

SANDQVIST

SUSTAINABILITY REPORT

Reporting period January to December 2021

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INTRODUCTION

OPENING REMARKS FOR 2021

Staying true to our Scandinavian roots, Sandqvist believes in the value of sustainability and care for the environment, high-quality designs and uncompromising functionality. These values enshrine everything that we do, and we are constantly challenging ourselves to become a better brand and employer.

We have many rights-holders, from the people picking the cotton used in our canvas, the people sewing our bags, the people transporting our products, to the employees in our head offices and stores. We also have responsibilities towards the environment, both the local environment where our tanneries are located, the water where cotton is picked, the climate impact from the production facilities where our bags are produced, to the seas over which ships transport our goods and bring them to our warehouse and stores. Down to our head office on Södermalm in central Stockholm, we have a responsibility towards the impact we have on the environment.

Since 2017, when Sandqvist introduced the first bag made from recycled PET-bottles, we have made quick progress to make sustainable bags made to last. By 2019, all collections exclusively consisted of organic cotton, synthetic materials containing recycled fibres and leather from tanneries rated silver or gold by the Leather Working Group (LWG). In addition to that, the full leather bags were made with hides from Scandinavian cattle.

The organic cotton we use comes straight from the farmers of the Chetna Cooperative in India. By getting the cotton straight from the farmers, we can give them a better price for the product and contribute to developing their community. By the end of 2019, Sandqvist has contributed in total € 59 610 as an additional bonus to these farmers to use for local development. In November we visited these farmers to see how these bonuses had been used.

Although we are proud of what we have achieved so far, we decided in 2019 to set new

and higher targets for our work. In a process involving all staff at Sandqvist, as well as the management, Sandqvist set new and more ambitious targets for the coming three years. These goals involve People in our business and our supply chain, Our Products to ensure they are as sustainable and durable as possible, the Environment to ensure we take responsibility for our impact on climate and the environment, and Company culture to ensure we are a responsible and ethical business.

Due to the COVID-19 pandemic, which affected us and most importantly our suppliers greatly, we have not been able to work with these goals as planned. However they are not lost, and as we now can start to see the light at the end of the tunnel, we will again start to work actively with these goals going forwards.

As a company, we believe in cooperation and the power in joining up forces. We want to work together with other like minded brands and companies, to creator a positive change in the textile industry. This is why we are members of Fair Wear Foundation (FWF), the Swedish Textile Initiative on Climate Action (STICA) and Teko, the Swedish trade association for the textile and fashion industry. Where possible we try to lean on and learn from the expertise of others, such as the Leather Working Group, GOTS and the Fairtrade-movement.

For Sandqvist as a company, 2021 was a year to reflect, pick up the pieces from 2020 and start to plan for the future. We are more aware now of our vulnerabilities and where we need to work on improvements. We see 2022 as a year of putting these learnings into action and the plan is still to continue growing this business globally with sustainability in mind.

Sandqvist's bags and accessories are today sold globally with our biggest markets in Sweden, Germany, UK and France. The products are sold through our own shops (in Stockholm, London, Paris, Berlin and Gothenburg), the Sandqvist homepage, through wholesale and business to business collaborations.

TRANSPARENT & FAIR SUPPLY CHAIN

WORKERS IN OUR SUPPLY CHAIN

Sandqvist works hard to be an inclusive company that values respect and diversity. Everyone, independent of gender identity, sexual orientation, ethnicity, socio-economic background, religion, political beliefs or union membership is entitled to a prosperous and safe workplace.

Sandqvist's production strategy is to work with long term relations with a few suppliers. We work closely with our suppliers in developing our products and in the planning of production. The ambition is that Sandqvist's suppliers should grow and develop together with us.

The core of our work with ensuring that those making Sandqvist products are treated in a fair way is our Fair Wear Foundation (FWF) membership. The FWF's code of labour practices sets out the working conditions that should be upheld at our suppliers. It is then the job of Sandqvist, together with our suppliers, to make sure that these working conditions are met.

In 2021, Sandqvist worked with 7 companies manufacturing our bags: Pungkook Saigon II (Vietnam), Butler Leather (India), Rajda II (India), Unipax (Vietnam), Tessitura Tessitura Attilio Bottinelli (Italy), Mifo Hubei DM Eco-Friendly Material (China) and Fredrikssons strumpfabrik (Sweden). During the year, FWF conducted an audit at Rajda II (India).

