

Instruction Manual Questionnaire

Sustainability Movement Monitor

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A. Introduction

Dear Brand,

EK Fashion really appreciates that you want to become part of a movement to make multi-brand fashion retail more sustainable. To achieve this development, we would like to provide brands insights into their own sustainability performance and retailers insights into the sustainability performance of the brands in their assortment. The reason for this new tool is the high pricing for existing ratings that a lot of brands and retailers cannot afford. Collecting data for a baseline and measuring improvement is key. Therefore, we ask you as a brand to fill in the questionnaire. If you are a supplier with multiple brands, please fill in the questionnaire for each brand separately.

Creation of the questionnaire

The Sustainability Movement Monitor is developed in collaboration with Bureau Brems and Cube Retail. EK Fashion also consulted several partners to validate the SMM, like Modint, Rainbow Collection, TMO Fashion Business School and TOMO. On top of that, we analysed existing ratings like the Higg Index, the finished Agreement for Sustainable Garments and Textile, Good on You and Life Cycle Assessment methods.

Content of the questionnaire

The questionnaire contains 107 questions structured in 8 criteria:

1. Governance
2. Transparency
3. Materials
4. Processes
5. Social Responsibility
6. Transport & Packaging
7. Animal Welfare
8. Circularity

The questions are about the current impact of the products of the brand (2022), the SMART goals the brand has or has not set for 2025 and the ambitions of the brand for 2030.

Publication of results

EK Fashion and retailers are stimulating brands to allow EK Fashion to share the results of the questionnaire within the Sustainability Movement Monitor. Besides [upcoming legislation](#) that will oblige larger companies to publish information on sustainability, EK Fashion and retailers call for the intrinsic motivation of brands to publish their results within the SMM to be able to make the multi-brand fashion retail more transparent and sustainable.

How the results will be shown

In the first year (2022-2023) the results of the Sustainability Movement Monitor will be shown as indicated below. It is important to consider that the Sustainability Movement Monitor is continuously improved, therefore the way the results will be shown could change.

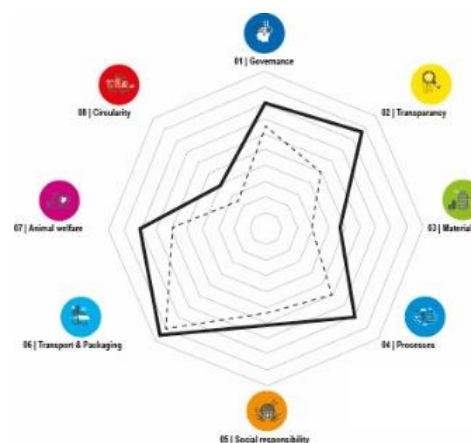
To yourself (brand)

You can see your scores per criterium as well as the total score visualised in a spider web and a table.

Example with fake data

Criterium	Score
Governance	80%
Transparency	88%
Materials	48%
Processes	81%
Social responsibility	50%
Transport & packaging	96%
Animal Welfare	81%
Circularity	40%

Planet	67%
People	46%



To other brands

When at least 30 brands filled in the questionnaire, the best 50% of the brands are shown in the right order/ranking based on the average score on the dashboards of other brands. No specific results are displayed, only the relative position of the top 50% of the brands.

Also, per criterium, the best 50% of the brands are shown in the right order/ranking based on the score of the criterium. No specific results are shown, only the relative position of the top 50% of the brands per criterium.

To retailers

When at least 30 brands filled in the questionnaire, the best 50% of the brands are shown in the right order/ranking based on the average score on the dashboards of the retailers. No specific results are shown, only the relative position of the top 50% of the brands.

Also, per criterium, the best 50% of the brands are shown in the right order/ranking based on the score of the criterium. No specific results are shown, only the relative position of the top 50% of the brands per criterium.

If the retailer has a brand in its assortment that scores more than 50% on average considering the eight criteria, the retailer can see the score of the brand per criterium and in total. These scores are visualised in a spider web and a table.

