

LOCAL HEROES

NOT A SUSTAINABLE BRAND

5 YEAR COMMITMENT PLAN
JUNE 2020

LOCAL HEROES RESPONSIBILITY FOR NOT A SUSTAINABLE BRAND

We have started our story in 2013 with basic graphic and slogan tees. 7 years later we're here bigger and wiser, but still we're learning each day to make better choices as a brand and individuals. We are NOT a sustainable brand, but we really want to strive for the best, responsible solutions. Local Heroes is ready to make commitments in our 3 fundamentals.

For us, sustainability solutions are not only about the product and supply chain, it is also about giving back and educating.

We are simply ready to be more involved in cases which matter to us, be aware of the results of our actions as a company, learn and get feedback.

Join us in this journey and let's leave some positive footprint for the next generations.

A solid purple square.

PRODUCTS

A solid light blue square.

LH OFFICE

A solid yellow square.

GOOD CAUSES

PRODUCTS

WHAT WE'RE ALREADY DOING:

PRODUCT STORAGE

OUR FOLIO BAGS IN WHICH WE STORE PRODUCTS CAN BE RECYCLED

SHIPMENTS

ALL OF OUR ORDERS TO THE CLIENTS ARE SENT IN THE PACKAGING WHICH CAN BE RECYCLED.

OEKO-TEX STANDARD 100

STARTING MAY 2020, WE HAVE IMPLEMENTED OEKO-TEX CERTIFICATE TO THE MAJORITY OF OUR T-SHIRTS, SWEATSHIRTS AND SWEATPANTS. CERTIFICATE OEKO-TEX PROVIDES GUARANTEE THAT THE TEXTILE WON'T CONSIST OF POTENTIALLY HARMFUL CHEMICALS. WHEN SHOPPING ON OUR WEBSITE, LOOK FOR THE GREEN LH ICON TO CHECK IF THE MATERIAL IS CERTIFIED.

DELIVERIES TO THE WAREHOUSE

WE ARE TRYING TO MAKE SURE THAT ALL OF OUR NEW PRODUCTS ARE DELIVERED
IN REUSABLE BOXES.

PRODUCTS

**PRODUCT AND THE PRODUCTION CYCLE ARE THE KEY ELEMENTS
OF OUR BUSINESS AND ALSO THE HARDERS AREAS
TO IMPLEMENT QUICK SUSTAINABLE CHANGES.**

**WE HAVE DECIDED TO DIVIDE OUR SUPPLY CHAIN INTO DIFFERENT
LEVELS, FROM EASY TO ADVANCED, TO IMPLEMENT CHANGES STARTING EVEN THIS YEAR.**

WHAT WE'RE COMMITTED TO DO WITHIN THE NEXT 5 YEARS:

FUR FREE RETAILER

STARTING JULY 2020 WE ARE JOINING FUR FREE RETAILER PROGRAM AND TOGETHER
WITH OTHER 1151 RETAILERS, WE WANT
TO EDUCATE OUR CUSTOMERS AND ENCOURAGE THEM TO BUY
ETHICALLY MANUFACTURED GOODS.

TO LEARN MORE ABOUT THE PROGRAM,
PLEASE FOLLOW [THE LINK](#) OR VISIT FURFREERETAILER.COM.

REUSABLE DELIVERY BOXES

WE USE A LOT OF BOXES TO TRANSPORT FINISHED GOODS FROM THE FACTORIES TO OUR WAREHOUSE, AND FROM THE WAREHOUSE TO OUR WARSAW FLAGSHIP STORE, THE HQ AND RETAIL PARTNERS. SOME BOXES ARE BEING REUSE, WHILE OTHERS ARE BEING RECYCLED. STARTING OCTOBER 2020, WE WANT TO IMPLEMENT REUSABLE BOXES THAT WILL BE USED TO DELIVER PRODUCTS FROM THE FACTORIES AND ALSO SHIP CLOTHES AND ACCESSORIES TO THE POINTS OF SALE.