For us, one of the most important things is that a supplier is able to show improvements on working conditions over time. Improvements are evaluated by visiting the factories, discussing the code of labour practices with the management, evaluating results from previous audits at the factory and communicating with other buyers when this is possible. In addition to this, Sandqvist also provides training for workers at suppliers regarding their rights as a way to further secure good working conditions.

At nearly all suppliers (apart from in Sweden), the FWF information sheet for workers is

posted. The information sheet contains the basic rights of the workers in their local language, as well as the phone number to an independent complaint handler managed by FWF. Workers are free to contact the FWF's local complaints handler in cases where issues cannot be resolved at factory level.

In Vietnam our ambition is to work through ILO's Better Work program. This is a factory program set up by the ILO whereby factories are audited and trained to achieve continuous improvement. There is a strong focus on social dialogue in the Better Work program and efforts are put into strengthening worker representation at the factory.

Securing good working conditions is closely tied to the purchasing and buying practices of Sandqvist and how we work with our suppliers in all areas. By ensuring we have good cooperation, we give our suppliers the conditions needed to give their employees a good working environment. We need to make sure suppliers are given reasonable lead times and fair prices for their products, as well as a stable relationship where they can plan for the future.

In 2021, we started to develop our formal sourcing and onboarding process. Any supplier being considered for production is sourced in line with our internal sourcing process, which ensures we only consider working with factories that share our commitments towards sustainability. If this supplier passes our sourcing process, it will continue to proceed with our Onboarding process before they are approved. Suppliers are evaluated according to quality (skill and the ability to make our products), price, production capacity, structure and stability of the company, code of conduct compliance and environmental performance. The product manager is involved in the first communication and visit to potential new suppliers. The final decision to start working with a new supplier is taken by the CEO and the product manager.

TABLE 1. The factories making Sandqvist products

	2018	2019	2020	2021
Number of factories	7	6	6	11
Audited factories*	6	6	4	5
Factories where workers have been trained*	4	4	3	0
Complaints received	0	4	4	0

*Audited or trained within the last 3 years.

FACTORIES MANUFACTURING SANDQVIST PRODUCTS

We are proud of the suppliers that manufacture our products, and are happy to share where our goods are produced. Here you will find an overview of the factories that we work with, what they do, and how we are working on improving the workplace together.

Butler Leather, India

Butler Leather is located in Chennai, India, and specialises in high-end leather products. This is where we produce our leather bags and our small leather goods. We have been working with Butler Leather for more than ten years. The factory is a family business, run by Anjum, her husband Noor and Noor’s brother Zafar. They employ around 140 people and the majority of their production output is for Sandqvist.

FWF has audited the working conditions in the factory in 2020, 2019 and 2016. In 2017 FWF did a staff training to strengthen employees’ rights in the workplace. Butler Leather has made great progress since the first audit in 2016. Workers committees have been set up,

health and safety has improved as well as formal employment conditions.

In 2020, Butler opened up a new factory location that is now used for all Sandqvist production. The factory was audited by FWF in November 2020 without any major remarks. Requirements of improvements have been shared with the factory and Sandqvist will work closely with Butler to have them implemented as soon as possible. During 2021, no complaints were received from Butler.

Rajda Leather II, India

In 2018 Sandqvist started working with Rajda Leather in Calcutta, West Bengal, India. In this factory, we make canvas bags with buffalo leather details. The factory is a family business that employs around 300 workers in the main facility and has an additional 70 workers in a newer facility across the road from the main factory. Both factory locations are covered by their SA8000 certification. Since 2020, we only work with the newer Rajda factory, Rajda II.

During 2020, Sandqvist received four complaints from workers at Rajda I. Most complaints concerned unpaid bonuses caused by Covid-19, overtime work and failing to pay minimum wage. Since then Sandqvist ended the relationship with Rajda I and only worked with Rajda II for following orders. Rajda II was audited in 2021, and also detected issues with wages and inconsistencies in overtime records. We are following up on this with the factory in a corrective action plan and working on implementing improvements.

Pungkook Saigon II, Vietnam

In 2020 we started working with Pungkook Saigon II (called PK), a factory located in Saigon, Vietnam. This factory produces all of our recycled polyester bags and the overall majority of our products are made in PK. PK is a large factory with around 4500 workers and we have an agent in Vietnam that visits the factory regularly and is very involved in the social sustainability within the factory.

