

URTH

IMPACT REPORT
2020



Mission

Our mission

Support the new generation of creators.
Plant 1 billion trees by 2032.

Our vision

We exist to empower creators and make a lasting positive impact.

Guided by the belief that creativity can be a tool for good,
our vision is to support every step of the creative process —
from inspiration and creation to exhibition.

We plant trees with every product purchased to restore the
environment, minimise our impact and ensure a vibrant future
for the planet, our greatest source of inspiration.

[Learn more](#)



Business with purpose



Carbon neutral

We are certified carbon neutral for all aspects of the business. Our manufacturing, transport and operational footprint is offset through **One Carbon World**.



UN Climate Neutral Now initiative member

We signed the **Climate Neutral Now** Pledge to contribute to a climate neutral world by 2050, and report on our actions and achievements annually.



Lowering harmful chemicals

Our carry range manufacturer uses only **Bluesign**® vendors. Bluesign® is an independent chemical auditor that works with producers, manufacturers and brands to reduce harmful chemicals in the textile industry.



Independent audits

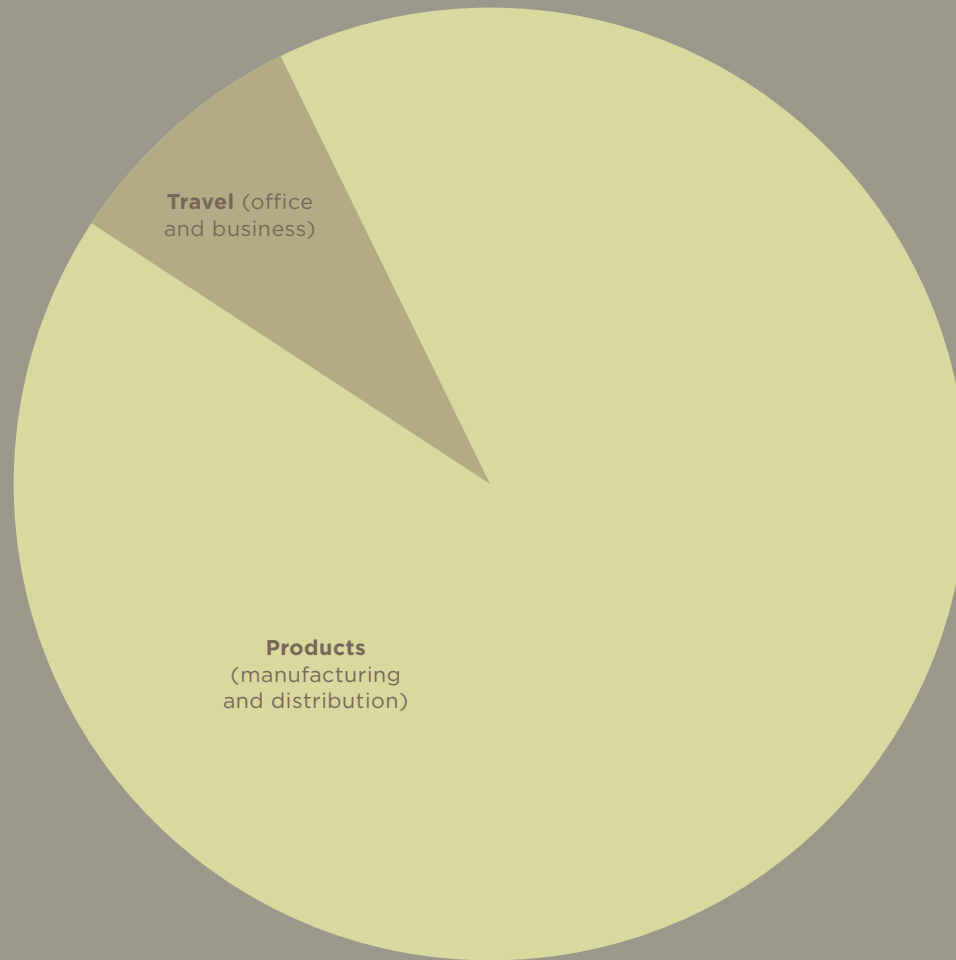
We engaged an independent sustainability auditor, **Thinkstep** Sustainability Consultancy, to do a thorough cradle-to-gate life cycle assessment using world-leading GaBi Software.



One Percent for the Planet member

As a **1% for the Planet** member, we commit to giving 1% of gross annual sales to an approved nonprofit tackling environmental issues.

