

# SOCIAL RESPONSIBILITY STATEMENT

 **KUKRI**

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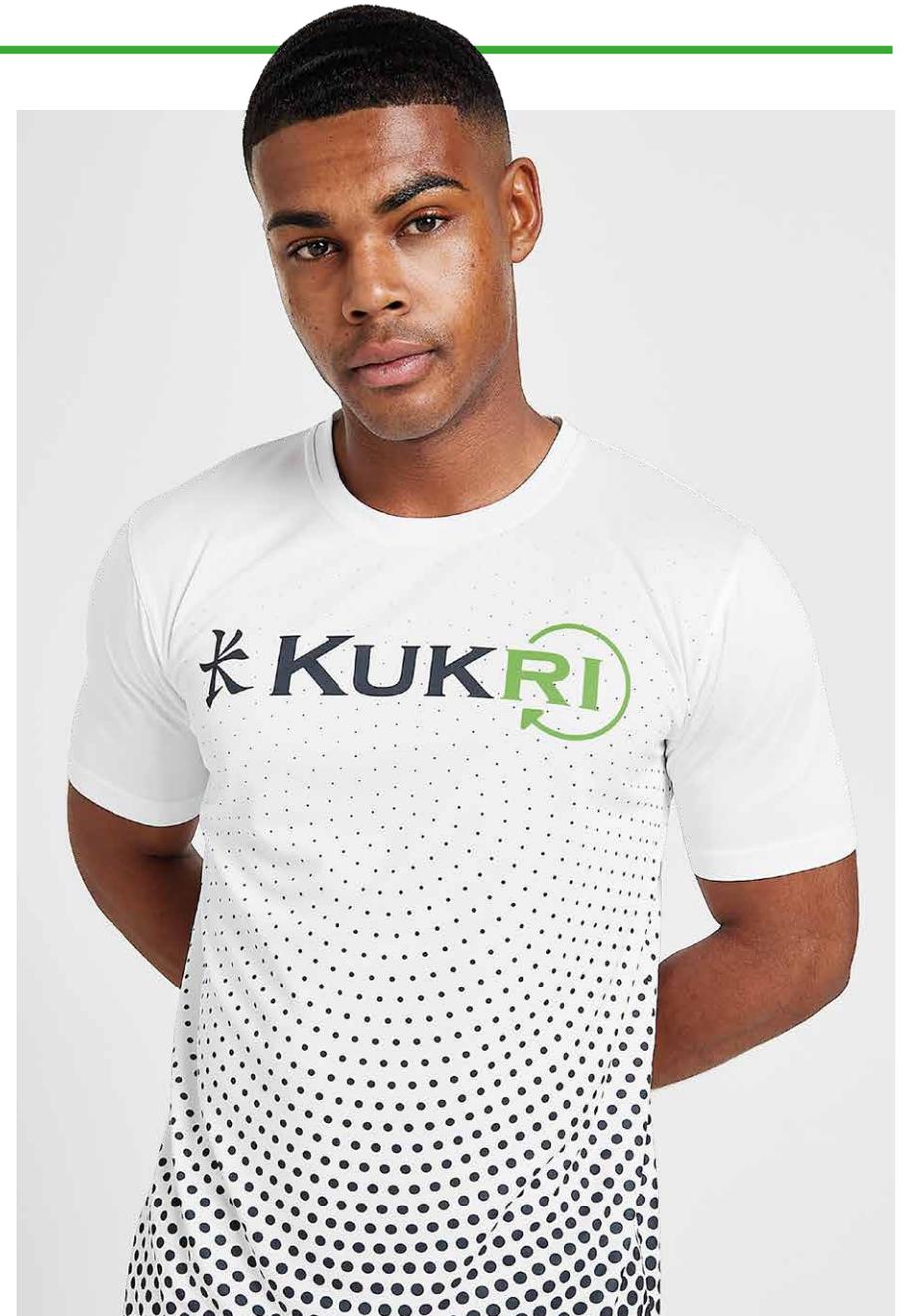
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# OUR VALUES AND INTENTIONS AT A GLANCE

The **KUKRI** initiative has been created to reflect our values and ongoing commitment to change.

Reducing our impact on the planet as well as continuing to care for all those who manufacture and wear our product around the world is our promise.

*We continue to drive ongoing improvements across the business to achieve our goals.*



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# OUR KEY INCENTIVES



## **RI USE**

Using recycled materials where possible from packaging to fibres.



## **RI DUCE**

Reducing our waste & impact on the planet.



## **RI SPONSIBLE**

Maintain high ethical standards throughout the business and around the world.



## **RI VIEW**

Regularly review our goals and challenge ourselves as a business to be as sustainable as possible.

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# RI USE



## FABRICS

To reduce the amount of virgin plastics we use and dispose of Kukri have developed an expanding range of recycled polyester fabrics.

These innovative fabrics are knitted using recycled fibres from objects that may otherwise have been sent to landfill such as plastic bottles and discarded packaging.

This results in fabrications which retain the performance and durability of a man-made fibre without the environmental impact of a virgin polyester material.



## PACKAGING

We are switching to sustainable alternatives for our packaging where possible. This includes recycled materials such as plastics used for bags and card used for swing tickets.

