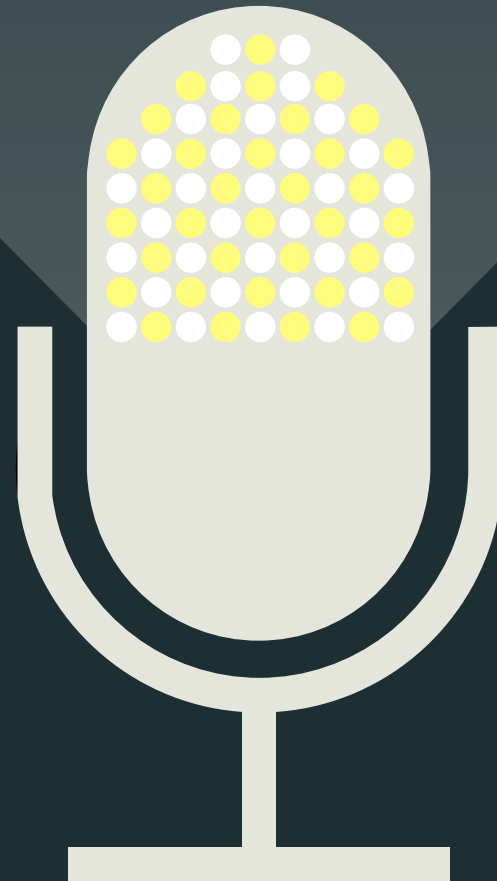


2020 IMPACT REPORT

RAINBOW
COLLECTION



Content



Management statement

Saying goodbye to the decade of the why...

2020, the year in which Rainbow Collection celebrated its 10th anniversary, was the first year in which we have never had to explain WHY sustainability is important for business. And this is a big milestone for us. Especially because in 2010, when we were founded, every discussion we had, whether this was a potential client, partner or journalist, was about the WHY of sustainability.

Welcoming the decade of the how

But not anymore in 2020. After 10 years of contributing to and investing creating a new economy, in 2020 we only talked about HOW and WHAT! What sustainability ambitions do we have? What goals do we want to pursue? How are we going to get there? How do we make sure everybody in our organisation is involved? So before we start reflecting on the impact we made in 2020, a big applause to all change makers on our journey between 2010 – 2020, and with special thanks to Jop Blom and Glynn Shore who have been here with us since the very beginning.



Dieuwertje Damen,
Managing director

2020 in a nutshell

Boosted impact entrepreneurship with our Branding Masterclass.

[Check it here!](#)



Celebrated our 10th anniversary



Welcomed #3 new impact colleagues:
[Carlien, Sophie & Koen!](#)

Certified



Corporation



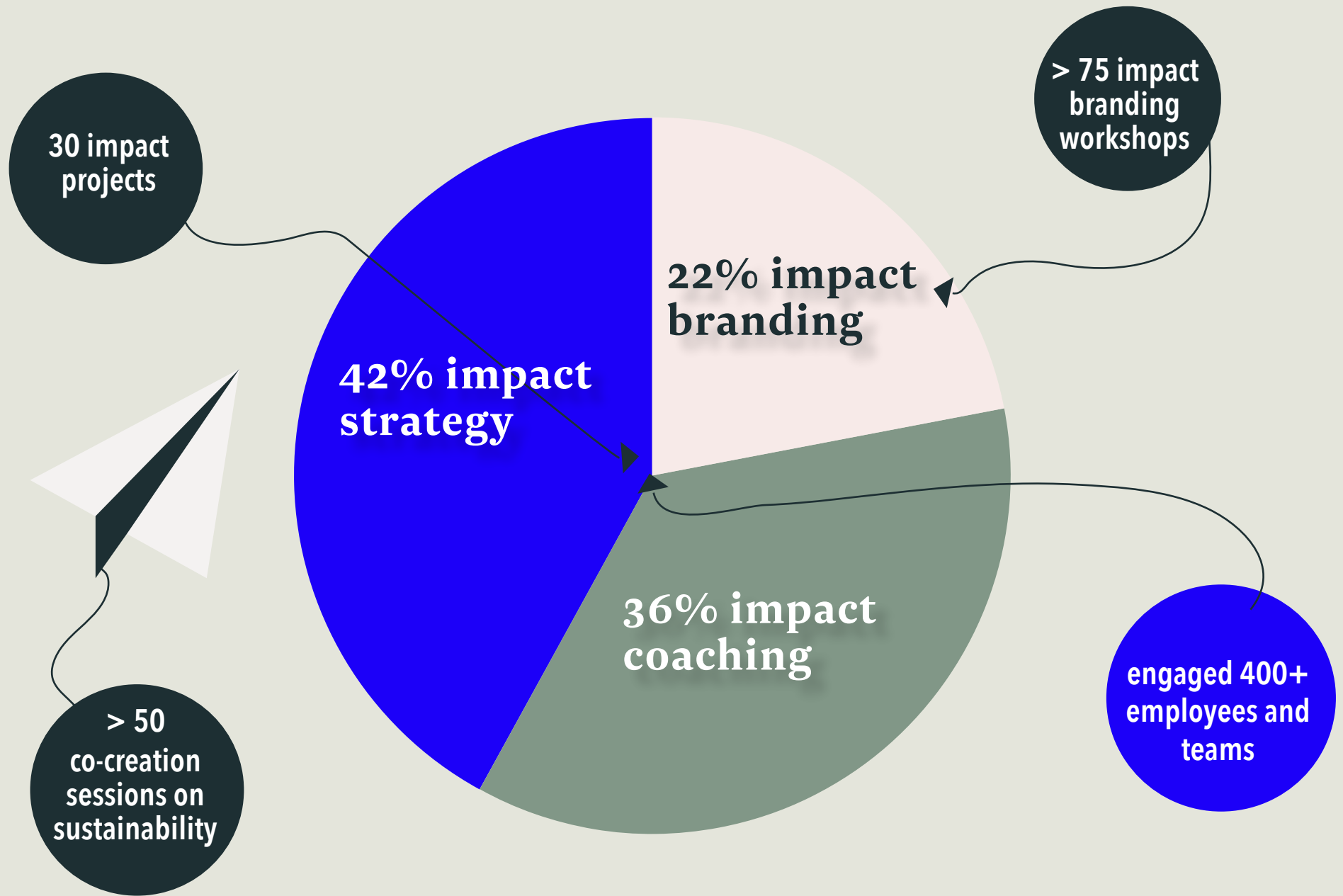
Added #2 new B Corps to the B Corp™ Community!
And started the certification process with #6 B Corps-to be.
[Check out here](#)

