

HEMA in conversation with society

For HEMA it's important to engage with external stakeholders. We believe we can only achieve a positive impact together. 2020 was a special year, in which the importance of staying connected to each other was extra important. We have spoken with external stakeholders in various ways. Our sustainability and other departments, and the Executive Board were closely involved in these conversations. We spoke about various topics that we linked to the Sustainable Development Goals (SDGs).

We have divided the stakeholders into the following different groups:

- partners
- certification organisations
- governments
- civil society organisations
- industry and sector organizations
- suppliers
- customers

stakeholder	frequency	HEMA representative	subject and follow-up	Sustainable Development Goals
partners				
KIDV	Few times a year	Delegate sustainability department and packaging specialist	Support in developing packaging policy, answering questions, providing information about new developments.	12
BSCI	Continuous	Procurement employees, delegate quality department and delegate sustainability department	Progress and results of audits on working conditions and environmental standards at production sites.	8, 12, 17
SAVE	Contact on project basis	Delegate sustainability department	Collaboration to strengthen internal employee committees in factories in India and continuation in 2021.	8, 12, 17
Arcadis	Contact on project basis	Delegate sustainability department	Project with local partners in China to improve the use of chemicals in textile dyers and combat	8, 12, 17

			water pollution. Continuation in 2021.	
Fair Wear Foundation	Contact on project basis	Delegate sustainability department	Implementation of complaints system that HEMA will use for its clothing and textile factories in India, to be continued in 2021.	8, 12, 17
Too Good to Go	Few times a year (online) and continuously in shops	Delegates sustainability department and operations	Ambitions to reduce food waste and continue cooperation.	12
Voedselbanken	Few times a year and continuously in shops	Delegate sustainability department, operations and HEMA stores	Progress of cooperation to donate food to food banks.	12
TÜV Rheinland	Continuous	Procurement employees, delegate quality department and delegate sustainability department	Collaboration and auditing at production locations.	8, 12, 17
Plastic Soup Surfer	Few times a year	Executive board, responsible sustainability department	Spatplastic and Knalplastic Covenants.	12
certification organisations				
Dierenbescherming, Fairtrade, UTZ, Rainforest Alliance, ASC/MSC, Stichting Weidemelk, RSPO, GOTS, OTS, BCI, FSC	Regular contact via (online) appointments, newsletters, workshops and conferences	Delegate sustainability department and relevant product managers	Progress on objectives for quality marks, development of the range of products with quality marks and actions following audits.	8, 12, 13, 17
governments				
Ministry of Infrastructure and Water Management (I&W)	Few times a year	Delegate sustainability department	Progress on the objectives of the Plastic Pact and exchange of knowledge.	12

Ministry of Foreign Affairs (BuZa)	Few times a year	Delegate sustainability department	Transparency Pledge and value-chain responsibility	8, 12
Ministry of Health (VWS)	Six times	Delegate sustainability department, operations (shop operation) and format (how a is developed)	What if Lab: together with leder(In), INretail, 'MKB, Toegankelijk' program of MKB-Nederland, VNO-NCW and experts	12
RIVM	Few times a year	Delegate of the internal corona working group	Discussing guidelines on corona and their implementation.	8, 12
SER	Continuous	Covenant: responsible sustainability department and (sometimes) procurement, member of the steering committee, executive board DIB: delegate sustainability department and HR	IRBC covenant for sustainable clothing and textiles Diversity in the organisation: signing the Diversity Charter in 2021.	5, 8, 10, 12
Municipality of Rotterdam	Few times a year	Delegate logistics and distribution centre	Covenant Zero Emissie Stadslogistiek Rotterdam.	12

civil society organisations

Rode Kruis	Few times a year	Delegate sustainability department	Contributions from HEMA to the Rode Kruis.	8
KWF Kankerbestrijding	Few times a year	Delegate operations	(Financial) contribution from HEMA and yields from returned cartridges.	8
Fiep Westendorp Foundation	Few times a year	Product managers	(Financial) contribution from HEMA.	8
LINDA. foundation	Few times a year	Product managers	Sponsors of HEMA gift cards.	8
COC	Few times a year	Delegate sustainability department and campaign officer	Annual collaboration for Pride activation	5, 10

industry and sector organizations				
INretail	Working groups and contact for questions	Delegate sustainability, executive board and other colleagues	Developments in the sector, measures in the stores due to corona, trends, partnerships and emerging legislation.	8, 12
Modint	Working groups and contact for questions	Delegate sustainability department	Trends, news updates and advice on materials.	8, 12
suppliers				
Suppliers	Annual talks and continuous contact	Procurement employees, delegate quality department and delegate sustainability department	Development and purchasing of products, good working conditions and making materials more sustainable	8, 12
customers				
Customers	In stores, webshop, sustainability mailbox, social media, special surveys, monthly meeting about evaluation of HEMA brand	Branch managers, store employees, representative of sustainability department and other colleagues	Continuous conversation about customer questions about the range, chain conditions, transparency, business operations and partnerships.	5, 10, 12