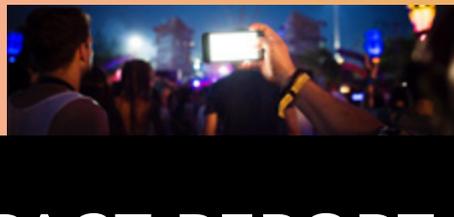


# RAINBOW COLLECTION



## IMPACT REPORT 2019



# Let's create impact

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**Rainbow Collection** is a catalyst for change. We create and accelerate impact, together with our clients. We strategize, coach and brand. That's how we grow strong and sustainable impact brands that address the world's challenges from their core business. We guide and support small and big brands from zero to impact.

On the following pages we present the impact we created with our clients in 2019. We have divided our work into **6 impact topics**.

Living wage, human rights & fair pricing

Climate change & energy transition

Female empowerment

WASH & circular economy

Creativity for change

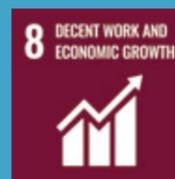
Happy & healthy people



# Living wage, human rights & fair pricing

Just having ‘a job’ is not the only aspect that contributes to sustainable development. A job with good working conditions, reasonable working hours and a living wage does. This makes living wage a very important catalyzer for reaching many other Sustainable Development Goals - from health to education.

Contributing to:



# Return to Sender

Return to Sender is making impact by creating fair jobs for women all over the world. But what is the meaning of a fair job? And what aspects underlie it? We reframed the definition of a fair job for Return to Sender and identified what these women and their families actually need.

*'A common challenge in fair trade is that a fair price doesn't always lead to a fair wage.'*

In most regions minimum wages, and also the wages that are currently paid to workers, do not meet the standards wished for. How can we create real impact for these women and contribute to the goal of creating as many fair jobs as possible?

**RETURN  
to  
SENDER**



## Impact Goal

*What long term effect do we want to achieve in this world?*

Return to Sender wants to truly empower the women who make their products to have the freedom, time and self-confidence to make their own decisions in life and pass this on to the next generation.

## Impact activities

*Which steps did we take to make it happen?*

- We started with a kick-off to research the different production locations. By involving the women who work there, we defined what makes a fair job and why earning a living wage is inextricably connected to it.
- Based on these insights we developed Return to Sender's living wage model, a multi-purpose living wage toolkit to engage and motivate other brands to do the same and set-up valuable partnerships.
- In a pilot project we tested and started to implement our model with close collaboration with Indian producers.

## Outcome level

*What was the result of our activities?*

Contributing to the empowerment of women includes making the shift towards living wages. A living wage enables them to cover the real cost of living for them and their families, increases their independence and ultimately allows them to break out of poverty. To realize this new standard for payment of wages, system change is needed whereby all stakeholders in a supply chain rethink their roles and responsibilities. As a relatively small brand, Return to Sender can't make this change alone. We therefore developed a replicable model and practical toolkit that enables them to pay their producers at a living wage level and initiate a wider shift amongst other brands buying at the same producers. All with the purpose to empower the women and their families in the production countries.

## Benefits

*More created value*

- **The potential to create impact of scale by setting up a replicable model and toolkit.**  
As a small brand, paying a living wage on product level would hardly make a difference for the artisans. Therefore the involvement of other brands is crucial for the success of this approach. *This is how Return to Sender can and will continue this approach and use this as a basis to also apply in the other production countries.*
- **The story & impact of living wages is ready to share with the larger public.**  
Creating awareness and stimulating system change by spreading the word and involving external stakeholders in their brand story.
- **Growing an impact brand.**  
With a clear and aligned sustainability story Return to Sender has a strong starting point to grow their impact brand to a new level.

## Stationery team



### IMPACT GOAL

Ensuring only good & responsible business in their international supply chain.

#### IMPACT ACTIVITIES

- Supply chain activities & risk mapping
- Long term sustainable business vision, standards and principles, translated to a social compliance policy
- Practical management materials and tools to bring the new policy into practice

#### OUTCOME LEVEL

- Increased transparency & insights in supplier activities leading to an improved and responsible supply chain
- New skills

## Bocca



### IMPACT GOAL

A stronger coffee supply chain by bringing to life a stakeholder-centered sustainability strategy.

