



# HAPPY GREEN BOOK

Sustainable from factory to consumer



**GREEN**  
**IS NOT**  
A COLOR,  
IT'S **AN**  
**ATTITUDE!**

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1st edition HAPPY GREEN BOOK

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We are always looking for a balance between people, planet and profit to further shape our corporate responsibility. It is a process, not a final destination. Our Happy Green Book thus, will be updated continually.



- A Prevention
- B Reuse
- C Recycling
- D Energy
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- F Incineration

### 2025 OBJECTIVE

A House of Happiness aims to recycle at least 90% of its waste by 2025. This represents a jump to C on Lansink's ladder.

# CSR STATEMENT

We take responsibility for the effects of our business operations in the field of People, Planet and Profit. We operate in such a way that the natural environment is preserved for future generations. We account for this, we want to set an example in the market and we want to talk to stakeholders. It concerns employment, health, training, human rights, environmental effects, innovation and economic values. These are the elements that our businesses processes are focused on, making us increasingly sustainable and able to realise our growth ambition.

*We are always looking for a balance between People, Planet and Profit to further shape our corporate responsibility. It is a process, not a final destination.*

**PEOPLE** -At A House of Happiness, people are important, as is treating everyone with respect. By paying attention to committed employees, sustainable employability, job satisfaction and development, we encourage each other to bring out the best in ourselves and to transfer our knowledge. Together with regional senior secondary vocational education and higher professional education schools, we are working on an internal living lab. We actively contribute to social goals. Diversity and inclusiveness are encouraged, and we also contribute through gifts, sponsoring and voluntary work. Our internal social enterprise, the L.A.P. Atelier, which employs women who need a helping hand, is just one example.

**PLANET** -We inform our customers and suppliers about our corporate social responsibility practices and the choices we make in the field of sustainability. Examples include recycled raw materials, fair-trade cotton and environmentally-friendly dyes. In addition, more than 50% of our energy is self-generated by rooftop solar panels, and we have cut water usage by 80% in our textile printing workshop. We limit CO2 emissions in transport and in our sustainable packaging. We control the waste streams by reducing and reusing residual materials. We recycle and upcycle our textile residual materials. We also make transparent agreements with all parties involved regarding the quality of our products and services and the monitoring thereof. We guarantee the durability of our 'green' curtains!

**PROFIT** -We continuously aim to make our products and services more sustainable. We believe innovation increases our right to exist as a business. We acknowledge we can only contribute to social and environmental aspects if our business is financially healthy. Our corporate aim is to keep our ecological footprint as small as possible.

**We stick to our promise:  
Making people truly happy with our curtains!**

Johanna Jorritsma  
CEO/owner Royal Vriesco | A House of Happiness





# PEOPLE

A pleasant working environment where we respect each other and are proud of what we produce is very important to us. Every employee shows a great amount of passion for our products and customers. We apply high standards when it comes to developing and manufacturing our product range. Innovation and diversity also form a part of that. Above all, we want to make a positive contribution to our living environment, in various respects.

## STAFF TRAINING

A House of Happiness is becoming a truly dynamic organisation. Knowledge transfer, both within and outside the organisation, is important. Employees complete product knowledge training and they in their turn transfer that knowledge to the retailers. The objective is to give the customer the best possible service. A House of Happiness enables every employee to continue his or her development. Employees can discuss their training needs with their manager. This is, in any case, a fixed topic during the annual performance interview. Such needs may also originate from A House of Happiness itself, to lift a department to a higher level, for instance. By providing training and/or retraining for employees, they gain new experiences and are capable of performing a variety of jobs. That is good for their personal development but also for the future of the organisation. The annual objective is that every employee completes at least one day of training each year.

## EMPLOYEE SATISFACTION SURVEY

The employee satisfaction survey is conducted once every two years. The aim is to gain an insight into the well-being of the employees, which is obtained by asking them about various subjects. Employees can also provide (anonymous) input for points for improvement. Satisfied employees commit themselves to the organisation and are more productive. For information purposes: 95% of employees who completed the employee satisfaction survey support sustainable business practices.

A solid corporate culture is important so that everyone can perform well. That is why we want to measure where we stand now by conducting an employee satisfaction survey. These completed surveys help us to determine which themes are important for the following year.

