

A photograph of a woman with long, wavy blonde hair, smiling and holding a baby. She is wearing a white, textured knit sweater and a dark blue skirt with white polka dots. The baby is wearing a light blue striped shirt. In the background, a young girl with long brown hair, wearing a pink dress and white shoes, is standing and holding a purple and white object. The setting appears to be a bright, indoor space with a white door and a patterned rug.

# Impact report 2019

NINE & Co.



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# Letter from our CEO



“In all we do, we’ll keep listening to what our customers, consumers and the world need”

## **WE’VE SET A CLEAR, NEW COURSE FOR OUR FUTURE.**

Especially since our different maternity and kids brands were brought together under one leading fashion company we’ve been able to do so. We reshaped, and are still reshaping, our business and sharpened our sustainability programs. Since our establishment, we are a company where positivity, connection and curiosity are guiding in the way we do business. Our sustainability programs are aligned with these core values. Nine & Co. will always work on building a happy world for our children, and empower (pregnant) women and mothers to do this with us.

We know we are in the right position to help shape our future generations. By help shaping their dreams, their ideas and the world they live in. Everything our company does has to contribute to the confidence, comfort and health of (future) mothers. All with the aim to unburden her and create room for joy and happiness.

Our ambition is clear and simple, but the environment we work in is sometimes complex. In 2019, we have set many more meaningful steps to slowly overcome this complexity. Turn challenges into concrete and straightforward decisions. Decisions and directions that help our industry move forward and enable us to create a more sustainable fashion industry together. The steps we have taken, and corresponding results are highlighted throughout this report. A few examples to share with you:

## **# WE GOT TO KNOW OUR SUPPLIERS EVEN BETTER.**

Resulting in valuable conversations and co-creations. We aim for stable, long-lasting relationships. Understanding how we can improve our collaboration with suppliers and facilitate them to provide a safe working environment and fair remuneration for their workers.

## **# WE STARTED WITH FACILITATING A SAFE & HEALTHY START FOR NEW-BORNS AND THEIR PARENTS**

by working with health experts on this side of our value chain. We want to understand the needs of mothers and children in their most vulnerable period: during and after pregnancy. This enables us to contribute to a facilitating environment, in which they can develop in the very best way.

**# WE ARE TAKING CARE OF OUR EARTH,** to create a happy world. Our approach to circular business and innovative and sustainable materials, helps us optimize our business operations and collections. Besides, we are working hard to reduce our negative impact and mapped the main focus points to do so.

In this report, we present our sustainability programs and all the corresponding developments, steps and data for 2019 that enable us more and more to shift from reducing negative impact to creating positive value. We look forward to further out roll the activities and initiatives that have our attention in 2020 and beyond.

In all we do, we’ll keep listening to what our customers and the world need. In response to this, we optimize our business and collections, for a happier and healthier world, for all mothers, fathers and their children.

Anne-Gien Haan  
CEO Nine & Co.

# About NINE&Co &

**NINE & CO.** is a leading, international company for fashion, home and sleep textiles with 6 brands leading in maternity, baby and kids wear, home and sleep wear: Noppies, Supermom, Queen Mum, Esprit for mums, Imps & Elfs and Alvi. Nine & Co. has 131 employees, with Noppies shops in 18 cities in 3 countries and online sales in 44 countries. Our headquarters is located in Lelystad, the Netherlands.

Our business started as a family company and is today a celebrated family of brands. Building a sustainable and social responsible company makes for no other company so much sense as it does for us. New life is something to celebrate and cherish. As expert in maternity & kids fashion and home & sleep wear in Europe, it is our passion to give confidence to mums

and their newborns to make this path to new life the most joyful period of their lives. We are here to give confidence and joy through design, comfort and care, and do so in a caring and sustainable way.

Our brands are part of their first and most important years. We are there when pregnant women first dream about becoming a mother and when young boys & girls first start exploring the world on their own. It's what makes us much more than a fashion & textiles company. With our philosophy on life, the stories we tell, the choices we make, we can directly impact the world these children live in and will grow up in. Over the course of 2018 and 2019 we have taken sustainability to the next level and out-rolled our sharpened sustainability programs.

## COMPANY VALUES

Since its establishment, everything Nine & Co. does is guided by the 6 core values. The values describe the mindset, attitude and characteristics of the company.

It's the building blocks of our culture and every decision that we make.



**6 brands:**

noppies

SUPERMOM

IMPS&ELFS

Queen Mum

ESPRIT

Alvi

**294 EMPLOYEES:**

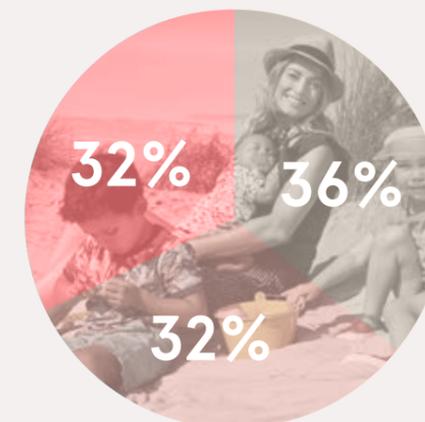


**80% (234) WOMEN**  
**20% (60) MEN**



**OWN SHOPS IN 18 CITIES IN 3 COUNTRIES**

**CLOSE TO 4.500.000 ITEMS SOLD**



**36% MATERNITY ITEMS**  
**32% KIDS ITEMS**  
**32% HOME&SLEEP ITEMS**

**ONLINE SALES IN 44 COUNTRIES**



# How we create a happy world



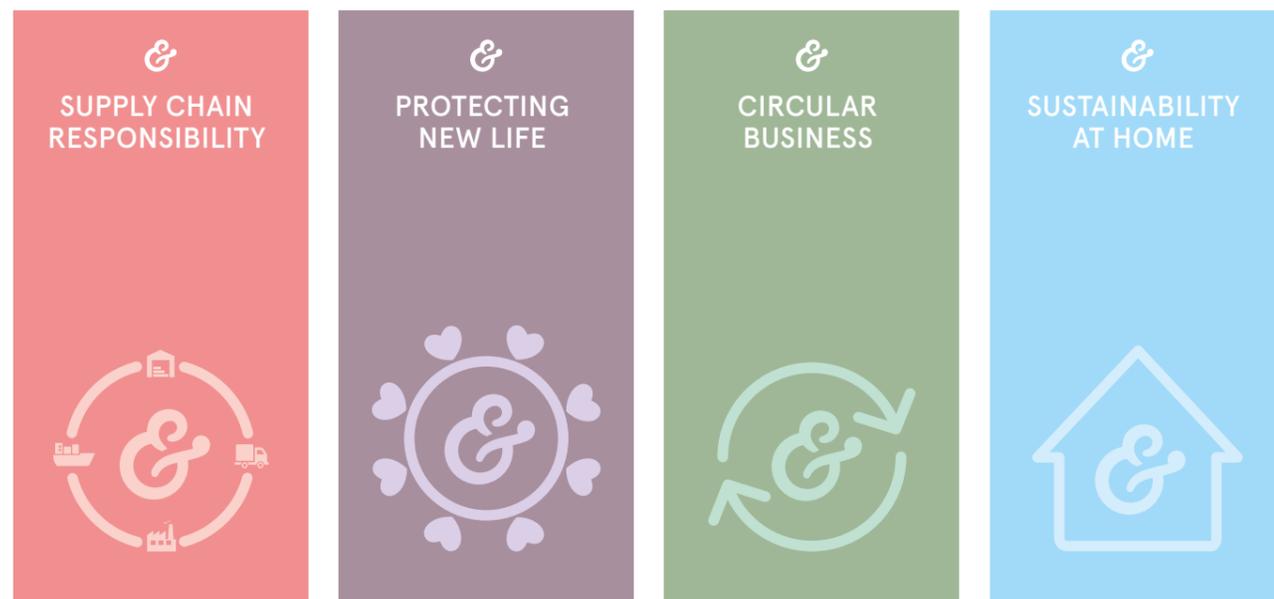
Together with the entire industry, we believe it is our task to turn the tide and rethink how items are made and what they are made of. We want to address the challenges in our sector and show how we can create a positive impact from raw material to product. It's how we will work on sustainable fashion and safeguard the future of our industry. We believe this is what we should do, because the fashion & textiles industry has still a significant impact on the planet today. Due to the impact of fibers on the planet and water and chemical intensive production processes, our industry is responsible for a big share in carbon emissions and water consumption. The lack of insight in value chains can come at a social cost too.

In order to do this, the focus of Nine & Co. is on continuous improvement of its sustainability work. Every year we review our partnerships, conduct risk assessments and engage in dialogues with suppliers. We grow our share of sustainable materials and engage in partnerships to build a happier world with clear focus. We also look carefully at the footprint of our headquarters and operations. In order to create a clear, focused sustainability strategy, we have identified

the areas that are most material to us. These are summarized in our sustainability programs, centered around 4 key pillars:

- #1 OUR VALUE CHAIN
- #2 PROTECTING NEW LIFE
- #3 CIRCULAR BUSINESS
- #4 SUSTAINABILITY AT HOME

With these pillars we are building a leading, sustainable business and contribute to making the shift to a more sustainable industry. Our sustainability programs and the learnings that resulted from it are centered around fashion as our premier focus. While we develop and grow our scope as fashion, home & sleep textiles company, with brands like Alvi, our sustainability activities grow along with this. Our fashion brands (Noppies, Supermom, Imps & Elfs, Queen Mum and Esprit) set the scope of the current sustainability report. The activities, programs and learnings will be out-rolled to include our home & sleep wear brands, from 2020 onwards.



## OUR VALUE CHAIN

We want to know how and where our items are made and invest in good relationships with our valuable suppliers. We believe in a mutual responsibility that makes a good relationship, so we reviewed our Code of Conduct to see what it is we could improve in our business and buying practices. We want all our suppliers to ensure good, safe & healthy working conditions for the workers that make our items and collaborate with them to see how we can contribute to that. Read more on our supply chain on p. 14.



## CIRCULAR BUSINESS

Circular business is a means to create a tenable fashion, home & sleep wear industry. We need to rethink resources and raw materials in a circular way: from the fibers our items are made of, to extending the lifetime of each piece and the amount of return orders across Europe. Read more on p. 32.



## PROTECTING NEW LIFE

Protecting our most vulnerable target group is what we are here for. We want to enable women to protect their babies and children and offer the best and safe quality items for them. But that's not everything: taking good care for your child is a challenging and tough job, and sometimes hard to ask for support for. With a group of experts, we've been researching today's mothers & kids' needs, to understand how to create an even happier & healthier world. Read more on p. 26.



## SUSTAINABILITY AT HOME

Also when it comes to sustainability, all efforts start at home. We are practicing what we preach at our headquarters and warehouse. As one large family, our team(s) are all making an effort to increase sustainability standards in the office. You can read more on p. 38.

