

MR MARVIS

22/23

# Action Report

Be Marvellous. Feel Marvellous. Stay Marvellous.

Certified



Corporation



# We are here to make people feel marvellous

It's our mission to share positive energy around the world. We do so by creating iconic designs, offering best-in-class service and driving conscious decisions for people & planet.

As a clothing brand, we hold ourselves accountable for the impact we have. We are dedicated to doing better every day; creating value for everyone interacting with our company and reducing our environmental footprint to a minimum.





# Our first action report

Since the foundation of MR MARVIS, we create slow fashion; durable garments with a timeless design. This concept prioritises quality over quantity and encourages consumers to purchase well-made, more sustainable clothing that will last for years and is designed for circularity. It is a response to the fast fashion industry which is often known for its rapid production of cheap, disposable clothing, overstocking, end-of-season sales and incineration of unsold items. Slow fashion brands however, focus on reducing waste, promoting ethical labour practices, and supporting a more sustainable future for the fashion industry. For us, this translates into producing exclusively in Portugal using more sustainable materials and only with production partners that can meet high standards for labour conditions and environmentally friendly production.

We are proud to announce that MR MARVIS is now a Certified B Corporation. Ever since the launch of our first pair of perfect shorts - back in 2016 - we strive to make conscious decisions in every aspect of our value chain. From being an inclusive and considerate employer, to producing in Portugal using more sustainable materials. We're proud to officially join a community of B Corp companies that share the commitment to using business as a force for good.

In three years, has to recertify, and our goal is to achieve an even higher score and make an even greater positive impact. We welcome you to join us on this journey and follow our progress. If you have any ideas, questions, or feedback, please don't hesitate to reach out to [sustainability@mrmarvis.com](mailto:sustainability@mrmarvis.com). We're always open to learning about new ways to improve.

Today, we proudly publish our first annual Action Report. This report gives detailed insight into MR MARVIS' social and environmental decisions and their impact. We call it an Action Report because we don't only focus on our achievements. We realise that more action is required to make an even bigger impact. In this report you'll therefore also find our ambitions for the future. We are setting the bar high, and we're confident that we can make these targets, thanks to our dedicated and driven team.

Aafke, David, Steven (*founders*)



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# Impact Pillars

When we embarked on our journey to become a Certified B Corporation we categorised our efforts into three pillars: Be Marvellous, Feel Marvellous, Stay Marvellous. Each pillar focuses on a specific part of our business and includes colleagues from all departments. This helps us involve everyone from the team on our journey of making people around the world feel marvellous.

We like this structure, that's why we've decided to keep it in place, also after we became a B Corp. This is important to us, because besides that it structures our efforts. It also opens up conversations about social and environmental topics across the board.

## Be Marvellous

We want to Be Marvellous. This pillar covers topics concerning good governance and sustainable customer stewardship. Last year, this team worked for example on changing MR MARVIS' legal documents to include social and environmental decision making at the core of our business. Improving the contact with our customers is also constantly on the agenda.

## Feel Marvellous

We want people to Feel Marvellous. Our own people, by being a great & inclusive employer. And other people around the world too. We try to achieve this through our philanthropic efforts, such as charitable donations and voluntary work. This team has also been working on multiple HR-related projects.

## Stay Marvellous

We strive to Stay Marvellous. The third pillar is looking towards the future of our planet and finds solutions to reduce our negative environmental impact. Through material use, production processes and packaging. This team focuses on measuring the environmental impact of our collection, setting reduction targets and compensating emissions through greening projects.



# Highlights





# Be Marvellous

## Governance & Customers



We became a certified B Corporation and signed the Declaration of Interdependence.



We opened a new flagship store in Antwerp, Belgium. This is our second flagship store, next to Amsterdam.



Over 100,000 people visited our physical stores in Antwerp and Amsterdam. Our website saw almost 9.2 million visitors in 2022.



We have a Net Promoter Score (NPS) of +66. NPS is measured on a scale of -100 to +100.



Although we are a menswear brand, more than a third of our customers is female.



Offering best-in-class service to customers in 40 countries.





# Feel Marvellous

## Philanthropy



We introduced a budget of hours to spend on voluntary work. Last year, we spend 174 hours.



Through our greening project in Tanzania, with Justdiggit, we positively impact the lives of over 4,000 people.



We donated 455 garments to Dress 4 Success. This is an organisation that helps low-income men and women get a free outfit for their next job application.



During Earth Week, we donated the proceeds of all sport shorts - made with recycled plastic - to The Ocean Cleanup (€7,248)



Together with Stichting Kinderen Kankervrij (Children Cancer-free Foundation) we created the campaign KiKa Korte Broek. This year, the campaign raised almost €700,000.



With "Het Danspaleis", we organised a dance party for elderly people to fight loneliness and connect with older generations.





# Feel Marvellous

## Colleagues



We welcomed 52 new colleagues to our team...



...and one office dog!



50% of our managers identifies as female.



Employee happiness score of +79 on a scale of -100 to +100. The average for companies in the Netherlands is 12.



We introduced a pension plan for all employees.



We organised company wide Diversity, Equity and Inclusion workshops





# Stay Marvellous

## Product



We started measuring our CO2 emissions and now know that the average carbon footprint of our products equals a one-way trip by car from our HQ in Amsterdam to the beach of Zandvoort (about 35 km).



We've added environmental impact scores to all our products on the website.



We are switching The Longs from conventional cotton to organic cotton. This means that 100% of our trousers will be made with organic cotton.



