Sustainable development goals (SDGs)

"This model changes our paradigm for development, moving away from the current sectorial approach, where social, economic and ecological development are seen as separate parts. Now, we must transition towards a world logic, where the economy serves society so that it evolves within the safe operating space of the planet."

// Johan Rockström
Creator of the SDG model and part of Stockholm Resilience Centre

The SDGs are developed by the United Nations and are part of the 2030 Agenda for Sustainable Development. We have chosen to include the SDG model created by the Stockholm Resilience Centre, because we believe it clearly illustrates the connections between the SDGs and how they serve as the building blocks of our reality. The biosphere and its ecosystem services are the basis of our full business, as we rely on flourishing natural resources for our production. Society is where we act and have an impact through our production, products and customers. The economy represents the outcome of our business, and partnerships across all levels are needed for successful sustainability initiatives.

1. Credit: Azote Images for Stockholm Resilience Centre
We work with Sustainable Development Goals 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16 and 17, because they capture the areas in which we have the largest impact. The SDGs listed on this page are in relation to the identified targets and our activities connected to each one.

1.1 Eradicate extreme poverty
1.2 Eradicate national poverty
   → Living wage
   → Fair Trade

2.1 Eliminate hunger
2.5 Diversity of seeds
   → Chetna Organic cotton
   → Hunger project

3.8 Access to quality essential health-care services
   → Health check-ups and services for employees
   → Organic cotton

4.1 Education for all
4.3 Access to higher education

5.1 End all forms of discrimination
5.2 End violence
5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making

6.2 Access to adequate and equitable sanitation and hygiene for all
6.3 Improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials
6.4 Increase water-use efficiency across all sectors
6.5 Water management
6.6 Protect ecosystems
   → Water treatment plants
   → Organic cotton

7.2 Renewable energy
   → In parts of our supply chain
   → In parts of our Repair Shops

8.5 Full and productive employment and decent work
8.7 Eradicate forced labor, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labor

9.3 Small-scale enterprises
9.4 Upgrade industries with increased resource-use efficiency

10.2 Empower and promote the social, economic and political inclusion of all
10.3 Ensure equal opportunities and reduce inequality
10.4 Wage protection policies
   → Living wage
   → Supplier Training
   → Equality policy

11.1 Sustainable use of ecosystems
   → Organic cotton

12.1 Programs on sustainable consumption and production
12.2 Use of natural resources
12.4 Management of chemicals
12.5 Reduce waste
12.6 Adopt sustainable practices and integrate sustainability information into the reporting cycle
12.8 Information and awareness of sustainable development
   → Fair Wear Foundation
   → Eco-cycle
   → Chemical work
   → Partnerships
   → Organic cotton

13.2 Integrate climate change measures into policies, strategies and planning
13.3 Improve education awareness raising
   → Educating consumers
   → Climate work

14.1 Prevent and reduce marine pollution
   → Guppy Friend washing bag
   → Water treatment plants

15.1 End all forms of discrimination
15.2 End violence and abuse against children
15.3 Equal access to justice for all
   → Amnesty Sweden

17.9 Capacity building
17.16 Multi-stakeholder partnerships
17.17 Encourage partnerships
   → Fair Wear Foundation
   → Alliance for Responsible Denim
   → Fairtrade
   → STICA
   → Global Fashion Agenda
   → Chetna Coalition
   → Rise