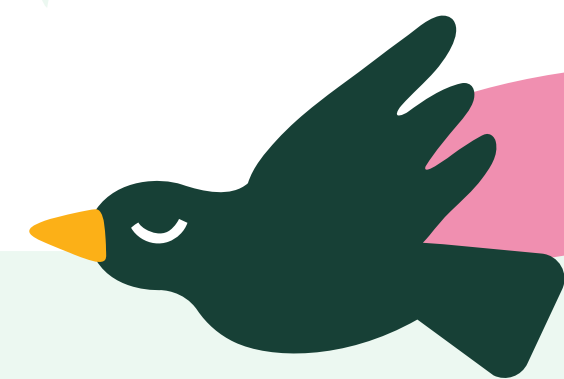


FAITH  NATURE<sup>®</sup>

# IMPACT REPORT



2023-2024

# INTRODUCTION FROM OUR SUSTAINABILITY DIRECTOR

When Rivka founded Faith In Nature in 1974, it was based on her belief, as a herbalist and aromatherapist, that the natural world could provide remedies and formulations that were better for people and the planet. This philosophy has underpinned our development ever since.

Our mission is to help people make better choices for themselves and the planet, every day. We do this by making vegan, cruelty-free and at least 99% natural origin products for hair, skin and home – and keeping them as affordable as possible.

2024 was a year of new beginnings. Our new manufacturing site is just a few miles down the road from our former home in Radcliffe, Greater Manchester, but it is lightyears away in terms of how we do what we do – unlocking future opportunities to transform our efficiency and improve our impact. As with all major changes, there were inevitable teething troubles, but our colleagues showed impressive patience and perseverance, and now the team is stronger than ever.

Moving to a new site allows us to consider how to incorporate Nature positive thinking into our workplace. We're planning on-site green spaces to improve Nature connectedness for our staff – because when you feel connected to something, you care about it. Owning and controlling our entire manufacturing process also allows us to ensure that we can monitor, manage and maximise our efforts to reduce our impact on the natural world.

In summer, we embarked on our journey to leave plastic behind with the launch of our 100% recycled and infinitely recyclable aluminium bottles. We also reformulated most of our liquid products to contain even more active naturals (increasing them from 99% to 99.5% natural origin). Both decisions were voted on by our then-Nature Guardian, Brontie Ansell of Lawyers for Nature.

After two inspiring years, Brontie, who helped design the Nature On the Board (NOTB) legal framework, stepped aside – and we welcomed our new Nature Guardian: Dr Juliet Rose, Development Director at the Eden Project and the

National Wildflower Centre. Juliet's background is in plant science, horticulture and Nature restoration, and she'll be working with us to embed Nature-based decision-making across the company. She'll also be helping us better understand the potential impact of the climate and Nature crisis on the future of the business.

I hope you find this report insightful. It's a reflection of our commitment to do more with less, increase our positive impact on the natural world and deliver on our continuing mission.

**LAURA FORD**

**SUSTAINABILITY DIRECTOR  
FAITH IN NATURE**





# SUSTAINABLE DEVELOPMENT GOALS

“A blueprint for peace and prosperity for people and the planet, now and into the future<sup>1</sup>”, the Sustainable Development Goals<sup>2</sup> (SDGs) are a set of 17 internationally recognised goals. Together, they’re designed to ensure true sustainable development across the globe. Originally agreed in 2015 by all United Nations Member States, the updated 2030 agenda sets specific targets for each goal. We’re dedicated to growing and developing in alignment with the SDGs, demonstrating that business can (and should) be a force for good.



It’s our belief that natural products are better for people as well as the planet. We support people’s health and wellbeing

by making them feel closer to Nature with our 99.5% natural origin products, made with 100% natural origin aromas.



We support the development of clean energy through our sourcing of community-owned, 100% renewable solar

energy from Energy Garden (see pg. 33).



When possible, we source raw materials from co-ops and other projects which properly support

agricultural workers (see pg.25). We’re also reducing inequalities in our workforce (see pg. 30)



Our environmental impact from manufacturing is reducing year-on-year as we increase our recycled materials (see

pg.17), reduce our waste (see pg.20) and streamline our ingredients (see pg.25).



Our carbon footprint continues to fall (see pg.8) and our support to drive change in our suppliers continues (see pg.24).



We’ve increased the recycled plastic we use (see pg.19), keeping it in circulation for as long as possible, and recycling what we

can’t use (see pg.21).



Our charity partnerships with Sumatran Orangutan Society, TreeSisters and World Land Trust

are based on regenerating and restoring the natural world (see pg.32).



We’re working in partnership with charities and our suppliers to support sustainable development wherever possible (see pg.35).

<sup>1</sup><https://sdgs.un.org/goals>  
<sup>2</sup><https://sdgs.un.org/2030agenda>

**\*Please note that information in this document is correct at time of publishing.**



# OUR WORKPLACES

We now work across two sites: our office in a shared building in Manchester City Centre and our manufacturing and warehousing site in Bury. The office is leased in a shared building that runs on renewable energy. Our factory and warehouse are powered by renewable energy from Energy Garden (read more on page 33). Both the heating and hot water at that site are warmed by biomass boilers, as part of the UK Government's Renewable Heat Incentive Scheme.

We're proud to make all our products in the UK – and we try to source as many ingredients as possible from the UK too. Keeping our raw materials' journey as short as we can helps keep our carbon footprint as low as possible.

Our carbon footprint from staff commuting is kept low by our commitment to hiring very locally in Greater Manchester, supporting employment opportunities in our local communities. 57% of our staff live within 5 miles of their workplace, and a further 11% live within 10 miles of theirs.





# WORKING WITH NATURE ON THE BOARD

In 2022, we became the first company in the world to appoint Nature, represented by independent Nature guardians, to our Board of Directors.



Our first Nature Guardian was Director of Lawyers for Nature, Brontie Ansell. Brontie developed the legal framework, previously thought to be impossible in UK corporate law, which enables a human representative of Nature to sit on our board. Working with her, we developed a solid governance framework and set some 'North Star' objectives: to work towards eradicating plastic from our packaging, and to develop a decarbonisation plan aligned with Net Zero by 2050.

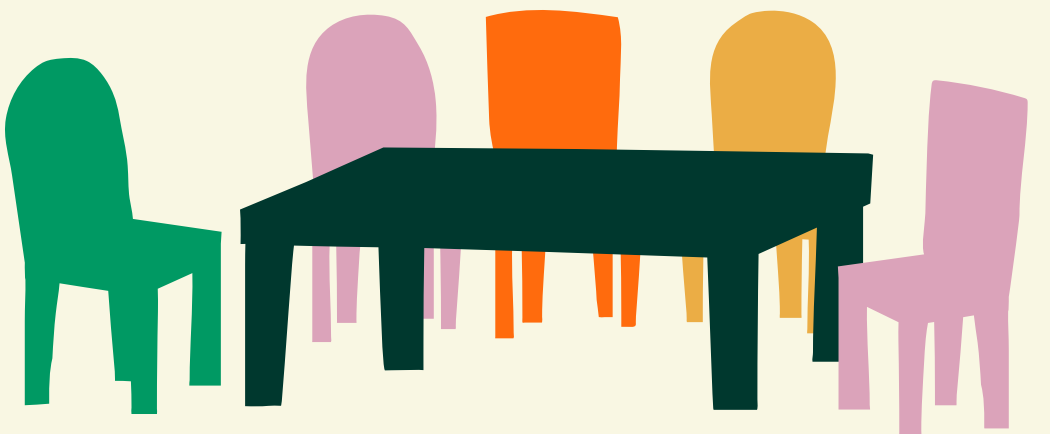
In 2024, Brontie was joined by our second Nature Guardian, Dr. Juliet Rose. The focus for Juliet's tenure is to embed Nature-connected decision making throughout the business, so that all members of staff consider the natural world in their daily decision-making. Our aspiration is to create and nurture a staff of passionate, in-house eco-advocates.



Brontie Ansell



Dr. Juliet Rose



We love sharing what we do and have spent many days at conferences, running workshops and delivering talks to take Nature On the Board (NOTB) to other businesses, and we want the movement to grow. We've made the legal process freely available on our website, and produce an annual report detailing how NOTB is working in our business.

Since designing and aligning our sustainability agenda with our Nature Guardian, we've launched an internal, cross-discipline Sustainability Taskforce to implement our sustainability strategy across the company. This will deliver a five-stream programme of work, agreed with our Nature Guardian, covering Governance, Operations Impact, Advocacy, Regeneration and Sourcing.

Introducing a representative of Nature to our corporate governance structure was never about sales. It was, and is, about considering the rights of the natural world in our decision-making. But thanks to the decisions our Nature Guardian has helped us make, it has made a positive commercial impact. Since launching the new products that were voted on by our Nature Guardian, our overall sales have increased by 11% (our financial year FY2023 was a c. £16m year and FY2024 was a c. £18m year). And our customers who are most engaged in NOTB and who stock our aluminium bottles have reported sales increasing by c. 30%.

NET ZERO

The point at which humans no longer add to greenhouse gases already in the atmosphere. This can be achieved by reducing or capturing all greenhouse gas emissions created through human activity. In 2019, the UK Government became the first major government to set a national Net Zero target into law. The UK has pledged to be Net Zero in carbon by 2050. It is incumbent upon all UK businesses to make plans to align with this target.



# OUR KEY IMPACT AREAS: CARBON, WATER, PLASTIC, WASTE, BIODIVERSITY

## CARBON

There are five main 'Greenhouse Gases' which, collectively, are referred to as 'CO<sub>2</sub>e' (which means carbon dioxide equivalent). They are: Water Vapour (H<sub>2</sub>O); Carbon Dioxide (CO<sub>2</sub>); Methane (CH<sub>4</sub>); Nitrous Oxide (N<sub>2</sub>O); and Ozone (O<sub>3</sub>).

These gases stop our planet from cooling down: storing the Earth's heat and radiating it back to the surface. This is warming our planet at a rate most scientists hadn't predicted – and is the main cause of the climate crisis.

In 2015, 196 countries entered into a legally binding international treaty on climate change. Its overarching goal is to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" and pursue efforts "to limit the temperature increase to 1.5°C above pre-industrial levels"<sup>3</sup>(between 1850 and 1900).

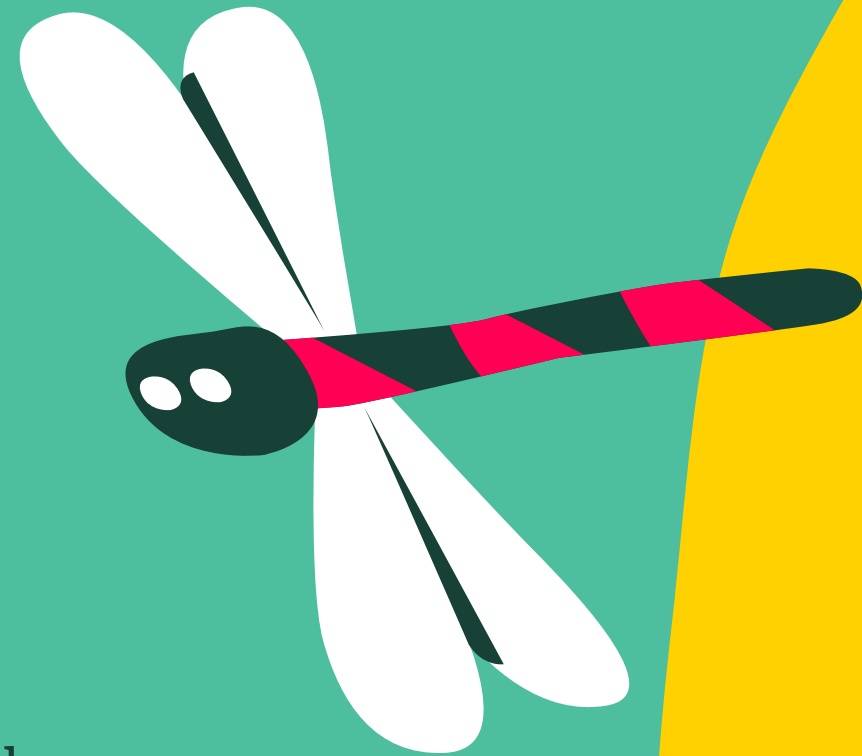


<sup>3</sup><https://unfccc.int/process-and-meetings/the-paris-agreement>



# CARBON FOOTPRINTING

In the 1990s, the twin concepts of an ‘ecological footprint’ and a ‘carbon footprint’ became popular with academics. An ‘ecological footprint’ is defined as the total area of land required to sustain a certain activity or population, including water use as well as land. A ‘carbon footprint’, on the other hand, refers to the amount of CO<sub>2</sub>e emitted as a result of said activities, usually expressed as a weight<sup>4</sup>. We measure and report our carbon footprint, but we’re also concerned with the impact we have on other key environmental elements. That’s why we report on our water and waste footprints – and are starting to assess our biodiversity impact too.