PK works with several other FW member brands, and so are very familiar with the FW code of labour practices, the FW auditing process and the FW and complaints system. The factory had a FW audit in 2020, and we have since then been working on some corrective actions.

PK is also a member of the Better Works program in Vietnam. This program works to secure decent working conditions in a number of Vietnamese factories by assessments, training and capacity building. The program works on continuous improvements year on year and we assess these developments and assessments on a regular basis.

PK II Printing: Toan Thang, Vietnam

Sandqvist’s largest supplier PK II, situated in Vietnam, uses a subcontractor to perform some of its printing. This factory is situated not far from PK II in the same city of Ho Chi Minh.

Unipax, Vietnam

The same agent that we have stationed in Vietnam and that works with PK, also works with our caps factory. This is also a large factory, with around 1800 workers and we have relied on our agent’s visit reports and Unipax’s second party audits from other customers, when assessing the working conditions in the factory.

Unipax Embroidery: Tagtime Vietnam

Unipax outsources its embroidery to another factory called Tagtime in Binh An. This is where the embroidered detail is sewed onto our caps, by machines. Also this factory has been audited by other customers.

Tessitura Attilio Bottinelli, Italy

In 2021, we started working with a weaver and scarf factory in Italy with around 45 workers. The factory is situated in Como, and weaves silk scarves. The factory has a BSCI social audit from 2021, and as they also use subcontracting we have assessed their subcontracting partners based on a risk assessment for suppliers in Italy. The risk assessment was informed by FW country studies.

Tessitura Subcontractor: Gstyle Italy

In 2021, we started working with a weaver and scarf factory in Italy called Tessitura. The production of the scarves that Tessitura makes for Sanqvist, is divided into three stages. One of those stages takes place in a nearby factory called GStyle. Gstyle employs only 2 women workers. One woman is employed part time and the other full time. The facility does scarfs, fullars and handkerchiefs.

Tessitura Subcontractor: S.T.A.I., Italy

In 2021, we started working with a weaver and scarf factory in Italy called Tessitura. The production of the scarves that Tessitura makes for Sandqvist, is divided into three stages. One of those stages takes place in a nearby factory called S.T.A.I.

Mifo Hubei Dm-Eco Friendly Material, China

In China, we work with one factory that produces yoga mats. They employ around 30 people and before commencing work with them in 2019 we commissioned a SMETA social audit for the factory. This factory has some issues that need to be worked through and we are assessing how to move forward.

Fredrikssons strumpfabrik, Sweden

In 2021, we started producing socks in a family owned factory in Sweden. The factory consists of a married couple working in a small town in the middle of Sweden and they produce very high quality socks. This factory is the only factory that has not posted our FW Code of Labour Practices on their factory walls or signed our Code of Conduct. As it is a small family owned business in Sweden, we consider this to be of low risk according to our own risk assessment.

FACTORIES MANUFACTURING SANDQVIST CANVAS, FABRICS AND TRIMS

In order to show full transparency, Sandqvist is listing all manufacturers of materials used in our products. This includes all fabrics and leather used in our products. Trims such as rivets, padding and webbing will be included in future transparency reports.

Dibella, India

Dibella India sources organic cotton straight from marginalised farmers in Adilabad in the state of Telangana, India (for more info, see the section on cotton in the report further down). Dibella India takes care of production of Sandqvist's organic cotton lining, the 18 oz organic cotton canvas, the 12 oz polycotton (recycled polyester & organic cotton) and our organic cotton dust bags.

Leejotex, Korea

Synthetic materials used by Sandqvist are manufactured by Leejotex. Leejotex is a Korean company producing high quality materials. Their range includes bluesign approved fabrics and Oeko-tex certified materials.

Trimmings

Zippers are manufactured by YKK and OOK (China). Other metal trims are made by ESSN (China), and plastic trims by Woojin (China). Webbing are made by Elastic India (India) and Yong Dong (China). Paiho (China) manufactures our strings, ropes and pullers. Nilörn makes our labels and hangtags in China.

Tanneries

The cow hides used for Sandqvist's full leather bags come from Scandinavian cattle. The hides are tanned at Scan-Hide in Denmark, a tannery gold rated for their environmental work by the Leather Working Group (LWG) (see Sustainable products section for details). The wet blue hides are then shipped to Bharath Enterprises (India), another gold rated tannery, for retanning.

