

OUR ATLANTIC IMPACT

IMPACT REPORT



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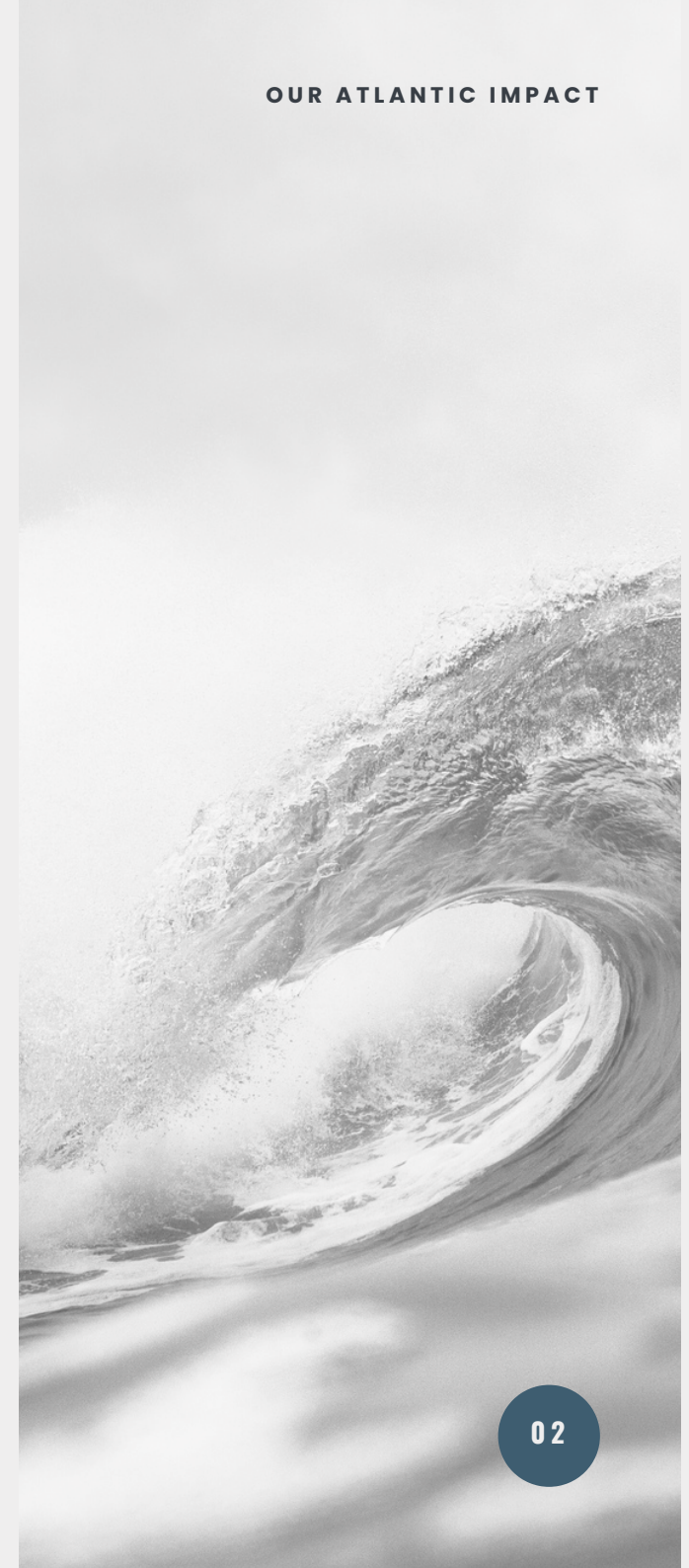
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INTRODUCTION

COMFORT IN THE COAST

As a company born in a county where the ocean is never more than 20 miles away, we've always taken our comfort from the coast, seeking solace in the sea and sharing this joy with others. Our deep connection to the coastline means we really feel the effects of a changing climate; greater extremes of weather; warmer seas; changing marine life and shores ever more full of plastic pollution, these are things we can't ignore.

