives.

In 2023, 97% of our cotton products were made from responsibly sourced certified fibres.

WE DID

In 2024, 96% of our cotton products were made from more responsibly sourced certified fibres. This is a reduction from 2023 as we developed new styles using old deadstock fabrics that would have otherwise have gone to waste.

51% of the cotton fibres we used were certified as organic.

45% were responsibly sourced cotton fibres.

The remaining 4% is made up of older styles and styles made using deadstock fabric.

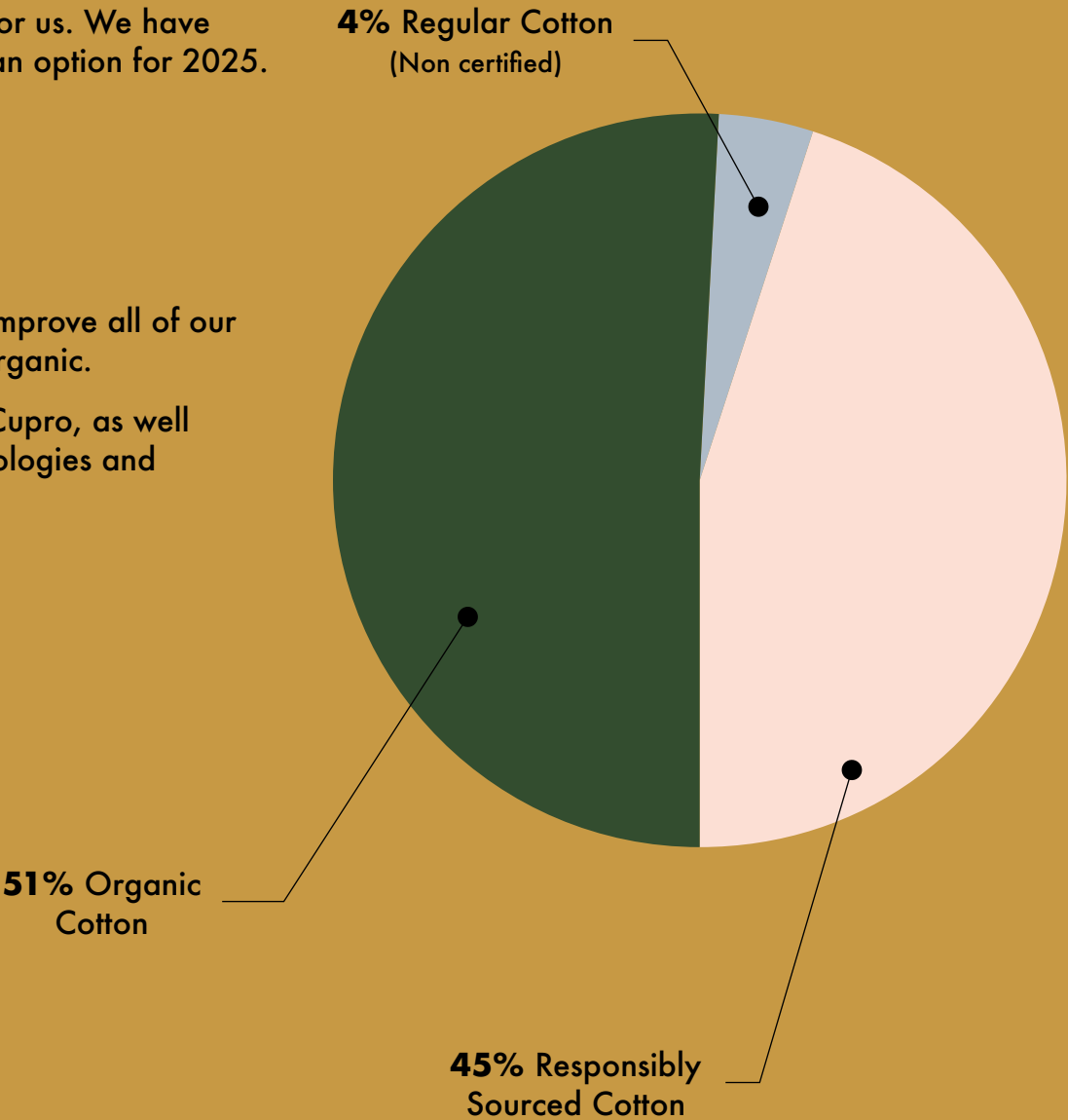
In 2024, we investigated recycled cotton fibres, which have a lower environmental impact than organic cotton. Unfortunately, they didn't meet our standards for durability, so overall, organic cotton

fibres remain the better choice for us. We have started to investigate Cupro as an option for 2025.

WE WILL

In 2025, we will endeavour to improve all of our cotton styles to be certified as organic.

We will continue to investigate Cupro, as well as looking into other new technologies and certifications.



Our Fibres - Viscose and Modal



WE SAID

In 2023, 99% of our Viscose and Modal products were made from sustainably sourced certified fibres.

We said we would increase the variety of more responsibly sourced fabrics containing Viscose and Modal fibres, including LENZING™ ECOVERO™ Viscose fibres, TENCEL™ Modal fibres and Livaeco™ Linen. TENCEL™, LENZING™ and ECOVERO™ and are trademarks of Lenzing AG.



WE DID

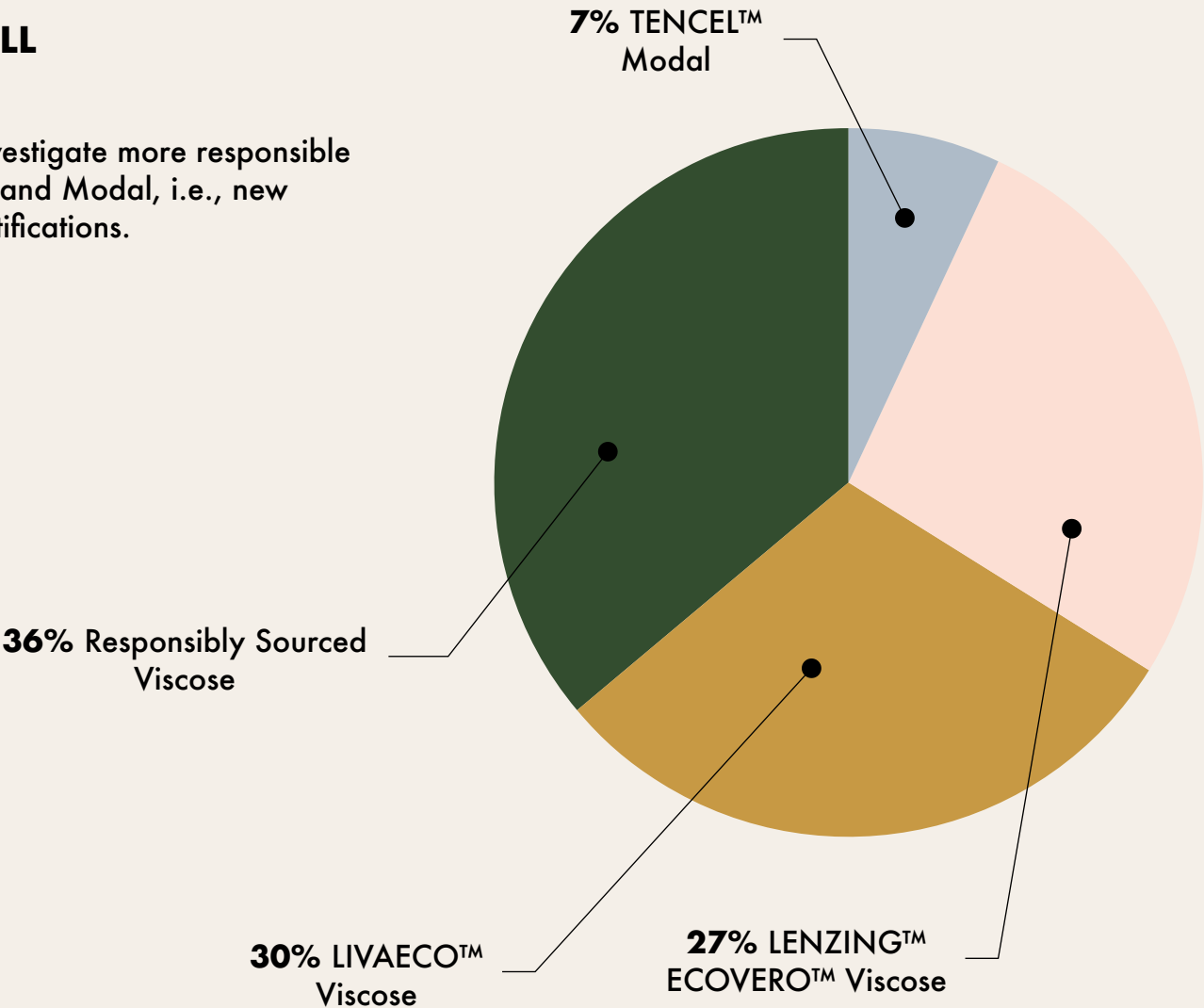
In 2024, 100% of our Viscose and Modal products were made using more responsibly sourced Viscose or Modal fibres. This includes the following: LENZING™ ECOVERO™ Viscose fibres (27%), Livaeco™ (30%) Responsibly Sourced Viscose fibres (36%) and TENCEL™ Modal fibres (7%).