The Greenhouse Gases Protocol methodology measures carbon emissions across three scopes:

## SCOPE 1

Carbon emitted by an organisation through activities it controls directly, such as burning fuel or using a fleet of non-electric vehicles.

## SCOPE 2

Carbon emissions caused by the organisation indirectly when it buys energy which causes emissions in its production, e.g. fossil fuel energy.

## SCOPE 3

Encompasses everything not included in Scopes 1 and 2. This is an extensive category covering 17 sub-categories, from raw material procurement to how customers use and dispose of products and packaging.

# THE GREENHOUSE GASES PROTOCOL

The GHG Protocol provides the internationally recognised standards for measuring, managing and reporting on greenhouse gas emissions from private and public sector operations.<sup>5</sup>

<sup>4</sup><https://www.britannica.com/science/carbon-footprint>

<sup>5</sup><https://ghgprotocol.org/>



# SCOPE 1 & 2

In 2022, we conducted a baseline assessment of our Scope 1 and 2 carbon footprints for our financial year FY2022\*. We benchmarked ourselves against this calculation in FY2023, publishing results in FY2023.

Now, we have the results for FY2024.

Our Scope 1 carbon footprint in FY2024 was 117.57 metric tonnes of CO<sub>2</sub>e, reduced from 124.5 metric tonnes in FY2023. This reduction is due to us moving away from fossil fuel energies like gas and diesel and towards renewable energy sources. Our new manufacturing site uses only renewable energy sources, so we've now left gas and diesel behind (which together made up 80.49% of our emissions), meaning our reporting for next year will show even more improvements in this area.

Our Scope 2 carbon footprint is zero because we've sourced 100% renewable energy for our operations and offices. This is a combination of solar energy for manufacturing and biomass boilers for our water and heating. Our biomass boilers are powered using pellets made from waste sawdust, which meet the ENPlusA1 standard and comply with the sustainability requirements of the UK Government's Renewable Heating Incentive (RHI). The carbon emissions associated with the RHI scheme are

included in Scope 1 (fuel usage) and Scope 3 (fuel transportation and infrastructure). We've also continued our work to move from a hot mixing process to a cold mixing process when making our products. Thanks to a combination of new equipment and raw materials, we're now able to mix most of our products without heating the formulation.

\*Our financial years run from 1st July to 30th June.

Year	Scope 1 (CO <sub>2</sub> e in tonnes)	Total volume of product manufactured (T)	CO <sub>2</sub> e per tonne of manufactured product (kgs)	Scope 2
FY2022	144.9	3,237.4	44.8	0
FY2023	124.5	3,293.6	37.4	0
FY2024	117.6	3,335.5	35.3	0

Table 1 compares the scope 1 and 2 carbon footprint from FY2022 to FY2024.

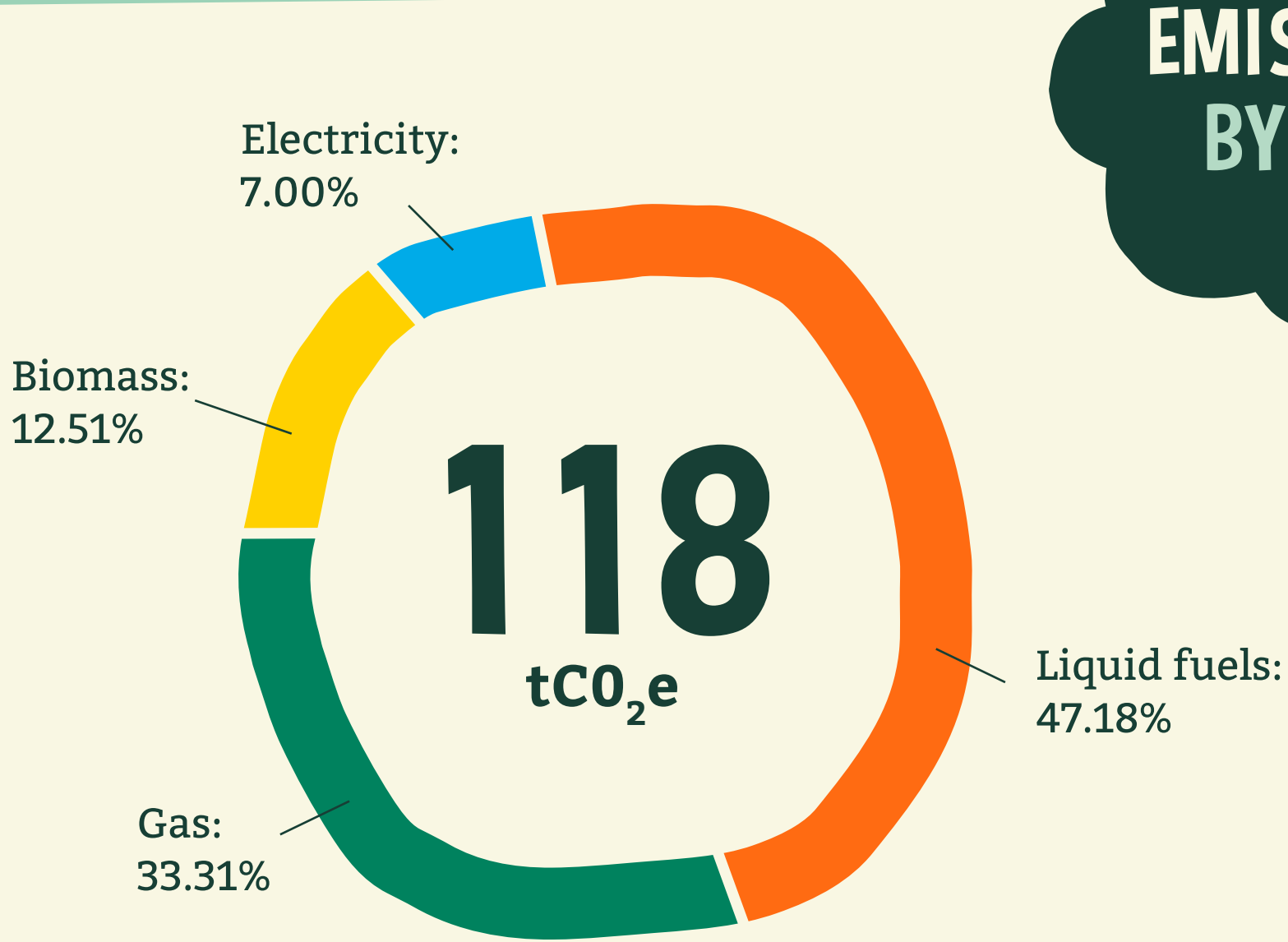


Chart 1 shows our carbon emissions by fuel type.



# SCOPE 3

We’ve conducted a full Scope 3 evaluation of our carbon footprint for FY2023 and FY2024, following our original baseline footprint in FY2022. Our methodology is Greenhouse Gas (GHG) Protocol compliant.

There are 17 categories for Scope 3 carbon footprinting, and ten of them are relevant to what we do: goods and purchased services; capital goods; upstream transportation; downstream transportation to customers and consumers; use of sold products; disposal of our product packaging; fuel and energy related activities; waste operations on site; staff commuting and business travel. We use all 10 in our methodology, which is then third-party reviewed to ensure it is sound.

The way we capture and store information about carbon from our supply chains is improving all the time. This, alongside the development of global carbon inventories (the databases used to calculate carbon footprints), means the methodology we were able to use for our FY2023 and FY2024 Scope 3 calculation is much more accurate and detailed than that of FY2022. That’s why we intend to use our FY2023 footprint as our baseline year for setting our internal impact reduction targets,

and for our Net Zero decarbonisation plans. We’ve also recalculated our FY2022 footprint to account for the new data, enabling us to compare our figures year-on-year. It’s been a complicated process, but we think it’s important to be as transparent, and accurate, as possible. Our revised calculations show that our Scope 3 carbon footprint for FY2022 was 5044.70 metric tonnes of CO<sub>2</sub>e. This information is also updated in our Impact Report 2022-23 which reports on that year.





# SCOPE 3 FY2023

Our Scope 3 carbon footprint for FY2023 is 4990.01 metric tonnes of CO<sub>2</sub>e. Based on the ten categories which apply to our product life cycle stages, 77.15% of this is associated with raw material cultivation and extraction (purchased goods) and purchased services.

The next largest contributor is the use phase of our sold products at 14.06%. This is relatively high because our products need to be used with water – and due to its sourcing, treatment and distribution, water has a carbon footprint of its own.

Our upstream transportation and distribution account for 2.87% of the total footprint. Employee commuting accounts for 2.18%, followed by capital goods (1.77%) and downstream transportation (1.63%). The downstream transportation figure is relatively low because of our policy of zero airfreight, and our decision to work with distribution partners with ‘hub and spoke’ delivery models, which keep emissions as low as possible.

End-of-life product treatment (what happens to our packaging after a product is used) accounts for 0.86%, while fuel and energy-related activities contribute 0.37%. The figures for business travel (0.07%) and waste generated in operations (0.06%) are also very low.

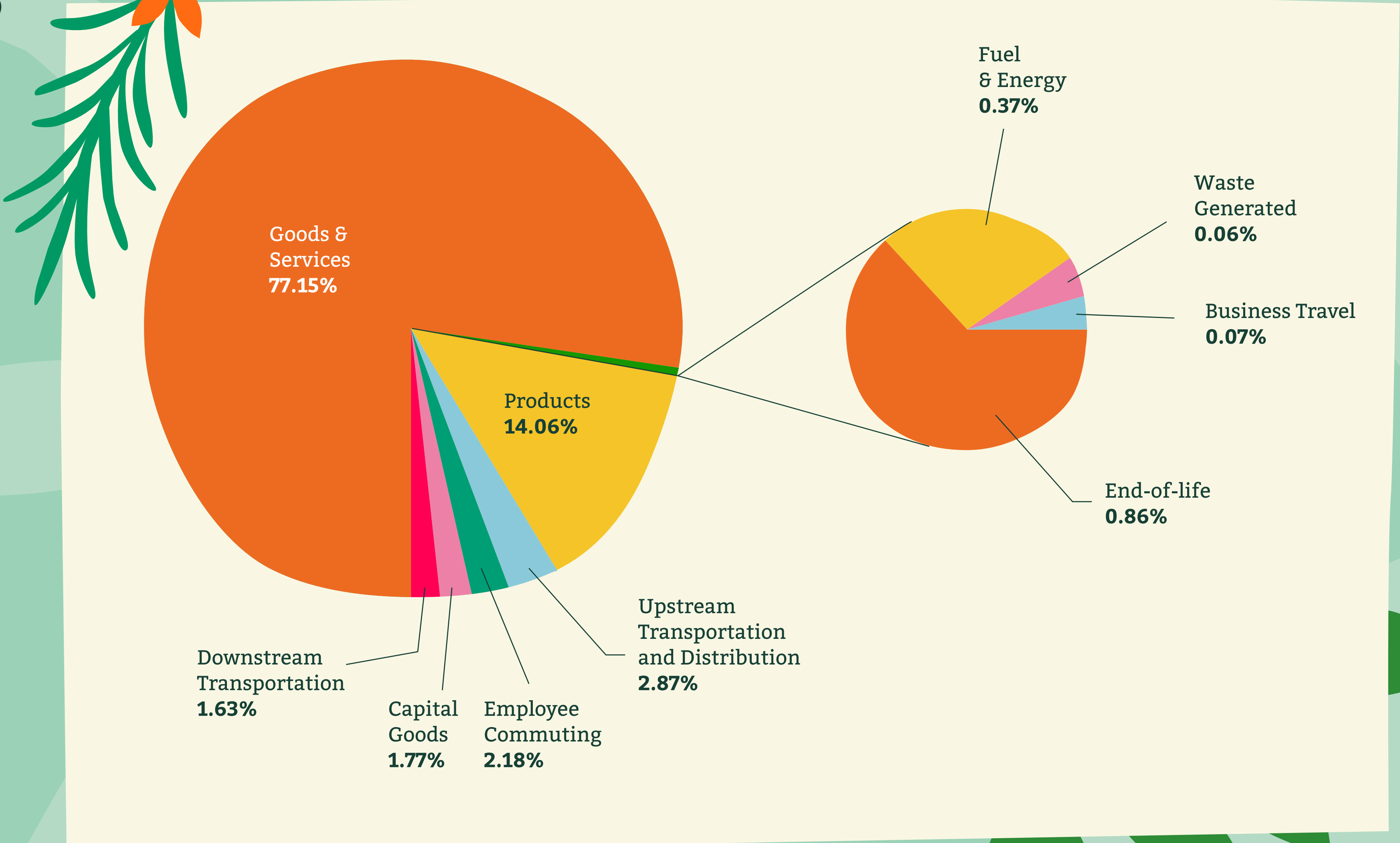


Chart 2 shows our Scope 3 carbon emissions in FY2023.



