

CoP report 2024

APPROACH TO A RESPONSIBLE FUTURE



What is made to last stands the test of time because it is built with care, quality and timeless dignity.

CoP report 2024

APPROACH TO A RESPONSIBLE FUTURE

COP REPORTING

The annual reporting of the Communication on Progress (CoP) reflects our commitment and devotion to the Global Compact. We once again report our efforts related to the Ten Principles and how we have contributed to achieving the Sustainable Development Goals over the past year.

CONTACT INFO

If you have any questions about our CoP report 2024 or Compliance, you are welcome to contact Cecilie Busk, Quality & Compliance Specialist, at cbu@granliving.dk.

PHOTO CREDIT

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L I V I N G

Letter from our CEO

UNFOLDING ANOTHER CHAPTER

As we turn the page, and unfold another chapter in the Gran Living story, we are filled with pride and excitement for the journey that lies ahead. Over the past two decades, we have woven a narrative that celebrates design, quality, and integrated concepts. But our story is not only a reflection of the past – it is a testament to the promising future that awaits us.



At Gran Living, we are committed to shaping the interior landscapes of tomorrow and recognize that our success is not only measured by our achievements, but also by the impact and eternal footprints we create in the world around us.

During the past year, our journey has been marked by shifts and adaptations that have shaped the course of our business in new ways. We have navigated through challenges and turning points that have required evaluation of our priorities and strategies to remain agile, competitive, and compliant.

While we have not always chosen the easiest path, we have nevertheless moved forward with determination and courage. From making difficult decisions internally in our organization to restructuring our supply chain, we have taken steps to adapt to the changing landscape and ensure our potential success.

Our journey has been a learning experience that has strengthened our ability to adapt and flourish in times of change.

The road ahead may still be challenging, and while we acknowledge that we are not flawless, we are dedicated to continuous improvement. Responsible business practices are not a destination but a journey, and we are committed to making improvements towards a more responsible future.



Our journey has been a learning experience that has strengthened our ability to adapt and flourish in times of change.

We are persistent to uphold the values of elegance, innovation, and excellent living experiences that define Gran Living. Home is where Gran is, and our goal is to provide and build a brighter future for generations to come.


CEO Per Gran Hartvigsen,
Aarhus, 2023



2023 highlights

SINCE THE LAST TIME...

At Gran Living, we strive to make the Sustainable Development Goals and Ten principles tangible and visible throughout our company. Our headquarters by the harbor not only connects us to the rich maritime environment but also serves as a daily inspiration, reminding us of the importance of preserving the past while actively contributing to a more responsible and collaborative future.

In this vibrant setting, Gran Living stands as a beacon of creativity, innovation, and devotion to the principles and global goals, which are noticeable in our 2023 highlights.

CONTRIBUTING TO A BETTER WORLD

With this in mind, we embrace our responsibility to contribute to a better world within our sphere of influence, where we are committed to respecting our fellow human beings and the planet. This means taking proactive steps to improve the conditions for workers in our supply chain and minimize the environmental impact of our products. While we acknowledge that we are not flawless, we are dedicated to continuous improvement. Sustainability is not a destination but a journey, and we are committed to making improvements towards a more responsible future.

THE EU GREEN DEAL

The EU Green Deal has been put on the agenda in earnest in 2023. It requires preparation and, in some places, even improvements to be ready for the upcoming legislations within the EU Green Deal framework. Even though we are an SME and thus have limited obligations in the upcoming legislation within the EU Green Deal, we still want to contribute and support the green transition in the best possible way and take greater responsibility.

WOOD PRODUCTS AND PRODUCTS CONTAINING WOOD

We started 2023 by changing the conditions for our wood and wood-containing products. We have a wish and a goal that all new products and existing products that are made entirely or partially of wood must be made of FSC® certified wood in the future. This means that we are currently in a transition period where we are phasing out the use of non-FSC® certified wood with the goal of replacing it with FSC® certified wood. We are proud of our decision to use only FSC® certified wood in our products in the future and we look forward to offering our customers a wider range of FSC® certified products.

