

NUDIE JEANS

Sustainability Policy

Nudie JEANS co



Nudie Jeans Sustainability Policy

INTRODUCTION

Producing companies have a significant impact on the global consumption on natural resources, and on global working conditions and economic development. In this context and as an active player in the textile industry, we recognize the importance of a holistic approach to sustainability, where Nudie Jeans needs to create long-term and stable economic progress to be able to actively work to decrease its environmental impact, and to improve social standards in the supply chain.

PURPOSE

The purpose of the Nudie Jeans Sustainability Policy is to define a framework for our business practices in order to navigate our work as sustainably as possible. The Nudie Jeans Sustainability Policy ensures that our business contributes to sustainable development by working to reduce our environmental impact as much as technically, economically and practically possible, within the scope of our business. Nudie Jeans' sustainability goal is to work with production performances beyond national and EU legislation, by endorsing voluntary schedules that support more sustainable practices where possible.

SCOPE

This policy applies to Nudie Jeans AB and its nine subsidiaries. Nudie Jeans Marketing AB covers the governing part of the organization, whereas the eight other subsidiaries manage and operate quality control in Italy and Tunisia as well as Nudie Jeans' wholesale and retail activities.

COMMITMENT

Nudie Jeans' vision is to become the most sustainable denim brand. We are committed to continually improving our sustainability practices through conscious selection of materials and production processes, third-party auditing, thorough follow-ups of our suppliers and through a well-integrated and dynamic environmental management system. Nudie Jeans' most significant environmental aspects are ranked and analyzed within the environmental management system and goals and actions are set to manage the development. Our Fair Wear Foundation membership and their methodology have given us the support required to build the structure for managing the social aspects of our sustainability work. By working systematically with the areas where we have the highest environmental impact and focusing our sustainability efforts where they are needed most, we are working to be a leader in the textile industry.

We are committed to continuing to train and educate all of our employees in sustainability issues, especially on the environmental impact of Nudie Jeans' business and how we are working to reduce it by prolonging the life of our garments through repair, re-use and recycling activities.

Similarly, we are committed to continuing to communicate with our customers and other consumers and stakeholders about more sustainable consumer behaviors. Our free repair service, sales of Re-use denim and the possibility to turn in old Nudie jeans in exchange for a discount on a new pair are crucial actions and communication tools in this commitment. By offering a smarter way to consume, we support and promote consumer behaviors that contribute to a circular business and ultimately to a circular economy.

REPORTING

We monitor, measure and review our sustainability performances regularly through our annual GRI-referred sustainability report, the annual review of our environmental management system, and through the yearly Brand Performance Check by the Fair Wear Foundation. We ensure our progress by creating adequate and challenging goals and strategies moving forward. We are committed to optimizing the use of resources such as raw materials, waste, energy and water, and to avoiding the use of hazardous chemicals. We analyze and map our sustainability work through the lens of the Sustainable Developments Goals.

Sustainability is a natural part of our decision-making processes and Nudie Jeans’ policies. Nudie Jeans’ sustainability requirements are integrated parts of our business strategy, which is composed of our policy framework, including: our internal Sourcing Policy, Code of Conduct, Human Rights Policy, Living Wage Policy, Anti-corruption Policy, Sustainable Material Tool, Animal Welfare Policy, Climate Policy, and Travel Policy. The Nudie Jeans board of directors has overall accountability for Nudie Jeans’ environmental impact and sustainability work.

Copenhagen 2020-05-20

 Place and Date

John K.

 Signature Nudie Jeans CEO