Within these four pillars we have set clear goals and ambitions to realize in the coming years. We are convinced that this is our opportunity to make the biggest impact, close to our core business, values & the hearts of our workers.

# The sustainable development goals



Nine & Co. sustainability strategy and pillars can be related to the Sustainable Development Goals (SDGs) as defined by the UN as universal set of goals and framework, to give shape to 2030 ambitions. We can make a valuable contribution by using the SDGs as a framework to sharpen our sustainability mission and strategy.

## SDG 1: NO POVERTY

End poverty in all its forms everywhere

At Nine & Co. we aim to contribute to the reduction of poverty, by investing in our producing partners in a fair way. All workers should receive a fair remuneration, as is stated in our Code of Conduct, sufficient to provide workers with a decent living standards for both themselves as their families, together with the social benefits legally granted. We are part and active member of the Covenant for Sustainable Textiles, the Amfori Business Social Compliance Initiative, the Global Organic Textile Standard and the Better Cotton Initiative. These efforts contribute to the aim of reducing poverty and providing fair remuneration. Besides, we are actively working with our suppliers on living wage projects: in which we conduct research to current wages, our purchasing practices and work towards making the shift to living wages. In the current year, we will start a pilot and review it for further roll-out in other regions.

## SDG 3: GOOD HEALTH & WELLBEING

Ensure healthy lives and promote wellbeing for all at all ages

Investing in health and wellbeing is an important pillar for us, both throughout our supply chain as among our employees and customers. To ensure good health & wellbeing, we only work with suppliers that agree on the principles from our code of conduct and strive to ensure a safe and healthy workplace, by monitoring the circumstances at producers. Audit information and supplier dialogue help us initiate workplace improvements and ensure a healthy and safe workplace

for all people making our garments. On the other side of the chain, we are serious about taking care of our employees and our consumers. We aim to contribute to increased resilience among mothers, to invest in the health of their children: the future generations.

## SDG 8: DECENT WORK & ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

We promote sustained and inclusive economic growth by contributing to productive employment and decent work for all. Not only here in the Netherlands, but also in our supply chain where we enable producing factories to offer decent work, be compliant with human rights and create safe and secure working conditions. Being an Amfori BSCI member enables us in doing this, together with our sustainable and responsible sourcing and procurement strategy. We collaborate with affiliated members of social compliance standards and support them in phasing out risks, to be able to offer decent work and good working conditions.

## SDG 10: REDUCED INEQUALITIES

Reduce inequality within and amongst countries

The Nine & Co. Code of Conduct states that all workers should be able to work in a safe and healthy environment, without discrimination and unfair practices. Our Code of Conduct states that all suppliers should be compliant with and meet the principles and requirements shared. The code promotes equality and prohibits discrimination of any kind. We monitor and approve supplier performance related to the Code of Conduct or the social compliance standards they are member of or audited by. All with the aim to reduce possible inequalities that occur on the work floor, or affect communities.

## SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable

We invest in reducing our negative footprint and optimizing our positive impact where-ever we can. Part of our footprint reduction is reducing our energy and water use and waste streams, in order to contribute to a more sustainable city via a more sustainable business operations and headquarters. In the end, sustainability starts at home and engaging our employees in our sustainability activities could affect the sustainability efforts they practice at home too: accounting for many households. Optimizing our positive impact is how we aim to build a happy world: investing in healthy, strong and stable children, via healthy and resilient mothers. Supporting and enabling mothers to become their best selves is how we protect the generation(s) of the future: to build sustainable communities in the Netherlands and Europe.

## SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns

As part of SDG 12 we aim at reducing the overall use of natural resources and increasing the share of responsible and sustainable materials in our footprint.

Reducing waste streams and engaging consumers in our message on responsible consumption and creating a happy world is also part of this. As member of the Covenant for Sustainable Textiles, the Global Organic Textile Standard and the Better Cotton Initiative, we are actively promoting sustainable consumption and production.

By buying products made from sustainable materials we invest in both responsible production as consumption, including organic cotton, recycled and renewable fibers with a low footprint. Following the European REACH guidelines also enables us to ensure our items are made in a responsible and safe way.

## SDG 17: PARTNERSHIPS FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development

Working on a global, sustainability agenda requires partnerships between governments, society and business. Collaborating and creating strong partnerships is needed. Also for us, to bring our sustainability strategy to a higher level and to be part of a collective movement towards a more sustainable fashion industry. Nine & Co. is part of the Covenant for Sustainable Textiles and works with other expertise partners that support us in bringing our social and environmental strategy to practice.



# Key facts & figures sustainability



## #1 OUR VALUE CHAIN

- We request at 100% of suppliers to sign our mutual Nine & Co. Code of Conduct.
- 87% of suppliers we work with is member of & audited by a social compliance standard: 97% of them were assigned low or medium risk.
- Turkey, China and India are the main producing countries. 93% of our items are made in one of these top 3 countries.
- Nine & Co. entered the 2nd year of the Covenant for Sustainable Textiles. Compared to 2018, we increased

- our score with 20% (to a total score of 49%).
- Improvements in our buying process enabled us to improve supply chain management. Better forecasting, capacity planning and a renewed sample pricing model are key elements.
- In 2019, we conducted living wage research at 100% of our suppliers in risk countries. As a result, we gained insight in the living wage gap and set-up a living wage action plan with our two biggest suppliers in India and Turkey.

## #2 PROTECTING NEW LIFE

- In the Netherlands, emotional attachment between a child and his parents is a challenge for a large group of children.
- The first 1001 days of a child are essential for healthy emotional attachment.
- In 2019, we started partnering with a group of health professionals from the Manifest 1001 Critical Days to contribute to better emotional attachment and resilient parenting.

- Together with these professionals we designed a program to actively work on this topic in the year to come.

## #3 CIRCULAR BUSINESS

- Around 40% of our total material footprint is sustainable (organic, sustainably sourced or recycled)
- The share of organic cotton in our total footprint grew from 6% to 28% in 2019! It means that almost half of all our cotton is organic today.
- In 2019, we cut the amount of waste from packaging with 17% compared to 2018.
- 100% of cardboard we use in our packaging is FSC certified.
- One of our ambitions was to reduce the amount of our retour orders. While the amount of online orders grew with more than 17% over the last year, we managed

- to reduce the amount of retour orders from 40% to 36.5%. We introduced return order costs (€1,99) and provided customers with more extensive online information about item fits and sizes.
- The Netherlands has the biggest share in our online sales (77%). The rest of our online orders derive from Germany, France, the United Kingdom, Belgium and France. Only Germany shows a relatively high share in amount of return orders (19% in return orders, compared to 12% in total order placements).
- In 2019, around 23,000 active users made use of the Noppies Facebook page to exchange second-hand baby and toddler clothes.

## #4 SUSTAINABILITY AT HOME

- We saved 27 tons CO2 by cutting our energy use with 12% and gas use with 2%.
- We work on sustainable waste management: close to 80% of our residual waste streams is recycled and 11% is used for generation of green energy.
- With 85% female employees, women rule the Nine & Co. office. Because we value diversity, the gender diversity ratio of our management is 50/50.
- 87% of Nine & Co. employees is active user of our online e-learning & self-development tool.

- We collaborate with our key sustainability partners: MVO Nederland, Modint, Solidaridad and Arisa, for external expertise and support on the topics and themes most material to us.
- We donated more than €100,000 worth of clothing to the Dutch Humanitarian Foundation HRIF, that collect (emergency) relief goods for projects in Eastern Europe, the Middle East and Africa.

# 1. Our value chain &



“We want all our suppliers to ensure good, safe & healthy working conditions for the workers that make our items”

# 1. Our value chain &

## RESPONSIBLE BUSINESS FROM START TO END

As leading brand in maternity and kids fashion, we care a lot for the health, safety and wellbeing of our main target groups. What's worth the promise of creating a happier and healthier world when it only addresses one side of the value chain? We want to live up to our core values and promise throughout the complete chain in which we are creating garments for our little ones and their mothers.

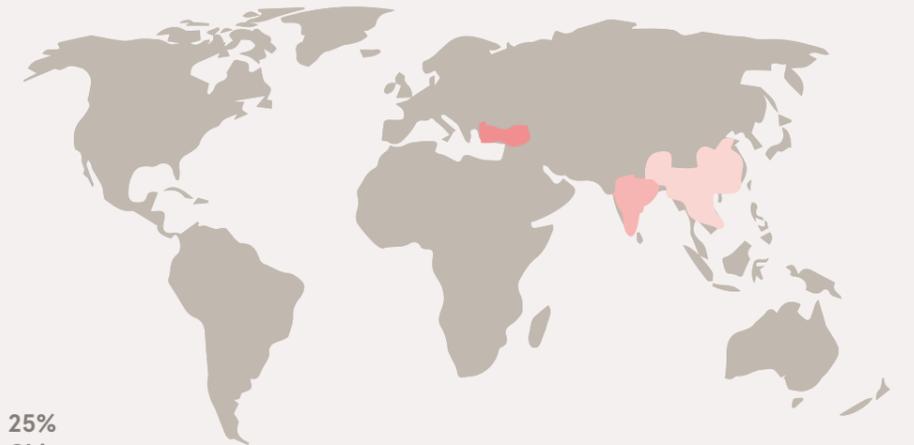
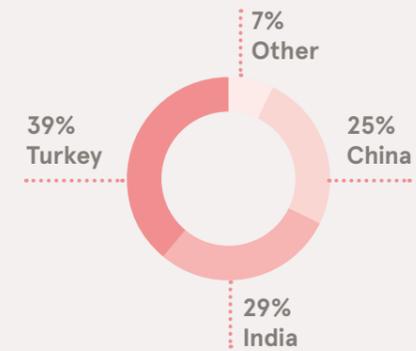
We want to know the producers in the countries where our garments are made. We want to know and understand which products are made where and how. This is the starting point of understanding possible opportunities, risks and other important insights that we can use to improve our business.



## OUR PRODUCTION LOCATIONS

Our production takes place in four main countries:

1. Turkey
2. India
3. China
4. Other (Europe)



## OUR VALUE CHAIN DESCRIBED

The items bought by our customers enjoy quite a journey. While the manufacturing is done by our (direct) suppliers, we need raw materials to create the yarn that is turned into fabric. Most of our items exist of cotton,

but we use all different kinds of materials, that undergo a similar journey and processes. In short, our value chain looks as follows, from raw material up to your favorite item.

## OUR SUPPLY CHAIN DESCRIBED



# 1. Our value chain &

## HOW OUR ITEMS ARE MADE

We value the health and wellbeing of mothers and their babies at both sides of the chain. Where we offer our collections, and around the globe, in the countries where our items are made. We care for the best design, and aim for the most sustainable production process at the same time. Nine & Co.'s production is mainly undertaken by suppliers in three producing countries: Turkey, India and China. In order to create a positive impact at and together with our suppliers, we want to build stronger, longer term relationships with fewer suppliers. This benefits the quality of work in the factories. In 2019, we further consolidated our supplier base from 48 to 38. This process started in 2017 with over 150 suppliers. We highly value that we know what items are made where, and how.

