

Forest Protection Policy

Zalando is committed to protecting the world's forests through our approach to sourcing man-made cellulosic fibres and paper-based packaging.



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Cellulosic Fabric Standard

Zalando Private Labels

Effective since: February 2018

Zalando is committed to protecting the world's forests through our approach to sourcing man-made cellulosic fabrics, including rayon, viscose, lyocell, modal and other trademarked brands. Together with the non-for-profit organization Canopy and our sourcing partners, we are working towards eliminating the sourcing of wood pulp from ancient and endangered forests* across our supply chain, and support the development of innovative processing techniques and fiber sources that reduce environmental and social impacts, such as closed-loop technology, agricultural residues and recycled fabrics.

Collaboratively with all in the CanopyStyle initiative, we encourage our business partners to take these lower environmental impact, innovative alternative fibres to commercial scale in the coming years and seize the growing market demand. At Zalando we will preference the use of these next generation fabrics as our first choice in design and sourcing.

We will:

1. Assess our existing use of man-made cellulosic fabrics and eliminate sourcing from endangered species habitat and ancient and endangered forests such as the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa by 2020.
2. Work to eliminate sourcing from companies that are logging forests illegally, from tree plantations established after 1994 through the conversion or simplification of natural forests, from areas being logged in contravention of indigenous and local peoples' rights, or from other controversial suppliers.
3. Work with Non-Governmental Organization Canopy and our Business Partners to support collaborative and visionary solutions that protect remaining ancient and endangered forests in the Coastal Temperate Rainforests on Vancouver Island and the Great Bear Rainforest, Canada's Boreal Forests, and Indonesia's Rainforests.
4. Should we find that any of our fibers are being sourced from ancient and endangered forests, endangered species habitat or illegal logging, we will engage our Business Partners to change practices and/or re-evaluate our relationship with them.

For all wood components (e.g. wood, bamboo, rattan) used in our products as well as our man-made cellulosic fabrics, Zalando has a preference for and reserves the right to request an official certification by the Forest Stewardship Council (FSC) as proof that the wood comes from sustainably managed forests and plantations.

Paper-based Packaging Standard

Zalando Group

Effective since: November 2021

With our do.MORE strategy we set the goal, by 2023, to design our packaging¹ to minimize waste and keep materials in use, specifically eliminating single-use plastics. We want to take a holistic approach to our packaging, shifting away from single-use plastics, reducing packaging material waste, supporting circular packaging design solutions and material innovation, and enabling conservation of ancient and endangered forests. In this context, and recognizing the critical value of forests to biodiversity and the climate, we joined [Canopy's Pack4Good](#) initiative, aiming to ensure that our paper-based packaging does not include fibres from ancient and endangered forests*, endangered species habitat or controversial sources by the end of 2022.

Therefore, as a supporting partner of Canopy's Pack4Good Initiative, we will:

- Prioritize innovative packaging design to reduce overall material needs.
- Give preference to paper-based packaging with high-recycled content, specifically post-consumer waste content.
- Work with our partners, innovative companies and Canopy to continuously expand the availability and development of next generation solutions with a focus on agricultural residues and post-consumer recycled content.
- Require that all paper-based packaging we source with virgin wood fibre content comes from responsibly managed forests, with a preference for forests certified to the Forest Stewardship Council (FSC) certification system.
- Assess our existing use of paper-based packaging and eliminate sourcing from endangered species habitat and ancient and endangered forests such as the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa by 2022.
- Work to eliminate sourcing from: companies that are logging forests illegally; tree plantations established after 1994 through the conversion or simplification of natural forests; or areas being logged in contravention of First Nations/tribal/indigenous peoples' and community rights, including the right to give or withhold their free, prior and informed consent; or from other controversial suppliers.
- Should we find that any of our packaging fibres are being sourced from ancient and endangered forests, we will engage our business partners to change practices and/or re-evaluate our relationship with them.

* Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity. Ecological components of endangered forests are: Intact forest landscapes; Remnant forests and restoration cores; Landscape connectivity; Rare forest types; Forests of high species richness; Forests containing high concentrations of rare and endangered species; Forests of high endemism; Core habitat for focal species; Forests exhibiting rare ecological and evolutionary phenomena. As a starting point to geographically locate

¹ All packaging procured by Zalando Group, including Fashion Store, Offprice and Private Labels.

ancient and endangered forests, maps of High Conservation Value Forests (HCVF), as defined by the Forest Stewardship Council (FSC), and of intact forest landscapes (IFL), can be used and paired with maps of other key ecological values like the habitat range of key endangered species and forests containing high concentrations of terrestrial carbon and High Carbon Stock Forests (HCS). (The Wye River Coalition's Endangered Forests: High Conservation Value Forests Protection – Guidance for Corporate Commitments. This has been reviewed by conservation groups, corporations, and scientists such as Dr. Jim Stritholtt, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations for their forest sourcing policies). For more information visit: <https://canopyplanet.org/tools/forestmapper/>