



2022 EDITION

Sustainability Policies and Practices



CREATIVE ♦ MC



Guiding Principles

Workplaces and Local Communities

As a global company, we're striving to be a carbon neutral operation – with sustainable practices in our offices, reduced air travel, and carbon offset programs. We also encourage an open dialogue on our environmental values and provide ongoing training for employees on sustainability best practices.

Products, Services, and Solutions

In collaboration with our customers and partners, we're committed to a sustainable future by creating policies, systems, and solutions to solve social and environmental problems.

Supply Chain, Warehousing, and Shipping

We understand the impact of our business activities on the environment and society and will work with our suppliers to promote socially responsible procurement.

Multi-Stakeholder Engagement

We will engage at all levels of our industry to develop sustainability proposals and policies – including industry organizations, suppliers and partners in the US and around the world, contractors/specialists, employees, and customers.

Sustainability Committee

CreativeMC's Sustainability Committee, which includes the Chief Executive Officer and all members of the Executive Leadership Team, sets company policies and meets on a regular basis to guide both short-term and long-term sustainability initiatives.

- The **Director of Logistics** leads our efforts day-to-day, and is responsible for monitoring all sustainability activities, educating our team, and seeking additional ways to enhance our program.
- Over the past 30 months, CreativeMC has prioritized implementation of **internal sustainability policies and practices** across all facets of our operations – including engaging with our vendors and suppliers to assess and prioritize socially and environmentally responsible partners.
- Going forward, we will build on our internal efforts through **expanded external partnerships** across our industry and with our customers and partners.

Our Actions



Customer Programs

Help Us Help Earth

- On Earth Day 2020, we launched “Help Us Help Earth,” an ongoing carbon offset program through a corporate partnership with the environmental nonprofit [One Tree Planted](#).
- For every eco-friendly product order, CreativeMC plants **10 trees** through One Tree Planted.
- For [Earth Day 2022](#), we raised the bar by planting **100 trees** for every eco-friendly product order from 4/22-5/22 and gave away sustainable cooler bags as part of the promotion.
- Since 2021, we’ve also had an ongoing box reuse campaign featuring stickers (*pictured right*) that encourage clients and partners to reuse shipping boxes.

EARTH DAY 2022 PROMOTION



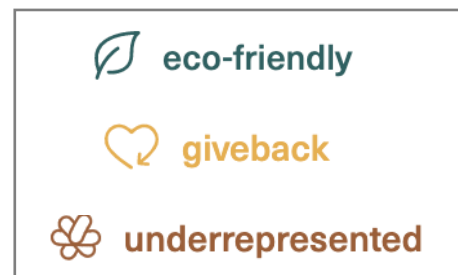
WIN ONE WITH EVERY ECO-FRIENDLY PRODUCT ORDER!



Swag for Good

- To highlight products that are **eco-friendly**, have a **positive social impact**, or are brands led by **underrepresented communities**, we created our “[Swag for Good](#)” platform.
- These items and brands are highlighted with the relevant icons (*pictured right*) throughout our website and in all lookbooks.
- We’ve also dramatically increased our partnerships with emerging brands offering retail quality eco-friendly products and continue to proactively prioritize introducing these companies to our clients.

SWAG FOR GOOD ICONS



Internal Policies



CreativeMC has implemented a comprehensive suite of internal systems to align with sustainability best practices and minimize our carbon footprint

- We reduced air travel by 86% over the 30 months prior to COVID-19.
- We provide employees free transit benefits to promote public transportation use.
- We've eliminated plastic products in our offices and only use recyclable or reusable products – including water bottles, utensils, cups, plates, etc.
- All employees have been trained on recycling protocols, and visible instructions are posted adjacent to proper receptacles for waste, recycling, and compost.
- Fluorescent lights in our offices were replaced with LEDs.
- We encourage our employees to enable sleep mode and power saver features on computers and other office equipment.
- Our printers are set to print on both sides of paper as a default.
- We issue all invoices electronically.
- Most CreativeMC business purchases were shifted to local vendors to reduce the need for shipping/transportation and to support the local economy.

Our Distribution, Storage and Fulfillment Center in Sacramento operates in compliance with California Environmental Policy, as well as all company sustainability practices noted above.

