



BRUNA

**ENVIRONMENTAL,
SOCIAL, AND GOVERNANCE
IMPACT REPORT**

2023

A MESSAGE FROM THE FOUNDERS

As we reflect on the past year and embrace the opportunities of the upcoming one, we're thrilled to share BRUNA's journey and progress in our 2023 Impact Report. This journey was only possible because of your unwavering support.

In 2023, our commitment to transparency and accountability took center stage. We proudly published our inaugural 2022 Impact Report with the aim of offering insights into our environmental, social, and governance performance. Additionally, we revamped our website to feature a new Responsibility section to provide comprehensive details about our strategy, policies, and action plans.

Certifications and assurance remained key pillars of our responsibility efforts. We renewed our Climate Neutral certification, achieved our first Forest Stewardship Council® Chain of Custody certification, and underwent a Responsible Jewelry Council (RJC) Code of Practices (COP) Audit, obtaining the RJC COP certification in early 2024.

Collaboration and impact were at the forefront of our achievements. Most notably, we forged a new partnership with The Impact Facility, aligning our efforts to transform mineral wealth into community prosperity within artisanal gold mining communities, with the ultimate goal of supporting the jewelry

sector to become a source of dignified work for all. While celebrating these milestones, we acknowledge that we still have a lot to learn and that there's a long journey ahead of us. In 2023, some unwarranted negative press caught us by surprise and taught us hard but important lessons on the challenges of building a responsible brand in the age of social media. We took these lessons as an opportunity to strengthen our transparency and reinforce our systems. At the same time, we learned the importance of fostering kindness within our community, raising awareness about the complexities of our industry, and engaging in open, constructive discussions to pave the way for transformative change.

As we look forward, we're excited to unveil our 2030 responsibility goals and we invite you to join us as we continue our journey. Your support has been instrumental and we look forward to achieving an even greater impact together in the years ahead.


Thank you for being an essential part of our story,
Helena & Simon



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ABOUT BRUNA

OUR STORY

Founded in 2019 by partners Helena and Simon, BRUNA is a fine jewelry label dedicated to timeless design and responsible practices.

Our story began in Tahiti with the discovery of rare keshi pearls whose imperfect beauty kindled a unique idea. A small bag of pearls and a whole lot of inspiration later, BRUNA was to become the answer to our search for iconic, long-lasting jewelry. Since then, we've been driven by an ambitious vision and a set of unshakeable values.

VISION

To create jewelry with a positive impact on our ecosystems.

MISSION

We inspire and make everyday looks outstanding and conscious through high-quality and responsibly made jewelry.

CORE VALUES

LONGEVITY & PREMIUM QUALITY

We take pride in creating pieces that are not only beautiful but also built to last. We use enduring, high-quality, and conscious materials to create jewelry that's intended to be worn every day and cherished for a long time.

RESPONSIBILITY & ETHICS

Our fine jewelry should make you feel and look good on the inside and outside. For us, style should never come at the expense of the people producing it or the planet we are lucky enough to call our home. We proudly support ethical consumerism and a conscious lifestyle.

COMMUNITY

We strive to create a space where individuals can connect, share ideas, and inspire one another. We believe in small acts of kindness and in ensuring that every member of our community feels a sense of belonging.

OUR JOURNEY



OUR MEMBERSHIPS & CERTIFICATIONS



**CLIMATE
NEUTRAL**
CERTIFIED



CLIMATE NEUTRAL

The Climate Neutral certification is issued by the Change Climate Project (formerly Climate Neutral), an independent non-profit organization that provides a trusted consumer standard for climate neutrality.

We've been a proud Climate Neutral certified brand since 2020. This means that we make efforts to avoid, reduce, and offset all carbon emissions generated by the sourcing, production, and distribution of our jewels. In 2023, our certification was reconfirmed.

[Learn more here.](#)

RESPONSIBLE JEWELRY COUNCIL

The Responsible Jewelry Council (RJC) is the leading authority for sustainability standards in the global watch and jewelry industry across the entire supply chain. Members of the RJC commit to advance responsible ethical, social, and environmental practices from mining to retail, and to obtain the RJC Code of Practices (COP) certification within two years of joining.

In 2023, BRUNA became a member of the RJC and conducted its first RJC COP audit. We successfully received our RJC COP certification in February 2024.

[Learn more here.](#)

FOREST STEWARDSHIP COUNCIL

The Forest Stewardship Council (FSC) is an international nongovernmental organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

Issued by the FSC, the Chain of Custody certification certifies that our packaging is made from FSC®-certified and other controlled materials, thereby supporting responsible management of the world's forests.

[Learn more here.](#)

In support of

WOMEN'S EMPOWERMENT PRINCIPLES



UN WOMEN EMPOWERMENT PRINCIPLES

The United Nations (UN) Women's Empowerment Principles (WEPs) is a primary vehicle for corporate delivery on gender equality dimensions of the 2030 Agenda and the United Nations Sustainable Development Goals.

In 2023, we became proud signatories of the UN WEPs, a commitment that reflects our work to foster business practices that empower women.

[Learn more here.](#)

WATCH AND JEWELLERY INITIATIVE 2030

The Watch and Jewellery Initiative 2030 is a collaborative industry initiative to accelerate positive impact in three areas: building climate resilience, preserving resources, and fostering inclusiveness.

In 2023, we applied to become a member of this initiative, and our application was accepted in January 2024.

[Learn more here.](#)

In BRUNA's 2022 Impact Report, we disclosed our progress toward seeking a BCorp Certification. Unfortunately, at present time BCorp certifications are not issued to jewelry brands with turnover above a predefined threshold. Learn more about BCorp's policy on the jewelry industry here.





OUR ESG GOVERNANCE

BRUNA's environmental, social, and governance (ESG) commitments are framed in several policies and Codes of Conduct that are made publicly available on our website [here](#).

ESG POLICY

Based on our ESG strategy, our ESG Policy describes BRUNA's overarching environmental, social, and governance commitments across our three strategic priorities: protecting and restoring natural ecosystems, inspiring and empowering the BRUNA community, and challenging and championing a better jewelry industry. This policy is inspired by international best practice standards and sustainability frameworks, including the Sustainable Development Goals of the United Nations.

HUMAN RIGHTS POLICY

At BRUNA, we recognize our corporate responsibility to respect human rights. Beyond that, we believe we have a role to play in promoting or advancing human rights in our community and along our value chains. Our Human Rights policy defines our human rights commitments in line with the "Protect, Respect and Remedy" framework of the UN Guiding Principles on Business and Human Rights and the OECD Due Diligence Guidance for Responsible Business Conduct.



RESPONSIBLE SUPPLY CHAINS POLICY

This policy defines our commitment to identify, assess, and, where necessary, manage potential risks along our supply chains, in line with the recommendations of the OECD Due Diligence Guidance for Responsible Business Conduct and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas.

HUMAN RESOURCES POLICY

Our team is our greatest asset. For this reason, we strive to enable BRUNA team members to achieve their best through team satisfaction, development, and well-being. This policy defines our commitments concerning human resources management, covering general employment terms, human rights, and labor rights.

RESPONSIBLE MARKETING, ADVERTISING, & PRODUCT DISCLOSURE POLICY

This policy defines our commitments to responsible marketing, advertisement, and product disclosure. This includes enabling customers to make conscious decisions through the provision of honest and transparent information about our jewelry while promoting equity, diversity, and inclusion through brand campaigns that reflect the diverse beauty of our community.

ANTI-HATE SPEECH & HARASSMENT POLICY

At BRUNA, we firmly stand against hate speech, harassment, and other harmful practices, including racism, discrimination, and any form of harmful behavior that undermines the values of respect, tolerance, and diversity. This policy outlines our approach to maintaining a positive online atmosphere within our community as well as the actions we take to address instances of hate speech, harassment, and other harmful practices.

FSC POLICY OF ASSOCIATION

We recognize the importance of sustainable forest management and the preservation of our natural resources. For this reason, we are committed to promoting responsible sourcing and handling of forest-based products from well-managed forests. This policy confirms our commitment to FSC principles and criteria throughout our supply chain.

CODE OF CONDUCT

We consider it both our individual and collective responsibility to uphold BRUNA's vision and commitments. By translating our commitments into practical codes of conduct that apply to our everyday ways of working, the goal of this Code is to ensure that we, as a business and as individuals, always act in line with the vision, mission, and values of our brand.

CODE OF CONDUCT FOR BUSINESS PARTNERS

Each of our business partners has a role to play in contributing to our company vision. For this reason, we work exclusively with business partners who commit to comply with the requirements of our Code of Conduct for Business Partners, which lays out BRUNA's vision, mission, and expectations for business partners. This policy also includes a section describing specific requirements for supplied materials.

GOVERNANCE STRUCTURE



We are a family-run business founded in 2019 by partners Helena Milchrahm, our Chief Executive Officer and Creative Director, and Simon Rupp, our Chief Operating Officer, who represent BRUNA's top management.

All policies are endorsed by BRUNA's top management and are reviewed for effectiveness and relevance every year or when new circumstances arise by the ESG Manager. All policies are operationalized through specific Standard Operating Procedures (SOPs), which are developed, implemented, and reviewed for continuous improvement by the ESG team.

The ESG Manager is in charge of driving BRUNA's overall ESG strategy and action plans in close collaboration with all relevant departments, including but not limited to the Operations, People and Culture, and Communications teams. Regular training is conducted on the policies and their application for all relevant team members.

In the spirit of transparency, all policies are published on our [website](#) and regularly communicated both internally and to our business partners.

