

O MY BAG  
A M S T E R D A M

Sustainability  
Report

2019

FAIRLY MADE  
EASY ON THE ENVIRONMENT  
MADE WITH ♡ IN INDIA

CHANGE THE WORLD ONE BAG AT A TIME



# Foreword

As a company we are constantly striving to improve our processes to become more conscious and sustainable. This Sustainability Report is an important part of our transparency commitment and aims to provide detailed insights into our business impact. Reporting will serve as a tool to track our path towards sustainability, and to benchmark our progress both internally as well as externally.

This report comprises all the up-to-date data we measure at the moment. Being a continuous process of learning,

new knowledge and experiences will feed into our strategy and goals, which will also be reflected by changes in future sustainability reports. We aim to get a more thorough picture about our complete impact as a business. This is why we partnered up with the consultancy firm Sustainalize. Together, we will dive deeper into the impact of our own operations and our supply chain in 2020. Results will allow us to develop appropriate data-driven strategies and to set relevant and feasible goals in reducing our environmental impact.

Using business as a force for good is one of the main drivers at O My Bag. This report reflects on our business practices in 2019.

# 43K

Fairly made bags sold by  
O My Bag in 2019



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# Company Profile 1

OUR MISSION 1.1

STATISTICS 1.2

STAKEHOLDERS 1.3



# Our Mission

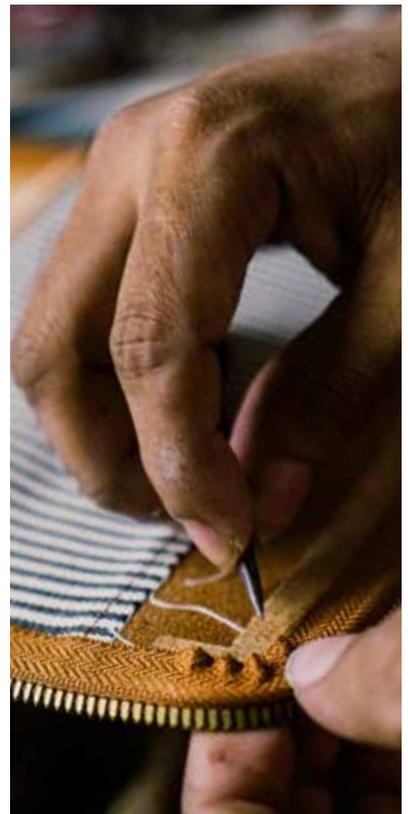
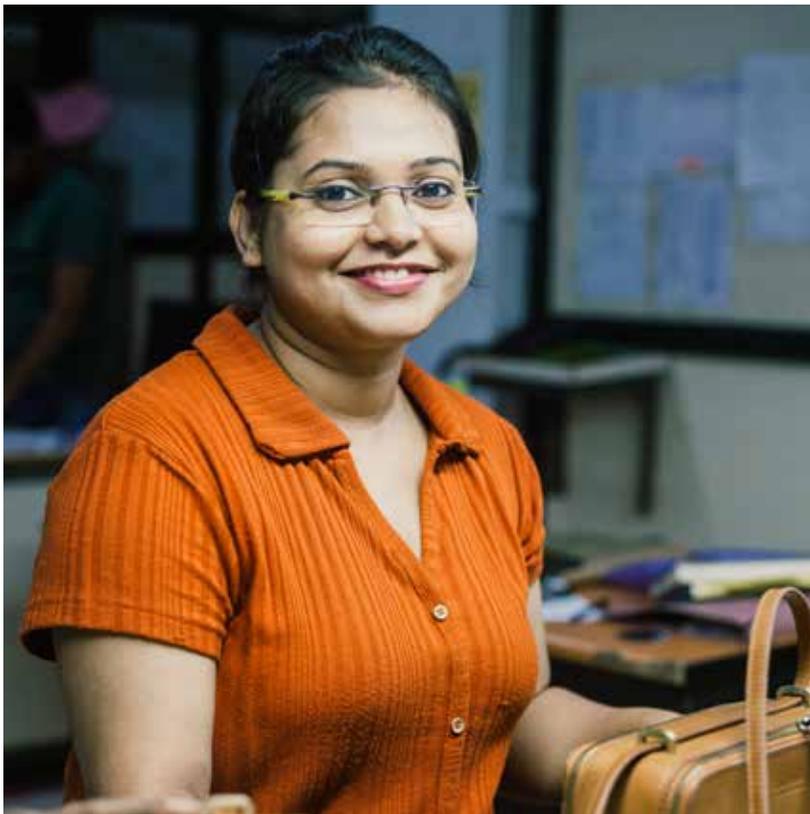
O My Bag was founded in 2011 as a social enterprise with the aim to not only be profitable, but also give back by approaching business in a fair, environmentally friendly and responsible manner.

Creating a positive impact in the world is one of our core values and is rooted in everything we do.

O My Bag fights poverty by providing fair job opportunities in developing countries and promotes a shift towards sustainability of the leather and fashion industry. We believe that by supporting conscious trade we can contribute to a better world with fair and decent employment, safe working environments, equal opportunities and respect for the environment.