We successfully increased the variety of Viscose and Modal fibres used across our range.



WE WILL

In 2025, we will investigate more responsible options for Viscose and Modal, i.e., new technologies or certifications.



Our Fibres - Synthetic Fibres

WE SAID

In 2023, 100% of the synthetic fibres used in our collections were certified as made using recycled materials. The percentage breakdown was: Recycled Polyester (97%) Recycled Polyamide (3%).

We said we would 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 also said we would continue to investigate options for elastane fibres made from recycled materials.

WE DID

As of January 2025, 100% of the synthetic fibres used in our collections were certified as made using recycled materials. The percentage breakdown was: Recycled Polyester (96%) Recycled Polyamide (4%).

Using polyester and polyamide fibres made from recycled materials helps promote a circular economy by preventing waste from going into landfill or the ocean.

As of January 2025, synthetic fibres made up 6% of the collection compared to 16% the previous

year - that’s a reduction of 10%!

In 2024, we continued to investigate options for elastane made from recycled materials. So far, we’ve been unable to find an option that meets our standards, so we will continue our search into 2025.

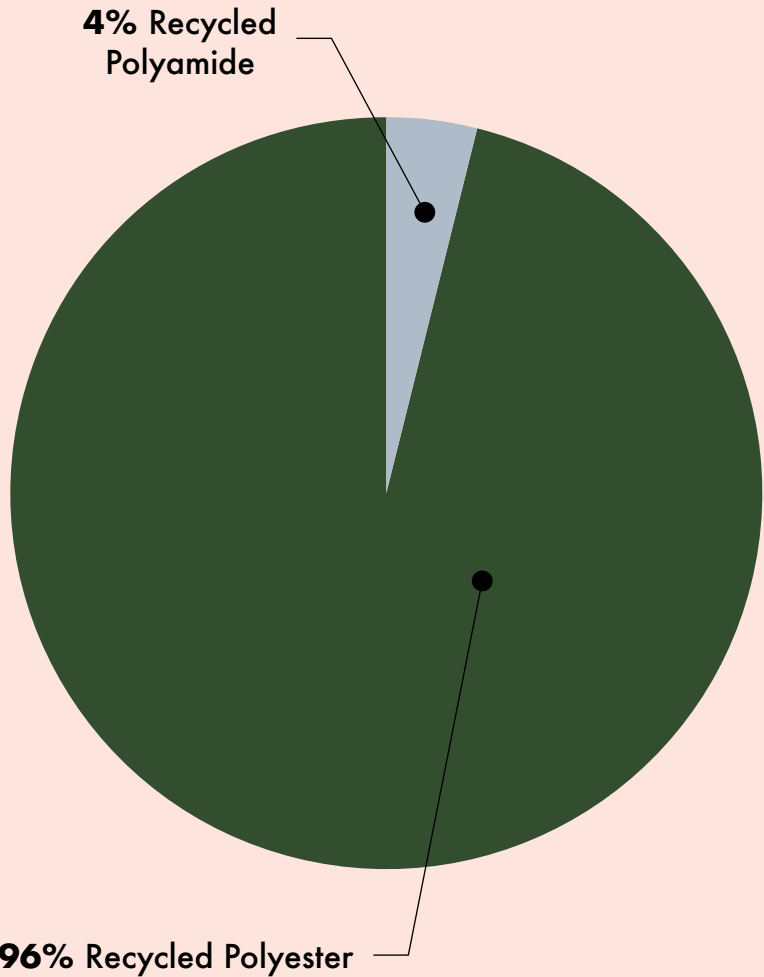
WE WILL

In 2025, we plan to reduce the percentage of synthetic fibres in our collections even further.

We will review our products, and where it is possible for a style to be made using a more responsible or natural fibre, we will choose this option.

We will investigate options to capture shed microplastics and look into supplying fibre capturing washing bags with any synthetic garment.

We commit to updating and informing our customers about the impacts of microplastics and educate them with useful tips on how to their impact.



Our Fibres - Blended Compositions



WE SAID

In our 2023/24 Impact Report, we outlined our approach to blended compositions: Fabrics made using a blend of different fibres are more difficult to keep in circulation because, unless a fabric is made from just one fibre, it can be hard to recycle.

We said we would continue to source new fabrics that are composed of one single fibre in 2024.

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

Step 1 - Try to increase the percentage of the more responsible fibre within the blend. Read more about which fibres we consider to be more responsible on page 21.

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



WE DID

In 2024, we carried out extensive research and fibre sourcing with the intention of improving the blended yarns we use across our knitwear range.

We explored a number of different 100% recycled

polyester yarns as a potential alternative to our current most-used blend. However, in the early stages of all wearer trial tests, the recycled mono-composition highlighted major pilling, fuzzing and matting issues. Fibres made from recycled materials are often shorter and weaker and ultimately compromise the longevity of the product. As a result of this, the 100% recycled polyester yarn failed to meet or exceed the standard of our existing blended yarns in terms of quality, life span and sustainability.

After ruling out 100% recycled polyester yarn, we focused directly on improving our best-selling knitwear composition: 50% LENZING™ ECOVERO™ Viscose, 28% polyester, and 22% polyamide. We wanted to try and increase the percentage of responsibly sourced fibres used within the blend, and in 2024, we successfully achieved this with a new blended knitwear composed of: 50% LENZING™ ECOVERO™ Viscose, 28% recycled polyester, 22% recycled polyamide. LENZING™ and ECOVERO™ are trademarks of Lenzing AG.

This improved composition successfully passed all our extensive wearer trial tests while maintaining the quality, hand feel, and longevity of our current best-selling knitted blend.

We launched this new blend in late 2024 across our knitwear range - Alder, Damien, and Lovelace Fox are some of our favourites!



WE WILL

In 2025, we will continue to improve our existing fabrics made using a blend of different fibres across all product areas by finding responsibly sourced mono-compositions or by trying to increase the percentage of responsibly sourced fibres within the blend.

Our Fibres - Animal Derived Products



In our 2023/24 Impact Report, we said we wanted to provide our customers with meaningful information about the sustainability of the materials we used for our new shoe line, including third-party certifications.

