



CO

ANNUAL REPORT
2021-22

COMMON OBJECTIVE - ETHICAL FASHION GROUP LTD

CEO UPDATE

In 2020 we set out our long term goal - to support 1 million+ members to use business as a force for good.

During 2021 - 22, we focused on 3 core capabilities to bring us closer to this goal:

1. Sourcing partnerships that change lives

We know that partnerships between the right brands and suppliers on CO can be and have been transformative, resulting in successful products that change lives and minimise impact on the environment.

In 2021 we launched [CO Expo](#), to catalyse more of these partnerships, and put the spotlight on sustainability leadership in the supply sector. In 2022 we launched [CO Create](#), a tool that brings our members together to develop sustainable fashion products and collections through CO. In this report we share what was achieved and our next steps.

2. Incentivising skills and learning

Between June 21 and June 22, CO received over 1 million views on content. We wanted to see this turn into tangible skills and action, and to reward results in order to ramp up engagement.

This led to the launch of [CO Credits](#), bite sized email training courses on sustainable and ethical business practices. Successful completion of a training credit rewards the user with higher search rankings on CO.

In order to put the spotlight on and reward leaders for sustainability best practice, we launched [Brand Leaders Summit](#) in 2021.

3. Driving impact

Collaboration can be difficult to make happen, when competition is the status quo. The last 5 years have seen a raft of sustainability initiatives launch in the fashion sector that share our common objective,. During 21-22 we built and are building win win partnerships with MADE51 (UNHCR), Textile Exchange, Fashion for Good, Ellen McArthur Foundation, WFTO, and more, to multiply our combined impact.

We still have a long way to go towards 1 million members furthering business as a force for good. However with true collaboration, it could happen in a fraction of the time.



Tamsin Lejeune
CEO, Common Objective | CO

EXECUTIVE SUMMARY

1. CO's Member Base

Deepening our member base: During 21-22, CO grew to 55k members, 49% from brands and retailers, 26% from suppliers. 50%+ of members are from the UK and the US followed by Australia, India, Canada and across Europe.

"Vast range of brands and suppliers - representing the true sustainable focused pioneers and trailblazers of the fashion and textile industry..." Knitwear designer on CO

Committed to sustainability*: 69% of members say they would like to know more about sustainability best practice, and 50% are looking for sustainable suppliers.

Brands & Retailers: Teams have grown on CO from across hundreds of leading brands eg 67 from John Lewis, 34 from ASOS, 30 from Vivienne Westwood, 26 from Next, 25 from Burberry, 21 from Pentland ++.

Suppliers & Manufacturers: During 21-22 we launched 6 new sustainable sourcing hubs and diversified our supplier base through CO Expo.

CO Leadership Standards: In 2021 we developed the CO Leadership standards - 3 levels of sustainability leadership for the fashion industry to aspire to.

CO 2.0: In 2021 we launched CO 2.0 - the next phase of the CO platform, with a raft of new features for members, including 4 new upgrade plans.

2. Sourcing

We launched 3 new features on CO to support sustainable sourcing and deliver value for PRO members including sourcing hub capability, CO Expo events and CO Create.

3. Training

In 2021 CO launched CO Training Credits - learning modules that boost the ranking of business profiles on CO, and the CO Brand Leaders Summit.

4. Partnerships

Collaboration is a core value for CO. During 21-22 we built on partnerships with WFTO, UNHCR, Textile Exchange++

5. Impact

We report on impact across our 5 core impact objectives-connections, resources, awareness, standards & pioneers.

6. Looking ahead

During 2022-23 we will focus on automating engagement on CO + collaboration with partners to ramp up impact.

*Based on data collected from 30k+ members on CO.

01 | **Member base**

Deepening our member base

CO's 55,000 members span 170+ countries and every part of the fashion industry supply chain. We have focused on deepening our member base across Europe, the US, and Asia, engaging with decision makers, and diversifying our brand and supplier base.

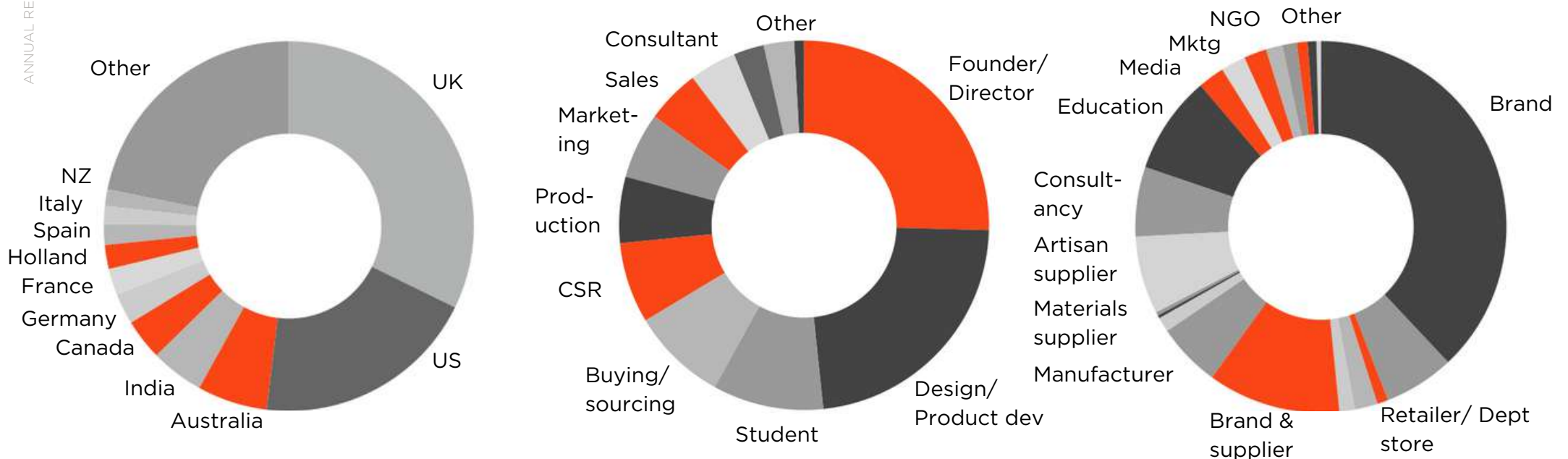
55,000+
Members across
170+ countries

63%
Directors, designers,
and buyers

49%
From brands/retailers,
26% suppliers

ANNUAL REPORT 2021-22

COMMONOBJECTIVE.CO



Stats on this page are based on data collected from 30k+ members on CO.

