



MUD JEANS

The background of the page is a photograph. It shows a large, dark, textured surface, possibly a piece of industrial machinery or a large container, with a white, mesh-like structure visible in the foreground. The text "Sustainability Report 2018" is overlaid on this image in a white, serif font.

Sustainability Report 2018



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What is going on?

Thanks to fast fashion's linear model of take, make and waste, the fashion industry has earned itself a place among the most polluting industries worldwide. And to make it even worse, nearly three-fifths of all clothing ends up in incinerators or landfills within a year of being produced.¹ But don't worry, there's an alternative: the Circular Economy.



Our Story

MUD Jeans was founded in 2012 and originates from the belief that there should be an alternative to fast fashion. Team MUD wishes to radically change the fashion industry, starting with the most popular clothing item, a pair of jeans.

In 2013 MUD Jeans introduced 'Lease A Jeans', an innovative way of guilt-free consumption, allowing consumers to shop consciously, do good for the environment and look fashionable. Therefore, the company won several awards, such as the Sustainability Leadership Award and the Peta Vegan Award.

By being part of the Circular Economy, MUD Jeans is creating a world where there is no such thing as waste. At the moment, MUD Jeans contain between 23% and 40% post-consumer recycled denim.

"We wish to take the number one wardrobe classic, a pair of jeans, and change it for the better, forever."

Why this report

“With our first sustainability report, ever, we will look at the past and the future. As a circular denim brand and B Corp, we have a big impact, of that we are sure.

However, being a scale-up we have not been able to precisely measure this impact, which we will do in the near future. Modern transparency is what we live by. In this light, we are extremely proud and excited to share with you how we strive to be more sustainable and circular.

Eva Engelen, CSR at MUD Jeans

“Let’s talk about how we measure our impact, our sustainability strategy and some of our kick-ass goals for 2020.”





Mission

Our mission is to radically change the fashion industry by taking the most popular fashion item in the world, a pair of jeans, and producing it in the most sustainable way without losing a timeless sense of style. This is how we make it extremely easy for our consumers to participate in our mission.

Vision

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



MUD Method

We are changing the fashion industry through the MUD method. The MUD method consists of 9 concepts, let us break it down for you.



By being part of the Circular Economy, we are creating a world where there is no such thing as waste. At the moment, our jeans contain between 23% and 40% post-consumer recycled denim. The recycling process saves resources but is more expensive than the production of virgin cotton. The reason for that is that we pay the actual costs of our products, rather than taking shortcuts on the back of others or our planet.



Fair Fashion

We learned that if something is surprisingly cheap, someone else, somewhere in the world, is paying for it. That's why we keep our supply chain short, and see our suppliers as our friends rather than business acquaintances. We are proud to say the denim experts in the factories sew and stitch with a smile on their face and earn above minimum wage.



Zero Impact Jeans

We said goodbye to the old and dirty techniques. We eliminated PP spray, use Cradle2Cradle (C2C) indigo dye and our factory's laundry recycles 95% of its water through reverse osmosis. Oh, also our paper tags are C2C certified.



Premium Quality

6 collections a year? No thank you. Our styles are made to last. By buying our high quality jeans you are officially entering the Slow Fashion movement which not only means that we don't throw away our leftovers every two months but also that you'll be able to buy that perfect pair of jeans you found over and over.



Repair Service

We want our customers to wear their MUD Jeans as long as possible. For the members of our MUD community we offer free repairs during their leasing period to make them wear and love their MUD Jeans even longer.



Upcycled Jeans

We believe that good quality, pre-loved MUD Jeans deserve a second chance. That is why we sell used MUD Jeans through our Vintage Program. The jeans are washed and, if needed, fixed up with some repair love. After which they will be sold bearing the name of the previous owner. We even rescue jeans with little production faults and make them extra cool by customising them.



Organic & Vegan

At MUD Jeans we have a holistic approach to caring. We care about the environment, the people and also the animals on this planet, that's why our jeans consist of recycled and organic cotton and we use printed labels instead of leather patches. No animals, plants or people were harmed during the production of MUD jeans.



Send Old Jeans

We take back pre-loved denim, whatever brand they are from. They just need to be made of 96% cotton or more. New customers get €10,- off their purchase or a month free lease and we'll recycle them into new, cool denim.

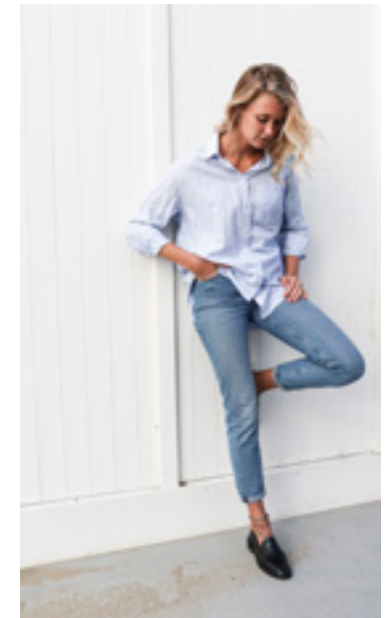


Lease A Jeans

Do you really need to be the owner of the jeans you are wearing? We introduced a pioneering Lease A Jeans model. This innovative approach aims to prevent overconsumption. Consumers can 'rent' the jeans and return them to us after a year of use. This way we ensure we stay the owners of the raw material and get them back at the end of life.

