


URTH

Impact Report

2022

POSITIVE IMPACT



**For the planet.
For the people.
For the future.**

Our mission

To inspire and foster
artistic expression.

LEARN MORE

The future is ours to create.

We envision a world where creativity and artistic expression are inherent in the everyday. We strive to inspire and empower people to connect with their innate creativity and find purpose through a daily pursuit.

Because we believe creativity is at the core of how we face challenges, we believe we can change our path for the better through our commitment to Earth.

As a team of creators, we feel it is our responsibility to be part of the solution, both in how we operate as a business and the impact we leave behind.

From the materials we choose to the trees we plant, every decision at Urth is guided by four principles – **Purpose, Planet, People** and **Progress**.

This Impact Report details our commitments to these principles over the past year and the work that lies ahead.



LEARN MORE

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Purpose

We support expression driven by purpose – because purpose is at the core of a meaningful future for both creators and the planet.

Made with purpose

We believe that creativity can be a tool for good. The tools we share with the world are made to support artistic expression.



Carry range colourways

– DECEMBER

Our Carry Range is a buildable collection of recycled camera straps, backpacks and accessories custom-made for how modern creators live, work and explore.



Conscious design

POSITIVE IMPACT

To support our reforestation mission and uphold our commitment to making at least a 10x greater positive impact on the planet, we plant 5 trees with every product purchased.

RECYCLED MATERIALS

Made with 100% recycled nylon webbing, 21% recycled leather and over 30% recycled aluminium. Aluminium can also be recycled endlessly.

DURABLE HARDWARE

The aluminium hardware, YKK zips and Dyneema rope have been chosen for their durability and strength, so our carry gear stays in use and out of landfill.

CONSIDERED PACKAGING

For less waste overall, our products are packed in recyclable paper and free from plastic.



Magnetic filters

– DECEMBER

Our Magnetic Lens Filters bring ease to your photography flow with a convenient stackable, magnetic system.



Conscious design

POSITIVE IMPACT

To support our reforestation mission and uphold our commitment to making at least a 10x greater positive impact on the planet, we plant 5 trees with every product purchased.

PROFESSIONAL QUALITY

Our Magnetic Filters use professional quality glass for better sharpness, added protection, and easier cleaning.

CONSIDERED MATERIALS

Both the lens filters and packaging are made using glass, durable magnalium, recycled paper and are free from plastic.



Business with purpose

How we operate is just as important as what we create. From manufacturing to shipping, we make choices that reduce our impact and align with a vibrant future for the planet.



CARBON NEUTRAL

To support our reforestation mission and uphold our commitment to making at least a 10x greater positive impact on the planet, we plant 5 trees with every product purchased.



CONSIDERED WORKPLACE

In taking responsibility for every element of our footprint, we seek to minimise our impact in the workplace – powering the office with 100% renewable energy and environmentally-friendly office supplies, to a work-from-home policy that reduces our team’s commuting emissions.



LOWERING HARMFUL CHEMICALS

Our carry range manufacturer uses only Bluesign® vendors. Bluesign® is an independent chemical auditor that works with producers, manufacturers and brands to reduce harmful chemicals in the textile industry.



thinkstep

INDEPENDENT IMPACT AUDITS

We engaged an independent sustainability auditor, Thinkstep Sustainability Consultancy, to do a thorough cradle-to-gate life cycle assessment using world-leading GaBi Software.



UN CLIMATE NEUTRAL NOW MEMBER


We signed the Climate Neutral Now Pledge to contribute to a climate neutral world by 2050, and report on our actions and achievements annually.



ONE PERCENT FOR THE PLANET MEMBER

As a 1% for the Planet member, we commit to giving 1% of gross annual sales to an approved nonprofit tackling environmental issues.





**Our Carry range is
made with over 70%
recycled materials.**

Planet

Words can only go so far.
That's why we're taking action
to care for the planet.

Our footprint

Responsibility in action

True positive impact requires getting real with the impact we're responsible for. We've poured resources into understanding the extent of our impact, down to the last supplier – so we know exactly what needs to be offset.

