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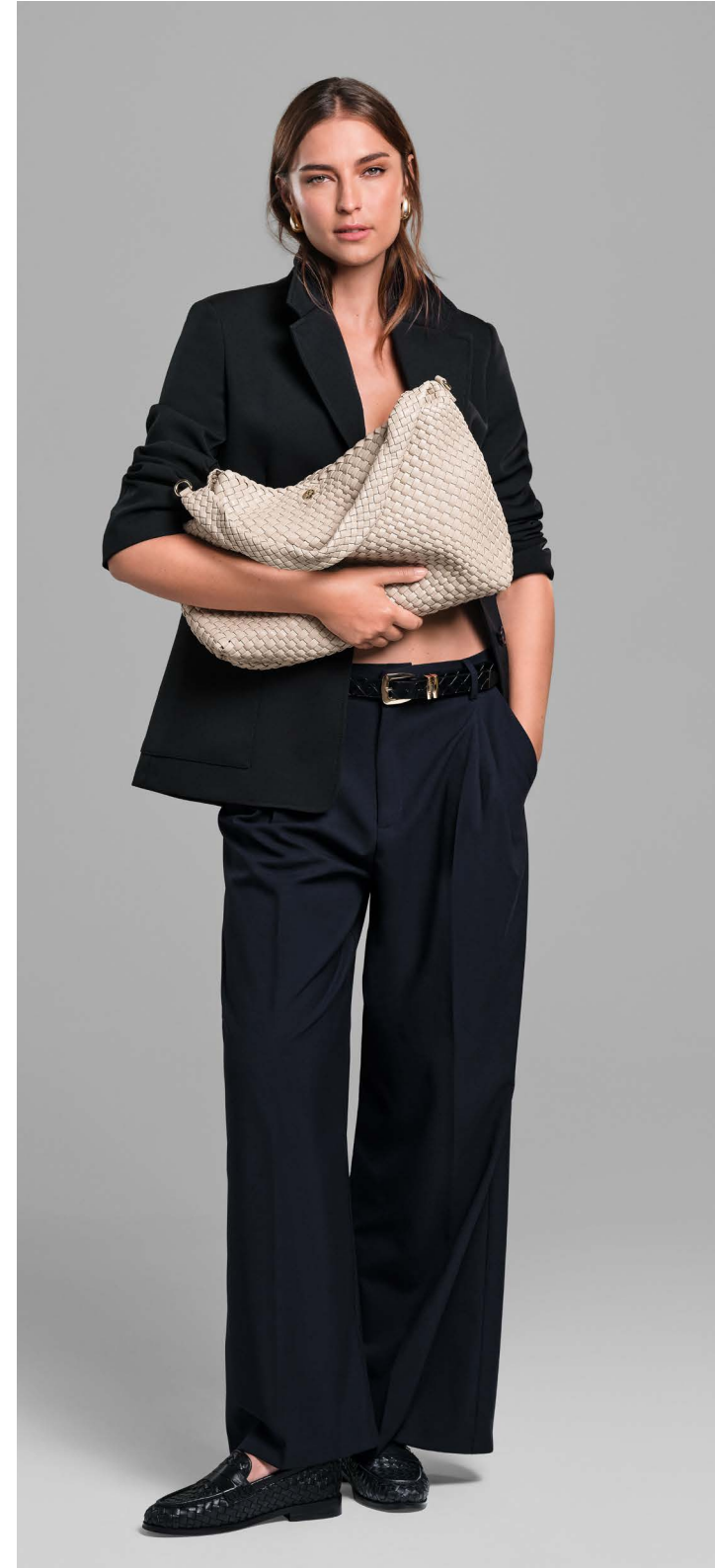
OUR RESPONSIBILITY

**The Dune Group**

We've been designing and developing footwear and accessories with craftsmanship and premium materials for more than 30 years, so we know what's involved in making beautifully designed quality products. We also recognise that footwear and fashion are complicated businesses which are impactful on the environment and people's lives. Our Responsibility is the umbrella under which we work towards lessening these impacts and taking care of the people that design, make and sell our shoes.

We believe that quality and sustainability go hand in hand, and we are obsessed with offering our customers great value in all our products. Of course, price plays an important part, but for us, design, longevity, quality materials and our customer service are the jigsaw pieces of the value we stand behind.

