



Fashion

with

Integrity

We have continued to make progress in our journey to become a more sustainable business through our Fashion with Integrity programme over the past year.

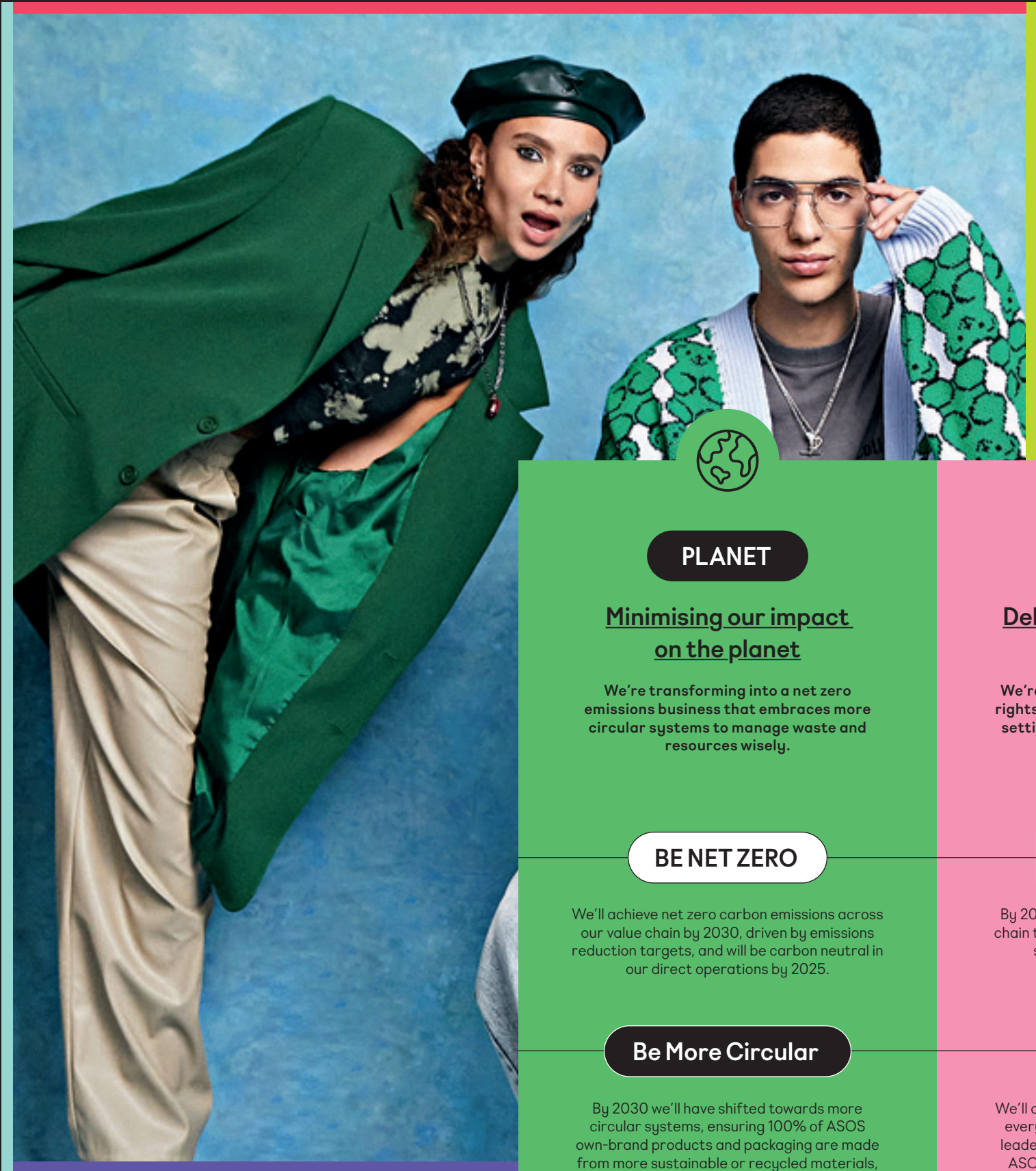
Whether forming new partnerships with charity organisations, achieving further reductions in our operational carbon footprint, or taking greater steps into circular design strategies, Fashion with Integrity has continued to guide our approach to business, as it has done since 2010.

We're proud of the progress we've made this year. To help us take Fashion with Integrity forward to 2030, we've set new goals across our business so that we can deliver positive benefits for people and minimise our impact on the planet.


The journey to our 2030 goals started with a formal materiality assessment carried out with an external reporting expert. The process involved engagement with employees, investors, global brand partners and suppliers, and human rights and fashion sustainability organisations, to identify the most important issues for our business. Those issues then became the focus for our four big goals:

Be Net Zero, Be More Circular, Be Transparent, Be Diverse.