In a nutshell

- 11 employees
- 5 different nationalities in Team MUD
- 60% women in Team MUD
- Headquarters is based in Laren, the Netherlands
- B Corp, using business as a force for good
- 25.000 jeans sold in 2018
- 100% of MUD Jeans are produced by Yousstex International
- Our jeans are sold in 300 stores in over 29 countries



Certifications

- Organic cotton: ECOCERT certified
- Recycled cotton: GRS certified
- Buttons & rivets: OEKO TEX, ISO 14001 & ISO 19000 certified
- Indigo Dystar Dye: C2C certified
- Paper labels: C2C certified
- Zippers: OEKO TEX certified
- All MUD Jeans: Nordic Ecolabel certified

Awards

- Vegan PETA award 2015
- B Corporation Best for the World Environment Honoree 2018
- Sustainability Leaders Awards 2015

Partners

**SOCIAL & LABOR
CONVERGENCE**



Suppliers



Fabric

Tejidos Royo
Spain



Paper Labels

VÖGELI AG
Switzerland



Confection & Laundry

Yousstex International
Tunisia



Sewing Yarn

Cucirini RAMA
Italy



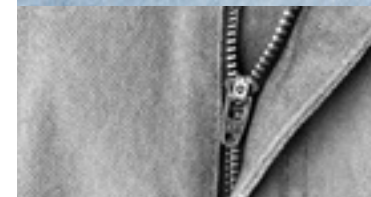
Cotton Labels

IBRODET
Tunisia



Buttons & Rivets

PRYM
Italy



Zippers

YKK
Tunisia

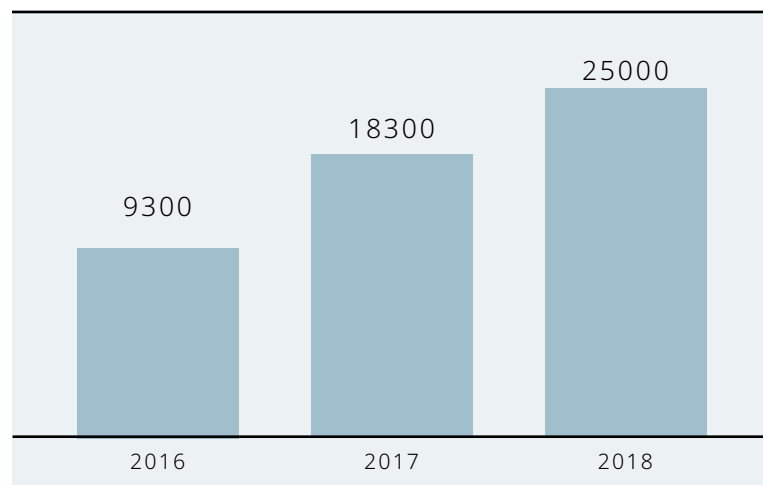


Our
sustainability
journey

A hell of a lot of impact

As a B Corp and a circular denim company, we create a lot of impact, both for people and planet.

Numbers of MUD Jeans sold in the last 3 years:

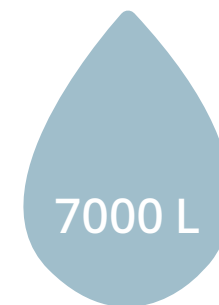


The demand for sustainable jeans is on the rise. In the past three years, MUD Jeans' sales has grown by 147%. This makes it possible for us to have a positive impact on this planet.

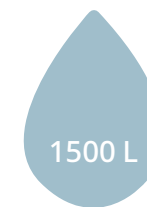
Water

A report by BlueDot pointed out that MUD Jeans uses 1500 liters of water to produce a pair of jeans. On average, other denim brands use up to 7000 liters per pair of jeans. So for each pair of jeans we sell, 5500 liters of water are saved - this amounts to nearly 300 million liters in the past three years!

Water consumption per pair of jeans:



INDUSTRY
STANDARD



MUD JEANS

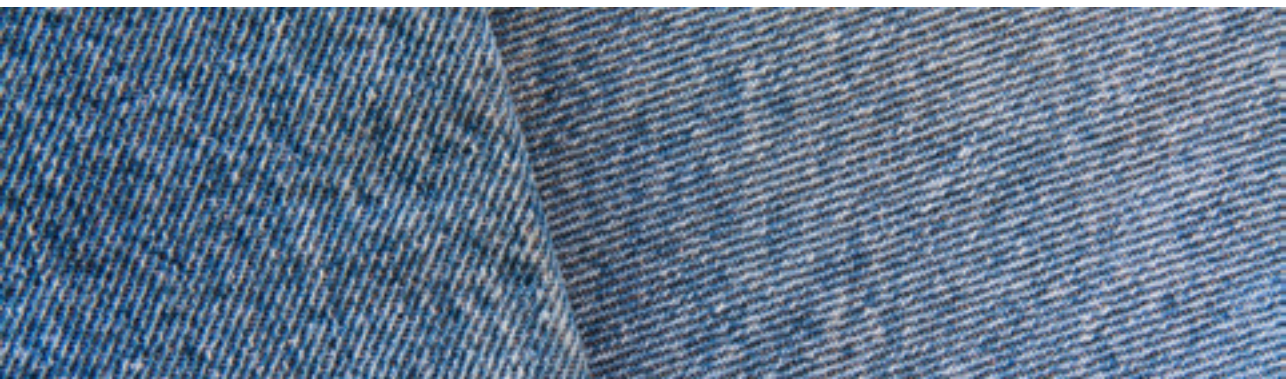
Water savings:



PER MUD JEANS

300 mil L

OVER THE LAST 3 YEARS





CO2

More than 8% of global greenhouse-gas emissions are produced by the apparel and footwear industries.²

At MUD Jeans, we wish to minimise these emissions. A BlueDot analysis revealed that because we use recycled materials and employ innovative production techniques, we emit 61% less CO2 than other regular denim brands.