Example with fake data

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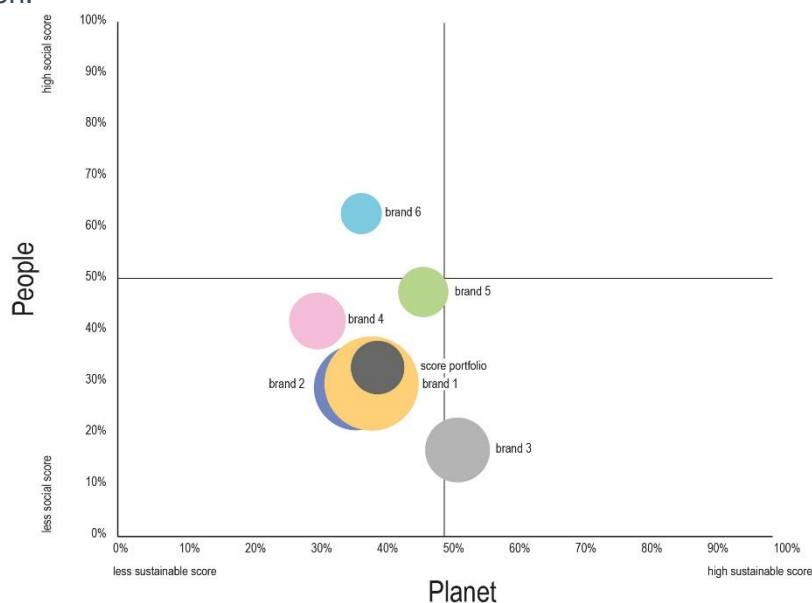


The retailers **Van Tilburg Mode & Sport** and **Berden Mode**, in a confidential manner, access to all data collected with the questionnaire of the SMM. These specific retailers have early access to the data, as they are involved in the development of the SMM.

Beyond 2023, the aim is to show the results of the Sustainability Movement monitor as follows:

Results of individual brands are displayed in a spider web where the solid line is the results of the individual brand and the dotted line is the average of the segment/branch of the brand.

The ultimate goal is to show the sustainability score per brand of the total assortment of retailers, so retailers have a baseline measurement tool and can improve their buying practices regarding sustainability. To achieve a representative sustainability score of the total assortment, turnover shares per brand at retailers are needed. This data could be extracted from the EK Retail Monitor if retailers use this service of EK. The analysis of ESG performance and turnover shares per brand will result in the graph below. Over the years, we will update brands and retailers on how to increase the transparency of sustainability information.



Consent

[Here](#) you can find the informed consent form brands need to agree with before filling in the questionnaire. This form is integrated at the start of the questionnaire.

B. Filling out the questionnaire in SurveyMonkey

Practical tips before filling out the questionnaire:

- It may help to read the following part of this Instruction Manual first, so that you know what information you need to complete the questionnaire. (Section C. Support for answering more difficult questions).
- Once you have started filling out the questionnaire in SurveyMonkey, your browser will save the information. As a test, we closed the tab/browser while filling out the questionnaire and restarted the laptop. When the questionnaire was opened again in the same browser, the filled out information was still stored.
- The questionnaire is closed and sent when you click on 'Done' on the last tab. You should only do this when you have completed the whole questionnaire and *not* to save your filled out information in the meantime. Saving information in between is done automatically in your browser.

C. Support for answering more difficult questions

Some questions include jargon or require preparation to collect the right data. This section of the instruction manual explains difficult words and provides templates to collect the asked data more easily. In the headings below, 'Q' stands for question, followed by the number of the questions and the topic to be explained.



1. Governance

Embedding environmental, social and governance (ESG) into your organisation's structure, policies and responsibilities is the first key step to making your brand more sustainable. The questions on this page cover ESG concerning Governance and Organisation of your brand.

Q 6 and several others: environmental, Social and Governance (ESG)

Environmental, Social and Governance (ESG) covers balancing financial-economic results, transparency, social values and the environment. Such a balance leads to better results for the company and society. Click [here](#) for more information.

Q 7 and several others: SMART goals

The SMART in SMART goals stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. Defining these parameters as they pertain to your goal helps ensure that your objectives are attainable within a certain time frame. This approach eliminates generalities and guesswork, sets a clear timeline, and makes it easier to track progress and identify missed milestones. Click [here](#) for more information.

