



2025

# Sustainability Report

**LOJEL**

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## Preface

In 2025 we've honed in on the quiet work in sustainability, making sure the team and brand is set up for success. This isn't the most glamorous work but it is rewarding. For us this is important to ensure sustainability isn't just a one off campaign but a long path that we've decided to stay on.

Macro economic shifts and volatility have made sustainability more challenging than it should be, but this is the moment for us to demonstrate to you our commitment. Sustainability is not a trend we're following, but a value that we're learning more and more about and working to improve every day at LOJEL. This report gives you a glimpse into the progress, or lack there of that we've made in 2025, and how we're going to try and do better.

We hope this helps you make informed decisions about the brands you choose to purchase from, work in and invest in.



## A Note From Our CEO

“ At LOJEL, we are shifting from treating sustainability as a goal to making it our bottom line. Eventually, my hope is that we won't even need to emphasize the word 'sustainability' internally. We want that mindset to be so baked into our everyday lives that it's just a given—exactly like our focus on quality, craftsmanship, and being user-centric.

To ensure we are looking in the mirror truthfully, we rely on actual data. Looking back at 2025, there were many moments in a volatile market where the easy choice would have been conducting business as usual. Instead, we pushed through, consistently doing the work to integrate climate labels and B Corp frameworks directly into our team's processes. That's a big part of why we choose to work with B Corp on our corporate governance; it forces us to step outside our bubble and benchmark ourselves correctly. Sustainability is a massive, ever-evolving subject, and while we are proud of our progress, we are committed to the fact that we are always learning.”



**An Chieh Chiang**  
Chief Executive Officer



## 2025 Milestones



Climate Label Certified



B Corp Certified with 81.2 points



Sustainable materials used  
in products 17%



441 Luggage donated since 2023



83,523 kg of waste prevented  
through repairs



.359% of all upstream shipments  
done by air



\$50,000USD Donated to UNHCR

## Strategy Update

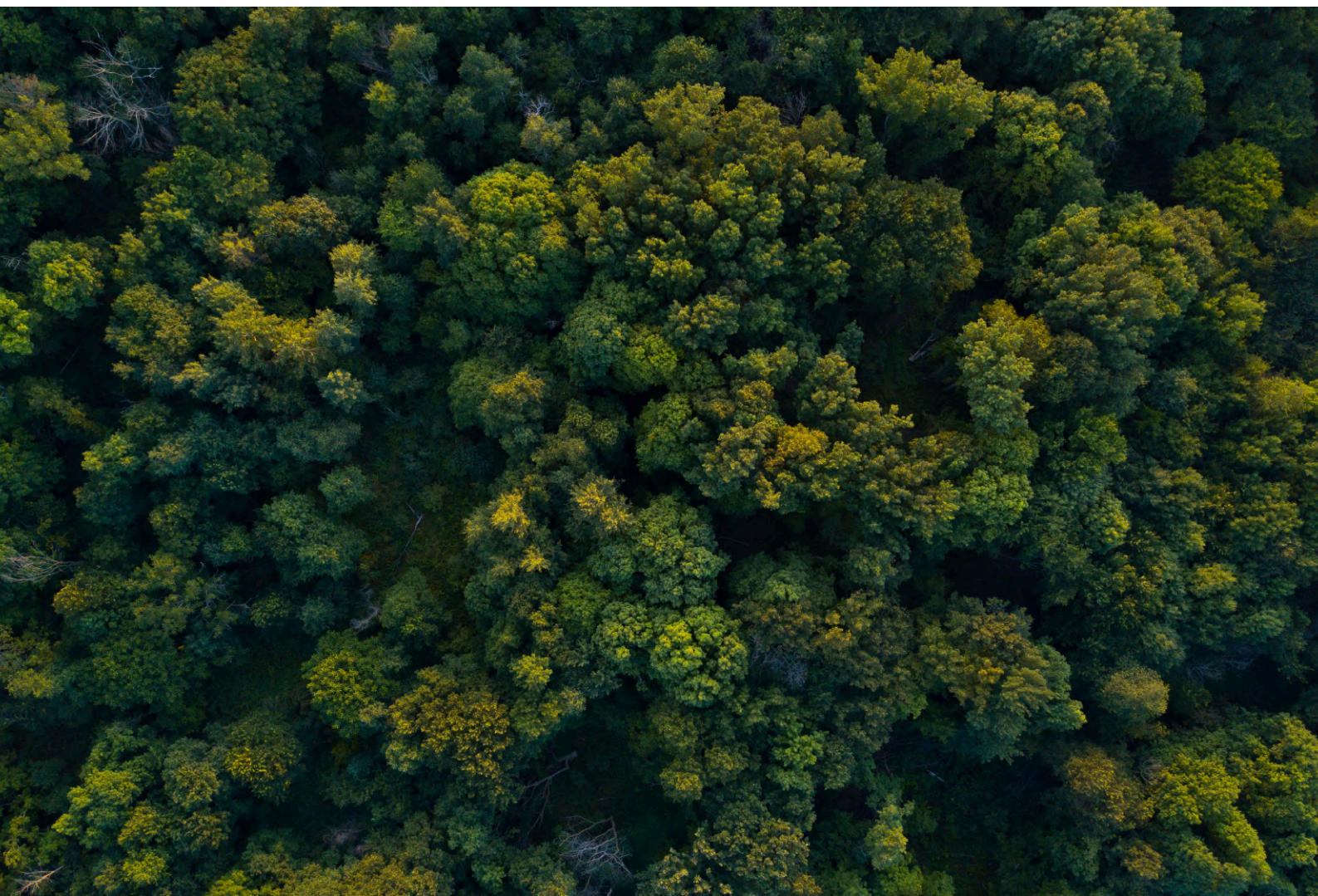
Our approach can be categorized into three categories.

