

artipoppe sustainability
report

2020

The house of Artipoppe, established in 2012 by Anna van den Bogert, is a baby carrier and lifestyle brand that revolves around a powerful movement in parenthood. Artipoppe stands with and for parents that live their lives to the fullest and keep their children by their side. We want to make a parent's life easy, but also challenge them to stay true to themselves. Ignite that spark to follow instincts and embrace imperfections. Artipoppe carriers give the wearer an opportunity to keep their identity, to demonstrate self-confidence and to show the world they care – not only about their baby but also about themselves, the environment and all of us together as a community.

The Artipoppe collection includes Zeitgeist baby carriers, Zeitgeist toddler carriers, baby wraps and ring slings. Artipoppe's headquarters is based in the Netherlands with 3 production locations in Lithuania. At the end of 2020, Artipoppe products were sold in 70 countries worldwide.

01



Sustainability at Artipoppe

page 4

02



Our Materials

page 9

03



Our Supply Chain

page 18

TO LISTEN TO YOUR INSTINCTS AND CONNECT WITH MOTHER NATURE

“Artipoppe stands for parents being able to move freely in the world. That’s what Artipoppe represents literally: keeping your precious one close to your skin and heart in a carefully crafted baby carrier. While the parent makes their way in the physical realm, the child feels safe and protected, enveloped in softness.

Yet there is a deeper, more symbolic meaning to it as well. This is where our idea of ‘The New Motherhood’ comes in. I believe we live in a highly conventional era when it comes to motherhood, but also that change is near. This is reflected in the way we are connecting to consciousness and Mother Nature. A consciousness that encompasses sustainability, inclusivity, connection and love. Love for nature, love for humanity. Life is slowly moving towards alignment with the flow of the patterns that nature has created for us and started a healing process that is crucial to our survival. I feel motherhood plays an important role in this change, being the start of every human life. Motherhood needs a paradigm shift towards her nature. A nature of instincts, bonding and mindful nourishing. First and foremost, we are not here to define for you what motherhood, parenthood, should or shouldn’t be. Artipoppe has always been about empowerment and freedom. Freedom to listen to your inner voice and freedom in the way you move through this world.

We hope that the Artipoppe brand informs and inspires, to open up minds to the possibilities of what our societies, our communities, our lives could ideally be like in the future if we embrace this new vibration into our lives.”

Anna van den Bogert, Founder

01

SUSTAINABILITY AT ARTIPOPPE



Principles for Product Design

Artipoppe is dedicated to quality, craftsmanship and from its early beginnings has been grounded in avant-garde thinking and design. We support parenthood that is resistant to society's expectations, is trusting of instincts and celebrates individuality and freedom. These values are desirable by many, but rather difficult to realize in the modern world as attested by the many parents we work with and cater to worldwide. However, at Artipoppe, we believe that there should be no compromises between a right to self-realization and parenthood.

Artipoppe product designs reflect this philosophy and are created for a lifestyle that is full of creativity, love and mindful listening to oneself. Therefore, the design principles that guide us are:

- 1 Parent and child's wellbeing.** A strong bonding experience is at the forefront of our designs, as it is one of the longest-lasting benefits of babywearing. We focus on ergonomic babywearing that is practical for both the baby and wearer. We ensure compliance with the highest safety and health standards to make a parent's journey with their baby carefree.
- 2 Aesthetics and style.** We aim to create original designs that can embody a parent's individuality and sense of style. Therefore, we honor art, craftsmanship and uniqueness.
- 3 Timeless quality.** To give our products a long and meaningful life, we use the highest quality materials. These materials are assembled by professionally trained craftswomen and craftsmen.

Integration of Sustainability

At Artipoppe, we have always been uncompromising in the quality of our materials and keeping a short supply chain focused on craftsmanship. The year 2020 brought us near explosive growth that is coupled not only with managerial complexity but also increasing responsibility. We are wholeheartedly committed to raising our sustainability ambition even further. We have examined operational and material information, interviewed partners and mapped our supply chain to enlighten our vision and plans. The analysis resulted in this report, which is also the first one in our company's history.

