



Bower  
Collective

# Our impact in 2023



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# Contents

- Introduction & founders’ message 3
- Bower in numbers 5
- Sustainability strategy 6
- Carbon impact 9
- Ingredients 11
- Awards 12
- Conclusion 14





# Welcome to our impact report

Welcome to our 2023 Impact Report, celebrating a year in which we made even more positive progress in our mission to transition the consumer goods category to a plastic waste free, low carbon future.

The macro environment remained challenging - not just commercially but also at an environmental and regulatory / legislative level.

COP28 was controversially hosted in the petrostate of the UAE, with still no formal agreement on phasing out of fossil fuels (unsurprisingly given the vested interests of the host nation). In the UK, the long-awaited EPR legislation (Extended Producer Responsibility for packaging waste) was delayed by another year, the latest in a series of delays and provarication from the government.

Despite this backdrop, here at Bower we remained laser-focused on our mission and made positive strides across our strategic plan. In this report we highlight the major roll-out of our BowerPack™ reusable packaging system and the considerable progress we achieved around understanding and improving our carbon impact.

We were delighted to score a hat-trick and win the Marie Claire Sustainability Award for the third year running. At the very end of 2023, we also won a place on the prestigious Tech Nation Climate Accelerator, testament to our leading role within the impact startup ecosystem.

Awards are all good and well, but the people that matter most to us are you, our Bower customers. Let's hear from Bower customer Pam.







“With growing awareness that we are destroying the planet, Bower Collective is at the forefront of companies helping us to make responsible commitments that go some way to redressing the imbalance. They help us to take responsibility by selling products that are good for the environment.”

**Pam, Bower customer**





We saved

**106,000**

kilograms of plastic waste



... equivalent to

**7,500,000**

single-use plastic bottles



We offset a total of

**681,000**

kilograms of CO<sub>2</sub>



Compared to single use,  
BowerPack™ reusable packaging is

**77%**

more carbon efficient



Across the UK

**110,000**

households are now reusing  
and refilling with Bower



We're working with CleanHub in  
rural Indian communities to remove

**20,000kg**

of ocean-bound plastic



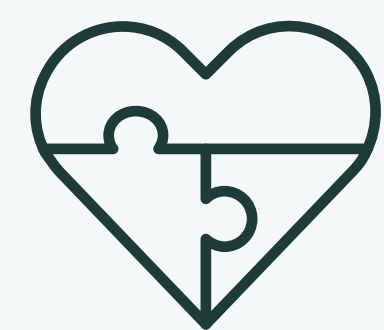
# Our strategy is focused on four core areas:



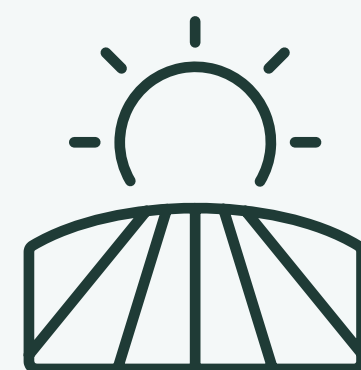
**The elimination of plastic waste**



**The reduction of carbon across all areas of our business**



**Developing transparent and ethical supply chains**



**Natural, non-toxic ingredients in all our products**

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

**Goal 12: Responsible consumption and Production**

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.



**Goal 14: Life Below Water (keep the oceans clean)**

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.



**Goal 17: Partnership for the goals**

Whether it's becoming a B Corp or forming meaningful partnerships with organisations like CleanHub that dream of the same world we do - we are always looking for opportunities to maximise our impact.





# Our north star: eliminating plastic waste

2023 saw us roll out our BowerPack™ reusable packaging system at scale, having piloted, tested and refined throughout 2022. To date we've saved over 106,000 kgs of plastic waste from landfill and incineration, the equivalent of more than 7.5 million single use plastic bottles.

During the year we worked on improvements to the spout design - allowing for a better “no-drip” user experience when refilling dispensers.

We also made lots of technical improvements in terms of the hardware and software. For instance, in the latter part of 2023, we invested in a new automated pouch filling system, which is now operational in our Refill Centre.

Finally we invested in a partnership with CleanHub to expand our mission and directly support waste-picking communities in rural India who are removing ocean-bound plastic waste.

CleanHub plans to prevent 50% of new ocean plastic by 2030. Unlike alternative approaches that are focused on recovering plastic once it is already in nature, CleanHub is stopping it from getting there in the first place.

Bower, with CleanHub, are supporting the Green Worms Waste Management project based in rural Kerala, South India. They employ 335 local Keralan people to collect non-recyclable household waste directly from households before it enters landfill or the natural environment.