#### IMPACT ACTIVITIES

- Impact strategy aligning all sustainability activities
- Sustainability story and visualization aligned with the overall brand purpose

#### OUTCOME LEVEL

- Engaged and informed internal & external stakeholders through meaningful brand communication
- Strategic focus and structure in their sustainability partnerships (type and number) and activities
- Clear foundation for sustainability goals for the years to come

## Dille & Kamille



### IMPACT GOAL

Responsible consumption and sustainable home & house practices in the Dutch and Belgian markets.

#### IMPACT ACTIVITIES

- Strategic sustainability sessions with Dille & Kamille management, marketing, brand & design team
- Developed sustainability vision, manifest & roadmap

#### OUTCOME LEVEL

- Sustainable supply chain management
- Increased sustainable and responsible product offer
- Sharpened sustainable brand experience
- Internal engagement for sustainability and the sustainability manifest

## Nine & Co



### IMPACT GOAL

A happy & decent life for workers throughout the Nine & Co supply chain – from those who work with raw materials to the ones making the actual garments.

#### IMPACT ACTIVITIES

- Installation of a social compliance system, including redesigned and improved purchasing practices
- Living wage (gap) research and action plan
- Management of GOTS & Better Cotton Initiative memberships and performance
- Sustainability Training of the brand's Design, Buying & Sourcing team

#### OUTCOME LEVEL

- Increased transparency & improved sustainable business relations with a significantly smaller number of suppliers
- Foundation for working towards living wages with Nine & Co's suppliers
- Increased knowledge on sustainable cotton farming and investments in better working conditions at raw material level

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# Climate change & energy

Only system change can stop climate change. This system change is about transforming our economic & governance model, about innovation and investing in clean energy, in zero-carbon alternatives and in circular businesses. But foremost it is about people finding new ways of working together, unusual suspects joining forces and exploring the unknown.

Contributing to:



# DELA

DELA has an inspiring founding story that is all about caring for each other. The organization (cooperation) has strong social roots allowing everyone to get a dignified farewell. Within an ever-changing market they take this role seriously, meeting the needs of the people and the planet. DELA is changing the way they do business step by step, working towards a greener funeral industry. By offering a climate-friendly coffin as their basic coffin, they made a strong environmental choice in the right direction, but how to make sure that sustainable choices are made throughout the entire supply chain and customer journey to minimize their footprint?

**DELA**  
voor elkaar



## Impact Goal

*What long term effect do we want to achieve in this world?*

Taking care of the planet today, so next generations can still enjoy it tomorrow.

### Impact activities

*Which steps did we take to make it happen?*

- We started with a customer journey map to identify and stimulate sustainable decision-making.
- Next we conducted field research to generate valuable insights amongst the internal stakeholders.
- We developed an new version of DELA's sustainability story aligned with the overall DELA brand story.
- To ensure more sustainable choices and guidance we developed a train-the-trainer toolkit for all the regional managers.

### Outcome level

*What was the result of our activities?*

With the help of the internal CSR ambassadors team we were able to improve the skills, knowledge and engagement on sustainability amongst 200+ DELA funeral coordinators. At regional level we stimulated sustainable decision making throughout the entire customer journey because the DELA representatives could better share the story and explain the reason behind these choices customers were more willing to make sustainable choices. This also contributes in the long term to a more positive brand experience & sentiment.

*'Together we can care for the planet and let our (grand) children enjoy it as much as we do.'*

### Benefits

*More created value*

- Positive brand sentiment amongst internal and external stakeholders
- Working step by step towards a carbon neutral funeral industry
- Becoming a leading example for the funeral industry

## Tele2



TELE2

### IMPACT GOAL

Working towards a low carbon economy by continuous monitoring of, and improving, their energy efficiency.

### IMPACT ACTIVITIES

- Coordination and inspiration of the Tele2 Climate & Energy team
- Management of Tele2 Environment & Energy Management Systems

### OUTCOME LEVEL

- Increased insights in energy management and savings & efficiency
- A mindset for sustainability and the sustainable business case
- Concrete pilots and projects leading to direct energy savings

## Green Coffins



GREENCOFFINS  
natuurrijke slijpwerkmanden

### IMPACT GOAL

Making the funeral industry more sustainable with fair trade coffins.

### IMPACT ACTIVITIES

- Impact brand strategy
- Field research amongst internal & external stakeholders
- Online marketing scan
- Offline marketing channel and material optimization (copy & design)
- Sustainable b2b incentive programme

### OUTCOME LEVEL

- Increased awareness and knowledge about the market
- Improved communication materials meeting the needs of the b2b and b2c target group
- Increased sales potential with a sustainable incentive programme for partners
- Increasing awareness on sustainability topics in the funeral industry

## Activin



Activin  
wine group

### IMPACT GOAL

Positive impact from yard to glass.