All our 58 suppliers signed a Code of Conduct, which formalises fair and safe working conditions.



We started phasing out the use of virgin polyamide for The Swims. Instead we're using recycled polyamide.



We reached the milestone of converting 500,000 PET bottles into fabric for The Sports.





# Stay Marvellous

## Planet



We've set the ambitious goal of reaching net zero emissions before 2030.



We introduced four waste streams in all our facilities (HQ & stores); general waste, paper, glass & plastic.



By switching The Longs to organic cotton, we will significantly reduce our carbon footprint.



Customers can repair their garments if needed through our repair service. In most cases it's completely free.



We compensate 110% of all our carbon emissions through greening projects with Justdigg.it.



We've started a partnership with Sellpy, so that customers can give their "discarded MR MARVIS" garments a second life.







Be Marvellous  
**Being a force for good**



## Being a force for good.

Since day one of MR MARVIS, we strive to make conscious decisions in every aspect of our business. From being an inclusive and considerate employer, to producing in Portugal using the most sustainable materials we can find and under the right circumstances. But also in terms of customer stewardship and setting high standards for customer satisfaction.

We're very proud that as of 2023, we can call ourself a Certified B Corporation. As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact. Companies with a B Corp certification are committed to balance profit with purpose for people and the planet. It's great to see that many of the choices we made when founding MR MARVIS in 2016 are today still very relevant and recognised by B Lab - the organisation behind the certification. Becoming certified is a recognition of our values which are deeply rooted in our daily decision making.

This chapter covers all highlights of the past year that concern governance and our customers. Or as we like to call it, the Be Marvellous pillar.



# Certified B Corporation

We are very proud to announce that MR MARVIS is now officially a Certified B Corporation.

## What is a Certified B Corporation?

This is a renowned certification for commercial companies that use their business as a force for good. By becoming a B Corporation, we join a community of thousands of likeminded businesses around the world that work together to build a more inclusive and sustainable economy.

## How we got here

To become a Certified B Corporation, we performed an impact assessment that scores our business on various areas, such as the environment, communities and workers. MR MARVIS has surpassed the required minimum score of 80 points to become a B Corp, achieving a notable score of 101.7 on the B Impact Assessment. MR MARVIS received points for a range of initiatives and policies including the use of environmentally preferred materials, setting high standards for working conditions, introducing ambitious carbon reduction plans, charitable donations and voluntary work by our team.





## Best-in-class service

We want our customers to feel marvellous. We know we can only do so, if we offer best-in-class service that leaves them with a smile on their face. That's why every day, we work on ways to improve our customer experience; We train our agents to be 'best-in-class' and form our processes the best way possible to assist our customers on their journey to marvellousness! That's why we're also critically measuring our customer satisfaction.

### Net Promoter Score

To measure satisfaction amongst our customers, one of the main indicators we use is called the Net Promoter Score - 'NPS'. Put simply, that's a number between -100 and 100. The higher the number, the better your performance. The NPS is calculated using a post-purchase survey where our customers are asked, on a scale of 0-10, how likely it is they would recommend MR MARVIS to a friend. The answers are then divided into three groups:



Detractor: rated 0-6 (negative about the brand)



Neutral: rated 7-8 (neutral about the brand)



Promoter: rated 9-10 (positive about the brand)

### What does that mean for our score?

If a customer rates us with a 7 or 8, they count as passives. They are seen as neutral and therefore, their answers don't affect our NPS score. If a customer gives us a 6 or lower, they are considered detractors. Detractor scores represent customers who weren't happy with our service or product. These scores pull the total NPS downwards. Only true promoters, who scored us with a 9 or 10, pull the NPS score upward. The percentage of promoters minus the percentage of detractors will give the final NPS score.

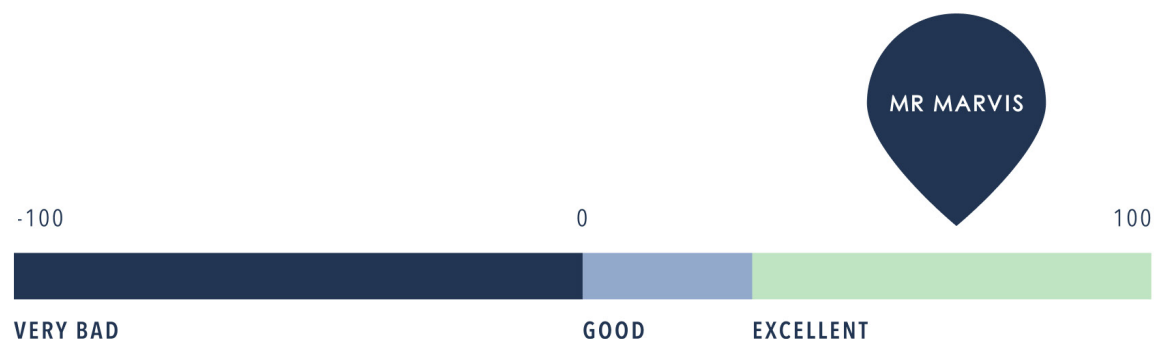


## Our NPS

In 2022 we managed to maintain the NPS of MR MARVIS at 66. This makes us very proud, especially the average NPS in E-Commerce is 45. MR MARVIS is becoming well known in more markets by the minute which makes maintaining the NPS score at 66 an outstanding achievement.