Also, stable relationships with less suppliers helps us in our conversations with producers and enables our design and production team to visit the factories at least once a year. During these visits we discuss developments and progress around quality, sustainability and working conditions. We want to optimize the social conditions in our supply chain and improve the environmental impact of our fashion items, both in production and material use.

We request all our partners to carefully read and agree to our code of conduct, to engage with the norms, values and conditions for ethical and sustainable business behavior.

Besides, we want our suppliers to be accredited by a social compliance system. Currently, the majority (87%) of our suppliers is audited, according to BSCI (50%), SA8000 or SEDEX. As BSCI member, Nine & Co. works with audits and action plans for improvement throughout the supply chain. Our producers that are currently not a member of one of these social compliance systems, are currently working on this. The social compliance audits are a valuable starting point for us in the dialogue with suppliers and defining improvements. It gives us insight in relevant risks and challenges at supplier level.

We have shaped our sustainability efforts and projects around the four main challenges we have identified in our supply chain:

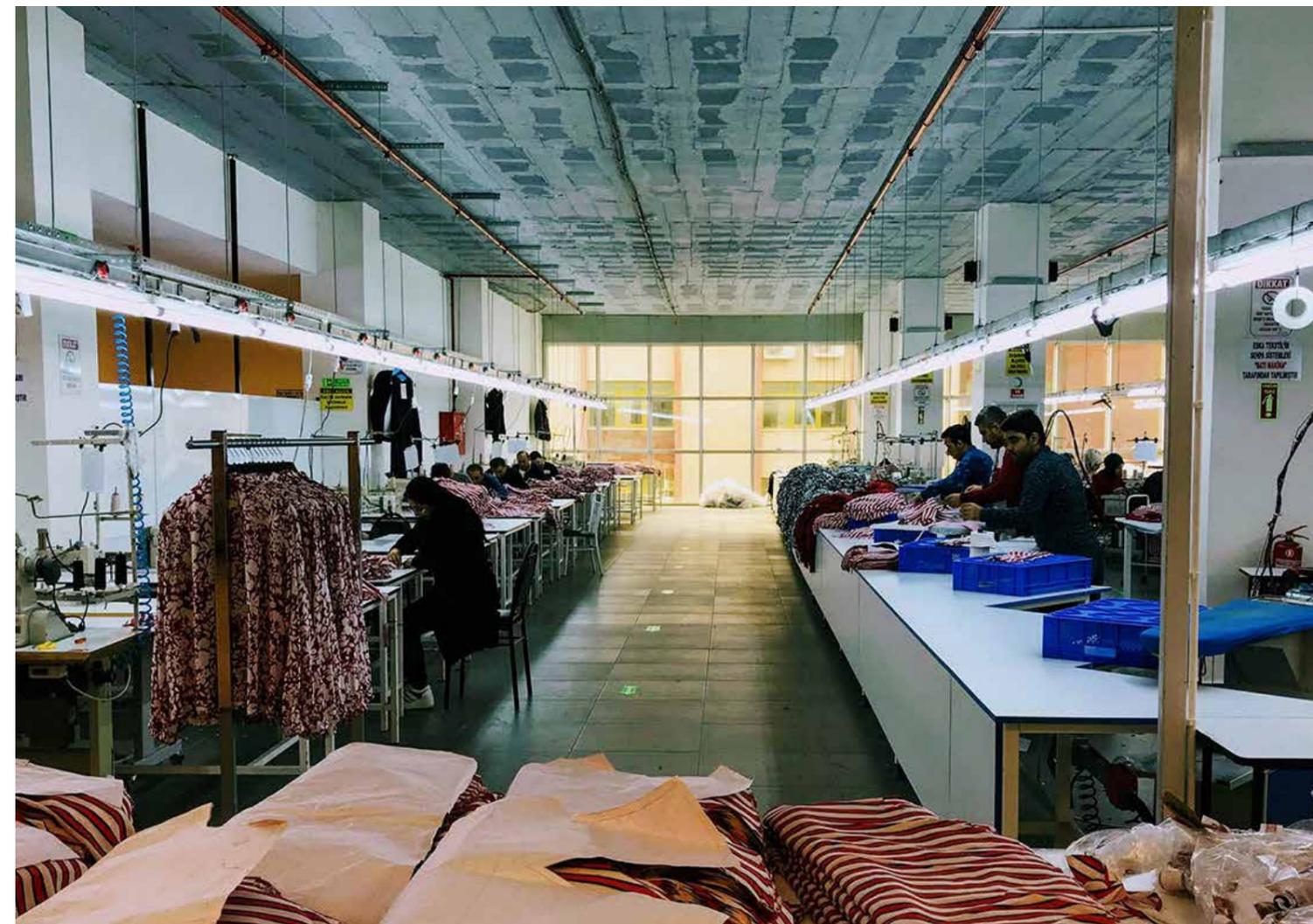
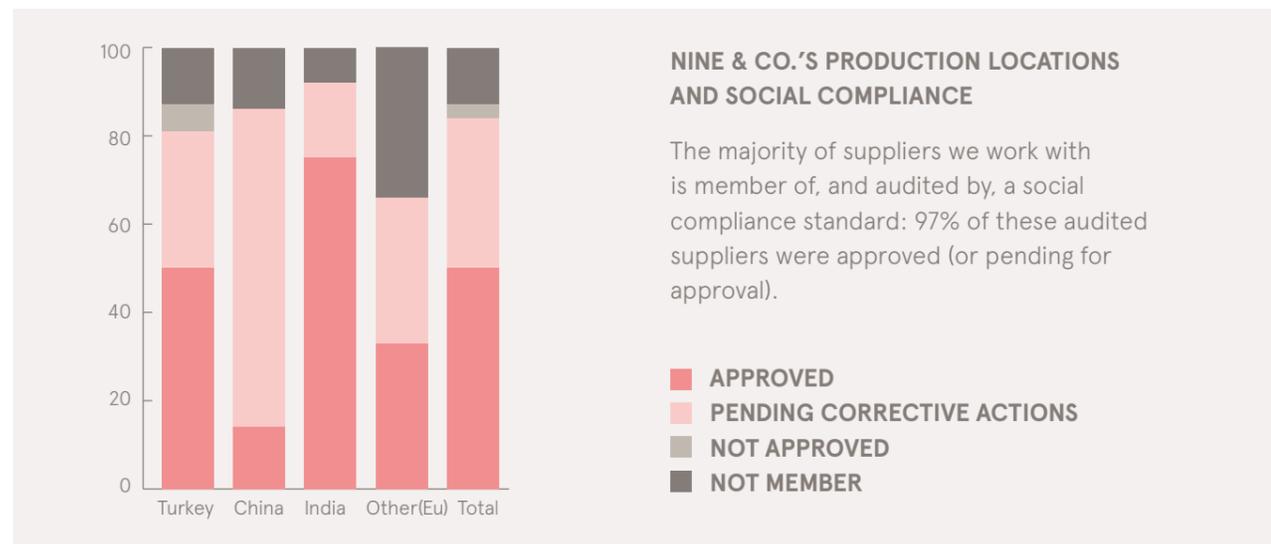
1. Social management & sourcing
2. Safe & healthy working environment
3. Living wages
4. Environmental challenges, including water, chemicals and energy.

Addressing these challenges helps us to support our suppliers with the biggest issues they face. Even though many of our suppliers might work on sustainability in their own business, to safeguard a sustainable supply chain we must look at all partners in the value chain. Including for example their sub-suppliers, that deliver materials and other inputs. Doing so is an opportunity to secure sustainability at a deeper level (deeper down the chain). It's our way of looking at the value chain and making sure that risks and challenges aren't cascaded down.

In 2019, we managed to visit all our factories in Turkey and India, which account for 74% of total. During these visits, we noticed a growing understanding for responsible business and sustainability from suppliers side, because the demand for responsibly made fashion is growing rapidly. It's of endless value to share thoughts and insights with our suppliers, to grow understanding. In the coming year, we will look closely at steps towards living wages together with two main suppliers, which

combined account for a quarter of the purchasing value of Nine & Co.

The main processes in the production of our fashion items are spinning and knitting of the materials we use, followed by dyeing and cutting of the fabric and manufacturing of the final item. These are the steps from raw material to product. We are aware of the potential impacts of every individual step on people and the environment. Wet processing, which includes dyeing of the fabric, can for example be a water and chemical intensive process. That's why we ask suppliers how all production processes are designed and request social and environmental policies and (audit) information for evaluation. Besides, we continuously review the relevant production processes and look for possible improvements or alternatives to further reduce our footprint. It's one of the reasons we prefer sustainable processes, such as laser printing and ozone washing, to replace the use of chemicals that would otherwise be needed.



# 1. Our value chain &

## LIVING WAGES

Our ambition is to realize a living wage for every worker in our supply chain. Beyond paying fair prices for products, that enable the payment of a fair remuneration for workers, realizing living wages is about more. We are aware that we can make a significant difference by reviewing our order planning, forecasting and buying process. Working towards open costing and fair price negotiations, as important steps towards realization of living wages.

Over the last year, we conducted a living wage research, asking all our suppliers about current wages and employee benefits. This gave us insight in current wage situations and possible living wage gaps at our suppliers in higher risk regions, like India or China. All suppliers

met minimum wage levels, but the average living wage gap still consists of 30% to 68%. Meaning that the gap between the wages currently earned and a living wage, covering the real cost of living, is still very big. We discussed these findings with partners, made use of existing insights and set-up a living wage pilot project at our main suppliers in India and Turkey to address this main issue. In close collaboration with them, we will work towards living wages in their factory as investment in the workforce, while closely monitoring and reviewing the process to gain and share learnings with others.

A living wage is an income that covers the real cost of living, including all monthly expenses and some savings for workers and their families. Paying a living wage to employees is an investment in a strong business, a strong local economy and a healthy community to do business with. It contributes to the development of a dedicated, skilled and healthy workforce. The concept of a living wage is more than money related or material. It is also part of meeting people's aspiration and build a good quality of life: contributing to good wellbeing for current and future generations.



