

RESPONSIBILITY REPORT 2023

Certified



Corporation



LOOK BEYOND WHAT YOU KNOW

The world is our home and playground.
We have a **duty of care** to play a role in
protecting it, going about our business
in a way that respects the people and
animals **we share the earth** with.
It's why we created actionable
commitments to be met
across our brand.



**AS A B CORP
WE'RE PART OF A
GLOBAL COMMUNITY
OF BUSINESSES
THAT MEET HIGH
STANDARDS OF
SOCIAL AND
ENVIRONMENTAL
IMPACT.**

Certified



Corporation

OTIS

MINERAL GLASS EYEWEAR



Eco-Activist and OTIS ambassador Greg Long

CONTENTS

5 OUR B CORP JOURNEY

7 MORE ABOUT US

9 SETTING THE SCENE

10 ABOUT OTIS

11 OUR PRODUCT & MATERIALS

16 OUR CUSTOMERS

17 SNAPSHOT OF LAST YEAR

18 EVENTS / VOLUNTEER / COMMUNITY

25 OUR PROMISE

27 SUMMARY / THANK YOU

OUR B CORP JOURNEY

A Benefit Corporation is a for-profit business that prioritizes social and environmental objectives alongside financial goals. B Corps commit to meeting high standards of social and environmental performance, transparency, and accountability. These companies undergo a rigorous assessment process to evaluate their impact on workers, customers, community, and the environment.

OTIS officially became a B Corp in November 2022, with an overall impact score of 91.9. Our B Corp status has helped to hold us accountable for our aim in business to make a positive impact on the world.

At first, we were confident when tackling the certification. We are always striving to do the right thing wherever we can. We had already made decisions to reduce plastic in our packaging and to move to more environmentally friendly frame materials including Eco-Acetate and Eco-Grilamid.

We only use 100% recyclable mineral glass in all our sunglasses because the world doesn't need more plastic. But, then we saw the task ahead. Only a fraction of brands who start the process actually end up certifying. **It challenges the foundations of your business and why you do what you do.**

After the first round of points, we saw there were more changes we needed to make if we wanted to be a true force for good across the board.

So, we made the changes.

Our crew actively participated in volunteering programs, we hired an even more inclusive team, our parent company ratified our constitution to consider all stakeholders in decision-making (not just shareholders). Those changes were made with a sense of excitement too. A sense of confidence we're doing these things for something bigger than ourselves. **It's not really about the certification. It's about the purpose behind it.** To do more than earn a living. To live and breathe a lifestyle you believe in.

We've really taken on board our rallying cry to "Reframe the Future". **To do what we can, where we can, as fast as we can, and make things better.** While we certified with a solid score, there's still a lot of work to do and a lot of positive changes to make.

Thanks to B Corp, we now have a solid framework to make that happen, and a team excited about the next steps ahead.

Certified



®

Corporation

OUR B CORP IMPACT SCORE

"Our team is passionate about creating products that not only look good but also contribute to a greater good. We recognize the importance of minimising the harm we cause to the environment through conscious material choices... minimising plastic wherever we can! We also believe in using our resources to support communities and causes that align with our values."

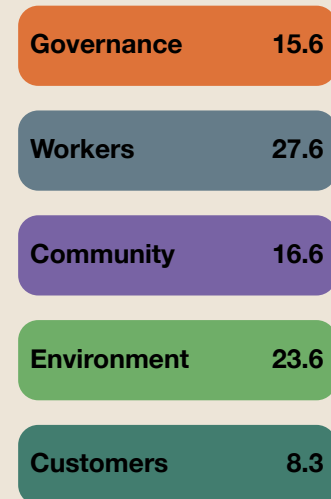
- Leisure Collective CEO Nathan Omodei

Overall B Impact Score



The Leisure Collective International Pty Ltd

For Fiscal Year End Date: 30 Jun 2021



OUR PHILOSOPHY



PACKAGING

Wasteful packaging can do just as much, if not more, damage to the world than the products they protect. All of our packaging should therefore be designed with sustainable disposal at its absolute core.



