

2019 | OUR BUSINESS STANDARD

TRIPLE TOP LINE ACCOUNTABILITY



art & eden

buy better. do better.



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A PARADIGM SHIFT

YESTERDAY / TODAY / TOMORROW

YESTERDAY WAS A TIME . . .

When we produced & consumed without conscience

When rivers took the fashion color of the season

When we piled global landfills with immense waste

When we ensured economic growth at a great cost to the environment

\$2.5

trillion dollar
clothing industry¹

700

gallons of water used
to produce a single
t-shirt²

24%

of global insecticides
used for cotton farming
(more than any crop)³

over
8000

chemicals used in
processing synthetic
textiles⁴

5%

of global landfills
filled with clothing⁵

harmful!

to the health of
consumers,
agricultural workers,
& the environment⁶

Some one, somewhere, someplace else, paid the price of “cheap”

Change to an unchanged industry was inevitable.

TODAY'S INDUSTRY HAS WOKEN UP

To the sound of a generation that is committed to care. The digitally immersed and modern day consumer cares about people, the planet, and a greater purpose. They expect businesses to act responsibly towards needs in local and global communities. In a survey of over 9,700 people across 9 countries Cone Communications found:



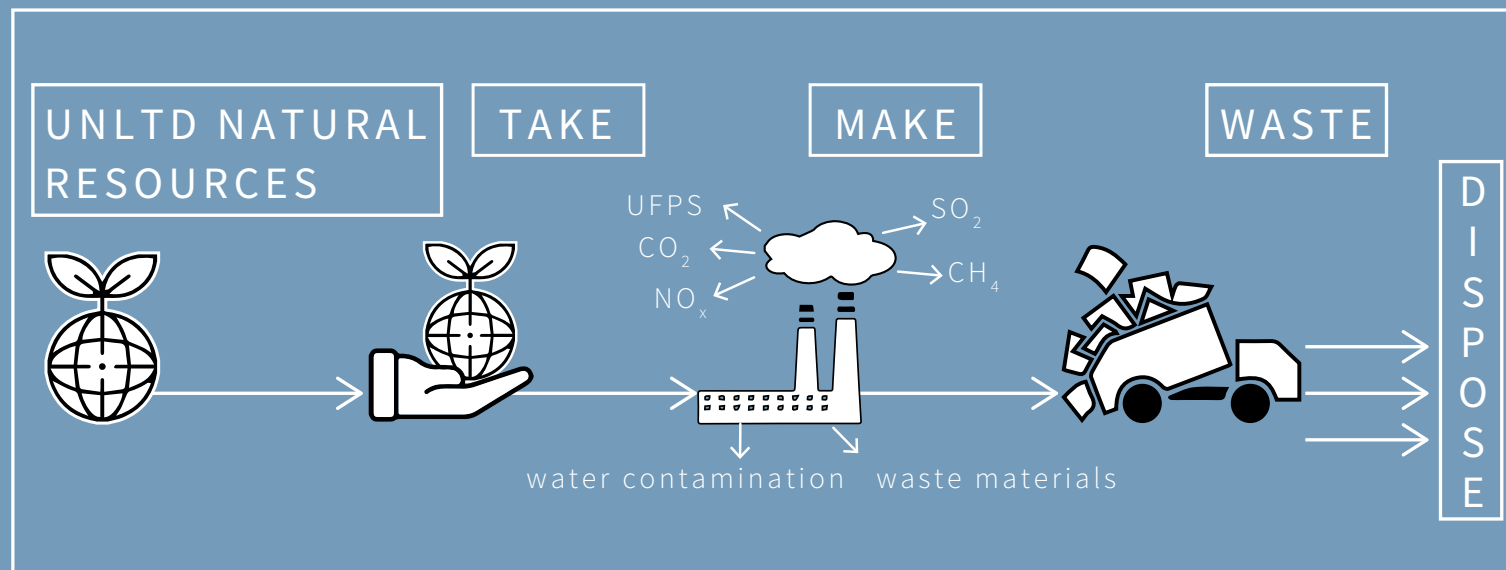
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Retail is challenged to ensure a whole new reality. Organic, sustainability, local, responsibility, transparency, holistic are words that are shaping OUR culture and OUR consumption.

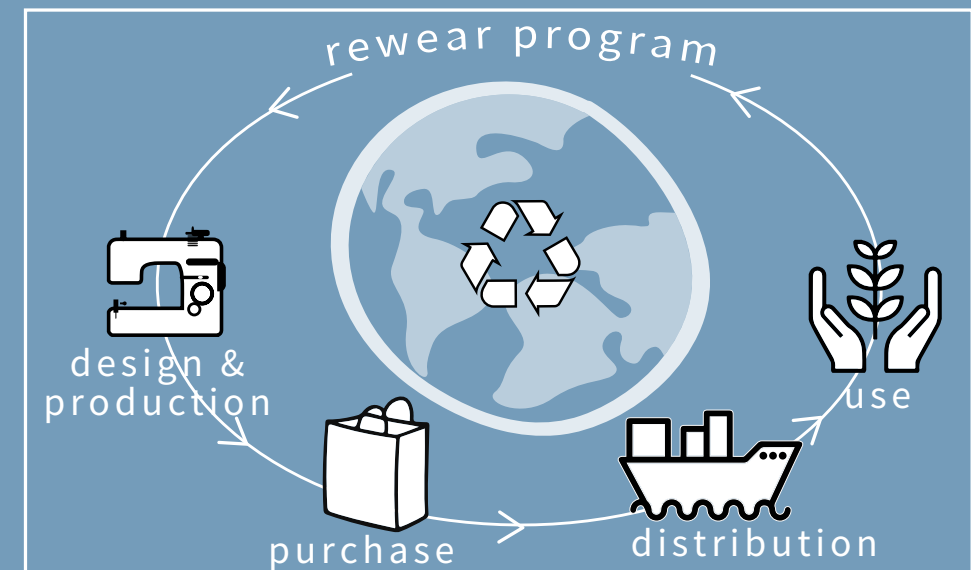
TOMORROW WILL BE A WORLD WHERE

Business must transform to thrive and retail must be re-imagined to survive.

LINEAR ECONOMY



CIRCULAR ECONOMY: AN IMPERATIVE



Business must go from a linear Take - Make - Waste Model to embracing commercial and individual accountability.

THE JOURNEY TO
THE **LIGHT** STARTS
WITH A CANDLE.
ONCE IT'S LIT,
DARKNESS HAS
GONE **FOREVER.** "

– ADRIANO BULLAE



DEAR FASHION,

IMAGINE: CLEAN WATER FOR OUR CHILDREN AND OUR BIOSPHERE

IMAGINE: CLEAN AIR, GROWING FORESTS, A THRIVING WILDLIFE

IMAGINE: FAIR WAGES AND SAFE, CLEAN CONDITIONS FOR ALL WORKERS

IMAGINE: A FASHION INDUSTRY THAT DEFINES BEAUTY BY SELF-EXPRESSION AND ONE'S INNER LIGHT

IMAGINE: CLOTHES THAT PROTECT OUR CHILDREN'S SKIN

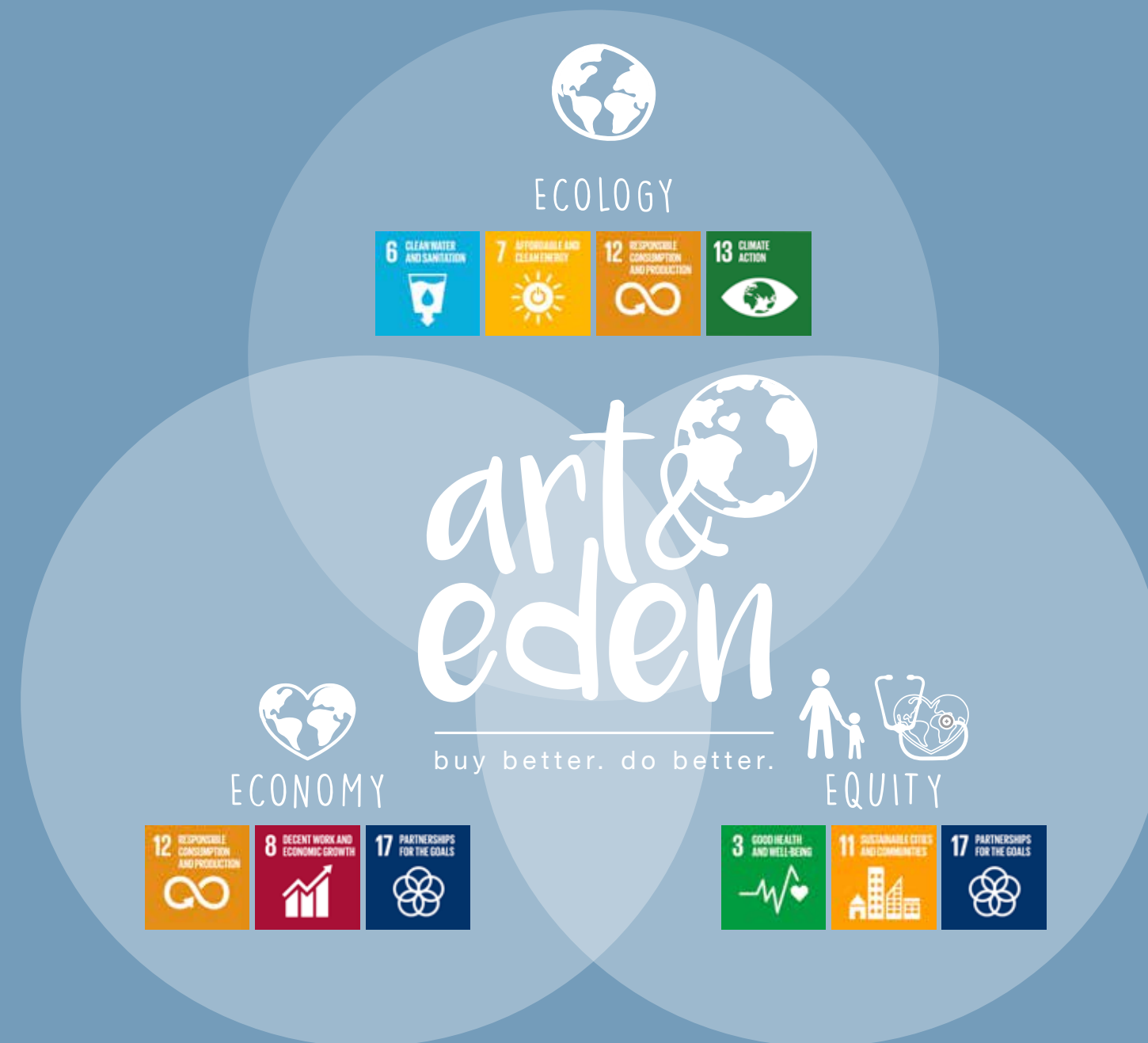
IMAGINE: THE CESSATION OF APATHY

IMAGINE: REMARKABLE CLOTHING MADE RESPONSIBLY

IMAGINE A NEW WAY FORWARD — THE ART & EDEN WAY

OUR BUSINESS STANDARD

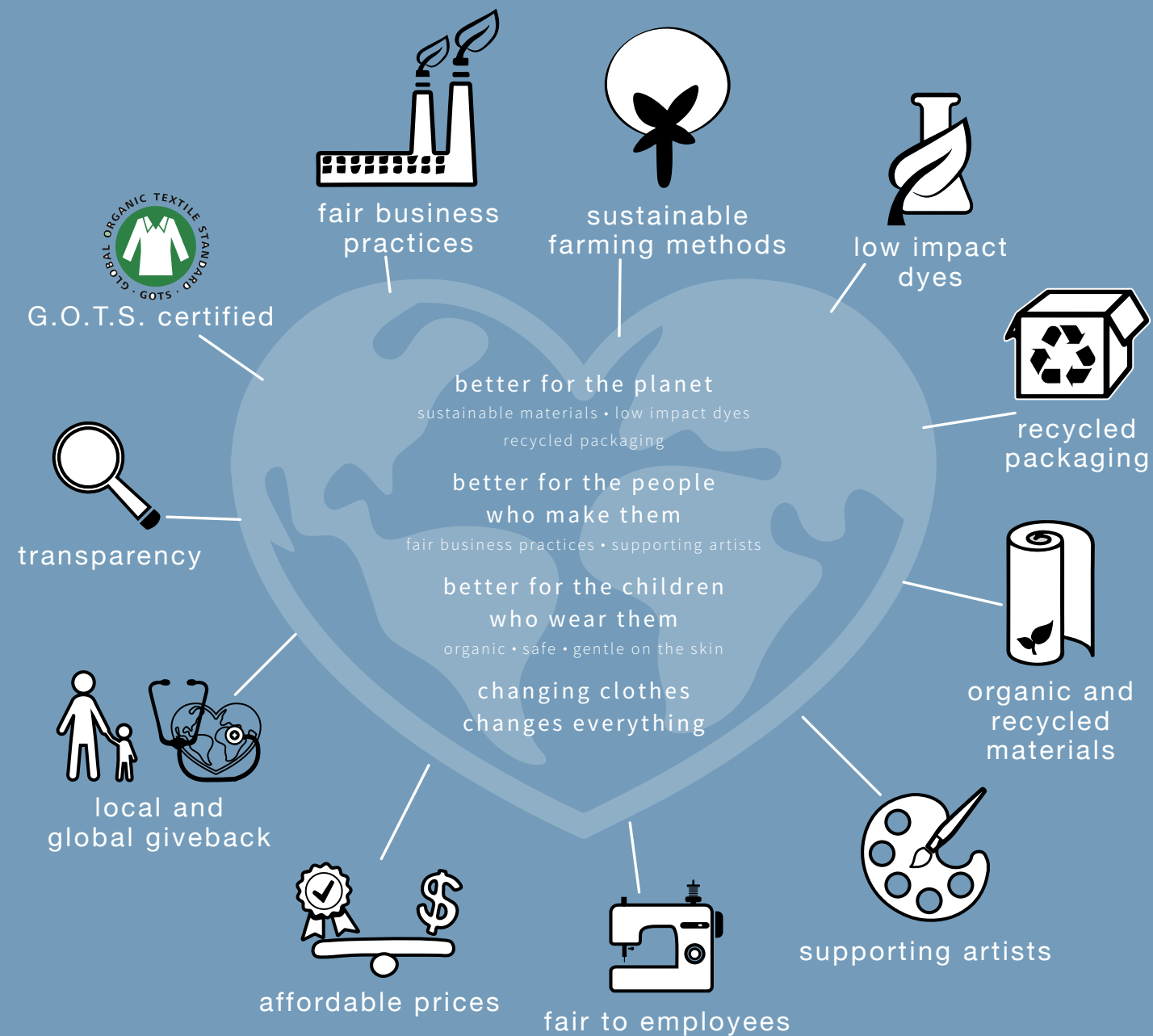
TRIPLE TOP LINE ACCOUNTABILITY



aligned with the United Nations sustainability development goals⁸



buy better. do better.



