

marimekko

Sustainability Review 2019

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Marimekko in brief

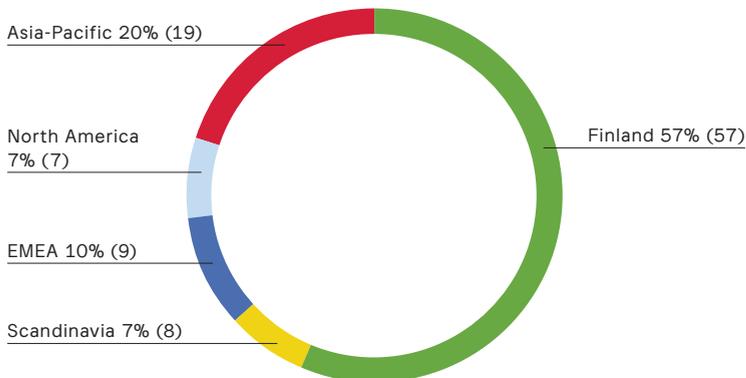
Marimekko is a Finnish lifestyle design company whose original prints and colors have brought joy to people's everyday lives since 1951. Our product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. Timelessness has been the cornerstone of our design since the very beginning. Marimekko is not about fast fashion. We aim to offer our customers long-lived products that they will not want to throw

away. In best cases, our products are passed on from one generation to the next.

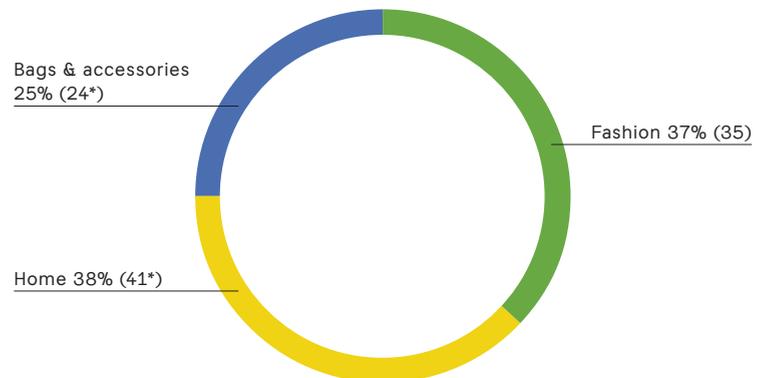
When Marimekko was founded, its unparalleled printed fabrics gave it a strong and unique identity. Even today, we have our own printing factory in Helsinki that produces around a million meters of fabric every year. The printing mill serves both as a factory and as a creative hub for our design and product development team.

There are roughly 150 Marimekko stores in 15 countries, and online store serves customers in 32 countries. Flagship stores are located in Helsinki, Stockholm, New York, Tokyo and Sydney. Our key markets are Northern Europe, North America and the Asia-Pacific region, and we approach them through key cities. In 2019, our net sales were 125 million euros. We employ about 450 people.

Net sales by market area 2019

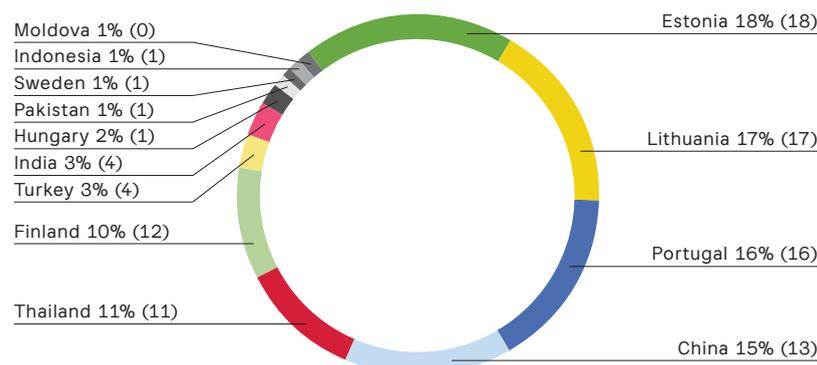


Net sales by product line 2019



* As of 2019, cosmetic bags are included in the 'Home' product line instead of 'Bags & Accessories'. 2018 figures have been restated accordingly.

Main manufacturing countries 2019



Comparable figures for 2018 in parenthesis.

Purpose

Empower people to be happy as they are and bring joy to their everyday lives through bold prints and colors.

Vision

To be the world's most inspiring lifestyle design brand renowned for bold prints.

Our values

Living, not pretending
Fairness to everyone and everything
Common sense
Getting things done - together
Courage, even at the risk of failure
Joy

Our value "fairness to everyone and everything" crystallizes Marimekko's sustainability thinking. We treat people fairly, and we create products that bring joy for a long time with minimal impacts on the environment.

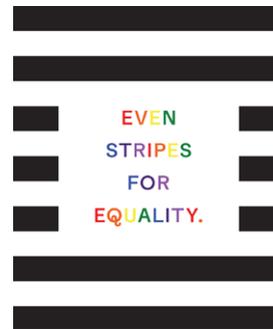


Highlights in 2019

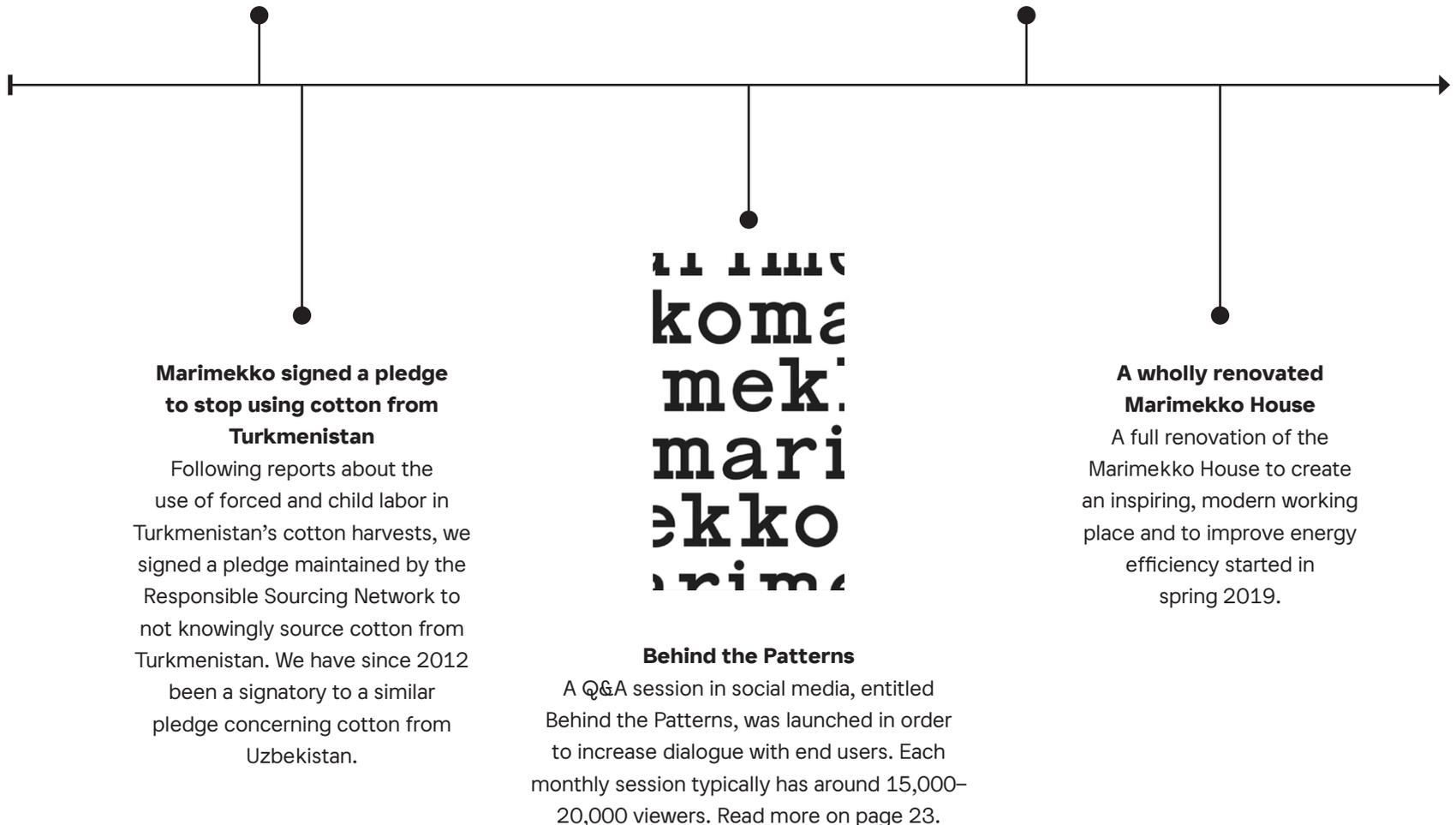


Marimekko celebrated Helsinki Pride

To celebrate equal rights, Marimekko supported Helsinki Pride in June 2019. An official partner of Finland's greatest rainbow-colored culture and human rights event, Marimekko presented a dedicated Tasaraita-themed window installation at its Helsinki Aleksanterinkatu store during the week.



New tool for **evaluating our suppliers** was taken into use to even more proactively evaluate all key aspects of the cooperation, including sustainability, and to identify any related development areas. During the year, Marimekko's employees carried out **more than 40 factory visits** to our product and material suppliers' premises. Read more on page 31.



We estimated the **carbon footprint** of our operations in the Marimekko House in Helsinki. The data will be used to set targets and action plans for reducing emissions in the future.



Marimekko and Spinnova pave the way for a more sustainable future of the textile industry

Together with the Finnish fiber technology company Spinnova, we developed the first ever printed clothes made with Spinnova's wood-based fiber containing no harmful chemicals. The demo products were designed, printed and sewn by Marimekko in Helsinki at the end of 2019 and launched in February 2020.

Tiina Alahuhta-Kasko stepped aside for a day – Marimekko participated in Plan International's Girls Takeover

Plan International's annual Girls Takeover seeks to draw attention to discrimination against girls and, at the same time, highlight their huge potential. Marimekko also supported Plan's work to promote equality in its Even Stripes for Equality campaign. Read more on page 23.



Marimekko #2 Most Attractive Employer in Finland 2019

Business professionals ranked Marimekko #2 on the list of the most attractive employers in Finland in 2019. We improved our ranking by 4 places from the previous year. Earlier in 2019, we were ranked #3 by business students.

From birch to sustainable fabric – new steps in the collaborative loncell™ project

As part of the collaborative loncell™ project, a loncell™ fabric woven with a lyocell warp was printed with the iconic Unikko (poppy) pattern and the fabric was tested for a variety of properties. In addition, a dress was designed and sewn out of the printed fabric and tested in use to obtain valuable data on the material's suitability for clothing.



More sustainable Better Cotton accounting for almost 90% of all cotton sourced

In 2019, Marimekko's sourcing of Better Cotton reached an all-time high with 995 tonnes of Better Cotton sourced, representing 88 percent of all the cotton used by Marimekko – up from 748 tonnes and 64 percent in 2018.

From the President and CEO

In recent years, we have seen a clear shift in consumers' values with an increasing preference for more sustainable choices. Sustainability has undoubtedly been recognized as one of the strongest megatrends reshaping the textile and fashion industry and it is evident that the coronavirus pandemic will dramatically further accelerate this movement. For Marimekko, sustainability is part of our DNA. Our design philosophy and operations have always been based on a sustainable approach: we want to provide our customers with timeless, practical and durable products that bring them long-lasting joy and that they will not want to throw away but instead pass on to the next generation.

Sustainability considerations are part of the daily work of everyone at Marimekko. We are committed to constantly improving the environmental, social and governance-related aspects of our operations and promoting responsible practices throughout our supply chain. For us, sustainability starts with design and product development: the work to maximize a product's life cycle and make it as sustainable as possible begins on the designer's drawing board and material choices play an important role in this.

Increasing the share of more sustainable materials and actively participating in developing new materials are a key component of our sustainability work. In 2019, we took major steps in this: our sourcing of Better Cotton reached an all-time high with 995 tonnes of Better Cotton sourced, representing 88 percent of all the cotton used by Marimekko. We are very proud of this achievement, which is a result of several years' continuous work and puts us among the only seven Better Cotton Initiative member brands out of a total of 92, who are sourcing more than 75 percent of their cotton as Better Cotton¹. Furthermore, both our cooperation with the Finnish fiber technology company Spinnova and the Ioncell™

project led by Aalto University and the University of Helsinki, which aim at developing new more sustainable materials, took significant leaps forward when we designed and manufactured the first printed prototype clothes as part of both initiatives. These prototypes provided valuable information about the suitability of the new materials for clothing and we are encouraged by the results.

Contributing to research projects developing new materials with a smaller environmental footprint is important in order to allow speedy commercialization of these innovations that help build a more sustainable future. We recognize that the fashion industry has a significant impact on the environment – it is estimated to be responsible for up to 10 percent of emissions globally. In our work to minimize the environmental impacts of our operations, we have started to map our carbon footprint in more detail. Through energy efficiency and using renewable energy sources, we have already reduced the emissions of our own printing factory and headquarters by almost 80 percent since 2010. But as a significant part of the environmental impacts occurs outside the walls of our offices, we will use the data to put in place action plans to reduce emissions, which will extend to our supply chain as well.