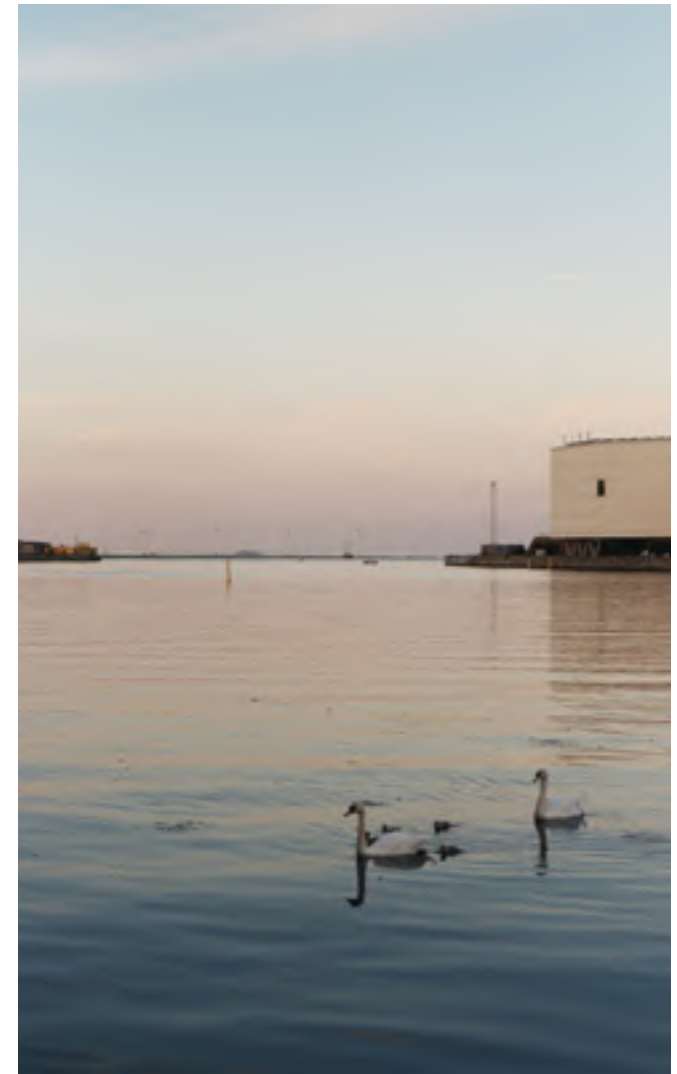
QUALITY & COMPLIANCE DEPARTMENT

As part of our ongoing commitment to a more responsible future and improving social and environmental responsibility, we have welcomed Cecilie Busk to our team as Quality & Compliance Specialist. The establishment of the Quality & Compliance department is part of a larger effort to take greater responsibility by hiring a dedicated employee to develop responsible solutions and initiatives in our office and supply chain. This initiative will ensure that we remain compliant with upcoming legislation and continue to lead by example in our industry.

DATA COLLECTION

2023 has been a year where data collection and data recording has become more important to us. We experience increasing demand for compliance data from our stakeholders, which has increased the importance of internal data collection and data recording. We want to contribute positively to a more transparent value chain and more transparent compliance data, which also makes our internal work with data collection, data registration and data validation important. We try to set up our internal systems in the best possible way so that we can meet our stakeholders' desire to receive compliance data while offering our end customers a wider range of product information.

Photo by Alla Hetman on Unsplash.



Gran Living insights

OVERVIEW OF OUR COMPANY

20

years of Gran Living and
private label design products

9

years of AYTM as our
own signature brand

19

talented employees and
agents at the end of 2023

50

countries with Gran Living
and/or AYTM products

73,5%

of our active suppliers in high-risk
countries are BSCI certified

9

different countries where
our products are produced



Home is where Gran Living is

THE STORY OF OUR COMPANY

Nestled by the historic DOK8000 harbor in Aarhus, one of the last traces of the raw authenticity of the city's maritime past, Gran Living finds its headquarters. Here, the atmosphere resonates with original details, distinctive surroundings, and an authentic harbor charm – a living testament that history and culture can flawlessly coexist in a modern urban landscape.

Nearby our headquarters is an inspiring mural featuring Global Goal 17 (Partnerships for the Goals) painted in 2023. This artwork is part of the 17 Walls project, a street art initiative transforming the United Nations Sustainable Development Goals into 17 iconic gable murals spread across Aarhus city center. Our neighborly relation to the mural serves as a constant reminder of our commitment to support the 17 Sustainable Development Goals and equally the Ten principles of the UN Global Compact.

GRAN LIVING SINCE 2004

Since 2004, Kathrine and Per Gran Hartvigsen has succeeded with the ambition to design and import high-quality home interior. Today Gran Living delivers a broad range of private label design products to medium and high-end chain stores in Northern Europe, based on a philosophy of design, quality, and integrated concepts.

Our story is woven with the threads of a philosophy that embraces design, quality, and integrated concepts, where the past 20 years is not just a reflection of the past but a testament to the exciting future that lies ahead for Gran Living and our signature brand AYTM.

AYTM saw the light of day in 2015 and has since been a collection of timeless interior pieces, where every item is made to last. Each piece is meticulously crafted to stand the test of time, transcending trends and bringing an everlasting touch to every household.

Join us on our journey as we continue to shape the interior landscapes of tomorrow, one exceptional living space at a time. We welcome many more years of elegance, innovation, and excellent living experiences – because *home is where Gran Living is.*



Kathrine and Per Gran Hartvigsen.



