

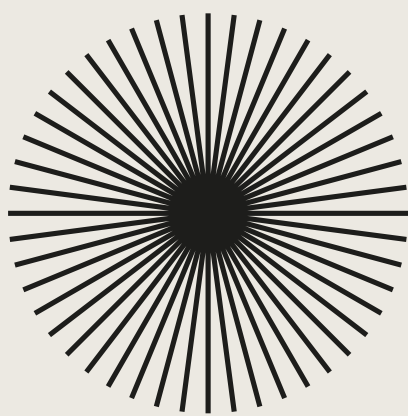
Intelligent Change

2023

Impact

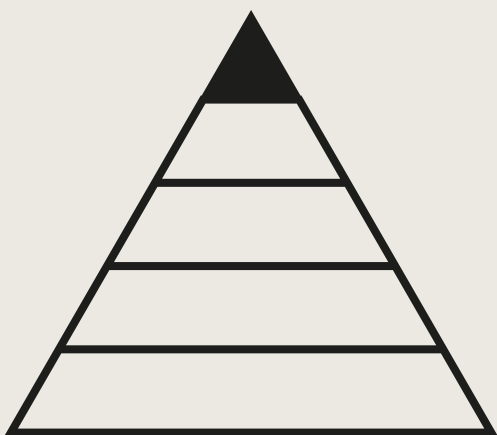
Report





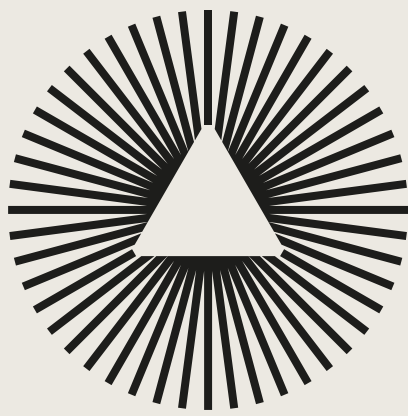
DAILY ACTIONS

+



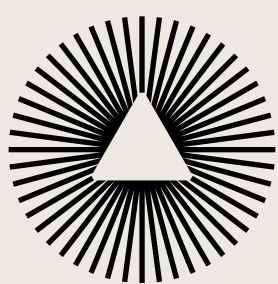
SELF-ACTUALIZATION

=



INTELLIGENT CHANGE

We believe you can achieve *more with less*. That’s why we create simple, effective tools that better both your life and the planet.

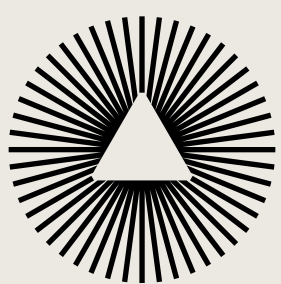


1-1-1 Model



WE GIVE

1% of our *profits*
1% of our *products*
1% of our *time*



Focus and Projects

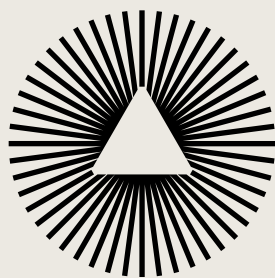


This past year,
something amazing
happened.



Certified
Carbon Neutral

2023



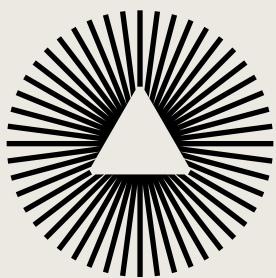
In 2023, we offset
almost a *million*
kilograms of
emissions.

