MARCH 2022

WELCOME TO THE INKEY LIST™
END OF YEAR
IMPACT REPORT 2021
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At The INKEY List, knowledge is at the heart of everything we do. We believe that when we are equipped with the right information, we are empowered to make positive changes for PEOPLE and PLANET. This is called CHANGEMAKING.

Now, imagine a world where everyone was a changemaker...
Hello everyone! Firstly, we hope 2022 has been good to you so far. It’s hard to believe we’re already a quarter of the way in... and we’ve got so much to talk about! We shared our first Impact Report last July and we’re just as excited to update you all on everything we’ve been up to as well as what we’re looking forward to. The past year has shaped business across the world and made them start doing things differently from how they work to how they produce products etc. The INKEY List is no different, this has allowed us to challenge normality and change the way we go about things. KNOWLEDGE has always been one of our core values and we will continue to empower people with the knowledge to make better decisions – whether it’s skincare, split ends or saving the planet.

- Colette Laxton & Mark Curry, Co-Founders of The INKEY List
From COVID-19 to COP26, there were many things that impacted PEOPLE and PLANET last year. However, change for us also means an opportunity to learn, grow and evolve.

From our work with the amazing Ashoka to the commitments we’ve made to help the environment, we are excited to share our progress so far. As a company, we have set ourselves some big goals to achieve in the following years... and we hope you’ll stick with us on our journey of changemaking!

Being a part of The INKEY List means being part of a team that's always learning. No matter how much we progress, we’re always looking for ways to improve.

– Azin Kafai, Head of Social Impact & Sustainability
IMPACT PILLARS

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!

TO ACCOMPLISH OUR MISSION, BY 2024, WE AIM 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 matterhow small, in solving problems for the good of all — as if it’s second nature. We call this an Everyone 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.
Ashoka’s collaboration with The INKEY List is not a typical one. Our shared entrepreneurial culture has moved us to build unique and influential partnership.

As a collaborative team, we are able to look beyond traditional corporate philanthropy, creating a larger shift in society where everyone can realize their power to create change.

- Tia Johnston Brown, Director for Youth Venture Initiative, Ashoka
In collaboration with Ashoka, we are currently in the process of developing a Changemaker Instrument that can be used by ANYONE in education. Whether you’re a teacher, a parent or even a young person yourself – we believe it should be accessible and applicable for EVERYONE. Our goal is to empower educators to build the right environment for young people to grow and develop into changemakers themselves.

We have already successfully launched pilot programmes of the Changemaker Instrument in Manchester in the UK and Arizona in the US... and we’re excited to be able to share more about it as we continue to develop it! We know that powerful experiences while young can lead to a lifetime of changemaking. No matter how big or small, we can all contribute to a healthier, happier, and more equitable world.
Building the Changemaker Instrument continues to be a collaborative, emergent process. We have interviewed 90+ stakeholders from diverse backgrounds (ranging from social entrepreneurs, young changemakers and changemaker educators to people working in spirituality, biomimicry, etc.).

So far, we have built two advisory groups (the Wisdom Council) to help us synthesize and make meaning of the data. We then develop prototypes that we share with educators to ensure what we are building reflects and is helpful to navigate the realities of teaching today.

We are excited to see where this emergent and co-creative process leads us over the next six months and looking forward to sharing it with the world soon.

- Vipin Thekk, Senior Director, 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.

What better way to start supporting and empowering young people than by putting them at the heart of the planning process!

Our four 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.
“Being a fund leader for the INKEY Impact Fund has shown me the true power and impact that genuine collaboration and partnership can have.

The Fund has helped us reach the areas of social impact and the pages of knowledge that we were most passionate about. INKEY have forged a new path for collaboration, one that I admire deeply and have learned the most from, a path that redefines what it truly means to build and invest in a better world TOGETHER. I’m incredibly excited to continue working alongside INKEY, supporting the Impact Fund and watching in intense admiration as a new breed of partnerships and a new community are formed through this fund. ”

– Jaiden Corfield, Young Changemaker & INKEY Impact Fund Leader
Hyram x The INKEY List the Changemaker kit for Rekindle School
Some of you may remember back in April when we partnered with Hyram Yarbro and launched our Changemaker Kit in support of Rekindle School! Thanks to all of your support and love for the kit, we raised over $22,500!

The money was then channelled towards helping the founding of Rekindle School in Greater Manchester. A truly innovative project, it will be the first supplementary school in the UK set up and run by young people for young people. Opening this March, the school will be open to teenagers with the purpose of providing the skills and desire to continue learning outside the classroom. We are incredibly passionate about the power of young people, and we couldn’t be more proud – or excited, to be supporting them through the INKEY Impact Fund! Follow Rekindle here!

