



# COP

USE | CARE | UNITE

UN Global compact

Communication on progress





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We take responsibility  
for our impact on people  
and the environment





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## LETTER FROM OUR CEO

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Looking back on the past year, we have taken our work with sustainability and responsibility even further. Corporate Social Responsibility has always been a fundamental part of our company culture for more than three decades and it continues to be so.

CSR is about the act of incorporating environmental and social concerns into our planning and operations. Therefore, it is essential for ID® Identity as a company to take care of the social and environmental challenges by actively taking the necessary responsible choices to contribute with product goods that are ethically and responsibly produced. We focus on well-designed products produced in materials ensuring a long lifespan to reduce environmental impacts.

It was clear to us that we wanted to be a supplier that does things right and takes responsibility for how we impact humans and the environment – no matter where in the world we manufacture our products. Today the Sustainable Development Goals are as incorporated in our daily CSR strategy as the Ten Principles.

The cooperation with our suppliers is based on mutual respect for the fundamental human rights and working conditions. We seek to influence our manufacturers to live and integrate these throughout their supply chain.

This describes the actions and achievements we are working with to integrate Global Compact, SDGs and the Ten Principles into our business strategy. We will continue our work with CSR to ensure a continued progress.

It is ID® Identity's goal to minimize the impact we and our suppliers have on the environment. We stress in our Code of Conduct that we aim to work with producers who focus on, and strive to minimise, environmental impact. Already in 2017, we made great strides towards sourcing more sustainable cotton, when we received the license for EU Ecolabel, which also places demand on responsible cotton production. As a natural part of our engagement, we became a proud member of the Better Cotton Initiative, BCI in December 2020. Being a member of BCI is a result of our ongoing work towards taking greater responsibility for our impact on people and the environment.

Going forward, we will continue our work with sustainability across all levels of our organization. We will continue to select focus areas, where we believe, will can play a significant role in creating sustainability, environment and ethics tomorrow.

Thomas Husted, CEO at ID® Identity



**THE  
JOURNEY  
TOWARDS A  
BETTER  
WORLD**





# THE STORY OF ID®

In 1983 the company Rexholm was founded.



1983



1990s



Rexholm changed name to ID® Identity. The market focus shifts from retail level to dealer network.

A new ownership structure is established. Per Rex leaves Rexholm and Peder Holm becomes sole owner.



2000s



2010s



The ID® B2B webshop is launched.

ID® moved to the new Administration and Logistic center in Holstebro.



2013

2016



ID® acquires Seven Seas. Seven Seas carries an extensive range of ready-to-wear shirts for both men and women for any occasion.

C.W. Obel buys 30% of the shares - a long-term partnership with the target of further growth and future internationalization.



2019



2020



ID® launches a new B2C website and webshop.



# PART OF OUR DNA

## OUR DNA

We believe that good quality and unquestionable product performance is of highest importance to our customers. We strive to be the quality choice and developing high quality products. The ID® name should be our customers' guarantee of quality that they can pass on with confidence. This has been a driving force which has kept us in the industry for years and is still relevant today.

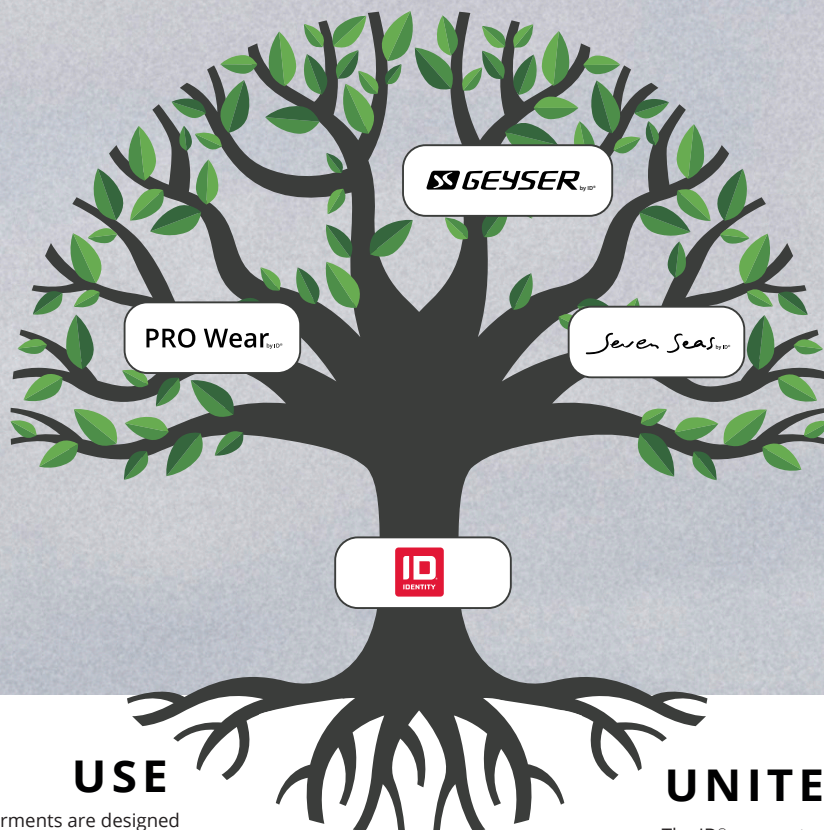
Embracing the ID® history and meeting the future, we keep on striving for excellent product performance. We describe our DNA in three small words **USE I CARE I UNITE**.

## BRANDS BY ID®

We continuously develop new styles in appealing design and high quality. Latest we introduced three new sub-brands - GEYSER by ID®, Seven Seas by ID® and PRO Wear by ID®. Brands with different focus yet the same performance.

During the years ID® has developed new product types and incorporated other brands.

The roots visualize our DNA – No matter the brand - the goal is the same for high product performance, quality and long lifespan made in materials carefully selected and produced responsibly.



**USE**

The ID® garments are designed with the greatest consideration for performance and durability when in **USE**.

**CARE**

With **CARE** for the environment, we have selected the best materials, maintaining the good quality in the complete lifespan of the products.

**UNITE**

The ID® garments are created to emphasize common expression and to **UNITE** people wearing corporate wear showing their identity.



New initiative

# ENVIRONMENTAL POLICY

Our environmental policy is part of our overall strategy toward our continuously work to improve our environmental achievements.

## OUR GOAL

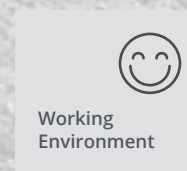
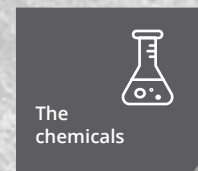
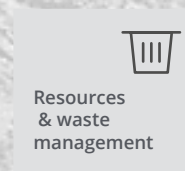
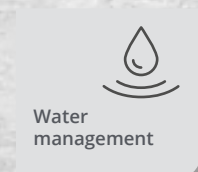
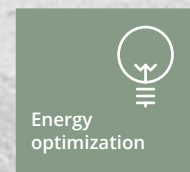
It is ID® Identity's goal to minimize the impact we and our suppliers have on the environment; towards our suppliers this is a continuous

process that includes effective co-operations and long-term partnerships and a close follow up with ID® ethical and environmental policies – Code of Conduct.

We have identified 8 focus areas that we focus on in our work to minimize our impact on the environment.

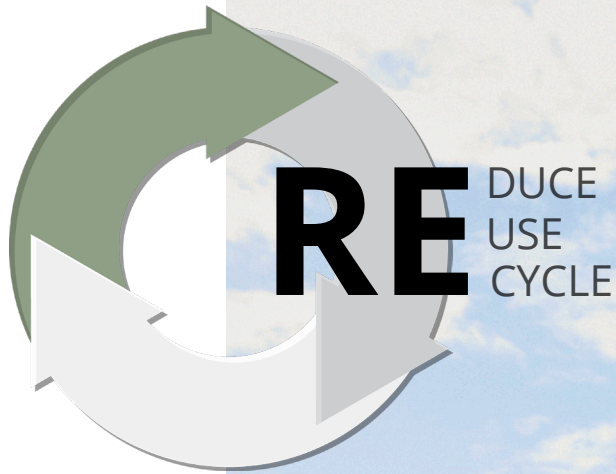


## FOCUS AREAS



Read the full policy at [id.dk](https://id.dk)





## WE SHARE THE RESPONSIBILITY

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The level of thinking in a responsible way to act, has always been a part of ID® Identity's way of acting and thinking, but no doubt, that we have increased our ability to think responsibility into different areas than previously.

Beside the work with our supply chain and products, we are thinking of ways we in our own building can take measures of action. The environmental policy is a method to

increase our internal understanding as well as making sure we all understand why and for every person to be a partner implementing the responsible way of thinking sustainability - based on the knowledge we have at present time.

The focus is to recycle when possible and when it makes sense, always reducing use of new raw materials. We believe and put our focus in it every day.



# A SUSTAINABLE DEVELOPMENT

## A MORE SUSTAINABLE FUTURE

ID® Identity supports the 17 Sustainable Development Goals (SDGs) as the blueprint to achieve a better and more sustainable future. All 193 member countries have agreed to address the global challenges e.g. poverty, inequality, climate change, environmental degradation, peace and justice, and to reach the goals by 2030.

The 17 Goals are all interconnected and through 169 targets and indicators the future task has been set -creating a sustainable future for generations to come.

## THE EVERYDAY WORK WITH THE GOALS

Everyday ID® Identity works with all the SDGs in different ways. We have chosen to work with 6 primary goals, where we through actions can influence changes, while others are indirectly affected through the primary goals.

