

**WE GUIDE
BRANDS TO
BECOME A
CATALYST FOR
CHANGE.**

**RAINBOW
COLLECTION**

CONTENT

MANAGEMENT STATEMENT



Dieuwertje Damen

THE DECADE OF THE ACTION

We find ourselves in the decade of action: drastic system change is needed to build a regenerative and inclusive economy before 2030, and we place our bets on companies as the ones that can drive this system change.

We believe all the knowledge we need to create this system change is already available in the world, but it needs to be used and translated into a strategy that aims for system change. Exactly what we do here at Rainbow: we help companies in transforming their market to realize actual system change - whether we do this by designing impact strategies, by developing an impact brand campaign or by using the B Corp assessment as a tool to help companies change from within.

I am very proud that in 2021 we have worked as a team on over 60 of such market transformational projects together with our clients in The Netherlands and beyond.

In this report we treat you on a selection of these projects.

Dieuwertje Damen

IMPACT TOPICS & THE SDG'S



The Sustainable Development Goals (SDGs) were set by the United Nations in 2015 and cover the 2030 agenda for Sustainable Development. They provide a framework and blueprint for sustainability and prosperity on a global scale. With our work and clients we want to contribute to this global agenda, so we implement the data in our strategic work. Words are one thing, but actions are what counts.

Building fair value chains:
SDG 1, 2, 3, 5, 8, 10

**Climate change & energy:
transition:** SDG 7, 13

Circular economy:
SDG 11, 12

Happy & Healthy people:
SDG 3

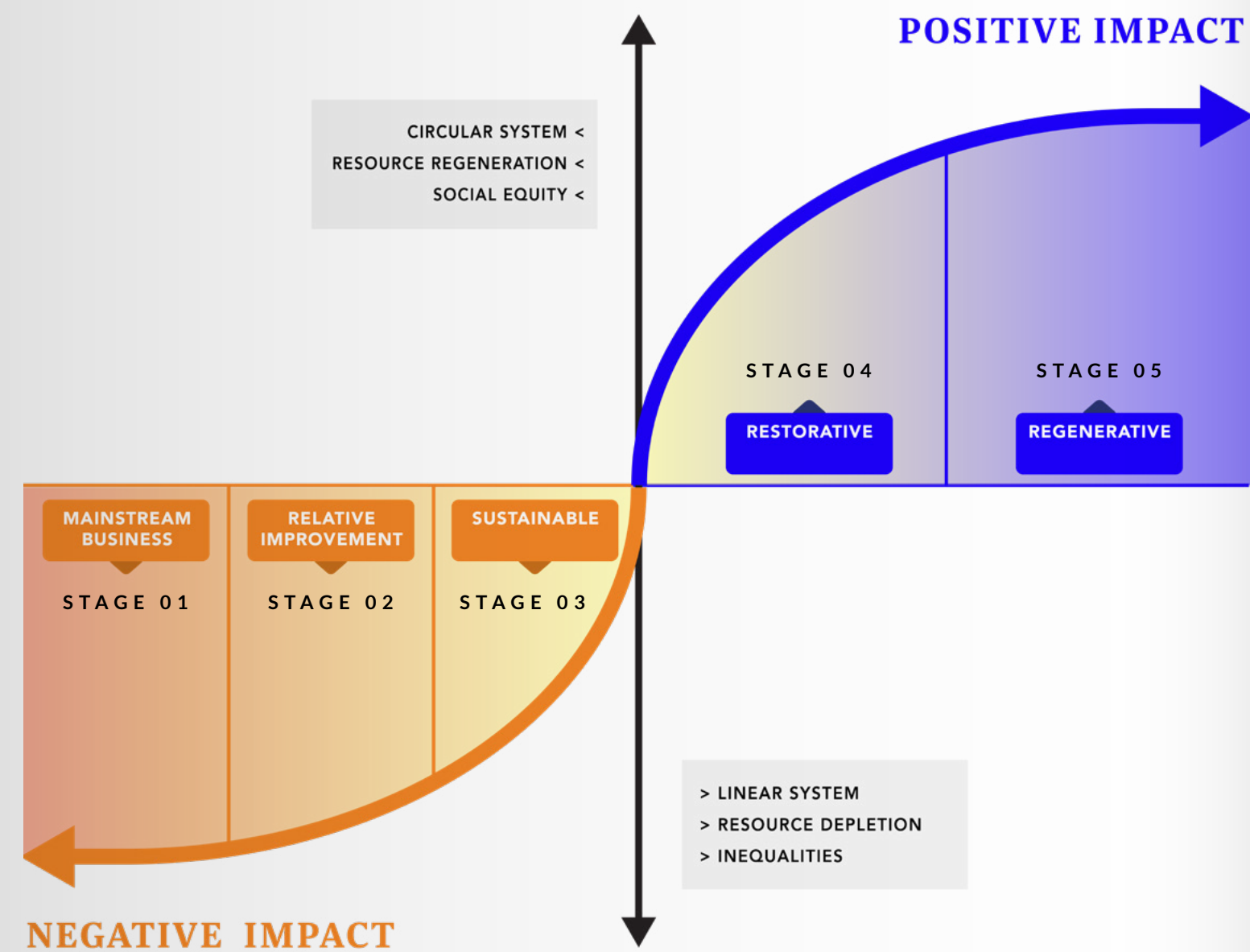
**Working towards living
wages:** SDG 1, 8, 10, 11

Female empowerment:
SDG 3, 4, 5, 10

Creativity for change:
SDG 12, 17

**Sustainable sourcing,
procurement & packaging:**
SDG 12, 13

OUR MARKET TRANSFORMATION MODEL



We believe we need to change from a linear system to a circular business model. Therefore, we developed our own market transformation model. And yes, sustainability is still on the bad side, because that's about preserving the way it is now. If we continue to live this way, we still need many more planets. Therefore, each strategy we develop aims to eventually get an organization to the regenerative stage.



Living Wages

WHAT	Roadmap to Living Wages
PROJECT	Self initiated free tool
SERVICE	Impact Strategy



a Beautiful Story

marlies|dekkers

NINE
& Co.



RETURN
to
SENDER

WHAT

Living wages is a complex topic, but the fact is that many factory workers are still underpaid. That's unacceptable. All brands can take steps in the countries where production takes place. The question is; what does your roadmap look like?

HOW

Together with several partners in the garment and textile industry, we collected the most recent insights, cases, tips and tricks to get others inspired and start working on the living wage topic.

