

Looking Back, Moving Forward

THE ACE & TATE
RESPONSIBILITY REPORT
2020

ace & tate



A letter from our founder,
Mark de Lange

“In 2018, I wrote a Medium post stating that while Ace & Tate **cannot**, in good faith, call itself ‘a sustainable company’..

..it is one **committed** to actively and steadily reducing its footprint.”

“Now, three years later,
I’m proud to say we’ve
made considerable
progress.”

It has always been part of Ace & Tate’s ethos to be entirely transparent, open and honest about that journey —and this, our first ever Responsibility Report, is the result of that promise.

Publication of this report is well timed, after having so recently received our B Corp certification. One of the most groundbreaking things to come out of 2020 for Ace & Tate was implementing the structural and operational changes to our business necessitated by the B Corp roadmap. That process confirmed that sustainability goals —and the steps needed to reach them— will only enhance value to employees, customers, the supply chain and the brand community, rather than inhibit it.

This, coupled with 2020 being the first year in which we were able to benchmark our 2018 Life Cycle Assessment (LCA) and CO2 report with its 2019 counterpart, taught us the importance of working with data to confirm our strategy and goals moving forward. (The LCA was finalised at the end of 2020 due to Covid-19 delays.)

Within the Responsibility Report you'll also discover how Ace & Tate is now entirely carbon neutral, having offset our 2020 footprint through our partnership with the Trees for All programme (in which we ask customers to consider adding a carbon-offset donation when making a purchase). The next goal is to reach net-zero emissions by 2030, which we aim to achieve by creating a climate action plan that follows the Science Based Targets Initiative.

Our Reframe programme, launched last year, has helped to establish what our customers are ready for, with over 400 used glasses returned so we can refurbish and resell them. The programme also enabled us to become the first eyewear brand to sell frames on peer-to-peer social shopping platform Depop — a huge new market for us where we could meet our target audience on their own turf and take an important step towards circularity.

Some sustainability challenges are too big to try to solve on our own and require cross-industry partnership. Our recycling collaboration with Amsterdam-based social enterprise Reflow confirmed the importance and benefit of sharing expertise. Together, we developed a way of recycling our demo lenses into 3D print filament, saving 556.7kg of plastic from landfill — a fantastic achievement.



There have, of course, been hard lessons to learn along the way. Our water-based PU case ended up having a larger negative impact than our previous case. This taught us the necessity of looking at the full picture of the environmental impact of our decisions, rather than solely focussing on fossil fuels and CO2. Responsible procurement and sourcing is an integral part of any mission to be a driver of responsible change. Without it, you've lost before you're out of the starting gates.

As I explained in that first blog: "Every frame we produce, every lens we cut and every package we ship — everything is connected to natural resources. Every happy customer comes at an environmental cost". This is still true, but we continue to make reducing that impact a top priority.

The combined efforts of the full Ace & Tate organisation —both at our HQ in Amsterdam and within our stores across Europe— have pushed our responsibility agenda forward and enabled us to compile a single report that we are now sharing with you. As promised, we'll always share our progress openly, warts and all.

I hope you find the Responsibility Report useful. It's not meant to serve as a pat on the back, but rather as our annual report card, letting you —our customers and community, know where we are and where we are going.

Stay healthy,
stay happy.”

Mark

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Credits
and Thanks

Our Responsibility Mission

Our mission is to be
a driver of **positive change**
within the eyewear industry.

We take responsibility for the impact our actions have on the environment, and strive to reduce that impact. Our aim is to reach net-zero emissions by 2050.

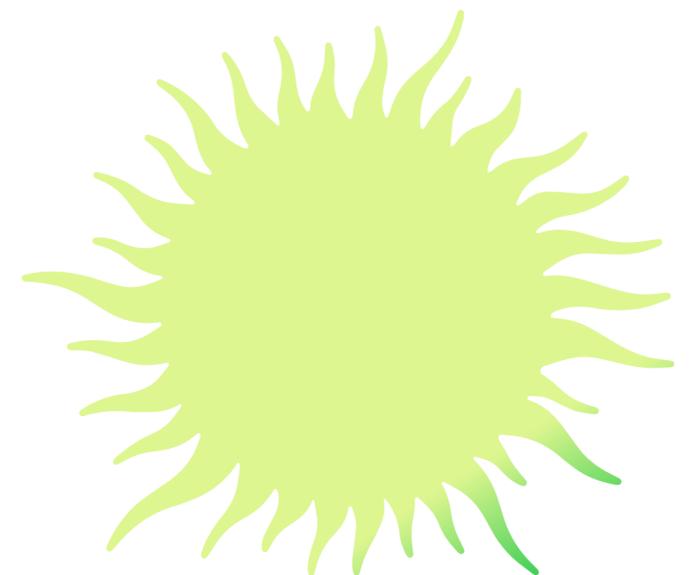
In addition, we aim to create a positive impact on the communities and societies we engage with, by improving our value chain, designing and building stores responsibly, looking after our employees and customers, and implementing recycling initiatives.

A Year in Review

2020, what a year! Well, **not** for our in-house Responsibility Team.

Our in-house Responsibility Team has risen to the challenge, and used this time to make progress in terms of our actions and accountability—and develop a systematic approach for how we do business in the future.

We're putting the planet at the heart of everything we do—for the environment and its people.



A few highlights from this year

1. We became a certified B Corporation

In 2020, we finalised our B Corp application and we became certified in August 2021.

This badge of honour shows our commitment to the planet and our community and allows us to set more ambitious goals, year after year.

2. We reached carbon neutrality with Trees for All

This year (and every year until we reach our target) we will compensate for our carbon footprint by offsetting our emissions. We're doing this together with our partner, Trees For All, and by supporting sustainable forestry worldwide.

Our goal is to get to net-zero emissions — you can read our plan in our Carbon Commitment that we published last year.

3. We embraced circularity with our Reframe initiative

Last year saw the launch of Reframe: a circular initiative where customers can bring in their old frames to be refurbished and resold.

We also started selling refurbished frames on our Depop page, while the frames that can't be resold will be used for our recycling/testing initiatives.

4. We began donating safety goggles to those in need

We worked with our key suppliers — with help from our amazing customers — to manufacture and donate safety goggles to frontline workers during the first wave of COVID-19.

In total, we were able to donate more than 25,000 pairs of goggles. We offset this production with our partner Trees For All.

OUR PRIORITIES

How do we dedicate our time and energy?
We have four main focus areas, which
we cover in this report:

Planet

Products

People

Progress

OUR APPROACH
FOR IMPROVEMENT:

1. We measure our impact

Applying various reporting methods and audits to find areas of improvement.

2. We set goals

Challenging our operations and aligning with Corporate Social Responsibility standards and guidance drawn from, B Corp, the Science-based targets initiative and Sustainable Development Goals — more on these later.

3. We take action

Working with our (production) partners, creating innovative solutions and delivering a more environmentally-friendly product.

We
measure

We
set goals

We
take action

Our Approach

There's no better way to keep tabs on our own progress than by aligning with the goal-setting structure of environmental leaders. This helps us narrow our focus and set impact-driven goals.

As a result, our Impact Framework—or how we approach our sustainability challenges and act upon them—is based on the guidance we've received from the following institutions:

- ↳ [B Corp](#) and B Corp Climate Collective
- ↳ UN's [Sustainable Development Goals \(SDGs\)](#)
- ↳ [Science Based Targets initiative \(SBTi\)](#)

We also benchmark against our eyewear industry peers and other sustainable frontrunners in consumer goods.