The lifetime of products has a key role in terms of sustainability. Consumers look for advice both on making more responsible choices and on prolonging the life of the product they have bought. In addition to designing products that are timeless and long-lasting from quality as well as aesthetic points of view, we launched new care instruction packages in 2019, followed by more extensive information in January 2020, to help our

¹ Based on Better Cotton Leaderboard results for 2018. The 2019 Leaderboard results were not yet available at the time of writing this review.



customers maximize the life spans of the products they have by taking good care of them. We also continued to facilitate the resale of our products in cooperation with Vestis, a Finnish retailer of secondhand clothing and accessories. Determined to constantly increase transparency about how we work and to expand the dialogue with our community, we launched Q&A sessions, entitled Behind the Patterns, in social media to discuss our products, the people behind them, and sustainability. Each monthly session attracted an audience of around 15,000–20,000 people.

In 2019, we made progress in all our sustainability commitments laid out in our 2016–2020 sustainability strategy. This provides a good foundation for our

determined efforts in the future. Looking ahead, we want to set our ambition level even higher. During the year, we have been collecting data and drafting our next sustainability targets as well as a road map for achieving those goals and guiding our daily decision-making going forward. These new and significantly more ambitious sustainability targets will be announced later in 2020. We are devoted, together with our entire personnel and other stakeholders, to continuing our work in building a stronger, more sustainable – and through this, globally even more competitive – Marimekko.

Tiina Alahuhta-Kasko

Our value chain

Marimekko is a Finnish lifestyle design company that designs, produces, sources, markets and sells clothing, bags and accessories, as well as home décor items ranging from textiles to tableware. The products are sold through a variety of distribution channels, including our own brick-and-mortar and online stores, partner-owned Marimekko stores and e-commerce as well as wholesale customers. Our value chain is broad and diverse, as is typical of consumer

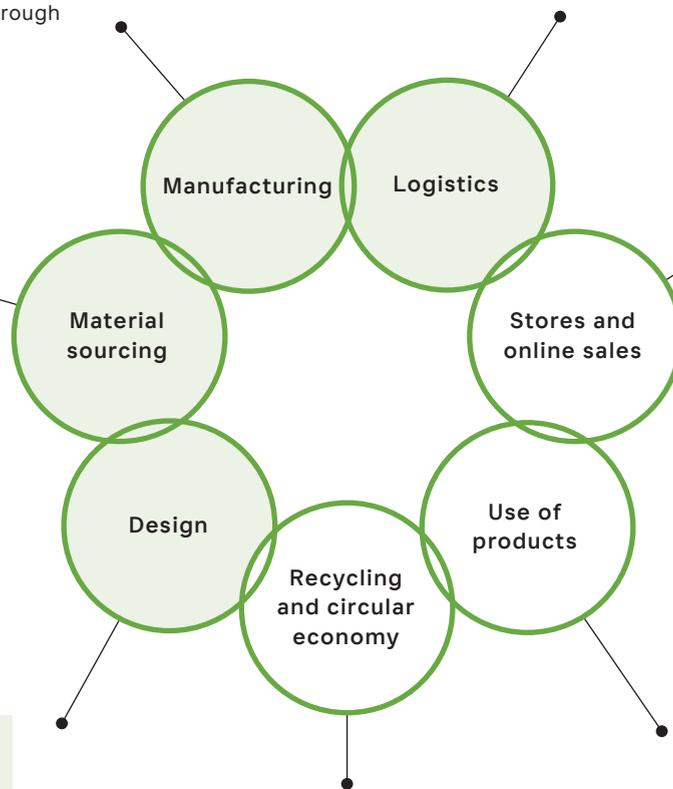
product companies, and it embraces many different partners. Our influence and possibilities to further improve sustainability vary depending on the product and the work phase. The greatest possibilities lie within our own operations – design, material choices as well as material, energy and water efficiency in our in-house printing factory – and in our value chain, especially through cooperation with our suppliers and logistics partners.

We work persistently to further enhance sustainability throughout our value chain and to provide our customers with even more information than before on our products. This is a challenging job, but we are continually striving to get better and believe that, in addition to our own actions, collaboration with our suppliers and other industry has a key role in taking us forward, one design at a time.

- In-house fabric printing factory in Helsinki and partner suppliers around the world
- Promoting sustainability throughout the supply chain, e.g. respect for human rights, working conditions at factories and environmental sustainability
- Sustainability requirements for partner suppliers (Supplier Code of Conduct)
- Careful supplier selection and monitoring through audits and factory visits
- Material, energy and water efficiency in our own printing factory
- We source the materials used in our products ourselves or from our partner suppliers who source raw materials globally.
- Our partner suppliers are committed to promoting sustainable practices in their own supply chain.
- We require our suppliers to report the origin of the materials used, including cotton, leather, wool and down.
- In 2019, more sustainably produced Better Cotton accounted for 88% of our total cotton use.

- The modes of transport we use are road, rail, marine and air transport.
- Transportation choices impact the environmental footprint of our operations.
- We optimize our logistics in order to reduce emissions and to enhance efficiency.

- Our store personnel play a key role in advising customers on how to extend product lifetime with proper care.
- We continuously aim to offer our customers more information on products, materials and their proper care both in-store and online.



Important choices in terms of impacts during the product's entire life cycle:

- Timeless and functional designs
- Sustainable and durable materials
- Smart use of materials
- Product and material testing



Sustainability at Marimekko

For Marimekko, sustainability means respecting people and the environment in everything we do. Our value “fairness to everyone and everything” crystallizes our sustainability thinking. We treat people fairly, and we create products that bring joy for a long time with minimal impacts on the environment.

Marimekko’s approach to sustainability

Sustainability is one of the most transformative megatrends impacting the fashion and textile industry and an increasingly important consideration in the choices of Marimekko’s customers. Our design philosophy and operations have always been based on a sustainable approach: we want to offer our customers timeless, functional and durable products that bring them long-lasting joy and that they will not want to throw away. For us at Marimekko, sustainability work is a joint commitment and about continuous improvement together with our staff, partners and other external stakeholders. In addition to striving to improve day by day in our own operations, we engage with various industry networks, as we believe that collaboration is the most effective way to promote sustainable practices in the industry and to achieve change on a broader scale.

At Marimekko, sustainability is part of day-to-day management and business development. Our governance model for developing and managing sustainability matters consists of the following elements:

- The Board of Directors approves the sustainability strategy, including related key targets, as well as annual sustainability reviews. Risks related to sustainability matters

are addressed as part of consolidated risk management.

- The Management Group sets targets and follows the progress on a bi-annual basis.
- Each business unit and function is responsible for the actions relating to their own areas in order to reach the shared targets.
- Sustainability work is supported and coordinated by the Sustainability Manager.

Final year of our 2020 sustainability strategy

Marimekko’s sustainability strategy extending to 2020 was published in 2016. The strategy comprises five commitments that are defined as the most important areas of Marimekko’s sustainability work: designing timeless, long-lasting and functional products; inspiring and engaging customers and staff; promoting responsible practices throughout the supply chain; being resource efficient and caring for the environment; and offering an inspiring and responsible workplace. A set of targets and criteria to measure progress toward the targets have been assigned for all the commitments. The targets set in the road map are evaluated annually, based on which we set the specific targets for the next year and prioritize them.

In the different sections of this review, you can read more about how we did in achieving the targets we had set for us until 2020.

New, more ambitious sustainability targets for 2025

In 2019, we began drafting our new sustainability strategy, where we aim to set even more ambitious targets for the next strategy period until 2025. As part of the preparations, we looked at megatrends affecting the fashion and textile industry, benchmarked industry practices, investigated our carbon footprint and material use in more detail, as well as involved our own employees in setting our shared vision for the future, among other things. We will launch our new sustainability strategy and related key targets later in 2020.

Marimekko’s sustainability targets and the UN Sustainable Development Goals

The 2030 Agenda for Sustainable Development was adopted by the United Nations in 2015. At the core of the agenda are 17 Sustainable Development Goals (SDGs), which provide a shared framework for companies, governments, individuals and other stakeholders to align their actions with sustainable development. In this review, we present which of the goals we mostly contribute to through our sustainability work. The relevant SDGs are mentioned in the tables that show our progress toward each of our sustainability targets on pages 16, 22, 26, 34 and 42.



We are not about disposable fashion.

Sustainable and
timeless design



Sustainability commitment 1:

We design timeless, long-lasting
and functional products.

Marimekko products are designed to stand up to time and use.

Timeless product design is the core of our business and the mainstay of our sustainability philosophy. We aim to offer our customers long-lived products that they will not want to throw away. We believe that a product that gives its users long-lasting joy is also a sustainable choice.

Sustainability commitment 1: we design timeless, long-lasting and functional products.

Target	Criteria for achievement	In 2019	Status 2019	UN SDGs
We offer durable, high-quality and functional products.	Share of products subject to claims 0.5% of products sold	The share of products subject to claims was 0.3% (0.3).		12: Responsible consumption and production
We increase the share of sustainable cotton in our products.	Increasing the share of Better Cotton of the cotton annually sourced in the supply chain	The share of Better Cotton was 88% (64).		6: Clean water and sanitation, 12: Responsible consumption and production
We increase the share of other more sustainable raw materials used in our products and packaging.	Supporting research projects related to developing new more sustainable materials and continuously evaluating opportunities to use more sustainable materials	Both our cooperation with Spinnova and the Ioncell™ project took important steps forward with printed product prototypes developed as part of the projects. In addition, we provided facilities for testing a new, plant-based indigo dye. We had a study done on plastic use within Marimekko, based on which we will define the next steps. We also further reduced plastic use at our central warehouse by almost 6 tonnes.		12: Responsible consumption and production
We contribute to the circular economy with related projects and services.	Participation in projects which support the circular economy	We continued collaboration with the Vestis secondhand store with garment collecting events during spring and fall. We started to introduce more recycled materials into our collections.		12: Responsible consumption and production

Annual target not achieved Progress made Progressing according to plan

Creating items that last with minimal waste

Marimekko has never been about disposable fashion – instead, our design philosophy has always been based on timeless and durable products, known for being passed on from one generation to the next. A long-lasting product is a key component in improving sustainability in the fashion industry, as, for example, wearing items twice as long can reduce the industry's emissions by up to 44 percent.¹

At Marimekko, sustainability considerations are an integral part of design and product

development. Our aim is to make designs that stand the test of time and are also relevant for today's consumers. Our collections are well thought out and continuously seek inspiration from our archival prints and styles. As part of our fashion collections, we have brought back to life signature Marimekko pieces, for example, from the 1960s and the 1970s. The objective of ensuring the long-lasting nature of our products is also reflected in our material choices, making the quality and longevity of materials a key consideration in the selection. Decisions made in the design phase also affect material consumption. For example, the amount of cutting waste can be reduced by considering the use of the print design and its positioning on the fabric, as well as designing

products of different sizes from the same fabric. If material remains from fabrics purchased for our collections, we use the leftover materials as special products for our campaigns like friendship sales. We also sell the leftover fabrics in our outlet stores.

We encourage our customers to consider their purchases and to buy products that stay in use for as long as possible. To facilitate the resale of our products, we have cooperated since 2015 with the secondhand retailer Vestis in Finland. Several collecting events were held at our stores in 2019; in the fall, the events extended from the previous year to cover altogether seven cities.

¹ Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future (2017, <http://www.ellenmacarthurfoundation.org/publications>).

Ensuring quality sets the basis for longer life cycles

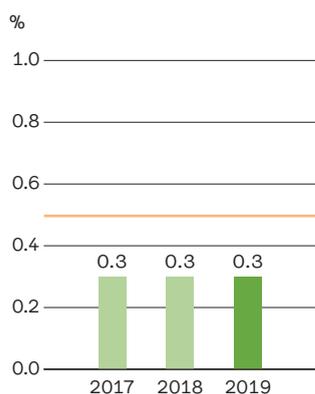
We control the quality of our products through in-house processes, testing in third-party laboratories, and third-party production checks at our suppliers' factories. We have our own textile laboratory in Helsinki, where tests, for example, for shrinkage, color fastness and abrasion resistance are carried out. New products and materials are tested in normal use before they are sold to customers. Our target is to keep the share of products subject to claims below 0.5 percent of the products sold per year. In 2019, the figure was 0.3 percent (0.3). During the year, we further developed the quality processes in our own printing factory.

Longevity and sustainability guide our material choices

We want to create items that truly last in use, and thus a key consideration for us when choosing materials is their quality and longevity. In addition, recognizing that through material choices we can reduce the environmental impacts in our upstream value chain, we are committed to increasing the share of sustainable cotton and other more sustainable materials in our products.

Cotton is the world's most used natural fiber and also Marimekko's most used raw material. From a longevity point of view, cotton is superior to many other natural materials in terms of how well the fabric and colors stand the test of time. Through our long history of printing cotton at our own factory, we have

Share of products subject to claims, target not more than 0.5% of products sold



“My job is to design long-lasting products that delight people over and over again. At Marimekko, we don't follow fashion trends. Instead, we focus on creating products that last and continue to inspire.”

