



GaveFabrikken®  
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# UN GLOBAL COMPACT COMMUNICATION ON PROGRESS 2022

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## STATEMENT OF SUPPORT

2022 was a challenging year in many ways. While reports and scientists call for environmental action and we struggle to keep the temperature below 1.5 degrees increase, people and businesses have been affected by the energy crisis and high inflation.

GaveFabrikken's core business is gifts that bring people joy, but we also acknowledge these gifts come with a social and environmental footprint. Therefore, we feel obliged to demonstrate our commitment to the UN Global Compact, supporting the principles, driving results and influencing our supply chain partners. This year, the Global Compact policy has changed, and we are committed to filling out a questionnaire to help us analyze gaps and set new ambitious targets moving forward.

We strongly believe that it will make our business more resilient to future challenges and drive sustainable business having a more strategic and systematic approach within the areas of governance, human and workers’ rights, environment and anti-corruption. In 2022, we achieved the recognized environmental ISO 14001 certification. This systematized methodology within areas of environment and climate inspires our approach to working with the social and governance agenda alongside the Global Compact process.

We recognize that no one can solve these complex sustainability challenges alone; our success depends on behaviors and actions within our value chain. Realizing the ambitions within and beyond our industry, we must work together to achieve results. Thus, partnerships remain central to our approach, and we expect to develop these even more in the coming years.

Respect for people is essential for us and for how we do business. We are committed to respecting human rights. This commitment applies to all our activities and relationships, including employees, contractors, partners and suppliers. In 2022, our suppliers and partners signed our CSR- and Environmental Policy and we are working on different approaches to collaborate with our main suppliers to help them follow the principles of the UN Global Compact. One of our flagship projects is to offer gifts with more positive benefits, which we call “Gifts with Care”. We will continue engaging with our suppliers and partners on this journey, and we will reach out more systematically in the coming years.



In 2022, we also began a more structured journey towards establishing a baseline. We expect that this work will give us more insight into where we need to focus and improve our footprint the coming years.

Looking ahead, I am confident that we will deliver results for society, the environment, our customers, partners and our business, strengthening our license to operate now and in the future as we strive to fulfil our purpose of spreading joy with good conscience.

Nikolai Kiim  
CEO



# GAVEFABRIKKEN CORE STORY

GaveFabrikken was established by Nikolai Kiim in 2008, and we deliver more than 1.000.000 Christmas gifts in Denmark, Sweden, and Norway, and with a turnover of more than 350 million, we are by far the largest player in our field. We are specialized in adapting our solutions to both small and large companies, accommodating the various needs of our customers.

At our headquarters in Copenhagen and our departments in Aarhus, Oslo, and Stockholm, we are approximately 80 employees, all of whom deal exclusively with gift items. Many of our gifts are developed in collaboration with some of the largest Danish and international brands and designers. Our large purchasing volume allows us to offer our customers exclusive gifts at very attractive prices. In addition, we produce products under our own label.