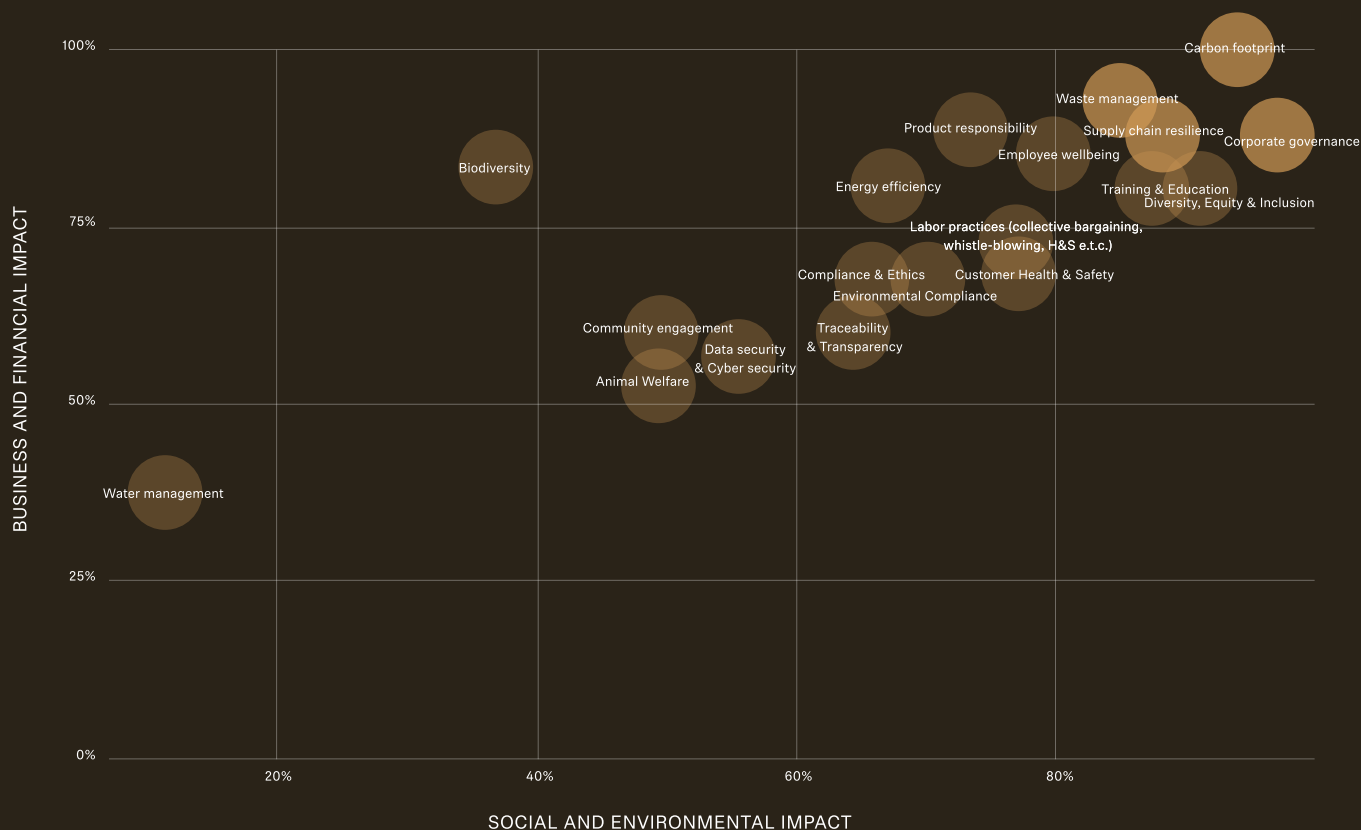
**1. Environmental**

**2. Social**

**3. Governance**

Key topics receive a higher level of focus, these are decided through a double materiality assessment. This examines the dual dimensions of risk: the severity of our external socio-environmental footprint and the corresponding internal threat to business continuity. The highly material topics receive priority in our efforts due to the severity.





Items ranked in terms of materiality

1. Carbon footprint
2. Corporate governance
3. Supply chain resilience
4. Waste management
5. Diversity, Equity & Inclusion
6. Training & Education
7. Employee Wellbeing
8. Product responsibility
9. Labor practices (collective bargaining, whistle-blowing, H&S e.t.c.)
10. Human rights
11. Compliance & Ethics
12. Energy efficiency
13. Customer Health & Safety
14. Environmental Compliance
15. Traceability & Transparency
16. Biodiversity
17. Data security & Cyber security
18. Community Engagement
19. Animal Welfare

(aligned with ESRS guidance)



## B Corp Certified

LOJEL is **officially a certified B Corporation.**

This means that our performance across esg topics have been verified by the B Lab and assigned a score.

## B Impact Assessment Score

16.8

### Community

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- 3.0 Diversity, Equity & Inclusion
- 4.0 Economy Impact
- 2.9 Civic Engagement & Giving
- 6.2 Supply Chain Management
- 2 Supply Chain Poverty Alleviation

2.3

### Customers

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- 2.3 Customers Stewardship

21.6

### Environment

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- 7.3 Environmental Management
- 7.1 Air & Climate
- 0.8 Water
- 6.3 Land & Life

16.8

### Governance

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- 3.7 Mission & Engagement
- 3.0 Ethnics & Transparency
- 10+ Mission Locked

21.5

### Workers

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- 6.5 Financial Security
- 3.9 Health, Wellness, & Safety
- 3.1 Career Development
- 5.5 Engagement & Satisfaction

## Reducing Harm To The Planet

Measurement and action are the priority when we work towards reducing harm. We're aiming to close the gap between knowledge and on-the-ground implementation, taking the data that you see not only see in this report, but also the internal data we have, to create real change. Our progress may not be where we want it to be for 2025 but we're aware of the reasons why and how we will address them moving forward.

