

# Reset gifting, rethink giving





# Contents

INTRODUCTION: Responsible gifting	03
PROMISE 01: Gift considerately	11
PROMISE 02: Tread lightly	20
PROMISE 03: Inspire with impact	32
CONCLUSION: What’s next	41







# In pursuit of better, more responsible gifting

Since our launch in 2017, our platform has focused on making gifting meaningful and impactful. Ensuring that our products and operations are responsible and increasingly sustainable is a big part of this.

Today, we present our first impact report, an act that in and of itself is not meant to be easy. While we're still at the start of our responsibility journey, the gathering of data, measuring of impact, and clarification of steps has required a lot of humility, diligence, effort, and introspection. Even then, it's still a work in progress with much left to do and learn.

Nonetheless, good things take time, and I'm incredibly pleased with the updates we can share thus far, as it marks the first step towards a more responsible gifting future. We've always operated with the planet in mind, but what an exciting time to be able to look retrospectively at what we have done in order to motivate us for what can (and will) be done next.

A big thank you not only to those who've helped pull this 2021/2022 report together but also to the people who continue to support our dreams of becoming the most responsible gifting platform in the world — happy reading.

**Jonathan Legge,**  
Co-Founder & CEO



**Gift imagery:** One-of-a-kind, handmade ceramic mug commissioned by &Open for Spotify.





# Corporate gifting is broken. We're fixing it.

Businesses are constantly looking to creatively engage with clients and customers in ways other than thank-you emails or quick phone calls. For most, they want to establish a deeper, more meaningful connection. A great place to start? Gifting.

Historically, corporate gifting has been thoughtless and wasteful. All too often, recipients end up with yet another item of throwaway swag, leaving recipients disappointed, and adding yet more junk to landfills.

Switching to sending sustainable, well-made gifts, is an easy win for your sustainability program. Better yet, great gifts last longer, don't end up in landfill and create positive buzz for your company.



**Gift imagery:** Nobó dairy-free chocolate treat bag and Ocean Bottle coffee flask, made using recycled materials and ocean-bound plastic.



**78%** of corporate gifts are **not used, loved, or cherished** by the person for whom the gift is intended.

Source: [Advertising Specialty Institute](#)







**46%** of people have a **more favorable opinion** of a brand if the gift they receive is environmentally friendly.

Source: [Advertising Specialty Institute](#)

**Gift imagery:** Choose Love, one of our cause gifting partners, and Ucon Acrobatics cross-body bag.



For us, giving a gift is not just about the short-lived experience of receiving it. It is an opportunity to create a lasting impression and ongoing gratitude. Central to the purpose of giving gifts is fostering and enhancing relationships. When gifts end up in landfill, this just can't happen. Confronting these issues and actively working towards reversing the current trend of wasteful gift-giving is crucial if businesses want to build better relationships, and operate in a more sustainable way.

At &Open, we are committed to leading the way in providing responsible, high-quality, and long-lasting gifts. We prioritize selecting products, packaging, and processes that align with our values of preserving the planet for current and future generations – aiming to reduce waste and ensure that our gifts contribute positively to the environment.





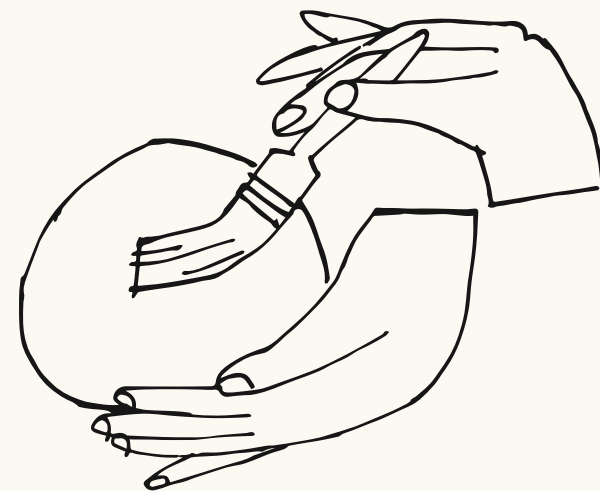
# Planet first, people always: Our responsibility promises and goals

In 2021, we established three fundamental pillars to guide our social and environmental responsibility as well as three concrete objectives to accomplish by the end of 2023. Each commitment shows a distinct aspect of our focus to revolutionize the industry, and each objective is a direct outcome of upholding that corresponding commitment — **we prioritize the planet first and people always.**

In line with our commitment to gaining a deeper knowledge of our impact and setting targets for improvements, we have collected and analyzed data from across the business.

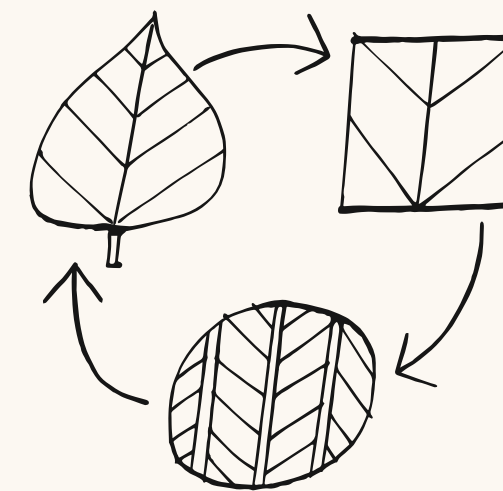
01

Gift considerately —  
to source and  
design sustainable,  
long-lasting gifts



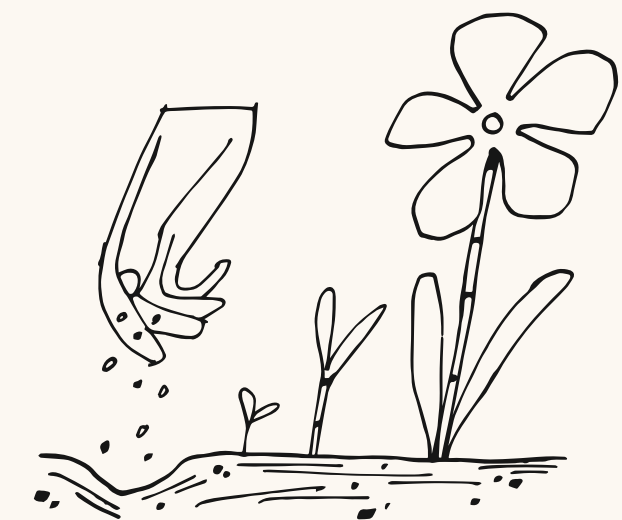
02

Tread lightly —  
to ship our gifts  
with planet-friendly  
processes and  
materials



03

Inspire with impact —  
to encourage  
positive social and  
environmental impact  
through gifting





Gift considerately —  
to source and  
design sustainable,  
long-lasting gifts

**HOW:** By meticulously selecting responsible gifts and suppliers, ensuring the gifts we choose score highly on various responsibility attributes, (i.e. recyclability, sustainable material use, support of social or environmental initiatives).