# 783

fair jobs provided by  
O My Bag partner  
factories in India



# Statistics

## OUR HQ

O My Bag's core team is based in Amsterdam, in an office space right behind our flagship store. Our team is a tight-knit group of women who share the company's mission of making a positive difference in the world.

- 11 full time employees
- 3 interns
- 4 store representatives
- Currently all female
- 11 different nationalities

18

We currently have 18 people working at O My Bag

10%

Our HQ has grown by 10% since 2018

100%

O My Bag's full time employees are currently all female

43K

fairly made bags sold by O My Bag in 2019

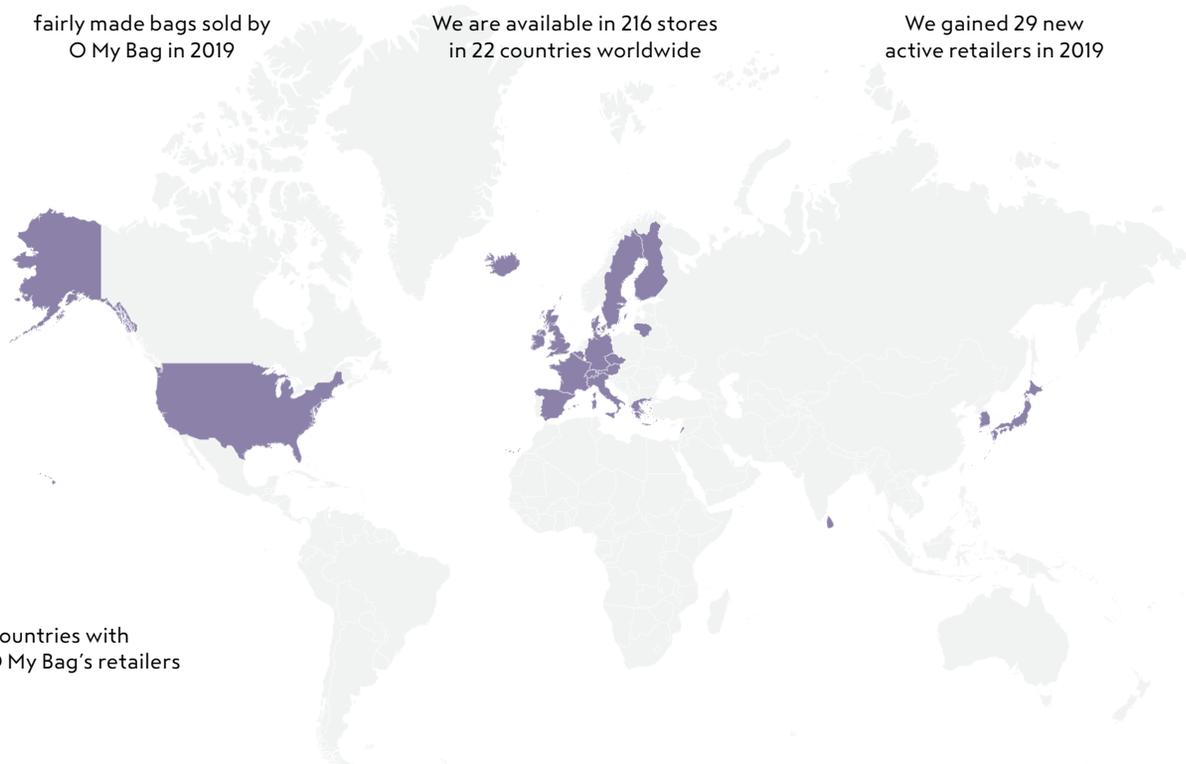
216

We are available in 216 stores in 22 countries worldwide

29

We gained 29 new active retailers in 2019

■ Countries with O My Bag's retailers



# Stakeholders



## CONSUMERS

We provide consumers with a sustainable alternative for conventional leather bags and accessories. Our customers are the driving force behind our growth. They spread the word about our bags in the world. We also value them as a source of feedback on the bag's design, quality and durability. We are in touch with them on a daily basis via our website, social media, mail, newsletters, the phone, at our stores and during events.

## QUALITY CHECKERS

A great team of people checks our bags in India before they are shipped to NL to make sure the quality of every piece meets our standards. They are independent from our manufacturers and trained by us.

## RETAILERS

216 stores in 22 countries sell O My Bags. They are an immense help in increasing the prominence of O My Bag and enable customers to see and feel the bags before they buy them. By working with an ongoing selection that is available for retailers year round, we try to help them to stock up regularly throughout the season to avoid overstock at their stores. Our sales team is in regular contact with them via email and phone.

## PEERS IN THE FASHION INDUSTRY

We think that we ultimately share the same goals with our peers of the sustainable fashion industry – making fashion sustainable – so we are always open to exchange experiences, insights and knowledge. We are in frequent contact with many like-minded local and international brands. By creating synergies, we want to lift sustainable fashion from niche to the norm.

## SUPPLIERS

We value our bag manufacturers (Tier 1 suppliers) and tanneries (Tier 2 suppliers) as equal business partners. We collaboratively work on strategies to make the fashion industry more sustainable, their expertise and feedback on this is crucial to us. We visit them at least twice a year and our production team is in touch with them via email and phone almost on a daily basis. We are mapping our supply chain and will step by step get in touch with all our upstream suppliers.