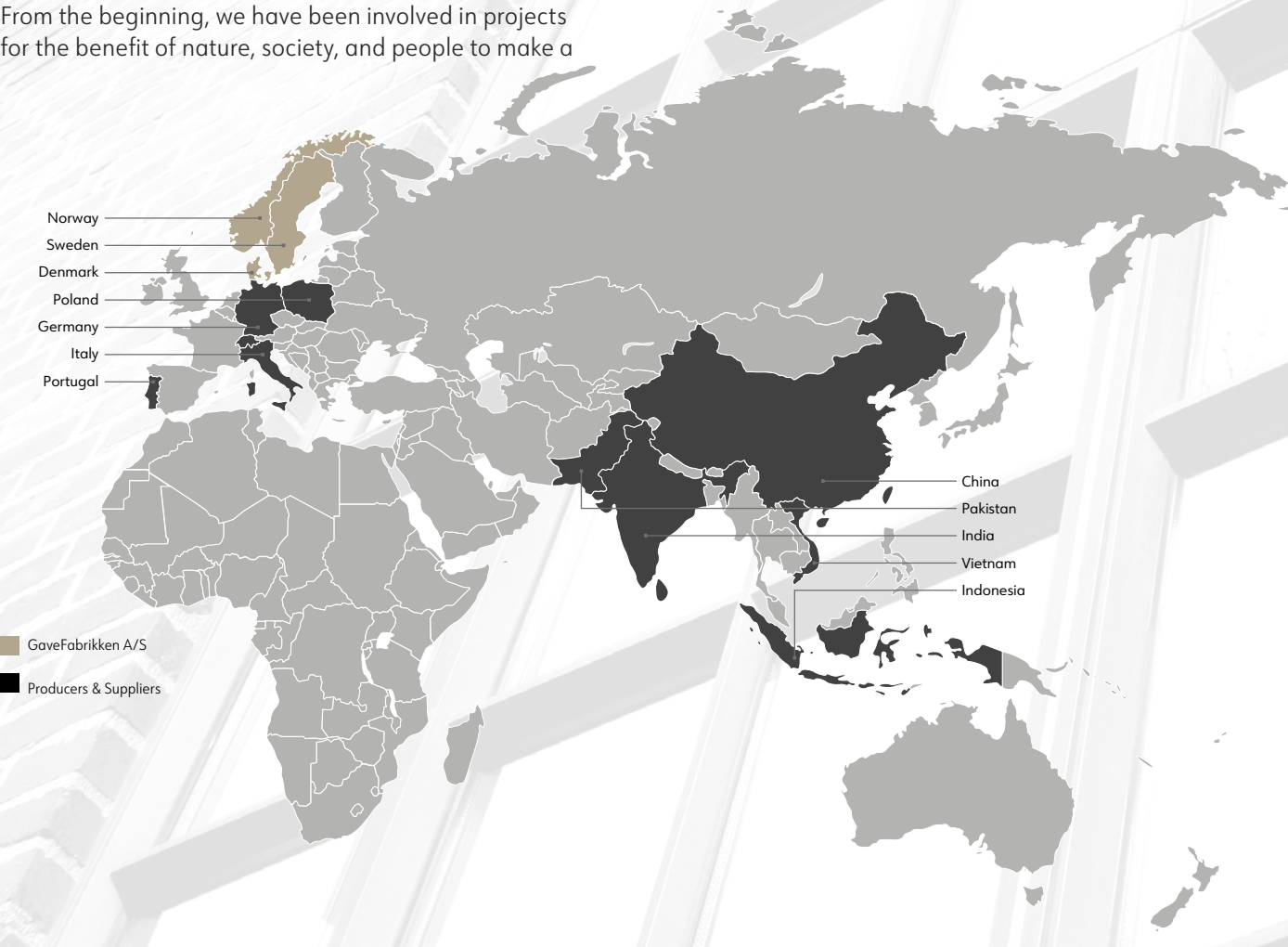
The core value of our business is to provide corporate gift items that bring people joy; however, we know that gifts come with a social and environmental footprint. Therefore, we engage with our supply chain partners to reduce our negative impact and increase our positive impact. Our strategic purpose is to help customers spread joy - with good conscience.

From the beginning, we have been involved in projects for the benefit of nature, society, and people to make a



difference and contribute to a better future for all. Some initiatives we have been supporting year after year, and other charities we select to support from year to year.

In recent years, GaveFabrikken has received several nominations and awards, including Entrepreneur of the year 2023, 2022, 2020, Owner Manager of the Year 2019 and Gazelle 2020, 2019, 2018, and 2017.



STRATEGY

Our products are corporate gift items. They bring joy; however, they also come with a social and environmental footprint. Our strategic purpose is to help our customers spread joy – with good conscience.

We pursue this purpose in two ways:

- 1. We reduce negative impact from our operation and value chain
- 2. We increase our positive impact by engaging with partners in our value chain and with external stakeholders in the communities we are part of.

We have identified the company's most important environmental, social, and economic issues through a materiality analysis. We have chosen to focus on the countries where our private-label products are produced and the largest product categories: Soft goods, kitchen products, electronics, furniture and furnishings.

The result plays a role in decisions and activities in both the short and long term. The analysis shows how we and our value chain potentially impact the environment and society and how each area can simultaneously affect our business,

operations, and reputation. This can be both positive and negative. In the table on the next page, we evaluate each area, which is also briefly described on the following pages.

The risk analysis was carried out using risk tools based on country and product issues and grounded in MVO CSR Risk Check, OECD's guidelines, the UN's guiding principles, ILO standards and input from Transparency International's corruption score.

