



Te rautaki kia toitu

# Sustainability Strategy

GOALS UNTIL END OF 2022

Maggie Marilyn



**Our first sustainability strategy, written in 2018, was created to help us navigate the complexities of operating within the fashion industry while placing ethics and environmental responsibility at the forefront of every decision. This two year strategy gave us a roadmap to achieving our goals. During this time we also solidified our purpose - to use fashion to create a better world. With the mission to transform the fashion industry to one that is circular, transparent, regenerative and inclusive.**

In this first strategy we ticked off many goals that have laid the foundation for our growth moving forward. These include only using virgin fibres that are organic and from fully traceable supply chains, only using synthetic fibres if they have been recycled, ensuring all suppliers have signed our supplier code of conduct, as well as putting many new policies in place such as responsible water and chemical management policies and an Inclusion and Diversity Policy. We also measured our carbon emissions as a business to become Toitū Envirocare carbonreduce certified, meaning that we have a reduction plan in place to reduce our emissions as much as possible before then offsetting the remainder to become carbonzero certified.

In addition, the biggest achievement of all was making the bold decision to pivot our business model to operate entirely direct to customer. I strongly believe that this has been, and will forever be, the single biggest step we take on our mission to become circular and regenerative. Despite seeing huge global success as a wholesale business, the business model itself is fundamentally flawed. It promotes waste and overconsumption, while not allowing end to end contact with our customers - an essential part of creating a circular business. A values based decision, operating direct to customer will allow us to take full responsibility for everything we put into the world - in turn allowing us to put practices in place that allow for the return, repair, repurpose and recycling of garments that must take place in a circular economy.

We are at a truly pivotal moment in history. This isn't just about fashion. Here and now is where we decide what the world will look like for future generations. Now is the time to be brave. Our planet, along with the people and animals who rely on it for survival, needs protecting - fast. It is no longer enough to just sustain - moving forward our focus must be on reduction, reusability and regeneration. This strategy outlines our ambitions for the next two years and the roots we intend to put in place around circularity and regeneration.

Now more than ever, we must all use the tools at our disposal to create a better world - and for us, this starts with fashion. We hope that through forging a new path of how business should be done, we can encourage others to join us.

As always, we remain endlessly optimistic about the future, fiercely determined to create change and believe that everyone has the power to change the world.

A handwritten signature in black ink, consisting of a stylized heart-like symbol followed by the name "Maggie" in a cursive script.

APRIL 2021
























# United Nations Sustainable Development Goals

In line with the values of Maggie Marilyn, we have developed the below Sustainability Strategy. We have also aligned with the United Nations Sustainable Development Goals to do our bit in helping the world achieve those. Underlined are the goals we are working towards.

01. No Poverty 
02. Zero Hunger 
03. Good Health And Well-Being 
04. Quality Education 
05. Gender Equality 
06. Clean Water And Sanitation 
07. Affordable And Clean Energy 
08. Decent Work and Economic Growth 
09. Industry Innovation and Infrastructure 
10. Reduced Inequalities 
11. Sustainable Cities and Communities 
12. Responsible Consumption and Production 
13. Climate Action 
14. Life Below Water 
15. Life On Land 
16. Peace and Justice and Strong Institutions 
17. Partnerships for all the Goals 

## Our Existing Practices / Commitments

The following practices are the guarantees or commitments we have already published relating to how we do business, so don't appear in our strategy below.

### SUPPLY AND MANUFACTURE

- 100% of virgin cotton is certified organic.
- 100% of the polyester fabrics we use have either been certified recycled (GRS) or repurposed ([deadstock](#)). We don't use virgin polyester fabrics.
- 100% of suppliers to prove they practice responsible management of chemicals (see [chemicals policy](#)).
- 100% suppliers to prove they practice responsible water management (see [water management policy](#)).
- 100% of our animal product suppliers meet the MM animal welfare standards (outlined in our [SCOC](#)).
- 100% of our suppliers must sign our [supplier code of conduct](#).
- 100% of Somewhere line is designed to be circular meaning it can be recycled, or composted.

### CLIMATE CHANGE



- We are [Toitu Carbonreduce certified](#) in line with ISO 14064-1.
- We have committed to a 30% absolute reduction (total emissions) from our 2019 footprint by 2025.

### TRANSPARENCY



- 100% of the natural fibres we use are traceable back to source (excludes repurposed materials - see our [Deadstock Policy](#)).
- 100% of our garments have their suppliers and makers listed on our website.

### INCLUSION AND DIVERSITY



We have a zero tolerance policy for racism, homophobia, sexism, ableism or discrimination of any kind. See our [Inclusion Policy](#).

