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

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Achieved

Achieved + ongoing

In progress

Yet to be started

UPDATED MARCH 2020

United Nations Sustainable Development Goals	01.
	02.
In line with the values of Maggie	
Marilyn, we have developed the	03.
below Sustainability Strategy.	
We have also aligned with the	04.
United Nations Sustainable	05.
Development Goals to do our	03.
bit in helping the world achieve	06.
those. Underlined are the goals	
we are working towards.	07.
	08.

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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.

<u>No Poverty</u>	⋔ ⋆ ⋔
Zero Hunger	""
<u>Good Health And Well-Being</u>	-~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Quality Education	
<u>Gender Equality</u>	Ę
Clean Water And Sanitation	Å
Affordable And Clean Energy	نې :
Decent Work and Economic	M
Industry Innovation and Infrastructure	
Reduced Inequalities	
Sustainable Cities and Communities	⋒∎⋬⋿
Responsible Consumption and Productio	<u>n</u> CO

13.	Climate Action	
14.	Life Below Water	$\mathbf{\tilde{\mathbf{A}}}$
15.	<u>Life On Land</u>	\$ ~~~
16.	Peace and Justice and Strong Institutions	<u> </u>
17.	Partnerships for all the Goals	8

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2020 Strategy - Planet

1.	Objective	Why?	Challenges	2020 Target	Progress Status
	To remove virgin sourced synthetic fibres from our garments	Plastic pollution is one of the biggest challenges faced by our planet, and we don't want to contribute to any new plastic	Minimums for ethically sourced fabrics are high and our business will need to sustain a strong growth trajectory to meet the minimum orders	100% of synthetic fibres used sourced from post-consumer waste. Investigate solutions to stopping	Å
		being produced.	often required.	microfibres being released when are garments are washed.	ALL .
		We know that garments made from synthetic fibres can release microfibres into waterways and oceans.	Synthetic fibres often produce a quality and functionality that is best for a particular design.	Educate our customers to reduce the machine washing of their synthetic garments.	JEZ.
	SDGs				
	12. Responsible	e Consumption and Production			
	14.				
2.	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.	Recycled natural fibres are an emerging industry and can be hard to source at accessible quantities for MM. Some recycled fibres lose their quality during the recycling process.	Use a minimum of 30% recycled natural fibres in each collection.	L.
	SDGs				
		novation and Infrastructure			
	12. Responsible	e Consumption and Production			
					D
0		XX71 A			
3.	Objective	Why?	Challenges	2020 Target	Progress Status
3.	Objective To use organic cotton	Why? 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.	Organic cotton can be hard to source at accessible quantities for MM.	100% of cotton used to be organically certified by GOTS	
3.		Non-organic cotton growers use huge amounts of synthetic fertilisers, herbicides, and pesticides which pose risks to the workers and cause	Organic cotton can be hard to source at accessible quantities	100% of cotton used to be	

SDGs



Responsible Consumption and Production

Life On Land

04. Objective

To use repurposed materials

Why?

By repurposing materials we are reducing our environmental impact.

Challenges

Salvaging the appropriate materials can be logistically and administratively challenging.

Designing new pieces using existing designs and materials offers its own limitations.

2020 Target

10% of total material meterage used in our ready to wear collections to be from repurposed materials.

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).

Progress Status





SDGs



Industry Innovation and Infrastructure

Responsible Consumption and Production

Achieved 🧖 Achieved + ongoing 🖉 In progress 🚿 Yet to be started

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	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.	100% of our textile suppliers to be signed up to our Supplier Code of Conduct (which includes parameters around the responsible use of chemicals).	Å
		those working with them.	The chemicals used often add desirable qualities to the materials / fibres that are difficult to replicate naturally.	100% of virgin fabrics to be certified with a reputable chemical management certification body.	
	SDGs		Various colours that are desired by customers cannot be replicated naturally.		
	3. 🗛 Good Health	and Well-Being			
	6. Clean Water /	And Sanitation			
	12. Responsible C	onsumption 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.	Ŕ
	SDGs				
	SDGs 6. T Clean Water /	And Sanitation			
		And Sanitation			
07.	6. Clean Water /	And Sanitation	Challenges	2020 Target	Progress Status

SDGs



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 welface	When working with small animal prod- uct 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).	\$\$ <u>3</u> .

release of Greenhouse gases (GHG) into our fabric mills are located offshore, the atmosphere. GHG absorb heat. The as well as many of our customers so

more GHG released into the atmosphere we have to transport materials and

garments large distances.

the more heat is absorbed and the

warmer the planet gets. Significant

more extreme weather events.

increases in the Earths temperature are

disrupting the equilibrium of the planet's

climate and creating more frequent and

SDGs



Achieved 🧖 Achieved + ongoing 🦉 In progress 🕷 Yet to be started

Engage with our freight partners to

when transporting our goods to

minimise our transport emissions.