# SCOPE 3 FY2024

Our Scope 3 carbon footprint for FY2024 is 4942.21 metric tonnes of CO<sub>2</sub>e. Like FY2023, the vast majority of our footprint (78.63%) sits within the sourcing of our raw materials and componentry, with use of sold products contributing 11.41%.

Upstream transportation and distribution contribute 2.96%, capital goods 2.34% and employee commuting 2.22%. Footprints for downstream transportation (0.99%), end-of-life treatment (0.92%), fuel and energy related activities (0.30%), business travel (0.21%) and waste generated in operations (0.02%) are also minimal.

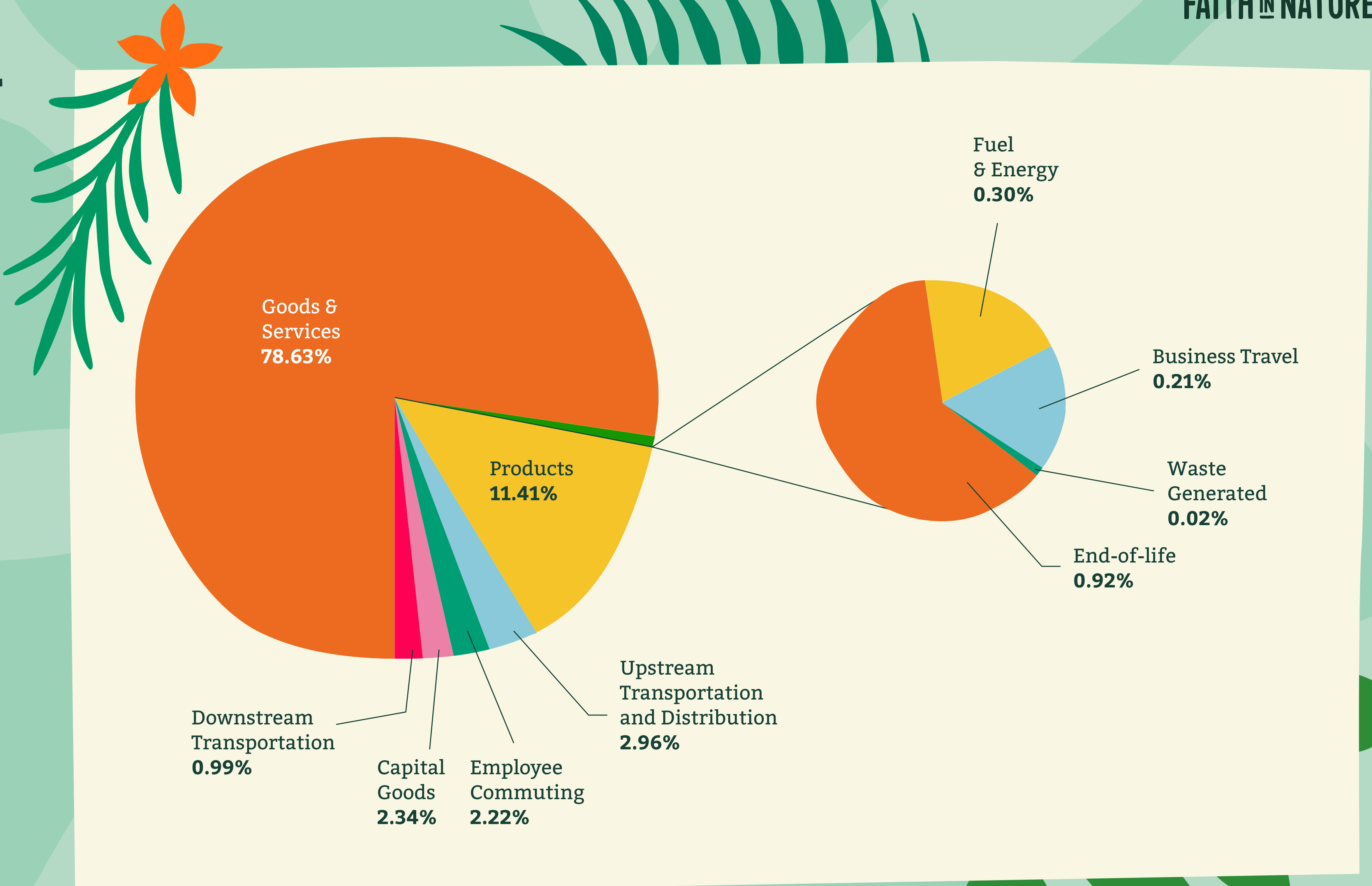


Chart 3 shows our Scope 3 carbon emissions in FY2024 .



# COMPARING OUR SCOPE 3 FOOTPRINT YEAR-ON-YEAR

Our Scope 3 carbon footprint from FY2022 to FY2024 is shown below – which has reduced by 5.12% over three years. This may seem like slow progress, but in a world where carbon emissions are still increasing overall, it’s a huge achievement – and is largely due to our strategy of reducing ingredients which are more carbon intensive.

Year	Scope 3 CO <sub>2</sub> e (mT)	Total volume of product manufactured (mT)	CO <sub>2</sub> e per T product (mT)	-/+%
FY2022	5044.70	3,237.4	1.56	N/A
FY2023	4990.01	3,293.6	1.52	-2.56%
FY2024	4942.21	3,335.5	1.48	-2.63%

Table 2: Our Scope 3 carbon emissions for FY2022, FY2023 and FY2024.

This table shows the reduction in our Scope 3 carbon footprint over the last three years, whilst our manufacturing capacity has increased. It’s a huge achievement that we’re really proud of. The reduction is the result of a finely tuned balance between the ingredients we source and the amount of product we manufacture. As we continue to grow, providing lower carbon products to an increasing number of people, we’ll need to work hard to retain this balance. We’ll do this by making careful decisions about the ingredients we use, choosing those which help protect the environment and regenerate Nature, whilst ensuring that our products remain accessibly priced.



Chart 4: Our Scope 3 carbon emissions for FY2022, FY2023 and FY2024.



# BIOGENIC CARBON EMISSIONS

The GHG protocol requires that ‘biogenic’ carbon emissions are listed separately to the other scopes. ‘Biogenic’ refers to the CO<sub>2</sub> in biofuels / biomass that was originally removed from the atmosphere by photosynthesis. Due to degradation processes, under natural conditions, this CO<sub>2</sub> would eventually cycle back to the atmosphere.

We burn wood pellets (biomass) in our onsite biomass boilers. In FY2023, our biogenic CO<sub>2</sub>e emissions were 10.6 metric tonnes and in FY2024, our biogenic CO<sub>2</sub>e emissions totalled 11.3 metric tonnes. This figure increased as we moved away from the gas boilers at our old site, and will continue to increase as our manufacturing capacity grows.



## OVERALL CARBON FOOTPRINT

Across all three scopes, our total carbon footprint for FY2023 was 5,114.55 metric tonnes of CO<sub>2</sub>e, and for FY2024 it was 5,060.21. This equates to 1.56 metric tonnes of CO<sub>2</sub>e per tonne of product manufactured in FY2023, which has fallen to 1.51 metric tonnes of CO<sub>2</sub>e per tonne of product manufactured in FY2024.



# NET ZERO

Setting targets for Net Zero is a long and challenging process, and we want to make sure we get it right. We've seen many organisations, from businesses to governments, shift their targets after committing to them, and we don't want to do the same. We have internal targets for reducing our carbon emissions, water footprint, material use, wastage and impact on biodiversity – but we're not able to work with the Science Based Targets Initiative (SBTi) to verify these until we can put decarbonisation plans in place. And whilst we're finalising our move to the new

site, sourcing new equipment and finding new ways to save energy and water, these plans are constantly changing.

We still intend to set near-term targets and targets for Net Zero with the SBTi as soon as we're able to. In the meantime, we know that 79% of our carbon emissions sit within our supply chain and commissioned services, so we've already embarked on plans to work with our suppliers and other partners to reduce their Scope 1 and 2 footprints – which will, in turn, reduce our own Scope 3 footprint.

## SCIENCE BASED TARGETS INITIATIVE (SBTi)

The Science Based Targets initiative<sup>6</sup> is the internationally recognised authority on setting targets for Net Zero that are aligned with the Paris Agreement<sup>7</sup> of 2015 and the GHG protocol<sup>8</sup>. Together, these targets create a framework to ensure we'll achieve Net Zero before 2050.

<sup>6</sup><https://sciencebasedtargets.org/>

<sup>7</sup><https://unfccc.int/process-and-meetings/the-paris-agreement>

<sup>8</sup><https://ghgprotocol.org/>



# WATER

We take conserving water very seriously. Changes in how the water cycle works are inextricably linked to climate change – and we’re seeing these changes globally and here in the UK. Increasing rainfall leading to flooding, rising sea levels, shrinking sheet ice and drought are all symptoms of a water cycle under extreme stress. Roughly half of the world’s population (including the UK) experience water scarcity at some point during the year<sup>9</sup> and by 2050, an additional 1 billion people are projected to be living with extremely high water stress<sup>10</sup>. That’s why it’s so important that we conserve water wherever possible.

Our new manufacturing site has solutions in place, big and small, to make sure we’re not wasteful with water. We’re installing the latest closed loop technology to clean and reuse water used in our manufacturing process, as well as water-efficient toilets with reduced cistern capacity.

Year	Total volume water used in product (mT)	Volume of product manufactured (mT)	Water used per mT of product manufactured (mT)
FY2023	2602.28	3,293.6	0.79
FY2024	2628.89	3,335.5	0.79

Table 3 shows our water usage in products in FY2023 and FY2024.

<sup>9</sup>[https://www.ipcc.ch/report/ar6/wg2/downloads/outreach/IPCC\\_AR6\\_WGII\\_FactSheet\\_FoodAndWater.pdf](https://www.ipcc.ch/report/ar6/wg2/downloads/outreach/IPCC_AR6_WGII_FactSheet_FoodAndWater.pdf)  
<sup>10</sup><https://www.wri.org/insights/highest-water-stressed-countries>  
<sup>11</sup>The FY 2022 water footprint was updated to align the life cycle inventory (LCI) methodology with FY 2023 and FY 2024. This has been updated in the Impact Report 2022-23.

Water footprinting, much like Scope 3 carbon footprinting, is a challenging and costly process. Our FY2022 report showed that 96% of our water use sits within our products, so in FY2023 and FY2024, we focused on looking into that use in more detail. This enabled us to better understand the impact the sourcing of our ingredients has on the water system.

Our water footprint is aligned with ISO standards. It assesses water consumption and damage to aquatic environments based on the lifecycle of each of our ingredients and raw materials.

Table 4 shows the water consumption potential (the water potentially consumed or affected by the production of raw materials) across all our ingredients and packaging. We use the data behind this topline information to assess and review ingredients on an ongoing basis, selecting less impactful ingredients wherever appropriate.

	FY2022		FY2023		FY2024	
	m³	%	m³	%	m³	%
Ingredients	377,639 <sup>11</sup>	98.6%	288,556	98%	286,497	98%
Packaging	5,403	1.4%	6,165	2%	6,490	2%

Table 4 shows water consumption potential between FY2022 and FY2024.