LETTER FROM THE CEO



Susan Correa, Founder & C.E.O., art & eden

**“DO THE DIFFICULT THINGS WHILE THEY ARE EASY.
DO THE GREAT THINGS WHILE THEY ARE SMALL.
A JOURNEY OF A THOUSAND MILES MUST BEGIN
WITH A SINGLE STEP” - LAO TZU**

DEAR VALUED FRIEND,

As we embarked into the year 2020, we were all fired up, to usher in a new year, a new decade – one we had all hoped, would be the year that beckoned unprecedented change, where we would witness a lifting of the fog which had blurred the edges of life, a year where we could all enjoy greater visual acuity for a brighter future.

We could have hardly imagined a life, so profoundly different, in just a couple of months into the new year – a moment in time that would forever change geopolitics, the economy, and our everyday lives. A year that has now unfolded where the threat to our security came from a microscopic virus that could not be seen by the human eye while it has sharpened our vision & hope for a unified future for all.

Rahm Emanuel, chief of staff to President Barack Obama once famously counseled, "Never allow a good crisis go to waste. It's an opportunity to do the things you once thought were impossible". For all the instability & uncertainty the recent past has bought in its wake, it has also allowed us to reimagine, to rebuild and to reframe our social order on a multiplicity of levels.

My own personal story of radical transformation occurred on August 18th, 2014, when I began my journey of a thousand miles with one single step in the right direction. I had just entered, The Hope Foundation School, located in a densely populated slum settlement in Bangalore, India. I was there to launch a meal program for children in need. For most of the kids at the school, that was their only hot meal of the day. Most of these children's family income was

about \$100 a month and their permanent homes were makeshift tents. I entered the school that morning fired up to make a difference in the lives of 400 kids and left the school that evening, totally transformed.

Awakened by the resilience within each of these kids to defy all odds, pursue an education, and commence a life-changing journey, coupled with just having read Seth Godin's Linchpin, allowed me to engage in an incredibly simple act of just noticing that all our lives, are but a thread in the tapestry of a unified life.

Up to that point in my career, I had believed that business was a finite, zero-sum game, with profit as its sole purpose. I was in the business of fast fashion and I was blinkered in my pursuit to turn trend to tailored product cheapest and fastest. Sure, I noticed the impact of fast fashion, the rivers taking on the seasons fashion colors, the landfills being piled with clothing worn only once. I was part of and party to, all of fashion's systemic problems, however, I did not once think that this was my problem to solve. The speed in which we were operating, afforded me no time to stop, no time to truly care. I had always looked around for somebody else to do something about all of these, major global issues.

For the very first time, in a moment of true awakening, I realized that I was that somebody that I searched for, well able and fully capable of doing something that truly mattered. I knew that while I could not solve all the problems I had witnessed, I certainly had the capacity of doing little things with great love.

I began to dream of bringing conscience

back to commerce, of building a business that did good, by being good, a business committed to being the best for the world while we strived to be the best in the world. I wanted to celebrate the artist & honor our earth. I wanted to follow in the curious spirit of a child's vivid imagination and fearless exploration. I wanted to challenge the systems that oppressed and polluted our planet and consequently our hearts. I wanted tomorrow's children to breathe clean air.

art & eden is part-experiment, part-life-dream, part-resistance, part-social-movement. We know that we don't have all the answers. We don't even have all of the questions. But what we do have is heart, imagination, and the conviction that our choices have the power to make a better world. art and eden was born, from a place of pure freedom; a freedom that allowed us to push through many limits. Registered, as a public benefit corporation, committed to triple top line accountability, we have built a business that is better for the planet, better for the people in our value chain, and better for the little kids that wear our clothing.

By virtue of our moral imagination, we are excited to glimpse into the future conceived in the awesome choices we get to make together today, even before that future is born into the lives of tomorrow's children. Let us combine our moral courage to rise up and respond not with words but with our heart-led actions.

Thank you for being open to change and welcome to the world of art & eden.

Grateful for your time,
Susan Correa
Founder & C.E.O.

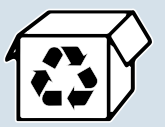
EXECUTIVE SUMMARY

At art & eden our sights are firmly focused on triple top line accountability. We understand today that it is possible for economic business gains to coexist with wins for ecology and an equitable society. We have embraced sustainability as our business imperative since our inception and our focus is to consistently improve and innovate in our search for better ways. We know now, that embracing this perspective does create triple top line growth and when the principles of intentional design are applied, the gains for profit and planet can coexist and delight.

BETTER FOR OUR PLANET



CERTIFIED



RECYCLED PACKAGING



FAIR BUSINESS PRACTICES



LOW IMPACT DYES

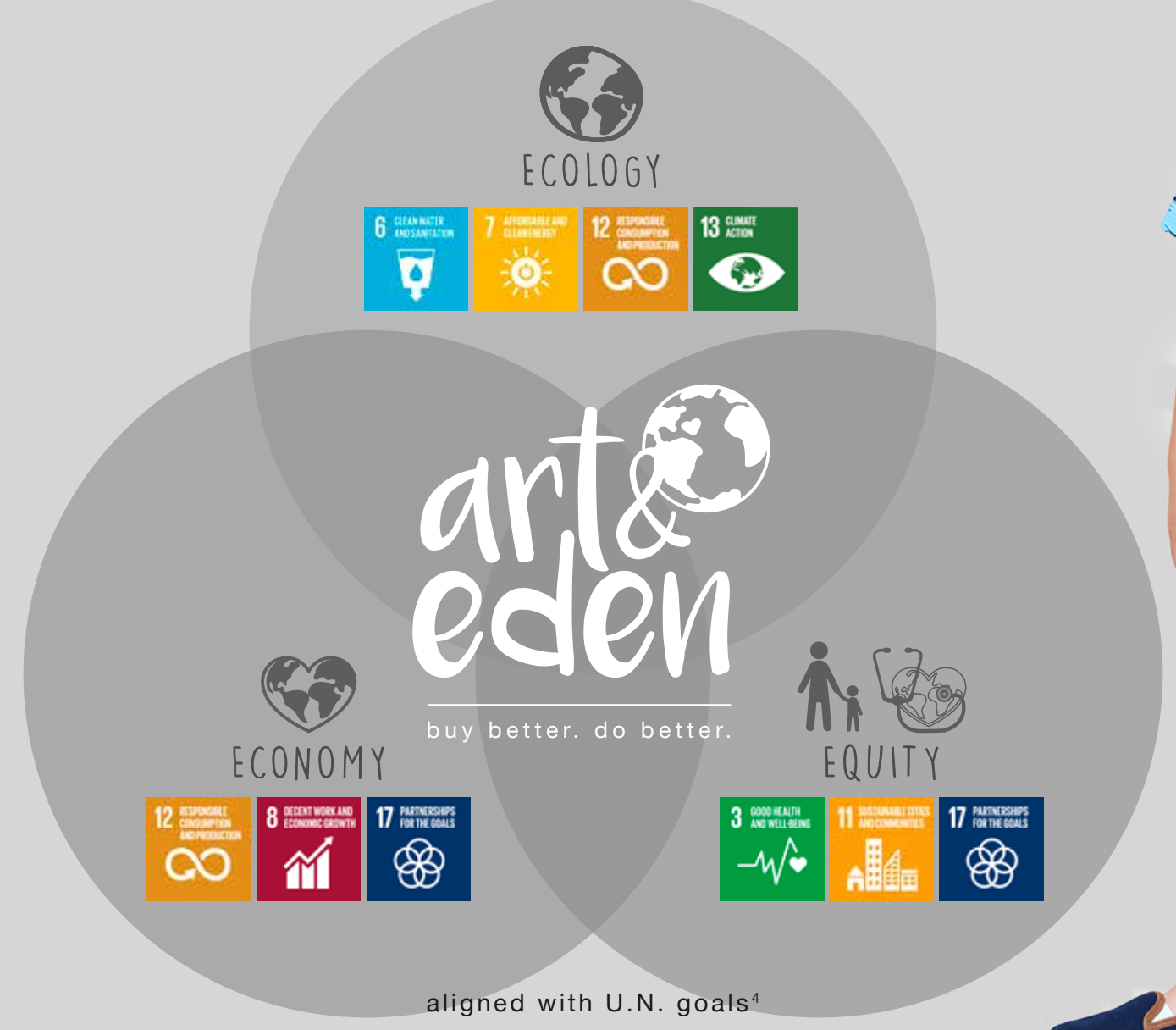


SUSTAINABLE PROCESSES

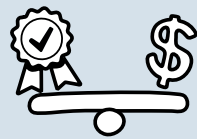


ORGANIC AND RECYCLED MATERIALS

OUR BUSINESS STANDARD: TRIPLE TOP LINE ACCOUNTABILITY



BETTER FOR THE PEOPLE THAT MAKE OUR CLOTHES



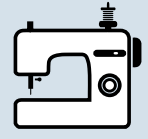
PRICE

We keep prices affordable without sacrificing quality and originality



SUPPORTING ARTISTS

We commission artists from all around the world to bring you unique and artful prints



EMPLOYEES

We ensure that everyone of our team members receives fair wages and working conditions that they enjoy



TRANSPARENCY

We believe in your right to know exactly what your children's clothes are made of, how they're produced, & where your money goes

BETTER FOR THE CHILDREN WHO WEAR OUR CLOTHES

YOUR LITTLE ONES MAY EAT ORGANIC, BUT DO THEY WEAR ORGANIC? we may not “digest” clothes the way that we do food, but would we want chemicals in our children's clothing and on their skin? art & eden clothing is made of organic cotton and low-impact dyes.



"WE NEED TO REVISE OUR
ECONOMIC THINKING TO GIVE FULL
VALUE TO OUR NATURAL RESOURCES.
THIS REVISED ECONOMICS WILL
STABILIZE BOTH THE THEORY AND
THE PRACTICE OF FREE—MARKET
CAPITALISM. IT WILL PROVIDE
BUSINESS AND PUBLIC POLICY WITH
A POWERFUL NEW TOOL FOR
ECONOMIC DEVELOPMENT,
PROFITABILITY, AND THE PROMOTION
OF THE PUBLIC GOOD"

— PAUL HAWKEN

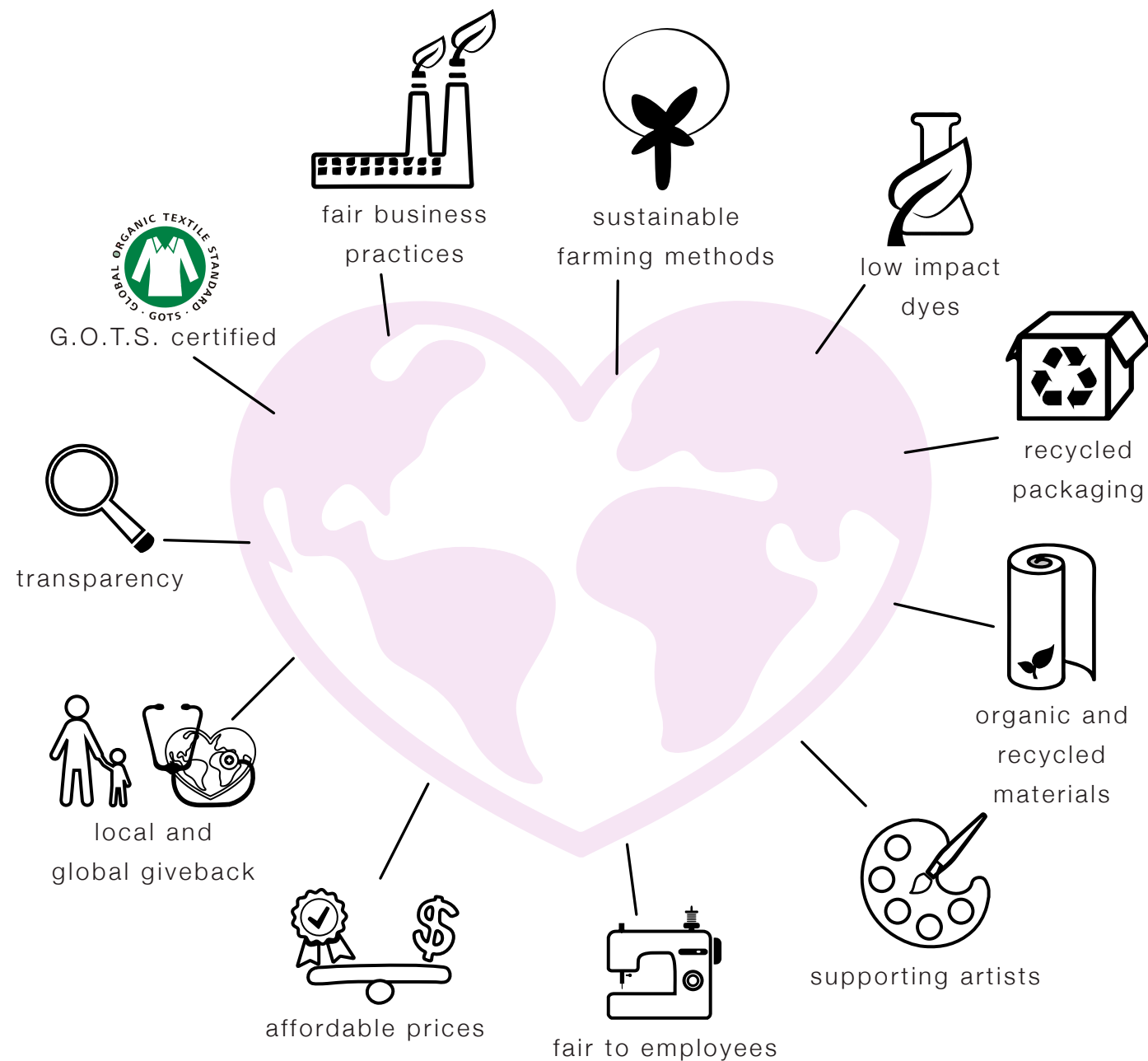
A photograph of three children standing on a wooden bridge with a lattice railing. The bridge is over a body of water, and a dense green forest is in the background. The child on the left is a boy with short dark hair, wearing a white t-shirt with orange horizontal stripes and grey shorts. The child in the middle is a girl with long dark hair, wearing a grey t-shirt with a pink and red graphic of a person and a pink skirt. The child on the right is a boy with short dark hair, wearing a white t-shirt with a black and orange geometric pattern and black shorts. A semi-transparent purple banner is at the bottom of the image, containing the text "THE WORLD OF ART & EDEN" in white capital letters.