## BRAND AMBASSADORS

We work closely with people who inspire us. O My Bag ambassadors and influencers have a can-do mentality and believe that everything worth doing is worth doing right. They communicate our vision to their followers, share our story and help us change the world, one bag at a time.

## COMMUNITIES IN INDIA

O My Bag wants to share the benefits of its success with communities in India. Besides providing fair jobs, we give part of our annual revenue to social projects in India focusing on women empowerment and education. We carefully select those projects and evaluate them after they are concluded to learn what impact they had on the communities and what we can do better next time.

## NGOS & INSTITUTES

We aim to improve our practices continuously. Therefore, expertise from academia and NGOs is essential. We regularly ask experts for their advice and opinion on social and environmental topics and are open to share our experiences with them.

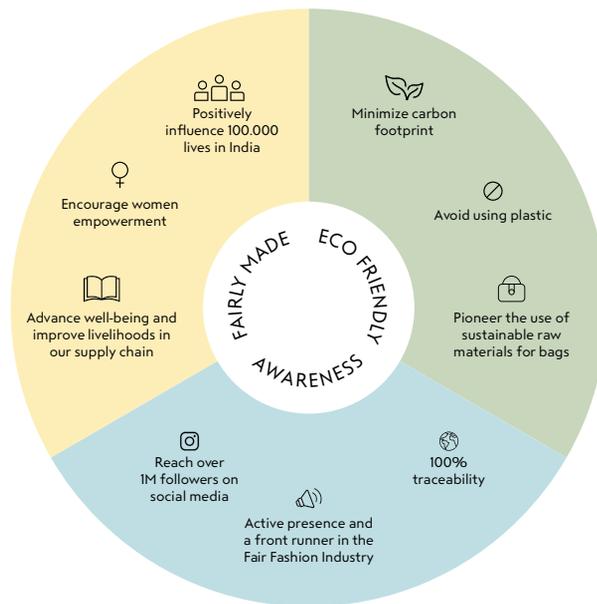
# Looking Forward 2

OUR 2025 GOALS

2.1



# Our 2025 Goals



## Fairly Made

### WOMEN EMPOWERMENT

- Encourage employment for women. Help increase positions at our partner factories that are held by women to 30%.
- Co-set up a women factory in Kolkata run by and for women by 2022.

### LIVING WAGE

- Encourage and support our partner factories to implement living wages.

### TRAININGS

- Provide bi-annual skills and education trainings to at least 25 employees of each of our partner factories in India (for example on human rights, labor rights, gender equality, sanitation or nutrition).

### INCREASED PRODUCTION

- Place orders every two months by 2020 to create steady and year round employment opportunities at our partner factories.

### SPECIAL PROJECTS

- Continue to support social projects in India related to women empowerment and education.

## Eco Friendly

### ENVIRONMENTAL FOOTPRINT

- Become carbon neutral by 2025.
- Calculate the environmental impact of an O My Bag and set up a strategy to reduce it by 2020.
- Use more sustainable raw materials, packaging and transportation methods.
- Continue using 100% renewable sources in all offices and stores (achieved Q4 2019).

### B CORP

- Become a certified B Corp by the end of 2020.

### CIRCULARITY

- Ensure the high quality and longevity of products.
- Ensure easy repairability of bags.
- Promote the OMB Second-hand library to double the number of recycled items.
- Increase recyclability and biodegradability of materials.

### SHIPPING

- Reduce carbon emissions induced by shipping by 20% by 2020.
- Achieve carbon neutral shipping by 2020 (achieved Q4 2019).

## Awareness

### ONLINE SUSTAINABILITY FOCUS

- Publish annually a sustainability report including goals and achievements.
- Inform about the importance of fair fashion via website and social media.

### INCREASED TRANSPARENCY

- Achieve 100% traceability of our manufacturers' direct suppliers and first level indirect suppliers (OMB Tier 2 and Tier 3 suppliers) by 2020. Achieve complete supply chain transparency by 2025.
- Be transparent about environmental impacts, share reduction targets and report on progress.

### INSPIRE OTHERS

- Participate in round table discussions, lectures, and fair fashion meet-ups over 20 times by 2025.
- Have a strong brand presence in all major cities around the world.

# O My Bag & the SDGs

Creating a positive impact in the world is at the heart of what we do. To better track and target our impact, we aligned our goals to the 2030 Agenda for Sustainable Development of the United Nations (UN) and the SDGs (Sustainable Development Goals). The Agenda for Sustainable Development

has been adopted by world leaders at the UN Summit in New York in 2015. They are interconnected and make sure no one is left behind on the pathway to a better world. It is a framework that can guide the strategies and actions of any entity, whether company, NGO or governmental body.



## SDG 1: END POVERTY IN ALL ITS FORMS EVERYWHERE

By choosing India as a manufacturing country for our bags, we create employment there. We maintain long-term relationships with our partners in India, which gives them and their employees stability and security. We solely work with factories that provide fair wages and benefits to their employees. We are committed to this business approach as we believe that it helps people out of poverty and prevents them from getting into a vicious cycle of poverty in the first place. To give an example, both health insurance as well as a sufficient income allowing for savings helps people to manage a personal emergency, such as illness, without running into debt. Moreover, by having a stable income that allows for sending children to school, this also improves the future of the next generation.



