



dryrobe®

Certified  
**B**  
Corporation

sustainability and  
social impact report  
2023

## Why have we produced this report?

**At dryrobe® we are dedicated to doing everything we can to help create a sustainable future by making a positive difference and leaving a lighter footprint. We are committed to using the resources available to us to reduce our impact on the environment and do as much good as we can for our planet.**

This is the second Sustainability and Social Impact Report we have produced, with the aim of monitoring our progress, mapping our future plan and above all being transparent with everything we are doing.

In our 2022 report, we shared our sustainability journey, the introduction of recycled fabrics and eco-finishing.

This 2023 document looks back on the strides we have made over the past year and our plans going forward.



## Certified B Corp™

**This past year has been a huge milestone in our sustainability journey. In August 2022, we were incredibly proud to become a Certified B Corporation.**

We are now counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy. Certified B Corp's meet high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. By being a B Corp, we have joined a community of like-minded businesses all working together to prioritise people and the planet, making a significantly greater impact. This is something that we have been working hard to achieve and have made significant changes across five key areas: Governance, Workers, Community, Environment and Customers.

In order to become B Corp Certified, businesses are required to go through a rigorous certification process - the B Impact Assessment™. We are proud to have scored 109.8 points.

**Actions we have taken at dryrobe® which have allowed us to achieve this include:**

- Continuing to look after our employees' wellbeing through satisfaction surveys.
- Setting up health and life insurance and introducing new policies that benefit employees.
- Implementing employee volunteer days where employees are now encouraged to take 2 paid days off a year to spend time with a charity of their choice.
- Increasing our charity donations through the dryrobe® Warmth Project.
- Conducting and using stakeholder engagement in our decision making.



## Our B Corp Impact Assessment Highlights

**dryrobe® received the most number of points from within the 'Environmental' impact area. This comes from the standards of our products reaching the requirements of the highest certifications. At dryrobe®, we understand the possible effect raw materials used in our products may have on the environment. We still have a way to go to reach 100% of the points within this area, and currently sit at less than 50% of the full marks. Our momentum continues as we make way to reduce our environmental footprint.**

Our most impressive achievement sits within the 'Customer Stewardship' impact area, where we scored 81% of all possible marks. Meaning, our significant suppliers are regularly audited to ensure we are delivering the best quality products. dryrobe's customer satisfaction is monitored and results are shared publicly on Yotpo, directly onto our website, with further public reviews on Trustpilot. dryrobe® also put in targets to ensure we are increasing the satisfaction rates of our customers.

**Actions that we have taken at dryrobe® which have allowed us to achieve this include:**

- Improving our packaging materials.
- Ensuring all our products are sourced from certified recycled materials which are produced and verified in a non-harmful way to the environment.
- Calculating our carbon footprint, ensuring all measured emissions are offset through effective carbon offsetting projects so that we are now carbon positive.
- Procuring 100% renewable energy at our offices.



Certified



Corporation

dryrobe's score breakdown  
by B Corp Impact area:

**Governance Score: 16.4**

**Workers Score: 28.7**

**Community 15.5**

**Environment 44.9**

**Customers 4.3**

**Total: 109.8**

Achieving B Corp™ status is a huge step, but we are not done yet. As a business, we have a responsibility to continue to help transform the economy to benefit all people, communities, and the planet. Through B Lab, we must re-certify every three years and the goal is to maintain our efforts whilst imbedding more B Corp initiatives into our standard business practices.

## Stakeholder Engagement

**As a B Corp, our Stakeholders help to shape everything we do. We are committed to prioritising what matters most to them and using that to steer our sustainability journey.**

In 2021 we sent out our first impact survey to get feedback from the dryrobe® community, including customers, ambassadors, suppliers and employees to help us understand what aspects of sustainability really matter to them.

Based on this, we focused our sustainability strategy on measuring, and then reducing our carbon footprint, improving our packaging and waste, as well as our responsible sourcing. Throughout this report, we will highlight the steps we have undertaken to help push forward in these areas.



