

TWO YEARS INTO PROJECT EARTH, SELFRIDGES ZEROES IN ON A CIRCULAR FUTURE FOR SHOPPING

- Selfridges launches its first annual Project Earth Report, setting out new, ambitious targets to reinvent retail and meet its commitment to a net zero future
- Materials - It broadens its commitment to **only stock products that meet strict environmental and ethical standards by 2030**
- Models - It introduces bold 2030 targets for **45% of transactions to come from circular products and services**, with a Reselfridges initiative that now houses all circular models, forming the backbone of Selfridges' future business, **to change the way we shop**
- Mindsets - Selfridges commits to building an inclusive retail culture in which teams, communities and customers put **people and planet first** in all decision making

In August 2020, building on more than ten years of retail activism, Selfridges launched Project Earth, its transformational sustainability strategy. Today, Selfridges shares its first Project Earth Report, detailing the initiative's progress and setting out the next steps in its plan to **reinvent retail to imagine and create a sustainable future for people and planet**.

Recognising the need for radical transformation to address the climate emergency, **Selfridges sets a new ambitious target for 45% of transactions¹ across its four stores and online to come from circular products and services by 2030**, and to only stock products that meet strict environmental and ethical standards.

Selfridges' 2020 commitments were underpinned by a target to achieve net zero carbon emissions across the business by 2050. Last year, Selfridges **accelerated its net-zero carbon commitment by 10 years, to be achieved by 2040**, as a signatory to the Climate Pledge. To achieve this, Selfridges will move from a period of experimentation and exploration into a phase of embedding and accelerating change, through new commitments across Materials, Models and Mindsets.

Andrew Keith, Selfridges Managing Director, says: *"In creating our store of tomorrow we must commit to a fundamental shift in the way that we do business and use the Selfridges platform for change. Our vision is to reinvent retail and create a more sustainable future, and Project Earth and our new targets underpin this.*

We recognise that we need to challenge ourselves to accelerate change and our ambitious circular and materials targets do just that. We don't have all the answers, but we are committed to finding solutions, through a continued imaginative approach to retail innovation. The scale of our ambitions cannot be underestimated but we are inspired by what lies ahead and how we bring this to life for our customers."

The Project Earth Report

Through its original Project Earth commitments, Selfridges aims to help customers **change the way they shop** in three ways: by addressing the **materials** used in products, launching and exploring new retail **models** such as repair and resell, and engaging with teams, partners and customers to inspire a shift in **mindsets**.

¹Circular transaction includes at least one resale, rental, refill, repair or recycled product and excludes home, food and restaurants

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PROJECT EARTH REPORT SUMMARY
2021 – 2022 progress and radical new commitments

2020 commitment

2030 target

Materials

In 2020, Selfridges committed to ensuring that the nine most environmentally impactful materials would come from certified, sustainable sources by 2025.

To meet the 2025 material commitments, Selfridges tracked the materials coming into its business to establish a baseline volume of products.

Selfridges commits to ensuring everything it builds, buys and sells will meet its environmental and ethical standards by 2030.

Two further material commitments have been set:
° 50% of polyester used across the business and in products sold will come from certified recycled sources by 2025
° 50% of nylon used across the business and in the products sold will come from certified recycled sources by 2027

Models

In 2020, Selfridges committed to pioneering new retail models and experiences, making Selfridges synonymous with circularity, including repair, resell, refill and rental.

Selfridges has increased sales of pre-loved items through Reselfridges by **240%**, facilitated over **28,000** repairs, rented more than **2,000** items and sold more than **8,000** refills.

Through a continued focus on growing the Reselfridges ecosystem and experimenting with new models, **Selfridges commits to 45% of transactions to come from circular products and services by 2030.**

A renewed **Reselfridges** initiative will house all circular models and form the backbone of Selfridges' future business, to change the way we shop. Selfridges will continue to experiment with and invest in alternative shopping models which focus on extending the life of existing products and packaging.

Mindsets

In 2020, Selfridges committed to putting longevity, creativity and sustainability at the heart of the business, and engaging with teams, partners and customers to effect change.

Research shows that half (50%) of Selfridges customers want to make more sustainable choices but don't know how to². To help and inspire customers, one initiative Selfridges will offer is dedicated **Project Earth appointments** to discover how to re-style existing wardrobe pieces, explore earth-conscious beauty and learn about sustainable denim.

Selfridges commits to building an inclusive retail culture in which teams, communities and customers put people and planet first in all decision making by 2030.

In spring 2023, building on the previous two years, Selfridges 12-week creative scheme will have sustainability at its heart, exploring its Project Earth ambitions through creativity and collaboration, with a continued imaginative approach to retail innovation.

To ensure the decision making process is inclusive and representative, Selfridges is committed to ensuring that **by 2025 50% of director roles will be held by women, the gender pay gap will be closed and 16% of the senior leadership team will be made up of ethnic minorities.**

²21,286 Selfridges customers, October 2021

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Notes to editors

Selfridges Project Earth Report is available at: www.selfridgespress.com/projectearth

Data period for the report is the 2021-2022 financial year, unless otherwise stated.

Reselfridges: what do we mean by circular?

- Resale: A product that has been owned by someone else in the past
- Rental: A one-off hire of a product for a period of time
- Refill: A product that refills a previously sold or customer's own container
- Repair: A service or product to restore an item to a good condition
- Recycled: A product made with pre- or post-consumer waste according to our material commitments criteria

Selfridges Sustainability Milestones

2005: We said no to fur

2011: We launched Project Ocean

2014: We became the first department store to achieve The Carbon Trust Triple Standard

2014: Our Green Warriors started

2015: We went plastic-free with our iconic yellow carrier bags

2015: We said no to single-use plastic water bottles

2016: We launched our first cohort of Bright New Things

2017: We launched our product labelling scheme

2017: We converted to 100% renewable electricity in our stores and offices

2018: We removed all plastic carbonated drinks from our stores

2019: We signed the Fashion Pact

2019: We launched two pop-up resale platforms with Vestiare Collective and Depop

2019: We removed all single-use beauty wipes from our Beauty Halls

2020: We launched Project Earth

2020: We stopped selling any products containing exotic animal skins

2020: We launched our Reselfridges resale platform

2020: We launched our Diversity Board

2021: We launched our Selfridges Rental platform

2021: We stopped selling plastic-based cosmetic glitter and balloons

2021: We signed the Climate Pledge

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