



How We Rate

Scale of 0-2 per criteria, where:

- 0: If the brand has disclosed no information in this area/is making no efforts to better its impact here
- 1: The brand has provided or published at least some information on its impact in this area and is making some efforts to better its impact
- 2: The brand has provided/published clear information on its impact, backed by a third-party certification, and is already doing a good job in this area.

[Name of Brand] gets a badge for being a top-scorer in [Criteria Category] if it scores above XX in that category.

- Each major category has a different cut-off score and is highlighted in a different color below.

Criteria to look at:

1. Materials used for product

- Fibers
 - ❖ Deforestation impacts
Score 0 - 2
 - ❖ Is the fiber plant-based, animal-based, synthetic, or a blend?
Score 0 - 2, where plant-based is a top scorer, followed by blend, and then synthetics/animal based
 - ❖ Is the crop organically grown?
Score 0 - 2, where 0 if no fibers are organically grown/no info provided, 1 if organic fibers are used in some of the collection, and 2 if most of the collection is made with GOTS certified organic fibers
 - [GOTS](#) is a standard certification for organically grown fibers
 - ❖ Entirely plant-based fibers include:
 - Cotton
 - Linen
 - Hemp
 - Ramie
 - Algae fabric (contains bacterial cellulose)
 - ❖ Plant-derived/semi-synthetic fibers (which may not necessarily be 100% plant-based or compostable):

- Tencel Lyocell
 - Pineapple leather (Pinatex)
 - Orange fiber
 - Bamboo fiber
 - Rayon, viscose, modal
- ❖ Synthetic fibers:
 - Polyester
 - PVC-based vegan leather
 - Nylon
 - Spandex
- Dyes

Score 0 - 2

 - ❖ Naturally dyed, undyed, or synthetic dyes
 - ❖ Chemical dyes have [toxic and potentially carcinogenic](#)- they contain toxins that are harmful to the garment workers, to the environment, and potentially to the wearers of the garments
 - ❖ This one is tricky because a fabric label won't necessarily specify which dye was used (in fact it probably won't). Unless clearly stated otherwise, we should assume that most clothing (particularly mass-market) has a chemical dye involved.
 - ❖ Undyed or very clearly marked natural (plant or mineral) dyes is the way to go
 - ❖ [Cradle to Cradle certification](#) - certifies if the product is free of toxic chemical contamination.
 - ❖ Some brands that are trying to incorporate natural dyes into their products include [Older Brother](#), [Hara the Label](#), [Harvest and Mill](#), [California Cloth Foundry](#), [Indigo Luna](#), and [Gaia Conceptions](#).
- Finishes

Score 0 - 2

 - ❖ Similar to dyes - tricky because it most likely won't be labeled.
 - ❖ Any brand that clearly states it's products are free of chemical or synthetic finishes get a bonus point.
 - ❖ Brands whose products are locally made by traditional artisans are usually a safe bet.
- Longevity:

Score 0 - 2

 - ❖ Does the material pass the [#30WearsChallenge](#)?
 - ❖ Is the garment durable enough to wear at least 30 times?
 - ❖ Alternatively, is it fast or slow fashion - is it a brief, moving trend or a timeless, classic design?

Materials used for packaging (Falls under "Materials")

Score 0 - 2

- Biodegradable? Recyclable? Reusable? Minimal packaging?

THE HIGHEST SCORE for “Materials” is 14

Brands scoring 10 and above in this category are a top-scorer / superstar/winner (we can decide what we want to call them)

2. Circularity

- ❖ Circularity in materials sourced
 - Does the brand use upcycled materials in its products? Score 0 - 2
 - These include recycled wool, recycled PET etc.
 - Are they [GRS certified](#)?
- ❖ What is the product end of life
 - Is it biodegradable? - (I wrote an article for EcoCult on composting clothes, once it's published I'll add the link here as a resource for us) Recyclable? Score 0 - 2
 - Does the brand have a take back program? Score 0 - 2

HIGHEST SCORE for “Circularity” is 6

Brands scoring 4 and above in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

3. Production processes

- Step one would be to reduce chemical usage and switch to natural options instead (see materials section - fibers, dyes, finishes) Score 0 - 2
- If chemicals are used in production (dyes, finishes, etc), how are they disposed of? Score 0 - 2 [IMPORTANT NOTE: If a brand is using only natural materials (chemical-free), it will automatically score a 2 on chemical disposal]
 - ❖ Closed-loop system
 - ❖ Dumped into waterbodies/nearby environment
 - ❖ Is the water treated before disposal?
- Water usage Score 0 - 2
 - ❖ Is the brand making efforts to minimize its water usage, or use recycled water?

