

OUR COMMITMENT

2021 PLEDGE FOR THE PLANET

WE ARE HERE TO MAKE A STAND

Caring for the planet and the people on it is at the very heart of AusAir. We were founded on the simple belief that everyone deserves to breathe safe air. We want to be the best in the world, whilst being the best for the world, and that is why we are committing to a sustainable future as a company. There's a long way to go and a journey ahead, but we refuse to be complicit in the destruction of our planet, we are here to make a stand. Our pledge is to make sustainability and environmental awareness a part of every aspect of what we do. That is why, wherever possible we are committed to the implementation of sustainable practices, like using natural materials in all our products, pledging to become a carbon neutral company and driving down excessive single-usage materials and packaging.

WE ARE READY FOR THE CHALLENGE

We take up this challenge wholeheartedly. Merino wool, up-cycled ocean plastic, native flora; these are the raw, natural materials AusAir is dedicated to using throughout the design of our products, whilst working to reduce the use of non-renewable materials. We know designing, manufacturing and shipping our products across the globe comes at a cost to the environment. We can't be committed to raising awareness of the dangers of air pollution whilst consciously contributing towards it.

WE ARE MAKING PROGRESS

Our box packaging and mailer bags are 100% recyclable. Our mailer bags also meet rigorous FSC social and environmental standards, made from certified materials which contribute to taking care of the world's forests. All of the glue used in our packaging is made from corn starch, making it biodegradable and renewable. All our mask skins, stainless steel valves, and silicone components are reusable, meaning they don't get added to the trash after use. Our replaceable filters have a longer lifespan (~28 days) than traditional filters (~1-2 days), combating the single use culture of this disposable age. We want to be a company that creates products for longevity not landfill.

Simple decisions across our logistics chain add up. From designing more compact, light weight product packaging so they fit in our recycled cardboard cartons more efficiently reducing wasted space in our shipping containers by sharing them with other businesses' goods. We've designed our cartons strategically so as to optimise space and eliminated any need for filler material within the cartons as a way of improving our footprint.

WE ARE TEAMING UP

We believe that businesses have a unique ability to create positive impact at scale. That's why we've team up with Carbon Neutral to reduce our carbon emissions through their Plant-a-Tree initiative. So far, we've planted hundreds of trees and are committed to planting hundreds more each year. We also plant a tree for every purchase over A\$150. Planting trees restores bio-diverse habitat, and contributes to expanding a natural carbon sink which benefits the world.



PARTNER
**PLANT-A-TREE
PROGRAM**

WE ARE DESIGNING TO LAST



Smart, reusable designs are at the heart of all sustainability efforts. The culture of single use straws and disposable coffee cups creates tremendous waste and cost to our planet. Putting an end to this culture doesn't happen overnight and doesn't start with pushing people to change their mind. It starts by designing compelling products that people *want*.

WE ARE LOOKING TO THE FUTURE

In 2020 the 'last mile' emissions contribute approximately over 50% of our total carbon footprint. We know this is an area we need to improve in. We are already looking at opening more localised distribution centres and reviewing the most sustainable shipping options, as part of our 2021 Pledge for the Planet. Air-Freight is far less efficient than sea freight, it just takes significantly longer. But, we are committing to improved planning and forecasting, so we can better prepare for future products to use sea freight at every possible opportunity.

To have zero carbon emissions is the ultimate goal we strive for, but we understand that, as of this current moment, we don't have all the answers to get there. This needs to be a unified effort, from world government's down to you and I. Until we do, in 2021, we will analyse our entire supply chains carbon emissions and look to offset this wherever possible. We are aiming to reduce our part in the single-use culture. We are aiming to minimise non-recyclable materials in all our products and packaging as much as possible, whether this means using environmentally friendly and sustainable sourced alternatives or eradicating the need for these materials entirely.

WE ARE ONLY BEGINNING

We know we aren't perfect. We have work to do and lessons to be learned, but embracing sustainability, for the good of our planet and its future, is how we plan to keep working and striving towards success. If you have any thoughts or feedback on how we can best improve, don't hesitate to contact us.

AUSAIR™