SECOND LIFE PRODUCTS

OFTEN WHEN PRODUCING A CERTAIN AMOUNT OF PRODUCTS, WE HAVE LEFTOVER MATERIALS THAT WE CAN'T USE UP FOR THE LARGER PRODUCTION, BUT WE CAME UP WITH THE SOLUTION FOR THAT ISSUE. STARTING 2021, WE WILL IMPLEMENT 'SECOND LIFE PRODUCT' CAPSULE COLLECTIONS WITH LIMITED EDITION PIECES CREATED FROM LEFTOVER MATERIALS.

PRODUCTION PROCESS OPTYMALIZATION

BY THE END OF 2020 WE ARE PLANNING TO FOCUS ON THE PRODUCTION OPTYMALIZATION,
WHICH WILL ALLOW US TO USE UP LESS MATERIALS FOR THE PRODUCTION OF OUR
CLOTHES AND ACCESSORIES.

CERTIFIED MATERIALS

AT THIS MOMENT, MAJORITY OF OUR T-SHIRTS, SWEATSHIRTS AND SWEATPANTS ARE PRODUCED FROM OEKO-TEX STANDARD 100 CERTIFIED JERSEY. UNTIL JUNE 2020 OUR GOAL IS TO IMPLEMENT GLOBAL ORGANIC TEXTILE STANDARD (GOTS) CERTIFICATE FOR ALL OF OUR T-SHIRTS, HOODIES, SWEATSHIRTS AND SWEATPANTS. IN ORDER TO GET THAT CERTIFICATE, THE PRODUCT NEEDS TO BE MADE WITH AT LEAST 70% OF THE ORGANIC MATERIALS. ALSO WE WOULD LIKE TO CREATE PRODUCTS WHICH HAVE GLOBAL RECYCLE STANDARD CERTIFICATE, WHICH REQUIRES FOR THE PRODUCT TO BE MADE WITH AT LEAST 50% RECYCLED MATERIAL.

DELIVERY PRODUCT PACKAGING

ALL OF OUR DELIVERY FOLIO BAGS CAN BE RECYCLED, BUT WE ARE STILL SEARCHING FOR OTHER SOLUTIONS IN ORDER FOR US NOT TO USE FOLIO BAGS. THIS YEAR WE WILL MAKE SMALL IMPROVEMENT SUCH AS ADDING ADDITIONAL TAPE ON THE BAG FOR THE CUSTOMERS TO RETURN AND EXCHANGE THEIR ORDERS IN THE SAME BAG. IN 2021 WE WILL START IMPLEMENTING MORE ENVIRONMENT FRIENDLY SOLUTIONS TO OUR DELIVERY PRODUCT PACKAGING.

LH OFFICE

WHAT WE'RE ALREADY DOING:

GARBAGE RECYCLING

REDUCING THE CONSUMPTION OF NATURAL RESOURCES.

SAVING ENERGY BY EXTINGUISHING UNNECESSARY LIGHT AND EXTENSION CORDS

REDUCTION OF CO2 EMISSION.

PROPER DISPOSAL OF ELECTRONIC-WASTE

PROTECTION OF THE PENETRATION OF CHEMICAL SUBSTANCES INTO THE GROUND.

LH OFFICE

EVERY SINGLE MEMBER OF OUR HQ TEAM SPENDS IN THE OFFICE 8 HOURS A DAY, 5 DAYS A WEEK AND OUR OFFICE SPACE HAS BECOME A SECOND HOME FOR SOME OF US. WE WANT TO MAKE SURE, THAT OUR SECOND HOME IS ALSO A HUGE PART OF OUR SUSTAINABILITY COMMITMENT PLAN, THAT'S WHY, SLOWLY BUT SURELY WE WANT TO IMPLEMENT SOME CHANGES ABOUT WHICH YOU CAN LEARN ON THE FOLLOWING PAGES.

