



IMPACT REPORT 2021





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WOW, WHAT A YEAR 2021 WAS...

The year of COP26, continued COVID disruption to people's lives and business supply chains. But also the year when huge numbers of people started to make better choices every day, contributing to positive social and environmental impact.

For Bower Collective and our community, now more than 140,000 people, 2021 saw us make tangible progress towards our vision - a world without plastic waste in which everyone can enjoy a more sustainable life.

The headlines for us - our first Bower Beach Clean in Cornwall. Winning the Marie Claire Sustainability Award for our reusable packaging system. Full B Corp certification to confirm our commitment to the very highest standards of ethical and responsible business.

We've made a big impact, **eliminating 14,237 kg of plastic waste** from ending up in landfill or the natural environment, and **helping to protect 49,077m² of endangered seagrass**.

As we said last year, one of our mantras at Bower is that sustainability is a journey, not a destination. Each and every day we strive - through innovation and dedication - to keep getting better.

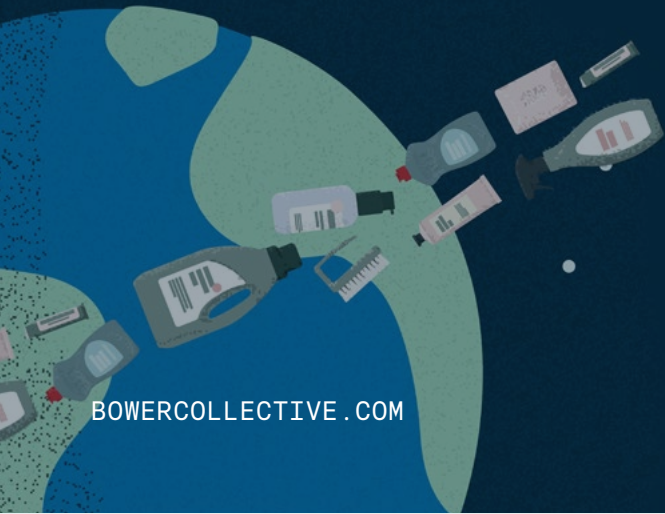
Thanks for being part of the Bower journey, we hope you enjoy our 2021 Impact Report!

Nick Mansons



TRACKING OUR IMPACT

We continued to achieve significant impact in 2021, with our primary focus still being the reduction of waste through our reuse and refill system and overall mission to eliminate single use plastics from our customers' homes. We also continued our active support of the Marine Conservation Society and their seagrass protection work. Our attention is now turning to reducing our carbon impact.



22,544 KG ALL TIME
14,237 KG IN 2021

PLASTIC WASTE SAVED FROM LANDFILL
 - THAT'D BE 76,602 METRES IF YOU LAID IT ALL OUT END-TO-END!

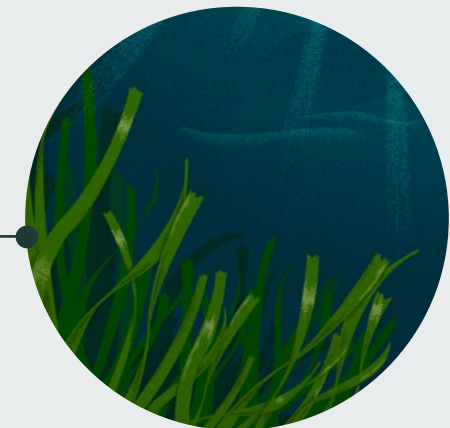


163,782 L ALL TIME
88,400 L IN 2021

TOXIC CHEMICALS REMOVED FROM THE WATER SYSTEM THROUGH OUR NATURALLY DERIVED, NON-TOXIC PRODUCTS

74,404 M² ALL TIME
49,077 M² IN 2021

SEAGRASS SAVED IN PARTNERSHIP WITH MARINE CONSERVATION SOCIETY



SORTING THE FACTS FROM THE MYTHS

In the run-up to COP26 (November 2021), Boris Johnson made an astonishing admission.

Answering children's questions, he said that plastics recycling is broken, and that it was a "mistake" to think society can recycle its way out of the problem, saying "it doesn't work".

Well, whatever you think of the PM and his loose relationship with the truth, he's called that one right! At Bower Collective, our core mission is to help our customers eliminate plastic waste and create a more sustainable world. We achieve this through selling a range of plastic-free products and also shipping our core Bower range in our reuse and refill packaging system.

From time to time we get asked questions either along the lines of: "But hang on, I recycle all my household plastics, so why is it any better to use your refill system when all my products are recyclable anyway?"