What we found:

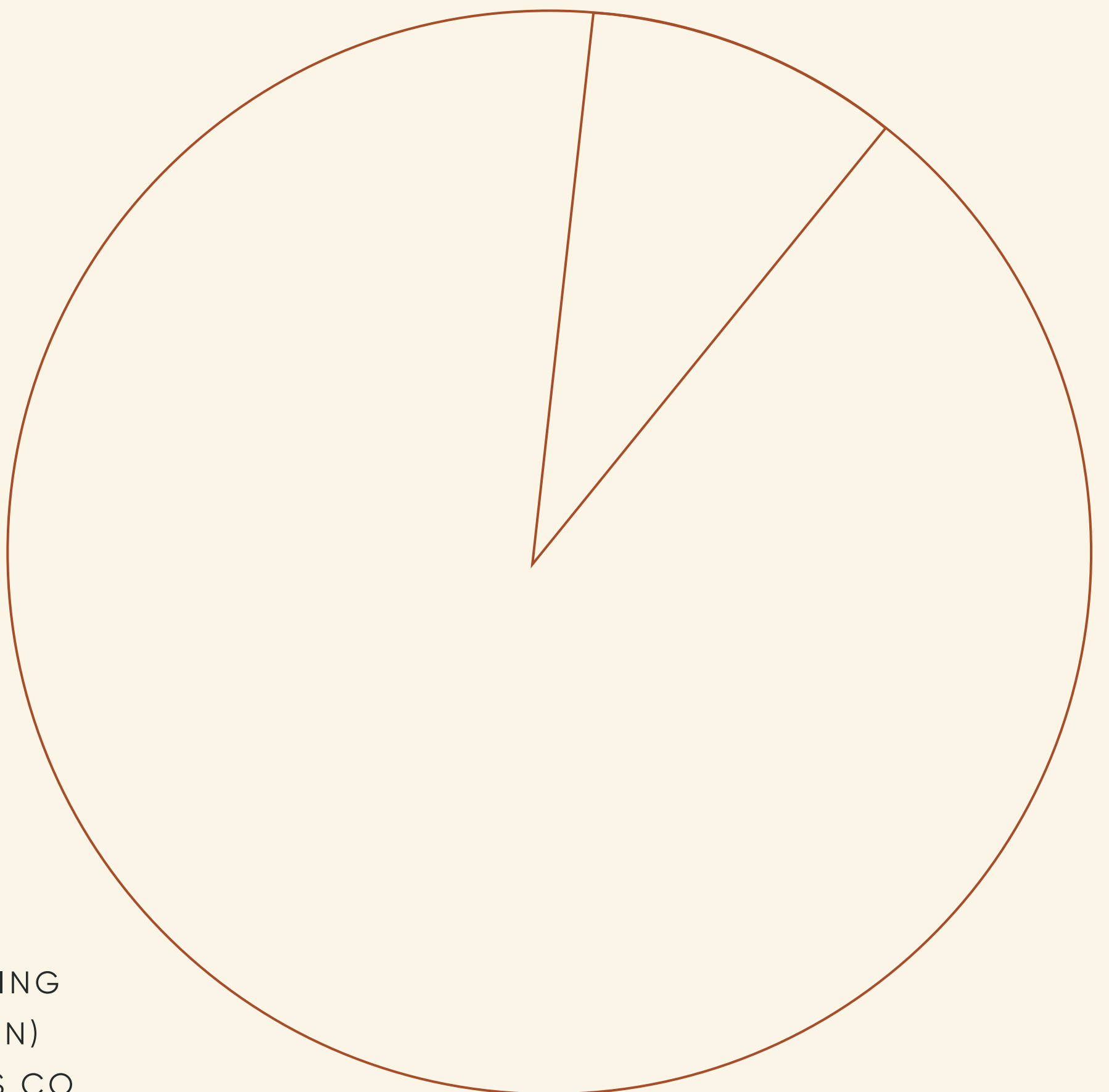
Our total carbon footprint for 2022 was 656 tonnes of CO₂

