

IMPACT REPORT 2023



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ENVIRONMENT

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land and biodiversity.

As the harsh realities of climate change become more visible, implementing more sustainable practices throughout our operations to minimise our impact on the planet.

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GOVERNANCE

Governance evaluates a company's overall mission and engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

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COMMUNITY

This section evaluates how we've engaged with the communities we work with, use as suppliers, and hire from. The assessment looks at diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

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This section focuses on being a good place to work. It covers financial security, health and safety, wellness, career development, and engagement and satisfaction.

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CUSTOMERS

This section evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, it assesses how we serve underserved customers and clients, and the services that improve the social impact of other businesses or organisations.

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OUR JOURNEY

Our story so far, and a few of our highlight achievements along the way.

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ABOUT US

Tired of cheap merchandise that impacts the planet? We were too, so we decided to do something about it. We believe there's a better way to share memorable moments, which is why we're making merchandise more sustainable.

Sourcing sustainable merch can be a mystifying experience. To help our customers make conscious purchasing decisions, we built our range using a set of values that identify more sustainable merch for brand promotions.

We select all our products based on these values. If an item doesn't pass the test, we won't sell it, plain and simple. This commitment makes us the only distributor to exclusively offer items with eco-friendly credentials. It's our way of minimising our footprint.

Certified



One of our proudest achievements to date, successfully completing the **B Corp certification** process continues to help shape our policies and guide us in creating a positive social and environmental impact.

This report highlights the progress we've made over the last year.

NATURAL MATERIALS



Promotional merchandise has long been synonymous with single use, plastic, and polyester items of low value to recipients. We don't see why things need to be this way. By using natural alternatives such as bamboo and wheat straw, we can reduce the impact of brand promotions.

PLASTIC FREE



Plastic waste persists in our environment for many years. Transitioning towards plastic-free alternatives can greatly reduce our impact on the planet. Our latest value relates to both product and packaging, meaning these products

VEGAN



Veganism is recognised as the single biggest way we can reduce our environmental impact as individuals. That, alongside the wellbeing of animals is reason enough for us to offer a range of products with zero ingredients of animal origin. In fact, the only leather we use is reconstituted from the waste from other manufacturing processes.

MADE IN UK



We work with several manufacturers who make and brand their products right here in the UK. Sourcing locally supports British jobs, while reducing the number of miles a product travels and therefore its carbon footprint.

RECYCLED MATERIALS



When reuse is no longer an option, recycling is the best way to keep useful resources in circulation - and out of landfill or worse. Recycled materials like PET require as much as 59% less energy to manufacture while emitting 32% less CO2, meaning that they're less harmful to the environment as well as the atmosphere.

SOCIAL CAUSE



We work with a range of suppliers to provide products that go the extra mile to support good causes, with monetary contributions donated to projects such as access to education and employment, or water access programs. And that's on top of our own Climate Commitment.

REUSABLE



From water bottles to shopping bags to straws, the war on single use plastic is well underway. And let's be honest, these are items we can all live without. Championing a more responsible attitude to the waste we create, we've curated a wide selection of reusable alternatives, designed for a long and useful life.

ORGANIC



Employing more conscious farming practices avoids putting the delicate balance of nature at risk, and it's of huge importance to people too. By doing away with pesticides, herbicides and chemicals, we reduce the likelihood of potentially grave health implications for farmers and local communities, where direct contact and water contamination are documented problems.

BIODEGRADABLE



Should an item find itself disposed of incorrectly, by selecting products crafted from biodegradable materials we can reduce its chances of harming the environment. Making use of natural elements or modern additives to attract microbes, these items will break down faster than more commonly used materials, leaving little or no trace behind.

OUR PILLARS

Our aim is to provide the finest promotional merchandise, allowing our customers to make more meaningful connections. In working towards this aim, we mustn't neglect our socio-environmental responsibilities. As a business, we believe we can deliver sustainable products and a fantastic service while doing the right thing for the planet and its inhabitants.

**BUILDING
BRANDS,
SUSTAINABLY**

A never-ending project, we aim to embrace and push for more sustainable promotional product and practices. This includes educating and working with our customers and suppliers to make these more accessible, affordable and desirable.

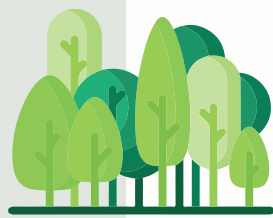
**DRIVING &
INSPIRING
POSITIVE
CHANGE**

We believe that business should be a force for good, so we're committing a portion of our profits to global reforestation efforts to help combat the effects of climate change, as well as donating our time to local environmental causes.

