

THE CHEEKY PANDA

IMPACT REPORT 2022



The
Cheeky
Panda[®]



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Chris Forbes & Julie Chen
Co - Founders of The Cheeky Panda

WELCOME TO THE CHEEKY PANDA

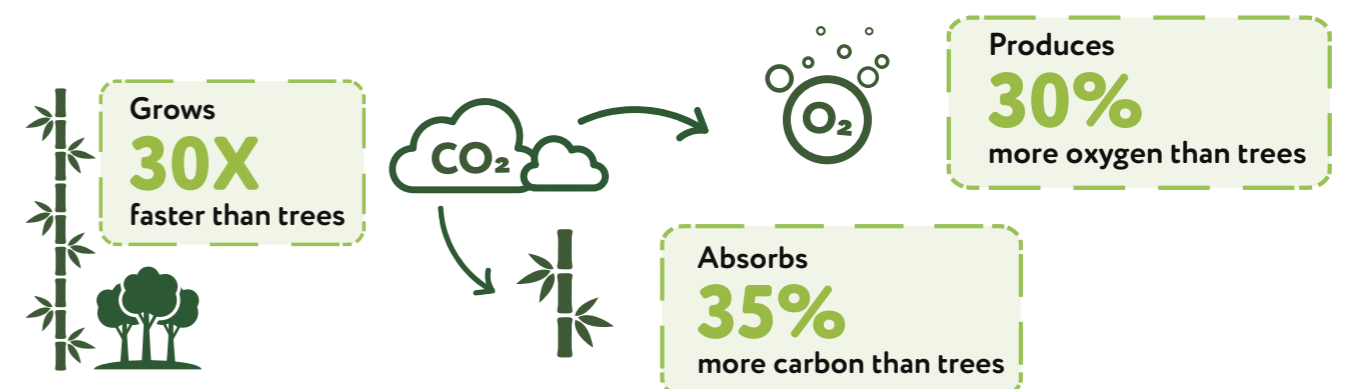
We are The Cheeky Panda, we are disruptors, we are innovators, and we have a goal to create a healthier, more sustainable world. We produce everyday essentials from bamboo - from toilet roll to tissues, straws, wipes, and nappies, we have something for everyone. For the past 7 years we have been on a mission to cut carbon emissions, reduce plastic pollution and save trees. We integrate this mission into everything we do and is an integral part of every decision we make across our value chain. We aim to be the leading brand across the household, beauty, and baby category for sustainable disposable products. To put it simply, we want to change the world, and we want to have fun doing it!

How we got here:

The Cheeky Panda was founded in 2016 when co-founders Julie and Chris took a trip to Southeast Asia. They noticed there was a LOT of bamboo growing, and a lot of it also going to waste. They put their heads together to come up with a way to utilise this surplus bamboo to stop so much of this wonderful resource from going to waste year on year. After a bit of research, it was clear bamboo was so much more than just a tasty snack for pandas. Bamboo is one of the fastest growing plants in the world with some species growing from 30 to 100cm per day¹. It produces more oxygen than trees², 30% to be exact AND absorbs 35% more carbon. This is just the beginning though; we will get into more reasons about why we love bamboo later.

Where are we now?