6%

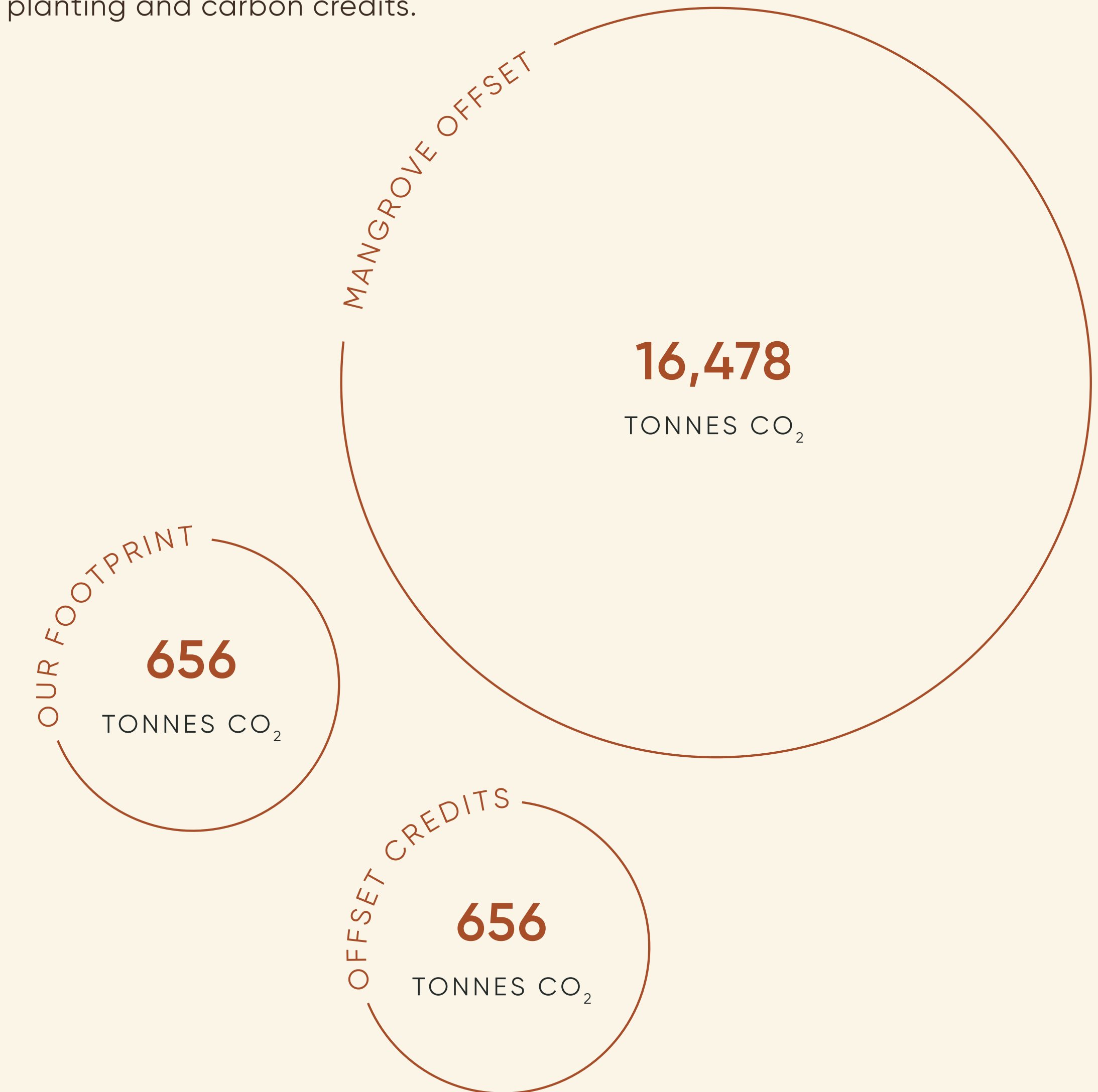
TRAVEL
(OFFICE AND BUSINESS)
36.89 TONNES CO₂

94%

PRODUCTS
(MANUFACTURING & DISTRIBUTION)
618.80 TONNES CO₂



Our total carbon footprint and total carbon offset from tree planting and carbon credits.



- URTH'S CARBON FOOTPRINT FOR 2022
- CARBON SEQUESTERED THROUGH OCW/UN CARBON CREDIT OFFSET
- CARBON SEQUESTERED THROUGH 2022 TREES PLANTED*

*Carbon sequestration through 2022 trees planted = 1,339,650 trees = 16,478 tonnes CO₂e (12.3kg CO₂e per tree per year)

Trees planted

In 2022, we planted 1,339,650 trees.

6,253,930
TREES
PLANTED BY
DEC 2022

1,339,650
TREES
PLANTED
IN 2022



The power of trees

A feat of natural engineering, trees absorb carbon from the atmosphere, creating oxygen, food, shelter and beauty for many ecosystems.

We plant trees because they make an immediate impact, but also an ongoing one – supporting generations now and those to come. The average lifespan of

the mangroves we plant is 25 years, which synchronistically (and symbolically) is the same window of time as a generation.

We track the carbon sequestration of our trees over a generation to understand the impact they have now and into the future.

Mangroves have several positive impacts on both the environment and the community. **Here are a few ways they can be beneficial:**

CARBON SEQUESTRATION

Mangrove trees are highly effective at absorbing and storing carbon, helping to reduce the amount of carbon dioxide in the atmosphere and mitigate climate change.

EROSION CONTROL

The dense root systems of mangrove trees help to stabilise shorelines and prevent erosion from waves and storms.

HABITAT CREATION

Mangrove forests provide important habitat for a variety of marine and terrestrial species, including fish, birds, and mammals. They are also breeding and nesting grounds for many species.

