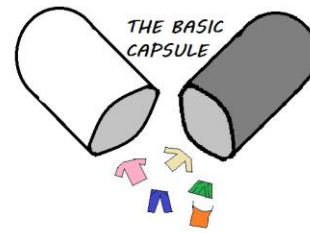


The Basic Capsule

- Sustainability Strategy -

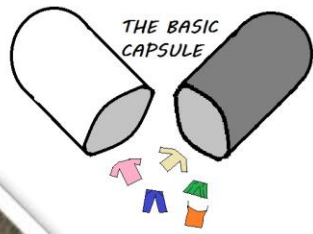




Agenda

- Who are we?
- Our sustainability goals
 - Transparency
 - Climate Neutrality
 - Sustainable Materials
- Our main challenges
- Discussion

How it all started



Our Products

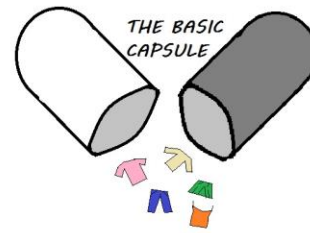
„timeless, basic items that last“



- Fashion for women and men
 - Two collections/year
 - Capsule wardrobe
 - Organic cotton / hemp
-
- Sweater: 150 €
 - Basic T-Shirt: 40 €
 - Jeans: 160 €



Where are we today?



