

naked sprout

The UK's Most Sustainable Tissue Products



Certified



This company meets the
highest standards of social
and environmental impact

Corporation



HELLO!

2022 has been and gone. BUT, what a year..

We are so proud (and have been very excited) to present the impact you have made by switching to Naked Sprout in the form of elephants, tennis courts and bath tubs!

We have some really exciting things happening for 2023 but for now, grab a hot drink and read about last year.

As always, a HUGE thank you from us and we really hope you're impressed.

Tom Leila

Tom & Leila

CONTENTS

OUR TEAM

2

PROCESS

3

- BAMBOO
- PEOPLE
- WATER
- HEAT
- DELIVERY

3
4
5
6
7

IMPACT

8

- 2022 IN NUMBERS
- NOT BY OFFSETTING
- OUR FIGURES
- AT HOME
- AT WORK

8
9
10
11
12

GIVING BACK

13

- JUST A DROP
- OUR DONATIONS
- A WORD FROM JAD CHAIRMAN

14
15
16

POSITIVE CHANGE

17

- B CORPORATION
- OUR SCORE
- OUR FUTURE

18
19
20

THE UK'S MOST SUSTAINABLE TISSUE PRODUCTS

It's hard to imagine a more everyday item than a toilet roll. In the UK, they're a household necessity, on all our shopping lists and in all our bathrooms. The average Briton uses 127 of them per year.

And every flush comes at a cost. Demand for toilet roll in the UK alone drives the felling of 7 million trees every year. Add to that the harsh chemicals that are added in manufacturing and end up in our waterways, and the huge amount of fossil fuels burned in the factories that transform pulp to paper.

By putting sustainability at the heart of everything we do, Naked Sprout is using the humble toilet roll to change tissue manufacturing. We are eliminating unnecessary waste, protecting our environment, upholding the best standards of employment, and pioneering a renewable manufacturing process that will serve us into the future.

You'll find more detailed information in the following pages, but here are the headlines:

- A unique, fossil fuel-free manufacturing process that exceeds B Corp's standards of ethical employment and environmental impact.
- Unnecessary bleaches, dyes, and harsh chemicals eliminated, and absolutely no plastic.
- The lowest carbon emissions in the sector by at least 50%.
- A commitment to improving sanitation worldwide.
- Clear objectives for 2023 and beyond.

OUR TEAM



Sprout



Mascot

Sarah



Co-Founder

Rosie



Customer Services

Dave



Customer Services

Leila



Founder

Tom



Founder

We are a remote working company. Members of our team are free to work where they are most comfortable, and going without an office means we save energy, commuter miles, and give our team the flexibility to work around their families. All the team at Naked Sprout earn a living wage.

PROCESS

The majority of bamboo toilet rolls are manufactured in China, in factories that use 100% fossil fuel, or a mixture of fossil fuel and renewable energy, to power their processes.

That's where we started too, but we decided to make a change while we were still green and growing. Since the end of 2021 all of our manufacturing takes place in Europe, using 100% renewable energy from on-site and local sources. And that's just the beginning.

PROCESS - BAMBOO

We start with bamboo. This giant-size grass can grow up to three feet in a single day using only rain water, and reaches full maturity in 4-6 years. These properties make it a brilliant resource for sustainable tissue products, reducing the pressure on intact forests and requiring less resources and management than other forms of commercial timber forest.

For years the only commercial source of this kind of bamboo has been China. But as the sustainability of bamboo becomes more apparent demand is growing, and so are the next generation of commercial bamboo forests all over the world. We are working towards having a source of bamboo much closer to home in future.

And wherever we get our bamboo, we will only ever source from forests that have been certified by the FSC®, the mark of sustainable forestry. This means that the raw material for Naked Sprout is grown in forests that meet clear standards of responsible stewardship; benefiting and respecting local communities, safeguarding natural habitats, and never contributing to deforestation.



PROCESS - PEOPLE

The most important part of our manufacturing process are the people who make our rolls.

Since the end of 2021 our products have been manufactured in Europe, in a paper mill first established in 1881 in Northern Spain.

Tissue paper manufacturing is hugely energy intensive and so achieving sustainability in this sector is immensely challenging, and the team at our factory have risen to this challenge.

While other companies set their sights on goals for 2030 and 2050 we are pioneering sustainability in all of our operations right now, manufacturing with all renewable energy and without any plastics.

