

CASE STUDY

goodlab

Bioworld Merchandising

Apparel and Accessories Manufacturer
Bioworld Accelerates ESG Impact With
Support From Good.Lab



Client

BIOWORLD



Website

www.bioworldmerch.com



Industry

Apparel Manufacturing
& Licensing



The Situation

Bioworld Merchandising, a leading apparel and accessories manufacturer, has been active in sustainability for several years. In 2019 they further defined corporate responsibility into four key areas: environmental sustainability, product sustainability, ethical partnerships, and community outreach.

However, their sustainability-related activities were paused in 2020 due to the global pandemic but reaccelerated in 2021 in response to increasing expectations from key stakeholders, customers, licensors, and peers. As Bioworld aspires to be a leader in ESG, they sought external expertise to help them optimize their investments and improve ESG performance in the areas that matter most to the Company.

The Solution

Bioworld engaged with Good.Lab to develop and refine its **Sustainability Performance Targets & Metrics**.

Specifically, Good.Lab set out to help Bioworld define the areas of sustainability performance that matter most to the Company and to drive alignment among Bioworld's leadership team.

Good.Lab also helped Bioworld to calibrate aspirations in each key area by defining quantitative ESG targets, taking into consideration the expectations of stakeholders, as well as the level of investment required. Good.Lab also empowered Bioworld to develop a mechanism for tracking its sustainability performance by defining key metrics in relevant ESG areas, along with providing a data blueprint to enable regular visibility.

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As a leading apparel and accessories company, expectations for sustainability are increasing among our stakeholders and we knew it was time to accelerate our efforts. Good.Lab guided us through the early stages of launching our ESG program and in defining what matters most to our company. Good.Lab's quantitative approach to ESG has helped us to set relevant sustainability targets and gather data for tracking our progress.

Jason Mayes

Director of Marketing & Intellectual Property

BIOWORLD

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The Result

Bioworld conducted its **Materiality Assessment** with key internal stakeholders to identify and prioritize sustainability areas of focus along with Good.Lab's recommendations.

Bioworld performed **Sustainability Benchmarking** of its customers, competitors, and peers to assess ESG program scope, performance targets, and relevant metrics.

Bioworld set **Sustainability Targets** with its leadership team and defined a level of aspiration for each performance area.

Bioworld defined **Sustainability Performance Metrics** for each area and mapped data requirements (and gaps) through a **Sustainability Data Blueprint**.

Bioworld leadership now has improved visibility into its ESG performance across each key areas relative to targets, and a mechanism in place to track its ESG progress and performance over time.