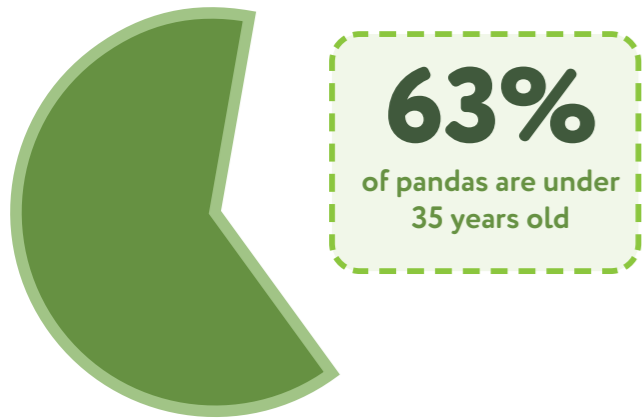
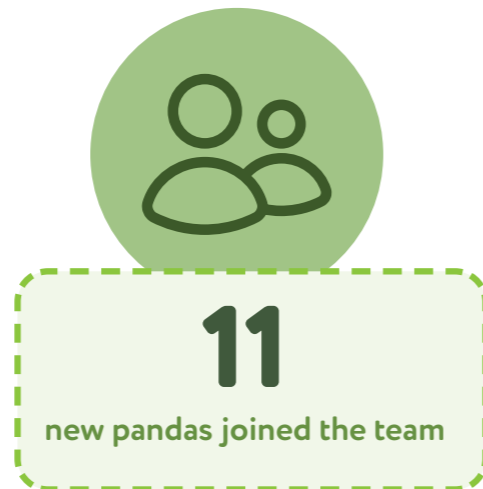
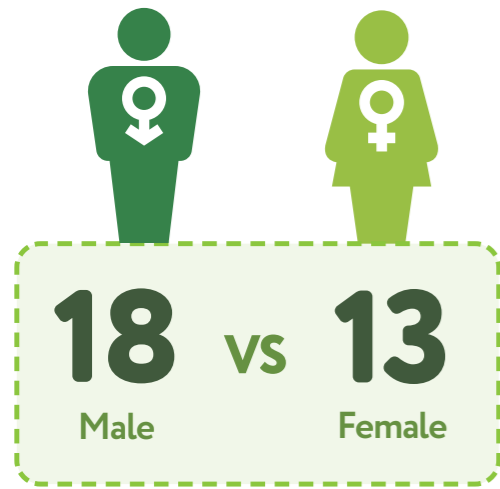
Our headquarters in the City of London. If you want to be extra cheeky you can visit our HQ at 10 Lower Thames Street, EC3R 6EN (we might even give you some loo roll if you're lucky). We have another office space in Chongqing China, where our incredible quality control team are based, and we have a commercial presence in over 30 markets across EMEA, North America and Asia.



1. Quintas, K.N. 1998. Ancient grass, future natural resource. The national bamboo project of Costa Rica: case study of the role of bamboo in international development. USA: INBAR.
2. Lessard, G., and Chouinard A. 1980. Bamboo research in Asia. Canada: International Development Research Centre.

2022 IN NUMBERS

There is a team of 31 dedicated pandas working across the UK and China to deliver household sustainable essentials to your door...
Here's some statistics on how we shape up:



Our products are selling in more than 30 countries worldwide.



“ Sustainability and social responsibility has been at the heart of our business since it was founded over 7 years ago. I am pleased to say that through our work and various initiatives we continue to make positive environmental change and support the communities we operate in. Over the past year we have expanded our team, released new products, launched into new territories and achieved our B Corp recertification - it's been an exciting year, but we recognise there is still progress to be made. I am proud of what we have achieved over the past year, but I am even more excited by the prospect of our future. I want to thank everybody who takes the time to read this report and support our mission. I hope we can inspire you to join us on this journey of making a positive change for our planet.

Julie Chen, CEO & Co-founder





B CORP

The Cheeky Panda is part of the global community of businesses that are dedicated to building a better world. The B Corp badge demonstrates that we meet the highest standards of social and environmental performance, and that we are dedicated to ensuring consistently high standards as we grow as a business. So how do we achieve this?



Project The Planet

Luckily for us, bamboo does most of the hard work and we act to ensure we don't undo all its efforts. We only work with FSC-Certified suppliers. This is to ensure all the bamboo we use comes from sustainable sources, grown with love, care and none of the unnecessary stuff like fertilizers and pesticides. We also don't use any de-inking agents or BPA in the manufacturing process as this can be harmful to our wonderful planet. On top of this, we have reduced the amount of plastic in our supply chain significantly. Our range of toilet paper, kitchen towel, straws and facial tissues are 100% plastic free.

