

Temagruppemøde 2 for Verdensmålene og Indkøb

Flying Tiger Copenhagen case

05-03-2019



flying tiger
copenhagen

Agenda



- 01 Who are we?**
- 02 Screening & SDGs**
- 03 How do we do this in practice?**
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Who are we?

At Flying Tiger Copenhagen, we don't design to make products look nice. We design to make people feel good.

Whether we are designing extraordinary products for everyday life, or making everyday products look extraordinary, we want to bring you something that can bring you closer to someone else.

Things that make you smile. Gifts you'll want to give. Stuff you feel the urge to try and desperately want to share with others.

Because real value lies not in the products we own, but in the experiences, we share.

Every month, Flying Tiger Copenhagen launches 300 new products.

Things you **need**.

Things you **dream of**.

Things you **didn't know existed**.

Each one presents a possibility to make things you care about happen.

A richer life doesn't cost a fortune.

At least not at Flying Tiger Copenhagen.



02

Screening & SDGs



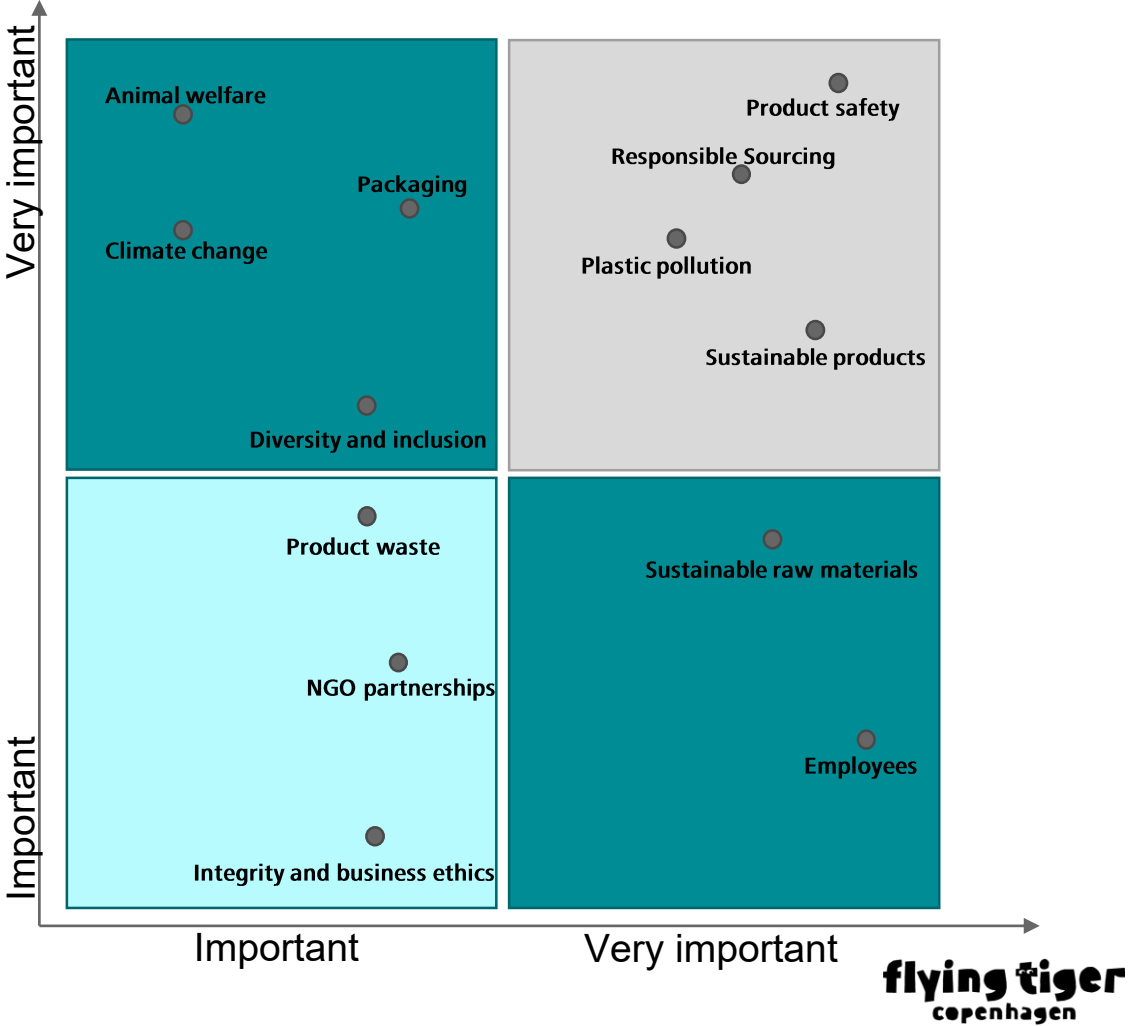
Where did we start?



