Stanley/Stella Charter

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Our planet faces huge environmental, social, and economic challenges. The fashion industry has a duty to respond to these challenges and to changing needs around the world. Sustainability and care for our planet and its people have always been at the heart of Stanley/Stella's activities.

With the Stanley/Stella Charter, we want to share the guiding framework that represents what we stand for as a company in the garment industry. It articulates our commitment to addressing critical environmental, social, and governance (ESG) issues in our area of influence.

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The Stanley/Stella Charter

Together with our employees, suppliers, and Official Dealers, we aspire to form a community of like-minded individuals, driven by the common desire to positively impact both the Stanley/Stella ecosystem and our industry.

The ten points of our Charter outline the core principles that influence our behaviour and inspire the entire Stanley/Stella community to care about our planet and its people:



Nature protection

Preserve soil, water, air and biodiversity through responsible material sourcing, manufacturing, distribution and decoration.



Carbon footprint

Contribute to global carbon neutrality by leading CO2 reduction activities across our value chain and engaging in compensation initiatives.



Circularity

Minimise product and packaging waste at production and consumption levels, taking steps towards circular business models.



Working conditions and well-being

Respect human rights by providing and advocating for safe and good working conditions.



Diversity, inclusion and equity

Promote diversity in recruitment and business practices, an inclusive professional environment, and equal opportunities for all.



Community engagement

Contribute to the economic and social development of communities through fair remuneration, education, and our ecosystem engagement.



Accountability and traceability

Take accountability for our actions across our supply chain through full traceability and human rights and environmental due diligence.



Collaboration

Stimulate open-minded dialogue and collaborate with our communities and stakeholders within and outside the industry for a bigger and better impact.



Innovation and empowerment

Reinforce business sustainability through digitalisation and innovative thinking and actions.



Transparency and authentic communication

Openly and accurately communicate with our communities and stakeholders about our social and environmental challenges, the actions we are taking, and where our limits lie.

Planet

We know that our planet's natural resources are precious and limited, which is why we want to do everything we can to preserve them.

We all know that we are reaching the limits of the earth's natural resources. At Stanley/Stella, we want to take responsibility for preserving the soil, water, air and biodiversity. Our three areas of action are centred around using no harmful materials and chemicals, reducing carbon emissions, and driving circularity.

Firstly, we strive to use materials and chemicals that will have a minimum impact on soil and water. With organic cotton and other raw materials, we apply stringent standards to control and trace the material origin and composition. We also go beyond these standards through on-the-ground involvement.

Secondly, we aim to reduce our carbon footprint. After the first step of measuring our CO2 emissions, we want to make informed choices about how to reduce and better manage our impact in a meaningful way, and to encourage our partners, suppliers and customers to adopt better practices to collectively make a difference.

Thirdly, by promoting sustainable and circular design and manufacturing processes, and by reducing our waste as much as possible, we seek to decrease our global environmental footprint.

Nature protection

Goals

- Materials: favour materials that do not harm nature and biodiversity.
- Chemicals: minimise the use of any harmful chemicals at any step of the supply chain.

Completed or ongoing actions

- Sourcing of responsible materials:
  - GOTS (Global Organic Textile Standard) and OCS (Organic Content Standard) certified organic cotton
  - GRS (Global Recycle Standard) certified recycled materials
  - Other alternative materials with sustainability requirements equivalent to GOTS or GRS (e.g. modal)
- Confirmation of traceability and reliability of materials through:
  - mapping of the supply chain
  - testing of organic cotton fibres
  - recruitment of a cotton sourcing specialist
- Chemicals:
  - Limiting the use of harmful chemicals through GOTS certification of upstream and downstream partners.
  - Standard 100 by OEKO-TEX® certification, going beyond compliance with the EU's REACH regulation.

Next steps

- Continue the sourcing strategy for the current materials (including certifications).
- R&D and innovation: investigate and collaborate with partners/suppliers on new environmentally friendly materials.
- Continue to reinforce traceability of materials and chemicals management through certifications and on-the-ground activities.

Carbon footprint

Goals

- Contribute to carbon emissions reduction across our supply chain in line with the Paris Agreement on climate change.

