



mini rodini
Sustainability report '15

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Highlights 2015

Our local courier freights in Stockholm were changed **from cars to bicycles** between our warehouse, head office and stores.



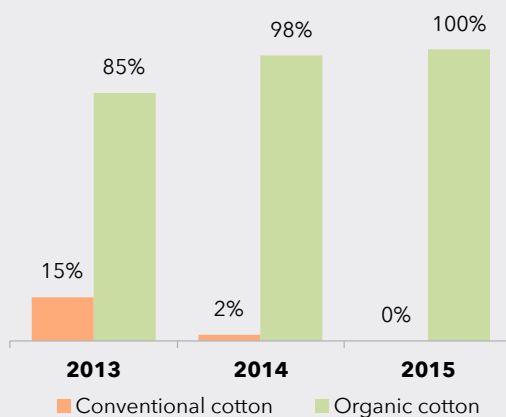
We introduced our first organic wool garments, GOTS and KbT certified.



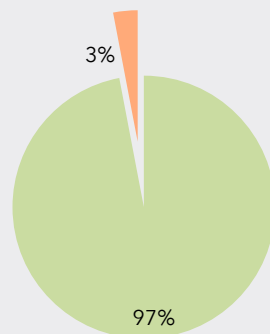
100%
of all cotton was organic
(2014 it was 98 %)

97 % OF ALL PRODUCTS WE MADE WERE SUSTAINABLE (2014-88 %)

COTTON PRODUCTS ORGANIC/CONVENTIONAL



SUSTAINABLE/CONVENTIONAL PRODUCTS 2015



■ Products made with sustainable materials
■ Products made with conventional materials



A decision was made to join Fair Wear Foundation, enabling us to take deeper social responsibility in production.

Renewable electricity from wind-, water- and solar power was increased and implemented in facilities wherever possible.



Organic and GOTS certified socks and stockings were released for the first time in Autumn/ Winter 2015.

New biodegradable garment plastic bags were created, degrading within ca. 5 years instead of ca. 100 years.



The swimwear collection was made from recycled material for the first time in Spring/Summer 2015.

We more than doubled the upcycled volume of products compared to 2014.

2X



CEO Comments

In 2016, we are celebrating our 10th anniversary as a brand. Since the start our aim has been to make it easy and exciting for parents to buy products with the lowest possible impact on people or the planet. Products that are free from stereotypes where children are allowed to be children. As we look back on the past ten years we can conclude that we have come a long way. From the very first collections where we introduced organic cotton in our jersey products, to today where our sustainability efforts are integrated in most areas of our business.

2015 was an exciting, and at times, challenging year for Mini Rodini. The interest in our brand grew quickly as well as our turnover. However managing a rapid growth also means more pressure on our team, all partners involved in our supply chain, as well as an increased impact on the planet. Nevertheless, we have managed to achieve key improvements during the year. For example we have generated an increase of our sustainable range from 88% in 2014 to 97% in 2015 by substituting conventional materials with the better. We also doubled our up-cycled volumes to take care of our waste in production locations, while also minimizing our own waste at home by organic waste composting and plastic waste biodegradation.

As we enter the year of 2016 we will focus on further deepening our sustainability efforts with a strong focus on social justice. Caring for the people behind our products and assuring their rights and security will be strengthened and deepened with our new membership in Fair Wear Foundation.



Christina Rolén

ABOUT MINI RODINI



Mini Rodini is a Swedish children's wear brand that was founded in 2006 by illustrator Cassandra Rhodin as a tribute to all children, their imagination and sense that everything is possible. Mini Rodini's mission has always been to make it both easy and exciting for parents and gift buyers to buy better products for their kids in regards to the design as well as environmental and ethical aspects of the production. And while