**“To date we’ve saved over 106,000 kgs of plastic waste from landfill and incineration, the equivalent of more than 7.5 million single use plastic bottles.”**

**“We also invested in a partnership with CleanHub to expand our mission and directly support waste-picking communities in rural India.”**



# Reducing our carbon impact

The climate crisis is escalating and it's everyone's responsibility to become sustainability stewards. Reducing our carbon impact and creating clear goals around carbon cutting are key to supporting the reduction of carbon emissions.

At Bower we are extremely committed to cutting our carbon footprint. In 2023 we offset our entire supply chain emissions for 2022, this includes Scope 1, 2, & 3 with Climate Partner.

## In 2023 we became:

- Climate Pledge Friendly on Amazon
- Carbon Neutral Business - 3 years running
- Carbon Neutral Products



Bower is committed to reducing the CO<sub>2</sub>e per Consumer Unit sold by 90% (vs a baseline in 2022) by 2040.

Until then, Bower will continue to offset.



# Beyond offsetting

Refill & Reuse are key to reducing carbon - beyond carbon offsetting we are committed to:

**Continuous innovation** across our packaging and products to cut our carbon footprint.



**Optimising BowerPack™** to get the most reuses we can as every cycle stops high-carbon, virgin single use plastic entering the market.

**Formulation and manufacturing improvements** to constantly reduce carbon within our supply chain.



# Developing natural, non-toxic ingredients



## All our fragrances are biodegradable

Although you'd have thought that was obvious, there are actually very few commitments from the fragrance industry for what happens at the end of life of a fragrance. What we are sure of is that our fragrances biodegrade.



## We are committed to naturally derived ingredients

Bower Collective remains committed to using naturally derived ingredients across all of our products. That means that our ingredients are made from 99% renewable plant-based ingredients, not from crude oil.



## Making the most from solar power

We preferentially source our products from factories that run on solar power



## 100% bamboo

All our paper products (Toilet Tissue and Kitchen Roll) are 100% Bamboo reducing the impact on deforestation and removing the need for the use of pesticides.



# Bower Collective has scored a hat trick!

We've won the Marie Claire Sustainability Awards for the third consecutive year. We must be doing something right as in September 2023, Bower were announced as the proud winners in the "Eco-friendly cleaning" category.

Rob Green, co-founder of COAT Paints and Sustainability Awards judge, said "Great to see the impressive closed loop offer, attention to detail and transparency on ingredients and chemicals, combined with a broader reach into community initiatives. [Bower Collective] truly is ticking all the eco boxes".

We were also delighted at the end of 2023 to be selected to join Tech Nation's prestigious Climate Programme for 2024! This is a fantastic opportunity for us to be a part of a community of innovative climate tech companies that are revolutionising the fight against climate change.

Tech Nation's Head of Climate, Sammy Fry said: "This is the year of climate tech adoption. We are experiencing an inflection point, where solutions are slowly approaching cost parity across multiple sectors and environmental regulations are being enacted. Through the Climate Programme, we want to ensure we support this group of climate startups to reach scale and ensure their solutions are being adopted by the masses."



marie claire<sup>UK</sup>  
SUSTAINABILITY  
AWARDS  
2021, 2022, 2023



 **TECH NATION**  
CLIMATE



“Great to see the impressive closed loop offer, attention to detail and transparency on ingredients and chemicals, combined with a broader reach into community initiatives. [Bower Collective] truly is ticking all the eco boxes”

**Rob Green**  
Marie Claire Sustainability Awards judge





# With each year that passes, we endeavour to push deeper into our sustainability mission.

In 2023 we tackled our carbon footprint head on in our work with Climate Partner, setting out our targets, commitments and roadmap for becoming a deliberately low carbon business - a real outlier in the consumer goods industry.

Our other major development in 2023 and rolling into 2024 and beyond, is pushing into the physical retail environment and bringing our plug and play reuse system onto the shelves, making it even easier for consumers and retailers to reduce their plastic waste footprint.

We don't claim to have all the answers - but we know which questions to ask, and we are beginning to make material in-roads in a category (liquid consumer goods) that has huge systemic problems with waste and high carbon intensity.

As always, we prefer to leave the final word to you - our extraordinary Bower community which now numbers well over 200,000 people across the UK. Thank you as always - all we do is provide the opportunity with our products and service - you are the ones making the change in the world with the small decisions you make every day.

**Thanks,**

*Nick Mansons*

**Nick & Marcus**



**“Everything is at your fingertips.** The Bower website is easy to use and they offer the choice of subscription, which makes life easier. A wide range of good quality products. It’s good to know that when you send back your pouches that they are either being reused or recycled.

**An easy way to help the environment. Bower is my go-to brand in my efforts to help save the planet.”**

**Carole, Bower customer**

