



P Project
M E R C H A N D I S E

**Impact Report
2023 - 2024**



Merch Matters

A note from our founders

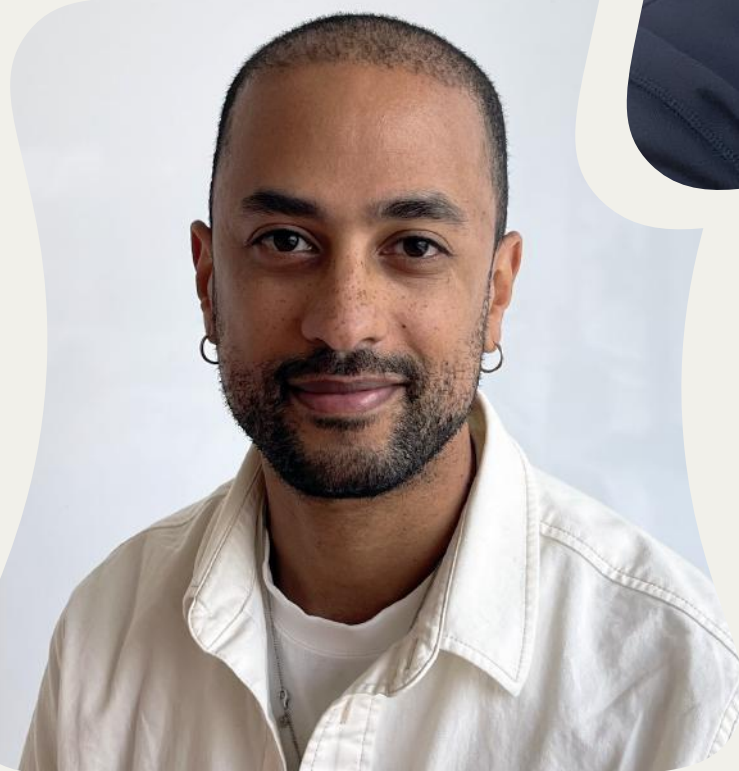
Completing our annual impact statement is a cornerstone of our B Corp commitment. It allows us to revisit targets, reflect on achievements, and remain accountable to our stakeholders. As recertification approaches, we're over the moon with the great leaps we've made towards our sustainability goals in our fourth year in business.

Without a doubt our highlight has been achieving carbon neutrality, a major milestone in our sustainability journey. We've also expanded our tech capabilities, managing 8 webstores for key clients, as well as sharing some of our learnings on sustainability to the wider industry. Our message is clear: sustainable business is achievable and should be embraced, not feared.

While we've faced new challenges like staff turnover (it was bound to happen eventually!), we've adapted thanks to robust processes and a positive company culture. Our high standards of service and our ambitions remain.

Speaking of ambition, even the most passionate pursuits require strategic planning, and so we've re-evaluated the timelines on some of our goals for a more achievable impact roadmap.

One thing that's unchanged, however, is our sense of purpose.



Index

Page 4

About Project Merch

An overview of our mission

Page 5

The Story So Far

Page 7

Our Team, Our Pillars

Page 8

Beyond the Bottom Line

Our B Corp Journey

Page 9

Our Year In Numbers

Page 10-19

Impact Areas

- 11 Environment
- 14 Governance
- 15 Community
- 16 Customers
- 18 Workers

Page 20

Looking Forward

What we want to achieve in the coming year



About Project Merchandise

Not all merch is created equal. We're challenging the status quo to lead a movement towards a brighter, more sustainable future for branded promotions.



