

STIERNA



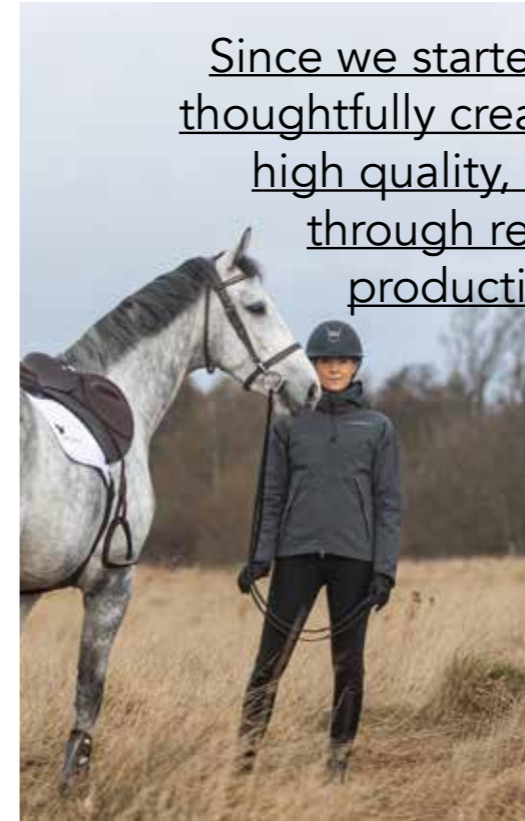
SUSTAINABILITY REPORT

No 3

EQUESTRIAN SPORTSWEAR

2023

QUALITY
~~QUANTITY~~



Since we started, our goal has been to create thoughtfully created garments with great style, high quality, and impeccable fit. We do this through responsible sourcing and ethical production, so they can be consciously kept for many years to come.

An equestrian brand rooted in Scandinavian simplicity

Design is woven into the fabric of everyday life in Sweden and whilst the entire Scandinavian region is renowned for its innovative and minimalist designs, Swedish design in particular is known for its emphasis on sustainability and functionality.

These values are true in the Swedish brand - Stiern Equestrian Sportswear, which has taken the market by storm and brings something new and different to equestrian retailers. Quickly becoming the preferred choice of many top event riders, Stiern carries all the hallmarks of a functional range that offers something more.

Stiern believes every equestrian is an athlete, whatever level they ride at, and therefore all garments are of the highest technical standard with innovative fabrics including Bamboo Charcoal and EquTex the company's own waterproof membrane. The sports fit, combined with the waterproof, windproof and fully breathable capabilities ensure that riders can perform at their optimum and don't have to think about their clothing - allowing them to totally focus on the partnership with their horse.

Growing up in the north of Sweden near the Arctic Circle, founder and designer Helena Strömbäck experienced the extremes of weather, with up to 50 degrees difference between the summer and winter seasons. This inspired a life-long career as a product developer and designer in outdoor sports such as climbing, skiing and golf, before returning to her passion of equestrian sport and launching Stiern Equestrian Sportswear in 2015 with partner Robert Kos.

The advanced simplicity of the Stiern range is focused on a three-layer system, combining and layering garments. With its athletic fit, the range is ergonomically designed and has a strong core range that keeps the offering stylish and simple for retailers and consumers, with one or two colours and new garments added per season including base and mid layers, plus outerwear for all conditions.

#BECAUSE
 EVERYDAY
 IS A GOOD
 RIDING DAY

“Riding is a sport and it is about time we riders begin to see ourselves as the athletes we are and dress accordingly.”

Helena Strömbäck



Founders Helena Strömbäck and Robert Kos.



Stierna is named after Helena's first love, Star Queen, whose image represents the passion that has been instrumental in the design of every garment. Stierna is the old Swedish spelling of star.

Born and raised in Haparanda in the north of Sweden not far from the Arctic Circle, Stierna founder, Helena Strömbäck was a dedicated rider and learned from an early age how to dress to cope with rain, snow and extreme cold conditions. This knowledge inspired a life-long career working within product development in physical outdoor sports such as climbing, skiing and golf. When riding, she automatically adopted the three-layer principle of dressing to avoid the wet and the cold, however, finding equestrian garments with the smart functionality she was used to proved to be difficult. She developed a brand new category for riding wear and Stierna Equestrian Sportswear was born. Stierna Equestrian Sportswear sets a whole new standard in terms of materials, fit, technical solutions and design for active riding. The starting point is the three-layer principle that allows the body to regulate heat, depending on activity and despite the exterior temperature, wind and moisture. Ideas are conceived and tested thoroughly both at the yard near Gothenburg, and at the desk in an office just a stone's throw from there. All garments are tested during the production process by athletes - the Stierna team riders, and then are further developed and refined to perfection. The Stierna Equestrian Sportswear collection consists of lightweight, high-performance pieces, based on a sports fit with style that gives optimum freedom of movement thanks to design, construction and material choice.

did you know!



TEXTILE & FASHION 2030

Stierna Equestrian Sportswear is part of the Swedish National Platform for Sustainable Fashion and Textiles, Textile & Fashion 2030. The Swedish government has given the University of Borås the task to establish and lead Textile & Fashion 2030. The assignment is led by Smart Textiles, part of Science Park Borås at the University of Borås, in collaboration with the Swedish School of Textiles, the Swedish Fashion Council, the RISE Research Institutes of Sweden, the Swedish Trade Federation, and TEKO, the Swedish trade and employers' association for companies working in the textile and fashion industry.