Our mission at Atlantic Blankets is to craft beautiful blankets inspired by our love of the ocean, bringing comfort and care to people and planet and this, our first impact report, is born out of our desire to do this the best way we can, and to share our journey with you, our community.

From sourcing our range in the UK to switching our energy to green and developing long term charity partnerships that support our natural

environment, we're proud of the commitment we've made to people and planet yet we're determined to keep pushing forward, to keep improving for the good of a thriving future.

Thank you for being a part of our community,

Gemma and Al





100%

**OF PRODUCTS
MANUFACTURED IN THE UK**



50%

GENEROUS TEAM DISCOUNT



2035

**A COMMITMENT TO NET
ZERO BY 2035**



100%


**RECYCLED AND PRE-DYED
COTTON USED IN OUR
BLANKETS**



0

**PLASTIC USED IN OUR 'TO
CONSUMER' PACKAGING**





"The combination of higher environmental standards, more efficient transportation and greater control over waste means that UK manufacturing has a much lower overall impact on climate change than the use of overseas factories and also has the benefit of creating employment opportunities in the UK."

UK manufacturing statement



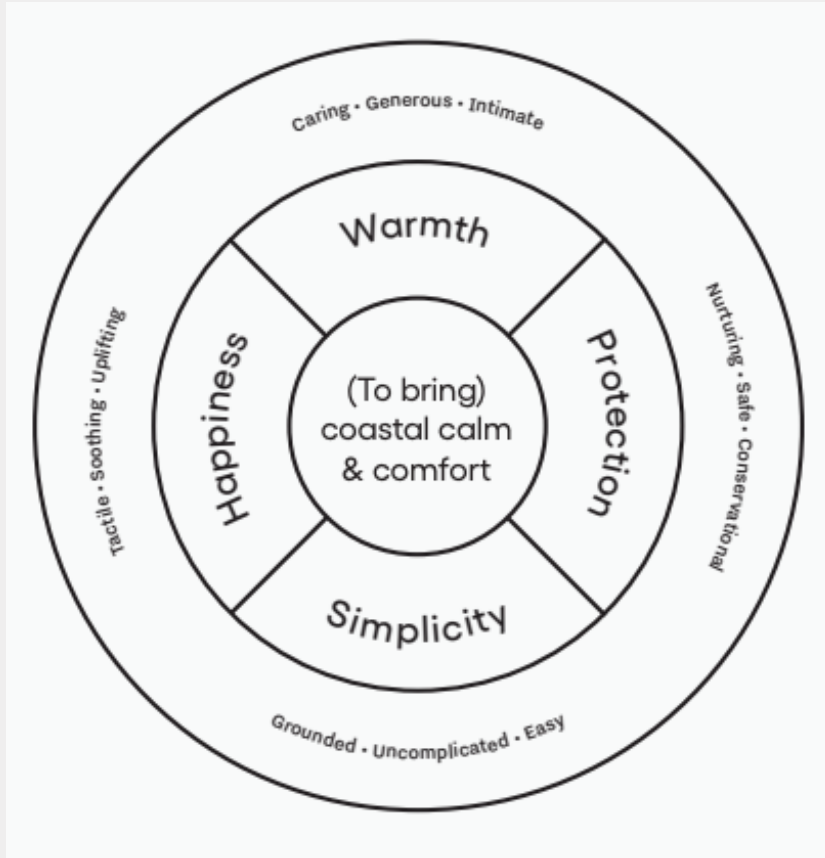
OUR IMPACT

LEAD BY OUR VALUES

When we decided to bring our sustainability work together into our Atlantic Impact Report we knew we wanted to create a document that resonated with our values and our mission, one that told our story and reflected the way in which we look at the world around us, the way we embed sustainability within our business and everything that we do.

We have chosen to align our impact reporting with our values, and in turn this gives us the opportunity to look at governance, social and environmental impact. Aligning our reporting with our values inspires us and deepens our connection to our purpose and we hope you enjoy the format too.





