



# Sustainability Strategy Update

OUR PROGRESS AS WE REACH HALFWAY  
TOWARDS OUR 2020 GOALS

Maggie Marilyn



We launched our first sustainability strategy in 2019 to help us navigate the complexities of sustainability and transparency and to ensure we had a clear roadmap to achieve our goals. We looked deep into our business to evaluate our impact, spotlight where we had the most control or oversight and then set ourselves measurable targets to achieve over the next two years.

Reflecting on the past year and the halfway point of our Sustainability Strategy, means reflecting on our challenges and wins, both of which there have been many. We ask our community to hold us accountable and so in turn, I feel it is my responsibility to be open and transparent about how we are progressing while on this journey. Below you will find what we have delivered on so far, what we have made progress on, and what we still have to achieve. I feel really proud of the progress we have made so far and am more determined than ever to transform fashion into a circular and transparent industry.

A big win for me in the last year was launching Somewhere.

In a very short space of time, it completely transformed our business. When writing this strategy over a year ago, Somewhere was still an embryonic idea, which over time grew into the traceable, affordable line of essentials we launched in November . Being a direct to consumer only offering, with few tight time frames or sales seasons, Somewhere really became an incubator in which we could slowly and thoroughly test ideas and discover new, more sustainable ways of working. It has paved the way forward for our main line and pushed us much closer to achieving many of our strategy goals.

Something else quite separate from this strategy that I am proud of are our community events. In a world where we are more digitally connected than ever and yet can often feel so disconnected, we wanted to create a space where people could come to learn, laugh and connect. To see our community coming together, friends being made and peers being supported, has brought me so much joy.

As our world is becoming more and more uncertain with forces outside of our control, I feel more deeply appreciative of our New Zealand manufacturers and the certainty and reliability that this gives my business.

Our biggest challenge over the last year has been, and continues to be, trying to change a broken fashion system while still operating as a part of it. For example, wanting to use innovative fabrics but not hitting the minimums as a small business. Wanting to use organic fibres, but dealing with a loss of yield and product, due to flaws. Wanting to have our own factories to ensure living wage, but not having the scale. Wanting to utilise existing deadstock fabrics to reduce waste, but not having supply chain traceability. And so the list goes on.

If this past year has taught me anything, it is the power of purpose. Everyday we face road-blocks such as these on our path to creating a better industry, but every day I am reminded of the importance of continuing to push forward. I know my purpose is to be a force for good, to create positive change in our industry and to be a brand that hopefully inspires other industries to do the same. This strategy has been my northern star, even at times when I have felt as though I am driving in the dark, it has been there reminding me of why I am on this journey. We have no choice, our industry must change.

We are at a truly pivotal moment in history. This isn't just about fashion. Here and now is where we decide what the world will look like for future generations. We must adapt to a changing world. We must choose to be better than those before us. We must know our purpose and we must do everything in our power to be the change we wish to see in the world.

I founded Maggie Marilyn with the mission to make a difference in an industry that I believed was ready for change. To me this means championing transparency, empowering all people in our supply chain and ensuring the health of our planet is at the forefront of every decision.



 Maggie

MARCH 2020

## **Vision Statement**

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

Keeping in unison with our original strategy we have divided this update report into three sections (Planet, People, and Prosperity).

## 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.

## 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.

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

IN SUMMARY



## Achieved

100% of our synthetic fibres are now from post-consumer waste.

44% of our Season 10 sample collection was made with repurposed existing fabrics

28% of total fabric meterage for Season 10 production (the actual amount that reaches customers, post wholesale sales) from repurposed fabric

100% of our virgin cotton is now GOTS certified organic, including our cotton ribbing

100% of our virgin sourced fabrics are Oeko-Tex certified, meaning they are free from harmful chemicals

100% of our textile suppliers have signed our Supplier Code of Conduct which includes parameters around the responsible use of chemicals

100% of our suppliers meet our animal welfare standards (as outlined in our Supplier Code of Conduct)

Measured our carbon emissions with the intention to become carbon neutral.

