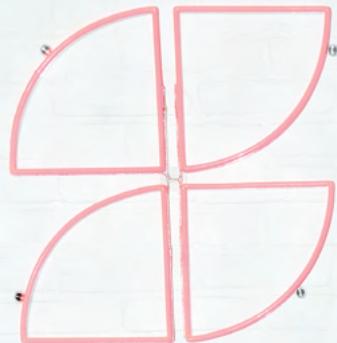




impact report  
2024



### a message from our founder

When I started by-bar, my ambition was to create timeless pieces with meaning—items that reflect who we are and how we want to live. What began with handmade accessories has grown into an international lifestyle brand, yet our essence remains the same: craftsmanship, sustainability, and designs that last.

Our long-term partnerships with family-owned manufacturers in India, Italy, Portugal, and Türkiye form the heart of our brand. Together, we create collections

rooted in authenticity, quality, and respect for people and planet.

Becoming a B Corp was an important milestone, but it's only the beginning. With more transparency, better materials, and circular choices, we aim to inspire women with fashion that empowers and endures.

Cheers to making wardrobes that last.

— **Barbara Brenninkmeijer**  
founder by-bar



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## about by-bar

by-bar is a Dutch lifestyle brand for modern women, offering contemporary collections of high-quality, conscious-made clothes that are designed to last.

Founded in Amsterdam in 2008 by Barbara Brenninkmeijer, by-bar started out small scale with handcrafted accessories. It has since grown into an international lifestyle brand with an online store and brand store in Maastricht, along with multiple partner stores in the Netherlands, Germany, Belgium, France and Spain.

by-bar can be best described as a lifestyle brand for modern women. We strive to use our business as a force for good, offering the best quality in everything we do and to find the right balance between design, quality and price. Our collections are made with love, care and passion, with great attention to detail. Personal relationships

are core to our success. We have been working with most of our suppliers and partners since the start, building trusting and long-term relationships. We are learning and taking action to reduce our impact by putting our people and planet first. Always on the lookout for more responsible alternatives, we hope that by being transparent about our journey and conscious choices, we will inspire others to become more conscious as well.

### our unique signature

by-bar style can best be described as a combination of clean Scandinavian design with an elegant French touch, and always including a genuine spark of joy. Our collections are based on a contemporary, fresh aesthetic that is woven throughout the details. That's what makes the by-bar style unique.





"we are committed to minimising our impact, by making conscious choices and by offering high-quality styles for a wardrobe that will last."

— Barbara Brenninkmeijer, founder by-bar

## introduction

As we present our 2024 Impact Report, we reflect on the journey we've undertaken to strengthen our commitment to the values that define by-bar: People, Product, and Planet. Over the past year, we've focused on making meaningful strides in these areas, learning from both our successes and challenges.

This report offers an honest account of our progress, highlighting the milestones we've achieved and the areas where we still have work to do. We believe that transparency is key to driving real change, and by sharing our journey, we aim to not only hold ourselves accountable but also inspire others within our industry.

Change is often a complex process, but we're committed to continuous improvement. We recognize that collaboration is essential, and we're eager to work

alongside partners who share our vision for a more sustainable future. As you explore this report, we invite you to join us in our mission to make a lasting impact, together.

## our mission

"We want to inspire and empower every woman to do what she loves most, by designing beautifully designed and conscious-made contemporary collections that bring her confidence and joy. By doing so, we hope to encourage her to join us on our journey, to build a wardrobe that will last and to be a force for good in the world."

## the mission statement

At by-bar, our mission is to create consciously made collections that bring lasting joy and confidence, empowering women to build a timeless wardrobe that feels good, looks good, and does good.



## note from our sustainability team

At by-bar, we believe that good things take time, and that also goes for building a more sustainable future. Just like our collections are thoughtfully designed and made to last, our sustainability journey is one of steady, conscious steps.

In everything we do, we aim to make choices that are honest, responsible, and aligned with our values. From the materials we select and the partners we work with, to the way we package our products and communicate with our community. We're inspired daily by the idea that fashion can be both beautiful and meaningful, without compromising one for the other. This past year,

we've made a lot of progress in transparency, certifications, low impact materials & production methods, emission reduction, and packaging: milestones we're proud of, but also see as building blocks for what's next. At the same time, we know we're navigating a complex industry. The path forward isn't always perfect or easy, but we remain committed to growing with intention and integrity.

Thank you for joining us on this journey.

With love,

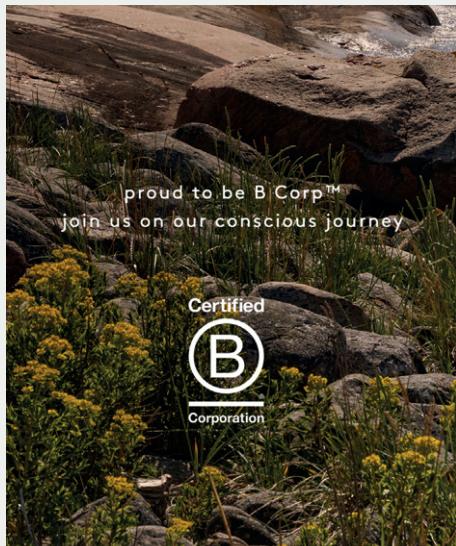
— Evelien & Jet  
by-bar sustainability team



**“sustainability is a continuous journey. We’re dedicated to reducing our social and environmental impact every day. We believe collaboration is key to meaningful change.”**



## our biggest milestone: B Corp certification



**"it's not just about our product or service level, but how do you operate as a company behind that."**

We're proud to share that by-bar officially became B Corp certified in July 2024: a meaningful milestone in our ongoing journey to make a positive impact on people and the planet. This certification confirms that we meet high standards for transparency, sustainability, and social responsibility, and that we're part of a global community of businesses working towards lasting change.

