



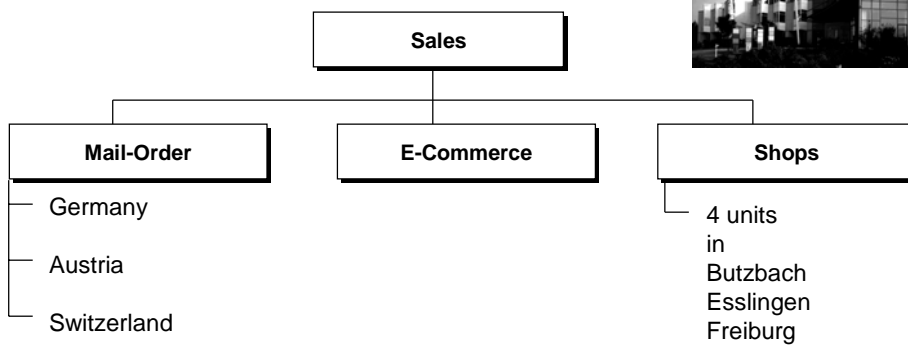
**Making the difference:
Corporate Social Responsibility
and
sustainability**

Rolf Heimann
Study Centre Gerzensee
11. Januar 2007

Locations Hess Natur-Textilien GmbH & Co.KG

The purpose:

- Interplay of ecology and economy
- Production and Sales of consequente natural clothing



- more than 61 Million Euro turnover
- 277 employees

Numbers and facts

Costumers

- aprox. 1,5 Mio. addresses
- aprox. 0,6 Mio. costumers
- aprox. 95% women
- on an average 43,7 years



Numbers and facts

Sales

- mailing of more than 2,5 Million catalogues per year
- 3-4 catalogues per season



The Range:

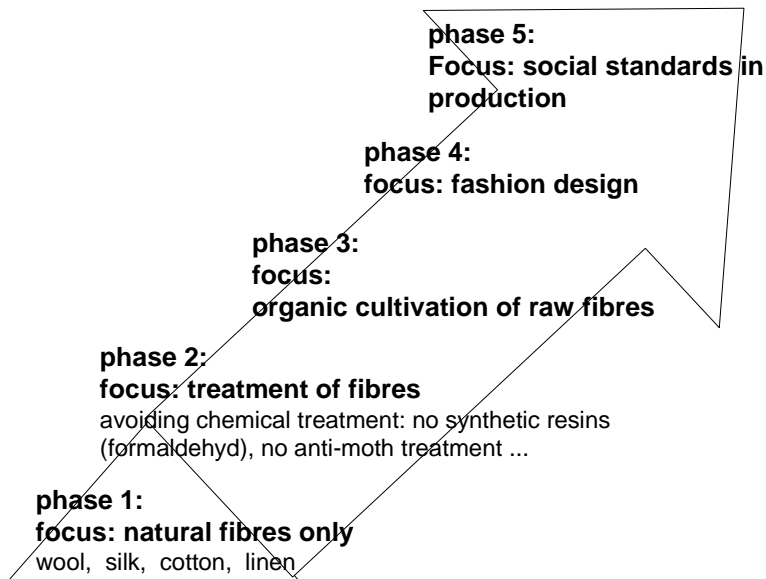


- approx. 100.000 items
and peaces per season

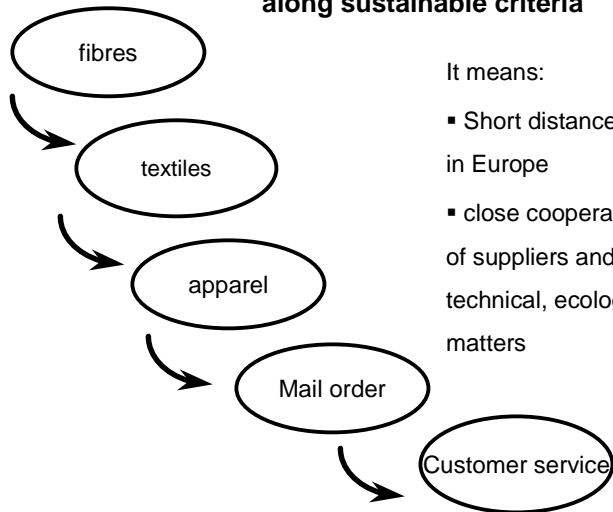


for babies, children,
adolescents and adults
outer garments,
night- and underwear
home textiles