STAKEHOLDER ENGAGEMENT

We consider stakeholder engagement to be a fundamental accountability mechanism. For this reason, we continue to involve stakeholders in identifying, understanding, and responding to issues and concerns and we will report, explain, and answer to stakeholders concerning our decisions, actions, and performance.

When engaging with stakeholders, we adhere to the principles of inclusivity, materiality, and responsiveness. We welcome meaningful stakeholder dialogue and feedback which you can always provide by contacting us at esg@brunathelabel.com.

GRIEVANCE MECHANISM

As a business within the jewelry industry, we recognize that risks of significant adverse impacts exist and may be associated in particular with extracting, trading, handling, and exporting minerals and metals.

For this reason, we have developed a due diligence system for the identification, assessment, and management of potential risks. Should you become aware of any significant risk or adverse impact that we may cause or contribute to or that may be linked to our operations, products, or services through our business relationships, we encourage you to reach out at esg@brunathelabel.com or submit your grievance anonymously through our [online form](#).



OUR 2030 GOALS

Ever since the brand was established, our vision at BRUNA has been to create jewelry that has a positive impact on our ecosystems.

While we're proud of our journey so far, we know that there is more we can do to fulfill our vision. That's why we've formalized our commitments into a set of ambitious yet reachable goals that we aim to achieve by 2030.


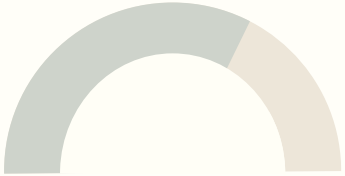

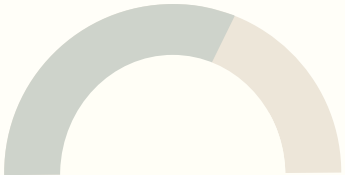


These goals were designed to contribute to the Sustainable Development Goals of the United Nations (UN), a set of 17 global goals adopted by the UN to promote peace and prosperity for both people and the planet. While many of these goals have been a part of our DNA since BRUNA's beginnings, several are new for our brand and we're excited to take further steps that will lead to fully integrating them into our business.

Our 2030 goals aren't just about making a statement—they're a public pledge and a promise to our community, partners, and the planet that we're in this for the long haul.

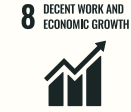



PROTECTING & RESTORING NATURAL ECOSYSTEMS



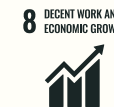
OUR STRATEGIC PRIORITIES	OUR 2030 GOALS	WHERE WE ARE NOW	2023 KEY ACTIONS & ACHIEVEMENTS
 Climate action	<ul style="list-style-type: none"> By 2030, we will go beyond climate neutrality and drive our business and supply chains toward net-zero greenhouse gas (GHG) emissions. We will reduce our carbon intensity per jewelry piece by 51.6% by 2030. 		<ul style="list-style-type: none"> We renewed our Climate Neutral certification. We decreased our GHG emissions intensity by 33% from our 2022 baseline, surpassing our initial yearly target and jumpstarting us to our 2030 goal of 51.6%.
 Conscious materials	<ul style="list-style-type: none"> By 2030, 100% of our materials will meet our “conscious” criteria of low-impact materials from responsible suppliers who adhere to our social and environmental standards in keeping with our Code of Conduct for Business Partners and Materials Standard. 		<ul style="list-style-type: none"> We obtained our first FSC® Chain of Custody Certification. We announced a new sourcing strategy for Ethical Precious Metals and built a robust Provenance Claims system to support it.
 Biodiversity Conservation	<ul style="list-style-type: none"> By 2030, we will conserve 500 hectares of land, rivers, and/or oceans to protect the biodiversity and ecosystem services of terrestrial, freshwater, and/or marine ecosystems. 		<ul style="list-style-type: none"> We supported afforestation and mangrove restoration projects through the purchasing of Carbon Credits. We continued to support conservation efforts by the Jane Goodall Institute Austria and established a new partnership with The Impact Facility to combat mercury use in artisanal mining. We gifted 100 trees to the winner of our Earth Day Challenge through One Tree Planted.


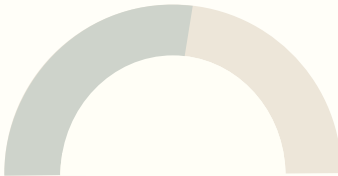

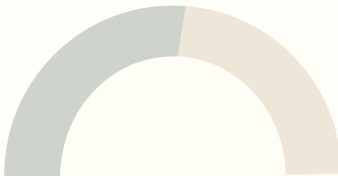


CHALLENGING & CHAMPIONING A BETTER INDUSTRY



OUR STRATEGIC PRIORITIES	OUR 2030 GOALS	WHERE WE ARE NOW	2023 KEY ACTIONS & ACHIEVEMENTS
 <p>Circularity</p>	<ul style="list-style-type: none"> By 2030, we aim to achieve complete circularity across all of our jewelry and services. 		<ul style="list-style-type: none"> While we provide repair services on a small scale, our circularity services are yet to be established, and planned for 2024.
 <p>Responsible supply chains & traceability</p>	<ul style="list-style-type: none"> By 2030, BRUNA will have 100% transparency over its supply chains, and work with business partners to improve environmental stewardship and labor practices in line with best practice standards. 		<ul style="list-style-type: none"> We strengthened our due diligence system, including our grievance mechanism. We expanded our visibility and traceability over our supply chains upstream and established a system for Provenance Claims.
 <p>Value creation for local territory & communities</p>	<ul style="list-style-type: none"> By 2030, we will make a tangible difference in the communities whose livelihoods depend on the jewelry industry. In particular, we will contribute to the elimination of 10kg of mercury by 2030. 		<ul style="list-style-type: none"> We partnered with The Impact Facility to improve working conditions and test a processing system to eliminate the use of mercury.

INSPIRING & EMPOWERING THE BRUNA COMMUNITY



OUR STRATEGIC PRIORITIES	OUR 2030 GOALS	WHERE WE ARE NOW	2023 KEY ACTIONS & ACHIEVEMENTS
 <p>Human & labor rights</p>	<ul style="list-style-type: none"> By 2030, we will make a significant contribution to promoting human and labor rights relevant to workers in the jewelry industry. 100% of our business partners will adopt a living wage by 2030. 		<ul style="list-style-type: none"> We started monitoring the share of upstream suppliers who pay a living wage and influence our supply chain upstream through industry initiatives such as the Watch and Jewellery Initiative 2030.
 <p>Equity, diversity & inclusion</p>	<ul style="list-style-type: none"> By 2030, we will become a fully equitable, diverse, and inclusive brand that's representative of our community. 		<ul style="list-style-type: none"> We conducted an initial assessment of the accessibility of our website and are working toward continuous improvement.
 <p>Team satisfaction, development & well-being</p>	<ul style="list-style-type: none"> By 2030, we will be a workplace where every individual thrives both personally and professionally. We'll achieve this by prioritizing overall satisfaction and fostering continuous development and engagement. 		<ul style="list-style-type: none"> We developed a new system for measuring team engagement, satisfaction, and well-being. We prepared for the launch of a new benefits package that was introduced on January 1, 2024.

PROTECTING & RESTORING THE NATURAL ECOSYSTEM





CLIMATE ACTION



WHY WE CARE

The urgency of addressing the climate crisis remains crucial. From extreme weather events to food and water insecurity, the challenges posed by climate change continued to affect communities worldwide in 2023. We believe that through collaborative efforts and decisive measures, we have the opportunity to mitigate the worst impacts of climate change and safeguard the well-being of current and future generations.