RESULT

To share all the knowledge that we collected together with our partners and to scale up work around this topic, we launched a free, online tool: the roadmap to living wages. This tool helps other companies with every step on the way; doing a

risk analysis, preparing your organization and supplier, calculating the living wage (gap) and preparing the workers. The tool contains a quickscan, decision tool, country profiles, 11 cases and a lot more.

ABOUT

Roadmap to Living Wages is a free online tool that helps and inspires other brands to map out their roadmap towards a living wage for their workers.

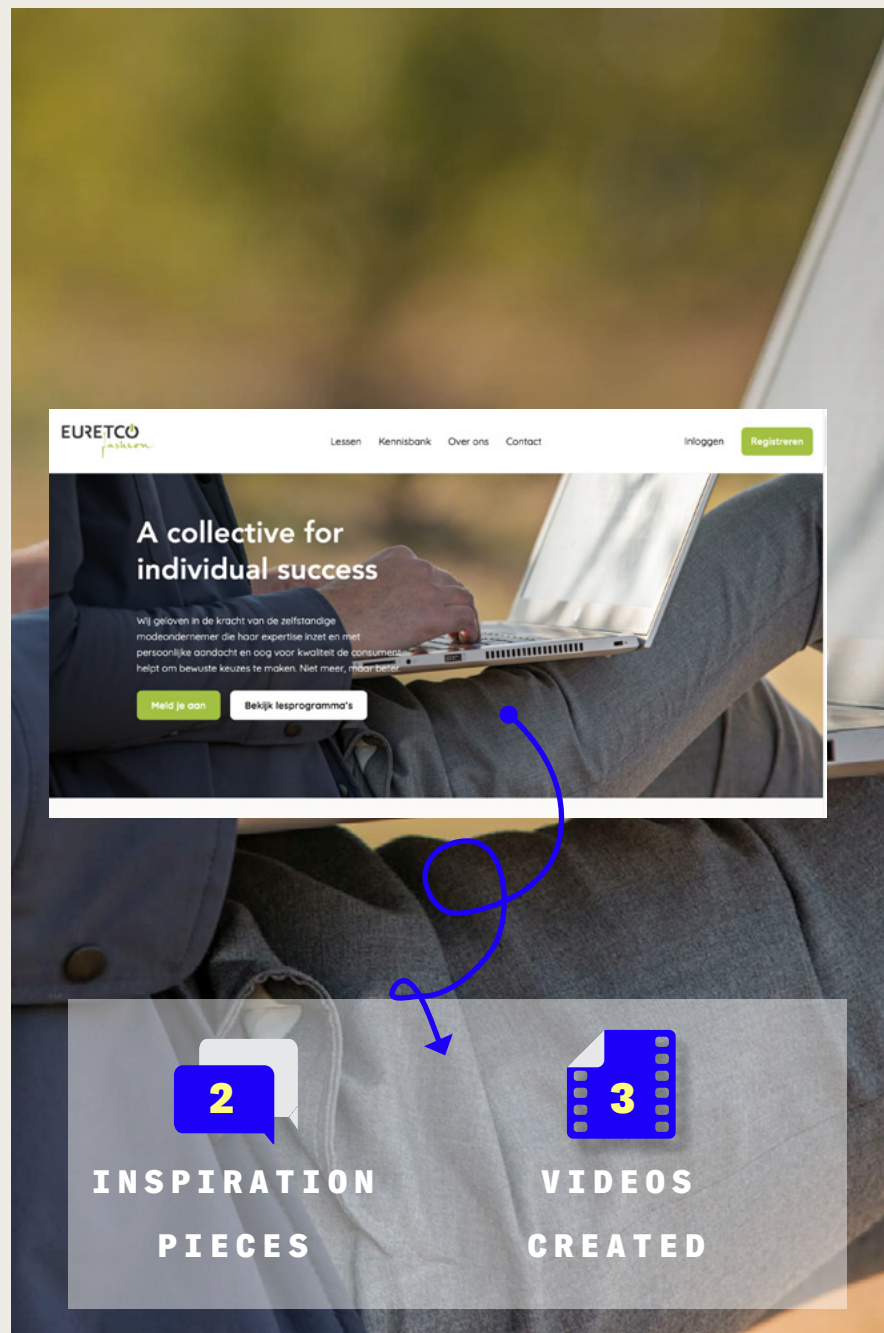
The tool was initiated by Rainbow Collection and is developed in collaboration with Nine & Co., Marlies Dekkers, A Beautiful Story, Return to Sender and MVO Nederland.

Euretco

WHAT Retail service organisation

PROJECT Online academy

SERVICE Impact Strategy



WHAT

Euretco sees that retail must become more sustainable and would like to take the lead in this. They have a large network and want to seize the opportunity to help retail become more sustainable.

In addition, more and more retailers are also asking questions themselves, but how do they approach this?

HOW

Together with Euretco we have set up the Euretco Fashion Academy; a platform filled with assignments, films and workshops about sustainability, among other things.

RESULT

By filling the platform with 3 videos, 2 workshops, 2 inspiration pieces and one assignment, we were able to educate Euretco affiliated entrepreneurs and franchisees about sustainability.

ABOUT

With over 1,500 affiliated entrepreneurs and franchisees, retail service organization Euretco is the place to make an impact. They have an enormous network in the fields of living, fashion, sports, DIY and books.

10DAYS

WHAT Fashion brand

PROJECT Sustainability strategy

SERVICE Impact Strategy



WHAT

For 10DAYS, the sustainability guidelines of one of their largest outlets were cause for action. The intrinsic motivation to get started with sustainability was fueled, but where do you start?

HOW

In a number of co-creative sessions with a select group, we developed a sustainability strategy with 4 different programs. In a three-session roadshow, we then introduced this strategy to the company. Each program now has its own owner and they have independently started rolling out the strategy.

RESULT

10DAYS is well on its way to achieving the new targets. For example, they recently launched the sale of second-hand clothing in their own stores and are now researching the various sustainable certification possibilities.

ABOUT

10DAYS is an Amsterdam based fashion brand with a dedicated fan base. They are known for their comfortable fashion of beautiful quality.

Kamera Express

WHAT	Photo and video specialist
PROJECT	Sustainability strategy
SERVICE	Impact Strategy



WHAT

At Kamera Express they know everything about creating images, but in the field of sustainability they need a helping hand. They need to become more sustainable, but where to start?