Read more at <https://textileandfashion2030.se>

#BECAUSE EVERYDAY IS A GOOD RIDING DAY





TO PROVIDE ACTIVE RIDERS WITH A RANGE OF HIGH QUALITY EQUESTRIAN SPORTSWEAR THAT ALLOWS THE ATHLETE TO PERFORM AT THEIR OPTIMUM IN ALL CONDITIONS.

EMPOWER EQUESTRIAN ATHLETES

Brand values

The Stierna Brand Values are a guide for how to work and act, inside and outside the company, in training and in competition.

KNOWLEDGABLE

We know that every detail matters when it comes to experiencing our products. It is not only the material, design or construction, it is the combination of them all. We take the time to investigate and stay in the forefront of the latest developments.

DEDICATED

We know it takes dedication to succeed, no matter what you want to achieve. This is what helps us to stay focused on our vision keeping us in sync with our customers.

PASSIONATE

We love horses, the daily interaction and all equestrian sports. To us, riding is an everyday, outdoor activity and we are happy to be out in all conditions. This is the passion we share with our core customers.



Sustainability statement

We have made a sustainability promise – to make a difference for future equestrian athletes and we believe in the immortal words of the queen of fashion, Vivienne Westwood; buy less, choose well and make it last. It is a sustainability statement we stand for. We are continuously working towards becoming a more sustainable company. Being a young company, this thinking has been part of our identity from the beginning and we are continuously learning and improving our sustainability efforts. For us, it is about being prepared, setting the right pace, having the focus and the endurance to go the distance. It is about being persistent, overcoming fences and never giving up on the overall goal. Just like we do as riders.

BUY LESS - LONG LASTING THREE LAYER THINKING
Using the Stierna three layer thinking allows a more versatile and efficient use of your garments all year around. The focus on function and innovative design creates a long-lasting collection that stays in fashion.

CHOOSE WELL - CONSTRUCTION, DESIGN & PRODUCTION

High quality equestrian sportswear to us also means that our products must be manufactured in a way that is environmentally and socially sustainable. We are committed to working closely with our suppliers and business partners to achieve a long-term, sustainable social and environmental standard in the factories that manufacture Stiernas products.

MAKE IT LAST - MATERIAL & PRODUCT CARE

The earlier you make a better choice the higher its impact. Combining technical knowledge with innovative design is a challenge and a close collaboration between design, product development and the production is a big part of the process.

The clothing company Stierna Equestrian Sportswear has from the beginning had the issue of sustainability as one of the parameters in its ambition to develop technical equestrian clothing with high functionality for active riders. The phrase "Buy less, choose well, make it last", a quote by fashion queen Vivienne Westwood, has become a mantra for Stierna's product development.

- We constantly strive to become a more sustainable company. We must all relate to our limitations, but there is always more you can do and it is important to have a plan for the journey ahead and have the right partners along the way, says Helena Strömbäck.

Helena Strömbäck is the founder of Stierna. She is a dedicated rider and with her education as a textile engineer has always worked with product development in a number of physical outdoor sports such as climbing, skiing and golf. To the stable, she therefore automatically brought with her the principle of dressing to avoid thinking about moisture and cold. But finding a riding jacket with all the smart components she was used to proved impossible. This was the start of Stierna Equestrian Sportswear.

With equal parts determination and passion, Helena has worked to develop the riding clothes. The ideas can be born and tested as much during the hours in the stable outside Gothenburg as at the desk in the office not far from there. All garments are tested during the development process by active riders.

- Your horse's best day is perhaps a day when the weather is not at its best. But properly dressed, you will not miss that valuable moment when everything is right in communication with your horse. Functional garments are really a must, says Helena.

Stiernas three pillars for sustainability

Stiernas sustainability work is an important part of the brand, it's identity and product development. It is based on three very concrete pillars: Social sustainability, Environmental sustainability and Sustainability in terms of quality.

Social Sustainability

Social Sustainability is about the products being produced under responsible forms where working conditions, wages and the right to trade union negotiations are protected. This is handled via Stiernas Code of conduct which is linked to BSCI. BSCI is not a label in itself, but a working standard between companies. Therefore, you will not find a garment in the store with a "BSCI logo", but if a company works with BSCI standard, it means a guarantee of ethical working conditions for the workers. BSCI, The Business Social Compliance Initiative, is a European business-driven collaboration initiative for companies that want to improve working conditions in the global supply chain. Stierna's key suppliers are all members of BSCI.

Environmental sustainability

Environmental sustainability is about choosing well. The vast majority of Stierna's products are made of polyester. The polyester fabrics are durable, quick drying and they can transport moisture efficiently. Most of Stierna's polyester garments are made from recycled fiber. Production of polyester fabric, especially recycled, also requires less water than production of many other materials.

-Recycled polyester is overall one of the most environmentally friendly functional materials available, and by offering recycled and recyclable products, we have come closer to our goal of maximum experience with minimal environmental impact. Stierna garments have also been completely free of fluorocarbons since the start in 2015, says Helena.

Sustainability in terms of quality

All garments from Stierna are made from scratch, ie from the fabric construction to the fit and design.

-The absolute greatest, positive environmental impact you get by making durable garments, Helena Strömbäck continues.

The research program Mistra Future Fashion has produced data that shows that a garment that is used three times longer than the average reduces its climate impact by 65 percent and its water use by 66 percent.