About the information in this report

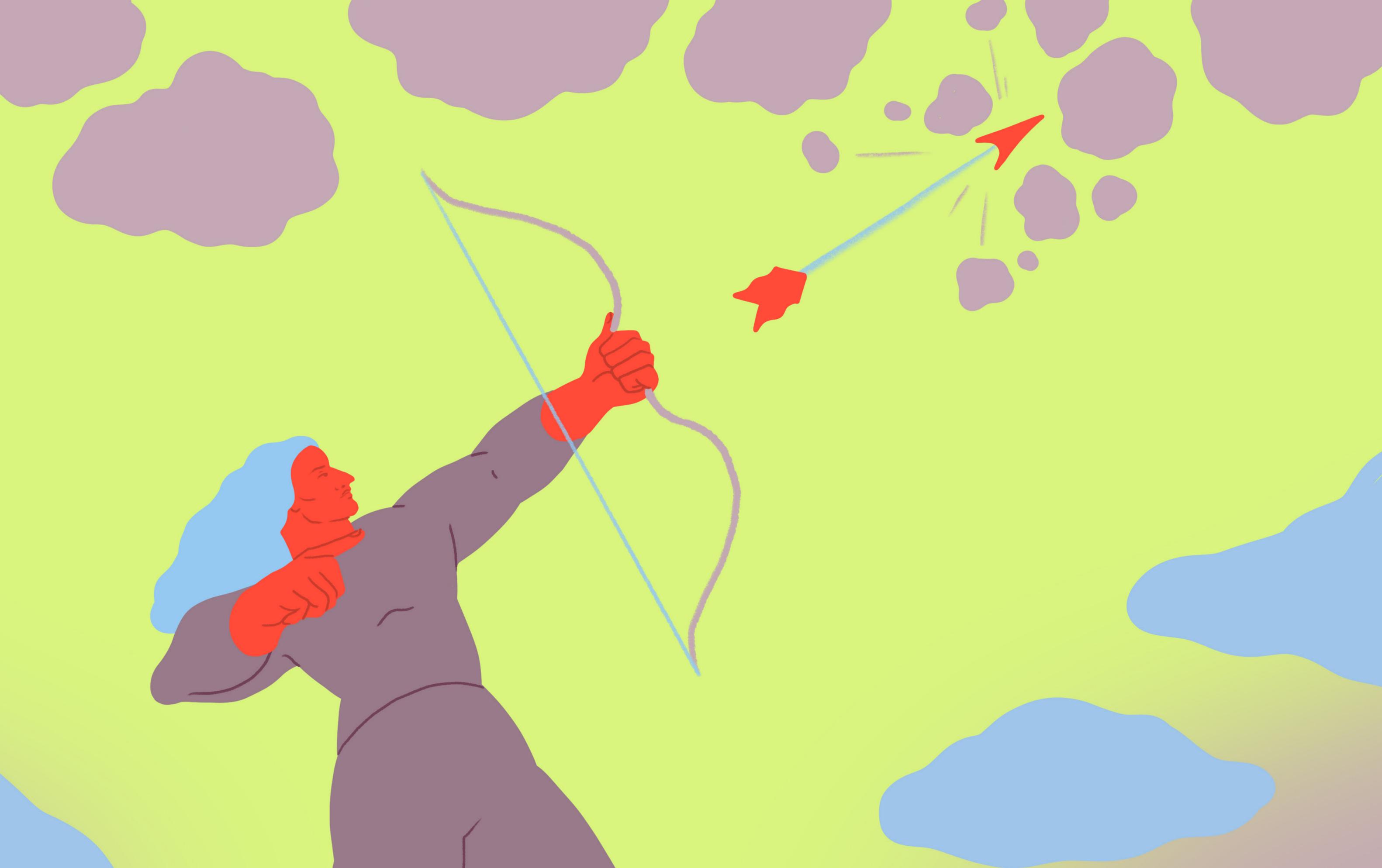
The environmental data published in our Responsibility Report is based on our 2019 CO2 and LCA reports, verified by [EcoChain](#) and fully complying to the [ISO 14040](#) and [14044](#) norms—those ISO standards ensure we're doing the assessments properly and can be recognised.

We've used data from 2019 for one simple reason—COVID-19 affected our operations so drastically, we couldn't use 2020's data as a fair representation of our emissions.

Planet

Chapter One

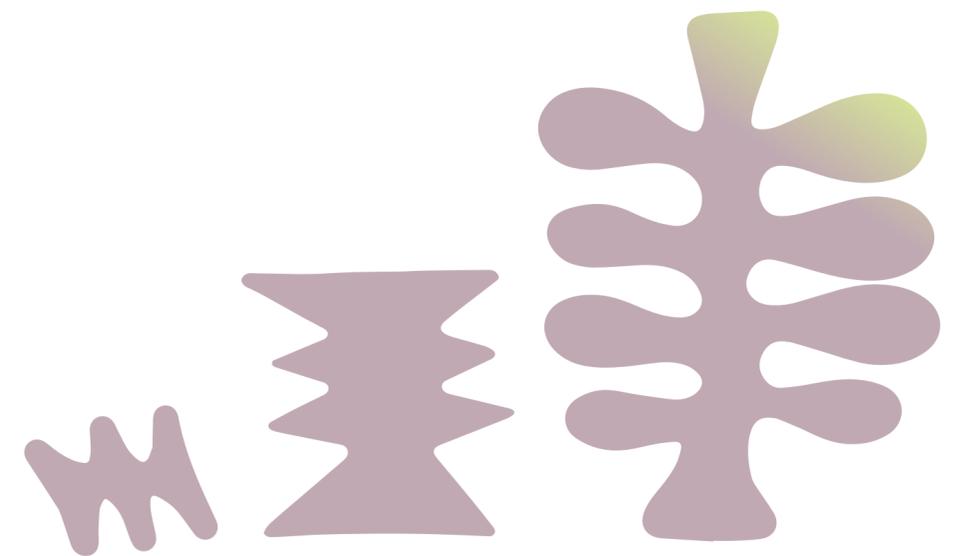




2017 was a milestone year for us—we realised that every happy customer comes at an **environmental cost.**

We've been taking responsibility to preserve the planet we live in ever since—we like living here, after all.

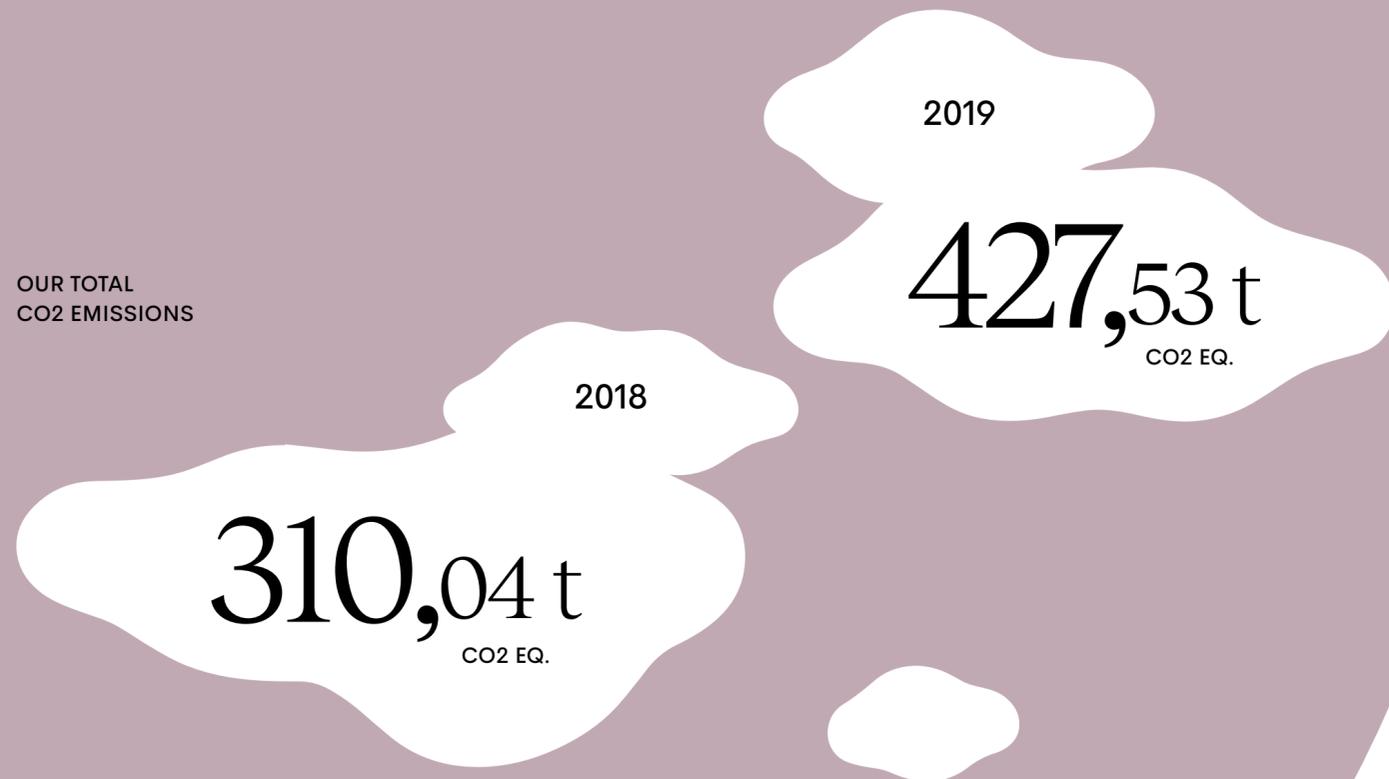
Minimising our carbon footprint is the name of the game—measured through annual CO2 and LCA reports and used as a benchmark for improvement.



Our Impact

Since 2018, we have commissioned an annual CO2 report to help us understand how and where in our operations we emit the most greenhouse gases. We also use the reports as a benchmark for improvement, year on year.

OUR TOTAL CO2 EMISSIONS



Where we emit most CO2:

The CO2 Report measures the total carbon dioxide or equivalent greenhouse gases (CO2-eq) emitted by us per year.

In 2019, we emitted 427.53 tonnes CO2-eq. That's compared to 310.04 tonnes CO2-eq. in 2018.

New store openings contributed the most to this increase (we jumped from 38 to 55 stores). But when we compare this data against our total number of stores, we actually showed a 5% decrease in our year on year CO2 related output, as we continued to switch our stores to using renewable energy.



IN 2019*, WE PRODUCED CO2 THROUGH

*this is a reminder that we've used 2019 figures instead of 2020 because COVID-19 affected our operations and wouldn't offer a fair comparison.

Actions Taken

Here are some of the most important achievements from the last year:

1. We declared a climate emergency

In 2020, we declared a climate emergency and announced our commitment to reaching net-zero emissions. This was in solidarity with other B Corp organisations and the B Corp Climate Collective, following guidance from the UN Climate Change Conference, COP 25.

We are currently creating our Climate Action Plan and will share it at a later date in 2021.

2. We offset our entire 2020 footprint —becoming carbon neutral

In 2020, we decided to offset our entire carbon footprint—reaching carbon neutrality the same year. But we understand offsetting is not an excuse to avoid reducing. This is why we created our Carbon Commitment, outlining our strategy to reduce emissions.

