



united by blue

IMPACT REPORT

2022



TABLE OF CONTENTS

3	INTRODUCTION
4	IMPACT AT A GLANCE
5	COMMUNITY CLEANUPS
6	HIGH YIELD CLEANUPS
8	INTERNATIONAL CLEANUPS
9	CARBON
11	MANUFACTURING
13	MATERIALS
15	PACKAGING
16	CERTIFICATIONS
17	GIVING/NONPROFIT PARTNERS

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I PRODUCT = I POUND

Creating a positive impact has been embedded in the framework of the United By Blue business model since day one. Our mission is inherently simple: for every product purchased, we clean a pound of trash. It's the vision for a cleaner world that is the life force behind our brand and the driving force behind our products – and it's what's enabled us to clean over 4.8 million lbs of trash and counting.

Our mission begins with sustainable, ethically-made goods that directly fund the removal of millions of pounds of trash from the environment, and it expands through community engagement, sustainable partnerships, and collaborations with grassroot and nonprofit organizations that share our values. To accomplish it takes a village, but to see it come to fruition is invaluable.

2022

BY THE NUMBERS

672,774

lbs of trash
cleaned in 2022

28

cleanups

1,143

volunteers

26

non profit partners

4

corporate
partnerships

10,089

metric tonnes
CO2e measured

100%

suppliers in
compliance with
Code of Conduct

94%

materials met low-
impact criteria

100%

plastic free in
direct-to-consumer
packaging

84.1

B Corp score



THE CLEANUP THAT STARTED IT ALL

We organized our first community cleanup 13 years ago – the same week we sold our first t-shirt. Community cleanups are the heart of the United By Blue brand, and every year we look forward to traveling the country to collaborate with local volunteers, nonprofits, and grassroots organizations to care for the communities we call home.

2022 COMMUNITY CLEANUP STATISTICS



community
cleanup events



volunteers



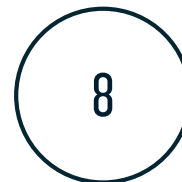
lbs of trash
cleaned



A MINIMUM OF 50,000 LBS

As United By Blue grew, our cleanups had to as well. We developed high yield cleanups to target illegal dumpsites and heavily-polluted areas across America. Each of these heavy-duty operations removes a minimum of 50,000 lbs of trash and rarely involves volunteers. Rather, the team, equipment, and logistics are fully funded and coordinated by our Cleanups Department.