HIGHEST SCORE for “Production processes” is 6

Brands scoring 4 and above in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

4. Brand's GHG emissions

- Is it a certified net-zero company? If yes, +1 point
 - ❖ Does the company engage in carbon reduction activities? Shipping company - zero carbon?
 - ❖ Use of renewable power - are factories or outlets operated with renewable energy?

- ❖ What about carbon offsetting? Carbon credits - this is another tricky one so take it with a grain of salt. Major greenwashing happens with these

Scoring (slightly different for this criteria):

0: No efforts to reduce GHG emissions/not reported

1: Efforts to reduce net carbon only through offsetting

2: Efforts to reduce net carbon through carbon reduction activities, or a combination of reduction + offsetting

3: Almost entirely powered by renewable energy

- Has the company set science-based targets for carbon emissions? Score 0 - 2

HIGHEST SCORE for “GHG emissions” is 6.

Brands scoring 4 and above in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

5. Location

- Where was the product produced? - Local scores higher. Score 0 - 2
- Where were the materials sourced from? - Local scores higher. Score 0 - 2

HIGHEST SCORE for “Location” is 4.

Brands scoring 3 and above in this category are a top-scorer / superstar / winner (we can decide what we want to call them).

NOTE: We can call this badge “Locally sourced and produced”

6. Supply chain transparency - who are the suppliers? Score 0 - 2

HIGHEST SCORE for “Supply chain transparency” is 2

Brands scoring 2 in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

7. Worker welfare

- Does the company have strict policies in place to protect worker welfare?
 - ❖ Policies against child labor, slavery, forced labor, discrimination (gender, race, sexual orientation etc), excessive work hours, workplace sexual (or other) harassment.

Score 0 - 2
 - ❖ Policies to support working parents - child care, parental leave.

Score 0 - 2
 - ❖ Inclusion and diversity

Score 0 - 2

 - Leadership + overall team
 - BIPOC, LGBTQ+
 - ❖ Policies to protect workers from Covid

Score 0 - 2
- Are they paying a fair wage to their workers?

Score 0 - 2

HIGHEST SCORE for “Worker welfare” is 10

Brands scoring 7 in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

8. Animal welfare

- If a brand is vegan it automatically scores 6 points here
- If not, are they trying to reduce their use of products derived from animals? Score 0 - 2
- Are the animal products virgin or upcycled? Score 0 - 2
- How are the materials sourced? Ethically, without pain to the animal? How are the animals raised? Score 0 - 2

HIGHEST SCORE for “Animal welfare” is 6

Brands scoring 4 in this category are a top-scorer / superstar / winner (we can decide what we want to call them)

9. Other sustainability or ethical initiatives: One point per initiative

10. Any factor not listed above that has a negative impact on the environment, worker conditions, or animal welfare: Minus one point per factor

GRAND TOTAL HIGHEST SCORE (without taking into account bonus points for additional initiatives): 54

Score brackets:

Gold: 37 - 54

Silver: 19 - 36

Bronze: 0 - 18

Where do we get our information from:

- Directly from the companies - public reporting + surveys (if they're engaging with us)
- Third-party certifications

Certifications

- Common accredited certifications with third party verification to look out for:
- **Environmental:**
 - ❖ [GOTS](#): Certified organic
 - ❖ [OEKO-TEX](#)
 - [Standard 100](#): free of toxins harmful to human health
 - [Leather Standard](#): Leather free of toxins