ATLANTIC VALUES

WARMTH

Born out of our founding vision to make a blanket soft enough to comfort a newborn. Inspires the way we think about our team and our community.

PROTECTION

Our commitment to respect and help protect the fragile resource which is our namesake.

SIMPLICITY

A reflection that our blankets are the simplest of objects, and a signal to slow down, breathe and live mindfully. Honoured by our simple supply chains and low impact approach to business.

HAPPINESS

Much like our blankets, our family business is designed to be passed down to the next generation, designed to bring happiness, comfort and joy.

Warmth (Give warmth)

Caring. Generous. Intimate.

WARMTH

TEAM

Nurturing our ambition to be an employer of choice in our local area:

WHAT WE DO NOW

- Empowering and protective procedures and policies which look after our team
- We pay above the real living wage
- New starters receive a blanket when they start and then another blanket on their work anniversary
- Additional holiday days given for 'sea days', birthdays and Christmas
- Wellbeing prioritised via regular communication and annual massages
- Generous team discount

AND INTO THE FUTURE

- Introduce an internal team process for the team to determine our charitable giving
- Introduce team initiated regular beach cleans and activities
- Introduce team volunteer days for all



WARMTH

COMMUNITY

Building a community around our ideals. A tight knit tribe with a yearning for the Atlantic coast:

WHAT WE DO NOW

- Through product, imagery and conversation we work to connect our community to the coast
- We support causes close to our hearts or within our local community with product or monetary donations
- We support beach cleans on our local Cornish beaches

AND INTO THE FUTURE

- Introduce more formal charitable giving policies
- Develop a 'sharing the ocean' programme for our community
- Use our voice to inspire our community to buy less but to buy better - with consideration for impact at the heart of decision making



Protection (Protect)

Nurturing. Safe. Conservational.

PROTECTION

CHARITY

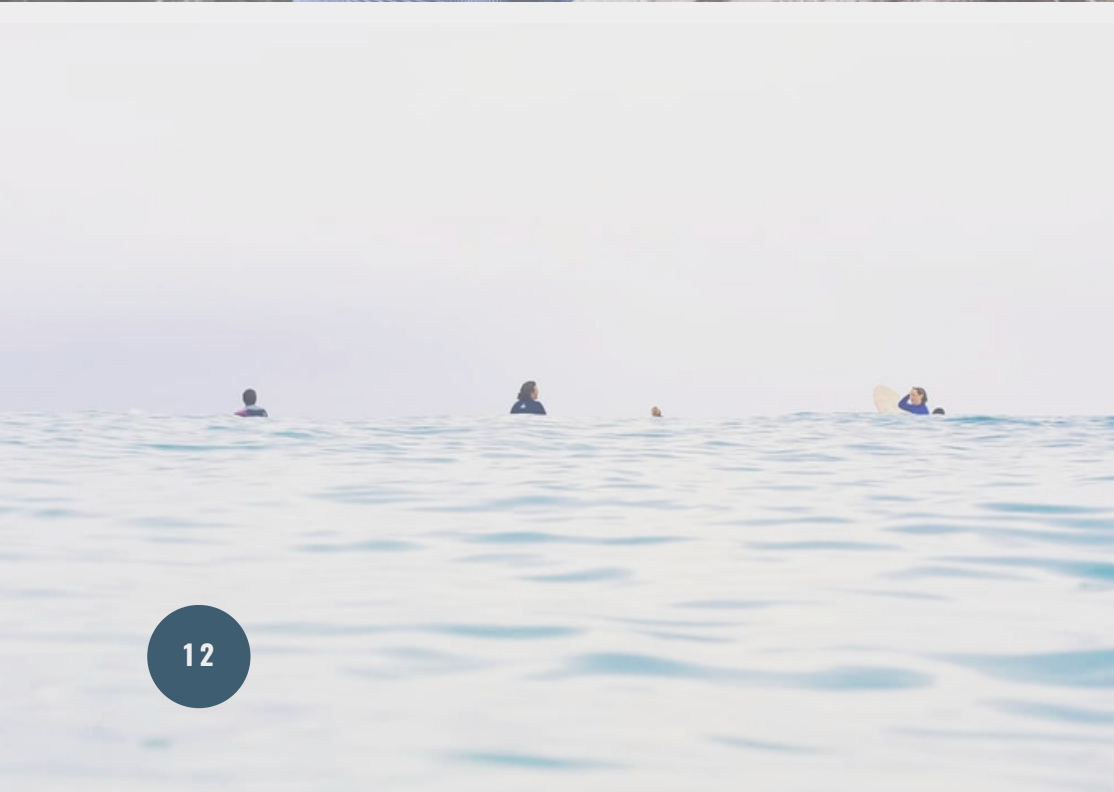
Pursuing purpose alongside profit to play our part in safeguarding our environment:

WHAT WE DO NOW

- We make donations to charities and causes we believe in

AND INTO THE FUTURE

- Develop a long standing relationship with Cornwall Wildlife Trust as Reserve Guardians of Penhale Dunes, Perranporth, Cornwall
- Create a volunteer programme for our team to 'give back'
- Explore charity partnerships with Bliss, a charity for babies born premature or sick
- Capture value/number of donations to report on annually for our community and team
- Support local causes we believe in



PROTECTION

CLIMATE

protecting our natural world via sustainable business practises:

WHAT WE DO NOW

- In 2022 we undertook our first carbon footprint report. We will use this to benchmark and set targets
- We have removed plastic from our 'to customer' supply chain
- We power our premises with 100% green energy

AND INTO THE FUTURE

- Introduce a 'supplier conversation starter' to work together on sustainability
- Explore green banking options for our business banking
- Identify a green hosting partner for our website
- Introduce a 'green checklist' for our business operations
- Understand our digital impact
- Set climate KPIs for our business
- Seek at least one more external certification





“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Meads
American cultural anthropologist



Simplicity (Live Simply)

Grounded. Uncomplicated. Easy

SIMPLICITY

BRITISH MADE

Keeping our supply chains simple and our impact on planet low by working with British mills and suppliers

WHAT WE DO NOW

- Source our products from UK suppliers
- Our cotton blankets are 100% pre-dyed, recycled cotton
- We use organic and recycled, non-mulesed wool from British farms (or New Zealand in harsh winters)
- We use recycled t-shirts to create the synthetic bond required in our blankets

AND INTO THE FUTURE

- Explore new innovations in greener materials, particularly in marine waste
- Reduce or replace any plastic in our supply chain
- Introduce a 'green supplier conversation starter' to maximise our influence with our supply chain - starting as a supply chain audit
- Work with suppliers on a British made peshtemal



SIMPLICITY

LIVING SIMPLY

Connecting our community with a more simple life. Encouraging a disconnection from tech and a deeper connection with planet and purpose:

WHAT WE DO NOW

- We create simple, beautiful, quality products designed to last and to protect and nurture our community
- We use our voice and our Atlantic Stories journal to encourage and inspire our community to get outside and be in nature.
- We share wellbeing inspiration and ideas
- Ensure the wellbeing of our team is prioritised and nurtured

AND INTO THE FUTURE

- Explore mindfulness and yoga projects we can partner with/support
- Introduce a digital detox day scheme for our team and community
- Ensure the wellbeing area of our website supports our community and our values



Happiness (Be happy)

Tactile. Soothing. Uplifting



**"Amazing
Love all my blankets and love
being able to buy the random
ones and help save waste, they
are beautiful and make
excellent gifts"**

ATLANTIC BLANKETS' CUSTOMER



HAPPINESS

QUALITY

Working with the best suppliers and materials to create timeless heirlooms to delight our community:

THE HERE AND NOW

- We collect reviews from our customers via an independent platform to listen to, and share, feedback
- We ensure internal training for quality control
- We focus on great supplier relationships