HOW

After several interviews and co-creation sessions we learned that Kamera Express has a very direct relationship with their customer. They also already offered circular services such as second-hand sales and rental. We saw opportunities to explore this further and to include the Kamera Express consumers in the sustainability journey. This has therefore become the basis for the sustainable strategy.

RESULT

The new strategy has been developed and is assigned to different owners. Now it's time to get to work on the output!

ABOUT

Kamera Express is the go-to store for all image makers, they inspire and stimulate you in the field of photo and video. They are truly the experts in the field and have a great passion for images.

Roba Metals

WHAT Metal supplier

PROJECT Sustainability strategy

SERVICE Impact Strategy



WHAT

To give Roba's employees the opportunity to share their thoughts and ideas on what sustainability means for them and their position within the company, we hosted several Sustainability Cafe's. But, how to translate these ideas into concrete goals and actions?

HOW

First, we focused on developing a sustainability strategy that supports the overall ambitions of the family business. With the overall sustainability vision in mind, we worked co-creatively to turn the strategy into a roadmap; to assign topic owners to each of the pillars in the strategy; and to coach them on their sustainability journey.

RESULT

Roba Metals is a family business with a long history in metals, from producing processed materials to recycling. They take care of

metal waste management by directly processing the scrap, they control the whole supply chain - from purchasing and processing, to production and smelting at one of their plants.

ABOUT

Roba Metals is a family business with a long history in metals, from producing processed materials to recycling. They take care of metal waste management by directly processing the scrap, they control the whole supply chain - from purchasing and processing, to production and smelting at one of their plants.

DEPT

WHAT Technology and marketing service

PROJECT Becoming B Corp

SERVICE B Corp



DEPT

WHAT

What is a better way to show that you are being the best for the world, than becoming B Corp certified? DEPT asked us to support them on their impact journey while keeping in mind the most rigorous sustainability framework in the world. And, to help them make sure all deptsters from more than 20 countries understand what impact means to DEPT and what they can do to contribute.

HOW

Within the B Corp assessment, there are two types of questions: the ones that concern operational, day-to-day matters, and the ones that inquire the impact a company makes with its actual products and services. It was the latter that we focused on most within the project. To get the whole company on board, we built a worldwide B Team and we trained Depsters with the Climate Hero training. In addition to this, we co-created their impact

strategy, wrote their impact report and guided them towards B Corp certification

RESULT

After all the hard work, we had the honor to welcome DEPT to the B Corp community by the end of last year. DEPT now has a proven impact strategy, an impact manager has been hired and all Depsters are supporting their impact mission.

ABOUT

DEPT is pioneering tech and marketing. To take their responsibility as digital agency, they not only aspire to be the best in the world, but also the best for the world, and to have a positive impact on society as a whole.

T-Mobile

WHAT Telecom company

PROJECT Bringing sustainability to life

SERVICE Impact Branding



WHAT

Two years ago we supported T-Mobile with the development of their sustainability strategy and a governance structure. As you can imagine: developing a sustainability strategy is one thing, but bringing it to life is another. In 2021 they challenged us to help them to turn their strategy into real, tangible impact.

HOW

We are true impact coaches for all the sustainability leads at T-Mobile. Together we worked on some very interesting projects, such as the Back at Work programme - which helps people with a distance to the labor market to get back at work -, and the partnership with Dutch NGO Join Us. This partnership has been designed to connect lonely youth in the Netherlands and to support them gaining confidence and self-esteem.

RESULT

In their partnership with Join Us, T-Mobile was able to reach over 11.000 young people who feel lonely. Besides that, they hired 4 full-time participants in the Back at Work programme. Together with the T-Mobile sustainability leads we also worked on two e-Learnings about circular economy and climate change.

ABOUT

T-Mobile doesn't stop until everyone is connected. They have a reputation for taking sustainability very seriously. On the one hand they do this by strategically rolling out four long-term sustainability programs. On the other hand, T-Mobile is known for its fast and creative ways to respond to actual events.

The Impact days

WHAT Online platform and event

PROJECT Creative concepting

SERVICE Impact Branding

Ontdek sociaal ondernemers die het inclusiever, duurzamer en dus next level doen op

the impact market

**19 november,
15:00 - 22:00 uur,
De Hallen**

Hannie Dankbaarpassage 47, Amsterdam

The Impact Market is onderdeel van The Impact Days 2021.
Kijk voor meer activiteiten van sociaal ondernemers op
www.theimpactdays.nl/amsterdam

the
impact
days

× Gemeente
× Amsterdam

WHAT

The Impact Days aims to put impact entrepreneurs in the Netherlands in the spotlights and help them increase their market share. Meaning: more customers! But which consumer groups should we focus on? And with which creative concept?

HOW

To be able to become *the* impact campaign in the Netherlands, that brings social & sustainable brands and consumers together, we worked on a new organizational structure and we updated the creative concept and communication framework of The Impact Days

RESULT

Putting it all together we developed a national campaign to activate a new group of consumers. COVID-19 forced us to go online, but from 2022 onwards The Impact Days will be an on- and offline campaign.

ABOUT

The name "The Impact Days" says it all, impact is in their DNA. They give next level entrepreneurs a platform and ensure that as many people as possible are being introduced to the world of next level entrepreneurship.

