



2021

CORPORATE RESPONSIBILITY REPORT

reima





IN 2022 APPAREL


55%

of outdoor apparel have bluesign® approved main materials

97%

of cotton fibre is organic certified.



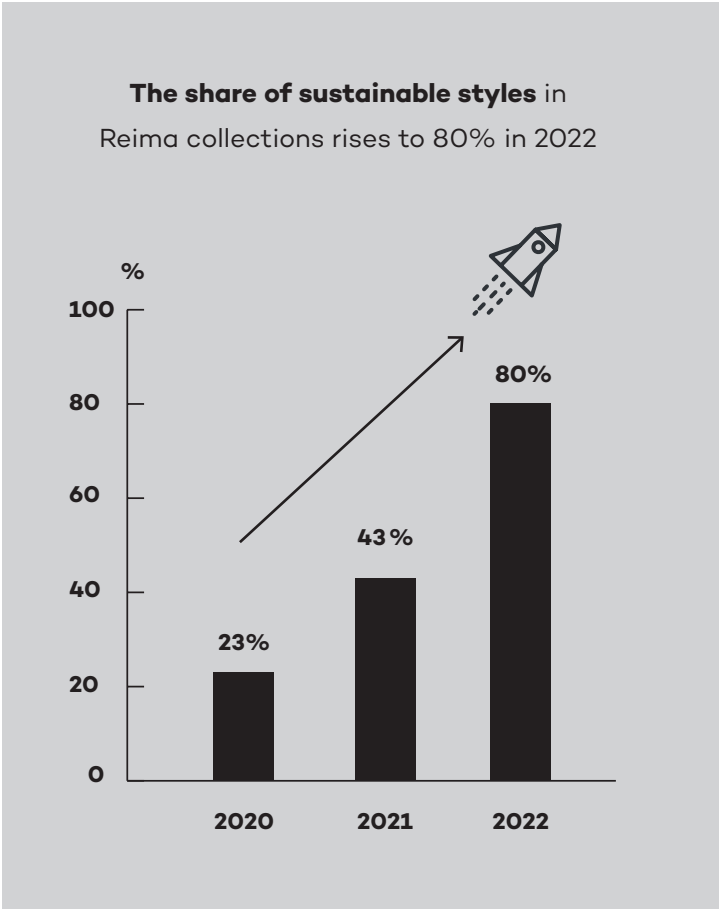


100%

recycled fibers in all styles with synthetic wadding starting Autumn-Winter 2022

79%

of synthetic main materials are made with recycled fibres





Personnel satisfaction at

4.43 / 5





HAPPY REIMA FAMILIES  
ALL OVER THE WORLD:

Global  
consumer NPS  
reached 82



95%

of our factories were audited  
for human and labor rights  
practices and they all reached at  
least an Acceptable C grade



3,825 Reima  
items resold in  
Finland alone!

Reima clothing lasts from kid to kid  
and we support secondhand initiatives  
all over the world.



1,100 trees  
planted!

Reima planted trees with our partner,  
Puuni, to offset all our 2020 own  
operating greenhouse gas emissions  
(315t CO<sub>2</sub>e)



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# Moi, Dear Friend!

There's no way around the fact that the beginning of 2022, like its predecessors, is tainted by tragedy. The war in Ukraine has sent shockwaves through Europe which will reverberate for a long time. On the other hand, humanity is at its kindest once again, as civilians, governments, companies including Reima, and NGOs alike mount huge relief efforts. We hope for a swift end to the conflict through diplomatic negotiations.

Although 2021 is starting to feel quite distant in the middle of such major events, it is worth taking stock of. The ecological crisis continues, so our planet needs our help, too. That has been a core focus for years for Reima, and I'm proud of our achievements: in 2022 already 80% of Reima apparel are made with sustainable materials, and we've committed to greenhouse gas reductions in line with the Paris Climate Agreement. Kids deserve a clean planet to play on, and we will keep working to ensure they have one.

As terrible as the pandemic years have been, one silver lining for many families has been appreciating and spending more time together outdoors. This is the lifestyle Reima wants to champion now and in the future, by providing products and services that make an active childhood easy and carefree – also for the parents. We have succeeded, too, as demonstrated by Reima's sales rebounded to pre-pandemic levels in 2021.

None of this would be possible without the dedication of Reima's personnel. We always take care of each other, lend a helping hand and stand up for what's right. That is even more important in tumultuous times.

We continue to support the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative. We are deeply committed to it and its principles on human and labour rights, respect for the environment and anti-corruption measures in our operations.

The world is facing many uncertainties right now. Our mission to raise a generation ready for the world to come is more relevant than ever.

Let's continue to take care of each other and stay active!

**Sustainably yours,**

**Elina Björklund**  
Chief Executive Officer





# Report summary

It's not an exaggeration to say Reima has made huge leaps in corporate responsibility in recent years.

The share of Reima apparel styles with sustainable material content has gone from under 5% in 2019 to 80% in 2022 collections. This includes easily recyclable monomaterial styles, and styles with a bluesign® approved main material, recycled polyester, organic cotton, or RWS® certified wool.

We continue to ensure that the products are responsible not only in materials but in the way they are made: 95% of our direct suppliers were audited satisfactorily for social compliance, nearing our 100% target by 2023. As a bluesign® system partner we have continued to choose material suppliers with safe and sustainable manufacturing processes. We made our supply chain more transparent than ever by publishing on our website our materials and trimmings (Tier 2) supplier list, in addition to the finished goods (Tier 1) supplier list.

In order to protect our planet's climate, we conducted a carbon accounting project and signed the Science Based Targets commitment. This ensures our climate actions will align with the Paris Climate Agreement of limiting global warming to below 1.5 °C degrees. Our total carbon footprint in 2021 was 37,758 tonnes of CO<sub>2</sub>e, with 78% caused by the manufacturing of materials, 10% by the sewing phase and 5% by the transportation of goods. The remaining 6% was divided between own operations (energy use in offices and shops), packaging and others. We are offsetting our 2021 unavoidable own emissions with Compensate.

Staff satisfaction remained high despite the second pandemic year forcing long periods of remote work on our offices, again. In 2021, we launched the Reima Leadership Principles and the Reima managers'

training program. Almost all staff members had a personal development and feedback discussion with their superiors. We were also able to continue providing trainings online, and by the end of the year 77% of Reima staff had completed the anti-corruption training, and over 70% have completed the sustainability training either online or face to face.

Our products and services won seven industry and consumer awards internationally. The Net Promoter Score (NPS) globally rose to a record high 82, meaning the vast majority of our consumers are extremely likely to recommend us to their friends.

In addition to all these advances, we have taken steps big and small with and without partners, to keep championing an active childhood and preserving the planet for future generations. We hope you enjoy finding out more about them throughout this report.

We practice the basics of CSR reporting, e.g. stakeholder analysis or materiality assessment to keep our corporate work structured and follow the GRI (Global Reporting Initiative) standards for reliability. An external expert from Ratkaisutoimisto Vinha has checked that this report follows the GRI reporting guidelines.

**Sissi Penttilä**

Corporate Social Responsibility Specialist



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.





# Company introduction

Reima is a globally leading brand in kids' activewear. It is known for its award-winning innovation and high-quality clothing. Reima offers a 'tip-to-toe', year-around collection for active kids age 0 to 12 years. In addition to outdoor and innerwear clothing, the offering includes a wide range of accessories, footwear as well as solutions and services for families. Reima's products are available in over 70 countries across the world. Reima employs around 500 people.

## FINANCIAL PERFORMANCE

Reima Group's net sales showed a strong recovery in 2021, growing to 147 million Euros. This means 20% growth compared to the previous year, exceeding pre-pandemic figures. International markets continued to drive growth, representing 87% of sales. Especially Reima North America grew by 111% year-on-year, while Russia and the Nordics continued as Reima's key markets in 2021.

The share of sales between digital and offline channels remained at the previous year's level, at around 60% digital and 40% physical sales. These figures include both Reima's direct-to-consumer channels as well as wholesale. Digital wholesale retailers, or so-called e-tailers, represented the single largest sales channel for Reima brands, and combined with specialized retailers, department stores and other partners, wholesale represented 63% of net sales.

Reima's own digital sales channels represented over 20% of net sales, and the franchise retail network

grew by ten new stores, to 49 stores. At year end, we had 47 own Reima stores globally, following the opening of three and closing of four stores. The share of direct-to-consumer channels grew to 37% of total, and these channels remain in focus also in the coming years.

