Pure Waste

Sustainability Report

2020

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Introduction

In this report, we discuss the core of our operations: responsibility.

We have been working with responsible fashion for more than a decade. Responsibility refers to the continuous improvement of our business operations and even the smallest detail by looking at things from a comprehensive and sustainable perspective. We are not improving just our operations; rather, we want to work together with our partners and customers to find sustainable solutions. We work in a sustainable manner and want to inspire others to take steps in the same direction with us. We want to be an example of how things can be done better. We encourage you to think and question.

The past year has been a rough and exceptional one in so many ways due to the COVID-19 pandemic. Our biggest emission reduction objective was to reduce air freight and use sea freight instead. Our factory was closed for two months, after which it was operating at half the capacity for several months. This led to delays in production and deliveries and, thus, to urgent air freight deliveries. Even though we did not achieve our transport-related emissions goals due to reasons beyond our control, we were able to come up with some other amazing solutions to our operating methods.

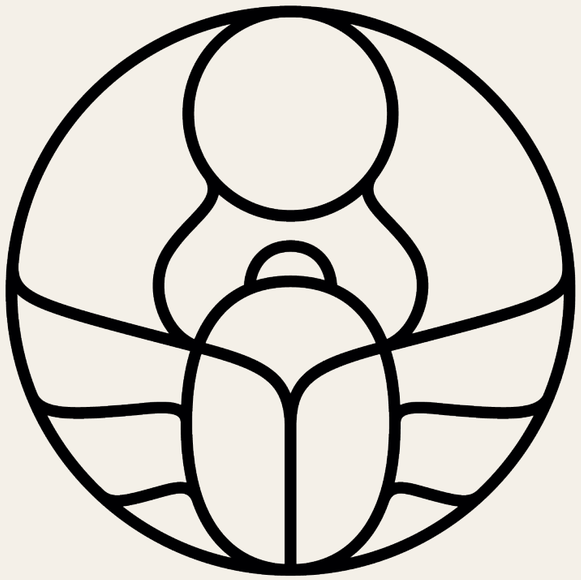
We turned the difficulties into strengths with the help of locally-produced fabric masks. Our quick decision to start manufacturing masks and finding new subcontractors in Finland and Estonia provided steady business for the entire year.

We were able to complete the environmental impact calculations made by a third party earlier than expected. Thanks to these calculations, we came up with a new, more honest way of communicating the responsibility of our products — the only reason to communicate the handprint is to disclose the footprint transparently.

Our inspiring and innovative personnel has been a source of strength and joy for the entire company. We are proud of what we have accomplished so far and committed to promote and inspire the textile and fashion industry towards a more responsible future.

We see recycling as a norm and sustainability as the only credible way to approach economic activities. The situation defines the humankind's preconditions now and in the future. We hope that everyone can agree with us.

Hannes Bengs
Co-Founder & Head of Sustainability



About us

The global textile industry consumes approximately 27.3 billion kilograms of cotton annually*. Every year, approximately 15% of this remains unused, mostly in the form of cuttings. This amounts to approximately 4.1 billion kilograms of usable cotton. It corresponds to 109,750 lorryloads of good, usable raw material.

We know that sustainability and quality go hand in hand. We also believe in sustainable fashion. This is why we are committed to acknowledging ecological and ethical values in all of our operations.

Pure Waste is a Helsinki-based pioneer of textile recycling. Our company manufactures 100% recycled fabric and saves at least some of the unused cotton. Our raw material, cuttings from the textile industry, is collected exactly where it is created in India. The collected cuttings are recycled mechanically and manufactured into high-quality yarn, fabrics and clothes. Pure Waste products are made from 100% recycled fibres and contain 60% recycled cotton fibre and 40% polyester fibre made from recycled bottles. The recycled textiles we manufacture offer the same quality and comfort as corresponding products made from virgin materials.

In addition to our own line, we also manufacture products for other companies. Our team in Helsinki is responsible for the design, logistics, marketing and sales.

*oecd-ilibrary

Impact

By using recycled materials instead of virgin fibres, we have already saved 3,878,439,600 litres of water and 2,375,400 kilograms of CO2e emissions (December 2020). We have recycled 489,265 kilograms of textile waste and given it a new life as clothes.

Utilising recycled materials has a significant positive impact in the water and carbon footprint. Our recycled textiles and products create 50% less carbon dioxide emissions and consume 99.9% less water than corresponding products made of virgin materials.

Producing one Pure Waste t-shirt consumes only one litre of fresh water, and the process creates 1.1 kilograms of carbon dioxide emissions. Manufacturing a similar t-shirt from virgin materials uses 1,426 litres of fresh water and creates 2.07 kilograms of carbon dioxide emissions.

We do not restrict the use of recycled materials to just fabrics or clothes.
All of our raw materials are 99% recycled. We reuse everything we can from cardboard boxes to bags. Our objective is to keep the manufactured products in use for as long as possible before they are recycled into new products.

