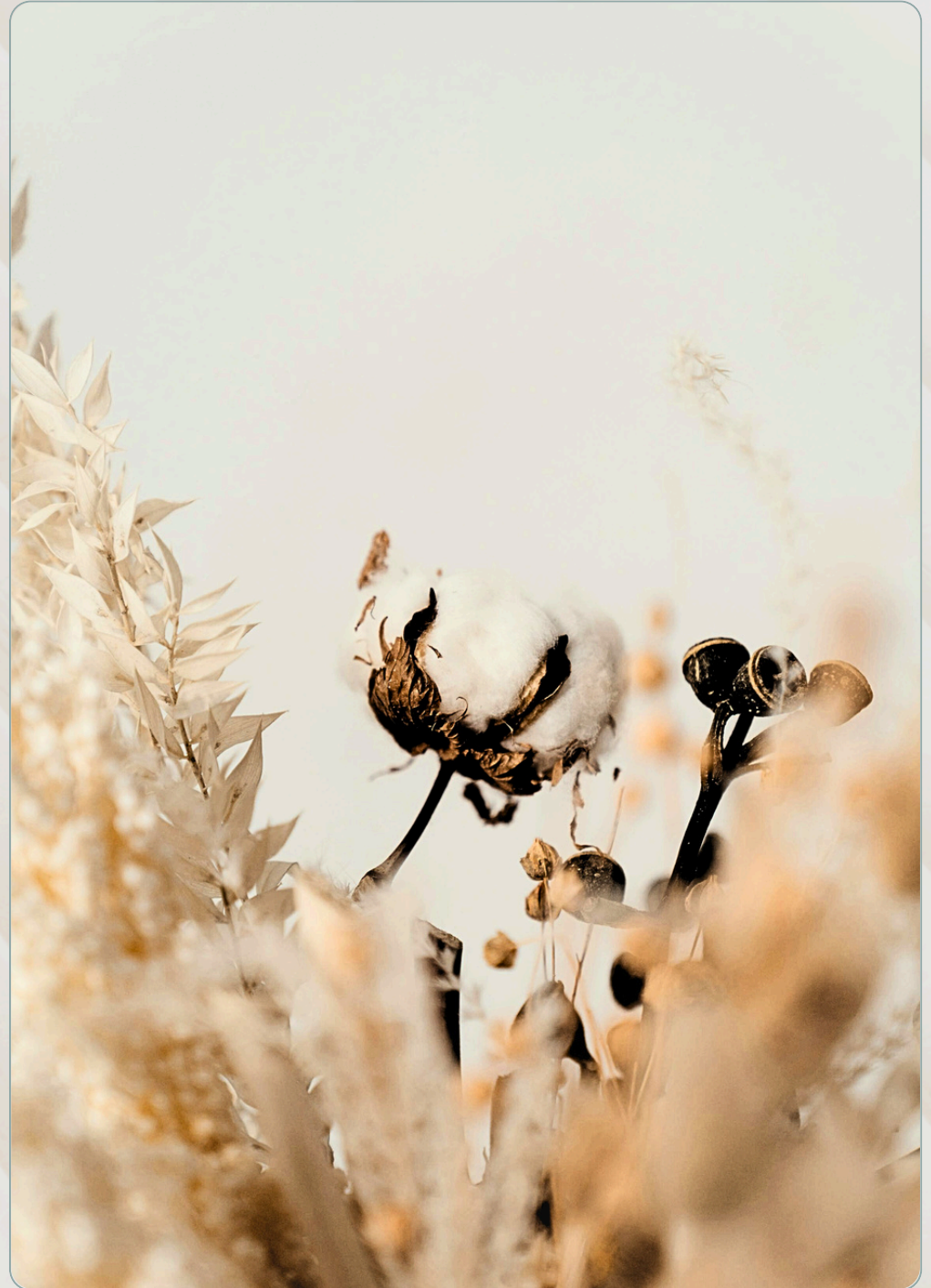




# Mission *Report* 2024

Fairly Made





# Letter from Our Founders

This past year marked a turning point for Fairly Made—a shift from ambition to scale, from insight to action. With more brands onboard and deeper industry collaborations, we continue to push traceability and transparency as the foundation of a more responsible fashion industry. Our solution has evolved too—now empowering brands not only to measure but also to act, with the launch of our Ecodesign module.

The regulatory landscape is shifting faster than ever. From evolving environmental labeling requirements to the upcoming Digital Product Passport, compliance is no longer just an obligation—it's a strategic asset. Data has become the key to anticipating change, staying ahead of regulations, and designing products with sustainability at their core.

This year's Impact Report reflects this evolution. It showcases the power of reliable data in driving transparency, reducing risks, and making informed decisions at every step of the value chain. The progress we see today is the result of a collective effort: brands, suppliers, CSR leaders, and tech innovators working together to build a new industry standard. The figures tell a clear story: transparency leads to action, and action leads to impact.

Fashion is transforming, and Fairly Made is proud to be at the forefront of this movement—helping brands turn data into action, and ambition into measurable impact.

***Laure Betsch and Camille LeGal - Co-founders of Fairly Made***





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Result of Our  
*Mission Audit* *Coming*



# About Fairly Made®



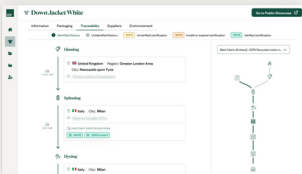
Fairly Made was founded in 2018, beginning its journey in the field alongside the men and women on the production lines, and then moving to our customers' offices to convince them that creating a traceable product from materials with a lower environmental impact was realistic.

**Today, Fairly Made provides a comprehensive 360° SaaS solution that enables luxury and fashion brands to assess the social and environmental impacts of their products.**

## Our solutions to empower fashion brands on their sustainability & compliance journey

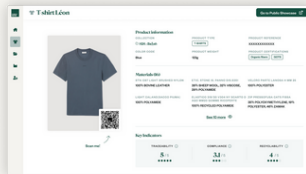
### TRACE

Improve supply chain visibility, reduce supplier fatigue, and gather data from tier 1 to raw materials.



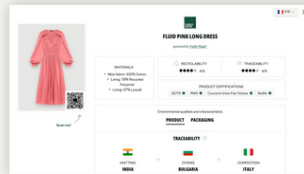
### MEASURE

Conduct complex LCAs for environmental impact and assess social impact using 110 criteria.



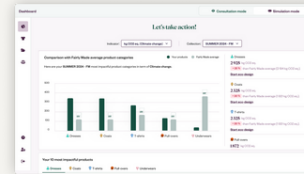
### COMMUNICATE

Achieve transparency by sharing traceability and impact data with our digital passports.



### ECODESIGN

Create scenarios, and simulate environmental savings and benefits at the product level.



## Key Figures

**+80 employees**

in France, Italy and the UK

**+100 companies**

working with us worldwide

**+150,000 products**

**assessed**

since 2021

**+20,000 suppliers**

in our database

**100%** of our offers are aligned with our mission.



# Our Mission

Since 2018, our journey has been fueled by a clear mission: **to improve the environmental and social impact of the fashion industry.**

Our co-founders, Laure Betsch and Camille Le Gal, embarked on a global quest, visiting over 200 factories worldwide to gain an in-depth understanding of the complexities within the fashion supply chain.

This tireless research and their firsthand insights led to the creation of Fairly Made, a SaaS solution designed to bring transparency to every stage of the supply chain, while empowering brands to strengthen and consolidate their CSR strategy.

Although the initial business activity was sold at the end of 2023, allowing us to fully focus on our tech-driven approach, our mission remains the same.

Because we believe that with the right tools, every brand has the power to become a true change-maker.

## A mission-driven company since day one

Since September 2023, Fairly Made has officially obtained the status of **mission-driven company** (in French, *société à mission*) as defined by the PACTE Law.

This milestone solidifies our commitment to creating a positive environmental and social impact across the industry.

We pursue **four objectives** through our mission, as mentioned in our company statutes:

### Objective #1

Improve the traceability of textile and leather supply chains

### Objective #2

Measure the environmental impact of textile and leather products to help brands and factories reduce it

### Objective #3

Support brands and suppliers in identifying and preventing the social and environmental risks linked to their textile and leather production

### Objective #4

Promote transparency among the various stakeholders in the textile industry to accelerate consumer awareness

#### OUR VALUES

### A better company for a better industry



#### Transparency

We strive to ensure that everyone can make informed choices, from brands tracing their supply chain to consumers.



