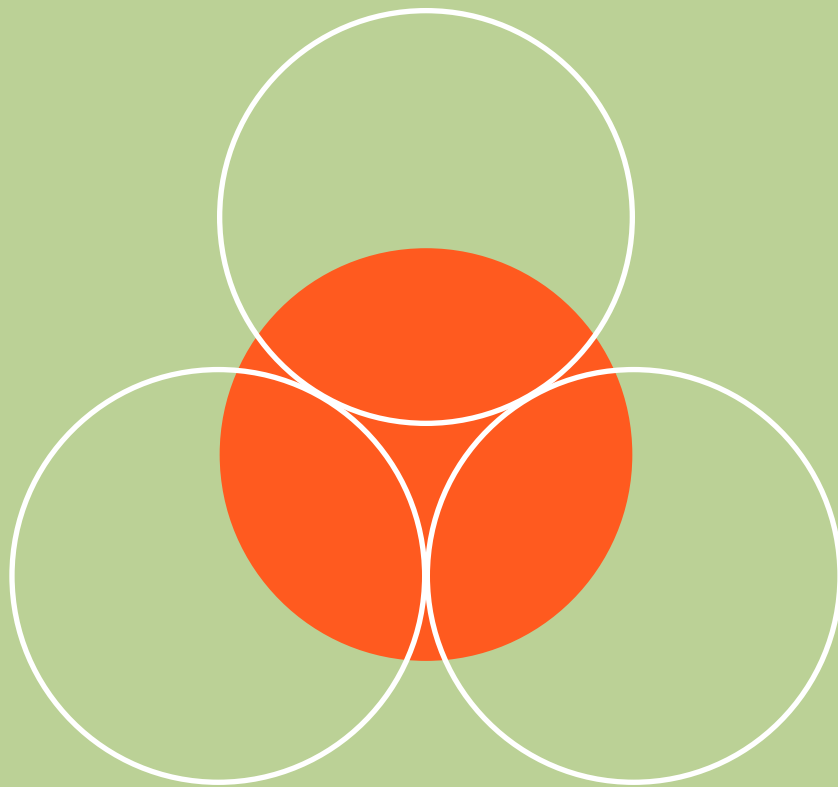


INTRODUCING

**THE
SUSTAINABILITY
REPORT**

2020



kintobe

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INTRODUCTION



Anne & Michael, Founders

Dear friend,

Welcome to the first Kintobe Sustainability Report!

As a young company born during the Corona pandemic, we only recently started our sustainability journey. We knew nothing about sustainable production, before we endeavored on the adventure that is Kintobe, but we knew that caring for both the environment and for people was the only foundation we wanted to build a business on. We know we are far from perfect. But we figured the best way to improve is to be transparent about our actions and invite customers, retailers, experts, suppliers and everyone else to help us by suggesting where we can improve. So here we are, laying it all out. We hope you'll enjoy the read and share your thoughts.

Carry kindness,

Anne & Michael

WHY IS KINTOBE HERE?

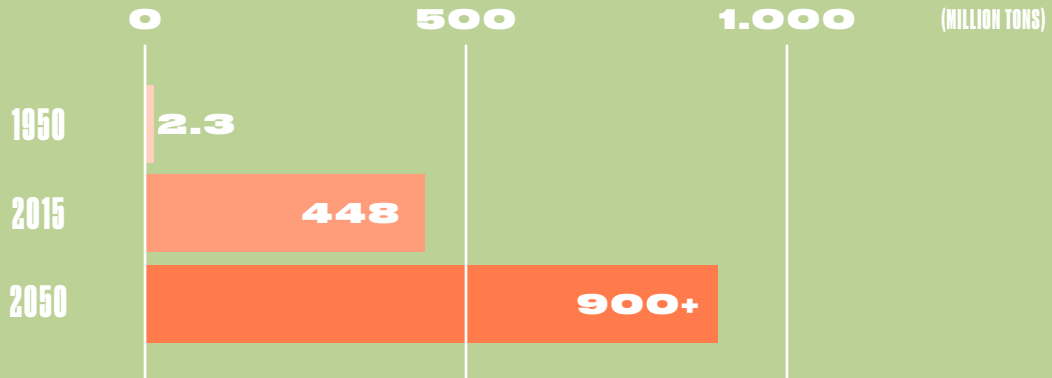
We want to make bags that enable you to be out in the streets. Whether it is on your daily commute, a Saturday shopping stroll or an adventure in a new neighborhood. It's our dream that our bags will accompany you while carrying kindness. **Kindness towards the earth as well as towards our fellow human beings.**

We strive to be the most sustainable bag brand in Scandinavia and we have pledged to make each collection more sustainable than the previous. This enables you to carry kindness in the form of a bag made ever more sustainable.

We believe that the first step towards a kinder and more accepting world is getting out the door and meeting other people with an open mind. The name, Kintobe, literally means "the person you haven't met yet"... Your **kin - to - be**. As we grow, we want to shed light on the amazing changes kindness can build and be your inspiration to carry kindness every day.

OUR PROBLEM

A pressing issue for us is the world's overproduction of disposable plastic products, that is rapidly overwhelming our ability to deal with them.



Plastic production increased exponentially, from 2.3 million tons in 1950 to 448 million tons in 2015. Production is expected to double by 2050.



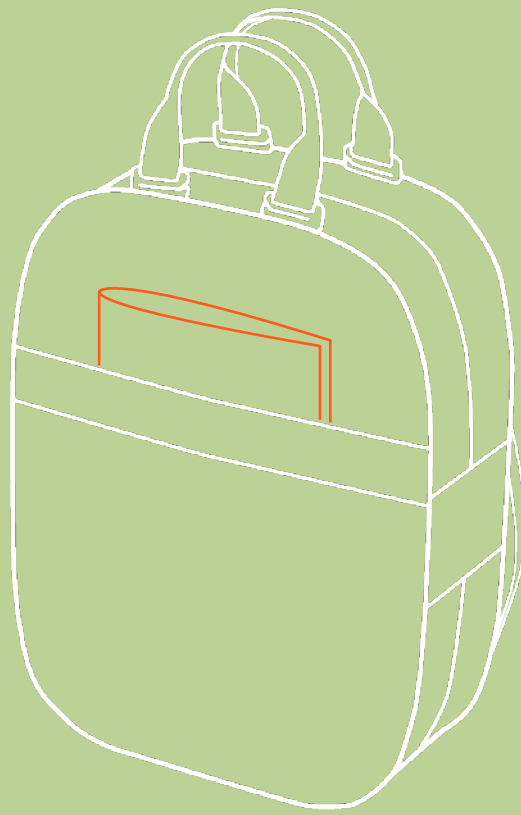
An average person lives 79 years. An average plastic item “lives” **more than 400 years**.