For 2023 we set a new goal; an NPS of 68. MR MARVIS is committed to keep improving what we are doing while taking the environment into account. Upcoming year, we will focus on these key areas:

- Improving our website (speed) for an even smoother online shopping experience;
- Paperless returns in our main markets for an easier and environmentally friendlier way of returning;
- 'Voice of customers' sessions to continuously improve our service and processes;
- Implementation of multiple tools to offer the best accessibility to all information our customers need.
- Reducing returns by improved product advice to lower the impact on our environment.





# Flagship store Antwerp

We are proud to have opened our flagshipstore in Antwerp, Belgium. Our customers in the Antwerp area can now also come to our physical location in the beautiful Schuttershofstraat to find their perfect fit.

Having physical stores helps us improve the customer journey, reduce returns and exchanges and it places us in closer contact with our (potential) customers.

The success of our stores in Amsterdam and Antwerp has inspired us to open more physical retail locations. Early 2023, we will open stores in The Hague and Munich. We aim on opening stores in more locations across Europe.





# Repair service

## Made to last

All of our garments are handcrafted in Portugal by highly skilled and experienced craftsmen and -women. Their passion for craftsmanship is the main reason to work with them. This enables us to offer perfect shorts, trousers & other garments that are made to last a long time. We hope our customers take great care of their MR MARVIS too. By following the care instructions, we are confident that they will enjoy their product for a very long time. But at some point after extensive wearing. It might happen that an item needs a bit of care.

## Local repair

In the case a garment could need some extra attention, we prefer to repair locally rather than shipping it back and forth or replacing it. Replacing means a waste of valuable materials and hard work. Most of the time, it's a quick fix. As we trust our products to be enjoyed for a long time, we offer free local repairs (as long as the garments can be repaired\*).

\* please get in touch with our customer service first





## Five reasons to repair locally instead of replacing

- 1.** The most sustainable pair of trousers or shorts is the one in your wardrobe - wear it as long as possible.
- 2.** Most of the times, it's just a small fix.
- 3.** Producing a new pair of Originals involves 38 processes and 7 suppliers. Repairs can usually be done by one person.
- 4.** Save unnecessary transport and support your local tailor, rather than having us replace your item.
- 5.** Within a reasonable margin, MR MARVIS will cover the costs of repairing.





# What we'll be doing next



## Loyalty program

This year, we're taking the first steps towards a customer loyalty program. For true friends of the brand, we want to do something extra and give them a unique offer.

## Paperless returns

In the Netherlands and Belgium, we have already rolled out paperless returns. In the coming months other markets will follow. With this new return option, a customer does not have to print a return label anymore when they send a parcel back to us. Instead they show a barcode on their phone at the post office.

## New stores

After the success of our stores in Amsterdam and Antwerp, we aim on opening more stores in different locations around Europe. The first two new ones are located in The Hague and Munich.





Feel Marvellous  
**Spreading positive energy**



# Philanthropy

That feeling when you put on a pair of shorts. The feeling of **ultimate freedom, joy and carelessness**. That's what we mean when we talk about **feeling marvellous**.

Unfortunately, it sometimes **requires more** than perfect shorts or trousers to get that feeling. Through our **philanthropic** efforts, we try to bring positivity into the lives of those who need it most.





# Charitable giving

We want to make people feel marvellous. First, through the creation of our shorts & trousers. But in some cases it requires more than a perfect garment to make someone feel marvellous. That's why we support various charitable organisations.

Next to these donations, we encourage colleagues to support charities too. MR MARVIS offers payroll giving to its employees. This means that colleagues can make donations to charities directly from their pay slip. And even better: every donation made by one of our colleagues is doubled by MR MARVIS.

**In 2022, we've donated €59,028 to charities.**



## Earth Week '22

To celebrate the fact that since its launch in 2019, we've recycled over 500,000 plastic bottles to create the fabric of The Sports, we donated the proceeds of The Sports during Earth Week '22 to The Ocean Cleanup. This amounted to €7,248.

MR MARVIS  
AMSTERDAM

RECYCLED

500,000  
PLASTIC BOTTLES

TO CREATE OUR SPORT  
SHORTS.





# KiKa Korte Broek

Since 2021, we proudly support KiKa Korte Broek (translated: KiKa Shorts). KiKa raises funds for innovative research and other activities in the field of childhood cancer, aimed at less pain during treatment, more healing and a higher quality of life later in life. By wearing our shorts in December & donating the proceeds of the shorts sold during the campaign period (between 14 and 24 December), we make our contribution to a world free of child cancer.

The KiKa Korte Broek campaign raised almost €700,000 for research into child cancer. MR MARVIS & friends proudly contributed close to €33,000 from shorts proceeds during the campaign, customer donations, and employee donations (doubled by MR MARVIS).

**VANDAAG DRAAG IK MIJN  
KORTE BROEK. JIJ OOK?**



**Ties & Pim**  
Boegbeelden van Kika Korte Broek '22







# Voluntary work

Next to financial support, we donate our time and expertise to communities. Each year, we set a target amount of hours to be spent on voluntary work by our team. This target is based (but not limited to) 4 hours per full-time employee. In the past, our team helped at the Voedselbank (food bank) & Daklozenopvang Amsterdam (homeless shelter Amsterdam). Last year we collaborated with Het Danspaleis to organise a dance party for lonely elderly people.

**In 2022 our team spent  
174 hours on voluntary work.**

## Het Danspaleis

The mission of Het Danspaleis is to keep all seniors in the Netherlands vital and included through dancing and music. They do so by organising dance parties for seniors in elderly homes around the Netherlands. MR MARVIS funded for the organisation and volunteered at an edition of Het Danspaleis in Amstelveen. It made their day and ours too! In 2023, we'll be hosting another edition of Het Danspaleis to spread more positivity among this sometimes forgotten group of people and to connect with different generations.