The work with SDGs is focused on the choice of sustainable materials, production methods, social and environmental considerations with a continued focus on long product lifespan and high product quality.

## OUR SIX FOCUS GOALS



//

*At ID® we are not ruled by the sustainable development goals, but they are a natural part of our strategy and goals.*

Product Manager - Dorthe Hestbjerg Jensen





THE GLOBAL GOALS



#### OUR FOCUS

ID® Identity is driven by the ambition to design the best possible products, matching our DNA and in accordance with our policies and strategies. It is important that the products meet the needs of our customers as well as ensuring a responsible production all through the supply chain.

Our 6 primary goals are chosen from where we can have an active impact - in both a minimal and high degree. The goals we do not communicate on, can still be influenced by our work, as they are interlinked.





# CHOOSE OUR SUPPORT

We want to ensure that our impact is substantial - therefore we have analysed the targets and our contribution. It's important to us, to make a positive support. Instead of making minimal contribution on all 17 goals, we are determined to make a higher impact on fewer.

MINIMAL SUPPORT	<div>1 NO POVERTY </div>	<div>3 GOOD HEALTH AND WELL-BEING </div>		
HIGH SUPPORT	<div>4 QUALITY EDUCATION </div>	<div>8 DECENT WORK AND ECONOMIC GROWTH </div>	<div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION </div>	<div>17 PARTNERSHIPS FOR THE GOALS </div>





## THE GLOBAL GOALS



### NO POVERTY

Fair remuneration for workers. Textile production is taking place in countries where poverty can be a challenge. We only work with factories who have a social compliance system ensuring the worker's salary in due time and according to the legislation and up to the living standard. We require suppliers to sign our Code of Conduct as well as membership of amfori BSCI or similar. (Target 1.4)



### GOOD HEALTH AND WELLBEING

Are both important - no matter if we are talking staff in ID® or suppliers in other parts of the world. The best job is carried out by staff being healthy and safe. Through our certificates Oeko-Tex and GOTS together with EU Ecolabel license; we set high requirements to avoid and reduce the use of hazardous substances and chemicals to promote a healthy life for all. It concerns all substances and chemicals getting in contact with people as well as the ones being a risk of polluting earth, water or air. (Target 3.9)



### QUALITY EDUCATION

Education is knowledge. Knowledge is the tool which enables people to develop and create changes. Education will ensure decent wages, better health and gender equality. Every year we support a local slum school in Dhaka Bangladesh for children aged 6 – 14 years, so they can continue their education year after year. (Target 4.1 and 4.7)



### DECENT WORK & ECONOMIC GROWTH

Community, trust and good working conditions describe ID® as a working place. When travelling to our suppliers we promote decent working conditions as well and require factories to have a social compliance system in accordance with ILO conventions and for the production to be carried out in a responsible manner and securing worker's rights, health and safety. We have long time cooperation with factories ensuring a continuous development as well as innovation to secure financial growth and sustainable manufacturing for all parties. (Target 8.5, 8.7 and 8.8)



### RESPONSIBLE CONSUMPTION AND PRODUCTION

Right from product development we strive to choose the best sustainable raw materials to ensure products with long lifespan and durability. Taking the necessary care to avoid the use of hazardous substances and chemicals during production and ensure none is left in the final products for safety of workers, user and the environment. We put effort in avoiding release of substances to earth, water and air. We focus on reducing use of new materials, and reuse when possible and take care of waste being separated for recycling. We use ecological cotton, recycled polyester as well and paper and carton from sustainable forestry. (Target 12.2, 12.4, 12.5 and 12.6)



### PARTNERSHIPS FOR THE GOALS

The most important partnership is our suppliers. Their understanding for our business and their willingness to do innovation and developing their product to support our strategies are vital for a sustainable cooperation. We also cooperate with Teknologisk Institut / Oeko-Tex, Miljømærkning Danmark / EU Ecolabel, Control Union / GOTS and other organizations within the textile sector; among others amfori, ACCORD, Global Compact, Bureau Veritas, Hohenstein as well as other stakeholder organizations. (Target 17.16)



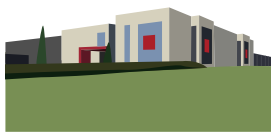
# OUR SUSTAINABLE HIGHLIGHTS

For ID® it is a constant journey towards creating a more sustainable world! Over the last 12 years we have taken both small and big steps towards reaching our common goal - making products that do not affect people and environment more than necessary. We have selected some of our journey highlights



2009

We started forming our Code of Conduct



In 2013 ID® Identity moved to a new headquarter in Holstebro. The new headquarter is aimed to be a sustainable construction

2013



Oekotex® certification annex 4 product class 2



ID has converted 100% of our electricity purchase to renewable and CO<sup>2</sup> neutral energy

2017



We began designing our first EU Ecolabel PRO Wear CARE kollektion

201

We began cl plastic bags quality. (can

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o



## SHARPENED FOCUS

In 2018 we added additional qualifications to the ID® team with know how about sustainable production. This has resulted in several new initiatives that benefit not only us but also our products and customers

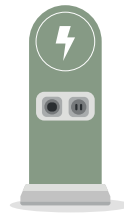


2020

Removed  
hangtags from  
selected  
products



Gained GOTS  
certification



2020

We installed 2  
electric charging  
stations



2020

We changed our  
export boxes to  
FSC Mix



2020

We became a proud  
member of The Better  
Cotton Initiative



8

hanging all  
to LDPE  
(be recycled)



019

started using  
led polyester



ekotex®  
rtification  
x 6 product  
class 1.





Focus on  
**PRODUCT**





# OUR ACHIVEMENTS

2020



**0,96%**

**Total kg. sold** textile with our GOTS certification



**52%**

**INCREASE** of sold kg. PRO Wear EU Ecolabel products



**0,90%**

**Total kg. sold** textile in recycled polyester

We reached 91% of our total sold kg. textile with OEKO-TEX®

**91%**

By 2020 76% of all OEKO-TEX® certified sold kg. textile was Annex 6, product class 1.

**76%**

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
1976-299 DT1  
Tested for harmful substances.  
www.oeko-tex.com/standard100

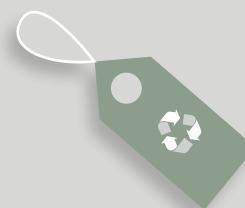


**300+**

product tests were conducted by Bureau Veritas

**50%**

Approx. 50% of our carelabels are recycled



## MADE FROM WOOD

All hangtags for ID and Geyser are made from wood from sustainable and recycled sources by FSC mix certified producer.

## WE OFFER MORE THAN PRODUCTS

At ID® Identity we offer more than products to our customers. We offer solutions to cover the need of our customers best possible and more. Our solutions cover from products and marketing to warehousing and transportation.

We have great respect for the requirements from our customers, and we take great

pride in honoring the requirements. As a textile company we have an important obligation to develop products with respect for the environment and for the human rights and the labour rights in the countries, where the products are being manufactured. We follow the ILO Core Conventions and support the Ten Principles of the UN Global compact being member.



Our product  
development and  
design is based on the  
principles of

**USE | CARE | UNITE**

**KEY ELEMENTS**

The key elements to long lifespan can never be compromised, so we **USE**  
the best materials with **CARE** for the consumer and the environment.  
**UNITE** we can make change for a more sustainable future.



# IT IS IN THE PRODUCT DNA

Long lifespan, high product performance and responsible production, we know this is of highest importance to our customers as well as the continuous journey, which ID® Identity started many years ago.

We appreciate the global focus and request for sustainable products. We will continue our responsible development of high-quality products and responsible procurement, embracing the ID® history, as well as the future with the even

higher request for acting responsibly through all chains. To ensure long lifespan, high product performance and responsible production are the foundation for development of new products as well as maintaining the basic running products. Several topics need to be evaluated when developing new products as well as when maintaining existing products. We use four key elements that are always our centre of rotation: Materials, Quality, Fit and comfort, Wash and care



## MATERIALS

Withstand use, washing and drying. No use of hazardous dyes or chemicals and focus on responsible production and human rights

## QUALITY

Consistency is important in maintaining a high standard. Quality is measured in many ways - colour consistency, material and construction testing and making sure the product has a long lifespan.

## FIT AND COMFORT

A good design and fit is essential! We all have different shapes - when being consistent in creating products then the consumers will have the knowledge to choose the right size.

## WASH AND CARE

The wash and care of the products are in the hands of the consumers. We take pride in guiding the users to ensure an even longer product lifespan.



# Thoughts, design and actions made to ensure a sustainable product

We all need to consider how we can support the continuous development with sustainable products. Taking care how to use the raw materials of the soil best possible to reduce the impact and secure a decent world for coming humans, animals, and the environment.

It's important to make a choice but taking care the choice is long-term. We want to keep on embracing the high product performance and long durability of our products also when working with sustainable materials and products.



**T-time® from 2002**



**T-Time® from 2020**

## **LIFE CYCLE EQUALS SUSTAINABILITY**

A T-shirt from ID® is not just a white T-shirt. We got hold of a T-Time® T-shirt from 2002 that has been used and washed many times over the past years. Same good quality.



# IN THE MAKING

All our products have undergone a strict process to ensure the products quality and design matches your needs and our sustainability goals. We want to ensure that every product has a long lifespan and it is produced and handled right throughout the entire process. We constantly work to improve our products and have over the last many years added certificates and actions supporting this. This means that over 96% of our total productrange is affected by our sustainable actions.