## SDG 5: ACHIEVE GENDER EQUALITY & EMPOWER ALL WOMEN & GIRLS

When we select manufacturing partners, we make sure that effective policies are in place to protect human rights and prevent discrimination and sexual harassment.

In our [Code of Conduct](#), we highlight that women empowerment is a priority for O My Bag. This is what we also clearly communicate regularly to our business partners. We encourage them to actively empower women at their premises by different means. Each year, we assess how many women are employed and how many hold managerial positions at our partner's businesses. We also plan to co-set up a women factory in Kolkata run by and for women by 2022.

### DID YOU KNOW?

We made a conscious decision for our dust bags, which protect every O My Bag. It has a huge social impact, since it provides work to a group of women from a remote village outside of Kolkata. It enables them to provide for their families in the otherwise employment-scarce region. We have supported this project since their main buyer ended the business relationship some years ago. The then director of EMA made the connection and told us their story. We were thrilled to start working with them and are happy to see them growing. This year they expanded their collection and were able to buy new machinery.

A similar rationale rests behind our cotton tote bags: we purchase them from Freetset Global, who provide alternative employment opportunities for women who were formerly working in the sex industry. At Freetset, these women find hope for a brighter future and the means to make it a reality.

Every year, we give back a part of our annual revenue and support social projects. Thereby, we focus on promoting gender equality and women empowerment or educational initiatives.

## 8 DECENT WORK AND ECONOMIC GROWTH



### SDG 8 DECENT WORK & ECONOMIC GROWTH

We only work with business partners that share our values. Our [Code of Conduct](#), annual supplier assessments, and regular visits help us to assure that human and labor rights are respected at our partner factories and that working conditions are fair and safe. Third party certification adds to this: all our partner factories are either SA8000 certified or are a member of the [World Fair Trade Organization \(WFTO\)](#). One new supplier we started working with in 2019 is on its way of getting SA8000 certified by April 2020.

In our annual supplier assessment we collect data on wages and benefits (among other topics), to understand where our suppliers stand in relation to living wages.

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



### SDG 9 INDUSTRY, INNOVATION & INFRASTRUCTURE

When we started working in India, most tanneries and manufacturers we were in touch with were rather skeptical about the idea of eco-friendly leather and the processes to make it. The Sheong Shi tannery was happy to work with us and hence became a pioneer in this field within the Kolkata Leather Complex. Already two years later, other tanneries started to contact us, asking for a meeting. They were now also producing eco-friendly leather or planned to do so in the near future and wanted to work with us.

We are happy and proud that we are one of the companies that initiated this innovation process and we will continue it by finding better ways of producing our leathers.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### SDG 12 RESPONSIBLE CONSUMPTION & PRODUCTION

O My Bag was founded in 2011 in order to create a positive social impact in India with minimal environmental impact. Responsible consumption and production is an integral part of O My Bag's values.

Our products enable consumers to make a conscious choice around bags and accessories. We want to raise awareness about sustainable fashion among customers, especially those who haven't thought about the topic yet.

By demonstrating that it is possible to create a high quality bag that is beautiful while caring about people and the environment, we want to inspire our industry to make a shift towards sustainability.

## 13 CLIMATE ACTION



### SDG 13 CLIMATE ACTION

O My Bag seeks to reduce carbon emissions of its own operations as well as throughout the supply chain. Our headquarters and our stores run on renewable energy. We offset emissions arising from transport. This includes shipping from India to Europe, but also all B2B and B2C shipments.

We collaborate with RePack and offer our customers the option to opt for sustainable packaging, which avoids waste and reduces carbon emissions.

At O My Bag, we personally care about the climate and try to become more active beyond our conventional work. That's why O My Bag staff collectively went to the Global Climate March in The Hague in September 2019. At our headquarters, we have lunch together: all food is vegetarian or vegan. We try to avoid plastic as much as possible, we already achieved a lot by bulk buying household products such as detergents or wooden dish washing brushes instead of plastic ones. We also buy more packaging free food and work towards plastic free lunches.

## 14 LIFE BELOW WATER



## 15 LIFE ON LAND



### SDG 14 LIFE BELOW WATER & SDG 15 LIFE ON LAND

We keep our environmental footprint as low as possible by sourcing GOTS certified cotton and canvas and by using wet white and vegetable tanned leather. These materials have a significantly smaller environmental impact than their conventional counterparts.

We make sure we only work with tanneries that manage chemicals responsibly and treat effluents properly. We support the Sheong Shi tannery in Kolkata to invest in and experiment with innovative processes that further decrease the impact of leather making.

# Fairly Made

# 3

WHO MADE YOUR BAG?

3.1



# Who made your Bag?

## SUPPLIER RELATIONSHIPS

Good relationships with our suppliers are very important to us. Respect and honesty build the foundation, and regular, open communication is key. We visit our suppliers at least twice a year and are in touch with them almost on a daily basis. Long-term relationships are essential, as both parties benefit. Our average collaboration time is

around 4,5 years. This includes suppliers that we have worked with since the very beginning (2011), such as EMA and the Sheong Shi tannery, suppliers we stopped working with (due to severe reasons such as non-adherence to agreements) but also suppliers with which we only recently started a business relationship, such as Mapletree in 2019.

