

Silvan is a leading Danish 'Do-It-Yourself' (DIY) retail chain with the highest brand awareness in the sector. The company mainly serves private customers online and through more than 40 physical DIY department stores. Silvan is successively taking forward initiatives to embed ESG issues into its own policies.

Silvan sources all its products from external suppliers. Silvan therefore makes considerable efforts to ensure that suppliers comply with the relevant frameworks and standards. In this context, a new Code of Conduct for 2020 has been developed and is being successively implemented. In addition, Silvan has several financial controls in place to help counter illegal financial arrangements.

As a company that has a no-tolerance approach to breaches of human rights, Silvan goes to great lengths to ensure that its suppliers respect and comply with human rights. No violations of Silvan's Supplier Code were recorded for 2021.

Silvan has implemented several measures in 2021 to reduce the company's environmental footprint. To this end, the company has placed a strong focus on a more sustainable product range which will be continuously expanded in 2022. In addition, many products were replaced with certified sustainable products (e.g., moving boxes, packaging material, barbecue charcoal).

Silvan has optimised all logistics to significantly reduce transports between the central warehouse and the shops (in some cases from daily transports to less than weekly transports).

Many elements of the new shop concept, which has already been implemented in 5 shops, are also focused on sustainability (including the nearly complete replacement of plastic elements with wooden or metal solutions, extensive shared services offers (e.g. free trailer, free e-cargo bike rental, paid tool rental, etc.).

The company has developed a new marketing approach. As a result, Silvan has significantly reduced the number of brochures physically distributed in 2020 and 2021. This allowed to save 134,000 km of paper per year. The outdoor areas of the branches and head office are managed more sustainably (e.g., significantly less grass cutting and an overall more insect-friendly design). The introduction of LED lights in all shops was completed in 2021 (saving approximately 1,800,000 kw/h per year).

The company replaced disposable plastic shopping bags with environmentally friendly paper bags and reusable plastic bags made from recycled plastic. During Black Friday in 2020 and 2021, a campaign was run together with "Plant et træ" to plant more trees in Denmark. Silvan donated 5% of all proceeds on Black Friday weekends to "Plant et træ" (> DKK 1,400,000 for 2020 and 2021).

Several additional measures are already planned for 2022 to further place sustainability at the heart of Silvan. One focus is the introduction of a dedicated label for sustainable products ("Skabt med omtanke"). The company is also in discussion with its suppliers to introduce more sustainable solutions for product packaging.

In 2022, the installation of charging stations for electric vehicles will be examined for selected parking spaces in Silvan shops. In addition, the complete electrification of the company's own vehicle fleet is also being pursued with business partners.

Links:

[Silvan takes responsibility for the environment and stops printed leaflets \(PDF, en\)](#)



Black Friday 2021: [Silvan says "goodbye" to Black Friday. Silvan will donate 5% of its revenue during the Black Friday weekend to 'Plant et Træ'](#)