

Sustainability Review 2021

marimekko

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Marimekko in brief

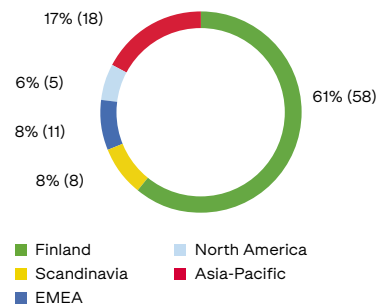
Marimekko is a Finnish lifestyle design company whose original prints and colors have brought joy to people's everyday lives for 70 years already. Our product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware.

Since the very beginning, our operations and design philosophy have been based on longevity: we want to offer our customers timeless, functional and durable products that give them long-lasting joy.

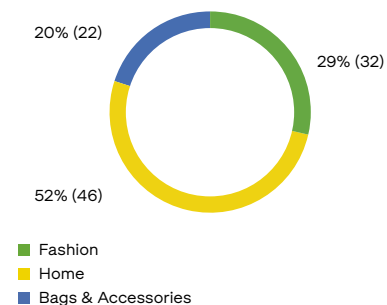
When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. Today, our own printing factory in Helsinki produces around a million meters of fabric a year. Serving also as a test laboratory for our creative community, the modern factory enables us to participate in various sustainability development projects and thus move the entire industry forward towards a more sustainable future.

Globally, there are roughly 150 Marimekko stores, and online store serves customers in 35 countries. Our key markets are Northern Europe, the Asia-Pacific region and North America. In 2021, our net sales were 152 million euros and brand sales of our products worldwide amounted to 376 million euros.

Net sales by market area, 2021 (2020)



Net sales by product line, 2021 (2020)



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

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

Highlights in 2021



We installed solar panels on the rooftop of Marimekko house in Helsinki, Finland to generate electricity for our own use and obtained a WWF Green Office certification. As a result of continuous development work and emission offsetting, our own operations, i.e., our printing factory, offices and our own retail stores globally, have been carbon neutral since 2020.

We joined world's largest corporate sustainability initiative UN Global Compact and committed to promoting its ten principles in our own operations as well as in the value chain.



We introduced 'More sustainable choice' product hangtag to provide sustainability information to customers and updated and extended the care guide as well as sustainability information section as part of the new ecommerce experience.

We're having a party,
We're having a party,
We're having a party,
We're having a party,
We're having a party,
We're having a party,
We're having a party,

and you're invited.

marimekko.party Come as you are

Inclusivity and equality have always been important values for us. They were reflected, for example, in the world's most inclusive fashion party we organized online to celebrate our 70th birthday. More than 42,000 people attended during the week-long celebrations.



We continued our official partnership with Helsinki Pride and supported LGBTQIA+ community by working with a wide range of models, influencers and creatives to foster diversity.



We established a new in-house innovation team, Innovation Works, to accelerate development work with new material innovations such as cooperations with Spinnova and Sulapac, and new sustainable business models.

We extended the calculation of greenhouse gas emissions to cover indirect emissions from entire value chain (Scope 3), including textile manufacturing, logistics and end-use of our products.



We piloted a new concept – Marimekko Upcycled – that reworked the legendary Jokapoika shirt from earlier collections and introduced upcycled home products such as scented candles in cups that did not meet the highest quality standards.



We piloted Marimekko Pre-loved second-hand resale in Marimekko online store and organised events for vintage sales with various partners.

We extended social audits from tier 1 to tier 2 suppliers through a pilot in Turkey, where a fabric supplier was audited against the amfori BSCI Code of Conduct.



#1
MARIMEKKO

by **Professionals in Business**

Marimekko was ranked 1st on Finland's Most Attractive Employers 2021 list among business professionals in Universum's research.

From the President and CEO

Our new sustainability strategy period began at the start of 2021 and will run until the end of 2025. Marimekko's design philosophy and operations have always been based on a sustainable approach: we want to provide our customers with timeless, functional and durable products that bring them long-lasting joy, and that they will not want to throw away but rather pass on to the next user, maybe even the next generation. Continuously improving sustainability has been part of our daily work for years. At Marimekko, we want to be at the forefront of developing more sustainable products and practices. Accordingly, we have in our current sustainability strategy set new, substantially more ambitious sustainability targets both for our own operations as well as for our value chain.

In recent years, sustainability has become an increasingly important factor guiding consumer choice, and it also affects the commitment of skilled employees and investors. We believe that determined sustainability efforts strongly support Marimekko's long-term success.

Our sustainability-related actions in 2021 included, for example, increasing the share of more sustainable materials in our products, reducing waste and prolong the lifetime of our products in various ways. The pilot of the Marimekko Pre-loved second-hand concept in our renewed online store, our collaboration with the auction house Bukowski and our pop-up events selling vintage products in New York and Copenhagen are examples of actions that support our goal of Marimekko products bringing joy to many different consumers over their lifespan.



In turn, the archetype silhouettes and block fits created for our ready-to-wear collection during the year improve the consistency of fit and size between seasonal collections and help our customers to build a wardrobe that lasts from one season to the next.

A growing proportion of our products are made from materials that have a less adverse impact on the environment. In 2021, our first products printed with a natural blue dye obtained from the woad plant became available in stores, and we continued our collaboration projects aimed at the commercialization of new, more sustainable materials. To reduce waste, we launched a product range consisting of bags made from surplus textiles, products printed using surplus dyes and upcycled home products, such as scented candles manufactured in cups that did not meet the highest quality standards. We also piloted the new Marimekko Upcycled concept in the form of reworked Jokapoika shirts from previous collections.

As part of our new sustainability strategy, we have launched several projects to significantly reduce emissions across our entire value chain. An important step in measuring progress was the implementation of more extensive calculation of greenhouse gas emissions during the year, which now, for the first time, also includes indirect emissions from, for example, the manufacture of textiles and the transport and use of products. This more detailed information helps us target measures where the impact will be the most significant. Thanks to continuous development and compensation efforts, our own operations, i.e. our textile printing factory, our offices and our stores around the world, have been carbon neutral since 2020.

Our operations are guided by strong values, of which one in particular, fairness to everyone and everything, encapsulates our sustainability approach and extends to our employees, customers and partners all over the world. We are committed to promoting positive change through collaboration with partner suppliers and other operators in the industry.

Marimekko joined the UN Global Compact initiative in 2021. We are committed to the 10 principles of the UN Global Compact in our own operations and in our value chain. Despite the coronavirus pandemic, we were able to continue to carry out third-party audits in factories in high-risk countries, and as a result, 100 percent of our purchases from non-EU countries were subject to social audits also in 2021. We are committed to respecting human rights in all our operations, and audits are one of the many tools that help us monitor adherence to human rights as well as our values and responsible sourcing principles throughout our supply chain. Continuously improving the transparency of our operations is also important to us. In 2021, we finalized a new material strategy, and as part of its execution, we have taken the first steps toward increasing the share of traceable materials, such as organic cotton and sustainably produced wool. We are also continuously providing more product sustainability information to our customers.

Sustainability has been embedded in Marimekko's DNA from the very beginning of the company 70 years ago. In accordance with our values, we want to lead by example in moving the entire industry toward a more sustainable future. We believe that, in the future, timeless and sustainable products will be made in balance with the environment, in line with the principles of the circular economy and with full transparency starting from raw materials. We know that in order to achieve this ambitious vision, we need to ensure innovation and continuous improvement in the work we do with our personnel, partners and other stakeholders. We are committed to building a more sustainable Marimekko, year by year and together with all of you.

Tiina Alahuhta-Kasko

We believe that
determined
sustainability efforts
strongly support
Marimekko's
long-term success.

Sustainability at Marimekko

Marimekko's design philosophy and operations have always been based on a sustainable approach: we want to provide our customers with timeless, functional and durable products that bring them long-lasting joy and that they will not want to throw away.



Sustainability is one of the most significant drivers of change in the fashion and textile industry.

Sustainability is one of the most significant drivers of change in the fashion and textile industry. Globally, the production of textile fibers and the sales of clothing have nearly doubled over the past two decades¹, while the average lifespan of clothes has decreased by more than a third². Long-lasting products play a key role in the development of the fashion industry's sustainability. Doubling the lifespan of clothes can reduce the industry's emissions by as much as 44 percent².

At Marimekko, we want to be at the forefront of developing more sustainable products and practices. In our current sustainability strategy, we have therefore raised our sustainability targets to a new, markedly more ambitious level.

The focus areas for our sustainability strategy and work have been determined based on the Marimekko brand and the company's vision and values, paired with analyses of the megatrends affecting the fashion and textile industry, consumer trends and insight, studies on sustainability factors in the whole value chain and benchmarking of industry practices, stakeholder dialogue and input from employees.

Determined sustainability efforts support our long-term success

We believe that determined efforts to improve sustainability strongly support Marimekko's long-term success, which is why the development of sustainability is one of the focal points of our strategy.

Sustainability is an increasingly important factor in consumer choices, and a growing number of consumers are prepared to pay more for sustainably produced products. Our ambitious sustainability efforts are also essential for attracting and retaining talent as well as investors. In addition, there are several initiatives currently under way to increase related regulation.

More sustainable operating practices throughout the value chain

Improving sustainability is a journey where each milestone is followed by a new goal. Our current sustainability strategy extends to the end of 2025. The targets and focus areas we have determined for this period apply not only to our own operations but also to our entire value chain, spanning the entire product life-cycle from materials to end use.

Comprehensive sustainability efforts are important because our industry is characterized by long and complex supply chains. The development of transparency and sustainability in the supply chain requires a long-term effort, both within our organization and in cooperation with our partner suppliers, for example. At the same time, a significant proportion of the environmental impacts of our value chain arise from the use and care of the products, so customer communication and education also play an important role.

In addition to seeking continuous improvement in our day-to-day operations, we are involved in many cooperation projects and networks in the textile and fashion industry. We believe that collaboration is the most effective way to promote sustainable business practices. We also work together with numerous Finnish companies on material innovation to support the renewal of the entire industry by, for example, enabling the testing of more sustainable textile materials, dyes and coatings at our textile printing factory in Helsinki, Finland.

Innovations related to technology, materials and the business model help us move gradually towards our long-term objective: a value chain that is in line with the principles of the circular economy, where timeless products provide long-lasting joy and the value chain is in balance with the environment while ensuring fairness towards all of the participants in the value chain.

¹ Textile Exchange: [Preferred fiber and materials market report \(2021\)](#)

² Ellen MacArthur Foundation: [A new textiles economy: Redesigning fashion's future \(2017\)](#)

Sustainability management at Marimekko

At Marimekko, sustainability means respecting people and the environment in everything we do. One of our values is “fairness to everyone and everything”, which crystallizes our approach to sustainability: we treat people fairly and strive to create products that provide long-lasting joy and have as small an environmental impact as possible. For us, sustainability is part of our day-to-day work and the development of our operations.

Each team and business unit at Marimekko is responsible for sustainability actions in their respective area. The development of sustainability in Marimekko’s own operations and throughout the value chain is supported by the Business Development & Transformation team and its sustainability specialists.

In 2021, we also established an internal Innovation Works team, which focuses on promoting and testing new approaches and operating practices, thereby accelerating our sustainability efforts. The agenda of the cross-functional Innovation Works team particularly includes new sustainable business models, material and dye innovations, and new production processes.

Marimekko’s Board of Directors approves the company’s sustainability strategy and its key targets. The Board also follows up on execution toward the targets and monitors annual sustainability reporting. The Management Group cascades the targets into even more specific ones for Marimekko’s teams and business units and follows the progress on at least a bi-annual basis.



marimekko

SUSTAINABILITY JOURNEY



Our sustainability strategy is built on three main guiding principles that guide us on our journey towards a more sustainable future:

TIMELESS DESIGN BRINGS JOY FOR GENERATIONS TO COME

We aim to continue creating new classics – high-quality products that stand the test of time. Our objective is that, during their lifetime, Marimekko items bring joy to many different consumers, even generations, after which they are finally recycled into new products. To help consumers prolong the life of our products, we will be expanding our service offering related to product care and will launch our own resale platform.

POSITIVE CHANGE THROUGH FAIRNESS AND EQUALITY

We want to promote the implementation of fairness and equality in our value chain and see to it that our entire value chain is built on these principles. We will continuously provide more information about the origin of our products, ultimately aiming at full transparency of our operations and supply chain, starting with raw materials. We will also extend audits to second-tier suppliers especially in risk countries. By actively collaborating with other players in the industry, we can promote sustainable practices and drive positive change across the whole sector.

THE PRODUCTS OF TOMORROW LEAVE NO TRACE

We have launched several projects to significantly reduce emissions in our entire value chain – it is our intention to align our emissions-related targets with those of the Paris Agreement. We are committed, for example, to reducing the greenhouse gas emissions from the textile materials that we purchase, from our own operations and logistics, as well as to reducing water use of our textile materials. As a result of continuous development work and emission offsetting, our own operations, i.e. our textile printing factory, our offices and our stores around the world, have been carbon neutral since 2020.

Timeless design brings joy for generations to come

Marimekko's design philosophy is based on timeless, functional, and durable products that give people long-lasting joy. Throughout our 70 years' history, our aim has been to create timeless design and future classics. In the coming years, we want to offer even more comprehensive services to lengthen our product lifetime and contribute to the circular economy.



