

The background of the slide features a close-up photograph of a bouquet of flowers, including white baby's breath and purple daisies, positioned next to a piece of light-colored, textured fabric, possibly a linen shirt, which is draped and folded. The scene is brightly lit, suggesting outdoor daylight.

DILLE &  
KAMILLE

# SUSTAINABILITY REPORT 2022

## MANAGEMENT SUMMARY





‘Sustainability has been a core value of Dille & Kamille since it was founded in 1974.’

## CEO Hans Geels looks back at 2022

New stores in Münster, Düsseldorf and Antwerp, Dille & Kamille in The Hague’s ‘relocation’, reopening our store in Leiden after remodelling, the opening of a wonderful, sustainable service centre... 2022 was a year in which Dille & Kamille flourished and also one in which our long-cherished dream of contributing to a more sustainable world came true by being awarded B Corp certification\*.

Sustainability has been a core value of Dille & Kamille since it was founded in 1974. Our fabulous company was started by Freek Kamerling as a reaction to the rise of disposables. Dille & Kamille was to be his voice of opposition. He called his philosophy ‘**natural simplicity**’ as the products were simple and based on nature. He wanted to inspire people to live consciously, in harmony with nature and each other.

Almost 50 years later and this ideal remains unchanged and more contemporary than ever.

In 2020 and 2021, we inventoried and quantified our sustainability. In December 2022, this resulted in B Corp certification. Naturally, we are elated. The certification demonstrates that we meet the highest standards as far as societal and environmental impact are concerned. Yet we also remain ambitious. To us, this certification is a starting point, not a goal. B Corp will assess and certify the company every three years. This will encourage us to keep improving. We are also continuously on the hunt for steps we could take in the field of sustainability on the basis of our intrinsic motivation to do something good for the world. Much was improved in 2022 and you can find an overview below.

Our wish to help our customers decide to live more sustainably and consciously culminated in a new campaign entitled: ‘Dingen die ertoe doen’ [things that matter]. Those ‘things’ are the products in our range that express our philosophy, but also the stories behind these products, our take on the world and the resulting choices. Our new store in Leiden features an experimental

concept that makes more room for ‘Dingen die ertoe doen’ and playfully introduces customers to Dille & Kamille’s world.

Our substantiation of Green Friday, the eco-friendly alternative to Black Friday, on 25 November 2022, was a message to our customers and society in general. By closing our stores that day and taking all the staff to work in nature, we made a statement against the far-reaching commercialisation and waste Black Friday represents.

Naturally, sustainability also played a major role in the remodelling and interior design of our new service centre. In November 2022, we moved to the Oudegracht in Utrecht’s city centre, the birthplace of Dille & Kamille. We are proud that our historic, nationally listed building now has Energielabel A+ [an energy saving certification]. Staff immediately felt at home at our new office that is green inside and out – I jokingly refer to it as our ‘club house’.

**Hans Geels**  
CEO

\*B Corp stands for ‘Benefit Corporation’. B Corporation certification is a globally recognised sustainability certification for commercial enterprises. These are assessed by a neutral third party with regard to their impact on humanity, society and the environment.







# What made us proud in 2022?

Achieved B Corp certification.

New sustainable service centre.

100% of our CO<sub>2</sub> emissions (Scope 1, 2 and 3A) were compensated for, including by our partner Trees for All.

37% of deliveries to our stores took place using hybrid trucks.

We made an important statement by closing our stores on Green Friday.

100% CO<sub>2</sub> neutral maritime shipping (thanks to GoodShipping).

90% of our cotton is sustainable (organic, GOTS, recycled or Fairtrade).

‘Growing Good’ programme for staff.

## About this report

This report records Dille & Kamille's 2022 performance when it comes to influencing the environment and society. It is also an interim publication on our wider impact strategy that constitutes our guiding principle through to the close of 2024.

This report was written in line with Global Reporting Initiative (GRI) standards.

5% of our net profit is donated to charities.

83% of our Top 100 non-European suppliers adhere to a social compliance standard and were audited.

