



Certified



Corporation

Y.O.U Underwear 2021 Impact Report

Contents

	Page
A note from our Founder.....	3
About Y.O.U Underwear.....	4
2021 Highlights.....	5
Our Social Impact.....	6
Our Environmental Impact.....	14
Sustainable Development Goals.....	21
Certifications and Awards.....	24
Becoming a B Corp.....	25
Looking forward to 2022.....	29

A Note from our CEO, Sarah...



Firstly, I want to say a big THANK YOU for your support over the last year. 2021 was another tough one for a lot of small businesses with continuing pressures from covid, a tough economic situation and increasing climate worries, and we certainly felt this too.

However, we're grateful for everyone's continued support that enabled us to not only make it through but in fact still achieve many of our goals for the year. We developed new products, sustainable initiatives and had the highlight of becoming a certified B Corp, showing that businesses really can be a force for good!

I'm looking forward to seeing where 2022 takes us, and I hope that you can join us on the journey.

About Y.O.U Underwear

Y.O.U Underwear is on a mission to show that business can be a force for good. As well as measuring our financial performance each year, we also benchmark our success against some key social and environmental goals. We believe that conscious consumerism has the power to make a massive difference, and we're on a mission to prove that the cumulative effects of ethical shopping choices can be significant.

Y.O.U Underwear started when Sarah travelled out to East Africa in 2016 and did some community volunteer work as part of the Uganda International Marathon Programme. She was shocked at the number of women and children who didn't have access to something we take for granted every day - underwear. 1 in 10 girls miss up to 3 months of school a year due to not having underwear during their periods, creating a barrier to furthering their education, as well as restricting their employment opportunities later on.

Sarah decided to create a business that would have a long-term, sustainable impact. At Y.O.U underwear, we only use organic cotton, we manufacture fairly, and we have a giving back model that donates two pairs of underwear to the charity Smalls for All for every pair purchased.

Y.O.U
UNDERWEAR

We want to empower women and prove that business and fashion can be a force for good.

Our 2021 Highlights

Launching 5 new colours, including our Light Pink collection supporting the breast cancer charity Future Dreams



Becoming a B Corp, and certifying as the top-scoring business in the UK



Opening our first shop in Oxford's Covered Market



Improving our circularity by making earrings out of our packaging waste



Winning Blue Patch's Global Impact Award



Committing to be Net Zero by 2030



Our Social Impact

Whilst volunteering in Uganda in 2016, Sarah discovered that 1 in 10 of the local women and girls didn't have access to underwear, which meant they were frequently missing school during their periods. That was up to 25% of their education or work missed purely due to not having a pair of undies! Sarah believes that underwear should be universally available to people in all communities. To take steps towards making this a reality, she decided to create a business that sells underwear on a buy-one-give-two model.

By donating underwear, Y.O.U Underwear's mission is to increase access to education and employment for vulnerable women and girls.

As well as supporting women and girls through donations, we work with India's leading ethical and sustainable manufacturer to ensure that nobody is exploited in our supply chain.

Our Global Impact Map



-  Trees planted
-  Underwear donated
-  Donations
-  Our manufacturer
-  Our base & shop

About Smalls For All

Our buy-one-give-two model means that every time you buy a pair of Y.O.U underwear from our core women's, men's and girls' ranges, we donate **two** pairs of underwear to Smalls for All!

When you buy a pair of underwear, we donate one to match. The amazing Wandsworth Group in Woking then donate the second pair to complete the buy-one-give-two model!

Our main goal as a business is to donate **23,000 pairs of underwear to Smalls For All by 2023.**



Supporting Smalls For All: Underwear Donations



Total underwear donations to the charity Smalls for All in 2021:

8,914 pairs

That means we were able to provide 2,971 **individuals with 3 pairs of clean underwear** each!

Our overall total donations now stand at **23,762!** That's over **7,920** girls and women who now have underwear. This also means we're well on our way to hitting our 2023 target!

More ways we supported Smalls for All...

We pledged to donate 10% from the sale of every face mask to Smalls for All. In 2021 this totalled:

£144.80

Our customers have the option to add an additional donation onto their underwear orders. 100% of this donation goes directly to Smalls for All.
In total you donated:

£452.58

We also collect nearly new bras, which Smalls for All distribute to people who need them:

320 bras

... a massive thank you to everyone who donated - it really does make a difference!

