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Guide to the Good On You Brand Rating System

Good On You is the leading sustainability ratings platform for fashion. Our comprehensive ratings empower consumers to know the impact of brands on the environment, labour and animals.

Our vision is to use the power of consumers' choices to make fashion fair and sustainable.

The Good On You brand rating system was developed in consultation with key industry experts. We are committed to the continuous improvement of our rating methodology to reflect how the industry and its understanding of sustainability issues continue to evolve.

Our principles

The following principles guide our approach to brand ratings.

1. **Transparency comes first -** Brands should publish information about their supply chain and direct operations to increase accountability and drive improved outcomes for the environment, labour and animals. Consumers have a right to know how a brand impacts on the issues they care about.
2. **Consider impact across the product lifecycle -** Companies should be held responsible for their impact on the environment, labour and animals at each stage of the value chain, from how products are produced and distributed to how they are used, and then reused or disposed of.
3. **Be comprehensive** - The rating system should consider a broad range of sustainability issues to give a comprehensive view of a brand's overall impact on the environment, labour and animals. It should be capable of applying to all brands in the market.
4. **Consider issues in proportion to materiality -** The rating system should consider each material issue that impacts on the environment, labour and animals according to an assessment of relative importance.
5. **Ensure an evidence based approach** - The rating system and its application should be transparent, based on robust research and underpinned by good governance processes.
6. **Be user driven -** The rating system should provide users with data that is accessible, comparable and easy to use. It should inform consumer shopping decisions, provide useful feedback to brands and enable retailers to assess, source and market sustainable brands.
7. **Engage and collaborate widely** - Good On You is part of a global movement for change and should work collaboratively to understand, reflect and drive industry best practice and leadership.

Our impact

Good On You uses the power of people's choices to create a sustainable future in fashion.

Our work is strongly aligned with the Sustainable Development Goals, in particular Goal 12 "Ensure sustainable production and consumption patterns".

By making it easy for consumers and retailers to choose better, we send a strong signal to the industry to increase the pace of positive change.

Every sale lost by less ethical brands is an incentive to improve and a step towards protecting people and the planet.

What we rate - material issues

The Good On You brand rating system provides transparent information on three key areas of concern to consumers: the environment, labour and animals.

We consider over 500 *data points* across more than 60 *material issues* identified from our own research and input from industry experts. The key issues across each area (environment, labour and animals) are summarised in the table below.

In addition we adjust ratings for 'positive citizenship' (eg industry leadership on sustainability initiatives) or 'negative citizenship' (eg political lobbying against the interests of workers or publishing misleading information).

Environment	
Resource management and disposal	Types of materials used, efforts and commitments to circular economy principles, business model impacts, types of packaging used, management of microplastics, deforestation impacts, product durability and promotion of long-term use, textile waste management and disposal
Energy use and greenhouse gas emissions	Direct and indirect greenhouse gas (GHG) emissions (purchased electricity, emissions generated from the supply chain beyond own operations), setting science based GHG targets, reducing GHG emissions though emissions reduction activities
Chemicals use and disposal	Chemical use and disposal, setting goals to reduce or eliminate hazardous chemicals, adopting alternatives such as plant based or water based dyes
Water usage and effluent	Water usage policies and practices, engagement on water issues, specific targets to improve water stewardship, quality and treatment of wastewater

Labour	
Worker rights	Policies protecting workers' rights across the supply chain including, child labour, forced labour, freedom of association, collective bargaining, non-discrimination, gender equality, modern slavery, non-excessive hours, ban on sandbalsting, right and capacity to make a complaint
Living wage	Living wage definition, methodology and implementation across the supply chain
Gender equality	Pathways and support for women in leadership, child care assistance, parental leave or flexible working arrangements, gender identity inclusion, protections against workplace harassment and violence

Worker empowerment	Adoption of collective bargaining agreements, policies to regularly consult with collective bargaining groups and disclose the outcomes
Knowing suppliers	Supply chain transparency including publishing supplier lists and tracking subcontractors
Supplier relationships	Monitoring health and safety, auditing and assurance practices across the supply chain, public reporting including unannounced visits, off-site worker interviews
Purchasing practices	Transparent procurement practices that provide financial security to suppliers including long-term contracts, labour minute costing, on time payment to suppliers
Production risk	Management of labour abuse risk in supply chains, participation in multi-stakeholder initiatives to improve labour conditions
COVID-19	Policies to protect suppliers and workers in supply chains from the impacts of COVID-19

