

Stitch by Stitch





- Founded 2015 in Oldenburg



- Turnover: 1.5 Mio €



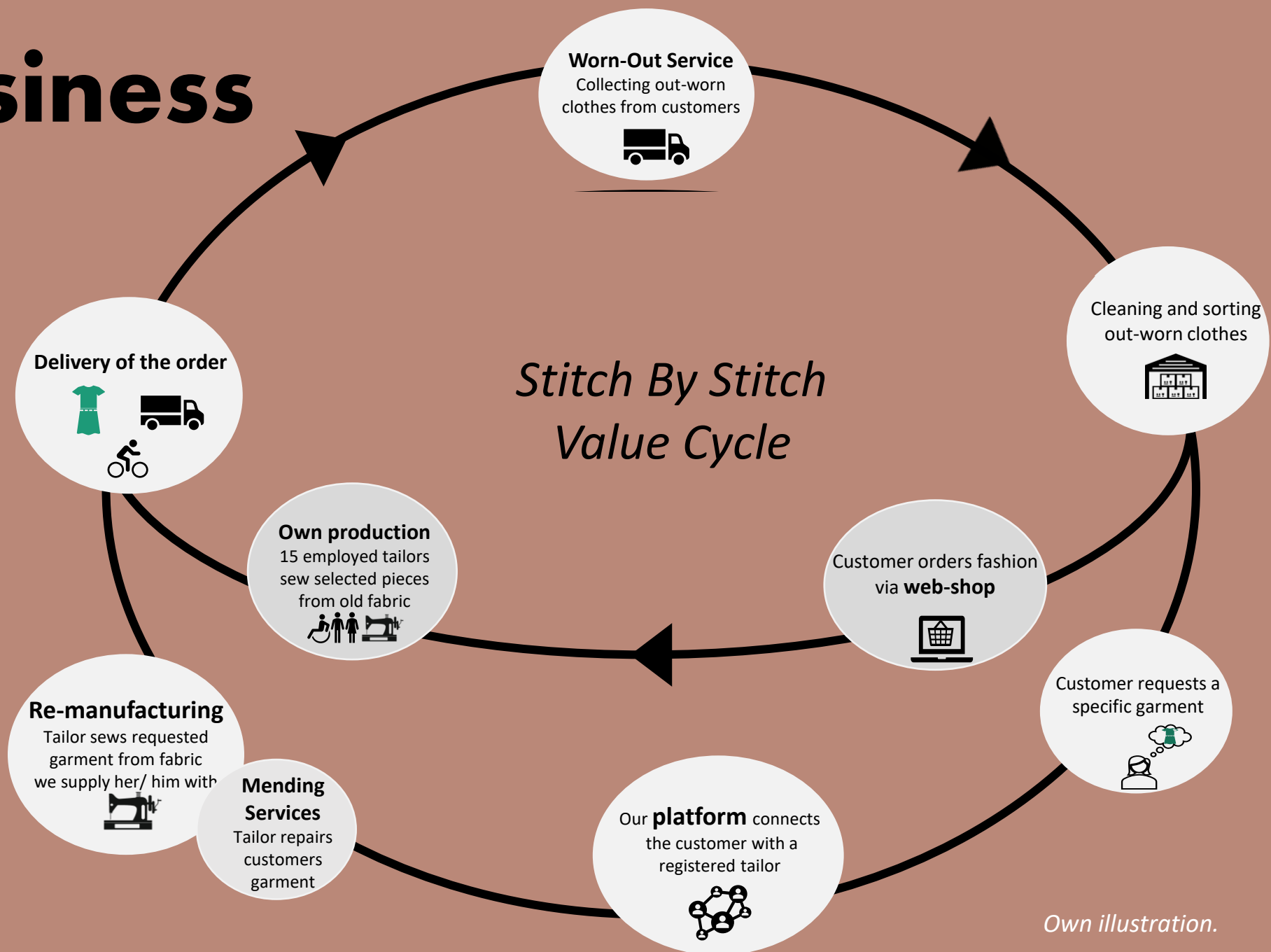
- 36 permanent employees



- Platform & own production
creating unique hand-made garments
from sorted-out-clothes