At The Dune Group, we have taken steps to incorporate more sustainable materials, improve our packaging, be rigorous about quality, reduce our energy consumption, improve our teams' well-being and establish more transparent working practices. There is still a lot of work to be done and we are determined to be better. We have set ambitious targets to drive us forward, to monitor our performance and to be more accountable.





## A WORD FROM OUR CEO

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Dune London was proud to turn 30 years old in 2022. Over these years, we have grown and evolved. Whilst remaining true to our heritage of creating beautiful shoes, we are passionate about our evolution including a commitment to sustainability. On our journey to working in more socially responsible and sustainable ways, we've learned that by collaborating with our suppliers and other partners, and listening to our stakeholders, we make longer lasting changes and we thrive even more strongly. With the commitments we are making in Our Responsibility, we are challenging ourselves to transform the way we do business and to play our role in making our world a better place.

**Nigel Darwin,**  
CEO, The Dune Group



PLANET



1

Leather sourced from tanneries rated for responsible energy use, waste management and water treatment

2

Pushing the boundaries and starting to work with grape-leather, a true plant based alternative material

3

Growing our range of non-leather bags and accessories made from recycled materials



## PRODUCT MATERIALS

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We have committed to using more sustainable materials in our Dune London products. From leather to laces, we are looking at where change is possible now and in the future. By becoming a member of the Leather Working Group, we work more closely with our suppliers to ensure that our premium leather comes from tanneries rated for responsible energy use, waste management and water treatment. More and more of our beautiful bags are using recycled materials in their linings, and for others, we are in the process of switching to a water-based textile. We are pushing the boundaries and have started to work with grape-leather, a true plant-based vegan alternative to leather.



## OUR AMBITION

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By 2028, **75%** of footwear and accessories will use materials which are recycled, responsibly sourced or from renewable sources



By 2028, **90%** of leather used in our Dune London shoes and handbags will be from tanneries rated gold or silver by Leather Working Group



## OUR STORES

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We love our beautiful Dune London stores and are finding ways to ensure that our furniture and visual merchandising is reusable and recycled. Where we are using new materials, as far as possible, we chose a sustainable or recycled option, we only use FSC certified timber in our joinery, our metal work can be recycled for life and we aim to reuse and re-purpose any Mechanical and electrical items wherever possible.

Across our store portfolio all our lighting is now LED and alongside our lighting contractors we repair or upgrade rather than replace the lighting were possible. And those beautiful in-store lightboxes? The images are printed on recyclable materials. We think that our shops look fabulous and we are proud that there's less waste.



## CARBON EMISSIONS

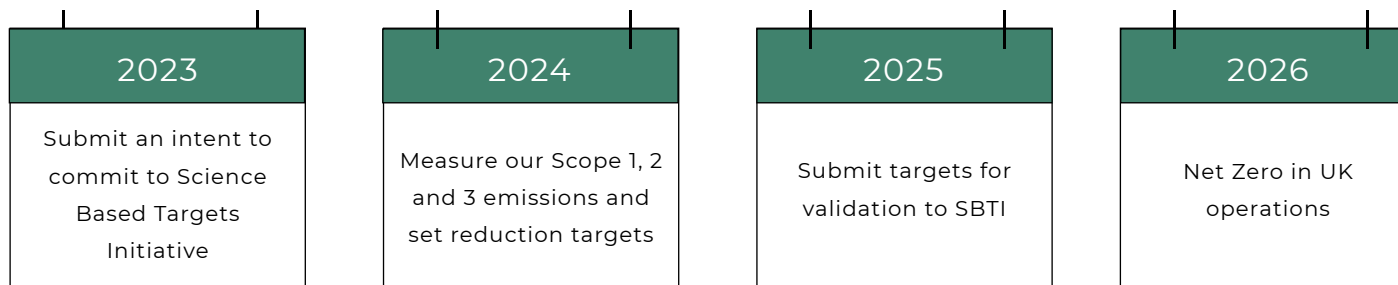
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We want to play our part in reducing global greenhouse gas (GHG) emissions. Working alongside more than 60 other retailers, we are a signatory of the British Retail Consortium (BRC) Climate Action Roadmap. With suppliers, the government and other stakeholders, the aim is to collectively deliver on an ambitious target to achieve net zero carbon emissions across the collective retail industry by 2040. We've worked with a specialist environmental consultancy to engage our team members on a better understanding of measuring our Scope 1, 2 and 3 emissions.