Only **less than 9%** of all plastic is recycled.

We want to address this problem, which is why we have chosen to work with recycled plastic based materials as the main component in our products. By doing this we actively do our part to reduce our most pressing waste problem, and we are able to produce with a lower environmental impact, as recycling plastic uses less water, energy and fossil fuels than creating virgin plastic.

MATERIALS



Our approach is to replace every single item in our bill of materials with an **item made of sustainable materials**. This is not as easy as it sounds. But with our pledge to make every new collection more sustainable than the previous, we keep pushing ourselves to evolve our design, sourcing and production methods.

IMPROVEMENTS

Compared to the Kin Collection we took a giant leap forward with the Sidewalk Collection and managed to increase the level of recycled materials significantly. The Kin Collection, on par with what other brands are doing, used recycled polyester for its body fabric and lining while the remaining materials were conventional. When designing the Sidewalk Collection we managed to include several other sustainable alternatives in the bill of materials, focusing more and more on details.

In the Kin Collection **2 out of 15** materials are recycled. In the Sidewalk Collection **9 out of 15** materials are recycled. Here you can see what our bags are made of and how we evolved from our first to our second collection.

	KIN (2020)	SIDEWALK (2020)
BODY FABRIC	recycled polyester	recycled nylon
LINING	recycled polyester	recycled polyester
BUCKLES	conventional metal	recycled plastic
LOGO WEBBING	conventional material	recycled polyester
OTHER WEBBING	–	recycled polyester
AIRMESH	conventional material	recycled polyester
MESH	conventional material	recycled polyester
EDGE BAND	conventional material	conventional material
ZIPPERS	conventional metal	conventional metal
ZIPPER PULLERS	conventional metal	recycled polyester
LOGO LABEL	conventional material	conventional material
PADDING	conventional material	conventional material
NON-WOVEN REINFORCEMENT	conventional material	conventional material
PIPING	conventional material	–
THREAD	conventional material	conventional material
WATER-RESISTANT COATING	conventional coating	eco-friendly C6 DWR

KIN COLLECTION



LINING

recycled polyester



FABRIC

recycled polyester

SIDEWALK COLLECTION

LINING

recycled polyester

FABRIC

recycled nylon

WEBBING & LOGO WEBBING

recycled polyester

MESH & AIRMESH

recycled polyester

COATING

C6 DWR



ZIPPER PULLERS

recycled polyester



BUCKLES

recycled plastic

SUSTAINABLE MATERIALS



RECYCLED NYLON – MIPAN® REGEN

MIPAN® regen is the world's first recycled nylon filament yarn. The recycled nylon is made from pre-consumer waste, nylon scraps that would otherwise have been thrown away, typically because of overproduction from the fashion industry. It uses less water, energy and fossil fuels than conventional nylon, but it is just as durable and has exceptional dyeing properties. We use 100% **GRS certified** recycled nylon.

RECYCLED POLYESTER

Recycled polyester is made from post-consumer waste, recycled PET-bottles. The bottles are collected from landfills and the sea, cleaned, granulated and spun into filament yarn, which is woven into new fabric. It uses less water, energy and fossil fuels than regular polyester, but it is just as durable. We use 100% **GRS certified** recycled polyester.

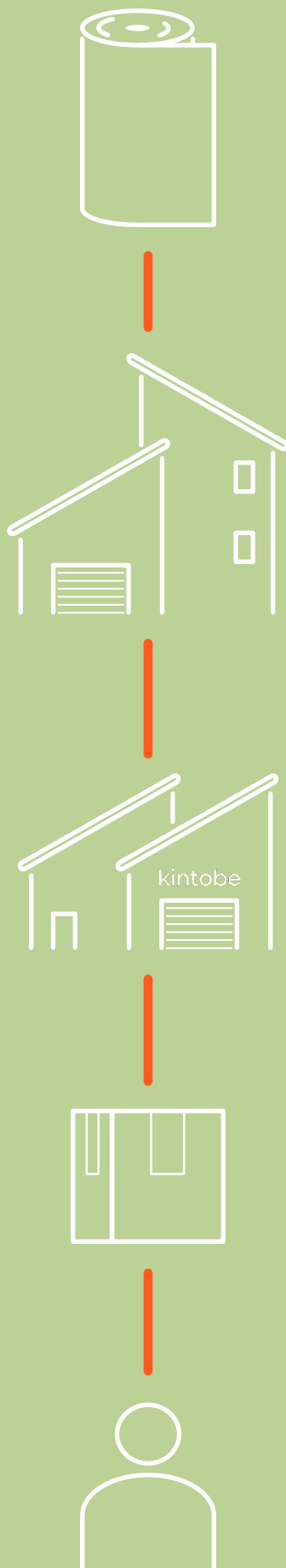
RECYCLED PLASTIC

Recycled plastic is made from pre-consumer waste, excess plastic waste from industrial production. The plastic is cut into small pieces, melted and cast into buckles. Recycled plastic buckles are 15% weaker than conventional buckles. But it's a price we think is worth paying for a material that actively reduces the amount of waste in the world. We use 100% **GRS certified** recycled plastic.

WATER-RESISTANT COATING

Providing our bags with water resistance poses a dilemma for us, as it is difficult to achieve water resistance with sustainable materials. We have sided with the environment and for the Sidewalk Collection we've chosen one of the most environmentally-friendly options on the market called **C6 DWR**. It is PFO and PFAS-free which are acids known to cause cancer. They are also extremely hard to biodegrade. The downside compared to less sustainable alternatives is a slightly lower performance, but this is a compromise we feel we have to make.

