

thegreenlabels

sustainability report

2021



A photograph of a dark wood chair with vertical slats in the backrest. A large bunch of delicate purple flowers is draped over the left side of the chair. On the floor in front of the chair are four white sneakers with orange and purple accents. The background is a plain, light-colored wall.

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introduction

Dear Reader,

Thanks for being here. You are reading our very first sustainability report.

In 2021 we completely renewed our sustainability framework, basing it on principles that we, as a company, believe define sustainability.

This year we are also reporting on each of the principles and basing it on defined hard and soft indicators that we intend to track and report on every year.

This is only the starting point as we plan to continuously improve ourselves. We are ready to receive your feedback and improve ahead.

Yours sincerely,

thegreenlabels



continuous improvement

During the fashion revolution week of 2021, we launched our new sustainability framework, which is a great illustration of our work on continuous improvement at thegreenlabels.

Our intention behind the decision to revamp thegreenlabels' sustainability framework was to realign ourselves into what we have grown to become 4 years after the start of

Old framework:		New framework:			
our values	Fashion		Beauty		
	leaf icon	vegan	triangle icon	waste reduction	cross icon
	circle icon	local	leaf icon	ethically produced	leaf icon
	diamond icon	clean processes	circle icon	made in Europe	circle icon
	triangle icon	waste reduction	circle icon	community support	cross icon
	leaf icon	non-toxic	leaf icon	natural fibers	lightbulb icon
	cross icon	natural fibers	lightbulb icon	innovative practices	lightbulb icon

label curation criteria

After thorough research and experiencing the world of sustainable fashion & beauty we selected the values that enables the higher sustainable impact. Those values help us in our selection of products & partners we work and guide our customers

fashion values

	organic	ethically produced	transparent	made in EU	non-toxic	innovative	natural fibers	vegan	community support	waste reduction
TACH	no	yes	no	no	yes	working on	yes	no	no	no
POPPY FIELD	no	yes	yes	no	no	yes	yes		yes	yes
J-LAB3L	no	yes	no	no		yes	yes	no	yes	Yes
RITA ROW	yes	yes	no	yes		yes	yes	yes		
BY SIGNE	yes	yes	no	yes		yes	yes	yes		yes
ARMEDANGELS	yes	yes	yes	no	yes	yes	yes	yes	yes	yes
PEOPLE TREE	yes	yes	no	no	yes	no	yes	yes	yes	yes
L'ENVERS	yes	yes	yes	yes	no	no	yes	no	no	yes
KOI	yes	yes	yes	no	yes	yes	yes	yes	yes	yes
MAIUM	no	yes	no	no	no	no	no	yes	no	yes
EMBASSY	no	yes	yes	no	yes	yes	no	yes		yes
LANGERCHEN	yes	yes	yes	no	yes	yes			no	yes
CAPSULE STUDIO	no	yes	no	yes	no	no	yes	no	no	yes
COSSAC	no	yes	no	yes	no	yes	yes	yes	yes	yes
JAN'N JUNE	no	yes	yes	yes	yes	yes	yes	no	no	yes
THINKING MU	yes	yes	yes	no	yes	yes	yes	no	no	yes

label curation criteria

shoes values

	organic	ethically produced	transparent	made in EU	non-toxic	innovative	natural fibers	vegan	community support	waste reduction
VEJA		yes	yes	no		no	no	no	yes	yes
MIREIA PLAYA	no	yes	yes	yes		yes		yes	yes	
COLLECTION & CO	no	yes	no	yes		yes	no	yes	no	yes
JUTELAUNE	no	yes	yes	yes		no	yes	yes		yes
ALOHAS	no	yes	no	yes		no	no	no	yes	
SAYE	no	yes	yes	yes		yes	no	no	yes	yes