In 2021/22 we offset over 4,000 tones of unavoidable carbon from our supply chain in support of our carbon balancing programme. Over the next 12 months we will be changing many of the ways we work to better our environmental credentials. This including moving to a third-party certified offsetting programme to achieve Carbon Neutrality.

Support Our People

We wouldn't be who we are without our dedicated team of pandas who work hard behind the scenes all year round. Therefore, we support them in as many ways as we can. Of course, we offer all the usual (read boring) stuff like insurance and gym membership, but we also offer some cheeky extras like unlimited toilet paper and office snacks. We are also a part of the living wage foundation to ensure that all employees, no matter what their role, receive a wage that will support their everyday needs.

In 2022 we re-certified as a B Corp with a score of **87.2**. We are proud to have recertified, but we aren't afraid to admit our score needs work. The transition from a start-up to a scale up has seen business areas put under the spotlight that we need to work on. Our 2025 recertification plan is already in place, and we are committing to a score of 100+. Our team is working hard behind the scenes to develop new policies, move more of our production to the UK and implement more detailed carbon reporting (amongst many other things) in support of our next recertification. We are dedicated to this improvement, and we are excited to see what we can achieve over the next 3 years.

Support The Community

The past year has been one full of challenges and we recognise that we can help. This year we have worked with communities, international and locally to support charities and foodbanks to navigate this difficult period.

We have supported numerous charitable initiatives from community clean ups to foodbank donations, and beyond. Here's a small selection of what we have done this year -



Sustainable Development Goals

We have identified 4 Sustainable Development Goals that resonate with us as a business and relate to our value chain. This is where we believe we have the highest potential for impact, and we will continue to work towards supporting these goals. Here's an insight into how we support these goals, and how we plan to build on these in the future:



Whilst we work with many reliable manufacturers in China, we understand that we can do more to reduce our carbon footprint. In late 2022 we started working with our first UK manufacturer and in the coming years we aim to move more manufacturing to the UK to serve the UK and European market.

We offset our unavoidable emissions using a carbon balancing programme and looking to the future we plan to obtain third-party certification to achieve carbon neutrality all whilst identifying ways to lower our impact, like our move to UK manufacturing.