SUPPLY CHAIN



A verified sustainable supply chain is imperative to us. The vast majority of materials going into a Kintobe bag are made of recycled nylon, polyester and plastic. But in a time where greenwashing is a common phrase, we have to **ensure that every bag is as sustainable as claimed.**

Every single recycled material used in a Kintobe bag can be traced back to where it has been found. All suppliers of recycled materials have to be **GRS certified**. To become GRS (Global Recycled Standard) certified, each supplier is audited several times a year, and the recycled materials are tracked and verified all the way through the production chain from where they were found. GRS also ensures responsible social and environmental practices as well as responsible use of chemicals.

FACTORIES

We only work with factories that live up to our ethical standards for working conditions.

The Sidewalk Collection is made by **ASG Global**, one of the world's leading bag manufacturers, located in the Long An province southwest of Ho Chi Minh, in Vietnam. ASG is regularly audited by the Fair Wear Foundation, an independent organization working to improve working conditions in factories in the fashion industry. The basis for the collaboration is the Code of Labor Practices, which is written on the basis of eight labor market standards from the ILO (International Labor Organization) conventions and the UN Human Rights Convention.

Our Kin Collection is made by **Baoma**. The production facility is located in Shantou, in the south-eastern part of China. In the selection process of the factory we conducted our own audit through visits, inspections of the production and meetings with management to ensure proper working conditions. This was done by several week-long visits at the factory.

After experiencing the production of the Kin Collection with Baoma we decided to end our collaboration, as they weren't able to provide the level of absolute transparency regarding suppliers we were looking for.



KIN COLLECTION
BAOMA

Shantou, China



Ho Chi Minh, Vietnam

ASG GLOBAL
SIDEWALK COLLECTION

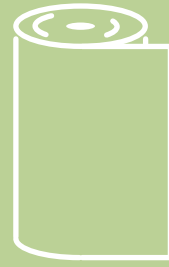
SUPPLIERS

The majority of our suppliers for the Sidewalk Collection comes from South Korea, which has a very innovative textile industry and is at the forefront when it comes to implementing technologies to recycle plastic.

Our manufacturer of the body fabric as well as the lining for the Sidewalk Collection is **LeeJo Textiles**, whose headquarters are located in Songpa-gu, a province of Seoul, in South Korea. Besides being GRS certified they are also **BLUESIGN**[®] and **ISO 14001** certified. BLUESIGN tracks a textile's path through the entire manufacturing process making sure use of resources is minimized and traceability of raw materials.

The suppliers supplying the mesh, airmesh, webbing and buckles are all located in South Korea. All the bags are produced in our factory in Vietnam.

The majority of suppliers for our Kin Collection comes from China. The supplier supplying the body fabric and lining is GRS certified. However, overall transparency in suppliers was not up to our standard which is why we changed factories to ASG for the Sidewalk collection.



LEEJO TEXTILES

Seoul, South Korea

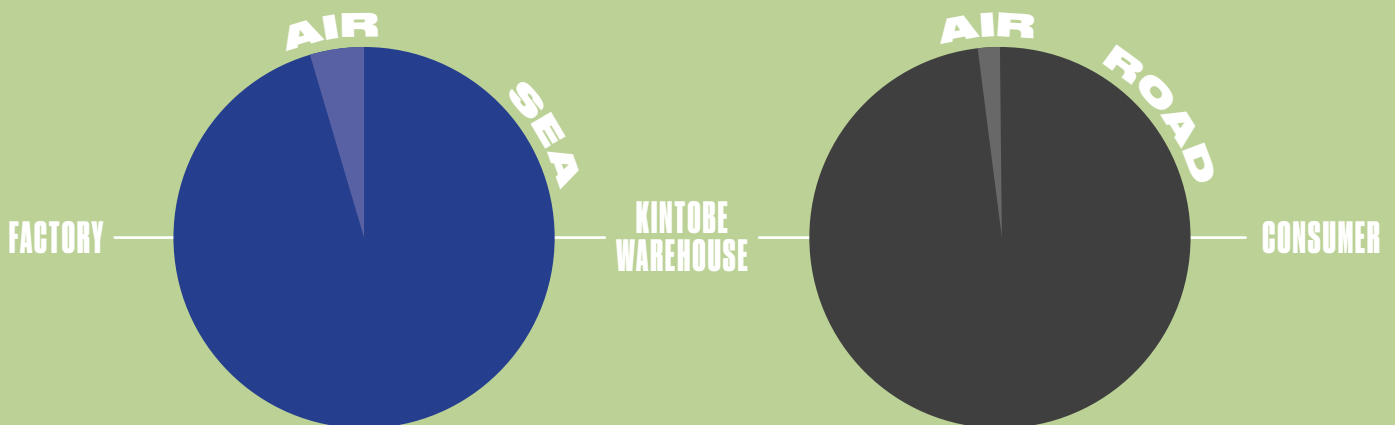


TRANSPORTATION

Transportation of goods is a huge burden on the environment. To counter this some brands are moving their production closer to their core markets to lower their emission. However, we feel this approach is forgetting parts of the value chain. As all our materials come from Asia, they would need to have 10-15 different shipments from Asia to a factory in Europe. With our factory in Vietnam, we minimize our transportation of materials significantly. Combined with a factory that understands our relentless focus on sustainability, we feel this is the better option.

FROM THE FACTORY...

To ship our finished collections from our factories to our warehouse in Copenhagen, we prefer sea or railroad over air transport, which alone is accountable for 12% of carbon emissions of all transport sources. This increases our time to market by two months. In 2020 we shipped **more than 95%** of our products **by sea**. We use air transport to receive prototypes during our design phase and our first sales-samples, to ensure a swift process.



...TO THE END CONSUMER

We ship our bags to you **by truck** in Europe (**more than 98%** of our products) and by air in the rest of the world. A few handfuls are delivered by bike in Copenhagen.

