



## 2024 Impact Report





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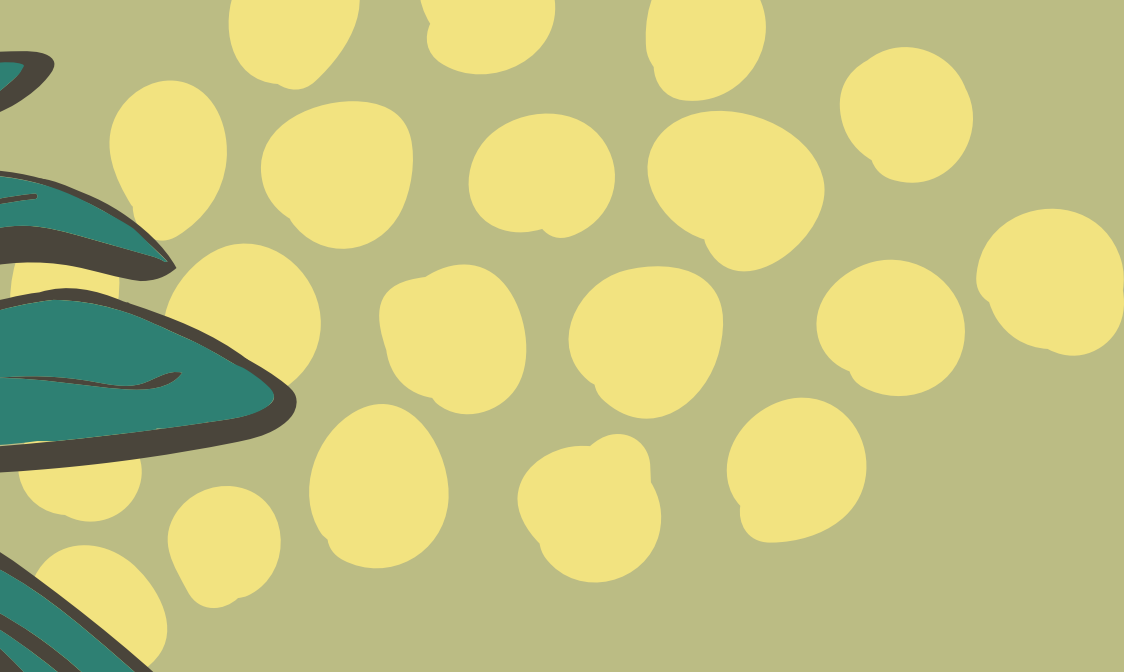
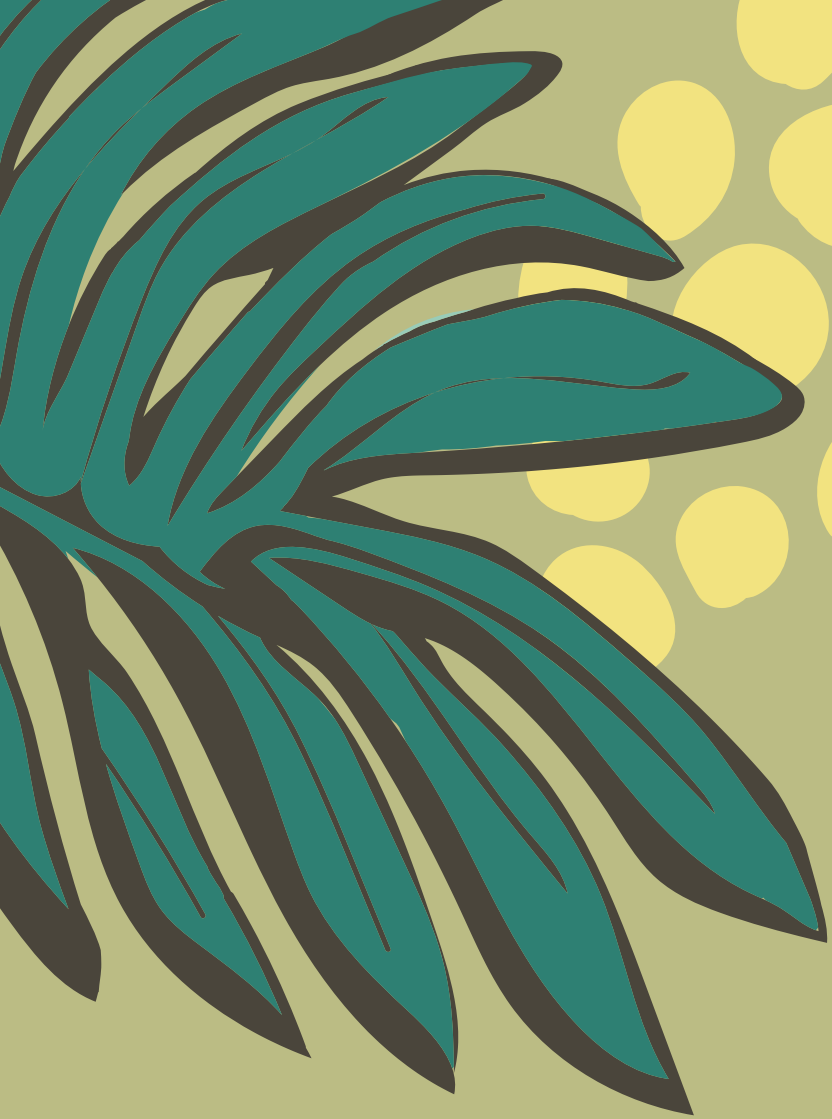
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# Introduction





