

A photograph of a baby sleeping peacefully in a light-colored rattan chair. The baby is wearing a light-colored long-sleeved top and is covered with a dark green blanket featuring a small white pattern and a white lace-like trim. The chair has a light-colored fabric seat. The background is a plain, light-colored wall.

Impact REPORT '21

NINE & Co.



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A brief introduction

Despite the prolonged effects of the pandemic, Nine & Co. was able to stay on track with sustainability. The effects of Covid-19 are sensible throughout the value chain and affect people and resources, including our suppliers. We were happy to be face to face with some of our well-known suppliers again this year, to actually speak to them and feel where their needs are.

In this Impact report 2021, we look back on our year in the context of sustainability and share the highlights with you. The report is a summary of our strategic sustainability pillars and our corresponding activities and achievements. In 2021 we completed the 4-year participation in the Agreement for sustainable Garment and Textiles (Covenant). We engaged in valuable partnerships and took steps that enabled to further bring down

our footprint and (negative) impact. In this report, we look back on the past year, while looking forward to continue with our efforts according our own impact strategy in the years in front of us.

The report is structured along our 5 sustainability pillars, and shines a light on what we did – also in the context of the Sustainable Development Goals.

In our way forward, we will always keep listening to what our customers and the world need. And optimize our product, operations and partnerships in line with this: For a happier and healthier world, for all mothers, fathers, their children – and the generations that come after.

Anne-Gien Haan
CEO Nine & Co.



“In all we do, we will always keep listening to what our customers and the world need”



About Nine&Co

Nine & Co. is a leading, international company for fashion, home and sleep textiles with 4 brands leading in the domain of maternity, baby & kids: Noppies, Supermom, Esprit for mums and Alvi. Nine & Co. has 269 employees in total, with Noppies shops in 15 cities in 3 countries and sales in 40 countries. Our headquarters is located in Lelystad, the Netherlands.

Our business started as a family company and is today a celebrated family of brands. Building a sustainable and social responsible company makes for no other company so much sense as it does for us. New life is something to celebrate and cherish. As expert in in the domain of maternity, baby & kids fashion in Europe, it is our passion to give confidence to mums and their newborns to make this path to new life the most joyful period of their lives. We are here to give confidence and joy through care, comfort and design, and do so in a caring and sustainable way.

Our brands are part of their first and most important years. We are there when pregnant women first dream about becoming a mother and when young boys & girls first start exploring the world on their own. It's what makes us much

more than a company in maternity essentials & baby soft goods.

With our philosophy on life, the stories we tell, the choices we make, we can directly impact the world these children live in and will grow up in. Since 2017, we started defining and sharpening our sustainability strategy and programs. In 2021, we were able to give more depth to the programs that we run to make more concrete and tangible impact.

All Nine & Co. brands are addressed in this impact report. The sustainability activities described in the five chapters include Noppies, Supermom and Esprit. The sustainability activities of Alvi are evolving, and not yet included in the impact report 2021 results.



How we create a happy world

It is Nine & Co.'s ambition to build a happy world for our children, and empower (pregnant) women and mothers to do this with us. We want to create sustainable and responsible products, from start to end.

This includes the raw materials our products are made of, the processes used to make them, our own business practices as a company and the way our items are worn, used and passed on. We believe we can contribute to a better, safer and more sustainable industry. If we rethink our items: with a mindset that values circularity and safety.

Even though we see an impactful shift in our industry, there are still many challenges. Nine & Co. can and wants to address these too. It's an opportunity to show how brands can create positive impact from raw material to end-of-life. It's what we can and should do.

There are both social and environmental aspects we should take care of. The lack of insight in value

chains still has social consequences today. Knowing your partners and doing business in a responsible way should always come first. At the same time, the use of textile fibers has a significant impact on our planet. Water and chemical intensive production processes contribute to our industry's share in carbon emissions and water consumption. Our goal is to create sustainable and circular products, that take care of both social and environmental aspects.

In our efforts to contribute to a more sustainable fashion industry, we will engage others to do this together with us. We are on our way to (re)design all our processes, systems and products in such a way that we create a Happy World and focus on the five sustainability pillars that we defined.



Supply Chain Responsibility



We want to know our value chain and invest in good and long term relationships with our supply chain partners. Good relationships are based on trust and mutual responsibilities. That's why we review and want to improve our business and the way we purchase.

Read more on p.20



Sustainable product



We want to reduce the negative impact on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable, circular and low-impact materials and processes helps us do this.

Read more on p.34



Protecting New Life



We believe a good and safe start creates the foundation to grow up safe & healthy. That's why we invest in resilient parenthood and use our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.

Read more on p. 48



Circular Business



Investing in a circular economy enables us to take care of the planet our kids grow up in. It means that we use and reuse natural resources in a smart way. From the extraction of raw materials to extending the lifetime of every single product.

Read more on how we do this on p.56



Sustainability at home



When it comes to sustainability, all efforts start at home. We want to practice what we preach at our headquarters, warehouses and retail stores. Also, we want to invest in happy & accountable employees. As one large family, our team(s) are all making an effort to increase sustainability standards in the office.

Read more on p.68





The sustainable development goals



- #1 Our value chain
- #2 Sustainable product
- #3 Circular business
- #4 Protecting new life
- #5 Sustainability at home



SDG 1: No poverty

End poverty in all its forms everywhere

At Nine & Co. we aim to contribute to the reduction of poverty. We aim to invest in good & fair business with our producing partners. Taking steps with living wages for all workers is part of this.



SDG 3: Good health & wellbeing

Ensure healthy lives and promote wellbeing for all at all ages

We invest in good, safe & healthy working environments within our supply chain. In our home countries, we are serious about taking care of our employees and consumers and contribute to resilient parenting.



SDG 8: Decent work & economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

We promote sustained and inclusive economic growth by contributing to productive employment and decent work for all. Both in our country of operation as throughout our supply chain. A responsible sourcing strategy helps us in realizing this.



SDG 10: Reduced inequalities

Reduce inequality within and amongst countries

All workers that produce our items should enjoy a working environment free from discrimination and unfair practices. We strive for all our partners to meet our principles of a safe and equal working place.



SDG 11: Sustainable cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable

We invest in reducing our negative footprint and optimizing our positive impact wherever we can. More sustainable business operations, with reduced energy and water use and waste streams, enable us to contribute to more sustainable cities and communities.



SDG 12: Responsible consumption and production

Ensure sustainable consumption and production patterns

We grow the share of sustainable materials in our products and reduce waste streams. We engage our consumers in our message and stimulate them to make the most sustainable decisions.



SDG 17: Partnerships for the goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development

With our impact network we collaborate and create strong partnerships, that are needed to collectively work on the global sustainability agenda. This enables us to be part of a collective movement towards a more sustainable industry.



Our highlights in 2021

Building sustainable products

We invest in creating sustainable products, without compromising on quality and comfort. We have grown the share of sustainable cotton from 77% to almost 90% in the last year. This includes GOTS organic certified cotton, OCS organic cotton and sustainably sourced cotton (via the Better Cotton Initiative).

Organic cotton uses up to 90% less water and 50% less carbon in cultivation. Besides cotton, we work on recycled and innovative fibers with lower footprints. In 2021, more than 60% of all fibers used in our collections were sustainable.