#### Rigor

We engage each supplier in your supply chain and employ internationally recognized methodologies to ensure the most precise and reliable results.



#### Benevolence

We show kindness to all stakeholders, recognizing that sustainability is a journey where everyone begins with a first step.

# A Mission Focused on Our Core Business

	1	2	3	4
STATUTORY OBJECTIVES	<p>Improve the traceability of textile and leather supply chains</p>	<p>Measure the environmental impact of textile and leather products to help brands and factories reduce it</p>	<p>Support brands and suppliers in identifying and preventing the social and environmental risks linked to their textile and leather production</p>	<p>Promote transparency among the various stakeholders in the textile industry to accelerate consumer awareness</p>
OPERATIONAL OBJECTIVES	<ul style="list-style-type: none"> <li>Guarantee a <b>secure SaaS</b> solution to improve transparency in the textile industry</li> <li>Consolidate Fairly Made's relationship with <b>suppliers</b> and <b>enhance their engagement</b> with sustainability and traceability issues</li> </ul>	<ul style="list-style-type: none"> <li>Improve <b>brands' knowledge</b> regarding the environmental impact of their products on the entire life cycle</li> <li>Ensure our <b>methodology is up to date</b> with regulatory standards</li> <li>Leverage our clients' usage of LCA results to <b>drive ecodesign strategies</b></li> </ul>	<ul style="list-style-type: none"> <li>Improve <b>brands' knowledge</b> regarding the social impact of their supply chains</li> <li>Identify and alert brands on <b>social and environmental risks</b> in their supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Provide consumers with <b>clear and accessible information</b></li> <li>Bring our <b>expertise</b> to the industry and our ecosystem</li> <li>Raise <b>awareness of regulatory topics</b> and highlight the <b>best practices</b> of committed brands</li> </ul>
KEY 2024 ACHIEVEMENTS	<p>+11 people in our Tech &amp; Data Teams</p> <p>Deployment of our <b>Supplier Interface</b></p> <p>Develop resources to improve <b>Suppliers awareness</b> and reach better traceability results</p>	<p>+10 people in our Impact and Customer Success Teams</p> <p>Strengthening of our <b>LCA tool</b></p> <p>Launch of our <b>Ecodesign Module</b></p> <p>Launch of our <b>Knowledge Hub</b></p>	<p>1 dedicated person in charge of <b>risk management</b></p> <p>First developments of our <b>Supply Chain Intelligence Module</b> including risk management</p>	<p>Launch of our <b>Training for Retail Teams</b></p> <p>+30 events attended by Fairly Made</p> <p><b>Fairly Made Community</b> Events</p> <p>Launch of our <b>new website</b> with clearer access to <b>premium content</b> and new <b>Legal Hub</b></p>

# Our Dedicated Governance

To ensure that our activities are aligned with our mission, we have set up a **dedicated governance** structure. Our **Mission Committee**, composed of the following nominated members, is responsible for measuring the effectiveness of past actions and challenging our next decisions.

 ROLE	 MISSIONS	 OPERATIONS
<ul style="list-style-type: none"> <li>• <b>Monitor our mission</b> execution and the strategic and operational implementation of Fairly Made's mission</li> <li>• Monitor the <b>proper application</b> of the four statutory <b>objectives</b> and the associated <b>roadmap</b></li> </ul>	<ul style="list-style-type: none"> <li>• Assess <b>the effectiveness of actions</b> implemented to achieve our objectives</li> <li>• Validate the <b>overall coherence</b> of the mission model and challenge our ambitions</li> <li>• Support the <b>implementation of our commitments</b></li> <li>• Anticipate <b>societal trends</b> and <b>emerging solutions</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Several consultations</b> per year and <b>specific working sessions</b> as required</li> <li>• Presentation of the annual <b>Mission Committee Report</b></li> </ul>

## Our Mission Committee

- 

**Frédéric Curier,**  
*Impact Entrepreneur Naturel'Kid*  
 -> **External vision of the needs**
- 

**Clotilde Chanard,**  
*CSR Manager at Des Petits Hauts*  
 -> **Clients' vision of the needs**
- 

**Bruno Nahan,**  
*CEO at BUGIS*  
 -> **Suppliers' vision of the needs**
- 

**Pauline Hoffmann,**  
*Customer Success at Fairly Made*  
 -> **CSR expert, in contact with our clients**
- 

**Mélanie de Leusse,**  
*Head of Legal at Fairly Made as President of this Committee*  
 -> **Expert in environmental law**

**Laure Betsch**, co-founder of Fairly Made, actively participates in these meetings as a permanent guest.

In 2024, our Mission Committee met once in person to assess our 2023 performance and prepare our Mission Report.

# Our Mission Control System





# *Objective #1*

## Improve the Traceability of Textile and Leather Supply Chains



# What Is the Challenge?

At Fairly Made, we are convinced that **traceability is where the sustainability journey begins**. To measure and improve the impact of a product, we first need to know where it comes from and how it is made.

Indeed, the fashion industry is **globalized**, with **complex value chains** and **numerous subcontractors** around the world. Given the social and environmental risks associated with the fashion industry (e.g., forced labor, deforestation), **gaining a better understanding of suppliers is a major challenge for fashion brands**.

Traceability issues are also at the heart of regulations and consumer expectations for greater transparency, as illustrated by the implementation of the **AGEC law in France, French and European environmental display projects**, and, more recently, the adoption of the **CSDDD** (Corporate Sustainability Due Diligence Directive) by the European Commission.

## Big things take time...

Fairly Made aims to support brands over the long term by providing them with the right tools and the necessary level of awareness to engage their partners in the traceability journey.

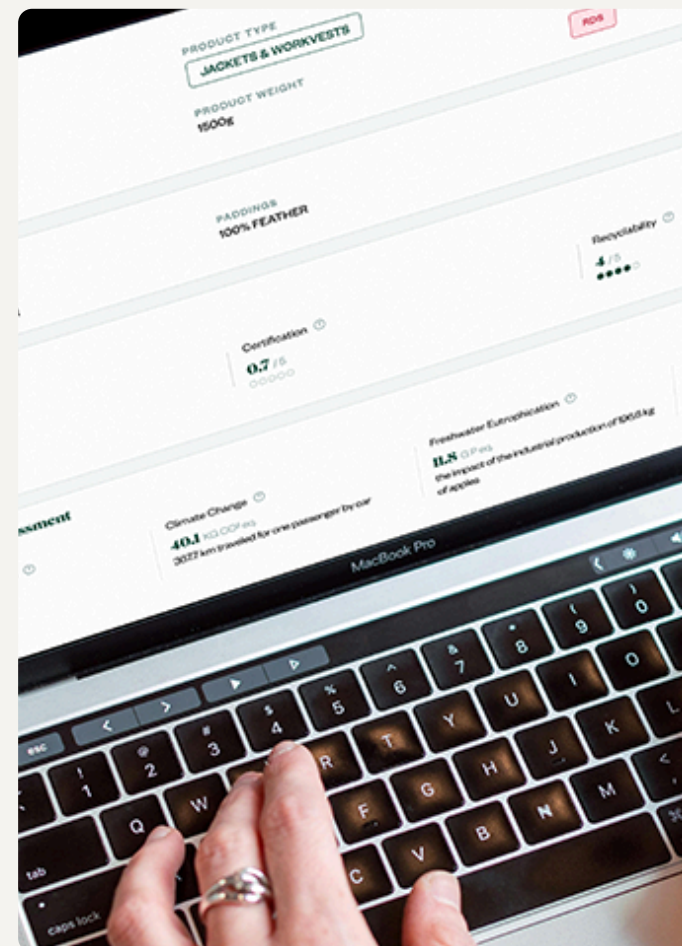
Fairly Made supports brands in this traceability journey in four stages:

**Step 0:** Help the brand to define their objectives

**Step 1:** Engage tier 1 suppliers and beyond in the traceability journey

**Step 2:** Collect as much data as possible while ensuring high data quality

**Step 3:** Share this data with the brands in a simple and accessible form





# 2024 Key Achievements

## #1 Guarantee a secure solution to improve transparency in the textile industry

**Data security and confidentiality** are key to building trust with our users, and enabling us to collect quality data. The same applies to the stability of our tools and interfaces. We have set ourselves a **high target in terms of platform availability** (applicable to both our brand and supplier interfaces). In 2024, we reached **99.99%**.