THE WORLD OF ART & EDEN

SUSTAINABILITY: IT'S NOT OUR DREAM. IT'S OUR DNA.

In creating art & eden, we put sustainability and love into everything we do; it is in our DNA, our genetic code. We actively focused on quality, which meant seeking out sustainability experts, attaining green certifications, finding great factories that treated their people right, and hiring staff based off their passion for change, their personal values, their creativity, and their artistry.

We have integrated sustainability into the fabric of our design thinking. We have now raised the bar on ourselves and set a higher measure of long-term thinking in our corporate standards where we tackle the triad concerns of managing business to generate economic growth while being mindful of our environment alongside our responsibility towards an equitable society.



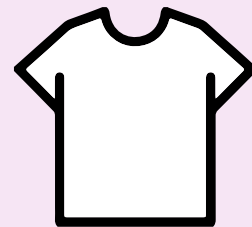
MISSION, VISION, & BELIEFS

MISSION

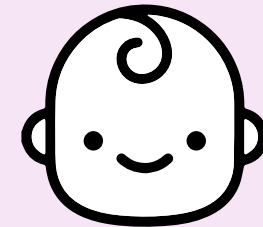
Remarkable children's products. Made responsibly.

VISION

To make the world a better, brighter & greener place



one thoughtful product



one valuable life



one considered
choice at a time

BELIEFS

We believe change is possible and starts from within.

We believe in the power of good choices.

We believe we can learn to be lucky and expect great things to happen.

We believe we must create with heart and build responsibly with the mind.

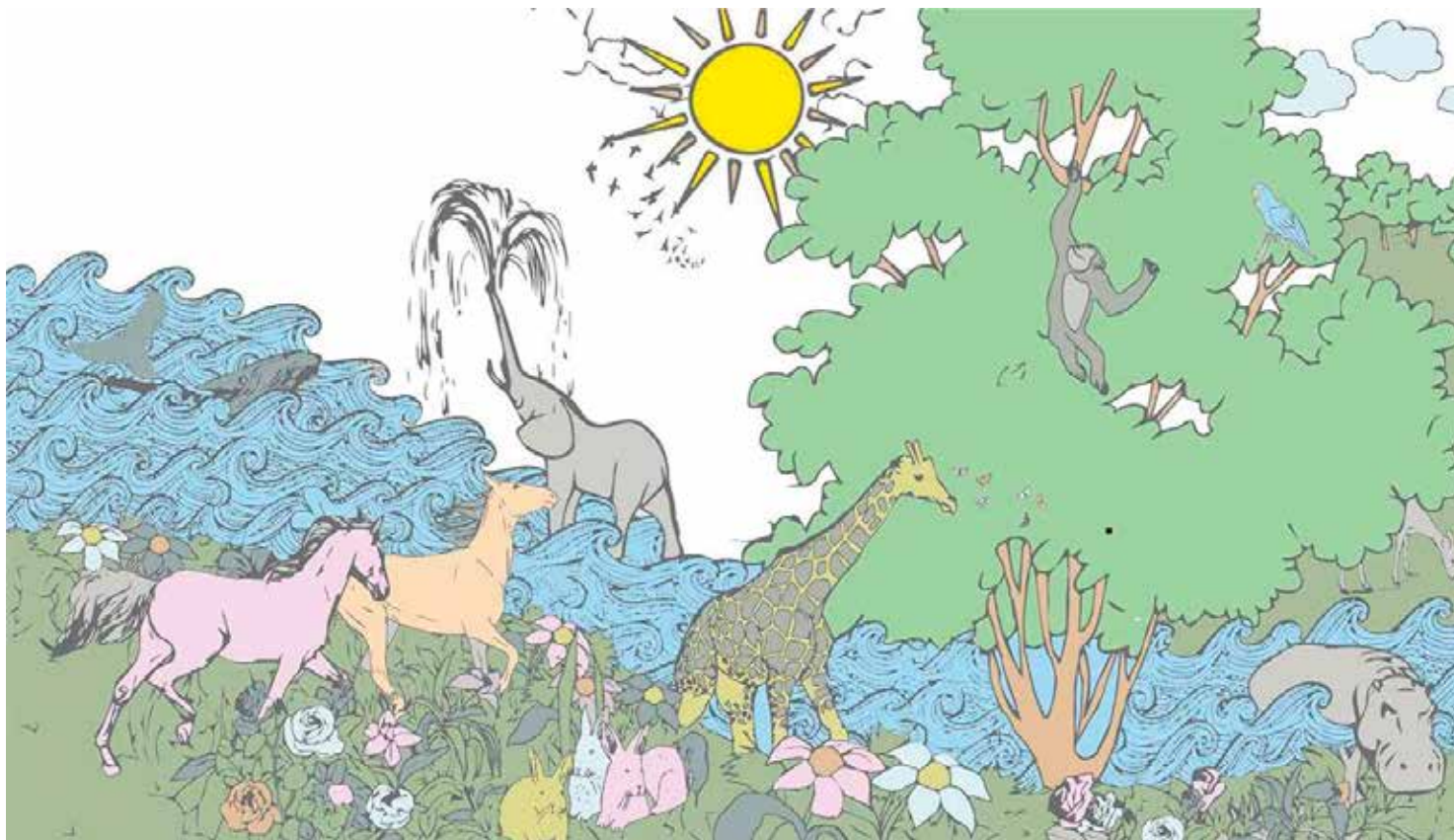
WHAT'S IN A NAME?

ART & EDEN - WHAT'S IN THE NAME?! EVERYTHING!

In our case it captures our entire journey.

art is where our journey commenced and eden is our intended destination.

It was August 2014, our CEO & founder Susan was in India to provide hot nutritious meals from children living in slum dwellings. For this long trip, Susan was reading Seth Godin's Linchpin and that amazing book propelled Susan to course correct - to build considered products and do work that really mattered. She was fascinated by Godin's re-purposed definition of the word art, and that was where our journey started.



ART

is a personal act of courage, something one human does that creates change in another. It is anything that's creative, passionate, and personal. An artist is someone who uses bravery, insight, creativity, and boldness to challenge the status quo - Seth Godin. And that is exactly where our journey began.

art & eden

buy better. do better.

EDEN

is our intended destination. We know we have not inherited this earth from our ancestors but are borrowing it from tomorrow's children. It's our responsibility to leave them this world - as Eden - a paradise - a place they can thrive in.

A PUBLIC BENEFIT CORPORATION

Registered as a Public Benefit Corporation, (PBC) art & eden clearly established its intention since inception to include public good as part of the company charter in addition to maximizing shareholder value.

One of the most revolutionary shifts for us, as we began art & eden was to choose the freedom to serve the goals of all our corporate constituencies and stakeholders such as our shareholders, employees, customers, and our local and global communities along with our broader goal to protect the environment. We have chosen to be a Public Benefit Corporation which is a business entity that can pursue social good while ensuring a profitable business.



ART & EDEN IS IN BUSINESS TO MAKE BUSINESS BETTER

BETTER FOR OUR PEOPLE ✓

BETTER FOR THE PLANET ✓

BETTER FOR OUR LOCAL AND
GLOBAL COMMUNITIES ✓

BRAND RECOGNITION & AWARDS



Our commitment to sustainability has resulted in overwhelming support and industry recognition. We have been creating remarkable children's clothing, made responsibly, for three award winning years in a row. In 2017 we won Earnshaw Magazine's award for the best new children's wear brand, in 2018 we received the Eco Excellence award for the most sustainable and socially responsible brand in kids fashion, and for 2019 we received the Eco Excellence award for being the most socially responsible brand in kids fashion.



"ENROLL YOUR BODY, SOUL AND SPIRIT AND ENGAGE YOUR TIME TO
DO WHAT YOU KNOW BEST. DEDICATE YOURSELF TO THE WORK AT
HAND AND YOU WILL BE REWARDED BY THE FRUITS YOU WILL BEAR!"

- ISRAELMORE AYIVOR



SUSTAINABILITY STRATEGY

OUR DESIGN STANDARD

TRIPLE TOP LINE ACCOUNTABILITY:

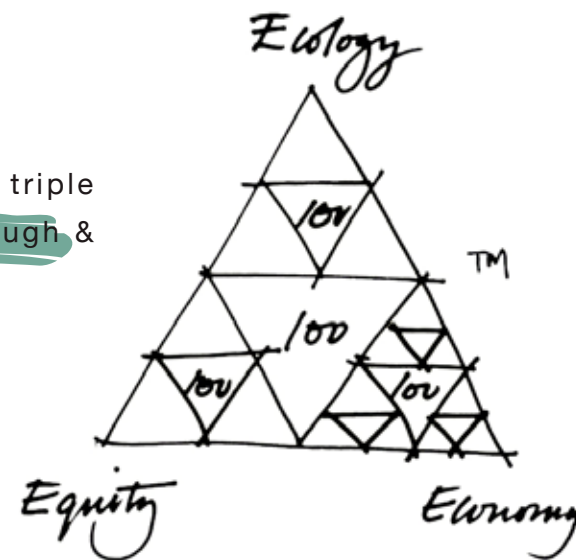
We have embraced a new way forward for business - a whole new brighter and better future with a much more fulfilling agenda.

Conventionally, businesses embrace corporate social responsibility, as an end of pipe initiative.

We have challenged that status quo and do not agree that being “less bad” equates to being good.

We decided to change our business intentions as the first step in a transition from profit at any cost - to the creation of a whole new model where profit has a greater purpose and a multiplicity of added values.

This shift in our perspective resulted in our embrace of triple top line accountability as pioneered by William McDonough & Michael Braungart.⁹ See how the concept works



At art & eden we moved accountability to the start of the design process. We chose to anchor intelligent, sustainable design deep within our corporate strategy, so we could drive really thoughtful and considered design decisions that would yield positive effects, rather than limited liabilities as we engaged in commerce.

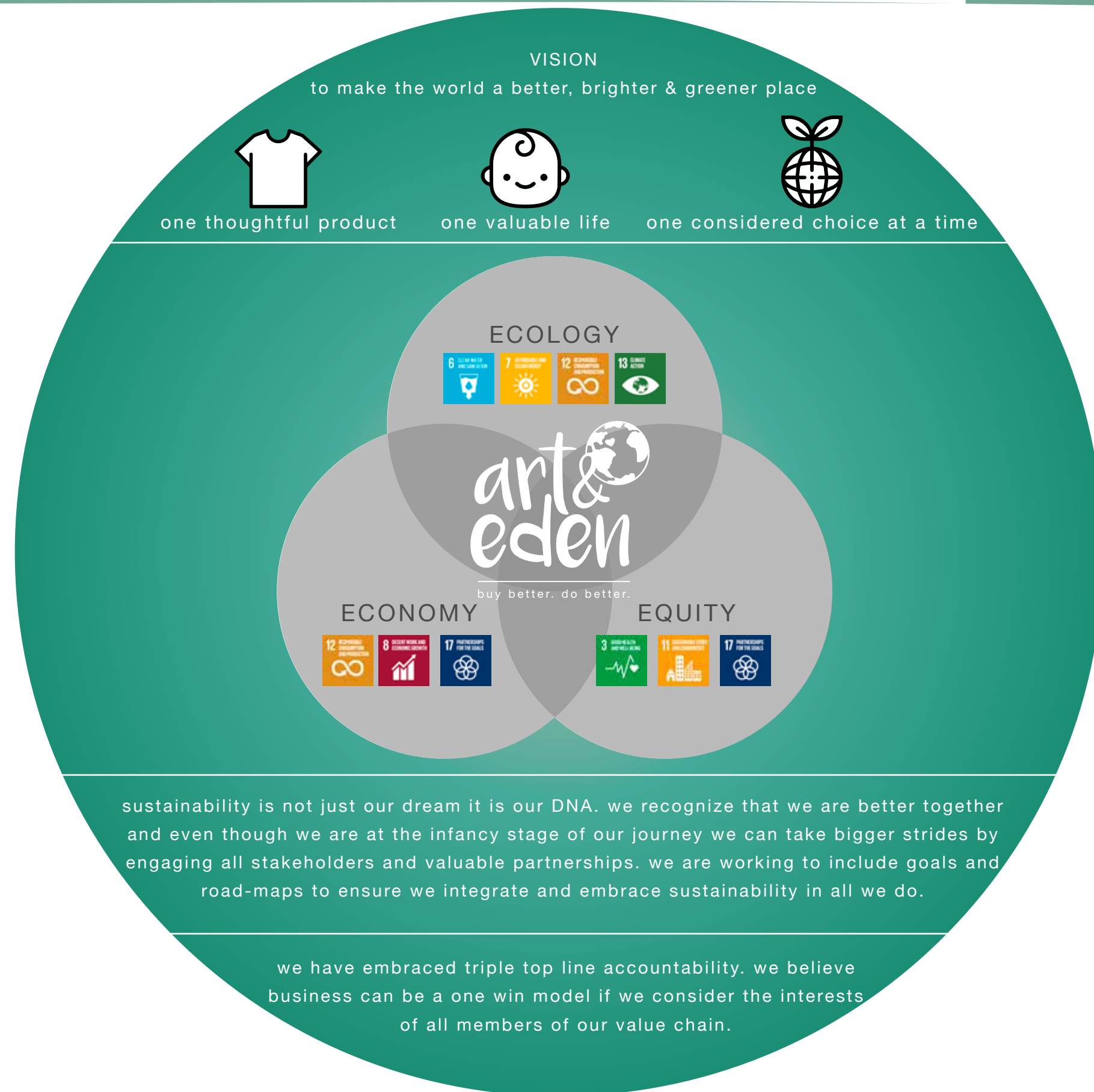
Prosperity and keeping a close eye on the bottom line is vital for business and we ensured we built a business to generate economic value while also celebrating our communities and enhanced the health of all species.

OUR MORAL IMAGINATION
HAS BEEN IGNITED.

WE ARE CALLING FOR A
RADICAL-REDEFINITION.