The Mara Collection: Our Donations



With our Mara collection, we support girls in the Maasai communities of Oloishobor and Olorgesailie, donating one pair of underwear for every pair sold. In 2021 this totalled :

1,567 pairs

Our overall donations now stand at **1,615 pairs**.

We also donate to the Ajuma Foundation in Kenya, which support childrens' education:

£162

The Future Dreams Collection: Our Donations



We launched our light pink collection in June 2021, in collaboration with the breast cancer charity Future Dreams. They're dedicated to raising funds for support, awareness and research for those touched by breast cancer. A cause close to our hearts, we donate £1 for every item sold.

In 2021 we donated a total of:

£196

Other causes we supported during 2021...

Supporting Fashion Revolution during our 'Green Friday' Campaign



£218

Supporting Just A Drop's Menstrual Hygiene Programme in Ugandan schools



£19

Supporting Feeding From Far during the Mumbai lockdown



£21

Supporting the Maternal Aid Association on Mothering Sunday



£15

Donating Menstrual Cups to Freedom4Girls



£2

Supporting the Oxfordshire Association for the Blind



£30



Our Environmental Impact

Every piece of Y.O.U underwear is made from Fairtrade and GOTS certified organic cotton and is PETA-approved vegan.

Fairtrade cotton helps protect the lives of farmers in India and Africa. The Fairtrade Cotton Standard has criteria surrounding the protection of farmers' health, the use of rain-fed methods, and the provision of incentives for environmental protection.

GOTS are a world-leading processing standard for textiles. They focus on tracing certified organic fibres through the different stages of the supply chain, from the farm to the supplier. They cover both environmental and social issues and also trace wool and silk.

We're also mindful of our overall environmental impact, and are committed to being Net Zero by 2030. We're working towards a circular fashion scheme and already recycle our packaging into beautiful earrings. Our sustainability journey is a constant one, and whilst we're proud of our current initiatives, we know that we have a long way to go!

Organic Cotton



Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

Organic cotton uses 91% less water and 62% less energy than traditional cotton. It's also much safer for farmers and manufacturers to work with organic cotton as pesticides can be deadly.

In 2021 we used:

241.87 kg of organic cotton

This resulted in the following resource consumption...

	Y.O.U Underwear Usage	Non-Organic Cotton Usage	How much we saved in 2021
Water (litres)	43,778.47	512,764.40	468,985.93
Energy (MJ)	1,392.93	3,628.05	2,235.12
CO2 Emissions (Kg CO2)	236.55	437.30	200.75

Calculations were made based on the Life Cycle Assessment done by Textile Exchange/ PE International (2014). It is assumed that 1kg of conventional cotton is equivalent to 1kg of organic cotton.

...but what does that mean?

We know that the above numbers can be difficult to comprehend - how much water actually is 618,000 litres? And what is the impact of the nearly 3,000 MJ of energy we are saving?

That's why we wanted to make it simpler and put it in a way we can all understand, so we've translated our 'saved statistics' into bathtubs, lightbulbs, and car miles!

Less water consumption



We conserved **618,541 litres** of water (**6,185 bathtubs!**). This is as much water as an average person living in the UK would consume in 4,123 days, OR just over 11 years!

Fewer CO2 emissions



We avoided CO2 emissions equivalent to driving **644.2 miles** in an average passenger car.

Less energy usage



We saved enough energy to power a **standard 60W lightbulb** for as long as **568 days** straight.

Less soil and water pollution



The organic cotton we used caused **69% less acidification** of soil and **132% less eutrophication** of water compared to non-organic cotton.

Huh?

Acidification is the build-up of chemicals that reduce the pH of the soil.

Eutrophication arises from the oversupply of nutrients, most commonly as nitrogen or phosphorus, which leads to overgrowth of plants and algae in the water.

In 2021, we planted a total of:

174 trees

60 trees in collaboration with
Treedom



Across 4 projects in Kenya,
Guatemala, Colombia and Haiti

114 trees in collaboration with
Ecologi



Across 2 projects in Mozambique
and Madagascar

and...

The Sustainable Development Goals

The 17 SDGs are a collection of environmental and social priority areas of focus set out by the United Nations, intended to be achieved by 2030.

The work that we do at Y.O.U Underwear aligns to several of these goals. Here is what we're doing to tackle them...



THE GLOBAL GOALS

Without proper period protection, 1 in 10 girls are left with no choice but to miss up to 12 weeks of schooling a year.