### Building trust with our brands and suppliers

In 2024, we strengthened our leading position as a traceability solution, with more than **100 companies** working with us. Most of our clients are now based in France, the United Kingdom, the Nordic countries, and Italy. Among them, we are proud to count **220 active users** of the Fairly Made App.

But brands are not our only customers! In 2024, **more than 20,000 suppliers** were registered in our database and onboarded onto our Supplier Interface.



### Increase the number of products traced by Fairly Made

Number of products traced		
2022	2023	2024
4,933	37,059	56,358

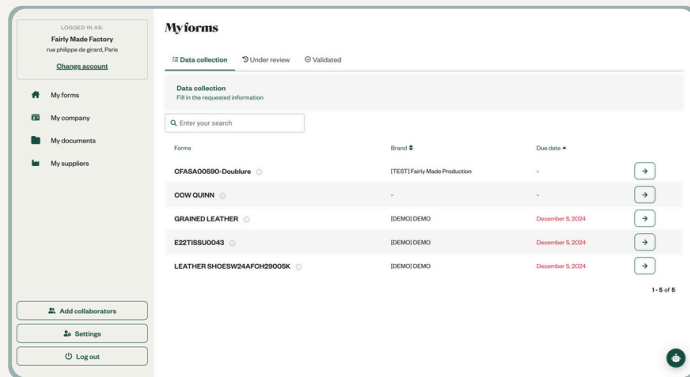
- Thanks to:
- ✓ A better supplier awareness & engagement
  - ✓ Our team expertise and knowledge of the industry
  - ✓ More clients & increased trust in Fairly Made tools and approach
  - ✓ Enhanced scalability and automation of our solution



# 2024 Key Achievements

## #2 Consolidate Fairly Made's relationship with suppliers and enhance their engagement within sustainability and traceability issues

**Data quality is key** in every traceability journey – which is why it is crucial to **raise suppliers' awareness** and understanding of the requirements. In 2024, our focus has been to enhance the supplier experience and drive the **adoption of our Supplier Interface** to improve data reliability, onboarding resources, and feature developments.



Key actions include:

- ✓ **Onboarding guides** and resources available from the Supplier Interface
- ✓ Weekly **webinars** in 5 languages (FR, EN, IT, PT, ZH)
- ✓ More **data checks and automatisation**
- ✓ Restructuration of the **content and design** of our collecting forms

### Growth in supplier knowledge

Rather than focusing on results at any given moment, we emphasize how brands progress from study to study. On average, we help brands increase their supplier database **by 3.37 times** across their supply chain.

#### Average progression in knowledge of the Supply Chain (vs. the initial number of suppliers known by the brand)

2022	2023	2024
x3	x3,38	x3,37

**+5,500** new suppliers in our database in 2024

Among the 56,453 products we analyzed in 2024, **we managed to reach Tier 5 suppliers\* in 60% of cases\*** (+8% vs 2023)

*\*At least the country of cultivation and extraction of raw materials.*

**However, we can still improve:** in 13% of cases, we could not go beyond Tier 1 suppliers\* (same as in 2023)

*\*At least the country of manufacturing.*

As a result, **our Supplier NPS increased up to 9/10** at the end of the year.



# Opinion of the Mission Committee

*Implementing traceability presents a range of opportunities and challenges for both brands and suppliers.*

*For brands, collecting data can be very time-consuming. Working with Fairly Made represents a significant time-saver, while ensuring the quality of the data collected. Without reliable traceability data, there is no reliable impact. The year 2024 was marked by a complex economic and geopolitical context that impacted brands' CSR ambitions. Fairly Made was able to adapt, responding to the diverse needs of brands: from regulatory compliance objectives to CSR leadership ambitions. The Committee noticed that, for the most advanced brands, beyond improving their knowledge of their suppliers, Fairly Made can be an excellent tool for optimizing their sourcing strategy.*

*The Committee also acknowledges the deployment of the Supplier Interface, which emphasizes the importance of addressing the needs of suppliers as much as those of brands. Suppliers are Fairly Made's primary users and the starting point for any traceability project. For now, the challenge will be to maintain commitment and overcome supplier resistance.*

*The challenges for the coming years is to go further in guaranteeing and measuring data quality through the automation of data verification processes and the introduction of AI.*

*"The challenge for our Data team is to ensure the quality of the data collected. On a technical level, we are working on automating tests and data consistency reviews, regularly refining our data model, and limiting free fields as much as possible to avoid errors. More recently, we have integrated artificial intelligence to verify documents submitted by suppliers.*

*Our priority for 2025 will be to strengthen automatic inconsistency detection by measuring the number of conflicts identified between supplier and brand declarations."*

**Sarah Bugalho**

Head of Data at Fairly Made



*"As a customer brand I see greater transparency on the different stages and suppliers identified. This also opens up opportunities for discussion with our direct suppliers and enables us to make better sourcing decisions"*

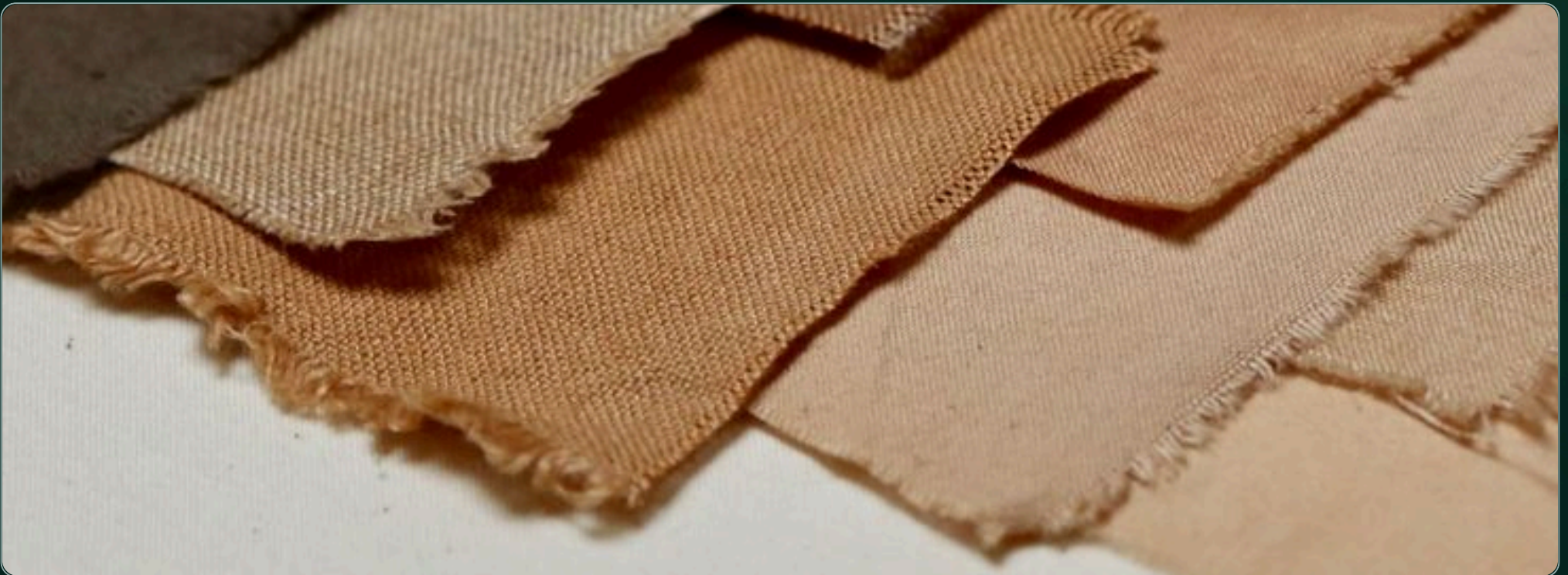
**Clothilde Chanard**

CSR Manager, Des Petits Hauts  
& Member of Mission Committee



## *Objective #2*

**Measure the Impact of Textile and Leather Products to Help Brands Reduce It**



# What Is the Challenge?

## Key figures

**80%** of all product-related environmental impacts are determined during the design phase of a product.  
(Ellen McArthur Foundation)

**93b.** cubic metres of water - enough to meet the needs of five million people - is used by the fashion industry annually.  
(UNCTAD)