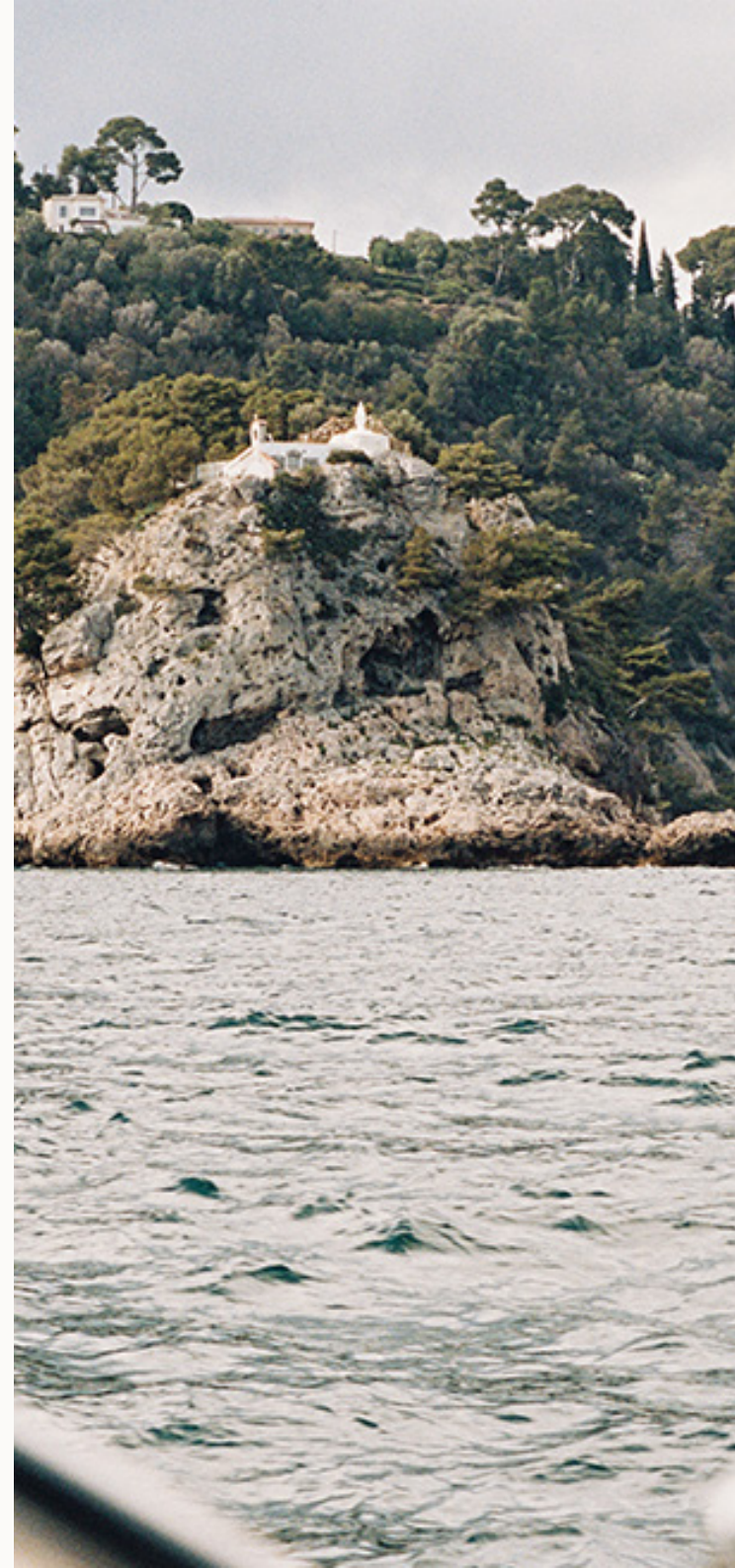
APPROACH AND PERFORMANCE

BRUNA has been a proud Climate Neutral certified brand since 2020. This means that we have made continuous efforts to measure, reduce, and, as a last resort, offset all carbon emissions generated from the sourcing, production, and distribution of our jewelry, as verified by the Change Climate Project (formerly Climate Neutral).

MEASURING OUR CARBON FOOTPRINT

We calculate our carbon footprint according to the [Climate Neutral Certified Standard \(CNCS\)](#), which builds on the [Greenhouse Gas Protocol](#), the world's most widely used greenhouse gas accounting standard.

In 2023, our absolute greenhouse gas (GHG) emissions¹ amounted to 1,030 tonnes of CO₂ equivalent² (tCO₂e), a slight decrease from our verified³ absolute GHG emissions from 2022, which accounted for 1,133 tCO₂e. If we look at our GHG emissions intensity, however, our carbon intensity reduction is striking. Between 2022 and 2023, our GHG emissions per jewelry piece decreased by 33%, well beyond our 7% decrease target from our 2022 baseline. This achievement was mainly due to improvements in our carbon accounting methods, which increasingly relied on specific quantitative data as opposed to monetary-based estimates, and was part of a team-wide effort to measure emissions with the collaboration of our suppliers.



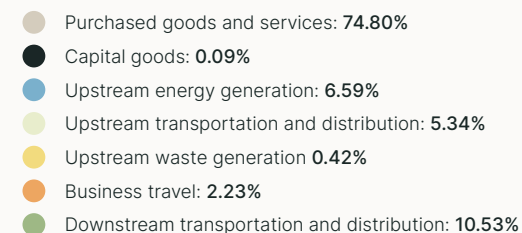
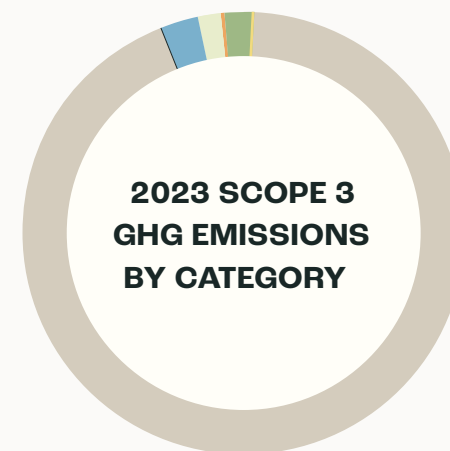
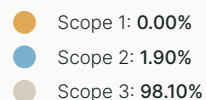
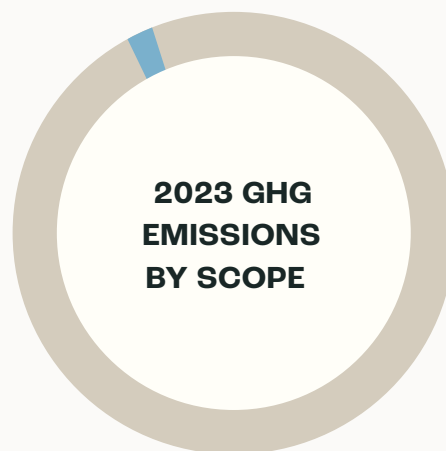
UNDERSTANDING THE SCOPE OF EMISSIONS

The “scope” of emissions is a classification of the operational boundaries in which GHG emissions occur. In other words, the “scope” classifies whether GHG emissions are created by the reporting organization itself, our own company, or by other related organizations such as our suppliers and logistics partners.

There are three classifications of scope, as follows³:

- Direct (Scope 1) GHG emissions: GHG emissions from sources that are owned or controlled by the organization. This includes emissions from fuel consumption by an organization.
- Energy indirect (Scope 2) GHG emissions: GHG emissions that result from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization.
- Other indirect (Scope 3) GHG emissions: Indirect GHG emissions that occur outside of the organization, including both upstream and downstream emissions. This includes emissions generated by suppliers or logistics partners.

The following graphs provide more details on BRUNA's emissions sources:



¹ Greenhouse gasses (GHG) are gasses that contribute to the greenhouse effect by absorbing infrared radiation. These include, but are not limited to, carbon dioxide (CO₂) and can also include methane (CH₄), and other gasses such as ethane (C₂H₆), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulfur hexafluoride (SF₆), and nitrogen trifluoride (NF₃).

² CO₂ emissions are measured as carbon dioxide equivalent (CO₂e), a measure used to compare the emissions from various types of greenhouse gasses based on their global warming potential (GWP). The CO₂ equivalent for a gas is determined by multiplying the quantity of the gas by the associated GWP.

³ The classification of Scope derives from the World Resources Institute (WRI) and World Business Council for Sustainable Development (WBCSD), GHG Protocol Corporate Accounting and Reporting Standard, Revised Edition, 2004.

REDUCING OUR CARBON FOOTPRINT

In 2023, we adjusted our carbon reduction targets to limit global warming to 1.5° degrees Celsius compared to pre-industrial levels in alignment with the objectives of the Paris Agreement, the benchmark international treaty on climate change. For us, this means reducing our GHG emissions intensity by 51.6% by 2030 compared to our 2022 baseline. We're proud to report we're more than halfway to achieving this objective and continue to implement new measures to reach the remainder of our target.

To continue to reduce our carbon footprint, we've developed a Climate Action plan that includes activities such as increasing the share of recycled materials for our jewelry boxes and introducing a reduced packaging option at checkout. These initiatives are currently in progress and we expect to be able to implement them in 2024.

OFFSETTING OUR CARBON FOOTPRINT

In addition to reducing our carbon footprint as much as possible, we compensate for any GHG emissions that we're currently unable to avoid. In 2023, we purchased carbon credits to offset 100% of our 2022 emissions, with a focus on nature-based solutions for carbon removal.

LOOKING TOWARD THE FUTURE

In 2024, we will renew our Climate Neutral certification and continue our efforts to reduce or minimize emissions in line with our GHG emissions reduction targets. To this end, we will continue to improve our packaging materials and introduce reduced packaging options that will decrease both the quantity and individual weight of shipping boxes during sales.

Looking further toward 2030, our ultimate goal is to go beyond climate neutrality by driving our business and supply chains toward net-zero greenhouse gas (GHG) emissions and decreasing our GHG emission intensity by 51.6% from our 2022 baseline.



INVESTING IN CLIMATE ACTION

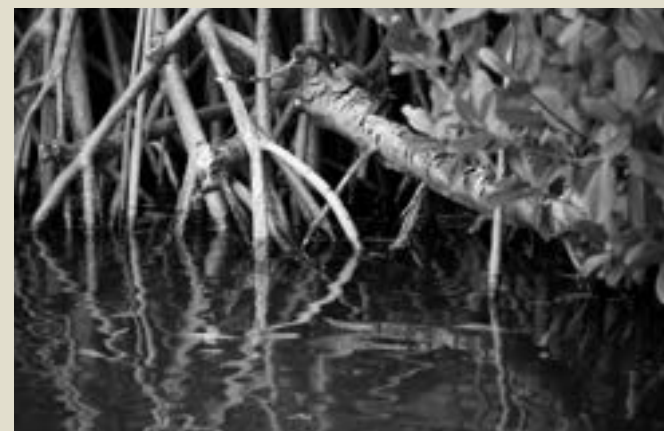
In 2023, we invested \$12,672 (€11,759) in carbon offsetting projects in Pakistan and China to fully offset our 2022 emissions.

INDUS DELTA MANGROVE RESTORATION IN PAKISTAN

This project focuses on restoring mangroves to promote climate change mitigation and adaptation, support biodiversity, and improve the livelihoods of the 49,000 people living in forest-dependent communities across Pakistan's 350,000-hectare Indus River Delta region. Among all coastal habitats, mangroves represent the highest blue carbon value and can capture 10 times more carbon than traditional trees.

LIANGDU AFFORESTATION PROJECT IN CHINA

Focused on the Guizhou Province of China, this project aims to plant native species on barren lands for GHG removal while contributing to local sustainable development goals. All barren lands for afforestation activities belong to villagers who share in the profit of the carbon credits and have obtained 15,220 jobs. Among these, 70% are women.