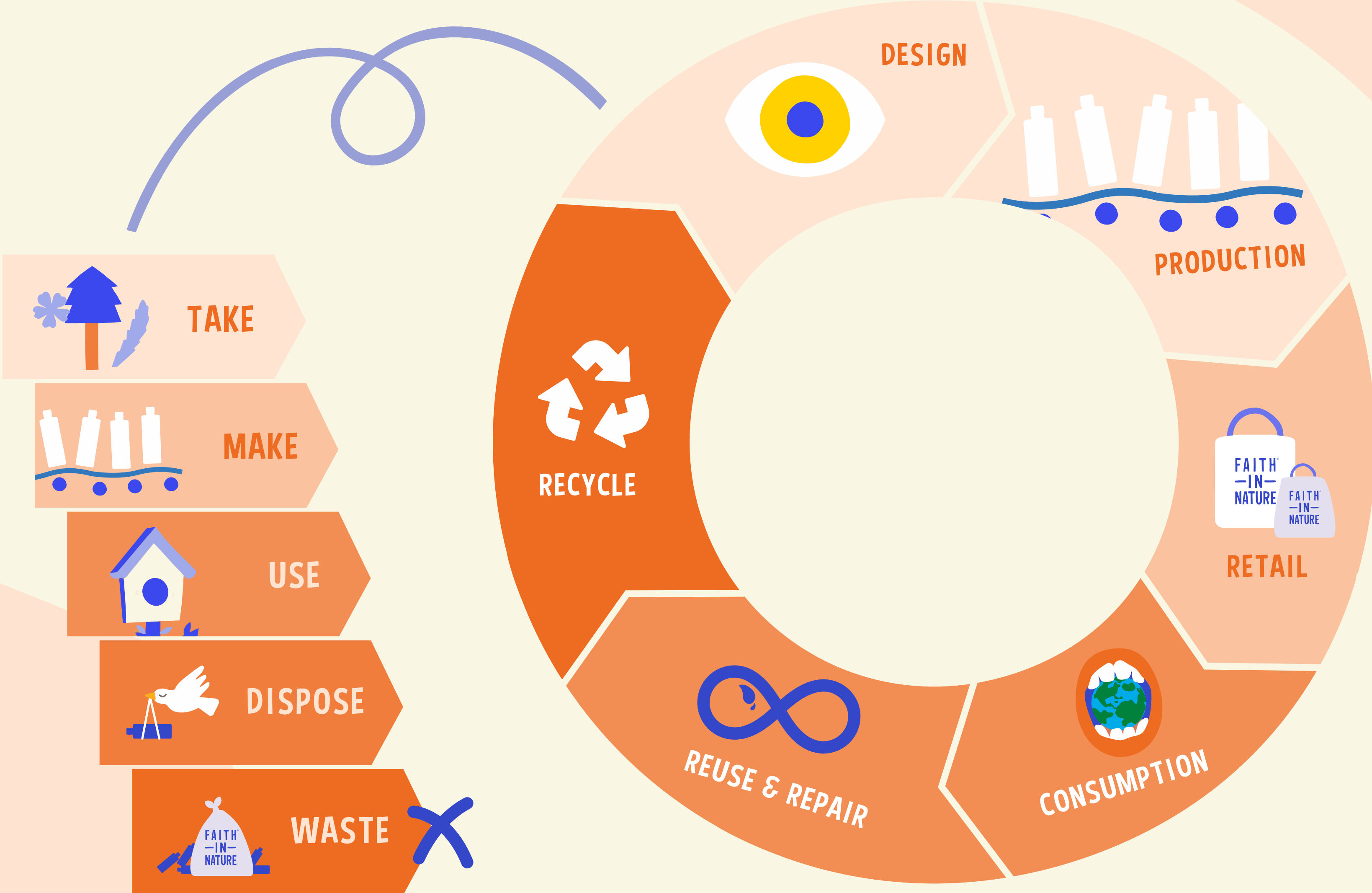
We do have a solid product range (our soap and shampoo bars), but it’s our liquid products that continue to be the most popular. Our new product development continues to focus on the development of water-reduced formats. In the meantime, we calculate our water footprint every year, to identify where we can make improvements.

MATERIALS

# WE'RE USING MORE RECYCLED MATERIAL THAN EVER

Introducing aluminium is part of our strategy to move away from the traditional 'take-make-waste' model of consumption that society is used to.

It'll take time, but our priority is working to adopt circular economy principles, where the planet's resources are sourced carefully, used efficiently and extensively – then re-used, forevermore. This strategy underpinned our 2024 move into 100% recycled aluminium bottles.





# ALUMINIUM

Aluminium holds its properties and value, making it infinitely recyclable. We source ours carefully from one of the few suppliers in Europe who can work with 100% recycled source material. This means it uses approximately 95% less energy in its manufacturing than virgin aluminium – emitting approximately 97% less carbon in the process<sup>12</sup>.

Before we decided to make the move into recycled aluminium bottles, we conducted a Life Cycle Assessment (LCA), comparing them to our existing recycled plastic ones. The study showed that the carbon embodied in the 500ml 100% recycled aluminium bottle is almost twice that of the 400ml 100% recycled plastic one. But if our customers refill and reuse an

aluminium bottle just once, its carbon usage becomes much more efficient. So, we've printed a QR code to guide people to their nearest refill stockist on every bottle.

Globally, aluminium is recycled at a much higher rate than plastic (76%<sup>13</sup> compared to 9%<sup>14</sup>). It stays in use much longer than plastic, so uses far less planetary resources. We're moving towards a circular economy, where we draw on planetary resources as little as possible, keeping those that we do use in circulation for as long as possible. Overtime the carbon footprint of our raw materials will reduce as we move away from single use packaging.

NEAREST  
REFILL

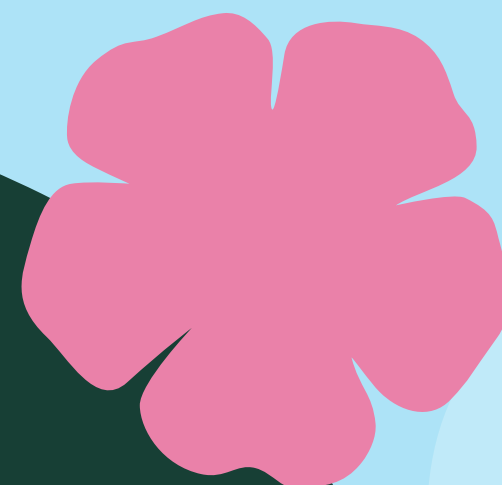


<sup>12</sup><https://alupro.org.uk/industry/local-authorities/environmental-benefits/#:~:text=Recycling%20aluminium%20uses%2095%25%20less,from%20which%20aluminium%20is%20made>  
<sup>13</sup><https://www.oecd-ilibrary.org/docserver/dfe099c9-en.pdf?expires=1733400380&id=id&accname=guest&checksum=F996573674351159A2D82F7737290EF> <sup>14</sup><https://ghgprotocol.org>  
<sup>14</sup><https://international-aluminium.org/international-aluminium-institute-publishes-global-recycling-data/>



# CARDBOARD

Every year, 4 billion trees are cut down to make paper and card<sup>15</sup>. We package our solid products in 100% recycled and recyclable card from suppliers certified by the Forestry Stewardship Council. These bars are formulated using much less water than our liquid products, and any wonky bars at the factory go straight back into the mixer to be remixed – making them as zero-waste as we can get!



FAITH  NATURE®



# PLASTIC

We've been applying circular economy principles to our packaging since 1999, when we introduced 100% recycled plastic bottles. Now, our 100ml, 300ml, 400ml, 1 litre bottles and 300ml hair mask tubs are all made from 100% post-consumer recycled plastic (RPET), and our hair mask lids are made from recycled post-industrial waste.

Larger bottles are more challenging; they can be prone to cracking when made of recycled plastic. But we've partnered with a supplier who's keen to help us solve this. In the meantime, our 5 litre bottles are now composed of 35% recycled plastic and we plan to roll this change out to our 2.5 litre bottles this year. Our 20 litre bottles remain in virgin plastic, but we continue to look for solutions to improving this when we can.

All our plastic bottles, pumps and caps are recyclable via UK household collections.

<sup>15</sup>[https://www.recyclingbins.co.uk/pages/recycling-facts?srsId=AfmBOoqFudYdsa\\_VnVWltjZsmHb8pqX38fLQAUi2ioVENGBYzi3mK\\_Sv](https://www.recyclingbins.co.uk/pages/recycling-facts?srsId=AfmBOoqFudYdsa_VnVWltjZsmHb8pqX38fLQAUi2ioVENGBYzi3mK_Sv)



# COMPARING OUR PLASTIC USE YEAR-ON-YEAR

To make sure we’re progressing towards our targets, we track our plastic use year-on-year. We used significantly less plastic in FY2024 compared with FY2023, largely due to our aluminium bottles and sales of our larger pack sizes. These bigger packs save on plastic use, as the ratio of product to packaging is much higher than that of our smaller bottles. We’ve also introduced 30% recycled shrink wrap in the factory, and have reduced the number of bottles which need wrapping.

Year	Plastic used (T)	Of which recycled content (T)	% recycled content
FY2022	219	141	64%
FY2023	203	144	71%
FY2024	163	128	79%

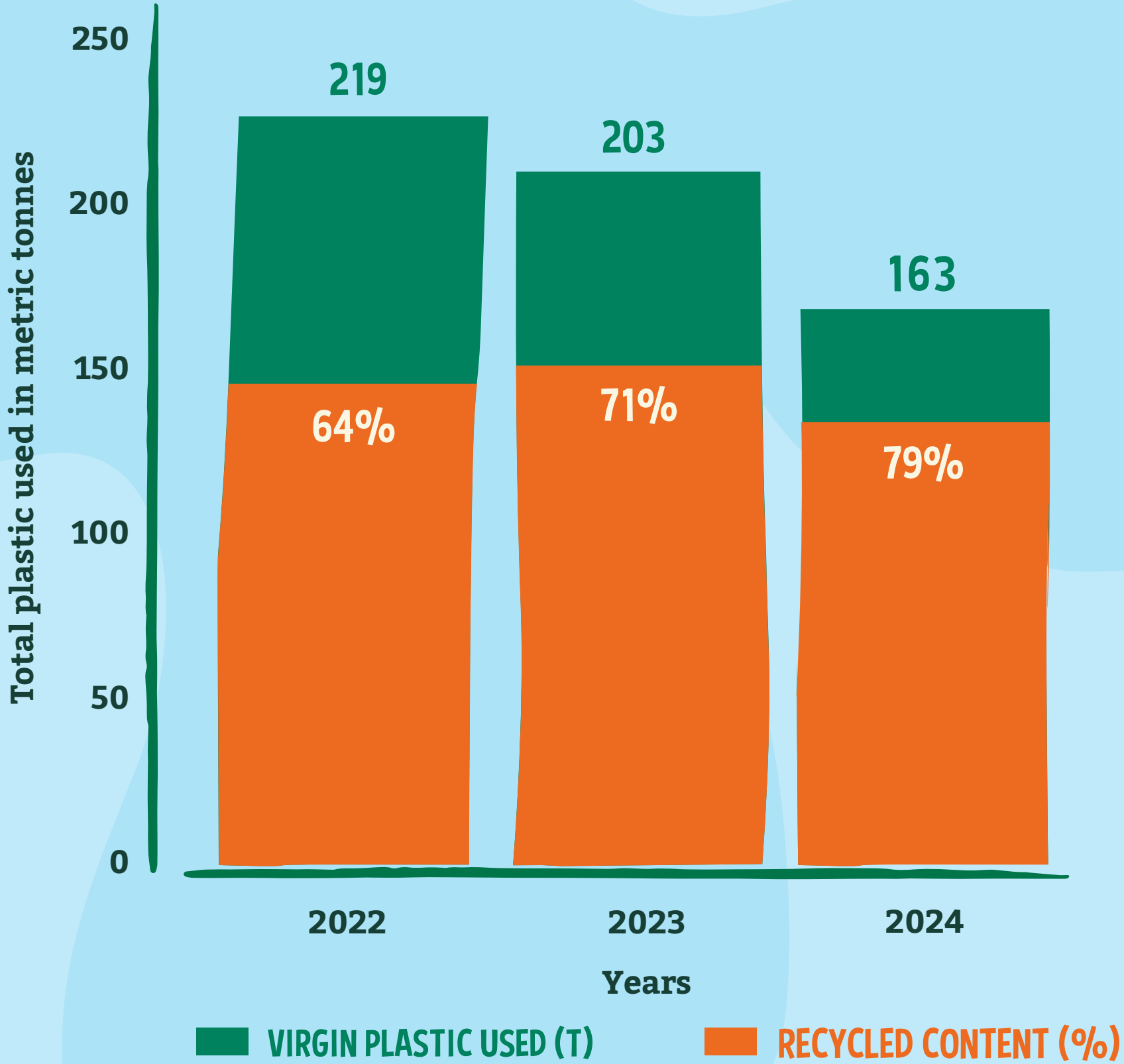


Table 5 compares our plastic use from FY2022 to FY2024.