To implement our sustainability ambition, responsibilities are integrated in the organization and in our business strategy. A sustainability director has been hired to work with each department on improving sustainability across the business. Our founder, Anna van den Bogert, has the overall responsibility for the sustainability strategy. Any inquiries related to sustainability at Artipoppe can be addressed via email at info@artipoppe.com.

Approach to the Worldwide Sustainability Challenges

The environment is in dire need of collective and urgent action to not only lessen the harm caused by current actions, but to also regenerate it. Our environmental concerns are in line with the worldwide challenges we are all facing; climate change, loss of biodiversity, increased pollution and scarcity of natural resources such as clean water and land for food cultivation. There is a clear connection between fashion and these problems. The production of one of our cotton baby carriers alone requires water, chemicals and agricultural land. How a baby carrier is manufactured, how it is transported from headquarters to customer, how often the user washes

it, how long it is used in total and what happens after it is no longer in use also influences its total environmental impact.

Our sustainability goals revolve around establishing a stronger foundation for our sustainability policy to create products that are as environmentally conscious as possible, aligned with nature. To us this means taking steps towards our ultimate vision: that our actions not only preserve the environment, but also leave it in a better state than it currently is in. At the core of our policy development, this means focusing on:



More transparency

To understand how our actions impact the environment, it is crucial to have transparency on our own and our partner's operations. We continue researching all our impact areas to have as much information as possible to make impactful decisions.



Stronger partnerships

Our progress heavily depends on working in tandem with suppliers. We choose partners that are open for positive change and are willing to look for the best solutions together. Close and long-term collaboration is necessary for continuous learning, sharing experience and innovation. We will also increase our monitoring efforts and be more explicit in our expectations of our partners to improve assurance.



Better materials

Our materials have always been subject to the highest quality, safety and durability standards. For example, the buckles on our Zeitgeist carriers are custom-made to absolutely vanish the risk of breaking. However, such requirements are not always fully compatible with our sustainability philosophy. We are on the path of researching and developing solutions that would be optimal.

Key Areas of Focus

The areas that affect Artipoppe's environmental and societal impact the most are our materials and supply chain. Which is why these areas are the foundation of our first Sustainability Report.



Our materials

This section will cover what materials are used to create our products and our commitment to reduce their impact on the environment. It will also zoom in on important areas: animal welfare, chemical management and minimal waste by design.



Our supply chain

This section will be an overview of our operations and our commitment to sustainable development.

02

OUR MATERIALS



Material Portfolio Overview

When selecting from which suppliers and where to source the materials for our production, we have always focused on quality, country of origin and partnership potential. Which means that **we prefer superior material features over their cost, suppliers from countries that have robust legal systems and long-term relationships with a few key partners.** Although it brings new challenges, an even stronger focus on sustainability is expected to not only reduce our impact on the environment but also improve our performance in the domains of quality, innovation and design.

The materials that we procure for our production can be divided into three categories (Table 1): Textile product components, Non-textile product components and Packaging materials.

Table 1: Artipoppe Materials

Category		Materials	Form	Appear in
Textile product components*	Plant-based	Cotton, hemp, linen	Yarn, fabric	Baby wraps, ring slings, Zeitgeist carriers
	Animal-derived	Cashmere, Japanese silk, merino, Mulberry silk, vicuña	Yarn	Baby wraps, ring slings, Zeitgeist carriers
	Mineral-based	Polyester	Fabric	Seasonal water ring sling
Non-textile product components		Foam, tough plastic, latex, metal, neomydium, polyamide, polyester	Elastic tapes, fastening buckles, labels, magnets, padding foam, rings, snap fastener, thread, webbing tapes	Baby wraps**, ring slings***, Zeitgeist carriers
Packaging materials		Paper, cardboard	Boxes, cards, booklets	Packaging

*Materials that account for less than 1% of the overall textile product component portfolio in 2020 are colored in grey.