**DOING MORE
THAN JUST
BUSINESS**

IMPACT STRATEGY

Project Merchandise was launched in 2020 to help brands build brilliant merchandise into their campaigns responsibly. We've strived to help businesses confidently select items made in a more conscious way by utilising our product values, but we also recognise the importance of transparency and verifiable impact for people and planet.



We spent the last year analysing our product range to ensure we're delivering on our mission, to understand and reduce our impact, and ensure we can substantiate our claims. Much of our progress over that time, and for the coming year, is centred around the notion of proving what we can, and improving what we can't.



WHERE WE'VE MADE PROGRESS

ENVIRONMENT

ENVIRONMENTAL CERTIFICATIONS

We have collected proof of the environmental certifications that our products hold, and now exhibit them on client quotes and on-site. We see these as complementary to our product values, together enabling our customers to make more sustainable purchasing decisions easily and confidently.



PLASTIC FREE

Pursuing source reduction, we've engaged with our supply chain to remove plastic packaging wherever it isn't completely necessary. This has allowed us to expand our plastic-free range range, which considers both product and packaging. Where bagging is necessary, we prioritise for more sustainable options such as sugar cane bags wherever possible. For the same reason, we've cut several single-use event items.



CLIMATE PLEDGE

With our Climate Pledge, we continue to support global reforestation and emissions avoidance projects through our partnership with Ecologi. Our impact now stands at over 148,000 trees funded and 2,960 tonnes of CO₂e prevented via 29 verified carbon avoidance projects.



CLIMATE PROJECTS FUNDED

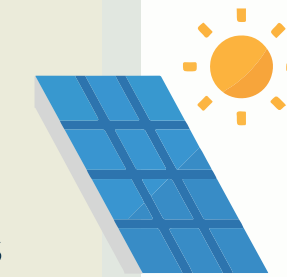
PLANTING FOREST GARDENS IN UGANDA

By establishing 400 one-hectare Forest Gardens in Eastern Uganda over 4 years, local farmers will gain the support and expertise to sustain their families and produce vital income.



PRODUCING SOLAR ENERGY IN VIETNAM

Providing over 35,000 people clean energy, the estimated power output for this plant offers annual emissions reductions of 60,000 tonnes of CO₂



PRESERVING AMAZONIAN RAINFOREST

This project will preserve 27,435 hectares of forest within the Eastern Amazon avoiding over 9.4 million tonnes of CO₂ emissions over 10 years.



WHAT WE'RE WORKING ON

ENVIRONMENT

END OF LIFE

Following last year's report, we made a commitment to provide clear, practical end of life suggestions for our products, a first for our industry. A year on, we're proud to announce that over 50% of our products now feature end of life suggestions. We're working with our suppliers to find suitable solutions for the remaining items, wherever possible.



MATERIAL COMPOSITION

To increase transparency surrounding product composition, we're gathering detailed info of their constituent parts, which will start to appear on-site over the coming months.



ENVIRONMENTAL POLICY

As well as certifying to ISO 14001, we're creating a formal environmental policy that will conform to the standard.



CARBON NEUTRALITY

In another exciting update aimed at further reducing our environmental impact, we're currently making huge strides towards achieving the coveted PAS2060 Carbon Neutral certification. We have already made fantastic progress in measuring our Scope 1-3 carbon footprint, covering all direct and indirect emissions associated with our operations, products, and services.



WHERE WE'VE MADE PROGRESS

TRAINING SESSIONS

We recognise that sustainability can only be achieved if every member of our team is fully committed and engaged. For that reason, we've implemented regular training sessions to maintain a two-way dialogue about sustainability, covering topics such as:

- Sustainable materials
- Raw material farming
- Eco-labels
- Factory accreditations
- Modern slavery



MONITORING ENVIRONMENTAL KPIS

We keep sight of our environmental KPIs monthly in board meetings, and these, along with progress updates, are also shared with the team.



FINANCE TRANSPARENCY

We maintain transparency in our finances, budgets, and targets, so that every member of our team is well informed and understands how their work contributes to these goals.



SUPPLIER ONBOARDING

We've overhauled our supplier onboarding process, which now requires new and existing suppliers to provide copies of policies such as health and safety, ethics, and equal opportunities. Evidence of social and environmental accreditations is also requested, to ensure people and planet are considered in our supply chain.



GOVERNANCE

ISO 14001



We're pursuing our ISO 14001 certification to measure and improve our environmental impact with an effective environmental management system.

To ensure environmental and social factors are considered at all levels, we're including these areas as a part of individual and company objectives moving forward.

We're also reframing our board meetings to ensure that business decisions consider all relevant stakeholders.

WHAT WE'RE WORKING ON

WHERE WE'VE MADE PROGRESS



B CORP COMMUNITY

B Corps now make up eight brands in our portfolio, and a growing contingent of our customer base, who we've engaged with to help reduce the impact of brand campaigns. We've also taken part in community roundtables to discuss topics such as greenwashing.