USE OF CONSCIOUS MATERIALS



WHY WE CARE

The choices we make regarding the materials we source for our jewelry have profound implications for the health of our planet and the well-being of its inhabitants. By embracing a philosophy of conscious consumption and production, we have the power to combat climate change, safeguard fragile ecosystems, reverse the tide of biodiversity loss, and foster more equitable supply chains.

APPROACH AND PERFORMANCE

At BRUNA, we define “conscious materials” as low-impact materials from responsible suppliers who adhere to our social and environmental standards, as detailed in our [Code of Conduct for Business Partners and Materials Standard](#).

Naturally, these include recycled materials such as recycled gold and silver metal, the use of which allows us to maximize existing resources without putting additional pressure on the planet. Materials from responsibly managed forests also fall under our definition of conscious materials. In 2023, we proudly received our first Forest Stewardship Council (FSC)[®] Chain of Custody Certification. Following a successful third-party audit, this certification was issued by the FSC, an international nongovernmental organization that promotes environmentally appropriate, socially beneficial, and economically viable management of

the world's forests. The Chain of Custody Certification certifies that our packaging is made from FSC[®]-certified and other controlled materials.

But it's not only our ecosystem that needs protecting, which is why our definition of “conscious materials” also comprises materials that have a positive social impact.

This is also why we expanded our sourcing strategy in 2023 beyond recycled gold and silver metals to encompass what we define as “ethical precious metals.” For us, this term represents a broader commitment to responsible sourcing and a deep understanding of the impacts—both negative and positive—that our industry can have on people and the planet.



LOOKING TOWARD THE FUTURE

Several initiatives are planned for 2024, including improving our jewelry packaging with materials that have a better environmental and social performance while continuing to provide customers with a luxurious unboxing experience.

By 2030, our goal is to ensure that 100% of our materials meet our criteria for “conscious” materials. We plan to meet this target by conducting thorough assessments of our sourced materials and researching potential alternatives that are economically and technically within reach.

Additionally, we'll engage with business partners to promote the importance of materials certifications and we'll conduct regular onsite visits to monitor compliance with our Standards and commitment to responsible sourcing and production practices.

ETHICAL PRECIOUS METALS

At BRUNA, we define “ethical precious metals” as metals from one of the following two sources:

1. Recycled gold and silver supported by appropriate chain of custody documentation. A chain of custody is a documented sequence of custody of a material as it moves along the supply chain. Documentary evidence includes transfer documents, invoices, import/export, and shipping documentation.

2. Gold that’s responsibly sourced from artisanal mining communities, specifically, Fairtrade certified gold, Fairmined certified gold, or gold sourced through The Impact Facility (TIF).

To ensure that our precious metals align with these standards, we’ve adopted a management system for the definition, verification, and documentation of our provenance claims that’s outlined in our Provenance Claims Standard Operating Procedure.

Should the gold and silver used by any of our suppliers not fall under the two categories outlined above, we’ll compensate for any potential negative impacts associated with sourcing these materials.

We acknowledge that the jewelry industry relies on precious metals from artisanal mining communities in developing economies, which contribute 20% of the global gold supply. Despite supporting the livelihood of millions, artisanal mining faces challenges, including inadequate safety measures, the use of toxic chemicals like mercury, and issues of child labor and unfair prices.

To compensate for the potential risk of negative social and environmental impacts associated with the sourcing of mined precious metals in our supply chain, we’ll purchase an equivalent amount of Responsible Minerals Credits through TIF’s book and claim system. This mechanism will allow us to contribute to increasing the share of responsibly sourced artisanal mined gold on the market while promoting the continuous improvement of the environmental, social, and governance performance of TIF’s partner mine sites. *Learn more about our collaboration with TIF in the chapter Value Creation for Local Communities.*





BIODIVERSITY CONSERVATION



WHY WE CARE

At the heart of our planet's intricate web of life lies biodiversity—the foundation upon which all living organisms depend. From the smallest pollinators to the grandest apex predators, each species plays a vital role in maintaining the balance of ecosystems worldwide. As stewards of this inheritance, it's our responsibility to safeguard the richness and diversity of life on our planet, not only for the sake of present generations but also for generations to come.

APPROACH AND PERFORMANCE

We integrate biodiversity considerations into all relevant business practices. Our goal is to effectively identify and manage biodiversity-related risks throughout all areas of our business, from the sourcing of conscious materials to the careful selection of our suppliers and their subsequent reviews.

The achievement of our first FSC Chain of Custody certification in 2023 was a further step in that direction that signaled our commitment to source paper-based packaging from responsibly managed forests that are respectful of communities and the environment.

In 2023, we also continued to support biodiversity conservation and restoration programs through our carbon offsetting strategy (see chapter Climate Action) and philanthropic donations. These included a donation to continue supporting conservation programs by the

Jane Goodall Institute (JGI) and a partnership with The Impact Facility to combat mercury use in artisanal mining.

Since 2021, we have partnered with the JGI Austria, a global non-profit organization founded by the inspiring Dr. Jane Goodall with the goal of protecting chimpanzees and other primates through holistic species conservation. Our donations over the years have contributed to protecting the last wild chimpanzees, preserving their habitats, strengthening local communities, and supporting holistic reforestation and beekeeping projects in Western Uganda. In 2023, we made an additional contribution to the JGI Austria to help young changemakers around the world pursue their conservation objectives.

Last but not least, 100 trees were donated through One Tree Planted as a gift on behalf of the team member who won our Earth Day challenge in 2023.



Jane Goodall Institute (JGI). Photo by ©Michael Neugebauer.

This donation contributed to restoring Thailand's essential watersheds for people and wildlife, creating sustainable agroforestry for smallholder farmers, and supporting an iconic biodiversity hotspot.

LOOKING TOWARD THE FUTURE

In 2024, as part of our Watches and Jewellery Initiative 2030 membership commitments, we plan to build upon our initial biodiversity impacts assessments to develop a Nature Roadmap. This will be based on the mapping of our impacts on biodiversity and water across key raw materials and will use a credible science-based framework for measuring and prioritizing our impacts.

Beyond that, by 2030, we aim to contribute to the conservation of 500 hectares of land, rivers, and/or oceans to protect the biodiversity and ecosystem services of terrestrial, freshwater, and/or marine ecosystems.

"What's really important is to give people hope (...). So how to give people hope? Explain to them that they as individuals matter, that what they do each day has some impact on the planet and they can choose what sort of impact to make." — JANE GOODALL

INSPIRING HOPE THROUGH ACTION WITH JGI AUSTRIA

In 2023, we renewed our long-term collaboration with the Jane Goodall Institute (JGI) Austria. With a donation of €7,700, we decided to support their NICE (Network Intercultural Exchange) project, a part of the Roots & Shoots global initiative that brings together like-minded young people from around the world to foster cross-cultural connections and mutual learning while offering support to motivated changemakers in their efforts to implement projects for the betterment of animals, people, and the environment.

The project focuses on topics such as peace, forest conservation, climate action, and raw materials/ recycling. With a timeline that spans from April 2023 to August 2025, NICE is funded by a €45,000 Austrian grant and BRUNA's own €7,700 contribution.

ELIMINATING MERCURY USE WITH THE IMPACT FACILITY

Artisanal gold mining often involves the use of mercury to separate gold from waste rock and other sediments. This practice poses significant threats to both human health and biodiversity. A potent neurotoxin, mercury can easily run into water bodies, contaminating aquatic ecosystems and entire food chains.

To help combat mercury use in artisanal mining, we partnered with The Impact Facility, a social enterprise that helps artisanal mining communities break free from the poverty cycle while increasing their environmental and social standards. Learn more about our 2023 partnership in the chapter Value Creation for Local Communities.



NICE Photo by Daniela Matejschek.



Artisanal gold mining. Photo by David Sturmes.



One Tree Planted.

INSPIRING & EMPOWERING THE BRUNA COMMUNITY





TEAM SATISFACTION, DEVELOPMENT, AND WELL-BEING





WHY WE CARE

The dedicated individuals who make up our team are the driving force behind BRUNA's every achievement and milestone reached. As we continue our journey, we know that our team's satisfaction, professional development, and overall well-being are paramount to our continued growth and success.

APPROACH AND PERFORMANCE

As of December 31, 2023, BRUNA's young and women-led team⁴ is composed of 81.25% women and 62.5% individuals below the age of 30. In 2023, we conducted several initiatives to foster team building and to contribute to our team members' professional development and well-being.

From a professional perspective, we continued to enrich our BRUNA Academy with new courses spanning environmental, social, and governance topics, as well as courses related to the jewelry industry. These included webinars on jewelry production processes, materials, climate action, certifications and assurance systems, and provenance claims.

From a well-being perspective, we launched Mental Health Awareness Month in May 2023. During this period, weekly tips and resources were shared on topics such as meditation, work-life balance, working from home, and more. A survey was shared with the team to collect feedback and suggestions were taken into consideration as we prepared a new benefits package which was launched in January 2024. Lastly, a step challenge encouraged team members to spend time outside being physically active.

In 2023, we also improved our systems for measuring team satisfaction, establishing a baseline upon which to build and monitor our performance over time. We also engaged the team in co-defining our new team values to help foster ownership and team building. We organized three team-wide value workshops to reflect on our collaboration and discuss strengths as well as improvement opportunities.

To promote role clarity and professional development, we refined our feedback processes and introduced a competency framework. Last but not least, we established a comprehensive handbook to facilitate the onboarding process as well as increase clarity on team-wide processes.