2022 HIGH YIELD CLEANUP STATISTICS



high yield cleanup events



volunteers



lbs of trash cleaned

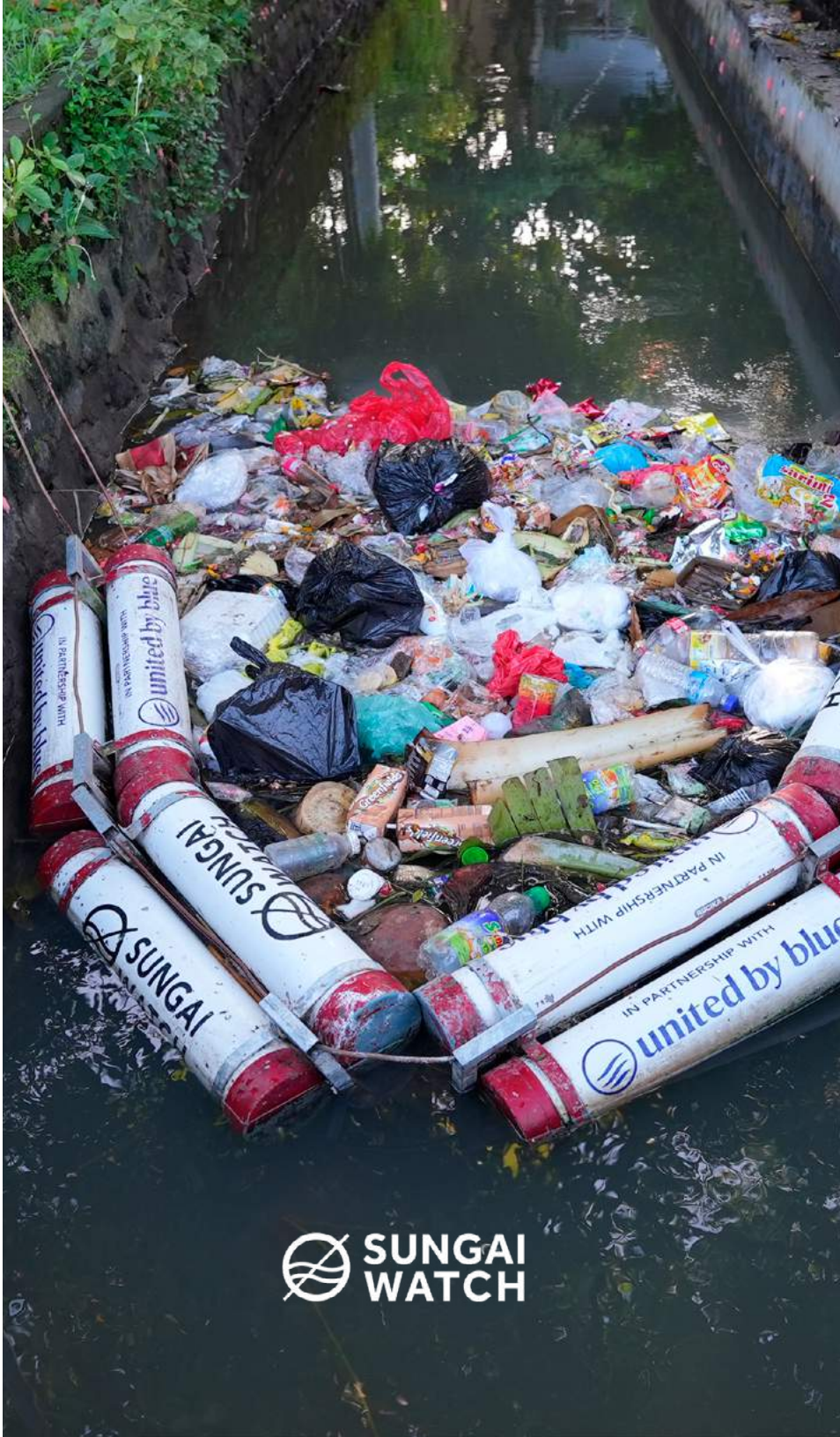


HIGH YIELD SPOTLIGHT: BRADDOCK, PA

Braddock Township is a small borough outside the city of Pittsburgh, PA – about 10 miles upstream from the mouth of the Monongahela River. A once-bustling steel town with a population of over 20,000 during its peak in the 1920's, the town is now home to fewer than 1,700 residents and just over a dozen of the hundreds of businesses that used to line the main road of Braddock Avenue.

This formerly-vibrant town has been underserved in many ways over the years, one of which is waste removal. With funding for only one dumpster a month, it's no surprise that a large abandoned lot along the river became the home of a massive illegal dumpsite.

When our nonprofit partner, Allegheny Cleanways, made us aware of the issue, we organized an emergency high yield cleanup in December of 2022 to tackle the ever-growing trash. With the help of Allegheny Cleanways and shared resources from Braddock's Public Works Department and local businesses such as McMurray Electric and C&C Master Cleaning and Restoration, we spent two weeks of continuous work on site. When all was said and done, we removed over **40,000 lbs of tires** and **100,000 lbs of mixed debris** – totalling **153,545 lbs of trash cleaned from a one block radius along the river.**



EXPANDING OUR IMPACT

In recognizing that manufacturing waste (particularly from the fashion industry) begins and accumulates overseas, we expanded our cleanup initiatives into international borders. With the help of our cleanup partner, Sungai Watch, we installed floating trash barriers in the Sudimara region of Bali, where a team of collectors removes garbage from them daily. Our boots-on-the-ground team sorts, counts, and weighs all of the collected waste before responsibly disposing of it.