Q 7/9/68: Forced Labour

Forced or compulsory labour is all work or service which is exacted from any person under the threat of a penalty and for which the person has not offered himself or herself voluntarily.

Q 7/9/68: Living wage

A living wage is a wage that a worker in a particular city or region receives for a standard working week. This is sufficient to enable the employee and their family to provide a decent standard of living, including nutritious food, utilities, housing, education, health care, transport, clothing and other essential needs, as well as savings for unexpected events.

Q 8/9/10: Code of Conduct / Responsible Business Conduct

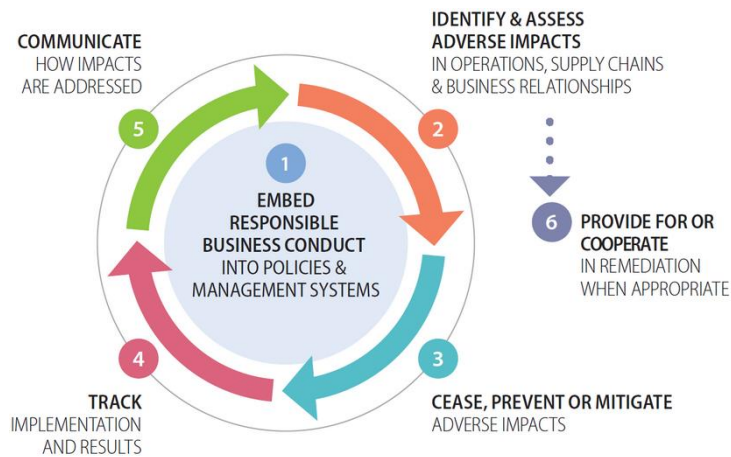
Agreements and expectations that businesses establish with their suppliers are described in a Code of Conduct (CoC) or a Responsible Business Conduct (RBC). The CoC/RBC is a document that describes clear standards and values for production chain partners. Suppliers are requested to sign and return a statement that confirms that they have read and understood it and that they have the intention to comply with the standards. During work visits and by email, businesses maintain an open dialogue with their suppliers about their standards and values and discuss which points of improvement they can realise together. The respective supplier also indicates whether the actions taken by the sourcing business might in any way inhibit compliance with these standards and values.

Q 10/70/74: Ready-Made Garments (RMG)

RMG are mass-produced finished textile products of the clothing industry. Ready-made garments that can be bought in-store or online and are ready to wear.

Q 11/12/13/68: Due diligence

The process through which enterprises can identify, prevent, mitigate and account for how they address their actual and potential adverse impacts related to human rights, the environment, or animal welfare within the production chain. Click [here](#) for more information on due diligence within the garment and footwear sector provided by the Organisation for Economic Co-operation and Development (OECD).



Q 20/21: Life Cycle Analysis

Life cycle analysis (LCA) is a method used to evaluate the environmental impact of a product through its life cycle encompassing extraction and processing of the raw materials, manufacturing, distribution, use, recycling, and final disposal. Click [here](#) for more information.

Q 23/24: Sustainability standards and labels

The options of the sustainability standards and labels are carefully put together by Modint, GS1 and EK Fashion. Click [here](#) for more information on the standards and labels.



2. Transparency

Before being able to analyse the risks in your supply chain, you need to trace your supply chain to gain insight. Thereafter, you can make your supply chain transparent by sharing information with stakeholders.

Q 34/35: Key performance indicators to measure impact

For complete transparency, it is important that brands share how they measure their impact and progress on sustainability. Examples of such key performance indicators are the percentage of more sustainable materials in comparison to the total material use of a brand, the percentage of ready-made-garment facilities audited and the percentage of ready-made-garment suppliers that pays their workers a living wage.



3. Materials

Material choices for fashion items determine a great deal of the negative impact of the product on the environment. In this survey, we use the Modint Fiber Matrix to distinguish conventional, preferred, better and best material options.

Q 38: Modint Fibre Matrix



MODINT FIBRE MATRIX GUIDING TOWARDS CIRCULARITY

Examples of fibers from specific suppliers and/or their brand names or relevant certifications.
This is not an exhaustive list.