Certified by Control Union  
CU 1038205

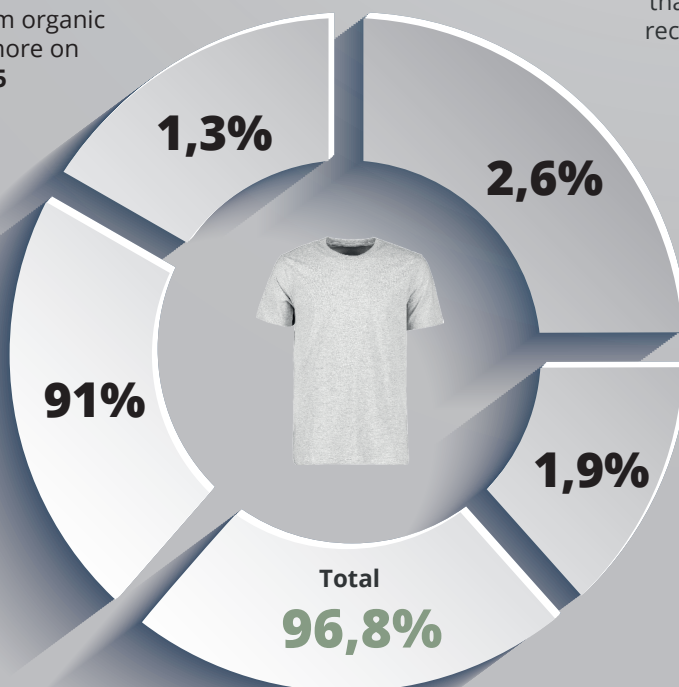
T-shirts, Polo shirts and  
sweat made from organic  
fibers. Read more on  
**p. 24-25**



Our Seamless products  
that are made from  
recycled plastic. Read  
more on  
**p. 22-23**



your guarantee that the  
clothing does not contain  
harmful substances.  
Read more on  
**p. 28-29**



The total percentage of our  
entire range affected by  
our sustainable actions



Our certified EU-  
Ecolabel PRO Wear CARE  
collection. Read more on  
**p. 26-27**





**MADE FROM  
RECYCLED  
PLASTIC**



**#LETSCARE  
TOGETHER**

#### **A SUSTAINABLE CHOICE**

As part of a range of several upcoming sustainable products from ID® we introduced the GEYSER by ID® Seamless series in recycled polyester, a more environmentally friendly material derived from recycled plastic.

This new range is a result of our ongoing work towards taking greater responsibility for our impact on people and the environment, wherever in the world we make our products.

We are happy to welcome the recycled polyester range in 2020 to our responsibly manufactured products and look forward to adding more in the future.

Beside the recycled seamless programme, we have integrated other recycled materials e.g., recycled padding. The journey will continue, and each step is a step towards a more conscious and responsible way of developing products.





### In progress

Everytime we sell one of our seamless products on stock it makes room for the same product, but in recycled polyester



### On stock

It is an ongoing process and a journey towards making and optimising our productrange. And it starts with the seamless series!



### Recycled polyester

The costumer buys a product made from environmentally friendly material from recycled plastic. And joins us in the journey #Letscaretogether





Certified by Control Union  
CU 1038205

## GOTS - MAKES A DIFFERENCE

In our journey to evolve and take another step toward a more sustainable and responsible production. We decided to work with the highest level of GOTS. Meaning our products minimum must contain 95% organic cotton.



1. Dangerous pesticides are banned in organic cotton production, making it safer for farmers.
2. Use of energy and water is minimised, and when growing organic cotton, up to 94 % less greenhouse gas is emitted.



1. All factories are regularly inspected and certified according to strict CSR criteria.
2. Both in-house at ID® and at our manufacturers, we continuously work to improve working conditions



1. Allergenic, carcinogenic or toxic chemical residues are not allowed in clothes that are GOTS certified.
2. Transparency throughout the supply chains is a requirement, and everything must be documented and approved via GOTS's certifier.

Source: [www.global-standard.org](http://www.global-standard.org)

## GOTS CERTIFIED PRODUCTS



0552 / 0553



0586 / 0587



0682 / 0683



40552





## THE JOURNEY

In april 2020 ID® Identity became certified and were able to mark our GOTS-line with the label grade "organic" GOTS defines high-level environmental criteria along the entire organic textiles supply chain and requires compliance with social criteria.

Organic fibers play a big role in creating an industry actively lowering its environmental impact and prioritizing human health.

Organic fibers are natural fibers grown without use of synthetic pesticides, insecticide, or herbicides and genetic modified organisms (GMO) according to principles of organic agriculture – a process that sustains the health of ecosystems, soils, and people.

# 100%

Organic cotton

# 94%

Less greenhouse gas is emitted



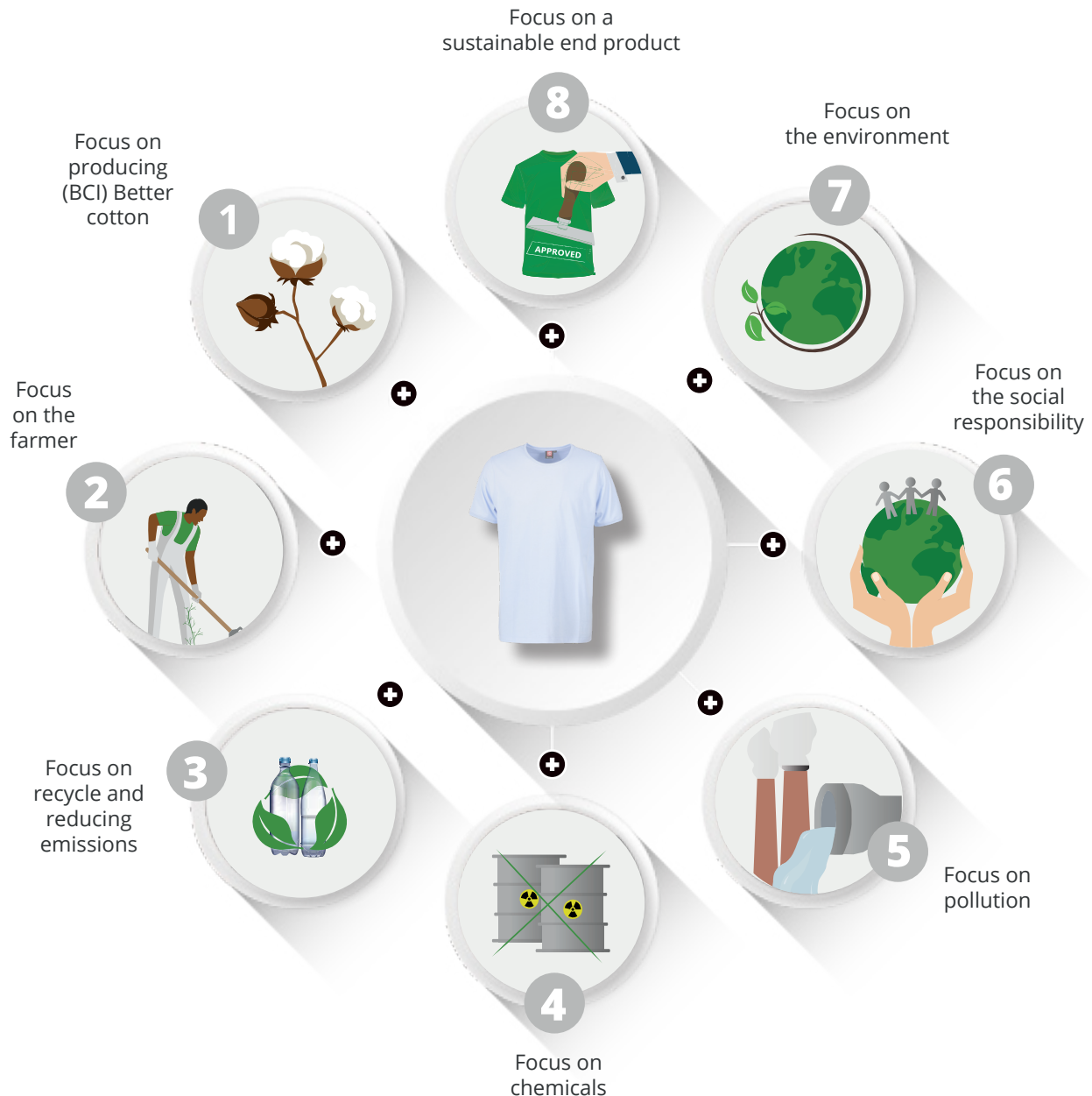
# EU Ecolabel



## PRO Wear CARE

We want to make a positive difference to the people we work with. This is why we introduced the PRO Wear CARE textile series, which carries the EU Ecolabel. The EU Ecolabel is your guarantee that the production and manufacturing processes have as little impact on the environment as possible. The EU Ecolabel looks at the entire product's journey and the environmental problems that arise along the way - for the benefit of the people, the environment and the earth's resources. It makes it more transparent to the consumer. Every phase of the journey is important both to ID® and the consumers. The 8 phases are all equally important when producing an EU Ecolabel product.

neq and the environmental problems that arise along the way - for the benefit of the people, the environment and the earth's resources. It makes it more transparent to the consumer. Every phase of the journey is important both to ID® and the consumers. The 8 phases are all equally important when producing an EU Ecolabel product.





## THE GOAL

The goal of the EU Ecolabel is to reduce the total environmental impact from production and consumption.

## THE JOURNEY

OF THE PRODUCT IS IMPORTANT

23 %

of the PRO Wear by ID® series are EU Ecolabel certified





**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
1376-215 DTI



Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
1976-299 DTI



Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

**91 %**

of our styles  
are OEKO-TEX®-  
certified



STANDARD 100 by OEKO-TEX®, Annex 4, product class 2, is subject to requirements covering pH value and the content of, for example, pesticides and heavy metals.