### our journey

Sustainability has been woven into our DNA from the very beginning. What B Corp has given us is a way to bring more structure, clarity, and accountability to those values. It has helped us capture what we were already doing, while also inspiring us to take the next steps, set new goals, and keep raising the bar. The process made us more aware of our strengths,

but also of the areas where we can and should grow.

### looking ahead

This certification is not the end, but the beginning. In the years ahead, we'll continue to challenge ourselves with ambitious goals to reduce our footprint and expand our positive impact. Recently, the B Corp assessment has become even stricter, with updated criteria that raise the bar. We fully support this development. It keeps us sharp and motivates us to keep moving forward.

Most importantly, we want to keep sharing this journey openly — inviting feedback, ideas, and collaboration. Together, we can keep creating meaningful change in the fashion industry.

One step at a time.



## milestones and highlights of 2024

### step by step: supply chain transparency

2024 marked a meaningful step forward in our transparency journey. With the help of tex.tracer, 100% of our tier 1 and 89% of our tier 2 suppliers are now fully mapped and verified. Tex.tracer is a transparency platform that supports us in building a more open and traceable supply chain. Additionally, every tier 1 supplier now has access to their own tex.tracer account, giving us direct insight into certifications, ESG data, and more. This not only increases visibility, but also strengthens collaboration and shared responsibility across our supply chain.

### first on-product QR codes to follow our products journey

In 2024, 44% of our collection featured on-product QR codes. By simply scanning the label, customers can follow the full journey of their item, from origin to final piece. This is a meaningful step in making our supply chain not only transparent, but also accessible and easy to understand. It allows our customers to make informed, conscious choices, and reflects our ongoing commitment to taking honest and transparent steps in everything we do.

**"in 2024, 44% of our collection featured on-product QR codes."**



— products journey

### measured and compensated our direct & transport emissions

We measured and fully compensated our scope 1 and 2 emissions, along with our business travel flights. In total, this added up to 68 tonnes of CO<sub>2</sub>. To take real responsibility, we chose to compensate this impact through a project by Regreener, supporting clean wind energy in Izmir, Türkiye. As part of our production also takes place in Izmir, this project felt especially meaningful, allowing us to give back to the region where we make a part of our collection by investing in renewable energy and reducing emissions at the source.

### achieved product certifications

In December 2024, we proudly received product certifications for GOTS, GRS (RCS), OCS, RWS, RAS

& RMS, all awarded through CERES, an independent certification body. These trusted standards help ensure that our materials are organic or recycled, and that they're processed in a responsible and ethical way. With the wool standards, animal welfare is also guaranteed, ensuring that the wool we use comes from farms that treat their animals with care and respect. Earning these certifications supports us in reaching our material and transparency goals and empowers us to take even more meaningful and conscious steps in the way we design and produce.

### changed to 100% recycled packaging in our warehouse

In our warehouse, we made the switch from regular paper to 100% recycled, FSC-certified paper for all our e-commerce packaging.

**"we chose to compensate our scope 1 and 2 emissions through a project by Regreener, supporting clean wind energy in Izmir, Türkiye."**

A small change, but one with a meaningful impact. Recycled FSC-certified paper helps reduce the demand for virgin wood, saves energy and water in the production process, and ensures the paper comes from responsibly managed sources. It's a conscious choice that brings us one step closer to more sustainable packaging.

### removed 600 kg of plastic out of the Ganges river in India

At by-bar, we don't participate in Black Friday. Instead, we use this moment to reflect and give back. That's why, during Black Friday 2024, we partnered with B Lab and Sumthing to turn impact

into action. With our donation, Sumthing removed 600 kg of plastic waste from the Ganges river in India, one of the world's most polluted rivers. A meaningful initiative that supports environmental restoration where it's needed most, and a reminder that change starts with conscious choices.

### dedicated sustainability team since 2024

Since 2024, our sustainability team has been at the heart of our journey. Two women with passion and purpose, driving conscious choices and inspiring change – making by-bar better, every step of the way.





## our commitments

At by-bar, we believe that meaningful change starts with clear intentions. Alongside our pillars of Product, People, and Planet, we've also set a number of broader commitments that guide the way we grow and evolve as a brand. These commitments reflect our ongoing responsibility to reduce our impact, act with integrity, and contribute positively to the world around us. Each one is supported by specific goals – practical steps that help us stay focused and accountable.

- reducing our impact by increasing the use of low-impact materials

- mapping our entire supply chain to ensure maximum transparency
- ensuring our supply chain meets our social and environmental standards
- building long-term, loyal partnerships with our suppliers
- giving back to the community through donations to charities and social projects
- embracing a more circular approach to extend the lifespan of our products
- measuring and reducing our carbon footprint



## our pillars

At by-bar, we've structured our sustainability goals around three key pillars:

### Product, People, and Planet.

We've chosen this framework to bring focus and clarity to our efforts. By dividing our goals across these pillars, we're able to set more targeted, measurable

objectives and ensure that each area receives the attention it deserves.

This approach helps us grow in a more intentional and impactful way, while also bringing all stakeholders along on our journey, from suppliers and team members to customers and partners.



## product

We always strive to offer the best quality in everything we do, from our products to our services and business practices. We put a lot of love and passion into the details and constantly seek more sustainable alternatives. Our focus is on creating contemporary collections of high-quality and conscious-made styles that are designed to last. Transparency and traceability are integral to our approach.

