



Fable

# Impact Report

2023

FABLE IMPACT REPORT 2023



Certified



Corporation





# Welcome to Fable

## A MESSAGE FROM OUR CEO

When we launched Fable in 2019, we knew we wanted to balance profit with purpose from the very start. As a Certified B Corporation, we wouldn't have it any other way.

Since then, we've seen a shift in how we value our personal spaces, cherishing the small, everyday moments at home. As the doors reopened to gathering with friends and family, we too opened new doors, expanding further into every corner of the home.

In 2023, we introduced a whole new material—sustainably sourced European ash wood, the foundation for our Italian-made Wood Collection. We also launched two additional ceramic colors, two exciting partnerships, and continued our expansion into the home decor realm with new ceramic styles.

We opened a beautiful new store in Vancouver's South Granville neighborhood, showed our collections in New York, Los Angeles, Aspen, Paris, and Frankfurt, and won our first two awards. It's been a big year, and we're proud of the progress we've made.

As we continue to grow, we're sticking to our commitment of only partnering with makers whose ethical practices and sustainable outlook on business, production, and distribution align with our own.

Through it all, Fable endeavors to be the ultimate host, inspiring you to do the same. Whether it's a dinner party with friends, a homemade meal with a partner, or a quiet moment to yourself with a cup of tea, our goal is to help you feel right at home.

Thank you for joining us on our journey!

Joe Parenteau  
Fable CEO + Co-Founder



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## OUR MISSION

At Fable, our mission is simple: helping you feel right at home.

Through ethical craftsmanship and sustainable practices, we work with skilled artisans around the world to create beautiful, functional pieces that elevate everyday moments at home.





## OUR VISION

At Fable, we aim to create homeware that inspires everyday moments.

We carved our niche with beautiful tableware, but we're on a path to branch out to other areas of the home, creating decor that is as enjoyable as it is ethical.









OUR VALUES

Fable is built upon four value pillars, which we use as a guide for every decision.



Share all that you can.

By sharing all we can with our community, we can make better, informed decisions. We cultivate this by encouraging questions that allow us to rethink how things are done.



Lead with empathy.

We're welcoming hosts, and we know that embracing diversity at every step creates better outcomes. We listen with an open mind to all outlooks, opinions, and perspectives, and celebrate diverse identities, abilities, and cultures.



Own the outcome.

We hold each other accountable for all results—the good and bad. For us, accountability goes hand-in-hand with prioritization. We put anything that advances the business and positively impacts our community first, celebrating our wins and learning from our mistakes.



Do the best work of our lives.

Every day, we strive to disrupt the status quo and do better. We use data to drive our decisions in countless ways, from using customer feedback to inform new product offerings to routine employee 'pulse checks' to refine our internal processes. Through it all, we remain nimble, taking smart risks and leaving ourselves open to possible failure.



## ABOUT FABLE

It's simple, really.  
We want to make  
our customers'  
lives easier by  
taking the hassle  
out of shopping  
for their homes.

We do this by designing homeware that is timeless, durable, and beautiful. Then, we partner with international craftspeople to bring those designs to life. Finally, we make it accessible through our direct to-consumer business model with transparent pricing.

And, we're just getting started.

Each new product is designed in-house to fit in with the Fable offerings that came before it. This allows our customers to shop with ease, knowing the style of any new pieces will align with what they already have in their Fable collection.

This year, we branched out from ceramic dinnerware and stainless steel flatware to premium glassware and high quality textiles, and we plan to continue to expand our product offerings beyond tableware and into the home decor realm.

As we carefully choose which new products to design next, we simultaneously take the time to select partner companies who are excellent at what they do, weighing their approach to sustainability and ethical employment standards into our decision-making. To us, this is common sense; we believe companies should work together in the best interests of both the planet and its people. This also works to empower our customers: by choosing Fable, they can be assured that they are bringing long-lasting goods made with care into their homes.

Like we said—it's simple.





# We're a B Corp.

In 2022, we traded in our Certified B Corp: Pending status for the real deal. Fable proudly became a Certified B Corporation, which means we're part of a global community of businesses that meet high standards of social and environmental impact.

From day one, our goal has been to balance profit with purpose, and becoming a B Corp is one way in which we're held accountable to this goal. For us, it's not just about doing less harm—it's about doing more good. We're constantly working on our commitment to sustainable, ethical, and transparent practices, and we're thrilled to be on this journey towards continuous improvement and collective action.

