

# Impact Report

2021



For the planet.  
For the people.  
For the future.

# The future is ours to create.

Since the beginning,  
our commitment has been  
to creators and the Earth.

Because we believe creativity  
is at the core of how we face  
challenges and change our  
path for the better.

As a team of creators, we  
feel it is our responsibility  
to be part of the solution,  
both in how we operate as  
a business and the impact  
we leave behind.

From the materials  
we choose to the trees we  
plant, every decision at Urth  
is guided by four principles –  
**Purpose, Planet,**  
**People** and **Progress**.

This Impact Report  
details our commitments  
to these principles over  
the past year and the  
work that lies ahead.

[Learn more](#)



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# Purpose

To have a purpose  
is to have a future.

We're here to support  
creators and the Earth –  
so that both may have  
a better tomorrow.



# Purpose

## PAST GENERATIONS –

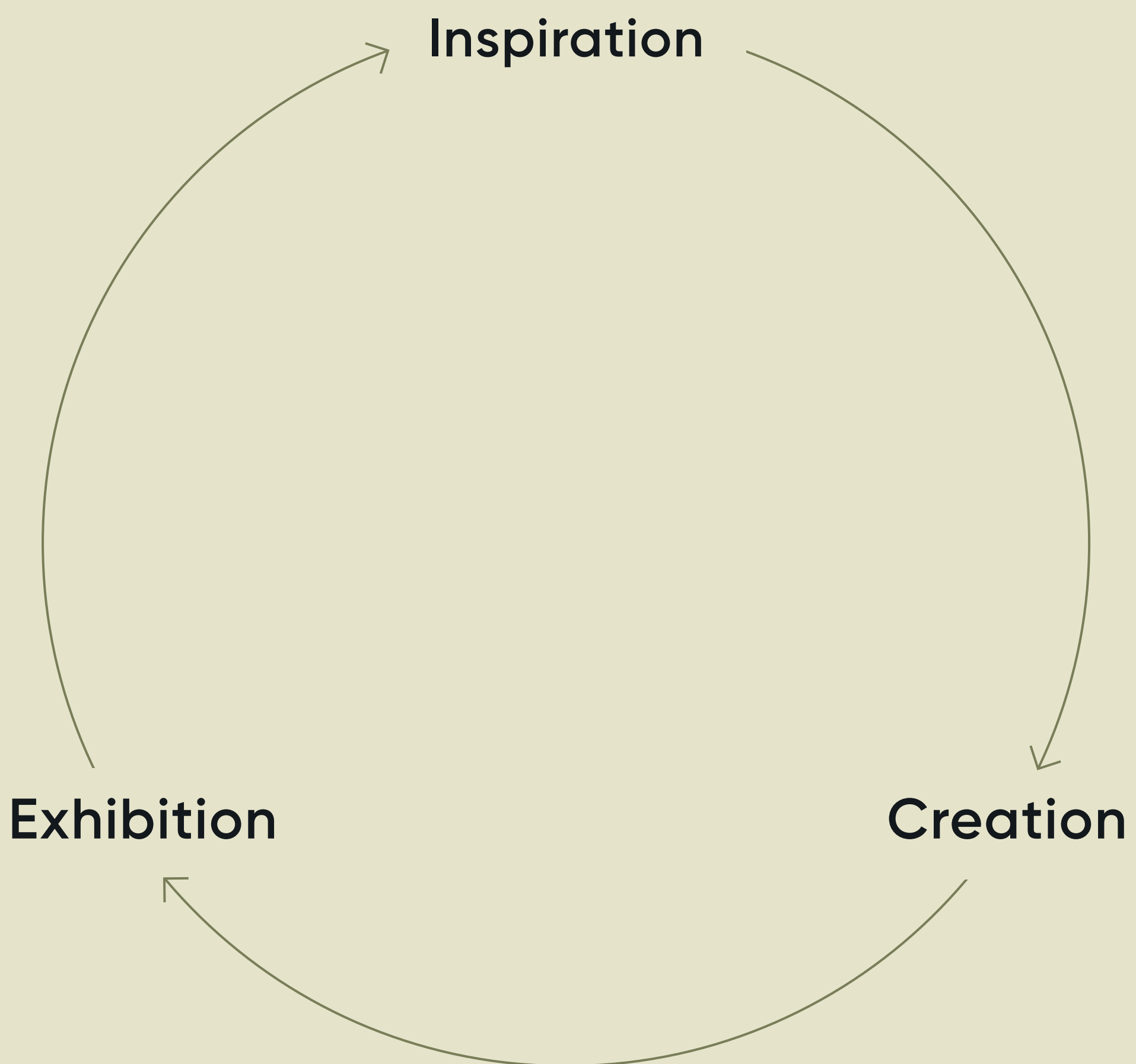
We followed broken rules  
in a wasteful world.

