



image
wear

SUSTAINABILITY REPORT

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Image Wear is Finland's leading workwear supplier with a solid reputation across Europe. The Group includes the parent company Image Wear Oy, which is located in Tampere, and Image Wear AS operating in Estonia. The family company was founded in 1959.

In 2018, we employed 159 people in Finland and 155 in Estonia. The turnover of the Group in 2018 was € 33.3 million.

The operation of Image Wear is guided by sustainability, professionalism and development.

Our sustainability work is based on the following principles:

We are involved in creating better workdays with our customers and partners.

We are developing environmentally sustainable solutions and strive for carbon neutral operations.

We believe in partnership, open dialogue and transparency with our stakeholders.

Responsibility reporting on Image Wear

The aim of the Image Wear sustainability report is to increase the awareness of customers, cooperation partners and other stakeholders about the sustainability work of Image Wear and to report on progress and new development targets during the reporting year. We publish the report annually, and this 2018 report is the fourth.

In 2018, we updated our sustainability programme and refined the focus of our sustainability work.

In particular, in terms of goals, our sustainability report follows the structure of the updated sustainability programme. We post news of topical issues related to sustainability on our website, on social media channels and in our newsletters.



MISSION

We make the
everyday lives
of professionals easy

VISION

Better
working days

VALUES

Sustainability
Professionalism
Development

image
wear

Highlights of 2018



Through a collaboration project between Image Wear and Eckerö Line, about 200 sheets were sown from residue fabrics of old workwear that were donated to the Helsinki Mother and Child Home Association to support families with young children and their loved ones.



In April 2018, our company participated in the Fashion Revolution campaign for corporate transparency in the clothing industry. Image: Store in Tampere.



In collaboration with Globe Hope, the discarded jackets of the drivers of Helsinki City Transport were used to design and produce 700 backpacks as gifts to the former owners of the jackets.

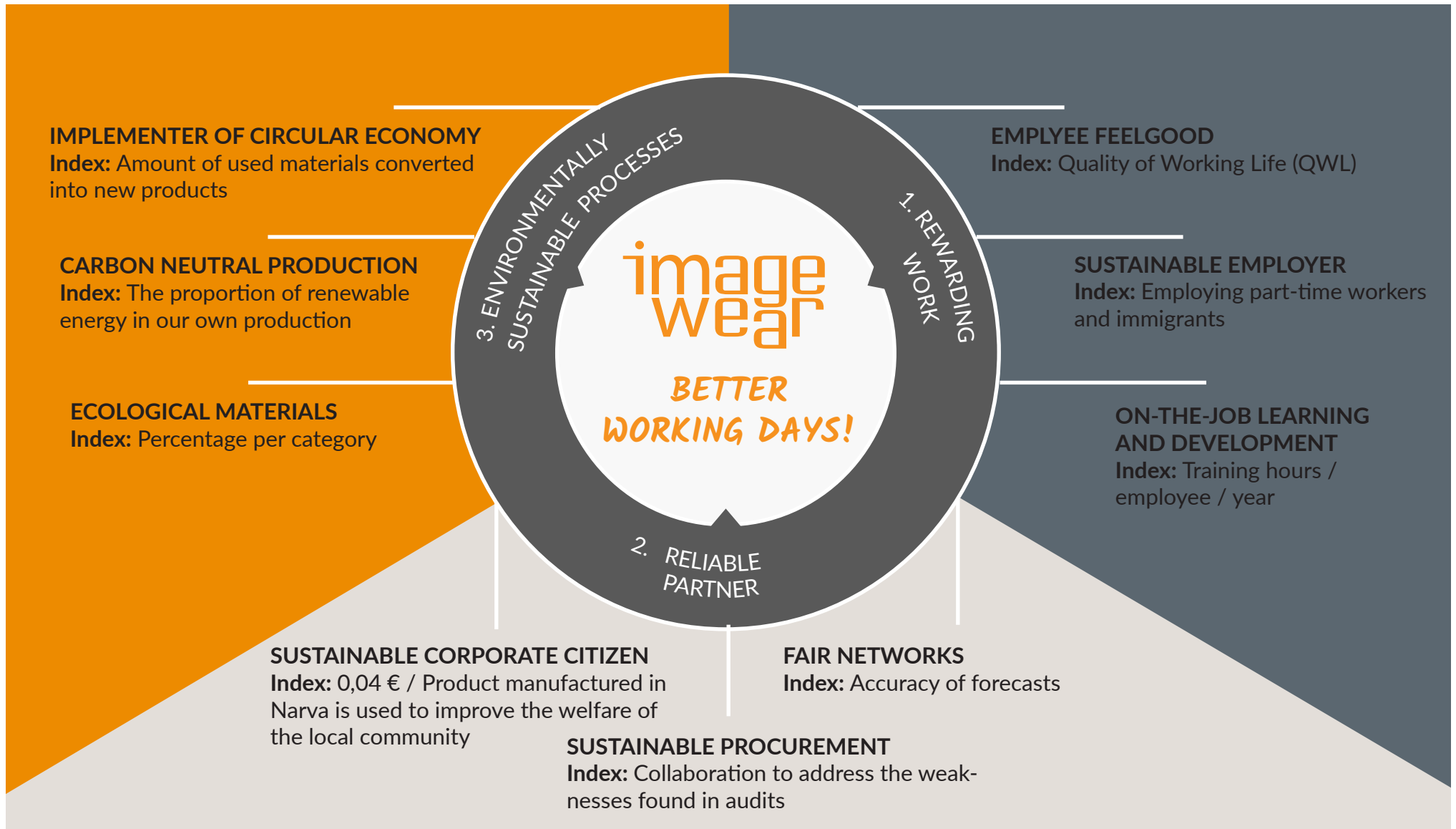
Strategic corporate sustainability at Image Wear

