

Guide to the Good On You Brand Rating System

Good On You provides ethical ratings for over 2,000 fashion brands. Our robust methodology rates brands on the treatment of workers, the environment and animals.

Shoppers use the Good On You app and online directory to check how their favorite brands rate and discover new brands that do better.

Brands and retailers use Good On You to improve their sustainability performance and connect with conscious consumers.

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

Our principles

The following principles guide our approach to brand ratings.

- 1. Transparency comes first** - Brands should publish information about their supply chain systems and direct operations to increase accountability and drive improved social and environmental outcomes. Consumers have a right to know how a brand impacts on the issues they care about.
- 2. Consider impact across supply chains** - Companies should be held responsible for their impact on labour, the environment and animals at each stage of the value chain, from how products are produced and distributed to how they are used, and reused or disposed of.
- 3. Consider issues in proportion to materiality** - The rating system should consider each material issue that impacts on labour, the environment and animals according to an assessment of relative importance.
- 4. Ensure an evidence based approach** - The rating system methodology and its application should be transparent, based on robust research and underpinned by good governance processes.
- 5. Update ratings responsively** - Ratings should be based on current information, reviewed and updated regularly, and in response to significant change in a brand's public disclosure.
- 6. Be pragmatic in order to be effective** - The rating system should produce data that can be easily accessed and applied by users including consumers, brands and retailers. It should inform consumer shopping decisions and enable retailers to measure and communicate the sustainability performance of brands and to choose more ethical brands to stock.
- 7. Improve iteratively based on learning** - The rating system should be reviewed regularly taking into account new knowledge gained from research, consultation and stakeholder input.
- 8. 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: labour, the environment and animals.

For each key area (labour, environment and animals) we consider the *material issues* identified from our own research and input from industry experts, 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).

Labour	
Worker policies and empowerment	Protection of workers' rights across the supply chain including monitoring health and safety, child labour, forced labour, freedom of association, collective bargaining, non-discrimination, gender equality, modern slavery, non-excessive hours and the right and capacity to make a complaint
Low risk production	Management of labour abuse risk in supply chains and participation in multi-stakeholder initiatives to improve labour conditions
Living wage	Living wage definition, methodology and implementation across the supply chain
Knowing suppliers	Supply chain transparency including publishing supplier lists and tracking subcontractors
Supplier relationships	Auditing and assurance practices across the supply chain and public reporting including unannounced visits and off-site worker interviews

Environment	
Resource management and disposal	Types of materials used, efforts to reduce or eliminate waste in design and manufacturing, types of packaging used, management of microplastics, deforestation impacts, product durability and promotion of long-term use
Energy use and greenhouse gas emissions	Energy use including direct emissions and indirect emissions (purchased electricity, emissions generated from the supply chain beyond own operations), setting science based GHG targets and reducing GHG emissions through emissions reduction activities
Chemicals use and disposal	Chemical use and disposal, setting goals to reduce or eliminate chemical use and adopting alternatives such as vegetable based or water based dyes



Water usage and effluent	Water usage policies and practices, engagement on water issues, specific targets to improve water stewardship and quality and treatment of waste
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Animal	
Policy	Implementation of policies to ensure animal welfare
Fur	Use of fur, shearling and karakul lamb fur and commitment not to use fur
Leather	Use of leather and if upcycled/recycled
Wool	Use of wool and if sourced from non-mulesed sheep or 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

Good On You recognises that there are other issues that are important to consumers that do not directly affect workers, the environment or animals. In particular we strongly encourage brands to respect the diversity of consumers in their choice of models and the availability of sizing.

How we rate

The Good On You brand rating system collects information and scores each brand against the material issues for labour, the environment and animals. Consistent with the requirement for brands to be transparent, all data is obtained from public sources.

Good On You's primary data sources comprise third party certifications, accreditations and standards and 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 are expected to publish more detailed information on policies and targets and to have greater influence over their supply chain.

The rating process

1. We identify brands to rate, with priority given to user requests, to brands with the largest market share and to brands that are likely to rate highly.
2. We determine if the brand has a parent company, and if it should be rated using the small or large brand rating system.
3. We collect public information to assess how the brand performs against the material issues identified in the rating system, using data scraping and other aggregation technology. supplemented by analyst research.



4. We verify the collected data with automated internal validation and human review.
5. A score is calculated automatically for each of the three key areas (labour, environment, animals) and overall for the brand.
6. We use tech to collect further information about the brand, including price range, product types, styles, images and retailers.
7. We auto-generate a text summary of each brand's rating
8. We identify similar brand recommendations (based on price, style, location and product types) using smart algorithms.
9. The scoring, summary and further information are reviewed and approved by our Head of Ratings.
10. The approved brand listings are uploaded to the Good On You mobile app, online directory and industry tools.
11. Ratings are reviewed periodically and whenever material new information is presented.

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 (labour, environment, animals).

Great = These brands score highly in at least two areas and usually have one or more broad-based certifications. They are often built to be sustainable and ethical from the ground up and are very transparent.

Good = These brands adopt many positive initiatives and are often leaders on one or more key issues.

It's a Start = These brands are transparent about some important issues and are making good progress on one or more of them.

Not Good Enough = These brands have provided some information in one or more area, but not enough to address key issues or assess impacts across their supply chains.

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

Data Sources

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

1. Certifications, accreditations and other standards systems
2. Independent third party reports and ratings
3. Brand and parent company websites

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



Certifications, accreditations 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 different ways. 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.

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.

A list of the main certifications, accreditations and standards systems that we consider is below.

Independent third party reports and rankings

The rating system is able to take into account credible independent rankings of brands where they map to all or a significant subset of the material issues we consider. It incorporates reports of significant issues following investigations by organisations such as the International Labour Rights Forum, Greenpeace or Transparentem.

Brand and parent company websites

Information from a brand’s and their parent company’s publications including websites is taken into account in scoring the brand. Good On You only uses information that is factual, concrete and relevant.

Standards systems

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
- Alliance for Bangladesh Worker Safety
- Bangladesh Fire and Safety Accord
- Business for Social Responsibility
- CDP (formerly the Carbon Disclosure Project)
- Child Labour Free
- Detox Catwalk Greenpeace
- End Human Trafficking Now! Campaign
- Fair Labor Association
- Global Living Wage Coalition
- Global Social Compliance Program
- Institute for Human Rights in Business
- PETA Approved Vegan
- Stop the Traffik - Traffik Free Protocol Responsible Sourcing Network
- Transparency Pledge and/or Open Data Standard for Apparel
- Turkmen Cotton Pledge
- Uzbek Cotton Pledge
- Zero Discharge of Hazardous Chemicals Programme



Development and evaluation

The Good On You rating system was developed in consultation with industry, NGO and academic experts.

For our latest rating methodology review, we engaged the expertise of these leading organisations:

- 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.

