

Several detailed line drawings of butterflies are scattered in the top corners of the page. In the top left, there are two butterflies, one with dark wings and one with lighter wings. In the top right, there are two more butterflies, one with dark wings and one with lighter wings.

NET ZERO CARBON PATHWAY

SEVDA LONDON FOUR-PILLAR CLIMATE STRATEGY

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SEVDA
LONDON

01 Sept 2021

‘WHAT WE DO NOW, AND IN THE NEXT FEW YEARS, WILL PROFOUNDLY AFFECT THE NEXT FEW THOUSAND YEARS.’

Sir David Attenborough, broadcaster and natural historian

OUR MISSION

While we have been suffocated by our wasteful consumption, the message given by our worn out tired Earth via the pandemic Covid-19 is clear. It is crucial to understand this message and comprehend the importance of slowing down, returning to our essence and adapting lifestyles in harmony with nature.

We will either return to our reckless addictions after the pandemic, or we will slow down and reshape our life by remembering who we really are.

We, as SEVDA LONDON, set out to be one of those building an alternative and profoundly different world; a slower and more meaningful one. Instead of being a slave to things, our philosophy is to invest in objects that bring joy and enrichment into our lives.

We are adapting a new business model while routing our primary target to Goal-12 of the United Nations; Responsible Consumption and Production. Our timeless style and longevity of our products are the keys to our sustainable strategy.

OUR NEW BUSINESS MODEL

We have already been shifting our business model from creating new collections for fashion seasons to high quality timeless products representing no particular season.

You will see the same timeless pieces in our stores again and again, with subtle changes based on customer feedback and design innovation.

We are slowing down and refusing to follow current, obsolete and endless cycle of false fashion trends, which fuel endless consumerism, and are a huge burden on the environment and its limited resources.

Instead, we create just enough, the right amount, and keep our existing timeless pieces regardless of fashion seasons. We won't incinerate or disregard our products because of changing fashion trends.

For us, fashion's current business model doesn't work. We do not want to produce too much for too cheap and contribute to waste.

Our objective is to become more circular in operation and promote reducing, reusing and recycling.

We don't want to be a part of manipulative fashion advertising for women to buy more.

We will encourage our customers to buy less and better, and when they need it.

Our products are created by skilled artisans in dignity with sustainable, high quality materials that extend their lifespan, and can be worn for many years to come.

And, it is our promise to give our products a second life, or even many lives altogether.

RACE TO NET ZERO

We are a climate-responsible business.

We have joined The SME Climate Hub, an exercise in radical collaboration that opens the gates for SMEs to join the United Nations Race to Zero campaign.

The United Nations' Race to Zero is the UN-backed global campaign rallying non-state actors – including companies, cities, regions, financial and educational institutions – to take rigorous and immediate action to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time.

The SME Climate Hub has partnered with Oxford University to support small businesses in reducing their carbon emissions and to provide climate solutions to contribute to climate action in society.

OUR COMMITMENT

Recognising that climate change poses a threat to the economy, nature and society-at-large, our company commits to take action immediately in order to:

1. Halve our greenhouse gas emissions before 2030
2. Achieve net zero emissions before 2050
3. Disclose our progress on a yearly basis

In doing so, we are proud to be recognised by the United Nations Race to Zero campaign, and join governments, businesses, cities, regions, and universities around the world with the same mission.

SETTING A FOUR-PILLAR CLIMATE STRATEGY

To help us achieve our net zero carbon goal, we will be reducing our emissions across our operations and value chain in line with our approved science-based targets, which are in turn aligned with limiting the global temperature rise to 1.5°C. Here is a summary of what our pathway to net zero carbon looks like.

PILLAR

1

Reduce our
own emissions

PILLAR

2

Reduce our
value chain
emissions

PILLAR

3

Integrate climate
in business
strategy

PILLAR

4

Influence
climate action
in society

FIRST PILLAR

REDUCING OUR OWN EMISSIONS

It focuses on our activities to reduce our emissions, aligned with the 1.5°C pathway. These emissions are referred to as scope 1 and 2 emissions of the Greenhouse Gas Protocol.

OUR STRATEGY

- Meet the SME Climate Commitment and target net zero and a first halving of emissions in less than 10 years.
- Set a strategy and move to action: prioritise, plan and reduce.
- Disclose our progress on a yearly basis. Assess and analyse the results of reduction, and disclose results publicly.

OUR CURRENT ACTIONS

- Our studio is part of the Workspace campus, a provider of commercial business premises across London, committed to net zero carbon by 2030. Read their pathway to [Net Zero](#).
- We enable our employees to work from home in order to reduce emissions and costs.
- We prioritise low-carbon travel (for example a “train first” policy over air travel) to reduce emissions and use digital meeting technologies to avoid unnecessary travelling.
- We minimise waste, reducing any overproduction and packaging.

- We only use packaging that is recyclable, recycled and free from petroleum-based plastics. We ensure the correct size gift boxes are used to maximise shipping efficiency, thus reducing our carbon footprint.
- We select sustainable transport options for our product deliveries. We “GoGreen” with DHL or select electrified delivery vehicles when possible.