Our mission is simple:

We're making merch more sustainable, putting people and planet first, one product at a time. By demystifying the green jargon to provide only the most innovative sustainable products, we empower brands to connect with their audiences, confident in the credentials of their merch

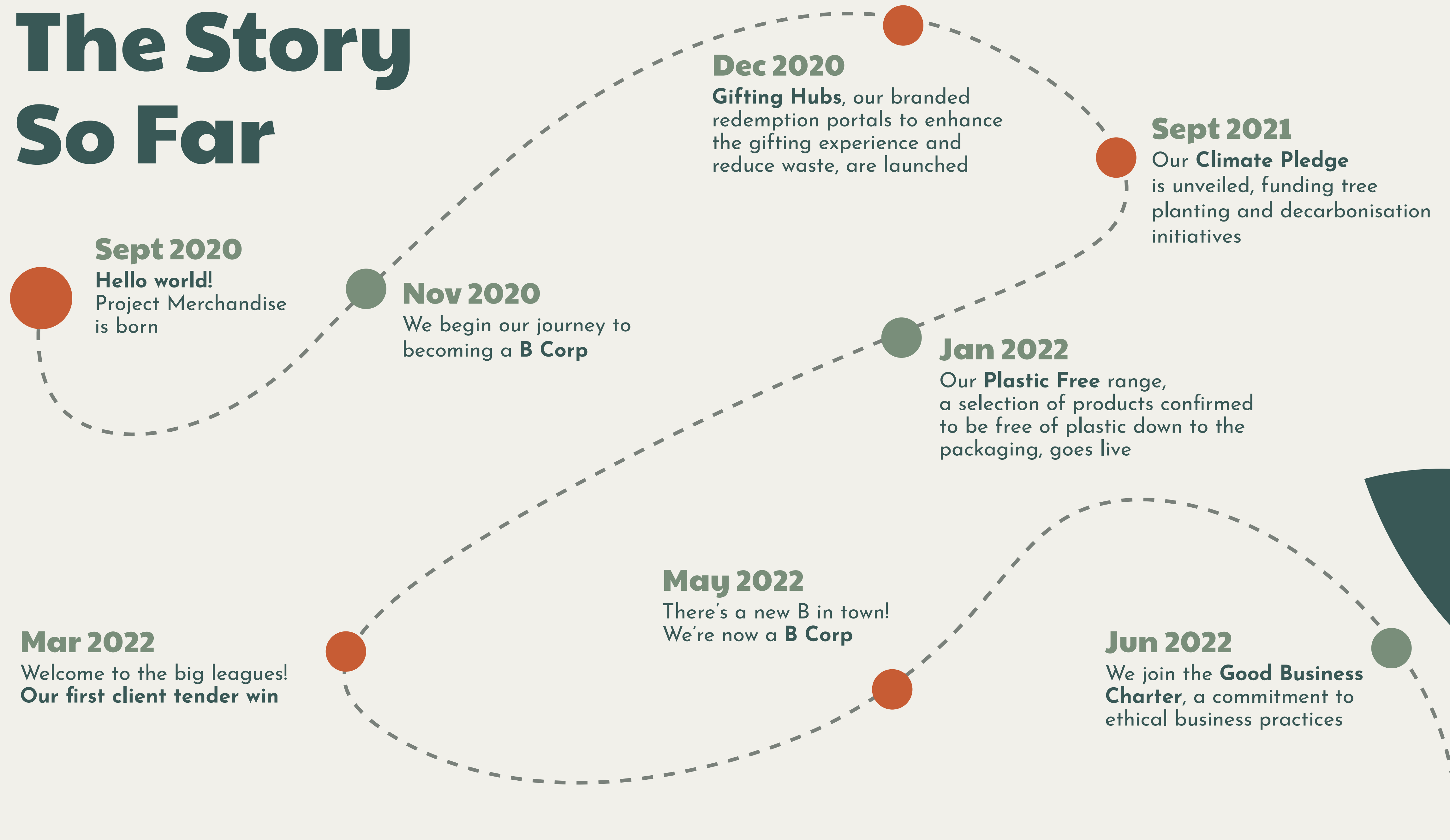
How do we do it? By prioritising sustainable materials, ethical production practices, and responsible sourcing, helping you to make thoughtful merch choices

