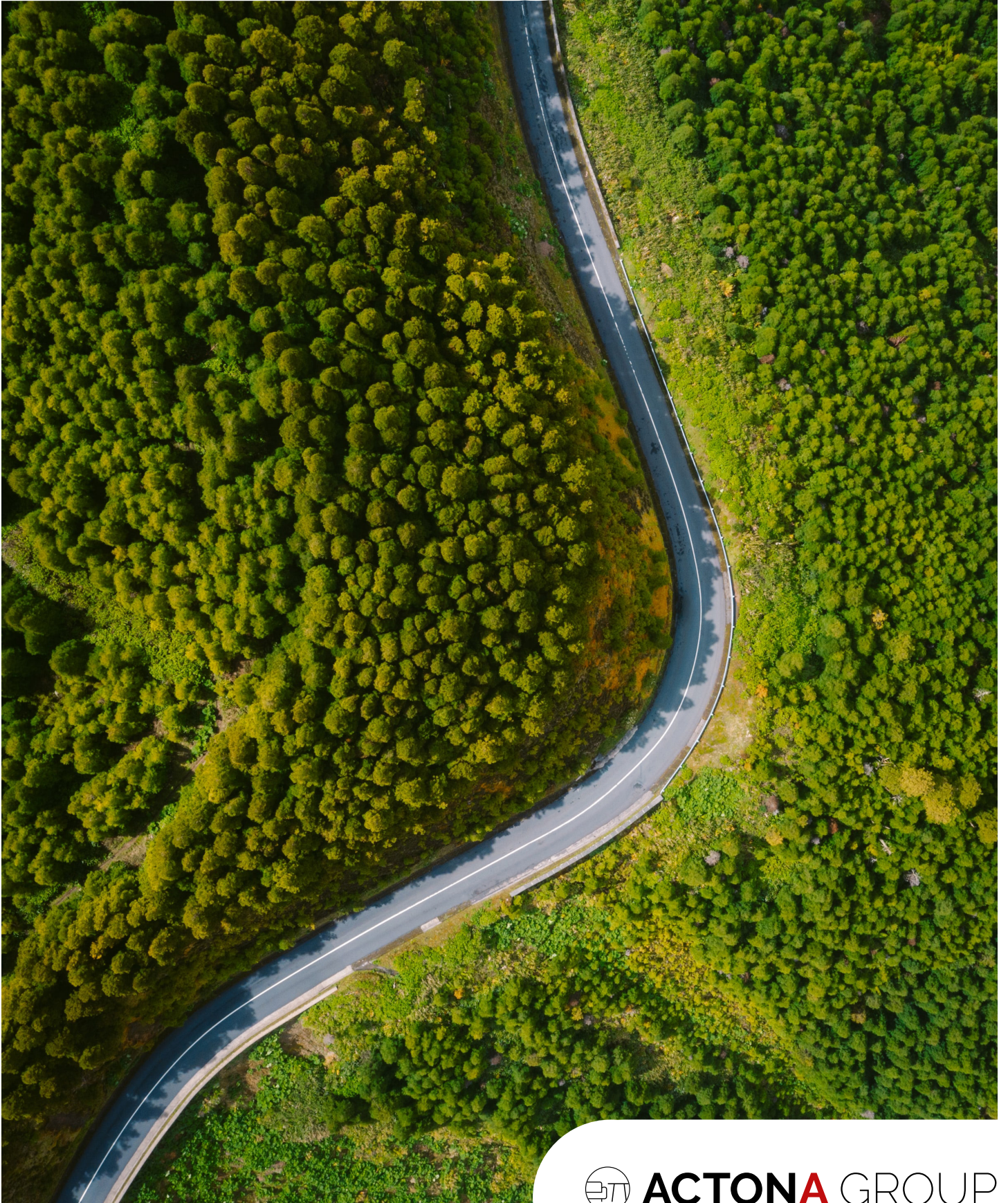


# TOWARDS SUSTAINABLE BUSINESS





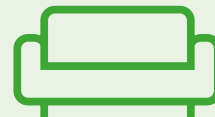
## TOWARDS SUSTAINABLE BUSINESS

We produce, sell and distribute a significant amount of furniture every year and the decisions we make have an impact on our planet and our fellow human beings. Actona Group and our owners, LLG, want to take more active responsibility and incorporate a more sustainable mindset into Actona Group.



We want to be part of the solution, and for the first time, we have both sustainable targets as well as financial targets in our 2021-2025 strategy.

Together with skilled employees, dedicated partners and forward-looking customers we will take ambitious steps towards a more sustainable business.





## WHAT DOES SUSTAINABILITY MEAN TO US?

### **IN ACTONA GROUP SUSTAINABILITY MEANS TWO THINGS**

Firstly, it means taking responsibility for the world around us. We choose a more sustainable route and provide more sustainable choices and services.