MISSION

Our mission is to develop, produce, sell, and advise on design and trend-based quality products within home accessories for private label customers and own brand AYTM.

VISION

Our vision is to be the leading supplier of quality design products at decent prices within Northern Europe.

PURPOSE

As a result of modern product development, Gran Living can customize products to the individual customer. We focus on design, quality and price to ensure the customer competitive prices in their stores, and the customer has exclusive rights to the products in their respective markets.

With more than 20 years of experience and knowledge in interior design and market trends, we can challenge our customers with new combinations in colours and materials.

We are specialized in import and logistics, and it is our foremost task to take care of total activities, until delivering of the completed order at our customers. We value close dialogue with our customers to secure and create solutions that match and create value for the individual customer.

VALUES



Collaboration. We commit to close collaboration with our business partners to optimize the entire value chain.



Fun. We encourage a fun and creative working environment, as we believe that results go hand in hand with this form of motivation.



Challenge. We constantly challenge ourselves and our business partners in terms of design to secure continuous innovation and responsible development.

History of our company

GRAN LIVING TIMELINE

AYTM FOUNDED

In 2015 a lifelong dream came true, as we launched our own interior design brand AYTM. With AYTM we want to reinvent and challenge the traditions in Danish design and give it a new perspective.

SUPPLIER OF THE YEAR

Gran Living achieved the title as supplier of the year from BOLIA in 2015, which were a symbol of trust and reliability between our companies.

UN GLOBAL COMPACT

For nearly a decade, we have remained steadfast in our commitment to promoting responsible business practices, advancing human rights, and protecting our planet, in alignment with The Ten Principles of the UN Global Compact.

GRAN LIVING FOUNDED

We have 20 years of experience and expertise in trendspotting, design, and market trends within the interior and lifestyle industry and work with private label customers and our own brand AYTM. To this day Gran Living delivers a broad range of private label design products to medium and high-end brands in Northern Europe.

GOODWEAVE MEMBERSHIP

GoodWeave's unwavering dedication to eliminating child-, forced-, and bonded labor in the rug industry perfectly aligns with our core values. All our rugs, certified by GoodWeave, not only represents quality but also supports programs that educate children and improve working conditions for adults in producer communities.

WIN AWARDS

CURVA magazine holder (AYTM) won in the category *Shortlisted Interior Accessories*.

WALLPAPER* DESIGN AWARDS

ANGUI mirror (AYTM) won the *Wallpaper* Design Award*.

HOME STYLE AWARD

CURVA magazine holder (AYTM) won the *Lifestyle Award*.

AMFORI BSCI MEMBERSHIP

Through our membership in amfori, we've championed initiatives like the Business Social Compliance Initiative (BSCI), which upholds a shared Code of Conduct ensuring fair working conditions, equitable wages, safe workplaces, and the eradication of child labor and discrimination.

GERMAN DESIGN AWARD

CONCHA hook (AYTM) won the award *Excellent Furniture Design* in the Home Textiles & Home Accessories category.

BSCI AUDIT

Becoming a member of amfori, we decided to establish the BSCI audit as a requirement for all new suppliers located in countries with a high-risk score according to the annual amfori assessment. With this third-party audit, we can assure that potential suppliers live up to the minimum standards, such as labour rights, defined in our Code of Conduct.

FSC MEMBERSHIP

Being FSC® certified is a decision for the future and we look forward to adding more certified products and packaging to our portfolio for both private label customers and our own brand AYTM.

GERMAN DESIGN AWARD

CASTELLUM LED lamp (AYTM) won the award *Excellent Furniture Design* in the Lighting category.

GERMAN DESIGN AWARD

NOVO furniture (AYTM), designed by Rasmus Falkenberg, won the award *Special Mention in Excellent Furniture Design* in the Furniture category.

QUALITY & COMPLIANCE SPECIALIST

We have realized the importance of establishing a position in our company, where development of initiatives to stay compliance with upcoming legislation is crucial. Therefore, we are proud to have hired a Quality & Compliance Specialist.

AND THE STORY CONTINUES...

We look forward to an exciting future with many interesting projects for the coming year and beyond.



2004

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

UN Global Compact & Sustainable Development Goals

OUR COMMITMENT TO HUMAN RIGHTS, LABOR, ENVIRONMENT & ANTI-CORRUPTION

As a member of the UN Global Compact, we actively adhere to its Ten Principles in human rights, labor, environment, and anti-corruption. We incorporate these principles into our supplier code of conduct and policies. Our commitment extends to the 2030 Agenda for Sustainable Development, and we strive to impact the Sustainable Development Goals (SDGs) through our work.

HUMAN RIGHTS

PRINCIPLE 1: Businesses should support and respect the protection of internationally proclaimed human rights.

PRINCIPLE 2: Make sure that they are not complicit in human rights abuses.