## URTH GENERATION –

We live intentionally  
and create consciously.

# Made with purpose

We believe that creativity can be a tool for good. The tools we share with the world are made to support every step of the creative process – from **inspiration** and **creation** to **exhibition**.



PURPOSE

PLANET

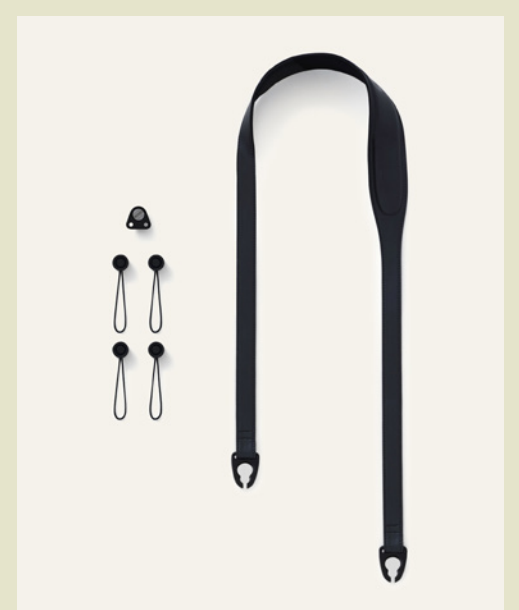
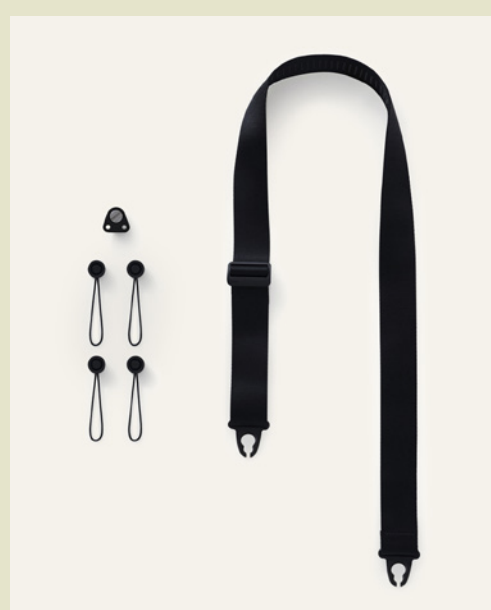
PEOPLE

PROGRESS

# Carry Range

MARCH - DECEMBER

Our Carry Range is a buildable collection of recycled camera straps, backpacks and accessories custom-made for how modern creators live, work and explore.





## Conscious design



### Positive impact

To support our reforestation mission and uphold our commitment to making at least a 10x greater positive impact on the planet, we plant 5 trees with every product purchased.



### Recycled materials

Made with 100% recycled nylon webbing, 21% recycled leather and over 30% recycled aluminium. Aluminium can also be recycled endlessly.



### Durable hardware

The aluminium hardware, YKK zips and Dyneema rope have been chosen for their durability and strength, so our carry gear stays in use and out of landfill.



### Considered packaging

For less waste overall, our products are packed in recyclable paper and free from plastic.



## Urth Art

NOVEMBER

Linking fine art photography to climate positive NFTs, Urth Art is a pathway for discovering art, empowering artists and creating an ongoing positive impact.



## Conscious design



### Ongoing impact

To support our reforestation mission and uphold our commitment to making at least a 10x greater positive impact on the planet, **we plant 10 trees with every Urth Art sale.**

Each Urth Art piece therefore creates a **38x positive impact**, and with every following resale, 10 additional trees are planted for an ongoing impact.



### Archival custom prints

Partnering with a local Australian archival framer, Urth Art NFTs are custom printed and framed with sustainably sourced timber to display the artwork without damaging the environment.



### Empowering artists

We give artists the power to set the price of their art, and NFTs allow artists to earn royalties any time their work is resold.

# Business with purpose

As a purpose-driven business, how we operate is just as important as what we create. From manufacturing to shipping, we make choices that reduce our impact and ensure a vibrant future for the planet.



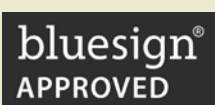
## Carbon neutral

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



## Considered workplace

To take responsibility for every element of our footprint, we've considered our workplace and how we can minimise our impact – from using 100% renewable energy and environmentally-friendly office supplies to establishing a work from home policy to reduce our team's commuting emissions.



## 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.



thinkstep

## Independent impact 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.



## UN Climate Neutral Now 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.



## 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.

**Our newest creative  
tools are made with over  
70% recycled materials.**

# Planet

The planet responds  
to action, not words.  
We take radical responsibility  
to make sure it counts.