Completed or ongoing actions

- Calculation of Stanley/Stella carbon footprint from raw material to product end of life.
- Identification of scope 1, 2, and 3 emissions.
- Sustainability task force and quick-win activities:
  - Review company mobility policy
  - Sustainable offices at Brussels headquarters (HQ) and Bangladesh Liaison Office (BLO).

Next steps

- Develop a strategy, establish GHG reduction objectives, and prepare an action plan
- Engage our upstream and downstream partners in the strategy and action plan:
  - Alignment of objectives and priorities.
  - In-depth energy assessment of our partner factories
  - Official Dealers task force and best practices.

Circularity

Goals

- Design, develop and manufacture products using circularity principles.
- Reduce the amount of waste sent to landfill.

Completed or ongoing actions

- Products
  - Recycled product range: partnership with specific suppliers to reuse our own cutting waste and create new products.
  - Recycled materials: outerwear product range made from recycled PET bottles.
- Packaging:
  - Packaging made from recycled materials.
  - Maximum reuse of cardboard boxes at different steps of our supply chain.
- Charity donation of unsold products and decommissioned IT equipment.

Next steps

- Develop a strategy for circularity from production to product end-of-life. This includes, among other things:
  - increasing the recycling ratio of our own cutting waste.
  - reducing overstock and unsold goods.
  - eco design for circularity, focusing on longevity and recyclability.
  - packaging strategy for optimisation and reuse.

People ↱

People

We know that without our people,
we would not be who we are today.
This is why we strive to look after
their well-being and value their talent.

Stanley Stella has grown considerably since its origins in 2012; growth that would not have been possible without dedicated individuals and strong partnerships. We want to continue our commitment to people; in line with our membership of Fair Wear Foundation (FWF), our efforts are focused on securing good working conditions and well-being, giving opportunities to all in an equal way, and strengthening our contribution to the development of local communities.

Also, at Stanley/Stella, we want to provide opportunities to all our employees; diversity and inclusion is therefore an important point on our Human Resources agenda.

Finally, we believe that we have a duty to support the local communities that are part of our ecosystem; through fair remuneration and the implementation of specific projects with our partners and suppliers, we take this responsibility very seriously.

Working conditions and well-being

Goals

- Ensure good and safe working conditions for factory workers at all our Tier 1 suppliers in close collaboration with them.
- Stanley/Stella (HQ and local liaison offices): strengthen employee engagement through a stimulating environment and attractive conditions.

Completed or ongoing actions

- Partnership and common commitment with Tier 1 suppliers:
  - Establishment of a local liaison team (30 people) for close collaboration with suppliers.
  - Adherence of suppliers to the Stanley/Stella Code of Conduct, in line with the principles of the United Nations' International Labour Organization.
  - Supplier audits in line with our FWF membership.
  - Constant monitoring and follow-up by the local liaison team for continuous improvement at Tier 1 suppliers and the majority of Tier 2 suppliers.
- Actions at Stanley/Stella HQ and local liaison offices:
  - Friendly workplace environment which reinforces team spirit and well-being.
  - Range of attractive benefits.

Next steps

- Reinforce our supplier onboarding, appraisal system, monitoring, and Corrective Action Plans in line with Human Rights Due Diligence (HRDD) principles.
- Reinforce social aspects (with a focus on worker conditions) in risk assessment activities for our diversification and growth strategy, both at global and local level.
- Extend HRDD further upstream in our supply chain.
- Actions at Stanley/Stella HQ:
  - Task force on work life balance and flexible working policy.
  - Reinforce people development through on-the-job and external training.

Diversity, inclusion and equity

Goals

- Build an inclusive company providing equal opportunities to all

Completed or ongoing actions

- More than 25 different nationalities working at Stanley/Stella.
- Increased diversity in images used in marketing communication.

Next steps

- Develop a policy and reporting process to ensure equity in terms of remuneration, promotion, etc.

Community engagement and impact

Goals

- Fair remuneration: strive to provide factory workers at our Tier 1 suppliers with a living wage.
- Education: promote professional and personal development through training and local cooperation.
- Directly support projects in local communities.

Completed or ongoing actions

- Fair remuneration:
  - Stanley /Stella top management commitment and ownership to advocate for living wage in partner factories.
  - First analysis of wage gap at Tier 1 suppliers.
  - Introduction of FWF's Fair Price app to facilitate fact-based costing by suppliers.
- Education:
  - Implementation of FWF's Workplace Education Program (WEP)
- Projects contributing to local communities:
  - Fair Priced Grocery Shops in Bangladesh.
  - Solar-powered water pump in India.