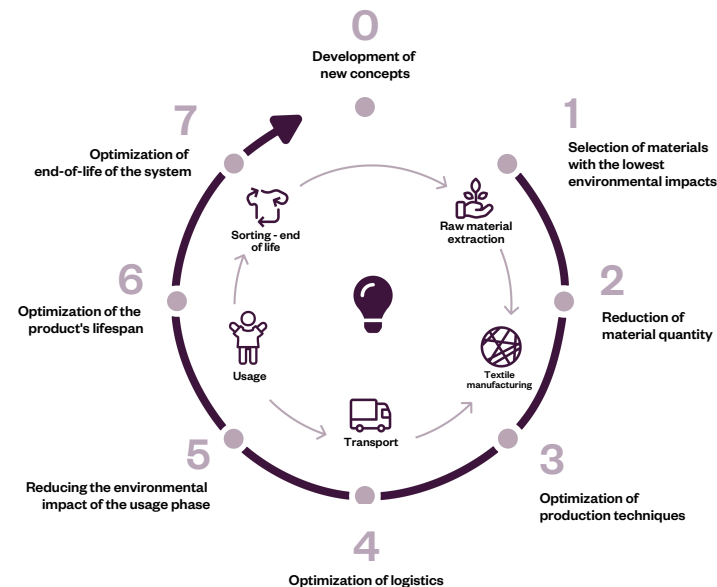
**1,8%** of annual GHG emissions is roughly due of the sector growth.  
(Fashion CEO agenda 2023)

Implementing circular business models could reduce greenhouse gas emissions by **336 million tons by 2030**, which is 32 percent of the reduction required for the textile sector to meet the Paris Agreement.  
(Ellen McArthur Foundation)

## Our ambition:

to provide brands with the right tools to understand and reduce the impact of their products

## Life cycle assessment tool



### Understanding LCA: A Comprehensive Approach to Reducing Environmental Impact

- A **step-by-step comprehensive approach** minimizes impact, enhances durability, and optimizes circularity.
- It also prevents shifting the **environmental burden** rather than reducing it. To build an effective ecodesign strategy, a **structured methodology is essential**.
- **Brezet's wheel** helps define this strategy by selecting key improvement areas across a product's life cycle.

# Our Approach

## #1 A methodology and product up to date with regulatory standards.

We participate in working groups at both French and European levels.

## #2 A constant R&D, undertaken by our team of engineers

Our ongoing dedication to monitoring R&D efforts underscores our commitment to delivering innovative and impactful solutions that meet the evolving needs of our industry and society. In 2024, our whole team dedicated to innovation spent **1,559 days** working on innovative projects for our future features.

## #3 A legal team, conducting weekly regulatory monitoring

We have a dedicated public affairs and regulatory team internally who believe that textile legislation is a significant leverage point for transforming the industry. This team has two main missions: monitoring legislation at various levels (French, European, and worldwide(1)) and identifying laws that are relevant and priority to our product (2).

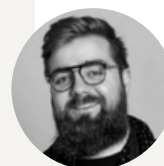
## #4 A strong textile expertise

Our teams are highly skilled and extensively trained, with deep expertise in the textile industry, particularly in Leather Data, Grades Methodology, Risk Suppliers and Life Cycle Assessment (LCA) methodology. Their specialized knowledge enables us to provide precise, high-value insights to our clients.

*“The year 2024 marked a turning point for impact measurement in two key ways. First, we developed a powerful calculator capable of handling a large number of references with unprecedented precision. Additionally, this calculator now integrates the latest updates to the French methodology for calculating environmental costs.*

*These advancements led to the creation of a new ecodesign module. Thanks to this tool, our clients can adjust product design parameters and see scenario evolutions in near real-time.*

*Today, we are taking it even further: thanks to the progress made in 2024, our clients can now significantly reduce the environmental impact of their products in a concrete way”.*



**Maximilien Schrub**

*Doctor, Analyst Manager and Methodology Referent*



# 2024 Key Achievements

## #1 Improve brands' knowledge regarding the environmental impact of a product on the entire lifecycle

To implement an effective ecodesign strategy and make the right decisions, brands need reliable data and a precise understanding of the results. Without accurate insights, sustainability efforts risk being superficial — addressing one issue while unintentionally creating another.

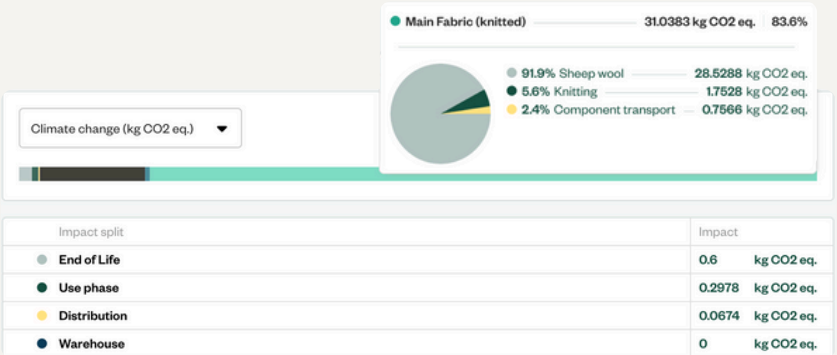
**In 2024, our priority was to help brands better understand and leverage Life Cycle Assessment (LCA) results to improve their ecodesign strategies and decision-making, beyond the regulatory context**

Key actions :

- ✓ **New LCA UI/UX design on the App** - allowing better identification of the hot spots and ecodesign priorities.
- ✓ **Launch of our Knowledge Hub** - a space accessible directly from the Fairly Made App and regularly updated by our team, enabling brands to learn more about CSR issues, using the platform, understanding our methodology and using LCA results.
- ✓ **Team Support & Expertise - more than 10 people** joined both of our Impact & Customer Success teams, supporting our brands every day in developing their skills and achieving their objectives.

*We're proud of what we've achieved, but we're also aware of how complex these issues can be for brands. We'll be build on this momentum in 2025, by stepping up our change management approach.*

Total number of LCAs calculated by Fairly Made		
2022	2023	2024
4,933	20,696	36,193



### How can we help you?

Search for answers

**Getting started**

Where to start? What to do?

**Become an expert on CSR**

Learn everything you need to finally understand what your CSR manager is talking about

**Experience the platform**

Read how-to articles and guides for all Fairly Made tools

# 2024 Key Achievements

## Our investment in working groups

### French Environmental Labeling



**Ecobalyse**

Active participation and collaboration on the **methodology** and the **level 2 expert group**

### Textile Physical Durability



Project to **standardize the physical durability** of clothing

### ESPR x DPP



Community of interest and **Working Group** on digital product passport GS1



**Working group** on Circular product DPP



### ESPR



Identify in the **transparency Register** and want to **part of the Ecodesign Forum**

### DPP



Project of **Standardisation** of DPP architecture



In the **Cirpass 2 Stakeholder Textile Working Group**

### Impact Measurement

**PEFAppearFootwear**

Participation in **Supporting Studies**, Public consultations and in the **Data Working Group of the EF TAB**

### Software influence



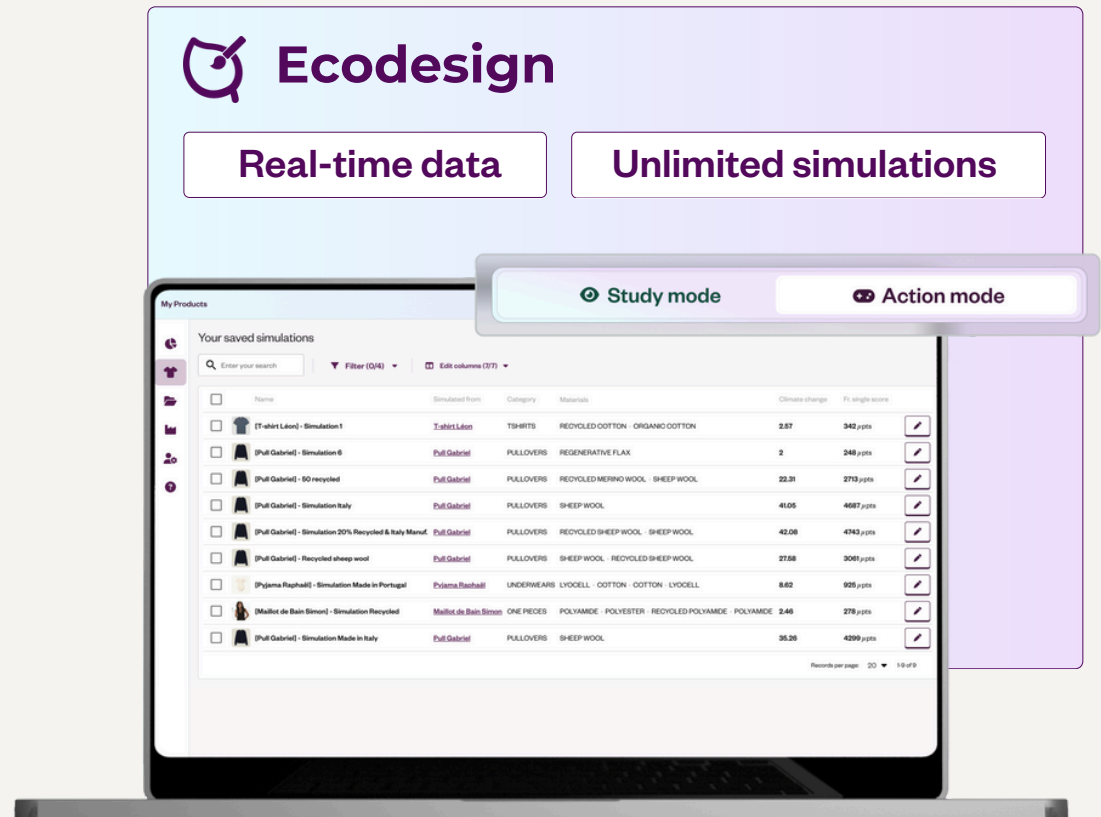
**French coalition** to **promote the** interests of traceability and impact measurement **software** in **European** affairs

