

JOIN THE CHANGE

ESG STRATEGY

MSCH COPENHAGEN

STRATEGY

- E Lower our impact on the environment and climate.
- S Ensure a positive social impact throughout our operations in our value chain.
- G Ensure proper implementation of the S and the E in our operations and conduct internal training to implement and align.

OBJECTIVES

- 1 OUR PRODUCTS (E)
- 2 OUR PEOPLE (S)
- 3 OUR PARTNERSHIPS (E & S)
- 4 OUR CLIMATE (E)
- 5 OUR INTERNAL TRAINING (G)

HOW WE WILL ACHIEVE OUR STRATEGY

- 1 Creating timeless quality items with lower impact fibers and a circular mindset.
- 2 Ensure continuous well-being for the people in our value chain.
- 3 Creating partnerships that ensures a positive impact on both social and environmental aspects in our value chain.
- 4 Lowering our impact on the climate and the environment.
- 5 Ensuring internal buy-in through ESG Training.

OUR PRODUCTS (E)

Creating timeless quality items with lower impact fibers and a circular mindset.

1.1 CERTIFIED MATERIALS

80% of our items contains certified material by 2030.

1.2 CIRCULARITY

Investigate a take-back system and a repair program by 2025.

1.3 HIGH QUALITY STANDARDS

Set measurable standards to prove the quality of our products by 2025

1.4 MAKE INFORMED DESIGN CHOICES WITH A FIBER STRATEGY

Revise our fiber strategy to support our design decisions.

1.5 INCREASE COMMUNICATION

Ensure that consumers know our philosophy around timeless design and high quality.

OUR PEOPLE (S)

Ensure continuous well-being for the people in our value chain.

2.1 ENHANCE THE SENSE OF COMMUNITY

Ensure that all employees feel the sense of community.

2.2 WELLBEING OF OUR EMPLOYEES

Start measuring the wellbeing of our employees and initiate projects to increase wellbeing by 2024.

2.3 SOCIAL AUDITS

Establish our minimum requirement for all of our suppliers and continue our ongoing development of the supplier social audits.

3

OUR PARTNERSHIPS (S & E)

Creating partnerships that ensures a positive impact on both social and environmental aspects in our value chain.

3.1 SUPPLY CHAIN MAPPING

By 2025, set up a yearly process of mapping out our tier 2 suppliers.

3.2 ENVIRONMENTAL AUDITS

Collect data on our environmental impact through audits and self-assessments in 60% of our tier 2 by 2030.

3.3 STRATEGIC CUSTOMERS

We want to be proactive in our approach to customers and establish a strategic dialogue on sustainability.

OUR CLIMATE (E)
Lowering our impact on the climate.

4.1 SCOPE 1 & 2 EMISSIONS
Calculate our Scope 1 & 2 emissions and set goals by 2024.

4.2 SCOPE 3
Define the categories to calculate in scope 3 by 2024.

4.3 SCOPE 3 MEASURES
Measure our Scope 3 emissions in accordance with our categories and set goals for improvement.

5

OUR INTERNAL TRAINING (G) Ensuring internal buy-in through ESG Training.

5.1 ESG TRAINING: STORES

Ensure that all staff in the stores feel well prepared to converse with customers about ESG by 2025.

5.2 ESG TRAINING: OFFICES

Ensure that all personnel in the our offices are well informed about our ESG initiatives by 2024.

GOALS 2023 / 2026 / 2030

PREFERABLE FIBRES	ACCEPTABLE FIBRES	LIMITED FIBRES		
Tencel	Wool	Viscose	Polyamide	PU/PVC
EcoVero™ Viscose	Cashmere	Cotton	Nylon	Angora
RWS Wool	Linen		Polyester	Fur
RMS Mohair	Recycled Nylon		Modal	
GRS Fibers	Recycled Polyester		Acrylic	
Lenzing Modal	Lyocell		Leather	
Organic Cotton	Elastane			
	Alpaca			
80%	20%			