stages of a concept



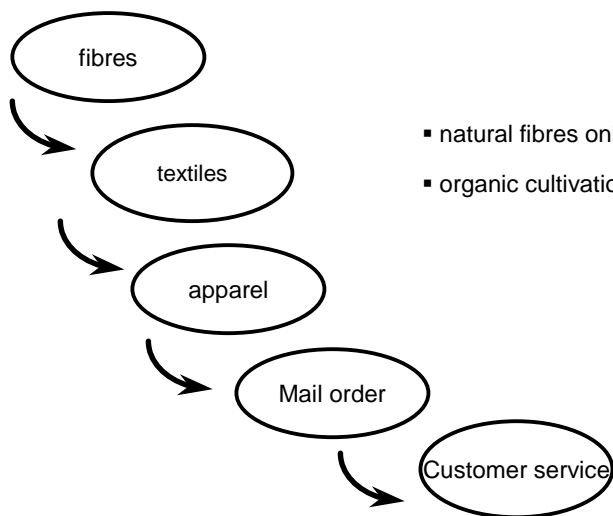
**Holistic approach:
organising the whole textile and supply chain
along sustainable criteria**



It means:

- Short distances – 80 % production in Europe
- close cooperation with and support of suppliers and producers in technical, ecological and social matters

**Holistic approach:
organising the whole textile chain along sustainable criteria**



- natural fibres only
- organic cultivation if possible

Project: organic linen

- Organic cultivation
- Revitalisation of a traditional production
- Regional sourcing



Project: Organic cotton from Burkina Faso

- longterm offtake guarantee is given to the farmers
- fair trade and organic production bonus

◀ **helvetas** Burkina Faso ▶

seco
Staatssekretariat für Wirtschaft
Secretariat of State for Economic
Segreteria di Stato dell'economia
State Secretariat for Economic Affairs



Educational Support and Gender Mainstream Efforts

- hessnatur payed primary school equipment for about 1.700 pupils
– thus enabling Famers to allow especially young girls to attend school for 3 years

School-fee isn't much
but the families don't have the money
for school-equipment



Weatherproof with our Rhön-wool



An old strain is
discovering back
for wool-fabrics



Social project with handicapt people in Kathmandu/Nepal

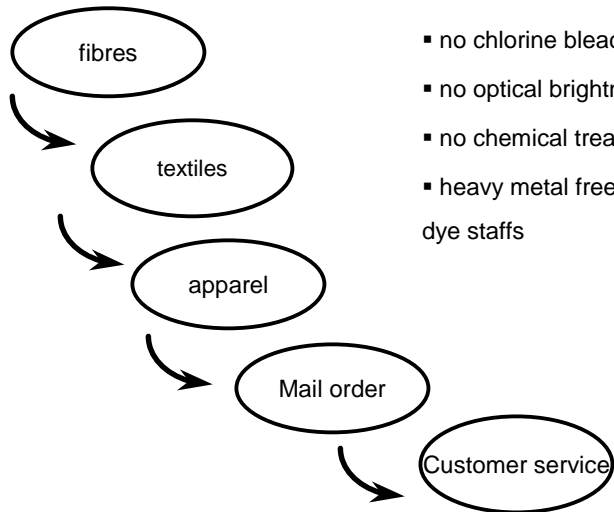


Project: New saddle in Kathmandu

- Healing of leprosy people
- Textile workshops
- Roadside clinics
- Support of hess natur:
consulting
quality support
buying of garments