Chart 5 shows plastic use and recycled content from FY2022 to FY2024.

# WASTE

An estimated 11.2 billion tonnes of solid waste is collected worldwide annually, with the decay of the organic elements of that waste contributing to approximately 5% of global greenhouse gas emissions<sup>16</sup>.

With Earth's resources continuing to be depleted, humans have breached six of nine<sup>17</sup> 'Planetary Boundaries', a set of limits defined by scientists, beyond which human survival on the planet is no longer viable. To reverse this trend, we must reduce our demands on the planet, reducing what we waste and reusing as many resources as possible.

# PLANETARY BOUNDARIES

Developed by scientists, the Planetary Boundaries framework describes the safe limits of nine systems that support life on Earth. Each of these processes, such as Climate Change and Ocean Acidification, is currently quantified by one or two different control variables. The 2024 Planetary Health Check report reveals that six out of nine Planetary Boundaries have breached safe levels, with all six showing trends of increasing pressure in all control variables, suggesting further boundary transgressions in the near future.<sup>18</sup>

<sup>16</sup><https://www.un.org/en/actnow/facts-and-figures#:~:text=Becca%20McChaffie%2FUnsplash-.Waste,leads%20to%20substantial%20resource%20savings>  
<sup>17</sup>[https://www.pik-potsdam.de/en/institute/departments/earth-system-analysis/research/pbscience/planetaryhealthcheck 2024\\_executive\\_summary.pdf](https://www.pik-potsdam.de/en/institute/departments/earth-system-analysis/research/pbscience/planetaryhealthcheck%2024_executive_summary.pdf)  
<sup>18</sup><https://www.pik-potsdam.de/en/news/latest-news/earth-exceed-safe-limits-first-planetary-health-check-issues-red-alert>



# ZERO WASTE TO LANDFILL

We’ve had a ‘zero waste to landfill’ policy in place for five years. This means everything we can reuse on-site is reused. Any unusable cardboard boxes are shredded into packaging material. To reduce our waste wood, we reuse all the pallets that our deliveries arrive on, where serviceable. The rest are recycled and swapped for reconditioned, second-hand replacements.

Everything we can’t reuse is collected by our waste management provider and further sorted into materials that can be recycled and those that can’t. Anything that can’t be recycled is then transferred to a Waste to Energy facility, where it’s used as fuel for energy. We really want to reduce the amount of our waste that is burned for energy, so in 2025, we’re launching two new recycling initiatives which will significantly reduce our non-recyclable waste. One looks at recycling our label backing (potentially into new labels!), and another is investigating new ways to use the plastic bottles which are returned to us.

## COMPARING OUR WASTE YEAR-ON-YEAR

We’re reducing our overall waste tonnage year-on-year. The amount of that waste that’s burned for energy is also reducing, which means we’re recycling and reusing more across our four recycled waste streams (card, plastic, wood and metal).

Year	Recyclables (cardboard and plastic) (T)	Wood (T)	Metal (T)	General waste (T)	Total waste and recycling (T)
FY2022	31.46	21.69	8.43	41.63	103.23
FY2023	40.74	23.30	10.58	24.56	99.18
FY2024	40.12	25.22	9.66	14.82	89.82

Table 6 compares our waste between 2022 and 2024.

# CLOSED LOOP

Whilst we're continuing to work on our strategy to improve our materials, we're still looking for solutions to close the loop on our plastic bottles. The smallest loop is for our customers to refill and reuse, which is why every bottle label has a QR code, enabling people to easily locate their nearest refill stockist.

The next best loop would be for us to reuse our plastic refill containers – and this is the trickiest one for us to solve. No amount of washing gets these bottles clean enough to pass our microbial testing regime for reuse. And our essential oils and natural aromas cling to the plastic; no-one wants their orange and grapefruit shower gel smelling of rose or coconut! You might wonder why we don't just reuse bottles for the same product they contained in the first place, but because

we have so many different aromas and products, it's unfortunately not that simple. We'd need more space than even our new, much bigger site can provide to store them all, and wouldn't be able to control the consistent return of containers for all variants.

We're still looking at alternative uses for our 5 litre and 20 litre bottles, so please continue to return them to us at the Freepost address on our website. Some of them are already being used in a pilot project for a second life and the remainder are recycled with our waste recycling supplier. This is much better than them being thrown into household plastic recycling streams: 100% of our refill bottles that can't be reused are recycled, compared to an average recycling rate of 12%\* for plastic recycling in the UK<sup>19</sup>.

\*This statistic is from the citizen science initiative run by The Big Plastic Count in partnership with Greenpeace. We cite it rather than the UK Government's figures<sup>20</sup>, as these do not include plastic shipped to other countries for processing. This waste is often dumped in the natural environment.



<sup>19</sup><https://www.greenpeace.org.uk/resources/big-plastic-count-final-report/>

<sup>20</sup><https://www.gov.uk/government/statistics/uk-waste-data/uk-statistics-on-waste#packaging-waste>



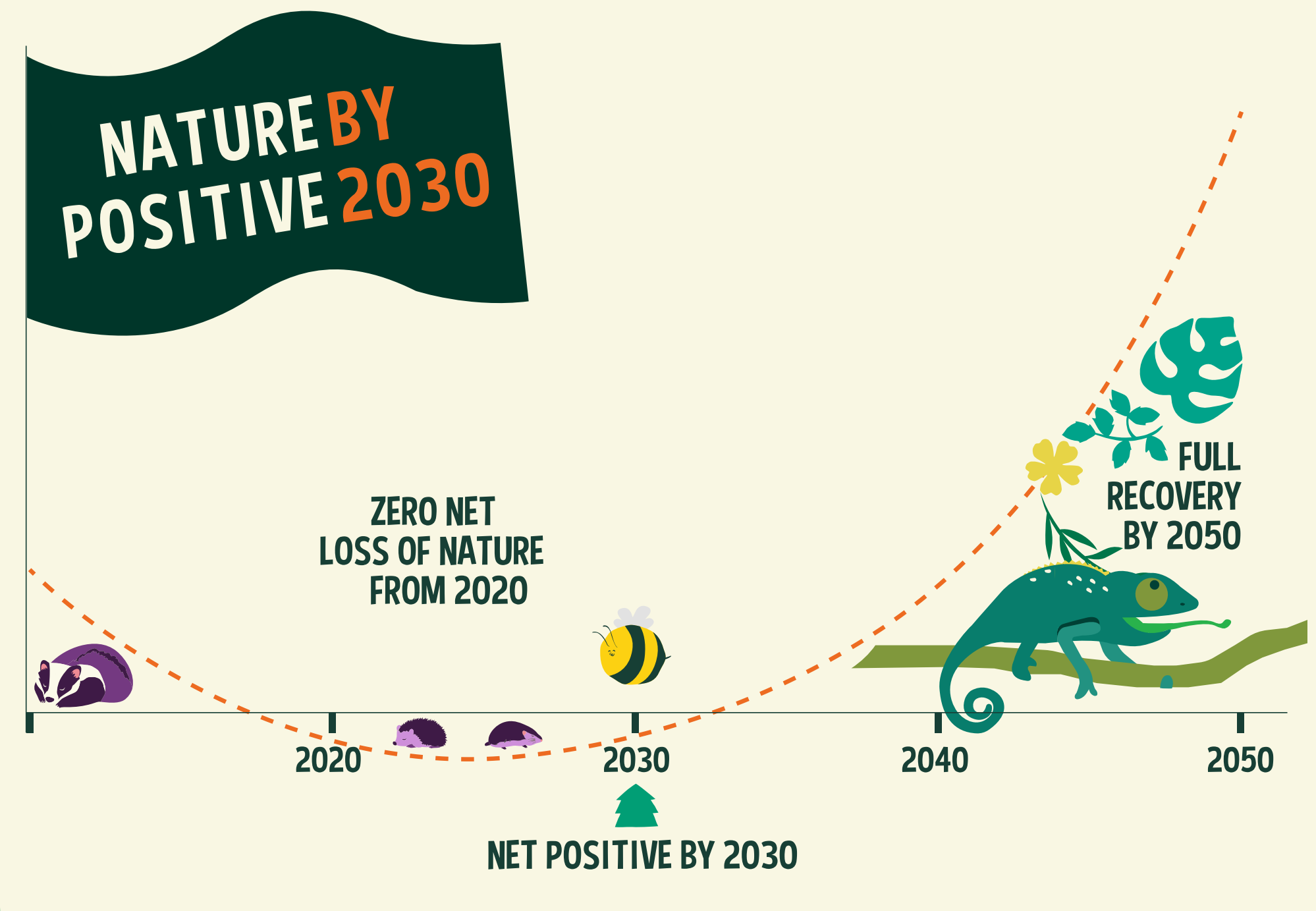
# BIODIVERSITY

‘Biodiversity’ refers to the variety of species that make the complex web of ecosystems on our planet possible. Human activities on Earth have created an ongoing loss of biodiversity, which has been predicted to hit 30% reduction in species by 2050<sup>21</sup>. That’s why it’s so important that we conserve what biodiversity is left in Nature, and work to replace what we’ve lost.

As a manufacturing business that sources natural ingredients, we inevitably have an impact on the natural world, its ecosystems and inhabitants. Our aim is to make this impact as positive as possible, so we’re currently focused on reviewing our existing suppliers and understanding our full supply chain in greater depth. Right now, we’re at the beginning of working towards a biodiversity baseline<sup>22</sup>. Once we have this, we can start to set targets in a timeframe, generating a clear set of actions to be costed and planned. We’ll then be able to monitor, track and report on our progress.

We source as much as possible from the UK. This helps reduce carbon emissions from transportation, but it also reduces our potential impact in parts of the world which are more fragile – or have ecosystems with more varied biodiversity and valuable carbon-storing properties.

As we develop our sourcing strategy, our aims are to do more with less, and to source better wherever possible, regenerating Nature whenever we can. We do have to balance the two elements of our mission: the part about ‘making better choices for the planet’ and the part about making those choices ‘easier for everybody, every day.’ We want to do our best for the environment, but we’re committed to ensuring our products are affordable and accessible. This can mean making some difficult decisions, but our intention is to invest in sourcing which has a net positive impact on the natural world.



## NATURE POSITIVE +

‘Nature Positive’ is a global societal goal defined as ‘Halt and Reverse Nature Loss by 2030 on a 2020 baseline and achieve full recovery by 2050’. Simply put, it means making sure there’s more Nature in the world in 2030 than in 2020 – and that Nature recovery continues after that<sup>23</sup>. The UK, alongside 90 other countries, has committed to this target.

<sup>21</sup><http://news.bbc.co.uk/1/hi/sci/tech/6432217.stm>  
<sup>22</sup><https://iccs.org.uk/everyones-going-nature-positive-but-what-does-it-mean/>  
<sup>23</sup><https://www.naturepositive.org/app/uploads/2024/02/The-Definition-of-Nature-Positive.pdf>

# OUR SUPPLY CHAIN

We’ve been monitoring our suppliers since 2022 via a Social & Environmental Impact Assessment. This has formed the foundation of our toolkit for suppliers: ‘Towards Nature Positivity’. In 2024, we conducted a pilot project with our key suppliers – providing this toolkit about environmental impact reduction, and an accompanying action plan. For 2025, we’re planning a programme of work which will engage those suppliers to reduce their Scope 1 and 2 carbon footprints, water footprint and impact on biodiversity.

