



IMPACT REPORT

2017-2018

LITTLE YELLOW BIRD

apparel + people + planet + quality

At Little Yellow Bird we believe in creating a world where all textiles are ethically produced and sustainably sourced.

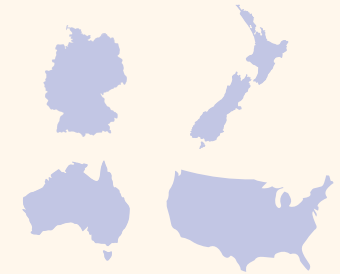
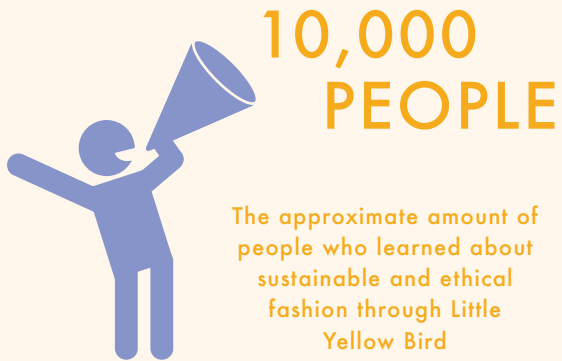
We maintain that business can and should be used as a force for good, both in our own communities and worldwide. With this in mind, we create our uniforms, corporate wear and apparel basics sustainably and ethically, keeping the planet and its inhabitants at the forefront of our business.

We've produced this report to show you the measurable impact we've made this year by operating consciously. Throughout this report you'll see how much we've grown, our current projects, get a glimpse of the people in our supply chain, and learn about future plans.

Thank you for joining us in creating a world in which both people and the planet are treated with respect.



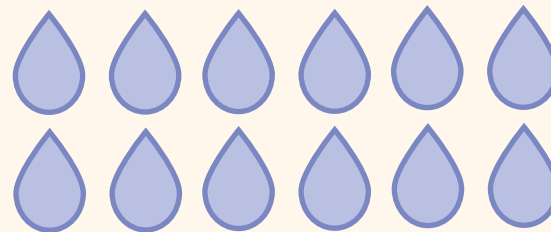
2017-2018 LYB IN NUMBERS



**WHERE YOU'LL
FIND LITTLE
YELLOW BIRD**



Of fairtrade
labour created



12,200,000
LITERS OF WATER SAVED



OUR REVIEW RATINGS



Young New Zealander
Innovator of the Year 2017



Finalist in Wellington
Gold Awards 2017



Finalist for New Zealand
Innovation Awards 2017



Finalist for New Zealand
Women of Influence 2017



Judges Commendation at the
Sustainable Business Network
Awards 2017



Our Production Manager, left,
and one of the cotton farmers,
right, in Orissa, India

OUR PEOPLE

employees + community + customers + future generations

People keep our business moving. From the cotton farmers to our customers, people have not only helped our business grow, people are the reason Little Yellow Bird exists.

We have a firm belief that all people around the world should be paid fair wages, have safe working conditions, and be treated with respect. This is reflected in all aspects of our business.

WHAT THIS MEANS FOR

Our Suppliers

We work with suppliers who have the shared aim of fair pay, decent working conditions and protection of the environment. With regular farm and factory visits, we establish a relationship built on mutual trust.

Our Employees

We carefully monitor our supply chain from cotton farm to factory floor, regularly visiting every stage of the supply chain. Workers receive fair wages and benefits including social security, medical insurance, contributions to house rent and transportation subsidies.

Our Customers

With each product we design and release, our customers are at the forefront of our minds. We are committed to bringing companies and individuals the highest quality fabrics, without skimping on sustainability or ethical sourcing.

“What would the world look like if we viewed the success of others as the success of our own?”



OUR PROJECTS

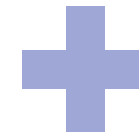
education + repurposing + healthcare + sanitary

We believe in not only producing sustainably and ethically made clothing, but also in making a positive impact in the communities that help make our apparel. Several projects we've been involved in this year revolve around the education, sanitary needs and healthcare of the cotton farm communities we work with.

