

# Dedicated Sustainability report



DEDICATED.

2024

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## About this report

Every year we publish a sustainability report to explain how we deal with our most material issues. Material issues are the most important environmental and social topics that affect all stakeholders and the environment where our activity takes place.

This report isn't a hall of fame. We aim to present a fair picture of our activity: our positive actions, how we minimize risks, and where we need to improve. By going through our strategic choices and challenges openly, we are holding ourselves accountable to our stakeholders.

This report has been written in reference to GRI<sup>1</sup>. It covers all our own operations (shops and head-quarters), for the financial year 2024. The CEO of Dedicated and the leading team is responsible for reviewing and approving its entire content. The report has not been externally assured otherwise.

The data ought to be accurate and comparable with previous years' reports, the context in which this data is presented is explained, and all of it must be verifiable. We haven't made any changes to the 2023 report.

We welcome all feedback about this report, you can share your thoughts and questions with us at [hello@dedicatedbrand.com](mailto:hello@dedicatedbrand.com).



## Statement from our founder

Dedicated's business is based on an honest and clear purpose: To make clothing that is both fashionable and responsibly produced, without using fossil-based fibers drenched in harmful chemicals. We are dedicated to changing the industry norm. We want to show the customers that responsible fashion is aspirational, and the industry that it's profitable.

This mission proved more important than ever in 2024.

The economic context has been tough on both customers and the industry. At Dedicated, we had to cut down on our budget to continue prioritizing the sourcing of certified materials and focus our efforts on our long-term key product categories. Especially the ones with the most positive environmental and social outcomes. The situation can be summed up in Berthold Brecht's famous quote: *"First the food, then the morale."*

However, there's one part of the industry that has been flourishing: ultra-fast fashion. Its rise showed the extreme importance of providing an alternative that is attractive to customers, but also that the responsibility cannot be put entirely on people especially in difficult times.

What we need is stronger regulations. 2024 brought more insights into the ambitious Strategy for Sustainable and Circular Textiles, that the European Union is working on, and which Dedicated highly welcomes as it's long overdue.

We need laws to phase out destructive and manipulative business models like ultra- and fast-fashion, and truly value brands that work on the alternative our future needs.

The need for more legislation is also obvious when we see that brands have been deprioritizing sustainability in the last year. This will never be an option for Dedicated, as it's the main reason why we are in this business. But even for us, geopolitical risks had an impact on our supply chain, and we had to be resourceful in areas such as logistics and production timelines.

Thinking more globally, 2024 was the hottest year every recorded. Climate change has shown its claws all over the world in forms of natural disasters, and there is no more doubt that it is man-made. That's why we are in business to take actions, against harmful fast-fashion practices, and to support the better alternatives. Reducing our environmental impact as an industry is essential if we want to build a future-proof society.

This sustainability report is a testament to our never-ending quest to be the better choice and to do our utmost to improve our practices. There will always be room for improvement, and we find a great meaning in pursuing this ambition.

— **Support Your Local Planet.**  
**Johan Graffner, Founder and CEO**



**Where it all began –  
about Dedicated**

**1**

## The story

The initial business idea behind Dedicated was to make creative garments using materials less impactful than the industry norm. That means that instead of polyester or virgin cotton, we started with using Fairtrade and Organic cotton, and instead of basics or minimalistic designs we chose bold colors and quirky prints. Now we are trying to build a more holistic approach, adopting best practices throughout the whole value chain, from raw materials to end of use.



2006



Stockholm Tshirt Store – Creative Tshirts made of Fairtrade & Organic cotton.

2012



Dedicated Brand – Extended product range & wholesale channel.

2015



1st new fabric: Swimwear made of Recycled Polyester.

2017



2nd new fabric: Shirts made of TENCEL™ Lyocell by Lenzing.

2019



First Plant Friday campaign.

2020



Dedicated becomes GOTS certified.

2021



3rd new fabric: Mix Hemp Cotton for jerseys.

2022



4th new fabric: Recycled wool for winter coats.

Corporate Carbon Footprint Calculation.

2023



First investment in Regenerative Organic Certified® Cotton.

Won the Drapers Award.

2024



5th new fabric: Linen.  
New flagship store.

## The brand

### How it started

We started Dedicated in 2006 because we realized that the available brands calling themselves responsible weren't fashionable in their design, and the fashionable brands did not take their responsibilities for the environmental impact of their production.

### Today's mission

Dedicated's mission is to lead the development of a more sustainable fashion industry, using fibers with a lower environmental impact than the industry norm, and to take market shares from the conventional fashion industry. Sustainability is not just a word we use. It's our everyday goal.

### Fashion vision

At Dedicated, we create great creative styles. Our collections provide you with all the key pieces you need for a more relevant wardrobe – designed only with natural, organic or recycled fabrics. We've got your basics covered with organic cotton T-shirts, socks, and underwear. But we also have clothes to match your lifestyle and style preferences. Our puffer jackets are perfect for the dark, cold months (we are a Swedish brand, after all), and our flowy dresses and patterned resort shirts are simply must-haves on a warm summer day.

### Mission Disclaimer

Growing may seem at odds with reducing our environmental impact, but it's necessary for two reasons. First, our mission is to offer a better alternative to fast fashion, which requires capturing market shares. Second, we need to reach a sustainable size, from an economic perspective as well. While we avoid overproduction, factories require minimum quantities to optimize production, reduce waste, and ensure stability. Without reaching these minimums, we limit our access to better production possibilities. Growth also allows us to remain affordable and fund industry changes.



## THE MANIFEST

- Focus on contemporary and expressive every day fashion to lower the hurdle for customers to switch to more sustainable clothing.
- Offer products at a price point that is accessible to the majority.
- Always design durable and practical clothing that can stay beautiful and in use for as long time as possible.
- Always use organic, natural fibers when possible, or recycled synthetic fibers when needed for the product's performance.
- Always use the strictest certifications available.
- Always ensure maximum traceability in our supply chain to minimize environmental and social risks.
- Always prioritize healthy profitability to secure the longevity of our business.
- Be respectful towards customers, colleagues, suppliers, and external stakeholders.
- From production to office management, always choose options that can minimize our carbon footprint.
- Use part of profits to cause political debate and thereby forcing other clothing companies to lower their negative impact.
- Always try to learn new things and have fun, since life is short.

## The business

Let's talk about our business and structure.

Dedicated Sweden AB originated in 2006 as Stockholm Tshirt Store in Stockholm, Sweden. It started as a retail concept only and extended to wholesale and retail in 2012 as the brand was renamed Dedicated.

The governance structure is composed of four male shareholders, three of which are working for the brand as CEO and founder, CFO, and Print Designer. This is the highest governance body, they are responsible for the management of the company and its impacts. They ultimately define the missions, values, sustainability goals, with support of the two managers and consultation of the employees. They are also responsible for the Responsible Business Conduct Policy which describes our due diligence process for environmental and social risks management.

Our headquarters are still in the heart of Stockholm, and we have four owned shops: three in Stockholm and one in Gothenburg, Sweden.

All our styles are designed in-house by our talented team and manufactured in two countries: India and China. We do not own any factories; we work closely with a few trusted suppliers. We do not own warehouses either, all our garments are shipped to Vänersborg, Sweden, to our partner's warehouse.

**Dedicated is sold to 200 wholesale retailers across 35 countries**

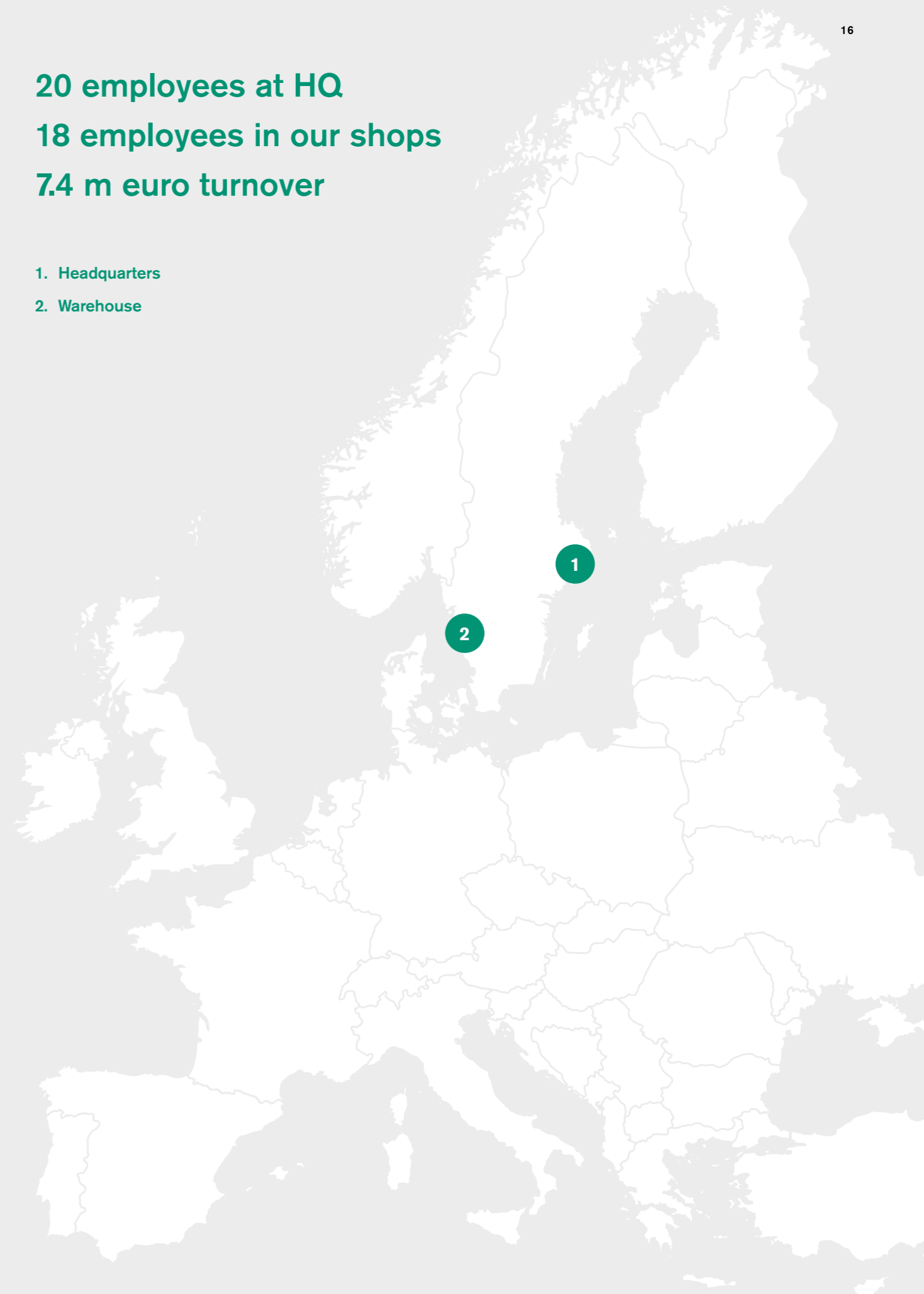
**Turnover is divided into:**  
**62% physical and online shop**  
**38% wholesale**

**Top 3 markets online:**

- 1. Sweden**
- 2. Germany**
- 3. BeNeLux**

**20 employees at HQ**  
**18 employees in our shops**  
**7.4 m euro turnover**

- 1. Headquarters**
- 2. Warehouse**





# Our way of working

In our industry, the conventional production process rhymes with cost efficiency and fast pace. Thanks to the work of activists and unions, the world realized that this means unsafe working conditions for workers in the global south, and disastrous environmental impacts from fields to manufacturing surroundings. On top of this, the current economic system has established that higher quantities mean lower costs. It's more profitable to produce extra, even without a matching demand, creating yet another issue: millions of garments being used once or unsold, and then discarded mainly in the global south.

In short: the fashion industry has been careless for years, for the environment and the workers.

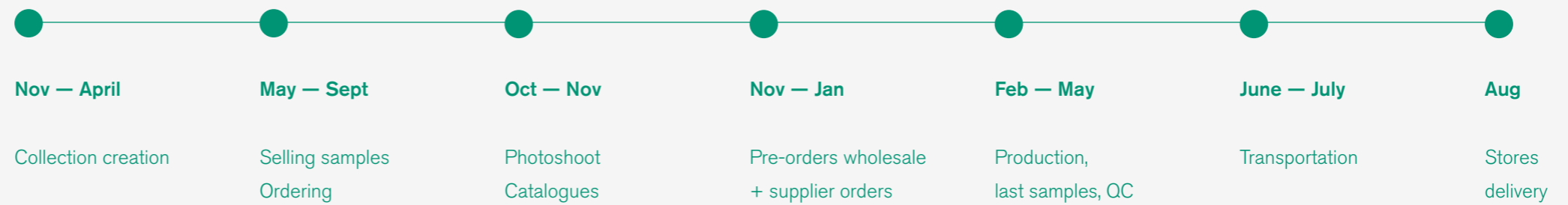
Without going into more details, it's important to understand that what we just described is the norm for most garments on the market. Trying to create clothes with a low environmental and social impact nowadays is an active choice.

That starts with slowing down the whole process. Designing and making garments takes time, considering all the environmental and social impacts as well, that's why our business model is much slower. Let's be reasonable and respect this time.