Over three years, this represents 700.000 kilos of CO2 avoided, as much CO2 that would have been emitted to produce about 300.000kg of peanut butter! Now that's a looooot of peanut butter (we are pindakaas addicts here at MUD).³

Packaging

In the past three years, we have partnered with Repack to ship our jeans in a long-lasting reusable packaging. All MUD Jeans ordered on our website are shipped in these envelopes that customers can use to send their jeans back to us for recycling. A comparative study by RePack has shown that RePacks' carbon footprint is 80% smaller than that of throw away packaging.

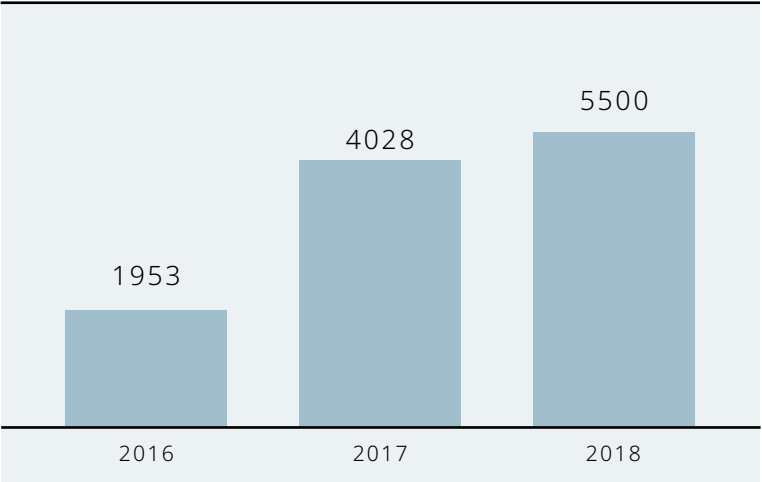
In the past three years, we successfully used 4494 Repacks, avoiding a lot of plastic waste and CO2 emissions.⁴

**Choose me
Not trash**

RePack

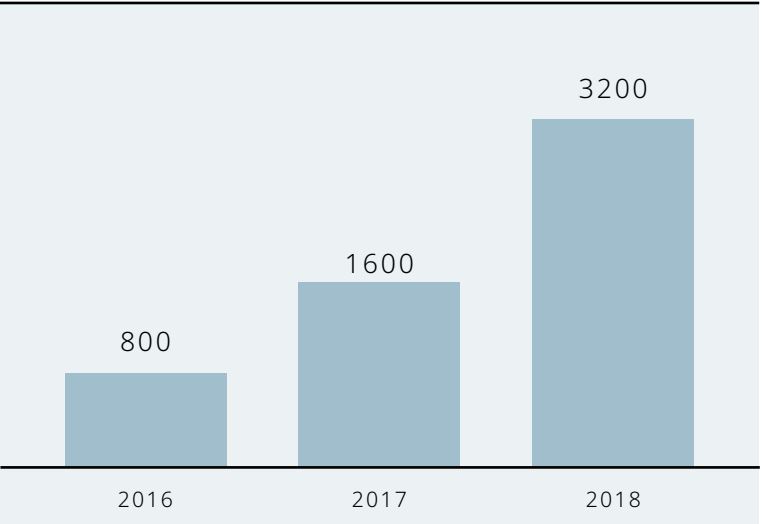
Recycling

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



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

Number of jeans sent to us for recycling:



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

The critical readers might have noticed by now that the number of jeans recycled exceeds the number of jeans collected. As we speak we do not collect enough pre-loved jeans ourselves to sustain our production of new MUD Jeans. Hence, our recycle partner Recovertex completes this volume by adding their own collected post-consumer jeans. In the future, we wish to only use old MUD Jeans in the production of new MUD Jeans.

“Knowledge is power and knowing is cool.”

Where to next

For us, traceability and transparency throughout the supply chain is essential. We know that we are on the right track towards a better fashion industry. Often changes are implemented to make our products even more sustainable. Unfortunately, we don't really know the exact impact these developments have on our overall impact.

Here's what we will do about it:
By 2020 we wish to conduct an extensive Life Cycle Assessment (LCA). An LCA calculates the environmental impact of a product throughout its entire life cycle, starting from resource extraction all the way to the end-of-life scenario. We wish to conduct this research for our entire product portfolio. The results of this study will not only vastly contribute to the scientific research on recycled fibres, it will also help us to prioritise environmental, supply chain and project development projects and motivate other brands to use more recycled fibres in the fabric portfolio.

MUD Jeans, a B Corp

MUD Jeans has been a certified B Corporation since January 2015. Back in the days, we were one of the first B Corps in the Netherlands, which we still like to brag about!

But what exactly is a B Corp again? B Corps are for-profit companies that use business as a force for good. They are certified by the non-profit organisation BLab, which checks specific standards of social and environmental performance, transparency and accountability.