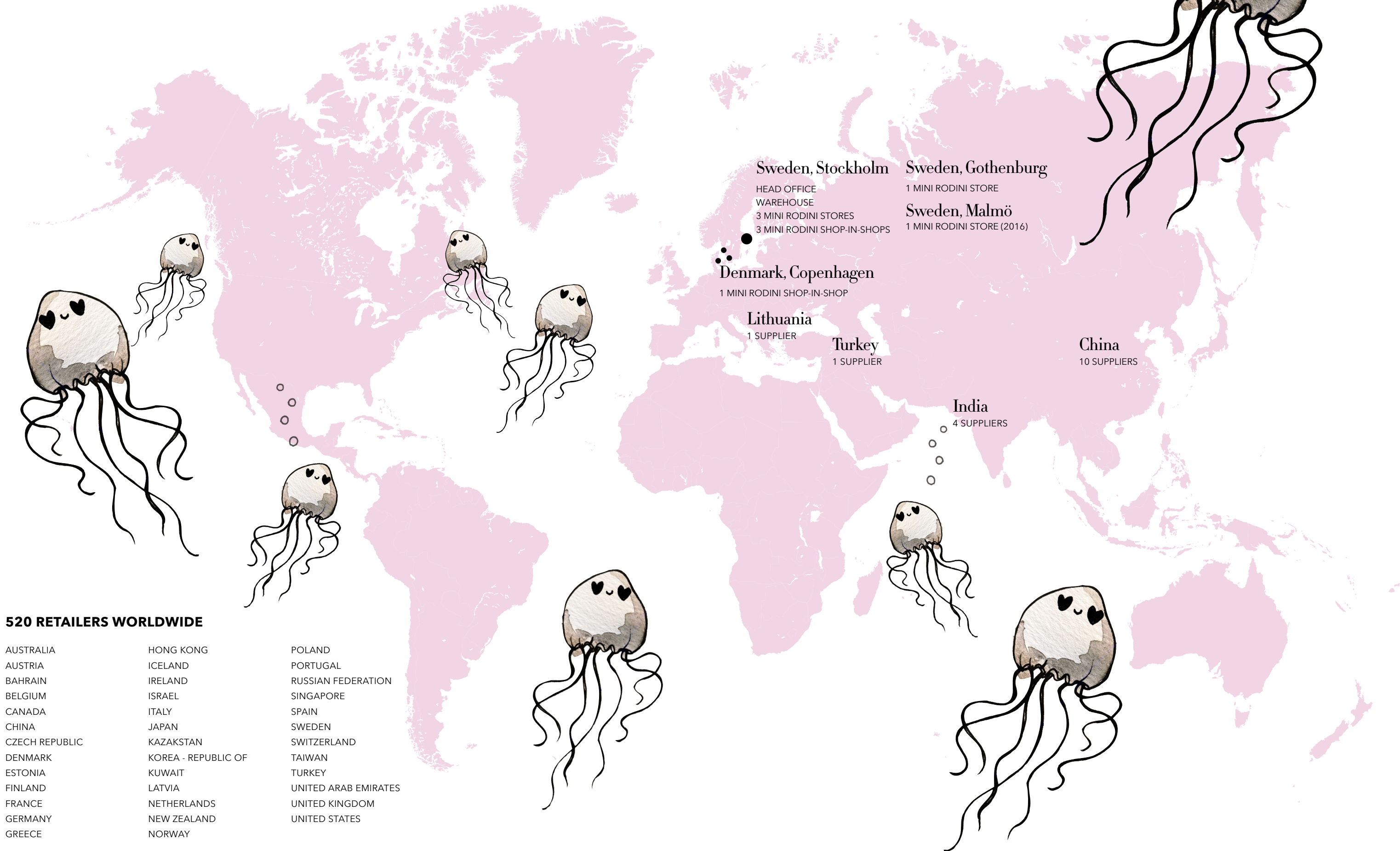
the playful and humorous aesthetics may speak directly to the children, the quality of the products is equally important. A Mini Rodini garment is not only fun to wear or just look at, but is also produced in a way that is kinder to the environment and the people behind it.

When Mini Rodini first started in 2006, the aim was to add something new and something better to a market that was

already rapidly growing.

Since then Mini Rodini has been, and still is, a fast growing company. What started with cotton leggings and tees in the now iconic robot print has grown to large collections consisting of outerwear, organic denim, accessories and everything in-between. And as the collections keep growing, so is the sustainable range.

THE WORLD OF MINI RODINI



Better products

For us a better product does not only mean a product in high quality, but also a product consisting of better materials, safe certifications and good chemical management. A product can never be fully sustainable or climate neutral as producing products, regardless if counted sustainable or conventional, will always have an impact on our planet. Our key focus is to minimize this impact, and therefore create a **better product**.

Our products are the core of our business. This is where we can make the a significantly better environmental impact. Our collection size has grown from 553 articles in 2014 to 663 articles in 2015. This is a sustainability challenge since a broader assortment means more materials, chemicals, suppliers and processes to manage. Yet we managed to increase our sustainability level during the year thanks to our strong will to do better

by our uncompromising design, material choices and strive for high quality.

In 2015, 97 % of all products we created were in sustainable materials. A significant increase from year 2014 where 88% of the products were created in sustainable materials.

We know that if we were to use more kinds of materials than we do today, it could possibly lead to greater aesthetic varieties in our collections. Yet, when

materials are foreseen as conventional to us, we determinedly avoid using them. We, therefore, always strive to stay innovative and progressive to new forthcoming techniques and sustainable materials in the industry.



BETTER MATERIALS

In comparison to many other brands like us, we have a strict policy on what we think a sustainable product is and when its materials are actually sustainable.

The better and more sustainable materials according to Mini Rodini are:

ORGANIC MATERIALS

Organic materials include for example organic cotton, organic wool and organic linen. 83% of the 2015 products were made with organic fibres. 100% of all cotton is organic since spring/summer 2015 collection.

MODAL® MATERIALS

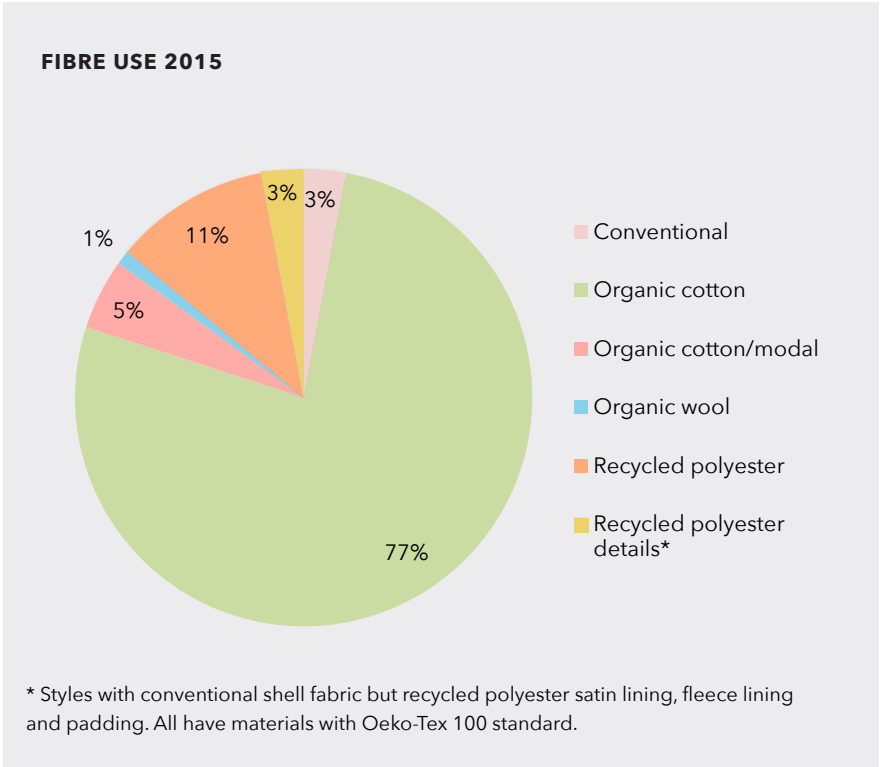
Modal® is a sustainable fibre to us as it derives from wood produced in a closed-loop system recycling the chemicals. It is also saving more water and land than organic cotton. We work with Modal® each year and in 2015, 5% of our products were made with it.