Reached > 10 million consumers with impact campaigns

Engaged more consumers with impact via The Impact Days. [Check out the platform](#)

engaged >100,000 stakeholders in the supply chains





Our projects in 2020

Accelerating the B Corptm movement

As the first B Leader agency in the Netherlands, we are delighted to support a growing number of brands to become B Corp certified. The B Corp movement presents companies that use business as a force for good. We are immensely proud that so many companies are choosing impact – and that we support more and more of them in the process!

“What makes B Corp certification stand out? It looks at sustainability from A to Z, including supply chain, operations and impact business models.”

Rainbow on a mission

The past year has been different from others in so many aspects, due to the COVID-19 pandemic. At Rainbow Collection however, we've noticed that most companies made a decision: we are not going to back down on our sustainability efforts. Not a single impact project we were engaged in was put on hold. In many cases, sustainability projects were even brought to a higher level! So, despite all the misery and uncertainty the pandemic brought with it, this gave 2020 a very positive twist. We hope this impactful trend will continue in the coming year. With 3 brand new colleagues who have joined our mission, we are ready to go!

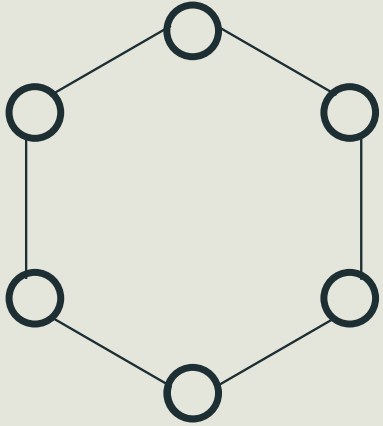
About Rainbow

Rainbow Collection is the impact agency in Europe that supports brands with the creation of their sustainability strategy; translating it to their brand positioning and activations; and coaching them in putting their strategy into practice and making real impact. A special focus area in our way of working is making sure everyone in the organisation knows what sustainability means for the company, and how they can contribute to this. We help organisations focus on those sustainability themes with which they can make most impact, whilst building a successful brand and business. Impact does not mean compensating for the footprint of your company. It's about the positive value that companies can create.

Our promise: We think impact first, support you in taking steps with impact themes that are closest to your brand and business and secure actual, longer term change within your organization and in society at large.

Our Services

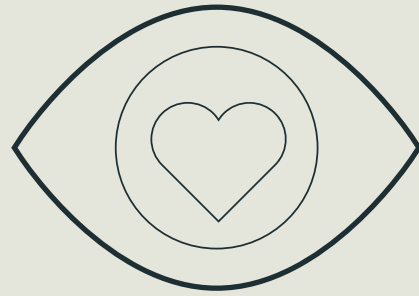
IMPACT STRATEGY



Impact = focus

We help you answer the question: where should I focus on to make the biggest impact with my product, my people and my brand? And, we set-up concrete programmes to help you realise this.

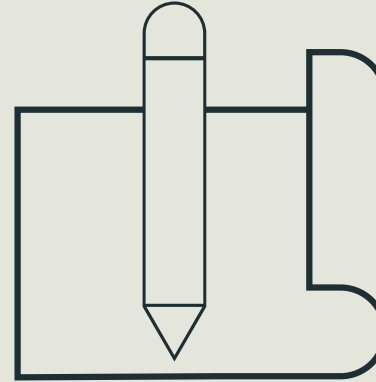
IMPACT BRANDING



Impact = action

How can use your brand's voice to create positive change? We start by finding your magical brand sweet spot and translate it to impact branding or campaigns.