## WORKING TOGETHER ON AN OPTIMAL BUYING PROCESS

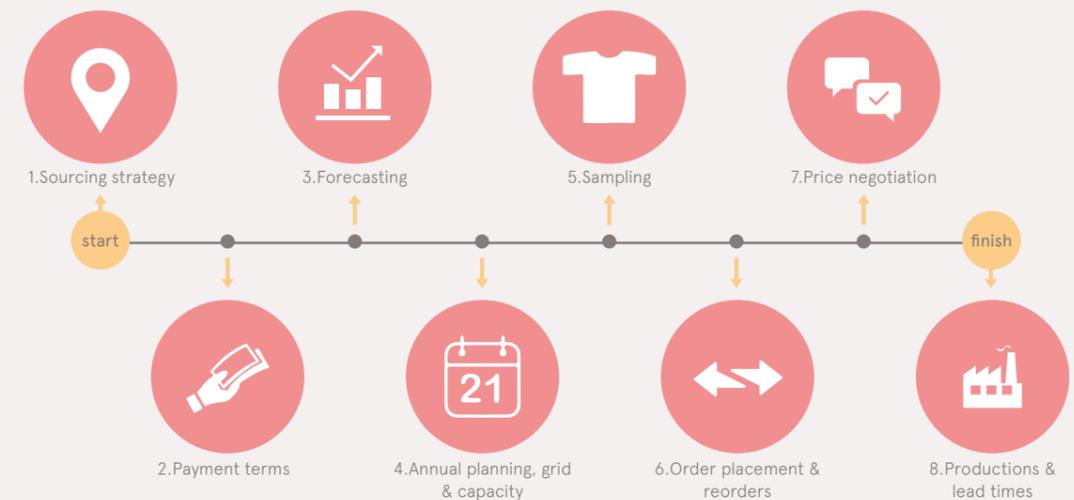
The way we buy our products can have a significant impact on the working conditions at a supplier, or fair wages for workers. In 2019 we analyzed our process of buying and investigated how Nine & Co.'s purchasing practices are designed, the implications this might have for our suppliers and what we can do in our way of buying to improve. We believe this is the first step in better supply chain management, and it is part of our roadmap towards living wages. The way we purchase our goods is what we have direct influence on, and can change directly. We also discussed our buying practices with some of our suppliers. The two factors

of main importance to improve our buying process are 1) strategic sourcing and 2) production and capacity planning.

### Our improvements in 2019

We reviewed our buying process with the goal to help our suppliers plan their production and work towards improved forecasting and capacity planning. We introduced biweekly sourcing meetings that help us with improvements in order planning and continuity. In the coming year, we will work on our sampling model to redesign sample pricing, explore the opportunities of digital sampling - saving material, transport, time and costs - and introduce open costing at all suppliers.

### NINE & CO.'S PROCESS OF BUYING



- 1. Sourcing strategy:** we source responsibly and have a clear policy, supplier manual and Code of Conduct that support us with it. Striving for long term and strategic relations.
- 2. Payment terms:** we apply 60 days payment terms after shipment. Especially when we have higher leverage at a supplier, we strive to pay as fast as possible.
- 3. Forecasting:** we manage order planning and intent to share year estimates, to help producers plan their business strategically and set realistic expectations.
- 4. Annual planning, grid & capacity:** before the season starts, we share a complete planning, helping suppliers to make a detailed capacity planning. Our flow of activities is replicable over seasons.

- 5. Sampling:** we pay for samples (1,5 to 2 times the price), work towards building a fair sampling price system and set up a digital sampling pilot.
- 6. Order placement (& reorders):** we strive to prevent last minute changes in orders and cancellations. We renegotiate prices if it does happen (other fabrics can be more expensive) and communicate it as soon as possible.
- 7. Price negotiation:** we focus on efficiency and honesty (transparency) and work towards flexible pricing and knowledge on open costing. We let suppliers advise us what is possible in our price range, to realize feasible prices.
- 8. Productions & lead times:** agreements and consequences are described in the annually reviewed supplier manual, while we strive for flexibility at all times.

# 1. Our value chain &

## WHAT OUR ITEMS ARE MADE OF

We want to see our consumers wearing comfortable, caring items, made of sustainable fabrics. Taking care of our material footprint is one important and highly relevant way for us to make our supply chain more sustainable. That's why growing our share of sustainable materials is among our highest priorities. This way we can make the best possible products, while minimizing our environmental footprint and eliminating hazardous substances.

Within our products, we focus on growing the share of organic fibers, or fibers sourced via acknowledge sustainability initiatives like BCI (Better Cotton Initiative), recycled materials and innovative, low-impact materials.

### 1. Organic cotton

The main focus is on cotton, because that is where the majority of our items (63%) is made of. Cotton is a high-impact fiber when it comes to the amounts of water, land and chemicals needed for cultivation. In the years to come, we will focus on sustainable cotton by increasing our share of cotton purchased via GOTS (Global Organic Textiles Standard) and BCI (Better Cotton Initiative). GOTS, enables us to purchase more traceable

organic cotton, produced under good (environmental and social) conditions. The GOTS standard applies throughout the entire supply chain. It starts at the first step of processing the fibers and applies to farmers, manufacturers, retailers and brands. By being a member of GOTS and buying GOTS certified cotton, we contribute to valuable improvements in the complete production process of cotton. As investment in the growth of sustainable, organic cotton in fashion. BCI aims at making conventional cotton more sustainable by training and educating farmers towards improvements. We will generate a big reduction in our water footprint and use of chemicals and pesticides in the coming years, while growing the share of environmental friendly materials in our products.

In 2019, our GOTS organic certified cotton footprint grew from 6% to 28% in the last year. This means that 45% of all cotton used is organic. Cotton sourced via the Better Cotton Initiative grew from 5% to 11%, which means that 56% of all our cotton is organic or sustainably sourced. We are happy to see this enormous growth. The growing amount of suppliers being certified according one of these standards enables us to scale the share of sustainable cotton in our collections via our current partners. Besides organic cotton, we aim to increase the share of sustainably sourced fibers in the coming years.

### 2. Recycled polyester

Besides sustainable cotton, we want to expand our share of recycled materials in our products. This enables us to decrease the pressure on resources and lower our overall demand for raw materials, needed in our products. In 2019, we focused on polyester. Today, the share of recycled polyester is under 1%, but growing this year by year enables us to minimize our demand for fossil resources and the energy intensive production process needed to make the virgin fiber. Using recycled polyester enables us to save 75% carbon emissions compared to conventional polyester.

### 3. Ecovero

We are always looking for innovative materials that fit our needs: creating safe, caring and comfortable items. In the last year we researched several materials to conclude that EcoVero is one of the fibers with high relevance for us. EcoVero is a branded, sustainable viscose fiber, produced by the company Lenzing. It derives from sustainable wood and pulp, coming from certified and controlled sources. The fibers are made into yarns using a closed loop system, recovering and reusing chemicals and producing 50% less emissions, energy and water. The overall environmental impact of this fiber is so low, that it can be considered highly sustainable, while having the right characteristics for our items.

**In the coming year, we will further increase our share of sustainable materials, with organic and sustainably sourced cotton in the lead (via GOTS and BCI). We will collaborate with a base of producing partners that have complete insight in their material suppliers. GOTS and BCI are supportive tools to help us increase transparency throughout the chain in order to realize this.**

Viscose is produced from cellulose from wood (pulp), putting pressure on ecosystems and wood sources. EcoVero uses controlled and sustainable wood sources. Its environmental friendly production process saves 50% emissions.



Recycling is the most viable approach to reduce solid waste streams of polyester and saves 75% of CO2 emissions, compared to virgin polyester.



NINE & CO. FIBERS*			
CLASS A:	CLASS B:	CLASS D:	CLASS E:
Recycled polyester	Organic cotton, EcoVero	Virgin polyester	Conventional cotton, Elastane
more sustainable			less sustainable

\* According to Made-By environmental benchmark of fibers.

# 1. Our value chain &



## WHAT IMPACT DID WE MAKE WITH THIS?

By making the shift towards more sustainable and organic materials we significantly reduce our footprint and save large amounts of water, chemicals and carbon emissions. Growing the share of organic cotton from 6% to 28% last year, enabled us to save:



- the amount of water that could fill 281 Olympic pools or 6,4 million bath tubs.



- It saved 382.650 kg of chemicals, that is normally used during the cultivation of conventional cotton.



- And, it enabled us to save almost 65 tons of CO2 emissions. The amount 3241 trees could uptake in one year or similar to driving 8 full rounds around the world in a car.

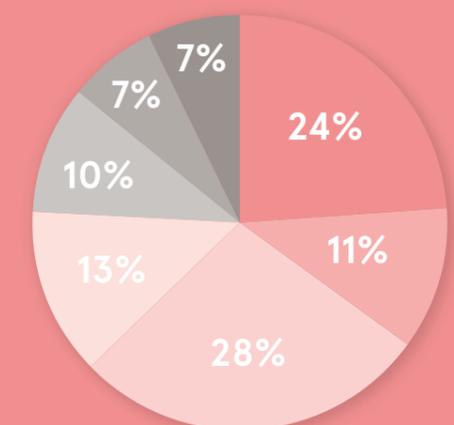


## MATERIAL FOOTPRINT TABLE

Our top 5 material covers 93% of our complete material footprint

Conventional cotton:	85.052 kg
Sustainably sourced cotton (BCI)	38.000 kg
Organic cotton (GOTS):	99.293 kg
Viscose:	45.872 kg
Virgin polyester:	36.122 kg
Polyamide:	23.362 kg

Conventional cotton	24%
Sustainably sourced cotton (BCI)	11%
Organic cotton (GOTS)	28%
Viscose	13%
Polyester (recycled and virgin)	10%
Polyamide	7%
Other	7%
Total	100%



## 2. Protecting new life



“We want to enable women to protect their babies and children and offer the best and safe quality items for them”



## 2. Protecting new life



### HEALTH & SAFETY

We care about the safety & quality of our items as much as we care about our consumers. Chemicals are needed to manufacture textile products and it's up to us to use the better ones and leave the harmful ones behind. We do not only do this with the children and mothers in mind that use our products and wear our items. Also the men and women around the world that make our items, and the natural environment they are surrounded by, in which the substances and treatment water are often being released. At Nine & Co., all our brands follow the European REACH guidelines in using substances to make our clothing. This framework gives shape to our safety protocol and the way our items are made. It offers a shortlist of substances all being registered and evaluated.

Protecting new life is also about safety. That is why our brands follow the European Child Safety Regulations. The organization behind the regulations aims at improving child safety on a global scale. Noppies' baby and toddler fashion is the safest option, when it comes to the items for your little one. Additionally, we mainly use organic fibers in the never out of stock items and collections for babies. Making sure that these are made without the use of hazardous chemicals.

### HAPPY MOTHERS AND CHILDREN

We want every child in our world to be able to grow up safe and healthy, and develop good and loving relationships. Children build a fundament of trust and confidence more easily when they are able to attach to their parents and their surroundings in a safe way. Emotional attachment is crucial for a good start in our sometimes overwhelming world. It supports a positive social, emotional, linguistic and cognitive development of children and enables them to build self-confidence and make friendships for life while growing up.

The first 1000 days of a child are of great importance in this process. In 2018 and 2019, we started researching this topic in-depth as a start of a bigger contribution

to safe and positive attachment of children in the Netherlands in the coming years. It's an ever important theme that is close to our hearts and that we embrace. We do this together with the partners from the Manifest 1001 Critical Days, a gathering and initiative of medical professionals, among which psychologist, pedagogues and educationalists. By exploring how to support parents and children best, and making them more resilient, we aim to contribute to their development in the best possible way. Boosting health & safety amongst children in the end, to make real impact.