A three-day onsite event in Vienna for the launch of our first pop-up store provided our fully remote BRUNA team with an invaluable opportunity to gather, connect, and exchange.

BRUNA'S TEAM VALUES

REMOTE BY CHOICE

As a fully remote company, we embrace the digital world and foster open and direct communication, high performance, and adaptability as part of our DNA.

BOOTSTRAPPED BRILLIANCE

We navigate our business with nothing but our own resources, creativity, and sheer will. This mindset influences everything we do, from product design to environmental and social initiatives.

OWNERSHIP

We've developed a company culture where ownership is earned through dedication, creativity, and passion. At BRUNA, you'll have the autonomy to make impactful decisions, shape strategies, and drive innovations.

TEAM DEDICATION

To deliver our best work, we aim to set up the ideal environment for our team. Despite our remote setup, we recognize the importance of personal connections. That's why we come together annually for in-person team events and retreats, strengthening our bond and sharing stories that inspire our work throughout the year.

RESPONSIBLE GROWTH

We're not in a race to be the biggest company out there. Instead, we're focused on growing our company from the ground up and prioritising long-term impact over short-term gains. Our values are the pillars that guide us and enable us to foster a culture of respect, empathy, and recognition.



LOOKING TOWARD THE FUTURE

At the time of writing in 2024, a new benefits package has already been launched. This package encompasses opportunities to invest in career development through trainings, allowances for co-working spaces and home office improvements, and a partnership to book a diverse range of courses that promote physical and mental wellness.

Our goal is for BRUNA to be a workplace where every individual thrives both personally and professionally. We plan to reach this goal by ensuring a good understanding of engagement, conducting regular performance conversations, and providing structured professional development plans including training, mentorship, and career advancement opportunities, as well as mental and physical well-being programs. Our goal is to live up to our values as much as possible to ensure the highest satisfaction achievable on an individual and team level.

⁴ For the purpose of this Impact Report, the term "BRUNA team" refers to direct employees and contractors working for the company for at least 20+ hours per week over a 6+ month period. The section Performance Data at the end of this Report provides a more detailed background of our team, including breakdowns by direct employees and other workers.





EQUITY, DIVERSITY, AND INCLUSION





WHY WE CARE

In the jewelry industry and across all sectors, diversity has long been a source of innovation, creativity, and excellence that draws from a rich mosaic of cultures, traditions, and perspectives. Despite the jewelry industry's global reach and cultural richness, disparities persist that hinder the full participation and recognition of many individuals from varied walks of life. As we reflect on the profound impact of diversity, we recognize the imperative for greater measures in fostering equity and inclusivity.

APPROACH AND PERFORMANCE

At BRUNA, we provide equality of opportunity and treatment in all aspects of the employment cycle, from fair opportunities in hiring and equal remuneration for men and women for work of equal value to access to training, promotion, termination, or retirement. Beyond that, we see diversity as a value to be protected and encouraged with concrete actions.

As of December 31, 2023, the women-led BRUNA team embraced 8 nationalities: American, Austrian, French, German, Italian, Russian, Spanish, Swedish, and South African.

In 2023, we became proud signatories of the Women's Empowerment Principles (WEPs), an initiative by UN Women and the Global Compact. By joining the WEPs community, we signaled our commitment to work collaboratively in multistakeholder networks to foster business practices that empower women. These include equal pay for work of equal value, gender-responsive supply chain practices, and zero tolerance for sexual harassment in the workplace.

"As a woman, daughter, sister, fiancée, female entrepreneur, and CEO of a woman-powered business, I am proud to endorse the Women's Empowerment Principles and commit to implementing them at BRUNA. The progress we have made in recognizing women's rights and gender equality is impressive, but we still have a long way to go. Around the world, women continue to face discrimination, harassment, violence, and unequal access to education, healthcare, and employment opportunities. At BRUNA, we believe in challenging outdated attitudes and stereotypes and creating policies and practices that support and empower women at every level of society.

I am grateful for the incredible women who have inspired me throughout my life and for the extraordinary women in the team, along our value chain, and in our community, without whom BRUNA wouldn't be the brand we all love today. Let us celebrate our wins and continue to work toward a better future for all women."

— HELENA, CEO



THE WOMEN'S EMPOWERMENT PRINCIPLES



In 2023, we also undertook an initial audit of our website to identify potential barriers that may prevent members of our community from fully accessing and enjoying it. Based on these preliminary results, which will be better assessed with a more comprehensive audit in 2024, our website's accessibility currently stands at 52%—a wake-up call for us that we can and should do more.

LOOKING TOWARD THE FUTURE

In 2024, all team members will undertake diversity, equity, and inclusion (DEI) training to learn about potential unconscious biases and how to promote diversity, equity, and inclusion within the team. In 2024, we will also conduct both design and coding improvements to our website to increase its accessibility in line with the recommendations of the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI).

By 2030, our vision is for BRUNA to be a fully equitable, diverse, and inclusive brand that's representative of our community, which also comprises working with a diverse community of content creators and influencers who are committed to our values.



HUMAN AND LABOR RIGHTS

WHY WE CARE

A piece of jewelry can hold profound meaning as a symbol of love, connection, and heritage. But that value is irrevocably tarnished if its creation is tainted by exploitation or disregard for human rights. We firmly believe that true beauty and authenticity can only be achieved when every step of a jewelry piece's production process and value chain is characterized by respect for the dignity, safety, and well-being of all those involved.



APPROACH AND PERFORMANCE

As part of our commitment to respect human and labor rights along our supply chains, in 2023 we strengthened our due diligence system, which was previously established in 2022 in line with the recommendations of the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas (OECD Due Diligence Guidance).

In particular, we conducted internal training on due diligence with relevant teams, specifically the Operations department. We also published an anonymous form for grievance submission on our website that allows all stakeholders to report any potential concerns for further investigation. As of today, we are pleased to share that no grievance has been submitted.

Along with our overall ESG policies and procedures, our due diligence system was audited in October 2023 as part of our RJC COP audit. Policies and procedures covering human and labor rights were also reviewed as part of an FSC COC audit that was conducted in October 2023.

Beyond our corporate duty to *respect* human rights, we believe it's our responsibility to *promote* and *advance* human rights, whether that be at BRUNA, in our community, along our value chains, or in the jewelry industry at large. To this end, in 2023 we partnered with The Impact Facility to advance standards and livelihoods within artisanal mining communities in Kenya (see chapter Value Creation for Local Communities).

LOOKING TOWARD THE FUTURE

Although we've identified no human and labor rights risks or impacts within our supply chains, we know that there is much we can do to promote and advance human rights. This includes, for example, ensuring that all suppliers pay not just the legal minimum wage, but a true living wage—should the two not be equivalent—to all workers in our supply chains.

By 2030, we want to make a significant contribution to promoting human and labor rights relevant to workers in the jewelry industry. This will be achieved by striving for 100% adoption by our business partners of a living wage along our entire supply chain and by actively participating in initiatives aimed at improving working conditions and protecting the rights of artisanal miners and jewelry artisans globally.

CHALLENGING & CHAMPIONING A BETTER JEWELRY INDUSTRY





RESPONSIBLE SUPPLY CHAINS & TRACEABILITY



WHY WE CARE

As a jewelry brand, we are part of a complex value chain that embraces individuals and communities around the world. While steeped in tradition and centuries-old practices, the jewelry industry stands at a critical juncture and is ripe for transformative change across social, environmental, and governance dimensions. We understand that our choices reverberate far beyond the doors of our brand to touch communities worldwide. That's why we embrace the global call to action for greater transparency, accountability, and sustainability within jewelry supply chains.



APPROACH AND PERFORMANCE

As mentioned in the Human and Labor Rights chapter, in 2023 we continued to strengthen and implement the due diligence system that was built in 2022 to meet our commitments to responsible supply chain management for all supply chains in general, and for mineral and metal supply chains specifically, in line with the recommendations of the OECD Due Diligence Guidance for Responsible Business Conduct and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas (OECD Due Diligence Guidance).

In 2023, we also took a closer look into our supply chains to further increase visibility and traceability.

We focused our efforts on two supply chains in particular, the first being the supply chain for our ethical

precious metals. We expanded our sourcing strategy from recycled metals to ethical precious metals.

As described in the Conscious Materials chapter, we define ethical precious metals as:

- recycled gold and silver supported by appropriate chain of custody documentation, or
- gold that's responsibly sourced from artisanal mining communities, including Fairtrade certified gold, Fairmined certified gold, or gold sourced through The Impact Facility (TIF).

A chain of custody is a documented sequence of custody of a material as it moves along the supply chain.

Documentary evidence includes transfer documents, invoices, import/export, and shipping documentation.

To ensure that our precious metals align with these standards, we've adopted a management system for the definition, verification, and documentation of our provenance claims that's outlined in our Provenance Claims Standard Operating Procedure.

The second supply chain we focused on in 2023 was our paper-based packaging supply chain. In 2023, we established a chain of custody for FSC-certified materials and undertook an audit by the FSC-approved third-party auditing company BM Certification.

OUR 5-STEP FRAMEWORK FOR SUPPLY CHAIN DUE DILIGENCE:

STEP 1:

Establishment of a strong management system including a Responsible Supply Chains Policy, a due diligence procedure, Know Your Counterparty (KYC) procedure, internal training, and grievance mechanism.

STEP 2:

Identification and assessment of potential or actual supply chain risks as defined in Annex II of the OECD Guidance (i.e. serious human rights abuses, conflict financing, abuses by public or private security forces, bribery and fraud, money laundering, and non-payment of dues). No potential or actual risks were identified in 2023.

STEP 3:

Design and implementation of a strategy to respond to identified risks. No risks were identified in 2023 that required mitigation measures.

