



RESPONSIBLY JOULES CHARTER

A love of the countryside is, and always has been, at the heart of the Joules brand; creating meaningful products inspired by nature and the changing seasons, all perfect for enjoying the great outdoors or cosy indoors. Respecting and considering the environment that we constantly draw inspiration from is fundamental to our business.

Clothing can play a strong functional and emotional role in society, however, we are acutely aware that it also has many adverse environmental and social impacts associated with its sourcing, manufacture and after-life.



At Joules we believe that managing our business in a way that recognises our environmental and social impact and working to manage and minimise any adverse impacts where feasible, is good for business, for all of our stakeholders and is fundamentally the right thing to do. This is embedded in our core values and beliefs. As we grow and operate across more categories and territories, our supply chain and wider business operations become more complex. Recognising this, we are committed to operating a business which is proactively looking at ways to reduce our environmental impacts and positively contribute to the world around us. As part of this commitment:

WE WILL...

continue to design and create products with a purpose, with durability and high quality that meet the functional needs of our customers and can be enjoyed and handed down for years to come.

WE WILL...

act responsibly across our supply chain, identifying and putting measures in place to recognise, manage and mitigate adverse environmental and social impacts that may arise as a result of the materials or processes we use to create our products, as far as is practical and feasible.

WE WILL...

positively contribute to industry debate on sustainability matters as an active participant, leading by example, asking for insight and support from others when necessary and sharing our learnings and best practice to help drive industry standards forwards.

WE WILL...

proactively look for improvements and innovation in our processes, to ensure we are doing our best for the environment and our customers, communities, colleagues, suppliers and shareholders.

WE ARE...

committed to supporting the communities around us, both on a local level, as well as nationally, through strong partnerships with charities where we can make a difference.

WE WILL...

work hard to be a great employer, supporting our people through their working lives with us and ensuring they have a safe, happy and rewarding place to work.

WE ARE...

committed to measuring, monitoring and reducing the environmental impacts of our operations around the world, including our head office, distribution centres and stores.