



a note from
TREASURE HUNTERS

Certified



Corporation



Growing together
Doing Goods
impact report 2024



GROWING TOGETHER



At Doing Goods, growth has never only been about numbers. In 2024, it meant strengthening our mission: adding a little happiness to people's lives, near and far, and keeping this simple promise at the heart of everything we do.

Growth, for us, is about products and collections, people and partnerships. It's about building connections that last, and making sure that as we expand, we grow together.



"Growing Together" is the story that shaped Doing Goods. What once began as treasure hunting, traveling and discovering crafts that made our hearts beat faster, has grown into a community that is bigger than products: a network of makers, customers, and colleagues who together create meaning with every piece we make.

Our first impact report is a moment to reflect on this journey, and especially what growing together in 2024 has brought us. Just like our handmade treasures, the path of growth is perfectly imperfect. We make mistakes along the way, learn from it and that's exactly what makes our journey human and unique. This report reflects on both our highlights and the lessons we've learned.

In 2024 we:

- ♥ Achieved our first **B Corp certification**, with a score of **86.5 points**.
- ♥ **Strengthened our relationship with our partner in India**, with more visits, stronger training, and shared goals for sustainable materials and packaging.
- ♥ Set in motion the **transition to New Zealand wool and organic cotton**, a key step toward more sustainable collections.
- ♥ Expanded our team in Amsterdam and Venray, where collaboration and creativity thrive, and in India, where the workshop has become both a workplace and a home.
- ♥ **Launched timeless new collections** that bring joy while standing for craftsmanship, quality, and longevity.

And we also learned. For example, in the process of adopting more sustainable materials, we discovered that it sometimes takes longer than expected to find the right partners and certifications. Not every choice is straightforward, but every step brings us closer to where we want to be. The path is not linear and certainly not easy. This report is a way to stay accountable to our community by showing what we're committed to and what we're doing to achieve it.

To everyone who's walked this path with us, thank you. Together we can have real, lasting impact. Your support truly means everything and keeps us inspired to keep building, creating, and doing better—always from the heart.

As we step into 2025, we're excited for new adventures, meaningful collaborations, and a few surprises we can't wait to share with you.

*With love,
Aanyoung*

2024
(at a glance)



B Corp certification
achieved: **86.5** points.



Strengthened supplier
contracts with our key
partner workshop in
India.



Mission formally
embedded in **company
statutes and policies.**



Ongoing focus on **quality
& longevity**, "treasures
made to last."



First rugs produced in **New Zealand wool.**



Reduction of single-use plastic: new packaging for throws, 50 pieces per bag instead of individual polybags.



FSC-certified packaging: gifting and outer cartons are made from fully FSC-certified paper in 2025.



Quarterly business updates and **ESG** in personal goals.





Our timeless designs continue to shine, with the Loony Leopard Rug remaining a bestseller even after 10 years, proving that **treasures made to last** can truly stand the test of time.



Implemented a structured **onboarding plan** for every new starter.



Supplier certification: our main partner is Sedex certified.



Newly shared rituals: daily team lunch at 12:30, Tuesday group walks, new healthy lunch plan.



Launch of a **Happiness team** in Amsterdam and Venray



Referral bonus introduced (€1,000 for successful hires).



Employee well-being in India
Pension fund started for Suneri, who cooks daily for the team.



Annual team bonuses in India given personally in October.



Employee stories like those of Kunvarasan, Konika, and Madan show how **colleagues have grown into leadership roles** over the years, supported along the way with housing, transport, loans, and family benefits.



DOING GOOD

PROUD

COOK





Impact report



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About Doing Goods



Our mission

"It is our mission to add a piece of positivity and happiness to people's lives, near and far. As we grow, this simple promise remains at the heart of everything we do."

Your perfectly imperfect home

We are your home sweet home for all those imperfect and fun home accessories. Each one of our products is meant to be perfectly imperfect. Handmade with patience, reflecting our deep love for India, its treasures, its humour and its craftsmanship.



*What we stand for
(our values)*



TREASURE HUNTING

The story of Doing Goods began in 2010 with our love for collecting unique finds and objects during our travels around the world. This inspiration shaped our own cheerful collection of animal rugs, brass goods, and textiles.