# This Report

This year, we leaned in hard on sustainability at Jungalow— it just felt like the natural way to stay true to who we are. As a brand deeply rooted in nature, we're all about honoring, respecting, and being good stewards of this beautiful planet we call home.

Whether you're a trusted partner, a future team member, or part of our ever-growing community, this report is made with you in mind. Peek inside to uncover the strides we've made, the goals we're chasing, and the ways we're showering Momma Earth with the love she deserves. Together, let's keep growing a greener, happier planet!







# Our Story

Justina Blakeney is a multidisciplinary artist, designer, author, and mama. She started Jungalow from her tiny, plant-filled apartment in 2008, as a design blog. Through her words and images, she welcomed readers into her wild world. Over the years, seeds were planted, the Jungalow community grew, and Jungalow blossomed from a blog into a lifestyle brand. (We love you, Jungalistas!)



# Our Inspiration

Drawing inspiration from her family, roots and world travels, Justina's art and designs bring to life a kaleidoscope of colors, patterns, and natural elements. Her intuitive, maximal approach to mixing and matching is an invitation to unleash your inner artist.

Justina believes that living energies in the home: the people, the pets, and the plants are what make a house a home. She believes that color has the power to bring joy, that pattern is the spice of design, and that plants are magic. She believes that our spaces can support our wellbeing and that our homes are reflections of our own unique spirit. Justina believes that everyone is creative.

At Jungalow, we seek to inspire everyone to tap into their unique creativity. We are so grateful you are on this journey with us!





Our Mission:  
Enrich everyday life with  
creativity, color, and  
the healing power of plants.



# Core Values

**Self Expression:** Heal the world by helping people tap into creativity and self expression.

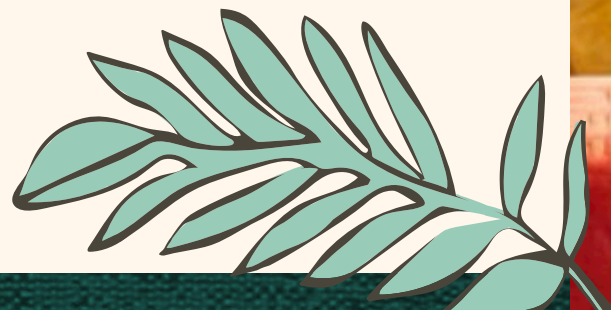
**Heart Centered:** Care for people & our planet.

