



Certified



Corporation

IMPACT REPORT

2022

Y.O.U
UNDERWEAR



We believe everyone should enjoy underwear that makes them look good, feel good and do good, and we celebrate all body types. We're the highest-scoring B Corp in the UK, proving our commitment to putting purpose above profit.

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A note from our Founder

Firstly, I want to say a big **THANK YOU** for your support over the last year. It's tough for small businesses at the moment, and even more so for those of us trying to do something different. I really appreciate all the individual words of encouragement and support we get though, and it's great to be able to meet so many of our customers directly at our new shop in Oxford.

It's only when I have to write something like this that I stop and reflect on how much we've actually achieved. 2022 finally saw the launch of some new products that we've been working on for years (literally!), all based on your direct feedback and requests, and we also implemented the first phase of our underwear recycling programme, preventing nearly 80 kg of old items from ending up in landfill. We were fortunate to win some amazing awards & commendations, including two B Corp 'Best For The World' categories, Community and Environment. We also hit our target of donating 23,000 pairs of underwear by 2023 over a year ahead of that date. That was an ambitious goal I set when starting the business (largely because I liked the numbers!), so to have actually achieved it and for so many girls to still be in school as a result of now having underwear, is the best feeling in the world.

So thank you again for the part that you all play in this - we couldn't do any of it without YOU!

I look forward to seeing where 2023 takes us, and I hope that you can join us on the journey.
Sarah, Y.O.U Founder & CEO

Our vision

To show that business -
and fashion - can be a
force for good.

Y.O.U stands for Your
Own Underwear,
because we think
everyone deserves
exactly that.



Our story

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. Globally 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 fully certified organic cotton, we manufacture fairly, and we have a giving-back model that donates pairs of underwear directly to charity for every pair purchased.

We want to empower women, have a positive social and environmental impact, and prove that business (and fashion) can be a force for good.

Highlights from 2022



11,490
pairs of pants donated

429

trees planted through Ecologi



619,690
litres of water saved



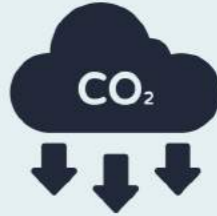
Won a Business Boost grant from Simply Business, & awards from Enterprise Nation and Global Good Awards

Launched 3 new product ranges based on customer feedback, including a more supportive bra, mid-rise bikini & mid-length trunks



Named as 'Best For The World' in two categories, Community & Environment, by B Corp, putting us in the top 5% of businesses in the world.

Opened a permanent shop in Oxford's Covered Market



265.23 kg
CO2 saved

78.6 kg

of old underwear recycled



Our Global Impact



factory



donations



trees planted

Our Social impact

Whilst volunteering in Uganda in 2016, Sarah discovered that many 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.



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!

When Sarah started the business she set a goal of donating **23,000 pairs of underwear by 2023**. Amazingly we achieved this in early 2022, over a year ahead of schedule, and by the end of the year we had donated over 32,700 pairs to Smalls for All.

Smalls for All donate at least 3 pairs of underwear to each person, providing a wear-wash-dry cycle, so that means over 10,000 girls and women are still able to attend school or work as a result. That really is the positive power of pants!

Maria, Smalls For All Founder

"Thanks to the donations from Y.O.U, we've been able to help more people across the UK and Africa get underwear. Giving pants and bras may seem like a small thing, but it can make a life-changing difference."



Underwear Donations

2022 - Smalls For All



9,012

pairs of pants donated in 2022

That means we were able to provide 3,004 individuals with 3 pairs of clean underwear each!

Our overall total donations to Smalls for All now stand at **32,774!!** That's over 10,924 girls and women who now have underwear.

It also means that we need to set a new target for the business, having already hit our 2023 target a year ahead of schedule!

More ways we support Smalls for All ...

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



420 collected in 2022

We donate 10% of the sales of all our face masks to Smalls for All. In 2022 that was: **£54.95**



Our customers have the option to add an additional donation onto their orders. 100% of this donation goes directly to Smalls for All. In 2022 you donated a total of:

£539.29



About: Mara Collection

For every item sold from our Mara Collection, we will provide a pair of underwear to girls in the Maasai communities of Oloishobor and Olorgesailie, as well as supporting the work of the Ajuma Foundation in Kenya.

