

IMPACT JOURNAL 2022 ·  
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**BECO**

**We work to have a big (and positive)  
impact on pets' lives, with as little impact  
on the planet as possible.**



# Making the big "B" is just the start

Last year, we were super proud to become a certified B Corp. As more companies get the big "B", we want to share what it means for us here at Beco.

Whilst B Corp does have a high baseline standard, it's not a mark of perfection. Instead, it shows there are targets, systems and processes in place. And most of all, a commitment to constantly improve how the business operates from a social and environmental standpoint.

Meeting B Corp's baseline standard is just the start. We've found the value of the movement lies in its framework to ask the right questions, so we can find areas to improve and take action.

Another requirement is openness and honesty, so all our stakeholders (not just shareholders) can make informed decisions about whether our actions and products meet their standards too. We certainly hope they meet yours.

This report is our annual breakdown of how 2022 went, what we've been doing to manage our environmental impact, the people in our supply chain, our London HQ, the Beco Team and more.

Certified



Corporation™



# Some bits we're quite proud of...

**100%** recycled content in our poop bags  
Scaled up from 40% in 2021

**100%** of our carbon emissions offset through traceable projects  
Reductions are still our primary goal

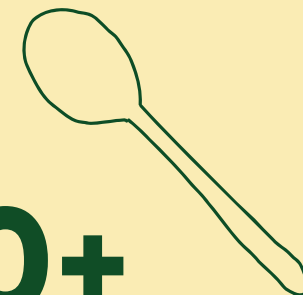
**33%** reduction in company-wide carbon emissions  
1,164 tonnes less CO2e emitted than in 2021

**1%** at least 1% of every sale donated to charity  
it's all been down to you and your support, thank you.



**500+**  
trees planted in the Sumatran Rainforest with the Sumatran Orangutan Society

Protecting the habitat of 50+ critically endangered species and creating local job opportunities.



**9000+**  
meals donated to dogs of the homeless community

through our incredible partner, Dogs on the Streets





# Beco HQ

**We've been asking our brilliant customers to recycle their packaging wherever possible.**

And so, it's only right we do the same. We now recycle 100% of our product's outer packaging at our London warehouse.



**Weight of pallet wrap recycled**  
the weight of 32 beagles



**Weight of cardboard recycled**  
the weight of 663 beagles

The cardboard boxes and pallets have always been simple enough. The pallet wrap's a little trickier. After phone calls, emails and a few zooms (while the office dogs ran zoomies) with our waste specialist, we found a way to recycle the pallet wrap too. Now, 100% of the packaging of our products arrive in is recyclable and recycled.

# Beco HQ

Powered by 100% renewables

29% ————— 100%

In 2021, we switched to 100% renewable energy, some of which is from our very own solar farm. We did it part way through the year and climbed from 29% renewables in 2020 to 70%.

Last year, we stuck with it and hit our target of only being powered by wind, sun and water. No gas, no fossil fuels. Our warehouse machinery is all electric and charged on-site too.

The next step is to monitor the performance of our solar farm and start tracking how much clean energy we're feeding back into the grid. Watch this space.



# Still carbon neutral.



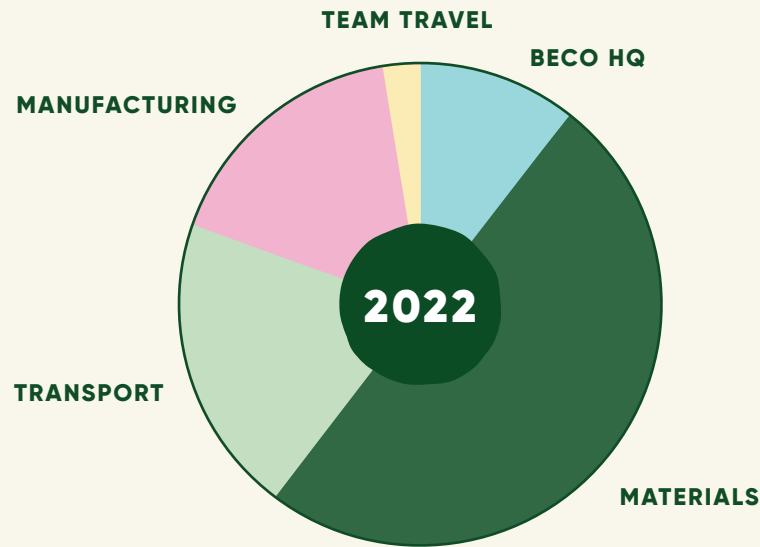
Don't just take our word for it!



