

# MINI RODINI

Sustainability Report 2021

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# 1 Brand Story

"A Mini Rodini garment should survive many kids and it's so amazing to see that prints I made 10 years ago are as popular today! To shop less but buy quality, care for our clothes and sell them when we don't need them anymore is one of the most sustainable ways forward." Cassandra Rhodin

Mini Rodini's mission is to make it easy and fun to buy children’s wear that has the lowest possible impact on people and our planet.

Ever since the start in 2006 Founder and Creative Director Cassandra Rhodin’s personal dedication to better production, beliefs in fair working conditions for everyone, and concern for the environment have been woven into the DNA of the brand.

“The clothing industry is a very dirty business as we all know by now. One of the worst industries of all. Heavy on chemical use, slave labour, and has a huge impact on people and our planet. Mini Rodini’s promise is to try our best to be the most sustainable option on the market, and we are not compromising with quality nor design. Our clothes are high quality and can be worn over and over again.” Cassandra.

CASSANDRA  
RHODIN IN  
HER HOME.





## 2 Note from CEO and Sustainability Manager

The second year of the pandemic presented new challenges, like periodic travel restrictions, lockdowns at suppliers, and delayed transportation. We continued to stay true to our values, producing products with the least possible impact on people, animals and the planet.

In 2021 the pandemic was still very much present, affecting all of us at Mini Rodini, our suppliers, retailers, customers and other stakeholders. We continued doing business according to the new normal and supporting each other in all ways possible.

Wholesale continued with digital sales meetings, and despite the lack of real life colour experience, handfeel, and touch, we stayed at the same order volumes as forecasted. In retail we started the year with only two own stores left, one in Stockholm and one in London. Both had shorter opening hours and temporary closures according to local restrictions. While our stores were occasionally empty, our e-com sales increased, giving the team at our warehouse a high workload to support our loyal customers. We are very happy about our performance and that we managed to get through another pandemic year with an overall growth and good results!

In the summer 2021 our Treasures concept moved into our retail store in Stockholm. After that, 30 % of our Stockholm retail sales have been Treasure products, including 620 pieces of repaired garments. We are pleased to see that our Treasures concept is so appreciated among our customers, and that we can continue our work in circular fashion and ensure our products live longer.

We continued the good practices from the previous year with regular contact and digital meetings with our suppliers. These check-ins have been key in

order to be updated on everyone's status, and to be able to support each other for mutual business success.

From the production's side we have been facing issues with delays in the supply chains. Our approach has been to be as flexible as possible, accepting late shipments and changing release dates.

A great success from 2021 is that we teamed up with three other FairWear Foundation brands and implemented living wages in a joint factory in Turkey. Together we can make a greater impact, and we are looking forward to more projects like these in the future!

2021 was also the first year we calculated our climate impact for both scope 1, 2 and 3, and based on this report we can focus on reducing our share towards the 1,5 degree target.

Thank you for reading our sustainability report! Anyone who knows us knows that sustainability has been a natural part of our entire business right from the start. If you have any questions, please feel free to email us on [csr@minirodini.se](mailto:csr@minirodini.se).

Håkan Ström, CEO

Elin Lindén, Sustainability Manager





### 3 Sustainability Is in Our DNA

**"Me and my team always do our best in order to make as sustainable clothes as possible and our collections include over 99 % products made from sustainable materials yearly. This is in the DNA of Mini Rodini and non-negotiable. My advice is to choose quality over quantity and support sustainable companies. This is the only way forward." /Cassandra Rhodin, Founder & Creative Director**

**Sustainability is important to  
Mini Rodini because...**

- We see it as an obligation
- It was a core value from the start, and always will be
- We believe we can create change



### 3.1 Our Promises

## Social Justice Promise...

For us, social justice means fairness and respect. It is our obligation as a brand to ensure social justice is real for all the workers involved in making our products.

## Material Promise...

### We use

- Organic natural fibres
- Recycled synthetic fibres
- Preferred\* Man made cellulosic fibres

### We don't use

- Exotic Skins
- Fur
- Down
- Angora Wool
- Acrylic
- Conventional Viscose



## 4 2021 Highlights

# 99,4 %

of our products were made from better materials.



# Two tonnes

of leftover fabric saved from being burnt or ending up in landfills and instead became upcycled collections.

# 100 %

of all cotton and wool was organic.

**ECONYL®**  
ENDLESS POSSIBILITIES



Our UV-swimwear was made from recovered nylon waste like old fishing nets.

# No Plastic

We went from plastic to paper on all ecommerce DTC shipping packaging.

# 30 %

of Stockholm retail sales were Treasure products. 620 pcs of these were repaired garments.



# 100 %

of our polyester fabrics were certified recycled.



We partnered with the legendary Sea Shepherd for a second collection. 20 % of sales are donated to support their mission.



Review of 2020.

**Tencel™**  
Feels so right



100 % of all TENCEL™ Lyocell used was from Lenzing.

# 90 %

of all our styles were certified sustainable products.



# 5. The World of Mini Rodini

A full-page photograph serves as the background for the section header. It depicts two children from behind, walking away from the viewer on a vibrant green, grassy hill. The child on the left is wearing a dark blue jacket and a brown backpack, while the child on the right is wearing a green jacket. They are walking towards a dense forest of tall, thin evergreen trees. In the far background, a massive, rugged mountain range rises, with patches of snow clinging to its steep, rocky slopes under a clear blue sky.



# 5 The World of Mini Rodini

## SUPPLIERS AND FACTORIES

Türkiye	43%, 4 suppliers, 10 factories → Jersey, Woven, Swimwear, Socks
India	6%, 1 supplier, 1 factory → Woven
China	14%, 4 suppliers, 8 factories → Outerwear, Hats, Caps, Bags
Lithuania	7%, 2 suppliers, 2 factories → Jersey, Socks
Portugal	30%, 1 supplier, 3 factories → Jersey

## MINI RODINI STORES AND OFFICES

Sweden, Stockholm	United Kingdom, London
• Head office	• 1 Mini Rodini store
• Warehouse	
• 1 Mini Rodini store	

## 319 RETAILERS WORLDWIDE

Australia	11	Greece	5	Portugal	1
Austria	7	Iceland	1	Russia Distributor	1
Belgium	4	Ireland	1	S. Korea	2
Bulgaria	2	Italy	52	Saudi Arabia	1
Canada	9	Japan	1	Singapore	1
China	4	Kuwait	1	Spain	8
Cyprus	1	Latvia	1	Sweden	34
Denmark	6	Lithuania	2	Switzerland	7
Estonia	1	Netherlands	31	Taiwan	1
Finland	14	New Zealand	2	Emirates	1
France	3	Norway	3	United Kingdom	19
Germany	17	Poland	2	United States	62





# 5.1 Mapping Our Efforts

We divide our sustainability work into three areas, Better Products, Social Justice and At Home.