We created Image Wear's first sustainability programme in 2015, which systematised our work to reduce our environmental impact, promote sustainable procurement and increase the well-being of employees.

The sustainability programme has also increased the understanding of what strategic sustainability in our industry means and what kind of perspectives it opens for us.

During 2018, we upgraded our sustainability programme to become a field of force for Sustainability and we defined priorities and goals for sustainability work.

The field of force of Sustainability



Towards better working days

We create better working days in collaboration with our customers and partners.

- We facilitate the acquisition, maintenance and recycling of our customers' workwear and offer them sustainable options.
- We value our employees and provide them with a safe workplace, a developing work community and pleasant working conditions.
- We enter into fair deals with suppliers and subcontractors.
- We ensure through audits that suppliers and subcontractors are also fair to their employees and kind to the environment..
- We provide support and livelihoods for part-time workers and contribute to building community well-being where we operate.

Our updated sustainability programme - Field of Force of Image Wear Sustainability - makes sustainability a more integral part of our business. The key to the success of our business is how well we can meet the expectations of our customers and society about resource savings, a circular economy way of thinking and a climate-resilient business. That's why we have put these factors at the forefront of our strategic corporate responsibility. Other focal topics are related to the well-being of our staff, employer responsibility and partnerships.

We have set a gauge for each focal topic and set targets for them for 2021. The former priorities and objectives of sustainability work have been integrated into the new sustainability programme.



Focus areas of corporate responsibility

Rewarding work

We want to be a good workplace for current members of Image Wear and an attractive employer for job seekers. We create a pluralistic work community and also employ those who are capable only of part-time work.

We believe that meaningful and rewarding work is the most essential building block of well-being at work. The rewarding aspect of the work increases as the employee knows and recognises his/her role as part of the work community and can find professional fulfilment in his/her work. The experience of dignified work increases a sense of meaningfulness.

We encourage our employees to maintain and develop their professional skills through both training and on-the-job learning. We ensure that all members of Image Wear have equal opportunities for training.

Reliable partner

We promote sustainable business in cooperation with our customers, suppliers and societal stakeholders. Careful planning of orders and deliveries ensures that our partners can operate fairly and in a sustainable manner in their own work communities.

Our suppliers are committed to the same sustainable practices as ourselves. We collaborate with them with the aim of building sustainable practices in all stages across the supply chain.

We participate in promoting community well-being in locations where we have opportunities to influence. We are starting in Narva, Estonia.

Environmentally sustainable processes

We reduce the burden on natural resources by minimising textile waste in our production and maximising material recycling. We develop a comprehensive workwear service with the aim of extending the useful life of clothing and minimising the environmental impact during use.

We offer environmentally sustainable options in all product categories, such as materials made of recycled materials and sustainability certified materials. We develop ecologically efficient customer solutions such as products made from recycled materials and the recycling of workwear within customer organisations.

We aim to be carbon neutral by 2025 in our own operations. We reach our goal, for example, by switching to renewable energy, minimising the use of cars and moving to an electric car fleet, minimising flight and the carbon offsetting of flight miles and transport emissions. In addition, we utilise recycled materials and products, such as office supplies, we minimise waste and we reuse reusable waste.