# 4.5

years is the average relationship we've worked with our suppliers



## WOMEN EMPOWERMENT

We only work with factories that treat all women and men equally and provide the same opportunities to everybody. The average percentage of female employees in our four main factories is 19,2, the industry average is 7.

When selecting partner factories, we particularly look for organizations that empower women and support them in different ways, as it is the case with Freetset Global or the ladies making our dust bags.

In some parts of India, divorced women sometimes have trouble in daily life due to their marital status. Our partner factory EMA ensures that all women are equally welcome.

Up till now, 50% of our producers have female account managers that we are in frequent contact with.

# 50%

of our producers have female account managers

## WORKER HAPPINESS

We carry out annual surveys at our suppliers' factories to get an insight into the well-being of their employees. Thereby, we try to reveal among others if their wage is enough to send their kids to school, if they feel safe at their workplace and if they have any suggestions to improve the working environment. Our goal is to identify potential issues and to see if there is anything we can improve together with the factory management in order to increase the well-being and satisfaction of employees. This could for example include meeting different training needs.

The 2019 survey showed positive results. Although this questionnaire cannot yet be deemed scientifically representative, it constitutes an important way to receive an indication of workplace happiness. For 2020, we plan to improve our data collection by making sure enough surveys are available in each of the different languages (English, Hindi and Bengali) and for the illiterate. We also work on ways to make sure respondents feel safe to answer truthfully.



## WAGES

We promote living wages in our supply chain in line with our commitment to fair and responsible employment. All our partner factories already pay at least the legal minimum wage. Together with one of our producers, we calculated a local living wage for Kolkata, which will serve as a starting point for achieving our goals.

We set the base for fair wages through long-term business relationships and by paying fair prices for our products.

O My Bag does not own any of the factories, this means we do not pay wages directly to the workers. Since we are one of many buyers for our partner factories, O My Bag cannot implement living wages alone. However, we work on joint solutions and strategies with our producers to identify the steps we can take to promote fair wages.

## TRAININGS

We aim to promote personal development to our suppliers in India. Early 2019, we funded a leather training course for a female employee of our Indian partner tannery. Thanks to the training, but also her commitment and hard work, she has been promoted and now holds a managerial position.

# Environmental 4 Impact

SUSTAINABLE PRACTICES 4.1

MATERIALS 4.2



# Sustainable Practices

## TANNING PROCESS

The two tanneries we work with use processes that minimize environmental impact. Our leathers are tanned without the use of hazardous chemicals, like chromium, heavy metals, formaldehyde, short-chain chlorinated paraffin, volatile organic compounds or alkyl phenol ethoxylates. To verify this, the leather is tested by independent laboratories. Instead of hazardous chemicals, a combination of harmless synthetic tanning agents and natural vegetable extracts are used. In that way, 35.7g of hazardous chemicals are avoided per Dirty Harry.

In a country prone to water scarcity like India, water management is crucial. In order to save fresh water, 20% of the water used in the tanning process at the Sheong Shi tannery is rainwater collected during the monsoon season.

Both tanneries have excellent wastewater management in place: all wastewater is properly treated, first at the tanneries and then at central effluent treatment plants specialized in tannery effluents.

# 35.7g

of hazardous chemicals are avoided per Dirty Harry bag through sustainable tanning practices



## SHIPPING

We currently ship all our products from India to the Netherlands by air. While we are looking into options to move to sea freight, it is also important that we are able to deliver to our customers in a timely manner. Therefore, we are still researching viable options to eliminate air travel in the future. To compensate our total amount of emissions annually, we work with our logistics partner Flexport to track our inbound carbon

emissions. In 2019 this was 139 tons of CO<sub>2</sub>. To offset the emissions we invested in accredited carbon offset projects, such as the [Envira Amazonia](#) project which prevents deforestation of the Amazon rainforest and protects biodiversity.

Our operations manager monitors our outbound emissions caused during B2B and B2C shipping.

According to the CO<sub>2</sub> calculator of Post NL, B2B, and B2C shipping caused 7,23 tons of CO<sub>2</sub> in 2019. All outbound shipping emissions of 2019 have been offset, by investing in a project that provides Indian households with [cleaner cook stoves](#). This means, 100% of our total shipping is carbon neutral.

## GREEN ENERGY

O My Bag's HQ and two stores in Amsterdam and The Hague run on 100% renewable energy. Our office and stores are powered by wind, water and solar power.

100%

of our office and stores run on renewable energy

100%

of shipping induced emissions are offset



# Materials

## ORGANIC COTTON & CANVAS

Did you know that organic cotton has a significantly lower CO<sub>2</sub> footprint than conventional cotton? Moreover, organic cotton cultivation has a 91% lower water consumption than conventional cotton.

The production of cotton accounts for 16% of worldwide pesticides use, although it only accounts for 2.5% of the agricultural land. This is why 100%

of all the cotton and canvas used for our bags is GOTS certified.

The Global Organic Textile Standard (GOTS) is the leading textile processing standard for organic fibers. It comprises both social as well as environmental criteria and includes every step of the supply chain. It has one of the strictest policies in regulating chemical use.

