

A close-up photograph of a person's hand planting a small green sapling into the ground. The hand is positioned at the top of the frame, holding the stem of the sapling. The sapling is being pushed into a hole in the soil. The background is a soft-focus outdoor setting with warm, golden light, suggesting a sunset or sunrise. The overall mood is one of growth and sustainability.

AWESOME SUPPLEMENTS

SUSTAINABILITY REPORT 2022

MAKING CHANGES FOR A BETTER PLANET



Ben Coomber, Founder & CEO

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WELCOME TO A MORE SUSTAINABLE AWESOME!

Every company has a responsibility to do the right thing. That's not just the right thing for ourselves, but the right thing for our customers, the right thing for our products, and the right thing for our planet. At Awesome Supplements we take this very seriously, and it's one of the things that we feel makes Awesome Supplements, well, Awesome.

This is why we have produced this Sustainability Report, so our customers can see what changes we have made to do better, to be better. Trust and integrity are fundamental, and it's our responsibility to share everything we do.

This Sustainability Report will outline past, present, and future changes we are making and will show the impact that these changes have and will have on our operations and on the environment.

Hopefully after reading this report, you will feel that by using Awesome Supplements you are helping to make an AWESOME impact on the planet!

Thanks for reading
Ben Coomber

THE IMPACT OF OUR ACTIONS

A close-up photograph of two hands, one from a woman and one from a man, gently holding a small green seedling with soil. The background is dark and textured, suggesting soil or a natural setting. The lighting is soft, highlighting the texture of the hands and the vibrant green of the leaves.

The current impact that humans have on the planet through waste, energy consumption, travel and shipping, plastic, and food production is devastating. We must understand this so we can make changes to protect the environment and secure a better future for everyone.

WASTE

Climate change is visibly changing the world around us. It's one of the most serious threats to the existence of many species on earth, including humans. The UK alone produces more than 100 million tonnes of household and industrial waste a year¹.

If waste is disposed irresponsibly, it can cause numerous environmental problems, such as air pollution, land pollution and can cause several different health conditions as well as indirectly contaminating our food supplies².



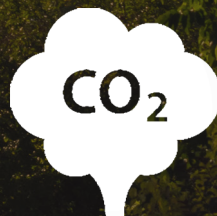
The average household in the UK produces more than a tonne of waste every year¹.

This equals to the weight of a small car.

ENERGY CONSUMPTION

Energy and environmental problems are closely related, since it is nearly impossible to produce, transport, or consume energy without significant environmental impact. Energy production leads to air pollution, greenhouse gas emissions, and water pollution. Energy use is by far the largest source of greenhouse gas emissions³.

Producing and using energy more efficiently reduces the amount of fuel needed to generate energy and the amount of greenhouse gases emitted as a result. Electricity from renewable resources such as solar, geothermal, or wind does not contribute to climate change or local air pollution as no fuel is burnt to generate energy. To limit global warming, we urgently need to use energy more efficiently and embrace clean energy sources^{3,4}.



It is reported that 40% of UK emissions come from households from things like gas and electricity usage⁵.

PLASTIC USAGE

In the UK alone, we generate around 5 million tonnes of plastic each year. Plastic remains in the environment for millennia, threatening wildlife, which can eat or get tangled up in it, or spreading toxins as it gradually decomposes in landfill or the ocean. Plastic manufacturing contributes a large part to global warming, due to the use of oils, gas, and chemicals in its production. Making plastic is also very energy intensive, and this energy usually comes from fossil fuel burning power stations. Therefore, it has detrimental effects in both production and waste, it's vital to recycle and reuse plastic as much as possible.



Most UK households throw away a large amount of plastic each year⁶.



At least 40kg of plastic a year is thrown away by most UK households⁶.



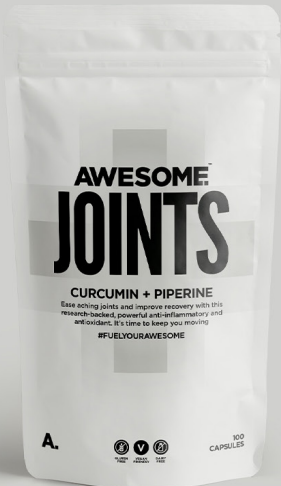
This amount is enough to make 10 recycle bins⁶.

MEAT & DAIRY PRODUCTION

According to the UN food and agricultural organization meat and dairy account for 14.5% of the world's greenhouse gas emissions. This is only expected to grow which is why many experts advise us to limit our consumption of meat and dairy. Food production takes up half of the planet's habitable surface, leading to deforestation, water pollution, soil degradation and reducing biodiversity. Emissions from plant-based foods are 10-15 times smaller than those from animal products as they are both less energy and space intensive to produce^{8,9}.



It is said that one person eating vegan just once per week saves approximately 1,100 gallons of water and 30 square feet of forest⁷.



THE DIFFERENCE THAT OUR POUCHES WILL MAKE

With our rebrand, the biggest change is going from tubs to pouches. Doing this has made a massive difference on the amount of plastic and waste that will be saved.