So far, we have focused on our UK and Ireland operations. Our support office, warehouse and stores, where we control our electricity supply, run on renewable energy. As LED lighting uses less electricity, we are rolling this out across all remaining stores and our warehouse. These emissions fall into Scope 2 and alongside our Scope 1 emissions in the UK are independently measured, allowing us to understand how they may be reduced.







## OUR AMBITION

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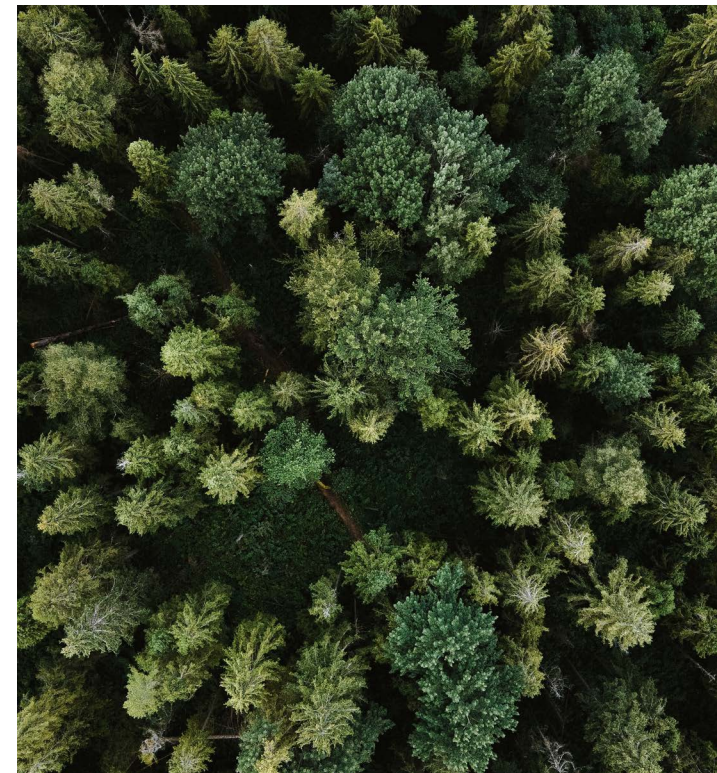
We know that most of our emissions happen in our global supply chain. So, whilst we are making good progress with our direct emissions in the UK, we need to understand the emissions that fall within Scope 3. Once we have measured our emissions, we will align our reduction targets with science-based targets as these set a path to reduce emissions in line with the Paris Agreement goals. We believe this is the way to make a meaningful contribution to this global problem.

## PACKAGING

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Packaging for our shoes and accessories is necessary to protect them and prevent waste and that's why the materials used are an important part of our sustainability strategy. We started in the obvious place – with our shoe boxes. We've now rolled out our one-piece FSC-certified boxes. Made using 70% post-consumer waste, being fully recyclable and using water-based inks, we love that it looks good and is good! Inside the shoe boxes we have eliminated all plastic and excessive filling. All our accessories' tags are now FSC-certified and soon our shoe box protective tissue paper will be too. We have also reduced our intake packaging so that we are not shipping unnecessary weight or volume so further controlling our carbon emissions

Whilst we have managed to eliminate plastic from our shoe boxes, our search for a good solution to protect our accessories and e-comm deliveries is on-going. We work closely with innovative packaging experts and will continue to “test and trial” plastic alternatives that have the strength and durability to protect your new purchases. We will also be reviewing the specification of our plastic bags used in product packaging to ensure all suppliers use a consistent specification and quality, which incorporates a certified high percentage of recycled content.



## OUR AMBITION

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By 2028, **90%** of all packaging will come from renewable or recycled materials

## DESIGNED TO LAST

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We love our Dune London shoes and bags. We design with longevity in mind and quality is of the utmost importance. That's why we believe in a second life for our unwanted items. Alongside the hundreds of end of season and returned shoes that we donate every year to Scope, Children in Need and other small charities nominated by our team members. We are delighted to be partnering with Reskinned in the UK to boost the second life of Dune London. We have partnered with Reskinned in the UK to allow Dune London shoes have a second life. Customers now have the opportunity to send their pre-loved Dune shoes to Reskinned, who will find them a new home. To encourage our customers to participate, for every Dune London shoe, boot, sandal or trainer 'take-back' by Reskinned, the customer will receive a voucher code to spend on [dunelondon.com](https://dunelondon.com). Our Dune London re-sale platform is live on both Reskinned and on a Dune London x Reskinned x Ebay platform, allowing customer to shop pre-loved.