## OPEN CORPORATE CULTURE

All employees know that undesirable behaviour is not tolerated. A House of Happiness represents a pleasant working environment where we respect each other and are passionately proud of our work.

## TREAT OTHERS HOW YOU WANT TO BE TREATED

We believe that mutual trust forms the basis for an adult working relationship, in which everyone assumes his or her responsibilities. Our open corporate culture encourages employees to bring out the best in themselves. We hold each other to account about undesirable or inappropriate behaviour. We have a policy in place against undesirable behaviour, as well as a policy against bullying and discrimination.

## PROMOTING A HEALTHY LIFESTYLE

Some of the subscription fee is refunded to employees and is spent on health-promoting activities or sports.



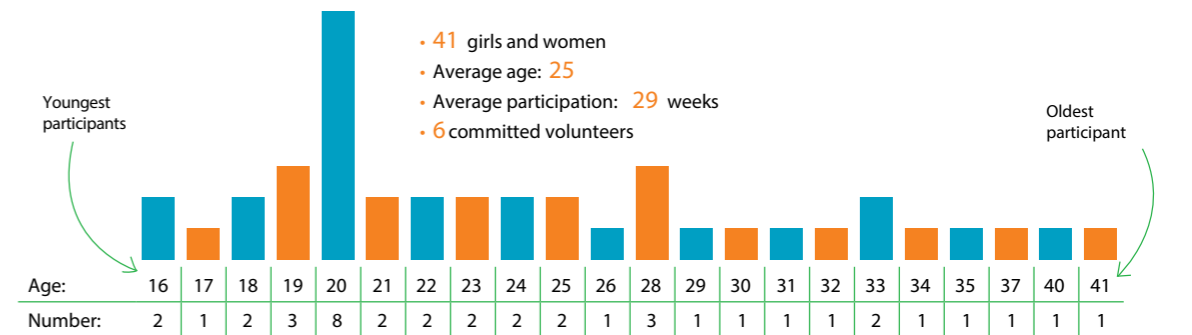
**95%** of A House of Happiness employees support sustainable business practices



## LOVE. ATTENTION. PROGRESS.

That is what the L.A.P. Atelier stands for. The L.A.P. Atelier is a social undertaking that helps young women, victims of sexual and domestic violence, gain independence. We believe in a society where products are reused rather than disposed of. In the L.A.P. Atelier, we turn only high-quality residual fabrics of the curtain production process into new, valuable textile products. Thus, we always sell a responsible and sustainable product.

### OUR PARTICIPANTS IN 2019



### DIVERSITY IN THE WORKPLACE

A major factor contributing to a pleasant working environment is the diversity of our employees. We employ people from various countries, such as the Netherlands, Iran, Iraq, Italy, Romania, Bosnia and several African countries. They each bring the colour and flavour of their own cultures. The picture is complete with the employees of Empatec (a social work experience company), Fier (the national expertise and treatment centre in the area of violence in relationships of dependence) and BaanPlus employment agency. Diversity in the workplace never really causes any issues. Differences are okay, as long as you treat each other with respect! The working language in the workplace is Dutch. In the past we have offered non-Dutch speaking employees a language course in collaboration with Friesland College. At the time, we also won an intercultural award for our personnel policy.

### APPROVED WORK PLACEMENT COMPANY

Being an approved work placement company, we meet the following conditions: We offer students a solid and safe workplace geared to their studies, where they practice the profession they are studying, including the associated work processes and activities.

1. We appoint a workplace trainer who is familiar with the requirements of the study programme and who is able to guide and coach the student in the workplace. We dedicate time, space and resources to enable the workplace trainer to carry out his tasks.
2. We are prepared to work alongside the school and SBB (short for Cooperation Organisation for Vocational Education, Training and the Labour Market) and to that end, we provide the necessary information.
3. We have approved publication of our business details on Stagemarkt.nl, the website where students look for a traineeship or apprenticeship at senior secondary vocational education level.



### L.A.P

L.A.P. Atelier is an initiative by A House of Happiness and Fier. This workshop employs women who could use a little support. The high-quality remnants of A House of Happiness are transformed by L.A.P. into hand-made, sustainable and authentic products. A House of Happiness offers L.A.P. a pleasant and safe workplace where they can make use of all the facilities.