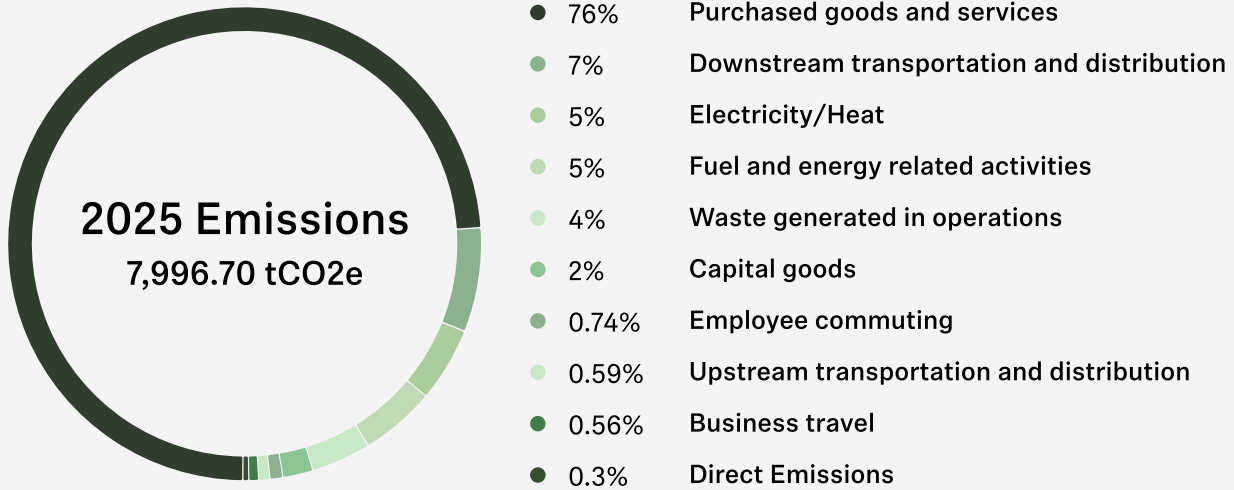


## Climate Impact

Climate has been our focus since we started our sustainability journey, we've worked with Change Climate to measure and reduce emissions since 2022 and in 2025 we became The Climate Label Certified. We've continued our efforts and worked to reduce emissions in 2025. Here are the updates on our total emissions and key reduction plans.



Emissions total (tCO2e)



Emissions Breakdown

Scope 1

2.56 (previously 0)

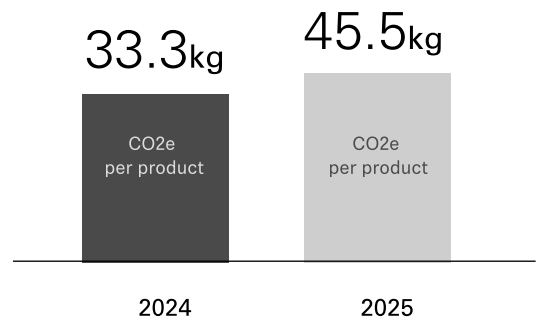
Scope 2

401.38 ↑ (+408%)

Scope 3

7604.98 ↓ (-36%)

Emissions intensity



## Analysis of Emissions

Overall we can see an increase in emissions per product, due to higher emissions in operations and inefficiencies in production.

The key areas we know we need to improve on are product materials and production energy efficiency. On the product materials aspect we've had trouble maintaining quality standards with a higher percentage of recycled materials, creating the need for virgin materials in new product categories. We're determined to change this by looking for new suppliers and partners who can help us get there. On production energy efficiency side, we've preferred suppliers with a higher percentage of renewable usage and are working hard to convert our existing suppliers to higher percentages of renewables, however this can be difficult with the current climate and macro economic factors.



## Emission Reduction Plans

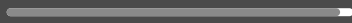
17%



2025

1. Transition 20% of plastic to recycled or biodegradable across all luggage products by 2024

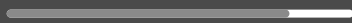
99.84%



2025

2. Eliminate all upstream shipments via air freight across our finished goods operations in the USA by 2023

87.9%



2025

3. Transition 100% plastic and paper packaging to recycled or biodegradable across all finished goods by 2023

18.2%



2025

4. Transition 50% of material by weight to recycled and or lower carbon alternatives across all non-luggage products

3.19%



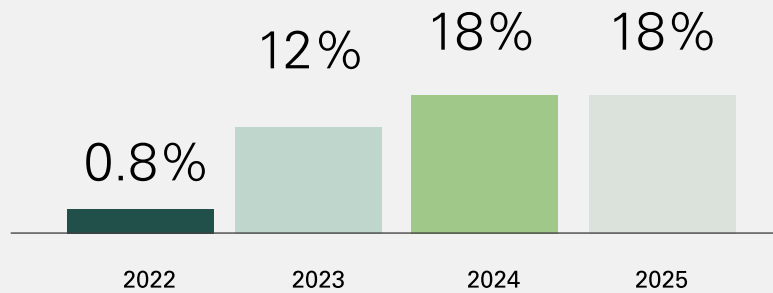
2025

5. Work with suppliers to commit to 20% renewable energy used to create our products

The above demonstrates the struggles we are facing in certain targets. Global shifts in priorities, a challenging geopolitical environment and internal priorities have caused some of the initial targets we've set to become unrealistic. Instead of hiding behind this and not mentioning the targets, we want to be transparent and demonstrate that we are lagging behind compared to where we want to be. We are working on creating real incremental change to the above targets in 2026 that would push us forward, and restructuring the targets to a more realistic timeline.

