

A man with short dark hair is running on a rocky, uneven path. He is wearing a bright green high-necked wind jacket and black athletic pants. His right arm is bent at the elbow, and his left leg is in mid-stride. The background shows a rugged, hilly landscape under a cloudy sky. The text 'Impact Positive' is overlaid in large white letters, and '2022 REPORT' is below it in smaller white letters. The BAM logo is in the bottom right corner.

Impact Positive

2022 REPORT

BAM
BAMBOO CLOTHING

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Impact Positive by 2030. For people, for nature and for the climate.

The clothing industry has been rightly called out for its impact on people, nature and the climate. It isn't where it needs to be. Many workers are treated badly. It's responsible for 10% of humanity's carbon emissions. And 73% of all clothing ends up in landfill or incinerated.

But it absolutely doesn't need to be this way. We can change the way we work. We can rethink our processes. We can work more closely with our supply chain. We're pushing for change. Collaboration is key. Working together we can turn this around.

Collaboration is key. Working together we can turn this around.

That's why we have given ourselves a goal to be impact positive by 2030. For people, nature and the climate.

We want every person that makes our clothing to thrive and we're holding ourselves to account at every stage of the supply chain. We're a living wage employer and we are signed up to The Fair Wear Foundation and the Better Buying Index to ensure that everyone in our supply chain is fairly treated and that we take responsibility for influencing this positively.

Change doesn't happen in a silo. We're collaborating with recyclers to completely change the way we design our clothes and we've joined the Circular Textiles Foundation. We're investing in scientific research to find new ways to reduce our impact. Can fungi eliminate pollution? We've funded research with Kingston University to find out.

This all starts with transparency. It's about the successes and overcoming the challenges, and this report is one of the ways you can hold us to account. And we need traceability. We can't reduce what we haven't measured and we have to acknowledge problems if we are to fix them.

This is a status report. Right now, every item of BAM clothing is climate positive. It has been since 2019. In addition to pioneering natural activewear, this year we also celebrate the success of our award-winning and ground-breaking circular outerwear that is 100% recyclable. We also talk openly about the challenges of the viscose process that turns raw bamboo into bamboo fibres, how we have addressed them and our plans for the future. And we share our longer-term projects that are laying the groundwork for an impact positive business in 2030.

We can't wait or rely on the big brands to clean up the industry, we all need to act. BAM is a smaller company, but that makes us agile, allows us to be bold, so we can lead the way. We can try new things and make changes that will take bigger businesses longer. We might fail (we've failed before and we will again). But that just gets us nearer to a solution. At a time where we all need to step up, this is how BAM is doing it.

It's about the successes and overcoming the challenges, and this report is one of the ways you can hold us to account.

Impact Positive by 2030: Our goals and what they mean

Our goal is to be impact positive by 2030. For our People, Nature and the Climate. This is how we're getting there.

People

Living wages and fair treatment for every person who makes our clothes, right back to the grower.

- Bring **full traceability & transparency** to our customers for every single item through **digital product passports**.
- Support **living wages and fair treatment** for every person who makes our clothes by taking the Fair Wear approach **beyond tier one** garment factories.
- Ensure **every team member** thrives & benefits from the success of the business.

Nature

A fully circular range which conserves natural resources, protects biodiversity, eliminates harmful pollution and closes the loop at the end of use.

- Develop **ground-breaking new materials** which maintain the high performance levels customers expect but which are lower impact and enable our products to be fully recyclable or biodegradable.
- Products are processed by factories committed to following best practice and **zero discharge of hazardous chemicals**.
- Take responsibility for our product's end-of-use by verifying that they are **recyclable or biodegradable** not just in principle but in practice.

Climate

Remove more carbon from the atmosphere than the emissions we create.

- Reduce our carbon footprint by **using less energy** and reducing the use of fossil fuels as fast and as much as possible.
- Offset carbon emissions that we can't avoid until the world **moves away from burning fossil fuels** for energy.
- Promote carbon removals with the choice of natural raw materials - such as bamboo - **that suck CO2 out of the air** and store it in the soil, roots, forests and the fibres that we use.