FOOD AND INCOME

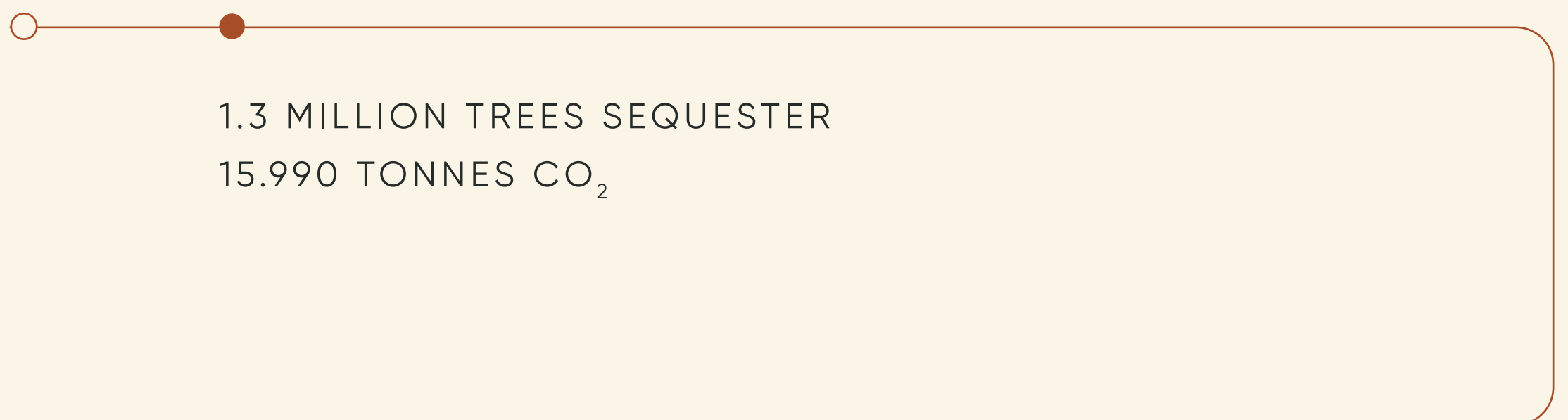
Mangrove forests can provide a range of resources for local communities, including fish, shellfish, and other seafood, as well as timber and non-timber forest products. These resources can support local livelihoods and help to alleviate poverty.

WATER PURIFICATION

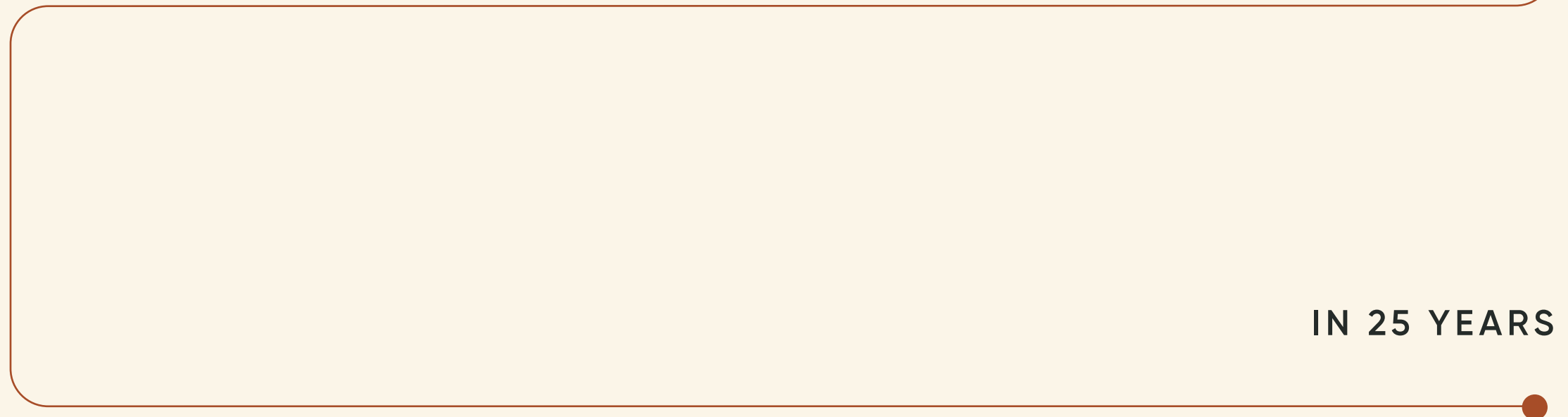
Mangrove trees are able to filter and purify water, helping to maintain water quality in coastal areas and providing a source of clean water for communities.

Carbon sequestered over a generation

IN ONE YEAR OF TREE PLANTING



IN 25 YEARS



Tree impact: the first year

In one year, five young trees grow rapidly and sequester an average of 61.5kg CO₂.

Tree impact: over 25 years

Over 25 years, those five trees sequester an average of 1537.5kg CO₂.



