



bassike

Impact Report 2022



Solving the climate crisis requires a commitment to lower-impact approaches, measurable change, and continuous improvement across the fashion industry.

bassike holds itself accountable to global leadership standards to reduce its impact on the planet, nurture communities and individuals, support collective prosperity and to defend human rights throughout its value chain.



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bassike acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of Australia, their connections to land, sea and community, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



Introduction

01.1 A Message from Mary Lou Ryan



“We live in a world that is constantly changing. To thrive, we must understand and navigate the current social and economic challenges, and the impact of climate change and human rights on our business, our lives, and our interconnected planet.”

The fashion industry is complex, and working through each of these challenges takes commitment, knowledge, and the expectation to do better. Our industry is in a state of transformation, and this phase is important as we move to halve our emissions by 2030* and to net zero by 2050**, and transition from a linear business model to that of circularity.

This requires commitment and courage to review all areas of the business, and to make the hard decisions to ensure a clear vision of what the future looks like.

The interconnectedness of people, planet and profit is at our core, and holding these three principles in equal measure will continue to drive bassike as a sustainable business that is a force for good.

From the beginning, our sustainability focus included governance, community, workers, the environment, and our customers. This was never a nice-to-have, this was always a must-do. And so, we continue to ask ourselves, how can we do better and make choices that have a lasting impact and drive change? Holding ourselves accountable to global standards not only demonstrates our commitment to responsible business but defines a framework for future-proofing our organisation, our people, and partners. Most importantly, this guarantees for our bassike customer – authentic clothes, honestly made.

In terms of our impact, we launched our Responsible Business pathway in 2021 and have delivered on three of the five goals we set to accomplish by 2025. We are certified under Climate Active across both our organisation and the LCA on our organic cotton jersey collection. We are a Certified B Corporation and implemented a 24-month plan to reduce our excess raw materials. We have moved to 69% lower-impact materials for our bassike garments with a progress pathway forward to have the balance on track by 2030.

We look forward to sharing with you our very first Impact Report that follows the Global Reporting Initiative (GRI) standards. This Impact Report represents who we are, our purpose, the work we have done, the work we are doing, and the work that is to come.

Warmest Wishes,

Mary Lou Ryan
Co-Founder & Director of Sustainability and Supply Chain

* Fashion on Climate Report
** In line with the Paris Climate Agreement



bassike is a Certified B Corporation, recognised for design-led collections and sustainably sourced wardrobe essentials that redefine the concept of modern clothing.

Integrating design and sustainability, the brand has established a loyal following attracted to its responsible business values, original fabrications, play on proportions and tailored silhouettes.

bassike has eight stores across New South Wales, Queensland and Victoria in Australia, a digital global flagship, and is proudly represented in retailers worldwide. We remain headquartered on Sydney's northern beaches in Guringai country.

bassike was founded on three principles:

**design-led,
responsible business and
sustainable manufacturing.**

Understanding Impact



“bassike holds itself accountable to global standards. It is a measure of the company’s commitment to sustainability. It is also a framework to future-proof the business for its people and partners. Most importantly, it guarantees bassike customers enjoy authentic clothes, honestly made.”

– Mary Lou Ryan, Co-Founder

Design-led, responsible business and low-impact, ethical manufacturing has been part of the company’s DNA from its first collection. bassike strives to make each step in the lifecycle of every bassike garment as responsibly produced as possible.

Every decision bassike makes is based on global best-practice standards and input from its stakeholders. bassike focuses on people, planet and collective prosperity.

02.1 Input to bassike Thinking: Global Leadership Standards

bassike uses global leadership standards and strategies to inform decisions and ensure that accountability, transparency and measurability are built into all the company's responsible business practices and goals.



1. B Corp Certification

B Corp Certification verifies that a business is demonstrating high global standards of social and environmental performance. B Corp Certified businesses undergo a verification process every three years that measures performance against B Lab standards across factors from supply chain practices and input materials to charitable giving. This is a rigorous process that requires company-wide engagement and an ongoing commitment to continuous improvement.



2. United Nations Sustainability Development Goals

The United Nations Sustainability Development Goals (UNSDGs) are at the heart of the 2030 agenda for sustainable development that provides a blueprint for global peace and prosperity. The goals provide guidance on how governments and organisations can implement strategies that work towards improving health and education, reducing inequality, spurring economic growth, and addressing climate change.



3. Global Reporting Initiative

The Global Reporting Initiative (GRI) is a set of sustainability standards that more than 10,000 organisations around the world use to identify and understand their impacts on the economy, environment, and society. Companies use three sets of GRI standards to inform their sustainability reporting, reduce risks, seize new opportunities, and take action towards becoming a more sustainable organisation.



4. Climate Active

Climate Active is a partnership between the Australian Government and Australian businesses to drive voluntary climate action. Climate Active's Carbon Neutral certification is one of the most rigorous in the world, and Climate Active certification helps consumers identify and support the brands that are making a real difference.



02.2 Input to bassike Thinking: Most Important Issues to Stakeholders

Most Important Environment Topics	Most Important Human Rights Topics
bassike takes effective measures to minimise its greenhouse gas and other harmful emissions.	bassike avoids supporting and contributing to child labour throughout its supply chain.
bassike designs its products to be sourced, produced and provided responsibly, and circulated for as long as possible.	bassike avoids supporting and contributing to forced labour throughout its supply chain.
bassike takes effective measures to minimise its negative impact on biodiversity through its environmental practices.	bassike treats everybody equally.
bassike makes good use of renewable and recycled materials in its products.	bassike pays its employees fairly.
bassike ensures that products and services it purchases are low-impact.	bassike helps people make good purchasing choices for the environment and for people.

bassike used the GRI framework to ask customers, suppliers, community partners, and employees to identify the impact topics that are most important to them.

