



Fashion with respect  
for people and planet



KUYICHI



MADE-BY is an independent consumer label for fashion companies who strive to continuously improve the social, economic and ecological conditions throughout the whole supply chain of their collections.

The mission of MADE-BY is to make sustainable fashion common practice.





# + Solidaridad



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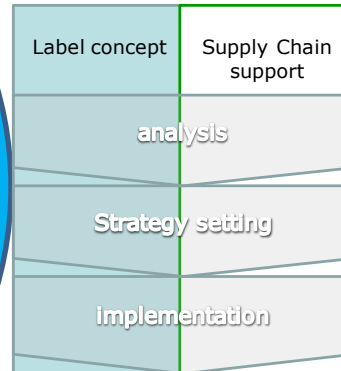
MADE-BY works with their partner organisation Solidaridad which has teams active in countries like China, India, Peru, Uganda and Tanzania.

Label concept	Supply Chain support
analysis	
Strategy setting	
Implementation	

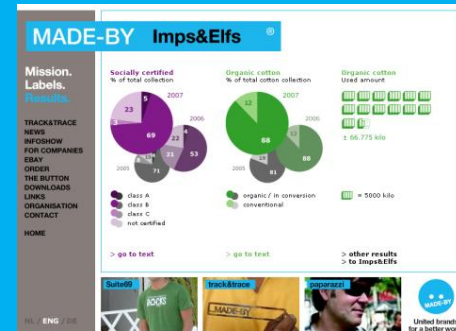


# MADE-BY

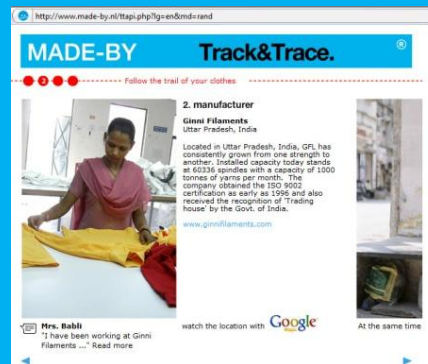
## MADE-BY LABEL blue button



## MADE-BY SCORECARDS back-up of label



## MADE-BY TRACK & TRACE trace the origin of your products



# MADE-BY

## MADE-BY LABEL blue button

This indicates that the item is from a brand that is committed to producing a growing part of its collection with respect for people and planet.

Label concept	Supply Chain support
analysis	
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## MADE-BY SCORECARDS back-up of label

Status of social circumstances and green materials used. Progress is measured once a year. Measured by independent certifications.

## MADE-BY TRACK & TRACE trace the origin of your products

- Reinforces social and environmental claims.
- Involves consumers through the MADE-BY consumer module
- Personalises product

# Compliance & Certifications

	Social Conditions	Environmental Conditions
Farmer	Fair Trade, SA8000	Organic: IFOAM accredited
Spinning	SA8000, WRAP	Organic
Fabric making/ Processing	SA8000, WRAP	EU-Eko, SKAL, GOTS
Manufacturing	SA8000, FWF, BSCI WRAP, FLA, ETI	GOTS
Finishing	SA8000, WRAP	EU-Eko, SKAL, GOTS

# MADE-BY Benchmarking

Class A	Class B	Class C	Class D	Class E
<ul style="list-style-type: none"><li>• SA8000</li><li>• ETI</li><li>• Fair Wear Foundation</li><li>• Production in low risk countries</li></ul>	<ul style="list-style-type: none"><li>• FLA</li><li>• BSCI</li></ul>	<ul style="list-style-type: none"><li>• Wrap</li></ul>	<ul style="list-style-type: none"><li>• Organizational Health &amp; Safety</li><li>• Other</li></ul>	<ul style="list-style-type: none"><li>• Non-monitored</li><li>• Non-certified</li></ul>

<http://www.made-by.nl/downloads/BenchmarkSocialStandards0803.pdf>

- MADE-BY does not have its own code.
- MADE-BY benchmarks existing social certifications and monitoring systems against criteria developed by MADE-BY, (taking ILO as the basis)
- This benchmark is translated into categories which enables MADE-BY to 'score' suppliers on their level of social compliance.



