




CO

Do Fashion Better

Sustainability in the fashion industry is urgent.
60,000 professionals on CO are leading the change.

www.commonobjective.co



With the fashion industry on track to exceed GHG emissions targets by over 1 billion metric tons*, sustainability is more important than ever.

Common Objective (CO) is the global sustainable fashion business community. Join CO to get matched with over 500 resources. Take our training courses, find sustainable suppliers and fabrics in line with your needs, grow your team, and network with your peers.

Read on for 5 ways that CO can help you (and your team) succeed in sustainability best practice. And have fun doing it :-)

*McKinsey Fashion on Climate, 2020

Join the global community for change

Over 60,000 professionals, entrepreneurs, and experts have joined CO from hundreds of leading brands and suppliers, all committed to operating in a more sustainable way.

CO's technology rewards sustainable businesses with higher search rankings and more views. Our goal is to turn sustainability from a cost, to an opportunity.

05

CO members include representatives from:



5 ways that CO can help you...

...succeed in sustainability best practice. And have fun doing it :-)

"CO is exactly what brands like Vivienne Westwood need." Brigitte Stepputtis, Head of Couture, Vivienne Westwood

"The CO courses are absolutely brilliant" CEO, Knitwin Fashion

1

CO TRAINING

500+ resources to upskill your team in sustainable fashion best practice.

2

CO SOURCING

Find the sustainable fabrics and production partners you have been searching for.

3

CO EVENTS

Join CO's virtual events, network with leaders, and learn from your peers.

4

CO NOTICEBOARD

Access CO's 60,000 members - promote jobs, events, and more.

5

CO AWARDS

Achieve the CO Leadership Award standard. Multiply your impact.

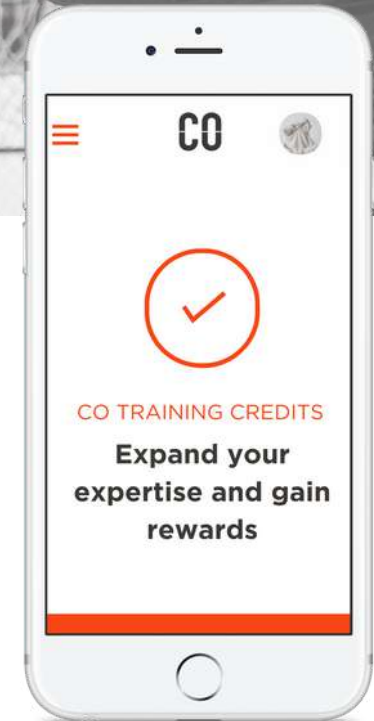
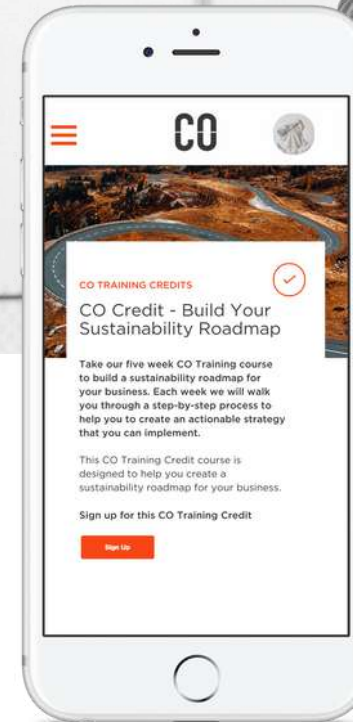
1. CO TRAINING

Upskill your team

The CO platform matches members with over 500 resources, tools and training through a personalised dashboard.

Gain skills and expertise through CO Training Credits - our bite sized email training courses. Every credit gained by a member of your team shows up on your business profile, boosting your sustainability ranking on CO. Plus: all our PRO member plans include access an annual programme of virtual masterclasses and webinars.

"The content is so very good!"
Sally Townsend, Outland Denim



CO EXPO MASTERCLASS SERIES 2021

**The Leading Edge -
the latest fabric and
fibre innovations**

CO

In collaboration with

 GlobalGreen

CO EXPO MASTERCLASS SERIES 2021

**Design edge - Find
awesome sustainable
suppliers.**

CO

In collaboration with

 **Dibella**
longlife textiles

CO EXPO MASTERCLASS SERIES 2021

**Impact at Scale
Meet the suppliers
innovating at scale.**

CO

In collaboration with

evOLV

2. CO SOURCING

Make fashion better

Finding the right sustainable supplier or fabric can be really hard. And it can make the difference between success and failure.

CO is fashion's largest sustainable sourcing database. Use our powerful search and matching tools to find your perfect partners. CO's sustainability ranking algorithm means that you will always see the most sustainable option associated with any search.

Make use of our [Fabric Switch](#) resource series to make the right choices, and our [CO Create](#) tool to share production projects with CO's supplier base.

