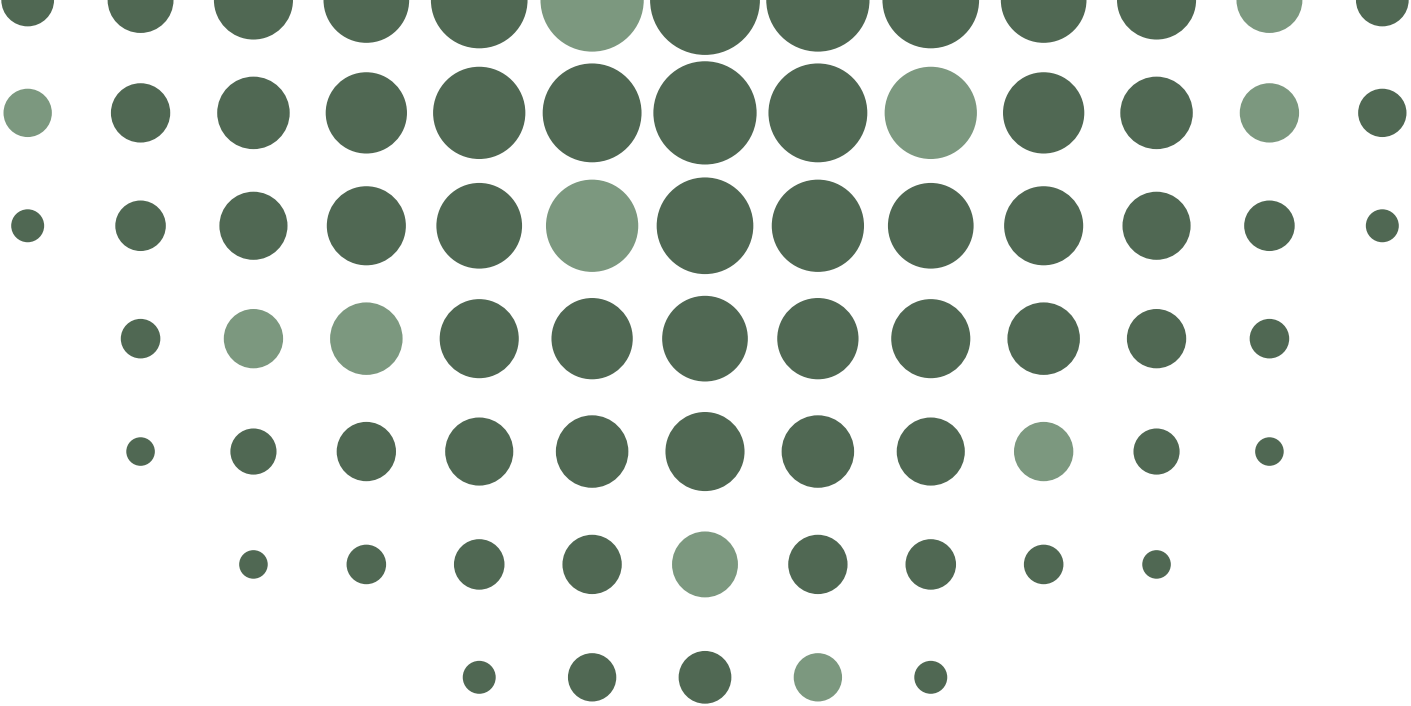



R → S



OIDUTSSUSTAINABILITY
REFLECT
REPORT

A decorative pattern of circles of varying sizes and shades of green, arranged in a grid-like fashion that tapers off to the right, located on the left side of the page.

WE LEVERAGE BRAND IDENTITIES
OF INSTITUTIONS THROUGH
AESTHETIC +
FUNCTIONAL +
SUSTAINABLE
PRODUCTS.

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ABOUT US

Working with a variety of institutions in the fields of education, arts and culture, in addition to non-governmental organizations and companies, Reflect Studio embraces every phase of production from gathering insight to identifying design objective, manufacturing, visual documentation and on-time delivery of a collection. This full-service approach is constructed through our adaptable and collaborative design practices, and paired with our manufacturing expertise within distinct industries.

Reflect Studio thrives by experimenting with innovative methods through our R&D projects and creates value for our clients by grounding designs on diligently and responsibly manufactured products. The result is objects that have utility and longevity, providing delight for the people and institutions that use them.

A Design + Manufacturing office focusing on garments and everyday objects.



