



OUR OBJECTIVES

CO (Common Objective) is an impact business. We aim to place equal emphasis on social and environmental impact, alongside financial goals.

In order to operate in these three dimensions with integrity, we think it is important to define our goals, set targets, and measure our progress against them.

In this document we set out our founding goals - the objectives which drive our strategy and decision making. These, alongside the clauses that will allow us to register as a B Corporation, are enshrined within the articles of the Ethical Fashion Group Ltd (EFG). CO (Common Objective) is a trading name of EFG.

EFG was founded in 2015 in order to take the work of the Ethical Fashion Forum to scale.

Our Objectives are:

To support and incentivise better business practices*, through:

1. Connecting people and businesses

- To be an inclusive platform that supports connections between individuals and businesses based anywhere in the world.
- To support and grow better business practices through facilitating connections and relationship building across the world.
- To strive to be accessible to all, regardless of location, business size, wealth, race, gender, or any other factor. To seek to continuously innovate and find new ways to connect individuals and businesses in a way that is beneficial for all involved.

2. Resources

- To provide high quality and accurate resources to help individuals and businesses to achieve triple bottom line** goals.
- To strive to make these as accessible as possible to individuals and businesses based anywhere in the world.
- To tailor these resources as closely as possible to the needs of users and continuously innovate to make them the best they can be.

3. Raising awareness

- To increase awareness of the importance of social and environmental best practice amongst individuals and businesses on a global scale.
- To increase understanding of what best practice looks like and how to achieve it.
- To promote, incentivise, and create a business case for best practice.

4. Raising standards

- To increase the number of individuals and businesses actively engaging with sustainability best practice, all over the world.
- To increase business transparency, incentivising businesses to be open about their practices, policies and goals.
- To raise social and environmental standards across the creative industries, creating fair and fulfilling work, reducing poverty and minimising environmental damage as a result.

5. Supporting pioneers and leaders

- To actively seek to support and promote individuals and businesses that are pioneering sustainable and ethical best practice, regardless of where they are based in the world, and regardless of business size or relative wealth.
- To strive to facilitate access to CO services to pioneers of all types, including small fair trade or community groups, individuals and entrepreneurs, intrapreneurs and professionals within larger businesses based anywhere in the world, colleges and the next generation of business leaders.

*Better business practices means a three dimensional approach to business: 1. Achieving financial goals, 2. Maximising benefits to people, and 3. Minimising impact on the environment

**Triple bottom line means 1. Financial, 2. Social and 3. Environmental goals.