



ISCC-claims & Mattel

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Our Brands



Our Purpose

We empower the next generation to explore the wonder of childhood and reach their full potential.

Purposeful Play

We treat play as if the future depends on it – because it does. Play is our language, and we speak to our consumers authentically by representing the world as they see and imagine it.

Our Principles



Mattel's Guiding Principles for a Circular Economy

The circular economy is a model aimed at eliminating waste and promoting the continual use of resources.



Mindful of Materials

We are designing more of our products and packaging with renewable, recycled, recyclable, and bio-based materials.



Built to Last

Our products are designed to be durable and withstand rigorous play so they can have a long, useful life and be passed down to younger family members and friends. Some of our products are designed with modular components and repairable parts so they can be refurbished and kept in play even longer.



Recycle Ready

We aim to make our products and packaging from materials that are easily recyclable so that consumers are more inclined to recycle them in regular waste streams, such as curbside recycling, and to utilize programs that inform consumers on how to responsibly recycle, like How2Recycle labeling.






Responsible Recovery

The materials we recover once a product reaches the end of its life can be reused for new products. By moving toward closed-loop design, we are helping to divert toys from landfills and extend their material value.

Environmental, Social, Governance Strategy



ESG Strategy and Goals

 Sustainable Design and Development What we do	 Responsible Sourcing and Production How we do it	 Thriving and Inclusive Communities Those we impact
<p>Strategy: Develop innovative products and experiences that are better for our world by integrating sustainable materials and principles of product stewardship and circular design.</p> <p>Goals:</p> <ul style="list-style-type: none">• Achieve 100% recycled, recyclable, or bio-based plastic materials in our products and packaging by 2030• Achieve and maintain 95% recycled or Forest Stewardship Council (FSC)-certified content in the paper and wood fiber used in our products and packaging <p>Priorities:</p> <ul style="list-style-type: none">• Product Quality and Safety• Sustainable Materials in Toys• Sustainable Packaging• Business Model Innovation	<p>Optimize our resource use in operations to reduce environmental effects and promote ethical sourcing practices and worker health and safety throughout our supply chain.</p> <p>• Reduce absolute Scope 1 + 2 GHG Emissions 50% by 2030 (versus 2019 baseline)*</p> <p>• Achieve Zero manufacturing waste** by 2030</p> <p>• Ethical Sourcing, Human Rights, Fair Labor, and Environmental Standards in the Supply Chain</p> <p>• Worker Health and Safety</p> <p>• Energy/Climate Action</p> <p>• Waste Management</p> <p>• Ethics and Compliance</p>	<p>Create positive social impact through purposeful play and by supporting diverse, equitable, and inclusive communities where we live, work, and play.</p> <p>• Achieve and maintain 100% pay equity for all employees performing similar work globally</p> <p>• Increase representation of women at all levels of the organization</p> <p>• Increase representation of ethnicity at all levels of the organization</p> <p>• Purposeful Play</p> <p>• Diversity, Equity & Inclusion</p> <p>• Family-Friendly Workplace</p> <p>• Philanthropy</p> <p>• Child Online Safety and Privacy</p> <p>• Responsible Marketing to Children</p>

Goals:

- Achieve 100% recycled, recyclable, or bio-based plastic materials in our products and packaging by 2030
- Achieve and maintain 95% recycled or Forest Stewardship Council (FSC)-certified content in the paper and wood fiber used in our products and packaging



Our teams did extensive research and sourcing to find a material that is safe and durable for our consumers, and still affordable.

We found an ISCC-certified Poly Propylene resin. It will work well in many of our products without compromising quality or stability.

We've wanted to start using it across different brands with the goal to keep increasing usage over time.

How We Navigated the Journey



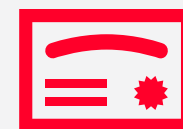
Education of Our Entire Organization

- Awareness training
- Function-specific Communication
- Roadshow events
- Centralized council for consulting & advice



Developed Internal Management System

- Defined roles & responsibilities
- Created standard process flow
- SharePoint for documentation & claim approval management



Certified Our Facilities

- Aligned with strategic sourcing direction
- Experience sharing workshop to accelerate progress
- Cross-functional teamwork



Careful Tracking

- Certification status Dashboard
- Internal compliance audit strategy
- Leveraged existing MRP system

Results: Action Driver Playsets



Front Panel



Side Panel

Side Panel Close Up



Simplified Chinese



Recycling Truck



Front of box



Side Panel

And more to come...



Green
town™

Key Learnings



- Long-term sustainability vision as guiding principle
- Start early, plan carefully, don't rush
- Engage with cross functional teams
- When in doubt, clarify with ISCC
- Designate points of contact to streamline efforts

