




A QUESTION OF

Conscious Apparel

CSR REPORT 2010





We are very proud to present
A QUESTION OF's **first**

CSR Report!

We always aspire to share openly our business practices, agenda and ethics with the aim of increasing understanding and transparency.

As a sustainable corporate entity we are doing our best to ensure compliance and good business practice.

This report serves as the foundation of our CSR communication and we look forward to building upon this effort and refining our report process in the coming years.

Message from the management

Thank you for showing interest in our socially responsible T-shirt brand. A QUESTION OF is spreading the word of a sustainable lifestyle through illustrative messages and symbols printed on T-shirts produced by locals in Tanzania in a sustainable fashion.

Theoretically speaking, A QUESTION OF is based on social entrepreneurship. Our primary objective is to generate profit through social entrepreneurship. We regard it as a powerful marketing platform, and we are true believers in the power of sustainability to contribute to transparent production processes and add value to customers and employees alike. For something to be sustainable and have great impact, profits are needed to scale investments and generate spillovers. Therefore, our main goal is to do business with a social impact. We are true believers of the fact that “Profits must have a purpose”.

Our decision in 2010 to produce this first Corporate Responsibility Report is to better communicate our impact and operations and demonstrate our commitment to our core values. We look forward to receiving your feedback as we continue to identify and redefine CSR policies and practices.

We hope that you find our CSR report rewarding and sincere.

Best regards,
A QUESTION OF



BELIEVE

We believe in a world where today's needs, can be fulfilled without compromising the needs of the future generations. Sustainability and good corporate business behavior is not just a choice. It is an obligation!

Business Profile



A QUESTION OF
designs fashionable
print *T-shirts* that
are produced from
organically grown
cotton in Tanzania,
Africa.

Inspired by the increasing trend of social, environmental and ethical responsibility, A QUESTION OF was founded in 2008. A QUESTION OF strives to link CSR, creativity, and fashion trends with great T-shirt designs, to create value for both the customers and for the textile workers in Tanzania.

Since the beginning A QUESTION OF has focused on fair trade and environmentally friendly T-shirt products. It was therefore natural to form a partnership with a Danida-supported factory in Tanzania that is operating with high standards for social and ethical working conditions. When producing T-shirts on a Tanzanian textile factory, under fair trade conditions, A QUESTION OF is making an effort to support employment, better living conditions and sustainable growth in a developing nation in East Africa. Additionally, all A QUESTION OF's T-shirts are produced from organically grown cotton. This is not only an environmentally friendly solution, but it also provides healthier working conditions.

Today A QUESTION OF is selling fashionable design T-shirts for both men and women on online stores and through physical retailers. T-shirt products enables the company to easily tap into emerging trends in society and mix these with creativity and social responsibility, which has proven highly valued by customers.

A QUESTION OF is therefore continuously striving to improve its designs and offerings, based on contemporary social, ethical and environmental concerns – with an ever-resting eye on fashion trends and style.



Conscious Design

To A QUESTION OF, corporate social responsibility relates as much to local conditions in the southern hemisphere as to the social and environmental practices of businesses in the northern hemisphere. A QUESTION OF is about visually expressing and communicating the message of a sustainable lifestyle where we humans consider the consequences of our decisions. That message very much originates with our African producers and resonates deeply with our company's values and mission.

The prints that the T-shirts carry are developed in collaboration with talented designers, young creatives, photographers, fashion bloggers and artists. These are a mix of established as well as upcoming designers. The artists work individually to define and craft their understanding of sustainability. The result is a unique form of art manifested in prints that capture personal aspirations and sentiments. A QUESTION OF constantly works hard to establish ties and collaborations by providing a platform for new talent to express themselves with designs that tap into emerging and underground trends. We believe that this unique design model resonates with our customers and together we strive to communicate ideals and opportunity worldwide.

