



SØSTRENE GRENE'S  
**RESPONSIBILITY REPORT**  
2019/2020





## *A responsible strategy*

### **AESTHETIC TRADITIONS AND GREAT AMBITIONS**

Since 1973, Søstrene Grene has been a business with a strong focus on responsibility and aesthetics. We offer our customers appealing products that bring joy to everyday life and are produced in a responsible way.

The two sisters, Anna and Clara, who are the characters behind Søstrene Grene, together represent qualities such as orderliness and honesty, respect for fellow human beings and the surrounding world, and the courage to act and take responsibility for a more sustainable future. As a company, we want to make a difference not only at a global level, but particularly in the local areas where we operate our business.

Søstrene Grene's overall Ambition is to touch people's hearts unlike anything the world has ever seen before, based on our six core values: *Joy, 'Hygge', Creativity, Finds, Ever-changing and Aesthetics*.

When our customers visit Søstrene Grene, we want it to be a wonderful experience. But it is also vital to us that our customers feel safe choosing our products – that Søstrene Grene is the safe choice.

Sustainability and responsibility are therefore also an integrated part of Søstrene Grene's overall strategy. The aim of our work with responsibility is that through our wonderful universe we want to:

- **Sell products that are responsibly produced and help people live healthier lives and improve their well-being.**
- **Take good care of each other, the environment and the global climate.**

Even small actions can make a big difference, and our initiatives aim to contribute to positive change. It is a process that never ends. By continuously making contributions and setting goals for our sustainability efforts, we can continue to move forward. At Søstrene Grene, we believe that responsibility and business can go hand in hand, so that we contribute to creating more sustainability and balance in the everyday life.

*Cresten Grene and Mikkel Grene*

*A wonderful world*

## ABOUT SØSTRENE GRENE

Søstrene Grene is a Danish retail chain which since 1973 has had the ambition to spread joy and encourage moments of 'hygge' through innovative and aesthetic designs. The renowned Danish name is used in all of the approx. 240 stores in 14 European countries, and the unique store experience is the same, no matter where in the world you visit Søstrene Grene.

In Søstrene Grene's stores and webshop you will find a broad range of home interior products, furniture, hobby items, kitchen accessories, candles and napkins, party accessories, gift wrapping, stationery, accessories, home interior for children's rooms and toys – to bring joy to people of all ages.

We design many of our products ourselves, drawing inspiration from our Nordic roots. We believe that aesthetics lies in the details and are therefore always mindful of the importance of the materials and colours chosen. We firmly believe that being surrounded by high aesthetic quality helps bring joy into everyday life.

New products land on the shelves at Søstrene Grene every week. Our ever-changing product range and displays guarantee a new and wonderful experience for our customers every time they visit us. But as Anna and Clara always kindly remind our customers:

*'Please remember, only buy what you need.'*





## UN SUSTAINABLE DEVELOPMENT GOALS

The UN Sustainable Development Goals define a global agenda for sustainable development, where greater consideration is given to people, the climate, nature and society.

Our aim of selling safe and responsible products supports the UN Sustainable Development Goals. We have therefore chosen to work actively with the goals, as we believe that in so doing we can contribute to a world where we together set the agenda and ensure action is taken.

On the right you can see the nine Sustainable Development Goals we have chosen to work actively with.