Let's look at one product range and see how much plastic was used with our old tubs compared to how much plastic we would have and will save going forwards with our new pouches on average within a year.

On average we sold around 1,779 tubs of vegan protein a month. This would give us a whopping 21,348 of vegan protein tubs sold a year.

Our old tubs of vegan protein contained 163g of plastic per tub including the scoop. This would give us a total of over 289,000g of plastic a month and just under 3.5 million grams (3.5 tonnes) of plastic a year. Seeing the negative impact plastic and waste is having on our plant, and the volume we were using (even though it was recyclable), we had to be part of the change and change our packaging.

3.5 Tonnes = 

The weight of 3.5 small cars

Now let's look at how much plastic we would have saved a year if we had our pouches. One pouch of vegan protein weighs 32g of *virgin plastic (these pouches are 100% recyclable), which would give us 56,928g a month and a total of 683,136g of virgin plastic for the year.

Taking the yearly average amount of plastic used from our tubs and the total amount of virgin plastic we would have used if we had our pouches, we would have saved over 3 tonnes of plastic in one year and this is only from our vegan protein range.

This means on average, we would've saved over 80% of the plastic if we had our pouches. This is AWESOME as it means we will save an enormous amount of plastic going forward with our new pouches across all our product ranges.

* Virgin plastic: "plastics that are made from petrochemicals such as natural gas or crude oil, otherwise known as fossil fuels that are non-renewable resources."

**WE ARE NOW 100%
PLANT BASED**



TRANSPORT

Changing to a new distribution centre that is closer to our production warehouse means that we will save a huge amount on greenhouse gas emissions when transporting our products.

Transport is a large contributor to climate change so we had to look at how we could reduce our carbon footprint further especially when it came to the transport of our products.

On average, a round trip journey from our production warehouse to our old distribution centre, over 40kg of carbon dioxide would be emitted into the atmosphere which is a huge amount. We knew that a change had to be made.

With our new distribution centre being closer, a round trip journey now emits under 4.6kg of carbon dioxide, which is saving over 35.4kg meaning a reduction of around 87.5% of carbon dioxide on average per journey which is AWESOME!



STORAGE & DELIVERY BOXES

Having packaging that has reduced in size means that we can use smaller delivery boxes which means less storage space is taken up.

Storage

Having pouches for our products means less storage space and less trucks are needed compared to our old tubs when transporting products. Let's look at how much space is saved.

A delivery of 10,000 tubs of vegan protein would take up just over 45 pallets and now our pouches take up just under 34 pallets saving over 10 pallets. This gives us more space in our trucks meaning less trucks are required for stock delivery and less storage space is taken up at our distribution centre. Winning!

Delivery boxes

Our triple up bundle which was 3 tubs of protein and now 3 pouches of protein, has had a 39.5% reduction in delivery box size. This means less space it taken up in delivery vans so we can get more boxes in one van, meaning less vans are required which results in less greenhouse gas emissions being emitted into our planet.



Not compact by design



Compact by design

A 39.5% reduction in box size when packing 3 Protein pouches compared to our old tubs!

OUR JOURNEY SO FAR

Here is a brief timeline showing you the journey we have been on so far, some awesome things we have achieved, and some targets we want to reach in the future.

2016

Awesome Supplements was born in 2016 on a mission to provide science backed supplements that genuinely work and taste amazing. Since then, we have added a range of new products and plan to continue this AWESOME journey.



2017

In 2017 we made our shipping packaging zero plastic by removing plastic bubble wrap, tape and any invoice wallets. These materials were all replaced by 100% recyclable materials.

2019

Our protein & pre-workout both won gold awards in the functional sports nutrition magazine awards. This is also the year our founder, Ben Coomber, won health contributor of the year at the PT awards.



2020

We launched a partnership with the Eden reforestation project to give back to the planet by planting a tree for every product sold and backdated this for all products already sold that year.

We launched our first snack product, the Awesome protein bar in raspberry blondie and chocolate brownie flavours. Now they're multi award winning products!

2021

A pivotal year for us. We rebranded to centre our customer as the hero of our story #FuelYourAwesome, became fully plant based, moved all our products into low weight #4 plastic recyclable pouches, and our protein bar wrappers to compostable packaging.



2022

We have a 2022 goal to have planted 250,000 trees with the support of you, our AWESOME customers, providing more jobs and food for those local communities. Keep your eyes peeled for more initiatives around our tree planting.



2023

At this point we aim to be a b-corp registered company, which is a very exciting move for us as a business, meaning our company as a whole is making all the right decisions when it comes to customers, employees and the wider world.



2025

Our goal is to have planted 1 million trees by the end of 2025.



ALL ABOUT THE TREES

At Awesome Supplements a tree is planted for each product that is purchased. But what impact does this make on our planet?

At the time of writing this report, our Awesome customers have helped to plant over 117,500 trees and have provided 1,175 working days in developing communities which wouldn't be possible without our amazing partners at the Eden Reforestation project. The tree's they plant contribute to essential reforestation in 7 different countries, which helps restore habitats and local wildlife ecosystems, while helping to protect against future degradation, which have an important role in providing for surrounding communities.