# 2024 Key Achievements

## #3 Leverage our clients' usage of LCA results and support them in ecodesign through a dedicated Ecodesign module

Without doubt our greatest achievement of 2024 is the launch of our Ecodesign module, enabling our customers to capitalize on LCA results to drive down the impact of their products.

Features:	Benefits:
<b>01. Unlimited Simulations</b> Test <b>unlimited scenarios</b> with <b>immediate results</b> to identify the most sustainable options.	Explore multiple design strategies freely to uncover the most effective solutions for your objectives.
<b>02. Material Adjustments</b> Choose from <b>hundreds of material options</b> .	Compare and select the most sustainable materials to find the best option for your needs.
<b>03. Customizable Impact Parameters</b> Adjust <b>key transformation stages</b> —dyeing, manufacturing, weaving, knitting, and printing— as well as <b>weight</b> and <b>transportation</b> .	Gain precise impact assessments to optimize resource efficiency and reduce environmental footprint.
<b>04. Real-Time Feedback</b> Track impact changes instantly with a <b>detailed lifecycle breakdown</b> , powered by <b>specific data from suppliers</b> .	Make fast, data-driven decisions to accelerate low-impact product development.



# Opinion of the Mission Committee

*The Committee highlights the business expertise of Fairly Made's teams and their deep understanding of industry needs, strong differentiators in the market. Fairly Made's active participation in working groups is a guarantee of quality and confidence for stakeholders in the ecosystem, especially in these uncertain economic and political times.*

*The Committee also commends the educational efforts made by the teams to empower brands in the use of LCA results via the Fairly Made App. Change management, training, and tools like the Knowledge Hub are valuable assets that enable brands to make progress.*

*The launch of the Ecodesign module is a key achievement for 2024. This new offering is 100% aligned with the mission and will undoubtedly foster collaboration between CSR, production, and creative teams. The challenge is now to ensure that this tool is seamlessly integrated into existing brand processes, so that ecodesign becomes routine rather than an additional workload for teams.*

*In 2024, the political landscape in the U.S. and Europe has led to the downgrading of certain key issues, such as environmental labeling. Nonetheless, Fairly Made has successfully integrated the French methodology, enabling brands to anticipate the entry into force of the French Climate and Resilience Act. The challenge now is to stay involved in working groups, increase lobbying efforts, and, above all, explain these often complex changes in methodology and timelines to brands. Whether or not legislation is in place, product sustainability must remain a priority for fashion brands.*

*"Our philosophy is to use real supplier data as much as possible in our LCA calculations. This primary data is supplemented by assumptions, known as secondary data. In 2025, we will be working on a reliability index, based on the percentage of real data used. This will enable brands to identify areas where they need to improve data collection, while also providing them with better insights into the quality of the data."*



**Maximilien Schrub**

Doctor, Analyst Manager and Methodology Referent

*"One of our priorities for 2025 is to focus on the impact Fairly Made has on our customers. What is the added value of our support? How is our data used? What strategic decisions (sourcing, relocation, ecodesign) does it lead to?"*

*Our ambition is to carry out a pilot project with one brand to quantify these actions."*



**Pauline Hoffmann**

Customer Success Manager  
& Member of Mission Committee



## *Objective #3*

**Support Brands and Suppliers in Identifying and Preventing Risks Linked to Their Production**

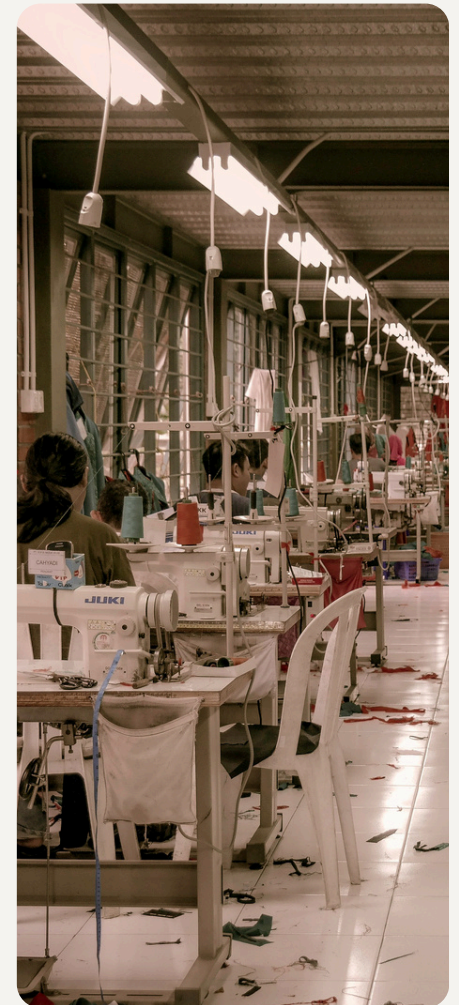
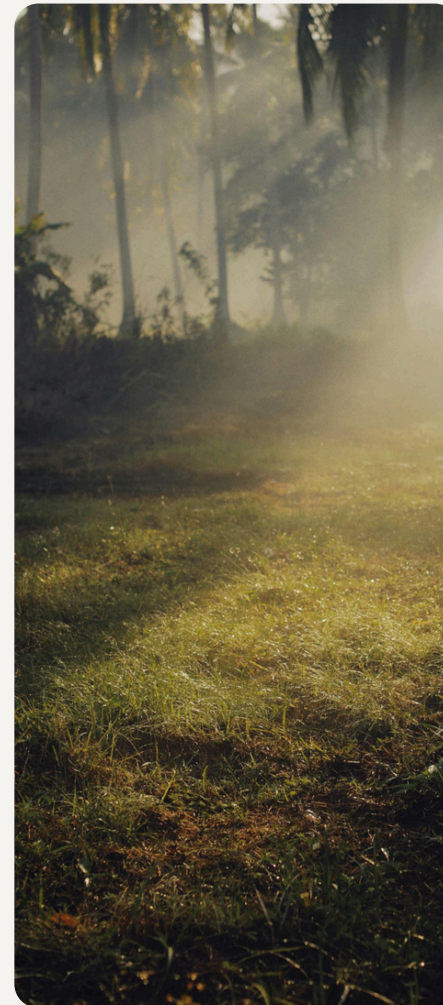


# What Is the Challenge?

**Securing the value chain** is crucial to avoid social, environmental, and reputational risks. Unfortunately, many production scandals had to occur before a binding legal framework was established. The **collapse of the Rana Plaza** garment factory in Dhaka, Bangladesh, in 2013 is sadly famous. More recently, other scandals have emerged, such as the issue of **textile waste** in Ghanaian landfills, the **environmental costs** of ultra-fast fashion, and allegations of **forced labor involving Uyghurs**.

Today, the legal arsenal is far from complete but is still evolving in the good way to address human and environmental risks. A pioneering example, **French law (Law No. 2017-399 of March 27, 2017, on Due diligence)**, imposes an increased due diligence on large companies to prevent human rights violations, environmental harm, and occupational health and safety risks throughout their value chain.