In 2021, we will finalise this reduction plan, in line with the Paris Agreement, by setting Science Based Targets — that's a global movement ensuring CO2-eq targets are in line with leading climate scientists.

Until we reach net-zero emissions, we offset the carbon we emit by purchasing carbon credits with Trees for All, who are using this investment to expand their sustainable forestry initiatives in locations such as Kibale National Park, Uganda. Expanding the forest there captures carbon and increases biodiversity and supports local communities.

In 2021 we will also partner with Adyen on an initiative called Adyen Giving, which will allow our customers to opt to personally donate to Trees For All. We're excited to plant trees together.

3. We offered Same Day Glasses

Our Same Day Glasses service allows customers to buy a pair of glasses in-store and take them home with their unique prescription the very same day. Not only does this reduce the need to ship lenses around the world, the machine that cuts the lenses is also powered by green energy.

When we normally order lenses, they have to be made in Thailand, emitting 1.42kg of CO2-eq—and that doesn't even include the transport to Europe. Making them in-store creates 0.189 kg CO2-eq. It's not rocket science.

4. We developed a new, responsible store concept

Last year we implemented responsible retail guidelines to ensure all our stores are designed consciously and sustainably. This Responsible Store Concept (RSC) can be found in our Code of Responsible Retail, which all our partners sign.

The core of RSC is based on the following design principles:

- ↳ They are designed for disassembly, using modular parts from recycled or recyclable materials. This ensures flexibility and a longer life for the materials used.
- ↳ We use traceable and certified materials in our designs.
- ↳ We keep it simple to increase clarity and decrease clutter.
- ↳ We'll work with what we got and think innovatively to get the most of the space.

Besides this, our teams will ensure our social responsibility values are incorporated in every one of our stores. We welcome everyone and we want our locations to be their own communities.

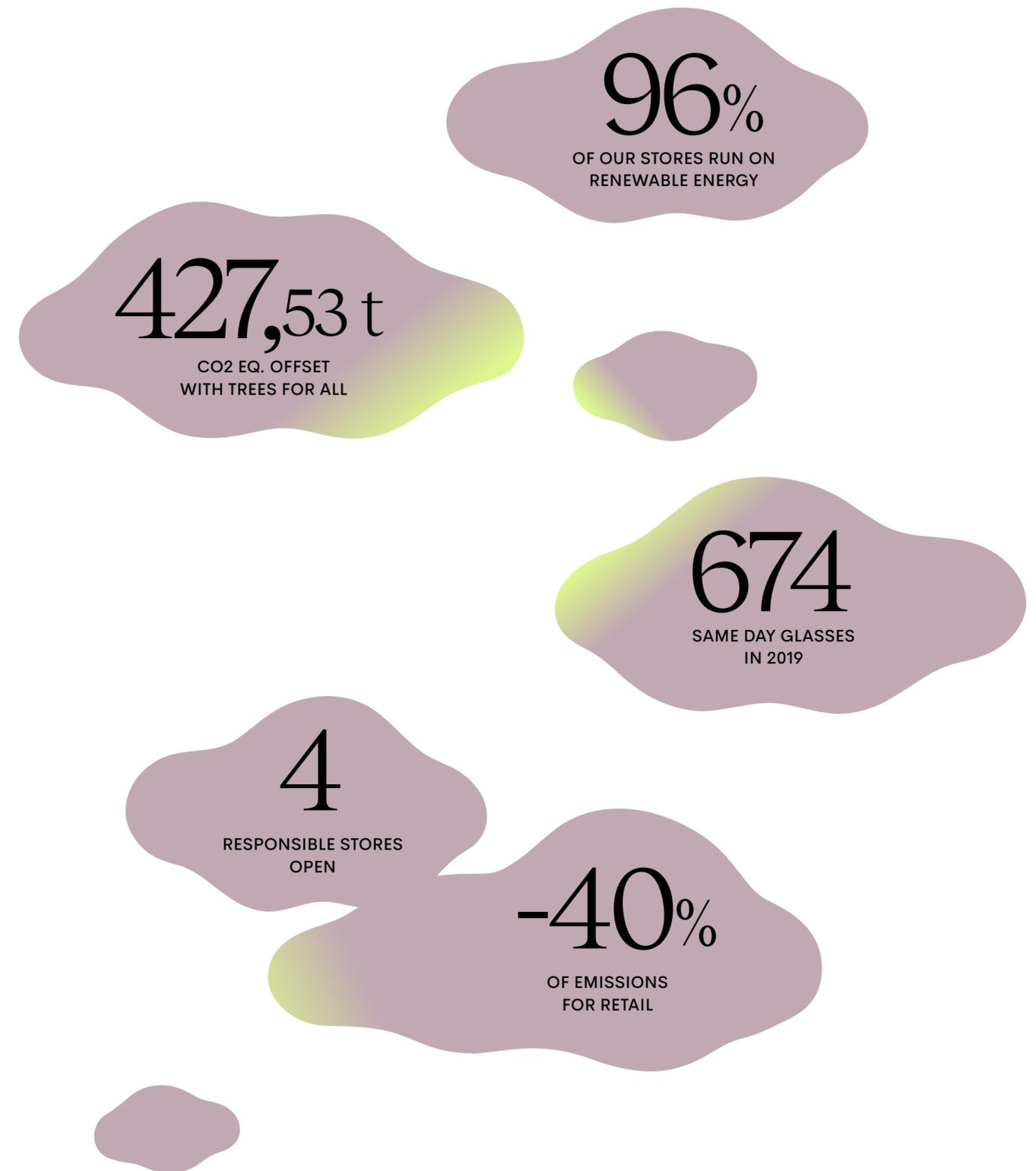
5. We switched 96% of our stores to renewable energy by the end of 2020

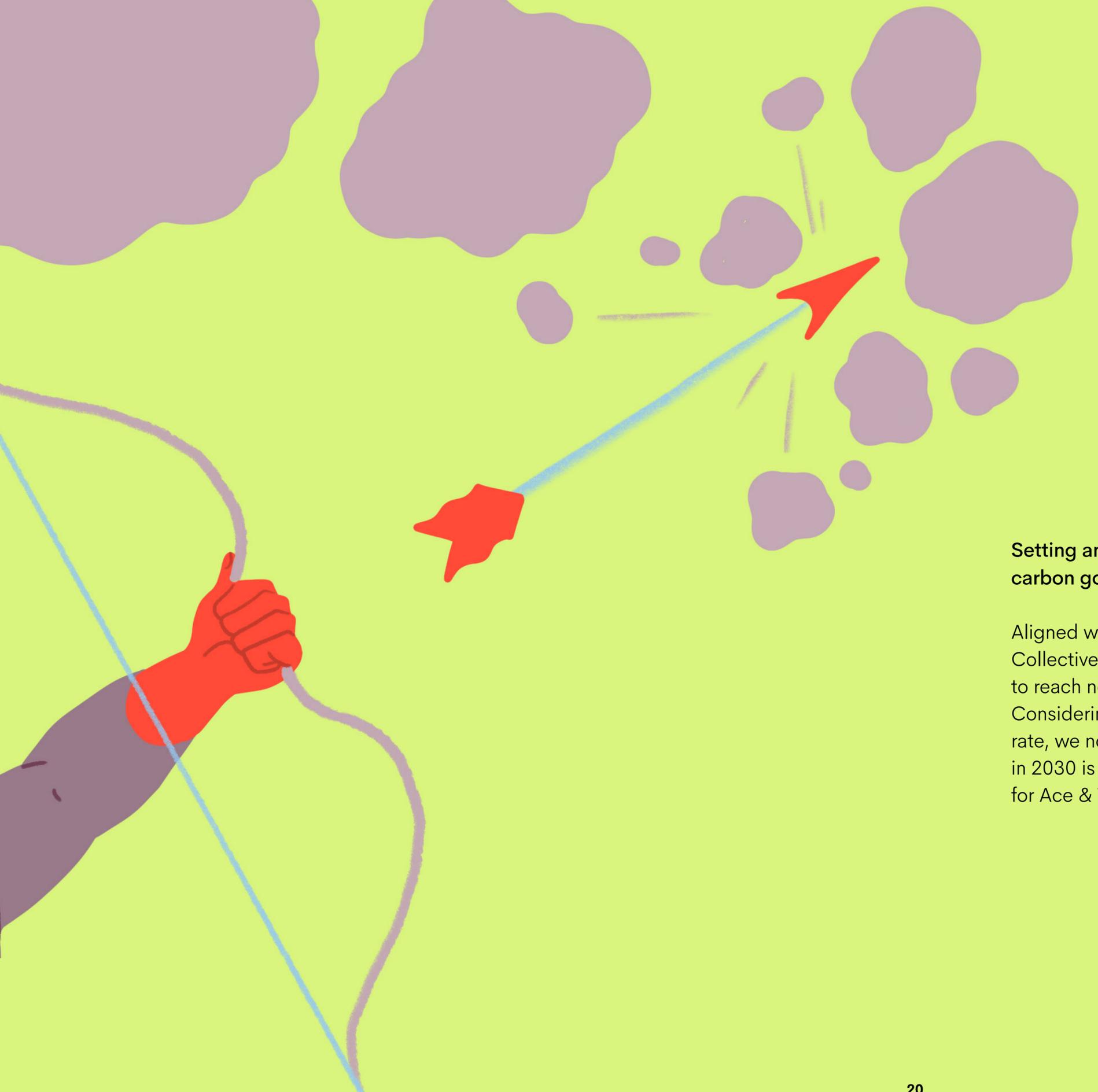
Our 2018 CO2 report shows that most emissions come from our physical stores. This prompted us to radically switch to renewable energy in all of our stores and we're currently at 96% (but we're working on the leftover 4%).