## Stakeholder Engagement Impact Survey Results

**2022 saw 307 stakeholders take part in our Impact Survey, more than double that of the previous year. 'Customer Satisfaction' was the most important issue to our stakeholders in terms of dryrobe's corporate and social responsibility. 'Packaging and Waste' and 'Sustainable and responsible sourcing' were also key points for our stakeholders last year.**

Over **90%** of those questioned were interested in a scheme that would give customers the opportunity to send back old dryrobe® changing robes to be repurposed. Currently, this is a gap in our product lifecycle. It is important to note that we have constructed a product for purpose, with quality and longevity as the core design principle. Our changing robes are made using robust, high-performance materials and have a long lifespan. However, we understand that over time customers may want to refresh their dryrobe® changing robes for a new colour or size. We are on the journey of discovering how repurposing dryrobe's can work best for our customers and to contribute further to the circular economy.

Many people mentioned that on top of repurposing old dryrobe® products, they'd like a repair service available. This is something we currently offer through our customer services department, for zips and other repairable elements. Based on this feedback, it is something we'll look to build on and promote more to our customers.

The value of correctly managing our packaging and waste is a high priority for our stakeholders. Aligning with this is our consistent commitment to reduce our packaging and tags as much as possible.

- 99%** consider managing our packaging and waste as important
- 99%** see sustainable and responsible sourcing as important
- 97%** feel reducing our carbon footprint is important
- 88%** see dryrobe® being a B Corp as important
- 87%** see charity donations as important

## Carbon footprint

To avoid the worst effects of climate change, we all need to take responsibility and act to limit global temperature increases to 1.5 degrees Celsius, or well below 2 degrees Celsius above pre-industrial levels. dryrobe® plans to set Net-Zero targets that are in line with these temperature increase limits and backed by science-based research.





## Carbon footprint

**dryrobe's direct and indirect carbon emissions have been calculated across the 3 identified scopes of carbon accounting. Our emissions from scope 1, scope 2 and selected areas of scope 3 have been carbon neutral since 2020. Carbon Neutrality refers to removing an equal amount of carbon dioxide emissions from the atmosphere, through carbon removals and storage (i.e., carbon offsetting).**

As set out in the Paris Agreement, offsetting plays an important role in rapidly deploying environmental solutions where it is economically viable. Offsetting will help bridge the gap before societies are able to phase out Greenhouse Gas (GHG) emitting technologies. Becoming carbon neutral is important to reducing our carbon footprint whilst we take steps to become Net-Zero. Our next steps include setting a clear baseline year for all applicable scope 3 activities, putting Net-Zero targets in place and working hard to implement reduction strategies to reduce our emissions.

In 2020 we decided to take carbon neutrality a step further, and through the support of One Carbon World, we are now climate-positive in our measured emissions. Being climate-positive means that we are now removing 10% more carbon dioxide from the atmosphere than is being emitted from our measured business activities. This means we are offsetting 110% of our total emissions. This is a start in accelerating our progress in contributing to reducing global emissions and is compatible with international standards ISO 14064.

Our verified carbon credits go towards projects which are registered with the UN Clean Development Mechanism and directly support renewable energy projects in developing countries. The other part of our verified carbon credits supports a reforestation project in Uruguay. This project lasts for 100 years, covers 18,000 hectares, and is verified by the Rainforest Alliance. The project is also certified by the Forest Stewardship Council ('FSC'). FSC certifies that the project complies with all applicable laws and regulations, upholds the rights of Indigenous People, enhances the well-being of workers and local communities and conserves ecosystems.

## Responsible sourcing

**In 2022, we were lucky to be joined by an intern from the Low Carbon Devon 'Internship and Leadership' programme. Their time with us at dryrobe® HQ was invaluable, as their work focused on circular economy and supply chain sustainability. The internship led to practical research on product repurposing strategies and the mapping out of our supply chain, used to calculate our carbon footprint.**

We are also in the process of launching our own supply chain manual. This will be a stringent manual that will help us focus on who we want to work with and ensure we only work with suppliers that meet the highest environmental and social standards.

This manual will act as a code of conduct, ensuring that our suppliers are meeting or exceeding national laws, regulations and procedures when it comes to topics such as; forced labour, child labour, migrant workers, pay, working hours, basic rights, anti-discrimination, freedom of association, collective bargaining, governance, traceability, health and safety, and the environment.





**Charity giving is very important to us. The dryrobe® Warmth Project supports charities and non-profit organisations that share our values of protecting the environment and promoting wellbeing through outdoor activity.**

We have maintained our support of some fantastic charities, who we have been working with for years. These include Surfers Against Sewage, The Wave Project, Surfers Not Street Children and The 2 Minute Foundation. As well as supporting smaller projects and non-profit organisations across the globe.