# Planet

## PAST GENERATIONS –

We abused the Earth  
for shortsighted gain.

## URTH GENERATION –

We regenerate land and  
reconnect with our roots.

# Our footprint

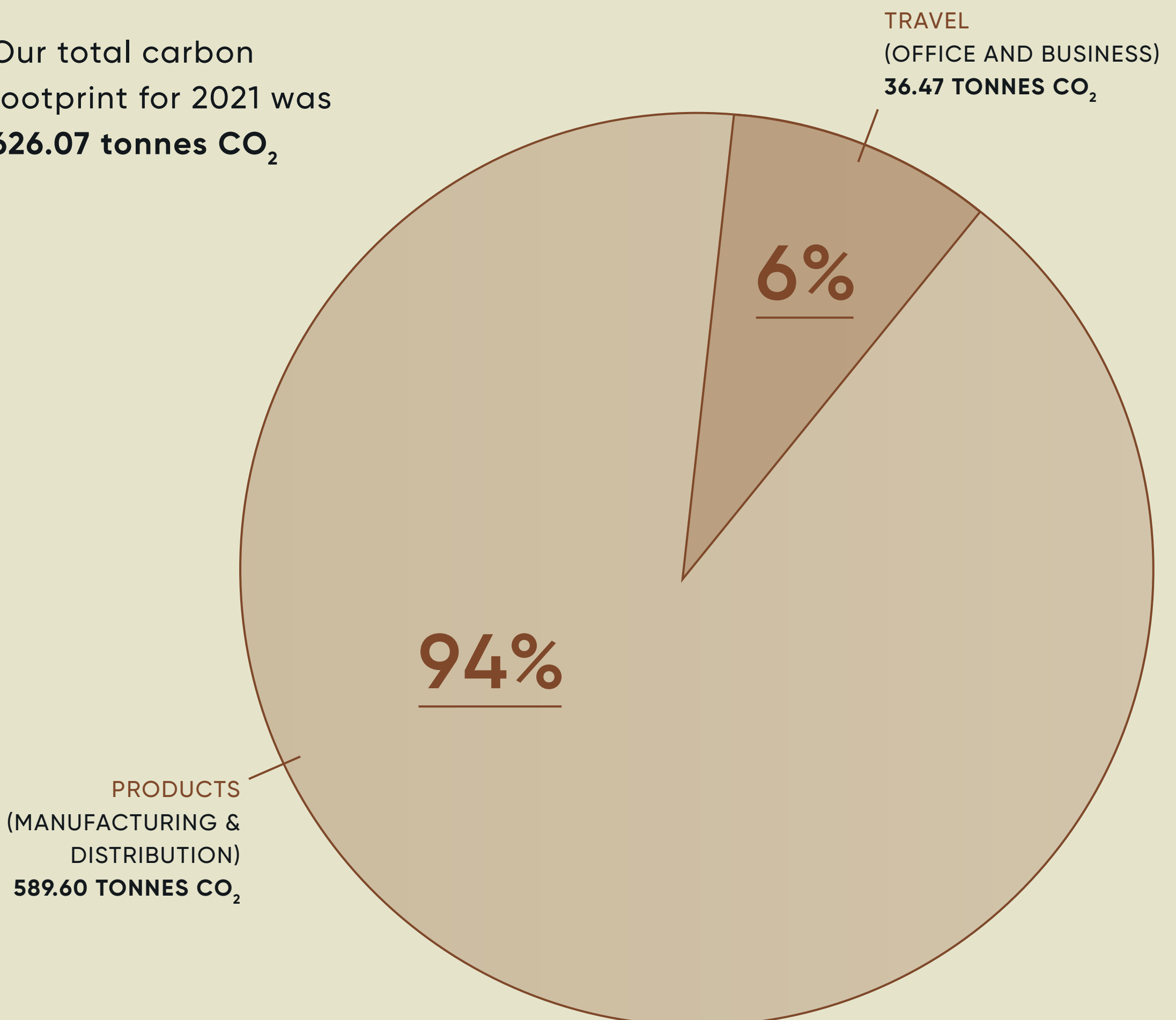
## Responsibility in action

True positive impact requires getting real with the impact we're responsible for.