To understand the impact of what over 117,500 trees will have, it's important to understand the effects of one tree. A tree provides two essential functions to life on earth. It produces oxygen and absorbs carbon dioxide, one of the main greenhouse gasses.

The impact of a large fully grown tree:

- A single large tree can provide a day's supply of oxygen for four people¹⁰
- Absorbs 21 kg of CO₂ in a year¹⁰
- Becomes a home for mammals, insects, fungi, moss, and plants – building a new community.

When you buy a product from Awesome supplements this is the impact that you'll be having on the planet for each product that you buy. So not only will you get our delicious, research developed products, but you'll also be helping us help make the planet a better place. How AWESOME is that?

With our current tree count, we'll be able to provide a day's supply of oxygen for over 468,000 people and absorb over 2.4 million kg of carbon dioxide in a year once our trees have fully grown. These numbers are only continuing to grow and as we grow, so will the positive impact that we have on the planet.



1 tree can absorb as much carbon dioxide in a year as a car produces while driving 26,000 miles.



THE AWESOME CHANGES WE HAVE MADE

A quick recap of those changes, and a few other things...

1. Moved from tubs to pouches

Saving plastic. Saving fuel. Saving shipping. Reducing landfill space if not recycled. They also look AWESOME.

2. 100% recyclable & compostable packaging

Recycle our pouches with plastic bags at your local supermarket and throw our compostable protein bar wrappers away in any normal bin.

3. All our products are now plant based and vegan friendly

We used to sell tonnes of Whey Protein every year and use other animal-based ingredients. With our switch to 100% plant based, we're hoping to have a BIG impact on water, nutrient, and fuel usage, all while using the most sustainable ingredients we can find, such as our switch to algae Omega 3.

4. Changing distribution centres

To offer a quicker, more efficient delivery service, we changed our distribution centre. We use 100% recyclable packaging in our delivery boxes and have a green energy supplier for our fulfilment centre.

5. Plastic scoops are no more

We no longer have a scoop included in our pouches as we are trying to reduce plastic usage as much as we can, now stocking a wooden scoop set which should last you a LONG time.

WHAT CAN YOU DO?

You might be thinking “well, how can I help to make the world a better place?” Well, we have got 10 awesome tips on what we can all do as individuals to help.

1. Make your commute green

Driving is often unavoidable, but, if possible, substitute a drive for public transport or another alternative. Riding your bike to work is another incredibly green and is a great method to get exercise. Working from home is also a great route to take if possible. Commuters who do a 50-mile round trip Monday to Friday could save around 379.2kg of CO2 emissions every year by working from home just once a week¹².

2. Be more conservative with energy usage

Being more energy efficient is a great way to prevent pollution. This means cutting down energy use in your house. Turn off lights and unplug devices that you are not using. Use the most energy efficient appliances, which have an A rating or above from the Energy Savings Trust. You can even sign up with a 100% green energy provider¹³.

3. Get active and vote

One of the best ways to combat climate change to is to help those who will fight against it get into office. Vote for laws and politicians that will combat climate change. Voting in the right people can help us fight against the biggest polluters¹³.

4. Reduce, re-use and recycle

Recycling is a cost-effective and eco-friendly process that reduces waste and the emissions. Take your discarded paper, glass, plastic, and electronics to your local recycling centre. Even more effective, is to reduce consumption wherever possible, or find another use for waste products as this is even more energy efficient than recycling¹³.

5. Educate yourself and others

You can help protect the planet by educating others about the dangers of climate change and how to act against it. There is also always more you can learn, so keep an eye out for the latest climate reports and news¹³.

6. Optimise your diet

Meat production is one of the most polluting industries in the world, and we should all reduce our meat consumption. This doesn't mean that everyone must be vegan or vegetarian - even a small reduction in meat and dairy consumption significantly reduces your carbon footprint. You'll be surprised at how easy this can be¹⁴.

7. Reduce food waste

In the UK, we discard almost one million tonnes of food waste annually. Most of it goes to landfill, where it takes years to degrade completely, and produces greenhouse gases and soil pollutants in the process. To avoid food waste, plan your shopping trips so you only get items you need, which will also save you money. You can also make your food last longer by freezing it if it's close to its use by date¹⁵.

8. Home insulation

15% of the UK's planet warming gases comes from heating our homes. Double, (or even triple) glazing, getting a loft insulation, cavity-wall insulation or using insulated wallpaper are all ways in which we can keep our homes warmer. This reduces emissions and saves you money on your heating bill!¹⁶

9. Buying locally

Shopping locally can make a big difference to emissions. If possible, cycle, take public transport or walk to the shops. Shopping locally gives you access to local produce reducing food miles. Local farmers markets often have far 'greener' produce and are generally of superior quality to supermarkets¹⁷.

10. Buy from green companies

Buying from a green company will make a big difference to you and the planet. When you buy a product from a company with these beliefs and values (*cough* Awesome Supplements) you not only get a quality product, but you're also helping that company reduce climate change. It's a double win.

**THANK YOU, TOGETHER WE CAN
ALL DO OUR BIT TO HELP THE
PLANET**



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