



MUD JEANS

The background of the lower half of the page is a close-up photograph of denim fabric scraps. The fabric is in various shades of blue, from light to dark, and is shown in a disorganized, crumpled state, suggesting a recycling or upcycling process. The lighting is soft, highlighting the texture of the cotton fibers.

# Sustainability Report 2019



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# This report

In 2019 we published our first sustainability report. One year later we want to follow up, let you know how things have progressed, how well we met our goals and outline our targets for 2020. We are excited to share with you our environmental achievements and the advancements of our Road to 100 project, through which we are striving to make a pair of jeans out of 100% post-consumer recycled cotton. In this report, we aim to empower our customers with knowledge about their MUD Jeans, and inspire the industry to follow our circular approach.

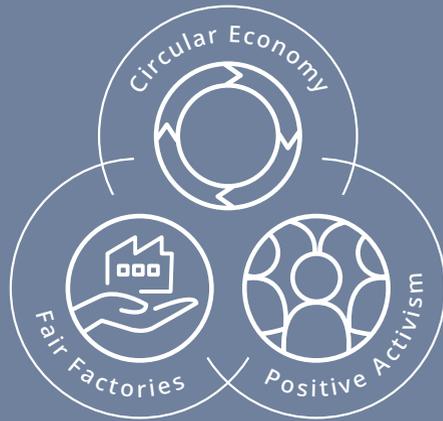
Laura Vicaria, CSR Manager

‘We aim to empower our customers with knowledge about their MUD Jeans, and inspire the industry to follow our circular approach.’



# Our Summary

MUD Jeans Strives for continuous improvement. Through our three pillar strategy we have achieved exciting outcomes in 2019.



As a circular company our footprint is minimizing steadily. Everyday we're working on having an impact on the fashion industry rather than on our planet.

## Total Savings until 2019

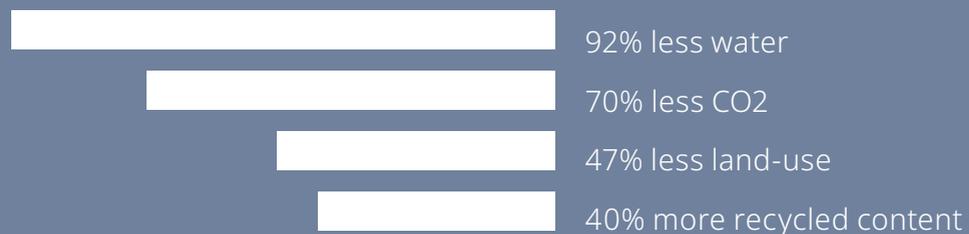
**550**    **1.500.000**    **20.000**

Million Liters of water saved

Kilos of CO2 avoided

Jeans saved from landfill

## Per jeans compared to industry standard



## What we're proud of

- A Life Cycle Assessment for every pair of jeans: we are now able to share the exact impact per jeans.
- 89% less chemicals and 65% less energy.
- Collaboration with Sea Shepherd: we launched a capsule collection to raise awareness for the oceans.
- Stainless steel buttons and rivets: our jeans are now 100% designed for recycling
- Partnership Ellen MacArthur: we were part of the Jeans Redesign run.
- Foam dyeing: one of our fabrics is foam dyed. Using 100% less water for dyeing,
- Net Zero by 2030: together with other B Corps we declared climate emergency and committed to being Net Zero by 2030.

## Supply Chain Overview



**Recycled Fibre & Yarn:** Recover, Spain

**Fabric:** Tejjidos Rojo, Spain

**Paper Labels:** Vögeli AG, Switzerland

**Stitching & Laundry:** Youstex International, Tunisia

**Sewing Yarn:** Cucirini RAMA, Italy

**Cotton Labels:** IBRODET, Tunisia

**Button & Rivets:** PRYM, Italy

**Zippers:** YKK, Tunisia

**Virgin Organic Cotton:** GOTS certified organic cotton, India

## Goals 2020



A pair of jeans made of 100% post-consumer cotton.



New social audit of our factories.



Inspire people weekly through our talks.



# Our Sustainability Journey



## MUD Jeans, an Introduction

If you are reading this report, you are probably no stranger to the negative impact of fast fashion. It has been judged as the second most polluting industry in the world. According to the World Bank, the fashion industry is responsible for 10% of annual global carbon emissions. Fast fashion is the main way fashion exists today. Its linear economic model, driven by high-level of consumption and fast levels of production, is responsible for tremendous environmental impact and horrendous social conditions

At MUD Jeans we do things differently. We strive to lead by example, and find an alternative to the fast fashion status quo. By taking the most beloved piece in your wardrobe - your jeans - and making them sustainable and circular, we believe we can revolutionize the fashion industry. MUD Jeans is grounded on a circular business model, meaning that the entire business, and how we produce our product, is focused on eliminating waste and focusing on positive society-wide benefits.

In 2013 MUD Jeans introduced Lease A Jeans, a purchasing model that would free the consumer from responsibility and environmental anxiety of having a new pair of jeans. Instead they are left only with the worry of "does my butt look good in these?". Through the lease concept, our customers can borrow our material in the shape of jeans, and return it once they are done using it. Depending on the condition of the returned jeans, they are either upcycled or recycled and re-incorporated into a new pair of jeans. Through this approach, no jeans end up in landfill and MUD Jeans slowly begins to incentivize a world without waste. Curious how we do this? Keep reading we will reveal it all.

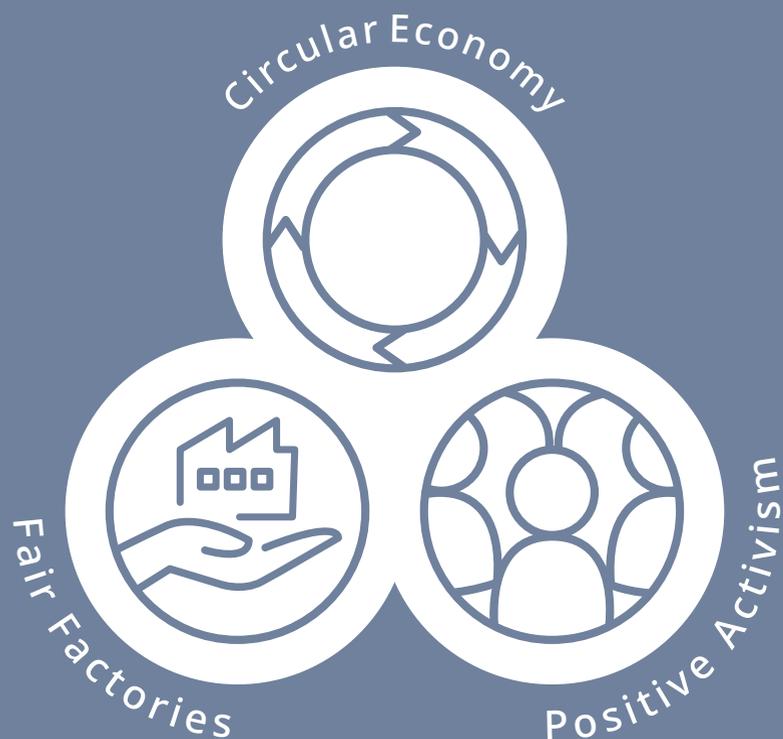


# Our Mission and Strategy

Our mission is for the fashion industry to be driven by circular production and conscious consumption. We pioneer with jeans, by taking positive action, being transparent and supporting sufficiency.

We believe that being mindful of nature and people is a necessity. We see a future in which our fashion industry finds a way of producing and consuming that does not stand in the way of our enjoyment nor that of future generations.

In order to radically change the fashion industry we need a strategy. Ours is based on 3 pillars:



## Circular Economy

For us, the sky is not the limit. We are always busy improving our products and making them more sustainable both socially and environmentally. Our ultimate goal is to make our products 100% circular.



