



Sustainable development charter

This charter demonstrates NewLook Eyewear commitment to sustainable development. It is the result of a voluntary initiative, a continuous improvement perspective undertaken by management that engages employees and takes into account the needs of its different stakeholders.



Our organization commits to conduct its activities with an ever more responsible approach. We have joined the EVO2030 Program to promote, accelerate and facilitate the integration of sustainable development principles into our business model. By doing so, we aim to make an active contribution to building a better world, without compromising that of future generations.

Moreover, we encourage our suppliers, customers and subcontractors to implement an organizational culture that integrates sustainability and we wish to positively influence the activities of the entire value chain related to our products and services.

Our initiative aims to contribute to the achievement of the 17 Sustainable Development Goals of the United Nations (UN), according to our different organizational and sectoral challenges.

The 17 Sustainable Development Goals





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Our organizational approach

The strategic planning process, which began with NewLook Eyewear enrollment in the EVO2030 program, followed by an organizational global diagnosis, allowed us to include sustainable development into our management practices and to identify the issues we needed to address to improve our overall global performance. We have also developed a sustainability plan to structure our strategy and its implementation for the years to come.

Our ecoresponsible approach

Our customers are our main source of inspiration and motivation. That's why we aim to offer them a unique experience in each of our stores.

We value long-term professional relationships based on competence, expertise and trust. We are attentive to our customers' needs, and the purpose of every action is always to exceed their expectations. We offer them a personalized service and quality products that are accessible, follow the latest trends and are adapted to their lifestyle.

We also encourage employees to contribute to the success of the organization and foster responsible and sustainable behaviours in order to reduce our activities' environmental footprint.

Our pillars

- Ingenious value
- Expertise
- Sustainability
- Design culture

Strategic guidelines

The following strategic directions set out the guidelines we intend to follow to identify the actions to be implemented:

- **Gouvernance** : a dynamic approach with customers and stakeholders
- **Economic** : new growth levers based on innovation, green responsible sourcing and collaboration
- **Social** : a healthy vision for all, presence in collectivity and employee well-being
- **Environmental** : an optimized value chain to reduce our ecological footprint

Scope and responsibilities

This charter applies to all employees of the organization. We also encourage our suppliers, customers and subcontractors to implement an organizational culture that integrates the principles of sustainable development. We are committed to comply with the applicable legal rules in the country (ies) and territory (ies) in which we operate. Similarly, we are committed to periodically monitor the issues relevant to our field or sector, own the means and tools required to ensure our compliance and if necessary, take all necessary measures to correct deviations.

Marie-Josée Mercier
General manager - NewLook Eyewear

Ben Sherman®



Chloé

