

Sustainability and welfare position statement

Version 1.0 · 2026 · uumn.nl



This document sets out UUMN Model Management's position on sustainability, model welfare and responsible business practice. It is intended for clients, procurement teams, casting directors and partner agencies who need to understand and document UUMN's working standards.

1. WHO WE ARE

UUMN Model Management is a boutique model agency based in the Netherlands (CoC 32139917). UUMN operates as a mother agency, representing new faces, petite, classic and established models and placing them with partner agencies across Europe. UUMN works with fashion and beauty brands, casting directors, photographers and production companies for campaigns, e-commerce, editorial, runway and TV commercial work.

2. OUR SUSTAINABILITY POSITION

UUMN was founded on the conviction that working in the fashion industry is compatible with caring about the consequences of that industry; for people and for the planet. This position shapes every client relationship.

2.1 Client selection

UUMN is selective about which brands it works with. The following criteria apply to every new client relationship:

- The brand is visibly working to reduce its environmental footprint, whether through production volumes, materials, supply chain transparency or energy use.

- The brand applies fair working conditions across its operations, including to the people who work on its campaigns.
- The brand is honest about where it is in its sustainability journey, including the parts that are still not good enough.
- The brand does not operate a fast fashion business model, defined as high volume, low price, short product cycle and disposability by design.

UUMN does not require certification, B-Corp status or a perfect sustainability record. What matters is direction and honesty. Brands actively moving in the right direction are the clients UUMN is built to serve.

2.2 Fast fashion exclusion

UUMN models are not available for fast fashion brands. This is a documented policy, not a preference. Brands whose primary business model depends on rapid production cycles, disposability and volume at the lowest possible cost are not eligible to book models through UUMN, regardless of budget or project type.

2.3 Environmental impact

The fashion industry is responsible for around 10% of global carbon emissions annually and produces an estimated 92 million tonnes of textile waste per year. UUMN does not manufacture products, but operates within this industry and takes responsibility for the client relationships it maintains within it. Reducing UUMN's contribution to the harmful parts of this industry is an ongoing operational commitment.

3. MODEL WELFARE FRAMEWORK

UUMN's welfare framework applies to every model on the roster, at every career stage. It is not a marketing position. It is how the agency operates.

3.1 Rights, rates and limits

Every model represented by UUMN knows their rights, their rates and their limits before every booking. Working conditions are agreed in writing in advance. Nothing is left to informal arrangement. Models are never asked to accept conditions outside what was agreed in the booking confirmation.

3.2 Personal values

UUMN takes into account the personal values of each model when accepting bookings on their behalf. If a model has stated that they do not want to wear leather, promote alcohol, work for certain product categories or appear in certain types of content, those preferences are recorded and applied to booking decisions. A model who works within her own values works better and stays longer.

3.3 Young models (under 18)

- Parents or legal guardians are involved and informed from the start of the relationship.
- School always comes first. UUMN does not book young models in ways that conflict with their education.
- There is additional scrutiny applied to bookings for models under 18, including the nature of the work, the client and the working conditions on set.
- No bookings involving nudity, semi-nudity or content of a sexual nature are accepted for models under 18, under any circumstances.

3.4 Welfare support network

UUMN maintains a network of independent welfare professionals - including a certified self-image coach and a certified youth counsellor - who are available to models on the roster. Access to these professionals is not conditional on agency involvement. Models can reach out directly and confidentially.

3.5 Early signalling and prevention

UUMN's welfare approach is preventative rather than reactive. The agency monitors the wellbeing of the models it represents as part of ongoing career management, and connects models with professional support before problems escalate rather than after.

4. DIGITAL RIGHTS AND AI

UUMN does not grant clients the right to use model images for AI training, synthetic media generation or the creation of digital replicas. Booking a model through UUMN does not include any of these rights.

Any use of model images for AI-related purposes — including training machine learning systems, generating synthetic likenesses or producing digital replicas — requires a separate written agreement and the model's explicit prior consent. This applies to every booking, for every model, without exception.

This position is in line with the standards advocated by Model Alliance and reflects the direction of legislation in this area.

5. BOOKING TERMS AND DOCUMENTATION

Every UUMN booking is confirmed in writing, with the following terms documented:

- Model name, date, location and type of work
- Agreed rate and payment terms
- Usage rights: online, offline, territory, duration, exclusivity
- Cancellation policy and kill fee terms
- Digital rights exclusion clause
- Any model-specific conditions (values, restrictions, requirements)

These documents are available to clients for their procurement and CSR reporting purposes upon request.

6. COMPLIANCE AND REPORTING

UUMN operates in accordance with applicable Dutch and EU law. Although UUMN's size places it outside the mandatory scope of the CSRD and CSDDD, UUMN applies the underlying principles of transparency, due diligence and responsible procurement to its own client relationships and working practices.

Clients that fall within the mandatory scope of these directives and require supplier documentation for their own reporting are welcome to contact UUMN directly

7. CONTACT

For questions about this position statement, booking documentation or responsible procurement:

UUMN Management

Boslaan 3, 7811 PJ Emmen, the Netherlands

info@uumn.nl · uumn.nl

CoC 32139917

This document is available for download at uumn.nl/sustainability-statement and may be used by clients as part of responsible procurement documentation. UUMN reserves the right to update this statement. The version date is indicated on the cover page.

confidential

UUMN Management · Sustainability and Welfare Position Statement · Version 1.0 · 2026