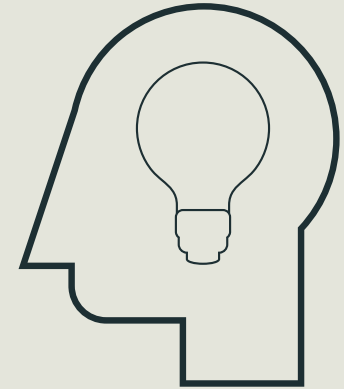
IMPACT DESIGN



Impact = experience

We create the extra layer that makes your impact or sustainability mission come to life. Design is the amplifier of a story, creating just the right experience.

IMPACT COACHING

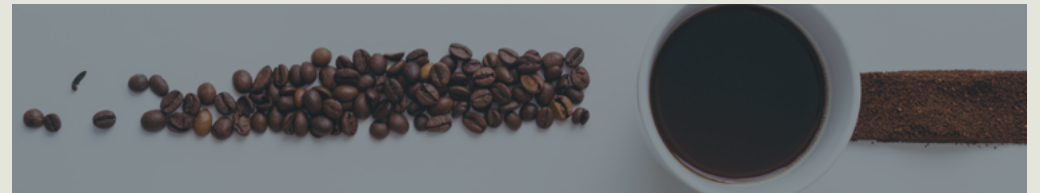
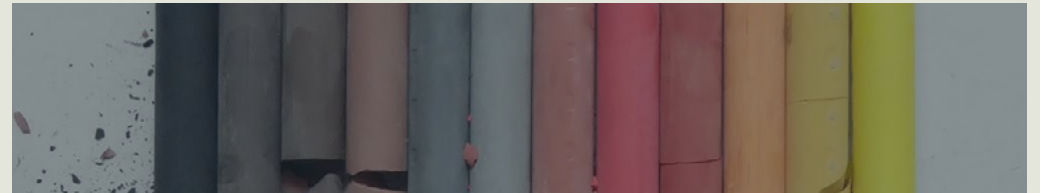


Impact = a journey

We facilitate you in making your strategy come to life. We guide you through the process. This includes the B Corp™ certification process! As B Leader, we are your go-to B Corp coach.

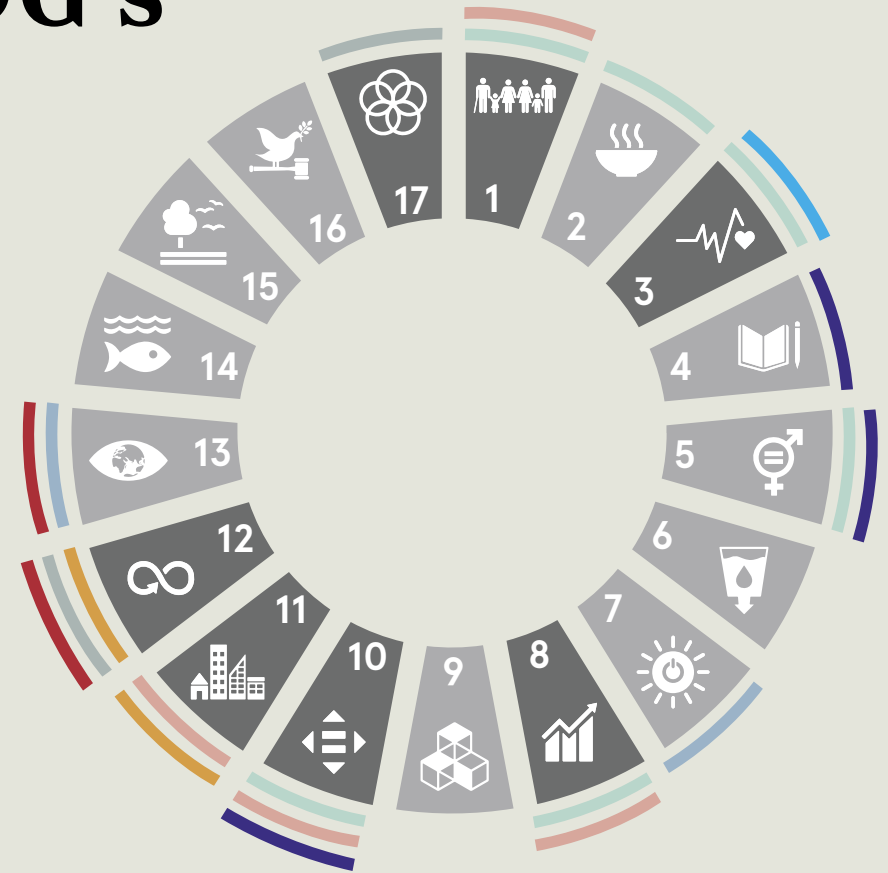
Our impact themes

As impact agency, the impact we create with our activities and efforts is centred around these 8 main themes.



Impact topics & the SDG's

Our projects and cases contribute to the Sustainable Development Goals (SDGs). These goals cover the 2030 agenda for Sustainable Development and were set by the United Nations in 2015. The SDGs provide a framework and blueprint for sustainability and prosperity on a global scale. As agency, we want to contribute to this global agenda with our work, and together with our clients.



