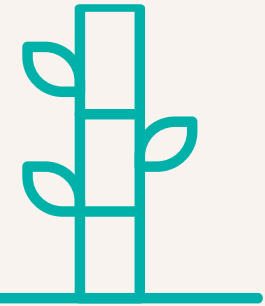


IMPACT POSITIVE

Our 2021 annual report



BAM
BAMBOO CLOTHING

[BAMBOOCLOTHING.CO.UK](https://bambooclothing.co.uk)





In 2018 we set ourselves the goal of becoming impact positive by 2030, identifying and quantifying any negative impact we have and reducing it to zero.

This is an ambitious goal.

Because we work with bamboo and organic cotton and because they are sustainable materials, BAM as a company already has strong sustainability credentials. But we have to look beyond our own boundaries at our wider impact, at our supply chain, at what happens to our clothes after you've bought them.

Impact positive means finding a way to be truly regenerative, not depleting the earth's resources and not burying waste. It means having a positive impact. For this, we need to rethink every process in our supply chain. We need to rethink how we make clothes so that they are designed to be circular. If we don't know how we'll dispose of it, we shouldn't make it.

We knew when we set the goal that some of the techniques, technology and infrastructure needed to achieve it didn't exist yet. That's why we're involved in

projects to explore and develop new techniques. It's the only way we'll get there.

Our impact positive goal is broken down into our main impacts with a goal for each. Our overarching ambition always remains to be impact positive and this means that as we understand better what we need to do to, we reframe our individual goals to focus on what matters most.

There is a long way to go. But we've made significant achievements this year. Firstly, we have become climate positive. We've also measured the impact of every item of our clothing so we can identify areas for improvement. And we've created 100% recyclable clothing.

This is our second annual impact report where we'll report on our 2020 activity and results as well as plans for 2021.

OUR GOALS

This year we achieved our 2020 goal to become a climate positive business. Recognising that all our goals have a positive impact on the climate, we have now refocused our climate goal to be a carbon goal.

These are our main impacts and our goals:



Carbon Goals

We're committed to net zero carbon by 2030. This means we'll work to reduce every part of our footprint to zero. In the meantime, we'll offset our entire footprint including the manufacture and use of our products.



People Goals

We'll ensure fair treatment for every person involved in making BAM clothes - from the bamboo growers to our UK team. We will inform, inspire and enable those in our communities to enjoy the great outdoors, embrace their fitness or lifestyle goals and live more sustainably.



Land Goals

We'll champion the use of bamboo as a solution to the land use crisis whilst ensuring the industry follows best practice for the health of the ecosystem. We'll measure our impact on biodiversity in order to reduce it.



Waste Goals

We'll rethink how we make, recycle and package our clothes so that we are responsible for zero waste to landfill by 2030.



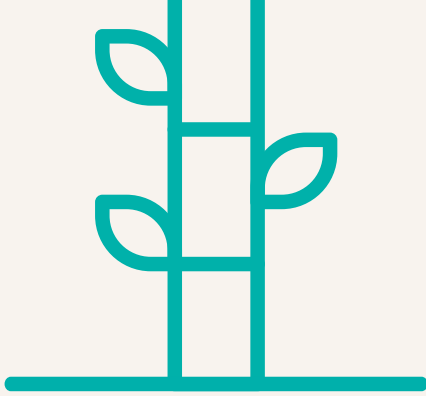
Chemical Goals

We'll reduce any remaining pollution from our textile processing to zero by 2030.



Water Goals

We'll reduce our grey water and wasted blue water footprints to zero by 2030 and in the meantime, we'll support water stewardship projects.



LAND
WE PLANTED 8100
MANGROVES

OUR 2020 Achievements



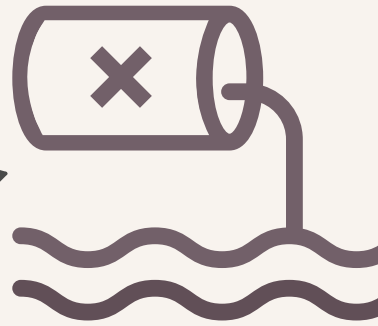
WASTE
WE DEVELOPED
100% RECYCLABLE
CLOTHING



CARBON
IN 2020 WE BECAME
CLIMATE POSITIVE



CHEMICAL
WE JOINED ZDHC
AS A FRIEND



PEOPLE
WE PARTNERED WITH
SHAREWEAR TO HELP END
CLOTHING POVERTY



CARBON



WATER



PEOPLE



LAND

WE BECAME CLIMATE POSITIVE

We offset the full 100% of the emissions associated with running our business and the manufacture of our clothing. We even offset 50 customer washes for every item of clothing sold. We planted 8100 mangrove tree saplings and 84% of the raw materials used in our products are natural, renewable and grown without pesticides.