In addition to this, Sandqvist uses two other tanneries, one of the tanneries is gold rated by LWG, Chang Hing (India), and one tannery, Shui Hua Leather (Taiwan), is silver rated.



SUSTAINABLE PRODUCTS

MATERIALS

Leather

From 2018 and onwards, all our leather is produced in tanneries rated gold or silver by the Leather Working Group (LWG). LWG is an international organisation working to improve environmental performance in the leather industry. LWG does this by auditing tanneries to check if they are working according to best practices in the industry. The audit covers chemical management, energy and water use, air & noise emissions, waste and effluent treatment.

A Gold rated tannery has scored higher than 85% in the LWG audit. The tanneries Sandqvist uses are mostly gold rated and one is silver rated. This means that the tannery is using less energy, less water, better chemicals, and taking care of waste and effluent in a responsible way.

Sandqvist only uses leather from animals that have been bred for meat and dairy production. Sandqvist’s full leather bags have leather from Scandinavian cattle (colloquially called cow). These cows have been slaughtered in Sweden or Denmark, and the first tanning stage has been done at Scan-Hide, a tannery in Denmark, Gold rated by the Leather Working Group.

Leather details in our other ranges are made from buffalo or cow leather, depending on thickness and quality needed. Since 2019, the origin of all hides used for Sandqvist leather is known by Sandqvist. The buffalo used for the thicker leather details comes from India. The cow hides used for the leather details in our Vietnam production come from the USA and Canada.

Cotton

All of our cotton is organic cotton directly sourced from farmers of the Chetna cooperative in India. During 2021, all cotton used came from this farmers’ cooperative in Adilabad in the state of Telangana, India, where it is produced on a small scale by marginalised farmers.

By buying directly from the marginalised cultivators, Sandqvist can offer the farmers better pay and good working conditions. For more details on the source of Sandqvist’s cotton, please visit www.chetnaorganic.org.in.

By choosing this cotton, we support both the farmers and protect the environment. The organic cotton is farmed without artificial pesticides or fertilisers, and genetically modified seeds are not allowed. Conventional cotton production on the other hand, is

TABLE 2. Support to cotton farmers

	2018	2019	2020	2021
Seed cotton used (kg)	287 504	340 351	154 614	60 792
Premium for local development (€)	14 357	17 017	16 080	12 156

chemically intense and can affect both humans and the environment negatively in the areas where it is grown.

In addition to paying directly to the farmers and hence raising their income, an additional bonus is paid to the Chetna Cooperative for every kilo of cotton that Sandqvist buys. This additional bonus is used for village development in the Chetna community. In 2019, Sandqvist visited the farming area and saw some of the investments they had made, every kilo of cotton that Sandqvist buys. This additional bonus is used for village development in the Chetna community. In 2019, Sandqvist visited the farming area and saw some of the investments they had made,

