



Environmental and social goals

Oxious has a huge drive for creating transparency, equality and awareness in the textile supply chain. In the textile industry, many steps still need to be taken to make the production process more sustainable and fair. Producing new products from virgin materials requires thousands of litres of water, energy, CO2 and land. Besides the negative impact, there is currently an exponentially growing mountain of textile waste.

Oxious shows that this can be done differently and symbolizes how this can be realized with the production of its hammam towel. By consciously using recycled yarn, the majority of the water is already saved in the production process. Our products are made by a women's project in a small mountain area in Turkey. They are offered equal opportunities, receive a fair wage, are insured and build up a pension.

Our sustainable movement has been acknowledged by the Global Sustainable Enterprise System (an organization that assesses and supports companies in sustainable and circular entrepreneurship). GSES classified our hammam towels as the first product with a Sustainable A status in 2020 and now our product has even grown into a rating of Sustainable AA status! In addition, our hammam cloth is certified as a 'Class 1' product according to the 'Circular Product Footprint' index.

Vision

Create a movement towards and inspire others to produce fairly and sustainably in the textile industry, with 100% transparent production processes.

Mission

To create products that people enjoy, make them happy, and are useful, within a production process that upholds the highest environmental, social, and ethical criteria with sustainability as the core of our brand value.

Environmental goals

Carbon emission

In 2021 Oxious made a start with mapping the carbon emissions throughout the supply chain. Currently, the emissions from (1) the transport from Turkey to the Netherlands, (2) office activities and (3) the company van are mapped. We want to **map the carbon emissions throughout the whole supply chain in 2022.**

Besides mapping the carbon emission, we strive to operate carbon neutral by 2030. Oxious made the commitment Net Zero 2030 initiated by B Corporation Climate Collective. Read more about the Net Zero 2030 B Corp Climate Collective [here](#). In order to achieve this, we will **establish a formal Carbon Reduction plan in Q1 of 2022** that discloses the yearly activities necessary to reach our goal.

Carbon emissions in the supply chain of Oxious will be **decreased by 10%** in 2022.

Energy

In 2020, Oxious moved its headquarters to an office space at Chris Lebeuhof 2F, Rotterdam. The office building is shared with another organisation. Energy consumption and bills are shared. We both want to **reduce the energy consumption of the office building by 10%** in August, 2022. To achieve this goal, we have an energy reduction plan in place. By the end of 2022 we will compare the new annual energy consumption with the previous year.

The greater ambition of Oxious is to operate on **100% renewable energy** in 2022 by installing solar panels. There are negotiations with the landlord about the investment in solar energy.

Materials

Out of the 7 product lines 6 product lines of the Oxious brand are composed from 50% virgin cotton, 42% recycled cotton and 8% rPET. Only the Promo hammam towel is composed from 50% virgin cotton, 42% **recycled materials** and 8% rPET.

The virgin cotton Oxious uses for its products is OEKO-tex certified, and the recycled cotton is GRS certified. Virgin cotton with the OEKO-tex certification only guarantees the safety of the materials, but it does not assess the business practices. Organisations wishing to use the GOTS quality mark must meet strict conditions. Various ecological and social conditions are imposed on the production, such as: no chemicals, sustainable energy supply, safe working conditions and control of the entire supply chain. In 2022, **products containing virgin cotton with the OEKO-tex certificate will be replaced by organic cotton with the GOTS certificate.**

Recycled materials in Oxious products are currently made from post-industrial/pre-consumer waste however, we want to include post-consumer recycled material to our products as well. Oxious is currently experimenting with different material compositions and will **replace 15% virgin cotton by recycled cotton in at least 2 product lines in 2022.**

To convert the recycled cotton into usable yarns for our hammam towels, a binder is needed which is made from recycled PET bottles. As nice as it is that PET can be converted into reusable material, this also has its drawbacks; small particles of plastic can be released into the water during the washing of this recycled material. This is not a development we stand for, which is why we use minimal amounts of recycled PET in our collections (8%). In 2022, Oxious will **exclude rPET from the material composition in 25% of the products.**

Water (re)usage

Cotton is also known for its huge water footprint; to produce 1 kilo virgin cotton, an average of 8.000 liters of water is used. By using recycled materials in our hammam towels, we save an average of 1200 liters of water per towel. Oxious will **lower the water footprint of at least 1 product line by 15%** in 2022.