## BUSINESS MODEL

In 2020 we pivoted our business model to operate as an entirely direct to customer entity. This valued based decision was fundamental in pushing forward our mission to transform the fashion industry to one that is circular and regenerative as operating direct to customer will allow us to take full responsibility for everything we put into the world - in turn allowing us to put practices in place that allow for the return, repair, repurpose and recycling of garments that must take place in a circular economy. The majority of our inventory offering is now 'Somewhere' - our evergreen range of organic, seasonless essentials that are designed to be composted or recycled at the end of life. Accompanying 'Somewhere' is a small offering of 'Forever' - our uniquely Maggie Marilyn pieces that we intend for people to buy slowly, mindfully and keep forever. They are produced in incredibly small runs, to ensure that there is never any piece that doesn't find a home (as fashion typically has a huge inventory problem). Operating outside of fashion's seasonal wholesale calendar means we now have the luxury of time to further reduce environmental impacts such as Sea freighting all Somewhere fabrics instead of airfreighting and having more time for research and development of low impact, innovative fibres.

## PACKAGING

Our stock is transported and stored in compostable bags by The Better Packaging Company. Called their comPOLY bags, they are made from corn starch (PLA) with a synthetic polymer (PBAT). They have received the Australian Standard, AS5810 for composability as well as the OK Compost Home / Vincotte and Seedling standards. This means they can be composted at home or in a commercial composting facility. The Better Packaging Company claims that this combination of materials represents a 60% reduction in CO2 emissions compared to traditional plastics while being non-toxic and containing no Phthalate or Bisphenol A (BPA). For our customer facing packaging we use two options. The first is our carbon neutral mailer bag, also by The Better Packaging Company. Called their ØPACK, it is made from approximately 80% Calcium Carbonate sourced from quarry waste and approximately 20% non-toxic recycled resin (HDPE). Its production uses renewable energy, zero water, no acid or bleaches while creating zero pollution in a carbon neutral process. We encourage customers to reuse these bags, however at the end of their life they can be recycled with soft plastics. For our larger customer facing orders, we use custom made boxes made from Forest Stewardship Council (FSC) certified cardboard that are manufactured here in New Zealand from a high percentage of recycled card. FSC guarantees that the materials are coming from trees grown in responsibly managed forests.






# Circularity and Regeneration

Te reanga autaki



OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
<p>Extend the life of our garments through caring, repairing, and changing attitudes.</p>	<p>To become a circular business we need to ensure we extend the life of our garments for as long as possible. Three key aspects of this are caring, repairing, and our attitudes towards our clothes.</p>	<p><b>Caring</b></p> <ul style="list-style-type: none"> <li>Not everyone is willing to hand wash their clothes or follow recommended washing instructions;</li> <li>Machine washing is significantly more convenient than hand-washing (the least damaging method to wash your clothing).</li> <li>Not everyone has access to hang dry their clothes (the least damaging method).</li> <li>Not everyone has access to hang their clothes direct sunlight (a sterilizing and drying method).</li> </ul> <p><b>Repairing</b></p> <ul style="list-style-type: none"> <li>Not everyone is capable of repairing their own clothes.</li> <li>Not everyone has access to the tools required.</li> <li>We are mindful of the GHG emissions involved in transporting garments for repair and return.</li> <li>There is a common mindset that a minor hole is not worthy of repairing.</li> </ul> <p><b>Attitudes</b></p> <ul style="list-style-type: none"> <li>Not everyone wants to extend the life of their garments.</li> <li>The culture of fast fashion has built expectations around newness, and a stigma about wearing the same outfit more than once.</li> <li>Extending the life of garments can seem counterintuitive to the business model of selling more product.</li> </ul>	<p><b>Caring</b></p> <ul style="list-style-type: none"> <li>Produce videos on how best to care for your clothes.</li> <li>Continually advocate and educate on caring for your clothes through our store, and our communication channels.</li> </ul> <p><b>Repairing</b></p> <ul style="list-style-type: none"> <li>Produce repair videos teaching how to do basic repairs.</li> <li>Provide basic repair kits to our customers.</li> <li>Establish a repair service for all NZ and Aus based customers.</li> <li>Run a communication series celebrating stories about repairing MM garments.</li> </ul> <p><b>Attitudes</b></p> <ul style="list-style-type: none"> <li>Ending our wholesale sales.</li> <li>Run a campaign encouraging the rewear of garments.</li> </ul>	<p><b>Repairing</b></p> <ul style="list-style-type: none"> <li>Investigate expanding our repair service to all global customers</li> </ul>
<p><b>SDGS</b></p> <p>12.  Responsible Consumption and Production</p>				