Animals	
Policy	Implementation of policies to ensure animal welfare
Product use	Commitment to reduce or eliminate specific animal products
Fur	Use of fur, shearling and karakul lamb fur, commitment not to use fur
Leather	Use of leather and if upcycled / recycled
Wool	Use of wool, whether sourced from non-mulesed sheep, whether upcycled / recycled
Down and feathers	Use of down and feathers and how sourced
Angora	Use of angora and commitment not to use angora
Exotic animal hairs	Use of exotic animal hair such as pashmina, cashmere, mohair, alpaca, llama, vicuña and shahtoosh
Exotic animal skins	Use of exotic animal skin such as crocodile and alligator
Traceability	Animal product traceability to farm level

Good On You recognises that there are other issues that are important to consumers that do not directly affect the environment, labour or animals. In particular we encourage brands to adopt strong approaches to diversity and inclusion including combatting structural racism and respecting the diversity of consumers in their choice of models and the availability of sizing.

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How we rate

The Good On You brand rating system collects public information and scores each brand against the material issues for labour, the environment and animals.

Good On You's primary data sources comprise leading indicators of sustainability and industry best practice including third party certifications, standards, and additional public reporting by brands and their parent companies. The primary external data sources used to compile Good On You ratings are listed below.

The rating system distinguishes between small and large brands based on annual turnover. Larger brands have greater influence over their supply chain impacts and are expected to publish more detailed information on policies and targets.

The rating process

The Good On You rating system:

1. Identifies brands to rate, with priority given to user requests, to brands with the largest market share, brands that are likely to rate highly, and those that cater for diversity.
2. Determines the brand size.
3. Collects public company information relevant to 500+ data points to assess how the brand performs against the 60+ material issues, using data scraping and other aggregation technology and analyst research.
4. Verifies the collected data with automated internal validation and analyst review.
5. Calculates a score for each of the three key areas (labour, environment, animals) and overall for the brand.
6. Collects further information about the brand, including price range, product types, styles, images and retailers.
7. Auto-generates a text summary of each brand's rating.
8. Identifies similar brand recommendations (based on price, style, location and product types).
9. Uploads approved brand listings to the Good On You mobile app, online directory and industry tools.
10. Reviews ratings periodically including when there is a significant change in a brand's public disclosure.

The rating labels

Brands are rated from 1 (We Avoid) to 5 (Great). Overall ratings are derived from an average of the brand's scores for each key area (environment, labour, animals).

Great = These brands demonstrate leadership in all three areas. They are typically very transparent, and have both strong policies and strong assurance (e.g. from one or more broad-based certification) to address the most material issues across their supply chain.

Good = These brands adopt policies and practices to manage multiple material issues across their supply chain and are often demonstrating leadership in one or more area.

It's a Start = These brands are transparent about their policies and practices to manage some material issues and are making good progress on one or more of them.

Not Good Enough = These brands disclose some information in one or more area and consider some of the material issues, but are not yet adequately managing their impacts across their supply chains.

We Avoid = These brands disclose little to no relevant or concrete information about their sustainability practices. In some cases the brand may make ambiguous claims that are unlikely to have a material impact.

The lowest score a small brand can achieve is 'Not good enough' to reflect their inherent lower level of impact on the environment, labour and animals.

Data Sources

Key data sources of the Good On You rating system are:

1. Brand and parent company reporting
2. Third party reports and indices
3. Certifications, accreditations and other standards systems

The rating system does not consider information that is not in the public domain. If a brand approaches us with information, we encourage them to publish that information and take account of it only when it is publically available.

Brand and parent company reporting

The rating system takes into account information from a brand's and their parent company's publications including websites, annual reporting and sustainability reporting. The rating system only uses information that is factual, concrete and relevant.

Third party reports and indices

The rating system takes into account credible independent rankings of brands where they map to a significant subset of the material issues we consider, including the Fashion Transparency Index and the CDP Climate Change and Water Security questionnaires.

The ratings also take into account reports of significant issues following investigations by organisations such as the International Labour Rights Forum, the Clean Clothes Campaign, Greenpeace or the Australian Strategic Policy Institute.

