



Beco

LOVE YOUR DOG
LOVE OUR PLANET

BECO 2020

IMPACT REPORT

Numbers speak a thousand words

Better together

It's time to care for our planet just as much as we do our dogs. That's why we make the highest quality products in the most sustainable ways possible to care for your dog and look after our planet.





BIG IMPACT

• LITTLE IMPACT •

It's our job to make products that have a positive impact on your pet's life and the moments you share with them, whilst minimising their impact on the landscapes that inspire us all.



Materials make us

Our products are defined by the materials and ingredients that make them. We pull these out of the shadows and into the spotlight.

It's a long game of marginal improvements until we've upturned every stone. We started in 2009 and have come a long way, with much further to go.

It'll always be a work in progress.

Bamboo



Bamboo is super strong and grows in abundance, absorbing 35x more carbon than trees.

Natural Rubber



Tapped from the trunks of rubber trees, its strength and elasticity makes it perfect for dog toys.

Recycled Plastic



Recycled plastic bottles are used to make the hardy cloth and soft stuffing in our toys.

Cornstarch



This compostable material is converted into polymers so it has the strength and versatility of plastic.

A golden retriever dog is shown from a high-angle perspective, sniffing a bright green ball on a dirt path. The dog's head is in the foreground, and its body extends into the background. The background is a blurred natural setting with green grass and trees. The text "The impact of products sold in 2020" is overlaid in white, bold, sans-serif font across the center of the image.

The impact of products sold in 2020



Post-Consumer Recycled Plastic

Plastic can be useful as it's tough, hardwearing and easy to clean. The issue is its carbon-intensive manufacturing, inability to break down and that there's far too much of it. The answer; stop manufacturing virgin plastic. Instead, recycle.

We recycled 6.1 tonnes of plastic.

What does that look like?

14.5 million plastic straws.



Carbon Reductions

Dogs love meat. We're not so sure about the footprint. Red meat usually comes unstuck when it comes to its CO₂e emissions. We believe there's a better way. Introducing, wild boar. Their naturally foraged diet and wild lives give the lean meat a delicious gamey flavour, with minimal carbon emissions.



reduction in CO₂e by using free roaming wild boar instead of beef.



tonnes of CO₂e saved.

The equivalent emissions of taking 330 cars off the road for a year.





Closing the loop

The circular economy will help to safeguard our future. A key design focus is to create rugged products that weather the storm - ready to be scuffed and bruised, each mark a memory.

Just as importantly, creating products that can be easily reused and recycled wherever possible. We're looking further than sourcing and manufacturing. We're looking into the afterlife of our range.

69% of our products are reusable and recyclable.



Plant Power

Nature always provides. We've developed a dependence on plastic that can be easily shifted with a few simple tweaks. Bamboo fibres and plant-based polymers are here to help. Bamboo and cornstarch draw the strength and versatility of nature to help reduce our consumption of traditional petroleum plastics.

We reduced our use of petroleum plastic by
83.9 tonnes



That's the equivalent weight of
15.2 million plastic bags



Plastic bags calculated at avg. weight of 5.5g. Source: BEACON Single Use Carryout Bag Ordinance by Anthony van Leeuwen.





No more messing around

With a record number of dogs in the UK, cleaning up our dog's mess has never been so important. It prevents the spread of dangerous bacteria and keeps wild places nicer for everyone. In 2020, our community of dog owners continued their good work - helping maintain the public spaces we have relied on.

In 2020, our poop bags helped to scoop over **150 million poops.**



No stone left unturned

We are working to build transparency in our supply chain, tier-by-tier. We use a supplier onboarding process that involves signing our supplier code of conduct with an initial ethical and environmental audit. It helps us highlight any risk areas so we can work with them to build safeguards and corrective actions. We're also working with our long standing partners to constantly improve.

Over 80% of our products are from suppliers who have been audited to measure their environmental and ethical performance.



Huma, Beco's
logistics manager,
cleaning up our
local area



Rolling up the sleeves

Positive action needs feet on the ground. We can achieve a lot remotely - even more in the field with our network of environmentalists. Last year was just the start so watch this space for 2021.



We carried out
3 community litter picks.



We planted
755 trees.



We wrote
2 letters to MP's lobbying to maintain food standards on imports into the UK.



Local community

Think big, start local. Contributing to a local economy is how we can all work together to improve our surroundings. When it comes to our team, we encourage applications from the local area. It keeps travel miles down and creates employment opportunities in our community.

We created
9 new jobs

100% of our employees live within 50 miles of our HQ

*except for our account managers in the field, who live near their customers.





Thank you

Firstly, we'd like to thank you for your support over the past year. All the numbers we're proud to share are down to your decisions. And, we hope your dog was happy with your choices too.

We see this document as a way of keeping ourselves accountable to all our stakeholders - you included. Launching our first impact report is a big moment as it sets a benchmark for the future. It's the first time we've formally shared the tangible impact of our products. Using this as a base, we'll continue working with our supply chain to minimise our impact. Good or bad, we'll be sharing the results.

While we try to minimise it, we recognise that we still have an impact. We're donating 1% of sales to environmental causes, helping support the amazing people and organisations protecting, preserving and restoring nature. It's the first step on a long road towards a more sustainable and equitable future.

Toby Freeman
Sustainability Manager