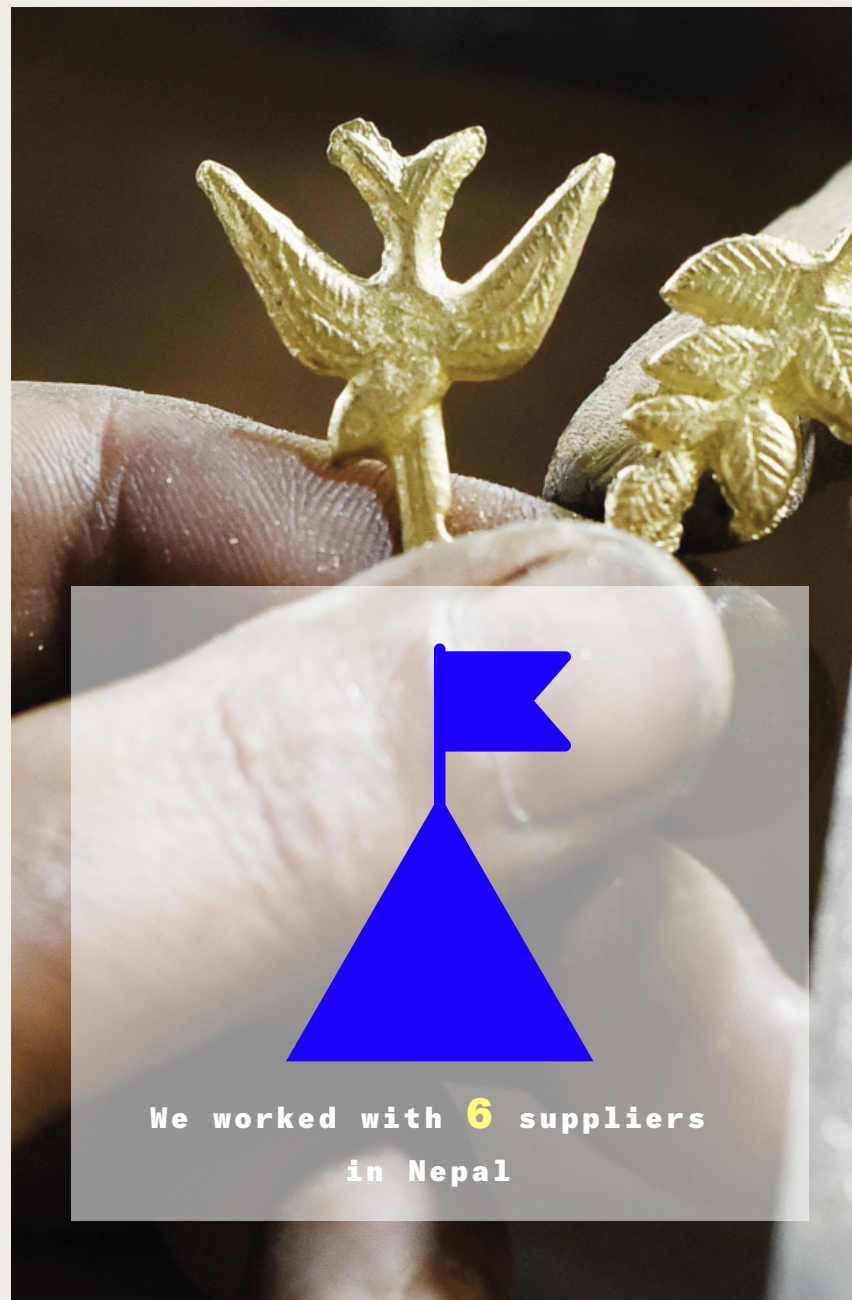
the
impact
days

A Beautiful Story

WHAT Fairtrade jewelry and gifts

PROJECT Living wages in Nepal

SERVICE Impact Strategy



a Beautiful Story

WHAT

The mission of A Beautiful Story - lucky tools and lucky jobs - must be secured while growing and starting new collaborations.

HOW

We engaged the Nepalese and Indian suppliers and the product team of A Beautiful Story, to define impact criteria. These criteria are now guiding impact decisions and measurements, to secure A Beautiful Story's mission.

RESULT

We defined sustainability and KPIs on both product and supplier level, which resulted in a framework for impact driven sourcing. Then, we translated the impact on product and supplier level to an impact report and to the B Corp assessment (awaiting certification). We continuously coached the Impact Manager along the way.

ABOUT

A Beautiful Story sells jewelry and gifts that tell a story. Using the impact driven collaborations with their suppliers, they create long-term and life-changing jobs for people in vulnerable communities.



LAZY
Vegan®

Lazy Vegan

WHAT Vegan frozen meals

PROJECT Brand positioning

SERVICE Impact Branding



WHAT

Lazy Vegan has the complete package to transform the food market. The whole world should know about this brand; and that's exactly where Rainbow came into place. In several co-creative sessions we helped Lazy Vegan to create focus and a strategic plan for their communication goals. Lazy Vegan is a creative brand that has endless stories to tell about their meals. We supported them to focus solely on the those topics and stories that truly resonate with their (desired) target audience.

HOW

In several co-creative sessions we guided the team towards a more focused and strategic communication plan. Based on our Me, My World, Our World model we mapped their brand values, core qualities and (sustainable) consumer profiles.

RESULT

Lazy Vegan now has a clear impact mission and vision, based on their unique sweet spot. This will help the brand guide all their marketing and communication challenges for the coming years. They are now able to take over the world!

ABOUT

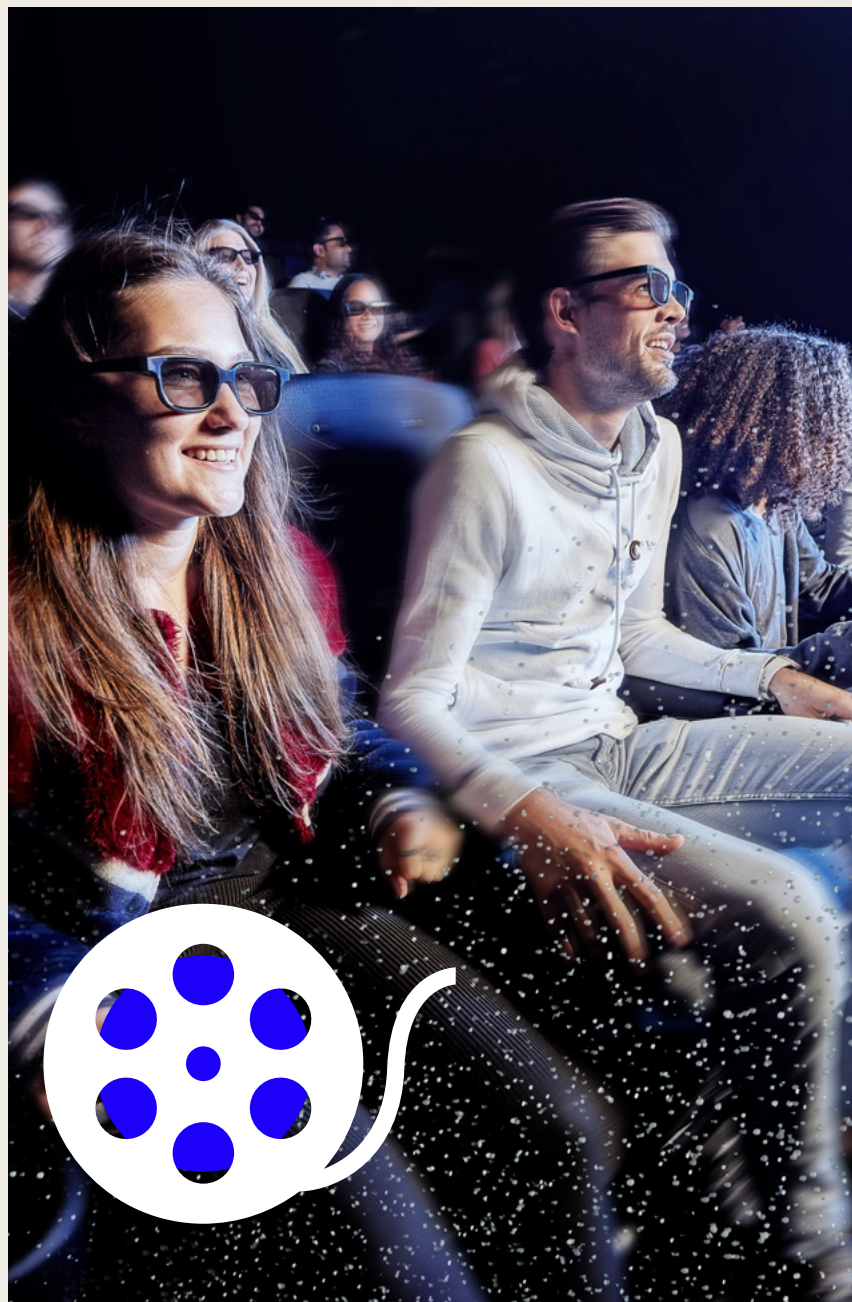
Lazy Vegan is the laziest way to make a difference. Making the planet a better place is a total no-brainer, it's all about the choices you make. They chose to make vegan food as easy and tasty as possible: their delicious plant-based meals are ready in just 8 minutes. Good for you, good for everyone.