Our 2021 contribution:

We donated 8,914 pairs of underwear to vulnerable girls and women who now have access to education and employment during their periods. This was done via Smalls for All and will be supporting girls and women in the UK and across Africa.

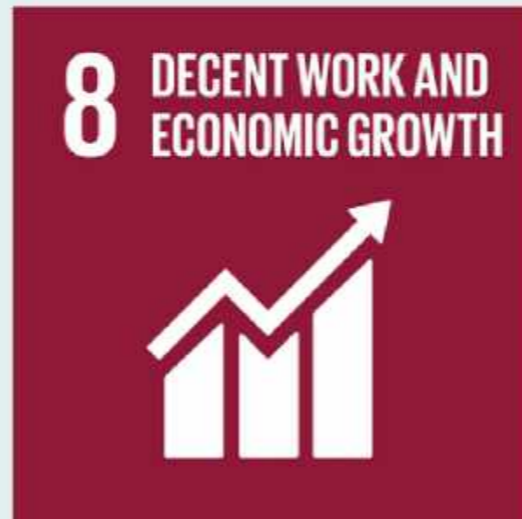




Cotton farming contributes to soil pollution, pesticide use, and uses 11x more water than organic cotton does (WWF).

Our 2021 contribution:

We have saved 618,541 litres of water by using organic cotton.



There are a host of poor work practices in many factories supplying some of the world's largest fashion brands.

Our 2021 contribution:

We work with India's leading sustainable manufacturer and ensure that nobody is exploited in our supply chain.



The fast fashion model allows clothes to be produced cheaply and quickly in order to reflect continually evolving trends.

Our 2021 contribution:

We promote conscious consumption, manufacture ethically and are launching a circular fashion scheme in 2022.

Certifications and Awards

2021 has been a big year for Y.O.U Underwear! We've won numerous awards and have been featured on national TV as well as in several newspapers and magazines.

Alongside some amazing recognition for our work, we maintained and gained third-party certifications, and signed up to various commitments across sustainability.