## 2. Protecting new life



### NOPPIES' AND RESILIENCE AMONG MOTHERS

We see around us that mothers (to be) during pregnancy, and during the first 2 years after the birth of their child, can feel increasingly insecure. About their body and about they're doing as a mom. The effect can be that women feel mentally less strong and optimal. This makes it hard to move along and adapt to the child's needs. Resilience of parents is essential, especially during the first 1001 days that play a central role in children's (emotional) attachment. Increasing societal and work-related pressure, and the expectations that come along with motherhood form a challenge. While motherhood shouldn't be viewed as something that can be done "on the side".

Our brand Noppies recognizes these challenges. Motherhood presents a new set of insecurities around woman's "performance" as a mother. Noppies wants to change this, and understands mothers like a friend. As brand, Noppies has the power that it can provide you with the care & comfort you need in a period in which much is required of you. By acknowledging these challenges, we want to foster and protect new

life and mental health, and support mums and children worldwide. Ensuring healthy lives and promoting the well-being at all ages, for all, is essential to sustainable development.

In 2019 we started setting up a project, focused at making women more resilient in their role as a parent, in collaboration with health professionals.

The ambition of this project is focused at 4 central pillars:

1. **Starting dialogue about the challenges of parenting.**
2. **Make mothers (to be) feel supported.**
3. **Share a feeling of pride of being a parent.**
4. **Increase resilience among parents: both mothers and their partners.**

Research shows that resilience among mothers leads to resilient children: it's how we aim to protect new life, to support the generations of the future. In the current year, the partnership will be translated to various activities.

### THE FIRST 1000 DAYS

- The period from conception up to 2 years is an essential period for the development of a child: it's called the first 1001 critical days.
- Experiences during pregnancy and within the mother-child relationship can influence the brain development of the baby, affecting the physical and emotional health of the child.
- The 1001 critical days are so important because children are, in this early stage, fully dependent of their parent for regulation of their physical and mental states.
- A young brain that is in development is extra vulnerable: making the start of life so important to develop safe attachment and relationships.
- Vulnerabilities of the mother can become risk factors, that could affect the child.
- From conception until 2 years are therefore seen as "window of opportunity" for the development of a future generation: enabling better health and wellbeing on the longer term.



### 3. Circular business &

“We need to  
rethink resources  
and raw materials  
in a circular way”



# 3. Circular business



## A NEW FASHION WORLD

The quality of life for the world's children in 2050 depends on our decisions today. The fashion industry in its current form contributes to accelerating environmental pressure. We know it is possible to innovate our way towards a circular and sustainable production system. In which we change the way we consume and extract raw materials and manage pollution and waste streams. Circular business has the potential to reshape our industry and transform the way we do produce and think about fashion. The fashion industry finds itself in the middle of a transition today. Retailers, brands, designers and manufacturers are all awaking to the fact that we need to transform our sector and move towards a new reality, in which sustainable and circular business is in the lead.

A circular fashion system combines new business models with innovative design, technologies and materials, and eliminates waste and pollution. It has potential to drive positive impact across the fashion value chain. The ultimate goal is to keep products and materials within the cycle, to maximize the value of resources. Nine & Co. is looking at the opportunities of a circular fashion system. We are exploring circular business models, production and value maximization (of resources and fashion items) to develop circular business practices. By building a circular business, we can protect the quality of life for the world's future generations. We can innovate our way towards a circular business model, with zero-waste. For us, it means reducing our waste streams to a minimum and creating collections based on renewable and/or recycled fibers.

“The quality of life for the world's children in 2050 depends on our decisions today”

# 3. Circular business



## A NEW WAY OF DOING BUSINESS

### Using responsible & sustainable resources

In 2019, our main focus was on resource optimization, waste streams and end of life management of our products. As a fashion company, we are continuously looking for innovative and sustainable materials for our maternity and kids products. Over the last year(s), we are continuously aiming at increasing the share of future-proof and responsible materials within our collections, like organic cotton, cotton sourced via BCI, recycled polyester and EcoVero. International standards and certifications, like GOTS and BCI, are valuable tools for helping us to achieve this (see chapter 1, p. 22). Today, 39% of the fibers are sustainable, meaning: organic, sustainably sourced, recycled or low-impact innovations. Also, in packing our products we strive for resource optimization, enabling us to cut in our waste streams and reduce raw material consumption.

### Circular approach to fashion

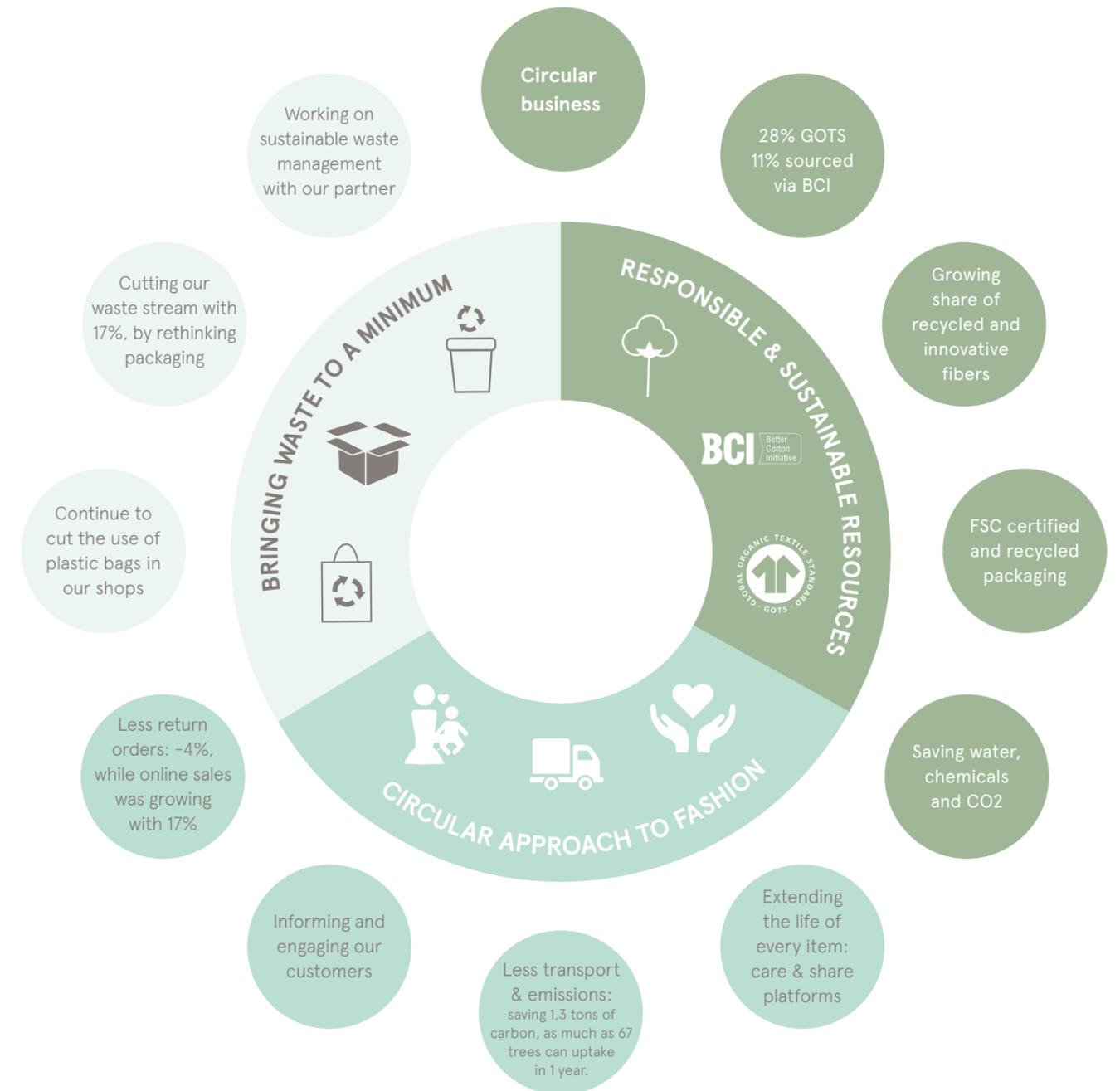
Circularity rests both on the respectful use of resources as the final product we are able to create. Nine & Co. aims to rethink every step of the fashion lifecycle, because we move towards a business in which waste is no longer an option. We reconsider the way we approach material selection, but also design, manufacturing, distribution and consumption. Building new ways to align with consumers: enabling them to care and share their items. Offering improved information about our products, fits and sizes, and introducing return order costs helped us to reduce our return orders with almost 4% while online sales was growing. Less return orders means less transport is needed. At the same time we need less packaging material that comes along with this. This helped us save 50kg CO2 needed for extra packaging and over 1,3 tons of CO2 on transport. Combined this amount represents the uptake of 67 trees in an entire year.

At the end of the chain, we focus on end of life management and encourage consumers to extend the lifetime of every single item. Lifetime extension, sharing and reusing are ways to make the most of every product. In 2019, around 23,000 users of the Noppies Facebook platform are already helping each other by exchanging items online. By engaging consumers and communicating initiatives like this online and in our stores enables us to build awareness and enthusiasm among our customers, and inspire them to join the circular movement with us.

### Bringing waste to a minimum

Reducing significant waste streams to a minimum has our continuous attention. The waste generated at our headquarter office and the packaging for our fashion items are the main waste streams of current concern. Among the measures to reduce our waste footprint are the use of certified FSC and recycled cardboard and paper, cutting the use of plastic bags in our shops, using recycled and biodegradable paper and ink for our product packaging and hangtags and using recycled polyester for our brand labels.

Over the last year we managed to cut the amount of packaging we use with 17%. Our packaging consist of FSC certified and recycled cardboard and paper and plastic. One of the reasons we aim to reduce the amount of return orders is that less transport and less packaging is needed. Enabling us to create a big reduction in our environmental footprint. Also, we will bring the share of plastic in our packaging back from 16% to 10%: for the remaining share we will start using mainly (75%) recycled plastic. We start implementing this from 2020 onwards.



## 4. Sustainability at home



“We believe that,  
for everyone,  
sustainability starts  
at home”



# 4. Sustainability at home



## ABOUT NINE & CO.

We believe that, for everyone, sustainability starts at home. In order to positively impact the supply chain, the environment and the lives of mothers (to be) and their babies, we need to start with ourselves. We highly value our people and care about the footprint we leave in our home countries, with focus on our headquarters in Lelystad, the Netherlands. Our people are of great value and we cannot do without them when building a sustainable and circular business. Together we work towards a sustainable future and a healthy company. At our headquarters and in our stores, our water, energy and waste footprint is relatively small. We still want to take our responsibility and critically look at our own activities in order to minimize our footprint and reduce CO2 emissions.

