

A close-up photograph of cotton bolls in a field. The cotton is bright white and fluffy, with some brown, dried leaves visible. The background is a soft-focus field of more cotton plants under a clear sky. A teal ribbon-like graphic is in the top right corner.

GANT
SUSTAINABLE
FIBER STAIRCASE
STRATEGY
2030

THE GANT 2030 SUSTAINABILITY VISION

Our vision is to create a more beautiful and sustainable world.

In keeping with GANT's belief that we should Never Stop Learning, we've adopted a philosophy of creating products that are premium, preppy, timeless and designed to have a long life. To celebrate our heritage of being a bio-based businesses, we will continue to source traceable and sustainable plant-based materials globally. This is how we can educate ourselves and act on our ethical, environmental and social responsibilities.

GANT will be a brand known and loved for improving waterways in the world. We believe this conscious, sustainable approach to designing beautiful products is the future of good business.

TARGETS

2020

Source more than 50% of our materials from better alternatives to conventional sources in 2020.

2025

100% of key materials will be sustainably sourced by 2025 by converting all key materials from conventional to more sustainable.

2030

By 2030, we will only source cotton and other materials through the best available farming practices at hand to support our overall vision.

HOW TO GET THERE

- **Design for longevity and durability to prolong the lifespan of garments**
- **Design for circularity**
- **Act on science-based facts and choose low-impact materials**
- **Always prioritize scalability**
- **Mitigate scarcity of resources by driving innovation**
- **Participate in global partnerships to drive action and long-term impact**

GANT WAY

High quality, durability and authenticity are the key elements of GANT products. To support this we seek new and innovative raw materials, as well as sustainable ways of farming important crops such as cotton. We have several strategic programs in place to mitigate resource scarcity and to take care of the existing resources as it is crucial to ensure the future availability. We see great potential in challenging the industry status quo to decrease its high impact and the linear usage of materials.

Our overall sustainable fiber staircase targets are:

- Source more than 50% of our materials from better alternatives to conventional sources in 2020.
- 100% of key materials will be sustainably sourced by 2025 by converting all key materials from conventional to more sustainable.
- 100% of our cotton will be sustainably sourced by 2022. All conventional cotton will be replaced with more sustainable alternatives such as Better Cotton Initiative, organic cotton, recycled cotton, regenerative cotton and transitional cotton.
- By 2030, we will only source cotton through the best available farming practices at hand to support our overall vision.
- We commit to zero deforestation and to the protection and sustainable management of natural forests by only choosing certified cellulose by 2023.
- We commit to eliminating single-use plastic in B2C packaging by 2025 and in B2B packaging by 2030.
- We commit to ensuring that at least 50% of all plastic packaging we use in B2C and B2B packaging is 100% recycled content by 2025 and 2030 respectively.

To ensure that we meet these targets we have identified the following key focus areas and actions:

- Act on science-based facts and choose low-impact materials
- Always prioritize scalability
- Design for longevity and durability to prolong the lifespan of garments
- Design for circularity
- Participate in global partnerships to drive action and long-term impact
- Mitigate scarcity of resources by driving innovation

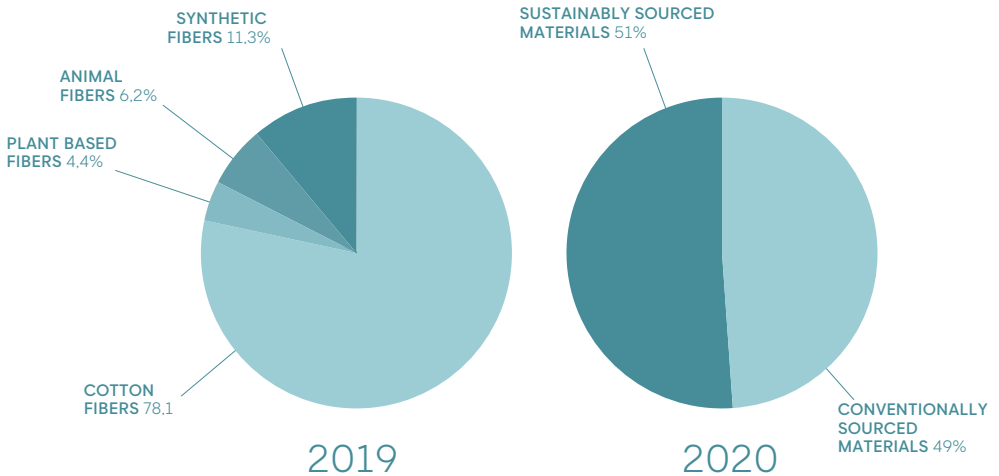
*"Taking care
of our resources"*

JESSICA CEDERBERG WODMAR

MAKING CONSCIOUS CHOICES

We know that the choices we make when choosing raw materials for our products are crucial when it comes to the impact they have on people, animals, water, environment and the planet.