In the meantime, here are the results of our Social & Environmental Impact Assessment for FY2024:

## BIODIVERSITY

18%

of our suppliers are monitoring their impact on biodiversity

15%

of our suppliers have set targets for reducing their impact on biodiversity... and a further

18%

have also seen a reduction in the last 12 months

## CARBON FOOTPRINTS

25%

of our suppliers monitor their carbon footprint across Scopes 1 and 2, 13% are monitoring their carbon footprint across Scope 1, 2 and 3, and a further 15% are monitoring across all three scopes with third party verification

42%

of our suppliers have set targets to reduce their carbon emissions

21%

of our suppliers are tracking carbon emissions through their supply chains, 3% have also set targets to reduce their carbon emissions, and a further 3% have seen a reduction in carbon emissions in the last 12 months

15%

of our suppliers have offset their carbon emissions across Scopes 1 and 2

## WASTE

80%

of our suppliers are monitoring the volume of waste they produce

50%

of our suppliers have set targets for waste reduction, 3% have also met their reduction targets in the last 12 months and a further 2% are zero-waste

## WATER

52%

of our suppliers monitor their water footprint

22%

of our suppliers have set targets for reducing their water footprint and a further 1% have set and met their targets for reducing their water footprint

Although these numbers might seem low, they’re impressive because many of our suppliers are small businesses with limited resources to monitor their impact on the environment. There’s also no legislation requiring them to do so, so it’s remarkable that they are doing so much to monitor and reduce their impact on the natural world.



# INGREDIENT SOURCING

In 2024, we reformulated most of our liquid products. All our shampoos, conditioners, body washes, hand washes and hair masks are now made with 99.5% natural ingredients. That's an increase of 0.5% – and it's massive! Each of these products now contains a base blend of three organic active naturals, and we continue to use 100% natural origin aromas.

As well as adding things in, we took some things out, moving from 183 ingredients in 2023 to 109 in 2024. We changed our formulations to require fewer ingredients and swapped some ingredients for alternatives with a smaller carbon footprint, including reducing our palm derivatives from 16 to 13.

We've also carefully sourced ingredients that are impact reductive. Our grapefruit and organic sweet orange essential oils are made from leftover fruit

peel from the juice industry, and our lavender and lavandin essential oils are grown and distilled on a Kent family farm. Both our shea nut butter and argan oil are organic, wild-harvested and support women's co-operatives in Ghana and Morocco respectively. Several of our ingredients, including our dragon fruit seed oil and organic rosehip oil, are zero-waste – with the by-product left behind after extraction being used in agriculture. And our organic Australian tea tree oil comes from a farm that's working to restore lost koala habitat.

We continually review our ingredients to ensure that we don't use anything unnecessarily, in line with our ongoing strategy to improve as and when we can. Where possible, we continue to work with our suppliers to help them improve their impact on the environment, and to support those who are producing raw materials in a regenerative way.

## LOGISTICS

Selecting our third-party logistics partners is something we do very carefully. We've chosen those with fleets of electric delivery vehicles that are charged on renewable energy tariffs, and that operate in the most efficient way – clocking up as few miles as possible.





# VEGAN AND CRUELTY-FREE

We're a proudly vegan and cruelty-free brand – and have been for 50 years (long before veganism was the huge movement it is today!). Our products are certified by the Vegan Society and Leaping Bunny, an initiative managed by Cruelty Free International and their global partners. The Leaping Bunny certification confirms that no animals are harmed in the manufacturing of our products or raw materials, and all our suppliers prove this before we source from them.

It is estimated that over 115 million animals are used in research globally every year<sup>24</sup>, contributing enormously to air, soil and water pollution. Raising livestock for human consumption (whether that's eating or testing toiletries) generates a significant percentage of the global carbon footprint. Estimates vary between the UN's Food and Agriculture Organisation's 14.5%<sup>25</sup> and scientific, peer-reviewed research papers that put the figure at 19.2%<sup>26</sup>. The point is that rearing animals is a costly business, both economically and environmentally, and we're happy that our products don't contribute to it



**VEGAN SOCIETY  
SUNFLOWER**

The Vegan Society's iconic Vegan Trademark, the sunflower, appears on more than 65,000 certified vegan products, worldwide. Each of these products has been checked by the society's experts to make sure it contains no animal ingredients and hasn't been tested on animals.



**LEAPING  
BUNNY**

Leaping Bunny is the internationally recognisable gold standard for cruelty-free products. It's the best assurance that a company has made a genuine commitment to help end animal testing. The logo is proof a brand meets Cruelty Free International's rigorous criteria, including ongoing audits.

<sup>24</sup>[www.hsi.org/news-resources-about](http://www.hsi.org/news-resources-about)  
<sup>25</sup>Gerber, P.J., Steinfeld, H., Henderson, B., Mottet, A., Opio, C., Dijkman, J., Falcucci, A. & Tempio, G. 2013. Tackling climate change through livestock – A global assessment of emissions and mitigation opportunities. Food and Agriculture Organization of the United Nations (FAO), Rome.  
<sup>26</sup><https://thebreakthrough.org/issues/food-agriculture-environment/livestock-dont-contribute-14-5-of-global-greenhouse-gas-emissions>



# RESEARCH PROJECTS

# INNOVATE UK

In 2024, we completed a research project about solid products, funded by Innovate UK. The project looked at how we could prompt behaviour change in our customers in favour of our solid products (bars). We make bars for hands, body and hair – and they have the lowest environmental impact of all our products.



This is due to their short ingredients lists, an obvious lack of water and their ability to be packaged in 100% recycled cardboard.

As well as solid products, the research included reviewing some of the many alternative packaging materials out there, from seaweed to wood – something we’re still working on.

The outcomes of this project far outstripped our expectations. It identified a number of exciting zero waste projects for the future, and provided us with valuable information about our customers’ habits and the challenges around solid products.



# SYDNEY UNIVERSITY

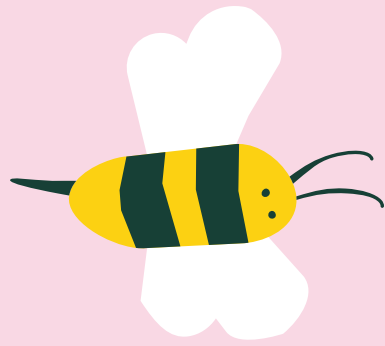
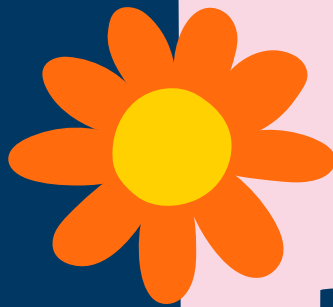
We’re working with Sydney University to track and monitor the progress of our Nature On the Board (NOTB) initiative. The researchers there are really interested in how we embed Nature connectedness through our business, from governance to culture via everyday decision-making.

Given that NOTB has already transformed what was thought possible in UK Corporate Law, we’re confident that this three-year project will document legal, cultural and systemic change within our business.



# COMMUNITIES

2024 saw a shift in direction in terms of our social impact. We’ve always taken great care to work with charitable partnerships which help mitigate any negative impacts of our supply chain around the world. But we recognise that we also need to manage our social impact here in the UK, particularly in our local communities – and using the strength of our brand to add power to causes we believe in.



# B-CORP

We’re a Certified B Corp, which means we’re part of a growing cohort of businesses dedicated to having a purpose beyond simply making a profit. 8250 businesses globally are now B Corp certified, across 162 industries and in 96 countries. We’re proud to be part of this movement which believes that business can, and should, be a force for good in society. This philosophy underpins our work as we grow and explore new ways to support people to make better environmental choices, every day.

Becoming a Certified B Corp is especially challenging when you’re a small manufacturing business, so we were delighted to certify in 2023. We continue to use the B Corp framework as a guide for how to develop our growing business, particularly around working with our staff to embed Nature connected decision-making.



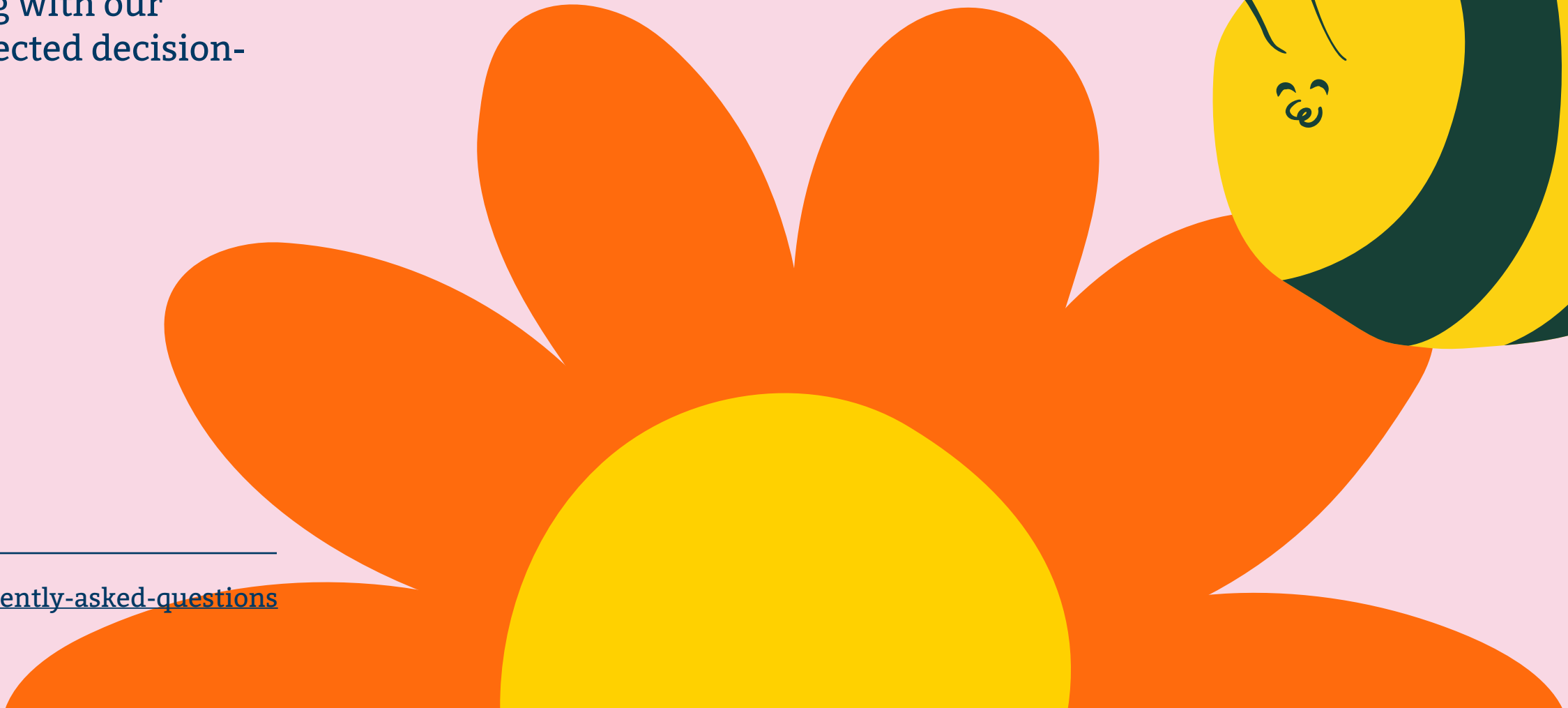
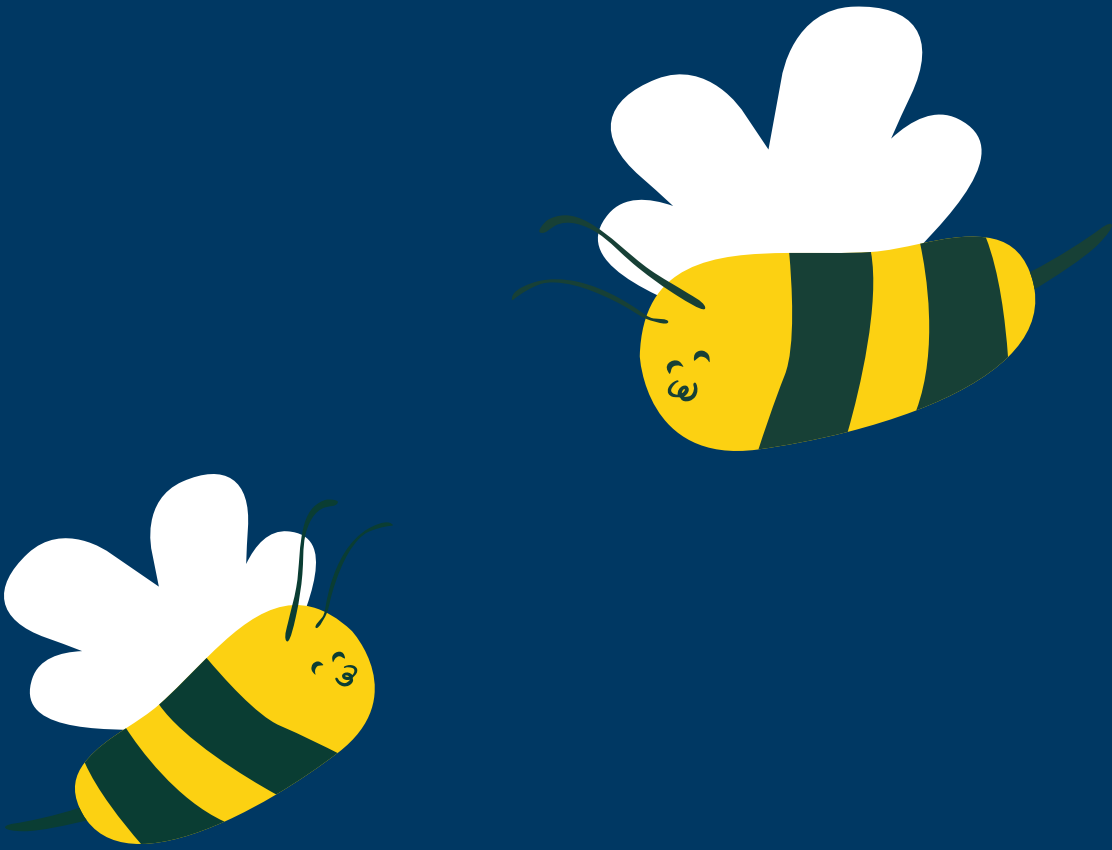
<sup>27</sup>[www.betterbusinessact.org/frequently-asked-questions](https://www.betterbusinessact.org/frequently-asked-questions)