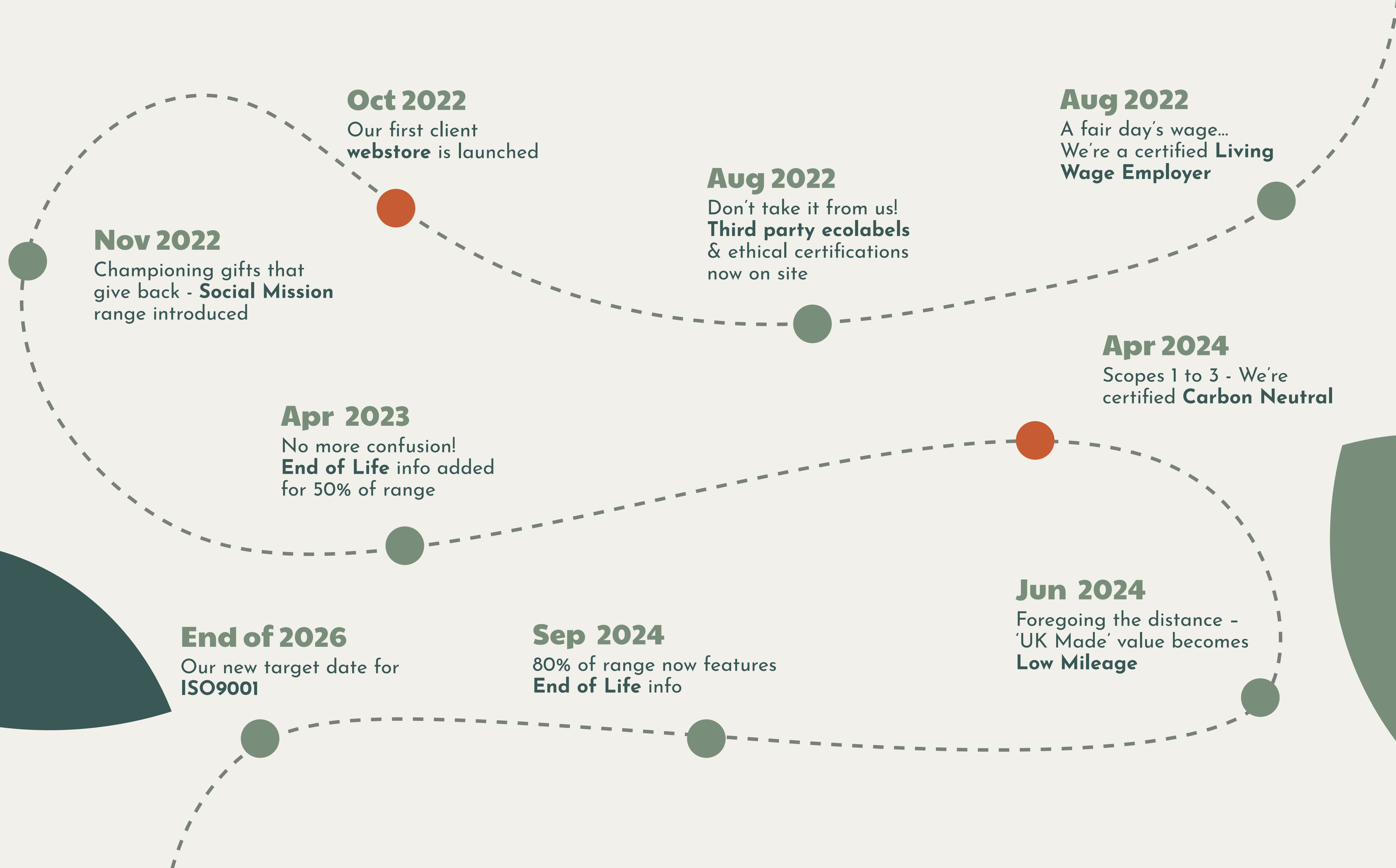
Memorable moments deserve memorable merch

Inspire the people that matter most to your business and lead the change by choosing merch that minimises environmental and social impact



The Story So Far





Oct 2022

Our first client **webstore** is launched

Aug 2022

A fair day's wage...
We're a certified **Living Wage Employer**

Nov 2022

Championing gifts that give back - **Social Mission** range introduced

Aug 2022

Don't take it from us!
Third party ecolabels & ethical certifications now on site

Apr 2024

Scopes 1 to 3 - We're certified **Carbon Neutral**

Apr 2023

No more confusion!
End of Life info added for 50% of range

Jun 2024

Foregoing the distance -
'UK Made' value becomes **Low Mileage**

End of 2026

Our new target date for **ISO9001**

Sep 2024

80% of range now features **End of Life** info

Our Team, Our Pillars

After four years of evolution, we felt it was time to update our company values to better represent what Project Merchandise is today.

