



SEASALT
CORNWALL

SUSTAINABILITY REPORT

2021/22

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ABOUT SEASALT

Seasalt's purpose is to inspire women of all ages to dress with creativity and confidence.

With more than 40 years of living and working by the sea in Cornwall, we are reminded each day of the natural beauty and simplicity of the world around us.

Our goals reflect that simplicity: We want to craft beautiful clothing that inspires and endures, share our love of Cornwall and reduce the impact of our business on our communities and the environment.

As we have grown as a business, our responsibility to the environment and people has become even greater.

Seasalt products are sold online in 156 countries, from 69 stores across the UK and Ireland and via marketplaces and wholesale partners.

We employ more than 1,000 people, with a head office in Falmouth, Cornwall, where our creative teams design and develop Seasalt's distinctive clothes, shoes and accessories.

Our supply chain has expanded to meet growing demand. In 2021/22, Seasalt worked with partners in the following countries: Bangladesh, Bulgaria, China, India, Italy, Morocco, Pakistan, Spain, Sri Lanka, Taiwan, Turkey, UK and Vietnam.



A MESSAGE FROM PAUL HAYES, OUR CEO

Welcome to the Seasalt Sustainability Report for 2021/22. It has been a year of great progress, but also one that showed us how much hard work still lies ahead on our sustainability journey.

Covid-19 remained a constant challenge throughout the period covered by this report and its fallout is still with us as we move through 2022. Although the pandemic has altered priorities for everyone, we do not use it as an excuse. We are mindful of the impact of the fashion industry on the environment and people, and are determined to make the right decisions – both as a company and in collaboration with others – to reduce our impact and tackle the climate crisis.

The meeting last year of the G7 at Carbis Bay in Cornwall, just a few miles from Seasalt's head office, highlighted the extreme difficulty in securing consensus on the environment at the highest level. That makes it even more important for businesses like Seasalt to move fast on sustainability and back up our promises with investment and action.

I am pleased to say that we have made some excellent progress in the past year as we continue to commit the business to meeting rigorous sustainability standards verified by independent third parties.

We are using sustainable materials in more of our products than ever before and are on track to deliver our previously announced product targets, including 100% fully traceable organic cotton across our ranges by the end of 2024. We have developed Science Based Targets (SBTs) and submitted them for approval, a crucial step on the road to being a carbon net zero business.

In addition, we have recently graduated from foundational to full membership of the Ethical Trading Initiative (ETI), giving us a greater visibility and involvement in an organisation that supports workers in supply chains across the world. We began a charity partnership with Mind, the mental health charity, making official a cause that has been close to our hearts at Seasalt for many years and particularly relevant in these difficult times. There are many other achievements that we discuss in detail throughout the report.

As ever, there are areas where we know we can do better and move faster, which we have outlined in the report. Yet from these experiences, we learned a great deal and will be able to build on them in the years ahead.

In this report, we will introduce our 2030 Sustainability Strategy, which is how we are embedding sustainability in the heart of our business operations and decisions at every level, in every team. We build this around four pillars: Product, Environment, Partners and Community.

Our priorities for the year ahead are structured around those pillars. For Product, we will continue our progress towards meeting our material targets. In Partners, we will move further with Tier 2 mapping and build an environmental overview of our Tier 1 suppliers. For Environment, we expect our SBTs to be validated and will begin to implement roadmaps to achieve them. Finally, under Community, we will hit our targets for volunteering hours and charity donations.

Thank you for taking the time to read this report and taking an interest in our sustainability plans here at Seasalt. As Chair of our new Sustainability Steering Committee, I am keen to hear what you think of our efforts to be a more sustainable business. If you would like to get in touch, you can reach us on sustainability@seasaltcornwall.co.uk

Thank you for your support and ongoing interest in Seasalt.




Paul Hayes

OUR 2030 SUSTAINABILITY STRATEGY

Building on the progress of the past 18 months – and leaning on our rich heritage in sustainability – we have developed the 2030 Sustainability Strategy with the goal of uniting the business around a single purpose:

To guide and support Seasalt's employees, partners and customers in making considered, confident and innovative choices for people and the environment.

In this report, we will outline what that purpose means in terms of evolving business behaviour by stating our progress over the course of 2021/22. We will also highlight the areas where we will focus our activity going forward and how this activity is being measured.

To do so, we have broken down our plans into four pillars, which underpin the 2030 Sustainability Strategy. They are:



Product



Environment



Partners



Community

OUR PRIORITIES THIS YEAR

These pillars provide a clear focus on the importance of the materials and partners that we choose, and how we recognise and implement our commitment to the environment and our communities.

A number of the projects highlighted in this report have been underway for several years, including targets for the use of sustainable materials and our partnerships with local and national charities. Others, such as transparent supply chains and our volunteering programme, have a renewed focus. Finally, we have new priorities for this year, including the launch of a circular take-back scheme.

The report builds on last year's Sustainability Report, when we shared our ambitious short term sustainability targets and an outline of how we would achieve them.

While many of the plans put forward are proving successful and provide solid foundations for the future, some have needed updating to reflect the focus, communication and co-ordination required to deliver impact over a sustained period in a business of Seasalt's size.