Timeless design brings joy for generations to come

Goal	Criteria for achievement	Progress in 2021	UN SDGs
We make designs that stand the test of time.	Improving consistency in fit and size and enhancing modularity and combinability in our collections	We developed new archetype silhouettes and block fits for our ready-to-wear collection to help our customers find the right size and fit, especially when buying online and season after season.	
We offer durable, high-quality, and functional products.	Share of products subject to claims, target not more than 0.5 percent of products sold	The share of products subject to claims decreased to 0.3 percent (0.4).	
We actively work to prolong product lifetime.	Improving adjustability and enhancing the careability and repairability of our products	We updated and extended our care guide as part of the new ecommerce experience.	
We contribute to the circular economy through new processes and services.	Ensuring recyclability and encouraging the resale of our products	<p>We established a new, in-house innovation team to accelerate development of new, circular material innovations and sustainable business models.</p> <p>We piloted the Pre-loved second-hand resale in our online store as part of extending our product lifespan.</p>	

WE MAKE DESIGNS THAT STAND THE TEST OF TIME

Marimekko is known for its timeless designs and prints. We strive to offer aesthetically timeless designs, use materials that stand the test of time, and craft future classics. To create long-lasting products, we ensure that sustainability considerations are part of the everyday work of all Marimekko teams; from the design and product development stages to material choices and designing for combinability within and across seasons. Long-lasting products are key components in improving sustainability in the fashion industry. For example, wearing items for twice as long can reduce the industry's emissions by up to 44 percent.¹

One example of Marimekko's approach to sustainability is our continuous collection, which consists of ready-to-wear timeless classics, bags and accessories, and home products. The products in the continuous collection are available across seasons, often for years or even decades, such as the Tasaraita (even stripes) shirt.

New Marimekko archetype silhouettes and block fits help build a sustainable style

Modular thinking is part of Marimekko's profound take on sustainable and timeless design. Our goal is to create designs that help our customers build a capsule wardrobe consisting of timeless pieces they do not want to throw away. By recognizing that different silhouettes compliment different figures and personalities, we aim to help our customers shape a signature style that cumulates from collection to collection.

"In fashion, I am more and more drawn to the idea of finding meaning in repetition – like in music, the way songs are built on patterns and themes that repeat. When I think of Marimekko, I see us each season adding to the building blocks of the brand, everything working together to make a timeless wardrobe," says Rebekka Bay, Marimekko's Creative Director.

In 2021, to further support our customers in building a sustainable style, we developed new archetype silhouettes and block fits for the dresses, skirts, and blouses featured in our ready-to-wear collection. The new structural system presents three different archetype silhouettes: A-Line, Straight, and Fit & Flare.

The three new archetype silhouettes are modernized versions of the iconic Marimekko shapes we have been presenting through the decades. The idea is that these archetype silhouettes do not have an expiration date. Instead, they are available in new

prints and colors in each collection. The archetype silhouettes help our customers find the right silhouette and size, especially important when buying online and season after season. In addition, this approach reduces unnecessary returns and the associated logistics emissions.

The new archetype silhouettes and blocks will be visible in the collections from 2022 onwards.



ARCHETYPE 01

A-LINE



ARCHETYPE 02

STRAIGHT



ARCHETYPE 03

FIT & FLARE

¹ Ellen MacArthur Foundation: A new textiles economy: Redesigning fashion's future (2017)



WE OFFER DURABLE, HIGH QUALITY, AND FUNCTIONAL PRODUCTS

At Marimekko, we want to create items that truly last. This means quality and longevity are key considerations for us when choosing materials. We ensure both the quality of our materials and the durability of products with rigorous quality management processes – for our own printing factory and our partner suppliers.

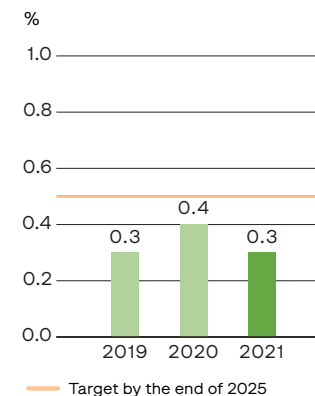
We control the quality of our products through in-house processes, testing in third-party laboratories, and by carrying out third-party production checks at our suppliers' factories. At our own textile laboratory in Helsinki, we carry out tests for shrinkage, color fastness, and abrasion resistance, among other factors. In 2021, more than 4,000 individual tests were carried out in our own laboratory.

All our new products and materials are tested in everyday use before they are included in our collection. Our target is to keep the share of products subject to claims at 0.5 percent of the products sold per year. In 2021, the figure was 0.3 percent (0.4).

In 2021, we continued to increase the share of more sustainable materials, such as organic and recycled materials, by implementing the same high quality and durability criteria used for conventional materials with all new material qualities, too. You can read more about our material strategy on pages 26 and 27.

Quality and longevity are key considerations for us when choosing materials.

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



Timeless design

WE ACTIVELY WORK TO PROLONG PRODUCT LIFETIME

At Marimekko, we do extensive work to prolong the lifecycle of our products. In addition to timeless aesthetics, we aim to extend the product lifetime by various means including designing for adjustability and by further enhancing the careability and repairability of our products.

By providing a comprehensive care guide, we encourage our customers to take good care of their products to prolong their lifespan. In 2021, we updated and extended our care guide as part of the new ecommerce experience. The care guide includes care instructions for all Marimekko product groups – clothing, bags and accessories as well as home décor items – and gives detailed material specific instructions for cleaning, drying, and storing Marimekko products. In the coming years, we also aim to expand our offering in lifecycle services, including care and repair.

WE CONTRIBUTE TO THE CIRCULAR ECONOMY THROUGH NEW PROCESSES AND SERVICES

Ensuring circularity of the value chain is one of the most important priorities for the fashion industry. At Marimekko, we aim to enable circularity through various measures implemented across our value chain. As we shift towards a more sustainable material portfolio, we also aim, as part of our design and product development, to choose materials and fabric qualities that are recyclable. These include mono materials, which only consist of one fiber or raw material. Through new material innovations, we aim to move towards fully circular materials that can be recycled several times without a decline in the quality or durability of the fiber. You can read more about our material strategy implementation on pages 26 and 27.

We aim to support our customers in recycling well-worn Marimekko items. In 2021, we piloted second-hand resale in our online store to support our customers in selling their pre-loved Marimekko items and provide practical solution to extending the lifespan of Marimekko products.

In 2021, we established a new in-house, cross-functional innovation team, Innovation Works, to accelerate development work with new, circular material innovations and sustainable business models. The Innovation Works team focused on, among other things, developing the second-hand resale platform pilot throughout 2021.



Marimekko Pre-loved concept extends our products' lifespan

At Marimekko, our long-term ambition is to create timeless gems that bring joy for generations to come. In 2021, we piloted the Marimekko Pre-loved concept to celebrate our 70-year journey of creating empowering silhouettes in iconic prints and colors.

Launched in August 2021, the pilot presented a collection of some 70 vintage Marimekko pieces from the 1960s to the 2000s. Through the pilot concept, our customers were able to purchase their own, unique pre-loved vintage pieces through the Marimekko online store.

In connection with the Pre-loved concept, we also curated a special anniversary auction of vintage dresses and original art pieces in a collaboration with the leading Nordic auction house Bukowskis. An array of vintage pieces was also sold at Marimekko Kreative, the experiential pop-up space launched in Copenhagen, as well as at the Club Vintage store in New York.

"Finding new ways to promote sustainable fashion is important to us. Through this pilot concept, we wanted to promote second-hand fashion and help to extend the lifespan of our products. The reception among our customers was extremely positive and the products sold out in only 12 minutes," says Suvi-Elina Enqvist, Head of Innovation Works at Marimekko.






Our ambition is to increase our offering in terms of lifecycle services and to continue supporting our community in recycling and selling pre-loved Marimekko items. After the successful 2021 pilot, we will launch the extended Marimekko Pre-loved second-hand platform during 2022.



The products of tomorrow leave no trace

Our ambition is to leave no burden for the coming generations. We believe that, in the future, timeless and sustainable products will be made in balance with the environment, in line with the principles of the circular economy. We are committed to continuously and collaboratively driving innovation in technologies, materials, and business models to push the industry forward and reach our ambitious vision of leaving no trace.

The products of tomorrow leave no trace

Goal	Criteria for achievement	Progress in 2021	UN SDGs
We reduce our carbon footprint significantly throughout the value chain.	<p>GHG emissions of our own operations (Scope 1 and 2), target to reduce by 40 percent by the end of 2025¹</p> <p>GHG emissions of logistics, per kg of transported product, target to reduce by 50 percent by the end of 2025²</p> <p>GHG emissions of textile materials per kg of sourced textiles, target to reduce 20 percent by the end of 2025¹</p>	<p>We calculated our carbon footprint for the first time in accordance with the GHG Protocol standards.</p> <p>We installed solar panels at Marimekko house in Helsinki and prepared to move to renewable district heating; our Scope 1 and 2 emissions decreased by 21 percent compared to 2019.</p> <p>We increased direct deliveries from suppliers to customers and introduced a short-sea route from Portugal to Finland; our GHG emissions of logistics per kg of transported product decreased by 34 percent compared to 2018.</p> <p>We started the material strategy roll-out; our GHG emissions of textile materials per kg of textiles sourced decreased by 5 percent.</p>	 
We reduce the amount of chemicals used in our supply chain.	Share of OEKO-TEX certified and unbleached fabrics at our own printing factory	<p>The share of unbleached materials increased to 22 percent (9). The share of OEKO-TEX certified materials decreased to 73 percent (83) due to the increased share of linen, which is not yet covered by certification.</p> <p>We updated our Restricted Substances List (RSL) and introduced the first products printed with natural dyes.</p>	 
We reduce water consumption in our supply chain.	<p>Water scarcity score of sourced textiles, target to reduce by 50 percent by the end of 2025¹</p> <p>Water consumption per meter of fabric printed at our own printing factory</p>	<p>Water scarcity score increased by 7 percent compared to 2019 due to the increased share of cotton while the transition to less water intensive organic and recycled cotton has only just started.</p> <p>We decreased the water consumption per meter of fabric printed to 23.6 liter/meter (29.0) at our own printing factory and headquarters.</p>	
We minimize the waste and maximize recycling and upcycling of materials in our operations.	<p>Total amount of waste from our own printing factory and headquarters</p> <p>The share of waste reused either as material or energy</p>	<p>We decreased the amount of waste from our own printing factory and headquarters to 78.7 tonnes (82.3).</p> <p>100 percent of our waste was reused either as material or energy.</p> <p>We piloted a new concept – Marimekko Upcycled – that reworked the legendary Jokapoika shirt from earlier collections and introduced upcycled home products such as scented candles in cups that did not meet the highest quality standards.</p>	

¹ 2019 used as the baseline year.² 2018 used as the baseline year.

WE REDUCE OUR CARBON FOOTPRINT SIGNIFICANTLY THROUGHOUT THE VALUE CHAIN

Climate change continues to be one of the greatest challenges of our time. As fashion and textile industry is estimated to account for 8–10 percent of global annual greenhouse gas emissions³, our industry's efforts to reduce emissions play a significant role in climate change mitigation. In order to mitigate our impact on the environment and contribute to tackling climate change, Marimekko has set ambitious targets to significantly reduce our greenhouse gas emissions by the end of 2025.

By the end of 2025, we are committed to:

- 40% absolute reduction in greenhouse gas emissions in our own operations (Scopes 1 and 2)
- 50% reduction in greenhouse gas emissions in logistics (per kg of transported product)
- 20% reduction in greenhouse gas emissions in textile materials (per kg of textile)

2019 figures used as a baseline, except for logistics, which uses 2018 figures.

Exploring emissions from our entire value chain

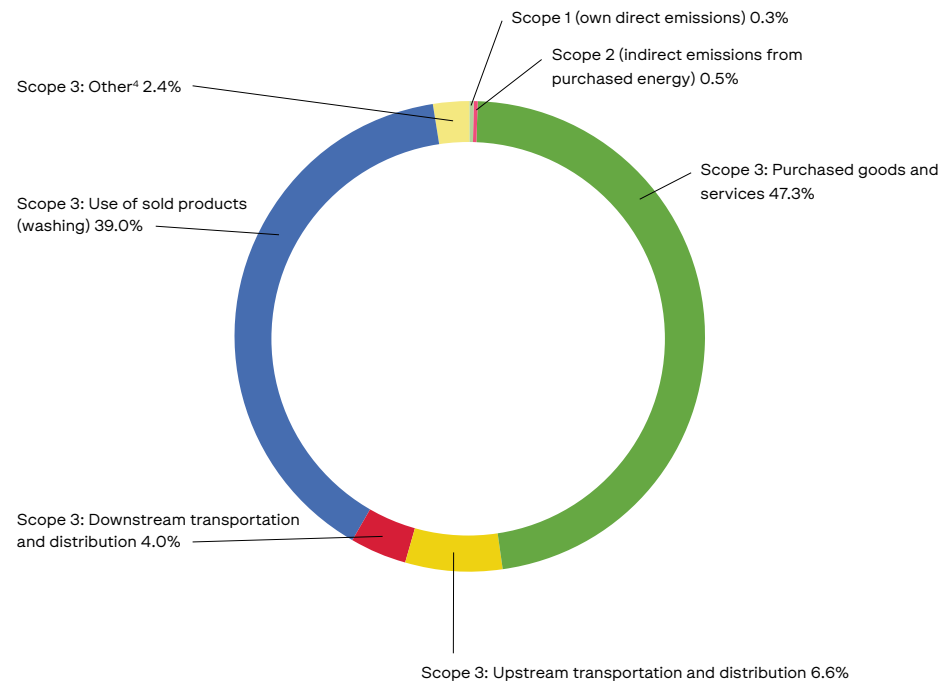
In 2021, we conducted a thorough carbon footprint calculation to set the baseline for our emission reduction work. We used 2019 as the baseline year

and calculated our annual emissions for 2020 and 2021. The calculation was conducted in accordance with Greenhouse Gas Protocol standards (GHG Protocol). You can read more about the method on page 22.

2021 marked the first time that the calculation covered our entire value chain, as previous measurements of our greenhouse gas emissions have focused on our own operations. As value chains are typically long and global in the fashion and textile industry, we placed particular emphasis on measuring our indirect emissions, both in upstream operations, such as production and sourcing of textile materials, and downstream operations, such as distribution and the end-use of our products.

The calculation showed that the direct emissions from our own facilities and vehicles (Scope 1) and indirect emissions of purchased energy (Scope 2) represent less than one percent of our emissions, while 99 percent of our emissions result from other indirect emissions in our value chain (Scope 3). Most of the Scope 3 emissions originate from purchased goods and services (47 percent), the use of sold products (39 percent), and logistics (11 percent). The remaining two percent of our carbon footprint comes from all other indirect emission sources, such as business travel, employee commuting, and the end-of-life of sold products. As the vast majority of emissions originate from indirect sources, the results emphasize the need to address greenhouse gas emissions throughout our value chain; from the cotton field all the way to the use and eventual disposal of a product.