Increasing awareness

The key theme on our new website is to increase information and service and to be a pioneer by talking about emissions. We added individual emission numbers for the water (H2O) and carbon footprint (CO2e) of each product next to the product in our online shop. We think that disclosing emissions to consumers is the only way to compare the sustainability of products in the future.

We increase awareness, highlight shortcomings of the textile industry and present alternative operating methods. We value transparency in all of our operations and encourage open discussion.

We see it as important to share our knowledge and what we have learnt. In addition, it is important that we maintain a culture of continual learning and development within the company. We have achieved a lot, but we are in no way ready.

Our carbon footprint is 2 375 400 kilograms of CO2e
Our carbon handprint* is 2 385 520 kilograms of CO2e

Our carbon handprint corresponds to
1 713 around-the-world flights

Our water footprint is 3,374,242 litres
Our water handprint* is 3,878,439,600 litres

Our water handprint corresponds to the annual water need of 141,678 people

***www.handprint.fi**

Strategy

United Nation’s sustainable development goals at the core of our strategy

We are particularly committed to improving the following sustainable development goals: clean water and sanitation, decent work and economic growth, responsible consumption and production. We have selected these three goals from the UN’s 17 sustainable development goals as part of our strategy.

Clean water and sanitation

Clean water and access to sanitation are basic human needs. Our operations mitigate the consumption of water so that it can be used for other, more important purposes.

Cotton is one of the most popular fibres in the textile and clothing industry. Growing cotton demands a lot of clean water, and it is grown in areas with little rain and clean water.

Primarily, we aim to reduce the consumption of clean water by using recycled cotton in our production. We have designed an efficient water recycling system for our sewing factory in India. We collect all of the rainwater and use it to water the garden and plants in the factory area. Together with other factories in the nearby area and the neighbouring school, we offer safe drinking water for the entire community through a water pipe built in the village.

Decent work and economic growth

For us, decent work and economic growth means running our business in a responsible, fair and sustainable manner.

We want to create an attractive workplace for everyone working with us. We pay special attention to pay equity, safe working conditions and equality.

In the past years, our operations have grown so much that we built a new building in the factory area in 2020. We will expand our operations there in 2021. We will have new sewing lines in the new building. Thanks to the new factory building, we expect the number of our personnel to double in 2021–2022.

Responsible consumption and production

We understand responsible consumption and production as acknowledging ecological and ethical values in a comprehensive manner, increasing general awareness and promoting an ecologically sustainable lifestyle.

The textile industry is one of the most polluting industries in the world. It is an industry stuck in the Stone Age — however, there are endless renewal opportunities.

We reduce waste by utilising cuttings from the textile industry and discarded clothes as our raw material. We increase awareness to promote an ecological and sustainable lifestyle. We help people to be aware of their consumption and companies to achieve their responsibility goals.

We used 64 831 kg of recycled cotton

We used 43 220 kg of recycled polyester

Sustainable materials

Pure Waste fabrics are a mix of two materials: cotton collected from sewing factories or discarded clothes and polyester made from recycled PET bottles.

Even though we mainly work with one material composition, we have been able to make sure the fibre is of such high quality that it is possible to turn it into different kinds of textiles fit for various purposes.

We continuously develop our materials, so the ratio of cotton and polyester in our yarn has changed throughout the years. After years of testing, we have ended up with the current ratio of 60/40 (60% mechanically recycled cotton and 40% chemically recycled polyester). 100% of the fabrics we use are made from recycled fibres.

We measure our environmental footprint by comparing our products to those made from virgin materials.

Cotton

The cotton we use is cutting waste collected from sewing factories or discarded clothes. After the raw material has been collected, it is sorted on the basis of quality and colour. The colour of the product is defined based on the collected waste, so there is no need to use dyes. After sorting, the cotton is mechanically broken into fibre.

Polyester

Recycled polyester is used in addition to short, recycled cotton fibre so that we can turn the yarn into durable yarn that complies with our standards. The raw material comes from disposable PET bottles.

Chemicals

We do not use any harmful chemicals in our processes. Our raw material, cutting waste, comes from contract factories that only use materials compliant with the European REACH legislations (Registration, Evaluation, Authorisation and Restriction of Chemicals). REACH forbids the use of, among other things, azo dye, formaldehyde, chrome, cadmium and nickel. In addition, materials are subject to routine spot checks for restricted and harmful chemicals.

We do not dye our fabrics, as the colour of the final fabric is determined by the colour of the fibres. The final fabric is washed (6 litres of water per kilogram) with exclusively non-toxic enzymes and finished off at the Fab Tech International factory, which has a closed-loop water circulation and purification system. Chemicals are not used in any other production phase either.

The finished material fulfils the requirements of the REACH regulation. We do not use any perfluorinated compounds (PFC) or phthalates in our products.
We always follow all national and international regulations regarding the use of chemicals.