MANAGING SUSTAINABILITY AT SEASALT

In 2021/22, we updated our governance structure to create the Sustainability Steering Committee, which includes Seasalt's senior management and ensures delivery across the whole business. Reflecting its importance, this committee is chaired by the CEO.

We have a dedicated sustainability team, managed by the Head of Sustainability, which is responsible for monitoring and reporting on the implementation of the 2030 Sustainability Strategy. The team also acts as an internal resource to advise and assist other departments in delivering the strategy.

Seasalt are full members of the Ethical Trading Initiative (ETI) and have submitted near-term targets to the Science Based Target Initiative (SBTi) for validation. Both the ETI and SBTi require annual reporting on progress that will be published on our website or in our annual sustainability report.



Seasalt is a signatory of the BRC Climate Action Roadmap, which commits the business to reaching net zero emissions by 2040 and to supporting the retail industry in doing the same.

OUR 2030 SUSTAINABILITY STRATEGY

Seasalt's sustainability ambition...

The purpose of sustainability at Seasalt is to guide and support Seasalt's employees, partners and customers in making considered, confident and innovative choices for people and the environment.

...which means...

Embedding sustainability in the heart of our business operations and decisions at every level, in every team.

...delivered across four areas...

PRODUCT
We will increase the use of certified, sustainable materials in our products year on year.

ENVIRONMENT
We will focus on transitioning to become a Carbon Net Zero business by 2040.

PARTNERS
We will partner with businesses who can support our social standards and environmental ambitions.

COMMUNITY
We will make meaningful contributions to charities and communities close to us.

...through measured projects...

- Material targets
- Circularity

- Science based targets
- Brand relevant neutralisation

- Transparent supply chain
- Like-minded partners

- Volunteering
- Charity partnerships & donations
- Community outreach

...underpinned by...

- Innovative solutions
- Transparent, authentic communications
- Fit for purpose data and timely reporting
- Targeted training and development delivered by experts



PRODUCT

"WE WILL INCREASE THE USE OF CERTIFIED, SUSTAINABLE MATERIALS IN OUR PRODUCTS YEAR ON YEAR."

Our beautiful products and the materials we use to make them are an integral part of Seasalt's identity. In 2005, we became the first fashion brand to gain Soil Association certification for our organic cotton products and in 2013 we won the Queen's Award for sustainable development. To this day, we continue to innovate with our design process and the materials we use.

However, we recognise that the majority of our environmental and social impact occurs in the development and manufacturing of our products. Through Carbon Footprint Baseline work, we have discovered that emissions from the production of garments and leather goods account for 73% of all emissions.

It means we must do more to reduce the impact of our production process on the environment, which is why each year we will increase the use of certified, sustainable materials in our products.

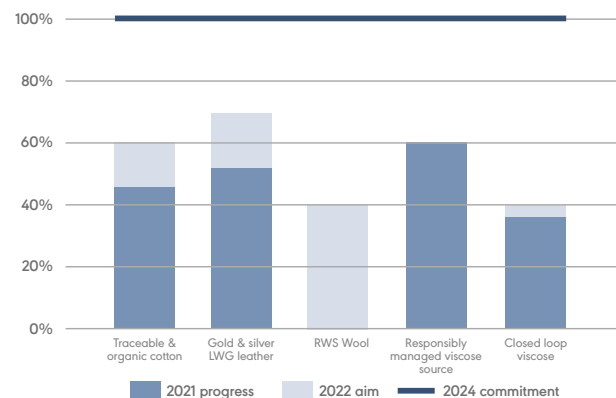




OUR PRODUCT TARGETS

- **100% of the cotton** used in our collections to be fully traceable and certified as organic by the end of 2024.
- **100% of our leather** to be sourced from gold and silver rated Leather Working Group tanneries by the end of 2024.
- **100% of the wool** used in our collections to be certified by the Responsible Wool Standard by the end of 2024.
- **100% of the viscose** used in our collections to be from responsibly managed plant sources and made using closed loop systems by the end of 2024.

PRODUCT TARGETS PROGRESS



WHAT WE'RE DOING

Seasalt wants to ensure our products are being manufactured in a way that looks after people and the environment. We commit the business to meeting rigorous sustainability standards verified by independent third-party bodies.

With each new season we aim to use sustainable materials in more of our products. These standards and certifications give us confidence in the provenance of the materials used in our products. Details of our progress can be found in the appendix.





CIRCULAR THINKING

In last year's report we introduced Seasalt Reloved, our pilot take-back scheme. After a couple of delays due to Covid-19 restrictions in the UK, the pilot scheme launched in May 2021 and ran across 10 stores.

By the end of 2021, our customers had returned more than 600 used Seasalt items. Through feedback surveys, we confirmed there is an appetite for Seasalt to enable customers to dispose of unwanted items responsibly without them ending up in landfill.

More than 93% said they would recommend ReLoved, while 82% said they would use the service again.

Following the close of the pilot and after conducting further research on similar programmes across the retail industry, we decided to apply the Waste Hierarchy as the structure upon which to build Seasalt's approach to product circularity.