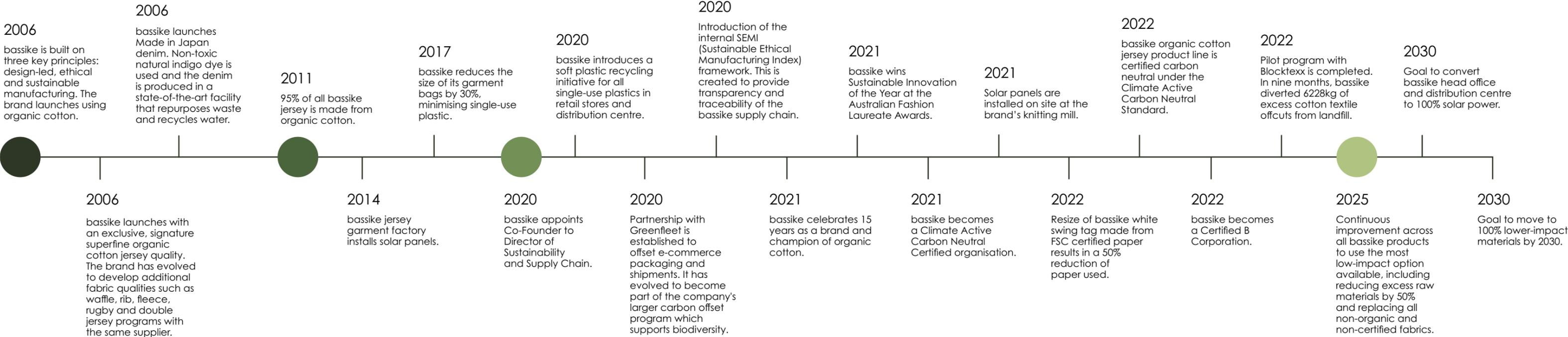
The environment was considered the most important impact area for stakeholders overall. Individual human rights issues were also highlighted as being very important to stakeholders. In particular, stakeholders want to know the company's collections are made ethically, and are free of human exploitation.

02.3 Responsible Business Pathway

MORE   
AUTHENTIC CLOTHES   THAN
bassike 
● CARBON NEUTRAL CERTIFIED BY: CLIMATE ACTIVE DATE: 22.01.2022 ● AUSTRALIAN MADE ● BASSIKE EST. 2006 AUTHENTIC CLOTHES HONESTLY MADE ● 100% ORGANIC COTTON

bassike has made some significant achievements since 2020, which was a pivotal year for the brand. bassike is committed to reducing its impact on the planet, nurturing communities and individuals, supporting collective prosperity, and defending human rights across its value chain.

bassike - 17 Years of Commitment to Reducing Environmental Impact



Business as a Force for Good

03.1 Business that Benefits All



bassike uses global best-practice, evidence-led and respected frameworks as reference points. One of those is the B Corp Impact Assessment. B Corp Certification is a framework for continuous improvement through every aspect of the business and stakeholder network.

Businesses have a role alongside governments, NFPs and NGOs in doing good, and investing time, money and skills in change for the better. bassike is a positive force for good in its communities and drives collective prosperity for all.

Actions and Achievements

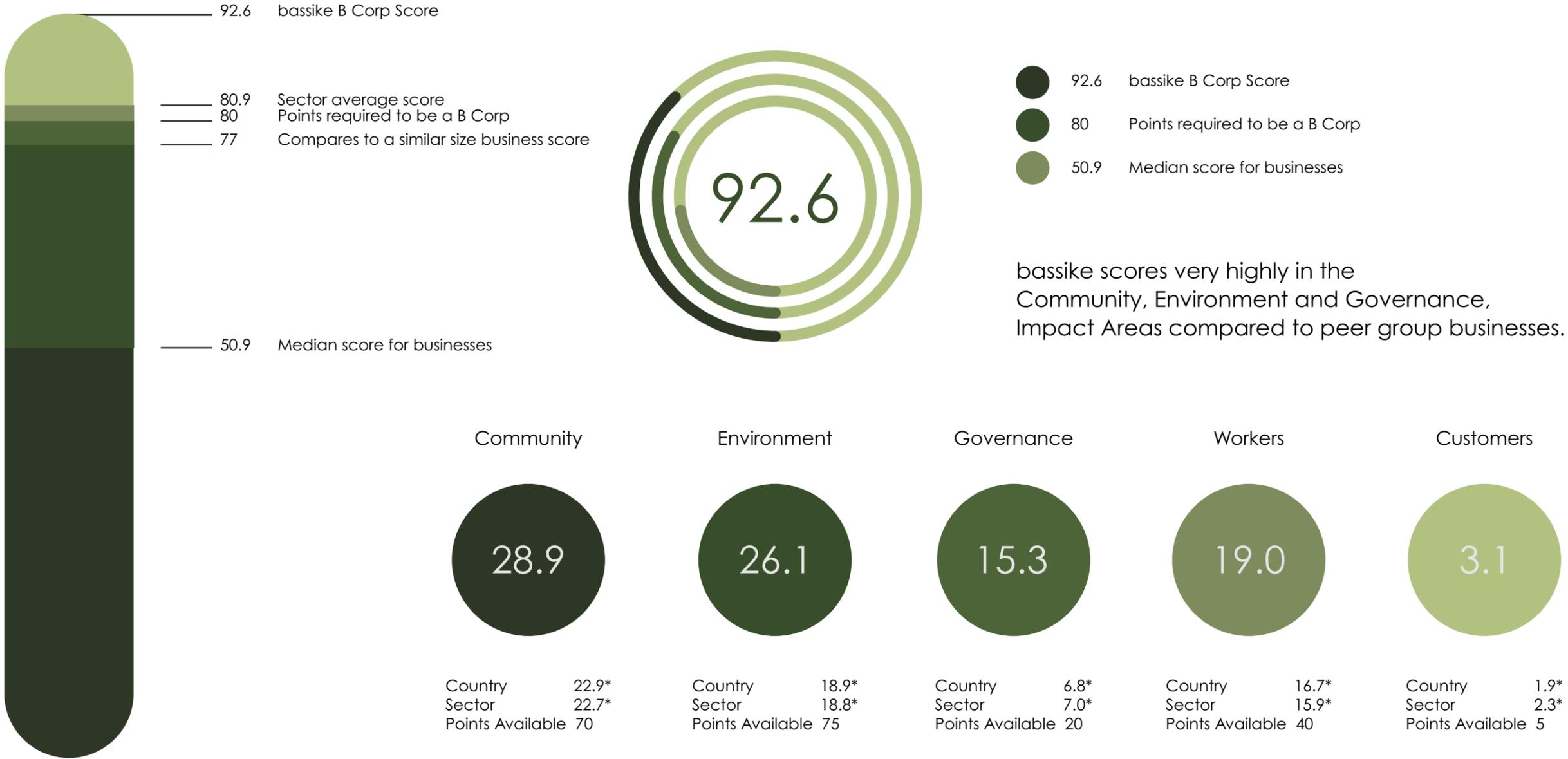
- Successfully earning B Corp Certification is a major milestone on the company's responsible business pathway, and part of its belief in using business as a force for good.
- B Corp Certification is awarded based on rigorous evidence checking and benchmarking against the highest global standards, and ensures bassike is consistently demonstrating values of high social and environmental performance, corporate governance, and transparency.