Building fair value chains:
SDG 1, 2, 3, 5, 8, 10

**Climate change & energy:
transition: SDG 7, 13**

Circular economy:
SDG 11, 12

**Happy & Healthy
people:SDG 3**

**Working towards living
wages: SDG 1, 8, 10, 11**

Female empowerment:
SDG 3, 4, 5 10

Creativity for change:
SDG 12, 17

**Sustainable sourcing,
procurement &
packaging:SDG 12, 13**



Our cases

On the next pages we will present our work and cases from 2020 along the lines of these three categories: the impact question, the impact goal & outcome we created.

IMPACT QUESTION

What question underlies the challenges of our clients when it comes to sustainability, building a responsible business or fair supply chain? What question do impact entrepreneurs have about optimizing the impact for their target audiences or engaging their workers with impact programmes?

We present the challenge shared by our clients as the starting point for our impact projects. This is our entry point for supporting and guiding companies towards impact. By asking the right questions and having a coaching role, we further define what's needed to achieve sustainability ambitions.

IMPACT GOAL

What is the long term impact our clients want to achieve? Where do they want to be in five years' time? We sharpen the sustainability or impact ambition of our clients. How can we co-create a clear vision and what must be in place to make that come to life?

With the impact ambition and goal in mind, we get started. Building an impact strategy or focusing on a specific programme or campaign. We always use our impact modelling tools to ensure we take the right steps: towards actual impact.

OUTCOME

How do we achieve the impact goal? Our impact model guides us towards the right outcomes and output (deliverables) to achieve the actual impact. Impact is not created overnight. We must understand the underlying processes, indicators and triggers to come to a certain longer term change.

Together with our clients, we set things in motion to create longer term change. In this report we'll describe the impact outcomes that were the result of our work in 2020. In the process of creating big impact, the outcome level is the result of the output we created.



SUSTAINABLE SOURCING, PROCUREMENT & PACKAGING

SUSTAINABLE SOURCING, PROCUREMENT & PACKAGING

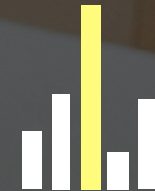
To create impact, it's of great importance to really take a deep dive and look at all the materials you are using for both your product and your packaging.



We created practical tools:

like a packaging benchmark and social compliance flowcharts

5 co-creative sessions to discuss sustainability per product category



Engaged the top 30 suppliers in a baseline measurement

IMPACT QUESTION

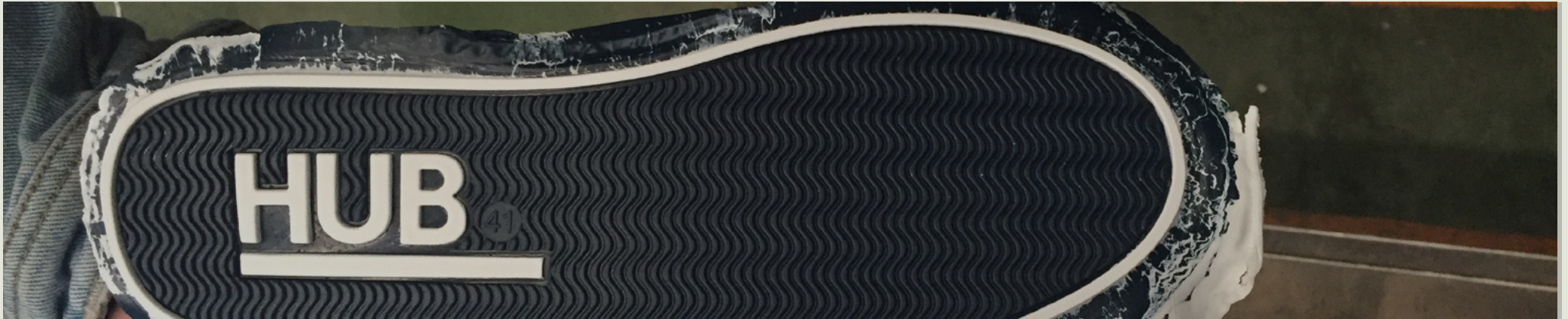
Dille & Kamille is a beloved brand, with a rich history and product range. The brand is defined by natural simplicity and already makes many sustainable decisions today. There was a need to sharpen focus and create a clear sustainability strategy, in which their efforts and decisions come together under one mission, owned by the company.

IMPACT GOAL

Dille & Kamille was founded to make life more enjoyable and preserve simplicity, and our connection with nature, in everything we do and own. The goal was to capture their identity and corresponding values in one strategy. This enabled the company to build a supply chain, sourcing process and assortment that fully match their DNA.

OUTCOME

We developed a sustainable sourcing strategy, based on our impact analysis that appointed the high impact areas. It's how we supported Dille & Kamille with focusing on supply chain opportunities and producers that enable their goals on organic materials, natural ingredients or plastic-free packaging. We engaged the sourcing teams to integrate sustainability in their way of working.



IMPACT QUESTION

As a shoe brand, HUB was searching for the right sustainability focus areas. Their approach to sustainability was straightforward: they want to do business in a fair and honest way. But what is underlying this, and how can HUB get started with concrete impact ambitions?

