



juliette hogan

SUSTAINABILITY PROGRESS REPORT
NOVEMBER 2022

REPORTING PERIOD
JANUARY 2021 - JULY 2022

Note from Juliette

In 2020 we formalised our Juliette Hogan Sustainability Strategy, with the ambition of tackling some of the responsibilities and challenges that our industry and business face. To me, operating a sustainable and responsible fashion business is more than simply making decisions to minimise or offset our environmental impact. Alongside the environment; economic and social needs also sit at the forefront of our sustainability decision making.

Sustainability is no longer a 'nice-to-have', it is absolutely essential. We believe we owe it to our community to be constantly improving and evolving. When you make a more sustainable choice, you are sending a message about what is valuable to you. Every individual small decision adds up, and collectively that begins to have real impact.

As part of the process to continually improve, I am so proud to present our first Sustainability Progress Report. We wanted to communicate transparently about our challenges and achievements over the past 12+ months and this report gives visibility to the progress made against our strategic objectives set across four impact areas: People, Product, Planet, and Prosperity.

For me personally, highlights on our journey so far include:

- The launch of our paid Internship Program, established with the aim of providing opportunity to up and coming talent and with the long term sustainability of the New Zealand fashion industry in mind.
- As a business we are a founding member of Mindful Fashion NZ, and in 2022 I was invited to join the Board alongside some of our industry's brightest and best as we collectively tackle the larger issues for a sustainable future for the New Zealand Fashion Industry.
- We proudly continue our partnership and commitment with Child Poverty Action Group, NZ exceeding our annual donation pledge with \$21.9k going toward this important cause.

- 2022 has seen us formally commit and begin the journey to B Corp Certification. Benchmarking ourselves in 2022 is helping to shape and drive our focuses over the next 12-24 months as we work toward this goal.

The last 24 months have certainly provided some unique challenges, but as a team we have emerged stronger, more focused and with greater unity as we look to the future and our responsibility to our people and planet.

Thank you so much for taking the time to read this, and as always please feel free to share your thoughts and feedback with us on hello@juliettehogan.com.



Please note:
















- This is our first report of this kind and looks to the period between January 2021 and July 2022. Going forward we intend to report annually, in line with our financial year (Apr-Mar).
- We have worked with the team at Go Well Consulting to compile this Progress Report, and they have assisted our team with suggestions for focus in the year ahead.
- At the timing of publishing, the information provided in this report is, to the best of our knowledge, up to date and accurate, but will continually evolve as we focus on progressing the objectives and targets within our plan.



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Our Sustainability Strategy

STRATEGY PILLARS	People	Product	Planet	Prosperity
<p>JH GOALS</p> <p>We looked to the United Nation's Sustainability Development Goals (SDGs) as a blueprint for sustainable business to inform our Sustainability Strategy and goals.</p>	<p>EMBRACE AND SUPPORT OUR WIDER COMMUNITY</p> <p>MAINTAIN ENGAGEMENT AND WELLBEING WITHIN OUR TEAM</p> <p>SUPPORT AND STRENGTHEN LOCAL INDUSTRY</p> <p>NURTURE RESPONSIBLE PARTNERSHIPS</p>	<p>DESIGN FOR A LONG LIFE</p> <p>USE SUSTAINABLE & RESPONSIBLE MATERIALS</p> <p>RESPONSIBLE SUPPLY PARTNERSHIPS</p> <p>ENABLE CIRCULARITY</p>	<p>USE MINIMAL & SUSTAINABLE PACKAGING AND CONSUMABLES</p> <p>MINIMIZE OUR CARBON FOOTPRINT</p> <p>ZERO WASTE</p>	<p>LONG TERM SUSTAINABLE SUCCESS</p> <p>ENGAGE STAKEHOLDERS IN OUR SUSTAINABILITY JOURNEY</p>
<p>SUSTAINABILITY DEVELOPMENT GOALS ALIGNMENT</p> <p>The United Nation's SDGs provide a shared benchmark for peace and prosperity for people and planet and are an urgent call-to-action for all UN member states to act in a global partnership. The 17 goals recognise that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth – while tackling climate change and working to preserve our oceans and forests. Relevant SDGs are shown here in relationship to our Sustainability Strategy Pillars.</p>	<p>1. NO POVERTY </p> <p>3. GOOD HEALTH AND WELL-BEING </p> <p>5. GENDER EQUALITY </p> <p>10. REDUCED INEQUALITIES </p> <p>16. PEACE, JUSTICE & STRONG INSTITUTIONS </p>	<p>8. DECENT WORK & ECONOMIC GROWTH </p> <p>12. RESPONSIBLE CONSUMPTION & PRODUCTION </p> <p>13. CLIMATE ACTION </p> <p>15. LIFE ON LAND </p>	<p>12. RESPONSIBLE CONSUMPTION & PRODUCTION </p> <p>13. CLIMATE ACTION </p> <p>15. LIFE ON LAND </p>	<p>12. RESPONSIBLE CONSUMPTION & PRODUCTION </p> <p>13. CLIMATE ACTION </p> <p>16. PEACE, JUSTICE & STRONG INSTITUTIONS </p>

Business As Usual

To preface our first ever Sustainability Progress report, we wanted to share some insight into the day-to-day operations which support our ongoing progress and sustainability journey.

These existing initiatives or practices have been in place long before we created our Sustainability Strategy, but play an integral role in its success. These 'business as usual' initiatives support and strengthen our Strategy Pillars of: People, Product, Planet and Prosperity.

