KNOWLEDGE
POWERS
CHANGE
Well, those first 6 months have absolutely flown by, haven’t they!? Despite everything that’s happened in the world, we have kept KNOWLEDGE at the heart of our journey, and we couldn’t be prouder of our INKEY family and how far we have come together. Whether it’s a team member who wants to develop new skills, a young person who wants to make a change, or a customer who needs some skincare advice, we believe that better information will lead to better decisions and we are seeing such amazing feedback from you all, we can’t wait to show you what we’ve been doing over the last 6 months.

- Colette Laxton & Mark Curry, Co-Founders of The INKEY List
Hello everyone and welcome to our latest INKEY Impact Report! We promised to update you on what we’re doing to help People and Planet every 6 months, so we have some catching up to do! From fresh faces joining our changemaking journey to the results of our commitment to help the environment – we’ve got some exciting things to share with you all.

You may not know this, but we released our first INKEY Impact Report a year ago and we have come so far in our progress, however we know we have still some way to go and we want to keep you as updated as possible.

“Empowering people through Knowledge is built into everything we do at INKEY, that’s why we feel really passionately about keeping you all updated on everything we do to support People and Planet.”

- Azin Kafai, Head of Social Impact and Sustainability
With knowledge and education front and centre of our purpose, we will drive impact through 2 pillars PEOPLE and PLANET and support 4 UN Sustainable Development Goals (SDGs).
For over a year now we have been working alongside Ashoka towards a CHANGEMAKING vision.

Our partnership emerged from the personal story of our founders and their journey through education combined with Ashoka's world class theory of change...

...and we are putting young people right at the heart of this mission!

OUR TARGETS BY 2024 ARE TO:

500,000
Give 500,000 young people in the United States and United Kingdom the opportunities, skills, and resources they need to become changemakers

50,000
Introduce changemaker education to 50,000 teachers and educators

700,000
Reach 700,000 families to raise their children and young people to become changemakers
We are incredibly proud of our partnership with Ashoka. If you haven’t heard of them before, here is a little more about who they are and what they do:

An international organization of impact; Ashoka’s vision is of a future where ALL of us play a role, no matter how small, in solving problems for the good of all — as if it’s second nature. We call this an Everyone a Changemaker world. In a world that is changing fast and in ways it never has before, it is more important than ever that we all have voice and power. And that also means EMBRACING the changemaker abilities to both navigate and drive change: empathy, teamwork, new leadership, and changemaking.
INKEY pride themselves on being led by and centred in knowledge and in the social impact sector knowledge is one of the greatest vehicles for pushing genuine systems change. That shared belief sparked my love for the collaboration between INKEY and Ashoka and since the start I have been completely blown away by the beauty of this partnership.

- Anu Bhatnagar, Partnerships Manager, Ashoka
To help us achieve our ambitious targets, last year we launched the INKEY Impact Fund in partnership with Ashoka. What makes it so special is that it's run WITH YOUNG PEOPLE, FOR YOUNG PEOPLE.

Our 4 young fund leaders help us identify projects from local communities to wider scale initiatives. Together, the INKEY Impact Fund promotes changemaking through awareness, education, and storytelling. The fund directly invests in not just the young people, but the ecosystems around them (educators, parents, guardians, schools etc.) to ensure we make genuine lasting change in the world.

Our first cohort of young leaders have done an incredible job of leading the Impact Fund and supporting our first ever project, the opening of Rekindle Supplementary School in Manchester. They will now pass the baton on to 3 more amazing young changemakers to continue the mission of the INKEY Impact Fund. We'd like to thank Christian, Sophia and Liv for their amazing work this past year and wish them the best of luck with their next ventures! Without further ado, we'd like to introduce our new INKEY Impact Fund Leaders of 2022!
“I am the captain of the Afghan National Women’s Football Team and a passionate Humanitarian and Sports Activist. I am delighted to be a global changemaker and help lead The INKEY List Impact Fund. This initiative will enable me to present funding opportunities to young determined future leaders in order to achieve impactful activism globally. Through this project, my goal is to positively inspire and empower youth to play active roles in society.”

– Farkhunda Muhtaj

“Having already worked with INKEY for the past year, I’m no stranger to the amazing impact the Fund can make. I hope that through the Fund we showcase the power of youth-led systems change. I hope we empower more young people to not only step into leadership but to know that they belong in spaces of collaboration and, most importantly, I hope that we encourage real systems change.”

– Jaiden Corfield
“I am the Founder of Object, a non-profit working to promote confidence in young girls. We host monthly workshops with women speakers who share their stories and connect with the girls. We invite women across a variety of disciplines—NYT bestselling authors, doctors, mayors, entrepreneurs—to expose girls to all that is possible.

