

# **Performance and Commitments**

**Factsheet 2017 - 2018**

# Fashion With Integrity

**“A transparent, responsible and proactive approach to managing the fashion industry’s impact on people, animals and the environment.”**

## Corporate Responsibility at ASOS

Our corporate responsibility programme, ‘Fashion with Integrity’, epitomises our approach to business. For ASOS, Fashion with Integrity means a transparent, responsible and proactive approach to managing the fashion industry’s impact on people, animals and the environment. This factsheet summarises our Fashion with Integrity achievements during the 2016 to 2017 financial year, and sets out how we plan to bolster our programme for the future.

### Our pillars



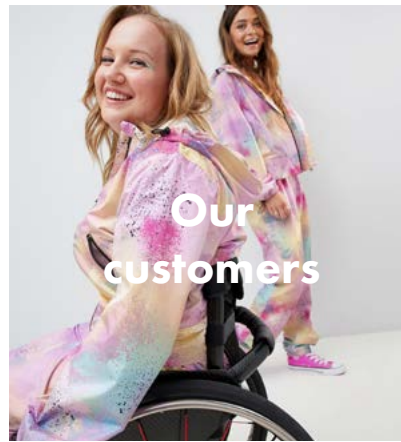
**Our  
products**

Respecting people and the planet with great product that our customers can trust



**Our  
business**

Achieving growth in a way that adds social value and minimises environmental impacts



**Our  
customers**

Helping young people to look, feel and be their best



**Our  
community**

Investing time and resource to make a real difference

### Further information

Our online corporate responsibility report is available at [www.asosplc.com/corporate-responsibility](http://www.asosplc.com/corporate-responsibility). Please email [cr@asos.com](mailto:cr@asos.com) to share your feedback on our corporate responsibility approach.

# Our products - Ethical Trade

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Transparency</b>	Complete mapping of tiers 2 and 3 of our supply chain and continue to publish updates every 2 months.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>• Mapped Tiers 2 and 3 of our supply chain mapped and continued to publish updates on our website every 2 months.</li> </ul>	Taking a product-focused approach, continue to map our supply chain and publish updates every 2 months.
<b>Purchasing Practices</b>	Develop a roadmap for improving our purchasing practices based on the findings of the review.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>• Developed a roadmap for improving our purchasing practices.</li> <li>• Delivered training to our Buying and Merchandising teams.</li> </ul>	Conduct second purchasing practices self-assessment, and pilot supplier purchasing practices assessment within Action Collaboration Transformation (ACT) framework. Continue to deliver roadmap for improving purchasing practices, including upscaling internal training.
<b>Audit</b>	Develop a roadmap for improving our purchasing practices based on the findings of the review.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>• Partner with Alliance HR to deliver Fast Forward in the UK - an evolving UK specific methodology.</li> <li>• Worked with Verité and ASK, both human rights NGOs to deliver audits in Mauritius, focussed on migrant worker recruitment and on-site management.</li> </ul> <p>We have launched the GFA hotline, which allows workers to report on their own working conditions and remediate through a union.</p>	Increase effectiveness of audit programme by improving internal processes and reporting to enable ASOS to benchmark supplier performance and positively influence buying decisions.
<b>Living Wage</b>	Participate in ACT country consultations to set up industry-wide collective bargaining mechanisms on wages.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>• Proactive member in the ACT initiative, working towards improving wages for workers.</li> <li>• Participated in ACT country consultations to set up industry-wide collective bargaining mechanisms on wages.</li> </ul>	Continue active participation in ACT country consultations to improve wages through sectoral collective bargaining.
<b>Freedom of Association</b>	Begin implementing our commitments under IndustriALL Global Framework Agreement.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>• Implemented a Global Framework Agreement with IndustriALL and affiliates in Turkey.</li> <li>• Developed and implemented a worker rights handbook and app to ensure our workers have access to remedy managed by an IndustriALL Global Union representative.</li> <li>• Piloted worker empowerment training in 2 Turkish factories.</li> </ul>	Remediate human rights violations in our supply chain through worker empowerment and access to remedy by: <ul style="list-style-type: none"> <li>• engaging suppliers, workers and local affiliates to implement and monitor our GFA activities, creating an enabling environment for freedom of association/collective bargaining and gender equality</li> <li>• monitoring progress of workers' rights in Turkey through app and hotline, and build capacity in Bulgaria.</li> <li>• ensuring workers can engage in social dialogue and negotiation on wages, working hours and workplace conditions by delivering a joint training programme in Turkey in conjunction with IndustriALL Global Union and KADAV local women's rights organisation.</li> </ul>

