

# OUR SUSTAINABILITY STRATEGY

# 2021



WEAR GROUP

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# INTRODUCTION

## VISIONARY & MOTIVATION



We strongly believe in long term partnerships and our vision is to be the best partner for the biggest accounts with focus on their specific needs only.

Our mission is to offer the right product for the right price at the right time and we do our best to give our customers full value for money with this set of values.

Times are changing and so are the needs from our customers and from the environment.

**It is about time to react and make a change.**

Sustainability is becoming a basic principle and true sustainability in the fashion industry is a complex, unclear and blurred matter. We have been working hard and will be working even harder to make sure we live up to the future needs and to make this topic less blurred for our customers.





As we all know, the world is in crises and the pandemic situation is putting almost every industry under extreme pressure. The fashion industry as well.

We are all suffering, and we are all holding our breath in fear of what tomorrow will bring. Thus, Wear Group is not willing to lose momentum and let Covid-19 remove the initiative and focus on this crucial topic.

**Sustainability is the future and now is the time to move forward.**

We strongly believe in transparency and propriety and we want to do the right thing at the right time.

Honestly said, till now, we haven't been focusing enough on the impact our industry has on the planet.

We have not had the foresight needed, but want to change that and to contribute to a positive development of our industry.

Focusing on a sustainable future for us means setting clear and transparent expectations – from respecting human and labor rights to minimizing environmental impact. We have a large responsibility in everything we do and we are ready to make the necessary investments in our planet and the way we are consuming its resources.

Our motivation is strongly linked to the “United Nations sustainable development goals” and how they can encourage us to contribute to a more sustainable fashion behaviour.

CEO Martin Buus Nørgaard



# WEAR

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## ABOUT THE COMPANY

Wear Group A/S is a fashion wholesale company, located in Silkeborg, Denmark.

We design, develop and sell young menswear to the European mass-market.

We offer services within product development, quality sourcing, own brands as well as private label production.

We strongly believe in the right product for the right price at the right time. We do our best to give our customers and clients full value for money with this set of values.

The company is managed by a small team of enthusiastic and talented people led by company founder and Managing Director, Martin Buus Nørgaard.



# GROUP





“ IT IS ABOUT TIME TO REACT AND MAKE A  
CHANGE. SUSTAINABILITY IS THE FUTURE AND  
NOW IS THE TIME TO MOVE FORWARD ”





# UN'S WORLD GOALS

## 17 GOALS FOR PEOPLE & OUR PLANET

The 17 Goals were adopted by all UN Member States in 2015, as part of the 2030 Agenda for Sustainable Development which set out a 15-year plan to achieve the goal – A better and more sustainable future for all of us.

The Goals are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere –

To face the global challenges, including poverty, inequality, climate change, environmental degradation, peace and justice.

Today, progress is being made all over the world, but, overall, action to meet the Goals is not yet advancing at the speed or scale required.

2020 needs to usher in a decade of ambitious action to deliver the Goals by 2030 – It is time for us to join the journey and make a difference.



# CIRCULAR ECONOMY PROJECT

We at Wear group have a big desire to be part of reducing our impact on the climate. For a long time, we have had an ambition to create a more sustainable business operation. Being part of a business with high CO2 emission, we feel the obligation to do better.

We want to gain better insight and knowledge about our business, so that we can start entering a dialogue with our customers, manufacturers, and have a strategy for sustainability and through that help to influence resource consumption in the distribution and production stages.

With the great focus on sustainability that has come with the introduction of the UN World Goals in the last few years, we have seen a mature market for a sustainable business approach, which is why we therefore also have an increased focus on sustainability and circular economy.

## 8 DECENT WORK AND ECONOMIC GROWTH

We will focus on a better economic output in the manufacturing process, by upgrading machinery and production. We will create a balance between economic growth and the sustainable impact we are responsible for.



## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

We will put focus on responsible manufacturing. For instance, by changing main fabrics to organic or recycle materials.



## 13 CLIMATE ACTION

We will investigate solutions to minimize our CO2 footprint. This will be done by looking into our current supplier mapping in tier 2 and 3 level.