**Over 2019, we managed to cut our energy use with almost 12% and our gas use with 2%. It's how we saved more than 27 tonnes CO2 expelled by our headquarter office, where our warehouse is located too. This is equal to what 3,4 households expel in one year.**

At our headquarters and warehouse we work on sustainable waste management with our partner GreenWaste. Apart from packaging, our residual, paper and textile waste stream at our headquarters accounts for 24,000 kg of waste. Working together with this partner ensures that 79% of this is being recycled (almost 19,000 kg) and 21% is used for the generation of electricity (of which 11% renewable).

## OUR PEOPLE

Creating a sustainable business is something that is done together. We are proud to be an international company with a workforce of 131 employees, of which 94 work at our head office on a daily basis. We value a diversified workforce. Women are highly represented at Nine & Co. and the management consists of an equal share of women and men.

We highly value our people's health, wellbeing and personal development. We want to invest in our workforce. We do this by offering healthy catering and discounts on fitness subscriptions. Also, we encourage them to keep on learning and developing themselves, offering a free e-learning module with over 100 online training options. In the last year, 82 employees made active use of it, following courses on productivity, personal strength and digital skills. This is more than 87% of our office workforce.

Our aim is to create happy and engaged people that value sustainability on an equal level. To make this work, we created a sustainability platform, in which employees from the Design, Buying, Sourcing and Marketing teams collaborate to integrate sustainability deeper into our daily business. Since 2018 we organize monthly sustainability meetings on concrete topics, in which we track our progress, measure and monitor our activities and discuss ideas and challenges. These meetings enable us to discuss highly relevant topics with the right people and translate these into concrete activities. Over the last year, we truly integrated this in the heart of the organization and the hearts & minds of the involved teams. This is how we are able to integrate sustainability in procurement, sales & marketing and work on a sustainable supply chain and circular business together.

**294 EMPLOYEES:**

**82% MAIN OFFICE**

**80% FEMALE**  
**20% MALE**

**82 ACTIVE USERS**  
E-LEARNING MODULES

**50/50**  
GENDER RATIO IN OUR MANAGEMENT

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**WE HIGHLY VALUE HEALTH & WELLBEING**  
ALL EMPLOYEES ENJOY:

**FITNESS DISCOUNT & HEALTHY CATERING**

**WE HAVE MONTHLY SUSTAINABILITY MEETINGS WITH REPRESENTATIVES ACROSS TEAMS**

## PARTNERSHIPS

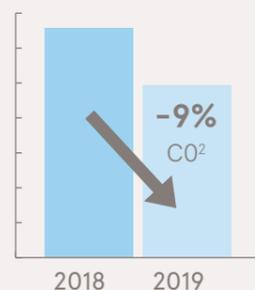
In order to make the right decisions and take thought-out steps, we work together with important expertise partners in the area of human rights, sustainability in the supply chain, living wages and other relevant topics. Our key sustainability partners we closely collaborate with are: MVO Nederland, Modint, Solidaridad and Arisa. Their external expertise and support help us with our efforts related to the topics and themes most material to us. Partnerships like this help us in the roll-out of sustainability programs and improve our business on a daily basis.

Besides expertise partners, we are working with the Humanitarian Foundation for Relief Supplies (HRIF) in the Netherlands. Creating value can also start at home, where we aim to donate a (purchase) value of €100,000 on an annual basis. This consists of goods and samples, that might have slight damage. Instead of treating these as a waste stream, we optimally use their value by passing these goods on to good projects and extend their lifetime in the best way. In 2019, we donated goods worth €102,419 to HRIF.

### CARBON FOOTPRINT (ENERGY)

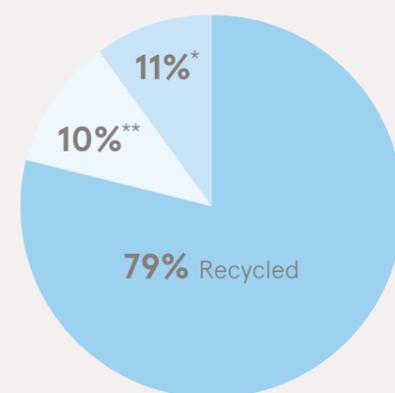
2018:	
Energy use (kWh)	415.680
Gas use (m3)	49.598
Carbon (tonnes)	312,39

2019:	
Energy use (kWh)	367.535
Gas use (m3)	48.673
Carbon (tonnes)	285,32
Carbon (tonnes)	- 27,07
Carbon (%)	-9%



### WASTE STREAMS OF OUR HEADQUARTERS

Residual waste HQ:	23,900 kg
Paper:	45 kg
Textiles:	55 kg
<b>Total:</b>	<b>24,000 kg</b>



\* Used for green energy generation  
\*\*Used for grey energy generation

# 4. Sustainability at home



“Every day, our customers are able to vote for a better world. The products they buy and the decisions they make have the potential to be small investments in a happy and sustainable world”



## SUSTAINABILITY AT YOUR HOME

### Join us in creating a happy world

It takes all stakeholders in the value chain to evolve the fashion industry in a circular industry. In order to follow our ambitions, we need to collaborate both with our partners in the supply chain and with our customers at the end of the chain. Our customers can support us in creating a happy world. Looking at fashion and products in a different way is inextricably connected to this. We might be able to facilitate the shift towards

a more sustainable industry, but our customers have an ever important role in realizing actual change. They can make big impact with their day-to-day decisions, related to what they buy and how they treat their items. We hope to support and stimulate them in choosing what's best for the world, and for them, every day again. This is how we can make big impact by decreasing our collective footprint and extending the life of many beloved and pre-loved fashion items.

### TIPS FOR SUSTAINABLE CONSUMPTION



#### TIP 1 CHOOSE RESPONSIBLE BRANDS

Consumers can vote with their decisions, about the brands and items that they buy. That's why buying beautiful items that are made with an eye for people, animals and the environment is the best possible decision. Ask brands about their sustainability activities. We'd love to share what we are doing too, and tell you about our plans and activities.

#### TIP 2 BUY SMART

Think about what you're about to buy. Ask yourself this question: does it fit me right? Does it make me feel great? Invest in great fashion items and go for quality beyond quantity. High-quality fashion and long term design are essential features of a sustainable wardrobe. When your children out-grow their clothes, there's always someone that loves to extend the life of these high-quality items.



#### TIP 3 RETHINK WASHING

Wash as less as possible, as cold as possible, try to avoid ironing, use sustainable washing detergent and put your fresh clothes in the bathroom while you shower. This enables you to skip a visit to the dry cleaner. The aftercare for our clothes has more environmental impact than the production and distribution combined: so it's worth thinking this through. For many fashion items it's more than alright to let them dry by using the air's magic.

#### TIP 4 GO ORGANIC

All sort of fibers release microfibers in the washing machine. The problem is that microfibers in synthetic fibers are not organically degradable. These microfibers are made of plastic and end up in our water and oceans, where they travel through nature and back to our food chain. On the long term, organic materials are much better for our environment – both in general as for all the living creatures living on our planet.



#### TIP 5 REPAIR & REWEAR

Give your clothes a second chance (and life) by covering tenacious stains and holes with redundant fabric or patches. When it's time to say goodbye to your items: recycle, sell or pass on your clothes to friends, acquaintances or organizations with love. This is how we can minimize the garbage dump, and create a happier world, together.

# A look at the future

## &

### SUSTAINABILITY JOURNEY & AMBITIONS

Over the last years, we have built a strong sustainability foundation focused on building a social supply chain management system and strong relationships with our suppliers. We engage and involve them with the steps that we take, to enable them to evolve a sustainable business together with us. In doing all this, we have not only engaged our suppliers but also our own people on a deep level. By educating our employees, appointing a driven sustainability team and integrating sustainability in all our business processes, enables us to actually start making positive changes. The innovative partnerships that we build in our supply chain, both upstream in the Netherlands as downstream in the producing countries, help us with the right insights and collaborations to take our initiatives off the ground. At last, operating responsibly at home helped

us with minimizing our impact in the Netherlands, while creating the right mindset we need to operate sustainably in the entire value chain: from start to end.

Now, it is time to work on specific improvements to increase the positive impact of Nine & Co. These are related to empowering the communities we work with, by working towards living wages in India and Turkey on the one hand and build resilience among mothers in the Netherlands on the other. In addition, we want to show the world more and more what we do when it comes to sustainability. We can use our, and our brands', communicative power to inspire other fashion companies and customers and grow a more sustainable sector together. We are all party of the same ecosystem anyway. We cannot transform an industry alone.

### GOALS & PROGRESS

We are well on our way to realize our key ambitions under our four sustainability pillars. The coming year will be an exciting one, because we will conduct concrete activities that will take our supply chain management and sustainable business operations to another level.



#### OUR VALUE CHAIN

**Goal:** All suppliers agree to our code of conduct prior to orders and 100% of our supplier base is approved by audit and low risk.

**2020:** 100% of our suppliers agree to our code of conduct and 100% suppliers are affiliated with a social standard; 90% is approved by audit and medium to low risk.

**Goal:** Grow a significant share of sustainable fibers.

**2020:** 100% GOTS certified organic cotton in our never out of stock collection for babies, 60% in the collections and 40% in the Toddler collection. The remaining share will be sustainably sourced via the Better Cotton Initiative.

**Goal:** 100% of the workers in our tier 1 supply chain earn a living wage.

**2020:** Living wage pilot to develop an approach to living wages in close collaboration with two of our main suppliers, and sharing lessons learned with our other suppliers.



#### CIRCULAR BUSINESS

**Goal:** Minimize the amount of return orders and stimulate our Buy and Sell group.

**2020:** Further reduce the amount of return orders (to 30%), while realizing turnover growth of 20%.

**Goal:** Minimize the footprint of our packaging and residual waste streams.

**2020:** Packaging: 100% cardboard is FSC certified or made of recycled materials and 75% of plastic is recycled.



#### PROTECTING NEW LIFE

**Goal:** Supporting women in the Netherlands to find resilience in their role as a parent and be proud of themselves.

**2020:** Launching impact-focused activities that contribute to building a happier & healthier mothers and children together with health professionals. This includes a partnership with an NGO that supports the most vulnerable mothers in the Netherlands.



#### SUSTAINABILITY AT HOME

**Goal:** Minimize our waste streams and optimal waste management.

**2020:** The majority of our waste is recycled or used for green energy generation.

# A look at the future &

## OUR HOPES & DREAMS

“Maternity is all about comfort and this motivates me to look for more sustainable options for all kinds of fabrics. The comfort for maternity items exceeds the use of cotton. The search for the most sustainable and comfortable options can be quite a search – and a challenging one. I am really proud that we’ve grown the share of sustainable materials over the last year. EcoVero is an ideal, stretchable and sustainable fiber. And we’re able to source organic cotton not only from India, but from Turkey now too. In 2020 I’d like to grow insights in all the levels of social and environmental performance of the suppliers we directly work with. This knowledge is the start of improving the support we can offer them.”