## Fair Factories

Mr. Habib Ben Mansour, the owner of our garment factory and laundry Yousstex International, likes to say that we make noble products and we 100% agree with this. By producing consciously, we can directly create a safer and healthier working environment for our colleagues in the factories.



## Positive Activism

Through our pioneering approach we are changing the status quo within the fashion industry. With a smile on our face, we tell you how our innovative production techniques will change the world for the better. By doing this, we inspire others to start walking the talk. With other brands joining us we can turn this walk into a march.

“We pioneer with jeans, by taking positive action, being transparent and supporting sufficiency.”

# In a nutshell

- 11 employees
- 5 different nationalities in Team MUD
- 73% women in Team MUD
- Headquarters is based in Laren, the Netherlands
- B Corp, using business as a force for good
- 34,500 jeans sold in 2019
- 100% of MUD Jeans are produced by Yousstex International
- Our jeans are sold in 300 stores in over 26 countries



## A Proud B Corp

MUD Jean has been a proud certified B Corporation since January 2015. As a B Corp, we are committed to use business as a force for good. We therefore aim to drive our business with the highest social and environmental standards, full transparency and legal accountability. Through this approach, we aim to form part of the shift that strives to build a more inclusive and sustainable economy.

## Stakeholders

We work hard to foster strong relationships with all of our stakeholders who share our values and vision for the fashion industry. With consumers we make sure to always be in contact via mail, social media, blog, newsletters and events. We make sure to provide our Retailers with options that reflect their needs and don't encourage over purchasing. With our supply chain partners we work collectively to create a better fashion industry.

# Awards

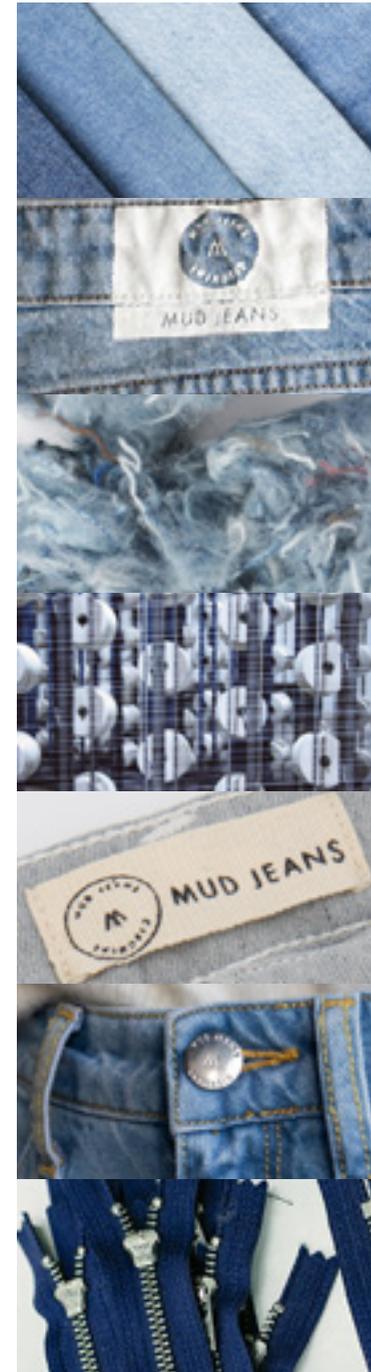
- Vegan PETA award 2015
- B Corporation Best for the World Environment Honoree 2018
- Sustainability Leaders Awards 2015
- Change in business Award 2013
- Circle Challenge by Circle Economy 2013
- Nominated Koning Willem I Plaquette 2018

# Partners

**SOCIAL & LABOR  
CONVERGENCE**



# Suppliers



## Fabric

Tejidos Royo  
Spain

## Paper Labels

VÖGELI AG  
Switzerland

## Confection & Laundry

Yousstex International  
Tunisia

## Sewing Yarn

Cucirini RAMA  
Italy

## Cotton Labels

IBRODET  
Tunisia

## Buttons & Rivets

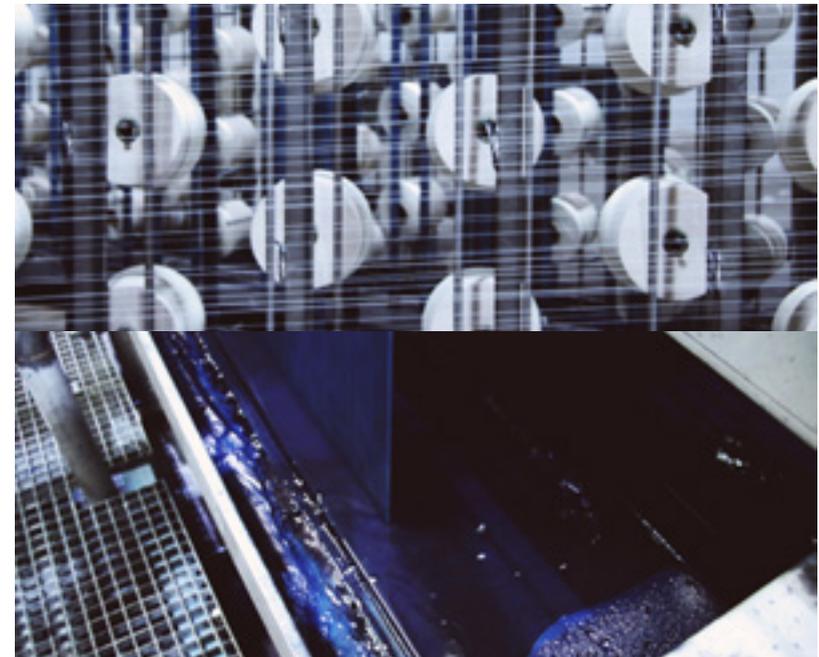
PRYM  
Italy

## Zippers

YKK

# Circularity at MUD Jeans

Circularity is the core of MUD Jeans' business model. We design, produce and sell keeping this model in mind. Before we go forward, it is important to clearly explain what we understand by circularity. A circular system aims for a continuous use of resources and the elimination of waste. Unlike a linear economy, which just focuses on producing, using and waste, in circularity you apply methods such as reuse, sharing, repairing, remanufacturing and recycling in order to close the loop. Overall, we are extending the life of that product as much as possible and at the end, recycling it in order to use it as raw material for a new product - hence the term close the loop. Through this method you are minimizing the use of new raw materials, as well as the creation of waste and pollution.



# Circular Economy



production. We maintain a simple supply chain which allows full transparency and control over our products.

An important detail to know about MUD Jeans is that we don't have seasons, our collection is permanent and trans-seasonal, with a few additions every now and then. Our production is determined by market demand, which ensures that we don't over produce and end up with unwanted stock.

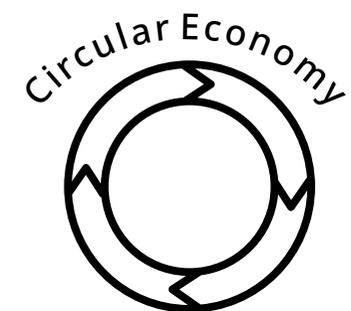
Our customers interact with our circular business through the Lease A Jeans model, where they commit to returning their jeans when they wish to dispose of them. A commitment that equally applies when purchasing the jeans. Once the jeans are returned to us, we then determine which jeans could still form part of the vintage collection, or if they should simply be recycled. The life of a pair of MUD Jeans doesn't end here, it simply restarts.

The recycled content is reincorporated into a new pair of MUD Jeans, and the cycle starts all over again. Through this approach, we are able to ensure that we don't generate waste and that we use all resources continuously, efficiently and with low environmental impact. Therefore at MUD Jeans we go beyond being sustainable and recycling, we are circular.

## How is MUD Jeans Circular?

At MUD Jeans we have thought very carefully about every aspect of our business to ensure that it reflects circularity. We do this by applying the highest environmental and social standards. We are not perfect, but we are continuously working to improve.