Morangobe

Madagascar is one of the world's top conservation priorities due to severe habitat loss rates. 90% of its primary forests are gone.

But history has always shown, a small group of people with a collective vision can achieve extraordinary things.

Tree transparency

Regenerating biodiversity

Diversity is key to thriving ecosystems and we're aware that monoculture forests do more harm than good. Urth partners with Eden Reforestation Projects, who work with local communities with knowledge of what natives need to be planted to regenerate and maintain the natural landscape.

Tree survival

While keeping track of seedling and propagule mortality rates to ensure survival, Eden found the natural regeneration that occurs as a result of tree planting exceeds 150% of the original number planted – multiplying while growing and offsetting inevitable mortality rates.



Native species

The unique benefits of each tree species for communities and the environment are profound and infinite.



RHIZOPHORA MUCRONATA

Also known as the Loop-Root Mangrove. It protects inland areas from coastal erosion, strong winds and storms and stabilises the shoreline.



BRUGUIERA GYMNORHIZA

The Black Mangrove is planted near ponds to stabilise soil and provide key resources for communities. Threatened by extraction and coastal development, this species has seen a 20% decline since 1980.



CERIOPS TAGAL

The most durable of all mangroves, The Indian Mangrove offers valuable building material and even medicinal properties. It supports ecosystems of mangrove oysters, mud crabs and banana prawns that provide food security to local communities.



AVICENNIA MARINA

A tidal mangrove, pioneering new mudbanks and preventing coastal erosion. It tolerates heavy metals in soil very well and can be used as a tool to measure environmental exposure to copper, lead and zinc.

**100% of our trees were
planted in Morangobe,
Madagascar in 2022.**

People

The well-being of people and the planet are inextricably linked. By focusing on regeneration, we're nurturing both for a better future.

