



IMPROPER ETIQUETTE

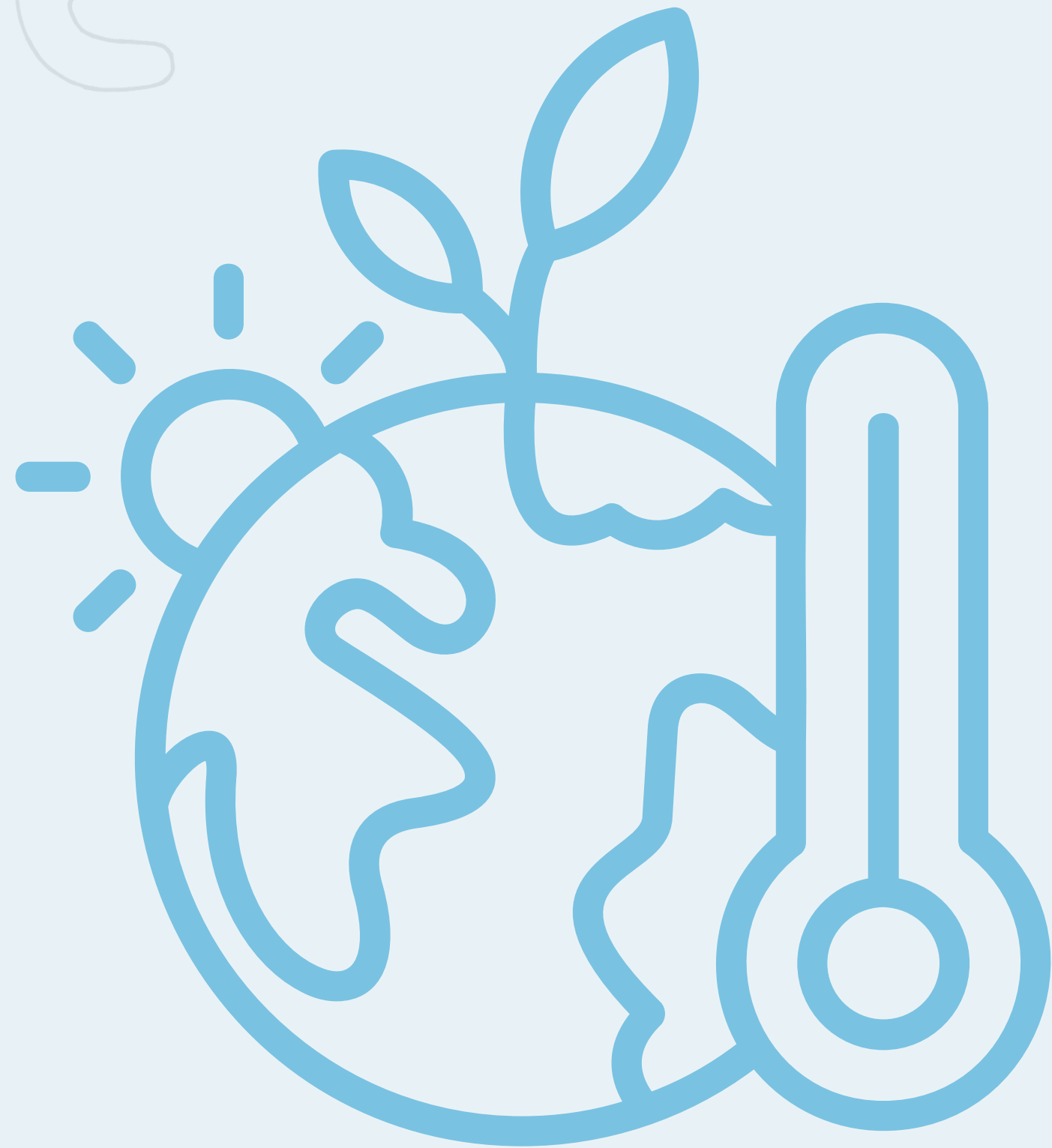
**SUSTAINABILITY
REPORT 2023**





INTRODUCTION

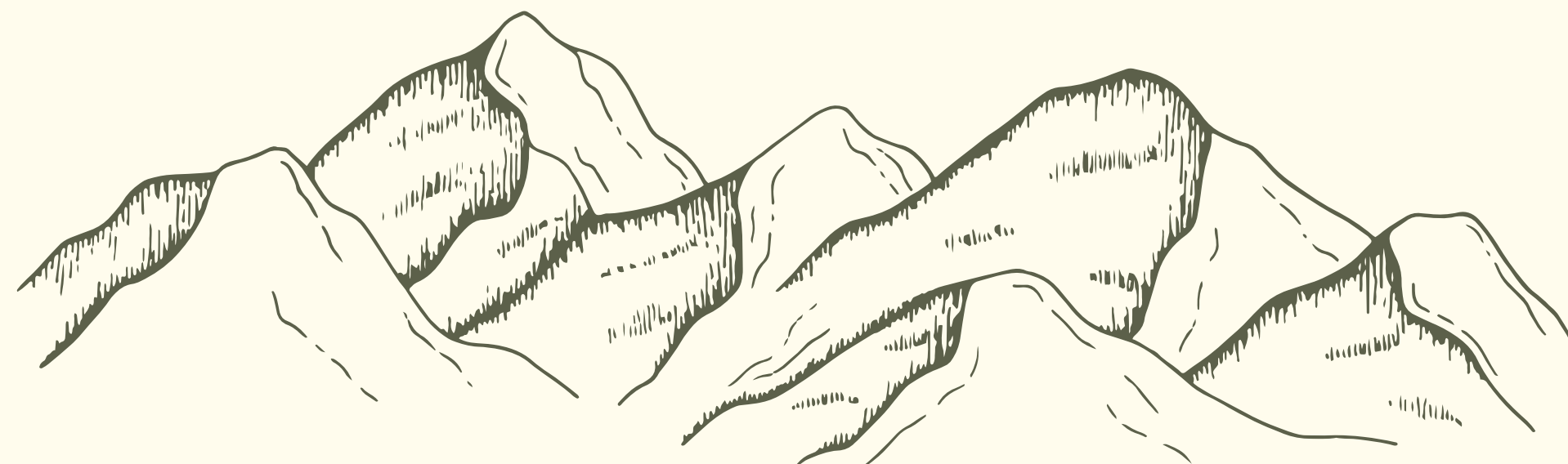




Since the Improper Etiquette's inception, one of our core values is to **celebrate** and **care** for the environment.

We believe that **climate change is a pressing issue** and no effort towards a more sustainable future is too small.

Therefore, as a company, **we are committed to using the most environmentally