




 WE SUPPO RT	 Designing and choosing our products	 Production	 Products on the move	 Selling our products	 Our products in play
Human and labour rights	<p>Children have a right to safe play and should not be exposed to products that may affect them negatively. This is why we integrate product safety and ethical considerations in our product design and selection.</p>	<p>We respect the rights of our employees and of workers in our value chain. Our social compliance programme works to ensure our products are made under safe and responsible conditions.</p>		<p>We strive to meet our costumers with an ethical product offering and marketing and aim to utilise our stores to raise funds for our communities.</p>	<p>We test our products thoroughly – because children have a right to safe play.</p>
Human and labour rights - our employees	<p>Our office employees in Hong Kong and Denmark ensure our product assortment is fun and inspiring, and we strive to ensure them a good job with a sustainable work-life balance.</p>		<p>We strive to create a good work environment and minimize work-related injuries among employees at our distribution centre.</p>	<p>We strive to ensure good jobs for our store and office employees who contribute to providing customers with a great shopping experience.</p>	
Environment	<p>We integrate environmental concerns in the packaging of our own brands.</p>		<p>We try to avoid air freight and work to reduce waste, energy use and emissions at our distribution centre.</p>	<p>We aim to reduce energy consumption and emissions in our stores.</p>	
Anti-corruption	<p>Our Code of Conduct sets high ethical standards for transparent and objective business decisions.</p>			<p>Our Code of Conduct sets high ethical standards for transparent and objective business decisions.</p>	

* The table illustrates how we work with the UN Global Compact principles in our value chain.