RECYCLED MATERIALS

Recycled materials include for example recycled polyester, recycled polyamide and recycled cotton. All our polyester is recycled, although we have one standard fabric left in polyamide to make recycled. 14% of the 2015 products were made with recycled fibres, including our new backpacks.

UPCYCLED MATERIALS

Every season, we use leftover waste materials to create new products with new need and new value. This production process minimizes our general waste and makes less impact on natural resources, energy and water. In 2015, 64% of all in-season products we made were upcycled, which is more than double from 2014. However we can improve this, as we today only use between 40-50% of the waste fabrics at the applicable supplier.



THE FIBRE TYPES WE AVOID

Due to animal welfare and harmful chemical risks for both health and nature, we avoid using any of the following fibres - until they can be proven not harmful.

- Leather
- Exotic skins
- Suede
- Fur
- Down
- Feathers
- Angora wool
- Conventional wool
- Conventional silk



COMPOSITION OF SUSTAINABILITY

Our policy is that the composition of a better product must contain a minimum of 80 % sustainable fibres. However, in most of our products we have achieved using 95-100% sustainable fibres. The products on the 80 % level are only the swimwear and socks, which requires some more polyamide and/or elastane to keep the needed fit and function. It is up to every market player to settle their own composition policy and therefore many have far below the 80% level but still call the product sustainable.

We have one exception to this policy; The Explorer winter outerwear. The different linings and the padding are recycled, all materials are certified to Oeko-Tex 100 Standard and the waterproof impregnation is free from fluorocarbons, formaldehyde and paraffin, however, the shell fabric is still conventional. This product range is in very high quality and we are yet to find a recycled alternative that meets our high quality demands. However, we are working hard to find it and hope to do so soon.

NEW ORGANIC WOOL

In the Autumn/Winter 2015 collection, we released our first organic wool. The wool is GOTS and KbT certified meaning strict chemical use and humane animal husbandry. It is then also processed through an alternative machine instead of the traditional and still very commonly used super wash method with chlorine treatment that is very harmful for nature. The method we use saves 80 % chemicals and needs zero litres of water.



NEW ORGANIC SOCKS AND STOCKINGS

We made our socks and stockings organic and GOTS certified for our Autumn/Winter 2015 collection. Products close to skin and the feet are extra important to be organic and safe from harmful chemicals as they, especially on children, absorb the chemicals easier.



NEW RECYCLED SWIMWEAR

For the first time, our swimwear collection was made in recycled polyester coming from mainly PET bottles in Spring/Summer 2015 collection. The fabric was also certified by Oeko-Tex® Standard 100 meaning chemically controlled and independently tested. With swimwear having a skin-tight fit and also being used in water, it is extra important the fabric is safe and certified from harmful chemicals.



DIGGING DEEPER

Every detail matters to us, not only the main materials. In 2015, we started to dig deeper into our products. Most detail fabrics like cuffs and linings are already in sustainable fibres, but we aim to reach as close to 100 % as possible on all trimmings, including buttons, zippers, threads and everything in between. A mapping system was implemented in 2015, and is now followed by an action plan for our buyer team. The fastened labels on products are already organic or recycled, certified by GOTS, GRS and Oeko-Tex® 100 Standard. The hanging labels on products are in paper certified by FSC. Most of our paper products in stores and marketing are FSC and the shopping plastic bags in our stores are biodegradable.

Looking at the extra materials attached to or surrounding our products, we have made significant improvements in 2015 to:

- Certified biodegradable plastic bags were introduced at 55 % of our total production volume of the Autumn/Winter collections in 2015. We have chosen the oxo-biodegradable alternative, putting an additive into the formula that will make the plastic bag degrade when touching air and oxygen. This means our plastic bags will degrade in nature within approximately 3 to 5 years instead of the conventional plastic bags that degrade up to approximately 100 years. In 2016, we estimate 100 % of our production volume to have biodegradable plastic bags. The original content of some of

these biodegradable polybags are also 30 % recycled.

- Our price stickers were made more sustainable in 2015. Ca. 50 % of them were improved by the use of recycled paper. From the Autumn/Winter collection 2016 onward, 100 % of them will be recycled.
- We have developed new clothing hangers in sustainable materials that we will test in one of our stores during spring 2016.