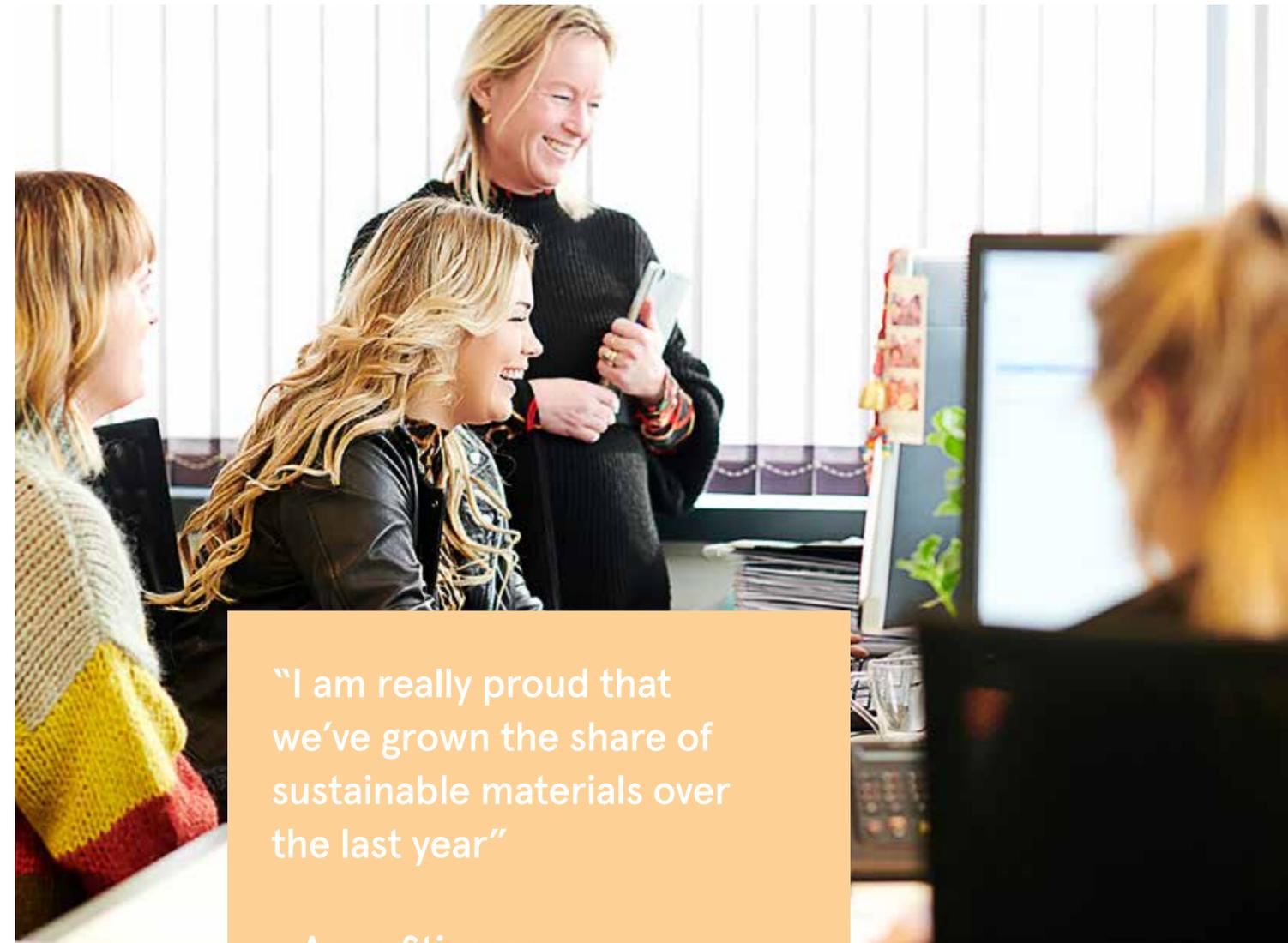
– Anne Stierner,  
Product Developer Maternity

“I am endlessly proud on the curve we are following in sustainable materials. Using EcoVero to meet the quality that conventional viscose could offer is really valuable. We made an enormous shift towards organic cotton for the basics from our never out of stock collection, our nightwear and our denim belly bands: which is a great achievement. The separate brands under Nine & Co. are on the mission to create an impact. I see myself looking at the bigger picture the whole time: it’s why I am concerned with using recycled fibers in our bestsellers first.”

– Melanie Willemsen,  
Product Developer Maternity

“ I see myself looking at the bigger picture the whole time: it’s why I am concerned with using recycled fibers in our bestsellers first”

– Melanie Willemsen,  
Product Developer Maternity



“I am really proud that we’ve grown the share of sustainable materials over the last year”

– Anne Stierner,  
Product Developer Maternity

# A look at the future &

## OUR HOPES & DREAMS

"It is of great value to see how sustainability has really landed in the hearts and minds of our design, buying and sourcing people. They take sustainability into account in every single decision that they make. It is interwoven in almost all day to day decisions. This is what we need as a fashion company and what makes my role as a sustainability coordinator almost redundant."

- Dieuwertje Damen,  
Sustainability Coordinator

"Sustainability is now  
interwoven in almost all day  
to day decisions and this is  
exactly what we need as a  
fashion company"

- Dieuwertje Damen,  
Sustainability Coordinator



# About this report &



This Nine & Co. impact report 2019 is issued by Nine & Co. fashion group and is intended for all Nine & Co. stakeholders, including Nine & Co. employees and all our customers. Any questions or suggestions that might arise by reading this report can be shared with: [info@nineandco.com](mailto:info@nineandco.com)

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 Get social with us:  
<https://www.linkedin.com/company/nine-and-co/>



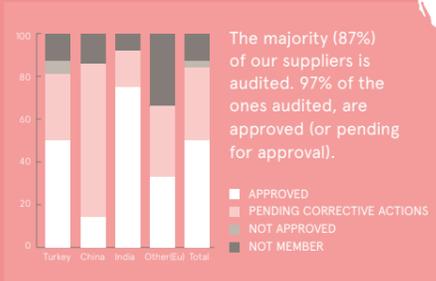
## #1 OUR VALUE CHAIN

In 2019 we've got to know our value chain and suppliers even better

### HOW OUR ITEMS ARE MADE:



93% of our items are made in Turkey, China and India



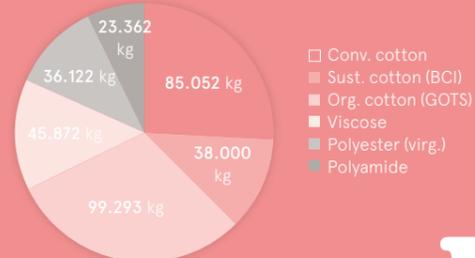
We gained insights by researching living wages at all suppliers outside of Europe.

We learned we can make a valuable contribution to better wages, by improving our buying process: reviewing our order planning & forecasting.

Coming year, we start a living wage pilot with our 2 biggest suppliers in India & Turkey, to start making the shift to living wages.

### WHAT OUR ITEMS ARE MADE OF:

**MATERIAL FOOTPRINT TABLE**  
Our top 5 material covers 93% of our complete material footprint



- Conv. cotton
- Sust. cotton (BCI)
- Org. cotton (GOTS)
- Viscose
- Polyester (virg.)
- Polyamide



By growing organic cotton, we saved **6.400.000** bath thubs of water



## #2 PROTECTING NEW LIFE

We facilitate a safe & healthy start for newborns and their parents



### FACTS & FIGURES

- The first 1001 days of a child are essential for healthy emotional attachment.
- Positive social, emotional, linguistic and cognitive development enables children to build self-confidence and make friendships for life.
- With health professionals, we aim to contribute to better emotional attachment and resilient parenting.

### OUR ACTIVITIES

- Starting dialogue about the challenges of parenting.
- Make mothers (to be) feel supported.
- Share a feeling of pride of being a parent.
- Increase resilience among parents: both mothers and their partners.

**WE CARE ABOUT SAFETY & QUALITY:**  
Noppies' baby and toddler fashion is the safest option.

with mainly organic fibers



and without the use of hazardous chemicals



## #3 CIRCULAR BUSINESS

We are taking care of our earth, to create a happy world

We reduced our waste streams with 17%.

**-17%**



The waste we do generate is sustainably managed & recycled:

- 80% recycled,
- 11% used for green energy generation,
- 9% used for grey energy generation.



We grew the share of responsible & sustainable resources used in our items.



Less return orders, which saves as much CO2 as **67 trees** can uptake in one year.

Extending the lifetime of fashion with 23.000 users of our online sharing platforms.

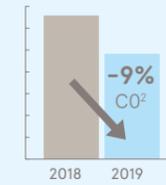


## #4 SUSTAINABILITY AT HOME

We believe that, for everyone, sustainability starts at home

### OUR PEOPLE

### CARBON FOOTPRINT (ENERGY)



294 EMPLOYEES:



80% FEMALE  
20% MALE



**82** ACTIVE USERS  
E-LEARNING MODULES

**50/50**  
GENDER RATIO IN OUR MANAGEMENT

WE HIGHLY VALUE HEALTH & WELLBEING ALL EMPLOYEES ENJOY:

FITNESS DISCOUNT & HEALTHY CATERING



WE HAVE MONTHLY SUSTAINABILITY MEETINGS WITH REPRESENTATIVES ACROSS TEAMS



Energy & gas: we saved 27 tons CO2 by reducing our footprint..This is similar to the footprint of 3,4 households per year.



We collaborate with our key sustainability partners: MVO Nederland, Modint, Solidaridad and Arisa.



We donated €100,000+ worth of clothing to the Dutch Humanitarian Foundation HRIF, that collect (emergency) relief goods for projects in Eastern Europe, the Middle East and Africa.