Outcome

- The company's initial B Impact Assessment identified what bassike does well. It also revealed areas for improvement that will guide the brand's progress towards its goals.

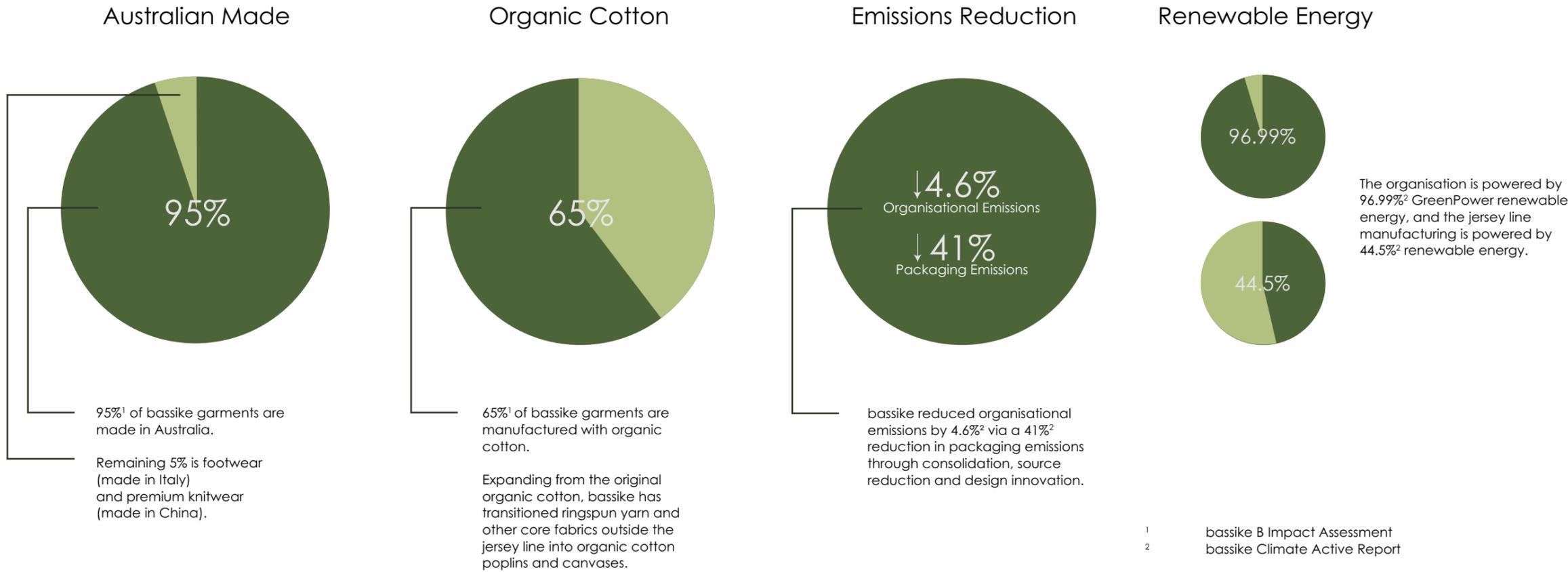
B Corps are considered global leaders in innovative economic and operational systems that have a positive impact on all stakeholders. This aligns with the bassike ethos to treat people and planet with respect, which is embedded in the heart of the brand.

03.2 B Impact Score



* Average Scores

Actions and Achievements



Goals

- Transitioning all packaging to recycled or recyclable materials by 2030.
- Minimising freight and raw material usage to halve emissions by 2030 and reach net zero by 2050 in line with the Paris Climate Agreement.

In addition to transitioning to 96.99% GreenPower renewable energy across the organisation, bassike has helped its manufacturing partners move to solar power.



Protecting the Planet



bassike takes a holistic approach to protecting the planet and continues to advocate for the use of lower-impact materials – especially certified organic cotton – and supports projects that are pioneering the use of responsible business technologies.

04.1 Carbon Neutral Certification

Actions and Achievements

- The Climate Active audit process identified all areas of emissions. This enables bassike to target its reduction efforts, starting with the highest impact areas.
- The organisation's top three emissions generators are raw materials, electricity, and total freight.
- The top three emissions generators for the organic cotton jersey product range are raw materials, electricity in garment factories, and freight.
- 80%¹ of the total manufacturing footprint is now powered by 44.53%² renewable energy.
- 96.99%² of bassike head office, distribution centre, and retail stores use GreenPower renewable energy.
- In 2021, bassike launched a centralised in-store recycling program for single-use plastics.
- bassike utilises Climate Active's verified carbon offset investment programs that prevent, reduce or remove greenhouse gas emissions.
- bassike invests 74%² of its carbon offsetting commitment in Australian projects, with the remaining 26%² invested in the Gujarat region of India where the brand's organic cotton is grown.

Goal

- Developing new partnerships that will support the innovation needed – such as carbon capture technology – to halve emissions by 2030 and reach net zero by 2050 in line with the Paris Climate Agreement.



bassike is formally certified as a carbon neutral organisation by government-backed Climate Active, and meets the highest Australian standards of verified measurement and emissions-reduction initiatives.

