

IMPACT REPORT 2021



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AWWA is a period care brand that deeply reflects the relationship and connections between oneself, our environment and planet.

Our products help people all around the globe to manage their monthly cycles with confidence and connection, without the negative impact associated with single-use period products.

AWWA lives and breathes inclusivity for all who menstruate or experience minor bladder weakness. We are rooted by indigenous traditions that celebrate *ikura* (Māori translation for period) and aim to reconnect our growing community to traditional wisdom and practices that are equally relevant in today's world.

AWWA's purpose and why we exist is:

- To do our part to eradicate period poverty.
- To have a net positive impact on our environment.
- To change the narrative to ensure positive emotions about periods.

MATERIALS

GOTS CERTIFIED ORGANIC COTTON YARN

TENCEL MODAL

RECYCLED NYLON

OEKO-TEX CERTIFIED DYEING MILLS

FSC CARDBOARD

MATERIALS

GOTS CERTIFIED ORGANIC COTTON YARN

Our cotton is grown using sustainable farming practises that ensure the integrity of the soils and ecosystems in which they are grown.

No toxic chemicals or pesticides are permitted in organic cotton farming. It is safer for the growers and their community as they are not exposed to unnecessary chemicals, and the crops they grow to feed their whanau are not contaminated with any nasties.

TENCEL MODAL

TENCEL™ branded modal fibres are produced by environmentally responsible processes from the sustainably sourced natural raw material wood.

RECYCLED NYLON

Diverting waste from landfill through the use of Global Recycled Standard (GRS) nylon in our key product ranges.

We use recycled nylon made from both post and pre consumer waste materials.

No GMOs (genetically modified organisms) seeds are used, meaning organic cotton farmers are free to choose the seeds they use.

Organic cotton is hand picked so emissions produced by farm machinery are significantly reduced.

Organic cotton uses significantly less water than non-organic (up to 90% less) as it is grown in rain fed areas, and does not rely on irrigation.

TENCEL™ Modal fibres are known for being exquisitely soft and pleasant to the skin. Our boxer brief is testament to this!

Pre-consumer waste materials come from industrial processes, such as scraps of material in a factory that would otherwise be sent to landfill.

Post-consumer waste materials include carpet, worn clothing and fishing nets.



MATERIALS



OEKO-TEX CERTIFIED DYEING MILLS

AWWA fabrics are dyed in Oeko-Tex certified mills. This means that the dyes used are free of harmful levels of toxic substances. This is good for you and good for the planet.

FSC CARDBOARD

FSC stands for 'Forest Stewardship Council'. FSC packaging uses materials like wood, paper and / or other forest materials sourced from FSC-certified forests.

FSC-certified forests mean that the product adheres to the highest environmental and social standard including:

- Protection of the rights of indigenous people, meaning that sacred sites are excluded from felling.
- The trees that are harvested are replaced or allowed to regenerate naturally. Rare old-growth forest may not be touched.
- Parts of the forest are entirely untouched to protect animals and plants.

IN 2021



B CORP CERTIFICATION

CLIMATE POSITIVE FOR BUSINESS OPERATIONS

DESIGNED TO GIVE PROGRAMME

SUSTAINABLE FABRICS

TRANSPARENT SUPPLY CHAIN

LIVING WAGE ACCREDITED EMPLOYER

WASTE REDUCTION

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

IN 2021

B CORP CERTIFICATION

B Corp measures a company's entire social and environmental impact.

B Corp certification demonstrates that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials

Based on the B Impact assessment, AWWA earned an overall score of 93.2. The median score for ordinary businesses who complete the assessment is currently 50.9.

AWWA's impact business models include our Designed To Give programme and our commitment to toxin reduction and remediation.

Donating 2% of revenue by way of product donation sees individuals in our communities having access to period products when they otherwise wouldn't.



Our commitment to toxin reduction/remediation is also recognised by B Corp. We achieve this through the materials used to make our underwear. Choosing organic cotton and recycled nylon results in less of an impact on the planet.



IN 2021

CLIMATE POSITIVE FOR BUSINESS OPERATIONS

AWWA is proud to be carbon positive for business operations with Ekos. We have measured and offset the carbon footprint of our business operations for FY21 with certified carbon credits.

THIS FOOTPRINT:

Includes direct and indirect emissions resulting from:

Direct (Scope 1)

- Company Vehicles

Indirect electricity (Scope 2)

- Electricity

Indirect (Scope 3)

- Purchased Goods & Services
- Fuel & Energy Related Emissions
- Upstream Freight
- Business Waste
- Business Travel
- Staff Commuting

Excludes:

Indirect (Scope 3)

- The following aspects of Purchased Goods & Services;
- Contract growers and provision of production materials
 - Contract processing
 - End of Life Disposal/End of Life treatment of sold products

Total emissions: 106.89 tCO₂e

Total offsets: 128.26 tCO₂e

We are currently measuring our FY22 carbon emissions and will offset this to 120%
Once we have FY22 measurement complete we will set carbon reduction targets for FY23.

These certified carbon credits are sourced from projects that grow and protect indigenous forests in New Zealand and the Pacific Islands and help to deliver climate resilience, waterways protection, erosion control, biodiversity conservation and community economic development.

DESIGNED TO GIVE PROGRAMME

In the 12 months to 31st March 2022, AWWA donated 9,799 pairs of underwear to 60 schools, NGOs and registered charities throughout NZ and the Pacific to help eradicate period poverty and reduce inequalities between the genders. Since AWWA launched we have donated over 16,000 pairs of underwear.

We have formed great partnerships with a number of organisations who ensure AWWA get into the hands of those most in need including Dignity, The Mums Clique and This is ME (Sport Waikato).