### RESULTS PER TARGET GROUP



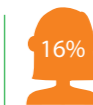
Daytime activities  
An average of 27 weeks

Non-Dutch women who often have no certainty about their residence status work in the sewing workshop as a daytime activity. Many of them are victims of human trafficking.



Facilitating employment/training  
An average of 39 weeks

Dutch women who have already completed their studies or who have work experience, work at the L.A.P. Atelier as a step-up to a subsequent study programme or job. This often concerns victims of domestic violence.



Practice-based learning  
An average of 9 weeks

Girls who work at the L.A.P. Atelier to complete the mandatory practical part of their senior secondary vocational education course. Without the opportunity of completing this part of their studies in a safe environment, they would again suffer study delays.

Upon joining, all women were unemployed and (with a few exceptions) receiving social benefits, either under the Work and Social Assistance Act, weekly wages via the Central Agency for the Reception of Asylum Seekers or through Unemployment Insurance. Results after working at the L.A.P. Atelier:

- 44% found paid employment
- 25% are looking for paid employment
- 19% now work as volunteers
- 13% are following a study

When they left, 70% had a diploma or followed a study programme at senior secondary vocational education-2 level or higher (starting qualification level). In comparison, when they joined, that figure was only 3%.



Amira (29): 'When I just started out here, I was full of fear, I hardly dared make eye contact with the others. Working together here in the workshop created a very positive and informal atmosphere that allowed me to slowly relax again'

LAPATELIER.NL

Our cheerful range of flags and other responsible fabric products are available from our webshop at [www.lapatelier.nl](http://www.lapatelier.nl).



OUR SUSTAINABLE CURTAINS  
CONTAIN FIBRES FROM  
USED PLASTIC BOTTLES



# PLANET

Looking after planet Earth is also our responsibility. Like us, the next generation must be able to enjoy all the beauty that our planet has to offer. Hence, sustainability is of paramount importance to us. In fact, it's in our DNA. We contribute to a liveable world to the greatest possible extent within our capabilities. Together, we're going for green!

Sustainable practices are our basic principle, a condition, even. Our experience is that if you show how important it is to you, you will inspire your suppliers and customers at the same time. Fortunately, sustainable products are gaining more popularity. People appreciate the fact that a product comes with a good story.

## PRODUCT

A House of Happiness takes craftsmanship seriously. We love quality and custom-made products, but also functionality. Curtains that really make you happy. This includes our insulating, flame-retardant, noise-reducing and blackout curtains.

Another thing to make you happy is our vision of sustainable business practices. We do not burden the environment unnecessarily. This is why we use recycled polyester from PET bottles and cutting waste from T-shirt production in our curtains. Also, our cotton velvet curtains are made from high-quality cotton that bears the Better Cotton Initiative label: ecologically grown, free from pesticides and the farmers involved receive fair pay.



In-store, all sustainable fabrics of A House of Happiness can be recognised by the **green hanger**.

**44%** of our turnover already consists of fabrics with a green hanger!

We currently have **461** fabrics with a green hanger in our collection.

We have a **patent** on the green hanger, which means we have the exclusive right to use it.

2014

FIRST SUSTAINABLE FABRIC UNDER THE GREEN HANGER

2016

FIRST SUSTAINABLE FABRIC AS A STRIP UNDER THE GREEN HANGER, AVAILABLE IN A WIDE RANGE OF COLOURS

2017

FIRST 100% SUSTAINABLE COLLECTION UNDER THE GREEN HANGER

2025

OBJECTIVE: A PRODUCT COLLECTION, 90% OF WHICH CONSISTS OF SUSTAINABLE FABRICS WITH A GREEN HANGER.



#### Water-saving printer

We're proud to say we have a digital fabric printer with the latest modern technology in Leeuwarden! Also, during the printing process, we no longer use products that contain harmful substances. We can print directly onto our curtain fabrics, without the need for environmentally harmful pre- or post-treatment, while the ink we use is water-based and biodegradable. We currently have more than 100 fabrics with a Vriesco water-saving print in our collection.

