

# MADS NØRGAARD

COPENHAGEN

COMMUNICATION ON PROGRESS  
2017



## INTRODUCTION

I AM PLEASED TO CONFIRM THAT MADS NØRGAARD COPENHAGEN ACKNOWLEDGE ITS CONTIUED SUPPORT TO THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT IN THE FOUR ISSUE AREAS: HUMAN RIGHTS. LABOUR. ENVIRONMENT AND ANTI CORRUPTION.

IN OUR FIRST ANNUAL COMMUCNICATION ON PROGRESS. WE DESCRIBE OUR ACTIONS TO INTEGRATE THE GLOBAL COMPACT AND ITS PRINCIPLES INTO OUR BUSNIESS STRATEGY. CULTURE AND DAILY WORK. WE ARE ALSO COMMITED TO SHARE THIS INFORMATION WITH OUR STAKEHOLDERS USING OUR PRIMARY CHANNELS OF COMMUNICATION.

WHEN SIGNING UP FOR THE UN GLOBAL COMPACT MEMBERSHIP. WE ESTABLISHED A CSR TEAM WITHIN THE COMPANY. THIS WAS INITIATED TO MAKE SURE THAT WE ALL TOOK AN ACTIVE PART OF THE MEMBERSHIP AND WORKING ON IMPROVING WITHIN THE 10 PRINCIPLES.

OUT OF THE 4 AREAS HUMAN RIGHTS. LABOUR. ENVIRONMENT AND ANTI CORRUPTION. WE HAVE DECIDED THAT OUR MAIN FOCUS WILL BE THE ENVIRONMENTAL PART. AS OUR INDUSTRY IS ONE OF THE MOST NON ENVIRONMENTAL FRIENDLY.

THE FIRST STEP TAKEN WAS TO SEND OUT A QUESTIONARE WHICH COVERED THE UN GLOBAL COMPACT PRINCIPLES. THE GOAL WAS TO MAP THE LEVEL OF CONCIOUSNESS OF THE 10 PRINCIPLES WITHIN OUR 7 BIGGEST SUPPLIERS. OUR GOAL FOR THE NEXT COMING YEAR IS TO FINALIZE OUR CODE OF CONDUCT. HAVING IT SIGNED BY ALL OF OUR SUPPLIERS IN OUR PRODUCTION CHAIN SO WE CAN OBTAIN TRANSPERENCY WITH ALL OUR MAIN SUPPLIERS. WE WILL ALSO STRIVE TO SEND OUT THE COP ALONG WITH THE CODE OF CONDUCTION. TO INLIGHTEN THE SUPPLIERS ABOUT THE PROGRESS WITHIN ALL 4 AREAS.

YOURS SINCERELY

MADS NØRGAARD  
FOUNDER

## **STATEMENT**

FULL NAME: MADDS MATIAS NØRGAARD

BORN: 25.04.61 IN COPENHAGEN. DENMARK

ORIGIN: NORWEGIAN MOTHER. DANISH FATHER. MARRIED TO CECILE NØRGAARD AND FATHER OF 2 CHILDREN.

AT MADDS NØRGAARD –COPENHAGEN WE ARE DEEPLY IN LOVE WITH FASHION AND WITH THE CHANGING IN TIMES.

HOWEVER WE ALSO FIND THE WESTERN WORLD MOVING TOO FAST AT TIMES. TO SLOW DOWN EVERYTHING A LITTLE WE ALSO IN LOVE WITH THE FASHIONABLE ITEMS THAT JUST DON'T CHANGE.

WHEN WE CREATE THE NEW COLLECTIONS SEASON AFTER SEASON. EXPECT A CORE OF CLASSICS AS OUR FASHION POINT OF DEPARTURE. FOR WOMEN AND FOR MEN.

ULTIMATELY FASHION IS MEANT TO FREE YOU. NOT OVERRULE OR CONTROL YOU. WHAT YOU WEAR SHOULD SUPPORT YOU AND YOUR WAYS AND BELIEFS. THIS IS HOW I SEE IT..