sustainable methods** available to us. We are constantly working toward more sustainable options.



The purpose of this report is to:

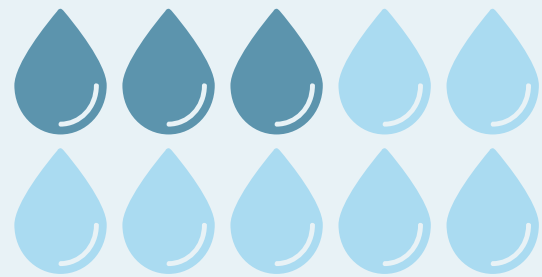
1. **analyze** our 2023 environmental impact
2. **summarize** goals for improvement in 2024
3. **be transparent;** you deserve to know what you're supporting!

BY THE NUMBERS





WHAT WE'VE SAVED:



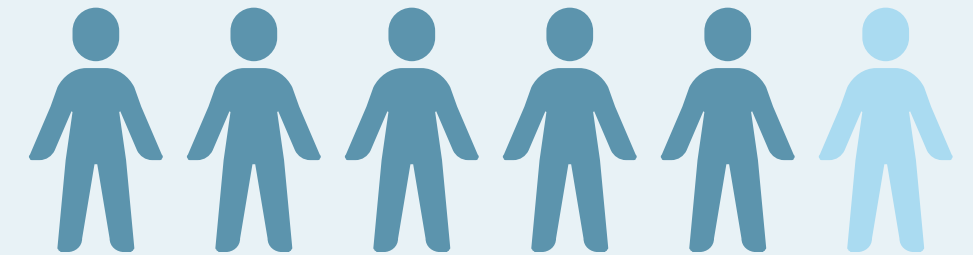
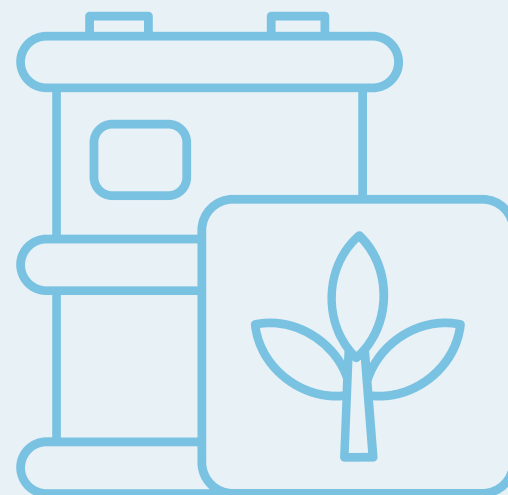
124,416 L¹