[Read more on p.36](#)



Our journey towards living wages

Living wages is an important theme in the countries we source. In the last years, we have started measuring and monitoring living wages in our supply chain: starting at our biggest suppliers. In 2021, we

have contributed our story and the steps we took within the Roadmap to living wages: an open source tool with inspiring cases for other brands to get started with living wages too.

[Read more here:](#)



Awaiting B Corp certification

We believe that positive impact covers all different aspects of sustainability: including a transparent and fair value chain, sustainable products, low-impact operations, happy and engaged teams and more! We have assessed our entire company according the B Corp criteria that covers all these aspects,

with the B Impact Assessment. Today, we are awaiting certification to share our impact story with consumers and in the market. Also, B Corp is a great tool for us to benchmark our own impact and measure progress.

[Read more on p.46](#)



Green Friday

We believe it's important to engage consumers in the journey that we're in. It means that we're not only building sustainable products, but also encourage people to rethink and revise what they're buying. Black Friday is a classic example of how mindless and overconsumption is still

being stimulated. Together with Trees for All and many other brands, we support the Green Friday movement and turn Black Friday in something Green! In 2021, 366 companies joined and 37.551 trees were planted with the campaign!

[Read more here:](#)



Facts & figures sustainability

Supply Chain Responsibility

- 100% of direct suppliers agreed to our mutual code of conduct.
- We have 15 Turkish, 11 Indian, 14 Chinese, 1 Dutch and 1 Moroccan suppliers.
- 90% of our suppliers is audited by a preferred social standard.
- 100% of our suppliers that are audited, are low to medium risk.
- Nine & Co. positively passed the 4th (and last) audit of the Dutch Agreement on Sustainable Textiles and Garment with a 70%+ score.
- We contributed to "Roadmap to Living Wages" to share inspiration & experience on living wage.

#1

Sustainable product

- The sustainable materials used in our products grew with 10%.
- 62% of all the materials we use is sustainable.
- 90% of the cotton we use is organic or sustainably sourced.
- Monthly sustainability trainings with our sourcing team.

#2

Protecting New Life

- Engaged 160.000 (future) parents with our resilience campaign on social media.
- Engaged 20.000 (future) parents through our videos, and 67.500 through our media partner.
- Sold 2.500 baby sets to raise awareness around resilient parenthood.

#3

Circular Business

- Today, 100% of our outbound carton board and polybags are sustainable. Our shipping bags are 70% recycled.
- We created a completely circular polybag. 18% of our polybags is smaller and fully made of recycled material. This is how we saved 700,000 polybags in 2021.
- We are working on lowering our logistics footprint. In 2021, we collaborated with GoodShipping to compensate 200 tonnes of CO2. This is almost 30% of our carbon footprint to get our product from A to B.
- Since 2019, Noppies returns decreased with 7,5% to 32,5% today.

#4

Sustainability at home

- With 79% female employees, women rule the Nine & Co. office.
- We are proud to score above market average on employee engagement (7.1), content of work (7.4) and how we are valued as employer (7.4)
- We work on sustainable waste management by recycling and reusing our (residual) waste streams.
- We highly value diversity and ensure a gender diversity ratio of 63%/37% of female and male in our management.
- 70% of our employees is an active user of our online e-learning & self-development tool.

#5

Facts & Figures '21

Four brands:

noppies SUPERMOM ESPRIT *Alvi.*

Our Company values

Confidence & Joy



Connected

We are a team that cares about the big picture



Passionate

We are passionate and love what we do



Pragmatic

We keep things clear, simple and to the point



Dedicated

We are dedicated to doing things well



Curious

We are innovative and always look for improvement



Positive

We are positive and love getting the best out of others



40%
maternity items



60%
baby soft goods



more than
3.000.000
items sold

269
employees



40 Online sales in
40 countries



15 own shops

in 15 cities in the Netherlands, Belgium and Germany





1. Our value chain

A transparent & fair supply chain

Nine & Co. believes it's important to follow principles set out by frameworks, such as the International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD) and Ethical Trading Initiative (ETI) and translating them to our own strategy and agreements with suppliers.

This is the starting point for our risk management system and procedures. We highly value supply chain transparency. Transparency is the foundation for good relationships, ethical business and fair supply chain practices. We are fully transparent about our suppliers and take responsibility for our complete supply chain: from raw material to end product.

The insights we need to improve our business and create a more sustainable supply chain starts with ensuring transparency. Especially because the

products bought by our customers, make quite a journey. Manufacturing is done by our (direct) suppliers, but other production processes such as cultivating raw materials needed to create the yarn, or turning it into fabric is done by other partners in the supply chain.

That's why we systemically identify our tier 2 partners. These are the suppliers of our direct suppliers. 100% of our supply chain partners on tier 2 level has been identified and reported via the Open Apparel Registry.



Fair & safe production

We value the health & wellbeing of the people making the items that we sell. Nine & Co.'s production takes place mainly in Turkey, India and China. In the last years we have worked on strengthening the relationship with our current suppliers.

Building stronger and longer term relationships, based on mutual trust and enabling transparency. A good relationship facilitates good quality of work in the factories and help us realize our sustainability ambitions together.

We work with suppliers that are audited by a third party social auditing standard. 90% of our suppliers is audited according such standard (mainly BSCI and Sedex) and 100% of all suppliers that have been audited, was appointed low to medium risk. We will work towards a supplier base in which 100% of our partners is audited. Even though many of our suppliers might work on sustainability in their

own business, to safeguard a sustainable supply chain we must look at all partners in the value chain. Including for example their sub-suppliers, that deliver materials and other inputs. Doing so is an opportunity to secure sustainability at a deeper level (deeper down the chain). It's our way of looking at the value chain and making sure that risks and challenges aren't cascaded down.





“The chain of custody approach of GOTS ensures traceability throughout the supply chain, giving us the insights we need to operate in the right way.”

We also work with internationally acknowledged certification standards, such as GOTS (Global Organic Cotton Standard), to ensure a transparent, fair and safe value chain. GOTS works according a chain of custody approach: the Content Claim Standard. The chain of custody approach of these standards ensures traceability throughout the supply chain, ensuring us the insights we need to operate in the right way.