Secondly, it means having a healthy business. We need to have a financially strong company to secure the legacy and be a company our partners, customers, employees and owners can rely on.



**HAVE A LOOK AT  
OUR STRATEGY  
VIDEO**



**FOLLOW OUR  
SUSTAINABLE  
JOURNEY**

## OUR SUSTAINABLE FOCUS

We have always taken our responsibility seriously. For years we have been part of amfori and we naturally follow all laws and regulations. But we want to do more. We acknowledge that sustainability is and can be many different things. That is why this is a journey without a final destination. There will always be something to work on, optimise and rethink.

On our sustainable journey towards 2025, we have chosen to work with three areas: Circular Products, Sustainable Production and Responsible Procurement. Under each area, we have an ambition for 2025 and three 2023/24 targets. This gives 12 concrete areas to focus on in this strategy period.

As part of our sustainable journey, our targets and ambitions are aligned with the UN's Sustainable Development Goals. We have chosen to focus on and work with three of the Sustainable Development Goals.



## SUSTAINABLE AMBITIONS

### CIRCULAR PRODUCTS



#### **CO<sub>2</sub> data on all materials**

Life Cycle Assessment

Sustainable design & manufacturing

Design for Disassembly

### SUSTAINABLE PRODUCTION



#### **Cut CO<sub>2</sub> from our own operations**

Carbon footprint across the supply chain

Recycling

Load optimisation

### RESPONSIBLE PROCUREMENT



#### **100% sustainable certified wood**

Responsible packaging

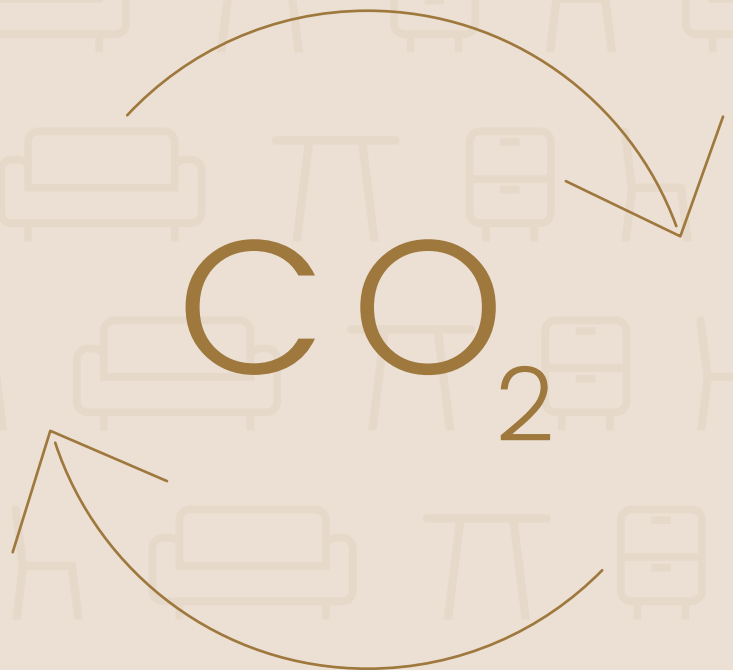
Sustainable supplier management system

Responsible fabrics



# CIRCULAR PRODUCTS

Our targets within Circular Products are connected to SDG no. 12 – Responsible consumption and production.



## OUR 2025 AMBITION

### CO<sub>2</sub> DATA ON ALL MATERIALS

We want to do more, and we want to improve. That is why we are working on life cycle assessments, which means mapping the CO<sub>2</sub> emissions directly related to the product materials such as packaging, materials and components. This requires a lot of data, but we are determined to create more transparency of the environmental impact caused by our products. This will enable all stakeholders in our supply chain to take the necessary responsible choices.

### WHAT DOES IT MEAN TO YOU?

Having CO<sub>2</sub> data on all materials will enable us to rapidly deliver data to your ESG report. When we know the environmental impact of our materials, we can focus our efforts on bringing down the supply chain carbon footprint.

## CIRCULAR PRODUCTS



# OUR THREE 2023/2024 TARGETS

### LIFE CYCLE ASSESSMENT

We want to be transparent regarding our product's carbon footprint. In 2024 all our new products will have a life cycle assessment. It will illustrate how much CO<sub>2</sub> each product emits from materials to production and transport. It will give our customers the chance to make an informed choice when they buy our furniture.

### WHAT DOES IT MEAN TO YOU?

Customers increasingly ask for guidance and proof on making wise decisions when purchasing lifestyle items. Life cycle assessments will create the much-needed transparency for consumers to make the right choices as it clearly illustrates the emissions related to materials, manufacturing, distribution, usage and disposal.





