





ACHIEVEMENTS AND GOALS

		2019	2020	GOAL 2025
 IMPROVING THE SUPPLY CHAIN	Our goal is that 70% of the products will come from factories where working conditions qualify as “good” by 2025. We will continue to work with the remaining factories to action the identified improvement areas.	44%	63%	70%
	Our goal is that 50% of the products will come from factories that pay the local living wage by 2025.	18%	3%	50%
	We only accept products from factories that are free from child labour, discrimination and gender issues.	96%	97%	100%
 MAKING BETTER PRODUCTS	Our goal is to use 100% more sustainable cotton by 2021.	63%	97%	100%
	Our goal is to use only 100% animal-friendly materials by 2025.	25%	33%	100%
	Our goal is that 50% of the products will be dyed and washed with clean techniques by 2025.	1,4%	0,4%	50%
	Our goal is that 20% of the materials used will be made from recycled fibers by 2025.	0.1%	1,4%	20%
 IMPROVING OUR WAY OF WORKING	Our goal is to maintain that at least 1 in 3 management positions are filled by a woman by 2025.	41%	38%	33%
	Our goal is that 100% of our B2C packaging will be made from sustainable materials by 2025.	15%	38%	100%
	Our goal is that 50% of the non-commercial articles will be a sustainable option by 2025.	6%	19%	50%
	Our goal is that waste from the head office and stores will be reduced by 30% by 2025.	-	-10%	-30%
	Our goal is that CO ₂ emissions from the head office and stores will be reduced by 30% by 2025.	-	Measurements not finished	-30%
 GIVING BACK TO SOCIETY	Our goal is that 100% of product waste will be donated to charities by 2025.	96%	96%	100%