

Fable

Annual
Impact Report

2021

Welcome to Fable

A MESSAGE FROM OUR CEO

When we launched Fable in November 2019, we chose to balance profit with purpose from day one—we wouldn't have had it any other way.

In 2021, we joined the world in adapting to the new normal. We all spent more time in our spaces, celebrating the small moments of each day. As we slowly began to open our doors to friends and family again, Fable began opening its doors to other areas of the home.

First, we completed the Fable tablescape by introducing textiles and glassware alongside our dinnerware and flatware offerings. Next, we launched a handful of versatile ceramic styles designed to live both on and off the dining table. As a company aiming to elevate everyday moments at home, we began working towards our goal of expanding into the home decor realm in 2022.

As we continue to grow, we're sticking to our commitment of only partnering with makers who share the same ethical practices and sustainable outlook on business, production, and distribution as we do.

Through it all, Fable endeavors to be the ultimate host, helping our customers do the same, with ease, in their homes. Whether it's a dinner party with friends, a beautiful meal with a partner, or a quiet moment to yourself with a cup of tea, our goal is to continue to bring joy to everyday moments.

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:
To bring joy to every meal.

Through ethical craftsmanship and sustainable practices, we work with partners around the world to create everyday pieces that elevate the experience of dining at home. We also recognize that a meal is not a given right; in our pursuit of balancing profit and purpose, we donate a meal for every bundle purchased.



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.

Fable

OUR VISION

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.



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.



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.



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 tableware 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, really.



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 nearly twice as durable—and truly in a class of its own.

OUR TEXTILES

Western Region, Belgium

Our linen is crafted at a fifth generation family-owned mill that's been operating in the heart of Europe's flax region since 1858. A zero-waste and carbon-neutral mill that's recognized for its unparalleled craftsmanship, high quality materials, and commitment to sustainability, we knew it was a natural fit for us.



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

- 62.5% Identify as White
- 31.3% Identify as belonging to an ethnic group

GENDER ORIENTATION*

- 12.5% identify as cisgendered male
- 87.5% identify as cisgendered female

SOCIO-ECONOMIC STATUS GROWING UP*

- 0.063% identify as Upper Class
- 31.3% identify as Upper-Middle Class
- 62.5% identify as Middle Class
- 0.063% identify as Lower-Middle Class
- 0.063% identify as Lower Class

SEXUAL ORIENTATION***

- 81.3% identify as heterosexual
- 12.5% identify as bisexual

*Middle Eastern or North African, Hispanic or Latino, Native Hawaiian or Pacific Island: <1%

**Gender Non-Binary or Fluid, Genderqueer, Transgender Female, Transgender Male: <1%

***Asexual, homosexual: <1% This data was captured in February 2021 and sourced from an anonymous survey of Fable's team. We will update this information annually.

FABLE & PHILANTHROPY

At Fable, we recognize that a meal is not a given right. In our pursuit of balancing profit and purpose, we donate a meal for every bundle purchased.



FABLE & PHILANTHROPY

In 2021, as a direct result of our customers' purchases, we donated over 21,331 meals to youth. 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 it affects 1 in 6 children in Canada under the age of 18.* That is why our philanthropic goal focuses on providing meals to those in need, particularly youth. Before we sold a single plate we joined forces with Mealshare, an inclusive, non-denominational organization that partners with trusted charities to provide support and nourishment to those in need. The program shares half of its donations with local community partners, and shares the other half around the world through Save The Children. Mealshare's giving-back philosophy aligns with our goals, and to say we are proud to partner with them would be an understatement.

*Source: Canadian Feed the Children, 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 practised
- 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, and Belgium to our distribution center in Vancouver, BC. We began calculating our GHG emissions in November of 2020.

Since then, we've offset 100% of our freight-generated GHG emissions:

- 2020 32.69 TCO₂e (tonnes of carbon dioxide equivalent emission)
- 2021 193.08 TCO₂e (tonnes of carbon dioxide equivalent emission)





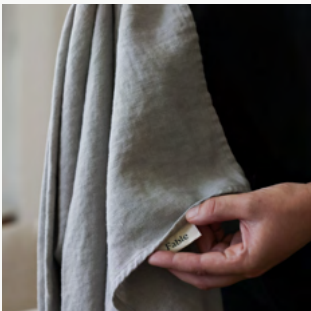
OUR CERAMICS

- 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 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 100% non-toxic



OUR TEXTILES

- Certified by OEKO-TEX® and Masters of Linen® quality label
- Produced in a 100% zero-waste facility
- Produced in a certified carbon-neutral weaving mill
- Only water-based chemicals are used during production
- Dye selection fully complies with REACH standards
- 100% biodegradable or recyclable



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-free



OUR PACKAGING

- Made with paper from FSC-certified forests
- Bio-film cushions are made from starch and are 100% biodegradable and fully home compostable
- Packing peanuts are made from starch and are 100% biodegradable
- Only soy-based inks and non-petroleum dyes are used
- 100% recyclable and plastic-free



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 2023, our goal is to have at least 40% of our suppliers meet this criteria. We give preference to suppliers that come from diverse backgrounds.



Thank you

We look forward to sharing
more each year!

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