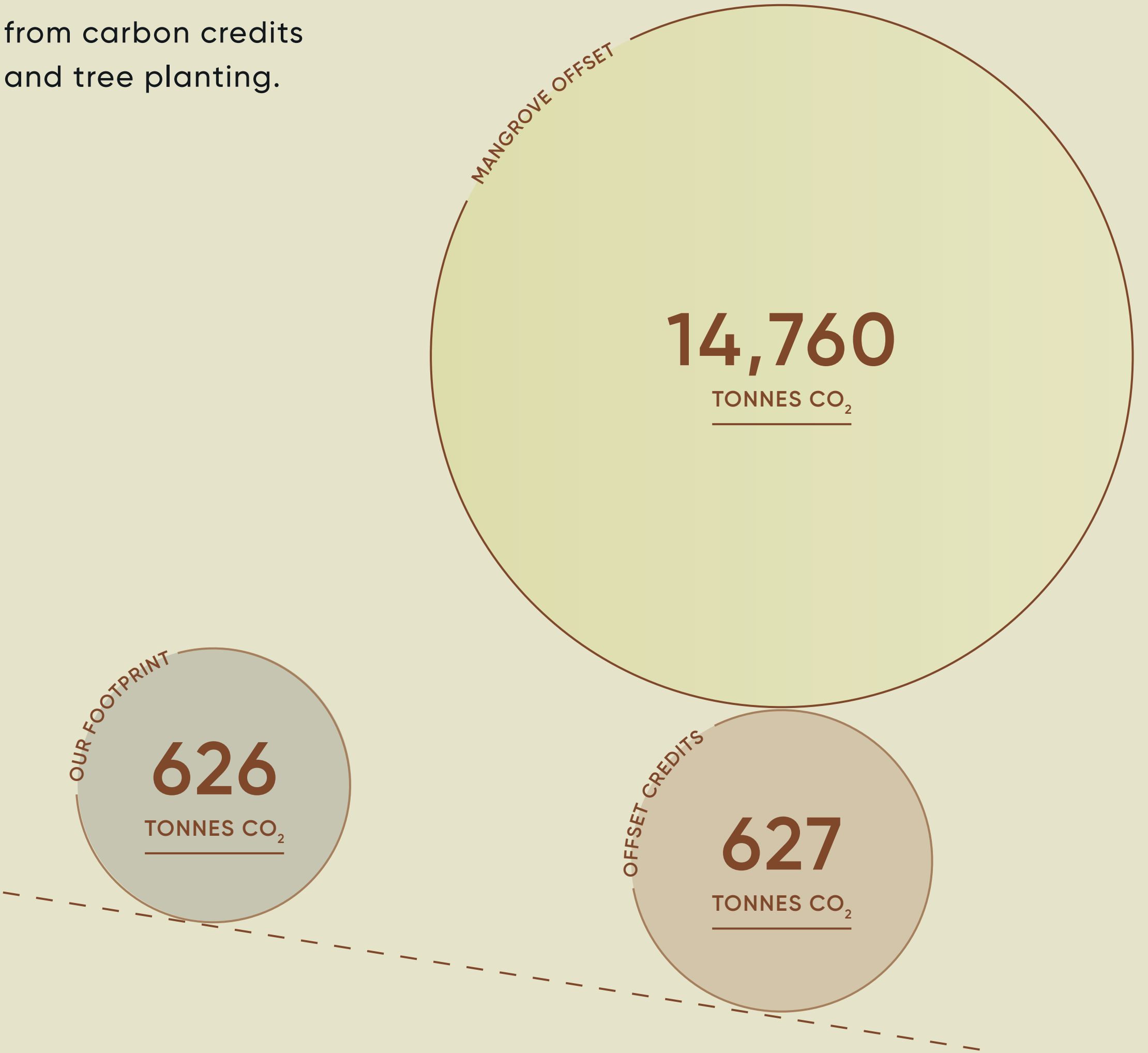
We've poured resources into understanding the extent of our impact, down to the last supplier – so we know exactly what needs to be offset.

### What we found:

Our total carbon footprint for 2021 was **626.07 tonnes CO<sub>2</sub>**



Total carbon footprint and total carbon offset from carbon credits and tree planting.



- URTH'S CARBON FOOTPRINT FOR 2021
- CARBON SEQUESTERED THROUGH OCW/UN CARBON CREDIT OFFSET
- CARBON SEQUESTERED THROUGH 2021 TREES PLANTED\*

\*1,200,000 TREES = 14,760 TONNES CO<sub>2</sub> (12.3KG CO<sub>2</sub> PER TREE PER YEAR)

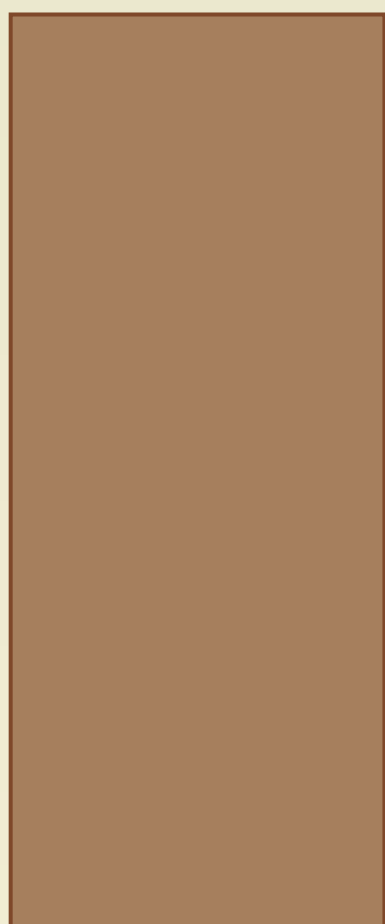


# Trees planted

In 2021, we planted 1,200,000 trees.