-It is about creating garments that are not only durable but also have a design expression that lasts over time. Our garments are used by professionals such as veterinarians and riding schools as well as the mounted police in Sweden, Norway and Denmark, says Helena Strömbäck.

did you know!

•••••

amfori @

Trade with purpose

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AMFORI - BSCI

• More than 90% of Stiernas products are produced in factories that are members of Amfori (Business Social Compliance Initiative) and follow the BSCI Code of Conduct. Since 2003, Amfori BSCI has enabled companies to trade with purpose by improving social performance in their supply chain. Their strong code of conduct has 11 principles that range from fair remuneration to no child labour, along with a step-by-step approach that enables companies to monitor, engage, get empowered and receive support to put sustainable trade at the heart of their business.

• Read more about BSCI at <https://www.amfori.org/content/amfori-bsci>

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Longevity with a global perspective

We design products that last. The goal of Stierna product development is to add timeless design sewn into the best materials. Longevity goes hand in hand with how we think about quality and our customer relationships. We design functional and contemporary pieces that consumers can keep close for a long time; we offer repair services to prolong every product's life.

When the time comes to part with their products, consumers can recycle them to make the most of whatever resources that remain. *Today, the percentage of textile waste that is recycled is less than one percent in Sweden. Of the textile waste exported from Sweden, close to 20 percent is used as raw material in new products such as composite materials, insulation and padding in, for example, car seats. The textile waste then replaces other raw materials, which is good and desirable from an environmental point of view. In Sweden, there is currently no national system that collects textile waste separately from other waste, which means that many used textiles are not handled according to the waste hierarchy. This means that most of the textile waste from households and businesses ends up in the residual waste and goes directly to incineration with energy extraction. By 2025 at the latest, textile waste must be collected separately according to the EU's new waste directive.*

We educate and encourage our end users to discover ways to take better care of their products, providing a laundry and detergent guide, to instructions for how to re-boot water-repellent performance. Regarding repairs, we are committed to having our garments last as long as they're meant to, even if that sometimes involves a repair or two. Should a customer happen to tear their favourite jacket when riding or working in the stable, all they have to do is contact us for repair support.

Stierna have repair centers for our waterproof garments all over the world to avoid unnecessary shipping. We will continue to develop our Stierna Care initiative, which provides, sustainable detergents and DWR treatments and care advice to each product on our web site and instruction videos on Youtube.

- We've set ambitious environmental goals. But, to get there we need to bring our customers on the journey and create increased awareness and demand for services that help extend the life of clothes. - We're constantly testing new initiatives and scaling up those that work, which means that together with our customers we can reduce the climate impact, says Robert Kos, Co-founder, Stierna.

Globally, the apparel industry has a big impact on the environment. Calculations on the emissions shows that as much as 95 % of the total impact comes from the supply chain and the production of products and material. It is therefore imperative that our industry acts to reduce its climate impact for the long-term. To do this effectively, we must tackle the areas of our value chain with the greatest impact. Most of the apparel industry's GHG emissions are generated during raw material production, supply chain processing and assembly, transportation, and in customer product care and disposal. Therefore we are focusing on these areas in our sustainability work. One way of doing that is to focus on Longevity.

The research program Mistra Future Fashion has produced data that shows that a garment that is used three times longer than the average reduces its climate impact by 65 percent and its water use by 66 percent. Longevity has always been important to us. We built our brand on high-quality products that last, and we often meet consumers who still use products from our first ever collections. Of course, this makes us proud, but it also sets the bar high to meet these requirements consistently.

65%
lower impact

1. PRODUCT LIFECYCLE

Design with a purpose - all products, details and trims are meant to serve a purpose. We have a well working design process including all stages to make sure that each product has its purpose.

2. RESOURCE EFFICIENCY

Material choices and reduce the use of water and energy. Aesthetic, comfort, and performance are all qualities that make a garment long-lasting. We work closely with our suppliers to responsibly source the best materials for every Stierna piece.

3. DURABILITY & REPAIR

Design for longevity, repair and disassembly. Reduce, repair, reuse, recycle: we use circular principles for product development as the foundation of our work. We communicate our ongoing efforts, and we're constantly finding new and better ways to care for people and our planet.

4. END OF USE

Design for cyclability and end of use. When the time comes to part with their products, consumers can recycle them to make the most of whatever resources that remain.

Circular principles for product development

We're on a mission of mindful consumption: this means changing the industry perspective from fast to slow by creating pieces that can be worn and loved for longer. The challenges we all face are not small, but we know what we need to do. We need to use resources in the best way and move towards a circular economy that values economic aspects equally to the social and environmental ones. Developing more circular business models and changing working ways from linear to circular is the only way forward and we need a system that supports this shift.



By 2025 100% of our products will be circular*
– made from recycled or biodegradable fibers
and recyclable or biodegradable at end-of-life.