OEKO-TEX®, Annex 6, product class 1 ensures that the product complies with the limit values for levels of harmful substances.

#### OUR GUARANTEE

OEKO-TEX® is your guarantee that the clothing does not contain harmful substances. It is the world's leading label for textile products that have been tested for substances harmful to human health and the environment.

For several years ID® has been working with annex 4, which is the basic level of OEKO-TEX®, but as a part of our responsible journey towards being more conscious

about our sustainable choices and the impact of those choices, we decided to increase our cooperation with OEKO-TEX to obtain the annex 6 product class 1, which means again that the limit values are now at an even higher and stricter level for harmful substances.

Not only does Annex 6 request limit values for substances, but there are also expanded requirements as well as requirement for colour fastness.



## 2019

In 2019 we added the certificate numbers to our carelabels, so customers always feel safe knowing, that the product meets the Oeko-Tex requirements.


*It's a part of our DNA showing integrity and commitment. We do what we say – Responsible behavior.*

### **DID YOU KNOW THAT THERE ARE SEVERAL DIFFERENT OEKO-TEX® CERTIFICATIONS?**

At ID®, we have styles which are certified according to OEKO-TEX® Annex 4, product class 2 and OEKO-TEX® Annex 6, product class 1 – but what is the difference between the two?








Future focus on  
**PRODUCT**



# OUR PRODUCT GOALS

2021/2022

 **0,2%**  
**INCREASE** sales of total  
kg. sold Recycled  
polyester products

 **10-15%**  
**INCREASE** sales of  
total sold kg. of  
EU Ecolabel products

 **15-20%**  
**INCREASE** sales of  
total kg. sold  
GOTS products



**PRODUCT DATA  
MANAGEMENT**  
system to be  
integrated

**300+**

Tests are made to  
ensure product  
performance

## NEW FABRIC

Increasing our use of  
responsibly produced  
fabrics – Onboarding  
a new fabric



## RECYCLED

We continue to  
implement recycled  
labels and carelabels  
with our remaining  
suppliers.



All main labels for  
basic styles will be  
from certified recycled  
polyester source.



OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
1976-299 DTI  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)



OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
1378-215 DTI  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

Ensuring the level of sold products of  
STANDARD 100 by OEKO-TEX - Annex 4 class  
2 and 6 product class 1.





Focus on  
**PROCUREMENT**





# OUR ACHIVEMENTS

2020

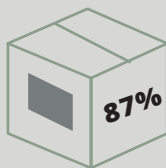


**We became member of Better Cotton Initiative**

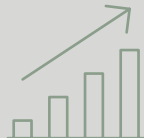


**0,71%**

from total amount of sourced cotton as per Better Cotton Initiative (sold kg)



**ARE DELIVERED IN FSC CERTIFIED CARTONS**



We continue work with remediation plans



**97%**

were produced in amfori BSCI audited factories.



**86%**

Of sold products were produced on A or B rated factories



**11%**

Of sold products were produced on C rated factories



All our catalogues are **Nordic Swan Ecolabel & FSC mixed source.**

## OFFICE SUPPLY

of paper is PEFC or FEC certified and/or Certified according to Ecolabel/ Nordic Swan



## ACKNOWLEDGE THE RESPONSIBILITY

ID® acknowledge our impact in the textile industry and the risks towards human labour, rights and the environment.

We only cooperate with suppliers who have the same high commitments as ID® Identity - with focus on social, environmental, and ethical sustainability. We trust in our long-term partnerships with our suppliers. A partnership providing both partners the possibility of growth,

improvements and security in all aspects of the business relationship.

Our work is based on the ILO conventions and the Ten Principles of UN Global Compact. It's our goal to influence our employees and business partners to respect the Universal Declaration on Human and Labour Rights and the environmental protection.



# LONG LASTING RELATIONSHIPS

## OUR PARTNERSHIPS

ID® top suppliers have been working with us for a long time - some almost a decade and others from the late 80's.

An open and transparent dialogue is part of the daily communication and due diligence. We care about each other and value the corporations - #SDG17 – Partnership for the goals.

## ID® DHAKA OFFICE

"Since 2006, ID® Identity has had seven local employees at our office in Dhaka, Bangladesh. This office is key to our daily dialogue and cooperation with our factories," says Carsten Borreskov. "We work closely with our factories, and we've collaborated with several of them for more than 20 years.

Although we know one another very well, it's really valuable to have employees in the office who can inspect the factories much more often than we can. This has been particularly evident in the last year or so, when we've been prevented from visiting Bangladesh due to Covid-19. It's been crucial to have competent employees on the ground in the Dhaka office, who've been able to take on more, as well as new, responsibilities.

All the office employees have in-depth knowledge and understanding of our products and quality requirements. As demands are made for increased transparency in the supply chain, it's important to maintain a close dialogue with our factories and suppliers," Carsten Borreskov concludes.



**100%**

of our  
suppliers  
have signed  
our Code of  
Conduct.



**97%**

of all styles  
sold are from  
BSCI suppliers.



#SDG17

## WE VALUE OF PARTNERSHIP

Our long-term partnerships have formed a unique communication and relations. These relations have created a very important sense of proximity, confidence, security and transparency. All equally important. We know each other well - and everyone knows their part in maintaining and developing the products, supporting the production of quality garments.

### Transparency

It is important for us to be able to see and manage all the processes in the manufacturing and developing of our products. Transparency is the key in making a sustainable endproduct.

### Confidence

Confidence is the ability to trust our partners, the people and their ability and qualifications.

### Community

By creating a unique cohesion, you also create a unique communication. This creates a special and more direct dialogue.



### Security

We depend on relationships of trust and with the suppliers who produce our products. Quality involves consistency - both in relation to ethics and products. The security includes requirement relating to responsibility towards people and environment.

### Loyalty

We believe in making long-lasting and close relations - that not only benefits us but also the product and production.

## THE EFFORT

We make an effort to help our partners understand, improve and comply with the our Code of Conduct and quality manual requirements.



# FOCUS ON RESPONSIBLE SOURCING

## PROUD MEMBER

In December 2020, we became a member of the Better Cotton Initiative. We are proud to be a member of the initiative as a part of our strategy sourcing responsibly.

We have chosen to continue the journey starting back in 2017, when choosing the sustainable cotton production for our Ecolabel program.

Following our DNA, membership of Better Cotton Initiative is a natural part of our responsible progress supporting sustainable development in our supply

chain and the impact on people and environment.

Why do we partner with Better Cotton Initiative?

We choose to partner with the Better Cotton Initiative to improve cotton farming globally. BCI Farmers care for the environment and implement the principles of decent work.

Cotton is an important raw material to ID® by volume, and by switching our sourcing of conventional cotton to more sustainable cotton alternatives we can have a positive impact on people and environment.

## WHAT IS THE BETTER COTTON INITIATIVE



BCI exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.



BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

17\*

Members  
in DK

*ID® Identity is one out of only  
17 members of the Better  
cotton initiative in Denmark*

\* PR. MAY 2021



*It's not a product! But a responsible way of sourcing cotton!*

The plan for the first years is to change the cotton used today for our PRO Wear by ID® T-shirts and polo shirt to more sustainable cotton. We are committed to sourcing up to 50% of our cotton as 'more sustainable cotton' already in 2025. The plan for the first years is to change the cotton used today for our PRO Wear by ID® T-shirts and polo shirt to more sustainable cotton.

**25%**by year  
**2023****50%**by year  
**2025****2.1 MILLION BCI FARMER****22% OF GLOBAL COTTON PRODUCTION****The environment**

Better Cotton is grown with focus on environmental principles, which protects our planet and the people who farm and work with the cotton.

**The people**

BCI farmers receive education and training in agricultural best practice, addressing social, environmental and economic factors.

**The economy**

Better Cotton is grown with focus on environmental principles, which protect our planet and the people who farm and work with the cotton.



# Focus on social, ethical and safe production

## **Memberships**

We have requirements to all our suppliers and partners. With our memberships we ensure that the production lives up to our high demands for responsible production. We do things properly and take responsibility for our impact on people and the environment, no matter where in the world we produce our products.







## COUNTRY RISK MANAGEMENT

**With production in risk-countries we are aware of our responsibility and compliance with the rules in the countries. It is important for us to show transparency in our entire supply chain.**

Our focus, when looking at our total amount of procurement are our products purchased from risk-countries. The focus is on due diligence for risk countries and the factories in those countries where our largest procurements take place.

The productions are centered in 4 main risk countries - placed in order of buying volume: Bangladesh, China, Bulgaria and Turkey. The countries are placed in different levels and have individual challenges within the indicating of the Word Banks 6 areas.

The indicators and their risk classifications are based on the level of risks related to governance in the sourcing countries. All sourcing countries are divided up in two categories: Risk countries and Low risk countries.

Bulgaria is climbing towards rating as a low-risk country. Bangladesh is still placed in the risk category facing challenges on parameters of the indicators.

### SUPPLIER POLICY

In our work with producers from risk countries, we follow our policies when onboarding new suppliers and supporting existing suppliers in their work with due diligence in the production and possible sub-contractors and reporting.

### YEAR 2020

Due to the recent global COVID-19 pandemic it has been challenging following our normal procedure for visiting the production sites. Frequent online talks and meetings have become the new way of communicating. When the world reopens, we will continue our close cooperation with our factories and continue our daily work and communication with our suppliers. We want to keep on having an open and good dialog we with focus on continual improvements.