**We do not use any harmful chemicals in our processes.
We do not dye our fabrics, as the colour of the final fabric
is determined by the colour of the cutting waste.**

Product design

We design and manufacture classic products with a long lifecycle. The basic idea is to produce unisex designs that keep the product selection compact and easy to manage. The product line is designed with the corporate customer in mind, but the individual products are designed for consumers.

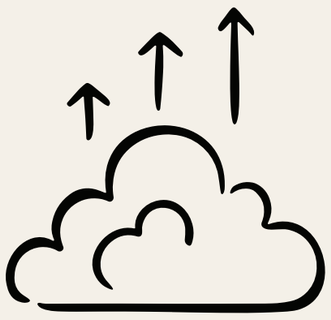
Product development often leads to small batches of special fabrics or colours. We strive to use all of the material we produce, so we design special edition collections from these product development yarns and fabrics. In 2020, we launched our Lab collection, which is made of yarn that was not fit for our basic collection.

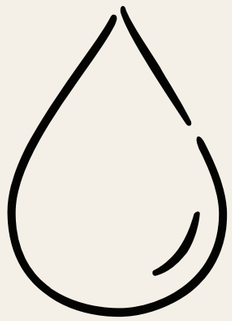
We avoid unnecessary parts and details and plan our products so that they are easy to recycle. In 2020, we removed safety pins used in hang tags from all of our products.

Finishing, labels and symbols

The hang tags in our products are made of recycled cardboard. All cords are made of the same 100% recycled yarn as our fabrics.

The product labels and size tags are currently made of virgin polyester. In 2021, we will start using tags made of recycled polyester.





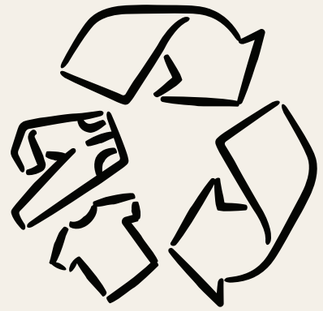
All Pure Waste products will be marked with precise carbon and water footprint and saving calculations.

Garment care

We have gathered comprehensive instructions for how to take care of our products in an environmentally friendly manner while considering the consumption of water and energy as well as the use of toxic chemicals. The care instructions are available on our website and in our shop in central Helsinki. Environmentally friendly care products are available in our Helsinki shop.

Recycling our products

We have committed to take back our used products that have reached the end of their lifecycle. In 2020, we collected all of the clothes recycled or returned by customers that we had stored: a total of 935 kilograms. The clothes were recycled into new fabric as part of a test batch in the Telaketju II project. In 2021, we have turned the fabric into test products and, as the year progresses, the fabric will also be used to manufacture other products. This operating model will be deployed in the future.



We recycled 935 kg of used Pure Waste clothes into a new fabric.

Subcontractors

Our Indian subcontractor Vardhan Industries is located in the state of Tamil Nadu in southern India. The owner of the BSCI-audited (Business Social Compliance Initiative) factory is one of Pure Waste's shareholders. This has guaranteed a safe and reliable partnership from the beginning. When production is in our own hands, we can make sure the working conditions at the sewing factory are good.

In 2019, we founded Pure Waste India in India. Our long-term goal is to incorporate the operations of Vardhan Industries as part of Pure Waste India. This will allow for an even closer cooperation.

In the past couple of years, our production capacity has not been able to meet the demand, which is why some of our products have been manufactured by a carefully selected supplier in Bangladesh. Our partner TULI Trading works on-site at the Bangladeshi BSCI-audited factory to make sure that norms regarding working conditions, best practices and product quality are followed. The Bangladeshi factory buildings bear the mandatory Accord and Alliance certificates, which guarantee the safety of the manufacturing premises.

We work closely with our long-term partner Usha Yarns. We develop high-quality yarns to achieve our shared circular economy goals and good quality. Last year, we achieved our objective by improving the traceability of raw materials. It is now easier to make sure the raw material is of consistent quality and colour as we have a new test laboratory.

The year 2020 brought some production-related challenges in India, so we had to look for new collaboration partners in low-risk countries Finland and Estonia. Thanks to our quick reaction, we managed to sign nine partnership agreements on the manufacturing of fabric masks. All factories follow the EU's water and waste recycling legislation.

We renew and sign our Code of Conduct with our subcontractors every year. The Code of Conduct is always signed with new subcontractors and reviewed every January.

Printing works

In 2020, approximately 46% of our turnover came from B2B sales. Most of it was warehoused products printed with the customer's print. We do not have our own printing works, but we use selected subcontractors in Finland.

Division of production

In 2019, we shared our production numbers in pieces. 100% of our production was made in India.