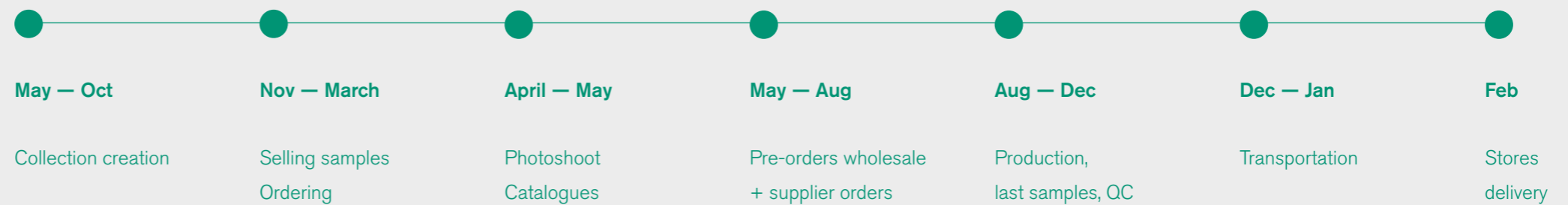
This is what a reasonable production process looks like at Dedicated:



## Autumn / Winter collections



## Spring / Summer collections



## Understanding where to focus

The textile industry plays a vital role in the global economy but significantly impacts workers and the environment, from cotton fields to landfills. To minimize our impact, we focus on priorities identified through stakeholder input and business needs. Our stakeholders include employees, consultants, agents, customers, suppliers, NGOs, industry groups, and academics, all influencing our decisions.



Over the years, we have collected feedback from our stakeholders, directly or through research, and thus identified topics of importance:

STAKEHOLDERS	HOW DO WE COLLECT FEEDBACK	MAIN TOPIC OF INTEREST
Customers (BtoC)	Social medias, customer service, market research, store employees.	Shipment methods and timing, traceability, certifications, cruelty free garments, quality, price.
Retailers / Agents (BtoB)	Feedback surveys, meetings twice a year, tradeshow.	Traceability (availability of information); Deliveries on time, prices, Quality; Sampling; Communication means, Due diligence/ sustainability management in general.
Employees	Yearly interviews.	Working conditions (work environment and workload); Remunerations; Career development; Work/life balance.
Owners	Open door policy, owners are part of the work force.	Economic performance; Minimizing our impact; Change the industry's practices.
Manufacturing suppliers & Workers	Daily contacts, meetings, site visits, industry surveys.	Order quantities; Pricing; Lead Times; Communication; Meeting our material requirements; Quality; General due diligence.
Farmers	Fairtrade reports, visits with Fairtrade, academic research.	Wages; Working Conditions; Community.
Distribution centers and warehouse	Regular visits and emailing.	Deliveries; Communication; Planning; Stock/quantities.
Regulators	Surveys and public reports.	Traceability; Due diligence on social rights; Climate impact; Durability.
Academics	Website, emails.	Systemic change, waste pollution, wages.
NGOs	Surveys, hubs and forums, tradeshow, benchmarks.	Wages, Health and Safety, Freedom of Association, Chemical pollution, climate impact, Waste pollution.

To choose what to prioritize, we took two steps. First, we ranked the importance of each topic of interest from our stakeholders' point of view: what environmental and social topics come back the most? Secondly, we used a third-party risk assessment tool that highlighted how important these topics are for our business and at what stage of our value chain.

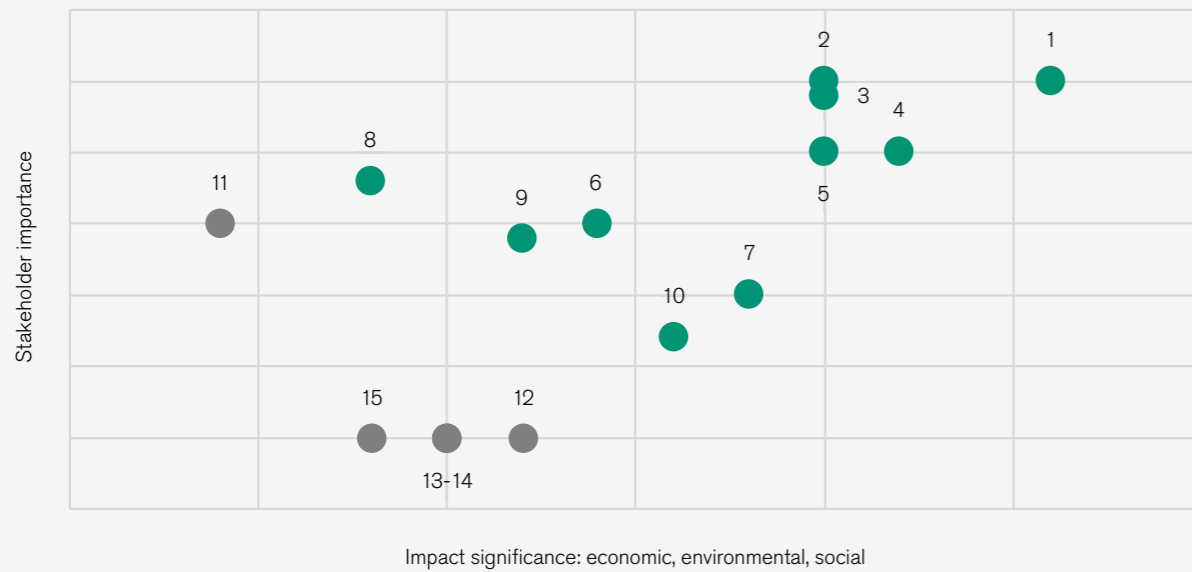
From there, we were able to create what is called a materiality matrix. On the right side, the topics are ranked by importance, and on the left side, where they are most present in our value chain. This report explains how we manage these topics to minimize their negative impacts.

At the end of the report you can find an overview of our Responsible Business Conduct policy which shows all the procedures in place to identify material topics, but also prevent, monitor and communicate about these.

## Materiality matrix

	GRI	SDG	Raw material	Fabrics	Manu- facturing of end garment	Own operations	Downstream activities
<b>1</b> Climate & energy	302 305 301	13 7	High impact	High impact	High impact	High impact	High impact
<b>2</b> Product quality	301 201 202	12	Low to no impact	Low to no impact	High impact	High impact	High impact
<b>3</b> Working conditions and wages	401 403 407	8	High impact	High impact	High impact	High impact	Low to no impact
<b>4</b> Water consumption & water availability	303	6	High impact	High impact	High impact	Low to no impact	High impact
<b>5</b> Waste	306	15 12	Low to no impact	High impact	High impact	Low to no impact	High impact
<b>6</b> Biodiversity & deforestation	304	15	High impact	Low to no impact	High impact	Low to no impact	High impact
<b>7</b> Air pollution	305	3	Low to no impact	High impact	High impact	Low to no impact	Low to no impact
<b>8</b> Hazardous chemicals	416 403 306	3 12	Low to no impact	High impact	Low to no impact	Low to no impact	Low to no impact
<b>9</b> Soil & (ground) water pollution	306 303	14 15	Low to no impact	Low to no impact	High impact	Low to no impact	High impact
<b>10</b> Impact on the local community	413	1 11 16	High impact	High impact	High impact	Low to no impact	Low to no impact

## Materiality analysis



11: Animal Welfare 12/13: Illegal employment, 14: Corruption, 15: Land use & property rights

# The bigger picture – Sustainable development goals

The 2030 Agenda for Sustainable Development was adopted in 2015 by the United Nations Member States. The agenda is a plan of action for people, the planet, and prosperity, setting specific goals that all organizations should work on.

As a purpose-driven brand, our strategy, and the tools we work with are directly connected to the SDGs. They are all interconnected but the targets shown here are the ones most related to our activity. Throughout our report, you will read more about the concrete ways we contribute to these goals. It's about seeing the bigger picture, and the SDGs help us to connect our strategy with global societal objectives.

## Building a more conscious society

We started in 2006 with one type of fiber: 100% Organic and Fairtrade cotton in jersey and sweat fleece. During the following years we expanded to 4 more: recycled polyester, TENCEL™ Lyocell, recycled wool, and hemp. We have informed customers, suppliers, and fellow brands about the advantages of low-impact fibers. We work with organizations and companies to raise awareness and change behaviors.



- 12.6 Encourage companies to adopt sustainable practices and sustainability reporting.
- 12.8 Promote a universal understanding of sustainable lifestyle.



- 17.17 Encourage effective partnerships.
- 17.16 Enhance the global partnership for sustainable developments.

TARGETS

## Monitor and reduce social risks

The fashion industry is an example of globalization pushed to its extreme, exploiting the differences in regulations and costs, to the expense of people. We must face these risks, and try to reduce inequalities at our scale, with the support of specialized certifications such as Fairtrade.



- 1.2 Reduce poverty by at least 50%
- 1.A Mobilize resources to implement policies to end poverty.
- 1.1 Eradicate extreme poverty.



- 8.8 Protect labor rights and promote safe working conditions.
- 8.7 End modern slavery, trafficking, and child labor.

TARGETS

## Reduce environmental risks and restore resources

Today most garments are made without consideration for our planet's boundaries. From water pollution to energy use, there are plenty of areas to work on. We make garments using waste, organic agriculture, sustainable forestry, and non-toxic inputs. We measure our impact and set objectives in line with scientific recommendations.



- 15.2 End deforestation and restore degraded forest.
- 15.3 End desertification and restore degraded land.



- 6.4 Increase water-use efficiency and ensure freshwater supplies.
- 6.5 Implement water resources management.



- 12.4 Responsible management of chemical waste.
- 12.5 Substantially reduce waste generation.

TARGETS

# Highlights of 2024

2

# Highlights

## New flagship store opening

In March 2024 we opened a new flagship store in Stockholm. We have had two stores in the city for years, both well located but quite small, where we couldn't show our full collections. Our new store on Sergelgatan is big enough to display the entirety of our designs, offering a complete alternative wardrobe to fast fashion brands. We are very grateful for the work put up by our stores' employees, who are at the forefront of representing Dedicated every day even in difficult times. If you're in Stockholm, come say hi at Sergelgatan 12!

## Sea Sheperd collaboration

One of our biggest prides of 2024 is our collaboration with Sea Sheperd. We designed 16 unique products and 15% of our revenue from those sales goes directly to Sea Sheperd to support their courageous work of protecting natural reserves and protected species. Sea Shepherd is an international, non-profit marine conservation organization. They engage in direct-action campaigns to defend wildlife and conserve and protect the world's oceans from illegal exploitation and environmental destruction.

## New fabric alert: Linen

In the summer we launched a new low-impact fiber: linen. We produced 22 garments made of 100% linen, from pants to blazers. We rarely launch a new fabric with that many new products, and it seems to have found its customers in all our channels. Unfortunately, this time we couldn't label our garments with the European standard for linen, but we fixed that for summer 2025.

## GOTS campaign

In the fall, we participated in the #BeyondTheSeams campaign of the Global Organic Textile Standard. We have been sourcing GOTS cotton for years and have been certified since 2020. In 2024, most of our cotton garments were labeled with the GOTS logo. Participating in such a campaign was a way to reinforce our support to the standard, and inform about its requirements. If you missed it, we kept the stories in our Instagram highlights, and you can check out GOTS full campaign at [@globalorganictextilestandard](https://www.globalorganictextilestandard.org/).



# The products

3

# The strategy behind our fabrics

A garment with a lower environmental impact starts with a good choice of fiber. There are a lot of things to consider when choosing a fiber: how is it grown or made, is it chemical-heavy, how durable is it, will it create toxic waste, is it available at our scale.

So, to help all decision-makers at Dedicated to stay on the right track, we created a fabric classification.

All our garments are made of organic, natural or recycled fibers, this is what it means in our case:

- Organic: Organic cotton, certified by an IFOAM standard<sup>2</sup>, and sometimes also certified Fairtrade and Regenerative Organic Certified®. Most of our organic cotton products are GOTS certified.
- Natural: derived from nature, TENCEL™ Lyocell, linen or hemp.
- Recycled: polyester made of recycled PET bottles, polyamide and wool made from post- and pre-consumer waste.

We only use these types of fabrics as main fibers, representing between 100% and 87% of the composition. For performance reasons and because we haven't found a good alternative for these, we also add conventional elastane (up to 5%) and polyamide (up to 13%) in some garments.

In 2024, 95% of the raw materials we used were preferred alternatives Class A & B, 4% were Class C and 1% were Class D.

## CLASS A

- Regenerative Organic Certified Cotton
- Certified recycled cotton & other recycled natural fibers
- Certified organic + Fairtrade cotton
- Organic or EUROPEAN FLAX® bast fibers (linen, hemp)

## CLASS B

- Certified organic cotton & in-conversion cotton
- Certified recycled polyester/nylon
- Conventional bast fibers
- Chemically recycled cotton (Circulose®)
- FSC and PEFC-certified viscose and lyocell

## CLASS C

- Innovative bio-based polyester
- Innovative bio-based nylon
- Recycled wool mix (or other recycled animal fibers)

## CLASS D

- Virgin polyester & other conventional synthetics
- Generic Viscose
- Conventional & Better Cotton Initiative (BC cotton)

## UNCLASSIFIED

- Virgin animal fibers & silk

Preferred alternatives: promote durable agriculture practices, reuse already existing resources, can be biodegradable, encourage innovation.

Conventional fibers: these fibers are the most used in conventional fashion. Virgin polyester represented 57% of the global fiber production in 2023<sup>4</sup>. Avoid when possible.



## The benefits of our fabrics

Dedicated started with Organic and Fairtrade cotton back in 2006. This was our way to support farmers from extreme poverty and encourage a more durable agricultural system. Later, the brand grew to a full clothing range in order to present a full alternative to conventional fashion. That meant new types of garments, made of new fabrics.

To make durable swimwear and outerwear we started using recycled polyester. To make breathable and soft shirts, dresses, and blouses, we chose TENCEL™ Lyocell. For more performant and durable winter garments, we added recycled wool to our fabric mix. We always want new fibers to add value to our garments, but these materials also have real environmental benefits compared to their conventional alternatives, some can even restore the environment.

Additionally, we want to promote better alternatives. In 2023, the fashion industry was dominated at 67% by synthetic fibers<sup>3</sup>, an increase from 2022. The fashion industry is still heavily dependent on fossil-based fibers because they are cheap to make and easy to decline in different feels and functions. But there are plenty of more durable alternatives that are not made of crude oil in a pool of chemicals.