- the materials we use
- our antics: products with a story
- certifications that count
- packaging with purpose

### the materials we use

#### our fiber index

To better understand and manage the impact of the materials we use, we have created our own Fiber Index, based on a range of scientific sources evaluating

the environmental footprint of different fibers. This index allows us to classify materials into five categories: best option, better option, improvement, conventional, and do not use. We use this classification system to set realistic, year-on-year goals that guide our material choices and support our commitment to continuous improvement.

The Fiber Index serves not only as a decision-making tool for our buying team, but also as an educational framework that helps increase awareness of material impact across our organization. Each year, we review and update the index based on the latest research and developments in sustainable materials. This way, we ensure that our collections become more responsible with every season. Please find attached our 2024 Fiber Index.

### goals on material level for 2024

target 2024: 40% of our SS24 and AW24 collection is made out of lower impact materials.

key progress 2024: 38.8% of our SS24 and AW24 collection is made out of lower impact materials

target 2030: 95% of our collection is made out of lower impact materials.

This index allows us to make better-informed material choices and educate our buying team, so we can move step by step toward a more responsible collection. Find below an overview of how we performed in 2024.

#### Fiber Index

One of our key sustainability goals for 2024 was to ensure that at least 40% of our collection consists of lower impact materials. To help us stay on track, we developed our own Fiber Index — a classification system based on scientific research that helps us categorize materials into five levels:

Best Option, Better Option, Improvement, Conventional, and Do Not Use.



## product

### our 2024 targets were

- 5% best option (mainly recycled materials)
- 25% better option (mostly organic materials)
- 10% improvement (naturally lower-impact materials like linen, or BCI cotton)
- 60% conventional, with the goal to reduce this by 10% each year
- 0% do not use (materials we'd never use in our products)

### best option

best option materials are considered the most sustainable

choices — primarily recycled fibers. While our goal here was 5%, we recognize the challenges: recycled materials often have lower performance quality and can only be added in small percentages to most fabrics. Still, this remains a focus area for the future.

### better option

better option materials, such as organic cotton, formed a bigger part of our collection this year. We've made progress in this category, and successfully achieved our target for this year.

The Improvement category includes materials that are naturally more sustainable — like linen, but also BCI cotton, which has a lower impact than conventional cotton.

Looking at the results, we're proud to have reached an average of 38.8% lower impact materials across our SS24 and AW24 collections — just shy of our 40% goal, but a clear step forward. Every year, we update our Fiber Index to reflect the latest research and developments, and it remains a key tool in making

our collections more conscious — season by season.



total	best option	better option	improvement	conventional	do not use
PS + SS24	4,29%	32,49%	9,47%	9,47%	0,00%
PA + AW24	2,77%	20,17%	8,49%	68,57%	0,00%
average achieved 2024	3,53%	26,33%	8,98%	61,16%	0,00%
goal 2024	5,00%	25,00%	10,00%	60,00%	0,00%

## product

### low impact denim

target 2026: 100% of our denims are low impact categorized  
key progress 2024: 73% are low impact categorized

In 2024, 73% of our denim styles were classified as low impact. This includes denim made from regenerative cotton, organic cotton, and recycled cotton, as well as pieces produced with low-impact production methods and washings.

The environmental and social impact of these processes was measured using Jeanologia software, which evaluates denim based on scientifically backed data for water use, chemicals, energy, and human impact –

ensuring that only denim meeting strict criteria is classified as low impact.

### the use of mono-materials

We do not set targets on mono-materials but we prefer mono-materials always. This is also mentioned in our fiber index. In 2024, 52% of our clothing collection was made from mono-materials – styles where the main fabric is crafted entirely from a single type of fiber. This is an important step towards a circular future. Using just one material in the main fabric makes recycling much easier, as no complex separation processes are needed. This allows the fabric to be reused more efficiently, extending the lifecycle of our materials.

"from this collection onwards, our denims are GOTS-certified. Meaning: 47% less use of water, no harmful chemicals, a 100% traceable supply chain, better working conditions and certified organic fabrics."





"we want to inspire and empower every woman to do what she loves most, by designing beautifully designed and conscious-made collections that bring her confidence and joy."

## product

### conscious choice items

In 2024, we introduced our 'conscious choice' logo on the website: created to help customers identify styles with a proven lower environmental impact. A product earns this logo when at least 50% of its composition is made from materials with a lower impact, according to our fiber index.

We chose to keep the logo subtle, our own brand mark rather than a bright green leaf, because we don't want to sell sustainability. Instead, we want to inform our customers in an honest way, highlighting pieces that meet our standards while acknowledging that every product still has an impact on people and the planet.



## product

### our antics: a product with a story

#### how it all started

In 2012, during one of her visits to India, Barbara's keen eye for design and unique pieces was immediately captivated by traditional Indian blankets. She saw in them not just fabric, but untold beauty and potential, each one carrying a story on its own.

Partnering with by-bar's Indian producer, Mr. Kapur, a valued partner who we work with since the very beginning, Barbara introduced the first antic collection. Each style was handcrafted from these vintage blankets, resulting in unique, upcycled pieces with a story woven into the fabric itself.

"The antic collection represents the essence of our conscious journey: partnering with others to drive positive change."

#### styles with impact

Aware of our impact on the world from the very beginning, we have felt a responsibility to create new styles thoughtfully. Upcycling these vintage blankets allowed us to honour their past while crafting a more sustainable future. This dedication aligns with our mission to reduce our footprint by increasingly using lower impact materials, including organic and recycled fabrics. The Antic collection represents the essence of our conscious journey: partnering with others to drive positive change.