WE ARE CALLING FOR A RETURN TO
LOVE, A RETURN TO HONESTY, AND
A RETURN TO RESPONSIBILITY.

A DYNAMIC INTERPLAY OF ECONOMY. ECOLOGY. EQUITY.





"NEVER DOUBT THAT A
SMALL GROUP OF
THOUGHTFUL, COMMITTED
CITIZENS CAN CHANGE THE
WORLD. INDEED IT'S THE
ONLY THING THAT EVER HAS"

— MARGARET MEAD



**A DYNAMIC INTERPLAY OF
ECONOMY. ECOLOGY. EQUITY.**

ECONOMY: BETTER PRODUCT & PROCESS

BEGINNING WITH MATERIALS

art & eden is G.O.T.S. certified, which means that an organic certifier monitors all phases of our production. That means we ban the use of dangerous chemical treatments in any part of our supply chain, that our farms and factories require the humane treatment of animals and that every one of our garments is made with organic materials.

We strive for a high quality of life and work in our offices as well, and we operate with environmental mindfulness, constantly striving to conserve and reuse resources. We are registered as a public benefit corporation so our commitment to triple top line accountability is set in stone.

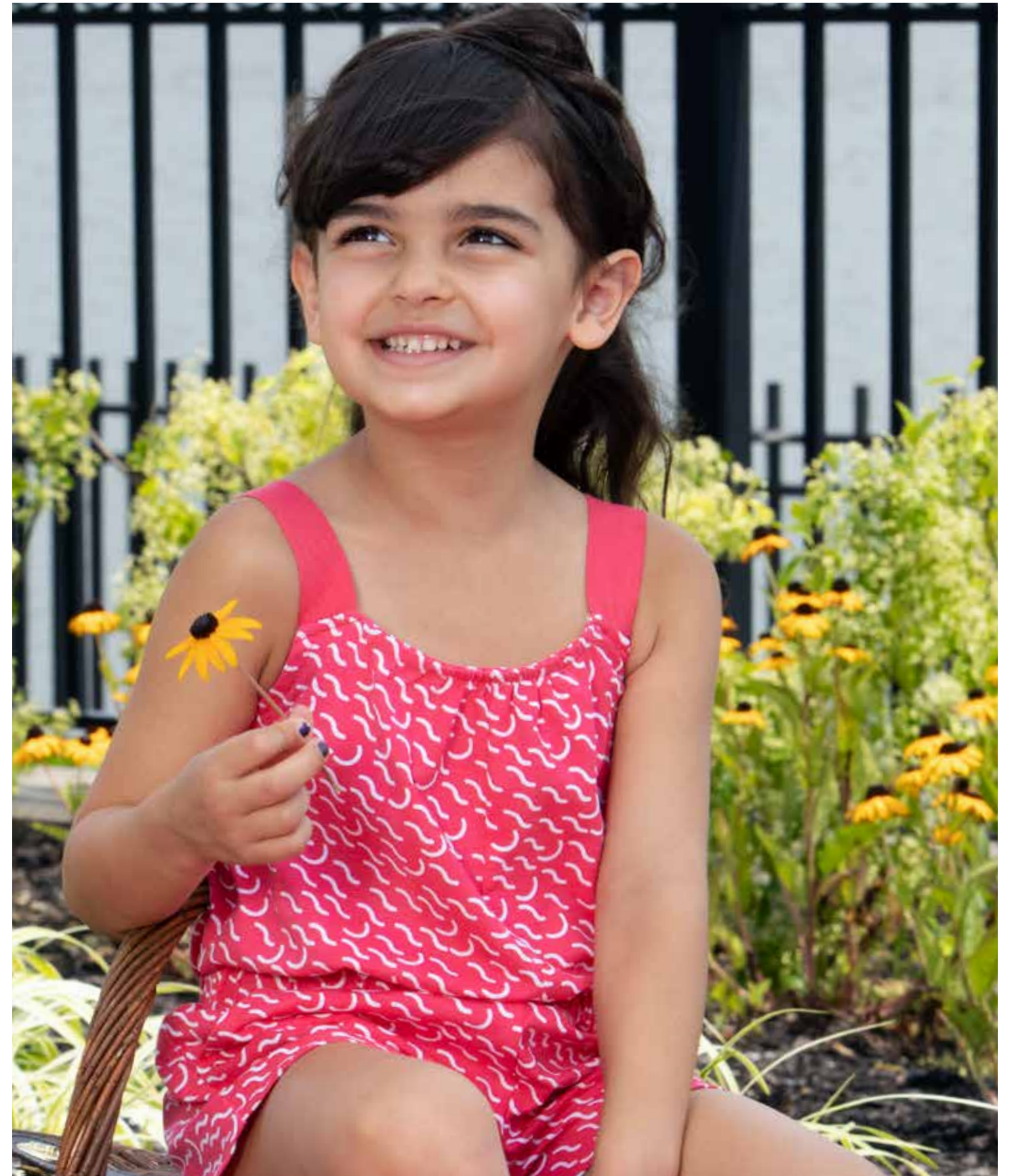
THE NEXT STEP IS CERTIFICATIONS

The supply chain can be tricky, long and difficult to follow, so it was of utmost importance to us that we have checkpoints at every step of the way. In addition to monitoring our entire production line, the certification also ensures that factory employees have safe, ethical working conditions and pay.¹⁰

OUR CELEBRATION OF CREATIVITY

In addition to our sustainability efforts, we incorporate art, color, and fun into all of our products. Our packaging includes tags that kids can use to color and draw on. Our ecommerce boxes are brightly colored and all of our art and designs come straight from the heart. We aim to capture the wildly imaginative energy of children in our artful prints.

We encourage our employees to exercise their creative liberties and play with ideas. We believe that it's better to try & fail than fail to try when we do work that matters. This thinking allows our staff to stumble upon incredibly unique concepts, resulting in the brand you see today: one that is whimsical, imaginative and highly creative.







earth

by art & eden
born to love.

ORGANIC • SAFE • SUSTAINABLE

NORTH AMERICA LAUNCH SS2020



OUR PLANET IS OUR INSPIRATION. OUR CHILDREN ARE OUR LEGACY.

Our products are of the moment, yet timeless, contemporary, yet classic. Our collections reflect the inspiration of a global community of artists. They ink stories about our planet and beyond as they pay tribute to the imagination of little children, a world overflowing with possibilities. Soft fabrics. G.O.T.S. certified organic cotton. Eco-friendly dyes. Trims that are led and nickle free. Our remarkable clothing is made responsibly, delighting parents, as style is no longer compromised while they choose sustainability.

EARTH BY ART & EDEN IS BORN TO LOVE



LOVE OUR CHILDREN ✓

LOVE OUR PLANET ✓





WE START WITH HEART AND
ADD BOLD, BEAUTIFUL ART PRINTED WITH
LOW-IMPACT DYES ON ORGANIC MATERIALS
**YOU SHOW YOUR STYLE &
THAT YOU CARE** WITH CLOTHES
THAT ARE GOOD TO THE EARTH, GOOD FOR
THE PEOPLE THAT MAKE THEM, AND GREAT
FOR OUR CHILDREN THAT WEAR THEM

--The 'earth' *without 'art' is just 'eh'*--

ALIGNMENT WITH U.N. GOALS

U.N. SUSTAINABLE DEVELOPMENT GOALS

Transforming our world:

the U.N. 2030 Agenda for Sustainable Development.⁸

The U.N. Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace, and justice. The Goals interconnect and in order to leave no one behind and at art & eden we are unified with the U.N. vision and committed to do our part as well in building a better world for all.



art & eden: We recognize that transforming the world starts by transforming ourselves.

Sustainability is the foundation on which our business has been built and we are committed to building a business that builds for prosperity by integrating the interests of product, people, and planet. We believe this can be achieved by an intelligent design process and an embrace of triple top line accountability.

ART & EDEN ALIGNMENT WITH U.N. GOALS



OUR FACTORIES

FROM START TO FINISH: A LOOK INTO OUR MILLS & FACTORIES

1. COTTON IS HARVESTED



2. COTTON IS CONVERTED TO YARN



3. YARN IS CONVERTED TO FABRIC



4. FABRIC IS DYED



6. FABRIC IS PRNITED



7. FABRIC IS STITCHED



8. CLOTHING IS CHECKED

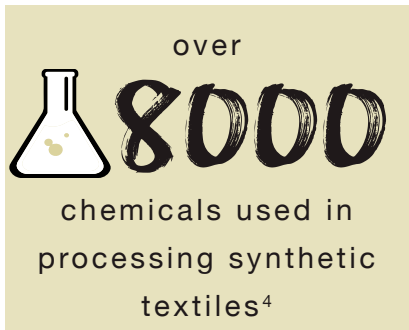
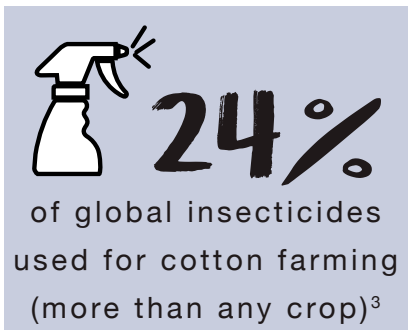
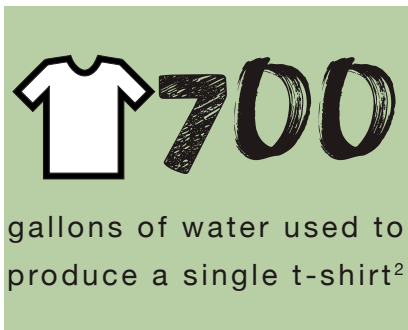
START

FINISH



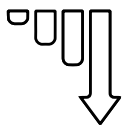
**A DYNAMIC INTERPLAY OF
ECONOMY. ECOLOGY. EQUITY.**

TODAYS CLOTHING INDUSTRY:



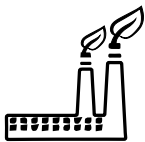
"DO THE BEST YOU CAN UNTIL YOU KNOW BETTER. THEN WHEN YOU KNOW BETTER, DO BETTER"
— MAYA ANGELOU

at art & eden we recognize the responsibility we collectively share towards caring for our planet. We are mindful about our choices and their impact. We choose organic, sustainable options wherever we can - whether it's a commitment to environmentally sound practices or a dedication to improving lives in our communities, we are working daily towards our goal of engaging in production processes and services that are human, worthy, dignified, and intrinsically satisfying



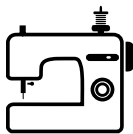
reduce

our strategic starting point is to prevent unnecessary carbon emissions from sourcing, product manufacture, distribution, and company operations



green practices

our factories are approved by global organic textile standards and their dyeing and printing mills have a zero waste water discharge process



manufacturing + distribution

we believe in doing things efficiently—and we count on our partners to do the same.

FROM SEED TO STORE: HOW OUR GARMENTS ARE MADE

ORGANIC COTTON

Your little ones may eat organic, but do they wear organic? Today's clothing industry—a two and a half trillion dollar industry—uses over 8,000 synthetic chemicals.³ Cotton alone accounts for 24% of global insecticides, more than any other single crop.⁴ These insecticides harm the health of consumers, agricultural workers, and the environment.

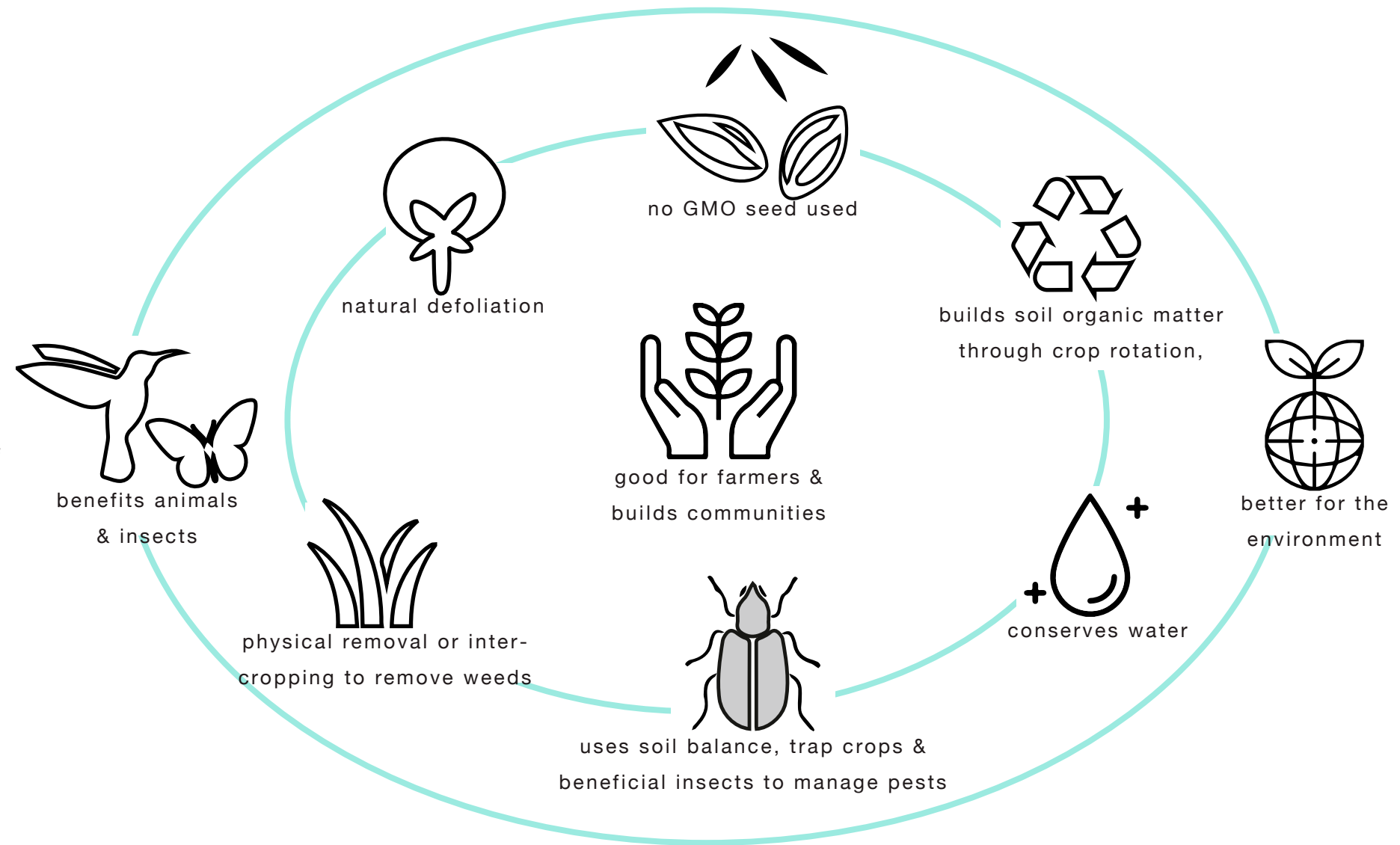
art & eden is committed to using organic materials. We use G.O.T.S. certified organic cotton which means a few things: Organic cotton is produced and certified to organic agricultural standards. Its production sustains the health of soils, ecosystems and people by using natural processes rather than artificial inputs. Importantly, organic cotton farming does not allow the use of toxic chemicals or G.M.O.s (genetically modified organisms). Instead, it combines tradition, innovation, and science to benefit the shared environment and promote a good quality of life for all involved.⁵

While we are proud to only use organic cotton, we also know that cotton takes a toll on the environment due to the amount of water it requires for production. Therefore, we also stay on the forefront of new sustainable materials and research so that we can continue to improve our fabrics as better technologies emerge.

