

IMPACT REPORT 2022



15 maggio 2023

*Impact report made by
B Impact Manager: Federico Gusmeroli
with the support of Emma Scarlatti*



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Introduction

It may be said that 24Bottles has been designed to become a B Corporation, as stated by Giovanni Randazzo and Matteo Melotti, the company's founders: "Since its establishment back in 2013, we always wanted to be a company able to drive a positive change."

The mission they shared since the beginning, led them to inspire a huge community throughout the world by simply adopting a new, sustainable lifestyle: "We know that our commitment can make a difference. Our main goal is to create a better future for the next generations."

People who once were seen as visionaries are now proving that this change is possible. "Every day, we're building it. Today, for tomorrow."

1. Be the change you want to see.

We are.

24Bottles® is the Italian design brand born in 2013 with the aim of reducing the impact of disposable plastic bottles on the planet and our lives.

The idea of our company comes from the search for the most convenient and functional solution to hydrate in a healthy, elegant and ecological way day by day. The concept is to create useful and functional objects that make the world a more pleasant and less polluted place. At 24Bottles® we believe that good design can change things for the better and can help people improve their health and quality of life as well as their look, in an environmentally friendly way.

Our focus is to mix form and function in order to offer uniquely lightweight collections of bottles, coordinated accessories and smart solutions, so as to foster a more sustainable and comfortable lifestyle, while keeping personal style in check.

Since January 2020 we are a certified B Corporation. We envision a global economy that uses business as a force for good, and we strive every day to reduce our impact on the environment. For this reason, we care about our carbon footprint: through specific actions – such as tree plantations all around the world – we guarantee the Carbon Neutrality of our bottles.

We have very strong beliefs: we started our business with the aim of saving our home planet through a positive environmental and social impact. We strongly believe in consistency: revenues and business must be on the same level as value-driven, social and environmental commitment.

We want to create a **positive connection between humankind and environment**: we respect the magnificent fragility of the biosphere, and we want to enhance awareness about main environmental problems. “Start with a bottle” is **our call to action**: we work with patience, perseverance and dedication to spread our ideas inside and outside the company in a positive, endless sharing cycle.

Our business is driven by our **Charter of Value** and six values we do strongly believe in:

- ◇ Sustainability
- ◇ Functional beauty
- ◇ Empowerment
- ◇ Boldness
- ◇ Daily learning
- ◇ Education

These values are fully encoded in our business, in our **Code of Ethics**, in the **Employee’s Handbook** and in the **Suppliers’ Code of Conduct**, because they are an essential part of our mission. Therefore, our partners, workers and suppliers are carefully chosen, and they must share our values and our way of doing business.

We care.

- We know we have a single planet
- We know we have to act in a more responsible way
- We envision the business as “a force for good”

We know we have a single planet where we can live in, and we know that the biosphere has a delicate balance.

Starting from the 2000, a new, deeper environmental awareness started spreading all around the globe, pointing out the risk of the reckless consumption of natural resources and the growing inequalities between people and countries. Several companies have decided to act in a more responsible way, embracing the **vision of the business as “a force for good”** that must have the aim to make the world a better place.

Year by year, common visions and cooperation developed a global network to encourage and enhance a deep change in the way of doing business: in 2006 this cooperation led to the creation of a specific tool, called Benefit Impact Assessment, to measure the actual impact of company's activities on communities, workers, environment and stakeholders. The Benefit Impact Assessment (BIA) is provided by B Lab, an international nonprofit organization, and enables every company to test and measure the direct and indirect impact of its actions. BIA sets up specific targets to verify if a company is producing a positive overall impact on the world: reaching the breakeven point of value creation (80 points on 200), is possible to apply for the certification. We finally got the certification in January 2020 and we are now waiting for the due, three-year recertification.

This new model of doing business immediately spread all over the continents: companies from many different countries embraced this new philosophy and moved along this innovative path, trying to get better and better and becoming certified BCorp. Over the past ten years, the B movement has been successful in requesting new laws: many states introduced a new type of company, called Benefit (or B) Corporations.

We act.

In 2015, Italy established a new legal form of company, called *Società Benefit*, specifically designed to actually embrace the maximization of revenues and the pursuing of social and environmental purposes. These companies commit themselves to operate in a responsible, sustainable, and transparent way. The Società Benefit model represents a significant evolution of Corporate Social responsibility: this new legal status becomes an actual obligation through the time – something different from an unstable, temporary choice made by a single manager. 24Bottles is a Società Benefit that chose to commit to a social duty, in order to create positive value for companies, communities and environment.