Next steps

- Fair remuneration:
  - Develop a strategy and roadmap to contribute to a living wage in our partner factories.
  - Expand the use of the Fair Price app to all our suppliers to better align purchasing practices.
  - Initiate a pilot project on factory efficiency improvements to directly contribute to higher worker remuneration.
  - Continue to provide alternative solutions that directly benefit workers' living standards, e.g. subsidised grocery stores.
- Stanley/Stella Fund: develop a coordinated, consistent approach to supporting projects for local communities.

Working principles ↱

Working principles

Actions without impact are not enough;
we believe that the way we work
contributes directly to our success and to
the achievement of our sustainability objectives.

At Stanley/Stella, we want to make sure that our sustainability actions lead to real impact, and we want to go one step further in how we approach every objective.

We take accountability for each of our social and environmental objectives through our deep engagement across the supply chain and by reinforcing the traceability of our materials. We also foster innovation and collaboration as we believe that out-of-the-box thinking and partnerships are essential to achieving a bigger and better impact.

Lastly, as we value all our stakeholders, we believe that transparency and authentic communication both internally and externally are essential in our approach to sustainability.

Accountability

Goals

- Implement Human Rights and Environmental Due Diligence (HREDD) for Tier 1 suppliers.
- Ensure material traceability to the highest possible level possible across the supply chain.

Completed or ongoing actions

- CEO and top management commitment on sustainability.
- Gathering of detailed human rights-related due diligence documentation from Tier 1 suppliers as well as signature of the Stanley/Stella Code of Conduct, monitoring, and follow-up.
- Compliance with the requirements of certifications (GOTS, OCS, GRS, OEKO-TEX®, PETA) and memberships (Fair Wear Foundation) at all steps of the supply chain.
- Establishment of local teams to support suppliers' development.

Next steps

- Strengthen existing activities and documentation to be in line with stakeholder expectations and new regulations.
- Develop a formal HREDD policy for Tier 1 suppliers.
- Extend HRDD further upstream in our supply chain.
- Evaluate opportunities for expanded due diligence further upstream in the supply chain.

Collaboration

Goals

- Use collaboration as a tool to increase reach and achieve a bigger impact.

Completed or ongoing actions

- Membership in multi-stakeholder initiatives with a focus on industry collaboration and shared learning (i.e. Textile Exchange and Fair Wear Foundation).
- Strong partnership with our Tier 1 suppliers on sustainability objectives and actions.
- Collaborative approach with Official Dealers through activities and pursuit of relevant certifications.

Next steps

- Industry collaboration:
  - Initiate partnerships with other brands to have a bigger impact on various topics, such as audits, living wages, social initiatives, and carbon footprint.
  - Expand direct partnerships with responsible fibre producers and partner with the best suppliers of sustainable fibres to help develop alternative materials.
- Connect with regulatory authorities and other stakeholders such as NGOs and academics to support sustainability-focused improvements.
- Upstream and downstream exchange of best practices in relation to specific projects such as carbon footprint and living wages.

Innovation and empowerment

Goals

• Ensure business sustainability through out-of-the-box thinking and empowerment of people.

Completed or ongoing actions

• Acceleration of Stanley/Stella's digital transformation and enabling people to take leadership in key projects.
• Development of internal task forces and workshops with cross-functional team members.
• Innovative partnership strategy across the supply chain (including Official Dealer recognition).

Next steps

• Reinforce an innovation mindset and approach among employees in all areas (e.g. materials, production, and distribution) to support Stanley/Stella's growth:
  – Digitalization
  – Training

Transparency and authentic communication

Goals

• Be a trusted reference for sustainability in the garment industry.

Completed or ongoing actions

• Full transparency on our sustainability activities in our Sustainability Report and company communication.
• Development of marketing communication guidelines which include a policy on sustainability-related claims in line with our actions.

Next steps

• Ongoing open-minded and transparent collaboration with internal and external stakeholders.
• Continuous transparency about our challenges and actions across all our communications, tools and channels.

Thank you
for being part
of the change!