To create guiding principles that authentically reflected our aspirations and empowered our decision-making, we consulted the collective wisdom of our team. Having them involved in this process allowed us to capture the insight of the people at the foundation of our success.

Empowering Conscious Purchasing

We believe in the power of business as a force for positive change. Committed to a triple bottom line, our focus is not just profit, but also the impact we have on people and the planet.

To make the sustainability of merchandise easier to grasp, we break it down into a set of clear values so that buyers can purchase based on what matters most to them. These values are our non-negotiable standards; we simply won't offer items that don't meet them.

Integrity is central to this commitment: From the products we offer to the interactions we have with all stakeholders; we conduct ourselves with honesty and transparency, and we'll never settle for the status quo. We're constantly striving to improve, seeking new ways to make a positive impact.

Setting a New Standard for Sustainability in Our Industry

Bearing our share of the collective responsibility for the future of our planet, we've always wanted to make an impact beyond our own company.

By raising awareness and raising standards in our sector in areas such as production, transparency, quality, and end of life, we aim to reduce the impact of our entire supply chain for the greater good of the industry.

Harnessing The Collective Brilliance of Our People

We have a fantastic team.

Our people are passionate, environmentally minded, and invested in our mission. We are dedicated to giving them the platform to grow by identifying and nurturing their unique strengths, and providing the necessary tools and opportunities to unlock their full potential.

Beyond the Bottom Line

Our B Corp Journey

We're committed to doing business differently: that's why we're proud to be a certified B Corporation™. B Corps are a community of businesses that meet high standards of social and environmental responsibility, transparency, and accountability.

We achieved B Corp status in April 2022 after undergoing a rigorous assessment that measured our impact across five key areas: governance, workers, community, environment, and customers. We also incorporate stakeholder interests into our decision-making by legally amending our governing documents.



- 82 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

More than a Label: A Force for Good

Becoming a B Corp is more than just a certification: it's a public declaration of our commitment to using business as a force for good. We believe in creating a "Triple Bottom Line" - considering people, planet, and profit in everything we do. In joining the B Corp community, we connect and collaborate with other businesses, dedicating our collective efforts to creating positive change.

Follow our Progress

We're transparent about our progress, you can see our impact score at bcorporation.net. With improvements our operations, we're aiming for an even higher score in our next recertification in 2025.

Together with our fellow B Corps, we can create a more sustainable and equitable future for all.

Our Year In Numbers

816.62 tonnes CO2e

Our baseline carbon footprint

Industry leading
sustainable product range:

84% accredited

101,750 trees

planted with Ecologi

10 employees

Our team is growing!

80% of products

have end-of-life guidance

21.5% expansion

of our customer base

**100% employee
satisfaction**

in our latest
employee survey

**107.5 hours
volunteered**

Our team is committed
to giving back!

4.9 stars

rated on Trustpilot

1,392 Tonnes

of CO2e emissions offset

5%

Our emissions intensity
reduction target for 2024-25

Impact Areas

What we achieved this year



Environment

What we're doing to improve our environmental stewardship

What we said we'd do this year:

- Increase the proportion of our product range with published End of Life instructions
- Certify our environmental management system to the ISO14001 standard
- Verify our entire carbon footprint for scopes 1-3, and certify to the PAS2060 Carbon Neutral Standard

What we did this year:

- Working closely with our supply chain, we've managed to gather accurate End of Life instructions for a massive 80%, up from 50% last year. While we always suggest repurposing where possible, some products are best sent to landfill at the end of their lives, and we'll be looking to find more sustainable alternatives for those items moving forward
- Achieving ISO14001 remains a priority for us but sadly we weren't able to make this happen this year. We have re-evaluated our goal for this, and plan to certify in 2026
- We're now a carbon neutral company, with all direct and indirect emissions associated with our operations, products, and services accounted for and offset
- We committed to a plan to reduce our emissions intensity by 5% in the coming year
- Our Made in UK value has been updated to Low Mileage, better reflecting the environmental benefits of local and low-footprint sourcing, and our policy of serving European customers with EU-sourced merchandise
- We're still leading the way in sustainable merchandise: 62% of our products are made using certified input materials