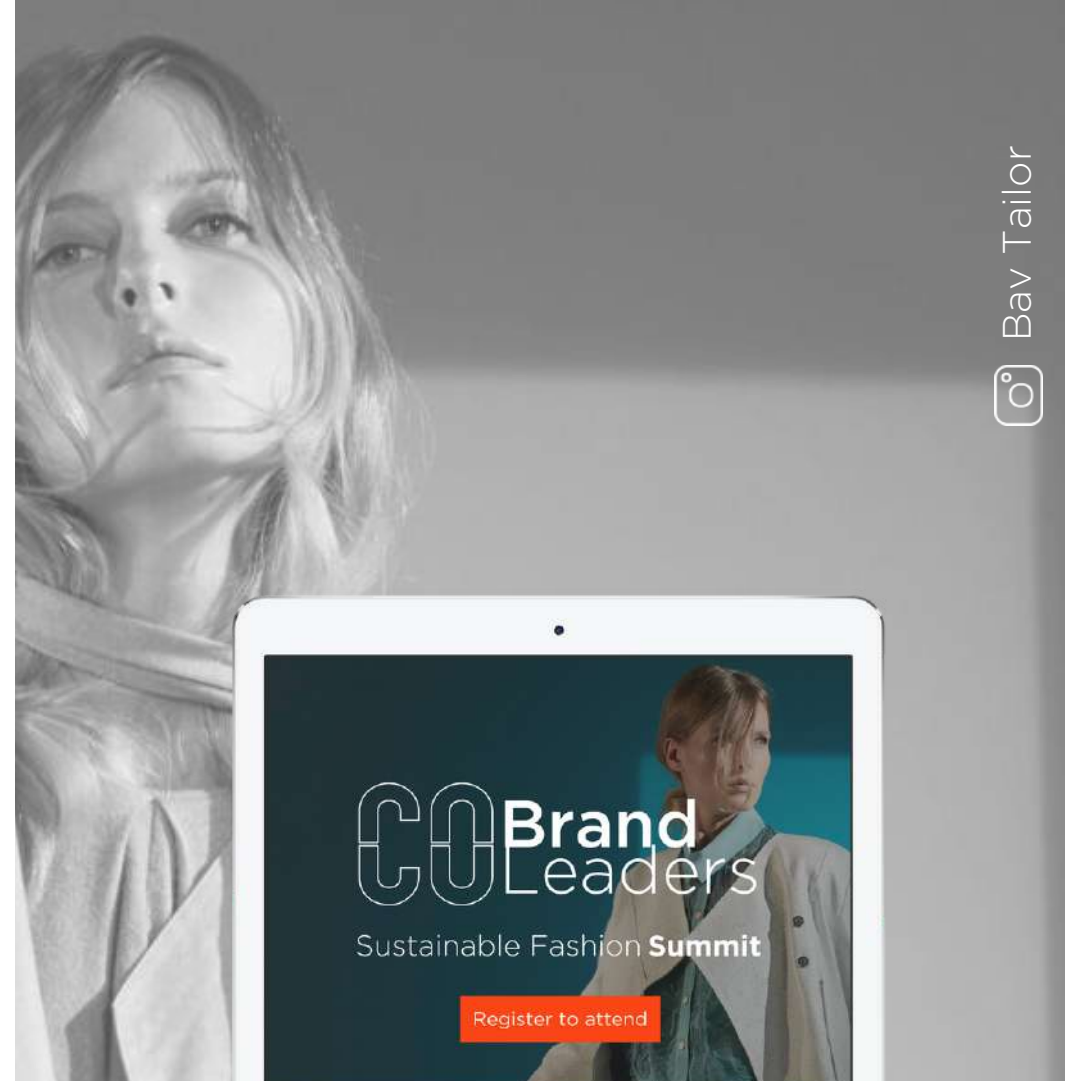
3. CO EVENTS

Be Inspired

Upgrade to any of our PRO plans to access all CO's virtual members events, including Brand Leaders Summit which brings together the leaders from the brands at the forefront of best practice, CO masterclasses, training events, and more.

“CO is the most extraordinary resource to be inspired and inspire others”

Cameron Saul, CO Founder, Bottletop



CO Brand Leaders

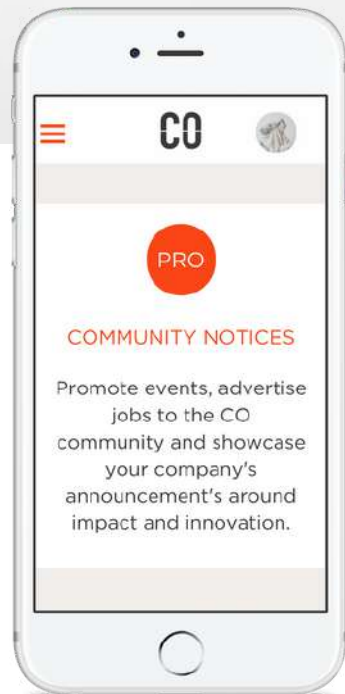
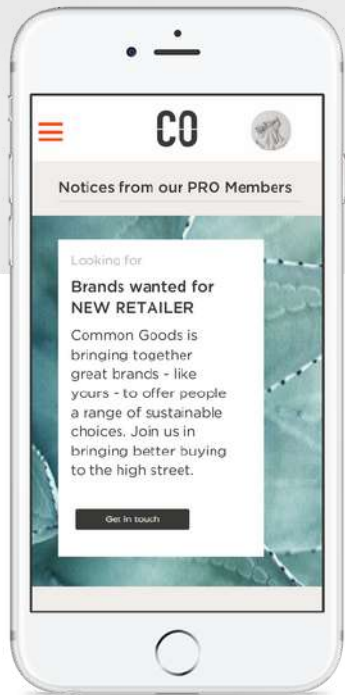
Sustainable Fashion Summit

Register to attend

About the event

Join us on 2nd December for our inaugural Brand Leaders Summit where some of the world's most iconic sustainable brands will be sharing with us their secrets to creating a bestselling product. This is an exclusive online event for individual and business PRO members.