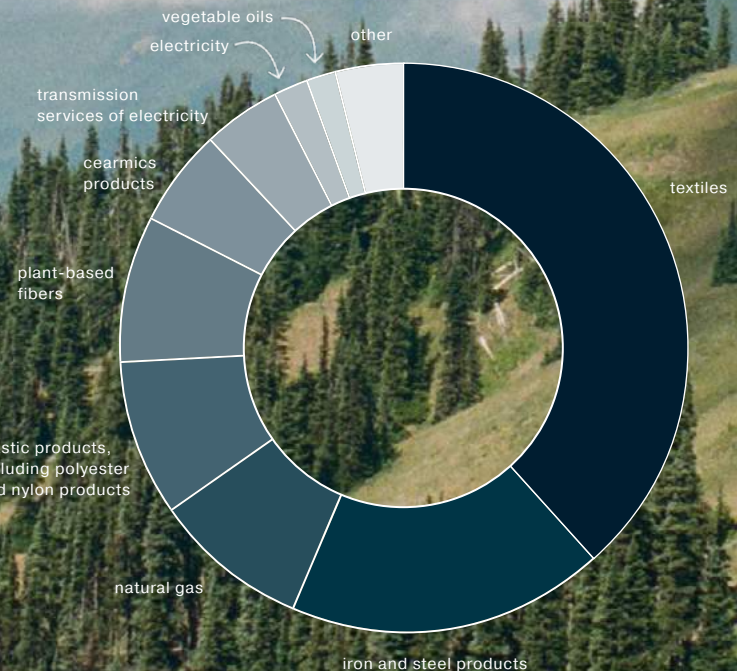
Through Sungai Watch, we now have 16 barriers that are monitored and moved as necessary, which helped us to clean a total of 143,958 lbs of trash in 2022.

MEASURING OUR EMISSIONS

2022 marked the year we took our first step in measuring and reducing our carbon footprint. We took an in-depth approach to identify where the majority of our emissions are coming from, develop an action plan to reduce them, and quantify the amount of ghg emissions to offset in order to mitigate the impact of our business operations.

Following global greenhouse gas accounting protocols and using the Brand Emissions Estimator from Climate Neutral, we measured all three scopes of greenhouse gas emissions.

Our total carbon footprint resulted in 10,089 metric tonnes CO₂e.



REDUCING OUR EMISSIONS

Quantifying the amount of greenhouse gas emissions we produce allowed us to make more informed decisions to mitigate or neutralize our emission hotspots.

Based on the data from our carbon footprinting exercise, we identify four key areas to reduce our emissions: **shipments, production, energy, and stores.**

We learned a lot from our first year of carbon management, and we're excited to continue reducing our emissions to further protect the environment.

SHIPMENTS

Reducing and consolidating shipments to lower the total miles traveled and, by proxy, their associated emissions.

PRODUCTION

Prioritizing longer lead times and slow fashion principles to transport overseas product by boat instead of air.

ENERGY

Evaluating our energy and electricity sourcing mix and seeking renewable energy options.

STORES

Prioritizing energy-efficient appliances, lighting, and materials in our physical stores and offices.

LET'S PUT THIS IN WRITING

Although we have always sought out and prioritized manufacturing partners who uphold high ethical and environmental standards, 2022 was the year we implemented our first official Supplier Code of Conduct.

Drafted in alignment with the principles of the International Labour Organization's Labor Standards, our Code of Conduct focuses on workplace and supply chain ethics such as physical and psychological safety, anti-discrimination, balanced working hours and conditions, wages and equal pay, animal welfare, and environmental responsibility. We also offer our Suppliers a "Preferred" tier of requirements for those that exceed our minimum requirements, and we place preference with these Suppliers wherever possible.

100% of our 2022 suppliers signed and agreed to our Code of Conduct.

Learn more about our manufacturing [here](#).

MANUFACTURING CERTIFICATIONS

We're proud to work with manufacturing partners that subscribe to the following certifications and reporting frameworks



DEFINING LOW IMPACT MATERIALS

Sustainable materials have been synonymous with the United By Blue brand since its inception, but this year we set official standards for them – defining exactly what qualifies a material to be considered “low impact”.