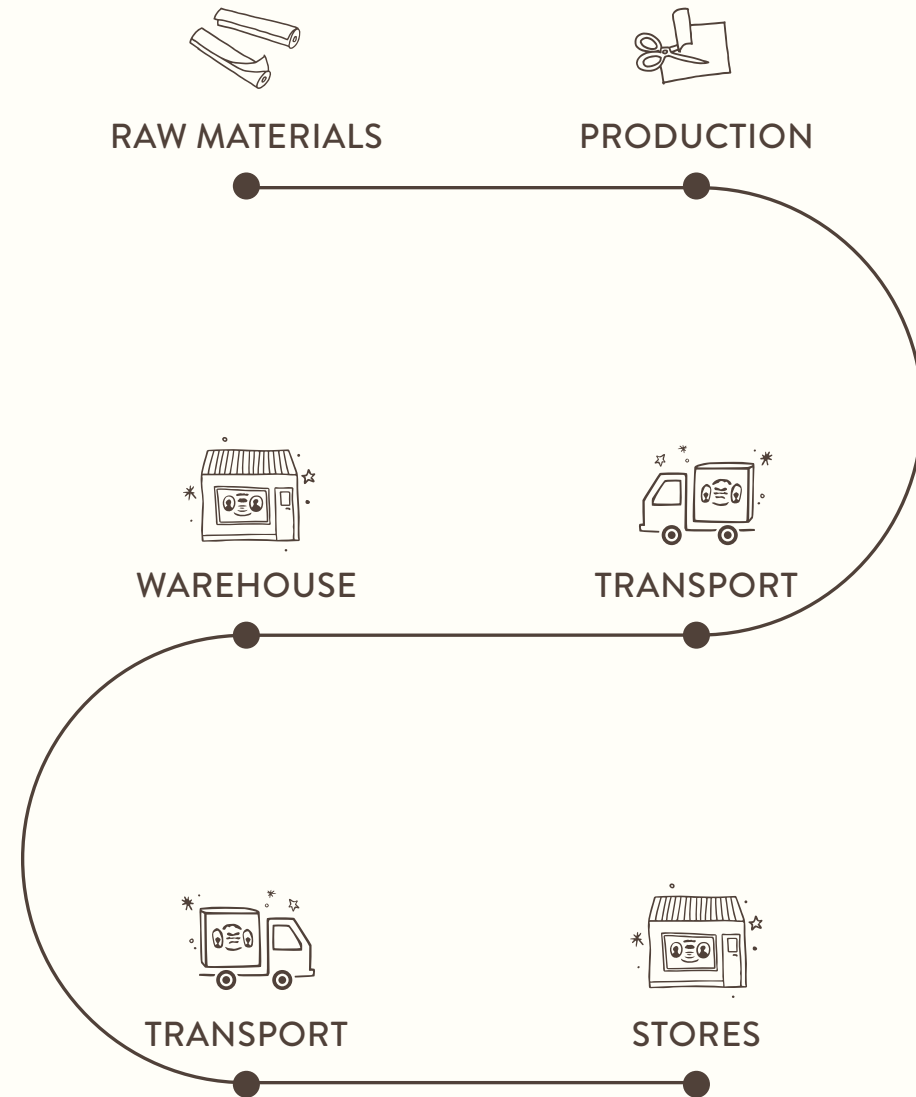


## *Søstre Grene's* **VALUE CHAIN**

Søstre Grene works with responsibility across all links in the value chain.

We require our suppliers to produce our products with respect for human rights and to focus on the working environment, social conditions, climate and the environment. Moreover, the entire value chain must be free of corruption and bribery.

The products must meet Søstre Grene's quality requirements and comply with health, safety and environmental requirements.



## *Søstrene Grene's* **FOCUS AREAS**

At Søstrene Grene we have four focus areas which all impact on our business and our surroundings. By focusing on these areas, we can continually contribute to a responsible and more sustainable future.



PRODUCTS



SUPPLIERS



ENVIRONMENT



SOCIETY



# PRODUCTS

## *The safe choice* **PRODUCT SAFETY**

At Søstrene Grene, the product is the entire focal point and the core of our business. It is very important to us that our customers feel safe choosing our products.

All Søstrene Grene's products must meet our own internal requirements, as well as the regulatory health, safety, environment and quality requirements.

This is ensured in part through our close cooperation with our suppliers. We systematically test and monitor the content and materials of all products in cooperation with each supplier.



# Søstrene Grene's

## TEST AND QUALITY CONTROL

All of Søstrene Grene's products are tested and inspected several times before being put on sale in a physical store or online.



### FACTORY • DEVELOPMENT

- Evaluation of materials and content (chemical substances and raw materials).
- Risk assessment in relation to health, safety and the environment. This assessment is based on legislation and Søstrene Grene's internal requirements.



### TEST LABORATORY

- Chemical, physical, microbiological testing.
- Collection of all relevant documentation about the product.



### FACTORY • PRODUCTION

- Physical quality control of selected product types in production.
- Control of visual requirements, health, safety and environmental requirements, technical specification requirements and durability requirements.



### WAREHOUSE AND STORE

- Product control in warehouse in Denmark.
- Additional product control in each store.





## NO HAZARDOUS CHEMICAL SUBSTANCES

At Søstrene Grene we have strict requirements regarding the use of hazardous chemical substances. If a product contains chemical substances which are considered a risk to human health, safety or the environment, they are removed from the product. This may be done even if some chemical substances are legal to use.

It is important to us to follow the development in this area, so we always remain one step ahead of the legislation. This applies not only in Denmark, but in all countries where we sell our products.

Through our risk assessment, inspection and testing activities, we have a strong focus on ensuring our suppliers comply with our requirements and the legislation.





## Examples of initiatives:

### EU CANDIDATE LIST

We require our suppliers to avoid chemical substances from the EU candidate list in our non-food products, even though this is not a regulatory requirement. The EU candidate list contains chemical substances of very high concern that could be carcinogenic, mutagenic or toxic for reproduction, etc.

### FREE OF BPA

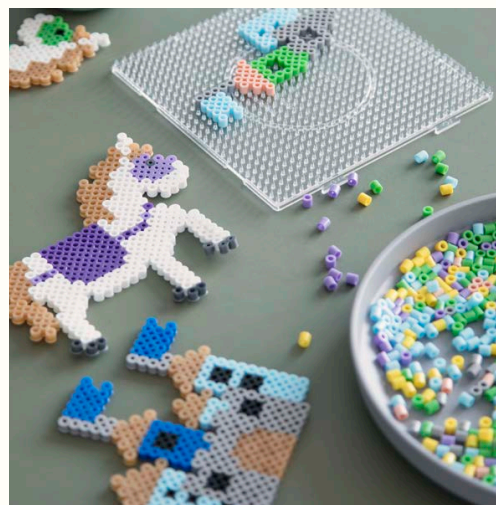
Søstrene Grene requires that our product materials must not contain harmful Bisphenol A (BPA). Examples include plastic products and the coating on the inside of our metal cans.

### FOCUS ON PHTHALATES

The EU has banned several phthalates, which are therefore not used in our products. We are also close to achieving our goal of completely phasing out PVC plastics in our products. The Danish legislation regarding phthalates in products for children under three years of age is particularly strict, and we use this legislation as our basis for all the countries in which we sell our products.

### FREE OF HAZARDOUS FLUORINATED SUBSTANCES

In 2016, we asked our manufacturer of paper muffin moulds to remove all hazardous fluorinated substances, even though this was only a recommendation from the authorities at the time.







## VOLUNTARY CERTIFICATIONS AND LABELLING SCHEMES

At Søstre Grene, we strive to make an extra effort for the environment and human health. We therefore aim to increase the number of products with voluntary certifications and labels in the coming years. This will make it easier for our customers to make more sustainable choices.

Søstre Grene currently has voluntary certifications and labels for products made of wood/paper, textiles, plastics, foods and bath and care products. You can find out more about these product groups and the various certifications and labels on the following pages, and on our [website](#).





## *Sustainable forestry* **WOOD AND PAPER**

Søstrene Grene has many products made of wood and paper. It is therefore very important to us that these materials are produced with care.