# MATERIALS

## OUR IMPACT & GOALS

### MATERIALS

We aim to reduce our Co2 impact by focussing on the origin and the creation of our raw materials, putting more attention on sustainable fabrics, recycle processes and by rethinking our packaging materials and volumes.

To reduce our impact focus will be on our biggest fiber group, which is cotton. Cotton fibers is approximately 80% of our yearly material usage, therefor it makes sense to setup achievable, but also ambitious goals for this fiber group.

### OUR IMPACT & GOALS

Cotton impact

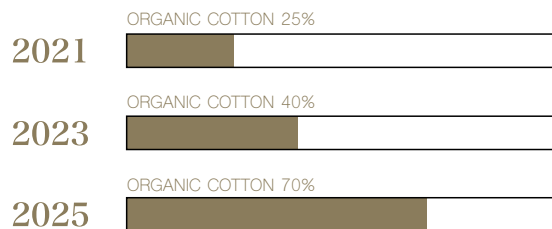
Action: Restructuring of all cotton. (40 % in 2023)

Baseline: 1.278.000 kilo CO2-e (256.000 kilo conventional cotton)

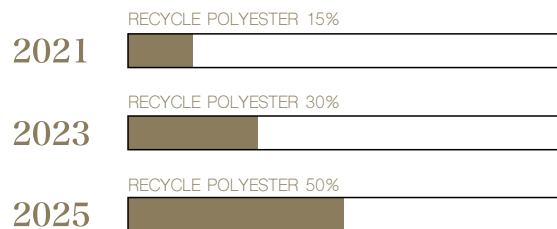
Reduction: 357.840 kilo CO2-e



#### 15 LIFE ON LAND COTTON GOALS



#### 14 LIFE BELOW WATER POLYESTER GOALS



#### POLYBAG GOALS





# SUPPLIERS

At Wear group we strongly believe in close and long term partnerships. This goes for our relationships with suppliers, as well with our customers.

For now we have a small portfolio of 7 suppliers, were some have been a part of the journey for more than 10 years.

Having long term partnerships with suppliers, is a big part of securing the best products and having deliveries that is on time.

Working with just a few, but big suppliers, ensures us a bigger impact in production, but also to implement initiatives that will make sure we reach our goals and commitments. All things important to make sure we offer the best service towards our customers and in the end, benefitting the end consumer.





# CERTIFICATION

## 3 GOOD HEALTH AND WELL-BEING

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

## 15 LIFE ON LAND

GOTS: One of our current suppliers is already GOTS certified and another one is in close dialog to become certified. This will ensure we will reach our goal in 2021, to have two certified GOTS suppliers. The plan is to increase this to 5 in total by 2023 and then having all suppliers certified in the year 2025.

GOTS is for us the obvious choice, as this guaranties an environmental and social awareness though out the whole supply chain.

## 8 DECENT WORK AND ECONOMIC GROWTH

BSCI: All our current manufactures are BSCI certified, all within different gradings. Our aim is to secure a minimum of a level B grading (preferred level A) across all manufactures.

BSCI works will UN's world goals, but we will put extra attention on goal #8. Goal #8 is focusing on healthy economic growth and better working conditions for everyone.



# TRACE- ABILITY



## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

### 15 LIFE ON LAND

Our goal is to create a more transparent company, by creating a yearly sustainability report.

2021: Reports will be made and measured on different parameters (CO<sub>2</sub>, energy use or similar to an IMPACT INDEX).

All parameters will be held up against UN's world goals. There will be chosen 1-2 products, where an entire supply chain will be screened.

The yearly report will be published to our key accounts.

