



 SUNDAY

# CSR Report 2.0



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## About Sunday

At Sunday we create amazing branded merchandise that your employees, customers and fans love to wear during the week and even on a Sunday. This way they can connect on a deeper level with each other and with your brand, turning them into true ambassadors.

In Europe, the word 'merchandise' still suffers from classic prejudices such as low quality garments, T-shirts that feel like a bin bag, logos printed far too big and washed out after two times. This kind of clothing is often worn once and then thrown away or stored at the bottom of the closet until the grass needs to be mowed or the room needs to be painted. Hence: waste...

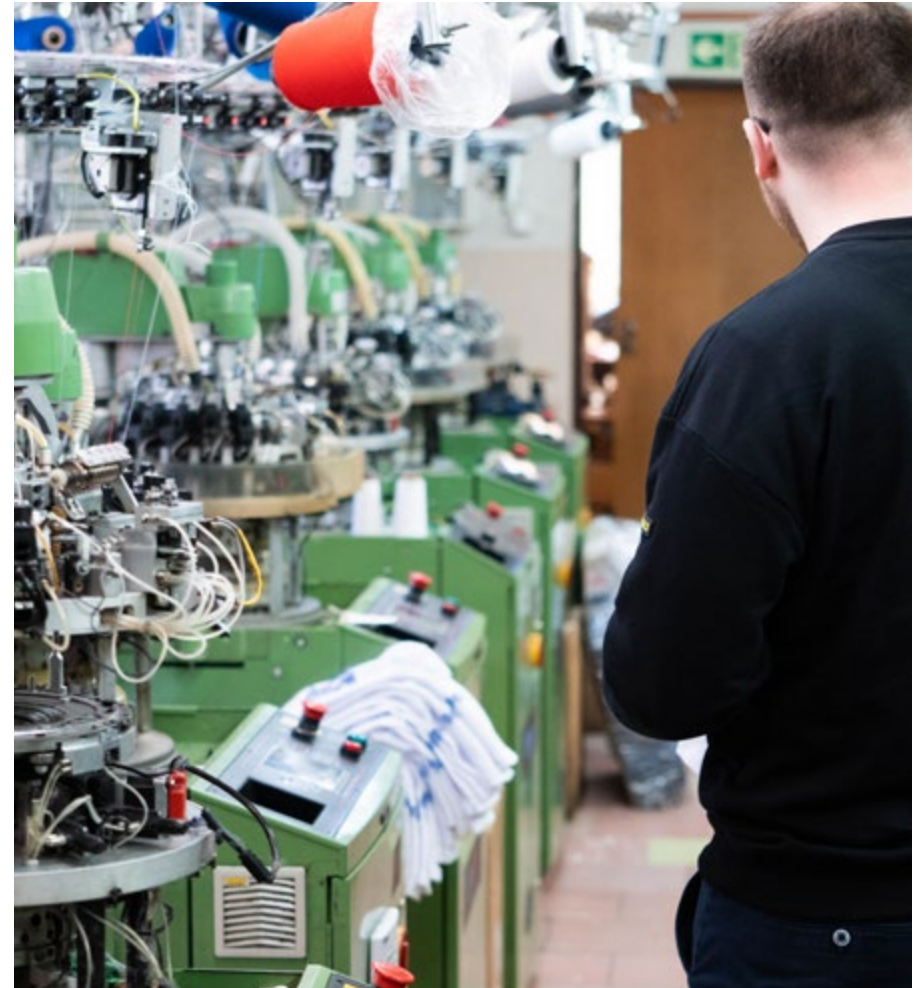
At Sunday we do things differently! We design and produce by demand the best wearable merchandise in the look and feel of our customers. And help them ship it globally with ease. When companies invest in clothes for their employees or best customers, we make clothes that they want to wear.

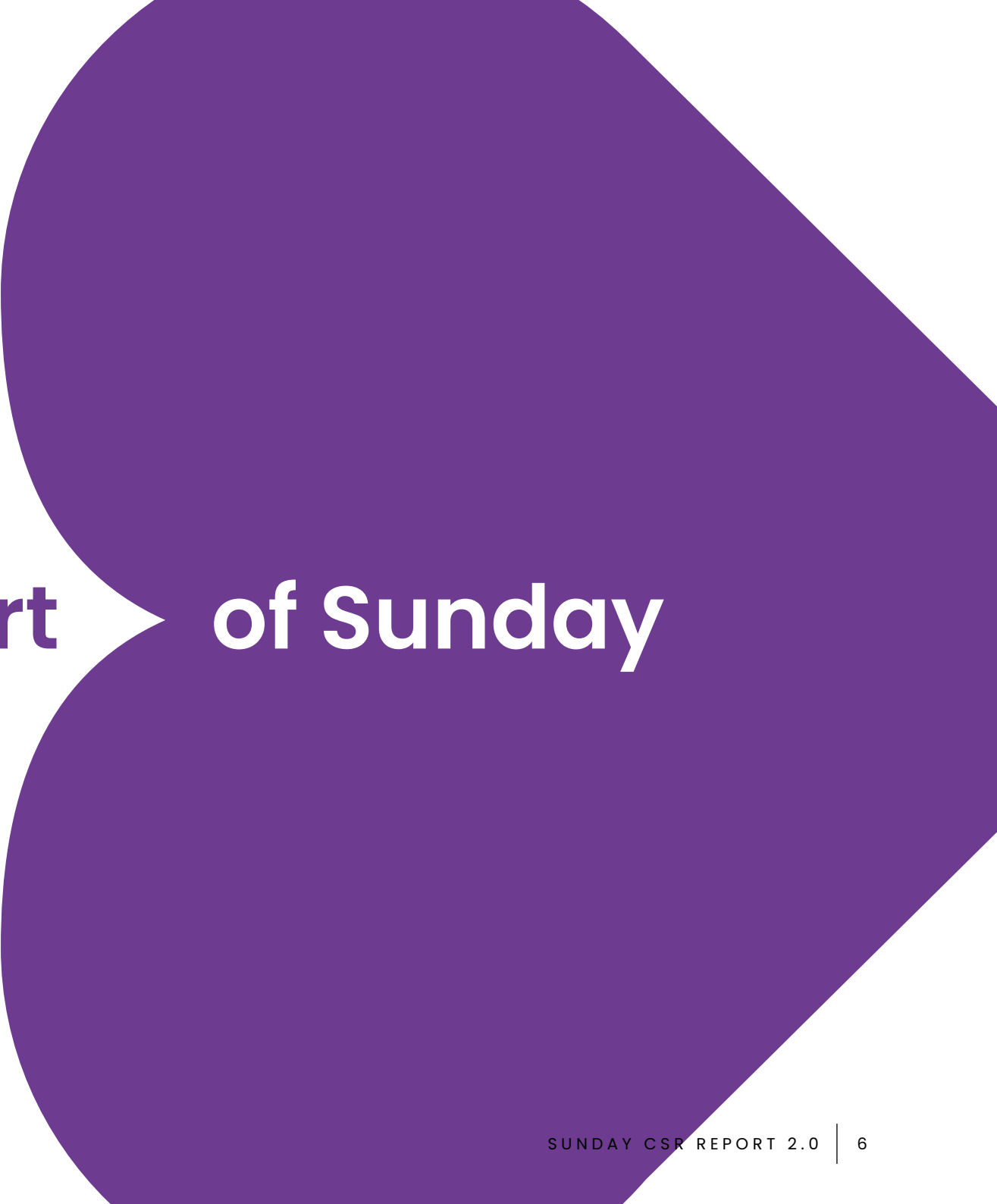
Every product we design, we carefully produce to the highest standards in quality and sustainability. We have dedicated production centers in Poland and Turkey making sure we have a close personal collaboration with all selected partners. Our inhouse R&D department gives you the opportunity to create completely custom fashion items from scratch.

One of the main challenges our customers face is handling the logistics of the merchandise. The industry standard is that once the products are made, the supplier's job is done. We beg to differ. That's why we've developed our Wardrobe™ platform. A virtual closet that keeps an overview of your merch including real time stock levels and that helps our customers ship their merchandise globally in a couple of clicks. While we do the hard fulfillment work behind the scenes.