HONEST & FAIR

We make good on the promise to offer the team of craftspeople a pleasant, comfortable and safe space to make our collections. Because we believe we can improve people's lives with honesty, authenticity and fair play.

HANDMADE FROM THE HEART

All our products are 100% handmade with patience and love for the artisanal craft, in our own workshops in India.

PERFECTLY IMPERFECT


All our products carry the wabi-sabi spirit: imperfections that tell their own story.

We use these guiding values to design our own fun-filled collection of animal rugs, brass goods, textiles, and other lovable home accessories. Hoping that our treasures not only find their way into people's homes, but also into their hearts. This also applies to our team, giving our people space to grow and learn.


PLAYFULNESS & HAPPINESS

We bring playfulness into everything we do, from the joyful, colourful designs in our collections to the positive energy within our team. We believe that when people work with passion, fun, and balance, that joy naturally finds its way into the products we create and the homes they enter.





*B Corp as a compass
& leading our governance*



PROUD TO BE BCORP

We are extremely proud to announce that Doing Goods is officially B Corp Certified! As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact, legal accountability, and public transparency. A heartwarming recognition for the genuine commitment to our community, our conscious business practices and our pledge to always do good. Or the best we can.

What is B Corp?

B Corps are companies reinventing business by pursuing a sustainable purpose, as well as profit.

The certification process is rigorous, with companies required to reach a score of at least 80 (out of 200) points. To complete the certification, the company legally embedded their commitment to purpose beyond profit in their company articles.



Certification & score

In 2024, Doing Goods became a **Certified B Corporation**, achieving a total of **86.5 points** across the five assessment categories: governance, workers, community, environment, and customers. This milestone validates our commitment to adding happiness to people's lives while ensuring our growth is responsible, transparent, and accountable.

For us, B Corp is more than a certification. Our hearts have always been our compass, B Corp gave us the map. It provides a framework to put our intentions into structure, and to keep us accountable as we grow.

Our 2024 B Corp score

Total score: 86.5 (minimum to qualify: 80)



What B Corp meant in 2024

We are big admirers of the B Corp movement. It's one of the most recognisable and rigorous certifications to show a company's commitment to benefit all people, communities, and the planet. The certification process was a mirror, showing us where we were strong and where we needed to improve. It required us to formalise practices we already lived by, and embed them more deeply in our way of working.

Concretely, in 2024, it meant:

- ♥ **Transparency in action:** we launched a **Monday Morning Meeting** with a team member from every department, where weekly priorities are shared and minutes distributed to the entire team, making sure everyone knows what is happening and why.
- ♥ **Quarterly business updates:** sustainability and B Corp progress became a fixed part of these sessions, ensuring that new initiatives, such as the introduction of New Zealand wool are shared across the whole organisation.
- ♥ **ESG in personal goals:** we added **ESG targets** to individual annual goals. Alongside business and personal development, team members now also set sustainability goals relevant to their role.

Lessons learned from the B Corp journey

Going through the B Corp process was not just about certification; it was about holding up a mirror. We discovered that:

- ♥ **Good intentions are not enough** - We needed to document practices more thoroughly, from supplier contracts to HR policies, so they could be measured and tracked.
- ♥ **Sustainability is cultural** - While we see packaging reduction as a priority, our partners in India often see plastic as valuable protection. Bridging these different perspectives requires patience, dialogue, and ongoing education.
- ♥ **Improvement never stops** - With a total score of 86.5, we passed the threshold, but also saw clearly where we can do even better, particularly in workers, community, and environment. These areas now guide our roadmap for the coming years.



The biggest takeaway?

***B CORP IS NOT A FINISH LINE, BUT A
FRAMEWORK FOR CONTINUOUS IMPROVEMENT.***



Governance in practice

Transparency and open communication are key values in our management approach. We believe in sharing not only business performance, but also the challenges and learnings along the way. We're a heart-led and predominantly female team, combining openness and collaboration with a strong sense of professionalism and commercial focus.