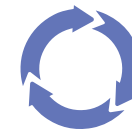
“What if you could equip someone to not just survive, but flourish?”



When we discovered that one of the schools in our cotton farming communities only had bathroom facilities for male students, we started construction on a bathroom facility for the female students.



We organised and funded specialist medical appointments for members of our cotton cooperative.



Fabric scraps and seconds from our production are repurposed with local Indian NGO's and partnerships with design schools here in New Zealand.



We ran a campaign for Free the Bears and have thus far donated \$500 to their charity.



Two of the students we have been providing educational scholarships to have now graduated high school.



Community meeting
with women farmers
in Orissa, India

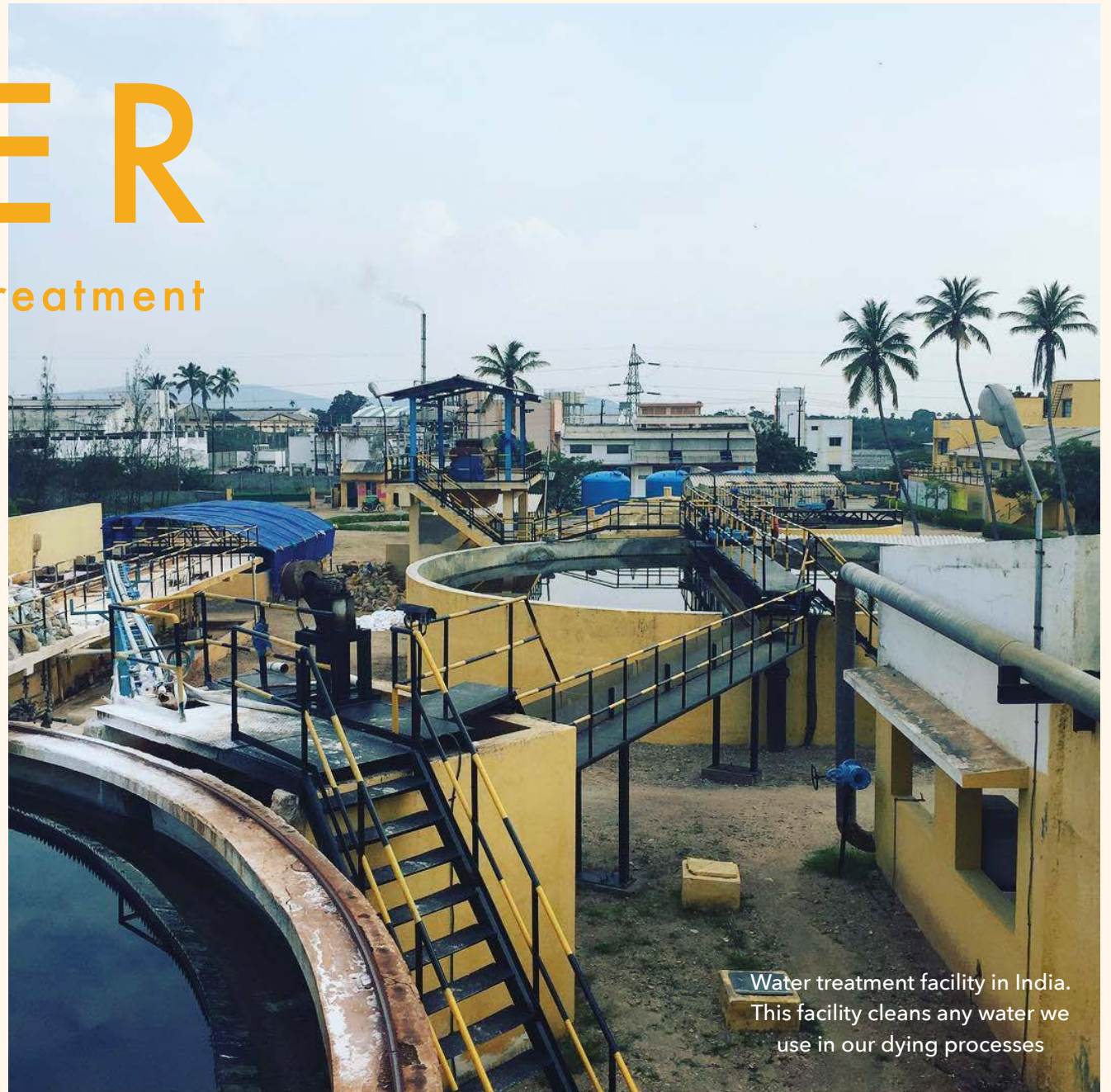
WATER

irrigation + dying + treatment

A billion people on the planet still don't have access to clean water. So, polluting water to make clothes just doesn't make sense.

Conventionally grown cotton uses an extraordinary amount of water. So instead we use rainwater to grow our crops. We don't stop there; we also conserve significant amounts of water in our dying process.

Dying is one of the most complicated and toxic parts in a fashion brand's supply chain. So at Little Yellow Bird we've taken extra steps to ensure that our dying and subsequent water treatment processes aren't damaging to the environment.



Water treatment facility in India.
This facility cleans any water we
use in our dying processes

DYING PROCESSES AND WATER TREATMENT

Most factories will dump leftover toxic water from their dying processes into public waterways. This contaminates not only the environment, but also frequently leaves the community's drinking water polluted.

At Little Yellow Bird, we're committed to operating within a closed-looped system which damages neither the environment nor the local population.

The colour of water post dying process.



OUR CLOSED-LOOP SYSTEM

After we've finished dying our fabric, we use a water treatment plant. This returns 95% of the water used back to drinking quality and turns the remaining 5% into materials used for bricks and roading.

Water after it has been treated and returned to drinking quality.





Cotton arriving from the farms and being separated for the Ginning Mill in Orissa, India