And we won't compromise on the pay or welfare of our team. Our manufacturing process provides good jobs; with safe working conditions paid at a living wage. As a result of this commitment to ethical and sustainable manufacturing, our factory is the first B Corp certified tissue mill in the world and is ISO certified as carbon neutral manufacturing and zero emissions



PROCESS - WATER

Water is essential to all paper manufacture, mixing with harvested plant material to create the pulp that is formed into sheets. The site of our factory was chosen for its proximity to the river Fluvia in 1881, and the river still provides the water we use for every box, roll, and sheet of Naked Sprout.

We take our stewardship of this resource seriously. We don't add bleach or chlorine to our paper to whiten it, and we don't add any dyes, fragrances, or harsh chemicals. This means that no unnecessary chemicals are being manufactured, transported, or drained back into the water supply.

At the end of manufacturing, our biological wastewater treatment plant uses microorganisms to breakdown the organic residue that has been created during manufacturing. This residue is combustible, so that it can be dried and fed back into the biomass boiler on site.

The water left at the end of this process is so clean that it can be returned to the Fluvia in the same condition as it was taken - nothing goes to land fill or is wasted.

Fluvia River, Besalu - Spain



PROCESS - HEAT

There's another big benefit that comes with manufacturing in Northern Spain - 2330 hours of annual sunshine. Our factory puts every ray to good use, with more than 8000 solar panels on site providing clean, renewable energy to power its operations.

All that sunshine can lead to forest fires, so the twigs, bark, and small branches that gather on the forest floors of the region are continually swept and cleared. The organic material gathered in this process has no apparent use to most manufacturers, but it's useful to us. Our factory has its own biomass boiler which converts this natural byproduct of forest management into the steam that drives the machines to make your Naked Sprout tissue.

And there's another source of energy on our doorstep. The fields surrounding the factory provide pasture for local sheep farmers, and we take advantage of that as well, recovering biomethane from their herds!



PROCESS - DELIVERY

Naked Sprout is built around direct delivery to the home or workplace, so our choice of delivery partner is incredibly important. In 2022 we have deepened our relationship with DPD, the UK's leader in sustainable delivery, and as of January 2023 we deliver all of our parcels with their carbon neutral delivery.

Our decision to work with DPD was made on the basis of the steps they are taking right now to build the UK's most sustainable delivery network, and their clear vision for the future. They are leveraging the scale of their network to monitor air quality in cities across the UK, recycling and reusing 90% of their packaging waste, and building new facilities powered entirely by renewable energy. In 2022 they were named Sustainable Business of the year by Business Champion Awards, in recognition of these efforts.

Eventually, we want to see all Naked Sprout delivered on electric vehicles, and DPD wants that too. Throughout 2022 they have focused on the rapid decarbonisation of their fleet, doubling their electric vehicles on the road from 1500 to 3000. By the end of 2023, DPD will be delivering to 30 major towns and cities in the UK on electric vehicles only.



IMPACT - 2022

With our pioneering manufacturing process, our impact is as low as it can be. The benefits are passed on to our customers, lessening the everyday impact of their homes and workplaces.

IMPACT - 2022 IN NUMBERS

HARSH CHEMICALS



With no bleach, dyes, fragrances or harsh chemicals used in our manufacturing we prevented **12,269 litres of chemicals** from entering our water ways in 2022. That's **153 full bath loads**.

PLASTIC



We have saved **3 tonnes of plastic** from entering landfill. That's the equivalent of **154,321 million plastic bottles**, or more than the weight of **an elephant!**

DEFORESTATION



By manufacturing using 100% bamboo we have saved **14,410 trees** being cut down. That's the amount you'd find growing in **18 acres of UK woodland** or the equivalent of **288 tennis courts**.

CARBON



With 100% renewable energy generated on-site at our factory we've stopped over **97 tonnes** of carbon entering the atmosphere - the equivalent of **burning 823 barrels of oil**.

IMPACT - NOT BY OFFSETTING

Most eco toilet roll brands burn fossil fuels in their factories, and use offsetting to balance the resulting carbon cost, by donating to programs that plant trees in new forests that are being cultivated for this single purpose.

At Naked Sprout we are all for trees, and we are doing everything we can to protect the world's existing forests. All of our products and packaging are made with bamboo or recycled material, and we only source our raw materials from sources certified for responsible forestry by the FSC®.

But we are convinced that the challenges of sustainable manufacture cannot be met by planting new trees alone. As a company we have chosen to focus on pioneering new methods of manufacturing that don't burn fossil fuels in the first place.

In 2022 the renewable energy generated on-site at our factory has ensured we don't have to rely on offsetting to keep our emissions low.