Carbon footprint of Marimekko's entire value chain⁵



³ UN Alliance For Sustainable Fashion: [UN Alliance For Sustainable Fashion addresses damage of 'fast fashion' \(2019\)](#)

⁴ Includes capital goods, fuel and energy related activities, waste generated in operations, business travel, employee commuting, leased assets, end-of-life treatment of sold products and downstream leased assets and franchising.

⁵ Based on emissions calculation in 2021.

Target: GHG emissions from sourced textiles -20%

The goods and services that we purchase, in particular textiles, are the main source of our greenhouse gas emissions. Therefore, our goal is to reduce the emissions of textile materials per kg of sourced textiles* by 20 percent by the end of 2025 compared to baseline year 2019. We will do this by transitioning to more sustainable materials, such as organic or recycled alternatives.

*Calculated based on Higg MSI 3.3 Data at Higg.org

According to the measurement, while our net sales have grown 21 percent, our total carbon footprint has increased relatively faster in 2019–2021. The main driver behind this is the increased share of home décor items in sold products. For example, ceramics require frequent washing during the use phase, which consumes energy and generates more emissions than textile products in the use phase. If the use of sold products is excluded from our carbon footprint, our emissions have increased in line with our sales. Going forward, we are committed to reducing the impact our sales growth has on our carbon footprint. Having gained an even more comprehensive understanding of the main sources of our emissions, we are now better equipped to prioritize efforts to reduce emissions throughout our value chain.

Reducing emissions from purchased textiles

Currently, 47 percent of our total emissions come from purchased goods and services; particularly purchased textiles. The single most important measure in reducing our footprint is the execution of our new material strategy, which guides our transition towards using more sustainable textiles. We are currently in the early stages of implementing this new material strategy: it was developed at the end of 2020 and its roll-out began in 2021. You can read more about our new material strategy on page 26.

To reduce our environmental impact, we aim to increase the use of more sustainable and less emission-intensive materials and reduce the use of conventional materials. The production of

recycled and organic materials generally generates less greenhouse gas emissions than conventional alternatives and uses less water, chemicals, and fossil resources per kilogram of textile. In 2021, we increased the share of recycled materials to 4 percent (3), organic materials to 2 percent (0) and conventional enhanced materials⁶ to 74 percent (68) of all sourced textiles. To develop and commercialize new sustainable materials, we also continued collaboration with Finnish companies: Spinnova, a fiber technology company, and Sulapac, which offers sustainable alternatives to plastics. In 2021, our greenhouse gas emissions of textile materials per kilogram of sourced textiles decreased by 5 percent⁷ from 2019. This was driven mainly by a reduction in the use of emission intensive materials such as silk, conventional viscose, and virgin polyamide.

We also strive to increase material efficiency and increase the use of left-over fabrics in order to cut our emissions. You can read more about material efficiency on page 30.

Encouraging sustainable consumer behavior

At 39 percent, the use of sold products is our second largest source of emissions. These emissions result mainly from the washing of sold products. Each wash consumes energy, which in turn generates emissions indirectly. These emissions can be reduced by washing products less frequently, fully loading machines, and by choosing renewable electricity.

To support sustainable consumer behavior that reduces emissions within our value chain, we strive to increase the sustainability information provided with

our products, enhance the careability and repairability of our products, increase our offering of lifecycle services, and continue supporting our community in recycling products. In 2021, we introduced new product hangtags to provide sustainability information to customers and updated and extended our care guide as part of the new ecommerce experience. The guide includes care instructions for all Marimekko product groups and gives detailed material-specific instructions for cleaning, drying, and storing the products. During the past year, we also piloted a second-hand resale in our online store to support our customers in selling their pre-loved Marimekko items and to provide a practical solution to extending the lifespan of Marimekko products. You can read more about the Pre-loved pilot and upcoming extended platform on page 17.

⁶ Includes Better Cotton, EcoVero™ viscose, lyocell and certified down.

⁷ The figure for 2021 has been restated because of a correction in the amounts of purchased materials. Earlier this year, we reported that greenhouse gas emissions of textile materials per kilogram of sourced textiles decreased by 6 percent.

Calculating our emissions using a global methodology

The Greenhouse Gas Protocol used in calculating Marimekko's carbon footprint is the most established global methodology. We used two standards in our calculation: the GHG Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. These standards cover seven greenhouse gases⁸ that are converted into CO₂ equivalents (CO₂e) to express an organization's overall carbon footprint.

In the GHG protocol, emissions are divided into three scopes that are all included in Marimekko's calculation:

Scope 1: Direct greenhouse gas emissions from own or controlled sources

Includes emissions from combustion of biogas at our own printing factory, combustion of fuel oil at the Kitee facility, and fuel consumption in leased cars.

Scope 2: Indirect greenhouse gas emissions from the generation of purchased energy

Includes emissions from electricity and heating purchased by Marimekko for our own printing factory, the Sulkava facility, offices, and retail stores globally.

Scope 3: All other indirect greenhouse gas emissions from the value chain

Includes all other indirect emissions that result from our operations. The protocol divides these emissions into fifteen different categories. At Marimekko, the three most significant emission categories are:

- purchased goods and services (Cat 1), which includes emissions from e.g. purchased textiles and other raw materials, manufacturing of our products, packaging materials, and purchased services, such as marketing and IT services;
- use of sold products (Cat 11), which includes emissions from washing sold products in washing machines or dishwashers; and
- transportation and distribution, which includes emissions from the transportation of raw materials and finished products (paid for by Marimekko) (Cat 4), as well as warehouse services and the transportation of our finished products (paid for by our partners) (Cat 9).

According to the GHG protocol, the reporting company may choose which of the 15 categories to report based on the relevance to their operations. In our calculation, we included 13 categories and excluded two categories – 'investments' and 'processing of sold goods' – as they are not applicable to our operations.

To carry out the calculation of our carbon footprint, we collected data⁹ from several sources and databases internally and in cooperation with our partners. The data was then compiled into Marimekko's new calculation tool, which allows us to compare our carbon footprint to previous years, as we aim to reduce our relative emissions significantly by the end of 2025.

⁸ The standard covers the accounting and reporting of seven greenhouse gases covered by the Kyoto Protocol – carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulfur hexafluoride (SF₆) and nitrogen trifluoride (NF₃).

⁹ As regards to indirect emissions (Scope 3), where specific data is not available, certain assumptions were made. These assumptions, such as the average washing times of sold products and the emissions resulting from cut, make, and trim, were based on industry studies, such as: Finnish Textile and Fashion: Global climate impacts of the Finnish textile and fashion industry (2021) & McKinsey & Company, [How the fashion industry can reduce its carbon footprint \(2020\)](#)

Target: GHG emissions from logistics -50%

Logistics is a significant source of greenhouse gas emissions in our value chain. By the end of 2025, our goal is to reduce the emissions from our logistics per kg of transported product by 50% compared to baseline year 2018. We can reach this ambitious goal by e.g. choosing less emission intensive transportation modes and optimizing routes.

Reducing emissions from logistics

The third largest source of emissions in our value chain is the transportation and distribution of raw materials and products, which generates 11 percent of our carbon footprint. To cut emissions from logistics, we strive to optimize and find shorter transportation routes and choose lower-emission modes of transport. In 2021, we continued to increase direct deliveries from suppliers to wholesale customers, especially in Asia, to avoid unnecessary shipping and storage. We also introduced a short sea-route from Portugal to Finland to partly replace higher emission truck deliveries with sea freight.

In 2021, the greenhouse gas emissions of logistics per kg of transported product were 34 percent¹⁰ lower than in 2018, which is our baseline year for the target. To reach the target of cutting our greenhouse gas emissions in half by the end of 2025, we will continue to shift to lower-emission transportation modes as well as work on developing our processes to further increase direct shipping.

The greenhouse gas emissions from all our e-commerce deliveries in Finland and elsewhere in Europe are offset in collaboration with our logistics partners. Also the outbound store deliveries in Finland shipped by Posti are offset. The emission offset from these deliveries totaled 578 (461) tonnes in 2021.

Reducing emissions from our own operations

We have worked for a long time to reduce the carbon footprint of our own operations. At our printing factory and headquarters in Helsinki, 100 percent of energy purchased is already renewable, and the gas used at our printing factory is renewable biogas made of various types of organic waste. While Scope 1 and Scope 2 emissions represent a minor part of our total emissions, they are fully in our hands, and we will continue our work to further reduce our remaining emissions.

In 2021, we installed solar panels on the rooftop of Marimekko house in Helsinki to generate electricity for our own use. We also obtained a WWF Green Office certification, which focuses especially on emission reductions and increasing employee awareness of environmental matters. Moreover, we completed contract negotiations to move to renewable district heating from the beginning of 2022. In 2021, our Scope 1 and 2 emissions were reduced by 21 percent compared to 2019, the baseline year of our sustainability targets, and we are progressing towards the target of reducing 40 percent of the emissions from our own operations by the end of 2025. Total energy consumption within our organisation was 8,335 MWh in 2021, of which 74 percent was renewable energy.

¹⁰ The figure for 2021 has been restated because of a correction in the amounts of purchased materials. Earlier this year, we reported that greenhouse gas emissions of logistics per kilogram of transported products decreased by 17 percent.



Target: GHG emissions from own operations -40%

While our Scope 1 and 2 emissions represent a minor part of our total carbon footprint, they are fully in our own hands, which is why we aim to reduce them by 40 percent by the end of 2025 compared to baseline year 2019. Our own printing factory already runs with 100% renewable energy and fuels, and we can further decrease the emissions of our own operations by choosing renewable energy in all our own contracts.

As a result of continuous development work and emission offsetting, our own operations have been carbon neutral since 2020. Our offsetting covers emissions from energy used at our printing factory, offices, and own retail stores globally, as well as emissions from business travel, employee commuting, certain purchases (such as leased IT), and waste generated in our operations. In 2021, we continued to offset the remaining emissions from our own operations in cooperation with myclimate, a non-profit organization specializing in voluntary CO₂ compensation measures.

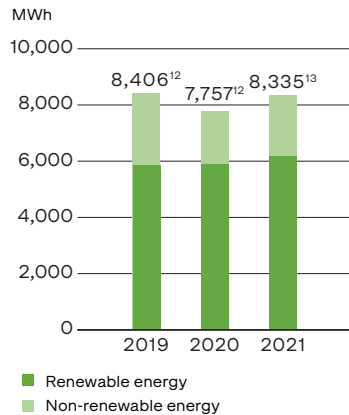
During the past year, we offset our emissions by supporting a Gold Standard verified water purification project in Uganda. The project provides local communities with solar powered UV measurement devices (WADI), which use solar power to inactivate harmful pathogens in the water and thereby provide access to clean and affordable water. As a result, the project reduces the need to use firewood for water boiling. Consequently, there is less deforestation and the habitats of many animal and plant species are protected. The devices also save people's, especially women's, time that would otherwise be spent on the collection of firewood and gives them a better opportunity to carry out work activities. You can read more at myclimate.org.

Future steps to reduce our carbon footprint

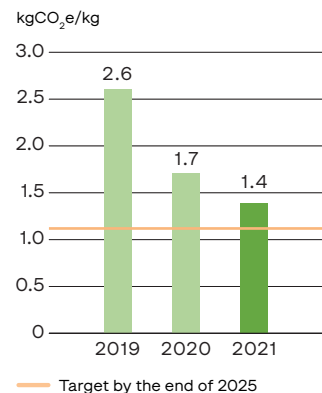
In collaboration with our partners, we continuously drive innovation in technologies, materials, and business models to help us reach our ambitious sustainability targets. We are already progressing toward our emission reduction targets. In 2021, emissions from our own operations decreased by 21 percent, emissions from logistics per kg of transported product decreased by 34 percent, and emissions of textile materials per kg of sourced textiles decreased by 5 percent, compared to the respective baseline year.

However, our ambitious sustainability goals require us to continue our work to reach our targets by the end of 2025. We are confident that our robust sustainability strategy and roadmap will guide our way towards our ambitious vision of leaving no trace. We are also preparing to align our greenhouse gas emission reduction targets with those of the Paris Agreement.

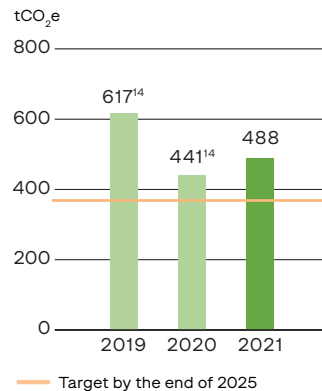


Total energy consumption¹¹**Greenhouse gas emissions of logistics per kg of transported product¹⁶**

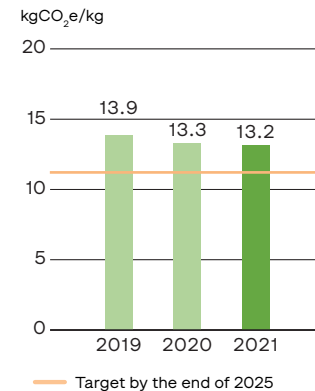
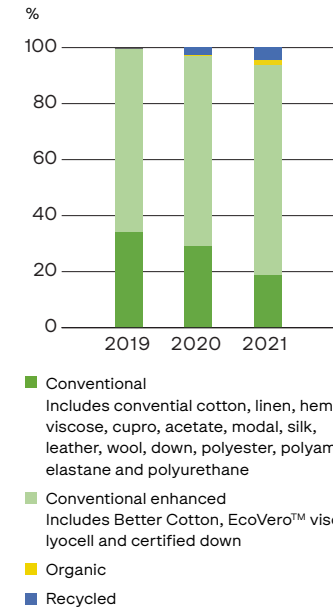
Target to reduce by 50% from the 2018 baseline of 2.2 kgCO₂e/kg

**Greenhouse gas emissions**

(scope 1 and 2),
target to reduce by 40% from the 2019 baseline of 617 tCO₂e

**Greenhouse gas emissions per kg of sourced textiles¹⁵**

Target to reduce by 20% from the 2019 baseline of 13.9 kgCO₂e/kg

**Textile material composition shares**

¹¹ Includes consumption of fuels, electricity and heating purchased by Marimekko and solar electricity produced by Marimekko.