EasyPeasy App
Changemakers are not hand-picked or crafted – everyone has the potential! To effectively raise a generation of changemakers, we are working with experts in early years education to provide parents with resources to support them and their child’s development. In collaboration with EasyPeasy, we are creating activities related to empathy for 2–5-year-olds.
ENGAGING OUR COMMUNITIES WITH CHANGEMAKING

Storytelling and education are some of the many ways we can help talk about and promote CHANGEMAKING.

Throughout the year, our Knowledge Powers Change campaign enabled us to reach out and engage our communities – both inside the company and outside. Here are some highlights of the things we got up to:

**CHANGEMAKER SHORT FILMS**

With the help of our fund leaders, we created a collection of short films written and filmed by the young changemakers themselves!

The films tell the story of how they each started their changemaking journeys and what advice they’d give to others looking to start their own. Each one tells a different story but just goes to show how ANYONE can truly be a changemaker. You can check out our Changemaker Short Films [here](#)!

**CHANGEMAKER KNOWLEDGE HUB**

What’s the use of having information that can help other if it’s not accessible? That’s why we created the Changemaker Knowledge Hub! We put together content and resources with the purpose of helping young people (and older people as well!) learn about and understand changemaking.

From videos that help explain different concepts to our very own Changemaker Toolkit, you can check out our Changemaker Knowledge Hub [here](#) to learn more yourself!

**CHANGEMAKER CHALLENGES**

Our community doesn’t just mean our consumers... we’re creating a culture within the company too! With help of our incredible young fund leaders (starting to see a pattern?) to create fun ways to engage people with changemaking.

Last year we launched our 4-week Changemaker Challenge where each fund leader gave us an action to complete each week that helped empower us and others. We shared these with our followers – and they got involved as well! Check out the Changemaker Challenges [here](#) if you want to give it a go!
Many of the projects we are currently working on with ASHOKA will continue over the following year (and years!) which we will keep updating you on.

There is so much more that we are planning and we can’t wait to share it with you in our next report later this year!
Having a CHANGEMAKER mindset through and through is really important to our team culture. Over the last few months have been busy setting up our team and business as a Changemaker business. Here's what we've been up to:

**EVERYONE A CHANGEMAKER MINDSET**

We’ve had our first Empowerment Survey where we were able to look at how our team is set up and what activities we needed to make INKEY the best team to be part of.

We are launching our first CHANGEMAKER training program in partnership with Ashoka and Liffed called ‘Raising Changemakers’. This will give ALL our team an opportunity to embark on the Changemaker journey themselves, so we are all living our mission through and through.
DIVERSITY AND INCLUSION

We believe that The INKEY List is for everyone and so we set up the INKEY Empowerment Collective to support our business equality and inclusion goals to ensure it runs true in everything we do. They meet once a month and are our key advocates for Change across all our teams!

Some of the initiatives we have done include:

- Creating an Equality Manifesto to hold ourselves and our partners to account
- Implementing learning and development opportunities around allyship, unconscious bias and equity.
- Creating an online Learning Room full of educational tools and resources
- Supporting initiatives on the front line of Equality such as NAACP, Stop Asian Hate, LGBT Foundation and Spencer Trust.
- Sponsoring the Nottingham Lions, a local LGBTQ+ football team
The Empowerment Collective does what it says. A diverse and enthusiastic group of people who have come together on their own accord and ensure The INKEY List is a safe space for everyone regardless of their background, belief, or identity.

We manage our commitment to the Empowerment Collective on top of our work duties which is a testimony to the passion and energy that everyone within the Collective shares. 

— Siddharth Senthil, Consumer Insights & Analytics Manager
TEAM HAPPINESS

With the ups and downs of the global pandemic, it’s easy for people to feel detached or isolated. 2021 gave rise to a “new normal” for us all, but we adapted and evolved to ensure we provide an inclusive and positive environment for our team. Here are some of the things we got up to last year:

- **Breathing Space**
  Taking time after the working day to cool down and de-stress

- **Magic show social event**
  Adding some colour to a bleak lockdown!

- **PaintVine social event**
  Time for some art and wine!

- **Pregnancy wellbeing workshop**
  Empowering and educating!

