

A lush forest scene with large tree ferns and a tree trunk in the center. The text is overlaid on the image.

Sustainability Strategy

GOALS FOR 2020

Maggie Marilyn

Our Mission

At Maggie Marilyn we are acutely aware of the massive social, economic, and environmental challenges facing humanity. We are equally aware of the huge impact the fashion industry is having on our planet and its people. Since our inception, we have been committed to doing all we can to ensure our environmental impact is as small as possible, and that the people employed in our supply chain are respected and well cared for. As we grow we pledge to stay true to these founding values and to use our growth to have an even greater impact on our industry.

Quite simply we all have to make changes. Changes to how we do business, changes to how we consume and changes to how we care for each other and our planet. We at Maggie Marilyn are committed to driving that change and showing the fashion industry (and other industries) that you can wear beautiful clothes without exploiting people or the planet. Our ultimate goal is to have a regenerative impact.

We know achieving our objectives will require a lot of hard work, collaboration, trial and error, and risk-taking, but we are willing and committed to taking those challenges head-on. We are still in our infancy and have much to learn but we are here to do things differently. We hope every time you put on a piece from Maggie Marilyn you feel beautiful, optimistic, and proud. Your small contribution is part of a collective effort to the future

This is our first Sustainability Strategy and will be our roadmap for improvements until the end of 2020, at which point we will review and set new targets. Between now and then we will regularly update you on our progress. Please hold us accountable to this and please keep an eye and ear out for our progression. It's gonna be one hell of a ride and we'd love you to come along with us.



 Maggie

FEBRUARY 2019



Progress Status Key

-  Achieved
-  Achieved + ongoing
-  In progress
-  Yet to be started

UPDATED MARCH 2020

United Nations Sustainable Development Goals


















In line with the values of Maggie Marilyn, we have developed the below Sustainability Strategy. We have also aligned with the United Nations Sustainable Development Goals to do our bit in helping the world achieve those. Underlined are the goals we are working towards.

Vision Statement

To turn the fashion industry around to become circular, transparent, accountable, and empowering. We will leave the world a better place than we found it.

Objectives and Targets

Outlined below are the commitments we are making as a business to achieving our vision. We have split them into the following three categories: People, Planet, and Prosperity.

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|-----|--|---|
| 01. | <u>No Poverty</u> |  |
| 02. | <u>Zero Hunger</u> |  |
| 03. | <u>Good Health And Well-Being</u> |  |
| 04. | <u>Quality Education</u> |  |
| 05. | <u>Gender Equality</u> |  |
| 06. | <u>Clean Water And Sanitation</u> |  |
| 07. | <u>Affordable And Clean Energy</u> |  |
| 08. | <u>Decent Work and Economic</u> |  |
| 09. | <u>Industry Innovation and Infrastructure</u> |  |
| 10. | <u>Reduced Inequalities</u> |  |
| 11. | <u>Sustainable Cities and Communities</u> |  |
| 12. | <u>Responsible Consumption and Production</u> |  |
| 13. | <u>Climate Action</u> |  |
| 14. | <u>Life Below Water</u> |  |
| 15. | <u>Life On Land</u> |  |
| 16. | <u>Peace and Justice and Strong Institutions</u> |  |
| 17. | <u>Partnerships for all the Goals</u> |  |





Planet

2020 Strategy - Planet

01.	Objective	Why?	Challenges	2020 Target	Progress Status
	To remove virgin sourced synthetic fibres from our garments	<p>Plastic pollution is one of the biggest challenges faced by our planet, and we don't want to contribute to any new plastic being produced.</p> <p>We know that garments made from synthetic fibres can release microfibres into waterways and oceans.</p>	<p>Minimums for ethically sourced fabrics are high and our business will need to sustain a strong growth trajectory to meet the minimum orders often required.</p> <p>Synthetic fibres often produce a quality and functionality that is best for a particular design.</p>	<p>100% of synthetic fibres used sourced from post-consumer waste.</p> <p>Investigate solutions to stopping microfibres being released when are garments are washed.</p> <p>Educate our customers to reduce the machine washing of their synthetic garments.</p>	  

SDGs

- 12.  Responsible Consumption and Production
- 14.  Life Below Water

02.	Objective	Why?	Challenges	2020 Target	Progress Status
	To use recycled natural fibres.	By using recycled fibres we reduce the demand on the environment to cultivate virgin materials while also diverting material from going to landfill or being incinerated.	<p>Recycled natural fibres are an emerging industry and can be hard to source at accessible quantities for MM.</p> <p>Some recycled fibres lose their quality during the recycling process.</p>	Use a minimum of 30% recycled natural fibres in each collection.	