In early 2017, Søstrene Grene chose to become a member of FSC®, and to become certified and actively take social and environmental responsibility. This means that we ensure independent documentation, as we are inspected every year by an independent certification body.

## **WHAT DOES FSC® MEAN?**

When you buy an FSC®-certified product, you can be confident that the forest from which the material originates is operated sustainably, and that no more trees are chopped down than the forests can naturally replace.

FSC® is a guarantee that flora and fauna are protected, and that forestry workers are trained, have proper safety equipment and receive decent wages.



The mark of  
responsible forestry





Many of Søstrene Grene's wood and paper products are FSC®-certified, and we are continually working to add more products.



### ACHIEVED

In 2018, we achieved our goal of all our paper stationery being produced from FSC®-certified wood. The same goes for more than 99% of our party paper products.

### AIM

By the end of 2022, all our wooden furniture, toys and kitchen products must be produced using FSC®-certified wood.



*Textiles with care*

## TEXTILES

At Søstrene Grene we use the following labelling schemes for textiles:

**OEKO-TEX®** is an international and independent testing and certification system for textiles. A 'Standard 100 by OEKO-TEX®' label means that the product complies with strict limits on the content of chemical substances that could be hazardous to health or the environment. Most of Søstrene Grene's textiles carry the Standard 100 by OEKO-TEX® label.

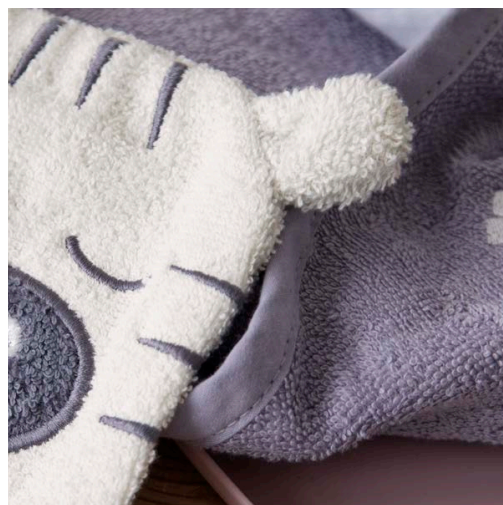
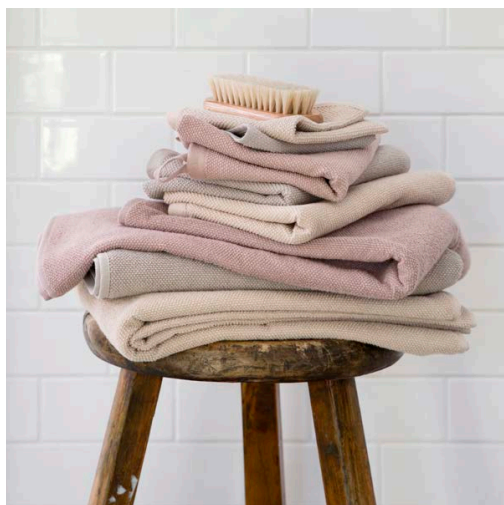


**Global Organic Textile Standard (GOTS)** is a globally recognised labelling scheme for organic textiles. The GOTS label on a textile product serves as a guarantee that the product meets a range of strict environmental and occupational health and safety requirements and strict animal welfare standards throughout the entire production cycle.



**Global Recycle Standard (GRS)** is an international certification system for products made from at least 20% recycled material. Only products with a minimum of 50% recycled material are permitted to carry the GRS logo. The standard ensures traceability throughout the supply chain and compliance with social and environmental requirements.





## ACHIEVED

Many of Sørstrene Grene's textiles for children and bathrooms and some of our home interior products are already OEKO-TEX®- and GOTS-certified.

## AIM

By the end of 2022, 90% of Sørstrene Grene's textile products\* must be OEKO-TEX®- or GOTS-certified.

Our aim is to have ten different textile products made of recycled polyester with the GRS (Global Recycle Standard) certification by the end of 2021. See page 24 for more information.

\*This does not include textiles for furniture, storage and decoration.



## Pure well-being BATH AND CARE PRODUCTS

Søstrene Grene wants to offer a range of quality bath and care products, but we do not want to limit our customers' choices. That is why, for example, we carry products with and without perfume.

We also always offer a large range of care products carrying the Nordic Swan Ecolabel. In addition to our bath and care products, Anna and Clara's washing-up liquid and finger paint also carry the Swan label.

We have also decided that all our care products for children must carry both the Asthma Allergy Nordic label and the Ecocert label.



### THE NORDIC SWAN

Ensures that the product is manufactured with consideration for the environment and human health.



### ASTHMA ALLERGY NORDIC

Ensures that the product does not contain perfumes or allergens.



### THE VEGAN TRADEMARK

Ensures that the product does not contain ingredients of animal origin and has not been tested on animals.



### ECOCERT – COSMOS ORGANIC

Ensures that the product is made using ingredients of natural origin and with consideration for the environment.





Søstrene Grene is very proud that a number of our care products have been given the best rating ('A kolben') in the Danish Consumer Council THINK Chemicals 'Kemiluppen' app. This concerns our Purebliss products for both children and adults:

## PUREBLISS BATH AND CARE SERIES FOR CHILDREN

## PUREBLISS BATH AND CARE SERIES FOR ADULTS\*

'A kolben' is a quality stamp confirming that the products do not contain various problematic chemical substances suspected of being allergenic or endocrine disruptors, as well as perfumes or chemical substances that may be harmful to the environment.

Read more about the 'Kemiluppen' app at [www.kemiluppen.dk](http://www.kemiluppen.dk).

\*Except the hand cream in the series.



## Peace of mind FOOD PRODUCTS

Some see organic products as better quality, while others do not. We strive to offer food products to suit every taste, and let each person decide which products they prefer.