# About Dille & Kamille

Dille & Kamille was founded in 1974 by Freek Kamerling as a dissenting voice in a retail landscape in which plastic and ‘throw-away’ were fast on the rise. The first store was in a wharf cellar in Utrecht: simple, with a market-stall look and a wide range of products for homes, gardens and kitchens. Everything was made of natural materials: practical, well-designed and unadorned. Since then, Dille & Kamille has grown to become a chain of 44 stores (2023) in the Netherlands, Belgium and Germany, and our online presence means we operate worldwide.

## TRANSACTIONS

2021  
2.967.448

2022  
3.573.309

## STAFF

2021  
636

2022  
767

## STORES

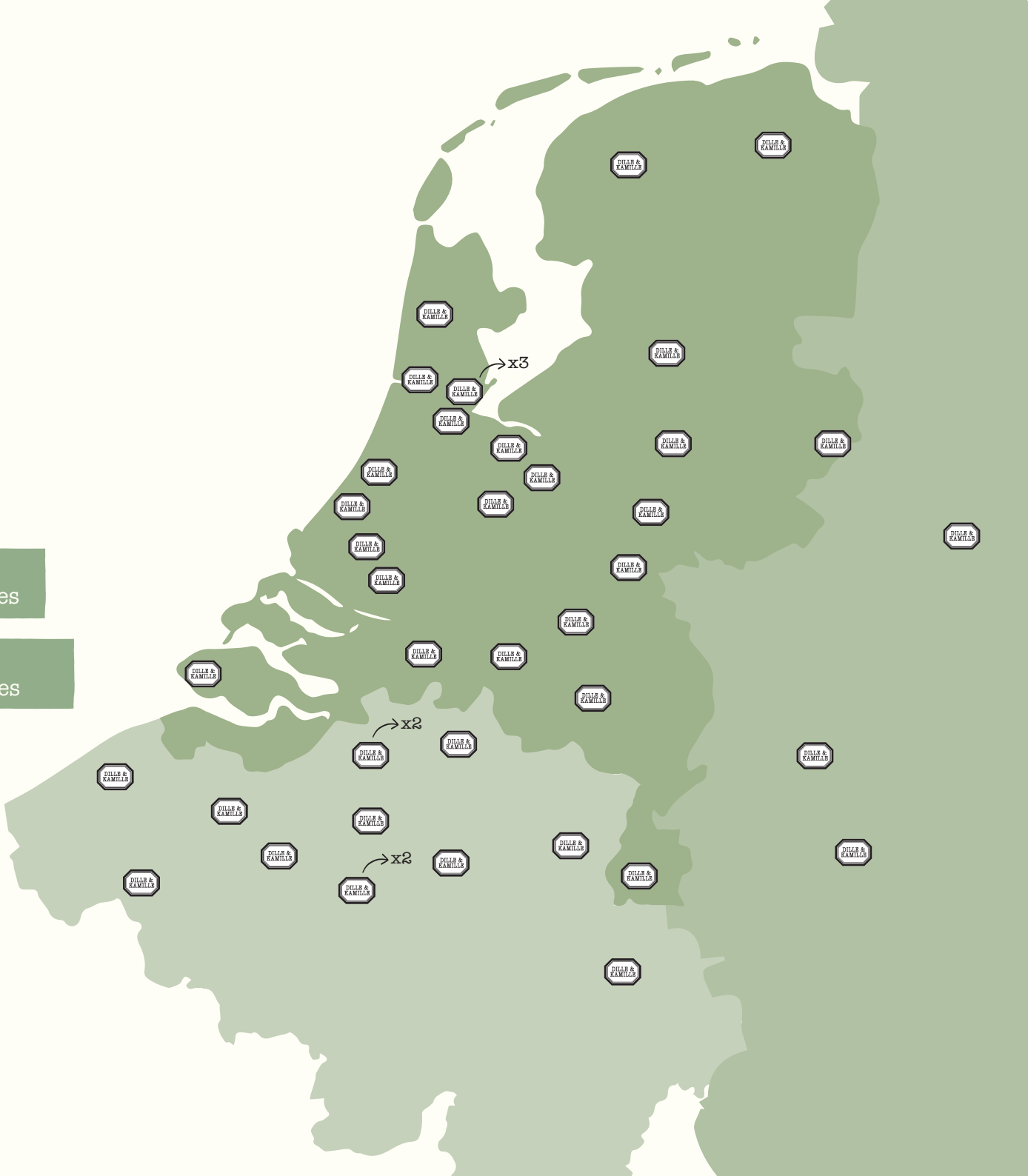
2021  
39 - five of which are franchise stores