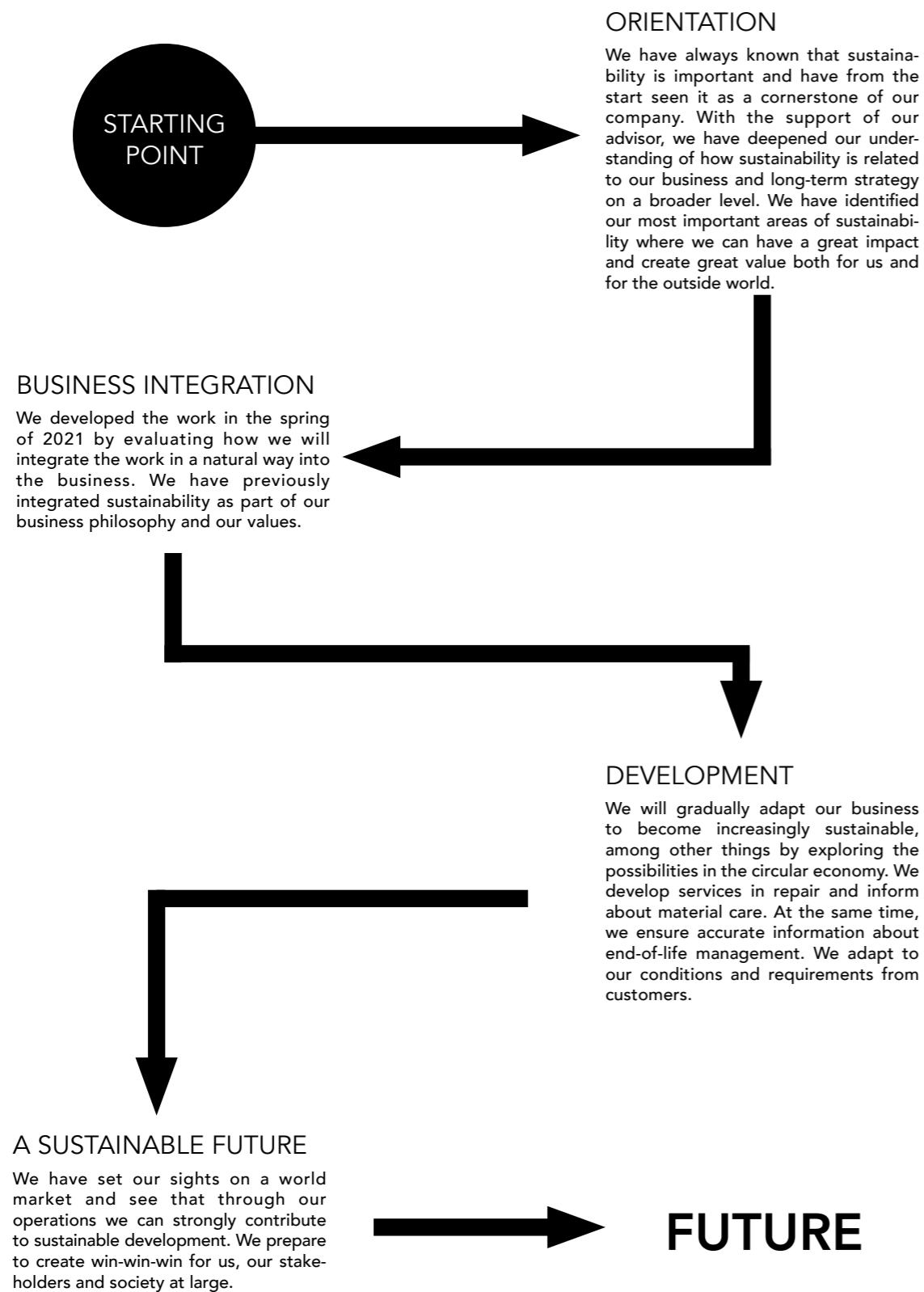
did you know!



RECYCLED MATERIAL

• Most of our products are made from polyester. •
 • As a fiber, polyester has a long list of benefits. Polyester fabrics can be made to be very durable; they dry quickly, and they wick away moisture efficiently. A polyester fiber can also be reused again and again, without impairing any of its fantastic properties. Most of our polyester garments contains recycled fibers, many are recyclable, and most are both. Production of polyester, especially recycled polyester, require less water to produce than many other fibers, and working closely with our suppliers we can ensure the production is made in a more sustainable way. •

• *Definition of circular: Products that are designed to be recycled at the end of their life and are made from recycled or renewable and biodegradable fibers. •



Summary

This document describes our Sustainability Strategy and at the same time constitutes a simple "self-declaration" for how we as a small company contribute to sustainable development and the global goals for sustainable development in Agenda 2030. The summary also contains a responsibility policy and plan ahead. The work was done based on the Sustainability Strategy Board created by Whyway. The goal is to identify a number of focus areas within sustainability that enable the company to take the next step to better contribute to sustainable development and at the same time enable a long-term sustainable business.

The Sustainability Strategy Board is a tool that in a systematic and enthusiastic way orients you and your organization in sustainability and creates the basis for an sustainability strategy. The tool is based on international guidelines for sustainability with clear links to the UN Agenda 2030 and the 17 global goals as well as ISO26000, the world's largest standard for sustainability for additional guidance and sustainability assurance.