Water use **avoided** by
opting for 70% bamboo
tees – Boulder Tee²



1,327 kgCO₂¹

Emissions **avoided** with
improved material
sourcing



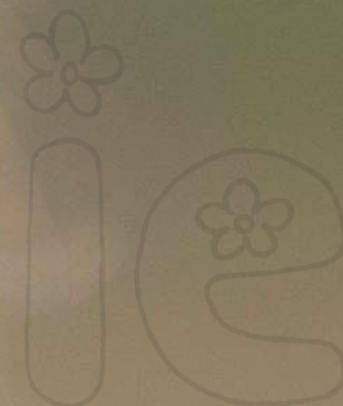
86

Blanks sourced from
ethically run factories
& all printing done in
the good ol' USA



2023 PRODUCTION

improvement



BOULDER TEE

- Fabric made with 70% **bamboo viscose** and 30% **organic cotton**
- **GOTS-certified**³ manufacturing
- **72** units produced
- Fabric from **ONNO** (Boulder, CO/Delhi, India)
- Printed by **AOV Printing** (Boulder, CO)





- 100% **organic cotton**
- **14** units produced
- Fabric from **Elwood** (Los Angeles, CA)
- Printed by **Blue Lizard Screen Printing** (Durham, NC)

IMPROPER
WATER
PROJECT

KIRST HOODIE

Packaging

- Made from 100% recycled material, half of which is post consumer waste.
- Manufactured in the USA⁴. 500 Units ordered.
- Eco Enclose (Louisville, CO).





MANUFACTURING ETHICS



ONNO

- Manufactured in Northern India (Delhi) by a **small family-owned company** certified by the **Global Organic Textile Standard (GOTS)**.
- GOTS Certification is a third party verification of **acceptable** standards for **working and social conditions** including **wages, equality, discrimination, health and safety, and working time**.⁵
- Check out the link to the **latest version GOTS Standard** on the **reading list**.



ELWOOD

- **Adheres to the California Transparency in Supply Chains Act** which **combats human trafficking and forced labor.**
- Company code of conduct for employment practices and environmental compliance based on **internationally accepted standards.**⁶
- Topson Downs (Elwood's Parent Company) follows a code of conduct that performs a **compliance audit** including **working conditions, discrimination, and wages and benefits.**⁷

GOALS FOR 2024





GOALS FOR 2024

- **Complete supply chain transparency**
 - We work with third-party manufacturers. While they can verify the ethics and sustainability of their operations, **we seek to get a better understanding** up our supply chain. Creating stronger relationships with our manufacturers .
- **Increase primary source data for use in subsequent reports**
 - Data on emissions, water use, and other sustainability metrics can be convoluted and difficult to find. **We will strive to use 100% primary, credible sources for our subsequent sustainability reports.** And when we can't find this data, we will let you know!



NOTE:

While working on this document, I began to realize the lack of concrete, peer-reviewed research on textile manufacturing and the agricultural practices that make it possible. Sources will say different things based on their stake in the matter. This leaves Improper Etiquette with a slight dilemma. We don't want to knowingly provide our consumers baseless data about our products, but we do want to be able to qualify and quantify our impact. This is our first attempt to share everything we know.





REFERENCES

1. 2023 IE Sustainability Report Calculations. PDF File Linked in website below this file.
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3. <https://onno.com/factories-india.html>
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5. <https://global-standard.org/the-standard/gots-key-features/ecological-and-social-criteria>
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7. <https://static1.squarespace.com/static/5015b57f84aea2baf5a63b85/t/52d4d7b8e4b08744b39b4272/1389680568410/TDSR.pdf>



READING LIST

1. FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO). 2012. "CROP YIELD RESPONSE TO WATER". SECTION SPECIFIC TO COTTON. PGS 154-161.

A. [HTTPS://WWW.FAO.ORG/3/I2800E/I2800E.PDF](https://www.fao.org/3/I2800E/I2800E.pdf)

2. GLOBAL ORGANIC COTTON TEXTILE STANDARD VERSION 7.0. 2023.

A. [HTTPS://GLOBAL-STANDARD.ORG/IMAGES/RESOURCE-LIBRARY/DOCUMENTS/STANDARD-AND-MANUAL/GOTS_7.0_-_SIGNED-25.04.PDF](https://global-standard.org/images/resource-library/documents/standard-and-manual/gots_7.0_-_signed-25.04.pdf)

3. INSTITUTE FOR WATER EDUCATION. 2005. "THE WATER FOOTPRINT OF COTTON CONSUMPTION".

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