When you design a product with circularity in mind you have to think about all the stages of life of that product, its beginning and its end. In order for circularity to function successfully, the product needs to be made in such a way that it can easily be deconstructed and reincorporated into

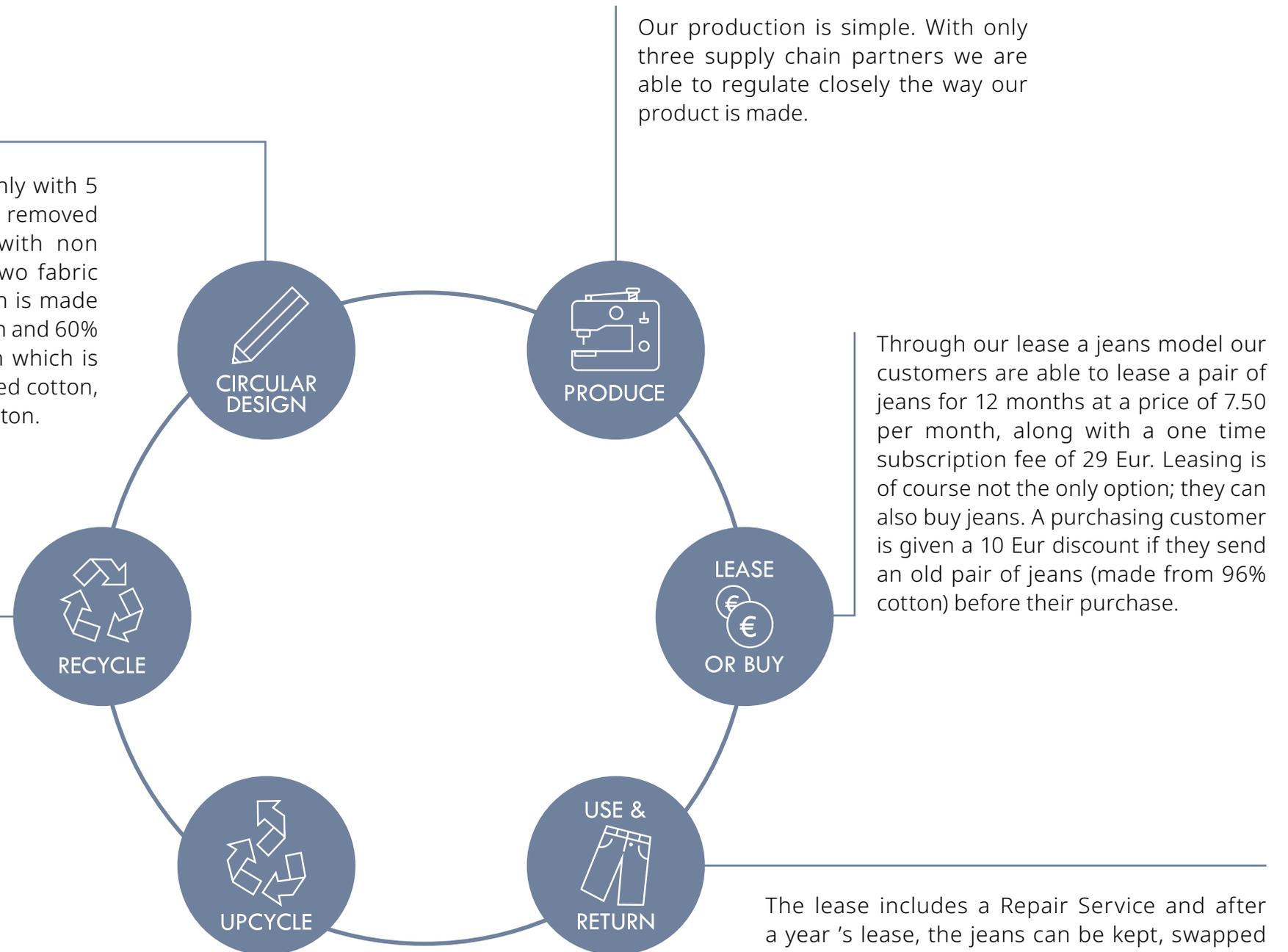


# Circular Loop

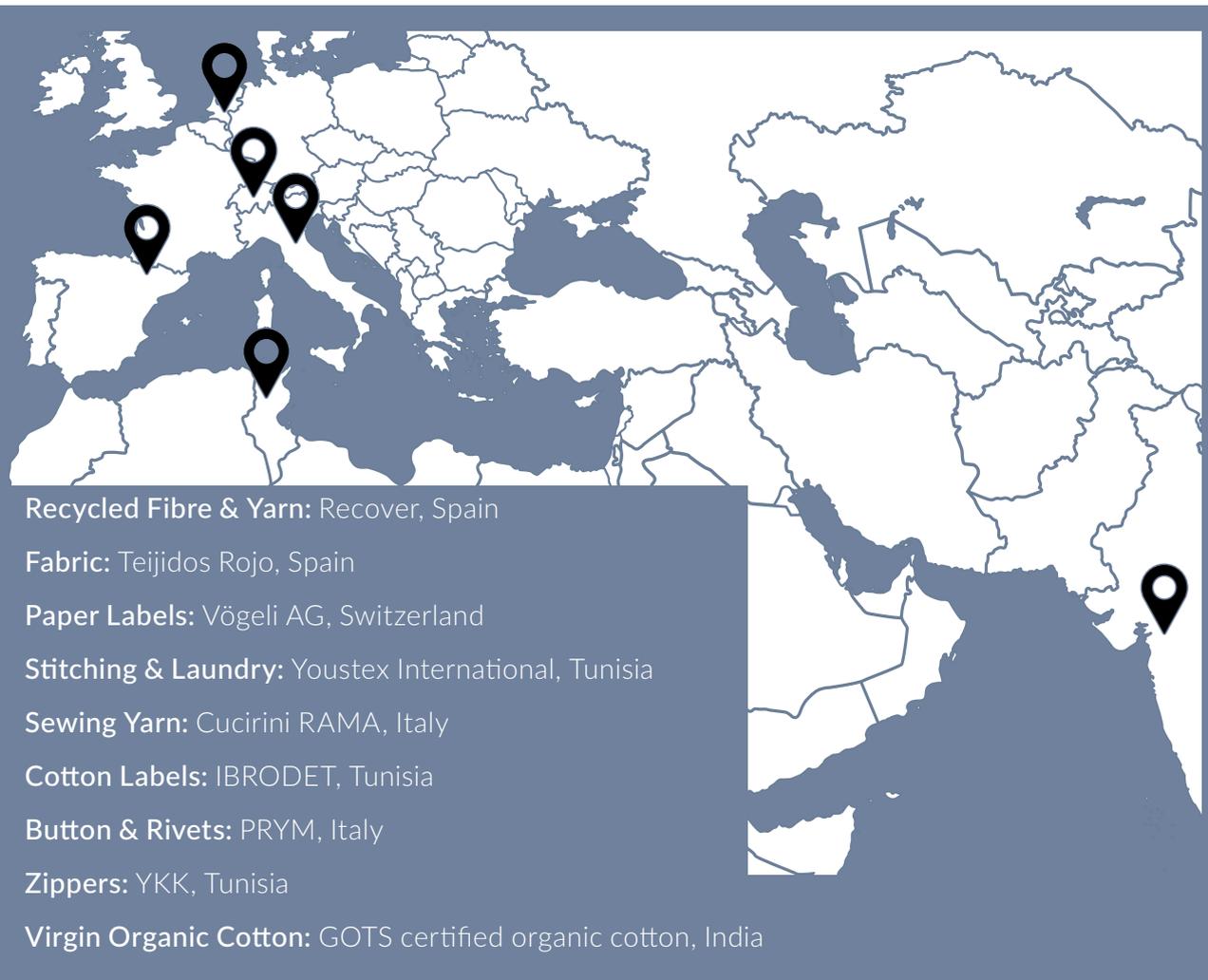
At MUD Jeans very simple. We work only with 5 fabrics, one button, one rivet. We have removed the leather patch and replaced it with non toxic printed on version. There are two fabric compositions available, the rigid which is made with 40% post-consumer recycled cotton and 60% GOTS certified cotton and our stretch which is made out of 23% post-consumer recycled cotton, 2% elastane and 75% GOTS certified cotton.