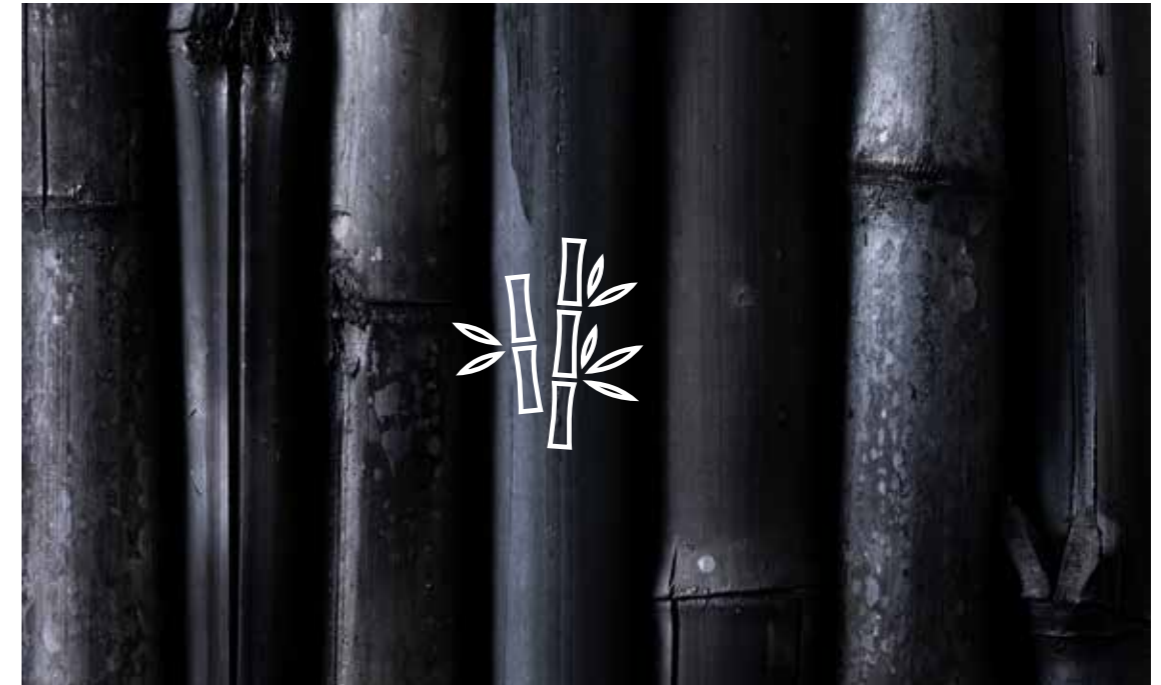


did you know!



BAMBOO CHARCOAL

The bamboo charcoal fabric has an antiodour effect without any need for added chemicals. The bamboo also has a natural coolness that will help you to regulate your body temperature and keep you fresh and comfortable both during and after activity. Bamboo charcoal fibers are quick-drying and because the bamboo charcoal nanoparticles are embedded in the fabric rather than simply coated onto the surface, the fabric can be washed numerous times with no adverse effect on the charcoal qualities. Bamboo is a natural resource and can grow on marginal land, not suitable for agriculture or forestry. Bamboo forest plantations reach maturity in 4-6 years and culms can be harvested 2-3 years later; trees typically are harvested after 20 to 50 years or more and bamboo releases 35% more oxygen than equivalent areas of trees.



Bamboo Charcoal

Our Cool Anti-Odour fabric is a material embedded with nanoparticles of activated bamboo charcoal. Nanotechnology is defined as the "understanding, manipulation, and control of matter at the length mentioned above, thus, the physical, chemical, and biological properties of materials (individual atoms, molecules, and bulk matter) can be engineered, synthesized, or altered to develop the next generation of improved materials, devices, structures, and systems." Hence, textile attributes such as softness, durability, water resistance and breathability can be enhanced with the use of Nanotechnology. The bamboo charcoal is created by heating bamboo at temperatures of 800 degrees and then the charcoal itself is processed and mixed in with fabrics as part of the growing field of nanotechnology.

MOISTURE MANAGEMENT

Bamboo charcoal yarn has a cross section filled with various micro-holes giving it better moisture absorption and ventilation than conventional fabrics. Bamboo charcoal fabric products can absorb and disperse perspiration quickly, making it feel dry and comfortable without sticking to your skin.

ODOUR CONTROL

Bamboo Charcoal fiber effectively decomposes the micro-organisms attached to its surface and in the air around it. The American Association for Testing and Materials ASTM E2149-2001 fixation antibacterial activity of antibacterial agents dynamic testing method is adopted to study Staphylococcus aureus ATCC6538 (gram-positive bacteria). And by testing the one-sided knitted fabric bamboo charcoal filament bacteriostatic antibacterial function, the results show that the inhibiting rate is 65%, antimicrobial rate is 84%. Because it does not harbour bacteria it will stay odour free for longer making it more hygienic and healthier.

WASH DURABILITY

As the bamboo charcoal nanoparticles are embedded in the fabric rather than simply coated on the surface, our Cool Anti-Odour fabric is washable without diminished effectiveness of the charcoal special qualities, even after 50 washes.

THERMAL REGULATION

Due to the porous nature of bamboo charcoal, our Cool Anti-Odour fabric products not only feel dry and cool during hot days, but they are also excellent insulators against the cold thanks to its microfibre structure.

UV PROTECTION

Constructed in our Cool Anti-Odour, our Layer One tops provides UPF 30, protecting yourself from over-exposure to the sun's harmful UV rays prevents you from burning and reduces the risk of skin cancer.

RENEWABLE RESOURCE

Bamboo can grow on marginal land, not suitable for agriculture or forestry. Bamboo forest plantations reach maturity in 4-6 years and culms can be harvested 2-3 years later; trees typically are harvested after 20 to 50 years or more and bamboo releases 35% more oxygen than equivalent areas of trees. Bamboo Charcoal is produced from the rapidly growing Moso bamboo. Moso outperforms all other bamboos and hardwood varieties in carbon dioxide absorption and oxygen production. Annual harvest of mature stems does not harm the mother plant making it an endless resource. Since 20% of the entire world's bamboo grows in China, it's no big surprise that Moso is native to China. Because of consumer demand for green-certified products, China's bamboo industry is committed to managing commercial bamboo groves, according to the Forest Stewardship Council (FSC®).