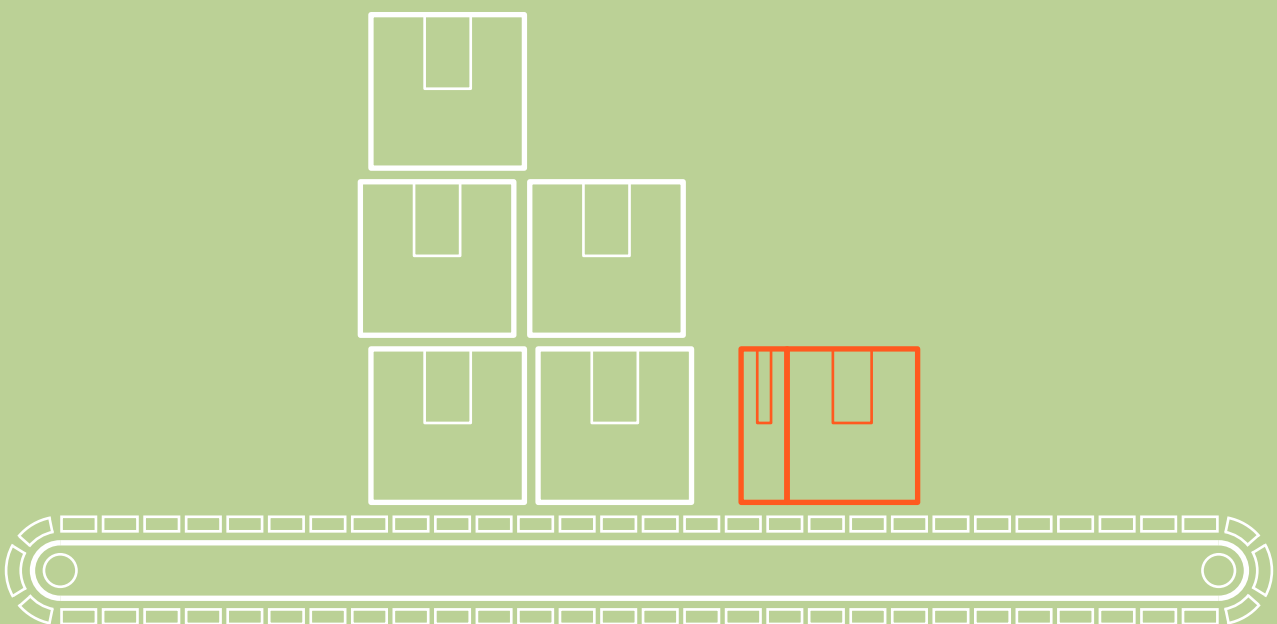
PACKAGING

We have asked our warehouse to ship products to you in **pre-used cardboard boxes** that would otherwise be thrown away, whenever possible. So if you get a shipment from us that looks a little beaten up, it's because it is packed in a box that got a second life.

To protect our bags from dirt and moist during transport they are packed in a thin bag of virgin plastic. This is a concern for us and something we are working on to find a sustainable solution for.

All hangtags and info cards shipped to you are printed on **FSC** and **ISO 14001** Environmental Standard certified paper - this ensures a minimal impact on the environment and the communities in which the paper factories operate.

We have recently started using recycled cardboard boxes in our showroom, and in our pop-up stores.