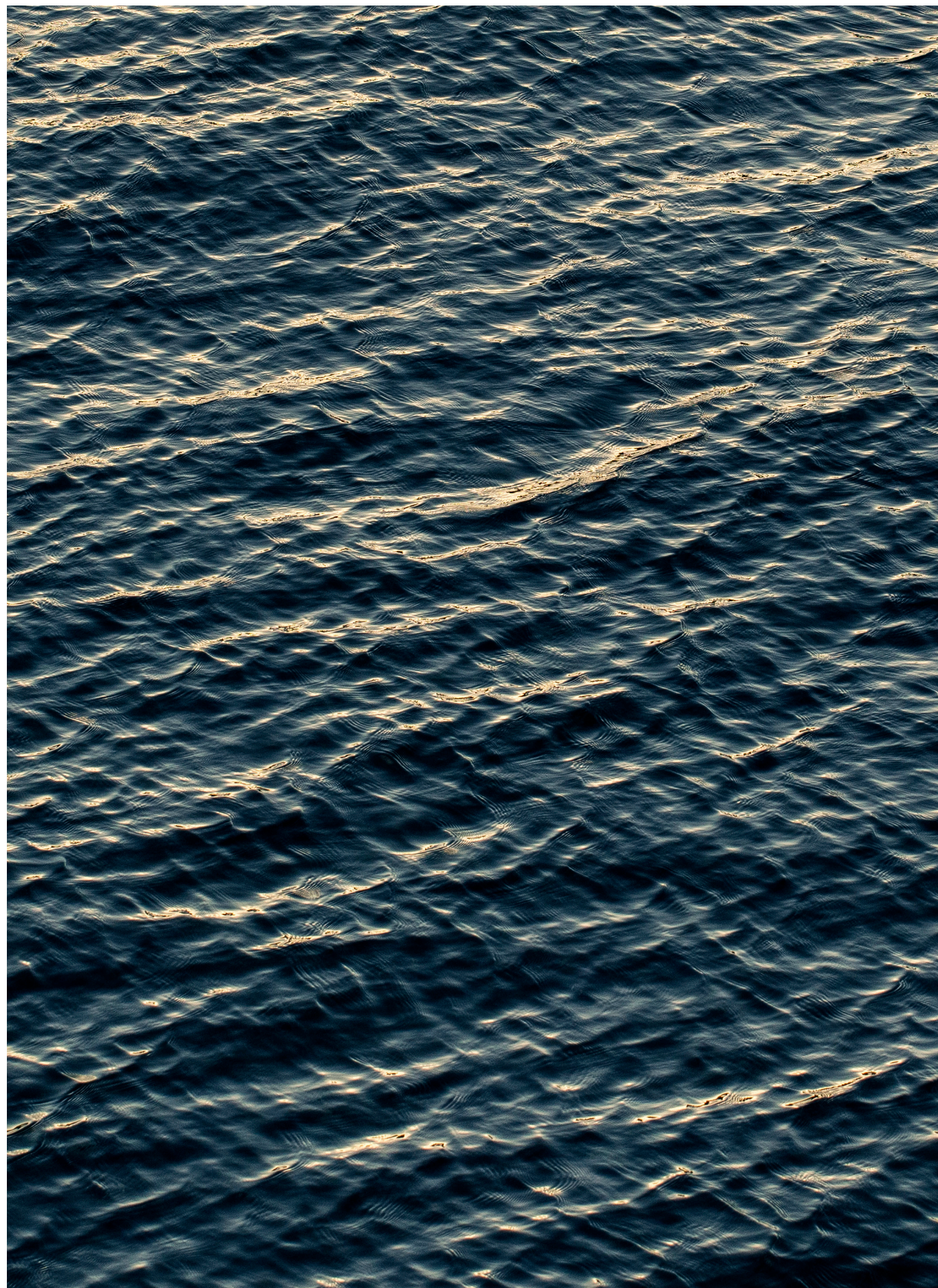
Synthetic Materials

All synthetic materials used in Sandqvist products contain recycled fibres. Our polyester and our polyester lining come from 100% recycled fibres from PET-bottles. The recycled nylon fibers are made of industrial waste (post-industrial nylon material).

Trims

Hangtags are made from recycled paper, and the string holding the hangtag is made from organic cotton. The labels on the bags are made from recycled polyester.





SAFEGUARD WATER AND CLIMATE NEUTRAL

Sandqvist's main impact on water comes from the production of our fibres (cotton and leather) and the processing of these (tanning of leather, dyeing of cotton and synthetic materials). Apart from making sure water saving technology is used, making sure no harmful chemicals are used in these processes are of utmost importance (see more on chemicals below).

Humanity is facing one of our biggest challenges with the ongoing climate crisis. No company or organisation can passively stand by as this crisis unfolds. To rise up to this challenge, Sandqvist decided to join the Swedish Textiles Initiative for Climate Action (STICA) in 2019.

The purpose of STICA is to support the apparel and textile industries and their stakeholders in the Nordic region to, at minimum, reduce greenhouse gases in line with 1.5° C warming pathway, as outlined by the United Nations Framework on Climate Change and the Paris Agreement. Ultimately STICA's aim is to ensure the Swedish and Nordic textile industry does more than its share by becoming the first climate positive apparel and textiles industry in the world well before 2050. Read more about how we have started to report to STICA below, under the Business, People and Culture section.

CHEMICALS

Sandqvist Chemicals Policy, that all suppliers have signed, sets strict requirements on both chemicals that can remain in the end product (product related chemicals), but also on chemicals used in the production (process chemicals).

All process chemicals should follow the Manufacturing Restricted Substances List (MRSL) developed by the initiative Zero

Discharge of Hazardous Chemicals (ZDHC). Product related chemicals in Sandqvist products should live up to the requirements of the restricted substances list of the Apparel and Footwear International RSL Management (AFIRM) Working Group. Together, these requirements are stricter than those set up by the European Union (REACH) and will meet all legal requirements in countries where Sandqvist products are sold.

