

O MY BAG

A M S T E R D A M



Sustainability Report 2020



Foreword

Using business as a force for good is one of the main drivers at O My Bag. We are constantly striving to improve our processes to become a more conscious and sustainable business. This Sustainability Report is an important part of our transparency commitment and aims to provide detailed insights into our business impact in 2020. Reporting will serve as a tool to track our path towards sustainability, and to benchmark our progress both internally as well as externally.



Contents

FOREWORD	2	MATERIALS	24
AT THE HEART OF O MY BAG	4	Our materials	25
Our mission	5	Preferred materials strategy	26
Our core values	5	Animal welfare	27
Our big, hairy, audacious goal	5	Chemical impact	27
2020 in a nutshell	6	Recycled cotton	27
Our retailers	7	FROM INDIA TO YOU	28
Our collaborations	8	Logistics	29
Our stakeholders & materiality analysis	9	Carbon emissions	30
OUR VISION	10	Returns	35
Our 2025 Vision	11	Repairs	36
Our 2025 Roadmap	12	Packaging	37
The Sustainable Development Goals	13	Pre-Loved library	37
PRODUCTION	15	VALUING OUR PEOPLE	38
Traceability and transparency	16	O My Bag as a workplace	39
Our supply chain	17	Diversity	40
Our partner factories in India	18	Internal policies	40
The tanneries	19	O My Bag as a business partner	41
Certification	20	O My Bag's commitment as a buyer	41
Fairly produced	21	GIVING BACK	42
Living wages	22	Support during the pandemic	43
Partner training program	23	Green Friday fund	45
A clean tanning process	23	Shivam Pandey	45



1. At the heart of O My Bag

- Our mission
- Our core values
- Our big, hairy, audacious goal
- 2020 in a nutshell
- Our retailers
- Our collaborations
- Our stakeholders & materiality analysis

OUR MISSION

O My Bag was founded in 2011 as a social enterprise with the aim to not only be profitable, but also to give back by approaching business in a fair, environmentally friendly and responsible manner. By using business as a force for good we want to create a positive difference in the world - one bag at a time.

By supporting conscious trade, we can contribute to a better world with fair working environments, equal opportunities and respect for the environment.

OUR CORE VALUES

- ♥ Use business as a force for good
- 💡 Act without being told what to do
- ☺ Always be a pleasure to work with
- ★ Everything worth doing is worth doing right

OUR BIG, HAIRY, AUDACIOUS GOAL

In 2030, O My Bag is an internationally renowned bag and accessories label. We are known for our beautiful, timeless designs and also our social values.

We are available all over the world, from Tokyo to Shanghai, to Paris and London, and to New York and LA.

We have positively impacted 100.000 lives with our ethical supply chain and social projects.



2020 IN A NUTSHELL

- HQ in Amsterdam
- Stores in Amsterdam & The Hague¹
- All O My Bag's are produced in and around Kolkata, India
- 12 full time employees
- 2 part time employees
- 8 interns
- Average age: 28
- 12 different nationalities
- 95% women in the OMB team
- €2.700.000 net revenue
- 45.000 O My Bag products sold
- Available in 285 stores in 27 countries worldwide



12

full time employees

95%

of the OMB team are women

285

OMB is available in 285 stores

8

interns that support our team

¹We closed our store in The Hague in January 2021

OUR RETAILERS

Our products are sold in stores in **27** different countries across the world, **3** of which were added in 2020. These were Slovakia, Croatia and Luxemburg.

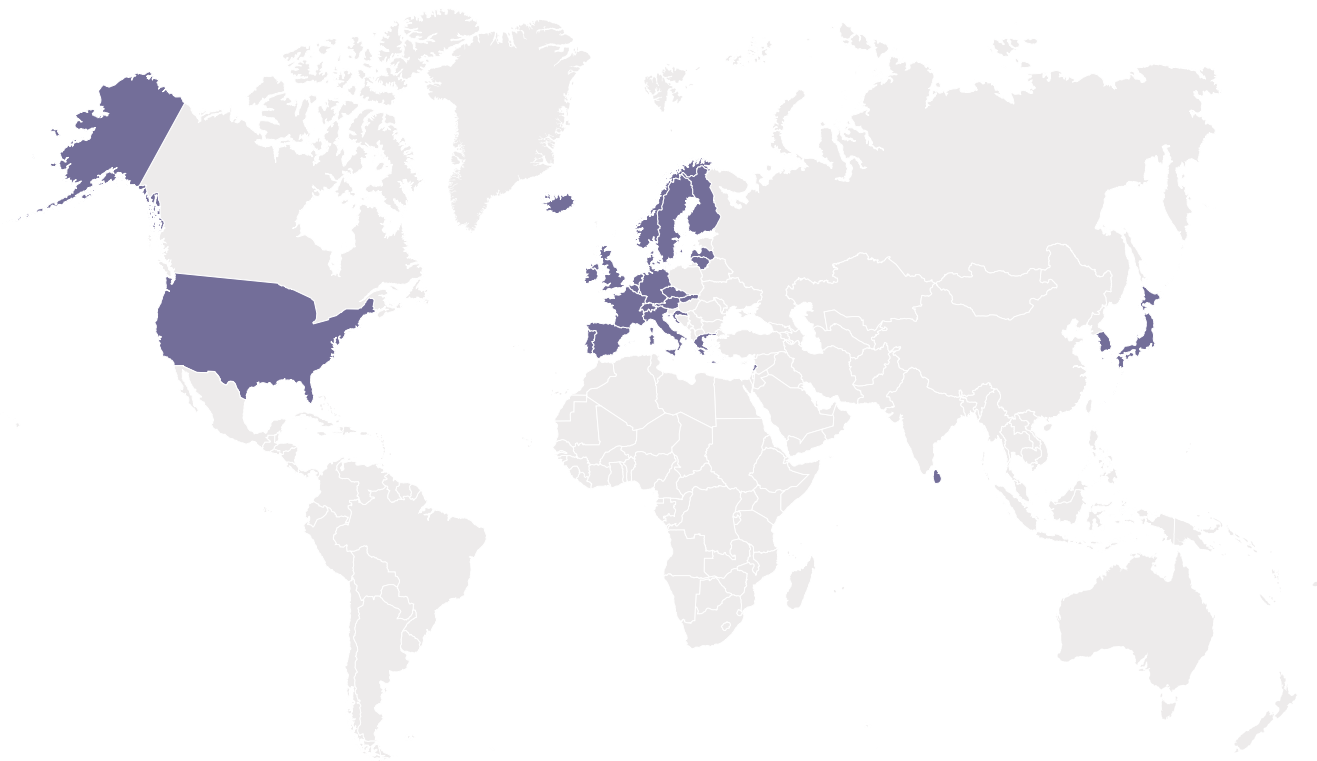
17 of the 27 markets (in which we are active) have grown in 2020 and we also added **28** new retailers to our collection in 2020, bringing our total number of retailers to **285**.

28

new active retailers
gained in 2020

27

countries are selling
our products



- The Netherlands
- Belgium
- Germany
- Japan
- Sweden
- Switzerland
- Denmark

- Czech Republic
- Finland
- Ireland
- Spain
- Austria
- France
- United States

- UK
- Iceland
- Greece
- Italy
- Korea
- Lithuania
- Lebanon

- Latvia
- Norway
- Portugal
- Slovakia
- Croatia
- Luxemburg

■ Retailer Locations

OUR COLLABORATIONS

In 2020, we joined forces with several organizations to scale up our sustainability efforts.



SUSTAINALIZE

Sustainalize is a Dutch strategic sustainability consultancy firm. They helped us to calculate our environmental footprint and created a tool we can use to model our impact in the coming years. We now have a Carbon Footprint Report and a Life Cycle Analysis Report (LCA).



DUTCH AGREEMENT ON SUSTAINABLE GARMENTS AND TEXTILE

We signed the Agreement on Sustainable Garments & Textile of the Dutch Social and Economic Council (SER) to formalize and strengthen our commitment to people and the planet. The Agreement works on 9 key themes, as detailed below, and our aim is to learn more about the associated risks, how to mitigate them, and then drive positive impact.