We've taken our six impact positive pillars and grouped them into three goals to focus our efforts where they'll make the most significant difference.



Living wages and fair treatment for every person who makes our clothes, right back to the grower.

Like many brands we already have strong working relationships with our garment manufacturers. But by far the majority of people in our industry are further back in the supply chain working in raw material, fibre and fabric processing. We need to trace back to our growers.

Our People Goals

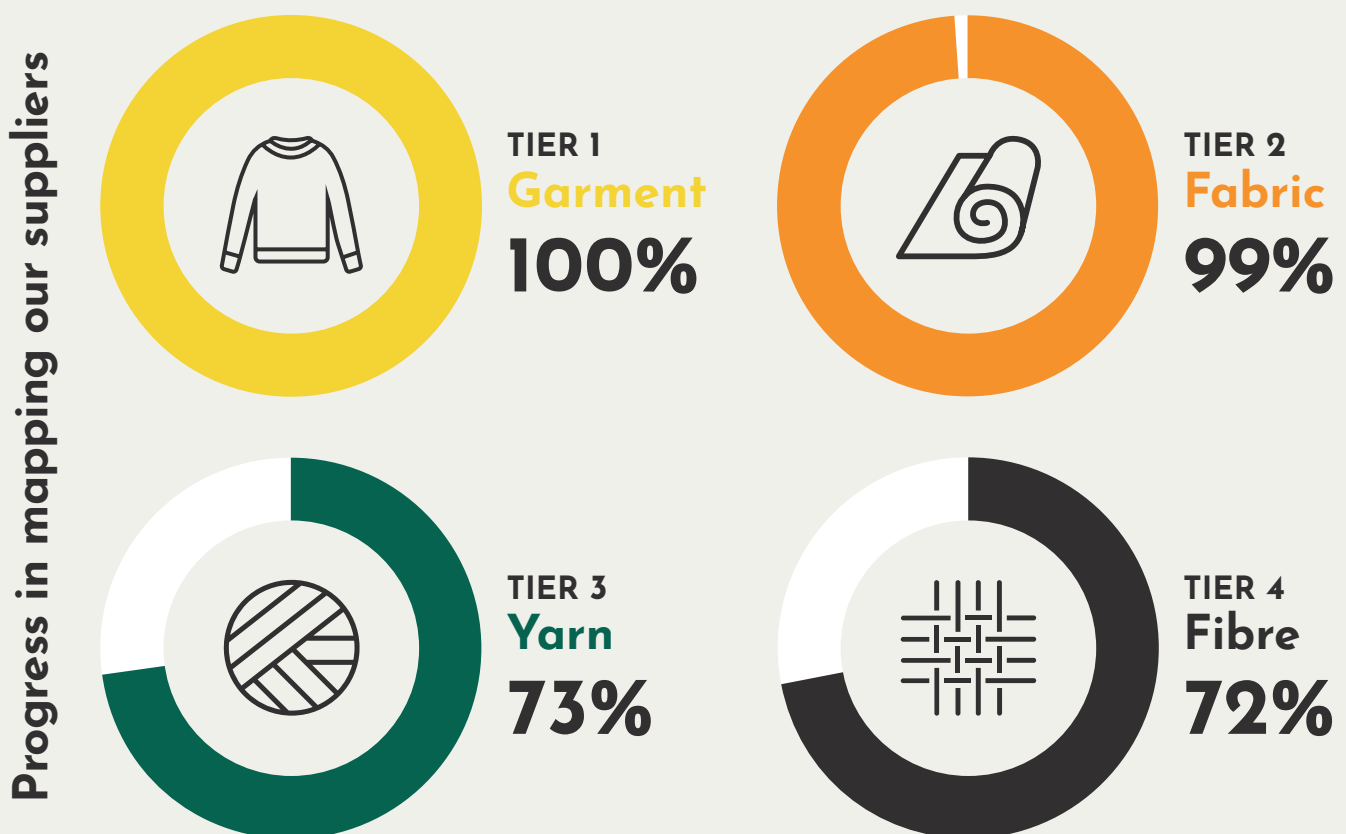
Bring full traceability & transparency to our customers for every single item through digital product passports.