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
<p>To ensure we have a circular end-of-life option (composting or recycling) for all fabrics we use - excluding deadstock (see our <a href="#">deadstock policy</a>).</p>	<p>To truly be a circular business we need to ensure the fabrics we use can be circulated via recycling or composting.</p>	<ul style="list-style-type: none"> <li>Elastane provides a highly desirable functionality and extends longevity of garments.</li> <li>Elastane is currently very difficult to trace back to source.</li> <li>The vast majority of elastane is currently produced from fossil fuels.</li> <li>Recycled nylon fabrics are currently a lower quality.</li> <li>There are significant supply chain challenges to source recycled nylon.</li> <li>We face minimum order quantities (MOQs) that are beyond our capabilities when sourcing recycled nylon and elastane.</li> </ul>	<ul style="list-style-type: none"> <li>Communicate to our customers how each garment in the Somewhere Take back Scheme will be recycled or compost at end of life.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure there is no virgin sourced synthetics in our supply chain</li> </ul>
<p><b>SDGS</b></p> <p>12.  Responsible Consumption and Production</p>				



OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
Begin implementing infrastructure to ensure no MM garment ends up in a landfill or incinerator.	<p>"Every second, the equivalent of one garbage truck of textiles is landfilled or burned. An estimated USD 500 billion value is lost every year due to clothing that's barely worn and rarely recycled."<sup>1</sup> This is the reality of linear business models and a linear economic system. It's quite obviously not sustainable and has to change rapidly.</p> <p><small><sup>1</sup> A new textiles economy: Redesigning fashion's future</small></p>	<ul style="list-style-type: none"> <li>The linear system is entrenched in the fashion industry and many are reluctant or nervous to change, while others are incentivised not to.</li> <li>Becoming a circular business requires us to learn or take on skills and expertise that are not commonplace for a fashion brand.</li> <li>We can't do this alone. We need buy-in and support from our customers and other stakeholders.</li> <li>We don't have all the answers, there is much we still have to figure out as we go.</li> </ul>	<ul style="list-style-type: none"> <li>Investigate implementing a take-back scheme in NZ and Aus allowing any MM garment to be sent to our HQ to be repaired, refurbished, recycled, or composted.</li> </ul>	<ul style="list-style-type: none"> <li>Establish our take-back scheme in NZ and Aus allowing any MM garment to be sent to our HQ to be repaired, refurbished, recycled, or composted.</li> </ul>
<p><b>SDGS</b></p> <p>12.  Responsible Consumption and Production</p>				

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
To use recycled natural fibres.	<p>If we are to become a circular business we will need to use significant amounts of recycled fabrics. By using recycled fibres we reduce the demand on the environment to cultivate virgin materials while also driving the demand for recycled fibres helping to expand that industry and ultimately diverting fabrics from going to landfill or being incinerated.</p>	<ul style="list-style-type: none"> <li>Using recycled natural fibres is a constant challenge as we wait for the industry to scale up, and the minimum order quantities reduce to a size MM can trade in, but we are still committed to including recycled fibres in our garments.</li> <li>Some recycled fibres lose their quality during the recycling process.</li> </ul>		<ul style="list-style-type: none"> <li>20% of the natural fibres we use to be recycled from post consumer waste.</li> </ul>

**SDGS**

12.  Responsible Consumption and Production

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
To achieve 100% traceability of deadstock fabrics. <sup>2</sup>	<p>By using deadstock materials we are reducing our environmental impact by decreasing our demand for virgin materials and diverting fabrics from landfill or incineration.</p> <p><small><sup>2</sup> See our <a href="#">Deadstock Policy</a></small></p>	<ul style="list-style-type: none"> <li>The traceability of deadstock is very limited so we can't be sure where it's come from or who has made it.</li> <li>The nature of deadstock is we can only use what is available.</li> </ul>	<ul style="list-style-type: none"> <li>Influence the fashion industry to improve traceability of deadstock fabrics.</li> </ul>	