## Product Innovations

### % of product materials sustainable



Due to an increase in sales of products with less sustainable materials we've not had an increase in sustainable materials overall, in 2026 we will work on transitioning products that do not contain sustainable materials. Working towards increasing the percentage of sustainable materials to work towards our target of 50% by 2030. (previously this target was 50% by 2026 however we've determined that this is not feasible given quality restrains with our luggage and hard goods)

### The trade off - quality vs sustainability

Although on the surface 50% sustainable materials may seem like a simple target, there is a trade off of switching to more sustainable materials, not only do we often experience higher material costs, but lower strength and durability. Sustainable materials - particularly recycled materials often go through re-processing which can reduce the overall strength when we compare it to its virgin alternatives. We've been working hard to increase the percentage of sustainable materials in our products without compromising durability, we believe sustainability isn't just in the materials we choose but equally in the longevity of use. Through a trade off analysis we've determined that at the moment 50% of sustainable material in our shells and our lining is as far as we can go without compromising quality for your travels. We're constantly testing and looking for ways to push the needle on this.



## Repair for Circularity

In 2025 we repaired 20,449 luggages. This is our effort to ensure the products our consumers use, last as long as we can let them, increasing the lifecycle and keep them in use for as long as possible to prevent over consumption.

By repairing and not disposing:

we saved

**83,523** kg of waste

Circularity for us doesn't just mean recycling but most importantly getting the most out of the materials and processes we put into our products. Instead of buying 10x low quality luggage over 10 years, we want our customers to rely on their 1 luggage.

## Waste Tracking

This year we've leveraged internal sales, donations and repairs to reduce waste of products that would otherwise be disposed throughout our value chain.

Emissions saved from donations instead of waste:

26.25kgCO<sub>2</sub>e in Scope 3





## UNHCR Partnership

To acknowledge the privilege of travel and movement as well as give back to society we've partnered with the UNHCR (United Nations High Commissioner for Refugees) to support the forcibly displaced in South Sudan.

Who is the UNHCR?

UNHCR, the UN Refugee Agency, works around the world to protect people who have been forced to flee their homes due to conflict or persecution. Their mission is to safeguard rights, offer critical support, and help displaced communities rebuild with dignity.

South Sudan particularly has experienced years of brutal conflict which has displaced millions of people inside the country and across borders. Flooding in the area has increased the impact and challenges experienced by those forcible displaced. In South Sudan the UNHCR has been supporting those displaced by hosting thousands of refugees, providing clean water assistance, shelter and education opportunities through direct support along with cash assistance.

## Economic Inclusion Strategy

We've not only partnered with the UNHCR but their partner organisation Made51, in an effort to diversify our supply chain and leverage our position as a business to support those forcibly displaced with a source of income.

What is MADE51?

MADE51 is an initiative of UNHCR which gives people forced to flee their homes the opportunity to use their artisanship for building brighter futures. MADE51 coordinates with local small businesses to employ those forcibly displaced and leverage their existing skills and crafts to create items that give them a source of income.

Our partnership bracelets have been created by women that were forcibly displaced in South Sudan, giving them a sustainable and respectful source of income. This is not just a donation but a dignified way for them to seek employment and share the values and traditions of their culture.

**50,000USD** Donated in 2025





## Local Donations

In 2025 we donated 296 luggage to the local communities in Singapore, Hong Kong, United States and Canada. The donations go to those who need luggage or a safe place to keep their personal belongings.

This initiative not only saves waste but gives luggage and bags to those who need it.

In 2025 we expanded the scope of charities we work with to acknowledge local urgent needs, e.g. for those suffering from the LA fires in US and the fire in Tai Po Hong Kong.