Support living wages and fair treatment for every person who makes our clothes by taking the Fair Wear approach beyond tier one garment factories.

Ensure every BAM team member thrives & benefits from the success of the business.

Who is making our clothes?

To have any meaningful influence - whether on wages, fair treatment or environmental impact - we need to know exactly who is making our clothes. This is a lengthy and complex process. But it's possible and we have already identified the majority of our suppliers in every tier.



Raw Materials

How easy or hard it is to map the origin of our raw materials depends on the crop. Tracing back to the specific areas of forest that bamboo comes from is relatively straight-forward simply because bamboo is a unique fibre, so the supply chain is narrower when you get back to that level. Organic cotton is a far more widely grown crop which means it's harder to trace back to the exact farm and we can only see as far as the country or possibly the province level. So, we collect transaction certificates from suppliers to verify that our cotton is organic.

Living wages and fair treatment



Joining the Fair Wear Foundation

In January 2021 we joined the Fair Wear Foundation because we needed a robust system in place for monitoring our growing supply chain. What's great about the Fair Wear Foundation is their collaborative approach to driving incremental improvements within supply chains. Fair Wear doesn't just look at our suppliers, they also assess BAM's purchasing and working practices to ensure we create an environment that supports good working conditions. So much of this is about our influence and ensuring that we use it for good. A brand that consistently pushes for lower and lower prices can't then be surprised that the factory can't pay its workers a true living wage, so we don't. How we work matters. Fair Wear will support us to ensure we're creating the right conditions for everyone in our supply chain to thrive.



The Better Buying Partnership Index

We asked our suppliers to take part in the Better Buying Partnership Index survey to give them the opportunity to feed back anonymously on our purchasing practices. Six of our nine suppliers took part this year and we scored 67/100 compared to an average of 39/100 (across all brands involved in the survey). Although we're pleased to score way above average, there is clearly scope for improvement – for more on our approach, read our full social report (link coming soon).



A living wage employer

We launched the Employee Ownership Trust in 2021 which means our employees now equally share ownership of 10% of the company. We continue to pay our employees more than the living wage in the UK and we are accredited by the Living Wage Foundation. As a member of the Fair Wear Foundation, we also require our suppliers to follow a code of conduct which includes paying a living wage. Where we find they are not following this code (e.g. excessive overtime or minimum instead of living wage) we work with them to understand the reasons and support them in making the changes needed. That last sentence makes it sound simple but this is anything but straightforward. Paying fairly, bringing products to market at accessible price points and staying in business is a balancing act. Add into that equation the impact of government policy on minimum and living wages in the countries where we manufacture and we start to see why this is possibly the most complex issue we face as an industry. The whole industry needs to change and address some uncomfortable truths. That starts with understanding the true cost of making clothing.

We're creating the right conditions for everyone in our supply chain to thrive.

What's next?

We'll aim to reach **100% traceability for all tiers** with our supply chain mapping by 2025.

We'll **increase transparency** with the launch of the first phase of our digital product passports in 2023. Collaborating with impact experts **Green Story** we'll enable our customers to use a QR code to see who made their garment and understand the **impacts of their clothes**.

We'll use the feedback from **The Fair Wear Foundation Brand Performance Check** and our **Better Buying Partnership Index** survey to focus our attention on the issues that **impact our suppliers**.

We've applied for **B-Corp certification** and hope to be certified in early 2023. The B-Corp community is a global movement of businesses who provide leadership by **demonstrating their commitment to people and the planet**.

Nature

A fully circular range which conserves natural resources, protects biodiversity, eliminates harmful pollution and closes the loop at the end of use.

To have a positive impact on nature we need to look at every stage of the supply chain from the crops we use, the way we process them and the way we dispose of our clothing at the end of its use.

Our Nature Goals

Develop ground-breaking new materials which maintain the high performance levels customers expect but which are lower impact and enable our products to be fully recyclable or biodegradable.