PRODUCT

Products that are used and loved for a long time means less virgin materials are used long-term, resulting in reduced environmental impact. Anything we make should be high-quality and serve an ongoing function in active lifestyles. Choosing sustainable, non-toxic materials is a must, as long as it doesn't hinder this first objective.



PEOPLE

Good work is hard, so improvements only come when our team is passionate about making a difference. We want to inspire our crew - and everyone we deal with - to go the extra mile. They should be treated fairly and valued constantly.

SETTING THE SCENE

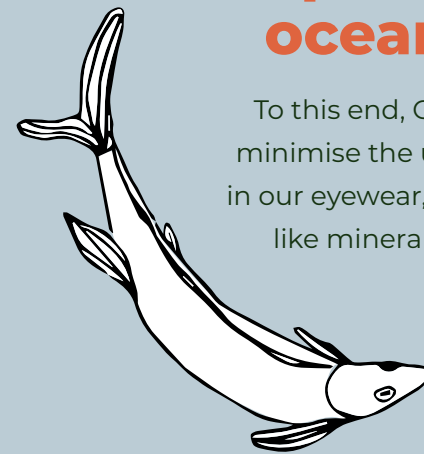


Product/service used less toxic/hazardous materials than market alternatives. The Australian Marine Conservation Society (AMCS) (2022) estimate that around

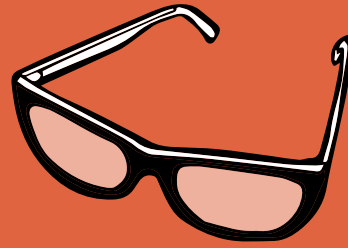


8 million tons of plastic is dumped into the world's oceans each year.

To this end, OTIS has increasingly sought to minimise the use of toxic/hazardous materials in our eyewear, instead choosing better options like mineral glass lenses and EcoAcetate frames.



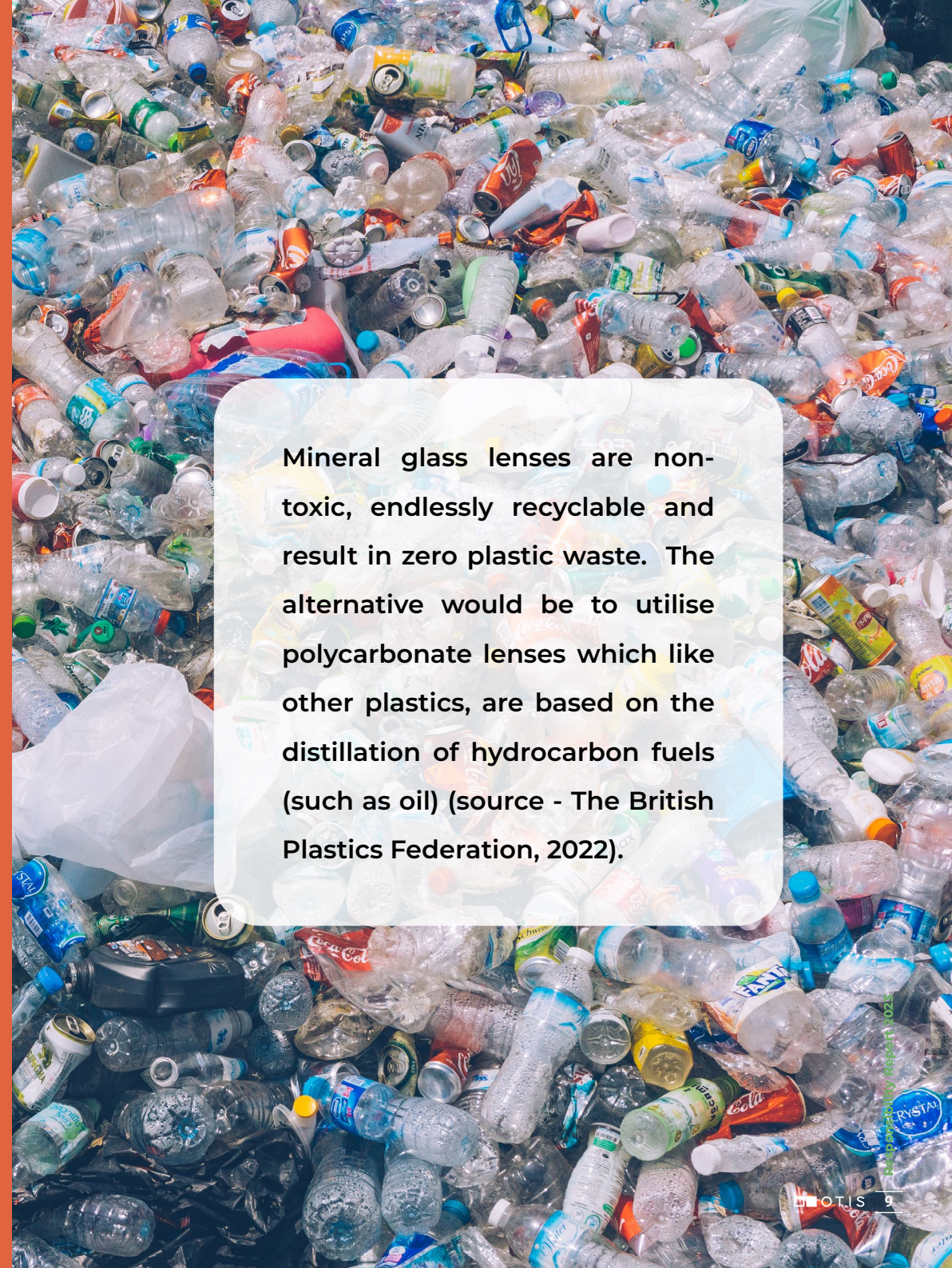
WHAT WAS THE PROBLEM?