6. We reduced the CO2 footprint of our stores by 40%

By tracking the environmental impact of our stores, such as our energy and gas usage, we've been able to implement an energy reduction policy in all our locations. So far, we've cut emissions by 40%!

2019 IN NUMBERS





Planet

Bad Moves

Here's what we've done wrong in the last year but that taught us a good lesson:

Setting an unrealistic carbon goal

Aligned with B Corp Climate Collective, we set ourselves the goal to reach net-zero emissions by 2030. Considering our growth and expansion rate, we now know that net-zero in 2030 is practically impossible for Ace & Tate.

What now?

- ↳ We have reduction targets in line with the latest climate science, guided by the Science Based Target Initiative.
- ↳ Our targets put us on track to reach net-zero by 2050, something we **can** achieve.
- ↳ We are taking significant steps in reducing our carbon footprint such as 96% renewable energy, yearly carbon footprint reports, more sustainable materials and processes.
- ↳ We compensate for our carbon footprint by offsetting our emissions with our partner, Trees For All.

We'll continue to raise the bar for 2021.

Here's what we're aiming for:

1. We will set science-based reduction targets, in line with the trajectory as outlined by the Intergovernmental Panel on Climate Change (IPCC) to limit global warming to 1.5 degrees celsius.
2. We will continue to offset our carbon footprint while taking steps towards reaching net-zero emissions through our Climate Action Plan.
3. We will create an energy baseline for all our stores.
4. We will roll out the Responsible Retail Concept to all new and existing stores.
5. We will increase our efficiency with energy-saving Solutions, specifically tailored to each of our stores.
6. We will improve our assessment of our retail impact by factoring in our water usage and waste generation.



Product & Packaging

Chapter Two



Producing a frame is quite a complicated process and we're always working to make the **right** choices.

That ranges from in-house design to development, forecasting and buying, etc.

Our team and supply chain partners actively seek innovations in materials and processes to create the best possible frame, keeping quality, design, functionality and impact in mind.

Product

Our Impact

-36%

IMPACT THANKS TO
PACKAGING REWORK

Our end goal is to create high-quality eyewear that doesn't harm the environment, but there are many steps involved in making a pair of glasses, and we still have a long way to go.

We're constantly working to understand the impact our products and packages have on the planet and how we can negate that.

The life cycle of our glasses

The Life Cycle Assessment (LCA) shows the impact—including CO₂, material use, water and effect on biodiversity—of a product, from its beginnings as a raw material to the end of its life.

In 2019, we assessed six frames which represent the entire collection in terms of materials and impact. The results have helped us to understand which parts of that chain are the most harmful, and which parts can be improved.

The products we assessed for the best overview of our collection included:

- ↳ The Pierce frame, in regular, bio and recycled acetate
- ↳ The Neil frame in stainless steel and titanium
- ↳ The Neil clip-on frame

We discovered that the manufacturing of our frames currently creates the highest impact. Packaging used to be the main culprit, but we successfully cut our CO₂ emissions from 40% of the total product footprint in 2019, to 14% in 2019. Our current focus is on optimising the energy efficiency of our manufacturers and suppliers.

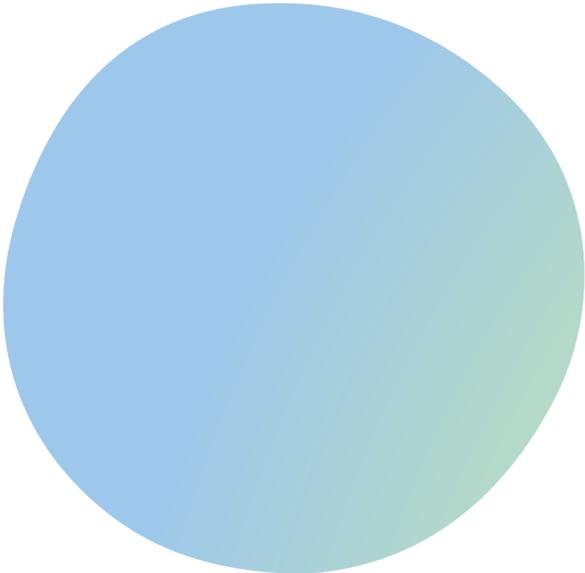
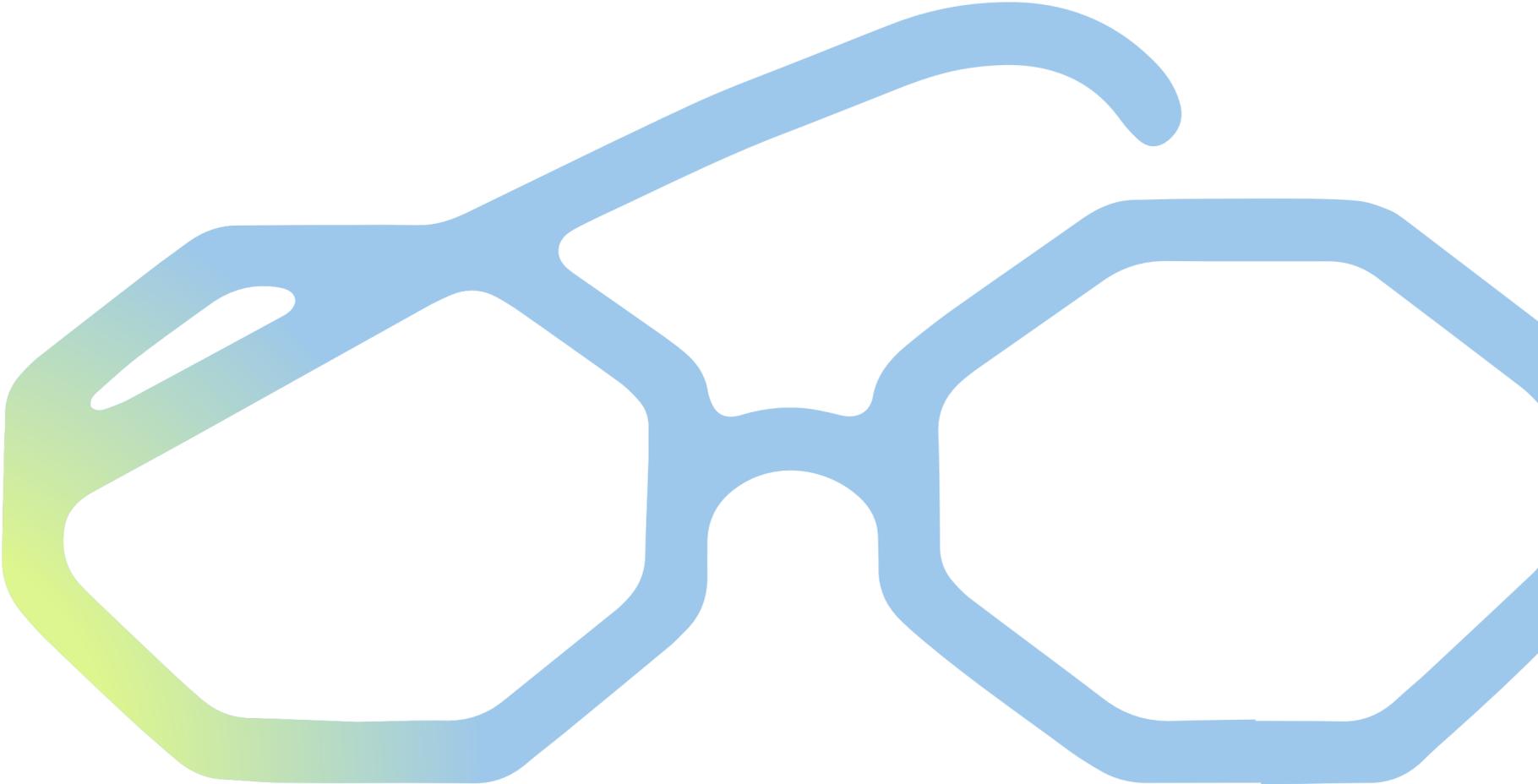
It is also worth noting that the use phase of our products also has a relatively high impact, mostly due to warming water when we are cleaning our frames.

Although we mainly focused on CO₂ emissions, this report also measures:

- ↳ Our toxic emissions
- ↳ Eutrophication (impact on biological systems e.g. water)
- ↳ Non-renewable resources (or energy)
- ↳ Water-usage
- ↳ Waste

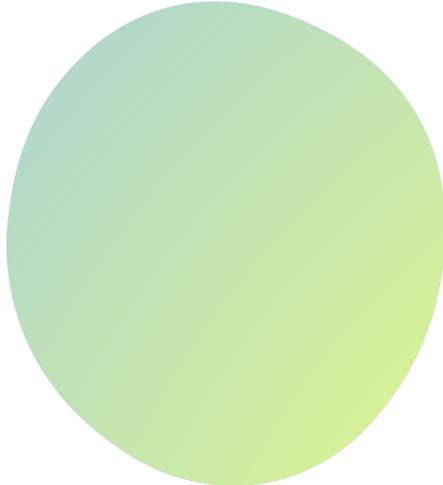
How much CO2 does a frame consume?