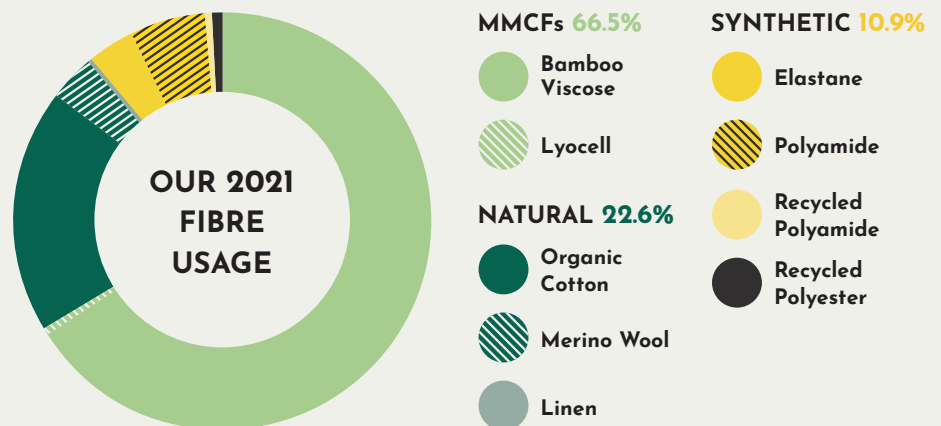
Ensure products are processed by factories that are focused on continual improvement and committed to following best practice and zero discharge of hazardous chemicals.

Take responsibility for our products' end of use by verifying that they are recyclable or biodegradable not just in principle but in practice.

Pioneering circular activewear

The vast majority of activewear is made from synthetic, plastic materials such as polyester that come directly from fossil fuels. BAM is different. We pioneer natural activewear only using synthetics (recycled where possible) for performance and durability and proactively seeking natural alternatives. As of 2021, 89% of the fibres we use are biodegradable and come from natural, renewable raw materials.

To be impact positive by 2030 we're working towards an entirely circular range with clothing that is either 100% biodegradable or 100% recyclable. We have started to use recycled polyester in our 73 Zero outerwear range because we have worked out how to ensure it can be 100% recycled by collaborating with recycling processor Project Plan B. This has contributed to an overall increase in our use of synthetics from 8% in 2020, to 11% in 2021.



Working towards an entirely circular range with clothing that is either 100% biodegradable or 100% recyclable.

What's next?

The challenge is to find and develop materials that support our move towards a fully circular range but that maintain the high performance qualities our customers expect.



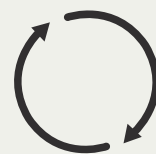
Innovative fibres

As well as continuing to use lower impact fibres, we're actively investigating new & emerging innovative fibres that will enable us to reduce our carbon footprint and create fully biodegradable or recyclable products.



Regenerative practices

We're working on new strategies for sourcing cotton and wool which will support the transition to regenerative agricultural practices.



Recycled materials

We aim to increase our use of recycled materials from fibre-to-fibre recycling. The availability of these materials is still very low so we will play an active role in supporting research and scale up of new technologies.



Using low impact crops: Is bamboo really better?

In short, yes, it is. Here's why.



Lower impact

Bamboo is an inherently lower impact crop than cotton or hardwood trees because it needs little to no irrigation or pesticides; grows rapidly so needs less land; can be harvested without damaging root systems and surrounding habitats; is shown to store carbon in the plant and roots and is able to regenerate soil health.



MMCF

Bamboo viscose is the fibre made from bamboo. It is a man-made cellulosic fibre (MMCF) which means that unlike fossil fuel-based synthetics, it's made from natural, renewable raw materials and is biodegradable.



Lower carbon

We have verified, through independent life-cycle experts Green Story, that our bamboo viscose has a lower carbon footprint than conventional viscose, cotton and polyester.

Bamboo viscose has a lower carbon footprint than conventional viscose, cotton and polyester.