#### selected with love

Lovingly worn by generations of Indian women, these traditional blankets are carefully selected by Barbara and her team before being upcycled into new by-bar pieces.

*"travelling in India, I was inspired by my love for old Indian quilts. Creating something new from these beautiful blankets marked the start of our Antic collection, and it's wonderful to see how many people have embraced their own unique upcycled piece." — Barbara Brenninkmeijer, founder by-bar*

Made from two layers of fabric with a delicate filling, each style is truly unique. We pour this same love, care and passion into our designs each season, ensuring the Antic styles continue to be timeless and unique treasures.

#### statistics about the antics

- 3.345 antic styles sold in 2024
- 1.661 kg of cotton diverted from landfill





"the antic collection represents the essence of our conscious journey: partnering with others to drive positive change."



## product

### certifications that count

At by-bar, we believe that making conscious choices starts with knowing where things come from — and being honest about it. That's why we're proud to share that by the end of 2024, we have officially achieved certification for the following standards:

GOTS, OCS, GRS, RCS, RAS, RMS and RWS

These certifications help us ensure that the materials we use — whether organic, recycled, or animal-based — meet verified standards for sustainability, animal welfare, and traceability.

For us, this is more than just a label. It's about building trust, being transparent, and taking real

steps toward a more responsible collection. Certifications give us and our customers the confidence that the cotton we call organic truly is, that recycled materials meet high standards, and that wool or animal-derived fibres respect strict welfare practices.

It also aligns with the upcoming Green Claims Directive — new EU legislation that demands companies back up their sustainability claims with real evidence. We fully support this direction, because we believe consumers deserve clarity and honesty. Greenwashing has no place in the future of fashion.

From 2025 onward we will make big steps in certified styles and materials, so keep an eye on us.

**"by the end of 2024, we have officially achieved certification for the following standards: GOTS, OCS, GRS, RCS, RAS, RMS and RWS."**



## product

### packing with purpose

target 2025: in 2025 100% of our packaging in our warehouse is made of recycled materials.

key progress 2024: all our paper is now made from recycled materials.

The only step left is transitioning our polybags to recycled plastic — after that, we'll have fully made the switch to 100%.

In 2024, we took a closer look at the packaging materials we use — both in our warehouse and across our supply chain. Our goal was clear: to transition to 100% recycled packaging for all e-commerce orders shipped from our warehouse.

We researched several sustainable packaging providers and explored

different material options, such as compostable plastics, recycled plastics, FSC-certified paper, and 100% recycled FSC-certified paper. After careful consideration, we chose to switch to 100% recycled FSC paper mailers.

These mailers not only meet our sustainability criteria but also feature a reuse strip, encouraging customers to reuse the packaging. They include a QR code for returns, allowing us to eliminate the additional paperwork we previously used for return labels, further reducing paper waste. Compared to boxes, mailers are a smarter choice — they take up less space, transport less air, and allow us to fit more units on a single pallet, reducing the environmental footprint of each shipment.

**"in our warehouse, we made the switch from regular paper to 100% recycled, FSC-certified paper for all our e-commerce packaging."**

When it comes to polybags, the journey has been more challenging. We currently still use conventional polybags to protect our garments throughout production and in our warehouse. These polybags are sourced by our suppliers, which makes it difficult to track their origin or verify whether they are made from recycled or virgin plastic. Transparency here is limited — and that's something we're determined to improve. We explored alternatives like the milk

paper bag and even conducted internal tests, but we haven't yet found a solution that meets both our sustainability standards and practical requirements. While we didn't reach this goal in 2024, it remains a priority for 2025.

Packaging plays a crucial role in our sustainability journey, and we're committed to making progress — step by step — towards a transparent and lower-impact system.



## people

### our valued suppliers

Relationships are at the centre of everything we do. With most of our suppliers and partners we have been working since the start, building trusting and long-term relationships. Through these enduring partnerships, we prioritize fair, safe, and healthy working conditions across our value chain. Together, we strive for mutual growth and improvement.

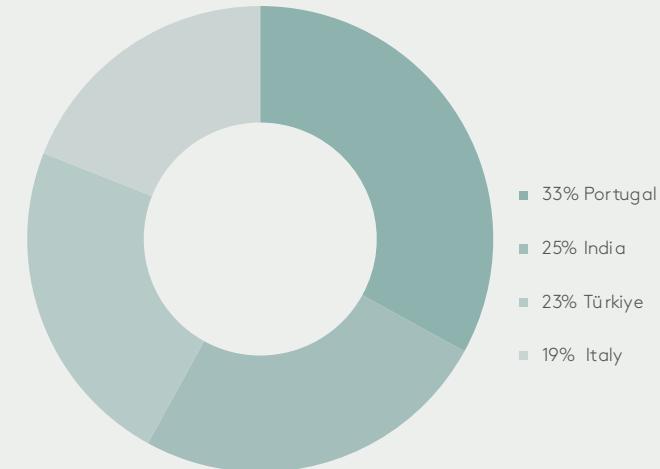
- our suppliers
- giving back
- our team

Portugal (33%) – we have been coming to Portugal for a long time. Since the beginning of by-bar, we have been producing the finest, high-quality jerseys and sweats with beautiful artwork and embroidery here. Our dedication to quality has remained steadfast, and the same factories that

welcomed us in the beginning continue to craft the best by-bar pieces. Together with our suppliers in Portugal, we're dedicated to shaping a more sustainable future, actively working to lower our environmental footprint.