IMPACT GOAL

It was the goal of HUB to understand their product and supply chain better. Better understanding leads to clear conclusions of where you can make the biggest impact as a brand. Aligned with the values and needs of your target audiences.

OUTCOME

We supported HUB with creating sustainability focus and translate this to a practical strategy, whilst educating and engaging their teams. This helped them to set-up and launch sustainable footwear collections and focus on materials that are fit for the future. Whilst doing business in a fair and transparent way!



IMPACT QUESTION

Omoda is known for its innovative approach in the shoe industry with their online growth and sustainable solutions, like the re-usable shipping box. Omoda was looking for a way to translate their innovative business approach to a matching sustainability strategy and impact brand story.

IMPACT GOAL

Omoda represents over 200 brands in their retail and online stores. They started their innovation journey successfully, but must continue the current course to make actual impact happen. This means engaging the responsible sourcing teams with sustainability and commit to sustainability in the right way.

OUTCOME

We designed the process with a series of co-creative sessions and interviews. The strategy that followed was built around the high impact areas and Omoda's innovative approach to sustainability. From their private labels to the brands they sell, their consumer approach, logistics and head-quarters: Omoda will continue presenting this approach throughout their entire value chain.



IMPACT QUESTION

Dutch fashion brand 10DAYS was founded by free-spirited women. Sustainability is part of their core identity and collections, as the brand represents timelessness. How can the brand translate its timeless approach into a sustainability strategy?

IMPACT GOAL

10DAYS wants to share beautiful, timeless collections with the world, made from high quality materials and empowering women with it. Their goal is to contribute to a balanced world from the core of their being, and to inspire people around the world to rethink fashion.

OUTCOME

We formulated a sustainability strategy that strengthens the brand and creates a roadmap to achieve sustainability ambitions. It's how we enabled 10DAYS to build a brand that brings simple yet sustainable and high-spirited items to contribute to a fair and pure industry.



Educated 500+ retail partners
on sustainability and impact

IMPACT QUESTION

Euretco supports their member base of >500 Dutch fashion retailers with a wide range of back-office services. The organization wanted to expand their caring and facilitating role with an educational role, focused on sustainability in retail. Using their platform and reach to contribute to sustainability and impact education.

IMPACT GOAL

The goal of Euretco was to unleash the potential of retail to boost sustainability and sustainable consumption. How can the retail service company, and platform, contribute to longer term impact, by engaging and educating their members on the most important and relevant sustainability themes?

OUTCOME

We helped Euretco raise awareness by developing sustainability education tools. Using the input of experienced retailers and members throughout their national network, enabled us to create videos, games and exercises on sustainability for the Euretco Sustainability School. It's how we educated, and raised awareness among, 500+ partners and retailers about sustainability and impact.



BUILDING FAIR VALUE CHAINS

BUILDING FAIR VALUE CHAINS

Understanding your value chain means gaining insight into the entire journey of your product. It includes and exceeds human rights.

THE IMPACT DAYS

the
impact
days



300+

entrepreneurs
participated



Growing conscious consumer
community
in 11 cities
in the Netherlands

10 MLN

> 10 million consumers
worldwide

In total, the
campaign has
reached an
audience of
over 10 million

IMPACT QUESTION

Buying sustainable, local & social is the new consumer trend. People increasingly understand the impact of products, and how every purchase is a potential vote for a better world. How can we stimulate sustainable consumption and bring consumers and impact entrepreneurs closer together?

IMPACT GOAL

The Impact Days sought for a way to accelerate sustainable consumption. Making social and impact entrepreneurs more known to the general public. After two successful editions, it was time for the next level. How can we boost The Impact Days campaign, so that it suits the needs of both consumers and social entrepreneurs?

OUTCOME

We supported social entrepreneurs on impact branding and raised awareness on sustainable consumption. Collecting the right insights enabled us to sharpen the vision, mission and strategy for the coming 5 years. We developed a creative concept for the 2020 edition, that appealed to consumers and ensured a Covid-19 proof digital roll-out.



4 strategic CSR
programmes
for the wider
organization



> 10 seafood companies
worldwide

IMPACT QUESTION

Parlevliet & van der Plas is a global fishing company and mother of over 10 seafood companies. As a family-owned company they were searching for the right way to secure corporate social responsibility and sustainability in their (future) efforts to ensure good, fair and durable operations.

IMPACT GOAL

This worldwide supplier of high-quality and sustainable seafood products, wanted to show how they can produce sustainable yields and contribute to healthy products and communities, that depend on fishery. We captured their mission in a broad strategy that contributes to the wellbeing of our planet and oceans, and that could be rolled out across all their companies worldwide.

OUTCOME

An organization wide CSR strategy was the vital fundament to engage the entire organization with sustainability and responsible operations. From the Board, to the employees on the vessels and in processing units in countries all over the world. The set-up of concrete sustainability programmes enabled P&P to make their sustainability focus areas come to life for the long term.



IMPACT QUESTION

Bloomon's business model is similar to direct trade since day one. The brand knows that the potential of flowers is more than simply brightening up your room. Bloomon was searching for more impact opportunities related to sustainability. The brand was ready to increase their impact, and asked us to help them explore how to structure this and where to focus on.