We are proud to have always operated with a sustainable mindset at Juliette Hogan, and this mindset is strongly reflected in our core values:

- INTEGRITY AND HONESTY IN ALL BUSINESS INTERACTIONS
- PEOPLE FIRST - RESPECT AND KINDNESS TO ALL PEOPLE, CUSTOMERS AND TEAM
- MINDFUL DESIGN AND MANUFACTURE
- QUALITY & LUXURY PRODUCT

PEOPLE

- 93% of our team are women, including our founding director.
- Since 2018, with the help of an external consultant we have conducted an annual employee survey where feedback is used to inform change and business improvement.
- Since 2021, each month a team member is nominated by their peers and celebrated as the 'JH Good Sort' to celebrate them.
- Since 2019, we have supported the Safe Spaces Alliance which highlights us as a safe space for the LGBTTQIA+ community and recognises that we do not tolerate discrimination.
- Our in-house JH Retail Certification program offers a continuous cycle of learning for our retail team and currently has two levels which progressively add to the team's knowledge and skills on the JH brand, product, fabrics and building excellence across the customer journey. The program provides a platform for personal development, creates engagement and celebrates success.
- Juliette has sought inspiration for print design through collaboration with local artists, helping shine a light on the New Zealand creative arts. Most recently we have partnered with NZ artists Carmel Van Der Hoeven, Sue Cameron and Helen Dean to inspire seasonal print design.
- In recent years, we have donated the following to NZ charity causes:
 - Ongoing alignment with Child Poverty Action Group, NZ with a minimum annual commitment of \$10k (\$21.9k achieved in FY22 - see page 9).
 - 2019-2021 / Breast Cancer Awareness \$18.8K
 - 2019 - 2021 / Great Full donation to Starship Charity \$7.5k
 - 2020 / 100 face masks to Women's Refuge

PRODUCT

- Where possible, we produce our clothing here in New Zealand (89.5% of our mainline collection) working closely with local fabric suppliers, cutters and makers to bring our creations to life. We are proud of the relationships we have developed over the years within our local industry and these are so integral to the ongoing success of our business.
- The Juliette Hogan design aesthetic is focused on quality and timeless design principles. Design and colour palettes can transition across seasons. We choose high quality materials and expert makers to ensure our garments can stand the test of time.
- We use dead stock fabrics in our collections. This makes use of fabrics which otherwise would not be used and become waste in a supply chain.
- Our JH Lounge collection is made using organic cotton and sustainably harvested and traceable cashmere sourced from Inner Mongolia.

Business As Usual

PLANET

- Our JH Bridesmaid and selected seasonal items are offered for rental through our partnership with Designer Wardrobe.
- We donate end of line fabrics and fabric scraps to various community organisations including The Recreators, Whitecliffe and The North Shore Resource centre.
- Garment swing tags are made with 100% recycled paper and are FSC® certified.
- We are consistently evolving and improving the packaging of our goods through both our retail and online stores. Currently:
 - Our receipt envelopes are produced using FSC® Certified pulp in a factory with ISO14001 certification.
 - Online orders are sent in compostable courier satchels.
 - Our garments are wrapped in recyclable tissue paper made from 70% recycled content, that is unbleached, and printed with water-based ink and sealed with FSC certified, recyclable stickers.
 - Retail bags are made using a minimum of 40% post-consumer waste content and the paper is from sustainably sourced fibres, printed with soy ink. Our bags can be recycled once the ribbons are removed.
- All JH marketing print collateral is made from paper made with Elemental Chlorine Free (ECF) and FSC® Certified pulp.






PROSPERITY

- Juliette Hogan are founding members of MFNZ, and in 2022 Juliette was nominated as a MFNZ Board member.
- Where possible, we choose supply and manufacturing partners from the Mindful Fashion NZ member network. Currently, 63% (17/36) of our NZ production supply partners are MFNZ members.
- We pride ourselves on being responsible in business, fair in negotiations and a reliable customer who pays on time.
- We set realistic expectations through our supply planning processes, and work collaboratively with our suppliers to meet our production critical path.

People

People first – Respect and kindness to all people, customers and team.

SDG ALIGNMENT

-  NO POVERTY
-  GOOD HEALTH & WELLBEING
-  GENDER EQUALITY
-  REDUCED INEQUALITIES
-  PEACE, JUSTICE & STRONG INSTITUTIONS



People

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
01. EMBRACE & SUPPORT OUR WIDER COMMUNITY	ONGOING OBJECTIVE TO RAISE MIN \$10K PER ANNUM FOR CHILD POVERTY ACTION GROUP (CPAG) AND SUPPORT RAISING AWARENESS OF THEIR WORK WITHIN OUR COMMUNITY	✓			In the period Apr21-Mar22 we exceeded our annual target with a \$21.9k donation to CPAG through various initiatives including our CPAG Baby Bloomers (\$12.9k), auctioned painting (\$2.5k), Black Friday sales (\$5k) and Christmas donation (\$1.5k).
	JOIN PRIDE PLEDGE	✓			Joined Pride Pledge in late 2021.
	DONATIONS AND PARTICIPATION IN COMMUNITY CAUSES AND CHARITY GROUPS		✓		We are actively involved with Breast Cancer Cure (BCC), participating in the Fashion for a Cure shows with multiple dates across 2022. In June we participated in the BCC 'Tees for a Cure' campaign, with Juliette designing an exclusive print for a Crew Sweater available for pre-sale (made to order) via BCC. Additionally, in August 2022 we have made product donations of end-of-line product to a number of charities, and are always open to new opportunities as they arise to donate product for charity causes.
	LAUNCH JH TEAM COMMUNITY CONTRIBUTION PROGRAM			•	Due to Covid impacts, we are yet to start on this initiative, which would enable JH team members who work >14hrs per week to take a day of paid leave each year to support a community organisation such as Sustainable Coastlines, CPAG and Ronald McDonald House. This objective has been rescheduled to be launched in 2023.