	BEST	BETTER	PREFERRED	CONVENTIONAL
COTTON	Recycled cotton (GRS)	Organic cotton (GOTS)	Preferred cotton Better Cotton (BCI) Cotton Made in Africa (CmiA) Cotton in conversion	Conventional cotton
MAN-MADE CELLULOSIC FIBERS	Lyocell with recycled content Refibra™	Preferred viscose Lenzing Austria Livaeco by Birla Cellulose™ Ecovero™	Lyocell Tencel™	Conventional viscose
WOOL	Recycled wool (GRS)	Organic wool (GOTS)	Responsible wool (RWS)	Virgin wool
POLYESTER	Mechanically recycled polyester (GRS)	Recycled polyester from PET bottles (GRS) REPREVE®	(Partially) biobased polyester Sorona®	Virgin polyester
POLYAMIDE	Mechanically recycled polyamide	Chemically recycled polyamide ECONYL® (GRS)	(Partially) biobased polyamide Sorona®	Virgin polyamide
LINEN		Organic linen (GOTS)	Linen	
HEMP		Organic hemp (GOTS)	Hemp	

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Click [here](#) for more information on the Modint Fibre Matrix

To help you calculate the metric ton, a template is provided based on the template of the finished Agreement on Garment and Textiles. Click [here](#) to download the template.



4. Processes

A lot of processes are executed to transform cottonseed into a fashion item. Extracting raw materials, dyeing, printing, knitting, spinning, and finishing processes use water, energy and chemicals and emit greenhouse gasses. The following questions cover how the brand takes into account the negative impact of these processes.

Q 40 and several others: Cut Make, and Trim

Cut, Make and Trim (CMT) production is where an apparel factory takes the brand's designs and produces them following three stages. 'Cut,' where the material is cut to your pattern and made ready to sew, 'Make,' where the garments are sewn together and created and 'Trim,' where the garments are finished, any threads and small imperfections are removed.

Q 40/41/42/43/44/45: Water use and water treatment

The textile sector requires a high demand for water and the discharge could cause environmental damage due to the species of contaminants it carries along with it. Textile wastewater is one of the most important hazardous wastewaters for ecosystems when it is discharged directly into water streams without proper treatment.

Q 55/56/57: Greenhouse gases (GHG)

Greenhouse gases are the gases which are responsible for causing the greenhouse effect. The main greenhouse gas is carbon dioxide (CO₂). As the need to address climate change becomes more urgent, industry sectors are working to reduce their carbon emissions. McKinsey's (2020) research shows that the fashion sector was responsible for some 2.1 billion metric tons of greenhouse gas emissions in 2018, about 4% of the global total.



5. Social Responsibility

Social responsibility covers the impact on people and their communities involved in producing a fashion item. When a fashion item is produced socially responsible, the production process has a positive influence on people's lives by providing jobs, safe and healthy working conditions, living wages and freedom of association.

Q 62/64: Social Audit

Monitoring is one of the most effective methods of identifying supply chain issues and risks. High-quality audits are key for responsible due diligence and continuous improvement. Amfori/BSCI is leading the field in audit quality and assurance with advanced monitoring of all our social audits and the companies and individuals who conduct them.

Q65: The brand offers (a part) of the products as socially responsible

Products that are socially responsible have a strong focus on fair trade and improving people's lives. Think, for example, of products made by factory workers who are paid a living wage and/or made by people who are disadvantaged in the labour market. Other examples are brands, and therefore products, that included fighting poverty and inequality as part of their mission.

Q 73: Wage Gap

The wage gap is the difference between the defined or calculated living wage for workers and what the workers are paid right now.



6. Transportation and Packaging

Q 78: Inbound shipment

Inbound freight refers to products coming into a business from a supplier or vendor. In contrast, outbound freight refers to the products going out of a business to the customer or distribution channel.

Q 85/93/94: Biobased material

Biobased refers to where the material comes from, it can be partially or fully biobased. Biobased products come from renewable biomass, meaning plants. Some common plants that are used to make bioplastics are sugarcane, cassava and corn.

Not all biobased products are biodegradable, although some are biodegradable as well. Biobased only refers to what was used to make the material. It does not imply anything about what happens to it at the end of its life.



