

DRYROBE® SUSTAINABILITY AND SOCIAL IMPACT REPORT

FEBRUARY 2022



 **dryrobe**®

WHY HAVE WE PRODUCED THIS REPORT?

The outdoors is our playground and we want the best for it. We know that as a business we have a responsibility to care for the environment we live and play in.

This report has been created to monitor dryrobe's progress, as we work to make a positive impact on the planet and in our community. We are now committed to publishing an update on where we are with our journey every year.

This document looks back at what we've achieved so far and our plans for the future.

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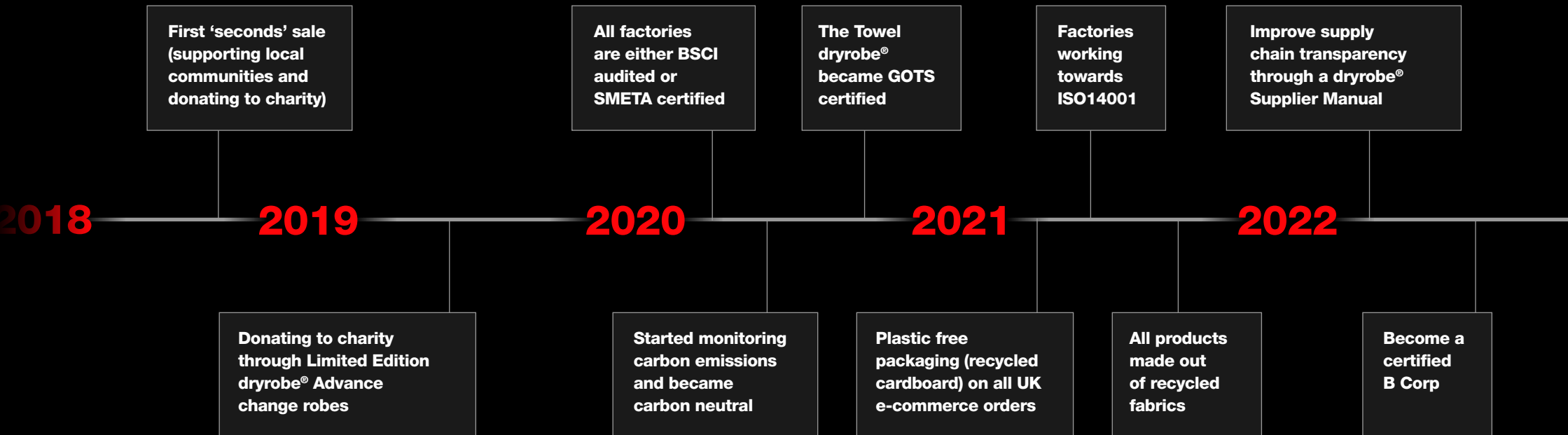
“ WE ENDEAVOUR TO USE OUR RESOURCES TO NOT ONLY REDUCE OUR ENVIRONMENTAL IMPACT, BUT TO DO AS MUCH GOOD FOR OUR PLANET AS WE CAN. ”

OUR JOURNEY SO FAR

We're proud to say sustainability has been at our core since the first dryrobe® was sold over a decade ago. Over consumption is placing a huge amount of pressure on our planet's resources and we want to encourage our customers to not buy more than they need. That's why every product that we produce has been built to last for years and years.

In addition to creating performance products that are durable using recycled materials, we have taken multiple steps to make our business as sustainable as we can in every aspect possible.

The timeline below shows our most recent achievements, as well as some of our plans for this year...



MATERIALS AND TREATMENT

In 2019 we set ourselves a goal of making all products and accessories from 100% recycled fabrics and are extremely excited that we have now achieved this, despite the delays of a global pandemic.

All of our dryrobe® Advance change robes and accessories are now made from recycled fabrics which hold the Global Recycled Standard (GRS) and Standard 100 by OEKO-TEX®. The GRS confirms social and environmental best practices, ensuring resources and processes have the least possible impact on the planet. Similarly, Standard 100 by OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances and ensures that no harmful chemicals are used in the process.



“WE WANT TO PROVE THAT BRANDS CAN BE KINDER TO THE PLANET WITHOUT COMPROMISING ON QUALITY.”

The packaging for our products is now made out of recycled cardboard and is entirely plastic-free on all UK e-commerce orders. This ensures that no virgin trees are being cut down for our packaging and is also responsibly sourced.

In 2020 we changed the fabric for our Towel dryrobe® to 100% organic cotton, certified by The Global Organic Textile Standard (GOTS). GOTS is the worldwide leading textile processing standard for organic fibres, backed up by independent certification of the entire textile supply chain. This helps us to ensure that our organic cotton is sourced in the most ethical and sustainable way.

We updated our DWR finish on dryrobe® Advance to BIONIC-FINISH® ECO in 2019. This environmentally friendly water-repellent solution contains no fluorinated compounds.



OUR SUPPLIERS

Sustainability offers endless possibilities and opportunities to create real value throughout our supply chain, which is why we choose to work with trusted suppliers who we've built positive relationships with.

Our suppliers are based in China and Turkey and we work closely with them to ensure fair labour practices and safe working conditions throughout the supply chain. All of our supplier factories maintain SMETA approval or are BSCI audited. Additionally, both of our factories in China have achieved ISO14001 certification.

This year, we want to further strengthen our supply chain by creating a dryrobe® Supplier Manual which all our suppliers must adhere to and ensure that its content is passed to all relevant parties.