All good things must end, they say. Not for MUD Jeans. The life of a MUD Jeans never ends it just restarts. When the jeans are no longer in good condition they are sent to recycle. In this process the jeans are shredded into fibers and remixed with fresh organic cotton in order to make new yarns. And so the cycle begins again.

When we get the jeans back a quick evaluation takes place. If they are ok or require only small amendments they are then fixed and added to our vintage collection. Through this approach we are able to extend the life of our jeans. Extending the life of a garment by 9 months has the potential of reducing carbon and water footprint by 20-30% each.



# Supply Chain Overview



This organic cotton is blended with recycled jeans fibers at RECOVER in Valencia, Spain. The recycled jeans are derived from the jeans we collect as well as other jeans collected in the European region. From there the new yarn is taken to a nearby company in Valencia called Tejidos Rojo where the yarn is dyed and made into new fabric. The new fabric travels to Tunisia where the jeans are sewn and washed using different techniques in order to obtain different shades. Tunisia is where other additional bits and pieces are added in order to make the final product. These pieces come from Tunisia, Switzerland, and Italy and include paper labels, sewing yarn, cotton labels, buttons, rivets and zippers. In 2020 we are working to bring greater traceability to our product. This will not only give the customer greater understanding of where their jeans come from, but it will allow us to track the raw materials that we use in greater detail. For us it is particularly interesting to track the recycled cotton that we use. How cool would it be if we could tell you that your jeans contain cotton that has been recycled 3 times over 5 years?!

We have 3 main supply chain partners and a total of 7 suppliers. Simplicity is key as it facilitates full transparency in production, and further control over exactly how our products are made. It all starts in India, Mumbai because that is where we get our Global Organic Textile Standard (GOTS) certified cotton.



# Certifications

## Organic Cotton:

- GOTS Certified
- OCS



## Recycled Cotton:

- GRS Certified
- OEKO-TEX Standard 100



## Buttons & Rivets:

- OEKO TEX
- ISO 14001 & ISO 19000 Certified



## Indigo Dystar Dye:

- C2C certified

## Dry Indigo:

- Aitex



## Paper labels:

- C2C certified



## Zippers:

- ISO 900 | ISO 14001 | ISO/TS 16949,
- OEKO-TEX Standard 100

## MUD Jeans:

- Nordic Swan Ecolabel Certified
- PETA approved Vegan



# Packaging

Our packaging comprises 72% recycled cardboard. No plastic or unnecessary material is included in our packaging. To ensure efficiency in the use of the material, our logistics partner uses a special machine that makes the boxes specific to the size of the jeans that are being sent. When it comes to sustainable packaging, cardboard is always a good choice. It is organic, ethical, easily recyclable and 80% biodegradable. While it's a good start, we want to do better. We are investigating a better solution, one with less footprint and easier reusability.

# Environmental Impact

At MUD Jeans we produce our product sustaining to the highest environmental standards. The production techniques that are applied are circular and thus aim to reduce, reuse and recycle the materials that form part of the process.

## Water

Tejidos Royo, our fabric mill, has two Waste Water Treatment Plants at their facility. Each plant is used to remove solid materials, organic materials and chemicals from the water used in production so it can be returned to nature with a minimal environmental impact.

In 2019, the mill started to use a very cool dyeing technique called Dry Indigo for some of our jeans. Dry Indigo consists of using a foam dyeing technique that is able to dye yarns using 100% less water, 86% fewer chemicals, and 65% less energy.

At Yousstex International, 95% of the water used is recycled through a process called reverse osmosis. The 5% of the remainder evaporates and is replaced with rainwater. This means that no fresh water is used in production at Yousstex.

Jeans commonly come in all shades of blue. The variations at MUD Jeans are produced using innovative techniques such as laser and ozone. These techniques also prevent the use of toxic chemicals and high levels of water consumption.

## Energy

Energy efficiency is a key component to minimizing environmental impact. Tejidos Royo has shown strong initiative in this area as they are energy self-sufficient. Through a co-generation station, the steam from the factory boilers create energy. Brilliant!



## CO2

CO2 is commonly produced by human activities such as the combustion of fossil fuels and deforestation. Its overproduction is causing a greenhouse effect that is driving temperature changes in our planet – most commonly referred to as climate change. At MUD Jeans, we strive to have a minimal impact on climate change. We are constantly working to change the way we produce in order to decrease our CO2 emissions. Since 2016 we have been offsetting the CO2 that we do produce, and thus neutralizing our impact. Our dream is to go beyond carbon neutrality, but to actually contribute by removing additional CO2 from the atmosphere. This is called being carbon positive.

## Chemicals

Multiple chemicals are used in the life span of garment creation, from cotton pulp to fashion item. It has been estimated that 8,000 chemicals are used in the fashion, textile and shoe industry to turn raw materials to products. These chemicals are not only harmful to the environment and biodiversity, but also have the potential to impact human health.

At MUD Jeans we say no to nasty chemicals. In 2018 we obtained the Nordic Swan Ecolabel certificate for our products. This certificate confirms that we only use non-harmful, biodegradable chemicals. We have also eliminated the use of PP spray and stone washing in all MUD Jeans production. Instead we use innovative techniques such as lasering and ozoning in order to achieve a similar effect. These techniques are not only better for the environment but also for the health of our colleagues that work at the factories and handle these procedures.

‘The Nordic Swan Ecolabel certificate for our products confirms that we only use non-harmful, biodegradable chemicals.’

## Zero Waste

Our jeans are zero waste. Not only do we ensure that our product doesn't end up in landfill, we also design the product waste consciously. We don't do seasons and only produce based on demand. This prevents us from overproducing and generating waste from unwanted pieces.

At Yousstex International, the fabric waste from making the jeans is recycled. Our items are shipped in cardboard boxes with no polybags. This is also the case for our customer packaging. Through these efforts we ensure to minimize waste creation.



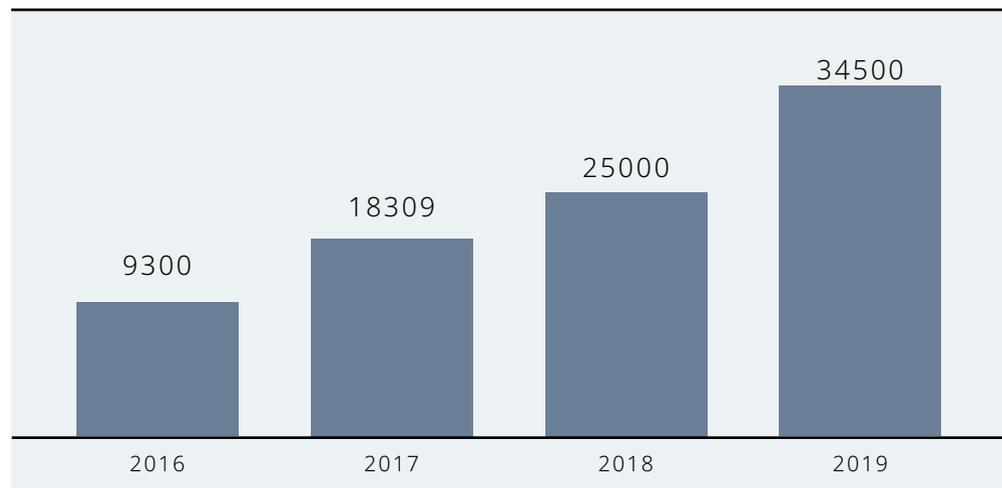
## Garment Care

Studies have found that how customers care for their product can impact 23% of water consumption and 37% of the CO2 impact during the lifespan of a pair of jeans. The way you take care of your jeans has a huge impact on the environment. We provide our customers with very clear and specific washing instructions for their jeans to ensure that they look good for as long as possible. Our customers also have the benefit of a free Repair Service within the first year of purchase. Through these efforts, we try to expand the life of our MUD Jeans and empower our customers to minimize their environmental footprint.