## We're all feeling the heat.

We've recertified as carbon neutral. We measured last year's carbon emissions (including our supply chain), offset them through traceable projects and, most importantly, set new reduction targets in another step towards our net-zero target.

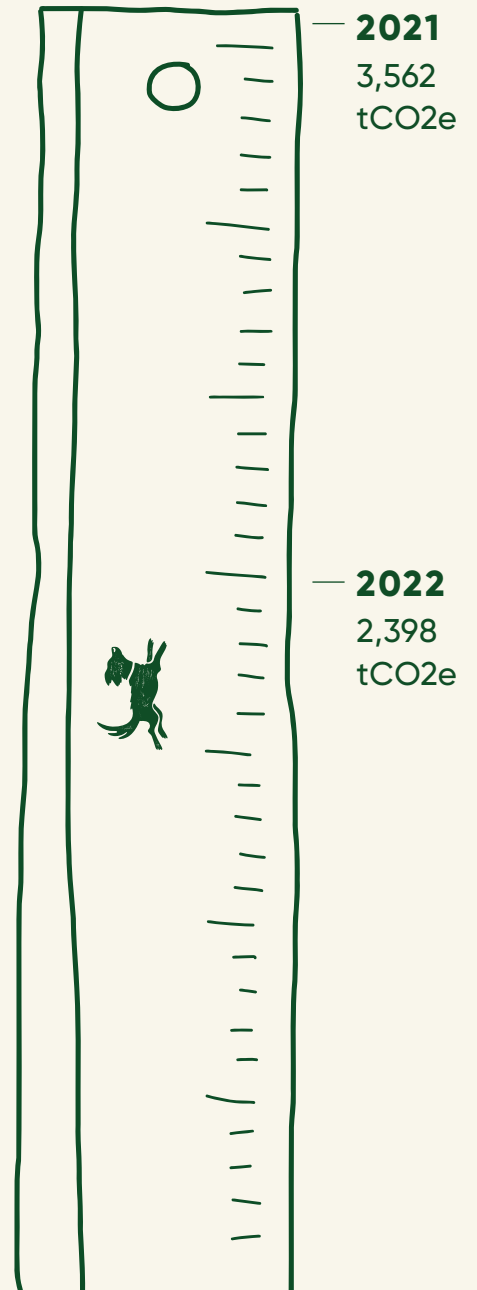
## Carbon footprint breakdown



In our initial measurement, the materials contributed over 1/2 of our footprint, and our supply chain as a whole was over 99%. It's fair to say we knew where to start targeting reductions. One of the focuses is how we transport, manufacture and source our materials.


Last year, we reduced our company-wide footprint by 33%. The biggest win was increasing recycled content in our poop bags, reducing the carbon footprint of our raw materials by over 300 tCO<sub>2</sub>e alone.

In our initial measurement, data was one of the biggest challenges. Quite simply, we didn't have enough for a truly accurate measurement and had to use estimates to fill the gaps. As well as reducing our footprint, we've improved our data. It's given us a more accurate reading and we've adjusted our baseline accordingly (the number on which our net-zero reduction target is set).



# How we did against targets

Reduce, reduce, reduce. That's the goal. Of course, we'll keep on offsetting the footprint that remains, but that's just a temporary fix while we work on reductions.

**70%** — **100%** 

**Renewable power**  
We met our target to be powered by 100% renewable energy. It shaved a humble 2 tonnes off our emissions.

**40%** — **100%** 

**Recycled poop bags**  
We met our target to increase the recycled content of our bags to 100%. This was our biggest single impact reduction, reducing the carbon emissions of the raw materials by 310 tonnes.

**↓ 10%** 

**Reducing air freight by 10%**  
We targeted to reduce the contribution of air freight to our total shipping by 10%. Previously, we didn't have the miles travelled so we had to use monetary estimates. This year, we dug deeper and worked out the weight of goods carried and how far we carried them. It gave us a much more accurate reading but made it impossible to benchmark against the original measurement on which our target was set. So, this year we're retargeting a more ambitious air freight reduction based on weight shipped in 2022.



## Looking forward...

We've set our next 24-month targets. These are to:

- 🐾 Reduce the number of road miles our materials and products travel further up our supply chain.
- 🐾 Reduce the weight of goods airfreighted by 15%.

We'll let you know how they go.



# Offsets

We've handpicked traceable projects that are third-party verified to meet global standards and have social benefits built into them, working to avoid projects from high-risk categories and regions.