**SDGS**

12.  Responsible Consumption and Production



OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
<p>Offset more carbon than we emit to become a carbon negative business.<sup>3</sup></p> <p><small><sup>3</sup> Carbon negative means we offset more tonnes of GHGs than we are responsible for emitting. Confusingly this is also called by some as 'carbon positive', or 'climate positive'.</small></p>	<p>Climate Change is having devastating impacts on communities all around our planet and we "require rapid, far-reaching and unprecedented changes in all aspects of society" to limit global warming to 1.5°C.<sup>4</sup></p> <p><small><sup>4</sup> Intergovernmental Panel on Climate Change. 'carbon positive', or 'climate positive'.</small></p>	<ul style="list-style-type: none"> <li>Onshore fabric mills are very limited in New Zealand so we need to import the vast majority of our fabrics;</li> <li>Our customers are based all around the world so we need to transport our purchased garments large distances;</li> <li>The fast-fashion culture has created an expectation that purchased products will arrive rapidly meaning air freight is commonly used over sea freight (a far lesser emitter per weight transported);</li> <li>We have very little control over the source of energy our fabric mills use.</li> </ul>	<ul style="list-style-type: none"> <li>Complete our carbon reduction plan which includes:                             <ul style="list-style-type: none"> <li>Reviewing all international freight and set targets to reduce airfreight.</li> <li>Reducing air travel by assessing each trip individually, implementing a travel policy and utilising video conferencing for communication with overseas partners.</li> <li>Reducing our petrol use by providing eco-driving awareness tips and improving our route planning.</li> <li>Investigate the opportunities to switch our vehicles to electric.</li> <li>Purchase high-quality carbon credits<sup>5</sup> that offset more GHGs than we emit.</li> <li>Engage with logistics and freight partners to influence emissions reductions.</li> <li>Offer our customers the opportunity to offset their postage related emissions.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Measure and communicate the carbon footprint of our products.</li> <li>Investigate the opportunities to have international DC centres to reduce GHG emissions.</li> <li>Ensure all MM NZ based manufacturers use 100% renewable energy.</li> <li>Incentivise and support all staff to minimise their carbon emissions.</li> </ul>

**SDGS**

13.  Climate Action

<sup>5</sup> Not all carbon credits are created equal. Our carbon offsetting partner, Tolu, follow rigour science and the highest standards to ensure their credits are highly impactful.

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
<p>Begin transitioning all natural fibres to be sourced from growers practising regenerative agriculture.<sup>6</sup></p> <p><small><sup>6</sup> There is no universally accepted definition of Regenerative Agriculture but it focuses on sequestering carbon and restoring soil health while simultaneously encompassing high standards for animal welfare and worker fairness. The idea is to create farm systems that work in harmony with nature to improve quality of life for every creature involved. (Rodale Institute)</small></p>	<p>We know the industrial farming methods of growing fibres has had devastating impacts on the health of soil, water, and biodiversity and is a major emitter of GHG. To ensure a healthy planet and health communities for our, and future generations we must repair the damage that has been done. One of the best solutions is to farm following regenerative methods.</p>	<ul style="list-style-type: none"> <li>There is no universally accepted definition of Regenerative Agriculture (RA).</li> <li>There are very few internationally recognised certifications for RA RA requires farmers to learn new farming methods and make changes to their existing methods, which is challenging both financially and philosophically.</li> <li>Farmers may require investment to make the transition.</li> <li>Farmers may be pressured by stakeholders such as their bank (who they have large debt to), or fertiliser reps to continue with the status quo.</li> </ul>	<ul style="list-style-type: none"> <li>Undertake research and stakeholder engagement to deeply understand regenerative agriculture and the farming practices of our existing growers.</li> <li>Produce a report of our findings.</li> <li>Define what RA means to MM.</li> <li>Facilitate discussion on RA with like minded industry peers.</li> <li>Run a campaign to educate customers on RA.</li> </ul>	<ul style="list-style-type: none"> <li>Visit every farm that supplies us raw material. (And all tiers of supply chain).</li> </ul>



**OBJECTIVE**

Establish Circular Packaging.<sup>7</sup>

<sup>7</sup> Circular Packaging means that all packaging we use can be either reused, recycled or composted.

**WHY?**

To become a circular business we must take responsibility for our packaging to ensure it doesn't end up in landfills or polluting ecosystems.

**CHALLENGES**

- Packaging is complex and challenging. The way resources are managed at the end of their life is different across all the markets we supply e.g. what is recycled in one country or city may not be recycled in another.
- We need to consider the raw materials, where the packaging is manufactured, by whom, and the end of life options it has e.g. is it recyclable or compostable.

**2021 TARGET**

- Provide an option for online customers to select reused packaging.
- Transition all e-commerce packaging to be certified compostable.
- Be a voice for the improvement of composting infrastructure in NZ.
- Investigate reusable packaging systems.

