

Impact Report

2022-2023

A MESSAGE FROM EMILY

Impacts aren't always easy to quantify. But we're proud to share our work with our stakeholders - even if progress seems slow or goals take longer than a year to reach.

SMALL BUSINESS, UNIQUE CHALLENGES

Haptic Lab is a tiny company by any measure. We have just two full time employees. Despite our size, we leverage our business to change policy at the state and local level, championing legislation that supports climate justice and the reduction of plastic waste.

The only reason we're able to take on this advocacy work is through the support of the B Corp community of businesses, consultants like Manpreet Kalra of Art of Citizenry, and YOU. Though our charitable giving has decreased along with our revenue in the past two years, we remain committed to creating sustainable, long-term solutions for positive economic and environmental impact locally and in the artisan communities we co-create with.

IMPACT SNAPSHOT

311

Signatures to our [change.org](https://www.change.org) petition to change PA Toy Law

4.87

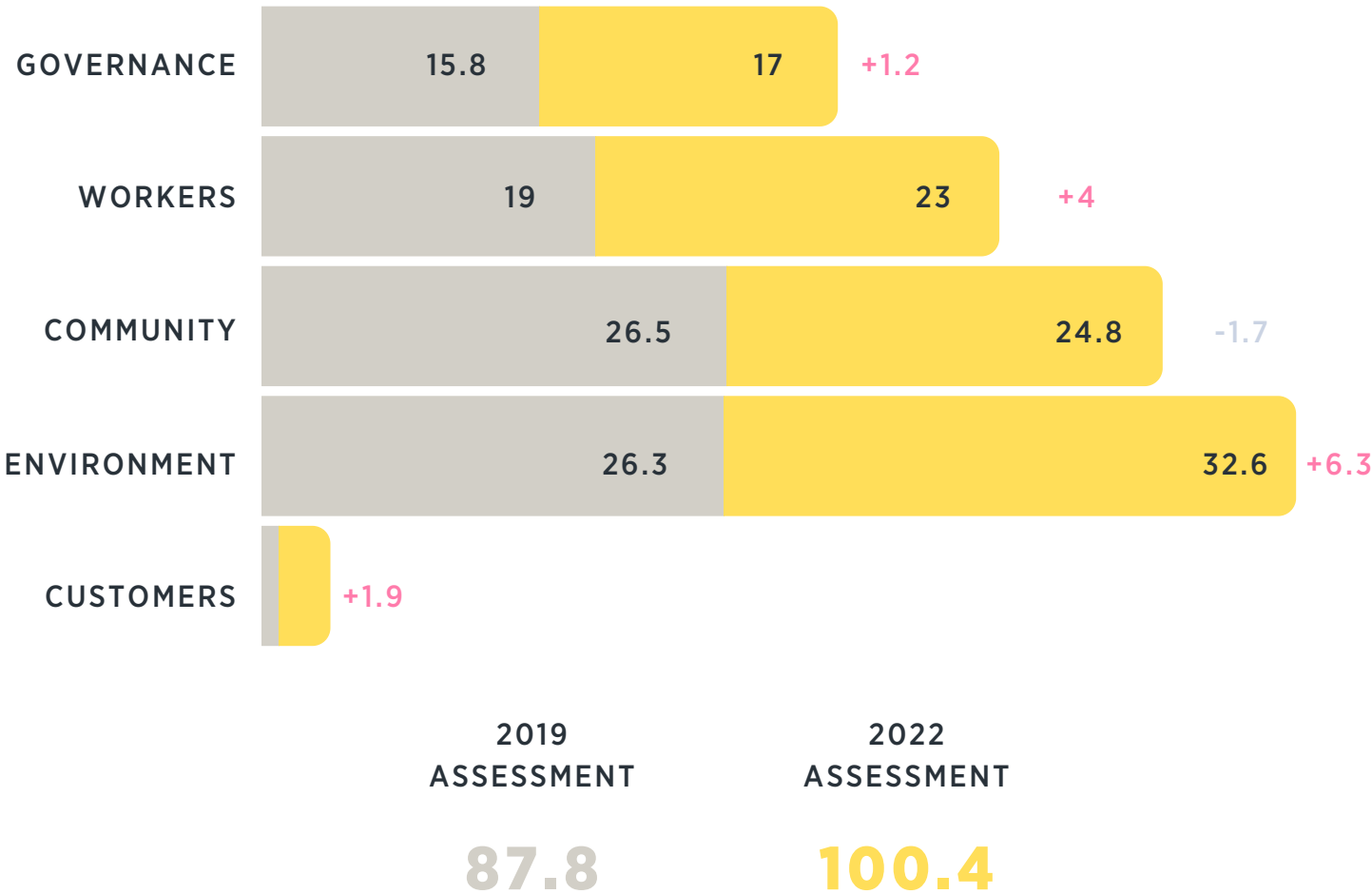
Average customer review rating on public feedback channel

12.6

Points improved on our B Corp Re-assessment

**B CORP
CERTIFICATION**

Every three years we put our business under a microscope when we undertake the rigorous recertification process with B Lab. The B Impact Assessment takes months to complete and evaluates a company’s practices and outputs across five categories: governance, workers, community, the environment, and customers. In 2022, we worked with researcher and consultant Helen Waters to measure every aspect of our business. Our score improved by 12.6 points, placing Haptic Lab in the top 20% of all Benefit Corporations.



PROJECTS

DETAILS

OUTCOME

Star Stuff-ies

Haptic Lab is lobbying the Pennsylvania state legislature to update an old law from 1961 that mandates all stuffed toys be made with virgin polyester, leading to over 1 billion tons of plastic waste annually. Our goal is to have recycled materials included in a new law.

- Created viral campaign via social media and [change.org](https://www.change.org) petition
- Coalition building with major manufacturers like Maileg and IKEA, working towards larger [business sign-on letter](#)
- Work with local news media to further lobby PA state politicians

CLCPA Hearings

Along with Seventh Generation, we attended public hearings and submitted testimony, ensuring \$15 billion of state funds would be allocated to the CLCPA budget.

- Attended the May 2022 Brooklyn hearing and gave written and oral testimony
- Highlighted the Retrofit and Electrification Readiness Fund in support of our neighbors in local NYCHA housing

Mission Building with Art of Citizenry

Worked with Manpreet Kalra to define and clarify our company mission, vision and values.

- Added comprehensive documentation to our website to outline our specific commitments to artisans, customers and one another.

Organic Cotton

With assistance from our social impact advisor, we have begun to phase out GOTS certified cotton from our supply chain due to widespread fraud reported by the [New York Times](#) and others.

- With our partners, we are developing “clean cotton” that follows all GOTS requirements for milling and finishing.
- We will continue to lobby GOTS to ensure traceability is reliable in future certifications and inspectors are held to higher standards

Thank you
to all our customers
and supporters.

One of the most important updates we made this year was the addition of a visible, public feedback channel in the form of online product reviews and customer questions. With 157 reviews and counting, we actively listen - focusing on what aspects of our work matter the most to our stakeholders.

hapticlab.com