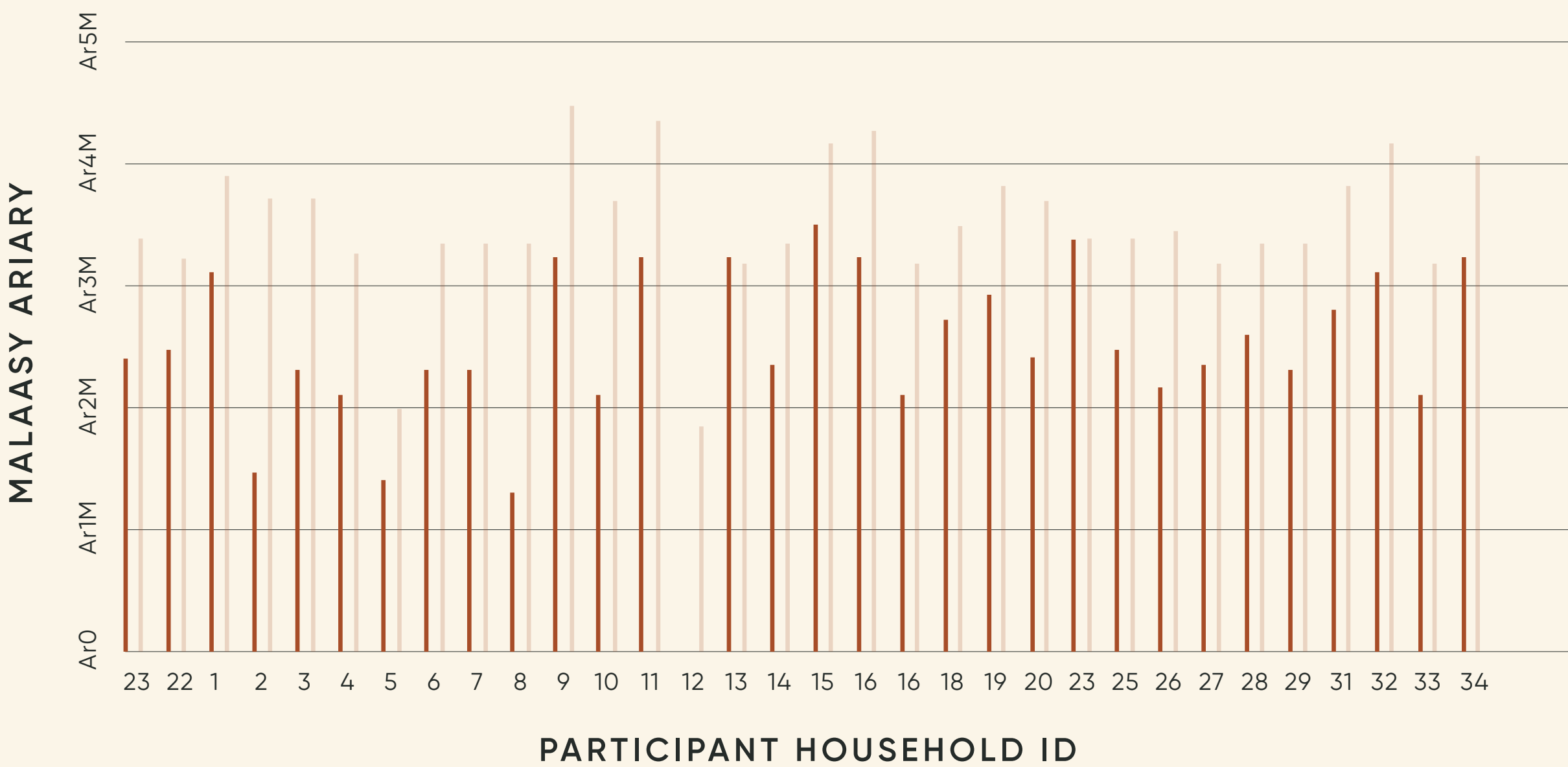
Employment days created – 19,000

Urth funds the Morangobe project, which provides an average of 104 people per month with full-time employment to tackle the root cause of deforestation.

Below is a breakdown of the average annual wage of a Malagasy local before and after working with Eden.

Of the 32 people interviewed by Eden, all participants saw an increase in wages by an average of 31%.

Average annual wage comparison pre-intervention vs. 1 year post-intervention Morangobe



- AVERAGE ANNUAL INCOME PRE-INTERVENTION
- AVERAGE ANNUAL INCOME 1 YEAR POST-INTERVENTION



MAMAN'I KAMBANA'S STORY

Prior to working with Eden in 2014, Maman'i Kambana struggled to afford school fees for her kids. She became a mangrove planter, helping to create a drastically greener landscape from 2007 to the present. With the money she makes at Eden, she started a business. "Now my life is much more stable," says Maman'i. "My life and my children's lives got better."

Maman'i's community

Protected by mangrove forests and relying on river channels to catch food, the Morangobe community, unfortunately, have had to log the forests that provide for them – to produce charcoal and support their families. Eden is restoring these

lost habitats. "People's lives have changed a lot because of Eden," says Maman'i. "There are changes in the environment. Fish now live in mangrove trees. Life has gotten better for our village." Maman'i and over 100 employees from Mahabana Village are on track to plant over 9.7 million trees this year.



**On average, our
tree planters' wages
increased by over 30%.**

Progress

Making better choices is not a choice.
For us, it's the only way forward.

Our progress in 2022

See our positive milestones from the past year.

- **CARBON NEUTRAL CERTIFIED** – We renewed our certification to maintain our carbon neutral status for all aspects of the business. Our footprint is offset through One Carbon World.
- **HIT 6.2 MILLION TREES PLANTED**
We planted **1.3 MILLION** trees, offset **656 TONNES** of CO₂ and created **19,000 DAYS** of employment.
- **LCA** – Using world-leading GaBi Software developed by Thinkstep Sustainability Consultancy, we performed a thorough cradle-to-gate life cycle assessment on our new camera strap range.
- **UN CLIMATE NEUTRAL NOW** – We maintained our Climate Neutral Now Pledge to contribute to a climate neutral world by 2050, and reported our actions and achievements for the year.
- **URTH DAY** – We came together as a team to spend a day each quarter getting out into nature, celebrating our accomplishments and volunteering in our community.
- Continued our **1% FOR THE PLANET** membership since 2014.
- Implemented **B CORP** strategies throughout the business and defined company policies to ensure that our mission and values are part of Urth's DNA.
- **50% OF SHIPMENTS** were **SENT VIA SEA FREIGHT** to reduce our emissions.
- We **REDUCED OUR OVERALL EMISSIONS BY 14.725%**
- Developed a **19-STEP QUALITY CONTROL CHECKLIST** to minimise manufacturing mistakes and reduce overall waste.

Conscious design

We are continuously looking for ways to minimise our impact on the planet.

When we create new products, we search for low-impact materials and refine our designs to minimise wastage all while ensuring lifetime quality to keep our products out of landfill. We've also designed our packaging so it uses recycled materials, is free from all plastics and is recyclable too.



Product impact

We undertake a life cycle analysis (LCA) on our materials and manufacturing processes to help guide decisions to lower the impact of our products. We can then understand each product's carbon footprint and calculate the net impact of each product after trees are planted.

All Urth products must uphold our commitment to making at minimum a 10x positive impact.



How Urth is made

Transparency is important to us, which is why we're sharing a clear look into our supply chain.

In keeping with our mission, our manufacturer's Factory Code of Conduct defines standards for fair, safe and healthy working conditions, as well as environmental responsibilities to meet throughout the supply chain.