STEP 4:

Third-party audit of our due diligence system. Our due diligence system was audited in October 2023 as part of our RJC COP audit by RCS Global, an independent third-party auditing company.

STEP 5:

Reporting on due diligence. This Impact Report accounts for our annual supply chain due diligence report.



OUR SUPPLY CHAIN

AUSTRIA HEADQUARTERS

Our headquarters are located in Austria, which is where our founder grew up surrounded by nature and embraced the values that form the foundation of our brand and vision.

GERMANY MATERIAL SOURCES

Our precious metals, gold, and silver, are primarily sourced by our jewelry manufacturers from an RJC-certified and LBMA-accredited refiner of recycled metals based in Germany, with operations in Germany and Thailand.

INDIA CUTTING & POLISHING

Our laboratory-grown diamonds are cut and polished in India, where traditional cutting and polishing skills handed down from generation to generation make Indian artisans some of the most highly skilled talents.

CHINA MATERIALS SOURCES

We source our beautiful, unique, perfectly imperfect cultured freshwater pearls from China, where the beauty of pearls was first discovered as early as 4,000 years ago. Our laboratory-grown diamonds are also sourced from China.

ITALY MANUFACTURING

A portion of our jewelry is crafted with care in Italy, where beauty, quality, creativity, and technology have been intertwined for centuries.

THAILAND MANUFACTURING

A portion of our jewelry is crafted with care in Thailand, where a long tradition of fine craftsmanship has been handed down from generation to generation. Bolstered with modern technology, Thailand's blend of heritage and innovation has positioned it as a key hub for jewelry production worldwide.

PHILIPPINES MATERIALS SOURCES

Our shells are a natural product from the Philippines, one of the most abundant countries in the world with over 7,000 islands.

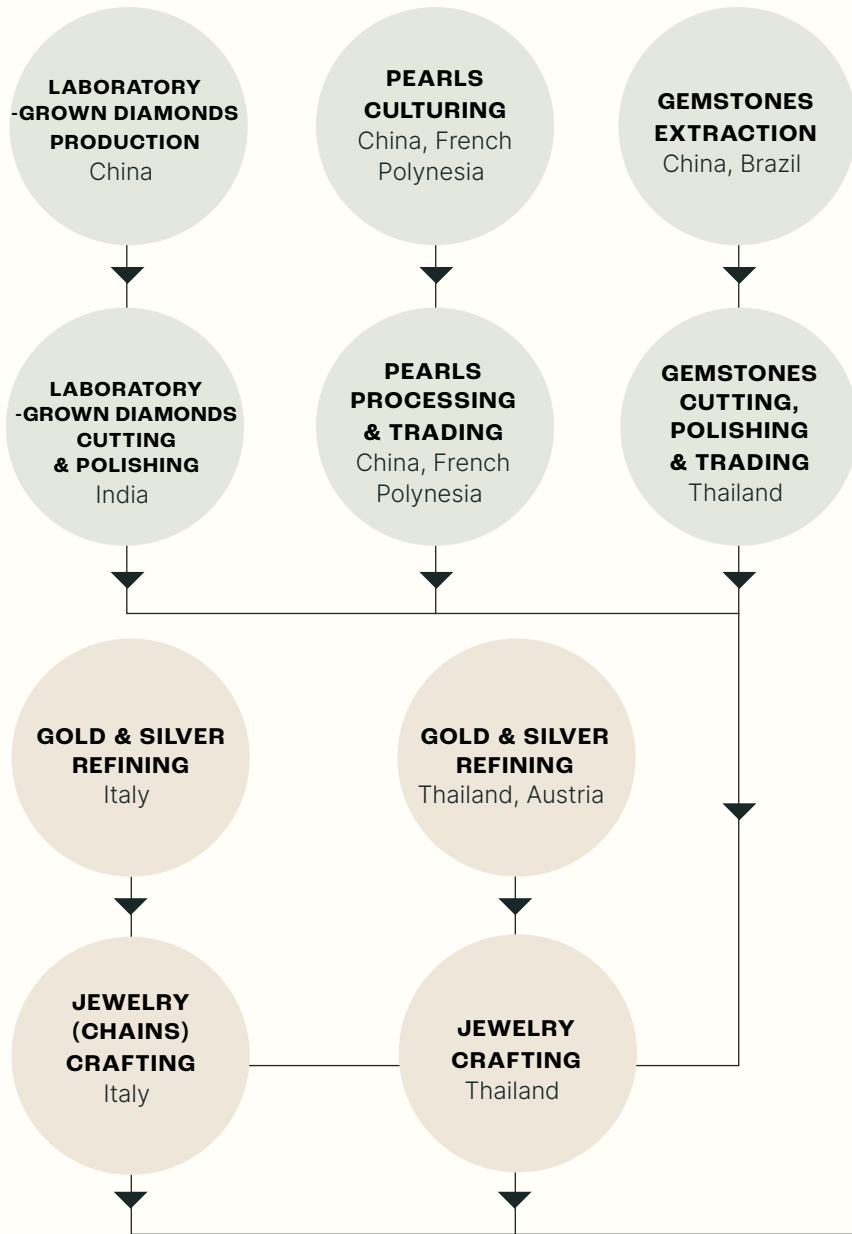
FRENCH POLYNESIA MATERIALS SOURCES

We source our unique Tahitian keshi pearls from the island of Tahiti. These pearls are distinguished by their exceptional spectrum of colors that range from dove-gray to deep black.

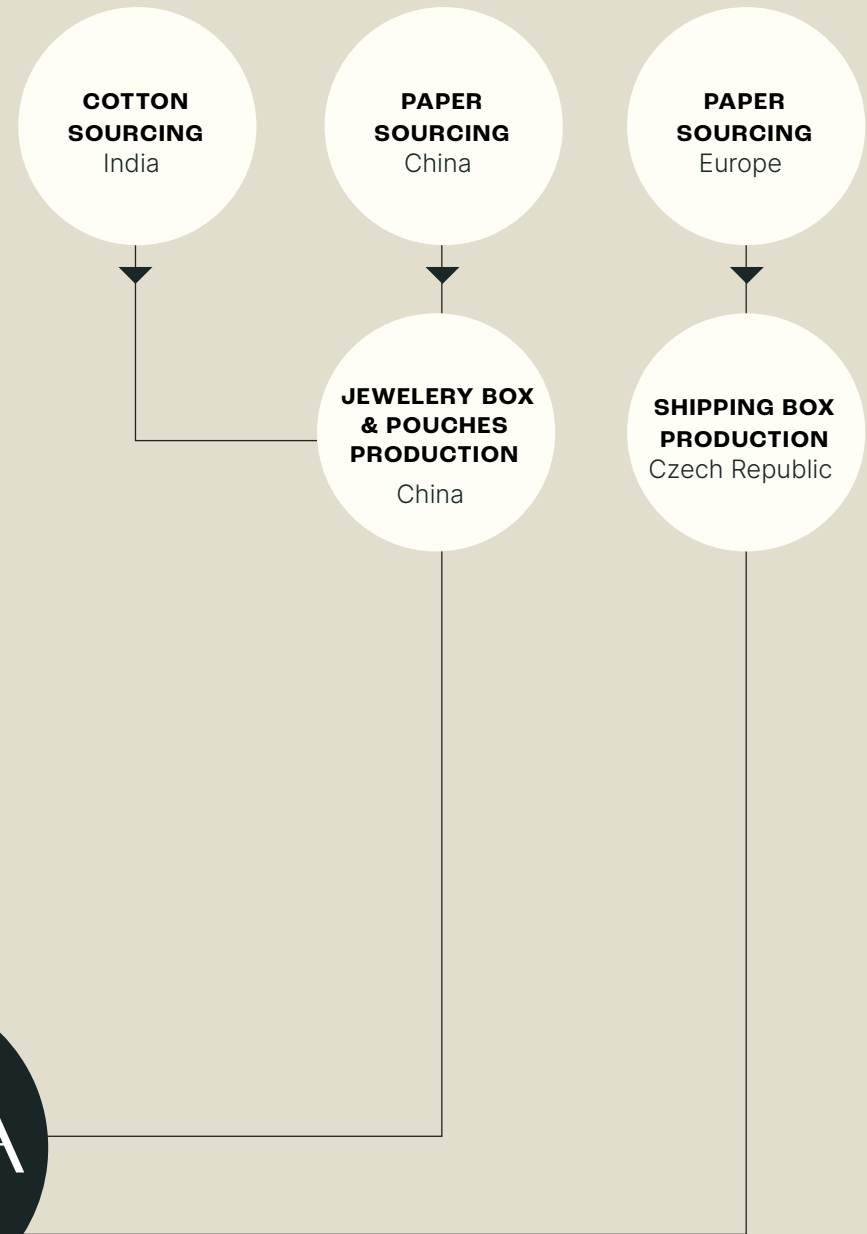
BRAZIL MATERIALS SOURCES

Each of our unique topaz stones is sourced from Brazil.

JEWELRY



PACKAGING



SNEAK PEEK INTO OUR MANUFACTURING PROCESS IN THAILAND

Jewelry production can require almost 100 steps, from the initial design to casting, polishing, stone setting, and everything in between.



POO WAX INJECTOR

Poo has been working as a wax injector for over 15 years, following in the footsteps of her older brother. Her role is to create wax replicas of the master model or final jewelry piece.

"No one really knows what the jewels look like before they become metal. I feel like I have a privilege to understand where the jewels come from.. Me!"

TAW METAL CONTROL/CENTER

"I like my fellow workers, we are a family and it gives me pleasure to have them by my side. It makes me proud to be part of the process for such a beautiful product."