## Our products - Ethical Trade continued

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Gender</b>	Pilot gender empowerment programme in two factories in Turkey.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Piloted women's rights training in two factories in Turkey and conducted an independent impact assessment.</li> </ul>	ASOS gender empowerment activities are an integral part of the Freedom of Association workstream.
<b>Occupational Health and Safety</b>	Develop focused review of occupational health and safety on different product categories and train best practice into supply chain.	<b>In progress:</b> Closed 2,510 health and safety non-conformances, helping to raise health and safety standards across our supply chain.	Occupational health and safety is now a focus within our wider Audit workstream.
<b>Modern Slavery</b>	Organise multi-stakeholder event in Mauritius in early 2018 to agree on a roadmap for improving the conditions under which migrant workers are recruited and employed, and meet other commitments as laid out in our Modern Slavery Statement.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Held multi-stakeholder event in Mauritius in February 2018</li> <li>Established a working group with ETI on Mauritius and migrant labour.</li> <li>Published second Modern Slavery Statement.</li> <li>Launched company-wide Modern Slavery training programme.</li> </ul>	Collaborate with multiple partners to map contract workers and homeworkers in our supply chain, carry out a review of contract labour in our Chinese supply chain and continue to build partnerships with local NGOs to prevent and remediate child labour in China.
	Build partnerships with local non-governmental organisations in high risk sourcing countries to prevent and remediate child labour.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Established a local NGO partner in China.</li> <li>Delivered training aimed at prevention of child trafficking in 7 Myanmar villages where children are at risk of being trafficked to China to work.</li> <li>Continued to support the "Life Skills" programme for Syrian children in Turkey, helping children to overcome experience of conflict and to integrate into society.</li> </ul>	Scope partnership with a local NGO partner in India.

# Our products - Sustainable Sourcing

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>All materials responsibly sourced</b>	Increase our uptake of a broad range of sustainable materials including organic and recycled fibres, and leather alternatives.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>34% of all fibres used in ASOS Brands come from sustainable sources, increasing from 30% in 2017.</li> </ul>	Track our conversion to more sustainable materials and publish our progress year on year. Implement our updated Animal Welfare Policy which includes a ban on mohair, cashmere, silk, feathers, down, bone, horn, shell and teeth. Seek more sustainable alternatives to animal derived materials whilst building transparency of supply for any animal materials in use.
	Achieve 85% more sustainable cotton in our ranges in 2018, as part of our commitment to source 95% more sustainable cotton by 2020 and 100% by 2025.	<b>In progress:</b> <ul style="list-style-type: none"> <li>We have met our 80% target for sustainable cotton in line with our forecast. This includes BCI, CmiA, organic and recycled cotton.</li> </ul>	We will also increase our use of organic and recycled cotton, as part of our commitment to source 95% more sustainable cotton by 2020 and 100% by 2025. Review and update ASOS sustainable materials verification programme to include and capture more sustainable alternatives, for example non-clothing, and increase the level of transparency for our customers.
	Extend 'Sustainable Leaders at ASOS' training programme to 80 employees taking the total to 200.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>150 ASOS employees completed the 'Sustainable Leaders at ASOS' training programme, trained 200 colleagues on our Sustainability Strategy through workshops and masterclasses and 95 buyers on implementing sustainability throughout the life cycle of a garment.</li> </ul>	Continue to deliver training across the business in collaboration with the Sustainable Fashion Academy, embedding sustainability.
	Launch sustainable materials e- learning to all ASOS employees.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Launched an internal sustainability guideline pack for retail teams to support the delivery of sustainable sourcing program and targets, launched online sustainable fibre training for all employees.</li> </ul>	Create cross functional roadmaps at materials level to support and track the uptake of sustainable materials.
	Ensure 100% of our cellulosic fibres do not come from ancient or endangered forests.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>in verifying against our wood and pulp sourcing policy we have mapped 95% of our viscose and modal fibre sources and engages with fibre producers to support the Canopy and Changing markets initiatives.</li> </ul>	Manage our cellulosic supply chain to ensure 100% of ASOS viscose and modal fibre producers do not source from ancient or endangered forests and are managing their overall environmental impacts. All cellulosic fibre producers to develop an environmental strategy and demonstrate improvements in 2019.