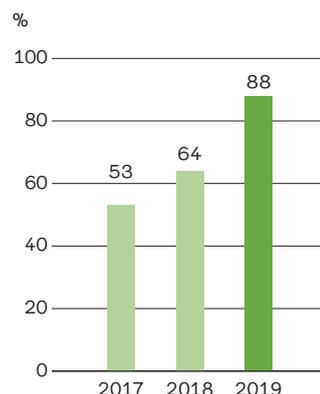
– Satu Maaranen, Head Designer of Marimekko's ready-to-wear, bags and accessories

become specialists in printing even quite challenging patterns and color combinations.

As for sourcing sustainable cotton, Marimekko has chosen to use mainly Better Cotton. We joined the international Better Cotton Initiative in 2013, and since then we have continuously increased the share and volume of Better Cotton sourced. In 2019, Marimekko's sourcing of Better Cotton represented 88 percent (64) of all the cotton and 66 percent of all the textile materials used by Marimekko. Read more on page 19.

In 2019, the total share of more sustainable materials of all textile materials (including leather) used by Marimekko was 71 percent.

Share of Better Cotton of total cotton sourcing, target to increase the share



Types of materials used, % of the total of textile materials purchased in 2019 in kg

Natural fibers	77%
Synthetic fibers	16%
Man-made fibers (such as viscose, lyocell)	4%
Animal-derived fibers (such as wool, silk)	2%
Leather	2%

Share of more sustainable materials, % of the total of textile materials purchased in 2019 in kg

Better Cotton	66%
Fibers in classes A–C ² of the MADE-BY organization's fiber classification	5%
Recycled materials	0.2%
In total	71%

² According to the classification used by Marimekko in previous sustainability reviews.

The cotton we use comes from different parts of the world. However, due to human rights violations related to cotton production in Uzbekistan and Turkmenistan, we do not currently accept cotton from these countries in our products and have signed the related cotton pledges maintained by the Responsible Sourcing Network (RSN). We require our suppliers to annually provide information about the origin of the cotton materials they source for us. [Read more about our cotton sourcing.](#)

To support responsible sourcing of different materials, we have drafted product policies that define our sustainability requirements for the materials and their production processes. Our suppliers are required to follow these guidelines when sourcing materials for us. [Explore the product policies.](#)

In 2019, we began drafting a new material strategy which will provide the foundation for our material choices and development projects going forward. As part of this work, we are going through our whole material portfolio and assessing the materials from a quality and longevity as well as a sustainability point of view to determine our road map for the future. The work takes time, as almost no material is without its challenges. As a first step, we have started to introduce more recycled materials into our collections. For example, we have changed the material of our foldable shopping bags to 100% recycled polyester, starting from

the pre-fall 2020 collection. In 2019, the share of recycled materials of all textile materials purchased was still very small (0.2 percent), but we aim to increase the share in the future.

As the fashion industry is expected to continue its growth³, reducing the environmental impacts also requires us to find new, more sustainable solutions for the future. At Marimekko, we have for several years taken part in initiatives to research and develop new fibers and materials. You can read more about these projects on pages 22.

Study to provide guidance on reducing and replacing plastic

Marimekko aims to reduce the use of plastic in its operations and, during 2019, we had a study done on the subject. The study investigated how much and where we use plastic and identified options for reducing its use or replacing it with alternative materials.

According to estimates made as part of the study, the biggest volume of plastic is used in poly bags i.e. the thin plastic bags that are used to protect textile products when shipping them from factories to warehouse and stores. The second biggest category is the plastic used at our central warehouse to pack and ship goods. In 2019, the amount of plastic purchased for use at our central warehouse decreased by 36 percent and in volume by 5.9 tonnes as a result of changes made in packaging. However, some of the reduction was due to using existing stock from 2018. Based on the study, we will define the next steps in reducing or replacing plastic.

³ According to Ellen MacArthur Foundation, clothing sales could triple by 2050. Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future (2017, <http://www.ellenmacarthurfoundation.org/publications>).



Marimekko already sourcing almost 90% of its cotton as more sustainable Better Cotton



Increasing the share of more sustainable cotton sourced for our products is one of the key objectives of Marimekko's sustainability work. To achieve this, we mainly source Better Cotton, and on a seasonal basis, we also use organic or recycled cotton. Marimekko was the first Finnish company to join the international Better Cotton Initiative (BCI) in 2013, and since then we have continuously increased the share and volume of Better Cotton sourced.

In 2019, Marimekko's sourcing of Better Cotton reached an all-time high with 995 tonnes of Better Cotton sourced, representing 88 percent of all the cotton used by Marimekko – up from 748 tonnes and 64 percent in 2018. Based on the Better Cotton Leaderboard results for 2018, this achievement puts Marimekko among the only seven BCI member brands out of a total of 92, who are sourcing more than 75 percent of their cotton as Better Cotton, as well as among the fastest movers in increasing their sourcing volumes for Better Cotton.

The BCI trains farmers to care for the environment and to respect workers' rights and well-being. Although Better Cotton is not physically traceable to end products, the BCI farmers benefit from the demand for Better Cotton in volumes equivalent to those we source. In 2019, an estimated 565 million liters of water were saved and BCI farmers benefited from an estimated 165 thousand euros in additional profit⁴ thanks to our sourcing of Better Cotton. Our investment in the BCI enabled approximately 730 farmers to implement the Better Cotton Standard and Better Cotton to be grown on over 1,200 hectares of land. In total, Better Cotton accounts for around 19 percent of global cotton production.

⁴ BCI farmers experience profit increases for a variety of reasons, most commonly due to increased yields and/or optimized use of inputs (such as irrigation water, pesticides or synthetic fertilizer).

Sustainability work is a joint commitment.

Inspirational
collaboration



Sustainability commitment 2:

We inspire and engage
our customers and staff.

We believe that cooperation is the best way to bring about positive change. We want to engage our employees, customers and other stakeholders to take part in our sustainability journey.

Sustainability commitment 2: we inspire and engage our customers and staff.

Target	Criteria for achievement	In 2019	Status 2019	UN SDGs
We provide our employees with continuous training in sustainability matters and engage them in developing operations.	Continuous training in sustainability matters for the personnel	Sustainability information was shared with office and store personnel at various events during the year. Input from employees was gathered as part of the preparations for Marimekko's next sustainability strategy.	● ●	
We offer more information on our products, their proper care, and ways to prolong product life.	Increasing the product information available for customers	We included more information about e.g. material origins in the information packages used by store staff, shared expanded care instructions with customers in the context of launching the new Forever Yours bag series, and launched the Behind the Patterns Q&A session in social media in April.	● ● ●	12: Responsible consumption and production
We maintain an active dialogue with our stakeholders and engage in joint initiatives within the industry to innovate and promote sustainable design and production.	Participation in projects promoting innovations in sustainable design and production	Both our cooperation with Spinnova and the Ioncell™ project took important steps forward with printed product prototypes developed as part of the projects.	● ● ●	12: Responsible consumption and production
We collaborate, in particular, with NGOs and charities whose work relates to creativity and supporting women and children.	Supporting NGOs and charities whose work focuses on support for women and children and on creativity	We continued our collaboration with Plan International to promote equality by donating one euro for every Tasaraita shirt sold during the year; we also participated in the organization's Girls Takeover day in October.	● ● ●	5: Gender equality

● Annual target not achieved ● ● Progress made ● ● ● Progressing according to plan

Significant steps in material innovations through new prototypes

Marimekko wants to be involved in finding and developing new sustainable materials for the future and our own printing factory in Helsinki offers unique possibilities for testing new fabrics and dyestuffs in the printing process.

Since 2013, we have been engaged in a research project led by Aalto University and the University of Helsinki with the aim of developing a birch-cellulose fiber made with the Ioncell™ solvent method. Fabric made from the Ioncell™ fiber is biodegradable, and no harmful chemicals are used in the manufacture of the fiber. Marimekko first tested the printability of a fabric made of Ioncell™ fibers in 2016, and in fall 2019, the

tests were extended to a fiber that has been produced with a further developed solvent that is fully recyclable. An Ioncell™ fabric woven with a lyocell warp was printed with the iconic Unikko (poppy) pattern with good results and, after the printing, the fabric was tested for a variety of properties, including resistance to washing and abrasion, in the textile laboratory at Marimekko's printing factory. In addition, a dress was designed and sewn out of the printed fabric and tested in use to obtain valuable data on the material's suitability for clothing.

We also have another long-term cooperation to develop and commercialize new wood-based textiles, started in 2017 with the Finnish fiber technology company Spinnova. Spinnova has developed a technology that enables spinning wood pulp into textile fiber without

regenerating, dissolving or harmful chemicals. During 2019, our collaboration focused on producing prototypes. Designed, printed and sewn by Marimekko in Helsinki at the end of 2019, the first demo products were launched in February 2020. The prototype outfits included a woven jacket and bag as well a striped jersey shirt, all in two colorways and made of the Spinnova fiber, combined with cotton and/or lyocell. The denim-like jacket and bag were the first ever printed items made from fiber spun with Spinnova's technology. During the year, we also provided facilities for testing a new, plant-based indigo dye extracted from woad grown in Finland. The cooperation continues in 2020.

Tips for clever and more environmentally friendly product care

By providing information on its products, their proper care, and ways to prolong product life, Marimekko can inspire and engage its customers to contribute to maximizing product life cycles. Prolonging the life span of clothing is an effective way to reduce its environmental impact. It is estimated that up to 80 percent¹ of the emissions during the full life span of a long-lasting garment are generated when washing, drying and ironing, so proper care and avoiding unnecessary washing, for example, can make a big impact. To help our customers care for their items, we published care tips for different materials as part of a new care guide launched in our online store in early 2020. Useful tips can also be found on the Clevercare label on

¹ Estimate made by Demos Helsinki for Marimekko of emissions caused during a ten-year use of a cotton garment, including 150 washes.

our products. In addition, in 2019, we shared expanded care instructions with our customers in the context of launching our new Forever Yours bag series.

Even stripes for equality

Equality has been an important value for Marimekko since its early days, and we want to actively promote discussion around equal rights. Tasaraita (even stripe), which was designed in 1968 by Annika Rimala for everyone – irrespective of age, ethnicity or gender – is a classic Marimekko pattern symbolizing equality.

In 2019, we continued our collaboration with the children’s rights organization Plan International by donating to Plan one euro for every Tasaraita shirt sold at Marimekko stores in Finland, Sweden, Norway, Denmark, Germany, the United States and Australia as well as our online store which serves about 30 countries. For 2019, the campaign was extended to the whole year from five months in 2018. Plan uses

the donations from the campaign to promote children’s rights to education and to make decisions about their own lives.

In Finland, we also participated in Plan International’s Girls Takeover action where girls step into the shoes of political, social or financial leaders on the UN’s International Day of the Girl, 11 October. Plan International’s action seeks to draw attention to discrimination against girls and, at the same time, highlight their huge potential. In 2019, the focus was on the impacts of climate change on girls’ lives in developing countries. [Read more about the day.](#)

Further, during the year, we supported Helsinki Pride that took place from 24 to 30 June 2019. As an official partner to Finland’s Pride event, Marimekko celebrated the week with a dedicated Tasaraita-themed window installation at its Helsinki Aleksanterinkatu store.

Behind the Patterns – a new Q&A to increase transparency and two-way dialogue

In April 2019, we launched a monthly Q&A session in social media, entitled Behind the Patterns, in order to increase transparency and dialogue with our Instagram followers. In each one-hour session, the community members can ask questions regarding a given topic, which we answer during the same session. The dedicated topics range from sustainability themes to design and printing. The community has been especially interested in Q&As about our own printing factory. The sessions have typically had around 15,000–20,000 unique viewers, with active involvement from the community. The concept has been well received and praised, which has encouraged us to continue with the monthly sessions.



Sustainability commitment 3:

We promote responsible practices throughout our supply chain.

The sustainability of our supply chain is important to us, as bringing joy to everyday life through prints and colors must not be at the expense of others. Marimekko has its own textile printing factory in Helsinki, in addition to which our products are made by our partner suppliers in Europe and Asia. We require sustainability not only of our own operations but also of our suppliers, who are committed to operating in compliance with our sustainability requirements.

Sustainability commitment 3: we promote responsible practices throughout our supply chain.