BY DEC 2021  
4,914,280  
TREES PLANTED

IN 2021  
1,200,000  
TREES PLANTED



## The power of trees

**A feat of natural engineering, trees absorb carbon from the atmosphere, creating oxygen, food, shelter and beauty.**

We plant trees because they make an immediate impact, but also an ongoing one – supporting generations now and those to come. The average lifespan of the mangroves we plant is 25 years, which synchronistically (and symbolically) is the same window of time as a generation.

We track the carbon sequestration of our trees over a generation to understand the impact they have now and into the future.



# Carbon sequestered

OVER A GENERATION

IN ONE YEAR OF  
TREE PLANTING

IN 25 YEARS



1.2 MILLION TREES  
**14,760 TONNES**  
 CO<sub>2</sub> SEQUESTERED

1.2 MILLION TREES  
**369,000 TONNES**  
 CO<sub>2</sub> SEQUESTERED



## Tree impact: the first year

In one year, five young trees grow rapidly and sequester an average of **61.5kg CO<sub>2</sub>**.

## Tree impact: over 25 years

Over 25 years, those five trees sequester an average of **1537.5kg CO<sub>2</sub>**.

## Morangobe



Madagascar is one of the world's top conservation priorities due to severe habitat loss rates. 90% of its primary forests are gone.

But history has always shown, a small group of people with a collective vision can achieve extraordinary things. By 2032, we plan to plant 1 billion trees.

## Tree transparency

### Regenerating biodiversity

Diversity is key to thriving ecosystems and we're aware that monoculture forests do more harm than good. Urth partners with Eden Reforestation Projects, who work with local communities with knowledge of what natives need to be planted to regenerate and maintain the natural landscape.

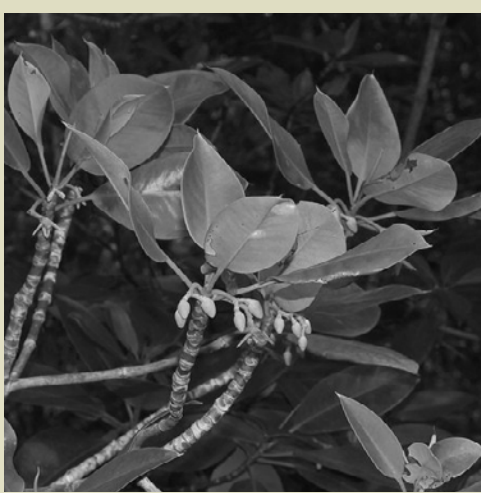
### Tree survival

While keeping track of seedling and propagule mortality rates to ensure survival, Eden observed natural regeneration exceeds 150% of the original numbers of trees planted – multiplying on impact and offsetting inevitable mortality rates.



## Native species

The unique benefits of each tree species for communities and the environment are profound and infinite.



### Rhizophora mucronata

Also known as the Loop-Root Mangrove. It protects inland areas from coastal erosion, strong winds and storms and stabilises the shoreline.



### Ceriops tagal

The most durable of all mangroves, The Indian Mangrove offers valuable building material and even medicinal properties. It supports ecosystems of mangrove oysters, mud crabs and banana prawns that provide food security to local communities.



### Bruguiera gymnorhiza

The Black Mangrove is planted near ponds to stabilise soil and provide key resources for communities. Threatened by extraction and coastal development, this species has seen a 20% decline since 1980.



### Avicennia marina

A tidal mangrove, pioneering new mudbanks and preventing coastal erosion. It tolerates heavy metals in soil very well and can be used as a tool to measure environmental exposure to copper, lead and zinc.

**100% of our trees were  
planted in Morangobe,  
Madagascar in 2021.**

# People

We are nature.

The health of people and the planet are the same thing, so we focus on regenerating both.



# People

PAST GENERATIONS –

We put profit over people.

URTH GENERATION –

We believe living is a right, not a privilege.