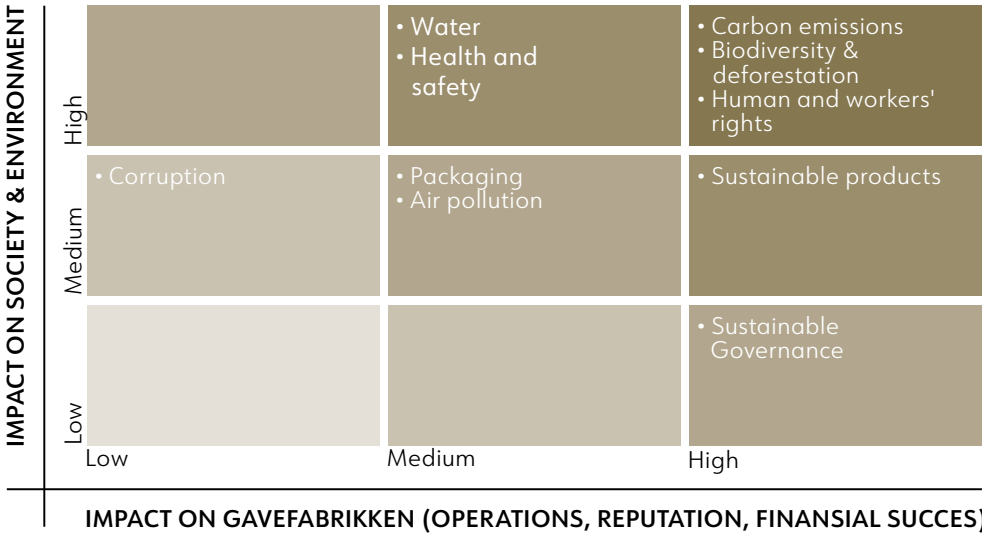
Regarding labour and human rights, we have focused on health & safety and poor working conditions with limited freedom of association—child labour, nondiscrimination and equal rights, wages, benefits and working hours.

The main risk for GaveFabrikken is us failing to comply with national legislation in the countries we operate in. Similarly, we risk failing to live up to our stakeholders' expectations of sustainability. Furthermore, it is also a risk that many of our gifts are produced in high-risk countries. To the extent that our gift items are branded products, we share the risk with brand the owners. Obviously, we take full responsibility for the products that we produce under our own label.

MATERIALITY ASSESSMENT

Risk issues

- Carbon emissions
- Biodiversity & deforestation
- Human and workers' rights
- Water
- Health and safety
- Corruption
- Packaging
- Air pollution
- Sustainable products
- Sustainable Governance



SUSTAINABILITY ISSUES THAT MATTER

Looking across our value chain, we have identified the following material issues which impact our business, supply chains and society. —————>