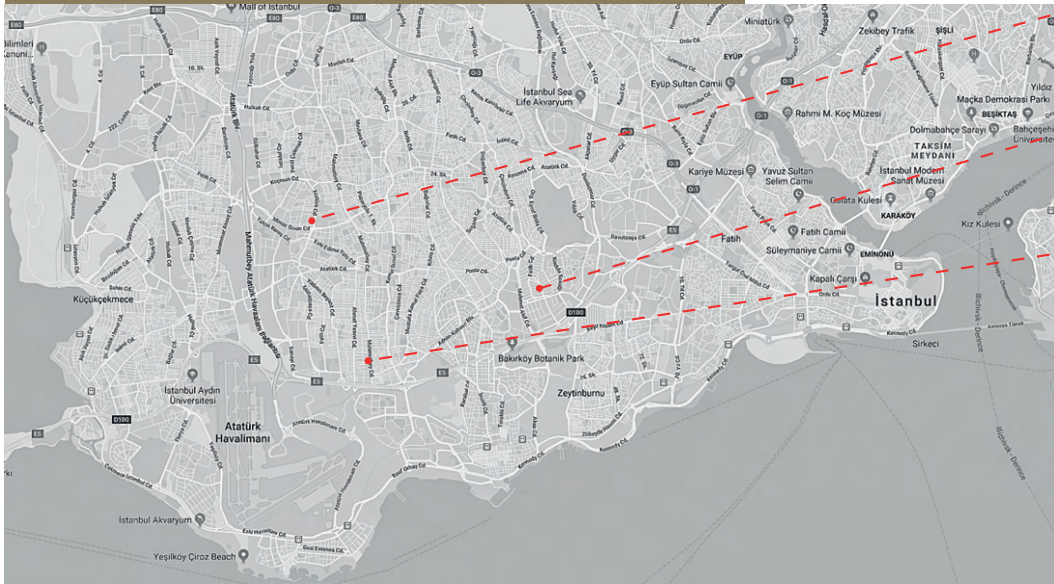
2023: The report will be updated to include tier 2 suppliers.

2025: The report will be updated to include tier 3 suppliers.



# SUPPLIER MAPPING

## ISTANBUL - TURKEY

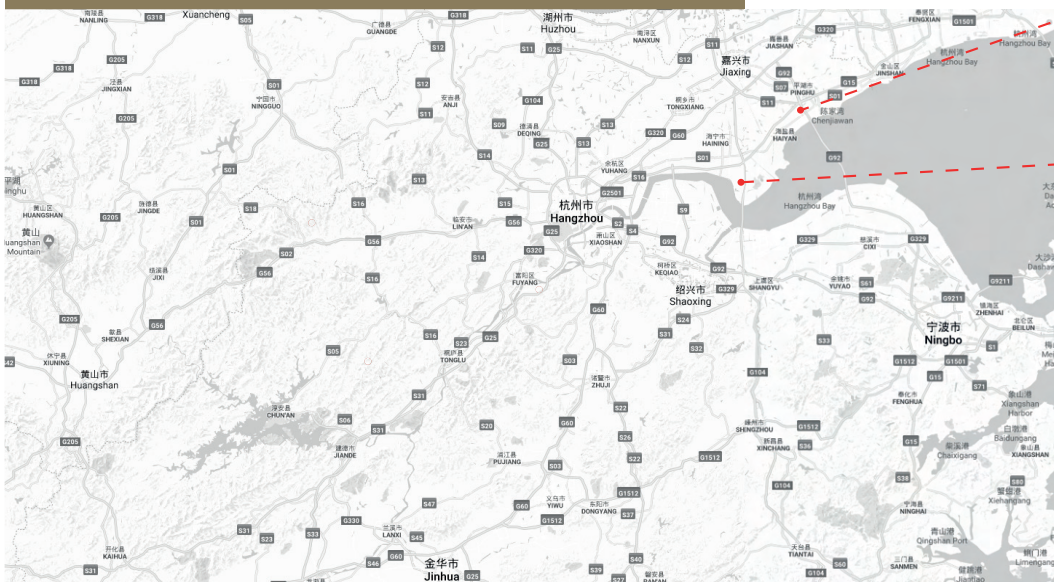


**AS FASHION**  
 Baglar Mah Ataturk CAD NO:74/4 Baglar Cunesi 34212  
 Istanbul  
 Established 2015  
 Certificates: BSCI, Sedex  
 Production capacity/year: 1.200.000  
 Production type: Circular Knit