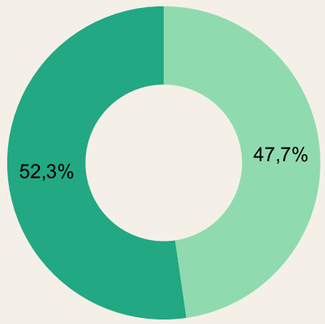
In 2020, 52.3% of our products consisted of fabric masks made in Estonia and Finland. The remaining 47.7% were made in India and Bangladesh.

To make the numbers comparable, our graphs depict our 2020 production in three ways: in kilograms and pieces of fabric products and on the basis of revenue.

Production 2019 pcs

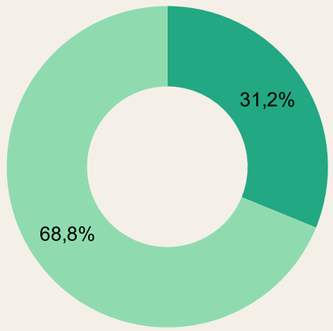
India

Production 2020 pcs



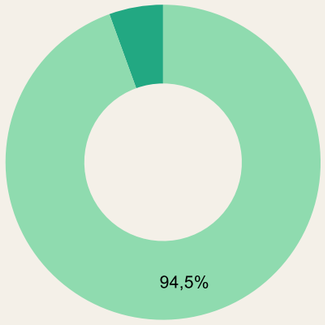
India & Bangaldesh Estonia & Finland

Production 2020 €

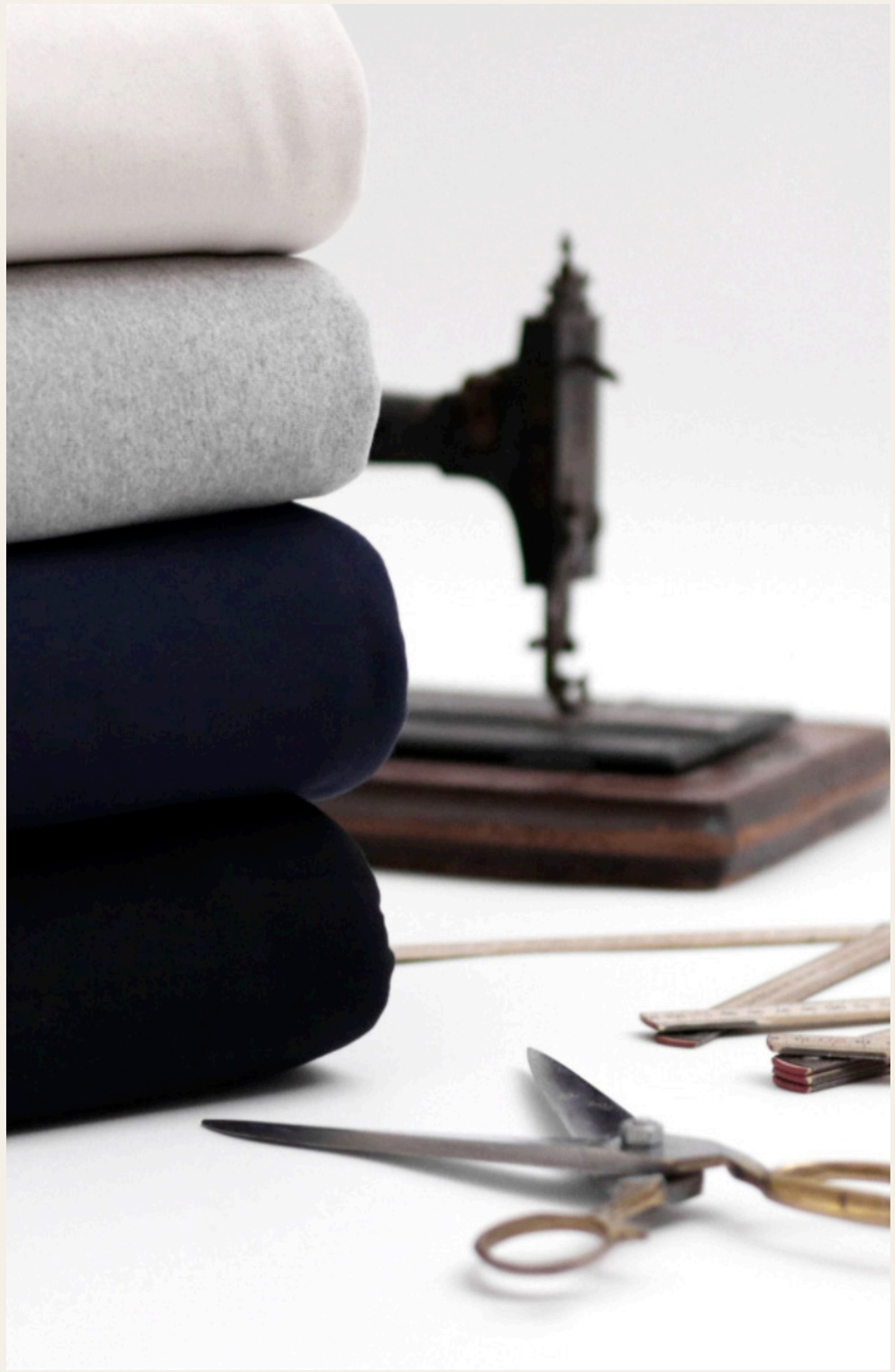


Estonia & Finland India & Bangladesh

Production 2020 kg



India & Bangladesh Estonia & Finland



Garment category	Company	Country	Address	Order volym, pcs	Collaboration since
Clothing	Vardhan Apparels LLP	India	S.F. No:20, Palladam - Pollachi Highway, Oxword Street, K.Krishnapuram Village, Kamanaichenpalayam, Tiruppur - 641	44 %	2013
Clothing	Crosswear Industries LTD	Bangaldesh	Durgapur, Kathgaara Bazar, Po-Zirabo, Ps-Ashulia, Dhaka 1341	2,9 %	2019
Knits	Hera Sweaters Limited Pechain	Bangaldesh	Jampu, Sonargaon, Narayanganj 1440	0,8 %	2019
Fabric masks	Flamelle OU	Estonia	Petseri 17, Võru, 65610 Võru maakond	9,4 %	2020
Fabric masks	Gevatex OU	Estonia	Rannamõisa tee 4, 13516 Tallinn	11,4 %	2020
Fabric masks	M.A.S.I Company AS	Estonia	Sepa 7, Valga, 68203 Valga maakond	10,5 %	2015
Fabric masks	Style Wear AS	Estonia	Tuuliku tee 4d, 10621 Tallinn	4,8 %	2020
Fabric masks	Empresso Kangad OÜ	Estonia	Kaarli puiestee 8, 10142 Tallinn	1,6 %	2020
Fabric masks	Velmard AS	Estonia	Tondi 17b, 11301 Tallinn	13,4 %	2020
Fabric masks	Matex Oy	Finland	Ketarantie 31, 20100 Turku	1,0 %	2020
Fabric masks	Kiteen tekstiilitehdas Oy	Finland	Karhutie 1, 82500 Kitee	0,15 %	2020
Fabric masks	Finsoffat Oy	Finland	Huhtimontie 4, 04200 Kerava	0,05 %	2020
Yarns	Usha Yarns Limited	India	707, Phase 1, Industrial Area Chandigarh - 160002		2013
Washes	FabTech International	India	S.F.No 369/1, Notchipalayam Road, Veerapondi, Tirupur - 641 605.		2015
Screen print	Steady Graphics Oy	Finland	Läkkisepäntie 11 C 00620 Helsinki		2014
Screen and digiprint	KH-Print Oy	Finland	Peltotie 6, 19600 Hartola		2018
Digiprint	Printmotor Oy	Finland	Läkkisepäntie 11, 00620 Helsinki		2018

Responsible production

We operate in the state of Tamil Nadu in southern India where the raw material, textile-based cuttings, is located. The location was a natural choice for us because of our Indian shareholder, but also because India has the necessary machinery, infrastructure and competence for mechanical textile recycling. We were involved in building the factory area from the start, so we were able to plan and implement our vision of a functioning and safe working environment.