### THE SUSTAINABLE DEVELOPMENT GOALS

- #1 OUR VALUE CHAIN
- #2 PROTECTING NEW LIFE
- #3 CIRCULAR BUSINESS
- #4 SUSTAINABILITY AT HOME



### ABOUT NINE & CO.

More on our sustainability strategy & journey  
[www.nineandco.com](http://www.nineandco.com)

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📱 Get social with us:

🌐 <https://www.linkedin.com/company/nine-and-co/>

## GRI STANDARDS TABLE

GRI Standard Number	GRI Standard Title	Disclosure Number*	Disclosure Title	Reported on page
<b>General Disclosures</b>				
GRI 102	General Disclosures	102-01	Name of the organization	7
GRI 102	General Disclosures	102-02	Activities, brands, products, and services	7
GRI 102	General Disclosures	102-03	Location of headquarters	7
GRI 102	General Disclosures	102-04	Location of operations	7
GRI 102	General Disclosures	102-05	Ownership and legal form	7
GRI 102	General Disclosures	102-06	Markets served	7
GRI 102	General Disclosures	102-07	Scale of the organization	7
GRI 102	General Disclosures	102-08	Information on employees and other workers	7, 41
GRI 102	General Disclosures	102-09	Supply chain	14-24
GRI 102	General Disclosures	102-10	Significant changes to the organization and its supply chain	14-24
GRI 102	General Disclosures	102-11	Precautionary Principle or approach (ESG risk management model)	8
GRI 102	General Disclosures	102-12	External initiatives	8-11
GRI 102	General Disclosures	102-13	Membership of associations	10-11
GRI 102	General Disclosures	102-14	Statement from senior decision-maker	4-5
GRI 102	General Disclosures	102-15	Key impacts, risks, and opportunities (non CSR related)	4-11
GRI 102	General Disclosures	102-16	Values, principles, standards, and norms of behavior	6
GRI 102	General Disclosures	102-17	Mechanisms for advice and concerns about ethics	-
GRI 102	General Disclosures	102-18	Governance structure	-
GRI 102	General Disclosures	102-19	Delegating authority	-
GRI 102	General Disclosures	102-20	Executive-level responsibility for economic, environmental, and social topics	41, 44
GRI 102	General Disclosures	102-21	Consulting stakeholders on economic, environmental, and social topics	8-9, 13
GRI 102	General Disclosures	102-22	Composition of the highest governance body and its committees	-
GRI 102	General Disclosures	102-23	Chair of the highest governance body	-
GRI 102	General Disclosures	102-24	Nominating and selecting the highest governance body	-
GRI 102	General Disclosures	102-25	Conflicts of interest	-
GRI 102	General Disclosures	102-26	Role of highest governance body in setting purpose, values, and strategy	-
GRI 102	General Disclosures	102-27	Collective knowledge of highest governance body	-
GRI 102	General Disclosures	102-28	Evaluating the highest governance body's performance	-
GRI 102	General Disclosures	102-29	Identifying and managing economic, environmental, and social impacts	8-9
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GRI 102	General Disclosures	102-31	Review of economic, environmental, and social topics	8-13, 27
GRI 102	General Disclosures	102-32	Highest governance body's role in sustainability reporting	-
GRI 102	General Disclosures	102-33	Communicating critical concerns	-
GRI 102	General Disclosures	102-34	Nature and total number of critical concerns	-
GRI 102	General Disclosures	102-35	Remuneration policies	-
GRI 102	General Disclosures	102-36	Process for determining remuneration	-
GRI 102	General Disclosures	102-37	Stakeholders' involvement in remuneration	-
GRI 102	General Disclosures	102-38	Annual total compensation ratio	-
GRI 102	General Disclosures	102-39	Percentage increase in annual total compensation ratio	-
GRI 102	General Disclosures	102-40	List of stakeholder groups	-
GRI 102	General Disclosures	102-41	Collective bargaining agreements	-
GRI 102	General Disclosures	102-42	Identifying and selecting stakeholders	13-19, 41
GRI 102	General Disclosures	102-43	Approach to stakeholder engagement	13-19, 41
GRI 102	General Disclosures	102-44	Key topics and concerns raised	8-11
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GRI 102	General Disclosures	102-47	List of material topics	8-9
GRI 102	General Disclosures	102-48	Restatements of information	4-9
GRI 102	General Disclosures	102-49	Changes in reporting	-
GRI 102	General Disclosures	102-50	Reporting period	1, 5
GRI 102	General Disclosures	102-51	Date of most recent report	6
GRI 102	General Disclosures	102-52	Reporting cycle	-
GRI 102	General Disclosures	102-53	Contact point for questions regarding the report	51
GRI 102	General Disclosures	102-54	Claims of reporting in accordance with the GRI Standards	-
GRI 102	General Disclosures	102-55	GRI content index	54-55
GRI 102	General Disclosures	102-56	External assurance	-
<b>Management Approach</b>				
GRI 103	Management Approach	103-01	Explanation of the material topic and its boundary/scope	8-9
GRI 103	Management Approach	103-02	The management approach and its components	8-11
GRI 103	Management Approach	103-03	Evaluation of the management approach	-
<b>Economic</b>				
GRI 201	Economic Performance	201-1	Direct economic value generated and distributed	-
GRI 201	Economic Performance	201-2	Financial implications and other risks and opportunities due to climate change	-
GRI 201	Economic Performance	201-3	Defined benefit plan obligations and other retirement plans	-
GRI 201	Economic Performance	201-4	Financial assistance received from government	-
GRI 202	Market presence	202-1	Ratios of standard entry level wage by gender compared to local minimum wage	-
GRI 202	Market presence	202-2	Proportion of senior management hired from the local community	-
GRI 203	Indirect Economic Impacts	203-1	Infrastructure investments and services supported	-
GRI 203	Indirect Economic Impacts	203-2	Significant indirect economic impacts	-
GRI 204	Procurement practices	204-1	Proportion of spending on local suppliers	-
GRI 205	Anti-corruption	205-1	Operations assessed for risks related to corruption	-
GRI 205	Anti-corruption	205-2	Communication and training about anti-corruption policies and procedures	-
GRI 205	Anti-corruption	205-3	Confirmed incidents of corruption and actions taken	-
GRI 206	Anti-competitive Behavior	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	-

\*Individual disclosure items ('a', 'b', 'c', etc.) are not listed here

<b>Environmental</b>				
GRI 301	Materials	301-1	Materials used by weight or volume	24
GRI 301	Materials	301-2	Recycled input materials used	25, 36, 40
GRI 301	Materials	301-3	Reclaimed products and their packaging materials	13, 36
GRI 302	Energy	302-1	Energy consumption within the organization	40
GRI 302	Energy	302-2	Energy consumption outside of the organization	-
GRI 302	Energy	302-3	Energy intensity	-
GRI 302	Energy	302-4	Reduction in energy consumption	40-41
GRI 302	Energy	302-5	Reductions in energy requirements of products and services	24
GRI 303	Water and effluents	303-1	Interactions with water as a shared resource	24
GRI 303	Water and effluents	303-2	Management of water discharge-related impacts	22-23
GRI 303	Water and effluents	303-3	Water withdrawal	-
GRI 303	Water and effluents	303-4	Water discharge	N.A.
GRI 303	Water and effluents	303-5	Water consumption	-
GRI 304	Biodiversity	304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	N.A.
GRI 304	Biodiversity	304-2	Significant impacts of activities, products, and services on biodiversity	N.A.
GRI 304	Biodiversity	304-3	Habitats protected or restored	N.A.
GRI 304	Biodiversity	304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations	N.A.
GRI 305	Emissions	305-1	Direct (scope 1) GHG emissions	40
GRI 305	Emissions	305-2	Indirect (scope 2) emissions	-
GRI 305	Emissions	305-3	Other indirect (Scope 3) GHG emissions	23-25
GRI 305	Emissions	305-4	GHG emission intensity	-
GRI 305	Emissions	305-5	Reduction of GHG emissions	40
GRI 305	Emissions	305-6	Emissions of ozone-depleting substances (ODS)	-
GRI 305	Emissions	305-7	Nitrogen oxides (NOX), sulfur oxides (SOX), and other significant air emissions	-
GRI 306	Effluents and Waste	306-1	Water discharge by quality and destination	-
GRI 306	Effluents and Waste	306-2	Waste by type and disposal method	40
GRI 306	Effluents and Waste	306-3	Significant spills	-
GRI 306	Effluents and Waste	306-4	Transport of hazardous waste	N.A.
GRI 306	Effluents and Waste	306-5	Water bodies affected by water discharges and/or runoff	N.A.
GRI 307	Environmental Compliance	307-1	Non-compliance with environmental laws and regulations	N.A.
GRI 308	Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental criteria	-
GRI 308	Supplier Environmental Assessment	308-2	Negative environmental impacts in the supply chain and actions taken	18-19, 23
<b>Social</b>				
GRI 401	Employment	401-1	New employee hires and employee turnover	-
GRI 401	Employment	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	-
GRI 401	Employment	401-3	Parental leave	-
GRI 402	Labor/management relations	402-1	Minimum notice periods regarding operational changes	-
GRI 403	Occupational Health and Safety	403-1	Occupational health and safety management system	-
GRI 403	Occupational Health and Safety	403-2	Hazard identification, risk assessment, and incident investigation	N.A.
GRI 403	Occupational Health and Safety	403-3	Occupational health services	-
GRI 403	Occupational Health and Safety	403-4	Worker participation, consultation, and communication on occupational health and safety	-
GRI 403	Occupational Health and Safety	403-5	Worker training on occupational health and safety	-
GRI 403	Occupational Health and Safety	403-6	Promotion of worker health	41
GRI 403	Occupational Health and Safety	403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	-
GRI 403	Occupational Health and Safety	403-8	Workers covered by an occupational health and safety management system	-
GRI 403	Occupational Health and Safety	403-9	Work-related injuries	-
GRI 403	Occupational Health and Safety	403-10	Work-related ill health	-
GRI 404	Training and Education	404-1	Average hours of training per year per employee	41
GRI 404	Training and Education	404-2	Programs for upgrading employee skills and transition assistance programs	41
GRI 404	Training and Education	404-3	Percentage of employee receiving regular performance and career development reviews	-
GRI 405	Diversity and opportunity	405-1	Diversity of governance bodies and employees	13, 41
GRI 405	Diversity and opportunity	405-2	Ratio of basic salary and remuneration of women to men	-
GRI 406	Non-discrimination	406-1	Incidents of discrimination and corrective actions taken	-
GRI 407	Freedom of association and collective bargaining	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	-
GRI 408	Child labor	408-1	Operations and suppliers at significant risk for incidents of child labor	-
GRI 409	Forced or compulsory labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	-
GRI 410	Security practices	410-1	Security personnel trained in human rights policies or procedures	-
GRI 411	Rights of indigenous peoples	411-1	Incidents of violations involving rights of indigenous peoples	N.A.
GRI 412	Human rights assessment	412-1	Operations that have been subject to human rights reviews or impact assessments	18-19
GRI 412	Human rights assessment	412-2	Employee training on human rights policies or procedures	-
GRI 412	Human rights assessment	412-3	Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	18
GRI 413	Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs	18-21
GRI 413	Local Communities	413-2	Operations with significant actual and potential negative impacts on local communities	18-21
GRI 414	Supplier Social Assessment	414-1	New suppliers that were screened using social criteria	18-21
GRI 414	Supplier Social Assessment	414-2	Negative social impacts in the supply chain and actions taken	18-21
GRI 415	Public policy	415-1	Political contributions	N.A.
GRI 416	Customer health and safety	416-1	Assessment of the health and safety impacts of product and service categories	28-31
GRI 416	Customer health and safety	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	28-31
GRI 417	Marketing and labeling	417-1	Requirements for product and service information and labeling	-
GRI 417	Marketing and labeling	417-2	Incidents of non-compliance concerning product and service information and labeling	-
GRI 417	Marketing and labeling	417-3	Incidents of non-compliance concerning marketing communications	-
GRI 418	Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	-
GRI 419	Socioeconomic Compliance	419-1	Non-compliance with laws and regulations in the social and economic area	-

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