### KEY FINANCIAL FIGURES 2021 (2020)

Group Net Sales / MEUR

**147.4**

(122.3 Million Euros)

Adjusted EBITDA / MEUR

**20.5**

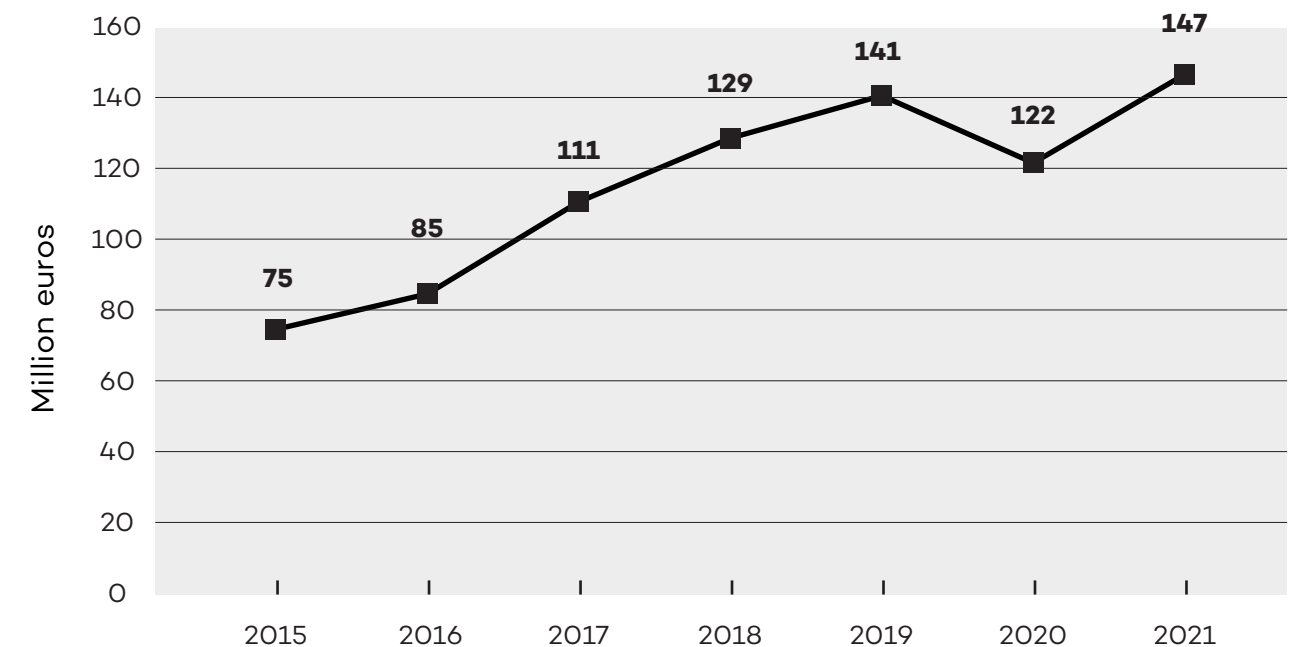
(13.6 Million Euros)

Reported EBITDA / MEUR

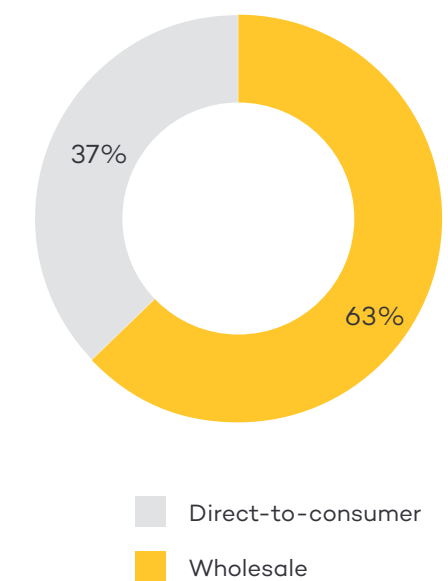
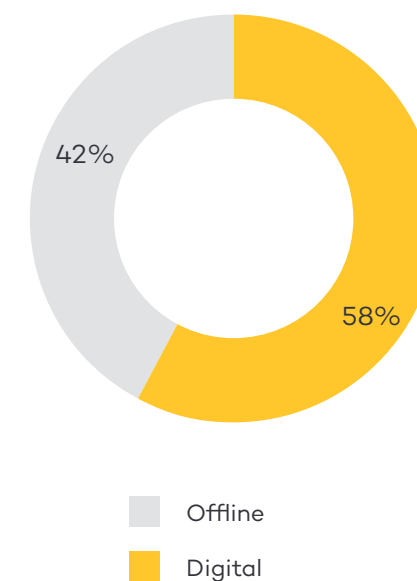
**15.9**

(13.7 Million Euros)

## Net sales 2015–2021



## Net sales by channel 2021





**CSR STRATEGY AND POLICY**

Reima’s responsibility strategy underwent a revision process in 2019. The revision was based on a reassessment of Reima’s corporate responsibility matrix, the assessment itself informed by previous discussions with NGOs, employee and consumer surveys, as well as technological advances and other developments in the industry, and world events more broadly.

The revision resulted in a foundational vision for Reima’s responsibility work illustrated by the sustainability pyramid. At the heart of the vision is Reima’s purpose: We champion an active childhood to raise a generation ready for the world to come. This ensures that our broader purpose and responsibility vision are always aligned.





RESPONSIBLE REIMA VISION AND PRACTISE

VISION	IN PRACTISE	ALIGNMENT WITH INDUSTRY SUSTAINABILITY TOPICS
Sustainable product	A product that is: designed to last from one child to another, safe to use, made from sustainable materials and recyclable.	Circularity (recycled raw materials and recyclable end products), reducing consumption, improving material and process choices, product safety
Responsible supply chain	A product that is made respecting the environment and human and animal rights, packed and shipped sustainably. Origins of every item can be traced to raw materials.	Human and labour rights, animal rights, chemical safety, biodiversity, transparency, climate action
Commitment to all stakeholders	Creating value for consumers & customers, employees, suppliers, shareholders and communities.	Human and labour rights, wellbeing and occupational health, anti-corruption, good governance, diversity, climate action

RESPONSIBLE REIMA 2023 PROGRESS

RESPONSIBLE REIMA THEME	GOAL 2023	ON TRACK?
Sustainable product  This section refers to 2022 figures as these collections have already been designed and partially made.	75% bluesign® approved materials in outdoor styles	Yes, 55% of main materials in 2022 collections
	50% recycled origin synthetics	Yes, achieved! 79% of main materials in 2022 collections
	100% certified organic cotton	Yes, 97% of used cotton in 2022 is certified organic
	60% water-based glues in shoes	Behind schedule, about 10% of styles in 2022
Responsible supply chain	100% finished goods suppliers audited for social compliance in human and labour rights	Yes, in 2021 we reached record 95%
	100% fabric traceability	Yes, at 95% in 2021, and in 2022, 100%
	100% sustainable (shipping) packaging	Yes, at least 50% of shipping boxes made with recycled cardboard in 2021
Commitment to all stakeholders	Climate-neutral own operations and commitment to a Science-Based emissions reduction targets	Yes, achieved! Our own operations are climate neutral through a carefully-selected offsetting scheme and we've committed to SBTi
	Employee engagement >80%	On track, at 78% in 2021
	100% of staff completed online anti-corruption training	Yes, 77% by end of 2021



CORPORATE RESPONSIBILITY  
GOVERNANCE

As with other topics of strategic value for the company, Reima's Board of Directors has ultimate decisionmaking power over sustainability and social responsibility. In 2021, Reima's Board of Directors approved the new Code of Conduct for the Company, and the decision to commit to Science Based Targets. The Code of Conduct is the foundation of Reima's commitment to human and labor rights, environmentally sound operations, good business relations, conducting ourselves with integrity, and respecting the law as well as our competitors. Once translated and published internally, all Reima employees will be expected to commit to the Code. Staff can test their knowledge on the Code with an online quiz. You can read more about the SBT commitment in the Climate impact section.

Reima's Leadership Team, chaired by the company CEO, is responsible for strategic decisionmaking on sustainability. Reima's Innovation and Sustainability Steering Group (ISSG) oversees the corporate responsibility activities and officially approves plans and action points. The steering group consists of the heads of different functions, usually leadership team members, to ensure company-wide understanding of and agreement on sustainability work. The Chief Business Development Officer chairs the ISSG. The group convenes four times a year. The planning and implementation of daily corporate responsibility work is led by the Chief Business Development Officer, supported by their team, and in collaboration with other functions as necessary for effective implementation.

In addition to the Innovation and Sustainability Steering Group (ISSG) and the Leadership team having executive decision-making power, the day-to-day oversight and execution of work related to human and labour rights at Reima is largely the responsibility of the CSR team, the human resources team (especially concerning own employees' rights), and the sourcing team (especially concerning human and labour rights in the supply chain). In terms of labour rights, freely elected personnel representatives in the company are also in a key and protected position. The day-to-day oversight and execution of work related to environmental protection and climate action is largely the responsibility of the CSR team, the Product and R&D team (especially concerning material and supplier selection and collaboration) and the Marketing and Customer experience team (especially concerning support for the repair, reuse and recycling of Reima products).

To strengthen the governance of ethical conduct Reima is setting up internal and external whistleblowing channels and procedures in the spring of 2022. This will align us with the EU Directive and new Finnish legislation on whistleblowing, which will come into force in the spring of 2022. These channels and procedures will help us identify and investigate potential cases of misconduct fairly. Whistleblowers will always be protected from retribution in any form such as dismissal, degradation and other forms of discrimination.

SUSTAINABLE DEVELOPMENT GOALS

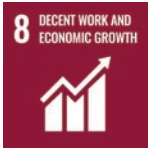
Reima is committed to the UN's Sustainable Development Goals, created to make our shared world better for everyone. Although our operations touch nearly all the goals one way or another, we've narrowed our focus to the five most crucial ones explained below.



Our mission is to inspire kids to be active, whatever the weather. Sufficient physical activity increases the likelihood of better health outcomes both in childhood and later on.



Textile and apparel manufacturing uses a lot of water. It's our responsibility to ensure that it's used proportionately and responsibly, so that the wastewaters aren't contaminated. Reima's Restricted Substances List limits the use of chemicals in manufacturing, and we assess our fabric suppliers with a focus on environmental compliance. We are also a bluesign® system partner. Our products are designed so they can be washed less, helping to conserve freshwater in the use. phase, too.



Everybody in our value chain deserves fair compensation for their labour, on time, and respect for their human and labour rights. It starts with fair remuneration practices in our own stores and offices. Our finished goods suppliers are third-party audited for social responsibility, and we conduct our own social compliance assessments every other year. As part of amfori, we work to improve the social responsibility of global supply chains beyond our own.



