

The best adventures are always worth the effort.



Let's go.

For the dogs

We've been on the path to sustainability for a while now.
We have a lot to be proud of, but in many ways we're just getting started.
Our sustainability journey is our biggest adventure yet and it's one that
will benefit all of us. Join us for a look at what we've accomplished
and what we have planned in the years to come.





**Becoming a fully
circular brand.**

At Hurttä we are taking active daily steps towards becoming a fully circular brand by 2030.

The development projects mentioned in this article are based on Hurttä's sustainability strategy and roadmap completed in late 2021, which includes dozens of projects related to material choices and chemicals, product features, manufacturing, logistics, strategy and business development and customer experience targeting the circular operating model. Hurttä's Sustainability strategy and roadmap was created in cooperation with Ethica Oy. Ethica is an internationally awarded expert organisation for future-fit circular business design.

In 2022, Hurttä was one of 50 brands selected for the globally unique national Circular Design Programme of the Ministry of the Environment of Finland, which helps to teach companies circular design principles so that they can develop new skills and products and services that are ready for the circular economy. This project has opened our eyes to recognise and expand our understanding of our responsibility in the industrial and commercial change that lies ahead, the transition from a linear to circular economy that will benefit all of us.



The progress has been evaluated in relation to the workload of the projects and goals on the roadmap.

Goal —

Fully circular
business model by
2030

Completed ✓

Joined Circular Design
Programme of the
Ministry of the
Environment of Finland

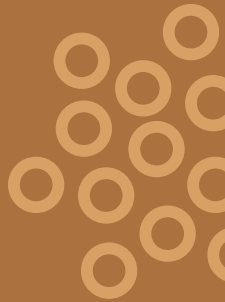
A woman with long brown hair, wearing a tan knit beanie and a plaid shirt with a pattern of black, white, and pink, is shown in profile from the chest up. She is looking towards a golden retriever dog. The dog is sitting and looking back at her. They are outdoors, with a body of water in the background and mountains in the distance under a clear sky. The text "More recycled and recyclable materials." is overlaid in white on the lower left side of the image.

**More recycled and
recyclable materials.**

More recycled and recyclable materials

Our goal is to gradually increase the amount of recycled materials in our manufacturing processes, aiming for a completely recycled raw material flow by 2030. Already we can proudly say that all new products that Hurтта will develop and launch in 2023 and beyond will be manufactured using recycled materials. The percentage of recycled material used in each product can be found on its packaging and on the product page on the Hurтта website. The percentage of recycled materials used depends on the specific purpose of each product and the durability of the recycled materials. Rest assured that the quality and durability Hurтта is known for will in no way suffer as we move towards the circular economy.

We have also reduced the amount of packaging we use and unnecessary materials in our packaging which makes it easier to recycle. All new Hurтта products in 2023 will be packed in FSC Mix certified recycled and recyclable cartons and GRS certified recycled plastic.



42%

of all manufacturing material is recycled.
Almost half way there!

Goal	100% closed-loop recycled materials by 2030
Completed	Recycled materials used in manufacturing increased by 69%

36%

of Hurтта packaging is recycled, certified and recyclable.
We're getting there!

Goal	100% of products packed in sustainable packaging by 2028
Completed	Sustainable packaging for all new products since 2022



bluesign®
SYSTEM PARTNERSHIP

Making products that cause no harm is what Hurtta is all about!

Hurtta has become a bluesign® SYSTEM PARTNER since the start of 2023. This vital collaboration helps to improve environmental efficiency and our focus on a sustainable future by reducing the use of harmful chemicals in manufacturing.

bluesign® SYSTEM PARTNERS are committed to applying the bluesign® SYSTEM which unites the entire textile supply chain to jointly reduce its impact on people and the environment. The Input Stream Management ensures that bluesign® approved chemical products and raw materials are used in all steps of the manufacturing process. Substances posing risks to people and the environment are hence eliminated from the very beginning. On-site inspections verify the proper application of such chemical products and raw materials in controlled processes and ensure the responsible use of resources.

10%

The platform
is ready, now we
start building.

Goal —

No unsafe chemicals used
in manufacturing by

2030

Completed ✓

bluesign® SYSTEM
PARTNERSHIP
approved in 2023

**Extending
product lifespan**



Extending product lifespan

The products Hurтта is launching in 2023 are a big step towards us becoming a fully circular brand. Our product development team is working hard on even longer-lasting quality – focusing on usability, durability, repairability, and the recyclability of our products. The longer a product is used, the lower the per-use manufacturing impact on the environment. Hurтта's circular design guidelines and sustainable material library guide product development in the right direction. In addition to making high-quality products, we want to inspire dog people to take care of their products as best possible. That way the products last as long as possible, ideally even for the entire life of the dog.