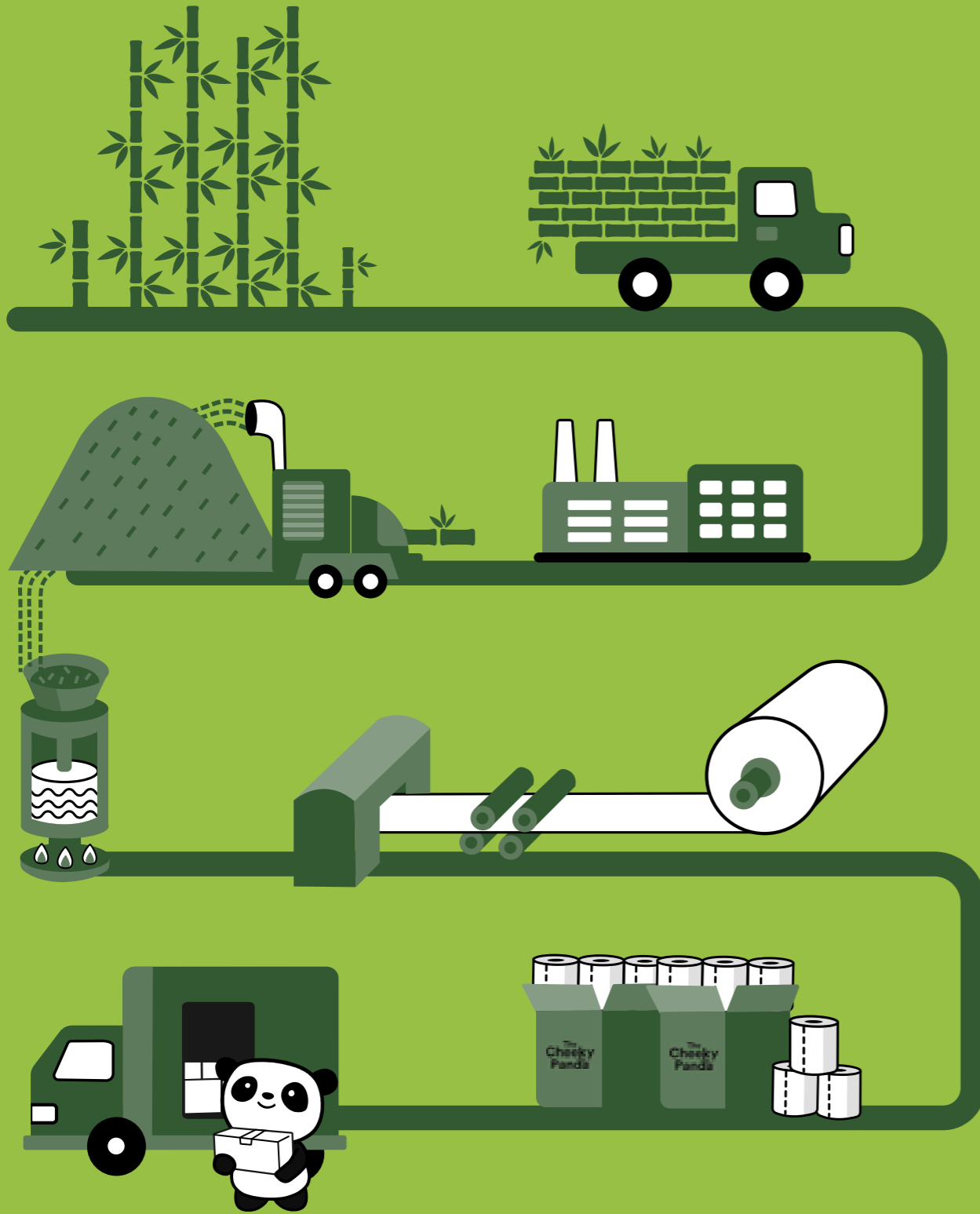


Wet wipes are one of the leading causes of plastic pollution in our oceans. All our wipes are proudly microplastic free. Looking to the future we plan to remove as much plastic as possible from our supply chain and product packaging. In addition to this, unlike traditional tree felling, harvesting bamboo doesn't result in water runoff due to the roots and base of the bamboo remaining intact. Mass removal of trees for paper production results in excessive runoff which muddies waterways and harms aquatic life.

All our products are FSC certified by an independent third party. This means we only source bamboo from responsibly managed forests, and we never use the type of bamboo that Pandas like to eat! This year, we are embarking on a partnership with WWF to support global habitat conservation and protection.



HOW TOILET PAPER IS MADE?



SUPPLY CHAIN

So now you know how your loo roll is made but transparency is key. We lead by example and that is why all our bamboo is independently audited by our certification body according to the Forest Stewardship Council® (FSC) Standards. We are proud that all our products are FSC certified. And, as The Cheeky Panda grows it remains a top priority to ensure that all our products meet the criteria for sustainable forest management, because without sustainable bamboo forests none of this would be possible.

Our Partners

We work with SO many partners who help The Cheeky Panda world go round – from material suppliers, manufacturers, logistics partners and warehouses – we carefully select who is to be a part of our value chain based on their commitments to sustainability and providing a top-quality service for our loyal customers. Third-party verification is very important to us and that’s why we ensure our manufacturers are independently audited to ensure they adhere to our standards. On an annual basis our manufacturers must undertake a full audit which covers topics such as working hours, protection of the environment and fair remuneration. Some of the certifications our partners hold include ISO14001, ISO19001 and ISO45001 and all must adhere to our Modern Slavery Policy (which can be found on our website!).