All these details do matter. We produce as many plastic bags, labels and hangtags as we produce products. And actually the double amount of price stickers (one on the product and one on the polybag). Saving plastic waste and paper production impact on the planet is a given obligation to us.

SAFE CERTIFICATIONS

To us it is important to have independent control from certification bodies to ensure that our materials, products and production process are as sustainable as they are claimed to be. Our prioritized and most used certifications are GOTS, GRS, OCS, Oeko-Tex® standard 100 and FSC.



GOTS – GLOBAL ORGANIC TEXTILE STANDARD

The strictest global standard for organic materials certifying the products from raw material to finished product, including chemical restrictions as well as social and animals' rights criteria. 2015, 77 % of the Mini Rodini products was GOTS certified.



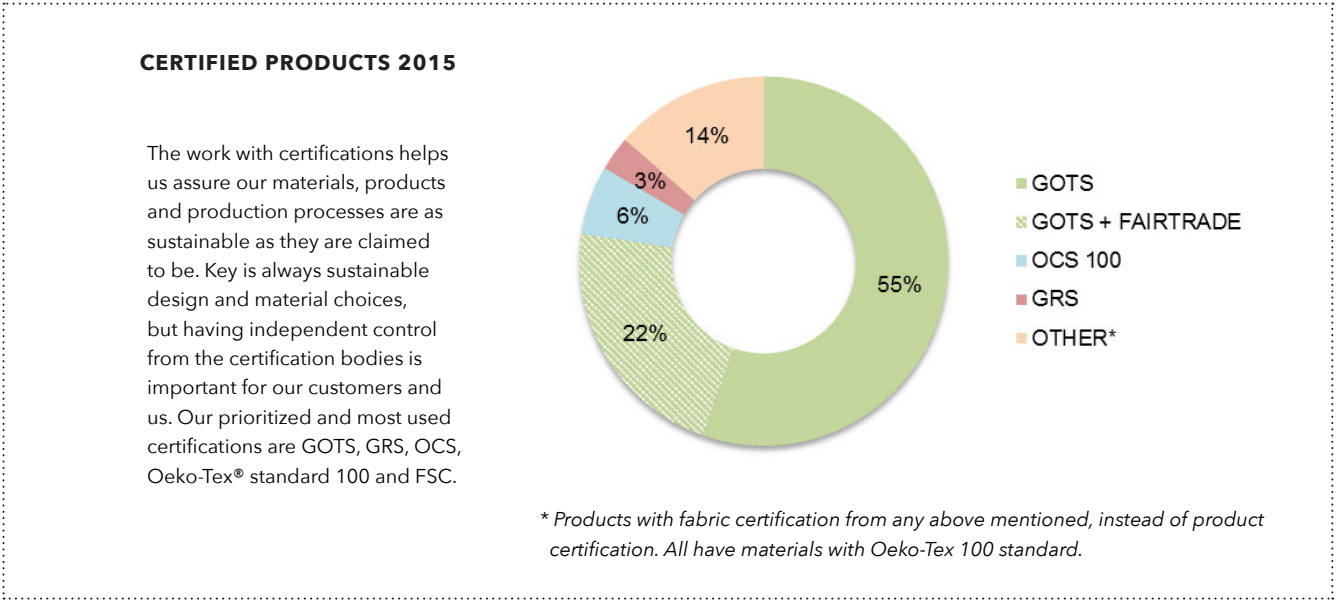
OCS – ORGANIC CONTENT STANDARD

GOTS require 70-95 % organic fibres in the composition of a product. Where we mix the organic fibres with for example Modal® to have a silkier drape and the organic cotton doesn't meet GOTS composition rules, we use OCS to assure there is organic content in the fabric.



GRS – GLOBAL RECYCLING STANDARD

Like GOTS, GRS certifies the product from raw material to finishing, including chemical- and social criteria. In 2015, we had several fabrics certified to GRS, and for the first time released our fully GSR certified final products.



FAIRTRADE

The Fairtrade certification assures cotton farmers are fairly paid, no matter how strong the cotton industry currently is. The cotton farmers also gets a premium they can use to their own chosen developments in their community or production. 22 % of our products in 2015 were made with cotton certified by Fairtrade.



FSC – FOREST STEWARDSHIP COUNCIL

Our materials derived from wood are mostly FSC certified from un-threatened and responsible forestry and plantations. Examples of materials are the paper for hangtags, brochures and gift boxes. Some textile fibres can also be FSC certified, such as Tencel®.



OEKO-TEX® STANDARD 100

Oeko-Tex® Standard 100 is an additional control that our materials are healthy for nature, maker and user. We use it as an extra safety of independent chemical testing, next to our own stricter chemical management. All our suppliers' work with this standard on all or some of the materials they make.



CHEMICAL MANAGEMENT

Chemicals are needed in generally all steps of garment production and they surround us all in our everyday lives. The challenge for our suppliers and us is to use only the better chemicals and avoid the ones that are harmful in their overall existence and/or at certain limit values, places and mixes. Some substances never degrade in nature and some are toxic to, either or all, the human health, animal health and environmental health. In use of textile products, consumers also play a major role taking responsibility for chemical management during care and wash.

The complexity of risk-minimizing the use of harmful chemicals in textile production is its great variety of substances, the mixes of formulas, the concern for both local and worldwide people and nature, the non-universal distinctive national laws and the transparency upstream.



MINI RODIN'S OWN CHEMICAL MANAGEMENT:

PRODUCT DEVELOPMENT

All decisions concerning the design, materials and certifications affect the chemical use. We have strict policies in which materials and certifications to choose and we minimize unnecessary design affects like cuffs in contrast colour on our jersey and too much wear & tear effects on our denim.