# Show me the numbers

We not only claim to be good but can prove it with numbers. In fall 2019, we completed our first full-scale, cradle to gate life cycle analysis (LCA) where we were able to get down to the nitty gritty and understand our environmental impact in more detail.

Numbers of MUD Jeans sold in the last 4 years:

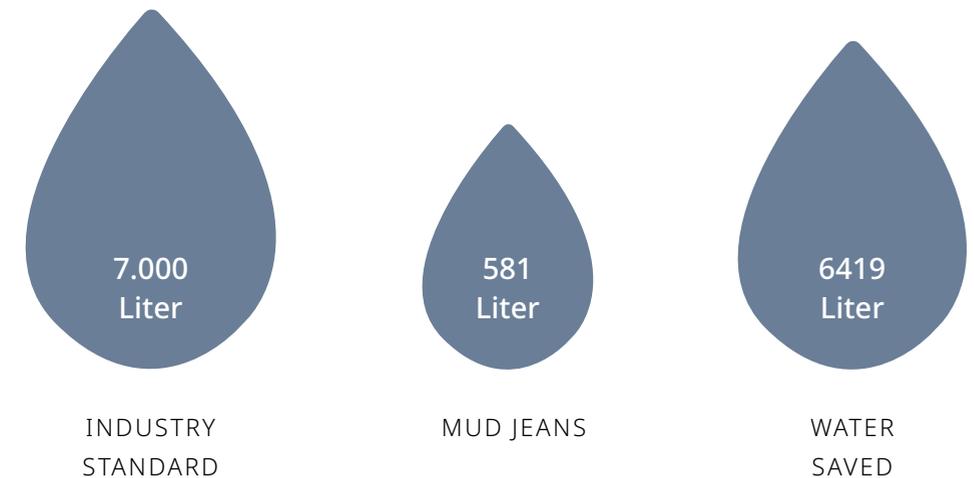


As a B Corp and a circular denim company, we create a lot of positive impact, both for people and the planet. Over the years there has been a steady sale increase of our circular denim.



## Water

From our last LCA in 2016 to our most recent one, we were able to demonstrate that we decreased our water impact by 61%. Compared with industry standard, MUD Jeans is using 92% less water per pair of jeans.



From 2016 to 2019 we have been able to save 533 million liters of water. That is 213 Olympic-size pools. That's pretty good. We dare other companies to show us better.





## CO2

From our last LCA in 2016 to our most recent one, we were able to demonstrate that we decreased our CO2 impact by 20%. Compared with industry standard, we produce a pair of jeans with 70% less CO2. In total, from 2016 to 2019, we have saved and estimated 1 million kg of Co2e compared with industry standard, which is basically the equivalent of driving from Amsterdam to Paris about 16,313 times or drinking 6 million cappuccinos.

In 2019, we produced an estimated 258,989 Kg Co2e. This total amount has been offset by investing in renewable energy through our collaboration with Blue Dot. Check out our certificates [here](#).

### CO2 Required to produce one pair of Jeans:



## Energy Consumption

Energy consumption and CO2 tend to go hand in hand. In our latest LCA study we were able to gain a more detail understanding of our energy use. We found that 162.39 MJ of energy is required on average to make one pair of jeans, 18% of which was produced using renewable energy sources.

## Land Use

Land use is a variable that was not used in the original 2016 LCA. As we were able to add detail to our most recent analysis, we found that understanding our impact on land is essential as cotton is our main material use. Our total land use is 5.16 m2a for each pair of MUD Jeans of which 99% is agricultural land. Our objective is to decrease this value by increasing our use of post-consumer recycled cotton.

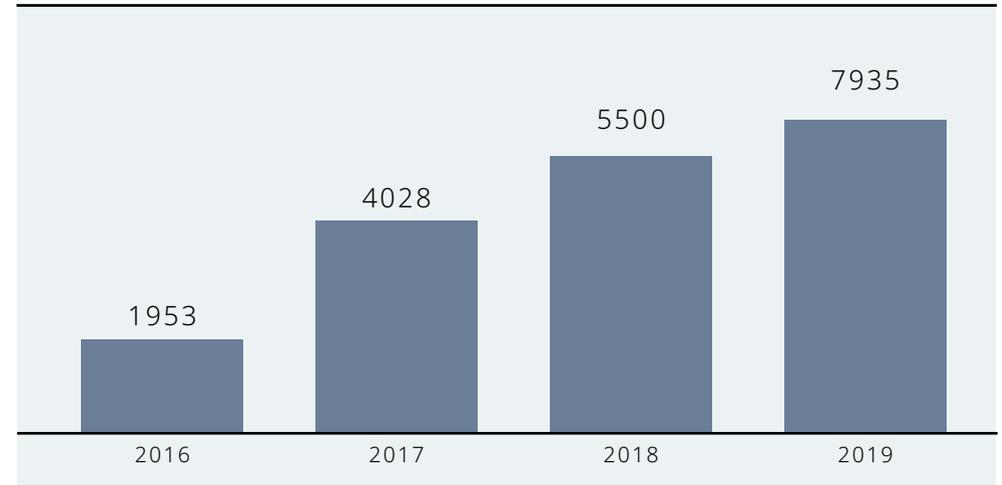


# Recycling

Our jeans not only contain recycled content, but we also collect jeans to be recycled. Below you can see an overview of the jeans that we have saved from landfill by making new jeans out of them compared with the amount of jeans that we have collected for recycling. One of our long-term objectives is for these values to match, and for them to only reflect MUD Jeans, as we currently also recycle and collect jeans from other brands.

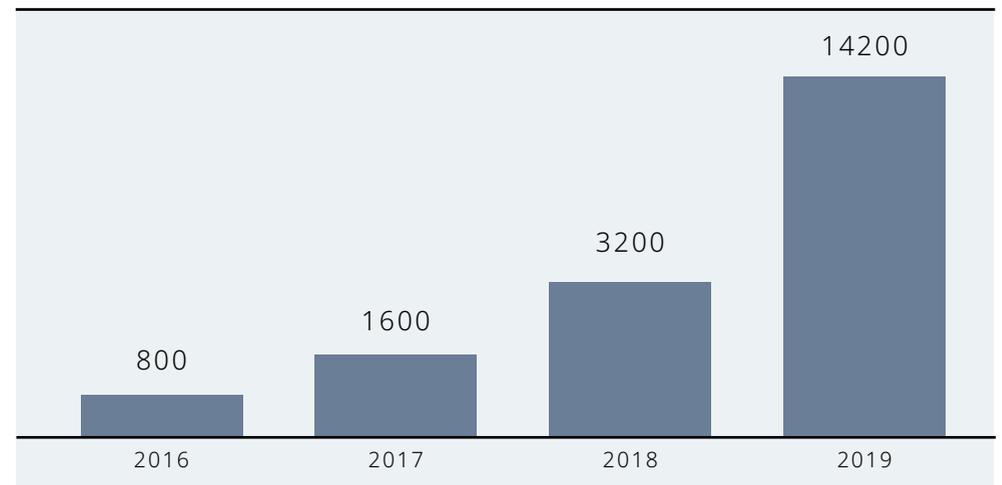


## Jeans saved from landfill and incineration by using them in MUD Jeans production:



In the past three years, around 23% of our jeans have been made out of recycled cotton. This is going to increase in the future as we develop cooler and cooler recycled fabrics with our recycling masters in Spain.