We also said we would be transparent about the steps we had taken to develop our shoe line in the most environmentally friendly way available to us.

We said we would publish our first Animal Welfare Policy in 2025.



We are committed to using only leather manufactured in tanneries audited to Gold-standard by the Leather Working Group (LWG), an organisation that promotes ethical and environmental practices in the leather industry.

All the leathers and suedes we use are by-products of the food industry and are completely traceable back to the tanneries.

We opted to use jute sourced locally to our suppliers in India for the insole boards in our shoes. This is grown without the use of harmful chemicals, making it an more responsible option. Jute is known

for its durability and strength, which makes it an ideal material for use in footwear.

We are committed to being transparent about our shoes. All information can be found on [our website](#), including information about the materials we use and care instructions.

In 2024, we published our first Animal Welfare Policy. At Joanie, we are committed to doing better: creating the best products we can while keeping our more responsible choices and ethical standards at the heart of every decision we make. [Read the full policy here.](#)



In 2025, we will encourage our suppliers to go beyond the requirements of our Animal Welfare Policy. Many of our suppliers already do this by creating habitats for local wildlife and planting trees. This year, we will continue to push our suppliers to give back to the environment and restore biodiversity.

Following feedback from our customer survey, in 2025, we will investigate and work on sourcing materials that can be used to create a vegan-friendly shoe line.

In response to customer requests for less synthetics, we will look into incorporating wool into our range. We will investigate the options that are available to us, including different certifications and where we can source wool from. We will also assess the overall impact of wool to inform our decision further.

Circularity

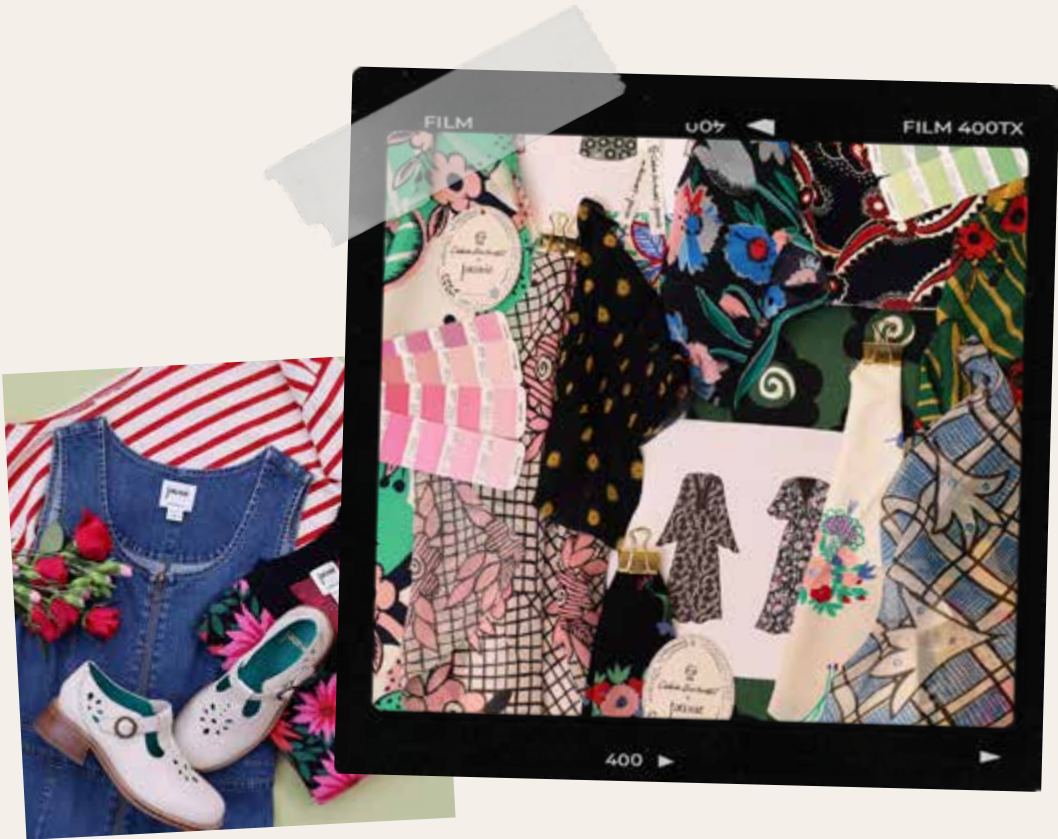
CIRCULARITY POLICY

In 2024, we added a Circularity Policy to our company handbook:

“At Joanie, we are dedicated to adopting a circular approach across the entire lifecycle of our products. From incorporating circular principles into the design phase to production reductions during manufacturing and offering effective circular services at the product’s end of life.”

PRODUCTION REDUCTIONS

In 2024, we focused on reducing waste across the whole lifecycle of our products. This included taking environmental considerations into account when designing products. We continually review product materials, design, reusability, and recyclability. In 2024, we sent a questionnaire to our factories to assess their current progress, and in 2025, we will continue to check in with them on this. In 2025, we will look to reduce waste during every stage of production, including reusing offcuts and improving cutting techniques.



PRODUCT LIFE CYCLE ANALYSIS

In 2025, we will investigate the lifecycle of our products further and research ways to improve their circularity.

We will also delve further into the impact caused by each product we create. We will break down our core lines into their respective material parts and, in turn, their impact, to see where else we have room to improve.

DESIGN AND BUYING

We always strive to design better products that our customers will wear and love for years. We continually review your feedback, whether as part of our annual survey or via reviews on Trustpilot.

We analyse returns data and share the report with the Joanie Team on a weekly basis. This information informs the design decisions we make and the amount of stock we buy. We use data-driven ratios to ensure our sizing is in-line with demand.

SOURCING MATERIALS

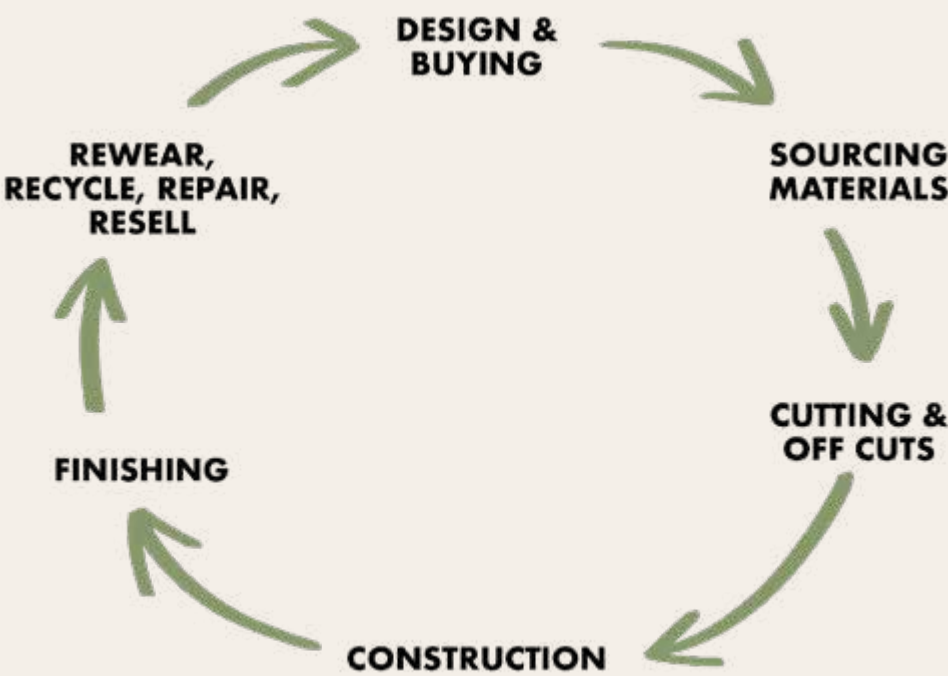
We want to ensure the products we create are made with high-quality materials that will stand the test of time. We continually assess the materials we choose and are always on the lookout for new innovations. When considering a new material, we often perform wearer trials and carry out testing to ensure it meets our standards.