SUPPORT BIODIVERSITY

Sandqvist supports biodiversity by only buying organic cotton, making sure hides for leather does not promote deforestation, restraining and controlling chemical use, making sure forest fibres (paper and cardboard) come from sustainable sources and minimising our contribution to climate change.

SUSTAINABLE BAGS TO LAST - REPAIR, REUSE, RECYCLE

We aim to make long lasting products that can be repaired if they break. To minimise the impact of our production we actively work with the principles of repair, reuse and recycle.

The Sandqvist Repair Shop concept was launched in spring 2017. This concept includes a repair service, second-hand sales and salvaging parts from used bags. Due to Covid-19, in 2020 and 2021 we instead launched the service of Repair drop-off, which is available at all Sandqvist stores. In the Sandqvist Repair Shop or drop-off, customers can have their Sandqvist bags repaired. They can also choose to return their bags to have them sold second hand and receive a voucher with a 20% discount to be used at the next purchase. Bags beyond repair will be salvaged

BUSINESS, PEOPLE AND CULTURE

BUSINESS AND THE ENVIRONMENT

We are living in challenging times where humanity is at risk of causing irreversible damage to our planet through man made climate change, the damage caused to our water systems and biodiversity loss. The environmental ambitions set up by Sandqvist aims to tackle these three threats and therefore we have overarching goals on becoming climate neutral, safeguarding waterways and supporting biodiversity.

TOWARDS CLIMATE NEUTRAL

As mentioned above, Sandqvist is a member of STICA which aims to support the apparel and textile industries and their stakeholders in the Nordic region to, at minimum, reduce greenhouse gases in line with 1.5° C warming pathway. Ultimately STICA's goal is to ensure the Swedish and Nordic textile industry does more than its share by becoming the first climate positive apparel and textiles industry in the world well before 2050. In 2021, STICA analysed Sandqvist's emissions from 2020 and information on their report is found below.

2020 was the first year Sandqvist collected data for scope 3. The total emissions for all scopes were 1 855 ton CO₂e. The total result for scope 1&2 emissions for 2020 were reduced compared to 2019. In 2019, we reduced our scope 1&2 emissions from 23,4 ton CO₂e to 14,1 ton CO₂e, a decrease by 40%. This reduction comes mainly from an electricity and heating reduction from stores and offices, and this is actually mostly explained by the fact that many stores were closed during the year 2020.

We also reduced our emissions from company-operated cars between 2019 and 2020 by 7%. Emissions per area also decreased between 2019 and 2020, this is a result of us using more renewable energy in stores.

Focusing on all three scopes, most emissions came from scope 3 in 2020. Across all categories, "purchased goods and services", including both "manufacturing" and "material and textile production" had the largest overall impact (74% of total emissions). Therefore, our climate reduction actions need to be focused on in this category, as it has the largest reduction potential. Within this category, 69% of emissions came from materials and textile production in tiers 2-4. We plan to reduce these emissions by introducing recycled fibres and by replacing high impact materials with alternatives that have a lower climate footprint. The three top materials with the highest share of emissions were cow leather (42%), recycled polyester fabric (20,4%) and organic cotton fabric (18,7%).

The second-largest category of our emissions came from transport and distribution (15% of total emissions). Within this category, the largest emitting category was airfreight. We have reduced this emission significantly in 2021, when only 1% of our transports came from airfreight.

To further improve data quality in upcoming years, STICA advised us in their 2020 report to collect data from their energy suppliers, so we have separate information on both energy and heating within stores and concession stores. This would provide us with actual data which can help us develop better strategies on how to lower emissions.

Following STICA's report, we at Sandqvist have defined a target for emission reduction: reduction of 42% of scope 1&2 by 2050. STICA also advised us to develop an action roadmap, develop feedback to suppliers to support them in reducing their impact, and develop product-specific calculations that we can communicate towards consumers to support them in making sustainable choices.

TRANSPORT

Sandqvist has already started to decrease our climate impact by reducing our carbon footprint from the transport of our goods. Our goal is to minimise climate impact from the transport of our goods by always prioritising the most environmentally friendly transport.

Calculated as percentage of weight transported, 99% of Sandqvist’s goods were shipped by sea and 1% was shipped by air in 2021. This is a big improvement from the years before when 89% of Sandqvist’s goods were shipped by air during 2020, 55% for 2019 and 59% was transported by air in 2018.