The African-Inspired prints are designs by KikoRomeo, a mother-daughter design duo based in Kenya. They work with Maasai women's groups to bead some of KikoRomeo's designs, and that beadwork is what inspired our Mara prints.

Underwear Donations

2022 - Mara Collection



2,478

pairs of pants donated in 2022 to girls in the Maasai communities of Oloishobor and Olorgesailie,

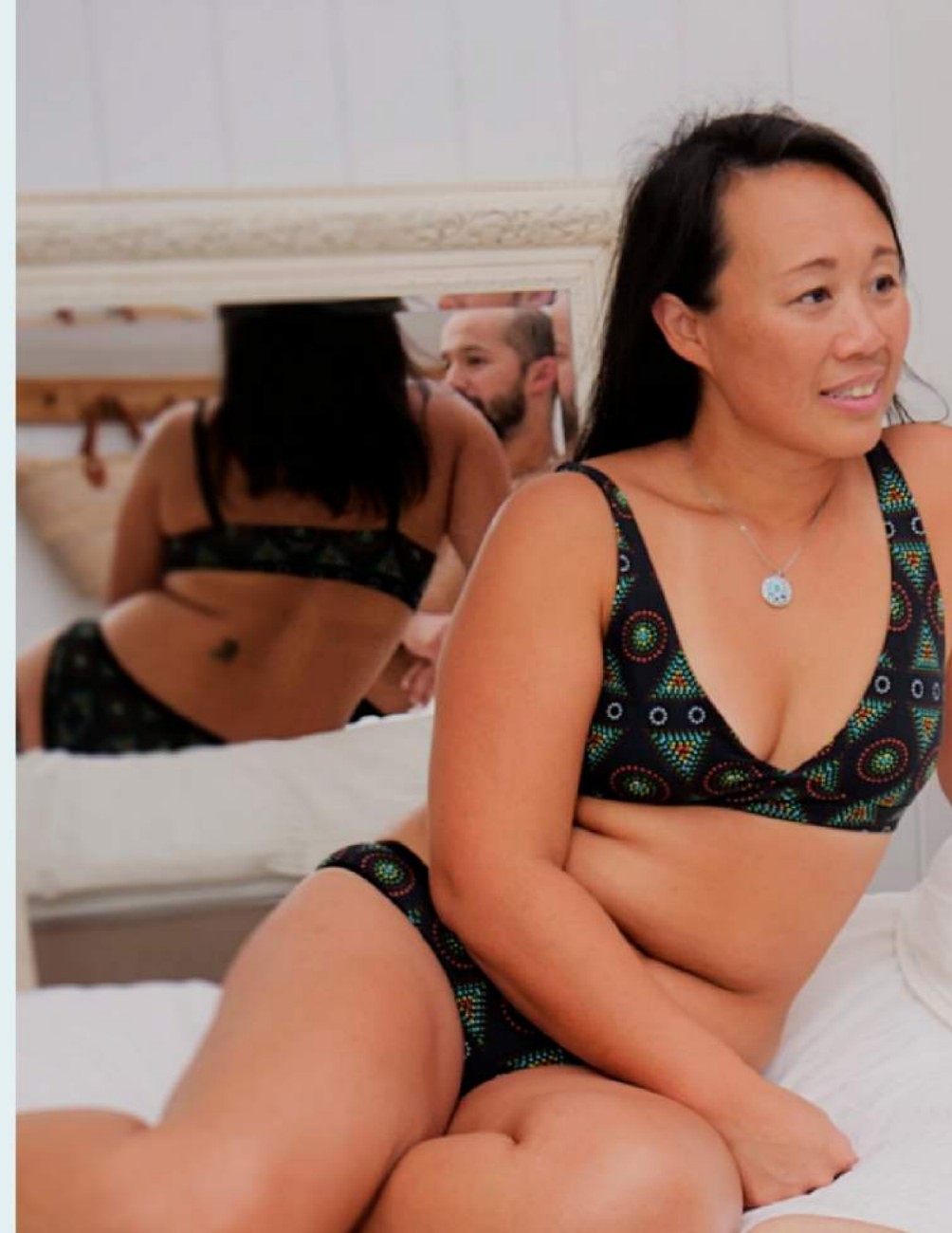


£247

We also donate to the Ajuma Foundation in Kenya, which supports childrens' education.

Our overall total donations to Maasai communities now stand at 4,045! That's over 1,348 girls and women who now have underwear.