KEY THEMES OF THE AGREEMENT:

- Discrimination and gender
- Child labor
- Forced labor
- Freedom of association
- Living wage
- Health and safety in the workplace
- Raw materials
- Water pollution and use of chemicals, water and energy
- Animal welfare



B CORP

B Corp is an internationally renowned certification for companies that use business as a force for good. We work hard on our policies and processes to attain enough points to make a significant impression and get B Corp certified. We submitted our application for certification in October 2020, and hope to become officially certified in 2021.



RAINBOW COLLECTION

Rainbow Collection is a creative agency for impact strategies. They advised us on how to implement a living wage in our supply chain.



OUR STAKEHOLDERS AND THE MATERIALITY MATRIX

In 2020 we conducted our first Materiality Analysis for confirmation that we are setting the right priorities. We assessed what our most significant impacts on society and the environment are, and received valuable feedback on the topics that matter most to our stakeholders.

The Materiality Matrix was developed in numerous stages. We consulted sustainability and sector experts, conducted several stakeholder surveys, and held an internal workshop. In total, we received 569 responses to the surveys. The results are depicted in the matrix above.

The y-axis depicts the importance of topics to our stakeholders, while the x-axis shows O My Bag’s impact. All issues are hence positioned relative to both stakeholder interest and business impact, with the results indicating that many issues are closely intertwined. Changes in one area can have an impact on others, and therefore should not be viewed in isolation but rather as an interconnected whole. Being well informed about these topics helps to align our sustainability strategy and management in terms of setting priorities and allocating resources.

The information also helps us identify issues where we need to better communicate and inform our O My Bag fans, suppliers, team and retailers. Accordingly, the findings of the matrix have been incorporated in the structure of this report.



2. Our Vision

Our 2025 Vision

Our 2025 Roadmap

The Sustainable Development Goals

OUR 2025 VISION

We at O My Bag envision a world where people and the planet prosper in harmony. The following goals help us to realize this vision towards 2025 and guide us in our day to day work.



OUR ROADMAP TO 2025 IN MORE DETAIL

FAIRLY MADE

LIVING WAGE

- Implement living wages in our supply chain.
- Pay a true price for our products that accounts for living wages.

WOMEN EMPOWERMENT

- Encourage employment for women.
- Help increase positions at our partner factories that are held by women to 30%.

TRAININGS

- Set up a long-term training program for employees of each of our tier 1 partner factories, based on their needs and interests.
- Co-set up a factory in Kolkata run by and for women by 2025.

FAIR PURCHASING

- Improve our buying practices in relation to forecasting, placing orders, clear communication and more.

SOCIAL PROJECTS

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

ECO-FRIENDLY

CARBON EMISSIONS

- Calculate our environmental impact yearly.
- Minimise CO₂ emissions wherever possible, by using more low impact materials and packaging, and transportation.
- Be carbon neutral by offsetting remaining emissions.

ENERGY USE

- Minimize energy use in own operations.
- Continue using 100% renewable electricity at HQ and stores.

SHIPPING

- Increase sea shipments to 20% in 2021.

LOW IMPACT MATERIALS

- Reduce environmental product footprint by 20%.
- Increase the use of low impact materials in all OMB products, for example recycled polyester or organic cotton for thread and organic cotton for zippers.

TRACEABILITY

- Achieve 100% traceability of our key components from tier 1, 2 and 3 suppliers.¹

CIRCULARITY

- Increase the circularity of O My Bag's business model and its products, by:
 - Ensuring the high quality and longevity of products.
 - Ensuring easy repairability of bags.
 - Promoting Pre-loved and grow the number of re-used bags.
 - Increasing recyclability and biodegradability of materials.

AWARENESS

INCREASED TRANSPARENCY

- Be honest and transparent about environmental impacts, share reduction targets and report on progress.
- Share progress on social impact and be open about challenges.
- Publish our annual sustainability report.

B CORP

- Become a certified B Corp to demonstrate achievements, track performance and improve over time.

INSPIRE OTHERS

- Participate in over 20 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 from Tokyo to Paris and from London to New York.
- Increase our reach and visibility on Instagram to 500k followers, and communicate and create more engagement around our sustainability story.

¹More information about these tier 1, 2 and 3 suppliers in chapter 3

THE SUSTAINABLE DEVELOPMENT GOALS

To better target and push our positive impact, we have aligned our goals to the 2030 Agenda for Sustainable Development of the United Nations (UN). It includes 17 Sustainable Development Goals (SDGs) that are interconnected and focus on people, planet, prosperity, peace and partnership. The SDGs 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.



NO POVERTY

At this moment, all artisans working on our bags make a fair wage that aligns with the minimum wage for their occupation. But in our supply chain we want to go a step further. We strive for living wages and we support initiatives such as GOTS who promote the same values.



ZERO HUNGER

Fair wages and especially living wages reduce the risk of poverty and hunger.



GOOD HEALTH AND WELL-BEING

Healthy and safe working conditions for workers are a top priority for us at O My Bag. It is assured by SA8000 and WFTO certifications, and backed by semi-annual visits where we can see the work environment ourselves.



QUALITY EDUCATION

When workers within our supply chain receive fair wages, they are able to send their kids to school. In addition, we have supported the Brickfield School project over the past years, which brings education to disadvantaged kids.



GENDER EQUALITY

Empowering women is a top priority for us. It is an important topic in our Code of Conduct and any form of discrimination will not be tolerated. We encourage our suppliers to promote qualified women to higher positions and we have funded gender equality training at our suppliers for development and motivation.



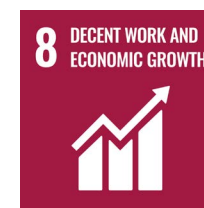
CLEAN WATER AND SANITATION

Responsible water management is part of our Code of Conduct. We only work with tanneries that ensure proper waste water treatment. In a social context, we also support the Kolkata Mary Ward Social Center that has helped improve sanitation and (menstrual) hygiene.



AFFORDABLE AND CLEAN ENERGY

We support the energy transition by purchasing local renewable electricity for our office and stores.



DECENT WORK AND ECONOMIC GROWTH

Labor rights and decent work for employees in our supply chain are key parts of our Code of Conduct. We do not tolerate forced labor, modern slavery or human trafficking, and we work together with our suppliers to ensure decent jobs and working conditions for both men and women.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



INDUSTRY INNOVATIONS AND INFRASTRUCTURE

Working conditions in Kolkata are poor so in 2011 we decided to produce in India to facilitate positive change in the country. We connect smaller businesses and disadvantaged workers to the global market. With our demand for fairly made products using lower impact materials, we hope to stimulate innovation and sustainable change within the industry.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



RESPONSIBLE CONSUMPTION AND PRODUCTION

Our goal is to offer our customers fairer and less impactful product alternatives, so they can make conscious and better purchasing decisions. Leather is a very durable material; when produced responsibly, we believe it is an eco friendly product. Since 2019, we also offer pre-loved O My Bags.

15 LIFE
ON LAND



LIFE ON LAND

We only work with eco-leather, we have a Restricted Substances List, and we are working on more stringent solutions to ensure no harmful chemicals are used in our supply chains that can endanger the planet and life on land.

10 REDUCED
INEQUALITIES



REDUCE INEQUALITIES

O My Bag is an equal opportunity employer and we do not discriminate on the basis of gender, sexual orientation, religion, marital status, race or any other reason. In 2020, we focused on minimizing discrimination within our hiring process for the HQ team. Non-discrimination is part of our Code of Conduct and we work with suppliers who also promote equality and inclusion.

13 CLIMATE
ACTION



CLIMATE ACTION

We measure our carbon footprint, set reduction goals for the coming years, and compensate for any remaining emissions emitted by our business.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



PEACE, JUSTICE, AND STRONG INSTITUTIONS

We do not engage with or tolerate corruption, bribery and discrimination.

11 SUSTAINABLE CITIES
AND COMMUNITIES



SUSTAINABLE CITIES AND COMMUNITIES

With the conscious decision to produce in India, we hope to contribute to sustainable development of the country and especially of the communities around the area of Kolkata. We support sustainable production techniques that reduce pollution and have a lesser negative impact on the living environment.