label curation criteria

underwear/swimwear values

	organic	ethically produced	transpar-ent	made in EU	non-toxic	innovative	natural fibers	vegan	community support	waste reduction
GIRLFRIEND COLLECTIVE	no	yes	yes	no	yes	yes	no	yes	no	yes
OLLY LINGERIE	yes	yes	yes	yes	yes	no	yes	yes	no	yes
NETTE ROSE	no	yes	no	no	no	no	no	yes	yes	yes
ORGANIC BASICS	yes	yes	no	yes	yes	no	yes	yes	no	
CLO STORIES	no	yes	yes	yes	yes	yes	no	yes		yes
AUGUSTINE	no	yes	yes	yes	yes	yes	no	yes		yes
SEWDISH STOCKINGS	no	yes	yes	yes	yes	no		yes		yes
LE NAP		yes	yes	yes	yes			yes		yes



label curation criteria

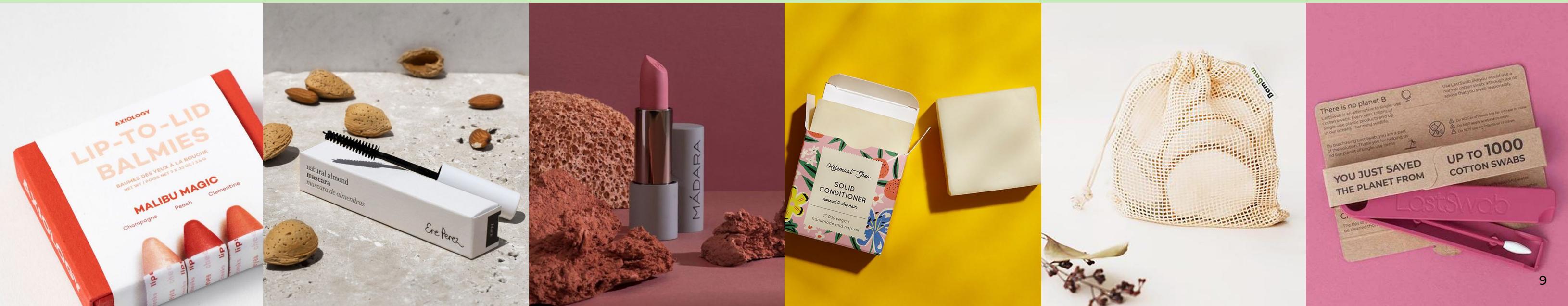
accessories values

	organic	ethically produced	transpar-ent	made in EU	non-toxic	innovative	natural fibers	vegan	community support	waste reduction
SILFEN	working on	yes	yes	no	yes	yes	no	yes	yes	yes
O MY BAG	no	yes	yes	no	yes	no	no	no	yes	yes
FLAWED	no	yes	yes	no	yes	no	no	yes	no	no
SOLITUDE THE LABEL	no	yes	yes	yes	yes	no	no	yes	no	yes
PINQPONQ	no	yes	yes	yes	yes	yes	no	yes	no	yes
STOP! MICROWASTE		yes								
WINDEN	yes	yes	yes	yes	yes	no	yes	yes	yes	no
HELLO ZEPHYR	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
SUNNY AFTERNOON	no	yes	yes	yes	yes	no	no	yes	no	yes
ALPACA LOCA	no	yes	yes	no	yes	no	no	no	yes	no
NEINTIES		yes								

label curation criteria

beauty values

	organic	ethically produced	transparent	made in EU	eco-packed	innovative	natural	vegan & cruelty-free	community support
ERE PEREZ	no	yes	yes	yes	no	yes	yes	yes	no
MADARA	no	yes	yes	yes	no	yes	yes	yes	no
AXIOLOGY	yes	yes	no	no	yes	yes	no	yes	yes
SMPL	yes	yes	yes	yes	yes		yes	yes	no
BAMBAW	no	yes	yes	no	yes	yes	no	yes	no
LAST OBJECT	no	yes	yes	no	yes	no	no	yes	no
BUMI BAR	no	yes	yes	no	yes	no	yes	yes	no
HELEMAAL SHEA	yes	yes	yes	yes	yes		yes	yes	no



materials



We favor natural, organic and recycled fibers and try to stay away from synthetic and mixed fibers. We mostly work with labels that use certifications such as GOTS for organic fabrics, Oeko-Tex for the regulatory usage of harmful chemicals and GRS

kg/tons of CO₂ equivalent saved in comparison to conventional fashion,
by products sold in 2021 (based on Kelvin methodology)