A photograph of two men sitting on lounge chairs on a stone patio, playing chess on a small round table. The man on the left has curly hair and wears a red t-shirt and light blue shorts. The man on the right has a beard and wears a light-colored polo shirt and pink shorts. They are both barefoot. A large fringed umbrella stands behind them. In the background, there is a lush green hillside with a small town and a body of water under a blue sky. A swimming pool is visible on the right side of the patio.

Stay Marvellous  
**Making conscious decisions**



# Starting off right

Our brand promise is not to change the look, fit and feel of our products after we launch them. Consequently, this means that the shorts we sold in 2016 had the same fit, colour and feel as the ones that are produced today. This comes with an advantage for the customer, because he only has to find the right size once, and then can rest assured that his shorts and trousers will look and feel the same. It also means that we never have issues with our stock; the shorts we didn't sell last summer, can still be sold the next.

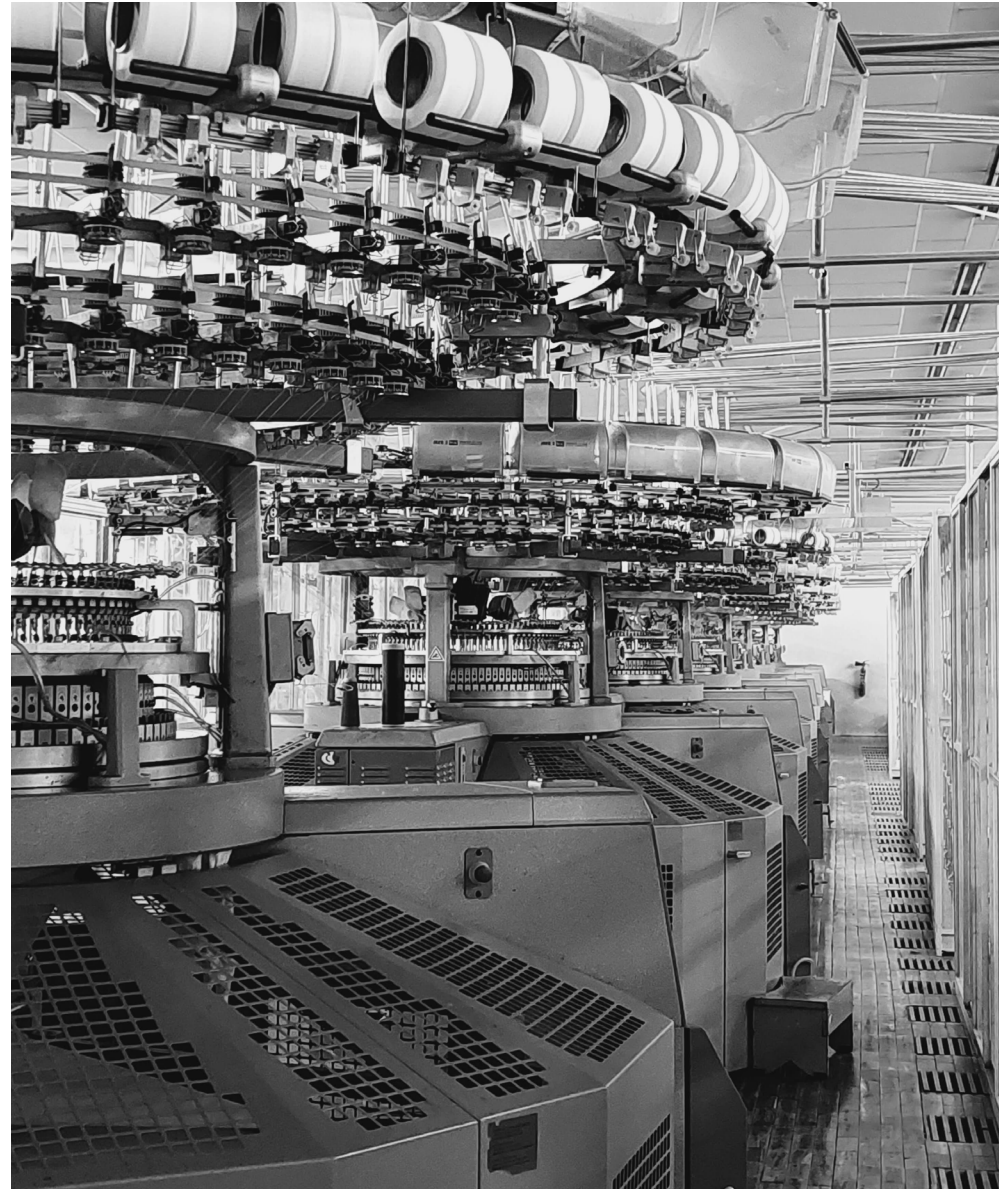
It also means that new products have to be perfect from the start. Because starting off right is easier than having to adjust along the way. Therefore, each new item goes through an elaborate process of research and development. We source more sustainable materials, we look for the best practices out there, set high standards in the design process and we extensively wear-test each sample we make until perfection is found. And once we're all happy, something that can take more than a year, we launch the new product.

Although we do not change our designs, we continuously improve our garments. An example is switching the fabric of The Longs from conventional cotton to organic cotton. This way, we will reduce our carbon footprint significantly and save a lot of water. Changing fabric without changing the feel has proven to be challenging. For The Longs we succeeded in finding a good organic alternative. In 2023 we'll work on switching the final product - The Originals - to organic cotton too.