Holistic approach:
organising the whole textile chain along sustainable criteria

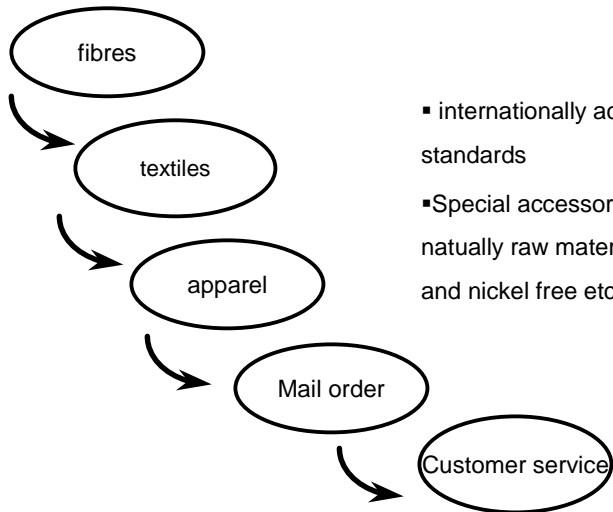


- no chlorine bleaching
- no optical brightner
- no chemical treatment
- heavy metal free and non-allergic dye stuffs

Consequently natural clothing

- pure natural fibres (cotton, wool, linen, hemp, silk)
- inspection of pesticides resedue
- harmless dye stuffs for human health
- no use of chlor bleaching, syntetic finishing, etc.
- only natural Accessoires

Holistic approach:
organising the whole textile chain along sustainable criteria



- internationally accepted social standards
- Special accessories (buttons from naturally raw materials, zip chromium and nickel free etc.)

Label:



Product-Label: the garment itself is marked with the quality-label

Related to the piece of garment



The foundation verifies that members work to enhance labor conditions in the garment factories

Related to the company

The textile chain in the catalogue:
transparent for every customer

origin of fibres

raw fibres

certified organic cultivation, husbandry or conventional

Bleaching

without bleaching, chlorine-free bleaching

Dyeing

type of dye

Finishing

mechanical tumbling, washing, waterproof with natural waxes, enzymatic finishing...

Country of production



Social Standards in the Manufacturing of Clothing

Problems:

- Deficiencies in social standards (e.g. excessive work hours, low payment) are widespread problems in the production of apparel
- till 2004 no internal and no independent monitoring system of social standards at Hess Natur

Our Aim:

- social fairness,
controlled
garment manufacturing

Approach

1. Compliance of social standards,
based upon the Code of Conduct of Clean
Clothes Campaign
2. Development of a monitoring system

**Managementsystem
Social Standards
hess natur**

| Hess Natur internal check: | Fair Wear Foundation external verification: | Neutral Complaints office complaints system of FWF: |
|---|---|--|
| <ul style="list-style-type: none"> • Information & And support Of suppliers • Installation of a controll system • Implementation Checks of suppliers | <ul style="list-style-type: none"> • random sample audits • Plant control hess natur • supervision and support Of complaints | <ul style="list-style-type: none"> • neutral complaints office of FWF • contact point for laborers in case social standards are violated |

Hess Natur – the first German member of the Fair Wear Foundation



Transparency and credibility for our customers:

Organic and socially sustainable garments:

- Third party (independent) monitoring of social standards and process of remediation
- Commonly accepted set of standards

Aims of the Global Organic Textile Standard

- Define world-wide recognised standards for organic textiles from harvesting of fibres up to labelling of ready made textiles
- Cooperation of leading standard organisations in the organic textile sector in order to
 - enable processors and manufacturers exporting their organic fabrics and garments with one certification accepted in all mayor markets
 - provide a credible and equivalent assurance system for organic garments to the end consumer



IVN International Association Natural Textile Industry



More than 70 member firms

Members are:

- Spinning mills
- Dye houses
- Retailers /mail order firms

Certification of the whole textile chain