14 LIFE
BELOW WATER



LIFE BELOW WATER

We actively avoid and (as a last resort) minimise harmful substances wherever possible, we check for strict waste water management at the tanners, and use lower impact materials in all our products and packaging to ensure we do not pollute oceans.

17 PARTNERSHIPS
FOR THE GOALS



PARTNERSHIPS FOR THE GOALS

We actively collaborate with other organizations to promote a sustainable leather and apparel sector. Exchanging experiences and creating synergistic relationships is crucial and part of our strategy.



3. Production

Traceability and transparency

Our supply chain

Our partner factories in India

The tanneries

Certification

Fairly produced

Living wages

Partner training program

A clean tanning process

TRACEABILITY AND TRANSPARENCY AT O MY BAG

TRACEABILITY

At O My Bag, we aim for full traceability of all components of our products. It is important for us to know exactly where, how, and by whom all components of our bags are made. Knowing that, we can take responsibility and ensure there will not be any harmful working conditions or environmental damage in our supply chain. Mapping the entire supply chain is not an easy process though, as a lot of smaller resellers are involved. We still have a long way to go, but we are moving in the right direction.

We are in the process of mapping our supply chain, which means we are engaging with direct suppliers to discover all our indirect suppliers: their suppliers up until the start of the chain, for example the cotton field. Our goal is to get an overview and understanding of our complete supply chain, with priority for high risk components like leather, fabric and/or zippers. In 2020 we have been in touch with our direct suppliers (tier 1), and most

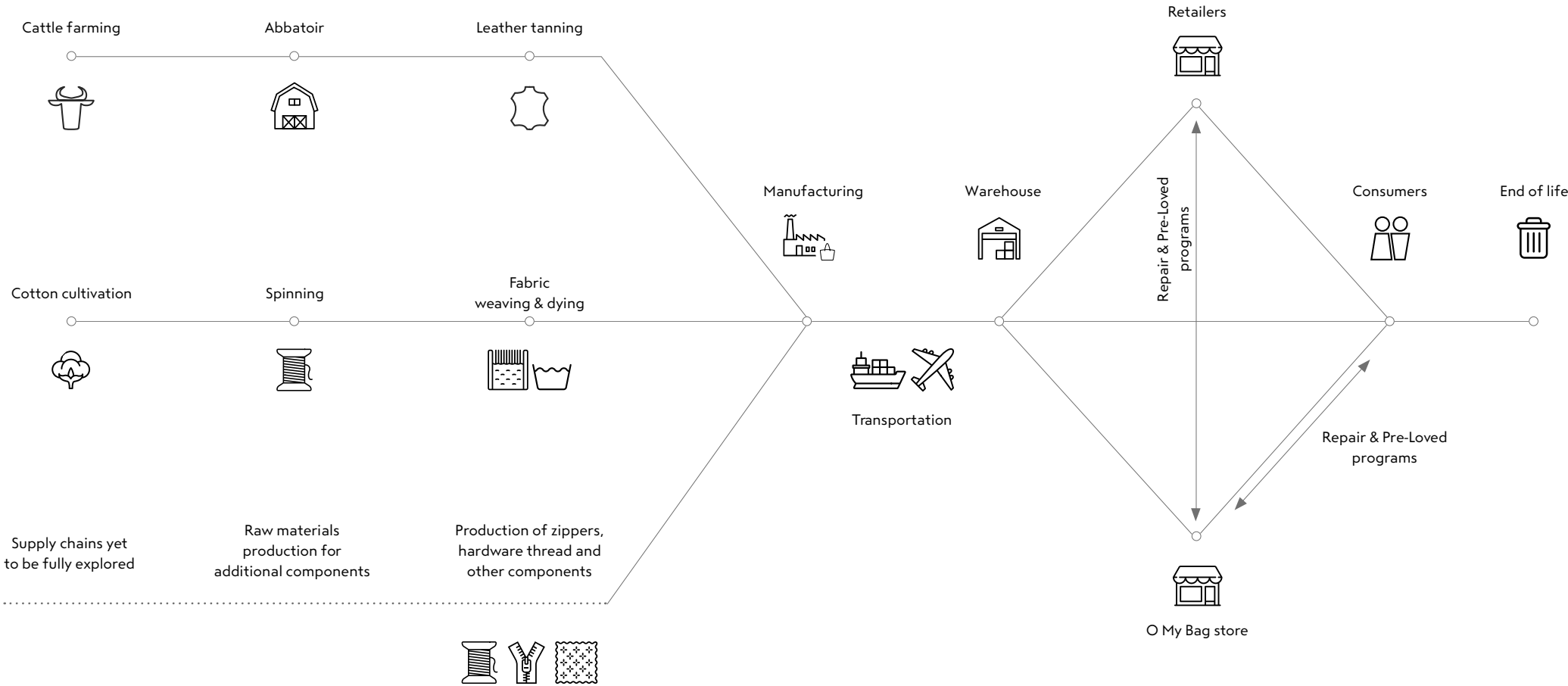
of their suppliers (tier 2). That equates to 100% traceability on tier 1 suppliers, 87% traceability on tier 2, and 16% traceability on tier 3. Tier 2 includes the suppliers of leather, fabric lining, dust bags, webbing straps, thread and zippers, woven labels, hang tags and some hardware. For some components further along the supply chain we have greater insight into their origins, yet knowledge on tier 3 suppliers and beyond is still limited. We are on it.

TRANSPARENCY

Transparency means that during the process of mapping our supply chain, tracing materials, lowering environmental impact and scaling up positive change, we will openly share all the highs and lows we encounter. We are taking you with us on our sustainability journey, and plan to inform you about our progress along the way. This report is part of our shared journey with you.



OUR SUPPLY CHAIN



OUR PARTNER FACTORIES IN INDIA

We work with four tier 1 suppliers who manufacture all our products in Kolkata, India. All of them share our company values and care about their employees. In 2010, O My Bag founder and CEO, Paulien, made the conscious decision to manufacture in India to promote fair trade and sustainable practices within the leather industry. Our aim was, and still is, to create fair jobs in India that provide families with a sustainable livelihood through meaningful work. In 2020, 850 fair jobs were provided at O My Bag's partners in India. This includes the group of ladies who make our dustbags.

Being fully transparent means also sharing things that did not go as well as planned. In 2020 we decided to not place any new orders with Mapletree. The reason for this was because they did not take the necessary steps to obtain the SA8000 certificate. We had many discussions with Mapletree, gave them a deadline become certified, changed that deadline several times and also explained to them that the consequence is that we cannot place orders. However, this did not mean that we decided to leave them behind. We are critical about the producers we work with and take our long term relationships with them seriously. Therefore, we followed Mapletree closely in the course of 2020 and when they received the certification in 2021, we began working with them again.



EQUITABLE MARKETING ASSOCIATION (EMA)

Baruipur, India

- A partner since 2010
- Guaranteed Member of WFTO
- 139 employees



STC

Kolkata, India

- A partner since 2015
- SA8000 certified
- 500 employees



SPRINGFIELD

Kolkata, India

- A partner since 2015
- SA8000 certified
- 77 employees



MAPLETREE

Kolkata, India

- A partner since 2019
- On the way to SA8000 certification*
- 120 employees

* Officially certified in May 2021

THE TANNERIES

Our manufacturing partners in Kolkata are required to source leather solely from our nominated and approved tanneries (tier 2), which we have selected very carefully beforehand. We frequently visit the tanneries to see how the environmental impacts and the health and safety of the workers are dealt with.