In mid 2021, bassike became a certified carbon neutral organisation under the Climate Active program. This was followed by becoming certified carbon neutral for the company's organic cotton jersey collection, which represents 60% of units produced.

The brand's carbon neutral certification extends across its head office and all eight retail stores, and encompasses global freight practices, packaging, waste and third-party suppliers. This certification is a result of a thorough carbon audit of the business, and its targeted efforts to reduce greenhouse gas emissions.

¹ bassike B Impact Assessment
² bassike Climate Active report



Over the next five years, bassike will work to move the company's head office and distribution centre from GreenPower to solar power, reducing Scope 2** emissions even further.

Over the next five years, bassike will work with third-party freight partners to reduce overall freight volume through consolidation and selecting better routes that will reduce the company's carbon footprint – such as transitioning air freight to sea freight where possible to reduce Scope 3*** emissions.

Over the next five years, bassike will transition the company's internal car fleet to electric vehicles, reducing Scope 1* emissions.

Over the next five years, bassike will continue to work with external local manufacturing partners to drive raw material waste solutions in factories, reducing landfill and Scope 3*** emissions.

Over the next five years, bassike will continue to work with raw material selection and manufacturing partners to innovate sustainable products and move towards lower-impact materials, reducing Scope 3*** emissions.

Over the next five years, bassike will continue to integrate circular economy practices into the organisation to reduce landfill across finished garments and raw materials, reducing Scope 3*** emissions.

*Scope 1
**Scope 2
***Scope 3

Direct emissions from company-owned and controlled resources.
Indirect emissions from the generation of purchased energy.
All other indirect upstream and downstream emissions linked to the company's operations.

04.3 Lower-Impact Materials

bassike has been at the forefront of an industry-wide shift to organic cotton since its launch in 2006, and works primarily with natural fibres to reduce the damaging effect of synthetic fibres on our planet.

Actions and Achievements

- bassike uses 94%¹ natural fibres including cotton, wool and linen.
- 100%¹ of bassike signature superfine cotton jersey, waffle and rib garments are made with certified organic cotton.
- The certified organic cotton bassike uses is pesticide-free, rain-fed and up to 46%¹ less emission-intensive than non-organic cotton.
- bassike used 69%¹ lower-impact materials in FY22.

Goal

- Transitioning to 100% lower-impact materials by 2030 through the development of a lower-impact material selection strategy.

bassike has pioneered the use of organic cotton, and continues to expand its use of organic cotton and lower-impact materials.

¹ bassike B Impact Assessment



04.4 Textile Waste Management

Textile waste occurs throughout fashion production in the form of material excess and offcuts. bassike is committed to reducing this hidden textile waste across its manufacturing supply chain.

In 2022, bassike completed a successful pilot program with Australian start-up Blocktexx to repurpose the company's cotton textile offcuts from its jersey manufacturing factory. Blocktexx uses an innovative technology that turns textiles back into high-value cellulose material.

Actions and Achievements

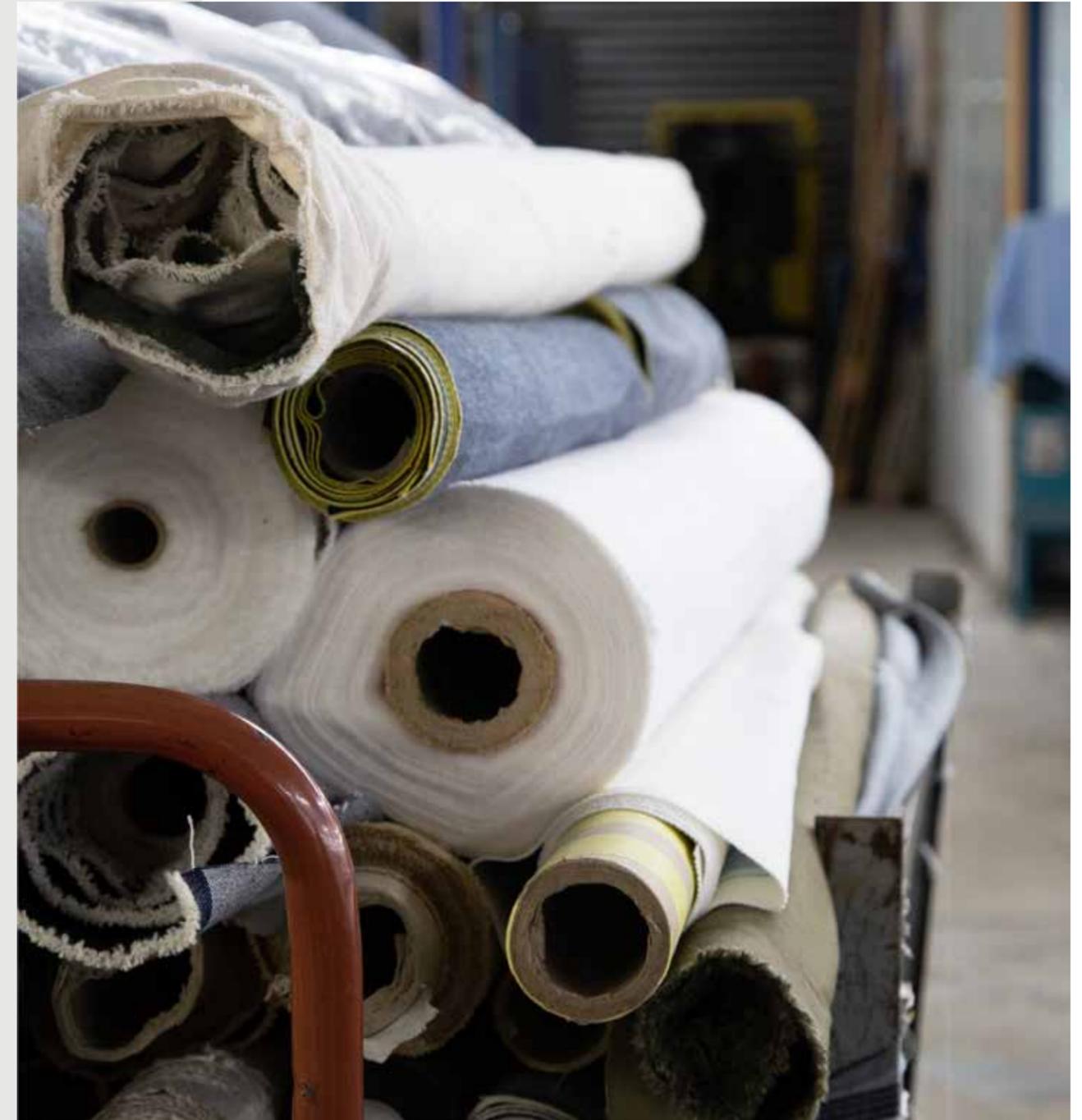
- bassike has diverted 6228kg¹ of excess cotton textile offcuts from landfill in nine months through the Blocktexx pilot program.