OUR YARN

The organic cotton in art & eden's clothes is grown at certified organic farms, and then spun into yarn at G.O.T.S. certified yarn mills. These farms and mills are also located in India. Some are as close as 50 km away from our main factories in Tirpur, and some as far as north India.

In order to qualify as organic, the farms need to prove that they've abstained from pesticides for at least 3 – 4 years. This ensures that there are no chemical remains that contaminate production. In order to qualify for the G.O.T.S. Certification, both the farms and the mills need to prove that they meet G.O.T.S. sustainability requirements, as well as ethical standards for labor employment.



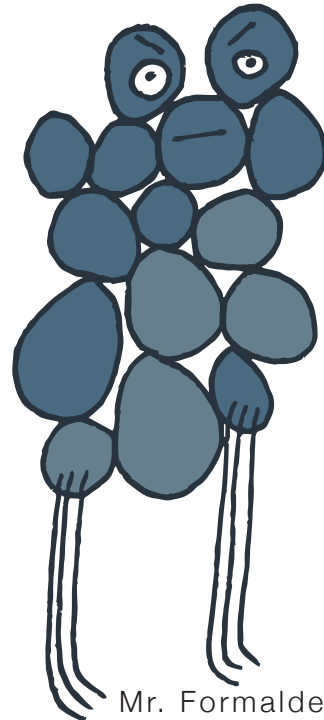
NOTES OF INTEREST

The upside for farmers growing organic cotton is that they can reuse the seeds, whereas with G.M.O. farming, the seeds are not re-potable so they need to buy new seeds every season. Even though the G.M.O. seeds are cheaper, the whole thing becomes much more expensive for the farmers in the long run. Many of the organic farms also don't use irrigation systems, relying solely on rain. When asking one of our factory managers what farmers do when faced with water scarcity, he shared that a government program stores surplus cotton from seasons with abundant growth. This extra cotton storage keeps the yarn mills going when farmers are hit with a dry season. It's tough on the farmers, but production keeps on going. When asked about plans for the future—with increasing water scarcity and extreme weather conditions—he replied, "Until now we haven't had that kind of problem [of cotton scarcity]. We don't know about the future."

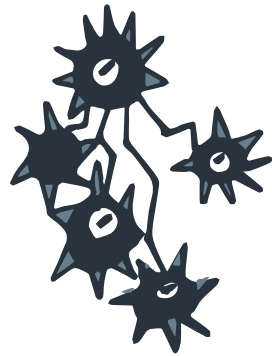
OUR LOW-IMPACT DYES

WE SAY NO TO HIGHLY TOXIC CHEMICALS THAT HARM OUR CHILDREN AND OUR PLANET!

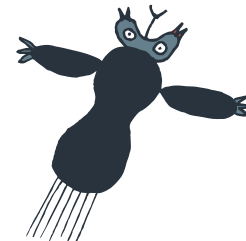
Even though awareness is spreading, thanks in large part to the campaigning of concerned parents and environmental nonprofits, the fashion industry still relies on massive amounts of toxic chemicals.



Mr. Formaldehyde



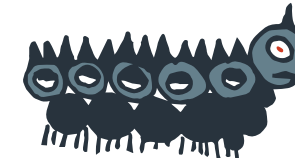
Ms. NPE/NP



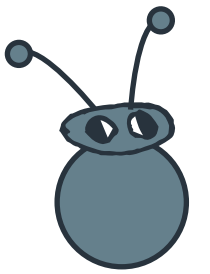
Mrs. Phthalates



Mr. Organotins



Mr. PFC



Mr. Antimony

WE SAY NO TO THE ABOVE OFFENDERS BECAUSE THEY AFFECT:

Our Kids!

- Skin
- Immune systems
- Nervous systems
- Respiratory function
- Healthy hormonal development

Our Animals!

- Bioaccumulative
- Hazardous to immune, reproductive, and nervous systems
- Potentially carcinogenic

Our Water!

- Often released into waste water, contaminating rivers, lakes, & oceans
- Found in water people bathe, cook, and fish in

6

OUR LOW-IMPACT DYES

WHAT'S IN OUR DYES

The organic cotton in art & eden's clothes is grown at certified organic farms, all of our factories use G.O.T.S. approved dyes, most of which are imported from Germany—where the leading high-quality dye producers are located. The main brand we source from is Huntsman, but we also use Dystar for pigments and Zydex for plastisol (needed for screen printing). Some of our factories mix their own dyes, only importing what they are unable to create in-house.

It's not good enough for us only to know what isn't in our clothes, we needed to be able—with full transparency—to tell our customers what is in them as well. Our full list of all possible ingredients, is a long list of names many of which most don't recognize. And that's because a fully organic, completely plant-derived range of dyes does not yet exist for any company producing on a non-local scale.

There are places like The Colours of Nature that are reviving ancient techniques of indigo dyeing, but the process comes with big limitations on patterns, prints and some colors. When speaking to the owner at one of our main factories, he said that there are also many mixed opinions about what dyeing process is actually most earth-friendly.

Some people argue that only using organic, plant-based dyes would require significantly more land, water and natural resources, making it ultimately unsustainable for the scale that fashion is currently operating on. 'So what do we do?' we asked him. With a sigh, he said (and we agree!), "Really, the only way to help this earth is to consume less."

So, while we can't tell you the history of each ingredient in our dyes, what we can tell you is that all of our dyes are AZO-free, as well as clear of other toxic chemicals. The dyes are also vegetable based, though not entirely chemical free.

Because we use organic fabrics and low-impact dyes, one of the challenges factories face is that they can't always produce the same exact colors for each garment. When asking one factory owner about something he'd like his customers to know about the organic process, he said, "Sometimes the color variation may be there because in regular virgin cotton, we can reach whatever colors the clients requires. In organic cotton, we cannot always reach them. It can match within the family of the color, but it may not be exact each time... That's the only big challenge in organic cotton that we're facing right now."

HOW WE DYE

The process of dyeing also varies slightly between factories. Our smaller factory switched to a 100% salt-free dyeing process last year, which they are extremely proud of! Going salt-free saves a considerable amount of water. They are one of the first factories in Tirpur to achieve this milestone, and one of five in all of South India who offer salt-free dyeing.

At this factory, they also have two different dyeing machines: 1 cold water machine and 1 soft flow (hot water) dyeing machine. They determine which clothes are dyed in which machine based off the color needed for the product. The machines have minimal liquid discharge, about 10 – 12%, and that water goes into their reverse osmosis plant to be recycled and reused.

Most of our factories operate similarly, though they vary in terms of how many machines they have, and what type of machine they use. The other factories we produce with are not yet salt-free. However, they do all have water waste treatment plants that use the same reverse osmosis technology. This ensures that they reuse most of the water they lose during production, and that the water is treated so that it isn't toxic to the earth if/when it isn't reused by the factory.



OUR SUSTAINABLE DENIM

MAKING DENIM SUSTAINABLY

Did you know about 1,800 gallons of water are required to produce a single pair of jeans?¹¹ This year we introduced a line of sustainable denim clothing that is different. The sulphur dying method utilized by our factory reduces water consumption to 3.5 liters/kg from 12 litres/kg used for the washing and oxidation process (that's 71%)! Their custom-designed counter flow system reuses the water used in the production process, resulting in serious water savings.

The factory also maintains responsible liquid discharge by resorting to in-plant pre-treatment of effluent and further water treatment involving sending effluents to another organization for waste-water management.

Our jeans were also created with energy waste reduction in mind. The steam condensate system, flash steam recovery system, and heat recovery system on the boiler and thermopac ensure energy produced is reused after recovery to increase efficiency and reduce waste.

And if you were wondering what happens with the denim waste that is created at our factories - it is recycled for another purpose! The factories recycle it into paper for in-house use.



The infographic features a light blue background. On the left, a young girl with brown hair, wearing a white t-shirt with a colorful graphic and light blue jeans with a white side stripe, stands smiling. In the center, a white rectangular box with a blue border contains the text: "DID YOU KNOW? about 1,800 gallons of water are needed to produce a SINGLE pair of jeans? our jeans are DIFFERENT". To the right of the box is a cartoon illustration of a yellow sunflower with a smiling face, surrounded by green leaves and a pink flower. A dotted line leads from the sunflower to a pair of blue denim shorts on the right. Above the shorts, the text reads: "our denim only uses 30% of the water most jeans uses...". Below the shorts, it says: "our denim waste is RECYCLED into paper for in-house factory use." A small white flower icon is on the right pocket of the shorts. At the bottom left of the infographic, there is a cartoon snail and a green rabbit.

DID YOU KNOW?
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our denim waste is RECYCLED into paper
for in-house factory use.

OUR SUSTAINABLE DENIM

A NEW DENIM DIRECTION

As excited as we are to be producing denim that is better for the environment, we are constantly innovating to discover new ways we can continue to further the sustainability of our products, making them the best in the world while also being best for the world. Our factories are working hard to develop new methods to continuously make their production better for the planet.

Currently, our factories save 2133 kgs of carbon, 450kWh of electricity, and 21KL of water from being wasted in production every day, in addition to keeping 11KL of toxic chemicals from entering into the environment daily. By 2025, we have set our sights to go even further in rising above industry norms to create the most sustainable denim out there.



- Our goals for 2025 include:
- Adopt leading water stewardship standards to evaluate and reduce resource consumption in materials in the supply chain
 - Achieve a 90% reuse rate of water in the manufacturing process
 - Reduce blue water consumption by 80%
 - Reduce chemical consumption by 25%/KG
 - 100% traceability in the supply chain
 - 100% use of sustainable materials
 - 100% use of reused or recycled industrial waste for products and energy
 - Source 30% of energy from renewable sources
 - Conduct regular life cycle assessments of fabric products and processes
 - Have a cradle to cradle certification for at least 10% of fabric products

OUR G.O.T.S. CERTIFICATION



art & eden is G.O.T.S. certified, which means that an organic certifier monitors all phases of our production. That means we ban the use of dangerous chemical treatments in any part of our supply chain, that our farms and factories require the humane treatment of animals and that every one of our garments is made with organic materials.¹⁰

The supply chain can be tricky, long and difficult to follow, so it was of utmost importance to us that we have checkpoints at every step of the way.

In addition to monitoring our entire production line, the certification also ensures that factory employees have safe, ethical working conditions and pay.¹⁰

We strive for a high quality of life and work in our offices as well, and we operate with environmental mindfulness, constantly striving to conserve and reuse resources. We are registered as a public benefit corporation so our commitment to triple top line accountability is set in stone.



IMAGINE A NEW WAY
FORWARD:
THE ART & EDEN WAY



OUR SUSTAINABLE PACKAGING

We make great efforts to ensure all of our packaging materials are sustainably made.

Our poly bag packaging is biodegradable, our tags are made from recycled paper, our hangers are made from recycled plastic, and we use recycled cardboard for our ecommerce delivery boxes.

After the garments are packaged, they are shipped off and into your hands!



buy better. do better.

ORGANIC • SAFE • SUSTAINABLE

art&eden
buy better. do better.

better for the planet
sustainable materials low impact dyes
recycled packaging

better for the people who make them
fair business practices
supporting artists

better for the people who wear them
gentle on the skin


@artandeden
artandeden.com
100% recycled paper


organic certified
by: control union
license no. XXXX



buy better. do better.

ORGANIC • SAFE • SUSTAINABLE



THE SHAPE OF CHANGE

THE REWEAR PROGRAM IN PARTNERSHIP WITH KIDIZEN

art & eden is truly fired up to announce our partnership with Kidizen's Re-wear program. Having invested in producing good quality products, with ecologically intelligent processes, we are so excited that via the Re-wear program we can extend the useful life of our clothing in an effective way to reduce our environmental footprint.

Extending the life of our garments, aligns with our embrace of the circular economy framework that emphasizes the importance of keeping materials flowing through the product lifecycle, at their highest quality possible, continually being reused, and ideally avoiding landfills.

When a kid outgrows their art & eden outfit, what happens next?

This is a question of great importance to us. We wanted to find a circular solution for our well-loved clothing in our cared for planet. We took a big step in answering the "what happens next?" question this year by partnering with Kidizen to launch our clothing rewear program.

Our rewear program aims to prevent unnecessary waste and put money back in parent's pockets for their briefly used or outgrown art & eden clothes. art & eden customers can now easily sell their used art & eden clothing at our Kidizen page.

This extends the life of every garment and provides value for sellers and buyers to prevent waste and preserve our planet. We aspire to eventually become a cradle to cradle certified brand in the future.

