

The Modern Slavery Act of 2015 requires businesses to produce a statement regarding the steps we have taken during the year to ensure that slavery and human trafficking is not taking place in any of our supply chains, nor in any part the business.

This is our sixth annual statement.

### What is Modern Slavery?

Slavery as many of us understand it was abolished years ago, and the idea that someone owns someone else is abhorrent to current thinking. However, a new type of slavery exists in the modern world. The United Nations define Modern Slavery as "One person depriving another of their liberty in order to exploit them for personal gain."

Inequality is growing and the global labour market can be multi-national with many people crossing borders to look for work. People can be coerced into working against their will for little or no recompense through means such as paying off debts, by companies retaining identity papers and by false promises.

There are far too many people in the world being still treated as commodities and being exploited. The Modern Slavery Act would like us all to do our part in mitigating this issue.

### Who are we?

JoJo Maman Bébé was founded in 1993 and has grown to become the UK's leading mother and baby multi-channel boutique brand. We design and retail high quality, imaginative, practical clothing and products for pregnant women and families with young children. We currently have 80+ stores across the UK and the Republic of Ireland, strong ecommerce websites, a growing, loyal customer base and wholesale partners that connect us to over 40 countries worldwide.



The company employs around 950 team members, about 90 in our London design and marketing studio, about 175 in our head office and distribution centre in South Wales and the remainder spread across our stores.



### Our Commitment

JoJo Maman Bébé has always put ethical business practices and policies at the heart of everything we do. As a Certified B Corporation, we are proud to put our ethics at the heart of the business and we firmly believe in our mantra of putting people and the planet ahead of profit, whilst also being a commercially viable business.

We have always tried to make high quality, useful and long-lasting designs in the most responsible way. We welcome this act that encourages businesses to be transparent in how they deal with their own employees and suppliers. It will encourage due diligence and raise awareness to protect vulnerable people.

We have taken a strong stance to ensure we are addressing any human rights risks in our business.

### How can we ensure that there is no modern slavery within our UK team and business?

We all have a responsibility to be aware of the risks, however small, in our UK business and those suppliers who support our UK operations. We have a clear process and policy to ensure that people joining our team do so of their own free will and have trained colleagues to be alert to risk factors. There is a clear mandate to report any concerns, facilitated by a whistleblowing policy, and for management to act upon them. We do not currently use agency workers but if we required short term workforce support then we would ensure we worked with agencies who complied with the Gangmaster Licencing Act 2004 and were members of the Association of Labour Providers.

### Where do we make what we sell?

The Modern Slavery Act also requires us to be transparent about our supply chain. "Supply Chain" is the catch all phrase to describe the people and companies who help us make and sell our products. For example, not only the factories we work directly with to make our items – e.g. a baby dress factory (first tier), but also their suppliers – for example they may be supplied by a company that prints the fabric (third tier), who in turn is supplied by a company that weaves the fabric (fourth tier), who is supplied by a company that cleans and makes the yarn (fifth tier) all the way down to the farmer that grows the cotton.

Furthermore, the entire supply chain may include the transporters who ship the finished goods to us, and the courier who brings you the parcel.

JoJo Maman Bébé is both a manufacturer as well as a retailer – we design all our beautiful styles and products in London, but we make them all over the world with specialist factories.



Over 125 factories partner with us to make all our designs. We typically work directly with our factories wherever possible, rather than through a middle person, as this gives us more transparency and trusted relationships. We firmly believe in building long term relationships with the factories. Some have worked with us for around 20 years, growing as we have, sharing the journey together and becoming friends.

Our designs are made worldwide according to the specialism needed but the majority come from countries with higher national standards that give us confidence in the ethics of the factory as well as their ability to produce the quality of goods we require. These are mostly in China, India and Turkey.