Our customer is at the center of our business. That's why it is our only goal to make their lives better by:

- Creating beautiful custom products that actually deliver results.
- Consistently investing in processes and software solutions that make their lives easier (Wardrobe™, Realistic 3D designs, Remote size gathering tool, ...) Helping and advising our clients during the whole process on a personal level.
- Taking away the hassle for companies and creating a comfortable customer journey. From tweaking the products making sure they fit in your budget to suggesting size ranges, our team is there to support you with personal service every step of the way.





**the heart of Sunday**

Our **vision** is that people will increasingly prefer to wear any brand they identify with.

It is our **mission** to be the global #1 reference in helping companies become a part of the wardrobe of their ambassadors



## Value driven

What we do is about our customers, not about us. We make it our business to understand our customers and their business. Consequently, we deliver made-to-measure solutions and services at an industry-leading level. We take pride in our work, but only after we have achieved the best results. Our ultimate goal is to consistently deliver the highest value for our customers.

## Growth

We care deeply about our employees, our customers and our partners. Everything we do is linked to creating real ambassadorship internally and externally. Helping people unlock their true potential is at the core of our organisation.







## Ownership

Our customers expect us to know and inspire them. They are carefree because we are meeting our commitments and take ownership. We operate at a world-class level because we constantly challenge ourselves to continuous improvement. We work as a team and use the expertise of the whole to make ourselves, our ideas and our execution better every day.

## Holistic

We look at the total picture. End to end, we keep a helicopter overview on the process, to ensure we don't miss out on any detail. Our customers can rest assured that we have already taken action to solve the unexpected. We aim for long term solutions that help everybody involved in the project, instead of short term fixes that harm others.



## Worldly

We take up responsibility for our planet and purpose. We challenge industry standards by always taking the option of sustainability in our ideas, approach and operations. Fair pay and good working conditions for collaborators and suppliers is a matter of course. Our team consists of top professionals with a high degree of EQ and understanding of the world.

# CSR REPORT 2.0

## Highlights & Achievements

Merch Metrics®  
Wardrobe® integrations  
E-shops for clients  
new SUNDAY HQ

## Awards & Recognitions

Article in De Tijd  
video Vlerick Business School  
3x Deloitte Fast 50  
2x Trends Gazelle



# Our Sustainability journey

*At Sunday, we believe that success in the fashion industry goes beyond profit and encompasses the responsibility to make a positive impact on society and the environment. We are committed to practicing Corporate Social Responsibility (CSR) in all aspects of our business operations. Our CSR initiatives aim to promote sustainability, ethical practices, and social welfare, while inspiring positive change within the fashion industry.*



## **Sustainable Sourcing and Supply Chain:**

We recognize the environmental and social impact of the fashion industry's supply chain. Sunday is dedicated to ensuring transparency and sustainability throughout our sourcing process. We strive to collaborate with suppliers who uphold ethical practices, prioritize fair trade principles, and minimize their carbon footprint. We also prioritize the use of eco-friendly materials and promote recycling and upcycling within our production processes.

## **Ethical Manufacturing:**

We are committed to providing safe and fair working conditions for all individuals involved in our manufacturing processes. We partner with manufacturers who comply with international labor standards, ensuring fair wages, reasonable working hours, and a supportive environment.

## **Diversity and Inclusion:**

Sunday values diversity and inclusion in all aspects of our operations. We embrace diversity in our workforce, recognizing that a variety of perspectives enhances creativity and innovation. We promote equal opportunities, gender equality, and a





harassment-free workplace. We actively seek to engage with suppliers, partners, and stakeholders who share our commitment to diversity and inclusion.

**Consumer Education and Transparency:**

We are committed to providing our consumers with transparent information about our products, manufacturing processes, and sustainability initiatives. We believe in educating our customers about the environmental and social impact of the fashion industry, empowering them to make informed and conscious purchasing decisions. We actively promote responsible consumption and encourage sustainable fashion practices.

**Continuous Improvement:**

We recognize that CSR is an ongoing journey. Sunday is committed to continually assessing and improving our CSR initiatives. We set measurable targets, regularly review our practices, and incorporate feedback from stakeholders to drive positive change. We strive to stay updated with emerging sustainable practices, industry standards, and technologies to minimize our environmental footprint.

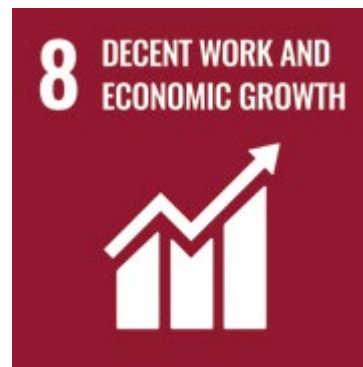


# Sustainable Development Goals

Sunday is committed to fostering sustainable fashion production by aligning its practices with the United Nations' Sustainable Development Goals (SDGs), which provide a shared blueprint to end poverty, protect the planet and ensure that by 2030 all people will enjoy peace and prosperity.

Sunday's strategy aligns with the 17 SDGs and the underlying targets. Here we provide an overview of Sunday's efforts in integrating sustainability across its operations, focusing on the SDGs that we have the greatest impact on.

With our vision and mission actually reflected in responsible consumption and production and (12) reduced inequality (10).





# Sunday & the 5P's

*Sunday's commitment to the 5P approach guides every decision, action, and initiative. We recognize that sustainable fashion production is not just a responsibility; it is an opportunity to make a difference. With our unwavering dedication, Sunday continues to create a positive impact, leading the way towards a more sustainable, inclusive, and prosperous fashion industry.*



## People

are at the heart of Sunday's philosophy. We recognize that the fashion industry's success relies on the well-being and empowerment of everyone involved, from their employees to the communities they operate in. Sunday nurtures a culture of respect, fairness, and inclusivity, we are determined to minimize our ecological footprint

## Planet

holds a special place in Sunday's ethos. We firmly believe that fashion has the power to inspire, influence, and change lives. Sunday's purpose is to revolutionize the fashion industry, to challenge conventional practices, and to pave the way for a more sustainable and ethical future. We understand that fashion has a profound impact on the environment, and we are determined to minimize their ecological footprint. We implemented sustainable practices throughout our operations, from sourcing materials responsibly to reducing waste and embracing circular economy principles. We embrace eco-friendly innovations and work tirelessly to protect and preserve the planet for future generations.





## Prosperity

is not just a measure of financial success for Sunday; it encompasses the well-being and prosperity of all stakeholders. We believe that sustainable practices can drive economic growth while ensuring social and environmental well-being. Sunday strives to create value and prosperity for their employees, customers, suppliers, and the communities we serve.

## Partnership

is a key pillar of Sunday's success. We believe that collaboration is essential to create systemic change within the fashion industry. Sunday actively invests in partnerships with like-minded organizations, industry experts, NGOs, and government entities. Together, we forge alliances, share knowledge and resources, and work towards common sustainability goals. Sunday believes that through collaboration, we can amplify our impact and create a brighter future.



## Peace

is an integral part of Sunday's commitment to sustainability in the fashion industry. Our dedication to ethical practices, social empowerment, and cultural inclusivity are all driven by our vision of fostering peace and harmony. By integrating peace into our operations and collaborations, Sunday aspires to create a positive impact on individuals, communities, and the world at large.