# 5.2 Sustainable Development Goals

The Sustainable Development Goals are created by the United Nations and are part of the 2030 Agenda for Sustainable Development. They give us universal goals to combat the urgent environmental, political and economic challenges the world is facing.







## SUSTAINABLE DEVELOPMENT GOALS





# 5.3 Our Prioritized Sustainable Devleopment Goals

Although all SDG’s are connected and we realise our business affects more goals than these, we have decided to prioritise Sustainable Development Goals 8, 12, 13, 14, 15 and 17. Below we have listed our prioritised SDG’s in relation to our Sustainability Areas and the actions we take supporting each goal.

	Better Products	Social Justice	At Home
<div><div>8</div><div>DECENT WORK AND ECONOMIC GROWTH</div><div></div></div>		<ul style="list-style-type: none"><li>• FairWear Foundation members</li><li>• Living wages program</li></ul>	<ul style="list-style-type: none"><li>• Business strategy</li><li>• Treasures concept</li><li>• Internal work environment</li></ul>
<div><div>12</div><div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div></div></div>	<ul style="list-style-type: none"><li>• Better Material policy</li><li>• Certifications</li><li>• Design long life quality products</li><li>• TrusTrace</li><li>• RSL – chemical mangement</li></ul>	<ul style="list-style-type: none"><li>• Follow Human Rights Due Dilligence process</li><li>• RSL – chemical management</li></ul>	<ul style="list-style-type: none"><li>• Customer communication</li><li>• Upcycling</li><li>• Treasures concept</li><li>• Inform and educate customers</li><li>• Yearly Sustainability Reporting</li></ul>
<div><div>13</div><div>CLIMATE ACTION</div><div></div></div>	<ul style="list-style-type: none"><li>• Better Material sourcing</li><li>• TrusTrace; product footprint</li><li>• CFMB participation, Textile Exchange yearly reporting</li></ul>		<ul style="list-style-type: none"><li>• Customer communication</li><li>• Climate impact calculations, scope 1,2,3</li></ul>
<div><div>14</div><div>LIFE BELOW WATER</div><div></div></div>	<ul style="list-style-type: none"><li>• Plastic waste from the ocean used as a material resource</li><li>• Minimise plastic packaging</li><li>• RSL – chemical mangement</li></ul>		<ul style="list-style-type: none"><li>• Minimise plastic waste</li><li>• GuppyFriend washing bag</li><li>• Stopped using plastic e-com packaging</li><li>• Collaborations/supporting NGO's</li></ul>
<div><div>15</div><div>LIFE ON LAND</div><div></div></div>	<ul style="list-style-type: none"><li>• Better Material Sourcing</li><li>• Organic Agriculture</li><li>• Certificated materials and end products</li><li>• Responsible Man made cellulose fibres</li><li>• Recycled Synthetics</li><li>• RSL – chemical mangement</li></ul>		<ul style="list-style-type: none"><li>• Internal purchase policy; organic/vegetarian/fairtrade</li></ul>
<div><div>17</div><div>PARTNERSHIPS FOR THE GOALS</div><div></div></div>	<ul style="list-style-type: none"><li>• Strong supplier relationships</li><li>• Textile Exchange</li><li>• Swedish Chemical group / Rise</li><li>• GOTS, Soil Association</li></ul>	<ul style="list-style-type: none"><li>• Strong supplier relationships</li><li>• Fair Wear Foundation members</li><li>• GOTS, Soil Association</li><li>• Swedish Chemical group / Rise</li></ul>	<ul style="list-style-type: none"><li>• GOTS, Soil Association</li><li>• Fair Wear Foundation</li><li>• Textile Exchange</li><li>• Swedish Chemical group / Rise</li></ul>



# 6. Better Products





## 6 Minimizing Our Impact

Producing new products is never going to be fully sustainable. This is something we are well aware of. It involves extracting resources, production, transportation and consumption. Along this supply chain there will be use of land, chemicals and energy, and there will be waste. Our ambition is to minimise the impact as much as possible and recycle and reuse to the furthest extent possible.

In our supply chain, we work with fibres that are organic, recycled or stem from sustainably better man-made processes. We have rigid chemical requirements. We amend, repair and remake products in order to keep them in circulation for longer. The products we produce are as durable and long-lasting as we can make them, and they are made in fairer factories.

We are one of the most sustainable childrenswear brands on the market today. We will keep pushing the boundaries for what we define as sustainable, and seek to inspire other brands to follow our lead and educate consumers to become more aware.





# 6.1 Better Products

In 2021 99,4 % of our products were better products. Our definition of a better product is when 78 % of the product is made from better materials. Although our threshold is set at 78 %, almost all of our products contain between 95-100 % better materials. 90 % of all styles produced in 2021 were certified on a product level, the remaining 10 % were certified materials.