The code is based on internationally accepted good labour practices

as well as Codes of Conduct published by industry leaders, which abide by International Labour Organization (ILO) standards and are found in the Ethical Trading Initiative (ETI) Base Code.

Our carry range manufacturer uses only Bluesign® Vendors. Bluesign® is an independent chemical auditor that works with producers, manufacturers and brands to reduce harmful chemicals in the textile industry.

ETHICAL TRADING INITIATIVE BASE CODE OF LABOUR STANDARDS INCLUDE:

Employment is freely chosen

Freedom of association and the right to collective bargaining are respected

Working conditions are safe and hygienic

Child labour shall not be used

Living wages are paid

Working hours are not excessive

No discrimination is practised

Regular employment is provided

No harsh or inhumane treatment is allowed

Commitments

We conduct our business with a commitment to environmental and social responsibility, ensuring that our products and operations have a positive impact on our community and planet. **These are the promises we've made to contribute to both:**

○ POSITIVE IMPACT

A minimum 10x greater positive impact through tree planting and upholding current certifications.

○ MADE FOR LIFE

Lifetime warranty on all Urth products to keep them in use and out of landfills.

○ CONSCIOUS DESIGN

Make products using low-impact recycled materials and plastic-free packaging.



Objectives

Change happens through consistency and quantifiable action. By defining our goals each year, we're committing to progress and getting transparent about the challenges we face as a team.

Our goals for 2022

Reflecting on our journey.

GOAL 1

Send 50% of our stock via sea freight.

Transport accounted for 21% of investigated emissions in 2021. Switching from air freight to sea freight could reduce transport emissions by up to 95%.

How:

Inventory management overhaul will allow us to ship more via sea freight. This process is underway and we aim to have this goal achieved by the end of 2022.

Status:

Accomplished

By 2022, changes in inventory management allowed us to ship 50.4% of our stock via sea freight. As a result, our total transport emissions in 2022 decreased to 16%, cutting 6% of our overall emissions:

Air freight emissions:	Sea freight emissions:	Total emissions:	Emission reduction in 2022 vs. 2021:	Cumulative emission reduction in 2022 vs. 2020:
15.500%	0.775%	16.275%	5.890%	14.725%

GOAL 2**Become B Corp Certified**

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

How:

As of 2022, we submitted our initial assessment and worked through the certification process, earning a qualifying score but awaiting final certification.

Status:

Pending

GOAL 3**Hit 6.2 million trees planted****How:**

We continued to plant trees with every item sold and offered additional ways to plant trees through the website, social media etc.

Status:**Accomplished**

By the end of 2022, we exceeded our goal, hitting 6,253,930 trees planted.

GOAL 4

Utilise LCA calculator to guide design choices

How:

Use our LCA calculator to assess and guide decisions during the product development phase.

Status:

Accomplished

With the release of our new Sand and Moss colourways, we used the LCA calculator to inform opportunities to make design improvements to the Carry Range.

GOAL 5

Increase our local community outreach

How:

To increase our positive impact locally, we made community and environmental volunteering a required component of Urth Day.

Status:

Accomplished

Throughout 2022, we ensured community outreach was a component of our Urth Days, from beach clean-ups to a guided indigenous walking tour.



Our goals for 2023

A look at where we're heading.

GOAL 1

Send 70% of our stock via sea freight.

Transport accounted for 15% of investigated emissions in 2022. Switching from air freight to sea freight could reduce transport emissions by up to 95%.

GOAL 2

Earn B Corp Certification

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

GOAL 3

Hit 7.5 million trees planted in the next year

We will continue to plant trees with every item sold and offer additional ways to plant trees through the website, social media etc.

GOAL 4

Donate returned Carry products

To lower shipping emissions and costs, we will donate returned products from the Carry Range while we work to establish operational and manufacturing processes that allow us to repackage, store and resell items that have been returned.

GOAL 5

Source recycled or natural foam and zip tape alternatives for Carry products

In striving to continuously improve our products, both in how they function and the impact they have, we will work to further improve our Carry products and source more sustainable materials for the inner foam padding and zip tape.



Opportunities for progress

True progress requires a consistent focus on solutions to the problems we face. It's important to celebrate successes, while also keeping focused on the areas that need to be improved. **Here are ours.**

Product circularity

We're working to create end-of-life circularity for our products. While product recycling initiatives exist, the emissions and cost created by shipping products from around the world to recycling centres is too high. That's why we've worked so hard at creating products that will last a lifetime or longer.

However, we want to do better. We're seeking local recycling and repair centres in each market to make end-of-life circularity possible for Urth products in the coming years. We also plan on educating our community more on how to care for and dispose of products so that we can reduce waste as much as possible.

