

Madewell

**RESPONSIBLE
FORESTRY
COMMITMENT**

As of June 1, 2021

At Madewell, we believe in delivering the best possible products to our customers while honoring our broader commitment to corporate social responsibility. We continually work to ensure that we are sourcing the materials for our products responsibly, constantly keeping in mind the quality of our products and the values of both our customer and our company. Madewell is committed to the sustainable use of the world's forests and lands, in order to protect ecosystems, prevent biodiversity loss and combat climate change. For this reason, we are committed to sourcing all pulp-based products, such as man-made cellulosic fabrics, from sustainable sources.

CONSERVATION OF ANCIENT AND ENDANGERED FORESTS AND ECOSYSTEMS

Madewell will support approaches and systems to build a future that does not use ancient and endangered forests in manmade cellulosic fabrics (including rayon, viscose, lyocell, modal and other trademarked brands). We will influence our fabric supply chains in order to protect the world's remaining ancient and endangered forests¹ and endangered species² habitats.

To do this, we will:

1. Assess our existing use of man-made cellulosic fabrics and eliminate sourcing from endangered species' habitats and ancient and endangered forests such as the Canadian and Russian boreal forests; coastal temperate rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa by 2022.
2. Work to eliminate sourcing from companies that are logging forests illegally³ from tree plantations established after 1994 through the conversion or simplification of natural forests, from areas being logged in contravention of indigenous and local peoples' rights or from other controversial suppliers.
3. Work with Canopy and our suppliers to support collaborative and visionary solutions that protect remaining ancient and endangered forests in the coastal temperate rainforests on Vancouver Island⁴ and the Great Bear Rainforest⁵, Canada's boreal forests⁶ and Indonesia's rainforests.⁷

4. Engage our suppliers to change practices and/or re-evaluate our relationship with them if we find that any of our forest fibers are being sourced from ancient and endangered forests, endangered species' habitats or illegal logging.

This commitment is aligned with, and builds on, the work of not-for-profit organization [Canopy](#), who collaborates with brands and retailers to ensure that their supply chains are free of ancient and endangered forests as part of the [CanopyStyle Initiative](#).

SHIFT TO MORE ENVIRONMENTALLY AND SOCIALLY BENEFICIAL FABRICS

Madewell will collaborate with Canopy, innovative companies and suppliers to encourage the development of fiber sources that reduce environmental and social impacts, with a focus on agricultural residues⁸ and recycled fibers. In 2021, Madewell will put in place a preference for purchasing man-made cellulose with a minimum of 50 percent of these innovative fiber sources and develop a 2025 procurement target for these closed-loop solutions based on viscose fiber producer innovation.

RECOGNIZING, RESPECTING AND UPHOLDING HUMAN RIGHTS AND THE RIGHTS OF COMMUNITIES

Madewell will request that our suppliers respect the Universal Declaration of Human Rights and acknowledge indigenous and rural communities legal, customary or user rights to their territories, land and resources.⁹ To do so, we request that our suppliers acknowledge the right of indigenous people and rural communities to give or withhold their Free, Prior and Informed Consent (FPIC) before new logging rights are allocated or plantations are developed. We request that our suppliers resolve complaints and conflicts, and remediate human rights violations through a transparent, accountable and agreeable dispute resolution process.

FOREST CERTIFICATION FOR FABRICS

Where the above conditions are met (including I-4), Madewell will request that all fiber sourced from forests are from responsibly managed forests, certified to the Forest Stewardship Council (FSC)

certification system, and where FSC certified plantations⁰ are part of the solution.

SUPPORT BEST PROCESSING PRACTICES

Madewell requires that our man-made cellulosic suppliers use best available environmental practices for processing, such as the closed-loop lyocell processing.

REDUCE GREENHOUSE GAS FOOTPRINT

Recognizing the importance of forests as carbon storehouses, as part of our ongoing leadership on climate, Madewell will support initiatives that advance forest conservation to reduce the loss of high carbon value forests, by encouraging suppliers to avoid harvest in these areas and by giving preference to those that use effective strategies to actively reduce their greenhouse gas footprint.

PROMOTE INDUSTRY LEADERSHIP

Madewell looks to create a positive impact together with our suppliers, partners and customers. As implementation progresses, Madewell will work with suppliers, non-governmental organizations, other stakeholders and brands that are part of the CanopyStyle initiative to support the protection of ancient and endangered forests and forward solutions to reduce demand on our forests. We will also seek opportunities to educate and inform the public on these issues and solutions through our marketing and communications.