### WE COMMIT TO

**>50%** of our garment packing being made up of recycled materials by 2026



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# RI DUCE

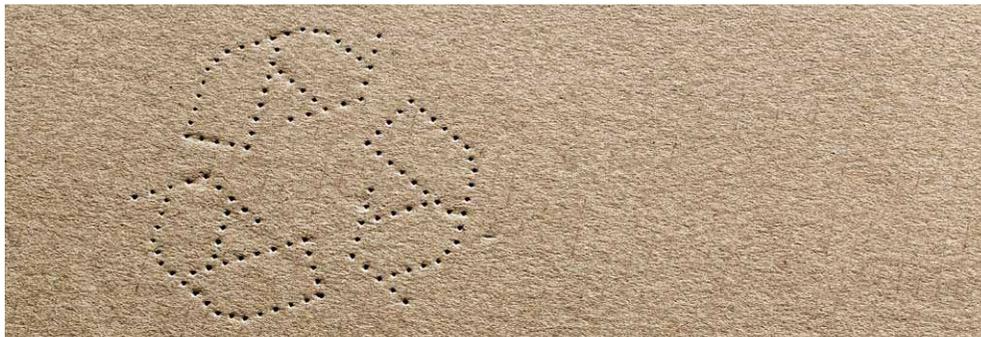


## PACKAGING

Our aim is to keep the amount of packing that we use for our products to a minimum and avoid unnecessary waste. In instances where plastic bags are required, we aim to reduce the amount that results in landfill waste by switching to alternatives manufactured from waste products and are in turn recyclable themselves.

### WE COMMIT TO

**>50%** of our garment packing being recyclable by 2026 and to reducing the amount of plastics used



## GARMENTS

**Did you know that 350,000 tonnes of clothes go to landfill in the UK every year?**

We engineer our product and fabrics with this in mind ensuring they last longer and maintain their appearance meaning less throw away clothing and waste.

We also make sure any excess stock or samples are recycled in some way — whether that be sold on for wear, given to charity or broken down to be used elsewhere.

## WASTE

**At Kukri HQ we try and avoid sending our waste to landfill where we can.**

Most of our waste is cardboard from bulk deliveries which is all reclaimed, collected and then recycled locally.

We now primarily use digital marketing materials to reduce the amount of hard copies and potential waste created.

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# RI RESPONSIBLE



## PRODUCT

**As outlined in our reduce and reuse incentives we are continuing to improve the product with our global impact in mind.**

This extends throughout the manufacturing process, from yarn to finished garments.

Our factories, mills and dye houses are compliant according to international regulations. These include REACH and hazardous chemicals compliance helping to prevent water pollution through dyeing and finishing.

## COMMUNITY

**It is important to us that we give back, use our brand as a platform support and raise awareness of important causes.**

*Our nominated charity for 2021 is Sporting Minds UK, an amazing charity which raises awareness and provides support to enable positive mental health in young sports people.*



## PEOPLE

**The health and safety of our employees is paramount from head office to those who manufacture our garments.**

Our parent company is JD sports fashion PLC who in turn are owned by the Pentland group, founding members of the ethical trade initiative. We operate under the JD Sports code of conduct and have ethical trade, modern slavery, equal opportunity and environmental policies defined as minimum standards.

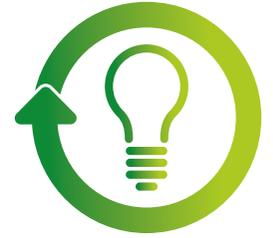
**Our factories are audited by 3rd party institutions.**

**We will only work with suppliers that are committed to our standards of working, these include...**

- Employment is freely chosen
- Working conditions are safe and hygienic
- Zero child labour tolerance
- Living wages are paid in line with local laws
- Working hours must not be excessive
- Zero tolerance of discrimination

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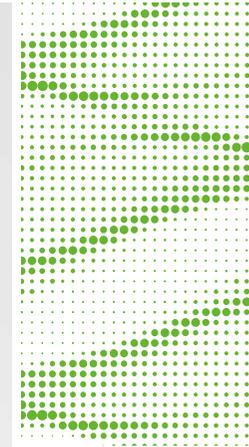
# RI VIEW



**KUKRI ARE COMMITTED TO THE CHANGES OUTLINED IN THIS DOCUMENT.**

**Our sustainability drive is an on-going project, with new developments being introduced all the time.**

For this reason we will continue to review our targets and challenge ourselves as a business to be as sustainable as possible.



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# KEY POINTS



The Group achieved an **'A-' rating** for our 2020 Carbon Disclosure Project ('CDP') Climate Change assessment which outperformed our sector benchmark by three grades.



We attained a **'B' rating** for our first submission within the CDPs 'Water Security' category which outperformed our sector benchmark by two grades.



The Group achieved recognition as a **'Committed'** supporter by the Science Based Targets initiative (SBTi) board in December 2020.



We launched our **'#IAmSustainable'** learning programme, with the aim of helping our colleagues become better protectors of the planet, whilst also achieving valuable skills accreditation.



The Group achieved an independently audited **'zero to landfill'** accreditation for our largest directly operated site (Kingsway Distribution Centre).



The Group has **reduced** its use of virgin polyester in its private label manufacturing whilst **increasing** the use of responsibly sourced cotton.

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\* KUKRI

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