



Responsibly sourced cotton



During the year we developed our own transparent and understandable labelling to make it easier for customers to identify products that have one or more sustainable attributes under the 'Conscious Choice' logo.

Overview

Percentage of own brand cotton products which meet our 'More Responsibly Sourced Cotton' standard.

The aim of this metric is to enhance Dunelm's transparency of its cotton supply chain and to ensure that suppliers are fully compliant with both the social and environmental elements of our Responsible Cotton policy. Responsibly sourced cotton assessments are conducted by a credible independent third party on Dunelm's behalf at least every 12 months to maintain responsibility sourced status.

POLICY
Responsible cotton policy

Scope

This metric includes all own brand products that contain cotton. The main categories of products in scope are bed linen, towels, table linen, cushions, quilts and pillows. This aligns with the Textiles 2030 in scope list.

On 3 May 2022, Dunelm (Soft Furnishings) Ltd acquired the trade and assets of Sunflex, a division of Hunter Douglas (UK) Limited. Due to the timing of this acquisition, this metric for FY22 excludes any data in relation to the Sunflex business.

100% Organic Cotton Bath Mat
Unbleached and undyed, with cotton produced using organic farming methods.



Methodology

DATA COLLECTION

We use internal data on product composition and factory source across buying and supply chain teams, as well as the independent third-party assessment data to calculate this metric.

DATA ESTIMATES

Where data is unavailable it is assumed that supply chains don't pass the responsibly sourced assessment.

Where no product composition data is available it is assumed the product contains no cotton.

Currently sales quantity has been used in the calculation, however if more robust data on cotton weights in products becomes available we would look to include cotton weight as the basis of the calculation.

CALCULATIONS

For each reporting period, product sales quantity volumes are categorized based on product composition, own brand product status and whether the factory source meets the responsibly sourced policy.

The sales quantity of products which contain cotton and are sourced from a factory with responsibly sourced cotton status is calculated as a proportion of total sales quantity of own brand products containing cotton for the relevant period.

Own brand cotton sales quantity with responsibly sourced factory status

=

% own brand responsibly sourced cotton products

Total own brand cotton sales quantity

BASELINE YEAR

There is no baseline comparative as this is an absolute metric.

Soft washed cotton bedding

Our soft washed cotton bedding range has been produced using pre-consumer recycled cotton fibres and textile leftovers which are then reprocessed and spun into yarns to create new fabric. Recycled cotton can require fewer resources to produce which offers a more eco-friendly choice.