Children need to be clothed properly. But does the seasonal gear have to be brand new every year? And what happens after a jacket's been adventured to shreds? Reima has always designed for durability, and we now have a collection of monomaterial clothing designed for easier recycling, too. To keep the clothing in use for as long as possible, we partner with second-hand stores and charities, and offer a repair kit including the most common Reima spare parts.



Climate change makes the future lives of kids increasingly uncertain. In 2021 we conducted a comprehensive carbon accounting project in line with the Greenhouse Gas Protocol, and made a Science Based Target commitment to align our carbon emission reductions with the Paris climate agreement.



# Sustainable product

Product excellence and innovations have always been at the heart of Reima’s success. Reima products are made to last from one kid to another, and we know that some Reima wear has been worn by three generations of siblings! Our gear is both durable and made in classic designs, because the most sustainable product is the one that is already in your wardrobe (or your neighbor’s).

At the same time, it makes a huge difference how the new products are made. Material production causes our biggest impact on the environment, and

in this chapter we will delve deeper into how our product sustainability has evolved in 2021.

You can read more about how our products are made in the next chapter on supply chain, and about how we facilitate the reuse of our products in the final chapter on collaborations with third parties. For a comprehensive list of our sustainable design principles, please see the chapter on Corporate responsibility governance and operating principles.

RESPONSIBLE REIMA THEME	GOAL 2023	ON TRACK?
<b>Sustainable product</b>  This section refers to 2022 figures as these collections have already been designed and partially made.	75% bluesign® approved materials in outdoor styles	Yes, 55% of main materials in 2022 collections
	50% recycled origin synthetics	Yes, achieved! 79% of main materials in 2022 collections
	100% certified organic cotton	Yes, 97% of used cotton in 2022 is certified organic
	60% water-based glues in shoes	Behind schedule, about 10% of styles in 2022





SUSTAINABLE MATERIALS

At Reima, a sustainable main material fulfills one of these requirements: the main fabric is bluesign®-approved (chemical safety), its polyester is at least 40% recycled origin, cotton 100% organic, wool Responsible Wool Standard® (RWS) certified, or the (outdoor) clothing made from our specially-designed monomaterial for easier recycling. It’s important to highlight that those percentages refer to the share of that same material in the fabric. For example, if a jacket is 100% polyester, of which 50% is recycled origin, it is considered sustainable. If a t-shirt is 95% cotton and 5% elastane and all of the cotton is organic, it is considered sustainable. Our annually reported sustainability progress focuses on main fabrics, because every piece of apparel has a main fabric, so they are comparable across seasons and categories. Internally we also have targets for recycled content and bluesign® approval for e.g. waddings and lining fabrics in outdoor apparel. By autumn-winter 2022 all our synthetic waddings will be 100% recycled polyester.

In recent years, Reima has made a remarkable shift towards more sustainable materials in all our collections: in 2021, 38% of our clothing and accessory styles<sup>1</sup> fulfilled one or more of the sustainability criteria listed above. These sustainable styles represented 23% of our total 2021 purchase volume. These figures include our Lassie brand, mainly sold in Russia, for which we have defined internal sustainability targets starting in 2023 collections. If we consider Reima branded apparel only, which form he majority of our collections, 43% of 2021 apparel were sustainable.

It is good to understand that there are several different ways material sustainability can be reported. Here we have focused on the share of styles that are made with more sustainable materials, because it demonstrates the breadth of sustainability choices made at the design stage in our collections. In the climate action chapter you can also see the share of bought materials 2021 by weight and their greenhouse gas emissions. These figures are different from the ones reported here, because for example, much of the products’ weight depends on wadding and lining, even more so than the main material. Additionally, bluesign®, RWS and monomaterials aren't isn't included in the material weight comparisons, because they don't, to our knowledge, impact carbon emissions. Finally, here we haven't included footwear materials, but in the climate calculations we have.

SUSTAINABLE SHOES

Compared to clothing, sustainability in the footwear industry is still in child's shoes, as we say in Finland when something is only beginning to take shape. But we’re not here to only take baby steps. We want to make shoes as sustainable as our clothing. All leather we use for footwear is certified, to ensure it is always a food-industry by-product, and treated and dyed with environmentally preferable chemicals. Almost all our shoe styles are PFC free and we are aiming to reach 100% PFC free status in footwear in 2023.

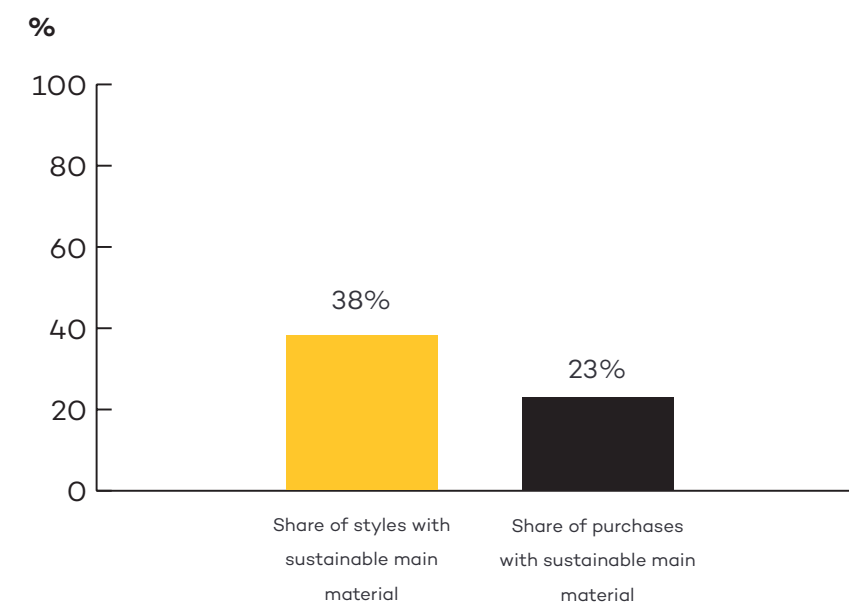
The harder parts of our shoe sustainability roadmap are material and component traceability, water-based glues (chemical safety) and recycled origin materials. The biggest challenge with all of these is that we do not yet nominate all the tier 2 suppliers the way we do with clothing. We have recruited specialists to address. In terms of water-based glues we are behind the roadmap, but working to improve.

PRODUCT QUALITY AND SAFETY

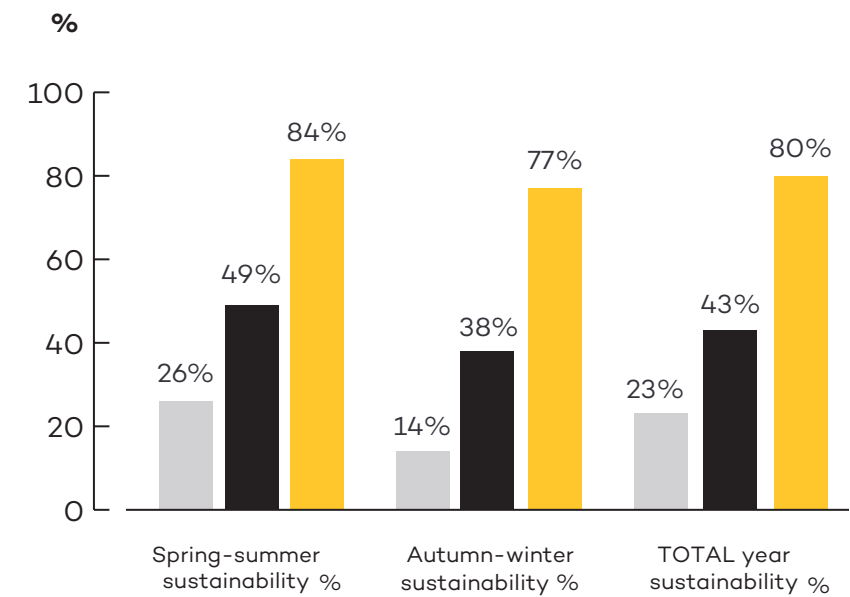
Kids’ clothes, especially outdoor wear, is fit for purpose when it supports play. Often this means quite rough treatment as well, when kids crawl around and climb, and yes, sometimes trip. That’s why Reima’s most important goal is durability and quality. To ensure durability, for example, we use something called a Martindale test, where the fabric is rubbed mechanically with sandpaper. The results are measured every 5,000 rubs, and for example our best snowsuits have a Martindale value of 80,000. The minimum values vary by age group and price point, but across these categories, for jackets the minimum value is 15,000 and for shell and wadded trousers 30,000. Only products that don’t get a lot of hard use, such as baby snowsuits (when the baby mostly just lies in the pram or in a carseat), can have lower Martindale values than these.

Safety is of utmost importance with kids’ products and our design and manufacturing process is so careful we were awarded the EU Product Safety Award 2019 in the Kids’ Product Category. You can read about our safe design principles in the Corporate Responsibility governance and principles chapter.

Share of sustainable styles 2021



Share of sustainable styles Reima brand year comparison 2020-22 <sup>2</sup>



<sup>1</sup> This includes the Reima and Lassie branded clothing and accessory styles and purchases of our spring-summer and autumn-winter 2021 collections, as well as items included in the Reima Baby Box collection and solution sales packages in 2021 and Reima items included in the 2021 maternity package of the Social Insurance Institution of Finland (KELA).

<sup>2</sup> This chart only includes Reima branded apparel, including spring-summer, early autumn and autumn-winter collections as well as Solution Sales and KELA items.