Pathé

WHAT Cinema operator

PROJECT Sustainability structure

SERVICE Impact Strategy



activities and projects to their (primary) impact report.

ABOUT

Pathé is the largest cinema operator in the Netherlands. Its mission is to enrich everyday life, with the power of cinema to open people's eyes and immerse them in a different world.

WHAT

Pathé is part of our cities, and aware of its role and impact in society. Our cities are getting ready for the future, and so is Pathé.

HOW

In several co-creative sessions and interviews, we mapped Pathé's current activities to operate sustainably and create positive impact in (urban) communities. Plus, we helped formulate their ambitions, to keep up with the cities they're part of.

RESULT

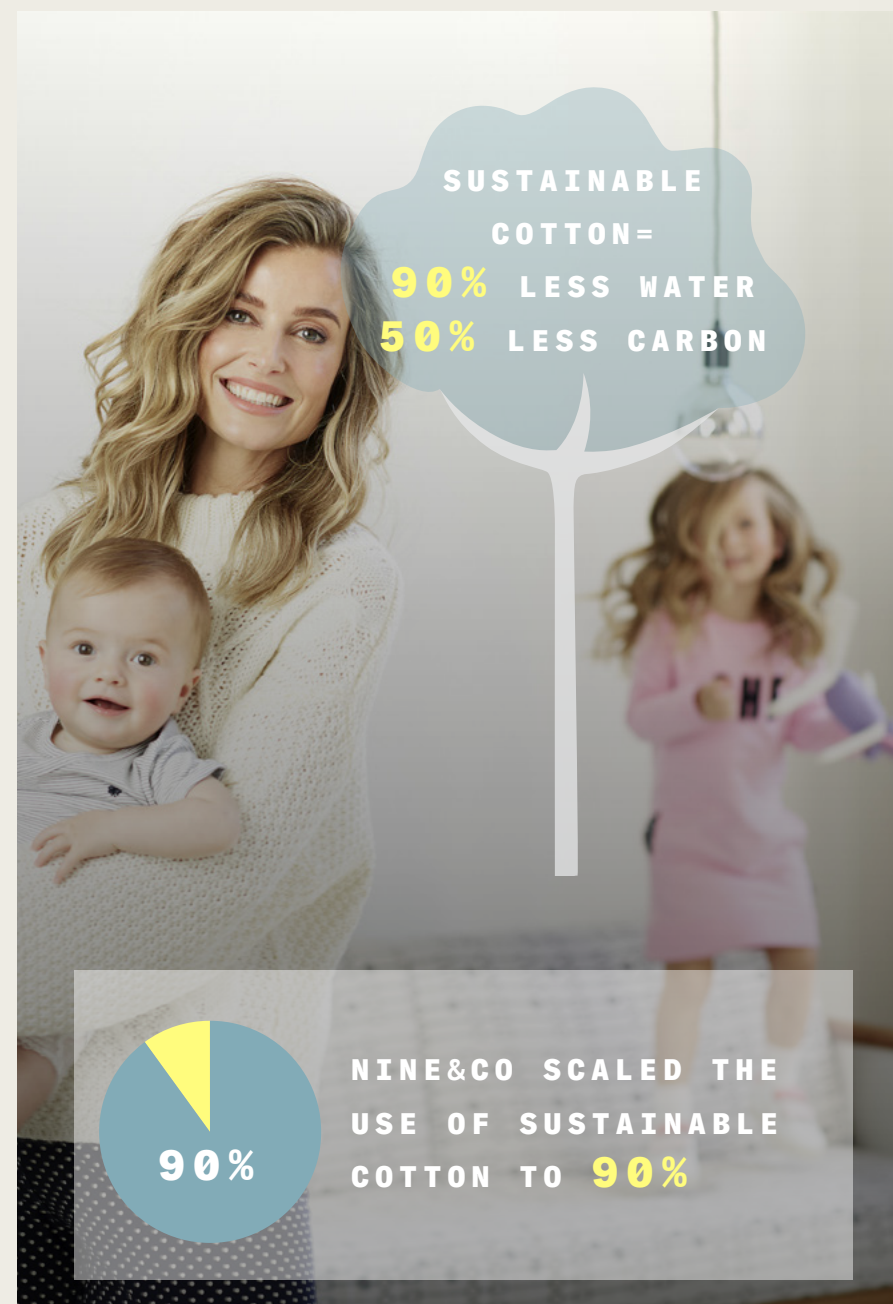
We translated the input into a company-wide sustainability structure which includes all Pathé teams, from renovation to facilities and from food & beverage to programming. We worked on building ownership and engagement, we hosted two workshops for strategy implementation and we translated all

NINE&Co.

