

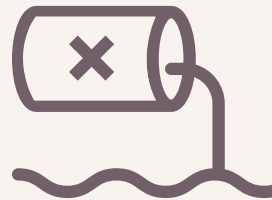
IMPACT POSITIVE

Our 2020 annual report



BAM
BAMBOO CLOTHING

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





BAM
BAMBOO CLOTHING

The environmental crisis impacts us all.
We have to shift the way we do business.

What is IMPACT POSITIVE?

Every clothing business has a carbon, a water, a chemical, a waste and a land use impact and an effect on the people who work for them. These impacts aren't just about manufacturing. It starts when the bamboo is grown and continues right through to the moment the clothes are recycled.

We've measured our total impact in these six areas throughout our supply chain, so that where we have a negative impact we can work out how to reduce it.

We're starting by offsetting our carbon and water footprints. This means that we'll have compensated for our negative impact in these two areas. But our goal is that in all six areas BAM will have a positive impact. We want to be **Impact Positive**.

To achieve this, our challenge is to reduce all our negative impacts to zero in ten years. At this point we won't need to offset, because we'll have created no negative impact in the first place.

If 'going green' is hiking to the top of a hill, Impact Positive is scaling Everest. But **it's where every business needs to be headed**.

This kind of fundamental change is uncharted territory so we're taking advice from the best. We're working collaboratively - with our suppliers and our customers - until NO aspect of making BAM clothes negatively impacts our environment. This report sets out how we plan to make BAM Impact Positive with goals for each of our six impacts.

THE JOURNEY SO FAR

2006

Inspired by sustainable bamboo, David started BAM

Also used organic instead of conventional cotton

Worked with sustainable and ethical suppliers

Developed new fabrics using sustainable materials

Removed plastic from all our packaging

Traced our supply chain back to the raw material

Measured our current impact as a business

Published Impact Positive strategy and annual report

2020

OVERVIEW & CONTENTS

As we've said, this is about more than just carbon. Our business has a broader impact on the planet and we have grouped all our impacts into six key spheres:



Climate Goals

6-7

Climate Positive by 2021.



People Goals

8-9

Paid fairly and treated with dignity.



Land Goals

10-11

Avoid deforestation and support biodiversity.



Waste Goals

12-13

Zero waste to landfill by 2030.



Chemical Goals

14-15

Zero pollution by 2030.



Water Goals

16-17

Zero wasted water by 2030.

Our Experts

18-19

Meet the Experts who shared their knowledge and expertise with us.



MEASURING OUR IMPACT

In order to reduce our impact throughout our supply chain we needed to measure our impact throughout that supply chain.

In the last two years we've traced our suppliers' suppliers' suppliers' suppliers' supplier to systematically identify all our growers, factories, plants and manufacturers.

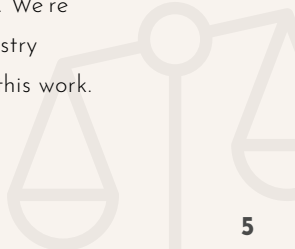
As you can imagine, collecting exact data - e.g. energy usage - right the way through the supply chain is hard to do. And it would be impractical to try. Instead we created an impact calculator based on expert information, proven sources and a set of recognised assumptions.

This gave us a set of measurements

which have helped us set out our priorities and our targets.

As we get more into the detail, we'll be able to verify our assumptions and fine tune our calculator - although we'll always compare like with like in our results.

We don't believe in reinventing the wheel. There's too much to do. We want to take our - currently very complex - calculations and simplify them into a calculator that others can use. We're always keen to work with industry specialists who can help with this work.





CLIMATE GOALS

We're challenging ourselves to reduce our carbon footprint to zero by 2030. In the meantime we will offset our footprint and take responsibility for our supply chain's impact.

**CLIMATE POSITIVE
BY 2021.**

WHY

The garment industry produces 10% of all global carbon emissions.




HOW

We've already **measured our carbon impact** for 2019 from forest and field to end of life so we can identify how to reduce our carbon footprint to zero.