B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

In order to achieve certification, a company must:

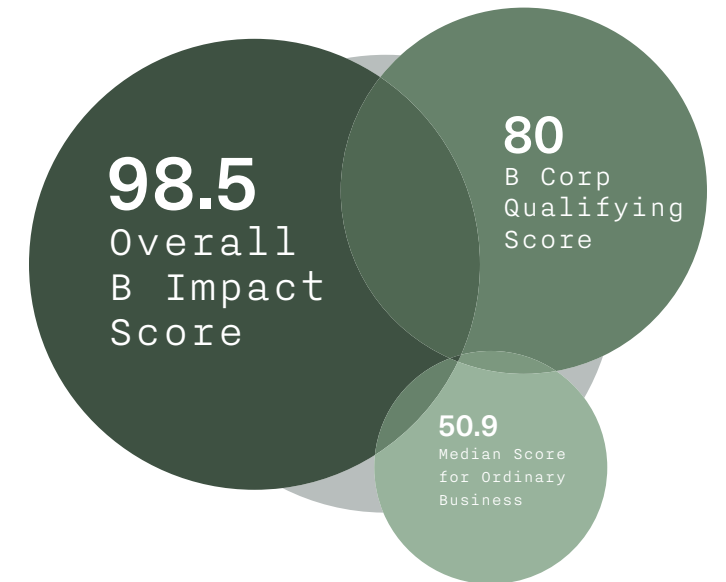
- Demonstrate high social and environmental performance and pass the B-Lab risk review. Multinational corporations must also meet additional baseline requirement standards.
- Make a legal commitment by changing their corporate structure to be accountable to all stakeholders, and achieve benefit corporation status (if available).
- Exhibit transparency by allowing information about their performance measured against B Lab standards to be publicly available on their B Corp profile.

As leaders in the movement for economic systems change, B Corps reap remarkable benefits. They build trust with consumers, communities, and suppliers; attract and retain employees; and draw mission-aligned investors. As they are required to undergo the verification process every three years in order to recertify, B Corps are by definition also focused on continuous improvement, leading to their long-term resiliency.

OUR CERTIFICATION

As of November 2019, Reflect Studio became a member of the community of corporations that use business as a force for good. As a certified B-Corp, we are required to re-certify every three years and are held accountable for various criteria such as impact measurements of our production and our effects on the environment, employee rights and benefits, company management, overall transparency and the social impact of the company.

Certified



IMPACT +

We believe companies should be accountable for more than just profits. That's why we'd like to share our sustainability reports so we can track our progress together.

With these reports, we want to take a look back and identify our challenges, efforts and highlights in order to be accountable for our decisions and actions. Taking responsibility will help us understand what can be better in the year to come and determine our game plan.

As we roam in the harmful industry of manufacturing, we aim to work towards creating a sustainable alternative by harnessing the power of business. Reflect Studio is underpinned by the strong belief that institutions should use profits and growth as a means to a greater end: positive impact for our society and planet.

Therefore, we invest in our manufacturing, our people and our operations, with a commitment to fulfil our part in an inclusive and sustainable economy.

The equation of sustainability covers everything from the design of the product to growing of fibres and materials, fabric, dyeing, print & embroidery, movement of the materials to manufacturing, shipping, sales and product care. So we cover them all within the categories of 5P:

- 01 **PRODUCT**
- 02 **PLANET**
- 03 **PEOPLE**
- 04 **PARTNERSHIPS**
- 05 **PROGRESS**

SUSTAINABILITY

01 PRODUCT

As a manufacturing office, our material choices have the greatest impact. We continuously push for better fibres, better applications, better products. From the design stage to manufacturing, we are committed to creating environmentally responsible products.



01.1 CONSCIOUS FABRICS, APPLICATIONS + PRODUCTS

We always ensure that the materials we choose to are fibres that are independently certified. For our garments, we use organic cotton, deadstock fabrics, GOTS certified organic cotton, GRS (Global Recycling Standard) certified recycled polyester and recycled cotton. For our accessories such as tote bags and cases, we use Recyclable Tyvek, Organic Cotton, Recycled PVC. For kitchenware, we do use plastic only to avoid single-use plastic









products, such as design-led, efficient water bottles instead of single-use cups. As for paperwork, we make sure our products are manufactured using FSC certified paper.

