

Declaration of good intention

it's about RoMi was started in 1993 in a small attic in Amsterdam.
We are Realistic. We are Open-Minded. We are Individuals. We are RoMi.
Over the years, we have evolved as a company. From the early days making our mark on the interior decoration branch and later moving towards lighting to becoming an exclusive lighting supplier.
With this transformation, we have also seen the market evolve and the world around us evolve.
As well as the emergence of the online industry.

We consume more and more every year and this has a great impact on our planet and on people on different scales. These evolutions have a cost: an environmental one (which can lead to a social cost). The awareness grows to become responsible about what we buy, where it comes from, who is producing and the negative repercussion/effect.

As urban spirits, we can say that the world is one big village and yes, indeed we are all intertwined together. This big village has one home: Earth. We believe that our home, our planet is just like the Mojo: you know when you have it, you know when it's gone, so better take great care of it and make the most of it while it's still here. That is the foundation for believing in "it's never too late to make a change and do some good".

We want to do some good by giving back: first by being conscious & thoughtful about our actions & how it impacts the world around us. Then, by taking adequate actions.
Our first step was to work on sustainable lighting. The idea sprouted in the early 2010's and we developed models with materials like the first biodegradable lamp and bamboo.

With time, we slowly cultivated this seed which later led to the creation of the first sustainable lighting brand in the world. After 3 years of intense product development, we launched in January 2016, the GOOD&MOJO brand. The concept is simple: we only use recycled, recyclable or sustainable materials. We coupled this concept with a good social cause: for every lamp you buy, we donate to the "WakaWaka Foundation". Donations that will be used to purchase and distribute solar lamps around the globe to communities living off-the-grid. Our motto is "Buy light, Give light".
Since 2016, we have helped over 6.000 families. Our goal is to help 14.000 families worldwide by 2025.

In the meantime, after launching Good&Mojo, we did not want to stop there and we investigated how we could offset our CO2 emissions but this time for both our brands.
Over several years, we have searched for the best partner and we selected "Eden Projects". We have been partners since 2019. For each lamp you buy, we will plant a tree.
In 2019 alone, we have planted over 50.000 trees. Our goal is to plant 50.000 trees each year.
Our intent is to entirely offset our CO2 emissions from the production & transportation to our warehouse in the Netherlands and also to the end consumer.

We, as owners of it's about RoMi and GOOD&MOJO, hereby declare our good intent to make a positive impact on our planet, whether it is environmental or social.

The RoMi's & the Mojoz,

Founders/Owners

Rob van Dijk
Norma Jean Lugten
Michiel van Mierlo

*We see ourselves as small giants.
A small team but with long arms and few pair of hands to get the job done.
We know that a set of small actions can create great change.*

Jump aboard with us! Let us make our cooperation worthwhile.