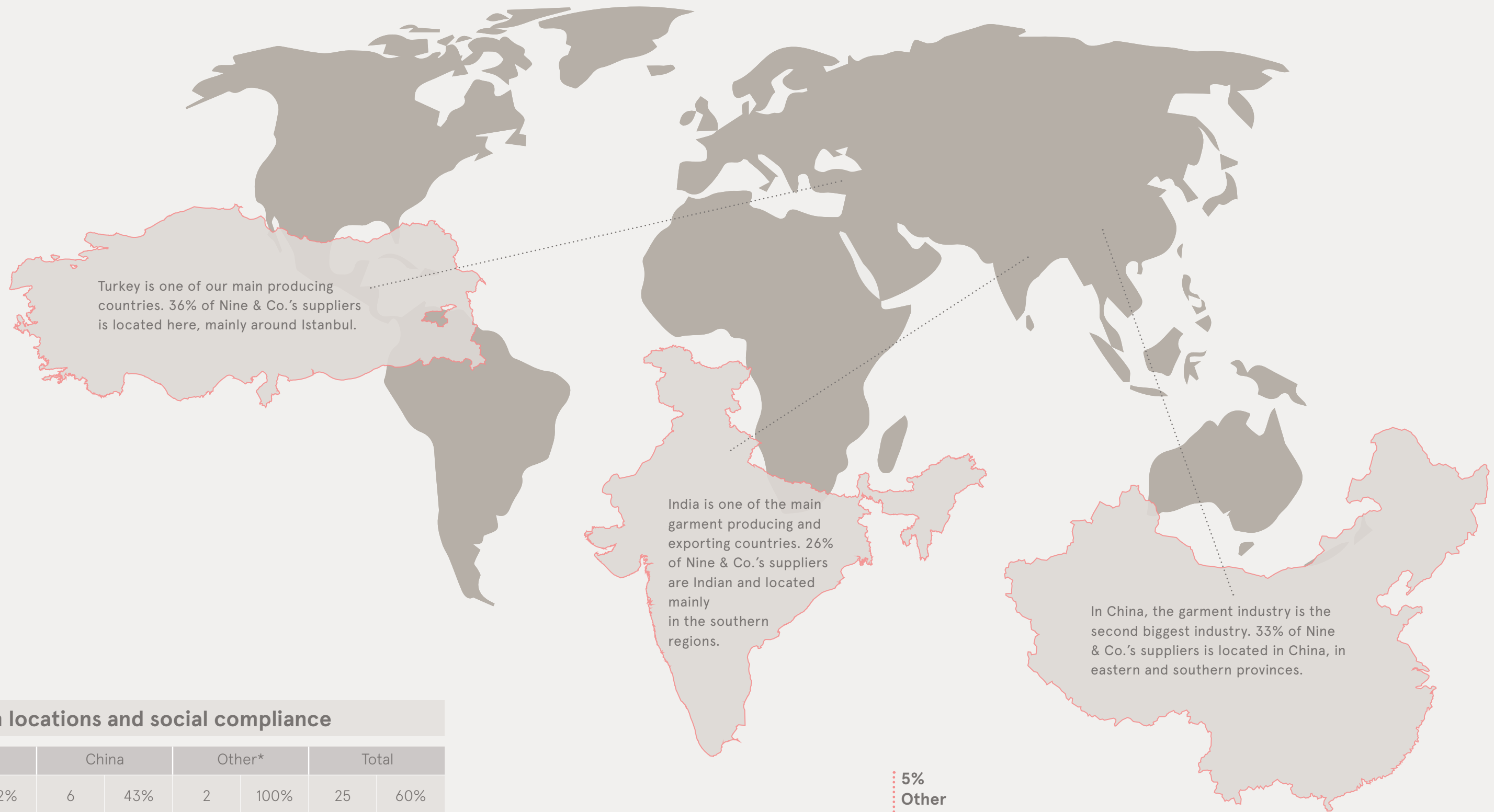
Due to Covid-19, we couldn't visit our suppliers as much as we'd like to. In 2021, we were able to meet in person again. When possible, our sourcing team visits the factories every year. During these visits, developments and progress around quality, sustainability, working conditions and living wages are discussed.



“For me, it was really important and of value to meet in person again with our suppliers. Besides the business side, we are also building a relationship.”
– Rob van Thiel, Director Design, Buying & Sourcing”



our production locations

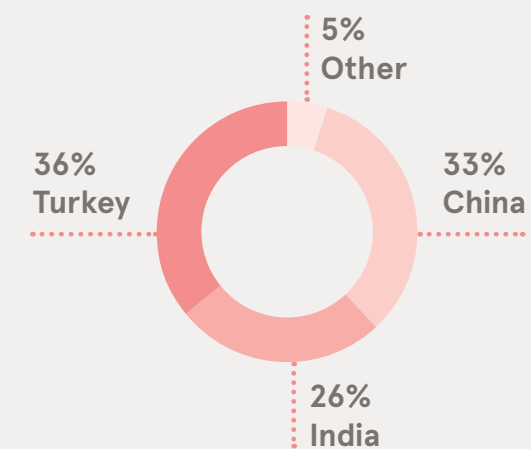


Our production takes place in four main countries:

1. Turkey
2. India
3. China
4. Other (Europe)

Nine & co.'s production locations and social compliance										
	Turkey		India		China		Other*		Total	
Approved	8	53%	9	82%	6	43%	2	100%	25	60%
Pending improvements	6	40%	2	18%	4	29%	0	0%	12	29%
Not approved	0	0%	0	0%	0	0%	0	0%	0	0%
Not audited	1	7%	0	0%	4	29%	0	0%	5	12%
	15	100%	11	100%	14	100%	2	100%	42	100%

* Netherlands & Morocco





Living wages

As baby & maternity business we have the ambition to protect new life, here and in our supply chain. Working towards living wages for the people who make our products is the perfect instrument to do so. After all, if parents receive a living wage, this will positively affect the living standards of their families and the future of their children. Our ambition is to realize a living wage for every worker in our supply chain.

Working towards living wages starts with identifying possible living wage gaps in the regions where our products are made. We research the wage levels at 100% of our tier 1 suppliers, to know where potential gaps exist. In 2021 we collaborated with our Turkish supplier to come to a workable action plan. In this plan, we focus both on improving our purchasing practices and transparent costing to ensure the prices we pay facilitate living wages. We believe that good sourcing and purchasing

practices are directly related to the ability to realize living wages in the supply chain.

In 2021, we contributed to Roadmap to living wages (link: <https://roadmaptolivingwages.maglr.com>) by sharing our approach and experience with our own suppliers. The Roadmap is a collaborative initiative to raise awareness, share inspiration and support other companies to get started with living wages their selves.

“When people receive a living wage, it means they are better able to make ends meet and afford their basic living standards. It often means that daily life comes with less stress, for there’s less worry about providing for basic living costs for the family. Investing in living wages means: investing in a strong business, a stronger local economy and a healthy community to do business with.”



A living wage is an income that covers the real cost of living, including all monthly expenses and some savings for workers and their families. Paying a living wage to employees is an investment in a strong business, a strong local economy and a healthy community to do business with. It contributes to the development of a dedicated, skilled and healthy workforce.