BETTER WORKING DAYS!

Rewarding work

An Employee who feels good

Index: Quality of Working Life index

The QWL index describes the performance of individuals. It combines the smoothness of work, safety, the cohesion of the work community and the sense of support experienced at work.

Result in 2018: **68%**

Goal 2021: 66%



Sustainable employer

Index: Employing part-time workers and immigrants

We take care of our statutory employer obligations and act fairly and ethically in accordance with our corporate sustainability principles. However, we do not think this is sufficient for being a sustainable employer, but we want to go beyond the statutory obligations. That is why we strive to build a more pluralistic work community, including the employment of people capable of part-time employment.

Result in 2018: **4** PEOPLE

Goal 2021: 9 people



On-the-job learning and development

Index: Training hours/employee/year

In our company, employees learn by doing, but we also maintain and increase our skills through courses and training sessions. Learning and development are strongly related to self-fulfilment and the meaningfulness of work.

In order to ensure equal access to training for our employees, we have established a training register for monitoring. During 2019, we will further develop the register and provide guidance to our employees for its use. We set a target during 2019.

Reliable partner

Fair networks

Index: Accuracy of forecasts

We ensure smooth deliveries to our customers in cooperation with our suppliers and subcontractors. We forecast our orders carefully so that our suppliers can plan and prepare their work on a long-term basis.

Goal 2021: 70 % of the forecasts are correct

Sustainable corporate citizen

Index: € 0.04/Product manufactured in Narva is used to improve the welfare of the local community.

We donate € 0.04/product made in Narva to our chosen area of cooperation. In 2019, we will define the target and the goal.

Sustainable procurement

Index: Number of defects corrected/number of defects detected

In the framework of audits, a plan of action is prepared to correct the detected defects. During the follow-up visits, the progress of the corrections is checked.

Result in 2018:

0/8

There were 8 defects needing correction detected in the five audited sites. Not yet corrected.

Goal 2021: 50 % of the detected defects have been corrected



Environmentally sustainable processes

The implementer of a circular economy

Index: Amount of used materials converted into new products

We utilise second-hand products in the manufacture of new products and develop our business to be service oriented. We set a target during 2019..

Carbon neutral production

Index: The proportion of renewable energy in our own production

We reach for the goal of carbon-neutral operation by, for example, switching to renewable energy, minimising the use of cars and transferring to an electric car fleet, minimising flights and the carbon offsetting of flight miles and transport emissions.

Result in 2018: **0 %**

Goal 2019: 50 %

Ecological materials

Index: The proportion of ecological materials by product category

Our goal is to provide environmentally sustainable alternatives for all product categories and increase the number of these alternatives annually. By environmentally sustainable alternatives, we mean materials made of recycled material and sustainability certified materials. We set a target during 2019.



Our results in 2018

Sustainable procurement



GOAL

RESULT

We have identified 13 material and product suppliers and subcontractors operating in five different risk countries. The risk countries are Bangladesh, Bulgaria, India, China and Poland. Our goal is to audit three of these suppliers during 2018.

No audits were carried out. Their implementation proved to be difficult and time-consuming, especially if the company is not involved in the BSCI.

29 of our most significant suppliers have signed up to our suppliers' sustainability principles. In 2018, they will be signed by the next 20 most important suppliers.

We have received the signatures of all our major suppliers.

We track the Post product of one of our customers all the way to the field to document the entire supply chain and to be able to tell what happens before the garment is worn by the postman.

Tracing failed. We are unable to combine the fabric packages we use with individual production batches. Our fabric supplier is not able to trace fabrics backward in the supply chain.

We identify from which risk country our purchase products come from. This also includes the products we have acquired through Finnish importers.

The country of origin of the four material/product suppliers has been clarified. Certificates and audit reports have been requested.

We take responsibility for a Bangladesh-based supplier at amfori BSCI and conduct supplier audits in collaboration with amfori BSCI.

The planned audit was cancelled because our co-operation with the supplier in question is suspended.

We also audited two Indian suppliers in collaboration with amfori BSCI.

Audits were transferred to 2019.

We define the development targets for subcontracting sites and prepare a plan for achieving the goals.

We audited five of our subcontractors. We found a total of eight development targets in the audited sites, the most common being reporting accidents at work and near misses. In the absence of reporting, the causes of hazardous situations cannot be corrected.

We provide our auditors with further training to ensure the quality of audits.

Training has been organised.