**Certified**



**Corporation**

**This company meets the  
highest standards of social  
and environmental impact**









OUR PARTNERS

# The details matter.

At Fable, we take diversity into account throughout every step of our business, and that includes partnerships with our suppliers. We find joy in the origins of regional craft, diverse landscapes, and the stories they hold close. To us, these companies are so much more than just makers and manufacturers—they're partners. We choose them carefully.



OUR FLATWARE

## Northern Region, Portugal

Herdmar was founded in 1911 by its namesake family with the intention of creating the world's best knives. Over 100 years later, the business remains family owned and has expanded into a thriving flatware company with a deeply-rooted commitment to excellence, sustainability, and legacy.



OUR DINNERWARE

## Central Region, Portugal

Crafted by local Portuguese ceramicists, our products are made using a balance of machinery and hand-finished craftsmanship. Our stoneware is made using locally-sourced recycled ceramics and clay from just a few miles up the road, and all water is recycled on-site, creating zero water waste.



OUR GLASSWARE

## Kanto Region, Japan

On the outskirts of Tokyo, Japan lies a facility with glassmaking roots that stretch back more than 120 years. Here, our soda-lime glassware is skillfully crafted using 50% recycled materials, then strengthened with an ion-toughening technique that makes it 1.6 times stronger than untreated glass—truly in a class of its own.





OUR STEMWARE

### Southeastern Region, Germany

When we set out to make beautiful, durable, high quality stemware, we found a perfect match—a maker in Germany that’s been honing its craft for over five centuries. Our stemware is made with up to 50% recycled crystal, and undergoes the same ion-toughening treatment as our glassware for superior durability.



OUR CANDLES

### New York State, USA

In the foothills of the Catskill Mountains, Greentree Home Candle has been hand-pouring pure beeswax candles for more than two decades. Their devotion to natural materials and a hand-finishing process made them a natural fit for our debut collection of taper candles.



OUR WOOD

### Northern Region, Italy

At a family-owned facility that’s been crafting wood products since 1937, our serving boards and coasters are skillfully crafted using traditional techniques, state-of-the-art technology, and sustainably sourced European ash wood.



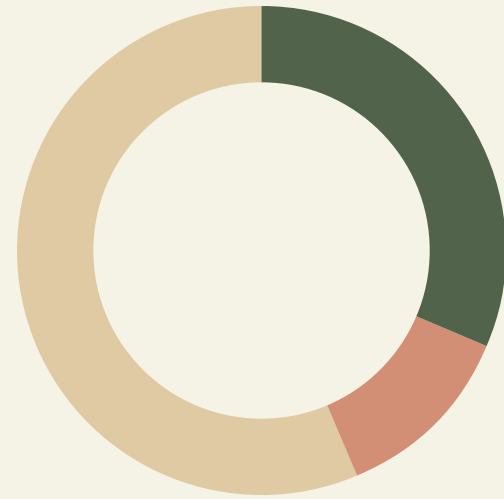






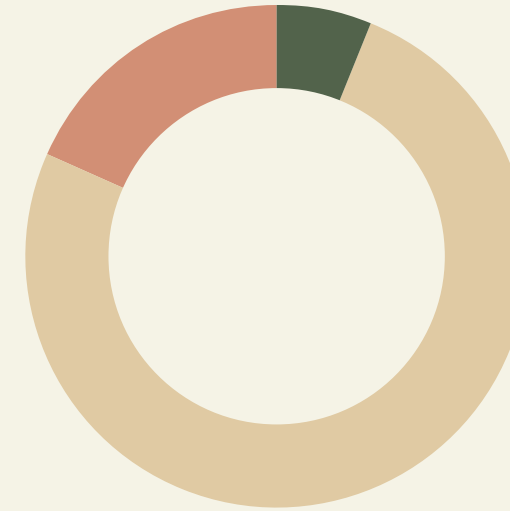
## OUR PEOPLE

In addition to partnering with global partners from a variety of backgrounds and traditions, we are committed to fostering a diverse workplace. Promoting inclusion, equity, and diversity among our staff is a key tenet of our company's philosophy.



