



Fable

# Annual Impact Report 2024

FABLE IMPACT REPORT 2024





# Welcome to Fable

## A MESSAGE FROM OUR CEO

When we launched Fable in 2019, we had a clear and purposeful vision: to balance profit with purpose. As a Certified B Corporation, this core commitment continues to define everything we do.

The last few years have dramatically reshaped how we connect with our homes. With more time spent in these spaces, we've come to treasure the simple moments—whether it's enjoying a meal, celebrating with friends, or finding peace in quiet solitude. As communities reopened and people reconnected, Fable evolved with these shifts, extending its reach throughout the home and into the spaces where life unfolds.

2024 was a pivotal year for us. In September, we introduced our Living Collection—a thoughtfully curated extension beyond dining. This collection marks a new chapter, adding lighting, rugs, wall art and frames, and planters to our offerings. Each piece reflects Fable's unwavering dedication to style, craftsmanship, and sustainability, elevating the home in every aspect.

Our connection to community deepened with the opening of a new café in our South Granville store in Vancouver. From earth-friendly clay cups to a thoughtfully curated menu, this space embodies Fable's philosophy—where hospitality meets purpose, creating a welcoming environment for all to gather and connect.

As we continue to expand, we remain committed to working exclusively with makers who share our values of ethical practices and sustainability, from production to distribution.

At its heart, Fable strives to embody the spirit of the ultimate host—creating a space for connection, comfort, and intentional living. Whether you're hosting a dinner, sharing a quiet moment, or simply enjoying the beauty of your surroundings, our mission is to help you feel completely at home.

Thank you for being part of our journey.

Joe Parenteau  
Fable CEO + Co-Founder





# Table of Contents

## INTRODUCTION

- 4 Our Mission & Vision
- 7 Our Values
- 8 About Fable
- 11 Our Partners
- 15 Our People

## IMPACT

- 18 Fable & Philanthropy
- 20 Our Supplier Code of Conduct
- 21 Labor Standards & Practices
- 23 Environmental Policy
- 26 Our Carbon Footprint
- 30 Promoting Supply Chain Diversity
- 32 Fable Café



## OUR MISSION

At Fable, our mission is simple —to help you feel right at home.

Through ethical craftsmanship and sustainable practices, we work with skilled artisans around the world to create beautiful, functional pieces that elevate every moment at home.



## OUR VISION

At Fable, we aim to create homeware that inspires everyday moments.

We carved our niche with beautiful tableware, and we're on a path to branch out to other areas of the home, creating decor that is as enjoyable as it is ethical.





OUR VALUES

Fable is built upon four value pillars, which we use as a guide for every decision.



Share all that you can.

By sharing all we can with our community, we can make better, informed decisions. We cultivate this by encouraging questions that allow us to rethink how things are done.



Lead with empathy.

We're welcoming hosts, and we know that embracing diversity at every step creates better outcomes. We listen with an open mind to all outlooks, opinions, and perspectives, and celebrate diverse identities, abilities, and cultures.



Own the outcome.

We hold each other accountable for all results—the good and bad. For us, accountability goes hand-in-hand with prioritization. We put anything that advances the business and positively impacts our community first, celebrating our wins and learning from our mistakes.



Do the best work of our lives.

Every day, we strive to disrupt the status quo and do better. We use data to drive our decisions in countless ways, from using customer feedback to inform new product offerings to routine employee 'pulse checks' to refine our internal processes. Through it all, we remain nimble, taking smart risks and leaving ourselves open to any outcome.



## ABOUT FABLE

It's simple, really.  
We want to make our customers' lives easier by simplifying the experience of shopping for their homes.

We do this by designing homeware that is timeless, durable, and beautiful. Then, we partner with international craftspeople to bring those designs to life. Finally, we make it accessible through our direct-to-consumer business model with transparent pricing.

And, we're just getting started.

Each new product is designed in-house to fit in with the Fable offerings that came before it. This allows our customers to shop with ease, knowing the style of any new pieces will align with what they already have in their Fable collection.

This year marked a significant evolution as we branched out from ceramic dinnerware and proudly introduced our Living Collection, representing our expansion into the broader home decor market. This collection encompasses four new product categories: lighting, rugs, wall art and frames, and planters.