OUR GOAL:

70%

of the gifts in our gifting portfolio contain at least one or more responsibility attribute — and by the end of 2023, we aim to have **50%** of our suppliers fully assessed for social and environmental performance.

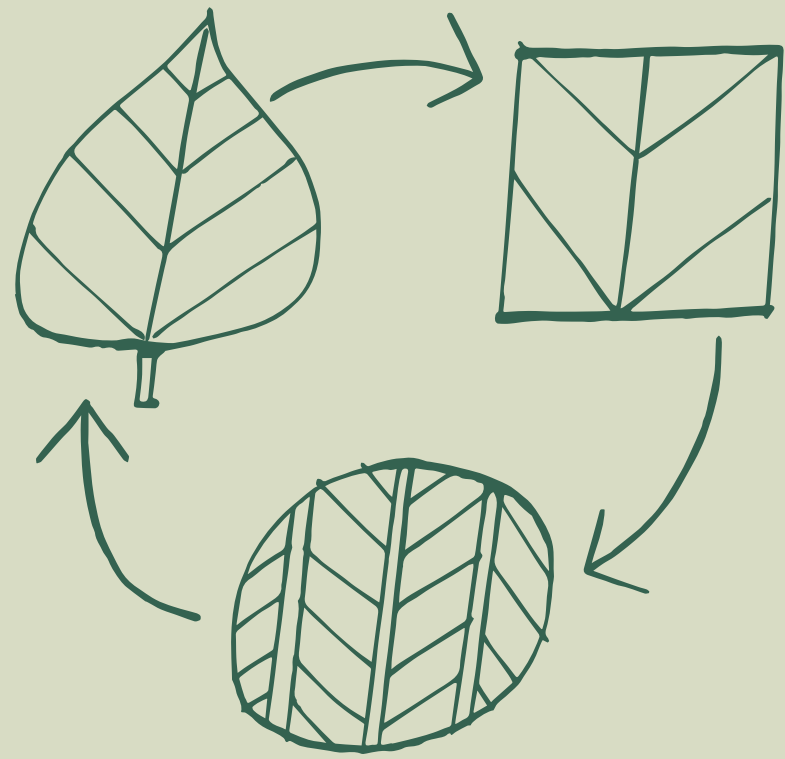
OUR IMPACT SO FAR:

51%

of the gifts in our gifting portfolio contain at least one or more responsibility attribute.

56%

of new gift suppliers sourced in 2022 contain at least one or more responsibility attribute. — versus **only 11% in 2021.**



## Tread lightly — to ship our gifts with planet-friendly processes and materials

**HOW:** By working closely with our logistical partners and using responsible shipping and packing methods, ensuring efficient planning and offsetting our impact whenever possible.

### OUR GOAL:

# 693 tonnes

total emissions in 2023

— **starting our net zero journey, we are working towards 10% less emissions** in 2023. We're implementing reduction actions and offsetting our remaining emissions, as well as encouraging all of our clients to avail of carbon-neutral shipping and sustainable packaging.

### OUR IMPACT SO FAR:

# 771 tonnes

total emissions in 2021

— we calculated our carbon footprint for 2021, our baseline year, based on the Greenhouse Gas Protocol. Our 2022 carbon footprint inventory is in process.

# 100%

of our standard & Open packaging is FSC certified with **recycled content ranging from 70-100%**.





Inspire with impact —  
to encourage positive  
social and environmental  
impact through gifting

**HOW:** By using gifting campaigns that give back and raise awareness around societal issues, such as providing donations or educational tools to help recipients learn and grow. Also, through gifts such as carbon offsets, tree cultivation, mindfulness programs, and more.

OUR GOAL:

10%

or more of our clients gifting campaigns aim to support social and environmental initiatives through gift offerings like carbon offsets, tree planting, meditation apps and more by the end of 2023.

OUR IMPACT SO FAR:

6.9%

of campaigns in 2022 included a donation or subscription option.

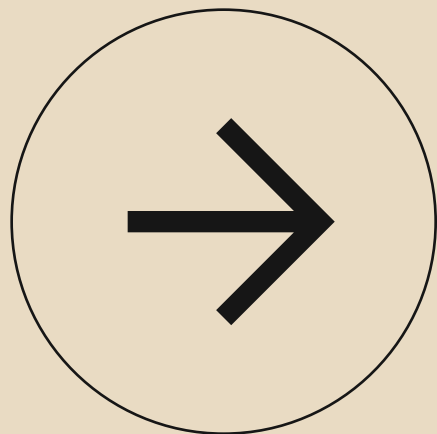
2,268

donations gifted in 2021 and 2022, with a total of **€151,536 donated towards social causes.**

2,167

subscriptions gifted to learning and mindfulness and platforms such as Headspace and Masterclass.





# Deep dive into our responsibility promises

In the next few sections, we will break down each responsibility promise, provide key highlights and share our progress to date.



**Gift imagery:** Baggu totes in production, Maison Balzac carafe and glass set and our standard, fully recyclable packaging, made using recycled materials.





# 01. Gift considerately





Our strategy aims to reduce waste levels, lower CO2 emissions, and avoid unnecessary consumption. For myself and the entire Buying team, this strategy resonates strongly. We believe that our team can make a difference, and as we continuously improve our gift offerings, we are highly conscious of how we source our gifts. We're fortunate to have a network of gift partners and suppliers who follow strict responsibility guidelines, which helps us achieve our own sustainability goals. Although challenges can arise, we are aware of the industry we operate in and strive to move forward in a more thoughtful manner than most, enabling us to lead in the responsible gifting space. It's an exciting and rewarding journey, and we look forward to continuing it.

**Alison Poland**, Head of Trade Buying and Merchandising

**Gift imagery:** Millbee hand-rolled pillar candle, made in Ireland from natural beeswax and cotton.







# Sourcing sustainably-made, long-lasting gifts

Our dedication to responsible gifting practices tackles the underlying problem associated with gift giving, where the anticipation of the ongoing usefulness of a gift can remain unfulfilled, resulting in an unsustainable cycle. Alarming statistics indicate that 54% of individuals who have received corporate gifts have discarded at least one gift without ever making use of it, contributing **to increased waste generation and environmental damage**.

We have been constantly improving our gifting approach, ensuring that instead of being wasteful and environmentally damaging, the act of gifting is thoughtful, responsible, and planet-friendly.

**Gift imagery:** Baggu padded laptop case and the production of a Cushendale woolen blanket using traditional skills and machinery.



## Our goal and impact so far:

**70%**

By the end of 2023, we aim for 70% of the gifts in our gifting portfolio to contain at least one or more responsibility attributes.

**33%**

Currently, **33% of our gifting suppliers are small businesses** with our goal is to reach 40% by the end of 2023.

**24%**

And, **24% of our gifting suppliers are LGBTQIA+ or women-owned companies** with our goal to reach 30% by the end of 2023.





# Our approach to more responsible gifting



## APPROACH 01:

### Thorough sourcing processes

We take great care and attention in selecting our gifts. Our meticulous and considered sourcing process ensures that each gift is thoughtfully sourced with both people and the planet in mind.