Plus £404 supporting the work of the Ajuma Foundation





About: Future Dreams

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 across our women's, men's and girls' ranges.



£412

Donated in 2022 to Future Dreams

Our overall total donations to Future Dreams now stand at £608.

Other causes we supported in 2022



8 packs of period products to Wings

Wings is a project by YWMP aiming to provide a distribution network in Oxford to support people who menstruate or have young children and cannot access period products or nappies.



£12 to support Just a Drop's Menstrual Hygiene Programme

Based in the Wakiso District of Uganda, each purchase of a menstrual cup helps to support over 1,000 children with menstrual hygiene education and access to sustainable period products and soap.



£75.50 Going to MyVision Oxfordshire

(previously The Oxfordshire Association for The Blind) to support visually impaired people locally.

Donated from sales of handmade cards and gifts made by Jane, Hollie & Amelia in our Oxford shop.

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've implemented the first phase of our fabric recycling programme and collect our packaging to transform 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!





About: Organic Cotton

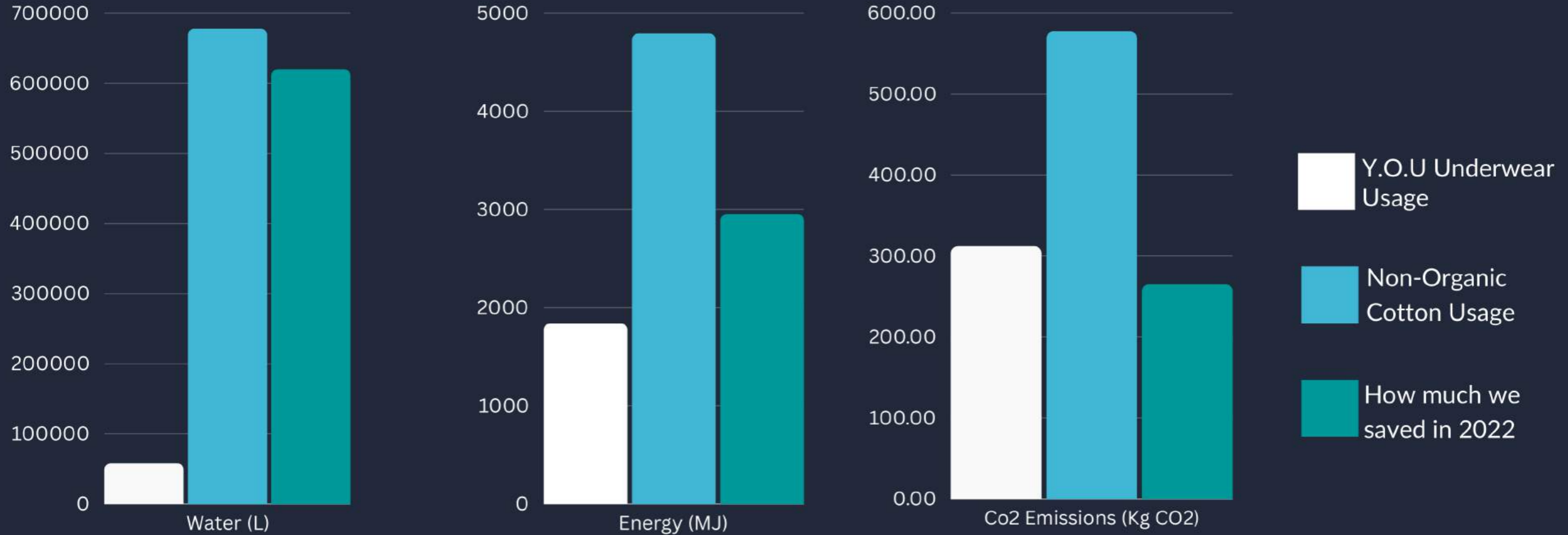
Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

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 2022 we used:

319.58 kg of organic cotton

Organic Cotton usage resulted in the following resource consumption & savings ...



...but what does that mean?

We know that a lot of these numbers can be difficult to comprehend - how much water actually is 619,690 litres? And what is the impact of the nearly 2,954 MJ of energy we are saving?

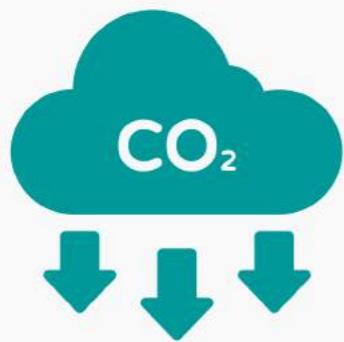
That's why we decided to make it simpler and put it in a way we can all understand, so we've translated our 'saved statistics' into bathtubs, lightbulbs, and car miles!