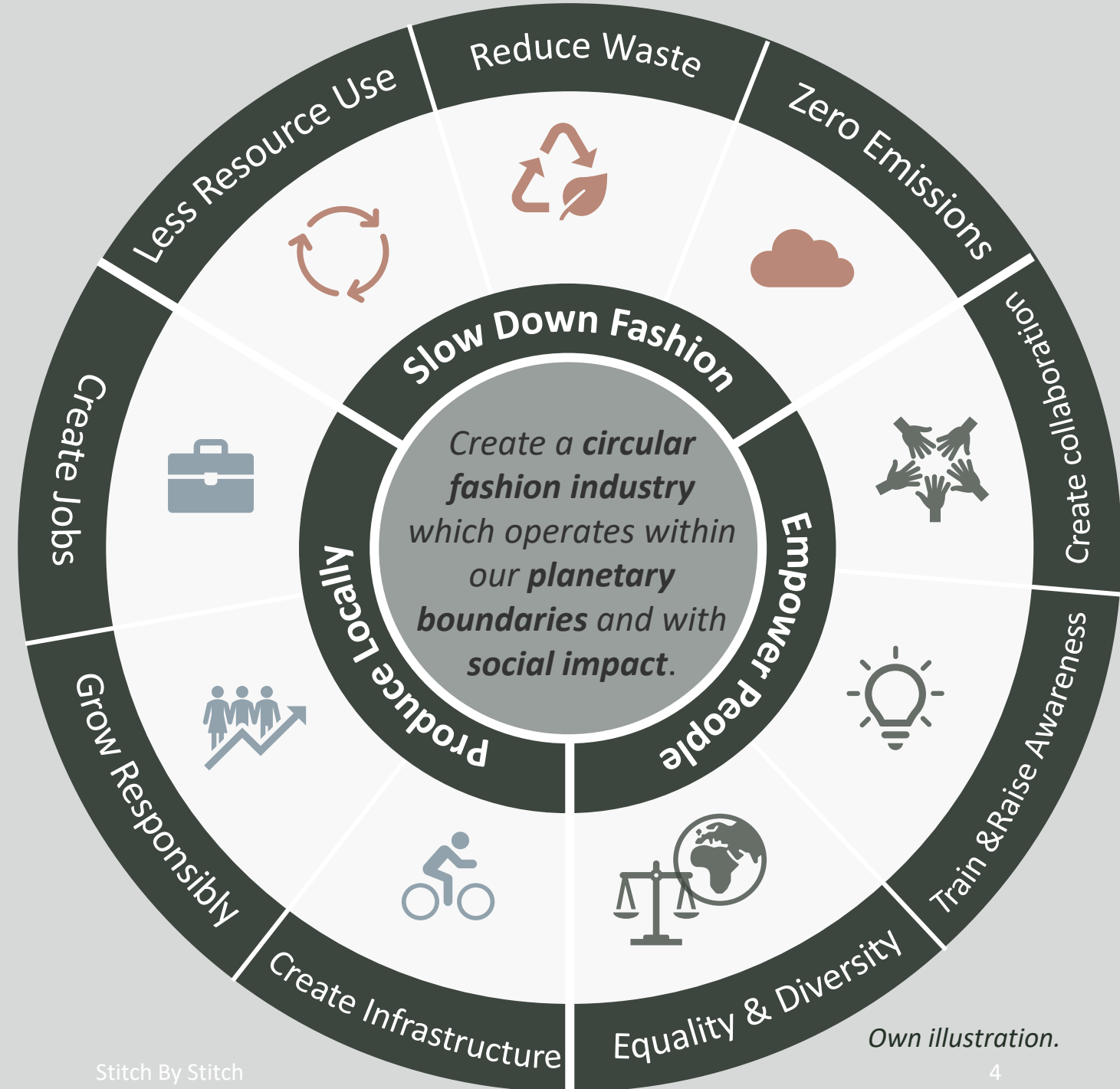


Our Business model



Own illustration.

Vision, Strategy and Goals



Own illustration.



SBSC

Objectives	Measures	Targets	Initiatives
Customer Satisfaction	Customer Satisfaction Score- Satisfaction surveys after every purchase	95% customer satisfaction	<ul style="list-style-type: none"> - Strengthen our customer service - Offer a customer insurance for every purchase
Customer Retention	Number of repetitive purchases and clothes donations per year	Increase the number of repetitive purchases by 20% until 2022	<ul style="list-style-type: none"> - Enhance our image and living up to our commitment to sustainability - Ensure our products' quality and longevity
Higher reach and increased gain of new customers within our target group	Market share in the target customer segment (in %)	Increase the market share from 2 to 5% in the target customer segment by 2022	<ul style="list-style-type: none"> - Communication campaign for social media - Sewing workshops in Oldenburg in spring/summer 2021 - Awareness raising Workshops together in cooperation with FEMNET e.V. workshops in Oldenburg in spring/summer 2021

Customer Perspective

Create a circular fashion industry which operates within our planetary boundaries and with social impact.

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Productivity Growth in our own production	Number of units produced per employee per year	10% increase of the annual number of produced units per employee by 2022	<ul style="list-style-type: none"> - Purchase of new sewing machines - Training courses for employees - Ensure employee satisfaction

Financial Perspective

Objectives	Measures	Targets	Initiatives
Saving the resource water	Water consumption in litre per year	Reducing our water consumption by 30% until 2030	<ul style="list-style-type: none"> - Optimization of our production processes and formulations → recycling of purified process water, using ultrafiltration for water recovery
Becoming a zero-waste office	Amount of office waste in kilogram by type and disposal method per year	Reducing the amount of our office waste by 30% until 2030	<ul style="list-style-type: none"> - Digitalization of the office papers of all departments and processes via telepresence
Less waste in our textile production	Amount of production waste in kilogram by type and disposal method per year	Reducing the amount of our production waste by 30% until 2030	<ul style="list-style-type: none"> - Development of new concepts for production (recycling fibre)
New job perspectives in the area of Oldenburg	Number of new jobs offered by Stich by Stich	At least 5 new jobs within our company until 2022	<ul style="list-style-type: none"> - (Staff)-Expansion of the logistics department towards more sustainable shipping methods (Cargo bikes etc.) - Cooperation with the job centre in Oldenburg
Less CO2 consumption in our logistics	Average annual carbon footprint of our logistics in tones CO2eq	Ship CO2 neutral by 2030 to contribute our share in reaching the Paris Agreement	<ul style="list-style-type: none"> - Expansion of our logistic department with cargo bikes - Establish DHL Green shipping