At Gran Living, we prioritize the safety and well-being of our employees and partners, protecting international human rights and embracing diversity. We treat everyone equally and reject racism and any form of abusive behavior.

This commitment extends to our supply chain, where we expect partners to comply with international human rights standards. We do not do business with suppliers involved in human rights abuses, and we require all suppliers to support and respect the International Bill of Human Rights.

LABOR

PRINCIPLE 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

PRINCIPLE 4: The elimination of all forms of forced and compulsory labor.

PRINCIPLE 5: The effective abolition of child labor.

PRINCIPLE 6: The elimination of discrimination in respect of employment and occupation.

At Gran Living, we uphold international labor rights and expect our partners to do the same, rejecting forced and child labor. Our supply chain is based on trust, mutual respect, and responsible business practices. Since 2019, we've been a member of amfori's BSCI, using third-party audits to ensure compliance with labor and human rights standards. Our FSC® certification supports responsible forestry, respecting the rights of forestry workers and local communities.

ENVIRONMENT

PRINCIPLE 7: Businesses should support a precautionary approach to environmental challenges.

PRINCIPLE 8: Undertake initiatives to promote greater environmental responsibility.

PRINCIPLE 9: Encourage the development and diffusion of environmentally friendly technologies.

At Gran Living we think of the environment with concern for the future. We focus on the long-term consequences of our activities and strive to prevent, minimize and remedy negative impacts of our activities on our earth.

We do this to ensure our future generations have the same opportunities as we have today. We expect the same commitment from all parties throughout our supply chain. We seek to take care of the environment by creating timeless designs and high-quality products that our customers will be happy with and can keep for many years.

ANTI-CORRUPTION

PRINCIPLE 10: Businesses should work against corruption in all its forms, including extortion and bribery.

At Gran Living, we refrain from any kind of corruption and bribery. We believe in ethical and good business practices in all relationships and matters. All our suppliers are required to sign and comply with our Code of Conduct.

We expect suppliers to instruct their agents, intermediaries and other third parties with whom the organization has operational relationships neither to engage in nor condone their engagement in any form of corruption.

Should it come to our attention that a link in our supply chain engages in corruption, we will immediately stop the cooperation.



Production photo from a valued supplier.



UN SUSTAINABLE DEVELOPMENT GOALS

We support the UN's Sustainable Development Goals (SDGs), a global agenda for development by 2030. These 17 goals have fostered a shared understanding of sustainability worldwide. Considering our business and operations, we prioritize SDGs 8, 12, and 17 for their significant impact potential. We are committed to enhancing our efforts in these areas to make a meaningful difference.

GOAL 8 Decent work and economic growth.

We prioritize decent work and economic growth, ensuring fair wages, safe workplaces, and adherence to human and labor rights in all our business relationships. We are staunchly against modern slavery, including forced and child labor. Supporting youth employment, education, and training is a key focus.

To uphold these standards in our supply chain, we partner with amfori BSCI for regular supplier audits. Additionally, we collaborate with GoodWeave to certify all our carpets, promoting decent work in the textile industry.

Internally, we lead by example, offering internships to nurture young professionals' careers. Many former interns have joined Gran Living as full-time employees after completing their studies.

GOAL 12 Responsible consumption and production.

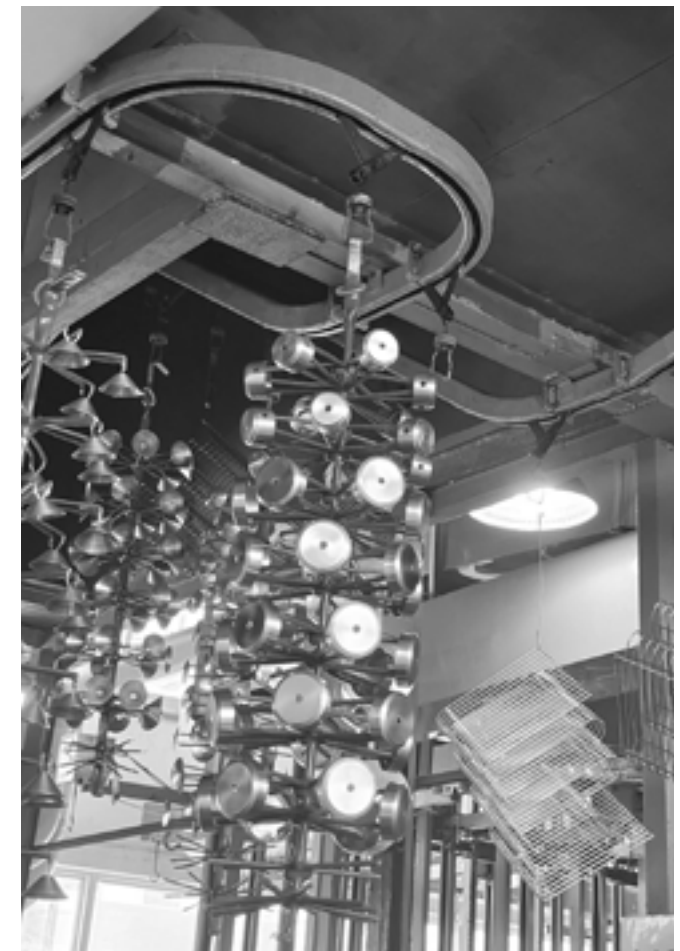
We prioritize responsible consumption and production to address resource depletion. Through our designs, purchases, and sales, we aim to enhance material and energy efficiency.