# We create slow fashion

Every new product we introduce has gone through a long process of research and development. After all, we want to make clothing that last a long time and is not thrown away after wearing it for one season. Because we never change the design of our shorts & trousers, they have to be perfect from day one. On the next few pages, we'll give a brief outline of all the steps that are involved in the creation of one pair of shorts. Note that the order of these processes can differ between different types of garments. Sometimes a fabric is dyed before being manufactured (e.g. yarn dye or fabric dye), sometimes the dyeing takes place the garment is finished (garment dye). For this overview, we're looking at a pair of The Piqués, one of our most popular products today.





## 1

First, we source the right materials for the product we want to make. Back in 2018, we joined forces with our weaving house in Porto to create our very own type of fabric for The Piqués. A waffle texture, extra airy and made of GOTS certified organic cotton from Turkey. At this stage, we also took sustainability in account, that's why for example we chose organic cotton, which uses much less water, has a smaller carbon footprint and uses no pesticides to grow.

## 2

We only use certified organic cotton, preferably GOTS certified. GOTS is extra valuable because it does not only look at the ecological part of the process, it also safeguards fair working conditions for the people involved in the supply chain. The raw fibres are shipped from Turkey to our spinning house in Portugal per boat. We never use air transport for shipping. This has a high ecological benefit, as it causes only a fraction of the emissions a plane trip would have produced.





### 3

After the cotton bales arrive in Porto, the cotton is spun into yarns, which are then woven into the piqué fabric we created with our weaving house. We test the fabric extensively in our lab. We test its durability (e.g. rubbing it against different surfaces with a special machine). But also shrinkage and colour fastness are tested in this phase. Only if a fabric succeeds in all tests, we use it to make a new garment.

### 4

Our dye house is situated near Porto. It complies with high EU-standards in terms of environmental safety (REACH\*). Our dye house constantly work on further reducing their footprint and innovating the industry. An example is that they filter out all the toxins from their waste water, this way it can flow back into the nearby river. The filtered waste is then used to make asphalt and does not end up in nature.

\* Registration, Evaluation, Authorisation and Restriction of Chemicals.





## 5

The fabric is cut and sewn into a finished garment. This is called the manufacturing process. For this part of the production process we work with almost 20 different manufacturing partners. It's a conscious decision to work exclusively with small scale (family-owned) businesses. And because most of them have been our partners since the very beginning, we have a very close relationship with them, which allows us to secure high-quality garments and fair working conditions. All of our partners along the supply chain, from manufacturer to dye house, to spinning house, have to sign our code of conduct before we can do business together.

## 6

When the product is finished, it's wrapped in a recycled plastic bag (to protect the garment during transport and other handlings) and transported per truck to our distribution center in Nieuwegein, The Netherlands. At the distribution center, the plastic is taken off and recycled. The product is shipped to the customer in a recycled carton box, without any plastic or virgin packing materials. We review our shipping box every time we create new styles, to optimise the sizing in order not to ship air. Currently we're exploring options for packaging that can fit the mailbox, to prevent failed deliveries when the customer is not at home.





# Environmental impact assessment

Since 2022, we're working with BCOME to calculate the environmental impact of our products. On our website, you will find the environmental assessment of every product on its specific product page. We use these scores to determine reduction targets and to compensate for our emissions.

## Important notes

1. With BCOME, we did a cradle-to-gate life cycle assessment. This means that we have measured the impact from raw fibre extraction (e.g. cotton plant) until it arrives at our distribution center in Nieuwegein, The Netherlands.
2. Using our own data, we were able to add the last mile (distribution center to customer). Compared to the total emissions, this was a marginal amount.
3. The results you will see below are impact scores, not direct consumption. Find out more about this on the next pages.
4. It's impossible to make these calculations without the use of assumptions and industry standards. In real life, it can turn out that our emissions are actually higher or lower. And although we put our best effort in the current analysis, there's always a margin of error we can not evade. We make up for these insecurities by compensating 10% more than we measure.
5. We share these scores, to raise awareness for the impact of the fashion industry and to hold ourselves and our customer accountable for the conscious use of valuable materials.





# Environmental impact assessment

The assessment scores every item on four variables: Global Warming, Water Scarcity, Eutrophication and Abiotic Depletion. We'll go through these different concepts and explain how to interpret each of them.

## ENVIRONMENTAL ASSESSMENT

Environmental impact of the product







## Global warming

This is the total of greenhouse gasses emitted throughout the supply chain, expressed in a CO2 equivalent. This impact area includes other greenhouse gasses, like methane, too (e.g. from livestock). The Global Warming score does not show direct CO2 emissions. It also includes other greenhouse gasses and therefore gives a higher impact score than you would get when you only measure direct carbon emissions.



## Water scarcity

This measures the relative water consumption of a particular product, taking into consideration local water scarcity. This impact score is measured by taking the direct water consumption and multiplying it with a factor dependent on the geographical location where the water is consumed. We do this, instead of simply counting direct water consumption, to give a more accurate idea of the actual impact of a product. This means that the score is not representing direct consumption. While a product might need 10 liters of water, the impact on water scarcity can be equivalent to the use of 100 liters of water. Because one liter of water used in a place where it's much more scarce, means a much higher impact on global water scarcity than that same liter used in a place where water is less scarce.





