

A wide-angle photograph of a dense forest. The foreground is filled with the dark green, textured foliage of various tree species. In the middle ground, a thick layer of white mist or fog hangs over the treetops, obscuring the upper portions of the trees and creating a sense of depth. The background is a darker, more solid wall of trees, with some light filtering through the canopy.

OUR RESPONSIBILITY

**The Dune Group**

We've been designing and developing footwear and accessories with craftsmanship and premium materials for more than 30 years, so we know what's involved in making beautifully designed quality products. We also recognise that footwear and fashion are complicated businesses which are impactful on the environment and people's lives. Our Responsibility is the umbrella under which we work towards lessening these impacts and taking care of the people that design, make and sell our shoes.

We believe that quality and sustainability go hand in hand, and we are obsessed with offering our customers great value in all our products. Of course, price plays an important part, but for us, design, longevity, quality materials and our customer service are the jigsaw pieces of the value we stand behind.

At The Dune Group, we have taken steps to incorporate more sustainable materials, improve our packaging, be rigorous about quality, reduce our energy consumption, improve our teams' well-being and establish more transparent working practices. There is still a lot of work to be done and we are determined to be better. We have set ambitious targets to drive us forward, to monitor our performance and to be more accountable.





## A WORD FROM OUR CEO

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Dune London was proud to turn 30 years old in 2022. Over these years, we have grown and evolved. Whilst remaining true to our heritage of creating beautiful shoes, we are passionate about our evolution including a commitment to sustainability. On our journey to working in more socially responsible and sustainable ways, we've learned that by collaborating with our suppliers and other partners, and listening to our stakeholders, we make longer lasting changes and we thrive even more strongly. With the commitments we are making in Our Responsibility, we are challenging ourselves to transform the way we do business and to play our role in making our world a better place.

**Nigel Darwin,**  
**CEO, The Dune Group**



PLANET



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- 2
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Leather sourced from tanneries rated for responsible energy use, waste management and water treatment

Pushing the boundaries and starting to work with grape-leather, a true plant based alternative material

Growing our range of non-leather bags and accessories made from recycled materials



## PRODUCT MATERIALS

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We have committed to using more sustainable materials in our Dune London products. From leather to laces, we are looking at where change is possible now and in the future. By becoming a member of the Leather Working Group, we work more closely with our suppliers to ensure that our premium leather comes from tanneries rated for responsible energy use, waste management and water treatment. More and more of our beautiful non-leather bags are made using recycled polyester and lined with recycled materials, and for others, we are in the process of switching to a water-based textile. We are pushing the boundaries and have started to work with grape-leather, a true plant-based vegan alternative to leather.



## OUR AMBITION

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By 2025, **75%** of footwear and accessories will use materials which are recycled, responsibly sourced or from renewable sources



By 2025, **90%** of leather used in our Dune London shoes and handbags will be from tanneries rated gold or silver by Leather Working Group

## OUR STORES

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We love our beautiful Dune London stores and are finding ways to ensure that our furniture and visual merchandising is reusable and recycled. We have developed an innovative modular display system in our signature style that can be re-used in new stores. When we open these new stores, we now ask landlords to leave big-tickets items like flooring and air-conditioning that are in a good state in situ and save these from going to landfill. Where we are using new materials, as far as possible, we chose a sustainable or recycled option. And those beautiful in-store lightboxes? The images are printed on recyclable materials. We think that our shops look fabulous and we are proud that there's less waste.

## OUR AMBITION

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By 2024, in collaboration with our store designers and contractors, we will begin implementing our "sustainable store of the future" guidelines across all new stores and re-fits.





## CARBON EMISSIONS

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We want to play our part in reducing global greenhouse gas (GHG) emissions. Working alongside more than 60 other retailers, we are a signatory of the British Retail Consortium (BRC) Climate Action Roadmap. With suppliers, the government and other stakeholders, the aim is to collectively deliver on an ambitious target to achieve net zero carbon emissions across the collective retail industry by 2040. We've worked with a specialist environmental consultancy to engage our team members on a better understanding of measuring our Scope 1, 2 and 3 emissions.

So far, we have focused on our UK and Ireland operations. Our support office, warehouse and stores, where we control our electricity supply, run on renewable energy. As LED lighting uses less electricity, we are rolling this out across all remaining stores and our warehouse. These emissions fall into Scope 2 and alongside our Scope 1 emissions in the UK are independently measured, allowing us to understand how they may be reduced.