IMPACT - OUR CARBON FOOTPRINT

In 2022 we instructed an independent company Carbon Footprint Ltd to review our carbon emissions to see how they compare to other tissue products on the market. Each stage of the supply chain has been factored in - raw material supply, transportation, waste management, transport of raw material to the factory and delivery to customers at home.

We're incredibly proud of our numbers, and we want to be transparent with them.

Naked Sprout products produce 50% fewer carbon emissions than comparison products (1).



IMPACT - OUR CARBON FOOTPRINT

Naked Sprout measure CO₂e emissions in all 3 scopes:

We are committed to measuring, reporting and improving our emissions - and are well on the way to net zero. We believe in reducing emissions wherever possible and look to do this in the first instance, using offsetting as a last resort to offset unavoidable emissions in the achievement of net zero. Our goal is to achieve net zero by 2042. Our 2022 calculations are the 3 scopes are:

Scope 1: 1 tc02e

Scope 2: 0.2039453 tc02e

Scope 3: 415.60 tc02e

Emissions have been calculated in line with the GH Protocol and our scope 3 emissions have been independently calculated by The Carbon Footprint Company Ltd. We aim to reduce our 2022 emissions by a minimum of 20%.



IMPACT - AT HOME

Once our rolls reach your doorstep it's no longer just about our impact, it's your impact too. Homes up and down the UK are cutting meat consumption, reducing energy use, and looking to reuse, donate, or recycle as much as possible. At Naked Sprout we're doing everything in our power to support this collective effort.

The average person in the UK uses 127 rolls per year. Switching to Naked Sprout from bamboo tissue manufactured in China **saves enough carbon to charge a smartphone 2,873 times**. And switching from recycled paper manufactured in the UK saves enough to boil water for **1,000 cups of coffee**.

If everyone in the UK made the switch to Naked Sprout, even if they were already using recycled paper manufactured in the UK, the savings would be the same as running 385 wind turbines for a whole year.



IMPACT - AT WORK

The challenges of consumption in our homes are multiplied in the workplace, and so are the opportunities for change.

All UK businesses have been challenged to bring their emissions to “Net Zero”, ensuring that their operations are no longer adding to the climate crisis. To meet this target companies will need to consider not only the direct carbon cost of their operations and energy use, but all the everyday supplies and sundries that keep a company moving.

It's here that Naked Sprout shines, delivering real value to our business customers by taking a huge bite out of their carbon footprint.



13



As an example one of our longstanding supporters Charles Russell Speechlys saved the equivalent of 1.3 acres of forest over 12 months in their London offices



GIVING BACK

Sanitation is a human right. People need clean water to drink and to wash, and safe toilets to use every day.

But globally, 3.6 billion people live without access to a safe toilet, and the water supply of 2 billion people is contaminated with human waste. The lack of these basic necessities traps communities in poor health, insecure food supply, and long and arduous journeys to collect water every day.

This has to change. The UN has set the target of universal access to clean water and sanitation by 2023. It's an ambitious goal, to reach it we need all hands on deck. Naked Sprout and our customers are pitching in by supporting the work of [Just a Drop](#).

CLEAN
HANDS
SAVES
LIVES!

Wash hands
with soap
And
clean water!

CHOOSE
HAND WASH
CHOOSE
HEALTH

GIVING BACK - Just a Drop

Since 2020 every box of Naked Sprout funds the life-saving work of Just a Drop, improving access to clean water and sanitation around the world

The team at Just a Drop pursue a model of community-led development, rather than aid. This means they work with local partners to help implement initiatives that have been developed by people in the affected communities themselves, and will be owned, maintained and managed by them.

This approach leads to projects and solutions that are enduring, high quality, and relevant, with the greatest possible impact on the specific challenges a community faces.

Since 1998 Just a Drop has provided support for grassroots projects reaching over 1.9 million people in 32 countries around the world. And they are growing, developing their holistic approach to offer support in even more areas, such as food security, income generation, and menstrual hygiene management.



GIVING BACK - OUR DONATIONS

We work closely with Just a Drop to ensure steady support that meets their operating needs. Like any company, our profits are variable, and so we structure our donations to them as an amount per box, the equivalent of giving a child in Kenya safe water at school for a year.

This means that Just a Drop can forecast our donations based on our stock provisions, and our customers know how their purchases support this vital work.

Since 2020, contributions by Naked Sprout and our customers have supported projects reaching **264,000 people**.

In 2022 our donations helped to fund the completion of 54 projects in Kenya, Uganda, Zambia, India, Cambodia, and Nicaragua.

These projects reached **49,000 people in 82 communities, 26 schools, and 3 health centres**.