Our mission statement is focused on:

- a) widespread diffusion and promotion of an ethic and aesthetic sensibility about the environment, encouraging virtuous behavior for the biosphere balance

- b) providing a wide range of carefully designed, high-quality, easy-to-carry, sustainable stainless-steel bottles for daily hydration on the go to reduce plastic usage
- c) reducing and balancing out CO₂ emissions in the atmosphere.

From the very beginning of our BCorp status, we have always used our digital and physical mediums with our partnership to promote the BCorp Movement, with its principles and values.

Our online corporate blog is an in-depth source regarding our commitment detailing the CSR activities we support. Our social media channels regularly remind to our audience missions and values of BCorp Movement all around the globe, pointing out the relevance of imparting mutually beneficial values to future generations.

An ongoing commitment: promote and widespread the “B” Model

As a BCorp, we aim to share knowledge and expertise with all the institutions and companies that want to raise their awareness about sustainability-related topics.

We are regularly asked to participate in seminars, roundtables, conventions and many other events to share our beliefs and how we are enhancing our social and environmental performance. We always seized the opportunity to participate because we proudly believe that the more people know about purpose-driven business, the more this model can grow and generate positive impact on the world.

Our trademark: carbon neutrality...

Since our birth, we have fully neutralized and offset the CO₂ impact of our activities. We made this choice at the very beginning because we truly believe in our duty to the planet and to the next generation. Through the years we keep on looking for new solutions to generate a wider and stronger impact, so we have carefully studied several protocols to neutralize CO₂ emissions.

Thanks to VCS (Verified Carbon Standard), we have achieved a further certification of our carbon neutrality: we got the Carbon Neutral® Certification, by joining the Verra Compensation Program.

Verra Compensation Program is the most used GHG reduction program in the world: the Carbon Neutral Protocol provides a pragmatic, scientific framework for carbon neutral projects and it's reviewed every year according to best practices and

scientific researchers. This protocol assures transparency and credibility: Natural Capital Partners, a global network of experts, has verified our effort and in a double-checked assessment, validating the previous calculations a third-party made, to further ensure our carbon neutrality.

...and our pledge: climate positive

We strongly believe that we have many possible ways to protect our planet and we shall promote and incentivize all of them: with these new actions, we aim to be more complete in our effort, and even more effective. For this reason, we do not only settle for our carbon neutrality: we need to do more.

The full CO₂ offsetting is not enough, because we must heal our planet from the wounds of the last decades. This leads us to a paradigm-shift: the carbon-positivity. Alongside all the actions we have taken to neutralize our CO₂ impact, we have put in place other additional actions to help the global struggle to reduce the CO₂ emissions. Over the years we have planted thousands of trees (1,000 just in 2022) in more than 10 countries in the world, through a specific project that provides jobs to local communities. Our two forests, called Oxygen and Oxygen², are one of the best solutions to take the stand for a strong, enduring environmental action.

It's a very significant matter for us because we believe that GHG compensation should be something ordinary. If you truly care about the planet and the future generations, you can't stay "neutral": you need to go far beyond carbon neutrality and commit your company to be climate positive.

Transparency and public responsibility

We really care about our impact and CO₂ has been a serious matter for us since the very beginning. To fully offset the emissions, we rely on a specific Scope 2 greenhouse gas (GHG) assessments by an independent, third-party company. By this assessment, we can faithfully calculate the GHG impact of our products and take actions to yearly offset it.

2022 Overall	Products	Total 2022 tCO _{2e}	➔	Total tCO _{2e}
	Clima Bottle	1,583.0		2,590
Tumbler	316.8			
Urban Bottle	689.9			

In 2022, we addressed our effort in three main projects:

- The first one is taking place in Brazil to prevent deforestation across more than 100,000 hectares of Amazonian pristine rainforest in the Acre state and to conserve one of the world's most biodiverse habitat.
- The second specific project we supported is directed to low income small-holder farmers from rural areas in central India. Through the installation of biodigesters, waste from cattle is converted into biogas and provides affordable and clean energy.
- The third project focused on the creation of sustainable energy infrastructures to reduce GHG emissions: the only sustainable way to match the growing demand of energy relies on renewable energy.