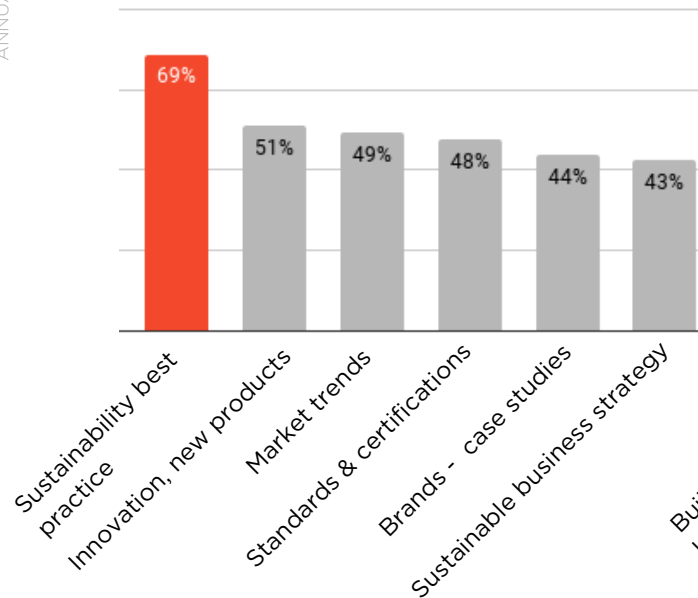
Committed to sustainability

CO is a community committed to learning about and implementing sustainability and ethical best practice. Based on data collected from 30k+ members on CO.

69%

of members want to know more about sustainability best practice

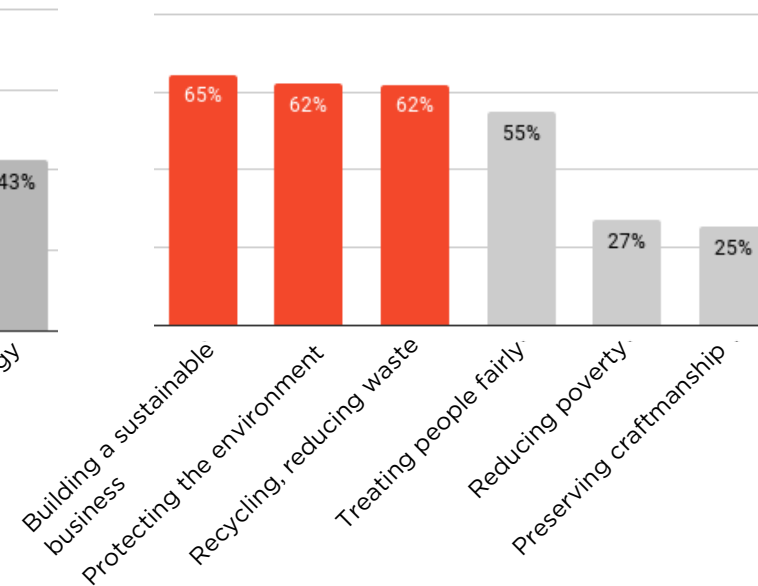
I would like to know more about...



65%

of members have the goal of building a sustainable business

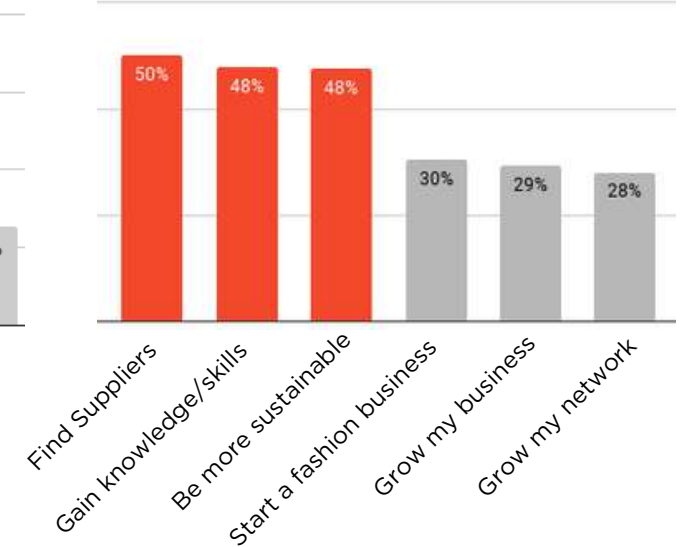
Top sustainability goals...



50%

of members would like CO to help them to find sustainable suppliers

I would like CO to help me...



MEMBERSHIP BASE

Brands and retailers

Decision-makers have joined CO from hundreds of leading brands, largely through word of mouth.

Growing teams include 67 from John Lewis, 34 from ASOS, 30 from Vivienne Westwood, 26 from Next, 25 from Burberry, 22 from Farfetch, 21 from Pentland, 18 from PVH ++.

"I like how clear and engaging the content is. I trust what I read here and I can access information quickly."