That's a very reasonable question to ask! The answer, as you might expect, is more complex.

When we were designing all of our products and packaging before we launched Bower, we went deep into the murky world of recycling. What we discovered there was pretty shocking - in summary, the system is truly broken.

We stand by our founding mission, that there needs to be a better way to consume products. You may have heard of the waste hierarchy (*right*).

Reusing materials is infinitely better than recycling, particularly if you design a system where you minimise the risk of materials falling outside of your control. We know our system isn't perfect but we guarantee that 100% of the materials we ship to you, our customers, will be reused or properly recycled with our specialist partner.

As always we are open to the conversation, and happy to share our data sources and deeper thinking. We don't want to discourage you from recycling, far from it! But it does help to be equipped with the facts so we can all make better choices every day.

REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

DISPOSE

When a brand says an item is 100% recyclable, it doesn't mean much. Just because it can be recycled doesn't mean it ever will be!

PROPORTION OF PLASTIC WASTE RECYCLED



46%

THE UK GOVERNMENT CLAIMS THAT 46% OF UK HOUSEHOLD PLASTIC WASTE IS RECYCLED.

10%

10% ACTUALLY GETS RECYCLED. MOST OF THE WASTE IS EXPORTED, SENT TO LANDFILL OR INCINERATED.

PLASTIC WASTE EXPORTS

46%

TURKEY

12%

MALAYSIA

7%

POLAND

THE TOP THREE COUNTRIES FOR UK WASTE EXPORTS ARE TURKEY, MALAYSIA AND POLAND. ALL THREE HAVE VERY LOW RECYCLING RATES AND SERIOUS PROBLEMS WITH WASTE BEING ILLEGALLY DUMPED OR BURNED.

THE FUTURE OF REUSE AND REFILL HAS ARRIVED



INTRODUCING BOWERPACK™: OUR NEW REUSABLE PACKAGING FOR 2022

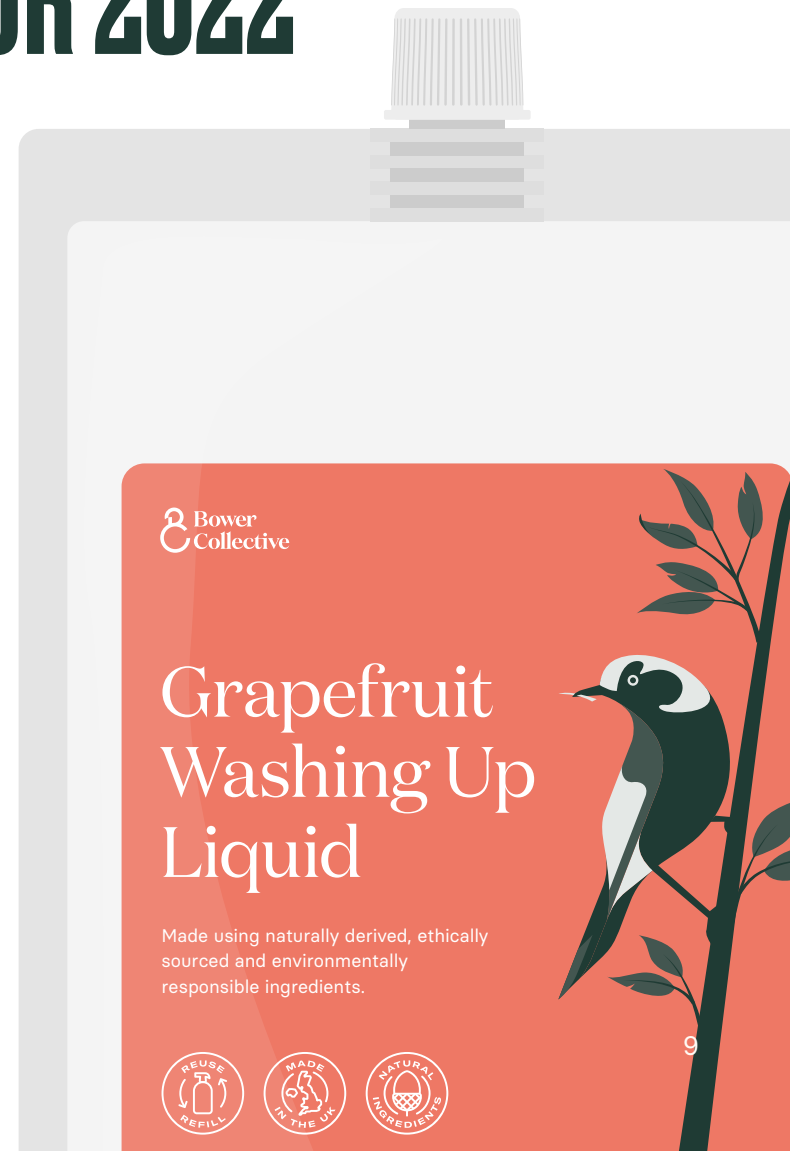
Central to our mission is eliminating the waste coming out of your home. When we first launched we were washing and reusing the packaging, however we quickly discovered that this was both technically challenging and neither environmentally or economically scalable.