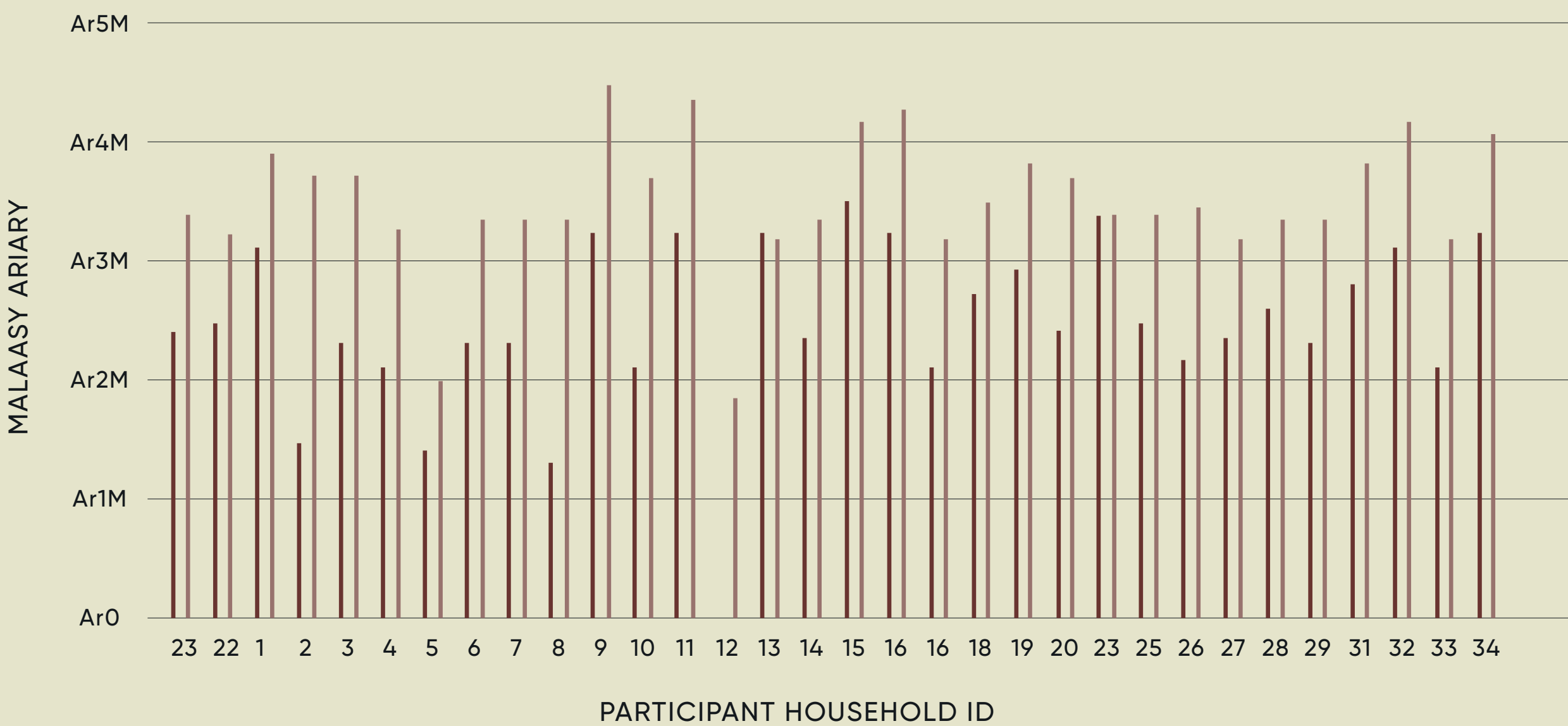
# Employment days created – 25,168

Urth funds the Morangobe project, which provides an average of 104 people per month with full-time employment to tackle the root cause of deforestation.

Below is a breakdown of the average annual wage of a Malagasy local before and after working with Eden.

Of the 32 people interviewed by Eden, all participants saw an increase in wages by an average of **31%**.

## Average annual wage comparison pre-intervention vs. 1 year post-intervention Morangobe



- Average annual income pre-intervention
- Average annual income 1 year post-intervention



### MAMAN'I KAMBANA'S STORY

Prior to working with Eden in 2014, Maman'i Kambana struggled to afford school fees for her kids. She became a mangrove planter, helping to create a drastically greener landscape from 2007 to the present. With the money she makes at Eden, she started a business. "Now my life is much more stable," says Maman'i. "My life and my children's lives got better."

#### **Maman'i's community**

Protected by mangrove forests and relying on river channels to catch food, the Morangobe community, unfortunately, have had to log the forests that provide for them – to produce charcoal and support their families. Eden is restoring these lost habitats. "People's lives have

changed a lot because of Eden," says Maman'i. "There are changes in the environment. Fish now live in mangrove trees. Life has gotten better for our village." Maman'i and over 100 employees from Mahabana Village are on track to plant over 9.7 million trees this year.

On average, our  
tree planters' wages  
increased by over 30%.