# Responsible supply chain

We couldn't do what we do without our suppliers. When we find a good one, we hold on to them like a kid's tongue sticks on to an icy lamppost. Reima Shanghai HQ has a dedicated and experienced team of sourcing and quality control professionals. Thanks to their expertise, we have excellent and trust-based relationships with our suppliers. We strive for long-term relations with our **TIER 1**, or finished goods suppliers, and in apparel we nominate our **TIER 2**, or material and trimmings suppliers, to ensure we get the world class quality of materials we need.

In the interest of transparency, we've published our Tier 1 and Tier 2 supplier lists on our website and they are updated at least once a year. These lists always represent over 80% of Reima Group's global purchase volumes, and for Tier 1, over 90%.

This section focuses on introducing our supply chain. For more information on greenhouse gas emissions from our supply chain, you can refer to the next chapter on Climate action, and for the human rights and environmental principles governing our supply chain collaborations, please see the chapter on Corporate responsibility governance.

RESPONSIBLE REIMA THEME	GOAL 2023	ON TRACK?
Responsible supply chain	100% finished goods suppliers audited for social compliance in human and labour rights	Yes, in 2021 we reached record 95%
	100% fabric traceability	Yes, at 95% in 2021
	100% sustainable (shipping) packaging	Yes, at least 50% of shipping boxes made with recycled cardboard in 2021



DIRECT SUPPLIERS

As in previous years, the majority of our Tier 1 suppliers are based in China. In 2021, 39 factories manufactured Reima goods.<sup>3</sup> While we aim to have every single site audited for social compliance, preferably in the amfori BSCI system, this year we reached a historically high audit rate of 95%. We are discontinuing our collaboration with the two factories that did not wish to have or renew their social compliance audit.

In order to ensure a good working relationship, a mutually satisfying quality and a reliable revenue for the supplier, we prefer to work with suppliers for as long as possible. Based on a purchase volume weighting, on average we have worked with our direct suppliers for 6,5 years. As our purchase volumes grow every year, as well as our offering in innovative materials and products, we are expanding our supplier base continually. We are also seeking geographical diversification in the supply chain.

As producing the finished goods is a very labour-intensive part of our value chain, it's particularly important that the finished goods suppliers are third-party audited. We aim for 100% coverage every year and despite the pandemic years have increased the percentage every year. Reima is a member of amfori BSCI and prefer the BSCI audit, although we also accept other comparable audits to avoid causing unnecessary audit overload to our suppliers. All our suppliers have at least a C grade - Acceptable from BSCI audits. All of them also score highly, As and some Bs, in the 13 different performance areas in the audits. The main reason many of them are still at C level overall is the performance area on working hours. We will continue to support our suppliers in improving their social compliance.

MATERIAL AND TRIMMINGS SUPPLIERS

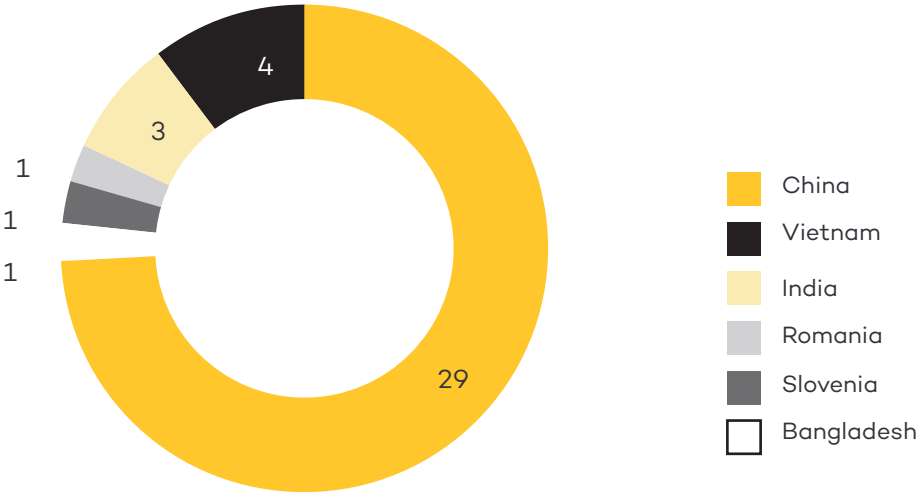
In 2021, for the first time ever, we published a list of our Tier 2 suppliers on our website. As part of the bluesign® system partnership we have also conducted an extensive material supplier analysis. Reima has almost seventy material and trimming suppliers, mostly in China. Having Tier 1 and 2 suppliers close to each other helps avoid shipping the materials unnecessary distances. As with Tier 1 suppliers, we have worked with our most important Tier 2 suppliers for many years.

As part of our bluesign® system partnership, we are working on aligning our supply chain more closely with bluesign® as well. Although so far only a handful of our suppliers are in the bluesign® system themselves, our newly revised Reima Restricted Substances List (RSL) is aligned with bluesign® requirements so that we will expect at the minimum the same level of chemical safety from all suppliers.

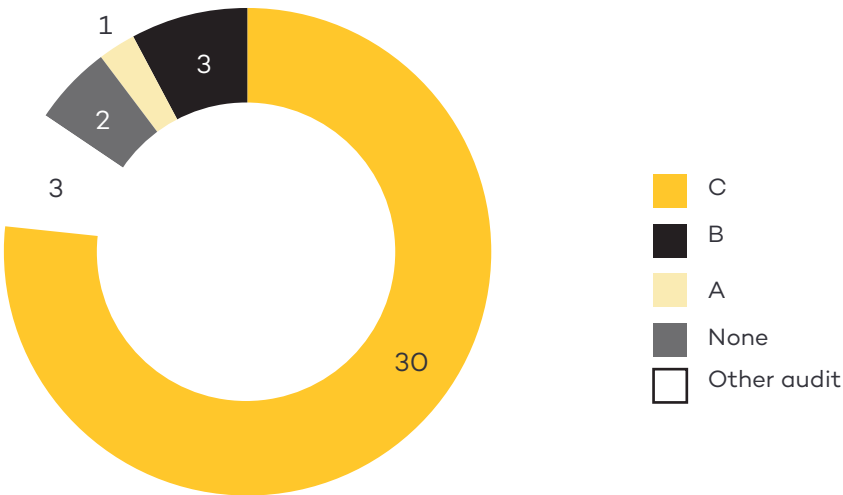
PACKAGING

Packaging is crucial to maintaining Reima's products in a pristine condition from factory to warehouse to consumer. In 2021 we revised the shipping packaging sustainability roadmap to specify that by 2023 all cardboard shipping boxes should be made from recycled cardboard and all polybags (the seethrough plastic bags protecting the items) should be made with at least 80% recycled plastic. While already over half of our shipping boxes are made from recycled pulp, we are still working to ensure all our shipping boxes, as well as the polybags protecting the individual products, contain recycled material. In 2022 we will continue improving packaging sustainability with consumer packaging and labeling.

Direct suppliers by country 2021



Direct Supplier BSCI auditing status 2021



<sup>3</sup> Excluding a handful of suppliers with orders totaling less than twenty thousand Euros.



# Climate action

We recognize that we need to do our part in tackling climate change. We have measured Reima's own carbon footprint (greenhouse gas emissions Scope 1 and 2), for a couple of years now, and compensated our 2020 emissions for the first time. However, as the textile industry's greatest environmental footprint is in the supply chain, in 2021 we conducted a comprehensive carbon accounting project. This gave us a more accurate

picture of our impact and enabled us to make a commitment to the Science Based Targets initiative (SBTi) as the first Finnish apparel company. So far we have signed the commitment and will communicate our detailed emission reduction targets later this year after they have been validated by the Science Based Targets initiative.

RESPONSIBLE REIMA THEME	GOAL 2023	ON TRACK?
Commitment to all stakeholders	Climate-neutral own operations and commitment to a Science-Based emissions reduction target	Yes, achieved! Our own operations are climate neutral through a carefully-selected offsetting scheme and we've committed to SBT





Reima's total carbon footprint for 2021 was 37,758 tonnes of CO<sub>2</sub>e.<sup>4</sup> Approximately 1% of this was Scope 1 and 2, or so-called own emissions, and 99% Scope 3. You can see a breakdown of the emissions in the chart. You can see the full emissions table on the next spread

HIGHLIGHTS FROM THE CARBON ACCOUNTING PROJECT

Scopes 1 and 2: Carbon-neutral own operations

In 2019, we measured the carbon footprint of our own operations for the first time and set a target for achieving carbon neutral own operations by 2023. This includes measuring and reducing our carbon footprint annually and compensating for the unavoidable emissions.

In 2021, our total scope 1 and 2 emissions were 357 tonnes of CO<sub>2</sub>e. This includes the electricity purchased for our offices and stores, as well as the fuels purchased for leased company cars. While the total number looks slightly bigger than the year before, it is mostly explained by the fact that company cars were not included in our 2020 calculations.

We will keep working on reducing these emissions – our actions for emission reductions so far include renewing the company car policy with stricter emission limits in 2020 and switching to renewable energy in multiple locations in 2021. We are offsetting our 2021 own emissions with Compensate, a Finnish nonprofit that invests in high-quality carbon capture projects.

SCOPE 3: Beyond own operations

Most of our emissions are caused further down the value chain – in the GHG protocol, these are called scope 3 emissions. The emissions are mainly caused by making and shipping our products.

Purchased Goods and Services – which includes the materials used in our products and packaging, as well as the services we buy from our suppliers – accounts for approximately 90% of our total emissions. Most of these emissions are caused by the production of materials, and the production and processing of polyester fabrics is our single biggest source of emissions. This means that the choice of materials and product design have a central role in reaching our emission reduction targets.