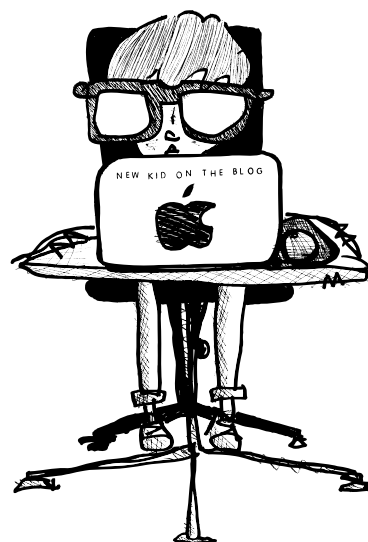
"We encourage artists all over the world to visually express what sustainability is to them".

eco
yup
pie

DESIGNER: Kristina Dam



DESIGNER: Niklas Højlund



DESIGNER: Matthew Langille



DESIGNER: Kristina Dam



DESIGNER: Kasper Nyman

BUSINESS CODE OF CONDUCT AND ETHICS

A QUESTION OF acknowledges that its values constitute a core part of the company identity. They are manifested in all activities we undertake and are constantly in a process of development.

In order to fulfill these goals, we expect our suppliers to share our standards and operate in legal and ethical manners. Therefore we collaborate with a supplier in Tanzania and use organic cotton that is certified under the following code of conduct and certificates:

BSCI: Business Social Compliance Initiative (BSCI) is a code of conduct built on the assurance that our Tanzanian organic textile supplier is committed to protecting the labor rights of the Tanzanian textile workers under the protection of ILO Core Labor Conventions, OECD guidelines and UN Conventions.

SA8000: SA8000 is a global Social Accountability standard that promotes ethical workplace conditions and human rights for the workers at our partner factory in Tanzania. The SA8000 certification is based on the UN Universal Declaration of Human Rights, Conventions on the Rights of the Child, and various International Labor Organizations (ILO) conventions. It is the first and most respected of its kind, and it provides a framework for assuring that social accountability is being stewarded by the management at the factory.

Our partner factory in Tanzania has the following SA8000 certificate registration no: 44 114 100789

GOTS certificate: All A QUESTION OF's T-shirts are made from East African organic cotton, which are certified under the Global Organic Textile Standards (GOTS). The GOTS certification mark aims at ensuring high quality organically cotton that protects the environment and the working conditions. The organic cotton is grown without synthetics, chemical fertilizers and pesticides that are found in the production of conventional cotton. It therefore provides a healthier working environment for the cotton farmer. A QUESTION OF views organic cotton as a valuable longer term market opportunity for farmers in Sub-Saharan Africa.

Bio Inspecta: bio.inspecta is a European agricultural organization that inspects the production of our organic cotton and supports the farmers in their work.

Oeko-Tex 100 certificate: The Oeko-Tex® Standard 100 is a global uniform testing and certification system for textile raw materials, intermediate and finished cotton fabrics. This standard tests for harmful substances in the organic cotton; chemicals that are prohibited or regulated by law, and which are known to be harmful to the health.

A QUESTION OF STRIVE TO:

- Maintain high moral and ethical standards that reflect honesty, integrity and reliability in all situations
- Respect the dignity and rights of all persons, regardless of race, color or creed
- Properly balance the interest of all groups in the conduct of its business
- Request and encourage textile production and organically grown cotton in Africa

Coporate Responsibility

LOCATION

For A QUESTION OF a T-shirt is not just a T-shirt. It is the product of a nation striving to break through extreme poverty, it is a product that contributes to economic growth and it is the product of workers' fight to emancipate themselves and achieve higher quality of life.

When searching for the right location in Africa, Tanzania turned up as the optimal place for us to locate our production. Tanzania is recognized as highly experienced in cotton agriculture, while the textile manufacturing industry was almost outcompeted by Asian manufacturers. However, over the last couple of years textile production has begun to emerge again in Tanzania. Through collaboration with our qualified and knowledgeable suppliers, it is possible for us to make the right decisions and optimize social & environmental contributions in our East African supply chain. We strongly believe that our consumers value our chosen location & our products that emerge from it.