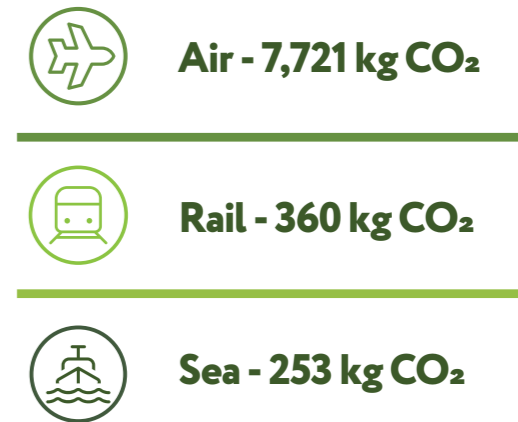
Manufacturing

We manufacturer in China, and now the UK too! In 2022 we moved the manufacturing of some of our wet wipe products to the UK and we couldn’t be prouder. Moving manufacturing to the UK is a long-term goal of ours and this is a small step in achieving this milestone.

Shipping and Distribution

Our products manufactured in China are shipped all around the world using sea freight. We use this method of transportation as it has the lowest carbon footprint per tonne of product when compared with air and rail freight. We made this handy graphic to give you a better idea of the emissions from China to the UK for 1 tonne of cargo.

Emissions from China to the UK for 1 tonne of cargo



“

Looking back at 2022, it was a year where we saw the green shoots of supply chain operations returning to normal after more than two challenging years. The flow of our precious bamboo materials was smoother aided by the calming of waters for international sea freight. This meant we were able to fully restock our warehouses in UK, Belgium and the US. Looking ahead to 2023 we are planning to extend our product range and working with new suppliers, increase the number of Made in UK products.

David Carter, COO



We know that our main manufacturing plant being so far away isn’t ideal, and that’s why we offset some of our emissions to carbon balance our products. Since 2017 we have been working with The World Land Trust and donating a portion of our revenues to offset our unavoidable emissions. Any emissions created during the manufacturing and shipping are balanced through donations, which are then used to protect the rainforest. In 2021/22 we offset 4,106 tonnes of carbon dioxide! Our donations go towards conservation work in the Khe Nuoc Trong, protecting lowland rainforests in the Annamite mountains of Central Vietnam.



Image © toilet twinning 2023

CHARITY INITIATIVES

Since the beginning of time (well not that long, but you get what we mean) we have worked with 3 amazing charities tackling some of the biggest challenges our oceans, people, and land face. We are pleased to have continued these partnerships over the past year to ensure they can continue to thrive and provide their vital work in periods of economic uncertainty. This year we have donated over £27,200 in total to charity and these are the ones we support; this is where our money was spent...

Toilet Twinning

Did you know that 1.7 billion people in our world don't have somewhere safe to go to the toilet? Toilet Twinning enables families living in poverty to have access to life saving loos! In 2022, the charity was able to twin 16,250 toilets and taps in some of the poorest communities globally and increase number of toilet twinning towns by 8!

By donating £60 to twin your toilet, you can help fund a project in a community that will enable families to build a basic toilet, have access to clean water and learn about hygiene – a vital combination that saves lives. To learn more, or to twin your own toilet, [click here!](#)

Whale and Dolphin Conservation

The Whale and Dolphin Conservation supports 4 main goals – to end captivity, stop whaling, create healthy seas, and prevent death in nets. Did you know over 3,600 whales and dolphins remain in tanks and over 1,500 whales and dolphins are killed in hunts every day. WDC works to ensure that every whale and dolphin is safe and free. Together with our donations they can protect our oceans from commercial fishing, plastics and pollution that combined, make the oceans unsafe. If you want to learn more, or support the Whale and Dolphin Conservation, [click here!](#)

World Land Trust

The World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats. To date, the World Land Trust has funded the protection of 2.4 million acres, and the planting of 2.4 million trees!

