

Company name: Nisolo

Identifier: 196

Vetted by: Sara

Date: 26/8/21

Updated: [date and initials of updates] > save as a \_v2 copy; e.g. "Organicup\_107\_vetting form\_v2"

### **Impact brand: NECESSARY ATTRIBUTES**

*(note: to vet attributes with asterix, fill out tables on page 2&3 and add the overall result here)*

*For efficiency: follow the order of attributes in the table from 1-5*

Attribute	Present (Y/N)
1. For profit company	Y
2. Mission is aiming to improve a pressing issue in the economy that is destructive, degenerative and/or non-functional to people and/or nature	Y
3. Active pursuit of mission & creation of public benefit*	Y
4. Products are good for consumer**	Y
5. Sustainable company***	Y

*When one necessary attribute is not met > verdict = no impact brand.*

*When all necessary attributes are met > verdict = impact brand.*

**VERDICT: impact brand**

**\*Active pursuit of mission & creation of public benefit**

**MISSION: Philosophy:** “The products we wear should not only look good but should enhance the lives of the people who made them, give back more to the planet than they take away, and make our lives a little more enjoyable. This is why we design great looking products that are comfortable, functional, and always made responsibly.”

**Vision:** “To push the fashion industry in a more sustainable direction—where success is based on more than just offering the cheapest price—a direction that not only values exceptional design, but the producer and the planet just as much as the end consumer.”

*There are several combinations of how a brand can pursue its mission actively and earn a ‘tick’ in the public benefit creation box. Please rate each present attribute with points to indicate its strength. The sum of points must reach the threshold of 40 for the brand to be deemed an ‘active public benefit creator’.*

Attribute	Present (Y/N) and (points)	Strength (points)
PBC company structure	N	50 [legally backed public benefit creation]
B-corporation	30	30 [high effort and expensive; shows readiness to become a PBC (depending on the state of incorporation)]
Own projects working towards accomplishing mission	30	30-40 [medium-high effort]
Donation of products to achieve mission	N	20-40 [depending on amount donated relative to company size; relatively passive, yet can still create strong public benefit]
Donation of money to other organisations solving the mission	10	5-30 [depending on amount donated relative to company size, e.g. 1% For the Planet =5 points; passive]
Product is a tool to accomplish the mission	30	30 [product and mission are aligned. Represents holistic incorporation of mission, unlikely to be just a ‘token’.]
Founder’s personal connection to the mission	5	5

Necessary minimum threshold for public benefit creation: 40 points

Public benefit points of this company: 105

Add links to sources used here:

Establishing living wages and actively pursuing projects towards accountability (together with ABLE) through third party auditor ACCOUNTABLE

<https://nisolo.com/blogs/stride-sustainability/the-lowest-wage-in-our-supply-chain?page=1>

Shoe reclamation program: <https://nisolo.com/pages/shoe-reclamation-program>

Environmental impact offset:

<https://nisolo.com/blogs/stride-sustainability/how-our-0-net-carbon-commitment-combats-climate-change>

**\*\*Products that provide sustainable value for consumer:**

Add either Y or N in each grey field.

Supporting tool for rating: Investigate if customer satisfaction is high (e.g. reviews are at good on different platforms; genuine, unpaid posts about the performance of the product on social media)

Attribute	Present (Y/N)	Necessary
Utilitarian immediate benefit for consumer ( <i>high performing product</i> )	Y	Yes
Long term benefit(s) for consumer	Y	Yes
Materials considered safe according to current scientific standards	Y	Yes
Functional design & aesthetic	Y	Yes
No premium pricing/overpriced	Y	Yes

Add links to sources used here:

Comments on pricing and fair living wages:

<https://nisolo.com/blogs/stride-sustainability/the-lowest-wage-in-our-supply-chain?page=1>

Why Nisolo was created: <https://nisolo.com/blogs/stride-sustainability/ceo-note>

Optional for this step (necessary once deemed impact brand):

Benefit for the consumer now: (e.g., fresh, clean water; reduced laundry drying times)

Benefit for the consumer long-term: (e.g., reduced risk of a specific health benefit; save money)

**\*\*\*Sustainable company & sustainable production:**

Please rate each attribute with the according points to indicate its strength. For the brand to be deemed a 'Sustainable company':

- The sum of points must reach the threshold of 30 points in total, and
- at least a score of 10 for 'transparency' and
- at least 5 points in each of the other domains (colors).

Add as much info as necessary to each attribute; discuss the choice of points in the table or in comments where appropriate.

+ Strength: 5 = good; 10 = intermediate; 20 = strong; 30 = law-enforced/certified

Attributes influencing sustainability	Present (Y/N) & name which + (points)	Strength +
Materials: The materials or processes used reduce pressure on the environment compared to other mass-adopted alternatives (e.g. waste-reduction, CO2 reduction, reducing dependency on crude oil)	20 [by-product of meat production instead of factory produced material]	5-20
Materials: The materials are not raw materials, but e.g. recycled and/or don't deplete 'resources pool' (e.g. latex harvested from living trees)	5	5
Materials: The products/materials are recyclable, compostable or degrade harmlessly in the appropriate environment (i.e., don't go to landfill)	5 [will be repurposed if sent back to the company]	5
Operations: Emissions, waste and other negative externalities created by the company's operations are tracked and reduced or offset	15	5-20
Operations: The company puts effort towards using some of the industry's safest available processes possible, especially in manufacturing; and reasons are given (e.g. harsh chemicals used in production of viscose are recycled and neutralised appropriately before released into waste water)	5 [some vegetable-tanned leather, many Leather Working Group Certified tanneries]	5-10
Operations: The company puts effort towards reducing packaging and other externalities in their presentation and transportation of products	5 [0 % net carbon]	5-10
Stakeholders: The products/materials protect or increase wellbeing of animals (short- or long term)	/	5-10
Stakeholders: The products/materials protect or increase human health and/or wellbeing (short- or long term)	5	5-10

Stakeholders: Stakeholders are empowered throughout the supply chain (e.g., living wage, fair trade, safe working conditions, employment of skilled artisans, company culture, mental health leave, team building projects, stimulating work and environment...)	30 [3rd party certified living wages; healthcare, professional development, leadership training, further education opportunities, etc., and all partner factories have signed and agreed to the <u>Nisolo Code of Conduct</u> ]	5-30
Transparency: The company holds third-party certifications that verify their claims (apart from B-certification)	15	5-20
Transparency: Location of production and reason for the choice of location is disclosed		5
Transparency: disclosure of manufacturing/production processes etc. on the website; information-rich website and/or FAQ; and/or the company is a PBC (legal obligation of reporting on mission)	25	5-30
Transparency: disclosure of manufacturing/production processes etc. in follow-up emails or video chat	n/a	5-25
Transparency: interaction with customer feedback (e.g., is the company replying to reviews? How? How are negative reviews treated?)	5	5

Sustainability points of this company (need min. 30): 135

Scores at least 10 in 'Transparency': Y

Scores at least 5 in all other domains: Y

Add links to sources used here:

Rich FAQ: <https://support.nisolo.com/hc/en-us>

Several extensive letters from CEO on issues in industry and how they are approaching solving them: <https://nisolo.com/blogs/stride-sustainability/the-lowest-wage-in-our-supply-chain?page=1>

Shoe reclamation program:

<https://nisolo.com/blogs/stride-sustainability/shoe-reclamation-program>