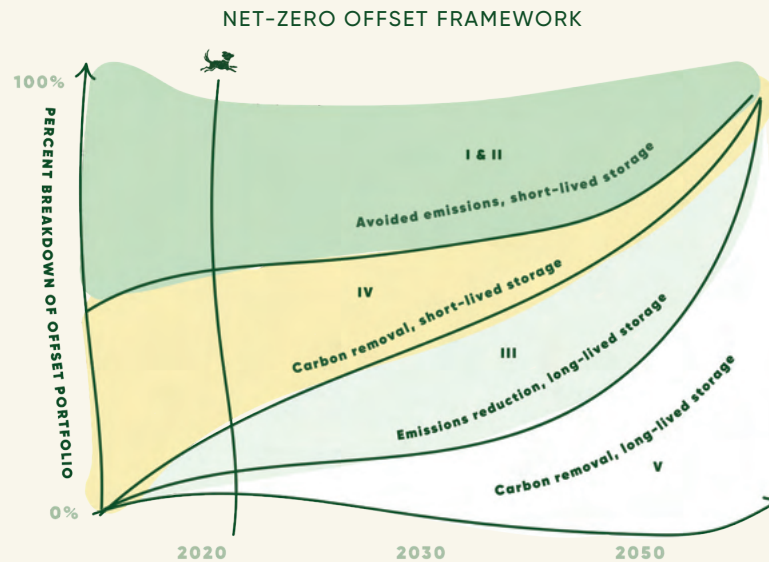
## A step away from the mould to meet real world conditions.

We always do our due diligence and use traceable projects verified to meet global standards. Last year, we followed the net-zero framework for carbon offsets to help balance our portfolio, combining a healthy mix of projects that:

1. Draw carbon out of the atmosphere in the short term  
*(slowing down global warming).*
2. Avoid future emissions by investing in infrastructure to decarbonise the economy  
*(prevent future global warming).*

A study found that, even when verified, many nature-based solutions aren't absorbing carbon as promised\*. And so, until we're confident we can offset credibly through nature, we've had a little rethink.

We offset last year's emissions through carbon avoidance projects that tend to be easier to



measure and have social benefits at their heart - but we haven't given up on nature, far from it.

To meet our nature-based commitments, we're investing in projects run by registered charities outside the carbon framework. You'll see these partnerships coming over the next 12 months.

\*Source: The Guardian, January 2023 - Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless



## PROJECT 1

### Clean cookstoves

Providing clean cookstoves for communities in India. The stoves help reduce the amount of wood needed by capturing the heat more efficiently, helping reduce deforestation.

They also burn the wood cleaner, reducing smoke inhalation for families when cooking indoors.

## PROJECT 2



### Gas to energy

A gas-to-energy plant in Massachusetts capturing methane and carbon dioxide that would otherwise be released into the atmosphere. The plant uses the greenhouse gasses to generate enough clean electricity to light 3500 homes every day.

# Supporting positive environmental action

We recognise that, no matter how much we work to reduce it, we still have an impact. We're working with partners who are on the front line creating positive social and environmental change.



## Rewilding the Sumatran Rainforest

We partnered with the Sumatran Orangutan Society (SOS) to plant a tree for every toy ordered online through our webshop from our soft toy rainforest collection. We know, “another company tree planting” (cue eye roll). We agree that careless tree planting isn’t the answer. But, these aren’t just any trees.

SOS reforest and preserve areas that help safeguard critically endangered species including some in the range. They work with local forest communities to help develop a sustainable future by creating jobs and investing in infrastructure, like schools and dentists.

In 2022, when you bought a new toy from the collection on our website, you also helped restore a critical home for some of the most vulnerable animals on the planet. Your dog will never know. The rest of us are very grateful. So, from all of Beco, thank you.

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## Campaigning with Creativity

Some heroes carry spray cans. Louis Masai, his dog, and his artistic pals at Rise Up Residency took over Margate and created a series of murals highlighting the importance of ocean health and the threat it's under. You can still find the 17 murals across Margate today.

We were proud to be partners of the week-long event, supporting the artists and their dogs with Beco goodies.





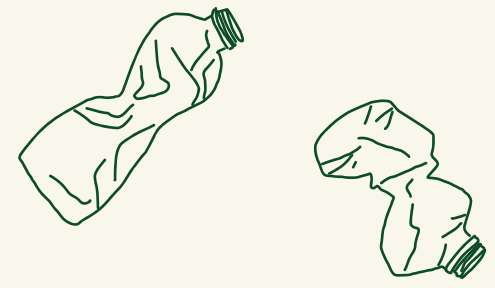
## Product



**From 40 - 100%**

Two years of research and development came to life in 2022 with the official rollout of our 100% recycled poop bags. We were so excited about this because moving from 40% to 100% recycled materials means:

-  A reduced the carbon footprint (tCO<sub>2</sub>e) of the raw materials in our poop bags by 300 tonnes from 2021.
-  313 tonnes of plastic waste diverted from landfill and given another (albeit slightly stinky) life.