SHEONG SHI TANNERY

Kolkata, India

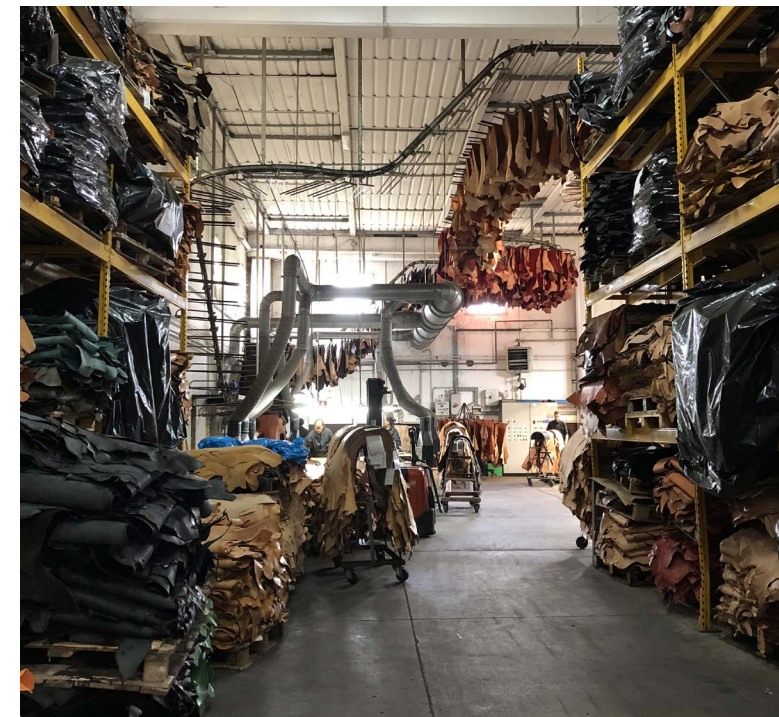
- Making our eco-leather since the beginning in 2011
- Environmentally conscious & innovative, completed the LWG Tannery of the Future audit



CONCERIA NUOVA GRENOBLE

Ponte a Egola, Italy

- A partner since 2015
- LWG silver rated



CERTIFICATION

Certifications are vital to ensure companies and suppliers reach a minimum standard of ethical and/or environmental requirements. To minimize our social risks, we work with manufacturing partners who are, or are on their way to becoming, SA8000 certified, a Guaranteed Member of the World Fair Trade Organization, or that can present an equivalent certificate. We require all our tier 1 suppliers to be certified, but want to improve even beyond these certifications

SA8000

The SA8000 Standard is the leading global social certification program. It provides a holistic framework that allows organisations to demonstrate their commitment to the ethical and fair treatment of workers based on internationally recognised standards. The elements of the standard include: child labor, forced or compulsory labor, health and safety, freedom of association & right to collective bargaining, discrimination, disciplinary practices, working hours, remuneration, and management systems.

WFTO

The World Fair Trade Organization (WFTO) is the worldwide community and verifier of social enterprises that focuses on fair trade and social entrepreneurship across 76 countries. To qualify as a WFTO member, an enterprise or organisation must demonstrate that they prioritize people and the planet in everything they do. Its Guarantee System puts the interests of workers, farmers and artisans first, and through peer-reviews and independent audits, WFTO verifies members are fully practicing the 10 Principles of Fair Trade throughout their business and supply chains.

GOTS

Global Organic Textile Standard (GOTS) is the leading textile processing certification standard for organic fibres globally. It includes stringent ecological and social criteria, with full transparency along the entire supply chain confirmed through independent third-party certification. Using GOTS certified materials ensures the validity of sustainable and ethical organic fibres and yarns to consumers and suppliers worldwide.

LWG

Leather Working Group (LWG) is a non-profit organisation that works to provide best environmental practices in the leather industry while working with the UN Sustainable Development Goals. LWG works with representative multi-stakeholders including audited members, leather suppliers and manufacturers, technical advisors, traders and brands. The goal of the LWG is to improve the environmental performance of the leather industry by evaluating and certifying leather manufacturers.



FAIRLY PRODUCED

Having good relationships with our suppliers is very important to us. Respect and honesty build the foundation of these relationships, and regular, open communication is vital. We visit our suppliers at least twice a year and are in touch with them on a near daily basis. In 2020 we travelled to India in the first half of the year, and luckily were able to switch to online communication and thereby maintain good working relationships with all suppliers. Both parties benefit from healthy long-term relationships, which is essential for good business. Our average collaboration time is around 5,5 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 we only recently started a business relationship with.

Our focus has been on further improving our buying practices, promoting living wages, and capacity building. We prioritize these topics because working on them addresses several supply chain risks simultaneously. By choosing to produce in India, we face different social and environmental risks in comparison to production in Europe. We see these risks as an opportunity

for reform, and we strive to avoid or minimize potential risk wherever possible, rather than ignoring the issues and moving production elsewhere. These risks often stem from and are exacerbated through unfair working practices. The main social risks within the garment and leather industry in India are: child and forced labor, discrimination, low wages, excessive working hours, and unsafe working conditions. The environmental issues include soil or groundwater contamination, emitting of greenhouse gases, inhumane treatment of animals, and biodiversity loss. We regularly assess and prioritize risks in our supply chain based on severity, likelihood, and our leverage.

In 2020, O My Bag signed the Dutch Agreement on Sustainable Garments and Textile to strengthen our commitment regarding due diligence, to learn from others, and to continuously do better over time. We assess and minimize our social risks through our Supplier Code of Conduct and fair buying practices. It enables us to build long-term professional business relationships with a foundation of trust and respect, to structure regular on-site visits and annual surveys for both the factory and workers. Most importantly, it helps us assess the workers' wellbeing.

LIVING WAGES

We promote living wages in our supply chain in line with our commitment to fair and responsible employment. All artisans making our bags earn either the local minimum wage or above. Although locally this is acceptable, we want more for the artisans. A living wage can have a positive influence on the decisions workers make about health, food, family, safety, and their future, and for those reasons we believe that as a company we are obligated to work towards providing a living wage for all workers.

In 2020, we partnered with Rainbow Collection to strategize how O My Bag can promote living wages in our supply chain. We tried to set up a pilot project in 2020, but learned that it was more complex than initially expected. For example, a living wage can be different for somebody living in a city compared to someone living in a rural area. It can also change per year, depending on external factors e.g the price of food. So the project needs additional time and dialogue with our Indian partners.

This is why we will proceed in 2021, draw on our lessons learned, and also get an experienced local consultant on board who can provide advice on practical matters such as legal requirements.

A living wage is the wage that an artisan in a particular city or region receives for a standard working week. This is sufficient to enable the employee and his/her family to provide a decent standard of living, including nutritious food, utilities, housing, education, health care, transport, clothing and other essential needs, as well as savings for unexpected events.



PARTNER TRAINING PROGRAM

Providing training for the workforce for capacity building at the production sites is part of our 2025 Roadmap. In February 2020 we organized two training sessions at our partner factory EMA during Paulien's and Jessica's visit to Kolkata. In total, 22 artisans participated in these training sessions. One training covered the topic of quality control, and the second addressed women empowerment, self-care and home economics.

The topics of the two trainings were suggested by EMA, and were based on the needs the workers of their factory had expressed to them. The trainings were well received by the workers, and we will take the learnings with us when we set up a long-term training program in 2021.

The program will again be based on the needs and interests of the workers which will be identified beforehand through a survey. We work with a local partner who is familiar with the cultural context, customs and the local languages to assist us in collecting relevant and specific data and also in performing the training.

A CLEAN TANNING PROCESS

Tanning is the process of treating skins and hides of animals to produce leather. A tannery is the place where the skins are processed. The main criteria that we focus on when selecting tanneries are high standards of chemical management and wastewater treatment. We have a Restricted Substance List (RSL) to ensure that hazardous chemicals are excluded from all our end products. To verify that our requirements are met, the leather has been tested by independent laboratories that replace any hazardous chemicals with a combination of harmless synthetic tanning agents and natural vegetable extracts.

In a water-scarcity prone country like India, water management is essential. To save fresh water, Sheong Shi tannery uses rainwater collected during the monsoon season. This accounts for 20% of the water used during the tanning process. 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.





4. Materials

- Our materials
- Preferred materials strategy
- Animal welfare
- Chemical impact
- Recycled cotton

OUR MATERIALS

Our primary material is eco-leather. We believe that using environmentally-friendly tanned leather is currently the most sustainable option to produce bags that can be used for a lifetime. Hides and skins are a by-product of the meat and dairy industry. Transforming the un-needed hides and skins into leather that can then be used in other ways is the best use for these industry by-products. Leather is a high quality material that is very durable and – unlike other materials – becomes more beautiful over time. We therefore think it is a sustainable choice when treated with care and used for a long time.