"When buying clothing many now look beyond brand, fashion & price, and also on the impact on the planet & other people. With commitments from all parties along the value chain and us being one of them, there is guarantee of fair & stable prices, decent & safe working conditions, local sustainability & fair terms of trade for farmers. This translates into having peace by breaking the poverty that breeds extremism and desperation." Said by Patrick Lumumba, Chief of Production, partner factory in Tanzania



"CUT, MAKE, TRIM" IN TANZANIA

A QUESTION OF collaborates with a DANIDA supported textile factory in Tanzania. This way the factory is given access to Danish technology and know-how, and A QUESTION OF obtains access to product and production opportunity. The factory currently employs 46 Tanzanian textile workers and other relevant staff. The textile workers have nine hours work days, five days a week and they receive three breaks during the day.

"I am now able to start my savings account, and I can now meet some of my daily needs like clothing. I always provide pocket money and books to my sister who is schooling at present", says 27 year old textile worker Herama Mwangaza.



"With this job I am able to support most of my financial needs and reduce the expenses for my parents with as much as 80 pct.", says 28 year old female old textile worker Aika Phelemon.

"The B2B Program aims at developing the private sector in a range of program countries by supporting the establishment of long-term and mutually committing partnerships between Danish companies and companies in developing countries. By using business linkages as an instrument for economic growth, the B2B Program seeks to improve living conditions for the people in the selected countries." (Ministry of Foreign Affairs Denmark, DANIDA B2B program 2010).



Corporate Responsibility

TRADING FAIRLY FAIR

Fair trade is a market-based approach to fight global poverty and promote sustainability in developing countries. Fair Trade is for A QUESTION OF an opportunity to support some general principles towards a dignifying and mutual respective relationship with our suppliers. Besides the issues highlighted under Workers & Factory, this mainly involves paying a price that secures fair wages and good working conditions for the workers.

The positive consequences of our fair trade based business practice in Tanzania are the creation of workplaces, better living conditions and overall social and economic development. Also, Fair Trade contributes to a higher degree of transparency in our East African supply chain.

“When people think of fair trade the first thought is that the producer is paid a fair price for what is being produced. In a world economy where everyone is competing on price then what exactly is a fair price? This is where the basic ethical consideration comes into play. We as a producer being a long the chain, it raises consciousness on issues such as fair trade, ethics, environment and making the entire supply chain more transparent” Said by Patrick Lumumba, Chief of Production, partner factory in Tanzania

“The management provides good meals and showering facilities to workers, and we have daily breaks between working hours. We are also provided with paid holiday” says 28 year old female textile worker Lilian Hagu, who has worked at our partner factory since 2007.