Approx. 22% of our food products are organic, and our product range includes both vegan and vegetarian products.

In addition to the aim stated below, we want to add more food products carrying the Fairtrade label to our shelves.

### ACHIEVED

22% of our food product range is currently organic.

### AIM

By the end of 2021, 25% of our food product range must be organic.







## FOOD SAFETY

Søstrene Grene takes food safety very seriously. All Søstrene Grene's food suppliers are based in Europe, the majority in Denmark. They must all carry out inspections of their own food production, which is also inspected by the authorities, as required by law.

### ALL STORES

All our stores in Denmark are inspected by the Danish Veterinary and Food Administration. Our stores in other EU countries are subject to similar monitoring.

### HEAD OFFICE AND WAREHOUSES

Søstrene Grene's head office and warehouse facilities are also covered by the Smiley scheme. This means that documentation and the storage and handling of food in warehouses are inspected annually.

## *Plastic with care* **PLASTIC PRODUCTS**

Plastic is a good material in many ways, due to its flexibility and durability. Especially when it is used to store food items, as the plastic packaging protects and prolongs the shelf life of the food, minimising food waste.

But far too much plastic has been produced globally over the last 10-15 years, and much of it ends up in the environment, with major consequences for flora and fauna.

Søstrene Grene wants to take responsibility for reducing the volume of plastic products.

Plastics need to be used with care, and we need to incorporate more recycling and reuse into our plastic products and packaging.







*Less waste*

## MINIMISING SINGLE-USE PLASTIC PRODUCTS

We aim to minimise the number of single-use plastic products.

We have already taken some important steps along the way, and are constantly working actively to phase out single-use plastic products and find alternative solutions.

Plastic products in the following categories will be removed from our stores and online sales (over 70 different products) by the end of 2020:

- Straws
- Food sticks, flag sticks, balloon sticks
- Cutlery
- Single-use cup lids
- Party poppers with plastic
- Christmas stars for gifts

Single-use cardboard tableware coated with plastic film (cups/plates) will be phased out by 2021. The plastic film on single-use cardboard tableware is being replaced with a water-based emulsion that is 100% biodegradable.



## *Lovely reuse*

### MULTIPLE-USE PLASTIC

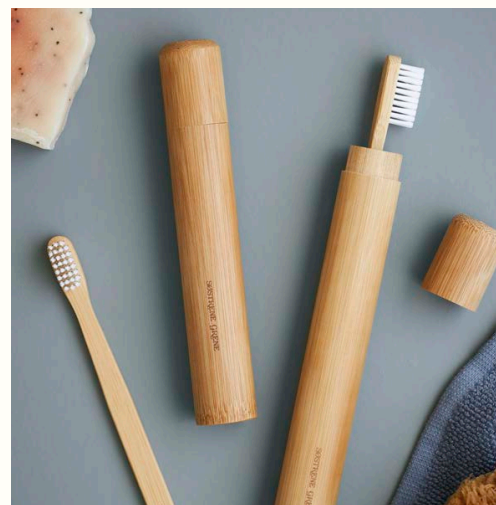
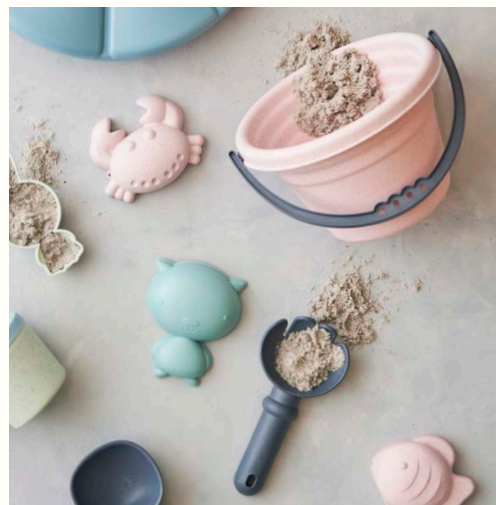
Customers will continue to be able to find plastic products at Søstrene Grene in the future. These will primarily be plastic products that can be used multiple times, and products for which it makes sense to use plastic rather than other materials, such as:

- Multiple-use tableware
- Toys and children's furniture that can be used many times, and for which safety, durability and hygiene are of key importance
- Plastic food storage boxes

### ALTERNATIVES TO PLASTIC

Below are examples of products where other materials than plastic are used:

- Glass/metal/silicone straws
- Silicone lids
- Wooden toothbrushes
- Wooden brushes
- Wooden cutlery
- Body scrubs with added olive or apricot kernels (instead of microplastic)





## *Circular joy* **RECYCLED PLASTIC PRODUCTS**

To reduce plastic consumption and make use of waste products, we will introduce products made from recycled polyester.

Used plastic bottles will be used in the production of polyester. The bottles will be cleaned and melted to form polyester threads that can be used for textile products.

To ensure that recycled materials are used exclusively, we will only purchase such products that have a GRS certification. Since the products are made from used bottles, there could be a risk that they contain hazardous chemical substances. We avoid this by ensuring that our recycled polyester products also always have an OEKO-TEX® certification. See page 15.

In the lead up to Christmas 2020, we will launch a tablecloth and dishcloths in a range of colours made of recycled polyester. These products are durable and can be used many times.



We have made important progress in our work with our plastics strategy, and we will continue to have a strong focus on the area going forward.



## ACHIEVED

We have minimised the proportion of single-use plastic products in our range, either by phasing out specific products or finding alternative materials for those products. We have also increased our focus on multiple-use plastic products and recycled plastic in general.









## AIM

In cases where plastic is the right material to use, we will ensure that these products can be used multiple times, and that the material is recycled or recyclable. Our aim is to have ten different products made of recycled plastic by the end of 2021.