## APPROACH 02:

### Diversity in suppliers

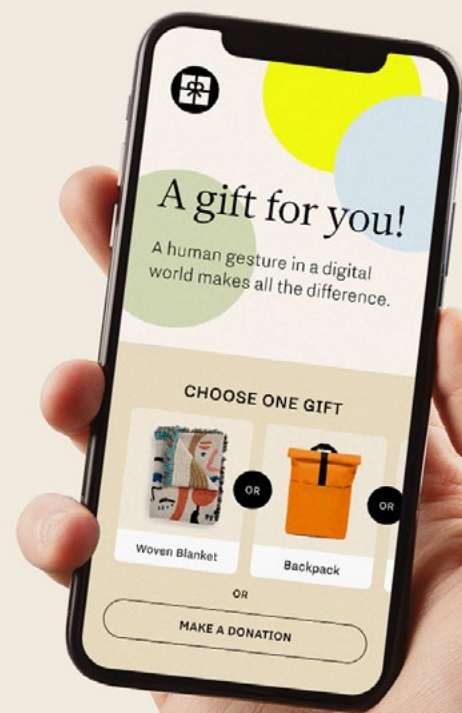
Secondly, we want to work with diverse suppliers and give our gifting partners the accolades they rightly deserve. At &Open, we aim to increasingly work with and source from smaller brands and diverse business owners.



## APPROACH 03:

### Keeping it local

We prioritize locally-sourced gifts, as local shops generate less than half the carbon emissions of deliveries from large online retailers. Our network of local vendors keeps growing, especially with the launch of &Open On-Demand and with our focus on sourcing gifts closer to our warehousing locations.



## APPROACH 04:

### The element of choice

Additionally, we prioritize the element of choice for gift recipients. They can choose whether to receive a physical gift or donate to a charity or carbon removal project around the world, thereby reducing overconsumption and minimizing environmental impact.



# Deep dive into our gift origins

The path to finding responsibly made, long-lasting gifts has not been easy. We have been selective in our choices, taking into account sourcing, shipping, and the impact our gifts have on the environment and society. It is vital for us to work with brands that share the same values as us, not only for fostering an impactful network but also for achieving our ESG goals. Partners that recognize that businesses can be a force for good are our kind of people.

Our 4-step process for selecting suppliers ensures we're sourcing gifts produced in an ethical, safe, and environmentally conscious manner. Our sourcing process is constantly evolving, and we are always seeking opportunities for growth. This year, we are taking an even deeper dive, introducing an additional step to our approach that will not only expand our knowledge of our supply chain but also shed light on pathways to improve together.







# Our Key to Care when sourcing suppliers

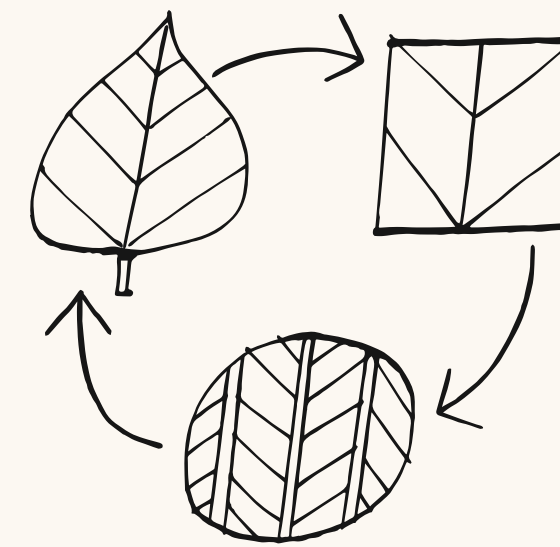
## Giving back:

We believe in investing in organizations and businesses that use their proceeds for a greater good.



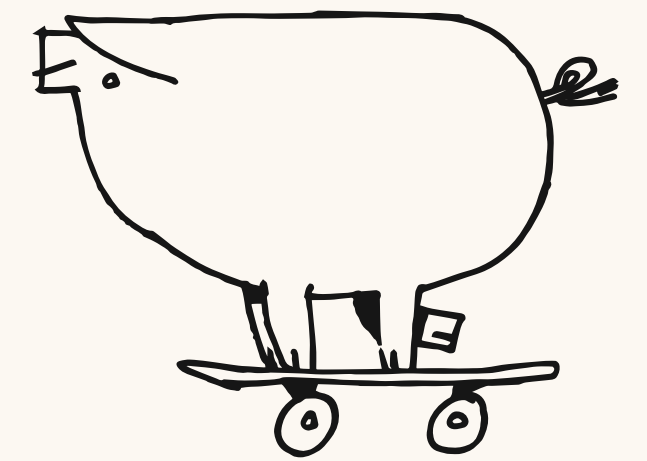
## Protecting the planet:

We tread lightly when it comes to our gifts, packaging and shipping logistics.



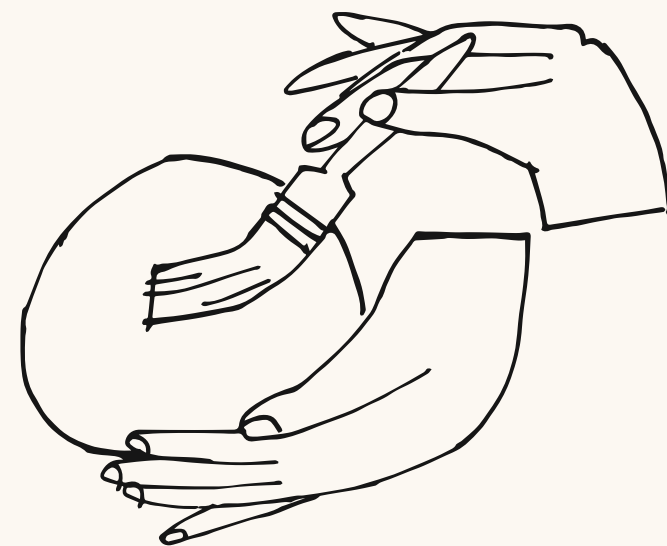
## Fighting animal cruelty:

Animals bring delight to everyday life, and we source vegan and cruelty-free products as often as possible.



## Honoring tradition:

Traditional artisan crafts embody culture and history, making for gifts that stand the test of time.



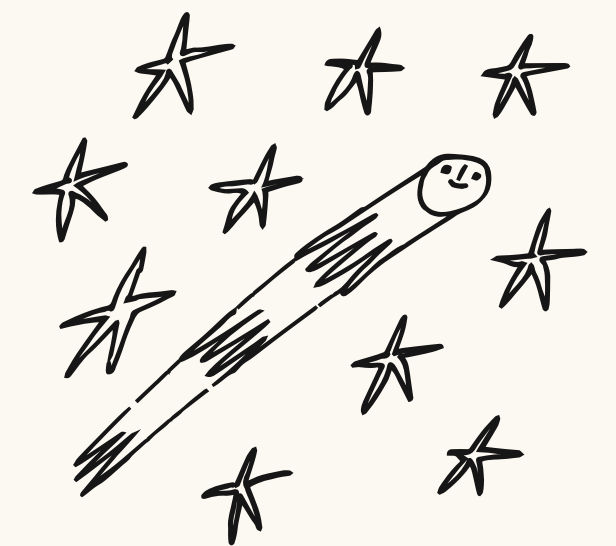
## Elevating voices:

Especially BIPOC, AAPI, LGBTQ+ and women-owned businesses.