As a certified B Corp, MUD Jeans signed the Declaration of Interdependence, officially embedding our ambition to create economic, social and environmental value in the statutes of our company. We are part of a community of more than 2600 companies in 60 countries that have made it a priority to use business as a force for good. Check out our B Corp assessment [here](#).

This year we are even prouder to say that MUD Jeans scored in the top 10% of all B Corporations in the environmental field⁵. This makes our company an honoree on the Best For Environment List of B the change.



“Using business as a force for good”

Sustainable Development Goals

Our favorite framework to use business as a force for good is the United Nations' 2030 Agenda for Sustainable Development.

In September 2015, at the historic United Nations (UN) summit in New York, the world leaders adopted the 2030 Agenda for Sustainable Development, a program with 17 Sustainable Development Goals (SDGs). The COP21 in Paris, December 2015 completed the integration of these goals. With the SDGs, the UN aims to mobilise governments, companies, organisations and individuals worldwide to promote prosperity while protecting the planet. As a B Corp, we are steering our business activities to contribute to several SDGs, effectively using business as a force for good.

MUD Jeans' mission & vision closely align with one SDG in particular: SDG 12 - Responsible Consumption and Production⁷

Goal 12 ensures that we develop a sustainable way of consuming and producing, which is at the core of MUD Jeans' DNA. With our Lease A Jeans concept, we offer customers a sustainable way of consuming. We are creating awareness about what is going on in the world and why we need to do things differently. Sustainable production is what we swear by. Go check out p74 to hear more about how we tackle SDG12's targets.

With our circular denim, we also contribute to achieve the following SDGs:⁸



We will use these pictograms throughout the report to show you how our sustainability strategy aligns with the SDGs.

Stakeholders

MUD Jeans is more than a jeans brand, it is proof of concept, a statement against fast fashion. This is bigger than just us, we are taking this journey together with a bunch of people. Let us introduce them to you.

Consumers

With our circular jeans, we provide consumers with a sustainable alternative to fast fashion. We call our audience the conscious explorer. We interact with them through our mail, livechat, social media, blog, newsletter, events and by sharing as much as possible on our website.

Retailers

We sell our jeans in around 300 stores over 29 countries. Through their amazing shops, they help us spread the word about circular denim. Our retailers have their own B2B portal, which is kind of like a webshop, but for retailers. Here they can place their orders, small or big, at any time of the day. Our collection is trans seasonal, which means all our items are never out of stock. Occasionally, new styles make it into our permanent collection.

Supply chain partners and workers

We see our suppliers as equals, collectively working together to create a better fashion industry. Together, we continuously improve our products and make them more circular and sustainable. Thanks to their flexibility and motivation towards sustainability we have successfully implemented industry-breaking denim innovations in our production.

Academia & NGOs:

Being a proof of concept for circular business models, we are, as a company, of major interest for NGOs who are executing research or activities on the topic. We work closely together with organisations such as the Ellen MacArthur Foundation, Circle Economy, B Lab and have been mentioned in reports by Greenpeace as a sustainability front-runner. Furthermore, we also regularly collaborate with students, universities and researchers to share our experiences and lessons learned, but also to gain new insights from a different perspective. Amsterdam Fashion Institute, Saxion and Fontys are some of the Universities that we are currently working with.



Other denim brands

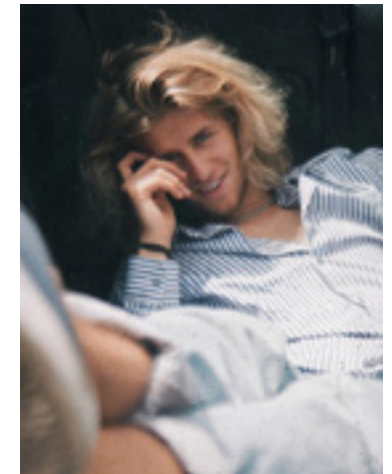
There is a need for industry-wide change. This is why in 2016, we joined the Alliance for Responsible Denim (ARD), in order to collectively change the standards in the denim industry. After all, we're in this together.

Sustainability champs

The world is full of sustainability champs, those who want to change the world for the better. We work closely together with some of these inspiring people. We collaborate with conscious influencers on a monthly basis. You can find their stories and why they love our jeans on our blog.

Team MUD

Team MUD is an energetic crowd with a shared aim of creating a change in the fashion industry; you could hypothetically call us idealists. But we do make things happen. Our team varies from young to old, composed of people coming from various backgrounds and a multitude of countries. We have different points of view and that's when it gets interesting. Our spacious office is based in Laren, the Netherlands where we bake our own bread. On Wednesdays and Fridays we go for a team run in the beautiful nature surrounding our forest office. Oh and our company cars are electric.





On growth

The critical consumer will have noticed by now that sustainable fashion is a contradiction within itself. In today's world, fashion motivates short-term overconsumption of low quality products. Sustainability, on the other hand, tries to step away from this.

For us, sustainable fashion means long lasting, high quality products. Because of those values, our collection is based on essentials that don't need to change every season. We carefully select new washings and styles throughout the year. So, for each pair of jeans that we sell, four fewer pairs of jeans are sold in the world.

In order to thrive as a company we need to explore economies of scale in terms of production and raw materials. Therefore, we want to grow until we reach a production level of 500.000 jeans/year. From there on we wish to stabilize our growth.

Sustainability strategy

How we aim for the highest degree of sustainability.