We also want to help our customers be better able to sort their plastic waste products. It is our goal to ensure that all products made of plastic are marked with the plastic type on the packaging by the end of 2021, so they can be sorted correctly for recycling.



## FOCUS AREA PRODUCTS

AIM	ACTION	YEAR	STATUS	UN GOAL
<b>SAFETY AND QUALITY REQUIREMENTS</b> Focus on product safety when developing and purchasing products.  Set specific requirements for all products in terms of inspection and tests.  Set quality requirements for suppliers and increase quality control in production.	Trained specialists must ensure compliance with legislation, risk assessment, prepare test programmes, monitor research etc. for all Søstrene Grene's products. 100% of all products are inspected and risk assessed.	Ongoing	100%	 
	Set quality requirements for suppliers.	2019	100%	
	Perform quality control for the following product groups: <ul style="list-style-type: none"> <li>• Furniture</li> <li>• Selected home interior products</li> <li>• Toys</li> <li>• Products for children</li> <li>• Electronics</li> </ul>	Ongoing	100%	
<b>CHEMICAL SUBSTANCES</b> No hazardous chemical substances in Søstrene Grene's products.	<ul style="list-style-type: none"> <li>• Control and risk assessment of chemical substances in all products.</li> <li>• Comply with Søstrene Grene's internal requirements regarding chemical substances. In many cases, Søstrene Grene's internal requirements are stricter than the legislation in various areas.</li> </ul>	Ongoing	100%	 
<b>CERTIFICATIONS</b> Increase the number of environmental and health certifications for the following product areas: <ul style="list-style-type: none"> <li>• Textiles</li> <li>• Wood and paper</li> <li>• Bath and care products</li> <li>• Food products</li> </ul>	<b>TEXTILES</b> <ul style="list-style-type: none"> <li>• All textile products for children's rooms and bathrooms must have OEKO-TEX® or GOTS certification (does not apply to toys).</li> <li>• 90% of all textile products (excluding furniture, storage and decoration products) must be OEKO-TEX®- or GOTS-certified.</li> </ul>	2020	100%	   
	<b>WOOD AND PAPER</b> <ul style="list-style-type: none"> <li>• All paper stationery must be FSC®-certified.</li> <li>• 99% of party items must be FSC®-certified.</li> <li>• All toys and children's products made of pure wood must be FSC®-certified.</li> <li>• All furniture and kitchen products made of pure wood must be FSC®-certified.</li> </ul>	2022	50%	
	<b>BATH AND CARE PRODUCTS</b> <ul style="list-style-type: none"> <li>• Increase the proportion of certified bath and care products to 60%.</li> </ul>	2019	100%	
	<b>FOOD PRODUCTS</b> <ul style="list-style-type: none"> <li>• The proportion of organic products must be 25%.</li> </ul>	2019	100%	
		2021	80%	
		2022	50%	
		2020	100%	

## FOCUS AREA PRODUCTS

AIM	ACTION	YEAR	STATUS	UN GOAL
<b>PLASTIC WITH CARE</b> Minimise the proportion of single-use plastic products. Focus on multi-use, recycling and reuse.	<b>SINGLE-USE PLASTIC:</b>  The following plastic products are to be removed from stores: <ul style="list-style-type: none"> <li>• Straws</li> <li>• Food sticks, flag sticks, balloon sticks</li> <li>• Cutlery</li> <li>• Single-use cup lids</li> <li>• Party poppers with plastic</li> <li>• Christmas stars for gifts</li> </ul>	End of 2020	80%	 
	Single-use cardboard tableware (cups/plates) coated with plastic film to be phased out.	June 2021	50%	
	Review of other single-use plastic products to be phased out.	2021	0%	
	<b>RECYCLED PLASTIC:</b> <ul style="list-style-type: none"> <li>• Procure ten products made of recycled plastic.</li> </ul>	2021	20%	
	<b>HOMOGENEOUS PLASTIC:</b> <ul style="list-style-type: none"> <li>• Inform customers of the product's plastic type on the packaging or directly on the product.</li> </ul>	2021	0%	



# SUPPLIERS

## *Safety at work* **RESPONSIBLE PRODUCTION**

Søstrene Grene's products are manufactured by suppliers all over the world – in Asia, Europe, Africa and North and South America. It is important to us that production takes place in a responsible way, based on respect for human rights and awareness of the environmental impacts from the production.

We want our customers to be confident that the products they buy have been produced under good conditions, and that the people working in production are treated with respect and in accordance with international law.







## *A joint responsibility* **EFFECTIVE SUPPLIER MANAGEMENT**

For many years, we worked with third-party auditors at our suppliers' factories in Asia and Europe, followed up by our own inspections.

In 2019, we decided to become an active member of the amfori Business Social Compliance Initiative (amfori BSCI), a leading international supplier management system.

Amfori BSCI has more than 2,000 members and helps them monitor the working conditions at 54,000 suppliers, based on 13 principles. The principles prohibit child labour, corruption and discrimination, while driving improvements in the occupational health and safety of workers and protection of the environment.

We believe that by joining BSCI, we stand stronger together with the many members in making a key and continuous difference throughout the supply chain.

All the principles are set out in the amfori BSCI Code of Conduct, to which all members adhere. Through amfori BSCI, we thereby require that our suppliers comply with a whole range of requirements aimed at protecting the rights of factory workers and the environment. This involves regular audits of the manufacturers, through which independent auditors ensure that the factories comply with all the requirements.

#### BSCI AND THE SUSTAINABLE DEVELOPMENT GOALS

Through cooperation with its over 2,000 members, amfori BSCI helps to implement sustainable practices in their global supply chains. Through this work, amfori BSCI thus supports the following ten Sustainable Development Goals:

Read more about amfori BSCI [here](#).