### RISK-COUNTRIES

Our main purchase of products is purchased from risk-countries.

### OUR FOCUS AREAS

- Code of Conduct
- Office in Bangladesh
- Accord & Amfori BSCI memberships
- Visits and audits
- Bureau veritas tests





Amfori BSCI is a network of 750 European countries which has formulated a set of common ethical principles for purchasing and production in non-EU countries. This means production where there is no child labour, forced or any form of discrimination, the guarantee of a safe working environment and reasonable wages and working hours. The rules also consider the environment.

#### **SAFE PRODUCTION**

ID® IDENTITY has been member of amfori BSCI since 2013 and expect our suppliers to work with the amfori BSCI system or other similar certification systems such as SMETA/SEDEX or SA8000.

Our cooperation with amfori BSCI is a great help for us as well as our suppliers; auditing the place of production according to the amfori BSCI Code of Conduct by 3rd. party auditors. In Bangladesh, our ID® Team is visiting the factories every week, to ensure the presence of our values as well as conducting quality control and assisting the factory

implementing the ID® quality assurance methods and procedures.

We are taking the responsibility to follow producers in our work with social and ethics compliance. We will again pay regular visits to different places of production and talk directly with management to promote the understanding for the amfori BSCI requirements. We follow and guide the producers in how to work with their remediation plans, so improvements are conducted regularly, keeping focus where the next improvement can be found.



The accord helps Redy-Made Garment factories in Bangladesh become safe - and stay safe - for million of workers.

#### **SAFE WORKSPACE**

We have also signed the Bangladesh ACCORD on fire and building safety. With this we are committed to source in Bangladesh and to support the implementation of requirements set by the ACCORD. April 2021, we confirmed our continuous membership of ACCORD onboarding the new Brand Association for Textiles & RMG Sustainability in Supply Chains.

We take pride in contributing to the improvements made since the ACCORD was started. With the fees

from signatory companies the ACCORD has employed people, who can check and help the factories with safe construction of building and for electrical installations to be proper to avoid accidents. This way the workers are ensured a safe workplace.

All factories working for signatory companies will undergo regular independent fire, installation and structural inspections. Factories are required to have remediations plans – CAPS, which are monitored as well and not least training of workers for safety of workplaces.





## YOU HAVE THE RIGHT TO CHOOSE

We want to make our contribution as transparent as possible - both for costumers and dealers. Therefor we offer a number of online e-books and content about sustainability, quality and guides to help the costumer make the right choice. We can't do this alone, all parts need to contribute. Information is the key!



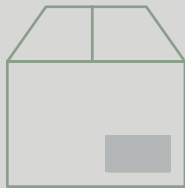


Future focus on  
**PROCUREMENT**



# OUR PROCUREMENT GOALS

2021/2022



**CONTINUE WORKING  
WITH FSC CERTIFIED  
EXPORT CARTONS**



**1-2%**

Expected  
decrease for  
incoming packing  
materials



**Continue working  
with due diligence  
processes**

to identify and prevent  
potential or adverse impacts in  
our supply chain.

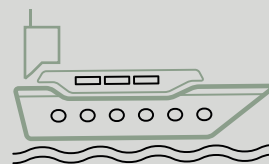


**All suppliers representing 2%  
or more of buying volume  
must join the amfori BSCI  
platform (or similar).**



**CONTINUE DIALOGUE**


with business partners  
who haven't joined  
the BSCI sustainable  
platform.



**FOCUS ON OPTIMIZING**

The degree of admission for  
sea shipments containers.



A close-up portrait of a young woman with light brown hair and eyes, wearing a navy blue zip-up hoodie. She is pulling the hood over her head with both hands. The hoodie features a subtle leaf graphic on the left chest and a silver zipper pull. The background is a plain, light gray.

Focus on  
**PEOPLE**



# OUR ACHIVEMENTS

2020



INTERNSHIPS



NEW TRAINEE



IN SENIOR SCHEME

**52%**  
Women

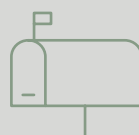
**48%**  
Men

**98%**  
employee  
physical and  
mental job  
conditions

**95%**  
job satisfaction



**NEW  
FEMALE  
BOARD  
MEMBER**



#### **WHISTLEBLOWER BOX**

Employees have the opportunity to anonymously give feedback

**50/50**

PERCENT OF MEN AND  
WOMEN IN LEADERSHIP  
POSITIONS

**APV**

EVERY YEAR AND NOT  
EVERY THIRD YEAR

#### **COOPERATION AND PRIORITY**

We give priority to the little things that improve our cooperation and working environment and enhance our sense of community – factors that make ID® a safe and exciting place to be. ID® works every day to ensure a good working environment for our highly dedicated employees, because employee well-being benefits both ID® and the individual employee.

Once a year we carry out a legally required workplace assessment survey (in Danish: APV), in which all employees have the opportunity to comment on their level of job satisfaction and on the working environment. We have chosen a yearly workplace assessment, which allows us to immediately address any challenges that arise in the workplace.



Every year we  
focus on working  
conditions and  
environment

#### **APV PURPOSE**

With an APV, the working environment conditions are examined and documented - both the physical, indoor climate, ergonomics and the mental conditions using an APV form that the employee fills in. Subsequently, the answers are analyzed, and an action plan is prepared and implemented.



# APV

## WORKPLACE ASSESSMENT

From 2020, ID® will complete a written Workplace Assessment every year, as we believe it is a much better measurement of the working environment at ID® than what is currently required by Danish law, which is every 3 years. ID® works every day for a good working

environment for our highly committed employees. We believe a good well-being for the employees develops both ID® and the individual employee. Having an annual APV means challenges and adjustments are dealt with immediately.

## The 4 focus areas

	2017	2020	
Physical conditions	95%	98%	Focus on how the employees assess the physical conditions, such as noise, acoustic etc.
Indoor climate conditions	94%	94%	Focus on how the employees assess the temperature, airflow and quality.
Ergonomic conditions	91%	92%	Focus on how the employees assess the ergonomic conditions, such as work table, chair, screen, working positions, etc.
Mental conditions	96%	97%	Focus on how the employees assess the mental conditions - such as qualifications, personal and professional development etc.
Total for the year	94%	95%	The last 3 years we have improved is our conditions with one percent. It ID® goal to reach 98% before 2026.



---

THE  
PEOPLE

Our goal is to ensure that every employee is part of the ID® community - not just in Denmark but across the entire Europe. It is the people that creates Identity.







TOTAL OF  
EMPLOYEES



52%  
Women

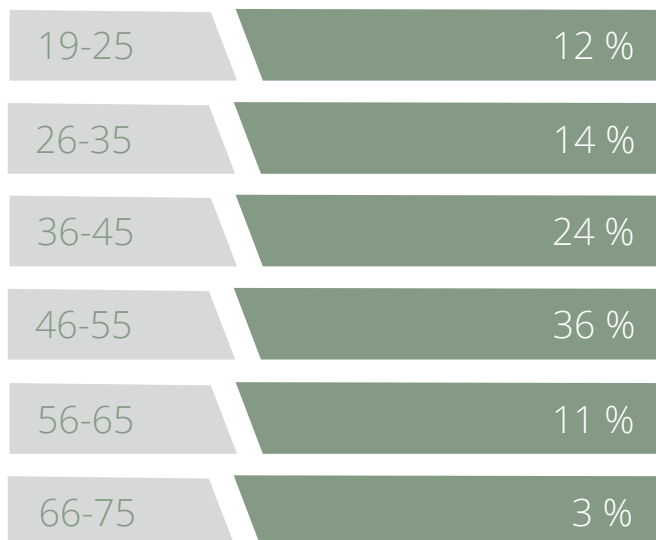


48%  
Men

## JOB CATEGORI



## AGE



4 employees are part  
of our senior scheme

## SENIORITY AT ID®



COUNTRIES WITH  
EMPLOYEES



# SENIORS ARE AN IMPORTANT PART OF ID® WORKING CULTURE

**For ID®, the seniors employee scheme means retaining key competences within the business – and enabling senior employees to thrive.**

We find that seniors are well qualified, flexible, responsible, loyal, committed, have good cooperation skills and play an important role in the company's culture. This is of great importance as the company is growing in size and many new employees have joined. ID® has evolved from being a small trading company located in Ulfborg to an expanding international business.

Several of our employees are part of the seniors scheme, including Bente Faurby and John Pedersen. They have worked at ID® for 14 years and 32 years respectively.

According to them, the seniors scheme benefits both ID® and the employees.

4

Is the number of employees who are part of our senior policy

10

The number of years ID® have worked with our senior policy

## What is an senior employee scheme?

A senior employee scheme is a voluntary agreement between employee and employer, which deals with special terms during the final period of the employee's working period.





## Bente Faurby | 65 years

"I've been in the seniors scheme since I turned 64. I've worked full time in Internal Sales at ID® for the past 14 years, but have now chosen to reduce my hours. That means I now work three days a week. Physically I'm fine, but this gives me more time to spend with my grandchildren and work on my creative pursuits. I'm really happy to have the opportunity, and still feel that I'm part of the company," says Bente Faurby.

"One of the things I'm particularly happy about is that from the very beginning, we agreed on the date when I'll stop working. So now my colleagues and I know exactly when I'll be leaving. That gives us some certainty and peace of mind, and that's important to me.

"The key thing for me is that flexibility makes going to work more meaningful. That's an important parametre," Bente Faurby concludes.