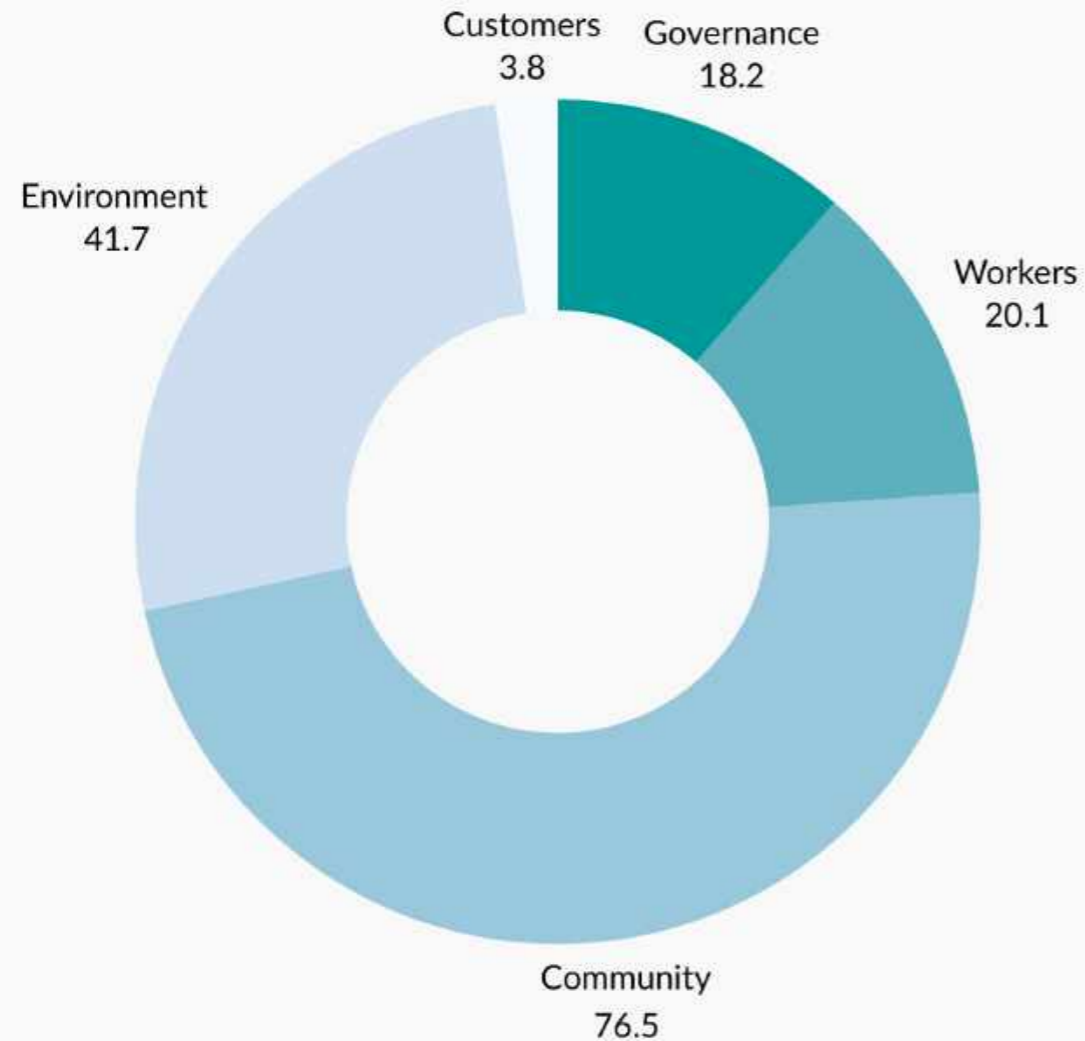
We Became a B Corp

After more than a year of hard work and development, in November 2021 we officially become a certified B Corp! Giving back and sustainability is at the heart of what we do and we wanted to become a B Corp to show that purpose, people and planet mean more to us than profit.

With the score that we achieved we can also say that we're the **highest-scoring B Corp in the UK, and the top fashion B Corp in the world!**



Our B Corp Score



- 50.9 = median score for ordinary businesses
- 80 = qualifies for certification
- Our score = 160.5!

[You can read more about our B Impact score here](#)

Recognition in 2021



Most importantly, here's what our customers had to say...

COMFORTABLY AND SECRETLY BEING REMINDED TO MAKE A DIFFERENCE.

"I love these trunks. They are incredibly comfortable... and the best bit is the secret reminder to make a difference. Wearing these is like wearing a superhero outfit that no-one can see"

- Peter, Germany

ONLY UNDIES I WANT!

"I LOVE these - had been looking for more sustainable clothing and needed a whole fresh set of underwear - love Y.O.U's whole ethos and will definitely buy again - these are so soft and comfortable and love that it is doing good for others as well!"

-Bethany, UK

Looking Forward

We're very proud of everything we've achieved this year, but we're always looking to do more.

As a certified B-Corporation, we are focused on continuous improvement, leading to long-term resiliency. As a small business it can be hard and take longer to implement the changes we want to see, but we are determined to continue to make improvements to the way we work and to make a bigger impact.

We will continue to work towards our target of donating 23,000 pairs of underwear by 2023, but with total donations already at over 20,000 pairs we've hoping to hit this target 1 year ahead of schedule in 2022!



Going Circular

We're currently developing a take-back scheme for our underwear and have started to collect old underwear, socks and tights from any brand to recycle with TerraCycle®, in an aim to stop our, and others', products going to landfill.

Circular processes can help to combat the culture of waste that the fashion industry currently relies on in order to drive profits (which comes at the expense of the environment and some of the world's most vulnerable people).



Carbon Neutral

One of our big projects this year is to calculate our current carbon footprint, not just from the water and energy we use but also through our supply chain, to see where we can make positive changes and reduce our emissions and footprint.

We'll be focusing on our digital sustainability, farming and manufacturing processes, and the further steps needed to achieve Net Zero.



Natural Alternatives

Our underwear contains 5% elastane which is crucial for stretch, comfort and quality. However, elastane is made from substances derived from crude oil.

We have started to look into sustainable alternatives to elastane to make our underwear even more eco-friendly.

Currently our dyes are low-impact, and GOTS certified. However, we're also exploring the use of natural dyes.

What to expect in 2022



A More Supportive Bralette, suitable for larger cup sizes



New styles of women's underwear, to provide a bit more coverage and be comfy for a wide range of body types



Sustainable, colourful and affordable pyjamas that give back with every purchase



Thank YOU for reading our 2021 Impact Report.

Got a question? Email hello@youunderwear.com



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