Thinking inside the box

All shipping including our E-commerce is shipped in cardboard boxes made from recycled fibers. The boxes can be reused or recycled and is biodegradable at end-of-life. A cardboard package can be recycled several times and become different products. Used milk cartons can become, for example, new cereal boxes or shipping boxes, these boxes can then be collected and recycled again in a cycle.

A cardboard package can be recycled between five and seven times before it must be discarded completely. The actual recycling takes place so that the cardboard is broken down and sludged up in water. The pulp is washed and cleaned of impurities before it is used again. A survey carried out by SCB in 2020 shows that approximately 78% of the paper packaging in Sweden is recycled. Also our bags used during events are now made from recycled fibers and can be recycled again and is biodegradable at end-of-life.

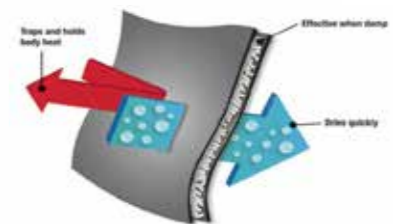
Why the plastic bag?

Each Stierna product we sell is packaged in a polybag at the finished goods factory and arrives at our DC in cardboard boxes. The boxes that arrive from the factories are often broken or torn upon arrival. The polybag protects the product from becoming dirty or damaged at the factory, during transit to the DC and while the product is stored, processed, and packed at the DC. Additionally, the polybags keep stored products clean in the wholesale and retail environments.

A damaged product that is unwearable has a far greater environmental cost than manufacturing a polybag. It is essential for the product to remain protected in each of these supply chain steps. If we eliminated the use of polybags, garments would be damaged, resulting in both financial and environmental costs. Energy, water, and resources are used to make each product and the goal is for each of them to be worn. At Stierna we are using recycled plastic in our polybags.



thank you stierna!



3M Thinsulate™ Insulation
The insulation that's thin, light, warm
3M
Thinsulate
INSULATION

Light weight, down free warmth

The thin, light and warm 3M Thinsulate™ synthetic insulation with 78% post-consumer recycled material is produced by a special technique with extremely fine microfibers, that gives more fibres per m2 that can trap air and block body radiant heat loss, than on a standard polyester padding. The fine microfibers gives warmth without extra weight, making 3M Thinsulate™ an efficient insulator with a very high warmth-to-thickness ratio enabling garment designs with less bulk and enhanced freedom of movement. 3M Thinsulate™ is breathable and withstands moist and will keep you warm and dry.

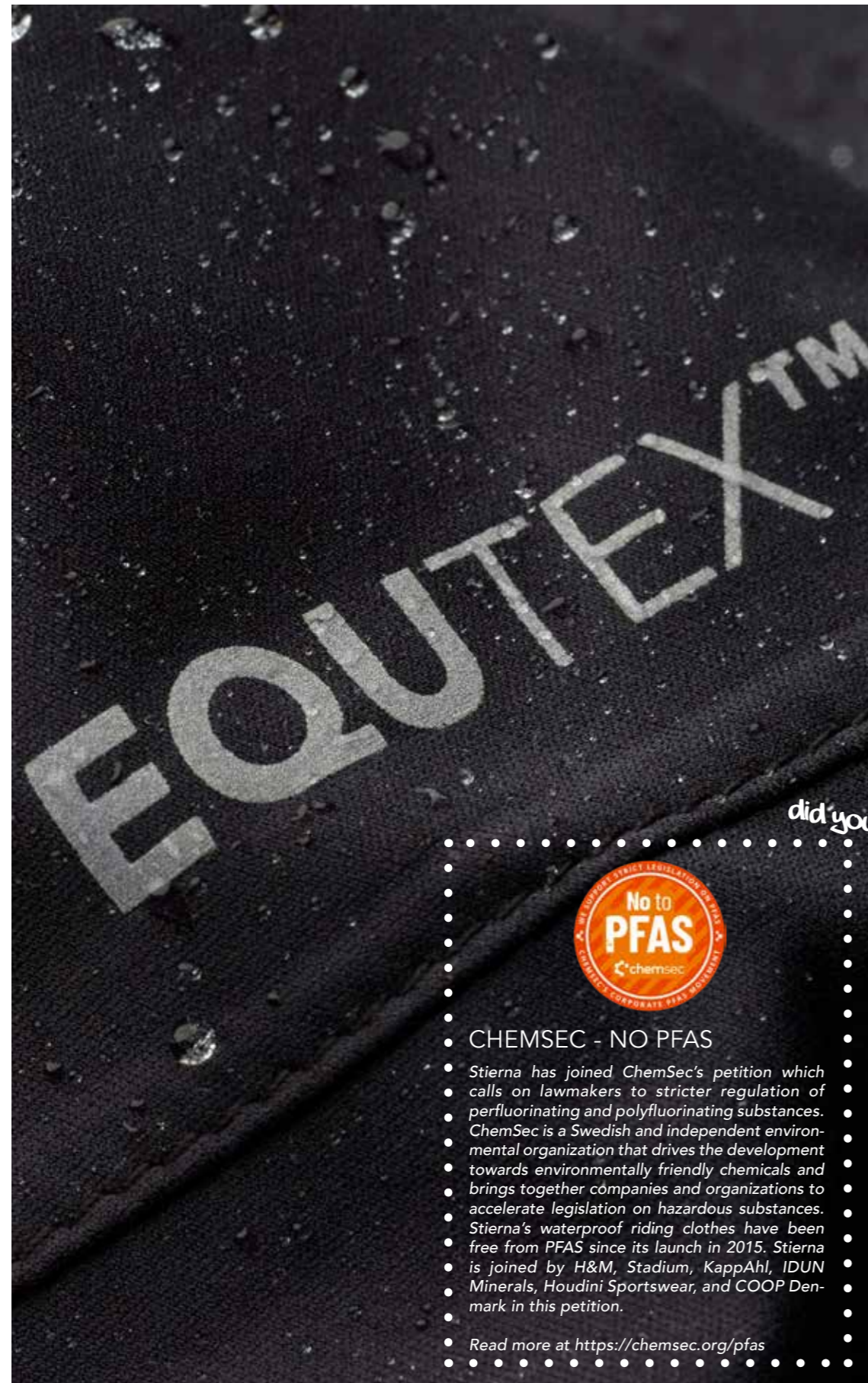
did you know!