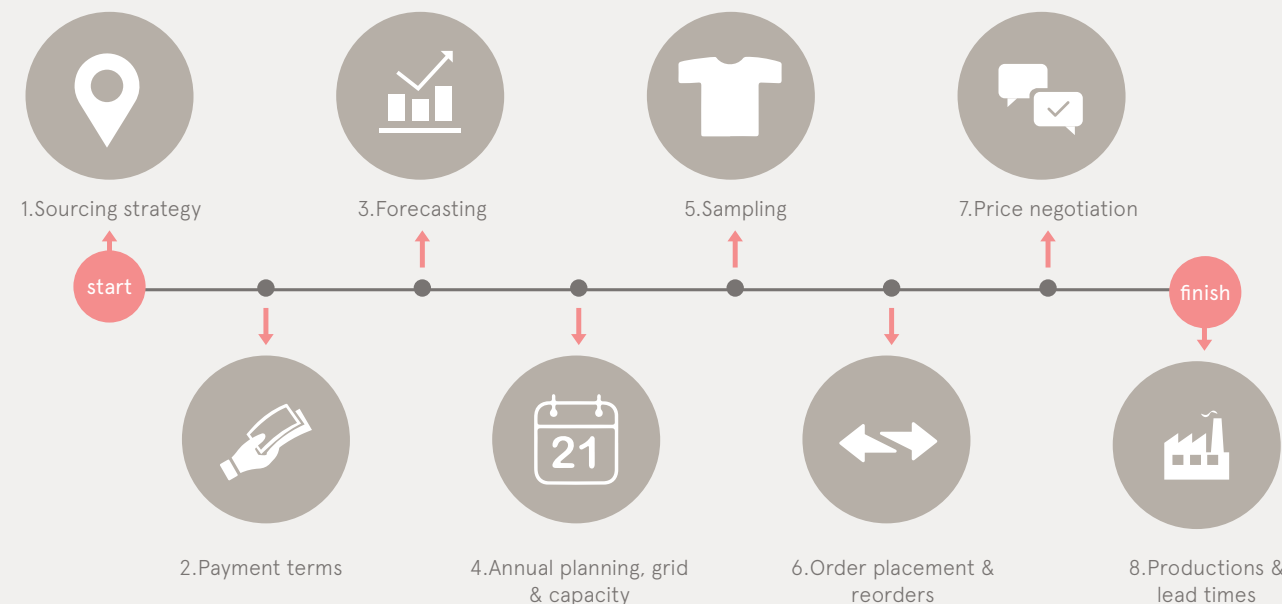
The importance of purchasing practices

The way we buy our products can have a significant impact on the working conditions at a supplier, or fair wages for workers. We are aware of the impact of how we source. In 2021, we critically looked at our purchasing practices and identified action points. We did this by sharing a purchasing practices survey with all our suppliers. It's how we collected feedback on good practices and areas of improvement. We discussed the findings with our sourcing team and defined concrete actions for the period ahead of us. These actions are also important in our process of realizing living wages, and part of our action plan to realize living wages.

We discussed the feedback in training sessions with our sourcing team, and translated them to concrete actions. This is how we continue our work and research to create improved, transparent and workable costing sheets. An important basis for open costing and living wages.

Also, to work on an efficient purchasing process, we are developing digital sampling practices. This enables us to save time, cost and material inputs. In the coming year we will take this project forward with feasible next steps.

Nine & Co.'s process of buying



“We defined improvements in our purchasing practices by engaging our direct suppliers, and collecting their valuable feedback.”



Our value chain

We want to know how and where our items are made and invest in good and long term relationships with our supply chain partners. Good relationships carry mutual responsibilities. That's why we review and want to improve our business and the way we purchase.



A living wage

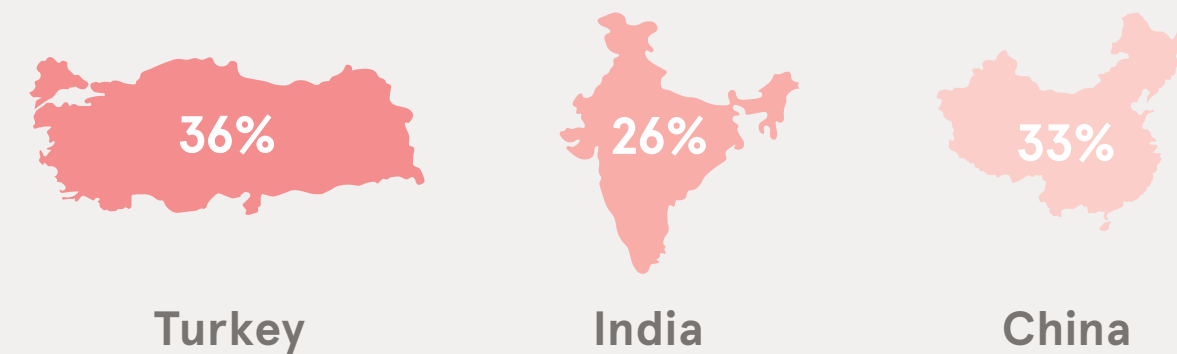
A living wage is an income that covers the real cost of living, including all monthly expenses and some savings for workers and their families. Nine & Co. wants to work towards living wages for all workers. In 2020 we started our pilot.

A living wage for a worker and their family should provide:

food	utilities	housing	healthcare
education	transport	clothing	savings

OUR PRODUCTION LOCATIONS

Our 3 main producing countries are Turkey, India, and China. 95% of products is made here.





2. Sustainable product

Product materials

We know that the impact of the fashion industry is significant. It starts with raw materials that are used in our products, and it entails all the steps up to and including end-of-life of products.

We believe that every (fashion) brand should contribute to transforming the industry. It means that brands should no longer compromise on sustainability. Products should be transformed and be sustainable, low-impact or fit the circular economy. This starts with the raw materials

our items consist of. At Nine & Co. we're in a transformation process, in which we scale the share of sustainable and circular fibers.

We created a sustainable fiber benchmark and committed ourselves to 90% sustainable fibers in 2023. This includes class A, class B fibers and BCI cotton (sourced via the Better Cotton Initiative). See our sustainable fiber benchmark on the next page.



Sustainable materials

For cotton, the share of sustainable cotton we use in our products and collections is already 90%. For all our fibers, the share of sustainable fibers is currently 62%. In the coming years, we want to work on increasing the share of sustainable fibers beyond cotton, by focusing on recycled fibers and low-impact fibers such as EcoVero. In 2021, we noticed challenges in the supply chain regarding the availability and cost of (sustainable)

raw materials. The effect was that we sourced more “better cotton” (sourced via the BCI) and OCS organic cotton (Organic Cotton Standard), while slightly decreasing the share of GOTS organic cotton. We are happy that we were able to increase the total share of sustainable materials used in our products from 50 to 62%. For cotton this grew from 77% to 90% in the last year.

Explanation per certification:

– GOTS organic cotton:

There are 2 levels of GOTS certification, meaning that products contain > 95% organic cotton, or are made with a minimum of 70% organic cotton.

– OCS organic cotton:

There are 2 levels of OCS certification, meaning that products contain > 95% organic cotton, or (for OCS blended) are made with at least 5% organic cotton.

– Better Cotton Initiative:

Cotton sourced via BCI enables brands to invest in sustainable cotton, via improved cultivation practices and social standards. The “Better Cotton” does not necessarily end-up in the specific product you manufacture. It means the brand has invested in growing the total share of sustainably grown cotton in the market.