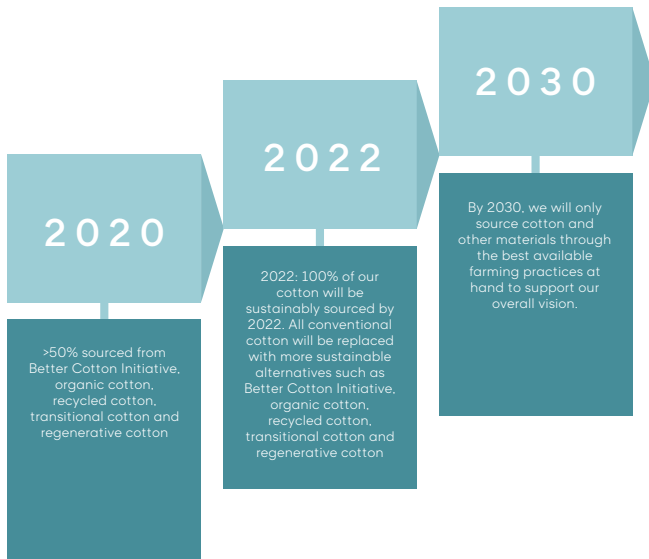
We make an important conscious choice to work with natural materials due to the fact that they are both renewable and biodegradable. However we have many challenges to overcome when it comes to the cultivation and processing of natural materials, as well as the lack of large scale circularity technology. We acknowledge the impact that the choice of material has on water, energy, climate, biodiversity, land use, air emissions and waste. To ensure that the choices we make have a significant positive impact we work with a sustainable fiber staircase that takes both impact and scalability into consideration. The staircase is based on science and life-cycle assessment data. We work with both the Higg index Material Sustainable Index and the Textile Exchange Material Change Index.



THE IMPACT OF COTTON

At GANT 89% of our material is made from natural fibers. To ensure that these natural resources can be relied on in the future we have several strategic programs in place to mitigate scarce resources and take care of the resources that we already have on the planet. Out of these natural fibers, we work primarily with cotton.

In 2019, 78% of our collection was made from cotton. Because of this, we have a clear cotton staircase to 2030 with a three-step-plan for our cotton usage. By 2022 our target is to have replaced all conventional cotton with better options, such as Better Cotton Initiative, organic cotton, recycled cotton, regenerative cotton and transitional cotton. By 2030 we will only source cotton through the best available farming practices at hand to support our overall goals. We will also explore and work with partners to invest in new scalable innovative materials with a possible low impact, e.g. cottonized hemp.



ORGANIC COTTON

Two-thirds of the world's population may face water shortages by 2025. By supporting organic cotton farming, we're making an investment in a more sustainable future.

We believe supporting organic cotton farming is a conscious step towards building a responsible, sustainable business.

Organic cotton is produced and certified according to organic agricultural standards, meaning its production uses natural processes as opposed to artificial inputs like toxic chemicals. Organic cotton is not only more natural, it's a more sustainable choice. Conventional cotton uses far more water than organic cotton, as organic cotton is 80% rain-fed, which reduces pressure on local water sources. Given that two-thirds of the world's population may face water shortages by 2025, it's more important than ever to invest in cotton that is produced more sustainably, providing more safeguards for local farmers and their families.

At GANT, we believe that buying organic cotton is an investment in creating a more sustainable world. By 2022, we plan to replace all of the conventional cotton we use with either organic cotton, Better Cotton Initiative cotton, recycled cotton, in transitional cotton and regenerative cotton.

BETTER COTTON INITIATIVE

Cotton is the most common fiber we use. To support change and to work toward a more sustainable future, GANT is a proud member of the Better Cotton Initiative, which supports more sustainable practices at a farm level.

Since GANT was first founded in 1949, cotton has been one of the most important materials we use. With our ambition to produce garments that last a lifetime, this natural fiber is fundamental to our business.

As a way to contribute to much-needed change in the cotton industry, GANT is a proud and active member of the Better Cotton Initiative (BCI). The BCI is the world's largest non-profit organization working to secure a more sustainable future for the cotton sector. To achieve this, BCI-licensed farmers are educated to implement more environmentally, socially and economically sustainable production practices. This means using water more efficiently, minimizing the use of chemicals and the negative effects of pesticides, and improving livelihoods and economic development for cotton growers.