Educated our community on the impact and prevention of microplastics.

## Ongoing

REPURPOSING MM GARMENTS - will continue to develop concepts for how to repurpose existing, past season or archive MM garments

RECYCLED NATURAL FIBRES - recently found a supplier of high quality recycled natural fibres so will be working with this supplier going forward.



RESPONSIBLE WATER MANAGEMENT - in the process of writing a water management policy to share with our suppliers to initiate discussions around responsible water management practices


CARBON EMISSIONS - we will be reaching out to our freight partners to understand any practices whereby we can minimise transportation emissions

# 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>	  
	<b>SDGs</b>				
	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.	
	<b>SDGs</b>				
	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>	   
	<b>SDGs</b>				
	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).	
	<b>SDGs</b>				
	9.  Clean Water And Sanitation				
	12.  Life On Land				



## **Animal Welfare**

Since writing our original Strategy and our SCOC, the use of silk has been a growing conversation within the industry and our customers are questioning us increasingly on this. Although we still currently use silk in our collections, we have been exploring alternatives for a couple of years now, such as peace silk and silk made from rose petals. To date, we haven't been able to find an alternative of equal quality however we will continue working to find a sustainable, high quality alternative.

## **Carbon Neutral**

Over the past 6 months we have been calculating our carbon emissions as a business with the help of the highly regarded New Zealand organisation, Toitū Envirocare. Toitū are carbon and environmental specialists and in April will be auditing our findings. Following this, we will action our carbon reduction plan and then offset what we can't reduce through Toitū to become a certified Carbon Neutral company.

## **Microplastics**

We invested significant time in researching and educating our customers on the impact of microplastics. Through our website, emails, public speaking opportunities and social media we have shared resources on how to wash recycled polyester clothing to avoid the release of microplastics into waterways. We also now sell Guppy Friend washing bags online.



## **Responsible Water Management**

At the time of writing this we are working on a water management policy which we will share with our suppliers to initiate discussions around responsible water management practices. A challenge we face here is the difficulty in communicating with initial tiers in our supply chain. Many of the farmers, spinners and weavers operate through agents due to language barriers and lack of business expertise, therefore speaking directly to them about water management processes is difficult.

However we will continue to work through this with our suppliers. We are very proud to be working with SOKTAS India, who supply our Somewhere shirting, who are showing leadership in water management by both significantly reducing their waste water as well as recovering and reprocessing waste water through an advanced cleaning treatment after which the reclaimed water is used in their production processes.

This has provided us with great optimism and reiterated the importance of open dialogue with our supply chain, while also highlighting to us the importance of continually examining our ability to positively impact our stakeholders.

## **Repurposing past season and archive MM garments**

Our biggest challenge with repurposing old MM garments is that we only have small quantities available which means including them in our seasonal wholesale collections isn't possible due to the required quantities for retailers. We do however have opportunities to repurpose these garments as exclusives for our own online store. We have been experimenting but haven't yet achieved an end result we are happy with. We will continue to work on this and hope to achieve this goal by the end of 2020.



## **Post-Consumer waste**

We have secured a supplier of recycled polyester that is certified with the Global Recycled Standard (GRS) ensuring it comes from post consumer material such as plastics that have been diverted from landfill or oceans. In addition, inline with our dedication to divert fabrics from landfill, we also use deadstock polyester fabric, meaning we are giving an existing fabric a new life. We understand that there are traceability challenges with using deadstock fibres, therefore we felt it was important to develop a policy on deadstock materials, see below.

## **Deadstock fabric**

Deadstock fabrics are essentially leftovers. They are a result of a broken fashion system where brands significantly over order fabrics to lower the cost of minimums, dye fabrics the incorrect colours or they can simply be a result of surplus fabric unsold by textile mills. We recognise that there are many imperfections with the current deadstock market and felt the need to reference those here before explaining our reasons behind using them in our collections.