WHAT Maternity, baby & kids fashion

PROJECT Shift towards circular products

SERVICE Impact Strategy



WHAT

NINE&Co. believes that brands should no longer compromise on sustainability, and transform their products. The company is engaging its value chain from start to end with sustainability, with a main focus on making the shift towards circular products: the future of the fashion industry.

HOW

Building products with significantly lower footprints, compared to what is (was) conventional in the market. Together with recycled and low-impact fibers, organic (GOTS) and better (sourced through BCI) cotton help to turn the market in the right direction.

RESULT

We support NINE&Co. turning their strategy into action: from living wages to environmental footprinting and impact reporting. In 2021, we

focused on training the sourcing team in circularity, product management and developing material benchmarks, to develop circular business!

ABOUT

NINE&Co. is an expert in the domain of maternity, baby & kids fashion in Europe. The company houses 4 brands that invest in sustainability without compromising on quality and comfort, while accomplishing their mission: making the path to new life as joyful as possible.

Dille & Kamille

WHAT Gifts, home, garden & kitchen

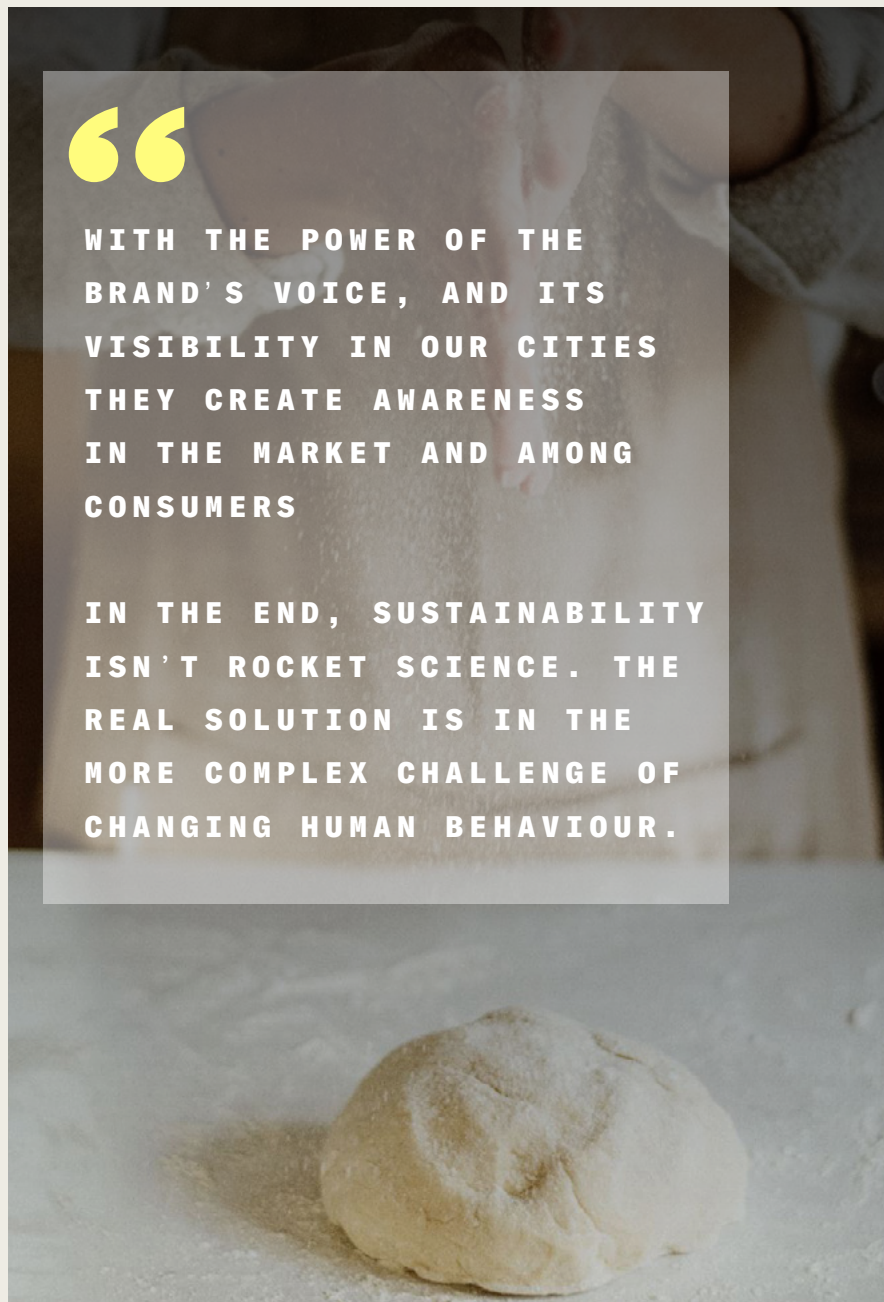
PROJECT Sustainability strategy

SERVICE Impact Strategy

“

WITH THE POWER OF THE BRAND'S VOICE, AND ITS VISIBILITY IN OUR CITIES THEY CREATE AWARENESS IN THE MARKET AND AMONG CONSUMERS

IN THE END, SUSTAINABILITY ISN'T ROCKET SCIENCE. THE REAL SOLUTION IS IN THE MORE COMPLEX CHALLENGE OF CHANGING HUMAN BEHAVIOUR.



WHAT

Dille & Kamille believes in the power of connection and is driven by natural simplicity. They want to be a “guide”: helping people to be more connected with themselves, each other and with nature. Inspire people to live more in the here and now, and enjoy the beauty of every day.

HOW

Dille & Kamille wants to take good care of all people and resources that enable them to create nature-inspired products. This requires a set of clear principles that guides the company in daily decisions and working towards a company and assortment that exists in harmony with nature: from material inputs, to sourcing regions and their own retail stores.

RESULT

Dille & Kamille has a wide range of products and suppliers. We defined how to live by the promise of harmony, and connected it to concrete goals to move towards a world in harmony step by step. Based on the conviction that harmony makes the world more beautiful, Dille & Kamille wants to inspire as many people as possible to live consciously and in harmony with each other and nature as well.

ABOUT

Dille & Kamille is known for its guiding principle of natural simplicity: the only way we can live and consume is in harmony with nature. They offer a home, kitchen & garden assortment.