Since the enactment of France's first “due diligence” law, several similar pieces of legislation have been passed in other countries and at the European level. These laws indicate a growing trend towards corporate accountability for respecting human rights and protecting the environment, reflecting **a global awareness of the importance of due diligence** in business operations.



# 2024 Key Achievements

## #1 Identify and alert brands on social and environmental risks in their value chain

Since 2022, Fairly Made has implemented **a process to identify potential risks related to human rights abuses, forced labor and deforestation** within brands' supply chains. This risk identification is based on declarative data provided by suppliers during the traceability data collection. Two criteria are considered:

- **The geographical origin of the declared fibers**
- **The supplier identified at each stage of the supply chain**

Once traceability is established, the risk assessment process can begin to address any social risks, in line with the principles of due diligence.


To meet these challenges, an **internal database** has been developed, listing suppliers associated with the risks of forced labor or deforestation. This database is based, in part, on reliable data from international NGOs and is continuously updated.

If a risk is identified, the supplier is reported to the brand with detailed information about its role in the supply chain and the level of risk identified. It is then the brand's responsibility to check and take corrective actions.

It is important to note that while Fairly Made strives to identify as many risks as possible as part of our due diligence process, we cannot guarantee the identification of all potential risks.

Potential risks identified by Fairly Made	2023	2024
Forced Labor or Human rights abuses	14	27
Deforestation	11	32

“The number of risks identified increases as databases become more accurate and precise. In 2025, our aim is to make brands more accountable by making it easier for them to access the data, thanks to an advanced module integrated into the App. At the same time, we will continue to integrate new databases to provide more information on the risks present in the supply chain.”



**Clémence Gaudin**

Traceability Analyst & Risk Management Referent



# 2024 Key Achievements

## #2 Contribute to the improvement of social impact for brands

Throughout the traceability data collection process, we encourage suppliers to declare their scope certifications and audits.

On the Fairly Made platform, brands have access to a certification score that enables them to assess their suppliers' level of commitment, across all stages of the value chain.

In 2025, we'll go one step further by collecting material transactional certificates and share them directly to the brands through the Fairly Made App.

Percentage of suppliers assessed with at least one valid social or environmental certification

2023	2024
1,352	2,647

*"Since 2024, we've gone one step further, as all scope certificates submitted are verified by an OCR (Optical Character Recognition) tool developed internally, within the Data Teams.*

*This advance meets our challenge of scalability and improving the quality of the data provided on the App."*



Marguerite Szabo  
Data Scientist

### TOP 5 CERTIFICATIONS & AUDITS COLLECTED AMONG SUPPLIERS



# Opinion of the Mission Committee

*The Mission Committee commends the efforts of Fairly Made in addressing these objective, emphasizing the importance, more than ever, of ensuring the veracity of the data collected.*

*The Committee recognizes the value of providing a structured and efficient solution that enables both brands and suppliers to manage risks more effectively. By simplifying the data collection process and improving traceability, Fairly Made's approach enhances transparency and supports the risk mitigation strategies of both brands and suppliers. For brands, Fairly Made becomes also a tool for managing reputational risk and brand image, which is a strong argument for top managers.*

*Given the setback to certain regulations, notably the European Due Diligence Directive (CSDDD), the challenge will be to continue raising awareness among brands, encouraging them to further secure their value chains independently of regulatory requirements.*

*"Supplier risk management is a key concern for our brands - but we notice that they still rely heavily on us for this risk identification work. Our aim is to empower them by giving them the right tools. This is one of the objectives of our Supply Chain Intelligence module, which was 100% co-constructed with the brands and will be released in 2025"*

**Pauline Hoffmann**  
Customer Success Manager  
& Member of Mission Committee



*"In the context of our work on risk identification, it is crucial to emphasize that the accuracy of the data collected is central to building and maintaining trust between Fairly Made and its stakeholders.*

*This is particularly important in the current complex European legislative landscape, where many due diligence-related projects have either been postponed by a year or had their eligibility thresholds lowered.*

*Despite these challenges, it is essential that the management of risks across the value chain be a shared responsibility, not only for leading brands.*

*We fully recognize that this represents a financial investment and a new organizational structure for brands. However, our goal is to make these solutions accessible to as many brands as possible in order to mitigate risks related to forced labor, deforestation, and, in the future, toxic substances.*

*By acting collectively and proactively, we can contribute to a more sustainable and responsible future for the entire value chain in the industry."*

**Mélanie de Leusse**  
Head of Legal Mission & CSR  
& Member of Mission Committee





# *Objective #4*

**Promote Transparency in the Textile Industry  
to Accelerate Consumer Awareness**





# 2024 Key Achievements

## #1 Provide consumers with clear and accessible information

The Fairly Made team works day-to-day to provide the best methods for our clients to showcase their traceability and impact results.

We encourage our clients to be as transparent as possible by going beyond the mandatory information required by the AGECE law. Currently, **75% of our clients are displaying full traceability and impact information for their products**. We will continue to work on increasing this number through greater brand awareness.

Since end of 2024, brands can chose to display the **French Single Score** on their Digital Passports.

### KEY ACTION

Educating end-customers, who are increasingly aware of the issues of traceability and impact, is a real challenge for brands. Retail teams are excellent ambassadors to deliver the message across in-store - but only if they have the right training!

In 2024, we developed a **dedicated retail training program**. One hour to achieve the following three objectives:

- Understand the challenges of product traceability and impact measurement
- Learn how to discuss the partnership with Fairly Made and understand the information on digital passports & QR codes
- Be prepared for potential questions and objections from consumers

Since the launch of the training, **more than 200 people** have already been trained.

% of our clients using our communication tools to show transparency	
2023	2024
80%	82%

Number of Digital Passports delivered by Fairly Made	
2023	2024
40,000	48,679

Total scans & views on our clients' Digital Passports and in-store QR codes	
2023	2024
770,000	13,578,324

# 2024 Key Achievements

## #2 Bring our expertise to the industry and our ecosystem

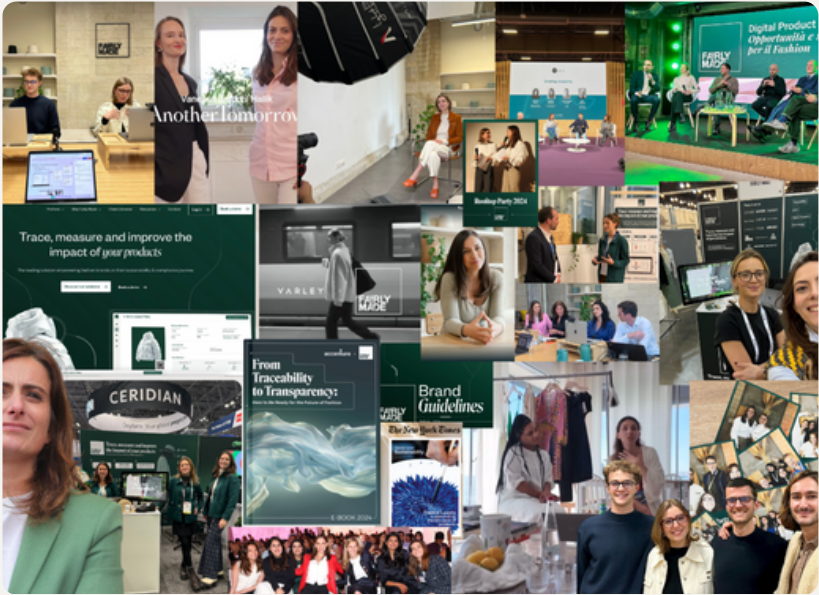
Our conviction: for the industry to evolve, **dialogue** is essential. We must share best practices and co-create solutions with all types of stakeholders, including brands, suppliers, federations, solution providers, schools, and researchers.

As experts, it is our duty to share our knowledge and foster a sense of community within the industry. To forge **strategic partnerships** and expand our influence on ethical and sustainable practices, while staying aligned with brands' needs, we actively participate in events around the world.

In 2024, we also doubled the number of events organized by Fairly Made, bringing together professionals and raising public awareness of our mission. We believe in the **power of community** and **peer-to-peer exchange**.

Number of events attended by Fairly Made	
2023	2024
71	35

Number of event organized by Fairly Made	
2023	2024
8	14



In 2024, we gave new momentum to our advocacy efforts by joining the **Fédération de la Mode Circulaire**.