At the raw material level, mechanically recycled polyester has an over 70% smaller carbon footprint than virgin polyester. Even though the carbon footprint of fabrics also depends on other factors than raw material – such as dyeing and other processes – it is safe to say that recycled synthetic materials have a significantly lower climate impact than virgin ones. That's why we are working hard to increase the share of recycled materials in every collection. Between 2020 and 2021, our consumption of recycled polyester grew a whopping 400%!

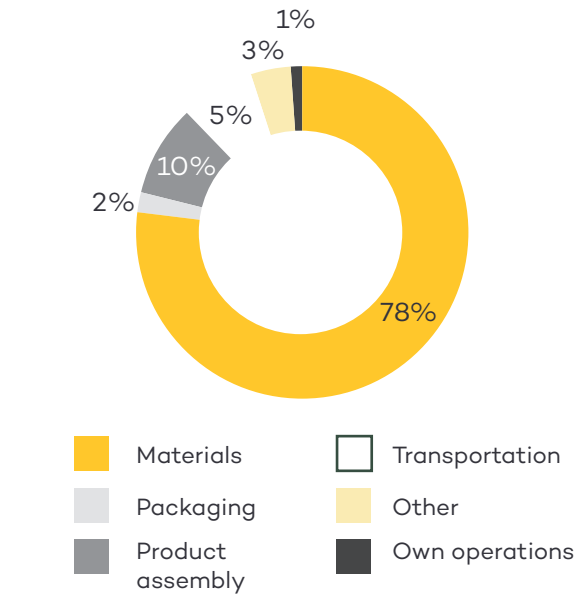
We are working towards replacing more virgin materials with recycled alternatives, always mindful that the fabrics we choose are still fit-for-purpose, e.g. durable enough. Because a product that withstands use by many kids is still more sustainable than one that is made from recycled materials but rips with the first user.

Our tier 1 suppliers turn fabrics and other materials into finished Reima products, and they naturally need electricity and fuels for their work. We calculate the emissions caused by assembling our products by collecting data directly from our suppliers. In 2021, this accounted for 10% of our total emissions. Going forward, we will tighten our collaboration with our suppliers to reduce emissions within the supply chain.

Packaging materials account for approximately 2% of our total carbon footprint. Although their share of the overall impact is small, we are determined to make it even smaller. To read about how we work with sustainable packaging, please see the chapter on Responsible supply chains.

After materials and product assembly, logistics is the most prominent source of our value chain emissions. Our inbound logistics – from factories to Reima hubs – is mostly rail and sea freight, while our outbound logistics – from hubs to customers – is mostly handled by trucks. We try avoid air freight. In 2021, transportation accounted for approximately 5% of our total emissions.<sup>5</sup> Other scope 3 categories put together – business travel, energy consumption of franchise stores and product end-of-life, for example – accounted for the remaining 3%.

Share of greenhouse gas emissions by source



Emissions chart key

- Own operations (Scope 1 & 2):** Energy used in offices, stores, leased company cars
- Materials, production and processing (Scope 3):** Includes 1. Fabrics, yarn and insulation used in clothes & accessories, and 2. Upper, sole, and lining materials of shoes
- Garment assembly (Tier 1) (Scope 3):** Scope 1 and 2 emissions of our manufacturers, ie. the energy and fuels used for making the finished products.
- Transportation (Scope 3):** Factories to Distribution centers (inbound logistics) and Warehouses to Retail stores / Business customers / E-com consumers (outbound logistics).
- Packaging (Scope 3):** Polybags, cardboard boxes, plastic hangers, e-com packaging, paper bags, hangtags, shoe boxes, innerwear boxes

<sup>4</sup> We've excluded the use of sold products, as it's hard to get reliable data on, and therefore any reductions in that category would be hard to prove. It's not required for an SBT commitment.

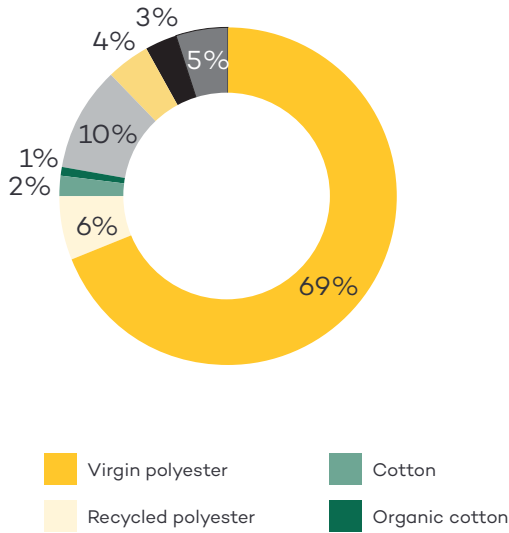
<sup>5</sup> Excludes e-com shipments in Russia and Asia and outbound logistics in North America.



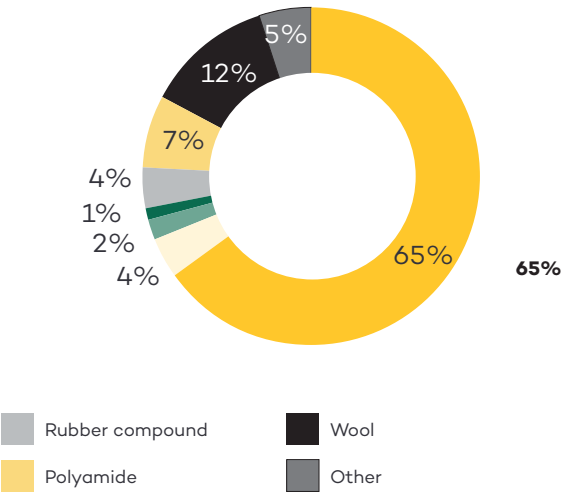
REIMA GROUP GHG EMISSIONS 2021			TONNES OF CO <sub>2</sub> E	SHARE OF TOTAL
Direct (Scope 1)	Fuels used		59	0,16%
Indirect (Scope 2)	Purchased electricity (market-based)		298	0,79%
		Finland	38	0,10%
		Russia	101	0,27 %
		China	148	0,39%
		Europe, other	10	0,03%
	Purchased electricity (location-based)		301	
Indirect (Scope 3)	Purchased goods and services		34308	90,86%
		Production and processing of materials	29590	78,37%
		Packaging materials	894	2,37%
		Product assembly (tier 1 suppliers)	3824	10,13%
	Energy-related activities		115	0,30%
	Transportation and distribution		2063	5,46%
	Business travel		28	0,07%
	Product end-of-life		623	1,65%
	Franchises		264	0,70%
Total	Total		37758	100%

<sup>6</sup> Emissions calculated using Higg MSI (Material Sustainability Index). Other materials include EVA, polyurethane, down, acrylic, elastane, leather, lyocell, and viscose.

Share of material consumption in 2021



Share of material emissions (CO<sub>2</sub>e) in 2021 <sup>6</sup>



SPOTLIGHT2021



COMPENSATING OUR 2020 CARBON FOOTPRINT WITH PUUNI

As we promised, we offset our 2020 own operations’ carbon footprint, in full. We did this with a Finnish startup called Puuni, by planting 1,100 trees on municipal wasteland.

The land is otherwise unused, would not reforest by itself and would be too expensive for the municipalities to reforest with public funds, which makes the reforestation by Puuni and Reima a truly additional carbon sink.

Our staff and their kids also helped out in the planting operation!

You can see the plot of land and a description of the tree species through [HERE](#).







# Commitment to all stakeholders

In line with the Business Roundtable, we commit to creating value to all stakeholders; consumers and customers, employees, suppliers, communities and shareholders. In this chapter we focus especially

on employees, consumers and how we work with third parties to support good social and environmental causes.

RESPONSIBLE REIMA THEME	GOAL 2023	ON TRACK?
Commitment to all stakeholders	Employee engagement >80%	On track, at 78% in 2021
	100% of staff completed online anti-corruption training	Yes, 77% by end of 2021



EMPLOYEES

There’s no Reima success story without our personnel. At a headcount of a little under 500 people, our Reima community spans three continents and around twenty nationalities. We keep in touch with the whole community through bi-weekly online Reima Cafés, where we meet new colleagues, celebrate wins, and share news and learnings. Additionally, in 2021, we came together thrice for Reima’s sales meetings (mostly online due to COVID-19), for Reima’s strategy day, and gathered locally for national celebrations. Every year each employee has a target setting discussion and a target review and career development discussion with their supervisor. For training on topics ranging from collections to anti-corruption, we have an online training bank called Reimasters, and for IT skills, an external provider’s extensive offering of courses available to the staff.

We assess employee wellbeing in biannual surveys, about which you can read more in this chapter. 2021 was the first year we conducted a comprehensive diversity and non-discrimination survey (in Finland). It was also the first year bonuses were partially dependent on reaching sustainability targets: 5% of annual bonuses were tied to achieving

collection roadmap sustainability targets. This is now a permanent part of the bonus scheme.