As we carefully choose which new products to design next, we simultaneously take the time to select partner companies who are excellent at what they do, weighing their approach to sustainability and ethical employment standards into our decision-making. To us, this is common sense; we believe companies should work together in the best interests of both the planet and its people. This also works to empower our customers: by choosing Fable, they can be assured that they are bringing long-lasting goods made with care into their homes.

Like we said—it's simple.



# We're a B Corp.

In 2022, we traded in our Certified B Corp: Pending status for the real deal. Fable proudly became a Certified B Corporation, which means we're part of a global community of businesses that meet high standards of social and environmental impact.

From day one, our goal has been to balance profit with purpose, and becoming a B Corp is one way in which we're held accountable to this goal. For us, it's not just about doing less harm—it's about doing more good. We're constantly working on our commitment to sustainable, ethical, and transparent practices, and we're thrilled to be on this journey towards continuous improvement and collective action.

**Certified**



**This company meets the highest standards of social and environmental impact**

**Corporation**







OUR PARTNERS

# The details matter.

At Fable, we take diversity into account throughout every step of our business, and that includes partnerships with our suppliers. We find joy in the origins of regional craft, diverse landscapes, and the stories they hold close. To us, these companies are so much more than just makers and manufacturers—they're partners. We choose them carefully.



OUR FLATWARE

## Northern Region, Portugal

Herdmar was founded in 1911 by its namesake family with the intention of creating the world's best knives. Over 100 years later, the business remains family owned and has expanded into a thriving flatware company with a deeply-rooted commitment to excellence, sustainability, and legacy.



OUR DINNERWARE

## Central Region, Portugal

Crafted by local Portuguese ceramicists, our stoneware is made using a balance of machinery and hand-finished craftsmanship. Our stoneware is made using locally-sourced recycled ceramics and clay from just a few miles up the road, and all water is recycled on-site, creating zero water waste.



OUR GLASSWARE

## Kanto Region, Japan

On the outskirts of Tokyo lies a facility with glassmaking roots that stretch back more than 120 years. Here, our soda-lime glassware is skillfully crafted using 50% recycled materials, then strengthened with an ion-toughening technique that makes it 1.6 times stronger than untreated glass—truly in a class of its own.



#### OUR STEMWARE

### Southeastern Region, Germany

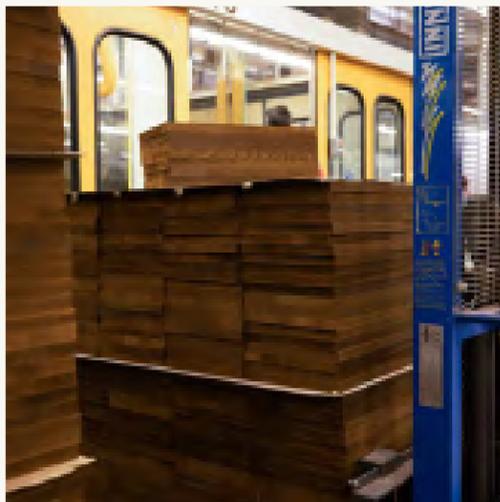
When we set out to make beautiful, durable, high quality stemware, we found a perfect match—a maker in Germany that’s been honing its craft for over five centuries. Our stemware is made with up to 50% recycled crystal, and undergoes the same ion-toughening treatment as our glassware for superior durability.



#### OUR CANDLES

### New York State, USA

In the foothills of the Catskill Mountains, Greentree Home Candle has been hand-pouring pure beeswax candles for more than two decades. Their devotion to natural materials and a hand-finishing process made them a perfect fit for our debut collection of taper candles.



#### OUR WOOD

### Northern Region, Italy

At a family-owned facility that’s been crafting wood products since 1937, our serving boards and coasters are skillfully crafted using traditional techniques, state-of-the-art technology, and sustainably sourced European ash wood.





#### OUR RUGS

### Northern Region, India

Crafted from certified New Zealand wool, our washable wool rugs are meticulously woven by hand in Northern India—an area celebrated as the heart of South Asia’s handloom industry. A pioneer in the textile sector since 1972, our makers weave world-class materials and handcrafted detail into every rug.