Less water consumption



We conserved **619,690 litres** of water (**6,196 bathtubs!**). This is as much water as an average person living in the UK would consume in 4,131 days, OR over 11.3 years!

Fewer CO2 emissions



We avoided CO₂ emissions equivalent to driving **645 miles (approximately 1,038km)** in an average passenger car. That's like going from **London to Berlin or Prague!**

Less energy usage



We saved enough energy to power a **standard 60W lightbulb** for as long as **569 days** straight. That's over a year and a half!

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.

More trees please!

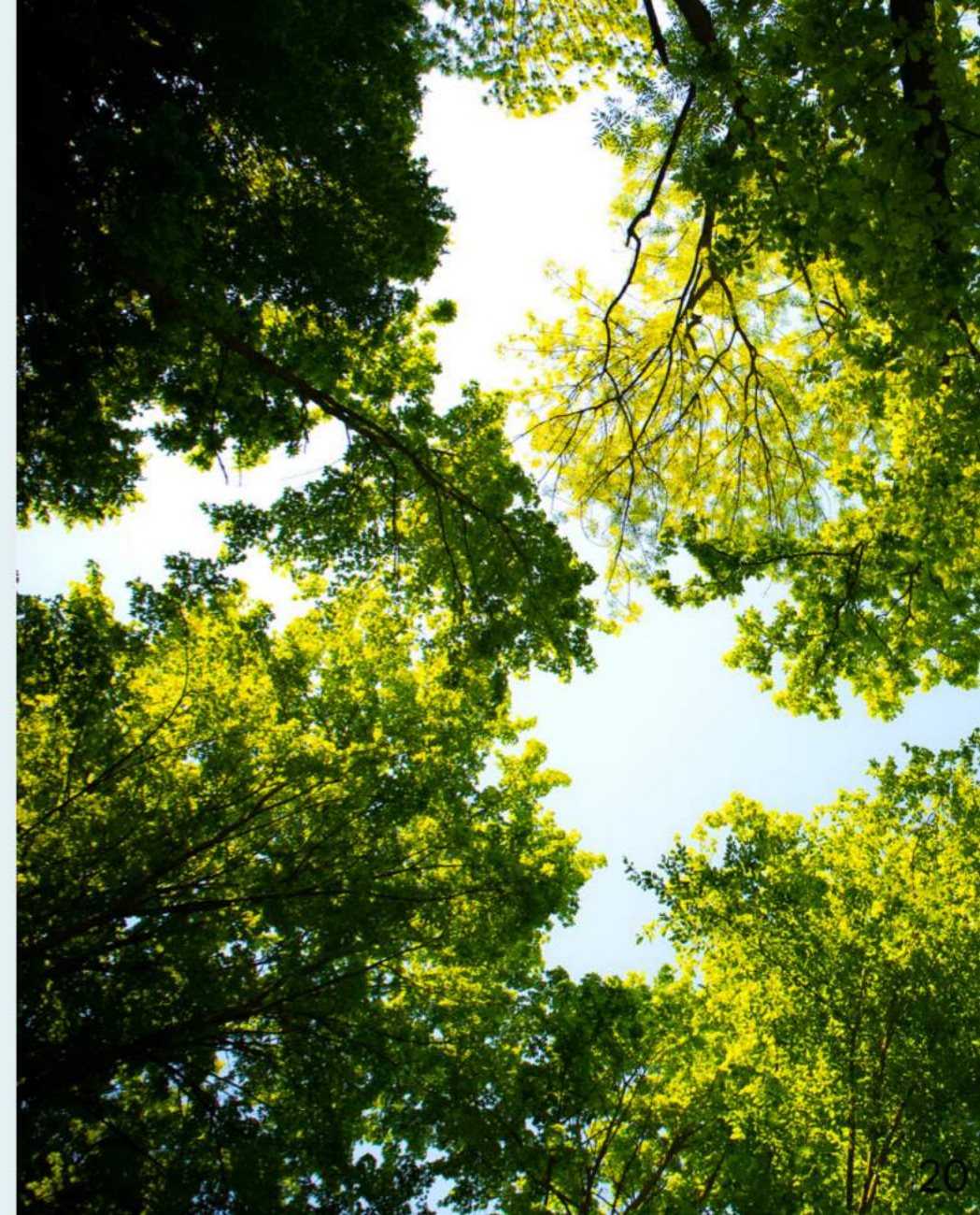
In 2022, we planted a total of:



429 trees

in collaboration with Ecologi through our newsletter sign ups and Black/Green Friday campaign in November.