Transparency

Transparency is part of our vision that we live and operate by on a daily basis. Besides having our impact measured by GSES, Oxious would like to add a tool that is accessible to all stakeholders. Therefore, we will **introduce a system that shows the material origin to the consumer** by 2022. In this new system we will enable our stakeholders to track and trace the product materials.

To become **100% transparent to our stakeholders** in 2022, Oxious is partnering up with other organisations such as Candour-clothing and GSES.

Candour is a start-up that developed the Circulaid app. The app will visualize material origin, production, transport, use, and end-of-use of products and is an aid towards a circular economy. Not only will customers know where their products came from but also know where to hand them in when they are done using them.

GSES is a third-party assessor who audits companies on CSR, sustainable procurement, circular economy, health and safety, CO2 reduction, and biodiversity. The results of the audits are converted into a scorecard, which companies can use as a tool for transparency. Oxious was audited and acknowledged with a Sustainable A

in 2019 and in January 2020 Oxious became the first company in the world with the Sustainable AA ranking.

Social goals

New projects that create opportunities

Oxious will introduce at least one new project with social impact

We are currently in the preparation stage of a new project in refugee camps on the border of Syria, where women will have the opportunity to produce sustainable bags for us and thus build a new life. We will **start the Syria project** in 2022 **covering a minimum group of 5 people**. If for some reason the Syrian project is jeopardised and cancelled we will adjust our goal to introduce at least 1 new social project in 2022 covering a minimum group of 5 people.

Charities

In our Code of Conduct it is disclosed that at least 2% of our sales will be donated in-kind to charity. Besides this commitment we will organise **at least 2 other campaigns with social impact**. The campaigns can vary from donations to charities such as “Give back Friday” to simply acting upon events and organising social support to the local community.

Sustainable movement

Oxious wants to create a [sustainable movement](#) towards and inspire others to produce fairly and sustainably in the textile industry, with 100% transparent production processes. This is our vision. We want to increase our network of like-minded businesses using their business as a force for good and to magnify impact. We have incorporated the Ten Principles of the UN Global Compact into our strategy, policies and procedures, establishing a culture of integrity. Doing so, Oxious upholds its basic responsibilities to people and planet, but also sets the stage for long-term success. We expect our (new) business partners to work by these principles (disclosed in the governance page on our website).

In 2021 we partnered up with Kusala and Vodde, two Dutch companies that share the same vision as Oxious and contribute to the sustainable moment. Kusala makes soap bars from recycled materials such as outdated olive oil or coffee production residue. Their soap bars are circular products and are now offered in our bath collection gift box. Vodde transforms post-consumer textile waste into socks in different colors and patterns. Textile waste is repurposed and there is something for everyone.

In 2022, we will continue to **increase the sustainable movement** and **connect with like-minded businesses to create impact**. The more organizations work together, the faster our vision becomes reality!

Industry role model with B-Corp

Oxious has recently started a new project, namely obtaining the B-corp certificate. For us, fair and sustainable production has been a matter of course since day one. A B-Corp certification is exclusively for companies that strive for the highest standards of social and environmental performance, responsibility, and transparency based on their intrinsic motivation. Oxious submitted the assessment in Q4 of 2021 and will **become a B-Corporation** in 2022.

Impact reporting

Last but not least, Oxious will publish its first **Impact Report** in Q1 of 2022!!! 😊

Our goals and ambitions

100% circularity

Oxious is continuously working to optimize the sustainability of production processes. We strive for 100% circularity and are constantly developing to process more and more post-consumer textile waste in our products in the future, in addition to waste in the textile industry. Esther started the Circular Cotton Initiative - www.circulairkatoen.nl - in collaboration with other female entrepreneurs. The ambition of this initiative is to achieve products with at least 60% post-consumer recycled textile products without the addition of recycled PET.

Planet positive

Oxious strives for a climate-neutral production process. We are investigating the possibilities to take the next important step; building a CO2 neutral weaving factory in Turkey. We are already working hard to get this project off the ground, literally... We are looking for building land to realize this sustainable dream.



Sustainable Development Goals (SDGs)

In every decision, we make in our company, implementation of the Global Sustainable Development Goals and efforts to improve them are more leading for our company than financial profit. Oxious directly contributes to the following SDGs.