#### OUR LIGHTING

### Northern California, USA

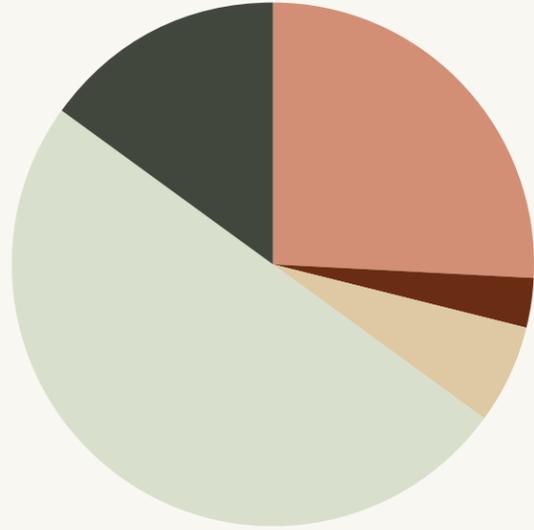
Our lighting is 3D printed on demand in Northern California by Gantri, a leader in modern lighting design. Since 2016, they’ve revolutionized the way we light our spaces with 100% biodegradable plant polymer materials and cutting-edge technology.





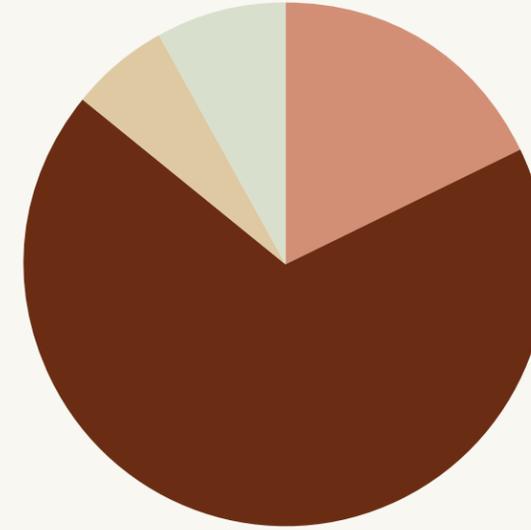
## OUR PEOPLE

In addition to partnering with global partners from a variety of backgrounds and traditions, we are committed to fostering a diverse workplace. Promoting inclusion, equity, and diversity among our staff is a key tenet of our company's philosophy.



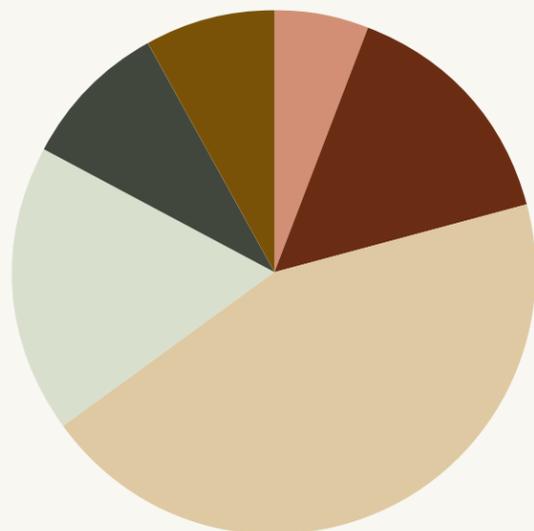
### RACE

- 26% Asian
- 0% Black
- 3% First Nations/Indigenous
- 6% Middle Eastern or North African
- 50% White
- 15% Other



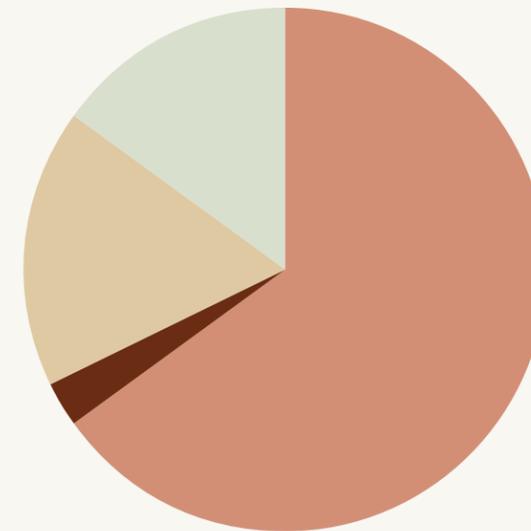
### GENDER ORIENTATION

- 18% identify as cisgender male
- 68% identify as cisgender female
- 6% identify as gender non-binary or gender fluid
- 8% prefer not to disclose



### SOCIO-ECONOMIC STATUS GROWING UP

- 6% identify as Upper Class
- 15% identify as Upper-Middle Class
- 44% identify as Middle Class
- 18% identify as Lower-Middle Class
- 9% identify as Lower Class
- 8% prefer not to disclose



### SEXUAL ORIENTATION

- 65% identify as heterosexual
- 3% identify as bisexual
- 17% identify as other
- 15% prefer not to disclose

This data was captured in January 2025 and sourced from an anonymous survey of Fable's team. This information is updated annually.