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

Circular Economy

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

Fair Factories

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

Positive Activism

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

Circular Economy

6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



14 LIFE BELOW WATER



15 LIFE ON LAND





Circular product

The Circular Economy starts with a circular product, more specific from the circular design of a product. The Pulse of the Fashion Industry 2017 Report by the Global Fashion Agenda and The Boston Consulting Group points out that design, especially the choice of raw materials, determine much of a garment's destiny and impact.⁹

That is why we only use 2 types of buttons, 1 type of rivet and 1 type of label for all our products. Our whole collection is made from 4 different fabrics. 3 stretch fabrics and 1 rigid fabric. 2 fabrics contain 23% post-consumer recycled denim, 75% ECOCERT organic cotton and 2% elastane. The rigid fabric already contains 40% post-consumer recycled cotton and 60% organic cotton.

The pulse report also states that the fibre mix of a garment can impede or facilitate recycling. But how do you as a brand choose which fibres to use? We at MUD Jeans rely on experts, such as MADE-BY. Through research they have developed a Fibre Benchmark which ranks fibres based on their environmental impact. MUD Jeans aims to only use fibres from class A or B.

As you can see, recycled cotton is an A class fibre and organic cotton a B class fibre, which is already great! However, there are still components in our jeans which are made out of virgin polyester, such as the pockets and sewing yarn. Virgin polyester belongs to class D, so there is room for improvement! We wish to replace virgin polyester with a class A or B fibre in the near future.

Design for recycling

Designing for recycling includes every detail of the product. Decisions to augment the circularity of our products range from the fibres in the fabrics to the buttons, rivets, zippers, sewing yarn and labels. We want each of these elements to be made mono-material so we can recycle them at the end of life.

GOAL
100% OF ALL COMPONENTS
OF MUD JEANS ARE
DESIGNED FOR RECYCLING
2020

Actual recycling

Design for recycling is a hot topic among companies and brands. It is one thing to design a recyclable or Cradle 2 Cradle product. To actually take it back at the end of life and recycle it is a completely different story. We want to walk the talk and actually recycle our products into new ones.

GOAL
ALL FIBRES USED IN
MUD JEANS ARE EITHER
FROM CLASS A OR B AS
STATED BY THE MADE-
BY ENVIRONMENTAL
FIBRE BENCHMARK
2020

GOAL
100% OF OUR JEANS
HAVE AT LEAST
20% RECYCLED
COMPONENTS
2020

GOAL
BY 2020 WE WANT TO
DEVELOP ONE JEANS FABRIC
WHICH IS 100% RECYCLED,
AMBITIOUS, WE KNOW!
2020

Circular Production

With resources becoming scarcer it is of growing importance to do things differently and to produce conscious of our planet and it's boundaries.

Water

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

We don't "wash" our jeans. We prefer innovative techniques, such as laser and ozone. These technologies reduce water consumption compared with traditional production processes.

At Yousstex International 95% of the water used in production is recycled through reverse osmosis, the remaining 5% is evaporated. This 5% is then refilled with rainwater, so actually, no fresh water is used in production at Yousstex International.

Tejidos Royo, our fabric mill, has developed an evolutionary dyeing technique, which is called Dry Indigo. Through the use of foam dyeing this technique allows Royo to dye yarns with indigo dye without using any water at all. Additionally this allows Royo to use 90% fewer chemicals.¹²

GOAL
BY 2020, TOGETHER WITH
TEJIDOS ROYO WE WILL
IMPLEMENT THE STATE
OF THE ART TECHNOLOGY
OF FOAM DYEING INTO
OUR SUPPLY CHAIN.

GOAL
FOR 2020, THROUGH AN
LCA WE WILL MAP THE
COMPLETE CONSUMPTION
OF WATER THROUGHOUT
THE SUPPLY CHAIN AND
SET SPECIFIC GOALS
CONCERNING REDUCTION.

Energy

Energy efficiency is high up on our agenda. Throughout our Supply chain, we want to prioritise energy-efficient production techniques and the use of renewable energy sources.

Tejidos Royo, our fabric mill, has a co-generation station, where steam from the factory boilers is used to generate electricity. This system allows Royo to be energy self-sufficient.

We want to introduce more green energy into every stage of our supply chain. But first we need to gain knowledge about our and our partners' current energy use and supply.

GOAL
FOR 2020 WE WANT TO MAP
AND MEASURE OUR ENERGY
USE AND SET REDUCTION
GOALS FROM THERE ON.
2020

GOAL
BY 2020, WE WILL
CONDUCT AN UPDATED
LCA STUDY IN ORDER TO
SET SPECIFIC REDUCTION
GOALS THAT GO BEYOND
BEING CARBON NEUTRAL.
2020

CO2

The Emission Gap Report 2018 by the UN tells us that current efforts to decrease CO2 emissions are not sufficient to ensure global warming stays below 2°C or 1,5°C. In fact, global CO2 emissions increased in 2017 after three years of stagnation.¹⁰

In 2016 we have conducted an LCA study together with BlueDot to quantify MUD Jeans' CO2 emissions. This research pointed out that MUD Jeans production emits 61% less CO2 compared with industry standards. Although, since 2016, a lot has changed. We have switched suppliers and further increased the recycled cotton in our jeans. We have a gut feeling that we have further decreased our CO2 emissions and we would like to substantiate this with research.