Our colorful and versatile garments are always made of organic, natural or recycled fibers, that's our way to show what's possible, and that alternatives exist.



## Organic, Fairtrade and Regenerative Organic Certified® Cotton

Conventional cotton farming goes against nature, requiring a tremendous amount of toxic chemicals, and poisoning farmers. That is why we made the early choice to work with organic cotton. Organic agriculture works with nature. No genetically modified seeds or toxic inputs are added, only natural management of pests and insects. This guarantees a healthy soil and a preserved ecosystem. Together, they will retain much water and absorb CO<sub>2</sub>.

As for the farmers, they require support to live from their harvest and to switch from conventional methods. For that, we buy Fairtrade-certified cotton. Fairtrade empowers farmers, through financial support and capacity building, for the benefit of their whole community. Read more: Focus on Fairtrade.

On top of that, we now buy Regenerative Organic Certified® cotton. This new certification puts a framework on the ancient regenerative agriculture practice, with the main goal of ensuring that the soils regenerate over time. The certification can then help the farmers claim a higher price for their crops and raise awareness in the industry. Read more: Regenerative Organic Certified Cotton.

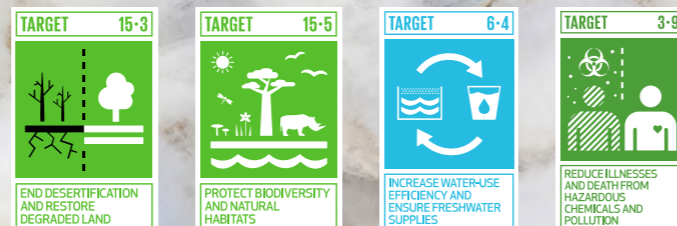
In 2023 only 3.3% of all cotton in the world was organic or Fairtrade.<sup>3</sup>



## TENCEL™ Lyocell, by Lenzing

TENCEL™ Lyocell is a more environmentally friendly version of viscose, made by the Austrian company Lenzing. Lenzing sources 99% of its wood from FSC and PEFC-certified forests, eliminating the risk of deforestation.

To make pulp from wood is usually very chemical and water-intensive, but Lenzing developed a closed-loop system reusing 99% of the non-toxic solvents and water. Additionally, the Austrian production sites are powered by renewable energy. Here we make sure our suppliers source from Lenzing offices in India, so they buy from a stock of fiber that was shipped efficiently in bulk from Europe to India.

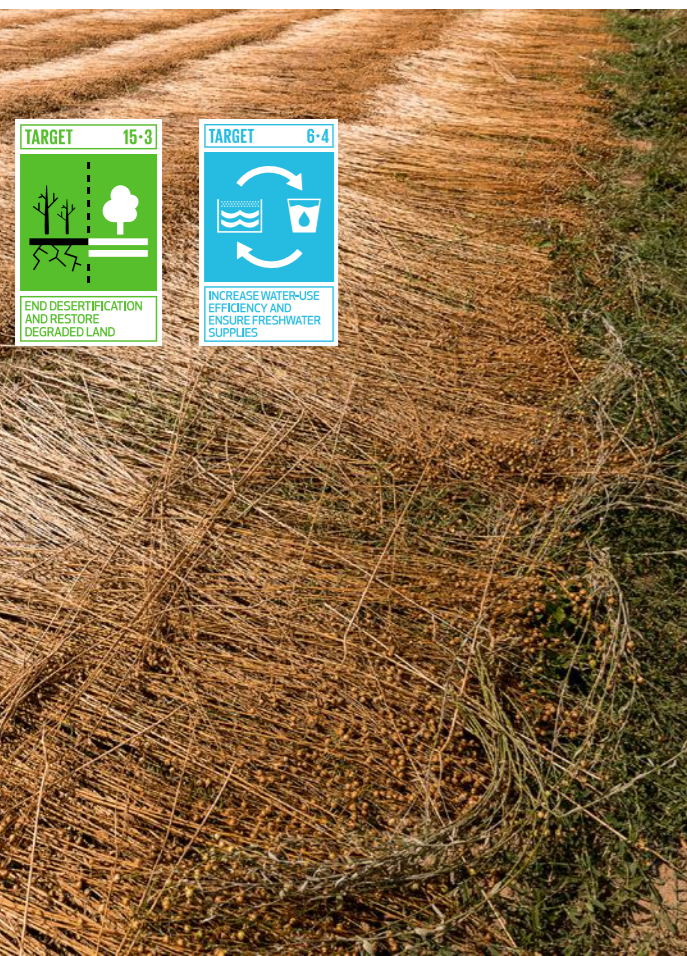


## Hemp & Linen

Hemp and Linen are both from the same natural fiber family: flax fibers. They have a lot in common: they grow very fast and they are naturally resistant to pests. These characteristics make them easy to grow without much synthetic inputs, genetically modified seeds, or even extra irrigation.

Hemp also has anti-erosion properties and can drain soil from poisonous substances and heavy metals. Linen is a long line fiber, meaning the plants themselves grow very high, up to 3 feet tall, resulting in long fibers with a lower pillage rate. They are both sturdy, durable fibers, that show the potential of natural fibers to design modern and flavorful garments.

For Linen, our supplier is sourcing the fibers from Europe, but we couldn't add the Euroflax Linen label for our first collection. We have ensured that the labels will be shown on our website for our 2025 summer collection, to promote European linen farmers and their excellent linen farming practices.<sup>4</sup>



## Wool, polyester, and polyamide made from waste

Reusing already-made fibers is always a good choice. Especially if the material would originally be made from oil, like polyester and polyamide. It's not easy for all fibers, but if we can bypass the use of crude oil to make textile fabric, we should do it. Naturally, by skipping the raw material extraction we can reduce the CO<sub>2</sub> emissions related to this production.

As for wool, we use both post- and pre-consumer waste to make our knitted sweaters and woven coats. The post-consumer wool is waste from old textiles, which can be wool mixed with other synthetics, that is sorted by colors, shredded, and re-spun into a new yarn. The pre-consumer wool is 100% wool fabric waste from factory floors, that is then shredded, re-spun, and mixed with other recycled synthetics to guarantee a longer and therefore stronger fiber. Either way, this is waste that would otherwise be discarded.

Our challenge here is that even recycled, synthetic fibers shed microplastics when being washed. That's why we try to use them for garments that don't need frequent laundry.

### Criticism about recycled polyester

Polyester made from recycled content has a lot of advantages, but it also has flaws. Recycled polyester is mostly made of recycled PET bottles, first because it is easy and cost-effective, but also because the technology to recycle used polyester fibers into new ones isn't up to scale yet. PET bottles, however, can be recycled over and over, it's a closed-loop system. Of course, we shouldn't hinder this system by taking bottles out of that closed loop, in order to recycle them into a new product that cannot be recycled. However, at the moment, we are far from a 100% recycling rate for used plastic bottles. But this is something to keep an eye on for the future.

Additionally, even made of recycled waste, polyester garments still shed microplastics during washing. That's why we only use that material when necessary, and for garments that don't need frequent wash. We also recommend investing in innovative washing tools such as the Guppy friend bag, that traps microplastics before it leaks into waste waters. Check our Laundry advice and care instructions on our website for more information.

## Trims and accessories: focus on Corozo nuts

When designing a garment, the fabric has the biggest impact, this is where our focus has always been. In order to calculate our carbon footprint, trace the origin of our products entirely, and better control the quality, we started sourcing trims more actively. The biggest change we made was to switch from locally sourced recycled plastic buttons to Corozo buttons.

In 2022, we got the opportunity to work with corozo buttons, originally called tagua, its indigenous name. Tagua nut is native to South America and grows a lot in Ecuador. It is known as vegetable ivory due to its similarity with animal ivory but comes from a nut. The founding company allows over a thousand people from local communities in Ecuador to participate in the collection and raw material transformation, thus improving livelihood in these remote parts of the country<sup>5</sup>. Today the main exporter of corozo buttons has relocated to Panama, with local importers in India who transform this natural material into Dedicated buttons.

The other types of trims we use in our garments are zippers, elastic drawcords, metal buttons, elastic bands, and cord stoppers.

### Challenges with trim sourcing:

- Hard to control provenance.
- Environmental and social risks linked to raw material production.
- The chemicals used can be toxic.
- Reduced recycling possibilities.
- Prices and deliveries for our suppliers.

### How are the risks mitigated:

- Source from renowned suppliers such as YKK when possible.
- Choose Oeko-Tex Standard 100 certified trims (mandatory for GOTS products).
- Choose shell fabric for trims such as drawcords and belts.
- Ask our suppliers to inform us about local innovations.
- Reduce the number of trims with only decorative purposes.
- Switch hard trims to threads or sewn solutions.



Tagua nut is native to South America and grows a lot in Ecuador. It is known as vegetable ivory due to its similarity with animal ivory but comes from a nut.

With a production team of 2 persons, it's hard to control trim sourcing as well as we would like. So we rely on certifications, collaboration with our suppliers, and design solutions. In the last seasons we have replaced metal eyelets with sewn eyelets made of polyester thread, we switched bikini top metal closing systems with knotted systems or elastic drawcords with main fabric drawcords.

## The fabric certifications

To ensure the verifiability of our fabric claims, we work with recognized certifications that mandate third-party verification. Certified auditors regularly inspect the factories to ensure compliance with all requirements.



### Organic & Fairtrade Cotton

We are GOTS certified (certified by IDFL-015691) because it is the strictest standard for organic cotton manufacturing. With GOTS, every manufacturing stage is audited against strict environmental, with special attention chemical to restrictions used for dyeing and printing, but also water management requirements, energy monitoring, and more. All certified companies must also ensure employees' safety and well-being, on top of respecting all regulations in place. Due to the complicated administrative work that GOTS requires, 6% of all our cotton garments produced in 2024 were not physically labeled.

77% of our cotton garments produced in 2024 are also Fairtrade certified. Fairtrade is a unique certification working with and for cotton farmers directly on the field, ensuring a minimum price for their crops and empowering their community with the extra premium we pay. Read more about their work in Focus on Fairtrade.

### Regenerative Organic Certified® – Cotton

Regenerative Organic Certified® (ROC™) certifies cotton that has been produced not only organically but also following a set of principles ensuring the regeneration of soils, animal welfare, and farmers' social empowerment. GOTS does not work at farm level, and ROC™ does not work at manufacturing level. Therefore, the latter requires the whole manufacturing process to be certified GOTS, to ensure that the farming efforts are not undermined by poor environmental practices during the rest of the production. They are highly complementary, if you see a garment ROC™, it means it is also GOTS certified. This farm-level standard also approves multiple Fairtrade requirements, making it easier for farmers to produce under both frameworks.

### Recycled Polyester, Recycled Wool, Recycled Polyamide

For our garments made of recycled content, we require our suppliers to source GRS-certified fabric, but our garments are not physically labeled.

Combined with traceability work, it is the only way we can make sure our garments are made of actual recycled fabric. All of the recycled polyester we use is from post-consumer PET bottles. Dedicated is not certified GRS as a brand, but we verify that our production has been made according to the requirements.

# Regenerative Organic Certified® Cotton

In the last 50 years, farming has tremendously evolved. We have created an economy that focuses exclusively on volume and profit beyond human essential needs. Farmers can't live off their activity, soil quality is depleting, and climate change causes instability, especially in the global south.

The industrial methods used today have started to prove their limits. According to a 2020 McKinsey study, agriculture accounts for about 20% of global greenhouse gas emissions change<sup>6</sup>. If we want to keep feeding everyone and ensure farmers a stable livelihood, we need a change, and agriculture can become part of the solution.

Organic agriculture already limits the flaws of conventional agriculture, with a legally defined set of rules. However, each ecosystem has its own needs, and organic agriculture focuses on practices, while regenerative agriculture is outcome-focused: biodiversity conservation, social justice, carbon sequestration, and soil health, among many others. Building on organic requirements, the Regenerative Organic Alliance created Regenerative Organic Certified® (ROC™).

*"Regenerative organic agriculture is a collection of practices that focus on regenerating soil health and the full farm ecosystem. In practice, regenerative organic agriculture can look like cover cropping, crop rotation, low- to no-till, compost, and zero use of persistent chemical pesticides and fertilizers."*<sup>7</sup>

Crop diversity means more biodiversity and income sources, and no chemical inputs means lower financial charges, healthier soils, and more carbon sequestered. This results in more resiliency to natural adversities that are reinforced by climate change, and increased financial stability.

This concept is not new, it has been practiced for centuries by indigenous communities who know how to respect ecosystem boundaries. Brands in the global north investing in regenerative agriculture must recognize we are not inventing a solution. Certifications like Regenerative Organic Certified® spotlight regenerative agriculture and by purchasing certified cotton, we support this transition.

At Dedicated, we've closely followed the development of regenerative agriculture, noting the lack of a framework to measure and prove its benefits, leading to many false claims. Our supplier the Rajlakshmi Cotton Mills (RCM), informed us of their work with the Chetna organic cooperative, a pioneer in sustainable farming in India. They gave us the opportunity to invest in some of the cotton grown under ROC™ requirements. To promote garments as Regenerative Organic Certified®, the rest of the supply chain must be compliant with the GOTS standard, so we were the perfect brand for it.



41% of our garments produced in 2024 were made of Regenerative Organic Certified® Cotton.

## Biodiversity

Biodiversity refers to the variety of living species in a specific area and on Earth, from plants and animals to bacteria. All species play a role in the good functioning of an ecosystem, they are all connected. Human activity has been proven to cause biodiversity loss, which weakens ecosystems and can harm all species including humans. Ecosystems with a lot of biodiversity are stronger and more resilient in case of disease or natural disaster, it is, therefore, fundamental to preserve it.