2023	2024	2025	2026
Submit an intent to commit to Science Based Targets Initiative	Measure our Scope 1, 2 and 3 emissions and set reduction targets	Submit targets for validation to SBTi	Net Zero in UK operations

## OUR AMBITION

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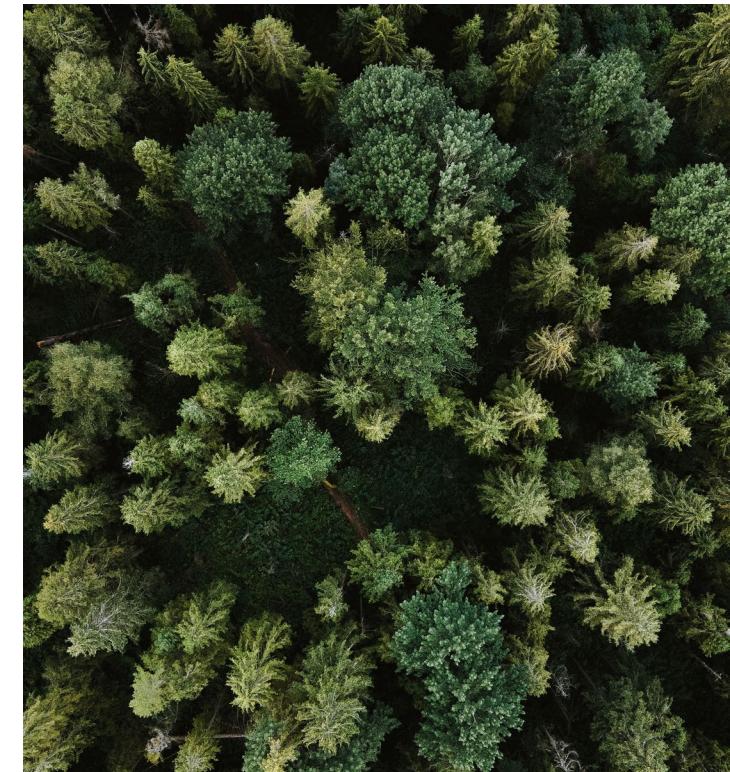
We know that most of our emissions happen in our global supply chain. So, whilst we are making good progress with our direct emissions in the UK, we need to understand the emissions that fall within Scope 3. Once we have measured our emissions, we will align our reduction targets with science-based targets as these set a path to reduce emissions in line with the Paris Agreement goals. We believe this is the way to make a meaningful contribution to this global problem.

## PACKAGING

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Packaging for our shoes and accessories is necessary to protect them and prevent waste and that's why the materials used are an important part of our sustainability strategy. We started in the obvious place – with our shoe boxes. We've now rolled out our one-piece FSC-certified boxes. Made using 70% post-consumer waste, being fully recyclable and using water-based inks, we love that it looks good and is good! Inside the shoe boxes we have eliminated all plastic and excessive filling. All our accessories' tags are now FSC-certified and soon our shoe box protective tissue paper will be too. We have also reduced our intake packaging so that we're not shipping unnecessary carbon emissions.

Whilst we have managed to eliminate plastic from our shoe boxes, our search for a good solution to protect our accessories and e-comm deliveries is on-going. We work closely with innovative packaging experts and will continue to "test and trial" plastic alternatives that have the strength and durability to protect your new purchases. In the meantime, we are now mandating that suppliers use bags with certified recycled content.



## OUR AMBITION

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By 2026, **90%** of all packaging will come from renewable or recycled materials

## DESIGNED TO LAST

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We love our Dune London shoes and bags. We design with longevity in mind and quality is of the utmost importance. That's why we believe in a second life for our unwanted items. Alongside the hundreds of end of season and returned shoes that we donate every year to Scope, Children in Need and other small charities nominated by our team members, we are delighted to be partnering with Reskinned in the UK to boost the second life of Dune London. We are now able to give our customers the opportunity to [send their pre-loved Dune shoes](#) to Reskinned, who will find them a new home. We want to encourage our customers to participate, so for every Dune London shoe, boot, sandal or trainer 'taken-back' by Reskinned, the customer will receive a voucher code to spend on [dunelondon.com](#). And when they no longer love those shoe as much as they once did? They can send them to Reskinned to be reused and rehomed.

