

# How Dunelm Advances Sustainability Using Supply Chain Data From Worldly

**Industry:** Home furnishings

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**Location:** United Kingdom

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**Sustainability goals:**

- Reduce carbon emissions 50% by FY2030
- Achieve net-zero emissions by FY2040

**Worldly solutions used:**

- Worldly Adoption Services
- Higg Facility Environmental Module

**Key results:**

- A Higg FEM completion rate of 84.7% among its tier 1 suppliers



# Dunelm's ambitious climate goals start with better supply chain data

As the UK's leading home furnishings retailer, Dunelm sits at a pivotal point of influence to reduce the environmental impact of consumer goods merchandise through its sourcing and sustainability decisions.

Like many of today's consumer brands, Dunelm faces a critical challenge as it works to meet its goals for a more sustainable world. The retailer must provide quality products to customers at a fantastic value while ensuring the company meets self-imposed, consumer-driven, and regulatory requirements for sustainability practices throughout its global operations.

With ambitious climate goals—**cutting carbon emissions 50% by 2030 and reaching net zero by 2040**—Dunelm knows its greatest impact lies in its supply chain, not its direct corporate footprint. Achieving meaningful progress depends on long-term, trust-based partnerships and close collaboration with manufacturers and their facilities.

Dunelm's ambitious goals are why it chooses to partner with Worldly—the leading supply chain sustainability data and analytics platform for consumer goods—to measure baseline impact, pinpoint hotspots, and turn data into a roadmap for supply-chain-wide improvement.

## Dunelm's success metrics

**85%**

Higg FEM completion among Tier 1 suppliers in year one

**86%**

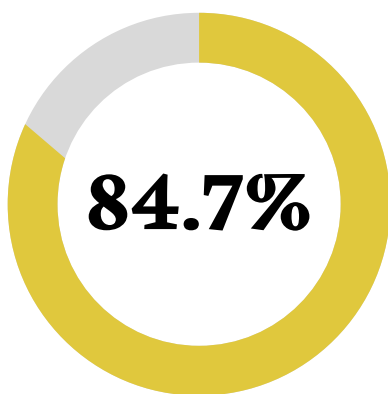
Third-party verification among key Tier 1 suppliers in year one

# 5 Ways Dunelm and Worldly partner to deliver accurate sustainability data

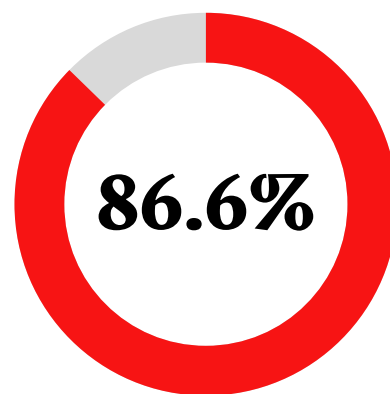
With 2030 approaching quickly, brands, retailers, and manufacturers that want to be ahead of regulatory and industry trends and standards can't afford fragmented or incomplete supply chain data. In its first two years with Worldly, Dunelm built a scalable, repeatable model for supplier engagement that helped meet its goal of 100 percent engagement—a vital prerequisite for achieving its ambitious climate goals. Dunelm's success is rooted in five core practices that help suppliers participate fully and consistently:

1. Build strong, trust-based supplier relationships
2. Maintain consistent, proactive communication
3. Engage commercial teams early and often
4. Leverage Worldly's support and adoption expertise
5. Embed sustainability measurement into everyday business practices

In Dunelm's first year introducing its facilities to the Higg Facility Environmental Module (Higg FEM), 84.7 percent of those facilities completed the assessment. Additionally, 86.6 percent of key Tier 1 suppliers validated their self-assessment data through a third party. This level of engagement is particularly impressive for a first-year retailer to achieve.



Facilities completed the assessment



Key Tier 1 suppliers validated their self-assessment data



The Higg Index, developed by the global nonprofit alliance Cascale, in collaboration with Worldly, is the leading measurement methodology and suite of tools for assessing the environmental and social impact of value chains.

The Higg Facility Environmental Module (FEM) and Facility Social and Labor Module (FSLM) are available exclusively on the Worldly Platform.



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“We have to create an understanding with suppliers that this is a collaboration. It’s not me telling you what to do: It’s how do we do this together? There’s one common goal—how do we get there?”

**Lisa Ly**

Senior Sustainability Manager, Dunelm

# 1. Relationships with suppliers are key: Don’t just check boxes; build partnerships

For sustainability teams at brands across all industries, prioritizing transparent communication with suppliers is crucial. All stakeholders should be working with unified goals in mind—not just one brand’s goals, but goals set across the entire industry or by country or region. Then, it’s essential to have honest conversations with suppliers about why these goals are critical to meet.

“Right now, we’re focused on getting a clear picture of our environmental baseline, and we’re well on the way,” said Lisa Ly, Senior Sustainability Manager at Dunelm. “Being really transparent with our suppliers about why we want them to take that first step and complete their environmental assessments and validate their data was a huge part of our initial success.”