Social responsibility

Our factory follows local laws and international agreements, such as the UN Universal Declaration of Human Rights. We ensure that norms are exceeded, not just met. It is not allowed to hire minors.

Our Indian shareholder ensures that standards are obeyed and is responsible for the daily operations in India. We visit the factory regularly, at least 4–5 times a year. During the COVID-19 pandemic, we were unfortunately not able to travel to our factory.

We also participate in the #ykkösketjuun campaign and support the corporate social responsibility act. The corporate social responsibility act is based on the human rights due diligence, and its task is to prevent human rights violations in corporate value chains even outside Finland.

Salaries and benefits

Each employee working at the factory is paid a fair and equal salary. Every employee receives a reasonable living salary that exceeds the minimum wage. The employees have employment contracts, they are on the payroll, and salaries are paid monthly.

We pay our employees' social contributions and serve food on-site. Transport and accommodation are available as needed. Healthcare services are provided in cooperation with a local private hospital.

Equal and safe working environment

Right now, we have 80 employees, and all of them are offered an equitable working environment. It is important for us to treat our employees fairly and look after their welfare. Our employees can submit feedback in a standalone suggestion box on the factory yard. The factory manager reads the feedback and, if necessary, forwards it to the shareholder responsible for our Indian operations and on to Finland.

Our employees generally work nine hours a day, including a lunch break and two tea breaks. We pay a statutory compensation for overtime, which is always voluntary.

The factory building was designed and built for industrial use in 2015 in a manner that secures a safe working environment. Ventilation is important as the temperature rises. The factory ceiling is insulated to regulate indoor temperature. When the temperature is at its highest, employees have more breaks during the day.

In 2020, the factory area was expanded with a new industrial hall. This investment enables us to increase the number of jobs and our production capacity.

