



# Tribe Alive Impact Plan

2020 - 2024

**Tribe Alive empowers women around the world to find financial freedom through safe and meaningful employment at fair wages.**

**As a company, we measure success by impact, not profits. Our model is moving the fashion industry toward a more humane approach, where the Earth and the maker are valued equally to the customer.**

Our pillars act as our compass here at Tribe Alive. That's why we are centering our Quarterly Impact Reports and Five Year Plan around them:

Built By Women

Safe & Meaningful Work Environments

Designed to Last

Environmental Consciousness

# BUILT BY WOMEN

Our future is female.

We are proud to support women artisans in five countries — Guatemala, Honduras, Haiti, India, and Peru. Today, 85 percent of the world's garment workers are women. Yet they are drastically underpaid, overworked and trapped in a cycle of poverty. Tribe Alive offers a hopeful alternative, employing and empowering women around the world.

This is why we exist, and it drives everything we do.

And while we genuinely love to support other women, we also know from research and experience that women are the key to eradicating global poverty. Women comprise more than three-quarters of our workforce, and the effect is exponential. When women are empowered to earn an income, they reinvest 90 percent of that income back into health, education, food, children and their communities, compared to 30 percent for their male counterparts.

## ACTIONS

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- Offer benefit programs focused on health and development for all Tribe Alive employees
- Design and distribute product and content honoring every type of woman, despite her shape, size, age, ethnicity, gender identity or sexual orientation
- Collaboratively develop girls education and impact programs with artisan partners to equip the next generation with skills, confidence, and knowledge
- Partner with artisan groups to support employment and skill development opportunities for marginalized and underserved women
- Develop and support initiatives that give female artisans access to healthcare
- Educate internal employees, artisan partners, and customers about global issues affecting women and support campaigns that encourage involvement

## GOALS

- Launch a program encouraging employee activism at Tribe Alive HQ
- Increase focus on diversity in marketing, product, and brand development
- At least 50% of all Tribe Alive leadership positions being held by women
- 70% of our artisan workforce made up of women and 75% led by women
- 100% of female artisan partners receive access to an annual health check up
- 75% of artisan partners' children receiving a school education
- Support trainings on gender equity in all artisan production facilities

# SAFE & MEANINGFUL WORK ENVIRONMENTS

No one should fear going to work.

Tribe Alive believes artisans everywhere should have access to safe, healthy working environments. We partner with groups that are committed to providing inspiring, community-focused studios where our artisans can meaningfully create your pieces.

Every year, we spend time on the ground in the studios and countries where our products are made to ensure the highest standards of safety and fair, empowering treatment for all makers are being upheld.

We invest in the people behind our products.

Our artisans are paid fair-trade wages, we pay our artisans on time, and we understand that families depend on this income in order to meet basic needs. In countries where we operate, a fair-trade wage is 2 to 3 times more than the minimum wage. Being paid fairly & promptly means our employees can pay for housing and food, childcare and health care. It means our artisans can support themselves and their families. A fair-trade wage means dignity and opportunity.

## ACTIONS

- Ongoing focus on relationship building and collaboration with artisan partners
- Become supporters or members of global campaigns promoting safe and meaningful work environments and living wages
- Create trainings on local and global social responsibility for the Tribe Alive HQ team
- Collaborate with artisan partners to identify areas of growth and enhancement for employee working conditions
- Initiate, train, and oversee artisan partners in impact programs encouraging education, development and personal well being for employees
- Continue efforts to increase supply chain transparency and visibility

## GOALS

- Publish our Code of Conduct, Restricted Substance List, and Suppliers List on our website to provide visibility of where products are sourced and made
- 100% of artisan partners complying to our Code of Conduct, RSL and any additional guidelines
- 100% of men and women earning equal salaries for equal work
- 100% of all artisans across our supply chain earning a fair trade wage, working towards at least 75% earning a third party certified living wage
- Achieve 100% transparency and visibility for tiers 1 and 2 in our supply chain
- Extend transparency and visibility to tiers 3+ when appropriate
- Perform and publish 3rd party audits every 3 years and commit to internal onsite visits every 1-2 years

# DESIGNED TO LAST

The disposable mentality of fast fashion comes with a high price.

An astounding 92 million tons of clothes are dumped in landfills around the world each year. On average, people keep fast-fashion apparel pieces for only 35 days before tossing them. To us, this is unacceptable, and evidence proves this is doing significant damage to our planet and economies everywhere.

This is why Tribe Alive believes in slow fashion and meaningful consumption. From apparel to accessories, we design timeless pieces in classic silhouettes and high quality materials. Years from now, our clothes should live in your closet, not a landfill.

## ACTIONS

- Build sustainable materials library for design and product development teams
- Create a materials library and distribute it to our internal design team as well as artisan partners for better communication and increased collaboration
- Distribute fiber sourcing toolkits to engage internal team on how to limit environmental and social impact through product development
- Limit yearly promotions by committing to bi-annual sale events featuring unsold, out-of-season pieces
- Create specific care guides for products so customers are empowered to care for their purchases
- Research and test new finishing options to increase products' life span
- Promote safe and environment-friendly cleaning styles and products
- Hold quality and life span as priorities in the sourcing and design process

## GOALS

- Save and recycle at least 25% of our annual apparel products per year
- Create and enforce fiber standards in our sourcing process internally and with artisan partners
- Achieve a responsible production model year round
- Commit that 100% of our products are free from synthetic and short lasting fibers and materials

# ENVIRONMENTAL CONSCIOUSNESS

For too long, the fashion industry has been one of the world's leading polluters and consumers of water. At Tribe Alive, sustainability is at the core of our mission.

Our manufacturing process is free of toxic chemicals and dyes. We never use synthetic fibers, which are made from plastic and do not biodegrade even in landfills. Nearly all of our products are made with upcycled or organic materials, such as cotton and linen, and all of our paper collection and in-store packaging is created using upcycled materials that otherwise would have ended up in landfills. We design pieces specifically to use remnants from our own productions. And as of 2019, we ship each online order in fully biodegradable mailers.

Our practices have helped us reduce our carbon emissions, lessen water and energy use and vastly minimize the consumption of new raw materials. This year, we are excited to introduce a new carbon offset program that carefully analyzes our remaining carbon emissions and plants trees to responsibly offset them.

## ACTIONS

- Offset carbon footprint through healthy and effective partners
- Create a customer interfaced shipping carbon offset option
- Evaluate our supply chain to identify highest amounts of carbon emissions and create ways to minimize our footprint
- Develop a 'Remnants' collection to repurpose production waste into new designs
- Tribe Alive HQ participating in local programs, events, and campaigns addressing sustainability issues and giving back
- Commit to resource saving options for Tribe Alive HQ facility needs
- Confirm GOTS organic certification for all cotton and linen sourced in India
- Commit to increasing our upcycled textiles collection each year

## GOALS

- Release quarterly impact reports
- Commit to decreasing air shipping by 15% each year
- Become 100% carbon neutral for Scope 1 (Tribe Alive HQ) and 50% carbon neutral for Scopes 2-3 (product transportation and customer shipping)
- Implement programs to reduce, recycle & upcycle textile scraps at all artisan partner facilities
- 100% recyclable and/or biodegradable customer packaging
- Commit to 50% of our apparel textiles being certified organic
- Commit to 50% of production waste being repurposed into new designs