EDUCATION AND SURVEILLANCE

Mini Rodini is a member of Chemical Group at Swerea, a network where approximately 90 brands similar to us learn the relevant chemical laws, current risks in the industry and more sustainable substitutions of substances and processes to stay proactive.



COMPETENCE TESTING LABORATORIES

To be sure the laboratories making our tests have high quality and follow the relevant international standards as well as our requirements on methods and equipment, we use a checklist with some control questions to be filled in by the laboratory and evaluated by us.

LOCAL LAWS

In our agreement with each supplier, we require them to not only follow our RSL but also the local chemical law (if applicable) in the production country (-ies). This to protect their local community and the people making our products that are more closely exposed to the chemicals in an everyday life.

RSL - RESTRICTED SUBSTANCE LIST

We have restrictions on all chemicals related to our product assortment. The list is based on the European legislation REACH but also has more strict values added. Each supplier needs to sign this list before receiving an order and it is updated twice a year.

RECIPES

Apart from laboratory testing, we ask for recipes of chemical formulas and mixes by the same purpose. The recipe is part of a standardized safety data sheet used to instruct employees in production how to handle the chemicals safely and what influence they have on environment and human health. We ask for safety data sheets when a new function, print or new supplier is introduced and also as a random check of existing functions.

Our 2016 plans

ON BETTER PRODUCTS

- To create efficiencies in our range planning by consolidating product groups and suppliers.
- To increase products made with sustainable materials to 98% of the yearly production.
- To make action plan for sustainable detail components and trimmings on product.
- To increase number of GRS certified products from 0,3% to 5%.
- To re-develop our RSL (Restricted Substance List) with stricter limit values.
- To increase upcycled products from 40-50% to 70% of our total waste at applicable supplier.
- Make a strategic plan of re-collecting our used garments into re-use.

LABORATORY TESTING

We arrange chemical tests by third party laboratories each season. What products and materials to be tested are decided by our risk assessment to have a broad range of substances tested, legally prohibited substances, currently observed high-risk substances in the industry, material composition, fabric function, order volume, supplier, production country, etc. In 2015, 16% of our production order volume had different chemical tests initiated by us. We also made an internal guide for our production team in 2015 on relevant substances for our assortment, their common use, properties and RSL demands versus REACH and GOTS.

FLUOROCARBONS AND BIONIC FINISH ECO®

Since 2014, all our outerwear with waterproof or water-repellent impregnation has had Bionic Finish Eco as a more environmentally friendly option to the conventionally used impregnations with fluorocarbons.

In 2015, this was the case to, but even so, one fabric quality failed in fluorocarbon laboratory tests. As we strive to avoid fluorocarbons 100 % we put a lot of energy on investigating this matter. One of the reasons fluorocarbons are so harmful apart from not degrading in nature and being hormone



disruptive, is that they can travel extremely easy from one material to another through the natural air- and waterways. This is why they

are found in living creatures very far away from the production locations such as in polar bears in the arctic regions. In our research, it is very hard to conclude the exact reason why the fluorocarbons appeared in our fabric quality. Our theory is that there was a contamination into our fabric in the water treatment plant in the fabric production facility, and not that the fluorocarbons were added to our fabric by purpose.

We are continuing trying to find an answer and push for a solution as the elimination of fluorocarbons is one of our most important chemical management priorities and we want to keep all our fabrics as clean as possible.

Social justice

Social justice for us represents fundamental human rights. Our social responsibility in production means caring for the people behind our products. We stay true to our commitment of doing the very best we can to for the employees making our products according to international standards and frameworks on work conditions and human rights.

FINDING THE RIGHT PARTNERS

Careful supplier sourcing is key to gain as good labour standards for the production employees as possible. Garment production is one of the most labour-intensive industries and the skilled people behind our products are a highly valuable asset of great importance to us.

When searching for and choosing a supplier, it always needs to pass our CSR checklist before starting to discuss prices and lead-times. The format is a questionnaire developed by us checking the suppliers' own initiatives on both environmental and social responsibility. This results in that in general all our suppliers has documented policies on labour conditions and own initiated sustainability achievements such as having wind or solar energy, sponsoring local schools and planting trees.

OUR SUPPLIER SOURCING METHOD:

- We always aim to work directly with the supplier without intermediaries to gain a close relationship with forceful sustainability progress.
- We always aim to as much as possible choose production country according to better labour standards locally.
- We always aim to prioritize electing the suppliers having existing labour standard monitoring initiated and integrated within their company.
- We always aim to prioritize electing the

suppliers having existing labour standard monitoring from SA-8000, Fair Wear Foundation or BSCI (Business Social Compliance Initiative).