CUTTING AND OFF CUTS

When cutting the fabric to make our garments, we aim to minimise waste wherever possible. We encourage our factories to create efficient lay plans and repurpose any offcuts leftover around the factory, for example as machine covers or cleaning cloths.

Occasionally, there is deadstock fabric leftover from creating the primary product. In other businesses, deadstock fabrics might sit on the factory floor for years, but we are committed to finding a use for as much of this as possible.

In 2024, we used deadstock fabrics to create 2912 limited-edition garments and accessories as well as 460 tote bags. So far to date we’ve used up a total of **8980.56 meters** deadstock fabric that would otherwise have gone to waste.



CONSTRUCTION

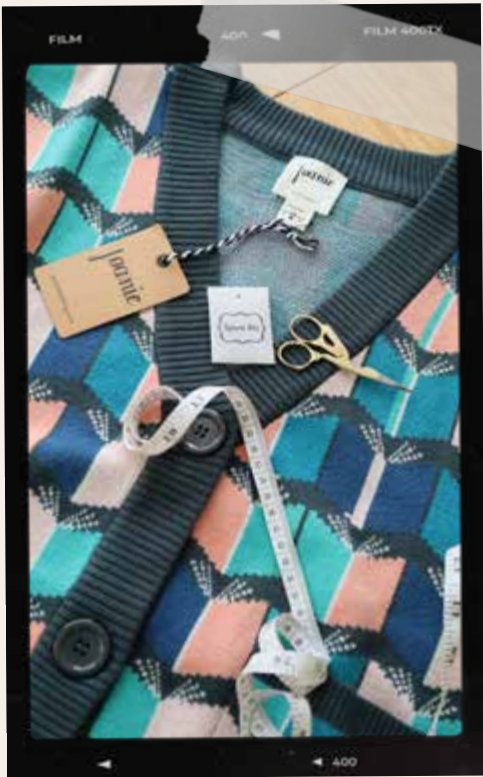
We are currently working on calculating the carbon footprint of each of our products. We want to reduce this footprint by encouraging our factories to use solar energy to power their equipment and facilities. We also encourage them to reduce their water consumption, for example by installing push button taps. Alongside this, we also ask that they choose more environmentally conscious options for factory supplies and equipment.

FINISHING

To help reduce waste during the finishing process, we have requested our factories use eco-friendly silica strips and use fewer plastic dust covers. We’ve also asked them to use less steam, which will reduce their water and energy consumption.



We are 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.



The Seam is our official Repairs and Alterations partner. They facilitate repairs and alterations via local makers to prolong the life of your clothes. You can read more about Joanie X The Seam [here](#).

In 2025, we want to expand on this and give our customers the knowledge to repair their own clothes through a series of tutorials.



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. We've also taken this as an opportunity to give back to the local community by donating fabric scraps to WAST (Women Asylum Seekers Together), who run craft sessions to support Asylum Seekers in Manchester.

Occasionally, we have styles that we can no longer sell on the website. We donate this product to New Life, who sell it in their charity shops to raise money for children with disabilities. You can read more about this [here](#).

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



Following feedback from our customer survey, we've been busy investigating and building our new reselling platform. We've been working hard on this and are pleased to say that this year, we have launched our own resale platform, Joanie Pre-Loved.

Joanie Pre-Loved allows you to buy and sell second-hand Joanie pieces and earn cash or money towards your next purchase - we'll even give you an extra 10% on top of the sale price of your item if you choose store credit!

Joanie HQ

OUR OFFICE

At Joanie HQ, we constantly improve on what we buy and where we buy it from. In 2024, we continued 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. Every time we make a purchase, we consider how we can make it better, from soap and sponges to tea and Fairtrade coffee.

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 100% of our energy comes from a renewable source.

ENERGY

In 2024, 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.

At the start of 2024, we undertook an energy audit to help us understand what changes we can make to ensure our office is as energy-efficient as possible. As a result of this, we recorded all of our monthly gas and electricity meter readings and invoices so that further analysis can be carried out on any patterns and trends in consumption, and we can see whether further reductions can be made in 2025.

WATER

In 2024, we recorded all of our monthly water meter readings and invoices so that further analysis can be carried out on any patterns and trends in consumption and we can see whether reductions can be made in 2025.

In 2025, we have grand plans to explore how we can best utilise our wastewater.

WASTE

We recycle in line with local guidelines at both our head office and warehouse.

REMOTE WORKING

We encourage our employees to adopt sustainable practices at home as well as in the office. Next year, we will add sustainability principles to our remote working policy.

Our Packaging

Back Neck Labels, Size Labels, Garment Care Labels



WE SAID

In our 2023/24 Impact Report, we said we wanted to improve our care instruction labels by switching to recycled polyester satin labels. This decision was based on customer feedback about their length, longevity, and overall softness. We initiated the transition to using certified organic cotton for our back neck and size labels with 100% of our suppliers.



WE DID

In 2024, we switched over to our new and improved care labels made from certified recycled polyester fibres.

We also sourced back neck labels and size pips made with certified organic cotton fibres with all of our suppliers, and we will start to use them for all new developments once our older stocks have been used up.



WE WILL

In 2025, we will update our supplier manual to say that all back neck labels and size pips must be made using 100% certified organic cotton fibres.



Our Packaging

Swing Tags, Paper Tags, Shipping Cartons



All of our paper and card swing tags are made from recycled, more responsibly sourced materials.

In our 2023/24 Impact Report, we said we wanted to continue to educate our suppliers further, encouraging them all to switch to cardboard cartons made from more responsibly sourced recycled materials for our shipments.

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



100% of our suppliers have now sourced cardboard cartons made from recycled materials, and these will be used for all new developments once the older stocks have been used up.

In 2024, we worked with our suppliers to investigate more responsible options for the packing tape on our cartons: cartons are often filled with large quantities of stock and have to withstand the arduous journey from the factory to the warehouse. It is vital that the tape used to secure the cartons is strong because if it breaks, the stock could get lost or damaged, which has a far greater environmental impact.

We investigated biodegradable and paper options for tape, but these either didn't meet our standards or weren't available at our price point.



In 2025, we will update our supplier manual to say that all cartons must be made using 100% recycled materials.

We will continue to investigate more responsible alternatives for our packing tape.



Our Packaging

Garment bags and Packing Materials



WE SAID

In our 2023/24 Impact Report, we said we wanted to continue investigating replacements for our recycled plastic garment bags, including biodegradable alternatives. We are always looking for more ways to eliminate synthetic materials from our supply chain.



WE DID

In 2024, we investigated several more responsible alternatives for our garment bags, including biodegradable bags and paper bags.

We completed rigorous testing, as it is essential that the bags protect the product during transport. We found that neither type of bag met our standards, so the search continues!



WE WILL

In 2025, we will continue to investigate new materials for our garment bags. It's important to us that we get it right - the bags need to protect the clothing inside so that it arrives with our customers in perfect condition and can be worn for years to come.



Freight - Goods In

Over the last few years, we have been working towards reducing our freight emissions.

In 2024, we achieved a huge 56% reduction in carbon emissions from freight compared to the previous year. Factors that contributed to this included reducing the total number of shipments we made and purchasing stock from countries closer to home. The most influential factor was choosing to avoid air freight wherever possible.



SEA FREIGHT

Sea freight uses less energy and emits fewer emissions than transport by air or road. It's far better for the environment, but it means that the goods take significantly longer to arrive.