¹² The energy consumption reporting principles have been aligned with Scope 1 and 2 emissions reporting. Figures for 2019 and 2020 have been restated accordingly.

¹³ In 2021, the consumption of district heating increased as a result of cold winter weather.

¹⁴ The reported Scope 1 and 2 emissions for 2019 and 2020 are higher than earlier reported as the Scope 1, 2 and 3 emissions are now for the first time calculated in accordance with the Greenhouse Gas Protocol standards.

¹⁵ Based on Higg MSI 3.3 data at Higg.org

¹⁶ The greenhouse gas emissions associated with logistics are calculated as the Category 4 emissions divided by the total amount (kg) of ordered products that have delivery date in the reporting year.



Our material strategy leads the way toward more sustainable materials

Material choices play a key role in our aim to minimize our environmental impact. As a part of our new sustainability strategy, and in line with our greenhouse gas reduction targets, we started the roll-out of our new material strategy at the beginning of 2021.

The aim of the new material strategy is to reduce the environmental footprint of our textile materials, including 20 percent reduction in greenhouse gases and 50 percent reduction in the water scarcity score per kg of sourced textile by the end of 2025, and then further by 2030¹⁷. To achieve these goals, the strategy introduces product category specific targets that shift our material portfolio towards more sustainable alternatives, such as organic, recycled, and bio-based materials, as well as new material innovations.

Before any new materials are included in our collections, they go through rigorous laboratory testing followed by small-scale collection pilots to verify their quality and durability. To live up to our standards to offer long-lasting, timeless and durable products that our brand is known for, we make sure we maintain the high quality and durability criteria for conventional materials while ensuring the economic viability of the new

materials. To engage all relevant employees in the new strategy, the targets for each product category were addressed in internal workshops. Follow-up discussions have been organized to share experiences of the new material alternatives and to discuss how to overcome any challenges encountered.

The results of our new material strategy are visible in our collections from 2022 onwards, but the first signs of the transition to more sustainable materials can already be seen in the materials purchased in 2021. For example, during 2021 we increased the use of recycled wool, piloted the use of recycled leather in home products, and reduced the use of cellulose-based fibers and virgin synthetic materials. With the new material strategy and innovations, we ultimately aim to move towards fully circular materials that can be recycled several times without a decline in the quality or durability of the fiber.

¹⁷ The reduction targets are calculated using the Higg Material Sustainability Index (MSI). Developed by Sustainable Apparel Coalition, MSI is a cradle-to-gate assessment tool for material, trim, and packaging manufacturing that uses life cycle impact assessment (LCIA) data and methodology to measure material impacts.

Our preferred materials

Banned	Accepted		Preferred		Ambition: new material innovations
Conventional	Conventional	Conventional enhanced	Organic	Recycled	
Cotton from highest risk areas as specified in our Product Policy	Cotton	Better Cotton In-conversion cotton Other traceable cotton	Organic cotton	Recycled cotton	
	Viscose Modal Acetate Cupro	TENCEL™ Lyocell EcoVero™		Recycled cellulose-based fibers	
	Linen	European Flax®	Organic linen	Recycled linen	
	Hemp		Organic hemp	Recycled hemp	
	Silk				
Leather of exotic animals or from deforested Amazon area	Leather (only from animals that have been bred for food production)	Certified leather Traceable leather		Recycled leather	
Fur Mulesed merino wool Angora Non-certified mohair/ alpaca	Mulesing-free merino Sheep wool Yak wool Cashmere	Certified wool Certified mohair Certified alpaca	Organic wool	Recycled wool	
Conventional down		Certified down		Recycled down	
	Polyester	Bio-based polyester		Recycled polyester	
	Polyamide	Bio-based polyamide		Recycled nylon	
	Elastane	Bio-based elastane		Recycled elastane	

More sustainable materials

Target: Environmental footprint of sourced textiles -30%*

The environmental footprint indicator takes into account chemistry, depletion of fossil resources, eutrophication, global warming and water scarcity. After 2021, we will no longer report this indicator, as the Higg MSI is no longer publishing it. We will continue to report the global warming and water scarcity impact of our textile materials, which have been part of this aggregated indicator.

*Calculated based on Higg MSI 3.3 Data at Higg.org

WE REDUCE THE AMOUNT OF CHEMICALS USED IN OUR SUPPLY CHAIN

We aim to continuously decrease our chemical footprint, as it is estimated that a significant share of global chemical output and industrial water pollution originates from the textile industry¹⁸. In textile manufacturing processes such as bleaching, dyeing, printing, and finishing, various chemicals are used to ensure the appearance and properties of the textiles. The use of these chemicals and substances is strictly regulated in the EU and in other markets. To ensure compliance with both legal and our own, stricter requirements, we have environmental and chemical management principles in place both for our in-house printing factory and our partner suppliers. For our suppliers, we have implemented chemical management principles, which are detailed in our contracts and in [Marimekko's Restricted Substances List \(RSL\)](#), which was last updated in 2021. We monitor compliance with these requirements through risk-based material tests or product-specific analytical tests performed in external laboratories.

We seek to further reduce the use of chemicals and replace them with alternatives that are better for the environment and for people. To do that, Marimekko's own printing factory offers unique possibilities for testing new, more sustainable dyestuffs and other chemicals in the printing process. In 2021, we took many steps towards fewer chemicals and better alternatives. During the year, we introduced the first garments, bags, and home items printed with a blue dye obtained from the woad

plant. Our collaboration to develop the industrial use of natural dyes also continued with new colors. To further reduce the use of chemicals, we increased the share of unbleached materials used in our printing factory in 2021 to 22 percent (9). Using unbleached fabrics makes the natural characteristics of the material more visible and removes one chemical-intensive phase in the production process. In 2021, we also shifted from using synthetic dirt-repellant to a bio-based dirt-repellant in our fabrics.

Most of the fabrics printed in Marimekko's textile printing factory in Helsinki are certified according to the STANDARD 100 by OEKO-TEX®. In 2021, 73 percent (83) of the fabrics printed by our factory were covered by the certification. The decrease is attributable to our increased use of linen, as linen fabrics are not included in Marimekko's OEKO-TEX® certification. In the future, our aim is to also include our most used linen fabric qualities in the certification. Currently, labeling in accordance with the STANDARD 100 by OEKO-TEX® can also be found, for example, on the towels and bed linen manufactured for us by our partner suppliers. The certificate guarantees that the materials contain no substances harmful to people or the environment, as detailed in the standard criteria.

WE REDUCE WATER CONSUMPTION IN OUR SUPPLY CHAIN

Material choices have a direct impact on the use of water. It is estimated that the fashion industry consumes 79 trillion liters of water per year and accounts for 20 percent of industrial water pollution caused by textile treatment and dyeing¹⁹. As climate change is likely to further increase the scarcity of water, it is crucial that we reduce the use of water in our value chain. Increasing the share of organic and recycled materials and new material innovations will help us to reduce the use of water in the upstream of Marimekko's value chain. Water use can also be reduced in our own operations by improving water efficiency at our printing factory, and in the downstream of our value chain by washing our products less often at home.

In 2021, the water scarcity score¹⁹ of our sourced textiles increased by 7 percent²⁰ compared to 2019, due to the increased share of cotton in purchased textiles, while the transition to less water intensive organic and recycled cotton has only just started. We expect to see positive development towards the target, as the transition to organic and recycled cotton continues.

¹⁸ Niinimäki, K., Peters, G., Dahlbo, H. et al.: [The environmental price of fast fashion](#) (Nature Reviews Earth & Environment, 1/2020)

¹⁹ Water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where water is consumed and is based on Higg MSI 3.3 data at Higg.org.

²⁰ The figure for 2021 has been restated because of a correction in the amounts of purchased materials. Earlier this year, we reported that the water scarcity score of our sourced textiles increased by 8 percent.

Target: Water scarcity score of sourced textiles -50%

Climate change increases water scarcity and uneven distribution of water resources. We want to do our best to decrease the water consumption in our value chain and cut the water scarcity score* of our sourced textiles per kg of textile to half by the end of compared to baseline year 2019. We can decrease our water scarcity score e.g. by using more organic and recycled cotton.

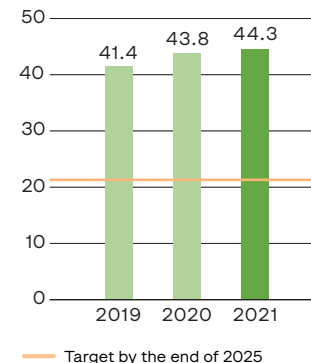
*Calculated based on Higg MSI 3.3 Data at Higg.org

As conventional cotton has a high water footprint and is often grown in water scarce areas, we have carried out systematic work for several years to switch to more sustainable cotton options, such as Better Cotton²¹. We are committed to sourcing 100 percent of our cotton as more sustainable cotton by the end of 2023. More sustainable cotton includes Better Cotton, organic or in-conversion cotton²², and recycled or traceable cotton. Presently, 9 percent of the cotton we source is conventional cotton, while 88 percent is Better Cotton²³ and the rest is organic and recycled cotton. By gradually increasing the share of organic and recycled cotton, which have significantly lower water footprints, we will be able to reduce the amount of water used in our value chain.

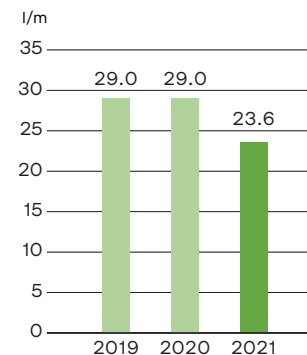
We also strive to improve water efficiency and reduce wastewater emissions. In 2021, the water consumption relative to meter of fabric printed decreased to 23.6 (29.0) liters per meter printed. Our water consumption includes water consumed at our printing factory and headquarters. The decrease in water use is partly a result of remote working, as less water was used in our offices and personnel restaurant. The most water consuming production phase at our own printing factory is the fabric washing. Some colors require a second wash to enhance color fastness, which increases durability of the product while increasing the water consumption.

Our own printing factory holds an environmental permit which sets conditions e.g. for the treatment of our wastewaters. We also have limit values for our wastewater emissions, which we monitor regularly. Compliance with our environmental permit is monitored through annual reporting and inspection.

Water scarcity score²⁴
target to reduce by 50% from the 2019 baseline of 41.4



Water consumption per meter of fabric printed
Helsinki printing factory and headquarters



²¹ Marimekko is a member of Better Cotton. Better Cotton's mission is to help cotton communities survive and thrive while protecting and restoring the environment.

²² In-conversion cotton is the cotton grown during the transition period from conventional to certified organic cotton farming.

²³ The shares of conventional and Better Cotton have been calculated based on the shares of these materials in final products in weight, taking into account the loss of materials in sewing. When using Better Cotton Initiative's guidance for calculation, the share of Better Cotton of our total cotton consumption is 85%.

²⁴ Water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where water is consumed. The score increased in 2021, as emission intensive materials were replaced with cotton, while the transition to less water intensive organic and recycled cotton has only just started. The score is based on Higg MSI 3.3 data at Higg.org.

WE MINIMIZE THE WASTE AND MAXIMIZE RECYCLING AND UPCYCLING OF MATERIALS IN OUR OPERATIONS

Marimekko aims to continue reducing fabric, plastic, and other waste and move towards recycled and reusable packaging. We strive to continuously improve the material efficiency of our production to ensure that valuable materials are not thrown away.

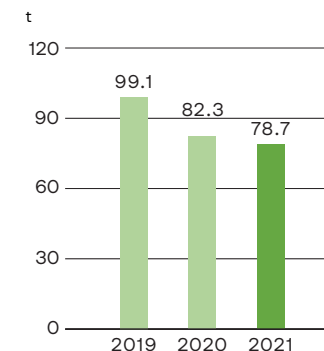
Decisions made in the design phase affect material consumption. For example, we reduce cutting waste through considering the size and positioning of prints and by designing products of different sizes from the same fabric. To increase the use of leftover fabrics, dyes, and other materials, in 2021 we launched a series of bags made by utilizing leftover fabrics from previous production runs and continued to collect dyes left over from our printing production and utilize them in printing new fabrics.

During the year, we also piloted a new concept – Marimekko Upcycled – that reworked the legendary Jokapoika shirt from earlier collections into wearable pieces of art representing development towards a circular economy. Finally, we developed a new, sustainable home concept that uses more sustainable materials, including leftover fabrics and products with slight quality defects. The first products were launched in 2021 and the full concept will be in stores in 2022.

All our packaging materials are already recyclable and 100 percent (100) of waste collected in the printing factory and headquarters in 2021 was recycled as material or utilized in energy production. In the future, we intend to reduce the use of plastic and increase the use of recycled materials in packaging, for example.

In 2021, we made an agreement with Rester Oy to start recycling end-of-life textiles from our own printing factory in 2022. End-of-life textiles are mechanically recycled at the Rester Paimio plant in Finland and new recycled fibers are produced, which can be used to manufacture materials such as yarn, different kinds of nonwoven insulation, acoustics paneling, and filter fabric and composite.

Total amount of waste
Helsinki printing factory and
headquarters

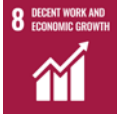
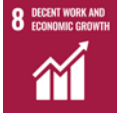

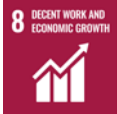





Positive change through fairness and equality

We want to promote equality and fairness and foster diversity and inclusivity in our own operations, throughout our value chain and society at large. We strive to continuously improve transparency and are committed to driving positive change through active supplier engagement and diverse industry partnerships. We are committed to offering our employees an inspiring, responsible, and caring workplace.