People

CHILD POVERTY ACTION GROUP PARTNERSHIP

At its core, Child Poverty Action Group (CPAG) focuses on research around the causes and effects of poverty on children and family in Aotearoa. CPAG looks carefully at how government policies affect children, and shares this information with the public, policy makers, media and politicians to influence policy changes needed to reduce child poverty in New Zealand.

Juliette Hogan is proud to align with CPAG New Zealand, pledging a minimum annual donation of \$10,000. We are committed to raising both funding and awareness of CPAG within our community.

In 2020 we launched the CPAG Baby Bloomer. Made from end of line JH print fabrics these baby bloomers are sold via our retail and online channels, with 100% of sales going to CPAG. Each season we refresh the available range, giving an opportunity to once again talk to the work that CPAG does.

In addition, our annual Black Friday promotion is focused around our CPAG partnership with 15% of all full priced sales donated to this cause.

Education on the work CPAG does is embedded within our retail certification program, ensuring our retail team are knowledgeable about their work when speaking to our customers. In 2021 the CPAG team met the JH team at our Head Office to educate, promote and raise awareness for their work.

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I believe that children are both our most vulnerable and our most deserving of equity of opportunity and care, and that child poverty in New Zealand is one of our most important issues today. I am so proud we have aligned with CPAG doing what we can to support the important work that they do.

- Juliette Hogan

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Each year we will look for new ways to work with, raise funding and create awareness for CPAG as part of our ongoing commitment to this partnership.

CPAG's vision of 'An Aotearoa where all children flourish, free of poverty' resonates strongly with us, and we hope with our JH community too.

[Visit CPAG website >](#)



People

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
02. MAINTAIN ENGAGEMENT AND WELLBEING WITHIN OUR TEAM	PROVIDE AN EMPLOYEE ASSISTANCE PROGRAM (EAP)	✓			The JH Employee Assistance Program (EAP) launched in July 2021. This program is available to all the JH Team and their immediate family members. EAP provides free and confidential advice and support across a variety of mental health and wellbeing topics.
	LIVING WAGE AS OUR BASELINE PAYRATE	✓			In early 2021 we committed to align our minimum pay rate with the NZ Living Wage, and this was implemented in April 2021.
	FORMALIZE WORK FROM HOME POST COVID	✓			We have introduced a WFH structure that allows head office team members to work from home up to two days per week.
	CELEBRATE OUR TEAM WITHIN OUR COMMUNITY	✓			The ' Our Team ' page on our website showcases everyone in the JH team. We have run a 'meet the team' series on our social media, introducing team members to our social networks.
	FORMALISE OUR DIVERSITY & INCLUSIVITY STATEMENT	✓			In consultation with the whole JH team, our Diversity & Inclusion statement was written and rolled out in early 2021.
	PROVIDE EXTENDED LEARNING OPPORTUNITIES OUTSIDE OF FUNCTIONAL ROLES			✓	

People

DIVERSITY & INCLUSION STATEMENT

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At Juliette Hogan, we work hard to create a culture that resonates with our values of integrity, respect, and kindness. These values sit at the heart of everything we do.

We respect our people by: fostering our team's individuality, committing to develop their potential, and aligning with the living wage. We act with kindness and empathy to build an inclusive environment that enables our team to be their true self in the workplace regardless of age, gender identity, orientation, race, ethnicity, family status, physical or mental ability.

We are thoughtful in both design and process. We are committed to supporting our local makers and industry, showing integrity and honesty in all interactions.

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People

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
03. SUPPORT AND STRENGTHEN LOCAL INDUSTRY	LAUNCH A PAID INTERNSHIP PROGRAM	✓			The JH Paid Internship Program offers a 10 day internship to two individuals per year. Since the program's launch, we have welcomed Ella and Libby into the Head Office. Since the internship, Ella has gone on to become a part-time employee in our retail team. The internship application form has a permanent home on our website careers page.
	ACTIVE MEMBER OF MINDFUL FASHION NZ (MFNZ) – ONGOING	✓			As a founding member of Mindful Fashion NZ, we are committed to being an active member of this group. Over the last year we have participated in MFNZ working groups, spoken at events and most recently Juliette has been appointed as a Board member of MFNZ. Active participation is an ongoing objective for the JH team to support the work that MFNZ is doing for the NZ fashion industry.

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The incredible opportunity to spend time with the talented team at Juliette Hogan was not one to be missed. Hearing about the real jobs in the industry at a successful New Zealand fashion brand has really inspired me as a fashion design student. I spent time with each person learning about the part they played in the company. What I found out was that the positive and supportive team culture and the brand values so clearly resonated with my own that I was keen to build on my experience there and become part of the retail team!

- ELLA



I learned so much so quickly with this internship, and was able to gain more of an understanding what a luxury New Zealand fashion company truly is. Every woman there is very passionate about their roles within the business. They took the time to answer any questions I had, and gave me insight into their day to days, so it was a wonderful experience to learn from them. They all taught me so much and opened my eyes up to all the different aspects of their jobs. I am really thankful to all of them. I also really enjoyed having the privilege of sitting in on the Mindful Fashion NZ meetings, as well as new project meetings. Juliette Hogan is working on some really new and innovative ideas to further grow as a company and it was really special for me to observe and learn from.

- LIBBY

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People





GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
04. NURTURE RESPONSIBLE PARTNERSHIPS	HERO SHARED SUSTAINABILITY COMMITMENTS THROUGH BRAND PARTNERSHIP ACTIVITY	✓			Our Audi partnership activity has shifted to hero our shared sustainability commitments highlighted by our move to electric and low emission fleet vehicles. We launched a new Amisfield Uniform created from recycled fabric with our original print creative reflecting Amisfield's Organic Vineyard certification.
	ALIGNED SERVICE PARTNER REVIEW		✓		Aligning with service partners who share similar values, so far we have moved our electricity to Powershop who are a subsidiary of Meridian, and are committed to renewable energy procurement.
	PREFERRED SUPPLIERS GUIDELINES			●	A Preferred Suppliers Guideline is intended to help the team to identify and prioritise suppliers that have placed sustainability at the heart of their operations. We aim to roll this out to the team in the coming year.