Our 2022 certification

**CarbonNeutral®
Product**

**24Bottles Società Benefit
S.r.l. a socio unico**
2,590 tonnes CO_{2e}

This certificate verifies that:
The stated subject is carbon neutral through the use of high quality environmental instruments in accordance with The CarbonNeutral Protocol. All credits adhere to standards approved by the International Carbon Reduction and Offset Alliance (ICROA).

Vaughan Lindsay
CEO - CLIMATE IMPACT PARTNERS

Certification: CarbonNeutral® product	Duration: 01 Jan 2022 - 31 Dec 2022
Name of organisation: 24Bottles Società Benefit S.r.l. a socio unico	Quantity of contractual instruments: 2,590
Subject: 24 Bottles: Clima Bottle 050, Travel Tumbler 390 and Urban bottle 050	Certificate number: CN0201199950

Project info:
Renewable Energy Portfolio
Rural Clean Cooking, India, Gold Standard VER
Acre Amazonian Rainforest REDD+, Brazil, VCS-CCB

CarbonNeutral.com

More detailed information¹ about the CO₂ footprint of our products is shown in the following charts:

Clima Bottles (500)			
Emission source	Category	Req/Rec	KgCO _{2e} / unit
Cradle to customer embodied emissions of raw materials, inputs to production and packaging	Extraction and Processing of raw materials and Packaging	Req	1.516
Inbound deliveries of raw materials and inputs to packaging		Req	0.009
Direct emissions from on-site fossil fuel use and fugitive emissions	Manufacturing and storage of product and packaging	Req	0.036
On site consumption of purchased electricity		Req	1.986
Emissions from waste disposal		Req	0.059
Emissions from water use		Rec	<0.001
Transportation of sold product to first customer	Distribution	Req	0.092
TOTAL			3.70

Travel Tumbler (350)			
Emission source	Category	Req/Rec	KgCO _{2e} / unit
Cradle to customer embodied emissions of raw materials, inputs to production and packaging	Extraction and Processing of raw materials and Packaging	Req	1.155
Inbound deliveries of raw materials and inputs to packaging		Req	0.004
Direct emissions from on-site fossil fuel use and fugitive emissions	Manufacturing and storage of product and packaging	Req	0.035
On site consumption of purchased electricity		Req	2.084
Emissions from waste disposal		Req	0.059
Emissions from water use		Rec	<0.001
Transportation of sold product to first customer	Distribution	Req	0.078
TOTAL			3.42

Urban Bottles (500)			
Emission source	Category	Req/Rec	KgCO _{2e} / unit
Cradle to customer embodied emissions of raw materials, inputs to production and packaging	Extraction and Processing of raw materials and Packaging	Req	0.641
Inbound deliveries of raw materials and inputs to packaging		Req	0.004
Direct emissions from on-site fossil fuel use and fugitive emissions	Manufacturing and storage of product and packaging	Req	0.036
On site consumption of purchased electricity		Req	0.993
Emissions from waste disposal		Req	0.059
Emissions from water use		Rec	<0.001
Transportation of sold product to first customer	Distribution	Req	0.044
TOTAL			1.78

¹ RSKGroup conducted a third-party assessment to check the boundary, scope, and calculations for the greenhouse gas (GHG) yearly production for 24Bottles products. The validation exercise was conducted by reviewing activity and emissions data to determine compliance against CarbonNeutral® Product (cradle-to-customer) certification requirements.

First goal: A new sensibility

Our challenge: help people improve their health and quality of life as well as their look, in an environmentally friendly way.



Year after year, worldwide awareness of climate change and its risks grows. Gen Z is setting the pace for climate action (“Fridays For Future” and “Global strike for Future”), recognizing global warming as a genuine issue, with serious effects that will increasingly affect their life. Despite this, we are short of global action addressing the topic.

In 2021, the United Nations Climate Conference (COP26) gave birth to the “Glasgow Climate Pact”, signed by 197 countries. The agreement established some highly ambitious targets, including zero net global emissions by 2050, and a 1.5 °C cap on increasing temperatures. Unfortunately, the following year conference (COP27), hosted in Sharm el-Sheik, Egypt, did not provide such remarkable outcomes. It established a fund (“Loss and damage fund”) to assist the poorest nations suffering from the effects of the climate crisis, but it did not result in any agenda to mitigate temperatures.

We necessitate collaboration, money mobilization, and a robust global awareness campaign to protect our environmental heritage.