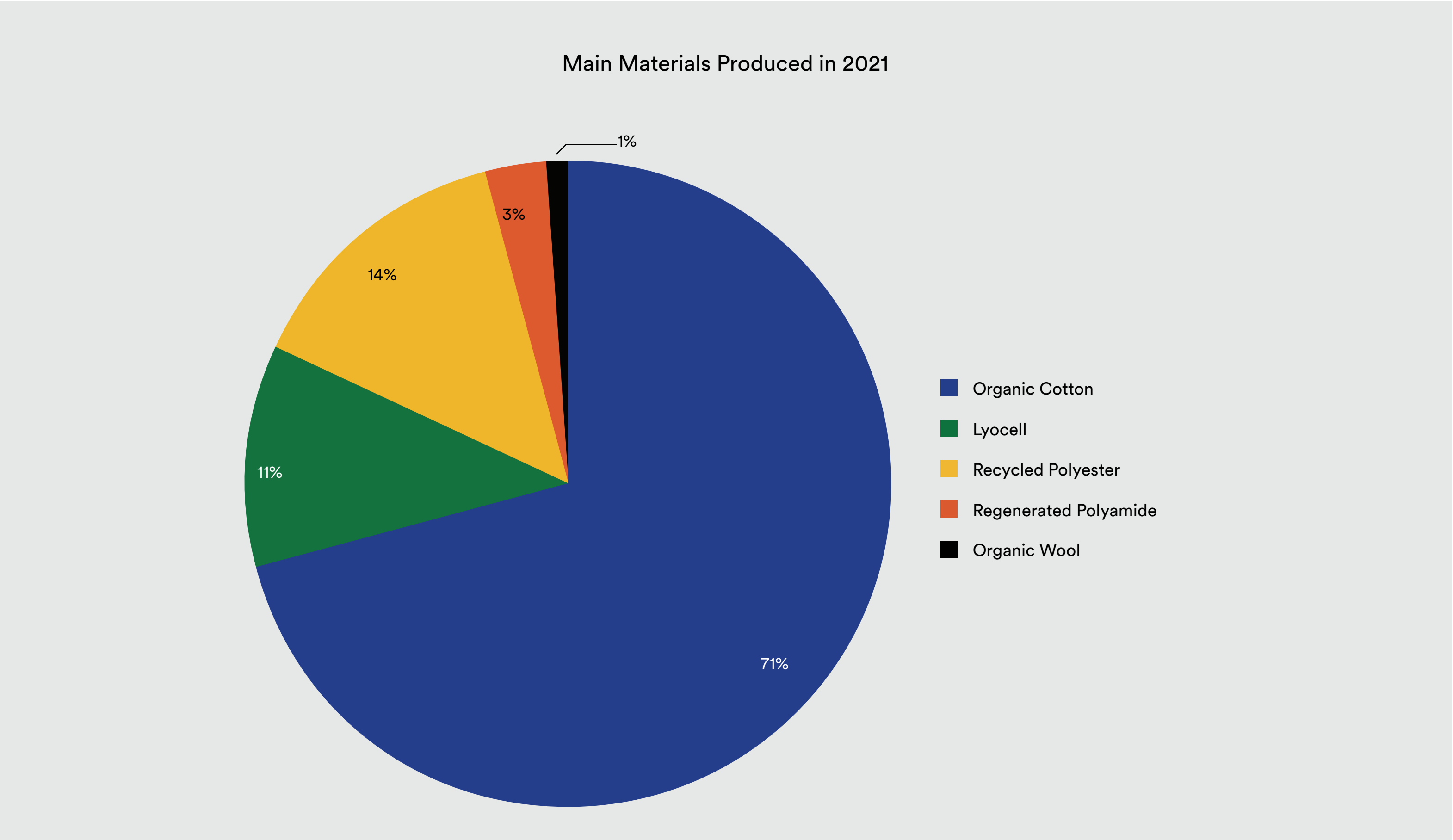
## BETTER CERTIFICATIONS

Certifications are our way of knowing that an organic wool jumper really is organic, or that a recycled polyester jacket really is recycled. They also ensure the entire production process is sustainable, including the social working conditions. There are many certifications out there, and we have chosen to only go by the most extensive ones on the market, like GOTS, GRS and FSC.

## CHEMICAL MANAGEMENT

In 2021 we executed chemical tests on 11 % of our products. This number is lower than previous years. Since we have such long and strong supplier relationships we have consciously chosen to test less. Instead we mainly focused on testing the “high risk” garments (like outerwear and plastic details) to make sure they are completely safe.

There were seven styles that we produced in 2021 that did not fully meet our sustainability criteria. These were our PU rainwear. Although the material is made from mainly recycled polyester, the PU coating is made from virgin petroleum-based sources. Unfortunately, it has not been possible for us to find any alternative to the PU coating that is sustainably better as well as having the characteristic water repellent properties. Although we do not classify this rain jacket as a sustainable product, it is nonetheless among the most sustainable PU products on the market due to its high content of recycled polyester. Until we find a more sustainable alternative we have paused the development and production of PU garments.



## MATERIAL SOURCING GUIDELINES

Natural fibres:	100 % Organic, GOTS or OCS certified
Synthetic fibres:	100 % Recycled, GRS or RCS certified
Manmade cellulosic fibres:	LENZING TENCEL™ Lyocell, MICROMODAL®, or REFIBRA®

\*We never use; exotic skins, fur, down, angora wool, virgin acrylic, conventional viscose

## NO RULES WITHOUT EXCEPTIONS

Main fabrics, lining, padding:	strictly follow
Trims, buttons, zippers:	whenever possible
Thread for sewing and embroidery:	whenever possible according to MOQ and technique



## 6.2 Treasures & Upcycling

### TREASURES

The Mini Rodini Treasures concept is for those who wish to take a stroll down memory lane, and for our worn-out products that need some TLC. Through the years, our founder Cassandra has put aside some of her favourite prints. The fact that these prints are still as desirable today as they were when first released is testament that the design carries a timeless quality. It proves that new is not always better.

Treasures serves as a type of museum for old time favourite Mini Rodini treasures and offers repairs for returned and damaged products. Customers can also purchase garment samples that for one reason or another were never included in previous collections. The purpose of the concept is to keep our products circulating for longer and longer, and to reduce waste.

Huge amounts of love and care are put into every single Mini Rodini garment. From the design and development stage, the factories' sampling and resampling, the choice of fabric qualities and prints, the production by the sewing workers across the world, to final shipment and delivery into our warehouse. The Treasures concept aims to honour this process and ensure that all products are cared for.

Through Treasures, we have created a business model that includes a circular mindset. As a company, we are pleased with how well the concept is working out. We hope to inspire our customers to repair more, waste less and value all things that have been taken from the earth's resources and made into fantastic products through people's skill and hard work.

In the summer of 2021 our Treasures concept moved into our retail store in Stockholm. Since then, 30 % of our Stockholm retail sales have been Treasure products, including 620 pcs repaired garments.

### TREASURES LOCATIONS

You'll find the Treasures concept in our two retail stores in Stockholm and London, as permanent corners of the stores, always filled with samples, past time favourites and repairs. The Treasures concept also appears as an online pop-up a few times a year, giving our customers in all parts of the world the chance to get their hands on these gems.

### UPCYCLING

Another part of reducing the negative impact our business has on the environment includes taking care of the leftover fabrics from our productions. Our upcycling collections are made from leftover fabric scraps from previous productions. Instead of throwing away or burning old fabrics, we take care of all our textile scraps and transform them into new styles with new purposes. Further, one of our largest supplier also makes use of all the scraps that are left over from production (and that can't be reused for upcycling collections) by selling the scraps to companies that then shred them in order to make fillings for products such as pillows.

Sustainable production and fair working conditions is founder and Creative Director Cassandra Rhodin's ethos that steeps through the whole of Mini Rodini, and that is executed in the design and production process. For example, we consciously choose not to customise pattern and print placements, which reduces cutting waste in an early phase. Therefore, each upcycling collection is unique and very limited, while contributing to a more sustainable fashion industry.

In 2021 we kept 2 tonnes of leftover fabric from being burnt or ending up in landfills and instead created upcycled collections.

"So many companies are burning fabrics and clothes; we have never done that and will never do it," says founder and creative director Cassandra Rhodin. Since beginning of her sustainable initiative in 2013, she has saved more than 10 tons of textiles from ending up in a landfill.







# 7. Social Justice



## 7 Social Justice

Almost all our garments have been held by several pairs of hands, and thoroughly inspected by multiple sets of eyes. This is common practice in the textile industry, which is one of the most labour-intensive industries on the planet. Mini Rodini as a brand has a huge responsibility to ensure social justice is real for all people involved in making our products.

### RESPONSIBLE SOURCING

The best way to ensure the workers who make our products are treated fairly, is to only work with factory managers who treat their workers fairly. This is why our selection process is so important. Our stringent due diligence process guides us when sourcing new factories, so that we find like minded partners to work with from the outset.