**Only include polyester thread and label.

***Only include polyester thread and label, and metal rings.

Materials Procurement in 2020

Heritage has taught us from the very beginning to use natural fibers – plant-based or animal-derived – in the fabrics for our products. In 2020, we only used natural fibers in our fabrics, apart from one seasonal item, a water ring sling, which was made of polyester and accounted for less than 1% of textile product components used. The most important fiber by volume in the year 2020 was cotton. Cotton appears in all our baby carriers, and many of our products are 100% cotton. Hemp is the second most important fiber due to the popularity of several product models with hemp yarns. Our baby wraps and ring slings are our most natural products and are biodegradable, apart from the polyester thread and label, and the rings for the ring slings.

Sustainable Materials Benchmarking

We have developed an Artipoppe Sustainable Materials Benchmark to assess the environmental impact of the materials we work with (Table 2). To do this, we took existing benchmarks such as the MADE-BY Environmental Benchmark and the Higg Materials Sustainability Index as a starting point. We consider materials ranked as 'recommended', 'good' and 'satisfactory' as more sustainable. We will be replacing materials in the category 'discouraged' for more sustainable options. The reasoning behind the unclassified category is that these materials require more investigation to evaluate their environmental impact and sustainability. Most likely these materials are not bad per se, yet we aspire to find alternatives that meet our design and quality standards.

The benchmark will be continuously updated based on new available materials, scientific research and best practices from the industry. It shapes the basis for our sustainability targets on raw materials and is to be used

as a guide for improving our sustainability in the design process and material procurement. We have historically made use of rare, bespoke fibers, such as pearl fiber and milk fibers. However, we feel that while it would be interesting to include these fibers in our current portfolio, the manufacturing process for these materials is still too chemical, and thus unsustainable. We are in continual pursuit of researching innovative, sustainable and unique materials to add to our collection.

Table 2: Artipoppe Sustainable Materials Benchmark

		Recommended Recycled and/or certified or organic and low impact	Good Certified, organic or low impact	Satisfactory Low impact	Discouraged Unsustainable/plan to phase out	Unclassified Investigating suitable alternatives
Textile product components**	Plant-based fibers	Recycled cotton Other recycled plant-based fibers	Hemp Linen Organic (GOTS certified) cotton TENCEL®		Cotton	
	Animal-derived fibers	Organic, cruelty-free silk Recycled silk Recycled wool*	Cruelty-free silk Organic silk Organic wool* Responsible wool* (RWS) Traceable wool*	Alpaca Baby camel Vicuña	Conventional cashmere Conventional merino Mulberry silk Japanese silk	
	Mineral-based fibers				Polyester	
Non-textile product components						Metal Plastic-based components
Packaging materials		Recycled cardboard Recycled paper			Non-recycled cardboard Non-recycled paper	

*May include various types of wool.

**Materials that account for less than 1% of the overall fiber portfolio in 2020 are colored in grey.

Animal Welfare

We work with some of the rarest wool and silk yarns in the world to give our fabrics exceptional lightness, softness and unique design characteristics. Being very durable, natural and biodegradable, both wool and silk can be sustainable when produced properly. One of the main sustainability risks associated with producing non-vegan yarns is related to animal welfare. We have often used only non-mulesed wool yarns from our suppliers and are in the process of transitioning towards using zero conventional cashmere and merino wool by the end of 2022. While we have always sourced the highest quality Mulberry and Japanese silk available, and have appreciated its natural and durable characteristics, we have concluded that we will no longer use conventional silk by the end of 2023 to avoid the unnecessary killing of worms that are boiled for making silk. To achieve this, we will move towards sourcing cruelty-free silk, a process of making silk that does not involve the killing of worms, organic silk that avoids using any harmful chemicals during the production process and/or are finding alternative fibers.

Chemical Management

We offer safe products that are free of hazardous substances in line with industry best practice. Products sold by Artipoppe are always safe to use for our customers and comply with all applicable rules and regulations. The fibers used in our fabrics are legally required to be REACH compliant which demands for the protection of human health and the environment from the risks that can be posed by chemicals.