## John Pedersen | 70 years

John Pedersen is 70 years now and began working for ID® back in 1989. He was in charge of IT and accounting for many years. In 2018, he reduced his hours and now works two days a week. "If I wanted to, I could sit back in my armchair, enjoy life and look back on a career in number-crunching and accounts that spanned more than 32 years, but I'm not ready for that," says John Pedersen.

"I'm very much aware of how I perform in my job. If I ever feel it's getting too much, that will be the time to stop. It's about self-respect. I only want to stay as long as it makes sense for both parties."



"The seniors employee scheme has given me more time for my hobbies – electric trains, LEGO and caravanning – while I still get to work alongside my fantastic colleagues.



Sponsor: Jens-Emil cross triathlete

## "I HAVE A GOAL: I WANT TO BE AMONG THE ABSOLUTE ELITE CROSS TRIATHLETES IN THE WORLD"

Jens Emil Sloth Nielsen isn't afraid to set a high bar for himself. His goal is also a journey that can take him and his mountain bike to magnificent places around the world.

In 2016, Jens Emil made his debut on the Danish MTB junior national team. He improved by leaps and bounds, and soon he could ride alongside the Danish senior elite.

### THE GOAL IS CLEAR: TOWARDS THE WORLD'S BEST

But for Jens Emil, mountain biking wasn't enough. He needed bigger challenges. So he added running and swimming to his training routine, and that's how cross triathlon became his new sport. The swimming is done in the open sea while the running and cycling take place off-road rather than on paved roads.

As a result of his hard training, Jens Emil was soon ranked among the best in Denmark. In 2018 he finished first out of 512 participants at the Xterra Nordic cross triathlon.

But how well would he do when competing internationally? That question was answered in October 2019 when, as the youngest man in the professional league, he competed in the Xterra World Championships in Hawaii and came 14th out of 30 competitors.

"I've set myself a goal. I want to be among the absolute elite cross triathletes in the world. My dream is to travel around the globe to compete against the best in the world, and thereby achieve my own goal in a few years' time." For Jens Emil, the journey isn't just about the goal, but also about inspiring others who are pursuing both big and small sporting dreams – regardless of whether you're a professional athlete or just like to be active in your everyday life.

As he says, "The most important thing is to have the courage to strive for some ambitious goals in order to move yourself forward. It doesn't matter if you're professional or not – we all have off days, but if we keep our motivation, we all move towards our goal step by step. My motivational quote is: 'The juice is worth the squeeze'."

### SPONSORSHIP

In 2020, ID® Identity began a sponsorship collaboration with the mountain biker Jens Emil Slot Nielsen. We've chosen to continue working together in 2021 and we hope that Emil will soon be allowed to participate in competitions around Europe again.



### WHAT IS CROSS-TRIATLON?

The classic triathlon event consists of swimming, road cycling and running. Cross triathlons also include swimming, but the cycling and running are replaced by off-road versions: mountain biking and trail running.

### THE FACTS

**22**  
Years old

**2020**  
Became part of the Danish national team



## YOUNG AT ID® IDENTITY

ID® Identity has always welcomed young people. Either in the form of an opportunity to take a gap year away from formal education and try their hand at a full-time job, or by opening the doors to young people in higher education who want to experience “real working life” as part of their study programme.

Below, three young people describe what it's like to work or be a trainee in an international company with West Jutland roots.



### Lærke: Quality Assistant, Quality department

In my everyday life, I'm a professional handball player for Holstebro Håndbold, and I love working at ID®. I'm here part time and the flexibility of my job means that I can focus 100% on handball. But I also enjoy getting away from the handball world a bit and doing something completely different that has nothing to do with the sport. I have great colleagues and everyone at ID® has welcomed me. There's a real sense of community across the departments and I have gained a lot of insight into what life in a workplace is like. It's a good place to work.



### Signe: Intern, Accounts

I'm in my fourth semester of a financial accounting degree course, and as part of my studies I'm doing a 12-week internship at ID®. I wanted to try out in practice all the things we've been learning about. It's been great to try my hand at a position in an accounts department and I've gained a better understanding of what a department like this does. My colleagues have made me feel welcome and, as part of the company's onboarding programme, I was shown around the whole place and introduced to all the departments.



### Katrine: Warehouse junior

I finished secondary school last summer and wanted to earn money to go to a folk high school before I continue my studies. I really like working at ID®. It's fun to go to work and there's really good camaraderie among the colleagues. You're well received from day one and you feel part of the community right away. There are both young and older colleagues in the warehouse, but we just work really well together.

### FUTURE FOCUS

ID® will be establishing a traineeship by the end of 2021, and another one in 2022. In addition, we've started collaborating with VIA in Herning and the Business Academy in Holstebro to create two internship positions.



## New qualifications on board

In November 2020, Katja Moesgaard joined the Board of Directors at ID®. Katja Moesgaard complements the current Board members with a broad knowledge and solid experience of strategic branding and brand-building activities. Her appointment is part of our strategic efforts to spread awareness of the brand and bring end users closer to ID®.

## Recognition to the employees

ID® CEO Thomas Husted has lots of praise for the employees for their commitment during the Covid-19 pandemic. It's been a challenging year, but I'm glad that all employees have made positive contributions at a difficult time.

We would therefore like to thank all our employees for the great work they've done throughout the year. At the end of 2020, all employees received bonuses as thanks for their efforts.



# OUR DONATIONS

## Kirkens Korshær

This year, we also donated clothes to the DanChurch Social Denmark – an aid organisation that does social work and helps vulnerable people. The clothes were packed and sent out to Danish families and people who need a helping hand.



## The Danish hospital clowns

ID® sponsors a select few causes, and some of our sponsorships go back many years. We support the work of Danske Hospitalsklowne (Danish Hospital Clowns) to bring smiles and joy to children in hospitals. Since 2010, ID® Identity has supported Familier med Kræfttramte Børn (Families with Children with Cancer), and again this year we're proud to be helping children and young people affected by cancer, and their families. Familier med Kræfttramte Børn is an organisation that supports children and advises families throughout the process.



## Local School in Bangladesh

This year once again, we've chosen to support a local school in Dhaka, Bangladesh.

Social responsibility is an important part of our core values. That's why we've chosen to continue our support for a local school in Dhaka through the GLP Foundation. Our donation will help 20 children aged between 6 and 14 to continue their education for another year.



”

*It is important for us to give back and support both in our local community and abroad.*

*Every year we support a great number of organization and events that gathers people.*

*Community is not just a big part of our business but also our culture.*



# TOGETHER – AT A DISTANCE

It's been a year filled with various restrictions. We haven't been able to travel around as we normally do. We've been together at a distance. We have asked our external salespeople how they've felt being part of a large ID® community despite the challenges.



## A new “normal”



**Torben Søgaard Category - Manager ID® Direct**

*“Corona has forced us to make a shift in our behavior - but in a positive way. We had to move faster than expected in a more digital direction and focus on digital communication both internally and throughout the organisation, our production and costumers. The will to think and act quickly on new actions has been a key element for us all.*”

**Marta Magrowicz - Sales Manager, Poland**

*“Pandemic is extremely challenging especially for sales people where most of our time is spendt in action, among people. Our regular Export Sales Team meetings helped me deal with the situation and learn how to organise meetings on Teams with our customers.”*



**Marco Müller - Sales Manager, Germany**

*“For me it was very important to block out the geographical distance to customers and colleagues, to always be in contact and to keep the atmosphere positive through positive intrinsic motivation. As the face of ID®, I see the responsible and empathetic interaction with customers in difficult times as very important.”*

**Peter Mohr Holst - Sales Manager, Denmark**

*“The physical distance has been long and challeging in the beginning - but Covid19 has made us use new communication channels and platforms which has helped to create and maintain the good ID® community. Despite Covid19, I thought we have had a year with good customer meetings, internal presentations and talks, both internally and externally”*





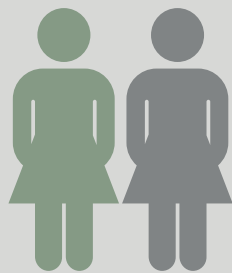


Future focus on  
**PEOPLE**



# OUR PEOPLE GOALS

2021/2022



**FOCUS ON  
RETAINING  
EMPLOYEES**



**FOCUS ON  
ACHIEVING  
LONG  
SENIORITY**



Instal a new  
Human Resorce  
system

Achieve a

**98%**

satisfaction on  
indoor climate

Achieve a

**96%**

in job  
satisfaction



**ONE NEW  
TRANIEE**


In 2021 we will  
create one new  
trainee position



**TWO NEW  
INTERNS**

In 2021 we will  
create two new  
internships





Focus on  
**ENVIRONMENT**

# OUR ACHIVEMENTS

2020

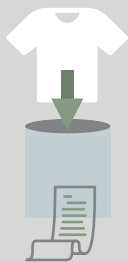


**41%**

Reduce of  
plastic waste

**30%**

Reduce of  
paper waste



## **CANCELLING POLYBAGS**

reducing our plastic  
use by 700 kg.



## **PHYSICAL DELIVERY NOTES**

are replaced by a digital  
solution - saving us  
427 kg. paper.



**3%**

Unchanged percent  
of air shipment



Phased out  
plastic water  
bottles



**0,5%**

Increase waste  
sent for recycling



installing  
2 X charging  
stations



Increased kg. sold  
textiles being more  
sustainable and with  
positive biodiversity  
impact.

## **COMMON SENSE**

Our focus is to conduct a responsible environmental business. We support environmentally friendly technologies, products, and raw materials. An environmental approach in the textile industry is needed as the industry is known for having a negative impact in regards to the manufacturing of raw materials and transportation.