## Our products - Sustainable Sourcing continued

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Mindful supply chain</b>	Extend training on sustainable materials and chemical management to third party brands trading with ASOS.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Held 6 workshops for 64 brands to educate them on chemical management and restricted substances.</li> </ul>	
	Build visibility of chemical usage in our production, moving beyond compliance to improve input chemistry and reduce environmental impact.	<b>In progress</b>	Join ZDHC (Zero Discharge of Hazardous Chemicals) to help us manage and monitor the use of chemicals in our supply chain.
		<ul style="list-style-type: none"> <li>Presented our sustainability strategy to over 230 suppliers and factories in the India, UK, China, Turkey and Romania.</li> </ul>	Continue to deliver training across our supply base on how to reduce environmental impact, supporting suppliers both through regional events and our first series of webinars.
	Sustainable Apparel Coalition: 50% of our manufacturing facilities (by volume), and 30% of fabric mills to benchmark their sustainability performance by completing the Higg Index facility environmental module.	<b>Behind:</b> <ul style="list-style-type: none"> <li>40% of our manufacturing facilities, 25% of mills, and 10% of man-made fibre producers, by volume, completed the Higg Index Facility Environmental Module (FEM).</li> </ul>	Invite all of our mapped T1-T5 suppliers to sign up to the Higg Index and complete the Facility Environmental Module (FEM) in 2019. Set a baseline and year on year targets for reducing the environmental impacts and risks of sites in our supply chain, using the Higg Index.
	Review our leather supply base to increase participation of Leather Working Group certified (LWG) tanneries.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>55% of ASOS Brands leather came from medal rated LWG tanneries.</li> </ul>	Source 70% of ASOS Brands leather from medal rated LWG tanneries by September 2019, and 100% by 2020.
	As members of the Sustainable Clothing Action plan, reduce the water and carbon footprint by 15% per tonne of clothing sold in the UK by 2020, compared with 2012.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Reduced our water footprint by 5% and carbon footprint by 12% for all of our UK products in 2017 compared with 2012.</li> </ul>	Ongoing commitment to reduce the water and carbon footprint by 15% per tonne of clothing sold in the UK by 2020, compared with 2012 as members of the Sustainable Clothing Action Plan.
	Complete a systematic product transparency pilot in India and Turkey to give visibility of the full supply chain.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>The learning from this exercise now informs our ongoing work to build supply chain transparency.</li> </ul>	Continue to map our cotton, viscose, and leather supply chains and begin to map other key commodity materials, including polyester, to map materials sources for 65% of our business by 2020.
	Provide our top 50 suppliers with a sustainability scorecard benchmarking their performance.	<b>In progress:</b> <ul style="list-style-type: none"> <li>We have developed a dashboard we are now testing with suppliers.</li> </ul>	Develop and roll out one page 'supplier scorecards' for our top 50 suppliers to be used to provide summaries of suppliers' sustainability performance to the business and to develop supplier action plans.

## Our products - Sustainable Sourcing continued

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Circular fashion</b>	Announce our circular fashion pledge within the Global Fashion Agenda 2020 Commitment	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Signed up to Global Fashion Agenda 2020 Circular Fashion System Commitment in January 2018.</li> </ul>	Ongoing commitment, reporting progress each year to 2020.
	Develop and deliver training in circular fashion design and best practises to our product development teams	<b>Achieved:</b> <ul style="list-style-type: none"> <li>15 members of our design team piloted a circular design training programme in partnership with Centre for Sustainable Fashion at London College of Fashion.</li> </ul>	<p>By 2020, we will train all of our design teams on circular design techniques and best-practice.</p> <p>By 2020, we will train all of our relevant product teams on circular principles and best-practice for product packaging.</p>
	Develop an ASOS customer take-back/recycling programme in the UK	<b>In progress:</b> <ul style="list-style-type: none"> <li>In 2017, ASOS customers donated over a tonne of garments through a clothes recycling scheme we set up with Doddle, a package delivery company and TRAIID, a UK charity that's reducing the social and environmental cost of the textile industry.</li> </ul>	By 2020, we will launch a garment collection scheme and recycling programme for apparel for customers located in the UK and Germany, our two biggest markets. We will support this programme by engaging customers, through social media, on garment care, repair and recycle.
	Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020.	<b>In progress:</b> <ul style="list-style-type: none"> <li>We have Incorporated post-consumer recycled fibres in 17,300 units of our products in partnership with ECAP.</li> </ul>	Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020. In 18/19 we will source 5% of our textile fibres from recycled material.
	Support collaborative action on a move to circular fashion in Europe through participation in the European Clothing Action Plan (ECAP).	<b>Achieved:</b> <ul style="list-style-type: none"> <li>As participants in the European Clothing Action Plan (ECAP) we developed a project with London Waste and Recycling Board (LWARB) and QSA Partners that looks at the viability of circular business models in a commercial context.</li> </ul>	<p>In line with our ECAP participation, map waste in our textile supply chain and look at strategies to address this.</p> <p>Join Ellen MacArthur Foundation Circular Fibre Initiative to continue our collaboration with the industry to move towards a circular economy.</p>