Footwear Designer, VF corp, M&S, Next, Timberland, Clarks

"Wealth of information available, varied suppliers offering innovative, sustainable sourcing solutions"

Head of Fabric, Temperley London

CO members include representatives from:



MEMBERSHIP BASE

Suppliers and manufacturers













The focus for CO for 2021 - 22 was to deepen, diversify, and curate our supplier base, bringing in sustainability leaders across the global supply chain.

As part of this we launched 6 new sourcing hubs + CO Expo - an annual programme of sourcing events and masterclasses.

Pioneering suppliers on CO include:



Sourcing hubs launched on CO for: Innovation, labels & components, fair trade sourcing, and more.

 <p>CO EXPO 2022</p> <p>CO EXPO; CURATING BEST-IN-CLASS SUSTAINABLE AND ETHICAL SUPPLIERS - FROM FACTORIES TO FABRICS, PACKAGING AND COMPONENTS.</p> 	 <p>Labels and Components Hub</p> <p>YOUR GO TO RESOURCE FOR SOURCING SUSTAINABLE LABELS AND COMPONENTS FEATURING PRACTICAL GUIDES AND EXPERT PARTNERS. SUPPORTED BY ITL GROUP.</p> 	 <p>Crafted by Refugees</p> <p>BRINGING BEAUTIFUL, REFUGEE-MADE PRODUCTS TO A GLOBAL MARKET.</p> 
 <p>PDS Innovation Hub</p> <p>ENABLING THE BEST-IN-CLASS, MOST INNOVATIVE EARLY-STAGE SUSTAINABLE FASHION BUSINESSES - MADE POSSIBLE BY PDS LIMITED.</p> 	 <p>WFTO Hub</p> <p>THE WORLD FAIR TRADE ORGANISATION HUB FEATURES FAIR TRADE BRANDS, SUPPLIERS, PRODUCTS AND SUSTAINABLE MATERIALS - ALL MEMBERS OF WFTO. PLUS CASE STUDIES, GUIDANCE AND TIPS TO SUPPORT FAIR TRADE SOURCING.</p> 	 <p>Latin American Hub</p> <p>SUPPLIERS, MANUFACTURERS, AND INDUSTRY EXPERTS SHOWING THE VALUE OF SOURCING FROM LATIN AMERICA.</p> 

The CO Leadership Standards

In 2021 we developed the CO Leadership standards - 3 levels of sustainability leadership for the fashion industry to aspire to.

At the heart of CO is the goal to increase tangible benefits (credibility, views, and customers) for businesses demonstrating leadership in sustainability best practice,

Towards this goal we launched CO Expo, Brand Leaders Summit, and developed 3 levels to our Leadership Award standards.

Our 3 levels of leadership include:

Level 1:

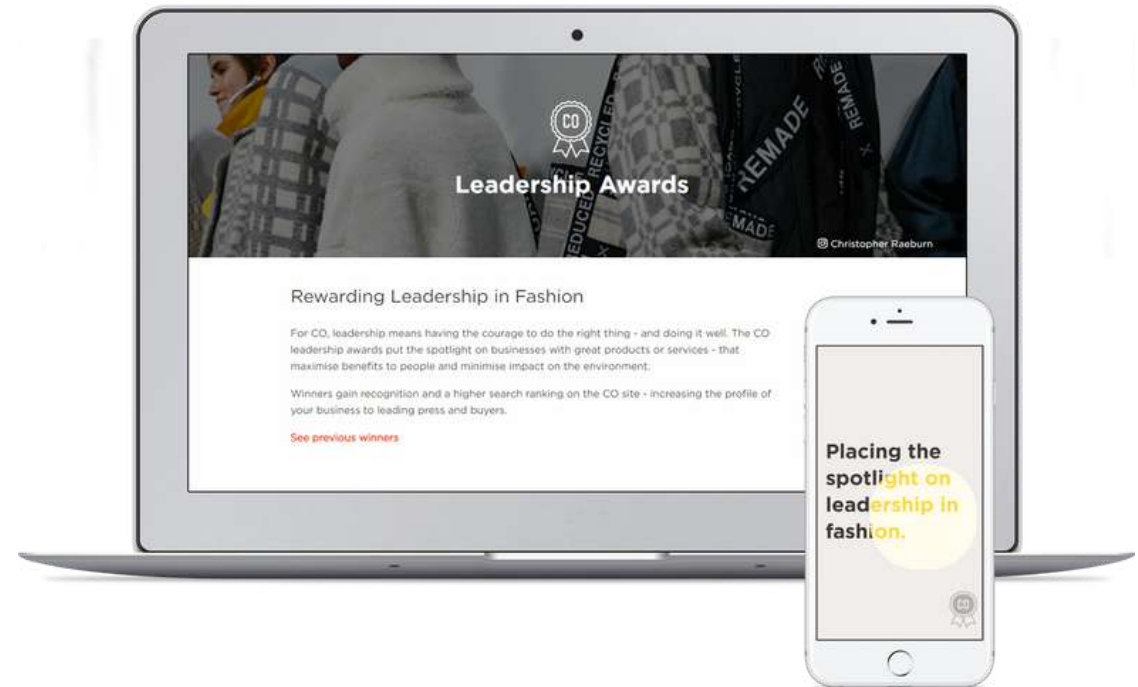
Business leadership (sustainability best practice across all operations)

Level 2:

Impact leadership (increasing tangible impact for good)

Level 3:

Catalysing impact (catalysing positive change across the industry)



65% more businesses gained the top CO sustainability score in 21-22 as compared to 20-22. (CO Data)