# THE BETTER BUSINESS ACT

Along with over 3000 fellow UK businesses, we’re a signatory of the Better Business Act (BBA). This campaign proposes a shift in the focus of the role of a company director (as defined in Section 172 of the Companies Act 2006), away from their duty to ‘promote the success of the company’ and towards a duty to ‘advance the purpose of the company’.

The Better Business Act advocates for the amendment to the Companies Act 2006 so that businesses are “legally obligated to operate in a manner that benefits their stakeholders, including workers, customers, communities and the environment, while seeking to deliver profits for shareholders.”<sup>27</sup>

By appointing a Nature Guardian to our Board of Directors, reporting on this, and our impact annually and committing to a net positive impact on environment and society, we have already voluntarily adhered to three of the four amendments proposed by BBA. The remaining proposed amendment is that these changes should become the default for all company directors in the UK. We’ve joined this campaign to amplify this important call for change.







## THE CLIMATE AND NATURE BILL

We support the Climate and Nature Bill<sup>28</sup>, currently the only proposed legislation for a comprehensive and joined up approach to the climate emergency in the UK. The bill would ensure the UK makes its fair share of the emissions cuts needed to reduce global temperature increases to 1.5°C. It also calls for the halting and reversal of the decline of Nature by 2030, in line with the COP15<sup>29</sup> commitment.

## THE PLANETEERS

Our in-house team of Nature activists, the Planeteeers, is open to everyone who works in the business. They arrange volunteering activities like beach cleans and litter picks, and join local green space conservation sessions. The Planeteeers also promote Nature connectedness and wellbeing through activities such as Nature journalling.

<sup>28</sup><https://zerohour.uk/>

<sup>29</sup><https://www.unep.org/un-biodiversity-conference-cop-15>

## STAFF FORUM

The Staff Forum meets monthly and includes a representative of every team in the company. It’s an opportunity for people to provide feedback on new ways of working or policies, and to flag any concerns they may have. The forum is also a great opportunity for senior staff to communicate across the organisation, helping them understand how best to look after colleagues and provide any additional support they might need, such as introducing Mental Health First Aiders.

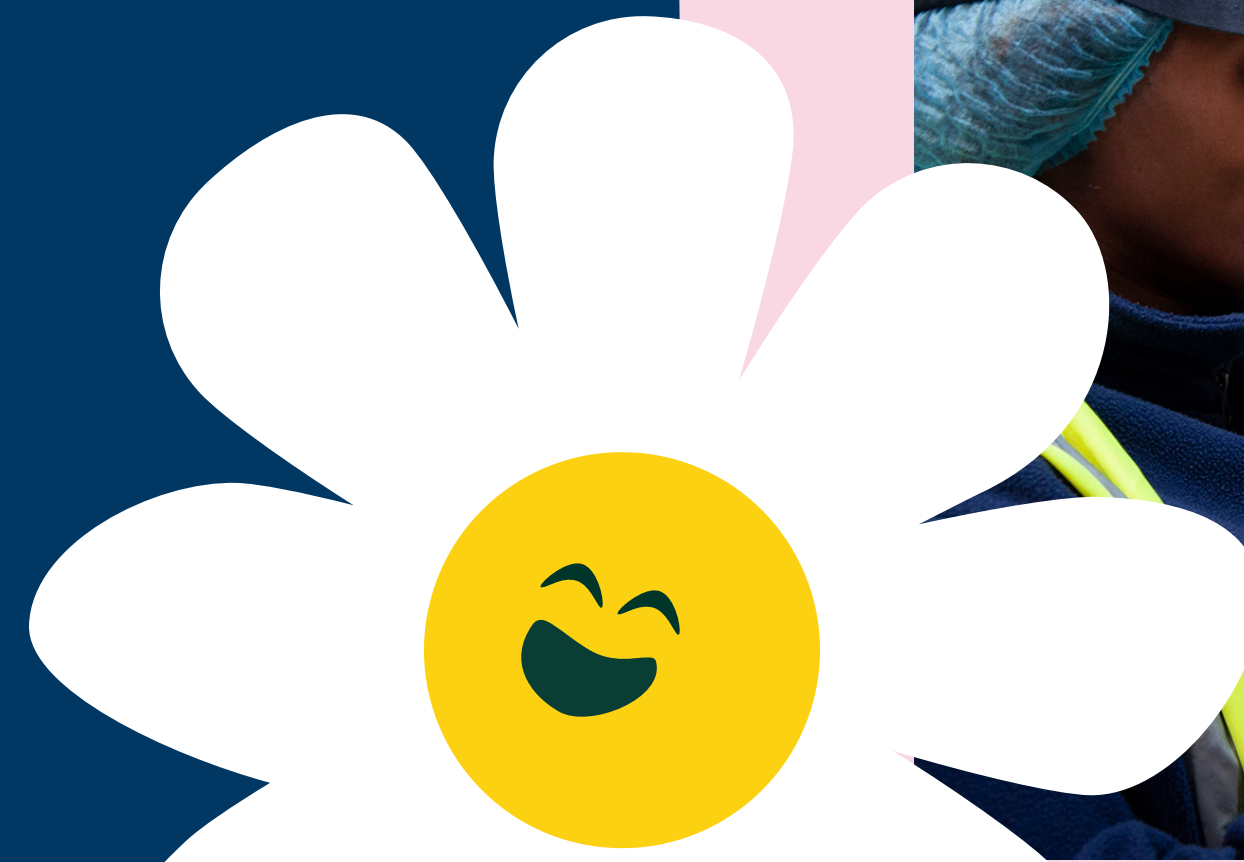






# OUR PEOPLE

**WE WANT FAITH IN NATURE TO BE A WORKPLACE WHERE EVERYONE FEELS THAT THEIR SPACE IS SAFE, THEIR SKILLS ARE NEEDED AND THAT THEIR CONTRIBUTION TO A WIDER PURPOSE IS VALUED.**



That's why we work hard on making sure our social impact starts at home, with our own employees.

In 2022, we conducted a review of our Equality, Diversity and Inclusion policy, which led to recommendations about our range of staff benefits and policy framework. In 2024, we conducted a review into our Human Resources provision, which led to further recommendations in this area. We've been working through them and in early 2025, we'll be launching a new policy framework to include enhanced sick leave and maternity leave policies. We continue to support our staff through flexible working (wherever possible), an early finish on a Friday and help with healthcare costs which covers dental, optical, mental health support and holistic therapies.



FAITH IN NATURE®

Each month, staff are invited to nominate their colleagues for the Employee of the Month accolade and voucher prize. The scheme is very popular, attracting many wonderful nominations that celebrate our people's hard work and achievements. We encourage innovation and initiative, and employees who put forward ideas to improve the way we work receive a £100 bonus if they're implemented.

As part of our work to ensure that we look after our people in the best way possible, we are working to align with the Greater Manchester Good Employment Charter. The charter is a voluntary membership and assessment scheme aimed at improving employment standards. It covers seven key characteristics of good employment: secure work; flexible work; pay; engagement and voice; recruitment; people management; and health and wellbeing. We're working hard to make sure that we meet these standards to provide the best possible experience for everyone who works here.

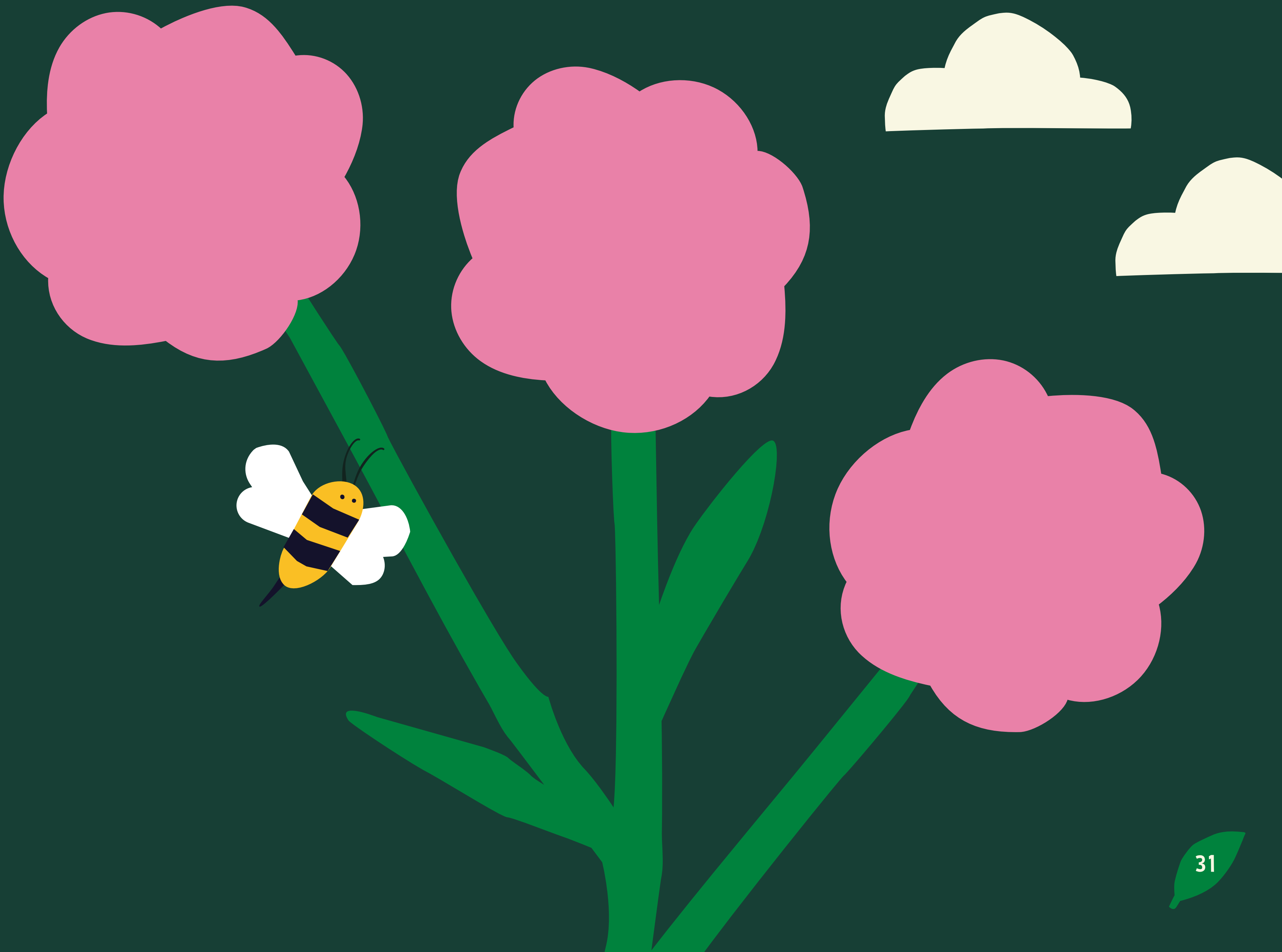


# CHARITABLE GIVING

We have an ongoing partnership with In Kind Direct, through whom we distributed 5 pallets of our products in FY2024. This equated to 236 boxes of our mixed products, providing families across the UK with toiletries that they otherwise wouldn't have been able to access. In Kind Direct support 521,200 people across the UK every week, alleviating financial stress and enhancing people's everyday lives.