WASTE HIERARCHY



Seasalt will focus on designing goods with longevity, recovery and recycling in mind. We will also work on providing enhanced care and repair information and opportunities for our customers to prolong the life of their Seasalt items.

Our ambition is to expand the Reloved take-back scheme to all stores and online. We will also take back clothing, footwear and accessories from any brand, not just Seasalt. The items will be sorted, and those suitable will be repaired and cleaned before being offered for resale.

Items unsuitable for resale will be recycled into new products for different industries, with a focus on finding opportunities to recover fibres and components to be used again in the fashion industry.

Any items for disposal will not go to landfill, mirroring our business aim to have zero waste to landfill by the end of 2023.



CLOTHING TAKE-BACK SCHEME

We truly believe our clothing has so much more to give after you've finished wearing it. That's why we're piloting a clothing take-back scheme called Seasalt Reloved in 10 of our shops across the UK.

[DISCOVER MORE >](#)



CIRCULAR THINKING

REDUCING SAMPLE WASTE

In 2021/22, Seasalt's product teams focused on reducing sampling to cut waste and unnecessary transport.

For the AW22 season, we reduced our sampling options by 51% and units by 48% compared to the 2021 ranges.

This was done mainly through a change in process to select the wholesale range earlier and ensure we ordered wholesale sample sets for the relevant styles only. Prior to the change in process, we would order a sample set for each style we planned to put in production for retail.

We also increased the number of options we moved to 3D for wholesale. 3D options for wholesale were 21% of the AW22 wholesale range compared to 13% in AW21. This is just the start of Seasalt's adoption of 3D technology to reduce the number of physical samples required which will in turn reduce our impact on resources.

We plan to increase the number of styles we move to 3D in 2023. At the moment, the technology is only used for womenswear, but it will be trialled for rainwear in the SS23 season.





ENVIRONMENT

"WE WILL FOCUS ON BECOMING A CARBON NET ZERO BUSINESS BY 2040."

Fashion is a carbon intense industry, accounting for approximately 5% of global greenhouse gas emissions (source: WEF Insight Report January 2021 Net Zero Challenge: The supply chain opportunity). Each brand and retailer has a responsibility to act and explain how it is planning to reduce emissions.

During this time of climate crisis, we recognise our responsibility to change our business practices to prioritise the decarbonisation of our business. We will also support the development of technologies to neutralise the residual emissions across our business operations and supply chains.

By working together with other retailers and stakeholders while developing our own roadmap, Seasalt will transition to become a Carbon Net Zero business by 2040.

OUR ENVIRONMENT TARGETS

- Carbon Net Zero business by 2040 in line with the BRC's Climate Roadmap
- Zero waste to landfill by end of 2023

WHAT WE'RE DOING

Net Zero and Science Based Targets

Seasalt was an early signatory of the British Retail Consortium's Climate Action Roadmap, pledging to work together with other retailers to help the UK retail industry reach Carbon Net Zero by 2040. We are active members of the BRC pathways and key business personnel sit on each pathway working group.

At Seasalt, we have developed our own detailed internal plans for reaching net zero emissions to work alongside the BRC Roadmap. In 2021, we worked with the climate consultancy Avieco to set near-term Science Based Targets (SBTs).

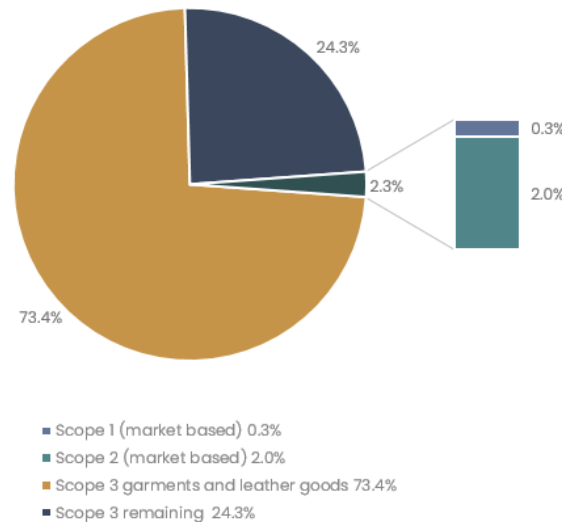
Near-term SBTs represent credible emissions reductions targets and comprise the first step towards setting best-practice net zero SBTs in the future, which will align Seasalt with its aim to be net zero by 2040 or earlier.

The Seasalt board approved our SBTs in November 2021 and submitted them for formal validation by the SBT Initiative (SBTi) in December 2021. The targets are expected to be verified in mid 2022, at which point we will publish them on our website.

We used 2019 as a baseline year to analyse our carbon emissions and have set reduction targets to reach by 2030. We are currently developing detailed roadmaps of how to get there.



SEASALT'S 2019 CARBON FOOTPRINT BASELINE



To calculate our carbon footprint, Seasalt used a hybrid calculation methodology which consisted of process-based (actual consumption) and spend-based EEIO modelling.