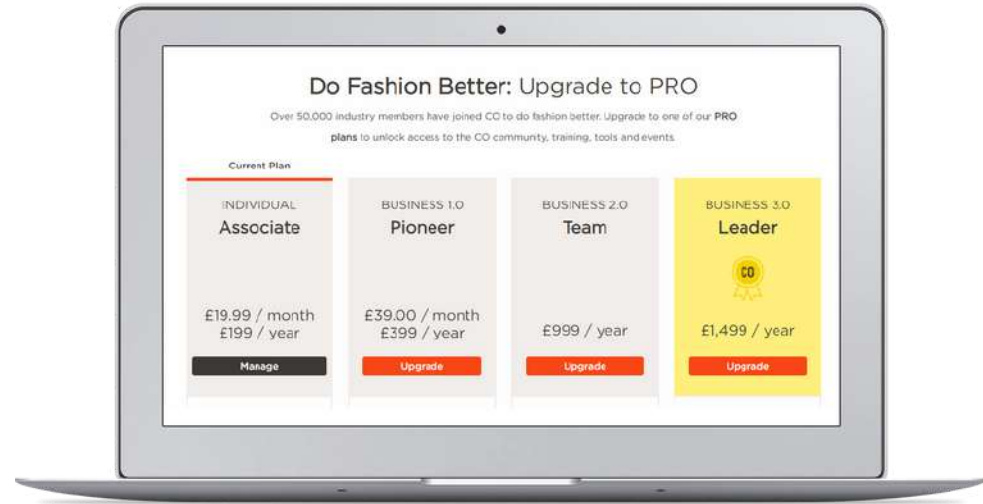
CO 2.0: Membership plans

During 2022 we rolled out CO 2.0 - the next phase of the CO platform, with a raft of new features for members, including 4 new upgrade plans for individuals, businesses, and teams.

We identified 2 core opportunities to deliver increased value for our members whilst achieving our impact goals:

1. Sourcing upgrades for suppliers and brands to access premium sourcing and matching services
2. Training for brands and suppliers and their teams in sustainability best practice, including support to achieve the CO Leadership Standards.

See sections 02: Sourcing, 03: Training and 06: Performance, for further details.



Clients for CO Training Services 21-22 include:



02 | **Sourcing**

CO 2.0: Sourcing made easy

69% of members on CO want to know more about sustainability best practice, and 50% join CO to find sustainable suppliers*. To support these goals we launched CO Expo from May 21 and CO Create in December 21, including:

1. CO Expo Hub:

New event hub capability to allow a seamless experience between online events and connecting with CO suppliers.

2. Online events:

26 events held between May 21 and June 22 to support sustainable sourcing.

3. CO Create software:

Visual sourcing tool launched on CO to catalyse brand - supplier partnerships.

"Such inspiring presentations at CO and the Expo. Momentum is building towards sustainability in the clothing sector."

Founder, Japonica Collection



*based on data from £30k CO members

CO 2.0: CO Create

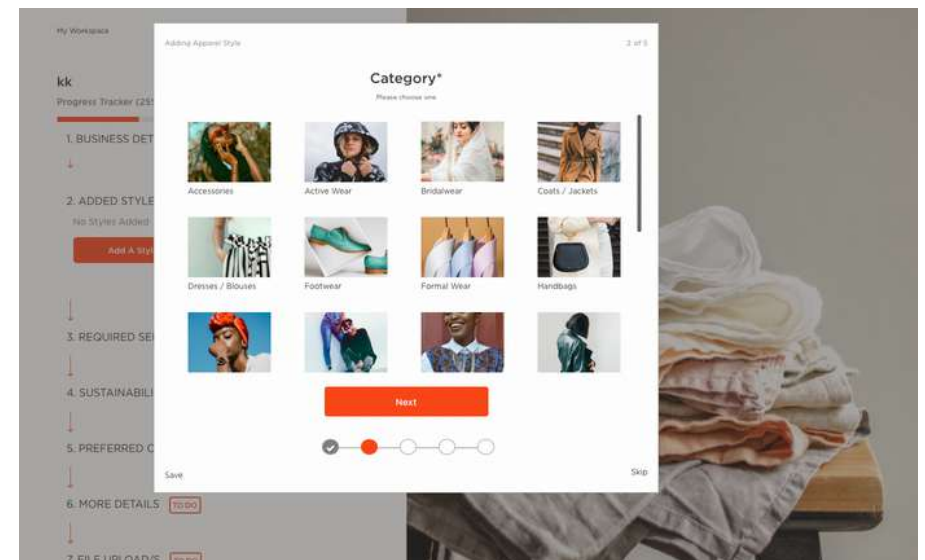
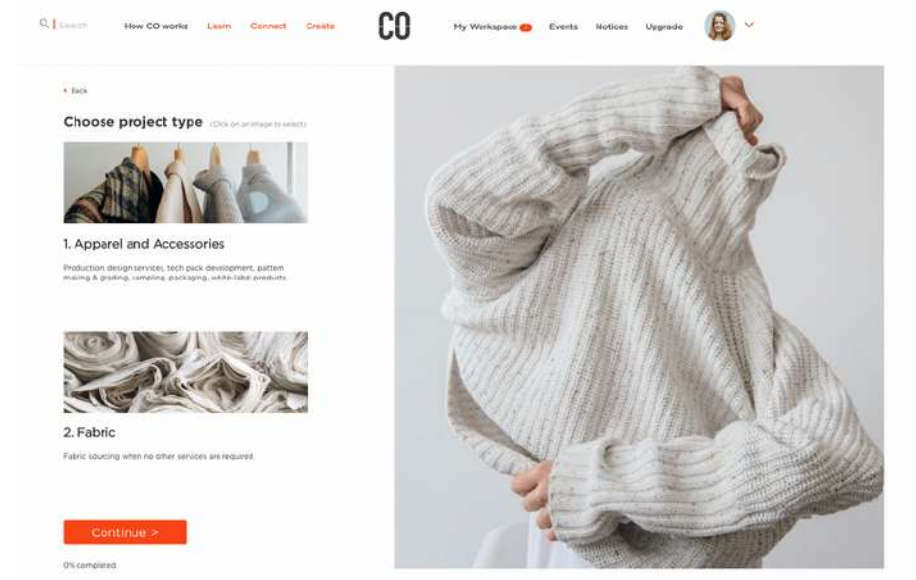
The CO Create tool catalyses partnerships between brands and suppliers on CO to develop sustainable fashion collections.