**2022 TARGET**

**SDGS**

12.  Responsible Consumption and Production





# Inclusion, Diversity and Equality

Whakauru, huhua, taurite



OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
Ensure the highest standards of ethics and employee care in our supply chain.	Showing kindness, dignity, and respect towards all, and sharing prosperity, have been fundamentals for MM since the very beginning. We expect the same from our suppliers.	<ul style="list-style-type: none"> <li>We have values and beliefs on how business should be conducted but we are not going to tell another business how they should operate.</li> <li>Supply chains can be complex and hard to trace making it hard to engage with some suppliers.</li> <li>Our relatively small size can make it challenging to engage with some suppliers and / or meet minimum order requirements restricting our options.</li> </ul>	<ul style="list-style-type: none"> <li>If COVID allows, complete our first manufacturer audits in February 2021 (these were booked and a deposit paid for pre-COVID).</li> <li>Develop a supplier onboarding process and qualification criteria to ensure they met all our minimum requirements. (See our <a href="#">Supplier Code of Conduct</a>).</li> <li>Investigate pay rates through our supply chain and the fashion industry as a whole to understand how we can ensure all those in our supply chain earn a discretionary income.</li> <li>Review our Supplier Code of Conduct to ensure it is up to date with our expectations, values, and mission.</li> </ul>	
<b>SDGS</b>				
12.	 Responsible Consumption and Production			

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
Create a working environment of equality, diversity, and inclusion.	<p>We believe in ensuring everyone who our business touches feels accepted, valued, respected, represented and understood.</p> <p>We believe in building a team of individuals that reflects our community and equal opportunities for all. We know that our collective strength lies in unity and individualism.</p>	<ul style="list-style-type: none"> <li>We are currently a business that lacks diversity in both gender and ethnicity.</li> <li>New Zealand does not have a huge pool of qualified and experienced individuals in our industry.</li> <li>The fashion world faces some stigmas relating to the people who can / should work in the industry.</li> <li>The NZ fashion education system is limited in its capacity to offer diverse training.</li> <li>Wages and salaries in fashion can struggle to be competitive with other more mature industries.</li> </ul>	<ul style="list-style-type: none"> <li>Implement our recruitment and interview processes.</li> <li>Implement random customer and supplier questionnaires.</li> <li>An even representation of ethnicities ages, genders and sizes in all our visual content.</li> <li>Provide a career development budget of \$400 annually to all staff.</li> <li>Implement regular talks from outside professionals around health, well being, and career development.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the career development budget for senior staff.</li> </ul>
<b>SDGS</b>				
08.	 Decent Work and Economic Growth			







# Shared prosperity and transparency

Ranea whānui aa kia aria





OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
B-Corp certification. <sup>8</sup> <small><sup>8</sup> Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.</small>	We want to compare ourselves to the businesses and business people we most admire. The B-Corp certification allows us to do this accurately and transparently.	<ul style="list-style-type: none"> <li>The B-Corp certification process takes time and commitment.</li> </ul>	<ul style="list-style-type: none"> <li>Get B-Corp Certified.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve a B-Corp score of over 100</li> </ul>

**SDGS**

- 08.  Decent Work and Economic Growth
- 12.  Responsible Consumption and Production

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
Supporting our local community.	We want to be a conduit for bringing together a community of like minded people who want to create a better world.	<ul style="list-style-type: none"> <li>It can be challenging to encourage people to make time in their busy lives to attend our events.</li> <li>Organising community events requires time and resources from our staff in their busy lives to attend our events.</li> </ul>	<ul style="list-style-type: none"> <li>Collaborate with Ngā Puhi to build a clothing manufacturing facility in Kaikohe, Northland.</li> <li>Run monthly charitable fund-raising community events.</li> </ul>	

**SDGS**

- 08.  Decent Work and Economic Growth
- 12.  Responsible Consumption and Production

OBJECTIVE	WHY?	CHALLENGES	2021 TARGET	2022 TARGET
100% Transparency.	The fashion industry we inherited was built on the exploitation of human beings throughout the supply chain. That is not acceptable to us and we want to change how this industry operates. We have nothing to hide and want to share all our challenges, successes, and decision making with our stakeholders.	<ul style="list-style-type: none"> <li>Many suppliers in the fashion industry do not share our beliefs on transparency and can be reluctant to share information.</li> <li>There are instances where we are told one thing but when we ask for certifications they are not available.</li> <li>There have been instances in our industry where certifications are fabricated.</li> </ul>	<ul style="list-style-type: none"> <li>Produce a bi-annual sustainability report.</li> <li>Continue to communicate where our garments are made and from where our fabrics are sourced.</li> <li>Visit all tiers of our supply chain here in NZ.</li> </ul>	<ul style="list-style-type: none"> <li>Visit all tiers of our supply chain globally.</li> </ul>