The change between shipping by air to shipping by sea has reduced our total CO2 emissions from transport from 88 tons in 2020 to 23 tons in 2021.

SANDQVIST INTERNAL ENVIRONMENTAL IMPACT

The environmental impact of our own offices and stores is small compared to the manufacturing of our products. However, we still want to make sure that we do our best where we can, and that we contribute to a culture of sustainable practices on all levels. Our internal environmental policy guides us in our internal undertakings, and ensures we stay on track for being environmentally conscious. During 2021 we used green energy in all facilities where we could influence the provider of energy, our main office and all stores recycled all materials possible through local waste recycling systems and where possible, all coffee, tea, etc., served was organic.

PEOPLE

At Sandqvist, we work to create an environment where everyone can grow as individuals as well as contribute to making Sandqvist a world leading bag brand.

Sandqvist works hard to be an inclusive company that values respect and diversity. Everyone, independent of gender identity, sexual orientation, ethnicity, socio-economic background, religion, political beliefs or union membership is entitled to a prosperous and safe workplace.

To support work-life balance, employees at Sandqvist’s office are offered flexible working hours, the possibility to work remotely, extra days off, as well as exercise during work hours.

The overall goal of this work is to increase employee satisfaction. The progress is measured yearly by collecting data on employee satisfaction from everyone working for Sandqvist.

In 2021, employee satisfaction once again decreased considerably for the second time in a row. Although this was expected to some extent, due to the tough times that came with the pandemic, we will need to monitor this more rigorously and work on improvement strategies for the future.

However the sick leave decreased by 73% to now 1%, and met our target of having a sick leave less than 3%.

TABLE 3. Overview of transport from factory to warehouse

Year	Sea freight (% of total)	Air freight (% of total)	Kg CO2 eq. from transport	Total weight in kg of goods
2017	3	97	945 000	121 739
2018	41	59	968 000	176 802
2019	45	55	586 000	105 376
2020	86	14	88 339	98 227
2021	99	1	22 733	94 383

TABLE 4. Sandqvist staff

	2018	2019	2020	2021
Sick leave (measured in % of FTE)	3%	3,8%	2,7%	1%
Employee satisfaction (eNPS)	36	54	26	-30

CULTURE

Responsible Business Conduct policy

At Sandqvist, we produce stylish everyday bags that are made to last. We are committed to doing this in a way that is fair to everyone involved and with care for the environment. This means taking responsibility for the impact of our products throughout their life cycle, both on people and the planet. We are committed to upholding human rights for all those involved in making our products, and we are committed to ensuring our products have as little negative impact on the environment as possible. Our commitments and responsibilities towards our stakeholders are written down in our Responsible Business Conduct Policy. This policy guides us on how we want to do business, both towards people within as well as outside the company. You can find a link to this policy on our website.

Engaging with the community around us and having a positive impact on people and culture is one of Sandqvist's reasons for existence. This includes everything from supporting organisations, sharing our ideals and goals, to being open and transparent about what we do.

Transparency

If we want to improve and have the trust of our stakeholders, we need to be open with both our shortcomings and our achievements. At Sandqvist, we have therefore decided to take a transparency pledge, promising our customers and stakeholders that we will be fully transparent on how all our products are made, from cottonfield to store.

Fashion culture

Our ambition is to make a positive contribution to the fashion culture by taking a stand and making choices with a positive contribution to the often-criticised world of fashion.

We do so by choosing responsible marketing that influences body ideals, diversity and consumption patterns in a more sustainable way.

Sandqvist has signed the Swedish Fashion Ethical Charter for shared values and guidelines on body ideals and diversity in the fashion industry. We want to take responsibility for the impact that the fashion industry has on body and beauty ideals. We also want to address the impact on consumption patterns and turn this into something positive, making our customers care for and use their Sandqvist products for a long time.

ENGAGING WITH THE COMMUNITY

Naturskyddsföreningen, Save the bees

In collaboration with the Swedish organisation Naturskyddsföreningen, Sandqvist designed a gardening bag to get people to plant more wild flowers which would in turn help the bee population to grow. The campaign included education about Biodiversity and how to create bee hotels. In total, €2000 was donated to Naturskyddsföreningen.

Alla kvinnors hus

We started a gifting program with Alla kvinnors hus, a Women's shelter in Sweden. We gave them bags to give to women that had come to them for shelter. To begin with in 2021 we gave them 30 bags.



SANDQVIST