804,000
kg CO₂



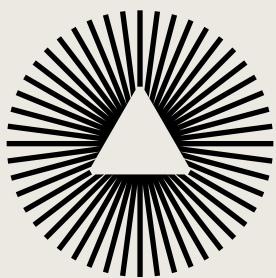
804,000 KG CO2 IS EQUIVALENT TO

Circling the Earth 62 times



804,000 KG CO2 IS EQUIVALENT TO

65,419kg Beef
Production

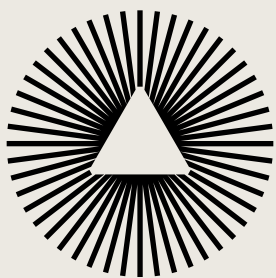


804,000 KG CO2 IS EQUIVALENT TO

2,412 m2 Arctic Ice
Saved from Melting



40 M2

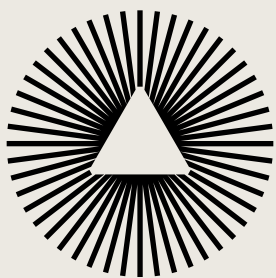


804,000 KG CO2 IS EQUIVALENT TO

957 Flights from London to New York

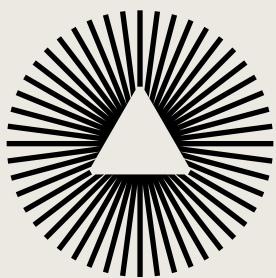
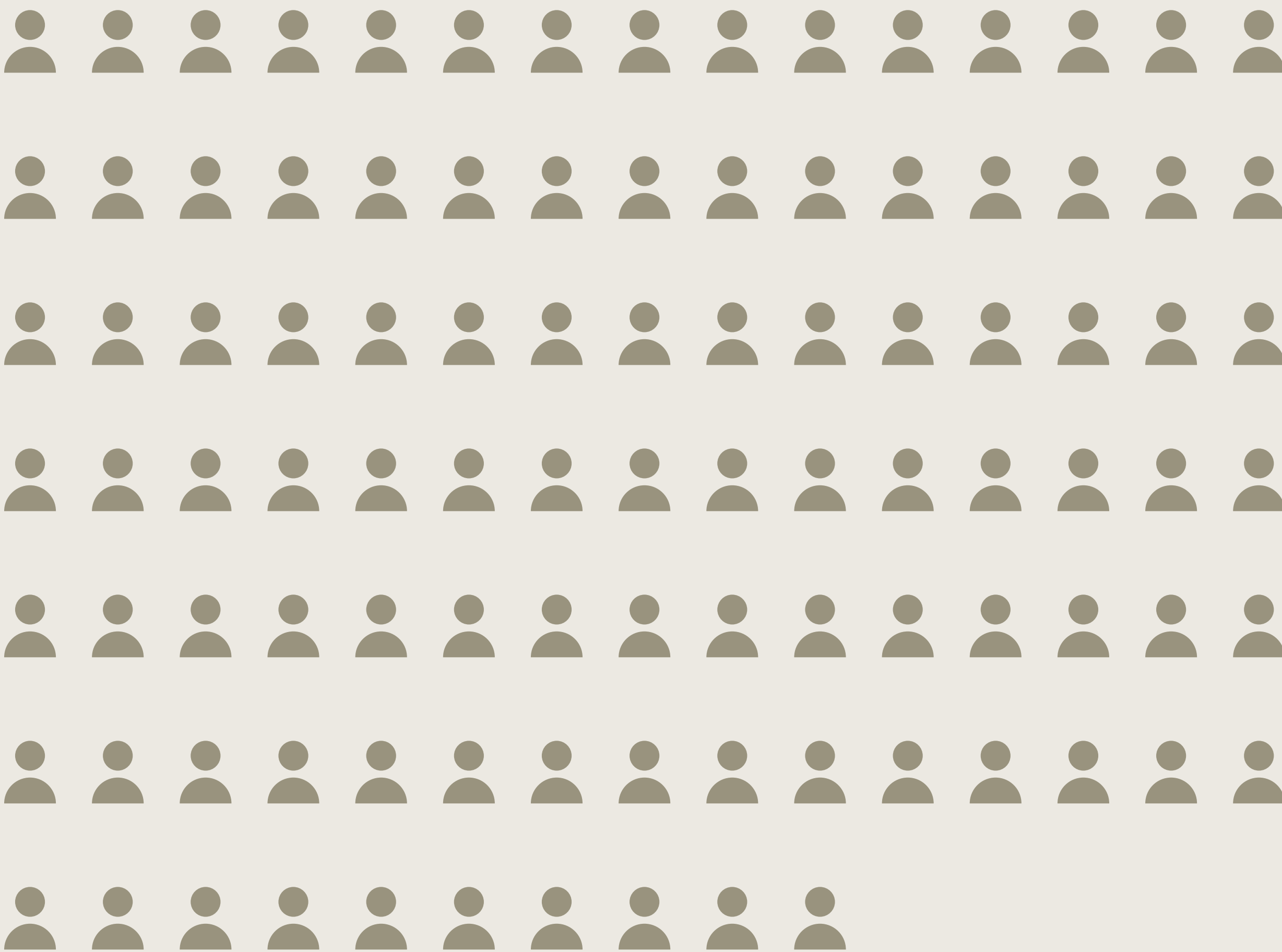