- **Time to relax**
  Skincare secrets: The art of product application

- **Circuit Break**
  Giving a week back to our team as a thank you!
With so much happening every day – both in our work and personal lives, it’s uplifting to see our team taking time to look after themselves and each other. This is a testimony of the positive culture we strive to cultivate at The INKEY List!
FOR PLANET

CHANGING THE WAY WE CREATE

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

1. INGREDIENTS
2. PACKAGING
3. CLIMATE

TO ACCOMPLISH OUR MISSION, BY 2024, OUR AIMS ARE:

100%
Recyclable packaging

48
Tonnes of virgin plastic saved

CARBON NET ZERO

100%
Recyclable packaging

48
Tonnes of virgin plastic saved

CARBON NET ZERO
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 of our products are simple to understand and easy to use.

PROGRESS SO FAR

We believe our customers should have the opportunity to understand more about what is in the products they use which is why in May, we launched the INKEY Ingredients Index. The index includes every ingredient we use in our products and provides an overview of what each ingredient does and its benefits. Our askINKEY team are even trained to help with any further questions as it is important to us that everyone feels empowered to make informed decisions about their skin and hair.

Our amazing product team have set up our Ingredients Management System to improve how we work with ingredients. They have also had our products assessed by external organisations – so you don’t just have to take our word for it! We are in the process of acquiring more certifications to improve our transparency and traceability, but you can check out our website for more info on the ones we currently have!

“Within our product development team we are constantly exploring new and exciting ingredients, whilst ensuring we minimalise our impact on the planet. This has led us to explore interesting ingredients upcycled from waste material from the food industry to biotechnology. As a brand our aim is to ensure people have the opportunity to learn about everything we do, if they so wish, especially the ingredients they use.”

~ Anna Creed, Brand Director

FUTURE GOALS

We will continue to make sure our products are in line with our sustainability goals as well as build on our third-party credentials to ensure The INKEY List is transparent, traceable and trustworthy. Furthermore, we will keep evolving our INKEY Ingredients Index to make it even more informative and accessible for everyone.
As you can see, our packaging is designed to be simple, safe and support our belief that better information drives better decisions. Nonetheless, this hasn’t stopped us from spending all of last year working on some big changes with our packs to improve ourselves...

PROGRESS SO FAR

We’re excited to announce that our new packaging project is now live! Slowly but surely, all our packs are now being replaced by new ones that improve our impact on the environment. As we transition, by the end of 2022, 100% of our range will be recycle-ready as well as 86% using a minimum of 50% recycled PCR plastic. All of our tubes and pumps will also become mono-material to massively improve their recyclability.

We’re not stopping there as this is progress rather than perfection and we will continue to look for ways we can keep delivering our amazing products in a sustainable way.

FUTURE GOALS

By the end of 2022 our main priorities are:

- To transform 100% of our range to use a minimum of 50% PCR plastic.
- Reduce our use of virgin plastic by 41% in total, helping to lower our fossil fuel usage in manufacture as well reducing our overall plastic output by 48 tonnes.
- We also hope to partner with a leader in packaging innovation to transition to an even more planet friendly packaging alternative by 2024.

“It's hugely important that we tackle the plastic issues we are facing as a planet, although there is yet to be a perfect solution, we will continue to strive for this. At INKEY we have always kept our planet in mind as we make decisions, from product to packaging to marketing, we look to ensure that we are supporting change & knowledge for the better. Despite recent improvements, we will continue to evolve our packaging by looking towards innovative technologies and solutions.”

~ Natalie Parker, Global Brand Marketing Manager (Hair)
CLIMATE IMPACT

We are making changes across our supply chain and operations to ensure we reduce our CO2 emissions and offset what we have created so far.

PROGRESS SO FAR

The way we create our products and the impact it has on our climate was a huge focus for us last year. We mobilised all our supply chain functions, suppliers, warehouses and transport providers to ensure we are collecting and managing all the information needed to understand our true footprint. This includes all of our DTC functions.

Here are some of the actions we’ve taken as we progress with our sustainability journey:

- Switched our Notts HQ to renewable energy
- Created an Environmental Purchasing Policy which includes green travel and accommodation alternatives
- Offset all our emissions from launch to December 2020 through various offsetting projects around the world including in India and Ghana
- Joined the BBC Sustainable Beauty Coalition – helping to drive a more sustainable industry
- Better Business Act – putting purpose at the heart of business everywhere
- New warehousing to facilitate European Fulfilment
- Signed on to the SME Climate Commitment, pledging to make radical changes to cut our carbon emissions by 50% by 2030 (instead of 2040!)
- Moved our transport stock from UK to Europe to reduce our footprint
- In the process of creating a Sustainability Council consisting of external parties who can give us expert guidance on sustainability solutions
As The INKEY List continues to grow as a company, so does our responsibility to ensure we maintain a positive impact on our planet. Like we said, this is all progress rather than perfection which is why we continue to measure and track our carbon footprint to be able to better identify where and how we can make improvements.