Product

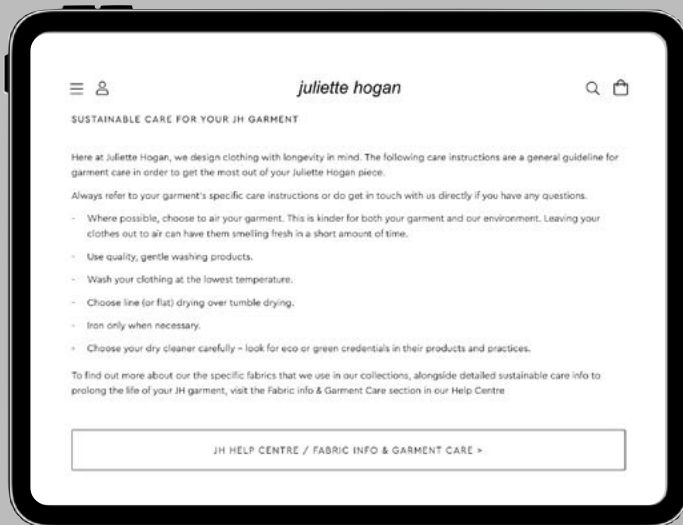
Quality and luxury product.

SDG ALIGNMENT

-  DECENT WORK & ECONOMIC GROWTH
-  RESPONSIBLE CONSUMPTION & PRODUCTION
-  CLIMATE ACTION
-  LIFE ON LAND

Product

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
01. DESIGN FOR A LONG LIFE	GARMENT CARE GUIDE	✓			We launched a comprehensive Care Guide for all our JH fabrics on our website .
	REPAIR POLICY		✓		While repairs have been an informal part of our experience and service, we are working on formalising this with a repair policy, tutorials and increased communications.



Product

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
02. USE SUSTAINABLE & RESPONSIBLE MATERIALS	TRANSITION ALL JHL TO ORGANIC COTTON COMPONENT	✓			All new purchase orders for our JHL Fine Cotton Cashmere (95% cotton) have been transitioned to organic cotton. The JHL Cotton Cashmere (83-95% cotton) range will transition over the next 6-12 months.
	JH COTTON TAGS	✓			Our size & brand tags are made with recycled 100% cotton and printed with soybean ink.
	JH DOWN RANGE TO USE RECYCLED MATERIALS	✓			Our JH Down range launched in 2021 and features a 100% recycled polyester outer and fill of 70% recycled duck down and 30% recycled duck feather.
	FIBRE & MATERIALS STRATEGY - BENCHMARK VIA TEXTILE EXCHANGE MATERIAL CHANGE INDEX (MCI)	✓			Completed and benchmarked JH against other Textile Exchange peers. We scored in the Level '2' or 'Establishing' performance band - meaning that we are seen as "strengthening our program". A snapshot of our results over page.
	FIBRE & MATERIALS STRATEGY - SET TARGETS FOR IMPROVEMENT			✓	Next steps in the MCI process are to: <ul style="list-style-type: none"> - identify areas for improvement - build these into our Fibre and Materials Strategy - implement the strategy into Collection 2023.THREE - complete the MCI Survey in 2023 with an aim to achieve the 'Maturing' performance band

Product

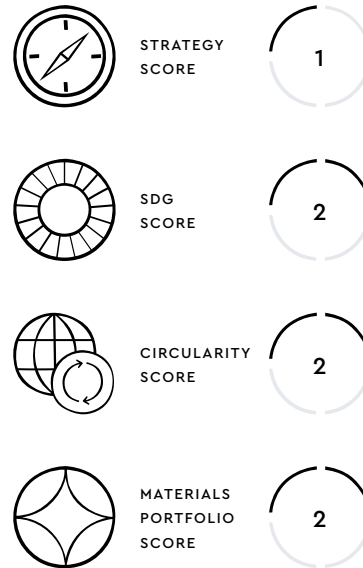
The Textile Exchange's Material Change Index (MCI) is the largest peer-to-peer comparison initiative in the textile industry. The MCI has enabled us to measure, manage and start our journey towards integrating a preferred fibre and material strategy into our business.

Our results place us in Level '2' or 'Establishing' performance band – meaning that we are seen as "strengthening our program". A full breakdown of our results is available on the [Textile Exchange website](#).

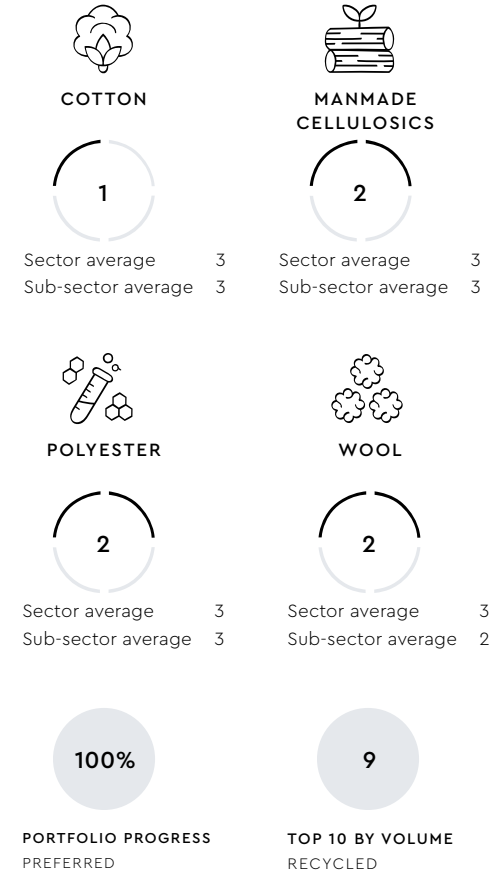


MCI RESULTS

Level 2 – Establishing (25–50) is for companies that are strengthening their programs.