The focus on relationships doesn’t stop there. Dunelm collaborates with its suppliers to set carbon and water reduction goals that are ambitious, but realistic. Transparency about approaches and progress is critical to any brand’s success in supply chain decarbonization and sustainability efforts.

Dunelm fosters strong supplier relationships by:

- Bringing suppliers together through working groups where top performers share practical advice and lessons learned.
- Closing the feedback loop via newsletters that address concerns and communicate actions taken.
- Providing structured opportunities for feedback at key stages of the assessment cycle.

## 2. Establish ongoing communication: Engage early, often, and clearly

Clear, ongoing, two-way communication with supply chain partners is essential to achieving sustainability goals.

Dunelm drove strong first-year assessment completion using these tactics.

- 1 Starting early with a clear plan** — engaging suppliers six months ahead with defined requirements and timelines.
- 2 Educating and supporting suppliers** — aligning through webinars and targeted one-on-one follow-ups.
- 3 Communicating consistently** — maintaining two-way, multilingual outreach with regular, well-timed reminders.
- 4 Adapting to supplier needs** — using varied formats and strategic timing to avoid overload.

Dunelm used Worldly to make continuous communication easier, supported by automated facility outreach, resources in nine languages, and round-the-clock customer support.

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“I always ensure that we communicate the ‘why’ because if you don’t tell somebody why you’re doing something then they don’t understand it, and they won’t do it.”

**Lisa Ly**  
Senior Sustainability Manager, Dunelm

# 3. Get other teams involved: Real impact requires everyone's participation



Dunelm operates on the principle of “Good and Circular” —a three-pronged approach to sustainability. This includes:

- Protecting the planet by creating circular products and using the Higg FEM to measure progress.
- Protecting people by ensuring a safe working environment for factory workers and all humans in its supply chain.
- Creating community in the locations Dunelm sells its products.

This strategic vision makes it logical for Dunelm’s sustainability team to involve others across the company in its efforts. Ly’s team takes the time to educate and enable other teams and stakeholders that regularly communicate with suppliers to emphasize the importance of sustainability measurement and data validation.

Worldly’s Insights Hub makes this collaboration even more effective. Using the Insights Hub, Dunelm’s commercial team can see how their suppliers are performing across a variety of analytics based on their Higg FEM assessments. This integrates sustainability metrics into buying decisions, and reinforces the importance of Higg FEM completion during supplier visits.



“We found that involving our commercial sales teams in sustainability conversations with suppliers was key to our success. It helped our supplier partners understand that sustainability is central to our business strategy and a key part of working with Dunelm.”

**Lisa Ly**  
Senior Sustainability Manager, Dunelm

# 4. Take advantage of available expertise to accelerate success

Dunelm's strong supplier engagement didn't happen by chance: It was the result of a deliberate strategy focused on clarity, consistency, and hands-on support. To make its first assessment cycle successful, the team took advantage of Worldly's expert guidance, best practices, and scalable tools to help suppliers understand expectations and complete their assessments with confidence.

By combining internal leadership with proven resources and educational support from Worldly, including the Worldly Collaboration Suite, Dunelm created a smooth, reliable experience for suppliers at every stage. From self-service materials to advanced supplier engagement resources, Dunelm made full use of the assistance available to ensure suppliers had what they needed to succeed. The result was Dunelm's enviable facility completion and verification rates in its first year—an achievement that's well within reach for any brand or retailer that takes full advantage of the success tools at its disposal.

## The Worldly Collaboration Suite

All Worldly customers have access to the Worldly Collaboration Suite, which is designed to enhance every aspect of your data collection experience.

From encouraging suppliers to complete their assessments to achieving a big-picture view of every facility's progress across multiple Higg Index assessments year-over-year, the Worldly Collaboration Suite offers self-service features to increase collaboration and participation from suppliers.

These features include:

- Real-time monitoring of your value chain partners' progress toward the completion of the Higg FEM, Higg FSLM, and other assessments.
- Customized segmentation to organize facilities based on their attributes.
- Automated, recurring, and targeted email campaigns to specific facility groups based on attributes or assessment completion status.
- Unified Supplier Management, providing visibility to completion progress, verification status, and data sharing statuses across all suppliers in one location.

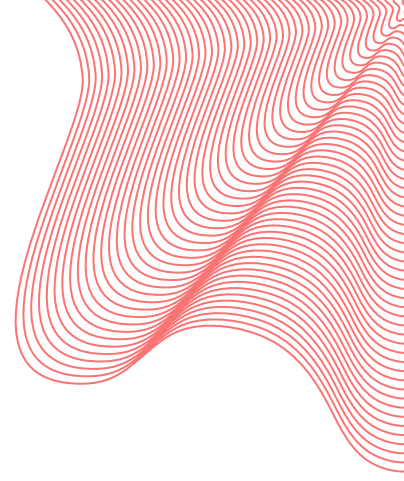
Dunelm also benefits from Worldly's custom Adoption Services. This allows the Worldly team to do much of the heavy lifting for Dunelm while also leveraging supplier engagement best practices developed through driving assessment completion at over 30,000 facilities.