Marlies Dekkers

WHAT Empowering designer lingerie

PROJECT Female-empowerment in factories

SERVICE Impact Strategy



30

INTERVIEWS

6

AMBASSADORS

WHAT

Marlies Dekkers engages customers with their brand promise, but how to engage Chinese factory workers, and empower them by making them feel more independent, confident & happy in their lives?

HOW

We investigated the women's needs and developed a tailor-made program in response to these needs, in co-creation with the factory. The program is being piloted, with a small group of "ambassadors" to optimize and scale the program, while tracking the impact.

RESULT

A unique female-empowerment pilot program with tailored content in line with female empowerment in a Chinese context, such as monthly ambassador sessions and inspiration meetings. Using this program Marlies Dekkers is now able to empower

Chinese factory workers, feeling more independent, balanced, confident and happy.

ABOUT

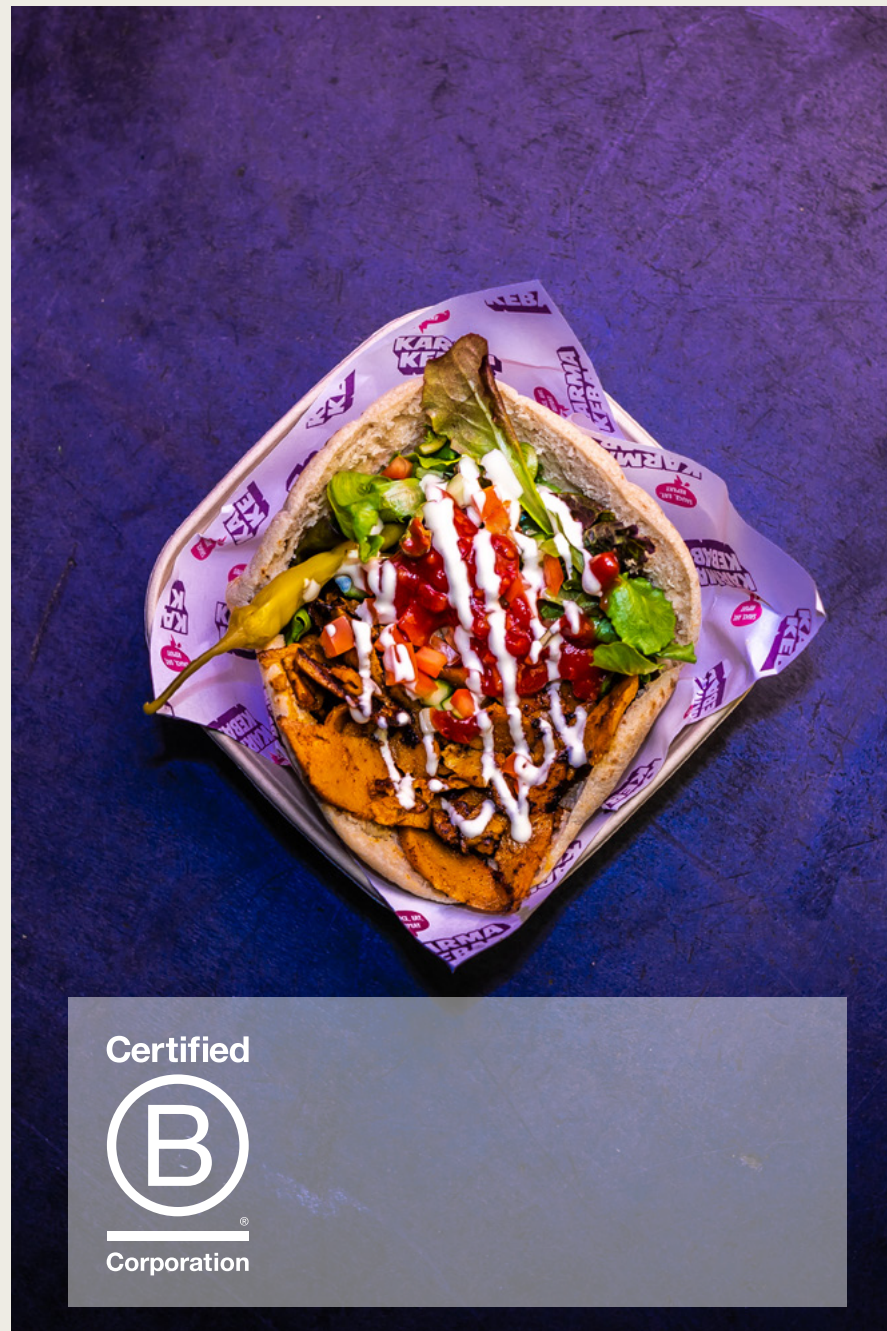
The mission of Marlies Dekkers is to empower women on both ends of the value chain. Both the women that buy and wear their designer lingerie, and the women that make the Marlies Dekkers products, with the aim to unlock their potential.

Karma Kebab

WHAT Transparent communication

PROJECT Becoming B Corp

SERVICE B Corp



WHAT

Aside from all awards and their clear purpose, Karma Kebab was looking for a way to present their karma to the whole world in a transparent way. The B Corp certificate was the perfect solution to prove their impactful way of working, and a great tool to work on a more transparent way of communicating.

HOW

During our B Corp coaching trajectory, we – for instance – defined their Impact Business Model. We developed a product passport that makes Karma Kebab's positive impact measurable. Now they're able to compare the impact of their kebab with regular kebabs, which are for example made from chicken or lamb.

RESULT

Karma Kebab has now successfully received the B corp certificate! All processes are also designed in such a way that the product and the business operations contribute to [Market Transformation](#).

ABOUT

Karma Kebab is your daily dose of sustainable karma, made from celery root and grain. The smell (and taste) of their award-winning vegan street food will get the biggest carnivore salivating.

OTHER CLIENTS

Besides the inspiring cases we listed on the previous pages, we had the honour to work with many more clients in 2021.

01 Arch & Hook

02 SoLow

03 Shielder

04 Studio

Anneloes

05 MediaMonks

06 PP Group

07 DEEP

08 Ferney

09 Smarthouse

Commercials

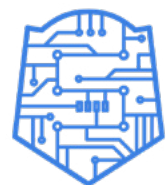
10 De Roos

Advocaten

11 WASH SDG

ARCH & HOOK

SoLow
Wij maken winkelen leuk



STUDIO
ANNELOES

**MEDIA
MONKS**



deep
Hydrography & Geophysics

Ferney
FULL SERVICE LOGISTIEK EN INVOER/UITVOER

SH

DE ROOS
ADVOCATEN



SERVICES

01

SUSTAINABILITY STRATEGY

The foundation for impact is a clear vision & strategy. We help you to find the focus to make the biggest impact with your product, people and brand. And, we setup concrete programmes to help you realise this.