AND INTO THE FUTURE

- Create a customer survey to ensure we understand the needs of our community
- Set targets for collecting more reviews, particularly for our customers who buy in our shops
- Ensure we are monitoring quality throughout our operations, including delivery and fulfilment



HAPPINESS

BEING HAPPY

Building a family business that pursues purpose alongside profit and that prioritises the health and wellbeing of all, including the founders

THE HERE AND NOW

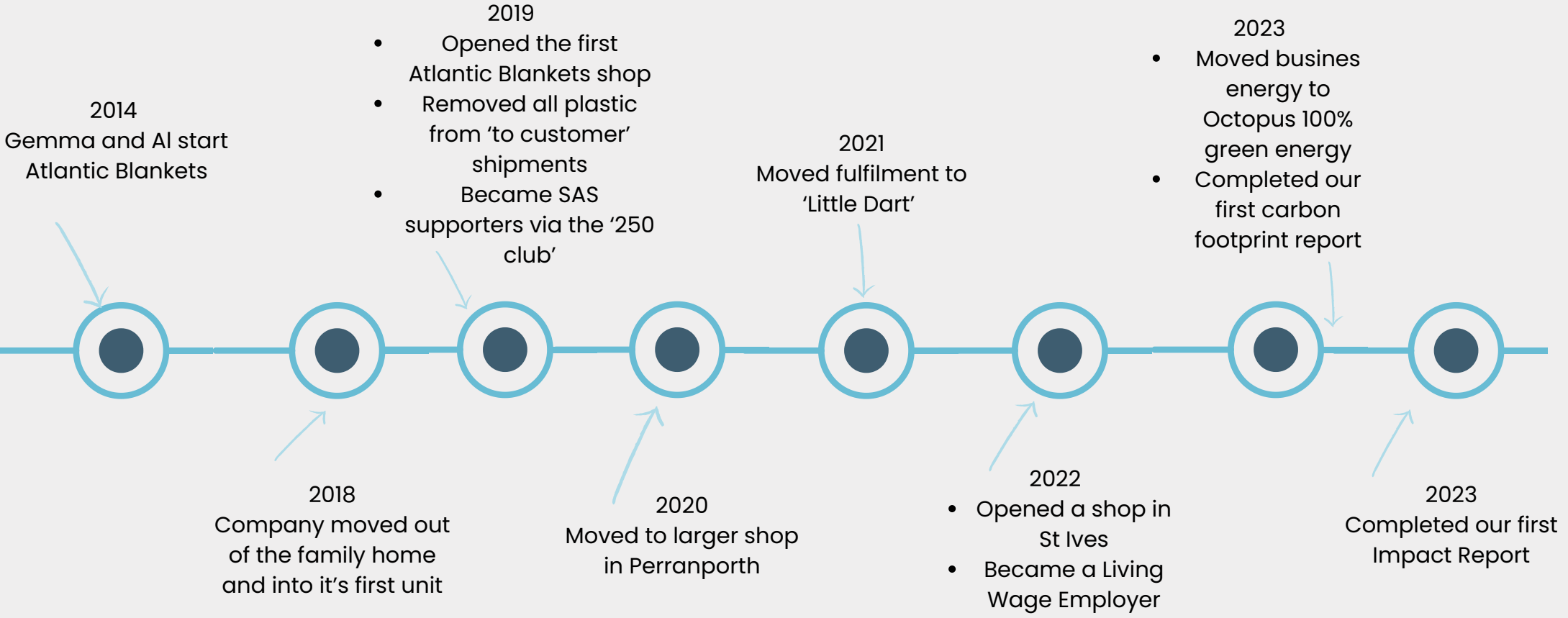
- Regular team social events to bring our team together
- Flexible working approaches
- Recognition that there is no 'one size fits all'
- A kind culture where everyone has a voice

AND INTO THE FUTURE

- More regular full team meetings or communications as the team grow and are more geographically apart
- Reporting, targets and mission shared regularly with the team to drive greater engagement. Here's where we're going and why.



