

# Animal Welfare Policy

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### 1 Purpose and Area of Application

All companies of the Zalando Group are committed to trading responsibly and we take steps to ensure that the goods we sell and procure have been produced in an ethical, safe and environmentally conscious manner. Our [do.MORE strategy](#) is to be a sustainable fashion platform with a net-positive impact for people and the planet, and we have set bold, measurable targets until 2023 which cover all areas of our business. We recognize the responsibility we share with the fashion industry to guarantee good animal welfare and the conservation of biodiversity when sourcing animal-derived materials within supply chains, and work with industry expert groups to support the ongoing research, development and implementation of animal welfare standards and transparency in the supply chain.

Our Animal Welfare Policy is complementary to our [Code of Conduct and other sustainability and ethical standards](#), which set the baseline for social, environmental and chemical compliance, and applies to all our Business Partners, including, but not limited to: suppliers, agents, trading companies and service providers (hereinafter “Business Partners”) of Zalando SE and all its subsidiaries (hereinafter “Zalando”). It lists the Principles to which Business Partners must adhere when supplying products made from animal-derived materials for sale through Zalando and will be reviewed on a regular basis in order to incorporate updates.

We have adopted a continuous improvement approach towards our 2023 ambitions, which we expect Business Partners to adopt and demonstrate clear progress against. This improvement reflects our ambition to raise the bar across the industry and only work with partners who align with our ethical standards by 2023. In addition to ongoing compliance checks carried out during delivery and production, Zalando will perform regular spot-checks on the product assortment to verify Business Partners’ compliance with this policy and the minimum requirements per material category as specified in our [Sustainable Sourcing Policy](#). Business Partners must provide all relevant information on request and products that are considered to be in violation of these policies will be removed from sale. Further, Zalando reserves the right to suspend partners from selling on the platform or terminate the business relationship, if they violate these guidelines and the legal requirements for such termination under applicable law are met.

## 2 Principles

- 1. Zalando does not permit animals to be slaughtered solely for the purpose of fashion.**  
We believe that killing animals solely for the purposes of fashion products is unnecessary. Zalando does not sell fur<sup>1</sup> and has been part of the Fur Free Retailer program since 2016. Animal-derived materials may only be used in products sold on any Zalando platform under the conditions listed below.
- 2. Zalando is against the sale of products made from wild animals.** This includes materials derived from wild-caught animals and wild animals reared in farming environments, particularly those species classes as vulnerable or endangered, which appear on either the International Union for the Conservation of Nature (IUCN) or the Convention of International Trade in Endangered Species (CITES) checklists.
- 3. Zalando is against animal testing.** No cosmetics/beauty products sold on Zalando may be tested on animals, in accordance with the EU ban that came into effect on 11 March 2013.<sup>2</sup>
- 4. Zalando requires all Business Partners selling animal-derived products to promote good animal welfare throughout their supply chains.** We encourage all Business Partners to establish and implement their own Animal Welfare policies, which adopt the Five Domains Model and according Five Provisions and Aligned Animal Welfare Aims<sup>3</sup> designed to assess and encapsulate both the physical and mental state of animals. We commit to strive for the same level of Animal Welfare within our Private Label supply chain, and to understand and reduce confinement, body alterations and journey times, whilst improving enrichment provision across the supply chains. We believe that animals should be pre-stunned at slaughter and are committed to supporting One Health<sup>4</sup> approach to antimicrobial resistance.
- 5. Zalando does not permit the use of live animals in photoshoots.** Business Partners using animal imagery in marketing materials should ensure imagery used is sensitive to animal welfare issues.
- 6. Zalando is committed to increasing traceability and transparency across our supply chain and the industry as a whole.** We acknowledge that progress in implementing our Animal Welfare Policy can only be achieved where Business Partners have systems in place to trace back to the source of primary production within their supply chains. We expect all Business Partners to provide key sourcing information as standard about the animal-derived materials they use, including the name of the species of animal (common and Latin), country of origin where applicable (where the animal was reared and slaughtered), and any relevant documentation showing proof of good animal welfare or compliance of materials.
- 7. Zalando is committed to increasing the amount of sustainably-sourced materials, including those from animal-derived sources.** We are committed to leading by example; Zalando's Private Labels have been certified to the Responsible Down Standard since 2018 and the Responsible Wool Standard since 2020; and we expect our Business Partners to follow by implementing robust certification systems. We also encourage and support the innovation of plant-based alternatives to animal-derived products. We will provide information on our progress towards sourcing more sustainable materials in our annual public reporting.

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<sup>1</sup> According to the [Fur Free Retailer program](#), 'fur' means any animal skin or part thereof with hair or fur fibers attached thereto, either in its raw or processed state or the pelt of any animal killed for the animal's fur. "Animal" includes, but is not limited to, mink, fox, rabbit, karakul lamb, and raccoon dog. "Fur" shall not include 1) such skins as are, or are to be, converted into leather or which in processing have, or shall have, the hair, fleece, or fur fibers completely removed, 2) materials clipped, shorn, or combed from animals, such as fleece, sheepskin, or shearing, 3) leather or hair attached to skin that is typically used as leather, e.g. cowhide with hair attached, or 4) synthetic materials intended to look like fur.

<sup>2</sup> See [https://ec.europa.eu/growth/sectors/cosmetics/animal-testing\\_en](https://ec.europa.eu/growth/sectors/cosmetics/animal-testing_en).

<sup>3</sup> See [Five Provisions and Aligned Animal Welfare Aims \(Mellor, 2016\)](#); 1. Good nutrition; 2. Good environment; 3. Good health; 4. Appropriate behaviour; 5. Positive mental experience.

<sup>4</sup> See <https://www.euro.who.int/en/health-topics/disease-prevention/antimicrobial-resistance/policy/one-health>.