In 2024, sea freight accounted for the majority of our shipments (91%). In 2025, we are aiming to increase this number.



ROAD FREIGHT

Our stock travels by road to get between the factories, the port, and our UK warehouse.



AIR FREIGHT

Air freight is a major contributor to carbon emissions. The average gCO2/tonKM for air **freight** is **729** - to put this into context, the average gCO2/tonKM for **sea freight** is only **9**.

Transporting goods by air is much faster. Occasionally, we need to utilise air freight to ensure our products arrive on time.

- In 2023, our air freight accounted for **55** tonnes of CO2 equivalent (wheel to wheel)
- In 2024, our air freight accounted for **19** tonnes of CO2 equivalent (wheel to wheel)

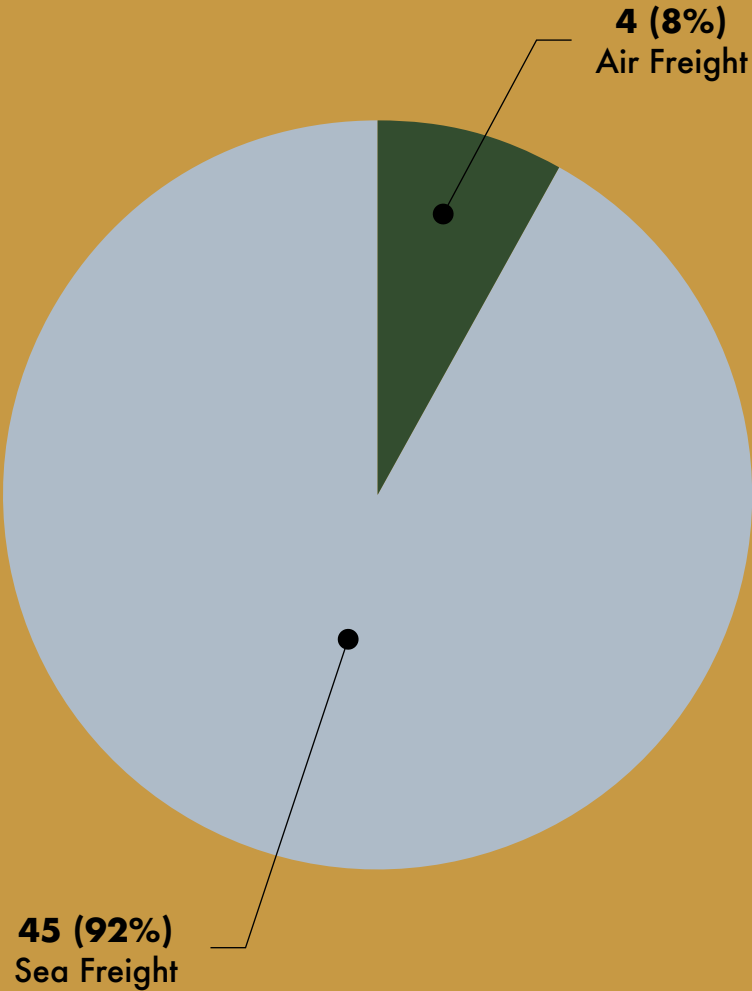
That's a reduction of 36 tonnes!

In 2024, our ambition was to stop using air freight entirely. However, we realised that it is unrealistic to completely rule it out as an option for unforeseen circumstances. In the past year, circumstances including poor weather conditions, production delays and increased shipping transit times (due to shipping lanes being rerouted because of conflict), meant that we did have to fly some of our collection in.

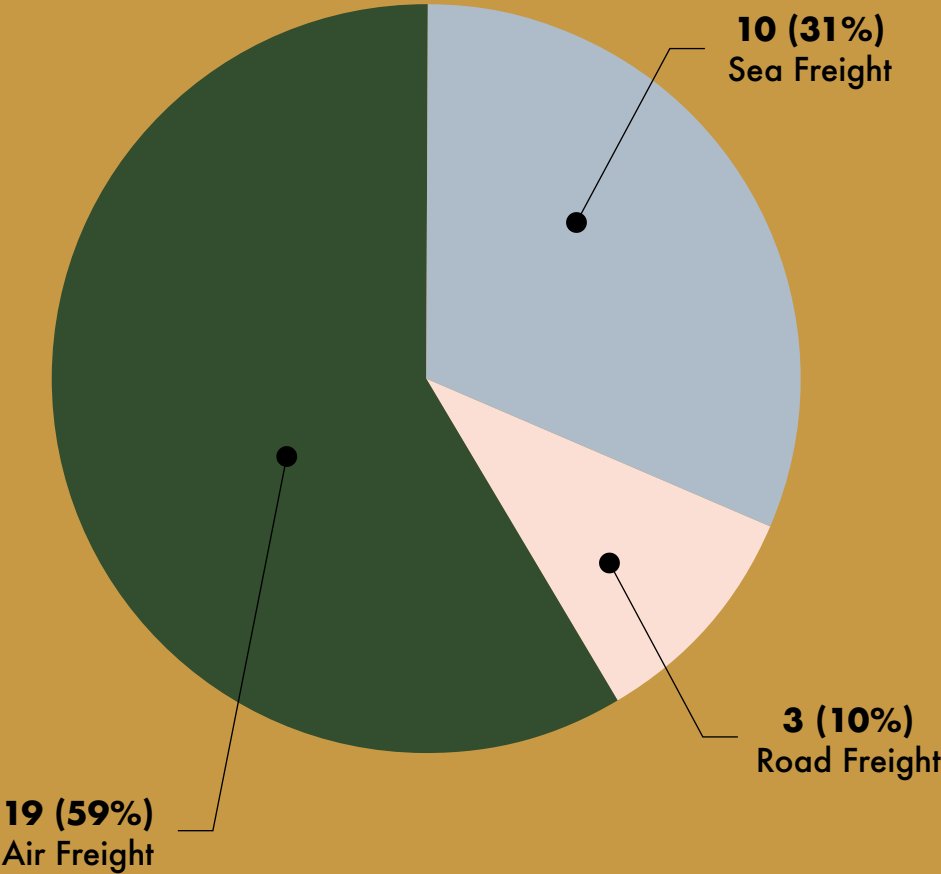
In 2025, we will aim to avoid air freight wherever possible and will only use this option when absolutely necessary.

Freight - Goods In

SHIPMENT COUNT



TONNES OF CO2 EQUIVALENT (WHEEL TO WHEEL)



These charts show our freight for 2024. The majority of our shipments were sent by sea (92%), however, this only accounted for 31% of CO2 equivalent emissions (wheel to wheel). Air freight, on the other hand, accounted for only 8% of shipments, but produced the majority of CO2 equivalent emissions (wheel to wheel) - 59%.

Warehousing - Goods Out

MAILING BAGS

In 2024, we improved our paper mailing bags by switching to a UK manufacturer. This means they travel fewer miles to reach our warehouse, reducing emissions and cutting down our carbon footprint.

In 2025, we will add a QR code to our packaging for easier returns.

PACKING MATERIALS

In 2024, we also removed order notes, making our parcels completely paperless.

In 2025, we will investigate sourcing UK-manufactured polybags for our warehouse to use. This means they will have less distance to travel to get to our warehouse, therefore reducing our carbon emissions.

RETURNS

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

Improvements included redesigning the layout of our Size Guide, incorporating a 'how to measure' diagram, and adding a CM/IN toggle so customers can view the measurements in their

preferred metric. We hope that these changes will help our customers feel more confident in making an informed decision on the sizing and fit of our styles before placing an order, helping to avoid unnecessary returns.