FUR FREE RETAILER

Stierna is a member of Fur Free Retailer, a part of Fur Free Alliance. Fur Free Retailer is the world's leading program to connect fur-free companies to consumers seeking ethical goods. The online fur-free list provides consumers accurate information about a retailer's fur policy, allowing them to make an informed choice when shopping. The Fur Free Retailer program is recognized by the ISO 26000:2010 Guidelines to Corporate Social Responsibility as an example of sectoral initiatives. Stierna is joined by H&M, North Face, Michael Kors, Prada, Stella Mc Cartney and 1 561 others.

Read more at <https://furfreetailer.com>



did you know!

CHEMSEC - NO PFAS

Stierna has joined ChemSec's petition which calls on lawmakers to stricter regulation of perfluorinating and polyfluorinating substances. ChemSec is a Swedish and independent environmental organization that drives the development towards environmentally friendly chemicals and brings together companies and organizations to accelerate legislation on hazardous substances. Stierna's waterproof riding clothes have been free from PFAS since its launch in 2015. Stierna is joined by H&M, Stadium, KappAhl, IDUN Minerals, Houdini Sportswear, and COOP Denmark in this petition.

Read more at <https://chemsec.org/pfas>



When you see a garment with the EQUTEX™ logo, you can be assured that a lot of thought and work went into the process of choosing and combining the right outer fabric with the right membrane. To create a garment that allows you to perform with your horse at your very best no matter the conditions.

Our EQUTEX™ fabrics are based on membrane technology and used in our high-performance garments, allowing the outer fabric to be waterproof while maintaining high levels of breathability.

STIERNA's EQUTEX™ garments not only protect you from the elements but also manage moisture and maintain proper heat balance to keep you dry, an important part of staying comfortable. Breathable outerwear allows moisture to evaporate rather than trapping it against the body.

An ultra-thin film is laminated (glued under pressure) to the inside of the outer fabric. This film contains microscopic holes that are large enough to release water molecules (perspiration) in the form of steam (transpiration) from our bodies. However, they are too small to let in 1 000 times larger water drops from rain or snow. The difference in temperature and the so-called steam pressure between the inside and outside of the fabric is what drives the steam (perspiration) out through the fabric. This is called breathability and the technology that keeps you comfortable.

- EQUTEX™ garments are waterproof yet breathable. This protects the user from the rain while keeping the body cool and dry by wicking away body moisture.

- EQUTEX™ are different membranes combined with carefully chosen outer fabrics to create combinations to meet specific requirements.

- All seams on an EQUTEX™ garment are tape-sealed
- All EQUTEX™ garments are treated with an Eco-friendly fluorocarbon-free DWR treatment.

- EQUTEX™ garments withstand a water pressure* of minimum 20 000 mm.

- EQUTEX™ garments have a breathability** of minimum 20 000 g/m²/24h.

*Waterproofness is measured in water column, i.e. the pressure a fabric can take before it starts to leak. The higher the water column, expressed in mm, the more pressure the fabric can withstand.

** Breathability is measured in the number of grams of water a square meter of fabric can release in 24 hours, g/m²/24h. The higher the figure, the more moisture is released.



THE GLOBAL GOALS

Sustainable development goals

At Stiernä we have made a sustainability promise – to make a difference for future equestrian athletes – and we are committed to contributing to the Sustainable Development Goals. Everything we do, we do for our customers. Our responsibility to contribute to the Sustainable Development Goals (SDGs) is highly connected to our customers, because we want those who buy and wear our garments to be able to enjoy sustainable equestrian lifestyles, both today and tomorrow. The SDGs are 17 goals developed and decided by the United Nations Member States in 2015.

The goals are set to make our world a better place by 2030 and achieve extraordinary things; ending world poverty, fighting inequality and tackling climate change. The SDGs have been agreed upon by governments, demanding action from all countries. However, achieving these goals is heavily dependent on support from everyone and companies have an important role to play. The SDGs provide an invaluable tool for collaboration, as the goals provides global common ground for sustainability and enables everyone to work together to build a better future.