Target	Criteria for achievement	In 2019	Status 2019	UN SDGs
We build transparency in supply chain towards raw materials.	Constantly increasing the information available on our supply chain	<p>A list of our 75 main product and material suppliers, covering 98% of Marimekko's product purchases, was available on our website.</p> <p>We took part in the Fashion Revolution campaign by publishing articles on our website about people making our products.</p> <p>We further developed the questionnaires sent to our suppliers about material origins.</p>		12: Responsible consumption and production
We select our suppliers carefully, taking account of human rights and environmental protection.	Constantly improving the sustainability evaluation of our suppliers	<p>98% of product purchases from non-EU countries were covered by audits according to amfori BSCI or other social responsibility systems.</p> <p>Marimekko employees carried out more than 40 factory visits to our product and material suppliers' premises.</p> <p>The new supplier evaluation tool developed in 2018 was taken into use.</p> <p>We conducted a survey on the use of renewable energy among our suppliers.</p>		8: Decent work and economic growth, 12: Responsible consumption and production
We promote human rights, a living wage, worker empowerment and safe working conditions in our supply chain through dialogue, audits and training.	Evaluating the human rights impacts of our supply chain in more depth and engaging our suppliers	<p>A road map for how to continue human rights impact assessment in Marimekko's own operations and value chain was prepared.</p> <p>Training on how to assess safety matters during factory visits was arranged for sourcing teams and an updated checklist was prepared for the visits.</p> <p>Remuneration, working hours and safety matters were discussed during factory visits by Marimekko personnel.</p>		8: Decent work and economic growth

 Annual target not achieved
 Progress made
 Progressing according to plan

A comprehensive and carefully selected supplier network

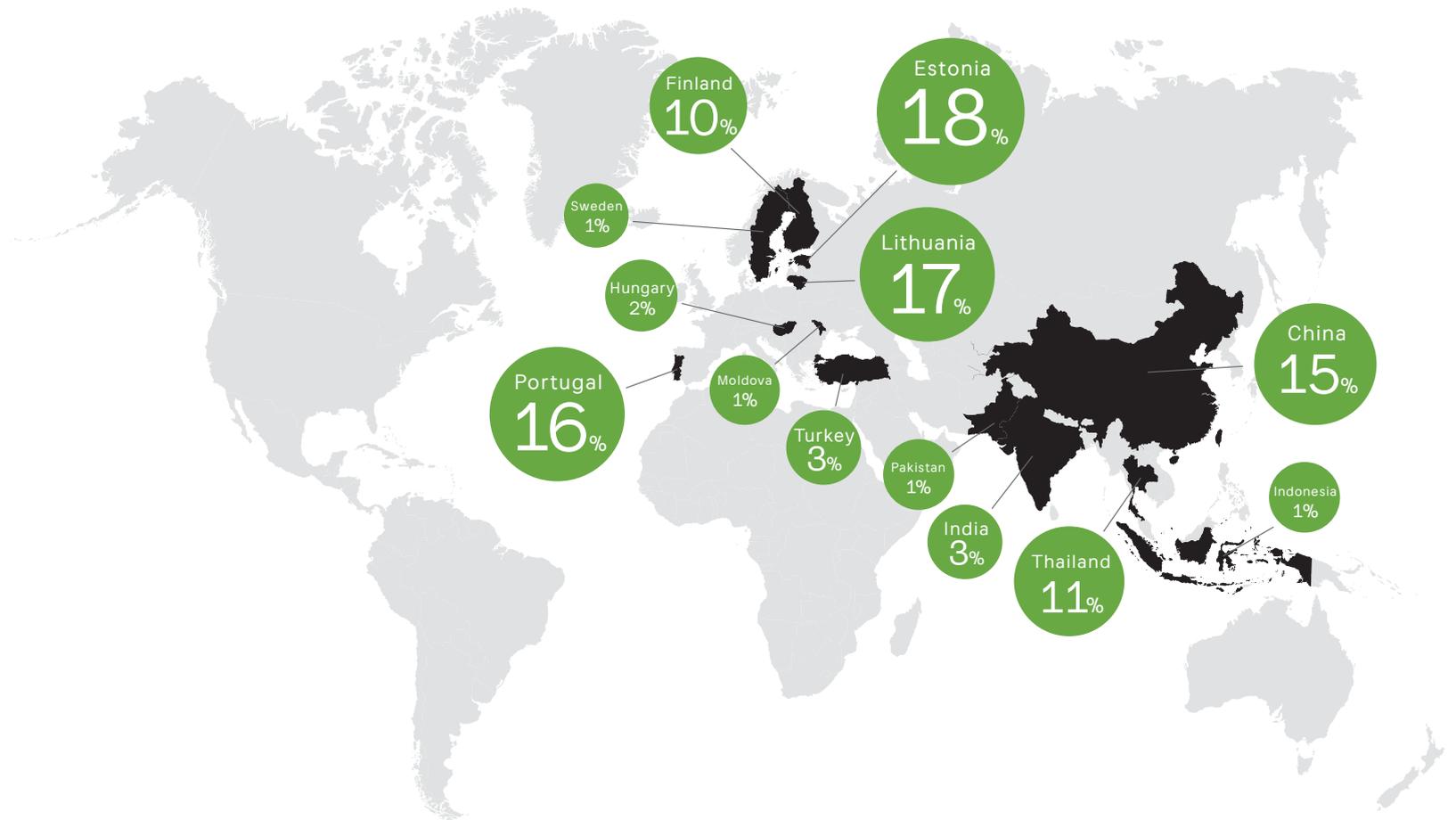
Marimekko's product range is wide and varied, so the manufacture of our products requires a comprehensive, diverse partner supplier network. Our objective is to always find the best manufacturing place for each product category. Regardless of where our products are made, we want to ensure that they are manufactured in

accordance with our values, respecting people and the environment. We choose our suppliers carefully and, in our selection, in addition to commercial terms, we pay close attention to sustainability matters, such as working conditions, safety and remuneration. We also evaluate our suppliers annually on the same criteria.

In 2019, our products were manufactured

by around 75 partner suppliers at about 100 factories in Europe and Asia. Our direct suppliers include factories making the final product as well as material suppliers. We value long-term relationships with our suppliers, and with many of them, we have cooperated for decades. An annually updated list of our main partner suppliers is available on our website. [Explore the list.](#)

Main manufacturing countries 2019



64%

of Marimekko's products are
manufactured in Europe,
and 36% in Asia.

Ensuring sustainability in our supply chain

Careful supplier selection

- We conduct an evaluation where, in addition to commercial terms, sustainability aspects such as working conditions, safety practices, possible social and environmental certifications and audit results are carefully taken into account.
- When selecting suppliers operating in non-EU countries, we require that the supplier has already gone through an amfori BSCI audit or SA8000 certification or starts an audit or certification process. On a case-by-case basis, we accept suppliers that are covered by other social compliance audits.

Supplier Code of Conduct

- Our suppliers are committed to our sustainability requirements according to amfori BSCI embodied in our Supplier Code of Conduct, which include, for example, a strict prohibition on the use of child and forced labor.
- Our purchasing agreements bind the suppliers to comply with the International Labour Organization (ILO) conventions and Marimekko's Supplier Code of Conduct.

Monitoring and evaluation

- Third-party experts carry out amfori BSCI or other similar social responsibility audits at our partner suppliers' facilities, particularly in risk countries. Our own personnel also visit the factories that manufacture our products and materials.
- We evaluate our suppliers annually using Marimekko's supplier evaluation tool that covers all key aspects of the cooperation, including sustainability.

Industry collaboration initiatives

- We are members of the following international collaborative networks, among others:
- amfori BSCI – an initiative promoting the monitoring and improvement of working conditions in global supply chains
 - Better Cotton Initiative (BCI) – an initiative aiming to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future
 - Responsible Sourcing Network (RSN) – an initiative addressing human rights violations and forced labor associated with raw materials, including cotton.

Suppliers are monitored through external audits and visits by Marimekko staff

Our suppliers' operations and compliance with our sustainability requirements are monitored regularly with audits by external specialists as well as factory visits by Marimekko staff. In 2019, Marimekko employees conducted more than 40 visits to our product and material suppliers' premises. Third-party audits are for the most part carried out in factories outside Europe, in countries that are considered higher risk¹. In 2019, 77 percent (79) of our non-EU product purchases were covered by amfori

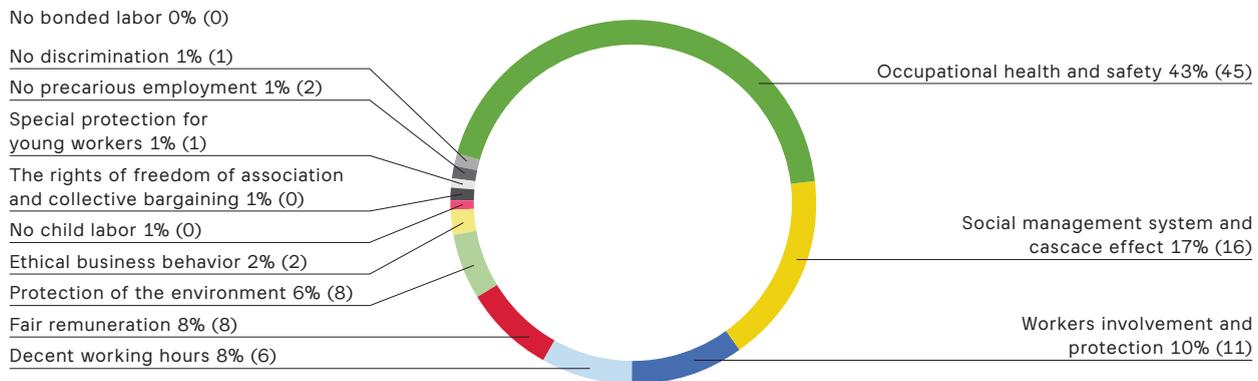
BSCI audits and 98 percent (98) were covered by amfori BSCI audits or other, similar social compliance audits, such as SA8000 or Sedex. The remaining 2 percent comprise, for example, purchases from non-European countries that are not considered risk countries.

A total of 13 amfori BSCI audits (21) were carried out in 2019 at the factories of our direct manufacturing partners. None of the audits identified any zero-tolerance findings, such as indications of child labor or forced labor, or imminent and significant risks to workers' health. However, the audits almost invariably identify other areas for improvement,

which is typical of manufacturing. The most important thing is to go through the areas for improvement with the factory management and to agree on corrective actions. Most of the findings made in the audits in 2019 concerned health and safety (43 percent), management systems (17 percent), and worker involvement and protection (10 percent). Corrective action plans were put in place where necessary, and the actions were monitored during factory visits.

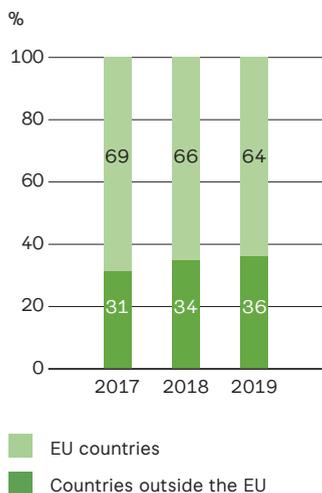
¹ For country risk assessment, Marimekko follows amfori BSCI's risk country classification as a minimum.

amfori BSCI audit findings by area in 2019

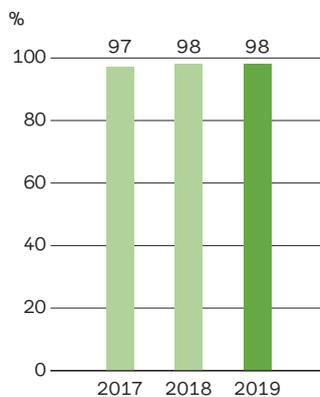


The finding related to the prohibition of precarious employment concerned missing information elements in the employee register, such as form of employment. The finding related to the prohibition of child labor was about the absence of written policies in case children were to be found working. According to the finding related to special protection for young workers, six young workers had not gone through a health check in time. None of the findings were zero-tolerance findings and no precarious employment, child labor or inappropriate treatment of young workers was found at the factories.

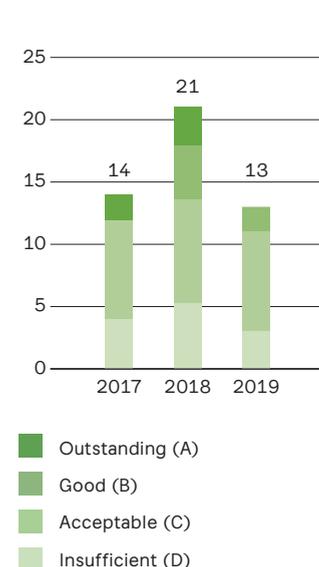
Share of manufacturing in the EU / outside the EU



Share of purchases from audited suppliers in non-EU countries



Number of audits and audit results²



² The number of audits varies year by year, based on frequency of audits (the audit cycle is 1 or 2 years depending on the result) and changes in the supplier base (for example, a new factory may have another audit than amfori BSCI).



Continuous work to enhance transparency

We aim to continuously increase transparency in our supply chain, extending towards the procurement of raw materials, and in the future to provide our customers with more information on the materials used in our products and their origin. Value chains in the textile industry are complex, involving many different players, for which reason tracing the raw materials we use in our products back to their source is challenging and demands patient work, both within our company and in cooperation with other actors in the sector. We source materials for our products ourselves (such as the base fabrics used in our own printing factory) or our supplier partners procure materials for the products they manufacture for us.

Through the mapping of our upstream supply chain, we have gathered data about at least two tiers upstream. For shorter value chains, this means knowing both the raw material provider and the manufacturing location, but for more complex supply chains, for example for many textile products, this covers the sewing location and the printing factory. Through our work on traceability and because we have vertically integrated suppliers who do several production phases

themselves, we have in many cases been able to track our supply chain all the way back to tier 4 (yarn manufacture). In addition, we require our suppliers to report the origin of different raw materials, including cotton, leather, wool, wood and wood-based cellulose fibers, such as viscose. When sourcing materials for us, our suppliers are required to follow our product policies that define our sustainability requirements for the materials and their production processes. [Explore the product policies.](#)

In 2019, we continued to develop our supplier data management system and updated the questionnaires we send to our suppliers about the origin of materials to be more specific, based on the recommendations from the third-party human rights impact assessment conducted in 2018. We also included more information about material origins in the information packages used by store staff. Further, in April, we launched a Q&A session series entitled Behind the Patterns, which provides consumers the opportunity to ask us directly about various topics, including sustainability.