43 employees



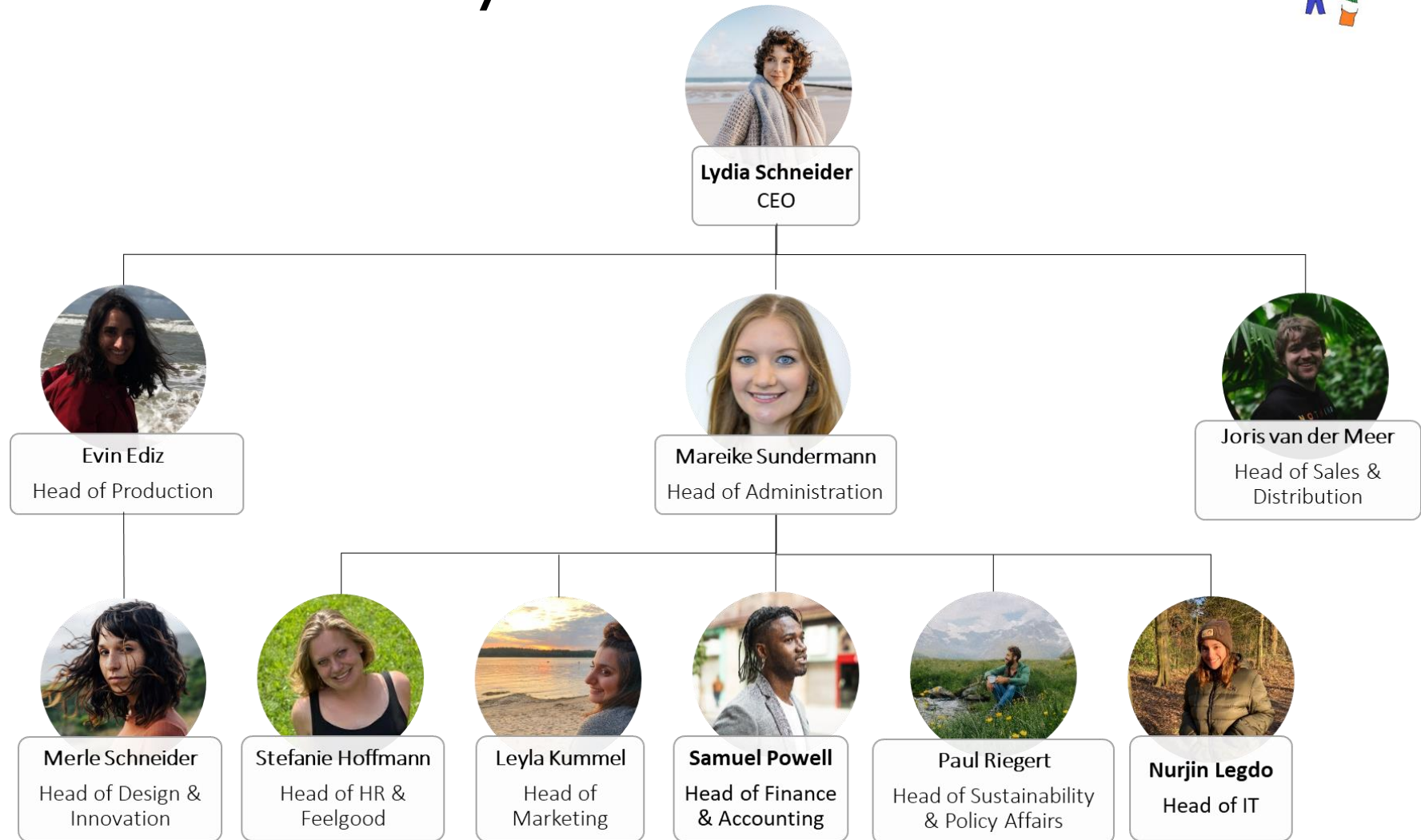
Production facility close to Hamburg

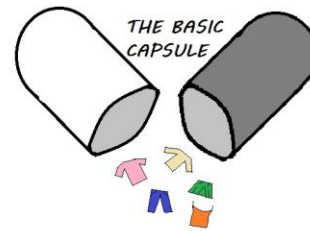


Selected boutique stores & online shop



Repair shop



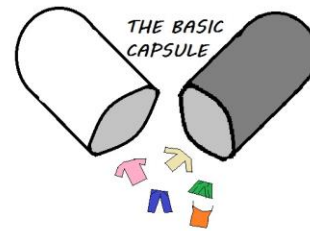


Our Vision



"We strive to change the fast fashion industry, by producing clothes that are of good quality and bring joy to our customers in a social and environmentally sustainable way"

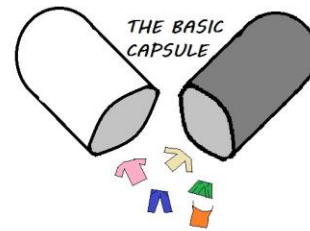
(The Basic Capsule, 2020).



Our Sustainability Goals




(United Nations, n.d.)



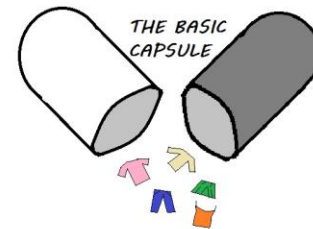
Status of goal achievement

Transparency

Description	Responsible Person	Status
Being 100% transparent about our supply chain, pricing strategy and working conditions	<u>Paul Riegert</u> (Head of Sustainability and Policy Affairs)	 Partially achieved
	Leyla Kummel (Head of Marketing)	
	<u>Nurjin Legdo</u> (Head of IT)	
To be achieved by 2025		


- ✓ Transparent price composition
- ✓ Educational online channel for customers
- ✓ Transparent supply chain

- By end of march:**
- ☐ GOTS certification
 - ☐ Publish Code of Conduct



Status of goal achievement

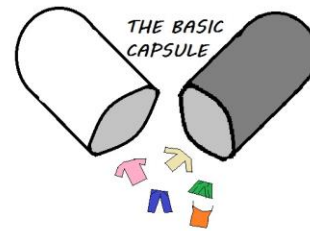
Climate Neutrality

Description	Responsible Person	Status
Becoming climate neutral	Paul Riegert (Head of Sustainability and Policy Affairs)	 Partially achieved Time limit is reasonably set to become climate neutral

To be achieved by 2030

- ✓ 1% of annual turnover to tree planting projects
- ✓ No use of microplastics, heavy metals and toxic additives
- ✓ Environmental price component