49,000 PEOPLE

82 COMMUNITIES

26 SCHOOLS

3 HEALTH CENTRES



GIVING BACK - Just a Drop

“At Just a Drop, we are delighted to have completed another successful year working in partnership with Naked Sprout; a B-Corp organisation who values sustainability as much as we do. Naked Sprout has long supported the totality of our work across the globe, strengthening the impact we have as an organisation and helping us to reach many more people with sustainable safe water and sanitation and as a result transform lives.”

Fiona Jeffery OBE, Founder & Chair



POSITIVE CHANGE



We have the highest B Corp score in our industry, a reflection of our positive impact today, and our plan for tomorrow.

POSITIVE CHANGE - B CORPORATION

B Corps, or B Corporations, are companies that have passed the certification process pioneered by B Labs. This non-profit organisation was founded in 2006 with a conviction that businesses have obligations that go far beyond profits, to address the critical challenges we face in our global economic system and its social and environmental costs.

Since then their rigorous assessment process has become internationally recognised as the gold standard in sustainability assessment, and the B Corp logo can be seen on the websites, headquarters, and shop fronts of responsible business around the world.

And it's not just a stamp, it's a thorough assessment.

Companies that apply for B Corp status are declaring that they have a responsibility to create positive changes, that people and place matter, and that businesses should aspire to do no harm and benefit all. They assert that their social and environmental impact meet the highest standards, and they provide all of the documentation to back it up.

The assessment results in an overall score, so customers can clearly see how you are doing, and the scope for improvement.

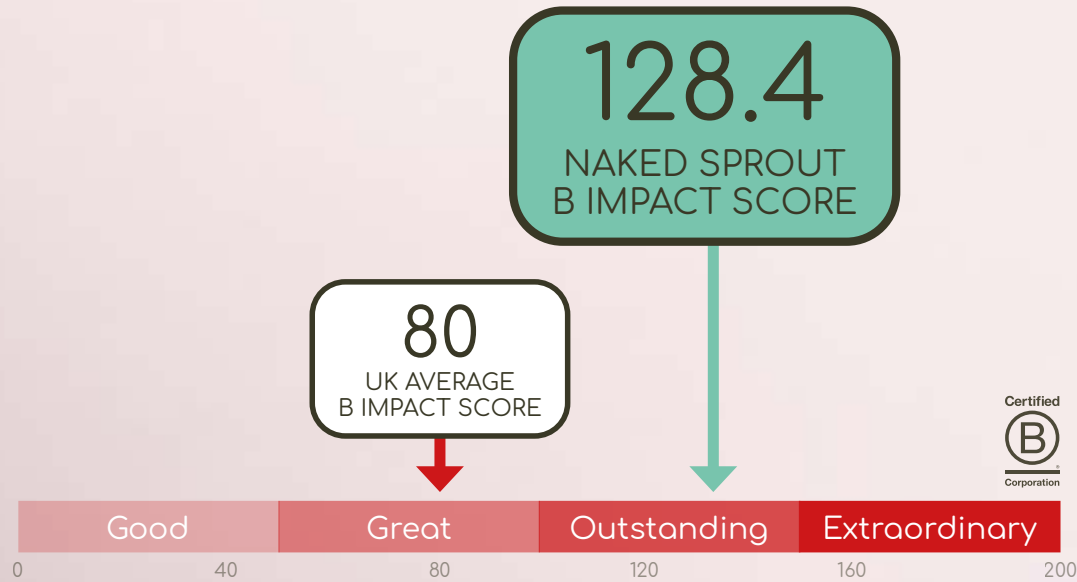
So how do we score at Naked Sprout? ...

POSITIVE CHANGE - OUR SCORE

With a score of

128.4

Naked Sprout is the world's highest rated B Corp in our sector.



POSITIVE CHANGE - OUR FUTURE

Our customers are committed, conscious, and clear-eyed about the environmental challenges we face. They are our best supporters and champions, and following our crowd-funding campaign in July 2022 they own a stake in our future.

We were bowled over by the response to our campaign, and the **791 investors** who came on board to support the direction of our company and our vision for the future.

We won't waste a penny. All of the funding we have received has gone back into Naked Sprout, improving the efficiency of our operations and making sure the UK's most sustainable option is as accessible as it can possibly be.



2023 - GOALS



Launch a First to Market product helping more people make the switch

Continue to further increase the sustainability of our products

Double our Just a Drop donations



naked sprout

hello@nakedsprout.uk
Naked Sprout Limited
Est 2020

Company number: 12861535 | VAT number: 357165385
FSC license code: FSC C007915



Certified



This company meets the
highest standards of social
and environmental impact

Corporation