Seasalt calculated our baseline in accordance with:

- World Resources Institute (WRI) Greenhouse Gas (GHG) protocol (revised version)
- Defra's environmental reporting guidelines:
 - Streamlined Energy and Carbon Reporting requirements (March 2019)
 - Defra 2018-2021 carbon conversion factors

WASTE REDUCTION

Seasalt is on track to meet our target of being a Zero waste to landfill business by the end of 2023.

Our target applies to all of our stores, offices and distribution centres whether managed by Seasalt or by landlords.

Our approach to waste is focused on reducing cost, reducing the waste we produce and on improving diversion rates.

One area we know we need to improve on is the quality of data for our waste management process. We are in advanced discussions to centralise much of our waste management with a single provider. This will help to improve collections, disposals and diversion rates, as well as providing us with better data.



In the period covered by the report, we have made the following changes to reduce waste:

- Introducing paperless dispatch, to reduce paper based communications, bringing a reduction in the use of 1,145,000 pieces of paper over the first year.
- Introducing jewellery pouches for all necklaces and earrings and dust bags for leather bags to encourage people to look after and treasure their purchases, while providing them with a reusable packaging option.
- Providing Green Johanna composters in kitchens on head office sites.
- Development of further collaboration with Makers HQ for video tutorials on how to tackle common clothing repairs.
- Circular design training for our design teams, enabling Seasalt designers to incorporate circular principles into their work and therefore increase ease of recovery and recycling.
- 3D sampling brought in to some of the design process, with plans to increase usage in 2022/23.

Previous projects that continued in 2021/22 included:

- Switching to FSC-certified, fully recyclable paper mailbags to save annually 18t single-use plastic, 17.5t plastic mail bags, 103 miles tape and 7.5km bubble wrap.
- Replacing plastic used in labelling with a sustainable paper alternative.
- Switching to using paper and 100% jute carrier bags for in-store purchases.





PAPERLESS RETURNS

Seasalt introduced paperless returns in December 2021 in response to growing customer demand for a better system for returning orders.

Teams across the business worked to produce a solution that addressed the business case while also reducing our impact on the environment.

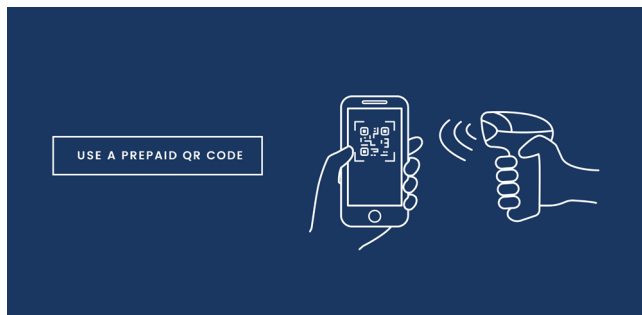
By working with a new software provider, we have been able to speed up returns and eliminate paper from the process, demonstrating the potential for finding sustainable answers to common business problems.

Customers can now return products by scanning a QR code at the post office, eliminating the need for a printed note to be included in the package when orders are sent out.

More than 500,000 pieces of A4 paper and more than 65 ink cartridges will have been saved during the first six months of the project.

To accompany the launch of paperless returns, Seasalt's customer services team created how-to videos and detailed FAQs to inform customers who have not previously used a QR code.

The project has been an all-round success, with 96% of returns now carried out through the new online portal rather than through traditional paper-based returns.





PARTNERS

"WE WILL PARTNER WITH BUSINESSES WHO CAN SUPPORT OUR SOCIAL STANDARDS AND ENVIRONMENTAL AMBITIONS"

Violation of human rights is an ever-present risk in the garment manufacturing industry. Issues such as forced labour, appalling working conditions, child labour and discrimination continue to affect factories in the global supply chain.

We wish for anybody involved in making Seasalt products to have their human rights respected. Through our own work and our partnership with the Ethical Trading Initiative (ETI), we commit to fair pay, a safe environment, and the right of all workers to not be discriminated against.

We nurture long-term relationships with our suppliers, placing great emphasis on partners who share our values and approach to business. This approach secures us the best quality product and in-depth knowledge of the supplier and the factory environment, which in turn enables us to grow our businesses together.

Our average supplier relationship is just under five years. We have been working with our largest supplier since 2009.



OUR PARTNERS TARGETS

- All Tier 2 suppliers to be identified and mapped by end of 2023
- 100% of Tier 1 significant suppliers to have developed energy and waste reduction targets by end 2023

WHAT WE'RE DOING

Seasalt has a Purchasing Policy based on our Ethical Standards Commitment Statement, which is informed by the Ethical Trading Initiative (ETI) Base Code.

This code is an internationally recognised code of labour practice designed to protect workers' rights, founded on the conventions of the International Labour Organisation (ILO). The code covers issues including forced labour, working conditions, living wages, child labour and discrimination.

