

FAITH IN NATURE[®]

ENVIRONMENTAL

IMPACT

REPORT 2022



AN INTRODUCTION

Knowing what's best by the planet is an increasingly difficult task. We all know we need to reduce our impact upon it, but the question all of us are facing right now is 'How?'

It's for precisely this reason that we're the first company in the world to appoint Nature to our board of directors. Because while so many of us discuss our impact upon the natural world, the one voice never heard in a boardroom before is that of the natural world itself. It's a brand new way of making better informed, more responsible decisions — and of recognising the Rights of Nature as being real, serious and needing to be taken into consideration.

We hope it's a move that sparks a reimagining of business' relationship with Nature and will become something adopted by responsible companies around the globe.

But for all our excitement about this appointment, and all our hope for what it holds, we also recognise the need to report on our impact so far. As an eco company founded in 1974, we have perhaps been guilty of being driven by principles more than by data. But in order to assess our true impact, we understand the need for data. Lots.of.data.

So we're in the process of gathering every last digit of it so that we can set the best, most meaningful targets going forward — set not only by us, but informed by Nature itself. Right now, we've completed our Scope 1 and 2 emissions calculations in accordance with

the [Greenhouse Gas Protocol](#) and we're in the process of calculating our Scope 3 emissions, water footprint and a materiality assessment of our packaging. And we'll share it all in our full Sustainability Report early in 2023.

Still, we have plenty to share in the meantime, and following is a 'Story so far' of where we're currently at.