Risk Issue	Description	Impact	Plan for activities	Risk and activity owners
1. Carbon emissions	Production and transportation of gift items that rely on fossil fuels, such as coal, oil, and gas, are critical factors in climate change.	GHG emissions cause global warming and other negative consequences for the planet. This may have a negative impact on the UN goal of a 1.5-degree temperature rise.  If GaveFabrikken's supply chain does not deliver on climate reductions, it may ultimately affect customers' choices and, consequently GaveFabrikken's market position and business.	Mandatory signing of the Code of Conduct that includes requirements to work towards improving the environmental issues and addressing climate change.  Implementation of strategic supplier management including a procurement policy.  Follow-up through ongoing dialogue and supplier evaluation.	GaveFabrikkens' sustainability strategy and handling of risks are anchored within top management.  A cross-functional sustainable Steering Committee has been established to drive the activities (The owner of GaveFabrikken, CFO, Head of Procurement; Distribution & Supply Chain manager and Sustainability Manager).
2. Biodiversity & deforestation	Production of items can lead to loss of biodiversity due to the combined effects of deforestation, habitat destruction, environmental contamination and over-exploitation of natural resources. Non-sustainable wood production can contribute to global CO2 emissions by causing deforestation.	Deforestation and loss of biodiversity mean the loss of both animal and plant species and affect the health and stability of ecosystems and climate negatively.  If the production of gifts causes biodiversity loss or deforestation, it can negatively impact our reputation and, consequently, our business.	Maintaining and building long-term and trust-based relationships with producers.  Compliance with laws and regulations, including ensuring compliance with EU requirements.  Requirements to use FSC sustainable wood when possible.	
3. Packaging waste	There is a life cycle risk of packaging, being produced with high consumption of resources, energy, and water, and the disposal of the packaging could be more environmentally appropriate.	This contributes to global warming, the use of scarce resources and negative impact on the environment.	Continuing efforts to reduce, reuse, and recycle materials.  Setting higher standards for material use and design.  Continue collaboration with the organisation World Forrest to straighten the natural ecosystems.	
4. Air pollution	Producers and distributors using fossil fuels, eg. electricity generated from coal-fired power plants, causes air pollution. Other causes of air pollution are exhaust from transport and factory emissions.	The possible negative consequences of people being exposed to air pollution include illness and premature death.	Continue the work to establish an ESG baseline.	
5. Water use and water pollution	Many countries where GaveFabrikken operates have high water vulnerability and water is used during production. Effluent treatment plants are not a legal requirement in many producing countries. However, the production of certain gift items also involves a risk of pertaining to the chemicals used.	Water consumption in production can lead to strain on local water resources and freshwater, affecting regional communities.		
6. Corruption	There is a risk of corruption in many countries where GaveFabrikken operates.	Corruption has a negative impact on society in general and on local conditions specifically.  GaveFabrikken's employees can also be exposed to corruption, which is why guidelines are important.	Implementing an anti-corruption programme that includes a whistle-blower system, awareness, and training.	
7. Human rights and workers rights	Some of the factories that GaveFarik-ken sources gift items from are in countries where violations of human rights and labour conditions are risk factors. The outside world and NGOs have a strong focus on the violation of rights.	These circumstances can lead to workers being exploited and paid below the minimum wage, working excessive hours, experiencing discrimination, or being forced to live and work under unacceptable and unsafe conditions.  Violating human and labour rights at any point in the value chain can harm GaveFabrikken's reputation and business. This may lead to a change of producer, potentially resulting in higher costs, increased prices, and decreased sales.	Committed to following the UN principles.  Prioritizing producers having a BSCI certification.  Mandatory signing of Code of Conduct, follow up regularly and implement procedures for preventing and mitigating negative impact.  Carry out due diligence and assess risks before engaging with new producers or suppliers.	
8. Health and safety	Physical and mental health and safety awareness can be low. The working conditions at factories can create unsafe situations for workers, with inadequate employee training and a lack of protective equipment. Workers can be exposed to hazardous chemicals and issues such as high humidity, dust, and lack of fresh air. Helath and safety at GaveFabrikken.	These circumstances can have a negative impact on workers' health and safety, making workers vulnerable to injuries and illnesses caused by exposure to hazardous substances, physical hazards, mental stress and accidents.  GaveFabrikken has the potential to influence the conditions positively at factories and in its own operation. Ultimately, this will benefit all stakeholders including, workers, employers, and society as a whole.	Internal procedures and internal audits in own offices and warehouses to ensure health and safety procedures.	
9. Sustainable products	GaveFabrikken delivers more than one million Christmas gifts every year and has the potential to increase positive sustainability impact in collaboration with the supply chain.	Increasing sustainable products will reduce emissions, reduce negative environmental impact, and protect fundamental human and labour rights. This could have a positive impact on communication, reputation and sales.	Work with suppliers and producers to increase the transparency of gift items' sustainability profile aiming to lower negative sustainable impacts and motivate gift receivers to consume and dispose responsibly.	
10. Sustainable governance	Having suppliers, partners and producers operating in many countries, including high-risk countries, requires a structured and systematic approach with effective management systems.	Effective management systems will create awareness and clear structures to prevent, mitigate and drive sustainable development and results.  Living up to stakeholders' expectations on sustainability can positively affect our business and market position.	Maintain and develop a systematic approach with effective management systems, policies and training.  Implement procedures for preventing and mitigating adverse impacts.	



COMMUNICATION ON PROGRESS

On the following pages we will share our progress so far on the 10 UN Global Compact principles.