### SUPPLIER RELATIONSHIP

Working together for a long time makes the relationship strong, resilient and caring. It also gives a factory better incentive to implement improvements we suggest to worker welfare, as they are confident we will keep working with them into the future. Further, long lasting relationships give us better insight into how a suggested improvement, such as a training module or Health and Safety measure, has had a positive effect on social justice. We also recognize the responsibility that comes with us starting production in a factory, as the factory and its workers will become dependent on our business. To this end we have an on-boarding process that guides us towards engaging in suppliers and factories that are in it for the long run.

### AUDITS

To stay updated on the working conditions in the factories we collect audits made by external auditors. All the social audits that we conduct are what's known as announced, as opposed to unannounced, meaning the factory management are aware when the social auditor will conduct the inspection. We choose to work with factories we trust, and therefore want to build on that trusting relationship by not subjecting them to unannounced audits. Once the audit has taken place and we receive the report, we work on a Corrective Action Plan (CAP) together with factory management.

### LIVING WAGES

A term often used when discussing labour rights in the textile industry, is “a living wage”, a wage that allows for a healthy and prosperous life. We, like many others, share the conviction that people who work in factories making our clothes should receive a decent wage that can support them and their family. The wage should cover a person's own and family's needs such as food, housing, clothes, healthcare, education, and the ability to put away some savings.

In our living wage projects, we have gone about things a bit differently. We first and foremost research living wage estimates in the regions that we source from. We then look at what the workers' wages are in the factory and analyse how this differs from our estimated living wage in the region. We take this difference and calculate what the additional cost would be for each garment. Then we pay this difference. The extra money we send goes from our own pocket, and it is not transferred onto the end consumer as a price increase. This is because we think the price is ours to pay, in ensuring the people who make our products are able to go home after a shift and afford all the necessities they need in order to live a comfortable life.

### FAIR WEAR FOUNDATION

Mini Rodini has been members of Fair Wear since 2016. One of the things that makes the FWF membership unique, is that we are held accountable for the claims we make. This means that a brand cannot talk the talk without walking the walk. We are in close contact with FWF throughout the year, and once a year they visit our office and review how well we maintained the FWF Code of Labour Practices in our production locations. This verification is called the annual FWF Brand Performance Check (BPC).





# 7.1 Social Justice Achievements

During 2021 we managed to catch up on the backlog of previous audits as well as performed a lot of new ones. We made general improvements on health and safety, such as building a water reserve for emergencies and adding second containers for chemicals in the workshops, as well as improved contracts and insurance. Issues around working hours and overtime are unfortunately often seen in audits. This is not acceptable and something that is always on the agenda to find sustainable solutions.

In spring 2021, FairWear performed their fifth Brand Performance Check on us, evaluating how well we had been working with labour rights issues during 2020. The result of 2020 was that we again were graded as leaders.  
*Click here to read the full FairWear report.*

### COVID -19 FOLLOW UP

The pandemic has definitely had an impact on everyone, and the effects have looked different depending on the location and time. Some suppliers are almost unaffected, some faced shorter lockdown periods, and others are affected by lack of staff due to closed schools and parents having to stay home to take care of their children. However, it was pleasing to see that all our suppliers were able to pay regular salaries to the workers throughout the year. At this point we can state that our suppliers have managed the pandemic well, all of them are still in business, no lay offs, and are now on their way back on track!

In 2022 we will focus on getting a deeper understanding on labour costs and living wages to secure income at all suppliers. Hopefully there will be opportunities to keep cooperating with other brands to join forces both in living wages, and working hours.

### 2021 SOCIAL JUSTICE ACHIEVEMENTS

Leverage above 10 %:	70 % of total order value
Supplier relationship more than 5 years:	68 % of total order value
Supplier relationship more than 10 years:	10 % of total order values
Number of audits:	11 factories
Complaints:	1
Trainings:	1





# 8. Mini Rodini at Home





# 8 Mini Rodini at Home

Our sustainability commitments extend further than making better products and securing social justice for the people who work in our production. How we operate at home, in our offices, our warehouse and shops, is equally important.

## THOUGHTFUL UNIQUE DESIGN

We don't divide our collections by gender. Quality, comfort, function and safety are the keywords in our design and product development process. We go our own way. We make timeless designs that will not go out of style the next year. Our commitment to sustainable production has made us more creative in how we design and make our products. Our unique prints are always used in the most efficient way possible, e.g. in order to reduce waste we never customise our prints during cutting.

## DIVERSE MARKETING

We carefully choose which channels and in what ways our brand and our products are communicated, always keeping our core values of equality and diversity in mind.

## NO MEAT AT MINI RODINI

We have internal purchasing guidelines for purchases made on Mini Rodini's accounts that all employees must follow. These help guide our choices on food, travel, restaurants, cleaning products, interior design, gifts, etc. All food products purchased by Mini Rodini must be vegan or vegetarian, including events and representation.

## SUSTAINABLE STORE CONCEPT

Our stores' interiors are made to be as sustainable as they can be. Using LED lights, locally produced, Swan-marked and FSC certified sustainable materials wherever possible. Choosing materials such as metal and stone for their durability and longevity when appropriate.

## WASTE SORTING

Every department recycles paper, plastic, glass and metal as well as light bulbs and batteries.

## RESPONSIBLE BUYING

Overproduction is a big environmental issue that we work actively to avoid. We carefully calculate our buying for each season, and in 2021 we only had 7 % stock left of everything we produced. We don't burn or discard any leftover deadstock, but value every produced item. This deadstock is instead saved for future sales opportunities.

## NO VIRGIN PLASTIC

In 2021 we switched all ecom DTC shipping packaging from plastic to paper to minimise our use of virgin petroleum as a raw material.

## MARKETING MATERIALS

We only use certified sustainably better materials when producing marketing materials. For example, we only use FSC certified paper when producing bags for our stores, greeting cards, etc.

## RENEWABLE ELECTRICITY

We use clean electricity from renewable sources like solar-, wind- and water-power in our own facilities wherever available.