01.2 NEW MATERIALS

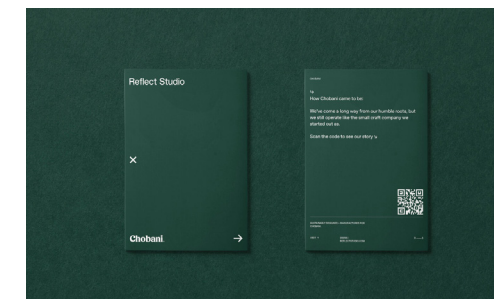
Through our R&D projects, we constantly seek innovative materials and long-lasting usage. Our production team reviews available material alternatives to see if they are commercially applicable so that the design team can implement it.

We constantly seek innovative materials and long-lasting usage.

WHAT MAKES OUR PRODUCTS

↓ GARMENTS	↓ PAPERWORK	↓ ACCESSORIES	↓ KITCHENWARE
GRS (Global Recycling Standard)	 FSC (Forest Stewardship Council)	Recyclable Tyvek	 Bamboo
 GOTS (Global Organic Textile Standard)		 Recycled PVC	 Mum-o
 Organic Cotton		 Organic Cotton	
Oeko Tex Standard 100			
 Deadstock fabrics*	*Deadstock fabrics: We buy verified ageing, leftover, and over-ordered fabric from factories, other designers and fabric warehouses, called deadstock. This allows us to give a second life to fabrics that are destined for the landfill.		

Chobani



140 Journos



WE WORK WITH A VARIETY OF INSTITUTIONS IN THE FIELDS OF EDUCATION, ARTS & CULTURE, NGOS AND COMPANIES.

02 PLANET

The 'P' for Planet is about assessing Reflect Studio's environmental stewardship, including not only how we manage our environmental impact arising from our main business activities but also our day-to-day impact as a team, such as our use of studio kitchen or office supplies. It covers water use, carbon footprint, energy use, waste management as well as specific matters like climate, sustainability and our impacts on land and life.



02.1 OPTING FOR SUSTAINABLE MANUFACTURING PROCESSES

As we implement multiple environmentally conscious materials in our manufacturing processes, we also do our utmost to reduce our carbon and greenhouse gas emissions, water and energy consumption and avoid the use of pesticides. To measure the positive impact of our green choices, we partner with GreenStory, a platform that measures the environmental impact of products and helps reduce their carbon footprint.

02.2 PACKAGING + SHIPPING

For brands we manage such as WWF Market, we offer fabric and FSC certified paper covers as packaging for e-commerce orders. For our local sales, we partner with UPS in order to use their biodegradable plastic bags for order deliveries. For our international sales, we partner with DHL Green in offsetting the carbon generated from our international shipments.



Manufacturing Map
Istanbul, TR

Product:
Quarter-zip Sweatshirt

Distance travelled:
117 km

02.3 LOCALLY DESIGNED. LOCALLY MADE.

As an Istanbul-based company, our main headquarters and manufacturing network are based in Istanbul. When an order is placed and the designs are ready, production sheets are prepared in-house, where the selection of raw materials is conducted together with creative and production teams. Our production planner, together with the lead, sources every single item on a garment. Within an average of four to six weeks, Reflect Studio production team of six people (production lead, lead assistant, planner, quality controller, two operation assistants) pursues every single step

in the production chain, the quality controller visiting and checking every single supplier at each stage, covering a total 116 Km within the city of Istanbul, in the following order. Compared to the industry-standard global supply chain operations, our end-to-end local manufacturing approach results in carbon-efficient operations.

02.4 OFFSETS

It's not enough just to manufacture sustainably, we partner with local NGOs to replace some of the resources we use. For example, in exchange for the emissions from our quarterly manufacturing and operational practices, we plant trees to work towards a neutral carbon offset.

02.5 CONSCIOUS OFFICE HABITS

Recycling isn't only about using recycled fabrics for manufacturing, but also about our habits at the studio. We recycle our food & drinks packaging in our kitchen and compost organic wastes.

We also use tons of stuff from paper supplies to coffee. To manage our environmental and social impact not only in the manufacturing stage but also at the studio, we prioritize products with fair-trade, non-toxic, recycled, biodegradable or recyclable content.



03 PEOPLE

People is all about the stakeholders of Reflect Studio: our team, workers in the factories we manufacture with, our suppliers, our clients. We aim to evaluate our company's choices on fair production, as well as our employee's financial, physical, social well-being and safety. We want to establish a transparent relationship with our clients and invest in our services accordingly.