**amfori**   
Trade with purpose





## *Valuable relationships* **CLOSE COOPERATION WITH LOCAL SUPPLIERS**

In addition to BSCI's auditing activities, we also perform our own inspections at the factories. Søstrene Grene has a regional office in China, from where our own employees work to create close relationships with our Chinese suppliers. This includes quality control at the factories, where in addition to auditing the factory, production is also subjected to quality control.

### **ACHIEVED**

In 2019 we became a member of amfori BSCI. In 2020, 50% of our suppliers outside the EU had undergone a BSCI audit.

### **AIM**

The aim is for a large proportion of our suppliers to work actively to prepare for a BSCI audit. This must be ensured through systematic work with our set-up for responsible supplier management. It involves the requirements we place on our suppliers, both in relation to BSCI and our own inspections. This set-up will be continually developed and expanded.



## FOCUS AREA SUPPLIERS

AIM	ACTION	YEAR	STATUS	UN GOAL
<p>The majority of our suppliers must work actively to prepare for an amfori BSCI audit.</p> <p>This must be ensured through systematic work with our set-up for responsible supplier management.</p>	<ul style="list-style-type: none"> <li>In 2019, Søstrene Grene decided to become a member of the amfori Business Social Compliance Initiative (amfori BSCI), a leading international supplier management system.</li> </ul>	2019	100%	
	<ul style="list-style-type: none"> <li>All of our suppliers that manufacture outside the EU have been reviewed (50% of these have completed a BSCI audit).</li> </ul>	2020	100%	
	<ul style="list-style-type: none"> <li>80% of our suppliers outside the EU must work actively to prepare for a BSCI audit.*</li> </ul> <p>*It is not possible to reach 100%, as some of our suppliers in India are approved under other recognised supplier management systems (such as Sedex/Smeta).</p>	2023	63%	





**ENVIRONMENT**

*Environmental care*

## CLIMATE AND ENVIRONMENTAL INITIATIVES

Søstrene Grene has a climate and environmental footprint throughout the value chain. We therefore have a major responsibility to reduce our CO<sub>2</sub> emissions, in view of the future environment and climate changes the world is facing. We have taken regular action and reduced our CO<sub>2</sub> footprint in the following areas:

- Product packaging
- Transport packaging
- Packaging for e-commerce





*Less is more*

## PRODUCT PACKAGING

It has always been one of Søstrene Grene's principles that customers should be able to see, feel and touch the products. This enhances our senses and gives a very different experience of the product. The goal has therefore always been to use as little product packaging as possible with Søstrene Grene's products.

However, product packaging cannot be completely avoided in all cases, due to hygiene, durability and product safety considerations.

### AIM OF MINIMISING PRODUCT PACKAGING

Just as we intend to reduce the amount of single-use plastic products, we also have a clear aim to reduce the plastic product packaging as much as possible. If plastics are used for packaging, our aim in the future is to indicate which type of plastic has been used, so it can be sorted correctly for recycling.







## *Sustainable materials*

### WATER BOTTLES MADE OF RECYCLED PLASTIC

Søstrene Grene is launching water bottles made of 100% recycled polyethylene plastic in autumn 2020, in cooperation with Plan International. See page 46.

### PAPER BAGS IN STORE

Søstrene Grene has been using paper bags for customers to carry their purchases in since 1973. In 2019, the paper bags were FSC®-certified as a step toward our goals.

We have also replaced our single-use plastic bags for candied sugar with FSC®-certified paper bags in all our stores.

Our aim in 2021 is for our self-serve tea leaf bags in stores to be FSC®-certified.

*Packed with care*

## TRANSPORT PACKAGING

Søstrene Grene transports many products, and the use of transport packaging is unavoidable.

Therefore, we have set strict requirements and provided instructions to our suppliers regarding packaging of products. The products must be safe to transport, but no unnecessary packaging may be used.

### PACKAGING FOR E-COMMERCE

As part of our strategy to minimise single-use plastic, we decided in 2019 that no single-use plastic should be used for shipping our e-commerce products.

All cardboard boxes used for shipment are FSC®-certified. It is also our aim that all paper/wrapping used to protect products must be FSC®-certified by mid-2021.







## Bright ideas ENERGY INITIATIVES

Søstrene Grene has launched some initiatives to help reduce our carbon footprint in relation to energy consumption:

- The power used at Søstrene Grene's warehouses in Årslev and Viby near Aarhus is purchased as 100% wind energy.
- LED lighting is used at Søstrene Grene's logistics centre at Årslev, and in many of Søstrene Grene's stores. We also aim to replace all light sources in the e-commerce warehouse in Viby with LED lighting.





## *A more sustainable journey* **TRANSPORT BY SEA**

We work in partnership with Maersk, which has several environmental initiatives underway in their future strategy, including:

- The stated goal of achieving CO<sub>2</sub> neutral shipping by 2050, with two sub-goals set in 2018 and 2030.
- Reduction in the CO<sub>2</sub> emissions for a container by 41% from 2008-2018, and by 60% in 2030.
- The aim of being able to build container ships by 2030 which do not run on fuel oil, but on alternative energy sources.
- As a regulatory requirement, we pay the IMO 2020 surcharge, which means that all ships must reduce sulphur oxide emissions by 85%. The new limit values for sulphur oxide are expected to have a significant positive effect on the climate.



## *A more sustainable journey* **TRANSPORT BY ROAD**

### TESTING ELECTRIC TRUCKS FOR DELIVERY

In 2019/20 we tested eco-friendly delivery by electric truck from our logistics centre to two of our stores in Aarhus. We are exploring similar solutions elsewhere in Europe, so that we can help reduce carbon emissions in cities.