The leather industry faces many challenges in terms of environmental impact, traceability and animal welfare. To reduce the chemical usage during production, we mainly work with chrome-free leather at O My Bag. The tanneries that we work with make cow leathers, and the majority is either vegetable tanned or wet white tanned. For our suede leathers (which is split cow leather) to have the strength and durability of regular leathers, they have to be chromium tanned.

In 2020 we visited a LWG gold rated tannery in the South of India to explore goat hides as an alternative for our suede that doesn't require splitting the leather due to its existing thickness. Although it can be tanned chromium free, it doesn't offer the same look, price or other factors that we take into account in production. Finding a chrome-free alternative to our suede is currently at the top of our agenda.



Material	Sustainable Materials			Non Sustainable Materials	Do Not Use
	Class 1	Class 2	Class 3		
Leather	Certified vegetable tanned leather	Certified chrome-free tanned leather (wet white)	Sheong Shi chrome-free leather	Vegetable/ chrome-free tanned leather. Not certified. Chrome-tanned leather, LWG gold rated	Chrome-tanned leather without any certification
Fabrics	Certified recycled cotton *virgin cotton share: certified organic TENCEL™ Lyocell	Certified organic cotton, traceability to the farm level Certified recycled polyester	Organic linen Organic jute	Conventional cotton	Virgin polyester
Zippers	Certified recycled cotton zippers Certified recycled polyester zippers	Certified organic cotton zippers	Conventional cotton or polyester zipper, certified	Conventional cotton or polyester zippers, no certification	
Thread	Certified recycled polyester thread	Certified organic cotton thread		Virgin polyester thread	

Based on the Higg Material Sustainability Index (environmental footprint) and the Sustainable Material Guide of Modint.

Additional criteria:

- Durability
- Circularity: biobased, recycled, recyclable, biodegradable. Mono-materials are preferred.

Certifications: we rely on various certifications, since they ensure content or manufacturing processes of a material are as sustainable as possible and hazardous chemicals are avoided. These are mainly: LWG, GOTS, GRS, Oeko-Tex 100 and Bluesign.

PREFERRED MATERIALS STRATEGY

○ My Bag produces timeless high quality products. Ensuring the longevity and durability of our bags is critical in our design process. We strive towards sustainable, low impact materials. To facilitate the process of increasing the amount of low impact materials in our products over the long-term, in 2020 we introduced the ○ My Bag Preferred Material Matrix. In this matrix we visualize the materials we prefer to work with.

The matrix is based on different benchmarks, such as the Higg Material Sustainability Index, the Sustainable Material Guide from Modint, the Made-By Environmental Benchmark for Fibres, as well as first-hand insights from our Life Cycle

Assessment (LCA)¹ conducted in 2020. Additionally, we took criteria like durability and circularity into account. It is a live document and we will keep it up to date as we get new insights.

The matrix is split into three main sustainable categories highlighted in green, a non-sustainable category, and a restricted materials category to minimise and move away from the most detrimental options. ○ My Bag is working towards using only Class 1 and 2 materials for every component. We realize, however, that this will be a slower process for smaller components such as hardware and internal reinforcements.

The matrix informs and guides design decisions and is the base of our Sourcing Guidelines for suppliers. The Sourcing Guidelines for suppliers is an actual document that lists nominated component suppliers that we selected, and all requirements related to material composition or certifications. We share this document with our suppliers, discuss it with them and ask for their suggestions. This aims to create more clarity for our tier 1 suppliers and supports them in making sustainable sourcing decisions. Simultaneously to increasing the share of lower impact materials, we at ○ My Bag are also increasing our transparency and traceability along the supply chain.

¹ See chapter 5 for more information about the LCA

ANIMAL WELFARE

Our long-term goal is to trace the animal hides of our leather back to the farm level. We want to make sure all animals are decently treated. We are in the final stages of setting up our O My Bag Animal Welfare Guidelines based on the Five Freedoms of animal welfare, and are working on a concrete strategy to implement them.



CHEMICAL IMPACT

Our suppliers have to adhere to the general requirements of the REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) regulation of the European Union, which was passed to protect human health and the environment. To minimize risks, we additionally work with a Restricted Substance List (RSL) that goes beyond REACH. The RSL lists limits of the substances that can stay behind in our end product and independent laboratories test our leather products for those substances. If we start working with new tanneries, we will ask them to participate in these tests too.

In the future, we want to establish a Manufacturing Restricted Substance List (MRSL). It will list the limits for contents in chemicals that are allowed to be used in the production process. This will tackle the issue of chemical contamination at the root; what is not used in the production process cannot leak into the environment nor products and therefore harm people.

RECYCLED COTTON

All cotton we use is GOTS certified. In 2020, we prioritized switching to recycled cotton fabric for our signature lining as a first step in lowering our materials impact, with orders for recycled lining having already been placed. Avoiding or minimising the use of virgin fibres and increasing the use of recycled fibres significantly lowers a product's environmental impact - especially from water usage in the cultivation phase of cotton production. It isn't industrially feasible to have 100% recycled cotton yet, but in order to start the process in 2020 we have decided to work with a blend of 30% recycled cotton and 70% virgin organic cotton.

From 2021, this cotton is used in the production of our bags and accessories. As innovative improvements are made, we will work towards increasing the percentage of recycled cotton to reduce our impact even more. We have ensured all orders of webbing straps will use only organic dyes and consist of GOTS certified cotton.





5. From India to you

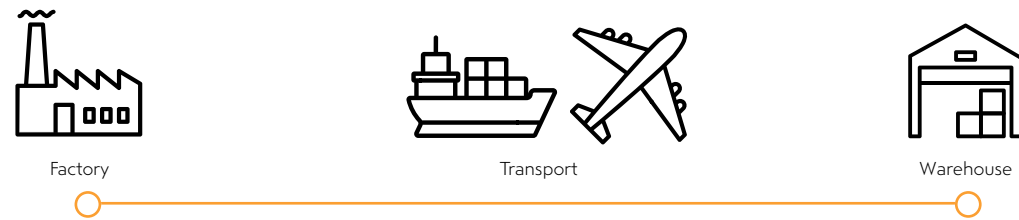
Logistics
Carbon emissions
Returns
Packaging
Repairs
Pre-Loved library

LOGISTICS

In 2020, we have put more focus on our logistical processes and worked on several improvements, as well as making big plans for 2021 on how to become even more sustainable.

Matters that fall under logistics at O My Bag are:

- Shipping from India to our warehouse in The Netherlands (inbound shipping)
- Shipping from our warehouse to our customers (outbound shipping)
- The process of items being returned to us by customers
- Packaging of our products



INBOUND SHIPPING



OUTBOUND SHIPPING



RETURNS PROCESS



PACKAGING PROCESS

INBOUND SHIPPING

For our inbound shipping we are always balancing different interests. We want to receive our products as soon as possible, but we also want to have the smallest possible impact on the environment when shipping our products.

In 2020, we shipped 6% of our shipments via sea (based on actual weight shipped). In 2021 we want to increase the share of sea shipments to 20% because it has a significantly lower negative impact on the environment. Unfortunately, shipping by sea adds some complexity to our supply chain. This includes longer lead times or a higher risk of mold, especially during monsoon season. We have been busy improving our forecasting, so that we are able to order our products on time for them to be shipped by sea.

In 2019, forecasting was done based on our goal to increase sea shipments. The unexpected 2020 lockdowns across the world impacted different stages of our supply chain. Often, we were waiting for a long time to receive stock. Therefore, we had to opt for a higher number of air shipments in 2020 than originally planned, in order to have stock available for our customers and retailers, as well as continuous work for our producers.

OUTBOUND SHIPPING

As our biggest sales markets are the Netherlands and nearby countries, we ship most of our outbound shipments via truck. In 2020 only 5% of our outbound shipping volume was shipped via air. Nevertheless, these few air shipments account for about 90% of the CO2 emissions of our total outbound shipments.

