

# CPG SUSTAINABILITY WHITE PAPER

Together, we're offsetting 100 thousand pounds of plastic per year!



Carbon Rated Mining Daily Star 183

IMPACT COLLECTIVE

**eat the spoon**  
*Compostable*

We created our products to combat the growing plastic crisis in order to leave the earth in a healthier state for future generations.

Jack Kneubuhl  
Spoon Visionary, incrEDIBLE

REDUCED  
IMPACT COLLECTIVE  
CARBON IMPACT



Do something *green* today

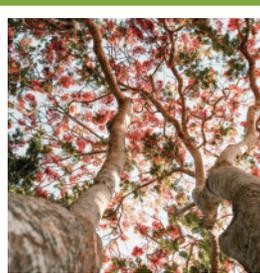
GROW THE COLLECTIVE  
by planting trees

IMPACT COLLECTIVE

We can all do better for the planet, together.



Daily reminder:  
Sustainability is *one step* at a time.



Biodegradable vs. compostable...  
What's the difference?

REDUCED  
IMPACT COLLECTIVE  
PLASTIC IMPACT

3 natural brands  
to try this National Wellness Month

To love a place is not enough. We must find ways to heal it.

Robin Wall Kimmerer

HEALTHY BODY  
HEALTHY PLANET




SUPPORTING  
IMPACT COLLECTIVE  
RENEWABLE ENERGY



REDUCED  
IMPACT COLLECTIVE  
WATER IMPACT

Our planet is changing...  
Are you?

HOLISTIK Wellness  
named Best CBD Drink

The Men's Health 2021 CBD Awards



REDUCED  
IMPACT COLLECTIVE  
PLASTIC IMPACT

Renewable energy?



I'm a big fan.

GreenPrint 

Copyright GreenPrint 2021 All rights reserved



## Does being green matter?

In 2021, GreenPrint launched the results of its first consumer study, "The Business of Sustainability Index." The Index, and future editions, will track sentiment around sustainability in the economy—how climate consciousness impacts consumer preference and perceptions of companies and their products, as well as the overall effectiveness of the sustainability benchmarking ecosystem across various sectors and demographics.

The key takeaway from the inaugural survey: Two thirds of Americans are willing to spend more on sustainable products. Demand is there—but many companies are failing to capitalize on it.

# Developing a **Sustainable Business Roadmap**

How companies are matching business objectives with an effective and easy-to-implement sustainability plan that meets goals while also being transparent to customers.

**E**ven before the pandemic, consumer trends were pushing upward growth in organic, grass-fed meats and plant-based foods. They were also pushing for transparency across the supply chain and for more environmentally friendly packaging. Now, consumers are leaning into these trends more than ever. In fact, 78% of consumers are more likely to purchase a product clearly labeled environmentally friendly and 73% reported that they use a product's environmental friendliness as a factor in their purchasing decision according to The Business of Sustainability Index (BSI) 2021 by GreenPrint. From all angles, it's clear that consumers care about the environment and sustainability has become a strong driver of purchases and consumption.

Companies in the natural products industry realize that sustainability has to be embedded in their DNA. But, taking on such initiatives is not always so straight forward. Significant costs, intensive research and operational disruptions can leave brands of all sizes feeling overwhelmed—and alone. Not to mention, while consumers are seeking environmentally friendly products, 74% reported that they don't know how to identify environmentally friendly products, while 45% said they need a third-party source to validate if a company is sustainable. So, how can companies create meaningful environmental impact, without massive operational disruption while also providing transparency to consumers? The IMPACT COLLECTIVE is one solution.

# THE IMPACT COLLECTIVE



The IMPACT COLLECTIVE is a community made up of forward-thinking brands, representing a wide range of products, who are committed to taking positive action to reduce their carbon, plastic, water and energy footprints. These brands are leveraging investments in global certified projects to offset their environmental footprints and further advancements in sustainable innovation.

Created by GreenPrint—an environmental technology and public benefit company—the COLLECTIVE is designed as a turnkey solution for CPGs, aimed at making it simple and convenient for brands to mitigate their environmental footprint affordably.

## WHERE TO START?

IMPACT COLLECTIVE not only helps companies reduce their environmental footprint, it provides a system for brands to show customers the impact they are making. Members are provided with a toolkit of resources to ensure their efforts don't go unnoticed. Resources include messaging and approved copy for employees, customers, the media, distributors and investors as well as campaign strategy thought starters and digital and social assets to help reach and engage with purpose-driven consumers.

Ultimately, IMPACT members are committing to reduce and offset their environmental footprint. Those who meet the annual offsets, reduction requirements, documentation and reporting standards laid out by Green Print, earn the ability to use IMPACT seals on products as an indicator of the work they are doing.

Each brand's journey on the sustainability path is different. To develop a plan of action in place, brands must complete an Environmental Input-Output Life Cycle Analysis (EIO-LCA) to measure the carbon, energy, water, waste, and toxic impact throughout the supply chain for each participating product. Each participating product must offset a minimum of 50% of their measured CO<sub>2</sub>e (carbon dioxide equivalent) emissions in at least one of the 4 environmental focus areas: carbon, plastic, water or energy. Companies can get started on this path with the help of IMPACT COLLECTIVE's portfolio of certified offset projects.

Not only can companies in the IMPACT COLLECTIVE benefit from sharing impact solutions, there's also shared benefits to being better together. As of May 2021, the COLLECTIVE has offset 2,664 metric tons of CO<sub>2</sub>—the equivalent of 3,264 acres



of forest—and removed 2,714 kgs of plastic from oceans, equal to 135,700 plastic bottles.