IMPACT GOAL

The goal of Bloomon is to make people enjoy flowers, by turning flowers into a sustainable and future-proof product. This starts with understanding the impact they could create, by making the right decisions in often complex supply chains. The result can be: less emissions, less waste, a transparent supply chain and super fresh flowers!

OUTCOME

We supported Bloomon with clarifying their vision on the future and how they could expand their role, to help build this future world! We translated what we found into a clear long-term strategy and impact story. That's how we helped them invest in healthy soils and a healthy planet, by creating products using less pesticides, more organic fertilizers and a shorter supply chain.



WORKING TOWARDS LIVING WAGE

WORKING TOWARDS LIVING WAGE

A fair price doesn't automatically lead to a fair wage. Living wages are a fundamental human right, but the route towards living wages can be complex.



Engaged factories that represent **1000+** workers in India and Turkey



We supported the sourcing team to better understand the relation between purchasing processes and living wages



IMPACT QUESTION

Nine & Co. has the ambition to protect new life, here and in their supply chain. Working towards living wages is the perfect instrument to do so, because it positively affects the living standards of the women who work in the factories, and their families, in India, China & Turkey. How can Nine & Co. take steps to close the living wage gap, to contribute to happier and healthier communities?

IMPACT GOAL

In many producing countries, a living wage is still a big challenge. It's a decisive factor for choices that people can make in life. Investing in better living standards, health and schooling can enable children to grow up healthier and safer. Nine & Co. aims to reduce the living wage gap and support communities in their producing regions.

OUTCOME

We opened dialogue with suppliers to start identifying the possible wage gap. Raising awareness and exploring the concept together was most important. It helped to create a common understanding and mutual trust. We developed a long-term action plan together, in which purchasing practices optimization is a central part.



Realized living wage
premium for

70+ workers

in India

IMPACT QUESTION

Return to Sender was founded to create real impact for women. A fair job includes a fair wage. How can the brand create real impact by moving towards living wages, so that all artisans can live decent and happy lives?

IMPACT GOAL

In emerging economies, a living wage is not self-evident (yet!). Every brand can, and should, contribute to realizing living wages. Taking steps towards living wages and involving others to follow was the goal of Return to Sender.

OUTCOME

Great impact asks for great collaboration and trust. Firstly, we engaged suppliers in India, a local partner and the Return to Sender team to set-up and implement a tailor made living wage action plan for over 70 workers.



CLIMATE CHANGE & ENERGY TRANSITION

System change is the only way to reverse climate change. It's about transforming existing economic & governance models, innovation, investing in clean energy and zero-carbon alternatives.



employees understand their
role in CSR



Partnership with NGO Join Us
set up



CSR programs
launched

IMPACT QUESTION

Telecom has a significant impact on the world and causes >2% of global CO2 emissions. Yet, the telecom sector can be part of the solution as well: it can contribute to smarter cities and a low-carbon lifestyle. It can ensure global access to mobile Internet for everyone, so no one is left behind. How can T-Mobile translate this opportunity to the company's own future?

IMPACT GOAL

The future is digital. T-Mobile will build digital access for every person and organization. Easy to use, hassle-free, safe and transparent, whilst contributing to a sustainable and diverse organization. This is how T-Mobile can contribute to a sustainable, safe and digital future. We set-up one practical strategy that integrated these and engaged the entire company.

OUTCOME

We developed the Dutch T-Mobile CSR strategy, based on 4 strategic programmes, roadmaps and an organizational model. We coached sustainability and stakeholder working groups, while engaging as many employees as possible. This already led to great impact in 2020. From an energy reduction of 6% to a partnership with an NGO focused on the empowerment of lonely youth in the Netherlands.



IMPACT QUESTION

Aidenviroment is a knowledge institute. With a big amount of in-depth knowledge, it often becomes a challenge to stay consistent and relevant for your audience. It was our challenge to write a coherent story and create an international marketing strategy.

IMPACT GOAL

With their knowledge and expertise, Aidenvironment wants to stay number one in their field to create maximum impact. The only way to achieve this is by presenting your expertise and know-how to your audiences in the right way. Using the right messages and tone of voice.

OUTCOME

We supported Aidenvironment in taking one step back. We aligned internal thoughts, with the thoughts and ideas of external stakeholders, and updated their story, messages house and communication strategy accordingly, based on our Hero Hub Hygiene model.



IMPACT QUESTION

We face a new urban reality in which sustainability, experience and health are top priorities. These are incorporated in the new building standards. How can EDGE, as technology real estate company, show their most important audiences what they have achieved on this, by sharing the right stories?

IMPACT GOAL

On the longer term, EDGE has the ambition to boost urban health. They want to show the world how they envision the future and the role of buildings within cities. Showcasing how their buildings boost sustainability, experience and health was step one.

OUTCOME

We helped this sustainability and tech giant blowing a new wind into an age-old sector. With a thought leadership strategy and creative translations, we contributed to awareness on what role buildings have when it comes to people's health & wellbeing. Sharing this among the right audiences, highlighted the relevance of EDGE's expertise.