PEOPLE

## OUR SUPPLY CHAIN

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We have worked with our core product suppliers for many years and are actively engaging with them to align our values. Our suppliers operate according to our [Ethical Trading Code of Conduct](#). Each factory used to make Dune London products is required to provide an up-to-date and satisfactory social audit of its working conditions. To strengthen our visibility and analysis of these audits we are members of both Sedex and Amfori BSCI – both organisations being global leaders in International sustainable and ethical trade.

Before placing any orders with a new supplier, we have a rigorous onboarding process. Where a supplier is not yet a member of Sedex / Amfori or other ethical trading platform, we accept audits conducted for other retailers. Sedex allows us to clearly see our high scoring suppliers as well as spotting any breaches of our Code of Conduct. We work collaboratively with suppliers where any issues are identified. Additionally our QC team undertake an extensive programme of factory visits so we can ensure first hand that our values are being adhered to.

Our [Modern Slavery Statement](#) sets out the steps that we have undertaken to ensure that modern slavery is not taking place within our supply chain.

## OUR AMBITION

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To have the best visibility of our suppliers' working practices, by 2024, we will require all suppliers to be members of Sedex, Amfori or another industry recognised ethical trading platform

\*Or an alternative ethical trading platform.



## WORKING AT DUNE

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We foster an entrepreneurial spirit in our business, and we know that this spirit thrives in a diverse and inclusive workplace. To ensure we are living this commitment, we signed the British Retail Consortium's D&I Charter which focuses on helping retailers challenge their culture. In 2023 we held inclusive leadership training with our board and the next step on our D&I journey was to collect team member information on D&I representation which is underway. We also target gender and salary parity across our business. We are pleased to say that our executive board is 50% female, and we report our gender pay gap annually. The overall well-being of our teams is paramount and in the last few years we have implemented important changes such as introducing Wellbeing Allies, and many opportunities to participate in social and fundraising activities. This year we have launched our People Policy Forum to ask team members to input into new Wellbeing Policies that we will launch in the new iteration of our People Handbook. We have also partnered with Retail Trust to provide all employees with access to free and confidential health and wellbeing support. This year we joined Retail Trust's 'Respect Retail' campaign to raise money to help build a movement to challenge the volume of abuse and intolerance faced by retail team members in Dune and across the retail industry as a whole. We, along with Retail Trust, believe we need to take collective action to protect our team members and in doing so, UK retail in general.

Our CEO, Nigel Darwin says *"We stand together in support of the Retail Trust's 'Respect Retail' campaign, sending a strong message that anti-social, violent or threatening behaviour will not be tolerated in any of our Dune London stores and across the entire retail industry. By joining forces with the Retail Trust, we are calling for urgent, meaningful change that protects and supports the wellbeing of our colleagues whilst doing the jobs they love."*





## OUR AMBITION

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In 2024 we launch our Equality, Diversity and Inclusion policy. The representation data we have started to gather is there to drive change and this will be colleague led like our People Policy Forum. We will continue to roll out hiring manager training across the business which will inform revisions to recruitment and other relevant policies. We aim to promote standard practices around diversity and inclusion and better communications to ensure D&I plays a part in all hiring, lived-experience and retention.





## GIVING BACK

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Being considerate towards not only our own team members but the wider community is very important to Dune London. Central to that is giving back. We have been working with Mental Health UK for the last 3 years.

Mental Health UK brings together four charities from across the country who provide support and services for some of the biggest societal challenges that pose a threat to people's mental health. In the last 3 years we have held regular sample sales, cake bake events, jumped out of planes, climbed Mount Snowdon and for the first time as a business, enabled our customers to contribute to MHUK directly in return for an exclusive discount. As a result of these activities, we have cumulatively raised over £100k, which has gone directly to enable MHUK to create and deliver transformative mental

health support services. We will continue to hold fundraising events to not only raise valuable funds, but also raise awareness of mental health and the incredible support MHUK offers. We have also invited a number of charities into the business to update our colleagues on a range of wellbeing topics. We have also been providing logistics support to Goods for Good for over 5 years. They send essential supplies donated by UK businesses to front-line charities in countries like Ukraine and Afghanistan. We collect donated goods, store and then deliver them to Goods for Good. We have also donated Dune product to be sold through the Goods for Good eBay shop. We are proud of our warehouse team who provide this incredible support.

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THANK YOU

**The Dune Group**