Our commitment: promote – both with products and actions - a new sensibility, ethic and aesthetic

24Bottles strongly believes in the power of the example: we seek partners with our same commitment, and we are always looking for environmental causes and projects to support and back.

In 2022, we decided to leverage on the world-known and well-attended Milano Design Week to raise the awareness about environmental topics. We carefully chose projects and targets, and we fielded a one-month-long campaign called “Fill the future”: metro stations, trams and many other advertising spaces hosted our call to action to rethink our daily habits.

Every day we organized live talks, with different topics (always related to sustainability, in all its forms) and different guests: we encouraged personal and collective choices through first-hand stories. During the Week, we hosted GlaceUp

(a Milan-based start-up, founded by some students in order to preserve Presena Glacier), Camilla Fascina (a songwriter with a strong focus on environmental topics and animal protection) as well as many other guests. All contents have been streamed on our social networks: we managed to create a great and positive engagement, spreading and boosting some very good initiatives.

Furthermore, in 2022, we have joined a national partnership focused on young people, called *Carta Giovani (Youth Card)*: through this project, public and private companies provide various experiences and benefits to young people. This card is free: any Italian citizen between the ages of 18 and 35 years can access it via the government app. We specifically gave a discount on our product to all the owners of the card. By participating in the *Youth Card* initiative, we also became part of a network of enterprises that meets with the Department of Youth Policies every 2/3 months to discuss ways to increase the quality of life of the younger people.

Furthermore, we promoted or supported other initiatives to increase the awareness about sustainability. Amongst all of them, we proudly cooperated with Giada Carboni, a young emerging artist from Bologna, our hometown, asking her to realize some illustrations for the release of new products. We believe that her works have the power to share the various potentialities of our goods for a sustainable, and environmentally friendly life in a simple and attractive manner. We shared her graphics on our social media pages to increase her popularity as an artist.

Our 2022 performance	724 companies and corporations supported in partially or fully plastic-free projects
	43 partnerships with public institutions and NGOs
	Yes project with school through "BCorp School" by InventoLab
	458 hours serving the community
	2 Specific training session about sustainability topics for our employees

Let's talk about 2023!

In 2023, we want to pursue our main commitment to help organizations in adopting new model of doing business, both through big choices (like choosing to become BCorp and Società Benefit) and small daily actions. We also want to work on new projects to raise the global awareness about environmental issues, without forgetting the promotion of.

- ⇒ **Plastic-free projects:** *keep on supporting organizations and events in reduce their negative impact or becoming plastic-free*
- ⇒ **Partnership:** *establish new partnership with public institutions and NGOs to increase the awareness about environmental topics*
- ⇒ **Education:** *launch new projects with schools in order to involve young generations*
- ⇒ **Training:** *organize specific training sessions about sustainability topics for our workers*
- ⇒ **Charity:** *support initiatives and donations to environmental-focused local projects*
- ⇒ **Advocacy:** *promote and participate to awareness-raising campaign about environmental and benefit topicsto become*

Second goal: reduction of plastic usage

Our challenge: providing a wide range of carefully designed, high-quality, easy-to-carry, sustainable stainless-steel bottles for daily hydration on the go in order to reduce plastic usage.



A disposable plastic bottle might be used and discarded in just 3 minutes. Only one on three will be recycled after its use. What happens to the non-recycled ones? They may be burned in incinerators, contaminating the air, drowned in landfills, or even dumped in field, rivers, and oceans, where they take at least 30 years to decompose.

After decades of using throwaway products as a quick and easy solution for all our fundamental needs, now the negative effects of plastic on the environment are now being widely recognized. EU lead the way on this topic, having banned the sale of single-plastic plates, straws, cutlery, balloon sticks and cotton buds beginning on July 3, 2021. Many other regions and countries (such UK and Australia's capital city, Canberra) have announced the ban of the sale of single-use plastic goods. These are big efforts, but the real issue is far more serious. In fact, lot of scientific research has shown that large amount of plastic is floating in our oceans (Plastic vortex), endangering sea life and marine ecosystems. They are monitored by various associations and NGOs but no one knows exactly what area they occupy and how much they measure. However, it is estimated that the largest of the plastic islands known to date (the Great Pacific Garbage Patch), located in the Pacific Ocean between California and the Hawaiian Islands, is large approximately the size of the entire Canada.