These trees have been planted as part of reforestation projects in Changanane, Mozambique and in the Mau Region of Kenya.



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 and at the beginning of 2022 we assessed our alignment and performance towards the SDGs using B Lab's SDG Action Manager framework.

We have a baseline score of 67.2% and score above 50% for 7 of the sustainable development goals. We've highlighted our work that aligns with our top 5 goals over the following pages, so you can see more about what we're doing.



THE GLOBAL GOALS



4 QUALITY EDUCATION



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 2022 contribution:

We donated 11,490 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, as well as girls in Maasai communities in Kenya and Tanzania.

5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



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

Our 2022 contribution:

We have saved 619,690 litres of water by using organic cotton.

8 DECENT WORK AND ECONOMIC GROWTH



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

Our 2022 contribution:

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

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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

Our 2022 contribution:

We promote conscious consumption, manufacture ethically and launched a clothing recycling scheme in 2022.

Certifications and Awards

2022 was a big year for Y.O.U Underwear! We won some amazing awards and were fortunate to be featured on BBC TV, as well as in several newspapers and magazines.

A particular highlight was winning the Business Boost Award from Simply Business, where the funding will allow us to implement our full fibre-to-fibre recycling programme to improve the end of life impact of our underwear. We've started the initial research and will be implementing the programme in 2023, so watch this space!