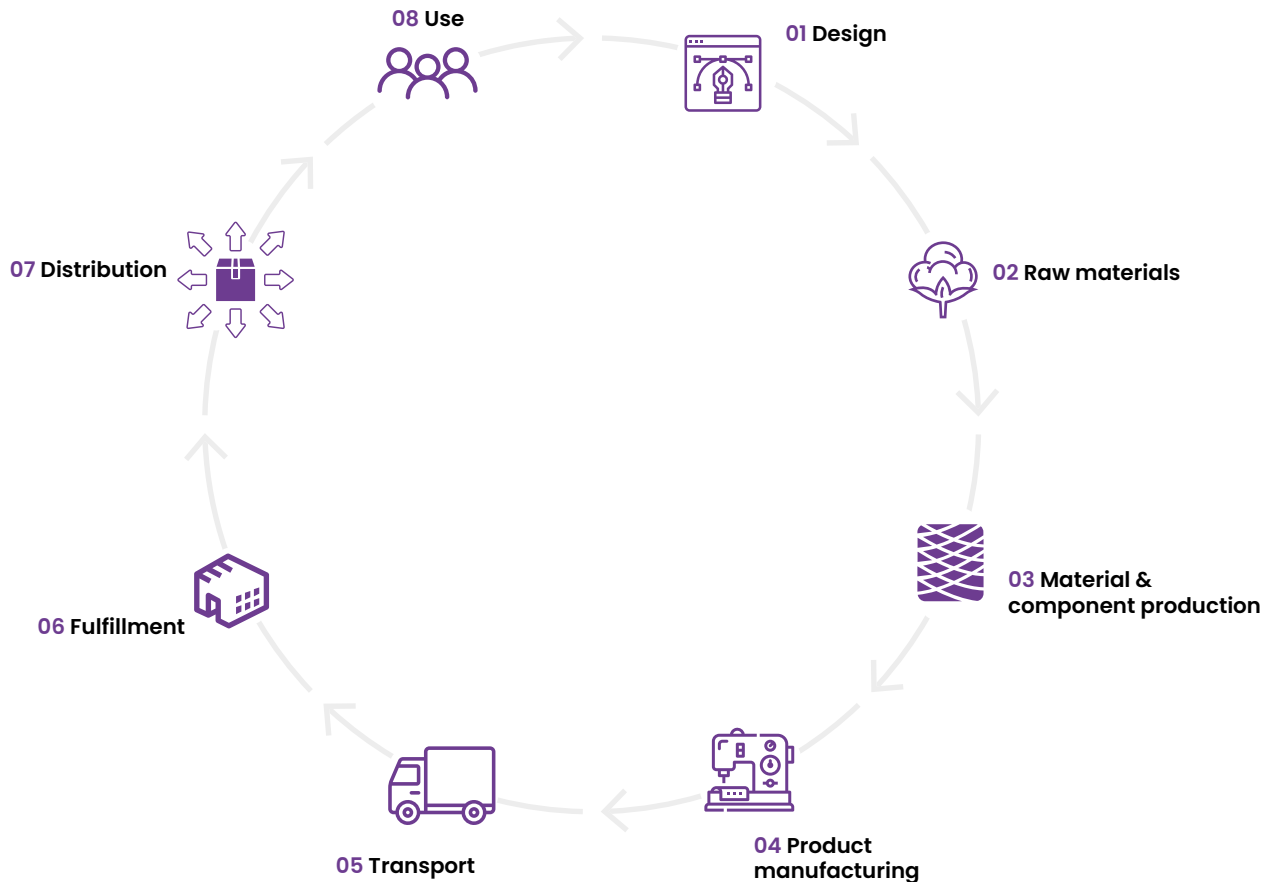


# Product

What differentiates Sunday from traditional merchandise suppliers is that we literally start from the rolls of fabric, and this means we control the full supply chain from design, tech files & patterns to all raw materials and the manufacturing. This is why we can ensure high sustainability standards during the whole process.

Sustainability already starts during the design process. Our design team knows which techniques can be used, what fabrics can be combined, what is possible, which materials are most suitable for the specific purpose and what's the most comfortable to wear. The team creates patterns in such a way that all different parts can be fitted to the rolls of fabric, to minimize the leftovers and so reduce waste.

# Our Value Chain



**01 Design:** our team of fashion designers design your clothing.

**02 Raw materials:** we work with certified suppliers to source raw materials such as cotton, polyester, elastane, ...

**03 Material & component production:** producers convert fibers into yarn and yarn into fabric, which is then dyed.

**04 Product manufacturing:** we work with local suppliers to create the clothing, starting from the fabric. Fabrics are cut to the pattern and sizes needed, decorations are added, all parts are sewn together to 1 finished product.

**05 Transport:** our logistic partners transport the products from our production sites to your office.

**06 Fulfillment:** we store your products in the Wardrobe™ and prepare them for shipping when you actually need the items.

**07 Distribution:** our logistics partners deliver the items from the Wardrobe™ to your ambassadors.

**08 Use:** your ambassadors care about their branded company fashion and wear them for a long time.

We have a dedicated Sunday team of fashion designers, purchasers, R&D and sewing shop located in Łódź, Poland. We don't have our own machines nor manufacturing company, but we manage & coordinate the full process from A to Z. This makes us competitive & scalable at the same time without losing eye for details.

**For 1 finished custom product:**



About 25 people are involved



At least 6 different factories and subcontractors are involved



Minimum 8 production steps are needed



# Sustainable materials



# Cotton

Cotton is a soft, fluffy and highly versatile natural fiber that is used to produce textiles and various other products. The cotton plant requires a warm climate, adequate rainfall and well-drained soil to grow successfully. Therefore cotton is mainly produced in South America, Asia and Africa.

The harvesting of cotton involves removing the fibers from the bolls. After harvesting, The fibres are processed to separate them from seeds and other plant material. The resulting cotton fibers can be spun into yarn or thread and used to weave or knit fabrics.

The cotton we use is sourced from Uzbekistan, a major cotton producer in Central Asia. We offer different kinds of cotton, such as organic cotton, pima cotton & regular cotton. All our cotton suppliers are bound by high standards and regulations. We only use the finest and very good quality cotton fibers.

Recycled cotton is derived from textile waste, promoting resource conservation and waste reduction, however from our experience it turns out it is less durable than regular cotton. To create recycled cotton fabrics need to be processed again to yarn. This is an intensive process and breaks the structure of the yarn. This yarn is then used to create fabric. From an environmental point of view it is a sustainable solution, but from a durability point of view it is not beneficial for the life cycle of the product.



# Nylon

## ECONYL

Nylon waste is transformed into ECONYL® regenerated nylon. It's exactly the same as brand new nylon and can be recycled, recreated and remolded again and again. This means you can create new products and buy new products without having to use new resources. Fun to know is that fishing nets are an important source of the nylon waste; mainly nets from the aquaculture and fishing industries.

Econyl is typically used in our Recycled Socks

## Q-NOVA

Q-NOVA® is an environmentally sustainable nylon fiber obtained from regenerated raw materials. It's a highly ecological product which aims to reduce CO2 emissions, consume less water and use renewable energy. Q-NOVA® is partly made from pre-consumption waste: these materials were unusable in any other way and would have been disposed of as waste.

Q-NOVA® allows us to make lighter weight fabrics with the same qualities as fabrics made of cotton or polyester. It has excellent moisture control, which means the skin stays fresh and dry. Q-NOVA® has been designed to give the best possible dyeing quality. Fabrics and clothing items made from Q-NOVA® are as robust as those made from virgin polyamide.





# Polyester

## COOLMAX

COOLMAX® allows us to create sportswear that offers technical performance benefits like cooling, but also sustainability benefits.

COOLMAX® EcoMade is made with 100% recycled resources to help the environment. This polyester fiber can be made with either 100% textile waste (cutting room scraps that would otherwise go to a landfill or be incinerated) or recycled PET bottles. Either option offers permanent moisture-wicking performance.

Sunday makes use of COOLMAX® to produce Sportswear products made of 100% recycled polyester. The items are labeled with a hang tag with the information about the fabric we used. These items reduce CO2 emissions by 25% compared to conventional polyester production with non-renewable resources, this technology reduces the impact on the environment. Choosing fibers made from textile waste, helps those with a circular economy goal work towards achieving it.