WHAT WE'RE COMMITTED TO DO WITHIN THE NEXT 5 YEARS:

REDUCTION OF THE PAPER USAGE

WE PRINT OUR INVOICES, MOODBOARDS, LINESHEETS AND PACKAGE LABELS. WHILE IT'S NOT THAT EASY TO STOP PRINTING ALTOGETHER, WE MAKE A COMMITMENT TO GO AS MUCH DIGITAL AS POSSIBLE AND ELIMINATE THE UNNECESSARY PRINTING. BY JUNE 2025 WE WANT TO BE 80% PRINTING FREE.

OFFICE CLEANING SUPPLIES

TILL THE END OF 2020 WE WILL SWITCH TO ECO-FRIENDLY CLEANING SUPPLIES. WE ARE GREATFUL THAT THERE ARE COMPANIES WHICH MAKE IT EASY FOR US TO IMPLEMENT THIS PART OF OUR COMMITMENT.

SINGLE USE PLASTIC

IT IS A TRADITION IN OUR HQ TO TREAT THE BIRTHDAY PERSON WITH THE CAKE AND SING 'HAPPY BIRTHDAY'. WITH THIS CUTE TRADITION USUALLY COME PLASTIC CUTLERY AND PAPER PLATES AND WE WANT TO CHANGE THAT TRADITION FOR THE BETTER. STARTING AUGUST 2020 WE WON'T PURCHASE ANY SINGLE-USE PLASTIC ITEMS FOR THE OFFICE GET TOGETHERS AND WILL ENCOURAGE EVERY EMPLOYEE TO INVEST IN REUSABLE PRODUCTS.

WE ALSO WANT TO ENCOURAGE EVERYONE TO ORDER TAKE OUT FOOD FROM PLACES WITH RECYCLABLE PACKAGING. WE EAT A LOT IN THE OFFICE AND SOMETIMES IT'S EASY TO GET USED TO PRE-MADE MEALS IN PLASTIC CONTAINERS.

PUBLIC TRANSPORT AND CARPOOLING

WE WILL STRONGLY ENCOURAGE OUR HQ, STORE AND WAREHOUSE EMPLOYEES TO USE PUBLIC TRANSPORT AS MUCH AS POSSIBLE TO GET TO WORK AND MOVE AROUND THE CITY. OUR HOMETOWN WARSAW HAS A GREAT PUBLIC COMMUNICATION SYSTEM WITH BUSES, TRAMS AND METRO REACHING EVERY SINGLE NEIGHBOURHOOD IN THE CITY. ALSO SOME OF OUR EMPLOYEES HAVE CARS AND WE ASK THEM TO BE A FRIENDLY COLLEAGUES AND CARPOOL WITH WORK FRIENDS WHEN HEADING THE SAME DIRECTION. SOMETIMES RENTING A BIKE OR TAKING A WALK CAN MAKE A SMALL, YET POSITIVE IMPACT ON OUR ENVIRONMENT.

PLANTS, PLANTS AND MORE PLANTS

TILL THE END OF 2021 WE WANT TO MAKE SURE THAT EVERY SINGLE ROOM IN OUR HQ WILL HAVE PLANTS TO HELP US CLEAN THE AIR AND JUST SIMPLY KEEP US IN THE GOOD SPIRIT. RIGHT NOW WE ARE DOING RESEARCH REGARDING OFFICE FRIENDLY PLANTS AND SOON WE WILL START SOME PLANTS SHOPPING (WE ARE SUPER EXCITED ABOUT THAT PART, BECAUSE IT WILL GIVE US MORE RESPONSIBILITIES AS ADULTS NOT ONLY TO KEEP DEADLINES, BUT TO KEEP THE PLANTS ALIVE AND HAPPY).