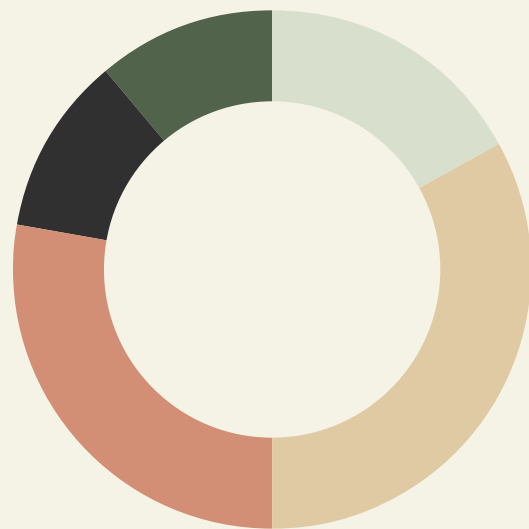
### RACE

- 28% Asian
- 0% Black
- 0% First Nations/Indigenous
- 11% Middle Eastern or North African
- 50% White
- 0% Other



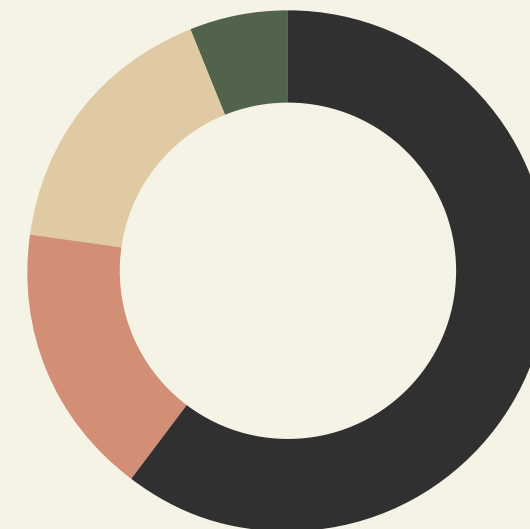
### GENDER ORIENTATION

- 6% identify as cisgender male
- 71% identify as cisgender female
- 17% identify as other



### SOCIO-ECONOMIC STATUS GROWING UP

- 0% identify as upper class
- 17% identify as upper-middle class
- 33% identify as middle class
- 28% identify as lower-middle class
- 11% identify as lower class
- 11% prefer not to disclose



### SEXUAL ORIENTATION

- 61% identify as heterosexual
- 17% identify as bisexual
- 17% identify as homosexual
- 6% identify as other or prefer not to disclose









## FABLE & PHILANTHROPY

At Fable, we recognize that a meal is not a given right. In our pursuit of balancing profit and purpose, we began donating a portion of bundle proceeds to provide meals to children and youth in need.





## FABLE &amp; PHILANTHROPY

Since 2019, as a direct result of our customers' purchases, we've donated over 60,000 meals to children and youth in need. This year, we're aiming even higher.

Our mission is to bring joy to every meal, but we are acutely aware that not everyone has equal access to food. Food insecurity is a global issue, and in Canada alone, it affects 1 in 6 children under the age of 18.\* That's why our philanthropic goal focuses on providing meals to those in need, particularly youth.

When Fable launched in the UK, we partnered with Magic Breakfast (Charity No. 1102510, Scottish Charity No. SCSC048202) to provide healthy breakfasts to school children in disadvantaged areas. For every bundle sold in the UK, two nutritious breakfasts are donated to children and youth in need. That's 26,786 breakfasts in 2023 alone.

We've also partnered with Inasmuch Community Society, an Abbotsford-based charity providing transitional housing, settlement services, and living support for newly arrived refugee claimants in Canada. We work closely with them to donate dinnerware sets tailored to each family or individual's needs as they transition to permanent housing.

Both Magic Breakfast and Inasmuch Community Society's giving-back philosophies align with our goals, and to say we're proud to partner with them would be an understatement. We're continuously looking for new opportunities to give back to our communities—whether through nourishment, dinnerware, or donations.

\*Source: Canadian Feed the Children, [canadianfeedthechildren.ca](http://canadianfeedthechildren.ca)









## OUR SUPPLIER CODE OF CONDUCT

# It's no secret that we care about how our products are made.

Our Supplier Code of Conduct provides us with measurable guidelines upon which to assess our manufacturing partners and makers around the world. This ensures that they enforce safe working conditions, that their workers are treated with dignity and respect, and that their manufacturing processes are environmentally responsible. We undergo this assessment with each new supplier and aim for total transparency and traceability at all levels of our supply chain. Our Supplier Code of Conduct is broken down into two sections: Labor Standards and Practice, and Environmental Policy, which are summarized on the following pages.