# Other materials

## FELT

Felt is made by matting and compressing natural fibers, usually wool, without the need for weaving or knitting. This production process requires minimal energy and water, reducing the overall carbon footprint. Felt is a highly durable material, known for its longevity and resistance to wear and tear. This quality ensures that felt products have a longer lifespan compared to other fabrics, reducing the need for frequent replacements. The natural properties of wool used in felt production provide inherent insulation and moisture-wicking abilities, making it suitable for a variety of applications, including laptop sleeves and shoppers.



## MODAL

Modal is a sustainable and eco-friendly textile derived from the cellulose of beech trees. Unlike cotton, which demands substantial water resources, beech trees, which naturally thrive in Northern and Central Europe, can flourish without extensive irrigation or artificial planting. By utilizing modal fabric, individuals can contribute to the conservation of water resources and support sustainable practices in the textile industry. Modal offers an incredibly soft and luxurious feel. It has twice the softness of cotton and feels amazing. Modal is hard-wearing, keeps its shape and finish, it is very absorbent and does not trap odors. Making it a popular choice for various clothing and home textile applications while minimizing its ecological footprint.



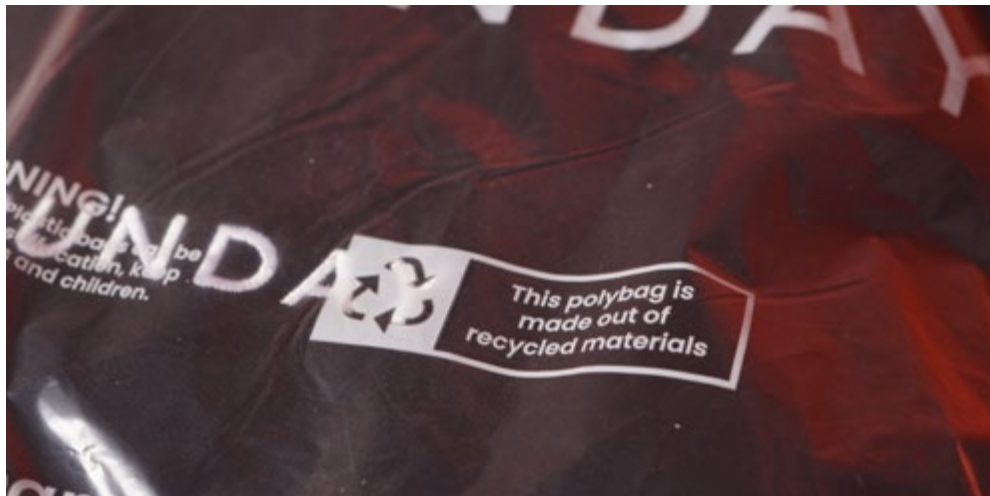


# Packaging

## HANG TAG / SLEEVE

All our products are labeled with a hang tag made out of recycled cardboard, attached to the label with a string of natural materials. This way we want to minimize plastic packaging. By opting for this eco-friendly alternative, we are reducing the demand for new materials. In addition to minimizing plastic, these eco-friendly hang tags can also serve as a visual reminder to consumers that we value sustainability and care about the environment.

Our sleeves, which allow you to add an additional message to your company fashion are also made out of recycled cardboard.



## POLYBAG

Packaging plays an important role in protecting products. Polybags ensure that the products are protected from the environment, you don't want your brand new sweater to feel dusty and to smell like a cardboard box. Polybags keep products clean and dry, when stored or transported. In our opinion we cannot eliminate them, but we've introduced the use of biodegradable polybags to decrease the impact.

## CARDBOARD BOX

Our recycled cardboard boxes offer a myriad of design possibilities that can be tailored to your brand's identity and your brand's fashion collection. This box has the ideal balance between being light and still being strong enough to safely pack your items. The box is fully recyclable and made from recycled materials. We notice that it is often given a new purpose and is being reused by your ambassador. We offer different sizes that are the perfect fit to ship your company fashion to your ambassadors.



## BIODEGRADABLE POLY MAILER

Our poly mailers are made from natural materials and fully biodegradable. When exposed to light, air, moisture and microbes the poly mailer will break down to natural elements found in nature. It will break down into compost in industrial composting plants. The end product is compost that adds organic, natural and non-toxic nutrients to the soil. The mailers are also manufactured in Europe, meaning a lower transportation footprint.





# Qualitative clothing

## Made to order

Our approach of 'made to order' products allows us to offer the highest level of customization. By focusing on quality we ensure that the products are carefully crafted and built to last. By dedicating time and attention to each item, we ensure that the final product meets high quality standards and durability. We avoid fast or disposable fashion.

Through our 'made to order' approach we also limit waste through smart choices of the design team. We have created our patterns in such a way that we can obtain an optimal use of the fabric in order to minimize leftovers and it also influences efficiency in cutting and sewing. By managing our own garment patterns, we've set up our size charts that guarantee optimal sizing cross collection. We've invested in recommended sizing and fitting by the Sunday Sizer in our shops.

## Durability

In the fashion industry, there have been concerns about clothing items being discarded after only a few uses. Fast fashion, in particular, has been associated with a high turnover of clothing due to its inexpensive and trend-driven nature. According to some reports, a garment in the fast fashion industry is estimated to be worn an average of just seven times before being thrown away. This indicates a relatively short lifespan for many fashion items. This is only taking into account the items that actually have been worn. A significant proportion of clothing, as much as 1 in 3 garments produced, is not worn.

For promotional clothing items it is even worse. Promotional clothing tends to have a shorter lifespan compared to regular retail clothing. It is often just worn a few times before being destroyed. Many individuals view promotional clothing as less qualitative, less desirable or less fashionable than other items in their wardrobe, leading to a very short usage cycle.

At Sunday we strive for qualitative clothing, encouraging customers to aim for a minimum of 25 wears and strive for a goal of 50 or more wears. Hereby we emphasize the importance of extending the lifespan of clothing items and reducing unnecessary waste.



## Maintaining your clothes

*With the average lifetime for a clothing item estimated as just 2.2 years – taking good care of your clothes has never been more important. At Sunday, we try to educate our clients on how to enjoy their clothes longer.*

### **WASH LESS**

Washing garments too often can actually cause damage to the fibers and hence decrease the lifespan. Wash in cycles of 30 minutes, your clothes don't need to be in the washing machine for hours.

### **WASH AT LOW TEMPERATURES**

For an average shirt over a year, 80% of the emissions produced during the 'in-use' stage of its life cycle are from washing and tumble drying – washing at 30° or less helps to reduce those emissions, while also protecting your clothes.

### **PAY ATTENTION TO CARE LABELS**

It is important to properly care for delicate fabrics such as cashmere and silk, which are particularly vulnerable to damage by harsh chemicals and heat.

### **WASH INSIDE OUT**

An extra handy tip is to wash clothes inside out when machine washing, and to avoid overfilling, as this can cause friction and damage the fibers,

### **AIR DRY**

There's nothing like that freshly laundered, air dried smell when you get your clean clothes in from the washing line. And not only does it smell great, air drying is also better for your clothes and the planet compared to tumble drying, which uses a lot of energy to run and can also damage certain fibers. Instead, shake out your clothes and hang either outside on the washing line, drying rack or on hangers to air dry. Again, pay attention to clothing labels as some garments, such as woolen jumpers, might be better dried flat.





## **DURABILITY**

Extending the lifespan of your clothes by just 9 months can reduce environmental footprints 20-30%! We at Sunday make great quality, bespoke clothing with soul and a purpose! With lifespan OVER 50 wears. The average lifetime of clothes in fast fashion industry have a lifespan of no more than 7 wears, after which these clothes end up in landfills...

Please care and think about what you buy and wear.

Source: WRAP, Ellen MacArthur Foundation, Grand View Research

## **STORE PROPERLY**

Store all clothes in a cool and dry space to protect them from damp, sunlight, and heat, which can all cause damage. It's important to not overfill your wardrobe, as clothes need breathing space – this will also prevent wrinkling and color loss from clothes rubbing together.