Brands can set out their needs and post a project in minutes. Suppliers can browse sourcing projects, and respond with a proposal in a few clicks. Because the tool draws information from brand and supplier profiles on CO, it saves time and allows both parties to understand the sustainability credentials of their future partners.

CO Create supports long term partnerships built on trust.

"Just uploaded a CO Create project for Komodo... It was very easy to navigate, really impressed"

Designer, Komodo Clothing



SOURCING SOLUTIONS

CO 2.0: CO Expo

The goals of CO Expo are to increase connections between buyers and suppliers on CO, deliver clients for sustainable suppliers, and deliver value for brands.

Events included online sourcing masterclasses and sourcing sessions curated to the needs of buyers. Across our Expo programme running from May 21 there were:

95k Views on Expo pages on CO

5.1k Registered visitors*


26 Online events


6.7x More views on Expo suppliers**

*Across 26 events **Average compared to suppliers not in Expo

"CO Expo 22 gave us a great opportunity to present our business and latest innovative material to the world, it generated a lot of leads from not only UK, but also America and Australia."

Director, Pigeon Wishes, Expo exhibitor






PRODUCTION & SUPPLIERS

CO Expo 2022: The Leading Edge


Be inspired by the latest sustainable material innovations. In partnership with Usha Yarns....



PRODUCTION & SUPPLIERS

CO Expo 2022: Sustainable Materials Showcase


Find solutions to your fabric and material needs, get answers to your tricky sourcing questions....



PRODUCTION & SUPPLIERS

CO Expo 2022: Jewellery & Accessories


Connect with suppliers leading the field in sustainable jewellery and accessories production....



PRODUCTION & SUPPLIERS

CO Expo 2022: Impact pioneers


Find production partners that will work with businesses of all sizes - including meeting low MOQs. In partnership with Slow Fashion World....



PRODUCTION & SUPPLIERS

CO Expo 2022: Impact at Scale

Find and connect with manufacturers at the forefront of best practice, offering a wide range of sustainable and ethical production solutions at scale. In partnership with XDD Denim....



PRODUCTION & SUPPLIERS

CO Expo 2022: Packaging & Components

Find sustainable suppliers and learn the latest best practice for packaging, labelling and components. In partnership with ITL Group....

CO Expo visitors

Through the 21 -22 CO Expo campaign we targeted decision makers to join CO. This included 111 individual sourcing support sessions with the CO team in Q1 2021.

82% of registered visitors identify as decision makers

Based on CO Expo visitor feedback*

89% of visitors found what they were looking for at Expo 22**

83% would recommend CO Expo to others

75% of respondents interact with the Expo Hub after Expo 2022

*survey completed by 184 Expo visitors

**Including learning about sustainable sourcing and CO

“CO and the Expo is a great way to connect to leaders in sustainable fashion.”

Project Manager, Dimpora, exhibitor

CO Expo registered visitors have included:

Responsible Sourcing and Compliance Manager	Boden
Manager Raw Materials	Burberry
Head of Special Projects	Chanel
Head of CSR	Dedicated
Senior Associate, Materials Sourcing	Everlane
Senior Sustainable Manager	Farfetch
Senior Buying Director	George at Asda
Materials Development	Global Brands Group
Sustainability Manager	Harrods
Fashion Sourcing Lead	John Lewis
Head Sustainable Sourcing & Nature Initiatives	Kering
Materials & Sustainability Development Manager	Lacoste
Head of Production	Liberty London
Production Coordinator	Margaret Howell
CSR Manager	MUD Jeans
Social and Environmental Impact	Outland Denim
Head of Advanced Concepts	Pangaia
Head of Sourcing Production & Technical	Perry Ellis Europe
Sustainability Coordinator	Primark
Product Manager	Puma
Fabric Technologist	Sainsbury's
Director of Sourcing & Supply Base	Seasalt Cornwall
Sustainability Specialist	Spell
Sourcing Manager	Ted Baker
Head of Fabric	Temperley London
Senior Product Developer	Vivienne Westwood
Director of Sustainability	Vivo Barefoot
Raw Material Manager	Zalando

