PASSION FOR DENIM
PASSION FOR LIFE™

CALIK DENIM

It is vital for textile and clothing industry to track, adapt and respond to ever changing global social and environmental conditions.

Sustainability Strategy:
Passion for Denim Passion for Life

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Sustainability Strategy:
Passion for Denim Passion for Life

With Passion for Denim Passion for Life, Calik Denim desires to overcome the challenges we are facing today, bringing the sector, community and planet together under one purpose.

Calik Denim's new sustainability strategy has been developed by combining its sustainable and innovative approach to production with its ability to respond to changing global trends. Calik Denim, aims to turn environmental and social risks into opportunities, manage the impact of denim on life, create positive value for and deliver benefits to its stakeholders. Therefore, its sustainability strategy has been defined as **Passion for Denim Passion for Life,** encouraged by its passion for denim and passion for life to become the leading denim brand that triggers the sustainability-driven transformation in the industry.
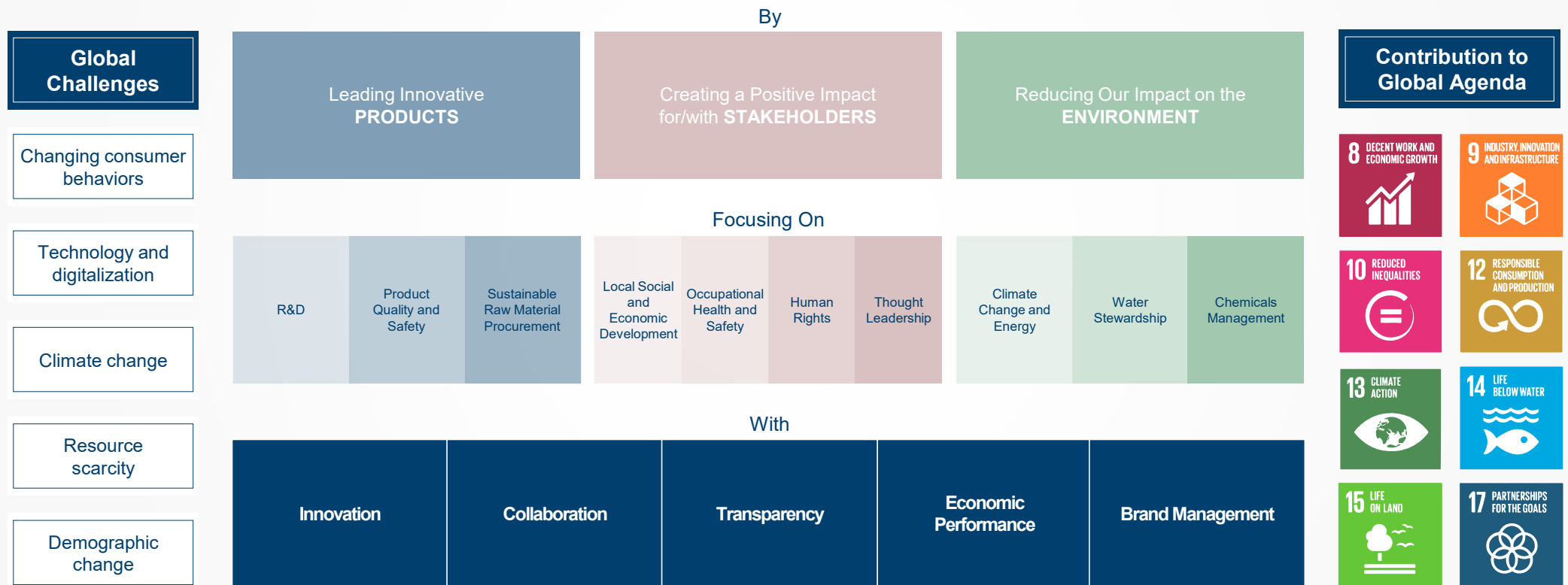
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Passion for Denim Passion for Life

"Passion for Denim Passion for Life" is our purpose to make a positive impact for a better life. This passion drives us to become a leading denim brand to deliver change in the industry.