# Progress

Making better choices  
is not a choice. For us,  
it's the only way forward.



# Progress

## PAST GENERATIONS –

We valued progress  
at the expense of life.

## URTH GENERATION –

We create solutions  
that sustain life.

# Our progress in 2021

See our positive milestones from the past year.



Carbon Neutral Certified

We renewed our certification to maintain our **carbon neutral status** for all aspects of the business, including manufacturing, transport and operations. **Our footprint is offset through One Carbon World.**

In 2021, we **PLANTED 1.2 MILLION TREES**, offset **369,600 tonnes of CO<sub>2</sub>** created **25,168 employment days.**



**LCA** – Using world-leading GaBi Software developed by Thinkstep Sustainability Consultancy, **we performed a thorough cradle-to-gate life cycle assessment on our new camera strap range.**



Continued our **1% for the Planet** membership since 2014

Launched **URTH ART** to close the creative loop. Through Urth Art, we're able to help artists exhibit their work and earn royalties to **make art a more viable career.**

Hit **4.9 MILLION TREES** planted in 2021.



We maintained our Climate Neutral Now Pledge to contribute to a **climate neutral world by 2050**, and reported our actions and achievements for the year.



### Urth Day

We came together as a team to spend a day each quarter getting out into nature, celebrating our accomplishments and volunteering in our community.



Implemented **B Corp** strategies throughout the business and defined company policies to ensure that our mission and values are part of Urth's DNA.

Cut **CO<sub>2</sub> transport emissions by 30%** by switching from air to sea freight. This resulted in a **4.5% DECREASE IN OVERALL EMISSIONS.**



Developed a **19-step quality control checklist** to minimise manufacturing mistakes and reduce overall waste.



## Conscious design

We are continuously looking for ways to minimise our 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 designed our packaging so it uses recycled materials, is free from all plastics and is 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 trees are planted.

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



# How Urth is made

A clear look at our supply chain.



1	PRODUCTS DESIGNED	BYRON BAY, AUSTRALIA
2	LENS FILTERS MADE	GUANGDONG, CHINA
3	ADAPTERS MADE	ZHEJIANG PROVINCE, CHINA
4	CARRY RANGE MADE	HO CHU MINH CITY, VIETNAM
5	METAL BUCKLES MADE	DONGGUAN CITY XINHONGYUA, CHINA





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

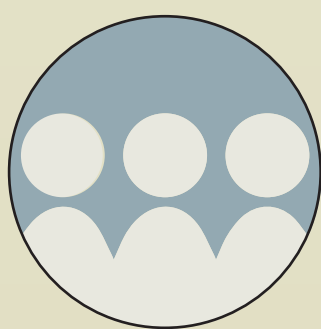
abide by International Labour Organization (ILO) standards and are found in the Ethical Trading Initiative (ETI) Base Code.

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.

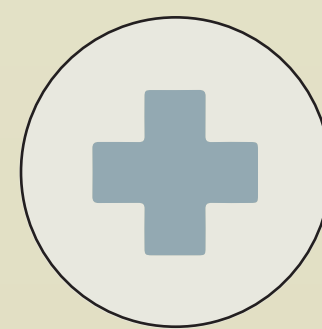
Ethical Trading Initiative Base Code of Labour Standards include:



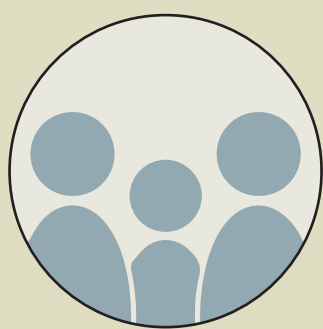
1  
EMPLOYMENT IS FREELY CHOSEN



2  
FREEDOM OF ASSOCIATION AND THE RIGHT TO COLLECTIVE BARGAINING ARE RESPECTED



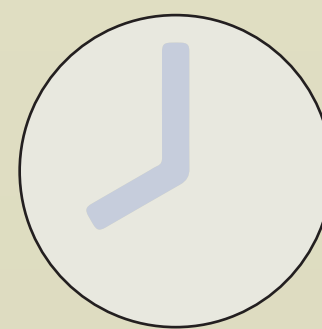
3  
WORKING CONDITIONS ARE SAFE AND HYGIENIC