Goals

- Halving excess raw materials by 2025.
- Launching Blocktexx program for cotton materials across the local supply chain by 2030.
- Identifying textile waste management solutions for non-cotton materials by 2030.

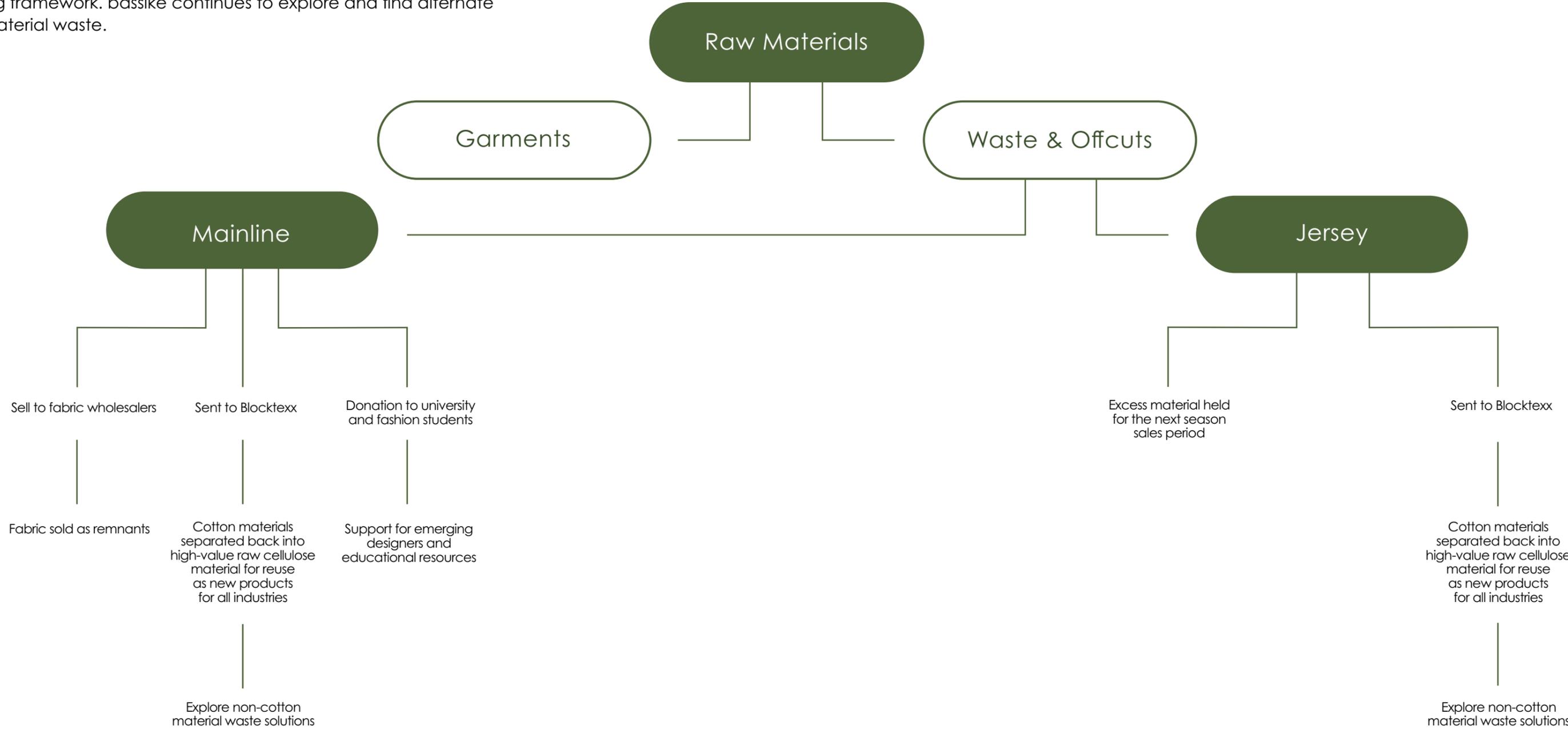
bassike is reducing and repurposing its excess materials to progressively reduce textile waste.

¹ Blocktexx Pilot Program Report



04.4 Textile Waste Management - Continuous Improvement Plan

Since 2020, bassike has diverted its organic cotton textile manufacturing waste from landfill and set the following framework. bassike continues to explore and find alternate ways to recycle or reuse material waste.