## **Research**

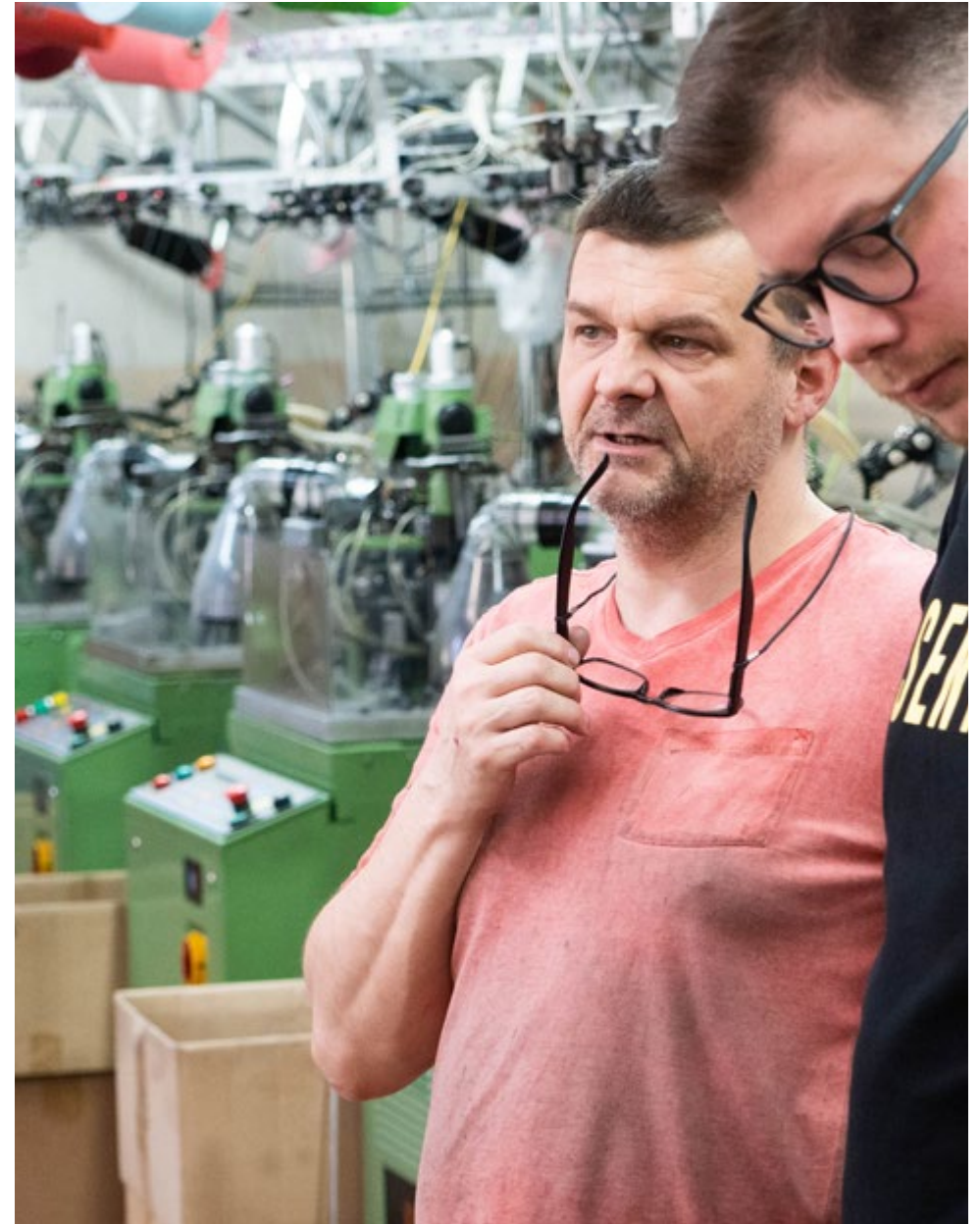
*We believe it is important to strive for quality and transparency not only during every step of the production process but also in our research. We are open to R&D to make specific products or work with specific materials on request and we will give honest feedback.*

# Reliable production partners

*In 2019, we opened our own R&D and supply chain unit in the capital of the textile & logistics industry in Europe: Łódź. This allows us to manage the entire manufacturing process and supply chain from A-to-Z.*

This has a number of advantages, the most important of which are:

- + We can guarantee working conditions that match the European standards.
- + We can carefully select suppliers and hold them to the same standards.
- + We contribute to the economic development of the European Union.
- + We have shorter transport-chains, and thus lower CO<sub>2</sub>-emissions.
- + We can easily control and check in with our suppliers.



Long-term relationships with suppliers are of utmost importance to us. Building and nurturing strong partnerships with our suppliers ensures stability, reliability, and mutual growth. By establishing enduring connections, we foster trust and understanding, which leads to enhanced collaboration and cooperation. These relationships enable us to secure consistent product quality, and receive priority attention and support.

For accessories, we work with suppliers from Portugal, China, India, Pakistan, ... Some products such as caps, sliders, flip flops, weekend bags, backpacks, sneakers are not possible to produce in Poland. We have experienced suppliers in different countries that we can trust and rely on.

Since most of our suppliers are based in Europe, this means they are bound by the guidelines and regulations for the fashion industry established by the European Union. These European measurements promote product safety, protect consumer rights and encourage sustainable practices. The Circular Economy Action Plan encourages resource efficiency and waste reduction. The EU Ecolabel and the Global Organic Textile Standard (GOTS) certify environmentally friendly and socially responsible production processes.

EU fashion suppliers tend to adhere to strict labor laws and regulations that protect workers' rights, including fair wages, safe working conditions, and the prohibition of child labor.

While other countries have made progress in improving labor conditions, there are still instances of inadequate worker protections and labor rights violations in some regions. The EU places significant emphasis on sustainability and reducing the environmental impact of the fashion industry. EU fashion suppliers are increasingly adopting eco-friendly practices, such as using recycled materials, minimizing waste, and reducing carbon emissions.

Overall, the EU's fashion industry has stricter regulations and a greater focus on sustainability and labor rights compared to some other countries. That is why we mainly focus on audits and certifications of our non-european suppliers. This to make sure that they respect and live by the same regulations as our European suppliers





We recognize that our success is interconnected with the success of our suppliers, and we are committed to cultivating enduring partnerships based on transparency, fairness, and shared objectives. We screen new suppliers and regularly visit our existing suppliers.

When visiting a supplier, there are several crucial aspects that we pay attention to. Firstly, the production process should be observed to ensure efficiency, quality control, safety and adherence to any specific requirements. The people working in the factory are also important, as their expertise and commitment can greatly impact the overall

performance. Additionally, the general cleanliness and organization of the factory are indicators of professionalism and attention to detail. During the visit we interact with the employees to get an idea of their knowledge and capabilities. Assessing factors like age, gender, and expertise can provide insights into the diversity and skill set of the workforce. Furthermore, observing how people react to their managers can shed light on the leadership style and overall work environment.

Understanding how the supplier manages their administration and tracks information is crucial. Inquiring about their ERP system or any other

methods used for managing processes and data can give an idea of their efficiency and organization.

The overall atmosphere within the factory is an essential aspect to consider. A positive and productive environment can contribute to better outcomes and collaborations. Finally, exploring the machinery, showroom, prototypes, and references can help evaluate the supplier's capabilities, innovation, and track record.



# Innovation

Innovation has always been at the core of our company, we always look to improve our products, service & experience for our clients. As a customer oriented company we look for ways to increase the value for our customers. Our innovation strategy continuously looks to deliver on this promise. That's why R&D is 90% done by client requests and not proactively testing and pushing new products to the market like fashion brands try to do.

