



Pack4Good Position Statement

At the present time, the production and disposal of single-use packaging, whether plastics or paper, has an impact on the environment. As we work to reduce this risk, ASOS recognises the importance of an approach that doesn't simply move resource pressure from one ecosystem to another: for example, reducing plastic use to protect the oceans, at the cost of increasing paper use and endangering forests. We feel that it is both imperative and possible to achieve changes in packaging use, sourcing, production and end-of-product-use management to support the shift away from single-use plastics while at the same time enabling conservation of ancient and endangered forests.

Therefore, we, as a supporting partner of Canopy's Pack4Good Initiative, commit to the following for our paper-based delivery boxes:

- Continue to ensure the paper-based packaging we use does not include fibre sourced from Ancient and Endangered Forests¹, supporting the goal of eliminating all such fibre in the industry by 2022.
- Prioritise innovative packaging design to reduce overall material needs.
- Give preference to paper-based packaging with high-recycled content, specifically post-consumer waste content. Our current paper-based delivery boxes are made from 100% recycled material.
- Encourage our suppliers that are found to be sourcing from ancient and endangered forests to change practices and/or consider re-evaluating our relationship with them.
- Support innovative companies and Canopy to continuously expand the availability and development of next generation solutions with a focus on agricultural residues² and post-consumer recycled content.
- Continue to source forest fibre from forests certified under the Forest Stewardship Council (FSC) system, including any plantation fibre, when recycled fibre and agricultural residue fibre is unattainable.
- Request that our suppliers recognize, respect and uphold human rights and acknowledge the right of Indigenous People and rural communities to give or withhold their Free, Prior and Informed Consent (FPIC).
- Support conservation solutions and seek opportunities to inform the public on these issues and solutions through our marketing and communications.
- Work with Canopy to develop specific milestone and metrics for implementation of this commitment.
- Use our influence to promote the sustainable procurement of paper-based packaging and the Pack4Good initiative with supply chain partners.

¹ <https://canopyplanet.org/tools/forestmapper/>

² <https://canopyplanet.org/campaigns/next-generation-solutions/>