Internal Processes Perspective

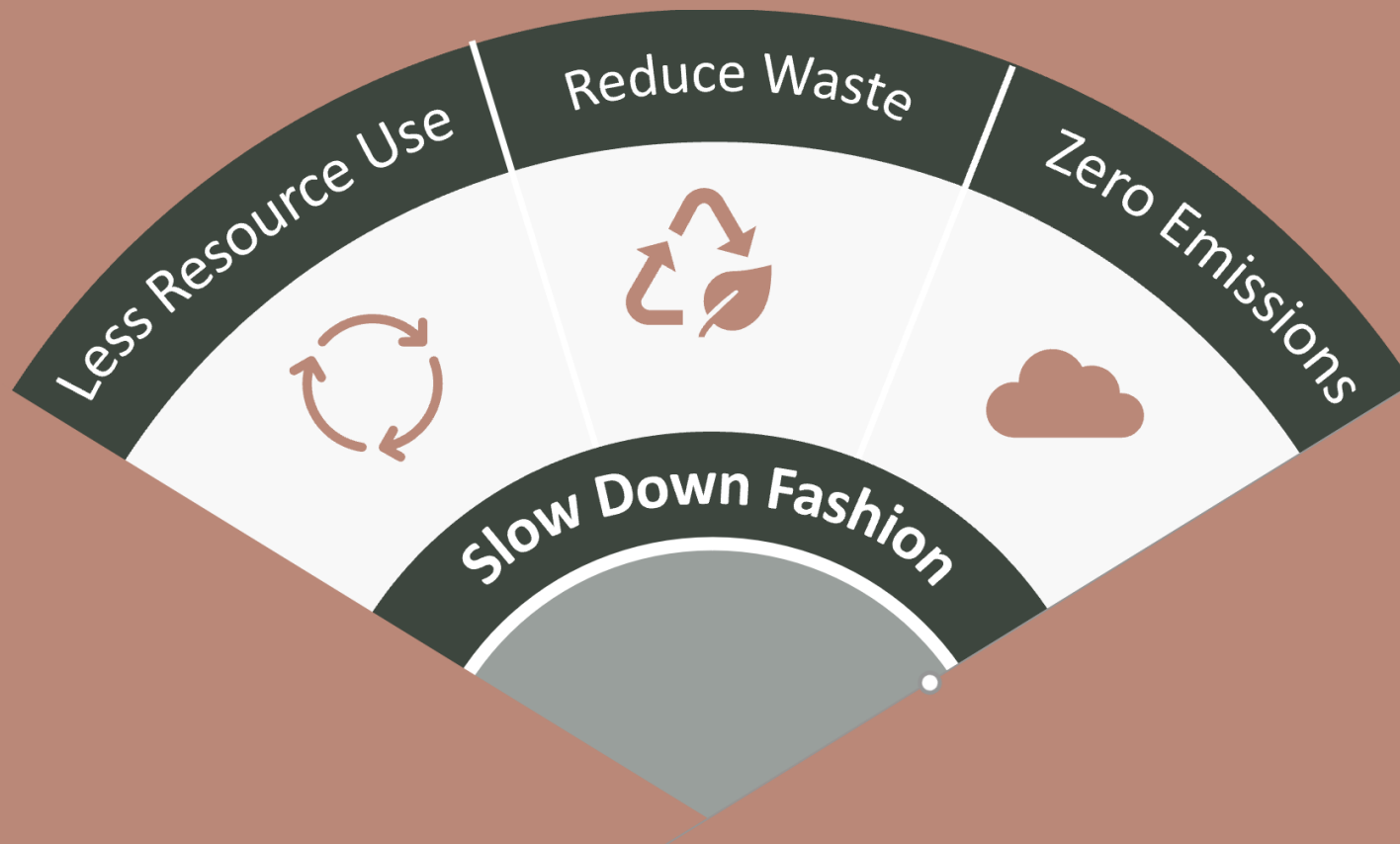
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Raise awareness among society about the devastating impact of the fashion industry on our environment	Number of actions planned for raising awareness	Organization of 2 actions by 2022	<ul style="list-style-type: none"> - Realization of 2 community awareness workshops in Oldenburg until 2021
Fight against human right violations in the textile industry	Number of cooperation with NGOs working in that area	Establish 2 cooperation with NGOs by 2022	<ul style="list-style-type: none"> - Arrange first meetings with "future fashion forward e.V." and "Clean Clothes Campaign Germany"
Ensure that circulation does not indirectly finance unsustainable projects	Amount of company assets in € supporting indirectly unsustainable projects	Invest all of our corporate assets in a 'green' bank by 2022	<ul style="list-style-type: none"> - Switch to the GLS bank