x15



804,000 KG CO2 IS EQUIVALENT TO

The Average Carbon Output of 115 People

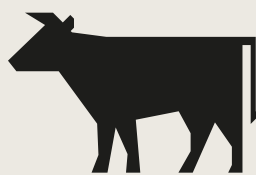


804,000 kg CO₂

IS EQUIVALENT TO



2,496,909
Kilometers
Driven by Car



65,419kg
Beef Production



2,412 m²
Arctic Ice Saved
from Melting



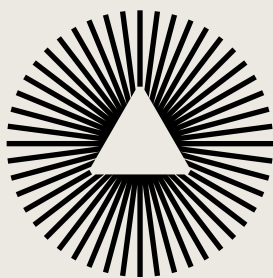
957
Flights from London
to New York



115
The Average Carbon
Output of 115 People

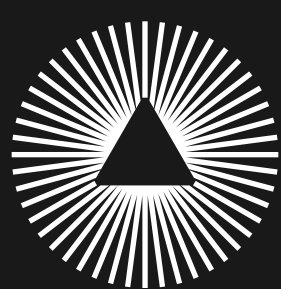


62
Like circling the
Earth 62 times



Plastic pollution is
a global *problem*.

We choose to be
part of the *solution*.

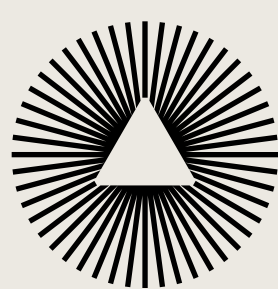


Intelligent Chan

2,000 Garbage Trucks



Every day, the equivalent of
2,000 garbage trucks of plastic
are dumped into oceans, rivers,
and lakes.



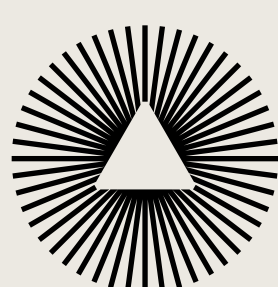
“Currently, the plastic crisis has environmental, health, economic and social impacts – we need to redesign both the products which use plastic, how we use them in our daily lives.”

UNITED NATIONS



Made from materials that are always...

1. 100% recyclable FSC™ certified paper
2. 100% plastic-free products
3. Innovative cotton thread binding
4. 100% organic cotton fabric covers
5. 100% plastic-free shipping
6. 100% compostable materials
7. 100% natural linen fabric covers
8. 100% plastic-free packaging
9. Vegan and cruelty-free



As of 2022, we are one of the few brands in the world to sew all of our journals and planners with *cotton thread*.