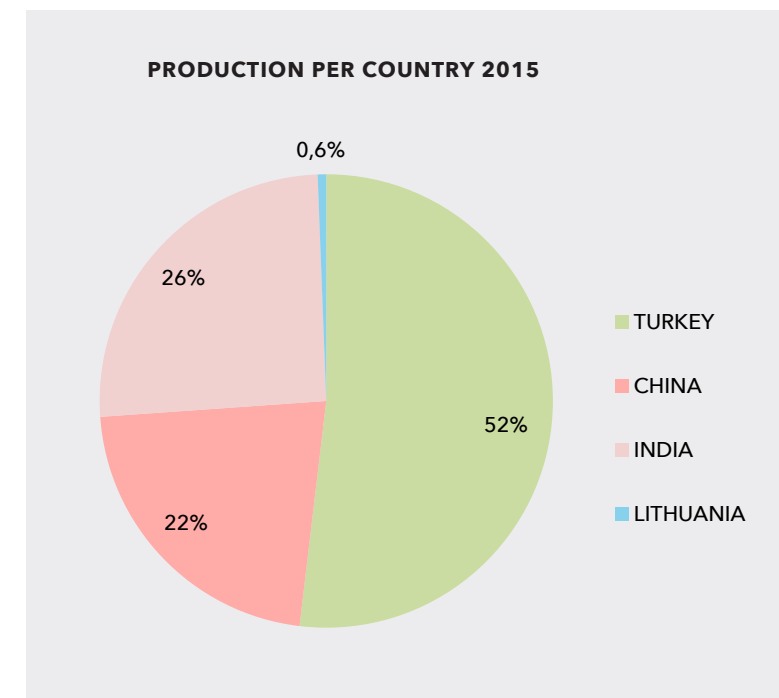
- We always aim to have raw material as geographically close as possible to the sewing- and exporting locations to save on emission of freights.
- We always aim to work with as few production countries as possible in order to have better social responsibility knowledge and monitoring as well as frequent visits.
- We always aim to choose production country according to the local textile product expertise.
- Every supplier sourcing is made by our CSR coordinator, who selects a smaller amount of suppliers whom are then forwarded to the responsible buyer.
- In every supplier sourcing, a custom-made CSR checklist is used analysing, The suppliers own initiated CSR engagements for the employees and in the local community; factory certifications for social labour standards; recent social audits made; sustainable materials availability; amount of sustainable materials used at the supplier in total; established material certifications and the expertise in children's wear production.
- Every supplier sourcing starts after the supplier evaluations of the finished season are made. CSR coordinator, buyers, production manager and

designer together agree on what types of new suppliers are eventually needed for the coming season. Also if some suppliers are not needed or should be cut from our supply chain.

Suppliers are only cut when not complying with our most critical CSR and quality requirements. Our approach is not to end a supplier relationship as soon as there are issues – only when the issues are critical and not mutually bettered in a fair pace. When ending a supplier relationship, we do it in an as honest way as possible for mutual understanding and respect.

PRODUCTION LOCATIONS

The production of 2015 was made with 16 suppliers and in 2014 with 18 suppliers. The main reasons of reduction of the amount of suppliers were limitations of one supplier meeting one of our critical chemical restrictions at a certain fabric type and one supplier making only a temporary label product for us (today makeable with our current strategic suppliers). A new production country for us in 2015 was Lithuania, to start with our new organic wool and with the aim of gaining more capacity for growth at our jersey range, our largest product group. We are presently striving to move parts of our production closer to our home market during 2016 to have lesser environmental impact from freights and shorter lead-times.



” Garment production is one of the most labour-intensive industries and the skilled people behind our products are a highly valuable asset of great importance to us ”

SUPPLIER RANGE OBSERVATION

A weakness observed in our overall chain of suppliers is that we started working with several of them relatively recently because of the need of increased capacity along our fast growth, as well as higher sustainability demands. Despite this, what we have also determined in 2015 is that we now have a stable platform of strategic suppliers making our core assortment with high sustainability and quality standards in general which we can grow with seasons ahead.

Another important insight is that we have a few suppliers where we have small leverage and order values that are not growing as steadily as the rest of suppliers due to slower sales of the characteristic product types they make. A business relationship should be mutually beneficial for all parties. Thus, this is a task we need to make a course of action, through more careful range planning gaining

stronger business and likewise, a lasting sustainability influence.

EVALUATION & SCORING

In 2015 we made a renewed supplier evaluation and scoring system, this to strengthen our developments on production, communication and sustainability. The routine will be made two times per year by the whole production department, its manager and CSR coordinator. Inside the evaluation, we also ask the supplier to evaluate us so we can take our part of the responsibility to have a good long-term relationship.

In our scoring, we value and prioritize sustainability among the highest next to quality standards and effective production planning on deliveries. Our ambition is to reward the suppliers with highest scoring with increased orders as much as possible.

SOCIAL AUDITS

We do not own any factories, but partner with carefully chosen ones. We make social audits to check compliance to our Code of Conduct standards, and to learn more how we can take our part of the responsibility of a safe and fair working environment in the factories.

In 2015, we made external audits at two suppliers initiated by us. Out of total order volumes 2015, 86% of our sewing suppliers has until now had a social audit initiated by us, by our intermediaries or by other brands through Fair Wear Foundation.

Our social audits are announced beforehand, as we believe in a close and open dialogue to gain strong mutual and long-term trust between both parties. An attentive and continual follow-up of the findings in the social audits is also of great importance to make positive continuous progress together with the supplier.