2022 also saw the launch of an exciting partnership with the RNLI (Royal National Lifeboat Institution). The RNLI and dryrobe® have partnered to share their love of the water and to deliver key water safety messaging to our communities, whilst also raising vital funds for the charity. £1 from the sale of every dryrobe® Advance, Organic Towel dryrobe® and dryrobe® dog product is donated to the RNLI. This partnership will see dryrobe® annually commit to donating £100,000 to support the RNLI's vital work of saving lives at sea.

As we do every year, we held a sale of dryrobe® products that have been given a stitch of new life. The revived products were sold to the local community at a discounted price. This is not only another way in which we seek to reduce the amount of waste that ends up in landfill (by re-homing products that are not quite good enough to sell as new) but is also a great way to raise money for charity. Last year we donated to Save The Children, who are doing vital work supporting the humanitarian crises in East Africa, Ukraine and Afghanistan, as well as providing vital support and care for children in 117 countries.

As well as this, dryrobe® staff continued to use their volunteer days to support local organisations. Our team are able to volunteer with any charity of their choice. Twelve of our employees volunteered their time to paint the North Devon Domestic Abuse safe house for abused women and children. Other members of staff picked up rubbish from the South West coastline with Surfers Against Sewage, or lent a hand to Seaful charity's 'Vitamin Sea Project' during their Blue Health Paddleboarding Sessions with the local Ukrainian community.

### **Surfers Not Street Children**

We give 100% of the profits from our limited edition Surfers Not Street Children dryrobe® Advance to the charity. We also donate annually, and supply products in support of their work that gives empowerment to young people through surfing.

### **2 Minute Foundation Beach School**

We continue to support their fun-filled sessions focused on our coastline, the creatures that inhabit it and what we can all do to protect them.

### **Operation Surf**

We're stoked to be able to help this incredible charity supporting veterans in the US through the healing power of the ocean and surfing. We supply dryrobe® Advance change robes to keep participants warm and dry between surfs.

### **Me Water**

We supplied dryrobe® Advance change robes for this non profit organisation's trip to Alaska in 2022. Me Water introduces people who may have never experienced the sea to its positive and therapeutic potential.

### **Finally I Sea**

We provided dryrobe® changing robes for all the children involved with Alice Geary's film, 'Finally I Sea'. Aimed to give every child the opportunity to experience the joys of the sea.

### **A Walk On Water**

We support this surf therapy organisation's amazing events by providing kit for their athletes, volunteers and ambassadors.

### **The Wave Project**

We give 100% of the profits from our limited edition Wave Project dryrobe® Advance to the surf therapy charity. We're also donating annually to help more people access the ocean through adaptive surfing.

### **Surfers Against Sewage**

We're proud to contribute to their vital work helping to protect oceans, beaches, waterways and wildlife, with an annual £10,000 donation. In 2022 we sponsored their incredible Million Mile Clean campaign.

### **Ghost Fishing UK**

We supported the clean up costs of abandoned, lost and discarded fishing gear ('Ghost Gear') from the ocean.



## Our next steps

**We are proud of what we achieved in 2022, and in 2023 we are continuing to work on improving our environmental and social performance. This year we have some exciting plans:**

- Becoming a B Corp was a huge step forward in our sustainability journey, but we will not rest on our laurels. We are committed to building on our score and working with fellow B Corps for an inclusive, equitable, and regenerative economy.
- This year, our focus lies on reducing our carbon emissions. We will set a baseline year, calculating all emissions associated with our business. Following this, we will put in place a Net-Zero strategy that is in line with science-based research.
- A key focus of reducing our emissions will rely on working with our supply chain to reduce emissions within our scope 3 emissions.

- Throughout the company, we will continue to assess and implement ways to make our products, packaging and marketing inserts contribute more to the circular economy.

- The response to the dryrobe® Warmth Project has been extremely positive and we are expanding this into new territories across the world as our business grows.

- We are working hard to ensure all our packaging in the US is made from FSC-recycled materials.

- Feedback from our stakeholders will continue to shape how our business operates.

We are always open to hearing new ideas and if you would like to get in touch with us or have any questions please email our Sustainability Manager at [\*\*tas.chilcott@dryrobe.com\*\*](mailto:tas.chilcott@dryrobe.com)

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