## COMMUNICATION

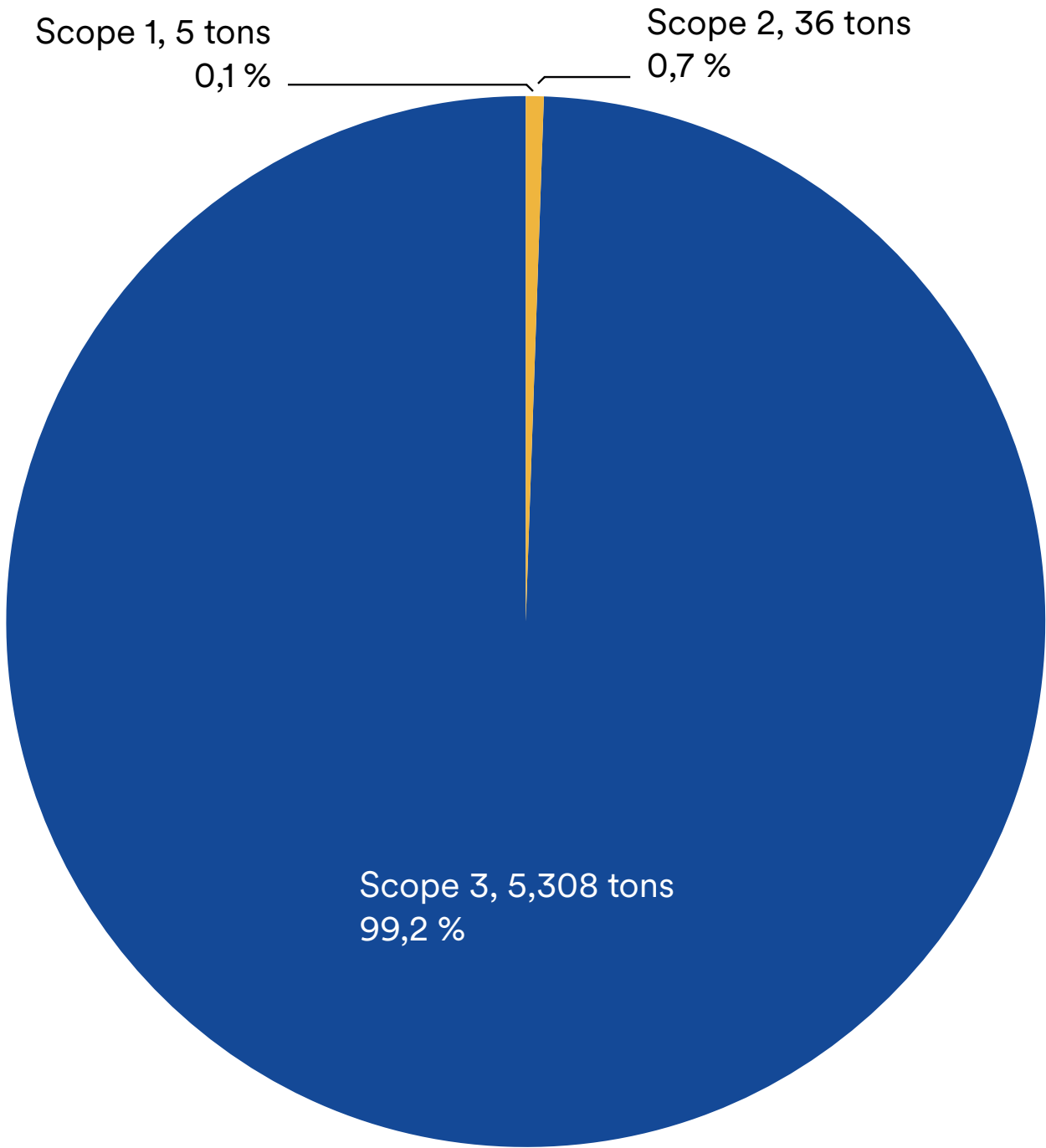
We keep our customers and followers informed about our sustainability work through our website, newsletter and social media channels. In the product pages and the Sustainability section of our website we inform our visitors about our sustainability efforts, they can for example read more about our materials and how to care for them. Anyone can also read our latest Sustainability report, find further information about our FW membership, and see our results from the annual FW Brand Performance Check on our website.





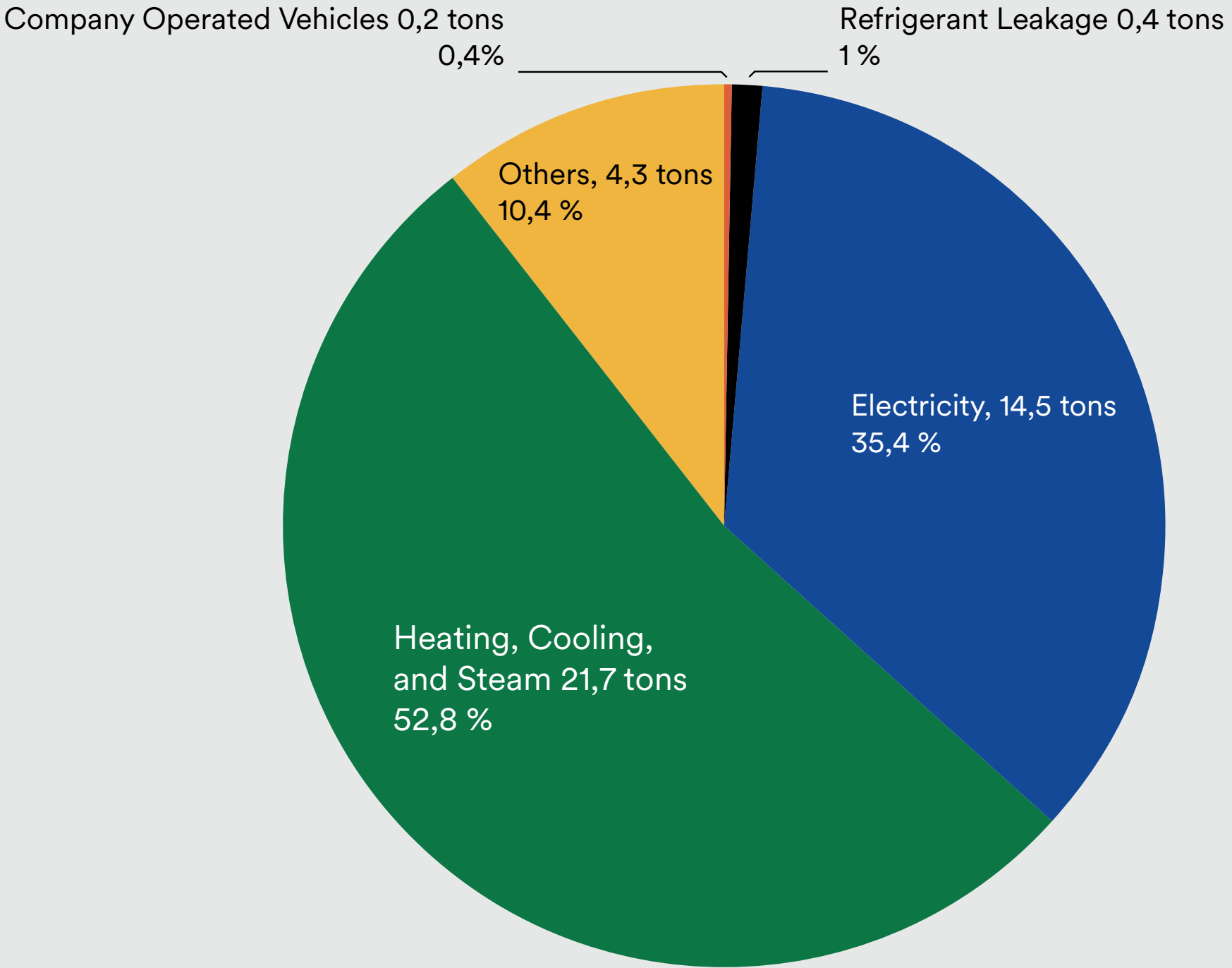
# 8.1 Emissions and Impact

Total Emissions by Scope, CO<sub>2</sub>e



We have calculated our climate impact for 2021 in terms of CO<sub>2</sub>e emissions. Scope 1 and 2 are based on actual data from our office, stores and warehouse. Scope 3 calculations are a mix of actual information and assumptions; actual data is material usage per country and transportation data, assumptions are made based on energy usage and a country specific energy mix. Material Impact Factors are from Kerings database. Please contact [csr@minirodini.se](mailto:csr@minirodini.se) for more information on the calculation method.