Our Life Cycle Assessment revealed which stages of developing a frame were responsible for consuming the most CO2 in 2019:



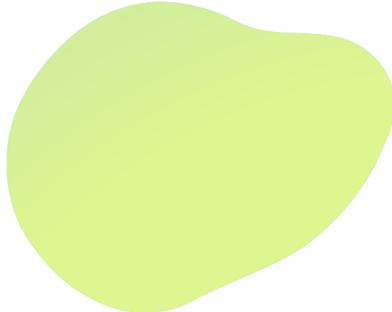
34%

MANUFACTURING



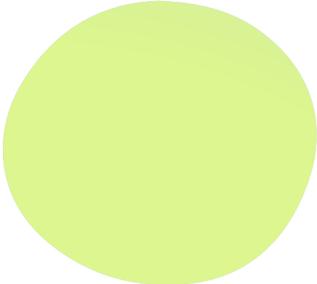
22%

USE PHASE



14%

PACKAGING



11%

RETAIL



5%

TRANSPORT



5%

RAW MATERIALS



4%

END OF LIFE



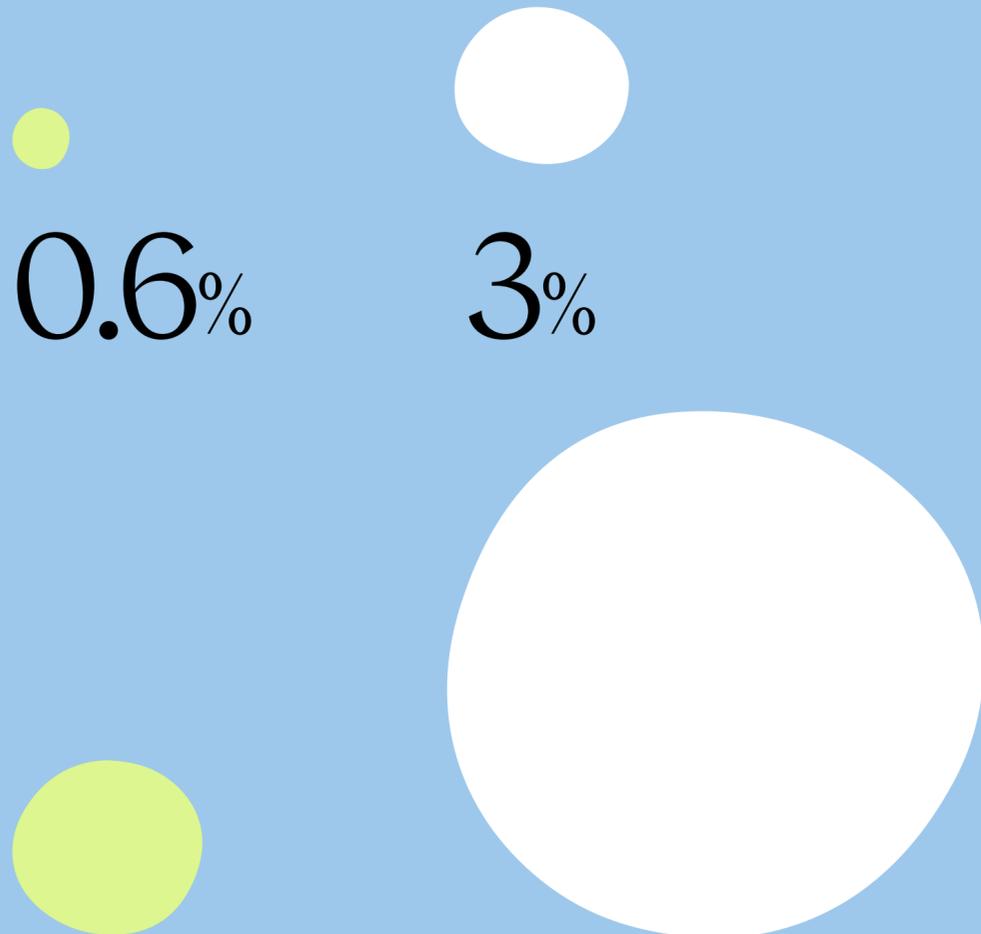
3%

WAREHOUSE

HOW OUR USE OF ACETATE HAS CHANGED SINCE 2019

● 2020
● 2019

RECYCLED ACETATE



BIO ACETATE

4% 24%

3. We introduced a more eco-friendly case

Since 2020, our glasses cases have been made from water-based polyurethane (PU) leather and are completely metal-free. Water-based PU is recyclable, and makes our cases more compact and lighter than our previous design (which was made of oil-based PU and had metal in it).

4. We changed our tote bag production

Our iconic logo tote is now being made in 100% recycled cotton (it used to be organic cotton) and is printed with water-based ink to reduce water pollution.

In 2020 we also collaborated with A Beautiful Mess to make tote bags from old campaign posters—let us know if you spot one of these super-limited totes on your travels.

5. We refreshed our cleaning cloth

We switched from microfibre to recycled PET cloths (made from plastic bottles). This is a step in the right direction, but the material still contains microplastics, so we plan to continue our research into lyocell and other sustainable natural fibres in the future.

6. We redesigned our Home Try-On packaging

Reusable packaging is now the norm for our Home Try-On. The packaging includes:

- ↳ A tray with capacity to hold four pairs of glasses, and made from 80% recycled post-consumer waste). This can be used up to 25 times and has 80% less impact than single-use packaging.
- ↳ A reusable envelope from Repack for receiving and returning the frames

Actions Taken

Here's what we've done in the last year to reduce or improve our impact:



1. We reduced the carbon emissions of our transportation

Goodshipping

We partnered with [Goodshipping](#) — who replace fossil fuels with bio alternatives for sea freight — to decarbonise our transportation. We cut 27.19 tonnes of CO₂-eq by working with Goodshipping in 2019.

Flexport

We participate in [Flexport's](#) Carbon Offset programme for air freight, which allows us to offset our carbon footprint and invest it in certified projects like renewable energy or deforestation prevention. In total, we offset 146,70 tonnes of CO₂-eq in 2019.

2. We increased the use of responsible materials in our frame production

In 2020, we wanted to completely remove virgin acetate from our products, and switch to bio and recycled acetate instead.

- 🔄 Bio acetate is made with biodegradable plasticisers, so the material is biodegradable and its CO₂ footprint is 10% less than regular acetate.
- 🔄 Recycled acetate is made with pre-production offcuts from our suppliers.

Due to the pandemic, we experienced some issues with our materials and supply chains, so we couldn't quite reach our goal. However, we did make some progress.

Product

Bad Moves

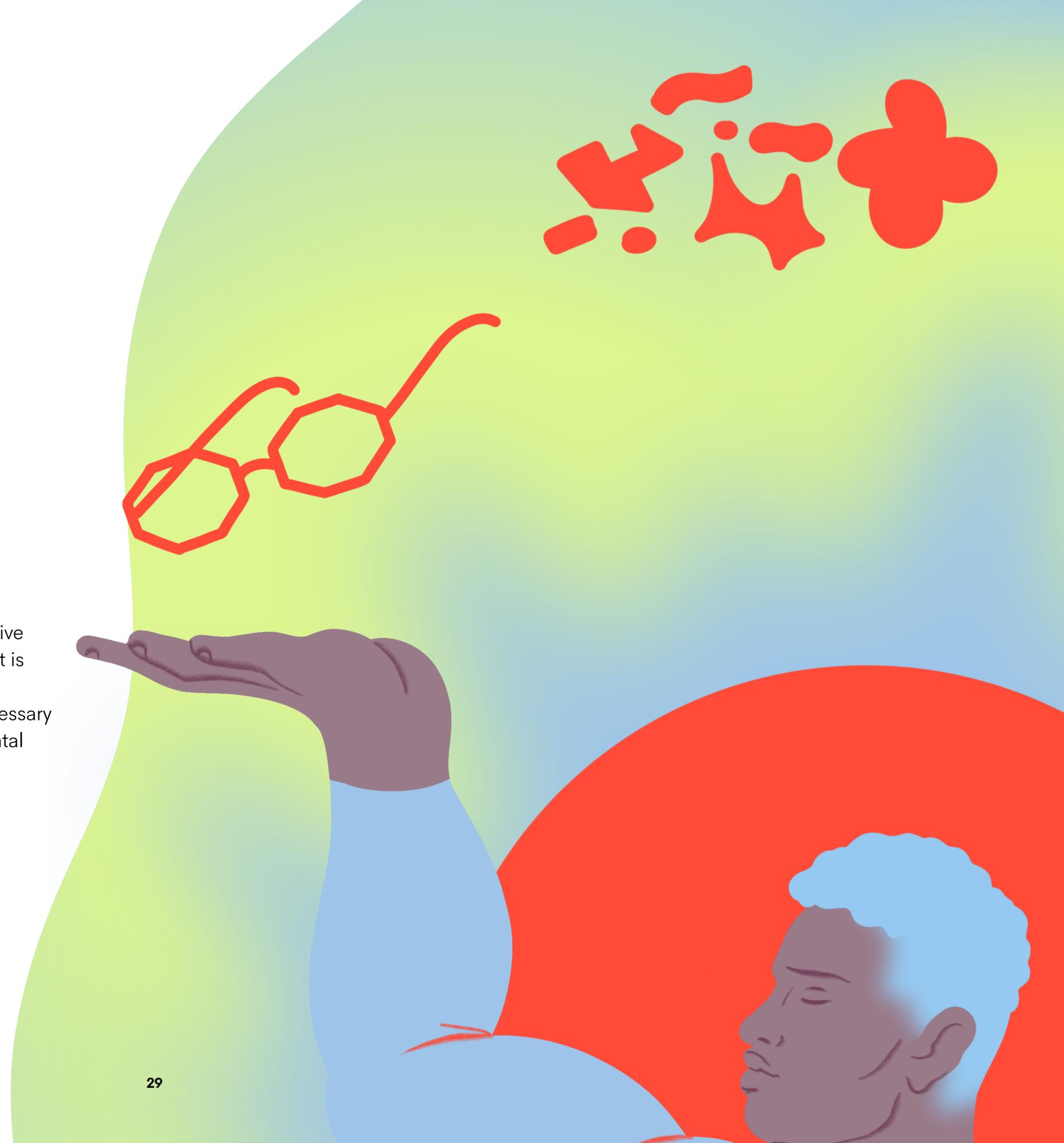
Here's what we've done wrong in the last year but that taught us a good lesson:

Decreasing CO2 emission, ignoring the rest

Our 2018 LCA showed us that our packaging was the main culprit of our CO2 emissions. So we redesigned our glasses case with water-based PU. While it did significantly decrease our CO2 emissions, the water impact has a more considerable negative impact on the environment than our previous case.