## OUR AMBITION

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The Reskinned TakeBack scheme is just the start of our journey. Before the end of the year, we hope to launch a Dune London pre-loved online store! And in the meantime, we're looking at ways we can help you "repair and take care" of your favourite Dune London shoes and bags.





The image captures the interior of the Oculus transit hub, a modern architectural masterpiece. The ceiling is composed of a series of white, curved, rib-like beams that converge towards a central, bright opening. The floor is a vast, light-colored space where many people are walking or standing. In the center, there's a large, circular, elevated platform with a glass railing, where several more people are gathered. The overall atmosphere is one of a busy, well-lit public space.

PEOPLE

## OUR SUPPLY CHAIN

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We have worked with our core product suppliers for many years and are actively engaging with them to align our values. Our suppliers operate according to our [Ethical Trading Code of Conduct](#). Each factory used to make Dune London products is required to provide an up-to-date and satisfactory social audit of its working conditions. To strengthen our visibility and analysis of these audits, we became members of Sedex, one of the world's leading ethical trading organisations.

Before placing any orders with a new supplier, we have a rigorous onboarding process. Where a supplier is not yet a member of Sedex or other ethical trading platform, we accept audits conducted for other retailers. Sedex allows us to clearly see our high scoring suppliers as well as spotting any breaches of our Code of Conduct. We work collaboratively with suppliers where any issues are identified. As more and more travel restrictions are lifted, our buying and QC teams are now able to do in-country factory visits to further strengthen our understanding of working practices.

Our [Modern Slavery Statement](#) sets out the steps that we have undertaken to ensure that modern slavery is not taking place within our supply chain.

## OUR AMBITION

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To have the best visibility of our suppliers' working practices, by 2024, we will require all suppliers to be members of Sedex and have all their factories linked to the Sedex platform\*.

\*Or an alternative ethical trading platform.



## WORKING AT DUNE

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We foster an entrepreneurial spirit in our business and we know that this spirit thrives in a diverse and inclusive workplace. To ensure we are living this commitment, we signed the British Retail Consortium's D&I Charter which focuses on helping retailers challenge their culture. The first step will be to collect team member information on D&I representation. We target gender and salary parity across our business. We are pleased to say that our executive board is 50% female, and we report our gender pay gap annually. The overall well-being of our teams is paramount and in the last few years we have implemented important changes such as introducing Wellbeing Allies, free gym membership and many opportunities to participate in fundraising activities. We have also partnered with Retail Trust to provide all employees with access to free and confidential health and wellbeing support. We know that we can do better and intend to keep learning and improving.

## OUR AMBITION

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In 2023 we start inclusive leadership training with our board, delivered by external experts. We will continue to roll out hiring manager training across the business which will inform revisions to recruitment and other relevant policies. We aim to promote standard practices around diversity and inclusion and better communications to ensure D&I plays a part in all hiring, employee lived-experience and retention.



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We wanted to work with a mental health charity as the pandemic has highlighted, even more so, how important mental wellbeing is and the challenges many people face

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Daniel Rubin, Founder & Chairman



## GIVING BACK

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Being considerate towards not only our own team members but the wider community is very important to Dune London. Central to that is giving back.

In 2022 we chose Mental Health UK as our partner charity. Mental Health UK brings together four charities from across the country who provide support and services for some of the biggest societal challenges that pose a threat to people's mental health. Each year we run events to raise money for MHUK such as baking competitions and sample sales. Team members enjoy getting involved in other fundraising events which MHUK promote.

We have also been providing logistics support to Goods for Good for over 5 years. They send essential supplies donated by UK businesses to front-line charities in countries like Ukraine and Afghanistan. We collect donated goods, store and then deliver them to Goods for Good. We are proud of our warehouse team who provide this incredible support.

## OUR AMBITION

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Over a three-year period, raise  
**£300,000** for Mental Health UK



In 2023, provide logistics for **250** pallets  
of donated goods for charities



**70%** of employees engaged in  
supporting charity partners in 2023

A wide-angle photograph of a dense forest. The foreground is filled with the dark green foliage of various trees. In the background, a thick layer of white mist or fog hangs over the treetops, creating a sense of depth and mystery. The overall atmosphere is serene and somewhat ethereal.

THANK YOU

**The Dune Group**