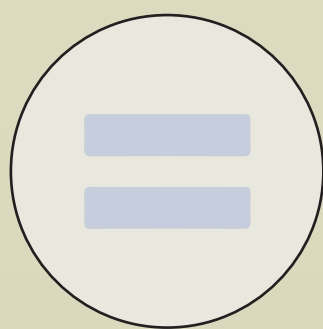
4  
CHILD LABOUR SHALL NOT BE USED



5  
LIVING WAGES ARE PAID



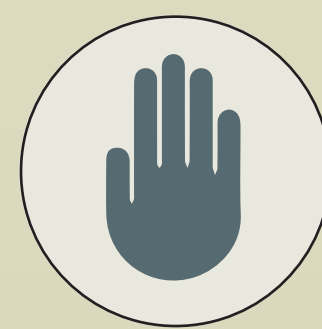
6  
WORKING HOURS ARE NOT EXCESSIVE



7  
NO DISCRIMINATION IS PRACTISED



8  
REGULAR EMPLOYMENT IS PROVIDED



9  
NO HARSH OR INHUMANE TREATMENT IS ALLOWED

# Commitments

Our commitment is to creators and the planet. These are the promises we've made to do better for both.



## 1. Positive impact

A minimum 10x greater positive impact through tree planting and upholding current certifications.



## 2. Made for life

Lifetime warranty on all Urth products to keep them in use and out of landfills.



## 3. Conscious design

Make products using low-impact recycled materials and plastic-free packaging.



# Objectives

Change happens through consistent progress and quantifiable action. By defining goals every year, we're committing to progress and getting transparent about the challenges we face as a team.

## Our goals for 2021

A LOOK BACK AT HOW WE DID

### GOAL 1

1/3

#### Send 20% of our stock via sea freight

Transport accounted for 31% of investigated emissions in 2020. 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.

**Status:** Accomplished



By 2022, changes in inventory management allowed us to ship 35% of our stock via sea freight. As a result, our total transport emissions in 2021 decreased to 21%, cutting 10% of our overall emissions.



## GOAL 2

2/3

**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 submitted our initial assessment and worked through the certification process.

**Status:** Pending



We have completed the certification process and exceeded current standards required to become B Corp Certified. However, the council needs to establish guidelines for the decentralised technology used in Urth Art before our application can be approved.

## GOAL 3

3/3

**Hit 4,500,000 trees planted in the next year**

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

**Status:** Accomplished



By the end of 2021, we exceeded our goal, hitting 4.9 million trees planted.

## Our goals for 2022

A LOOK AT WHERE WE'RE HEADING

### GOAL 1

1/5

#### Send 50% of our stock via sea freight

Transport accounted for 21% of investigated emissions in 2021. Switching from air freight to sea freight could reduce transport emissions by up to 95%.

**How:** Continue with inventory management overhaul. With more accurate forecasting into the future, we can ship more via sea freight, and accommodate longer lead times. This process is underway and we aim to have this goal achieved by the end of 2022.

### GOAL 2

2/5

#### 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:** Work through further requirements and complete the certification process for new standards set by the council.



**GOAL 3**

3/5

**Hit 6.2 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.

**GOAL 4**

4/5

**Utilise LCA calculator to guide design choices**

**How:** By using our LCA calculator earlier in our product development process, we can be sure we select

the least impactful materials possible, helping to lower our products' overall impact.

**GOAL 5**

5/5

**Increase our local community outreach**

**How:** Our quarterly Urth Days were created to be a day for our team to celebrate our progress and get out

into nature. To increase our positive impact locally, we will be making community and environmental volunteering a required component of Urth Day moving forward.

## Opportunities for progress

True progress is not about making the easy choice – it requires creating new solutions to the problems we face. It's not just about our successes, but also the areas that need to be improved.

Here's ours.



### Product circularity

We're working to create end-of-life circularity for our products. While product recycling initiatives exist, the emissions and cost created by shipping products from around the world to recycling centres is too high. That's why we've worked so hard at creating products that will last a lifetime or longer.

However, we want to do better. We're seeking local recycling and repair centres in each market to make end-of-life circularity possible for Urth products in the coming years. We also plan on educating our community more on how to care for and dispose of products so that we can reduce waste as much as possible.



### A better supply chain

Our manufacturing code ensures our supply chain meets strict standards for fair, safe

and healthy working conditions as well as environmentally sustainable processes. However, manufacturing accounts for a majority of our carbon footprint.

To lessen our manufacturing impact, we'll be working closer with suppliers to get certification and accreditation for more sustainable manufacturing processes, from wastewater treatment to renewable energy usage.



### Tree transparency

Reforestation is at the core of how we plan to make a lasting positive impact on people and the planet. Our goal is to get more transparent on our work with Eden Reforestation Projects, from more frequent progress updates to better visibility at tree planting sites.

Through small changes,  
we cut our overall  
emissions by 10%.



# Join Generation Urth

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Subscribe to our newsletter to stay in the loop.

If you have any feedback on how we can continue to make steps towards a better future – email your thoughts to [hello@urth.co](mailto:hello@urth.co)



URTH

○ POSITIVE IMPACT

Together, we can  
create a better future.