More detail
Read about our new goals in more detail in the 'Fashion with Integrity - Our 2030 Strategy' report on our corporate website, asosplc.com




See overleaf for our 2030 programme



PLANET

Minimising our impact on the planet

We're transforming into a net zero emissions business that embraces more circular systems to manage waste and resources wisely.



PEOPLE

Delivering positive benefits for people

We're expanding transparency and human rights progress across our supply chain and setting new diversity, equity and inclusion goals for our business.

BE NET ZERO

We'll achieve net zero carbon emissions across our value chain by 2030, driven by emissions reduction targets, and will be carbon neutral in our direct operations by 2025.

Be More Circular

By 2030 we'll have shifted towards more circular systems, ensuring 100% of ASOS own-brand products and packaging are made from more sustainable or recycled materials, prioritising circular design and facilitating product recovery programmes.

BE TRANSPARENT

By 2030 we'll have led improvements in supply chain transparency and human rights within our supply chain and the wider industry.

Be Diverse

We'll drive diversity, equity and inclusion across every aspect of our business, with a focus on leadership representation and ensuring every ASOSer can be their authentic self at work.



Fashion with Integrity – continued

BE NET ZERO

Through our Be Net Zero goal, we'll achieve net zero across our value chain by 2030 and will be carbon neutral in our direct operations (offices, fulfilment centres, deliveries and returns) from 2025.

We'll get there through decarbonisation targets we've set in collaboration with the Carbon Trust, a global climate change and sustainability consultancy, and which have been verified by the Science Based Targets initiative (SBTi).

Our KPIs

- Reduce Scope 1 and 2 emissions/order by 87% by 2030 vs 2018/19 baseline
- Reduce own-brand product emissions/£profit by 58% by 2030 vs 2018/19 baseline
- Reduce transportation emissions/£profit by 58% by 2030 vs 2018/19 baseline
- Two-thirds of third-party brands (by emissions) signed up to setting targets in line with SBTi requirements by 2025

Be More Circular

Through our Be More Circular goal, we'll embrace more circular systems that prioritise extending the life of garments and conserving resources by making better material choices and using more sustainable processes.

We'll ensure that 100% of ASOS own-brand products and packaging are produced using more sustainable or recycled materials by 2030. We'll also continue to expand our use of circular design strategies across our full own-brand product range, and we'll facilitate product recovery programmes in key markets to extend the life of their garments.

Our KPIs

- 100% of ASOS own-brand products made from recycled or more sustainable materials by 2030, with pathways in place for prioritising high-impact materials, i.e. our existing commitment to sourcing 100% more sustainable cotton by 2025
- By 2023, we'll publish a public-facing circularity strategy to allow us to embed circular design strategies by 2030
- 100% of own-brand packaging made from certified sustainable or recycled materials and be widely recyclable by 2025
- Facilitate programmes for recycling and reuse in key markets by 2030

BE TRANSPARENT

Through our Be Transparent goal, we'll accelerate progress on transparency and human rights within our own supply chain and the wider fashion industry. We'll provide full public transparency of every own-brand product sold on ASOS by 2030 and ensure 100% of third-party brands have signed up to the Transparency Pledge by 2025.

Through a detailed, public-facing human rights strategy released each year from 2023, we'll set out our plans to deliver benefits for people by empowering women in the supply chain, further supporting freedom of association, and working to achieve a living wage.

Our KPIs

- 100% of ASOS own-brand products will have supply chains mapped to raw materials level by 2030, extending our existing supply chain mapping
- 100% of third-party brands on ASOS will have committed to the Transparency Pledge and new ASOS Ethical Trading policy by 2025 at the latest
- From 2023, we'll publish an annual human rights strategy and implementation report, focused on freedom of association, gender empowerment, wages and modern slavery
- Customers will be able to easily view and interact with information on the sustainability credentials of 100% of ASOS own-brand products by 2030

Be Diverse

Through our Be Diverse goal, we'll drive diversity, equity and inclusion across every aspect of our business, with a focus on leadership representation and ensuring every ASOSer can be their authentic self at work.

Our KPIs

- At least 50% female and over 15% ethnic minority representation across our combined leadership team by 2023, and at every leadership level by 2030
- Over 40% female representation in engineering, product and science (technology) roles by 2030
- Zero statistically significant differences in engagement scores and functional attrition rates across all demographics from 2030, with all ASOSers able to be their authentic selves at work
- We'll publish a Diversity, Equity and Inclusion strategy and roadmap for the ASOS platform, our customers and our people by 2023

More detail

For more detail on how we plan to achieve these goals and how we'll be governing our Fashion with Integrity 2030 programme, head to the 'Fashion with Integrity – Our 2030 Strategy' report on our corporate website, [asosplc.com](#)

Strategic Report

Governance Report

Financial Statements

Developing our new 2030 programme has been a key focus over the past year. But we've also continued to push Fashion with Integrity forward through a wide range of initiatives.