Non-market Perspective

Objectives	Measures	Targets	Initiatives
Employee satisfaction	Employee Satisfaction Score in %- via semi-annual satisfaction surveys	90% happiness and satisfaction	<ul style="list-style-type: none"> - Offer semi-annual trainings for professional and personal development
Gender diverse teams	Fixed number of female and male managers	Management teams with experience more than 5 years towards diversity	<ul style="list-style-type: none"> - Establish a mentorship program for new managers
Fair and equal salaries regardless of position level	Salary range for each position level	Employees has access to the salaries of everyone	<ul style="list-style-type: none"> - Semi-annual salary adjustments and – increases - Establish other incentives for managing positions beside the other than the salary

Learning & Growth Perspective

Slow Down Fashion



Slow Down Fashion



Less Resource Use & Act within planetary boundaries

- Circular business model
- Up-scale access to re-manufacturing & repair services instead of new production
- Incentive-based Worn-Out Service



We aim to achieve Zero Emissions

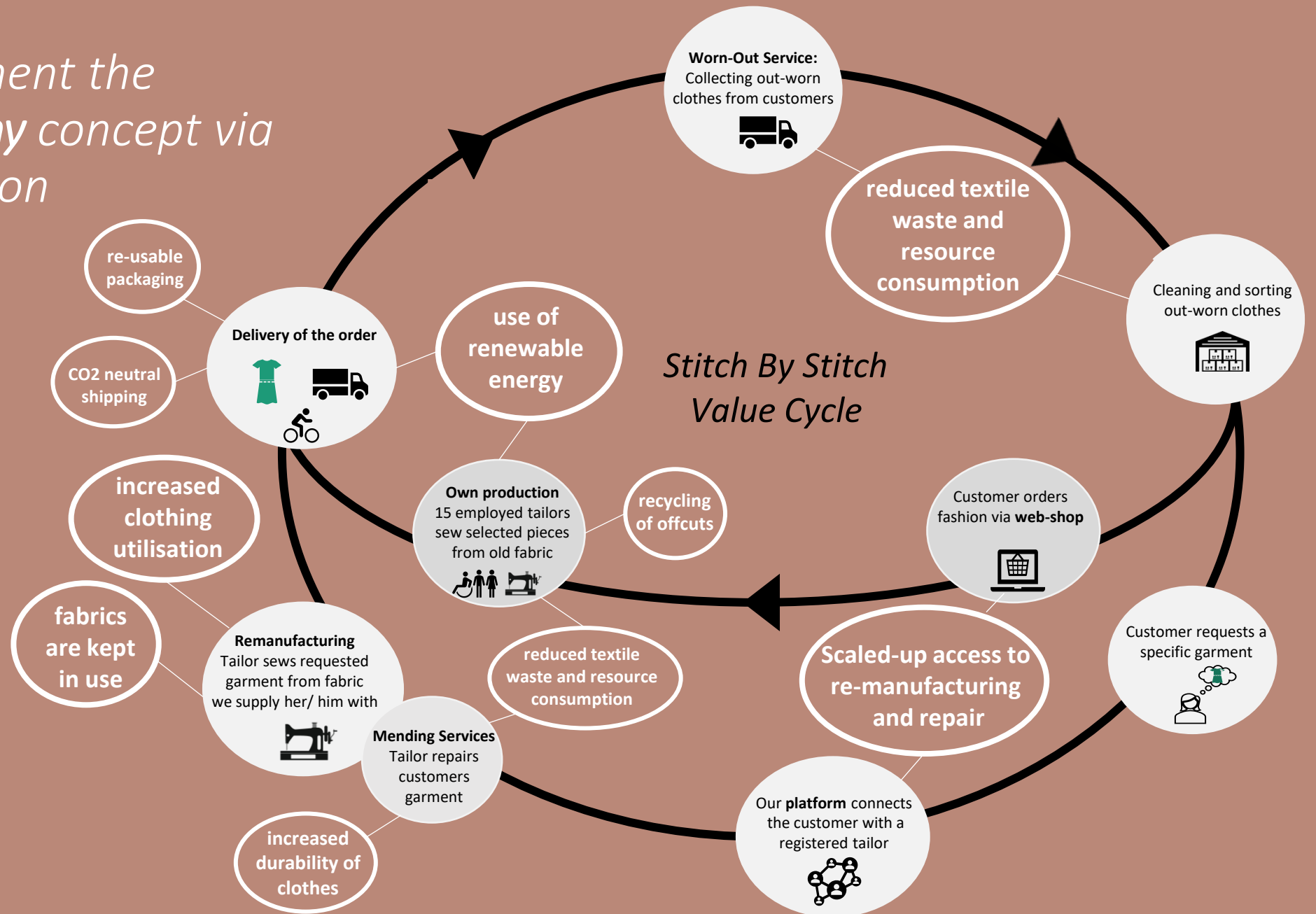
- external: DHL GoGreen & cargo bikes around Oldenburg
- internal: offices, storage & production run 100% on renewable energy



Reduce Waste

- Recycling of fabric offcuts into insulation material by local recycler
- Reusable packaging options
- Zero Waste office