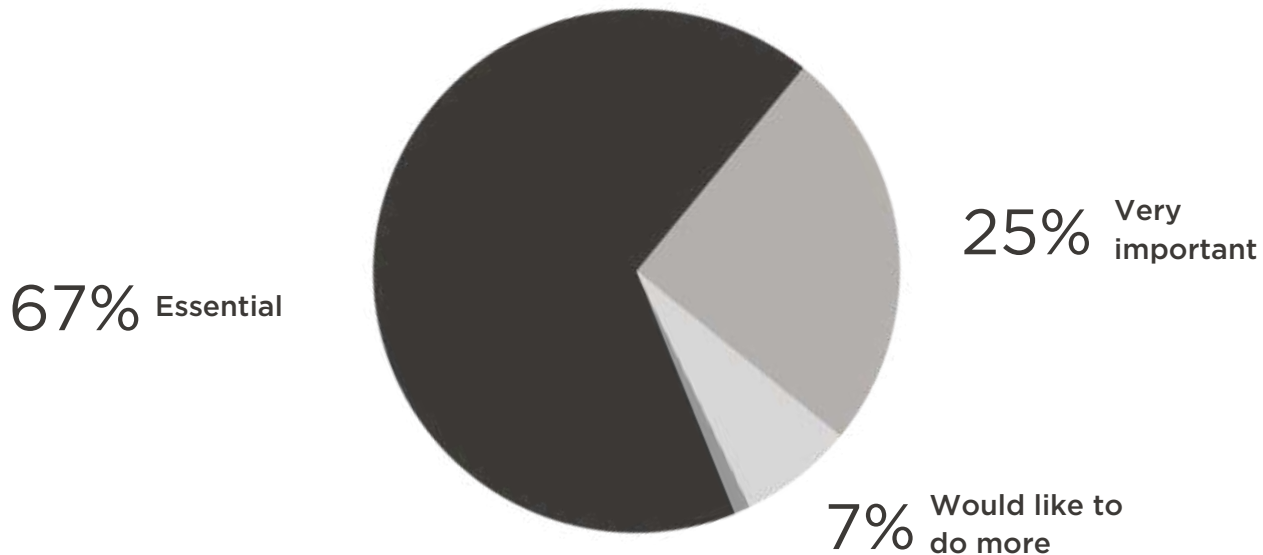
Sustainability is essential post Covid

CO is a community committed to learning about and implementing sustainability and ethical best practice. Based on data collected from 1.9k+ registrants for Expo in March 22:

94% of Expo visitors are equally or more committed to sustainability since the start of Covid

93% of Expo visitors say that sustainability and ethical best practice are either essential or very important when it comes to suppliers

How much do sustainability and ethical best practice matter to you when it comes to your suppliers?



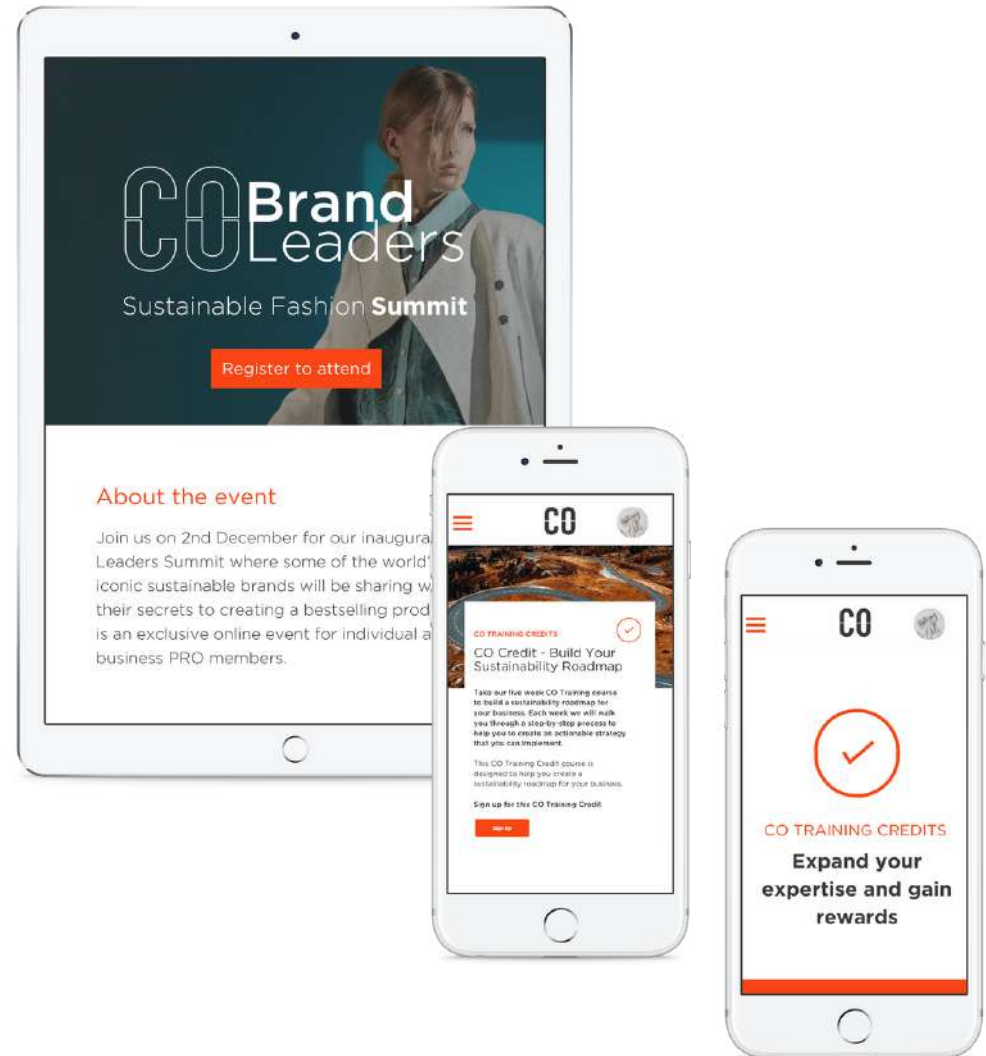
03 | **Training**

CO 2.0: Incentivising learning

At the core of the mission of Common Objective is that we want to reward and incentivise best practice, creating a race to the top.

Learning about sustainability should be inspiring and motivating, not a chore. And, for those individuals and businesses that choose to invest in up-skilling in order to operate more sustainably - this should result in tangible commercial benefits for the business - rather than just being a cost.

In line with this mission, in 2021 CO launched CO Training Credits - learning modules that boost the ranking of business profiles on CO, and CO Brand Leaders Summit, which showcases and inspires our member base through learning from the foremost leaders in the sustainable brand space.



Bite sized e-training courses - rewarding knowledge

In Q4 2021 we launched CO Training Credits, our first sustainable fashion business training solution.