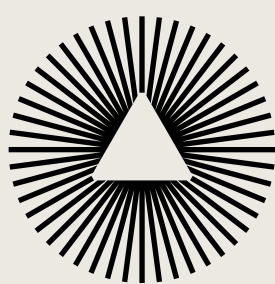


By replacing a single thread of synthetic material we were able to remove:

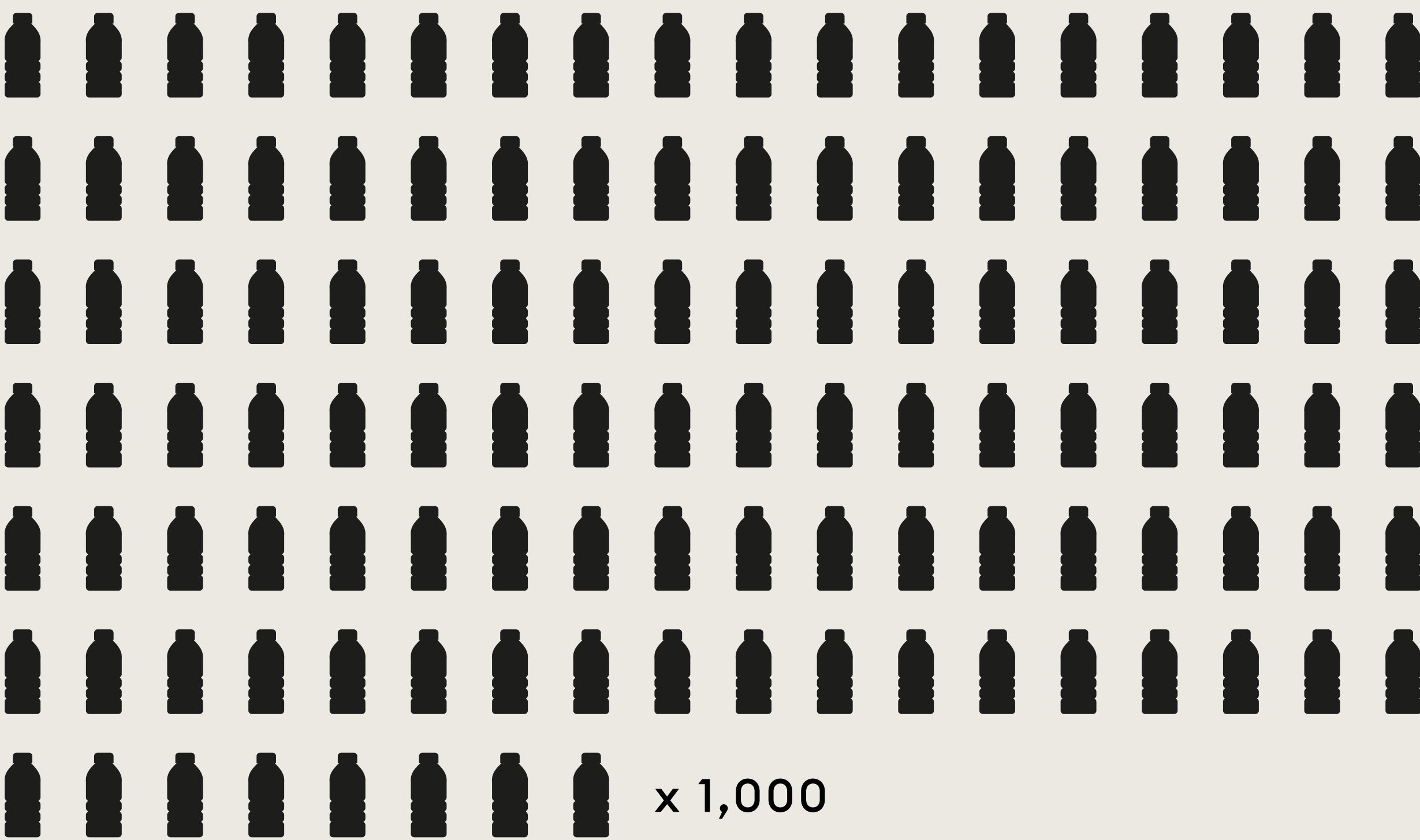


153kg Glue
The equivalent of
15,454* plastic bottles

*Average weight of an empty plastic bottle of 500ml is 9.9gr.
Source: Pet Resin Association