i Tell me more: Why carbon neutral is not enough

Our goal is to reduce any and all emissions we create in the first place. However, we accept that offsetting will have to be part of our strategy until we get there. We are committed to offsetting responsibly and to making a real difference with the financial contribution we make. We wanted to find the right project to support which is why we chose the Water Boreholes, Kenya project. By June, our money - which represented nearly 10% of our profits - had supported the repair of over 60 boreholes, providing water to 37,000 people and that work continued throughout the year. Offering clean water cuts deforestation as the wood is no longer needed to boil water. And the carbon emissions from burning the wood is halted. By offsetting our 2019 carbon footprint for the entire lifecycle of our clothes, we will have helped to provide over eight million litres of fresh drinking water in 2020.



i Tell me more: Boreholes Kenya



**100%
EMISSIONS
OFFSET**



**50
CUSTOMER
WASHES
OFFSET**



**8100
MANGROVES
PLANTED**



PACKAGING



WASTE

WE REMOVED CONVENTIONAL PLASTIC FROM ALL OUR PACKAGING

We have systematically addressed all plastic in our packaging finally removing the last bit of conventional plastic in autumn 2020.

THIS IS HOW WE NOW PACKAGE OUR CLOTHES:

- Our socks, underwear and accessories are packed in card or paper packaging.
- Our socks are now secured with a stitch so we no longer need one-use disposable mini plastic hangers.
- We use two types of compostable garment bag. Home compostable bags break down in a home/ garden compost. Our industrially compostable bags need to go to local authority recycling. These bags are a huge improvement on plastic but this an area that needs much more development in technology and infrastructure to create a truly sustainable solution.

i Tell me more: Compostable bags

- Our parcel bags are paper.
- Our swing tags are made from recycled paper, recycled paper cord and a re-usable metal safety pin.

We say we've removed all conventional plastic because our industrially compostable bags still technically contain a type of plastic, although it breaks down much faster than conventional plastic. This is the best solution given the systems currently in place. When a better solution is available, we'll use it.





WASTE



PEOPLE

WE DEVELOPED
100% RECYCLABLE
CLOTHING AS WE
SHIFT FROM
SUSTAINABLE TO
CIRCULAR

73% of clothing ends up in landfill or incinerated*. Even if our clothes are made from sustainable sources, we still have to work out how to recycle that product responsibly.

*The Ellen MacArthur Foundation, A New Textiles Economy: Redesigning Fashion's Future (2017)

Part of the solution is to think about how clothes will be recycled before we make them. That's why we're now developing circular clothing that doesn't end up in landfill and that can be fully recycled:

- 73 Zero Denim
- 98% recycled 100% recyclable jackets

But we also need to think not just about the product but the whole system, the whole life cycle. For example, we can make our clothing more recyclable but for it to work, the recycling centres must be able to sort the clothes correctly. That's why we're working with organisations and contributing to research to address the infrastructural and technological challenges the industry must overcome to become circular.

The other part of the solution is making it easy and meaningful to recycle the clothes we already have:

- We've partnered with the charity Sharewear so our customers can ensure their clothing has a valuable second life.
- We're funding research into the compostability of our clothing.



[i Tell me more: Is this your first pair of sustainable jeans](#)

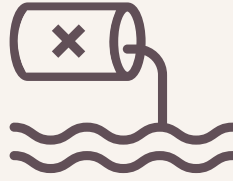
[i Tell me more: Why are we working with Sharewear](#)



CARBON



WATER



CHEMICAL

**WE MEASURED
THE IMPACT OF
EVERY PIECE OF
CLOTHING SO
WE CAN
SYSTEMATICALLY
REDUCE OUR
FOOTPRINT**

In 2020, we started working with the company Green Story using their technology to more accurately measure our footprint...

We measured the impact of every single piece of our clothing to understand exactly how it performs against conventional cotton and to see where we can reduce our impact further.

We looked at everything from raw material and processing through to production and shipping to gain invaluable insight into how much better bamboo viscose is to conventional cotton. But the real value is how it will influence our decisions going forward showing us the impact saving of working with suppliers who use renewable energy, of water-saving dyeing techniques or of energy saving production processes.