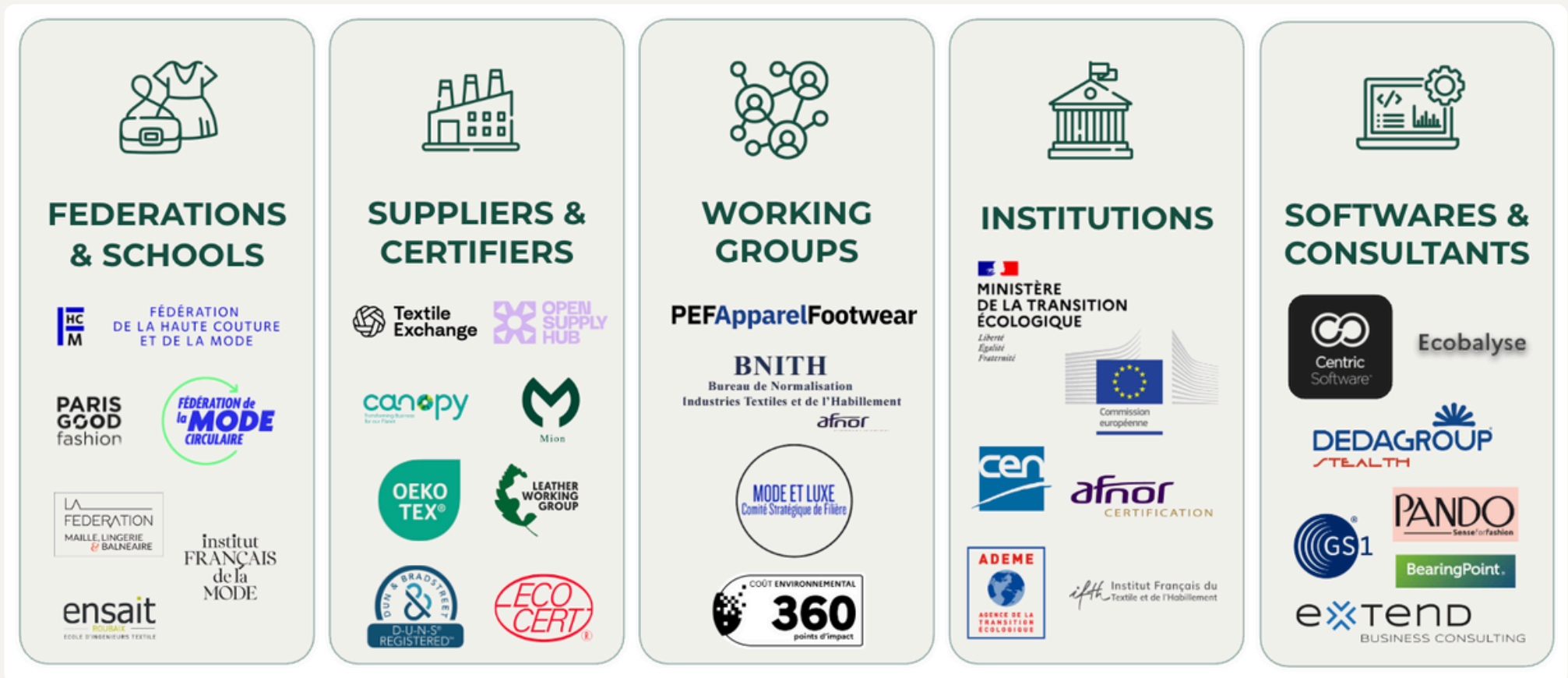
As part of this commitment, we co-signed an op-ed with **Vestiaire Collective**, aiming to drive the debate on the Fast Fashion Bill (PPL Fast Fashion) in the Senate. Our primary objective was to push for a revision of the initial definition to ensure that the legislation becomes a true lever for advancing circular fashion.



# 2024 Key Achievements

## #2 Bring our expertise to the industry and our ecosystem

### *Our ecosystem*





# 2024 Key Achievements

## #3 Raise awareness of regulatory topics and highlight the best practices of committed brands

Transforming the fashion industry requires a commitment that goes beyond our partnerships with brands. Since we cannot act on what we do not understand, Fairly Made contributes to collective awareness through **information dissemination** and **awareness-raising** efforts across **multiple initiatives**.

In 2024, we launched our new website to increase transparency around our activities and achievements. It also features a **Resource area** dedicated to enhancing the knowledge of the ecosystem (e.g. [our recent e-guide on ecodesign](#)).

A **Legal Hub**, is also accessible, and allows everyone to stay updated with the latest regulations affecting the industry.

Finally, through our blog, media, and social networks, we keep raising awareness of regulatory topics and highlighting the best practices of committed brands.

### Our premium content



Webinar Replay Online on March 7, 2024  
Webinar Replay - Green Morning on Traceability, Impact & Circularity: Preparing for the Digital Product Passport  
Read more →



Webinar Replay Online on May 14, 2024  
Replay Webinaire - Green Morning sur l'écocore français : tout ce que vous devez avoir pour le maîtriser  
Read more →



Webinar Replay Online on December 5, 2024  
Webinar Replay - Step Into Action: Ecodesign revealed  
Read more →

### Our Legal Hub



Anti-Fast Fashion Law  
What Is the Anti-Fast Fashion Law?  
On March 14, 2024, the French National Assembly adopted a bill  
Read more → 3 minutes



Digital Product Passport  
Digital Product Passport: Opportunities and Challenges for Fashion  
The Digital Product Passport drives transparency and sustainability in fashion.  
Read more → 6 minutes



Environmental Labeling  
Environmental Labeling Methode: A Fast Changing Topic in Europe and in France  
The whole truth and nothing but the truth: transparency for consumers is now becoming a reality.  
Read more → 5 minutes

	2023	2024
Number of blog posts published	9	10
Number of emailing campaigns sent	20	56
Number of case studies published	7	4

# Opinion of the Mission Committee

*Fairly Made has the important task of convincing and supporting brands in their transparency efforts. The quality of the content and support offered by Fairly Made is a differentiating factor greatly appreciated by brands. It would be now interesting to measure brands' use of the various resources.*

*The committee salutes Fairly Made's reputation within the industry, thanks to its active participation in events and lobbying activities. Year after year, Fairly Made strengthens its ability to bring brands together, creating a sense of community that transcends competitive barriers.*

*Raising awareness among end consumers and the general public remains a major challenge for the industry, all the more so with the coming into force of environmental labelling. The mission committee is convinced that Fairly Made has the legitimacy and a role to play in better understanding consumer expectations (for example, by conducting field studies, monitoring trends, or working with influencers).*

***“Fairly Made founders Camille Le Gal and Laure Betsch have continued to revolutionize the textile industry in 2024. [...] With total transparency on the origin and production of clothing, Fairly Made has become a role model for brands seeking responsibility.”***

**BIG Média**

*“Thanks to Fairly Made, working groups are formed to encourage exchange between peers. I've been contacted by other brand CSR managers to discuss our CSR issues, because we all work with Fairly Made. When it comes to these topics, we're no longer competitors.”*