Another important issue linked to the underestimate decomposition of plastic is the theme of microplastic and nano-plastics. Plastic can slower degrade into tiny, microscopical pieces that are that are absorbed by sea creatures and eventually reach our tables via the food chain. This is a less obvious kind of pollution than a massive plastic island floating in the ocean, but not less damaging to life: recent research discovered microplastic in the blood of 80% of those examined. Each person might absorb more than 2,000 pieces of plastic every week- the equivalent

of a 5 gram credit card- only through contaminated food, inhalation or ingestion. Via the blood, particles can migrate around the body and lodge in our organs. Therefore, as much as Plastic Vortexes pollute the environment, microplastic pollutes our own bodies.

Our commitment: we help people and organizations in finding a ready to use, easy and comfortable alternative to plastic bottles.

Through our products, people and organizations can find a ready to use and comfortable alternative to plastic bottles, leading to have less plastic in our land and oceans. You can think that a single, disposable plastic bottle (less than 10 grams!) cannot hurt our planet, but we must remember that the average per capita consumption of water from single-use plastic bottles in Europe is more than 100 liters per year. Choosing to use reusable bottles can lead to save nearly 200 half-a-liter plastic bottles per year² – more than 2 kilos.

Many people choose our products, but we have served also a large number of organizations, especially through specific corporation projects aiming to reduce or eliminate plastic bottles. We kept on making new agreements and consolidating our partnerships with institutional stakeholder to increase the awareness about climate change. Alongside long-term collaboration with universities and public administration, in 2022, we also sponsored different events to reduce the use of plastic: we enlist some of them, we really care about.

- During Milano Design Week, in spring, we partnered with Park Hyatt Hotel, giving free bottles to all the visitors of the hotel during the week to offer an actual alternative to plastic bottles.
- In summer, we partnered with the society of entertainment *Live Nation* for the realization of three big music festivals in Italy: *Firenze Rocks*, *I-days* and *Milano Rocks*. Our participation was bound by an agreement that aimed to decrease the use of plastic at the event, starting with a backstage entirely plastic free. In order to gain it we provided bottles to the staff of each event (more than 1200 bottles only in Florence). In addition, we realized two short videos: one for the *recycling is rock* campaign, for the Florence event, and

² This is an esteem based on several research released by Greenpeace Italy, Statista, EarthDay

the other one to highlight the amount of labor that goes into the festival *Milano Rocks*, in order to thank the staff.

- In June, we provided several bottles to the organizers of the *DDN hub* press conference.
- In July we donated 60 bottles for the organization of the charity event *Illumia Padel Open Top Player ExA*, held at the Castenaso Country Club in Bologna, by the society *Illumia* in favor of the non-profit organization *La Mongolfiera*.
- We proudly sponsored the 6th edition of *LuisaViaRomaXUNICEF*, a massive charity event that took place in Capri to raise funds for the projects held by the worldwide organization for the protection of the childhood.
- With one of our long-time retailer, *God Save The Food*, we run a project to encourage people to drink from reusable bottles instead of disposable ones.
- We donated several bottles to *Scuola del Fare*, a cultural institution based in Naples that promote initiatives of education and training for kids and adult people.

We know that through all these initiatives we provided a lot of people with an easy, healthy alternative to single-use plastic bottles, but in some places could be difficult to find a proper refill point. For this reason, we have beat a blow also on the water accessibility topic: during the well-renown *Milano Design Week*, that took place in April, we offered to everyone a water point path in the city. The circuit consisted in 10 stops where people could get free beverage refills, thanks to a network we established with several partners. It can be well estimated that, thanks to these refill points, more than nearly 7.500 single-use plastic bottles have been saved in a week.

Our 2022 performance	216 million of plastic bottles saved in a year
	178,107 kg of plastic waste saved per month ³
	10 Water points to facilitate the refill during the <i>Milano Design Week</i>

³ Performance is estimated on the basis of available data related to the average weight of a half-a-liter, single use plastic bottle in Italy.

Let's talk about 2023!

In 2023, we want to pursue our daily commitment to help organizations in lowering their impact in terms of plastic consumption and waste production.