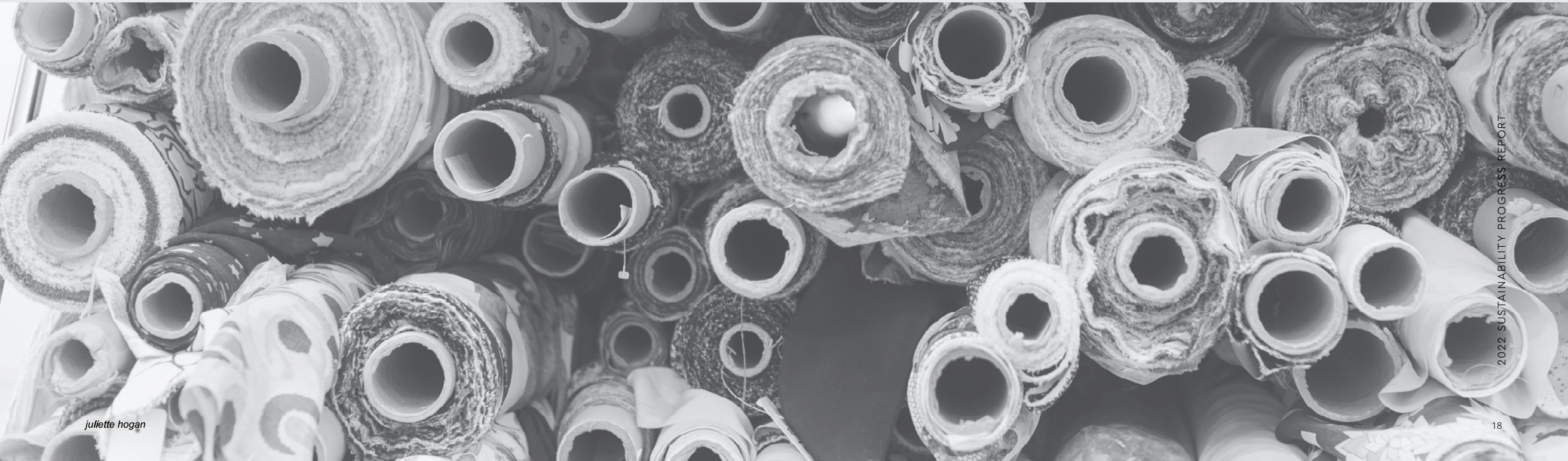


MATERIALS PORTFOLIO



Product

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
02. Cont. USE SUSTAINABLE & RESPONSIBLE MATERIALS	CERTIFICATION FOR OUR JH PRINTED FABRICS				The majority of our printed fabrics originate from an OEKO-Tex certified factory. We are currently validating our trims certification status. We have a goal of certifying finished product under OEKO-Tex in the next 12 months.
	TOXICITY TESTING ON FABRICS				Currently working on scope.



Product

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
03. RESPONSIBLE SUPPLY PARTNERSHIPS	A MINIMUM OF 80% OF SUPPLY CHAIN PARTNERS SIGNED CODE OF CONDUCT		✓		Currently 63% of our production and supplier partners have signed a code of conduct with JH or MFNZ.
	REGULAR REVIEW WITH SUPPLIERS THROUGH QUESTIONNAIRES			•	Aiming to begin questionnaires once we have hit our Code of Conduct Goal of 80% signed.
	FACE TO FACE MEETINGS WITH ALL OUR DOMESTIC SUPPLIERS			•	Covid travel restrictions over the last period have delayed this goal.
04. ENABLE CIRCULARITY	ESTABLISH A RE-SALE EVENT WITH PROCEEDS TO CHARITY		✓		We will offer a re-sale on customers pre-loved items with proceeds to CPAG. The first event of this type was ready to go in 2021, but Covid lockdown postponed the event, which will be re-planned for 2023.
	ESTABLISH A JHL SECOND LIFE SOLUTION		✓		With the cotton-cashmere JHL range a significant part of our product range, we have identified the opportunity to find a second life solution for customers end of life JHL garments. We have engaged Callaghan Innovation on a research study to find potential solutions for end-of-life garments with an aim to launch our take back program late 2023.

Planet

Mindful design and manufacture.