The environmental impact of our operations



GOAL

We are looking for a more ecological alternative to all our fabric categories.

We seek to replace plastic packaging for internal use. We will explore alternatives and gradually transfer to substitute packaging.

We will find out if we can replace coffee machine carton cups with ceramic cups.

Reducing CO2 emissions in transport.

RESULT

We have defined Image Wear's criteria for ecological fabric and have begun to explore which materials we will first start seeking ecological options for.

We removed plastic packaging from all our products except white shirts and dress shirts. As an exception, there are also two customers who require plastic packaging because of their own process. We have commissioned accessory bags made of waste fabric and zippers to replace the plastic bags for production. These are initially in test use. We have commissioned reusable bags made of waste fabric to replace the plastic bags for exhibition use. We took part in the #noplastic#march campaign, during which

- our stores gave a 10 cent discount to customers who did not take a plastic bag
- we organised an idea competition to reduce the use of plastic
- we obtain recycling trash cans for plastic waste (other than food wraps).

We have commissioned mugs for the staff as Christmas presents and for the use for guests next to coffee machines.

We minimise transport emissions by favouring transport companies with the lowest possible emissions. We used Post's services the most, and this transport generated 43.6 tonnes of emissions, which Post compensated for. We compensated ourselves for the emissions of other transport companies that provide us with services, which amounted to 89 tonnes in 2018.

We are developing an energy efficiency plan and exploring the possibilities of switching to eco-electricity.

Plans were drawn up. We have performed a window repair that saves heating energy. We have upgraded the mower and replaced some of our factory lamps with led lamps. Checking of air conditioning has begun.

Energy consumption in 2018 was 2040 MWh. Savings compared to 2017: 36 MWh. Energy saving measures resulted in a saving of 14.9 MWh, or 0.7% in 2018.

We are working closely with Globe Hope. The goal is to increase internal recycling with customers, i.e., to manufacture new products from the customer's workwear for the use of the customer's own staff.

The jackets of Helsinki City Transport removed from use in 2017 were used to make backpacks for Helsinki City Transport employees in collaboration with Globe Hope.

For all large account sellers, we are offering a more comprehensive training package on the new service format that enables them to tell customers about the options offered by IW.

Training was held, and the material was produced for use by the vendors.

Five new IW stores included in recycling operations.

This goal was not achieved.

The aim is to double the sales volume of recycled clothing sold. In 2017, we sold 45 pieces.

We achieved our goal: a total of 170 recycling products were sold.

We provide our sellers with an information package on sustainable choices and the environmental impact of our products and the materials we use.

Done!

FOR PROFESSIONALS!



Employee well-being and know-how



GOAL

We will continue our management meetings once a month. The topics of the meetings include holiday practices and collective agreements. Separate training for new managers. We will also continue with the presentations of departments, with the aim of increasing understanding between the different departments.

We are developing an action plan to improve the development targets raised in the well-being survey. We explain the process flow and strive to reduce boundaries between departments.

Our goal is to inform and remind employees of the initiatives.

Wellbeing survey results:
2015: 74 %
2016: 71 %
2017: 63 %
The results of the 2017 and 2018 surveys are not comparable to previous years because the content of the survey was partly different. Our strategic goal is 66%.

Introduction and run-in of a new work time monitoring system at the Tampere office and in all stores.

RESULT

Managerial meetings and presentations of departments will continue.

The wellbeing survey highlighted three areas for improvement: better organisation of work, feedback practices and improvement of the work atmosphere. We organised two workshops, where we were considering suggestions for improvements with the staff. On the basis of these, the programme of measures and a training plan have been developed.

Initiative continued. The handling of initiatives is now going to take place once a week. In 2018, 102 initiatives were conducted, out of which

- 14 product development ideas: they are brought forward in product development with separate decisions,
- 48 initiatives resolved to be carried out,
- 40 completed, 8 still in progress,
- 19 initiatives were awarded

Result in 2018: 68 %

Deployment moved to 2019 due to a change of supplier.

Zero accidents and near-miss situations.

Accidents at work (in parentheses 2017):

Finland: 5 (5)

Estonia: 0 (0)

Near-miss situations (in parentheses 2017):

Finland: 4 (2)

Estonia: 0 (0)

We organise training on sustainability issues, especially for procurement personnel. We assemble a sales package for sellers concerning sustainability issues. Sustainability issues are included in information events.

Sustainability issues have been discussed in every information event.

Auditing training has been arranged for the procurement staff.



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BETTER WORKING DAYS!

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