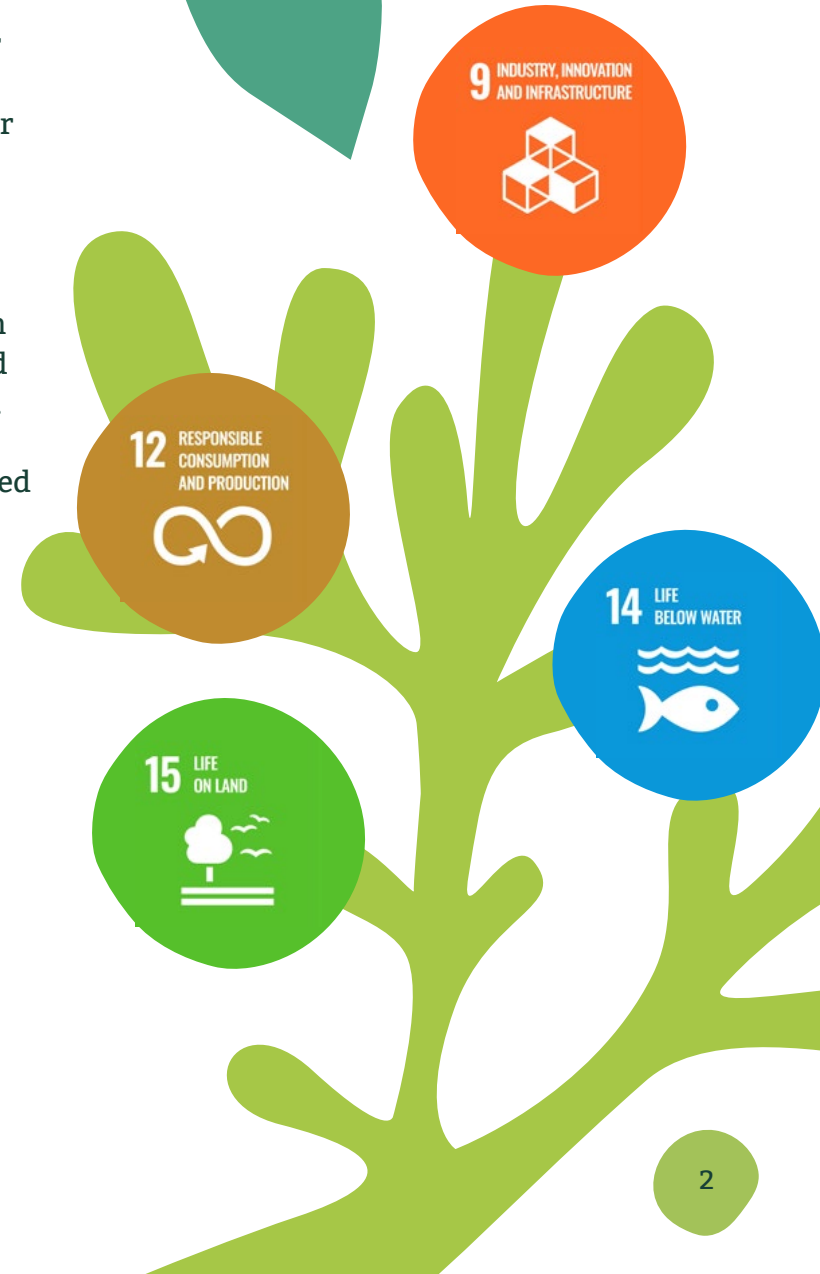
**WE'RE FIRST IN THE WORLD
TO APPOINT NATURE TO
OUR BOARD OF DIRECTORS**

OUR MISSION

We've been putting Nature first since 1974, when Rivka founded the company upon the understanding that natural products are better for our skin, our hair, our bodies and our planet. Our mission today is much the same: to help everyday environmentalists make better choices for themselves, and the planet.

More specifically we know that in order for our planet to remain a safe place for us to live, global warming needs to remain under 1.5 degrees - and we're busy making plans so that Faith In Nature will be part of the solution in this huge task. We're looking at our carbon footprint, water footprint and packaging, as well as exploring how we can drive change through our supply chain and support our network of suppliers to join us.


Our work in this area will support the United Nations [Sustainable Development Goals](#) 9 (Industry, Innovation and Infrastructure) and 12 (Responsible Consumption and Production), whilst our partnerships and projects to replenish nature through our supply chain and operations will support Goals 14 (Life Below Water) and 15 (Life on Land). We're really looking forward to sharing our plans with you very soon.



WHAT WE CAN TELL YOU (AND ARE CELEBRATING!)

It might seem strange that a company leading the charge to incorporate the Rights of Nature in business is not yet a B Corp. But the reality is we're a small team with a huge list of all the things we want to do. We are, however, working on becoming a [B Corp](#) accredited company and are using this framework to ensure that Faith In Nature is a force for good — operating for the benefit of all people, communities and the planet. And we can't wait to announce our success in the next few months.

Our scope 1 and 2 footprinting exercise has given us our carbon footprint for the emissions we directly control or own, as well as those indirect emissions that we are responsible for by purchasing electricity and heat. Following our efforts to reduce our energy consumption and associated carbon footprint the carbon emissions associated with Faith In Nature's business operations in 2021/22 is 144.9 metric tonnes of CO₂e. And we are working with [World Land Trust](#) to offset this through their Carbon Balanced programme, making Faith In Nature carbon neutral with WLT's REDD+ project in Guatemala through which we will be protecting biologically significant and threatened carbon-rich habitat for the area's wildlife. We will soon get to work reducing and then offsetting our Scope 3 emissions (when we have that data). For us, being carbon neutral is very much the start of the journey though, and we know that the true solution is not offsetting, but reducing our impact. Still, we're also a great believer in the mantra 'don't sacrifice the good for the perfect' — so you may see us celebrating our carbon neutral status on our website and packaging - because we're really pleased to be making a start.



**WE HAVE REDUCED THE ENERGY
REQUIRED IN OUR MIXING PROCESS BY**
42%
**EQUIVALENT TO 4 MILLION KETTLES
BOILED OR A CUP OF TEA FOR
EVERYONE IN WALES**

This year we switched over 70% of our products from a mixing process requiring heat, to a cold mixing process. This has reduced the energy required by our mixing process by 42% - which is an absolutely *massive* achievement — and we'd like to thank everyone in our technical team for their incredible work to make this possible. To put that into context, it's the equivalent of approximately 4,000,000 kettles boiled, more than enough for a cup of tea for everyone in Wales! Or if you think in CO₂e, that's about 26 tonnes - or 14 flights to Australia.