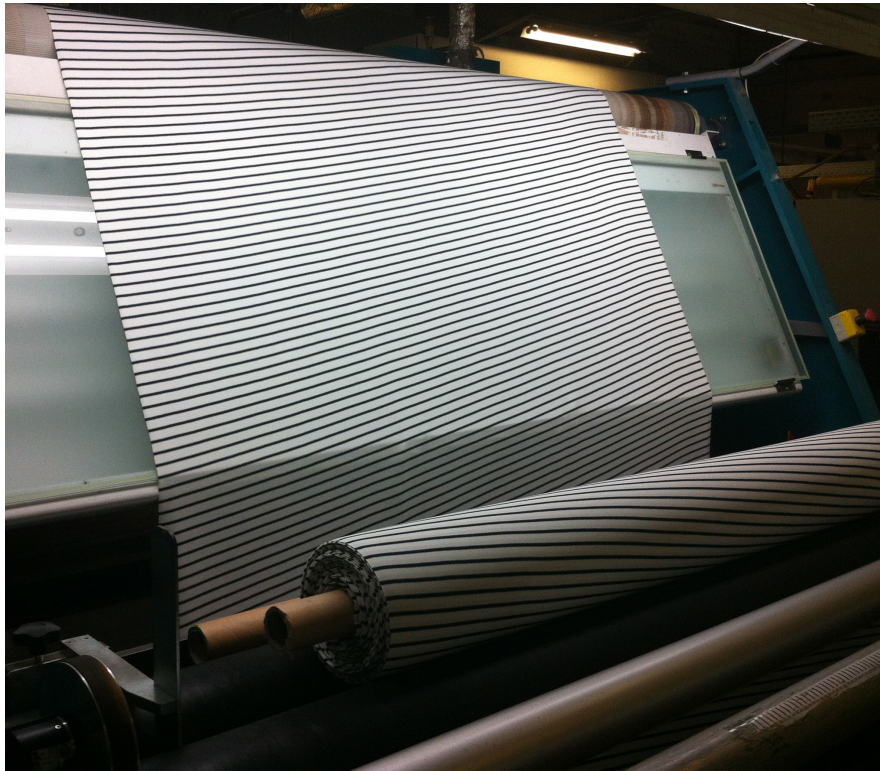
Code of conduct

- Employment is freely chosen
- There is no discrimination in employment
- No exploitation of child labour
- Freedom of association and the right to collective bargaining
- Payment of a living wage
- No excessive working hours
- Safe and healthy working conditions
- Legally-binding employment relationship
- Environment impact obligations
- National and international legal obligations

The Mini Rodini Code of Conduct is a contract about labour rights and working environment each supplier needs to sign before partnership can start. The criteria are based on the regulations by International Labour Organization (ILO), the UN Universal Declaration of Human Rights stated including the Code of Labour Practices by Fair Wear Foundation. The headlines of the terms in our Code of Conduct is listed above.

CERTIFICATIONS

The certifications our suppliers use, SA-8000, GOTS and Fairtrade, independently monitor the social labour situations in the factories and cotton fields we partner with as well. 84 % of total production volume comes from suppliers working with these three certifications, which are 9 of the 16 suppliers. We see this as an important but additional security of working conditions control apart from our own initiated social responsibility work.



FAIR WEAR FOUNDATION

Our efforts in social justice will continuously be deepened onward after Mini Rodini joined Fair Wear Foundation (FWF) January 2016 as the first Swedish children’s wear brand. FWF is an independent organisation working for better labour conditions of employees in the global textile industry. The organisation includes approx. 80 member brands that share the same ethical agenda and Code of Labour Practices. There are other organisations like FWF, but we chose FWF as it is a multi-stakeholder initiative and as we believe they have come furthest on the living wages field.



PAYMENT OF A LIVING WAGE

At 1 supplier and 3 factories in India, we joined a project with other brands to pay our share of a living wage to the employees in 2014. This project is still on-going and today 2 280 employees get this extra income. All employees at the factories receive the living wage and not only the ones producing for Mini Rodini. In 2015, we opened the dialogue with more suppliers and factories with the aim to implement a living wage system together and the follow-up will continue.

Our 2016 plans
ON SOCIAL JUSTICE

- To implement living wage system with one more supplier.
- To update our Code of Conduct according to the Fair Wear Foundation criteria.
- To implement the Fair Wear Foundation main requirements with all suppliers at factory level.
- To make our first Worker Education Program(s) with applicable supplier(s).



MiniRodini at home

The sustainability commitment do not only includes making better products and working towards social justice and better working climate in our production. What we do at home inside of our own organisation is essential to be representative to our sustainability progress and stay dedicated and curious about it together. To act sustainable is one of our core values and integrated in our business since the foundation of Mini Rodini.

THOUGHTFUL UNIQUE DESIGN

We take children seriously and do not split our collections in gender - as we think children should not be told what to like based on gender stereotypes. Quality, comfort, function and children's safety come first in our design and product development. We do timeless design and do not follow trends.

RESPONSIBLE MARKETING

We choose carefully and consciously the channels and ways our brand and products are communicated according to our core values within equality and diversity. We do not for example participate in children catwalks and we are very careful how we expose the children in our in-house photo shoots to do it as fair and responsible as possible.



INTERNAL BUYING POLICY

Employees at Mini Rodini follow an internal guide on how and where to buy organic, fair trade or in other ways consciously on all Mini Rodinis accounts. It includes food groceries, consumable materials, cleaning products, taxi, restaurants, etc. We also have a policy to eat vegetarian food at all company get-togethers and all other business related occasions possible.



SUSTAINABLE STORES

In 2014, we released our first sustainable store interior concept with more sustainable materials and better energy solutions. During 2015, this has been spread to 3 out of our total 4 stores.

3/4

COMPOSTABLE WASTE

In 2015, we started to compost our biodegradable organic waste from our lunch and other groceries at our head office. We use Bokashi, a Japanese method that ferment the waste by covering it with a mix of active natural microorganisms. The composted waste is directly put into the soil and saves greenhouse gas emissions compared to the traditional composting methods.