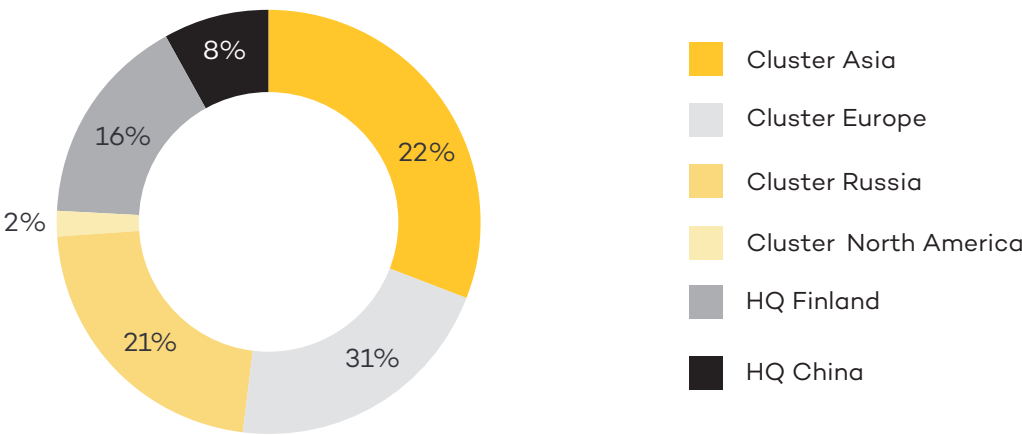
Last but not least, in 2021 we started implementing the newly launched Reima Leadership principles: Drive, Inspire and Trust. In practice, the principles are exemplified by concrete statements, such as “I aim high and deliver results”, “I set a clear direction and lead by example”, and “I care and show empathy”. All Reima managers were also evaluated in a 360 degree assessment by their teams, peers and supervisors, so they got accurate feedback, an improvement plan and training in leadership skills.

Key human resources figures

Reima’s year-end staff numbers grew to 499 employees globally in 2021. This figure reflects our total head count including part-time employees and those on for example parental leave. The headcount excluding people on leave was on average 473 in 2021. When converted to full-time employees, the number is 430.

Of all employees, 84% were women and 16% men.<sup>7</sup> A little over half of our staff, 51%, work at our offices and 49% in retail.

2021 Staff distribution by location (offices & stores)



<sup>7</sup>As of this writing, we are not aware of staff members who identify as non-binary.

Reima’s leadership team at year end consisted of nine people: five are women and four men, four are 50 years old or over and five between 30-49, and eight are Finnish and one French. Reima Group Oy’s Board of Directors consists of a Chairperson and four members all of whom are male. They are from Italy, Germany, The Netherlands, Denmark and Finland.

For a more detailed picture of Reima’s staff profile, such as contract types and employment length, you can see the tables and figures in the Appendix.

Principles and trainings

Reima’s human resources principles are founded on respect for all staff members’ human and labour rights as laid out in the Declaration of Human Rights and ILO Conventions. You can read more about our commitments to these foundational rights in the chapter on Corporate responsibility governance and operating principles.

Continuous learning and development of relevant skills is important for both employee satisfaction and company growth. In addition to personalized skill building, we want to make corporate responsibility topics accessible and understandable to all staff, through fun and short 10-20 minute trainings and quizzes online. So far, 32%<sup>8</sup> of office staff and 17% of total staff have completed the online Sustainability training, and 77% have completed the Anti-corruption training which was published at the end of 2020.

Wellbeing and occupational health and safety

Our goal is to enable a healthy and happy childhood for all children so they can then grow up into healthy adults. To make that happen, we also need a healthy and happy staff. To ensure this, we offer a range of tools from flexible working hours, to workout breaks,

and to training managers in leadership skills. We measure our progress with biannual Pulse surveys in which we ask a range of questions on employee wellbeing. In 2021 we also conducted an Equality and non-discrimination survey in Finland.

There are no major health risks associated with any of the functions at Reima. There was one work-related accident reported in 2021 which did not lead to serious injury.

COVID-19 measures in Reima offices and stores

Throughout the pandemic we have followed national and local restrictions and guidelines regarding remote work and enhanced hygiene practices. As the pandemic situation has varied greatly in different parts of the world in 2021, for example our office staff in Europe have mostly worked remotely apart from a short period in the autumn, whereas our office staff in China have mostly been able to work from the office.

Like with our offices, the impacts of COVID-19 have varied between Reima stores across the world. In China local lockdowns have closed stores in affected areas, decreasing visitor numbers. Similarly, the Reima store in Germany had to be closed for about six months due to lock-down. In Finland there were no lockdowns, but regional authorities restricted the number of customers allowed in the store simultaneously.

<sup>8</sup> Excluding staff in China, as the Chinese language version has not been published yet. In addition to the online sustainability training, around 50% of office staff and management took part in the live sustainability workshops in 2019-2020.

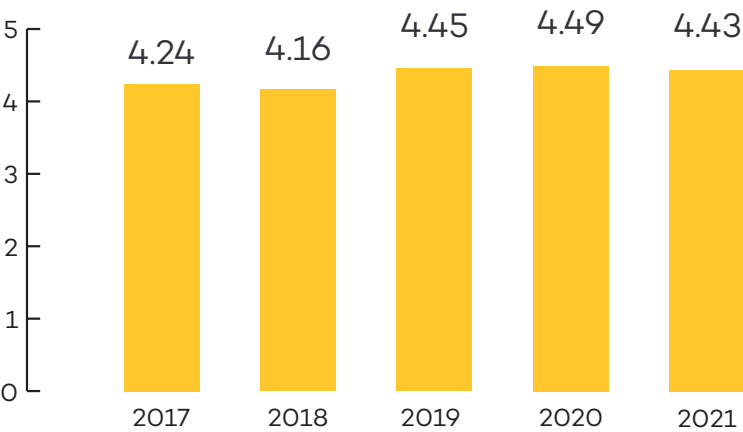


Staff satisfaction and equality surveys

The Pulse wellbeing and work satisfaction survey is conducted online twice a year for all our offices. It consists of questions concerning well-being, leadership, teamwork and engagement.<sup>9</sup> Each question or statement can be answered 1-5 (1 disagree completely, 5 completely agree), and the average of the results is the total score out of five. Our most important metric is staff engagement (“I can see myself working at Reima in three years’ time”), as this captures a number of factors ranging from well-being to subjective experience of career prospects. Although the engagement has lowered a couple of percentage points compared to the previous year, at 78% we are still at a very high engagement rate. Additionally, the employee Net Promoter Score (eNPS) measures how likely the employee is to recommend Reima as a place to work.<sup>10</sup>

Reima’s diversity and non-discrimination survey conducted in Finland in the autumn showed over 80% personnel feel Reima is an inclusive place to work with equal opportunities for all. A little under 20% had observed discrimination directed at themselves or a colleague, to do with appreciation for their function or work, opinion, and workload. A handful of respondents reported witnessing sexually inappropriate jokes. 20% had noticed or experienced other kinds of inappropriate language, relating to e.g. gender, personal characteristics, position at work, or nationality. All instances of discrimination are taken seriously and we will consider best practices for improving atmosphere at work for all. At the same time, it’s worth noting that no allegations of serious misconduct came to light.

Global Personnel Survey:  
Total Score Development 2017-21



**4.4/5**

Average staff satisfaction 2021

**26**

Average eNPS 2021

**78%**

Share of staff who see themselves working for Reima in three years (engagement)

<sup>9</sup> E.g. “My supervisor makes it possible for me to succeed in my work”, “I am enthusiastic about my work”, “Our unit strives to find continuously better ways of working” and “I can see myself working for Reima in three years”.

<sup>10</sup> The NPS answer range is 0-10, with those who answer 9 or 10 called “promoters”, and those who answer 0-6 “detractors”, and those in between “passives”. The NPS score is calculated by detracting the percentage of detractors from the percentage of promoters, thereby ranging between -100 and 100.



CONSUMER SATISFACTION

Without Reima families, there would be no Reima. That’s why knowing that parents and the kids who use our products are happy with their experience with us, is one of the key metrics of our success.

Starting in 2021, we measure consumer satisfaction through a variety of feedback tools both on and offline, which allow us to combine quantitative and qualitative measures. We analyse these results e.g. by engagement phase (e.g. purchase, delivery or product use), to gain a 360-degree understanding of consumers’ preferences and experience with Reima’s services and products. NPS and Reima Score are high priorities for the Leadership Team and they are reviewed and discussed at every LT meeting. In 2021, for the first time we also conducted an NPS survey with our B2B customers (wholesale and third party e-tailers). The global average was 21.

Our consumer loyalty is probably the best indicator of how much families love Reima. By the end of 2021, Reima Friends, our global Reima community, numbered 1,2 million, with 224 thousand active shoppers in Reima online stores during 2021 and a 26% retention rate.

SUSTAINABILITY IS BETTER TOGETHER

We are always excited to work with inspiring NGOs, startups and networks on our mission to champion an active childhood to raise a generation ready for the world to come. These collaborations touch on almost all our functions from design to sourcing to marketing and sales – because when you are as serious about sustainability as we are, it permeates the whole organization.

In this chapter you can find out more about our sustainability events and campaigns, WWF Green office program, second-hand initiatives and awards from around the world.

WWF Green office program

Reima offices in Finland have been part of the WWF Green Office program since 2018. As part of the program, we conduct a staff survey annually on their energy and paper saving, waste and recycling, business travel and peer motivating. In 2021 we

reached our three year anniversary with the Green office program and had a scheduled re-audit of the Finnish offices, which we passed with flying colors. Given the pandemic, our office energy and paper use, waste and business travel have all plummeted, and therefore cannot be considered comparable to previous levels. However, we know that once we can return to the office, at least the structures are in place to maintain a good green office level.

Secondhand: Reima Rescue and Emmy collaboration

At Reima, we believe in creating long-lasting, durable clothes that can be passed down and reused, diminishing the clothing industry’s overall impact on the environment. Reima has partnered with Emmy, Finland’s largest online second-hand store, to promote the reuse and resale of Reima clothing.

In 2021, we expanded our collaboration with Emmy through the Reima Rescue service. On Reima App customers could buy and sell Reima and other kids clothing using Reima Rescue. In Finland, the service includes a free pick up service for the clothing the family wants to sell second-hand, to make it as easy as possible. Reima also sells Reima collection samples through Emmy, so they won’t go to waste.