We are committed to donating 2% of our annual revenue by way of product donation to our partners to help eradicate period poverty, and ensure that individuals no longer miss out on their education or attending work because of a lack of access to period products during their ikura.

We measure the impact of our donations by asking those who receive AWWA to complete an anonymous survey:

- **57.1%** of those who responded to the survey reported that at times they had not been able to access adequate period products when they needed them.
- **32.1%** did not attend school or work due to a lack of access to period products
- **12.1%** lacked access to period products every month

- **70.5%** of recipients will continue to use AWWA period underwear every month to manage their period, and a further **23.7%** will use some of the time. **94.2%** of all donated pairs will continue to help individuals save money and reduce their impact on the planet.
- **74%** of respondents believe that AWWA make managing your period easier than other products and **84%** believe AWWA are good for the environment.

“Talking to the Head of the Physical Assistance Unit this morning. One of the caregivers mentioned in a meeting yesterday how they have had their lives transformed by the pants, the girl is blind and didn't like using pads but loves the pants and it has changed her life dramatically” (Hillcrest High School)

“I gave three pairs of your underwear to a young mum yesterday who is struggling with the pressures of trying to break the cycle of violence she has fled from with her little boy. We furnished their home and when she received your underwear she cried because she had wanted them for a while and could not afford them and knew that each month her money didn't have to be allocated to period products but instead could go back to feeding her and her son.” (Woven Earth)

IN 2021

MORE SUSTAINABLE PACKAGING

AWWA is always looking for ways to improve our packaging and in 2021 switched out our FSC card envelopes for home compostable packaging (with FSC card swing tag now attached to underwear).

The reason for this change was to reduce the overall volume of the final package. This means that our suppliers can now fit double the amount

of underwear into the same sized cardboard box. Reduced freight volume = reduced emissions.

AWWA uses home compostable courier satchels for all the orders that leave the warehouse. So make sure you put these in your compost bin!

SUSTAINABLE FABRICS

AWWA has launched a boxer brief using TENCEL™ branded modal fibres. We have switched all the nylon we use to recycled nylon and continually work alongside our manufacturers to ensure that the yarns, fabrics and trims used meet globally recognised standards

TRANSPARENT SUPPLY CHAIN

We have nothing to hide which is why we have our full supply chain visible to all our customers on the website.

We want you to know exactly where your AWWA underwear came from.

LIVING WAGE ACCREDITED EMPLOYER

AWWA became a living wage accredited employer in August 2021. This means that all our employees are paid above the current living wage rate of \$23.65 (announced April 2022, to be implemented September 2022).

We want all of our staff to feel valued for their hard work and commitment to AWWA so becoming living wage accredited was a no brainer. This means our staff earn enough money to live with dignity, and provide for their whanau.



IN 2021

AWWA has prevented 23 million single-use period products from ending up in landfills and waterways in New Zealand and around the world.

WASTE REDUCTION

Approximately half of the world's population gets a period. They will menstruate for approximately 5 days every month for 40 years. This equates to 2,400 days, or 6.5 years. During this time each individual will use between 7,000-15,000 single use period products (if there is no alternative).

In 2018 over 5.8 billion single use tampons were purchased in the USA alone. Every single one of these tampons is in a landfill or waterway in the US, and will take up to 500 years to breakdown.

- A regular tampon weighs approx. 1 gram and holds approx. 6ml (6gram) of blood. (7 grams)
- The wrapping and tampon applicator add an additional 1 gram. (8 grams per pad or tampon)
- If the average menstruator uses 20x pads or tampons per month this equates to 160g of single use period waste. Multiply by 12 months = 1.92 kg waste.
- **Over 40 years of menstruating the average individual creates 76.8kg of single use period product waste.**
- Single-use period products are made with plastic, meaning they can take up to 500 years to breakdown in our landfills.

By 15th June 2022 AWWA has prevented 23 million single-use period products from ending up in landfills and waterways in New Zealand and around the world.

This number continues to grow every day with new customers making the decision to move to a more sustainable period product.

Each month AWWA customers are preventing almost 1 million single-use period products ending up in landfill.



IN 2021

WASTE REDUCTION

FY	New Customers	Existing Customers	Total customer base	Single Use per person per FY***	Landfill Prevented
18-19 Year 0	934	800**	1,734	120	208,080
19-20 Year 1	7,950	1,734	9,684	240	2,324,160
20-21 Year 2	16,161	9,684	25,845	240	6,202,800
21-22 Year 3	21,115	25,845	46,960	240	11,270,400
22-present* Year 4	2,439	46,960	49,399	60	2,963,940
Total Landfill prevented by AWWA					22,969,380

* Present = June 15 2022

** Kickstarter customer base

*** Year 0 = 6 mo, Year 1-3 = 12mo, Year 4 = 3mo, 20 single use items a month (av.) x 3 = 60, x 6 = 120, x 12 = 240

IN 2021

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The United Nations' Sustainable Development Goals are a collection of 17 global goals designed to be a blueprint to achieve a better and more sustainable future for all.

AWWA is committed to a number of these goals, and these sit at the heart of our decision making.

SDG #5 Gender equality

- Women and those who menstruate should not miss out on education and work opportunities due to a lack access to period products. AWWA is committed to donating 2% of annual revenue by way of product donations to ensure those most in need are supported and able to remain in employment and education.

SDG # 10 Reduced inequalities

- AWWA is working to change the narrative around periods -as for the past 100+ years menstruation has been clouded by shame and secrecy. By decolonising our periods and exploring the values and beliefs that menstruators once held, we can work to erase the effects of a legacy of menstrual shame that has been passed down to us.

SDG #12 Responsible consumption and production

AWWA uses recycled and organic materials, and those that have been certified as being free from harmful chemicals. AWWA is committed to substantially reduce waste generation through prevention, reduction, recycling and reuse.