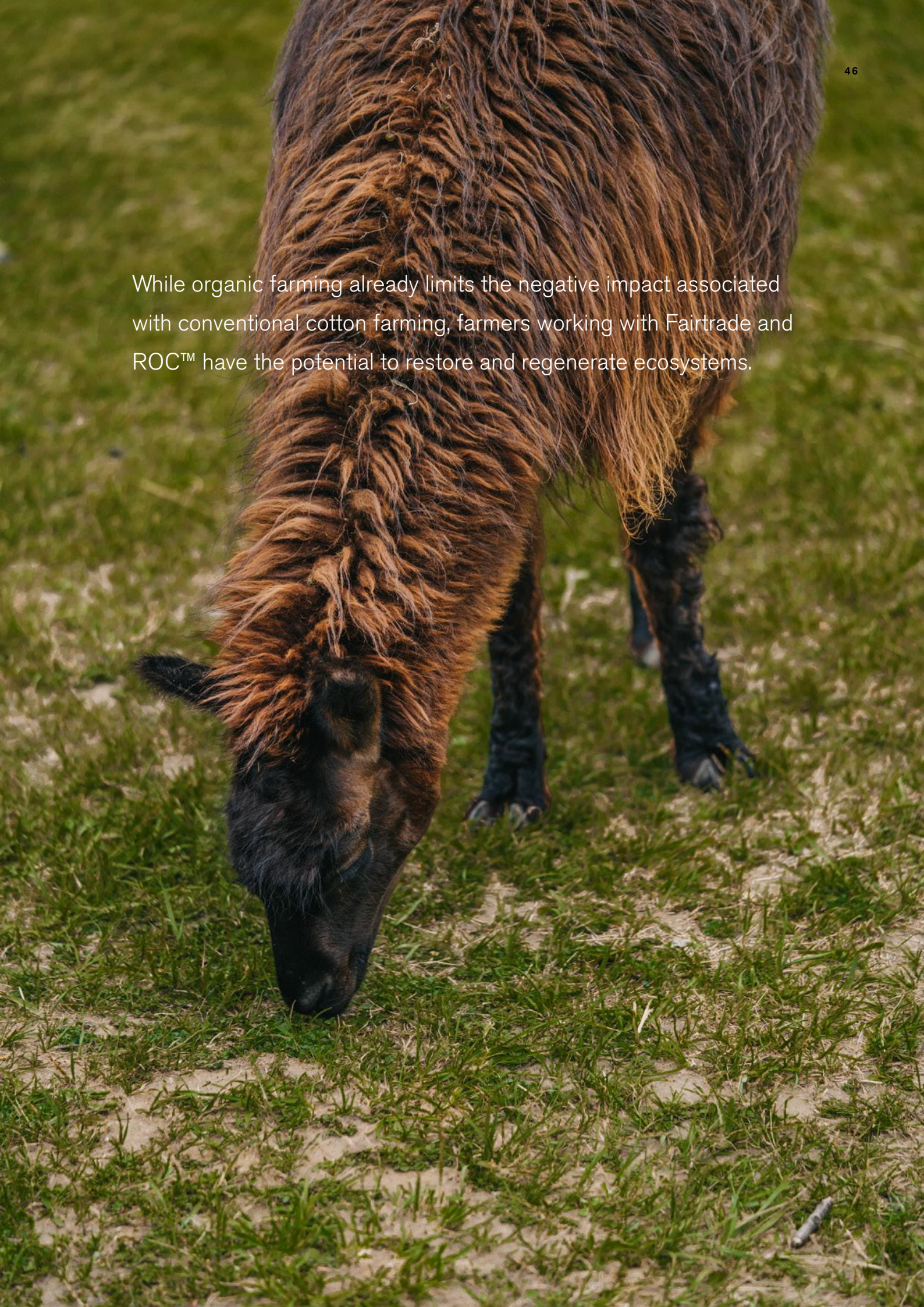
At Dedicated we haven't had the possibility to conduct studies to evaluate our activity's direct impact on biodiversity. While our owned operations are not located in areas of high biodiversity, parts of our value chain are. Through secondary studies, knowledge of our value chain and some common sense, we know that the biggest risk resides in the raw material stage, especially if agriculture is involved, which is often a cause of climate change and land use. As more than 75% of our raw material consumption is cotton, this is where our efforts are focused.

While we haven't set specific targets for biodiversity (for a lack of initial data to measure our progress against), we focus our efforts on prevention. Our commitment to sourcing 100% organic cotton in India, and Fairtrade or ROC™ certified cotton, has been proven to strongly limit the impact on biodiversity. A recent Fairtrade India study<sup>8</sup>, shows that Fairtrade and Organic cotton farmers are using none to very limited amounts of highly hazardous pesticides and synthetic nitrogenous fertilizers which are known to be a leading cause of biodiversity loss. Regenerative practices like crop rotations and cover crops also preserve biodiversity, by providing a year-round habitat for insects among other benefits.

While organic farming already limits the negative impact associated with conventional cotton farming, farmers working with Fairtrade and ROC™ have the potential to restore and regenerate ecosystems. One of our main objectives is to increase our purchase of such certified cotton.

Our long-term partnership with One Tree Planted is also a way to give back and restore the ecosystem in various parts of India, via the plantation of native fruit trees. You can read more in Partnerships.

The end-of-use phase can also have a significant impact on biodiversity if the garments end up in landfills and contain toxic chemicals. Our chemical policy and material policy limit this risk and we also encourage our customers through educative content, to take care of their clothes so that they last longer. End-of-life is an area where we want to implement more measures. We are working mainly on a repair program and a more thorough end-of-life guidance for customers. Read more in Waste.

A close-up photograph of a brown alpaca with thick, shaggy wool, grazing in a green field. The alpaca's head is lowered towards the ground, and its dark legs are visible. The background is a soft-focus green field.

While organic farming already limits the negative impact associated with conventional cotton farming, farmers working with Fairtrade and ROC™ have the potential to restore and regenerate ecosystems.

# Water

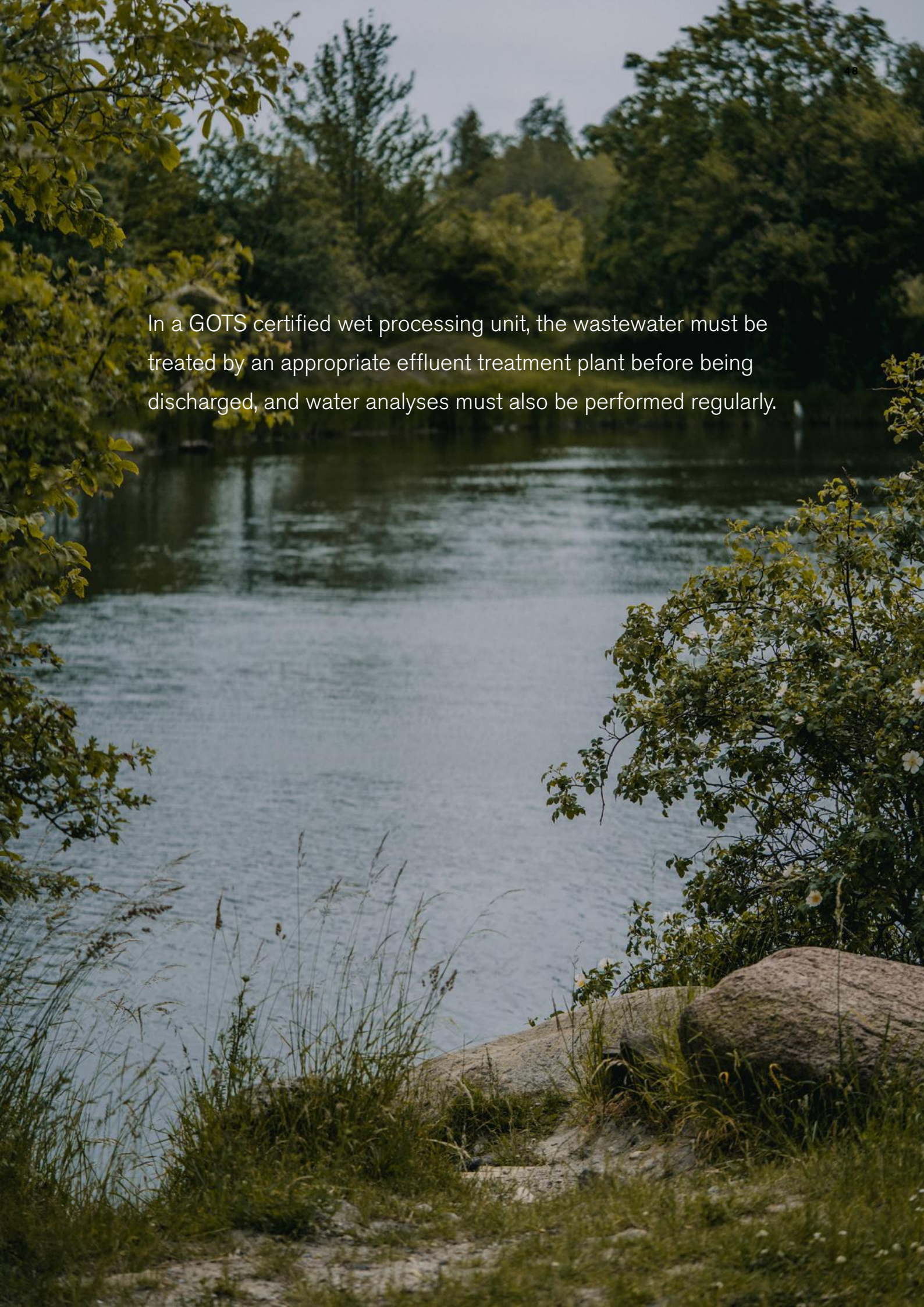
Water consumption and availability are also a topic of importance in the industry. According to various studies, and based on our production locations, we know that the cultivation of cotton first, and the wet processing treatment of garments (dyeing, printing, washing) second, mostly contribute to our water consumption and risk of water pollution. Water is a scarce resource, one that should be used primarily to sustain ecosystems and all forms of life on the planet, before it's used for production purposes. It is therefore important as a business, to make sure that our activity doesn't worsen water availability and quality where our production takes place.

Cotton is a crop that requires a lot of water to grow. The primary factor affecting water consumption is rain: if the crop is rainfed, water consumption is quite limited. However, in regions where irrigation is needed, which is the case for part of the cotton used in our garments, good soil health and water management are key to reducing water use and consumption.

Once again, our commitment to organic and regenerative cotton is our main ally in this area. In its latest study in India, Fairtrade has compared the water management between conventional farmers and, Fairtrade and organic farmers. The latter showcase the maximum water productivity, meaning that they produce more cotton per unit of water used. Overall, Fairtrade and organic-certified farmers tend to irrigate their farms less. Regenerative practices such as covering crops and avoiding the use of toxic chemicals also prevent erosion and preserve the soil nutrients, which will help retain more water.

For the wet processing stages, our focus is the water discharge. We do not have access to water-saving dyeing methods due to our low production quantities, and from the information we have, the dyeing and printing methods used for our production are overall conventional. However, by working with GOTS and GRS certified wet processing units, we can limit the risk of water pollution in our supply chain. In a GOTS certified wet processing unit, the wastewater must be treated by an appropriate effluent treatment plant before being discharged, and water analyses must also be performed regularly.

At this point, we are not able to collect enough data to measure our water consumption in our supply chain.



In a GOTS certified wet processing unit, the wastewater must be treated by an appropriate effluent treatment plant before being discharged, and water analyses must also be performed regularly.



## In numbers: Our raw materials

As mentioned by our CEO on the first page of this report, 2024 has been a tough year. As a result, we made some strategic choices that, in the future, will accentuate the trends we see in the 2024 production. Overall, our raw material consumption has decreased by 13% from 112 metric tons in total to 98 metric tons. This is because we tried to integrate as much left-over stock as possible in our 2024 collections and because we placed safer orders to avoid too much stock in the future.

Cotton is still our core material. It is the fiber we have been promoting for years, and we are proud to support organic farming but also Fairtrade and Regenerative Organic Certified producers.

The share of cotton in our raw material consumption in 2024 went back up to 78% from 73% in 2023. Even if we focus on cotton, we want to maintain some fiber diversity in our portfolio. Ideally, 75% of our production in volume would be cotton, but that number is more likely to fluctuate between 75% and 80% over the years.

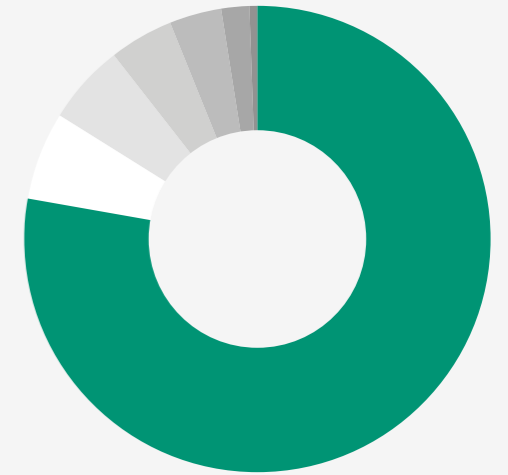
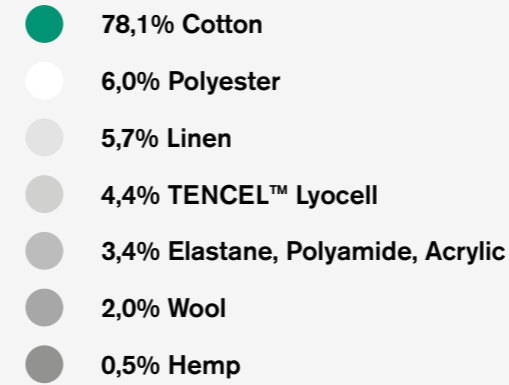
As part of this diversifying effort, we introduced linen to our portfolio, which took the 3<sup>rd</sup> place in our raw materials in 2024. Our supplier purchased the linen from a spinning factory sourcing exclusively European linen, however, our supplier was not EUROPEAN FLAX® certified at the time of production so we couldn't label our garments as such. Some products sold better than others, and we are giving it another go in 2025, this time our whole linen range will be EUROPEAN FLAX® certified.