OUR SUPPLY CHAIN

fairtrade + transparent + sustainable + organic



OUR SUPPLY CHAIN

fairtrade + transparent + sustainable + organic



GMO seeds and high input costs have led countless small-scale farmers to fall into unimaginable debt. With limited hope of bouncing back or finding another livelihood to sustain their families, cotton farmers in India are left in dire straits. Since 1995 there have been more than 300,000 farmer suicides in India.

We believe it is our responsibility to help create a world where fair wages are standard, and the people who make our clothes do not face such desperation.

At Little Yellow Bird we're committed to being part of the solution rather than the problem. This means growing cotton in an eco-friendly and responsible manner along with ensuring that our cotton farmers are paid a fair wage.



We purchase our cotton from two cooperatives in East India, supporting 40,000 small-scale farmers who have all transitioned to fairtrade and organic cotton over the last 20 years.





Our CEO, Samantha Jones,
visiting one of the cotton
farms in Orissa, India

LOOKING AHEAD

Little Yellow Bird has come a long way in three short years, but we're not finished yet! We want to be a leader in sustainable and ethical manufacturing. We're not perfect, but we are constantly striving to do what's best for our suppliers, employees and customers. We have a number of projects and initiatives in the works and are excited to see what the year will bring.

Here's a quick snapshot of what we'll be working on over the next 12 months:

Measuring the exact
environmental impact
of each product



Interview project to get
a better understanding
of what our workers
most need and how we
can best support them



Full pricing
transparency at each
stage of production



Finishing the female
bathroom facility at the
school in our farming
community



Sourcing and supplying
organic fabrics and bespoke
garments to brands across
New Zealand and around
the world



THANK YOU

to all of the businesses who have chosen to make the apparel industry more sustainable by partnering with Little Yellow Bird. Each order you've placed this year has made a difference in the lives of garment workers and reduced the environmental impact of the apparel industry. We couldn't have done it without you!



www.littleyellowbird.co.nz