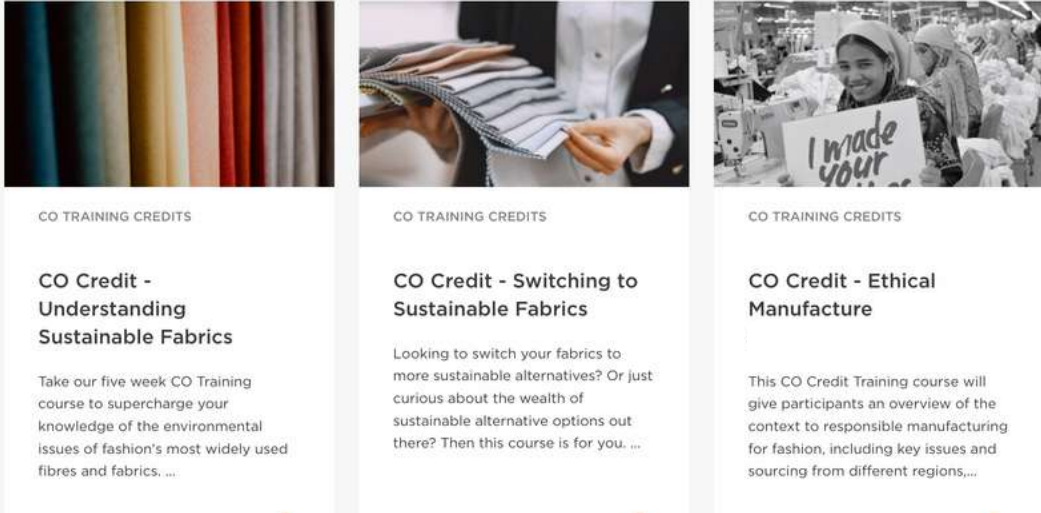
CO members can sign up to credit courses in one click, receiving content and training modules by email. They then complete an assessment. Successful completion rewards them with a credit badge on the profile - boosting the ranking of any business they are a part of.

Training credits are a PRO solution, delivering value for our PRO members, and almost 500 members have received training to date.

“An incredible course, extremely beneficial to myself personally and my brand. Would highly recommend it to anyone wanting to better their business practices”

Founder and Garment Technologist, Salt & Lemon, Karpelle, Debenhams, Hobbs

training credits



CO TRAINING CREDITS

CO Credit - Understanding Sustainable Fabrics

Take our five week CO Training course to supercharge your knowledge of the environmental issues of fashion's most widely used fibres and fabrics. ...

CO TRAINING CREDITS


CO Credit - Switching to Sustainable Fabrics


Looking to switch your fabrics to more sustainable alternatives? Or just curious about the wealth of sustainable alternative options out there? Then this course is for you. ...


CO TRAINING CREDITS


CO Credit - Ethical Manufacture

This CO Credit Training course will give participants an overview of the context to responsible manufacturing for fashion, including key issues and sourcing from different regions,...



 **SOURCING**

 **STRATEGY**

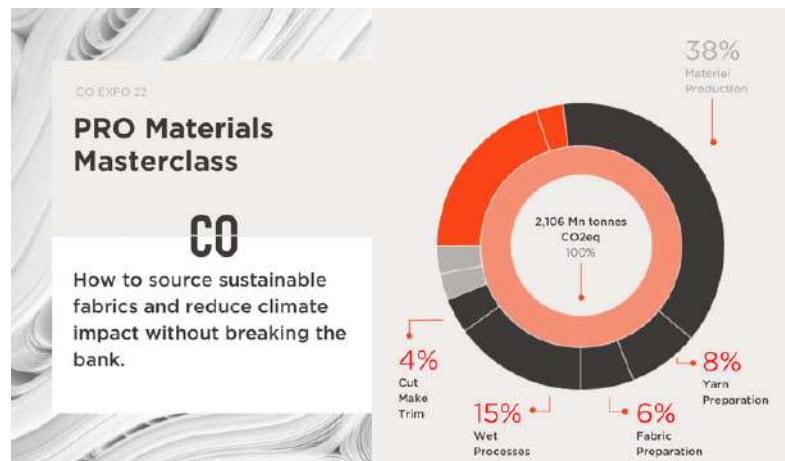
 **IMPACT**

Masterclasses

As part of our training offering, in response to demand, we expanded our masterclass series with a focus on reducing climate impact - within budget restrictions.

All masterclasses are recorded and published on CO as matching content.

Between June 21 and June 22, CO received over 1m views on content.



MASTERCLASS SERIES

MASTERCLASS SERIES

SUSTAINABLE SOURCING

Masterclass: Sourcing Fabrics To Reduce Climate Impact

MASTERCLASS SERIES

SOURCING & PRODUCTION

Masterclass: Reduce your manufacturing carbon footprint

MASTERCLASS SERIES

STRATEGY

Masterclass: How To Take Action On Biodiversity In Fashion

MASTERCLASS SERIES

SOURCING & PRODUCTION

Masterclass: Sustainable Fabric Innovations

Each Masterclass in our series takes a deep dive into a pressing sustainability topic, providing an overview of the solutions on offer as well as talking to business leaders to fin...

PRO 🔖

MASTERCLASS SERIES

SOURCING & PRODUCTION

Masterclass: Sourcing Sustainable Packaging

Each Masterclass in our series takes a deep dive into a pressing sustainability topic, providing an overview of the solutions on offer as well as talking to business leaders to fin...

PRO 🔖

MASTERCLASS SERIES

FIBRES & FABRICS

Masterclass: Sourcing Sustainable Cotton

Each Masterclass in our series takes a deep dive into a pressing sustainability topic, providing an overview of the solutions on offer as well as talking to business leaders to fin...

PRO 🔖


Brand Leaders Summit

Combining sustainable business practices with commercial goals can be challenging. Yet leading brands are proving that is is possible. The Brand Leaders Summit was launched to inspire and catalyse best practice.