Positive change through fairness and equality

Goal	Criteria for achievement	Progress in 2021	UN SDGs
We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain.	Share of purchases from audited suppliers in non-EU countries	<p>We covered 100 percent of purchases from outside the EU by social audits and extended social audits from tier 1 to tier 2 suppliers through a pilot.</p> <p>We joined the UN Global Compact and committed to promote its ten principles in both our own operations and in the value chain.</p>	
We aim at full product transparency.	Increasing the share of traceable materials and providing more sustainability information to customers	We increased sourcing of traceable organic cotton to 2 percent of total cotton (0) and introduced 'More sustainable choice' product hangtags.	 
We provide an inspiring, responsible and caring workplace.	<p>Marimeter Pulse employee survey: Well-being index</p> <p>Sick leave absences</p> <p>Number of accidents</p>	<p>We enhanced tools and proactivity regarding employee well-being and provided guidance in coronavirus-related health and safety measures. Well-being index was at a good level of 7.6 (scale of 0–10, strongly disagree-strongly agree).</p> <p>Sick leave absences increased to 3.1 percent (2.3). This was due to, e.g., coronavirus recommendations requiring employees to stay at home even when symptoms were very mild.</p> <p>Number of accidents remained at approximately the same level and was 8 (7).</p>	
Our culture is founded on equality, diversity and inclusion and we promote and foster these in our entire value chain.	<p>Marimeter Pulse employee survey: Diversity</p> <p>Share of women/men in the total personnel, Management Group and Board of Directors</p>	<p>We launched Marimekko's DEI Foundational Principles, and trained managers and all personnel on DEI perspectives. Marimeter Pulse employee survey's diversity statement was rated at a good level of 7.6 (scale of 0–10, strongly disagree-strongly agree).</p> <p>The share of women/men out of all Marimekko employees was 91%/9% (92/8). In the Management Group, the share of women/men was 78%/22% (78/22), and in the Board of Directors, 50/50 percent (50/50).</p> <p>We partnered with Helsinki Pride and supported the LGBTQIA+ community by working with a wide range of models, influencers, and creatives to foster diversity.</p>	

WE PROMOTE HUMAN RIGHTS, LIVING WAGES, WORKER EMPOWERMENT, AND SAFE WORKING CONDITIONS IN OUR SUPPLY CHAIN

Marimekko has a wide and varied product range, and manufacturing of our products requires a skillful and diverse partner supplier network. Our objective is to always find the best manufacturing solution for each product category. Regardless of where our products are made, we want to ensure that they are manufactured in accordance with our values and responsible sourcing principles.

One of our core values – fairness to everyone and everything – crystallizes our sustainability thinking and encompasses our personnel, customers, and partners around the world. Our approach to human rights is based on the United Nations Guiding Principles on Business and Human Rights (UNGPs). We are committed to promoting human rights, living wages, worker empowerment, and safe working conditions in our supply chain and throughout all our operations, and we require the same from our suppliers.

Marimekko's commitment to respecting human rights is included in company's [Code of Conduct](#), which also includes Marimekko zero tolerance for any discrimination and other aspects of managing social matters. All our partner suppliers are required to sign our [Supplier Code of Conduct](#), which details, among other things, strict principles against child labor and forced labor, as well as the respect for workers' freedom of association, the right to collective bargaining, and the right

to equal treatment within our supply chain.

Marimekko Supplier Code of Conduct was updated in early 2022. The changes are mainly based on the renewed amfori BSCI Code of Conduct, which was published in January 2022. The updated Marimekko Supplier Code of Conduct strengthened requirements regarding areas including human rights due diligence, gender responsiveness, and the living wage. The Code also further specified the requirements concerning environmental protection.

In 2021, we joined the UN Global Compact and committed to promoting its ten principles in our own operations as well as in the value chain. The principles are derived from key international declarations and cover human rights, labor, the environment, and anti-corruption.

Continuously developing our due diligence approach

We respect the human rights laid down in the International Bill of Human Rights in all our operations and we require the same of our suppliers. Marimekko's due diligence approach to human rights is based on the careful assessment and selection of suppliers, as well as the contractual obligations imposed on partner suppliers. We monitor compliance with human rights in our supply chain through various means, including third-party audits and site visits by our own personnel.

Our due diligence process is continuously assessed and developed. We evaluate and, when needed, also complement our policies based on the monitoring work and the risks identified. We have excluded sourcing from certain very high-risk

countries, particularly Uzbekistan, Turkmenistan, and the Xinjiang Uyghur Autonomous Region in China for cotton. To further improve sustainability within our value chain, we offer training for our sourcing experts and other relevant employees on responsible sourcing practices and human rights topics.

External audits continued despite the pandemic

To ensure compliance with our sustainability requirements, our suppliers' operations are monitored regularly with audits by external specialists, factory visits by Marimekko staff, and via questionnaires to suppliers regarding the origin of materials used, for example. We are a member of the European amfori BSCI initiative (Business Social Compliance Initiative), which provides tools for monitoring and improving working conditions in global supply chains.

Despite the coronavirus pandemic, third-party audits of factories were mostly carried out as scheduled in 2021. Third-party audits are for the most part performed in factories outside Europe, in countries that are considered higher risk¹. In 2021, 78 percent (79) of our non-EU product purchases were covered by amfori BSCI audits and 100 percent (100) were covered by amfori BSCI audits or other, similar social compliance audits, such as SA8000 or Sedex. Marimekko employees' visits to the factories were limited due to the travel restrictions imposed. Close dialogue with the suppliers was maintained through other means available to enable monitoring of any corrective actions.

Regardless of where our products are made, we want to ensure that they are manufactured in accordance with our values and responsible sourcing principles.

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

In 2021, a total of 10 (20) amfori BSCI audits were conducted at our partner suppliers' facilities. None of the audits carried out during the year 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 identified other areas for improvement, which is typical for manufacturing in the textile sector.

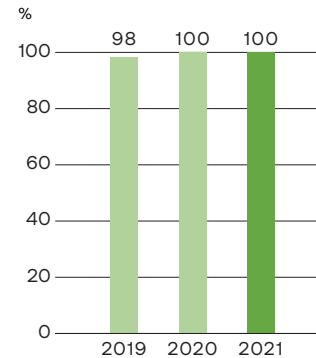
Most of the findings in the audits concerned occupational health and safety (2021: 38 percent; 2020: 35 percent), management systems (2021: 18 percent; 2020: 18 percent), worker involvement and protection (2021: 11 percent; 2020: 14 percent), and environmental protection (2021: 11 percent; 2020: 11 percent). There were no findings related to freedom of association and collective bargaining, discrimination, child labor and protection of young

workers, or bonded labor. Corrective action plans were put in place where necessary.

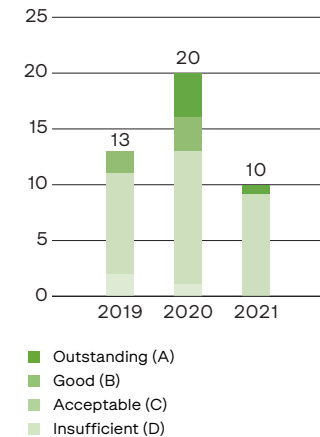
Based on the follow-up audits conducted in 2021, corrective actions were completed for 39 percent of findings. However, there was great variation between suppliers; some of the suppliers had corrected all findings and some only a few. The implementation of remaining actions will be monitored by Marimekko and in future audits in accordance with the amfori BSCI audit cycle.

In 2021, we extended our social audits from tier 1 to tier 2 suppliers through a pilot in Turkey in which a fabric supplier was audited against the amfori BSCI Code of Conduct. The supplier received the best A-rating in all performance areas except "social management system" and "decent working hours" and is in the process of implementing corrective actions.

Share of purchases from audited suppliers in non-EU countries



Number of audits and audit results²



amfori BSCI audit findings by area in 2021 (2020)³, %

The rights of freedom of association and collective bargaining 0% (0)

No child labor 0% (0)

No discrimination 0% (1)

Special protection for young workers 0% (1)

No bonded labor 0% (2)

No precarious employment 1% (2)

Ethical business behavior 3% (3)

Decent working hours 9% (5)

Fair remuneration 9% (9)

Protection of the environment 11% (11)

Occupational health and safety 38% (35)

Social management system and cascade effect 18% (18)

Workers involvement and protection 11% (14)

² The number of audits varies year by year, based on the 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).

³ In 2020, the findings in the area of "No bonded labor" related to migrant workers sharing the costs of recruitment and all employees not being fully aware of the disciplinary procedures at the factory. The finding related to "Special protection for young workers" was about the lack of written policies in case young workers would be employed at the factory. None of the findings were zero-tolerance findings and no bonded labor or inappropriate treatment of young workers was found at the factories.

Ensuring sustainability in our supply chain

CAREFUL SUPPLIER SELECTION

- We conduct an evaluation in which sustainability aspects, such as working conditions, occupational safety, and other human rights aspects, as well as possible social and environmental certifications and audit results, are carefully considered in addition to commercial terms.
- When selecting suppliers operating in non-EU countries, we require such suppliers to have already been subject to an amfori BSCI audit or SA8000 certification or to start an audit or certification process. We also accept suppliers that are covered by other social compliance audits on a case-by-case basis.

SUPPLIER CODE OF CONDUCT

- Our suppliers are committed to the sustainability requirements embodied in our Supplier Code of Conduct, which include, e.g., respect for human rights and the strict prohibition of child and forced labor.
- Our purchasing agreements bind our suppliers to comply with the International Labour Organization (ILO) conventions, as well as our Supplier Code of Conduct and Product Policy, which defines our sustainability requirements for the materials used in our products.

MONITORING AND EVALUATION

- Third-party experts regularly carry out amfori BSCI or similar social audits at our partner suppliers’ facilities, particularly in high-risk countries. Our own personnel also visit the factories where our products and materials are manufactured.
- We use Marimekko’s supplier evaluation tool to annually evaluate our suppliers against the same criteria. The tool covers all key aspects of our cooperation with suppliers, including sustainability.
- Where corrective actions are needed, we monitor them in close dialogue with our suppliers. And, when needed, we complement our policies based on monitoring work and the risks identified.

SYSTEMATIC TRAINING

- We offer training for our sourcing experts and other relevant employees on responsible sourcing practices and human rights topics to further improve sustainability within our value chain.

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 – an initiative aiming to help cotton communities thrive while protecting and restoring the environment; and

Responsible Sourcing Network (RSN) – an initiative addressing human rights violations and forced labor associated with raw materials, including cotton.

WE AIM AT FULL PRODUCT TRANSPARENCY

Supply chains in the textile industry are complex and involve many actors. Consequently, enhancing transparency in the supply chain – from raw materials to the stores – demands patient work, both within our company and in cooperation with other actors in the sector. We aim to continuously increase transparency in our supply chain and provide our customers with more information on the materials used in our products and their origin.

To improve transparency, we map our supply chain and gather data about at least two tiers upstream. For shorter value chains, this means that we know both the raw material provider and the manufacturing location. For more complex supply chains, like those of many textile products, two tiers cover the sewing location and the printing factory. Furthermore, we require our suppliers to report, at least annually, 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 bound by our [Product Policy](#), which defines our sustainability requirements for the materials and their origin. Our Product Policy was updated in early 2022, and new or more detailed requirements were introduced for, e.g., cotton, wool, leather and recycled materials.

In 2021, our products were manufactured by a global network of around 160 partner suppliers. Our direct suppliers include factories making the final product, as well as material suppliers for our Helsinki-based printing factory. In 2021, 54 percent

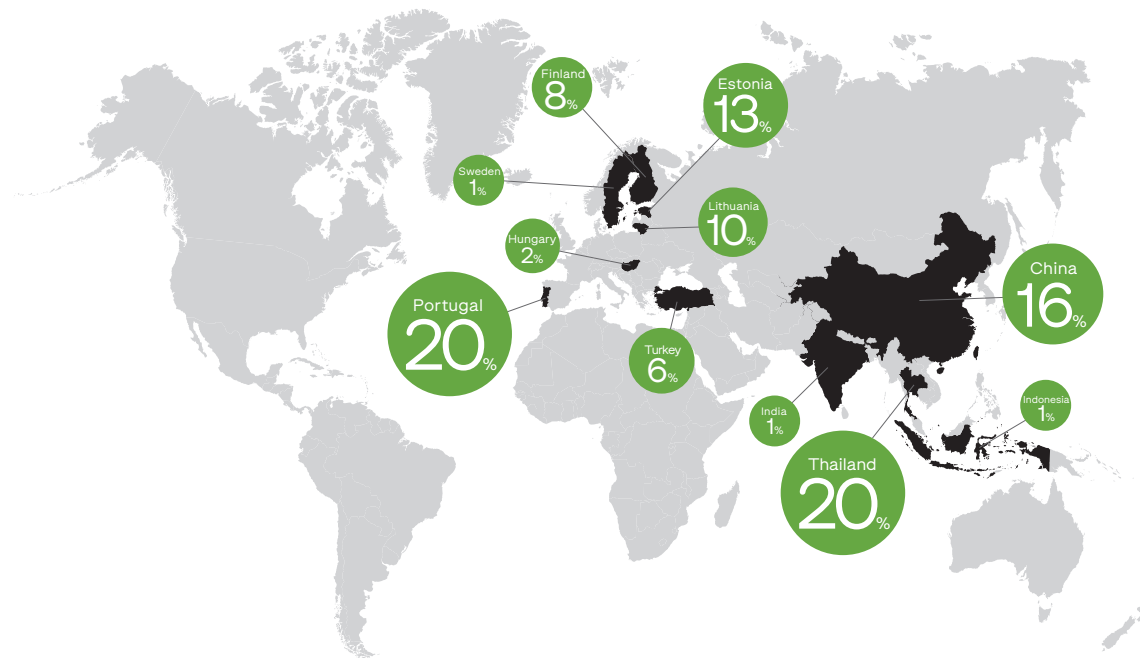
of Marimekko's products were manufactured in EU countries, with the rest mostly coming from other European countries and Asia.

We value long-term relationships with our suppliers and we have been cooperating with many of them for decades. For transparency, we publish an annually updated list of our main partner suppliers. The content of the list is aligned with the requirements of The Apparel and Footwear Supply Chain Transparency Pledge. You can find the updated [list](#) on our website.