From 2016 onwards we have engaged in CO2 offsetting programs.¹¹ We have been certified carbon neutral ever since, which is a pretty enormous deal. It is our wildest dream to become carbon positive, which would imply that we are actually offsetting more than what we emit and therefore cleaning up other people's mess.

GOAL 2020

WITH EXECUTING OUR LCA
STUDY WE WILL MAP THE
HIDDEN SOURCES OF WASTE

THAT OCCUR WITHIN OUR
SUPPLY CHAIN, SO WE CAN
ELIMINATE THEM AS WELL.

Chemicals

Chemicals are a big deal - 20 to 25% of globally produced chemical compounds are utilized in the textile-finishing industry. These chemicals often (in)directly impact the health of those who are producing and wearing the garments and create an immense environmental problem when used without any proper treatment.¹⁴

Through the Nordic EcoLabel we have obtained a clear overview of the chemicals used in MUD Jeans' production. We only use non-harmful, biodegradable chemicals. We are very proud to announce that we have eliminated the use of PP spray and stone washing in all MUD Jeans production. These industry first changes drastically improve the working environment of our factory colleagues as these chemicals are extremely harmful and unhealthy.

Zero Waste

In the garment industry, on average, 35% of all materials in the supply chain end up as waste, before the pieces of clothing is even produced. This waste has many forms, such as cutting waste, dead stock or excess stock.¹³

We like to call our jeans zero waste. We don't do seasons and produce via a pull model, this means that we are making what the customer wants instead of the other way around. This implies that we never have sales or excess stock to get rid off. Hence we don't have waste.

At Yousstex International the cutting waste is recycled and our jeans are shipped in carton boxes instead of plastic. At our warehouse we don't use poly bags or cardboard boxes to send out our orders, instead we use reusable Repack bags.





Circular Consumption

Waste is at the heart of today's fashion industry as it is dominated by the ethos of throwing away items once 'out of fashion'. People nowadays consume at such a fast pace, the planet can't keep up. More clothes are bought and discarded than ever, of which 57% end up in landfill.¹³

MUD Jeans believes that there is an alternative way. We produce timeless, high-quality products that you can love and wear for years.

Garment care

Did you know that a big part of the impact of your jeans is created during the use phase? Taking proper care of your jeans is crucial in order to minimise the environmental impact.

In 2018 we conducted research together with Greenchoice to find out more about people's washing behaviour. The aim of the research? To educate people! So please, share the facts and let's all get a little better in our washing behaviour. Saving on energy and CO2.

Here is a short recap of the results;

- Every person has, on average, one pair of jeans soaking up dust in their wardrobe.
- People have no idea that 50% of wear and tear is caused by washing.
- People have no clue about the amounts of water used to wash their clothes.
- 1 out of 5 people washes their jeans after wearing them for 2 days. Not because they are dirty, but just out of habit.

We want to use these findings to educate and inspire consumers to take better care of their garments.

Repair service

We want to motivate our clients to use their jeans as long as possible. Therefore, we offer free repairs to our active leasers.

We will keep offering free repairs to our leaser community in the future and encourage our customers to prioritise repairing over recycling. Maybe even through a small repair guide or some DIY workshops.

Lease A Jeans

Lease A Jeans is a guilt-free solution for conscious people that want to step away from ownership. There is an increasing group of people that care more about experiences than possessions.

After paying a €29,- sign-up fee customers can lease a pair of jeans for €7,50/month for one year. After a year they can decide to keep them or switch them for a new pair and start a new lease, only paying the monthly fee.

GOAL
BY 2020, WE AIM TO FURTHER
INCREASE THE TAKE-BACK
OF PRE-LOVED JEANS.
2020

GOAL
BY 2020 WE WILL EXPAND OUR
TAKE-BACK SCHEME BEYOND
THE FREE-SHIPPING ZONE
AND INCLUDE MORE SHOPS
SO WE CAN INCREASE THE
VOLUME OF JEANS RECYCLED.
2020

Vintage

Good quality pre-loved and returned MUD Jeans are given a second chance through our Vintage Program.

The Vintage Program withholds tons of untouched potential, as the environmental impact of these jeans is nearly zero. Instead of producing a new pair, we just reuse one that already exists. In the future we wish to further expand and optimise our vintage program. We are in the midst of photographing our whole Vintage Collection so we can relaunch it on our website. Keep an eye open for that, exciting things are coming.



Fair Factories



Recycle Tour

Worldwide an average of 75 million people work in the textiles and clothing industry. Traditionally, sourcing strategies focus on finding the lowest possible manufacturing costs. Unfortunately this is often at the cost of the employees in the factories. To clarify: bad working conditions and low wages are the results of brands,¹⁵ retailers and also consumers looking for the lowest price.

We are consciously sourcing our goods in nearby factories. We are able to visit the factory frequently. And we have the same mindset as the factory owners; transparency – fair wages – good working conditions are at the top of our list. By making conscious, sustainable and smart choices on production and sourcing level, brands can instantaneously influence and improve the working conditions and lives of those working in their production facilities. Recycling old jeans into new pairs is a fairly complicated process which requires knowledge.

“We work with 3 supply chain partners only. This form of transparency contributes to a more sustainable and conscious way of producing clothes.”