SEA VS. AIR SHIPPING

	SEA	AIR
DURATION	Takes up to 4 months	Only takes a few days
CO2 EMISSION	0.09 ton CO2 per 1000kg	6,36 ton CO2 per 1000kg



6%

SEA SHIPMENTS
ACHIEVED IN 2020



20%

SEA SHIPMENTS
GOAL FOR 2021

IN 2020, O MY BAG EMITTED 280 TONS OF CO₂ WHICH EQUALS:



85

RETURN FLIGHTS FROM AMSTERDAM TO NEW YORK CITY

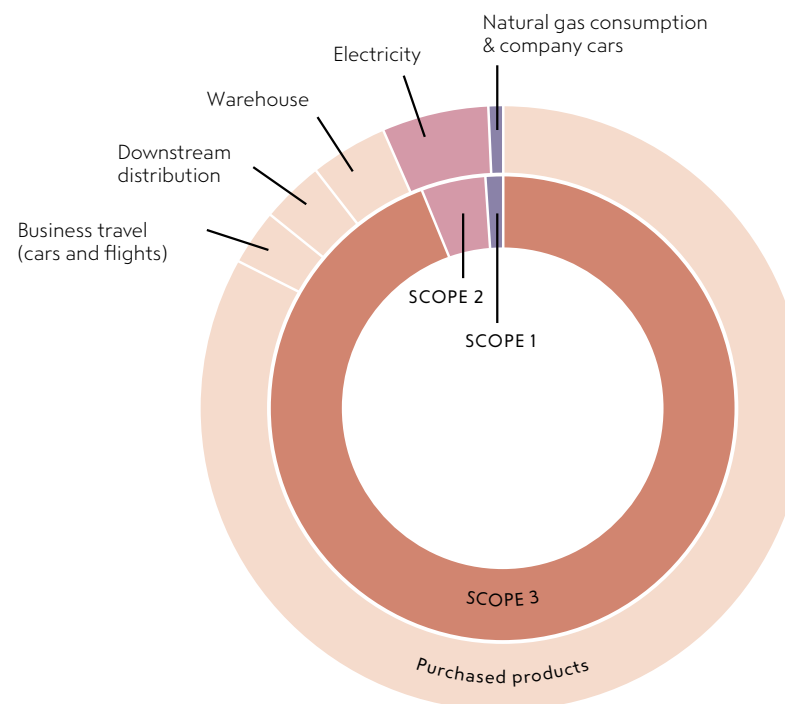
Scope	Emission Source	Tons CO ₂ -eq	Share
Scope 1	Natural gas consumption	0,143	0,05%
	Company cars	0,304	0,11%
Scope 2	Electricity	15,520	5,53%
Scope 3	Business travel (flights)	4,919	1,75%
	Business travel (car)	1,330	0,47%
	Warehouse	6,024	2,15%
	Purchased products	247,157	88,14%
	Downstream distribution	5,030	1,79%
TOTAL		280,426	100,00%

CARBON EMISSIONS

In 2020 our total carbon footprint was 280 tons of CO₂. This equals 85 return flights from Amsterdam to New York City.

We account for Scope 1, 2 and 3 emissions. Scope 1 includes all our direct emissions from company-owned and controlled resources and scope 2 refers to indirect emissions from purchased electricity for O My Bag. Scope 3 emissions are all other indirect emissions from O My Bag's activities, covering emissions associated with business travel, waste, water and procurement. This third scope also covers the emissions occurring along our supply chain, from raw materials to final product manufacturing, as well as the transport of components between suppliers and the shipment of the final product to The Netherlands as well as to customers.

Our biggest source of carbon emissions relates to Scope 3, meaning the production of our products.





2020 was a special year for our climate commitment. For the very first time we calculated our actual carbon footprint. To do so, we teamed up with consultancy firm Sustainalize. With their help, we set up a calculation tool, gathered data and calculated business emissions for 2019, which served as our baseline year.

We used the tool to calculate emissions for 2020. The results for Scope 1 and 2 are accurate. Results for scope 3 are estimates because they are based on a mix of primary, but mainly secondary data and industry averages. Moreover, results for the scope 3 category 'purchased products' are extrapolated from two bestseller bags that are deemed highly representative of our total collection.

More research is still needed regarding the use phase and end of life phase of our products. Due to the uncertainty of these

unknown life cycle stages, they have not been included in the study at this point in time, and their impact is not yet included in our carbon footprint. We plan to include these stages in the future.

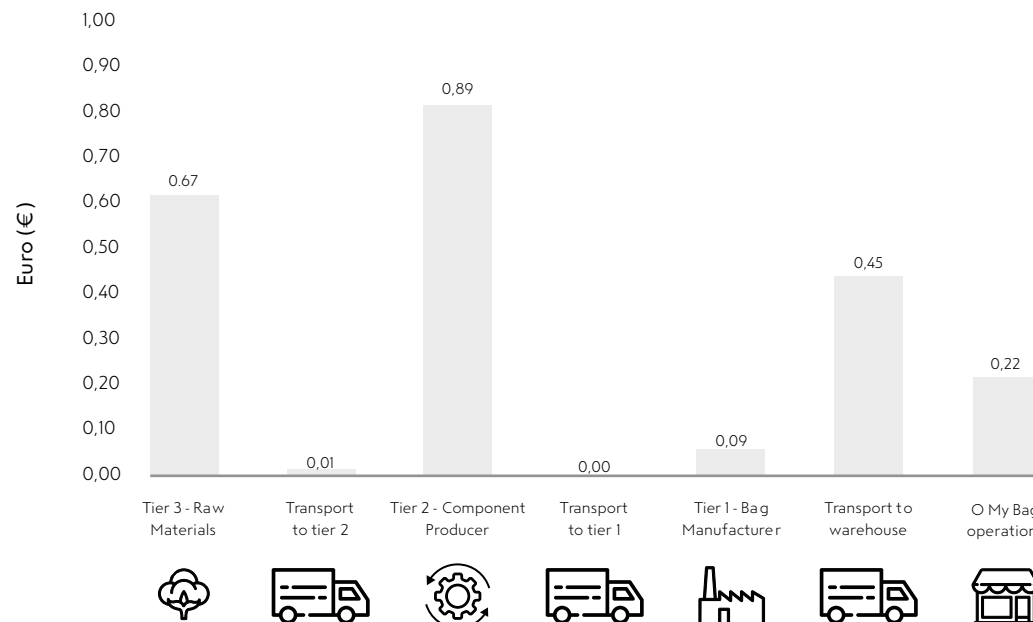
Our goal is to gain better insights every year and expand the use of primary data (data that is collected by us directly from main sources - in contrast to general industry averages), which will make our calculations more accurate over time. Nevertheless, we think the current calculations are a big success and a monumental positive step in our environmental journey. We now know approximately how big our impact is and which processes or materials cause the most emissions. The results provide us with the data needed to draw the right conclusions, implement effective reduction measures, and monitor our performance over time.

LIFE CYCLE ASSESSMENT

By understanding which impacts are created, as well as why and where in the supply chain they occur, we can take effective action to reduce the impact. Accordingly, O My Bag teamed up with the consultancy firm Sustainalize in 2020 to map our environmental footprint throughout our supply chain to start our reduction process.

We performed a Life Cycle Assessment (LCA) of the Luna and Lucy bag - two bestsellers that are representative of our whole collection. The results of the LCA reveal the various impacts and at what stages they occur in the life cycle of our products. The greatest impact in our supply chain occurs in the component processing stage due to the energy, chemical and water usage.

The insights gained from assessing the LCA results are now being used to strategically lower our impact. For example, we are in close collaboration with Sheong Shi tannery regarding their roadmap towards Leather Working Group (LWG) certification, which includes strict environmental standards.



TOTAL IMPACT: 2,32 €

MONETIZED IMPACT - LUNA BAG

Monetized Impact Luna bag (Monetization of environmental impacts is done to translate the impact of all impact categories into one category, namely environmental costs in Euro, in order to aggregate and compare the environmental impacts).

CARBON INTENSITY

Since we are a growing company, our total emissions will grow as well - at least in the short and medium term. To still keep track of the effectiveness of our efforts, we use the carbon intensity of O My Bag as the main indicator to track carbon emissions. Carbon intensity shows our emissions in relation to our annual revenue in Euros (to the million).