**SDG
ALIGNMENT**



RESPONSIBLE CONSUMPTION & PRODUCTION



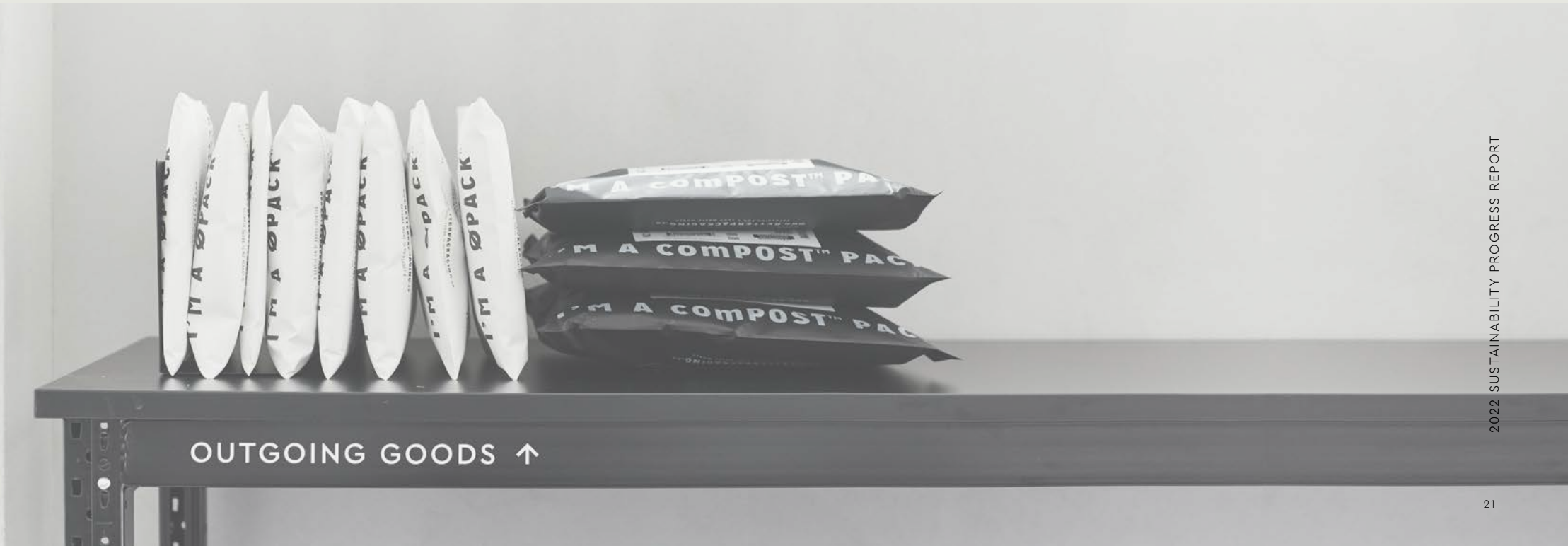
CLIMATE ACTION



LIFE ON LAND

Planet

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
01. USE MINIMAL & SUSTAINABLE PACKAGING AND CONSUMABLES	"TREE FREE" TOILET PAPER AND PAPER TOWELS	✓			In 2021 all Head office toilet paper, paper towels and tissues transitioned to materials that are tree free and plastic free from With Small .
	PACKAGING EVALUATION		✓		Currently undertaking a packaging and consumables evaluation to source and implement more responsible packaging, launching in November 2022.



Planet

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES	
02. MINIMIZE OUR CARBON FOOTPRINT	TOITŪ CARBON ASSESS PROGRAM – BASELINE BUSINESS OPERATIONS	✓			<p>Measured our emissions intensity through the Toitū Carbon Assess Program for reporting periods 1 April 2019 – 30 March 2020, and 1 April 2020 – 30 March 2021. Due to COVID19, the results are not a true reflection of our 'business as usual' operations. We will be continuing to measure our emissions, with our next reporting period being 1 April 2022 – 30 March 2023 to set our baseline business operations footprint.</p> <ul style="list-style-type: none"> – Period ending 2020: 6.65 kg of CO2e per \$1k revenue – Period Ending 2021: 3.6 kg of CO2e per \$1k revenue 	
	TOITŪ CARBON ASSESS PROGRAM – SET TARGETS AND INITIATE CHANGES BASED ON ASSESSMENT		✓		<p>We have not completed a thorough reduction plan, however we have initiated the following actions to help reduce our emissions:</p> <ul style="list-style-type: none"> – Moved electricity to Powershop who are a subsidiary of Meridian, and are committed to renewable energy procurement. – Committed to replacing Head Office halogen lightbulbs to LED. – Introducing a travel policy. – Reviewing DHL GoGreen programme. – Implemented compost collections for organic waste. – Created comprehensive garment and fabric care guides to support customers on extending the life of their garment. – Developing a fibre and materials strategy to address raw material emissions. – Transition Audi fleet to electric and low emission vehicles (13% carbon reduction). 	
	TOITŪ CARBON ASSESS PROGRAM – SHARE RESULTS AND TARGETS EXTERNALLY				●	<p>The results of our first audit have not been shared externally as due to COVID19, they are not a true reflection of our 'business as usual' operations. Our updated 2023 results will form our baseline and will be shared in our next Progress Report.</p>
	PRIORITISE SEA FREIGHT				●	<p>We have been unable to achieve this objective due to supply chain constraints as a result of the COVID19 pandemic. Once the logistic networks stabilise in 2023, we will revisit this objective.</p>
	INVESTIGATE CARBON NEUTRAL ONLINE DELIVERIES/OFFSET CARBON CREATED				●	<p>We currently partner with GoSweetSpot for our domestic deliveries and DHL for international orders. We aim for all deliveries being carbon neutral/offset by the end of Q3 FY23.</p>




Planet

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
03. ZERO WASTE	REDUCE PAPER WASTE	✓			We have Implemented an online, paperless invoice approval system, saving ~500 pieces of paper / month. In the workroom and all retail stores, double sided printing is the default standard for all printing.
	SET BASELINE OF CURRENT USAGE (WASTE AUDIT)	✓			We completed a waste audit of our workroom in early 2021.
	WORKROOM COMPOSTING	✓			Weekly collections established with Green Gorilla.
	SOFT PLASTICS AND ECO-STORE RECYCLING	✓			Soft plastic recycling implemented in Head Office and stores in 2021, as well as eco-store 'bottle recall' collection.
	REUSABLE COFFEE CUPS ENCOURAGED		✓		Head office have adopted using reusable coffee cups despite local cafes using plant-based cups.
	REUSABLE STORE-TO-STORE GARMENT BAGS		✓		Instead of one-use plastic to transport our product to stores, we are trialling re-usable fabric garment bags within our JH stores network. We are expecting to finalise the prototype in late 2022 and roll out soon after that.
	MINIMISE END OF LINE FABRIC WASTE		✓		This is an ongoing objective to find constructive ways to use end of line fabrics. To date we have used end of line fabrics for made-to-order cushions, CPAG baby bloomers and hair scrunchies for team birthday gifts.
	ELIMINATION OF SINGLE-USE PLASTICS IN BUSINESS OPERATIONS		✓		We are continuously working to reduce and eliminate single-use plastics, and have not yet met this goal.