Minimal Waste by Design

Our supply chain is designed to have minimal stock, with many of our products sold on a made-to-order basis. Additionally, by default, our ring sling and woven wrap designs lead to negligible waste. There is some waste from the Zeitgeist baby carriers during the cutting phase, the degree of which slightly fluctuates based on the fabric design. We have identified that one of our manufacturers in Lithuania is more effective than the other in this regard and are working on improving this in 2021.

Our Sustainable Materials Commitment

2021

We will:

- Eliminate plastic from packaging and phase towards recycled materials.
- Reduce wastage by aligning the most effective manufacturing process at our manufacturing facilities in Lithuania.
- No longer use conventional merino wool.

2022

We will:

- No longer use conventional cashmere wool.

2023

We will:

- No longer use conventional silk.
- Only use recycled product labels made from recycled materials.

2025

We will:

- Use less than 5% conventional cotton, switching to organic, recycled or other fiber alternatives.

Note: Commitments will be reached by end of year indicated.

03

OUR SUPPLY CHAIN



The Artipoppe Supply Chain

Our supply chain has always been intentionally short, focused on long-term relationships with few key partners. We also prefer superior material features over their cost and suppliers from countries that have robust legal systems. Our supply chain has been mapped into five segments: Tier 3: Fibers and components, Tier 2: Processing from yarn to textile, Tier 1: Manufacturing, Tier 0: Finishing and Management (Figure 1). The Artipoppe supply chain can be summarized as follows:

Tier 3: Fibers and components

In 2020, yarns and fabrics were sourced from 13 suppliers, non-textile product components were sourced from 5 and the packaging materials from 1 supplier in the Netherlands.

Tier 2: Processing from yarn to textile

All the cotton, hemp, wool and linen weaving takes place in our single weaving facility in Lithuania. Most yarns come from our suppliers already dyed, while a portion of our cotton is dyed in our weaving factory in Lithuania.

Tier 1: Manufacturing

Manufacturing includes cutting, sewing, stitching and finishing. This is done at two facilities in Lithuania, after which they are then sent to Artipoppe Headquarters for finishing with our logistics partner, Alpi Baltika.