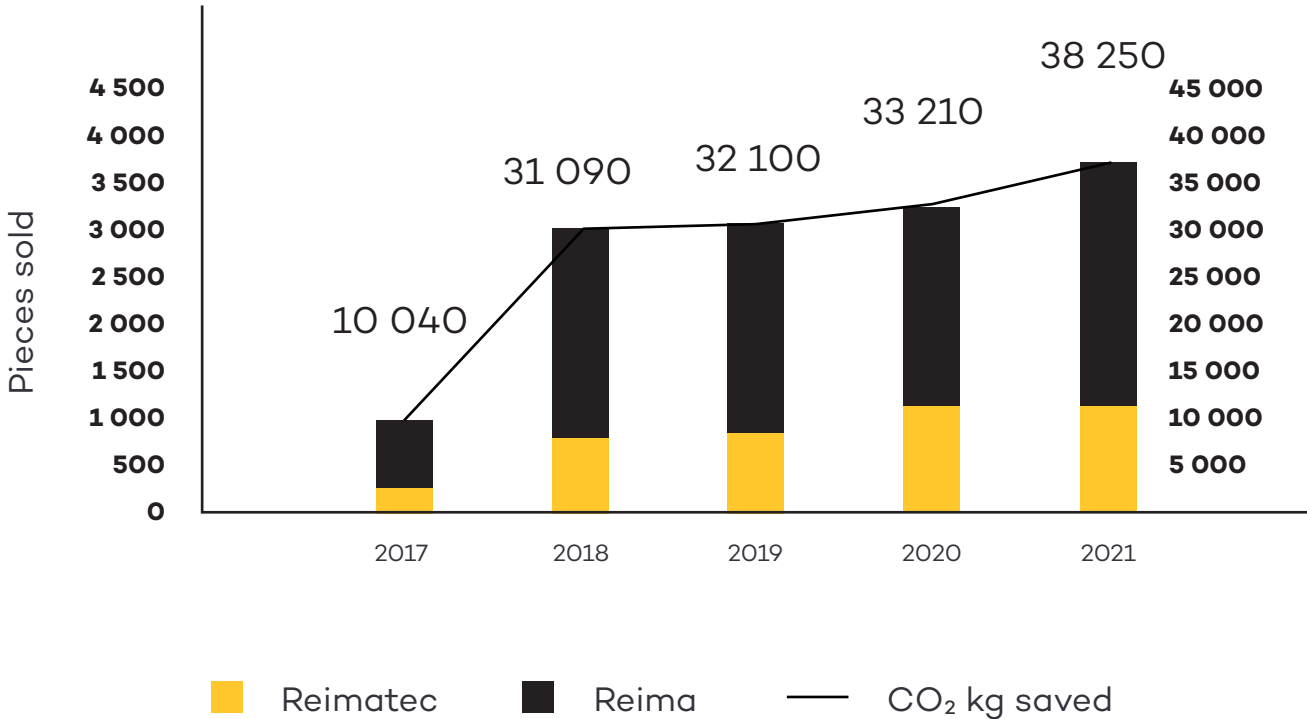
In the graph you can see the Reima clothes sold through Emmy in the past few years, as well as our (conservative) estimate of the carbon handprint of these purchases.<sup>11</sup> That means basically how much carbon emissions those second-hand purchases have saved compared with if they had been new products.

Sustainability webinar for wholesale partners

We wanted to share our sustainability approach and results with our wholesale partners, so in March 2021 we arranged a webinar for all Reima Europe wholesale partners and influencers. At least 106 participants followed the event live and more saw it afterwards as a recording. The theme of the webinar was mythbusting sustainability in textiles and we covered topics such as carbon emissions and sustainable material choices. The feedback on the webinar was overwhelmingly positive and the participants felt they learned new things about Reima’s sustainability work in a concise package!



Reima second-hand product sales through Emmy, PCS and CO<sub>2</sub> kg saved



<sup>11</sup> Reima clothing’s carbon emissions range from less than a kilo to over 34 kg, and most products sold through Emmy are at the larger end of emissions, as many of them are heavy winter styles. We’ve settled on the conservative estimate of 10 kg CO<sub>2</sub> saved per resold item to ensure the positive climate impact is not overstated.





## AWARDS

Reima products and services' winning streak continued in 2021. Awards are an important measure of quality and industry appraisal, as well as the value we provide consumers – especially in the case of consumer awards like Best in Test.

- 2021 – Reimatec Lappi snowsuit wins **BÄST I TEST TODDLER CATEGORY** in Norway, Denmark and UK
- 2021 – Reimatec Tartu gloves win gloves test on Swedish “**ALLT OM BARN**” family site
- 2021 – Reimatec Muutun jacket wins **ISPO WINNER AWARD**
- 2021 – Reima Weather App wins **GERMAN DESIGN AWARD (“WINNER”)** (award given in 2020)
- 2021 – Reima Voyager jacket wins **GERMAN DESIGN AWARD (“GOLD”, PLUS SPECIAL MENTION IN ECOLOGICAL DESIGN)** (award given in 2020)



## Spotlight2021

**20,000 € IN SUPPORT OF EQUAL SPORTING OPPORTUNITIES FOR KIDS**

# LASTEN LIIKE

In August of 2021, Reima donated 4 Euros for every pair of shoes bought in Finland to Lasten liike, the Finnish Olympic Committee's campaign to provide sporting opportunities for all kids. Sports hobbies are proven to improve mental and physical health as well as social relations, but they can be pricey. We believe that all kids should have access to the hobbies they love without needing to worry about the cost. That's why we support Lasten liike.



# Corporate responsibility governance and operating principles

## SAFE AND SUSTAINABLE PRODUCT DESIGN PRINCIPLES

Safety is the foremost priority for Reima products, so it is crucial to not only comply with regulations but to exceed them.

**1. Chemical safety: Our Restricted Substances List (RSL) defines our chemical safety framework for material manufacturing, and we prefer bluesign® compliant material suppliers.**

**a.** We do not use nanomaterials in our materials and products. They can be toxic and bio accumulative and their impact on human health and especially children is still underexamined and tested. E.g. nanosilver, the most common nanotech in textiles, can be toxic to aquatic life.

**b.** Our clothing and accessories products are free from PFCs (perfluorinated carbons) since 2017 and in 2021, almost all of our shoe styles were PFC-free. None of our products contain PFOA (Perfluorooctanoic acid).

**c.** PVC was banned in Reima products over a decade ago due to phthalates. In textile industry, phthalates can be used in PVC materials, in printing and in manmade leather. Phthalates are known hormone-disruptors that can be absorbed through the skin.

**2. Physical and mechanical safety is critical for protection against injury and even deaths. We follow several regulations and recommendations to ensure the best safety features on our products.**

**a.** Appropriate and safely designed cords and drawstrings are critical for prevent strangulation and fraying.<sup>12</sup>

**b.** We avoid any unnecessary decoration on our products, but when included, we are stringent about ensuring the safety of straps, attached belts or sashes, toggles, loops, zip pullers and so on.

**c.** Small parts and sharp edges can be injurious for small kids. We follow CPSIA requirements (USA) and other relevant standards.

<sup>12</sup> The European standard EN 14682:2014 specifies the most extensive requirements for cords and drawstrings, and in specific cases where other standards like GB 31701:2015 are more stringent, we follow the more stringent option.

## 3. Animal origin materials from responsible sources only

**a.** We do not use real fur as there are synthetic alternatives available to clothing kids warmly and fashionably without harming animals.

**b.** We use only certified mulesing-free wool. Mulesing is a painful removal of strips of skin from a sheep's backside, resulting in scar tissue that doesn't grow wool.

**c.** We only use Responsible Down Standard (RDS) certified down and feather. RDS aims to ensure that they are only produced as a by-product of food-production, and that the waterfowl are treated humanely, i.e. they are not force-fed, nor live-plucked.

**d.** We only use real leather in footwear when it is functionally the best choice for the style. Any leather we use is certified, which means it is a by-product of food production and treated and dyed in an environmentally friendly manner.

## HUMAN AND LABOUR RIGHTS PRINCIPLES

Reima is committed to upholding ILO Conventions on labour and human rights, including but not limited to labour standards on working hours, UN Global Compact's principles, as well as the UN Guiding Principles on Business and Human Rights, throughout our own operations and supply chain. These rights include but are not limited to the right to freedom of association, the right to collective bargaining and the rights not to be subject to forced labour or child labour or discrimination in respect of employment and occupation or their health and safety.

Reima assesses human rights risks as part of the CSR and Sustainability materiality assessment when the Sustainability Strategy is reviewed. As part of the materiality assessment, the likelihood and severity of human and labour rights violation risks are assessed with particular consideration for the geographical location of factories, subcontracting, the vulnerability

of workers and communities and social compliance audit performance.

Reima stands with those seeking to defend their own or others' human and labour rights, and will not tolerate nor contribute to threats, intimidation nor attacks (physical nor legal) against human rights defenders related to our operations or supply chain.

## MEMBERSHIP IN AMFORI AND ACCORD/RMG SUSTAINABILITY COUNCIL

Reima has been a member of amfori, the world's leading business association for open and sustainable trade, since 2010. We are committed to amfori's vision for better and fairer trade, and especially the 11 principles laid out in the amfori BSCI (Business Social Compliance Initiative) Code of Conduct. Reima and amfori's work is guided by the United Nations Guiding Principles on Business and Human Rights (UNGPs) as well as a commitment to work towards the UN Sustainable Development Goals (SDGs). The amfori BSCI Code of Conduct refers to international conventions such as the Universal Declaration of Human Rights, the Children's Rights and Business Principles, UN Guiding Principles for Business and Human Rights, OECD Guidelines, UN Global Compact and International Labour Organization (ILO) Conventions and Recommendations relevant to improve working conditions in the supply chain.

