



## Sustainability Policy

We have a Sustainability Policy setting out our environmental and social objectives.

The 1st annual report on how we've measured up to reaching our Sustainability Development Goals (SDGs), our progress, and what's coming up next.

# James&Co.

Eco Lether™ Fashion

## Report

### Sustainability Development Goals EOY 2021



# Our Agenda

**Our SDGs**

**Our Achievements**

**Need More Work**

**What's Next**

# Our SDGS for 2021



# Sustainability Development Goals By EOY 2021

1. Enter into partnerships for James&Co outerwear with 3 retailers for supporting them in their sustainable goals to eliminate eco harmful raw materials by supplying James&Co brand in their stores.
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## Report EOY 2021

We report that unfortunately the James&Co brand for more sustainable eco leather™ outerwear was not supplied to 3 new retailers in 2021. Making no excuses, but we do note feedback that due to covid19 and lockdowns businesses had drawbacks to ordering more inventory and selling existing when closed.


# Sustainability Development Goals By EOY 2021

**2. Enter into partnerships for James&Co accessories with 3 retailers for supporting them in their sustainable goals to eliminate eco harmful raw materials by supplying James&Co brand in their stores.**

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## Report EOY 2021

**We report that unfortunately the James&Co brand for more sustainable eco leather™ accessories was not supplied to 3 new retailers in 2021. Making no excuses, but we do note feedback that due to covid19 and lockdowns businesses had drawbacks to ordering more inventory and selling existing when closed.**



# Sustainability Development Goals By EOY 2021

3. Enter into partnerships with 2 manufacturers of eco and plant-based leather<sup>TM</sup> fabrics and 2 manufacturers of tailored outerwear and accessories.
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## Report EOY 2021

We report that during 2021:

- we made contact and ordered sample fabrics from the manufacturers of VEGEA grapeskin leather<sup>TM</sup> in Italy and the manufacturers of cactus leaf leather<sup>TM</sup> in Mexico
- we engaged with the manufacturers of accessories tailored in more sustainable leather<sup>TM</sup> in China and continued work with our longstanding manufacturer in India


# **Sustainability Development Goals By EOY 2021**

**Develop questionnaire for suppliers for information required for use of chemicals, EHS minimisation steps, Supplier Code of Conduct compliance and receive responses from 2 manufacturers.**

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## **Report EOY 2021**

**We report that we did not develop this questionnaire. We see it as a component of the work to be undertaken as a Bluesign® System Partner and will include it as part of our SDGs by EOY 2022.**




# Sustainability Development Goals By EOY 2021

Be recognised by at least 2 high-level national or global sustainability bodies, including UN Global Compact, Circular Fashion alliances.

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## Report EOY 2021

We report that we have been awarded a Leadership award 2022 by a leading sustainable fashion group. It will be announced in early 2022 and we will be shouting it from the rooftops!





# Sustainability Development Goals By EOY 2021

6. In keeping with our Sustainability Policy, report on these measurable goals for year ending 31 December 2021

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## Report EOY 2021

We report that we are doing that now. We will set new SDGs for EOY 2022 with clearly measurable attainments.