WHAT WE CAN TELL YOU (AND ARE CELEBRATING!) CONTINUED

The majority of our energy comes from renewable sources. Our biomass boilers provide most of the heat we require, while 100% renewable energy provides the rest. The pellets we feed into our boilers are locally sourced and made from waste sawdust. In the last financial year, Faith In Nature used 402,618kWh of electricity.

As for waste, Faith In Nature has sent 0% to landfill for the last four years - and in the last year had 103.23 tonnes of waste collected from our sites and processed at a waste recycling facility. Of that, 30.5% was recyclable plastic and card, 21% was wood, and 8.17% was scrap metal, leaving 40.33% of residual waste which is further treated and processed so that it can be used as fuel in waste-to-energy-plants. But we're always looking into ways to make these numbers even smaller.

Regarding our bottles, our standard sized bottles have been made from 100% recycled plastic since 1999 and our 100ml, 300ml, 400ml, and 2.5litre bottles continue to be made from 100% post consumer waste

recycled plastic. This year we also switched from a pump made of plastic and metal (making it very hard to recycle) to a pump made entirely of recyclable plastic. That will save over 550,000 pumps from landfill every year. To read even more about our plastic usage — and what we're doing about it — [here's something we prepared earlier.](#)

Even better than recycled bottle though is no bottle, and we're scaling up our solid product production (that's soap bars, shampoo bars,

WASTE COLLECTED FROM OUR SITES AND PROCESSED AT A WASTE RECYCLING FACILITY



IN PARTNERSHIP WITH
TREESISTERS, WE HAVE
ALREADY PLANTED

20,000
TREES IN 2022

conditioner bars, hand soaps and dog shampoo bars), and in the last financial year our customers saved 42.5tonnes of plastic by buying solid products instead of the equivalent product in a 400ml bottle. Here's to that trend continuing!

A little further from home, our first year of partnership with [TreeSisters](#) has already resulted in 20,000 trees being planted in 2022. And by 'further from home', we mean Brazil, Borneo, Cameroon, India, Kenya, Mozambique, Madagascar, Nepal and West Papua — all areas where TreeSisters feel most impact can be made. To read more about why we love this female led social change and reforestation charity, we've [written](#) more about them on our site. A site where, by the way, one more tree is planted for every purchase made.

And a site that [runs](#) on 100% renewable energy.

WHAT WE CAN ALSO TELL YOU (BUT ARE STILL WORKING ON!)

Until very recently our 5l and 20l bottles were also made from 100% recycled plastic, but initially supply issues meant we needed to switch to virgin plastic. When we finally secured recycled bottles again, some of those split and we received complaints from some customers about leakages. Our bottles do, of course, need to function as bottles — so with a frown on our faces, we have switched back to virgin plastic for these bigger bottles. We very much hope that this is a temporary solution as we're working round the clock to find recycled packaging which does the job.

On a related note, we continue to work on our closed loop offering which has, unfortunately, not been very closed loop lately. We were previously working with a partner to offer this service, but they can no longer meet our needs so we took matters into our own hands. The biggest issue we're currently encountering is washing out old bottles to such a degree that they pass all of our microbial tests, ready to go again.

In the last financial year, Faith In Nature used 219.5tonnes of plastic, 141.20tonnes of which was post consumer recycled plastic - that's 64%. We've introduced 30% recycled pallet wrap across our operations and at the end of this month will be introducing 30% recycled shrink wrap. We plan on introducing 100% recycled labels (50% post consumer waste and 50% industrial waste) on all UK products.

And we used 6,991m³ of water across our operations - with approximately 3,115.3m³ being returned to the water table and 3875.7m³ being used in our products. If we're to use significantly less water (and plastic!) though, solid products are where it's at. We're investing in new product development to improve and increase our solid product range, and looking at different product ranges and packaging to continue bringing you all you'd expect from us, but with a smaller footprint. (Got any ideas? We'd love to hear from you!).