What now?

- ↳ We promise to create innovative solutions to ensure our output is kinder on the environment.
- ↳ We learnt that it's always necessary to investigate the environmental footprint of materials before production.
- ↳ We cannot just focus on fossil fuels and CO2.



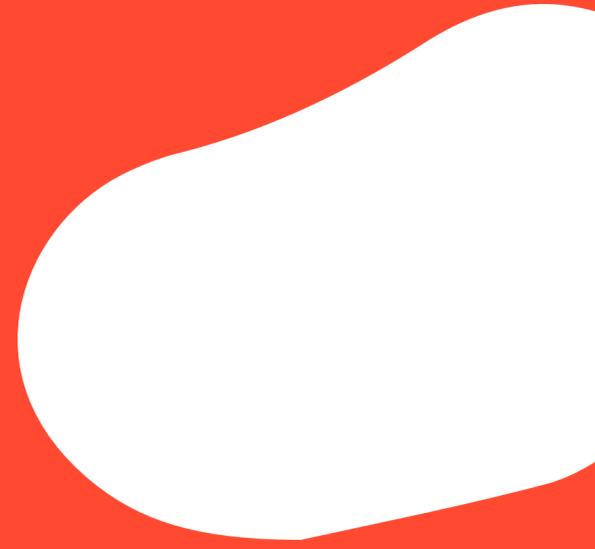
We're making some big changes in 2021.

Here's our plan:

1. We will produce 100% of our acetate collection using sustainable /bio acetate in 2021.
2. We will further reduce the impact of our product and packaging, focusing first on upgrading our PU case to reduce the amount water used during production.
3. We will research more routes to reduce packaging, e.g. by limiting the amount of polybags within our supply chain.
4. We will eliminate fossil-fuel based materials in our supply chain by 2025.
5. We will set up a recycling initiative for packaging by 2022 with a focus on our Home Try-On sets.
6. We will develop our sustainable materials library and introduce guidelines to all teams.
7. We will produce a 100% circular frame by 2030.
8. We will publish product carbon labels in 2021.
9. We will decrease the CO2 EQ impact of our products by 10% by 2022.
10. We will decrease our total supply chains CO2 emissions by 15% by 2025.

People

Chapter Three





We're based in **Amsterdam**, but we have stores in **ten countries** and a supply chain spanning several continents.

Our global team is what makes Ace & Tate so special—and it's our responsibility to make sure each individual is valued, respected and protected.

We also think it's important to have a positive impact in the communities we operate in —embracing local cultures and adding value to our customers' lives.

People

Our Impact

IN NUMBERS

70

STORES IN
10 COUNTRIES

600+

EMPLOYEES
IN TOTAL

460+

OF WHICH ARE
IN STORES

We're aware of the impact we have on the people we work with and endeavour to be a socially responsible company by caring for our employees, our global supply chain, our customers and the communities we're in contact with.

In 2020, the B Corp Roadmap helped us focus on the further implementation of policies and mechanisms to ensure respectful, safe and equal operations in all areas of our company.

Supply chain

We are lucky to be in close contact with our direct suppliers, meaning we can build relationships and closely monitor the conditions for workers within the supply chain.

We ask all our partners to sign our General Purchase Terms and Conditions and Code of Conduct to ensure they're operating with the same social, environmental, and quality values as us. We also conduct audits on a regular basis, if not yet already in place, together with third party QIMA.

Teams

Our HQ—the workplace of over 120 people—is in Amsterdam. Our team is a great bunch and we strive to make the space as welcoming and inspiring as we possibly can for them, including policies such as our Code of Ethics and initiatives like our Culture Club.

Customers and community

Our business is centred around offering great eyecare and best-in-class service to our customers. We see our relationship as a two-way street and it's important to us that we contribute to the communities in which we operate.

Actions Taken

Here's what we've done in the last year to reduce or improve our impact:

1. We implemented a supply chain impact strategy

We work with long-term suppliers and manufacturers in the Netherlands, Italy, China, Thailand, and Cambodia. We're always working to conduct business in an ethical, legal, and socially responsible manner, upholding transparency and traceability along the way.

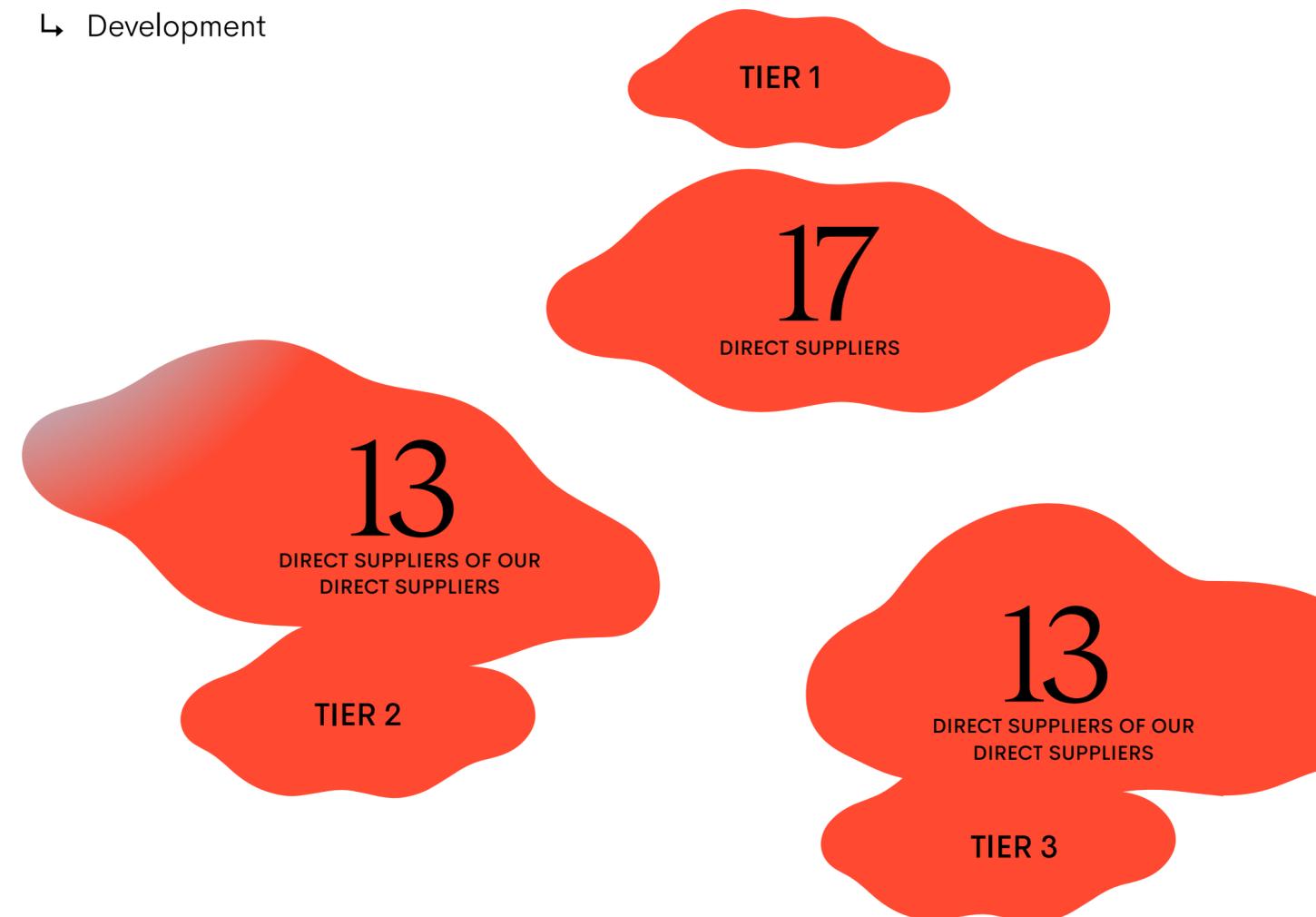
In 2020, we achieved 100% visibility with all our direct (Tier 1, e.g. frame manufacturers) and our indirect suppliers (Tier 2, e.g. acetate/component suppliers).