‘HUMANITY IS WAGING A WAR ON
NATURE, AND WE NEED TO CHANGE
OUR RELATIONSHIP WITH IT.’

António Guterres, United Nations Secretary-General

SECOND PILLAR

REDUCING OUR VALUE CHAIN EMISSIONS

It focuses on our activities to reduce our value chain emissions, aligned with the 1.5°C pathway.

Value chain emissions are emissions from upstream (e.g. raw material extraction, supplier material, manufacturing) and downstream (e.g. use of sold products, customer final use and end-of-life) activities associated with the operations of our company, referred to as scope 3 emissions in the Greenhouse Gas Protocol.

OUR STRATEGY

- Target net zero and a first halving of emissions in less than 10 years.
- Set a strategy and move to action: prioritise, plan and reduce.
- Disclose value chain emissions and plans to reduce them as part of our annual public reporting.
- Work actively to drive down value chain emissions. This can be done in several ways - including procurement guidelines and supplier code of conduct criteria, changes in the design of products, collaborations with suppliers and customers, and by reassessing our business model and investments.
- Integrate strong climate criteria at the heart of our R&D, product and service design processes to improve energy performance of products, require less material, use recycled and low-carbon materials, and build low-carbon and circular economy solutions for customers.
- Evaluate and improve the energy and resource performance of our product and service mix, and optimise them for the use of renewable energy.
- Select low-carbon shipment for production delivery.

OUR CURRENT ACTIONS

- Our manufacturer and material supplying partners are UK and EU based to avoid additional shipping impacts.
- We select our suppliers based on their actions on climate change. We personally pay a visit to their facilities and communicate regularly on their climate actions.
- Our selection of suppliers is always supported with the system and product certifications, including high standards of quality and environmental management, decent working conditions and sustainable production.
- Our suppliers are safeguarding the environment by using renewable energy and implementing effective waste management systems. [Learn more](#)
- Our products are made to last, which can be worn for years thanks to their high quality and longevity. [Learn more](#)

THIRD PILLAR

INTEGRATE CLIMATE IN BUSINESS STRATEGY

It addresses the alignment of our company's vision, strategy, value proposition, products and services with the 1.5°C ambition.

It priorities our products, services and projects that enable reduction of emissions or even remove carbon from the atmosphere.

OUR STRATEGY

- Review and update our company's vision and mission statement to reflect our commitment to contribute to the sustainable 1.5°C ambition.
- Integrate climate into our vision, mission, strategy, value proposition, products, services and R&D roadmaps, aiming at positive overall impact.
- Use very low-carbon materials, new fossil-free materials, and circular usage of materials.
- Move towards a need-based and resource-efficient circular model that reduces, reuses and recycles materials.
- Move towards products/services that help customers avoid and remove emissions by guiding them to analyse their lifestyles and providing solutions to the most effective and suitable sustainable behaviours/choices, such as product renting, sharing and repairing. We encourage our customers to make decisions that are positive for the climate.
- Change business models from ownership towards usership, from product-based towards service-based and from linear to circular – enabled by digital technologies.
- Find business opportunities by exploring new offerings, business models and addressing front-runner climate-conscious customer groups.

- Measure climate impact of our solutions portfolio and its change, and disclose that information publicly.

OUR CURRENT ACTIONS

- We are adapting a new business model while routing our primary target to Goal-12 of the United Nations: Responsible Consumption and Production. Our timeless style and longevity of our products are the keys to our climate strategy.
- We create timeless and season-less collections.
- Our objective is to become more circular in operation and promote reducing, reusing and recycling.
- See our mission statement and our new business model [here](#).
- Our products are made to last, which can be worn for years thanks to their high quality and longevity. [Learn more](#)
- We minimise material waste as much as possible.

FOURTH PILLAR

INFLUENCE CLIMATE ACTION IN SOCIETY

It describes how to contribute to the 1.5°C ambition beyond our own business. It is about displaying climate leadership and influencing wider action in society.

OUR STRATEGY

- Influence society and contribute to the 1.5°C ambition beyond our own business.
- Disclose our targets for: reduction of our own emissions, value chain emissions, business strategy and societal action.
- Accelerate climate action by working with the industry, governments, employees and civil society groups. Fund quality climate projects, counterbalancing remaining residual emissions.
- Evaluate the impact of our societal influence and disclose those results publicly.
- Report and discuss the annual percentile reduction of emissions achieved and provide an outlook.
- Share our influential activities in society, including funding of climate projects outside our value chain.
- Consider having our reporting audited by a third party.
- Disclose our progress publicly e.g. as part of our annual report.

OUR CURRENT ACTIONS

- We have partnered with One Tree Planted to plant trees for every item we sell. Our partnership with One Tree Planted and planting trees help support all of the 17 Sustainable Development Goals. [Learn more](#)
- We have joined the Race to Zero as a part of our commitment to climate action, pledged to half our greenhouse gas emissions by 2030, and achieve net zero emissions by 2050.
- We have committed to our Climate Strategy and communicate its progress on an annual basis in a manner that is transparent with our audience.
- See our mission statement and our new business model [here](#).

THANKS TO



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