# Campaigning



We've been running a global campaign with our retailer network, customers, their dogs, and anyone else who's willing to get involved. Together we've been shouting about poop bags. The goal is to spread the word about the importance of choosing the right bag for your waste stream.

Compostables hold their own when composted, leaving no trace once they've bio-degraded. We ran a study in 2021 which found that 96% of customers dispose of their dog's waste in park bins or general waste, heading to landfill. Where even compostable bags don't break down as promised.

manufacture, and they give waste another life. Currently, our research has found these are best for general waste or park bins as the environmental impact reductions come at the point of manufacture - they aren't impacted if the bag finds itself in a landfill environment.

*"Different bags have environmental impact reductions in different stages of their lifecycle."*

Enter bags made from recycled materials. Recycled materials have a carbon footprint 64% lower than virgin plastic, they're 44% more energy efficient to



The campaign ran across 21 countries.





## Campaigning cont.

Episode 1:  
Wash 'em



Episode 2:  
Nothing Like A  
Little TLC



Episode 3:  
Enrichment  
Time

**The most sustainable toy is the one you already own.**

### **Reuse, Recycle, Repurpose - w. Lolly the whippet**

Last Black Friday weekend, instead of encouraging excess, we teamed up with Lolly the Whippet and used the increased number of visitors on our site to run a campaign promoting giving damaged toys another life.

# People

**Working to build a fairer and more equitable supply chain**



**We hand-pick our partners for their ability to source the finest ingredients, make top notch products, and run their operations in a way that mirrors our commitment to continuous improvement.**

We've been working with our supply partners to help improve how they look after their team's health, well-being and safety, and the systems they have in place to manage their environmental impact. We're pleased to say we haven't found any evidence of major issues, but there's always room for improvement.

Working with our partners, we made improvements to the working conditions in our supply chain, including upgraded bathrooms, extra safety measures, improved chemical storage, extra medical checkups, and training on appropriate PPE. These aren't one-time improvements, with each of them a new system is set up to help make ensure it continues in the future.



# Beco Team

We help facilitate and encourage every team member to create the change they want to see.



## World River Day River Clean

Ocean bound waste collected and (where possible) recycled.



Looking after our own.



A training platform with attending courses built into the teams targets



A health and wellbeing platform that offers confidential 24/7 support to the team



A volunteering scheme for all employees.



Monthly breakfasts, evening socials and a big party twice a year too.



# Community

We have the pleasure of teaming up with some incredible retailers and brands pushing for better business and a stronger connection with nature.



MANiLife

Purdy & Figg

DECATHLON millican®

LE  
LOVE COCOA

OCEAN  
SAVER.

PETS YOGA

  
The Cheeky  
Panda

BOODY®

  
panda  
LONDON



# Letter from George

Our mission today is the same as it was in 2009, to make dogs happier and healthier by creating the best possible products, whilst causing as little harm to the environment as possible, and in doing so inspiring others to do the same.

The last time carbon dioxide levels were as high as today was more than 4 million years ago. Increased emissions of greenhouse gases have led to a rapid and steady increase in global temperatures and some catastrophic events all over the world.

Businesses can be a force for good. In fact, we believe if all businesses, big and small, focused on reducing their environmental impact, we would go a long way to solving some of the world's biggest problems. It's great to see more and more making the effort. It's all about levelling up people and the planet with economic growth. Alongside our community of fellow B Corps, it's a target we continue to work towards.

Last year was about consolidating our position in the UK pet market after a crazy few years of Covid. We launched a range of low-calorie, plant and insect-based treats, sourcing the best possible ingredients, that dogs love. In the second half of the year, we launched our bamboo dog wipes.

We're extremely proud of both. Perhaps our biggest achievement was reducing our CO2e emissions by 33% as we expanded as a business, witnessing first-hand the impact material choices can make. Moving all our poop bags from 40% to 100% PCR played a big part in this reduction.

We are incredibly lucky to have the most amazing team at Beco. Their passion and hard work is humbling, and there is a real team ethic, no one is ever too busy to help each other out. It also helps that so many of them are proud dog and cat parents, so they really care about producing the best possible products. Lots of dogs in the office is a bonus too – great for morale and treat taste tests.

The team, products and brand get stronger every year, and we're still growing, not a small achievement in the current climate. We plan to continue reducing our impact (we have a long way to go!) whilst continuing to grow in the UK and abroad by bringing game-changing products to market.

Thank you to all our amazing customers, loyal trade partners, ambassadors, and community of dog owners - without you it wouldn't be possible.

- George