We always choose the most sustainable fabric option available:

- In 2019, **70%** of our fibres were from bamboo. Bamboo absorbs **five times more carbon** than hardwood trees.
- Two thirds of this carbon is stored in the soil and root system and **protected** when the bamboo is harvested.
- In 2019, using organic cotton over conventional cotton saved us over **30 tonnes of carbon**.

In 2020 we are switching to **renewable energy** in all UK operations.

-  Offsetting BAM's carbon footprint (carbon neutral)
-  Offsetting plus responsibility for supply chain's footprint (climate positive)
-  No carbon footprint created in the first place (zero carbon footprint)



6900 tonnes

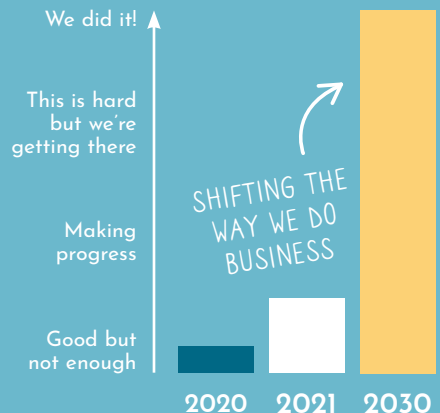
BAM's carbon footprint + supply chain's footprint



1800 tonnes

BAM's carbon footprint

CARBON GOALS





PEOPLE GOALS

We'll ensure fair treatment for every person involved in making BAM clothes - from the bamboo growers to our UK team.

**PAID FAIRLY AND
TREATED WITH
DIGNITY**

WHY

The Clothing Industry employs 75 million people globally and they are not equally treated.

HOW

To drive real change, we need **total transparency**. Many clothing brands trace their supply chains back to the first tier (clothing manufacturers). We've spent two years tracing all the way back to where our bamboo is grown..

We can now build relationships with every tier of our supply chain to replicate the **strong relationships** we have with our first-tier suppliers.

We will give our customers total transparency, so they know where their clothes come from. **By 2021** we will tell our customers details of the factory, fabric mill and fibre producer who made their clothes and the forest it came from.

75 MILLION



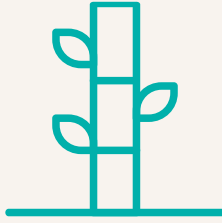
people are employed in the clothing industry

BAM'S MERRYN VISITING THE BAMBOO FOREST



SOME OF THE PEOPLE FROM OUR SUPPLY CHAIN IN CHINA & TURKEY





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.

**AVOID DEFORESTATION
AND SUPPORT
BIODIVERSITY**

WHY

The fashion industry is set to use 115 million hectares more land for crops by 2030 - that's an increase five times the size of Great Britain. It's unsustainable.

FACTS

Bamboo uses **50% less land** than cotton to produce the same amount of fibre.

150 million trees are cut down every year to make cellulosic fibres like conventional viscose and Tencel™.

Bamboo can be grown on degraded land where other crops won't grow. **It doesn't need pesticides** and it's strong root system stores carbon, improve soil health and support biodiversity.

HOW

We want to **inspire others** to use this sustainable crop as an alternative to conventional cotton and viscose. To avoid the bamboo crop being commoditised in an unsustainable way - e.g. as palm oil has been - we are engaging with other **bamboo brands, experts and industry stakeholders** to create a plan.

It's not just about textiles - our catalogues and packaging use paper too so we will ensure they are always from **responsible or recycled sources**.

5X
SIZE OF
GB



115 million hectares

Bamboo is the
FASTEST
GROWING
crop on the planet



It's also better for the
LAND & SOIL
♥ **HEALTH** ♥



WASTE GOALS

We're challenging ourselves, our collaborators
and our customers to rethink how we make
and recycle our clothes.

**ZERO WASTE TO
LANDFILL BY 2030**

WHY

53 million tonnes of fibre were produced in 2015 and 73% of textile waste ends up in landfill or incinerated.