How we implement the Circular Economy concept via our value creation



Slow Down Fashion



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Our own Labels



environmental impact of the garment



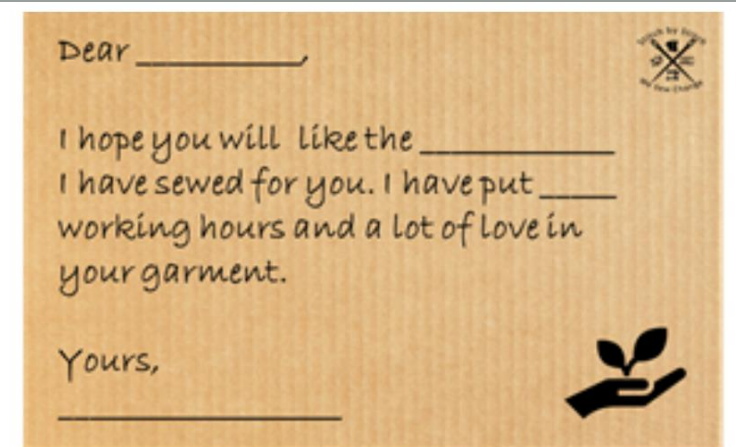
the true costs



who has sewed the specific garment



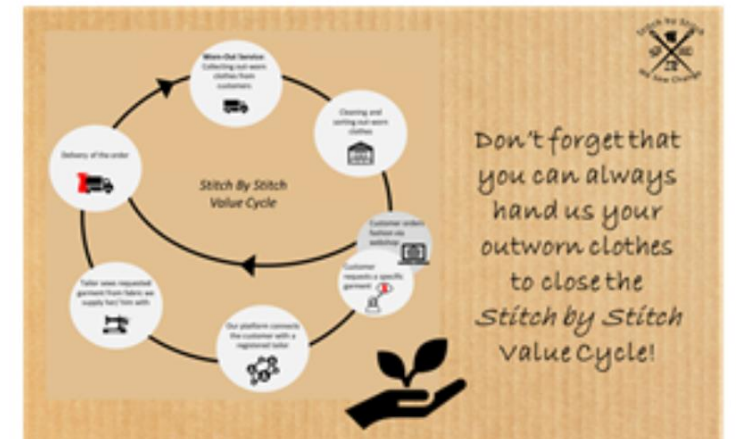
"The True Costs", Own illustration.



"Personalize the Platform Operations", Own illustration.

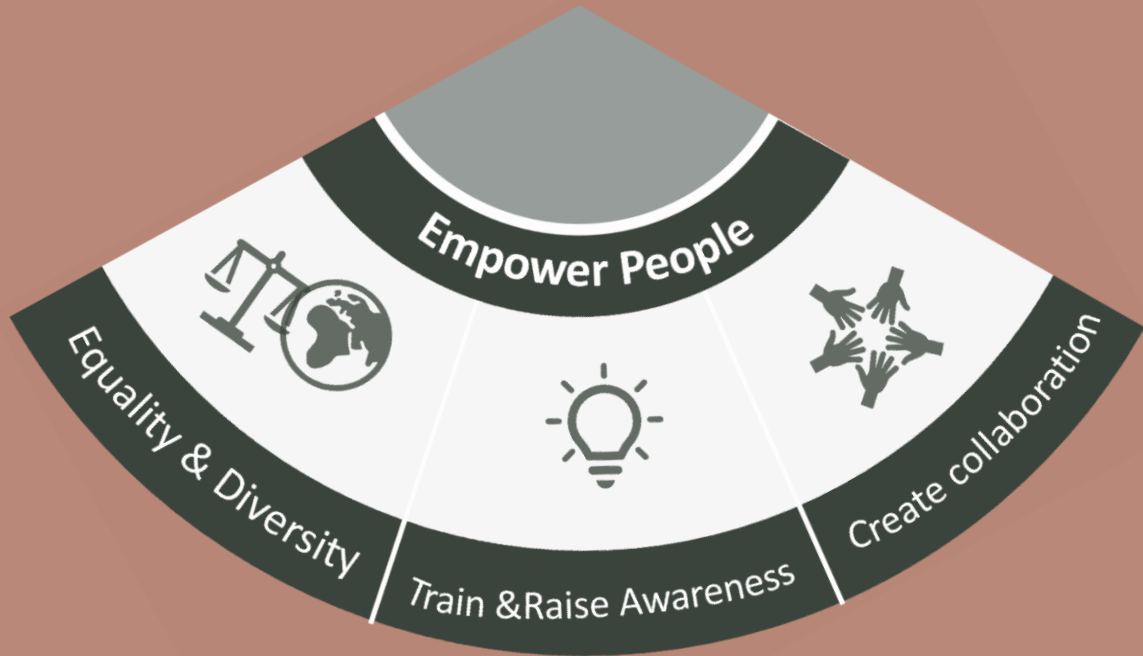


"Making Environmentally Friendly Behavior a Little More Visible", Own illustration.



"Don't Forget to Recycle", Own illustration.