Progress 2020



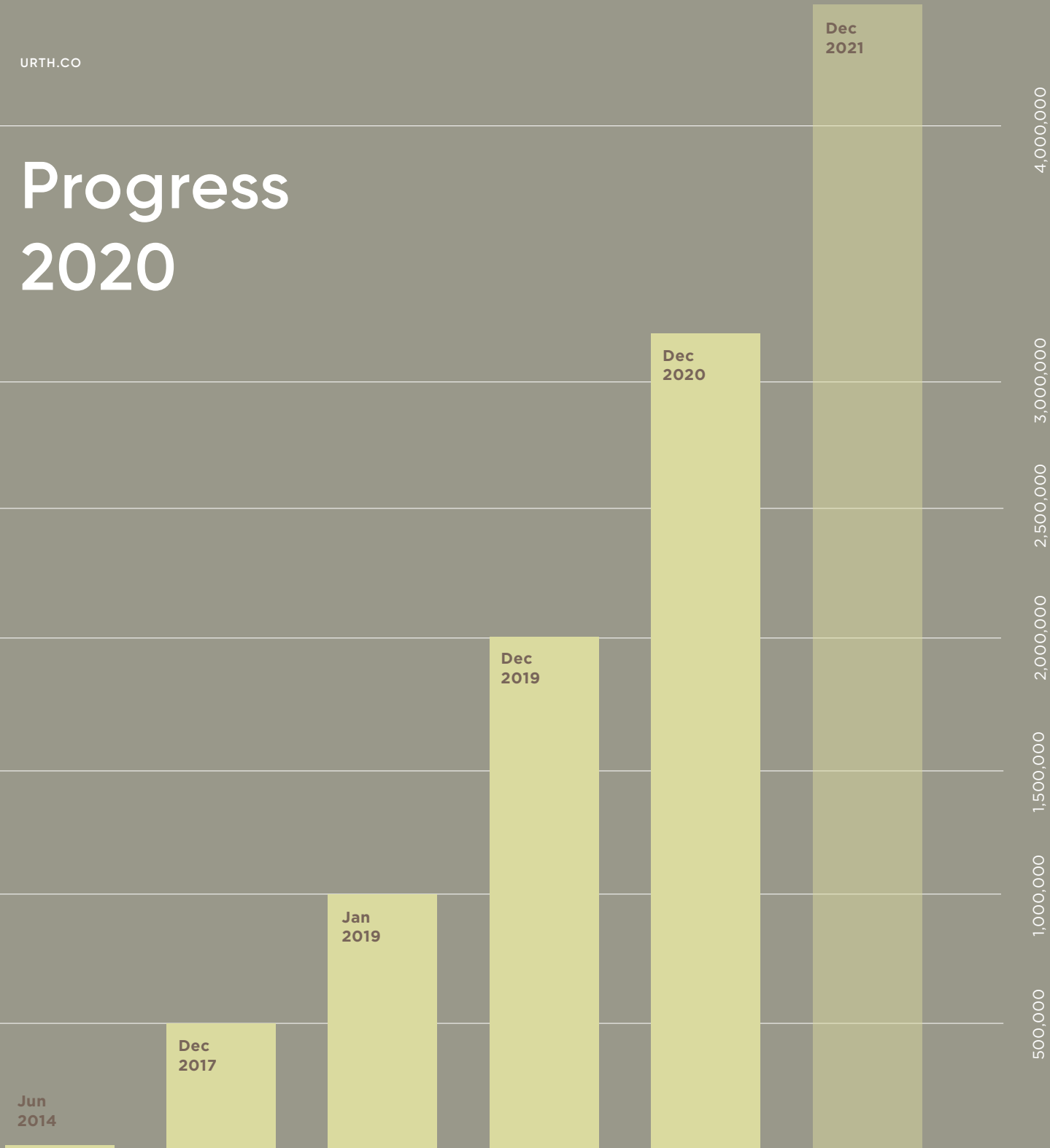
Our footprint

Urth's 2020 carbon footprint
= 705 tonnes of CO₂

We offset 706 tonnes with certified carbon credits through *One Carbon World*.