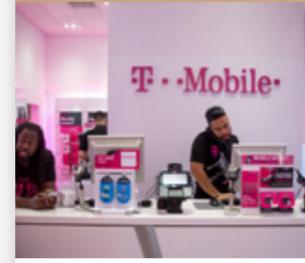
### IMPACT ACTIVITIES

- Supply chain quick scan identifying the most relevant impact topics
- Long-term sustainability focus & vision and identification of the main impact topics for Activin, related to their (supply chain) activities
- Sharpened the brands' storytelling activities, with the impact analysis as starting point

### OUTCOME LEVEL

- A collaborative and changed mindset, looking beyond the obvious people-planet-profit approach to strategic sustainability themes: operations & supply chain focused
- A sharpened sustainability story, helping the brand to formulate future action

## T-mobile



..T..Mobile..

### IMPACT GOAL

Connecting everybody to the opportunities of now: creating access to the digitalized world for everybody in society.

### IMPACT ACTIVITIES

- Support CSR strategy & roadmap creation
- Facilitating sustainability working groups
- Development sustainability Report

### OUTCOME LEVEL

- Platform for increased sustainability & CSR performance divided over 4 different strategic pillars
- Increased transparency and internal engagement for sustainability and CSR

## EDGE



EDGE

### IMPACT GOAL

Engaging the world with the relevance & impact of better buildings

### IMPACT ACTIVITIES

- Development of a meaningful content strategy
- Impact communications & creative copywriting: blowing a new wind into an age-old sector
- Strategically highlighting EDGE's impact expertise areas

### OUTCOME LEVEL

- Increased awareness & knowledge of the importance and impact of better buildings, related to sustainability, climate, people & health
- Impact brand growth and thought leadership in the industry on these same topics



# Female empowerment

Female empowerment is about creating access to things in life most women were previously denied - independence, jobs, fair salaries, a voice in private and public life. But let's not forget, on societal level, female empowerment is essential to realize economic growth, political stability, and social transformation. New instruments in the so-called Fourth Feminist Wave are the internet and social media. Along with our clients we worked on the ability for women to improve their economic status and well-being, while tapping into new and positive resources and methods.

Contributing to:



# Noppies

Research shows that the parent's competence to deal with - and adapt to - different situations (if things go well and when things go differently than expected), directly affects the resilience competence of their children. Children who can better adapt to different (good & bad), situations are less likely to experience social & psychological problems when they grow up.

The expectations of motherhood are high, the (work and social) pressure from society is increasing, many changes are happening and tiredness causing women to feel mentally unstable. The resilience of mums is being fully challenged during the first 1000 days, while their resilience is most important for their baby during this period. We supported (and are still supporting), Noppies to create meaningful value for their most important brand ambassadors: mums and their babies.

noppies



## Impact Goal

*What long term effect do we want to achieve in this world?*

**Resilient parents contribute to more resilient children, which leads to less social & psychological problems for future generations.**

## Impact activities

*Which steps did we take to make it happen?*

We developed activities to realize the preferred outcome that would bring us closer to our impact goal and work towards system change. Some of these impact activities include:

- Setting up a mental support program with events and tools for help.
- Developing a social campaign for mums with influencers to raise a broad awareness on the topic.
- Developing partnerships with and for Infant Mental Health Professionals to also engage the professional sector.

## Outcome level

*What was the result of our activities?*

We identified 4 pillars to improve parent resilience. These pillars are based on a strong theoretical framework that has been used and proved by youth and family psychologists for years. Each pillar contributes to more resilient parenthood, which contributes to more resilient children and less social & psychological problems for future generations.

## Benefits

*More created value*

- Social brand value: internal and external engagement of the topic contributing to a strong and unique social brand.
- Positive brand sentiment: creating meaningful value for (new) mums and beyond.
- Taking part in a long-term impact journey with ever evolving activities, always contributing to the same impact goal while keeping the wellbeing of parents and future generations in mind.

## Fabienne Chapot



FABIENNE CHAPOT

### IMPACT GOAL

Boosting female empowerment throughout the world with outspoken & sustainable fashion collections and CSR practices.