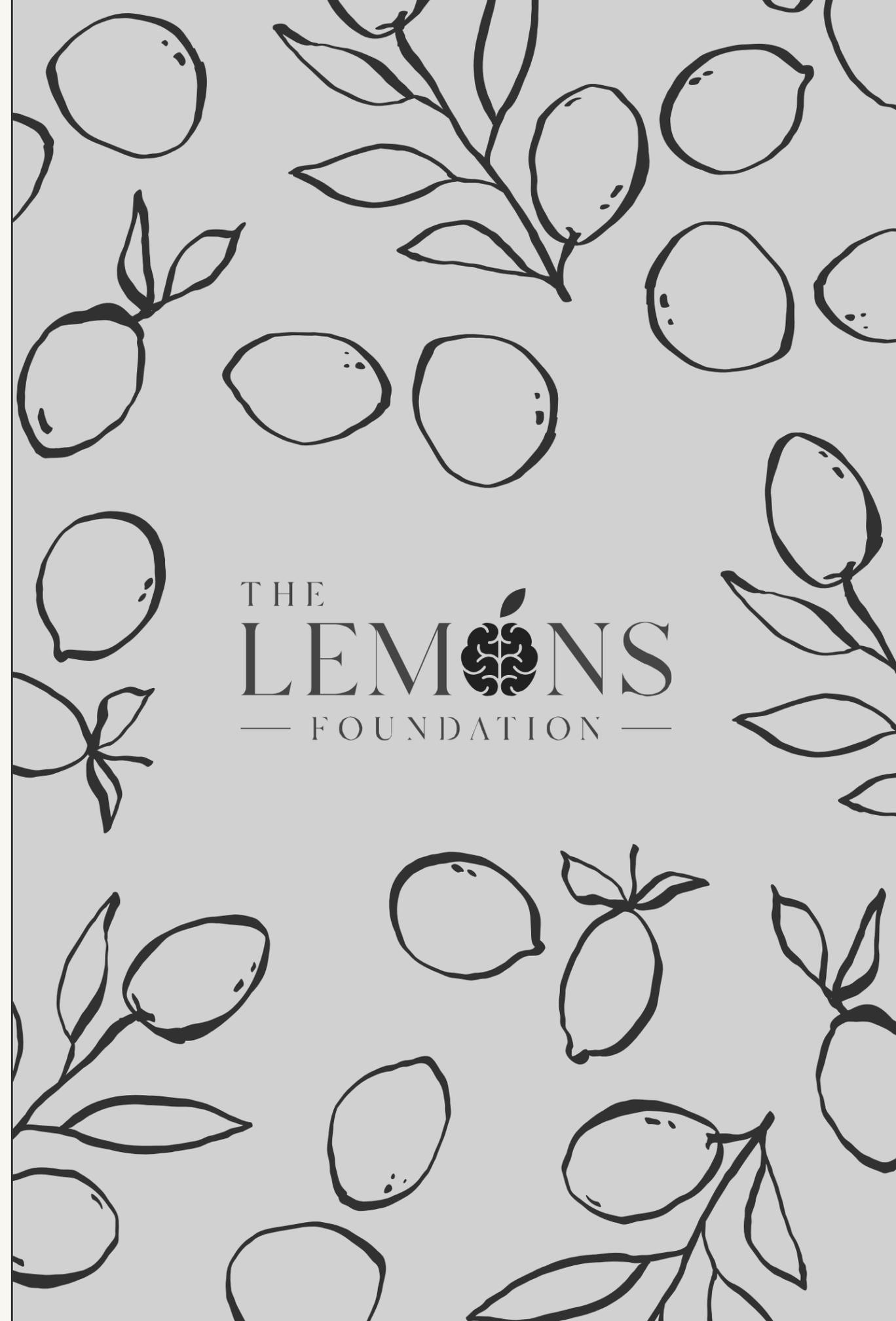
FABLE & PHILANTHROPY

# Since 2019, Fable has been committed to giving back.

With the support of our customers, we've contributed to causes and humanitarian efforts such as the Canadian and American Red Cross, Indian Residential School Survivors Society (IRSSS), The Trevor Project, Egale, wildfire relief funds, anti-gun violence initiatives, and more. In 2024, we proudly partnered with The Lemons Foundation, donating a portion of our proceeds to support their work in mental health advocacy. This year, we're focused on expanding our impact even further.

Since 2023, we've also been partnered with Inasmuch Community Society, an Abbotsford-based charity providing transitional housing, settlement services, and living support for newly arrived refugee claimants in Canada. We work closely with them to donate dinnerware sets tailored to each family or individual's needs as they transition to permanent housing.

We're always seeking partnerships with organizations whose values align with ours. Whether through donations, dinnerware, or community support, we're constantly looking for new ways to give back to our communities.



THE  
LEMONS  
— FOUNDATION —





## OUR SUPPLIER CODE OF CONDUCT

# It's no secret that we care about how our products are made.

Our Supplier Code of Conduct provides us with measurable guidelines upon which to assess our manufacturing partners and makers around the world. This ensures that they enforce safe working conditions, that their workers are treated with dignity and respect, and that their manufacturing processes are environmentally responsible. We undergo this assessment with each new supplier and aim for total transparency and traceability at all levels of our supply chain. Our Supplier Code of Conduct is broken down into two sections: Labor Standards and Practice, and Environmental Policy, which are summarized on the following pages.



## LABOR STANDARDS AND PRACTICE

# We base our Labor Standards and Practices on the Ethical Trading Initiative (ETI) code.

The most comprehensive standard on Human Rights is the United Nations Universal Declaration of Human Rights, and the United Nations Convention on the Rights of the Child.

