

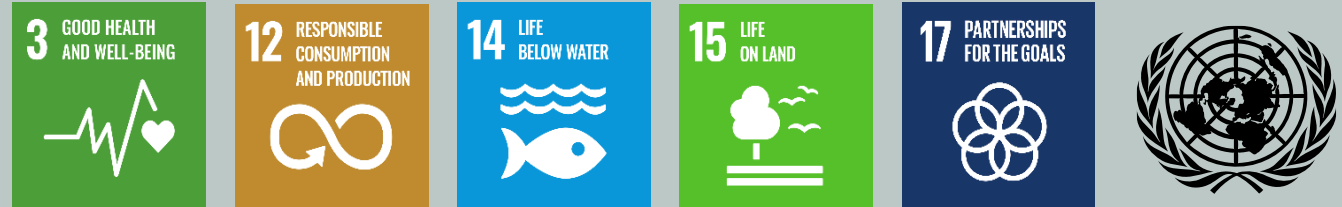
PLANTOPIA

Manifesto - People & Planet Positive



Manifesto Synopsis

Plantopia's People & Planet Positive manifesto defines our sustainability agenda. It focusses on five key forces, inspired by the UN Sustainable Development Goals, a framework for collective action.



Purpose: to inform, inspire, lead and activate, both our decision-making and goal setting so that as a community, we achieve significant positive change. Most importantly, we aim to contribute at a global level, to the necessary changes required for people and planet, whilst inspiring others to do the same.

Goal: to act as a roadmap for our brand, our customers and our stakeholders, outlining our common, long-term agenda **and holding us accountable for change**. Our strategy will be reviewed annually alongside our strategic network from customers to suppliers all along the value-chain, ensuring **on-going commitment** and a growing contribution.

Approach: We don't have all the answers and simply cannot achieve these important goals alone. Our commitment is to collaborate, working together as one community, to reach our people and planet positive destination; from small steps to significant strides, ensuring total transparency every step of the way.

We depend on our culture of kindness, as well as **our approach to progression not perfection** on our single-minded, crucial journey towards empowering continuous wellness improvement for people and planet.



The Five Force Focus

Plantopia, has identified and committed to five critical focus areas, that correspond to the people and planet wellness challenges which impact our world today. These five forces sit at the heart of our brand, and are inherent to our ethos and DNA, whilst helping us fulfil our vision to generate and promote positive impact for people and planet.



PEOPLE

Enable and empower every person touched by our products, practices, expertise and advice, through the whole value chain from harvesting and sourcing, to our customers.

ECOSYSTEMS

Preserve and regenerate this highly valuable but hugely complex network and interconnected sourcing system, with a dedicated commitment to conservation and regeneration.

PLANET

Reduce and remediate devastating and ongoing harm with our planet positive commitment, being accountable for the 4R's of waste management – Remove, Recycle, Reuse and Reduce.

SOCIAL






Fair and equal responsibility to everyone in our value chain, to ensure we not only minimize harm, but also impact positively on the lives that we touch.

COMMUNITY

Partnership and collectivism are our commitments to drive a positive impact by instituting connection and support with everyone that the brand touches.