### IMPACT ACTIVITIES

- Impact matrix team sessions shaping and defining the brand's high impact topics
- Impact brand communication team sessions to align the CSR practices with the overall brand potential
- Impact coaching on day to day CSR / communication practices

### OUTCOME LEVEL

- Increased brand awareness on female empowerment potential
- Internal engagement and increased insights in what CSR can mean for Fabienne Chapot

## A Beautiful Story



*a Beautiful Story*

### IMPACT GOAL

Creating 1000+ long-term and life-changing jobs in developing countries, starting in Nepal.

### IMPACT ACTIVITIES

- Brand impact research and strategy development
- - Introducing the Living Wage Plus model for all producing artisans
- - Setting up and facilitating a coaching program for owners in Nepal

### OUTCOME LEVEL

- Increased financial literacy and empowerment of the artisans
- Stronger and independent jewelry workshops in Nepal
- Investments in future generations by creating access to quality education
- Increased insights in the actual impact made over the years

## Marlies Dekkers



marlies | dekkers

### IMPACT GOAL

Becoming an even stronger female empowering brand from the inside out - living and breathing the topic.

### IMPACT ACTIVITIES

- Facilitating impact inspiration sessions with relevant partners, including:
- Living Wage, Female Empowerment in the supply chain, Impact Measurement, Building a Culture for Sustainability, Impact Branding and Circular Business Models.

### OUTCOME LEVEL

- New insights in the broader spectrum of sustainability to sharpen the Marlies Dekkers sustainability strategy by representatives of all teams.
- Platform for increased efforts for a fair and empowered supply chain.



# Water, sanitation & circular economy

For decades we've created waste with little consideration of the future, or what happens with waste after we disposed it. Today we are forced to rethink not only the way we dispose waste, but how we create it to begin with. Enter: the circular economy. We do not have all the answers, but we are excited to work with our clients every day on new circular solutions and business models.

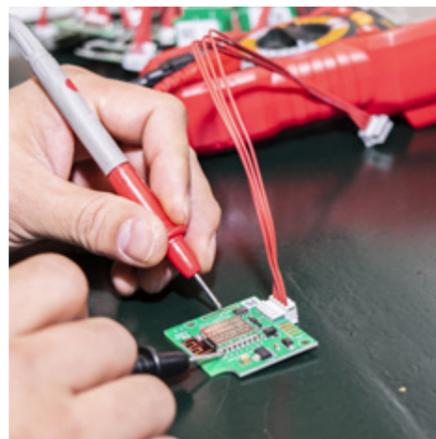
Contributing to:



# Homie

Homie has a clear mission. Creating a positive impact by offering economical and sustainable household appliances. Nowadays, many appliances are replaced quickly because they break down. On the other hand new and sustainable appliances are expensive and therefore consumers keep on using old and energy consuming appliances.

With the pay-per-use model Homie offers the most sustainable and smart machines in your home. You only pay for what you actually use! This way Homie empowers sustainable behaviour and creates a model that stimulates the industry to produce appliances that last.



## Impact Goal

*What long term effect do we want to achieve in this world?*

The impact goal of Homie is two-fold: making the household appliance industry 100% circular as well as stimulating more sustainable washing behavior, starting with a washing machine.

## Impact activities

*Which steps did we take to make it happen?*

- We created a distinctive positioning and a refreshing though clean brand identity.
- We built a new, colorful and refreshing website, as fresh as your washed clothes.
- We created a pool of brand ambassador and critical consumers. Based on their input we created the positioning and the new website. Their input helped us to create a design that's user-centred and addresses their needs in the right way.

## Outcome level

*What was the result of our activities?*

By creating proof of concept the wash industry will become more sustainable. We worked towards a proven circular washing machine and a circular consumer concept that is largely used by consumers to avoid wasting resources.

## Benefits

*More created value*

- Social brand value: internal and external engagement of the topic contributing to a strong and unique social brand.
- Brand sentiment: creating meaningful value for (new) mums and beyond.
- Taking part in a long-term impact journey with ever evolving activities, always contributing to the same impact goal, keeping the wellbeing of parents and future generations in mind.

## Obrigado



### IMPACT GOAL

Engaging and involving the Obrigado consumers with all the goodness of Obrigado, and this way changing the consumers' mindset towards a more sustainable lifestyle by sharing goodness!