#### No harmful substances

To protect people and planet, suppliers are required to comply with REACH (registration, evaluation, authorisation and a reduction of chemicals). No harmful substances are permitted during the textile dyeing process.

#### Safe working conditions and no forced and child labour

All our partners meet the BSCI standard. BSCI (Business Social Compliance Initiative) aims to improve working conditions, which include being entitled to set up a trade union, safe working conditions and no forced or child labour.

#### 84% of our curtain fabrics are of a homogeneous composition

Why is this so important to us? Because we recycle our residual substances whenever we can! In the case of homogeneity, a substance is of a permanent, consistent composition, with uniform properties.

**BECAUSE WE RECYCLE AS MUCH OF OUR RESIDUAL WASTE AS POSSIBLE, IT IS IMPORTANT FOR OUR CURTAIN FABRICS TO BE OF A HOMOGENEOUS COMPOSITION.**

To be able to recycle our cutting waste, our material must consist of materials that can be fully processed. In other words, our recycling specialist can only process our residual substances if we deliver it in one homogeneous composition.

#### Our cushions

Whenever possible, the backs of our cushions are made of remnants that can no longer be used for our curtain collection. We apply various ways to generate as little residual waste as possible.

#### Fabricheaders

Our A House of Happiness & byTzum headers are made from 100% recycled cardboard.



#### Weighted cord

Transparent curtain fabrics always come with a weighted cord. We minimise the use of weighted cords in our fabric samples by adding the cord to only one colour instead of all of them. This saves us at least 10,000 metres of weighted cord per collection. That is a staggering 20,000 metres of weighted cord each year!

#### Efficient production process

We are always looking to reuse patterns and materials. For the anniversary collection, for example, we gave some old designs from our archives a new lease of life. We also issue existing qualities in new colours and replace popular curtain fabrics with sustainable versions. This is a continuous process of development that focuses on renewable materials and designs. Apart from our fair production processes, we also try to make our work processes as efficient and sustainable as possible. This year, we optimised the production process in our workshop, reducing cutting waste by approximately 22,000 metres per year.



## 40,245 CURTAIN COVERS

used or reused in 2019

## 80,000 METRES OF TUBE FOIL PLASTIC

saved on an annual basis!



covers made from  
**15% RECYCLED MATERIAL**



hangers made from  
**100% RECYCLED POLYSTYRENE**

### PACKAGING

#### Reuse curtain covers and hangers

The curtains are sent to dealers on a hanger in a non-woven curtain cover. A deposit is payable and once the cover and/or hanger are returned, the dealer's deposit is returned.

#### Boxes

This year, we will replace our white boxes with a sustainable brown version. We will be replacing 30,000 white boxes per year.

#### Tape

Plastic tape was replaced with recycled paper tape this year, saving 177 kilometres of plastic tape per year!

#### Straps

The straps we use for our rolls of fabric will be replaced with straps made from 100% recycled PET bottles. We use 10 kilometres of straps every year!

### INTERNAL

#### Sorting waste

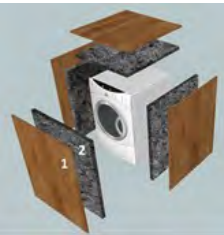
The Waste-Sorting Programme is a first step in the direction of waste recycling. This means waste is sorted straight away, so that it can be recycled more easily.

#### Recycling cutting waste

All our cutting waste is separated, which enables us to recycle our waste wherever possible at our recycling specialist! 84% of our curtain fabrics are of a homogeneous composition; the cutting waste of these fabrics is sorted and collected throughout the year so that at the end of the year, we can recycle our cutting waste.

Our recycled fibres are largely used in the non-woven industry. The most significant areas of application are the car industry and white goods. Below follows a non-exhaustive sub-division into main groups: **Non-woven felt**

1. Car industry Inside of car roofs, dashboard, door panels, etc.
2. White goods Insulation of washing machines, dishwashers, air-conditioning systems, etc
3. Drainage Filter material for drainage systems
4. Acoustic panels/insulation Dividing walls in offices, upholstery, conference units, subfloors
5. Felt products Felt processed into end product.