By

Global Challenges	Leading Innovative PRODUCTS	Creating a Positive Impact for/with STAKEHOLDERS	Reducing Our Impact on the ENVIRONMENT	Contribution to Global Agenda

Global Challenges:
- Changing consumer behaviors
- Technology and digitalization
- Climate change
- Resource scarcity
- Demographic change

Focusing On

R&D	Product Quality and Safety	Sustainable Raw Material Procurement	Local Social and Economic Development	Occupational Health and Safety	Human Rights	Thought Leadership	Climate Change and Energy	Water Stewardship	Chemicals Management

With

Innovation	Collaboration	Transparency	Economic Performance	Brand Management

Contribution to Global Agenda:
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS

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As the natural resource depletion continues to grow at an ever increasing rate, designing and manufacturing responsible products is becoming a necessity. Conducting LCA's and EPD's adresses needs of both companies and consumers seeking transparency, clearity, credibility of products.

LCA and EPD

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LCA and EPD

Life Cycle Assessment (LCA)

Life Cycle Assessment is an evaluation method which assesses the environmental impacts and resources consumed throughout a product's/ service's/process' life cycle starting from raw material acquisition, via production and usage steps, till waste management according to ISO 14040/44 standards. All attributes or aspects of natural environment, human health and resources are considered by LCA which is a comprehensive evaluation method.

Calik Denim always ensures the accuracy of related data it shares by getting verification for its Life Cycle Assessment studies from independent verifiers.

Calik Denim completed their LCA study programs and number of LCA reached a total of 240, 90 of them in 2021 alone.

Environmental Product Declaration (EPD)

TURKEY **EPD**®
ENVIRONMENTAL PRODUCT DECLARATIONS

We always ensure the accuracy of related data we share by getting verification for our Life Cycle Assessment studies from independent verifiers. These verified outcomes of Life Cycle Assessment studies are published as an **Environmental Product Declaration (EPD)** through the International EPD® System, recording the environmental effects of the product and making it available to all our stakeholders.

Environmental Product Declaration, also known as EPD document, is an independently verified and registered document that provides transparent and comparable communication of environmental impacts throughout the life cycle of products.

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From Seed to Product

"From Seed To Product" is Calik Denim's journey of sustainability. On the journey, there are 3 stages to follow. From Seed to Cotton, From Cotton to Fabric, and lastly, From Fabric to Product. From the beginning to the end, we see sustainability as a priority and take our decisions in accordance with it.

Calik Denim developed the "From Seed to Product" framework, which provides transparency and traceability in the entire value chain in the journey of cotton, the most important raw material of the denim industry. With this framework, Calik is committed to providing information on all steps of the operations - from the raw material stage to the supply of the products put on the shelves, thus the perfect solutions to our customers' needs are provided.

Our "From Seed To Product" framework has 3 stages

The raw material is transformed from seed to cotton in partnership with company's biggest cotton supplier Çalık Cotton; cotton fabric is produced at Calik Denim integrated factory; and transformation from fabric to the product is offered to the end users.

From Seed to Cotton

Calik Denim enthusiastically cooperates with the business partner and cotton supplier Çalık Cotton. Together, local development is supported, creating shared value on larger scales as Çalık Cotton expands sustainable cotton production through training of farmers and with the contracted agriculture model. Calik Denim uses the sustainable, high quality cotton produced by Çalık Cotton in BCI standards.
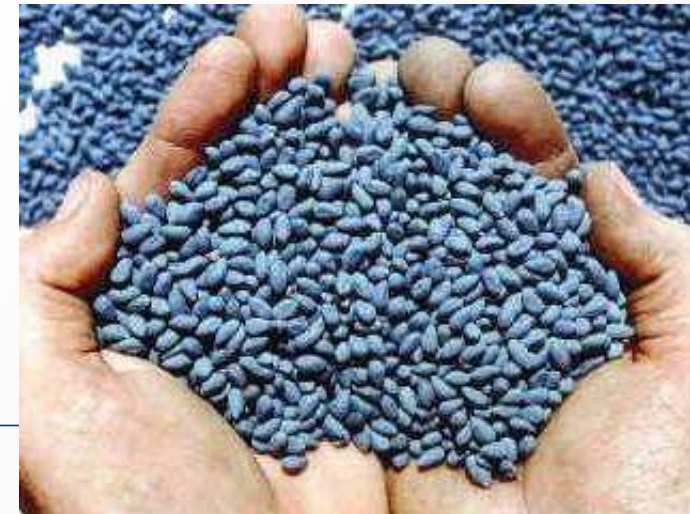
From Cotton to Fabric

In this process from cotton to fabric, a production process is ensured that purposefully and significantly reduces water, chemical and energy consumption with sustainable and innovative technologies.