7. Animal welfare

Q 91: The Five Domains of Animal Welfare

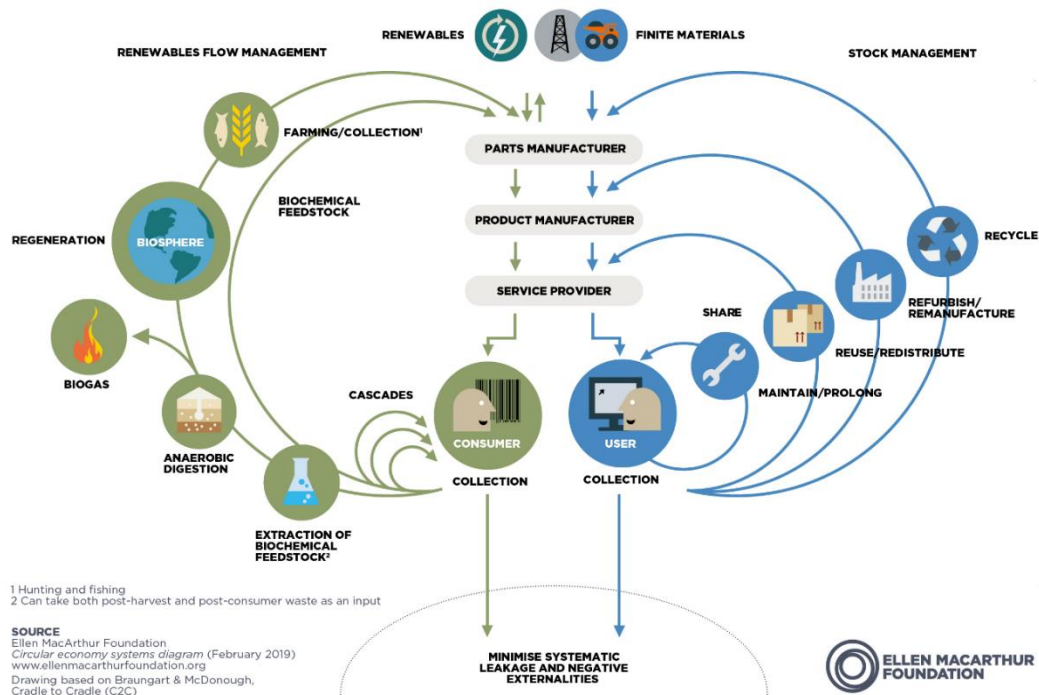
The table below explains the five domains. Click [here](#) for more information.

General Welfare Aims	Focusing Welfare Targets	Provisions
Good Nutrition	To minimise thirst and hunger and enable eating to be a pleasurable experience.	By providing ready access to fresh water and a species-appropriate diet to maintain full health and vigour.
Good Physical Environment	To minimise discomfort and exposure to adverse environmental conditions and to promote physical comfort.	By providing appropriate outdoor access and suitable shelter against adverse weather conditions, and/or housing with different functional areas, comfortable resting areas, and good air quality.
Good Health	To minimise pain, disease, and other discomforts and to promote the pleasures of vigour, strength, robustness, and harmonious physical activity.	By preventing or rapidly diagnosing and treating diseases and injuries, and by stimulating, among others, proper muscle tone, natural body posture, cardiorespiratory function, and digestive system processes.
Appropriate Behavioural Interactions	To minimise threats and unpleasant restrictions on behaviour and movement, and to promote engagement in rewarding activities.	By providing sufficient space, conspecific company, human interactions that are adapted to the individual needs and appropriately varied conditions to allow for species-specific behavioural expression
Positive mental experiences	To promote the experience of various forms of comfort, pleasure, interest, confidence, and a sense of control.	By providing safe and species-appropriate environmental, conspecific, and human interactive opportunities to have pleasurable experiences.



8. Circularity

In our current economy, we take materials from the Earth, make products from them, and eventually throw them away as waste – the process is linear. In a circular economy, by contrast, we stop waste from being produced in the first place.



The circular economy is based on three principles, driven by design:

- Eliminate waste and pollution
- Circulate products and materials (at their highest value)
- Regenerate nature

It is underpinned by a transition to renewable energy and materials. A circular economy decouples economic activity from the consumption of finite resources. It is a resilient system that is good for business, people and the environment.

