



ETHICAL AND SUSTAINABLE CODE OF CONDUCT

**Mindful Merch is more than just clothing;
it's a statement of conscious living. Choose
quality, choose sustainability, and join us
on the journey towards a more ethical and
eco-friendly future.**

2022 EDITION

Premium Ethical + Sustainable blanks made for the People + The Planet



Introduction:

At Mindful Merch, we are committed to conducting our business with the highest ethical standards and a steadfast dedication to sustainability. This Ethical and Sustainable Code of Conduct serves as a guiding framework for our company, employees, suppliers, and partners. We believe that our success is intertwined with responsible and conscientious practices that prioritise social responsibility, environmental stewardship, and ethical conduct.

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Our Core Values



1. Integrity and Transparency:

We conduct our business with integrity and transparency, fostering trust among our stakeholders. Honest communication and openness guide our interactions, both internally and externally.

2. Respect for Human Rights:

We are dedicated to upholding and respecting the fundamental human rights of all individuals. This includes promoting fair labour practices, ensuring a safe and inclusive workplace, and treating everyone with dignity and respect. We know all our suppliers and workers by name and prioritise that we learn about them and their families.

3. Environmental Stewardship:

Mindful Merch is committed to minimising our environmental impact. We strive to reduce waste, conserve resources, and prioritise sustainable materials in our products and operations. We have a zero plastics policy throughout our supply chain.

4. Fair and Ethical Business Practices:

We adhere to fair and ethical business practices in all aspects of our operations. This includes fair competition, responsible marketing, and the avoidance of any form of corruption or bribery.

5. Social Responsibility:

Social Responsibility is a core commitment for Mindful Merch, where we proactively participate in initiatives aimed at making positive contributions to the communities in which we operate. We actively endorse local causes, champion education, and seek to create a substantial impact on societal well-being. We value the input of our local suppliers, allowing them to guide our contributions to causes that require funding.

Responsibilities of Employees:



1. Ethical Conduct:

Employees of Mindful Merch are expected to conduct themselves ethically and with integrity in all professional dealings. This includes interactions with colleagues, customers, suppliers, and the broader community.

2. Workplace Diversity and Inclusion:

We value diversity and inclusion in the workplace. Discrimination or harassment based on race, gender, religion, sexual orientation, or any other factor is strictly prohibited.

3. Health and Safety:

Mindful Merch prioritises the health and safety of our employees. We provide a safe and secure working environment, adhering to all relevant health and safety regulations. All employees have access to medical needs and sick days.

4. Environmental Responsibility:

We encourage all team members to play an active role in advancing our environmental sustainability initiatives. This involves minimising waste, conserving resources, and actively seeking opportunities for improvement. Furthermore, both our suppliers and employees are encouraged to explore and learn about innovative eco-friendly fabrics and dyes, fostering our continuous growth in the sustainable fashion industry.

Responsibilities of Suppliers and Partners:



1. Ethical Business Practices:

Mindful Merch expects our suppliers and partners to adhere to the same high ethical standards we uphold. This includes fair labour practices, anti-corruption measures, and responsible business conduct. All suppliers must fill out a Mindful Merch Supplier Ethical and Sustainable Compliance Form and provide all certifications required.

2. Environmental Compliance:

We require our suppliers to comply with environmental regulations and work collaboratively with us to minimise the environmental impact of our supply chain.