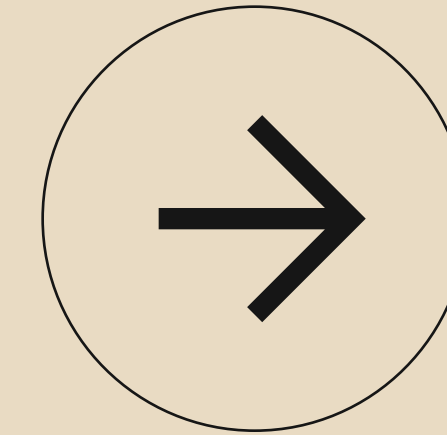


## Sparkling joy:

For some gifts, their sole purpose is to ignite play, curiosity and joy.







## Meet our gifting partners

We believe that our gifting partners make all the difference when it comes to our clients and our platform. The materials, manufacturing methods, and suppliers come together to create the memorable story that our clients' gifting campaigns tell. It's our responsibility to pay close attention to these stories, preserve the best parts, and pass them along to our clients.

**Gift imagery:** Small-batch coconut wax candle from Candlessentials, skincare from Aesop and a custom-branded, organic cotton sweatshirt produced by Everybody. World for Tines.







Responsibility Attributes Key:

-  B Corp-certified manufacturer
-  Minority-owned business
-  Proceeds donated to community or environmental initiatives
-  Made with certified sustainable materials
-  Made with recyclable or biodegradable materials
-  Made with plant-based materials
-  Features recycled, biodegradable or plantable packaging



Everybody.World

**Product:** Clothing basics

Everybody.World’s gender-neutral basics made with 100% recycled cotton are not only long-lasting but also reflect the brand’s commitment to responsible products. Their unique manufacturing processes, from sourcing to sewing, significantly reduce their environmental impact by eliminating the use of synthetic dyes, chemicals, and water. With a traceable and transparent supply chain, they ensure all partner factories pay fair wages and support garment workers.



Candlessentials

**Product:** Candles

Tashah Johnson created her line of small-batch coconut wax candles with nature as her inspiration. Each candle is hand-poured in LA without the use of animal products or additives. Candlessentials makes every effort to create products that give back at every step, including signature plantable packaging studded with seeds that will grow into beautiful wildflowers.







# Ocean Bottle

**Product:** Water bottles

United by a love for the ocean, the people at Ocean Bottle are dedicated to reducing waste and promoting a sustainable way of life through the products they create and the initiatives they champion around the world. Their signature bottle is designed to last a lifetime and is made from recycled materials that help prevent harmful waste from entering marine environments. As of February 2023, they have collected 8,137,584 kgs of plastic waste and their paid collection drives have supported over 4,300 families through access to education, healthcare, and mental health resources, as well as providing financial support.



# RE-WRAP

**Product:** Organic cotton products

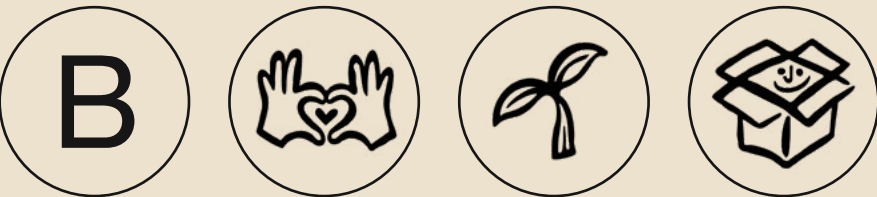
As a social enterprise, RE-WRAP's core purpose is to create organic, handcrafted textile products that have a positive impact on people and the environment. They prioritize innovation and care in their production process and maintain a transparent supply chain. With a women-led production out of India, they are committed to fair trade regulations and are dedicated to making a difference.



# Aesop

**Product:** Skincare

Aesop has set the standard for the skincare industry in many ways. Long before it was necessary or even encouraged, their products have been cruelty-free and vegan-friendly, using carefully sourced ingredients that are never derived from animals. Their goal has always been to give back more than they take, whether by using renewable energy sources, ensuring all packaging is recycled, recyclable, and minimal, or partnering with charities that work with underrepresented communities through the Aesop Foundation.







# 02. Tread lightly





As businesses, we have the responsibility to take action for the sake of our future and the future of our children. We must be conscious of our individual and collective impact on the environment, as every object on this planet has a beginning and an end. For us, it is imperative that we carefully consider the gifts we source and how we ship them, prioritizing environmentally friendly options.

Tomás O’Donovan, Logistics Lead



**Gift imagery:** Custom-branded, FSC-certified, fully recyclable gift packaging produced for Intercom.



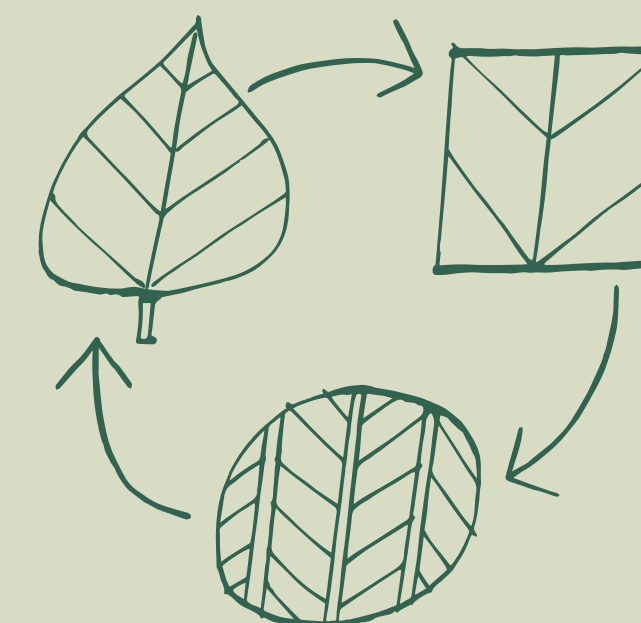


# Shipping gifts with planet-friendly processes and materials

A gift cannot be considered sustainable or responsible if its journey from sender to recipient is not as environmentally-conscious as its production. As a global gifting platform, we know how carbon-intensive this industry can get, but changing that for the better is a non-negotiable for us. One of our top priorities is ensuring that our gifts are produced, shipped, and packaged in a climate- and waste-conscious manner.

To keep evolving in the right direction, we needed to understand our environmental impact on a deeper level, and in 2022 we reached a significant milestone: we assessed our baseline carbon footprint and started our decarbonization journey.