Prosperity

Integrity and honesty in all business interactions.

SDG
ALIGNMENT

-  RESPONSIBLE CONSUMPTION & PRODUCTION
-  CLIMATE ACTION
-  PEACE, JUSTICE & STRONG INSTITUTIONS

Prosperity

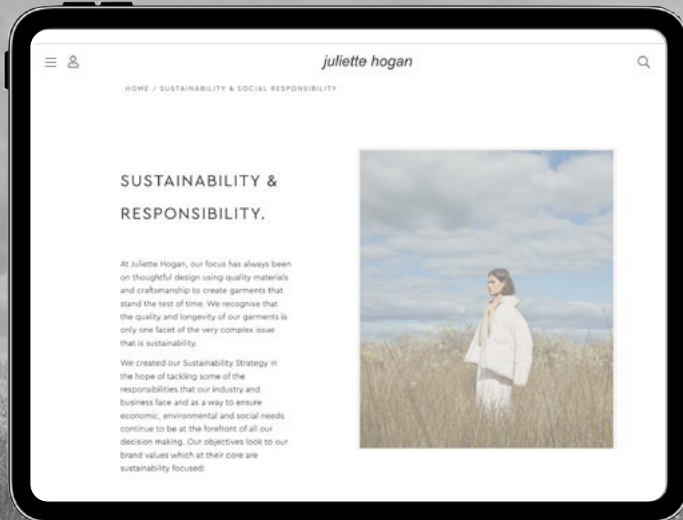
GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
01. LONG TERM SUSTAINABLE SUCCESS	DEDICATED INTERNAL RESOURCE TO DRIVE OUR SUSTAINABILITY PROGRAM	✓			To support a successful delivery of our sustainability program we introduced the role of 'Sustainability Program Manager' to the team and promoted internally to the role in early 2021.
	COMPLETE OUR BASELINE ASSESSMENT FOR B CORP	✓			We have committed to achieve B Corp certification by 2025. This year we have completed our baseline assessment and will be attending B Corp training workshops and setting up the project working groups needed to achieve this objective.
	BUSINESS DECISIONS AND STRATEGIC INITIATIVES ARE CONSIDERED WITH THE LENS OF BALANCE OF THE 4 P'S - PRODUCT, PEOPLE, PLANET, PROSPERITY		✓		The implementation of this objective is ongoing for us.

Prosperity

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
02. ENGAGE STAKEHOLDERS IN OUR SUSTAINABILITY JOURNEY	RELEASE THE FIRST JH SUSTAINABILITY PROGRESS REPORT	✓			The release of this report achieves this objective. We plan to release an updated report in line with the end of each financial year going forward.
	FIBRE & MATERIALS STRATEGY – SHARE OUR MCI RESULT WITH OUR STAKEHOLDERS	✓			Our Materials Change Index (MCI) results are linked on our Sustainability landing page and are publicly available on the Textile Exchange website .
	EMBED SUSTAINABILITY INTO OUR TEAMS' ROLES AND THINKING	✓			Over the last 12 months we have progressively incorporated key sustainability responsibilities into team job descriptions. Our Head Office onboarding program for new starters includes a sustainability induction with our Sustainability Program Manager, and there is a sustainability module within the retail training certification program which all retail members complete. Having a dedicated Sustainability Program Manager is driving working groups within the business and embedding sustainability into our everyday working.
	UPSKILL AND EDUCATE OUR TEAM ON SUSTAINABILITY	✓			Each week there is a 'Sustainability Tip' in our team mailer, educating on sustainability buzzwords and topics and keeping sustainability at the forefront of the team's mind.
	COMMUNICATE TO OUR CUSTOMERS OUR CURRENT SUSTAINABILITY STATUS, OBJECTIVES AND COMMITMENTS	✓			In the past 12 months, we have shared 5 blog posts with our community and in June 2022 our Sustainability landing page was launched on our Website. We are going to continue to communicate with our community via blog posts and other digital channels on a bi-monthly channel.

Prosperity

GOAL	2021 / 2022 OBJECTIVE	ACHIEVED	IN PROGRESS	NOT ACHIEVED	NOTES
02. ENGAGE STAKEHOLDERS IN OUR SUSTAINABILITY JOURNEY	PRODUCT SUPPLY CHAIN TRANSPARENCY		✓		In Collection 2021.ONE we introduced fabric origin and maker to our product information online. We continue to work on more transparency, and tracing back to the raw material origins of all our products.
	INCREASE FREQUENCY OF COMMS AROUND SUSTAINABILITY VIA DIGITAL CHANNELS		✓		We are continuing to increase and diversify our sustainability related communication via digital channels. We have worked on a regular schedule for releasing sustainability update blog posts, and feature these blog posts in our eDMs. Going forward, we will be highlighting a variety of sustainability topics via our Instagram on a bi-weekly schedule.