Our products feature durable designs and incorporate sustainable materials whenever possible, with ongoing research and discussions with suppliers on the importance of sustainability.

In the coming years, we plan to expand our up-cycling projects and collaborate with partners to promote sustainable materials, reduce waste, and encourage recycling.

We actively seek new ideas and partnerships within the circular economy to maximize resource utilization.

Production photo from a valued supplier.



Mural featuring Global Goal 17 (Partnerships for the Goals).



GOAL 17 Partnerships for the goals.

Partnerships for the goals have been identified because we think and believe that competent partnerships are paramount to achieving the UN 17 Sustainable Development Goals and our own internal objectives. The goals around sustainable development can only be realized if we strengthen our partnerships and collaborate where no one is left alone in our joint journey towards sustainable development.

Strong partnerships throughout the value chains will be essential to our work with and journey towards more responsible business practices. We will create internal and external initiatives to support the SDGs and contribute to a sustainable future, but as a relatively small company we are aware that our resources and influence are limited.

That is why it is even more important for us to enter partnerships with our business partners and industry networks and organizations. Being a member of amfori BSCI, FSC®, GoodWeave and participation in industry associations gives us the opportunity to create collaborations and together we have greater power to mobilize sustainable development.

Our Responsible Journey

COMMITMENT TO EXCELLENCE THROUGH CONTINUOUS IMPROVEMENT

At Gran Living, we recognize our responsibility to contribute to a better world within our sphere of influence. To show our respect for people and the planet, we act and continuously seek to improve conditions for workers in our supply chain and reduce the environmental impact of our products. We acknowledge that we are not perfect, but we are always striving to improve.

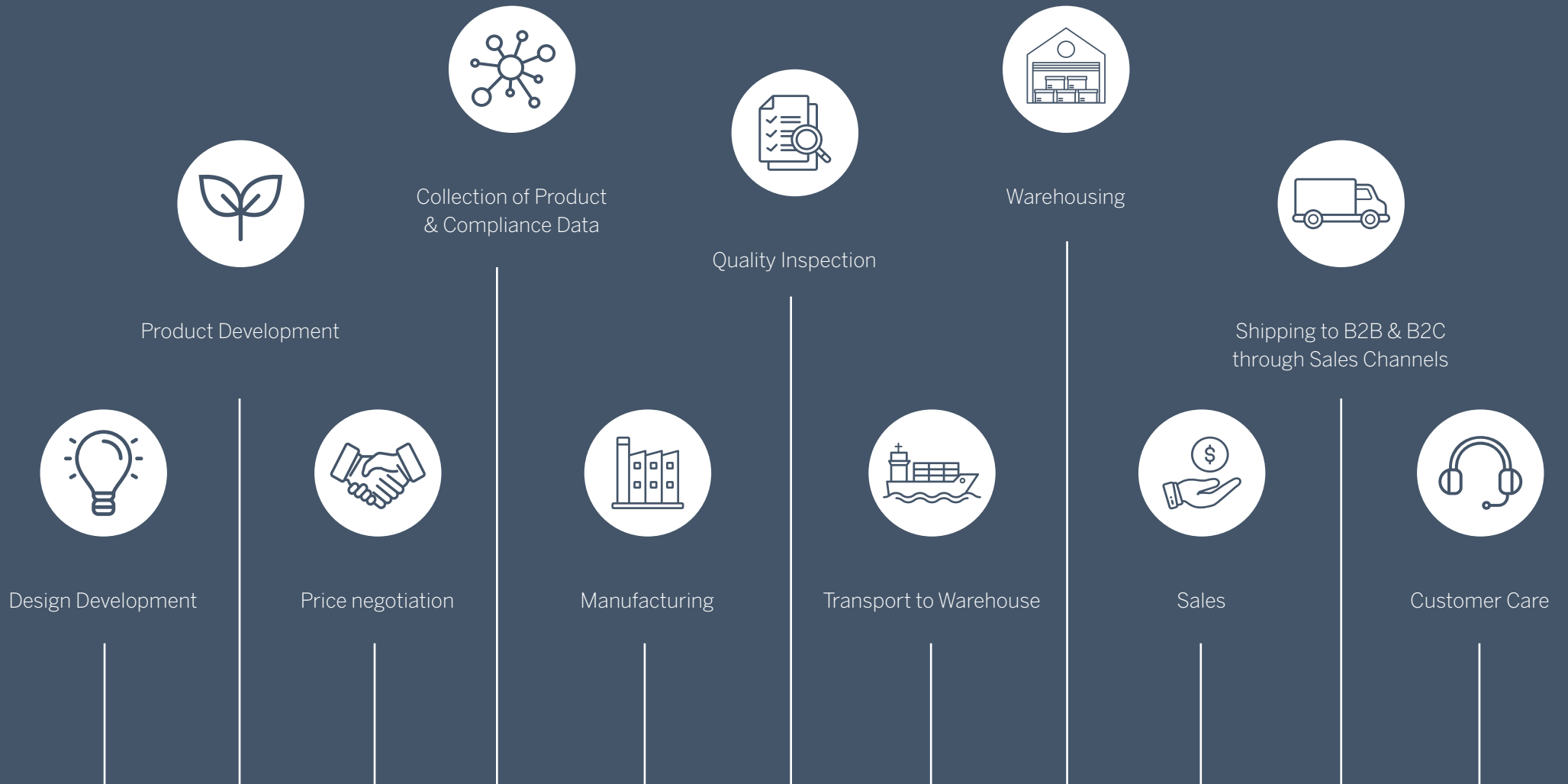
We believe that working on social and environmental responsibility is a journey and a continuous process of improvement that requires close collaboration and good communication throughout the value chain.