This comprehensive assessment has allowed us to get clarity on our emission sources and set reduction initiatives while working to make our logistics and packaging more sustainable. **Our next step is to set science-based targets to reach net zero.**



## Our goal and impact so far recap:

**10%**

We are working towards **10% less emissions in 2023** by implementing reduction actions and offsetting our remaining emissions.

**771T**

We calculated our carbon footprint for 2021 based on the Greenhouse Gas Protocol and had **771 tonnes in total emissions**.

**100%**

Our standard &Open packaging range is **100% FSC certified** with recycled content ranging from 70-100%.





# Measuring our carbon footprint

Our carbon footprint breaks down as:

**SCOPE 1: 17 TONNES OF CO2e**

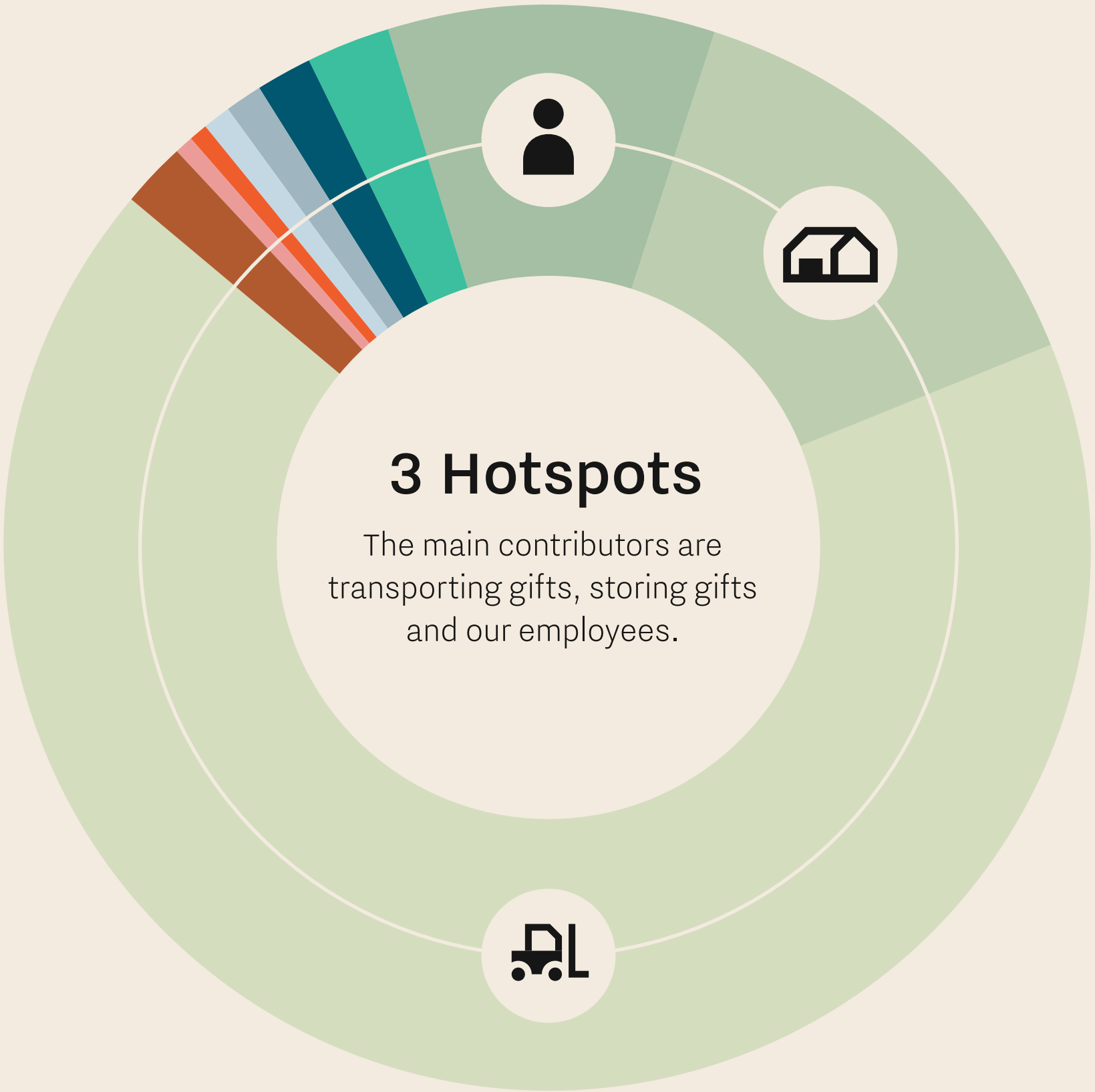
Direct emissions resulting from our activities at a company level. This includes fuel emissions from our &Open-owned facility, which amounted to 17 tonnes of CO2e in 2021.

**SCOPE 2: 0 EMISSIONS**

Indirect emissions resulting from the consumption of purchased electricity, steam, heat, and cooling. As of 2021, the purchased electricity for our office and warehouse in Dublin is fully powered by clean and renewable sources, resulting in zero emissions in this category.

**SCOPE 3: 754 TONNES OF CO2e**

Indirect emissions occurring in our supply chain, both upstream and downstream. This includes transporting, storing, and packing gifts, employees working from home (including business travel and commuting), purchased goods and services (including capital goods), and waste. In 2021, this amounted to 754 tonnes of CO2e, with gift transportation and distribution accounting for 76% of our total footprint.



In the details:

**SCOPE 1:**

2.2% Emissions from office heating system

**SCOPE 2:**

0.0% Purchased Electricity

**SCOPE 3:**

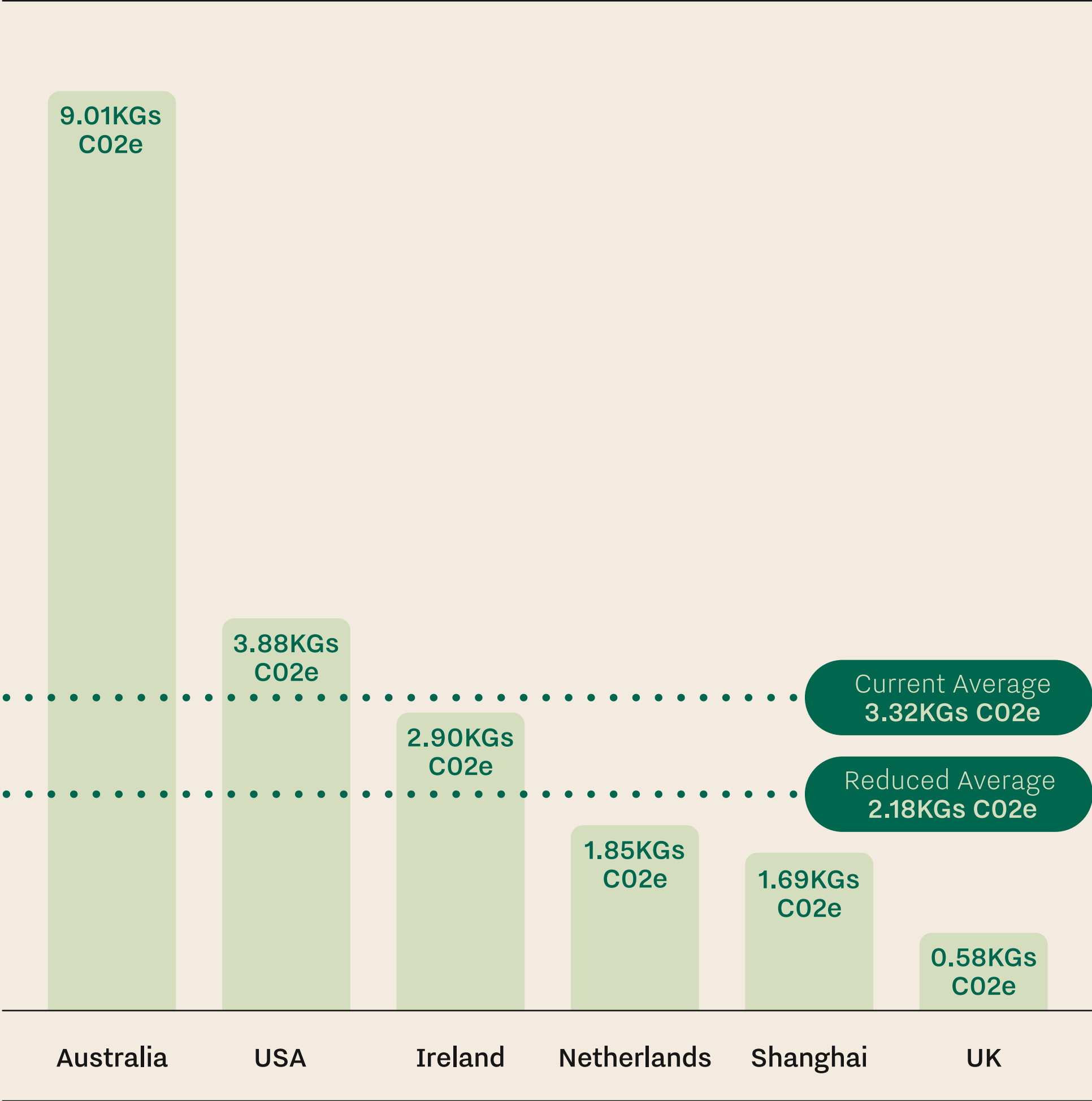
- 0.49% Energy emissions outside scope 1 and 2
- 0.49% Waste generated in operations
- 0.79% Business travel
- 1.25% Capital goods
- 1.5% Employee commuting
- 2.61% Upstream leased assets
- 9.64% Purchased goods and services
- 13.97% Downstream transportation / distribution
- 67.17% Upstream transportation / distribution



# Carbon emissions in our logistics

When it comes to global gifting campaigns, logistics have a significant impact on our carbon output. As we've mentioned, transporting and distributing our gifts account for 76% of our overall footprint. However, the logistical emissions of a gift can vary depending on the warehouse location, especially due to inbound and outbound logistics — for these calculations we accounted for the transporting and distributing of gift units, as well as other associated emissions such as packaging and storage.

Additionally, when we look at our carbon emissions from transportation and distribution, 88% come from inbound logistics, which are especially high for our warehouse in Australia. These discoveries help us make more sustainable logistical decisions by selecting routes and shipping methods with a lower carbon footprint as often as possible.



## Logistical footprint per gift shipped:

### AUSTRALIA: 9.01KGs CO2e

A gift in and outbound to our warehouse in Australia has the biggest average logistical impact which is 5 times larger than the impact of a gift associated with our Dutch warehouse.

### CURRENT AVERAGE: 3.32KGs CO2e

All other gifts have a much lower logistical footprint, but the in and outbound logistics for the Australia warehouse are the main cause for the relatively high footprint per gift.

### REDUCED AVERAGE: 2.18KGs CO2e

Excluding the Australia warehouse our average logistical footprint per gift would drop to 2.18kg CO2e per gift shipped.





# On-Demand marketplace

Launched in Q4 2022, this pay-as-you-go gifting marketplace enables people to give gifts locally within the UK, EU, and US. On-Demand aims to promote local, diverse, and responsible suppliers while decreasing carbon emissions in the shipping process. We achieve this by removing the need for warehousing stock and significantly reducing the distance between the gift and the recipient.

Since On-Demand started last year, we have been working to understand and measure how carbon-intensive this model is logistically. On-Demand gifts go straight from our suppliers to the recipient, so don't require inbound shipping to our warehouses.

These findings encourage us to expand & Open On-Demand even further and continuously find ways to improve our logistical impact and reduce our emissions.



For 2022, our data shows that, on average, a gift shipped via **On-Demand has a logistical footprint of 0.686 kg CO<sub>2</sub>e**, roughly **80% smaller** than the average gift shipped via our enterprise business.



**Gift imagery:** Flamingo Estate Roma Heirloom Tomato scented candle and a Marmalade Grove hamper of sustainably-grown pixie tangerines.







# Rethinking our approach to packaging

We currently use a mix of branded and unbranded packaging

## UNBRANDED PACKAGING:

- 98% of our shipping boxes are FSC Mix made with 70% recycled materials, and 2% are made with 100% recycled materials.
- 100% of our envelopes are made with 100% recycled content (90% post-consumer waste).
- All shipping labels used in our Dublin warehouse are plastic-free.

## BRANDED PACKAGING:

- 99% is fully recyclable.
- 82% is derived from 100% recycled materials.
- 71% of the packaging in our orders last year were FSC-certified.



We assessed our whole packaging approach, phasing out unnecessary plastics and primarily **focusing on using recycled and recyclable paper packaging.**



**Gift imagery:** Custom-branded, FSC-certified, fully recyclable gift packaging produced for Airbnb.





# Efforts to reduce our carbon footprint

Reducing our emissions is necessary and non-negotiable. We have been working with internal and external stakeholders on a variety of initiatives and improvements to reduce our carbon footprint both upstream and downstream.

Our goal is to achieve a minimum of a 10% reduction in emissions per gift by the end of 2023 compared to our baseline year of 2021.

Based on the Greenhouse Gas Protocol, we calculated our total emissions for 2021 to be 771 tonnes. Our 2022 carbon footprint inventory is in process.