Overview of the Five Force Focus

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|  <p>PEOPLE: ENABLE & EMPOWER</p> <hr/> <p>Goals and long term ambitions</p> <p>Ambassadors of positive habit change through well-being measures, tools, techniques, products, and education that measurably impact the lives of 1 million people.</p> <hr/> <p>Commitments</p> <ul style="list-style-type: none"> Shifting the dial on the daily adoption of wellness habits to enable and empower personal ownership of long-term health and wellbeing. Focussing on the underserved communities in wellness as our starting point. |  <p>ECOSYSTEMS: PRESERVE & REGENERATE</p> <hr/> <p>Ambassadors of change throughout value chains across industry, by partnering & campaigning. Traceability through our own value chain to 100% of ingredients, setting measures to improve biodiversity and sustainability.</p> <hr/> <ul style="list-style-type: none"> Shifting the dial on regeneration and preservation, protecting ecosystems and improving biodiversity through the measurable use of renewable biodiversity derived ingredients. Focussing on traceability of ingredients throughout the supply chain, as our starting point, enabling us to set measures for improvement. |  <p>PLANET: REDUCE & REMEDIATE</p> <hr/> <p>Ambassadors for planet positive measures. Through measuring impact with cradle to grave life cycle analysis across 100% of our products we aim to become carbon neutral, planet positive, managing waste and water consumption through the value chain.</p> <hr/> <ul style="list-style-type: none"> Shifting the dial on reducing and remediating planet harm, working to drive the transformation from a linear to circular economy, to carbon neutrality and generate planet positivity. Focussing on traceability and impact tracking as a starting point to improvement. |  <p>SOCIAL: FAIR & EQUAL</p> <hr/> <p>Ambassadors of socioeconomic sustainability and change, for a levelling up of social impact through value chains. We aim to partner with up to 10 key raw material suppliers to drive change and motivate at least ten other brands to do the same.</p> <hr/> <ul style="list-style-type: none"> Shifting the dial on socio economic sustainability, advocating a movement to fairness and equality across the value chain. Focussing on partners who are committed and able to trace their impact as our starting point. |  <p>COMMUNITY: PARTNERSHIP & COLLECTIVISM</p> <hr/> <p>Ambassadors for a collectivism culture that unites values of empathy and community, pledging a commitment to kindness with the aim of reaching 30 million people and tracking at least 50,000 Plantopia Pledges.</p> <hr/> <ul style="list-style-type: none"> Shifting the dial on the role of partnership, community and collectivism as a tool for wellness, advocating empathy and kindness as values underpinning community. Focussing on the amplification of our message to help shift the dial. |
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Key enablers:

Traceability and measures of progress, transparency and inclusivity along the journey, a commitment to the long term, using our voice across every channel, and amplifying our message through campaigning, lobbying, and education.



Introduction to the Five Force Focus

People & Planet Positive



PEOPLE: ENABLE & EMPOWER

- **Measurably empowering the lives of 1 million people through wellness products and self-care practices.**
- Providing products with substantiated wellness benefits from fragrance.
- Enabling, inspiring, redefining and improving wellness techniques, tools and practices for our community.
- Amplifying the role and importance of connection (to self, to others and to the planet).
- Sharing our practices, products education, expertise, advice & support with every community touched through the value chain.
- Focussing on communities underserved in self care.



ECOSYSTEMS: PRESERVE & REGENERATE

- **Measurably committing to the conservation and regeneration of our ecosystems, advocating responsibility for their symbiotic relationship.**
- A commitment to and respect for the biodiversity of our planet, its land and waters.
- Traceable ethical sourcing of natural and natural derived ingredients.
- Conservation and sustainable use of biodiversity within our ingredient and sourcing practices.
- Reduction of biodiversity loss.
- Actively promote positive impacts including the reduction of agrochemicals, improvement of soil, planet-kind agricultural practices and more complete use of natural resources.
- Advocate change within the supply chain that supports sustainability and biodiversity.



PLANET: REDUCE & REMEDIATE

- **Measurably reducing the plastic entering the waste stream and working to remediate harm with a planet positive commitment.**
- Carbon neutral by 2030.
- From linear to circular.
- Recycle: working towards 100% of our packaging being recyclable.
- Reduce: amount of virgin plastic used & present in the ocean.
- Reduce: consumption with multi-purpose products.
- Reuse: existing plastic 50% is Post Consumer Recycled (PCR) for launch (working towards Ocean Waste Plastic (OWP) and PCR combination).
- Refill: working towards refillable solutions.



SOCIAL: FAIR & EQUAL

- **Measurably committing to positive social impact and responsibility across our value chain, driving a levelling up for underserved communities.**
- Contribute to socio-economic sustainability of partner communities.
- Support the provision of employment opportunities so local people find work and stay within their community and place of origin.
- Promote local efforts to provide additional support to the community.
- Fair and equitable sharing of the benefits.
- Equitable prices that cover the costs of implementing good practices and allow the improvement of quality of life across the community.
- Respect for human rights including land, cultural and working rights.



COMMUNITY: PARTNERSHIP & COLLECTIVISM

- **Measurably amplify our positive impact by driving a culture of kindness, partnership, community and connection – advocating 'better together' is a way of life.**
- Instituting the Plantopia Pledge – a mindful promise of kindness to the self and to the community – as an integral part of our brand and wellness commitment.
- Reaching 30 million people with the Plantopia Pledge by 2030.
- Embodying an approach of progress not perfection within our community as we champion values of care, kindness, humanity and spirit.
- Creating supportive and nurturing open platforms for community building, sharing and networking.