**Reverence for Nature:** Inspired and informed by natural resources and rhythms.

**Generosity:** Share abundantly.

**Adaptability:** Be wildly open to experimentation and change.

**Integrity:** Live our values.







# The Journey



As a design studio and a lifestyle brand focused on creativity, color, the healing power of plants, and the human nature connection, B Corp felt like a natural fit for our brand. This year, we put deep care into aligning with the rigorous social and environmental standards that B Corps represent, and we're thrilled to join the B Corp Community.

But wait—what exactly is a B Corp? B Corps are businesses that balance purpose with profit, carefully considering the impact of their decisions on all key stakeholders. At Jungalow, we believe that good design has the power to enhance lives, and we're designing our business to do the same— for our employees, our community, and Mama Earth.

## Our Score: 91.3

The process really reshaped the way we look at all aspects of our business— from how we want people to feel when they work at Jungalow, to how we choose potential partners, to the materials we select for our products. By asking the right questions, refining our practices and engaging with our stakeholders, we believe we can spark positive change that ripples outward to our partners, vendors, and beyond.

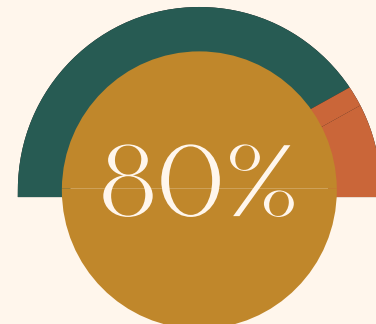


# 2024 Highlights

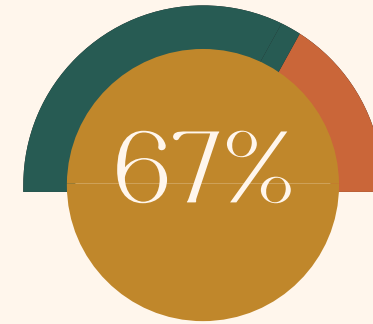
In 2024, we selected Key Performance Indicators (KPIs) to track and compare annually, with the goal of continuing to improve year after year. Below, you'll find our baseline for each metric. We're incredibly motivated to build on these in the future!



of revenue donated to charitable causes.



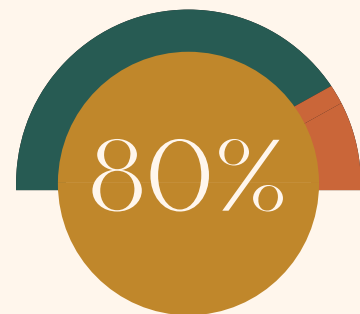
of employees reported experiencing a 'sense of belonging' at Jungalow.



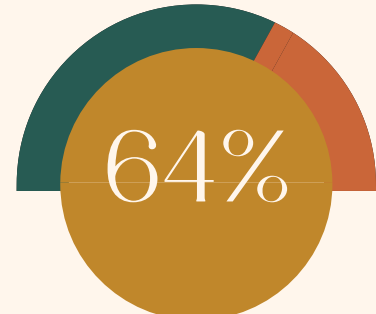
of suppliers owned by underrepresented populations.



employee satisfaction.



of workers identify as women.



of suppliers are local.

165,000 trees planted through Trees for the Future over the years.





# Our Roots



# Vision:

Ultimately, our business is built to benefit our stakeholders (i.e., you!). Our aim is to listen to your feedback and incorporate it into our business model so that our very existence as a business makes your life, or community, a bit better.

# Improvements:

For the Jungalow team, 2024 was a year of planting seeds and watching them flourish. We refined our mission statement and core values, giving them fresh clarity and focus. The real growth came with the creation of our first-ever stakeholder advisory board—a new way to stay connected with the voices that matter most, such as our non profit partners, manufacturers, and employees and contractors. We're already loving it! Inviting in outside perspectives has opened the door to meaningful conversations, helping us deepen our roots in the community and bloom as better partners.

Looking further ahead, we've also taken steps to safeguard our mission for the long term. By updating our articles of incorporation to align with B Lab's purpose clause, we've ensured that our dedication to creating a positive impact on our community remains steadfast regardless of leadership changes.