Our company policy is based on common sense, our producers are to understand and see the effect of continuous improvements of the

environmental conditions in the supply chain. We emphasize in our Code of Conduct that we aim to work with producers, who focus and strive to minimize the burden on the environment. This balanced to their financial, geographical, and innovative possibilities. All employees are introduced to our environmental policy and details such as sorting of waste, printing habits and looking for new ways of being environmentally friendly.



# OUR ACTIONS

Based on our environmental policy, we have taken the next step towards developing methods and procedures for organizing our work with environmental issues as well as setting targets to follow.

The environmental policy is founded from management point and a part of the overall strategy of ID® Identity. All actions and goals are implemented in the organization and all employees are to be aware of the policy implemented. The policy specified the responsibility to uphold national and international legislation and reported the impact level.

ID® Identity has always practiced responsible behavior and will continue to do so as well as keeping an open dialogue on the subject internally as well through the supply chain to keep transparency on environmental subjects.

## 2020 work with focus areas

2020 is our first year working with our environmental focus areas. At starting point we have decided to focus on the environmental areas in respect for our daily working routine and the ID® premises.

Our future goal is to be working directly according to the Greenhouse Gas Protocol (GHG), but we have decided to work with below areas, which are areas within the three scopes. By challenging these areas we will gain knowledge about setting future targets and communicating results.

### 100% CONVERTED ELECTRICITY

In 2013 ID® Identity established a new headquarter in Holstebro. The new headquarter is aimed to be a sustainable construction, where the light and heating is controlled automatically and controlled in relation to the weather. ID has converted 100% of our electricity purchase to renewable and CO<sup>2</sup> neutral energy produced by Danish wind power.





## THE RESULTS

All results are visualized at end of report. Results are often communicated per sold kg. textiles, this requirement is often used as criteria in the certificates, hence we are obligated to follow.



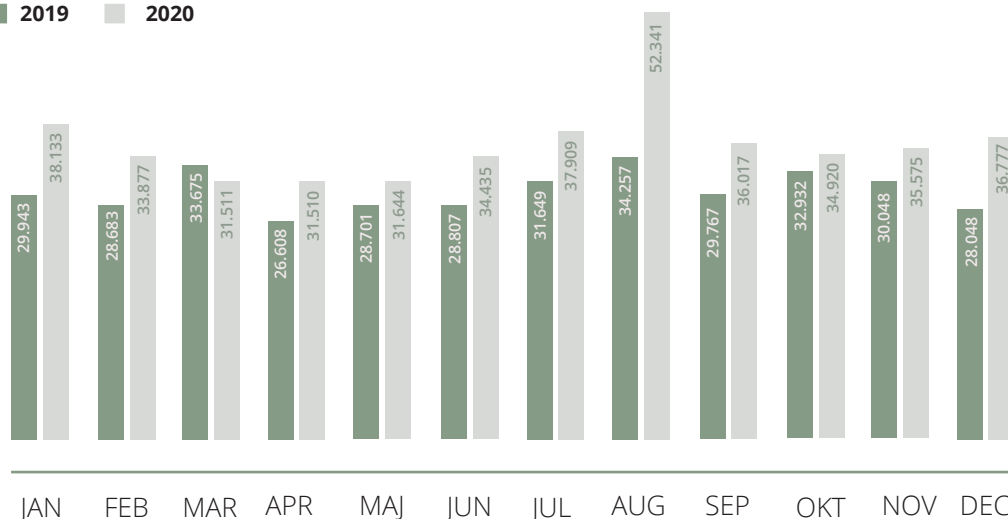




## Energy consumables

### ELECTRICITY

■ 2019 ■ 2020



#### OUR WORK WITH ELECTRICITY

Monthly the findings of energy consumables are locked and evaluated. The overview and evaluation have given us a perfect tool for reacting when deviations to the normal level occur.

Knowledge of reasons has given us a much better insight of impact of different kinds. With the tools developed we will continue our mindset for identifying, preventing, mitigating and correcting. Increase is due to installation of a packing-robot and a much warmer August than expected.

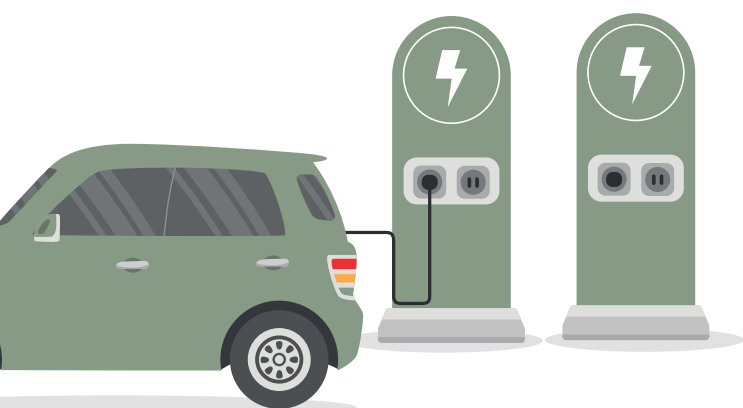
End of 2020 electric charging stations were installed to enable employees and visitors to charge their cars while working or visiting at ID® Identity.

An increase to gain better results in other parts of our business. We will continue making investments bringing healthy business growth environmentally and financially.



Export Sales Manager  
John Junk-Eriksen

*"Driving hybrid car – approx.. 1100 km., charging at home and at ID®, the CO2 emission is merely 37 gram per kilometre, whereas the same engine without hybrid function would have an emission of 119 gram CO2."*



# 2

New electric charging stations at ID® Headquarters

# 4

Hybrid or electric cars can now be charged at the same time

## WATER - YEAR

Measured in M<sup>3</sup> (1000 liters)



We expect water consumption to remain at an equal level with small variations from year to year. 2020 shows a small decrease. We expect levels to continue in 2021

## HEAT - YEAR

Measured in MWh



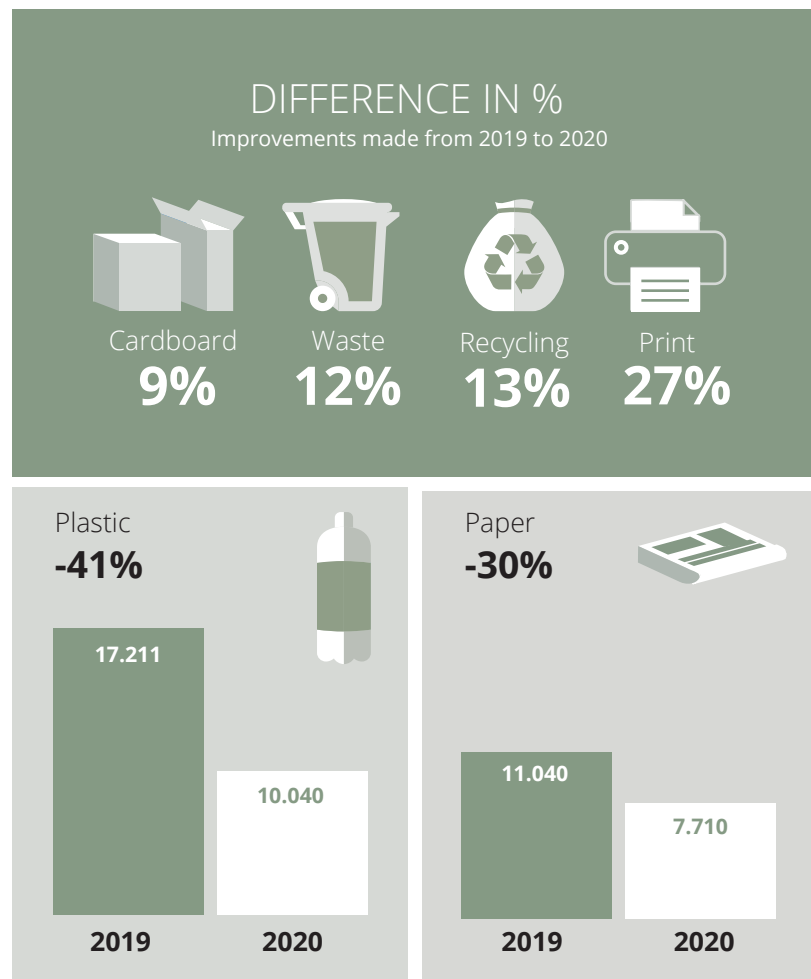
The building is fully automatized; temperature is regulated automatically depending on the outside temperature. Winter months in 2020 were warmer than 2019, so the result shows a decrease in the overall result. We expect levels to continue in 2021

## WASTE AND CONSUMPTION

Our total waste in kg was reduced in 2020 due to decreased sales. We managed to decrease kg. plastic and paper discharged as waste. The reduction of plastic is due to a better packing method with more pieces packed together instead of single piece packing.

The reduction in paper is a benefit of an investment we made in 2018 - every office employee received dobbelt screens and this resulted in a decrease in our printing habits and also resulted in a growing awareness about waste sorting, minimizing and a greater environmental consciousness.

We had an increase of 13% in waste sent for recycling during 2020 and we will keep our focus on decreasing waste and ensure as much waste as possible to be recycled.





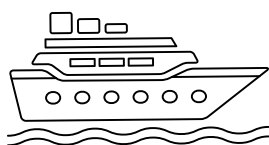
## Climate impact

The first (2020) year announcing CO<sub>2</sub>e, we started focusing on transportation from our warehouse to the customers.