Human rights in the supply chain

We respect the human rights laid down in the UN's Universal Declaration of Human Rights in all our operations and we require the same

of our suppliers. Our approach to human rights is based on the UN Guiding Principles on Business and Human Rights (UNGPs). Respect for human rights is included in our Supplier Code of Conduct, which all partner suppliers must sign. We monitor compliance with human rights in the supply chain through third-party audits and site visits by our own personnel.

In 2018, we started a more comprehensive human rights impact assessment process by conducting a third-party assessment that focused on our direct suppliers. Marimekko's due diligence process and ways of working were also assessed. In 2019, we gathered stakeholder feedback about the impact assessment by discussing the results with a few key stakeholders in Finland and started implementing the recommendations from the assessment by developing our supplier questionnaires about material origins, arranging training for sourcing teams on how to assess safety matters during factory visits, and updating our factory checklist to ensure proper documentation of the visits. In addition, we prepared a road map for how to continue the assessment in Marimekko's own operations and in the upstream and downstream value chain. Following reports

about human rights violations in cotton production in Turkmenistan, we signed the Turkmen Cotton Pledge organized by Responsible Sourcing Network in February 2019. [Read more about the cotton pledges.](#)

Towards a living wage through collaboration

The amfori BSCI Code of Conduct and our Supplier Code of Conduct both include the

principle of fair remuneration, sufficient to provide workers with a decent living and to meet their and their families' basic needs. The legal minimum wages set by various countries or wages based on collective agreements are sometimes not enough to meet this requirement. We at Marimekko are committed to promoting a living wage for the workers in our supply chain. As the issue is multifaceted and involves a range of stakeholders from

businesses to legislators and local unions or other worker representatives, we believe that the best way to further the objective is through collaboration. As a member of amfori BSCI, we support their initiatives aimed at furthering the realization of living wages in supply chains. [Read more about amfori BSCI's approach.](#)

Dozens of annual factory visits ensure the quality and sustainability of our products



Marimekko's products are manufactured by about 75 partner suppliers in approximately 100 factories around the world. We select our partners with care. Our supplier selection is guided by a predetermined process and requirements that are discussed in detail before we embark on the collaboration. The matters we discuss include ensuring that the supplier's competence and capacity correspond to our needs and that they can fulfill our quality and sustainability requirements. Selecting our suppliers carefully is important also because we aim to select partners with whom we can develop and plan collaboration over the long term. Our supplier relationships are, on average, approximately 10 years in length. With some of our partners, we have collaborated for more than 20 years.

Our principle is that we always know where and in what conditions our products are manufactured. Marimekko's employees visit the factories of our supplier partners regularly. In addition, factories in risk countries are audited by external specialists.

In 2019, Marimekko's employees carried out more than 40 factory visits to our product or material suppliers' premises in Finland, Estonia, Lithuania, Hungary, Spain, Portugal, India, China and Thailand. During the visits, we discuss contractual matters, matters related to product development and quality, the implementation of sustainable ways of working and related challenges, if any, as well as track the progress of development objectives agreed upon earlier. First and foremost, the supplier must always fix any shortcomings and what caused them, and consistently failing to fulfill our requirements is a basis for concluding the collaboration. In the past few years, Marimekko has terminated a few contracts based on shortcomings related, for example, to quality, access to information or the terms of the collaboration.

An essential part of the visits is seeing the production facilities. We always try schedule the visits for a time when Marimekko's products are being made in order to get a concrete idea of the various work phases and working conditions. During the factory tour, we pay attention, for example, to the safety of the working environment and methods, condition of the tools used, temperature, cleanliness and lighting of the working premises, and we can also observe how possible shortcomings identified during previous factory audits have been fixed. The visits also give us a chance to learn more about the suppliers – for instance about how they are involved with the local community. One example of this is Marimekko's scarf supplier in India that supports the education of local girls through its family foundation (Shingora Family Foundation).

Respecting our source of inspiration

Resource efficiency and
the environment



Sustainability commitment 4:

We are resource efficient and care for the environment.

Nature is an important source of inspiration for us, and we want to treat it with respect to keep it healthy. Our goal is to constantly reduce our environmental impacts and to improve our resource efficiency.

The main environmental impacts of our own operations are related to the in-house textile printing factory in Helsinki. Roughly one million meters of fabric are printed at the factory each year. In addition, environmental impacts occur in the upstream and downstream value chain, for example during the production of materials, during logistics as well as when the products are used.

Sustainability commitment 4: we are resource efficient and care for the environment.

Target	Criteria for achievement	In 2019	Status 2019	UN SDGs
We continuously reduce the carbon footprint of our operations by using renewable energy sources and optimizing logistics.	Increasing use of renewable energy in our own operations, optimizing logistics routing, and carbon offsetting	Scope 1 and 2 emissions decreased by 13% ¹ compared to 2018. The share of renewable energy was 78%. The carbon dioxide emissions from our store deliveries in Finland and e-commerce deliveries in Finland and the rest of Europe were offset.		7: Affordable and clean energy, 13: Climate action
We continuously improve material, energy and water efficiency in our own operations.	Improving energy and water efficiency per meter of output	The consumption of water relative to output increased significantly due to additional washes introduced. The consumption of biogas relative to output also increased a bit. During 2019, the Marimekko House in Helsinki was renovated, which will improve the energy efficiency of the building.		6: Clean water and sanitation, 7: Affordable and clean energy
No landfill waste will be generated by our own operations.	Our own operations do not generate landfill waste	In 2019, 97% of the waste generated was reused in energy production or as recycled material.		12: Responsible consumption and production
We ensure high standards of chemical restrictions in the production of our products and look for greener chemistry whenever possible.	Replacing defined substances (such as PVC and PFCs) with more environmentally friendly alternatives	We completed the work to phase out PFC compounds and PVC plastic in our products – since July 2019, all new products have been free from PFCs and PVC. We provided the facilities for testing a new, plant-based indigo dye.		6: Clean water and sanitation, 12: Responsible consumption and production

 Annual target not achieved
 Progress made
 Progressing according to plan

¹ Covers the fabric printing factory and head office operations in Helsinki and for electricity consumption also the facilities in Kitee and Sulkava. Reduction calculated using the 2019 emission factor (based on the 2018 emission factor, the reduction was 30%).

Four out of five environmental targets on track to be achieved in 2020

We have our own textile printing factory in Helsinki that produces about a million meters of fabric every year. The Marimekko factory is one of the only industrial-scale textile printing factories in the Nordic countries. For Marimekko, the factory plays a strategic role: it serves both as a production plant and as an innovative hub for our creative teams. Our goal is to continuously reduce the factory's environmental impacts by improving material, water and energy efficiency and minimizing waste. We have set ourselves environmental

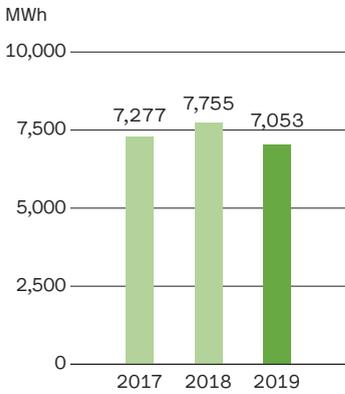
targets to reduce carbon dioxide emissions, energy consumption, water consumption and the amount of waste, and to increase the use of renewable energy by 2020.

The printing factory and the adjacent head office operations are mainly run on renewable energy. The electricity used is generated from hydropower and for its own energy production, the factory uses biogas, which is produced in Finland from the biological wastes of agriculture, the food industry, retail and households. The only remaining non-renewable source is district heating.

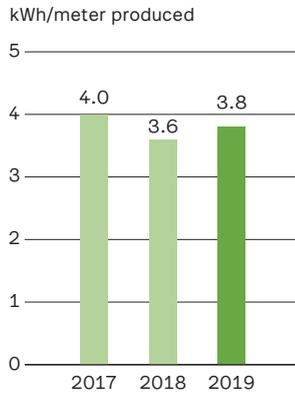
In 2019, our consumption of electrical energy and heat energy decreased by 4

percent and 30 percent, respectively. Both our absolute water consumption and water consumption per meter of output increased significantly, by more than 40 percent. The principal reason for the increase was a second wash introduced for some fabrics to enhance color fastness in use. This increase means that we are currently not on track to reach our 2020 target to reduce water consumption relative to output by 20 percent from the 2010 baseline. Therefore, in 2020, we are paying special attention to reducing water consumption, while maintaining the required color fastness level. The consumption of biogas per meter of output also increased slightly, by 6 percent.

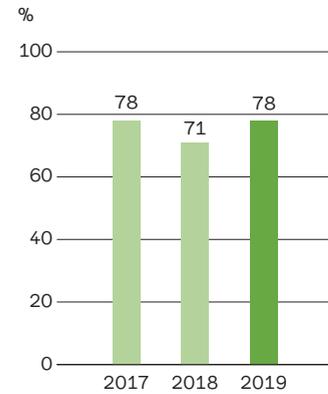
Total energy consumption²
(biogas, electricity and heating combined), target to continuously reduce



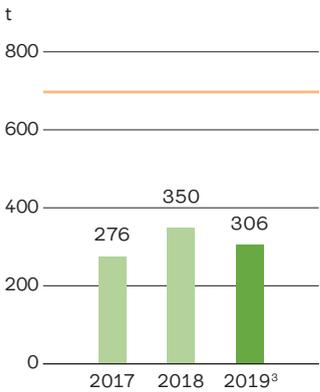
Biogas consumption



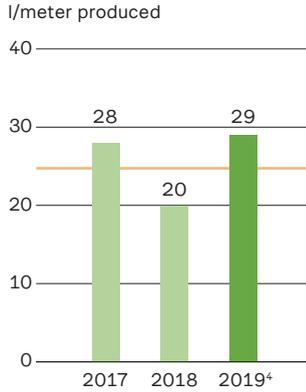
Share of renewable energy of the energy produced and purchased²



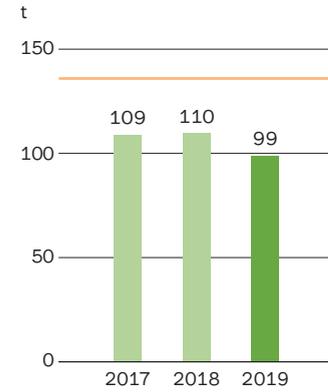
Carbon dioxide emissions²
(scope 1 and 2), target to reduce by 50% from the 2010 baseline which was 1,399 tonnes



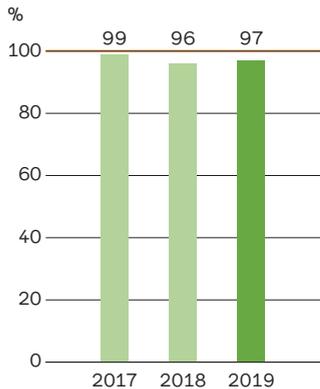
Water consumption,
target to reduce by 20% from the 2010 baseline which was 31 l/m



Waste generated from operations⁵,
target to reduce by 20% from the 2010 baseline which was 170 tonnes



Percentage of waste generated being reused in energy production or as recycled material,
target 100%



² Covers the fabric printing factory and head office operations in Helsinki and for electricity consumption also the facilities in Kitee and Sulkava.

³ The figure for 2019 has been restated based on the 2019 emission factor. Earlier this year, we reported 244 tonnes of emissions, which was calculated using the factor for 2018.

⁴ Water consumption increased due to a second wash introduced for some fabrics to enhance color fastness.

⁵ Covers the fabric printing factory and head office operations in Helsinki.

Carbon footprint studies set the basis for new emission reduction targets

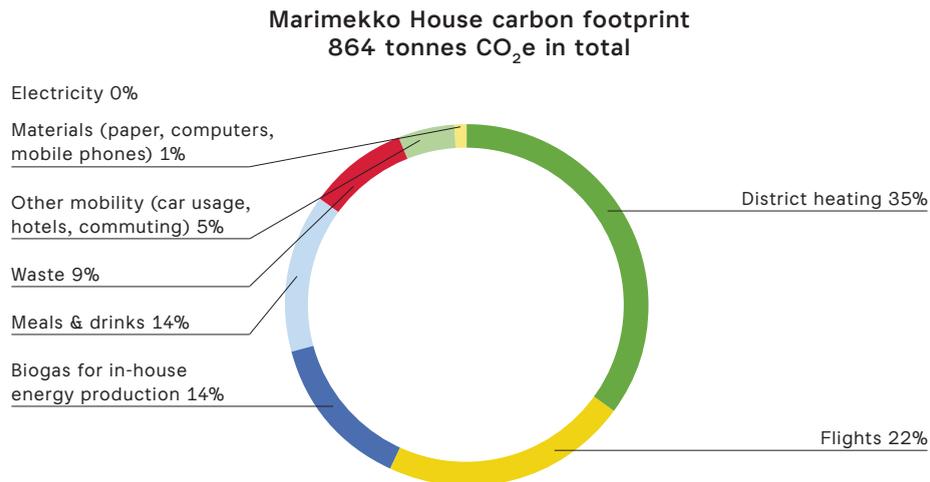
A significant part of the emissions during a product’s life cycle comes from activities in the value chain, for example during the production of materials, during logistics as well as when the products are used. In addition, our everyday operations, such as the way we work in the printing factory or travel for business, have an impact on the environment. In order to minimize these impacts, we have started to map our carbon footprint in more detail. The aim is to obtain data that will help us focus and prioritize our future actions on where we can achieve the most positive impact.