And now, when customers look on our product pages they can see the impact saving of that garment compared to conventional cotton and understand the impact of their choices.

i Tell me more: Why sustainability can't be just talk

i Tell me more: In search of the perfect fabric

By measuring our bamboo viscose and organic cotton, we've measured 84% of the fibres we use. To get an even more accurate picture of our impact, our next step is to measure the other fibres we use such as Merino wool and elastane. This is what our fibre usage looks like for 2020.

HOW WE MEASURED



214,677m³
water saved

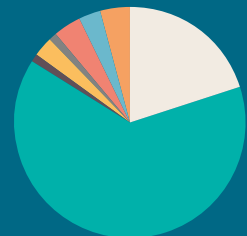


576 tonnes
emissions
avoided



213kg
pesticides
avoided

2020 FIBRE USAGE



More than 90% of the raw materials used to produce our products are natural and renewable.

MEASURING OUR PROGRESS

How our 2020 footprint compares to our 2019 footprint

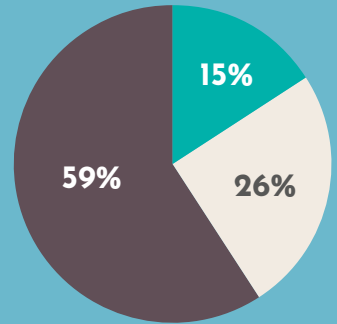
The process of measuring our footprint helps us understand it better. In 2020 we worked with Green Story so that we could measure our impact at more detailed level to get a more accurate reading. As our numbers are more accurate this year, we've gone back and revised our 2019 numbers on the same basis so you can see a complete like-for-like comparison.




We found that overall, we had over-estimated our impact in 2019. The good news is that means that last year we offset more than we needed to - so more trees were planted, more boreholes fixed.

Carbon Intensity

We've compared our actual carbon emissions however carbon intensity can be a more meaningful comparison. It shows our carbon emissions in relation to the size of the business so you see a like-for-like comparison that is not skewed by business growth. Our overall carbon intensity fell from 0.38kg/£revenue to 0.23kg/£revenue from 2019 to 2020. We've looked at the carbon intensity of every area of our business individually.

SOURCES OF IMPACT



-  BAM (sales, shipping and distribution)
-  Customer use (laundry)
-  Manufacture



 **Tell me more: Carbon intensity and BAM's progress**



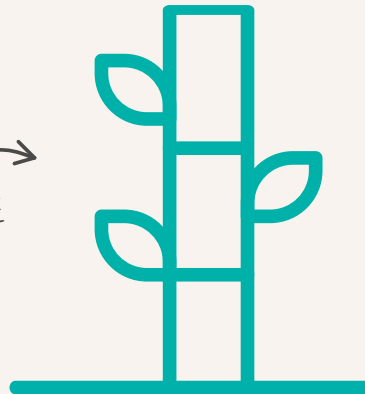
CARBON

WE WILL CONTINUE TO
OFFSET OUR CARBON
FOOTPRINT

OUR
2021
Goals



LAND →
WE WILL MEASURE
OUR IMPACT ON
BIODIVERSITY



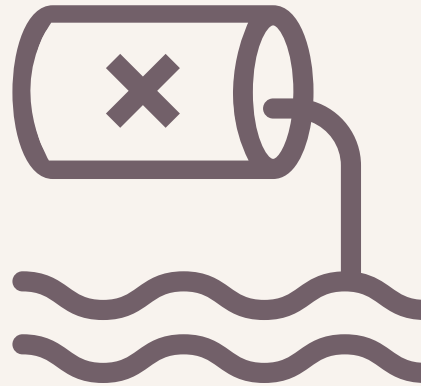


PEOPLE

CONTINUE OUR
COMMITMENT TO
PEOPLE



CHEMICAL
WE WILL USE ZDHC
SOLUTIONS TO HELP
SUPPLIERS REDUCE
CHEMICAL POLLUTION





WE WILL MEASURE OUR IMPACT ON BIODIVERSITY TO IDENTIFY HOW WE CAN IMPROVE

We know bamboo is good for biodiversity. It doesn't need pesticides and it can be harvested without uprooting the whole plant. Because the roots stay in the ground and the carbon is locked into the roots, the soil health, surrounding habitat and biodiversity they support are protected.

We want to measure our impact on biodiversity in our own supply chain to ensure we collectively continue to reap these benefits of bamboo.

MEASURING OUR IMPACT ON BIODIVERSITY

We are working with expert consultants Nature Positive to identify and measure the negative and positive impacts on biodiversity within our own supply chain, looking at how and where our bamboo is grown and how and where it is processed.