Due to the nature of purchasing fabric second-hand, there is little-to-no supply chain traceability. This also means that deadstock fabrics are rarely certified for ethical or organic production, so we cannot be sure of the chemical and environmental impact of the production process. Ensuring traceability is a priority for us in the fabric selection process, however our decision to use deadstock fabrics stems from our desire to repurpose excess fabric and divert waste from landfill. The deadstock industry is a bi-product of the broken 'take-make-waste' model. Until this model is changed (something Maggie Marilyn wants to be, and is, a vocal part of), we believe that repurposing deadstock is making the best of a broken system. We will continue to educate our community and industry peers around this issue with the hope that in time, deadstock fabric will exist only in very small quantities from traceable supply chains.





# People

IN SUMMARY



## Achieved

100% of our fabric suppliers have signed our supplier code of conduct - which includes policies on gender equality and zero tolerance for discrimination and ensuring our fabrics are ethically sourced.

## Ongoing

FACTORY AUDITS - we have third party audits booked for 5 of our key manufacturers in April 2020.

LIVING WAGE - we have engaged with all of our manufacturers about paying a living wage, meaning a wage that allows workers to meet their basic needs and provides them discretionary spending or saving, as opposed to a minimum wage that is the lowest permitted wage by law.

APPRENTICESHIP PROGRAMME - we aim to launch this before the end of 2020 and are currently working with education providers and industry peers to achieve this.

EDUCATION PROJECTS FOR LOCAL COMMUNITIES OF OUR INTERNATIONAL SUPPLIERS - this is something we hope to work on before the end of 2020. We will be reaching out to our international suppliers to understand the best way we can offer support.

EQUAL PAY AND GENDER EQUALITY - it is our aim to work with industry peers and NGO organisations to champion and influence equal pay and gender equality within fashion.



# 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



## **Living Wage**

We have engaged with all of our NZ manufacturers on this issue however as we don't have our own factories, finding a solution is complex. Our manufacturers work with multiple other fashion brands and although we pay fair prices for the work we contract to them, often other brands work them down on price and pay significantly less. With limited work for NZ factories, manufacturers often have little choice but to accept work for low prices instead of turning it down altogether.

Therefore it becomes complex for factories to commit to paying a living wage when we aren't the only customers they are accepting work from. All factories we work with pay at least minimum wage and are actively working to achieve living wage. Our goal is to own our own factories in New Zealand where we have full control over how much every employee is paid. We hope that as our business continues to grow, this becomes a reality. In the meantime, we will continue to push this conversation with our stakeholders and support them however we can.



A white sheet is draped over a structure, creating deep folds and shadows. The background is a bright, cloudy sky with a sun flare in the upper left. The overall mood is serene and hopeful.

# Prosperity

IN SUMMARY



## **Achieved**

100% of our clothing is made in New Zealand

Bi-annual sustainability report - this is our progress report and we will deliver our final report at the end of the 2020 financial year.

Proactive and ongoing transparency with all our stakeholders as to how we do business including regular website updates, digital marketing, newsletters, community announcements and social media posts.



## **Ongoing**

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

# 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



## **Transparency**

As we hope this update report showcases transparency is incredibly important to us. On our website we share the details of all our makers, suppliers, and where possible, farmers. We also provide this information beside every garment on our online store. We send out regular newsletters that have details on our fabrics and makers, we run a fortnightly instagram series where we answer any questions our followers have and founder Maggie Hewitt regularly talks at events, panels, industry gatherings, and to media about our business operations and sustainability goals.

Thank you for dedicating the time to read this update report.  
Amidst everything happening in our world right now, our hope is that this brings some positive news. As always, we would love to hear your feedback and any questions you may have. You can reach us at [info@maggiemarilyn.com](mailto:info@maggiemarilyn.com). Stay safe, stay optimistic and stay connected.

Much love,

♥ Team MM

\*\* Please note that while we are 100% committed to moving forward with these goals, due to the current uncertainty surrounding COVID-19, some of the above dates may be subject to change. \*\*