¹Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity. Ecological components of endangered forests are: intact forest landscapes; remnant forests and restoration cores; landscape connectivity; rare forest types; forests of high species richness; forests containing high concentrations of rare and endangered species; forests of high endemism; core habitat for focal species; forests exhibiting rare ecological and evolutionary phenomena. As a starting point to geographically locate ancient and endangered forests, maps of high conservation value forests (HCVF), as defined by the Forest Stewardship Council (FSC), and of intact forest landscapes (IFL), can be used and paired with maps of other key ecological values like the habitat range of key endangered species and forests containing high concentrations of terrestrial carbon and High Carbon Stocks (HCS). (The Wye River Coalition's Endangered Forests: High Conservation Value Forests Protection—Guidance for Corporate Commitments. This has been reviewed by conservation groups, corporations and scientists such as Dr. Jim Stritholt, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations for their forest sourcing policies). Key endangered forests globally are the Canadian and Russian boreal forests; coastal temperate rainforests of British Columbia, Alaska and Chile; tropical forests and the peatlands of Indonesia, the Amazon and West Africa.

²A good source to identify endangered, threatened and imperiled species is NatureServe's conservation status rankings for imperiled species that are at high risk of extinction due to very restricted range, very few populations (often 20 or fewer), steep declines in populations or other factors.

³Legal forest management is management that complies with all applicable international, national and local laws, including environmental, forestry and civil rights laws and treaties.

⁴Coastal temperate rainforests are rare and have only ever covered 0.2 percent of the planet. On Vancouver Island, only 10 percent of the

productive old-growth rare coastal temperate rainforests remain. These stands of 1,000-year-old trees continue to be harvested despite their immense value to local communities for tourism. Their accessibility and beauty are a remarkable global asset and Canopy is working to see these last stands protected.

⁵Conservation solutions are now finalized in the Great Bear Rainforest. On February 1st, 2016, the government of British Columbia, First Nations, environmental organizations and the forest industry announced 38 percent protection in the Great Bear Rainforest and an ecosystem-based management approach that will see 85 percent of this region off-limits to logging. Provided these agreements hold, sustainable sourcing has been accomplished in this ancient and endangered forest. We encourage ongoing verification of this through renewal of Forest Stewardship Council certification.

⁶Protection of boreal forests where the largest remaining tracts of forests are located worldwide is critical and dissolving pulp is becoming an increasing threat. Canada's boreal forest contains the largest source of unfrozen fresh water worldwide and is part of the world's largest terrestrial carbon sink—equivalent to 26 years worth of global fossil fuel use. Canopy is committed to working collaboratively on the establishment of new protected areas, the protection of endangered species and the implementation of sustainable harvesting in Canada's boreal forest.

⁷Indonesia experiences the second highest rate of deforestation among tropical countries, with the island of Sumatra standing out due to the intensive forest clearing that has resulted in the conversion of 70 percent of the island's forested area (FAO Forest Assessment 2010; Margono, B.A. et al. 2012). Canopy and our NGO partners are focused on forwarding lasting protection of the Leuser Ecosystem. Asia Pulp & Paper (APP) and Asia Pacific Resources International Ltd. (APRIL) have been identified as the primary cause and have been criticized by local and international groups for being implicated in deforesting important carbon rich peatlands, destroying the habitat for critically endangered species and traditional lands of indigenous communities, corruption, and human rights abuses (Eyes on the Forest. 2011. <http://www.eyesontheforest.org/>

eyesontheforest.or.id). APP and APRIL have both put in place forest policies, tracking implementation closely will be key to understanding if either company offers lasting solutions for Indonesia's rainforests. Cellulosic fiber producer Sateri, is part of the Royal Golden Eagle Group along with APRIL.

⁸Agricultural residues are residues left over from food production or other processes and using them maximizes the lifecycle of the fiber. Fibers used for paper products include cereal straws like wheat straw, rice straw, seed flax straw, corn stalks, sorghum stalks, sugar cane bagasse and rye seed grass straw. Where the LCA (life cycle analysis) shows environmental benefits and conversion of forest land to on-purpose crops is not an issue, kenaf can also be included here. Depending on how they are harvested, fibers for fabrics may include flax, soy, bagasse and hemp. (Agricultural residues are not from on-purpose crops that replace forest stands or food crops.)

⁹<http://www.un.org/en/universal-declaration-human-rights/>

¹⁰Plantations areas that have been "established by planting or sowing using either alien or native species, often with few species, regular spacing and even ages, and which lack most of the principal characteristics and key elements of natural forests." Plantations prior to 1994 are often FSC certified.

Source FSC: <http://www.fsc.org/download.plantations.441.htm>