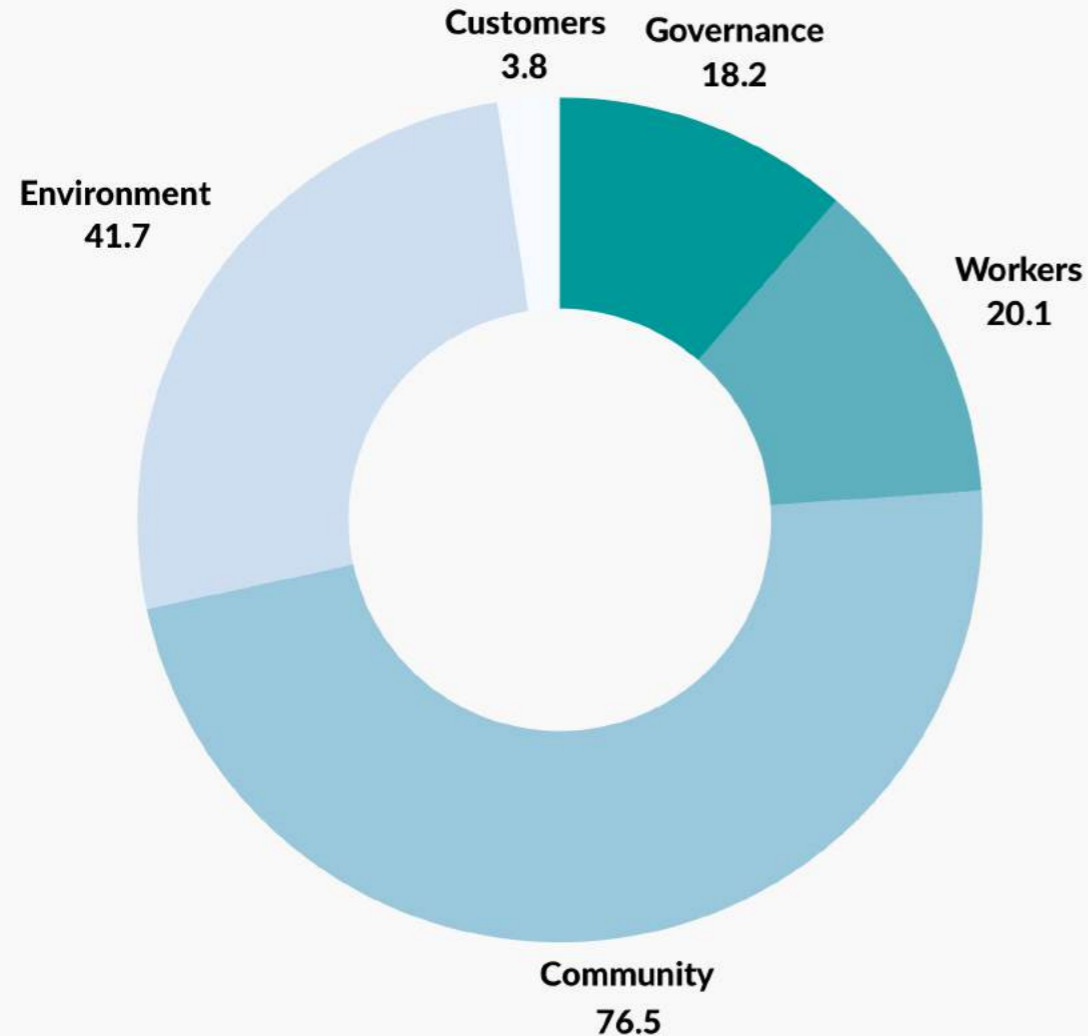
Being a B Corp

2022 saw our one-year anniversary as a B Corp, which is still one of my proudest moments since starting the business. We officially certified in November 2021 after more than a year of hard work, a huge milestone and achievement for us as such a small business. Giving back and sustainability are at the heart of what we do and I wanted to become a B Corp to show that you can prioritise purpose, people and planet at the same time as building a strong business.

I'm also excited to say that we have maintained our position as the **highest-scoring B Corp in the UK, and the top fashion B Corp in the world!**

In 2022, we also joined 2,000+ other companies in signing the **Better Business Act**, a campaign to change UK law to ensure every company is responsible for its impact on people, customers, communities and the environment, as well as its profit.





Our B Corp Score

To be certified as a B Corp, you need to achieve a score of 80. Our score is 160.5!

This means that we've achieved a score of more than double the requirement - and puts us at the top of the UK B Corp list! We're also the highest scoring fashion brand globally, so you can put your trust in our sustainable mission and creds.

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

- 50.9 = median score for ordinary businesses

Best For The World Awards in 2022



We're very proud to be part of the B Corp community and movement to show that businesses can be a force for good.

There are now over 6,000 B Corps globally, including some big brands and household names, so being named as one of the 'Best For The World' B Corps in 2022 was a huge achievement.



To be 'Best For The World', B Corps must have scores in the top 5% of one or more of the five impact areas assessed towards the certification. We achieved Best For The World in two areas - Community and Environment.

Y.O.U Oxford in 2022

Having originally started as a pop-up shop in Oxford's historic Covered Market, we moved to a new more permanent space in August 2022.

We have loved being part of the Covered Market community, supporting other local businesses and charities through our shop, and creating a sustainable hub in the heart of Oxford city centre.

With donation points for gently worn bras and new underwear for Smalls for All, period and baby products for Wings, and a collection box for old underwear (& socks, tights & swimwear) for recycling, our shop has also been a great way to raise awareness of the charities and causes we support and to improve our social and environmental impact.



"It's such a lovely shop, it feels special."
Claire, Oxford

"Loved the shop & friendly staff! Very inspiring!"
Claire H



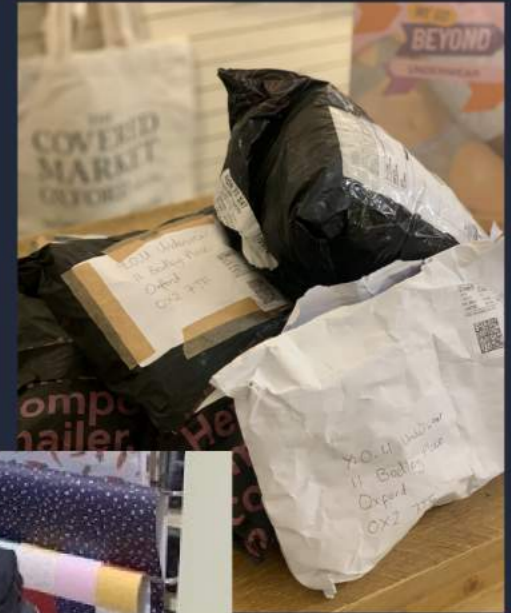
Recycle your Underwear!

With the equivalent of a rubbish truck load of clothing being sent to landfill or burnt every second*, the fashion industry is one of the most destructive and wasteful on the planet. We have always been conscious of the end of life of our underwear and in 2022 implemented the first phase of our clothing recycling scheme.