- **Products**
(manufacturing and distribution)
- **Travel** (office and business)

Progress 2020



Trees planted

Trees planted in 2020:
1,200,000

Total trees planted:
3,200,000

■ Trees planted

Progress 2020

What our impact looks like:



3,200,000

TREES PLANTED



39,360

TONNES OF CO2
SEQUESTERED/YEAR



32,000

DAYS OF
EMPLOYMENT
CREATED

Progress 2020



Positive milestones for the year:

- **Carbon Neutral Certified** — We became certified Carbon Neutral for all aspects of the business, including manufacturing, transport and operations. Our footprint is offset through One Carbon World.
- **LCA** — We engaged an independent sustainability auditor, Thinkstep Sustainability Consultancy, to do a thorough cradle-to-gate life cycle assessment on our products using world leading GaBi Software.
- **UN Climate Neutral Now** — We signed the Climate Neutral Now Pledge to contribute to a climate neutral world by 2050, and report on our actions and achievements annually.
- Continued our 1% for the Planet membership since 2014.
- Removed single-use plastic from our packaging so only recycled or compostable materials are used.
- Began using Gabi Software LCA tool in the design phase to help compare materials and select least impactful options.
- Hit 3,200,000 trees planted.

Community impact

Urth funds the Morangobe project, which provides 104 people with long-term employment to tackle the root cause of deforestation.

To help measure our impact, Eden Reforestation Projects have adapted a livelihood survey, LivWell, from the University of Michigan's FLARE lab.

Of the 32 people interviewed using our adapted livelihood survey within the Morangobe community, all participants saw an increase in wages by an average of 31%.



Products

We are continuously looking for ways to minimise our negative impact on the planet.

When we create new products, we search for low-impact materials and refine our designs to minimise wastage all while ensuring lifetime quality to keep our products out of landfill. We've also redesigned our packaging to use recycled materials, remove all plastics, and ensure it's recyclable too.



Product Impact

We undertake a life cycle analysis (LCA) on our materials and manufacturing processes to help guide decisions to lower the impact of our products. We can then understand each product's carbon footprint and calculate the net impact of each product after 5 trees are planted.

[Lens Filter LCA](#)

[Lens Filter Kit LCA](#)

[Lens Adapter LCA](#)

All Urth products must uphold our commitment to making a 10x net positive impact.

Products

Supply chain

In keeping with our mission, our manufacturer's Factory Code of Conduct defines standards for fair, safe and healthy working conditions, as well as environmental responsibilities to meet throughout the supply chain.

The code is based on internationally accepted good labour practices as well as Codes of Conduct published by industry leaders, which abide by International Labour Organization (ILO) standards and are found in the Ethical Trading Initiative (ETI) Base Code.

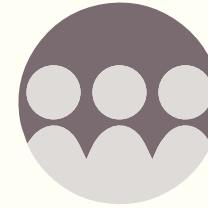
Our carry range manufacturer uses only Bluesign® Vendors. Bluesign® is an independent chemical auditor that works with producers, manufacturers and brands to reduce harmful chemicals in the textile industry.

Ethical Trading Initiative Base Code of Labour Standards include:



1

Employment is freely chosen



2

Freedom of association and the right to collective bargaining are respected



3

Working conditions are safe and hygienic



4

Child labour shall not be used



5

Living wages are paid



6

Working hours are not excessive



7

No discrimination is practised



8

Regular employment is provided



9

No harsh or inhumane treatment is allowed



Objectives

- **Commitment 1** – A minimum 10x greater positive impact through tree planting and upholding current certifications.
- **Commitment 2** – Lifetime warranty on all Urth products to keep them in use and out of landfills.
- **Commitment 3** – Make products using low-impact recycled materials and plastic-free packaging.

Objectives

Goal 1 – Send 20% of our stock via sea freight

Transport accounts for 31% of the investigated emissions. Switching from air freight to sea freight could reduce transport emissions by up to 95%.

How: Inventory management overhaul will allow us to ship more via sea freight. This process is underway and we aim to have this goal achieved by the end of 2022.

Goal 2 – Become B Corp Certified

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

How: We have sent in our initial assessment and are currently working through the certification process.

Goal 3 – Hit 4,500,000 million trees planted in the next year

How: Working towards our goal of planting 1 billion trees by 2032, we will continue to plant trees with every item sold and offer additional ways to plant trees through the website, social media etc.



A serene landscape featuring a body of water, likely a lake or a wide river, surrounded by lush green foliage. The water is calm with gentle ripples, reflecting the sky and the surrounding trees. In the foreground, there are branches with vibrant green leaves, some of which are slightly out of focus, creating a sense of depth. The background shows a dense line of trees under a clear, bright blue sky with a few wispy clouds. The overall atmosphere is peaceful and natural.

This is just the beginning.