## Number of jeans send to us for recycling:



MUD Jeans customers can participate in the circular economy by sending us their old jeans for recycling. We don't only accept pre-loved MUD Jeans, but also other brands, as long as they are at least 96% cotton.

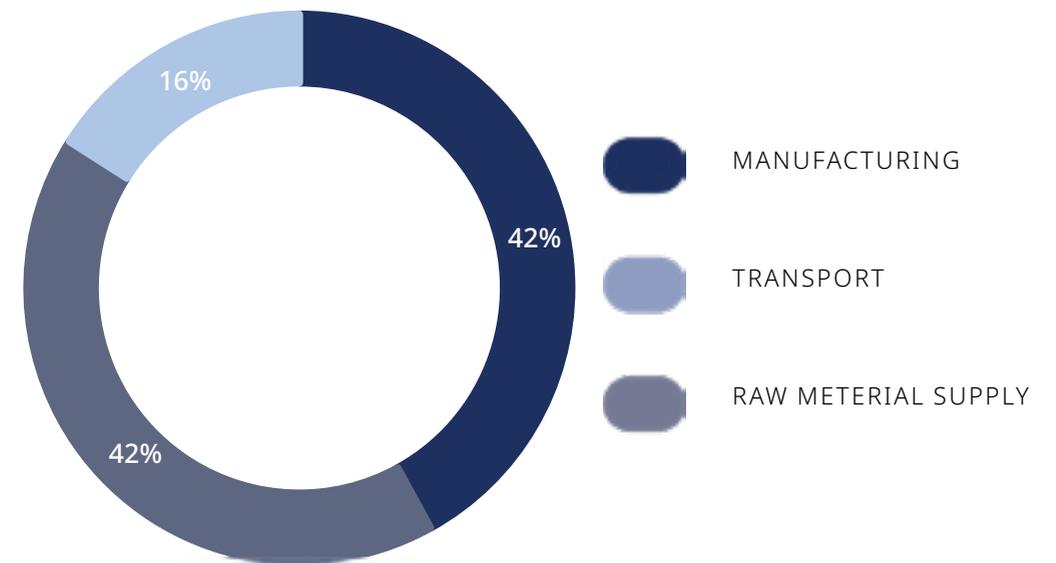
## Where is our impact

An LCA empowers companies to understand what their impact is and where in the supply chain it lies. Interestingly we were able to identify the environmental impact of every pair of jeans from every style. Pretty cool! The main impact areas we will focus on are our overall consumption of organic virgin cotton and the quantity and ways we consume energy. We found out that the majority of our impact (42%) lies in our use of raw material. This is basically the virgin organic cotton that goes into making a new pair of jeans. While we incorporate between 23-40% of post-consumer recycled cotton, the rest still represents a pretty big chunk of virgin material. Our raw material is accountable for 20% of our energy consumption and 82% of our total fresh water consumption. In other words, cotton is a big source of environmental impact. How to improve this? Use less of it.

42% of our overall impact is found in manufacturing. From the data we understood that this impact was created through high levels of energy use. From the total energy used per pair of jeans, a total of 83% was produced from non-renewable energy. To improve, we will need to collaborate with our partners to find alternative more energy efficient techniques specifically for ironing and sewing. However, a more immediate impact will be shifting to a renewable energy source.

Our transportation is our lowest source of impact as we move all of our product via truck and boats which are two of the most sustainable transportation alternatives. For our fellow extra nerdy people that like a good numerical overview, we invite you to check out our full LCA.

Average of Total Environmental Price:



## MUD Jeans Headquarters

Our most recent LCA covers our environmental impact from cradle to gate, meaning it covers everything from the growing of the cotton up to when the jeans are made. Missing is the transportation to our customers, how our customers use the jeans, and also the impact of our head quarter offices in the Netherlands. As for the latter limitation, we aim to build these in as we produce LCAs on an annual basis.

Our office is pretty small, we are only 11 people. We are located at the Groene Afslag, a circular hub in the forest in Laren, Netherlands. Half of the team live in Amsterdam and we carpool in fully electric Fiat 500. We all eat lunch together, which is 90% always vegetarian and about 60% vegan. At the office we of course follow all standard recycling rules. We mainly travel to our events via car or train. While we are pretty proud of our minimal impact, we can always do better. As we head forward, we aim to improve by including actual impact measurements. This will help us understand where we can improve.

# Sustainable Development Goals

There is a total of 17 Sustainable Development Goals (SDGs) which aim to push countries into collaborative objective to drive sustainable development by focusing on the action to end poverty, protect the planet and ensure that people have peace and prosperity by 2030. Each of these goals are interconnected and feed into each other. MUD Jeans proudly aligns to this initiative and uses this framework to drive its sustainability efforts.



Goals 2020



### No poverty

We aim to pay every worker fair living wages and support initiatives such as GOTS certification that stand by the same values.



### Zero Hunger

GOTS certified organic cotton enforces crop rotation and sustainable farming technique that ensure food security and reduction in hunger.



### Good Health and Well-being

From cotton to jeans, all workers have safe and healthy working conditions. No pesticides, insecticides or toxic chemicals are used at any stage of production.



### Quality Education

When our colleagues across our supply chain have access to decent income, they can send their children to school. The banning of child labor also leads to greater opportunities for children to attend school.



### Gender Equality

As per MUD Jeans code of conduct, accepted by all our supply chain partners, no discrimination is practiced, whether based on gender, marital status, or sexual orientation.



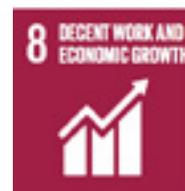
### Clean water and sanitation

MUD Jeans are produced using innovative water conservation techniques, which not only recycles but cleans the water. Through the use of Organic Cotton, we not only minimize our use of fresh water, but also ensure no toxic chemicals are used to contaminate it.



### Affordable and clean energy

Energy efficiency is very important to us. Our most recent LCA has tracked our impact and we have set goals to reduce it. We are quite proud of our partner Tejidos Rojo for being energy self-efficient.



### Decent work and economic growth

As per the MUD Jeans Code of Conduct, fair, safe and healthy working conditions are mandated.



### Industry Innovations and Infrastructure

MUD Jeans is a leader in circular denim. Its techniques, strategies and projects push innovation in sustainable fashion and incentivize the industry to follow.



### Reduce Inequalities

MUD Jeans does not discriminate in hiring or compensation based on race, religion, gender, marital status or any other reason.



### Life Below Water

MUD Jeans are produced using innovative water conservation techniques, which not only recycle but cleans the water. From cotton to jeans, no harmful chemicals are used.



### Sustainable cities and communities

MUD Jeans, through its circular business model, is building an alternative to fast fashion, where there is no waste, hazardous chemical and reduced pollution. This contributes to improving health, living conditions and building harmony with nature. orientation.



### Life on Land

The materials we use, our production techniques, and packaging are designed to minimize our impact on ecosystems and biodiversity. We have measured our impact and have set targets to further reduce it.



### Responsible consumption and production

Circularity is at the core of our business model, shaping the way we design, produce and interact with our customer.



### Peace Justice and Strong Institutions

MUD Jeans does not discriminate in hiring or compensation based on race, religion, gender, marital status or any other reason.



### Climate Action

We measure our impact, continuously work to reduce it, and share our knowledge to empower and raise awareness with our customers. Not to mention our public declaration of climate emergency.



### Partnerships for the Goals

We are continuously working and collaborating with other organizations that aim to drive innovation and change in the world of sustainability and sustainable fashion specifically.

# Keeping Track of our Circularity Goals

In the 2018 Sustainability Report we set a couple of goals. We have evaluated and ranked our progress below.