With a dedicated collection box in our Oxford shop, and customers also able to send items directly back to us for recycling, we've been able to recycle a huge **78.6kg** of underwear, socks, tights and swimwear that would otherwise have gone to landfill.

For the first phase we're using TerraCycle to recycle these items (from us and any other brand), but we're planning to implement a fibre-to-fibre recycling programme in 2023 thanks to the Business Boost grant from Simply Business.

78.6 kg
underwear saved
from landfill



Every Little Helps ...

There's a lot of pressure to do the big things when trying to have a positive impact, but the smaller actions are just as important ... and all add up.

We're particularly proud of 2 initiatives that we focused on in 2022 to make a difference to two elements of our business.



We collect old mailing envelopes from our online orders and work with an artist in London to recycle them into earrings.



In 2022 we sent over 896g of plastic to Jay, which was enough for her to create over 224 pairs of earrings.

We use a local cycle courier service for Oxford deliveries, which saves on emissions, carbon footprint & congestion with bikes used instead of vehicles.

In 2022 we sent over 20 orders to customers by bike rather than car/van, saving miles in separate journeys.



Don't take our word for it,
here's what our customers had
to say ...

Love love love 🥰

"Investing in my Y.O.U underwear is the best decision I've ever made. Most high quality pieces in my wardrobe - worth every penny! No more uncomfortable and scratchy underwear when I've got my 100% organic cotton buttery skin-like ones. Great gift idea for yourself and for a significant other, seriously, life-changing." ★★★★★

Gian, Oxford

"Y.O.U. Underwear is a fantastic company that combines the rare qualities of great products and exceptional customer service with sustainable manufacturing and social impact. Knowing I am doing good with every purchase and supporting some great causes makes me very happy!"

Caroline, Shropshire



The challenges - what didn't go so well in 2022

This Impact Report is about recognising what we have achieved, but I think it's just as important to acknowledge where things haven't gone so well or what we've not yet managed to do. Sustainability is a journey and for us being transparent about our failures is important. So here goes:

We've made less progress on tracking and reducing our carbon footprint than we'd hoped ... but this is a priority for us in 2023.

We didn't manage to implement our full fibre-to-fibre recycling programme in 2022, but are planning to get that running next year

We still have elastane in our underwear, meaning they're not yet fully biodegradable

We didn't get a chance to track and improve our work with the 3 further SDGs that align with our work - No Poverty, Decent Work and Economic Growth, and Climate Action. We need to take this forwards next year.

We still don't pay ourselves, so maintain other jobs to support the business, which is hard

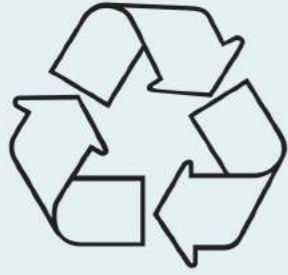
Looking Forward

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

As a certified B Corp, 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.

Each year we set ourselves social, environmental and financial targets for what we want to achieve. Having hit our main target of donating 23,000 pairs of underwear by 2023, that is the first thing we will be reviewing next year to continue to support more women and girls around the world.





Going Circular

Having implemented the first phase of our take-back scheme in 2022, recycling old underwear, socks, tights & swimwear with TerraCycle®, we have seen that customers are willing to do this to stop items going to landfill.

Next year will see us develop a fibre-to-fibre recycling programme to improve our impact further, as we want to establish a fully circular business model.



Carbon Neutral

One of our big projects in 2023 will be 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 want to find a more sustainable alternative to elastane to make our underwear biodegradable and even more eco-friendly.

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

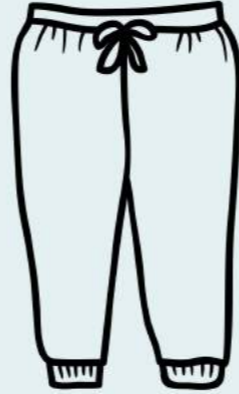
What to expect in 2023



Improvements to our more supportive bra, providing an even greater range for larger cup sizes



Improvements to our women's underwear to create a comfy style that provides more coverage and support for a wide range of body types



Sustainable, colourful and affordable pyjamas that prevent waste by using end-of-roll fabric





Thank YOU for reading our 2022 Impact Report

Got a question? Email hello@youunderwear.com

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