Q93/94: Eliminating elements (trimmings, prints, labels)

Textile products containing (non-removable) prints, buttons, zippers or other accessories are difficult to recycle. In order not to interfere with recycling or create additional waste streams, trims and accessories should be easily removed or eliminated in the design phase.

Q 93/94: Modular Design

Let's break down the concept of modular design: essentially, a user can replace one part of a product if it is broken or in need of an upgrade, preventing the need to replace the entire device and thereby extending its use. Also, at the end-of-life stage of a product, the parts can be separately recycled. In other words, a modular design extends use and increases recyclability.

D. Scoring explanation

After filling in the questionnaire, the answers will be scored to calculate the sustainability score of a brand. The way the Brand Sustainability Movement values answers is subject to changes based on new insights into environmental, social and governance within the fashion industry. Also, the data sets of the first brands that fill in the questionnaire will be used to fine-tune the scoring.

Points per criterium

The result per criterium is the brand's score as a percentage of the maximum amount of points per criterium. In the attachment, you can see the maximum amount of points you can get for each criterium and for each time frame. In the table, the column 'Max Criterium' means the point you can get for this criterium based on the questions within this criterium. 'Extra points' indicate points you can earn for the criterium of the table from questions within other criteria. For example, within the criterium governance, question 23 is on sustainability standards and labels. If you select GOTS, you do not only get points on governance, but also extra points on the criteria Materials and Social Responsibility.

Extra explanations of scoring

1. Governance

For question 23, a maximum amount of points is already reached without having all standards or labels. A brand can namely never have all standards and labels in place, therefore a brand can receive the maximum amount of points, without having ticked all the boxes in question 23.

3. Materials

The scoring of Materials is based on the Modint Fibre Matrix. For best materials, you get the most points, for better materials, fewer points and for preferred materials the least points.

4. Transportation & Packaging

This criterium covers a CO2 calculator. Based on the transportation method and the distance between the production country and the Netherlands, the CO2 emissions are calculated.

5. Social responsibility

Within the Sustainability Movement Monitor, the Democracy Index is used to score the data on where the Ready-Made-Garment facilities of the brand are located. The better the Democracy Index score of the country, the more points the brand receives for producing there.

'The Democracy Index, which began in 2006, provides a snapshot of the state of democracy worldwide in 165 independent states and two territories. This covers almost the entire population of the world and the vast majority of the world's states (microstates are excluded). The Democracy Index is based on five categories: electoral process and pluralism, functioning of government, political participation, political culture, and civil liberties. Based on its scores on a range of indicators within these categories, each country is then classified as one of four types of regime: "full democracy", "flawed democracy", "hybrid regime" or "authoritarian regime".' Click [here](#) for more information.

6. Animal Welfare

The Four Paws 'Animal Welfare Policy Development Guidelines in Textiles' publication was considered alongside our own needs/CSR framework during the development of the questionnaire and the scoring behind it.

The publication of Four Paws on 'Animal Welfare Policy Development Guidelines in Textiles' was used to develop the questions and the scoring. Click [here](#) for more information.

Annex

Maximum points per Criterium

Governance

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	358	0	358
SMART goals 2025	139	0	139
Ambition 2030	10	0	10
Total	534	0	534

Transparency

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	125	0	125
SMART goals 2025	30	0	30
Ambition 2030	2	0	2
	157	0	157

Materials

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	5	54	59
SMART goals 2025	0	21	21
Ambition 2030	0	0	0
	5	75	80

Processes

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	257	29	286
SMART goals 2025	100	11	111
Ambition 2030	8	0	8
	365	40	405

Social responsibility

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	169	67	236
SMART goals 2025	23	11	4
Ambition 2030	4	0	30
	196	78	274

Transportation & Packaging

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	45	0	45
SMART goals 2025	18	0	18
Ambition 2030	2	0	2
	65	0	65

Animal Welfare

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	34	34	68
SMART goals 2025	0	18	18
Ambition 2030	0	0	0
	34	52	86

Circularity

TIME	MAX CRITERIUM	EXTRA POINTS MAX	TOTAL MAX
Currently achieved	155	12	167
SMART goals 2025	65	4	70
Ambition 2030	6	0	6
	226	16	242