- MADDS NØRGAARD

## **HUMAN RIGHTS AND LABOUR**

### **ACTIVITIES. WHICH HAS BEEN EXECUED IN THE FIRST YEAR**

WE ALWAYS STRIVE TO SUPPORT MINORITIES NATIONAL AND INTERNATIONAL. THEREFORE. WE OFFEN SET UP PROJECTS WITH VARIOUS NGO'S. IN THE PAST YEAR WE HAVE WORKED WITH FOLLOWING:

- 80% OF OUR SUPPLIERS HAS SIGNED OUR COD – BASED ON DAFI'S COD
- RED CROSS. WE CONTIUNSLY WORK WITH RED CROSS BY DONATING OUT OF SEASON CLOTHES.
- DONATED TO "SMID TØJET" CAMPAIGN
- SELLING COFFEE AT OUR STOCKSALES AND DONATE THIS TO "MÆENDENES HJEM"
- KNIT HOUSE AND SAVE THE CHILDREN

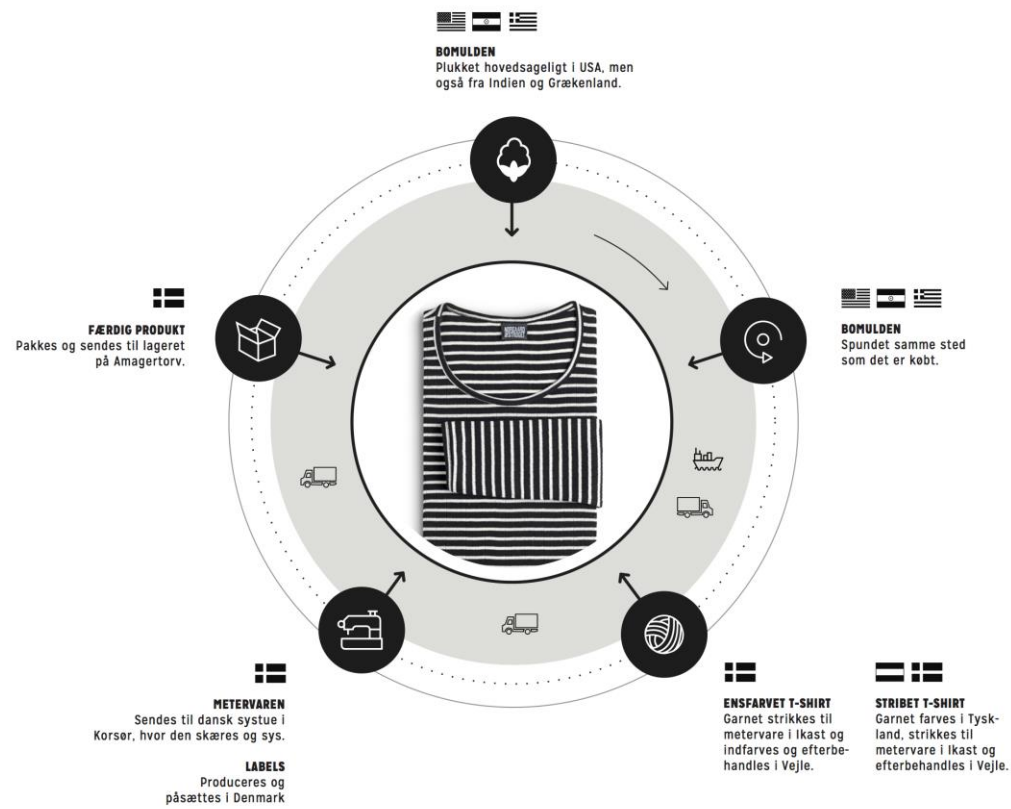
### **RESULTS AND GOALS**

- INTERNALLY IN MADS NØRGAARD ALL EMPLOYEES ARE TAKING AN ACTIVE PART OF ALL PROJECTS AND ARE PROUD TO DO SO. THIS TRIBUTE TO A HIGHER LEVEL OF MOTIVATION.
- WE ALREADY OFFER HEALTH INSURANCE. ANNUAL SPORT AND SOCIAL ACTIVITIES AND FRESH ORGANIC FRUIT TO THE EMPLOYEES.
- THE CYCLE OF 101 IS NOW VISIBLE ON OUR WEBPAGE