We always try to create synergy between our own brand and private label, so we can grow together towards a better future. There is a strong connection between our brand and our private label customers, and we therefore strive to apply the same quality standards and initiatives to all products. Initiatives for more responsible business practices arise both from requests by private label customers and from our own internal initiatives.



GLOBAL SUPPLY CHAIN

At Gran Living, our global supply chain is integral to delivering high-quality products to our customers. Spanning multiple continents, our supply chain includes partnerships with skilled manufacturers and suppliers in Europe and Asia. These collaborations enable us to maintain rigorous standards of quality, ethics, and sustainability. By fostering strong, long-term relationships based on mutual respect and effective communication, we ensure that every step of our supply chain contributes to our commitment to social and environmental responsibility.





SUPPLIERS & PRODUCTION

At Gran Living, we rely on our strong partnerships with suppliers spanning across Europe and Asia to produce high-quality products in collaboration with skilled and experienced manufacturers.

Building excellent relationships with our partners is paramount to us, and we always strive to establish long-term partnerships based on effective communication and mutual respect. We only engage with the most capable suppliers, setting high standards that they must meet to work with us.

Clear terms and conditions for our collaborations are outlined in our suppliers' trading terms and supplier code of conduct, which all our suppliers are required to sign and adhere to.



SUPPLIERS ALL AROUND THE WORLD

DENMARK PORTUGAL ITALY SPAIN HONG KONG CHINA TAIWAN VIETNAM INDIA

CERTIFICATION MEMBERSHIPS

Through our work with certifications, we seek to ensure that our products are created under the best possible conditions. We continuously explore the possibility of new certifications and memberships that correspond to our values and that can improve and expand our work with social and environmental conditions. We have currently chosen to commit to amfori, FSC®, GoodWeave and UN Global Compact.



AMFORI

amfori is a global organization working for sustainable trade and responsible business practices. amfori is known for its Business Social Compliance Initiative (BSCI), which helps companies improve working conditions in the supply chain. To protect the labor rights of the people working in the factories we use, amfori helps us through BSCI audits to ensure that our suppliers comply with social and ethical standards.



FSC®

The Forest Stewardship Council (FSC®) is an international organization that promotes responsible forest management worldwide. The certification covers forest management and traceability throughout the supply chain. FSC® ensures that forest products come from sustainably managed forests that care for the environment, the local communities in and around the forest, and that no forest degradation occurs. FSC® also ensures that human rights and labor rights are respected in companies that are FSC® certified. You can recognize our FSC® certified products by the fact that they all carry the FSC® logo and our certificate license number.



GOODWEAVE

GoodWeave is a non-profit organization working to eliminate child labor and forced labor in the carpet and textile industry. The organization conducts inspections of production facilities to ensure that they comply with GoodWeave standards. Through rescue and rehabilitation, GoodWeave actively works to rescue children from exploitative working conditions and gives them access to education instead.



UN GLOBAL COMPACT

The UN Global Compact encourages companies globally to work actively with universal principles in the areas of human rights, labor rights, environment and anti-corruption through Ten Principles. For us, the UN Global Compact Ten Principles have become a cornerstone of our company's foundation.