- ⇒ **Saving plastic material:** *keep on offering a valid substitute to single-use, disposable plastic bottles*
 - ⇒ **Water accessibility:** *study and deploy new projects to facilitate the refill of the bottles thorough water points*
 - ⇒ **Partnership:** *establish new partnerships in the aim of support or participating to plastic pollution reduction*
 - ⇒ **Plastic-free projects:** *continue on supporting specific plastic-free projects and events*
-

Third goal: reduction of CO₂ emissions

Our challenge: we perfectly know that global challenges require global solutions. But we can ease them up, starting from us!



In the last 60 years, the concentration of CO₂ in the atmosphere has increased 100 times faster than it did at the end of the last ice age. This is a significant issue, because CO₂ emissions are responsible for approximately 2/3 of human caused global warming.

Plastic manufacture accounts for more than 13 million tons of CO₂ only in the European Union - roughly 1/5 of the chemical industry emissions in Europe.

Despite growing awareness of the concerns associated with CO₂ issue (ocean levels are rising, climatic conditions and precipitation patterns are changing, damaging natural disasters are becoming more common, glaciers are melting), we are still far from a strong, effective response.

We believe that everyone should make an effort, starting from their own backyard. We need to reduce the emissions of CO₂ into the atmosphere: to achieve this goal, we need a mutual action that brings together individuals as well as institutions and companies.

Our commitment: we do want to make our part in preserving the planet and its future.

Our planet is ill and the first thing every one of us must do is not to worsen its condition. The most part of human activities is a source of CO₂ emissions: by now, is not possible to produce our bottles without producing also a few amount of CO₂. For this reason, since our born, we have set a main goal, higher than anyone else: our products must not have any negative impact on our planet. So, over the years, we put in place several efforts to offset the emissions due to our products and be Carbon neutral. We reached this target through to a reliable, responsible third-party assessment that calculated our products' carbon footprint, verified by TÜV. Thanks to this assessment, we can carefully calculate the overall carbon footprint and then choose to support a mix of several, specific CO₂ reduction/remotion projects by joining the Verra Compensation Program, the most used GHG reduction program in the world.

Also in 2022, our products have been certified as Carbon Neutral®, in accordance with the Carbon Neutral Protocol (a pragmatic, scientific framework for carbon neutral projects reviewed every year, according to best practices and scientific researchers).

But being carbon neutral is not enough for us: we need to heal our planet and take care of it, also for the people who do not. So we embrace the vision of a positive impact, doing more than just offsetting: for this reason, over the years we have planted approximately 10,000 trees in eleven countries all around the world.

Up to there, our part. But every one of our customers is generating an extra positive impact in reducing CO₂ emissions: every time they use a 24Bottle, instead of a single-use plastic one, they save **0.08** CO₂ kg. This is a tiny, small cut but in a year – multiplied for all the usage we make - could lead to a substantial amount of CO₂ saved!

Our 2022 performance	YES Zero Carbon Footprint confirmed
	2,590 tons of CO ₂ fully offset
	17,288,448 kg of CO ₂ equivalent emissions from plastic production saved ⁴
	1,000 new trees planted in our forest all around the globe

Let's talk about 2023!

In 2023, we want to keep on offering to all our customer a product that is Carbon Neutral: we will fully offset the GHG emissions due to the production and

⁴ Performance is estimated on the basis of available data related to the CO₂ emissions and per capita water consumption in Europe from a half-a-liter, single use plastic bottle.

distribution of our bottles. And there's more: every time one of our bottles is used instead of a single-use plastic one, we save extra GHG emissions!

- ⇒ **Saving CO2 emissions material:** *keep on offering a durable, carbon neutral products that allows everyone to save CO₂ emissions through the daily usage*
 - ⇒ **Carbon neutrality:** *confirm our Carbon Neutral certification*
 - ⇒ **New projects:** *support and commit to new projects related to the CO₂ reduction*
 - ⇒ **Transparency:** *Review and update data related to the savings due to the daily use of a 24Bottles instead of a single-use plastic one*
-

2. Responsibility and transparency

Our 2022 performance

In January 2020, 31st. After a one-year route, we finally managed to become a Certified BCorp.

Our certified Benefit Impact Assessment score (verified in 2020) is	81,1
Our present-day Benefit Impact Assessment score is	103,4

The Benefit Impact Assessment (BIA) is a powerful solution to measure and quantify the overall impact of a company. Through the BIA, we can go beyond our main goals towards an all-around enhancement.

In our annual Report, we track and report our operational score (the part of the overall impact score due to the ordinary activities of our company) on Governance, Workers, Community, Environmental and Customers sections.