PEOPLE

ENABLE & EMPOWER

Enable and empower every person touched by our products, practices, expertise and advice, through the whole value chain from harvesting and sourcing, to our customers.





PEOPLE

ENABLE & EMPOWER

'83% of the Plantopia audience believes that wellness starts with "self", followed by partner and children as a priority.'*

We are committed to

Unify, rebalance and re-connect the relationships between:

- People, community and planet.
- Mental and emotional wellbeing with skin health.
- Indigenous beauty traditions with new emerging wellness principles.
- The senses of touch, smell, sight, sound and taste.

Provide products that have multiple benefits for our community to optimise the experience of wellness.

Provide informative and encouraging wellness content from a team of dedicated experts.

Create a movement around positive change in everyday behaviours, focussing in particular on the under-served.

Inspire and enable habit change - a life that looks at the marriage between conscious self-care and mindfulness; we're stronger, more whole and more powerful with a coherent mind-body connection.

What we have done so far

Through our ambition to help enable and empower people to actively improve their relationship with self-care and wellness we have ensured:

Plantopia products are formulated as multi-purpose, multi-functioning and multi-sensorial with fragrance efficacy to measurably support the positive impact of our aromas.

This is complemented by 5 initial product rituals that act as support agents for wellbeing to enable, inspire, redefine and improve wellness habits.

We advocate the ethos that making small, incremental, accessible changes consistently over time can contribute to significant longer-term benefits that evolve into major movement.

Our ambitions: By 2025

- Measurably assessing the impact of Plantopia products through end user efficacy testing at a minimum rate of 1 product per year.
- Measurably increasing our educational wellbeing content, with techniques, tools and practices as well as our philosophy around massage, self-touch, sound and breath through monthly content updates on Plantopia's website.

By 2030

- Measurably improving the lives of 1 million people through wellness products and self-care practices.
- Create holistic and inclusive online and offline experiential events for customers at least once per annum with access to dedicated experts.





ECO-SYSTEMS

PRESERVE & REGENERATE

Preserve and regenerate this highly valuable and hugely complex network and interconnected sourcing system, with a dedicated commitment to conservation and regeneration.





ECO-SYSTEMS

PRESERVE & REGENERATE

UK 82% of people – ‘I think companies have a moral obligation to assure they have a positive impact on people and biodiversity’*

We are committed to

Actively respect, promote and advocate change for the sustainability and biodiversity of our vast, interconnected eco-system.

Source plant-derived ingredients for our products that replenish themselves over time or use materials from other industries that would otherwise go to waste. These are our renewable, biodiversity derived ingredients.

While we don't formulate to a percentage natural target, all our formulas are a minimum of 88% natural and on average, 98% natural.

Through traceability, we commit to transparency and honesty through multiple layers of the value chain, from field and forest, right into consumers hands.

Provide knowledge and education at a local and global level on best-in-class biodiversity and sustainability practices.

What we have done so far

To trace and measure our impact, Plantopia has become a Member of the Union for Ethical Biobased Trade (UEBT) an organisation committed to regenerating nature and securing a better future for people, through ethical sourcing of ingredients from biodiversity.

On our journey to improvement, we have committed to a workplan with UEBT, focussing in the first instance, on plant actives, oils & aromatics.

- 100% of all our biodiversity derived ingredient suppliers have been contacted with an ingredient sustainability questionnaire.
- 49.6% of our renewable biodiversity-derived ingredients are traced to country of origin.
- Every launch product except supplements, contains at least one by-product.
- Every launch product except for supplements contains at least one wild harvested ingredient.

Our ambitions: By 2025

- 100% traceability of our renewable biodiversity derived ingredients to country of origin at source.
- 10% of renewable biodiversity derived ingredients to be traced to the grower within country of origin.
- Auditable traceability for all front of pack ingredients to the grower level
- Improve the visibility of traceable sustainable ingredients within the industry through a dedicated campaign which delivers a media reach of 12 million and drives a national conversation and debate.
- All products to contain at least one traceable by-product.