## Our main initiatives for 2023 are:

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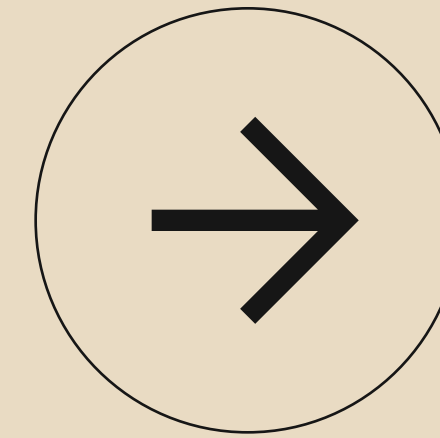
- Increasing our local sourcing by 10% to reduce the carbon footprint of inbound logistics and support local businesses.
  - Replacing our fossil-fueled heating system with a greener alternative at our Dublin office and warehouse, therefore reducing our Scope 1 emissions.
  - Offering only 100% recycled and recyclable packaging to our customers.
  - Developing and implementing a Waste Reduction Program with reduction targets for the next 2 years. Preliminary results from our environmental management system show that we generated 45% less waste in the first half of 2023, when compared with the same period of 2022.
  - Replacing air freight with sea, train, or land where possible to reduce emissions from inbound and outbound units.
  - Offering carbon-neutral shipping to both current and future clients.
  - Expanding our offer of digital gifts and donations, which do not require inbound or outbound shipping.
  - Expanding &Open On-Demand.
  - Starting the deactivation plan of our warehouse in Australia, which has the highest logistical footprint per gift, largely due to inbound gifts. Once this is complete, we expect to see a 10-20% reduction in our overall carbon emissions.
-



CLOSE UP



28



# Offsetting our carbon emissions

In addition to our efforts to reduce our environmental impact, we used a carbon offsetting platform called Patch to support projects that either remove or avoid carbon emissions around the globe. On top of this, we chose to support a local reforestation charity called Hometree Ireland.



**Gift imagery:** Baggu reusable, packable tote bags, made using recycled ripstop nylon, and a set of handmade wooden spinning tops.







Our carbon offsetting partners:

- 4%

**Running Tide**  
USA
- 20%

**Hometree Ireland**  
Ireland
- 20%

**Nazava Water Filters**  
Indonesia
- 25%

**Small Group Tree Planting**  
Kenya
- 36%

**Northern Cape Wind Farm**  
South Africa
- We've offset 110% of our carbon footprint** to account for potential uncertainties.



Running Tide

USA

Running Tide uses seaweed farming to sequester carbon by placing kelp seeds in biodegradable buoys on the ocean's surface. As the kelp grows and stores carbon, the buoys eventually sink, burying the carbon deep in the ocean floor for long-term storage. They aim to sink a megaton of carbon by 2025, and we are happy to support their endeavor.



Hometree Ireland

IRELAND

Hometree is working to restore Ireland's depleted native woodland, which has declined from 80% to just over 1%. Through conservation, afforestation, and education, they create a thriving landscape for both people and forests. &Open has contributed by planting over a thousand trees to offset part of our carbon footprint and support the restoration of the Wild Atlantic Rainforest in Ireland.





# Small Group Tree Planting

**KENYA**

&Open acknowledges the climate crisis’s inequitable nature and supports multifaceted solutions like the International Small Group Tree Planting project in Kenya. This initiative aids smallholder farmers in planting trees, fostering economic growth while addressing run-off, erosion, and water conservation.



# Northern Cape Wind Farm

**SOUTH AFRICA**

Transitioning to clean energy is critical to combat climate change, as the energy sector accounts for nearly 75% of global greenhouse gas emissions. Our choice, the Longyuan Mulilo De Aar project, is a wind farm that supplies South Africa’s national grid. It increases renewable wind energy production, creates jobs, and improves air quality by reducing pollution from traditional electricity sources. This project developer is B Corp certified.



# Nazava Water Filters

**INDONESIA**

In rural Indonesia, approximately 80% of the residents have limited access to clean water, forcing them to travel long distances to find water safe for consumption after boiling. The Nazava ceramic water-filtration technology is distributed at an affordable price in urban and rural Indonesia, reducing the need for burning fossil fuels, such as wood or charcoal, to boil water for safe drinking. This project is accredited by Gold Standard.





# Vyra: reducing our impact through education

Being responsible as an organization means understanding the impact we have on an individual level and, most importantly, what we can do daily to leave a better footprint behind. Since 2022, we have been learning how to achieve this with the help of Vyra, an environmental education platform.

We learned about carbon footprints, water efficiency, energy consumption, diet impacts, and sustainable travel through theory and practice.

**Gift imagery:** Organic cotton sweatpants produced by Everybody.World for Spotify and a wooden stacking block game customized for Snapchat.



Here are some of the Vyra challenges our team already did, helping us save more than **83 tonnes of CO<sub>2</sub>e** so far:

## The cooler clothes challenge

Wash clothes at a lower temperature (30°C) and air-dry to spend less energy and save 2.65 kg of CO<sub>2</sub>e per wash.

## Low carbon meal challenge

At least one low carbon meal (vegetarian, vegan, or pescatarian) per day for 5 days to save on average 6.15 kg of CO<sub>2</sub>e.

## The newsletter challenge

Unsubscribe from as many marketing newsletters as possible to reduce our ICT impact. By simply unsubscribing from 1 daily newsletter you don't engage with, you could save 1.46 kg of carbon equivalents over a year.





# 03. Inspire with impact





I want &Open to be the go-to for organizations and people who care about the environment, but also care about each other. Maybe they want to reward or recognize someone's work, or just celebrate a milestone with a carefully-sourced gift that resonates with their core values. Our promise to inspire with impact entrenches these values and moves towards a much more sustainable way of gifting that supports local businesses and minority suppliers. We know we operate in a wasteful industry, but I believe we can set ambitious goals and be the market leader that everyone wants to be.

**Mark Legge**, Co-Founder

**Gift imagery:** Recycled plastic chopping board designed and produced by Fredericks & Mae.







# Encouraging positive social and environmental impact

Our promise to ‘**inspire with impact**’ is about going beyond the typical gift-giving experience by giving back to our communities both socially and environmentally. We recognize that conventional gifting practices contribute to waste and inefficiency. Still, we believe that by setting ambitious goals and working with local businesses and minority suppliers, we can lead our industry toward a more sustainable and impactful future.



**Gift imagery:** Irish wool walking socks and the Headspace meditation app, a client favorite from our digital gift offering.



## Our goal and impact so far recap:

**10%**

By the end of 2023, **10% or more** of our clients gifting campaigns aim to **support social and environmental initiatives** through gift offerings.

**6.9%**

In 2022, **6.9% of campaigns** included a **donation or subscription option** to learning and mindfulness and platforms.

**2,268**

Across 2021 and 2022 our clients gifted **2,268 donations**, a total of **€151,536 was donated** towards social and environmental causes.





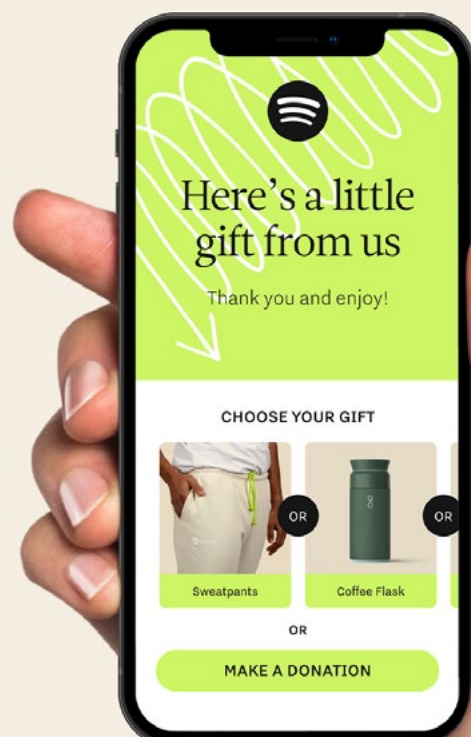
In 2021, **3.9% of campaigns included a donation** or digital gift. This **increased to 6.9% in 2022**, resulting in **2,268 donations totaling €151,536** in support of worthy causes in both years.