By replacing a single thread
of synthetic material we
were able to remove:

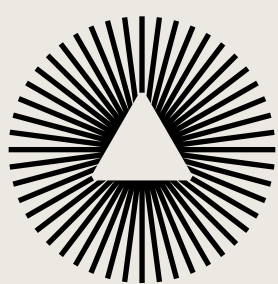


from The Five Minute Journal

1150kg Polyester

The equivalent of
116,161* plastic bottles

*Average weight of an empty plastic bottle of 500ml is 9.9gr.
Source: Pet Resin Association



Here's what we supported in 2023

Your purchase helps support
carbon offset projects around
the world.

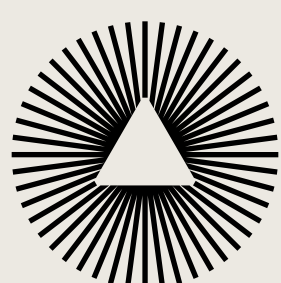




Ocean Protection

with ClimatePartner

By partnering with ClimatePartner's ocean protection initiative, we're making a dual impact: reducing CO₂ and tackling plastic waste. For each tonne of CO₂ offset, we're removing 10 kg of plastic from the ocean, contributing to safer habitats for marine life.

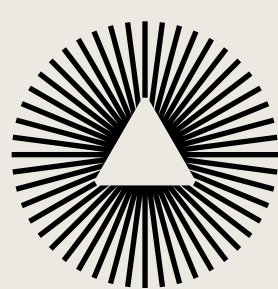




Cookstove Project in India

with ClimatePartner

We've helped bring in efficient cookstoves that use less wood and cut down smoke in homes. This means less deforestation and cleaner air in rural India. Every time you use our products, you're indirectly helping families breathe easier and save trees.

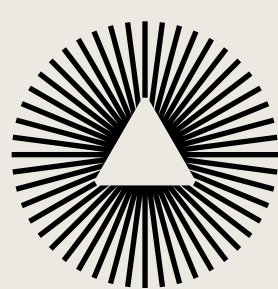




Assisted Natural Regeneration in the Ethiopian Highlands

with ClimatePartner

We assisted in natural forest regeneration in Ethiopia, enhancing biodiversity and helping local farmers with sustainable land use. This not only stores CO₂ but also improves livelihoods through better soil and increased vegetation.

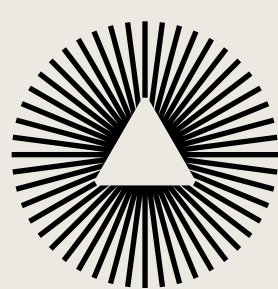




Clean Drinking Water in Eritrea

with ClimatePartner

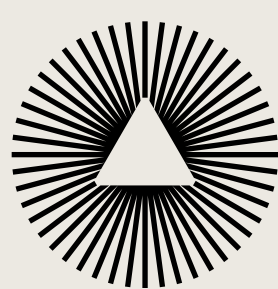
We supported repairing boreholes in Eritrea, ensuring communities have access to clean water. This reduces the need for boiling water, saving time and lowering CO₂ emissions, significantly impacting the daily lives of local women and children.



Saved 20 Acres of Endangered Habitats

Buy an Acre Program with World Land Trust

Habitat loss is the greatest threat facing wildlife worldwide. We saved 20 acres of endangered habitats at risk from deforestation for agriculture, cattle ranching, and development. To date, World Land Trust has funded the protection of over 2,835,984 acres.



The work doesn't stop here—in 2024 we will continue our journey to improve our products, reduce our environmental impact and inspire our community to positively change their lives. Follow our process as we continue to share our journey.

INTELLIGENTCHANGE.COM