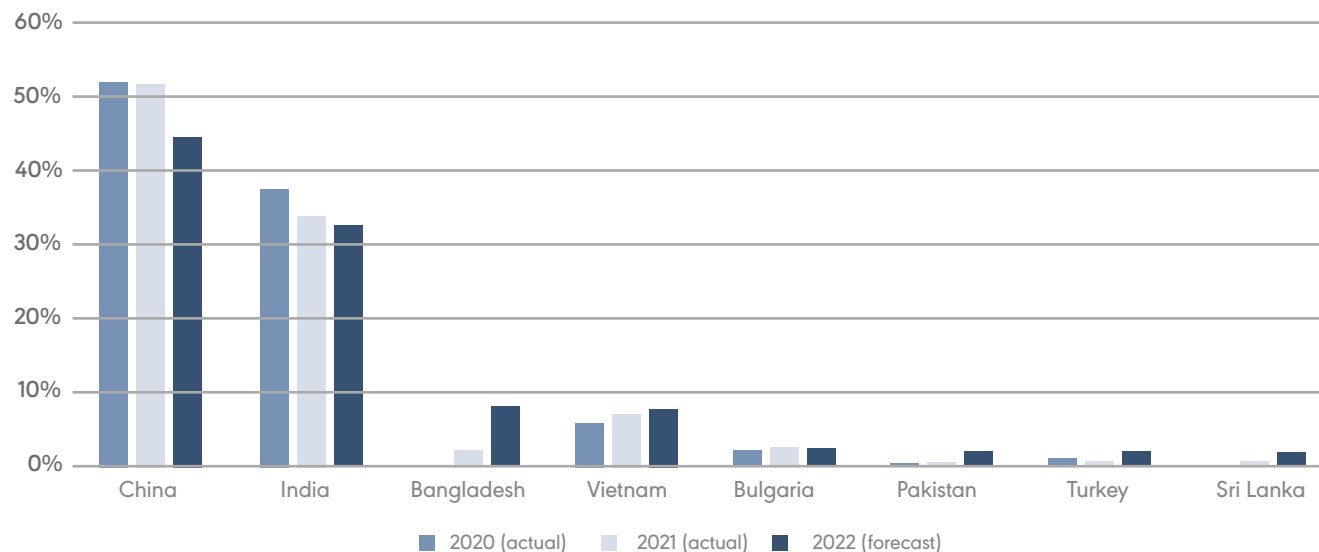
Seasalt has a dedicated Compliance and Ethics department who maintain close relationships with all our partners. We have a robust system in place to make sure our suppliers comply with the ETI Base Code and identify any potential compliance issues.

Seasalt sources materials and garments directly from suppliers in India, China, Vietnam, Pakistan, Turkey, UK, Bulgaria, Bangladesh and Sri Lanka. We currently have 51 active suppliers operating across 82 manufacturing sites.

We are in the process of rebalancing our global supply chain to reduce reliance on China and India. Seasalt will continue to work with suppliers around the world that meet the highest quality standards.



COUNTRY OF ORIGIN





ETI AND SEDEX

Seasalt has been a member of the ETI since 2018 and in early 2021 graduated from foundational to full membership. Members work together to tackle complex questions about what companies can do to trade more ethically and how to make a positive difference to workers' lives.

The move to full membership reflects Seasalt's commitment to ensuring the highest standards of ethics and respect for workers' rights throughout our supply chain, while also increasing our visibility and involvement in the ETI.

All our Tier 1 suppliers are required to be Supplier Ethical Data Exchange (SEDEX) members, which requires the completion of independent social and environmental audit reports that have been carried out by approved audit bodies. Tier 1 suppliers must then complete an audit every two years.

- 94% of Tier 1 sites are registered with SEDEX. The remaining 6% are in the process of joining, or are being exited.
- Suppliers are also requested to complete the SEDEX Self-Assessment Questionnaire (SAQ). In 2021/22, 69% had fully completed the SAQ, while 20% had partially completed it.

UPDATE ON TIER 2 MAPPING

Seasalt has pledged to map all our Tier 2 suppliers by the end of 2023. As outlined in our Modern Slavery Statement 2021, our first key focus was to map our Tier 2 suppliers in China.

We began to manually map the Chinese Tier 2 suppliers with the help and support of our Tier 1 suppliers.



From the data we have received so far, we have identified that our Tier 1 and Tier 2 facilities in China are located in the Eastern and Southern provinces and none are located in the Xinjiang region. However, we are aware of Chinese Government labour transfer schemes and are risk assessing migrant worker information.

The process of manual mapping includes:

- Identifying the type of Tier 2 supplier, which include fabric mills, yarn spinners, dye houses, wash houses, printers and leather processors.
- We contacted 100% of our Tier 1 Chinese suppliers to provide Tier 2 company names and addresses for all materials used in product manufactured in 2021.
- 93% have responded, allowing Seasalt to collate Tier 2 supplier details from the sustainable fabric certifications issued by suppliers.
- We created three online surveys asking Tier 2 suppliers to provide details about their company, workers, working conditions and health & safety practices. Key questions were asked in relation to wages, working hours, access to freedom of association and migrant worker origins.
- Regular updates were provided to the senior management, including our CEO.



ENGAGING WITH OUR SUPPLIERS

Seeking the views of our supplier partners is an important part of building strong, long-lasting relationships.

In 2021, we sought the views of our suppliers on areas including communication; systems, processes and support; critical path management and sustainability.

Of those asked, 80% gave feedback and the insight provided prompted Seasalt to explore opportunities for more formal supplier feedback. We have engaged with the Better Buying Institute, an initiative that examines the impact of purchasing practices on the financial, environmental and social sustainability of suppliers.