Environment

Our operations are based on respecting the environment and utilising existing resources. We look at our environmental impact from various perspectives and make better choices on this basis.

The biggest environmental impact of our production comes from the raw material we use, cotton cuttings. By utilising cutting waste, we are able to give it a new life and avoid this valuable raw material from ending up in landfills or incinerators. In 2020 alone, we utilised 108,051 kilograms of recycled raw material. 64,831 kilograms of this was cotton.

Using recycled cotton has other environmental benefits as well. The farming of new virgin cotton consumes significant volumes of fresh water. The volume of irrigation water varies by region but, on average, 11,000 litres of water are needed to grow one kilogram of cotton. Water is also used to wash, process and dye the cotton. By using mechanically recycled cotton, we avoid most of these processes, particularly dyeing. In addition to water, various chemicals are also needed for dyeing. The benefit of mechanical recycling is that the colour of the raw material (cutting waste) is retained throughout the process: there is no need to dye the fibres or spun yarns. Precise colour-based sorting of the cutting waste before processing is enough.

Wind power is an important form of energy in the area our factory is located in. We are planning to install solar panels on the factory roof. We aim to start installing the panels in 2021.

The factory area has composting bio-toilets, which separate liquids from solids. These bio-toilets produce gas and soil. The gas can be used as a source of power for the gas stoves in the employee restaurant, and the soil can be used in the garden. The factory fence is made of 56,000 sand-filled plastic bottles. Rainwater is collected and used for watering palm trees, for example.

In 2020 alone, we utilised 108,051 kilograms of recycled raw material. 64 831 kilograms of this was cotton.

Certificates

We believe that transparency and openness play a key role in improving the working conditions in and environmental impact of the textile industry. However, openness alone is not enough, so we use third-party audits to verify our operating methods against general criteria. We see both certificates and openness as important.

GRS

Our factory and entire production line have been awarded the GRS (Global Recycled Standard) certificate. GRS is an international, voluntary product standard which sets requirements for recycled material, monitoring systems, social and environmental practices and chemical restrictions. A third-party certificate allows us to substantiate the recycled materials in our products. At present, we can produce occasional GRS-certified product batches. In 2021, we plan to certify the Finnish operations of our supply chain, after which all of production and products are GRS-certified.

SEDEX

Our factory has also been granted the Sedex certificate. Sedex is a global cooperation platform for ethical trade service providers dedicated to improving working conditions across global supply chains. With the help of its auditing system, it helps companies improve their sustainable and responsible practices.

BSCI

Our factory has also been awarded the BSCI (Business Social Compliance Initiative) certificate. BSCI is a global responsibility system founded by Amfor. It is led by companies, and its task if to audit the companies' factories. The purpose of BSCI is to improve compliance with social obligations in global supply chains. Third-party auditing promotes the observance of working conditions in line with human rights, ILO conventions and national labour legislation.

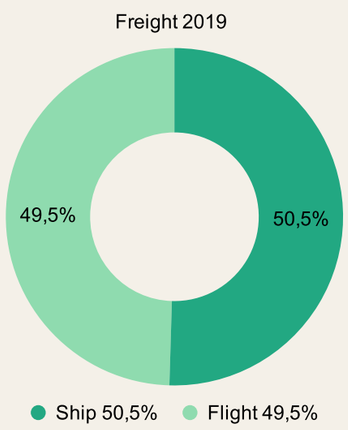
Logistics

Some of our products are manufactured in India and Bangladesh, but most of our sales come from Europe. For this reason, logistics plays a significant role in reducing our products' ecological footprint.

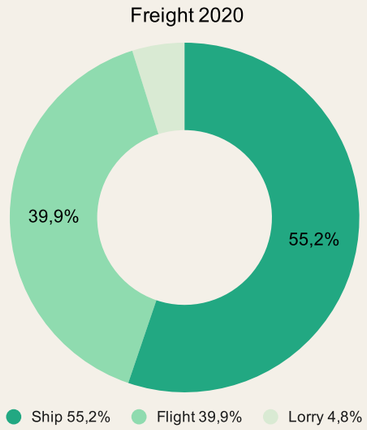
Our challenge is to develop the entire supply chain so that it operates efficiently and in line with known timetables to ensure sufficient stock levels in the warehouse. We use sea freight whenever the timetable allows, but this is not always possible with urgent orders.

Local production deliveries are always done in collaboration with our Estonian and Finnish factories.

Approximately half of our goods are transported by sea, but most of the greenhouse gases are created by air freight. Our goal is to increase the share of sea freight in customer orders to 80% and for our warehouse products to 100%.



Emissions in 2019: 273.89 tCO2-e



Emissions in 2020: 193.57 tCO2-e

Local transport in Helsinki

We use an electric cargo bike to transport goods between the warehouse and shop whenever possible.

In 2020, we drove approximately 1,000 kilometres with the bike. Cycling uses 99% less energy than a standard diesel van.