How we're ensuring safe viscose production

We believe that working with bamboo is good for the planet, it is a better source material than polyester, cotton or hardwood trees. Making bamboo viscose production safe is one of our highest priorities. We recognised four years ago that we needed to understand exactly how our viscose was produced, but we didn't have any relationship with our viscose producers. We had to trace back through our supply chain to identify the yarn mills that our garment manufacturers were buying from and then identify who was supplying those mills with viscose.

We are a tiny brand without the commercial clout of much bigger brands, so we don't have the leverage to compel producers to change. To put that into perspective, our two producers jointly make 850,000 tonnes of viscose each year, we source a little less than 200 tonnes (0.02%). But we have been able to build the relationships needed to influence a change. And the good news is that the industry has woken up to the fact that it needs to clean up textile production.

We identified our two viscose producers were industry giants, Sanyou and Jilin. But this was only the first step. We visited them in 2019 and established that they

were both committed to improving their equipment and processes to reduce their environmental impacts. Three years on these viscose producers are rated as 4th and 7th in the world in the Canopy Hot Button report which ranks viscose producers according to their environmental performance and commitments to protecting the world's ancient & endangered forests.

Both of them hold Oeko-tex step level 3 certification. This is one of the most rigorous industry audits assessing the use of chemicals, environmental and social impact, and quality management performance.

The EU BAT (Best Available Techniques) specifically relates to viscose production and is currently internationally recognised as the most rigorous and responsible standard. Sanyou have already been verified. Jilin have been assessed and have some criteria still to meet. They are working towards verification in their follow up in 2022.

Both producers have invested millions of dollars in technology and infrastructure to achieve these levels and they continue to work towards safest and most responsible production techniques.



The organisation ZDHC (Zero Discharge of Hazardous Chemicals), which instigated the shift in cleaning up of the dyeing and finishing industry over the last ten years is now shining a spotlight on viscose production. We have worked with Sanyou and Jillin to gain their commitment to engage in the ZDHC MMCF (manmade cellulosic fibres which is the group of fibres that viscose belongs to) module when it launches later this year. This will be another rigorous assessment of their chemical management which will support their constant improvement.

Having built relationships with both suppliers, having visited their facilities, having persuaded them to share their technical data with us, and used experts to analyse it, we are satisfied that they are both already responsible viscose producers. We are also satisfied that they are committed to making it even better.

While viscose production can be safely managed, it still requires the use of hazardous chemicals. Working with producers to improve their processes is only part of the solution. We are also committed to innovation in this area and are supporting research (see page 21) into next generation feedstocks and processing methods. This aims to develop fibres which have an even lower impact than ones that currently exist.

There's no doubt that addressing chemical pollution in the textile industry is an enormous challenge. But we've seen industry giants collaborate with tiny brands with a common goal to lower the impact of our clothes. We feel more confident than ever that together we can clean the industry up.

Together we can clean the industry up



The opportunity to regenerate our ecosystems

The textile industry has damaged our ecosystems. Man-made cellulosic fibres (MMCFs) like bamboo viscose are made from natural plant materials so they can help regenerate them. They also ensure the health of carbon sinks in turn playing an essential role in stabilising the climate. We've pushed for better viscose production because we want to continue to work with bamboo viscose and realise these opportunities.

How we're ensuring the highest levels of bamboo cultivation

To maximise the positive potential of bamboo we are assessing the unmeasured opportunity - its ability to improve soil health, store carbon and create additional income streams for local farmers. Bamboo has the potential to be a truly regenerative material as we verify that it has been grown and harvested following the best agricultural practices.

In 2021, we commissioned a study with biodiversity experts Nature Positive to look at the impacts that bamboo viscose production could have on biodiversity in China. We're using the findings of this report to create a bespoke bamboo standard for BAM to recognise the best practices of bamboo growers. Having a rigorous mechanism in place will guarantee us the highest levels of sustainability and ultimately measure the positive impact our use of bamboo has on nature.

**The textile industry
has damaged
our ecosystems.
MMCFs like
bamboo viscose
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regenerate them.**

Closing the loop with circular clothing

In Autumn/Winter 2021 we launched our 73 Zero insulated jacket. This was a landmark moment as we worked out how to close the loop with truly circular clothing that is 100% recycled and 100% recyclable.