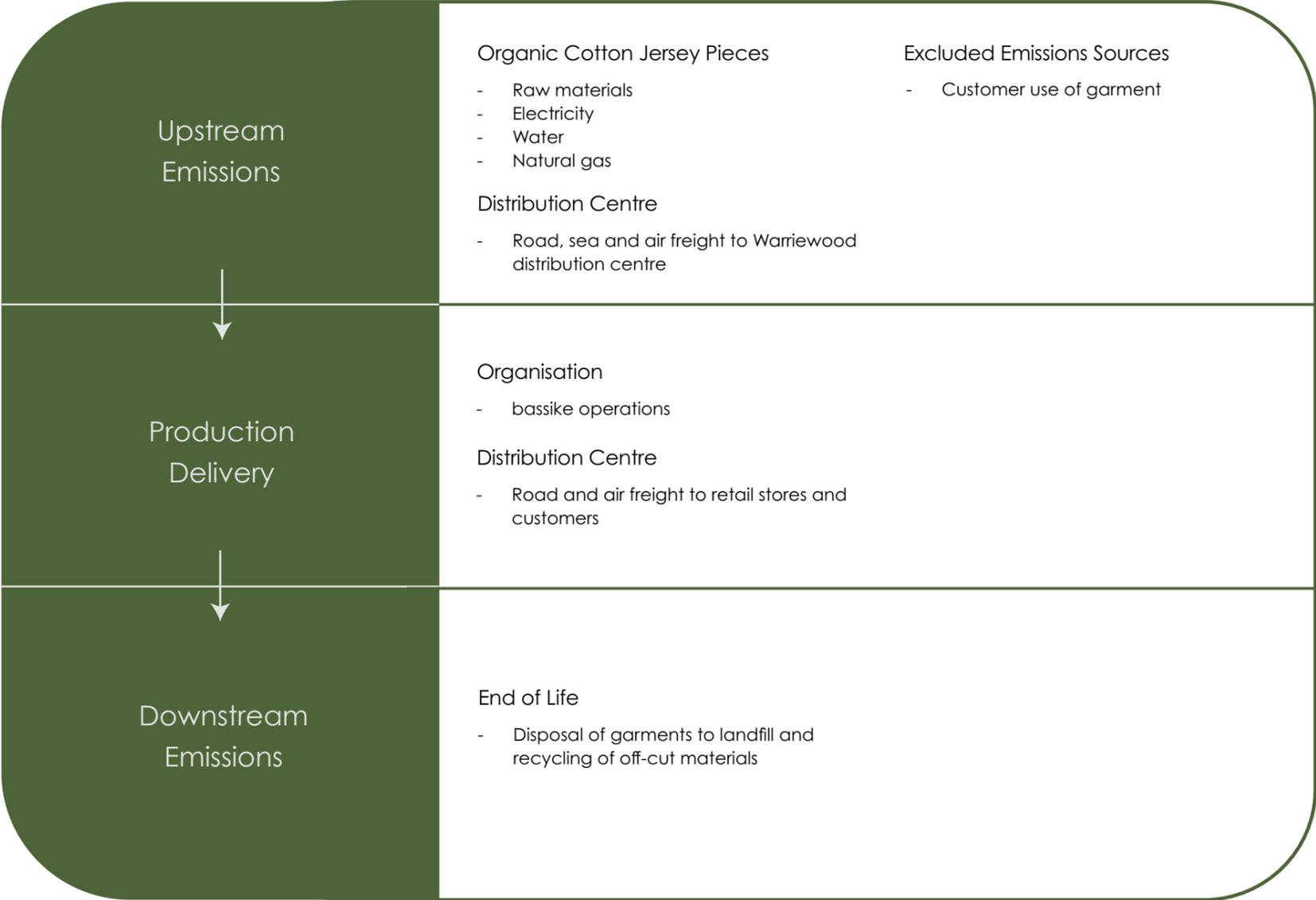
04.5 Understanding Circularity

Circularity refers to the idea of creating a closed loop system in which resources and materials are reused and repurposed instead of being discarded or wasted. The aim of circular fashion is to create a sustainable and regenerative system in which waste is minimised, natural resources are conserved, and the environmental impact of the fashion industry is reduced.

bassike acknowledges that understanding and implementing circularity is vital for the industry. The company understands that raw material resources may be limited in the future, and is beginning on its pathway into circularity across product design, store design, materials, and packaging.

Circularity begins at the design stage and bassike designs for longevity. Some bassike customers say they have had the brand's t.shirts for a decade. The company's goal is that its garments never end up in landfill.

The company's first step is to understand the lifecycle of key product lines. The graphic below shows how bassike assesses the lifecycle of organic cotton jersey pieces.



Responsibility to People and Human Rights

05.1 Commitment to Human Rights

The company's materiality assessment showed bassike stakeholders' number-one human rights concern is ensuring no forced or child labour exists anywhere in the brand's supply chain.

The bassike Sustainable Ethical Manufacturing Index (SEMI) is an internal framework that is used to comprehensively assess the responsible performance of the company's key supply chain areas based on its ethical pillars of environment, labour, and animal welfare.

The company's responsibility to people also extends to informing and protecting its own employees.

As part of the employee onboarding process, all employees are provided with the bassike handbook that outlines policies that support all employees' rights.

bassike has committed to four priority United Nations Sustainability Development Goals (UNSDGs). Three of them relate to people and human rights:

5 GENDER EQUALITY



UNSDG #5: Achieve gender equality and empower all women and girls

bassike commits to end all forms of exploitation and discrimination against all women and girls, eliminate all harmful practices and ensure women's full and effective participation and equal opportunities for leadership and decision-making at all levels of its business.

8 DECENT WORK AND ECONOMIC GROWTH



UNSDG #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

bassike commits to taking immediate and effective measures to eradicate forced and child labour, and to end modern slavery and human trafficking. bassike protects labour rights and promotes safe and secure working environments for all workers, and endeavors to decouple economic growth from environmental degradation.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



UNSDG #12: Ensure sustainable consumption and production patterns

bassike commits to achieving the sustainable management and efficient use of natural resources. bassike is working to substantially reduce waste generation through prevention, reduction, recycling and reuse, and achieve environmentally sound management of chemicals and all wastes.

13 CLIMATE ACTION



UNSDG #13: Take urgent action to combat climate change and its impacts

bassike commits to integrating climate change measures into its policies, strategies and planning. bassike is also working toward increasing capacity, improving education and raising awareness on climate change mitigation, adaptation, and impact reduction.



bassike was awarded 2021
'Sustainable Innovation of the Year'
by the Australian Fashion Laureate.

bassike screens all manufacturing partners with its internal Sustainable Ethical Manufacturing Index (SEMI) to ensure human rights are upheld throughout the supply chain. SEMI works with certified or published data to track the social and environmental performance of bassike supply chain partners, and informs decisions made around ethical and sustainable manufacturing.