India (25%) – the story of by-bar began in this beautiful country. In 2008, Barbara embarked on her first journey to India to launch her own jewellery collection. Alongside jewellery, we now also manufacture cotton styles and premium leather accessories here. Moreover, we take pride in producing our upcycled antic styles, crafted from pre-loved saris worn by women in India.

Türkiye (23%) – based in Türkiye, renowned for its exceptional denim qualities, we carefully choose this location to ensure our products meet the highest standards.



Recognizing the significant impact of denim production, we are steadfast in our commitment to ensuring that 100% of our denim collection is low impact. Additionally, our woven viscose styles are crafted in Türkiye, where we prioritize the use of the more sustainable EcoVero viscose, further reducing our environmental footprint.

Italy (19%) – a few times a year, we make the journey to Italy to

visit our trusted suppliers. These visits are more than just business obligations; they're a celebration of the enduring relationships we've built. Working primarily with smaller family businesses, we witness firsthand the exceptional craftsmanship that Italy is renowned for. In Italy, all our finest knitwear comes to life. Also, some of our woven styles and especially our beautiful linen styles are produced here.



## people



**"personal relationships are core to our success, we have been working with most of our suppliers and partners since the start, building trusting and longterm relationships."**

### longterm relationships

At by-bar, we believe real impact starts with strong, long lasting relationships. Since our founding, we have worked closely with our suppliers, partners, and employees — from agents and retailers to photographers and makers in our production countries. Many of the suppliers we started with are still our partners today. We invest in these personal connections through regular visits and open communication, fostering mutual trust and understanding. We see our partners not just as business contacts, but as valued members of our shared journey, growing together.

### ensuring good working conditions

target 2024: 75% of our tier 1 suppliers are socially audited by a third party (Sedex, BSCI or SA8000) and all audits are uploaded in Tex.tracer

key progress 2024: 79% are socially audited

Ensuring good working conditions across our supply chain is a top priority at by-bar. We believe that everyone involved in creating our products deserves a safe, fair, and respectful working environment.

In 2024, 79% of our partners met internationally recognized third-party standards such as Sedex, BSCI, SA8000, ICS, and Fair Wear. We are actively collaborating with the remaining partners to strengthen their practices, offering support and guidance to help them reach these standards. For some of the smaller family-run companies, particularly in Italy, a third-party audit is not a feasible option. In these cases, we have carried out a self-assessment together with the partners to ensure their practices meet our requirements.



## people

Our approach is rooted in the belief that lasting positive impact comes from collective growth. By working together with our partners, we strive to ensure that ethical and responsible practices are upheld at every step of our supply chain.

### code of conduct

target 2024: 100% of our tier 1 suppliers sign our Code of Conduct.

key progress 2024: 100%

In 2024, 100% of our tier 1 suppliers signed our Code of Conduct. This commitment is an important step in ensuring that everyone we work with shares our values on fair working conditions, human rights, and environmental responsibility.

Our Code of Conduct outlines clear expectations for ethical and responsible practices, serving as a

foundation for how we collaborate. Each year, we review and update the document to reflect the latest insights, regulations, and best practices around working conditions and sustainability.

### Code of Conduct

### supply chain transparency

target 2024: 100% of our tier 1 & tier 2 suppliers are mapped in Tex.tracer.

key progress 2024: 100% of our tier 1, 89% of tier 2 suppliers are mapped.

target 2030: 100% transparency of our supply chains (tier 1 – tier 4)

At the start of 2024, we began working with Tex.tracer – a big milestone in our ongoing commitment to a high level of supply chain transparency.

**"in 2024, 100% of our tier 1 suppliers signed our Code of Conduct."**

Tex.tracer allows us to trace the journey of our products from start to finish, giving us not only clearer insights but also enabling us to make more conscious and informed choices.

This year, we made strong progress:

- 100% of our tier 1 suppliers our garment makers who assemble the final products have created a Tex.tracer account.
- 89% of our tier 2 suppliers, the partners who provide our fabrics and materials, are fully mapped

in the platform (measured for AW24, when we began actively working with Tex.tracer, with jewellery suppliers excluded).

- We introduced our very first products with on-product QR codes, giving you direct access to the full supply chain for each item.

This confirms our transparent way of working, our pride in where and with whom we produce, and our wish to empower our customers to make conscious choices.



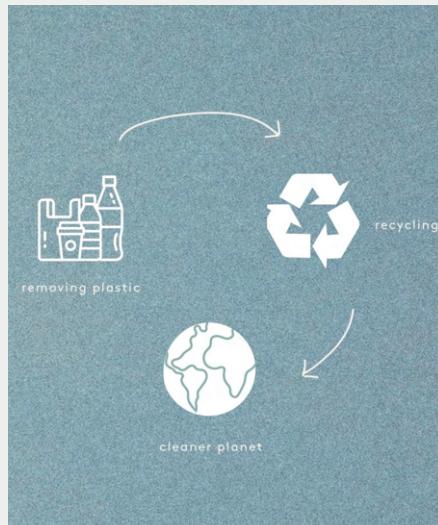


*"over the years, we've built bonds rooted in trust, shared values, and a love for craftsmanship. Together, we are building a refined wardrobe that truly lasts."*