- [Made in Green](#) safe, responsible, and environmentally-friendly production processes.
 - [Detox to Zero](#): Looks at waste water and sludge
 - [STeP](#): supply chain transparency
 - [Eco-Passport](#)
- ❖ [GRS](#) (Global Recycled Standard): Verifies recycled materials
- ❖ [ECOCERT](#): Organic agricultural products
- ❖ [Better Cotton Initiative](#): Sustainably sourced cotton
- ❖ [bluesign](#): Safety for humans and environment
- ❖ [Cradle 2 Cradle](#): Circularity of product
- ❖ [USDA Organic](#): Cotton and wool can be USDA certified
- ❖ [Leather Working Group](#): Sustainably produced and tanned leather
- ❖ [Organic Content Standard](#): The Organic Content Standard (OCS) is an international, voluntary standard that sets requirements for third-party certification of certified organic input and chain of custody. The goal of the OCS is to increase organic agriculture production.
- ❖ [NSF International](#): Human and environmental safety
- ❖ [FSC \(Forest Stewardship Council\)](#): Sustainably sourced timber
- ❖ [Regenerative Organic Certified](#): Holistic agriculture certification, beyond just organic
- ❖ [Climate Beneficial Wool](#) (by Fibershed): Wool from animals raised in a way that more carbon is sequestered than emitted - carbon negative wool production
- ❖ [Soil Association Certification](#)
- **Holistic certifications:**
 - ❖ [B-Corp](#): Measures companies entire social and environmental performance. This is a good one to look out for - they've done half our work for us!
- **Fair labor**
 - ❖ [SA8000](#): Social certification
 - ❖ [WRAP \(Worldwide Responsible Accredited Production\)](#): Social certification, primarily apparel, footwear, and sewn goods
 - ❖ [Nest](#): Cultural sensitivity. Standards for home and small workshops, waste picking supply chains, INDUSTRY TOOLS FOR COMPLIANCE IN HOMES & SMALL WORKSHOPS
 - ❖ [Fairtrade International](#): Fair wages, safe working conditions, supply chain transparency for small farmers, producers, and traders around the world.
 - ❖ [Fair trade USA](#): Includes larger farms. And includes prohibition of GMOs and toxic chemicals.
 - ❖ [Ethical Clothing Australia](#) (ECA): Legally compliant supply chains in Australia
 - ❖ [FLOCERT](#): Certifying body for Fairtrade.
 - [EDGE](#) (Economic Dividends for Gender Equality)

- ❖ [SMETA](#) (Sedex Members Ethical Trade Audit) Social Audits for supply chains.
- **Animal welfare**
 - ❖ PETA
 - [Peta-approved vegan](#)
 - [Cruelty-free bunny](#)
- Other rating systems that could give us a good benchmark - they've done their research, but are not true certifications. Good resource for us though.
 - ❖ [CanopyStyle](#)
 - ❖ [Ethical Trading Initiative](#)
 - ❖ [The Higg Index](#) - Developed by the Sustainable Apparel Coalition
 - ❖ [World Fair Trade Organization](#)
 - ❖ [Fair Trade Federation](#)
 - ❖ [Fair Labor Association](#)
 - ❖ [Fair Wear Foundation](#)
 - ❖ [1% for the Planet](#)
 - ❖ [Good On You](#)
 - ❖ [Fashion Revolution](#)
 - ❖ [Fashion for Good](#)

Resources:

<https://30wears.app/>

<https://global-standard.org/the-standard/gots-key-features/organic-fibres>

<https://goodonyou.eco/wp-content/uploads/2021/09/Good-On-You-Brand-Rating-Updated-September-2021-2.pdf>

<https://ecocult.com/eco-friendly-ethical-sustainable-labels-certifications-clothing-fashion/>

<https://greenisthenewblack.com/sustainable-fabrics/>

<https://www.sustainyourstyle.org/en/fiber-ecoreview>

<https://blogs.cornell.edu/intaghr55/2015/11/23/natural-dyes-vs-synthetic-dyes/#:~:text=The%20different%20between%20natural%20dyes,more%20expensive%20than%20chemical%20dyes.>

<https://www.sciencedirect.com/science/article/pii/S2452072119300413>

https://s3.amazonaws.com/c2c-website/resources/certification/standard/C2CCertified_Product_Standard_V3_Amended_Nov2015.pdf