A SHIFT TO CIRCULARITY

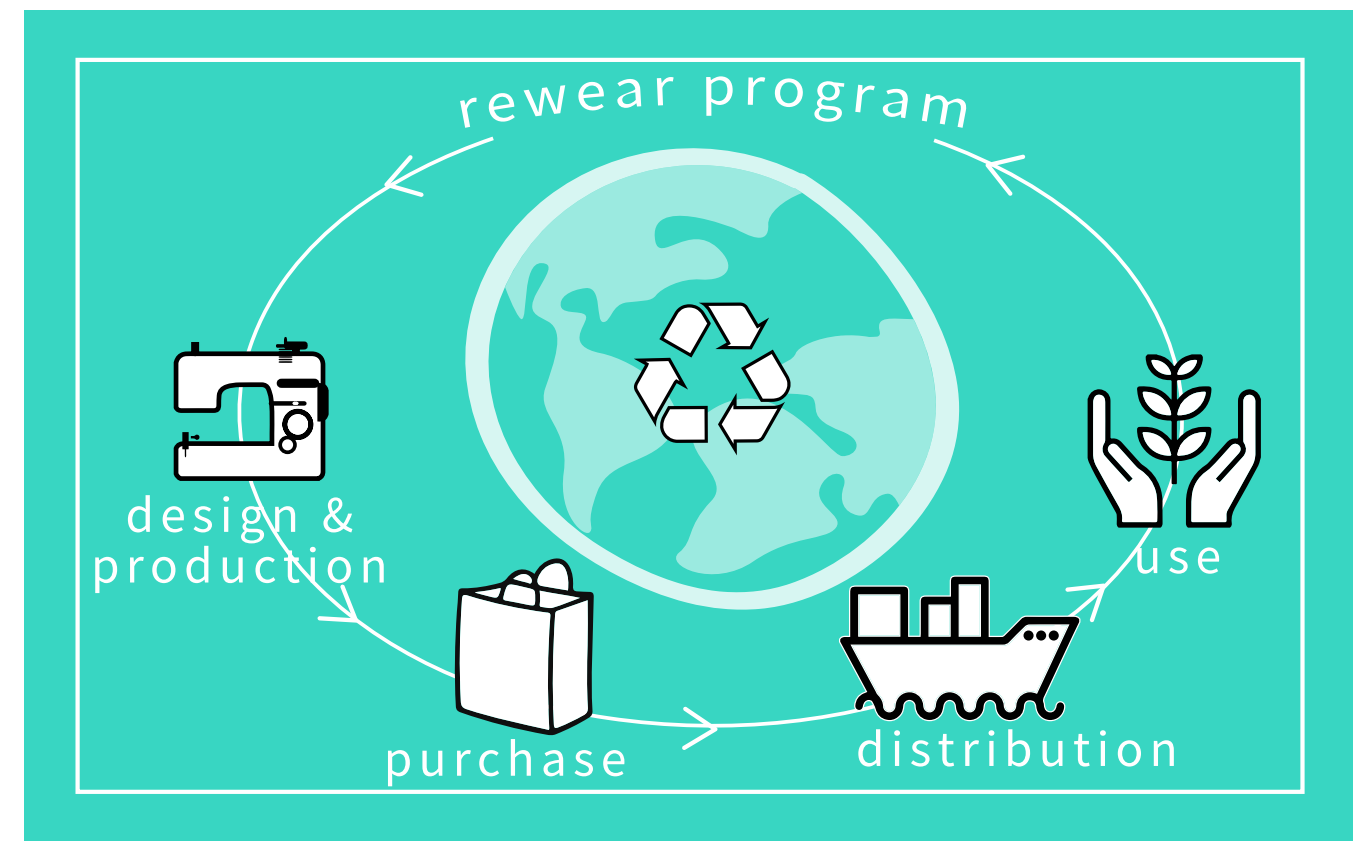
We recognize that businesses can no longer function using a take - make - waste model of production, but must adapt to serve the needs of all the shareholders affected by their activities.

Since our inception, we have designed our production process with the intention of protecting our earth.

We have done this by minimizing waste, incorporating reused and recycled materials, and innovating new production, packaging, and retailing methods that allow our business to give back to that from which it takes and us to extend the life cycle of our products.



kidizen



ANIMAL CONSCIOUS

For some species, time on our planet Earth is running out. More than 1,000,000 species are threatened with extinction. That is 12.5% of all estimated species on earth. We'll lose more species of plants and animals between 2000 and 2065 than we've lost in the last 65 million years. This is the first extinction where human beings are the greatest threat to the survival of endangered species through poaching, habitat destruction, and the effects of climate change.¹²

These facts were our call to action – to do work that mattered - a realization that we all are but a strand in the web of life, and that we are each responsible for one another’s welfare. As a team we dreamed of doing something to bring awareness to the delicate balance in which life is woven.



We are thrilled that through our partnership with Animal Planet we saw another dream to do work that matters come to fruition in our serendipity filled journey. At art & eden, our attention has always been captured by the beauty of biological diversity and our artists have done a terrific job of converting biota as it walks, flies, roars, barks crawls, swims, swoops, & buzzes on our fabric. We recognize that while terrestrial, aquatic, and aerial life mesmerizes us with its vibrant beauty and voice - extinction is mute and silent, and it has no voice but our own.

The animals we so enjoy today – could well be in the history books of tomorrow's children! We are thankful that through this partnership, we could bring awareness to the beauty of life in our world and could collectively seek progress through responsible interaction with the diversity that surrounds us.



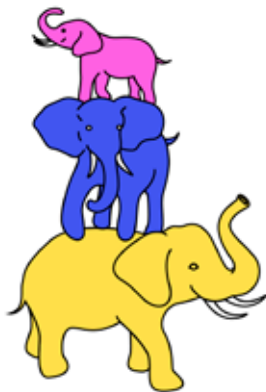


BENGAL TIGERS are the national animal of India and Bangladesh. Their stripes are unique to each tiger, just like fingerprints are to humans. These Tigers are very solitary, and they mark their territory with their scent. Even though Bengal tigers have the largest number of living Tigers in their species, they are still under constant threat of extinction.

Level of risk? Endangered
How many are left? About 2,500

AMUR LEOPARDS are a rare subspecies of leopard. They are known to hide their food to save it from other hungry predators, coming back to eat it later. They can jump really, really high and far: up to 10 feet vertically and up to 20 feet horizontally!

Level of risk? Critically Endangered
How many are left? About 60



ASIAN ELEPHANTS There are three kinds of Asian Elephants: Indian elephants, Sri Lankan elephants, and Sumatran elephants. Asian elephants are very intelligent! They are one of the only mammals that can recognize themselves in the mirror. They also live in groups between 6 – 8 elephants, led by an older female elephant. That means they live in matriarchies, where an older female runs things. Elephants are very playful, mischievous, and feeling. They are beloved by many who know them.

Level of risk? Endangered
How many are left? 40,000 - 50,000

GIANT PANDAS are peaceful animals that are loved by people around the world. They are extremely rare and can only be found in the mountains of western China, where they are considered a national treasure. Pandas live almost entirely off of bamboo, which is why they live in bamboo forests. They have to eat between 26 – 84 pounds of bamboo every day! Luckily for pandas, they are great at climbing trees.

Level of risk? Vulnerable
How many are left? 1,864



SUMATRAN RHINOS are the smallest species left of the rhinos, and the only Asian rhino that has two horns. They are born with a reddish, brown covering that becomes black and hair-like when they become adults, which is why they are sometimes known as the 'hairy rhino.' Of all the rhinos left, they are most closely related to the extinct woolly rhinos. Unfortunately, they compete with the Javan Rhino as the most threatened rhino species.

Level of risk? Critically Endangered
How many are left? Less than 100



YELLOW-CRESTED COCKATOO likes to eat seeds, berries, fruits, nuts, and flowers, though sometimes it has been found munching on crops of corn and rice. These birds like to roost and eat in groups, and they also tend to develop strong partnerships. They often build their nests in tree hollows, where they can lay up to three eggs.

Level of risk? Critically Endangered
How many are left? Less than 1,000

SEA TURTLES are incredible creatures that help keep sea grass beds and coral reefs healthy. They have existed on Earth and been in this world's water for the last 100 million years. Sea turtles eat plants and smaller animals, including shrimp, crabs, jellyfish, snails, sponges, seaweed, algae, and mollusks. These turtles travel between land and sea, swimming thousands of ocean miles during their long lives.

Level of risk? Critically Endangered – Vulnerable
How many are left? Between 8,000 – 80,000



SHARKS have existed for over hundreds of millions of years. Even though we tend to see only a few kinds of sharks on TV or in the media, there are actually over 400 species of sharks. Some are carnivorous and eat fish (including other sharks), while others only eat tiny plankton or krill. Sharks have an extremely good sense of smell, hearing and sight—that's what makes them such excellent predators. Still, even though many people are terrified of sharks, they are much more threatened by human pollution, poaching, and environmental impact than we are by them.

Level of risk? Vulnerable – endangered
How many are left? Varies based on species

KILLER WHALES / ORCAS like to be social. They live in very close-knit communities of about 30 whales total, and they stay with their whale family for life. The killer whale actually belongs to the family of dolphins, and is the biggest dolphin in the species. Sometimes it's called the 'wolf of the sea' because it behaves similarly when it hunts. Orcas also have wonderful memories that some studies indicate may even be photographic.

Level of risk? Threatened
How many are left? Unknown



BLUE WHALES are incredible! They are the largest animal on the whole planet! They weigh about 33 elephants and are as long as three school buses. The blue whale's belly can hold one ton of krill, and it needs to eat four tons of krill every day. They are also the loudest animals on Earth, even louder than a jet engine. Blue whales are also known for being extremely gentle, making them much loved creatures of the sea.

Level of risk? Endangered
How many are left? 10,000 – 25,000



"BIOLOGICAL DIVERSITY IS MESSY. IT WALKS, IT CRAWLS, IT SWIMS, IT SWOOPS, IT BUZZES.
BUT EXTINCTION IS SILENT, AND IT HAS NO VOICE OTHER THAN OUR OWN" — PAUL HAWKEN ⁴⁷

LESS THAN 4,000 WILD TIGERS REMAIN.
THE ROAR OF THE TIGER IS FADING.
LET'S COMMIT TO BRINGING IT BACK.



Our collaboration helped continue the overall effort of Project CAT, Discovery Communications' ongoing initiative with the World Wildlife Fund dedicated to ensuring a healthy habitat for future generations of tigers. This partnership raised awareness for endangered species and a portion of proceeds went to Project CAT in support of a global effort to double the number of tigers in the wild by 2022.¹⁴

art&eden
children's clothes
that are better

better for the planet
sustainable materials • low impact
dyes • recycled packaging

**better for the people
who make them**
fair business practices
supporting artists

**better for the people
who wear them**
gentle on the skin

better together
change your clothes
change your world

Less than 4,000 wild tigers remain.
The roar of the tiger is fading.
Let's commit to bringing it back.

A portion of the proceeds from your
purchase will support a global effort to
double the number of tigers by 2022

projectcat.discovery.com

art&eden
artandeden.com

@artandeden

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art & eden X Animal Planet collaborative hangtag



GREEN PURCHASING POLICY

PURPOSE

We are adopting a green purchasing policy to ensure the following:

- Create a vision for our business that puts the intention and focus on being mindful about our choices on our planet.
- Minimize our business impact as well as our individual impact
- Support local and global communities



We know that as we take this journey, we will not have all the answers. We are also aware that we do not even have all the questions. We however recognize that our choices do matter and so we are embracing the first steps towards being responsible for the changes we want to see.

We commit to making every endeavor towards adopting a consistent and sustainable supply chain and embrace purchasing practices which take into consideration economic, ethical, & environmental impacts of our purchase.

OUR GREEN PURCHASING POLICY

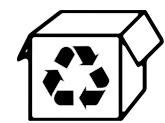
- art & eden's green purchasing policy applies across all departments of the organization, thus articulating a vision to "buy better" by minimizing harmful effects of our consumption on the environment and our communities.
- art & eden commits to actions designed to conserve and protect our environment and educate whenever possible on how our choices matter for our ecosystem and communities.
- art & eden will enter into purchasing agreements with enterprises and businesses that make use of post-consumer reusable or recyclable waste or recyclable content.
- art & eden will actively seek out suppliers that share our vision or a better world and who provide environmentally friendly products and services.
- art & eden will be vigilant about packaging waste.
- art & eden will make our suppliers aware of our Green Purchasing Policy and seek out those suppliers whose products meet our environmental objectives.
- art & eden will endeavor to use products which, to whatever extent possible, have the following attributes or qualities:



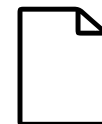
Durable & Multi Use



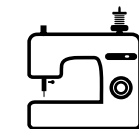
Energy efficient



Recycled materials, maximizing post-consumer content



Create, adopt, and implement an art and eden Paper Policy



Manufactured by companies with good environmental track records



Preferably biodegradable



Environmentally sustainable raw materials



Minimal packaging preferably made of recycled or recyclable materials



Reduce and eliminate the purchase of styrofoam and plastic cutlery

GREEN OFFICE POLICY

PRIORITIES

- Ensure that energy efficiency is a prerequisite when purchasing all appliances
- Ensure water efficiency in value chain
- Avoid the purchase of products that use pesticides and insecticides in their manufacture.
- Purchase recycled paper for all applications where economic use of paper and quality of service is not compromised.
- Ensure that all photocopiers purchased are leased or rented and are capable of double sided copying/printing.
- Purchase phosphate free and biodegradable cleaning materials where their use will not compromise quality of service.
- Wherever possible, purchase equipment that can use main electricity. Where batteries are essential, ensure that low mercury and cadmium batteries or rechargeable batteries are purchased.
- Purchase goods made from recycled and recyclable materials.
- Purchase goods with minimal packaging that are made from recycled and recyclable materials or which can be reused.



PRODUCT CHECKLIST

- ☒ Is it durable?
- ☒ Can it be easily serviced?
- ☒ Is the product reusable?
- ☒ Can we recycle it?
- ☒ Can we lease it?
- ☒ Can we compost it?
- ☒ Does it biodegrade?

PACKAGING CHECKLIST

- ☒ Is it necessary?
- ☒ Can it be eliminated?
- ☒ Is it minimal?
- ☒ Can it be reused or recycled?
- ☒ Are recycled materials used to produce the packaging?
- ☒ Is it made of post-consumer waste?

ENERGY CHECKLIST

- ☒ Is the product energy efficient?
- ☒ Can it be recharged?

PARTNERS CHECKLIST

- ☒ Is the company compliant with environmental regulations?
- ☒ How does the company handle environmental and safety issues?
- ☒ Can the company verify its own environmental standards?
- ☒ Do they have an environmental policy?
- ☒ Is a waste audit in place?



"FASHION SHOULDN'T
COST US THE EARTH"
— ENVIRONMENTAL AUDIT COMPANY



**A DYNAMIC INTERPLAY OF
ECONOMY. ECOLOGY. EQUITY.**

EQUITY: BETTER FOR OUR COMMUNITY

BUY BETTER. DO BETTER.

art & eden is business re-imagined - a thoughtfully built, deeply considered, lifestyle brand for children, created in a sustainable business model that has embraced triple top line accountability ensuring we build a product that's best for the world.