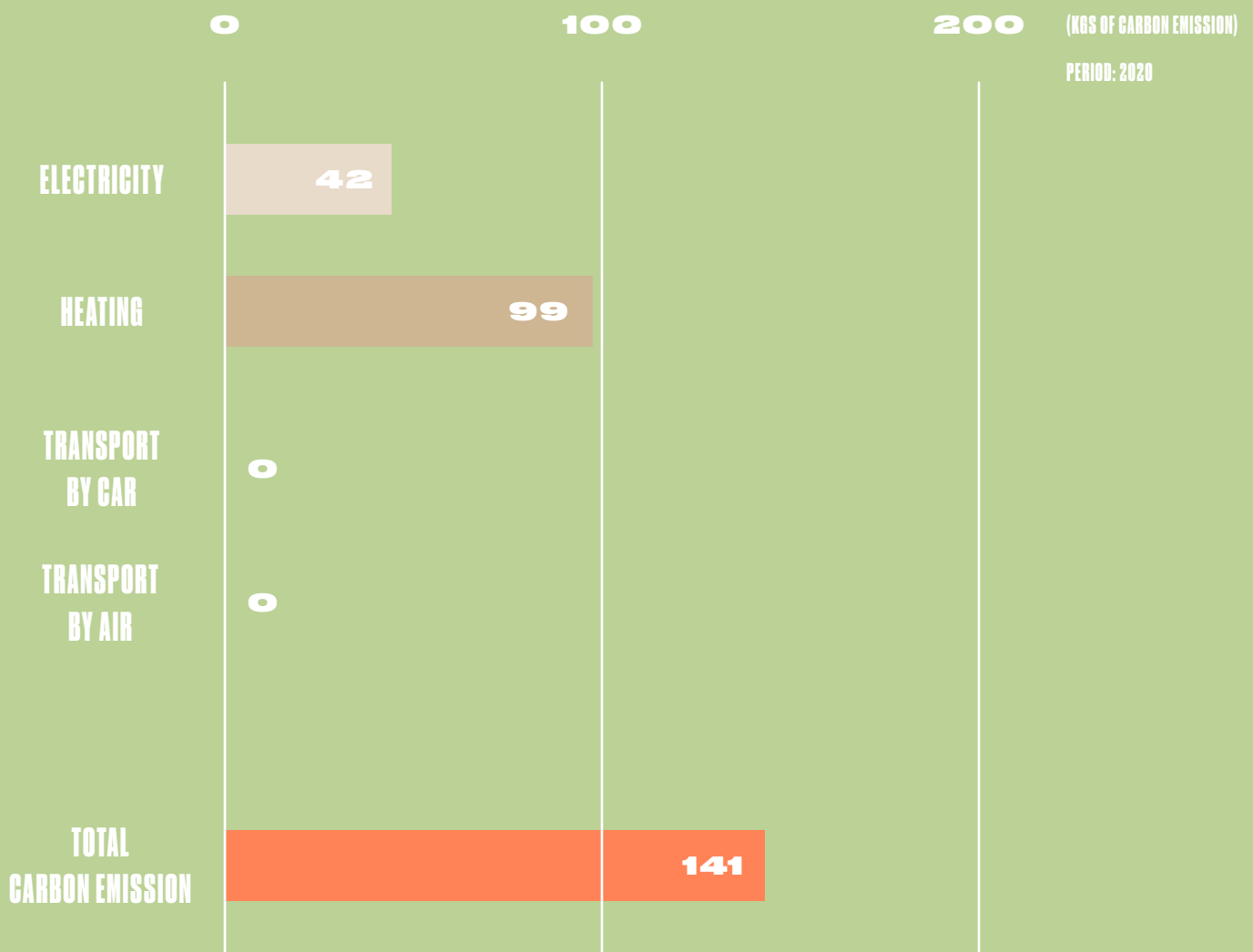


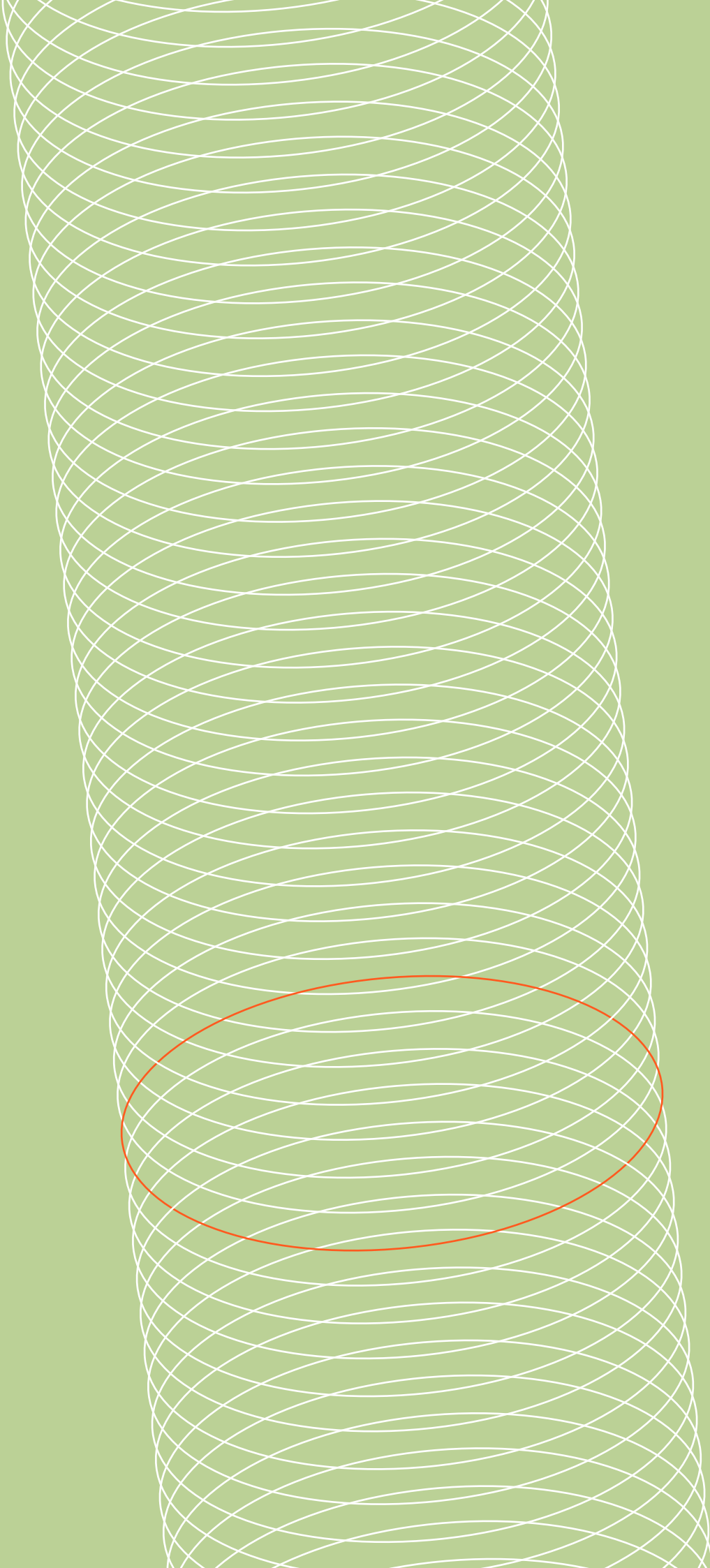
OFFICE CO₂ EMISSIONS

We have paired up with **zeeroo.me** to calculate our office's CO₂ emissions, so we can have a better overview and understanding of our impact at a local level.

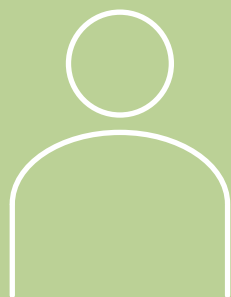
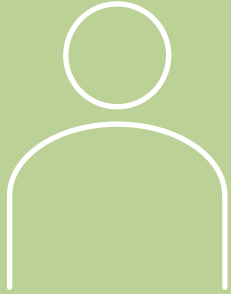
Our office and showroom is located in the heart of **Nørrebro**, we work in a shared office place with various businesses. Our electricity and heating consumption is based on the area of our own office space. Currently, we don't own a company car and due to the Covid-19 crisis we haven't had a chance to visit our suppliers or fairs in 2020, so our air travel and car transportation is zero.

(On a private level, we are proudly biking the streets of Copenhagen.)





PEOPLE



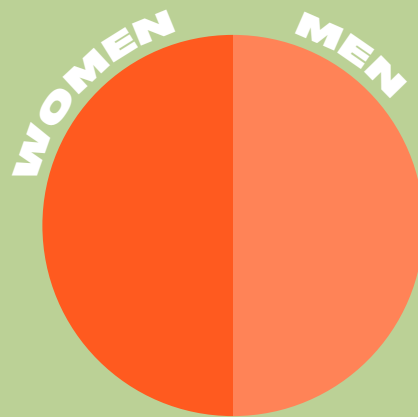
Sustainability is not only about the Earth and its resources. It's also about people. If we don't get along as human beings we will never be able to solve the challenges our world is facing, we'll only create more.