A better supply chain

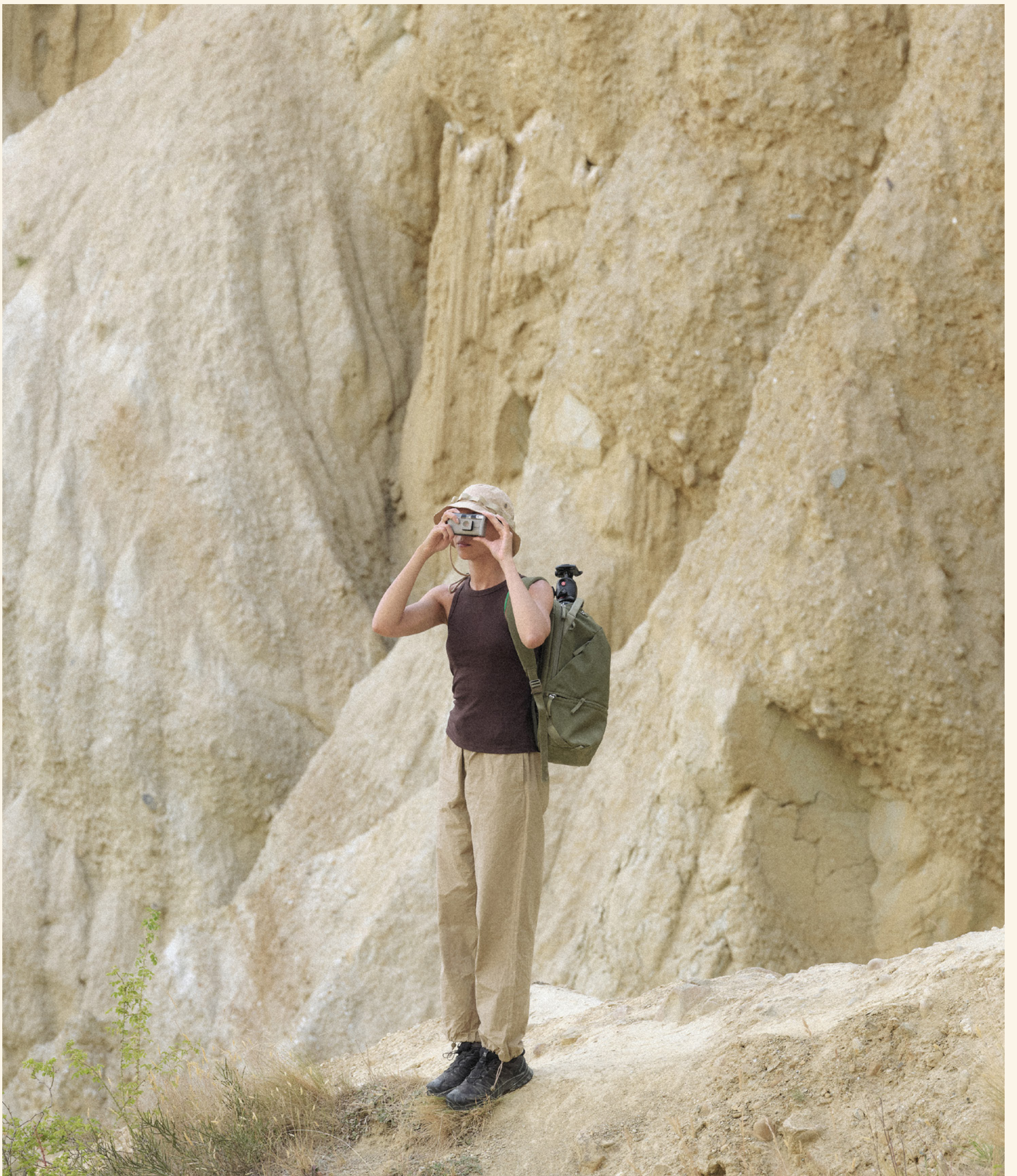
Our manufacturing code ensures our supply chain meets strict standards for fair, safe and healthy working conditions as well

as environmentally sustainable processes. However, manufacturing accounts for a majority of our carbon footprint.

To lessen our manufacturing impact, we'll be working closer with suppliers to get certification and accreditation for more sustainable manufacturing processes, from wastewater treatment to renewable energy usage.

Tree transparency

Reforestation is at the core of how we plan to make a lasting positive impact on people and the planet. Our goal is to become more transparent regarding our work with Eden Reforestation Projects, from more frequent progress updates to better visibility at tree planting sites.





**Through small changes,
we cut our overall
emissions by 10%.**

URTH

**Together, we can create
a better future.**

POSITIVE IMPACT