FEMALE EMPOWERMENT

FEMALE EMPOWERMENT

Female empowerment is about creating access to things in life most women were previously denied. It is essential to realize economic growth, political stability and social transformation.



Engaged 4 factories
in China



Representing close to a
1000 workers in total

IMPACT QUESTION

Since the start, Marlies Dekkers has a clear mission: empowering women to follow their own path in life. How can we connect the brand's value chain under this same mission from start to end? Focusing on female empowerment among women that make the lingerie was the right next step in creating social impact.

IMPACT GOAL

The goal of Marlies Dekkers is to empower the women in the factories in their supply chain. How can we meet their personal and emotional needs in the right way? The brand wanted to contribute to female confidence both here in the Netherlands as in China, where most of the lingerie is made.

OUTCOME

The "building female confidence" programme is being developed around the needs of female workers. It ensures fundamental needs, such as a living wage, are in place prior to the launch of the programme. As a next step, the programme will focus on personal and professional confidence and realizing your dreams.



CIRCULAR ECONOMY

CIRCULAR ECONOMY

The new economy is a circular one. It starts with a new mindset and attitude towards resources, as driver of new solutions and business models.

**100%**

of their products are now
certified

100% of the
recycled products
are certified,
ensuring 50%
recycled content
per product

IMPACT QUESTION

As a forward-thinking clothing hanger company, Arch & Hook wants to be a leader in its industry. They want to make the global shift to sustainable hangers for fashion and retail companies and offer the most sustainable alternatives to conventional hangers. How can Arch & Hook be even more recognized for their efforts to green retail?

IMPACT GOAL

Arch & Hook's goal is to change the game in the industry. They guarantee long-lasting, sustainable and competitive products, made from sustainable wood, high-grade recyclable materials and upcycled post-consumer and marine plastics. With these innovations, they want to push the shift to a sustainable hanger industry and become recognized for their products.

OUTCOME

We supported Arch & Hook in preparing Global Recycled Standard (GRS) certification for their recycled hangers. We supported with all-round preparation and implementation and ensured they met GRS requirements. Their recycled plastic hangers are now GRS certified, guaranteeing the source of materials which can be clearly communicated to their (future) partners.



IMPACT QUESTION

At WASTE, true innovators are working when it comes to rethinking waste: from solid to human waste streams. Due to changes in the market, the organization was looking for a way to adjust and update their brand strategy and reposition it in a strong way.

IMPACT GOAL

The expert team knows how to build value chains and create self-functioning markets in metropolitan cities worldwide. The goal of WASTE is to optimize the value of their expertise, by attracting new customers and inspiring the world of waste management and beyond.

OUTCOME

We created leverage for their mission, approach and messages by redefining their positioning. We developed a clear and distinctive brand, marketing and communication strategy that aligned this. With the content calendar and brand new website we built, WASTE is living and breathing their new story.



IMPACT QUESTION

WASH SDG is a consortium of WASH expert organizations. They were in need of support to showcase the results, achieved under the different programmes, in countries worldwide. How can they use external communication and present showcases to share key lessons across the WASH sector?

IMPACT GOAL

The bigger impact goal of WASH SDG is clear: creating safe and clean access to water, sanitation and hygiene on a global scale. The efforts of all the affiliated expert organizations are focused on this goal, to increase global health & wellbeing.

OUTCOME

We contributed to the impact goal of WASH SDG by using the power of communication. The strategy, branding and communication guidelines we developed, led to more coherence and clarity in their communication. Involving and implementing social media campaigns, a podcast series and a virtual field trip, enabled them to share the story with a broad audience in new ways.



CREATIVITY FOR CHANGE

The creative industry as an important driver for sustainable consumption. The industry with its technology, creative power and psychological models, has the power to make people aware of what matters.

**Built a governance structure
to involve both the board and
executors**



**Involved 100+ employees
in the strategic impact
approach of MediaMonks**

IMPACT QUESTION

Using creativity for social and environmental impact has big potential. MediaMonks sought for a way to integrate this opportunity into the development of a sharp and long term corporate responsibility strategy. The global agency was looking for the right strategic programmes, led by the right owners, to put impact central.

IMPACT GOAL

The goal of MediaMonks is to use the power of creativity to increase performance on a social and environmental level. Creativity can inspire and spark the world and people in it to make sustainable decisions. That is how MediaMonks can turn the talents and creative ideas of employees into wider impact for the world, through projects.

OUTCOME

We supported MediaMonks in the strategic process at Board level and throughout agency departments. The identification of focus areas and long term strategy enabled us to involve the right employees on the right level. This is how we managed and guided actual internal change. Making the agency ready for long term impact!



Certified



Corporation

IMPACT QUESTION

As agency, Limelights was already contributing to many impact related projects. Using their expertise, skills and creativity to contribute to positive change within organizations. The creative agency was looking for a business model to demonstrably invest their creativity and skills consistently in good projects.

IMPACT GOAL

Limelights was looking for clarification on their specific role and how they could distinctively contribute to positive change in organizations. The goal was to develop a model through which they could present how they helped people to positively change companies.