WE
ARE
HIRING



4. CO NOTICEBOARD

Access CO's global community

- Looking for a new hire who can help you achieve your sustainability goals?
- Running an event or project?
- Published an impact report, or launching a survey?

Tap into CO's global network of experts and practitioners through the CO Noticeboard. Notices are promoted on all members dashboards and across relevant content on CO so you can reach your target audience.

"Finding the CO community is a dream"
Head Designer, Rowdy

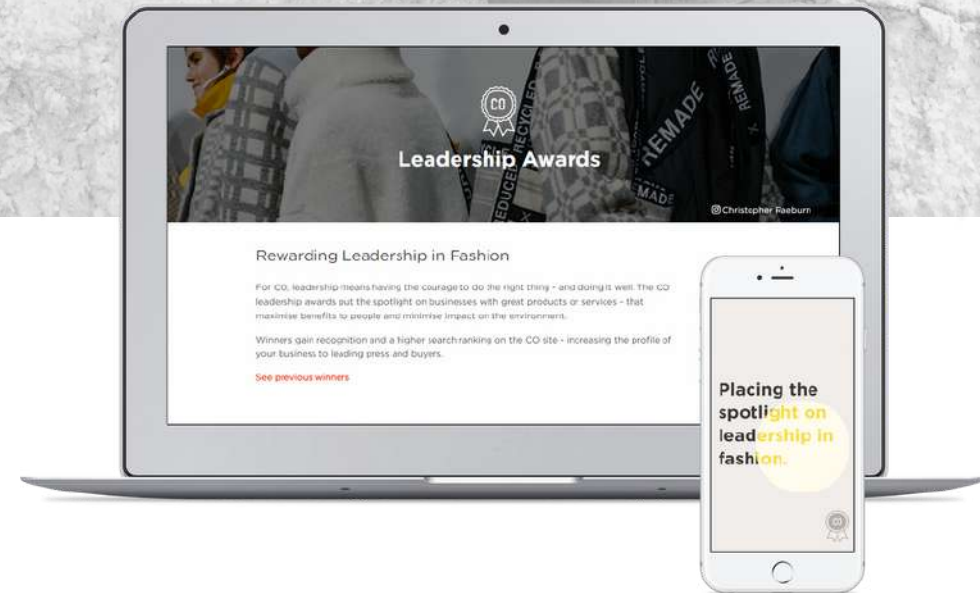
5. CO AWARDS

Multiply your impact

CO's Leadership package for businesses includes support from CO's expert team to help you to achieve the CO **Leadership Award standard**. Catalyse your positive impact when it comes to the people behind your products and the environment. Demonstrate your commitment to best practice to your customers.

“CO is a clever solution to big challenges in the fashion industry, and even bigger challenges facing our planet“

Dame Vivienne Westwood.





BOOK A FREE CONSULTATION

Interested in accessing all of CO for your team?

Book a 30 minute session with our sustainable business team at CO. Get answers to your sustainable sourcing questions and find out how to make CO work for you.

[Book consultation](#)

Access all of CO

Plans tailored to you

1. CO ASSOCIATE

For individuals: Access CO Training Credits, PRO content and events

2. CO PIONEER

For small businesses: Access content, training, events, CO Create and CO Noticeboards

2. CO TEAM

For small teams: Access to all of CO for 5 team members

4. CO LEADER

For businesses seeking to achieve CO sustainability leadership standards

[See member plans](#)



Multi user access

Let's build a fashion industry we can be proud of.

1

BUSINESS TEAMS

Major discounts for larger teams to access all of CO, Each team member benefits from a personalised experience.

2

BUSINESS NETWORKS

Significant discounts for groups of businesses to access all team and business benefits on CO.

3

COLLEGES

Students represent the future of our industry. CO offers colleges full access to CO at a fraction of the professional fee.

“CO has the best user interface that I have seen from any industry platform”
Founder, Iconoclast, USA

Image: CO member, Bottletop

[Contact the CO team](#)

“...CO will become the platform
on which everyone operates”

Pallak Seth, Vice Chairman
PDS Multinational

“People are looking for a solution
like this”

Christine Goulay
Kering, Pangaia

“Common Objective is the future”
Amber Valletta

Sustainability in the fashion
industry is urgent. You can make
a difference.

Book a FREE consultation with
the CO team and find out how.

Meet the CO team

COMMON OBJECTIVE

Let's build a better fashion industry.

founders@commonobjective.co
www.commonobjective.co