Linking governance to strategy

The B Corp framework pushes us to constantly balance creativity and growth with responsibility and accountability. It strengthens our belief that Doing Goods is not just about designing joyful collections, but about building a company that lasts, with governance structures that safeguard our mission for the long term.

Looking back

Looking back, the B Corp journey taught us that good intentions need structure, that sustainability looks different across cultures, and that certification is not the finish line but a framework for continuous improvement. With 86.5 points, we are proud to be part of this global movement and committed to keeping raising the bar in the years to come.









Governance & accountability

Organisational structure

Doing Goods is owned by founders Aanyoung Yeh and Jan Swinkels. Aanyoung and Jolieke Keynes (General Manager) are responsible for the daily management of the company, while Jan takes on an advisory role. Our organisational model emphasizes flat structures and short communication lines, fostering close collaboration between our creative hub in Amsterdam, our Venray office, where sales support, finance, and production come together, and our partner workshop in India.

Score

In our first B Corp assessment, we scored **16.5 out of 20** for governance, one of our strongest areas. This reflects our commitment to transparency, accountability, and keeping our mission at the heart of our business.

- ♥ **All employees trained in ESG** (via Quarterly Business Updates)
- ♥ **3 manager role descriptions** updated in 2024
- ♥ **Code of Ethics formalised in 2024** and shared with all employees as part of our ongoing effort to strengthen integrity and transparency across the company.
- ♥ **All staff (100%) trained on Whistleblowing Policy** in 2024

Transparency in practice

In 2024, we introduced several initiatives to strengthen governance and transparency across the organisation:

- ♥ **Monday Morning Meetings** - a weekly kick-off with a team member from every department to review priorities and share key updates. Minutes are distributed to the entire team so everyone is aligned on what's happening and how we are performing.
- ♥ **Quarterly Business Updates** - B Corp and sustainability progress became a fixed agenda point, where we share both ongoing projects and new initiatives. These updates also served as a platform for ESG training, reaching 22 employees in 2024.
- ♥ **ESG in personal goals** - alongside business and personal targets, each team member now includes ESG-related objectives aligned with our annual plan.
- ♥ **Policy & accountability** - all staff (100%) were trained on our Whistleblowing Policy in 2024, and three manager role descriptions were updated to clarify responsibilities and embed governance more firmly into daily practice.





Mission in our statutes

Our mission -to bring a little happiness and cheer to people's lives, near and far- is now formally embedded in our company statutes. This ensures that Doing Goods' purpose goes beyond profit, and is legally safeguarded as we grow.

Managing risks

As a growing company, we face a few key risks:

Supply chain risks - Dependence on artisanal production in India means we must carefully manage quality, timing, and compliance. We mitigate this through frequent visits, quarterly workshops, and close partnerships with our suppliers.

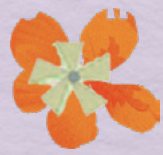
Team growth - 2024 was a year of expansion and renewal. With new colleagues joining across different departments, we focused on maintaining our close-knit culture through strong onboarding, team activities, and open communication.

Lessons learned

In 2024, we learned that governance is not only about systems and structures, but about culture. Formalising our mission in the statutes and embedding ESG in personal goals gave us structure, but it is the open, human way we communicate, from Monday Morning Meetings to quarterly updates, that truly makes governance meaningful.







Social impact



Our strategy: honest & fair and a joyful spirit

At Doing Goods, social impact begins with a simple principle: happiness is something we create together. Not only for our customers, but also for the people behind our products and the colleagues we work with every day.



HONEST & FAIR

We are committed to producing our collections in a socially responsible way. Based on long-term partnerships, fair purchasing practices, and mutual respect, we want to ensure that our artisans and suppliers can build fulfilling lives. This means:

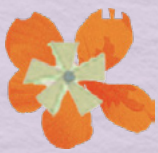
- ♥ Safe and fair working conditions
- ♥ Living wages and additional benefits
- ♥ Involvement in local communities
- ♥ Long-term relationships and responsible buying practices



A JOYFUL SPIRIT

Our “home sweet home” feeling applies not only to our products, but also to our workplace. We strive to create an environment where everyone enjoys working together, feels valued, and shares responsibility for our mission. This means:

- ♥ Employee satisfaction
- ♥ Health, well-being, and safety
- ♥ Diversity, equality, and inclusion
- ♥ Talent development and training



SOCIAL IMPACT & COMMUNITY

The heart of Doing Goods is in India, where our collections are made by skilled artisans at our partner workshop. In 2024, we deepened this relationship with projects that directly impacted people's lives.