Transport companies

We use various transport companies to deliver products to customers depending on whose services suit our needs the best.

We compensate the CO2 emissions from Posti, DHL and A2B transports.

Toll Global Forwarding Ab
Vantaankoskentie 14
01670 Vantaa

UPS Finland
Niittytie 23
01300 Vantaa

DHL Express (Finland) Oy
Tullimiehentie 10
01530 VANTAA

Posti
Postintaival 7 A
00230 Helsinki

A2B
Niittyläntie 1
00620 Helsinki

Logistics emissions

	2020 tCO2-e	2019 tCO2-e
Cargo bike	0	0
Own car	1,02	1,84
Domestic shipments	0	0
Lorry	1,78	-
Ship	0,467	5,17
Flight	191,322	268,72
Total	**194,59**	**275,73**

Packaging materials

For packaging, we use cardboard boxes made of recycled cardboard and plastic bags made of recycled polyethylene. We do not pack products in individual plastic bags, which is the general custom in the clothing industry. We use larger bags that fit 10 or 15 products. Thanks to this method, we use 75% less plastic on average, which was a total of 2,793 kilograms in 2020.

At the end of 2020, we stopped using almost all new cardboard boxes bought in Finland and started reusing the recycled cardboard boxes arriving from our factory in India. Because of this, we managed to reduce the amount of purchased cardboard by approximately 70% annually. We only started using this model at the end of 2020 and have already saved approximately 200 kilograms.

Our paper bags, made by Cabassi Oy in Finland, are made of 100% recycled materials. Boxon Oy's cardboard boxes are also made in Finland of renewable and recycled materials. The boxes are ISO 14001-certified.

Our warehouse has separate collection points for transparent plastic and cardboard. All packaging material that is not reused is recycled by HSY.

The use of Repack packaging in consumer deliveries

All online orders with the exception of certain single-product orders and fabric masks are sent in RePack packaging. The package can be used at least 40 times and is made of recycled materials.

According to RePack's study, the packaging reduces carbon dioxide emissions by up to 80% compared with disposable packaging.

The use of Repack packaging in consumer deliveries and the new operating model uses 70% less cardboard annually.

Foot- and handprint

Our objective was to calculate the total carbon footprint of our production chain and logistics for 2020. We were successful with this goal and even exceeded it by also obtaining calculations of our specific water footprint from Remo BV. The exact calculations are available here.

According to the new environmental impact calculation, we use 99.9% less water and our carbon dioxide emissions are approximately 50% lower than those of similar products made of virgin materials.

Emission goals

Our main goal is to be carbon neutral by 2025. It is not likely that we will ever be fully carbon neutral as we manufacture physical products. However, we believe that we can still significantly reduce our carbon footprint. What we cannot reduce, we compensate. Our objective is to find the best compensation method for our carbon footprint by 2023.

In terms of our production and products, our carbon footprint is already very small, and it is difficult to make large-scale emission reductions. We reuse all usable cardboard and have minimised the use of packaging plastic. Almost all materials we use are made of recycled raw materials. We use RePack mailing bags that are reusable and made of recycled materials. In terms of packaging materials, it is difficult to make large-scale emission reductions. Because of this, our future emission goals focus on freight.

We recycle waste from our office, shop and warehouse: mixed, organic, energy, plastic, cardboard, paper, metal, glass and hazardous waste with the help of HSY.

Sustainable electricity

In 2019, only half of the electricity we used was renewable wind electricity. By moving offices, we were able to switch the electricity used in our office to 100% renewable electricity. Helen Oy provides renewable, 100% wind electricity to all of our locations in Helsinki: office, shop and warehouse.

Our electricity consumption was 29.4 MWh, which is 38% less than in 2019 (78 MWh).

Summary of our carbon footprint

Even though our turnover grew from 2019, we still managed to reduce our carbon footprint by 10%, a total of 76.1 tCO2-e.

We calculated the carbon emissions and water consumption of our material and clothes production on the basis of calculations made by Remo BV.
Logistics and electricity calculations were provided to us directly by the service providers. The rest were calculated with the Clonet openco2.net carbon footprint calculator.

Summary of our carbon footprint	**2020 tCO2-e**	**2019 tCO2e**
Scope 1		
Van	1,02	1,84
Electric bike	0	0
Scope 2		
Renewable wind electricity	0	0
Non-renewable electricity	0,4	10,45
Scope 3		
Business flights	3,37	79,59
Materials and production, based on weight	497,735	405,587
Import logistics	194,59	275,73
Export logistics	0	0
CO2 emissions, total	**697,115**	**773,197**
Water consumption in production	**638 848 litres**	**520 575 litres**

By producing 100% recycled fabrics and products, we saved 733,547,519 litres of water and 499,856 kilograms of carbon dioxide

Cutting waste

The cutting waste created in India and Bangladesh is reused in its entirety. The waste created in Finland and Estonia is recycled by local waste management. The amount of reused cutting waste was 99.7% of the total amount of cutting waste. This means only 261 kilograms of waste, which is 0.03% of our total annual waste.