**MEFE Tekstil**  
 Mehmet Nesh Ozmen  
 mah. Yildirim sokak:20-4 Cungoren, Istanbul  
 Established 2016  
 Certificates: BSCI, Sedex - both under process  
 Production capacity/year: 720.000  
 Production type: Denim & Non-denim

**TBT**  
 Son. Ve Tic Ltd. Sti Eren Mah. Gulbahar Cad Sancaktepe Plaza No. 128/A Kat. 4 Cunesli Baglar Istanbul  
 Established 2015  
 Certificates: Sedex - under process  
 Production capacity/year: 1.200.000  
 Production type: Circular Knit

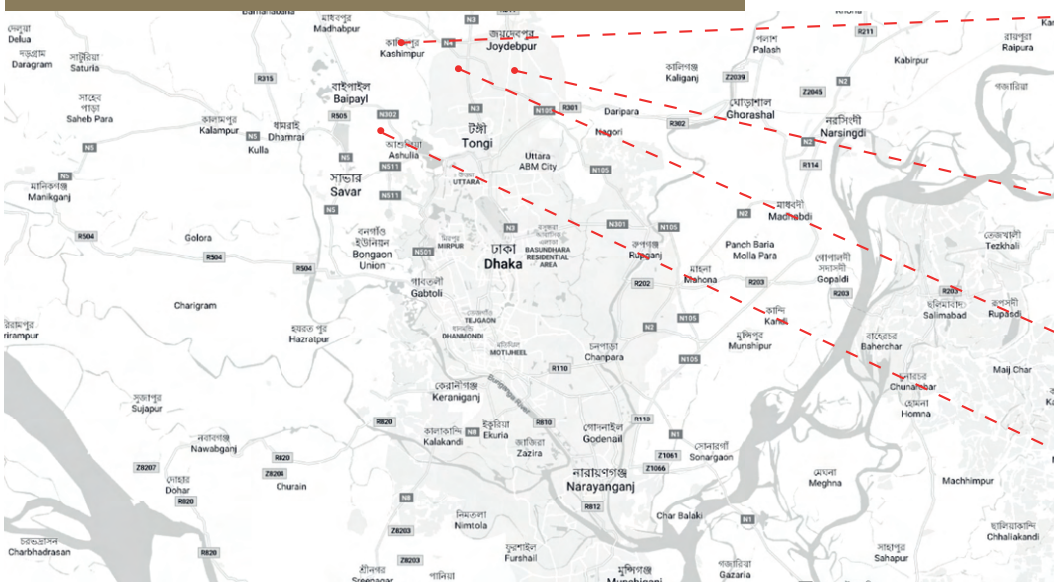
## HANGZHOU - CHINA



**HUA YUE**  
 No. 18 XiChang Road Haiyan Jiaxing City Zhejiang Province  
 Established 2005  
 Certificates: BSCI  
 Production capacity/year: 1.200.000  
 Production type: Outerwear  
 Other information: 162 workers

**ZHONG NU**  
 No. 3 Hua Shan Hui road Huangwang Town Haining City Zhejiang Province  
 Established 2006  
 Certificates: BSCI  
 Production capacity/year: 200.000  
 Production type: Outerwear  
 Other information: 47 workers

## DHAKA - BANGLADESH



**Big Boss Corporation Ltd.**  
 Apech Industrial Park 30, Sarabo Kashimpur Caspuz Dhaka  
 Established 1998  
 Certificates: ACCORD  
 Production capacity/year: 1.2 mio  
 Production type: Denim & Non-denim  
 Other information: 10.000 workers total  
 42 production lines, own washing unit  
 Customer references: Bestseller, Inditex, Cotton On Group

**Next Export Zone Ltd.**  
 105/4, Adaboy, Poyabagan Joydebpur, Caspuz  
 Established 2018  
 Certificates: BSCI  
 Video online  
 with all requirements installed in factory  
<https://www.google.com/maps/@23.7208126,90.3748126,15z>  
 Production capacity/year: 2.300.000  
 Production type: Circular Knit & flat Knit  
 Other information: 250 workers