## Eutrophication

Maybe a less known issue, but even so important because of its devastating potential, is eutrophication. This is a chain reaction resulting from the use of fertilizers and pesticides. These (chemical) resources protect the crops on the fields and helps them grow. But when they trickle down into the earth, they finally end up in lakes, rivers and seas. There, it forms a feeding ground for bacteria such as green algae. The algae thrive under these conditions, which results in an abundance of green algae. As an effect, a thick layer of green pulp forms on the surface, covering it off from sunlight and oxygen, causing organisms underneath to die. In short, the use of fertilizers, pesticides and other chemicals that end up in nature can cause whole ecosystems to break down. We compare these scores with washing cycles, another - more familiar - practice that incurs eutrophication.



## Abiotic Depletion

This represents the use of fossil energy sources. Although many of our suppliers are installing solar panels and other forms of sustainable power sources, there's still a majority of energy coming from fossil energy sources. Also the use of synthetic materials, such as polyester and elastane requires abiotics and therefore has an impact on this score.





## The Originals

### Better than average:

Water scarcity: 12% better  
Global warming: 16% better  
Eutrophication: 4% better  
Abiotic depletion: 20% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

1.235 water bottles  
347 days of use of light bulb  
8 washing cycles  
16 kilometers by car

The Originals are made with conventional cotton, which uses more than 90% more water than organic cotton. In 2023 we're planning on switching this product to organic cotton.



## The Piqués

### Better than average:

Water scarcity: 98% better  
Global warming: 44% better  
Eutrophication: 15% better  
Abiotic depletion: 45% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

27 water bottles  
192 days of use of light bulb  
8 washing cycles  
9 kilometers by car



## The Short Linens

### Better than average:

Water scarcity: 97% better  
Global warming: 32% better  
Eutrophication: 20% better  
Abiotic depletion: 32% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

28 water bottles  
237 days of use of light bulb  
5 washing cycles  
12 kilometers by car





## The Short Easies

### Better than average:

Water scarcity: 97% better  
Global warming: 37% better  
Eutrophication: 16% better  
Abiotic depletion: 36% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

33 water bottles  
258 days of use of light bulb  
7 washing cycles  
14 kilometers by car



## The Seersuckers

### Better than average:

Water scarcity: 97% better  
Global warming: 35% better  
Eutrophication: 14% better  
Abiotic depletion: 36% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

33 water bottles  
209 days of use of light bulb  
6 washing cycles  
10 kilometers by car



## The Seersucker Swims

### Better than average:

Water scarcity: 94% better  
Global warming: 27% better  
Eutrophication: 16% better  
Abiotic depletion: 29% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

25 water bottles  
239 days of use of light bulb  
3 washing cycles  
14 kilometers by car





## The Swims

### Better than average:

Water scarcity: 85% better  
Global warming: 8% better  
Eutrophication: 14% better  
Abiotic depletion: 12% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

28 water bottles  
468 days of use of light bulb  
2 washing cycles  
18 kilometers by car



## The Sports

### Better than average:

Water scarcity: 88% better  
Global warming: 22% better  
Eutrophication: 13% better  
Abiotic depletion: 31% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

24 water bottles  
198 days of use of light bulb  
2 washing cycles  
11 kilometers by car



## The Juniors

### Better than average:

Water scarcity: 20% better  
Global warming: 18% better  
Eutrophication: 5% better  
Abiotic depletion: 22% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

632 water bottles  
193 days of use of light bulb  
5 washing cycles  
9 kilometers by car





## The Longs

### Better than average:

Water scarcity: 9% better  
Global warming: 16% better  
Eutrophication: 4% better  
Abiotic depletion: 20% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

1.682 water bottles  
464 days of use of light bulb  
11 washing cycles  
22 kilometers by car



## The Coolerdays

### Better than average:

Water scarcity: 98% better  
Global warming: 35% better  
Eutrophication: 15% better  
Abiotic depletion: 35% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

22 water bottles  
448 days of use of light bulb  
12 washing cycles  
22 kilometers by car



## The Flannels

### Better than average:

Water scarcity: 98% better  
Global warming: 35% better  
Eutrophication: 15% better  
Abiotic depletion: 35% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

46 water bottles  
382 days of use of light bulb  
10 washing cycles  
19 kilometers by car

For The Longs, we found an alternative fabric which is made from organic cotton. We are currently in the process of transitioning to this new, more sustainable fabric. However, since we are reporting on the previous year, the above represents The Longs made from conventional cotton. After the switch, the score is expected to be comparable to that of The Coolerdays.





## The Cords

### Better than average:

Water scarcity: 98% better  
 Global warming: 35% better  
 Eutrophication: 15% better  
 Abiotic depletion: 35% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

54 water bottles  
 440 days of use of light bulb  
 12 washing cycles  
 22 kilometers by car



## The Easies

### Better than average:

Water scarcity: 96% better  
 Global warming: 24% better  
 Eutrophication: 12% better  
 Abiotic depletion: 20% better

\* compared to industry average

### Room for improvement:

#### Environmental impact

68 water bottles  
 449 days of use of light bulb  
 10 washing cycles  
 25 kilometers by car



# Better than average. Room for improvement.

After we assessed the environmental impact  
of our product line, we learned that our  
products **perform better than average.**

but if you look at the absolute numbers,  
there's **room for improvement too.**



# Move towards more organic cotton

MR MARVIS

"Made from 100% GOTS-certified organic cotton". You've probably heard us use that sentence before. But what does it mean exactly when we say organic cotton? What does GOTS stand for? And why is it so important to us? Well, the answer is actually quite simple: organic cotton is less harmful for the environment.