SWEDISH SOCIETY FOR NATURE CONSERVATION

To care for nature, Mini Rodini is since 2015 a member of the Swedish Society for Nature Conservation (SSNC). A "charitable organisation spreading knowledge, charting environmental threats, and proposing solutions and influence politicians and authorities".



RECYCLABLE WASTE

In all the premises we can, we recycle our waste of plastics, paper, glass, metal, batteries, etc.

BETTER ELECTRICITY

In all locations possible, we use renewable energy and increased it in 2015. Sources include sun-, wind- and water.



LOGISTICS

For production freights, we always prioritize sea- and truck freights. We avoid airfreight to furthest extent possible and consolidate as many orders as possible in each shipment. The reason to use airfreight is in general tight lead-times to delivery to retailers and customers and last-minute quality corrections needed in production. In 2015, airfreight decreased from 8% to 7% of the total shipped volume of products. We have our own central warehouse outside Stockholm, taking in all production freights

and distributing it worldwide to our stores, retailers and end-customers. There they reuse the incoming boxes - to outgoing deliveries - to customers and to our stores. We do make some direct shipments from factory to distributors when possible, and aim to do more of this in the near future.

In November 2015 we started with bicycle courier freights in our local community. These freights go between our warehouse, Stockholm stores, head office and product loans for PR and marketing. Each bicycle can take

300ks/3m³ and we use this freight mode as often as possible.

When staff is travelling on business trips locally, train is the regular choice when possible. For customer claims from our web shop, we don't ask the customer to send the product back to our warehouse. All staff orders are sent from the warehouse to the closest Mini Rodini store inside the regular weekly shipments.

In 2016, we will need to apply a holistic approach on the logistics throughout the whole organisation to develop it to as green as possible.

BABY STROLLER MARCH AGAINST MATERNAL MORTALITY

On the 8th of March 2015, Mini Rodini supported the yearly march against maternal mortality arranged by RFSU (the Swedish Association for Sexuality Education). We made a rain cover print design for a baby stroller, given out to participants in the march.

Every day, 800 women die because of pregnancy-related complications. 99 % of the maternal mortality affects the women in developing countries mostly due to the lack of contraceptives, safe abortions and maternal health care. RFSU spreads knowledge and tries to impact the politicians to give more focus to this issue and one example of this is to arrange the baby stroller march.

The march in 2015 broke records with 4 000 people participating and among them several known politicians and engaged celebrities.

Our 2016 plans

ON MINI RODINI AT HOME

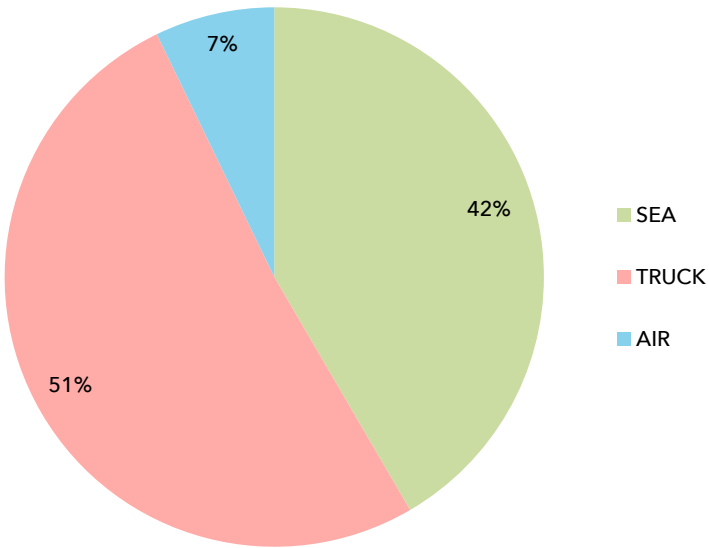
- To make an action plan for more green overall logistics and freights.
- To make an action plan to start making carbon footprint analyses.
- To make mapping system and sustainability action plan of our product packaging system.
- To re-develop the Mini Rodini CSR guide to external partners.
- To re-develop and highlight our CSR communication at our website.
- To implement a cooperation for product donations.



DONATION OF ACCESSORIES TO REFUGEES

In the autumn of 2015, we donated 200 shoes and 200 hats to the organisation Vi Gör Vad Vi Kan (We Do What We Can). The independent organisation was initiated and started in September 2015 initiated by private persons who wanted to do what they can to help the refugees arriving by boat to the Greek island Lesbos. It has now grown into an established collecting foundation helping refugees from war-torn countries, nature disasters or other vulnerable circumstances.

FREIGHT MODES 2015





A great year

2015 was a great year for Mini Rodini. Our steady growth has made it possible to progress our mission to do the very best we can out of all we do.

We have come far on the sustainability level and it is among our core values, yet, we also acknowledge we have more challenges forward. Nevertheless, we stay curious to them and see great things coming for our company and the positive force we can bring for a better planet.



Christina Rolén CEO and Klara Gardtman CSR Coordinator.

ABOUT THE REPORT

This report of 2015 is the second sustainability report of Mini Rodini. It covers the key performances of the environmental and social responsibility in the financial- and calendar year of 2015. The format of guidelines in the GRI standard for sustainability reporting has been used to furthest extent possible based on current material and resources available. All facts and data are collected from internal systems, suppliers and partners. To read more about GRI - Global Reporting Index, visit www.globalreporting.org.

mini rodini

Mini Rodini AB, Klippgatan 11, 116 35 Stockholm, Sweden, csr@minirodini.se
Please also visit www.minirodini.com to follow our current movement and actions.