HOW

We've always chosen to use the most sustainable fibres available. Now, sustainability alone is not enough. We're aiming for our entire range to be circular, where **we reuse, recycle and regenerate** instead of take, make and waste.

Using bamboo and organic cotton we're creating a new denim range for AW20 which follows the 'Jeans Redesign' guidelines created by the **Ellen MacArthur Foundation**.

We are investigating **bio-based alternatives** to synthetic fibres starting with elastane and we're working on **fully recyclable jackets**.

We are looking for the best **recycling solutions** to help our customers keep garments in use when they have finished with them.

We're constantly **working on new ideas** and we love to collaborate so if you've got any bright ideas, let us know.

- 67% - Regenerated Cellulose
- 26% - Natural Fibres
- 7% - Synthetic

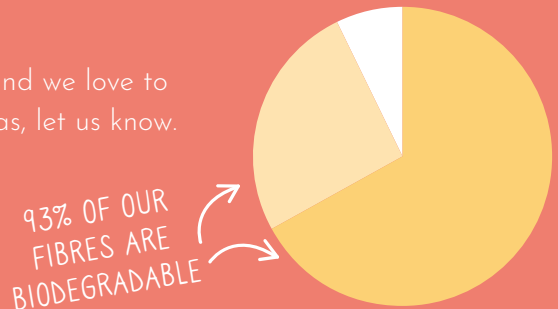
73%

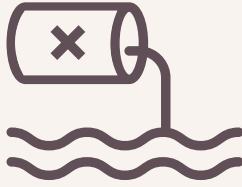
of textile
WASTE



ends up in
LANDFILL
OR INCINERATED

BAM FIBRES





CHEMICAL GOALS

We're challenging ourselves to reduce
any remaining pollution from our textile
processing to zero by 2030.

**ZERO POLLUTION
BY 2030**

WHY

20% of global water pollution comes from textile manufacturing.

HOW

Every clothing business has a chemical footprint, resulting in **20% of water pollution** coming from textile manufacturing.

We will only work with textile manufacturers who use **safe chemistry** and waste treatment practices and who invest in the technology needed to make things even better.

By **identifying our entire supply chain*** we know exactly who is making our fibre and who is dyeing and finishing our fabrics.

We're visiting all of them in person and we'll use ZDHC's** tools to help them **improve processes** and chemistry where necessary.

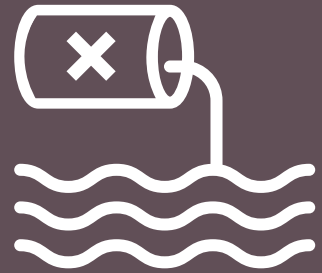
Having visited our two bamboo fibre producers, we know the chemicals they use are being managed and **treated responsibly**.

BAM has always chosen to use organic cotton as it **doesn't use pesticides**. Conventional cotton uses 16% of the world's insecticides and 7% of pesticides.

*By the end of 2019 we had visibility of about 95%

** The Zero Discharge of Hazardous Chemicals Foundation (ZDHC) is an industry body set up to drive change in the industry.

20%
OF WATER
POLLUTION



is from textile
MANUFACTURING

ZERO
POLLUTION
of water by
2030

↑
OUR
TARGET



WATER GOALS

We'll aim to reduce our blue & grey water footprints to zero by 2030, in the meantime we'll offset them.

**ZERO WASTED
WATER BY 2030**

WHY

The World Health Organisation estimates that by 2025 1.8 billion people will experience absolute water scarcity.