# Challenges:

Aside from these exciting new developments, we also committed ourselves to better understanding our impacts on people and the planet by identifying key performance indicators (KPIs) to track overtime. One of our biggest challenges was deciding what to measure, so we turned to our consulting partners for guidance. With their support, we identified KPIs that are most material to our business and aligned with the questions in the B Impact Assessment.

We're thrilled to now have a clear roadmap of metrics to guide us forward while enhancing our transparency and accountability as a business.



# Commitment & Goals:

We are dedicated to staying true to our mission and core values, operating with integrity every step of the way. To reinforce this commitment, we've formalized key measures like financial controls, financial transparency for all employees, and a Code of Ethics & Business Conduct. These tools equip us to navigate ethical decisions every day, even in those tricky gray areas.

Finally, we're committed to maintaining an open dialogue with our stakeholders, gathering their valuable feedback at least once a year to guide us on this journey of continuous improvement.





# Jungalistas







## Vision:

At Jungalow, we believe in growing together. Our vision is to create a nurturing environment where every team member feels supported, inspired, and empowered to flourish alongside our mission.

## Improvements:

This year, we focused on formalizing policies to ensure that every Jungalista is aware of their benefits. One standout improvement was extending our parental leave beyond the industry standard, allowing team members more time to nurture their growing families.

We also introduced professional & personal development benefits, which have already sparked excitement. One team member tapped into their creative side by taking a guitar class in their local community! Seeing our policies energize our team has been deeply rewarding.

## Challenges:

As a small business, we've always loved supporting our team in organic and informal ways. However, this year, we faced situations where having clearly documented policies would have been beneficial. Recognizing this gap, we took the opportunity to formalize those practices and put them into writing to ensure every team member knows what's available to them.

## Commitment & Goals:

We are committed to cultivating a workplace where every Jungalista feels a sense of belonging and is inspired to grow. This year, we proudly achieved 80% employee satisfaction and 80% sense of belonging among our team. Our goal is to keep this momentum going year after year, while also increasing the hours we spend on JEDI training by 5%.



# Our Ecosystem





# Vision:

Our vision is to inspire our global community to come together, celebrate creativity, and connect with nature.

# Improvements:

This year, we deepened our commitment to sustainability in our community by refining our procurement practices. We prioritized working with suppliers who align with our values, such as those that are socially and environmentally responsible, local and independently owned, and led by individuals from underrepresented populations. We also developed a new supplier screening process and questionnaire to guide our decisions and measure our impact.

# Challenges:

Closing our online shop created challenges, particularly with our longstanding commitment to plant two trees for every purchase. Instead of scaling back, we leaned in by reinvesting in our partnership with Trees for the Future. We also invited them to join our advisory board so we could explore new ways to support their impactful work.