HUMAN RIGHTS & LABOUR



**Principle 1:** The company should support and respect the protection of internationally proclaimed human rights  
**Principle 2:** The company should make sure it is not complicit in human rights abuse  
**Principle 3:** The company should uphold the freedom of association and the effective recognition of the right to collective bargaining

**Principle 4:** The company should uphold the elimination of all forms of forced and compulsory labour  
**Principle 5:** The company should uphold the effective abolition of child labour  
**Principle 6:** The company should support the elimination of discrimination in respect to employment and occupation

OUR CONTRIBUTION TO



UNGC Principle	Action completed in 2022	Scope	Targets 2023
Principles 1-6	All suppliers have signed the CSR policy.  All private-label producers have signed the CSR policy.	Full value chain (Both suppliers of products and services and private-label producers).	Extension of the CoC to suppliers and partners.  Implement internal CSR policy.  Develop a due diligence process (identify, prevent, mitigate).  Integrate human rights and labour rights in the supplier evaluation programme.  Explore options for value chain collaboration.  Establish a baseline on social data (employee and customer satisfaction, diversity and occupational accidents).

Our partners have signed our CSR policy. The policy aims to foster responsible and profitable growth by working with our partners, suppliers, and producers. We are building on the principles of the Global Compact and adhering to local regulations and international conventions on human rights, labour rights, and health and safety. One of our main concerns is that many gifts are manufactured in high-risk countries. To address this, we are expanding the policy to include a more comprehensive Code of Conduct for our partners and suppliers. Additionally, these principles will be incorporated into our supplier evaluation process, enabling us to focus on businesses or products that reduce adverse social impact. The process will help us to better prevent or mitigate potential issues and non-compliance in collaboration with our suppliers and partners.

GaveFabrikken is committed to cultivating long-term business relationships based on honesty and open communication.

We believe that transparency is crucial to achieving financial and sustainable success.

Suppliers with BSCI certification

The company prioritises suppliers who hold BSCI certification to ensure that minimum standards for worker rights are met. However, ensuring compliance throughout the entire value chain can be challenging, especially when producers utilise sub-suppliers. Despite this challenge, the company is continuously improving and enhancing its work quality every year.

Moving forward, the company plans to develop a procurement policy and guidelines that incorporate BSCI certification as a necessary component of the value chain. This will be included as a requirement in negotiations with primary suppliers.

OUR SOCIAL COMMITMENT

GaveFabrikken A/S is committed to:

- Comply with applicable laws and regulations.
- Setting targets and objectives to achieve continuous improvement and responsible development.
- Focusing on businesses or products that reduce adverse social impact.

ROLES AND RESPONSIBILITIES

The management at GaveFabrikken A/S is committed to ensure that employees are skilled, trained, and motivated to carry out their jobs in a responsible way.

Part of the management responsibility is to foster open communication with staff about the company's social impact, and how sourcing decisions impact working conditions for suppliers and producers.



ENVIRONMENT



- Principle 7:** The company should support a precautionary approach to environmental challenges
- Principle 8:** The company should undertake initiatives to promote greater environmental responsibility
- Principle 9:** The company should encourage the development and diffusion of environmentally friendly technologies

OUR CONTRIBUTION TO



UNGC Principle	Initiatives completed in 2022	Scope	Goals for 2023
Principles 7-9	<p>ISO 14001 certification obtained.</p> <p>All suppliers and private-label producers have signed our Code of Conduct, including our Environmental Policy.</p> <p>We have started the work of collecting data to be able to establish baseline.</p>	Full value chain (both suppliers of products and services and private-label producers).	<p>Establish a baseline</p> <p>25% of our products should be Gifts with Care (based on volume).</p> <p>For 50% of out suppliers to reach 5 or above on our 13 point scale of performance (we measure on a scale, where it is not possible to achieve 13 point, as some of the topics overlap) .</p> <p>50% of our purchases (volume/ number) are with suppliers with a rating above 5 on our internal scale.</p>

Behind “spreading joy with a good conscience” lies responsibility and, thus, an obligation to our customers to reduce the footprint of gifts to more than one million employees in Nordic countries. At the same time, customers explicitly ask for more sustainable gifts to offer their employees.

Striving for sustainable environmental development must be an integrated and natural part of any business; at Gave-Fabrikken, we are still on a learning path. However, we are moving forward and committed to continuing to do so. Our environmental work is an ongoing process where we try to cover the lifecycle of the gift items. By working actively and preventively with environmental issues, we aim to minimise our overall impact.