2018 Goal	Review	Mark	Future Action
100% of all components of MUD Jeans designed for recycling	The objective was to make each of these elements from mono material in order to recycle them at the end of life. We have managed to improve in this regard as our buttons and rivets are now made out of 100% stainless steel. This allows them to be melted and reused.		We have applied a circular design to our buttons and rivets, now the next step is to apply circular production. Removing the rivets and recycling them is next on our agenda.
By 2020 we want to develop one jeans fabric which is 100% recycled	We are right on track. Our Road to 100 project, which specifically focuses on this goal started in early 2020.		Tests will continue and we hope by mid summer 2020 to have our first sample.
By 2020, together with Tejidos Royo we will implement the state of the art technology of foam dying into our whole supply chain.	Foam dying is used for one of our five fabrics. We tested the possibility to extend this method to all of our fabrics but unfortunately the tests did not come out as well as we hoped.		We will gradually shift over to fabrics that allow us to use the foam dying technique.
For 2020, through an LCA we will map the complete consumption of water throughout the supply chain and set specific goals concerning reduction.	We totally hit this goal. We completed our 2019 LCA where we clearly outline our impact and set clear goals for the future.		Continue measuring our impact. This will empower us to make better production decisions.

2018 Goal	Review	Mark	Future Action
For 2020 we want to map and measure our energy use and set reduction goals from there on.	We totally hit this goal. We completed our 2019 LCA where we clearly outline our impact and set clear goals for the future.		Continue measuring our impact. This will empower us to make better production decisions.
Become carbon positive	We are offsetting all the carbon we produce, which makes us carbon neutral.		Research has taken place to identify what would be the best projects to invest in to obtain that carbon positive status.
Through our LCA we will be able to identify the hidden sources of waste within our supply chain, so we can eliminate them as well.	We have completed our LCA successfully. We found that our biggest source of waste was fabric loss. Yousstex International donates these for alternative uses. However, we are curious to understand if we could ideally collect and re-cycle this fabric loss in order to re-incorporate into production.		We will collaborate with our partners to determine if our ideas are possible, or if other alternatives are recommended.

# Our Future Goals

Knowledge is power, and our most recent LCA has provided us with some good-looking numbers. This data not only shows us where we are, but will help us outline where we are going. With this information we are able to clearly apply science-based targets that we can review every year. We have set some clear targets and goals for the year 2020 and 2030. While it's good to plan ahead, there is a reason for our 2030 targets. Together with 3,000 fellow B Corp businesses, we signed a Declaration of Interdependence promising to use our business to solve environmental challenges. During the COP25 in Madrid, we joined fellow B Corps in publicly declaring a climate emergency, but also to reduce our greenhouse gases to net zero by 2030. We're already carbon neutral, but we accept the challenge to do better.



# New Goals

Present an annual LCA to measure our impact and work towards our NET ZERO 2030 B Corp Commitment

Be carbon positive by 2021

Find alternative solutions to packaging with lower environmental impact and greater reusability

Obtain a higher score in our B Corp Recertification

Continue to identifying areas of material improvement and production and apply alternative solutions

To ensure the long life of our product we aim to take steps to further improve the quality and durability of our jeans

By 2021 empower our customers with full traceability information for the jeans they purchase





# The Road to 100 Project

Imagine wearing a gorgeous pair of jeans that carries absolutely zero environmental guilt attached to them because they are 100% produced from post-consumer recycled cotton. It sounds like a dream, right? Well MUD Jeans is taking steps to make this dream a reality. In collaboration with Saxion University, Circle Economy and RECOVER we have set up a project called the Road to 100. This project aims to experiment with the combination of mechanical and chemical recycling techniques in order to obtain a fabric that is 100% post-consumer recycled cotton.

The wheels for this project are turning and we are well on the way to initiate the first lab tests. By mid-2020 we expect to complete the lab tests and produce our first fabric sample, from which we will make the first jeans made from 100% post-consumer recycled cotton.

By achieving this project, we would be able to create a fully circular system. Our product could be re-recycled and produced, always using the same materials.

## 2020 & 2030 Environmental Targets

We will be reaching these targets by investing in projects such as the Road to 100, which you will read about in the next section. Through the findings of this project, along with the development of styles that use mineral dyes, or no dyes at all, along with the further revision of our material use, we will be able to drastically reduce our environmental impact.

Target	2019 LCA Values	2020 targeted percentage decrease	2030 targeted percentage decrease
Climate change [kg CO2e] per pair of jeans	7,15	15%	80%
Total Land Use [m2a] - m2a	5,21	10%	80%
Water depletion [Liters] - L per pair of jeans	530	7%	80%
Total Energy [MJ] - MJ per pair of jeans	166,32	6%	60%

# Ethical Production

Worldwide an average of 75 million people work in the textiles and clothing industry. Traditionally, sourcing strategies focus on finding the lowest possible manufacturing costs. Unfortunately this is often at the cost of the employees in the factories. To clarify: bad working conditions and low wages as a result of brands, retailers and also consumers looking for the lowest price.

As evident from our supply chain break down, we consciously source our goods in nearby factories. We are able to visit the factory frequently. And we have the same mindset as the factory owners; transparency – fair wages – good working conditions are at the top of our list. By making conscious, sustainable and smart choices on production and sourcing level, brands can instantaneously influence and improve the working conditions and lives of those working in their production facilities. It is important to value the colleagues across our supply chain, after all, recycling old jeans into new pairs is complicated and requires skill and knowledge base.



Fair  
Factories

# Our Values

## Fair Wages

We want to provide fair and equal pay so we can enrich the livelihood of everyone working across our supply chain. Therefore, we strive to pay every worker in our supply chain a fair living wage.

In 2016 Yousstex International was audited by the Fair Wear Foundation as we were a part of their Young Designer Program. In 2020 new audits will be taking place. Both Tejidos Royo and RECOVER are under stricter and regulated labor law as they are both located in Valencia Spain. RECOVER is UN Global Compact Certified, and Tejidos Royo completed a BSCI audit in 2018 covering areas such as chemical management, social responsibility and safety at work.

*“we decided to pay a fair price for our products, because otherwise someone, somewhere has to pay for it”*

## Working Environment

A good working environment is essential both for mental and physical health. It has the power to influence happiness, motivation and overall productivity.

We want our factory colleagues to have a safe and healthy working environment, where they feel empowered and happy. We aim to achieve this through conscious decisions in production and product development



In 2017 we developed a [Code of Conduct](#) which all our suppliers have to adhere to. This document clearly outlines our expectations from our suppliers and employees and the values that we stand for, including human rights, working conditions, and ethical business standards.

The whole MUD Jeans team went to take a look for themselves how our supply chain partners do things. In 2016 we drove to Spain with our first 3,000 returned leased jeans for recycling. There we observed the recycling process and the creation of new yarn and fabric. In 2018 we visited Yousstex International in Tunisia, where the team witnessed the creation of jeans from fabric. Here we learned about all the innovative production techniques. Curious? Check out these clips: [Spain](#) / [Tunisia](#)

## Equality

We care for solidarity, inclusiveness and democracy, regardless of race, gender, age, shape or ability. The garment industry is dominated by female workers, 80% of this industry is made up of women between the ages of 18 and 35. MUD Jeans believes that this industry could have a great potential as an emancipatory force for women all around the world.

At Yousstex International 90% of the workers are women. For these women, personal development is closely linked with conditions at work and we want to empower them through an equal working environment.



# Keeping Track of our Social Goals

In the 2018 Sustainability Report we set a couple of goals. This is how well we did:

2018 Goal	Review	Mark	Future Action
By 2020 we will conduct a new social audit so we can better assess the wage situation and set appropriate action points.	We were unfortunately not able to complete an audit in 2019. However, arrangements have been made for it to take place in 2020.		Audits to follow in 2020 which will be reported on in the next sustainability report.
By 2020 we will conduct a new social audit to better evaluate the working environment at Yousstex.	We were unfortunately not able to complete an audit in 2019. However, arrangements have been made for it to take place in 2020.		Audits to follow in 2020 which will be reported on in the next sustainability report.
By 2020 we will conduct additional research at Yousstex International to create new insight about equality at Yousstex.	A study took place in 2019 that aimed to have a closer look at working conditions and wages in our factory. In general, the feedback was that working conditions in Yousstex were satisfactory and better than their surrounding options.		While the overall feedback was positive, further work is always needed. We will have a clearer overview of areas that require improvement through a new audit in 2020.