Taw has been working for 4 years as part of the metal control team. Her work includes cutting the sprouses of the jewelry trees when she receives the casted recycled metal pieces, as well as keeping stock and control of all recycled metals.

NOI STONE SETTER

Our beautiful laboratory-grown diamonds are set with precision on the jewelry piece by Noi, a sophisticated stone setter with over 20 years of experience.

"I get to see a plain piece of jewelry before the stones are set and when I look at it after I set the stones, I get to see how my work makes the jewelry piece look so beautiful and that makes me happy. I love creating beautiful things and it means a lot to me that my skill set is useful to make beautiful jewels."

SNEAK PEEK INTO OUR MANUFACTURING PROCESS IN THAILAND

At each step of the process, we work closely with expert artisans who draw on traditional skills of fine craftsmanship.



FON PEARL ASSEMBLY

Selecting the most beautiful pearls for our designs is a delicate piece of work. If you have a pearl jewel from BRUNA, it is likely that your pearls were picked by Fon and Daa.

"It feels nice to know my work means there are women all over the world wearing something I helped to make!"



DAA PEARL ASSEMBLY

Daa is also an expert in pearls.

"For me stringing pearls and assembling jewelry parts with the pearls is so interesting because you have to have an eye to match all the right pearls together!"



DAENG JEWELS POLISHER

The jewelry pieces are polished using a polishing wheel to remove imperfections, make their surface smooth, and recover the original shine of silver or gold. Daeng has been a jewels polisher for over 30 years - you can really tell by the quality of her work!

"Many industries are set up for young people but my work and expertise is valued so I enjoy this work."

LOOKING TOWARD THE FUTURE

Looking ahead, our goal is to continue to influence our supply chains to promote responsible sourcing and production practices that are respectful of people and the planet.

By 2030, our goal is to have 100% transparency over our supply chains. To this end, we will continue to increase the traceability of our materials as much as possible by engaging with our business partners and by taking part in transformational industry and multi-stakeholder initiatives, such as the Watches and Jewellery Initiative 2030, which we applied to in 2023 and officially joined in January 2024.





CIRCULARITY



WHY WE CARE

In the face of increasing environmental challenges, the traditional linear model of production and consumption has proved unsustainable. The relentless extraction of finite resources coupled with the generation of vast quantities of waste has pushed our planet to its limits. That's why we aim to embrace the circular economy—a transformative paradigm that reimagines the traditional 'take-make-dispose' model into one of regeneration and renewal in order to reduce our ecological footprint while promoting economic resilience and social equity.

APPROACH AND PERFORMANCE

At BRUNA, we aim to abide by a fully circular business model based on the circular economy principles of eliminating waste and pollution, keeping products and materials in use, and regenerating natural systems.

Ever since our brand was established, we have favored the use of recycled materials such as recycled precious metals as a way to avoid contributing to the excessive exploitation of natural resources around the world. In 2023, we mapped opportunities for increasing the recycled content of our packaging and its recyclability. While initially planned for 2023, the new packaging will be launched in 2024 following multiple iterations with our trusted suppliers aimed at ensuring a perfect balance between the choice of low-impact materials

and the luxurious unboxing experience our customers expect. In addition, we continue to explore systems that will allow us to launch circularity services in the near future.

LOOKING TOWARD THE FUTURE

By 2030, we aim to achieve complete circularity across all of our jewelry and services. We'll reach this goal by ensuring that all of our jewelry designs can be repaired, re-plated, recycled, and/or upcycled, and that our packaging is fully recyclable.





VALUE CREATION FOR LOCAL COMMUNITIES



WHY WE CARE

The jewelry industry's reliance on raw materials sourced from communities in developing and emerging economies underscores the vital interdependence between global supply chains. From artisanal gold miners to pearl farmers, millions of individuals play integral roles in bringing our treasured pieces to life. Yet, despite their contributions, many members of these communities continue to grapple with poverty and economic insecurity. Through collaborative action and shared prosperity, we aspire to empower communities to thrive, ensuring that the jewelry sector becomes a force for social and economic advancement for all communities touched by our industry.

APPROACH AND PERFORMANCE

In 2023, we reached a new milestone on our journey to create jewelry with a positive impact on our ecosystems by partnering with The Impact Facility, a social enterprise committed to transforming mineral wealth into community prosperity.

Artisanal gold mining contributes approximately 20% of the world's gold supply, making it an integral part of the global gold industry. It serves as a vital source of livelihood for an estimated 15 million individuals and their families, especially in economically marginalized regions. Artisanal mining also plays a significant role in preserving cultural traditions, providing dignified work, and empowering women in a traditionally male-dominated field.

On the other hand, artisanal mining faces many challenges. Mining communities often lack proper personal protective equipment and the infrastructure needed to prevent and manage health and safety hazards such as ventilation in underground tunnels or proper drainage systems to prevent flooding when it rains. Another key concern is the use of mercury and other toxic chemicals in mining operations, which can lead to severe health risks as well as water pollution and ecosystem degradation. Finally, issues like child labor and lack of fair compensation are prevalent in many artisanal mining communities.

In the face of these severe challenges, we see a great and important opportunity to support artisanal mining by fostering responsible practices that help reduce



its negative impacts and enhance its positive ones. We've learned that by engaging with artisanal miners and supporting initiatives like TIF, we can play a vital role in improving working conditions, protecting the environment, and promoting fair trade. By investing in the well-being of those who contribute to or are impacted by the industry, we can help support the jewelry sector to become a source of dignified work for all.

LOOKING TOWARD THE FUTURE

By 2030, our goal is to make a tangible difference in communities whose livelihoods depend on the jewelry industry. We aim to achieve this by supporting artisanal mining and pearl-farming communities through funding, direct purchasing, and expertise, in partnership with local non-profit organizations, local authorities, or other stakeholders.

HELPING A FEMALE-LED MINE SITE GO “CHEMICAL-FREE”

Artisanal gold miners are the world’s largest consumers of mercury. Used to separate gold from waste rock, mercury is a powerful neurotoxin that’s harmful to the environment and individuals, especially pregnant women.

With a \$10,000 donation to The Impact Facility, BRUNA is contributing to testing the introduction of low-tech, easy-to-use equipment at a female-run mine operation in Osiri Matanda, a large mining community in Western Kenya. The goal of this is to demonstrate the feasibility of alternative, mercury-free processing techniques and encourage a move away from harmful chemicals.

Learn more about this project [here](#).

SUPPORTING THE NEXT GENERATION OF WOMEN MINING ENGINEERS

With a donation of \$7,500, we’re sponsoring an internship position for a female mining engineer and graduate of Jomo Kenyatta University of Agriculture and Technology to join The Impact Facility’s team of artisanal mining experts and engineers.

This support will enhance the skills and long-term career prospects of local female mining professionals in a sector that is still largely male-dominated and enable mining communities supported by The Impact Facility to receive comprehensive technical support.

Learn more about this project [here](#).



Photos by: David Sturmes



ABOUT THIS REPORT

STAKEHOLDER ENGAGEMENT & MATERIALITY

The disclosure topics in this Impact Report are based on the stakeholder engagement and materiality assessment conducted in 2022. As part of this exercise, we identified our key stakeholders, or those individuals and groups whose interests affect, are affected by, or could be affected by our activities. Our main categories of stakeholders include the BRUNA team, suppliers and other business partners, customers, and content creators and influencers.

Based on this mapping exercise, we conducted three separate surveys, one within our team, one with our Instagram community, and one with our content creators and influencers. We asked them questions about their perspectives and priorities while providing an opportunity to share ideas, suggestions, and concerns. The survey results provided invaluable insights reflected in our materiality assessment and were the basis for determining the critical issues for inclusion in this Impact Report.



PERFORMANCE DATA

TABLE 1: GHG EMISSIONS BY SCOPE OF EMISSIONS, IN METRIC TONS OF CO₂E, BETWEEN 2021* AND 2023

SCOPE OF EMISSIONS	2021	2022	2023
Direct (Scope 1) GHG emissions	0.00	0	0
Energy indirect (Scope 2) GHG emissions	0.00	14.21	19.59
Other indirect (Scope 3) GHG emissions	3,294.87	1,119.15	1,010.82
TOTAL GHG EMISSIONS	3,294.87	1,133.36	1,030.41

TABLE 2: BREAKDOWN OF OUR INDIRECT (SCOPE 3) GHG EMISSIONS IN METRIC TONS OF CO₂E, BETWEEN 2021* AND 2023

SCOPE 3 CATEGORIES	2021	2022	2023
PURCHASED GOODS AND SERVICES	3,111.16	866.61	756.07
CAPITAL GOODS	2.20	1.94	0.90
UPSTREAM ENERGY GENERATION	76.58	46.78	66.63
UPSTREAM TRANSPORTATION AND DISTRIBUTION	55.42	52.29	53.98
UPSTREAM WASTE GENERATION	3.64	1.13	4.22
BUSINESS TRAVEL	5.14	30.87	22.53
TEAM MEMBER COMMUTING	0.00	0.00	0.00
DOWNSTREAM TRANSPORTATION AND DISTRIBUTION	40.73	119.15	106.48
TOTAL INDIRECT (SCOPE 3) GHG EMISSIONS	3,294.87	1,119.15	1,010.82

*Our 2021 GHG emissions were calculated using the Climate Project’s Brand Emissions Estimator (BEE). In 2022, the estimates generated by the BEE were refined with the integration of real operational data (physical and monetary). This was the outcome of an extensive data collection exercise conducted by the BRUNA team and our suppliers to provide you with as much accurate data as possible. In addition, the data reflects improvements in the determination of the carbon footprint of recycled gold compared to mined gold. This explains the drastic reduction in emissions between 2021 and 2022.