At Brand Leaders Summit 21 we united founders and C Suite from iconic sustainable brands Allbirds, Pangaia Raeburn, and others, to share how they have combined success with impact. This was published as best practice content and training on CO.

"Sustainable practices are embedded into the mission at Allbirds - and this year the company was valued at \$1.7 billion"

Brand Leaders Summit, Dec 21



CO Brand Leaders
Sustainable Fashion Summit

- PANGAIA**
 - 
 - 
 - 
- Allbirds**
 - 
 - 
 - 

04 | **Partnerships**

Global Networks

During 21 to 22 we deepened and developed new partnerships with the organisations driving better fashion business on a global scale.

Collaboration is a core value for CO. We believe that we can multiply our impact through partnering with the organisations that share our common objective of a better fashion industry.



In 2021 we launched a sourcing Hub and content series with the World Fair Trade Organisation (WFTO) to support fair trade practices. We also launched Small But Perfect, a community and event series on sustainable and circular business models.



In 2022 we launched a partnership with MADE51 (UNHCR) to support sourcing from refugees through CO.



We are committed to closer partnership with Textile Exchange with the goal of increasing our combined impact in the fashion and textiles sector.



We are committed to closer partnerships with Fashion for Good and the Ellen MacArthur Foundation in order to maximise access to resources and simplify sustainability solutions for fashion professionals.

Supplier Partners

We built partnerships during 21-22 with leading suppliers and supplier networks to further best practice across the fashion sector.

Through our supplier partnerships we have been able to develop content, training, and sourcing solutions to support thousands of members on CO.



Through our partnership with leading supplier PDS Limited, we launched the CO xPDS Innovation Awards, supporting sustainability innovation in the fashion industry, and developed a CO training credit on Living Wage.



Evolv partnered with CO to make it possible for us to launch a training credit course on Fashion and Planet.



ITL partnered with CO to launch a content series on sustainable labels and components sourcing, along with a sustainable components sourcing hub.



CO is partnering with The Reassurance Network to support better working practices in fashion industry supply chains.



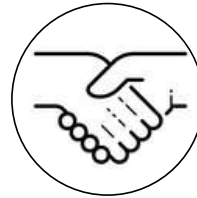
CO partnered with Pro Ecuador and Slow Fashion World to launch the Latin American Sourcing Hub.

05 | **Impact**

CO's Impact Objectives

CO was founded as an impact - led business with 5 objectives to drive change - as set out to the right. These goals are enshrined within the company's articles, which form part of our agreement with all our shareholders.

In this section we set out our progress against these objectives and our impact targets for our next phase.



1. Connecting people and businesses

To support and grow better business practices through facilitating connections and relationship building across the world. To continuously innovate and find new ways to connect individuals and businesses in a way that is beneficial for all involved.



2. Providing Resources

To provide high quality and accurate resources, including information, training, and tools, to help individuals and businesses to achieve triple bottom line (social, environmental, and commercial) goals. To tailor these resources as closely as possible to the needs of users.



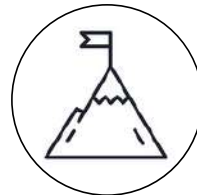
3. Raising awareness

To increase awareness of the importance of social and environmental best practice amongst individuals and businesses on a global scale. To increase understanding of what best practice looks like and create a business case for best practice.



4. Raising standards

To increase the number of individuals and businesses actively engaging with sustainability best practice. To increase business transparency and raise social and environmental standards across the creative industries.



5. Supporting pioneers and leaders

To actively seek to support and promote individuals and businesses that are pioneering sustainable and ethical best practice. To facilitate access to CO services to pioneers of all types, including fair trade groups, entrepreneurs, professionals and students.

Our Impact Roadmap

Achievements

Forward goals



Connecting people and businesses

55k members on CO
 Launched CO Create Q4 2021
 12k+ messages sent 21- 22* - a 284% increase on 20-21

100k members by 2025
 Launch CO Circles - chat forum capability on CO, 22-23
 Launch matching notifications, 22-23



Providing resources

300+ resources published
 Launched CO Credits - bite sized training courses, Q4 21
 26 sustainability training & sourcing events held 21-22

Increase to 500+ resources by 2024
 Partner with 3 leading organisations to deliver training credits 22-23
 Deliver events on CO to increase resulting engagement with resources



Raising awareness

1m+ views on CO content 21-22
 5100+ registrants across 26 events 21-22
 500 training participants

Increase views to 125k pm by 2024
 Automate content notifications 22-23
 Partner with 3 leading bodies to ramp up awareness - 22-23



Raising standards

65% more businesses gained the top CO sustainability score 21-22
 Launched the CO Leadership Standards 21-22

Automate communications to CO business members to increase scores
 Launch content suite to support the CO Leadership Standards 22-23



Supporting pioneers

576% more views on Expo business profiles - Expo is designed to support pioneers
 Partnerships launched with WFTO, UNHCR + PDS, 21-22

Strengthen partnerships with the UN to change lives through fashion, 22-23
 Align the CO Awards with CO Expo so that the event is showcasing leadership award winners

06 | **Looking ahead**

OUR FOCUS 2022 -23

During 2022-23 we will focus on automating engagement on CO and collaboration with partners in order to ramp up our impact:

1. Automation



To increase engagement and conversion on CO we will:

- Automate matching notifications
- Automate segmented comms as new users join the site
- Automate business profile views and CO Create notifications

2. Collaboration



To further collaboration through CO we will:

- Launch Circles (peer group forum functionality)
- Strengthen partnerships with key bodies such as the UN
- Increase our training reach and impact through partners and colleges

3. Impact



To further better practices across the fashion sector we will:

- Expand and deepen our training offering and reach
- Increase brand and buyer engagement with suppliers that are changing lives
- Report against our impact goals and outputs annually

COMMON OBJECTIVE

commonobjective.co