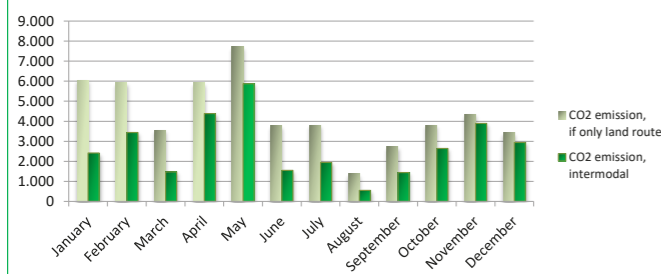
### TRANSPORT

We have chosen the most sustainable transport option for our goods. That is why our goods are partially transported by truck, boat and train.

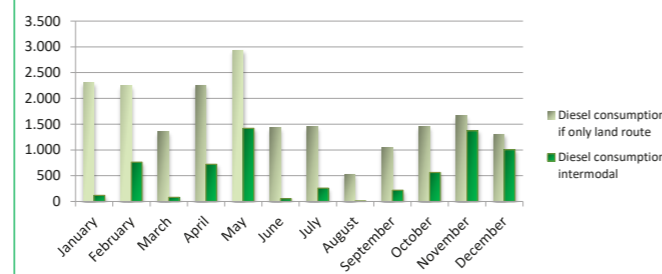


## ROYAL VRIESCO BV

### CO<sub>2</sub> Emission - 2019



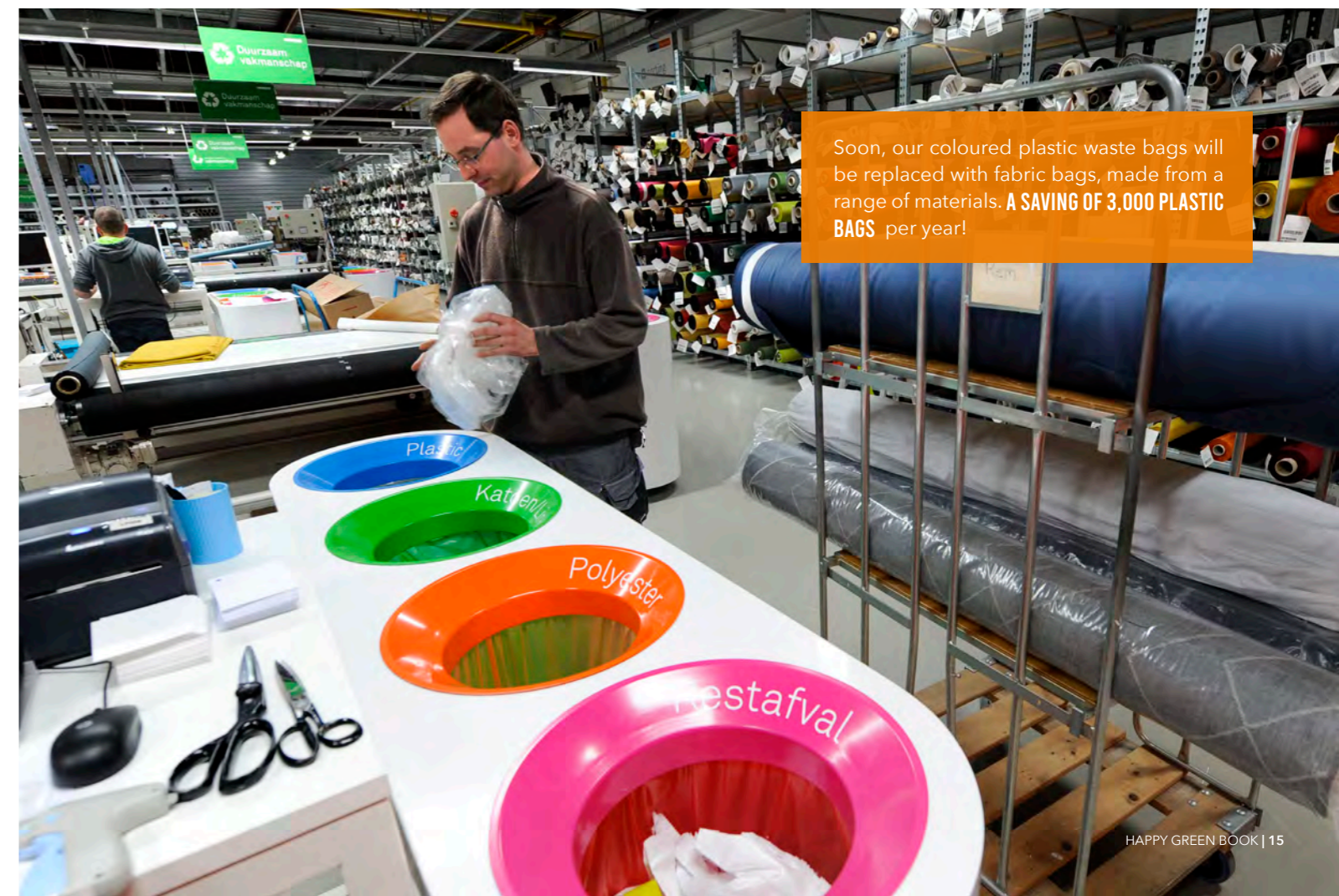
### Diesel Fuel Consumption - 2019



CO <sub>2</sub> (kg)	CO <sub>2</sub> emission, if only land route	CO <sub>2</sub> emission, intermodal	CO <sub>2</sub> saving
January	6,054	2,413	3,641
February	5,913	2,436	2,477
March	3,549	1,472	2,077
April	5,926	4,380	1,546
May	7,711	5,870	1,841
June	3,766	1,546	2,220
July	3,800	1,942	1,858
August	1,383	548	835
September	2,739	1,438	1,302
October	3,799	2,639	1,160
November	4,353	3,889	464
December	3,433	2,939	494
<b>Total</b>	<b>52,426</b>	<b>32,511</b>	<b>19,915</b>

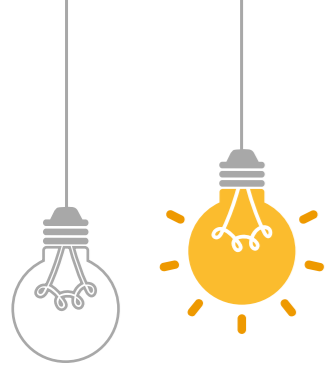
DIESEL (L)	Diesel consumption, if only land route	Diesel consumption, intermodal	Diesel consumption saving
January	2,306	118	2,188
February	2,252	762	1,490
March	1,352	80	1,272
April	2,258	721	1,536
May	2,938	1,419	1,519
June	1,435	53	1,381
July	1,448	258	1,189
August	527	9	518
September	1,044	218	825
October	1,447	562	885
November	1,658	1,371	288
December	1,308	1,004	304
<b>Total</b>	<b>19,972</b>	<b>6,575</b>	<b>13,397</b>

Thanks to these CO<sub>2</sub> reductions, we create a positive impact of **905 trees!**



Soon, our coloured plastic waste bags will be replaced with fabric bags, made from a range of materials. A **SAVING OF 3,000 PLASTIC BAGS** per year!





### SAVING

3,125 fluorescent lights per 25 years  
11,343 kWh per year 6420 CO2 per year

Thanks to these CO2 reductions, we create a positive impact of 292 trees per year!

#### From fluorescent lights to LED lighting

We have started replacing our fluorescent lights with LED lighting. Our aim is to have replaced all fluorescent lights in the office and canteen by the end of the year.

#### Cutting down on waste bins

We have reduced the number of waste bins in each department to one per department.

**THIS WAY, WE USE 5,000 FEWER WASTE BAGS EACH YEAR.**

#### Waste processor

Our waste processor, Omrin, was named the most sustainable business in the Netherlands in 2019 by an expert panel. This is what Omrin had to say: "Omrin (the Frisian word for 'cycle') wants to be the most sustainable and circular waste and raw materials company. Not only by talking but by working together and getting on with it. Nearly all of our vehicles are fossil-free, running on green gas from waste. It's unique in the sector. We process the domestic waste of more than 1.2 million people. About three-quarters of that are already being recycled and sustainably processed. That's also unique in this country. Omrin is a pioneer in the circular economy and inclusive society. How? Through innovation, communities and northern common sense. Each day, more than 700 people are working on a beautiful, clean and sustainable world on behalf of Omrin."