02

IMPACT BRANDING & DESIGN

Every brand has a voice. How can you use yours to create positive change? We help you by finding the magical sweet spot: where your brand's DNA meets the needs of your audience and intersects with the bigger challenges in the world.

03

IMPACT COACHING

Designing your impact strategy and building a strong brand are one thing, implementation that leads to impact is another. We help you to make your strategy come to life.

04

B CORP

As a B Leader, we facilitate and support businesses on their way towards B Corp certification.

OUR EXPERTISE TEAM



DIEUWERTJE DAMEN

Dieuwertje supports ambitious companies to become the future captains of industry. She believes there's so much more to sustainability than "corporate responsibility".

**Founder & Director,
Impact Strategy Expert**



SOPHIE HEUGEN

Sophie has a passion for marketing, positioning and consumers, and she is especially enthusiastic about sustainable decision making.

Impact Brand Manager



CARLIEN HELMINK

Carlien can translate sustainability into opportunities for your organization. With an impact strategy that fits your vision as well as your operation.

Impact Strategist



PIET BERKERS

Piet is the creative mind of Rainbow Collection and a specialist in human-centered design. He loves creating creative ideas that boosts sustainability.

Design & Creative Concepting



RIXT REITSMA

Rixt is a meaningful full-spectrum designer. She loves every aspect of design and creating positive impact through design.

Creative lead



LANA BUUNK

Lana's drive is to define where your brand can create the biggest, positive impact. Using its resources, skills and expertise.

Impact Strategist



KOEN KROMMENHOEK

Koen, our B Corp expert, knows all about sustainable innovation and entrepreneurship. His focus is on making the world a healthier place.

Impact consultant & Business development



MARLE ENGBERS

Marle makes a positive impact with her enthusiastic energy in project teams, especially those that are facing complex sustainability challenges.

Impact Strategist



MARGREET VAN SCHAIJCK

How do you use your brand to be the change you wish to see in the world? Margreet firmly believes that companies should use their influence for social and/or environmental change.

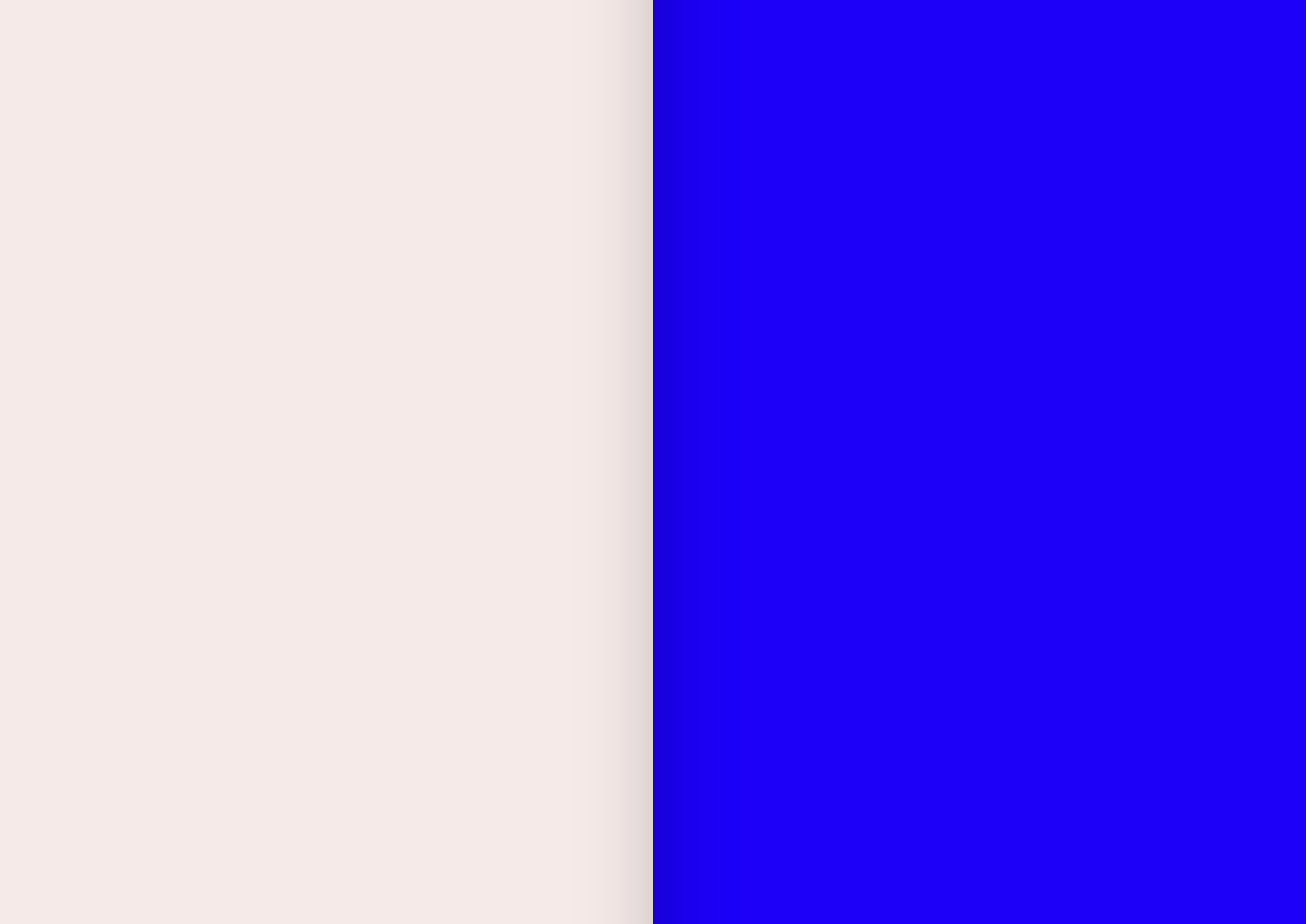
Brand Strategist



THIJS HOOGENSTRIJD

Thijs his passion comes from bridging the gap between doing business and making an impact. He loves to take on these complex questions.

Impact Strategist



VAN DIEMENSTRAAT 154

AMSTERDAM

THE NETHERLANDS

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