Incentivise and support all staff to

minimise their carbon emissions.

High intention to become Carbon Neutral certified.

ensure we are as efficient as possible

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2020 Strategy - People

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.	₩ S
			100% of suppliers sign our Supplier Code of Conduct. {link} (which includes treating genders equally, and a zero tolerance for discrimination)	S.
SDGs				
5. 🥰 Gender Equali	ity			
5. Sender Equali	, ,			
Ť	, ,	Challenges	2020 Target	Progress Status
10. E Reduced Inequ	, ualities	Challenges Supply chains are long and often with very little transparency so it can be difficult to track materials through their	2020 Target 100% of suppliers sign our Supplier Code of Conduct.	Progress Status
10. E Reduced Inequ Objective 100% ethically sourced fabrics. By this we mean a safe, healthy, empowering working environment and "fair pay" for all staff,	736 Million people live in extreme poverty (below USD\$1.90 a day) around the world. (The World Bank)	Supply chains are long and often with very little transparency so it can be	100% of suppliers sign our Supplier Code of Conduct. We will audit each individual supplier	
10. E Reduced Inequ Objective 100% ethically sourced fabrics. By this we mean a safe, healthy, empowering working environment	 yualities Why? 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 	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	100% of suppliers sign our Supplier Code of Conduct.	Progress Status
10. E Reduced Inequ Objective 100% ethically sourced fabrics. By this we mean a safe, healthy, empowering working environment and "fair pay" for all staff,	 Why? 736 Million people live in extreme poverty (below USD\$1.90 a day) around the world. (The World Bank) 60 million workers (largely 	Supply chains are long and often with very little transparency so it can be difficult to track materials through their full journey.	100% of suppliers sign our Supplier Code of Conduct. We will audit each individual supplier on a bi-annual basis to ensure they	

SDGs



11. Objective

Why?

Challenges

Provide access and support for personal and professional growth

We want to be a business that helps

Supply chains are long and often with very little transparency so it is difficult to build a relationship with everybody within that supply chain.

international variations in what is seen as "fair pay". (see our SCOC for our

policy around pay).

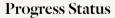
2020 Target

Engage with experts and our international suppliers to begin developing education projects for the communities of our suppliers.

Engage with our NZ manufacturers to

encourage providing their staff the $\ensuremath{\mathsf{NZ}}$

Living Wage.



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individuals develop and prosper.

We believe education is critical and

a fundamental right for all people.

Economic investment and time to implement these education projects is a challenge. Collaborate with education providers and industry peers within New Zealand to create an apprenticeship programme at MM.



SDGs



Achieved 🧖 Achieved + ongoing 🖉 In progress 🔊 Yet to be started

Prosperity



2020 Strategy - Prosperity

Responsible and transpo		Why?	Challenges	2020 Target	Progress Status
	, accountable, rent.	We believe there are too many dirty secrets within the fashion industry and its supply chains and we want to help	Being transparent and open takes time and resources.	A bi-annual, globally recognised, sustainability report.	Ŕ
		change that.	Business decisions can be difficult to	Proactive and ongoing openness and	
		We also believe a successful business doesn't need to sacrifice on its standards of environmental and social practices.	explain to those not involved in the business, or who don't have all the information to hand.	transparency with all our stakeholders as to how we do business including regular website updates and social media posts.	Je J.
SDGs					
5.	Decent Work a	nd Economic Growth			
10.	~~~	onsumption and Production			
Object	ive	Why?	Challenges	2020 Target	Progress Status
NZ Made		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.	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.	100% of all MM garments to be made in NZ excluding our knitwear.	B
		NZ has high global standards relating to workplace health and safety and has relatively high wages.	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.		

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Supporting our local community

Decent Work and Economic Growth Responsible Consumption and Production

Objective 14.

Why?

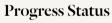
We believe the global distribution of wealth is massively unbalanced and unethical. We want to share our success with others.

Challenges

We need to make enough profit to cover all business expenses and ensure we deliver on our sustainability strategy.

2020 Target

Continue to support Sweet Charity financially and by way of mentoring.





SDGs



Achieved 🧖 Achieved + ongoing 🦉 In progress 🚿 Yet to be started