The COLLECTIVE's curated offset portfolio includes certified projects that support the UN Sustainable Development Goals and address:

- **Clean Water & Sanitation**  
To ensure availability and sustainable management of water and sanitation for all.
- **Decent Work & Economic Growth**  
To promote sustained, inclusive, sustainable economic growth, full and productive employment and decent work for all.
- **Responsible Consumption & Production**  
To ensure sustainable consumption and production patterns.
- **Life on Land**  
To protect, restore and promote sustainable use of terrestrial ecosystems, combat desertification and halt biodiversity loss.

## FOCUS ON

**PLASTIC:** By 2050 there will be more plastic in the oceans than there are fish (by weight). The IMPACT COLLECTIVE manages a portfolio of 3rd party certified projects in Haiti, Indonesia, the Philippines, India and more to reclaim ocean bound plastic from the environment. The COLLECTIVE'S plastic projects are concentrated to reflect the flow of plastic based on ocean currents and patterns. It focuses on communities that see the highest influx of plastic waste disposed of globally.

**ENERGY:** A future with more sustainable energy sources will require diversifying the current energy grid by investing in renewables such as solar, wind and geothermal energy, landfill gas biogas and hydropower. Renewable energy projects generate energy from renewable sources. Yet renewable energy joins energy from non-renewable sources in a blended grid of electricity. In order to track



and claim energy from renewable sources, companies purchase energy attribute certificates (EACs), which are also known as renewable energy certificates (RECs), Guarantees of Origin (GOs) or International RECs (I-RECs). IMPACT COLLECTIVE invests in all of these and other relevant renewable projects around the world to match up to 100% of the energy used by a business.

**CARBON:** Carbon offsetting balances out greenhouse gas impact in the environment. IMPACT COLLECTIVE begins by neutralizing carbon dioxide equivalent emissions through proportionate investments in carbon offset projects across the globe from Oklahoma to Mongolia, Brazil to Canada.

**WATER:** In response to growing global water scarcity, IMPACT COLLECTIVE brands offset their water usage by working with The Nature Conservancy's water projects and farmers in California who are saving billions of gallons annually. Current projects focus on Middle Deschutes River, Central Oregon; Flint River, Spring Creek, Georgia; and San Joaquin Valley, California.

# OVERCOMING BARRIERS

It can be difficult to know where to start when embracing a sustainability plan. "The amount of information and things you have to think about when you consider sustainability is a lot. It's not like there is one standard or program. Due to the seriousness of the issues such as climate change, trying to navigate that as a brand can be difficult. You may be trying to do the right thing and devoting a lot of time to navigating a whole different world, while at the same time trying to stay focused on your product," explains Lars Kvale, Vice President of Sustainability Solutions at GreenPrint. Often, brands can be overwhelmed thinking of a sustainability plan as a cost or something they have to do rather than as the opportunity that it is, says Kvale. The following IMPACT COLLECTIVE partners are leaning into those opportunities.



## THE PLASTIC CONUNDRUM

When TJ Stouder, CEO and Co-Founder of Holistik Wellness, set about to identify and procure the leading materials available to create a clean, easy-to-use and effective CBD product, he targeted all-natural formulas with zero added sugar and a supply chain he knew was safe and transparent from seed to STIK. But what about the plastic? The company uses fully recyclable plastic while also offsetting the plastic in each STIK. Currently, HOLISTIK Wellness removes 4x the plastic weight of each STIK from the environment, which equates to removing one plastic bottle or 20 grams of plastic, for every 5 gram STIK sold. The company is committed to going beyond neutralizing its plastic footprint to become plastic negative through global projects with IMPACT COLLECTIVE.

## KADA

### CHANGING AN INDUSTRY, ONE DROP AT A TIME

On a global scale, the clothing and textile industry sits right behind oil as the largest polluter in the world. The industry as a whole creates 208 million pounds of waste, and nearly 20 percent of the global wastewater comes from fashion. It can actually take more than 5,000 gallons of water just to make one T-shirt and a pair of jeans. That's why KADA CEO and Founder, Kassia Davis and her team are constantly exploring

ways to keep waste at a minimum while ensuring every piece of clothing the brand makes is built to last.

When prioritizing sustainability initiatives where the brand can reduce the waste it produces, the brand has focused on water, partnering with IMPACT COLLECTIVE to invest in global water projects. Doing so has enabled KADA to offset a percentage of the water used to make its garments, decreasing the company's overall footprint when it comes to waste. Through its work with IMPACT COLLECTIVE, the brand is off-setting 100% of the water used to make its tees and camis, and 10% of water waste in items of additional lengths.



Dinesh Tadepalli's "a-ha" moment came when he looked in the garbage can at an ice cream shop and saw hundreds of plastic spoons. Since then, the co-founder of IncrEDIBLE Spoon, the first mass manufactured edible spoon, has

"Climate change is an issue that all brands will have to respond to. Trying to navigate how-to can be difficult."

Lars Kvale,  
Vice President of  
Sustainability  
Solutions,  
GreenPrint



focused on solving for the fact that roughly 100 million plastic spoons are used and disposed of every day in the U.S.

IncrEDIBLE Spoons are made from non-GMO whole grains. If consumers don't have the appetite to eat them, they are compostable. In a consumer study conducted by the brand, 91% of respondents said they would prefer to use an edible spoon and 70% said they are willing to pay for it. While priced higher than a plastic spoon, Tadepalli notes that this is an opportunity to tap into the consumer desire for more sustainable products. Ice cream shops for instance, could price the edible spoon the

same as a topping to help mitigate costs.

IncrEDIBLE Spoon has partnered with the IMPACT COLLECTIVE to offset its carbon footprint and to recover an equal amount of plastic from the oceans that the brand uses in its supply chain. As Tadepalli notes, "We are trying to do something at every point along the supply chain." Referring to the number of plastic spoons used every day, he adds, "As people we are responsible to work together and replace that with something more innovative."