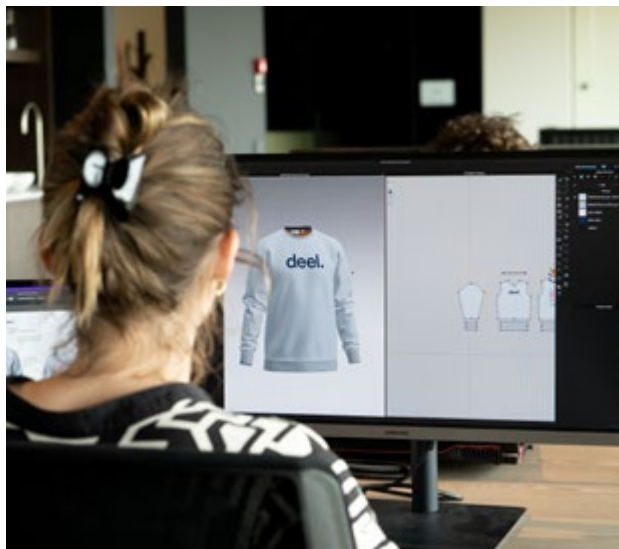
We focus on researching new sustainable styles, durable materials & techniques to offer our clients the highest possible level of customization and quality. Our R&D and design team follow fashion trends on the international playing field. We keep developing new styles by client requests that match these international trends, so the company fashion is always on point.

We also offer custom product development. In the last 5 years we have developed over 250 new patterns and products.



# Reduce - Reuse - Recycle

*In order to keep as much textiles out of the landfill as possible, it's important for each of us to do our part. One of the ways to put that plan into action is through the 3 R's of waste management. With Sunday, we guide both our customers and suppliers on how to use resources as efficiently as possible and thus reduce waste.*



## REDUCE

Means to cut back on the amount of trash we generate.



## REUSE

Means to find new ways to use things that otherwise would have been thrown out.



## RECYCLE

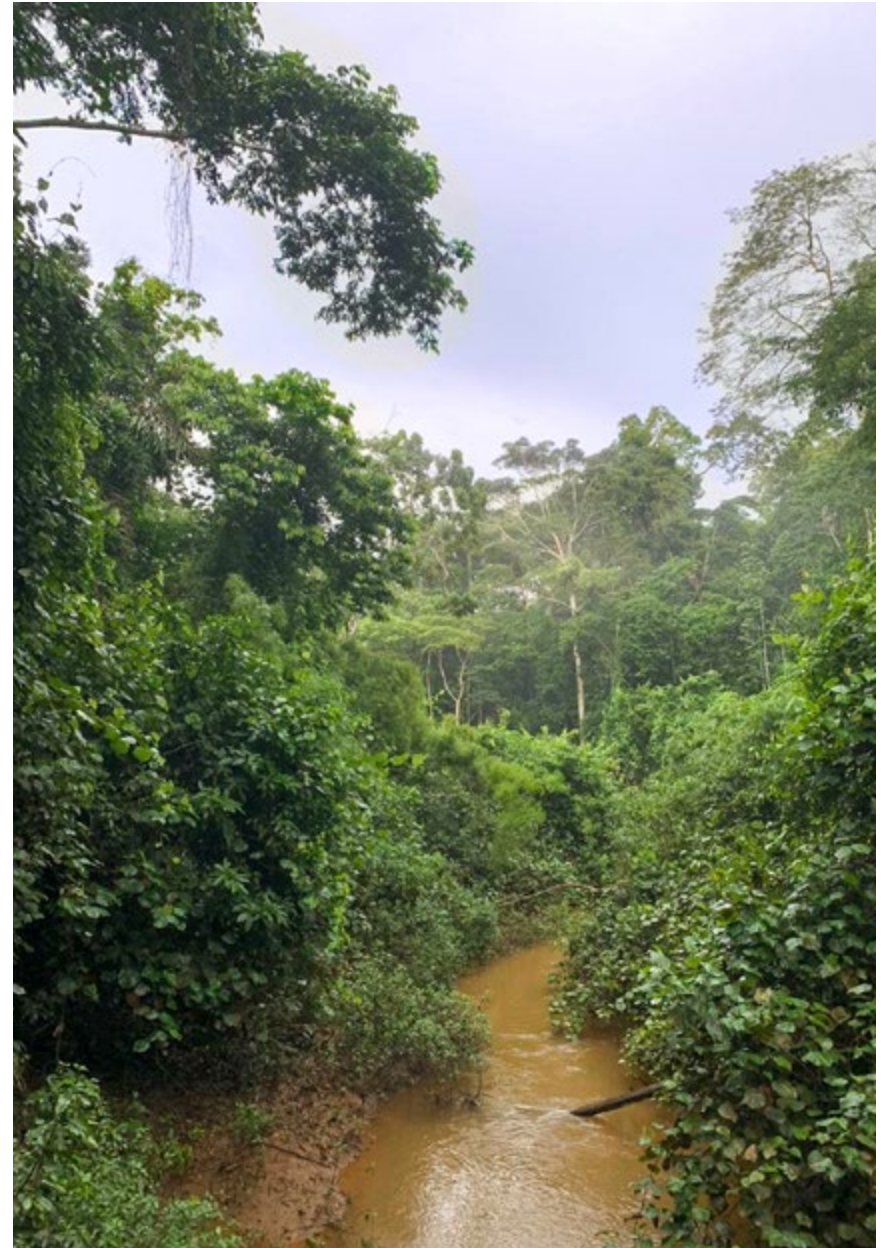
Means to turn something old and useless into something new and useful.

# We reduce

by means of technology. We work with 3D visuals from patterns, we bulk order pattern lists and we limit sample prints of patterns. Our 3D mockups are 100% matching our actual garment patterns so the final product is exactly the same as the 3D model, which eliminates complaints & waste.

We reduce transportation by means of producing in Europe, close to our customers home, by our Wardrobe warehousing in central Europe. By reducing transportation, we also reduce the CO2 emissions. We do not only reduce it, but we also compensate for the CO2 emission of all items shipped through Wardrobe™ by planting trees. With our reforestation partner, it is our mission to restore the forest landscapes of the Amazon in Peru by strengthening forest communities. Our approach centers on linking restoration activities to the production of non-timber forest products that offer improvements to quality of life. The Amazon Regeneration program is about making reforestation tangible.

Our partner farmers are part of a growing supply-chain enterprise implementing the strategies that work to restore the Amazon while improving livelihoods for families and communities. This program spreads seedlings and training and connects farmers to markets throughout the Peruvian Amazon, helping establish robust regenerative supply chains.





# We reuse

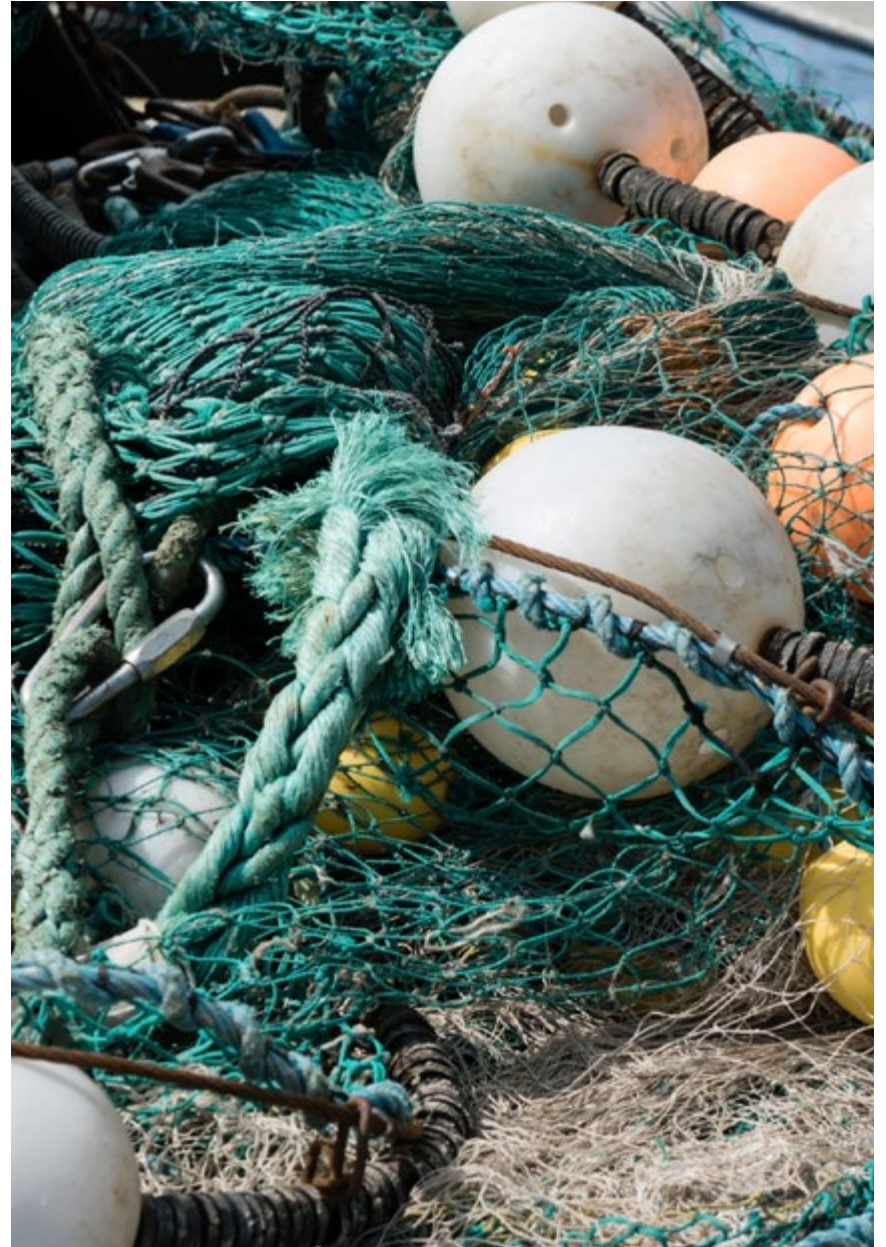
leftover rolls of fabric. We stock all the leftover rolls and then dye them black to reuse them for our own black Sunday hoodies or other black products.