Reima took part in the original Accord signed in 2013 in the aftermath of the Rana Plaza collapse and signed the Transition Accord to continue supporting the work for improving fire and building safety. The RMG Sustainability Council (RSC) continues the oversight work of Accord in Bangladesh. The RSC inherited all operations of the Accord Office in Bangladesh and will continue with factory inspections, remediation monitoring, and workplace programs.

In 2021, Reima was one of the first brand signatories of the new International Accord agreement which replaced the transition Accord.



ENVIRONMENTAL PROTECTION  
PRINCIPLES

Material manufacturing causes the major share of the environmental impact of the textile supply chain and this is also the case for Reima. It is also directly related to the chemical safety of the products, the occupational safety of the workers in the factory as they are exposed to different chemicals, and environmental protection in the manufacturing area. The environmental impact is produced through water and air pollution, as well as the solid waste generated. Although we often choose the most environmentally friendly method in manufacturing, it doesn't guarantee the elimination of these problems. We believe that safe chemistry is the basis for the environmental integrity for the sake of product safety and human health. Besides restricting the use of harmful chemicals through Reima RSL in our material manufacturing, the bluesign® partnership helps us continually improve the chemical safety of our fabric and trimming production. Our **RESTRICTED SUBSTANCES LIST** (in English) is publicly available on our website.

AS PART OF AMFORI,  
REIMA IS COMMITTED TO

- The right of freedom of association  
and collective bargaining
- No Discrimination
- Fair Remuneration
- Decent Working Hours
- Occupational Health and Safety
- No Child Labour
- Special Protection for Young Workers
- No Precarious Employment
- No Bonded Labour
- Protection of the Environment
- Ethical Business Behaviour





# Contacts

We welcome any questions or comments about this report or our sustainability work!



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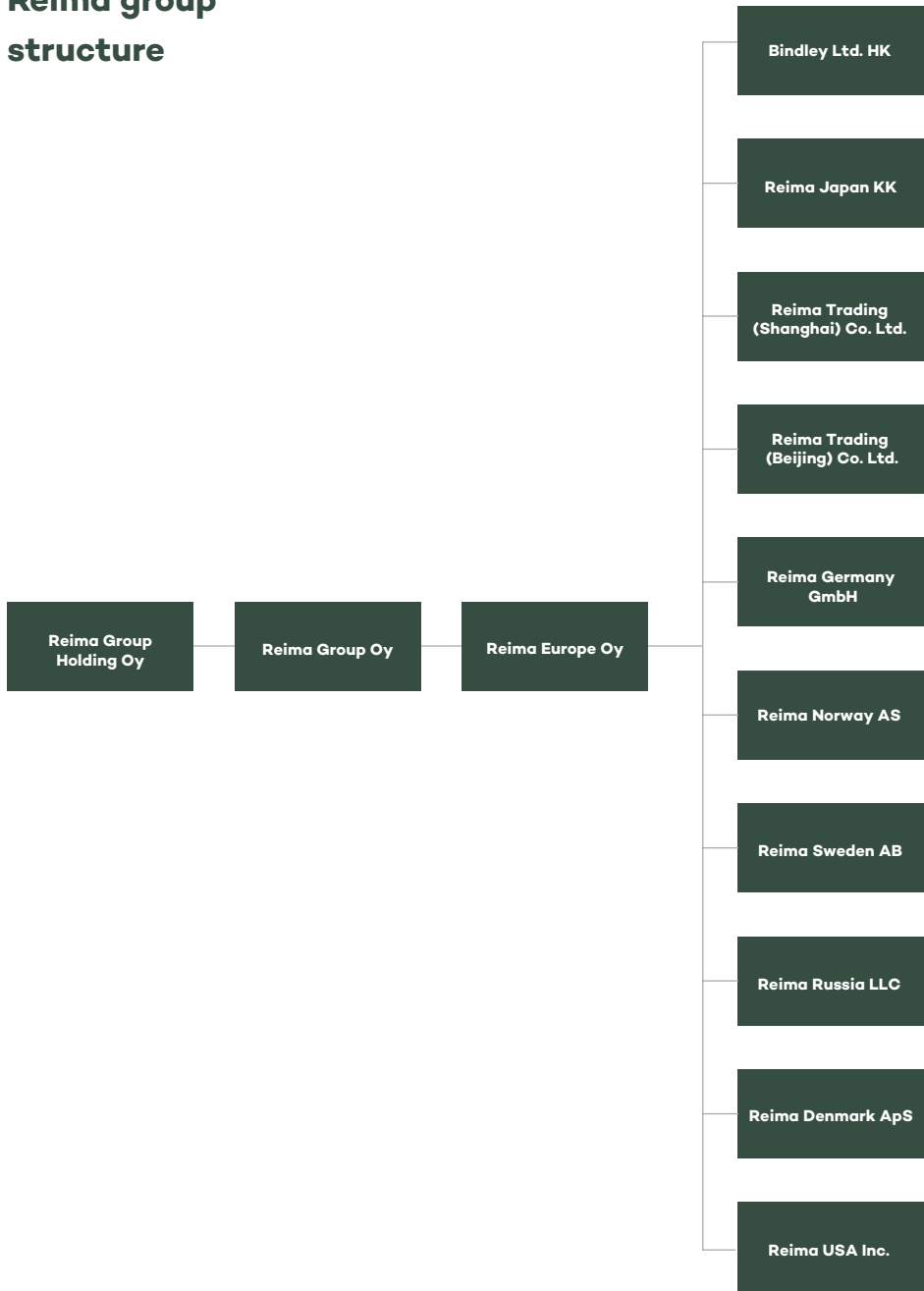
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# Appendix:

## Tables and charts

Reima group structure



### Human resources tables and charts

Note: Unless stated otherwise, these figures include all staff on Dec 31 2021, including so-called “inactive” employees who are e.g. on leave. This causes some discrepancies with our official IFRS financial reporting figures which are reported based on averages.

Table 1: Human resources: Contract type

Permanent	333	67 %
Fixed-term	166	33 %
<b>Total</b>	<b>499</b>	
Full-time	415	83 %
Part-time	84	17 %
<b>Total</b>	<b>499</b>	

Table 2: Human resources: Employment duration among office staff

0-3 years	131	51 %
4-10 years	103	40 %
over 10 years	21	8 %
<b>Total</b>	<b>255</b>	

In China, all staff including office staff are legally on fixed term contracts for the first few years, even if their position is de facto permanent. Excluding China figures, the rate of permanent contracts is 96% (including both office and retail staff).

Table 3: Human resources: Age distribution by gender

OFFICE STAFF (NUMBER OF PEOPLE)				STORE STAFF (NUMBER OF PEOPLE)			
	-30	31-50	51-		-30	31-50	51-
Women	28	140	20	Women	87	129	15
Men	9	49	8	Men	12	1	0
<b>Total</b>	<b>37</b>	<b>189</b>	<b>28</b>	<b>Total</b>	<b>99</b>	<b>130</b>	<b>15</b>
Women	76 %	74 %	71 %	Women	88 %	99 %	100 %
Men	24 %	26 %	29 %	Men	12 %	1 %	0 %

Table 4: Human resources: Turnover rate

Turnover, offices <b>20%</b>	Turnover, stores <b>46%</b>
---------------------------------	--------------------------------

This figure is calculated based on number of separations divided by the average number of employees ((number of employees Jan 1 + number of employees Dec 31) /2).



Table 5: External initiatives and membership associations

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION	VOLUNTARY/ LEGALLY OBLIGATORY
Association for Finnish Work (Suomalaisen työn liitto)	Association that manages the Design from Finland label	Finland / Global (for the Design for Finland label)	Voluntary
Finnish Textile and Fashion (STJM)	The trade association that negotiates collective labour agreements on behalf of Reima. Also a valuable source of industry information and networks.	Finland	Voluntary
Svensk Handel	The trade association that negotiates collective labour agreements on behalf of Reima.	Sweden	Voluntary
Fashion and sport commerce association (Muoti- ja urheilukauppa ry.)	Industry association for the fashion and sport retail industry	Finland	Voluntary
World Wildlife Fund (WWF)	The Green Office program helps us improve the environmental performance of our own offices in Finland.	Finland	Voluntary
Business Finland	Governmental innovation and export fund. Reima participates in numerous networks and projects funded by Business Finland, and has also received direct innovation and business development funding.	Finland / Global impact	Voluntary
amfori	Global business association for ethical trade, manages the BSCI social compliance program.	Global	Voluntary
Scandinavian outdoor group	Business network, A joint venture for promoting Scandinavian outdoor brands. Reima's Sales Director was appointed as a board member in 2017.	Scandinavia	Voluntary
European Outdoor Group's It's Great Out There Coalition (IGOT)	Business network. Coalition for promoting an active and outdoorsy life.	Europe	Voluntary

Table 5 (continued)

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION	VOLUNTARY/ LEGALLY OBLIGATORY
Swedish Standards Institute (SIS)	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Sweden	Voluntary
TEVASTA	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Finland	Voluntary
ACCORD/RMG Sustainability Council	A governmental venture to improve the fire and building safety in the Bangladeshi textile industry.	Bangladesh	Voluntary
FIBS	Leading Corporate Responsibility network in Finland	Finland	Voluntary
Telaketju	Public-private coalition and network for the development and promotion of circularity in the textile industry	Finland	Voluntary
Eetti (Association for ethical trade)	An NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member, but is in frequent dialogue with Eetti.	Finland	Voluntary
Finnwatch	NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member, but is in frequent dialogue with Finnwatch.	Finland	Voluntary
UN Global Compact	UN partnership for ethical business	Global	Voluntary



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