QUALITY

Quality in the supply chain is paramount to ensure that our products meet the highest standards and customer expectations. Our approach to quality begins with careful selection of suppliers who share the same approach to quality and sustainability. Through amfori BSCI, regular audits are conducted to ensure that our suppliers comply with labor and human rights standards.

To ensure that all materials and components meet our strict specifications, we have a quality controller. In collaboration with our suppliers, our quality controller performs continuous inspections of the production facilities to ensure the highest possible product quality while ensuring that our suppliers comply with our Code of Conduct.

Collaboration and communication between our suppliers, quality controller and purchasing department is key, and we work closely together to continuously improve processes and results. By setting up processes for quality inspections, we can immediately identify and address any quality issues, minimizing the risk of errors and ensuring the best possible products for our customers.



Quality of bouclé for ANGUI furniture & STILLA pouf made of recycled bottles.



AYTM giftbox packaging for UVA ceramic vase.



AYTM giftbox packaging for UVA ceramic vase.

PACKAGING

Packaging is an essential part of each of our products. It contains important product information and protects the product during transport. Much of our packaging is made from FSC® certified cardboard and paper, and plastic bags are used only when necessary. To ensure that our products arrive in good condition at their destination, we often need to secure our products within their packaging. For this, we strive to use paper structures whenever possible and EPE foam for our fragile products instead of Styrofoam.

Along with the requirement to use only FSC®-certified cardboard and paper, phasing out EPE foam and Styrofoam is part of our new packaging design standards. We are currently working on phasing out all our old and remaining packaging and replacing it with environmentally friendly alternatives.

To further reduce the environmental impact of our packaging, we always try to find a local packaging supplier close to our manufacturers to reduce the need for transport. Additionally, we use perforated folding boxes that are flat-packed when sent to the manufacturer to maximize available space and minimize space usage.

Donations & Charities

WORKING WITH SOCIAL ENGAGEMENT

At Gran Living, we see donations as a positive action that hopefully starts a spiral of good actions that benefits and make a difference for organizations as well as individuals.

Donations and charities are a way for us as a company to give back while contributing positively to the environment and society by donating products that cannot be sold through our own channels.

RØDE KORS

We are happy to contribute to Røde Kors by donating second-hand and discontinued products to them. The donations are our way of contributing to their humanitarian work and efforts to help people in need.

By donating these types of items, we ensure that good and useful products can still benefit and be used, even if they are no longer part of our range or meet the quality requirements, we have for the products we sell to our customers. In this way, we contribute to Røde Kors' important purpose while avoiding good and usable products going to waste.

UNGDOMMENS RØDE KORS

On several occasions, we have donated AYTM products to Ungdommens Røde Kors' charity auction and thereby supported their many important activities. These donations are auctioned on Lauritz.com, and the proceeds go directly towards helping vulnerable children and young people through impactful programs.

We are truly honored to support Ungdommens Røde Kors through these donations, as their activities empower individuals to initiate positive changes, shining a light on the overlooked aspects of society and giving a voice to those who are often unheard.



HUS FORBI

We are proud of our partnership with Hus Forbi, where we donate our bottle deposit to support their important work with helping the homeless and socially vulnerable. When we have collected a significant amount of bottle deposit, Hus Forbi will come and collect them. By donating our bottle deposit, we support Hus Forbi in their mission to create better conditions and opportunities for some of the most vulnerable in our society.

By working with Hus Forbi, we contribute to their initiatives and projects.

