

ettitude engages Good.Lab to develop a forward-looking projection toward their 2030 climate goals

COMPANY

ettitude

www.ettitude.com

INDUSTRY

Sustainable Bedding & Apparel, DTC Retail

ESG GOALS

Measure, Forecast, Manage, & Reduce GHG Emissions

Scope

The ESG Challenge

Sustainability is core to everything that the ettitude brand stands for – accordingly, they continually look for new ways to reduce their impact. Currently at the beginning of a (projected) rapid growth phase, they wanted to optimize for how they manage operational growth as it relates to emissions and other environmental impacts. They conducted a baseline performance measurement of their GHG emissions in 2020 and 2021, however, wanted a more efficient and accurate process. They were also motivated to produce the most accurate calculations for proper emissions measurement and forecasting in order to set a Science Based Target (SBTi). This required expert guidance, as it was their first time engaging in a forecasting exercise of this type.

To accurately measure, manage, forecast, and reduce their emissions, ettitude needed an experienced solution partner with climate expertise and the right tools to streamline their emissions management processes. With a pragmatic approach, in-house experts, and scalable software solutions, Good.Lab proved to be the right partner to support ettitude in producing an accurate 2022 GHG emissions baseline, a comprehensive GHG Scenario Analysis looking at the most material levers of impact reduction in the company's supply chain plans, and guidance in setting a science-based target for emissions reduction.

“As a company with sustainability at the core of what we do, we needed a solution partner that could provide expert guidance for our climate strategy and take our efforts to the next level, even as we grow. Good.Lab provided the expertise, guidance, and software to give us complete confidence in the accuracy of our emissions calculations and meaningfully implement a plan to achieve net zero by 2026. The entire process of working with Good.Lab from start to finish has been smooth, efficient, and enlightening. We were able to align on targets within our scoped project timeline and couldn't be more pleased with the level of service and support we received from Good.Lab.

”

Amanda Turner

VP of Product and Impact Innovation

ettitude's Emissions Management Work with Good.Lab

ettitude engaged Good.Lab to help forecast the company's expected greenhouse gas (GHG) emissions, perform scenario analysis to identify the main drivers of the company's impact during that timeframe, and set in place a plan to reduce their emissions.

Emissions Measuring

The initial phase of ettitude's engagement with Good.Lab consisted of calculating the total baseline emissions for ettitude's value chain for 2021 and 2022. Good.Lab's climate experts worked closely with ettitude's team to gather the required data, review their historical GHG emissions data, and make recommendations to fill in any data gaps. ettitude then used Good.Lab's [Emissions Calculation Software](#) to measure their 2022 emissions across Scopes 1, 2, and 3. The results revealed that >99% of emissions were from Scope 3, of which purchased goods and services (PG&S) accounts for more than 80%, which is typical of companies that utilize a contract manufacturing model and do not own large fossil-fuel consuming assets (e.g., power generation).

Emissions Forecasting

Armed with the results from their GHG emissions baseline calculation along with 2026 product impact projections, including data on sales volume and portfolio shifts, Good.Lab produced a GHG Scenario Analysis tool for planned & alternate (ALT) emissions scenarios. The tool analyzed ettitude's trajectory, product mix changes and volumes, origin and upstream emissions, and their channel strategy and downstream emissions. The tool modeled decarbonization percentages across the material drivers of ettitude's value chain, such that they could assess different scenarios based on future business decisions to help determine what range of emissions targets would be appropriate in a number of future scenarios.

Emissions Target Setting

In the next phase, Good.Lab worked alongside ettitude to develop an appropriate, forward-looking, science-based target for emission reduction that was both aspirational and achievable. Based on Good.Lab's recommendations, ettitude set a net zero goal for Scopes 1 and 2 for 2026 enroute to a broader 2030 trajectory. As an SME, setting a Scope 3 absolute reduction target is not required by SBTi, however, Good.Lab also recommended ettitude set an intensity reduction target to reduce its purchased goods & services footprint (Scope 3) to account for their projected economic growth.

In order to hit their Scope 3 target, Good.Lab provided several recommendations for ettitude to improve performance in the areas contributing most to overall GHG emissions, along with a roadmap documenting interim milestones that must be reached in order to hit their target. The recommendations primarily centered around incorporating emissions intensity into their sourcing decisions.



ESG Improvement & Reporting

With Good.Lab’s assistance, ettitude advanced its climate leadership with an emissions reduction goal set in line with the Paris Agreement, e.g., limiting global warming to well-below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C. They now have a plan to manage and mitigate their future impact as they embark on their next phase of growth.

The Results

As a result of their engagement with Good.Lab, ettitude gained access to powerful ESG software tools and experienced climate consultants who guided their journey through measuring, forecasting, managing, and formally committing to reducing their GHG emissions.



GHG Emissions Baseline



GHG Scenario Analysis



SBTi Target Setting



Net Zero Goal



GHG Emissions Reduction Roadmap



Climate Neutral Certification



Board, CEO, & Executive Support



ettitude

ettitude is an Australian-founded DTC brand and material science company focused on sustainable fibers and textile with headquarters in Melbourne and Los Angeles, California. They offer organically grown bamboo lyocell textiles as well as products, including bedding, bath linens and sleep accessories.

ettitude believes in supporting people, the planet, and the communities that they operate in their CleanBamboo® (bamboo lyocell) is the world’s only bamboo fabric that is free from toxic chemicals, they recycle 98% of water up to 200 times to turn raw bamboo into a luxuriously soft fabric, they are a certified B Corporation™, a 1% for the Planet business member, and an ethical brand with cut-and-sew factories audited by SMETA and BSCI.

goodlab

Good.Lab aims to create a more equitable and sustainable economy by unleashing the power of Environmental, Social and Corporate Governance (ESG) data. Companies today are increasingly evaluated on a long-term commitment to delivering positive outcomes in their communities, on the environment, to their workers, customers, and shareholders. Good.Lab helps companies supercharge their ESG performance and turn sustainability into a competitive advantage through a combination of ESG performance software and expert consulting services. Good.Lab is a 1% for the Planet member and a certified B Corporation.