Our share of recycled fibers decreased slightly, from 13% to 10% of all raw materials. We used to source and produce recycled cotton jersey for a client in the USA who decreased their orders in 2024. Our biggest recycled fiber is recycled polyester made from PET bottles, the category that is growing the most is our swimwear, the jacket sales have been decreasing for a couple of years now so we are reviewing our strategy. Since the jackets are a heavier product, a decrease in production would result in a big decrease of recycled fibers in our raw material consumption as well.

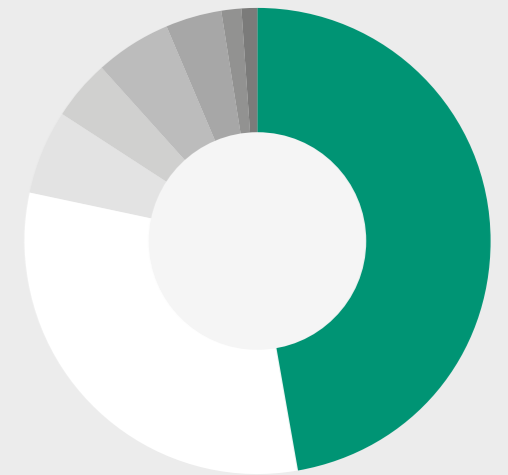
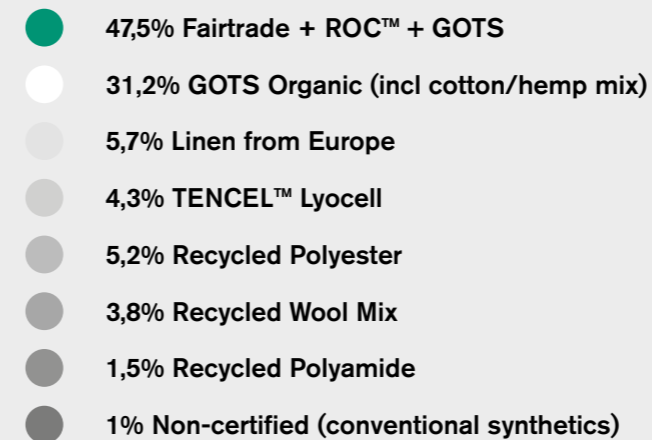
Recycled fibers have the advantage of being less carbon intensive than virgin fibers, that's why one of our goals is to maintain the share of recycled fibers around 10% in our raw material portfolio.

One of the biggest and greatest changes in 2024 is that our share of Fairtrade certified cotton in our overall raw material consumption increased from 36% in 2023 to 47% in 2024.

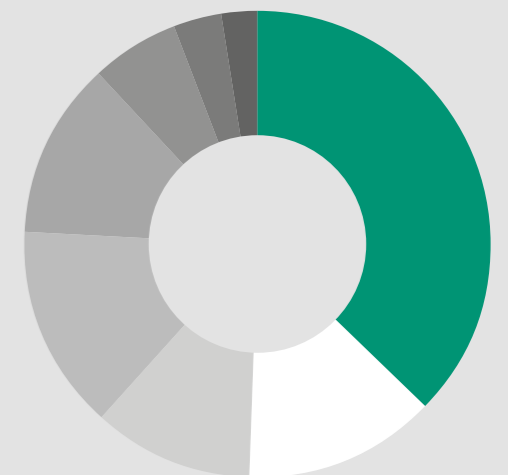
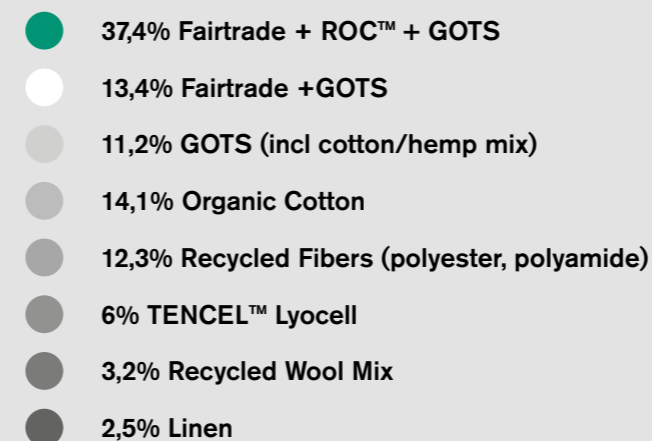
### FIBER USE IN 2024



### FIBER USE PER CERTIFICATION 2024



### PRODUCT PORTFOLIO 2024



# Chemical management

The goal of our chemical policy is simple: going beyond certifications to limit the risk of toxic chemicals used in our supply chain. By carrying out our own tests with a third party, we show our suppliers that we are proactive and that they must follow our explicit rules. We are limited in the number of tests we can carry per season, but that's why we do a careful risk assessment where we choose what is potentially the riskier fabric.

We have created a Chemical Policy to explicitly communicate our requirements to our suppliers, beyond certifications. They know we can decide to test fabrics when they don't pass our risk assessment. Our Restricted Substance List (RSL) is based on industry recommendations from Greenpeace Detox Campaign<sup>9</sup> to ZDHC<sup>10</sup>. We also rely on the certifications' requirements such as GOTS which has a very strict list of forbidden chemicals. We use GOTS requirements even for products that are not certified.

We cover the cost of the tests and build a database with the results, which help us evaluate the chemical risk for future new fabrics.

\*Manufacturing Restricted Substance List



**CERTIFICATION VERIFICATION** > **CHEMICAL POLICY** > **CODE OF CONDUCT** > **INTERNAL RISK ASSESSMENT**

- GOTS: MRSL\*+ RSL for all production stages.
- Compliant with Greenpeace Detox Campaign
- GRS: RSL compliant with REACH and ZDHC
- Okeo-Tex Standard 100

- RSL: GOTS 6.0 + AFIRM RSL V05
- MRSL: ZDHC/GOTS/GRS
- Corrective Action Plan in case of non-conformity

- Environmental section: must read and sign our chemical policy.

- Seasonal assessment to choose what products need to be tested. Based on certifications used in production and supplier's track record.



## Waste management

One of the main issues in our industry is the overproduction linked to the (ultra) fast-fashion business model. It is a topic that gets a lot of scrutiny from all stakeholders, particularly legislations bodies and non-profits. Waste occurs even for small brands, but it can be prevented and managed.

### Unsold products and claims

We produce many styles based on pre-orders, which helps reduce excess stock. We also try to forecast future demand, but it's hard to predict. In addition, some products occasionally don't meet our quality standards, despite careful checks during production. As a result, unsold products and claims are our main sources of what is often considered "waste" in the industry. At Dedicated, we have a strict commitment: no garments should ever be incinerated or sent to landfill. Instead, we make every effort to sell all items—first through our online outlet, then via outlet partners, and, as a last resort, at our biannual outlet sales at our headquarters. Any remaining wearable items are donated, while the rest are sent to recycling centers. In Sweden, these centers are responsible for textile recycling.

### Supply chain waste

One challenge for us is to reach minimum production quantities. We always use our printed fabrics throughout our product ranges to reach minimums, but even then, we sometimes must order more greige fabric (unprocessed) than we need for the season's orders. This greige fabric is easier to repurpose than processed fabric or finished garments. We keep track of the fabric stock levels at our suppliers and always reuse them in future collections or for sampling.

We do not measure the waste generated from spinning and fabric cutting in our supply chain. Some factories resell it to textile recycling facilities. But we report our material use including the fabric waste, the same is used for carbon footprint calculation.

### Packaging

We track our packaging use and always try to minimize packaging weight. We choose packaging that is recyclable or degrades faster than conventional materials. You can read more in the Packaging section.



### End of life

We can't control what happens to our clothes after they are sold, and end-of-life options vary by country, making it hard to measure our production's impact. Textile recycling in Europe is still limited, and charities receive more clothing than they can resell. As a result, many take-back programs fail, and excess, bad-quality clothing is often shipped to the global south. Since each country has its own system, we encourage everyone to check local textile collection options and avoid donating clothes that are too damaged to be reused.

**Together for a better  
tomorrow**

**4**

# Our supply chain

## Supply chain structure and collaboration

An efficient supply chain with trustworthy suppliers is key to ensuring a qualitative and timely production, and to work effectively on minimizing our environmental impact.

Our direct suppliers are mostly assembling factories, sometimes also doing some fabric or wet processing in-house. Our design and production team, as well as the Head of CSR, are in contact with them daily to deal with ongoing production and compliance matters. We are in contact via emails, online meetings, and calls, through our Product lifecycle management platform and we visit our main suppliers once a year.

We always encourage discussion even if that is not the traditional way in the industry, our collaboration should not be only transactional and one-sided. Our suppliers are the garments experts: they help us to develop products, plan the production, and find the right fabrics according to our requirements.

## Traceability and choosing suppliers

Without a clear view of our supply chain, we don't know where the environmental and social risks are, nor do we know where improvements can be made. Traceability is an ongoing mission. It starts with working with direct suppliers that understand how we work. Bigger factories will have more resources to handle our requirements for production processes and will follow regulations more strictly, minimizing the risks of non-compliance. But it's not always worth it for big factories to take our small orders. On the other hand, smaller factories can handle our production but not all the processes we work with.

That is why it is key to choose our suppliers well and make sure they're willing to disclose their supply chain and production processes before we even start our partnership.



The Open Supply Hub is a non-profit organization that creates an open-data tool, mapping facilities worldwide by linking them to the brands they work for. The purpose is to keep brands accountable in case of an issue in a factory. We publish a list of all our suppliers at least yearly<sup>11</sup>.



Retraced, is a platform that helps us to collect and efficiently store useful data from our supply chain. There we can map our supply chain and manage certifications and audit status. For all our products on our webshop, we show as much as we know of the supply chain thanks to Retraced traceability widget.



**INDIA**  
**6 GARMENT SUPPLIERS**  
**1 SOURCING AGENT**  
**1 PACKAGING SUPPLIERS**

**CHINA**  
**3 GARMENT SUPPLIERS**  
**1 AGENCY**  
**1 PACKAGING SUPPLIER**

**ITALY**  
**1 AGENCY**



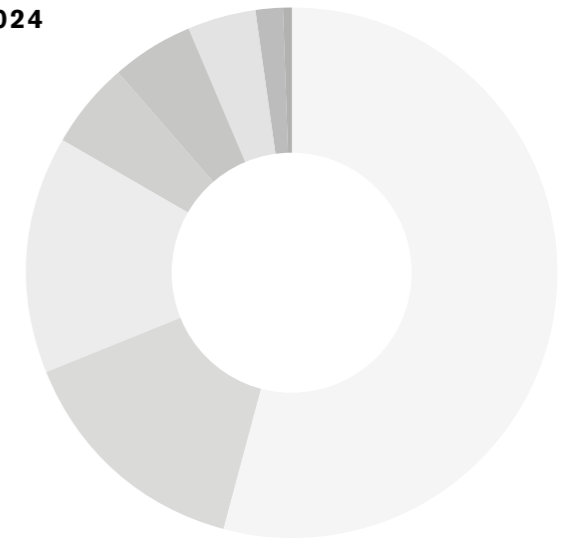
# Our suppliers

These are all our direct suppliers for 2024, and the product ranges they make for us. If you want to see a list of all our suppliers including lower tiers, you can find a complete 2024 list on Open Supply Hub by searching for Dedicated. We also display all the suppliers we know about at product level, via the Retraced widget "Supply chain transparency".

\*CMT stands for Cut, Make, Trim which corresponds to the last manufacturing steps: cutting of the fabric, the assembling and last finishing of the garments.