Certifications and standards systems

There are a large number of certifications, accreditations, voluntary standards and model codes of conduct ("standards systems") that seek to address all or some of the issues relevant to the clothing, footwear and accessory industries.

Each standards system works in a different way. Some apply to products, some to factories or other facilities and some are designed to be adopted by a brand and applied to all or part of their supply chain. Assurance of compliance varies between standards systems, with different requirements for transparency, auditing or other assurance methods.

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Good On You has reviewed each of the standards systems to identify their scope and assurance methodology in order to assess how to score a brand that is certified by, or complies with, a standards system.

We reference the following certifications, accreditations, standards and guidelines when rating brands.

- Better Cotton Initiative
- Blue Angel
- bluesign® system
- Business Social Compliance Initiative Code of Conduct (BSCI)
- Canopy Style Initiative
- Carbon Trust Standard
- Caregora
- Clean Clothes Campaign Code of Labour Practice
- Climate, Community & Biodiversity Standards - CCB Standard
- Cradle to Cradle Basic, Bronze, Gold, Platinum and Silver
- Ethical Clothing Australia
- Ethical Trading Initiative Base Code
- EU Ecolabel
- Fair Trade USA
- Fairtrade Textile Standard
- Fair Wear Foundation Code of Labour Practices
- Fairmined Ecological Gold Standard
- Fairtrade International - Small Producers Organizations
- Fedex Members Ethical Trade Audit - SMETA Best Practice Guidance
- Fair Labour Association Workplace Code of Conduct
- Global Organic Textile Standard
- Global Recycle Standard
- Global Traceable Down Standard
- International Labour Organization Labour Standards
- International Wool Textile Organisation standards
- ISO 14001:2004
- Leather Working Group protocols
- National Wool Declaration Integrity Programme
- Naturland textile standards
- Naturtextil Best
- Nordic Swan
- OEKO-TEX MADE IN GREEN
- OEKO-TEX STANDARD 100
- Organic Content Standard
- Responsible Jewellery Council Certification
- Responsible Down Standard
- Responsible Wool Standard
- Social Accountability International - SA8000
- Soil Association Organic Standards
- WFTO Guarantee System
- Workplace Condition Assessment
- Worldwide Responsible Accredited Production (WRAP)
- ZQ Merino Label

Brands' participation in the following initiatives is also considered.

- Action on Living Wages (ACT)
- Agreement on International Humane Trapping Standards
- Bangladesh Fire and Safety Accord
- Business for Social Responsibility
- CDP (formerly the Carbon Disclosure Project)
- Child Labour Free
- Detox Catwalk Greenpeace
- Ellen McCarthur Foundation - Make Fashion Circular
- End Human Trafficking Now! Campaign
- Fair Labor Association
- Global Fashion Agenda
- Global Living Wage Coalition
- Global Social Compliance Program
- Institute for Human Rights in Business
- Open Apparel Registry
- PETA Approved Vegan
- Sustainable Apparel Coalition
- Stop the Traffik - Traffik Free Protocol Responsible Sourcing Network
- Textile Exchange
- Transparency Pledge and/or Open Data Standard for Apparel
- Turkmen Cotton Pledge
- UN Fashion Industry Charter on Climate Action
- Uzbek Cotton Pledge
- Zero Discharge of Hazardous Chemicals Programme

Development and evaluation

The Good On You rating system has been developed in consultation with industry, civil society and academic experts.

2020 methodology update

Over the last few years, sustainability issues in fashion have received increasing attention from consumers and key industry stakeholders. In response, the number of fashion brands disclosing information about their sustainable and ethical initiatives has increased. However the quality and extent of brand disclosure and their performance on key issues remains highly variable.

Good On You's 2020 methodology review sought to identify and incorporate emerging sustainability issues and leading indicators of industry best practice so that Good On You ratings continue to provide consumers with access to the most relevant information on brand sustainability performance.

For this review, we engaged the expertise of a range of leading organisations including:
- Fashion Revolution
- Fashion for Good
- Fairtrade
- Four Paws

Our Head of Ratings is responsible for the ongoing review and improvement of our brand rating methodology, including proactive stakeholder engagement. If you have any feedback, or are interested in joining our methodology review committee, please contact us at info@goodonyou.eco.