**“in total, we removed 73 kilos of waste from the canals of Breda.”**



## people

### giving back

black friday campaign – removing plastic from the Ganges river. At by-bar, we choose to step away from the noise of Black Friday. Because we believe thoughtful choices matter more than impulsive ones and overconsumption isn't something we want to fuel. Instead of offering discounts, we joined a collective movement led by B Lab and Sumthing to turn Black Friday into a day of impact. For every team member, supplier, and partner, we donated €5 towards plastic cleanup efforts in the Ganges river in India: one of the most polluted rivers in the world. Together, this added up to 600 kilograms of plastic removed — and thanks to Plastic Fischer, who doubled the impact, that means 1200 kg of plastic taken out of our environment with our donation. A small shift, a meaningful result.

paddling with purpose – supcleanup with the by-bar team. On September 17th 2024, the by-bar team traded their desks for paddleboards and took to the canals of our hometown, Breda, for a SUP clean-up. Because we believe impact starts close to home and giving back to the community around us matters. Split into two teams (with a friendly bit of competition), we set out to collect as much waste as possible from the water. What followed was a day filled with purpose, movement, and meaningful connection. In total, we removed 73 kilos of waste from the canals of Breda. A small act, but one that left the Breda canals a little cleaner.



## people

### cookstove project

In 2024, we took another step in our climate journey by offsetting our direct CO<sub>2</sub> emissions — including scope 1 and 2, as well as emissions from business air travel over 2023. But for us, offsetting isn't just about numbers — it's about creating real, human impact. That's why we chose to invest in an Improved Cookstove Project in rural India, through Climate Neutral Group. This initiative replaces traditional, inefficient stoves with cleaner, more fuel-efficient alternatives. result? Less carbon and smoke, healthier homes, and fewer trees cut down for firewood.

Through our support, we were able to help 24 households cook safely and sustainably for an entire year. The result? Less carbon and smoke, healthier homes, and

fewer trees cut down for firewood.

### **empowered by women**

#### female-founded and led

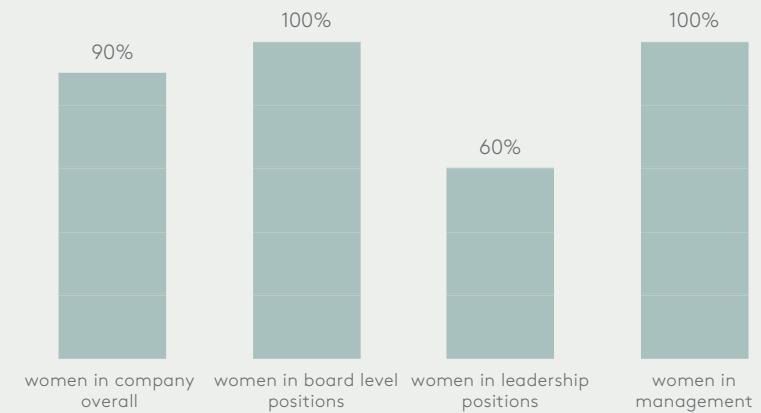
by-bar was founded by Barbara Brenninkmeijer and is co-led by Carla Hight — two women with a shared mission to build a conscious, female-driven lifestyle brand.

#### built for and by women

From the women in our design studios to those in our international supplier network, by-bar is deeply rooted in female collaboration and entrepreneurship.

#### empowerment through fashion

We believe clothing is more than what you wear — it's a way to express who you are. Our collections are designed to make women feel strong and confident.



#### a creative force inspired by women

Our greatest source of inspiration? The women around us — our team, our customers, our makers.

#### staying true to our vision

One of the most valuable lessons we've learned as female entrepreneurs? Trust your instincts. Even in a fast-paced, challenging industry like fashion, staying close to your values leads to meaningful, lasting impact.

#### women representation in by-bar

– women in company

overall: 90%

– women in board level

positions: 100%

– women in leadership

positions: 60%

– women in

management positions: 100%



**"at by-bar, it is all about authenticity, positivity, and a bold mindset. We are a down-to-earth, driven team that embraces opportunities and thinks in possibilities."**



## people

### **the by-bar team**

#### our lovely team

At by-bar, we do it together. Our supportive, female-driven culture is all about collaboration, encouragement, and celebrating each other's successes. We believe in lifting one another up, always.

### the by-bar culture

We believe a strong team culture starts with shared moments – and that begins with lunch. Every day, we gather as a team in our upstairs kitchen for a healthy and relaxed lunch together. Tuesdays are salad days, Thursdays are for soup, and every day is a chance to connect, unwind, and enjoy good food in good company.

After lunch, we step outside for a refreshing walk, a moment of fresh air, movement, and conversation that helps us return to work recharged. Staying active together is part of who we are.

Every year, we take part in the Singelloop, Breda's local marathon, and for those who love to run, there's a weekly running group open to everyone on the team.

Of course, it's not all about work and workouts – we love to celebrate together too. Whether it's a casual Friday afternoon drink or a full team outing, there's always room for fun.

One of our highlights was a trip to Paris in 2024 – a fantastic few days of team bonding, laughter, and inspiration. In 2022, we did the same in Florence, and it's become a tradition we all look forward to. Our culture is built on connection, well-being, and enjoying the journey. Together.



## planet

We are committed to reducing our environmental impact by prioritizing the well-being of our planet and people. As a lifestyle brand, we take our responsibility seriously and strive to make a positive impact. This involves operating and producing in a responsible manner, with the goal of reducing our carbon footprint.

- our footprint
- circularity
- chemical management

### our footprint

At by-bar, we believe in taking responsibility for the impact we create. That's why we measure our direct emissions (scope 1 and 2) every year, alongside the emissions from our business air travel. These are compensated through a climate project that contributes to a better world.