Our founder John Malloy analysed a saturated eyewear market full of sunglasses fitted with CR39 and polycarbonate lenses.

He found a gap...**Mineral Glass lenses.**

Mineral glass lenses are non-toxic, endlessly recyclable and result in zero plastic waste. The alternative would be to utilise polycarbonate lenses which like other plastics, are based on the distillation of hydrocarbon fuels (such as oil) (source - The British Plastics Federation, 2022).



MINERAL GLASS LENSES

OTIS uses mineral glass lenses across the range. Mineral glass is created from natural elements like sand and soda ash. It's recyclable and harmless to humans and animals alike. Its optical clarity, high resistance to scratch and lack of distortion making it a particularly durable lens material.



MINERAL GLASS

A hybrid glass half the weight & twice the strength of standard crown glass, delivering unparalleled clarity, making it the perfect lens material.



PERMANENT TINTING

Mineral glass is created in permanent lens tints and provides the most stable colour contrast of any lens material. OTIS lenses will never warp, peel or fade over time.



ECO FRIENDLY

A mixture of pure elements such as silica sand, limestone and soda ash, mineral glass is naturally sourced directly from the earth. Mineral glass (and all it's made of) is harmless to humans and animals alike and is 100% RECYCLABLE.



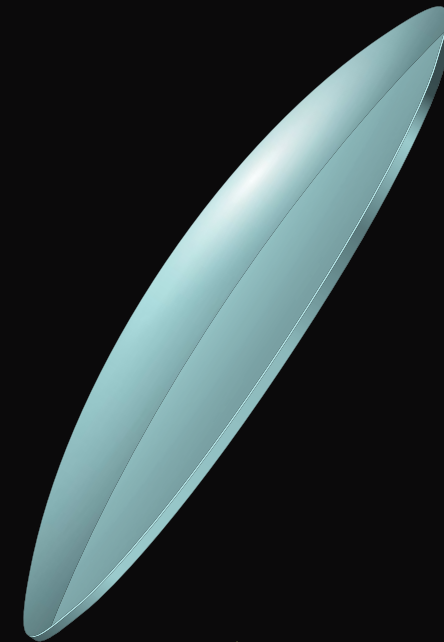
DISTORTION-FREE

Precision-ground mineral glass creates the ultimate distortion-free vision and is the most stable lens material in the world.



THERMAL HARDENED

We use a heating and cooling process by which the natural toughness of mineral glass is even further enhanced to increase durability.



SCRATCH RESISTANT

Mineral Glass is recognized as the most scratch-resistant lens material available on the planet. 12x more resistant to scratching than regular plastic lenses

GLASS VS PLASTIC

Opting for Mineral Glass lenses over plastic ones in our eyewear not only ensures superior quality but also contributes to sustainability. This choice has saved a **total of 950 kilograms** from entering waste streams annually, which is the around the weight of a small car.