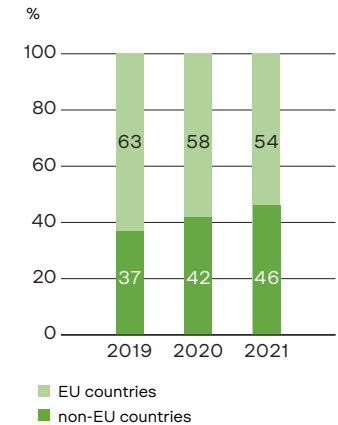
In 2021, as part of Marimekko's new material strategy, we increased sourcing of more traceable materials, including organic cotton and responsibly sourced wool. We are committed to improving cotton farming practices globally with Better Cotton. Better Cotton is sourced via a chain of custody model called mass balance. This means that Better Cotton is not physically traceable to end products, however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we source.

We enhance product transparency by continuously providing customers with more sustainability information on our products. In 2021, we introduced new tools, such as sustainability hangtags for products that contain more sustainable materials or dyes, as well as a more comprehensive sustainability section on the revamped online store. We also continued our Q&A sessions on social media, entitled Behind the Patterns, which give consumers the opportunity to ask us directly about various topics, with a particular focus on sustainability.

Main countries of origin of products, share of sales 2021



Origin of products, share of sales⁴



⁴ Calculation principle changed for 2021 reporting. The figures for 2020 and 2019 have been restated accordingly.

The journey of a dress

Clothing supply chains, all the way from raw materials to a finished product, are typically long and challenging to track. At Marimekko, we want to provide our customers with timeless, functional, and durable products as transparently as possible, and minimize the environmental impacts associated with these products throughout our value chain. The journey of a Marimekko Herkku Pieni Tori linen dress is an example of how we do this.

Timeless design is one of the cornerstones of our sustainability considerations. According to a study by the Ellen MacArthur Foundation, which specializes in the circular economy, doubling the lifecycle of products can reduce the emissions generated by the fashion industry by up to 44 percent⁵. Therefore, a long lifecycle contributes significantly to the sustainability of a product. The Herkku Pieni Tori linen dress is a great example of a fashion classic that is relevant year after year. As a true epitome of timeless design, the dress takes its inspiration from 1950s men's fashion.

We strive to find the best and most responsible practices, materials, and craftsmanship for each Marimekko product. The Herkku Pieni Tori linen dress is made from high-quality linen grown in Belgium and France, spun into yarn in China and woven into fabric in Lithuania. The fabric is printed in Marimekko's printing factory in Helsinki and the buttons come from Portugal.

Linen is a great material, as growing flax requires much less water, fertilizers, and pesticides than cotton. Unbleached linen is also an easy to wear and breathable choice of material that repels dirt. Furthermore, by using natural shades of linen, we also avoid the use of bleaching chemicals and reduce the number of dyes used in making the colors and prints that Marimekko is known and loved for.

Even today, the textile industry is one of the few industries that requires a lot of craftsmanship, as clothing is still sewn for the most part by hand. This means that a difference can be made by who the garment is sewn by. For us, transparency is a prerequisite for the ethics of clothing, and our long-term goal is full transparency in our supply chain. The Herkku Pieni Tori linen dress is sewn at the 'Rismus' factory operated by Edmundas in Ukmergė, Lithuania. Edmundas is a great example of our long-standing partnerships, as our cooperation dates back to 2010.

⁵ Ellen MacArthur Foundation: A new textiles economy: Redesigning fashion's future (2017)



Our success rests on a strong commitment to our personnel and the ability to build on and develop every employee's skills and creativity. We believe in fairness, courage, and cooperation.

WE PROVIDE AN INSPIRING, RESPONSIBLE, AND CARING WORKPLACE

Marimekko's success rests on a strong commitment to our personnel and the ability to build on and develop every employee's skills and creativity. We believe in fairness, courage, and cooperation, and we seek to foster an open, low-hierarchy corporate culture based on creativity and entrepreneurship. Our values, the Marimekko Spirit, and Code of Conduct provide a framework for our way of working at Marimekko. To provide an inspiring, responsible, and caring workplace, we have specific guidelines and processes in place for, e.g., occupational health & safety, well-being at work, onboarding as well as employee engagement, performance, and development.

Strong leadership culture supports employee well-being and performance

We support and promote our employees' personal and professional development. The Group-wide Maripeople performance management model, which includes objectives related both to work tasks and to ways of working, is the backbone of individual performance management and evaluation at Marimekko.

The objective of the annual Maripeople performance management model is to ensure clarity of expectations, encourage systematic two-way feedback between employees and line managers, and to increase dialogue about each employee's work, skills, development areas, and career aspirations.

Empowerment⁶

The average of Marimeter Pulse employee survey statement: "Taking into consideration my role and responsibilities, I am satisfied with the way I am able to participate in decision making regarding my work"

7.2

scale of 0–10 (strongly disagree; strongly agree)

With a well-structured process, we can promote both employee well-being and engagement by linking the contribution of each Marimekko employee to our strategy and mission.

The coronavirus pandemic further emphasized the importance of leadership and management skills, including leading in remote circumstances. During 2021, we continued to further develop leadership and management skills across the organization, as we believe that good leadership improves employee well-being, commitment, and performance. These efforts were especially focused on change management and coaching.

Since 2020, the Maripeople performance management model has included also Leadership KPIs that allow us to measure the quality of leadership and managerial work, as well as to gain valuable input for planning leadership and team-level development activities. In 2021, the Leadership KPI feedback survey was extended to cover our store managers and similar roles in retail, in addition to managers at our headquarters and other offices globally. We also

Leadership KPI

"My manager supported me to succeed in my role"

4.1

scale of 1–5 (strongly disagree; strongly agree)

continued to provide training on the Maripeople performance management model and process.

A project to further develop our Art of Selling and Art of Leading Sales concepts, including sustainability content, was planned and launched in 2021. Training in the Art of Selling concept will be provided to store personnel in different countries during 2022, while the focus for development work will shift to the Art of Leading Sales, training in which will be provided later.

Long-term focus on enhancing employee engagement

The aim of our employee engagement surveys 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 surveys provide a secure channel for all employees to express their opinions confidentially and consequently to contribute to our organizational development.

⁶ The results of earlier longer surveys and these pulse surveys are not comparable.

In 2021, Marimekko initiated a pilot scheme with two different types of employee engagement surveys: a shorter Marimeter Pulse employee survey, conducted several times a year, and a longer Marimeter employee engagement survey, conducted approximately once a year. The shorter surveys give us an opportunity to get more frequent snapshots of how the different parts of the organization are doing and of their views, while the longer surveys provide more thorough insight into specific themes. The idea of the pilot is to test how this kind of model would work at Marimekko, with surveys complementing each other through different levels of detail and at a different frequency. In addition, as part of designing the Marimeter Pulse employee survey, both well-being and diversity were incorporated into the survey statements to give us additional insight into these areas in terms of numeric results.

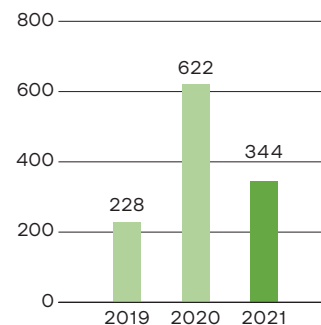
A proactive approach to well-being and safety

At Marimekko, personnel well-being is enhanced by promoting employees' health, work ability and functional capacity, and by ensuring an empowering working atmosphere. This work is done in close cooperation between occupational healthcare, human resources, managers, and the occupational safety organization. We have our own early support model, aimed at improving work ability and workplace well-being. The objective is to increase dialogue between our managers and employees, particularly in matters related to work and work ability, to improve working conditions, and to prevent prolonged absenteeism and early disability retirements.

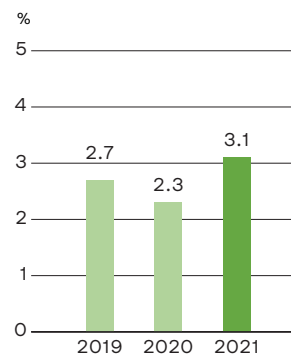
A safe work environment is a basic right for every Marimekko employee. To achieve this, we focus on continuously developing our working culture. As preemptive measures of occupational safety, we proactively recognize and evaluate hazards and risks involved in the work. This both enhances dialogue and helps us prevent accidents and near misses. We carry out regular risk assessments in stores, the printing factory, and office environments, and we combine this data with the data obtained from workplace surveys. We also train our employees in occupational safety matters.

In Finland, we use a joint notification system in which employees report their safety observations. The reported observations and occupational accidents are monitored regularly, and the necessary corrective actions are taken on this basis. In 2021, our employees made a total number of 344 safety observations (622). In 2020, the first year of the coronavirus pandemic, the number of observations was exceptionally high, as special attention was paid to maintaining a good level of safety in pandemic conditions, especially in our stores. In 2021, the number of observations fell back towards the previous years' level, as the pandemic became a new normal. Reported near misses and occupational accidents are also monitored regularly in Finland. In 2021, Marimekko employees had 8 accidents (7). Sick leave absences totaled 3.1 percent (2.3) during the year.

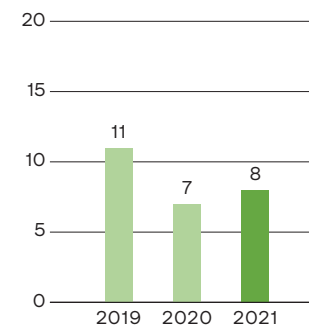
Number of safety observations⁷



Sick leave absences⁹



Number of accidents⁸



Well-being Index¹⁰

The average of these two Marimeter Pulse employee statements: "I feel I'm in control of my own work."; "I have a good work-life balance."

7.6

scale of 0–10 (Strongly disagree; Strongly agree)

⁷ Covers Finland.

⁸ Covers employees in Finland.

⁹ In 2021, sick leave absences increased due to, e.g., strict coronavirus guidelines requiring employees to stay at home due to even very mild symptoms.

¹⁰ The results of earlier longer surveys and these pulse surveys are not comparable.

While occupational health and safety is one of our focus areas, the global pandemic has contributed to an even stronger emphasis on occupational safety at all Marimekko sites. In 2021, we continued to provide guidance in coronavirus related health and safety measures, including instructions on safe on-site working in stores and the printing factory, as well as on safely returning to the office for office employees. Proactivity and tools to promote employee well-being were also enhanced, and our employees were provided with activities such as virtual yoga and mindfulness to support a good work-life balance.

OUR CULTURE IS FOUNDED ON EQUALITY, DIVERSITY, AND INCLUSIVITY AND WE PROMOTE AND FOSTER THESE IN OUR ENTIRE VALUE CHAIN

Marimekko's culture and working environment are founded on equality, valuing diversity, and inclusivity. Discrimination of any form is prohibited at Marimekko. We want to provide a safe, caring, communal, and respectful working environment for all our employees. Any issues relating to potentially inappropriate behavior are taken seriously and investigated properly in accordance with set processes.

Our aim is to foster equality and inclusivity as part of regular workplace development activities. We promote equality based on our equality plan, provide training for managers, and measure success with the results of employee engagement surveys, among other things. In 2021, we internally launched our DEI Foundational Principles – framework for

diversity, equity, and inclusion matters. The principles were crafted based on input from various parts of the organization and they highlight the topics that Marimekko finds highly important as an employer and a company; equality, inclusivity, empowerment, and well-being. These principles will form the structure for future DEI activities and related KPIs that, starting from 2022, will be covered in Marimekko's annually updated Global DEI Plan.

In 2021, Marimekko managers were trained on inclusive leadership as well as on DEI perspectives in implementing people processes. Examples of the latter include inclusive recruitment practices, as well as fair and objective performance evaluation. The whole personnel were offered training on DEI themes, and they were also included in the new employee engagement pilot survey.

At the year-end 2021, the share of women/men out of all Marimekko employees was 91/9 percent (92/8). In the Management Group, the share of women/men was 78/22 percent (78/22), and in the Board of Directors, 50/50 percent (50/50).

In Marimekko's marketing activities, supporting inclusivity through choices in imagery and representation is a constant and consistent part of our work. In 2021, the activities around DEI matters included continuing our official partnership with Helsinki Pride and supporting the LGBTQIA+ community through omnichannel content as well as working with a wide range of models, influencers, and creatives to make sure that we as a company foster diversity in age, size, gender, and ethnic background, among other characteristics.

Promoting equality, diversifying beauty norms

Equality and authenticity have been important values for Marimekko since the very beginning of our journey. During 2021, we continued our work around promoting diversity, equality, and inclusivity.

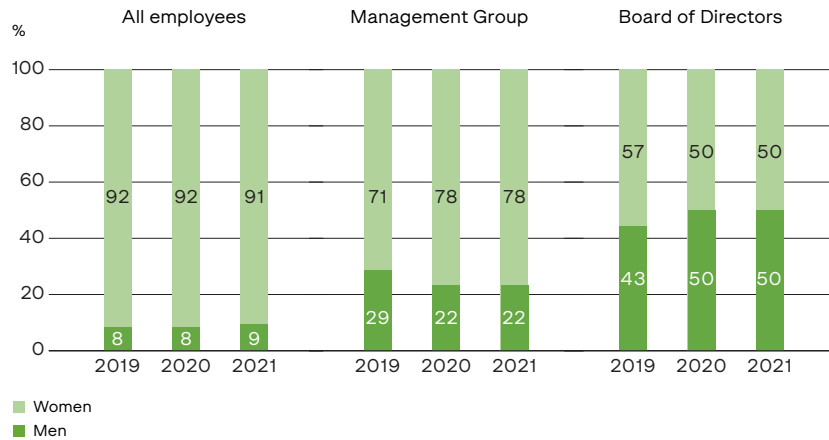
Marimekko has proudly been one of the official partners of the rainbow-colored culture and human rights event, Helsinki Pride, since 2018. As an addition in 2021, we supported the LGBTQIA+ community during the international Pride Week by creating an omnichannel content entity experimented with how our company values – that have always been based on equality and diversity – apply to the LGBTQIA+ perspective.

Empowering people to be as happy as they are means empowering our customers to see and recognize themselves in Marimekko's imagery. And by showcasing a diverse range of people, we actively participate in diversifying the beauty norms of society. Indeed, we are committed to fostering diversity in age, size, gender, and ethnic background in our model and influencer choices, and we focus on building strong, diverse influencer communities who share our values.