SDGs

- 9.  Industry Innovation and Infrastructure
- 12.  Responsible Consumption and Production

03.	Objective	Why?	Challenges	2020 Target	Progress Status
	To use organic cotton	<p>Non-organic cotton growers use huge amounts of synthetic fertilisers, herbicides, and pesticides which pose risks to the workers and cause huge damage to the local environment.</p> <p>Non-organic cotton is often grown with GMO seeds that are owned by large multinational agri-businesses.</p> <p>Organic cotton growers use methods that don't use synthetic chemicals and don't use GMO seeds.</p>	Organic cotton can be hard to source at accessible quantities for MM.	100% of cotton used to be organically certified by GOTS	

SDGs

- 12.  Responsible Consumption and Production
- 15.  Life On Land

04.	Objective	Why?	Challenges	2020 Target	Progress Status
	To use repurposed materials	By repurposing materials we are reducing our environmental impact.	<p>Salvaging the appropriate materials can be logistically and administratively challenging.</p> <p>Designing new pieces using existing designs and materials offers its own limitations.</p>	<p>10% of total material meterage used in our ready to wear collections to be from repurposed materials.</p> <p>10% of total material meterage used in our ready to wear collections to be from repurposed older MM garments. (20% of total collections from repurposed material).</p>	 







SDGs

- 9.  Industry Innovation and Infrastructure
- 12.  Responsible Consumption and Production

2020 Strategy - Planet

05.	Objective	Why?	Challenges	2020 Target	Progress Status
	Responsible chemical use	The misuse of chemicals within the fashion industry has caused huge damage to local environments (especially waterways) and inflicted significant negative health impacts on those working with them.	<p>There are a huge number of different chemicals used in the fashion industry and it is difficult to get reliable information on all of them.</p> <p>The chemicals used often add desirable qualities to the materials / fibres that are difficult to replicate naturally.</p> <p>Various colours that are desired by customers cannot be replicated naturally.</p>	<p>100% of our textile suppliers to be signed up to our Supplier Code of Conduct (which includes parameters around the responsible use of chemicals).</p> <p>100% of virgin fabrics to be certified with a reputable chemical management certification body.</p>	 
	SDGs <ul style="list-style-type: none"> 3.  Good Health and Well-Being 6.  Clean Water And Sanitation 12.  Responsible Consumption and Production 				

06.	Objective	Why?	Challenges	2020 Target	Progress Status
	Responsible water usage	Water scarcity and pollution is a major challenge across the globe especially in those drier and poorer countries where fibres are grown and processed.	Water is required to process all fibres.	Discussing water management with our supply chain to better understand the impacts on water from our business practices.	
	SDGs <ul style="list-style-type: none"> 6.  Clean Water And Sanitation 15.  Life On Land 				

07.	Objective	Why?	Challenges	2020 Target	Progress Status
	Minimise GHG emissions	Climate Change is arguably the biggest issue of our time. It is being accelerated by the burning of fossil fuels and the release of Greenhouse gases (GHG) into the atmosphere. GHG absorb heat. The more GHG released into the atmosphere the more heat is absorbed and the warmer the planet gets. Significant increases in the Earth's temperature are disrupting the equilibrium of the planet's climate and creating more frequent and more extreme weather events.	We proudly manufacture all our garments in New Zealand (except for our full fashion knitted garments). All our fabric mills are located offshore, as well as many of our customers so we have to transport materials and garments large distances.	<p>Engage with carbon experts to establish what our baseline carbon footprint is.</p> <p>Engage with our freight partners to ensure we are as efficient as possible when transporting our goods to minimise our transport emissions.</p> <p>Incentivise and support all staff to minimise their carbon emissions.</p> <p>High intention to become Carbon Neutral certified.</p>	   
	SDGs <ul style="list-style-type: none"> 9.  Industry Innovation and Infrastructure 13.  Climate Action 				

08.	Objective	Why?	Challenges	2020 Target	Progress Status
	Exemplary animal welfare	The abuse of animals to produce textiles for the fashion industry is a major concern for MM and we will hold ourselves to the highest standard of animal welfare.	When working with small animal product suppliers the costs of certifications can be prohibitive for that supplier.	Ensure 100% of our animal product suppliers meet the MM animal welfare standards (outlined in our SCOC).	
	SDGs <ul style="list-style-type: none"> 9.  Clean Water And Sanitation 12.  Life On Land 				