WE PLAN ON
INTRODUCING
**100%
RECYCLED
LABELS**
FOR ALL UK
PRODUCTS

WHAT WE CAN ALSO TELL YOU (BUT ARE STILL WORKING ON!) CONTINUED

On the complicated issue of palm oil, we don't use either palm oil or palm kernel oil as a pure ingredient, but we do use ingredients in our products which are derived from Crude Palm Oil (CPO) and Palm Kernel Oil (PKO). We have an ingredients list of 93 ingredients of which 16 contain CPO/PKO derivatives across our 183 products. The vast majority of our raw materials that contain CPO/PKO derivatives are certified as sustainably sourced by the Roundtable on Sustainable Palm Oil (RSPO) as either 'Segregated' or 'Mass Balanced' and we're working on the rest.

'Mass balanced' is a category of RSPO under which sustainable palm from certified sources is not segregated from uncertified palm throughout the supply chain. Certified 'Segregated' palm is separated out throughout the supply chain. We buy our RSPO products from suppliers in the UK, the EU and China (the vast majority of palm is grown in South East Asia, so the products travel from there to the UK wherever our supplier is based).

Of course we're aware of all the issues around palm which is why we agonise over its use. Broadly speaking, the reason palm is so widely used is because of its yield. If another oil (say sunflower oil) was used, it would require 20x the landmass to produce the same quantities of oil. There's just not an easy answer right now. But that doesn't mean there isn't hope. We're working on something in the background that might get us closer to a solution we can honestly say we're happy with. But more on that in the coming months...

AND BEHIND THE SCENES AT FAITH HOUSE...

Thankfully not every sustainability initiative requires a degree in data analytics! And there's still plenty of room for good old fashioned passion, environmental concern and enthusiasm to do better.

And our newly formed in-house green activist team — The Planetees — are focused on all the everyday actions which together make a big difference: refillable aluminium water bottles for all staff; planters made from upcycled packaging, new recycling points at all sites, bike schemes, plans for allotments(!) and a whole lot more. Three cheers for the Planetees!

There have been some changes to our working practices too. Our staff now enjoy a flexible working policy and all staff are paid the real living wage or above. We also have an increasing number of dogs in the office. Which is obviously brilliant!

We also continue to organise regular beach cleans and were thrilled to lead the litter picking charge at Kendal Calling festival.

**THREE CHEERS
FOR THE
PLANETEES!**

AND A LOT MORE YET TO COME

We're planning a full Sustainability Report for late 2023. You can expect announcements about changes to how we source and use ingredients, stories from our suppliers and staff, and detailed statistics from our scope 1, 2 and 3 carbon emissions, water footprinting calculations and materiality assessment of our packaging.

All this data will enable us to work sustainability targets and KPIs into all our staff job descriptions - holding each and every one of us accountable in every decision that we make.

With our emissions calculations complete across all three scopes we will be setting publicly available [Science Based Targets](#) which will dictate a roadmap for us to reduce our carbon emissions by 90%. We're working towards being net zero but haven't set a year for this yet as we don't have the data to make sure it's realistic, but we'll be doing it as a matter of urgency. Alongside this crucial piece of work, we'll also publish our targets for water use reduction and announcements about how we intend to reduce the impact of our packaging and plans to get our closed loop packaging offer right.

We're also developing a range of projects which will change how we source our ingredients, drive change through our supply chain and create Nature positive solutions which we'll be inviting other businesses to join us in...

IN SUMMARY

Never before has there been such urgency to find solutions to so many environmental challenges. But never before have we met such enthusiasm to do so either. We all have a huge job ahead of us, but great questions are being met with great answers and all progress is worth celebrating. Especially breakthrough moments such as incorporating the Rights of Nature into the corporate lawscape. If we're going to do this, we're going to have to do this together — and we're grateful to everyone who's playing their part.