From Fabric to Product

For Calik Denim, customers preferring purposeful Calik Denim fabrics that are the last link of a transparent and traceable value chain are a final reassurance of transparency, accountability and reliability as a truthful, purposeful brand.

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QR Code Integrated System

Calik Denim developed and launched its **QR Code Integrated System** where customers have the opportunity to see the fiber's origin, certifications, its life cycle assessment (LCA) scores and environmental impact in 8 different parameters including:

✓ Climate Change
✓ Photochemical Oxidation
✓ Energy Demand
✓ Acidification
✓ Land Use
✓ Water Consumption
✓ Eutrophication
✓ Ozon Layer Depletion

By doing so, Calik Denim reaches to a level of transparency and traceability in its production that its peers are yet to achieve.

This new addition to product tags makes it quite simple for consumers to obtain detailed information on the product.

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Regenerative Cotton

Regenerative is about going Beyond Sustainability.

Degenerating

Soil is degrading, biodiversity is decreasing, water is evaporating

Sustainable

The land is in a steady, static state

Regenerating

Soil is restored, biodiversity grows, water and carbon are absorbed

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A graph from Savory Institute

Many complex global challenges require systemic changes beyond the capabilities of businesses or even of an industry. In such cases, the best approach is to unite and follow a holistic approach to partner up- with relevant stakeholders.
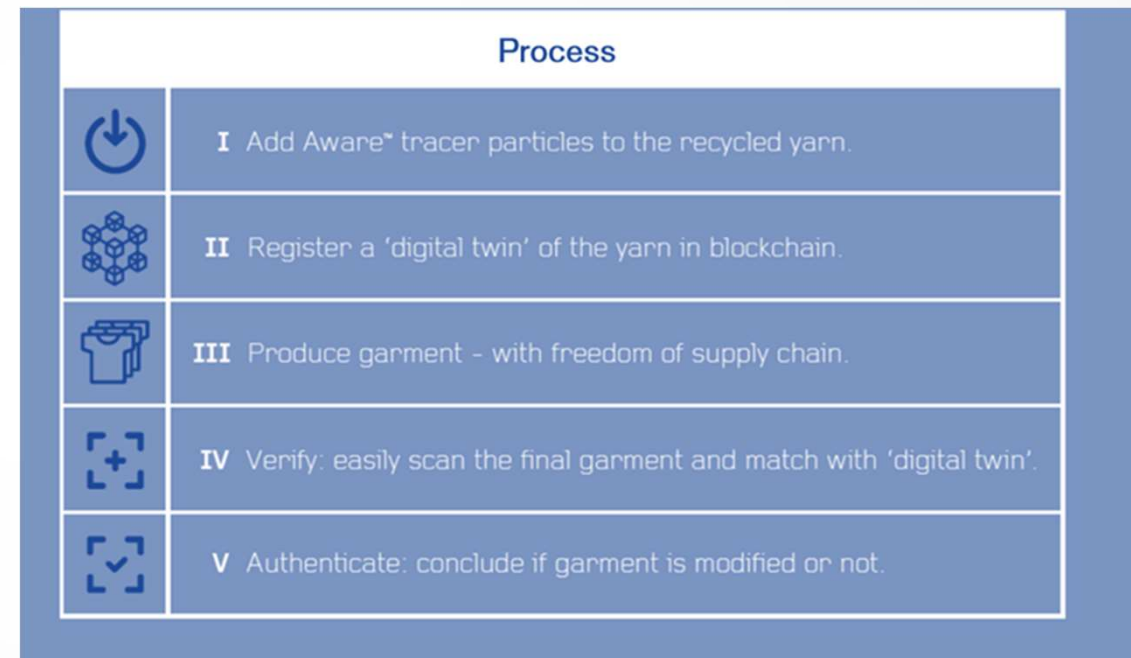
Collaboration