**The note above also explains the drastic reduction in emissions between our 2022 initial estimates reported in our previous Impact Report and our 2022 final and verified emissions, which were refined and validated following the publishing of the Report.

PERFORMANCE DATA

TABLE 3: BRUNA TEAM⁵ MEMBERS BY CATEGORY, GENDER, REGION, AND AGE GROUP IN 2022 AND 2023

BRUNA TEAM	2022	2023
BREAKDOWN BY CATEGORY		
C-SUITE	16.67%	12.5%
TEAM LEAD	5.56%	6.25%
CORE TEAM	77.78%	81.25%
BREAKDOWN BY GENDER		
MALE	16.67%	18.75%
FEMALE	83.33%	81.25%
OTHER ⁶	0.00%	0.00%
NOT DISCLOSED	0.00%	0.00%
BREAKDOWN BY REGION		
EUROPE	88.88%	93.75%
ASIA	5.55%	0.00%
AFRICA	5.55%	6.25%
OCEANIA	0.00%	0.00%
AMERICAS	0.00%	0.00%
BREAKDOWN BY AGE GROUP		
<30	66.67%	62.5%
30-50	33.33%	37.5%
>50	0.00%	0.00%

TABLE 4: SHARE OF WOMEN IN THE BRUNA TEAM IN 2022 AND 2023

BRUNA TEAM	2022	2023
BREAKDOWN BY CATEGORY		
C-SUITE	33.33%	50.00%
TEAM LEAD	100.00%	100.00%
CORE TEAM	92.86%	84.62%

TABLE 5: WORK-RELATED INJURIES AND ILL-HEALTH IN 2022 AND 2023

BRUNA TEAM	2022	2023
WORK-RELATED INJURIES AND ILL-HEALTH		
RECORDABLE WORK-RELATED INJURIES (N.)	0	0
RATE OF RECORDABLE WORK-RELATED INJURIES (%)	0	0
CASES OF RECORDABLE WORK-RELATED ILL HEALTH (N.)	0	0

⁵ For the purpose of this Impact Report, the term “BRUNA team” refers to direct employees and contractors working for the company for at least 20+ hours per week over a 6+ month period.

⁶ Gender as specified by the team members themselves.



TABLE 6: BRUNA TEAM MEMBERS RECEIVING REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEWS

BRUNA TEAM BY GENDER	2022	2023
MALE	100%	100%
FEMALE	100%	100%

TABLE 7: PROPORTION OF SPENDING ON LOCAL SUPPLIERS AND SUPPLIER DIVERSITY⁷

SUPPLIER CATEGORIES OF LOCAL SOURCING AND DIVERSITY	FY 2021-2022	FY 2022-2023
IN-COUNTRY (AUSTRIA) REGISTERED SUPPLIERS	22.52%	56.09%
SUPPLIERS LOCATED WITHIN 50 MILES (OR 80 KM) OF THE COMPANY'S HEADQUARTER	22.52%	56.09%
SUPPLIERS LOCATED WITHIN 200 MILES (OR 322 KM) OF THE COMPANY'S HEADQUARTER	24.50%	61.68%
SUPPLIERS THAT ARE MAJORITY-OWNED ⁸ OR MAJORITY-LED BY WOMEN OR INDIVIDUALS FROM UNDERREPRESENTED POPULATIONS	53.67%	28.32%

⁷Data based on financial information is provided based on our fiscal year data. BRUNA's fiscal year is April 1-March 31. For this reason, the data provided below is as of March 31, 2023.

⁸ 50% or above.

METHODOLOGICAL NOTE

REPORTING FRAMEWORK

This report has been developed with reference to the Global Reporting Initiative (GRI) Standards. The GRI is an independent, international organization that helps businesses and other organizations advance sustainability reporting and performance by providing them with a global common language to communicate those impacts. Where appropriate, some indicators have been adapted to reflect other reporting commitments.

MATERIALITY

This report covers the environmental, social, and governance topics that have been identified as being material, meaning topics that have been identified as representing our most significant potential or actual impacts, from an internal as well as an external perspective. These have been determined through a materiality assessment, as required by the GRI Standard. Our resulting material topics are reflected in the title of the chapters in this report: Climate Action; Conscious Materials; Biodiversity Conservation; Team Satisfaction, Development, and Well-being; Equity, Diversity, and Inclusion; Human and Labor Rights; Responsible Supply Chains; Circularity; and Value Creation for Local Communities.

REPORTING SCOPE

This report focuses on the environmental, social, and governance performance of BRUNA The Label. Whenever possible and when required by the GRI Standards, it includes supply chain information, as specified throughout the report.

REPORTING PERIOD

This report focuses on the period between January 1, 2023, and December 31, 2023, unless otherwise specified. When possible, data has been provided from previous years to reflect our historical performance and illustrate trends. Such trends are not necessarily indicative of future performance. When updated information is already available for the year 2024 at the time of writing, such information has been integrated into the report to provide a better understanding of our journey.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements in which we discuss our potential future performance. Forward-looking statements are all statements other than statements of historical facts, such as plans, projections, expectations, targets, objectives, strategies, or goals relating to environmental, social, and governance performance, and the underlying assumptions and estimated impacts on our business thereto. The words “anticipates,” “may,” “can,” “plans,” “believes,” “estimates,” “expects,” “endeavors,” “seeks,” “goal,” “predicts,” “strategy,” “objective,” “projects,” “targets,” “intends,” “aspires,” “likely,” “will,” “should,” “could,” “to be,” “potential,” “assumptions,” “guidance,” “future” and any similar expressions are intended to identify those assertions as forward-looking statements. We caution readers that forward-looking statements are not guarantees of future performance and actual results may differ materially from those

anticipated, expected, projected, or assumed in the forward-looking statements. Important factors that can cause our actual results to differ materially from those anticipated in the forward-looking statements include, but are not limited to, potential regulatory requirements, changes in resources available, financial constraints, operational constraints, and others. Our future performance will continue to be reported regularly and transparently on an annual basis.

DATA COLLECTION

The information presented in this report has been collected through document reviews, physical observations, and interviews. All data has been collected, reviewed, and consolidated by the ESG Department with the support of relevant teams.

ASSURANCE

The information provided in this report has not been assured by an independent auditor, with the exception of our carbon emissions data, which have been validated by the Change Climate Project (formerly Climate Neutral). All other quali-quantitative information has been collected, reviewed, and consolidated by our ESG Department, in good faith, and to the best of our knowledge and abilities.

GRI INDEX

STATEMENT OF USE

BRUNA The Label has reported the information cited in this GRI content index for the period January-December 2023 with reference to the GRI Standards.

GRI STANDARD	DISCLOSURE	PAGE	GRI STANDARD	DISCLOSURE	PAGE
GENERAL DISCLOSURES			MATERIAL TOPIC: CLIMATE ACTION		
GRI 2: GENERAL DISCLOSURES 2021	2-22 Statement on sustainable development strategy	13	GRI 305: EMISSIONS 2016	305-1 Direct (Scope 1) GHG emissions	20, 56
	2-23 Policy commitments	9 - 10		305-2 Energy indirect (Scope 2) GHG emissions	20, 56
	2-24 Embedding policy commitments	19, 24, 27, 31, 35, 39, 42, 50, 52		305-3 Other indirect (Scope 3) GHG emissions	20, 56
	2-25 Processes to remediate negative impacts	12	MATERIAL TOPIC: BIODIVERSITY		
	2-26 Mechanisms for seeking advice and raising concerns	12	GRI 304: BIODIVERSITY 2016	304-3 Habitats protected or restored	27
	2-28 Membership associations	6 - 7	MATERIAL TOPIC: TEAM SATISFACTION, DEVELOPMENT, AND WELL-BEING		
	2-29 Approach to stakeholder engagement	12, 55	GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2018	403-9 Work-related injuries	57
MATERIAL TOPICS			GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2018	403-10 Work-related ill health	57
GRI 3: MATERIAL TOPICS 2021	3-1 Process to determine material topics	55	GRI 404: TRAINING AND EDUCATION 2016	404-3 Percentage of employees receiving regular performance and career development reviews	58
	3-2 List of material topics	55			



GRI STANDARD	DISCLOSURE	PAGE
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MATERIAL TOPIC: EQUITY, DIVERSITY AND INCLUSION

GRI 405: DIVERSITY AND EQUAL OPPORTUNITY 2016	405-1 Diversity of governance bodies and employees	57
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MATERIAL TOPIC: HUMAN AND LABOR RIGHTS

GRI 407: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	39,43
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GRI 408: CHILD LABOR 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	39,43
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GRI 409: FORCED OR COMPULSORY LABOR 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	39,43
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GRI STANDARD	DISCLOSURE	PAGE
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MATERIAL TOPICS: RESPONSIBLE SUPPLY CHAINS

GRI 308: SUPPLIER ENVIRONMENTAL ASSESSMENT 2016	308-2 Negative environmental impacts in the supply chain and actions taken	39, 43
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GRI 414: SUPPLIER SOCIAL ASSESSMENT 2016	414-2 Negative social impacts in the supply chain and actions taken	39, 43
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MATERIAL TOPICS: MATERIALS & CIRCULARITY

MATERIAL TOPIC: VALUE CREATION FOR THE LOCAL TERRITORY AND COMMUNITIES

GRI 204: PROCUREMENT PRACTICES 2016	204-1 Proportion of spending on local suppliers	58
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BRUNA

Thank you for reading our 2023 Environmental, Social, and Governance Impact Report. We would love to hear your feedback. Please contact us at esg@brunathelabel.com for any questions or comments.