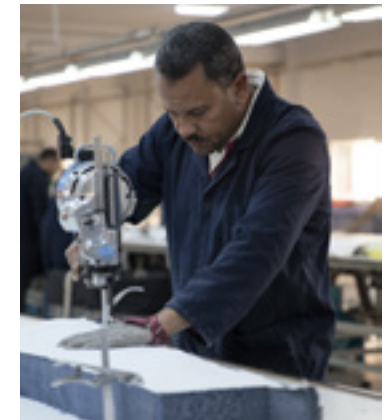
Two years ago, in 2016, Team MUD drove to Valencia in Spain to bring our first 3.000 returned Lease A Jeans to the recycling factory. During this tour we followed the recycling process and witnessed how new denim fabrics were born. We wanted to show our consumers how exactly we recycle their old jeans into new pairs and introduce them to all the innovative techniques used along the way.

Production Tour

In 2018, as a follow-up, we want to show you how we turn this fabric into new pairs of MUD Jeans. This time we were taking the consumers to Touza, Tunisia, where our factory Yousstex International is based. During the Production Tour we wanted to introduce our view on modern transparency. We thought it was time for everyone to meet the makers of their jeans. The production tour aimed to show everyone our innovative production techniques, get behind the seam and introduce how our different washings are created in the most sustainable way possible.

We have a Code of Conduct to illustrate what we expect of our employees, suppliers and business partners, so everyone who works with us knows that our ideas are met with strong commitments covering human rights, workers' rights, corruption, and last but not least the environment. We assess the implementation of our Code of Conduct and supplier policies via third party audits.

You can find our Code of Conduct on our website.



“The Production Tour, an introduction to modern transparency at Yousstex International.”

We believe that everyone in the supply chain should receive a fair living wage. We strive for honest, safe, empowering and fair working conditions. Through close collaboration with our factories and partners we aim to create equality, in every form.

Fair wages

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

In 2016 we have been audited by the Fair Wear Foundation as we were a part of their Young Designer Program. There were definitely points for improvement, which have been solved through a Corrective Action Plan.

GOAL
BY 2020 WE WILL CONDUCT
A NEW SOCIAL AUDIT SO
WE CAN BETTER ASSESS
THE WAGE SITUATION AT
YOUSSTEX INTERNATIONAL
AND SET APPROPRIATE
ACTION POINTS.
2020



"We decided to pay a fair price for our products, because otherwise someone, somewhere has to pay for it."

Working environment

The impact of one's working environment is of critical importance in one's health both physically and mentally.

We want our factory colleagues to have a safe and healthy working environment, which we aim to create through conscious product and production choices. We also want them to feel empowered and happy.

GOAL
BY 2020 WE WILL CONDUCT
A NEW SOCIAL AUDIT TO
BETTER EVALUATE THE
WORKING ENVIRONMENT
AT YOUSSTEX
INTERNATIONAL, THE
AWARENESS OF THE
UNION AND CREATE
APPROPRIATE GOALS.
2020



Equality

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

At Yousstex International 90% of the workers are women. For these women, personal development is closely linked with conditions at work and we want to empower them through an equal working environment. In 2019 we will conduct research at Yousstex International concerning female empowerment, gender equality and feminism in the garment industry. We want to create equality in every way on the workfloor and throughout the company.

Wage equality is another hot topic. On average a Dutch CEO earns 171 times the average employee salary. Our CEO Bert van Son doesn't want to continue this trend and earns five times the salary of the lowest paid employee at our supplier Yousstex International.



GOAL

BY 2020 WE WILL CONDUCT
ADDITIONAL RESEARCH AT
YOUSSTEX INTERNATIONAL
TO CREATE NEW INSIGHTS
ABOUT EQUALITY AT YOUSSTEX.

2020



Positive Activism

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



Inspire

Our leasers are sustainability pioneers. They are ready to move away from ownership and change the world for the better.

Through our newsletter and blog we share inspiring stories from people who are changing the status quo. Stories about building a tiny house, creating a capsule wardrobe or zero waste tips, we share it all.

Through these media we get into the nitty gritty details of our own products and behind the scenes of the MUD Office. Over the years we have noticed that all of you are very interested to get to know everything about our jeans and us, and we love to share it with you.

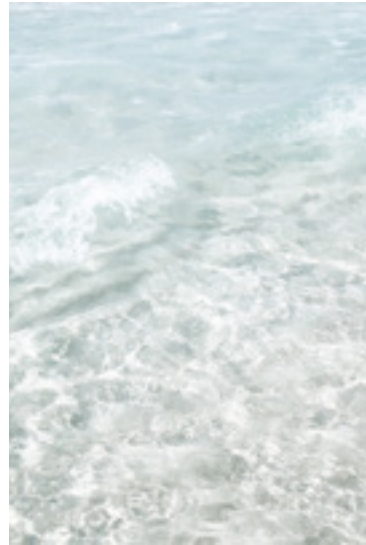


“We inspire to move from ownership to access.”



We also inspire people through organising events. In 2018 we have organised an alternative Black Friday event which motivated consumers to take what they already have and create something instead of buying something new.

Research & educate



Being a frontrunner in sustainability and a Circular Economy pioneer we have an important role to play in educating others and sharing our lessons learned.

As a proof of concept for the Circular Economy has made us into the ideal guinea pig for research on the matter. On a weekly basis we get numerous requests from students and academia who are conducting research on the Circular Economy, sustainable fashion or new business models.

“Instead of running in circles,
let’s close the loop.”

For this reason we have launched a monthly Skype meeting with Bert van Son, our CEO. During this meeting Bert answers questions and shares our story. We have been mentioned in numerous theses and have conducted a vast amount of research together with students.