Empower People



Empower People



Equality & Diversity

- Fair & equal payment
- Gender equal filling of management positions
- Recruit with impact & Sustainable Employer Branding
- Code of Conduct



Train & Awareness

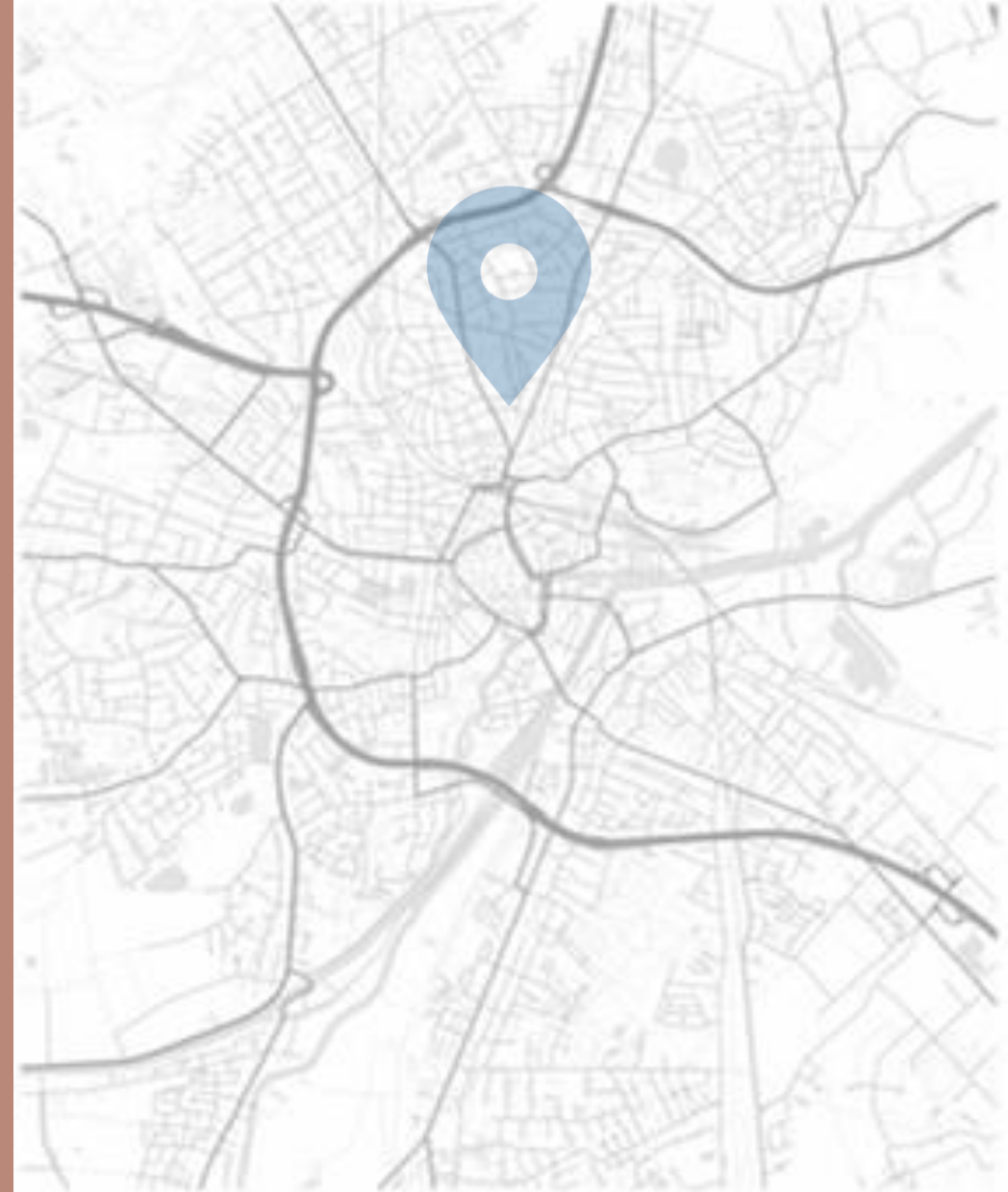
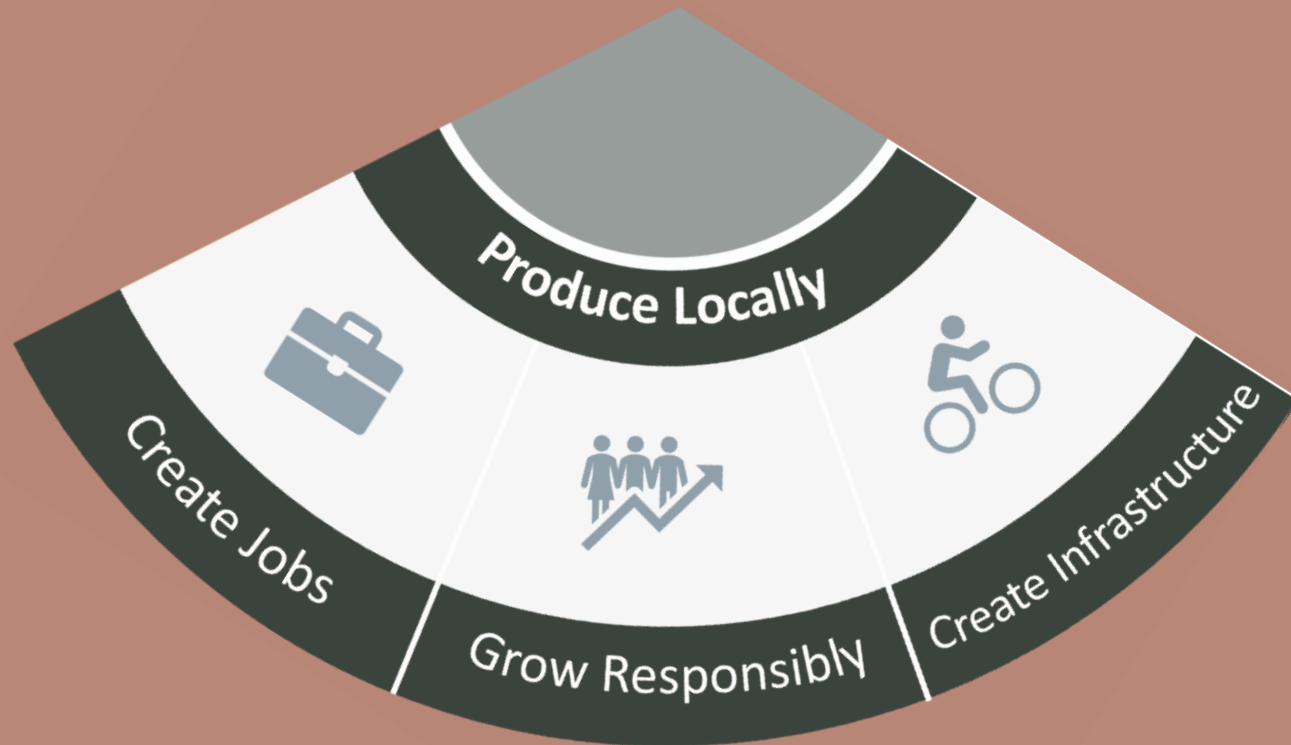
- Train our staff and help them grow
- Health & Benefits