I’ve really enjoyed spending the last few months working on the INKEY Impact Fund. I think the fund structure itself embodies the fund's goal of empowering young people since it is run entirely by the four young changemakers. It's a great example of walking the walk.”

— Manat Kaur

“Young people are leading the climate movement and are the world's most powerful resources when it comes to climate solutions, but there is hesitancy among donors to directly fund young people. Having spoken to a range of youth-led organisations and having founded my own non-profit, what I've heard time and again is that young people need support and funding to scale their efforts and accelerate their solutions.

I am the founder of Climate Cardinals – an international non-profit working to translate climate information into over 100 languages. By working with the INKEY Impact Fund, I hope to bridge the financial support gap by giving young activists grants to pursue their passion projects.”

— Sophia Kianni
Which theme speaks to YOU the most?

- Youth (Co-) Leadership
- Climate Change Action
- Inclusivity & Equality
- Confidence & Wellbeing

THE NEXT STEP...

This is just the beginning of another exciting chapter in our changemaking journey. We’ve been asking you guys what changemaking actions are most important to you... and we’ve been listening! Our INKEY Impact Fund Leaders have been busy behind the scenes planning the impact they want to see for People and Planet.

Keep an eye out on our socials to see where we'll be focusing our efforts first. Our young Fund Leaders hope you will follow us along on our mission to continue to drive Knowledge Powered Change.
FOR PLANET

We take our commitment to the Planet seriously and have been focusing our attention on 3 main areas:

1. INGREDIENTS
2. PACKAGING
3. CLIMATE

“At The INKEY List we recognize the importance of local sourcing for local distribution. This is very much a part of our ongoing strategy to continue to work with the right partners both for filling and ingredients to help limit the impact and create more sustainable partnerships. This will continue to be a key deciding factor in our business model and how we look to bring products to the market.”

- Kim Suddell, Head of Product
INGREDIENTS

At The INKEY List, we believe that better Knowledge drives better decisions. Every ingredient we use is tried and tested. We stand for TRANSPARENCY and INNOVATIVE ingredients. ALL our products are simple to understand and easy to use.

We’re also proud to share that we are now Leaping Bunny certified! This is the only internationally recognised certification that guarantees consumers that no new animal tests were used in the development of the product. In this case – all our products! We are in the process of obtaining other certifications whilst we navigate our sustainability journey and we will keep you updated as we go along.

PACKAGING

We are now well into our PACKAGING OVERHAUL that began in January. As we continue to transition into our new Planet friendlier packing here is our progress:

Currently about 35% is in circulation with another 65% still to run in. By the end of 2022 ALL our new packaging will be out in your hands and in stores, saving 48 tonnes of virgin plastic use!

CLIMATE IMPACT

We are making changes across our supply chain and operations to not just offset our CO\textsubscript{2} emissions so far, but also reduce it in the long-term. This year we officially became a BEYOND NET-ZERO COMPANY! This means that we have offset more carbon from the atmosphere than we have produced. As INKEY grows, so does our impact on the Planet. We recognise this, and despite it being near-impossible to reduce our TOTAL emissions, we have managed to reduce how much carbon we use proportionally as we grow as a company:

We know this is progress not perfection, and we are working on it, and we will keep you updated as we go.

<table>
<thead>
<tr>
<th>Year</th>
<th>FY2019</th>
<th>FY2020</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (tCO\textsubscript{2}e per £m)</td>
<td>4.75</td>
<td>1.93</td>
<td>0.78</td>
</tr>
<tr>
<td>% Change from baseline</td>
<td>-84%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>FY2019</th>
<th>FY2020</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees (tCO\textsubscript{2}e per employee)</td>
<td>2.53</td>
<td>0.91</td>
<td>0.44</td>
</tr>
<tr>
<td>% Change from baseline</td>
<td>-83%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For those who missed it, The INKEY List held our **FIRST EVER POP UP EVENT** this year. For the first time in INKEY history, our customers were able to physically interact with our team – and we’re not sure who was more excited! The event was an incredible success, and we’d like to thank everyone who got involved, both team members and supporters. On top of this, our INKEY pop up was also a certified **BEYOND NET-ZERO EVENT**! Just like the company, it means that we have offset more carbon than the event gave off (over 200%). INKEY’s lack of physical stores around the world helps us reduce our carbon footprint and so it only felt right that we gave back to our Planet.
UNTIL NEXT TIME...

We have some big things planned for this year as well and we can't wait to share more about our actions for People and Planet as we go along. The INKEY List has always been a brand with values, and we hope you'll stick with us along our journey!

We might not always get it perfectly right, but we promise to keep improving everything we do by sharing KNOWLEDGE POWERED CHANGE.

Join us on our Changemaker journey and check out more KNOWLEDGE POWERED CHANGE on our socials and website here:

www.theinkeylist.com
@theinkeylist