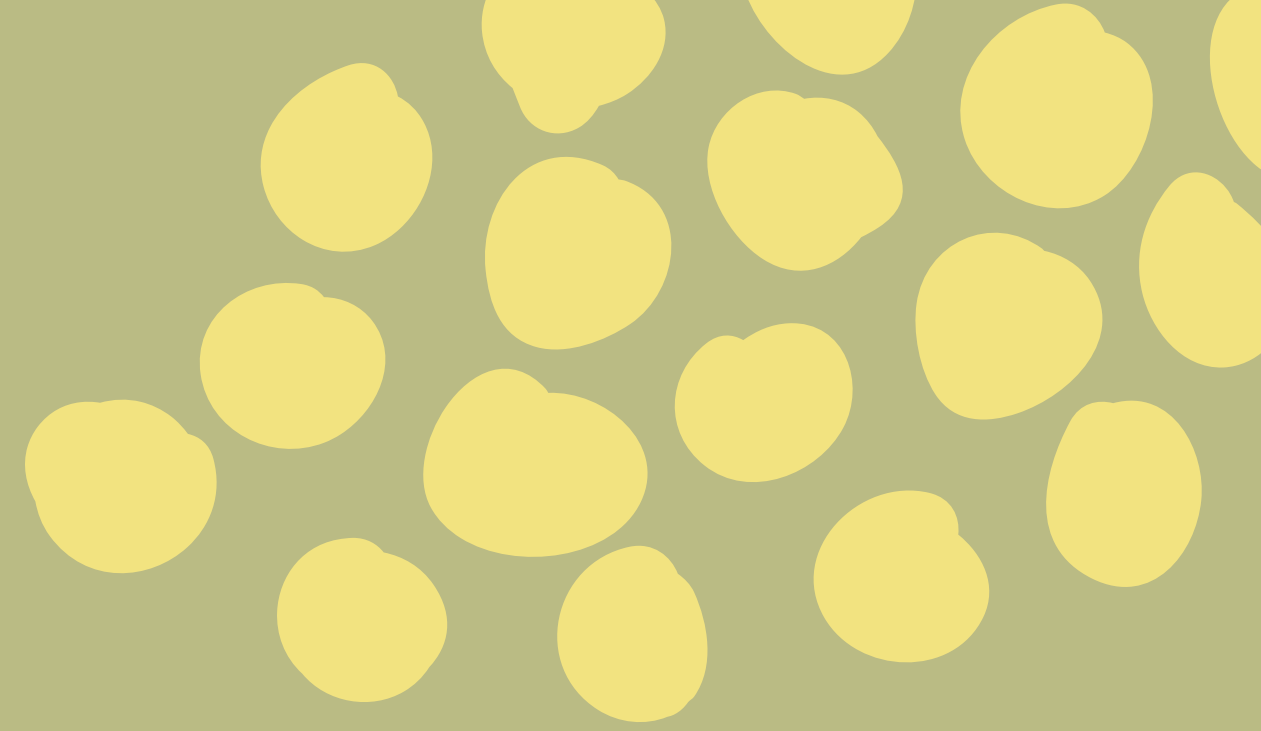
Why do we love Trees for the Future? They plant forest gardens that not only restore ecosystems but also empower communities in sub-Saharan Africa with food, livestock feed, and income opportunities.

# Commitment & Goals:

Looking ahead, our goal is to plant at least 14,285 trees each year to reach 300,000 trees by 2035. On the supplier side, our goal is to increase the percentage of local and underrepresented-population-led suppliers to 70% within the next five years.







Mama Earth





## Vision:

We hope to be a part of creating a more lush and wild world. Our vision is to tread lightly on the planet while empowering our partners to join us in making environmentally mindful choices.

## Improvements:

Environmentally, we took a few meaningful steps toward reducing our impact this year. In terms of our energy use, we educated ourselves on best practices and implemented small changes. While renting our space limits our control, we've made strides where possible and are committed to learning and improving.

## Challenges:

Determining our carbon footprint posed a significant challenge, so we utilized an emission estimator to get a baseline. Unfortunately this did not provide us with the granularity needed to understand our true emissions hot spots, so we chose to get started on reductions by leaning into areas that we had some control over. For example, to motivate employee participation in limiting corporate travel, we launched an eco-friendly commuting incentive program. Employees now earn \$1 toward quarterly gift cards to local coffee shops each time they bike, carpool, or use public transportation to get to work.

## Commitment & Goals:

We are dedicated to assessing and offsetting our carbon emissions annually. Beyond this, we are committed to reducing our carbon emissions and energy usage by at least 1% each year, proportional to growth and baseline, as part of our journey to create a more sustainable future.





# Vendors & Partners





# Vision:

We aspire to be an international source of inspiration and trusted resource where our community can turn whenever they need a dash of color, a spark of creativity, or a reminder to dream wildly. Our hope is that our products and services delightfully align with our customers' creative spirits, bringing their unique visions to life.

# Improvements:

With greenwashing becoming increasingly pervasive, we took proactive steps to ensure our communications remain rooted in honesty and integrity. This year, we adopted an ethical marketing policy to align our team on how our values translate into our messaging. We also began regularly screening our marketing materials and holding team discussions to reflect, learn, and refine our approach.