Diversity makes us stronger because it challenges the status-quo. That is why we collaborate with a new designer for every collection, to bring together new ideas and interpret the brand at its best.

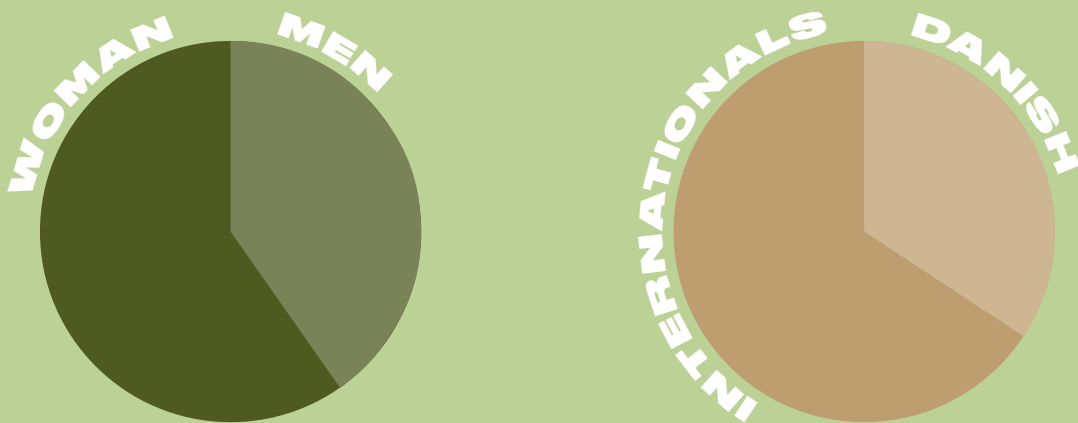
Let's have a look at our internal organization.

ORGANIZATION

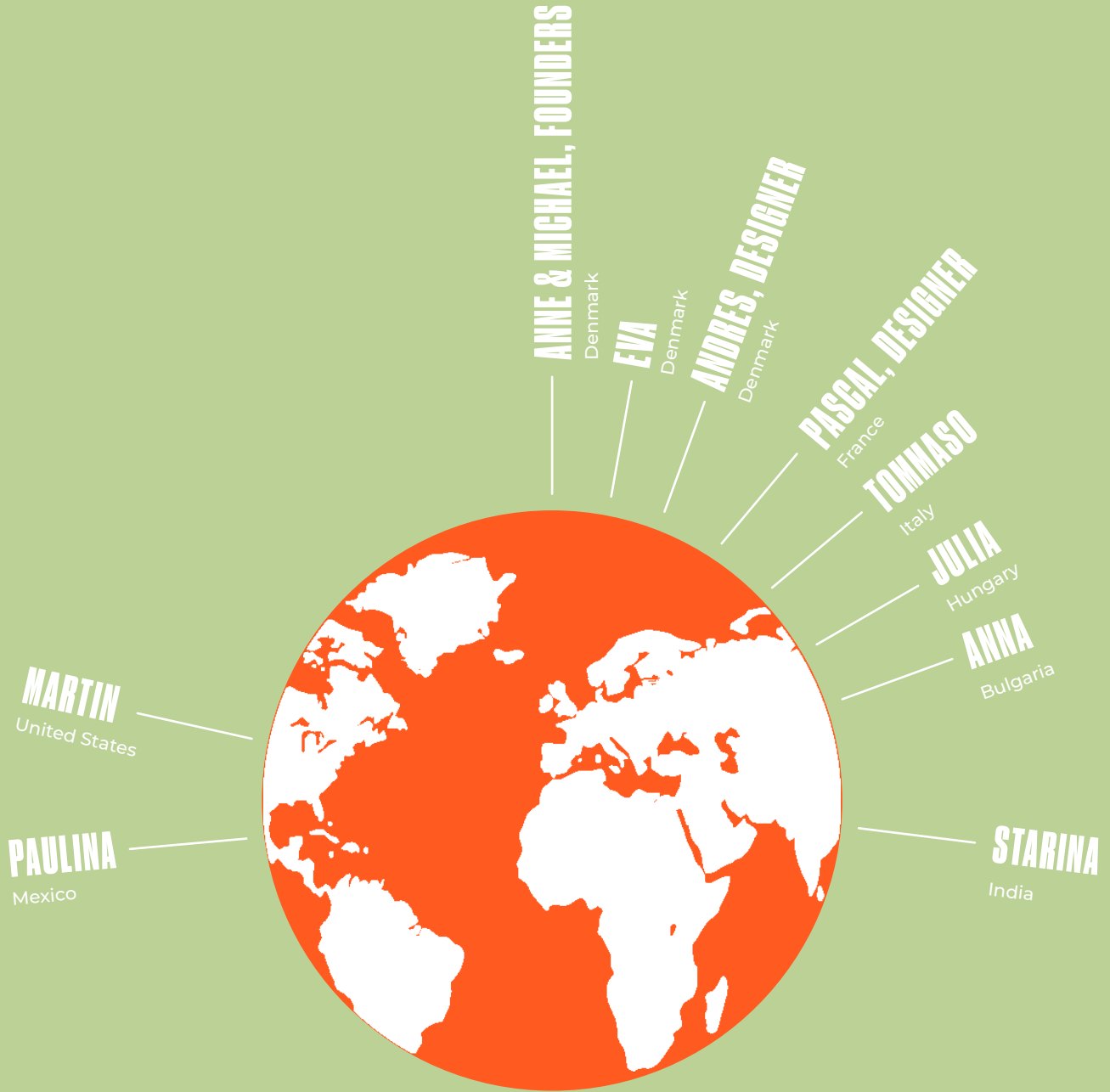
We don't operate with quotas for how many women or ethnic minorities we should employ at Kintobe. As we genuinely believe diversity makes us stronger, we naturally seek colleagues who add this quality to our business.



The **management** is 50% women and men.