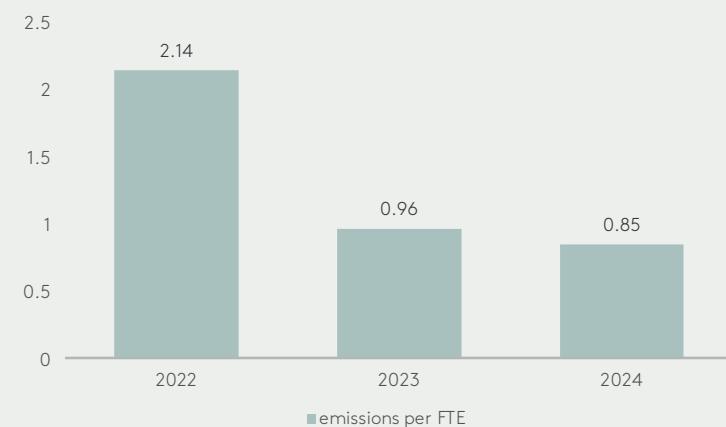
For 2024, our scope 1 and 2

emissions amounted to 42.08 tons. These represent the energy used in our office, warehouse, and brand store in Maastricht. We always compensate these emissions by investing in a meaningful climate project. As shared earlier in this report under People & Giving Back, in 2024 this was a project supporting sustainable cookstoves for households in India.

We also choose to measure and compensate the emissions from our business flights, which in 2024 totalled 24.84 tons. We are well aware of the footprint of flying. At the same time, maintaining close and personal relationships with our suppliers is essential to building long-term, sustainable partnerships. That's why we continue to travel to our suppliers several times a year while consciously offsetting the emissions this creates.



"in 2023, we saw a significant decrease in emissions per employee thanks to our transition to Greenchoice's renewable energy. In 2024, this downward trend continued."



## planet

### scope 1 and 2 emissions per FTE

In addition to reporting our total footprint, we also calculate the emissions per FTE. This allows us to reflect the impact of our growth as a company and gives a more honest view of how efficiently we use energy. In 2023, we saw a significant decrease in emissions per employee thanks to our transition to Greenchoice's renewable energy. In 2024, this downward trend continued. Through small but meaningful adjustments and more conscious energy use in our office and warehouse, we were able to further lower our footprint per

team member, despite our growing team.

### challenge

When it comes to our indirect emissions (scope 3), we are not yet there. In 2024, we did not measure these emissions, as this is a more complex challenge. But it is firmly on our roadmap for the future. Step by step, we are expanding our insights and taking on new goals in a way that makes them achievable. By measuring our full footprint, we will be able to make even more conscious and sustainable choices in the years to come.



## planet

### renewable energy

target 2030: 100% of our energy comes from renewable sources  
key progress 2024: 35%

At our headquarters, we are taking steady steps toward cleaner energy. In 2023, we began transitioning part of our operations to green energy.

By 2024, more than 35% of our energy use came from renewable sources, supplied by GreenChoice. Our ambition doesn't stop there—we are committed to moving to 100% renewable energy for all our office operations in the near future. Step by step, we are getting closer to this goal, ensuring our workplace reflects the same conscious choices we bring to our collections. Renewable energy is better for the planet because it comes from naturally replenishing sources like sun, wind, and water, rather than fossil fuels.

It produces far fewer greenhouse gas emissions, helping to slow climate change, and reduces our reliance on finite resources.

### transport

At by-bar, we are mindful of the impact of transporting our collections. Orders from Türkiye, Italy, and Portugal are always shipped by truck, as we deliberately avoid flying due to its significantly higher environmental footprint. For our production in India, most shipments travel by boat, though some deliveries are still sent by air to meet production schedules and ensure on-time delivery. We recognize the environmental impact this entails, and it is a priority for us to address.

On our roadmap, we are actively exploring ways to redesign our collection drop structures, aiming to eliminate air freight entirely in the future.



**"by 2024, more than 35% of our energy use came from renewable sources, supplied by GreenChoice."**



## planet

### circularity

At by-bar, we believe that beautiful clothing should be timeless; but also consciously made. Circularity is an essential part of our sustainability journey, and we are already taking a few steps in this direction:

#### timeless, high-quality pieces

Our collections are designed to last, so your favourite items can be enjoyed for years to come.

#### mono-materials

Wherever possible, we use mono-materials, making our garments easier to recycle.

#### upcycled collection

Our antic collection is crafted from existing materials, reducing waste and giving fabrics a second life.

#### recycled materials

We are increasingly incorporating

recycled materials, still in small percentages, but with a clear goal to expand this in the coming years.

#### repair & support

If an item becomes damaged within a certain period, customers can have it repaired by a local tailor, and we will reimburse the cost. This helps ensure beloved pieces stay in use for longer.

#### supporting textile recycling

We partner with Upv Textiel in the Netherlands and ReFashion in France. For every kilo of clothing we place on the market, we contribute to their projects, helping to improve recycling systems and collection points. This is crucial for creating change in how textiles are reused and processed, reducing the environmental impact of fashion.

**“we are committed to minimising our impact, by making conscious choices and by offering high-quality styles for a wardrobe that will last.” — Barbara Brenninkmeijer, founder by-bar**

#### almost no deadstock

At by-bar, we take a thoughtful approach to production to avoid dead stock. We order based on showroom demand, allowing us to see which styles resonate before committing to large quantities. This careful planning helps us produce only what is needed. Any surplus is never wasted. Unsold items are either sold through online fashion outlet marketplaces or at our own biannual sample sale, where we also offer samples, prototypes, B-grade pieces, and other remaining items. By doing this, we keep materials and

products in circulation, reducing waste and making sure every piece finds a home.