Our carbon intensity was 102,5 in 2020. In 2019 it was 66, so there has been a significant increase. Why?

- *We planned to grow a lot in 2020 and our goal was to never be out of stock, especially for our bestsellers*
- *Accordingly, we placed large orders at the end of 2019. Our goal was to ship higher quantities than ever from India to our warehouse in the Netherlands. Since we improved our forecasting, we were planning to ship all these orders by sea.*
- *Then COVID-19 happened. Due to lockdowns the production could not move forward, which caused many out of stocks. As soon as production was ready in the second half of the year, we had to ship these by air, to be able to sell them as soon as possible.*



COMPENSATING OUR EMISSIONS

Taking climate change seriously, we prioritize emission reduction over offsetting and will do our best to minimize our carbon footprint. As a last resort, we are compensating unavoidable emissions. Compensating our emissions means we are making a financial contribution to an environmental project that reduces carbon emissions equal to our own carbon emissions. We only invest in certified projects to be sure quantified greenhouse gas reductions represent actual emission reductions. We compensated all our carbon emissions for 2020, meaning from 2020 onwards we are carbon neutral.

In 2020, we invested in two projects:

- The Envira Amazonia Project protects nearly 200,000 hectares of tropical rainforest from deforestation and promotes biodiversity.
- Fair Climate Funds' project on Improved Cookstoves reduces CO₂ emissions and improves living conditions of families in Raichur, India.



RETURNS

In 2020, approximately 8% of the items we sold on our webshop were returned. The industry average is about 11.5%. Each return comes at an environmental cost, as well as a financial one. Transporting packages back and forth causes carbon emissions, especially if shipped by air. Therefore, we aim to minimise the percentage of returned items. As a consequence of COVID-19 we noticed more returns than usual at certain times. After the first quarter of 2020 we noticed an increase in returns, right when the first (partial) lockdowns started. Many people feared for a loss in income or realised they wouldn't need their purchased item anymore, which might be reasons for them to

return the items. With stores closed, we also noticed an increase in customers ordering multiple items to choose their favorite. This resulted in more returns as well. Nevertheless, we were still able to keep the annual average to around 8%, which is very low in comparison to the fashion industry average.

In 2020 we optimized our return form to get a better insight into why an item was returned. With these insights we have been able to implement the feedback from our customers directly onto our webshop. For example, we noticed that many items made from Hunter Leather were returned because the

customers expected the material to be different. We made sure we added photos on the website for all Hunter Leather products and double checked their appearance online. Where deemed necessary, we, for example, added additional pictures and explanations to the product pages on our webshop, we made videos of the inside of certain bags, and we added extra descriptions and details of our leathers.

Optimizing our customer journey is continuously a high priority, and our goal is to further reduce returns in 2021 by 10% in comparison to 2020.



REPAIRS

One of the most responsible things we can do for our planet is to make high-quality products that can be worn and used for years. That is why we help our customers to take good care of their purchases. With a little love and care your bag will last for years. In 2019 we launched our digital Care & Repair webpage, where we give tips on leather care, on how to treat different types of stains, and on how customers can repair small defects themselves. For our B2C customers we offer a 2 year warranty, which means free repairs. After two years, we still repair the bags, but for a small fee. In total, we made 681 repairs in 2020. By repairing the item, we extended the product lifetime.

PROMOTING LOCAL REPAIRS

We want to encourage local repairs, so in 2020 we promoted this initiative by creating guides that visually show how a

defect can be fixed by a local repair shop. Our (international) customers can bring these guides to their local repair shop to get their bag repaired. Receipts can be sent to us afterwards and we will reimburse the costs. Repairing locally reduces carbon emissions that otherwise come from shipping the item to our headquarters in Amsterdam and back again, as well as from packaging. Repairing locally also shortens the time it takes for our bags to be ready for use again, since repairing locally is faster.

CONTINUOUS QUALITY IMPROVEMENT

Every week we analyse our data on repairs, with the goal to improve the durability of our products and avoid the same repairs in the future. In 2020 we gathered customer feedback and forwarded this to our production team, so

they can improve the design, make better material choices, and thereby improve the quality and durability of the bags. An example of this is the way we noticed that the flap of our Audrey bags started to deform after time because of the doghooks that are attached to the strap. Because of our improved feedback loop, we were able to catch this deficiency early on and make sure all items that were in stock were altered. All items that were being produced in India were produced according to a new flap design. Luckily, we prevented hundreds of future repairs.

PACKAGING

For customers, we currently make use of two types of packaging: recycled cardboard boxes and RePack. RePack is a packaging designed to be reused and returned. About 10% of our customers choose for a RePack. Since RePacks can be reused around 30 times, their environmental footprint is considerably lower than the option of single-use packaging. Our cardboard boxes are made of recycled cardboard produced in The Netherlands and can be recycled again at the end of their life. In 2021 we want to promote the use of RePacks and make sure we have optimal sizes for our cardboard boxes.

Products coming from India are packed individually in plastic polybags. This is necessary to prevent them from damages like mould or scratches during transportation. In our warehouse the products are stored in that same plastic bag and depending on the type of customer we either ship the products in the polybag or we remove the polybag from the product. We naturally prefer using the most sustainable material possible for these polybags, which is why we are always on the hunt for new innovative materials that are suitable to protect our products.



PRE-LOVED LIBRARY

We know that style and taste evolves and that customers might 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 these products find a new loving owner. These second-hand bags are available at the second-hand corner of our stores as well as on our website. Since we launched our Pre-Loved Library in 2019, we have sold 576 products in total with 321 products being sold in 2020*.

Buying second hand is a great option for reducing your footprint. With our Pre-Loved Library, we want to extend the life of our bags as much as possible and offer customers the opportunity to purchase a product with a smaller environmental footprint that they will cherish forever.

**For a large part of 2020 stores have been (partially) closed, due to COVID-19 measures, causing our Pre-Loved sales to be lower than expected.*



6. Valuing our people

- My Bag as a workplace
- Diversity
- Internal policies
- My Bag as a business partner
- My Bag's commitment as a buyer

○ MY BAG AS A WORKPLACE

A company is only as good as its people. The happiness of our team is a top priority, and as a company we promote a healthy work-life balance to ensure happiness both within and outside of the workplace. We invest in the personal and professional development of all our employees.

To assess the satisfaction of employees with ○ My Bag and their work, we do an anonymous survey three times a year. The survey in 2020 revealed that 83% of the team are satisfied with their work. When COVID-19 hit, ○ My Bag employees had to adjust and adapt to a new way of working from home, while also being challenged to maintain social connection and satisfaction with fellow employees. We offered all the necessities we deemed necessary for a good working environment. For example, we offered healthy food packages, extended the budget for personal development, and also reserved 3 office spots for anyone within the company who felt they either needed distanced contact with others for their mental health, or didn't have a suitable working space from home.

To ensure everyone still felt connected, we also placed extra attention to team bonding. We have been hosting bi-monthly virtual drinks or quiz nights, and love to have virtual coffee breaks or do online sports 'together'.



83%

of the team are satisfied
with their work



Virtual coffee breaks to help
keep the team connected

3

office spots available for
those who needed it



DIVERSITY

We are proud to be a women-led and female dominated business. As a workplace we employ various different nationalities and cultures. Saying this, however, we realize that we could still be more diverse and inclusive. That's why in 2020 we focused on promoting diversity and inclusivity at O My Bag, with special consideration in our hiring process.

How did we do this?

- We included an explicit statement in all job descriptions about the company's commitment to growing a diverse workforce and being an inclusive employer.
- To increase the number of diverse candidates in our pipeline, we increased and diversified the platforms that we post jobs in and the hiring services we use.
- To minimize a potential bias in the hiring process, managers only received anonymous applications from the HR manager. This ensures an unbiased first impression of candidates.
- We applied the "Rooney Rule" in our recruitment process, meaning that we want to interview at least one person from an underrepresented demographic group per vacancy to incorporate diversity into decision making processes.

So far, we have received many positive reactions from applicants about our new hiring process. They explicitly state in their application that it makes them feel welcome to apply and that they would like to be part of a company that stimulates diversity.