### PART OF DHL'S GOGREEN PROGRAMME

We are also part of DHL's GoGreen programme. The programme focuses on green transport solutions, sustainable supply chain management and a general reduction in carbon emissions. DHL aims to reduce all logistics-related emissions to zero by 2050. Some of their sub-goals for 2025 are to:

- Increase their carbon efficiency by 50% compared to the 2007 level.
- Reduce local air pollution emissions by operating 70% of their own first and last mile services using delivery solutions such as bicycles and electric vehicles.

All Søstrene Grene e-commerce packages shipped abroad carry a GoGreen label, showing that they are on a more sustainable journey with DHL.



AIM	ACTION	YEAR	STATUS	UN GOAL
It is our goal to reduce the carbon footprint throughout our entire value chain.	<b>PRODUCT PACKAGING:</b> Carefully consider the packaging used for each product sold. Remove plastic packaging, if possible.	Ongoing	100%	
	The following initiatives are being launched for plastic packaging:			
	<ul style="list-style-type: none"> <li>Make plastic packaging using homogeneous plastic types that are easy to sort and recycle (polyethylene, polypropylene).</li> </ul>	2022	0%	
	<ul style="list-style-type: none"> <li>Inform customers which plastic type packaging is made of.</li> </ul>	2021	0%	
	<b>TRANSPORT PACKAGING:</b>			
	<ul style="list-style-type: none"> <li>Set requirements for suppliers to reduce transport packaging.</li> </ul>	2020	50%	
	<b>BAGS IN STORES:</b>			
	<ul style="list-style-type: none"> <li>Paper bags and candied sugar bags must be FSC®-certified.</li> <li>Self-serve tea leaf bags must be FSC®-certified.</li> </ul>	2020 2021	100% 50%	
	<b>PACKAGING FOR E-COMMERCE:</b>			
	<ul style="list-style-type: none"> <li>Cardboard boxes must be FSC®-certified.</li> <li>Protective paper must be FSC®-certified.</li> </ul>	2019 2021	100% 50%	
	<b>WATER BOTTLES:</b>			
	<ul style="list-style-type: none"> <li>Plan International water bottles must be made of 100% recyclable polyethylene plastic.</li> </ul>	2020	100%	
	<b>ENERGY AND TRANSPORT</b>			
	<ul style="list-style-type: none"> <li>The power used at Søstrene Grene's warehouses in Årslev and Viby near Aarhus will be purchased as 100% wind energy.</li> </ul>	2020	100%	
	<ul style="list-style-type: none"> <li>100% LED lighting in Årslev and a number of stores.</li> </ul>	2020	100%	
	<ul style="list-style-type: none"> <li>Test eco-friendly delivery using electric trucks in Aarhus.</li> </ul>	2018/2020	100%	





**SOCIETY**

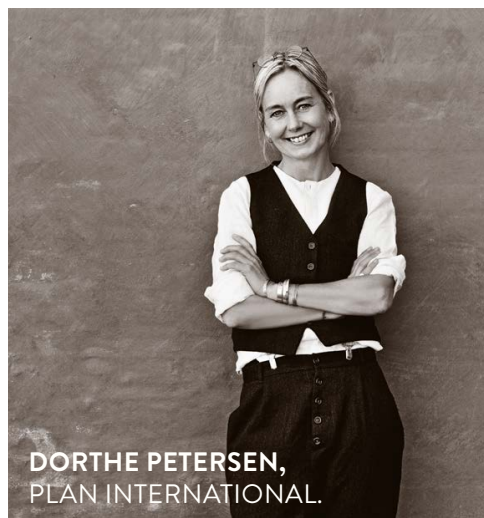
## *Value-creating partnerships* **CHARITY INITIATIVES**

At Søstrene Grene, we believe that supporting charity initiatives to aid vulnerable groups helps create a more sustainable future – not only for the communities we support, but for the entire global community.

## **PARTNERSHIP WITH PLAN INTERNATIONAL**

Søstrene Grene has entered into a partnership with Plan International in order to support their work towards achieving UN Sustainable Development Goal 5: Gender equality. In many parts of the world, girls and boys do not have the same opportunities and conditions in life. That is why we support Plan International's efforts to promote girls' rights, so that more can attend school and receive an education.





“ I am extremely thankful for our partnership with Søstre Grene, where we together focus on Sustainable Development Goal 5 – gender equality – in Uganda, Kenya, Zimbabwe and Ethiopia.

Our aim is to give more girls and young women the opportunity to educate themselves, and thereby create a better and safer life for themselves and their families.

The partnership is unique because it not only allows us to make a real contribution to improving girls' rights in the countries where we work – it also gives us exposure via Søstre Grene's channels and in their more than 240 stores in Europe, thus engaging even more people in the fight for a better future for girls. ”

**DORTHE PETERSEN**  
CEO, PLAN INTERNATIONAL



*Precious drops*

## WATER BOTTLE PROJECT

As part of the partnership between Søstrene Grene and Plan International, we are launching a major water bottle project, which has already been rolled out in all of Søstrene Grene's markets, except Norway and Denmark.

When our customers buy the water, they are contributing € 0.1 per bottle to support girls' education in Eastern Africa. The Plan International water will also be launched on the Danish and Norwegian markets in late 2020. The plastic bottles will be made of 100% recycled plastic in all markets.





*When sisters support each other,  
great things happen*

## **SISTER WEEK – WEEK 41, 2019**

In week 41 of 2019, we put extra focus on girls' rights under the slogan, 'When sisters support each other, great things happen'. At Søstrene Grene, we believe the world can become a better and more equal place if we all act as sisters towards each other.

To this end, we launched a specially designed shopping bag, with part of the profits from sales going towards Plan International's fight for gender equality. For each bag sold, € 0.67 went towards the good cause. All sisters in Søstrene Grene's stores around the world also wore a badge with the caption 'When sisters support each other, great things happen' throughout week 41.