- We adhere to CalRecycle Regulations outlined in Titles 14 and 27, California Code of Regulations.
- Our recycling bins and services have been certified as compliant with California policies (AB 341).
- All recyclable materials are used in our warehouse facility, and vendors/suppliers are also asked to comply with our recyclable materials standard.
- Excess non-recyclable goods of both CreativeMC and our customers who store products at our warehouse are donated to local charities or institutions for reuse.

Our Actions

Suppliers/Vendors



CreativeMC vets all vendors to ensure they are ethically and socially responsible. Over the past 3 years, we have proactively expanded our relationships with suppliers who not only have robust sustainability practices, but also contribute to environmental charities and causes as part of their Corporate Responsibility efforts. Examples of priority partners include:



The North Face

- Launching a “circular system” in 2022 to recycle previously-owned gear and reuse the raw materials
- By 2025, all apparel will be made with recycled, regenerative, or responsibly-sourced renewable fabrics—which are fabrics derived from materials that will replenish over the course of a lifetime.
- Launched the RENEW collection to recycle/repair used products.
- For more Information: <https://www.thenorthface.com/en-us/sustainability>



Leed's

- Is a member of [1% for the Planet](#)
- Donates 1% of EcoSmart sales to environmental nonprofits [Well Aware](#) and [One Tree Planted](#)
- For more Information: <https://www.pcna.com/pcnacontents/en-us/content/ecosmartv3>



Sanmar

- Inspects 99% of factories annually
- Reforested 383 trees in 2019
- Recycled 17,239 pounds of e-waste in 2019
- Decreased water usage across all operations by 2% in 2019
- Created a 100% recyclable T-Shirt (“Re-Tee”)
- For more Information: <https://canvasforgood.com>

Our Actions

Suppliers/Vendors



Cupanion

- A "Fill It Forward" company whose mission is to inspire the world to reuse
- For every Cupanion bottle of water, the company donates to a Clean Water cause
- The "Fill It Forward" program also contributes to building solar power and running water for communities in need
- For more information: <https://store.fillitforward.com/products/clean-water-series-fill-it-forward-sticker>



Soma Bottles

- B-corporation certified
- Donates to [charity: water](#) projects with every Soma purchase
- Offsets carbon emissions with conservation-based forestry
- Uses post-consumer waste and recyclable materials
- 100% match for employee contributions to water-focused charities
- For more information: <https://drinksoma.com/pages/sustainability>



Miir

- Gives 3% of revenue to trackable giving projects
- Every Miir product comes with a Give Code that provides the story of the impact from the purchase
- Has funded 43 Clean Water products over the past 10 years by partnering with nonprofits globally to impact the water, sanitation and hygiene (WASH) sector
- For more information: <https://www.miir.com/pages/givecode>

Our Actions

Suppliers/Vendors



YETI®

Yeti

- More than \$2 million donated to organizations and organizations associated with conservation efforts.
- Significant and tangible commitments to sustainable practices and carbon footprint reduction, as detailed in the company's first ESG.
- For more information: <https://www.yeti.com/esg.html>

CORKCICLE.

Corkcicle

- Every purchase of its quality drinkware helps bring clean water to people in need through Corkcicle's partnership with [charity: water](#)
- For more information: <https://www.gemline.com/us/corkcicle-tumbler-24-oz-100482.html#item=100482-006>



Full Circle Home

- Offers a full range of composting products:
<https://fullcirclehome.com/collections/compost>
- Manufacturing process is designed to preserve resources and reduce waste, while creating long-lasting products from safe materials
- For more information: <https://fullcirclehome.com/pages/about-us>

Midori Styles™

Midori (from Gemline)

- Eco-friendly totes and bags made with certified bamboo fiber fabric
- Aside from being natural and sustainable, bamboo thrives without fertilizer and pesticides
- For more information: <https://www.gemline.com/us/midori-bamboo-tote-100303.html#item=100303-101>

Coming
Soon

Upcoming Initiatives



CreativeMC has a pipeline of additional initiatives in progress to expand its commitment to sustainability practices and environmental values. Examples:

- Publish our Social Responsibility initiatives – including both environmental and social good causes (*Q1 2023*)
- Expand our supplier/vendor vetting process by implementing a Social Responsibility scorecard (*2023*)
- Track progress on the number of eco-friendly product orders and set specific annual goals in collaboration with our clients (*tracking started in 2022*)
- Continue to expand our carbon offset program with [One Tree Planted](#) (*Ongoing*)

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