Organization	Items Donated
Crossroads Foundation Hong Kong	234
Healthserve & Partners Singapore	65
UNHCR Hong Kong	63
International Rescue Committee USA	33
Los Angeles Mission USA	30
Local Canadian Charities Canada	18
<b>Total Items Donated</b>	<b>441</b>



## Volunteering Commitment

In 2025 we targeted 1% of employee time to be given to volunteering, we ended the year with roughly .5%. Although this hasn't reached our target, we're proud of our team's efforts and have made improvements to reach that 1% in 2026.

These are some of the charities our teams have volunteered with:

Redress Hong Kong, Moregood Hong Kong, City of Vancouver, Plastic Free Seas Hong Kong, Plastic Free Seas Hong Kong, UNHCR and more

"Volunteering reminds me that sustainability is not only about environmental goals, but also about people and community. It strengthens my empathy and sense of responsibility, and encourages me to approach my work with greater care and long-term impact in mind."

### **Belle Lo**

Customer Service & Experience Manager Greater Bay



## Leading By Example

In 2025 we doubled down on internal governance frameworks by integrating policies into our operations, whether it be by supply chain or human resources that ensure our activities align with our sustainability values.





## Ethical Supply Chain Governance

In 2025 we've had 80% of our finished goods suppliers sign onto our Code of Conduct. We're working diligently with the remaining 20% of our suppliers to ensure alignment on our standards. This globally aligned compliance instrument allows us to ensure the suppliers and partners we work with are aligned with the ILO's international labor standards.

## Performance Structure

All of our efforts would not be possible without the team, to acknowledge their efforts and maintain momentum we've integrated sustainability into every single team member's targets and therefore their compensation.

In addition to this we maintain momentum through:

1. Training internally on
  - a. Climate Impact
  - b. Diversity and Inclusion
  - c. ESG Management and Communication
  - d. Greenwashing prevention





## Employee Wellbeing

In 2025 we reached an employee satisfaction score of 81%. This is an improvement from 2024 - 71%. This is a demonstration of our efforts to support the wellbeing and motivation of our team, through some of the following initiatives.

### Physical wellbeing

- a. Session from gym on maintaining good posture and physical condition
- b. Walking challenge on steps per day with a prize
- c. Walking pads available in office
- d. Standing desks
- e. Teams benefits including physio

### Mental wellbeing

- a. Teams benefits include counselling
- b. Open grievance mechanism to raise concerns anonymously
- c. Tracking teams motivation through surveys quarterly



## Customer Insights

In 2025 we've maintained a positive customer Net Promoter Score: 61

\* Scores of 50-70 demonstrate a larger than average group of promoters sharing their positive perception with their personal networks.

This insight is important as it allows us to break down any key comments like service, quality or particular products that have been a cause for concern.

One example of how we've done this is asking users about their luggage size preferences. We had planned to create a larger luggage size but after user feedback we learned this isn't what you need. Through the survey we also found out that many of our target audience and potential customers travel by train or budget airlines. We therefore decided to pay more attention to smaller luggage sizes that would be appropriate for shorter trips and or budget airlines with restricted carry on sizing. With mixing of transport during the same trip we realised a smaller option for luggage would be ideal for our market. Therefore we launched the Small Lite size for Cubo.



## Preferred methods of travel

60%



Full-service airline

54%



Train/High-speed rail

50%



Car

40%



Bus

35%



Budget Airline

30%



Cruise or ferry

28%



Motorbike

## How to reach the destination

### Key Facts

- **Japan** and **the U.S** rely most on cars (private/rental) for travel (60% and 57%)
- **Singapore** travellers show the highest use of budget airlines (51%)
- Travellers commonly **mix transport modes**, using an average of three per trip.

## Closing Notes

“ 2025 for us was about putting our heads down and getting in place the policies and benchmarks to build a responsible business. This may not look pretty and be as easy to market as new products but it creates the long term change we need internally to move the needle on sustainability.


Achieving B Corp was just a step in the right direction for us and is not the end goal. For us the certification gave us the acknowledgement that we are putting in place policies that will support people, planet and the company. Action on sustainability is the most important and this is what we intend to focus on in the years to come.

We look forward to working with our partners, suppliers, customers and most importantly our team to keep pushing forward regardless of external or internal obstacles.”



**Dipti Paryani**

Sustainability Manager at LOJEL

A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a lighter shade of green, contrasting with the darker green of the leaf's surface. The lighting is soft, highlighting the texture and structure of the leaf's vascular system.

Thank you.