## **SUSTAINABLE DESIGN & MANUFACTURING**

Sustainability will be an even greater factor when we design and produce furniture. To kickstart this process we will make a 'showcase' on sustainable innovation. It will be a piece of furniture where sustainability is designed into the product and thought into every step. Sometimes the only way to start thinking differently is to set the bar high and learn as you go. We acknowledge that there is no such thing as a 100% sustainable product, but we need to make it as sustainable as possible. We will no doubt do some valuable lessons and create a basis for future products.

### **WHAT DOES IT MEAN TO YOU?**

It will enable you to showcase that sustainability comes with a feasible price tag. You can engage your customers and show them something you weren't able to offer them yesterday – and bring new customers into your shop via new products and value propositions.

### **DESIGN FOR DISASSEMBLY**

We will rethink the way we design our furniture. Our furniture is designed for private homes, to be used and loved for years. By applying Design for Disassembly principles to our products we will lengthen the life cycle of our products. When at some point, the furniture has done its job, the furniture will be easily disassembled making it possible to re- or upcycle the different parts.

### **WHAT DOES IT MEAN TO YOU?**

You have the ability to build a strong narrative around circularity and engage in take-back partnerships and the longevity agenda. It will show your customers that you take responsibility and make sustainable choices.



# SUSTAINABLE PRODUCTION

Our targets within Sustainable Production are connected to SDG no. 7 – Affordable and clean energy.



## OUR 2025 AMBITION

### **CUT CO<sub>2</sub> FROM OUR OWN OPERATIONS**

We want to reduce our environmental impact. One of the most effective ways to reduce our carbon footprint is by looking at our own operations. In line with the international standard (GHG protocol), we will start by monitoring the carbon emissions from our own operations and then we will implement initiatives to cut our CO<sub>2</sub> emissions in half by 2025. Concurrently, the initiatives will be closely monitored for a longer period to evaluate the actual effect on CO<sub>2</sub>e. We are determined to reduce the environmental impact caused by our operation and act more responsible going forward.

### **WHAT DOES IT MEAN TO YOU?**

When we reduce our scope 1 & 2 emissions you reduce your scope 3 emissions and thereby your supply chain carbon footprint. You lower the environmental impact of your products and show your customers that you have taken a stance on sustainability.

# OUR THREE 2023/2024 TARGETS

## **CARBON FOOTPRINT ACROSS THE SUPPLY CHAIN**

Sustainability will need to be considered in every part of Actona Group. To make an impact our whole organisation must show authentic and holistic behaviour. Therefore, we acknowledge that CO<sub>2</sub> is not just linked to our direct operation but extends into our supply chain. Therefore, we want to encourage all Actona Group supply chain stakeholders to act responsibly. However, for us to set the scene and encourage both upstream and downstream, we need to map the CO<sub>2</sub> emitted in our supply chain activities.

## **WHAT DOES IT MEAN TO YOU?**

Mapping CO<sub>2</sub> emitted from our supply chain will create transparency. That transparency will help us focus our efforts on bringing down the supply chain carbon footprint.



## RECYCLING

Waste is an unavoidable part of all operations, and it simply just makes sense to recycle waste. When materials are recycled it does not end up in landfills, but it also reduces the need for new material and thus reduces greenhouse gas emissions. That is why our target is to ensure that we recycle more waste from our production internally. The waste we do not reuse internally must be upcycled for new external purposes, i.e., creating new products. We already reuse the foam waste from our upholstery production at our Chinese, Lithuanian and Ukrainian factories internally for new purposes.

## LOAD OPTIMISATION

Our products must go from A to B. Shipping empty space has a big environmental impact and for years we have worked with load optimisation to minimise empty space. Now we will focus on rethinking our packaging so that we can load more products into each container, thereby shipping fewer containers and saving CO<sub>2</sub>. When we are able to transport a higher amount of goods but with a limited number of containers and trucks, we will reduce the impact caused by our transportation considerably.

### WHAT DOES IT MEAN TO YOU?

When we focus on waste recycling, you will meet the coming legislation regarding recycling and will support the foundation of a circular supply chain by limiting waste going to landfills or incineration.

### WHAT DOES IT MEAN TO YOU?

When we rethink our packaging, it will reduce the demand for storage thanks to smaller packaging volume and smarter design. At the same time, it will make waste handling easier for both you and your customers.



# RESPONSIBLE PROCUREMENT

Our targets within Responsible Procurement are connected to SDG no. 15 – Life on land.