It is during this Skype meeting, via our info mailbox or at one of our events that we often meet motivated, smart and cool students with a love for sustainability. These students quite often end up doing internships at MUD Jeans, which is a huge win-win. Through these internships, MUD Jeans offers youngsters a learning school and real-life experience within a startup while the students contribute to the company with their fresh mindsets.



Collaborate

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

As a part of the Alliance for Responsible Denim we've worked on two main projects over the last two years, one being sustainable washing techniques, the other on post-consumer recycled denim. MUD Jeans is a front runner in both topics and shared multiple lessons learned on the matter.



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



Additionally, MUD Jeans is always keen to collaborate with like-minded organisations to create more awareness and cross-industry synergies. One example of this is the collaboration with Rotholz. In 2018, MUD Jeans has joined forces with Rotholz by creating a capsule collection in the spirit for being conscious together. Furthermore, we conducted research together with Greenchoice and dress the staff of sustainable businesses such as Stayokay.

The future is circular

Through working on this report we have had the time to reflect on the past and set goals for the future. We are sure that we are on the right track but we still have a long way to go to towards 100% recycled denim.

Alone we are one drop, together we are an ocean. We are excited to continue our work with universities and researchers to obtain new perspectives. The journey towards 100% recycled denim is a group voyage on which we are joined by our suppliers and other pioneers.

2019 will bring us a lot of insights from within our supply chain and products. We can't wait to obtain all this knowledge and take steps from there.

No worries, we will take you along with us.

MUD Jeans Team



“Making jeans out of 100% recycled cotton will soon be possible. The question is not if but when.”

Dion Vijgeboom, Denim Specialist & Co-owner at MUD Jeans

Let's get into SDG12

Because SDG 12 is secretly our favorite, here we will break it down for you and show you how circular denim is changing the world.

12) Ensure sustainable consumption & production patterns

12.2 Sustainable management and use of natural resources

We increase the resource efficiency of cotton by closing the loop through our Lease A Jeans scheme supported by our reverse supply chain and mechanical recycling scheme.

12.4 Responsible management of chemicals and waste

We only swear by our Cradle to Cradle certified indigo dye. It is organic and biodegradable! Our super factory in Tunisia also uses Reverse Osmosis, recycling its water so as to limit the use of fresh water to zero.

12.5 Substantially reduce waste generation

Waste? MUD Jeans believe that everything holds a value and hence that there is no such thing as waste. Our jeans are shipped in a reusable packaging and recovered for recycling. Along all our business activities we try to exploit the value of all the materials we use.

12.6 Encourage companies to adopt sustainable practices and sustainability reporting

Our sustainability reporting journey starts with this report! Keep an eye out for the future ones. MUD Jeans is also part of the Alliance For Responsible Denim to solve the industry's biggest sustainability challenges collectively.

12.8 Promote universal understanding of sustainable lifestyles

We are constantly striving to promote sustainable lifestyles and stories on our Journal. We are sharing with you the people that inspire us the most. Whether it is with Marjolein who introduced us to the Tiny House movement, or Anne and Elrike who share with us their actions to change the fashion industry, you have quite a lot to read and learn from all these cool people! Please get in touch if you want to share your story with us - we love to hear from you guys.

12.A Support developing countries' scientific and technological capacity for sustainable consumption and production

We strive to develop more and more innovative and clean production techniques for the denim industry with our production partner in Tunisia. Our collaboration to achieve this common goal has truly benefited the factory, which is now attracting fashion brands from all around the world for its sustainability practices and know-how.

12.C Remove market distortions that encourage wasteful consumption

Fast Fashion, this one is for you! You will have noticed, our prices are not quite aligned with the ones of bigger fashion retailers in the market. Our higher price point comes from smaller quantities and a huge concern for the environment and the people that work throughout our value chain.

Other SDGs MUD Jeans tackles

We don't want the other SDGs to feel left out, so here is a complete list of all of them and their targets that we contribute to.

5) Gender Equality

5.1. End all forms of discrimination against all women and girls everywhere

5.5. Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

6) Clean Water & Sanitation

6.3. By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

6.4. By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

8) Decent work & Economic Growth

8.2. Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

8.4. Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.

8.5. By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

8.7. Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.

8.8. Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

9) Industry Innovation & Infrastructure

9.4. By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

9.5. Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.

13) Climate Action

13.3. Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

14) Life below water

14.1. By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

15) Life on Land

15.3. By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world

MADE-BY Environmental Benchmark for Fibres

Class A	Class B	Class C	Class D	Class E	Unclassified
Mechanically Recycled Nylon	Chemically Recycled Nylon	Conventianl Flax (Linen)	Modal (Lencing Viscose Product)	Bamboo Viscose	Acetate
Mechanically Recycled Polyester	Chemically Recycled Polyester	Conventional Hemp	Poly-acrylic	Conventional Cotton	Alpaca Wool
Organic Flax (Linen)	CRAiLAR Flax (Linen)	PLA	Virgin Polyester	Generic Viscose	Cashmere Wool
Organic Hemp	In Conversion Cotton	Ramie		Rayon	Leather
Recycled Cotton	Monocel (Bamboo Lyocell Product)			Spandex (Elastane)	Mohair Wool
Recycled Wool	Organic Cotton			Virgin Nylon	Natural Bamboo
	TENCEL (Lenzing Lyocell Product)			Wool	Organic Wool
					Silk



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