**Clothilde Chanard**

CSR Manager, Des Petits Hauts  
& Member of Mission Committee



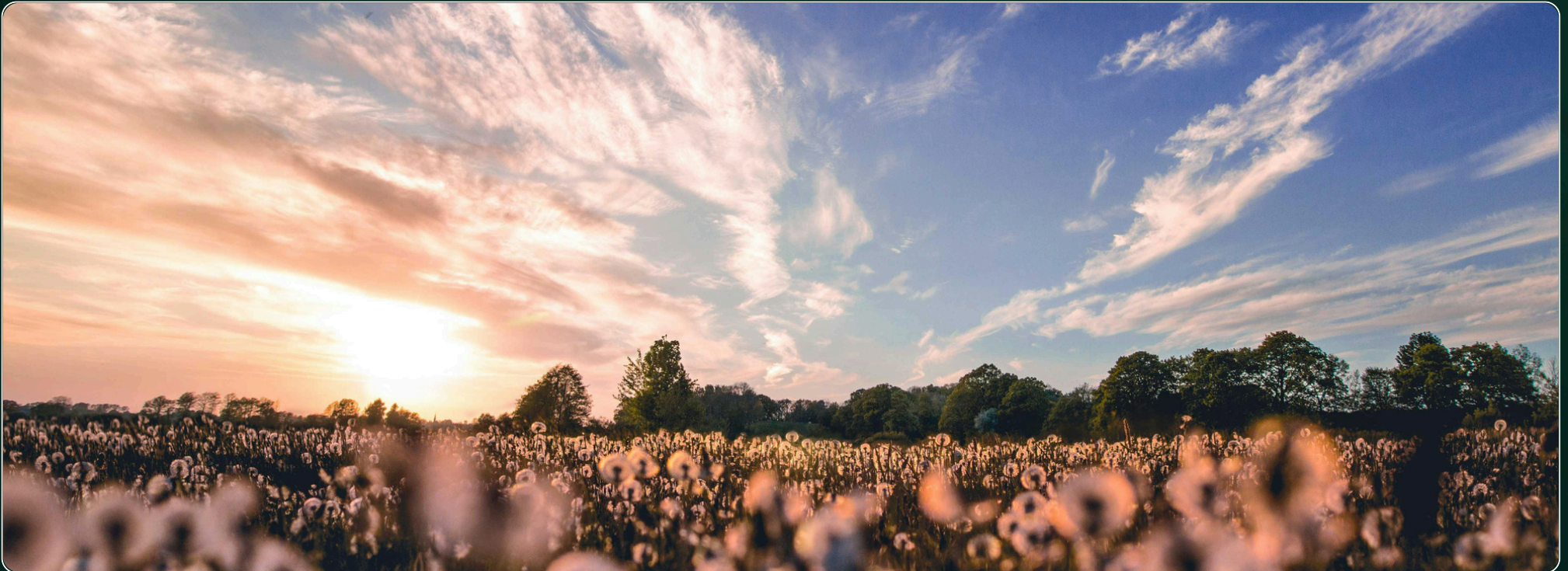
*“Fairly Made would be legitimate and the right player to analyze the expectations of end consumers, report trends and help brands to answer their needs. Influencers could also be potential ambassadors to carry our those messages.”*

**Frédéric Curier**

Impact Entrepreneur Naturel'Kid  
& Member of Mission Committee





# Summary of Our Achievements and Next Steps





# Mission Assessment Grid

This grid has been completed by our Mission Committee Member and highlight the strengths of our mission.

Criteria	Singularity / uniqueness of our mission	Capacity to mobilize stakeholders	Alignment with the business model	Social contribution	Ambition for innovation
Evaluation form our Mission Committee	3,6/4 	3,2/4	3,2/4	3,2/4	3,4/4 

Level 1	The mission could be used by any company, and the link with the company's activity is not identifiable.	The mission does not drive action, and is not involving for its stakeholders.	The company's sales are disconnected from the mission, or even partially contradictory.	The mission describes the current ecosystem, with no social, societal or environmental challenges.	The mission offers little potential for innovation, lack of vision for the future.
Level 2	The mission covers all the company's activities, and a specialist in the field identifies the company as a key player.	The mission involves a few internal stakeholders and customers, with limited ownership and incentive to action.	Part of the turnover is aligned with the mission, another part is not, or even creates potential conflicts of interest.	The mission states general objectives and an awareness of the company's responsibility.	The mission integrates issues of innovation and societal transformation, but the potential is limited.
Level 3	The mission unambiguously reflects the company's identity, culture and convictions, and the entire business is covered.	The mission federates all internal and external stakeholders and generates better integration of the company in its ecosystem.	Part of the turnover is aligned with the mission, another part is not, or even creates potential conflicts of interest.	The mission describes one or more environmental, social and societal transformation objectives in relation to impacted stakeholders.	The mission and new relationships with the ecosystem help to explore new fields of innovation.
Level 4	La mission reflète sans ambiguïté l'identité, la culture et les convictions de l'entreprise et toute l'activité est couverte.	The mission is co-constructed with key internal and external stakeholders, strengthens links with the ecosystem, and leads to collective action.	The entire turnover is aligned with the mission.	The mission describes a defined and integrated societal contribution, stakeholders are impacted and states verifiable transformation objectives.	The mission offers a long-term, reinvented and responsible vision of the future, both in terms of the issues at stake and the role the company will play in responding to them.



# General Opinion of the Mission Committee

## #1 A challenging economic and geopolitical context

In 2024, we had to navigate a complex and uncertain economic context for fashion brands, while remaining aligned with Fairly Made's mission. This context may have led to the deprioritization of certain CSR projects, and further underlines the importance of having a sustainability strategy integrated into a brand's business model, rather than dependent on regulatory obligations. In addition, new scandals are reminding us of the importance of having greater knowledge of our value chain and a risk management process. Consumers, too, are becoming increasingly sophisticated, and are looking for evidence from brands. More than ever, brands need expert guidance.

## #2 The deployment of key actions

Fairly Made has risen to the challenge of listening to brands' needs, and adapting its support to different levels of maturity. In 2024, Fairly Made strengthened its position as an industry leader, both in France and in Europe - with international expansion reflecting the growing maturity of brands beyond France. The strengthening of our tech and data teams has also enabled us to improve the efficiency and automation of Fairly Made tools, as well as the quality of the data collected. The launch of the EcoDesign module is one of the key achievements, fully in line with market needs and Fairly Made's mission.

## #3 Strategy and governance fully aligned with mission

The conviction of founders Laure Betsch and Camille Legal is fully reflected in the day-to-day work of our teams. Fairly Made's mission, unchanged since the company's creation, reflects the company's uniqueness, its contribution to society and its ability to innovate within its ecosystem.

*"In 2024 we had to navigate this geopolitical and complicated context for fashion brands, while remaining aligned with our mission."*



Laure Betsch, CEO of Fairly Made

# 2024 Achievements & Progress



## Objective 1: Improve the traceability of textile and leather supply chains

Indicator	2023 result	2024 result	Progression
Number products traced <i>. textile products</i> <i>. leather products</i>	37,059 32,157 4,902	56,358 46,871 9,487	
Number of Suppliers in our Database	NA	20,000	NA
Number of new factories identified by Fairly Made	4,837	5,495	
Average progression in knowledge of the supply chain for a brand (vs. the initial number known by the brand)	x3.34	x3.37	
% of products where we managed to reach - tier 1 only - up to tier 2 - up to rank 3 - up to rank 4 - up to rank 5	up to T1: 13% up to T2: 25% up to T3: 8% up to T4: 2% up to T5: 53%	up to T1: 13% up to T2: 22% up to T3: 5% up to T4: 1% up to T5: 60%	



## Objective 2: Measure the environmental impact of textile and leather products to help brands and factories reduce it

Indicator	2023 result	2024 result	Progression
Number of products for with an LCA has been calculated	20,693	36,193	
Number of contributions in working groups in FR & EU	NA	7	
Integration of French Single Score Calculation	NA	Done	NA
Number of days spent by the teams on Innovations (CIR)	1,529	1,559	
Launch of our EcoDesign Module	NA	Done	NA
Launch of our Knowledge Hub	NA	Done	NA

# 2024 Achievements & Progress



## Objective 3: Support brands and suppliers in identifying and preventing social & environmental risks linked to their textile and leather production

Indicator	2023 result	2024 result	Progression
Number of suppliers certifications validated by Fairly Made	1,352	2,647	↑
% of suppliers assessed with at least one social and environmental certification	25%	21%	↓
Number of suppliers identified with a potential risk of forced labour	14	27	↑
Number of suppliers identified with a potential risk of deforestation	11	32	↑
Number of webinars conducted by Fairly Made among suppliers	8	43	↑



## Objective 4: Promote transparency among the various stakeholders in the textile industry to accelerate consumer awareness

Indicator	2023 result	2024 result	Progression
% of our clients using our communication tools	80%	82%	↑
Number of DPP/QR codes delivered by Fairly Made	40,836	48,679	↑
Total scans & views on our clients' DPP/QR codes	770,000	13,578,324	↑
Launch Retail Training <i>Number of training sessions</i>	NA	Done 5	NA
Number of events we've participated in	71	35	↓
Number of events organized by Fairly Made	8	14	↑
Number of content <i>(blog, email campaigns, success stories)</i>	36	70	↑



*We would like to thank the external members of the Mission Committee for their contribution to the preparation of this report. Their involvement enabled us to identify our strengths, but also to define our areas for improvement in the coming years.*

*We would also like to thank Mélanie de Leusse and Pauline Hoffmann, who coordinated the writing of this report, and all the internal contributors at Fairly Made, in particular Pierre Dienot (Head of Impact), Sarah De Oliveira Bugalho (Head of Data), Clémence Gaudin and Maximilien Schrub (Analysts) as well as Cristina Sarracco and Mathilde Pfister (from the Marketing team), for the design and the review of this report.*