GOOD CAUSES

WHAT WE'RE ALREADY DOING:

1 TEE = 1 TREE

IN SUMMER 2019 WHEN AMAZON FOREST WAS ON FIRE, WE HAVE DECIDED THAT IT IS TIME TO MAKE A SMALL DIFFERENCE. AT THAT TIME, SMALL CAPSULE TIE DYE DROP WAS ABOUT TO BE LAUNCHED AND WE THOUGHT IT WOULD BE A GREAT MOMENT TO BRING AWARENESS TO THIS IMPORTANT MATTER.

WE'VE STARTED A SMALL CAMPAIGN 1 TEE = 1 TREE. WHEN BUYING A PRODUCT FROM THE DROP, WE DONATED TO 'ONE TREE PLANTED' ORGANIZATION TO PLANT TREES IN NORTH AMERICA, SOUTH AMERICA, ASIA, AUSTRALIA AND AFRICA. TOGETHER WE HAVE ALREADY PLANTED 500 TREES AND WE DON'T WANT TO STOP ON THAT NUMBER.

IN MAY 2020 WE HAVE LAUNCHED OUR FIRST PRODUCTS WITH OEKO-TEX CERTIFICATE AND DECIDED TO CONTINUE OUR 1 TEE = 1 TREE CAMPAIGN. WHEN BUYING A T-SHIRT 'GLITCH CLOUDS TEE', WE WILL DONATE TO 'ONE TREE PLANTED'.



GOOD CAUSES

WE BELIEVE THAT AS A BRAND AND A GROUP OF YOUNG CREATIVES WE NEED TO USE OUR VOICES TO BRING AWARENESS TO IMPORTANT CAUSES. WE KNOW THAT WE WON'T CHANGE THE WORLD AT ONCE, BUT IT IS IMPORTANT TO TRY TO MAKE IT A BETTER PLACE FOR US AND THE NEXT GENERATIONS.

WHAT WE'RE COMMITTED TO DO WITHIN THE NEXT 5 YEARS:

CLEAN CITY INITIATIVE

WE COMMIT TO BEING BETTER CITIZENS OF THE WORLD AND TOGETHER WITH OUR COMMUNITY SPEND AT LEAST ONE DAY A YEAR OUTSIDE, MAKING SURE OUR MOTHER-NATURE IS A BIT CLEANER THAN BEFORE. EVERY EARTH DAY, OUR STAFF WILL ORGANIZE 'CLEAN YOUR CITY' INITIATIVE.

CLOTHES DONATION

AS A CLOTHING BRAND, ONE THING WE KNOW HOW TO DO WELL IS CLOTHES. AND BECAUSE IT'S OUR FULL-TIME OCCUPATION, WE WANT TO SHARE OUR LOVE FOR CLOTHING WITH OTHER PEOPLE. STARTING 2021, EVERY YEAR WE WILL CHOOSE ONE NGO OR FOUNDATION, WITH WHICH WE WILL PARTNER UP TO DONATE CLOTHES TO THOSE IN NEED.

VOLUNTEERING

SOMETIMES THE BEST GIFT YOU CAN OFFER IS YOUR TIME. WE LIVE IN SUCH A FAST PACED ENVIRONMENT, THAT WE OFTEN FORGET TO STOP FOR A SECOND AND LOOK AROUND. THAT'S WHY WE'VE DECIDED STARTING OCTOBER 2020 TO ASK OUR LH TEAM TO STOP AT LEAST TWICE A YEAR AND TOGETHER CHOOSE AN ORGANIZATION WITH WHICH WE CAN VOLUNTEER.

THIS COMMITMENT PLAN WILL EVOLVE AND WE WANT TO MAKE SURE THAT WE WILL CHANGE AND IMPLEMENT IMPROVEMENTS EVEN FASTER THAN WE'VE COMMUNICATED THEM HERE. ALL OF THE CHANGES THAT WE ARE IMPLEMENTING WILL BE ANNOUNCED ON OUR SOCIAL MEDIA CHANNELS. WE KNOW THAT WE ARE NOWHERE NEAR TO BEING A FULLY SUSTAINABLE BRAND, BUT WE WANT TO LEARN AND IMPROVE.