#### Digital invoices

Thanks to digitalisation, we print 10,000 prints per year instead of 100,000! All our paper bears the FSC quality mark.

#### Fair trade coffee

Our coffee is fair trade. We have also replaced our plastic coffee cups with glass and porcelain mugs. This has reduced the number of plastic cups by at least 30,000 per year!

#### Gardener

Our gardener uses 100% sustainable products. All our garden waste is reused or composted.

#### Cleaning

Our cleaners use 100% sustainable products that bear the Eco quality mark. Our toilet paper and towels are made from recycled paper that bears the FSC quality mark.

#### Green shoppers

Canvas shoppers are used instead of plastic bags. These are made from recycled material and can be reused.



*we are powered by the sun*

### 716 SOLAR PANELS

The panels on our roof produce 162,500 kWh per year, which is more than half of our annual electricity consumption.

# PROFIT

Corporate social responsibility (CSR) stands for business practices that focus on people, planet and profit, in other words having consideration for society and the environment, without losing sight of the profit motive. Stronger still, corporate social responsibility ensures that a business is better prepared for the future, provides cost savings and enables it to anticipate and respond to market trends more quickly. It also means positive publicity, which benefits the brand, may entice new employees to come and work for your company and, will ultimately result in more customers. People, planet and profit must be harmoniously combined in the organisation.

## KNOWLEDGE SESSIONS WITH RETAILERS

During these sessions, we talk to a small group of business owners and Royal Vriesco about subjects that relate to the market and our brand. We discuss various subjects, so we can learn from each other. For instance, what will the curtain market be like five years from now? We also include the retailers in the latest developments and figures of the consumer market.

## A HOUSE OF HAPPINESS TRAINING

Many business relations have completed A House of Happiness training. These training courses are held in our branches in Leeuwarden, Eindhoven and Waddinxveen and they last for about a day. Customers and their employees can complete the Basic Textile Knowledge course, or From Cut-to-Size Fabric to Made-to-Measure Items, after which they will know all there is to know about fabrics and processing techniques. The inspiring Colour your Interior trend workshop is also highly popular. This training is about giving customers good advice when they buy curtains.



## BOSNIA WORKSHOP

Curtains are traditionally made by hand. This is a labor-intensive process, which is why we thought it wise to spread our wings elsewhere in Europe. We appointed a young couple as the management board. He looks after the business operations and she is responsible for communication, among other things. Young people in that area hardly have any job prospects. The unemployment rate is high at about 20%, and many young people move abroad. Our ambition is for production, and thus the number of employees in Bosnia, to gradually grow in the next few years. We have also looked to link up with a local school, which offers a textile training programme. Ten students of that training programme have already completed an internship and one of them, who completed the textile training, now works in our workshop.



## INNOVATION

We believe innovation increases our right to exist as a business and that it is a continuous process. Examples include the purchase of our water-saving digital printer and the development of our unique added-value fabrics.

### A RECYCLED FABRIC WITH BLACK-OUT PROPERTIES AND A HEAT-RESISTANT BACK IS A UNIQUE IN-HOUSE INNOVATION.

In the autumn of 2018, we also introduced a unique fire-retardant version under the green hanger, the Solarflex. Our collection carries numerous other innovative fabrics.

## HEALTHY AND FIT

We encourage initiatives for joint sport activities. For instance, we regularly took part in the Millennium Run and we swam to raise money for research into ALS. At our employees' initiative, we sponsor big and small sports clubs, from the Thialf ice rink to the rowing club in Mantgum and a club in Sint Annaparochie that plays Frisian handball, somewhat similar to cricket ("kaatsen"). Each sponsorship is linked to an employee. We also sponsor a top athlete, Jesper Hospes, a Dutch speed skater.

## TV COLLABORATION

In the autumn of 2020, we will be guests on the SBS6 TV programme Green Make Over, where we will be talking about our sustainable curtain fabrics.



## DONATIONS IN 2019

Maarten van der Weijden Foundation, De Voedselbank, the L.A.P. Atelier and another € 2,000 distributed across several charities.



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IT'S AN  
**ATTITUDE!**