We've been recognised for this ground-breaking innovation with the Drapers Best Circularity Initiative Award 2022.

Creating circular clothing is one of the biggest challenges and opportunities in the industry because it is about much more than simply designing and creating clothing. It requires us to change the way we buy materials and design, manufacture and sell our products.

Our 73 Zero insulated jacket and the rest of our 73 Zero range is our response to this challenge. 73% of clothing ends up in landfill or incinerated and we want to get that to zero.

Using recycled materials is a positive step in the right direction but we must ensure we don't just delay materials ending up in landfill. Diverting products such as plastic bottles away from a circular bottle-to-bottle recycling system to a linear garment to landfill system actually damages the circular economy. That's why we went further and closed the loop by making an upfront investment with recycling processor Project Plan B to guarantee that every jacket can be recycled into fibre grade polyester. It's costed into the price of the jacket. We're removing all barriers to recycling.

In Spring/Summer 2022 we added four new styles guaranteed by Project Plan B, with a further four new styles in development for Autumn/Winter 22. Each has a take-back scheme with QR codes printed on the inside of the clothing. Our process ensures that even if a customer buys their jacket second-hand, it can still be fully recycled.



Drapers recognised our ground-breaking innovation with the Circularity Initiative Award 2022.

What's next?

There's no point in making garments that can be recycled in principle but not in practice. That's why we've certified our 73 Zero outerwear range is 100% recyclable. This accounts for 1% of our full range so now we're extending this approach with the following goals:

25% of our range to be fully biodegradable or certified 100% recyclable by 2025.

100% of our range to be fully biodegradable or certified 100% recyclable by 2030

There's no point in making garments that can be recycled in principle but not in practice.

Embedding circularity

Designing circular garments is an important first step but we need to embed circularity into the way we operate. We're finding ways to extend the life of our garments. We're collaborating to ensure recycling can be done not only in principle but in practice. And we're investing in game-changing ideas.



Extending the life of our garments: Our Sharewear partnership

At the beginning of 2021, we launched our partnership with UK charity Sharewear whose ambition is to end clothing poverty in the UK. We started by supporting their 'No Wear to Run' campaign highlighting the link between clothing poverty, mental health and exercise. We offered our customers the opportunity to donate their unwanted clothing to Sharewear via a pre-paid postage bag. The response was phenomenal with BAM customers sending Sharewear over 1,600 bags of clothes. This directly contributed to Sharewear supporting 26,000 people in 2021 in the East Midlands, Yorkshire, Greater Manchester, South Wales and North London. Recognising the difference the service made, we decided to bring it back permanently and since re-launching in February 2022, Sharewear have received over 1000 donations from our customers.

Creative solutions that start with extending the life of our clothes and lead to reducing clothing poverty.

Collaboration is the key to meeting the circularity challenge

Our experience working with Positive Momentum, Project Plan B, Green Story and Exeter University has demonstrated that collaboration is the key to meeting the circularity challenge. This year, specifically we collaborated by:



Joining the Circular Textiles Foundation

Following the success our collaboration with Project Plan B, we are excited to continue working towards a fully certified circular range with their support by becoming members of their new not-for-profit organisation, The Circular Textiles Foundation. This exciting new initiative brings together brands and recycling technologies to accelerate the textiles industry's transition to circularity by providing expertise and supporting brands to deliver certified circular products.



Working with Exeter University

We recognise the need to embed the concept of Circular Economy across the whole business if we're going to achieve a totally circular range by 2030. We worked with the Circular Economy Hub at the University of Exeter on bespoke workshops for our product, creative, marketing, operations & e-commerce & leadership teams to train everyone on the circular economy and to see how they could contribute to BAM's goals.



Joining the Textiles 2030 Initiative

The Textiles 2030 Initiative brings together brands, recycling processors, sorters, fibre producers and many other players in the industry. We joined in 2021 and are now able to collaborate, share what we've learnt and learn from others.

Investing in research to find the game-changers

One of the challenges of being Impact Positive by 2030 is that the textile recycling and the technology needed to deal with most clothing on the market today doesn't exist yet. As part of our goal, we see it as our responsibility to invest in developing new technologies. None of these has a guaranteed outcome. Maybe they'll spark a new idea. But maybe they'll be game-changers.