Products	kg CO ₂ per kg fibre	total kg CO ₂ of sold items
Conventional	10.59	12967.9
Sustainable	1.58	1934.8
Avoided	9.01	11033.1

*0.009 tons

* 11.03 tons



P.S. 11.03 tons of CO₂ saved is equivalent to what roughly 19 flights from New York to London would emit into the atmosphere

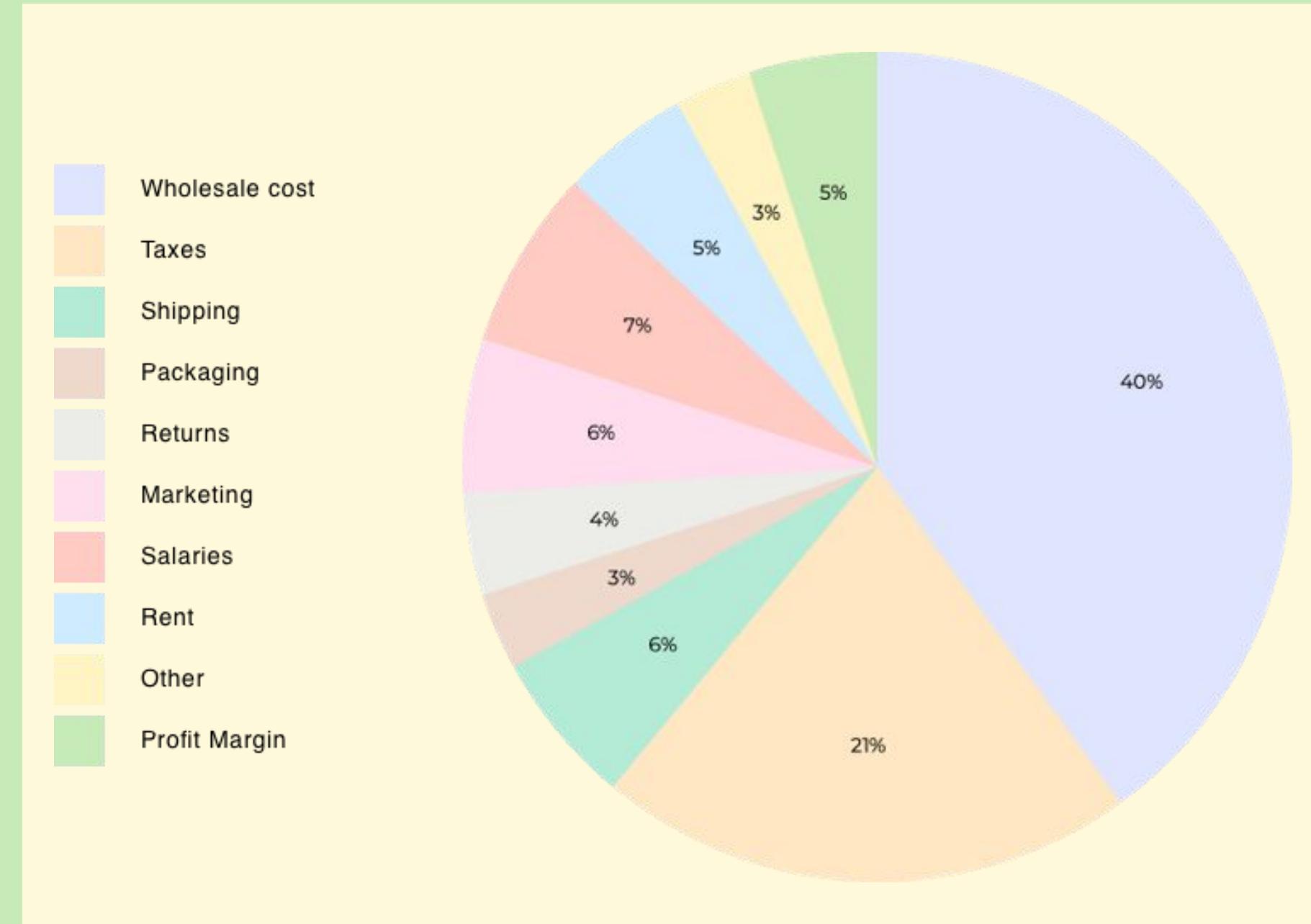
pricing transparency

40% of the price of a product you purchase on thegreenlabels corresponds to the wholesale price we pay the label to acquire the products, secondly 21% of that margin corresponds to the VAT we have to pay back to the government.

In 2021, thegreenlabels paid salaries to two full time employees and three interns. We have direct & indirect operational costs to cover linked to the shipping of the packages and rent.

We invest less than 6% of our budget in marketing such as paid Facebook & Instagram ads and create most of our content in house. This way we keep our costs of marketing extremely low compared to standards of the fashion industry that can go up to 25%.

We reinvest all of the remaining margin into the business to increase the size of our assortment and add new categories. This is how we grew from 10 green labels to 40+ in 3 years.