In addition, this code represents the minimum and not maximum standards. Our suppliers are expected to comply with national and other applicable law and, where the provisions of law and this Labor Standards and Practice address the same subject, to apply that provision which affords the greater protection.

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Child labor shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practiced
- Regular employment is provided
- No harsh or inhumane treatment is allowed







## ENVIRONMENTAL POLICY

Our suppliers should not only adhere to their local and national laws regarding the protection and preservation of the environment, they should also set goals to reduce the environmental impact caused by their everyday business.



## Traceability

Fable and our suppliers are jointly responsible for ensuring social and environmental responsibility and the integrity of our product content claims right through to the finished goods at factory level. The only way to work towards this goal is to have transparency and traceability into all levels of our supply chain. We require suppliers to map and continuously track and monitor all locations in all levels of their supply chain.

## Supply Chain Transparency

Fable is committed to complying with federal laws and regulations requiring disclosure of the use of conflict minerals in our products. Thus, we expect our suppliers to responsibly source and assist us in reporting any conflict minerals.

## Zero Waste

We are working towards having a zero-waste facility and ask that our vendors assist us in finding innovative ways to reduce unnecessary waste or design changes to create an end-of-life plan to minimize the negative impact on human health and environment.

## Carbon Offsetting

To make an impact, we ask for all our vendors' assistance in measuring, reducing, and offsetting our carbon footprint.





## OUR CARBON FOOTPRINT

We aim to minimize the overall ‘carbon intensity’ of our operations by reducing the greenhouse gas (GHG) emissions from shipping our products from Portugal, Japan, Italy, India, Germany, and the United States to our distribution centers in Canada and the UK.

In 2024, we offset 404 TCO<sub>2</sub>e.

Since we got our start in 2019, we’ve offset 916 TCO<sub>2</sub>e.