Better Cotton is sourced via a system of Mass Balance and is not physically traceable to end products. Mass Balance means that Better Cotton is sourced from BCI-licensed farmers and is then mixed with conventional cotton in a complex supply chain. The retailers have sourced the Better Cotton and the BCI farmers have seen the benefit, but Better Cotton may not be in the end product. BCI does this because the process is less complicated than physical traceability, keeping costs low to allow even more demand for Better Cotton, thereby enabling the BCI to reach more cotton farmers. When you see the BCI tag on our products you know you are supporting more sustainable practices at the farm level, and you are buying cotton from a committed BCI member who is investing in BCI. See bettercotton.org for more information.

In 2019, we sourced more than 30% of our cotton from BCI. By 2022 we will source 100% of our cotton more sustainably, through BCI, organic cotton and recycled cotton.

CONSCIOUS CHOICES

While the majority of the material we use comes from natural fibers, we use synthetics like recycled polyester strategically where it is the best fit.

We strive to use as many natural fibers as possible, in 2019 we used 89% natural materials, but will continue to use synthetics strategically where it enhances the durability, quality and longevity of our garments, for example in our outerwear, rainwear and Tech Prep shirts. When we use synthetics we aim for it to be recycled where possible, an example of where we mainly use recycled polyester is in outerwear padding and we are staircasing recycled polyester into our collections, by 2025 we aim to only use recycled polyester in our key synthetic garments . Another example is the Ocean Prep line which contains upcycled ocean plastic.

We recognize the issue of microfiber pollution and the need for both investment and research and have partnered up with RISE who are researchers within the field. The majority of our polyester usage is in our outerwear garments, where it enhances the performance of the garments, they do not need to be washed very often and sometimes spot cleaning will do the trick.



ANIMAL WELFARE

We also recognize the need for a raised bar in animal welfare in the fashion industry. We have certified ourselves to the Textile Exchange's standards and are already working with 100% mulesing free wool and 100% RDS certified down. GANT has an Animal welfare policy to encourage, promote and secure good husbandry practices and respectful treatment of animals. Breeders and all parties handling the animals should adhere to the Five Freedoms defined by EU Farm Animal Welfare Council/World Organization for Animal Health (OIE). Materials used by GANT for animal products may only be a bi-product from meat production. The origin of wool must be sourced from producers with good animal husbandry, no mulesing is allowed. Down and feather must not originate from farms practicing live-plucking or forced feeding. Wool, down and feathers must be certified. No fur, endangered species, caged animals, rabbit hair, angora is allowed at GANT. We are exploring new projects to support local farms and are supporting new standards, such as the Responsible Mohair Standard, to set a new baseline for the industry.

RESPONSIBLE DOWN

We are proud to be certified by the Responsible Down Standard, a global standard that recognizes best practices in animal welfare.

We have certification from the Responsible Down Standard, an independent global standard that recognizes best practices in animal welfare when it comes to down products. All down used in GANT products is compliant with this standard, which prohibits any removal of down and feathers from live birds (live-plucking or molt-harvesting). It also prohibits force-feeding and ensures that there is a holistic respect for the welfare of birds from hatching to slaughter.

SUSTAINABLY SOURCED WOOL

Responsible wool is wool that is sourced from producers with good animal husbandry and is sourced from a mulesing-free farm.

GANT's animal welfare policy has been created to encourage, promote and secure good husbandry practices and the respectful treatment of animals. Breeders and all parties handling the animals should adhere to the Five Freedoms defined by EU Farm Animal Welfare Council/World Organization for Animal Health (OIE). Raw materials used by GANT originating from animals can only be a by-product from meat production. The origin of wool must be sourced from producers with good animal husbandry, and no mulesing is allowed. We source all wool from mulesing-free farms and are continuously staircasing in wool certified to the Responsible Wool Standard as well as organic wool.




CONCLUSION

We see great potential in taking on the challenge of high-impact materials and the linear usage of materials that is the industry status-quo. We believe in partnerships and in real innovation being built together with the whole industry to mitigate the social and environmental challenges of material consumption.

We believe in designing for longevity and durability to prolong the lifetime of the materials used in our timeless designed garments. We participate in global partnerships to drive action and long-term impact. We choose innovative materials according to science. We work with sustainable scalability and premium quality. We design for circularity. Designing for circularity and using the resources we have in the most efficient way possible and strive to mitigate resource scarcity.

All this, we believe, creates great business opportunities for a brand that is driven by its belief that we should Never Stop Learning. We have already embarked on a journey of discovery of new ways of consuming materials that are exploring innovative materials. We are ready to take the next steps in 2020.



“If you don’t know where you’re coming from, you don’t know where you are going.”

BERNARD GANTMACHER

GANT