Through Better Buying's independent and anonymous assessment, we will gain a greater understanding of how our day-to-day practices internally are affecting our suppliers and, by extension, their workers and the environment. By engaging with Better Buying directly, we will obtain a report of our company's performance compared against the industry benchmark.



UPDATE ON TIER 1 SUPPLIER ENVIRONMENTAL AUDIT

In last year's report, we stated our intention in 2021 to follow up the environmental questionnaire sent to our Tier 1 suppliers and manufacturing sites in 2019. The idea is to provide us with insight into the efficiency of environmental management systems and understanding of carbon emissions in our supply base

The sending of the questionnaire was staggered due to spikes in Covid-19 cases in some of our supplier countries. The pressures caused by the pandemic resulted in a low response rate of about 55% and varying quality of data. Given these results, we have discounted the information received and will not report on it.

Going forward we will:

- Revise the questionnaire to target the most important information first and to make it as quick and easy as possible for suppliers to complete.
- Work with our Tier 1 suppliers and manufacturing sites to understand how to effectively communicate our requirements and on what platforms.
- Identify those who need more support to complete the questionnaire and those who already have targets and initiatives in place that will help us meet our target.
- Focus on the most material Tier 1 organisations in terms of volume and impact to enable us to reach our target of 100% significant Tier 1 suppliers and manufacturing sites to have developed energy and waste reduction targets by the end of 2023.



SUPPORTING SUPPLIERS THROUGH COVID-19

At the start of the Covid-19 pandemic in 2020, the ETI composed a list of “Enhanced Expectations”, which were mandatory for members and consisted of resource and guidance documents and a supplier survey to ensure all suppliers continued with:

- Fair working conditions
- Payment of wages
- No excessive overtime
- No job loss
- Protection from Covid-19 and measures to reduce the spread of the virus

In addition, Seasalt paid for 100% of finished products at the agreed price and did not cancel any orders, despite the supply chain disruptions caused by the cycle of lockdowns across the world.

We have opted to continue with the work of the Enhanced Expectations through to present day to support our supply base as the pandemic continues to present challenges. This was not an ETI membership requirement.

All our Tier 1 suppliers are members of SEDEX and we assign the SEDEX “Covid-19 Modular SAQ” to them. This is a self-assessment questionnaire, which allows Seasalt to review all responses and feedback to identify areas where further support is required.

PROVIDING HUMANITARIAN SUPPORT

In May 2021, Seasalt made a donation of £10,000 to Khalsa Aid International, a charity working to provide medical supplies to the people in India as the coronavirus crisis worsened.

Khalsa Aid International is a UK-based humanitarian relief charity providing support around the world to victims of natural and man-made disasters such as floods, earthquakes, famine and war.

Seasalt’s donation helped Khalsa Aid build partnerships with NGOs, corporates, local and national Government to provide vital medical equipment such as oxygen concentrators, ventilators, tanks and broader medical equipment.





CASE STUDY: SIGNING THE COALITION TO END FORCED LABOUR'S CALL TO ACTION

The Call to Action sets out actions for brands to follow to prevent their supply chains – including secondary and tertiary suppliers – from being linked to the human rights abuses in the Xinjiang region.

By signing up, Seasalt committed to driving positive change across the retail industry and in our own supply chain, including detailed mapping of suppliers and sub-suppliers across China.

Seasalt worked closely with Anti Slavery International and the Worker Rights Consortium to establish new rules allowing smaller brands to sign up to the Call to Action. As a result of the collaboration, brands with revenue of less than \$100m in 2019 are permitted an extended period to map certain parts of their supply chains.

None of Seasalt's Tier 1 suppliers – those are the suppliers the company works with directly – are based in the Xinjiang region. We will complete the process of mapping its Tier 2 suppliers by 2023. None so far have any connection with Xinjiang. If any are discovered, Seasalt will take all necessary steps as required by the Call to Action.

[Full details of the commitments in the Call to Action can be found here.](#)





COMMUNITY

"WE WILL MAKE MEANINGFUL CONTRIBUTIONS TO CHARITIES AND COMMUNITIES CLOSE TO US."

Seasalt's home in Cornwall is an area of great natural beauty, but also one of significant socio-economic challenges. As one of the county's largest employers, we support projects that enable creativity, inclusivity and social mobility and play an active part in Cornwall's growing business community.

On a national level, our charity partnership with Mind raises awareness of mental health amongst Seasalt employees and customers through a variety of fundraising projects.

Our Seasalt Volunteering programme offers everybody across our business the chance to take a day out each year to support charities they believe in.





OUR COMMUNITY TARGETS

- Donate £1 million to charity by the end of 2025
- 20,000 volunteering hours by the end of 2025

WHAT WE'RE DOING

Seasalt began a charity partnership with Mind, the mental health charity in early 2021. Further details of our work together can be found on the next page.

We have also partnered with the following charities since 2018:

- Hospital Rooms
- Khalsa Aid
- Mylor Sailability
- Cornwall Community Foundation's C100 Club.

