OUR ENVIRONMENTAL SUSTAINABILITY COMMITMENT

At Psychi we have a passion for the big blue playground we call home. Without a healthy and diverse planet, many of the places and pursuits we live for will be a thing of the past. That's why we're addressing the challenges our planet is facing head on. We want to be part of a movement striving to keep our planet cool, healthy and plastic free for generations to come. Part of that commitment is transparency. We want to keep you up to date on the progress we're making and the steps we're taking to mitigate any damage already done.

STERGY ON! LAME... CO_2 GOOD! LESS OF THIT PLEASE...

CLEANER GREENER SHIPPING

As a predominantly ecommerce company we rely on couriers and international freight to move stuff around and get our gear to your doorsteps. We can't wait for the day when we can do this completely emission free but sadly that day just isn't here yet. So what can we do? Well for now we have to settle for the next best thing, which for us means cutting out air freight and working hard to ensure that the companies we work with are as ecologically responsible as possible. We make sure we only use freight companies that are actively investing in more sustainable practices, be it electric vehicles or carbon neutral biofuel shipping.

More information about our sea freight and courier's environmental commitments can be found at **Green DPD**, **Wilstite Environment**, and **Maersk Sustainability**.

CARBON OFFSETTING

As we mentioned before, it would be awesome if we could move all our products around without emitting so much as a hamster sneeze of CO2. But as we don't have our own delivery service or international freight company it's sadly just not possible for us at the moment. So, besides using the environmentally friendly companies we can find to help us out, we've also chosen to offset all of the Psychi team's carbon. This covers all of our employees travel, food and hobbies, at home and at work! And we haven't stopped there. We've partnered with Ecologi to help fund the worlds best climate crisis solutions and finance carbon reduction projects all over the world! You can check out our progress **here**.

Just to keep you in the loop, we'll be posting quarterly offset certificates to let you know how we're doing. You can take a look at the latest certificate **here**.

Ecologi

PLASTIC

It was a team bouldering trip to the west coast of Scotland three years ago where we first came face to face with the amount of plastic washing up on even the remotest of beaches. It really opened our eyes to the impact our use of disposable plastic is having on the planet's delicate ecosystems. Needless to say the experience really galvanised our commitment to take an aggressive stance against plastic. It's meant a lot of change, and a lot of investment for us, but now three years down the line we're really starting to realise our plastic free ambitions. But don't take just our word for it.. Here's how!

ECO FRIENDLY PACKAGING

BIODEGRADABLE!

You may have noticed that biodegradable delivery packaging is one of the major changes we've managed to bring into effect. **D2W** is an additive that can be added to plastic during manufacture. It accelerates the natural process of oxidation until the product is no longer a plastic, but a material which can be bio-assimilated." This simply means that if the worst happens, and one of our bags misses the bin or doesn't get recycled, and ends up floating around in the ocean, the bag will end up as food for fungi or bacteria, rather than ending up stuck in the mouth of a turtle. This is a win win for us, as we had been experimenting with paper bag packaging for our loose chalk, but the chalk held this pesky habit of escaping. Using D2W bags instead stops the chalk finding a way out and it doesn't harm the environment.

D2W

LOOK FOR THIS!

PAPER PACKAGING

Biodegradable mail is a step we're really proud of making. But for the majority of our product packaging we're trying to go one better with compostable and recyclable cardboard. All of our brushes and nut key removers already have this cardboard packaging, so we decided to go further and roll out similar packaging for as many products as possible, all replacing plastic. Obviously we do have some current stock with plastic packaging, which we are working through. But we have drawn a line under this and we're really close to running out! All our new stock of chalk bags, rope bags, carabiners and slacklines will be packaged in simple brown paper, which can easily be recycled or composted. But it's not just product packaging we're getting rid of. We've also swapped all of our bubble wrap and sticky tape to brown paper alternatives!

RECYCLING!

Given all this talk about our recyclable packaging it would be pretty rich of us to expect everyone to recycle our packaging responsibly without having our own house in order. We make sure that all of our business waste, from cardboard boxes to plastic packaging is recycled using SUEZ's mixed recycling service. This means that all of our recyclable waste is sorted and processed into bales of reusable material, ready to be made into new stuff! Some of our cardboard even gets taken away to be used as biodegradable mulch on a local allotment, helping to grow all sorts of veggies!

PLANTING TREES!

WORLDWIDE REFORESTATION

Reforestation is widely understood as a major natural climate solution. As a company of keen outdoorists we can't even begin to comprehend what life would be like without trees. So we're fighting back! As part of our partnership with Ecologi, we now plant one tree for every single order through our website! You can check out our progress with this handy tree counter which you can also find on our home page!

Ecologi climate positive workforce 5k trees

A PSYCHI FOREST!

WHO? WHAT? WHERE?

So far our trees have been planted in Madagascar, Mozambique and Nicaragua, with the majority being planted in Madagascar. But why so far afield? Well simply, these areas need it! Over 90% of Madagascar's original forest has been destroyed, decimating wildlife and impeding the people's ability to farm. The tree planting project which your orders help fund provides the locals with jobs and helps to replenish the precious mangrove forests, and mangrove trees are amazing! They not only capture up to four times more CO2 per acre than tropical rainforest, but they also provide safe homes and nurseries for three quarters of the tropical fish species!

You can learn more about all of the tree planting projects Psychi is helping to fund below!

OOOP DIDOOP SPOOO!

MOZAMBIQUE MADAGASCAR NICARAGUA

WHAT'S NEXT?

So this is where we're up to. We've made some great progress, ridding ourselves of plastic, funding worldwide ecological projects and planting trees. But there is always more to be done and we're not getting complacent! Here's a few ideas we've got cooking to make for an even greener future!

SUSTAINABLE SUPPLIERS!

One of our major goals for the next couple of years is to do a thorough audit of all of our suppliers. We'll be doing a clean sweep to make sure that from factory to doorstep our products are being produced without damaging the environment. We'll also be looking at the location of our suppliers, turning to more local production and cutting out international freight where possible.

SUSTAINABLE PRODUCTS!

As Psychi grows we want to make sure we're not taking up any practices which negatively impact the environment. This ethos is at the heart of all our future plans, from brush bristle to chalk bag zip, we're heading in a sustainable and green direction. One of the main areas we want to focus on is the materials in our products. We'll be investing in sustainable and, more importantly, natural components, such as bamboo and hemp. This would mean that once you're done with a chalk bag, and need a new one, it can just be composted or recycled, with no harm done to our precious ecosystems.

Raand we're done, props to you for reading through!