Scope 1 & 2 Emissions by Source, CO<sub>2</sub>e



**Scope 1:** Direct emissions such as energy usage in our own facilities and gas heating in our London store as well as refrigerant leakage.

**Scope 2:** Indirect emissions from our operations; bought heat and electricity

Last time we measured these scopes was 2019; when we had 4 more stores and a smaller warehouse —so numbers are not comparable. However the absolute value have decreased with 2,2%. All electricity contracts we have an impact on are from renewable sources.



# 8.1 Emissions and Impact

**Scope 3:** Other indirect impact. We have chosen to start with 2 activities where we know that our impact is high.

- Purchased goods and services
- Transportation and distribution

This is the first year of scope 3 calculations. Not surprisingly our biggest impact is within raw materials and production and manufacturing.

Actions for the coming year is to look into energy sources at our manufacturers in order to map and analyse where the bigger impact is and the potential to source with less impact.

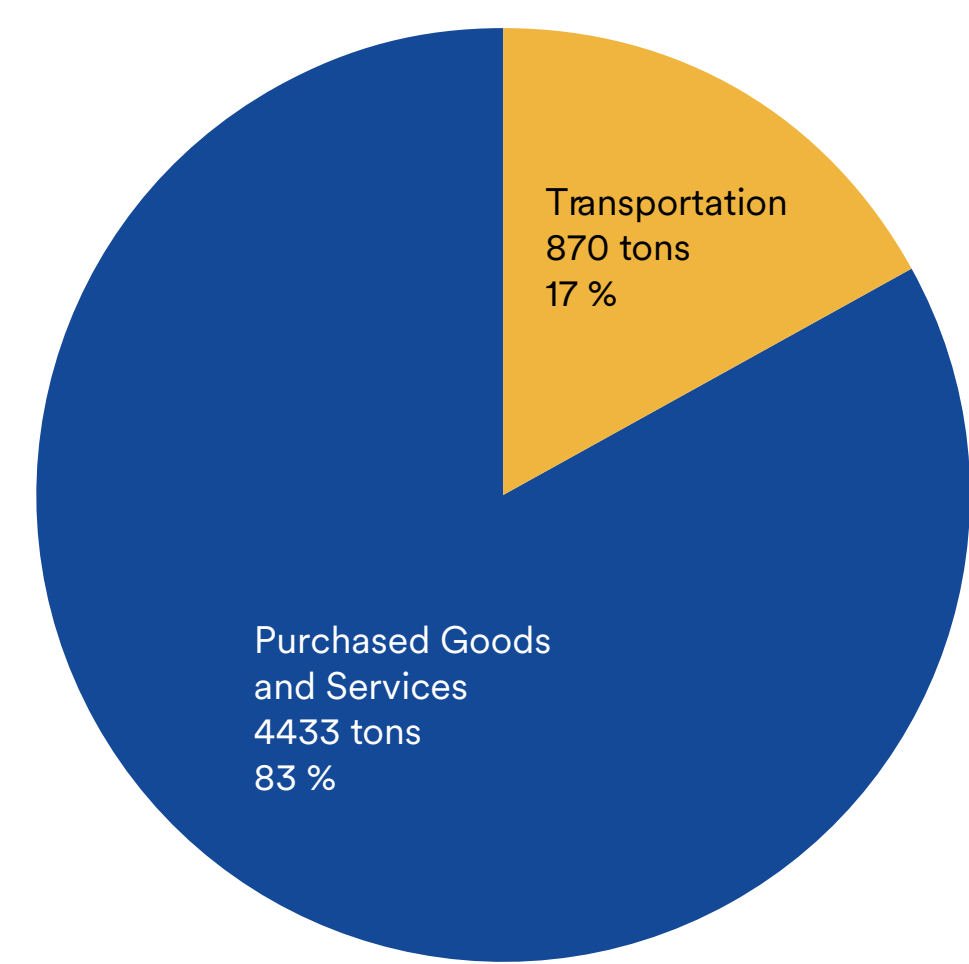
From material side we know that organic and recycled materials have a lower impact than conventional - but in order to reach the 2030 climate goal we need to develop this area as well. This will not be focus for 2022 but still on our radar when options comes up.

Global retail is part of our business model which naturally results in high impact from transportation. Our policy is still, like it always has been, not to plan any air freights of incoming goods, however outgoing sales and returns are send by air internationally.

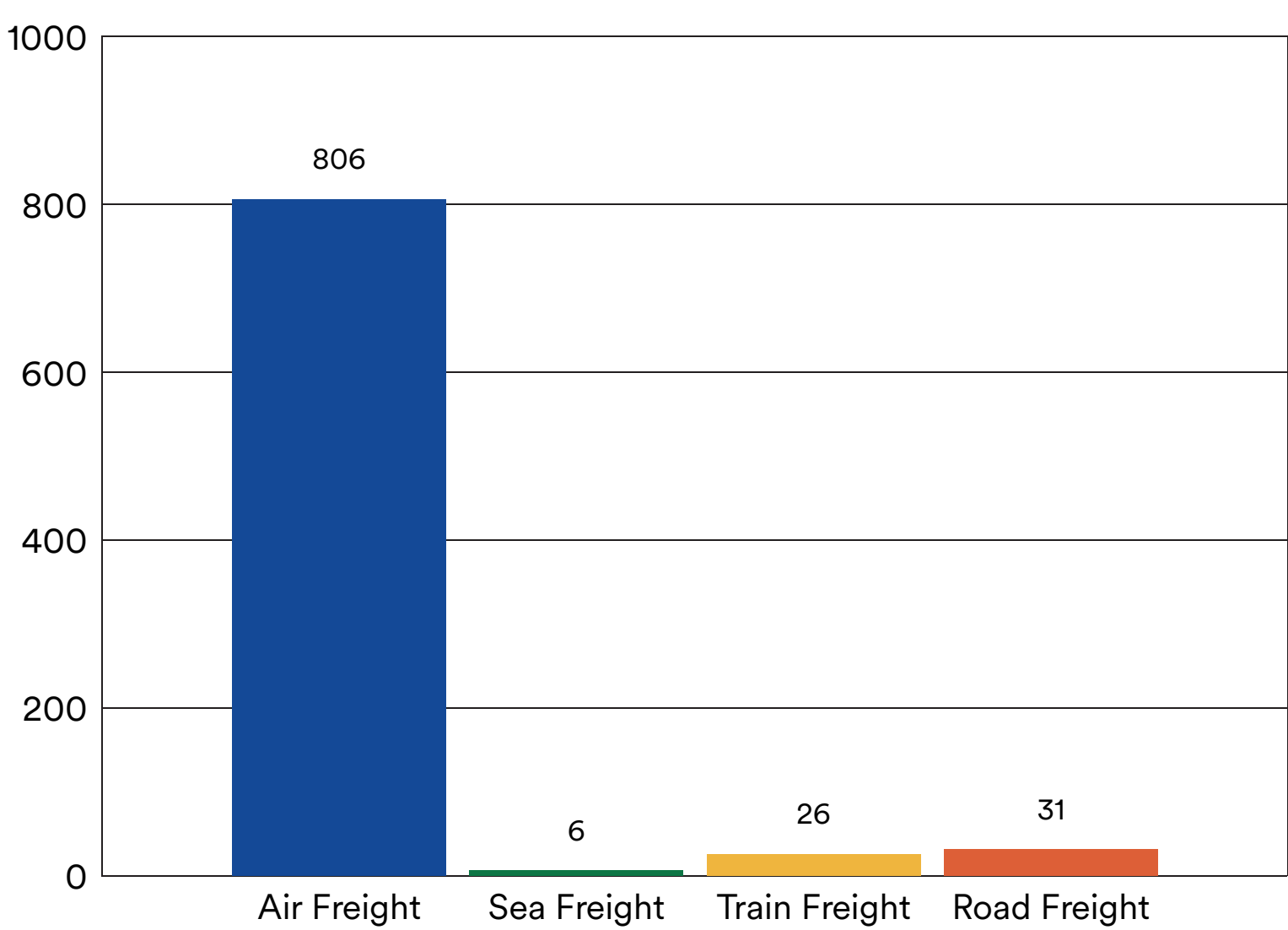
Actions for the upcoming year is to analyse the data deeper and see where there are possibilities to save on shipments, consolidation of samples, and to increase awareness and understanding throughout our entire organisation.