VISITING OUR FORESTS

We visited the bamboo forests in China in 2019 and whilst we couldn't travel in 2020, we plan to visit more in 2021. You can be sure we'll be sharing stories of this visit to give you an insight into where our bamboo comes from.

i Tell me more: The difference bamboo makes to the air we breathe





CHEMICAL



WATER

WE ARE A FRIEND OF THE ZDHC FOUNDATION

We want to support ZDHC's work to improve governance and use the Roadmap to Zero programme to give our suppliers the tools to cut chemical pollution.

Bamboo viscose is one of the most sustainable fibres available and a planet-friendly alternative to conventional viscose, cotton and polyester.

However, like all clothing, it has a chemical impact and we don't shy away from that fact. However, we must ensure that the processes used in making our clothes are managed responsibly.

At the end of 2020, BAM joined the ZDHC Foundation as a Friend. This industry led organisation works with brands, suppliers, mills and chemical producers to support better chemical management, lower emissions and safer chemistry. As a friend, we will be able to support the essential work they are doing. And thanks to this investment, we will also be able to make the guidelines, platforms and solutions they have developed available to all our suppliers. This will result in better measurement, better governance and the means to reduce chemical pollution.

i Tell me more: How bamboo viscose compares to lyocell

One of the reasons we traced back through our entire supply chain was so that we could ensure best practice. We know exactly who is making our bamboo viscose, and dyeing and finishing our fabrics. We have visited both of the viscose producers used by our suppliers so we know for ourselves exactly how our bamboo viscose is made. We have made a commitment to work with manufacturers who have responsible chemical management systems and waste treatment practices and who invest in the technology needed to make things better.

ROADMAP TO
ZERO 





PEOPLE

OUR COMMITMENT TO PEOPLE

Our initial goal ensured fair treatment for every person involved in making BAM clothes - from the bamboo growers to our UK team. We want to go further to recognise our impact not just on the people who work for BAM itself, and not just for the people who work in our supply chain but also for the people in our community.

SUPPLY CHAIN

We'll continue to map our supply chain filling in our knowledge of our lesser used fibres. But more than that, we'll visit all tiers of the chain. We're also planning to work with specialist organisations to understand how to measure our full social impact in every tier of our supply chain all the way back to our growers.

BAM

We will recruit the best people from an inclusive pool. We pay a living wage so we don't expect more of our suppliers than we do of ourselves. We're joining the Living Wage Foundation which campaigns in the UK for employers to pay a living wage.

COMMUNITIES

We want to inform, inspire and enable those in our communities to enjoy the great outdoors, embrace their fitness or lifestyle goals and live more sustainably. We are for everyone and we recognise we have a platform that can amplify the voices of people represented by smaller organisations..



COLLABORATORS



SIMON BROWN

Partner at Positive Momentum

A consultant with decades of experience and tonnes of knowledge on all things sustainability, Simon has continued to support and guide BAM throughout 2020.

He says: 'BAM is demonstrating through its commitment and action that it really is possible to run a hugely successful business that is also impacting positively on the world we inhabit. This is pioneering stuff, although frankly it shouldn't be, and it feels great to be on this journey together.'



GREEN STORY

www.greenstory.ca

Green Story launched in 2015 with the goal to get every consumer on the planet to ask "What's my impact?" before they make a purchase. By working with pioneering eco brands on measuring and communicating their impacts, they have helped over 10 million consumers make greener choices.



ZDHC FOUNDATION

www.roadmaptozero.com/about

The ZDHC Foundation is a global multi-stakeholder initiative that uses collaborative engagement to drive a holistic, industry focussed and practical approach to sustainable chemical management.



SHAREWEAR

www.sharewearclothingscheme.org

Sharewear Clothing Scheme is a registered charity with centres in Nottingham and Sheffield, and a further centre in Birmingham in the planning stages. Their team of predominantly volunteers support people coping with clothing poverty across the East Midlands, Lincolnshire and Yorkshire. In 2020, Sharewear Clothing Scheme supported almost 12,000 people from their Nottingham centre alone. They truly are the space where clothing poverty meets clothing waste.



NATURE POSITIVE

www.rskgroup.com/rsk-business/nature-positive

Nature Positive is a boutique sustainability consultancy which advises businesses on their impacts and dependences on the natural environment, developing strategies to reduce business risks arising from these, and helping to leave a positive legacy.