2. We introduced Vendor Balanced Scorecards

In 2020 we introduced the Vendor Balanced Scorecard (VBS) — a quarterly assessment of our suppliers, measuring their performance in the following:

- ↳ Legal Compliance
- ↳ Social Impact
- ↳ Delivery
- ↳ Quality
- ↳ Communication
- ↳ Environment
- ↳ Development

After each assessment, we share and discuss the results with our suppliers. We also come up with a plan together for the next three months (or longer) with a goal to constantly improve and remove risks along the way.



3. We updated our Code of Conduct

In 2020, we strengthened and updated our policies and Code of Conduct, to further ensure a fair and safe working environment for all workers in our supply chain.

We have developed a set of socially and environmentally responsible policies and standards for all of our direct manufacturers, suppliers, and business partners.

The Supplier Code of Conduct (CoC) has been in place since 2018 and is constantly updated. The CoC explains our basic expectations of suppliers and business partners. Our Code of Conduct is based on the 10 UN Guiding Principles and the International Labour Organisation (ILO).

4. We introduced our Dutch Child Labour Due Diligence Act Statement

Published on 1 January 2020, our Dutch Child Labour Due Diligence Act Statement describes our corporate responsibility and is laid out to ensure that our supply chain is completely free of child labour.

5. We introduced our Modern Slavery Act Statement

Ace & Tate's Modern Slavery Act Statement for Suppliers and Internal Staff was developed, guided by universally recognised standards of the Ethical Training Initiative framework.

The statement serves as a standard and includes guidance to take action in case slavery is identified, for example through a Corrective Action Plan (CAP).

6. We conducted audits for all our direct suppliers

We monitor the development of our suppliers and manufacturers according to their social, environmental and quality performance through regular audits, which are essentially a long checklist to make sure our suppliers are living up to our standards.

We conduct ethical and quality management audits regularly and if needed, work together with suppliers and manufacturers on a CAP to ensure improvement.

OUR CODE
OF CONDUCT

We support

- ↳ Freedom of association and collective bargaining,
- ↳ Respectful and safeguarded employment relationships,
- ↳ Living wages,
- ↳ Reasonable working hours and legal overtime compensation,
- ↳ Safe and healthy work environments,
- ↳ Privacy,
- ↳ Sustainability and transparency up to our standards.

We refuse

- ↳ Child labour,
- ↳ Forced labour,
- ↳ Discrimination,
- ↳ Harassment and abuse,
- ↳ Corruption.

IN NUMBERS

6

YEARS WITH
THE VOEDSELBANK

600

TREES PLANTED IN
KIBALE NATIONAL PARK,
UGANDA

4

CODES LAUNCHED TO
ENSURE BEST PRACTISES

700

SUNGLASSES DONATED TO
ETHIOPIAN FARMERS

7. We introduced our Code of Ethics

In the last year, we analysed how we did business in our HQ and our stores, before introducing a company-wide guide to help everyone conduct business with integrity. We also reflected on this with an update to our existing employee handbook and anti-corruption and bribery policies.

8. We organised a local charity engagement

From 2020, our HQ employees are given four days a year to volunteer with the Voedselbank, a local charity in Amsterdam that supports those who are less fortunate by providing them with food and supplies.

We organised a food collection scheme in our HQ, but due to COVID-19, we weren't able to donate as much of our time as we would have liked. In 2021, we will continue to boost our efforts.

9. We provided eyecare in Ethiopia

Our fairtrade coffee supplier Moyee Coffee has a goal to create an equal environment for producers and drinkers. To support their mission and most importantly, Ethiopian farmers, Ace & Tate donated 700 pairs of sunglasses to coffee farmers to protect their eyes from UV rays.

10. We engaged our teams with environmental initiatives

To mark Christmas 2020, we planted 600 trees in Kibale National Park, Uganda—one for each of our employees. This donation was arranged through our carbon offsetting partner Trees For All.

Bad Moves

Here's what we've done wrong in the last year but that taught us a good lesson:

Overlooking our social impact

Whilst becoming a B Corp, we realised that social impact wasn't something we prioritised enough. For one, we didn't have Corporate Social Standards (CSR) for our suppliers outlined in a clear policy.

What now?

- ↳ We are far more aware of the responsibility we have towards our stakeholders, which include our customers and supply chain partners.
- ↳ In 2019 we created a Code of Conduct — based on the 10 UN Guiding Principles and the International Labour Organisation (ILO).
- ↳ We now ensure that our supply chain partners comply with our Code of Conduct before working with them .
- ↳ Tier 1 and Tier 2 suppliers will sign the renewed Code of Conduct by the end of 2021.



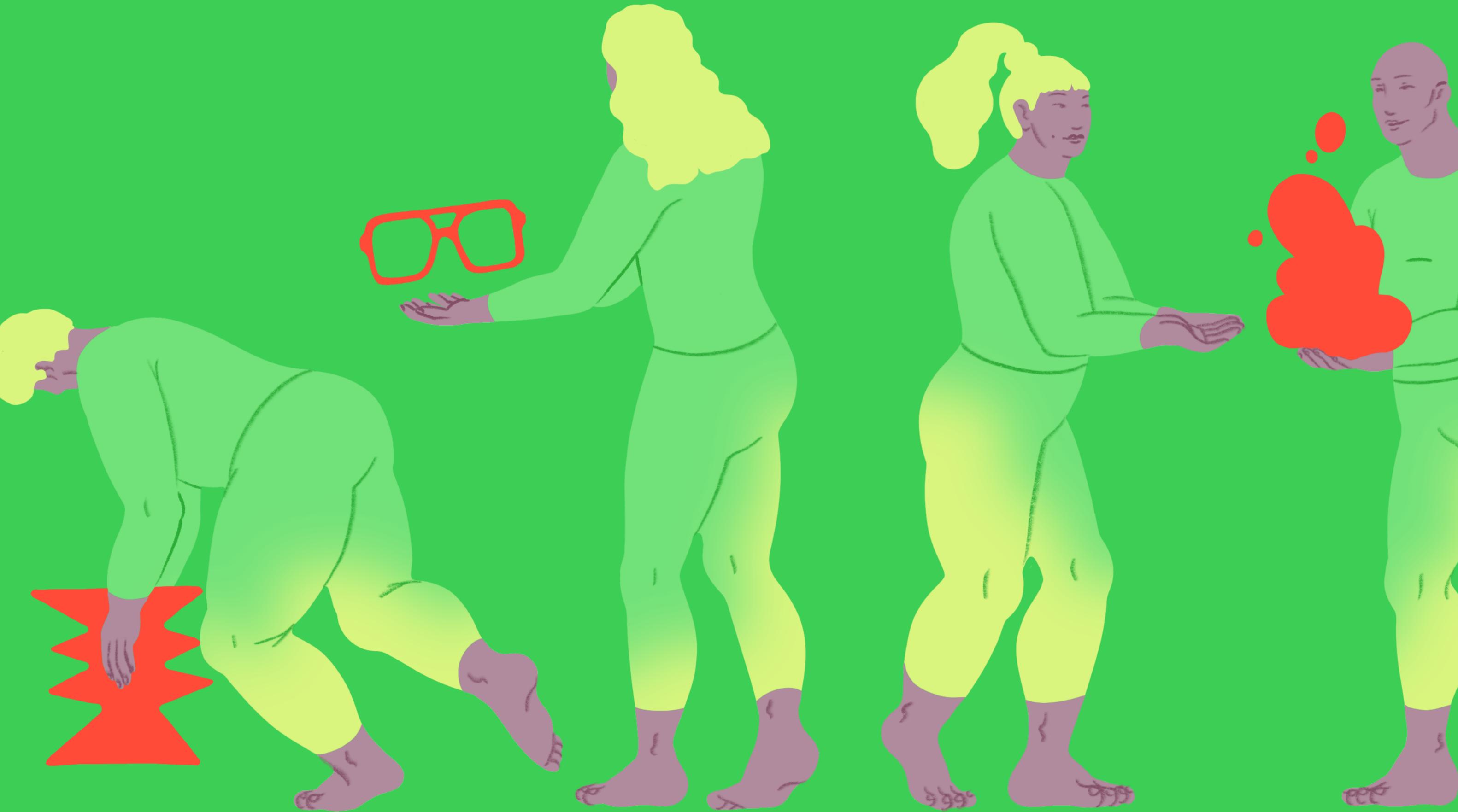
We've got big plans for 2021.

Here's what we're aiming for:

1. We will ensure full visibility of our Tier 3 suppliers and monitor all our Tier 1 suppliers via Vendor Balanced Scorecard by the end of 2021.
2. We will implement a Responsible Procurement Policy, to ensure further guidance on the responsible sourcing of suppliers and materials.
3. We will implement a grievance mechanism for our Tier 1 (direct) suppliers so all workers can raise concerns without fear of reprisal.
4. We will update and publish our Modern Slavery Act Statement.
5. We will update our Child Labour Due Diligence Act Statement.
6. We will be using ISO26000 and OECD due diligence as guidance for all our social compliance roadmap projects by 2022.
7. We will implement diversity & inclusion strategy and training across the company.
8. We will train all teams in sustainability and set company-wide goals based on the B Impact Assessment by the end of 2021.
9. We will reinforce company culture by expanding our Culture Club and support our team members in their charitable causes, e.g. Voedsel Bank.

