



2023

**SUSTAINABILITY &
SOCIAL
RESPONSIBILITY
REPORT**

PINK HIBISCUS

WWW.PINKHIBISCUS.COM.AU



SUSTAINABILITY

CARBON NEUTRAL DELIVERY

Thanks to our delivery partners, Sendle and Australia Post, all orders are sent via carbon neutral delivery and help to support important environmental projects globally.



In conjunction with other companies who utilise Sendle's services, we've offset 54.9 billion kilometres of carbon emissions since the company's inception! With every package we sent in 2023, investments were made to support projects including:

- The Tasmanian Forest project stopping logging and land degradation, preventing stored carbon from being released, protecting this vibrant forest with species found nowhere else and expanding ecotourism and employment opportunities to local communities.
- The Teak Mexico project that prevents the loss of wildlife habitation from extensive farming and logging while aiming to restore the land and create stable job opportunities in Tabasco, Chiapas, and Campeche, Mexico.
- The Alto Huayabamba project that conserves the tropical forests and lowlands of the Andes that teem with irreplaceable wildlife, by employing the local community, implementing sustainable initiatives and reducing emissions associated with deforestation and land degradation.
- The Mount Sandy project that protects a rare pocket of wetlands and woodlands full of native vegetation from land degradation by farmlands and employs community members of the region's Traditional Owners, the Ngarrindjeri.
- The Keweenaw Bay project is a community-based approach that improves forest management of the Lake Superior Chippewa area, which holds significant importance and land use to Tribal Nations whose livelihoods are threatened by climate change.



SUSTAINABILITY

AUSTRALIA POST

All orders sent with Australia Post are delivered as part of their *Climate Active Certified Carbon Neutral Deliveries* program. Since 2019, they've offset 280,000 tonnes of emissions.

This is done through reducing emissions from their operations where possible and compensating for the remaining emissions by investing in carbon offset projects through Qantas Future Planet. The emissions calculated are verified by the Climate Active program and the environmental projects Australia Post supports include:

- Bush regeneration farming projects that work with landholders to regenerate and protect native vegetation.
- Arnhem Land Fire Abatement, an Aboriginal-owned not-for-profit carbon farming business whose projects deliver significant emissions reductions while supporting environmental, cultural and social outcomes.
- Wind Farms across Asia.
- Rainforest rescue projects across South America, Oceania and Africa.

100% RECYCLABLE OR HOME COMPOSTABLE PACKAGING

From our satchels to our boxes, the tape we use to our packing beads; *all* aspects of the packaging we use to send your orders are either recyclable or home compostable.

Our glass and PET bottles and jars are 100% curbside recyclable and all our closures are recyclable through our *Recycling Program* or via the many Terracycle programs available. Our labelling makes it clear how to dispose of our packaging and you receive a *Recycling Guide* in every order. We've included this on the next page to remind you, just in case!

25% of all non-curbside recyclable closures sold in 2023 were recycled through our *Recycling Program* thanks to the various Terracycle programs available. Thank you to all our customers who took part and let's increase that percentage in 2024!

YOUR GUIDE TO RECYCLING OUR PACKAGING

BOX/WRAPPING/FLIERS/TAPE: 100% recyclable - the paper & home compostable tape on the box can be left on.

BUBBLE WRAP: home compostable

SENDLE SATCHEL: home compostable once tape and label is removed. Australia Post satchels can be reused or placed in your garbage unless you have soft plastics recycling on offer in your suburb.

BOX FILLING (CORN STARCH BEADS/WOOD WOOL): home compostable. Corn starch beads can be dissolved in water and safely rinsed down the sink as an alternative to home composting.

BOTTLE: 100% recyclable including the label. Rinse the bottle before recycling.

JAR: 100% recyclable including the label. Rinse the jar before recycling.

JAR LID/PUMP PACK/ATOMISER/MINI JARS: return to your local MECCA or David Jones for recycling or, re-use the box/satchel your order came in and return to Pink Hibiscus for recycling to receive free shipping on your next order! To help reduce your carbon footprint, please wait until the box/satchel is full before sending to: *30 Robert St, Telopea NSW 2117.*

Your free shipping code will be emailed to you once the parcel is received.

Don't have a home compost? Visit www.sharewaste.com to find a local home-composting enthusiast near you!

CARBON NEUTRAL ELECTRICITY/GAS & SOLAR

In addition to utilising the energy created by our solar panels, we have opted-in to carbon neutral electricity and gas to power Pink Hibiscus HQ and manufacture our products with Red Energy, for all activity outside of our solar usage.

SUSTAINABILITY HABITS AT PINK HIBISCUS HQ

- We use plant-based cleaning and laundry products that are housed in ocean-waste reusable plastic containers thanks to ZeroCo and Koh.
- We use bamboo paper towels as part of our skincare production and 100% recycled paper when the need arises, but we're a primarily paper-free office.
- All our ingredients and mailer packaging requirements are purchased from Australian businesses to minimise our carbon footprint and support our fellow Aussies.
- All of our product packaging except our 250mL jars are purchased from Australian businesses.
- We offset all carbon emissions for business flights.



We just joined
 greenspark

SKINCARE WITH PURPOSE | PAYING IT FORWARD WITH EVERY ORDER PLACED

In August 2023, we decided to move on from our almost 4-year partnership with *One Tree Planted* due to cost increases meaning our dollars weren't going as far as they used to when planting trees.

Following a survey of our customers and much research, we decide to partner with *Greenspark* instead, resulting in an expansion of our impact exponentially. Now, every order placed on our website plants a tree, rescues 5 plastic bottles from the ocean *and* offsets 5kg of carbon emissions!

Plus, our impact, thanks to your support, is completely transparent and available in real-time via our website.



SOCIAL RESPONSIBILITY

WE HAVE ACTIVELY SUPPORTED 10 CHARITIES & SOCIAL ENTERPRISES IN 2023

Our partnership with Good360 Australia saw us donate \$3555.30 worth of products to the organisations they support.

In addition, we have also supported a range of other Australian charities through product donations for those in need, providing product/vouchers for raffles auctions, fundraising drives and charitable donations.



2023 IN NUMBERS



TREES PLANTED

99

KILOGRAMS OF CARBON OFFSET

255

PLASTIC BOTTLES SAVED FROM THE OCEAN

427

% OF JAR/BOTTLE CLOSURES SAVED FROM LANDFILL VIA OUR RECYCLING PROGRAM

25%