03.1 FAIR WORKING CONDITIONS

The complex structure of manufacturing unfortunately leads to an opaque supply chain where examining the working conditions of subcontractors is difficult. However, we believe every individual in our ecosystem should benefit from fair and safe living standards. That is why we have obtained, and continue to obtain, certain international standards that are issued by international 3rd party certifications.

All our suppliers are certified with BSCI (Business Social Compliance Initiative), which protect the rights of employees in terms such as working hours, compensations, freedom of unionisation, healthy and safety.

We believe every individual in our ecosystem should benefit from fair and safe living standards.

03.2 TRANSPARENT SUPPLY CHAIN

Transparent supply chain lies at the core of our way of doing business. Textile industry, by its nature, involves a multi-step, complex manufacturing processes. These include sourcing of the fabrics, yarn and materials, washing, dyeing, printing, finishing, accessory part manufacturing, cut and sew, final manufacturing and assembling. There are either integrated manufacturing plants who offer end-to-end production or first tier companies who do final cut and sew, manufacturing and sub-contract the rest of the steps. In both alternatives, there is neither control nor transparency within subcontractors or the suppliers.

With Reflect Studio's strong notion that radical transparency establishes trust, we have built our own manufacturing department that finds, evaluates, plans and controls all suppliers in this complex production processes in the making of

our garments. We work exclusively with small factories, whom we build a close, trusting relationship with.

Relying on 3rd party international standards is a must. However, as a manufacturing office, we aim to clear the opacity of the standard supply chain we go beyond the certifications and develop intrinsic and transparent relationships with our suppliers.

MANUFACTURING TIERS: TEXTILES

Different Scopes + Levels of Production



TIER 01

Final product
+ assembly

Cut + sew ateliers



TIER 02

Material
production

Fabric, trim,
accessories and other
finishing material
suppliers



TIER 03

Raw material
processing

Factories processing
raw materials into
yarn



TIER 04

Raw material
extraction

Cultivation and
extraction of raw
materials from plants

Independent
suppliers,
assembled by
Reflect Studio



03.3 BUILDING TRUST WITH OUR STAKEHOLDERS

To ensure trust with our stakeholders, we share the manufacturing journeys behind our products with our business partners, clients and followers. For our projects carried out with institutions, we calculate our environmental and social impact in the making of the products and share an impact report with our accounts. For the brands we operate, we utilize calculation methods in partnership with Green Story and communicate our total impact with our followers and buyers. Every single Reflect Studio garment comes with a QR code attached to the washing instructions tag. When scanned, the code embarks our customers on a journey of production documented by the team, outlining each step of the process starting from cotton picking to the packaging of the final product.

03.4 DIVERSITY, INCLUSION AND GENDER EQUALITY

At Reflect Studio HQ, over 50% of the team are women. In our supply chain, we work with 20 different ateliers of which 13 of them are women-owned. We constantly work towards empowering underrepresented communities through our hiring policies.

**At Reflect Studio HQ,
over 50% of the team
are women.**

03.5 TRANSPARENCY WITHIN OUR TEAM, BENEFITS AND ACTIVITIES

We sustain full transparency within our team concerning our operations, sourcing policies and finance. Every quarter we share our policies, decisions and reports during our meetings.

We invest in our team culture throughout monthly cultural activities, summer retreats, as well as weekly Friday afternoon sessions where we encourage everyone to share contents that enrich each other.

04 PARTNERSHIPS

When leveraging brand identities of institutions through aesthetic, functional and sustainable products, we take pride in doing so exclusively through our partnerships with non-governmental organizations. Our partnerships also cover our associations with independent, 3rd party platforms in order to better evaluate our impact as objectively as possible.



04.1 OFFICIAL LICENSOR OF WWF TURKEY

Since December 2018, Reflect Studio is the official licensor of WWF (World Wide Fund For Nature) Turkey. The studio manages the website, design, production, marketing, sales and distribution of WWF-branded products through wwfmarket.com. We transfer 11% WWF Market's total revenue to WWF-Turkey. Doing so, we have been contributing significantly to WWF in their projects that aim to conserve natural habitat and various species.



04.2 PARTNERSHIPS FOR OBJECTIVE IMPACT MEASUREMENT

We like to challenge ourselves to evolve and make better decisions when it comes to sustainability. That is why we partner with independent, global organizations when measuring our impact.

S360 is the Istanbul based sustainability specialists helping brands and corporations to make better choices. Since November 2018, Reflect Studio has been receiving professional consultancy from S360 team in terms of strategic solutions from a corporate sustainability perspective.

