

## CASE STUDY

# Everlane maps nature risk to inform sustainable sourcing strategy.

**pure**|STRATEGIES **EVERLANE**

*Pure Strategies deployed Earth Blox to map biodiversity risk across Everlane's key materials — laying the groundwork for a nature strategy aligned with SBTN and their sustainability goals.*

### Client

Clothing retailer (via sustainability consultancy, Pure Strategies).

### Solution

Spatial analysis on Earth Blox to assess nature risk across key sourcing regions.

### Challenge

Limited visibility into biodiversity risks across a complex, agile supply chain.

### Results

Actionable nature risk insights to support strategic planning, compliance, and supplier conversations.



## OVERVIEW

*Earth Blox enabled Pure Strategies to deliver Everlane's first spatial biodiversity risk assessment — turning fragmented sourcing data into actionable insight.*

Focusing on key materials such as cotton and wool, the consultancy used the platform to overlay supply chain data with indicators of ecosystem pressure, from water stress to habitat loss. The result was a science-based view of nature risk that informed supplier engagement, supported disclosure goals, and helped Everlane strengthen its sustainability strategy beyond climate.

## The challenge: Limited visibility into nature risks across the supply chain

Clothing retailer [Everlane](#) has long been recognised for its leadership in sustainable fashion. Grounded in the principle of radical transparency, the brand has made major strides in climate reporting and ethical sourcing, including a 52 percent reduction in Scope 1–3 emissions since 2019 and ensuring 90 percent of its materials meet certifications such as organic, recycled, or responsibly sourced standards.

But when it came to nature, they recognised a strategic gap.

For brands like Everlane, whose products rely on natural materials such as cotton, wool, and leather, nature-related risks from biodiversity loss to water scarcity and land degradation are increasingly material. According to the [Oxford Sustainable Finance Group](#), nature degradation could result in global economic losses of up to \$5 trillion by disrupting industries dependent on ecosystem services. These risks are gaining urgency as regulations such as the Corporate Sustainability Reporting Directive (CSRD) take shape, and voluntary frameworks like the Taskforce on Nature-related Financial Disclosures (TNFD) and the Science Based Targets for Nature (SBTN) set clear expectations for how companies should assess and disclose their impacts and dependencies on nature.

Everlane didn't just want to tick a compliance box. They see nature action as part of their broader leadership in sustainable fashion — a way to live their values, strengthen their brand, and build a movement for change. Their goal was to understand how nature degradation could affect sourcing and where action like restoration, stewardship, or supplier engagement might be needed. They aimed to build a credible, evidence-based nature strategy that matched the ambition of their climate goals and deepened their commitment to responsible business.

Like many in the apparel sector, however, the company lacked full, real-time visibility into its agile supply chain. The ever-changing nature of apparel supply chains can see fibre origins that change on a seasonal or purchase order basis — while some material origins were well documented, others were not. Many risk tools were too expensive, rigid, or complex to support the flexible, iterative analysis they needed.

*“We know we need better data, but we can't let the gaps stop us from taking action. So we look for tools that help us work with what we have, without getting overwhelmed by cost or complexity.”*

— Katina Boutis, Head of Sustainability & Sourcing, Everlane

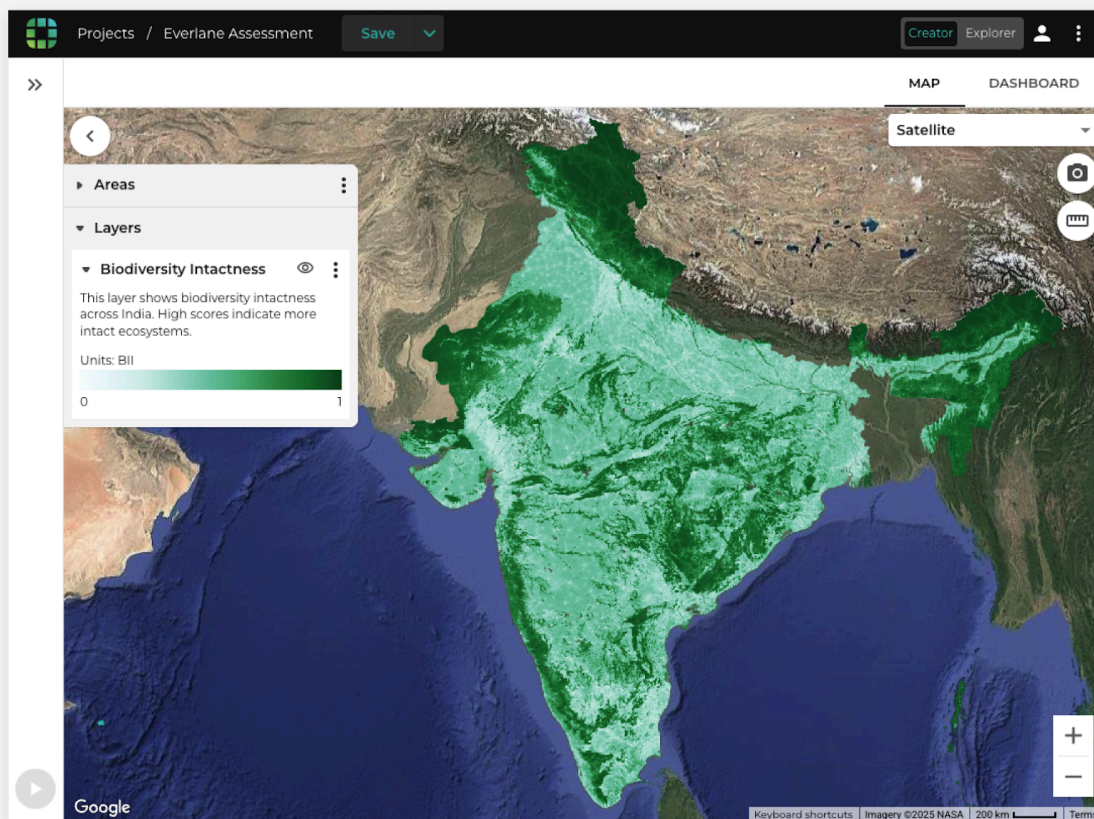
## Solution: A flexible path to nature insights