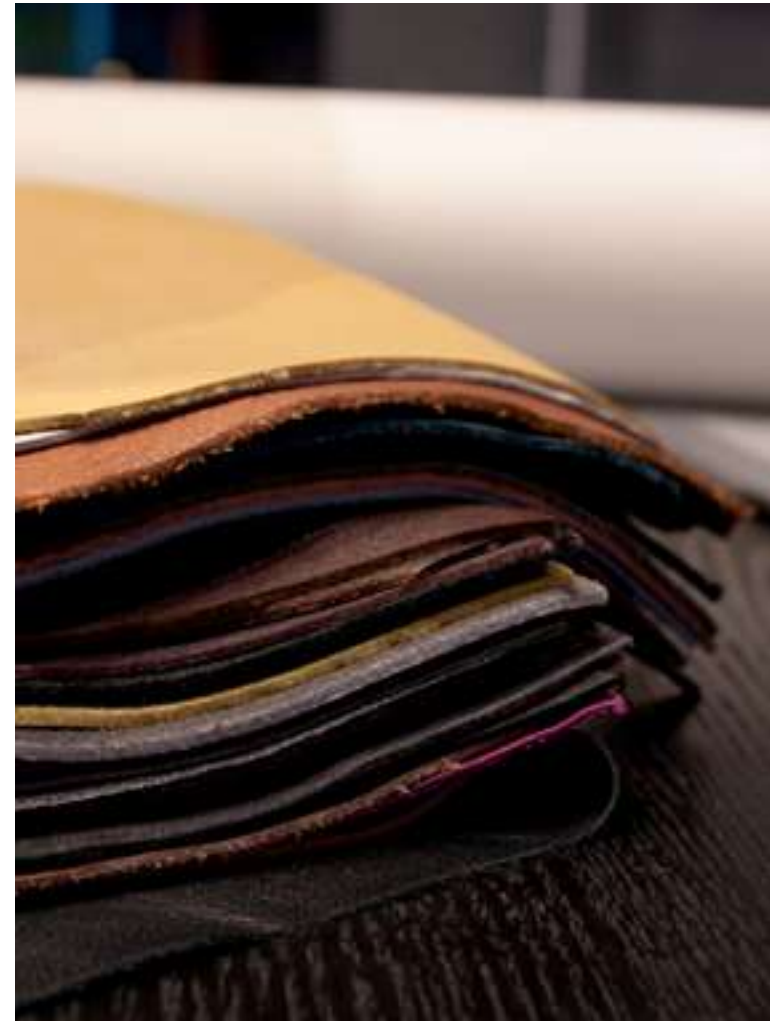
VIA DESIGN & BUSINESS

Over time, we have received textile samples for product development from our supplier. In 2023, we decided to sort out all textile samples that were no longer relevant for us and donated them to VIA Design & Business. This way, the textile samples could be used once again instead of being sorted as textile waste.

We know from experience that students at VIA Design & Business often engage in creative projects and laboratory tests where textile samples play a major role.

These textile samples are important working tools in the development of innovative designs and in testing the properties of materials in laboratories. By donating textile samples, we can contribute to the education of future designers and buyers, while promoting responsible practices by reusing materials.

Therefore, we thought that instead of our textile samples being sorted as textile waste, they could benefit the students at VIA Design & Business who, instead of having to buy new textile samples for teaching purposes, can benefit from reusing our textile samples to support their learning and creativity.



Textile samples in various colours.



Photo by Diana Parkhouse on Unsplash.

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Life is beautiful, and we are passionate about providing women with shelter to live it freely again.

Gaia Women's Shelter.

GAIA WOMEN'S SHELTER

On International Women's Day, Gaia Women's Shelter hosted an open house event filled with solidarity and support for vulnerable women. At Gaia Women's Shelter in Aarhus, you will find the safe, homely, and shelter you can lean into when you need qualified assistance to escape violence. There is room for you and your loved ones, just as you are.

At the open house event, Gaia Women's Shelter had a lottery, where participants could support this important cause by purchasing tickets for various products, where each ticket represented a gesture of support and care. Their lottery was a great success, with all proceeds benefiting the women at the center. It is heartwarming for us to witness the community coming together for a purpose and demonstrating how strong our support for each other can be, which is why we donated AYTM products to the event.

It means a lot to us at Gran Living to be part of such a significant event and contribute to the well-being of the women supported by the shelter.

2024 ambitions

FOCUS ON RESPONSIBLE BUSINESS PRACTICES

2024 will be a year in which we expect the work with compliance and responsible business practices to take up even more space. We are already doing a lot of work to prepare for upcoming legislation from the EU Green Deal and we expect this preparatory work to continue into 2024. We are a small company that strives to take on greater responsibility, and that requires us to be in constant development, and we always focus on improving where possible and important for us, and the imprint we leave. In 2024, we have identified four ambitions, which we expect will be our focus points for the year.

#1

Increased focus on packaging

In 2024, we begin the transition for extended producer responsibility for packaging, starting with reliable data registration. We aim for effortless reporting to Danish Producer Responsibility and minimizing unnecessary packaging while ensuring product protection.

We plan to reduce EPE and Styrofoam use, replacing them with natural packaging without compromising safety and customer experience.

#2

FSC®-certified cardboard boxes

We have set an internal goal that all cardboard boxes used as export packaging and as gift boxes included with our product must be FSC® certified.

We intend to implement the goal by requiring all orders of new and existing products to be transported and packed in FSC® certified cardboard boxes.

#3

Development of ESG Policy

Although we are a small company, we have a desire to take a big responsibility. We are committed to ensuring our products meet social and environmental standards and continuously improving our impact.

In 2024, we aim to publish our first ESG policy, supplementing our Code of Conduct. We look forward to sharing this policy with our customers and business partners.

#4

Concrete measurement points

2024 will also be the year when we expect to start collecting concrete data that we can report in future CoP reports.

We will identify significant areas that are important to the way we conduct business, so that in future we have concrete and significant measurement points that we can focus on and work actively to continuously improve.

Time is the most valuable resource we possess.

How we choose to spend our time and resources helps to define who we are and what we achieve.



Thank you

Thank you for reading our Communication On Progress Report 2024.

For more info, please contact Quality and compliance specialist
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