Company name: GladRags
Identifier: 182
Vetted by: Sara
Date: 10/11/21
Updated: [date and initials of updates] > save as a _v2 copy; e.g. *"Organicup_107_vetting form_v2"*

Impact brand: NECESSARY ATTRIBUTES

(note: to vet attributes with asterix, fill out tables on page 2&3 and add the overall result here)
For efficiency: follow the order of attributes in the table from 1-5

Attribute	Present (Y/N)
1. For profit company	Y
2. Mission is aiming to improve a pressing issue in the economy that is destructive, degenerative and/or non-functional to people and/or nature	Y
3. Active pursuit of mission & creation of public benefit*	Y
4. Products are good for consumer**	Y
5. Sustainable company***	Y

When one necessary attribute is not met > verdict = no impact brand.
When all necessary attributes are met > verdict = impact brand.

VERDICT: impact brand

*Active pursuit of mission & creation of public benefit

MISSION: Our mission is to positively transform the experience of menstruation through reusable menstrual products & relevant education

*There are several combinations of how a brand can pursue its mission actively and earn a 'tick' in the public benefit creation box. Please rate each present attribute with points to indicate its strength. The sum of points must reach the threshold of **40** for the brand to be deemed an 'active public benefit creator'.*

Attribute	Present (Y/N) and (points)	Strength (points)
PBC company structure	/	50 [legally backed public benefit creation]
B-corporation	30	30 [high effort and expensive; shows readiness to become a PBC (depending on the state of incorporation)]
Own projects working towards accomplishing mission	/	30-40 [medium-high effort]
Donation of products to achieve mission	20	20-40 [depending on amount donated relative to company size; relatively passive, yet can still create strong public benefit]
Donation of money to other organisations solving the mission	10	5-30 [depending on amount donated relative to company size, e.g. 1% For the Planet =5 points; passive]
Product is a tool to accomplish the mission	30	30 [product and mission are aligned. Represents holistic incorporation of mission, unlikely to be just a 'token'.]
Founder's personal connection to the mission	n/a	5

Necessary minimum threshold for public benefit creation: 40 points

Public benefit points of this company: 90

Add links to sources used here:
https://cdn.shopify.com/s/files/1/0024/6408/8139/files/2020_Benefit_Report.pdf?v=1614962231
https://bcorporation.net/directory/gladrags
https://gladrags.com/pages/introduction-to-cloth-pads

**Products that provide sustainable value for consumer:

Add either Y or N in each grey field.

Supporting tool for rating: Investigate if customer satisfaction is high *(e.g. reviews are at good on different platforms; genuine, unpaid posts about the performance of the product on social media)*

Attribute	Present (Y/N)	Necessary
Utilitarian immediate benefit for consumer *(high performing product)*	Y	Yes
Long term benefit(s) for consumer	Y	Yes
Materials considered safe according to current scientific standards	Y	Yes
Functional design & aesthetic	Y	Yes
No premium pricing/overpriced	Y	Yes

Add links to sources used here:
https://gladrags.com/collections/pantyliners/products/color-pantyliner-plus
https://gladrags.com/collections/day-pads/products/organic-day-pad
https://gladrags.com/pages/introduction-to-cloth-pads

***Sustainable company & sustainable production:

Please rate each attribute with the according points to indicate its strength. For the brand to be deemed a 'Sustainable company':
- *The sum of points must reach the threshold of 30 points in total, and*
- *at least a score of 10 for 'transparency' and*
- *at least 5 points in each of the other domains (colors).*

Add as much info as necessary to each attribute; discuss the choice of points in the table or in comments where appropriate.

[+] Strength: 5 = good; 10 = intermediate; 20 = strong; 30 = law-enforced/certified

Attributes influencing sustainability	Present (Y/N) & name which + (points)	Strength [+]
Materials: The materials or processes used reduce pressure on the environment compared to other mass-adopted alternatives (e.g. waste-reduction, CO2 reduction, reducing dependency on crude oil)	15	5-20
Materials: The materials are not raw materials, but e.g. recycled and/or don't deplete 'resources pool' *(e.g. latex harvested from living trees)*	/	5
Materials: The products/materials are recyclable, compostable or degrade harmlessly in the appropriate environment *(i.e., don't go to landfill)*	/	5
Operations: Emissions, waste and other negative externalities created by the company's operations are tracked and reduced or offset	/	5-20
Operations: The company puts effort towards using some of the industry's safest available processes possible, especially in manufacturing; and reasons are given *(e.g. harsh chemicals used in production of viscose are recycled and neutralised appropriately before released into waste water)*	10 handmade	5-10
Operations: The company puts effort towards reducing packaging and other externalities in their presentation and transportation of products	10	5-10
Stakeholders: The products/materials protect or increase wellbeing of animals (short- or long term)	5	5-10
Stakeholders: The products/materials protect or increase human health and/or wellbeing (short- or long term)	5	5-10

Stakeholders: Stakeholders are empowered throughout the supply chain (e.g., living wage, fair trade, safe working conditions, employment of skilled artisans, company culture, mental health leave, team building projects, stimulating work and environment...)	5	5-30
Transparency: The company holds third-party certifications that verify their claims (apart from B-certification)	FDA accepted	5-20
Transparency: Location of production and reason for the choice of location is disclosed	5	5
Transparency: disclosure of manufacturing/production processes etc. on the website; information-rich website and/or FAQ; and/or the company is a PBC (legal obligation of reporting on mission)	10	5-30
Transparency: disclosure of manufacturing/production processes etc. in follow-up emails or video chat	N /a	5-25
Transparency: interaction with customer feedback (e.g., is the company replying to reviews? How? How are negative reviews treated?)	5	5

Sustainability points of this company (need min. 30): 70
Scores at least 10 in 'Transparency': Y
Scores at least 5 in all other domains: Y

Add links to sources used here:

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https://gladrags.com/pages/introduction-to-cloth-pads