supply chain transparency

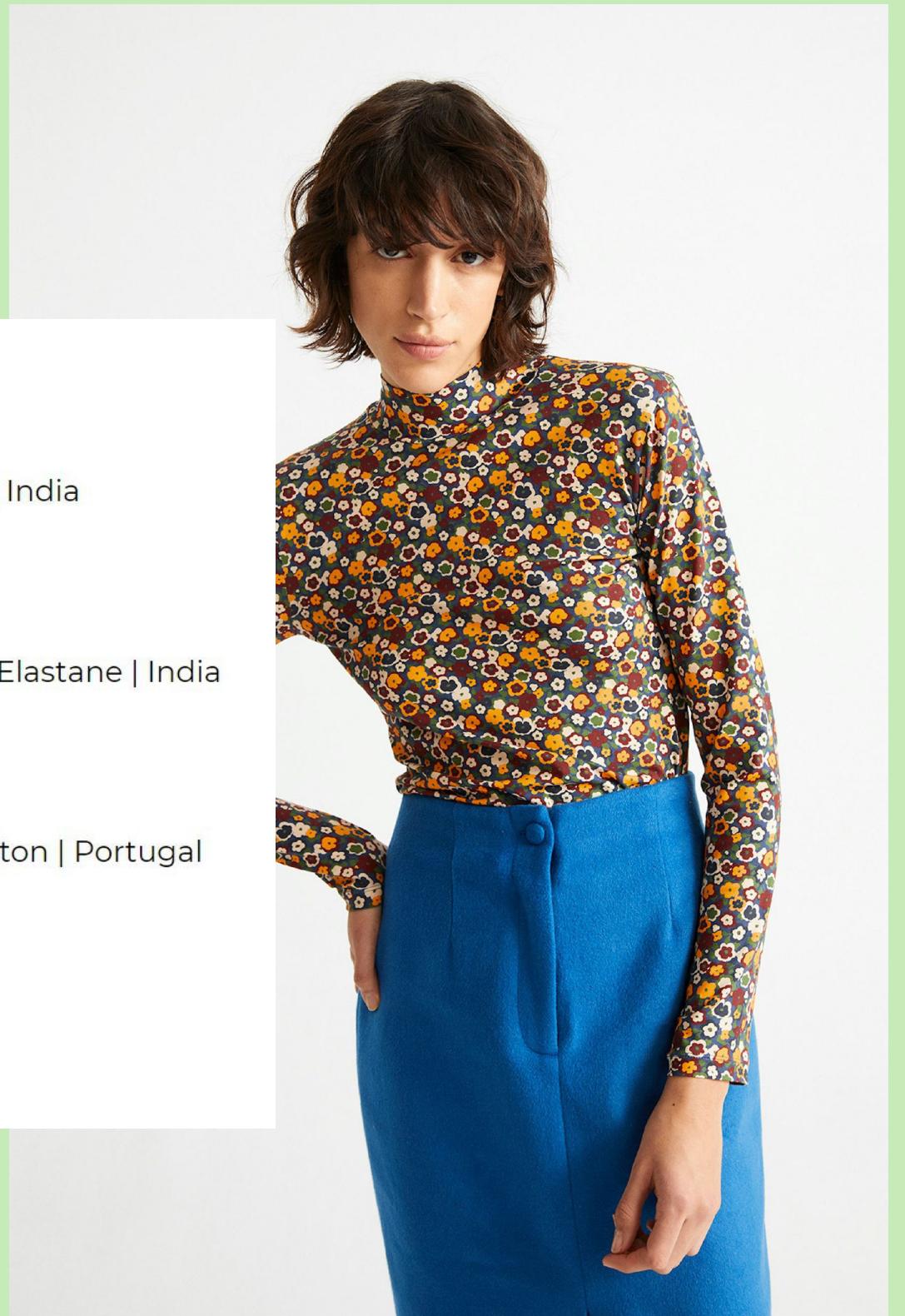
ex. picnic ellen top by Thinking Mu

Supply chains can be confusing and overwhelming, but they are very important when you start digging into the sustainability of a product.

A supply chain is a network of interconnected links and companies, all working in a different stage of the chain to create a final product.

There are a ton of different variations possible and they can have a lot of steps, making it difficult for a consumer (or even a producer) to track.

We display the steps of the supply chain in the transparency section that can be found on every product page. The next step for us is to track the availability of that infor-



Our boxes are made out of 90% recycled cardboard & water based ink, while the envelopes are from Wastebased. They are compostable and the first carbon negative packaging.



P.S. GLS Netherlands compensates and reduces its entire carbon emissions by supporting national projects in NL and abroad. For instance, Tress for All Foundation in NL or Jacundá Forest Conservation in Brazil

shipping & packaging

packaging type	quantity	CO ₂ -eq per order in kg	CO ₂ -eq per year in kg
cardboard boxes	12.78%	0.489	156.48
compostable mailers	74.04%	0	0
reused boxes	7.99%	0	0
showroom pickups	5.19%	0	0
total per year	2504		156.48

* ~0.16 tons

carriers	parcels shipped	CO ₂ -eq per order in tons	CO ₂ -eq total in tons
GLS	593	0	0
Fietskoerier	309	0	0
DPD	662	0	0
PostNL	457	0.00021	0.09444
UPS	10	0.00013	0.00133
total per year	2031		0.09577

total emissions that we promise to compensate in 2022:
0.16 tons + 0.095 tons = 0.255 tons

quality

Our vision of sustainability is rooted in durability
We believe in curating products that you can cherish
for the time you desire and even pass it on to others

We strive to curate high-quality products

These items are fighting fast fashion and
should last for multiple years when they are
loved and cared for the right way
the length of time depending on the type
of product