# 46%

of CO<sub>2</sub> is saved by using organic instead of conventional cotton



## PACKAGING

The cartons we use for B2C shipping are made out of recycled material and can again be recycled. Using recycled cardboard decreases the carbon footprint of our packaging by 66%. Additionally, our customers have the opportunity to opt for a reusable RePack. Since we started our collaboration with RePack, 1419 customers (of our own webshop) went for the sustainable packaging option. On average, 17% of our customers choose RePack.

Using RePack reduces the carbon footprint to 80% in comparison to standard disposable packaging, compared to recycled cardboard boxes the reduction is up to 15%. Besides, reusable packaging contributes to a circular economy and eliminates a lot of waste!

We are currently looking into other sustainable packaging options and compare their impact with the materials we are using so far.

# 66%

of carbon emissions related to our packaging avoided by using recycled materials

# Awareness & Transparency

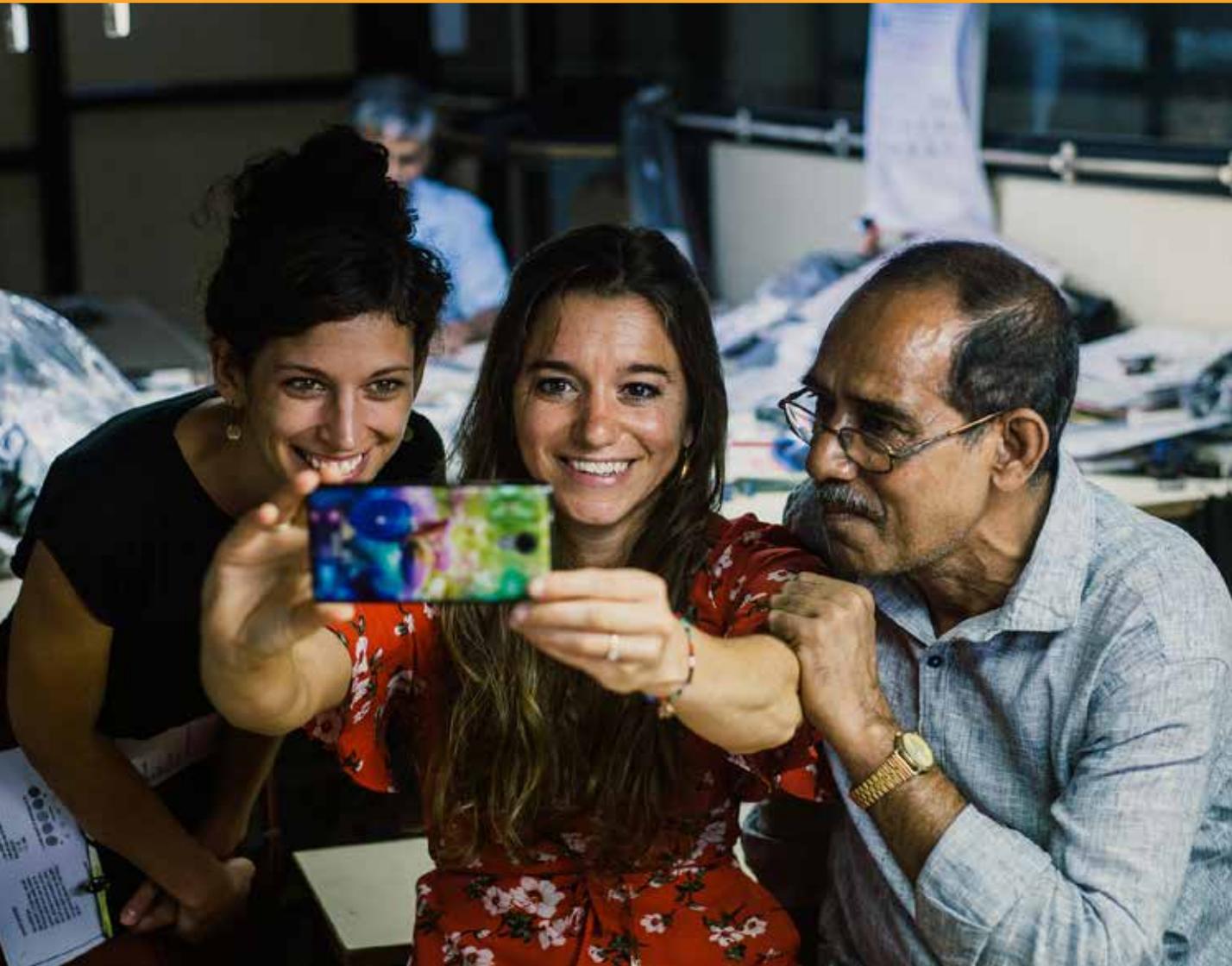
# 5

BUSINESS FOR GOOD

5.1

THE BIG PICTURE

5.2



# Business for Good

We are transparent about the production of our products. At our stores and on social media we show and tell as much of our story as possible. On our website we share elaborate profiles of our partner factories and products are linked to the factory they are made at. We show pictures of the facilities and share portraits of the people making our bags.

We raise awareness about the impact of fast fashion on one hand and the importance of sustainable fashion on the other, both in stores and online. We also share blog posts on more general topics regarding responsible consumption, for example on how to reduce plastic or how to have a capsule wardrobe.

8

blogs posted by  
 O My Bag on the topic  
 of sustainability in 2019

“I like my products like I like my people. Non-toxic.”

