

OUR PARTNERSHIPS

For us, partnerships are long-term commercial relations with suppliers and major toy companies, such as Mattel® and LEGO®. Our partnerships also include our work with industry associations to ensure meaningful regulation and with the Red Cross in the Nordic countries. Regardless of who we work with, we always strive to be a respected and trusted partner.

Commercial partnerships

As we do not produce any products ourselves, some of our most important commercial relationships are with suppliers and toy companies, which produce products that end up in our stores. We always have a common interest in the products becoming a success. For example, in close cooperation with LEGO®, we have trained one employee in each of our TOYS'R'US stores to be a LEGO® expert. This initiative is of benefit to TOP-TOY, LEGO® and our customers, who get better advice on the product that best suits their needs.

Collaborations for responsibility

We believe that most challenges are best faced together. This is why we support initiatives that promote responsible business and collaborate with relevant organisations that work to ensure responsible manufacturing practices or good and meaningful safety regulations. We therefore support:



The Business Social Compliance Initiative



WE SUPPORT
The UN Global Compact
Signatory since 2010



ICTI CARE Foundation

The ICTI CARE Foundation
We are part of the ICTI CARE Committed Brands PLUS Program

We also collaborate with the committee for the Standardisation of Toys (CEN TC 52) and the Danish Standardisation Agency.

UN Global Compact and Sustainable Development Goals

As part of our commitment to responsibility, we have been a signatory of the UN Global Compact since 2010. We work with the UN Global Compact principles at all stages of our value chain.

UN, UNICEF and Save the Children have developed the Children's Rights and Business Principles that guide us in prioritising our sustainability activities throughout our value chain. We focus primarily on the following principles: Respect and support children's rights; contribute to the elimination of child labour; provide decent work for young workers,

parents and caregivers; ensure that products and services are safe; and use marketing and advertising that respect and support children's rights.

We support the UN Sustainable Development Goals. Our responsibility focus areas are largely aligned with those goals where we believe we can make the most meaningful contribution. In particular:



BR and Red Cross



In October 2016, we launched a partnership between the Red Cross and BR in the Nordic countries.

The partnership is based on our recognition that play is important to all children – but that play is often challenged when disasters hit, when children have to flee from their home or when they grow up in deprived families. In these situations, the Red Cross uses play to improve the children's well-being.

BR supports these activities through the sale of a Red Cross teddy, where all proceeds go to the Red Cross and their work with vulnerable children in the Nordic countries and the rest of the world. The partnership raises awareness of the importance of Red Cross' work for vulnerable children.