In 2022, we started mapping our own consumption and climate footprint (scopes 1 and 2) to establish a baseline. Data transparency will help us work on improvements and to report on our results, and to set specific targets. During the process, we have adjusted our behavior and implemented changes, which are now implemented as new business procedures. In addition, we have reduced our natural gas consumption and carbon footprint by installing five heat pumps in our warehouse. And by doing so, we also limit costs.

**Environmental assessments**

All our private-label producers and biggest suppliers have signed our CSR- and Environmental Policy, and we are now conducting environmental assessments of our partners. The review provides information to evaluate sustainability in our supply chain and helps us in ensuring that environmental concerns are implemented in their daily work and business model.

When we collect information from our suppliers for evaluation based on their environmental performance,

we ask for information about third-party certifications such as ISO, FSC, Cradle to Cradle, and ECO Label. We ask if they commit to the UN Global Compact principles, have an Environmental Policy, and aim to be CO2-neutral. The framework helps us to implement a systematic approach. In addition, we grade our suppliers on how they work with the environment and engage with them to improve their performance. In 2023, we aim for 50% of suppliers to reach five on our performance scale.

Furthermore, we plan on expanding the CSR-policy next year to a Suppliers Code of Conduct and implement a procurement policy to ensure that we follow ethical principles when engaging with new suppliers by setting sustainability standards for doing business.

**Reduced impact of printed materials**

We have been working on reducing the impact of printed material. We have changed all materials to be FSC-certified and Svanemærket. However, it is still a challenge to reduce the volume of printed material as our market is increasing; even so, we have reduced the number of pages in our catalogues. Furthermore, we have changed all packaging to also be FSC certified.

**Environmental policy**

Our aim to prevent and control potential risks to the environment is communicated in our Environmental Policy. The policy applies to our management, employees, contract workers, suppliers and producers of gift items. In our Environmental Policy, we ask all parties to ensure minimal use of energy, materials, and water, to prevent extensive use of chemicals and ensure efficient recycling and disposal of waste. By working actively and preventively with environmental issues, we aim to minimise our overall environmental impact.





## GIFTS WITH CARE

Products in the "Gifts with Care" category have been selected for their positive benefits. For example, they may be made from surplus or recycled materials, be of high quality and designed for durability, contribute to charitable causes, or be certified with FSC, OEKO-TEX, GOTS, Fairtrade or similar.

Our overall vision is to ensure that all gifts are captured within the category of Gifts with Care and it is a long-term

goal in close and continuous collaboration with our supply chain to ensure sustainable development. The challenge is also to build a category of Gifts with Care with attractive offers to make it the customer's first choice.

25% of our products, based on volume, should belong to this category in 2023.



The Kay Bojesen brand was founded in 1932. His wooden animals are some of the most iconic Danish design and is based on the philosophy that good design should be accessible to everyone.

The creative and playful world of animals are made from high-quality sustainable materials from FSC®-certified plantations, and the newest Reworked-series is produced in mixed upcycled wood. FSC-certified wood comes from forests where no more trees are felled than the forests can reproduce. FSC is also a guarantee that flora and fauna are protected, and that the people working in the forest are trained and are given proper safety equipment and pay.



Since 1904, Georg Jensen has created timeless Scandinavian design featuring a unique combination of excellent craftsmanship, functionality and aesthetic shapes. Their vision is clear: to create sustainable design that can be passed down through generations. All Georg Jensen stainless steel products are made from at least 60% reused stainless steel that is 100% recyclable. The products also come in environmentally-friendly FSC or Cradle-to-Cradle certified packaging, as part of reducing their overall environmental footprint.



Omhu is part of "uno image who aims to be responsible for quality, while protecting the environment and the people around us. They want to implement meaningful technologies, and spend time and resources finding new and green alternatives.

The textiles made to produce Omhu are among the 'cleanest' on the market, as they are both certified with the OEKO-TEX, GOTS, Fairtrade label, Swan label and SA8000 certification, which ensures proper working conditions for farmers and workers.



Kreafunk strives to take responsibility for the environment by finding effective solutions that can help create a more sustainable future. They source their raw materials with care and use the best materials available, which at the same time have as little impact on the environment as possible.

One of their long-term goals is to reduce plastic consumption in everything they do and continuously improve their processes to minimize our environmental footprint.