## LABOR STANDARDS AND PRACTICE

# We base our Labor Standards and Practices on the Ethical Trading Initiative (ETI) code.

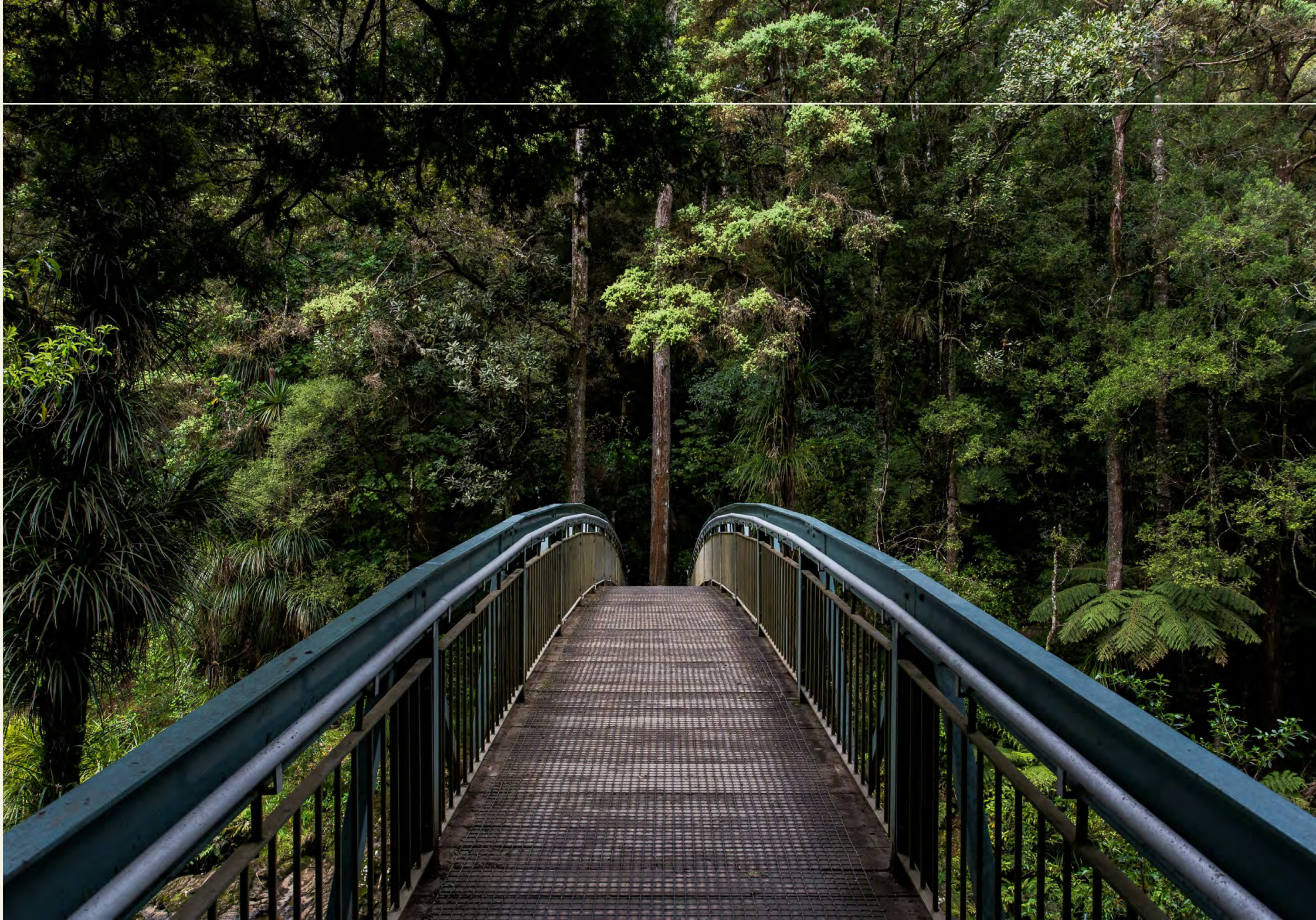
The most comprehensive standard on Human Rights is the United Nations Universal Declaration of Human Rights, and the United Nations Convention on the Rights of the Child.