In 2021, we continued working with a wide range of models, influencers and creatives.



Diversity at Marimekko

Diversity¹¹

The average of Marimeter Pulse employee survey statement: "We at Marimekko value diversity (e.g. in skills, experiences and backgrounds)."

7.6

scale of 0–10 (Strongly disagree; Strongly agree)

Employee age distribution



- <20 years: 1%
- 20–29 years: 26%
- 30–39 years: 28%
- 40–49 years: 24%
- 50–59 years: 15%
- ≥60 years: 6%

¹¹ The results of earlier longer surveys and these pulse surveys are not comparable.



Business principles



We at Marimekko are committed to following the same operating principles around the world, complying with local laws and regulations, and following responsible and ethical business practices and the Marimekko values.

Marimekko's key principles for ethical business practices are included in Marimekko's Code of Conduct and the Supplier Code of Conduct. The Code of Conduct details our commitment to sustainable development and responsibility in all our operations. At the heart of the Code are environmental and social aspects, respect for human rights, as well as our anti-corruption and anti-bribery stance.

The Code of Conduct details our commitment to sustainable development and responsibility in all our operations.

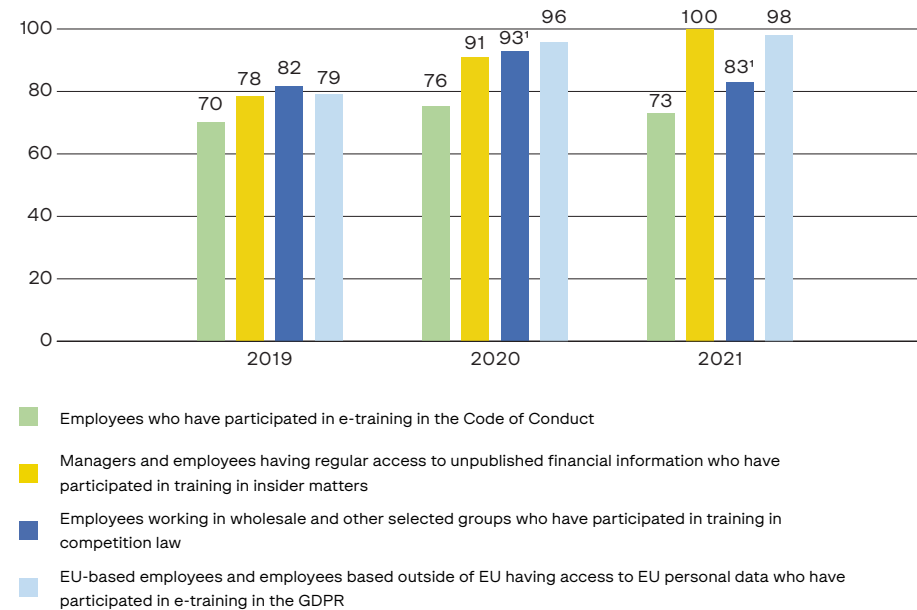
Our Code of Conduct was revised in 2021 to reflect changes in the operating environment, new regulations, and the requirements of the UN Global Compact initiative, which we joined in May 2021. More specific instructions are given in e.g. HR guidelines and the policies on fair competition, insiders and data privacy. Anti-corruption and anti-bribery matters are also addressed in our contracts with partners such as suppliers and distributors. Audits at partner suppliers also cover ethical business practices.

We have pre-determined processes in place to address violations of laws or the company's Code of Conduct. For example, a whistleblowing channel for reporting misconduct is maintained by an independent third-party service provider. The channel was renewed at the end of 2021 and is now available to all our stakeholders.

To ensure that all Marimekko employees are acquainted with and follow the Code of Conduct, we are all required to complete an e-training module. In addition, training in competition law, insider rules, and data privacy was organized during the year.

In 2021, Marimekko was not involved in any legal cases or rulings related to unethical business practices, corruption, or bribery.

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



¹ In 2020 and 2021, the training was targeted at wholesale staff; not fully comparable with the 2019 figure.

An abstract graphic on the left side of the slide. It features a light beige background with three large, dark brown, concentric oval shapes. The top and bottom ovals are partially cut off by the edges of the frame. The middle oval is fully visible and contains a smaller, solid dark brown oval in its center.

Our value chain

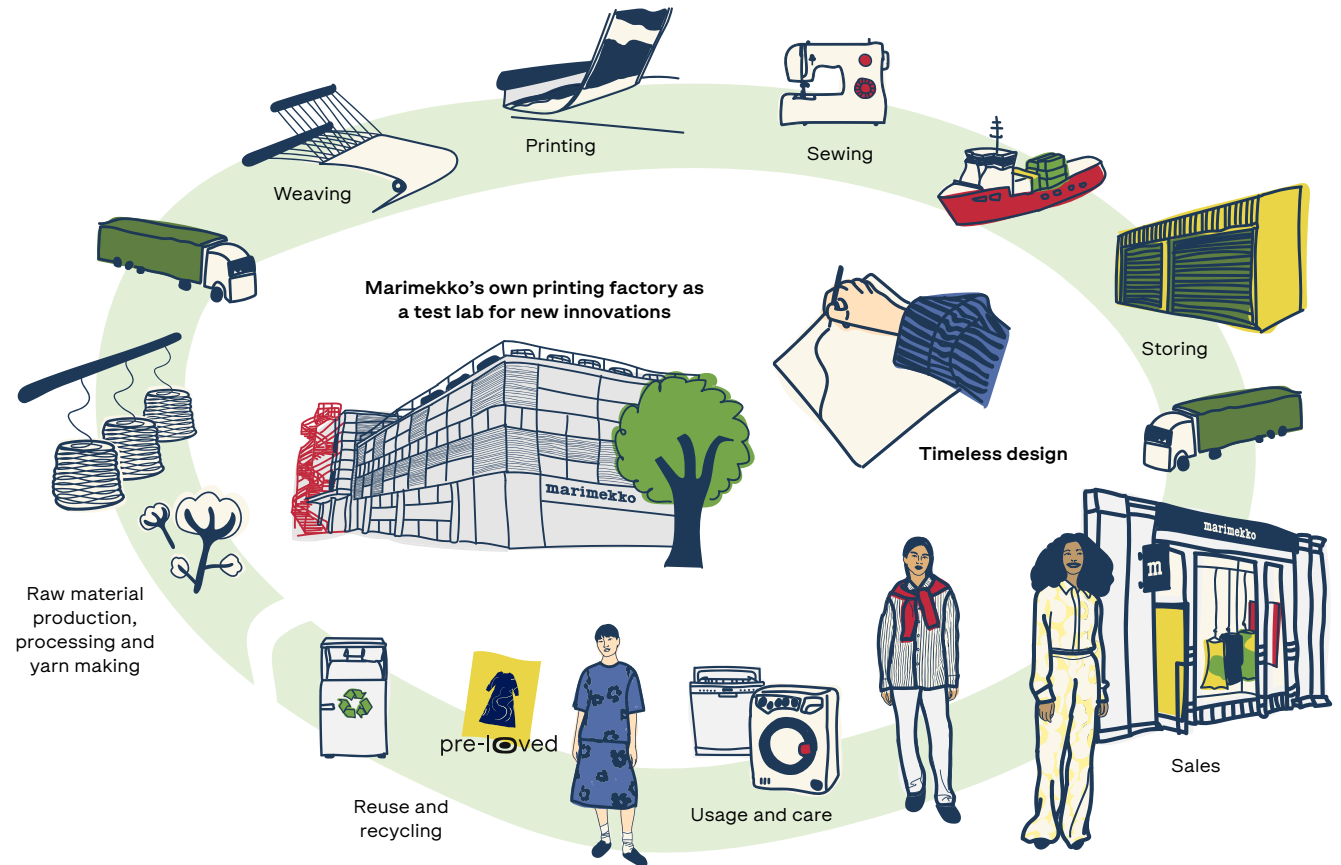
Marimekko is a Finnish lifestyle design company that designs, produces, sources, markets, and sells clothing, bags, accessories, and home décor items ranging from textiles to tableware. Our business model is based on a variety of distribution channels, including our own Marimekko stores, outlet stores and e-commerce (retail), partner-owned Marimekko stores, shop-in-shops and e-commerce, wholesale customers such as department stores and multi-brand stores, as well as e-tailers (wholesale), and licensing.

We have our own printing factory in Helsinki, Finland, which produces a large part of the printed fabrics used across our various product lines. The factory also serves as an innovation hub for our key differentiator – the art of printmaking – and enables active participation in research and development projects focusing on improving the sustainability of operations.

Value chains are typically long and global in scale in the fashion and textile industry. Hence, we place special emphasis on addressing the environmental impacts of both our upstream operations, such as production and sourcing of textile materials, and our downstream operations, such as distribution and the end-use of our products.

Further improving the transparency and sustainability of our operations throughout our value chain demands patient work, both within our company and in cooperation with other actors in the sector. We are currently able to trace our supply chains at least two tiers upstream, and we require our suppliers to report the origin of raw materials such as cotton annually or more frequently, when needed. We are committed to promoting human rights in our supply chain.

Our design philosophy is based on timeless, functional, and durable products that give people long-lasting joy. We believe that, in the future, timeless and sustainable products will be made in balance with the environment, in line with the principles of the circular economy, and with full transparency, starting with raw materials. Our long-term vision is that our operations leave no trace on the environment. Achieving this requires new technological, material and business-model innovations, which we are committed to continuously developing together with our partners.



Stakeholder engagement

For us, sustainability work is a joint commitment to continuous improvement in collaboration with our personnel, partner suppliers, 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.



Marimekko has a diverse range of stakeholders with whom we communicate in a variety of ways. For example, we get feedback on our operations as customer feedback from both consumers and our wholesale customers, as suggestions from our employees, in meetings with and inquiries from investors and representatives of various other stakeholder groups, and through both traditional and social media. Sustainability is an increasingly important consideration in the choices consumers make, in investment decisions of investors and in attracting and retaining talented employees.

Key topics in 2021

In 2021, the discussion in the media focused on the fashion and textile industry's environmental impacts as well as circular economy solutions, such as textile recycling and services intended to support a sharing economy in clothing. The continuing coronavirus pandemic also further intensified discussion about the industry's global social impacts.

We continued to actively engage with our community, for example through our "Behind the Patterns" social media Q&A sessions. The topics that sparked most interest among our community were the origin and sustainability of materials, sustainability in production, and diversity. We received and answered questionnaires from various NGOs regarding, for example, the origin of Marimekko's materials and products, emissions in our supply chain, transparency and sustainability communications, and the realization of living wages in our supply chain. Sustainability topics were also discussed with shareholders and investors as an important part of investor relations.

Cooperation is the best way to tackle shared challenges

In addition to striving for daily improvements 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 Better Cotton. Better Cotton's mission is to help cotton communities survive and thrive while protecting and restoring the environment. We are also part of the Responsible Sourcing Network (RSN), an initiative addressing human rights violations and forced labor associated with raw materials, including cotton. In 2021, we joined UN Global Compact, the world's largest corporate sustainability initiative, and committed to promoting its ten principles in our own operations and in our value chain.

We also participate in the activities of textile and fashion industry organizations in Finland, such as 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

Third sector organizations
(NGOs and charities)

Universities and research institutes

Key figures

Key figures for financial responsibility

	2021	2020	2019
Net sales, EUR 1,000	152,227	123,568	125,419
Comparable operating profit, EUR 1,000 ¹	31,249	19,600	17,117
Result before taxes, EUR 1,000 ¹	30,697	16,989	16,151
Return on investment (ROI), % ¹	33.0	21.8	17.9
Dividends paid, EUR 1,000	7,299	-	15,003
Gross investments, EUR 1,000 ¹	207	1,533	2,594
Equity ratio, % ¹	53.3	46.6	40.2
Salaries, wages and bonuses paid, EUR 1,000	21,273	19,429	21,186
Pension and other indirect social expenditure, EUR 1,000	5,742	4,418	5,365
Income taxes, EUR 1,000 ¹	6,289	3,683	3,133
Purchases from suppliers of goods and services ² , EUR 1,000	61,809	48,533	45,397

¹ The figures for 2021 and 2020 have been calculated based on the new accounting principle, which changed following the IFRS Interpretations committee agenda decision in 2021. Figures for 2019 are not fully comparable. Additional information is presented in the accounting principles, on p. 33–34 of Financial Statements 2021.

² Including materials, supplies and external services.

Key figures for environmental responsibility

	2021	2020	2019
Fabric printing factory output, million meters	1.1	1.0	1.1
Total energy consumption ^{1,2} , MWh	8,335	7,757	8,406
Total non-renewable energy consumption, MWh	2,139	1,847	2,570
Non-renewable fuel consumption, MWh	680	633	558
Non-renewable electricity consumption, MWh	319	350	427
Non-renewable heat consumption, MWh	1,139	864	1,586
Total renewable energy consumption, MWh	6,196	5,910	5,836
Renewable fuel consumption, MWh	4,656	4,495	4,180
Renewable electricity consumption, MWh	1,540	1,415	1,656
Share of renewable energy of total energy consumption, %	74	76	69
Biogas consumption relative to output ³ , kWh/m	4.3	4.4	3.8
Total greenhouse gas emissions (Scope 1, 2 and 3)	65,642	43,918	41,693
Direct greenhouse gas emissions (scope 1) ⁴ , tCO ₂ e	184	172	155
Indirect greenhouse gas emissions (scope 2, market-based) ⁴ tCO ₂ e	304	269	461
Indirect greenhouse gas emissions (scope 2, location-based) ⁴ tCO ₂ e	341	302	570
Other indirect greenhouse gas emissions (Scope 3) ⁵ , tCO ₂ e	65,154	43,477	41,077
Greenhouse gas emissions of textile materials per kg			
of sourced textiles ⁶ , kgCO ₂ e/ kg	13	13	14
Greenhouse gas emissions of logistics per kg			
of transported product ⁷ , kgCO ₂ e/ kg	1.4	1.7	2.6
Waste generated from operations ⁸ , tonnes	79	82	99
Waste utilized as energy or material ⁸ , %	100	100	97
Water consumption ⁸ , m ³	25,803	29,641	31,563
Water consumption relative to output ⁸ , liters per meter of fabric printed	24	29	29
Water scarcity score of textile materials ⁹	44	44	41
Environmental footprint of textile materials ¹⁰	100	100	99

	2021	2020	2019
Purchased textile materials by type			
Share of recycled materials of all textile materials, %	4	3	0
Share of organic materials of all textile materials, %	2	0	0
Share of conventional enhanced materials of all textile materials ¹¹ , %	74	68	66
Share of conventional materials of all textile materials, %	20	29	34
Better Cotton sourced ¹² , tonnes	1,132	864	995
Share of Better Cotton of total cotton sourced ¹³ , %	88	85	88
Share of OEKO-TEX® certified fabrics printed in our own printing factory, %	73	83	86
Share of unbleached fabrics printed in our own printing factory, %	22	9	0

¹ The energy consumption reporting principles have been aligned with Scope 1 and Scope 2 emissions reporting. Figures for 2019 and 2020 have been restated accordingly.