All Kreafunk's products are packed in FSC-certified packaging, printed with soy ink, and transported in a CO2-neutral way.



## JACOB JENSEN

The name Jacob Jensen has been synonymous with Danish simplicity and innovative design ever since Jacob founded his Copenhagen studio in 1958. Today, they still strive to enrich daily life with quality products that last through long-term use and enjoyment.

The new smoke alarms feature an aesthetic that is soft yet characterful, accentuated by the Gabriel® fabric, which is made from 99% recycled polyester.

Jacob Jensen is part of the F&H Group who values the promotion of responsible business principles. They work to adapt their products so they have the least possible impact on our shared problems of environmental and climate change.





## BECOMING ISO14001 CERTIFIED

A consensus is growing all over the world that environmental protection and compliance are paramount to the future. And GaveFabrikken believes that ensuring compliance is much easier if you have a framework to create a structured process, ensure documentation, and create transparency. Hence, we started working with the environmental management system ISO14001.

“When we first started to ensure a systematic approach to our environment work back in 2021, I must admit that I thought that the job was a bit unmanageable. Luckily, the process became clearer as soon as we began the process of becoming ISO14001 certified cause the ISO certificate provided a framework that we could follow step by step rather than establishing our own,” explains Marie-Louise Heidelberg, who is responsible for CSR at GaveFabrikken.

“It quickly became clear that we already did a lot of work, limiting our environmental impact but the ISO14001 certification process gave us the opportunity to understand our overall environmental performance and where we

needed to act to perform better besides a very good working framework.”

For example, Marie-Louise Heidelberg points out that they have established a structured process for collecting environmental data from our suppliers. The ISO framework helps the organisation with aligned processes, but it also ensures the customers' that GaveFabrikken is compliant – and the customers' demand for that is increasing.

According to ISO, International Organization for Standardization, the ISO 14001 standard contributes to almost all the Global Goals, being: 1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14 and 15. Therefore, the internationally recognized guidelines of the ISO standards play an important role as they are built on consensus and create the basis for which direction development should take.

According to plan, we received the ISO 14001 certificate in March 2022 and are still committed to take short term actions with long term perspectives to keep our focus on sustainability.





ANTI-CORRUPTION



**Principle 10:** The company should work against corruption in all its forms, including extortion and bribery

OUR CONTRIBUTION TO



UNGC Principle	Actions 2022	Scope	Next step 2023
Principle 10	<p>All suppliers have signed CSR Policy.</p> <p>All private-label producers have signed CSR Policy.</p>	Full value chain (both suppliers of products and services and private label producers).	<p>Extension of CoC to suppliers and partners.</p> <p>Implementation of CSR Policy internally.</p> <p>Developing Anti-corruption Programme.</p> <p>Implement whistleblower mechanism.</p>

Our suppliers and partners have signed the current CSR Policy, including a brief anti-corruption statement. Due to our development and ambitions, we have decided to extend the anti-corruption commitment to more detailed ethical standards. We also want to be clear about the rights to terminate agreements or refuse to do business with business partners who fail to comply.

In 2023 we will develop an Anti-corruption Program to ensure and maintain ethical standards. We will identify corruption risks, establish procedures to prevent corruption and provide Train employees in ways to identify and respond to risks of corruption. The programme will also include a

whistleblower mechanism for reporting corruption and conducting internal investigations.

This mechanism will provide a safe and confidential way to raise concerns anonymously. It can also provide valuable insights into potential ethical violations that can help us improve policies and procedures if necessary.

It will be a crucial step towards ensuring that all our business activities are conducted ethically, transparently and responsibly.

GaveFabrikken's anti-corruption goal is 0 incidents.

OUR ETHICAL COMMITMENT

GaveFabrikken A/S is committed to:

- Comply with applicable laws and regulations.
- Fostering a culture of anti-corruption.

ROLES AND RESPONSIBILITIES

The management is committed to leading by example and avoid engaging in corrupt practices. Part of the management responsibility is to ensure trust and open communication in relation to these risks at all times.



## WE SUPPORT

At GaveFabrikken A/S, we wish to support a sustainable development for the benefit of nature, society, and people. From the very beginning, we have been involved in projects where we and our customers help to make a difference and contribute to a better future for all.