**Fresh Fashion**  
 Fresh Fashion Wear Ltd. 638, Sharif, National University, Caspuz Sadar, Caspuz 1704, Bangladesh  
 Established 2006  
 Certificates: BSCI & SEDEX  
 Production capacity/year: 1.800.000  
 Production type: Shirts  
 Other information: 750 workers

**ACQ**  
 Rana Knitweavers Ltd. CSSA-41, Ziroba, Savar Dhaka, Bangladesh  
 Established 2001  
 Certificates: BSCI, BCI, ACCORD, OEKO-TEX & COTS  
 Production capacity/year: 1.2 mio  
 Production type: Circular Knit



# SUSTAINABLE INITIATIVES & WORKING CULTURE

INITIATIVES THAT HAS ALREADY BEEN DONE,  
TO TURN DOWN OUR CO2 FOOTPRINT.

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CONFERENCE CALLS WITH SUPPLIERS,  
TO CUT DOWN ON OVERSEA TRIPS.

3D SKETCHES, INSTEAD OF SALES  
SAMPLES.



ORGANIC AND VEGAN FOOD AS  
LUNCH.

VIDEO-CONFERENCE SALES MEETINGS  
FOR SMALLER COLLECTION REVIEWS.









ALL POLYBAGS ARE MADE OUT OF  
RECYCLE POLYESTER.

“EVERYTHING COUNTS AND EVEN THE IMPACT ON THE ENVIRONMENT IS DIFFICULT TO MEASURE WE ARE CONTINUOUSLY WORKING ON INITIATIVES TO IMPROVE THE SUSTAINABLE WORKING CULTURE AND WITHIN THE COMPANY.”



# TARGETS AND ACHIEVEMENTS

 ACHEIVED
  NOT ACHEIVED YET

OBJECTIVE	INITIATIVE	DESCRIPTION	TIME FRAME	STATUS
CO2 Reduction	Waste separation	Even its yet not a requirement from the community, we desire to separate	Q2, 2021	
Employee wellbeing and positive work environment	Sports	On a weekly basis, we swim, run, bike and workout together.	Acheived	
Environmental sustainability	Organic and local lunch	The cantina is serving only organic, freerange and local produces food.	Acheived	
CO2 reduction and employee health and well-being	Less meet	2 times a week there will be offered only vegetarian food in the cantina.	Q1, 2021	
CO2 reduction	Paper recycling	Paper being separated from general waste on the office.	Q1, 2021	
Environmental sustainability	Organic fruit and milk	Organic fruit and milk is delivered on a regular basis every week.	Q1, 2021	



ACHEIVED



NOT ACHEIVED YET

OBJECTIVE	INITIATIVE	DESCRIPTION	TIME FRAME	STATUS
Environmental sustainability and energy savings	Lighting	LED lighting in the office and motion sensors.	Q1, 2021	
Environmental sustainability and energy savings	Optimized temperature regulation	Intelligent thermostate system for temperature control and optimization	Q3, 2021	
Environmental sustainability and energy savings	New energy windows on HQ	The windows in our office in Silkeborg are from 1909 and needs to be replaced to new 3 layer glass to save energy	2022	
Environmental sustainability	Water saving	Automatic water dispensers	Q1, 2021	
Employee well-being and positive work environment	Employee association	Association that arranges activities like, sports, parties, gifts etc. for employees and their families at regular intervals. This is now being formalized to greater extent in an employee association.	Q1, 2021	





TAKE  
RESPONSIBILITY

# MID TERM REVIEW

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These are some of the initiatives we have made at Wear Group, working towards being more sustainable and focusing on circular economy.

Even though a lot of actions has already been taken, we as a company feel obligated to do even more.

Take responsibility of our industry's impact on the environment and move forward, in a greener and circular direction.

There will be made an annual report, evaluating on the goals and the commitments we have made for our self.

The annual report will be published on our website:  
<https://www.wear-group.com/>

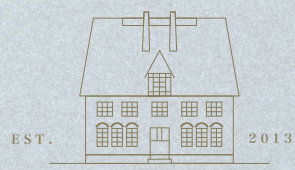












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