Nine & Co. Sustainable fiber benchmark

FIBRE TYPE	A. BEST PRACTISE	B. SECOND BEST	C. IMPROVEMENT	D. STANDING STILL	E. BANNED
Cotton	Recycled cotton GRS Reblend SaXcell	Organic cotton GOTS Recycled cotton RCS	Organic cotton OCS Cotton in conversion BCI cotton Alternative fibre Hemp Linen	Conventional cotton	From 2023: conventional cotton
Polyester	Recycled polyester GRS Repreve Waste2Wear Reblend Circulose SaXcell	Recycled polyester RCS Alternative fibre Tencel	Sorona	Conventional polyester	
Viscose	Refibra	Ecovero Tencel	FSC certified viscose	Conventional viscose	
Acryl	Recycled acryl GRS Recycled polyamide GRS	Recycled acryl RCS	Polylana	Conventional acryl	
Polyamide	Repreve Econyl	Recycled polyamide RCS	Sorona	Conventional polyamide	

more sustainable less sustainable

Distribution of cotton in Nine & Co. products and growth of sustainable cotton



	2019	2020	2021	% Since last year
Organic cotton GOTS	45%	49%	37%	-12%
Organic cotton OCS	0%	0%	11%	+11%
Sustainably sourced cotton (BCI)	17%	28%	41%	+13%
Conventional cotton	38%	23%	11%	-12%
Totaal sustainable cotton	62%	77%	89%	+12%
TOTAAL	100%	100%	100%	



Sustainable materials

Circular & innovative fibers

Next to organically grown cotton, our focus is more on more on circularity of (raw) materials that we use. Circularity means that we look out for (raw) materials that we can reuse, recycle or that have a significantly lower impact on our planet. We do this by growing the share of recycled materials, such as polyester and cotton, in our product, together with low-impact materials such as EcoVero. When we use recycled materials, we need less (virgin) resources to create our products. Recycled polyester, for example, decreases the need for

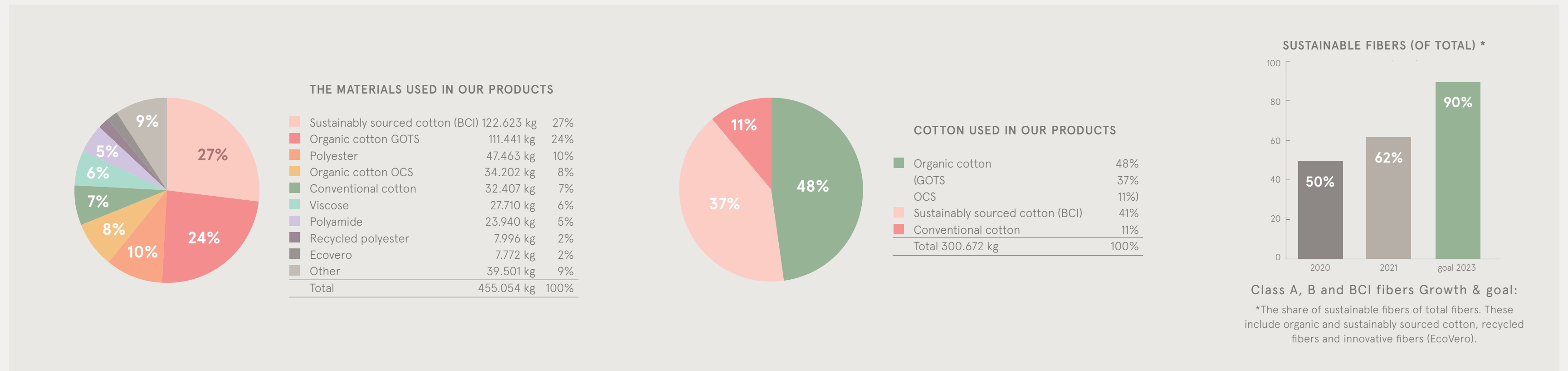
fossil resources, and has significantly lower carbon footprints. EcoVero is the sustainable alternative for viscose, and uses 50% less chemicals, energy and water and also cuts carbon emissions by half, compared to conventional viscose.

Today, we use 2% recycled polyester compared to 10% conventional polyester. And we use 2% EcoVero compared to 6% conventional viscose. We will further grow the share of circular fibers in the coming time.

Impact of decisions

By choosing more and more for sustainable materials, we are able to create big impact. Growing the share of GOTS organic cotton, recycled polyester and EcoVero we are able to save:

- More than 1 billion (1,000 million) liters water (400 olympic pools)
- 140 tonnes carbon (17 rounds around the world by car)
- More than 546,000 kg chemicals
- 1,9 million MJ Energy (213 households (energy need per year)*)





Sustainable production

Our suppliers are already working on sustainable production techniques to use less water, energy and chemicals. Examples are: ozone washing, laser printing and sustainable dyeing. Currently, we are researching what we can deploy for our collections. Two of our big suppliers (in Turkey and India) are already working with such techniques for denim production. That's quite a win, for conventionally, the impact of denims is high. Besides cotton production, this is due to wet processing (washing, dyeing) of the denims.

For all Noppies Baby and Kids denim styles, we use sustainable production techniques already. These consist of laser printing, ozone washing and e-flow technique.

Laser printing: Instead of using sandpaper or chemicals, a laser machine burns the fades into the denim. This reduces the use of water, energy and chemicals and it reduces the loss of fabric strength by 50%, and increases the efficiency of a workplace with 500%. The good ventilation systems ensure that the heat of the machine does no harm.

Ozone washing: Ozone replaces stone wash, by bleaching the fabric without using any bleach or chemicals. Instead, the machine uses atmospheric air, by turning normal air into ozone. At the end, the machine turns remaining ozone back into air, that can be released to the atmosphere. Ozone technique saves up to 67% water, 85% chemicals and 62% energy.

E-flow technique: The E-flow machine uses nanobubbles for softening or 3D-effects without using a lot of water and chemicals. The E-flow technique saves up to 95% water, 90% chemicals and 40% energy.

In 2022, we will further map the possibilities at our suppliers, to grow the share of sustainably produced items.

Impact of decisions

By making the shift to sustainable production processes more and more, we are able to minimize our footprint:

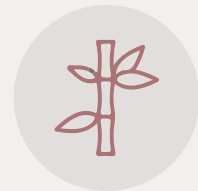
- 90% less water
- 90% less chemicals
- 100% green energy used in production

Sustainable product

We want to reduce the negative impact on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable, circular and low-impact materials and processes helps us do this.



The share of sustainable fibers in our products grew from almost 50% to 62%



Cotton is our #1 material: 90% of all cotton is organic or sustainably sourced (compared to 77% last year)



Viscose is produced from wood(pulp), putting pressure on ecosystems and wood sources. EcoVero uses controlled and sustainable wood sources. Its environmental friendly production process saves 50% emissions



Recycling is the most viable approach to reduce solid waste streams of polyester and saves 75% of CO2 emissions, compared to virgin polyester



What impact did we make with this?

Making more sustainable choices enabled us to save:



400

> 1 billion (1,000 million) liters water = 400 olympic pools



> 546.000kg

chemicals



213 1,9 million MJ Energy = households (energy need per year)



17x

140 tonnes carbon = 17 rounds around the world by car

**Anne-Gien Haan (48) is CEO of Nine & Co.
She is talking to Rob van Thiel (58), director Design,
Buying & Sourcing, to reflect on 2021.**



Anne-Gien: Looking back on 2021, what I notice is that sustainability has really been integrated in our way of working. Not only the product design and sourcing team are committed: all teams are. The difference with past years is the shift in mindset. It has changed from more reactive (“we need to..”) to proactive (“what can we do?”). The effect is that our employees come up with sustainable initiatives their selves now. Everybody is really proud on what we do! Not only in developing more sustainable products, but also on engaging consumers and promoting positivity around parenting and resilient motherhood. That feeling that developed in our organization is really powerful.

Rob: I notice the same. It energizes everyone that is working on sustainability. We are proud of what we have achieved so far, and proud of the steps that will follow.

A: Yes, and everyone is really looking forward to those next steps. In the previous phase, we needed to motivate and stimulate the organization. After the first milestones, we have everyone on board. The ‘sustainability conscious’ has grown. In dialogue with our employees, we see that sustainability is highly valued: it’s becoming part of our culture and why employees want to work for Nine & Co.