Our, "Buy Better. Do Better." campaign was started to ensure we commit a portion of profits to nourish & empower children in need in our local and global communities. "Buy Better. Do Better." was conceived of as our consumer facing impact endeavor in the first year of our business. In year 2, we decided to also turn this inward and challenge ourselves to "Buy Better. Do Better." with our office purchases and supplies taking our commitment to care for our local and global communities and the planet into a 360 degree approach. This stake in the ground firmly establishes our commitment to be stewards for the planet and mindful of our choices on people in our local and global communities.



NOURISHING & EMPOWERING CHILDREN IN NEED

In the US, we have a partnership with the Camden Street School in Newark, NJ where 95% of the students live below the poverty line. We work with a group of 15 – 20 middle school students, using a curriculum centered on fostering inner authority and building skills in communication, entrepreneurship, teamwork and – of course – the creative arts. We work, play, and create together, learning with and from one another.

Overseas, we have partnered with HOPE *worldwide* to provide vital nutrients to children in need in Central America. We are beyond honored for the opportunity to make a difference in these children's lives. We are also so excited that our customers get to feel the impact of their decision to shop better: for every garment they buy, a portion of the cost goes directly to support the children in our global programs.



OUR LOCAL IMPACT

INTROUDCTION

“It was June 2016, 6 months before the launch of art & eden and my first two team members, Katherine Lee & Monique Steiner, accompanied me to meet Principal Sam Garrison at Camden Street Elementary School in Newark, New Jersey. Our passion for providing children opportunities to flourish made us curious about whether art & eden could play a part in empowering children locally in our community. As we entered the school, we were receptive and eager to understand how we could help – we left weighted with the knowledge that the school was working with 660 kids experiencing larger than life challenges on a daily basis.”

- Susan Correa, C.E.O. & Founder, art & eden

ABOUT CAMDEN STREET ELEMENTARY SCHOOL

When I visited the school, Principal Garrison informed the me that this school is filled with intelligent, talented kids in an underresourced learning environment:

- More than 50% of each class were below the reading grade level
- 30% of students had special needs
- 10% of the kids were English Language Learners.
- Close to 90% of the students received free or reduced lunch
- There were \$4,000,000 in recent budget cuts and state aid to NJ schools decreased.
- These cuts severely limited staffing, extracurricular, and after-school programs at Camden Street Elementary:
- After-school programs were now only able to serve a maximum of 80 students out of 660
- There were no librarians, no media specialists, and no guidance counsellors at the school
- They had only 1 social worker to serve the needs of 660 kids
- There were limited opportunities in physical education, music, art, technology, theatre, library, and media studies
- Extracurricular activities were limited to cheerleading, basketball, and student council ¹⁵

ABOUT THE CITY OF NEWARK

- Average unemployment for the City of Newark is 8.8% - this is 70% higher than the national average, and 60% higher than NJ (5.6%)
- Newark residents employed in the city are concentrated in lower paying jobs in comparison to non-Newark residents.
- Newark residents hold 26% of jobs paying less than \$15K and 28% of the jobs paying between \$15K-40K.
- Newark residents only hold 10% of the jobs paying more than \$40K
- 69% of Newark residents make \$40K or less a year, most are living below the poverty line
- 1 in 3 Newark residents live below the poverty line and 95% of those living in poverty do not have a full time job
- 42% of Newark’s children live below the poverty line
- People of color make up 72% of the city but only hold 39.6% of the jobs
- Only 18% of Newark residents actually work in the city of Newark ¹⁶



I'VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL. IN ORDER TO BE A MENTOR, AND AN EFFECTIVE ONE, ONE MUST CARE. YOU MUST CARE. YOU DON'T HAVE TO KNOW HOW MANY SQUARE MILES ARE IN IDAHO, YOU DON'T NEED TO KNOW WHAT IS THE CHEMICAL MAKEUP OF CHEMISTRY, OR OF BLOOD OR WATER. KNOW WHAT YOU KNOW AND CARE ABOUT THE PERSON, CARE ABOUT WHAT YOU KNOW AND CARE ABOUT THE PERSON YOU'RE SHARING WITH." — MAYA ANGELOU



EMPOWERING THROUGH MENTORSHIP

WHY MENTORSHIP?

“We did not have any experience in serving under-resourced children and though we did not have a clear solution, we realized that when kids are cared for emotionally, psychologically, and physically, we can give them their best chance to thrive in life and academically.

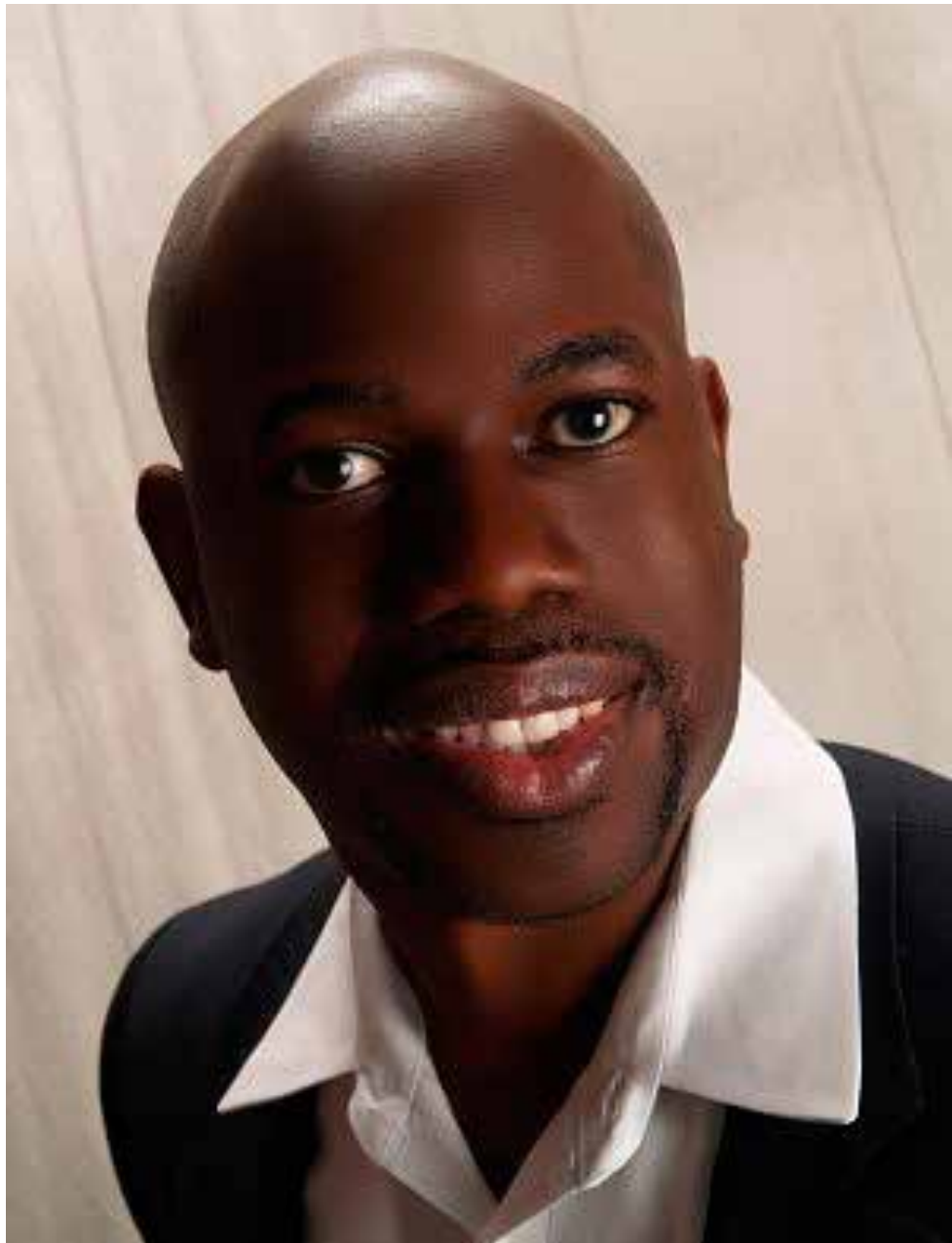
As we brainstormed ideas for how we could translate our care into something tangible, the idea for a mentorship program emerged. A lot of these kids were struggling in large part because of emotional burdens, absent families, malnutrition, or undiagnosed learning disabilities.

We knew that we could not change or even comprehend many of the student’s challenges, but we believed with conviction that there is greatness within every child just waiting to be unleashed. And that conviction filled us with the hope that as faithful friends along their journey, we could co-create a successful future together with them.

And thus commenced our journey - an attempt to take the first step in making a difference in the lives of the Camden Street Elementary School students - quite simply because we cared.” - Susan Correa, C.E.O & Founder, art & eden



A LETTER FROM THE PRINCIPAL



MISSION: To foster creativity, resilience and inner authority in order for students to better support one another and make tangible progress in achieving their dreams.

METHOD: We will build relationships between students and mentors, and between students and outer organizations, so they can grow their networks of emotional and career-oriented support.

A LETTER FROM PRINCIPAL SAM GARRISON

The 21st century world is a direct result of innovation, and men and women of vision and creativity are responsible for its design. It is a world driven by knowledge, technology and a global economy. It is the world our children must be prepared to enter. It follows then, that in order for our students to succeed in this modern world they must not only have dreams, but they must also have the knowledge and skills required to realize their dreams.

The leaders of tomorrow, however, are not born, they are made. The process requires commitment, determination, perseverance, and, most of all, belief - belief that we can overcome life's challenges by being sure of what we hope for and certain of what we cannot see. As a community, we all have the responsibility to inspire our children to be dreamers. If we fail to do so, what will be the legacy we leave to our children? The daily challenges our children and families face are unrelenting and ever increasing, but we cannot allow these circumstances to define them or our work. We know that all students can succeed, and it is our responsibility to ensure that all students do succeed. As an educator this is my passion, to give children the tools they need to achieve their dreams.

- Sam Garrison, Principal

GOALS/DESIRED OUTCOMES:

- Joy
- Empowerment
- Understanding inner authority
- Gaining tools for creative expression, communication, and self-understanding
- Increased self-confidence/self-worth through recognizing and expressing personal creativity
- Increased inner resilience
- Building trust, solidarity, and group-skills within community
- Seeing self as part of a greater community
- Learning by doing: reuse/recycle, give back, social change
- Increased sense of possible career/life paths

Deandre Barthelus

04-30-19

Dear Art and Eden

I want to thank you for this trip. This trip opened my eyes. It showed to never forget the tight, bonded chains or the scars of the whips. Not to hate people but to endure the fight our ancestors had for their freedom. For that I thank you and hope to see you again soon.



MENTORSHIP CURRICULUM

OUR IMPACT SO FAR (2016-2018)

Our program developed significantly between the time of our very first brainstorming session with Principal Garrison up until the start of this past year's mentorship curriculum. Over the course of 16 mentorship sessions, we forged friendships with and engaged with students in shared learning experiences aligned with our learning objectives. Before our program, many of the students had never even visited New York (a short train ride away) and had limited exposure to the arts and STEM subjects. Since the program's inception, students have visited places like The New York Hall of Science, High Rock Park's water testing and animal biology facility, and The MET - to name a few. These visits provided rich, hands-on, educational experiences for over twenty students, developing literacy, problem solving, and cross cultural communication skills while deepening relationships with one another and the art & eden team. More information about these curriculums can be found in our "2017 Our Impact" and "2018 Sustainability Strategy" reports.

FALL 2018-SPRING 2019 CURRICULUM

OCTOBER 5TH, 2018

Over the course of the day, the art & eden staff guided mentees thorough multiple interactive presentations and group projects to help them discover their personal agency and resources for dealing with personal, interpersonal, and systemic challenges facing them. You can find our detailed curriculum for the day in our bibliography.¹⁷

DECEMBER, 2018

In December, our holiday-spirit-filled team planned a day-long agenda to celebrate with the Camden Street Elementary Students. It was a packed day full of games and gift giving overflowing from the heart. Our memorable time together reminded us that the power of giving far exceeds the power of receiving. We were happy not only to give to the students that day, but also to be met with the gifts of joy, participation, and love.

FEBRUARY, 2019

The Intrepid Sea, Air & Space Museum is dedicated to the exhibition and interpretation of history, science, and service as related to its home aboard the aircraft carrier Intrepid, a National Historic Landmark. Exploration of the Museum allowed the kids an examination of original artifacts, historic video footage, and an opportunity to explore interactive exhibits.



MARCH, 2019

Snug Harbor is one of the largest ongoing adaptive reuse sites in America. Their 83-acre campus consists of 26 historical buildings, 7 landmarked structures, and 2 rare landmarked interiors. Sailors’ Snug Harbor, formerly a home for retired sailors built in the 1800s, now houses numerous distinctive botanical gardens and 10 acres of state-mapped wetlands. It is a National Historic Landmark District and a proud Smithsonian Affiliate. The guided tour that we organized for the kids around the gardens & grounds along with a workshop focused on permaculture, planting and ecological sustainability.

APRIL, 2019

The International Center of Photography (ICP) is the world’s leading institution dedicated to photography and visual culture. Cornell Capa founded ICP in 1974 to preserve the legacy of “concerned photography” — the creation of socially and politically minded images that have the potential to educate and change the world. Through its exhibitions, school, public programs, and community outreach, ICP offers an open forum for dialogue about the role that photographs, videos, and new media play in our society. ICP brings together photographers, artists, students, and scholars to create and interpret the realm of the image. The Camden Street Elementary School Students used this unique opportunity to explore photography and visual culture as mediums of empowerment and as catalysts for wide-reaching social change.

APRIL, 2019

The New Museum is a leading destination for new art and new ideas. It is Manhattan's only dedicated contemporary art museum and is respected internationally. The Camden Street Elementary Students got an opportunity to explore new art & new ideas that embraced difference, debate, curiosity, and multiple points of view about race, gender, class, and creed.

MAY, 2019

This program provided an in-depth discussion of the ecology of the estuary and examination and handling of live local aquatic organisms in the Wetlab at Pier 40. Students learned about the morphology and physiology of the live, native animals and preserved specimens on display, and about the importance of conservation in an urban setting. The students also used water-testing and species-sampling equipment. Other topics covered in this program included "Biodiversity and Ecology," "Form and Function," and "What We Can Do To Help." Oyster, plankton, and trap checking stations are popular activities at Pier 40 as well.





Michaela Adu

4/30/19

International Center of Photography

My favorite part of the trip was the wall. We got to choose what we want to bring to the future and what we want to leave behind. My second favorite part was the food. I also liked the wall because it felt like we were in charge of the future.

