

Responsibility sourced cotton

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.

Link to corporate policy: [Responsible cotton policy](#)

Scope for FY23

This metric includes the main categories of our own brand products that include cotton such as bed linen, towels, table linen, curtains and blinds, cushion covers, bedspreads and throws, rug and quilts and pillows. This aligns with the Textiles 2030 'in scope' list.

In FY23 we became Better Cotton members and moved to using the Better Cotton mass balance verification with our suppliers, and this have been implemented for our SS23 products. As FY23 is a year of transition, the credits received from Better Cotton, which are factored into the calculation of KPI, are applicable exclusively to SS23 products and sales (January 2023 to June 2023).

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 SS23 product sales quantity volumes are categorised 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 responsibly sourced is calculated as a proportion of total sales quantity of own brand products containing cotton for the relevant period.

$$\frac{\text{Own brand SS23 cotton sales quantity with responsibly sourced status}}{\text{Total own brand SS23 cotton sales quantity}} = \text{\% own brand responsibly sourced cotton products}$$

Baseline year

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