We reuse leftover pieces of fabric for cushions for dogs. These pieces of fabric that can no longer be used for clothing are repurposed as cushions for the dog shelter.. This way, the animals can stay there comfortably. This partnership was set up mainly thanks to our Polish colleagues.

Our production is “made to order” however in the Fashion industry a margin of 10% overproduction is always possible. All overproduction is re-used. Either by our customers themselves or by our sales team as samples, or the items are donated to specific organizations that help people in need.

# We recycle

our waste effectively by prioritizing responsible waste management in both the production facilities as in our offices. Our R&D team is constantly looking for new sustainable recycled materials so we can enhance our product catalog. Fabrics like Econyl, organic cotton and recycled polyester are prime examples of our commitment to using eco-friendly, recycled materials.





# E.R.S. care label by Sunday

*We don't have our own manufacturing, machines nor labor workers, but we have our own R&D team including a pattern maker & seamstress and we fully coordinate the supply chain and every step that is necessary to make custom clothing from our Polish office. Our partners are screened & heavily controlled and they obtain different certificates. That's why we combine all those certificates in our E.R.S. statement & care labels.*



## Ecological

From organic cotton to recycled polyester, the choice of raw materials is a very conscious one. The production processes are also constantly monitored and improved to eliminate waste, leftover fabrics and items are gifted to good causes. We're reducing our carbon footprint by producing locally, working with GOTS certified suppliers and planting a tree for every 50 shipments we send out.

## Responsible

Our products are responsibly made, meaning we have good working conditions & environment, skilled people, no forced labor, no child labor, fair pay, ...

## Sustainable

Everything we do is for the people & planet. We're aiming to change the clothing industry from the inside out. By setting the bar high for ourselves in terms of sustainably sourced and durable fabrics, we force suppliers and competitors to do the same.



# People

## IN OUR SUPPLY CHAIN

It is important to us that everyone in our supply chain has to work in safe, good and healthy circumstances. We also monitor this at all factories. We visit our suppliers regularly and also receive their audit reports from independent organizations. Child labor is unacceptable. Transparency and traceability are essential in our strategy. We want to be transparent about where and under what circumstances our products are made.

## SUNDAY CODE OF CONDUCT

Our code of conduct is a statement setting out guidelines regarding the ethical principles and standards of behavior expected. It is an agreement with rules & regulations between Sunday and all partners, used to hold all parties accountable.

To ensure that all Sunday products are produced under fair working conditions and with sustainable practices, our Code of Conduct applies to all parts of the production chain. It is based on international regulations set by:

- » the international Labor Organization (ILO)
- » the UN Universal Declaration of Human Rights
- » Code of Labor Practice used by the Fair Wear Foundation.





**Employment is  
freely chosen**



**Freedom of  
association**



**No child  
labor**



**Living wages  
are paid**



**Healthy and safe  
working conditions**



**Reasonabe  
working hours**



**No discrimination**



**Security of  
employment**



**Factories that are based  
outside of EU are yearly  
screened and are SEDEX  
and BSCI certified**

# Our Sunday ambassadors

Sunday values their employees as crucial contributors to their success. We provide fair wages, safe working conditions, and opportunities for growth and development. By fostering a supportive and inclusive work environment, we aim to enhance the well-being, job satisfaction, and overall prosperity of our employees.

We believe in creating an inclusive and equal environment that supports the growth and success of every individual. During the onboarding process, we strive to provide a seamless experience that makes new team members feel welcome and valued. We understand the importance of a strong foundation and offer comprehensive training programs to equip employees with the necessary skills and knowledge to excel in their roles. Continual learning and development opportunities are fundamental to our organizational culture.

We foster a growth mindset and encourage employees to expand their skills through various training initiatives. We recognize the unique talents and aspirations of our people and tailor development plans to meet their individual needs.

*We strive to be an attractive employer where we grow together. It is important to us to offer room for personal growth and development. We take care of each other by actually doing something. We put people at the center of our culture.*





In our commitment to equality, we ensure that everyone has an equal opportunity to participate in training and advancement programs. We embrace diversity and actively promote an inclusive environment where all voices are heard and respected.

At Sunday we do not only produce sport shirts, we also put them to the test during Sunday Sport Challenges. The sport challenges for the team provide a fun and healthy way to foster camaraderie, boost morale, and promote physical well-being.

Such challenges not only contribute to overall physical fitness but also enhance team spirit, creating a sense of unity and shared accomplishment. By incorporating sport challenges, teams can enjoy the benefits of improved health, increased motivation, and a strengthened bond among members.

Moving to our brand new HQ in Roeselare, we invested in a healthy work environment. We acknowledge this is crucial for the well-being and productivity of employees. A healthy work environment encompasses physical, mental, and emotional well-being. By prioritizing the physical aspect in our new offices, we provided ergonomic workstations, access to natural

light, seasonal fruit to snack and promote regular breaks and physical activity.

We also foster emotional well-being by encouraging work-life balance and promoting a positive and inclusive culture. Creating a healthy work environment not only reduces absenteeism and turnover but also enhances employee engagement, creativity, and overall job satisfaction. It demonstrates a commitment to the well-being of employees, which in turn leads to increased productivity, collaboration, and a positive work atmosphere.



# The future generations

Working together with schools, educational programs, and offering traineeships and guest lecturers is of utmost importance in creating a strong and sustainable workforce for the future. Collaboration between businesses and educational institutions ensures a seamless transition from academia to the professional world, benefiting both parties. We are happy to collaborate with Vives, Vlerick Business School and HoGent.

By partnering with schools, we can align our industry needs with the curriculum, providing students with practical skills and knowledge that are relevant in the workplace. This collaboration helps bridge the gap between theory and practice, preparing students for real-world challenges.

Offering traineeships further enhances this connection by providing students with valuable hands-on experience within our organization. Traineeships offer a structured learning

environment where individuals can apply their academic knowledge, develop practical skills, and gain industry-specific insights. It allows them to explore different career paths, make informed decisions, and develop a strong foundation for their future careers.

Moreover, by investing in traineeships, we contribute to the growth and development of the community by fostering a skilled and motivated workforce.



# Planet

Recognizing the urgent need for environmental stewardship, Sunday implemented sustainable practices throughout their operations. We embrace circular economy principles, reduce waste, and minimize our ecological footprint. By prioritizing environmental sustainability, we aim to preserve natural resources, mitigate climate change, and create a prosperous future for the planet.