OUR GLOBAL IMPACT

DOING BETTER:
ONE VALUABLE LIFE AT A TIME

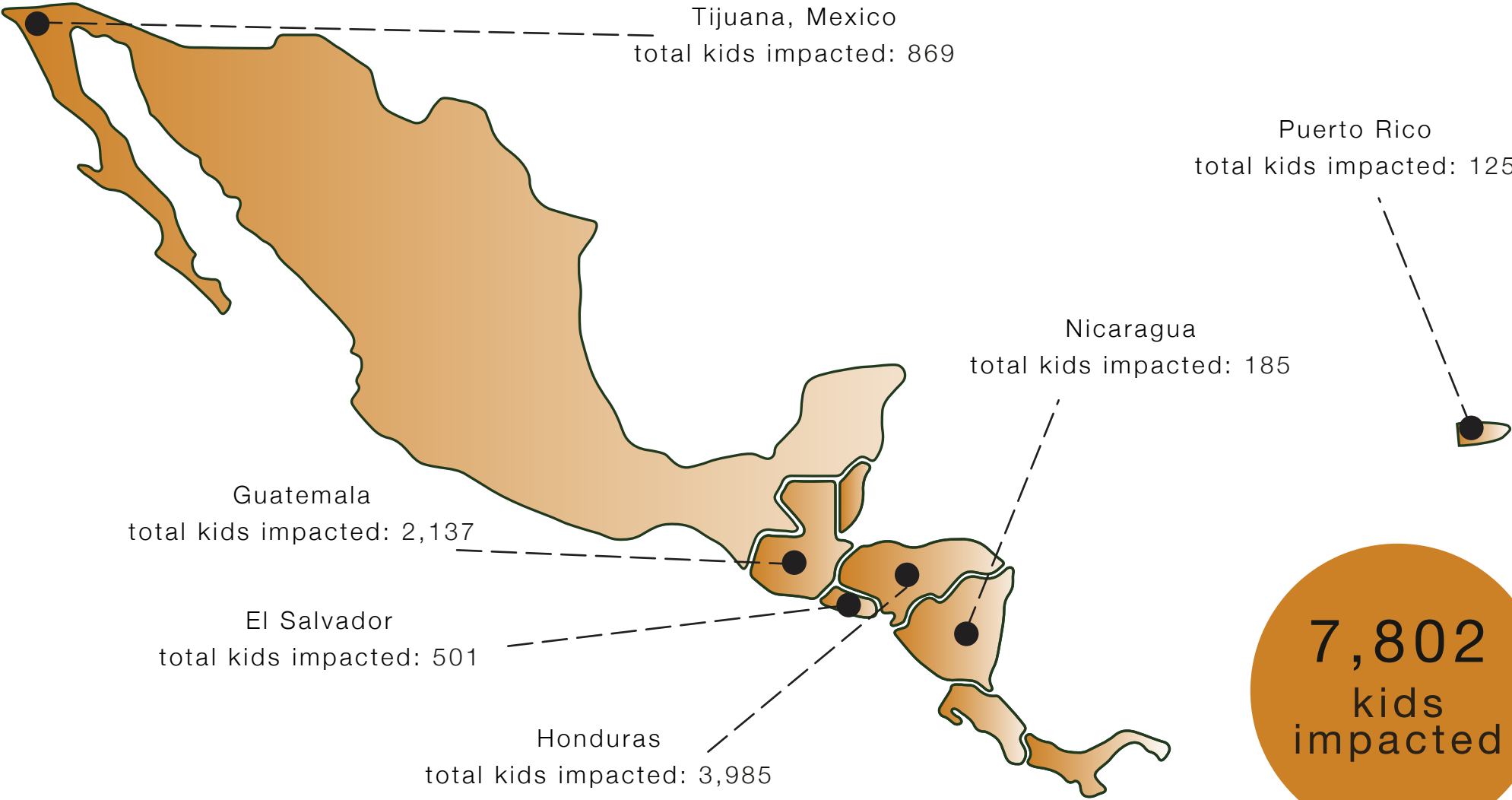
NUTRITIONAL OPTIMIZATION PROGRAM GLOBAL IMPACT FROM INCEPTION

1,497,643

multi vitamins

7,634

kids cured from
anti-parasitic problems
with the Albendazole



7,802
kids
impacted



ETHICAL LABOR PRACTICES

OUR FACTORIES' EMPLOYEES

Aside from the environmental standards our factories have promised to uphold, they also adhere to a variety of ethical baselines when it comes to employee treatment, health, benefits, and support.

Here is a look at some of the practices our factories employ across the board:

- Lunch provided at work in cafeterias or separate dining areas
- Special committees devoted to worker safety, including physical health, sexual harassment, child labor prevention, & employee satisfaction.
- Health insurance for all employees
- Safety clothes provided for all workers
- Safety procedures taught during training and regularly reviewed
- Separate, safe drinking water
- 8 hour work days (no underpaid overtime hours)
- 30 min-1 hour lunch break
- 2-3 tea and snack breaks, provided by the factory
- Additional skills training provided as needed
- Cultural programs organized on weekends (bus tours to nearby towns, movies, performances, etc.)
- Salaries that respect the minimum wage with the ability to earn a raise over time*



BENEFITS

Here are some of the other benefits that not all of our factories offer, but that are unique to specific factories. These benefits speak more to the 'personality' and also the different resources of each factory.

- A motivational approach to worker productivity. A factory value never to push or force, but only to inspire—as the owner said, “We don’t want to force anyone to do the work. We want to motivate them. If they don’t want to do the work, we cannot stress them to do it. They must feel happy here too.”
- Ability to take time off—if workers need to leave early for a doctor’s appointment or to take care of their children, they can do so just by letting one of the managers know
- Additional facilitates for daycare as well as a nurse’s office and an on-call doctor
- Apprentice-style opportunities to learn a different trade and advance along a more aligned-career path
- Depending on your personality, this may or may not be a benefit: but one factory plays pop music to create a more relaxed, fun and friendly environment for the employees. Observationally, it seems a lot more people smiled and joked around with the music than without it at other factories. It created a ‘young’ and ‘chill’ atmosphere.

WAGES

*At every factory, most employees are paid above the minimum wage at a proper living wage or higher. The number differs by factory. This is our range: at the lowest end is one factory where 80% of workers receive a living wage or above, but 20% are still at minimum wage. The highest end is one of our larger factories, where 100% of the employees are at living wage and many are above that.





PROFIT WITH PURPOSE.
THE NEW FASHION
FORWARD



PERFORMANCE EVALUATION

A YEAR IN REVIEW

A YEAR IN REVIEW

As art & eden continues to grow and expand, we're committed to continuously improving and refining the way we report our impact. We want to ensure that our commitments to our values are backed by factual data that points to the lives that were changed and the waste that was reduced.

OUR GOALS FOR 2019:

- Deciding on green purchasing goals that are specific, measurable, and to be completed in a set time period.
- Ensure our green purchasing policy fulfills and enhances art & edens main environmental goals.
- Examine all resources that can help us measure our impact.
- Set up an art & eden green committee
- Determine performance characteristics and items that should be used when evaluating a product.
- Evaluate if measurable goals were met
- Constantly review our metrics and processes.
- Manual tracking - art & eden green team can use simple digital notes to start simplified tracking of green purchases.
- Implement systems to track the costs of environmental regulatory reporting.

A+ EXCEEDED EXPECTATIONS

- Decide on green purchasing goals that are specific, measurable, and to be completed in a set time period.
- Ensure our Green Purchasing Policy fulfills and enhances art & edens main environmental goals.
- Determine performance characteristics and items that should be used when evaluating a product.

We are really proud of our thorough checklist of metrics by which we decide what to purchase and what to avoid purchasing. Our metrics serve as a great guideline to keep us on track with our environmental goals



OUR PERFORMANCE IN 2019

B MET OUR EXPECTATIONS

- Examine all resources that can help us measure our impact.
- Set up an art & eden green committee
- Evaluate if measurable goals were met
- Manual Tracking - art & eden green team can use simple digital notes to start simplified tracking of green purchases.

We're currently engaged in exploring resources that can help to measure our impact. As we pursue this, we're excited to better understand the impact our business activity is having on the planet and the people along our supply chain. Although we didn't create a green committee per se, at art & eden we all act as a green committee. Our green decision making happens within a complex web of communication mostly between our team and our suppliers.

Rather than having a small committee focus on moving these causes forward, our entire team makes it a priority to carry sustainable values forward personally and professionally. We do feel that we accomplished the goals of our green purchasing policy this year. We and a few other companies had an office move during the year in which we gained a lot of extra supplies for the office. This meant that rather than having to acquire more products, we could avoid buying office products all together and reuse what was going to be discarded by others. We also are very proud of our choice to bring sustainable denim into our product line this year. Finally, we did engage in manually tracking some aspects of our impact like how much medication we supplied, and what purchases we made, but we would like to further expand this into tracking our carbon footprint and waste water reduction amongst other metrics.

C- DID NOT PERFORM AS DESIRED

- Constantly review our metrics and processes.
- Implement Systems to track costs of environmental regulatory reporting.

As art & eden grows and expands we are committed to reviewing the metrics by which we measure our impact, and to creating systems that help us do that. Unfortunately, we didn't have the metrics or systems in place to measure our impact as specifically as we would have liked to in 2019.



OUR GOALS FOR 2021

From this year forward we're committing to more accurately measuring and reporting our impact by adopting new, meaningful metrics to track our business activities.

We know that transparency in any relationship is key for building trust and we're committed to furthering our data collection regarding our impact on economy, ecology, and equity so that we can more thoroughly and accurately demonstrate our impact to you.

Here are the metrics by which we aim to measure our impact going forward:

ECONOMY:

- Percentage of workers paid above minimum wage in our factories

ECOLOGY:

- Water Consumption (liters/Mt)
- Energy Consumption (kW/month)
- Carbon Emissions (we will need to establish a metric that works for us)
- Percentage of garments sold cycled into our rewear program

EQUITY:

- Number of multivitamins donated
- Doses of albendazole donated
- Number of children involved in the mentorship program
- Number of experiences with the children
- Literacy performance of cohort over time
- Artistic growth over time
- Future Goals

OTHER GOALS:

- Adopt more rigorous metrics for measuring our impact and report changes along the way by 2021
- Ensure all workers are paid a living wage in our factories by 2025
- Donate 5 million multivitamins by 2025





I MEASURE SUCCESS IN
TERMS OF THE
CONTRIBUTIONS AN
INDIVIDUAL MAKES TO
HER FELLOW HUMAN
BEINGS.

—MARGARET MEAD



CONTACT US & CREDITS



art & eden
260 west 39th street
New York, NY
10018



Founder & CEO
susan.correa@artandeden.com
General inquiries
info@artandeden.com
Press inquiries
press@artandeden.com



artandeden.com
@artandeden



art & eden office
(646) 438 6930
Founder & CEO
Susan Correa
(646) 247-0147

REPORT CREDITS

Report overview: Susan Correa
Writing and editing: Susan Correa & Seth Mitchell
Layout, design & illustration: Seth Mitchell
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[9:30 – 9:40] ARRIVAL & HELLOS
[9:40 – 9:50] NAME GAME
We had everyone say their name and do a gesture, and then we did it back.
[9:50 – 10:10] OVERVIEW
We then asked the children to summarize what they knew about the program, their favorite experiences so far if they'd previously participated, shared our plans for the year, and collected information about what they'd like to learn.

[10:10 – 10:30] GROUP GAME

This game was a grouping and regrouping exercise which helps participants to meet as many people as they can as quickly as possible. They carefully listen to the facilitator's instructions, and then run, organize and find their appropriate group. Every time they hear the signal, they FREEZE where are and listen while new instructions are being given for the next group formation.

Here are some example grouping instructions:

Find a group of 3 people you don't already know.

Find a group of 4 people who like to play the same sports as you.

Find a group of 3 all born during the same month as you, and creatively form the letter "H" using your bodies.

Find a group of 4 people who share a question you have about life.

[10:30 – 10:50] GROUP AGREEMENTS

Students gave a thumbs up or down to signal acceptance basic agreements between the group which were: speak from the "I" confidentiality, notice the good, and honoring our individuality and our truths. We then asked if students wanted to add any agreements and developed group ownership by instructing them to make up a group call + dance.

[10:50 – 11:30] STORYTELLING CHECK-IN

We hosted a group check-in asking them to tell a three sentence story: what's in your heart and mind these days? How are you right now? Everyone then engaged in a mindfulness meditation followed by an open discussion where they could share anything, practicing how to be in a group together and how to be present.

[11:30 – 12:00] ZONES REVIEW

The goal of zones is to help students develop healthy ways to deal with stress by establishing two zones: the panic zone and the stretch zone. When challenges come, we helped them discover options for what to do with those feelings and how to come back from the panic zone to the stretch zone. Some ways we decided on were: breathing, writing, singing, asking for a hug, being in nature, and slowing down.

[12:00 – 12:30] LUNCH

[12:30 – 1:15] COMPASS OF REACTIONS

The goal of this exercise to help students identify who they can rely on to deal with different situations that come up in life. We asked questions like: Where do you go in conflict with a best friend? Where do you go when someone criticizes your work? When you have a crush on someone? And had them name people they could trust with this information.

[1:15 – 2:00] SYSTEMS IN PANIC + PRESENTATION

This section explained how systems can be in panic zones like people: the criminal justice system, police system, prejudice in interpersonal systems, and personal systems (internalized racism, low self-confidence, feeling depressed and worthless). When these systems are in the panic zone, natural reactions can be attack others, self, avoidance or withdrawal. We taught them how there are stretch zone systems as well like restorative justice and re-integration programs. We applied this same thinking to the environment and then gave a climate change presentation.

[2:00 – 2:20] LETTERS OF INTENTIONS / EMBODIED VISIONING / DT3s

In groups of about 5 + one adult each, we made a sculpture/machine that embodies the world we wanted to live in. Then we expressed it in groups.

[2:20 – 2:30] APPRECIATION NOTES & CLOSING

We closed by checking in on how everyone was doing, thanking them for their participation, and explaining that change happens on three levels: personal, interpersonal, systemic. We empowered them by reminding them of how their personal choices give them opportunities to change themselves, and as a result the world around them.



"WE DO NOT NEED MAGIC
TO CHANGE THE WORLD,
WE CARRY ALL THE
POWER WE NEED INSIDE
OURSELVES ALREADY: WE
HAVE THE POWER TO
IMAGINE BETTER"

— J.K. ROWLING