CASE STUDY :



## BACKGROUND

“The Komodo label was set up in 1988, with the specific aims of designing clothes, creating employment in developing countries and also for Joe Komodo and his friends.”

<http://www.komodo.co.uk/>

- Most of Komodo's products are made in Nepal in one factory with a relationship established over 19 years.
- Significant % of its cotton products use organic cotton.







CASE STUDY :



## MADE-BY Involvement

- MADE-BY Supply chain manager & Solidaridad work together to develop
- Action plan with a realistic improvement approach :
  - most suitable key supplier
    - Nepalese factory.
  - most appropriate certification to reach
    - SA8000
- Solidaridad did not have a network in Nepal, so they asked their trained SAI Consultant from India to work closely with Nepal factory to improve conditions via correspondence and visits.



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## CASE STUDY :



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### MADE-BY Involvement

- Commitment from brand to encourage the factory to put in the effort & sometimes money into improving its conditions.
- SCM facilitating the progress with all parties to make sure everything is on target with the action plan.
- Further meetings to assess progress and deal with any risk areas.
- SAI consultant prepared the Nepalese factory and made the factory audit ready for an external independent SAI auditor in June 2009.

#### MADE-BY SCORECARD.

### Komodo

**Social conditions:** Komodo has established very strong relationships with its factories. Around two thirds of Komodo's clothing collections are made in a factory in Nepal which they have been loyal to for 19 years. Komodo has helped improve the social aspects of this factory to aim for the Class A accreditation: \$48000. The audit is in June 2009 and the outcome will be published in next year's scorecard. Komodo is working hard with its other key suppliers to reach this compliance as well.

Komodo is involved in a number of charity initiatives including Free Tibet. They have, also, produced a range of high fashion sneakers where a proportion of every sale goes to the charity Wateraid.

**Environmental conditions:** Forty percent of the cotton used in the collection is organic. Other fibres they used include hemp, mixes in tops and natural leaves and grasses with recycled tyre rubber sole footwear. They also produced T-Shirts which are printed in the UK, certified according to Soil Association standards.

Socially certified  
% of total collection

● class A  
● class B  
● class C  
● unclassified



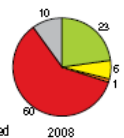
Organic cotton  
% of total cotton  
collection

● organic /  
in conversion  
● conventional



Raw materials  
% of total collection

● class 1  
● class 2  
● class 3  
● class 4  
● class 5  
● unclassified



Organic cotton  
2008  
kilos of organic cotton  
used

10.501 kilob

5000 kilo



## CASE STUDY :



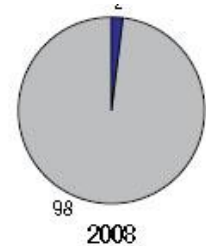
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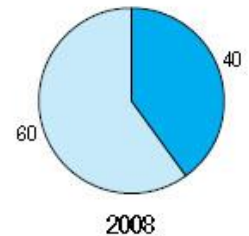
**Socially certified**  
% of total collection

- class A
- class B
- class C
- unclassified



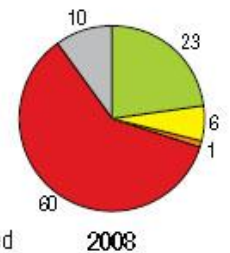
**Organic cotton**  
% of total cotton collection

- organic / in conversion
- conventional



**Raw materials**  
% of total collection

- class 1
- class 2
- class 3
- class 4
- class 5
- unclassified





blackpot

intoxica



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RIANNE DE WITTE



IT'S MI



suite69

imps&elfs

SLIPPELY



Pure

ecois't



KUYICHI



TCC<sup>®</sup>  
total chaos company



alchemist

circle of trust

HUPSAKEE