Actions and Achievements

- 92%¹ of bassike makers were rated as outstanding or acceptable for ethical manufacturing using SEMI in 2022.
- bassike undertakes globally-accredited quality-control Qualspec audits and mutually recognised third-party audits including Sedex Members Ethical Trade Audits (SMETA) and Ethical Clothing Australia (ECA) audits across its supply chain every 24 to 36 months.
- bassike works with published data and global certifications such as the Global Organic Textile Standard (GOTS) and the Responsible Wool Standard (RWS) to achieve transparency and verification.
- bassike manufacturing partners sign the bassike code of conduct.

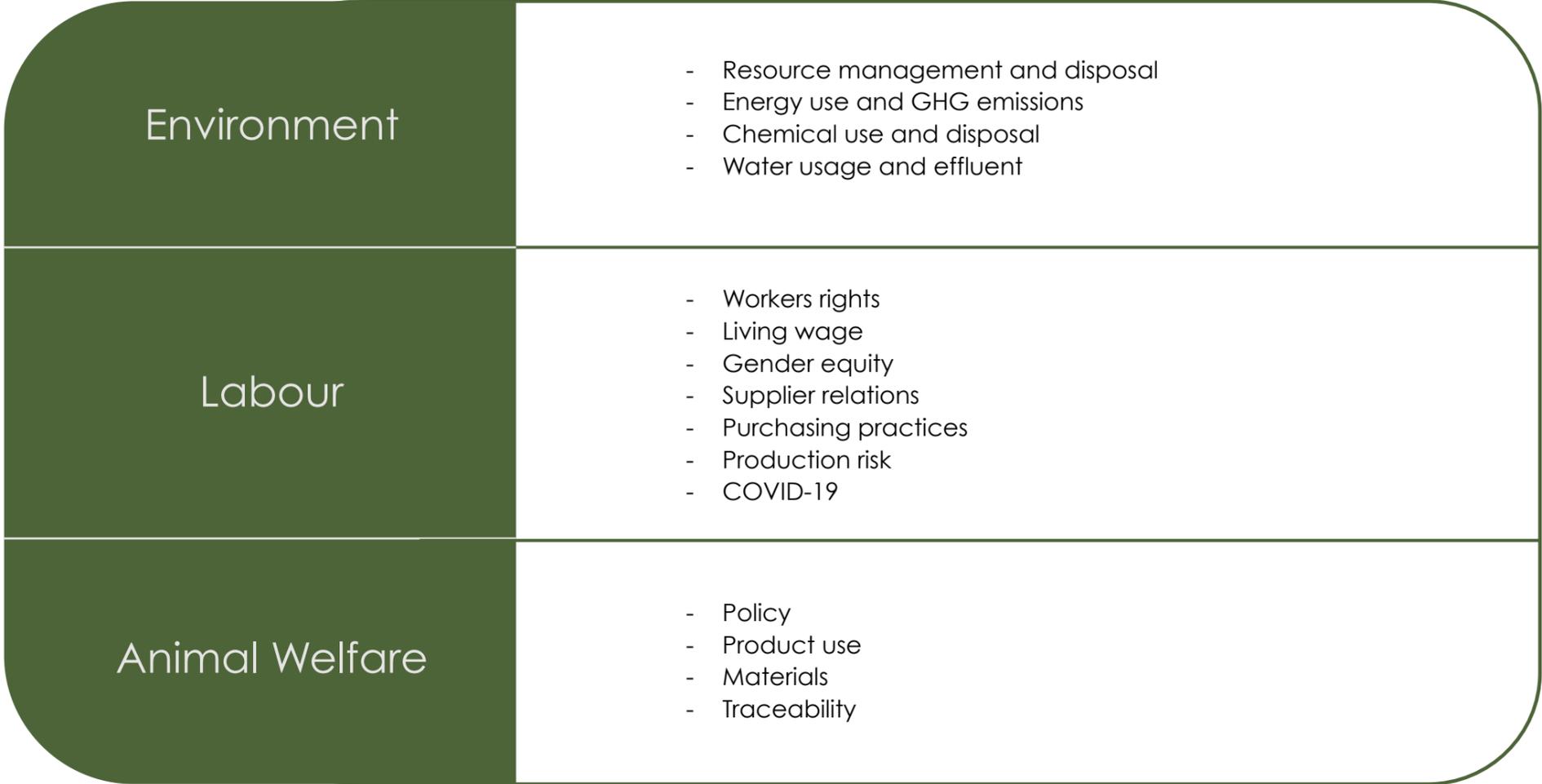
Goal

- Achieving 100% of bassike makers rated as outstanding for ethical manufacturing using the internal SEMI framework by 2030.

¹ bassike B Impact Assessment

The Sustainable Ethical Manufacturing Index was built as a framework to guide internal decision making around the bassike supply chain. SEMI screens and ranks bassike fabric mills, manufacturing partners and the material composition of every bassike product across three pillars: Environment, Labour and Animal Welfare.

Products are ranked either Outstanding, Acceptable, Developing or Unacceptable. Developing products are placed on continuous improvement plans until they progress to Acceptable and on to Outstanding. Products ranked Unacceptable do not progress, and are exited from the business and the bassike supply chain.



05.3 Supporting Local Makers

bassike is deeply committed to building long-term relationships with valued local makers and workers to help support the localised economy in areas they work and live.

Actions and Achievements

- 81%¹ of current suppliers were onboarded into the business in the first five years.
- 60%¹ of overall company expenditure is invested in Australia with local suppliers*.