## PARTNERS

Wherever possible, we work with charitable partners and organisations that are better placed than we are to provide workable solutions to some of the challenges we face as a global community.



# RESTORATION WITH TREESISTERS

From 2021 to 2024, every order placed via our website planted a tree through our partnership with TreeSisters. But planting saplings alone isn't the best way to slow climate change, which is why in 2024, TreeSisters began to change how they work – moving towards a more holistic approach to Nature restoration. We love what they do, so we're still supporting them by donating for every order placed. Now, each of those orders doesn't simply plant a tree; it helps restore Nature.

After five years of deep collaboration with their global partners, TreeSisters understand that true impact goes far beyond planting trees. They believe that the most transformative way to support communities and address climate change is through reforestation, which restores forests and strengthens connections with Nature, empowers communities and honours their traditional knowledge.

Focusing on more than counting the number of trees planted, TreeSisters' projects aim to restore entire ecosystems, protect vital water sources and preserve Indigenous cultural heritage. Each project

is community-led and designed to meet local needs, often including agroforestry, leadership training, and gender awareness initiatives – making every effort to step toward a greener, more equal future.

Women have always been at the heart of TreeSisters' mission, and most of the projects they support are either led by women or directly support women's livelihoods and wellbeing. Due to societal and systemic barriers, women are disproportionately affected by climate change. However, they are often the source of deep knowledge of their local area and its flora and fauna, especially when they rely on Nature for crucial resources such as water, food, and firewood. Empowering women and involving them in key decision-making is therefore vital in tackling climate change.

**“WOMEN ARE HIGHLY VULNERABLE TO THE IMPACT OF ECOSYSTEM DAMAGE AND ENVIRONMENTAL HARMS, BUT THEY HOLD THE KEYS TO SO MANY OF THE SOLUTIONS WE NEED ON EARTH RIGHT NOW.”**

Madeleine Scordellis,  
Restoration Partnerships Manager







# SOLAR ENERGY WITH ENERGY GARDEN

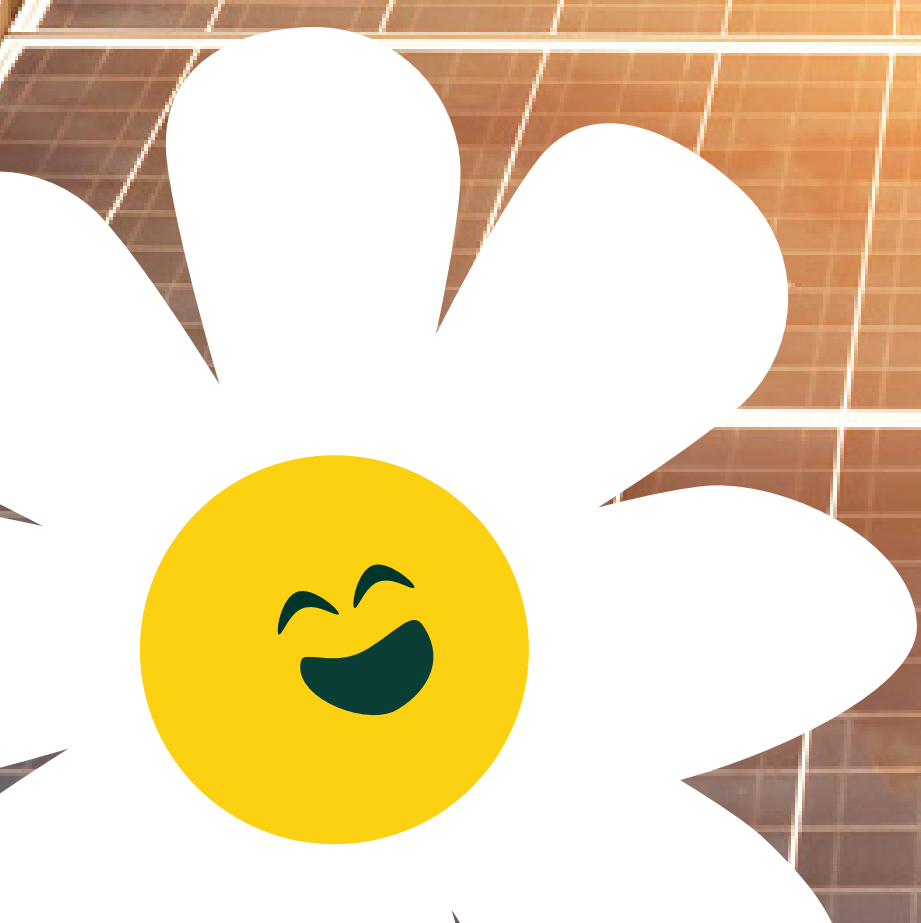
We've been sourcing our 100% renewable energy through Energy Garden since 2022. Energy Garden are an award-winning, community-owned solar energy co-operative who provide 100% renewable energy through their innovative use of railway spaces. They also make a positive impact in urban areas through gardening and education initiatives.



Energy Garden work with transportation companies to produce their 100% renewable, solar energy, installing solar panels on the huge roofs of London train storage depots. They raise money to do this by selling shares to the community, who receive dividends on their investment and can share ideas for improvement at the Annual General Meeting. There are over 500 members of the Energy Garden Community Benefit Society, and between them they've raised more than £1 million for solar development so far. If you're interested in finding out about becoming a member and pledging to invest, you can visit [www.energygarden.org.uk](http://www.energygarden.org.uk).

Revenues from the sales of Energy Garden's solar energy fund staff who help community groups transform unused urban wildernesses around train stations into gardens. Their mission is to 'create vibrant and sustainable green spaces that enrich both the environment and the community.' These gardens enhance soil quality, promote all-important biodiversity and provide beautiful outdoor spaces that everybody can enjoy. Giving urban dwellers access to the natural world is crucial, because when we're connected to Nature, we care about it and want to protect it.

Energy Garden also use revenues from energy sales to fund environmental education programmes. The AQA-certified Energy Garden Youth Training Programme pays 16-18 year-olds the London Living Wage and gives them valuable experience in co-operative business, communications, community development and environmental technology, with the help and mentorship of industry experts. Energy Garden also run free workshops for schools, teaching children from primary age right up to A-Levels about solar energy, pollution, biodiversity, gardening and more.



Energy Garden





# REWILDING WITH SUMATRAN ORANGUTAN SOCIETY

When we reformulated our products in 2024, we managed to cut our palm-derived ingredients from 16 to 13 (out of 109 ingredients).

All the palm derivatives we buy are certified by the Roundtable on Sustainable Palm Oil (RSPO) which minimises environmental impacts, safeguards biodiversity and forests, and benefits people. But we’ve always wanted to do more to resolve this thorny issue. Whilst palm is the most efficient oil crop (switching to coconut oil, for example, would only endanger more land), we wouldn’t feel comfortable using it without helping to limit its impact on the natural world.

In 2023, we funded research with Sumatran Orangutan Society (SOS) which assessed the feasibility of producing regenerative palm in parts of Sumatra. This

project would link up isolated pockets of forest where diverse ecosystems (including orangutans!) still thrive. The research showed that whilst it was possible, the scale of the project was bigger than us, and we took the difficult decision not to invest in the pilot that would have been the next logical step.

But our partnership with SOS continues. We’re now Pioneers, investing in SOS’s Rewild Fund. We’re helping to enable a range of interventions to enhance, rehabilitate and re-establish orangutan habitat. The project follows a rewilding approach focused on creating a self-sustaining natural system which integrates with the human communities around and within it. SOS have supported their partners and local communities in Sumatra to rewild more than 2,000 hectares of orangutan habitat over the last decade.

As well as thousands of species of animals and plants, many millions of people in North Sumatra rely on the rainforests for vital ecological services like climate regulation and flood control. Protecting and rehabilitating rainforests like these is crucial in the global fight against climate change.

In addition to working with SOS, we continue to invest in research which will provide us with a better way to source our palm derivatives – or, we hope, point us towards a source ingredient that can regenerate Nature.



**SOS Pioneers**

We’re proud to be Pioneers, the highest tier of business sponsors of SOS’s Rewild Fund. Pioneers are named after the forest’s ‘first responder’ trees – the first species to grow after land has been stripped bare, or when a gap opens in the canopy. Businesses in the Pioneers tier play a transformative role in driving large-scale rewilding and biodiversity restoration in Sumatra.





# CARBON BALANCING WITH WORLD LAND TRUST

Thanks to our partnership with World Land Trust (WLT), we're Carbon Balanced. Essentially, Carbon Balanced means the same as 'carbon neutral', but language matters, and we (and WLT) believe this is a more transparent way of saying it. We haven't cancelled out (or neutralised) the unavoidable carbon we've released into the atmosphere; we've balanced it by ensuring the same amount is secured in Nature.

WLT is an international conservation charity safeguarding the climate through protecting the planet's most threatened and biologically significant habitats.

With our investment in Carbon Balancing in FY2024, WLT has been able to continue its work with the Foundation for Ecodevelopment and Conservation (FUNDAECO) on Guatemala's Caribbean coastline. The area lies within the Mesoamerica Biodiversity Hotspot, one of

“THE MONEY THAT IS GIVEN TO THE WORLD LAND TRUST, IN MY ESTIMATION, HAS MORE EFFECT ON THE WILD WORLD THAN ALMOST ANYTHING I CAN THINK OF.”

Sir David Attenborough

the most wildlife-rich regions on Earth – but is under threat from cattle ranching, agricultural expansion and coastal property development.

FUNDAECO help protect lagoons, mangrove swamps and tropical forests – all carbon-rich, home to highly-threatened species and important buffers against increasingly severe storms.

In 2024, with the help of Carbon Balanced funding, FUNDAECO delivered training on food preparation, hygiene and hen-rearing to 216 residents of the area. They

also provided technical support to 348 forest landowners, supporting livelihood diversification and enabling them to access government funds for forest protection – a two-pronged approach that is garnering significant community support. And they continued to support the Maya-Q'eqchi' people in setting up small-scale agroecological farms – a communal and regenerative form of farming they practised for many generations before the Spanish Conquest.



## THE CONSERVATION COAST: CARIBBEAN GUATEMALA

WLT partner: Foundation for Ecodevelopment and Conservation (FUNDAECO)

AREA OF FOREST PROTECTED:  
59,524 HECTARES  
(147,084 ACRES)

TOTAL ESTIMATED CARBON BENEFIT OVER PROJECT LIFETIME:  
24,445,681 TCO<sub>2</sub>E



## SUMMARY

As we look forward to embedding Nature connected decision-making across our company, we know we're leading the way for organisations that want to realign their business models with the needs of the natural world. The traditional take-make-waste economy that capitalism is based upon can no longer support itself, and we are at the forefront of businesses developing a new way to view the world and its resources. We know that if people feel connected to Nature, they care more for it and start to make decisions that reduce their impact on the natural world. We're starting this work with our own staff community and our customers, and we're driving change through our supply chain to affect significant change.

As a business that has an effect on the natural world, we base all the decisions we make on an aspiration that our relationship with Nature should be respectful, reciprocal and regenerative.

We draw inspiration, reassurance and resources from the natural world, and we understand that we must therefore also support its regeneration and recovery. Like a bank account without investment, Earth cannot keep supplying humans with resources without any replenishment.

Nature has a right to thrive, and only if it does so can humans thrive too.

It will take a lot of work, and we will face tough decisions along the way, but we're proud of the path we're forging and what we've achieved so far. We're developing a new way of doing business, built on a philosophy of nurturing what's left of the natural world and restoring what has been lost – for its own sake, as well as for that of all humankind.



FAITH  NATURE<sup>®</sup>

# IMPACT REPORT