Create Collaboration through Cooperations

- FEMNET e.V.
- Bündnis nachhaltige Textilien
- Future Fashion Forward e.V.
- Initiative Lieferkettengesetz

Produce Locally



OLDENBURG
Deutschland
53°10'N 8°14'E

Produce Locally



Raise awareness
about sustainable
infrastructure and
local offers

Urban gardening: vegetable
and flower patch on
warehouse rooftop

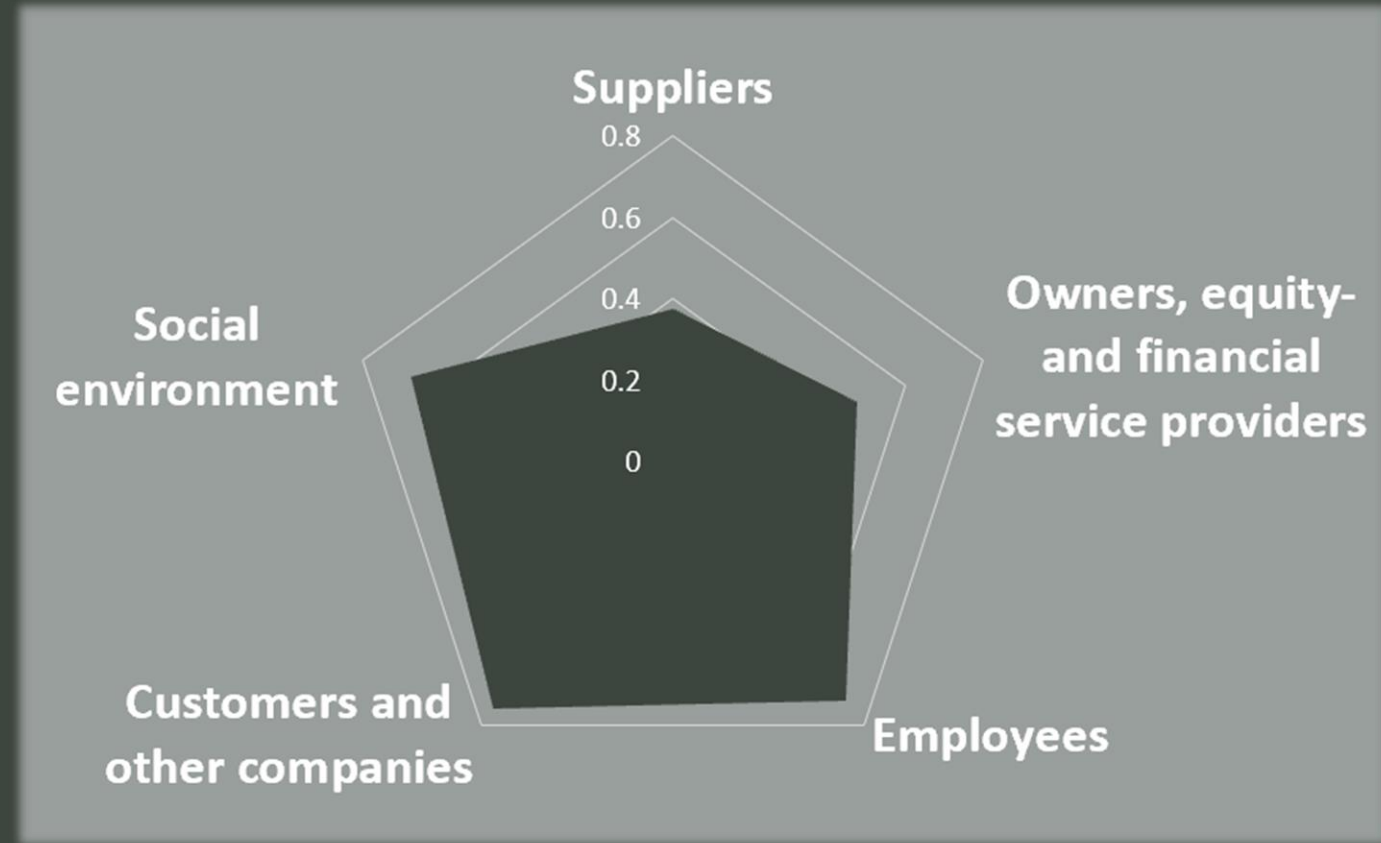
Recruiting with an
impact

Create new local jobs
Platform
Cargo bikes
Recruiting sewers

Volunteering (social or
ecological projects in
the region)

Main Challenges

- Outworn clothes as main resource
 - Majority of these items were originally produced for fast fashion industry
 - we cannot rule out that human or labor rights violations may have occurred in its initial production
- Platform: difficult-to-control precariousness
 - Working times
 - Safety
 - Forced labor



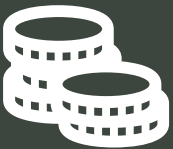
Challenges and what we have already done



- Outworn clothes as main resource
 - ✓ *UN Guiding Principles on Business and Human Rights*
 - ✓ *UN Global Compact*
 - ✓ *FEMNET e.V.*
 - ✓ *Initiative Lieferkettengesetz*



- Platform: difficult-to-control precariousness
 - ✓ *Code of Conduct*



- High price segment might appear exclusive
 - ✓ *Cards explaining the “true costs”*

Roadmap 2021



- Sufficiency
 - ❖ *Including topic in our own labels (cards)*
 - ❖ *Offering awareness seminars*



- Sustainability Report
 - ❖ *Compile a report according to GRI standard*



- Common Good Balance Report
 - ❖ *Conducting external audit*



- Sustainable finances
 - ❖ *Switch to GLS Bank until to 2022*

“We are not a perfect company and still have a long way to go. But we will keep fighting for our vision of a circular fashion industry!”



*In how far do you as **Stitch By Stitch** employees see us responsible for the production circumstances under which our raw materials have initially been produced?*

- morally?*
- by law?*
- In how far should we continue to focus on tackling this issue? Do you still see potential to change something?*

Image Sources