## PRODUCTION VOLUME PER SUPPLIER 2024

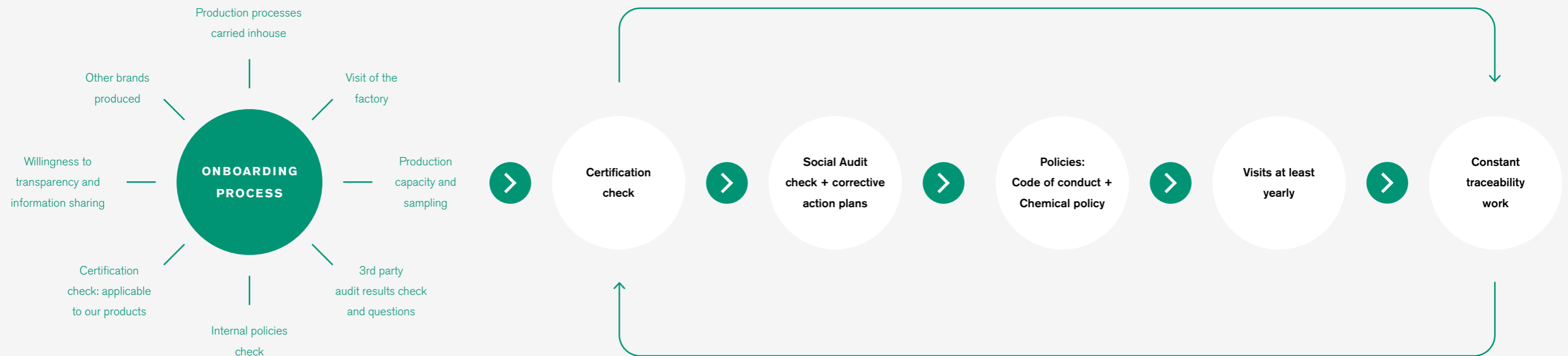
- 54,4% RCM
- 14,6% Connoisseur
- 14,5% Aadhava Apparels
- 5,2% Sundar Sons Exports
- 5,1% Jagmini
- 4,1% EK Fashion
- 1,8% Lime
- 0,3% Atlantis Headwear



SUPPLIER + LOCATION	The Rajlakshmi Cotton Mill (RCM) – Noida, INDIA	Aadhava Apparels – Tirupur, INDIA	EK Fashion – CHINA	Connoisseur Fashions – Chennai, INDIA	Sundar Sons Exports – Salem, INDIA	Jagmini Micro Knit – Kanpur, INDIA	Lime / Circular-tex – Jinjiang, Fujian Province, CHINA	Master Italia / Atlantis Headwear – San Donà di Piave, ITALY	Merchworld AB – Vänersborg, SWEDEN
PRODUCTS THEY DO FOR US	Cotton Jersey, Rib Program, Linen, Voile Scarves, Cotton Tote-bags, Light TENCEL™ Lyocell woven	Heavy and light knit wear in cotton, underwear in cotton and TENCEL™ Lyocell	Swimwear in recycled PET bottles	Woven cotton in solid colors: pants, shirts, dresses, jackets, wool jackets	Light woven cotton printed: pants, shirts, dresses, jackets	Socks in cotton and recycled polyamide	Outerwear in recycled PET bottles	Headwear in cotton and recycled PET bottles	Printing on t-shirts
PROCESSES (INHOUSE)	CMT*, embroidery, packing	CMT*, knitting, packing	Trading, packing	CMT*, packing	CMT*, weaving, packing	Knitting division, packing	CMT*, packing	Trading	Printing, warehousing
PRESENTATION	RCM is our biggest supplier since 2023. They work mainly with brands like us that want to source certified fabrics and be transparent. They have access to great fabrics such as ROC™ and Fairtrade Cotton, which helps up to reach our objectives.	We have been working with Aadhava Apparels since 2017. They have always provided great quality and they are very knowledgeable when it comes to compliance and sourcing new materials.	EK Fashion is the trading company overseeing our swimwear production since 2020. They help us to coordinate our product development in two assembling factories. They're actively participating the development of innovative fabrics.	We started our collaboration with Connoisseur in 2023. Thanks to a great network of weaving mills around India, Connoisseur Fashions can source GOTS-certified cotton in many qualities, from corduroy to canvas. They have been promoting the use of low-impact fibers for many years and they are also specialized in recycled cotton.	We have been working with Sundar Sons since 2019. They handle the assembly as well as the weaving in the same factories which allows for easier product development.	We have been working with Jagmini since 2021. They make all our Fairtrade certified socks. This is thanks to Jagmini that the polyamide in our socks is made from recycled content.	We have been working with Lime since 2020. They are specialized in outerwear and run a small factory where all employees have been working for several years. They calculate their own carbon footprint and are very knowledgeable when it comes to sourcing new fabrics. They have been a very helpful partner over the years.	Master Italia is specialized in developing and coordinating the production of headwear. They have been our partner since 2023. Their supply chain is in China. They visit their supplier often and require certified fabrics and third-party audits in the factories. They are working on reducing their impact by sourcing certified fabrics which helps us in our goals too.	Merchworld AB is our warehouse and printing house in Sweden. We have been working with them since 2013 and have grown together. In 2021 they got GOTS certified. Our bestsellers are re-printed there, on plain t-shirts that are made by RCM, certified GOTS, Fairtrade and ROC™.

# Supply chain management

This is how we minimize risks in our supply chain: third-party audits and certification compliance are our main tools. Choosing the right supplier is important but we also need to maintain due diligence throughout our collaboration. Visiting the factories regularly makes the due diligence process more human and efficient. All our suppliers go through the onboarding, certification and audit review process. In the last part of this report, you can see an overview of our Responsible Business Conduct policy and what procedures we have in place for due diligence.



# In numbers: how does it look in practices

These are the social audits performed by our suppliers. They all include a third-party audit which verifies compliance with the below requirements, aligned with the International Labor Organizations rules:



amfori BSCI

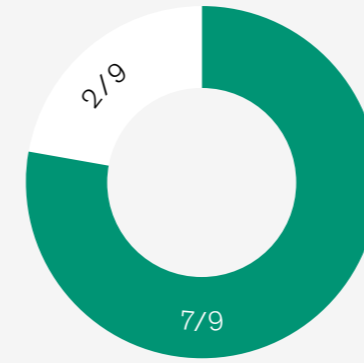


Sedex

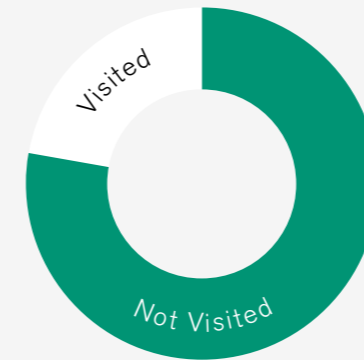
- No Child Labor
- No forced or Compulsory Labor
- Health and Safety
- Freedom of Association and Right to Collective Bargaining
- Discrimination
- Disciplinary Practices
- Working Hours
- Fair Remuneration
- Management System: compliance with laws and regulations

These requirements are in line with our Code of Conduct. These standards usually require certified factories to assess their own suppliers, against these requirements, which is important for us since we do not have the possibility to audit all tiers. This is also how GOTS is helping: with 88% of our product references in 2024 being either GOTS certified (62%) or manufactured in a GOTS certified factory, we can ensure that the risk of non-compliance down the supply chain is minimized. As a reminder, for a product to be GOTS certified, all factories and traders involved in its production and distribution must go through a third-party audit, which includes both social and environmental requirements.

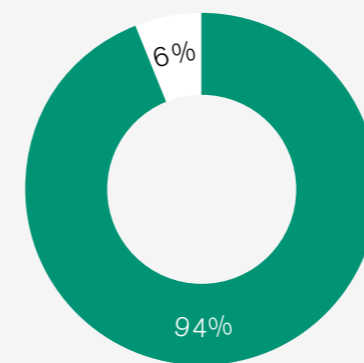
We don't usually have the leverage necessary, in terms of financial weight in the factories we work with, to induce changes, although we always try. That is why choosing suppliers well from the start is key. When we spot non-compliance, we try to understand where it comes from, as it could also be due to our practices, and we try to improve the situation together.



78% of direct manufacturers with a social audit



22% of suppliers visited in 2024



Production volume per country  
94% India • 6% China





## 2024 supply chain situation

- **Fewer supplier visits in 2024**

Regrettably, we had to reduce our business travels to India in 2024. From a carbon footprint perspective, it is great news, but we consider that visiting our suppliers is crucial to maintain a good collaboration, whether it is for product development, inspiration or due diligence purposes.

We only visited suppliers that were given more product categories in 2024, and that were still new to our way of working. We also took the opportunity to visit potential future factories. This drastic reduction in our supplier visits was mostly motivated by their costs. 2024 has been a tough year and choices had to be made. This will not become routine, although it showed that we could manage to solve certain issues without being on-site.

- **Change of production timeline**

One major change that we have done in 2024 was to change our production timeline. The unstable global geopolitical situation has shed light on the fragility of global logistics. Since the COVID-19 pandemic, delays have accumulated and the recent development in the Suez Canal has shown that if we want to keep shipping most of our production by boat, for environmental but also cost purposes, we must work with our suppliers towards a new, earlier production timeline.

After consulting with our suppliers, we agreed on placing orders 2 months in advance, which means that the design and product development process, as well as the wholesale selling period (pre-orders from retailers), must be done much earlier. This is an investment in the future that will give us more resilience in case of production and logistics delays, which are more and more common due to increased climate disasters and geopolitical instability.



## Living wages

At this point, we don't have a living wage system that goes beyond minimum wage.

We know and follow other brands that have implemented such systems, in collaboration with third-party verifiers such as the Fair Wear foundation. The concept created is that each brand pays part of the gap between minimum wage and living wage, based on the capacity they use in the factory. If every brand does so, the gap can be filled proportionally to their share of production in the factory. The extra premium must be distributed to all workers and that must be verified through audits.

That is a concept that we find relevant, but we haven't reached the size required to work with Fair Wear foundation yet, and we do not have the internal resources to start such a procedure without external help.

The second challenge is one of pricing. As a small brand, we are not reaching the minimum order quantities which means our margins are already reduced for a big part of our production. It is complicated to reduce them further while ensuring that we can stay solvable with our current production partners. Our objective is to be part of a solution in the long run and keep working with suppliers that can fulfill our sustainability requirements, which also has a cost.

We are constantly trying to optimize our collections and to work with suppliers that have lower minimum quantity requirements. We are keeping an eye on the minimum wage VS living wage, to see to what extent we could participate in filling that gap in the different factories we work with.

All the factories' audits showed that minimum wage was paid, with one factory paying its employees 10% above minimum wage, and all Indian factories paying a fixed monthly wage.



# Focus on Fairtrade

Fairtrade has been one of our first commitments to make sure we bring positive value to those most at risk in our supply chain. Fairtrade works actively with cotton farmers in the global south, 50% of Fairtrade is owned by producers, and the label is mainly known for ensuring a fair minimum price to protect farmers against volatile market prices. But there's more to it.

When buying Fairtrade, we finance the Fairtrade Premium. This Premium is then used as decided by the farming community, to invest in essential infrastructures and/or agricultural tools.

In November 2022, our CEO and founder Johan Graffner went on a trip to visit some Fairtrade-certified farms with Fairtrade Sweden. They visited training centers for farmers who are aiming to convert their farming methods to organic and Fairtrade-certified standards.

He also visited the research and development project for non-genetically modified seeds, where seeds are commercially produced and made available to farmers at a lower price than the market price. They were also brought to a school that was entirely financed by the Fairtrade Premium.

In September 2024, Margaux Schleder our Head of CSR was invited to present Dedicated's mission during the first Fairtrade International Textile Forum in Paris. During that day, Fairtrade presented the results of their latest study: Evaluating Environmental Impact of Fairtrade Certified Cotton in India<sup>8</sup>. The report compares the environmental impacts of Fairtrade (and often also organic) certified farms to conventional farms.

If we look solely at the results of Fairtrade and organic farms, we can see that they outperform conventional farming for all impacts. Because Fairtrade and Organic cotton farmers use very little to no synthetic fertilizers, and no hazardous pesticides at all, they adopt effective and ecological pest management practices instead. This leads to healthier soils, which can retain more water and absorb more CO<sub>2</sub>.

All that shows that Fairtrade is a very concrete certification that empowers farmers' communities in the global south, ensuring that they adopt sustainable farming methods. We are proud to represent such a unique movement since day one and grateful for all the work Fairtrade does.

*These graphs isolate the data from Fairtrade and organic certified farms, and conventional farms to compare them. The figures are taken directly from Fairtrade's report.*

Fairtrade's objectives are aligned with the following SDGs:

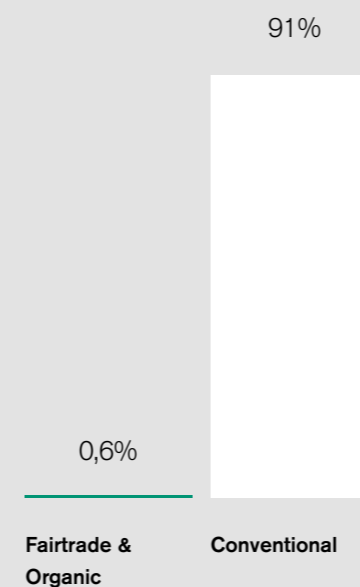


## COTTON FIBER USE 2024

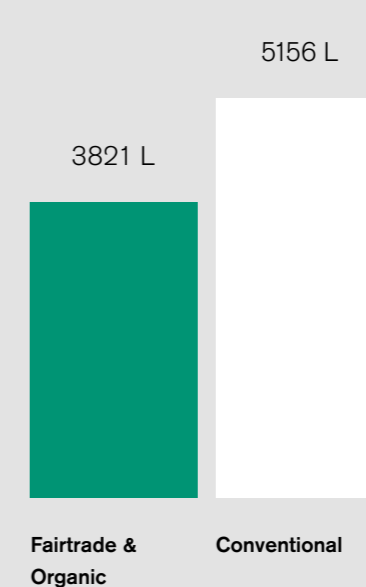
- 60,7% Fairtrade + ROC™ + Organic Cotton
- 39,2% Organic cotton
- 16,1% Fairtrade + Organic Cotton
- 0,1% Recycled Cotton Mix



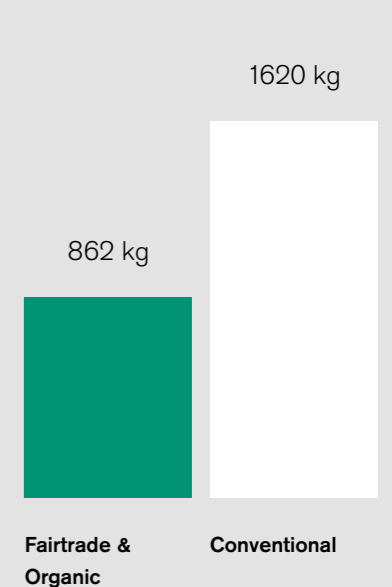
## % OF FARMERS USING SYNTHETIC NITROGENOUS FERTILIZERS



## WATER FOOTPRINT (L) PER KG OF COTTON



## KG CO<sub>2</sub> EMISSIONS PER HECTARE



# Our responsibilities

5

# Climate Impact

The last carbon footprint we calculated was for 2022. We calculated our corporate carbon footprint, meaning scopes 1, 2 and 3. To do this calculation we worked with Climate Partner. Part of the data is based on averages, but we try to collect as much primary data as possible, for example, the energy consumption related to our production at our suppliers', and all data related to our products and packaging materials.

Last year we decided to do this calculation every two years so that we could spend more time working on reduction measures, rather than collecting data and trying to draw relevant conclusions from the results. However as explained in this report, 2024 (and 2023) have been tough years with our production costs increasing and the economic crisis impacting our results. That means we had to cut down on all budgets and therefore decided not to calculate our 2024 carbon footprint yet. This is why we are not showing any new result in this report, published early 2025.