In 2021/22, local initiatives we supported included the Mermaid Centre breast cancer care clinic in Truro, and the anniversary campaign with Leach Pottery in St Ives.

Seasalt donates 20p from every sale of a pair of socks to charity. During the pandemic, we made a 50p donation for each face covering sold, and over Christmas donated the profits from our greeting card sales. The sums raised were:

- Socks: **£110,000**
- Face coverings: **£56,000**
- Christmas cards: **£30,000**

The total donated to charity in 2021/22 came to £122,583. We receive the funds raised for the charities we work with from multiple sources and pool them before making the donation. We always donate the full amount raised to the designated charities.





MIND PARTNERSHIP

The goal of our charity partnership with Mind is to raise money through fundraising projects and to raise awareness of mental health amongst Seasalt employees and our wider community.

Seasalt has committed to raising £100,000 a year for Mind over three years. According to Mind, the impact of donating £100,000 in 2021/22 could have funded:

- Mind's Infoline to answer 12,500 calls, each response offering clarity and comfort to someone when they need it most.
- Mind's digital peer-support platform Side By Side to remain an open, safe, and supportive space for 2,670 hours. There will be over 2.5 million interactions on the site in this time.
- The production of more than 800,000 information booklets that bust through the myths and confusion around mental health.

In 2021/22, Seasalt also launched Moments with Mind, an inclusive content series that shares accessible ways for our community to look after their mental wellbeing. Highlights included:

- With Design in Mind art competition for customers to have their artwork featured on an exclusive Seasalt tote bag.
- Charity greetings cards created in collaboration with Mind and six artistic Seasalt customers.





VOLUNTEERING

Seasalt's staff are passionate about volunteering, from giving up days to work with Mind, our charity partner, to dedicating time to a local charity to which they might have a special connection.

Volunteering suffered in the early part of 2021 because of widespread lockdowns. While some charities did offer remote opportunities, most did not and therefore in-person volunteering was limited.

With stores closed across the UK, when teams did return, it was difficult to prioritise volunteering. However, as restrictions lifted and warmer weather returned, Seasalt's staff were able to get out and give time to some fantastic causes.



Volunteering at Seasalt was enhanced over the year of this report by several improvements to the way we manage the programme. In 2021/22, we made the following changes:

- Simplification of volunteering process into three different methods: Validated Opportunities, Validated Charities and Self-Discovered Opportunities.
- Volunteering leave request added to HR systems as an absence type – easier tracking of volunteering hours.
- Restructuring our intranet to make volunteering information and opportunities more accessible to Seasalt employees.
- Volunteering tracking structure changed to reflect wider organisation structure, so departments are more accountable for their contribution toward our volunteering target.

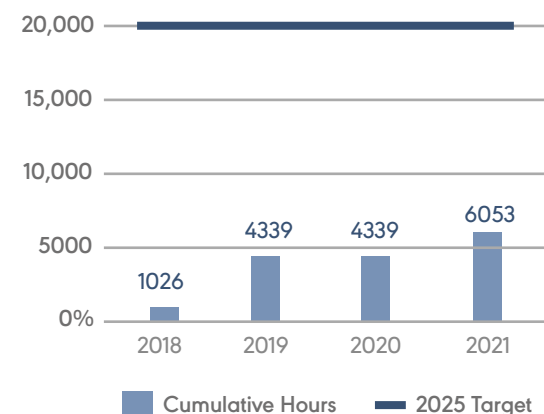


In total, Seasalt staff volunteered 1,714 hours over 2021/22. The top charities for volunteering were: Surfers Against Sewage (646 hours), Wildlife Trusts (152 hours) and Hospital Rooms (104 hours).

Our staff volunteered for more than 25 charities in addition, many of which had a particular importance to them.

Since Seasalt Volunteering was launched in 2018, we have increased the number of hours dedicated each year, with the exception of 2020, when Covid-19 lockdowns caused significant disruption.

VOLUNTEERING HOURS





IMPACT & PROGRESS

PRODUCT

PRODUCT	Commitment (we said)	2021/22 progress (we did)	2022/23 focus (we will)
ORGANIC COTTON	100% organic and traceable cotton by end of 2024	46% organic and traceable cotton options	On track for >60% organic and traceable cotton
LEATHER	100% gold and silver LWG	53% gold and silver LWG options	On track for >70% gold and silver LWG
WOOL	100% RWS wool	Gained RWS certification	On track for >40% RWS wool
VISCOSE	100% responsibly managed plant source viscose	60% responsibly managed plant source viscose	On track for >60% responsibly managed plant source viscose
VISCOSE	100% closed loop viscose	37% closed loop viscose	On track for >40% closed loop viscose
CIRCULAR THINKING	Roll out full clothing take-back scheme by end of 2022	Completed pilot take-back scheme	Implement circularity strategy & approach including an updated take-back scheme