We sponsor conservation work in the Khe Nuoc Trong, protecting lowland rainforest in the Annamite mountains of Central Vietnam, but this is just one of many important projects that the World Land Trust funds globally. To learn more, and to support the World Land Trust, [click here!](#)

“

Financially, 2022 was a challenging year for The Cheeky Panda with the business acutely impacted by spiking international sea freight rates due to the high volume, low value nature of our products. However, rather than shrink operations to preserve cash, we opted to further take market share from traditional paper products - growing revenue 50%, increasing charitable donations and continuing to cut plastic, reduce carbon and save trees.

Tom Mitchell, CFO

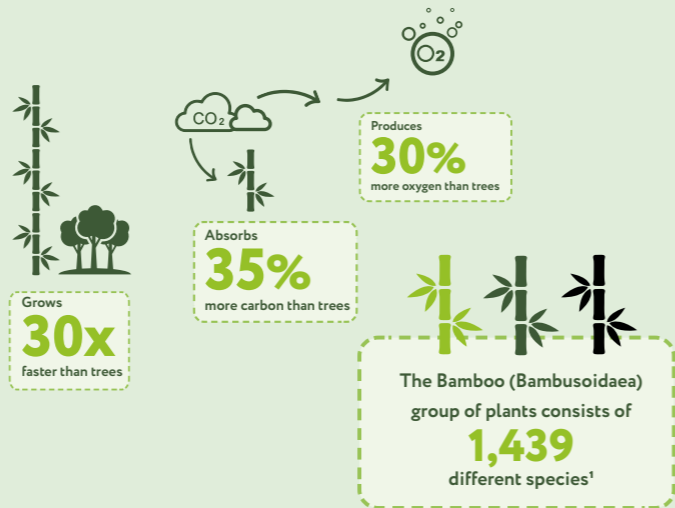


WHY SHOULD YOU BAMBOO?

All the reasons we love bamboo, and why you should too!



Bamboo dramatically reduces rain run-off, preventing soil erosion and makes it environmentally beneficial.²

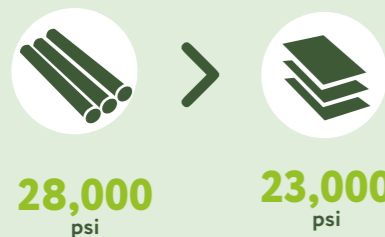


It can out yield Pine **6 to 1** in biomass production. This means it is a great alternative raw material for household tissue products.⁴



Around **1 billion** people all over the world live in houses which are made with Bamboo.⁵

Tensile Strength



Bamboo is one of the strongest natural construction materials around, with a tensile strength of **28,000 psi** (for context mild steel measures **23,000 psi**).³

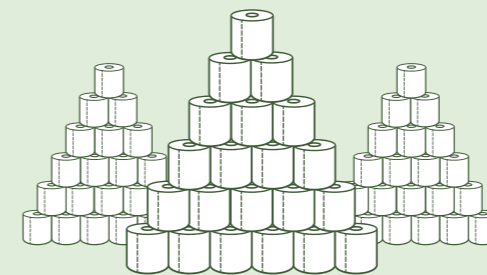


Bamboo is naturally **anti-bacterial** and **anti-fungal**.

It has been used to make fibres for clothing such as socks. These bamboo socks benefit from having the same anti-bacterial and anti-fungal properties of the Bamboo plant.⁶



The average person in the UK uses **127** rolls of toilet paper per year.



That means the UK gets through a staggering **8,572,500,000** rolls per year...



Or enough toilet paper to stretch from Earth to Mars with enough spare paper to wrap around Mars **2,746** times

If everyone in the UK made the switch from a virgin tree pulp based toilet roll to a bamboo based toilet roll, we could save ...



5.7 million trees per year...⁹



1,183,005 tonnes of CO₂ (or CO₂ equivalent) per year...¹⁰



That's enough to cover over **4,660** football pitches



that's equivalent of every household in Birmingham & Burnley's (or **438,150** households) CO₂ emissions for a year

COME SAY HI!



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Tag us in your pictures! We want to see you loving our products!

Email us!

customer.services@cheekypanda.com
Email us any time.
We will respond within 24 hours.



Visit us!

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