Goals Snapshot

PILLAR	GOAL	TOTAL OBJECTIVES	ACHIEVED	IN PROGRESS	NOT ACHIEVED
People	01. EMBRACE AND SUPPORT OUR WIDER COMMUNITY	4	2	1	1
	02. MAINTAIN ENGAGEMENT AND WELLBEING WITHIN OUR TEAM	6	5	1	0
	03. SUPPORT AND STRENGTHEN LOCAL INDUSTRY	2	2	0	0
	04. NURTURE RESPONSIBLE PARTNERSHIPS	3	1	1	1
Product	01. DESIGN FOR A LONG LIFE	2	1	1	0
	02. USE SUSTAINABLE & RESPONSIBLE MATERIALS	7	4	2	1
	03. RESPONSIBLE SUPPLY PARTNERSHIPS	3	0	1	2
	04. ENABLE CIRCULARITY	2	0	2	0
Planet	01. USE MINIMAL & SUSTAINABLE PACKAGING AND CONSUMABLES	2	1	1	0
	02. MINIMIZE OUR CARBON FOOTPRINT	5	1	1	3
	03. ZERO WASTE	8	5	3	0
Prosperity	01. LONG TERM SUSTAINABLE SUCCESS	3	2	1	0
	02. ENGAGE STAKEHOLDERS IN OUR SUSTAINABILITY JOURNEY	7	5	2	0
		54	29 (54%)	17 (31%)	8 (15%)

**Key Learnings
Challenges &
Achievements**



Key Learnings Challenges & Achievements

OF OUR 54 OBJECTIVES SET OVER 13 IMPACT AREAS, 54% WERE ACHIEVED, 31% ARE IN PROGRESS AND 15% WERE NOT ACHIEVED.

2021 and 2022 have been incredibly challenging years for businesses with multiple lockdowns, uncertainty in the supply chain, and the impact of illness with Omicron in our community. With our team and consumers' health and wellbeing at risk, we had to continuously adapt our thinking, and ways of working, to ensure business continuity and success.

We are proud of our achievements and the progress we have made to date.

CHALLENGES

The impacts of Covid 19 have forced us to pivot and change focus multiple times, and with Omicron peaking through early 2022 our internal resources have been stretched, keeping our retail stores open and supporting those who have been unwell with COVID19. This keen focus on the day to day has impacted our ability to progress our sustainability initiatives as quickly as we had hoped in 2021-2022.

Since the beginning of 2022, management have been able to support and champion sustainability far more and are now engaging with the wider team around these initiatives on a regular basis. Breaking down our goals into smaller actions, making them more achievable, while up-skilling our team where we can.

The results of our Toitū Carbon Assess survey in 2021 do not give us the best reflection of our footprint as freight calculations were based on an average for domestic freight, and haven't accounted for our international freight emissions, which is a significant impact of our business. We will be re-testing our emissions in 2023 for the 2022-23 FY which will give us a more accurate baseline for setting (and meeting) reduction targets.

A key area of challenge has been sourcing sustainable options for both packaging and garment trims. Options we found often had high minimums and supply restrictions which has hindered our progress in both these areas.

ACHIEVEMENTS

Although we have had significant challenges over the past year, we are proud of the progress our business has made towards achieving our sustainability goals. Notably:

- One of two NZ business in the 2021 intake to complete the Textile Exchange Material Change Index (MCI). A significant undertaking for us, and while our final score doesn't necessarily demonstrate a strong result, the insights gained are invaluable for us to build our fibre and materials strategy.
- In our annual team culture survey, our teams' scores placed us in the top 3% of New Zealand businesses, for clear, transparent and honest communication, with 96% of them open to recommending Juliette Hogan as a great place to work.
- An ongoing commitment to our local community through our alignment with Child Poverty Action Group (CPAG), with an annual minimum donation pledge of \$10,000 as well as a fundraising for, and raising awareness of the important work CPAG do, to realise their vision of 'An Aotearoa where all children flourish, free of poverty'.
- Proud winners of Excellence in Marketing and Excellence in Customer Service and Supreme Award at the regional Westpac Business Awards. We then also won the Excellence in Marketing Award, and were the Supreme winners at the Best of the Best Westpac Awards. We were also awarded 2021 Best Customer Experience at the Newmarket Business Awards.

Our Focuses for the Year Ahead

Despite the challenges of the past few years, we remain committed to working towards our goals to ensure we are taking responsibility for our environmental and social impacts. We continue to place sustainability at the forefront of our decision making and strive to learn and progress wherever we can.

As we reflect on the progress we have made and the challenges we have faced, we have identified the following as key areas for the year ahead:

FY2023 (TO MARCH 2023)

- Establish a partnership with a delivery company to help achieve our goal of carbon neutral customer deliveries.
- Set goals and start on actions needed to achieve B Corp certification by 2025.

FY2024 (TO MARCH 2024)

- Strengthen our sustainability goals to be more specific and measurable in alignment with the Sustainable Development Goals.
- Expand learning opportunities for our team, in partnership with Pride Pledge and other external speakers and organisations
- Finalise and begin implementation of our preferred materials

strategy.

- Focus on prioritising seafreight for imported raw materials.
- Launch OEKO-Tex certified product range(s) in 2023.
- Participate in the Mindful Fashion Climate Action Programme, to understand our footprint and develop a carbon reduction plan.
- Finish research with Callaghan and define next steps for JHL Second Life program.
- Formalise model diversity as a KPI in content creation.

ONGOING

- In our annual strategy review we will continue to ensure alignment between our sustainability goals and our short-medium term business goals.
- Continue work to establish a transparent and traceable supply chain for all our products.
- Continue to strengthen our partnership with CPAG and look for additional ways to increase our annual donation and support of the work they do.

We anticipate that our journey towards B Corp certification will also highlight and prioritise areas that we can find improvement across our business operations and further enrich our sustainability goals and objectives over the coming year.

Thank you so much for reading our first ever Sustainability Report. We hope that by reading this, you have gained meaningful insight into our sustainability journey to date, and where we are headed in future.

Please do reach out to us (hello@juliettehogan.com) with any questions or ideas. We are open to your feedback, and would love to hear from you.

We are all in this together.



Team JH

Thank you

x.