We believe that a gift can be more than just an object and that it has the power to create meaningful change. That's why our team is dedicated to designing campaigns that inspire reflection, action and contribute to meaningful social and environmental causes.

The key factor here is choice. By giving recipients the option to donate to a social or environmental cause instead of receiving a physical gift, we create a more positive impact and fewer unwanted gifts end up as waste.

**Gift imagery:** Organic cotton sweatshirt and corduroy baseball cap designed and produced by &Open for Northzone.







# Using our platform to give back and raise awareness

The focus on materialism in gift-giving can sometimes overshadow the potential for altruism. Donating to a charitable cause or a carbon removal project is the way to go for those who prefer not to receive physical gifts.

Gifting with a cause allows our clients to donate to the charity of their choice without being charged any handling fees. **In 2021 and 2022, our clients have donated a total of €151,536 through cause gifts** to charities that support children around the world, combat unjust legal systems, advocate for environmental causes, and more.

Through these practices, we empower recipients to decide how they want to make a positive impact with the gifts that &Open offers.



**Gift imagery:** Atlantic Wakame linocut print by Superfolk and a stack of recycled cotton blankets we designed and produced for various clients.



In 2022, most charity donations from our clients were directed towards organizations such as the **Red Cross, Voices of Children, and UNICEF** to help Ukraine.



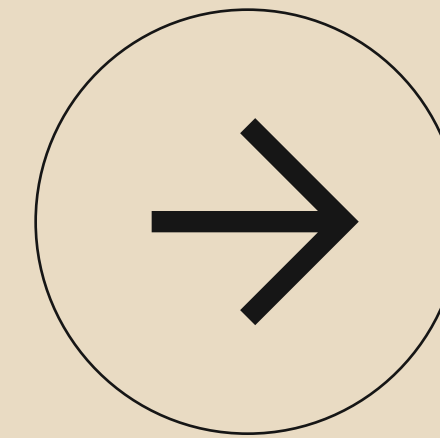


CLOSE UP



**Gift imagery:** Handmade, FSC-certified ash wood trivet by Superfolk, Ucon Acrobatics roll-top backpack and Ocean Bottle coffee flask.

37



# Gifts that inspire with impact

We believe that a gift can be more than just an object and that it has the power to create meaningful change. Through these practices, we empower recipients to decide how they want to make a positive impact with the gifts that &Open offers.





# Gifting carbon offsets

We recently launched a new feature that allows users to gift carbon offsets to recipients via our product integration with Patch. These certified projects have a wide range of benefits, from empowering farmers in Kenya to planting millions of trees that will remove carbon from the air to supporting the generation of renewable energy in India, reducing carbon emissions in a country dominated by fossil fuels.

Once a contribution has been made by an &Open platform user, they receive a digital certificate that outlines the project details and the amount of carbon that has been offset. We are excited to support projects like these, as they not only inspire carbon-conscious efforts on behalf of our clients but also use the act of gifting to directly tackle one of the most pressing challenges of our time: climate change.

Learn more by **clicking here** to  
read a blog article on our website







## Circular design

We wanted to find a way to repurpose the plastic waste generated by our studio, employees, local shops, and cafes into a unique and functional gift. To achieve this goal, we collaborated with Ian Walton from In Earnest to design, develop and produce a gift that reflects our brand, brings joy to the recipients.

After a design session with the team, we created a spinning top from recycled plastic. Spinning tops are closely linked to our brand, as we have gifted them to many existing and potential customers, and to our team. The response has always been positive, as they offer a fun break during the workday, helping to reduce stress between meetings or providing a pleasant distraction for thought.

The body of the spinning top is crafted from **100% recycled post-consumer HDPE plastic**, while the handle is sourced from FSC-certified wood. The packaging is made with a biodegradable, planet-friendly alternative to plastic: mushroom packaging.

Learn more by **clicking here** to  
read a blog article on our website







# Employee well-being

Circuit, a trailblazing financial technology platform, teamed up with us at &Open to elevate their sustainability objectives and enhance employee well-being.

Circuit isn't just about financial audits; they're about trust in every transaction. Guided by the United Nations Sustainable Development Goals (SDGs), they're committed to supporting the eradication of poverty, safeguarding the planet, and fostering global peace and prosperity. At &Open, we share these values, and that's why Circuit chose us to revolutionize their gifting strategy. By embracing our expertise, Circuit achieved a 33% reduction in time spent on corporate gifting, allowing them to focus on what truly matters: their mission. But it's not just about efficiency — it's about impact. Circuit's dedication to sustainability shines through in every personalized gift, from eco-friendly Ocean Bottles that combat plastic pollution to charitable contributions.

Read how other customers are using &Open on our website







That's a wrap,  
what's next?





# Reset gifting, rethink giving

Our goals are ambitious, and we acknowledge that there will always be room for improvement and we will continue to provide regular updates.

It has been a pleasure to provide you with transparent updates on our current environmental impact and our plans for 2023. The great thing about transparency is that it keeps us accountable, and we plan to uphold that accountability for as long as possible.

## TO RECAP, OUR RESPONSIBILITY PROMISES ARE:

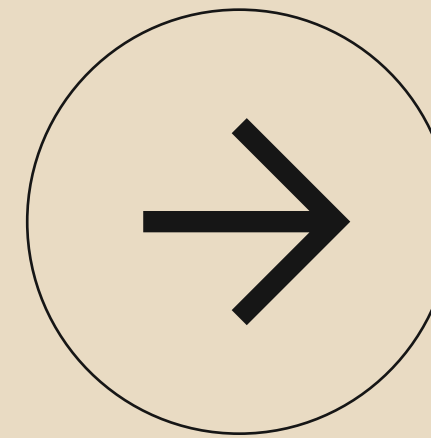
- Gift considerately
- Tread lightly
- Inspire with impact

The road ahead is long, but we are just getting started. Let's keep moving forward together.

**Reset gifting**  
Fix and redefine

**Rethink giving**  
Influence and guide





## What's next?

On top of all our carbon reduction initiatives, we want to expand our digital gifting options and &Open On-Demand, while still growing our cohort of environmentally conscious suppliers. Our goal is to become the leading example of responsible gifting globally. As the &Open team grows, we will hire and establish a strong sustainability working group. We are committed to dedicating our entire company to making a positive impact, and we are taking the necessary steps to become B Corp certified to solidify this commitment.

Keep an eye out for updates to come on our social platforms and blog. If you have questions, or would like more information, we'd love to hear from you. Shoot us a line at: [info@andopen.co](mailto:info@andopen.co)

# &Open