OUTCOMES

Conducted a **Materiality Assessment**

Performed Industry **Sustainability Benchmarking**

Set **Sustainability Targets**

Defined Sustainability **Performance Metrics**

Created a **Sustainability Data Blueprint**



About Bioworld

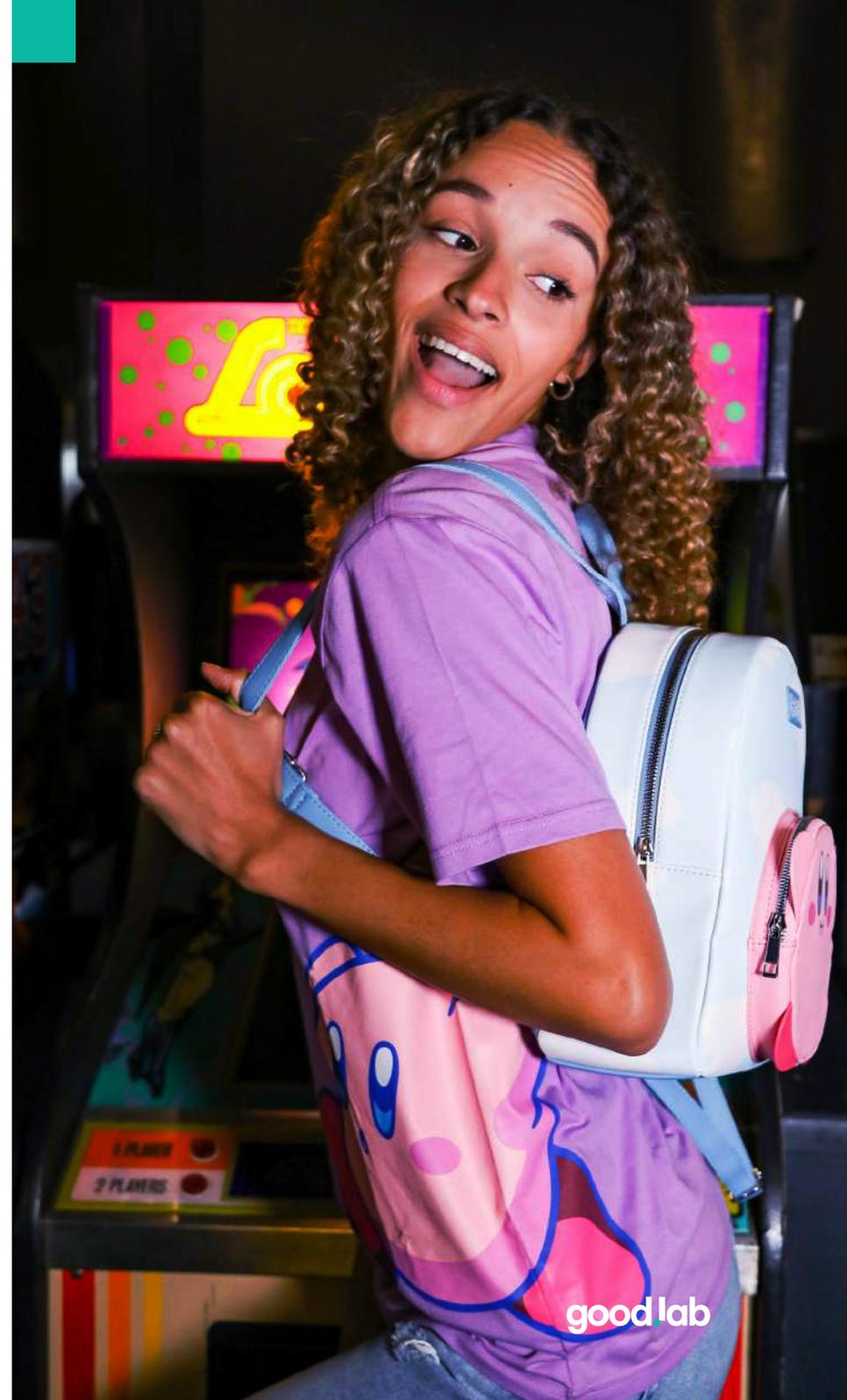
Bioworld Merchandising has been a pioneer in lifestyle pop-culture apparel and accessories for over 20 years. We look at the licensing industry differently. Our priority is connecting consumers globally by creating richer connections between the fans and the things they love. It's goes beyond merch. Beyond commerce. We help cultivate self-expression.

We partner with the biggest brands in the world. With over 20 product categories and complete retail distribution in all tiers including Amazon and direct-to-consumer, we put the right product, into the right hands at just the right time.

Headquartered in Texas with 10 offices worldwide, we own the supply chain—from manufacturing to distribution and every step in between. Our partners know we aren't just one solution. We're THE solution.

Bioworldmerch.com

BIOWORLD





Let's talk about your ESG Program

Good.Lab provides leading ESG experts, performance packages, and flexible data services that help our clients to implement ESG programs quickly and effectively. As companies are increasingly evaluated on a long-term commitment to delivering positive outcomes in their communities, on the environment, to their workers, customers and shareholders, sustainability has become a competitive advantage. Good.Lab helps companies supercharge sustainable impact by making their ESG data actionable and smart.

Reach out today to discuss your next ESG project, so you never miss a beat as you grow and evolve full speed ahead!

About Good.Lab

Good.Lab was started to create a more equitable and sustainable economy by unleashing the power of Environmental, Social and Corporate Governance (ESG) data. As companies are increasingly evaluated on a long-term commitment to delivering positive outcomes in their communities, on the environment, to their workers, customers and shareholders, sustainability has become a competitive advantage. Good.Lab provides strategic consulting services and data solutions that help companies supercharge impact by making their ESG data actionable and smart. Good.Lab transforms its clients' ESG data reporting engine to deliver actionable insights to management, reliable data to investors, and transparent data to customers. Good.Lab is a 1% for the Planet member, as well as a pending B-Corporation.

good.lab

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