Our social impact and our community in numbers (2024)

We introduced our Supplier Code of Conduct, with 13.2% of suppliers already signed in 2024, a first step towards 100% coverage in the future. We spent 100% of our buying budget with local suppliers in India, nearly half of whom are based in low-income communities (49.5%).

While no formal share of profits has yet been allocated to community development projects, we supported employees directly through pensions, bonuses, and donations in kind.

Key projects in 2024

In 2024, we strengthened our partnership with the workshop in India through initiatives that directly impacted the lives of the artisans:

Certified standards - our key partner maintained Sedex certification, ensuring alignment with international social and environmental standards. Even though we value personal interaction with our supplier the most, verifying sustainability compliance is improved through using an international audit scheme such as Sedex. It helps us verify that our partner is not engaged in child labour, pays fair wages, implements the proper safety mechanisms and is not engaged in corruption.

Pension security - to honour Suneri, who has cooked for the workshop team everyday for many years, we set up a personal pension fund to support her as she nears retirement. This individual gesture reflects our belief that long-term relationships deserve long-term care.

Education & support - artisans benefited from interest-free loans that made it possible to fund weddings, build homes, cover health emergencies, and invest in their children's education.

Team well-being - the workshop continued to provide free meals every day, as well as annual outings and celebrations that foster joy, unity, and community spirit.

WORKERS: A JOYFUL SPIRIT

In the 2024 B Corp assessment, Doing Goods scored 22.4 out of 40 on workers. This shows that while we are on the right path, there is still room for improvement, especially in creating long-term stability and reducing turnover.

Our team in numbers (2024)

- ♥ **All employees** (up from 12 in 2023) **18% staff turnover** in 2024 (mainly due to relocations and circumstantial change rather than a structural trend)
- ♥ **100% of staff trained** on Whistleblowing Policy
- ♥ **All employees** received ESG training through quarterly updates. The Code of Ethics was formalised in 2024 and shared with all employees as part of our ongoing effort to strengthen integrity and transparency across the company.



Focus in 2024

In 2024 we focused on strengthening team well-being, connection, and inclusion:

Joyful culture - daily team lunches, healthy snacks, and Tuesday walks after lunch created moments of shared connection.

Onboarding - each new team member received a personal onboarding plan to immerse them into the brand, colleagues, and values.

Diversity - we took concrete steps to bring more variety into our team, in age, cultural backgrounds, and perspectives. While male colleagues remain underrepresented, progress was visible in 2024.

Referral bonus - by introducing a €1,000 bonus for referrals, our team became actively involved in shaping the future workforce.

Lessons learned

In 2024, we saw clearly that social impact is a continuous journey. The biggest lesson?

Social impact is not achieved by policies alone, but by people, through relationships that grow stronger, year after year.

EMPLOYEE STORIES

The long-term impact of our partnerships is best illustrated in the lives of the artisans who have grown with us.

Madan (42), Field Executive

Madan joined in 2021 as a Helper. Within two years he grew into the role of Field Executive, overseeing operations outside the workshop. Alongside professional growth, he received free family accommodation and an interest-free loan to buy a motorbike in 2023. For Madan, the stability of his job and the support provided have brought long-term security to his family's life.

These stories reflect how steady employment, fair treatment, and opportunities for growth can transform lives over time.

Konika (31), General Manager

Konika began in 2017 as an Office Assistant. With hard work and dedication, she rose through the roles of Assistant Merchant and Merchant, becoming General Manager in 2023. Her journey was supported by interest-free loans for her daughter's education, annual bonuses, and the gift of a car in 2023. Her father also joined the workshop as a polisher, making Konika and her dad the sole breadwinners for their family. Her story shows how Doing Goods not only supports individuals but entire families.