By 2030

- 30% traceability of our renewable biodiversity derived ingredients traced to grower level.
- Drive change at industry level through the acceleration and expansion of the campaign to put traceability on ingredient documentation and bring to the front of consumer and industry mindset, delivering at least 24 million reach to support this change.
- Work with 10% of our suppliers to implement one of the following: Water reduction from field to factory, Carbon offset through regenerative projects or Replanting schemes.
- We aim to have traced the impact from 100% of our ingredients adding the formula base to our work on actives, oils and aromatics.





PLANET

REDUCE & REMEDIATE

Reduce and remediate devastating and ongoing harm with our planet positive commitment, being accountable for the 4R's of waste management – Remove, Recycle, Reuse and Reduce.





PLANET

REDUCE & REMEDIATE

'83% of the Plantopia audience are concerned about sustainability.*'

We are committed to

- Advocate planet positivity and prolonging planet life, whenever and wherever possible by reducing the plastic entering the waste stream through a deep-rooted commitment to the 4 Rs of waste management.
- Always working to remediate harm.
- Establish and promote systems and services to enable the movement from a linear to a circular economy that would for example, turn waste into resources, send zero waste to landfill, and produce renewable and recycled materials with a positive environmental impact.
- Not only understanding and measuring our carbon emissions and water consumption but working tirelessly to reduce our impact.

What we have done so far

The 4R's of waste management:

- Remove: 6,057 kg of virgin plastic from the ocean.
- Recycle: 94.38% of launch packaging is recyclable at curbside (UK).
- Reduce: consumption through the creation of multi-purpose products.
- Reuse: existing plastic with 89% is PCR for launch.

Measure our impact by taking an entire life cycle, cradle to gate approach to reduce impact by commissioning a full Life Cycle Analysis (LCA) on our hero products initially, setting goals and targets for the future in the following areas:

- Neutral planet impact.
- Water consumption through the supply chain.
- Waste management through the supply chain.
- Track our carbon footprint setting Scientific based targets to create action plans and goals with all suppliers.

Our ambitions: By 2025

- To be 100% recyclable at curbside, finding an alternative component to pumps.
- To use a combination of ocean waste plastic and PCR to help rebalance the scarcity of PCR through the supply chain.
- 50% of products to have completed LCA with 2030 goals and targets in place.
- 10% of products to have refill solutions.

By 2030

- Carbon neutral by 2030.
- 100% of products to have undergone a life cycle analysis and reduction targets put in place.
- All new products to be Planet Neutral or Positive for launch.
- 20% of products to have refillable solutions.

*SOURCE: Plantopia Ayton Market Research May 2021

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SOCIAL

FAIR & EQUAL

Fair and equal responsibility to everyone in our value chain, to ensure we not only minimize the risk of harm, but also create a positive benefit for the lives that we touch through our business.





SOCIAL

FAIR & EQUAL

'Long term investments in communities are necessary to lift people out of poverty and ensure preservation of local biodiversity. Companies can contribute to local economic development through ethical sourcing practices such as those incorporated in the UEBT Ethical BioTrade standard.'*

• We are committed to

- Advocating socioeconomic sustainability, a fair and equal society, measuring our social impact and generating a clear, positive shift. From safe, decent working conditions to paying equitable prices that cover the cost of good practice, deliver fair benefits and reward and allow improvement of quality of life across the community. This also supports the retention and communication of local culture and practices.
- The respect of human rights for and by all in our value chain and business is simply non-negotiable.
- Respect the voice, cultural, land and working rights of local communities and working to support the expansion of opportunities within sustainable boundaries.
- Promote local efforts to provide support to wider community and establish key services such as education and health.

What we have done so far

- Set goals around partnership development with raw material suppliers who support the provision of employment opportunities so local people find work and stay within their community and place of origin.
- Partnered with 2 raw material suppliers who are on the journey towards truly making a difference in the levelling up of underserved communities.
- Become a Member of the Union for Ethical BioTrade (UEBT), an organisation committed to regenerating nature and securing a better future for people through ethical sourcing of ingredients from biodiversity.
- Set in stone our role as a change-maker brand in industry and community in this particular area of sustainability and supply chain impact where the journey for raw material suppliers is just beginning.

Our ambitions: By 2025

- To have extended our raw material partnerships with those who are investing in, committing to and having impact in this critical area to a minimum of 4.
- To actively and measurably contribute directly to and promote these local communities through funding, campaigning, training, education, or resource support.
- To actively and measurably campaign and lobby, brands, industry and raw material suppliers to take more responsibility in this area and generate more significant positive impact.