In 2025, we will add a fit slider to all product pages so that customers can leave feedback on how items fit. We also plan to add a pop-up directing customers to the size guide when they add multiple sizes of the same product to their basket, which we hope will help customers to make more informed decisions and in turn, negate unnecessary returns.

3PL

Our warehousing and despatch are 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. This includes:

- Investigating and implementing, wherever practical, initiatives to reduce energy consumption, such as the introduction of LED and PIR lighting.
- Installing PIR (Passive Infrared) lighting which turns off lights in unoccupied areas.
- Using roof vents in summer months to help

warehouse spaces cool naturally. This reduces our reliance on energy-sapping fans and air conditioning units.

- Reducing fleet emissions by ensuring efficient vehicle usage, optimal route planning, telematics usage and regular vehicle servicing and replacement.
- Implementing a comprehensive poly waste recycling process - Torque works with a management partner who collects all poly waste and washes it, removes the labels and repurposes the material into pellets used for products like garden furniture and building materials, with the aim of achieving net zero.

Carbon Footprint

Over the last couple of years, we’ve been working hard with our environmental consultancy partner to calculate our carbon footprint. Our aim is to gain a better understanding how our emissions are produced so that we can work towards reducing them. These emissions are categorised into the following:

SCOPE 1 - Emissions produced by activities that are owned or controlled by the company. In the case of Joanie, this is our natural gas usage.

SCOPE 2 - This category is known as “energy indirect” - the emissions are produced as a result of company activities but the release of emissions occurs elsewhere, for example at a power plant. In the case of Joanie, this is our electricity usage.

SCOPE 3 - Emissions that are released as a result of company actions, and occur at sources that are neither owned nor controlled by the company and which are not classed as Scope 2 emissions.

Not all companies are able to calculate or publish their Scope 3 emissions but we’re keen to be transparent with our customers to show the full picture.

In 2023, we calculated our carbon emissions for Scope 1 and 2. We made a commitment to take this further in 2024 by calculating our Scope 3 emissions in addition to our scope 1 and 2 emissions. This is a monumental step up as it required us to collect carbon emissions data across our entire company including the following:

- Emissions produced from manufacturing, which includes the materials and energy use from our suppliers.
- Emissions produced by all transportation, for example shipping our products from the factories to our warehouse, customer deliveries and returns and any travel undertaken by our team.
- Emissions produced after the product has finished being used.
- Emissions produced at our offices, including energy use, water use and waste.
- Emissions produced from purchases made at our offices. For example office supplies, IT software, photography props.

EMISSIONS TYPE	DESCRIPTION	tCO2e (2024)
Scope 1	Joanie Office Natural Gas	3.3
Scope 2	Joanie Office Electricity Use	1.7
Scope 3	Manufacturing and Other Services Relating to This	1,249.8
	Transportation of Products	391.7
	End-of-life Treatment of Sold Products	44.6
	Business Travel	20.8
	Fuel and Energy Related Activity	0.7
	Capital Goods	0.6
	Waste Generated in Operations	0.3
Mitigation	Emissions Avoided by Purchasing Renewable Electricity	1.7
	Carbon Offsets	56
Total	Net tCO2e emissions	1655.7

**all figures have been rounded to one decimal place.*

Carbon Footprint

YEAR-ON-YEAR COMPARISON

In 2023, our net tCO2e emissions were -60.6. However, this only included Scope 1 and 2 emissions.

With the addition of Scope 3, this number increases, as seen in our 2024 emissions totals on the previous page.

Now that we have data across all three scopes, we will be able to use this information to compare our performance to future years and benchmark our progress against industry standards. We want to start working towards reducing our carbon emissions across the entire company.

We recognise that these emissions are our responsibility, and we are dedicated to reducing them, working with our suppliers to improve their performance and being transparent with all our stakeholders.

ANALYSIS

Emissions from manufacturing our products accounted for the majority of our emissions in 2024. In 2025, we aim to work on gaining a more in-depth understanding of the emissions produced by different manufacturing processes and materials so that we can make more conscious decisions to reduce our overall emissions.

Viscose accounted for the majority of material purchased at 65% but only contributed to emissions by 32%. Nylon also contributed to emissions by 32% despite being 17% of the overall material purchased. We found that organic cotton has a much lower carbon intensity than regular cotton. In 2025, we will use these results to better inform our fabric choices.

CARBON REDUCTIONS

In 2024, our emissions avoided was 1.7 tCO2e. This is because we purchased renewable electricity for our Manchester office. Had we used electricity from a non-renewable resource, this would have been 1.7 tCO2e higher.

We underwent an energy audit to give us an idea of what we can do to become more energy efficient and reduce the emissions produced at our offices. We encouraged our suppliers to use renewable energy, which several of them were already doing.

We continued our partnership with Ecologi, a platform that facilitates tree-planting projects around the world to offset our carbon emissions. As of January 2025, we have helped to plant a total of 9,764 trees, funding 54 climate projects worldwide. In 2024, our carbon offset from this was 56 tCO2e. In 2025, we will investigate more ways of avoiding and offsetting emissions.

Workers

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



IN THIS SECTION

- 42. WORKERS
- 43-44. OUR JOANIE TEAM

Workers

LEARNING & DEVELOPMENT

We are committed to investing in training our homegrown talent as our business continues to grow. Collectively, our team completed 166 hours of training in 2024. This included testing training for our garment technologists and training for our production team on how to use our new Product Lifecycle Management software. In 2024, we also implemented a study support policy for our team while they take on developmental qualifications.

In 2024, we partnered with BrightSafe to support our Health and Safety training needs. In 2025, our team will be completing weekly e-learning sessions to ensure we maintain a safe and compliant workplace.

EMPLOYEE RECOGNITION PROGRAMME

In 2024, we implemented our ‘Employee of The Month’ scheme, where every member of the company nominates a team member based on their outstanding efforts or achievements each month. The person with the most nominations receives a £50 wellness voucher.

In 2025, we’re looking to include more experiences and B Corp partners as rewards to encourage collaboration with like-minded businesses and brands.

BENEFITS

We sent out a survey to the whole team, asking them what benefits they would like so we could better understand their needs and wants.

In 2024, we partnered with Wisdom to provide 24/7 ‘in the moment’ wellbeing support for our team and their families. The Wisdom app and telephone support line offers access to financial, physical, and mental wellbeing advice. The app also provides wellbeing support tools such as mood trackers, podcasts, recipes, and breathing techniques to use while further support is provided.

Our Joanie Team

“I’ve helped alongside other talented Mentors across other creative industries to coach mentees who are under-represented in the creative industry to develop their skills and build connections for the future.”

DE&I

We currently employ 16 permanent team members.

94% of our team identify as female.

6% of our team identify as male.

We are proud to be a female-led business, with 87% 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.

62% of our leadership team are home-grown managers - experts in Joanie who have been promoted internally.

89% Our team have received professionally delivered DE&I training in 2024, and we commit to improving this year on year.

One member of our team committed to a mentoring program with Break the Wall, an organisation that works with young adults from lower socioeconomic backgrounds.

“Being part of the Break The Wall Creative Mentoring Network has been a great experience. It’s allowed me to develop my DE&I skills, taking learnings to Joanie and advocating for socioeconomic diversity beyond the programme. I’ve helped alongside other talented Mentors across other creative industries to coach mentees who are under-represented in the creative industry to develop their skills and build connections for the future.” Katie (Ecommerce Manager)

Katie found the process really rewarding, and alongside the mentorship programme, she also received training on socioeconomic diversity.

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

Our Joanie Team



100% of employees felt their manager and senior leader(s) encourage them to give their best effort.

EMPLOYEE SATISFACTION

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

In our annual employment satisfaction survey, we found that:

- **100%** of employees felt their manager and senior leader(s) encourage them to give their best effort.
- **92.3%** felt their job makes a positive difference.
- **92.3%** felt rewarded for their dedication and commitment to their work.