We sold a total of 28,200 bags in 2019/20 (up to week 35 2020).



## *Girls fighting for girls* **GIRLS' PRIZE 2019**

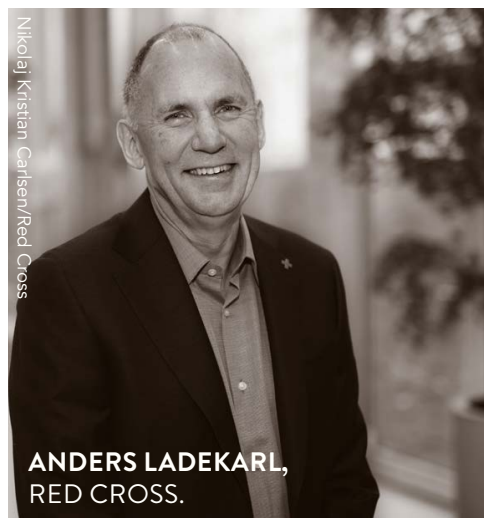
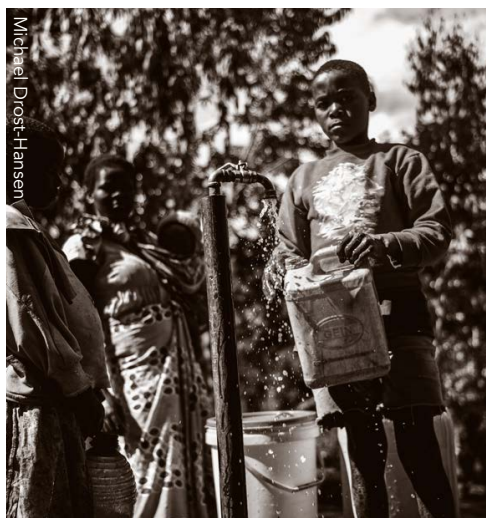
To draw attention to girls' rights, Plan International awards a Danish Girls' Prize (Pigeprisen) on the International Day of the Girl on 11 October each year. The prize is awarded to a person, organisation or company that is making an extraordinary effort to advance girls' rights and gender equality.

As part of our partnership with Plan International, we decided to sponsor the DKK 25,000 that was awarded with the Girls' Prize in 2019. The prize was awarded to Anja Leighton, who has put rape culture and sexist power structures among young people on the agenda through her participation in social debate.

Anja Leighton was presented with the prize at an event held at Gasværksvejens Skole in Copenhagen. Prior to the award, HRH Crown Princess Mary gave a speech to the school's oldest pupils, along with 14-year-old Farzana from Bangladesh, on the importance of ensuring girls' right to attend school.







ANDERS LADEKARL,  
RED CROSS.

## *Clean water gives life* **PARTNERSHIP WITH THE RED CROSS**

Søstrene Grene has been in partnership with the Red Cross since 2013 in relation to the sale of drinking water in Søstrene Grene stores in Denmark and Norway. The Red Cross has used the funds from the sale of the bottles to help vulnerable children and families in Denmark and in hot spots around the world.

“ We are incredibly grateful for the support of Søstrene Grene and their customers. Our partnership has involved over 450,000 customers during the past year, who each donated DKK 1 to the Red Cross.

More than 3.8 million water bottles have been sold over the past six years, and the donation has provided welcome relief for some of the most vulnerable people in the world. We are together advancing Sustainable Development Goal 3 – ensuring healthy lives and promoting well-being for all.

”

**ANDERS LADEKARL**  
SECRETARY-GENERAL OF  
THE DANISH RED CROSS



## SOS CHILDREN'S VILLAGES

Søstre Grene has also worked closely with SOS Children's Villages over the years, through which we sponsor four children:

- Ali Khamis from Zanzibar
- James Wilson from Dar es Salaam
- Ida Ayu from Bali
- Aailyah from Dar es Salaam\*

\*For data protection purposes, alias names have been used.



## ACHIEVED

In 2019, we donated DKK 500,000 to the Danish Red Cross through the sale of water bottles.

In 2019, we donated DKK 425,000 to Plan International, and in 2020 we are donating DKK 500,000. The donation is partly financed through the sale of water boxes and shopping bags, with part of the proceeds going towards the donation.

## AIM




Together with our great partners, we want to create value and sustainable solutions for our society. We are therefore continuously aiming to contribute to putting focus on important areas through various initiatives.

We also have the specific aim of extending our partnership with Plan International, and increasing the donation amount over the years ahead by launching more products for which part of the proceeds go towards supporting Plan International's important work.





FOCUS AREA **SOCIETY**

AIM	ACTION	YEAR	STATUS	UN GOAL
Together with our great partners, we aim to create value and sustainable solutions for our society.	<b>THE RED CROSS:</b> Sale of drinking water with a donation to the Red Cross. The money from the sale of the bottles will be used to help vulnerable children and families in Denmark and in hot spots around the world.	2019/2020	100%	
	<b>SOS CHILD SPONSORSHIPS:</b> Close partnership with SOS Children's Villages. Søstre Grene is sponsoring four children.	2019	100%	
	<b>PLAN INTERNATIONAL:</b> • Sister Week: Part of the proceeds from the sale of a shopping bag went to support Plan International's fight for equality.	2019	100%	
	• Girls' Prize: Sponsored the Girls' Prize (Pigeprisen) 2019.	2019	100%	
	• Sale of drinking water with a donation to Plan International. Support gender equality between girls and boys and girls' education.	2019-2021	50%	
	• Sale of shopping bag in 2020/21, with part of the sale proceeds going towards Plan International's fight for gender equality. (Start week 41 2020).	2020/2021	0%	



*Shopping with care*