Sustainability at O My Bag

o my bag

INTRODUCTION

O My Bag Amsterdam is a POC and women-led sustainable bag brand that produces environmentally friendly bags and accessories in Kolkata, India. The leather products are made with chrome free leather, while the vegan line is produced with the use of apple leather, and the brand uses only certified organic or recycled cotton. The brand also puts high emphasis on the postpurchase life of the products by offering care and repair services and the second-hand program. O My Bag was founded in 2011 already with social and environmental sustainability in mind. The main goal of the company is not to be profitable but to create more jobs and international opportunities for Indian producers and to be transparent about all of its sustainability efforts.



PRODUCERS

All of O My Bag's producers are certified and answer to international quality and ethics standards.The brand is also committed to its producers as a buyer by following a code of conduct and encouraging others to become ethical buyers and to improve the twoway communication.







ENVIRONMENTAL IMPACT

O My Bag is actively calculating its carbon footprint and has environmental impact assessments of their own products. As the company grows, the emissions are inevitably growing as well but it's important to keep the CO2 growth not as steep. The brand strongly believes that the most important is to focus on reducing the emissions in total. O My Bag pays great attention to insetting, which means taking action within their supply chain to directly eliminate emissions instead of doing only offsetting.

B CORP

O My Bag is strongly committed to its 2030 goals, following international legislation and the B Corp community. The brand sees B Corp certification (achieved in 2021) as not the end goal of its sustainability improvement but one of the many milestones. The company strongly believes in not only following minimal international standards but overachieving them. "It's in our nature", says the sustainability manager Femke Lotgerink. O My Bag commits to leading by example.



TRACEABILITY

O My Bag has achieved full traceability on the first two levels of its supply chain (e.g. factories and tanneries), and is looking to further improve this with the following suppliers (e.g. hardware providers). The brand is committed to transparently sharing its progress including successes and failures to set an example for its customers, competitors and other companies within the fashion industry.



COMMUNITY

The brand cooperates with an Indian organization focused on supporting the LGBTQIA+ community to build a new community center in New Delhi.

LIVING WAGE

The company is committed to contributing to the pay of a living wage* to the artisans who make all their products.

"The wage that an artisan in a particular city or region receives for a standard working week that is sufficient to provide the artisan and their family a decent standard of living, including nutritious food, housing, education, health care, savings, etc.





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DONATIONS

O My Bag donates 1% of its annual revenue to support projects that focus on women empowerment and education.



The brand is committed to innovating the materials used in production of its collection, by using and moving to newer, more sustainable options when it comes to production of their natural leather, apple leather and organic recycled cotton. O My Bag is standing strongly behind its belief to use real leather, as it's one of the most sustainable materials when treated well due its high quality and durability, and long lifespan. The apple leather was the first vegan material that matched the brand's sustainability criteria and was introduced to be more inclusive of vegan customers.



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