NATURAL CAPITAL PARTNERS

www.naturalcapitalpartners.com

Natural Capital Partners are leading experts on carbon neutrality and climate finance. Their products and services, including the carbon offsetting project which BAM supports, deliver immediate, positive and measurable impacts on carbon, energy, water, biodiversity and communities.



CARBON

Progress

- We became climate positive in 2020.
- In 2020 we worked with Green Story to measure our impact more accurately.
- We reduced the 14.8%* of emissions from customer laundry with our Get Fresh 'Dare to wear longer' campaign. * Based on BAM's 2019 figures.

Challenges

- We air-freighted more goods this year than we normally would, due to the uncertainty created by Covid 19.
- We weren't able to switch our Devon office over to a renewable tariff for contract reasons. We plan to make the switch in the first few months of 2021.
- We still have a long way to go to truly start reducing emissions created in the first place within our supply chain. This is a huge challenge for us as a small business as we often make up a small part of a supplier's business, especially further back in the supply chain.



WATER

Progress

- When we offset our emissions, we chose to support the Water Boreholes, Kenya project. By June we had funded the repair of over 60 boreholes, helping 37,000 people. By offsetting our 2019 carbon footprint for the entire lifecycle of our clothes, we will have helped to provide over eight million litres of fresh drinking water in 2020.
- We developed and launched our innovative 73 Zero denim that uses 74% less water in manufacture than convention jeans.

Challenges

- We are still working out how to address the fact that viscose fibre production and fabric dyeing & finishing are still highly water intensive processes.



WASTE

Progress

- We developed 100% recyclable clothing with our innovative 73 Zero Denim which can be entirely recycled once the zip is removed. We are ready to launch our 98% recycled and 100% recyclable jackets in SS21. Nothing like this exists at our price point in the UK. We're committed to making circular clothing accessible to the consumer.
- We removed all conventional plastic from all our packaging.
- We introduced meaningful recycling as part of the customer buying experience by partnering with Sharewear.

Challenges

- We weren't able to switch all of our garment bags to a home compostable material this year. We believe the industrially compostable bags are still better than conventional plastic but they are not the ideal solution.
- There are still some huge challenges in developing circular clothing with regard to the technology & infrastructure needed. This could prevent our recyclable clothing from being fully recycled so we need to work out how to drive the changes needed across the industry.



CHEMICAL

Progress

- In 2020 BAM joined ZDHC (Zero Discharge of hazardous Chemicals) as a friend, to support their essential work and make the tools they have developed available to all our suppliers.

Challenges

- We weren't able to get out and visit suppliers this year. This is a vital part of getting them and consequently their suppliers engaged with the ZDHC program and it enables us to fill any gaps in our supply chain visibility.



LAND

Progress

- We are going to work with Nature Positive to identify and measure both the negative and positive impacts on biodiversity within our own supply chain.

Challenges

- Covid 19 prevented us from progressing some projects this year.



PEOPLE

Progress

- We are a living wage employer so we don't expect more of our suppliers than we do of ourselves. We are joining the Living Wage Foundation which campaigns in the UK for employers to pay a living wage.
- In 2021 we will join the Fair Wear Foundation which works with garment brands and industry influencers to improve labour conditions.
- During lockdown we committed not to cancel orders and to shoulder the burden of stock uncertainty. We took a long-term view to ensure every stage of our supply chain would survive and recover.

Challenges

- We recognise that we have work to do to increase and celebrate diversity.

Our impact positive goal is all-encompassing. It's not for one product range but the whole product range. It's not for BAM's UK footprint but for the entire supply chain and it's not just for the supply chain but for consumer impact, the laundry and recycling. It's not just for carbon but for people, water, waste, chemicals and land. It's not just for BAM itself but a blueprint for any and every business to follow.

WE WILL ENGRAIN OUR VALUES INTO OUR ARTICLES OF ASSOCIATION

Every development BAM makes is driven by our values which is why we plan to certify as a B corp company.

B Corp is a movement of people using businesses as a force for good. Certification as a B Corp recognises that we balance purpose and profit. It means we are legally required to consider the impact of our decisions on workers, customers, suppliers, the community and the environment.

By engraining our values in our articles of association, you'll know they are non-negotiable.

IMPACT POSITIVE

Our 2021 annual report

We have made huge steps forward in 2020. This report is not just about our achievements but also about where we've fallen short. We want to be transparent so you can trust us when we say we're putting everything behind achieving this. It's only through persistence that we can continue to drive real change in 2021.

BAM
BAMBOO CLOTHING

[BAMBOOCLOTHING.CO.UK](https://www.bambooclothing.co.uk)