Worldly customers that use Worldly's Impact level Adoption Services see an average facility assessment completion rate of 74 percent.



**Worldly's Adoption Services assessment completion rate**

**74%**



## 5. Make sustainability a standard part of how you do business

Above all, Dunelm achieves success with its sustainability data collection efforts because it never treats them as an afterthought. Because Dunelm treats data collection and goal-setting as standard business requirements, suppliers receive a unified and consistent message from the entire company.

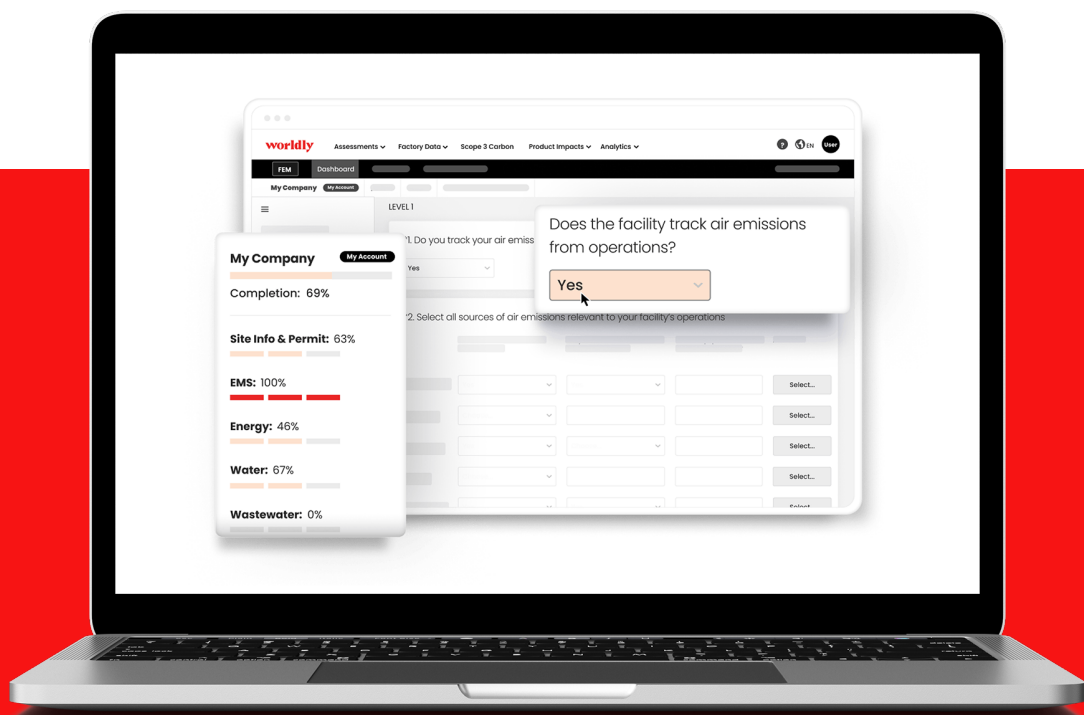
The results speak for themselves: Within just two years of using the Higg FEM on Worldly, Dunelm's suppliers have begun speaking a common sustainability language. Conversations have shifted from explaining why sustainability matters to seeing leading facilities develop their own plans to advance their progress even faster.

Ly now reports that suppliers are fully embracing Dunelm's priorities and philosophy as their own. She recalls a moment when a Higg FEM facility user asked both her and facility management a question, and she did not need to respond. "That was the moment I realized my suppliers really get it," Ly said. "They sound like me. They know why we're doing this and can communicate the importance to their people just as much as I could."

Dunelm is proving what's possible when sustainability becomes standard practice—and it's doing so with help from the Worldly platform. If you're ready to strengthen your own sustainability data strategy, connect with Worldly to get started.

# Ready to accelerate your sustainability impact?

Dunelm shows what's possible with accurate supply chain data and strong supplier engagement. Worldly helps you collect high-quality data, increase participation, and accelerate progress toward your goals.



See a live demo





# worldly

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## About Worldly

Worldly is the leading sustainability and supply chain intelligence platform for the consumer goods industry. The company empowers brands, retailers, and manufacturers to turn verified primary data into insight and action across complex global supply chains.

Trusted by a network of more than 40,000 companies across apparel, footwear, home furnishings, and sporting goods, Worldly provides visibility into environmental and social performance, including carbon, water, chemicals, and labor, at the product, facility, and value-chain levels.

Built on industry-recognized standards, including Cascale's Higg Index, Worldly translates raw data into actionable intelligence that helps organizations reduce risk, meet evolving regulatory requirements, and drive measurable progress over time.

[www.worldly.io](https://www.worldly.io) →