The raw materials we used in 2020

The total weight of raw materials for all of our operations was 137,802 kilograms, and 99% of it was recycled materials.
Of this, we reused 86%, which amounts to 118,577 kilograms.
Only 13,588 kilograms ended up in recycling, which is 10% of the total annual amount.
The remaining 4% (5,637 kilograms) ended up with our customers in the form of packaging materials.

Material use, reuse and recycling 2020

Materials	Kg	Recycled material	Reused	Recycled
Manufactured products	108 051	100 %	100 %	0 %
10% cutting waste India	8 900	100 %	100 %	0 %
5% cutting waste Finland & Estonia	261	100 %	0 %	100 %
Further recycling of products	1 000	100 %	100 %	0 %
100% recycled cardboard boxes	12 932	100 %	3 %	97 %
100% recycled poly bag	791	100 %	1 %	99 %
New cardboard boxes	1 250	0 %	Ends up with the customer	Ends up with the customer
Paper tape	35	0 %	Ends up with the customer	Ends up with the customer
RePack	230	100 %	100 %	0 %
Paper bag	708	100 %	Ends up with the customer	Ends up with the customer
Hang tag	3 566	100 %	Ends up with the customer	Ends up with the customer
Paper card	78	100 %	Ends up with the customer	Ends up with the customer
Total kg	**137 802**	**136 517**	**118 577**	**13 588**

The calculations are from the calendar year 1 January 2020–31 December 2020.

Projects

We participated actively in joint projects of the textile and clothing industry. We pay careful attention to what the industry is doing. The most significant joint projects for us in 2020 were Telaketju II and Nordic Bio.

Telaketju II

“Telaketju is an active collaboration network, the purpose of which is to promote the sustainable production, use and circulation of textiles. Telaketju’s research creates a base for a circular economy-based business and makes Finland a pioneer of a textile circular economy.” (https://telaketju.turkuamk.fi/)

The above quote is a summary of what the Telaketju project is all about. We actively participate in both phases of the Telaketju project, and we think it is so important for the big picture and the development of the Finnish textile industry to form these kinds of collaboration networks. We have visioned a more sustainable future together with educational institutes, other companies, organisations and research institutes. Most importantly, development is not just a vision. Together, we have been able to test and implement new, better operations and methods.

The Telaketju project has boosted our product development, and we have tested a new kind of business model. We have been able to promote the creation of a circular economy-based business that enables us to process and recycle textile fibres locally in Finland in the future.

Nordic Bio

Nordic Bio is a Finnish-Swedish project focused mainly on studying non-woven fabrics and their manufacturing from recycled and natural fibres. The project also examined the cleansing of recycled fibres. Sweden has a lot of research and development related to circular economy solutions for textile recycling and the textile industry. Therefore, it is important to collaborate and build networks with operators in other countries.

Future goals

Responsibility is part of our daily business. We do not consider ourselves ready or perfect. We must keep developing and improving our ways of working.

Our work towards a more sustainable textile industry continues in joint projects and through our research and development work. Below, you can find a list of our future goals.

Commitment	How we can achieve the goal	Year
Reducing our carbon footprint	Moving from air freight to sea freight	2021
Compensating our carbon footprint	Finding the best compensation methods	2023
New yarn qualities	Studying and discovering alternative fibre blends; mixed yarns manufactured from textiles thrown away by consumers	2022
Sharing information about sustainable values	Sharing information related to the recycling of textiles	continuous
Finding a closed-loop solution	Recycling our own products into new textiles	continuous
Openness	Uncompromising, transparent and open communications	continuous
Learning & development	Kehitys- ja tutkimushankkeiden jatkaminen	continuous
Traceability of raw materials	Deploying a built model for data collection and reporting	2023
Carbon neutrality	Achieving carbon neutrality	2025
Utilising post-waste textiles	Finding new ways to utilise textiles thrown away by consumers	continuous

”Your choices don’t matter”
THAT’S BULLSHIT.

You try your best, most days. You even spend hours of your life ripping the plastic parts off juice cartons to be a proper recycler. And then somebody comes along, plays the China card and says that’s just a drop in the ocean. But the truth is we all should do our part for the climate.

We also worked hard for years to do our part. We’ve changed the ways the textile industry operates and turned waste into precious textiles. And yes, we’ve received many sceptical comments.
But we haven’t given up.

As a textile producer, our responsibility is not only to reduce our impact on the planet but also to provide you guys with useful tools to make better choices.

And yes, our years of work have paid off!

By choosing a Pure Waste t-shirt, you set off 50 % less CO_2 emissions and use 99% less water than buying a regular t-shirt.

And we’re not finished yet. We’re constantly looking for ways to consume less.

We are happy you are there. Please, step in and pioneer with us.

purewaste.com