² Includes consumption of fuels, electricity and heating purchased by Marimekko and solar electricity produced by Marimekko.

³ Applies to the Helsinki printing factory.

⁴ The reported Scope 1 and 2 emissions for 2019 and 2020 are higher than earlier reported as the Scope 1, 2 and 3 emissions are now for the first time calculated in accordance with the Greenhouse Gas Protocol standards.

⁵ The increased amount of Scope 3 emissions between 2019-2021 is mainly explained by our increased sales and increased emissions in the use phase of sold products (cat 11), as the share of home products in sold products has increased.

⁶ Based on Higg MSI 3.3 data at Higg.org

⁷ The greenhouse gas emissions of logistics are calculated as the Category 4 emissions divided by the total amount (kg) of ordered products that have delivery date in the reporting year.

⁸ Applies to the fabric printing factory and head office operations in Helsinki.

⁹ Water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where water is consumed. In 2021, the score increased as emission intensive materials were replaced by cotton while the transition to less water intensive organic and recycled cotton has only started. The score is based on Higg MSI 3.3 data at Higg.org.

¹⁰ The value is based on Higg MSI 3.3 data at Higg.org. The index includes chemistry, depletion of fossil resources, the eutrophication, global warming & water scarcity. The Higg MSI database will no longer publish such an aggregate indicator and Marimekko will develop its reporting accordingly. The figure increased slightly from year 2019, as emission intensive materials were replaced with cotton, while the transition to less water intensive organic and recycled cotton has only just started.

¹¹ Includes Better Cotton, EcoVero™ viscose, lyocell and certified down.

¹² 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.

¹³ Calculated based on the share of Better Cotton in final products in weight, taking into account the loss of materials in sewing. When using Better Cotton Initiative's guidance for calculation, the share of Better Cotton of our total cotton consumption in 2021 was 85% (2020: 82%, 2019: 96%).

Employee key figures

	2021	2020	2019
Average number of employees ¹	401	434	442
Employees at year end ¹	409	422	450
New employees ¹	57	58	83
Leavers ^{1, 2}	49	46	38
Average turnover ³ , %	13.6 / 20.0	8.5 / 16.0	9.4 / 22.1
Average age of employees, years	38	39	37
Employee gender ratio, women/men, %	91/9	92/8	92/8
Share of women in Board of Directors, %	50	50	57
Share of women in Management Group, %	78	78	71
Sick leave absences ⁴ , %	3.1	2.3	2.7
Work and commuting accidents ⁵	8	7	11
Healthcare expenses per person ⁴ , EUR	999	663	833

Key figures for responsible sourcing

	2021	2020	2019
Manufacturing in the EU, % of sales ⁶	54	58	63
amfori BSCI audited suppliers	25	19	18
Share of product purchases from amfori BSCI audited suppliers			
in non-EU countries, %	78	79	77
Share of product purchases from other audited suppliers			
in non-EU countries, %	22	21	21
Share of amfori BSCI audited suppliers with an acceptable result ⁷	100	95	77
Violations of Code of Conduct related to use of child labor	0	0	0

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 13.6 percent for office and production staff and 20.0 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 Calculation principle changed for 2021 reporting. The figures for 2020 and 2019 have been restated accordingly.

⁷ 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.

Reporting principles and GRI



This is Marimekko's ninth sustainability review. This material references disclosures from the Global Reporting Initiative (GRI) Standards 2016, except disclosure 303-5 Water consumption, which references GRI Standard 2018. The GRI Content Index presents the standards or sections of standards referred to and the corresponding content in the report.

Marimekko's statement on non-financial information in accordance with Chapter 3a of the Finnish Accounting Act and the EU Directive 2014/95/EU is included in the company's Financial Statements.

Marimekko supports the ten principles of the United Nations Global Compact. As a company, we at Marimekko respect and promote these principles throughout our operations and we report on our progress in this area in the statement on non-financial information.

REPORTING SCOPE AND CALCULATING PRINCIPLES

Data included in this report covers the entire Marimekko Corporation. Any exceptions to this principle are presented in connection with the data in question. The report also includes information on Marimekko's supply chain.

Data used in the calculation of greenhouse gas emissions and environmental indicators is derived from sources including Marimekko's services providers (such as energy and biogas consumption data and emission factors), from logistics partners

(emission reports and shipment data), from Marimekko's own systems (such as amounts of purchased materials and spend data), and from several databases (such as Higg MSI 3.3 at Higg.org and Defra conversion factors¹).

Our total energy consumption reporting boundary is aligned with Scope 1 and Scope 2 emissions reporting boundaries. Total energy consumption includes fuel consumption at Helsinki printing factory, Kitee facility and company leased vehicles, as well as electricity and heating purchased and produced by Marimekko for Helsinki printing factory and headquarters, the Sulkava facility as well as retail stores and offices globally.

Indicators of the amount of waste generated and water consumption per meter of fabric printed apply to the Helsinki printing factory and headquarters.

Our greenhouse gas emissions accounting and reporting are aligned with the GHG Protocol and cover our entire value chain. GHG emissions have been calculated in line with the GHG Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. All scope 3 emission categories are included in the scope of calculation, except for categories 10 and 15 (Processing of sold products and Investments), which are not relevant for our operations. We use the market-based approach for reporting Scope 2 emissions.

The calculation of greenhouse gas emissions associated with sourced textiles, the water scarcity score associated with sourced textiles, and the environmental footprint of sourced textiles are based

on the Higg Materials Sustainability Index (MSI) 3.3 data at Higg.org. These indicators are expressed as relative to the total amount of sourced textiles. The total amount of sourced textiles is the volume of textiles that has been ordered and the delivery of which is planned for the reporting year.

The greenhouse gas emissions associated with logistics (per kg of transported product) are calculated as the total greenhouse gas emissions of logistics paid for by Marimekko (emissions under Scope 3 Category 4, Upstream transportation and distribution) divided by the total amount (kg) of products that have been ordered and the delivery of which is planned for the reporting year.

Information on personnel for Finland is derived from our HR data and information system. Personnel data has been collected separately 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 based on reports extracted from internal systems, such as sales and purchase reporting and our supplier management system.

MATERIAL TOPICS AND THEIR BOUNDARIES

The material topics identified by Marimekko and the process of identifying them are described in section Sustainability at Marimekko, and the tables presenting the progress in each of our sustainability goals is provided on pages 14, 19 and 32. Some of the

aspects concern Marimekko's own operations and some have been identified as relevant, for example, at a particular stage of Marimekko's supply chain, or only in relation to certain activities. These boundaries are specified in connection with the material topic and indicator in question.

ASSURANCE PRACTICES

This sustainability review has not been assured by a third party. The information based on the statutory financial statements has 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 as part of our commitment to further development in this area. Please contact us at sustainability@marimekko.com.

¹ UK Government GHG Conversion Factors for Company Reporting at Greenhouse gas reporting: conversion factors 2020 - GOV.UK (www.gov.uk)

GRI content index

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 2021 , p. 30
102-4	Yes	Location of operations Financial Statements 2021 , p. 2, 6
102-5	Yes	Ownership and legal form Financial Statements 2021 , Corporate Governance, p. 83
102-6	Partly	Markets served Financial Statements 2021 , p. 6
102-7	Partly	Scale of the organization Key figures, p. 48, 50 (net sales, total number of employees)
102-9	Yes	Supply chain Our value chain, p. 45 We aim at full product transparency, p. 35–36 Key figures, p. 50
102-12	Yes	External initiatives Stakeholder engagement, p. 47
102-13	Yes	Membership of associations Stakeholder engagement, p. 47

Disclosure	Included	Section/additional information
Strategy		
102-14	Yes	Statement from senior decision-maker From the President and CEO, p. 7–8
102-15	Partly	Key impacts, risks and opportunities From the President and CEO, p. 7–8 Tables on p. 14, 19 and 32 Financial Statements 2021 , p. 19–20
Ethics and integrity		
102-16	Partly	Values, principles, standards, and norms of behavior Marimekko in brief, p. 4 We provide an inspiring, responsible, and caring workplace, p. 38–41 Marimekko Code of Conduct
Governance		
102-18	Yes	Governance structure Financial Statements 2021 , Corporate Governance, p. 83–86
Stakeholder engagement		
102-40	Yes	List of stakeholder groups Stakeholder engagement, p. 47
102-41	Partly	Collective bargaining agreements At the end of 2021, 79 percent (78) of Marimekko employees in Finland were covered by collective bargaining agreements.

Disclosure		Included	Section/additional information
Reporting practice			
102-47	List of material topics	Yes	Reporting principles and GRI, p. 52 Tables on p. 14, 19 and 32
102-48	Restatements of information	Yes	Reporting principles and GRI, p. 52
102-49	Changes in reporting	Yes	Reporting principles and GRI, p. 52
102-50	Reporting period	Yes	Reporting period is from 1 January to 31 December 2021.
102-51	Date of most recent report	Yes	The previous review was published in June 2021.
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. 52
102-55	GRI content index	Yes	GRI content index, p. 53–56
102-56	External assurance	Yes	Reporting principles and GRI, p. 52
MATERIAL TOPICS			
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. 9–11 Tables on p. 14, 19 and 32 Ensuring sustainability in our supply chain p. 35

Disclosure		Included	Section/additional information
Economic value added			
GRI 201: Economic performance			
201-1	Direct economic value generated and distributed	Partly	Key figures, p. 48 <u>Financial statements 2021</u>
Resource efficiency			
GRI 302: Energy			
302-1	Energy consumption within the organization	Partly	We reduce our carbon footprint significantly throughout the value chain, p. 23, 25 Key figures, p. 49 Reporting principles and GRI, p. 52 Figures are reported in watt-hours.
302-3	Energy intensity	Partly	Key figures, p. 49
GRI 303: Water and effluents			
303-5	Water consumption	Partly	We reduce water consumption in our supply chain p. 28–29 Key figures, p. 49 Reporting principles and GRI, p. 52

Disclosure		Included	Section/additional information
GRI 305: Emissions			
305-1	Direct (Scope 1) GHG emissions	Partly	We reduce our carbon footprint significantly throughout the value chain, p. 20–25 Key figures, p. 49 Reporting principles and GRI, p. 52
305-2	Energy indirect (Scope 2) GHG emissions	Partly	We reduce our carbon footprint significantly throughout the value chain, p. 20–25 Key figures, p. 49 Reporting principles and GRI, p. 52
305-3	Other indirect (Scope 3) GHG emissions	Partly	We reduce our carbon footprint significantly throughout the value chain, p. 20–25 Key figures, p. 49 Reporting principles and GRI, p. 52
GRI 306: Effluents and waste			
306-2	Waste by type and disposal method	Partly	We minimize the waste and maximize recycling and upcycling of materials in our operations, p. 30 Key figures, p. 49 Reporting principles and GRI, p. 52 Only total amount of waste and the utilization rate reported.
Personal and professional growth of employees			
GRI 404: Training and education			
404-2	Programs for upgrading employee skills and transition assistance programs	Partly	We provide an inspiring, responsible, and caring workplace, p. 38
404-3	Percentage of employees receiving regular performance and career development reviews	Partly	Development discussions are held twice a year with each Marimekko employee.

Disclosure		Included	Section/additional information
Equality and diversity			
GRI 405: Diversity and equal opportunity			
405-1	Diversity of governance bodies and employees	Partly	Key figures, p. 50 <u>Financial Statements 2021</u> , Corporate Governance, p. 83–86
405-2	Ratio of basic salary and remuneration of women to men	No	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	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Partly	We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain, p. 33–34 In the amfori BSCI audits in 2021, no findings were made related to freedom of association and collective bargaining.
GRI 408: Child labor			
408-1	Operations and suppliers at significant risk for incidents of child labor	Partly	We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain, p. 33–34 In the amfori BSCI audits in 2021, no findings were made related to child labor.

Disclosure		Included	Section/additional information
GRI 409: Forced or compulsory labor			
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Partly	We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain, p. 33–34 In the amfori BSCI audits in 2021, no findings were made related to forced or compulsory labor.
GRI 412: Human rights assessment			
412-1	Operations that have been subject to human rights reviews or impact assessments	Yes	Ensuring sustainability in our supply chain, p. 35 An impact assessment covering Marimekko's direct suppliers in all countries except Finland and Sweden was made in 2018.
GRI 414: Supplier social assessment			
414-2	Negative social impacts in the supply chain and actions taken	Partly	We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain, p. 33–34
Compliance			
GRI 416: Customer health and safety			
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	Yes	No incidents resulting in fines, penalties or warnings during the reporting period. Marimekko received one inquiry from Tukes (the Finnish Safety and Chemicals Agency) regarding an ovenmitten. Marimekko responded to the inquiry and no further action was required.

Disclosure		Included	Section/additional information
GRI 417: Marketing and labeling			
417-3	Incidents of non-compliance concerning marketing communications	Yes	No such incidents during the reporting period.
GRI 419: Socioeconomic compliance			
419-1	Non-compliance with laws and regulations in the social and economic area	Yes	No such fines or sanctions during the reporting period.
Anti-corruption			
GRI 205: Anti-corruption			
205-2	Communication and training about anti-corruption policies and procedures	Partly	Business principles, p. 43

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