Full reuse has always been our goal and, with the support of funding from Innovate UK, we are very excited to have launched our new BowerPack™ packaging.

BowerPack™ includes our proprietary one-way valve technology, allowing the product to be fully dispensed without air or contaminant entering the pouch. When it gets back to our refill centre, it is put through a QA process and then filled with exactly the same product.

Each refill pack also has a unique digital ID which means we can track exactly which batch of product has been in the pouch. It also allows you - the customer - to scan the pouch when it arrives with your latest delivery, and it will tell you how many times that pouch has been used and how much plastic waste and carbon has been saved.

In the design phase, we conducted an LCA (Lifecycle Analysis) to assess how much more carbon efficient our system is versus single use disposable packaging. The great news is that even one cycle is already more carbon efficient, and if we hit our goal of using each pack at least 10 times, then our system is 90% more efficient than the single use equivalent.



THE BOWER SYSTEM COVERS ALL HOME AND PERSONAL CARE CATEGORIES

90% MORE CARBON EFFICIENT THAN SINGLE USE PACKAGING

ALL POUCHES HAVE A UNIQUE DIGITAL ID SO WE TRACK THEM THROUGH THEIR LIFECYCLE



ONE WAY VALVE ENSURES GREAT CUSTOMER EXPERIENCE AND NO AIR OR CONTAMINANT ENTERING THE POUCH

DIGITAL PRINT WITH QR CODE FOR INGREDIENTS AND PRODUCT INFORMATION REDUCES PACKAGING WASTE

ALL POUCHES ARE PROPERLY RECYCLED WITH OUR SPECIALIST PARTNER AT END OF LIFE

PEOPLE AND PLANET FIRST



PEOPLE AND PLANET FIRST

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BECOMING A B CORP

Our mission at Bower is to build the world's leading digital-first sustainable consumer goods company. We want to be true to our mission and build a successful business that delivers real change in the world. In order to do this, we wanted to align to what we - and many - regard as the highest global standard for ethical business - B Corp.

In order to achieve certification as a B Corporation, we had to meet rigorous social and environmental standards which represent our firm commitment to goals outside of shareholder profit, putting people and planet first.

We began the process in early 2020 and are delighted to announce that as of November 2021 we are now a fully certified B Corp! It has been a long road with forensic detail applied to every aspect of our business, supply chain and wider operations.

The great thing about B Corp is that not only is it legally hard coded into our DNA via our Articles of Association, but it also provides us with a robust framework for keeping every aspect of our social and environmental responsibility to the highest standard as we grow.

We join a global community of over 4,500 businesses, including the likes of Patagonia, Abel & Cole, The Body Shop, etc - all sharing a deep commitment to purpose-driven business with a focus on creating impact at scale.

We are delighted to share this news with you, our community, because really you are the reason we do this, and it is your relationship with Bower, your passion for our products and our mission, that drives us forwards every day. Let's celebrate becoming a B Corp together!

**AS OF NOVEMBER 2021
WE ARE NOW A FULLY
CERTIFIED B CORP!**

BOWER AND THE UN SUSTAINABLE DEVELOPMENT GOALS

As we've been developing our strategy, we've been looking at how our impact and our commitments to people and the planet can help and support and deliver the UN Sustainable Development Goals - SDGs. We identified three main goals that we actively contribute towards.



This goal is focused on being more efficient with our resources as a society, doing more with less and creating circular business models where possible, primarily through our reuse and refill system. This is at the heart of Bower's business model.



This is one of our main goals at Bower. One of the key challenges facing the oceans is the plastic waste crisis, which our business sets out directly to address.