# Our business

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Carbon emissions reporting</b>	Continuously increase the accuracy and transparency of our carbon emissions data reporting.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>To extend our reporting this year we engaged an independent agency to carry out a study of the ASOS Magazine in order to identify ways to minimise its environmental impact.</li> </ul>	Integrate the reporting of carbon emissions from operations and product manufacture and develop a plan for 2030 in line with science based GHG emissions targets.
	Reduce carbon intensity per customer order every year from 2015-2020.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Reduced carbon intensity per customer order by 1%.</li> </ul>	Reduce carbon intensity per customer order every year from 2015-2020.
<b>Buildings and energy</b>	Increase renewable energy usage across the ASOS global estate	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Mapped energy sourcing across the entire ASOS estate to develop a road map to increase the procurement of renewable energy in the future.</li> </ul>	Produce an energy policy and roadmap for increasing the purchase of renewable energy business-wide.
	Improve energy efficiency across the ASOS global estate	<b>In progress:</b> <ul style="list-style-type: none"> <li>Reduced building emissions per employee and per square metre of floor space by 47% and 30% respectively.</li> </ul>	Progress towards achieving ISO 50001 or similar energy efficiency standard across global fulfilment centres.
		<b>Achieved:</b> <ul style="list-style-type: none"> <li>As part of our London head office upgrade installing highly efficient equipment including: LED lighting throughout, lighting proximity sensors, centrally controlled heating and cooling systems and a building management system to reduce our energy usage.</li> <li>Replaced lighting at our Atlanta fulfilment centre with over 10,000 low-emissions LED alternatives.</li> </ul>	Develop an environmental data management system to report on progress across all ASOS offices and fulfilment centres.
	Offset greenhouse gas emissions from data centres by purchasing carbon credits in verified carbon reduction projects	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Purchased carbon offsets in verified projects including reforestation in the Kasigau Corridor, Kenya.</li> </ul>	Offset greenhouse gas emissions from data centres by purchasing carbon credits in verified carbon reduction projects.
<b>Deliveries and transport</b>	Support delivery partners engaged with our Responsible Carriers programme to reduce emissions from customer deliveries.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Supported all carrier partners in the creation of carbon reduction roadmaps. Each carrier committed to at least 3 carbon reduction initiatives over the next 12 months.</li> </ul>	Launch carrier online portal to measure and report on progress with carbon reduction roadmaps.
		<ul style="list-style-type: none"> <li>Introduced 100% electric vehicles for the final leg of customer deliveries within the London congestion zone.</li> </ul>	All carriers to be given specific carbon reduction targets.
		<ul style="list-style-type: none"> <li>Fulfilled 98.5% of European (excluding UK) orders through our German Eurohub to reduce stock and vehicle movements across Europe.</li> </ul>	Open a fulfilment centre in Atlanta, USA, which will significantly reduce airfreight emissions for US customer deliveries.



Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
Packaging	Reduce carbon intensity of ASOS mail packaging emissions.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Reduced average packaging emissions per delivery by 11%.</li> </ul>	Continue to reduce the carbon intensity of ASOS packaging emissions.
		<ul style="list-style-type: none"> <li>Trialled reducing the thickness of our two smallest mailing bags by 20 microns and our 3 largest bag by 10 microns.</li> <li>Eliminated 9 tonnes of plastic annually used to wrap pallets and cages during stock transportation between warehouses by investing in Loadhog containers.</li> </ul>	Roll out thinner mailing bags to save approximately 580 tonnes of plastic annually.
	Begin to 'close the loop' on plastic packaging by increasing the proportion of recycled material from customer returns.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Trialled the introduction of ASOS post-consumer plastic waste into the ASOS plastic packaging manufacturing process.</li> </ul>	Roll out ASOS mailing bags with 10% post-consumer recycled content for the first time (increasing to a minimum of 35% recycled material). Launch a customer pilot of reusable mailing bags to at least one territory by the end of 2019. Review ASOS Design product packaging to identify areas where packaging materials can be reduced or eliminated
Waste	Carry out an audit of single use plastic usage at ASOS head office (catering operations).	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Audit of plastics used in catering operations complete.</li> </ul>	Remove all single use plastics from ASOS catering operations by 2020.
	Identify ways to reduce waste and increase recycling in head office.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Increased use of reusable catering products by 38% from 2017 baseline.</li> </ul>	Increase use of reusables by 60% from 2017 baseline.
		<b>In progress:</b> <ul style="list-style-type: none"> <li>Reduced printing across ASOS estate by 73% from 2017 baseline.</li> </ul>	Reduce printing across ASOS estate by 90% from 2017 baseline.