That being said, we still learned from the previous results, and we still maintain our efforts accordingly, as well as based on our knowledge and secondary data. From two years of calculation, we learned that good data quality was key: one of the reasons for the decrease in carbon footprint from 2021 and 2022 was that we had managed to integrate more accurate data into our calculations. When using our own data instead of the average ones which would reflect a more conventional production, we see that our way of making clothes is less carbon-intensive.

It is mostly interesting to look at the carbon footprint of our products. However, there is a lack of research and emission factors that truly reflect our emissions during the raw material phase. We would like to see how regenerative and organically grown cotton impacts the results compared to organic cotton alone for example. These are limitations that make yearly carbon footprint less valuable for us.

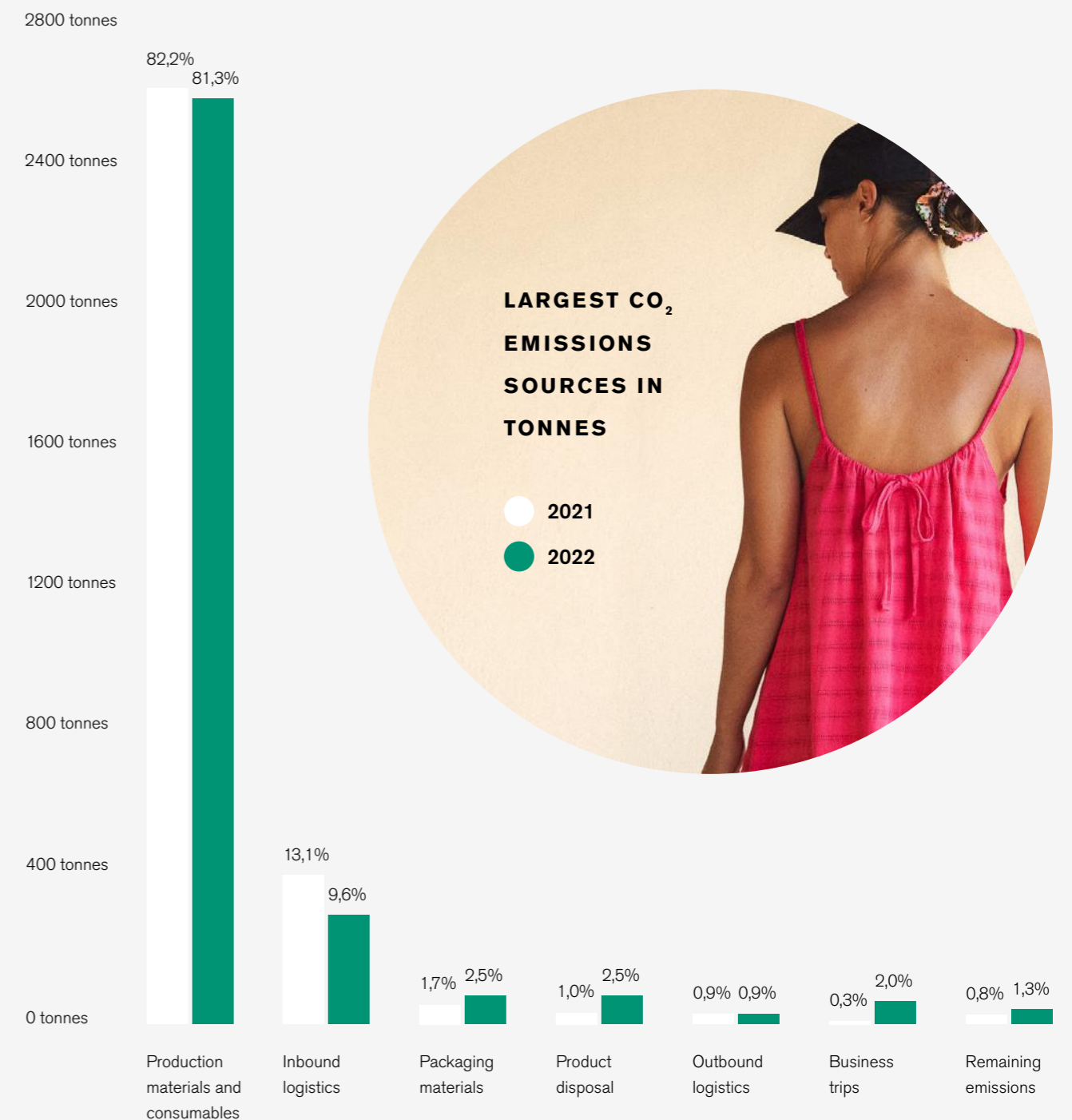
Even if it would be gratifying to show that our choices of raw materials do reduce our carbon footprint, it is important to note that the climate crisis will not be solved by solely focusing on carbon emissions. Through studies like the one Fairtrade carried in India, we know for a fact that through purchasing Fairtrade and organic cotton, or ROC™ cotton, we are not only reducing the emissions linked to cotton farming, but we are also supporting farmers and a sustainable farming system, that does not destroy the ecosystems.

If we want to show our progress towards international climate targets, we know that it is our duty to follow recognized methodologies and show primary data to prove that our impact is controlled. We are in no way renouncing this duty, only postponing the calculation while maintaining our efforts.

With or without carbon emissions data, we will continue making informed decisions to provide an alternative to the conventional fossil-based fashion still mostly found on the market.

## CARBON EMISSIONS PER SCOPE - 2022 (LATEST RESULTS)

Scope 1	0,08 tonnes	0,003%
Scope 2	5,4 tonnes	0,185%
Scope 3	2917,7 tonnes	99,81%
<b>Total</b>	<b>2923,18 tonnes</b>	<b>100%</b>



# Packaging

Polybags, shipping bi-products, labels, gift boxes, transportation boxes... all these are types of packaging. We try to keep it efficient, choosing our packaging so it fulfills its primary functions: protect the product during transportation and storage, facilitate display in our stores, and provide information. Below are all our packaging and their environmental attributes.

<b>On-product labeling: hangtags, care labels, other textile labels</b>	Hangtags are made of recycled paper and labels made of recycled polyester for lighter material and better printing quality. From Rudholm & Haak.
<b>Product specific: socks hangers and boxes, underwear boxes, gift boxes</b>	All are made of recycled FSC certified paper. From Rudholm & Haak.
<b>E-com packaging: cardboard boxes and plastic bags</b>	Made of FSC certified paper or partially made recycled paper. Bags are certified carbon neutral and PVC free.
<b>Transportation packaging: cardboard boxes and polybags</b>	Boxes used from our suppliers are not all certified because our suppliers source them locally, the same boxes are used for all their customers. Polybags are made of recycled plastic enhanced with a biodegradability technology.
<b>In-store packaging: hangers, shopping bags</b>	All made from FSC certified paper. Some wrapping papers are not certified, however.

For a big part of our packaging and labeling, we work with Rudholm & Haak, a Swedish company that owns packaging factories in India and Hong Kong. Working with one company ensures that all our suppliers use the same packaging of our choice, with the same benefits. Rudholm & Haak is an innovative company with their own factories, maintaining a due diligence system to control working conditions and material origins.

They make GRS-certified polybags made of 100% recycled plastic. These are enhanced with the BDP® patented technology<sup>12</sup> which accelerates the biodegradation of the plastic in an environment limited in oxygen. This product will biodegrade in a few years as opposed to regular plastic.

## ON-PRODUCT & E-COM PACKAGING MATERIAL IN VOLUME 2024

- 54% Made from recycled content
- 18% No certification
- 16% FSC certified & recycled
- 12% FSC certified & climate neutral



### PACKAGING POLICY

We have a policy with a restricted list of packaging that we will never use. Everyone in charge of sourcing new packaging or labels in the company must follow these requirements.

The policy also set rules on how to pack in our warehouse and encourages all employees to reuse or recycle all packaging.

We also keep this packaging from the factories to the final customers, to ensure that the product stays protected, and because we do not believe in repackaging our products for the sake of hiding these polybags from the customer.

This is far from perfect. Ideally, we would like to further reduce synthetic materials for our packaging, and increase packaging made of recycled content. Since our production is still increasing it is crucial that we keep looking for better solutions.

# Logistics

## Inbound shipments 2024 – from factories to warehouses

We make two collections per year, meaning our suppliers get two bulk production orders per year. In case of a sudden need and if we have the fabric in stock, we may place replenishment orders, but that happens only for a few products and occasionally. Our garments are made entirely within the same country where the raw materials are sourced, ensuring a more local manufacturing process.

When it comes to limiting our carbon emissions related to logistics, we focus on inbound logistics because according to our latest calculations results, they represent around 10% of our carbon footprint.

We prioritize boat shipments for our bulk productions, and our production lead times are planned for it. We use air transportation only in case of a delay that could cause cancellations from our clients. In the last 2 years, we have had to use air transportation much more than we wanted to. The share of Air shipping went up from 19% in 2023 to 33% in 2024.

This is mainly due to external factors: logistics chaos since the pandemic, which caused long waiting times at harbors, and world conflicts that caused the Suez Canal to close, adding at least two weeks to the usual boat transportation time. We tried to fly only the most urgent, but these delays have been detrimental to our wholesale clients and ourselves.

These reasons for delay are more and more common, however. That is why, in agreement with our suppliers, we changed our production timeline, so that it can start earlier and be shipped earlier, to ensure that we can keep shipping most of our bulk production by sea, even when it takes longer.

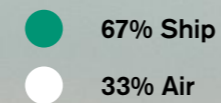
## Outbound shipments 2024 – from warehouses to customers

From our warehouse, we ship all orders, BtoC (online and in our own shops) and BtoB (retailers). We work with external partners and therefore have limited control over the transportation mode. According to our 2022 carbon footprint, the outbound transportation accounts for 1% of our overall emissions.

On our website at the check-out, customers have different choices for delivery options and the first one is always the one emitting the least CO<sub>2</sub>. We are working on adding a clear indication at check-out to encourage our customers to choose that option. Additionally, we have added new delivery methods over the years which are offering carbon-neutral deliveries to pick-up points (Budbee for example).



**BULK PRODUCTION 2024 PER SHIPPING METHODS (WEIGHT)**



## Partnerships

Partnerships have been at the core of Dedicated's identity from the start. The idea of these partnerships is to expend the positive impact we can have on communities that surround our company, whether it is here in Sweden or in India where we produce most of our garments.



Our love for planet Earth and all its living creatures sees no limits and is always considered in the production of our clothes. Therefore, our collaboration with Sea Shepherd brings us much joy.

Sea Shepherd is an international, non-profit marine conservation organization. They engage in direct-action campaigns to defend wildlife and conserve and protect the world's oceans from illegal exploitation and environmental destruction. Our oceans are the source of all life on Earth, but the last centuries of industrial fishing, pollution, and climate change are causing the current mass extinction of fish stocks and marine life.

DEDICATED x Sea Shepherd is a collaboration dedicated to marine life, a collection of unique styles made of organic cotton and hemp. These products, created in collaboration with Sea Shepherd, provide economic support: 15% of our revenue from the collection goes directly to Sea Shepherd and their important work of protecting natural reserves and protected species.

In 2024, we financed 684 trees via our 7<sup>th</sup> Plant Friday campaign with the non-profit One Tree Planted. Their mission is to reforest areas in different parts of the world after fires and floods but also to create jobs and protect habitats for wildlife. The project we support is in India, naturally, since it's where we produce 94% of our volumes. One Tree Planted works with local communities to plant fruit trees, that have various benefits. They provide extra food security, improve local economies, can help clean the air from pollution, and sequester carbon as they grow. India has lost a huge part of its rainforest over the years, because of mining, agriculture, and industrialization. Reforestation is also essential to maintain the diverse wildlife India hosts.

We have also implemented a donation option to One Tree Planted, at checkout on our web shop. Through this and our Plant Friday campaigns we have financed the plantation of more than 31 000 trees over the years of partnership. If you want to read more and support One Tree Planted, visit their website: [onetreepanted.org](https://onetreepanted.org).





HANNAH EDDY



MARCELLO VELHO



DAVID SHRIGLEY



STINA PERSSON

## Creative Collaborations

Dedicated was created in 2006, a time when sustainability and creativity didn't rhyme in fashion. We wanted to promote organic and fairtrade cotton but with flavor. Aside from our talented in-house team of designers, we are always on the lookout for illustrators, photographers, and artists that prone a lifestyle matching our vision.

Over the last few collections, we have teamed up with several inspiring artists:

**Marcello Velho**, a Miami born, based in U.K, illustrator and designer known for his bold, playful and colorful artwork. With a distinct style characterized by vibrant palettes and quirky characters, his work matches Dedicated's spirit perfectly, and our Marcello Velho dresses were a hit for summer 2024.

**Hannah Eddy**, an artist and muralist based in Reno (Nevada, US) best known for her colorful, bold, and imaginative work. Her art encourages an appreciation for nature, connection, and community.

**Stina Persson**, a Stockholm-based fashion illustrator who uses watercolors to paint nature in a way you haven't seen before. Her colorful paintings make for great all over prints from t-shirts to dresses.

**David Shrigley**, a British illustrator known for his great sense of humor with a heavy touch of satire. We have been featuring his distinctive drawing style for a couple seasons, highlighting his satirical comments on everyday life mostly on our t-shirts.

With these creative collaborations, we are supporting various artists that shine a light on the beauty of our planet and flaws of our society, while bringing extra flavor to our collections. A perfect win-win to us.

# Communication

Communication in the fashion industry has recently become a topic of interest. Our industry has failed to regulate itself for years. There are more than 230 active ecolabels in the EU<sup>13</sup>, a lot of them created by brands trying to vouch for the minimal sustainability aspects of their products, shifting the focus from the real issues. Many non-profits and journalists called out this greenwashing, to the point that the European Parliament is targeting our industry specifically, with a new set of laws. One of these legislations tackles greenwashing, to empower customers.