## Future Goals

Expand our focus and communication on ethical factory conditions

Complete a thorough social audit at Yousstex International by 2021

# Positive Activism

'We inspire to walk the talk. With others joining us we turn this walk into a march.'



# Inspire

Sharing is caring. As pioneers in circular denim we hold a responsibility to drive change. To do so, we aim to empower our leasers, customers and even fellow industry interested parties by sharing all of our knowledge with them. With this knowledge, we hope to inspire them to apply similar or equal changes in their world.

We use our newsletter, blog, and social media platforms to talk about and share details about our products, how they are made and the sustainability benefit and challenges related to them. But we don't stop there, we love to share our findings, other people's amazing sustainability commitments, and tips for making a difference. We also love to attend conferences and talks where we can share information with a large audiences and answer all of their questions.

## Where we aimed to inspire and share:

- Sea Shepherd Collaboration and Regenerate Event
- Blue Friday during Black Friday
- Ambassador Program
- Fashion Revolution Campaign
- Other key marketing events and relevant talks we participated in
- Fashion Revolution Day
- Net Zero Campaign B Corp



## Speaking events:

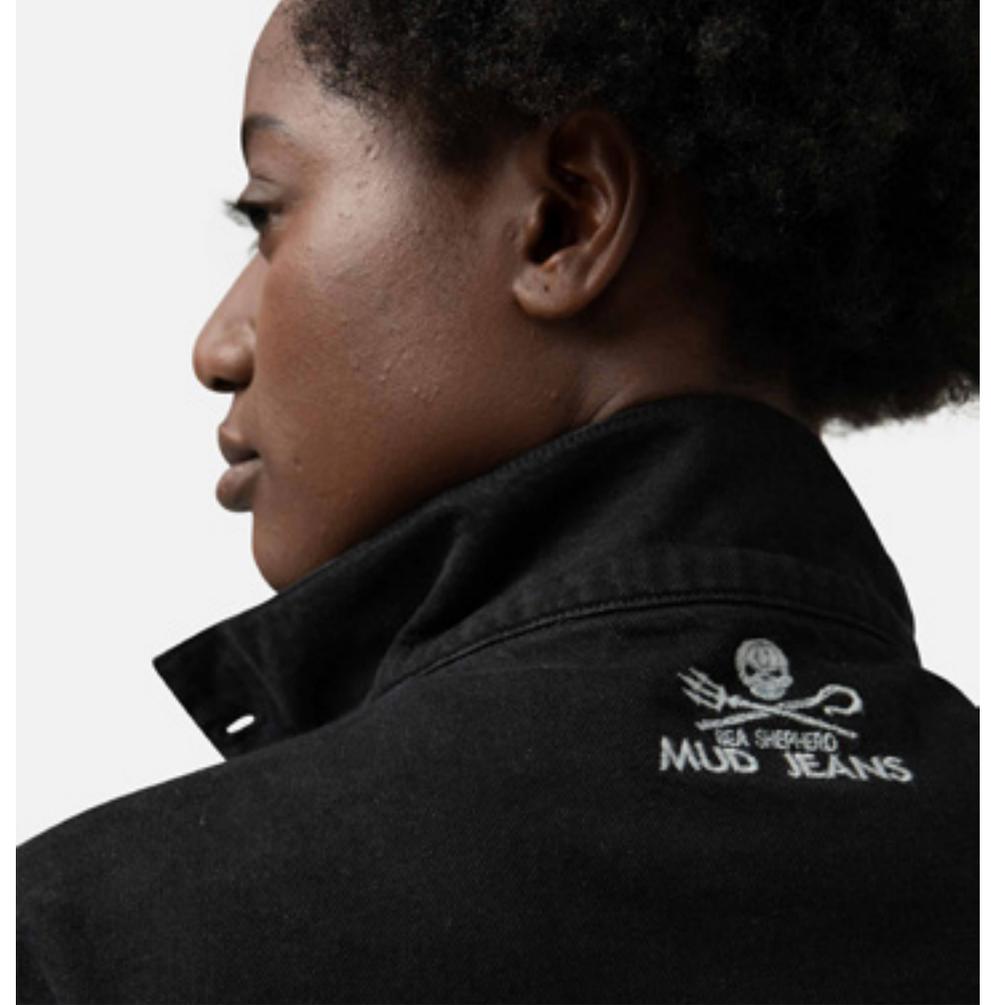
- Spoke at World Retail Congress, Rome, Italy
- Spoke at Sustainable Fashion Research Agenda Conference, Copenhagen, Denmark
- International Symposium "Human Rights in Practice - Equality in Tourism" Utrecht- Netherlands
- 2019 Dopper Changemaker Challenge, Amsterdam Netherlands
- The Lucky ones by Dopper Pakhuis de Zwijger Amsterdam, Netherlands
- BNR Newradio BNR in Bedrijf
- R2Pi Conference, Brussels, Belgium
- PechaKucha Night, Hilversum, Netherlands
- Expert Meeting Fair Fashion & Fabrics, Amsterdam, Netherlands

# Research & Educate

MUD Jeans is a proof of concept for circular economy, and as such we are the perfect guinea pig for research on the topic. We very frequently receive enthusiastic requests from students and academia looking into researching Circular Economy.

For this reason, we have launched a monthly Skype meeting with Bert van Son, our CEO. During this meeting Bert answers questions and shares our story. We have been mentioned in numerous theses and have conducted a vast amount of research with students, some of these in combination with an internship here at MUD Jeans. We know knowledge is power, and the more we learn from these highly curious and motivated individuals, the more we can improve and evolve our circular business model.

'We know knowledge is power, and the more we learn from our community, the more we can improve and evolve our circular business model.'



# Collaborate

As MUD Jeans, we are only a small drop in the ocean. We feel like we already make a lot of noise to change things for the better, but we believe that the biggest impact is created when we act together. This is what kept us busy in 2019:

The Road to 100 project strives to create a pair of MUD Jeans out of 100% post-consumer recycled cotton. This project is in collaboration with Saxion University, Circle Economy and RECOVER. We are all very excited to see this project advance in the year to come.



In 2019, MUD Jeans formed part of the Jeans Redesign initiative driven by the Ellen MacArthur Foundation project called Make Fashion Circular. The main objective of this initiative is to generate a set of guidelines to help the industry to design and produce jeans at scale encompassed by circular economy principals.

We formed part of the Switching Gear Network initiative by Circle Economy and Fashion for Good. The objective of this initiative is to map the barriers and drivers of renting in order to incentivize the industry to adopt these models. We were happy to share all our knowledge on the matter.

Sea Shepherd is a global marine wildlife conservation organization. Our shared mission to revive our planet and save it for future generations is what sparked the collaboration, resulting in a capsule collection in 2019. With Sea Shepherd protecting the oceans, and MUD Jeans regenerating the land, we have an even louder voice when acting together.

# Future Goals

We are proud of what we have achieved. As we head to 2020, we aim to continue our work to inspire, share, and empower our leasers, customers, and all other interested parties.

Ambassador Program:  
2,500 people signed up  
to the program

Talks: Making it an  
integrated part of our  
business, and inspire  
people weekly through our  
talks

Create a circular toolkit  
for students of all ages

Use the monthly webinar  
as an accelerator for  
student's research and  
reach a larger audience

Connect to our followers  
through an event and  
other activites

Communicate & educate  
on factory workers and  
conditions

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