By 2030

- To have measurably introduced and changed the accountability of at least 10 raw material suppliers and brands in this area.
- To have extended the awareness and reach of this topic at industry and consumer level working with British Beauty Council and UEBT.

*SOURCE: The Big Shift: Business for Biodiversity





COMMUNITY

PARTNERSHIP & COLLECTIVISM

Partnership and collectivism are our commitments to drive a positive impact by instituting connection and support with everyone that the brand touches.





COMMUNITY

PARTNERSHIP & COLLECTIVISM

'Industry-wide, Sector-wide exchange drives scale at the landscape or industry level. Companies need to share information and best practices with others in their industry.'*

We are committed to

- Drive positive and self-perpetuating impact through partnership and community, facilitating local and stakeholder collectivism.
- Unite by values of empathy, and community, advocating a movement from individualism in favour of alliances and towards collectivism.
- Promote the role of togetherness and 'better together' collaborative thinking in all that we do.
- Empower the capability of collective bodies, skills and imaginations.
- Act as a co-ordinator, prioritising community facilitation.
- Embody the ability to form, grow and work through networks, driving a sharing community that embraces the sentiment of "progress not perfection".
- Lead by example and define ourselves through values of consensus, equity, care, kindness, humanity, solidarity and spirit.
- Motivate consumers to create their own systems of care and community and lead brands and organisations to reconfigure their own.

What we have done so far

- Launch Plantopia's channels designed as by-platform destinations providing community support and nurturing interaction.
- Create a platform through our brand that encourages online alliances and partnerships throughout the value chain, which focus on and encourage shared interests and values.
- Work with like-minded partners that adhere to the Plantopia mindset of doing better, and who wish to foster a cultural shift with improved positive behaviours in their own business.
- Institute the Plantopia Pledge, a commitment to kindness as an enduring mission and a vital part of our brands DNA, formed to advocate the power of a collective energy.

Our ambitions: By 2025

- Track 50,000 Plantopia Pledge responses.
- Engage 50 key opinion leaders and influencers to commit to their own Plantopia Pledge.
- Support a thriving Plantopia Pledge social group, with an organic community growth at the heart - inspire and enable our community to have conversations with other community members.
- Create a foundation of support for other brands and businesses wishing to become UEFT certified via our partnership with the British Beauty Council – making Biodiversity a bigger national conversation.

By 2030

- Reach 30 million people with the Plantopia Pledge.

*SOURCE: The Big Shift: Business for Biodiversity



Our Enablers

TIME
FOR
CHANGE



Enablers: how we make it happen

A culture of strong and inherent values lies deep at the heart of Plantopia and this enables a powerful commitment to generating positive and impactful change for people and planet health.

Deeply considered goals and ambitions become a reality through 100% commitment to traceable measures.

This, alongside embedding these core and critical values underpins our brand culture and progressively drives it forward to enable not only our impact, but motivates others to do the same.

TRACEABILITY & PROGRESS MEASURES

To move from vision to action, we start with traceability which then enables us to set clear goals, targets and calculations for improvement, enabling us to prioritise and measure progress. Annually we will review our manifesto, tracing our journey and demonstrating our achievements across the five forces.

TRANSPARENCY & INCLUSIVITY

We will always be open and transparent, allowing others to learn from our journey of successes, failures, challenges, ways of working, partnerships and processes. We will always be inclusive, and actively engage with new opportunities to expand our community.

COMMITTMENT

We know change doesn't happen overnight and whilst it may start off as small steps, we believe it will end in significant strides. We are and always will be, committed to change, for the long term.

OUR VOICE

We will be vocal across all our Plantopia channels and messaging. Using communication and continuous dialogue to inspire a more sustainable way of living, we will empower people to make a positive difference in their everyday lives and behaviours, in their communities and in the world.

EDUCATION

Education around our Five Force Focus, and the impact on people and society will be integral to success.