In 2019, we conducted studies to calculate the carbon footprint of the printing factory and head office operations at the Marimekko House as well as of inbound and outbound logistics, and mapped the energy sources used and emissions-related targets set by our direct suppliers.

The carbon footprint study of the Marimekko House in Helsinki, done in collaboration with an external partner, covered the emissions from energy production and use, the materials used and food consumed, and business travel and commuting by the people working on the premises⁶. The biggest contributor to the carbon footprint was the use of district heating, which in the Helsinki area is largely produced from fossil sources. Business flights were the second biggest contributor. The third was the carbon footprint associated with the biogas used in our printing factory – even if it is renewable energy, an emission factor was applied to reflect the emissions from the biogas production process and logistics involved in collecting the raw material and distributing the biogas.

We will use the data collected during the year to set targets and action plans for reducing emissions both in our in-house operations and in our supply chain. We estimate to complete the setting of these new goals in 2020.

⁶ The emissions categories were selected to cover all scope 1 and 2 emissions, as well as those scope 3 emissions that were deemed to be relevant to the location. The data on consumption or activity level is based on measured consumption, where this figure was available directly or from service providers. For commuting, the data is based on an estimate derived from an employee survey. The data reflects the level of annual consumption/activity and is from the latest 12 months in 2018–2019 or full year 2019. The applied emission factors are based on data from service providers (energy use, traveling) or publicly available carbon footprint calculators (such as myclimate, WWF).



80% of Marimekko's direct suppliers use renewable energy sources

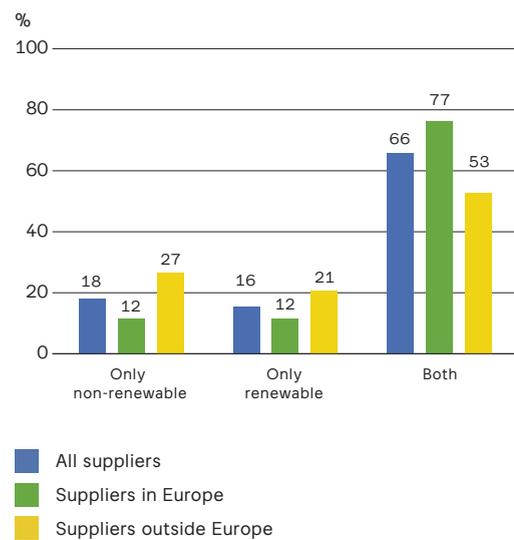
A significant part of the lifetime emissions of our products is created in our supply chain during the manufacturing of the products and the materials used to make them. Therefore, we have begun to map the emissions in our supply chain in more detail, starting with our direct suppliers.

Our study in 2019 showed that 82 percent of our direct suppliers use renewable energy sources. Furthermore, 16 percent of the suppliers use only renewable energy sources⁷ in their operations and 66 percent use energy from both fossil and renewable sources at the same time.⁸ The rest – 18 percent – use only fossil fuels as their energy source. Of those suppliers who are wholly or partially using fossil fuels, 23 percent plan to increase the use of renewable energies in the future.

Almost all Marimekko's suppliers in Europe (95 percent) and outside Europe (97 percent) have set their own targets to reduce energy use and emissions, and/or have implemented other measures to mitigate climate

change. Examples of such targets and actions include investing in wind power plants, installing solar panels, minimizing water use in production, capturing heat and using it to warm the production facilities, installing more energy-efficient equipment and participating in reforestation initiatives. We monitor the implementation of these targets and actions as part of our cooperation with suppliers.

Energy sources used by Marimekko's direct suppliers



⁷ Renewable energy sources include solar, wind and hydropower, biogas, biomass and geothermal heat.

⁸ If the supplier has mentioned electricity as their only source of energy, the division between renewable and non-renewable energy sources is based on International Energy Agency's statistics on electricity generation by source in the relevant country (<https://www.iea.org/data-and-statistics>).

Carbon-neutral e-commerce deliveries through offsetting

Our main means to reduce emissions from logistics are optimizing transportation routes, choosing lower-emission modes of transport and offsetting emissions. In 2019, we replaced some long-distance airfreight shipments with rail transport and offset the carbon dioxide emissions from all our outbound store and e-commerce deliveries in Finland and from e-commerce deliveries elsewhere in Europe. The emissions offset from these deliveries totaled 513 tonnes (68) and their emission impact was offset within the framework of climate projects financed by Posti (Finnish Post) and DHL. The increase in the amount of tonnes offset was due to extending the scope of deliveries covered by offsetting.

Chemical management further enhanced with updated Restricted Substances List and testing

In textile manufacturing processes such as bleaching, dyeing, printing and finishing, various chemicals important for the appearance and properties of the textiles are used. Apart from finishing treatments, the majority of

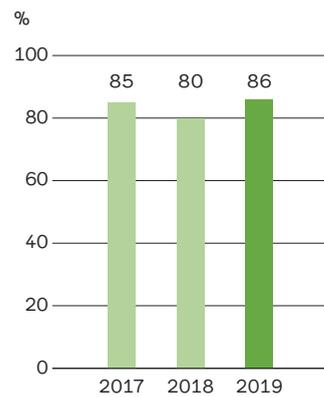
the chemicals are washed off after dyeing or printing. The use of these different chemicals and substances is strictly regulated in the EU and in other markets as well. To ensure compliance with the requirements, we have chemical management principles in place both for our own printing factory and for our partner suppliers. For our suppliers, the requirements are detailed in contracts and in our Restricted Substances List, which was updated in 2019. We monitor compliance through risk-based material- or product-specific analytical tests done in external laboratories. During 2019, we launched a new, more systematic testing process, through which we will get additional data to support our risk assessment.

The majority of the fabrics printed in our textile printing factory in Helsinki are certified according to the STANDARD 100 by OEKO-TEX®. In 2019, 86 percent (80) of the fabrics printed by our factory were covered by the certification. Labeling in accordance with the STANDARD 100 by OEKO-TEX® can also be found, for example, on the towels and bed linen manufactured by our suppliers for us. The certificate guarantees that the materials contain no substances harmful to people or

the environment, as detailed in the standard criteria.

We seek to replace chemicals used in the manufacture of our products with alternatives that are better for the environment and for people. In 2019, we successfully completed the work to phase out perfluorinated hydrocarbons (PFCs) and PVC plastic in our products – since July 2019, all new products have been free from PFCs and PVC.

Share of materials certified according to the STANDARD 100 by OEKO-TEX® in the in-house printing factory



Marimekko’s environmental targets 2020

continual reduction in energy consumption

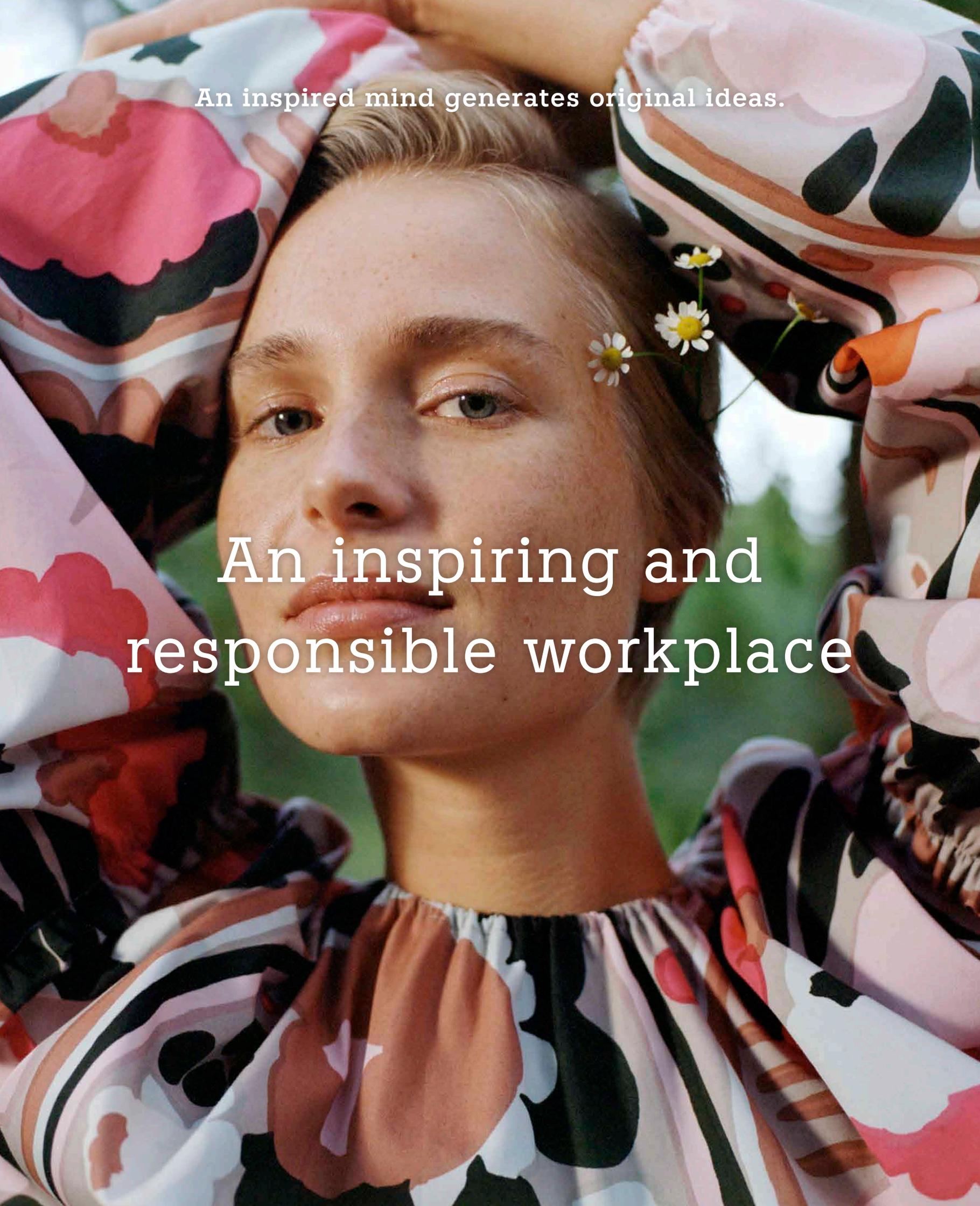
generation of electricity from renewable energy sources, such as wind and hydropower

reducing carbon dioxide emissions by 50%

reducing waste resulting from operations by 20%

reducing water consumption relative to output by 20%



A young woman with light brown hair and blue eyes is the central focus. She has several small white daisies tucked into her hair. She is wearing a top with a bold, colorful floral pattern in shades of pink, black, and white. The background is filled with more of this vibrant fabric, creating a rich, textured environment. The lighting is soft and natural, suggesting an outdoor setting.

An inspired mind generates original ideas.

An inspiring and
responsible workplace

Sustainability commitment 5:

We provide an inspiring and responsible workplace.

We believe in fairness, courage and cooperation and foster an open, non-hierarchical corporate culture that is based on creativity and entrepreneurship. We believe that doing things together generates an open and trusting atmosphere, which is a prerequisite for boldness, creativity and business success.

Sustainability commitment 5: we provide an inspiring and responsible workplace.

Target	Criteria for achievement	In 2019	Status 2019	UN SDGs
We support the personal and professional growth of our employees by training and building competence.	Developing practices supporting employees' professional and personal development to be even more systematic	We updated and streamlined our performance management model. Managers and staff globally were trained about the changes.		4: Quality education
We foster the Marimekko spirit that emphasizes equality, diversity, creativity and teamwork.	Making equality and diversity an even stronger part of Marimekko's culture and operations	We continued to implement the action plans based on the Mari Meter employee engagement survey results from 2018 at both team/department and company level. We updated our equality plan together with the representatives of the employees.		5: Gender equality
We will be the preferred employer in our sector.	High ranking in selected surveys measuring employer image	Activities to build our employer image were conducted in Finland. On the list of the most attractive employers in Finland (a survey carried out by Universum), our ranking improved from the previous year's 6th place to 3rd among business students. Moreover, among business professionals, we improved our ranking by 4 places from 2018 and were ranked the 2nd most attractive employer in Finland.		
We are committed to responsible and ethical business practices.	Acting in accordance with the law and ethical and responsible business principles	70% of Marimekko employees had completed the Code of Conduct e-training by the end of 2019. Training about the Antitrust Guidelines and Insider Policy was given in several face-to-face sessions with managers and key employees.		12: Responsible consumption and production

Annual target not achieved Progress made Progressing according to plan

A company culture emphasizing fairness, courage, cooperation and equality

Marimekko's success rests on strong staff commitment and the ability to utilize every individual's skills and creativity in daily work. We believe in fairness, courage and cooperation, and foster an open, non-hierarchical corporate culture that is based on creativity and entrepreneurship. The Marimekko spirit, incorporating the company's values, forms the backbone for our daily work together. The UN's

Universal Declaration of Human Rights and Marimekko's Code of Conduct provide the basis for managing social issues in our operations.