Kunvarasan (60), Head of Production

Kunvarasan joined the workshop in 2015 as its very first employee. He started as a Helper, then became a Quality Checker, later a Packing Supervisor, and in 2022, Head of Production. Along the way, he was supported with a motorbike for transport, interest-free loans for his children's weddings, and annual bonuses. Today, he leads production with confidence, embodying the spirit of growth and loyalty that Doing Goods strives to foster.







Environment

Score

In our first B Corp assessment, Doing Goods scored **12 out of 33** for the topic environment. This modest score reflects both our first steps and the significant room for improvement we recognise in this area.

Key projects in 2024

Sustainable materials - we started the transition to New Zealand wool, launching the first rugs (Josie Jardin Bear Rug in three sizes) as part of the SS25 collection. This marks the beginning of a long-term shift away from Indian wool, with a focus on traceability and animal welfare.

Reducing single-use plastics - throws were repackaged so that 50 pieces were shipped together in one bag instead of individually wrapped, reducing unnecessary plastic.

Sustainable packaging - In 2024, our objective was to transition to “FSC-certified packaging: we began the transition to FSC-certified paper for all gift packaging and outer cartons in 2024, with full implementation planned for 2025.”

Product longevity - our design principle remains “treasures made to last”, with timeless collections that extend product lifecycles.

Environment at a glance 2024

B Corp score: 12 / 33

- ♥ **48% of the items** offered (295 of 618) in 2024 were classified as more sustainable products.
- ♥ When looking at what actually sold, **82% of all sales revenue** came from these sustainable product categories, meaning that our customers are increasingly choosing the more sustainable options.
- ♥ FSC-certified packaging we began the transition to FSC-certified paper for all gift packaging and outer cartons in 2024, with full implementation planned for 2025.
- ♥ 80% of packaging reusable
- ♥ First rugs produced in New Zealand wool (Josie Jardin Bear Rug, SS25)
- ♥ 22,625 kg CO₂ (Scope 1) and 14,739 kg CO₂ (Scope 3) emissions reported
- ♥ 0 CO₂ (Scope 2) HQ powered by renewable energy

Lessons learned

In 2024, we learned that environmental progress takes time and persistence. While nearly half of our assortment now qualifies as more sustainable, stricter definitions showed us that our material impact is still limited. Measuring our emissions for the first time highlighted the scale of our supply chain footprint (Scope 3).

The key lesson: **small wins matter, but we need bigger steps to make real progress.**

Looking ahead

2024 was the year we laid the groundwork for environmental progress. We are proud of the steps we took: transitioning to New Zealand wool, introducing FSC-certified packaging, and reducing single-use plastics. These achievements show that change is possible when we put our values into practice.

At the same time, our B Corp score of **12/33** reminds us that we are only at the beginning of this journey. Stricter definitions of sustainable materials showed us that our progress so far is not enough. Measuring our emissions for the first time revealed the scale of our footprint, especially in Scope 3, the supply chain.

As a small company, we know that reporting is important, but we prefer to invest our resources in direct impact, such as replacing plastic packaging for our circus boxes with paper, and shipping our throws in batches of 50 instead of wrapping each one separately.

For 2025, our focus is clear:

- ♥ Expand the use of **New Zealand wool and organic cotton** across more collections.
- ♥ Further reduce **Scope 3 emissions** by improving logistics and packaging.
- ♥ Work towards a higher share of sustainable materials in every product.


The lesson we carry forward:

Environmental impact is our greatest challenge, but also our greatest opportunity. Every improvement brings us closer to creating treasures that not only spark joy but also respect the planet we all share.






DOING GOODS
PROUD TO
BECOME



*Looking ahead:
2025 and beyond*



2024 was a year of firsts: our first B Corp certification, our first sustainability report, and new steps in strengthening our social and environmental impact. These milestones gave us clarity on where we stand today and where we want to go. As we move forward, we remain guided by a simple promise: to add a little happiness to people's lives, near and far. Growing together means continuing to build a business that brings joy, to our customers, our team, our partners, and to the world around us.

*Jolieke Keynes -
General Manager*



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