### IMPACT ACTIVITIES

- Sharing Goodness Platform and game in which consumers can learn and become sustainable farmers: <https://sharinggoodness.obrigado.com/>
- 8 videos to explain to the Obrigado consumer about the way it runs the sustainable farm in Bahia, Brazil
- Coaching for B Corp certification
- Sustainability strategy
- Brand activation strategy to engage and involve the international Obrigado consumers

### OUTCOME LEVEL

- Global consumer awareness on sustainability: The Sharing Goodness platform runs in the US, Brazil and Europe
- Changed behaviour through involvement in the Sharing Goodness games
- Internal & external engagement and dedication on the sustainability mission through a B Corp certification
- Clear focus and structure in their sustainability practices
- Becoming part of, and strengthening, the B Corp community

## WASTE



### IMPACT GOAL

Increasing the impact of the overall waste and sanitation industry.

### IMPACT ACTIVITIES

- Impact communication strategy.
- Relevant content creation: WASTE impact stories with a focus on their unique approach and lessons learned.
- Online content platform development.

### OUTCOME LEVEL

- Inspired industry by sharing best practices, impact made, relevant experiences and expertise.
- Providing large-scale access to WASTE's experience, lessons learned, network and approach to professionals and NGOs all over the world.



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# Creativity for change

Where criticsasters see the creative industry as a driver to make people buy things they don't need, we see the creative industry as an important driver for sustainable consumption. The industry – with its technology, creative power and psychological models - has the power to make people aware of important impact topics, to change behaviour and to drive sustainable consumption: one of the sustainable development goals.

Contributing to:



# Fabrik

As creative impact agency we are delighted that we can contribute to the big impact wave that currently flows over us. We do this via our direct work for our partners and clients, but the last year we have also spread our impact brand methodology to another creative agency, Fabrik from Finland. Spreading this knowledge means scaling up and moving forward at a faster pace than doing it alone. And since it is five to twelve, this is exactly what the world needs.



## Impact Goal

*What long term effect do we want to achieve in this world?*

Scaling our impact by educating other agencies about our impact branding approach .

## Impact activities

*Which steps did we take to make it happen?*

We organized a deep dive for Fabrik to get to know, understand and experience our impact branding services.

We did this by:

- A two-day co-creation workshop about Rainbow Collection's Impact Strategy and Impact Branding flow.
- Strategic and inspirational sessions at social brands such as Tony Chocolonely and Zoku, connecting clients and enabling them to share experiences and lessons learned.

## Outcome level

*What was the result of our activities?*

By providing a better understanding of how to apply impact branding in the current services of Fabrik the creative agency was able to develop a new and more sustainable brand impact approach for the local market. With the model they were able to convince and support new clients as well as inspiring local companies to think impact first.

## Benefits

*More created value*

- /

## The Impact Days



### IMPACT GOAL

Promoting sustainable consumerism by showcasing and experiencing social and sustainable products and services.

### IMPACT ACTIVITIES

- Creating video's on participating social entrepreneurs.
- Creating outdoor advertisements and promotional materials, social media output and engagement to attract more visitors to the numerous Impact Days events.
- Engaging social entrepreneurs in spreading the message.

### OUTCOME LEVEL

- Consumer awareness on sustainability and social entrepreneurship via online and offline media
- Brand growth and increased visibility

## Limelights



### IMPACT GOAL

Celebrating its social impact mission by becoming B Corp certified.

### IMPACT ACTIVITIES

- Impact business model workshop
- Preparation for B Corp Impact Assessment

### OUTCOME LEVEL

- Insights in impact made according to the Sustainable Development Goals
- Platform for increased impact making & measuring with their clients, accelerating the effect of this single project
- Becoming part of, and strengthening, the B Corp community

## Media Monks



### IMPACT GOAL

Being transparent about its social and environmental impact within the industry.

### IMPACT ACTIVITIES

- Sustainability data collection, analysis and report writing, based on the 10 UN Global Compact principles

### OUTCOME LEVEL

- A platform for increased and focused social and environmental performance, on organizational level and within projects of the company
- Increased support and exposure for the UN Global Compact platform and its principles amongst the world's biggest brands



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# Happy & Healthy people

**We might live in turbulent times, but we know one thing: central to a successful society are happy & healthy people that are able to run it. How can we ensure good health & wellbeing in modern times? And deploy the available means to do this in an impactful way?**

Contributing to:



# Rituals

Rituals is known for its philosophy centered around wellbeing and happiness, integrating mindfulness and gratefulness in everyday activities. Obviously consumers expect the brand to live up to the promises that come along with this philosophy. On a product level Rituals is more than fulfilling this promise. Before we started working together, Rituals was already taking significant steps towards more sustainability - from using responsible ingredients to environmentally friendly packaging. But making impact goes beyond the product and includes supply chain management, stakeholder engagement and much more. Exploring the full sustainability world surrounding Rituals was the quest of the newly set-up sustainability team of the brand in the first half of 2019.