We feel that a vintage product that is still in use is a status symbol for the brand. That's why we offer an increasing amount of advice and instructions for caring and repairing the products yourself or help you find the right professional for the job. The first Hurтта repair service pilot project will be launched in Finland in 2023. Circular business models development work is underway and ultimately aims for a take-back program and 100% close-loop recycled materials by 2030. The development and piloting of cool new services has begun, and more new flagship projects will be published in the coming years.

9%

of the collection has gone through the circular product development criterias

Goal	Fully circular products: long-lasting, easy to repair & recycle, can re-enter the polyester cycle by 2030
Completed	Developed better, longer-lasting quality in all products, focusing on usability, durability, repairability, recyclability

#

10%

Think repair before replace, it's better for dogs, people and the planet!

Goal	BEST Hurтта customer experience in the sector based on circularity and services
Completed	Launched repair service pilot project, spare parts, care & repair instructions

A small, fluffy dog with light brown and white fur is shown in profile, looking towards the left. The dog is wearing a dark purple, short-sleeved vest. It is standing in a field of tall, thin, dry grasses. The background is a bright, slightly overcast sky with some clouds. The overall scene is outdoors and appears to be a natural setting.

**Conscious and
responsible manufacturing**

Hurtta's goal is for all of our manufacturing to be responsible and transparent. We as a brand carry social responsibility for the production of our products and therefore require all of our Tier 1 suppliers to sign the NPC Group Code of Conduct. Our work in this area will continue and our next milestone is to have all Tier 2 suppliers to commit to our goals by the end of 2024.

Even though making environmentally friendly changes in our manufacturing has been a part of our work for years, it is increasingly important to communicate their importance in everything Hurttä does to all of our suppliers and partners regularly. Hurttä's goals in terms of sustainable materials, manufacturing methods, renewable energy, and the reduction of production waste are challenging, and monitoring their development is important. Negotiations with key suppliers regarding Hurttä's sustainability and circular economy goals were initiated in 2022. We will report more on our work and the status of these goals in the coming years.

Our entire supply chain is getting on board with the program!



Goal —

Transparent and fully traceable supply chain by

2030

Completed ✓

100 % of Tier 1 suppliers have signed NPC Group Code of Conduct

A close-up photograph of a tree branch covered in moss and a large, dense, golden-brown lichen hanging from it. The lichen has a fibrous, hair-like texture and is the central focus of the image. The background is blurred, showing more of the tree and some green foliage.

**Sustainability,
a reflection of our values**

Nordic Pet Care Group level sustainability goals

Our parent company NPC Group has selected and is fully committed to United Nations Sustainable Development Goals (SDGs) which play a vital role in our daily work and will guide our development in the right direction in the future. hurtta's sustainability work is aligned with the NPS Group level goals. Hurtta is leading the Group's sustainability work as most of Hurtta's own goals exceed those of the Group.



SDG 8 Great workplace & partner

KPI — % of tier 1&2 suppliers committed to CoC
Target — 100% by 2024



SDG 12 One Planet Approach

KPI — % of new packaging will be recyclable and made of recycled packaging material
Target — 50% of all packaging recyclable and made of recycled material by 2025



SDG 13 Zero CarbonPawprint

KPI — Carbon-neutrality
Target — Carbon-neutrality in scopes 1&2 by 2025



SDG 3 Improving joyful connections with healthier pets

KPI — % of new products sustainable
Target — 100% of all products sustainable by 2030

Mission

Supporting goals

Basics in place



SUSTAINABILITY JOURNEY

At Hurttä we are well aware that nature's carrying capacity is limited and we want to be mindful of and take responsibility for the effects that our products have on the environment. We are both dog people and nature people, and we love that outdoor activities and shared nature experiences connect us and our dogs in a meaningful way every day. Thus understanding and caring for our dogs, and appreciating and protecting the environment, and learning to consume responsibly guides our brand development.

We know that we are still in the early stages of our sustainability journey and there is still a lot to learn and do in order to reach our future goals. However, we want to challenge ourselves and the entire Hurttä family to continue this important work because only by taking active, responsible steps can we save this planet that we and our dogs love and call home.

Let's go.