August 2021

- Continuing our partnership with the British Paralympics Association, we kitted out the ParalympicsGB team with opening ceremony, closing ceremony and formal outfits for the Tokyo 2020 Games.
- We launched a product collaboration with Love Music Hate Racism, supporting the campaign's UK artist residency programme to develop talent and funding a podcast on promoting racial unity and supporting young emerging artists.

July 2021

- We published our latest operational carbon emissions report for the 2019/20 financial year. We delivered a 13% absolute reduction in operational carbon emissions over that year, meaning that since 2015/16, we've reduced operational emissions per order by 45%.
- In support of Exist Loudly's work to create and facilitate spaces of joy, community and care for Black LGBTQ+ youth across the UK, our Collusion team created and launched a dedicated product range for Pride month. Through it we're funding the charity's first long-term programme for Black LGBTQ+ youth who are not in education, work, or training, which will build employability skills, community and confidence.
- We started work with a new charity partner, Look Good Feel Better, to fundraise for their work in providing confidence for cancer patients through beauty treatments and workshops. As well as selling a dedicated charity beauty box, we sent all proceeds from lipstick sales on National Lipstick Day to the charity.

June 2021

- We launched our internal trial of reusable mailing bags. 3,000 trial reusable bags are now in circulation among our staff, so we can gather feedback on their performance.
- We hit the £500,000 mark for donations raised for disability charity Scope from ASOS sample donations since 2016.

May 2021

- We achieved Level 3 (Maturing) status in Textile Exchange's Material Change Index, highlighting our commitment to transitioning to more sustainable fibres and the progress we've made so far.

April 2021

- We launched two separate clothing donation initiatives with DPD and Oxfam, helping our customers to extend the life of their clothes.
- We published our fifth Modern Slavery Statement, becoming the first brand to include external commentary within their statement, from Anti-Slavery International. Along with our statement, we publicly called for the introduction of mandatory due diligence legislation in the UK, which would ensure companies are taking action to identify and address modern slavery risks in their supply chains.
- Together with international youth charity Ditch The Label, we launched a #StopAsianHate support hub to help prevent Asian hate and support those impacted.

March 2021

- For International Women's Day, we supported the Prince's Trust's Women Supporting Women initiative, donating through the ASOS Foundation and launching an edit of female-owned brands on ASOS.
- We announced our commitment to publishing the supply chains of our newly-acquired brands – Topshop, Topman, Miss Selfridge and HIIT – for the first time by the end of 2021.

February 2021

- February marked the four-year anniversary of our funding of the Centrepointhelpline, giving young people at risk of homelessness a route to access vital support.

January 2021

- As part of our work to reduce the impact of our operations, we launched consolidated returns in key markets, allowing our customers to combine multiple returns into one parcel – reducing emissions associated with multiple returns.
- We kicked off the year with the launch of our responsible activewear range for ASOS 4505, featuring products made from recycled polyester, recycled jersey and organic cotton.

December 2020

- We published our latest UN Global Compact Communication on Progress at the end of 2020, and for the first time mapped all our work under Fashion with Integrity against the UN's Sustainable Development Goals.

November 2020

- We conducted energy efficiency audits at all major operational sites (except Atlanta due to COVID-19 travel restrictions) and agreed an action plan for energy efficiency for each, increasing our share of renewable electricity consumption to 80% across our global operations.
- To support our independent boutiques and small businesses on ASOS Marketplace, we waived commission and rental fees over the peak trading period.

October 2020

- To help educate our people about the importance of biodiversity and the crucial role of pollinators to our planet, we expanded our Berlin honeybee project to bring honeybees to our five major sites. With 40 beehives now installed across Atalanta, Barnsley, Berlin, Leavesden and Greater London House, complete with flower corridors, turf meadows and the appropriate ecosystems to provide not just honeybees, but a whole range of pollinators, with the habitat they need to thrive. Managed by local beekeepers, proceeds from the honey they produce will go towards the ASOS Foundation.

September 2020

- We kick started the year with the launch of our first-ever Circular Design collection, a proof of concept for how we can create commercial product using circular design systems. Since then, we've continued to roll out our circular design training programme for all our teams involved in product and brought our learnings together in an internal circular design guidebook in June 2021.
- Following our announcement of strengthened requirements for third-party brands that manufacture in the UK, we held a workshop with our brand partners in September to support them in signing up to Fast Forward. The auditing programme was co-founded by ASOS in 2014 to address challenges specific to UK manufacturing.

Key ›

People

Planet