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.

FLEXIBLE WORKING

We are incredibly proud of our approach to helping our team achieve a great work-life balance.

Embracing the future of work, we offer enhanced flexibility with enhanced 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 WORKING INITIATIVES

As part of our commitment to sustainability, our company actively engages employees in more 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 hybrid working policy, we prioritise educating employees on the proper disposal methods for e-waste and other potentially hazardous materials procured for their home offices.

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

- 46. OUR PARTNERS - FACTORU AUDITS
- 47. OUR PARTNERS - TESTING & COMPLIANCE
- 48. OUR PARTNERS - COMMUNICATION
- 49. WHERE OUR PRODUCTS ARE MADE
- 50-52. CHARITABLE GIVING
- 53-54. VOLUNTEERING

Our Partners - Factory Audits



WE SAID

At the end of 2023, all our suppliers held Smeta 4 Pillar audits, an in-depth review of a factory’s responsible and ethical standards. This audit is done through SEDEX, an organisation that enables the sharing of data around social and ethical audits amongst its members.

In 2024, we said we would review audits with our suppliers and make further suggestions for improvements to drive down their carbon emissions, conserve water, and reduce and repurpose waste.



WE DID

In 2024, we asked our Tier 1 suppliers to fill in the SEDEX self-assessment questionnaire which allowed us to gain a better understanding of their practises so that we can work on improvements.

We included a list of suggested improvements based on this questionnaire in our Q2 supplier newsletter. Our suggestions included switching to LED bulbs, using renewable energy and reducing plastic consumption.



WE WILL

In 2025, we will continue to work with our suppliers on the improvements highlighted by the Sedex self-assessment questionnaire. In addition, we will also ask all our suppliers to complete the ‘Environment’ self-assessment questionnaire, which will give us a better idea of environmental improvements our suppliers can make.

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 - Testing & Compliance



WE SAID

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, or fabric finishes throughout the production process.

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

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

We also said we'd work with all our suppliers to gain OEKO-TEX® Certifications. OEKO-TEX® is a global organisation that provides certifications that guarantee the safety of textile products and materials from harmful substances.



WE DID

It's really important to us that our products are all up to standard. In 2024, our team took part in further training with Intertek to ensure they had the most up to date understanding of the requirements.

In 2024, we continued to independently test each of our garments.

We increased the amount of certified materials we used in our developments in 2024. The overall percentage of the collection made from certified materials didn't increase, but this is because the percentage includes all styles currently on the website, some of which are older than others. Once we have traded out of these older styles, we will see an increase in the overall percentage.

In 2024, our production team undertook training with OEKO-TEX® to gain a better understanding of their Certifications. This included OEKO-TEX® STANDARD 100, a certification that involves testing every component of a product to OEKO-TEX's standards. We also started mapping out who in our supply currently holds this certification.



WE WILL

In 2025, we will continue to map out who in our supply chain holds OEKO-TEX® STANDARD 100 Certification. Then, we will start working towards achieving this certification for our products by ensuring all suppliers hold OEKO-TEX® STANDARD 100 Certification.

We will review OEKO-TEX® STeP, a certification for factories that meet high environmental practises, to see if this is something we can implement in the future.

We will continue to further improve our testing protocol and keep ahead of upcoming testing regulations with our annual testing manual review, which is carried out by our nominated testing house, Intertek.

We will also work on improving our knowledge by attending courses given by Intertek throughout the year.

Our Partners - Communication



WE SAID

In our 2023/24 Impact Report, we said that we would visit our factories in China, some of whom we have been working with since Joanie was established in 2016.

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



WE DID

Due to unforeseen circumstances, this year we were unable to visit China. We did, however, visit our suppliers in India and had several of them visit us at our office in Manchester.

In 2024, we continued to send out our quarterly supplier newsletter, providing our partners with updates on the Joanie brand as well as areas we'd like them to work on. This included sending out our 2023/24 Impact Report, where we highlighted areas for them to focus on.

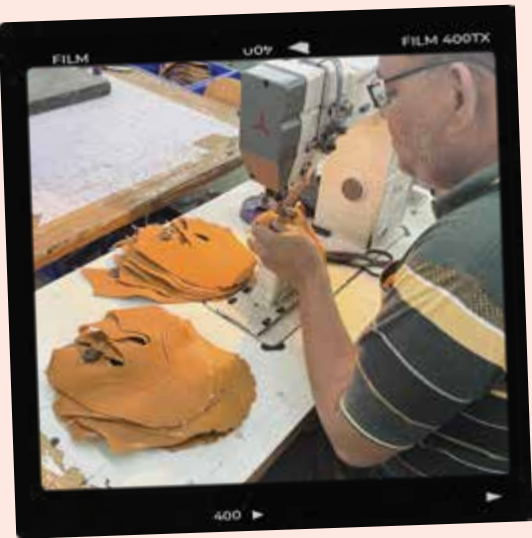
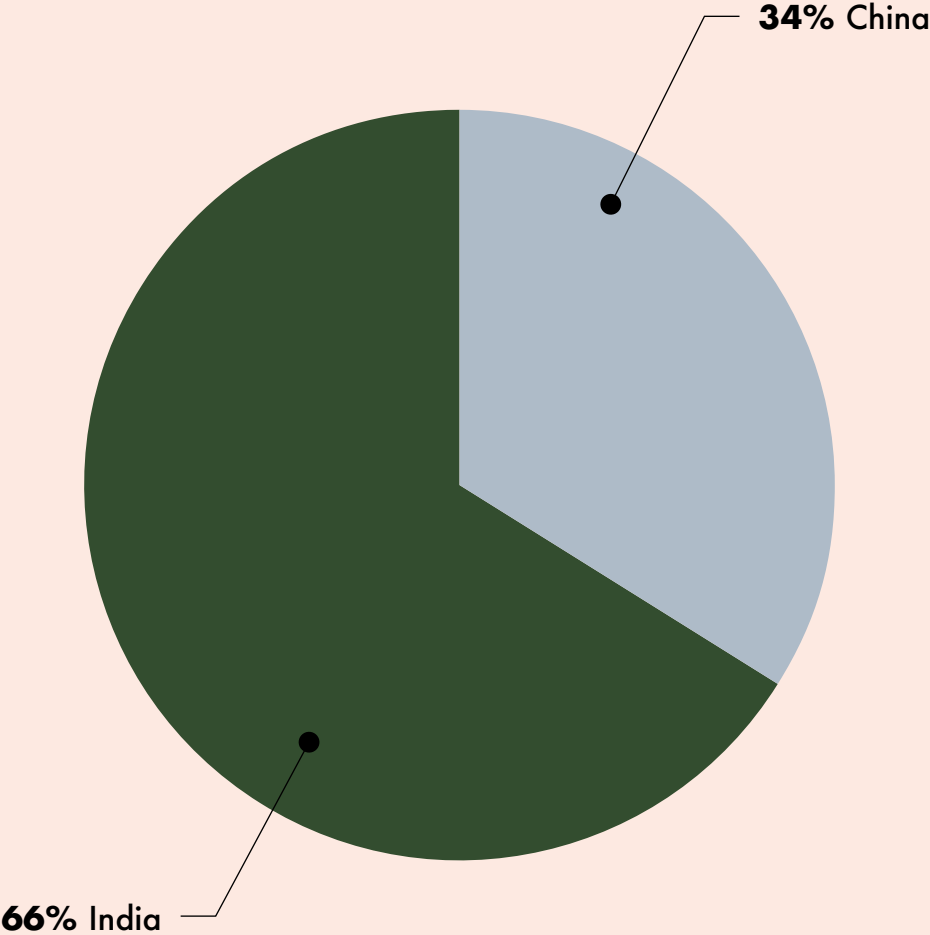


WE WILL

It is important to us that we regularly visit all our suppliers in order to build stronger relationships with them. In 2025, we will visit both India and China.