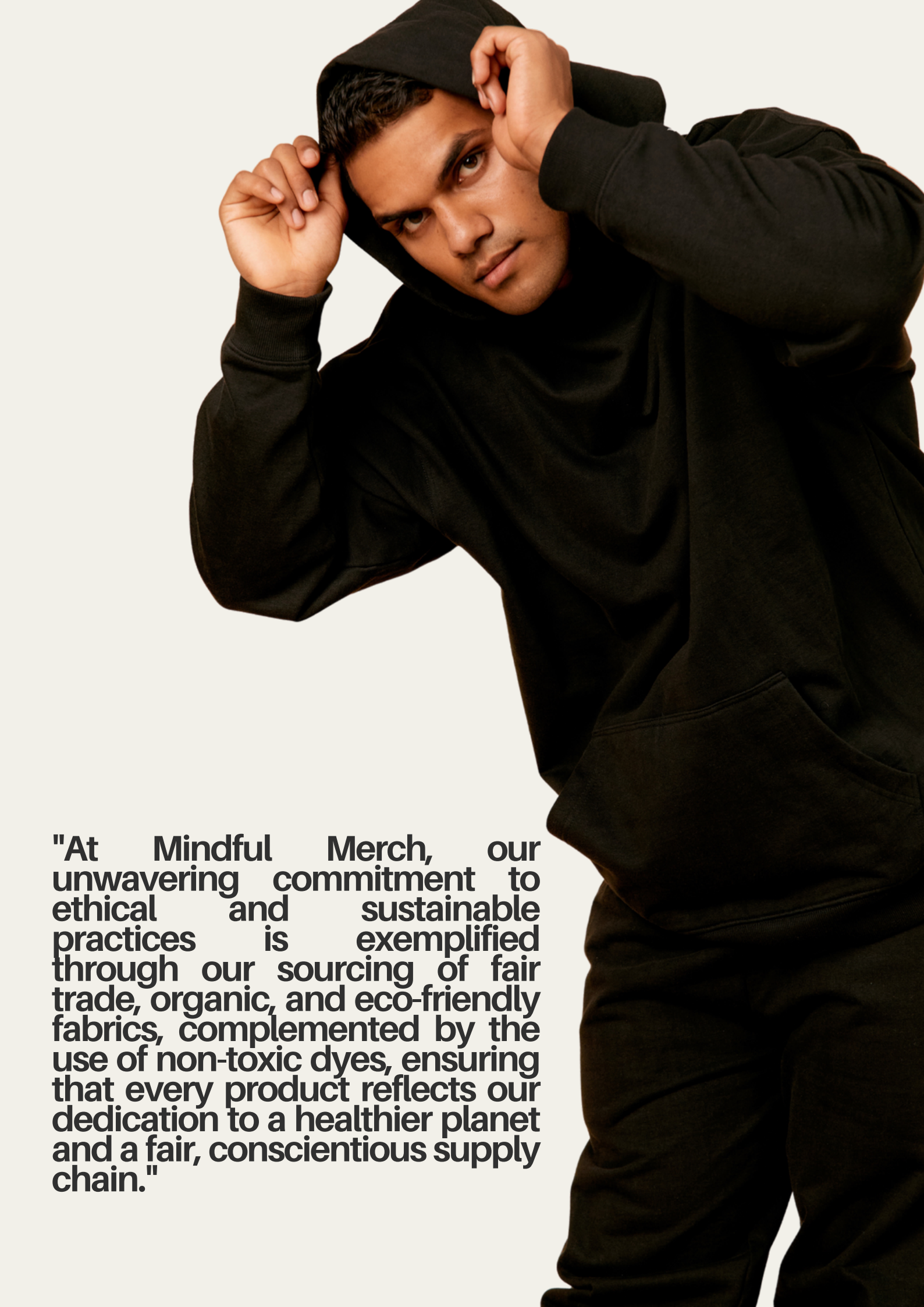
3. Social Responsibility:

Suppliers and partners are encouraged to engage in social responsibility initiatives that align with our values, contributing positively to the communities where they operate.

Monitoring and Reporting:

Mindful Merch is committed to regularly monitoring and assessing our adherence to this Code of Conduct. Any concerns or violations should be reported promptly to the designated channels for investigation and resolution. We visit our teams/suppliers yearly to make sure everything is being followed and to meet all new employees and their families.

This Ethical and Sustainable Code of Conduct is integral to the identity and success of Mindful Merch. We believe that by adhering to these principles, we can create a positive impact on our stakeholders, the environment, and society at large.

A man with dark hair and a serious expression is wearing a black hoodie. He is looking directly at the camera with a slight, intense gaze. His hands are raised to his head, with his fingers gripping the hood. The background is plain white.

"At Mindful Merch, our unwavering commitment to ethical and sustainable practices is exemplified through our sourcing of fair trade, organic, and eco-friendly fabrics, complemented by the use of non-toxic dyes, ensuring that every product reflects our dedication to a healthier planet and a fair, conscientious supply chain."