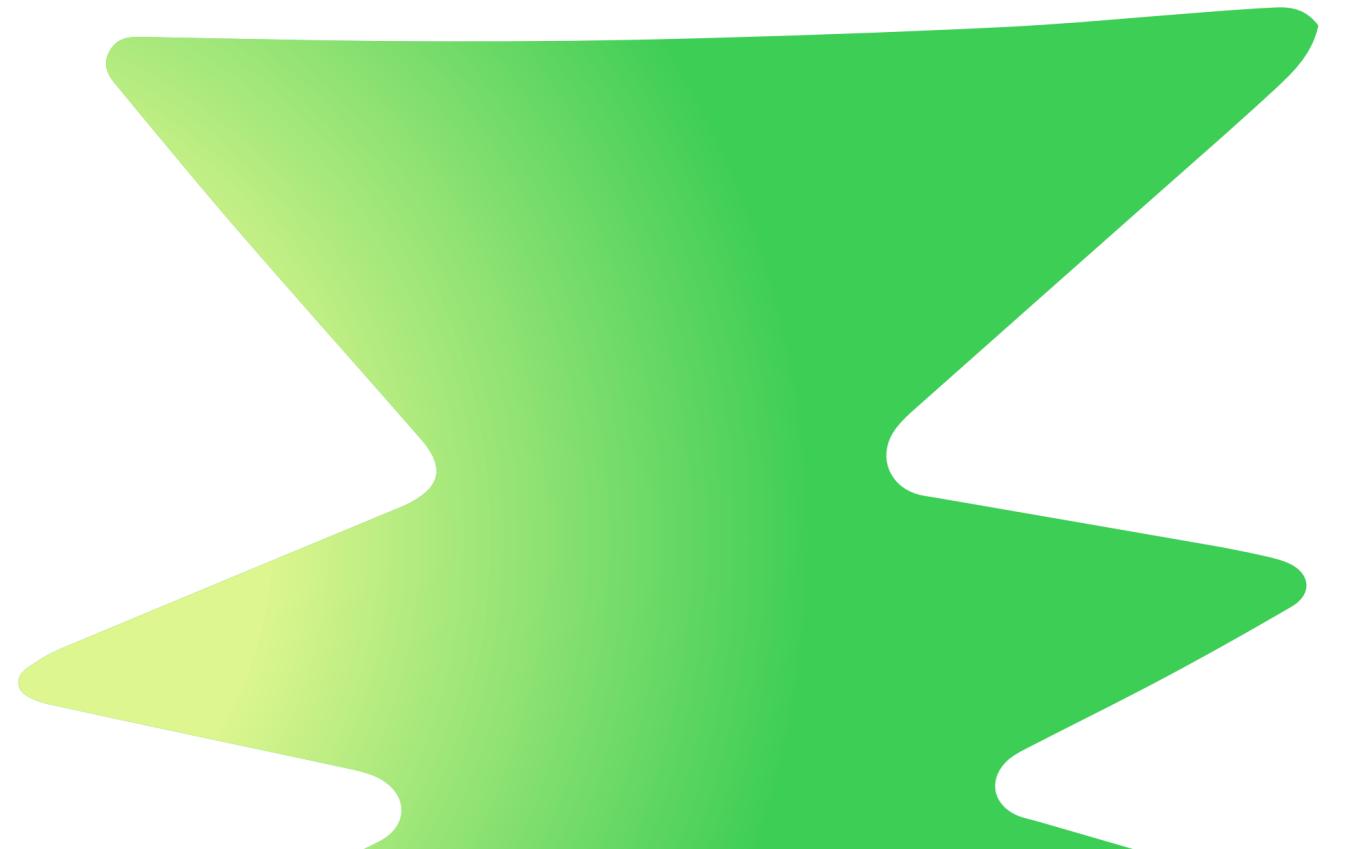
Progress

Chapter Four



We started Ace & Tate nearly nine years ago with one goal in mind—to **disrupt** the eyewear industry.

We still take the same approach to everything we do, including our sustainability efforts—constantly improving, experimenting and taking steps that we believe inspire and drive change.



Progress

Our Impact

Here's what we did in 2020 and what's coming up:

It's our ambition to continuously drive positive change within the eyewear industry. As we've demonstrated throughout this report, we're able to measure what we do and learn how to improve from there.

In the future, we will continue to develop products and initiate projects that serve as beacons of future good, both socially and environmentally.

OUR VALUES

We approach our responsibility mission focussing on these four values:

Driver
for change

Environmental
stewardship

Leader in
innovation

Happy
community

**Driver
for change**

It's our ambition to drive positive change within the eyewear industry by continuously experimenting and challenging the status quo.

**Environmental
stewardship**

We take responsibility for the impact our actions have on the environment, and strive to reduce that impact.

**Happy
community**

We aim to create a positive impact on the communities and societies we engage with, from improving our value chain to looking after our employees and customers.

**Leader
in innovation**

We take action by creating innovative solutions to ensure our output on all frontiers is kinder on the environment.

Actions Taken

83

PROJECTS ASSESSED

11

DEPARTMENTS INVOLVED



1. We became a certified B Corp

Certified B Corporations balance profit and purpose by meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability.

From now on, we'll continue to work on an extended responsibility roadmap, introduce an internal engagement strategy to actively involve our team and also set new targets across each department to drive further progress and maintain our B Corp status.

It's been a goal of ours to become a B Corp since 2017 and in **2021**, we finally **did it**.

2. We launched two circularity initiatives, called Reframe and Reflow

Reframe

Our very own circular business model, we introduced Reframe in 2020 to help reduce our waste and emissions. Through this initiative, we encourage our customers to return their old frames so we can refurbish and resell them.

So far, and despite many stores being closed due to the pandemic, we have collected 435 frames!

Some of the refurbished frames are being sold on our very own Depop store — [Reframe](#) by Ace & Tate.

Reflow

In 2020 we first partnered with [Reflow](#), an Amsterdam-based social enterprise dedicated to creating innovation design and manufacturing solutions.

Together, we developed a means of recycling our demo lenses into 3D print filament, which can then be endlessly recycled and used to print new, great things. We are very pleased this project has resulted in a scalable solution for this waste stream and so far, we've saved 556.7kg of plastic from being thrown away.

3. We donated safety goggles to front-line workers

In the first wave of the COVID-19 pandemic in 2020, we learned that there was a significant shortage of medical equipment for first responders in Europe. Wanting to do all we could to help, we worked with our key suppliers to manufacture and donate safety goggles.

Aside from donating a pair for each purchase ordered during that period, our customers also helped us by donating additional goggles.

We then partnered with regional Red Cross entities and local government organisations in order to get them to frontline medical workers and volunteers in Europe.

In total, we donated over 25,000 pairs of goggles in 2020!

IN NUMBERS

25,000+

PAIRS OF GOGGLES WERE DONATED DURING COVID-19

556,7 kg

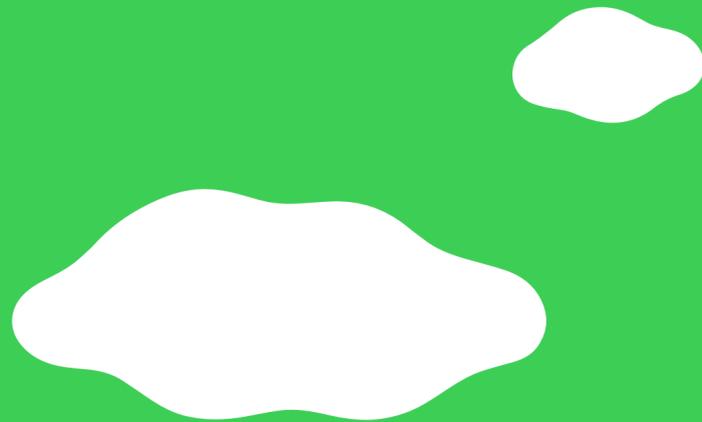
OF PLASTIC WAS RECYCLED IN PARTNERSHIP WITH REFLOW

435

FRAMES WERE COLLECTED AND TO BE GIVEN A SECOND LIFE

Take a peek at what's in store for 2021.

Here's our plan:



1. We will introduce carbon labels to all of our products to showcase the footprint of each frame.

2. We're going to continue offsetting our carbon emissions through our partnerships with Trees for All and Adyen Giving.

3. We will implement the B Corp guidelines and work according to the Responsibility Roadmap.

4. We're partnering with the Delft University of Technology in the Netherlands to develop a brand new recycling initiative.

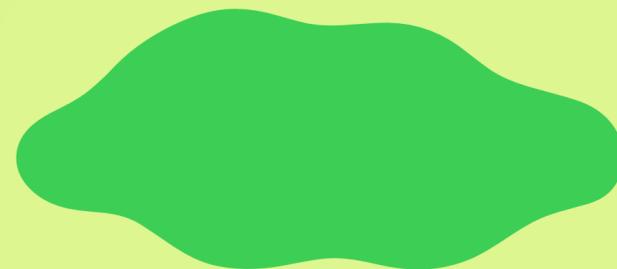
5. We promise to continue finding and developing new means of plastic recycling through our Reflow program.



That's a wrap! We'll see you here
this time next year for our second
Responsibility Report.

Thanks so much for reading and
do keep your eyes peeled as we continue
to learn on our sustainability journey.

Thank you and
see you **next year!**



ace & tate

THE ACE & TATE SUSTAINABILITY REPORT 2020
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