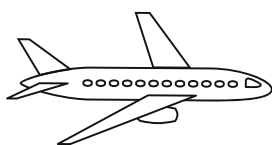
There are many ways we can reduce our CO<sub>2</sub> emissions. Everyone has the opportunity to make a difference when it comes to creating the best possible conditions for people and the environment - both now and in the future.

The CO<sub>2</sub> emission data are calculated by our forwarders. By optimizing our packaging and thereby reducing air in the packaging, more packages can be sent per transport and thus less CO<sub>2</sub> emissions are emitted.

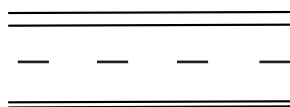
We keep our focus on keeping air shipment at a minimum and sending as much as possible by sea. Our mode of transportation is unchanged since 2019 96% are sent by sea, 1% by road and 3% by air. For the present and upcoming years we will start announcing CO<sub>2</sub>e for transport of goods from our producers to our warehouse.



**96%**  
Sea



**3%**  
Air



**1%**  
Road

## We don't ship air-only products

With more than 174,000 annual shipments from our warehouse in Holstebro packaging is an important focus area for us. We are constantly working on how we can pack with minimum use of packing material and still confident that the product will arrive safely.

### Packing materials and methods:

Reducing plastic is not a new thing for us. For years a large part of our products was packed with more items in one polybag instead of single packing them.

In 2018 we changed all our polybags to be LDPE quality - without logo print. This change was made to increase our waste recycling. Furthermore all our export cartons from Bangladesh were from 2019 changed to FSC quality. For our Export from China it is still a minor part, so here the work for change is still ongoing.

In 2020 we began investigating the possibility of changing polybags into recycled quality. We learned that the first step in the progress was to reduce our packaging material. Already in 2021 we are ready to engage minimizing plastic from our packing materials.

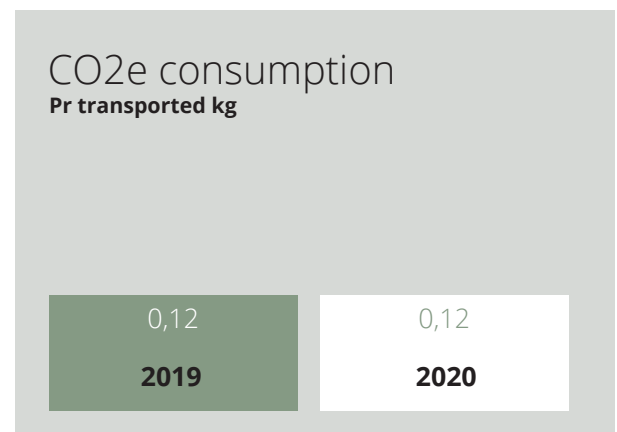
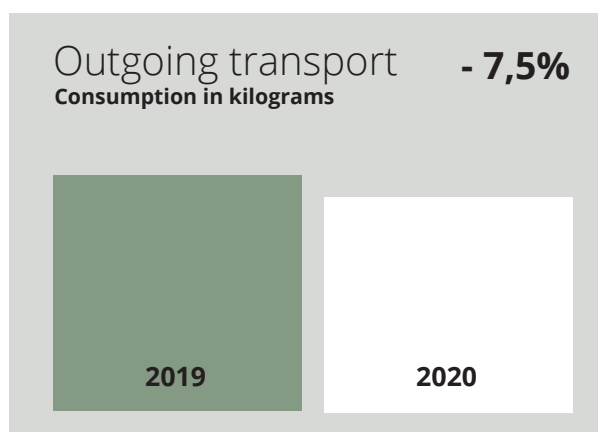
We choose forwarders, who support our requirements and who have a clear social, environmental and ethically responsible strategy.

All our forwarders must meet the EN 16258:2012 standard for methodology and requirement for calculating and reporting energy consumption and greenhouse gas emissions.



## Transported CO<sub>2</sub>e

The figures show we have an unchanged level for CO<sub>2</sub>e from 2019 to 2020 per kg. transported good. Our outgoing transport shows a difference in consumption in kilograms on 7,5% from 2019 to 2020. This is due to new initiatives implemented in our packing methods and sales performance because of COVID-19.



We will continue the dialogue with forwarders for the coming years on suitable solutions to reduce CO<sub>2</sub> consumption.



# BIODIVERSITY

Sustainable products can have focus on different aspects of production, social, ethical and environmental levels - by creating a large number of different products each with their unique sustainable angle, we give our costumers the chance to choose and make a contribution. Our mission is to guide, inform and educate them to make the right choice. By making useful content and telling them about sustainability purposes, we

hope they make a choice and take a stand. Our constant work with creating more sustainable products gives us useful knowlegde along the way. Each year we look at our biodiversity sales and measure how our sustainable products have sold and what we at ID® can do to improve our numbers - because **we want to make clothing that last!**



## Textile biodiversity

The textile industry has a large impact on climate change - by creating more sustainable products with a long lifespan we can contribute to stopping the buy-more culture. *Use more buy less* is our goal. By making long lasting products at ID® we hope to make an impact.

### THE SUSTAINABLE TEXTILES

Today we see many different types of sustainable textiles, which all affects production and the environment in their own way. It is therefore important for us to choose the textiles and initiatives that live up to our product requirements and ensure the long lifespan and quality of the product.

### AN OPT-OUT IS ALSO AN OPTION

Our ID® quality department, research and develop sustainable products, all of which live up to our DNA. This means sorting in actions which do not live up to these requirements. Among other things, we can mention our opt-out of recycled recycled cotton as these fibers do not live up to our quality requirements.

## 2019 vs. 2020

The percentage increase of sales of our sustainable range







Future focus on  
**ENVIRONMENT**



# OUR ENVIRONMENTAL GOALS

2021/2022



**5%**

Reduce of waste



**0,5%**

Recycling decrease



**5%**

Reduce of plastic



**CO2e**

calculation  
for incoming  
transportation.



Ongoing  
replacement of all  
company cars to  
hybrid cars



**5-10%**

increase in energi  
due to new  
package robot  
and el charger

Investigating  
how to  
recycle or  
reuse leftover  
materials, test  
materials etc.



**-40%**

Reduction  
of produced  
catalogues



**-15%**

Reduction in paper  
due to 2-side print and  
standard black and white



# Here's How OUR MARK

## Achivements PRODUCT



**0,96%**

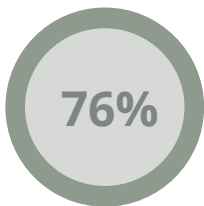
**Total kg. sold textile** with our GOTS certification

**52%**

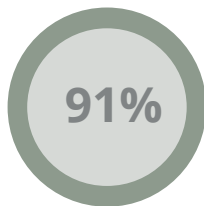
**INCREASE** of sold kg. PRO Wear EU Ecolabel products

**0,90%**

**Total kg. sold textile** in recycled polyester



By 2020 76% of all Oeko-Tex certified sold kg. textile was Annex 6, product class 1.



By 2020 we reached 91% of our total sold kg. textile with OEKO-TEX®



**300+**

product tests were conducted by Bureau Veritas



**50%**

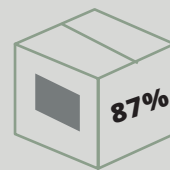
Approx. of our carelabels are recycled



### MADE FROM WOOD

All hangtags for ID and Geyser are made from wood from sustainable and recycled sources by FSC mix certified producer.

## Achivements PROCUREMENT



**87%**  
ARE DELIVERED IN FSC CERTIFIED CARTONS



All our catalogues are **Nordic Swan Ecolabel & FSC mixed source.**

### OFFICE SUPPLY

of paper is PEFC or FEC certified and/or Certified according to Ecolabel/ Nordic Swan



**We became member of Better Cotton Initiative**



**0,71%**

from total amount of sourced cotton as per Better Cotton Initiative (sold kg)



We continue to work with remediation plans



**97%**

were produced in a amfori BSCI audited factories.

**86%**

Of sold products were produced on A or B rated factories

**11%**

Of sold products were produced on C rated factories

# by ID® made K IN 2020

## Achivements PEOPLE



INTERNSHIPS



NEW TRAINEE

52%

Women

58%

Men

96%

employee  
physical and  
mental job  
conditions

95%

job  
satisfaction  
percent

50/50

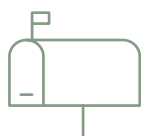
percent of men and women  
in leadership positions

APV

Every year and not  
every third year



NEW  
FEMALE  
BOARD  
MEMBER



### WHISTLEBLOWER BOX

Employees have  
the opportunity to  
anonymously give  
feedback



4 IN SENIOR SCHEME

## Achivements ENVIRONMENT



41%

Reduce of  
plastic waste



30%

Reduce of  
paper waste



Phased out  
plastic water  
bottles



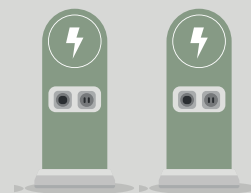
3%

Unchanged  
percent of  
air shipment

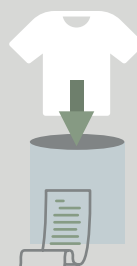


0,5%

Increase waste  
sent for recycling



Installing 2 X  
charging stations



### CANCELLING POLYBAGS

reducing our plastic by 700 kg.

### PHYSICAL DELIVERY NOTES

are replaced by a digital solution  
- saving us 427 kg. paper.





## BECOME A PART OF THE COMMUNITY



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[www.instagram.com/identity\\_official/](https://www.instagram.com/identity_official/)



[www.linkedin.com/company/3308367/](https://www.linkedin.com/company/3308367/)

**[www.id.dk](https://www.id.dk)**