Our forwarders have the same pressure to reduce impact, and we are dependent on them to reach lower emissions from transportation as we keep growing as a business.

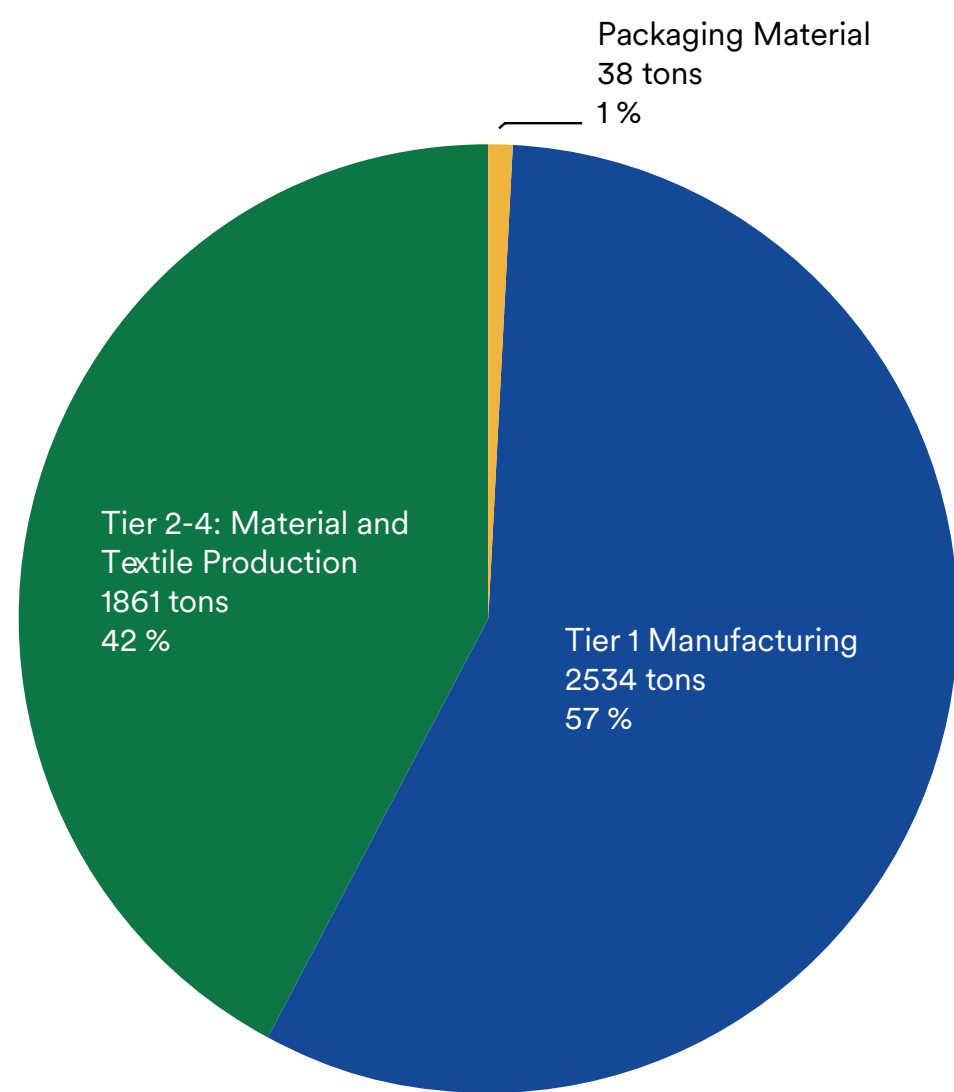
Scope 3 Emissions by Source, ton CO<sub>2</sub>e