R: Really engaging people across teams and throughout the organization was stimulating this. I think our company-wide sustainability updates were a great tool for this. We really nurtured these.

A: Agree. We turned that into a nice and inspiring session, to reflect on sustainability goals and the impact we have made. It allows us to share what the effect is of our decisions: behind (sometimes

small) decisions can be a huge impact that we want to understand. The management team has claimed that ambassador role in the past years. That was a great means to inform and inspire the rest of the organization. Also, I am proud of the steps we have taken with our products. What was remarkable when looking at 2021 for you, Rob?

R: The share of sustainable fibers has grown significantly. With a 12% growth of sustainable cotton in 2021. Using sustainable raw materials in not just a matter of paying a fee and label it as ‘sustainable’. We carefully source, report and monitor materials in a system with a chain of custody approach, to ensure traceability throughout the value chain. This also requires work from our side, and showed our sourcing team: sustainability requires some level of commitment!

It doesn’t go without obligations. Training our team in these certifications was eye-opening. That’s how sustainability on product level comes to life more and more.

A: What is your wish for the period ahead of you?

R: I’d like to make the footprint of our items really concrete. Creating a sustainable product involves so much. From choice of fibers, to types of production processes, packaging, transport. I’m proud that in 2021 we partnered with GoodShipping to offset our transport emissions already. Now, we want to take a next step and create a footprint on product level. It enables consumers to make informed decisions and it will reflect all the sustainable decisions that we make! Including all efforts to make the shift towards circular fashion.

A: It's great to see the steps we're taking towards a more circular business. By extending the lifetime of products for example. Stepping away from the linear model towards circular business model is quite a shift. It starts with a circular mindset among the people in our organization, and that is developing quickly. Teams are already integrating ideas to extend the lifetime of items and create designs that last longer, especially because the maternity and baby & kids market is sensitive to quick turnaround.

R: We are involving our consumers more and more, and try to respond to their needs. On the social side: with resilience and positive parenting, and on the environmental side: with sustainable consumption. They are an important stakeholder, together with our suppliers. For our suppliers, we are also looking at what we can do (differently) to meet their needs. Especially with the ongoing impacts of the pandemic, and the pressure on the countries where we source. Communicating on a distance can then be quite challenging.

I'm happy we could meet our suppliers in person again. For me, this was really important. We are not just doing business, we are also building a relationship. That is more than business. That requires open dialogue, understanding, trust

and some commitment to collaboratively work on important topics. It has a human touch, and we need to be careful not to lose that, when we cannot physically meet.

When discussing themes like living wages and possibilities to make our product more sustainable, it's important that we can meet in person and make it part of a dialogue. Trust and collaboration are central.

A: I'm proud to see that we have anchored our efforts on sustainability from supply chain, to product and consumer. In the past year, we were looking how to carry this out more. We believe that a certification like B Corp represents what a sustainable organization entails. Now, the next 'big thing' for us, is becoming B Corp certified. We really see the value of this framework: in which we can include all our efforts. Our workers are really enthusiastic about it and want to know when Nine & Co. will be certified.

There is enough to look forward to, in the coming year! When we will become a B Corp Certified company, this will be one of the milestones that we will celebrate! Together with all the meaningful steps that we are taking – to turn our brands more and more into platforms for impact.



“We have anchored our efforts on sustainability: from supply chain to product and consumer. We want to benchmark our own efforts and share it with the world. That's why we completed the B Impact Assessment, and we are proud to be awaiting B Corp Certification in 2022!”
– Anne-Gien Haan, CEO



3. Protecting new life

“We support our community of young parents to be resilient and make most out of this special period in their lives.”

Veerkracht: Resilient parenthood

At Nine & Co. we care about parents and children. That’s why we want to invest in the health and safety of (pregnant) mothers and their babies and be there for them, especially during the first 1001 days. This period, from conception up to 2 years, is an essential period for the development of a child and therefore its future. We believe a good and safe start is the foundation for a happy and healthy life. Experiences during pregnancy and within the mother-child relationship can influence the cognitive development of the baby, affecting the physical and emotional health of the child. In this early stage, children fully depend on their parent for the regulation of their physical and mental states. Resilience can positively impact the relationship between mother and

child and therefore contributes to good and safe (emotional) attachment of children. Later in life, this benefits their physical and emotional health.

We embrace the imperfections of parenting, because being a parent is so much more than wanting to do it all perfectly. That’s why we embrace imperfections and offer insights in the lives of young mothers. We build trust and connections to support them, with our tools and community, so they can make the most out of this special period in their lives. Resilience among mothers leads to resilient children: it’s how we aim to protect new life, to support the generations of the future.



Protecting new life

Our “Veerkracht” (resilient parenting) campaign started in 2020. We are building on 4 central pillars:

#1. Dialogue:

starting dialogue about the challenges of parenting.

#2. Community:

make mothers (to be) feel supported.

#3. Pride:

share a feeling of pride of being a parent.

#4. Resilience:

increase resilience among parents: both mothers and their partners.



“Resilient parenthood is about falling down and getting back on your feet. We invest in resilient parenthood by using our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.”





Health & Safety

We want to offer the best and safest option for babies and children. That's why we develop fully organic collections for our little ones. Our baby products consists of 100% organic or sustainably sourced cotton and are 100% compliant with health & safety standards. We make sure that all items are made without the use of hazardous chemicals. We believe it's important to safeguard this at all times, especially for the products made for our little ones.

In the production of all our items we want to ensure that we use good and safe substances, and leave harmful ones behind. In the process of manufacturing, dyeing and finishing of products, these substances are needed and it's up to us which one we decide to use. We care so much about health & safety of materials and production processes, not only with eye on the children and mothers that use our products. Also, with eye on the men and women around the world that are involved in the production of our items. And the natural environment they are surrounded by, in which the substances and treatment water are often being released.

It's clear to us that "protecting new life" is about health & safety too. At Nine & Co., all our brands follow the European REACH guidelines in using

substances to make our clothing. This framework gives shape to our safety protocol and the way our items are made. It offers a shortlist of substances all being registered and evaluated.

In 2021, we implemented our RSL 1.0. This is a restricted substances list, that looks beyond REACH regulation. In 2022, we will take another step in chemical management, by implementing the RSL 2.0. Step by step, we are evolving in chemical management and the substances that we want to avoid or restrict. Also, our brands follow the European Child Safety Regulations. The organization behind the regulations aims at improving child safety on a global scale. This is how we make Noppies' baby and toddler fashion the safest option, when it comes to the items for your little one.

"Our baby products consists of 100% organic or sustainably sourced cotton and are guaranteed to be safe".

Protecting new life

We believe a good and safe start creates the foundation to grow up safe & healthy. That's why we invest in resilient parenthood and use our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.



The purpose of Veerkracht:



Building awareness around how important safe & good emotional attachment is for parent & child



Build a foundation & community to improve "safe attachment" step by step



Stimulate parents to talk and reflect on parenthood in a safe environment

"Veerkracht" focuses on resilient parenting: falling down and getting back on your feet. It's important in building a healthy and good connection and ensuring safe attachment between parent and child."

"With the campaign, we support young parents to offer resistance to the sometimes high expectations of parenting."