---

Aimee Raupp

“What you do makes a difference and you have to decide what kind of difference you want to make.”

---

Jane Goodall

“As consumers we have so much power to change the world by just being careful in what we buy.”

---

Emma Watson

6343

people reached by sustainability related Instagram posts in 2019

7.1K

new followers gained on Instagram in 2019

1.3K

page views on our sustainability-related blog posts in 2019

# The Big Picture

## OUR SUPPLY CHAIN

We work towards full supply chain transparency, which means we want to know exactly where and how the materials in our bags are produced. Step by step we will map our supply chain, go into more detail every time and get in touch with all the suppliers. We started collecting all available

information on our Tier 2 and Tier 3 suppliers. This continues to be one of our goals for 2020. It relates not only to the main materials of our bags - leather, cotton and canvas - but also to all other materials such as hardware, thread or dyes.



100%

traceability of Tier 1 suppliers

40%

traceability of Tier 2 suppliers

# Circularity

# 6

BUILT TO LAST	6.1
SECOND-HAND PROGRAM	6.2
CIRCULARITY ROADMAP	6.3

Fair fashion  
is the future



# Built to Last

O My Bag wants to contribute to a circular economy. We try to do our bit in tackling the problem of depleting resources and the accumulation of waste in a number of ways.

## CARE GUIDES

One of the most important characteristics of our bags is their durability - they get even prettier over time! Durability does not only mean the bag accompanies you longer and is worth its money, but also that it is more sustainable from an environmental perspective.

That is why we focus a lot on keeping the bags pretty and intact. In 2019, we launched our Care & Repair site, where we guide customers with explanations and videos on how to take care of their bags and repair small issues themselves.

# 7

Care booths at events organized by O My Bag in 2019



## REPAIRS

We offer to repair an O My Bag, whenever it is in need. Customers can simply bring their bags to our stores and pick them up once they have been repaired. Since not all customers live in the Netherlands and we want to avoid shipping back and forth across the globe, we started a project with local repair shops in Europe in 2019.

Customers can check if we have a collaboration with a repair shop close by and get the bag repaired there – for free! The goal is to make it as easy as possible for our customers while also keeping CO<sub>2</sub> emissions low. More to come on this project in 2020. Shops will be added continuously.

# 560

Happy customers received repairs on their O My Bag in 2019

# Second-hand Program

## OUR PRE-LOVED LIBRARY

Taste evolves and so it might happen that customers outgrow their bags or just don't use them often enough. Instead of discarding them, they can bring them back to us and we make sure they find a new loving owner.

We started the O My Bag online pre-loved library in 2019: second-hand bags are now available at the second-hand corner of our stores as well as on our website. They are also sold at our annual sample sales.

# 255

Bags saved from landfill with our second-hand library in 2019



# Circularity Roadmap

## 3

### BUSINESS & DESIGN

We are proud of what we have achieved so far, but we plan to do even better and include circularity into all steps of our value chain. That's why we took part in a three-day workshop about circular business models and

design. The result is a roadmap towards circularity, with both short and long term strategies and concrete steps we have to take within the coming months. This concerns mainly five areas.

○ My Bag HQ employees took part in circularity workshops in 2019



### END OF LIFE

We have to research the end of life scenarios for our bags and accessories. The results will feed back into our circularity strategy.

### COMMUNICATION

We will communicate clearly with our customers what we do and what they need to do (in relation to their O My Bag) in order to contribute to a circular economy. On top, we want to get their feedback and insights on topics such as the end of life of the bags.

### DURABILITY

We keep ensuring the high quality of our bags and make them easy to repair, so they will be used for a long time.

### CIRCULAR MATERIALS

We will work on the circularity of our materials. This includes looking into sourcing recycled cotton and canvas as well as recycled hardware. We will do more research on the biodegradability of our leathers and will set up a restricted substances list.