**“ WE BELIEVE THAT
COLLABORATION
AND TRANSPARENCY WITH
OUR SUPPLIERS IS CRUCIAL
TO MAKE REAL AND
LASTING CHANGES ”**



REDUCING OUR CARBON FOOTPRINT

At dryrobe® we want to play our part in protecting our planet. We are very much aware that our manufacturing process (as well as shipping and selling products online) releases greenhouse gas emissions and as a result, we are contributing to global climate change. We are doing our best to limit our impact and take climate action.

We are working closely with One Carbon World to offset any unavoidable emissions that still cannot be reduced. Through carbon offsetting, we are supporting La Pitanga / Weyerhaeuser – a reforestation project in South America. This project lasts for 100 years, covers 18,000 hectares, and is verified by the Rainforest Alliance. The project is also certified by the FSC (which ensures fair wages).

Part of our carbon offsets is also supporting renewable energy projects, which are directly overseen by the United Nations. Thanks to One Carbon World's support, we are now carbon neutral!

We will continue to review our logistics network to reduce the environmental impact of transporting our products.



“BY MEASURING, REDUCING AND OFFSETTING OUR CARBON FOOTPRINT WE BELIEVE WE CAN MAKE A DIFFERENCE IN TACKLING THE CLIMATE EMERGENCY..”

STAKEHOLDER ENGAGEMENT

Our stakeholders shape everything that we do at dryrobe® and we want to prioritise our sustainability journey based on what matters most to them. That is why last year we ran our first ever stakeholder engagement survey.

A stakeholder is anyone who has an interest in dryrobe® and can affect or be affected by our business operations and performance (e.g. our employees, ambassadors, customers, partners and suppliers).

In the survey, we asked how important different areas of sustainability were to them, including the importance of:

- Reducing our carbon footprint
- Packaging and waste
- Sustainable and responsible sourcing
- Supply chain transparency
- Supporting the local community
- Charity donations
- Employee benefits, health and wellbeing
- Equality, diversity and inclusion

Stakeholders were also asked if they would be interested in a dryrobe® ‘send back scheme’ where dryrobe® customers could potentially send old/worn dryrobes back to be repurposed in exchange for a discount on a new one. They were also given the opportunity to provide any additional feedback on our sustainability journey.



STAKEHOLDER ENGAGEMENT RESULTS

119 stakeholders took part in the survey. 'Reducing our carbon footprint' and 'Packaging and waste' were considered the most important issues to our stakeholders in terms of dryrobe's corporate and social responsibility. This was followed by 'sustainable and responsible sourcing' and then 'Equality, diversity and inclusion'. 97.5% of participants expressed interest in a scheme which would allow for old dryrobe® change robes to be sent back and repurposed into something new.

In the additional comments section, the majority of comments were praising us on the work that we have done already, but some said that we could make the fact that we are carbon neutral, products are made out of recycled materials, come in recyclable packaging clearer on the website such as on the product pages.

Please rate how important each of the following are to you in terms of dryrobe®'s corporate social responsibility?

Key

- Extremely important
- Very important

- Somewhat important
- Not so important
- Not at all important



BECOMING A B CORP

At dryrobe® we've been working hard to become a B Corp Business. Certified B Corporations meet the highest standards of social and environmental performance - balancing profit with people and planet.

The B Impact Assessment is the most credible tool a business can use to measure its impact on our workers, community, environment and customers. It provides a great framework to help us become a more sustainable business.

We have been working hard on the B Impact Assessment over the last year and have made a number of internal company changes including introducing paid community days to all staff, investing in an electric van, promoting sustainable travel by installing an office shower and encouraging staff to use virtual meeting technology if they can, as well as increasing employee benefits.

This isn't just a one-off certification; once certified as a B Corp businesses are re-assessed every three years. By committing to be part of the B Corp movement we are also committing to continually measure our impact on the planet and identify areas where we can improve.



SUPPORTING CHARITIES AND THE LOCAL COMMUNITY

Giving back to our local community and donating to charity has always been important to us.

In 2021, we founded the dryrobe® Warmth Project supporting charities and non-profit organisations that share our values of protecting the environment and promoting wellbeing through outdoor activity. We're proud to work with some incredible charities including Surfers Against Sewage, The Wave Project, 2 Minute Foundation and A Walk On Water.

We have regularly donated to charity since 2015 (increasing this every year), and in 2018 we started running our yearly Sample Sales - where we sell dryrobe® seconds to the local community at a discounted price. This is one of the ways in which we are focusing on reducing waste to landfill, by re-homing dryrobes that are not quite good enough to sell brand new. In 2021 100% of profits from this event went to two local charities (Plastic Free North Devon and North Devon Hospice).

This year, we are further increasing our charity budget and can't wait to support many organisations that are doing incredible things.



OUR NEXT STEPS

We are incredibly proud of what we have achieved so far, but we understand this is a complex and continual journey. As a company, we are committed to improving our environmental and social performance and are truly excited about some plans lined up for the future, including:

- Improving the transparency of our supply chain by introducing a dryrobe® Supplier Manual.
- Exploring more ways to reduce and offset our carbon emissions, including looking into supporting Blue Carbon projects.

- Achieving certified B Corp status, demonstrating our commitment to balancing profit, people and planet.

- Continually reviewing our logistics network to identify ways in which we might reduce the environmental impact of transporting our products.

- Increasing our charity and community outreach through the dryrobe® Warmth Project, supporting organisations that campaign to protect the environment, and helping to promote wellbeing through outdoor activity.

- Working hard to reduce waste and overconsumption through exploring how we can re-use pre-loved dryrobe® products and continuing our regular sample sales.

- Most importantly, we will continue to listen to our stakeholders, what matters to them will shape how our business operates.

We are always open to hearing new ideas and if you would like to get in touch with us or have any questions please email our Sustainability Manager at **tamsin@dryrobe.com**