Calik Denim's Fully Traceable Capsule Collection with Aware™

More Recycled Raw Materials, Less Environmental Impact

Calik Denim aims to boost the use of recycled cotton in production processes to reduce its environmental impact. The use of such cotton saves great amount of water and preserves unspoiled nature by stopping new agricultural expansion. 1 kilo of recycled cotton saves almost 10.000 liters of water. However, genuinely proving that the final garment is made with recycled material is getting harder every day. The recycled materials travel between several locations and organizations (spinners, dyeing houses, weaving mills, traders, etc.). During this journey, the recycled material can easily be modified or tweaked. So, the original recycled material usage in end-product can be difficult to obtain. That is why the industry works with various certification methods and traceability becomes very important to prevent any greenwashing.

Process	
⏻	I Add Aware™ tracer particles to the recycled yarn.
⬡	II Register a 'digital twin' of the yarn in blockchain.
👕	III Produce garment - with freedom of supply chain.
⊡	IV Verify: easily scan the final garment and match with 'digital twin'.
⌖	V Authenticate: conclude if garment is modified or not.

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Calik Denim's Fully Traceable Capsule Collection with Aware™

Tracer and Blockchain Technology

To eliminate false modifications and tweaking, Calik Denim partnered with Aware™ to guard the certification of its products. Calik Denim regards Aware™ as a tech pioneer with its recycled raw materials in the sustainable textiles industry. Its tracer and blockchain technology make verification and the authenticity of sustainable materials truly easy.

Aware™'s tracer particles are added to the fiber pre-production. From this yarn that is made with recycled materials and tracer particles, Calik Denim creates a digital "twin" version, which includes properties like composition, color, weight, and the original certification. This 'digital twin' is registered into a secure blockchain to be completely fraud-free. By adding tracers, every garment receives a unique fingerprint, and this can be easily read out with an easy-to-use scanner for authentication.

From this yarn we create a digital version, a so called 'digital twin'. It includes properties like composition, color, weight and the original certification.

This 'digital twin' is registered in secure blockchain to be completely fraud-free.

YARN + CERTIFICATE = 'DIGITAL TWIN' → BLOCKCHAIN

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Co-Branding Projects including Aware™

Kings of Indigo x Calik Denim

Calik Denim combined its **Aware™** collaboration with **Kings of Indigo**, one of the leading European sustainable brands of the denim industry, to deliver this knowledge and conscious denim fabrics to the end consumer.

With the **Aware™** technology including in this collecton, every garment receives a unique fingerprint, and this can be easily read out with an easy-to-use scanner for authentication to trace the details of the fabric like composition, color, weight, and the original certification and so on.

The Collection produced with Calik Denim's **Denethic and D'enovated** including Aware™ technology. In addition to the Aware™ technology in the collection, Denethic technology specially developed by Calik Denim has been applied to **achieve dark (rinse), mid (enzyme) and light (bleaching) looked fabrics**, thus it is aimed to **save water, energy, chemicals** and time during the laundry phase.

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Calik Denim Joins Ellen MacArthur Foundation's Jeans Redesign Project!

At Calik, we are passionate about a sustainable world and a sustainable future.

Reducing our negative impact on the environment means creating a massive positive impact in the world. That's why we're proud to announce our participation in the **Ellen MacArthur Foundation's Jeans Redesign** Project as part of our commitment to create jeans fit for a circular economy.

Creating circular products is nothing new to Calik, but we are committed to collaborate with like minded brands and industry wide suppliers to bring positive change and create economies of scale. Our participation in the project will not only drive new innovations from within, but it will allow us to learn, share and to use the guidelines to develop jeans that are used more, made to be made again, and made from safe and recycled or renewable inputs.

We've joined
THE JEANS REDESIGN
#MAKEFASHIONCIRCULAR
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