Total of waste saved is calculated by both plastic sunglass lenses weighing 12 grams. With this calculation, the estimated annual plastic saving is approximately 950 kg.



THIS IS HEAVY

↪ 950 KGS
OF PLASTIC
WASTE

REFRAME THE FUTURE



**RECYCLABLE, BIODEGRADABLE
& ECO-FRIENDLY**

Our Eco-Acetate frames are made from renewable resources widely present in nature. Derived from cotton seeds and plant matter, Eco-Acetate is **recyclable, biodegradable and eco-friendly**. By being biodegradable, it helps close a circular economy, feeding the earth at the end of life for more natural materials to be grown.

Since OTIS was founded in 2000, we've always used mineral glass lenses that are scratch-resistant, optically correct, and endlessly recyclable.

As part of our sustainability mission, we also had a vision to offer eco frame options that are as kind to the planet as our lenses. The results of that is Eco-Acetate & Eco-Grilamid.



**MADE FROM OVER 50%
RENEWABLE NATURAL RESOURCES.**

Our Eco-Grilamid frames are made from a bio-based material that's **better for the environment** than regular plastics. Its main ingredient, castor oil, comes from plants grown in semi-arid areas that don't compete for land used in food production.

PACKAGED BETTER

We eliminated all single-use plastics from our packaging, choosing recyclable card instead.

OTIS Eyewear used to come shipped in multiple plastic sleeves. To eliminate this single-use plastic from our packaging we developed a recycled PET protective wrap that also doubles as a cleaning cloth. Our boxes are also made from recyclable card which is FSC Certified for responsible forestry.

NO MORE SINGLE USE PLASTICS



IN OUR PACKAGING!

PACKAGED BETTER

Through our initiative to eliminate plastic from our packaging, we've not only embraced sustainability but also

**saved a
combined total of
2,768 m² per year**

which is equal to the surface of
2 Olympic sized swimming pools.

The total waste saved is calculated based on the combined surface area of removed components, including the Cloth Case, Temple Sleeve, and Sticker = 34,599mm². With this calculation, the estimated annual plastic saving is approximately 2,767.92m² square units.



OTIS OPTICAL



**OTIS
Eyewear's
optical range
utilizes eco (or bio)
acetate frames.**

Bio acetate is composed of cellulose acetate and a plasticiser of vegetable origin (cellulose is a natural polymer which represents the backbone of the whole plant kingdom).

The resulting formula is typically composed of materials from renewable sources.



The alternative would be to utilise traditional acetate frames. However, in OTIS Optical frames, the traditional plasticiser has been replaced by a plasticising a solution of vegetable origin, making a bioplastic with a bio-based content;

This means OTIS Optical frames are biodegradable

(note - according to the International Organization for Standardization, the term biodegradable is used to define any material that can be broken down by the enzymatic activity of microorganisms, sunlight and other environmental physical agents, into simple chemical compounds such as water, carbon dioxide and methane).

Eco-Acetate 

WHAT OUR CUSTOMERS SAY



"Sunnies that last!!! I've had my OTIS sunglasses for **roughly 15 years** and the **glass lenses are still perfect!!!** I'll never buy plastic again. Thanks OTIS!!"

Adam

"**Best sunglasses available.** Awesome sunglasses have had the same glasses for 7 years and only replaced due to misplacement, will not own anything else."

Graham

"I owned a pair for 8 years. These are the only sunglasses I've ever had last so long. **Not a single scratch after all that use.** Only buying another pair because I lost my last ones."

Yaro

"Awesome! Have had my Young Blood sunnies for **4 years now** and there still going strong."

Kris



FROM VISION TO ACTION REVISTING 2023



CONTINUED SUPPORT TO TACKLE MARINE PLASTIC POLLUTION

Ongoing support of national charity Tangaroa Blue Foundation to help combat marine debris and plastic pollution.