Protecting new life:

Veerkracht 2021:



2500

Baby sets sold to raise awareness for resilient parenting

160.000

Engaged 160.000 (future) parents with our resilience campaign on Instagram and Facebook

20.000

Engaged 20.000 (future) parents through our videos, and 67.500 through our media partner



Engaged 67.500 (future) parents through our media partner Ouders van Nu



4. Circular business

Our ambition is to contribute to a positive change in the way we consume and extract raw materials and manage pollution and waste streams. Circular business has the potential to reshape our industry and transform the way we produce and think about fashion. We believe that circular principles will be the main drivers of our (future) world.

At Nine & Co. we take steps toward a circular fashion industry, because we believe the future is designed around a circular economy. We defined concrete circular ambitions in the last year. We know that the quality of life for the world's children in 2050 depends on the decisions that we make today. The fashion industry in its current form contributes to accelerating environmental pressure. We know it is possible to innovate our way towards a circular and sustainable production system. We think it's important to look at the entire lifespan of products and discover where and how we can apply circular principles to add most value.

Circular thinking for Nine & Co. is focused on the raw material that we use as inputs, the design of our items, the user phase and the impact associated with the distribution of our collections. At the start: it's the choice for raw materials that matters. We want to build circular products step by step and rethink the (raw) materials that we use. Making the shift from organic fibres to recycled and innovative fibres more and more.

In the design phase, we also focus on how our products can be used. We try and extend the lifetime of our items at the consumers that directly buy them, and rethink how we can extend the lifetime of preloved garments. In order to positively influence the user phase, we involve consumers and we facilitate them to make better and more sustainable choices to reduce their impact. Better size charts, clever care-labels and washing instructions are examples of small changes with a big impact. By making consumers aware of the impact of their choices, we can bring about change together.

Finally, our attention is focused on sustainable packaging and more sustainable transport. We will minimize air freight wherever possible, and use reusable packaging, or packaging made from recycled material. Of course, responsible and sustainable facility management in our office and warehouse is also important for us to contribute to a sustainable economy.



A circular fashion world



1. Raw materials & circular design

We want to build circular products step by step. We do this by growing the share of sustainable and recycled materials and using more low-impact production processes. Our focus will be on applying circularity in our designs even more, and extending the lifetime of our (preloved) items. We want to make enjoy our items as long as possible. Especially for little ones that grow fast – and mothers during maternity –, it’s valuable to rethink our designs as investment in a circular world. Over the last year, our main focus was creating more sustainable products by using more sustainable and circular materials. See also “sustainable product”.



2. Packaging & waste

We are focused on minimizing our waste streams as much as we can. Packaging is one of our focus points. Together with the raw materials, that’s where a serious impact comes from. In order to get our items to the right location, while keeping it safe and protect the quality, (cardboard) boxes and polybags are used. In 2019 already, all carton board used in our packaging was recycled or FSC certified and came from sustainably managed sources. The polybags we use consist of plastic, which is a high-impact material. Especially for we are using 3,8 million polybags on a yearly base. In 2021, we shifted to 100% recycled polybags and started with our Turkish supplier (more than 700,000 polybags). With this decision we save finite resources and cut our carbon emissions.



3. Sustainable from A to B

Optimizing sustainability also means growing our efficiency. It includes our logistics and how we get our products from A to B, with a minimal footprint. This is an opportunity for us to further reduce emissions. With efficient stock management and working towards the most sustainable option in transport, we are able to take serious steps with this. We are aware of the impact of transport, both from our suppliers to our warehouses, and from our warehouses to customers and end-consumers. Our incoming products are transported by air, sea or road and it’s among our sustainability goals to decrease the amount of air freight. For air freight has the biggest impact, we want to minimize this, to a maximum of 5%. In the last year we have monitored our emissions from (inbound) transport and invested in a growing share of bio-fuel within the supply chain: an amount representative for 200 tonnes of CO2. We wanted to take responsibility, based on our 2021 forecast and collaborated with GoodShipping to take this initiative.



4. Circular consumption: what can you do?

We take the entire lifetime of our items into account. The end-of-life phase is one of the most important stages in sustainable fashion. Consumers have an ever important role in driving sustainability: washing, drying, ironing clothes and how long items last, are important aspects of the total footprint of an item. We can facilitate them in the decisions they make. Taking care for their items and pass pre-loved garments on to another owner, to extend the lifetime of every item.

**Curious what you can do, as a consumer?
Read our tips for sustainable consumption. >>>**

Due to unforeseen situations in the transport industry and at our production facilities, often related to corona or disruptions in the transport network, we have had to make use of air freight more than wished for.

In total, our emissions related to our inbound transport were 701 tonnes of CO2.

With the 200 tonnes of insetting via GoodShipping, we compensated almost 30% of our total emissions.

Step by step, we'll grow efforts to reduce our emissions in the supply chain and compensate for the remaining part:

- moving towards net zero transport! -





Most of our items are delivered to our warehouse in polybags. We conducted research to improved alternatives for our (plastic) polybags, by focusing on raw materials and recyclability.

The best option was smaller bags made of 100% recycled plastic. We implemented this from spring 2021 with our Turkish agency. Our other agents and suppliers followed, by making this shift per end of 2021.

This means almost 20% of our polybags is recycled today, and our goal is to implement recycled polybags at 90% of our suppliers in the current year.



Tips for sustainable consumption



#TIP 1 CHOOSE RESPONSIBLE BRANDS

Every time again, consumers can vote with their decisions about the brands and items that they buy. That's why buying beautiful items that are made with an eye for people, animals and the environment is the best decision. Ask brands about their sustainability activities. We'd love to share what we are doing too, and tell you more about our activities and programmes.



#TIP 2 BUY SMART

Think about what you're about to buy. Ask yourself this question: does it fit me right? Does it make me feel great? Invest in great fashion items and go for quality beyond quantity. High-quality fashion and long term design are essential features of a sustainable wardrobe. When your children out-grow their clothes, there's always someone that loves to extend the life of these high-quality items.



#TIP 3 RETHINK WASHING

Start washing less, wash as cold as possible, try to avoid ironing and use sustainable washing detergent. Removing stains by hand or using a garment roller can prevent many washes and enables you to reduce your impact. Also, when you do wash your items, putting them in the bathroom while you shower enables you to prevent ironing or skip a visit to the dry cleaner. There's so much impact in the aftercare for your items, that it's worth thinking it through.



#TIP 4 USE A LAUNDRY BAG

When washing vulnerable items, you can turn them inside out to prevent wearing them down to fast. A laundry bag can also help you to maintain your items in the best way. Fine fabrics can use some extra protection; especially knitted fabrics. A set of laundry bags is a small investment, while it will protect and extend the lifetime of your favourite items.



#TIP 5 GO ORGANIC

All sort of fibers release microfibers in the washing machine. The problem is that microfibers in synthetic fibers are not organically degradable. These microfibers are made of plastic and end up in our water and oceans, where they travel through nature and back to our food chain. On the long term, organic materials are much better for our environment – both in general as for all the living creatures living on our planet.



#TIP 6 REPAIR & REWEAR

Give your clothes a second chance (and life) by covering tenacious stains and holes with redundant fabric or patches. When it's time to say goodbye to your items: recycle, sell or pass on your clothes to friends, acquaintances or organizations with love. This is how we can minimize the amount of pre-loved items that is being disposed and create a happier world, together.