## OUR 2025 AMBITION

### 100% SUSTAINABLE CERTIFIED WOOD

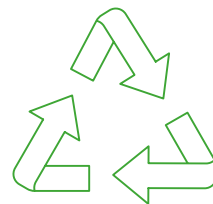
Forests should be for all and all generations to come. By committing to using 100% sustainable certified wood we help promote responsible forestry. That means that the wood comes from either sustainable forests or other responsible sources. Our first goal was to have our own factories FSC certified. That was achieved in 2022. Our next goal is to use sustainable certified wood in all our products containing wood by 2025..

### WHAT DOES IT MEAN TO YOU?

There is a great demand for responsible sourced wood in the market, and you will meet those demands. By doing so, you support responsible forestry by promoting the implementation of sustainable management of all types of forests, halting deforestation, restoring degraded forests and substantially increasing afforestation and reforestation globally.



## RESPONSIBLE PROCUREMENT



## OUR THREE 2023/2024 TARGETS

### RESPONSIBLE PACKAGING

Packaging material is important. We need to make sure that our furniture is well protected during transport. However, we do believe that we can reduce our environmental impact with responsible packaging. This means that we will minimise our packaging material consumption and still protect our furniture. We will strive to use recycled and/or recyclable materials and look for alternatives for some of the materials we use today.

### WHAT DOES IT MEAN TO YOU?

You will accommodate the increase in legislation on responsible packaging. In a growing number of countries, the end customer must manage and sort waste fractions into different sources, making the sustainability capabilities of the packaging very transparent. It therefore also provides a good opportunity to show responsible choices to the customers.

## **SUSTAINABLE SUPPLIER MANAGEMENT SYSTEM**

We have always taken our responsibility seriously and have been a member of amfori for years. Now we will implement the amfori BEPI platform across our supplier portfolio. Doing this will give us a better understanding of the environmental impact embedded in our supply chain operations. The BEPI platform is managing environmental issues and gives us the information we need to act and ultimately map the CO<sub>2</sub>e in our supply chain.

### **WHAT DOES IT MEAN TO YOU?**

Implementing the platform in our supply chain will ensure and drive documented environmental improvements in your supply chain and will also reduce your scope 3 emissions.



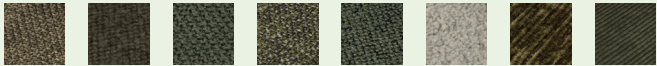


# RESPONSIBLE PROCUREMENT



## RESPONSIBLE FABRICS

We want to use responsible fabrics and our goal is to have our range of fabrics OEKO-TEX® certified. OEKO-TEX® textiles are tested for more than 300 different substances that are harmful to our health and the environment. In March 2022, 52 % of our fabrics were already OEKO-TEX® certified, but we are working to certify our entire range of fabrics. In addition, we want to ensure that a greater share of our fabric assortment is sustainable certified. For example, we have introduced our Latina fabric made from recycled PET plastic bottles and is GRS certified.



## WHAT DOES IT MEAN TO YOU?

When you can offer your customers fabric made of alternative materials, it makes you able to build a strong green narrative around the product and set you apart from competitors. By offering OEKO-TEX certified fabrics, you accommodate customer confidence and high product safety.





WE WANT  
TO BE PART  
OF THE  
SOLUTION

# DICTIONARY

**amfori** is the leading global business association for open and sustainable trade, who brings together over 2,400 retailers, importers, brands and associations from more than 40 countries. amfori provides a set of values and principles that companies can choose to follow and comply with.

**amfori BEPI** (Business Environmental Performance Initiative) is a business-driven service provided by amfori that focuses on improving environmental performance across the global supply chain.

**amfori BSCI** (Business Social Compliance Initiative) audits look to continuously improve the social performance of suppliers and enhance working standards.

**CO<sub>2</sub>e** (CO<sub>2</sub> equivalent) is a measure that includes all greenhouse gasses, for example, CO<sub>2</sub> and Methane.

**Carbon footprint** is the total amount of greenhouse gases that are generated by our actions.

**Design for Disassembly** is a design strategy that considers the future need to disassemble a product for repair, upcycle or recycling.

**Life Cycle Assessment** (LCA) is a transparent, objective report that communicates what a product is made of and how it impacts the environment across its entire life cycle.

**FSC** (The Forest Stewardship Council™) is an international, non-governmental organisation dedicated to promoting responsible management of the world's forests. FSC is the world's most respected and widespread forest certification system.

**GHG protocol** is the global standard for companies and organisations to measure and manage their greenhouse gas (GHG) emissions.

**OEKO-TEX®** is one of the world's best-known labels for textiles tested for harmful substances. When fabrics are OEKO-TEX® certified they are tested and proven free of harmful levels of toxic substances.

**GRS** is an international standard that sets a framework for when something can be characterised as recycled material. At the same time, the standard is a guarantee that products carrying the GRS mark are actually made from recycled materials. This is ensured through traceability and third-party audits.



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