All sections measure different items and factors, so they could lead to very different score according to specific characteristics such as the field of the activity or the type of company. For this reason, the operational score could be usefully used only to measure the specific progress of our company through the time.

Operational 2021 score: 49.4				
Governance	Workers	Community	Environment	Customers
5.1	15.5	18.6	14.1	3.4

Operational 2022 score: 63.5				
Governance	Workers	Community	Environment	Customers
5.5	16.3	19.1	18.8	4.1

At the end of 2022 we started our journey into the recertification process: we believe we will be able to perform even better.

2022 highlights

Being a BCorp is an ongoing commitment to improve our benefit impact through the time. Every year, with little actions, we put into practice this commitment: below, we present two 2022 enhancements "highlights" for each BIA area.



o Thanks to our participation to the “Carta Giovani” project – promoted by the National Department for Youth Policies – we have been sitting on a round table with other companies, fostering the institutions to work better and take more care about environmental and social issues.



o We strongly believe in the power of commitment: in 2022, our HR manager made a speech at “Jobs Future Days”, organized by the IED (Istituto europeo di Design) for the students. In this speech, he talked about 24Bottles' mission and the way we chose to have a positive impact on the world.

o We provide to all our workers with an on-top retribution, given to everyone no matter the overall financial performance of 24Bottles: through a specific wallet app, everyone can buy welfare and well-being services. In 2022, we offered this benefit (alongside with a Christmas bonus) to all our workers, for a total amount of more than 17,000 euros.



o To properly celebrate the opening of our two Flagship Stores, in Rome and in Milan, we offered to all our employees a special event for Christmas. We organized for all of them a venue in Milan: a delightful opportunity of meeting and leisure with drinks and music.

o No one is saved alone: networking with other purpose-driven companies is very important for us. During the Milano Design Week, we launched a partnership with the BCorp Panino Giusto for the “Aperitivo Green”, to sensitize about environmental topics: we gifted every customer with one of our travel tumblers to avoid disposable plastic material and raise the awareness about the importance of a daily, sustainable behavior.



o In 2022, we doubled our effort towards cooperative societies of our surroundings: in addition to our cooperation with OPIMM, we established a partnership with ANIMA. Both these cooperative societies aim to train, employ and integrate people with disabilities.

- Our headquarters runs with a 100% renewable energy. We asked our provider to create a customized supply, with optimized energy consumption.



- In 2022, we chose to support the campaign “ReThink your Jeans”, a circular economy project which gathers old jeans to use them to create new products, with a sensitive reduction of water and energy consumption.



- We proudly keep on enhancing our quality feedback system thanks to a third-party specialized site. Through TrustPilot.com, every customer could share a review publicly: currently, our products have more than 6000 reviews, with a score of 4.7 out of 5. More than 80% of reviews are rated with “Exceptional”.

- In the last part of 2022 we set up a project we care about from long time ago: a service of recycling and circular economy for our customer, that will be fully displayed in 2023.

3. Overall considerations

This year has been, for us, the year in which we really go beyond the Covid-19 pandemic: many consequences – both economic and social – are still affecting our performance, but we gradually get back to a “new” normality.

But the outbreak of war in Ukraine has brought new uncertainty and shaken our convictions about a peaceful Europe. The pain of many people – just few hundreds of kilometers from us – led us to the decision to support a charitable donation of first necessary goods to the *Arsenale della Pace* (Peace Arsenal) in Turin.

This has been a little, impromptu initiatives, but we believe in the power of the example and in the necessity of take side. This is our trademark, the goal we are born for: this is our history and our daily life. We have kept on walking on our founding path: ensuring a easy-to-carry and nice to see alternative to the single-use plastic bottles, that many damages have been doing to our planet. A better awareness, less plastic and less CO₂ emissions: these are our three pillars, on which we display our projects and our efforts. We perfectly know that the institutions and most organizations are moving too slowly towards strong action against climate changes, despite the urge and the strong call by the youngest generations. For this reason,

we believe that being carbon neutral is not enough: we must do more, being carbon positive and offsetting not only our emissions, but also part of others'.

We are born on the strong belief that companies must do their share in making the tomorrow's world a better place than today. A sustainable, purpose driven business is not an option anymore, but a strong need to provide a better future for the generations to come. We hope that we could regain the ground lost because of the Covid-19 pandemic impact in the next year, striving even more to make a positive difference, day by day! **#startwithabottle.**