

March 31st 2021

The FOUR PAWS Brand-check

Mulesing-free Champions

1 Ortovox

Mulesing status: 100% certified mulesing-free

Measures taken: 100% mulesing-free wool in stores based on full traceability and robust certification

Recommendation for the brand: Share your experience and learnings with other brands and address sheep welfare issues beyond mulesing

2 Patagonia

Mulesing status: 100% certified mulesing-free

Measures taken: 100% mulesing-free wool in stores based on full traceability and robust certification

Recommendation for the brand: Continue sharing your experience and learnings with the industry to address sheep welfare issues beyond mulesing

Gold

3 **Fjällräven**

Mulesing status: partly (70%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% ZQ or recycled wool by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

4 **Icebreaker**

Mulesing status: partly certified mulesing-free wool in stores (2 sheep farms are in the process of getting certified)

Measures taken: has made a commitment to certify wool and partly implemented it (100% ZQ by 2019)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

5 **H&M**

Mulesing status: partly (12,1%) certified mulesing-free wool sourced

Measures taken: has initiated the development of RWS, has made a commitment to certify wool and partly implemented it (100% RWS by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

6 Kathmandu

Mulesing status: partly (39%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% RWS certified products by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

7 Esprit

Mulesing status: partly (32%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% RWS or recycled wool by 2023)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

8 Jack Wolfskin

Mulesing status: partly (30%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (winter season 2022 50% RWS and 100% RWS by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

9 Lacoste

Mulesing status: partly (30%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% RWS or recycled by 2023)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

10 Mammut

Mulesing status: partly (23%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% RWS certified wool by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

11 Tommy Hilfinger

Mulesing status: partly (1%) certified mulesing-free wool in stores

Measures taken: has made a commitment to certify wool and partly implemented it (100% RWS or recycled wool by 2025)

Recommendation for the brand: Keep close contact to supply chain partners and communicate implementation progress to your consumers

Silver

12 Next

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS or recycled by 2023)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

13 Abercrombie & Fitch

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

14 Burberry

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS, ZQ Merino or NATIVA™ schemes by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

15 Ralph Lauren

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it [100% sustainable wool (RWS or recycled) by 2025]

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

16 Marks & Spencer

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (50% RWS by 2025 and 100% by 2030)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

17 Calvin Klein

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS or recycled wool by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

18 s.Oliver

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

19 Vero Moda

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS or equivalent by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

20 C&A

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS or GRS/RCS by 2025)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

21 Marc o'Polo

Mulesing status: in the process of certifying their wool

Measures taken: has made a commitment and is starting to implement it (100% RWS, GOTS, OCS or recycled wool by 2023)

Recommendation for the brand: Take steps with supply chain partners to start the phase-out and communicate progress to your consumers

Bronze

22 Superdry

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

23 Hugo Boss

Mulesing status: starting transition away from mulesing

Measures taken: has made a partial phase out commitment (98% ZQ for pure knitwear by 2020)

Recommendation for the brand: Take steps with supply chain partners to start the phase out and communicate progress to your consumers

24 Benetton

Mulesing status: starting transition away from mulesing

Measures taken: has made a partial phase-out commitment (30% mulesing-free by 2025)

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

25 Levi's

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

26 The North Face

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

27 Mango

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

28 Zara

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

29 American Eagle

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

30 Puma

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

31 Adidas

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

32 Reebok

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

33 Nike

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

34 Diesel

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

35 Uniqlo

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

36 John Lewis

Mulesing status: brand is publicly against mulesing

Measures taken: has not made a phase-out commitment yet

Recommendation for the brand: 100% phase-out commitment based on robust verification schemes communicated publicly on website (animal welfare policy)

Black sheep

37 Max Mara

Mulesing status: no plans to exclude mulesing found

Measures taken: no measures are to be found via publicly available sources

Recommendation for the brand: Set up an Animal Welfare Policy and publish a stance against mulesing via making a phase-out commitment (i.e.: 100% RWS or equivalent by 2023)

38 Escada

Mulesing status: no plans to exclude mulesing found

Measures taken: no measures are to be found via publicly available sources

Recommendation for the brand: Set up an Animal Welfare Policy and publish a stance against mulesing via making a phase-out commitment (i.e.: 100% RWS or equivalent by 2023)