Flying Tiger's Materiality Assessment



Stake-holders



Continuous Improvement

Workshops with the Management team and different departments gave use opportunity to align expectations and collect ideas.



Positive Footprint
Vision and "doing good" – increase positive impact

Negative Footprint
Reduce harm – Decrease negative impact

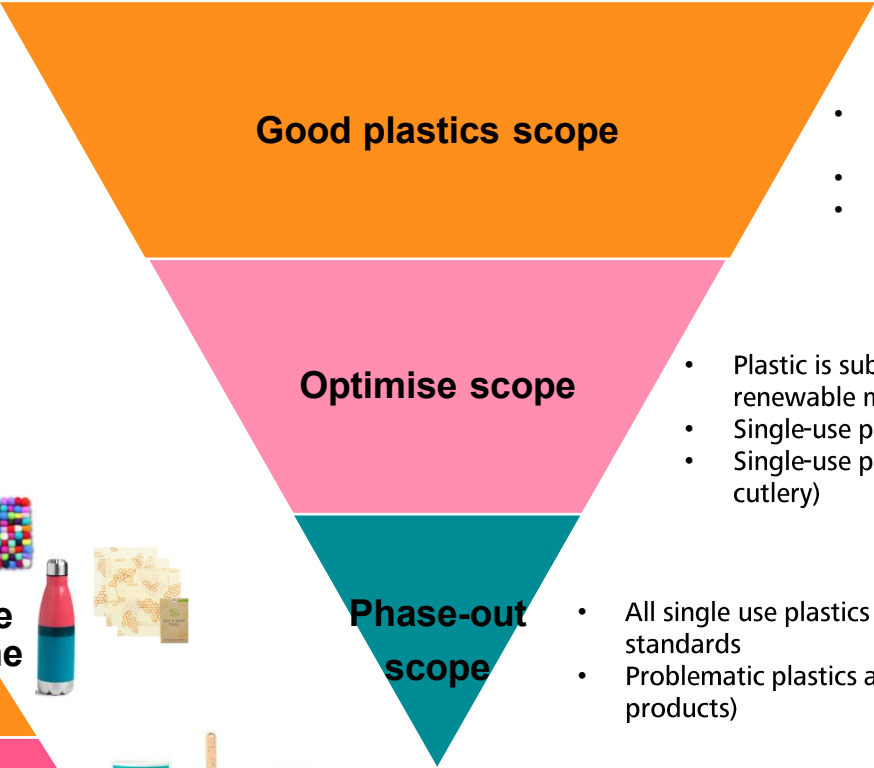


03

**How do we do this in
practice?**

Bringing it to live

Please do not share further



Good plastics scope

- Reduce types of plastic polymers and use types that are easier to recycle and process.
- Plant-based plastic
- Design is improved to allow for recyclability, better quality and duration.

Optimise scope

- Plastic is substituted by more sustainable, recycled or renewable material
- Single-use product in sustainable material (e.g. paper, bamboo)
- Single-use product is changed to reusable product (e.g. cups, cutlery)

Phase-out scope

- All single use plastics according to EU directive and self-imposed standards
- Problematic plastics and single use (e.g. glow sticks, microplastics products)



Sustainable Product Line

Optimized for sustainability

Social and Product Compliance

04

**Business case for the
win**



Few tips and experiences

- 1 You cannot have it all! Make choices and stick to them.
- 2 Always limited capacity and budget – sourcing sustainably can be more pricey but it does not have to be.
- 3 Have specific demands when speaking to suppliers.
- 4 Analyze per item/category which factors are relevant / important for you.
- 5 Low hanging fruits! Search for easy to implement examples, make the business case. Show that it works.
E.g. certifications, legislation, etc.
- 6 Search for local suppliers - EU begins to have competitive prices.
- 7 Engage in a dialogue with current producers



Questions



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