ATLANTIC TIMELINE



OUR ATLANTIC IMPACT

WHERE TO FIND US

ONLINE

- You can view and order the full Atlantic Blankets range via our website www.atlanticblankets.com - and learn more about our sustainability journey

INSTORE

- Perranporth - 1 Westcott House, St Pirans Road, Perranporth TR6 0BH.
• +44(0)1872 573259

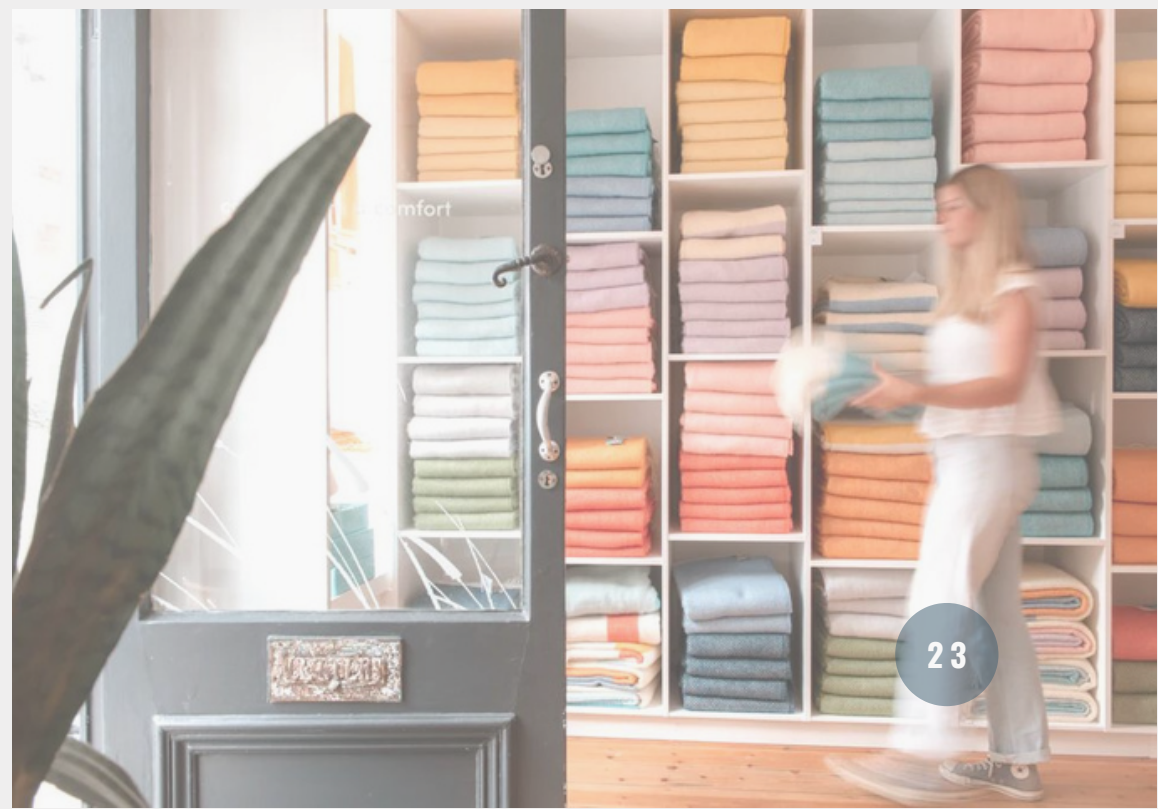
- St Ives. Praeds, Ground Floor Shop, Market Place, St Ives, TR26 1RZ
• +44(0)1736 798549


ON SOCIAL

 @atlanticblankets

 @atlanticblankets

 @atlanticblankets





"Because there's nothing more beautiful than the way the ocean refuses to stop kissing the shoreline, no matter how many times it's sent away."

SARAH KAY.



THANK YOU FOR READING

OUR ATLANTIC REPORT 2022/23

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For more information please visit our website
www.atlanticblankets.com or drop us a line to
sustainability@atlanticblankets.com