Communicating is usually seen as a paradox for a company that promotes reasonable consumption and production. That is a daily challenge for our teams. However, part of our mission is to highlight the negative impacts of fast fashion business models and to show a possible alternative. We want customers to know that when they buy our clothes, they are supporting fair trade, organic and regenerative farming, responsible forest management, and the use of recycled materials.

**In other words: there is no point in offering an alternative to fast fashion if it doesn't reach the customers. And for that, we need to communicate about what we do.**

We constantly try to be as specific as possible; we avoid using misleading words which will be soon prohibited by law, and we do not oversimplify topics at the expense of accuracy. That is why in 2024 we tried something new: communicating about and with the third-party standards we work with.

In September, we participated in the #BeyondTheSeams campaigns of the Global Organic Textile Standard (GOTS). We used their content which explains all the benefits of purchasing GOTS certified products. This shows that we work with reliable standards that we didn't create to suit our needs. Unlike labels like Better Cotton (formerly BCI), GOTS is recognized by the European Union as having "excellent environmental performances"<sup>14</sup>, because it contains fixed and measurable requirements, which are third-party verified. We will try to do more campaigns in collaboration with the certifications we promote.

**Ultimately, our communication is grounded in the efforts we dedicate to all the topics presented in this report. As we strive to achieve our sustainability goals and try to make a positive difference, it naturally becomes easier to communicate.**

## Strategy and tools

### Communication Principles

Transparent and honest.  
Unambiguous.  
Light and bright tonality.

### Internal Processes

CSR & Communication teams' close collaboration.  
Constant revision of our wording and accuracy.  
Internal mobilization around the mission.

#### Support the brand viability

- Our webshop
- Our social media
- Our shops
- Advertisement

#### Educate costumers

- Our articles
- Our CSR reports
- Educational posts & collaborative campaigns
- Traceability widget by Retraced

#### Show an alternative to business as usual

- Creative collaboration
- Participation in external seminars
- Collaboration with non-profits

#### Internally promote the mission

- Internal trainings
- New employee trainings
- Agent trainings

# Employees and workplace

## Employment terms and benefits

Everyone working for Dedicated are direct employees or consultants. The store employees are all covered by a collective bargaining agreement, which defines the terms of their employment, while the office employees are not. Therefore, the following terms apply mostly to office employees. All employees are on a fixed payroll as per Swedish Law and get to renegotiate their salary yearly with their managers and upon agreement with the CFO. We benefit from an employer-funded pension on top of the national pension. As per Swedish law, all office employees get a wellness allowance, Dedicated offers the maximum amount. This can be used for training, physical therapy, ski pass etc. All employees are also entitled to parental leave, 480 days paid by the government, to divide between caretakers as per national law.

At the office, we get "flexible" working hours, which means we can accommodate our hours how and when we need. Overtime is always voluntary and when it happens it is compensatory time. This arrangement is here to encourage a healthy work-life balance.

## Workplace

We have a relatively flat hierarchy at Dedicated. We all work in the same space and the managers and owners (the board) are always accessible and willing to hear our feedback or personal issues. Every month we get an update on the finances and decisions that have been taken by the managerial group. In 2024 we started to do bi-annual workshops with the whole company where we can discuss

potential organizational improvements and ongoing issues. Every employee gets at least a yearly personal development talk with their manager. Upon employee's request, Dedicated also offers the possibility of extra external training to increase employees' skills.

To keep everyone moving, every Tuesday we get to use half an hour to work out, and once a month, office employees get a free 30-minute massage. Everyone is being assigned responsibilities to keep the workspace enjoyable, prepare our Monday breakfast meetings and organize get-togethers. We try to get together regularly, also with the store employees. We have a yearly summer and Christmas party on top of our smaller gatherings.

We know that the fashion industry can get challenging for everyone involved, as a small company we try to keep an open management style, where everyone can feel included and free to express themselves.

## Occupational Health & Safety

Our offices and stores are not the riskiest places in terms of physical injuries. However, for prevention, we conduct a health and safety (H&S) assessment every two years reviewed externally by an auditor during our annual GOTS audit. Everyone is encouraged to participate in the assessment of any hazard and to keep the workplace safe mainly by maintaining it tidy. The biggest risk we have identified is linked to stress. For that, we have a prevention and remediation policy in our Employee handbook, which is centered on open dialogue and biannual reviews. For the office employees, Dedicated offers an H&S insurance which includes support from a work psychologist if needed. It is up to the employees to contact this service. We also have an anonymous whistle-blower procedure in place, via an external email, when employees want to raise issues anonymously.



<b>Number of employees office &amp; stores</b>	21 (end of 2024) & 17 (may 2024)
<b>Stores: % full-time and % part-time</b>	6% full-time, 71% part-time, 23% temporary (may 2024)
<b>Office: % full-time and % part-time</b>	95% full-time, 5% part-time (end of 2024)
<b>Stores: Employment by gender</b>	88% women, 12% men (may 2024)
<b>Office: Employment by gender</b>	52% women, 48% men
<b>Main type of work injury and number</b>	Burn out – 1 in 2024 / 0 physical injuries
<b>Number of incidents of discrimination</b>	0
<b>Number of work-related ill-health</b>	0
<b>% employees entitled to parental leave</b>	100%

# Internal efforts and policies

## Our internal policies

- Responsible Business Conduct policy: see below
- Anonymous whistle-blower procedure
- Packaging Policy
- Logistics policy

## We voluntarily report data about our practices to external companies working to improve the industry and increase transparency

- Textile Exchange CFMB
- Open Supply Hub
- Sustainable Brand Platform
- Clear Fashion (France)

## Specific measures adopted in our own operations

- Stores and office powered by renewable energy only, most of the electricity comes from hydropower, the rest is wind and solar based. The energy used in our office is mainly linked to heating which is dependent on the outside temperatures. We have installed a thermostat in our office in 2024, because the cold temperatures at the beginning of the year forced us to rely on additional electric heaters, which can explain the increase of electricity use. The opening of a new store increases the total energy use in our stores.

Electricity consumption in kWh/year	Stores	Office
2023	27,811 kWh	13,967 kWh
2024	35,710 kWh	15,864 kWh

- We have no company vehicles or cooling system in place.
- We recycle all our waste locally, mainly coming from sample deliveries to our office, and product deliveries to our stores, and have a policy and trainings to encourage everyone to reuse as much packaging as possible for shipments from the office.
- Employees and commercial agents' training about our sustainability strategy and actions.

- All new employees receive a sustainability training.
- Office supply policy: only buy vegetarian food and organic and fairtrade certified when possible.
- CEO and Head of CSR participate in conferences or student research anytime they can.



We work with external brand assessments such as the B Impact Assessment to identify risks and areas of improvement in our strategy. These go beyond the supply chain management; they help us with standardized methodologies and resources to implement best practices.

## Responsible Business Conduct policy

This is an overview of our overall process to identify, mitigate, monitor, and communicate risk management at Dedicated, based on our business model, sourcing strategy, and countries of production. All the policies mentioned are part of all decision-making processes to ensure that no decision will increase the risks of negative impact on our own operations and supply chain.

The policy was written with reference to the intergovernmental instruments below:

- OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector
- OECD Due Diligence Guidance for Responsible Business Conduct
- GOTS 7.0 + Due Diligence Handbook for Certified entities

The operational application of this policy is the responsibility of the Head of CSR, with the help from other departments when needed. The ultimate responsibility for the correct application of this policy falls onto the top management level (owners; CEO and CFO). This policy covers our own operations and our supply chain (stakeholders involved in the production of our products), but it excludes business relationships that are related to support functions.

These policies are used for internal processes, third-party audits, and brand assessments. We are willing to share these with other stakeholders if the need is justified.

Risk Assessment		
<b>Procedure to identify actual or potential risks associated with our company's activity (own operations + value chain)</b>		
<b>Supply chain + Own operations</b>	<b>Procedures and policies:</b> - Risk assessment - Stakeholder engagement	Based on our business model, sourcing strategy and stakeholder feedback we evaluate the likelihood, severity of each risk (material topic) and visualize it via a Materiality analysis. Includes environmental risks and human rights risks in the whole value chain.
Risk Prevention		
<b>Processes and policies in place to cease, prevent and mitigate the risks identified in the risk assessment – environmental + human rights/social risks</b>		
<b>Supply chain</b>	<b>Procedures and policies:</b> - Onboarding process - Code of conduct - Chemical Policy - Purchasing policy - Environmental policy - Quality manual	- Pre-qualifying suppliers to prevent risks of non-compliance - Explicitly state the obligation of compliance, and mutual responsibilities, independently from certification - Explains production planning, payment terms negotiations... purchase practices shouldn't affect working conditions in factories - Sustainable fabric classification, reference to other policies
<b>Own Operations</b>	<b>Procedures and policies:</b> - Environmental policy - Social policy + Personalhandbok - Internal training - Warehouse contract - GOTS Management system	- Energy sources and consumption per year, waste management, employee training procedure - How we define labor rules in our operations, day-to-day office rules, internal training record - Responsibility of the warehouse, all procedures linked to GOTS requirements
Monitoring + remediation system		
<b>Ongoing process to ensure that the due diligence process is properly implemented in the supply chain and in our own operations. Remediation procedures in case a negative impact arises.</b>		
<b>Supply chain</b>	<b>Procedures and policies:</b> - Retraced platform - Certification and audit monitoring - Corrective Action Plans - Yearly visit - Yearly production analysis - Due Diligence process overview	- Compliance management and supply chain mapping to identify gaps in information - Check factories' compliance with ILO norms and social standards, wages, and working hours + understand/resolve non-compliance - check the % of our production that is covered by third-party audits and certification - Special attention to non-Fairtrade certified production since the stakeholders most at risk in our supply chain are cotton farmers
<b>Own Operations</b>	<b>Procedures and policies:</b> - Social policy	- How employees can raise concerns, health and safety rules, and remediation systems in case a risk has failed to be prevented
Communication of the impact management		
<b>Publicly explain our due diligence process and our commitment to responsible business practices.</b>		
<b>Supply chain + Own operations</b>	<b>Procedures and policies:</b> - CSR Report - Retraced widget - Our website	- Explains how we deal with our most material issues in more detail - Show transparency and risk management at product level

# Future goals

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# Our objectives

We want to use our sustainability report to publicly keep track of our objectives. Here you can read what we aiming for in the midterm. Year after year we will report on our progress, whether good or bad with explanations, and present our next goals. This is our way to stay on track and to be held accountable for our promises.

OBJECTIVE	TIMELINE	COMMENT
50% of total fiber production Fairtrade and/or ROC™	<b>2030 Ongoing</b>	On going, we went from 36% in 2023 to 47% in 2024. Our current strategy to focus on key items should help us reach the goal earlier than planned. Dedicated remains a pioneer in certified cotton fabrics, and we are committed to maintaining a minimum level of excellence in our cotton sourcing.
Becoming a B Corp certified	<b>2024 – 2025 Ongoing</b>	On going. Our score is quite dependent on our volumes, and these haven't increased in 2024. We're pursuing our efforts in the B Impact Assessment.
Calculate our carbon footprint earlier in the year.	<b>2024 – 2025 Failed</b>	We have not been able to calculate our 2024 footprint yet, as of early 2025 when this report was published.
100% of our cotton garments should be GOTS certified (for applicable garments)	<b>2028 Ongoing</b>	We started labelling our garments with the GOTS logo for our AW23 collection. The share of GOTS certified garments been increasing every collection since, as we were expecting, but now the last part of our cotton garments that are not certified will require some more efforts, namely work with current or new suppliers.
10% of all our fiber production is made from recycled content	<b>2025 – Reached in 2023</b>	The objective is now to maintain this percentage. We know certain categories will decrease by 2025, hence we are maintaining a minimum of 10% for our share of fiber production derived from recycled content.
Diversify our fibers: reach 5% of our fiber production made of new preferred materials (not recycled polyester, Lenzing fiber or organic cotton).	<b>2025 – Reached in 2024</b>	Reached thanks to Linen. The objective is now to maintain this percentage.

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**Sweden**

# Sources

**DEDICATED.**

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- 2 [www.ifoam.bio/our-work/how/standards-certification/organic-guarantee-system/ifoam-standard](http://www.ifoam.bio/our-work/how/standards-certification/organic-guarantee-system/ifoam-standard)
- 3 Materials Market Report, Textile Exchange, 2024
- 4 Alliance for European Flax-linen & Hemp – [www.allianceflaxlinenhemp.eu](http://www.allianceflaxlinenhemp.eu)
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- 6 Agriculture and Climate change, Mc Kinsey, 2020
- 7 Definition of Regenerative agriculture by the Regenerative Organic Alliance, founder of the Regenerative Organic Certified label. [www.regenorganic.org](http://www.regenorganic.org)
- 8 Fairtrade study, Evaluating the environmental impact of Fairtrade certified cotton in India, [www.fairtrade.net/en/get-involved/library/evaluating-the-environmental-impact-of-fairtrade-certified-cotto.html](http://www.fairtrade.net/en/get-involved/library/evaluating-the-environmental-impact-of-fairtrade-certified-cotto.html)
- 9 Greenpeace Detox My Fashion
- 10 ZDHC, Road Map to Zero
- 11 Open Supply Hub, Dedicated suppliers' list
- 12 By Breakdown Plastic Inc. [www.breakdownplastic.com](http://www.breakdownplastic.com)
- 13 DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on substantiation and communication of explicit environmental claims (Green Claims Directive), 2023/0085 (COD), European Commission, 22-March-2023
- 14 "Recognised excellent environmental performance" means environmental performance compliant with Regulation (EC) No 66/2010 of the European Parliament and of the Council, with national or regional EN ISO 14024 type I ecolabelling schemes.