## What is organic cotton?

First things first: cotton is a fibre that grows on the cotton plant. But before you can use it, just like all crops, it first needs to grow. During that process, many cotton farmers protect their crops from insects by using pesticides. Often, they also create bigger and more numerous crops using genetically modified organism (GMOs), fertilisers, and artificial irrigation methods. But besides creating a strong and beautiful cotton plant, these methods all have one thing in common: they have a negative effect on the planet in terms of water usage, soil depletion, carbon emissions, and energy usage. Organic cotton is grown under more sustainable conditions with a far less harmful impact on all the factors listed above. It does not use any pesticides, artificial fertilisers, or GMOs, nor is the field irrigated with anything other than rainwater.



## Goal: 100% organic cotton

In the coming year, we aim to switch the last product in our collection - The Originals - to organic cotton instead of conventional cotton. Why? The answer is easy; organic cotton is much less harmful to the environment than "conventional" cotton. Thanks to the methods used while growing the cotton, or better: the methods that were NOT used, organic cotton is much more sustainable than conventional cotton. And that's exactly why we are phasing out conventional cotton from our collections, whilst looking for organically produced alternatives with the exact same or even better qualities. Because that's what our mission states: creating iconic designs while making conscious decisions for people and planet.

## Global Organic Textile Standard (GOTS)

The Global Organic Textile Standard is a renowned certification for organically produced fibres. What we like about it, is that the scope of the certification goes even further than only the environmental aspect of textile production.

It also takes social criteria such as fair and safe working conditions into account. So, by choosing organic cotton that has the GOTS certification, we make sure that the fabric we use meets high standards; both ecological and social.

## Green Disclaimer

Since we're talking facts here, let's be honest about the full picture. Organic cotton does show considerable ecological benefits over conventional cotton, but it's not the end of the story. It's much less harmful, but it still impacts the planet. Changing all our collections to organic cotton is a first big step towards being a truly sustainable fashion brand. But to reach our goal of becoming net zero by 2030, we realise we need to do more. That's why we invite you to have this conversation with us. We're also eager to learn how we can improve.





# Net zero emissions

In 2016, the **Paris Agreement** went into effect. An international treaty on the reduction of carbon emissions with the goal to **keep global warming to a maximum of 1.5 degrees Celsius**.

In order to achieve the goals in the Paris Agreement and essentially **save the world**, countries as well as companies have set high reduction targets to reach **net zero emissions by 2050**. Discussion are ongoing if this target will be met and if 2050 is in time...

**MR MARVIS** is committed to reach **net zero emissions already by 2030**.



# Our ultimate goal: net zero by 2030

MR MARVIS measures its emissions in all three scopes, from cotton field to the customer's wardrobe. These scopes were defined by the Greenhouse Gas Protocol and relate to emissions that derive from different parts of the business:

## Scope 1

Direct emissions from owned sources. In our case, that's emissions from our HQ in Amsterdam and our local office in Porto area. We do not own any factories or store locations, therefore these emissions fall within the other scopes.

## Scope 2

Indirect emissions from the generation of purchased energy for owned facilities. Only indirect emissions from owned premises are accounted for here.

## Scope 3

All indirect emissions that don't fall within scope 2, both upstream and downstream. This scope is not always reported on, however it's where the vast majority of emissions take place. MR MARVIS does report on this scope too

## Net zero by 2023

We have set the ambitious target to reach net zero emissions in scope 1, 2 and 3 by 2030. This means that we will reduce all our emissions to a minimum, where no further reductions can be made. The last bit of inevitable emissions will be compensated through regreening projects.

Important to note, is that reduction comes first and compensation comes second. Our primary focus lies on reducing our emissions to a minimum before we compensate for the remaining emissions. We use compensation as a temporary solution until we can reduce even more. On the next pages you'll read more about our compensation project with Justdigg.it.





# Overcompensating our emissions

We are confident that we'll reach net zero emissions by 2030, however most reductions don't happen overnight. It takes time to find the best solutions and then implement them. Unfortunately, this means that until we reach our target, there will still be inevitable emissions we need to deal with in the meantime. And even when we're at the point where we've reduced our emission to a minimum, we'll still have some emissions that we simply can not reduce any further.

Since 2022 we aim to compensate 110% of all our emissions in scope 1, 2 & 3. We do this through regreening projects with our partner Justdigg.it. We choose to overcompensate with 10% extra for two reasons. First, there's always a margin of error when you're measuring emissions. For a large part of the analysis, we need to work with assumptions and averages. This comes with a certain range of error. To make sure that we don't miss any emissions, we compensate 10% extra. Next to this safe margin, we like the idea of giving back more than we take.

We don't believe compensation is the final solution. But at the same time, we believe it is better than doing nothing. As long as we keep our primary focus on reducing, we see compensation with the right partners as a temporary solution.