### DESIGN TO DISASSEMBLE

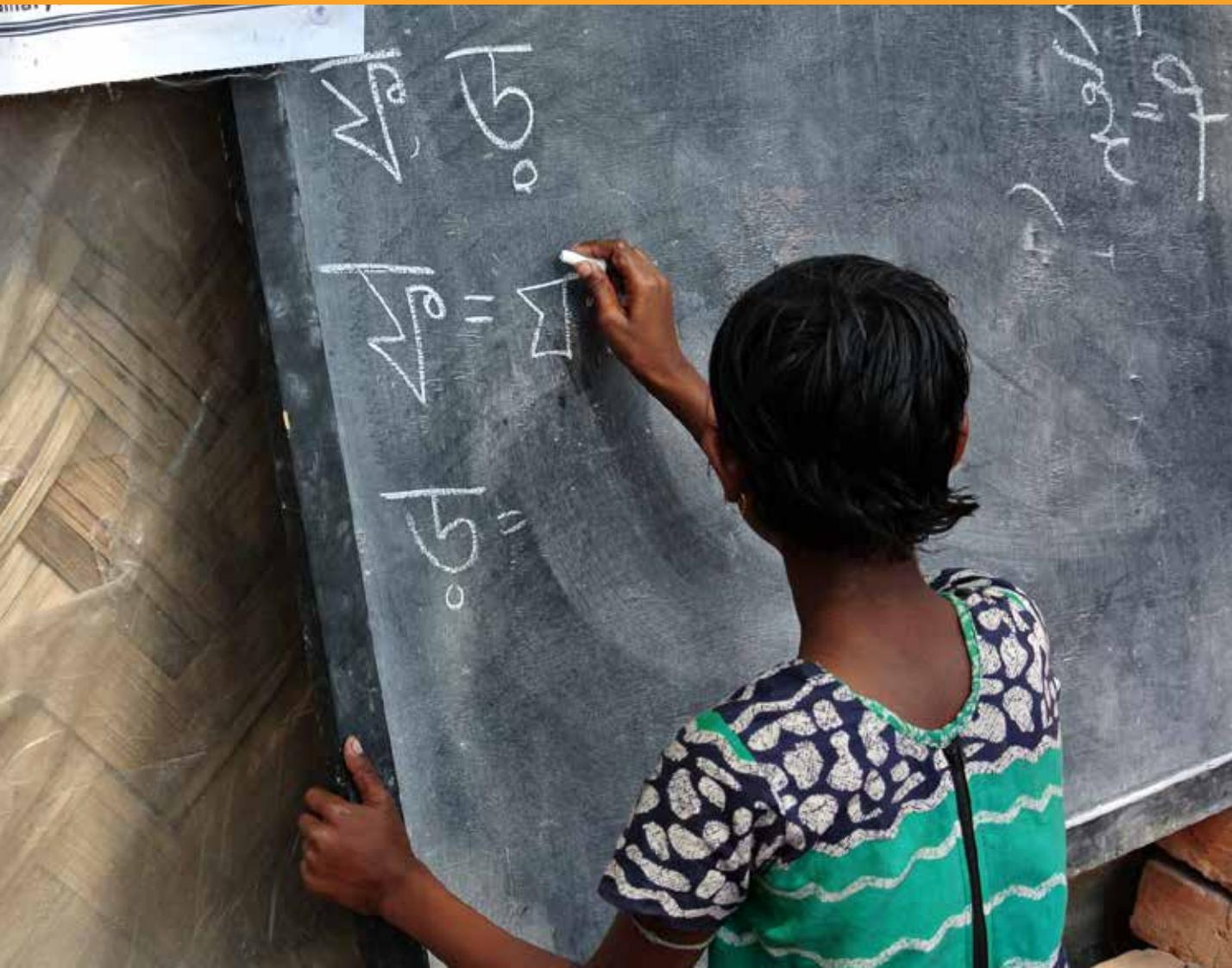
We will work on design for disassembly. We will start with designing a prototype (wallet) that can be stripped down into its individual components, so at the end of the product's life cycle, the different materials can be properly recycled or disposed of.

# Giving Back

# 7

SPECIAL PROJECTS

7.1



# Special Projects

As a brand we find it important to give back and support local projects in the larger communities where we produce, focusing on women empowerment or education. We want to invest in the community and its people instead

of only using it as a production area. That is why we donate a portion of our annual revenue each year. It is an additional method to ensure that a part of OMB's success also flows back into the local communities.

## BLACK FRIDAY FUND 2019

The total revenue from Black Friday 2019 went to the Brickfield Schools project, run by the Kolkata Mary Ward Social Center.

Throughout India, there are thousands of brickfields – open air factories where clay bricks are made by hand. Most of the workers are migrants who, with their children, spend up to eight months of the year in the dusty fields. During all this time, the children receive no formal education. The Brickfield Schools tackle this problem by providing education to the kids in open-air classrooms at the brickfields, thereby increasing their chances of a self-determined life. The curriculum of the schools is tailored to the context and needs of the migrant children.

When we visited Kolkata in September 2019, the Brickfield School staff told us they were lacking funding for three schools, which would mean not opening them this school year. O My Bag decided to use the Black Friday weekend to raise money to fund those schools. In this way, approximately 194 more children can receive education that otherwise wouldn't have had the opportunity to visit a Brickfield School this time.

Funding the three schools does not only entail school materials and food for the kids or the salaries of the teachers, but much more! Teachers receive several capacity building trainings and are supported by experienced staff of the Kolkata Mary Ward Social Center during the whole school year. A community mobilization program aims at creating awareness on the schools and convincing parents about the benefits of education. General health check ups and health awareness camps improve the health of the children. Moreover, some of the budget is used to help integrate the kids into normal schools in their home districts, which will open up many more opportunities for them. On top of this, some events such as the celebration of International Women's Day or Sport's Day create awareness on important topics in a fun way.

We aimed at a revenue of €15,000 and made €20,184. The additional €5,184 will be used to provide all Brickfield School children with a backpack and a school kit, including pencils and notebooks. We will repeat the successful project we did in 2017 in 2020!

## OUR FINAL RESULT

Goal 15K  
Achieved 20K+

Our goal was to reach € 15,000 revenue, meaning € 5,000 per school. We even exceeded this goal and ended up with a revenue of € 20,184.

This will fund 3 schools and the additional money will be used to buy the children bags and pencil cases.



School 1



School 2



School 3



Bags & pencil cases

Funded with the additional revenue

O MY BAG  
A M S T E R D A M

# Thank you

FOR YOUR ATTENTION & SUPPORT

If you have any questions or remarks  
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