Folie 1: <https://www.rawpixel.com/image/6138/premium-psd-fabric-style-workspace-craft-mock>

Folie 2: <https://www.rawpixel.com/image/6138/premium-psd-fabric-style-workspace-craft-mock>

Folie 6: <https://unsplash.com/photos/5obYWU5UXdl>

Folie 11: <https://unsplash.com/photos/Zyx1bK9mqmA>

Folie 17: <https://www.spektrum.de/news/intelligente-strassen-sollen-strom-erzeugen/1351985>

Folie 14: <https://www.cartida.com/global/poster/Germany/Oldenburg>

Appendix

SBSC| Common Good Matrix |...

Common Good Matrix

Values ► Stakeholders ▼	Human dignity	Solidarity & social justice	Environmental sustainability	Transparency & co-determination
A: Suppliers	A1: Human dignity in the supply chain	A2: Solidarity and social justice in the supply chain	A3: Environmental sustainability in the supply chain	A4: Transparency & co-determination in the supply chain
	20 of 50 40 %	25 of 50 50 %	15 of 50 30 %	15 of 50 30 %
B: Owners, equity- and financial service providers	B1: Ethical position in relation to financial resources	B2: Social position in relation to financial resources	B3: Use of funds in relation to social and environmental impacts	B4: Ownership and co-determination
	15 of 50 30 %	40 of 50 80 %	20 of 50 40 %	20 of 50 40 %
C: Employees	C1: Human dignity in the workplace and working environment	C2: Self-determined working arrangements	C3: Environmentally-friendly behaviour of staff	C4: Co-determination and transparency within the organisation
	40 of 50 80 %	30 of 50 60 %	40 of 50 80 %	35 of 50 70 %
D: Customers and other companies	D1: Ethical customer relations	D2: Cooperation and solidarity with other companies	D3: Impact on the environment of the use and disposal of products and services	D4: Customer participation and product transparency
	35 of 50 70 %	30 of 50 60 %	45 of 50 90 %	40 of 50 80 %
E: Social environment	E1: Purpose of products and services and their effects on society	E2: Contribution to the community	E3: Reduction of environmental impact	E4: Social co-determination and transparency
	30 of 50 60 %	30 of 50 60 %	35 of 50 70 %	40 of 50 80 %

SBSC

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