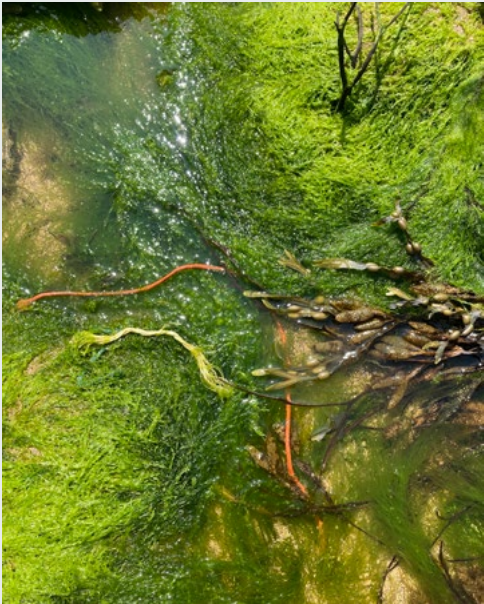
It is no secret that to achieve the goals we have for the planet and our society we must work together. Bower may be a small business in a world with large problems, but we believe through collaboration we can achieve a lot. Whether it's becoming a B Corp or forming meaningful partnerships with charities that dream of the same world we do - we are always looking for opportunities to maximise our impact.



PEOPLE AND PLANET FIRST



BOWER BEACH CLEAN, JULY 2021



To raise awareness for Plastic Free July, the Bower team organised an official Bower Beach Clean in July 2021! We headed to the beautiful Sandymouth Bay Beach in Cornwall - an initially pristine looking beach that quickly uncovered a different story.

What did we find? Sadly - plastic, plastic and more plastic. Huge pieces of plastic (a fridge door and a broken lobster trap), plastic bottles, food wrappers, plastic ropes tied in knots around the wildlife. Not to mention endless microplastic fragments.

We completed the Marine Conservation Society's beach clean survey to record the data of all that we collected. This data is used to inform government policy on the issue of litter.

At Bower, we believe that there is a better way to consume products - a way that doesn't see the packaging washed up on our beaches and endangering marine life. Thanks to our closed-loop system, every refill pouch returned to us is reused and then properly recycled by our specialist partner.

It didn't take long to collect 5 large bags - or 390 individual pieces - of plastic.



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And because we are passionate about protecting our oceans, we protect 1m² of seagrass with every Bower purchase thanks to our charity partners, the Marine Conservation Society. It's just another way of saying we want to leave the world better than we found it.

Plastic is by far the worst offender when it comes to beach littering

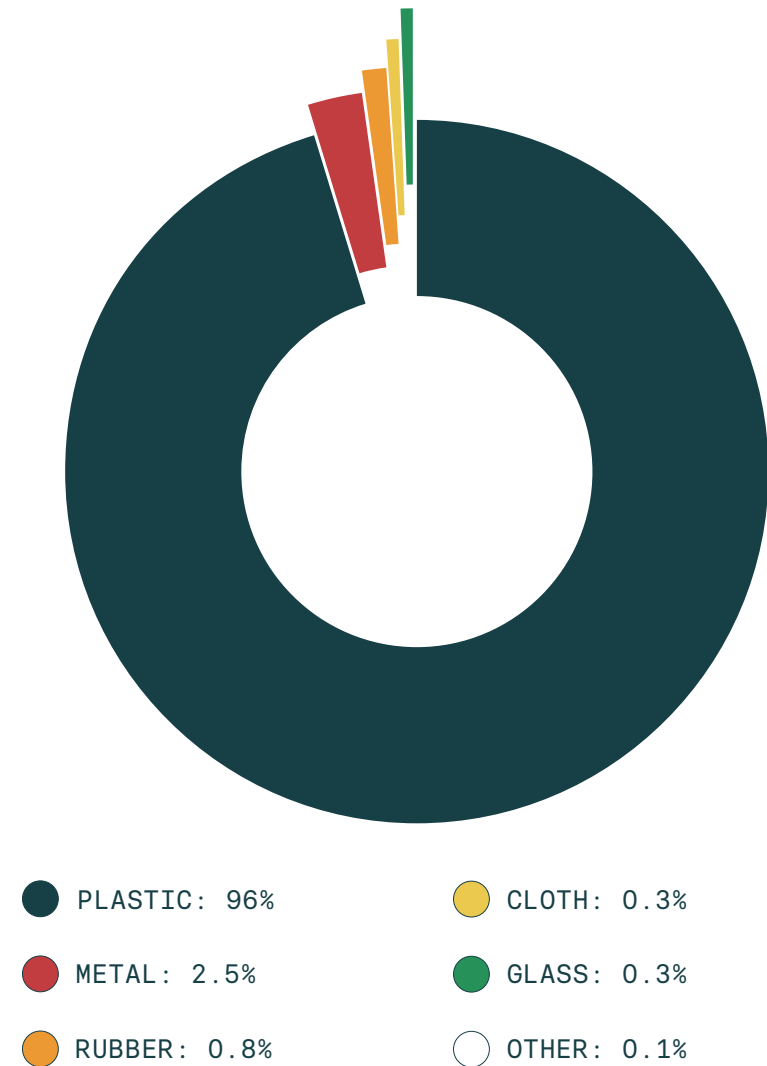
Plastic associated with fishing was evidently a huge problem. We found 145 pieces of plastic cord and 70 tangled nets within a 200m stretch of beach.