# Our customers

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Diversity and Inclusion</b>	Develop a diversity and inclusion strategy to which allows us to better represent and empower 20-somethings.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Undertaken diversity and inclusion benchmarking assessments including the Stonewall Equality Index and Business Disability Forum Standard to establish baseline data on our performance.</li> </ul>	Develop a diversity and inclusion strategy to which allows us to better represent and empower 20-somethings. Conduct a baseline survey of our employees to understand the diversity of ASOS employees better and help inform our strategy around inclusion by November 2018.
<b>Focus on Disability</b>	Continue to raise the profile of customers with disabilities, improving representation and access to our website and mobile platforms.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Conducted an accessibility audit of ASOS's new website in partnership with Accessibility360, and improved accessibility awareness in the ASOS User Experience teams.</li> <li>Worked closely with one of our disabled customers to design and launch our first adaptive garment for wheelchair users, the first step as we continue to review our product offering for customers with disabilities.</li> <li>Established a new ASOS internship in partnership with Leonard Cheshire Disability's Change 100 programme which provides a springboard for talented disabled students or recent graduates.</li> </ul>	Establish a strategy around inclusive products, services and communications and take concrete steps to understand the needs of our customers with disabilities better by 2020.
	Extend our partnership with the British Paralympic Association to include the PyeongChang 2018 Winter Paralympic Games and the Tokyo 2020 Summer Paralympics.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Extended our partnership with the British Paralympic Association until at least the Tokyo 2020 Paralympic Games.</li> <li>Designed and produced the ceremony and formal wear for 77 Paralympics GB athletes and staff at the PyeongChang 2018 Winter Paralympic Games.</li> </ul>	Work with the British Paralympic Association to develop formal and ceremony wear for the 600 staff and athletes representing ParalympicsGB at Tokyo 2020.
<b>Focus on LGBTQ+</b>	Create partnerships with charities Stonewall and GLAAD, that enable us to show our support for LGBTQ+ equality and better represent and understand our customers.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Partnered with GLAAD, the LGBTQ media monitoring organisation, on a gender-neutral clothing range which has raised \$110,000 so far for 'Together Movement' which promotes acceptance for all communities subject to discrimination.</li> <li>Partnered with Pride organisations in London and New York to show our support for the LGBTQ+ community.</li> <li>Joined Stonewall's Diversity Champions programme offering best practice, specialist knowledge and independent benchmarking to help us further LGBTQ+ acceptance.</li> </ul>	Continue to support causes that advance equality and acceptance for LGBTQ+ issues.  Create an action plan to improve our Stonewall Diversity Champions score based on feedback from our Year 1 assessment.