People

2020 Strategy - People

09.	Objective	Why?	Challenges	2020 Target	Progress Status
	Gender Equality	Gender inequality is a significant issue in many of the countries that make up our supply chain and we want to do our bit to eradicate it.	Supply chains are long and often with very little transparency so it is difficult to build a relationship with everybody within that supply chain.	Work with industry peers and NGO organisations to champion and influence equal pay and gender equality within fashion. 100% of suppliers sign our Supplier Code of Conduct. {link} (which includes treating genders equally, and a zero tolerance for discrimination)	 

SDGs

- 5.  Gender Equality
- 10.  Reduced Inequalities

10.	Objective	Why?	Challenges	2020 Target	Progress Status
	100% ethically sourced fabrics. By this we mean a safe, healthy, empowering working environment and "fair pay" for all staff, manufacturer, and suppliers.	736 Million people live in extreme poverty (below USD\$1.90 a day) around the world. (The World Bank) 60 million workers (largely women) are employed globally by the garment industry. (The Joint Ethical Trading Initiatives' Guide to buying responsibly)	Supply chains are long and often with very little transparency so it can be difficult to track materials through their full journey. We need to be mindful of cultural differences in the various countries that make up our supply chain. There are regional, national, and international variations in what is seen as "fair pay". (see our SCOC for our policy around pay).	100% of suppliers sign our Supplier Code of Conduct. We will audit each individual supplier on a bi-annual basis to ensure they meet our Supplier Code of Conduct. Build strong, trusting, open, and long lasting relationships with all our suppliers. Engage with our NZ manufacturers to encourage providing their staff the NZ Living Wage.	   

SDGs

- 1.  No Poverty
- 3.  Good Health and Well-Being
- 4.  Quality Education
- 5.  Gender Equality
- 8.  Decent Work and Economic Growth
- 10.  Reduced Inequalities
- 12.  Responsible Consumption and Production

11.	Objective	Why?	Challenges	2020 Target	Progress Status
	Provide access and support for personal and professional growth	We believe education is critical and a fundamental right for all people. We want to be a business that helps individuals develop and prosper.	Supply chains are long and often with very little transparency so it is difficult to build a relationship with everybody within that supply chain. Economic investment and time to implement these education projects is a challenge.	Engage with experts and our international suppliers to begin developing education projects for the communities of our suppliers. Collaborate with education providers and industry peers within New Zealand to create an apprenticeship programme at MM.	 

SDGs

- 9.  No Poverty
- 13.  Quality Education
- 9.  Gender Equality
- 13.  Reduced Inequalities


A white sheet is draped over a structure, creating deep, rhythmic folds. The background is a bright, cloudy sky with a sunburst effect. The word "Prosperity" is centered in a white serif font.

Prosperity

2020 Strategy - Prosperity

12.	Objective	Why?	Challenges	2020 Target	Progress Status
	Responsible, accountable, and transparent.	<p>We believe there are too many dirty secrets within the fashion industry and its supply chains and we want to help change that.</p> <p>We also believe a successful business doesn't need to sacrifice on its standards of environmental and social practices.</p>	<p>Being transparent and open takes time and resources.</p> <p>Business decisions can be difficult to explain to those not involved in the business, or who don't have all the information to hand.</p>	<p>A bi-annual, globally recognised, sustainability report.</p> <p>Proactive and ongoing openness and transparency with all our stakeholders as to how we do business including regular website updates and social media posts.</p>	 

SDGs

- 5.  Decent Work and Economic Growth
- 10.  Responsible Consumption and Production

13.	Objective	Why?	Challenges	2020 Target	Progress Status
	NZ Made	<p>It is a cornerstone of our brand to manufacture in New Zealand. We are committed to making every garment we possibly can in New Zealand, and we want to revitalise the NZ clothes manufacturing industry to be one that is of great admiration to the rest of the world.</p> <p>NZ has high global standards relating to workplace health and safety and has relatively high wages.</p>	<p>NZ is an island nation at the bottom of the South Pacific ocean with a small population and a particular climate. This isolation and climate mean we are long distances from the producers of the fabrics we require and from our international customers.</p> <p>Further to this the wage rates and living costs in NZ are much higher in relation to many other manufacturing nations increasing our production costs.</p>	100% of all MM garments to be made in NZ excluding our knitwear.	

SDGs

- 8.  Decent Work and Economic Growth
- 12.  Responsible Consumption and Production

14.	Objective	Why?	Challenges	2020 Target	Progress Status
	Supporting our local community	We believe the global distribution of wealth is massively unbalanced and unethical. We want to share our success with others.	We need to make enough profit to cover all business expenses and ensure we deliver on our sustainability strategy.	Continue to support Sweet Charity financially and by way of mentoring.	

SDGs

- 9.  No Poverty
- 13.  Quality Education