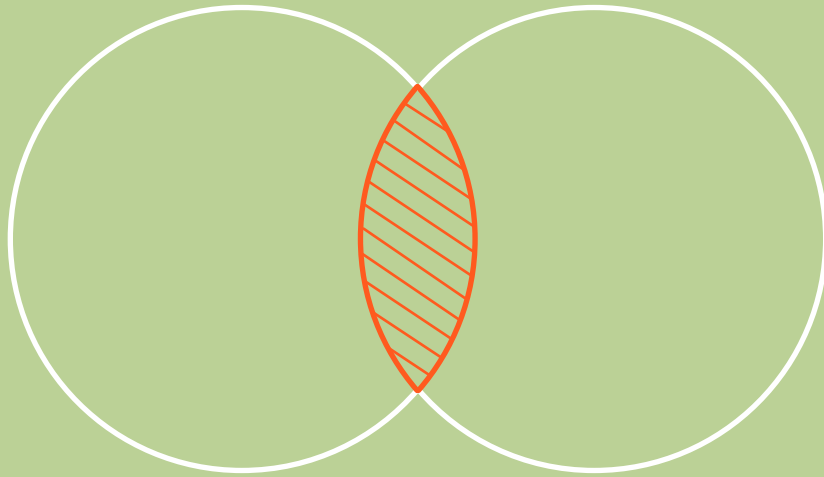


The **organization** at the end of 2020 is roughly 50% women and men, and about 1/3 are Danish. Throughout 2020 we have included and worked with people from all over the world, to bring joy, freshness and different perspectives to the Kintobe universe.



When looking for a new addition to our team, all applicants will of course receive equal consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, or disability.

KINDNESS



We believe kindness is the answer to everything. We want a kinder and more accepting world. A world with less fear and hate. More openness and human connection. The first step to a kinder and more accepting world is getting out the door and meeting other people.

KINDNESS TO OTHERS

During 2020 we met a lot of new people who opened our horizons, and featured them in both our Instagram format **#kintobesayshi**, where they shared kind stories with us, and in our **Sidewalk Series**, an Instagram docu-series featuring short interviews with people from all over the world sharing with us their take on kindness and life experiences.

KINDNESS TO EARTH

As other ambitious, sustainable brands we're also facing the constant struggle of keeping the balance between making conscious decisions while creating a profit to run the business successfully.

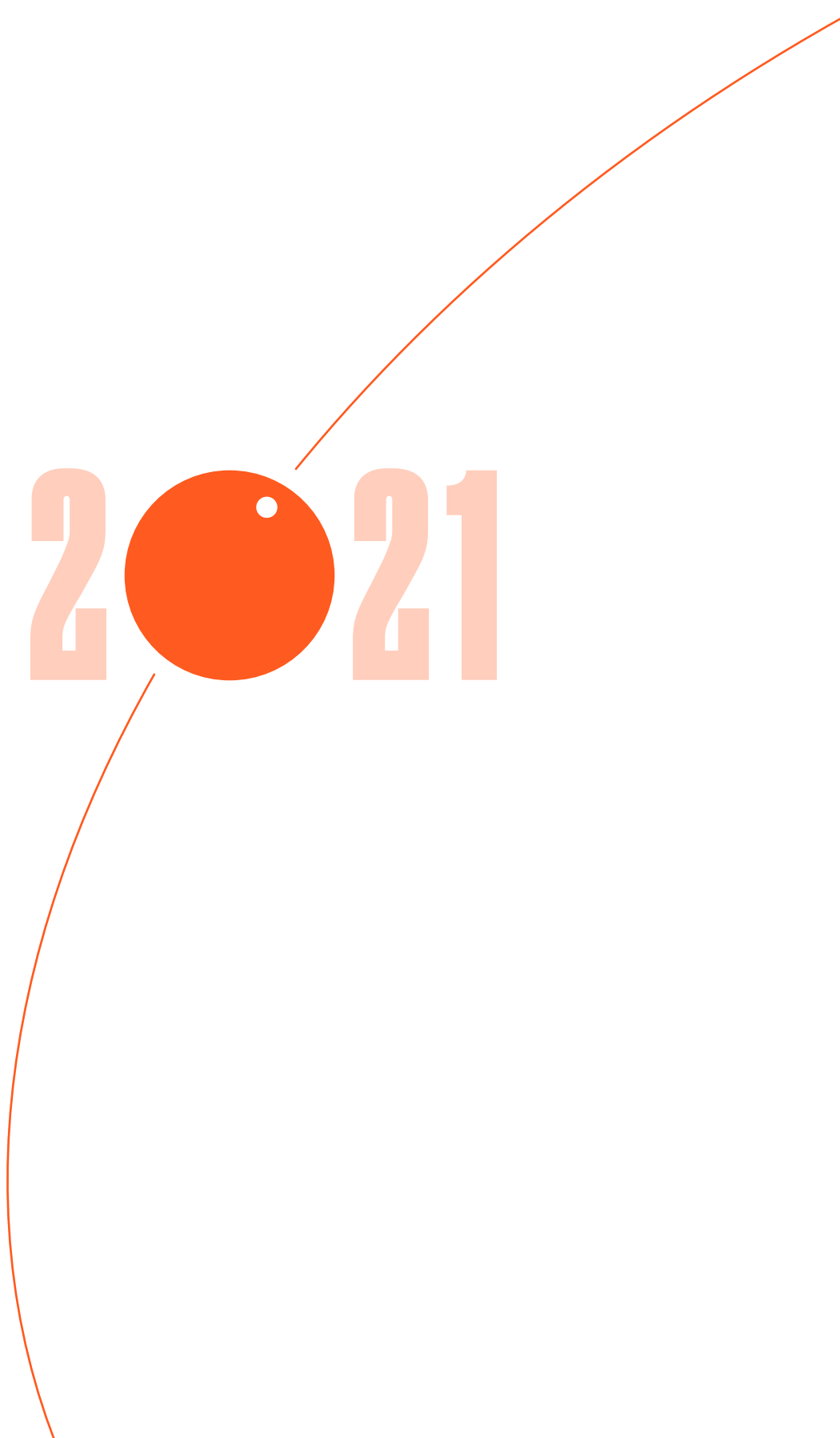
In 2020, we decided to not support Black Friday, which has a long history of promoting (hysterical) mass consumption, and joined **Circular Monday** instead. Our Circular Monday campaign ran from November 20th to 23rd where we discounted all our products with 20% while donating the same amount to WWF Denmark's fight against plastic in nature.