2022  
42 - five of which are franchise stores

## MALE/FEMALE RATIO

2021  
88% female / 12% male

2022  
88% female / 12% male



**Differentiating between our own stores and franchise stores**  
Several numbers are mentioned throughout the report. The numbers mentioned refer to our own stores only, unless stated otherwise.



## Dille & Kamille's vision

Dille & Kamille was founded in 1974 from the desire to add something valuable to our society. We feel a strong connection to nature and to our fellow men and women. This leads to our desire to contribute to a better world. It inspires us to 'do good', to bear responsibility and to take it.

At Dille & Kamille we believe in the power of connection. We believe that connection – with each other, with nature, but also with ourselves – can make the world more beautiful and more harmonious. We preserve and look after the things we feel a connection to and which are precious to us. This is more topical than ever in our current, hectic society where we seem to have lost genuine consideration for each other and our connection with nature.

## Dille & Kamille's mission

Based on our conviction that connection makes the world a better place, we want to inspire as many people as possible to live purposefully and in harmony with each other and with nature.

Dille & Kamille wants to be a 'guide': we want to help people to connect with each other more and with nature. And with themselves, because that's where it all starts. We want to inspire people to live more in the here and now and to enjoy the beauty of everyday things. We are convinced that everything starts 'small': with yourself and your immediate surroundings. That it's often the little things which bring about the big, wonderful changes. And that 'doing good' can be fun too!





# DILLE & KAMILLE AND SUSTAINABILITY

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# SUSTAINABILITY PRINCIPLES

We treat the environment and our fellow men and women with respect and care as much as we can. Not because it is trendy these days, but because we have believed in this for almost 50 years. Our **ten sustainability principles** guarantee that our customers can have confidence that everything they buy from Dille & Kamille is satisfactory. We haven't got there yet, but we are doing our best to become a bit more sustainable every day.



1 – Dille & Kamille has an absolute preference for natural materials and ingredients.



2 – Dille & Kamille opts for quality and timeless design.



3 – Dille & Kamille uses as few plastics and other synthetic materials as possible. We choose not to sell electrical goods.



4 – Dille & Kamille chooses to use as little packaging material as possible.



5 – Dille & Kamille adheres to the internationally recognised sustainability quality marks.



6 – Dille & Kamille wants an ethical price for everyone in the chain. Our suppliers are expected to treat their employees well and not to use child labour.



7 – Dille & Kamille has its articles produced as close to our home market as possible, but, paradoxically, also opts for the original country of origin of an article. One example is our felt from Nepal.



8 – Dille & Kamille looks for the appropriate, most sustainable material for each article and one which matches its use.



9 – Dille & Kamille inspires people to live purposefully, in harmony with each other and with nature. We give customers tips and inspiration so that they can enjoy their purchases for as long as possible.



10 – Dille & Kamille opts for sustainably produced energy.





## OUR NINE SUSTAINABILITY PROGRAMMES

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We have combined the topics in our impact matrix with our ambitions. The result has been converted into a strategy and into programmes with specific sustainability goals and focus areas. The basis for this is harmony and this is also expressed in the two pillars of our strategy.

## PILLAR 1 – IN HARMONY WITH NATURE

Programme 1 – Sustainable materials and basic ingredients

Programme 2 – Sustainable stores & construction

Programme 3 – Sustainable operations

Programme 4 – Mobility

Programme 5 – Carbon emissions programme

## PILLAR 2 – IN HARMONY WITH EACH OTHER

Programme 6 – An ethical and secure chain

Programme 7 – For our staff

Programme 8 – For our environment

Programme 9 – Communication & engagement





[www.dille-kamille.com](http://www.dille-kamille.com)