- Further analyse the supply chain
- Improve the measureability of our impact



Status of goal achievement

Sustainable Materials

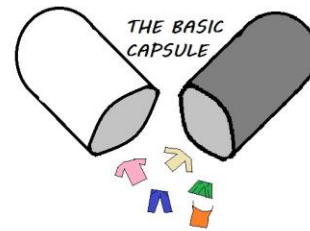
Description	Responsible Person	Status
Raise the use of hemp in our products to 70%	Paul Riegert (Head of Sustainability and Policy Affairs) Merle Schneider (Head of Design and Innovation)	 Little achievement Time limit not sufficient to fulfill the target by 70% - extended to 2035

To be achieved by 2030

- Lack of expertise and investment in the fiber production process
- Strong regulation of the cultivation and distribution of commercial hemp in Germany

- ☐ **By end of April:** Exchange with suppliers from France, local farmers and politicians
- ☐ **By end of May:** Decision about next steps

(Deutscher Bundestag, 2019, pp. 1-2)



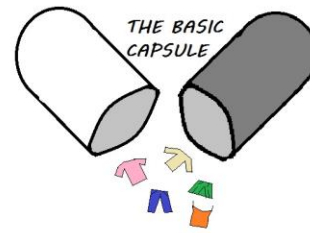
Our main challenges



Following a slow fashion approach
in a fast fashion industry



Keeping our tradition and core
values while adapting to changing
conditions

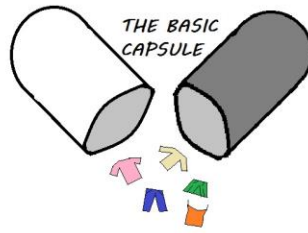


Conclusion

"At The Basic Capsule sustainability is not just a trend, it is a fundamental value that is deeply rooted in our company" (Schneider, 2021).



**Lydia
Schneider**
CEO

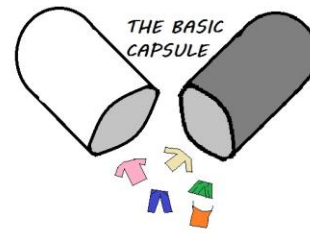


Discussion

Do you think it is contradictory to follow a sufficiency approach in the textile industry? Why?

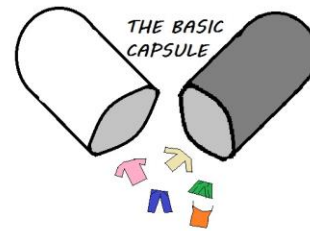
A: Yes

B: No



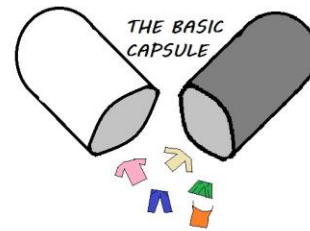
Discussion

We want to make slow fashion available to everyone – but don't want to foster consumption or grow too much as a company... Do you have recommendations for us?

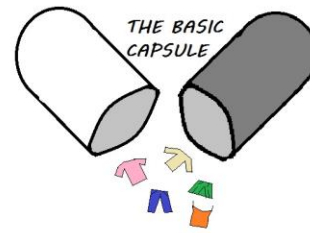


Discussion

Is it important for you to be able to purchase clothing in stores and online or do you prefer one of the options?

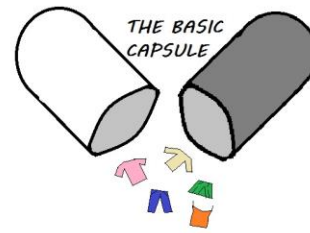


Are there any more open questions?



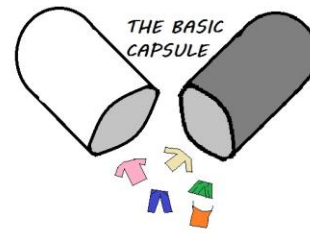
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