We have an established process to check and monitor new and existing suppliers. All suppliers are expected to adhere to our ethical code of conduct and are regularly audited. Our code of conduct clearly sets out the values, expectations and strict standards we expect all our suppliers to meet. Both our code of conduct and our audit is based on the Ethical Trade Initiative (ETI) Base Code with additional areas specific to our specialist market and our wider values on sustainable and responsible sourcing and



The ETI Base Code covers core areas of employee rights; such as access to unions, not allowing child labour, ensuring hours of work are not unreasonable, that minimum wages are met, that the employee works in a safe place etc. These are coupled with environmental and other concerns. The ETI Base Code, and therefore our code of conduct and audit, has been updated to cover all aspects of tackling modern slavery or human trafficking, for example, in identifying how the employee came to the business.

The JoJo Maman Bébé team travel regularly to our factories to see for themselves our designs being developed and produced. We audit the factories in person with our trained team members. We also work with third party auditors to complement our own audits and skills. We develop personal relationships with the factories we work with, growing business together and jointly improving quality, production processes and standards as needed. We also work with organisations dedicated to improving ethical business practices and support our factories to become accredited within them.

### What can we do about modern slavery?

We trust our suppliers to work to our ethical code. We have spent the last 5 years working with our suppliers and supporting them to identify potential risk areas within their own business. We have also continued to train our teams to understand the business needs of the supplier and how our requirements could impact negatively on their own staffing processes and ensure we work together to mitigate this.

### What have we done about modern slavery?

We made our first modern slavery statement in July 2016 which detailed the changes the business had made since the introduction of the Act in October 2015, including confirming a company policy on the subject and updating paperwork such as our ethical code of conduct, audits and supplier documentation. We trained relevant colleagues to understand the subject and moreover we opened dialogue with suppliers on understanding the risk in their businesses.

Having been previously mainly focused on our primary tier one suppliers, we have developed systems to map, risk assess and audit further down the supply chain tiers and have developed this over the years. This included mapping our supply into other areas of the business to include suppliers who were making things for us that we did not sell, for example our packaging, as well as engaging key suppliers to understand their approach to recruitment and the risks of slavery.

In this financial year of July 2020 - June 2021 we have continued to focus on the issue and have taken the following steps:

- 1 Continued updating our supplier audit database to include modern slavery risk assessments, introducing new data tracking to assess our immediate position.
- 2 Continued developing best practice assessment for UK suppliers and services.
- 3 Maintained a program of remote visiting our core clothing, toy and nursery product suppliers based in India, China and Turkey. This allowed us to stay in touch with working practice and keep good lines of communication whilst we were unable to travel.
- 4 Maintained in house training for relevant teams focusing on supplier onboarding to limit exposure to potentially high-risk suppliers early in the process.
- 5 Continued assessments on our packaging and non-stock suppliers that support business processes. These are all based in the UK and whilst this does not pose a large risk, it still forms a part of our overall supply base and is in scope for assessment.
- 6 Worked to expand our range of eco-viscose maternity styles which offers a more sustainable alternative to traditional viscose, and became certified by the Forest Stewardship Council® (FSC), meaning we're licensed to use the FSC trademark on relevant wooden and paper products, both of which offer a more visible, audited and assured supply chain. [Click here to learn more.](#)

### COVID-19 Impact

During the pandemic, we continued to work constructively with all our suppliers to find ethical solutions to our mutual problems. No orders were cancelled, and we were collaborative in our outlook to juggled production planning to ensure the factories were not under pressure to take unnecessary risks whilst catching up with delayed orders or suffered financially which might result in their laying off their staff at such a difficult time.

As we remained unable to travel with global restrictions often being tighter than those in the UK, and being aware that the lack of travel due to the pandemic could have compounded the ethical risks in our supply chain we conducted more online meetings, were given video walk throughs of the factory floors and went through our usual audits and training remotely – giving us confidence that our suppliers were coping with their new ways of working and keeping their teams safe.

JoJo Maman Bébé has always engaged with honesty and openness with our suppliers, we view them as partners and intend to work with them to do our part to mitigate this global issue.

Our participation in the B Corporation movement challenges us to work proactively with suppliers across many areas including environmental and sustainable improvements as well as human rights, and we are rigorously audited to ensure we are a force for good.

**Mel Brown**  
Design & Buying Director, on behalf of the board.

*This statement relates to section 54, Part 6 of the Modern Slavery Act 2015.  
This statement covers financial year July 2020 - June 2021*