Embracing this strategy was a no-brainer as we begin to focus on our massive, long-term goals as well as improve our impact on PEOPLE and PLANET.

**FUTURE GOALS**

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We BELIEVE that with better information, we too can go on to make better decisions.
The importance of a responsible supply chain has never been greater. We no longer see this as nice to have, we must drive change. Through reducing freight miles, using green energy, minimising virgin plastic and redesigning packs to reduce packaging we are proud of our momentum through 2021.

We thank our strong supplier partnerships who have amplified our ability to make a difference. But this is just the beginning. Sustainable decisions run through our core, and I am excited to see our 2022 plans come to market.

– Suzanne Coulton, Director of Operations
We can't change the world by ourselves...

THE POWER OF COLLABORATION

Back in October we joined 100+ other Beauty brands around the world to stand in solidarity for #CodeRed4Climate. If you had visited any of our channels that day, you'd have noticed that we had put a hold on **ALL** online activities for the day to ensure full focus on the fight against Climate Change.

We understand how important this issue is for everyone around the world and we at The INKEY List continue to support progress towards a sustainable future for everyone.

This is a #CodeRed4Climate.

**#CODERED4CLIMATE**

Formed by the British Beauty Council in 2020 after their ground-breaking 'Courage to Change' sustainability report, the Sustainable Beauty Coalition acts as a collective industry voice to accelerate collaboration, knowledge, and bolder collective efforts.

With our Brand Director, Anna Creed, holding a seat in the council, The INKEY List are proud to stand and work together with other amazing brands to improve the impact of the Beauty industry as a whole. Genuine change can't be made without collaborating.

**SUSTAINABLE BEAUTY COALITION**

Last year The INKEY List began sponsoring the Nottingham Lions Football Club – Nottinghamshire and Derbyshire's only LGBTQ+ football team.

A testament to our commitment to fully support inclusivity and diversity within our community. It's safe to say we were pleasantly surprised when they showed us their new collaborative kits and we are incredibly proud and honoured to be able to support such an amazing team!

**NOTTINGHAM LIONS**
Because we have some big goals to accomplish, we want to make sure we’re getting the right support to get there. The INKEY List are looking to bring together a group of external individuals who will bring both passion and expertise in Social Impact & Sustainability. The purpose of the council is to provide external advice and insights to make sure we keep on improving what we do.

From reducing our carbon emissions to maximising our positive impact, we believe that with the support of this Sustainability Council we'll be able to do more and better for People and Planet.

Back in October, our global team took part in a 100 Miles for Mind charity walk to raise awareness and money for the incredible charity supporting those in need of mental health support.

It is topic that we are all passionate advocates for and across our Nottingham, London and New Jersey offices (and everyone in between!) we collectively walked over 240 miles and raised over £2600. The INKEY List matched this donation for a total of over £5200 raised for the charity!
Last November saw the commencement of the 26th annual United Nations Conference of the Parties (COP26) in Glasgow, Scotland, which involved the getting together of all the world leaders to discuss the advancement of Climate Change policies.

As a precursor event to COP26, the 16th United Nations Climate Change Conference of Youth (COY16) also took place alongside it. Our very own Jyzu Manzano was invited to be a physical delegate for the event joining 400+ other young changemakers from over 150 countries around the world. He got involved with the policy making that was put forward to the world leaders representing the voice of our youth as well as taking part in the plethora of workshops and sessions that further deepened his understanding of the real effects that the Climate Crisis has on a global scale.

Jyzu returned more confident and more motivated in what he’s doing, and we can only imagine how much that amazing experience has helped him with his own goals!

"As an individual proud to be born in the global south and privileged to be raised in the global north – I have seen all too well the impacts that Climate Change has had on our most vulnerable communities as well as the disconnect of the general public. However, I left Glasgow feeling confident about my generation and it’s more evident than ever that collaboration is key to the success of humanity."

– Jyzu Manzano, Social Impact & Sustainability Assistant
UNTIL NEXT TIME....

We have some big things planned for this year 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 POWERS CHANGE content on our social channels and website here:

www.theinkeylist.com
@theinkeylist
KNOWLEDGE
POWERS
CHANGE