We went back to basics, defining that the materials we use should meet one or more of the following criteria:

Reduce: The material reduces waste in some way – such as minimizing excess material, conserving natural resources, foregoing the use of toxins, and using sustainable production.

Reuse: The material avoids waste by repurposing a material that would otherwise be considered waste, or creates an item that can be endlessly reused.

Recycle: The material supports the circular or second-life textile market by recycling waste into new materials. The material may also be recyclable, allowing it to remain in the circular economy.

Learn more about our materials [here](#).

MATERIAL CERTIFICATIONS

We're proud to source low-impact materials verified by the following certifications



WE'RE (FINALLY) PLASTIC FREE

We've been hard at work for the past few years removing single-use plastic from every possible aspect our company operations, and this year we finally succeeded in going 100% plastic-free in all of our direct-to-consumer shipments.

That means you'll never find one of these in your United By Blue order. ↪

We continue to work with industry partners, suppliers, wholesalers, and employees to eliminate plastic wherever possible. Read more about our plastic-free policy [here](#).

POLY BAGS

We use compostable ones instead

PLASTIC TAPE

We use recyclable kraft tape instead

PLASTIC PACKAGING

We use paper and cardboard instead

B CORPORATION

We continue to maintain our B Corp certification, with our most recent recertification occurring in 2021.

We're working on improving our B Corp score by:

- Formalizing and improving our charitable giving tracking mechanisms and policy
- Formalizing and improving our supplier tracking policy and implementing our Code of Conduct
- Introducing new methods of environmental impact management, such as measuring our carbon footprint
- Continuing to donate to and organize global waterway cleanup efforts in support of our company mission and one-for-one business model

Certified



Corporation



ORGANIZATIONS WE ❤️

After a trying season during the pandemic, we were so glad to be able to resume our nonprofit partnerships, grassroots support, and charitable giving in 2022.

Through a blend of direct financial donations, environmental partnerships, in-kind donations, and marketing campaigns, **we supported and partnered with 26 nonprofit organizations this year.**

NONPROFIT NAME	LOCATION	WHAT WE WORKED ON
Allegheny Cleanways	Pittsburgh, PA	High Yield Cleanup
Tookany/Tacony-Frankford Watershed Partnership, Inc.	Philadelphia, PA	High Yield Cleanup
Keep Pennsylvania Beautiful	Greensburg, PA	High Yield Cleanup
Oceanic Global	International	High Yield Cleanup, Community Cleanups
Turtle Island Restoration Network	Galveston, TX	Community Cleanup
Heartland Conservation Alliance	Kansas City, MO	Community Cleanup
Alliance for the Great Lakes	Chicago, IL	Community Cleanup
Friends of the Mississippi River	Minneapolis, MN	Community Cleanup
Conservation Minnesota	Minneapolis, MN	Community Cleanup
Puget Soundkeeper	Seattle, WA	Community Cleanup
Riverfront North	Philadelphia, PA	Community Cleanup
Partnership for the Delaware Estuary	Willmington, DE	Community Cleanup
Costa Cleanups	South Padre Island, TX	Community Cleanup

NONPROFIT NAME	LOCATION	WHAT WE WORKED ON
San Antonio Riveraid	San Antonio, TX	Community Cleanup
Bolsa Chica Conservancy	Huntington Beach, CA	Community Cleanup
Bottle Underground	Philadelphia, PA	Community Cleanup
Genesee RiverWatch	Rochester, NY	Community Cleanup
Sunset Lake Park Conservancy	Asbury Park, NJ	Community Cleanup
Rivanna Conservation Alliance	Charlottesville, VA	Community Cleanup
American Bird Conservancy	Galveston, TX	Community Cleanup
Earth Conservancy	Ashley, PA	High Yield Cleanup
Lower Shore Land Trust	Snow Hill, MD	Community Cleanup
Natural Restorations	Phoenix, AZ	Community Cleanup
San Diego River Park Foundation	San Diego, CA	Community Cleanup
National Marine Sanctuary Foundation	National	High Yield Cleanup
Sungai Watch	International	International/ Passive Cleanups



LEARN MORE IN OUR SUSTAINABILITY PORTAL

united by blue