### OUR CERAMICS

- Certified by SMETA (Sedex Members Ethical Trade Audit)
- Crafted with non-toxic materials
- Certified by SGS for ISO 9001 (Quality) Standards
- 100% of water is recovered and treated for re-use
- 100% of clay shavings and biscuit is re-incorporated

### OUR GLASSWARE

- ISO14001 Management System Certificate for Environmental Management
- Made with 50% in-house recycled broken or waste glass
- Eco Action Plan in place to reduce CO2 emissions by 35% by 2030
- 100% lead-safe

### OUR WOOD

- Forest Stewardship Council® (FSC) certified wood
- Certified by EU Timber Regulation (EUTR 995)
- Certified by REACH (EC 1907/2006)
- Sawdust and wood waste is repurposed as fuel and distributed to the livestock sector
- Wood waste from large products is repurposed to create smaller objects

### OUR FLATWARE

- Certified by SMETA (Sedex Members Ethical Trade Audit)
- Certified by SGS for ISO 9001 Quality Standards
- Certified by 14001 Environmental Standards
- Production powered by 100% renewably-sourced energy
- 100% recyclable and non-toxic

### OUR PACKAGING

- Made with 100% biodegradable paper
- 100% curbside recyclable
- 100% plastic-free
- Only water-based inks and non-petroleum dyes are used
- In 2024, approximately 20% of our void fill came from recycled corrugate

### OUR STEMWARE

- Certified by 4-pillar SMETA (Sedex Members Ethical Trade Audit)
- ISO 14001 Management System Certificate for Environmental Management
- ISO 50001 Management System Certificate for Energy Management
- Made with up to 50% recycled crystal glass
- 100% recyclable
- Production processes are 100% BPA- and plastic-free
- 30% less energy consumption due to oxy-fuel technology

### OUR RUGS

- 100% solar-powered facility
- Azo-free dyes
- Sustainable and recycled materials available
- Certified by 14001 Environmental Standards
- Reliable and affordable health care services, holistic development for youth and children, alternative education programs for artisans, and skill development programs are offered to underprivileged communities

### OUR LIGHTING

- 100% plant-based material
- 100% biodegradable in industrial composting
- Facility uses renewable resources, reducing reliance on petroleum
- PLA production reduces CO2 emissions by 75%
- Sugarcane-based process further offsets manufacturing emissions
- Certified by SGS for UL and CSA

### OUR CANDLES

- 100% pure North American beeswax
- 100% natural and non-toxic
- Free of paraffin and synthetic additives





## PROMOTING SUPPLY CHAIN DIVERSITY

# At Fable, we set formal targets to ensure that we are working with a diverse set of suppliers.

We define a diverse supplier as a business that is at least 51% owned and operated by an individual or group that is part of a traditionally underrepresented group. Common classifications are small business enterprises, minority-owned enterprises, women-owned enterprises, and businesses owned by other minority groups including, but not limited to, LGBTQIA2S+, suppliers with disabilities, and veterans.

By the end of 2025, our goal is to have at least 40% of our suppliers meet this criteria. We give preference to suppliers that come from diverse backgrounds.







FABLE CAFÉ

# A sustainable gathering place.

At Fable, hospitality is about more than just sharing a meal—it's about creating a space that reflects how we live, connect, and care for the world around us. Our café, located in our South Granville store in Vancouver, is a reflection of this philosophy—a space where sustainability and community come together in meaningful ways.





# The Clay Cup

In 2024, 600+ customers (and counting) chose our earth-friendly alternative.



## LOCALLY-SOURCED INGREDIENTS

We prioritize fresh, local ingredients to reduce emissions and support nearby producers who share our commitment to premium quality and sustainability.

## ZERO-WASTE INITIATIVES

From reducing food waste to composting organic materials, we're dedicated to minimizing our environmental footprint and embracing a circular approach.

## EARTH-FRIENDLY CUPS

We offer an innovative alternative to paper and plastic—our ultra-thin clay cups, made from just clay, water, and salt. When they're no longer in use, they return to the earth with no waste.

## SUSTAINABLE MENU OPTIONS

We're proud to offer both sustainable and plant-based items that not only taste great, but also align with our environmental goals—from our fresh, non-homogenized whole milk sourced from grass-fed cows in the Fraser Valley to our in-house baked pastries and locally made vegan options.

## ETHICALLY SOURCED BEANS

We serve Fair Trade coffee, ensuring our beans are ethically sourced, supporting farmers with fair wages and promoting sustainable farming practices.

## COMMUNITY ENGAGEMENT

At Fable, sustainability is not just a business practice; it's a movement. We actively engage with our local community to raise awareness about sustainability—both hosting and participating in events like last year's UBC Sustainability Event, where we provided our clay cups for the LFS Dinner Party.



# Fable



Thank you!

We look forward to sharing more each year.