Funding to find out if fungi can eliminate pollution

We want to explore sustainable options for disposing of end-of-use textiles. We also want to address what should be done about the tonnes of clothing already in landfill. Bio-remediation (using a fungus to eliminate pollution) could be the answer. That's why we funded a researcher to spend a year in the lab developing a system to trial different fungi to see how well they can break down our textiles. We are really excited about what this research is developing.

We will 'continue the pioneering work BAM has enabled us to begin.'

Suzy Moody MRSB,
Lecturer in Microbiology, Kingston University

Supporting new approaches to textile recycling

Current advances in textile recycling still have their limitations. Recovering fibres mechanically from clothing at the end of its life often damages those fibres so they're only suitable for low quality fabric (down-cycling). Coloured textiles need to be sorted by colour or have the dye stripped out of them which further complicates the process. We're investing in a new bio-based approach to textile recycling which involves first breaking down the fibres and then reconstructing them into brand-new, high-quality fibres. This research is being done with a team at the University of York, who have already developed this bio-based approach for cellulosic textiles such as those made from our bamboo.

"We're searching for innovative solutions to the textile crisis. Bio-based processes could be the break-through we need and we're delighted to be working with BAM."

Dr Alexandra Lanot,
Senior Researcher, University of York.

Remove more carbon from the atmosphere than the emissions we create.

To have a positive impact on the climate we need to remove more CO₂e (Carbon) from the atmosphere than we create.

Our Climate Goals

Reduce our carbon footprint by using less energy and reducing the use of fossil fuels as fast and as much as possible.

Offset carbon emissions that we can't avoid until the world moves away from burning fossil fuels for energy.

Promote carbon removals with the choice of natural raw materials - such as bamboo - that suck CO₂ out of the air and store it in the soil, roots, forests and the fibres that we use.

Our 2021 climate achievements

In a year of sustained progress, here are our highlights:



Energy Saving

Three of our garment factories in Turkey installed solar panels on their roofs and we are now able to include the resulting energy savings in our footprint calculations.



Recycled materials

We increased our use of recycled & recyclable materials within both our products and packaging.



Reduced commuting

We maintained a flexible office working pattern following the pandemic significantly reducing staff commuting despite a fast-growing team.



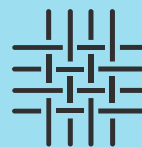
Every item climate positive

Every item continued to be climate positive as they have been since 2019.