Marimekko's culture and working environment are founded on equality and cherishing diversity. No discrimination is tolerated. We want to provide a safe, caring, communal and respectful working environment for each Marimekko employee. Any issues relating to inappropriate behavior are investigated according to a set process. We promote equality based on our equality plan,

provide training for managers, and measure success with an employee engagement survey.

When Marimekko employees in a recent study were asked to choose three adjectives that in their opinion best described Marimekko as an employer, the most often repeated adjectives were FAIR, INSPIRING and JOYFUL. Generally, Marimekko was considered a value-driven company with a distinct work culture that is inclusive, down-to-earth, approachable and genuine.



In celebration of International Women's Week 2020, we highlighted our female colleagues from all around the world in some of our store windows and in our social media - we are proud of them!

Strong leadership and active feedback culture result in high performance and engagement

In 2019, we continued the implementation of our MariPeople performance management model that was piloted first in 2017. Based on user feedback from 2018, the model was further developed. In order to make individual performance evaluations easier, a new five-level performance evaluation rating was introduced to replace the original three-level evaluation scale. The new levels were added to ease differentiation – recognizing those who exceed expectations and giving corrective feedback to those whose performance is below expectations. The “how” part of the process, which evaluates ways of working based on Marimekko’s values, was streamlined, a tool to evaluate leadership was added, and the documentation was revised to reflect the changes in the process. Training was provided to managers and office staff globally to make sure everyone was familiar with and aware of the updated steps as the new year began.

The MariPeople process for our retail organization was also updated. The main steps of our Art of Selling and Art of Leading Sales concepts were chosen as focal points for performance management in order to make the two processes more aligned. These updates and changes made the MariPeople process simpler and faster to execute than before.

In 2019, our international Art of Selling mentor, who was appointed in 2018, continued to provide on-site mentoring for all existing and new local trainers in order to improve sales management and to develop the sales personnel’s professional skills.

Long-term focus on enhancing personnel commitment

The aim of our Mari Meter employee engagement survey is to gather the views and opinions of our employees regarding their own work, their teams, leadership, and Marimekko as an organization and as an employer. The survey provides a secure channel for all employees to express their opinions

confidentially and thus a way to contribute to organizational development. In 2019, the implementation of the team- and department-specific action plans based on the survey results from 2018 continued.

As our head-office personnel were temporarily relocated to three different places for most of the year due to the renovation of the Marimekko House, the 2019 Mari Meter survey was postponed and carried out in early 2020. During the renovation, we saw creativity, teamwork and the Marimekko spirit flourish in a completely new way. The employee engagement score stayed at the AA+ level, totaling 74.1 (74.9). The results showed, among other things, that one of our strengths is that two thirds of employees felt that changes had been implemented well.

Proactive approach to well-being and work ability

At Marimekko, personnel well-being is supported by promoting employees’ health and working and functional capacity, and by

ensuring an empowering working atmosphere. This work is underpinned by close cooperation between occupational healthcare, human resources, managers and the workplace safety organization as well as an early intervention model. By identifying reasons for absences due to illness, we strive to prevent them. The objective is to improve the working conditions and prevent prolonged absenteeism and early disability retirements.

A safe work environment is a basic right for every Marimekko employee. To achieve this, we focus on continuously developing our working culture by enhancing discussion in teams and by recognizing and avoiding hazards and near misses through hazard assessments at various sites and a hazard notification system. Reported near misses and occupational accidents are monitored regularly in Finland.

In 2019, Marimekko employees had 11 accidents (11). In order to recognize risks and avoid accidents, we carry out annual risk assessments in stores, the fabric printing

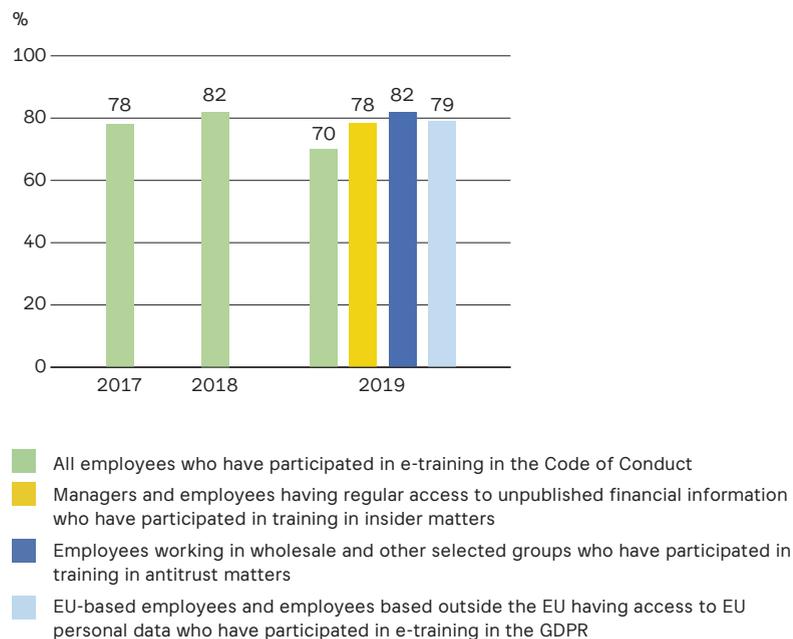
factory and office environments and combine the data with workplace surveys. We also provide safety-related training to employees. Occupational health and safety is one of our main HR development focus areas, and related tools and processes were developed in Finland during 2019 to enable getting a more holistic view of the different matters affecting safety at site level.

More systematic training in Code of Conduct and other key policies

We want to work according to the same principles around the world, complying with local laws and the Marimekko values and following responsible and ethical business practices. By having shared principles, we aim to ensure fair and equal treatment in the workplace and to manage the risks of everyday work. The key principles for ethical business practices are included in the Marimekko Code of Conduct and the Supplier Code of Conduct and more specific instructions are

given in the Antitrust Guidelines, Insider Policy and in instructions in regard of privacy. Anti-corruption and anti-bribery matters are addressed in contracts with partners such as suppliers and distributors. We have a Code of Conduct e-training, which all employees are required to complete. At the end of 2019, 70 percent of Marimekko employees had completed the e-training. Toward the end of the year, we renewed our onboarding practices and, starting 2020, the Code of Conduct and other policies will be a closer-knit and more systematic part of onboarding for new employees. In 2019, training about the Antitrust Guidelines and Insider Policy was given in several face-to-face sessions with managers and key employees. In order to facilitate participation in training, in particular when there are changes in personnel having access to unpublished financial information, we begin to provide e-training in insider and antitrust matters as well in spring 2020.

Share of employees who have participated in training in responsible and ethical business practices





A photograph of two women sitting in a forest campsite. The woman on the left is wearing a plaid shirt and a shawl, sitting on a chair. The woman on the right is wearing a light-colored jacket and a dark skirt, sitting on a tree stump. In front of them is a table made of a tree stump with a white pot, bread, and fruit. To the right is a tent. In the foreground, there is a yellow trash bin with a basket of green fruit on top. The text "Stakeholder engagement" is overlaid in the center.

Stakeholder engagement

For us, sustainability work is a joint commitment and about continuous improvement together with our staff, partners and other external stakeholders. We want to be transparent about how we work and to have an active dialogue with our community and stakeholders. We are open to feedback and use it to develop our sustainability work.

Our stakeholders are diverse, which is why we also communicate with them in a variety of ways. We get feedback on our operations, for example, as customer feedback, in meetings with and inquiries from investors and representatives of various other stakeholder groups, as well as through both traditional and social media. During the year there was frequent discussion in the media about the fashion industry’s environmental impacts and circular economy solutions, such as textile recycling and services to support a sharing economy in clothing. The topics raised by our stakeholders directly with us included sustainability and origin of materials, human rights due diligence work, production locations, supply chain transparency, and actions to reduce environmental impacts of, for instance, emissions, textile waste and plastic use. We also

received several questionnaires from various NGOs regarding, for example, emissions in our supply chain, transparency and sustainability communication, and the realization of living wages in our supply chain.

Cooperation is the best way to solve shared challenges

In addition to striving to improve day by day in our own operations, we engage with various industry networks, as we believe that collaboration is the most effective way to promote sustainable practices in the industry and to achieve change on a broader scale. For this reason, we are involved in many collaborative initiatives of the textile and fashion industry. Since 2011, we have been a member of amfori BSCI, an international initiative which promotes the monitoring and

improvement of working conditions in global supply chains. In 2013, we joined the Better Cotton Initiative (BCI). The BCI connects people and organizations throughout the cotton sector, from field to store, to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton producing areas. We are part of the Responsible Sourcing Network (RSN), an initiative addressing human rights violations and forced labor associated with raw materials, including cotton. We also participate in the activities of textile and fashion industry organizations in Finland (the Finnish Textile and Fashion association, Fashion Finland and the Finnish Fashion and Sports commerce association).

Our most important stakeholders

**consumers, partners
and retailers**

personnel

**shareholders and
investors**

partner suppliers

media

**organizations,
such as NGOs and
charities**

**universities and
research institutes**

Key figures

Key figures for financial responsibility

	2019	2018	2017
Net sales, EUR 1,000	125,419	111,879	102,324
Comparable operating profit, EUR 1,000	17,117	12,199	8,596
Result before taxes, EUR 1,000	16,151	17,552	7,130
Return on investment (ROI), %	17.9	47.6	21.6
Dividends paid, EUR 1,000	15,003	4,045	3,236
Gross investments, EUR 1,000	2,594	1,280	1,210
Equity ratio, %	40.2	70.0	65.2
Salaries, wages and bonuses paid, EUR 1,000	21,186	19,989	19,366
Pension and other indirect social expenditure, EUR 1,000	5,365	5,607	5,244
Income taxes, EUR 1,000	3,133	3,855	1,470
Purchases from suppliers of goods and services ¹ , EUR 1,000	45,397	42,125	36,714

¹ Including materials, supplies and other operating expenses excluding leases.

Key figures for environmental responsibility

	2019	2018	2017
Fabric printing factory output, million meters	1.1	1.1	1.0
Electricity consumption ¹ , MWh	1,564	1,637	1,611
Heating energy consumption ² , MWh	1,546	2,213	1,610
Biogas consumption ² , MWh	4,172	3,905	4,056
Biogas consumption relative to output ² , kWh	3.8	3.6	4
Direct carbon dioxide emissions (scope 1), tonnes (biogas)	0	0	0
Indirect carbon dioxide emissions (scope 2), tonnes (electricity and heating)	306	350	276
Direct carbon dioxide emissions (scope 1) relative to output, tonnes (biogas)	0	0	0
Water consumption ² , m ³	31,563	21,625	29,917
Water consumption relative to output, liters per meter	29	20	28
Waste generated from operations ¹ , tonnes	99	110	109
Waste utilization rate ³ , %	97	96	99
Share of non-utilized waste ⁴ , %	3	4	1
Share of more sustainable textile materials ⁵ , %	71	-	-
Share of textile products made with more sustainable materials ⁶ , %	-	5	6
Better Cotton sourced ⁷ , tonnes	995	748	425
Share of Better Cotton of total cotton sourcing ⁸ , %	88	64	53
Share of fabrics printed in in-house printing factory certified according to STANDARD 100 by OEKO-TEX [®] , %	86	80	85

¹ Applies to the fabric printing factory and head office operations in Helsinki and the facilities in Kitee and Sulkava.

² Applies to the fabric printing factory and head office operations in Helsinki.

³ Utilization as energy or recycled material.

⁴ Includes the share of waste that has been sent for specialized waste disposal (e.g. hazardous waste) or to landfill.

⁵ New KPI. The figure includes the combined share of more sustainable materials (as in the previous KPI), recycled materials and Better Cotton, calculated from the total weight of purchased textile materials.

⁶ Calculated from sales (€). A product made from more sustainable material is defined based on the MADE-BY organization's fiber classification where materials containing 45 percent or more of fibers in classes A-C are considered more sustainable. E.g. organic cotton, linen and lyocell and blends of these are included in these categories. In addition, silk, triacetate and acetate products are included in the definition. Better Cotton is not included in the figure, as it has not been ranked according to the MADE-BY classification.

⁷ Includes Better Cotton Claim Units (BCCUs) declared in the Better Cotton Initiative's Better Cotton Platform online system. One kilogram of raw cotton lint equals one BCCU.

⁸ Calculated from the total weight of cotton products sourced added with an estimation of the cotton lost in the production process.

Employee key figures

	2019	2018	2017
Average number of employees ¹	442	433	425
Employees at year end ¹	450	445	446
New employees	83	63	38
Leavers ²	38	49	55
Average turnover ³ , %	9.4 / 22.1	11.4 / 22.3	21
Average age of employees, years	37	36	38
Employee gender ratio, women/men, %	92/8	93/7	92/8
Share of women in Board of Directors, %	57	57	57
Share of women in Management Group, %	71	71	88
Sick leave absences ⁴ , %	2.7	2.9	2.9
Work and commuting accidents ⁵	11	11	14
Healthcare expenses per person ⁴ , EUR	833	831	907
Overall result of personnel survey, scale 0-100	74.1 (AA+)	74.9 (AA+)	70.6 (AA)
Result of personnel survey regarding sustainability, scale 1-5 ⁶	-	-	3.4

¹ Personnel converted to full-time employees (FTE).