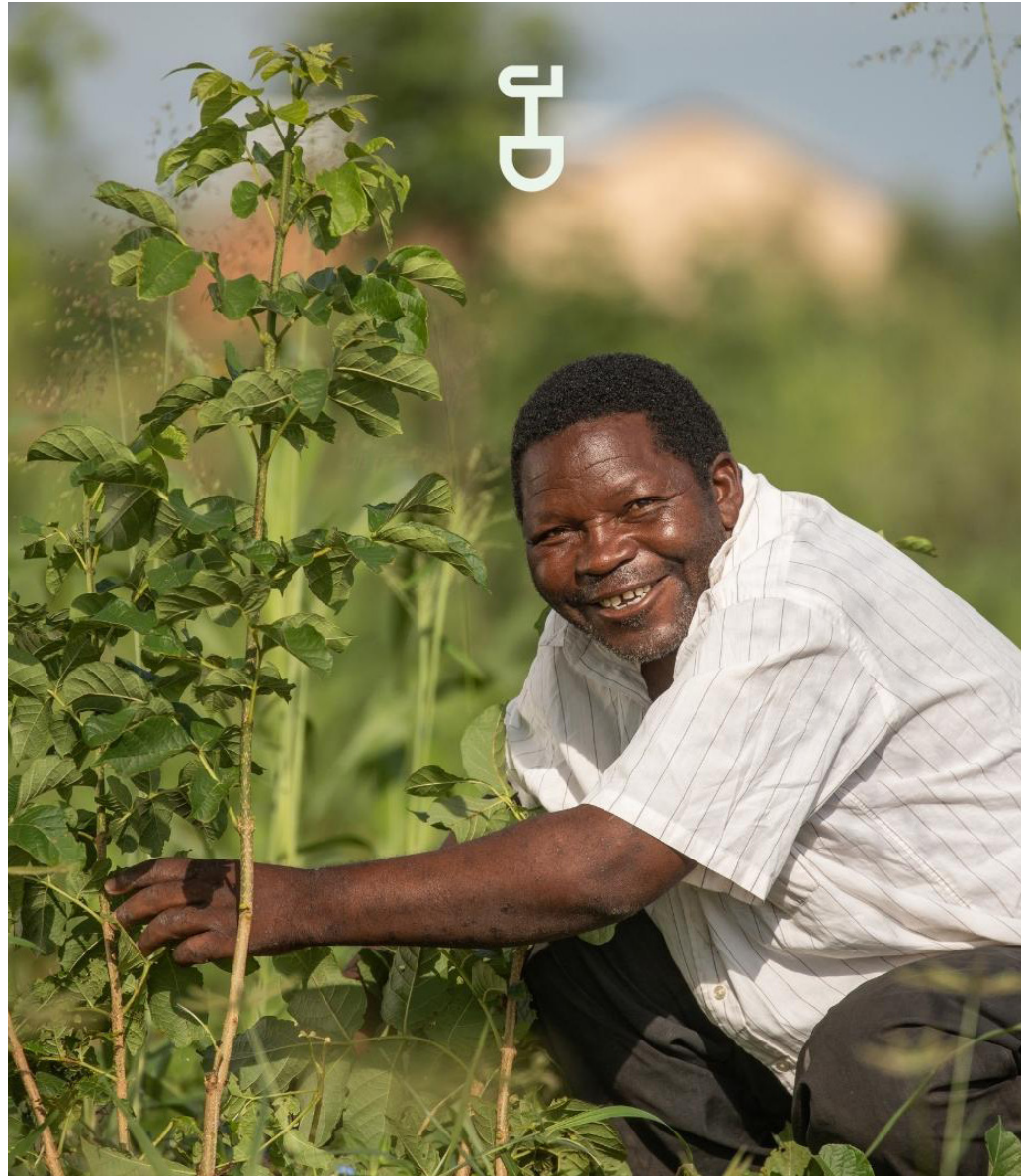


# Our regreening project

We aim to compensate for our emissions by supporting regreening projects in Tanzania from Justdigg.it. This organisation believes in the power of nature and cooling down the planet by regreening degraded land and bringing back vegetation.

## Through this project MR MARVIS aims to:

- Regreens 7,740,000 m<sup>3</sup> of dry land
- Brings back 31,500 trees
- Compensates for 110% of all carbon emissions
- Captures 160 million liters of water per year
- Positively impacts the lives of 4,000 people





## How does it work?

Treecovery, or “Kisiki Hai” in Swahili, is a regreening technique which uses chopped down tree-stumps to encourage the regrowth of formerly ‘dead’ trees. With sufficient care and protection, these trees can (re-)grow into completely healthy trees within a matter of years. The Kisiki Hai technique not only improves the soil, water retention and biodiversity of the area, but also provides food and income for local communities, by providing them with valuable resources. Through photosynthesis carbon, dioxide is absorbed from the air and turned into oxygen.

Needless to say, the benefits of regreening drought-impacted areas are immense. Alongside cooling down the planet, reducing overall CO2 emissions, and fostering biodiversity, Treecovery is also incredibly beneficial for local farmers. Tree roots maintain water (nurturing arid soil), provide shade (cooling down the micro-environment), and provide a source of manure (through falling leaves), ultimately helping farmers grow and maintain their crops.

MR MARVIS collaborates with Justdiggitt by funding Treecovery projects in the Singida region of Tanzania. While we aim to reach total net zero by 2030, our partnership with Justdiggitt ensures that we are helping to combat global warming in the and afterwards too.





# What we'll be doing next



## Setting targets for reduction

Last year, we started measuring our impact. We have set ambitious goals for reduction. We have set ambitious goals for reduction and aim to be Net Zero by 2030.

## Improve data quality

It's impossible to make environmental impact calculations without the use of secondary data. In the coming year(s) we want to add more primary data to our dataset, in order to improve the quality of our assessment even more.

## Full switch to organic cotton

Using organic cotton instead of conventional cotton has a big ecological benefit. That's why we keep working towards switching The Originals to organic cotton.

## Closing the loop

The upcoming year will be marked by a focus on "closing the loop". We'll be looking into ways to reuse and recycle our products. Think about topics such as reclamation, recycling and second life programs.



**Thank you** for following us  
on our journey to making  
people feel marvellous.

Follow our journey on [mrmarvis.com](https://mrmarvis.com)