

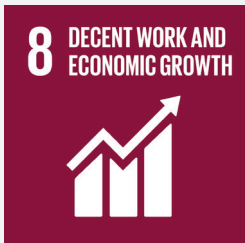
CSR STRATEGY 2021-2025

Responsible working conditions in the supply chain

More sustainable production methods and materials

More sustainable cotton in our products

Engagement in national and international initiatives and organizations



Managing our own business

Managing our supply chain

Policies



Bill of Human Rights

ILO Fundamental Principles and Rights at work

The Rio Declaration on Environment and Development

UN Convention against Corruption

UN Guiding Principles on Business & Human Rights

OECD Guidelines for Multinational Enterprises

STRATEGIC CSR AREAS

Four of the Sustainable Development Goals is of strategic importance to us, and we will focus our primary resources on working with these four areas



Decent work and economic growth (SDG 8)

WHY

It is of utmost importance to us that our textiles are produced at factories with decent working conditions.

Some production countries represent systemic risks of unsafe working conditions and challenged labour rights.

TOOLS

- Amfori BSCI
- The Accord on Fire and Building Safety in Bangladesh // The RSC
- Systematic Follow-Up with suppliers on their improvement work

RESPONSIBLE CONSUMPTION AND PRODUCTION (SDG 12)



WHY

We need to change the current methods and ways of doing business in order to reduce our environmental footprint.

Challenges include material use, packaging, transportation, chemicals and animal welfare.

TOOLS

- 'Greener Products' Program
- No Harmful Chemicals
- Oekotex certification
- Animal Welfare Policy
- Introduction of amfori BEPI Program for suppliers
- Greener Packaging

WHY

A relatively large share of our material use is cotton. Considering cotton production's negative impact on the climate, the local environment and the biodiversity, it is imperative that the textile industry finds more sustainable ways of producing cotton

TOOLS

We partner with the Better Cotton Initiative. We have taken this step because we want to support a large-scale positive change within the cotton industry.

The BCI trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and well-being.

Another priority is to look towards other more sustainable sources of cotton, such as organic cotton, Fairtrade cotton, etc.

WHY

In order to create as much positive impact as possible, we need to collaborate with national and international organizations and initiatives.

PARTNERSHIPS



plastic change



LIFE ON LAND (SDG 15)

PARTNERSHIP FOR THE GOALS (SDG 17)