Tangaroa Blue Foundation is an Australia-wide not-for-profit organisation dedicated to the removal and prevention of marine debris. We have joined up with the team from Tangaroa to remove rubbish from our beautiful local beaches and gather important information for the Australian Marine Debris Initiative Database. OTIS has also made monetary donations to further assist Tangaroa Blue in their mission of reducing ocean pollution.



AUSTRALIAN MARINE DEBRIS INITIATIVE



WE ALSO..

Volunteered at the Disabled Surfers Association Let's Go Surfing Day.

Through the Disabled Surfers Association Australia, our crew were a part of the 69 volunteers who set-up, packed down and helped 33 participants get in the water and ride a few waves.



Educated Primary School Children about the importance of Eye Health.

We spoke at local Primary Schools to educate the youth about the importance of protecting our eyes from harmful UV rays.



OTIS X EVERCLIME

Everclime is a for-purpose Impact Platform, connecting brands to audiences, converting engagement into impact action. We have partnered with them to achieve various impact certificates over the last year.

OTIS proudly supported the Surfers for Climate Salty Brains Trivia event. We presented all attendees with an opportunity to offset their carbon footprint for the day funded by OTIS. We enabled attendees to offset their carbon emissions from attending - **resulting in 2.3 tonne CO2e retired.**

Our second impact certificate was a gift to Employees at Marque Lawyers in NSW. Through this partnership we were able to plant **85 kelp plants** through the Canopy Blue Kelp Reforestation Project in WA and **offset 85 tonne CO2e**, offset through the Madhya Pradesh Wind Energy Project.

Power by  everclime



JOINED THE CONVERSATION

World Ocean's Day, June 8, provides an annual moment to draw the WA Community's attention to our extraordinarily diverse marine environment, and to motivate everyone from school children to leaders in their fields to take specific, meaningful action to keep our big blue backyard healthy, productive and accessible to all. We had the privilege of speaking at last year's event.

Some key highlights and objectives:

Avenue for key players to share things they are doing that relate to public

Engage the community in marine life

Avenue for key players to share things they are doing that relate to public

Open forum for questions from the public



CARBON OFFSETTING

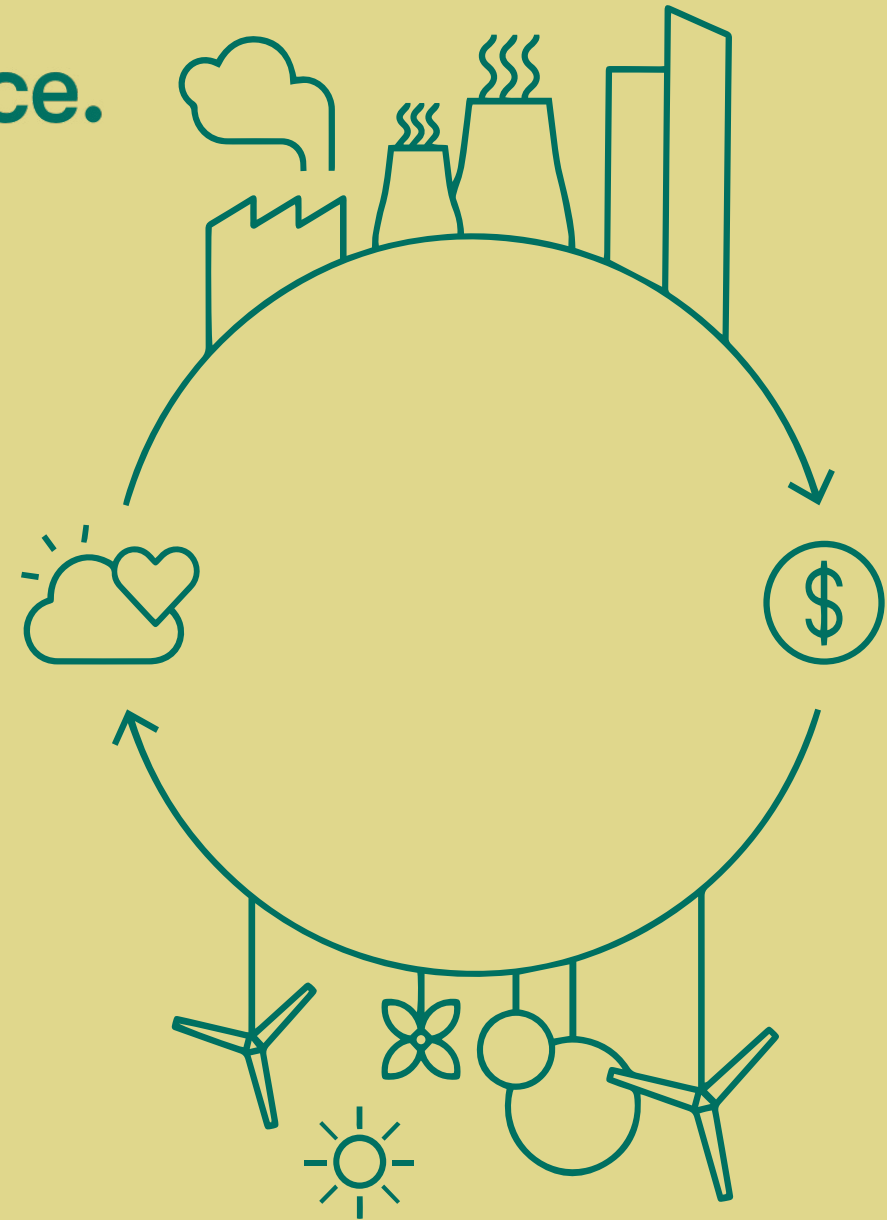
OTIS has partnered with Trace, a platform that is helping us measure our emissions, evaluate our output and set targets.