Green Story helps us quantify the impact of our production compared to industry standards by calculating the carbon footprint of our products.



Good On You is the go-to source for trusted brand ratings, articles and expertise on ethical and sustainable fashion. It's recognized and trusted ethical rating system, as well as advice and information, leads the way towards a more sustainable and fair fashion industry. As of 2020, we have achieved the rating of "Great", the highest score to receive, with our fair and sustainable manufacturing practices.

Common Objective is an intelligent business network for the sustainable fashion industry. As of March 2019, Reflect Studio has been granted the Leadership Award by Common Objective. CO leadership award puts the spotlight on businesses with products or services that maximize benefits to people, and minimize impact on the environment.

05 PROGRESS

Progress at Reflect Studio stands for all our efforts and investments in our quest to build better products, with fair and transparent processes. Progress exists for us to classify, evaluate and enhance our activities within all other 4Ps and move forward continuously.



05.1 RESEARCH + DEVELOPMENT

A space free from commercial limitations, Research + Development is a Reflect Studio project where we experiment with innovative designs and materials, widening our creative boundaries. To extend our use of environmentally friendly, sustainable and innovative fibers, we continuously design and test with new raw materials.

To extend our use of environmentally friendly, sustainable and innovative fibers, we continuously design and test with new raw materials.

05.2 EDUCATION

We invest in education to improve ourselves on 5Ps and their requirements as a team. We organize Sustainability Talks to invite an industry expert every six months for Q+A, encourage all members of the team for online courses in sustainability management regardless of department and offer educational content about circular design practices.

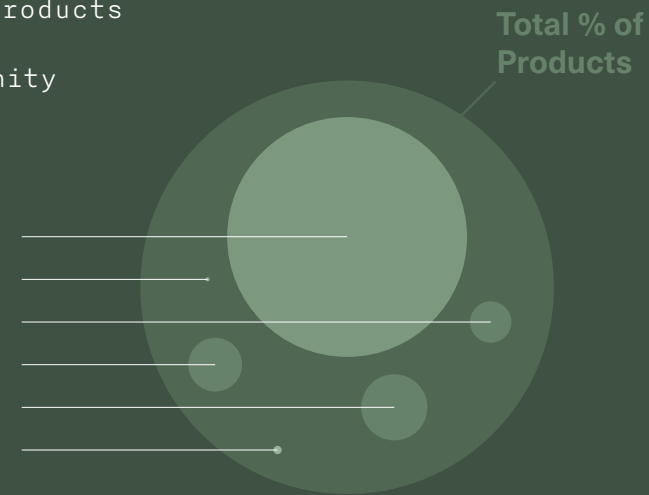
Evaluating our current sustainability status and impact, we've done a lot of good for the environment and our communities so far, but we want to do more.

We decided to create a set of goals that comply with our 5Ps as we move forward and continue to improve and progress our sustainable efforts.

Product

- Use nylon yarns made from recycled plastic waste in new products + increase deadstock fabric use
- More company collaborations for expanding sustainable collections and products
- New brands to help the community

Global Organic Textile Standard (GOTS)	58%
Tyvek	1%
Recycled Polyester	10%
Other	13%
Traditional Cotton	16%
Upcycled materials	2%



Planet

- Give back by planting upwards of 10,000 trees a year
- Obtain the Green Office certification
- Improve impact evaluation and reduce emissions during production

People

- Restart personal-level meetings to establish common language and develop our code of conduct
- Increase interaction with followers on social platforms and publishing more blog content

Partnerships

- Develop a system of licensing models to scale with other global NGOs

Progress

- Launch a Reflect Studio branded R+D collection to expand our creativity in future innovative production methods

MEET THE FOUNDERS



Eray Erdoğan
Co-founder



Edipcan Yıldız
Co-founder



Ece Altunmaral
Co-founder

OFFICE LOCATIONS

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SOCIAL + NETWORKING

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Facebook [@reflectstudioo](https://www.facebook.com/reflectstudioo)

LinkedIn [linkedin.com/company/reflectstudio](https://www.linkedin.com/company/reflectstudio)

Reflect Studio

Istanbul, Turkey

Rotterdam, The Netherlands

Type Neue Haas Unica
Nitti

Paper French Paper:
Cover: Black Cardstock Speckletone 80lb CW
Content: Whip Cream Paper Pop-tone 70lb TW

Images Reflect Studios
Pexels

Printer James Madison University Print Services

Designed by Winston May