Below you can find the initiatives we have been supporting continuously over the years since the beginning, not to mention all the additional charities we select to support from year to year.

### DENMARK



### NORWAY



### SWEDEN



**Operation Julegaveregn  
(Operation Myriad of Christmas Gifts)**  
Since 2008, GaveFabrikken A/S has been the main sponsor of the Danish charity initiative Operation Julegaveregn. The organisation collects donations which all go to Christmas gifts for children at Danish orphanages and 24-hour care centres.

**Danmarks Indsamling  
(The united Danish appeal for funds)**  
Danmarks Indsamling helps the most vulnerable people in the world through specific projects that support UN's global goals. Again this year, GaveFabrikken A/S supported Danmarks Indsamling to contribute to these very important projects.

**Eventyr Jul  
(Adventurous Christmas)**  
Every year on Christmas Eve, the Danish organisation Eventyr Jul celebrates Christmas for approx. 300 vulnerable children and their parents. Together with our partners, GaveFabrikken A/S donates Christmas gifts which the children can give to their parents for Christmas.

**Redd Barna  
(Save the Children)**  
GaveFabrikken A/S supports the Norwegian Redd Barna which works for a world that respects every child's right to survival, protection, development, and participation in line with the UN's Convention on the Rights of the Child as well as other human rights conventions.

**Sykehusbarn  
(Hospital Children)**  
GaveFabrikken A/S supports the Norwegian foundation Sykehusbarn which works to ensure that children who are affected by their own or others' serious illness should have positive experiences filled with joy, smiles, and laughter during the treatment period in the hospital.

**Svenska Röda Korset  
(Swedish Red Cross)**  
Svenska Röda Korset helps people to break isolation and offers psycho-social support. PresentBolaget, our Swedish subsidiary, supports Röda Korset in their work to make a difference for people in need.

**Verdens Skove  
(World Forest)**  
We collaborate with the organization World Forest and have purchased 100,000 square feet of forest, thereby strengthening the natural ecosystems against global climate change.

# CASE: OPERATION JULEGAVEREGN

## ABOUT THE CHARITY

Operation Julegaveregn (Loosely translated: "Operation It's raining X-mas presents") is an award-winning social charity for the benefit of children placed in care facilities outside of their families.

Operation Julegaveregn does fundraising to ensure a Christmas present for all children placed in non-profit care facilities. Since 2006, the charity has donated around 30.000 individual presents to socially vulnerable children in care.

The objective of the project, aside from ensuring actual presents to fight social taboos and provide joy, is to strengthen the connection between the children and civil society, while at the same time reminding all of us of the existence of these children, and our collective responsibility to care for their wellbeing.

By ensuring individually purchased gifts bought with the specific child in mind, the child is recognized as a person of value, rather than a social case number.

Operation Julegaveregn has prominent ambassadors from Danish culture and businesses. Several of the children have gone on to help the organization as adults.

## GAVEFABRIKKENS ROLE

Since the establishment of GaveFabrikken, we have been a main sponsor for Operation Julegaveregn.

The organization is not only non-profit, all work is done by volunteers, and 100% of all collected funds are transferred to the purchasing of individual presents.

GaveFabrikken ensures a yearly sponsorship, covering all necessary expenses, such as hosting fees, postage etc. This allows the organization to continue their work: "All donations go to the children".

Furthermore, GaveFabrikken has added the charity to the gift portfolio, making it possible to donate the value of corporate X-mas presents directly to the cause.

GaveFabrikken has collaborated with the organizers of the charity to develop their charitable proposition and increase their organizational reach.

GaveFabrikken has renewed its commitment to the charity until the year 2028, which will mark the 20th anniversary of the cooperation.



*GaveFabrikken's role has been integral to the increased success and acknowledgement of Operation Julegaveregn. Their involvement has not only helped grow the donations and expand the work, but also contributed to public recognition as a well-respected and worthy cause during the holiday season. As a main sponsor, GaveFabrikken alone is responsible for thousands of children relaxing their shoulders and avoiding some of the painful social anxiety that all too often is associated with the holidays for children placed outside of their family.*

**Rasmus G. Kristensen, Operation Julegaveregn**





**GaveFabrikken®**  
mere at give

We hope you have  
enjoyed reading our  
Communication  
on Progress.  
If you have any comments  
or questions, we are  
happy to receive these.

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