### **ACTIVITIES. WHICH ARE PLANNED FOR THE COMING YEAR**

- CONTINUING THE CLOSE PARTNERSHIP WITH NGO'S.
- WE WANT TO CONTINUE IMPROVING THE ERGONMIC WORKPLACE ASSESSMENT.
- WE ARE LOOKING INTO THE POSSIBILITY OF BECOMING A MEMBER OF THE FAIRWEAR ORGANICATION. THIS WILL HELP US TO SECURE HUMAN RIGHT AND LABOUR AT OUR MANUFACTURES.
- MAPPING OUR SUPPLIERS SUBSUPPLIERS SO OUR PROCESS IS EVEN MORE TRANSPARENT TO US.

# THE CYCLE OF 101



## **ENVIRONMENT**

### **ACTIVITIES. WHICH HAS BEEN EXECUED IN THE FIRST YEAR**

- CHANGED ALL OUR LIGHT SOURCES INTO LED – THIS SHOULD BRING DOWN THE CONSUMPTION BY AT LEAST 70%
- ADDING 1 ORGANIC YARN TO EACH PRODUCT GROUP
- STARTED UP A COOPERATION WITH “DANSK TEKNOLOGISK INSTITUT” TO START OEKOTEXS CERTIFYING SOME OF OUR STYLES – THIS IS STILL IN PROCESS
- WE CONTINUE TO KEEP THE MAIN PART OF PRODUCTION IN EUROPE –CLOSE TO OUR HEADOFFICE.
- BRINGING DOWN THE CO2 FOOTPRINT BY USING TRUCK AS TRANSPORTATION OF BOTH BULK AND SALES SAMPLES.
- WE WILL LIMIT OUR COURIER FREIGHT TO LEAVE 2 TIMES PER WEEK TO REDUCE CO2
- CONTINUE BUYING RECYCLE PAPER FOR ALL OUR OFFICES AND RECYCLING IN USE.
- CONTINUE RECYCLING ALL OUR PRINTER TONERS.
- STARTED UP A COOPERATION WITH “DANSK TEKNOLOGISK INSTITUT” TO START CERTIFYING SOME OF OUR STYLES.

### **RESULTS AND GOALS**

- ESTABLISHED STRONGER RELATIONSHIPS WITH OUR FORWARDERS AND SUPPLIERS. TO KEEP THE CO2 FOOTPRINT LOW.
- ALL LABELS ARE NOW BLUE SIGN AND HANGTAGS FSC CERTIFIED
- FOR KIDS TECHNICAL WEAR WE SWITCHED INTO USING BIONIC FINISH. TO AVOID THE USE OF FLUORINE
- ON CERTAIN GROUPS WE USE OUR LEFTOVERS FOR MAKING BABY CLOTHING OR SMALL ORDERS TO OUR SHOPS

### **ACTIVITIES**

- TO CONTINUE LOOKING INTO THE OEKOTEXS CERTIFICATION.
- USE ENVIRONMENTAL FRIENDLY FABRICS (ORGANIC COTTON, RECYCLED COTTON/RECYCLED POLYESTER)

## **ANTI-CORRUPTION**

### **ACTIVITIES. WHICH HAS BEEN EXECUTED IN THE FIRST YEAR**

- WE CONTINUE NOT TO ENGAGE BUSINESS RELATIONS WITH SUPPLIERS AND PARTNERS WHERE CORRUPTION AND BRIBE ARE NECESSARY TO DRIVE BUSINESS. NO EMPLOYEE IS ALLOWED TO TAKE BRIBE.

### **ACTIVITIES. WHICH ARE PLANNED FOR THE COMING YEAR**

- THE REST OF OUR SUPPLIERS SHALL RECEIVE OUR COD AND THE GOAL IS FOR 100% TO HAVE SIGNED IT
- WE ARE LOOKING INTO THE FAIRWEAR ORGANISATION MEMBERSHIP

## **CONCLUSION**

MADS NØRGAARD -COPENHAGEN WILL CONTINUE TO WORK WITH AND IMPLEMENT THE 10 PRINCIPLES.

IN THE COMING YEAR WE WILL WORK WITH SIMPLE AND SPECIFIC ADJUSTMENTS TO KEEP CONTROL AND DRIVE IN OUR PROCESS.

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