Circular business

Investing in a circular economy enables us to take care of the planet our kids grow up in. It means that we use and reuse natural resources in a smart way. From the extraction of raw materials to extending the lifetime of every single product.



- 30% of cardboard in our packaging is recycled, 70% is FSC certified.
- We are now introducing smaller and recycled polybags for our packaging. With 2 million polybags per year, this is potential for big impact!
- Today, more than 40% of all our packaging used is sustainable.



Since 2019, Noppies returns decreased with 7,5% to 32,5% today.



Noppies Buy & Sell (independent) social platform grew with 17%. From 23,000 to 26,800 active members!

“If all our polybags are made of 100% recycled plastic, this could save 68 tonnes of carbon emissions per year. This is similar to driving 8 rounds around the globe by car!”



Emissions from transport:

Due to unforeseen situations in the transport industry and at our production facilities, often related to corona or disruptions in the transport network, we have had to make use of air freight more than wished for. In partnership with GoodShipping, we compensated 200 tonnes of CO2. This is almost 30% of our total carbon emissions from logistics.



89%

By airplane **623** CO2 (tonnes)



8%

By truck **56** CO2 (tonnes)



3%

By ship **22** CO2 (tonnes)

In partnership with ‘GoodShipping’, we compensated 200 tonnes of CO2. This is almost 30% of our logistics footprint.

For our customer deliveries, we work with ‘DHL GoGreen’ and offsetted more than 54 tonnes of CO2 in 2021.



5. Sustainability at home

We believe that, for everyone, sustainability starts at home. In order to positively impact the supply chain, the environment and the lives of mothers (to be) and their babies, we need to start with ourselves.

We highly value our people and care about their health & safety, wellbeing and development. Our people enable Nine & Co. to build a sustainable and circular business. With them, we work towards a sustainable future and a healthy company. That's why we invest in happy, healthy & accountable people. Sustainability at home doesn't only touch

our own teams. It also covers sustainability and waste & energy management at our headquarters, warehouse and stores. We do that by sustainably managing our waste streams and minimizing our energy footprint and emissions. We closely monitor our activities in order to do this and reduce CO2 emissions close to our homes.



Happy & healthy people

Creating a sustainable and circular business and a happy & healthy working environment is a shared effort.

We are proud to be an international company with a workforce of 269 employees. We highly value our people’s health, wellbeing and personal development and take care of these themes in how we manage our employees and different teams. We have set-out a clear roadmap in which the health, wellbeing & development of our employees is being prioritized. We facilitate and encourage them to keep on learning and developing themselves, for example with our free training modules. In the last year, 70% of our employees actively engaged in training programmes to boost their skills and invest in professional and personal development. Our goal is to invest in happy, engaged and motivated people that value sustainability on an equal level as we do as a company.

Our learning & development modules grew over the last year, with basic warehouse training session, emergency response training, teambuilding and motivation insights sessions. Our employees engaged in the “Leaders to Gold” program and had the possibility to follow their individual learning needs. As a stimulator for the health & wellbeing of our workers, we introduced the “Ommetje” application: a mobile app that stimulates taking a walk during the workday. We introduced “Lease-a-bike” where employees can freely lease a bike and are stimulated to drive less and exercise more. Also, we hosted online yoga sessions and shared reminders how to stay fit & feel good. We want to take care of this, especially when our employees are more out of sight when working from home!





Sustainable waste & energy

In our countries of operation, our energy, water and waste footprint is relatively small. Even though our main footprint is within our supply chain (activities), we want to take our responsibility and minimize our footprint in the countries we operate, with focus on the Netherlands where our headquarters is located. We do that by sustainably managing our waste streams and minimizing our energy footprint and emissions.

We closely monitor our activities in order to do this and reduce CO2 emissions close to our homes. Over 2021, our energy use was similar compared to the previous year. Our gas use increased compared to 2020 (+11%) and this led to 3% more carbon emissions from our offices. At the same time we saw a growth of 7% in the amount of products we sold. This means that the amount of carbon per product, has decreased a bit, with almost 4%.

Nine & Co.'s footprint at home

	2019	2020	Reduction	2021	Difference
Gas (m3)	60195	56275	-7%	62611	+11%
Electra (Kwh)	461305	424047	-8%	421757	-1%
Carbon (tonnes)	417	382	-8%	392	+3%
Waste					
Residual (kg)	23900	13860	-42%		-100%
Packaging					
Gerecycled and FSC carton board (kg)		103740		103941	+0,2%
Plastic (kg)		7797		7981	+2%

An impact network



Modint

Modint is one of the partners that supports Nine & Co. through the network of the Dutch Agreement on sustainable Clothing and Textiles (CKT). Modint is the entrepreneurial organization in fashion, interior and textiles. With them as a partners, we work to ensure a valuable future and a more sustainable textiles industry.



MVO NL

Nine & Co. is member of MVO Nederland (CSR The Netherlands): an organization that enables companies from several industries to take steps in sustainability and CSR. By sharing experience, knowledge and our network, we help other members to define and finetune their policies and ambitions.



Roadmap to living wages

The consortium of parties working on the roadmap to living wages also inspires and supports us in our way forward when it comes to living wages. Realizing living wages is a process, and we are still amidst this process with our suppliers to take the steps that we can in the period ahead of us.

Sustainability at home

When it comes to sustainability, all efforts start at home. We want to practice what we preach at our headquarters, warehouses and retail stores. Also, we want to invest in happy & accountable employees. As one large family, our team(s) are all making an effort to increase sustainability standards in the office.



Commuting:



80% Car



10% Electric car



20% Bike or Public transport



10% Use lease-a-bike



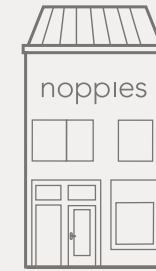
Average distance to work



269 EMPLOYEES:

70%
TRAINING
EMPLOYEES

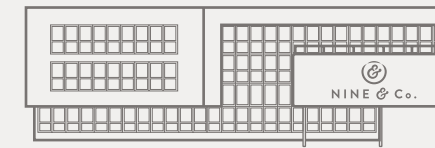
70% of Nine & Co. employees actively uses our online e-learning & selfdevelopment tool



22%

Of our employees work in our shops

78%

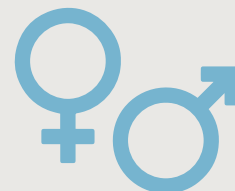


Of our employees work at our headquarter

Top 3 trainings:

- 1 Focused working
- 2 Assertive communication
- 3 Doing what makes you happy

Recycling and reusing our (residual) waste streams



We highly value diversity and ensure 50/50 female and male ratio in our management

“Our goal is to invest in happy, engaged and motivated people that value sustainability on an equal level as we do as a company”



Difference of our energy use:

- Electra (Kwh) -1%
- Carbon (tonnes) +3%
- Gas (m3) +11%
- Residual (kg) -100%





About this report

This Nine & Co. impact report 2021 is issued by Nine & Co. fashion group and is intended for all Nine & Co. stakeholders, including Nine & Co. employees and all our customers. Any questions or suggestions that might arise by reading this report can be shared with: info@nineandco.com

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Copywriting: Rainbow collection / Nine&Co.

Vormgeving: Nine&Co.

Beelden: Nine&Co. / Unsplash

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