

## FOND OF BAGS wins the German Sustainability Award

**A prestigious award: the Cologne-based backpack manufacturer has been presented with the award for “Most Sustainable SME” and has joined the Fair Wear Foundation**

A great honor for FOND OF BAGS: the Cologne-based company has been awarded the German Sustainability Award 2016. FOND OF BAGS received the prize in the “Germany’s Most Sustainable SME” category for small and medium-sized enterprises with up to 250 employees in Düsseldorf on November 25. Of the 21 companies that submitted entries for the German sustainability sector’s equivalent of the Oscars, FOND OF BAGS was the only one to be nominated in two categories. The award, which has been presented by the Düsseldorf-based German Sustainability Award Foundation since 2008, honors companies, communities and research institutes that have made outstanding contributions to the field of sustainability. With six competitions, more than 800 entrants and 1200 guests in attendance at the closing ceremonies, the award is the biggest of its kind in Europe. Angela Merkel is the patron of the award.

“We feel so honored,” says Sven-Oliver Pink, one of FOND OF BAGS’ three founders who, after establishing ergobag GmbH in Cologne in 2010, went on to revolutionize the schoolbag market with the brand. Since then the company, which has a workforce of 180, has launched six additional backpack and bag brands. “The award is confirmation that our approach to responsible company management is the right one,” says Sven-Oliver Pink. “The award also gives us the motivation to continue along our present course. Actively engaging in the conservation of resources, fair purchase and production conditions and maximum supply chain transparency are all a part of our culture. Work in these areas is a process that requires constant improvement. In this respect, the award is a “stage win” for us. Above all, we see it as an incentive to continue giving our all to responsible company management practices in the future.”

In addition to ergonomics, unique design and exceptional quality, sustainability has been a vital area of focus for the company since its foundation. For this reason, FOND OF BAGS has used recycled PET bottles as the basic raw material for the majority of its fabrics since the company was launched.

In 2015 FOND OF BAGS firmly embedded Corporate Responsibility (CR) within its company structure. That year the company adopted key performance indicators according to the German Sustainability Code for the first time and set itself strategic CR targets, with an emphasis on continuous supply chain evaluation. In order to implement its CR strategy, FOND OF BAGS turned to N-Kompass, a software-based solution developed by NWB Verlag in Herne that helps companies to introduce and drive forward sustainable management practices. As an example, the N-Kompass method reveals what levers need to be pulled where for a company to achieve its CR strategy and set goals.

“We’ve achieved a great deal but always keep our eyes on the road ahead. To succeed as a company today, it’s becoming more and more important to act responsibly across all areas of business. Today companies are more than just a part of the economy: they’re a part of society and help to shape that society too,” says Micha Damm, FOND OF CORPORATE RESPONSIBILITY, who coordinates the company’s CR strategy.

# FOND OF

The next step has already been taken. On November 22, 2016 FOND OF BAGS became a member of the FAIR WEAR FOUNDATION (FWF). The FWF is a Dutch non-profit organization that aims to improve working conditions in the sewing and textile industry worldwide. As a member of the organization, FOND OF BAGS must systematically monitor whether its producers are adhering to FWF's strict behavior codex. In future FOND OF BAGS will also be audited regularly by FWF. As an FWF member, the company is urged to ensure that its sourcing and pricing policy provides people with a living wage and does not require them to work excessive amounts of overtime. The FWF advocates fair wages, reasonable working hours and safety at work and is opposed to child labor. This makes it a perfect partner for FOND OF BAGS. The organization will help the company to make further improvements to its CR goals and work even more sustainably in future.

You can read more about FOND OF BAGS' CR activities online at [www.fondofbags.com/fond-of-corporate-responsibility](http://www.fondofbags.com/fond-of-corporate-responsibility).

FOND OF BAGS' CR report can be accessed via this link from Monday November 28, 2016 or can be sent to you upon request.

Further information: [www.fondofbags.com/en](http://www.fondofbags.com/en); [www.n-kompass.de](http://www.n-kompass.de); [www.fairwear.org](http://www.fairwear.org)

## Press contact:

CHALWA COMMUNICATION  
Chalwa Heigl  
chalwa@chalwa.com  
Tel. +49 (89) 2154 48 500  
Cell. +49 (172) 86 33 848  
Adlzreiterstrasse 4  
80337 Munich

## Address:

FOND OF BAGS  
F. O. BAGS GmbH  
Vogelsanger Str. 78  
50823 Cologne



Sven-Oliver Pink (CEO & Founder) and Micha Damm (FOND OF CORPORATE RESPONSIBILITY). The organizer has announced that they expect more official photos to be available from Monday November 28, 2016.