We recognize that there is still significant work to do in circularity for us. That's why it is fully integrated into our roadmap to 2030, including repair, resale, reuse, and recycling initiatives. Some projects are planned for later in the roadmap, as we first complete other major sustainability initiatives, but we are actively exploring ways to make our collections even more circular.





## planet

### chemical management

target 2024: 100% of our tier 1 suppliers sign our Restricted Substances List

key progress 2024: 100%

In 2024, we introduced our Restricted Substances List (RSL), taking an important step beyond legal requirements to ensure safer, more responsible production. This list helps us limit the use of harmful substances, protecting both the environment and the people involved in making our clothing.

We are proud to share that 100% of our Tier 1 suppliers have reviewed

and signed the RSL, committing to follow these standards in their production processes.

To make sure our products meet these high standards, we conduct a risk-based testing program every season. This means we test selected items that are most likely to contain restricted substances, ensuring compliance and continuous improvement.

By actively managing chemicals, we are protecting our planet, our people, and the integrity of our collections—step by step, keeping sustainability at the core of what we do.



## planet

### animal welfare

At by-bar, we believe fashion should never come at the expense of animal welfare. We follow clear guidelines on the use of animal fibers and continuously work to improve traceability and sourcing practices.

We've built a clear fiber index that guides our sourcing decisions. You won't find angora, down, fur, or leather from exotic animals in our collections.

by-bar is certified for the Responsible Wool Standard (RWS), Responsible Mohair Standard (RMS), and Responsible Alpaca Standard (RAS). We've already switched part of our wool and mohair to certified yarns. Together with our suppliers in Italy, we're growing this share every

season, aiming for 100% certified wool and mohair by 2030.

We stand firmly against mulesing. by-bar has signed the Brand Letter of Intent by Four Paws against mulesing, committing to achieve 100% certainty of non-mulesed wool throughout our supply chain by 2030. Through certification and transparency tools like Tex.tracer, we're mapping the full origin of our wool to make sure every step in our supply chain meets our standards of care. We also monitor and integrate the animal welfare standards set by Four Paws in our decision-making, ensuring that animal welfare remains a key consideration in every step of our sourcing process.

When it comes to leather, we apply the same values.

**"together with our suppliers in Italy, we're growing this share every season, aiming for 100% certified wool and mohair by 2030."**

We aim all leather used in our collections is a by-product of the food industry, not primary leather. We work with LWG-certified tanneries, ensuring that tanning processes meet strict environmental and social criteria. With Tex.tracer, we are also mapping the full origin of

our leather materials to verify transparency and responsible sourcing.

For us, animal welfare isn't just a checkbox. It's part of creating collections that reflect what we value most: honesty, quality, and respect for every living being.



## our challenges

At by-bar, we believe it is just as important to celebrate the progress we are proud of as it is to openly share the challenges we face. Transparency lies at the heart of everything we do, and that means being honest about the goals we have not yet achieved, the obstacles we encounter, and the areas where we know we still have work to do.

### scope 3 calculations

We are well aware that measuring our full scope 3 emissions is an essential step to truly understand our impact. Until now, we have not yet carried out this calculation, as 2024 was already a year full of significant changes and improvements. Our plan is to conduct a complete scope 3 calculation by the end of 2025 or in 2026. To ensure this outcome is meaningful, we first want to focus on collecting as much reliable data as possible. In 2025, we will take an

important first step with a project measuring the impact through LCAs (Life Cycle Assessments) of well-known recurring styles in our collection. This will give us early insights into the footprint of our products and allow us to identify areas for improvement.

### supply chain transparency

With tex.tracer, we took meaningful steps in mapping and verifying our tier 1 and tier 2 suppliers, yet we know that achieving full transparency all the way to tier 4 remains a challenge. While tex.tracer is a valuable tool, working with a platform alone does not mean the journey is complete. Becoming truly transparent across all levels of our supply chain will take time and persistence. That is why, from 2025 onwards, we will continue to expand our use of certified products as a way to guarantee greater traceability and accountability.

**"in 2025, we will take an important first step with a project measuring the impact through LCAs (Life Cycle Assessments) of well-known recurring styles in our collection."**

### resale & circularity

One of our goals was to launch our own resale platform by the end of 2024. While we had already made progress, we eventually realized that this ambition was too early. There were still fundamental improvements needed on our e-commerce infrastructure before resale could be integrated

effectively. Resale remains very much on our roadmap, but for now we are prioritizing strengthening our foundation first. We also believe that repair will play an important role as a first step towards a future resale offering, and see this as a natural way to extend the lifecycle of our products.



## other challenges we face

Beyond these key areas, we also recognize additional challenges that lie ahead:

### packaging in our full supply chain

While we switched to recycled FSC paper packaging in 2024, the transition to recycled polybags is still in progress. Finding a solution that meets both sustainability standards and practical requirements remains a hurdle.

### transport

Although we avoid air freight as much as possible, certain timelines and collection structures still make it difficult to eliminate it completely. Rethinking our logistics planning and collection drops will be necessary to make meaningful progress here.

## capacity & focus

As a relatively small team, balancing ambition with capacity is an ongoing challenge. We often want to take on multiple projects at once, but we know true progress comes from depth and focus rather than speed and volume.

## looking ahead

There will always be challenges on our journey. We are continuously learning and improving, and while we would love to tackle everything at the same time, we know that real impact comes step by step. By going deeper into our current projects and steadily building on our progress, we believe we can create lasting change: with integrity, transparency, and care at the core of everything we do.



— Barbara & Carla

founder and co-founder by-bar





impact report  
2024