INTERNAL POLICIES

In our Employee Handbook we have added an internal Code of Conduct and Ethics in 2020. This Code includes detailed guidelines and outlines expectations on respectful interaction, equal opportunity, non-discrimination & non-harrassment, complaints and grievance process, fraud and corruption, as well as a whistleblower policy.

We have a detailed health and safety policy to ensure that our employees remain both physically and mentally healthy. O My Bag's goal is to minimize any adverse impacts on the environment caused by our operations or along our supply chain. Accordingly, our Environmental Policy lists

criteria on how this shall be implemented at the office. Listed are practical guidelines and tips on how to promote environmental stewardship at the workplace, in the home office, and suggests how our staff can be eco-office heroes through various support tools.

We are aware of our substantial social responsibility towards our stakeholders when marketing and selling products. Therefore, in 2020 we officially adopted an Ethical Marketing Policy and committed ourselves to ethical marketing based on the values of honesty, fairness, respect, transparency and sustainability.

○ MY BAG AS A BUSINESS PARTNER

Our buying practices are a vital tool to drive positive change for the people making our bags. As a company we understand the impact and influence that our buying practices have on suppliers, and how our decisions as a partner have the power to create positive change in our supply chain. Our positive interaction and long term relationships have a cumulative impact on wages, material sourcing, and appropriate working hours and conditions - all factors that are important to us as buyers. It is valuable how and when we communicate with our suppliers - especially regarding pricing and timing - and how comfortable they feel in giving us honest and constructive feedback so we can all learn and improve collaboratively.

For that reason, we established the ○ My Bag's Fair Buying Practices in 2020. Generally, buyers in the leather and textiles industry are trained to negotiate on margins, quality and lead times rather than ethical criteria. Through recognizing that the interaction with suppliers is a major opportunity to make a positive impact, we felt we had to actively promote a fair way of buying. Our Fair Buying Practices help us in our daily interactions with our partners, and ensures our terms of trade are beneficial for all parties and enable sustainable development. It entails, among others, guidelines on clear and timely communication, unambiguity and the agreement of clear responsibilities, requirements regarding price negotiations, forecasting and contractual agreements, order placements and changes and lead times.

To show that we take fair buying very seriously, we added a buyer section to our Supplier Code of Conduct, which explains how ○ My Bag pledges to behave towards business partners and what suppliers can expect from us.

○ MY BAG'S COMMITMENT AS A BUYER

○ My Bag, as the buyer, commits to supporting our suppliers to meet the required standards by:

- Continuously working to improve our policies and practice to enable our suppliers to be able to meet their commitments as outlined in this Code of Conduct.
- Treating suppliers with respect and consideration in all our dealings and communications.
- Communicating clearly, promptly and accurately on all issues concerning orders or joint projects.
- Never negotiating a price that is below the cost of production, as this will impact on the wages and working conditions of workers.
- Staying with our current supplier if a higher price will ensure decent wages and working conditions for workers, or a switch to more sustainable materials, rather than moving our business elsewhere purely on the basis of price.
- Placing orders with lead times that do not trigger excessive working hours or sub-contracting.
- Refraining from changing orders repeatedly and with short notice. If changes are unavoidable, amending target delivery times accordingly.
- Providing material and practical support to our suppliers in striving to meet their obligations under this code of conduct.
- Taking pay and working conditions of workers and environmentally friendly business practices into consideration, when reviewing our business relationship, rather than ending a business relationship purely on the grounds of price.



7. Giving back

Support during the pandemic
Green Friday fund
Shivam Pandey

GIVING BACK

In 2020, we formalized the company's commitment to donate 1% of annual revenue to social projects in India. Our focus is on supporting projects that promote women empowerment and/or education.

We are adamant that our success is measured through positive social impact as much as through creating beautiful products. Alongside creating trade opportunities within the Indian communities we work with, we also want to ensure that our symbiotic relationship flows back to the communities rather than being a purely transactional relationship. We are proud that our success is in a constant flowing cycle between employees, communities, and consumers

SUPPORT DURING THE PANDEMIC

COVID-19 created strains within all industries globally, and while the restriction measures taken in India to contain the spread of the virus were necessary, it inherently negatively impacted the livelihoods of people. During this uncertain time we remained



in frequent contact with our partners and friends in India to support and help if and when we could. We did not cancel any orders and continued with our normal order schedule, which was the best possible help according to our suppliers.

Our Indian business partners faced more challenges than solely sanitary precautions to keep the factories open during the pandemic: some also faced potential liquidity issues within their businesses. The possibility of not being able to pay employees became a high priority risk, specifically for EMA, one of O My Bag's manufacturing partners. Together with other buyers of EMA, O My Bag assisted by making a donation

of €1.000. Collectively, we were able to avert the liquidity risk and all EMA employees received their full salaries throughout the year.

O My Bag works with multiple factories in India and offered similar financial support to our other partners. Fortunately, they did not face issues as severely as EMA, and they declined the support because they were able to keep their businesses afloat independently

PANDEMIC SUPPORT

KOLKATA MARY WARD SOCIAL CENTER (KMWSC)
& THE BRICKFIELD FAMILIES

About 100 km from Kolkata are hundreds of brick factories. The thousands of workers who work here come from impoverished districts. The working process is very rough; all of the heavy production is carried out by human hands. Whole families including small children work here. To improve the livelihood of the children working there, we are supporting special Brickfield Schools. These are open air schools, where the children receive basic education 3 hours per day. This gives them a chance to improve their chances in life and thereby breaking the cycle of Brickfield families.

During the nationwide lockdown in India at the beginning of the pandemic, life came to an abrupt halt. This unfortunate situation left the brickfield workers without work, a loss of income and lack of government support, on top of not being able to return to their homes and families due to the closing of public transport. The migrant workers were isolated at the brickfields without money, food, and protective equipment.



KMWSC set up an emergency response in reaction to this precarious situation and took action to help these families meet their basic needs. Thanks to O My Bag's loyal customer support, O My Bag was able to donate €5,200 to KMWSC's COVID-19 emergency fund in April. The money came from the 2019 Green Friday Fund and was originally intended to provide all Brickfield School children with a school kit or to set up a sports event. However, we decided that the precarious situation called for a redirection of the funds.

With O My Bag's donation, KMWSC could provide food for 350 families, helping approximately 1750 people during this unpredictable time. The fund provided ration kits with rice, pulses, salt, oil, potatoes, additional spices, nutritional supplements, and also milk and porridge for the children. In addition, every family was provided with masks, hand sanitizer and washing detergent. This ensured that sanitary safety and basic food needs were met for as many families as possible.



Credits: Shivam Pandey

GREEN FRIDAY FUND

In 2020, we decided not to take part in the unnecessary consumption encouraged by Black Friday and therefore chose to not offer any discounts during that weekend. Instead, we dedicated the weekend to our Pre-Loved Library to give our second-hand items a place in the spotlight. We wanted to highlight and appreciate the intricate work of the artisans who made the pieces, and also encourage re-use and the longevity of our products. We called this Green Friday weekend.

All revenue from our Pre-Loved collection and all profits from O My Bag sales that weekend went directly to the Green Friday Fund. Our loyal customers helped us to raise €19,000, which helped the operations of three Brickfield Schools for the total school year of 2020/2021. Following 2019, this provided 150 children with access to education who would otherwise not have been able to attend school in 2020.

SHIVAM PANDEY

Our Indian photographer Shivam Pandey, who lives in Kolkata, usually earns a majority of his income with guided phototours, through selling his prints, and also by employment from companies like us. With the travel restrictions, Shivam's primary income was limited and he faced a lot of financial uncertainty. We have always had a great partnership with Shivam and wanted to support him during this difficult time. Therefore, we started selling some of his beautiful photography prints in our webshop. The money earned from these sales went directly to Shivam, his family and their community. Additionally, we gave him an advance for the next job to ensure our relationship can continue in the future.



Instagram: @shivam_photofarm

O MY BAG

A M S T E R D A M

Thank you

CONTACT

For any questions or queries relating to the content of this report, please contact our Sustainability Manager, Femke.
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