Fishing plastic is extremely dangerous to wildlife as it is designed for the purpose of catching and killing sea life. Sadly this can extend to animals not intended for capture, as globally, '100,000 marine mammals die every year as a result of plastic pollution. This includes whales, dolphins, porpoises, seals and sea lions'(1).

Other items that we found were clearly plastic packaging originating from household cleaning products.

This packaging is often single-use plastic and ends up in our natural environment when failed by our recycling systems.

MATERIALS COLLECTED





UK
marieclaire
SUSTAINABILITY
AWARDS
WINNER 2021

WINNING THE MARIE CLAIRE SUSTAINABILITY AWARD

We are thrilled to share that in July 2021 we were announced the winner of the first ever Marie Claire Sustainability Awards for the Best Sustainable Design and use of materials! This fantastic award was in recognition of our innovative and unique closed loop reuse and refill packaging system. The Marie Claire Sustainability Awards celebrate brands that are making a positive difference in the world and we're proud to have won for this reason.

“Bower Collective is truly shaking up how we shop for our homes and ourselves.”

Entries were judged by over 40 of the world's leading experts in sustainability. Brands were judged on their sustainable innovation, disruptiveness and uniqueness in the market, as well as their environmental accreditations and end to end sustainable practices.

The judges recognised that “Bower Collective is truly shaking up how we shop for our homes and ourselves.” So we want to share this award with you, our community as you guys make it happen by being part of the Bower mission and returning your packaging to us!

Recognising that sustainability starts in the home and that it's the small, everyday choices made by individual households that leads to big change, we're delighted that Marie Claire has identified Bower Collective as a sustainability trailblazer in the home and personal care market.



PlanetMark

PLANETMARK: MEASURING OUR CARBON IMPACT

In 2022 Bower will be completing the Planet Mark certification process, Planet Mark verifies and measures carbon and social data to reduce emissions and achieve the UN Sustainable development goals.

We will be using all the data we have collected in 2021 as a benchmark for this process. This includes looking at every part of the business from our co-working office space to every order delivered to customers and measuring the carbon impact of each process. Once this has been calculated we will then put a range of initiatives in place to reduce our carbon output to be carbon negative by the end of 2022.

BUILDING THE COLLECTIVE

Central to our strategy is developing a community of highly engaged conscious consumers around our brand - that's you! At the time of writing we have over 140,000 people in our community, directly engaging with our mission and products and making strong commitments to creating a more sustainable world.

We want you to join The Collective and let your voice be heard; whether it's busting recycling myths, challenging the big FMCG brands about their single use plastic footprint, or helping us develop the world's best sustainable household products through our product development community.

Whether you'd like to receive behind-the-scenes Bower updates straight into your inbox, or take part in our next Bower Beach Clean, there are plenty of ways to get involved in our mission to create positive and lasting change for our planet.

Thanks so much for your continued support for the Bower mission. We couldn't do it without you - the future looks brighter already!

Nick, Marcus and the Bower Collective team

Nick Mansons





SOURCES

'[The UK's recycling system] appears to have evolved into a comfortable way for the government to meet targets without facing up to the underlying recycling issues. The government has no evidence that the system has encouraged companies to minimise packaging or make it easy to recycle. And it relies on exporting materials to other parts of the world without adequate checks to ensure this material is actually recycled, and without consideration of whether other countries will continue to accept it in the long term.'

National Audit Office, July 2018 - 'The packaging recycling obligations' www.nao.org.uk/report/the-packaging-recycling-obligations/

Greenpeace "Trashed" Report, April 2021.

Eunomia Research & Consulting (2018) 'Plastic packaging: Shedding light on the UK data' www.eunomia.co.uk/reports-tools/plastic-packaging-sheddinglight-on-the-uk-data/ p8

RECOUP (2020) 'UK plastics reprocessing capacity needs to double by 2022' 21 August 2020 www.recoup.org/news/8052/uk-plastics-reprocessing-capacity-needs-to-double-by-2022.

**“BOWER COLLECTIVE
IS TRULY SHAKING
UP HOW WE SHOP
FOR OUR HOMES
AND OURSELVES.”**

2021 Winners of the
Marie Claire Sustainability Award