MATERIAL	STANDARD	CONTEXT 2021/22
COTTON	Global Organic Textile Standard (GOTS)	<p>46% of the cotton based options offered to our customers in 2021/22 contained fully traceable and certified organic cotton.</p> <p>Our preferred standard is GOTS, which guarantees the organic provenance of the product by auditing each stage of the supply chain. GOTS is internationally recognised as the gold standard for organic cotton. Any clothing with GOTS certification will have been subjected to an independent audit through its entire supply chain, from cotton cultivation to production. Workers are protected by insisting suppliers adhere to criteria set out by the International Labour Association. This ensures fair pay, safe working conditions and the right to freedom of association.</p>
LEATHER	Leather Working Group (LWG)	<p>53% of the leather options offered to our customers in 2021/22 came from gold and silver rated LWG tanneries.</p> <p>LWG is an international, not-for-profit membership organisation responsible for the world's largest leather sustainability program. Its members are drawn from all stages of the global leather industry. LWG is committed to improving environmental stewardship in the leather manufacturing industry, as well as traceability of materials.</p>
WOOL	Responsible Wool Standard (RWS)	<p>Seasalt was audited for its RWS certification in January 2021 and received the certificate in February. We will report on progress next year.</p> <p>The goals of the RWS are to provide the industry with a tool to recognise the best practices of farmers. It ensures wool comes from farms that have a progressive approach to managing their land, and respect the Five Freedoms of animal welfare.</p> <p>Seasalt ensures that 100% of the lambswool and merino we use is certified 'non-mulesed'. Mulesing is a controversial practice that involves the removal of strips of woolbearing skin from around the breech of a sheep to prevent flystrike.</p>
VISCOSE	Closed loop & Forestry Stewardship Council (FSC) sources	<p>60% of the viscose options offered to our customers in 2021/22 came from responsibly managed plant sources and 37% were made using closed loop systems.</p> <p>Closed loop manufacturing refers to the management process used in making the fibre which recycles and reuses the chemicals used in the process. The target is for 95% of those chemicals to be reclaimed. The FSC allows businesses to identify, purchase and use wood, paper and other forest products made with materials from well-managed forests and/or recycled sources.</p>

IMPACT & PROGRESS

ENVIRONMENT

ENVIRONMENT	Commitment (we said)	2021/22 progress (we did)	2022/23 focus (we will)
CARBON	Carbon Net Zero by 2040	Developed and submitted near-term science based targets for validation	Implementing roadmaps for science based targets. Explore brand relevant neutralisation opportunities.
ZERO WASTE	Zero waste to landfill by end of 2023	24% waste to landfill*	Engage with landlords on waste destinations and continue to improve diversion rates.

*due to lack of visibility of waste destination from some landlords, we have assumed the scenario of all waste going to landfill in these cases.

SEASALT'S CARBON FOOTPRINT

	EMISSIONS TCO ₂ E			VARIANCE		
	2019	2020	2021	% change 2019-20	% change 2020-21	% change 2019-21
SCOPE 1+2 (LOCATION BASED)	745	539	531	-28%	-1%	-29%
SCOPE 1+2 (MARKET BASED)	723	144	115	-80%	-20%	-84%
SCOPE 3	31,397	24,925	23,139	-21%	-7%	-26%
TOTAL EMISSIONS (LOCATION BASED) 1+2+3	32,141	25,464	23,670	-21%	-7%	-26%
TOTAL EMISSIONS (MARKET BASED) 1+2+3	32,119	25,069	23,254	-22%	-7%	-28%

Commentary

Figures for FY19/20 and FY 20/21 have been restated due to more accurate data becoming available.

Scope 1 & 2 market based emissions have decreased by 84% since FY19/20, due to increased availability of renewable tariff certification. A 27% reduction from FY19/20 in Scope 1 alone was achieved by a reduction in natural gas usage. Scope 3 emissions have reduced in absolute terms by 26% from FY19/20, driven by a decrease in emissions from purchased goods and services.

Reporting Methodology

Seasalt's carbon footprint has been calculated by the sustainability consultancy Avieco, in line with the World Resource Institute (WRI)'s internationally recognised reporting standard the Greenhouse Gas (GHG) Protocol - A Corporate Accounting and Reporting Standard, with reference to the additional guidance provided in the GHG Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3 Standard) and GHG Protocol Technical Guidance for Calculating Scope 3 Emissions (Scope 3 Guidance).



IMPACT & PROGRESS

PARTNERS

PARTNERS	Commitment (we said)	2021/22 progress (we did)	2022/23 focus (we will)
ETI	ETI full membership by 2021	Achieved in March 2021	Continue to work to ETI corporate development plan
TIER 2 SUPPLIERS	Tier 2 suppliers to be identified and mapped by end of 2023	China Tier 2 suppliers identified	Rest of world Tier 2 suppliers identified
TIER 1 SUPPLIERS	100% of Tier 1 significant suppliers to have developed energy and waste reduction targets by end of 2023	Questionnaire submitted to Tier 1 suppliers and manufacturing sites	Revised questionnaire and approach deployed with Tier 1 suppliers and manufacturing sites

COMMUNITY

COMMUNITY	Commitment (we said)	2021/22 progress (we did)	2022/23 focus (we will)
CHARITY	Donate £1m to charity by end of 2025	Donated £122,583	Donate a minimum of £150k
VOLUNTEERING	20,000 volunteering hours by end of 2025	1,714 hours in 2021 taking total to 6,053	Achieve over 3,000 volunteering hours