OUTCOME

We supported Limelights in setting up an impact model framework. This helped the agency to measure their projects to impact. At the same time, this business impact model was the foundation in the process of coaching Limelights to becoming a certified B Corp™!



HAPPY & HEALTHY PEOPLE

HAPPY & HEALTHY PEOPLE

Central to a prosperous society are happy & healthy people that are able to run it. We might live in turbulent times, but this one thing is certain. How can we ensure and enable good health & wellbeing in these modern times? We have many means available to invest in people.



IMPACT QUESTION

Babyface was looking for a way to translate it's unique character to the ultimate sweet spot: where the brand's identity, core mission and strengths meet the core needs of their most important audiences. We supported Babyface in their search for the impact story that was true to the brand.

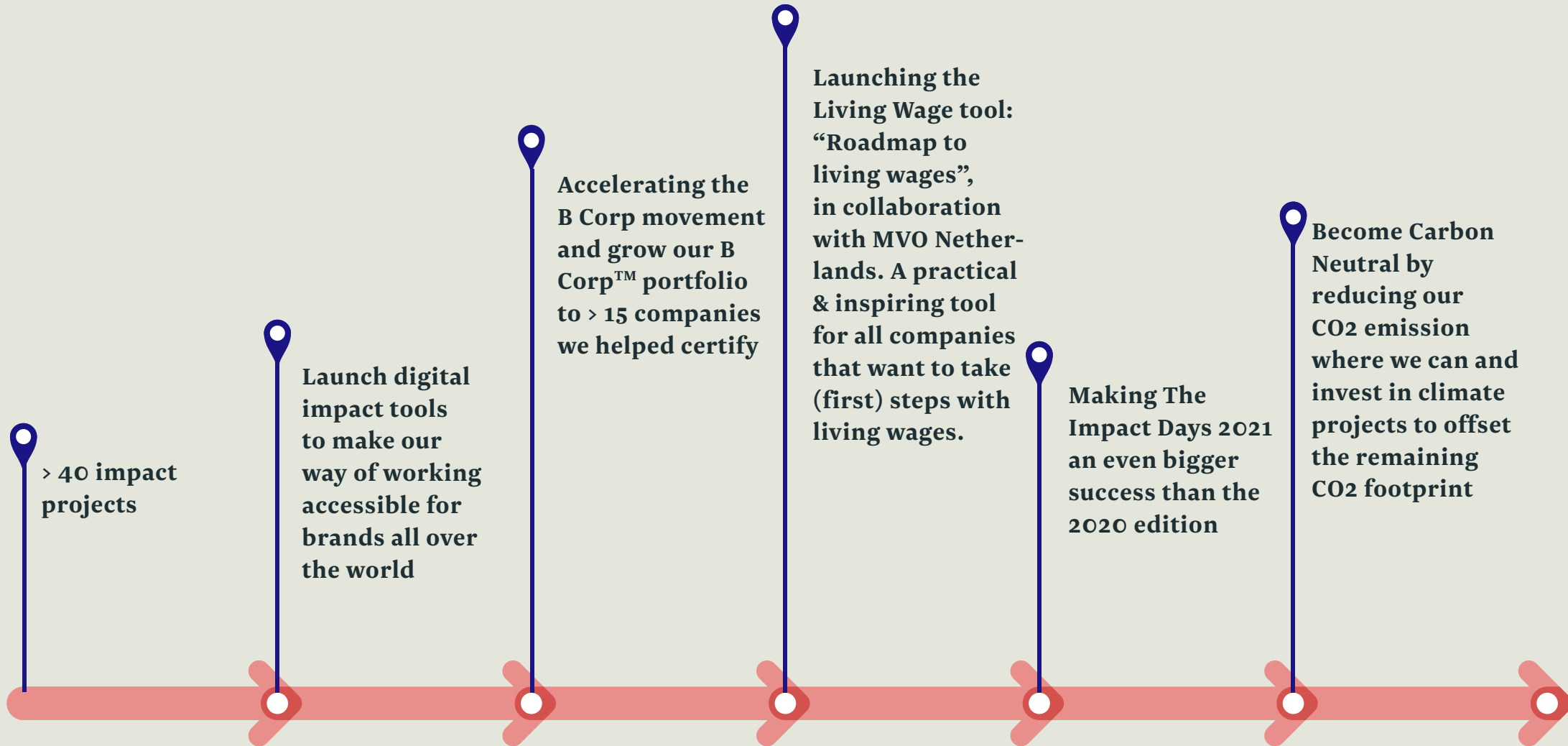
IMPACT GOAL

As successful children's fashion brand, Babyface is original and playful. The brand has a clear vision on the importance of playing and discovering for children, to let them understand the world they grow up in. Babyface aims to translate their vision in such way, that they can contribute to curiosity, playfulness and understanding of the world.

OUTCOME

We supported Babyface in defining their impact sweet spot with our Me, My World, Our World model. The future belongs to them that dare to dream, play and discover. With "playing your dreams come true" we made the translation to a strong brand position and engaged a wider audience with their vision on a playful and understanding world.

Our impact goals 2021



We are looking forward to the road ahead of us! Stay up to date

RAINBOW
COLLECTION