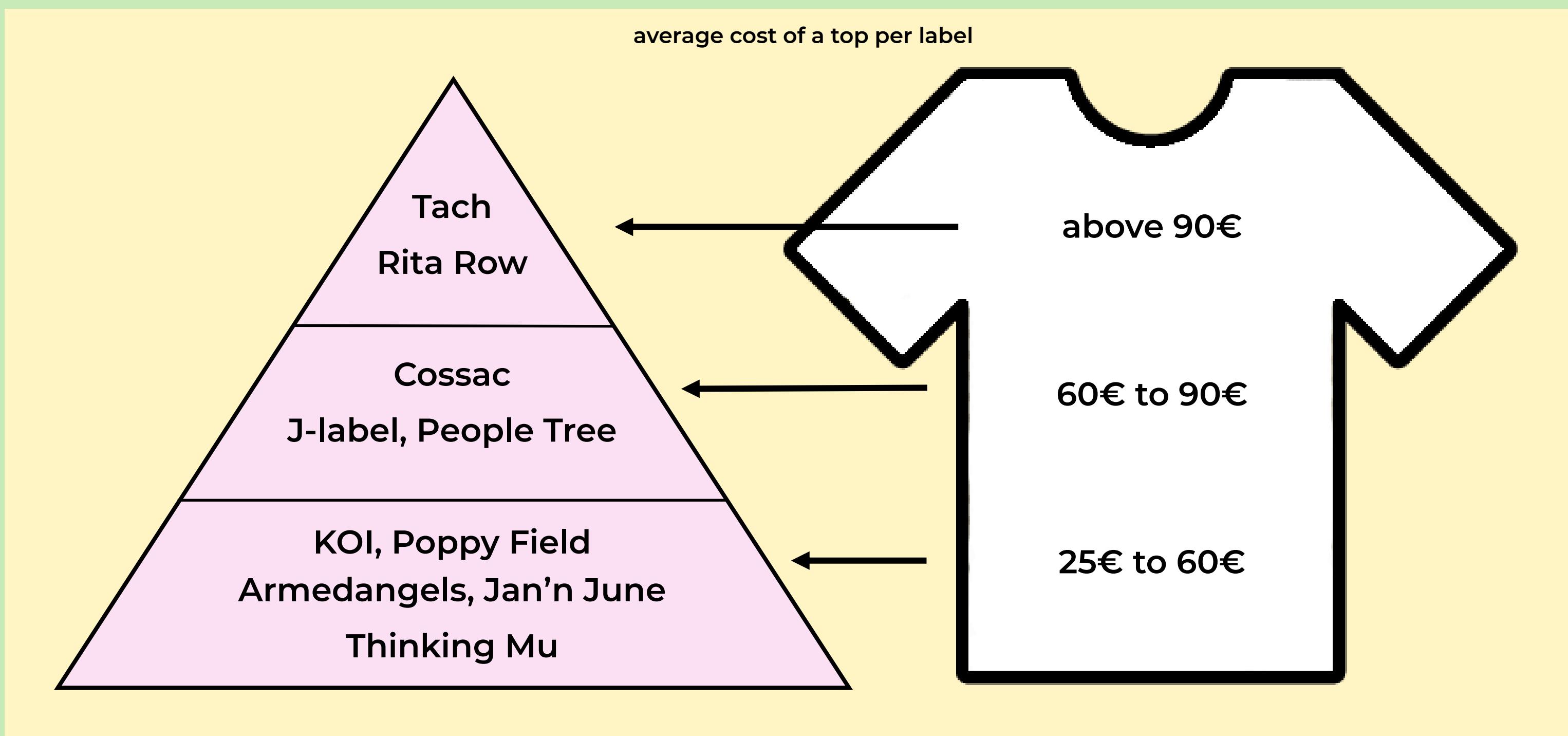
For example, coats should last at least 5
years, shoes at least 3 years, and knitwear &
jeans at least 5 years

All depending on how you wear them of
course, but in general items should be
made to last



accessibility in price

While we believe that a shirt should cost more than a coffee, we also value accessibility in price of sustainable fashion. This is one of our core principles as the majority of our green labels fall under categories below 60€



education & communication



We use social media not only as a way to advertise a small business, but also as a means of education regarding sustainability

Alongside *blog posts* and *thegreenminute*, this year we launched new rubrics such as *what's news* & *thegreentips*

total reach on IG in 2021

1,326,320

total blog posts views in 2021

3,064



**thank you for reading
&
see you in 2022!**

we are always open to discuss feedback
and answer any type of questions via
welcome@thegreenlabels.com