² Including voluntary leavers and pensions. Not including ended fixed term employments or layoffs in Finland due to production-related or financial reasons.

³ The average voluntary turnover of permanent employees was 9.4 percent for office and production staff and 22.1 percent for store personnel. As is typical in the company's sector, the turnover of store personnel is somewhat higher than the average.

⁴ Calculated on theoretical regular working hours. Applies to employees in Finland.

⁵ Applies to employees in Finland.

⁶ Question in 2017: I know what sustainability means in our company's operations.

Key figures for responsible sourcing

	2019	2018	2017
Manufacturing in the EU, % of sales	64	66	69
amfori BSCI audited suppliers	18	22	19
Share of product purchases from amfori BSCI audited suppliers			
in non-EU countries, %	77	79	78
Share of product purchases from other audited suppliers			
in non-EU countries, %	21	19	19
Share of amfori BSCI audited suppliers with an acceptable result ¹	77	76	71
Violations to Code of Conduct related to use of child labor	0	0	0

¹ According to amfori BSCI's audit rating system, an acceptable result is A (outstanding), B (good) or C (acceptable). The rating C requires, however, a follow-up audit.

A white ceramic mug with a colorful floral and leaf pattern in black, brown, and pink. The mug is placed on a dark tablecloth with a repeating pattern of small white dots. In the background, there are blurred autumn-themed items, including a glass jar, walnuts, and red berries. The text "Reporting principles and GRI" is overlaid in white on the mug.

Reporting principles
and GRI

This is Marimekko's seventh sustainability review. This material references disclosures from the Global Reporting Initiative (GRI) standards 2016. The GRI Content Index presents the standards or sections of standards referred to and the corresponding content in the report.

Calculating principles

Access to information such as environmental impacts of our supply chain is still limited, and therefore reporting is currently focusing mainly on Marimekko Corporation's own operations in the Helsinki head office and printing factory.

The environmental data given in the review applies to the fabric printing factory and head office operations in Helsinki and for electricity consumption also the production facilities in Kitee and Sulkava that were closed in 2013. Data for Marimekko stores in Finland and stores and offices abroad is not included in the figures. Environmental key figures have been calculated based on information provided by the service providers both on measured consumption and related emission factors. The calculating principles for the Marimekko House carbon footprint are explained in more detail in the relevant section of this review. Scope 1, scope 2 and scope 3 categorization of carbon dioxide emissions has been derived from the Greenhouse Gas Protocol calculation method scoping.

Information on personnel for Finland is derived from an HR data and information system. Separate data collection has been conducted for parts of the organization located outside Finland.

Financial data is derived from Marimekko's audited financial statements complying with the IFRS standards and from internal accounting.

The figures related to supply chain and sustainable materials are calculated manually, based on reports extracted from internal systems, such as sales and purchase reporting and supplier management system. The shares of manufacturing by country are based on the sales of products in euros by country of origin. The share of Better Cotton is calculated as a share of Better Cotton sourced in relation to estimated total cotton

consumption of the products purchased during the reporting period in weight. Data for Better Cotton sourced is based on the Better Cotton Initiative's information system (Better Cotton Platform). The share of more sustainable textile materials is calculated based on the share of different textile fibers used in our products, measured in weight depending on the composition of the product and the number of items purchased. The share of purchases from audited suppliers has been calculated based on purchases in euros from those suppliers and factories in non-EU countries who have a valid social audit.

Material topics and their boundaries

The material topics identified by Marimekko and the process for identifying them are described in section "Sustainability at Marimekko" and the tables presenting the progress in each of our sustainability commitments on pages 16, 22, 26, 34 and 42. Some of the aspects concern Marimekko's own operations and some have been identified relevant, for example, at a particular stage of Marimekko's supply chain, or only for certain activities or in certain countries. Aspects concerning only certain suppliers, functions, or operating countries are detailed together with the reported indicator or in the comments of the GRI content index.

Assurance practices

This sustainability review has not been assured by a third party. The information based on the statutory financial statements have been audited by KPMG Oy Ab.

Feedback and contact information

We hope to receive feedback from all our stakeholders regarding our sustainability communications and reporting to be able to develop it further. Please send us feedback at sustainability@marimekko.com or contact us:

Saara Azbel
Sustainability Manager
saara.azbel@marimekko.com

GRI content index 2019

Disclosure	Included	Section/additional information
GRI 102: General disclosures		
Organizational profile		
102-1	Yes	Name of the organization Marimekko in brief, p. 3
102-2	Yes	Activities, brands, products and services Marimekko in brief, p. 3
102-3	Yes	Location of headquarters Financial Statements 2019, Corporate Governance p. 82 (https://company.marimekko.com/en/releases-publications/annual-reports/)
102-4	Yes	Location of operations Financial Statements 2019, p. 1 (https://company.marimekko.com/en/releases-publications/annual-reports/)
102-5	Yes	Ownership and legal form Financial Statements 2019, Corporate Governance p. 82 (https://company.marimekko.com/en/releases-publications/annual-reports/)
102-6	Partly	Markets served Financial Statements 2019, p. 4 (https://company.marimekko.com/en/releases-publications/annual-reports/). Only geographic locations reported.
102-7	Partly	Scale of the organization Key figures p. 48–49 (net sales, total number of employees)
102-9	Yes	Supply chain Our value chain p. 10 Sustainable supply chain p. 26–27 Key figures p. 49
102-12	Yes	External initiatives Sustainable and timeless design p. 17, 19 Sustainable supply chain p. 28
102-13	Yes	Membership of associations Sustainable and timeless design p. 19 Sustainable supply chain p. 28 Stakeholder engagement p. 47
Strategy		
102-14	Yes	Statement from senior decision-maker From the President and CEO p. 8–9
102-15	Partly	Key impacts, risks and opportunities From the President and CEO p. 8-9 Tables on p. 16, 22, 26, 34 and 42 Financial statements 2019, p. 16–17 (https://company.marimekko.com/en/releases-publications/annual-reports/) http://company.marimekko.com/sustainability/managing-sustainability/risks-and-opportunities

Disclosure		Included	Section/additional information
Ethics and integrity			
102-16	Values, principles, standards, and norms of behavior	Partly	Marimekko in brief p. 4 An inspiring and responsible workplace p. 42, 44 https://company.marimekko.com/en/about-marimekko/core-values/ https://company.marimekko.com/wp-content/uploads/2017/12/Marimekko-Code-of-Conduct.pdf
Governance			
102-18	Governance structure	Yes	Financial Statements 2019, Corporate Governance p. 83–85 (https://company.marimekko.com/en/releases-publications/annual-reports/)
Stakeholder engagement			
102-40	List of stakeholder groups	Yes	Stakeholder engagement p. 47
102-41	Collective bargaining agreements	Partly	At the end of 2019, 77% (77) of Marimekko employees in Finland were covered by collective bargaining agreements.
Reporting practice			
102-47	List of material topics	Yes	Reporting principles and GRI p. 51 Tables on p. 16, 22, 26, 34 and 42
102-48	Restatements of information	Yes	Net sales per product line and carbon dioxide emissions for 2019 restated. See details on p. 3 and 35.
102-49	Changes in reporting	Yes	No significant changes in material topics covered and their boundaries.
102-50	Reporting period	Yes	Reporting period is from 1 January to 31 December 2019.
102-51	Date of most recent report	Yes	The previous review was published on 31 May 2019.
102-52	Reporting cycle	Yes	The review is published annually.
102-53	Contact point for questions regarding the report	Yes	Reporting principles and GRI p. 51
102-55	GRI content index	Yes	GRI content index p. 52–56
102-56	External assurance	Yes	Reporting principles and GRI p. 51

MATERIAL TOPICS

Disclosure		Included	Section/additional information
GRI 103: Management approach			
103-2	The management approach and its components	Partly	General approach to sustainability management, targets for material topics and management approach for sustainability in supply chain reported on the following pages: Sustainability at Marimekko p. 12 Tables on p. 16, 22, 26, 34 and 42 Sustainable supply chain p. 28
Economic value added			
GRI 201: Economic performance			
201-1	Direct economic value generated and distributed	Partly	Key figures p. 48–49 Financial statements 2019 (https://company.marimekko.com/en/releases-publications/annual-reports/)
Sustainable materials			
	Marimekko's indicator: Share of more sustainable raw material used in products	Partly	Sustainable and timeless design p. 17 Key figures p. 48
Resource efficiency			
GRI 302: Energy			
302-1	Energy consumption within the organization	Partly	Resource efficiency and the environment p. 34–36 Key figures p. 48 Reporting principles and GRI p. 51 Figures are reported in watt-hours.
302-4	Reduction of energy consumption	Partly	Resource efficiency and the environment p. 34–35 Key figures p. 48 Reporting principles and GRI p. 51
GRI 303: Water and effluents			
303-5	Water consumption	Partly	Resource efficiency and the environment p. 34–35 Key figures p. 48 Only total amount reported.
GRI 305: Emissions			
305-1	Direct (Scope 1) GHG emissions	Partly	Resource efficiency and the environment p. 35–36 Key figures p. 48
305-2	Energy indirect (Scope 2) GHG emissions	Partly	Resource efficiency and the environment p. 35–36 Key figures p. 48
305-3	Other indirect (Scope 3) GHG emissions	Partly	Resource efficiency and the environment p. 36
GRI 306: Effluents and waste			
306-2	Waste by type and disposal method	Partly	Resource efficiency and the environment p. 35–36 Key figures p. 48 Only total amount of waste and the utilization rate reported.

Disclosure	Included	Section/additional information
Personal and professional growth of employees		
GRI 404: Training and education		
404-2	Partly	Programs for upgrading employee skills and transition assistance programs An inspiring and responsible workplace p. 43
404-3	Partly	Percentage of employees receiving regular performance and career development reviews Development discussions are held twice a year with each Marimekko employee.
Equality and diversity		
GRI 405: Diversity and equal opportunity		
405-1	Partly	Diversity of governance bodies and employees Key figures p. 49 Financial Statements 2019, Corporate Governance p. 83 (https://company.marimekko.com/en/releases-publications/annual-reports/)
405-2	No	Ratio of basic salary and remuneration of women to men Aspect has been identified as material, but the ratio has not been reported due to lack of data.
Sustainable supply chain		
GRI 407: Freedom of association and collective bargaining		
407-1	Partly	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk The amfori BSCI principles included in our Supplier Code of Conduct include the requirement for respecting the worker's right of freedom of association and collective bargaining. According to amfori BSCI risk classification, certain countries where Marimekko products are produced (e.g. China, India, Thailand), hold a higher risk in terms of freedom of association and collective bargaining. In one amfori BSCI audit during 2019, findings were made related to freedom of association and collective bargaining. A corrective action plan was put in place and will be followed up in the next audit in 2020.
GRI 408: Child labor		
408-1	Partly	Operations and suppliers at significant risk for incidents of child labor The amfori BSCI principles included in Marimekko's Supplier Code of Conduct include the prohibition of using child labor. No incidents of using child labor have been reported in the operations of Marimekko's direct suppliers during the reporting period.
GRI 409: Forced or compulsory labor		
409-1	Partly	Operations and suppliers at significant risk for incidents of forced or compulsory labor The amfori BSCI principles included in Marimekko's Supplier Code of Conduct include the prohibition of forced or compulsory labor. According to amfori BSCI risk classification, of the countries where Marimekko products are produced, China holds a higher risk in terms of bonded labor. No incidents of using forced or compulsory labor have been reported in the operations of Marimekko's direct suppliers during the reporting period.

Disclosure	Included	Section/additional information
GRI 412: Human rights assessment		
412-1	Yes	Operations that have been subject to human rights reviews or impact assessments Sustainable supply chain, p. 30. The impact assessment covered Marimekko's direct suppliers in all countries except Finland and Sweden. For manufacturing countries see p. 27.
GRI 414: Supplier social assessment		
414-2	Partly	Negative social impacts in the supply chain and actions taken Sustainable supply chain, p. 28–31 Third-party amfori BSCI audits are conducted in the majority of the facilities of our partner suppliers located in risk countries and corrective actions are monitored. Our own personnel also visit our partner suppliers' facilities.
Compliance		
GRI 416: Customer health and safety		
416-2	Yes	Incidents of non-compliance concerning the health and safety impacts of products and services No incidents resulting in fines, penalties or warnings during the reporting period. Two incidents regarding occurrence of restricted substances above required limits were identified by Marimekko and corrective measures were taken before the products were put on the market.
GRI 417: Marketing and labeling		
417-3	Yes	Incidents of non-compliance concerning marketing communications No such incidents during the reporting period.
GRI 419: Socioeconomic compliance		
419-1	Yes	Non-compliance with laws and regulations in the social and economic area No such fines or sanctions during the reporting period.
Anti-corruption		
GRI 205: Anti-corruption		
205-2	Partly	Communication and training about anti-corruption policies and procedures The principles are included in Marimekko Code of Conduct and Marimekko Supplier Code of Conduct. 70% (82) of Marimekko employees had completed the Code of Conduct e-training by the end of 2019. The amfori BSCI principles included in our Supplier Code of Conduct include the requirement for ethical business behavior. All direct suppliers are required to sign the Supplier Code of Conduct.



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