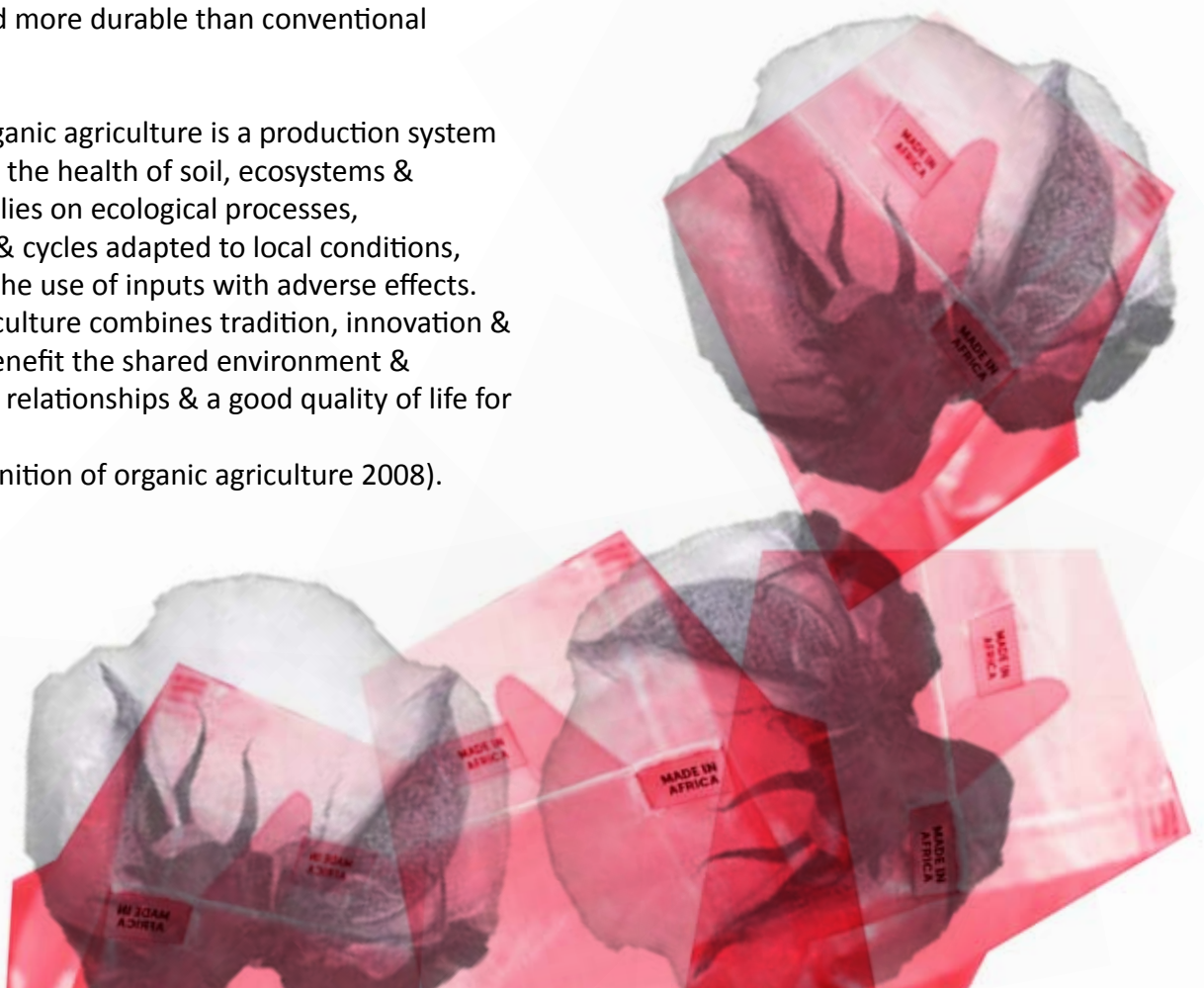


THE ENVIRONMENT - ORGANIC COTTON

A QUESTION OF is highly passionate about supporting the production of organic grown cotton. Organic cotton implies cotton grown without synthetic chemical fertilizers or pesticides and is therefore a more responsible environmental solution. The processing and finishing does not include harmful chemicals such as chlorine bleach, formaldehyde or dangerous dyes. Organic cotton supports a sustainable agriculture that keeps the soil fertile, water clean and air pure for generations of Africans to come.

For A QUESTION OF organic cotton is a better solution for the environment, workers, consumers, but also as a business strategy, as it offers sources of differentiation. T-shirts produced from organic agriculture is also a much better product for sensitive skin or allergies. Organic cotton is said to be softer and more durable than conventional cotton.

QUOTE: "Organic agriculture is a production system that sustains the health of soil, ecosystems & people. It relies on ecological processes, biodiversity & cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation & science to benefit the shared environment & promote fair relationships & a good quality of life for all involved"
(IFOAM definition of organic agriculture 2008).



WHAT CAN YOU DO?

If you have questions, comments or ideas for the further development of this Corporate Responsibility Report, please do not hesitate to contact us. We highly appreciate your input.

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