Goals

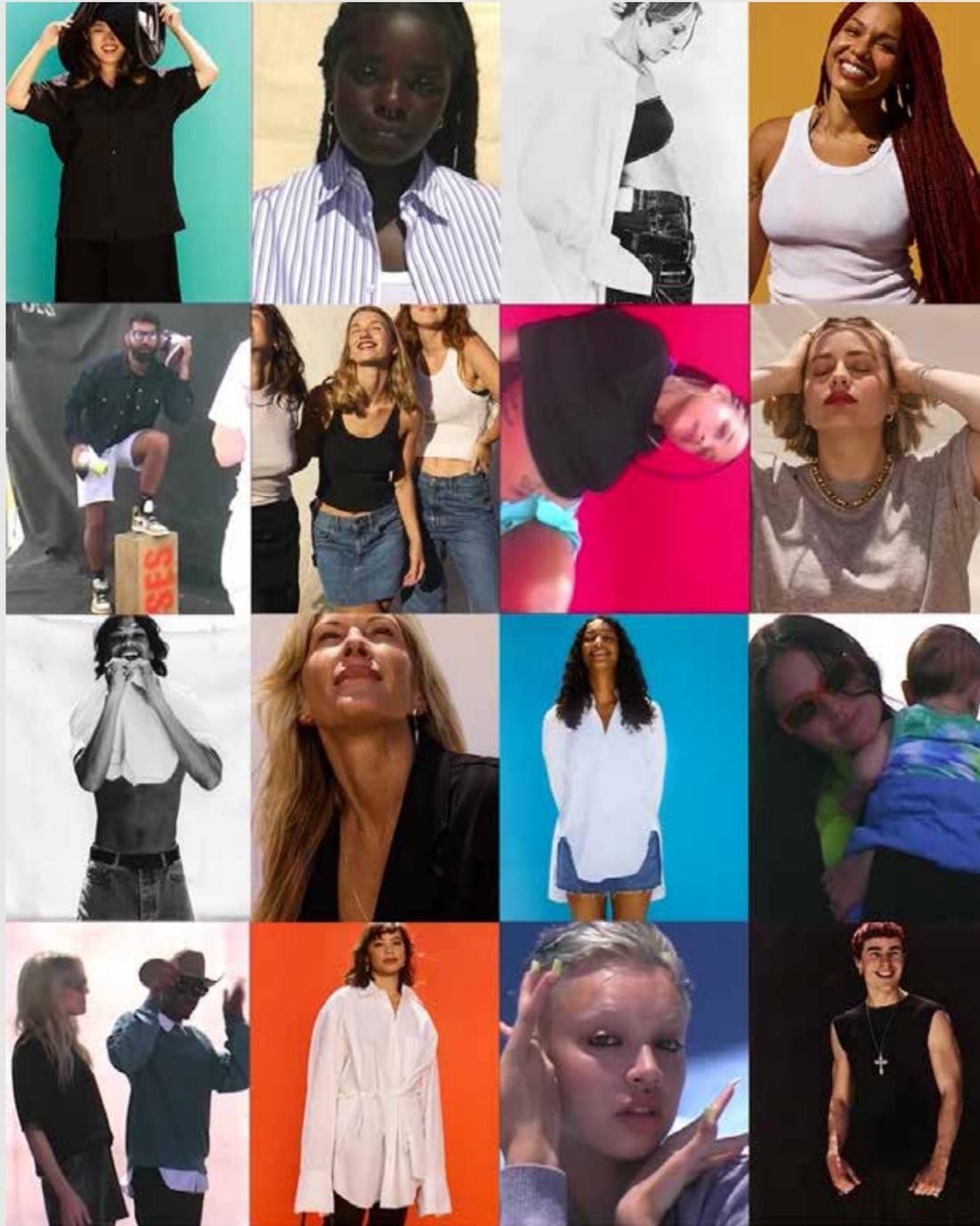
- Continuing to work with local businesses to support local economic development.
- Advocating for local industry to move towards a more advanced manufacturing system.

bassike helps build collective prosperity by supporting local makers, suppliers, vendors and their communities with 95%¹ of bassike garments made in Australia by local makers.

¹ bassike B Impact Assessment
* Excluding tax, wages, bank fees, utilities and rent.



05.4 Diversity, Equity and Inclusion



bassike has always supported female leadership at all levels of the business, including at the executive and advisory levels. The value of diversity, equity and inclusion in the community and workplace has been a major focus for 2022.

Actions and Achievements

- bassike appointed an external diversity advisor in 2022.
- bassike implemented policies and training with the advisor's expert guidance.
- bassike is increasing its focus on its people practices with an employee handbook and supporting policies to inform and protect employees.

Goals

- Achieving strong employee tenure to ensure bassike is recognised as an employer of choice.
- Becoming more progressive on measuring gender equality across the business.
- Implementing customer feedback on diversity and inclusion across design and marketing practices.

bassike is actively working to support organisation-wide diversity, equity and inclusion so all stakeholders feel valued, respected and represented.

Our Community

06.1 Partnerships for Positive Change

Meaningful partnerships help to make real change on the ground in local communities. Each year, bassike chooses organisations to support in response to current events and needs in its communities.

Actions and Achievements

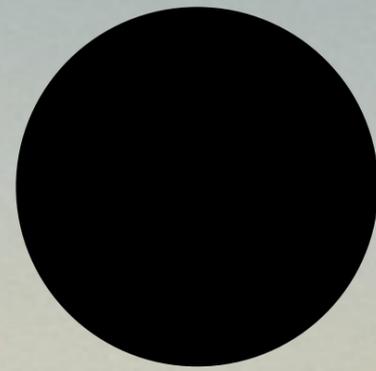
- bassike has a long-term focus on women's security and safety from domestic violence.
- bassike hosts an annual luncheon in support of the Northern Beaches Women's Shelter, and is proud to have raised more than \$300,000 to help their work protecting women in crisis.
- The company's long-standing annual limited-edition Christmas mini t-shirt program proudly supports The Mirabel Foundation and their incredible work helping children who have been orphaned or abandoned due to parental substance abuse.
- bassike is a founding supporter of the Darwin Aboriginal Art Fair Foundation's Indigenous Fashion Projects (IFP) 'Pathways Program' in partnership with iconic Australian retailer, David Jones. IFP is committed to the development of Aboriginal and Torres Strait Islander textile and fashion practice and enterprise, and supports Indigenous Australian designers, artists, art centres, models, technicians, mentors, educators, service providers, and other industry practitioners.

Goal

- Fundraising a total of \$1 million dollars for the Northern Beaches Women's Shelter by 2030.

bassike values long-term partnerships that provide meaningful support to disadvantaged community groups.





bassike