Sustainability Strategy

At Stiernä we have identified five of the SDGs combined into four goals to which our business can make significant contributions to sustainable development. The work was done in collaboration with Almi and their process called Framtidsgeneratoren (The Future Generator). It is 36 defined sustainability areas that are based on a distilled compilation of the international guidelines on sustainability for companies. Linked to both the Global Goals for Sustainable Development in Agenda 2030 and ISO 26000. We have developed our sustainability promise and focus our efforts on projects and initiatives to support these goals.

TO WORK FOR CIRCULAR SOLUTIONS AND SUSTAINABLE USE OF RESOURCES

We want to use resources in a smart and responsible way. We want to enable a long service life for our products, we do this through a design process where we carefully choose materials. We also add services such as repairs to extend life. We inform our customers about material care and how the product should be handled when it has reached end-of-life. In this way, waste is reduced and we streamline the use of resources.

8.4, 12.1 and 12.5



TO WORK FOR A SUSTAINABLE VALUE CHAIN

We want as far as we can work for a sustainable value chain. With close supplier collaborations, we ensure that our products are produced under good & fair conditions. We design and produce garments with a long lifespan so that customers can perform optimally both today and in the future. We want to influence the customer to choose a sustainable product.

10.2, 12.2, 12.4 and 12.8



TO GET INVOLVED IN THE LOCAL COMMUNITY

We want to get involved in the local community, both for our own sake but also to be part of developing communities and contexts where we operate. We are proud to promote and make the equestrian sport accessible to more people.

3.4, 10.2, 11.7 and 12.8



TO MAKE CUSTOMERS AND CONSUMERS AWARE

We want to educate and make customers and consumers aware so that they become well-informed about their responsibilities and have the opportunity to make sustainable choices. We do this by informing about the product's lifetime value. Wearing garments for a long time is a key to a sustainable future.

8.4 and 8.8





Ensuring healthy lives and promoting well-being at all ages is essential to sustainable development.

3.4 Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

We will keep promoting the benefits from the equestrian industry. Just as being around and handling horses can offer incredible benefits to those dealing with physical and mental health issues. Many of us experience some level of stress or anxiety in our work or life, but being around horses has been proven to reduce our stress levels. Together with Team Hälso & Friskvård one of a few organisations in Sweden approved by SOK (Swedish Olympic Committee) to conduct test on Swedish Olympians, we developed the Training book Hard Core a training book for dedicated riders available in Swedish and English.



Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards.

8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead. **8.8** Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

We will continue our work with Social sustainability as one of our three pillars of sustainability. Social Sustainability is about the products being produced under responsible forms where working conditions, wages and the right to trade union negotiations are protected.



Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals.

10.2 Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Equestrian sports are on forefront of gender equality and this is of course a value we share. We believe that a world with equality for all no matter of age, sex, disability, race, ethnicity, origin or religion is a better world for all.

The world is becoming increasingly urbanized. Since 2007, more than half the world's population has been living in cities, and that share is projected to rise to 60 per cent by 2030.



11.7 Provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities

We support local equestrian facilities, events and competitions supporting the community allows it to continue to be an inclusive sport welcoming people of all ages, nationalities and gender.

Worldwide consumption and production — a driving force of the global economy — rest on the use of the natural environment and resources in a way that continues to have destructive impacts on the planet. Sustainable consumption and production is about increasing resource efficiency and promoting sustainable lifestyles.



12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries. **12.2** Achieve the sustainable management and efficient use of natural resources. **12.4** Achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment. **12.5** Substantially reduce waste generation through prevention, reduction, recycling and reuse. **12.8** Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

We will communicate our sustainability work, share our knowledge and commitment, using a tone of voice that reflects who we are and what we stand for and we do this using our Sustainability report.



Responsibility Policy

Our overall responsibility policy for the principles identified in ISO 26000 - the world's largest standard for sustainable business in order to maximize the business' contribution to sustainable development.

ACCOUNTABILITY

We are a small company, but we know that we are big enough to influence our environment and the people we come in contact with. We know that we have a responsibility and want to contribute to a sustainable society in the ways we can.

BUSINESS ETHICS & TRANSPARENCY

We strive to behave ethically in all relationships and situations. For us, it means being honest, and showing consideration and respect for everyone we have a relationship with.

STAKEHOLDER RESPECT

We always have a perspective with us which means that we think about how decisions and activities will affect customers, employees, suppliers and the society around us. Where we create value, we take responsibility. For example, that we strive for the garments to last as long as possible.

LAWS & GUIDELINES

We continuously update our knowledge of laws, norms and guidelines in the markets in which we operate. We affirm human rights.

KNOWLEDGE & FOLLOW-UP

We ensure that our employees and other relevant stakeholders are aware of this policy and also understand and act in accordance with it. We follow up and evaluate compliance annually.



“We know that our customer cares about sustainability, but that they doesn’t always have the time, energy or possibility of getting into the details. So they should feel confident that we’re taking care of that for them.”

Robert Kos

It’s about working together

With our sustainability promise we are raising the bar for ourselves. In some areas, we have already set things in motion and the roadmap is clear. In other areas, we know what we need to achieve but have not figured out how yet. Along the way and as we progress, we will move our targets forward to make sure we keep our promise. Even if we don’t have all the answers yet, we know that transparency, inclusiveness, innovation, dedication and above all collaboration will get us where we need to be. We invite everyone to join us on this journey, including our customers. We want to empower and inspire those we connect with to live more sustainably, through everything from small nudges towards sustainable choices, to creating ambassadors for sustainable equestrian lifestyles. We would like to say thank you to everyone involved, helping us present our first sustainability report.

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RIDING DAY

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