We will continue to work closely with our suppliers, sending out quarterly newsletters. We will also provide ongoing training on the upcoming Digital Product Passport legislation to ensure they feel confident in what we will require from them for this.

Where Our Products Are Made



For our 2024 collections, we placed orders with a total of 9 suppliers.

In 2024, all our products were made in collaboration with partners in India and China.

We have long-standing relationships with our suppliers. Our average supplier relationship is 6 years, although we have worked with our suppliers in China since Joanie’s inception 9 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.

Since our inception in 2016, we've raised over £158,000 for good causes and charities that we feel passionately about supporting. In 2024, we raised a total of over £50,000 through our active charity collaborations.



LADY GARDEN FOUNDATION

In 2024, we named the Lady Garden Foundation as our charity of the year. We donated 100% of the profits from every pair of Lollie PJs sold, aiding their mission to change the future of female health. Over the course of 2024, we raised a total of over **£6,000**.

Registered Charity Number 1154755



CHOOSE LOVE

In 2023, we committed to raise money for Choose Love through the sales of our Aphrodite Jumper. In 2024, we completed this with a final total of over **£20,000**. Choose Love sent this directly to their partners so they can help meet the vital needs of refugees and displaced people across the world.

Choose Love CIO is a registered charity in England and Wales (no 1177927)

Charitable Giving



WORLD BOOK DAY®

In 2024, we teamed up with World Book Day, a charity that changes lives through a love of books and reading. We collaborated with them on two book-themed styles, Toby and Tally, raising a total of over **£10,000**.

Registered Charity Number 1079257



CHELTENHAM FESTIVALS

We also worked with Cheltenham festivals, donating £10 from every sale of our Anne Sweatshirts. We raised a total of **£7,500**, which helped support their outreach project 'Reading Teachers = Reading Pupils'. You can read more about this [here](#).

Registered Charity Number 215765



EMMELINE'S PANTRY

We donated £10 from the sale of every Emmie Tee to Emmeline's Pantry, a Manchester-based food bank run by women for women in need. We raised over **£5,000** as well as sending £50 worth of food donations.

Registered Charity Number 1169796

Charitable Giving - 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 are sold via their retail outlets to support families across the UK by providing support such as Play Therapy Pods, Emergency Equipment Loans, Equipment Services Grants and Helpline Calls.

We made our first donation to New Life in January 2017, and since then, we’ve donated a total of **481 cartons**.

In 2024, we donated **272 cartons** of stock, with a usage rate of **94.8%**.

In 2024, the money New Life raised from our donations helped support 11-year-old Rudy by providing him with a powered wheelchair. When Rudy was born, he had multiple very rare benign tumours, called haemangioma. Some of these tumours were on his brain, and the damage they caused left him unable to walk. His new wheelchair has allowed him much more freedom and independence to enjoy outdoor activities with his family and friends, as well as keeping him more comfortable and pain-free.

Volunteering

Collectively, we completed 137.25 hours of volunteering in 2024!

In 2024, we wrote our first volunteering policy. This gives all Joanie employees the opportunity to participate in volunteering activities during regular working hours. The team was encouraged to get involved with as much volunteering as they could, with a £300 voucher up for grabs for the person who completed the most hours.



MUD

To kick off volunteering for the year, the team spent the day helping at MUD (Manchester Urban Diggers CIC), a not-for-profit social enterprise. MUD’s largest project is Platt Field Market Garden, a nature-friendly community garden established in 2017. *“It was interesting to learn how many people can be fed from a relatively small patch.” “I left feeling inspired to get involved in more projects like this in the future!”*



LITTER PICK

For National Clean Up Day, some of the team took part in a litter pick at Peel Park in Salford with the Hedgehog Friendly Campus scheme. *“It was very rewarding to see how much we’d cleared in such a small space of time.”*

Volunteering

94% of our employees took paid time off for volunteer service in 2024

EMMELINE’S PANTRY

Emmeline’s Pantry is a Manchester-based food bank run by women for women in need. In 2024, we donated a portion of the sales from our Emmie Tee, as well as volunteering at the food bank. *“It was a great insight into the work that Emmeline’s Pantry do. It was really eye-opening and quite emotional” “The volunteers at Emmeline’s Pantry were chatty and welcoming - they knew all of the service users’ names, which I thought was so lovely.”*

MANCHESTER DOGS HOME

Some of our team visited Manchester Dogs Home and spent the day out walking the dogs. *“It was great to give the dogs a proper runaround! The staff were so lovely, and you could see they really cared for each and every dog.”*

OTHER VOLUNTEERING

One member of our team volunteered at a local school on their trip to the zoo. *“I enjoyed helping the children with their understanding of the animals in the zoo and expanding their knowledge through fact-finding games.”*

Another member of our team took the opportunity to share her skills with the local community by running a sewing workshop. One of the attendees left a review which said: *“Ended up with a sewing machine induction, first stitch, first pattern + a ton for pattern making advice, and first fully stitched item. Such a worthwhile workshop, thanks a bunch!”*

BREAK THE WALL

A member of our team took part in the Break the Wall’s mentoring program, where creative professionals work with young people from lower socioeconomic backgrounds to share their industry skills and knowledge. The program saw some impressive results in 2024:

- 93% of mentees either agreed or strongly agreed that they are able to choose a career that fits what they are good at. This was 47% at the start of the programme showing a 46% increase.

- 6 mentees out of 16 gained employment whilst on the programme.

Read more about Break the Wall and the work The Creative Mentor Network are doing [here](#).



WE WILL

In 2025, we will continue to encourage our team to take the time to volunteer, giving back to their local community and environment. We will aim to increase the total number of hours we complete as a collective compared to the previous year - our target is 150 hours.

We aim to get 100% of our team involved in volunteering, whether that’s community work, environmental work, or fundraising.

We have lots of exciting plans for volunteering in 2025 - we’ll keep you updated along the way!

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

56. CUSTOMERS

Customers



WE SAID

In our 2023/24 Impact Report, we said we would send out a quarterly newsletter about our sustainability strategy to keep our customers updated on the progress we’ve made towards our goals.

We also said we would continue to ask our customers directly for their feedback through our annual Customer Survey.

In response to requests in our 2023 Customer Survey, we said we would switch over to paper mailing bags in 2024.

WE DID

In 2024, we started sending out our customer newsletter with quarterly updates on the progress we’re making towards our goals. We also started to post these updates across our socials.

In May 2024, we ran our annual Customer Survey and have set goals in response to the feedback we received.

We switched over to paper mailing bags, and since introducing them, we improved them even further by sourcing paper mailing bags that are manufactured in the UK.

For the first time ever, we invited customers behind the scenes to be a part of a campaign, something that has been highly requested in previous yearly surveys. From the outset, we knew we wanted to feature a diverse group of our Joanie Gals, and we were delighted to embrace a fantastic group of eight iconic women. Every single one of them has their own distinct identity and personal style, and seeing them come together in some of our most-loved pieces was an absolute dream come true for the team.

WE WILL

We will continue to keep our customers updated on the progress we’ve made towards our goals throughout the year.

In 2024, we had a huge number of requests from customers for an authorised second-hand resale platform. In 2025, we will launch a platform that allows customers to resell their Joanie pieces, giving extra life to the styles they no longer wear.

Following customer feedback, we will improve the shopping experience for our international customers. This will include more shipping options and easier returns.

We will continue to investigate vegan footwear, which has been highly requested by our customers following our shoe launch last year. We haven’t found the right solution for this yet, but the quest continues.

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**