# Our Achievements for 2021





James&Co was  
signed on by fashion  
agencies in Australia  
and the EU



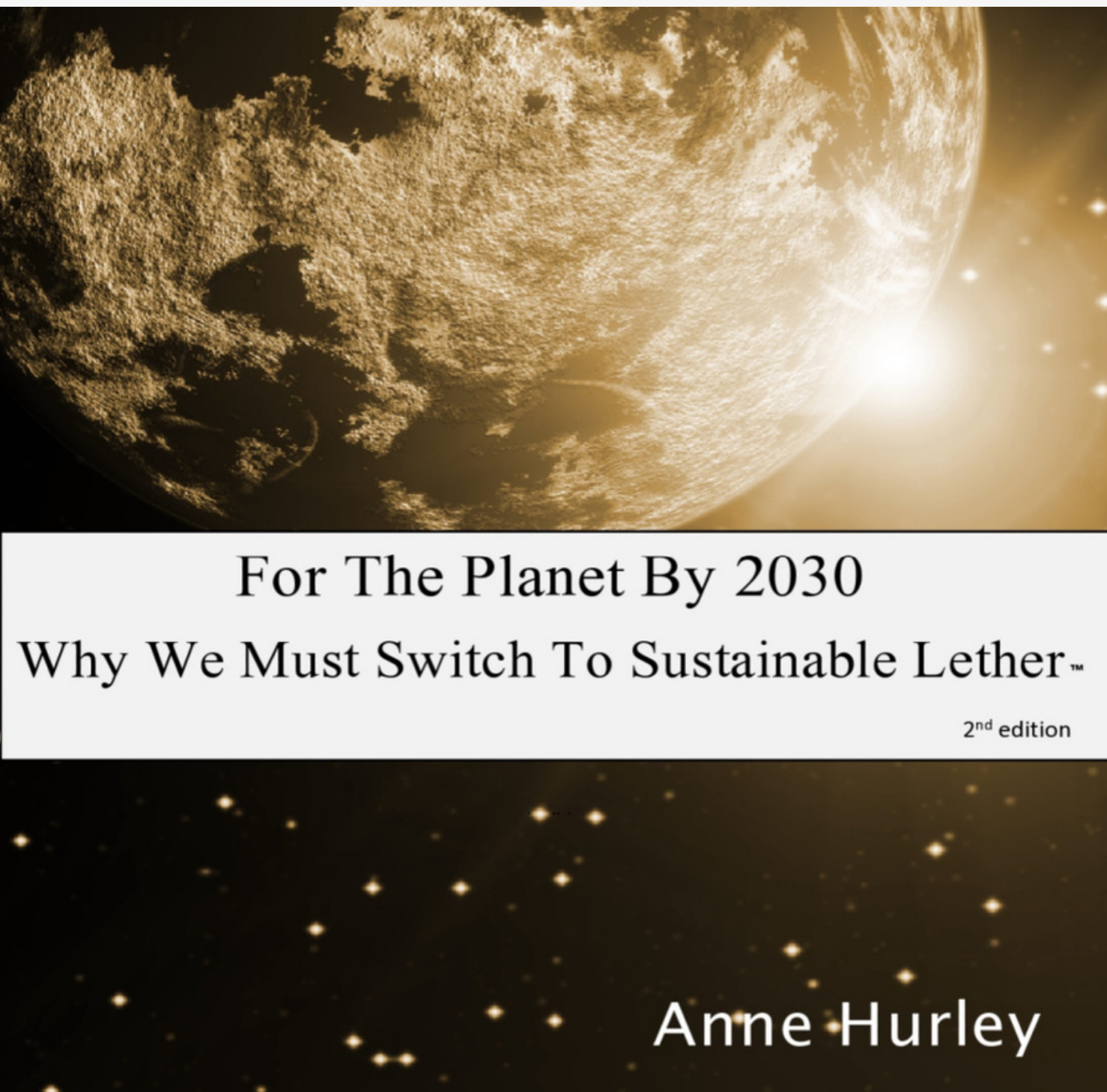
We expanded our  
product offerings to  
include men's eco  
lether™ apparel and  
accessories





We expanded our  
product offerings to  
include women's eco  
lether™ accessories





We published the 2nd  
edition of our book.  
Why we need to ditch  
plastic PU for more  
sustainable eco  
lether™

**NO A  
LEATHER™  
No Animal**

We lodged and  
application with IP  
Australia to trademark  
the word leather™.  
Following Italian  
court's decision that  
'leather' can only be  
used for textiles  
derived from animals



We launched our fellow brand JCoWear. Offering vegan and eco apparel and accessories for women and men.



# What Needs More Work 2022



## Expand the James&Co brand presence

Promote the brand into retailers with sustainability goals and with eco conscious customers who want to buy the sustainable choice

## Promote the uniqueness of James&Co

Promote the uniqueness of James&Co as a sustainable fashion pioneer AND an Australian brand to be showcased for collaborative efforts for the planet, people and animals.  
Become an Australian brand icon

## The Bluesign® System Partner work

Engage our lab-grown and plant-based eco leather™ suppliers to work with us and Bluesign® for certification as synthetic leather™ products

## Grow JCoWear through both B2B and B2C channels

As a division of James&Co (Australia) alongside James&Co, this brand shares the same certifications. Grow the brand as true vegan and eco friendly wardrobe must-haves for eco conscious buyers

# What's Next For 2022



# Action Items

1

**Set measurable 2022 business goals and SDGs to achieve the 'What Needs More Work' matters**

2

**Review the Business Plan, our policies & strategies to ensure our guiding principles are commensurate with growth campaigns**

3

**Track progress of our lether™ trademark application. Pursue applications in other jurisdictions**

**Thank you!**