HOW

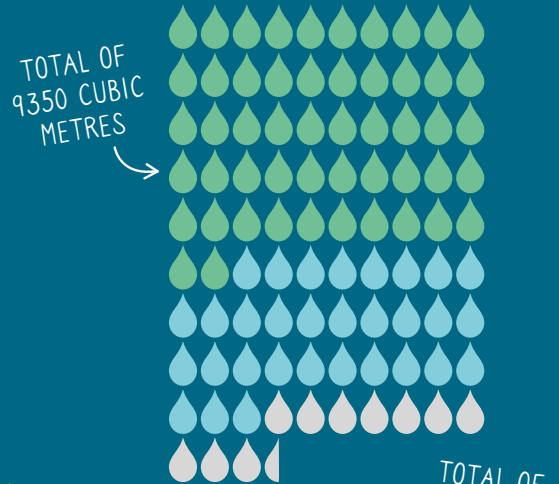
Bamboo only requires rainwater to grow as long as it's grown in the right climate. Our bamboo is grown in the Yunnan and Sichuan Provinces of China where the forests are the perfect environment for it to thrive.

Other textile processes in the product life cycle - like waste treatment in viscose production, dyeing & finishing and home laundry - do still use a lot of water.

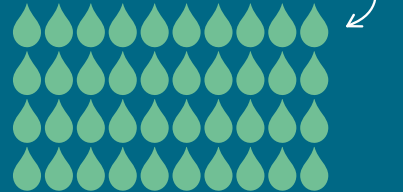
We've measured our water footprint so we can create a plan to reduce it. In the meantime, we'll offset our impact by **donating to positive projects** in water scarce locations.

Water needed to grow
1 METRIC TONNE OF:

Conventional Cotton



of Bamboo



Green water footprint

Rain water from natural precipitation

Blue water footprint

Fresh water used for irrigating agriculture, industrial and domestic use

Grey water footprint

Water used to treat or 'assimilate' polluted water

OUR EXPERTS

The Industry Experts who shared their knowledge and expertise with us.



SIMON BROWN

Partner at Positive Momentum Business Consultancy

None of this would have been possible without the guidance, technical expertise (and address book) of Simon Brown. A consultant with decades of experience and a huge amount of passion to match, he really understood what we wanted to achieve here. With his help, we've spoken to some amazing industry experts specialising in all sorts of different fields. Thank you Simon!



SARAH WYNN

Managing Director of Sustainable Food & Farming Practices at ADAS

We had to get scientific with our measuring. After an enlightening meeting with Sarah and her team, we commissioned ADAS - the UK's largest independent agricultural and environmental consultancy - to undertake a research study into the positives and potential negatives of bamboo agricultural.



GRAHAM STORRIE

Director at Texology & Ex Chair of the Board of Directors of the Zero Discharge or Hazardous Chemicals Foundation

The textile industry is really starting to clean up its act due in no small part to Graham's work with ZDHC. He's been at the forefront of this work for the last 19 years, working with all sides of the industry to promote and implement safer chemistry.



FIONA CHARNLEY

Associate Prof. & Co-Director of the Exeter Centre for the Circular Economy

Fiona has been an inspiration to BAM. As well as the partnership we've started to build with Exeter University and their Centre for the Circular Economy, she really underlined to us the importance of circularity and shaped our approach to ensuring zero waste to landfill by 2030.



TOM POPPLE

Senior Manager in Climate Change & Sustainability at Natural Capital Partners

Tom gave us some seriously interesting and inspiring knowledge about how we could start to become climate positive in a meaningful way. We also hope to work with him on an exciting project later on this year to further our climate positive ambition.



STEVE MALKIN

CEO at Planet First and Founder of The Planet Mark

Steve is on a mission for absolute carbon reduction, he opened our eyes to the importance of real carbon reduction targets. Offsetting is only ever a last resort and when we do it, it has to be really meaningful.



INDER POONAJI

Founder & MD of Six Butterflies Sustainable Business Consultancy

Former Head of Sustainability at Nestle Inder helped us to think bigger. We won't get to **Impact Positive** by tweaking what we already do. We have to make big choices and big changes. Inder inspired us to think outside of the box, he gave us a fresh perspective and challenged our pre-conceptions.



PACKAGING GOALS

By Autumn/Winter 2020 we'll have

REMOVED ALL
PLASTIC FROM OUR
PACKAGING

BAM

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