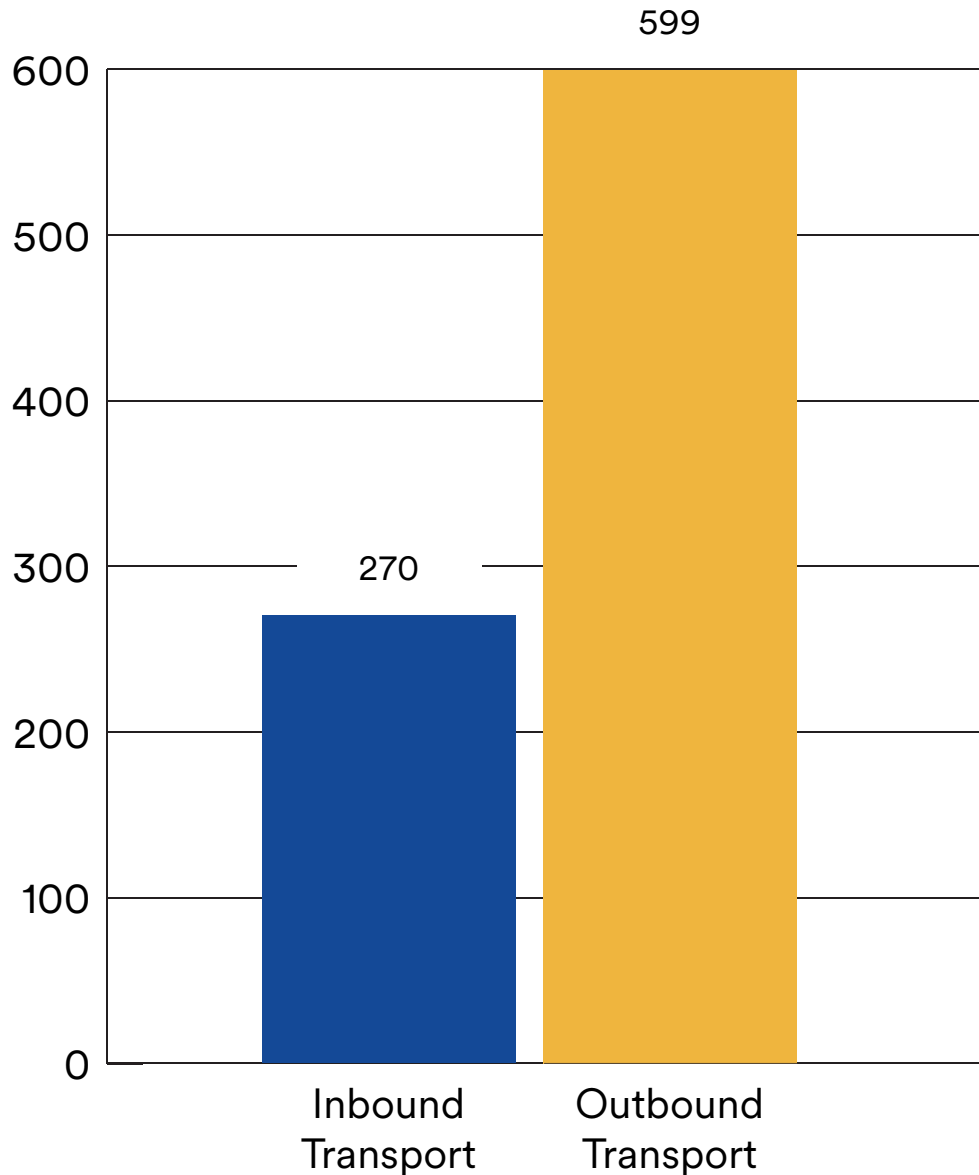
Total Emissions per Method of Transport, ton CO<sub>2</sub>e



Emissions per Category for Purchased Goods and Services, ton CO<sub>2</sub>e



Total Emissions per Type of Transport, ton CO<sub>2</sub>e





# 9 2021 Accomplishments

Better Products	Goal	Status
Better products	100 %	99,4 %
All lyocell is certified TENCEL™ from LENZING	100 %	100 %
Upcycling integrated in the collection plan	Accomplish	✓
Stopped using plastic e-commerce DTC shipping packaging	Accomplish	✓
Social Justice	Goal	Status
Living Wages	100 % of all products produced	30 % of all products produced
Supply Chain Traceability	Ongoing from 2020 - trace all fabrics	52 % down to tier 4
At Home	Goal	Status
Climate Impact calculations of scope 1,2,3	Accomplish	✓
Define and align our sustainability work towards SDGs	Accomplish	✓
Support biodiversity through collaborations	Accomplish	✓

# 9.1 2022 Goals

Better Products	Goal
Refine Material Policy	Accomplish
Identify and measure material usage against Material Policy	100 %
Better products	100 %
Social Justice	Goal
Set a 3-year living wages plan to onboard all suppliers	Accomplish
Implement traceability communication	Accomplish
Develop and implement Responsible Business Conduct Policy	Accomplish
At Home	Goal
Identify possible actions to reduce CO2e	Accomplish
Climate Impact calculations of scope 1,2,3	Accomplish
Support biodiversity through collaborations	Accomplish



# 10. Collaborations





# 10.1 Mini Rodini x Sea Shepherd

Mini Rodini believes that a more sustainable future goes hand in hand with social responsibility. It started with a collaboration with Sea Shepherd in 2018, “Stop Whaling now!”, and since then Cassandra Rhodin has handpicked an animal welfare cause each year where she designs a capsule collection to support. Mini Rodini uses all its platforms to bring awareness to the cause and 20 % of the sales are donated to a non-profit organisation supporting the cause.

After a successful “Stop Whaling Now!” collab collection in 2018, Mini Rodini joined forces with the marine conservation organisation Sea Shepherd for the second time in the summer of 2021. This time with the important message “Our oceans are dying, leave its residents alone!”. 20 % of the price of each item sold from the collection are donated to Sea Shepherd to support their mission to defend, conserve and protect our oceans. So far, Mini Rodini has donated close to €45K in total to Sea Shepherd (numbers from 2022).

## ABOUT SEA SHEPHERD

Established in 1977, Sea Shepherd engages in direct action campaigns to defend wildlife, and conserve and protect the world’s oceans from illegal exploitation and environmental destruction. From the gentle giants of the sea to its smallest creatures, Sea Shepherd’s mission is to protect all marine life species living in our oceans. Their work has defended whales, dolphins, seals, sharks, penguins, turtles, fish, krill and aquatic birds from poaching, non-sustainable fishing, habitat destruction, and exploitive captivity.

## CAPTAIN PAUL WATSON AND CASSANDRA RHODIN

"How can you not want to support an organisation that is so passionate that they are defending animals at the risk of their own lives!" - Cassandra Rhodin

"We are a rather conservative group; we want to conserve the oceans — the radicals are the ones destroying our planet" — Captain Paul Watson, Founder of Sea Shepherd.





## 10.2 Mini Rodini x VEJA

We take careful steps in choosing the right collaboration partners. It's a partnership that should work in all aspects – from sharing similar brand values and having the same commitment to sustainability, to giving our customers consistent premium quality products made from better materials.

In early 2021 we partnered with French sneaker brand VEJA and made a vegan kid sneaker. The sneakers were made from C.W.L., a vegan alternative to leather made from organic cotton canvas coated with cornstarch and ricinus oil - 54% bio-based. It was an instant hit with the press and our customers.

### ABOUT VEJA

VEJA is a French sneaker brand that produces shoes in organic materials using Fair trade sourcing. Fair trade is one of the three fundamental pillars that VEJA is built on. For them, Fair trade means working directly with producers and thus cutting out the middleman. Their cotton and rubber is purchased directly from producers in Brazil and Peru. Fair trade also means pre-financing harvests, which means VEJA buys their organic cotton a year before it is transformed into sneakers. At the beginning of the year they come to a mutual agreement on the price of cotton, signing annual contracts with the producers. That way, the producers know exactly how much they will earn from the harvest before planting a single seed.





## **ABOUT THE REPORT**

This is Mini Rodini's eighth sustainability report. It covers the key areas we have focused on in 2021 in terms of environmental and social responsibility. All facts and data are collected from internal systems, suppliers and partners.

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# **MINI RODINI**