In addition, this code represents the minimum and not maximum standards. Our suppliers are expected to comply with national and other applicable law and, where the provisions of law and this Labor Standards and Practice address the same subject, to apply that provision which affords the greater protection.

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Child labor shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practiced
- Regular employment is provided
- No harsh or inhumane treatment is allowed











## ENVIRONMENTAL POLICY

Our suppliers should not only adhere to their local and national laws regarding the protection and preservation of the environment, they should also set goals to reduce the environmental impact caused by their everyday business.





#### TRACEABILITY

Fable and our suppliers are jointly responsible for ensuring social and environmental responsibility and the integrity of our product content claims right through to the finished goods at factory level. The only way to work towards this goal is to have transparency and traceability into all levels of our supply chain. We require suppliers to map and continuously track and monitor all locations in all levels of their supply chain.

#### SUPPLY CHAIN TRANSPARENCY

Fable is committed to complying with federal laws and regulations requiring disclosure of the use of conflict minerals in our products. Thus, we expect our suppliers to responsibly source and assist us in reporting any conflict minerals.

#### ZERO WASTE

We are working towards having a zero-waste facility and ask that our vendors assist us in finding innovative ways to reduce unnecessary waste or design changes to create an end-of-life plan to minimize the negative impact on human health and environment.

#### CARBON OFFSETTING

To make an impact, we ask for all our vendors' assistance in measuring, reducing, and offsetting our carbon footprint.









## OUR CARBON FOOTPRINT

We aim to minimize the overall ‘carbon intensity’ of our operations by reducing the greenhouse gas (GHG) emissions from shipping our products from Portugal, Japan, Belgium, Germany, and the United States to our distribution centers in Canada and the UK.

In 2023, we offset 37.29 TCO<sub>2</sub>e.

Since we got our start in 2019, we’ve offset 482.34 TCO<sub>2</sub>e.









#### OUR CERAMICS

- Certified by SMETA (Sedex Members Ethical Trade Audit)
- Crafted with non-toxic materials
- Certified by SGS for ISO 9001 (Quality) Standards
- 100% of water is recovered and treated for re-use
- 100% of clay shavings and biscuit is re-incorporated

#### OUR GLASSWARE

- ISO14001 Management System Certificate for Environmental Management
- Made with 50% in-house recycled broken or waste glass
- Eco Action Plan in place to reduce CO2 emissions by 35% by 2030
- 100% lead-safe

#### OUR WOOD

- Forest Stewardship Council® (FSC) certified wood
- Certified by EU Timber Regulation (EUTR 995)
- Certified by REACH (EC 1907/2006)
- Sawdust and wood waste is repurposed as fuel and distributed to the livestock sector
- Wood waste from large products is repurposed to create smaller objects

#### OUR FLATWARE

- Certified by SMETA (Sedex Members Ethical Trade Audit)
- Certified by SGS for ISO 9001 Quality Standards
- Certified by 14001 Environmental Standards
- Production powered by 100% renewably-sourced energy
- 100% recyclable and non-toxic

#### OUR STEMWARE

- Certified by 4-pillar SMETA (Sedex Members Ethical Trade Audit)
- ISO 14001 Management System Certificate for Environmental Management
- ISO 50001 Management System Certificate for Energy Management
- Made with up to 50% recycled crystal glass
- 100% recyclable
- Production processes are 100% BPA- and plastic-free
- 30% less energy consumption due to oxy-fuel technology

#### OUR PACKAGING

- Made with 100% biodegradable paper
- 100% curbside recyclable
- 100% plastic-free
- Only water-based inks and non-petroleum dyes are used

#### OUR CANDLES

- 100% pure North American beeswax
- 100% natural and non-toxic
- Free of paraffin and synthetic additives









## PROMOTING SUPPLY CHAIN DIVERSITY

# At Fable, we set formal targets to ensure that we are working with a diverse set of suppliers.

We define a diverse supplier as a business that is at least 51% owned and operated by an individual or group that is part of a traditionally underrepresented group. Common classifications are small business enterprises, minority-owned enterprises, women-owned enterprises, and businesses owned by other minority groups including, but not limited to, LGBTQIA2S+, suppliers with disabilities, and veterans.

By the end of 2025, our goal is to have at least 40% of our suppliers meet this criteria. We give preference to suppliers that come from diverse backgrounds.





# Fable

FABLE IMPACT REPORT 2023

# Thank you.

We look forward to sharing  
more each year!