A carbon offset is a way us to compensate for our carbon footprint. We aren't trying to hide from the fact that every time we produce a frame, it comes at an environmental cost. Through Trace's carbon offsetting program, we are able to compensate for the emissions we release by funding projects which reduce, remove or store greenhouse gases from elsewhere in the world.

Carbon offsetting is not a silver bullet solution to climate change, but if used alongside a proper carbon reduction plan, offsetting is an effective way of tackling any remaining, unavoidable emissions.



trace.



CELEBRATE THE WINS

OTIS Wins Sunglasses Brand of the Year at the SBIA Awards!

OTIS got the nod because of our combination of high-quality mineral glass lenses, plus continued efforts to improve sustainability, such as the expansion of our Eco-Acetate frame offering.





OTIS x i=change

The concept is simple. A dollar from every single purchase on our online store will go to one of our three chosen charities.



“We’re deeply committed to supporting communities and causes that are aligned with our values. Partnering with i=Change enables us to amplify our positive impact on the world around us.”

FUTURE GOALS

We have been working with SMaRT who are able to create Green Ceramics tiles developed and made with UNSW SMaRT Centre MICROfactorie using waste material including mineral glass lens waste from OTIS. The base is 3D printed using the Centre's Green Filament made from 100% recycled plastic.



Founded in 2008 by ARC Laureate Fellow, Scientia Professor Veena Sahajwalla, the Centre for Sustainable Materials Research and Technology (SMaRT) at the University of New South Wales works with industry, national and international research partners, and governments across Australia, on the development of innovative environmental solutions for the world's biggest waste challenges.



OUR COMMITMENT

INNOVATE QUALITY.

100% of our products will be made either entirely or partly from recycled or biodegradable materials by 2030. We'll only use non-recyclable materials when it critically impacts the quality and durability of our product, and there are no feasible alternatives.



REVOLUTIONISE PACKAGING.

All of our primary packaging will be 100% non-biodegradable plastic free by 2026. Where we use cardboard/paper, this will be 100% recyclable and FSC certified for 100% recycled content. By 2030, we also aim to have plastic eliminated from all of our secondary packaging as well.

SERVE OUR COMMUNITY.

100% of our team will dedicate a minimum of 1 work days of volunteer time per year to have a positive community impact. We will also ensure good – not just fair – conditions for workers in our supply chain.



The changes are just the beginning of OTIS's plans to do "what we can, where we can, as fast as we can". A great drive for their crew to head to work with extra purpose each day.

To learn more about OTIS and their environmental and social responsibility programs, head to OTISEYEWEAR.COM/PAGES/OUR-COMMITMENT

**THANK YOU
FOR READING**

 **OTIS**
MINERAL GLASS EYEWEAR

Certified

Corporation