# Challenges:

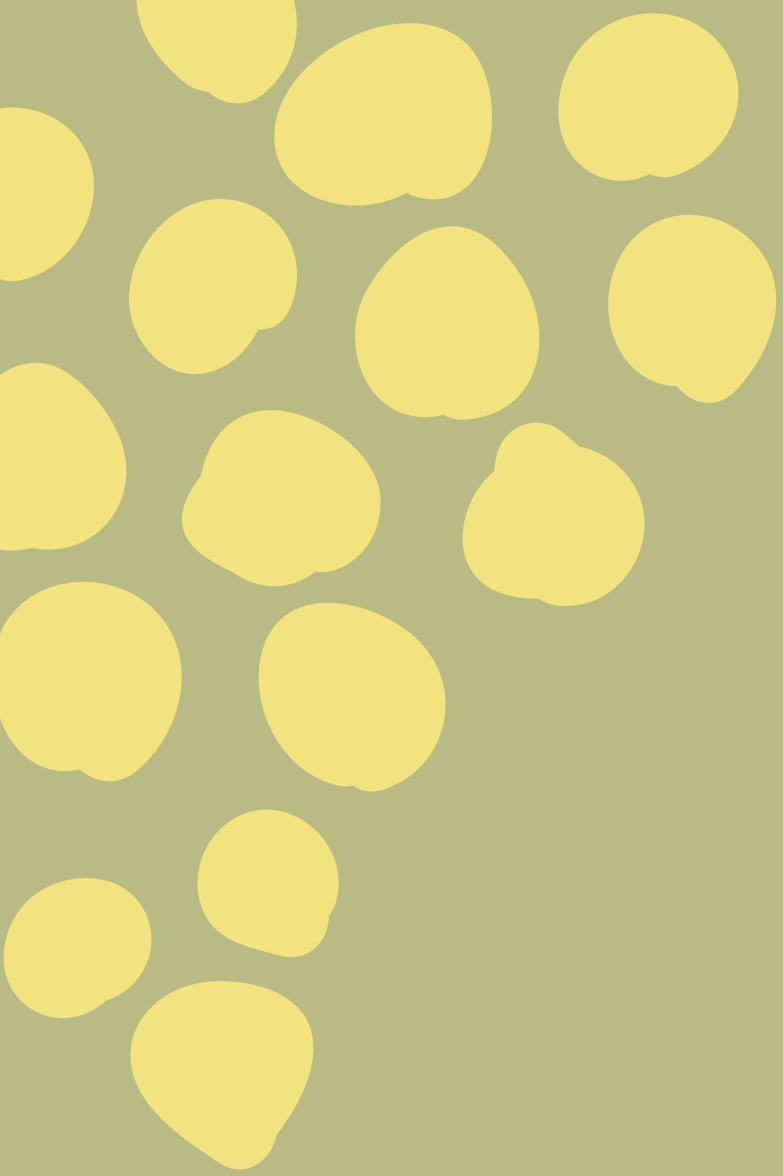
Understanding the impact of our work on our customers' inner worlds is no small feat. What lights them up? What makes them feel like their most creative selves? What deepens their connection to nature? These are the questions driving us as we engage with manufacturing, wholesale, and retail partners who bring our products to life for the public. While this remains a complex challenge, it's one we're passionate about continuing to explore in the future.

# Commitment & Goals:

We are committed to listening to our customers, learning from their insights, and weaving their voices into our designs and services. To achieve this, we send out customer feedback surveys quarterly or after an engagement ends, capturing their experiences and measuring loyalty through our Net Promoter Score (NPS). Our goal is to consistently maintain an NPS of over 60 and to eventually reach a score of 80, ensuring our customers feel heard and inspired at every touchpoint.







# A Letter From Leadership



Jungalow is rooted in nature. We celebrate and honor the human-nature connection. We are nature and nature is us. We draw so much inspiration, sustenance, and good vibes from Mother Earth and seek out ways to reciprocate all the love and energy she provides.

Our dream of being a B Corporation is one way that we can radiate that love back into our planet. Our commitment to continually improve our environmental and social impact is part of our growth mindset.

We hope to always evolve, unfurl, and blossom towards the light. Thank you for being on this journey with us. We hope it inspires you to tap into your own creativity, to reconnect with nature, and to get a little wild!

Justina Blakeney, Founder  
& Sara Rose, CEO





# JUNGALOW

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