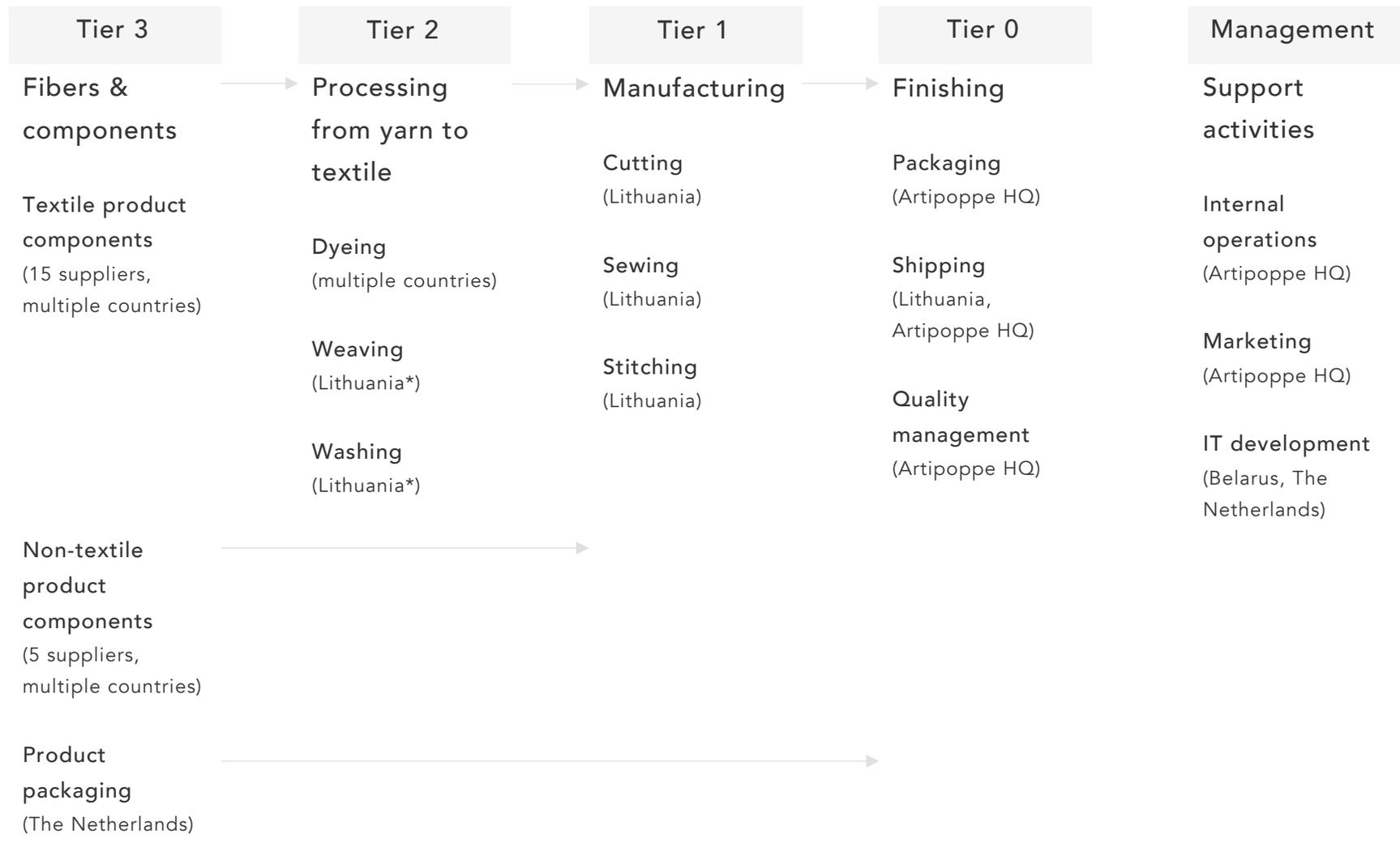
Tier 0: Finishing

Once the assembled products arrive at Artipoppe Headquarters they pass through a rigorous quality management process before being packaged and shipped to consumers using DHL or FedEx.

Management: Support activities

Internal operations, marketing and management is based out of the Artipoppe Headquarters in the Netherlands. IT development is supported by two companies, one based in Belarus and the other in the Netherlands.

Figure 1: Artipoppe Supply Chain



Note: Artipoppe HQ is Artipoppe’s Headquarters based in the Netherlands.

*Except for denim and velvet fabrics.

Areas for Improvement

From the beginning, Artipoppe has been uncompromising in quality and continuous improvement. As our company grows so does our impact and responsibility. This is a welcomed challenge to examine ourselves and strive to continuously align with our vision of offering products that are safe and of superior quality and meticulous design. Of course, also made in an environmentally conscious way. Reducing our footprint is one area that we continually focus on. Raw materials and the transport of finished goods account for a large portion of emissions. Key priority areas we are improving upon in our supply chain revolve around these areas:



Materials

The raw materials sourced for our products offer a key area for us to seek improvement. As we make efforts in improving the sustainability of materials we source, so will the positive impact of our supply chain improve.



Transparency

While our supply chain is relatively short, we are improving the monitoring of the origin of our materials to have better oversight on the impact of our entire supply chain and opportunities for refinement.



Shipping

A large amount of our CO2 emissions is in the shipment of our products to consumers. We are researching alternatives with our shipping partners DHL and FedEx, as well as looking at more sustainable options in our main markets.

Our Sustainable Supply Chain Commitment

2021

We will:

- Map and calculate our CO2 footprint.
- Research alternatives with shipping partners, in addition to other sustainable options in main markets, to reduce or eliminate CO2 emissions.

2022

We will:

- Develop a strategy for how we will decrease emissions of our own operations and in our global supply chain. The strategy will include a defined percentage reduction target and an action plan.
- Develop sourcing requirements to be more explicit in what is expected of the suppliers that we work with, and therefore serve as a basis for stronger accountability.
- Balance our remaining carbon footprint by investing in nature-based solutions to remove and avoid carbon emissions.

Note: Commitments will be reached by end of year indicated.