In addition to creating garments that are actually worn, we have designed and developed our Sunday Wardrobe™, our fulfillment platform, to ensure that no garments go to waste. By storing all items in our central warehouse, and making them easily accessible to different people and different departments all over the world, we make sure that no one orders more items than they need, and if they do, it is super easy to store leftover items in the Sunday Wardrobe™ and to share them with others within your company.

Together with Go Forest we are taking important steps to make Sunday carbon neutral. Because we're growing fast and working with larger companies, we're sending more and more parcels worldwide every month. We plant a tree for every 50 shipments our customers make through Sunday Wardrobe™. Since the official launch of our platform in September 2021, about 850 Sunday trees have been planted. After 1 year, the tree absorbs the amount of CO<sub>2</sub> that was generated by 50 packages. In this way the first year the tree compensates for the CO<sub>2</sub> of 50 packages and has a positive impact on the planet for the coming years.

# Sunday Headquarters

In 2023 we moved into our brand new HQ. This state-of-the-art building not only represents our commitment to excellence but also reflects our dedication to the environment.

Designed with meticulous attention to detail, the Sunday HQ seamlessly blends with its natural surroundings, harmonizing modern architecture with the beauty of nature. The building's exterior features a combination of sustainable materials and large glass panels that allow ample natural light to flood the interior spaces, reducing the need for artificial lighting.

In line with our eco-conscious ethos, the rooftop of our headquarters is adorned with 180 solar panels with smart control, harnessing the power of the sun to generate clean and renewable energy. This not only reduces the carbon footprint but also ensures a self-sustaining energy source for the building's operations and actually makes our HQ an energy neutral office.

To further minimize our environmental impact, Sunday has integrated an advanced water

management system. This system efficiently collects and recycles rainwater, significantly reducing the reliance on municipal water supplies. The harvested rainwater is utilized for various purposes within the building, including irrigation, flushing toilets, and maintaining a sustainable water cycle.

Sunday's commitment to sustainability is truly exemplified by the new headquarters in Krommebeekpark. Through careful planning and thoughtful design, we have created a top-notch facility that seamlessly integrates with the environment while incorporating innovative technologies. Our Sunday HQ stands tall as a beacon, inspiring others to embrace a greener path and join us in building a sustainable future.

In addition to serving as Sunday's headquarters, the new building is designed to foster a harmonious relationship with the community and the environment. Its versatile spaces are thoughtfully utilized for hosting lectures and events, allowing us to share our commitment to sustainability with others, inspiring positive change.







# Future goals & commitments

*Sustainability is a journey,  
not a destination.*

*Living by the above quote, we will keep 'working' on Sunday's Corporate Social Responsibility. We have set the following focus points for the coming years.*

## **ENHANCED SUPPLY CHAIN TRANSPARENCY**

Sunday will strive to further improve transparency and traceability in our supply chain. This can involve providing detailed information about the sourcing of materials, the manufacturing processes, and the working conditions at each stage.

## **STRENGTHENED ENVIRONMENTAL SUSTAINABILITY**

Sunday will continue to prioritize environmental sustainability by setting specific targets and goals. This can involve reducing greenhouse gas emissions, implementing renewable energy sources across our operations, minimizing water consumption, and exploring innovative materials and production techniques that have a lower environmental impact.

## **CONTINUOUS IMPROVEMENT IN EMPLOYEE WELL-BEING**

Sunday will focus on continuous improvement in employee well-being by regularly evaluating and enhancing its policies and practices. This can include providing comprehensive health and wellness programs, promoting work-life balance, fostering a positive and inclusive work culture, and offering opportunities for skill development and career advancement.

## **COLLABORATION WITH EDUCATIONAL INSTITUTIONS**

Sunday will strengthen its collaboration with educational institutions to invest in the future workforce. This can involve expanding traineeship programs, providing internships, and offering guest lectures to share industry knowledge and provide practical experiences to students. By nurturing young talent, Sunday can contribute to the growth and development of the community and the industry as a whole.

## **INNOVATION IN SUSTAINABLE PRODUCT DESIGN**

Sunday can focus on innovative product design that incorporates sustainable materials and manufacturing processes. By creating garments that are not only fashionable but also eco-friendly and durable, Sunday can contribute to a circular economy, reduce waste in the fashion industry, use less raw materials when possible and look for new, more sustainable, materials.

## **MEASURING AND REPORTING IMPACT**

To enhance accountability and transparency, Sunday can establish clear metrics to measure the impact of its sustainability initiatives. Regularly reporting on progress, achievements, and challenges will demonstrate a commitment to continuous improvement and allow stakeholders to assess the company's performance.

# Our initiatives

## **SUPPLIER AUDITS AND ASSESSMENTS**

Sunday implemented more frequent and unannounced comprehensive personal visits of its suppliers to ensure compliance with ethical standards. This includes evaluating working conditions, environmental practices, and used raw materials.

## **SUPPLIER PARTNERSHIP PROGRAMS**

Developing stronger partnerships with suppliers to enhance transparency. This involves co-developing sustainability initiatives & offering training programs for suppliers & their employees to improve the daily practices.

## **SUPPLY CHAIN INFORMATION DASHBOARD**

First steps have been taken in mapping and how to automate dashboards via our ERP system. Here we could publish detailed dashboards on the Sunday Wardrobe platform that offer insights into the supply chain, journey of products, including the names of key employees involved, materials used and ethical certifications.

## **CARBON NEUTRALITY COMMITMENT**

Sunday committed to become carbon neutral by offsetting emissions through investments in planting trees per 50 sent packages via the Sunday Wardrobe. In 2023, we planted 2023 trees with GoForest. <https://goforest.be/nl>

## **SUSTAINABLE PACKAGING**

Transitioning to fully recyclable, biodegradable, and compostable packaging materials. This includes eliminating single-use plastics and using more sustainable alternatives like paper, plant-based plastics, or innovative materials like corn-based packaging.

## **SUSTAINABLE PRODUCT DEVELOPMENT**

Sunday Developed new products with a focus on sustainability, such as custom handmade sneakers from recycled cork and Nappa Falcon vegan leather.

## **ENERGY EFFICIENCY UPGRADES**

Sunday Invested in energy-efficient technologies across all operations, such as solar panels, LED lighting, energy-efficient HVAC systems, and advanced building management systems to reduce energy consumption.

## **EMPLOYEE AND COMMUNITY ENGAGEMENT**

Sunday launched internal programs to engage employees and support local communities in environmental sustainability efforts, such as tree planting (405 trees), local clean-up efforts, and environmental education programs.

## **EMPLOYEE FEEDBACK AND ENGAGEMENT INITIATIVES**

Regularly gathering and acting on employee feedback through surveys and focus groups have been a focus. Sunday introduced a new platform for open communication, allowing employees to voice concerns and suggestions. Implementing changes based on this feedback demonstrates a commitment to continuous improvement.

## **EXPANDED TRAINEESHIP PROGRAMS**

Sunday increased the number of interns and diversity of traineeship programs, offering opportunities in various departments such as, marketing, design, and sales.

## **EXPANDED TRAINEESHIP PROGRAMS**

Sunday increased the frequency and scope of guest lectures and seminars led by Sunday's founders & managers. These sessions cover a wide range of topics, from entrepreneurship to industry innovations to practical skills like project management or data analysis.

YES,  
WE CARE



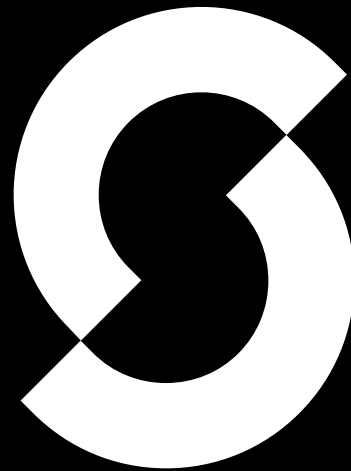
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