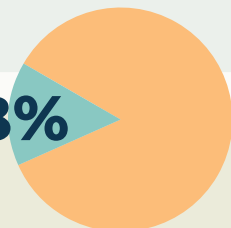
UK MADE



Despite scrutinising our offering considerably over the last year, we've managed to maintain a strong proportion of UK made products, which currently stands at 16.84%.

SOCIAL CAUSE PRODUCTS

15.23%



Another 15.23% comes from suppliers that go the extra mile to support good causes. Our Social Contribution range includes promotional products that donate a percentage or proceeds to charity, or put this income towards creating opportunities for underserved communities.

RESPONSIBLE SUPPLY CHAIN

To uphold social responsibility across our supply chain, we have implemented a policy requesting our suppliers to provide evidence of any social accreditations and factory audits. These details are included in product listings and quotes that we provide, allowing us to transparently communicate the social responsibility of our products and suppliers.



DEI

We prioritise diversity, equity, and inclusion in everything we do, with policies promote and protect these included within our company handbook. As the team has grown over the last year, our DEI statement has been included on all job advertisements.

We're thrilled to have built an inclusive and empowered team that bridges ethnicities and cultures. Currently standing at 75% female, this team reflects our commitment to breaking down gender barriers and promoting equality in the workplace.



COMMUNITY

VOLUNTEERING

We're still a small team, but as we grow, we're focused on staying connected to our purpose and vision. That's why we encourage our people to undertake up to 24 hours of volunteering time (or three days of working hours) per employee per year.

COMMUNITY IMPACT

We recognise the importance of giving back to our community and supporting good causes.

To ensure that our team feels empowered and comfortable taking time out of the office to volunteer, we are actively building a bank of suggested organisations, as well as scheduling team impact days to help us meet our goals. By providing these opportunities, we hope to foster a culture of social responsibility and encourage our team to make a positive impact beyond the workplace.



WHAT WE'RE WORKING ON

WHERE WE'VE MADE PROGRESS

EMPLOYEE BONUS SCHEME

We believe that success should be shared among all members of our team, not just those in sales. To promote this value, we have implemented a quarterly bonus program for operations staff, ensuring that *all* employees benefit from the company's shared successes, promoting a sense of inclusivity and teamwork.



LIVING WAGE EMPLOYER

We're now certified as a Living Wage Employer, paying all employees in excess of the London Living Wage.



HEALTH BENEFITS

Having conducted a session to update the team on the benefits available through our health insurance scheme, we've seen a significant increase in the uptake of these benefits. We are pleased to see our team members taking advantage of the resource and will continue to explore ways to promote their health and well-being.



EMPLOYEE DEVELOPMENT

We are proud to provide our team with resources and support to enhance their personal and professional growth. Our training budget is one such resource, enabling staff to take external courses that suit their specific interests. We take pride in stating that all staff have been able to benefit from this initiative over the last year.



WORKERS

HAPPINESS AND DEVELOPMENT

We're identifying skills gaps to create an action plan to level up the team's abilities and help them achieve their professional goals.

Our annual employee survey is being revamped to help us gather actionable insights to keep our team happy and engaged.

We're reviewing individual development objectives to include goals that align with company environmental and customer goals.

WHAT WE'RE WORKING ON

WHERE WE'VE MADE PROGRESS

CUSTOMER CHECK-INS

To ensure customer satisfaction, we've implemented a system of regular check-ins throughout the order process. In addition, we provide a transparent platform for customers to share their experiences and rate our services, via Trustpilot.



QUALITY CONTROL

Our quality control policy includes weekly and monthly meetings to discuss important matters related to quality, including customer feedback, product defects, and process improvements.

CUSTOMER SATISFACTION

Thanks to the team's super-human efforts, we've been able to maintain a stellar customer satisfaction record. Our 4.9/5 rating from 122 reviews on Trust Pilot reflects an unwavering commitment to delivering high-quality service that consistently exceeds expectations. We're honored by the positive feedback from our valued customers.

GROWING STRONGER

We're proud to share that our customer base has grown by 94% over the past year. As we continue to expand, we remain committed to providing the same exceptional service our customers have come to expect from us. That's why we've recently added new members to our sales and support teams, ensuring that we have the resources to maintain those high standards.

CUSTOMERS

ISO 9001



As part of our efforts to improve our efficiency, enhance customer satisfaction, and strengthen our credibility, we have begun pursuing ISO 9001 certification, and look forward to leveraging its benefits to drive further growth and success.

WHAT WE'RE WORKING ON

OUR JOURNEY





THANK YOU

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