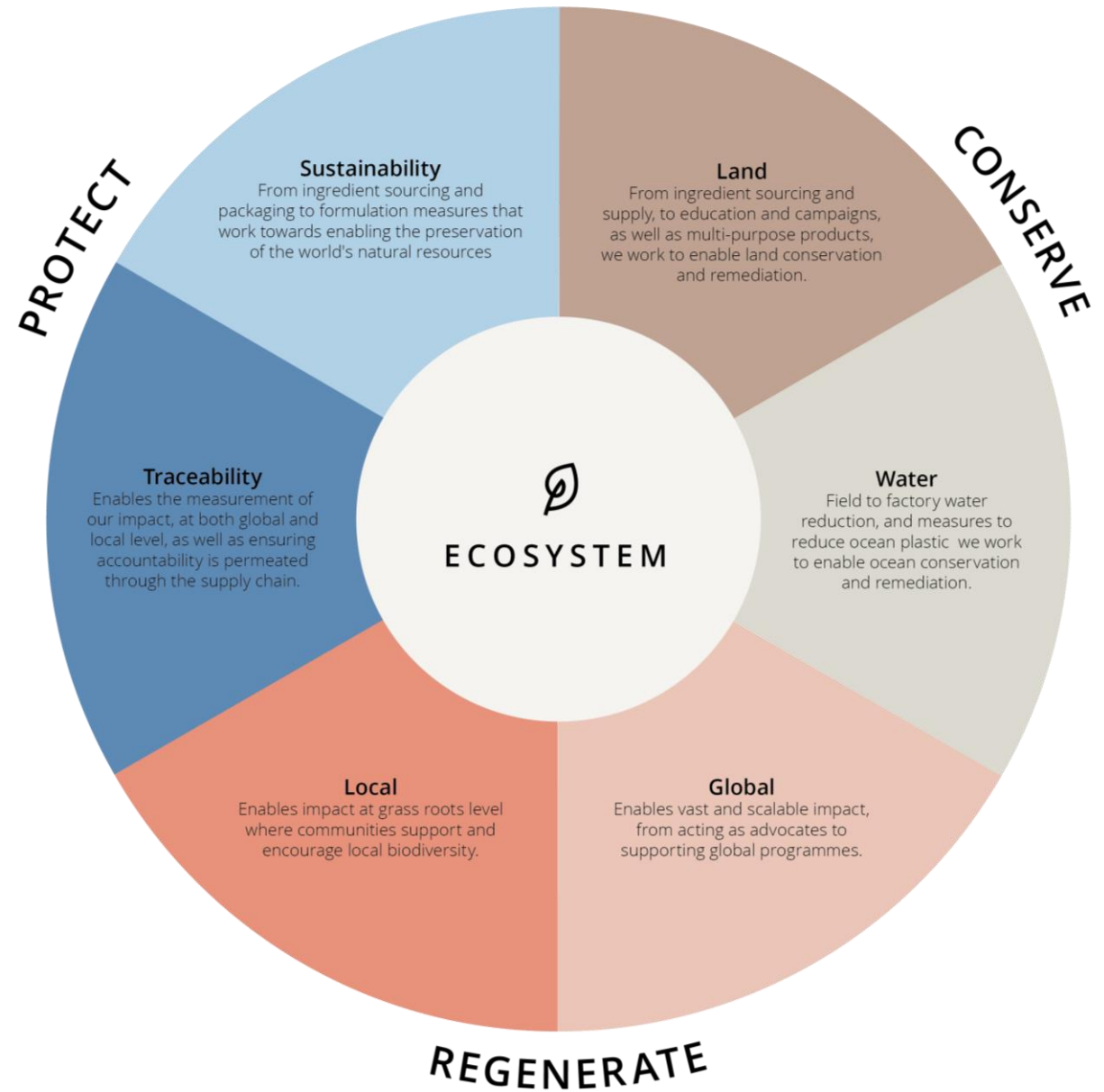
CAMPAIGNING & LOBBYING

We take our responsibility around driving impactful change very seriously and as such we believe in the power of campaigning and lobbying as critical enablers to impact change.



Enablers: Ecosystem & Planet

This illustration summarises enablers specific to the ecosystems and planet forces, whilst demonstrating how we formulate and collaborate to protect, regenerate and conserve all elements of our complex world.



Enablers: Social

This illustration summarises enablers specific to the social force and demonstrates how we formulate and collaborate to impact a fair and equal social system.





PLANTOPIA

THE JOURNEY TO WELLNESS FOR PEOPLE & PLANET