To us this was a compromise where we followed the expectations of a discount obsessed market, while doing something extra to give back to nature. We're continuously discussing this dilemma.



WHAT'S NEXT?

2021





We're still learning and we hope we'll never stop. No one is perfect, and as a newborn company we still have a lot of work to do. There is room for improvement for what concerns both our products and our brand mission.

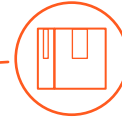
We want to keep reducing our impact and become the most sustainable bag brand in Scandinavia. We want to spread even more kindness out in the world, to the environment and to people. **We simply want to do better.**

OUR PLANS



NEW MATERIALS

We are finalizing our (amazing!) upcoming collections of 2021 where we've stepped up our sustainability game even more. Spoiler alert: this time we are using **algae foam** for our bags' padding. We will keep researching new sustainable materials as we go ahead in 2021.



BETTER PACKAGING

We want to optimise our **packaging experience** throughout our supply chain. We're aiming to enable all of our packaging and shipping materials to be made from certified, recycled and/or biodegradable materials by the end of 2021. Our biggest challenge at the moment is to find budget friendly and functional options for certified, sustainable materials for our polybag and cardboard boxes for our bulk transportation.



MORE TRANSPARENCY

Supply chains are complex, and there are still certain things, data and material information that we can't trace right now. We're aiming to be even more **transparent** to the end customers, to show that our mission is to truly give back to the environment, people and be as clean as possible.

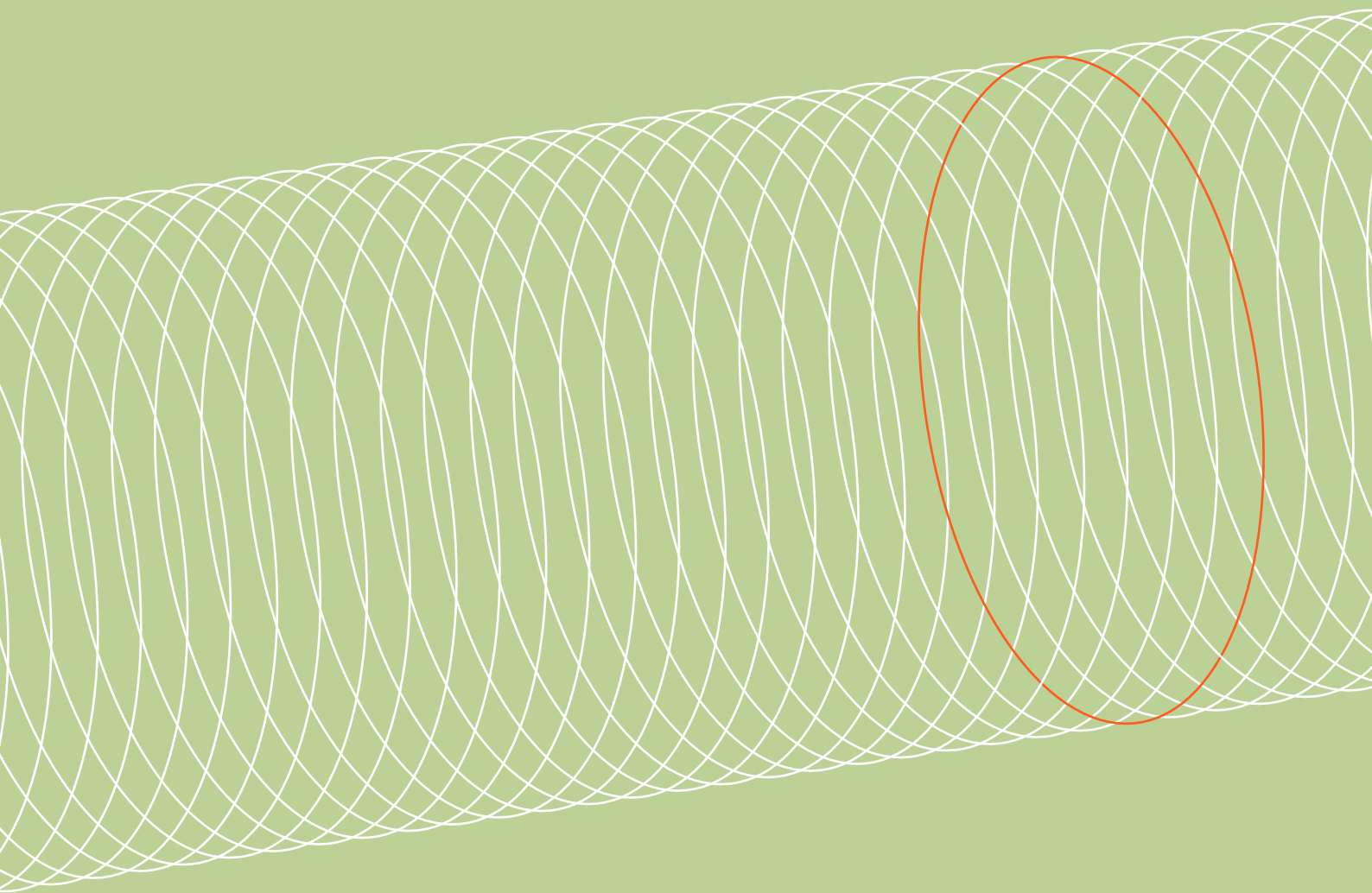


MORE KINDNESS

We will keep spreading kindness throughout all our channels. Throughout 2021 we will work to inspire and invite you to **carry kindness** with us. We'll team up with iconic people and hear their stories of how they are carrying kindness and how kindness has changed theirs and other people's lives. Through this initiative and events surrounding it, we hope to show just how big an impact kindness has on our world.

HOW DO YOU THINK WE CAN DO BETTER?

We're always open to inputs. Do you see areas where we can improve, let us know! Reach out at hello@kintobe.com



kintobe