## Impact Goal

*What long term effect do we want to achieve in this world?*

Rituals wants to transform everyday events into meaningful moments. By fully integrating this meaning into their core brand and daily processes Rituals has the potential to add even more value to the world.

## Impact activities

*Which steps did we take to make it happen?*

In the first half of 2019 we supported the new Rituals sustainability team with giving shape to their impact matrix (as foundation for their sustainability strategy). To do so, we hosted various coaching sessions to co-create a clear sustainability structure together with the Rituals sustainability team, by identifying all relevant sustainability themes behind the brand's identity, philosophy and core product & processes. This was the starting point of developing an impact vision that could finally be translated into different strategic directions.

## Outcome level

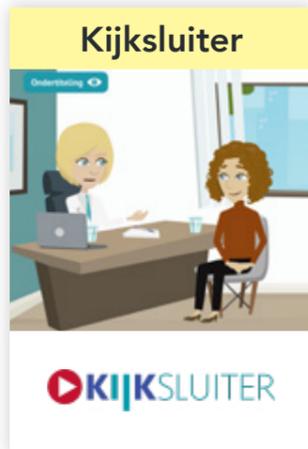
*What was the result of our activities?*

The sustainability strategy allows Rituals to maximise their impact in the coming years. By distinguishing the high and low impact topics they have gained a clear image of the sustainability topics they can work on. The strategy also provides valuable insights in the topics that lie beyond their scope of influence, providing room for focus and allowing real change to happen in their high impact areas.

## Benefits

*More created value*

- The impact coaching sessions were a starting point for further internal discussions on sustainability, creating internal engagement, ownership and building a strong and meaningful culture for change.
- A clear focus in the impact strategy leads towards more impact creation on the long-term.



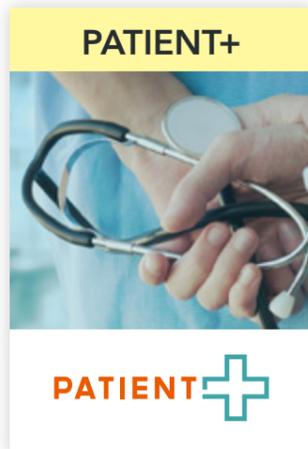
**IMPACT GOAL**  
Contributing to better-informed patients and use of medicine.

**IMPACT ACTIVITIES**

- Customer journey optimization with improved communication per touch point
- Campaign strategy and concept development for medical partners and patients
- Content creation and planning

**OUTCOME LEVEL**

- Better informed, aware and empowered patients
- Concrete tools and knowledge for the medical sector to stimulate good medicine usage



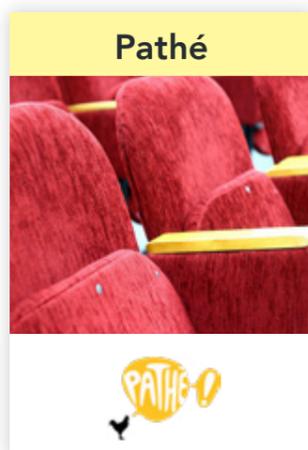
**IMPACT GOAL**  
Celebrating Changing the world of healthcare with increased patient satisfaction and more effective treatments.

**IMPACT ACTIVITIES**

- Customer journey optimization
- Free trial development, implementation and promotions
- User-centred optimization of the online platforms

**OUTCOME LEVEL**

- Increased usage of decision aids by patients and physicians leading to more satisfied patients, increased adherence in treatments, and more effective and efficient consults.
- Contributed to the movement of value based healthcare



**IMPACT GOAL**  
Bringing "excite your day" to a higher social & sustainable level.

**IMPACT ACTIVITIES**

- Identification of the potential impact of cinema, related to stress, tension and happiness
- Co-creation sessions with employees on happiness and sustainability
- Support with the internal launch and implementation of the CSR strategy

**OUTCOME LEVEL**

- Internal engagement for impact and sustainable leadership
- Increased insights in the societal function of cinema, and how to use the power of immersion to help people reset and recharge in their daily lives
- New partnerships for happiness and sustainability

Want to create impact in 2020 and beyond?

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Get in touch!

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