Offsetting our footprint

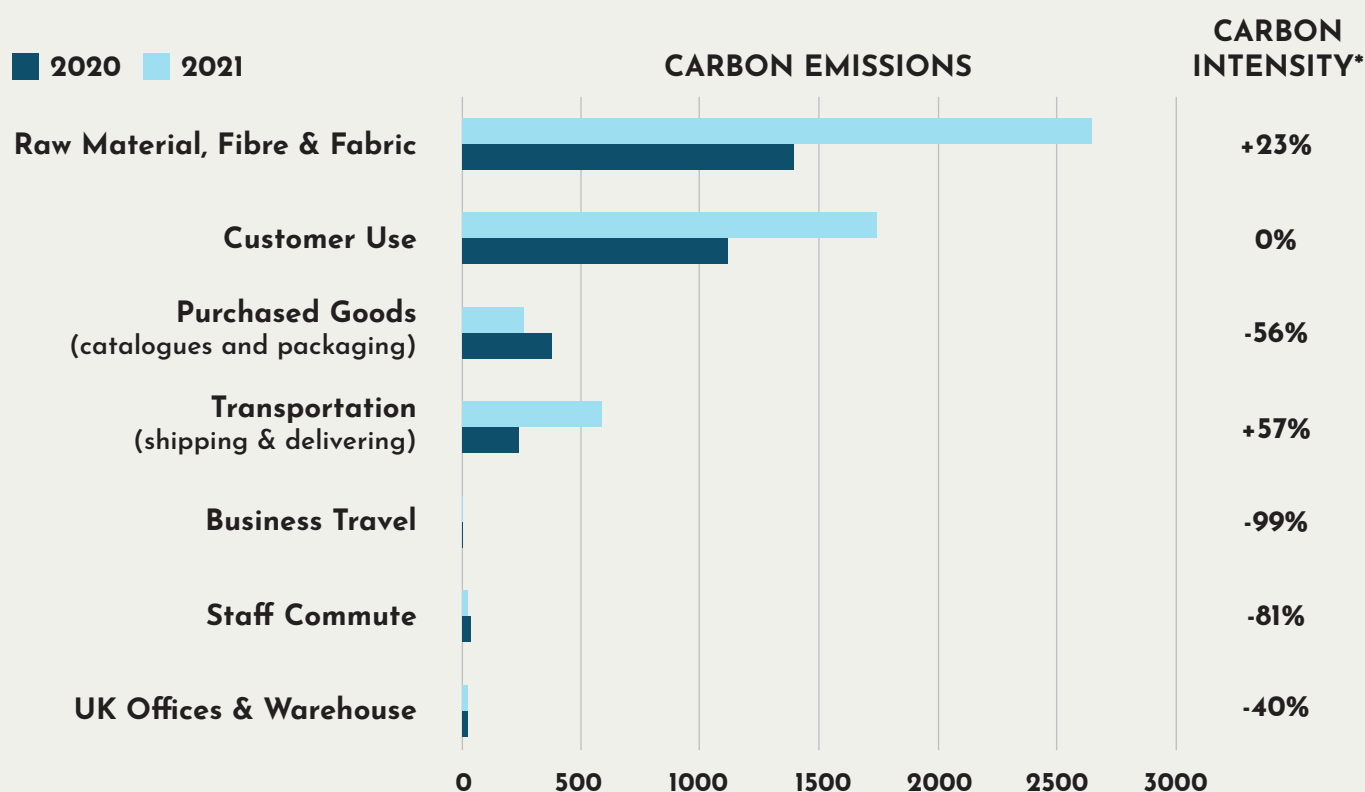
We continued to offset more than our own footprint. Not only do we offset the full life cycle of our products including 50 customer washes, since 2019 we've offset more than 3000 additional tonnes of CO2 which is equivalent to 551 round trips between London and Sydney. We've also planted over 9000 mangrove trees since 2019.



Biodegradable fibres

89% of the fibres we used were biodegradable and made from natural, renewable raw materials. 64% of those raw materials were bamboo. We don't count the benefits of bamboo's ability to store carbon in our calculations, although we know bamboo is an inherently lower impact crop. It's rapid growth and the way it can be harvested without damaging root systems protects the carbon and biodiversity stored in the roots and soil.

Actual emissions: our 2021 and 2020 carbon footprint



Supply chain issues impacted our results

We measure our actual carbon emissions with a 2030 goal to reduce them to zero. We also measure our carbon intensity as this gives us a like-for-like comparison each year that is not skewed by business growth. This helps us identify where we need to focus our attention.

In most categories our carbon intensity has reduced but, in some categories, and overall, it has increased. This is due to a variety of factors including increased use of air freight to address supply chain delays that are impacting the whole industry as a whole. There will always be variables that throw us off course and we recognise how far we have to go here to see a consistent reduction in our carbon intensity.

* We report on our carbon intensity as this can be a more meaningful comparison. It shows our carbon emissions per £ revenue, or per unit of production so you see a like-for-like comparison that is not skewed by business growth.

What's next?

Since we committed to being Climate Positive, we have relied on the use of carbon offsetting to balance our unavoidable carbon emissions. But the reality is that the cost of offsets is increasing rapidly and our money isn't going far enough. If we want to ensure the biggest bang for our buck purchasing offsets each year isn't going to do it. And our focus on reducing our avoidable emissions is just as important as offsetting the unavoidable ones. It all requires investment.

Being Climate Positive is our baseline - it's where we believe all companies should be. We're figuring out the best way to do it and investigating if we should change our approach this year. We'll share that in our next impact report.

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