Everlane turned to its trusted consulting partner, [Pure Strategies](#), to understand its nature risks. They began with a gap assessment to evaluate current activity against the Global Biodiversity Framework and relevant disclosure standards. An initial country-level analysis using WWF's Risk Filter tool helped establish exposure, but lacked the spatial detail needed for sourcing decisions.

*“We needed a flexible tool that would let us visualise data and generate outputs we could analyse, even when supplier data wasn’t complete.”*

— Colleen Corrigan, Director, Nature & Biodiversity, Pure Strategies.

That’s when Pure Strategies brought in [Earth Blox](#), a cloud-based geospatial platform that turns nature and climate data into decision-ready insights. Designed to support regulatory compliance, risk mitigation, and opportunity identification, Earth Blox enables users to build custom environmental assessments by combining their own sourcing or asset data with over 200 open-access and proprietary datasets.



*Mapping biodiversity intactness across India in the Earth Blox platform.*

The platform is no-code and supported by a dedicated customer success team, who work closely with users to co-develop science-backed workflows aligned with frameworks and regulations such as SBTN, TNFD, and the European Deforestation Regulation (EUDR). This eliminates the need for specialist GIS skills and makes spatial analysis accessible for both sustainability teams and the consultancies that support them.

# Delivery and implementation: Seeing the story in the data

The analysis focused on key materials such as cotton and wool. Using Earth Blox, Pure Strategies overlaid known sourcing regions, including Turkey, India, and Tanzania, with spatial data on ecosystem intactness, water stress, and biodiversity. Where sourcing details were incomplete, proxy datasets (such as cotton-growing density maps) helped model likely impact zones.

Throughout the project, Pure Strategies led the analysis and engagement with Everlane, using Earth Blox to explore data, refine methods, and adapt the workflow to match available sourcing information. The Earth Blox team provided responsive support along the way by helping to test options and tailor outputs, while enabling Pure Strategies to move quickly and independently at every stage.

*“Everlane had never seen this kind of analysis before. Shifting from spreadsheets to spatial thinking helped them see where their impacts and dependencies were.”*

— Isabel Hofmockel, Customer Success, Earth Blox.

## Results: From fragmented data to strategic action

This project marked a shift in how Everlane approached nature risk. For the first time, the company could visualise biodiversity-related exposure across its sourcing footprint and share those insights in its [2024 Impact Report](#). Even with incomplete supply chain data, spatial analysis helped inform strategy, support reporting, and drive supplier engagement.





## Key results included:

### Strategic insights and decision-making

- Highlighted sourcing regions with elevated risk, from biodiversity loss to water scarcity, to prioritise supplier conversations
- Identified areas with potential for stewardship or restoration aligned with brand goals
- Delivered the company's first-ever biodiversity-related risk maps

### A platform that supports repeatable, scalable analysis

- Enabled proxy-based assessments where origin data was limited
- Supported flexible workflows without requiring in-house GIS expertise
- Turned complex spatial data into intuitive, stakeholder-ready visuals

### Foundation for continued impact:

- Equipped the team with a science-backed toolset to deepen its nature strategy
- Strengthened alignment with disclosure expectations under SBTN
- Reinforced Everlane's leadership in sustainable fashion by connecting science-based analysis to a brand story their customers can understand and support

For Everlane, this work is more than analysis — it's about making complex environmental data meaningful, so they can lead by example, build trust, and bring their customers on the journey to a more sustainable future.

*“Working with Pure Strategies and Earth Blox gave us new clarity on how nature risks show up across our supply chain. Being able to visualise ecosystem pressures in our sourcing regions helped us move from fragmented data to more informed, strategic conversations, both internally and with our suppliers.”*

— Katina Boutis, Head of Sustainability & Sourcing, Everlane