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>Focus on Gender Equality</b>	Sign the UN Women's empowerment principles.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Signed UN Women's Empowerment Principles committing us to take steps to advance and empower women in the workplace, including the support of women in our supply chains.</li> </ul>	Take further steps to advance and empower women in the workplace, including the support of women in our supply chains (See 'Our Products').
		<ul style="list-style-type: none"> <li>Established internal 'Women in Tech' group.</li> </ul>	Develop a community outreach programme alongside our Women in Tech group to inspire young women to take up careers in technology.
		<ul style="list-style-type: none"> <li>Addressed period poverty in Kasigau, Kenya by launching The Kujua Initiative to provide girls and young women with re-usable sanitary pads and menstrual health education.</li> </ul>	(See ASOS Foundation).
<b>Mind and Body Confidence</b>	Introduce measures to positively impact the mental health and wellbeing of the lives of our 20 something employees and customers.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Trained 32 Mental Health First Aiders to support colleagues</li> <li>Worked with experts, including Beat, the eating disorder charity, to train our employees on body image and health.</li> </ul>	Further develop programmes and communications that support the mental health and wellbeing of 20-somethings.
		<ul style="list-style-type: none"> <li>Renewed our retouching guidelines and model welfare policies to protect and empower our customers and models.</li> <li>To further support the wellbeing of models and production teams, we Introduced a new Code of Conduct outlining our expectations for third parties on how to maintain a safe, supportive and inclusive working environment on photo and video shoots.</li> </ul>	Continue to deliver the highest standards of safeguarding and model welfare in our photo and video shoot operations.
	Ensure all our products and communications are inclusive, culturally appropriate and give our global, diverse customers confidence in themselves and ASOS.	<b>In progress:</b> <ul style="list-style-type: none"> <li>Developed our cultural and social awareness programmes to ensure we reflect our values in our products and communications.</li> </ul>	Ensure all our products and communications are inclusive, culturally appropriate and give our global, diverse customers confidence in themselves and ASOS.
	Enable the eating disorder charity, Beat, to extend its support services to over 25,000 people next year.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>In partnership with the UK's eating disorders charity, Beat, provided 27,439 support sessions for those suffering with eating disorders and their loved ones.</li> </ul>	Work with Beat to establish industry best practice standards around body image, representation and model welfare, and continue to provide funding to expand eating disorder support services to more young people.
	Continue to support the Diana Award, to provide positive body image and self-esteem programmes to secondary schools across the UK.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>In partnership with the anti-bullying charity, the Diana Award, 1,079 young people participated in our education project #MySenseOfSelf project – tackling issues around body image, self-esteem and the impact of social media. Our lesson plan has been downloaded 2,800 times in the last year, potentially benefiting over 80,000 students.</li> </ul>	Continue to support programmes to address the impact of social media on the confidence, self-esteem and identity of young people.

# Our community

Strategy area	Commitments 2017/18	Progress against commitment	Commitments 2018/19
<b>ASOS Foundation</b>	Enable young people in the UK, India and Kenya overcome social and economic barriers to gain homes, education and jobs.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Over 9,200 young people supported in three countries.</li> </ul>	Enable young people in the UK, India and Kenya overcome social and economic barriers to gain homes, education and jobs.
	Engage employees, suppliers and customers in fundraising for the ASOS Foundation.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>£552,000 raised</li> </ul>	Engage employees, suppliers and customers in fundraising for the ASOS Foundation.
<b>India</b>	Begin work on our third Udayan home for abandonend and orphaned children.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Second home launched and third home purchased, awaiting renovation.</li> </ul>	Complete a total of 5 homes for Udayan Care by FY 20/21.
	Install solar panels on 3 Udayan homes.	<b>Achieved:</b> December 2017.	
	Fund a computer training facility in Kurukshetra.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Launched a computer training facility in Kurukshetra, opened January 2018</li> </ul>	
<b>Kenya</b>	Launch a water, sanitation and hygiene (WASH) programme for 4,000 children in Kasigau, Kenya.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Building toilet blocks for 7 schools in Kasigau, along with hygiene workshops.</li> <li>Launched the Kujua Initiative - providing young women in the Kasigau region with re-usable sanitary pads and menstrual health education.</li> </ul>	Further develop the water, sanitation hygiene programmes for schools in Kasigau, Kenya
			Convert SOKO's Rukinga Factory to a community training centre and workshop, enabling the further development of Kujua Initiative and Project Pipeline.
<b>UK</b>	Develop our partnership with Centrepont.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Continued to fund mental health and wellbeing services and the Centrepont Helpline. In 2018 we began funding Centrepont's LGBTQ+ support group.</li> <li>Launched Centrepont SleepOut in Barnsley.</li> </ul>	Continue to develop our programmes with Centrepont and the Prince's Trust.
			Partner with OnSide Youth Zones to build high quality provision for young people in Barnsley by 2021.
<b>Volunteering</b>	Provide 1000 volunteering opportunities for ASOS employees.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Over 4615 hours of employee time donated to voluntary projects across the company.</li> </ul>	
<b>Payroll giving</b>	Promote payroll giving and participate in the UK campaign to make payroll giving available in more companies.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Participated in Geared for Giving national campaign</li> <li>18% of ASOS employees donated to charity through their pay.</li> </ul>	
<b>Local communities</b>	Develop our community programmes across the UK, including Camden, Birmingham, Barnsley and Leavesden where our offices are based.	<b>Achieved:</b> <ul style="list-style-type: none"> <li>Over 37,900 young people benefited from our community programmes.</li> </ul>	Continue to offer community programmes in Camden, Birmingham, Barnsley and Leavesden.