Environment

Climate Pledge

Our Climate Pledge, launched in September 2021, enables us to support reforestation efforts and CO₂e avoidance initiatives in collaboration with Ecologi. That impact now stands at over 230,000 trees funded and 4,200 tonnes of CO₂e prevented via 36 carbon avoidance projects.

Here are a few of the projects we supported this year:

Peatland restoration and conservation in Indonesia

This project is aimed at protecting and restoring 149,800 hectares of peatland ecosystem by preventing fire and illegal logging, as well as preventing water from draining away



Reducing landfill emissions in Brazil

By capturing the highly polluting methane gas released by decomposing waste at landfill and converting it to electricity, this project has made emissions reductions measured at 102,580 tCO₂e to date

Generating renewable solar electricity in Egypt

Benban's solar farm is one of the world's largest, and by displacing oil and gas energy, it is expected to prevent an enormous 779,450 tonnes of CO₂e from entering our atmosphere over its 10 year lifespan



Environment

Carbon Neutrality

To take meaningful action on climate change, we've measured all carbon emissions associated with our operations and those of our supply chain.

As of 2024, we are a carbon neutral company, independently certified by Control Union Certifications in accordance with the PAS2060 Carbon Neutral standard.

In addition to measuring our emissions, this standard verifies that we have made changes to the way we work to bring our emissions intensity down, with a target reduction of 5% for the coming year, before supporting external carbon 'balancing' projects to bring the effective total down to zero.



Governance

Enhancing the policies and practices relating to our mission, ethics, accountability and transparency

What we said we'd do this year:

- Pursuing our ISO 14001 certification to measure and improve our environmental impact with an effective environmental management system

What we did this year:

- Having re-evaluated the need for ISO 14001 following the completion of our Carbon Neutral certification, we feel as though we've made great leaps in measuring our impact, therefore we have decided to defer this standard to a later date
- In collaboration with our team, we have re-written our company pillars to better reflect the business we are today and the mission that we're pursuing



Community

How we contribute to the economic and social wellbeing of the communities in which we operate

What we said we'd do this year:

- Maintain our commitment to volunteering, giving our employees the opportunity to take up to three days per year away from work to support causes that are close to them or to our mission
- Organise team impact days to help us meet our volunteering goals
- Create a bank of suggested organisations for employees to volunteer with

What we did this year:

- Through a combination of independent and company-led volunteering initiatives, the team have contributed a grand total of 107.5 hours to good causes
- To help make it easier for our team to find volunteering opportunities and increase that total, we are now enrolled with Matchable
- While our overall range has expanded, we remain committed to social responsibility: 12% of our products support good causes, either through donations or community initiatives
- 70% of our range comes from suppliers or factories that have been audited and accredited to an ethical standard
- We're proud to have had our efforts recognised by B Lab UK, who chose us to supply the merchandise for their own event, Louder Than Words



Customers

How we're improving the value created for our customers and the end consumer

What we said we'd do this year:

- Formalise our commitment to quality management by certifying to ISO 9001, with customer benefits including a consistent product/service quality, reduced risk of defects and errors, and a strong foundation for improvement

What we did this year:

- We remain committed to achieving ISO 9001 certification and have made significant progress, but due to competing priorities, we've adjusted our timeline for achieving this important milestone to 2026
- We've strengthened our data security measures by updating policies, conducting training, and implementing a cyber attack reporting process and business continuity plan to safeguard customer information and maintain trust



What They Say

Our exceptional service makes your sustainable choices that little bit sweeter; we're proud to offer a service that not only satisfies our customers but also reflects in our **4.9-star TrustPilot rating**. But don't just take our word for it – see what our customers have to say about their experiences with us.

Beautiful embroidery, quick turn-around, and always ready to answer our (many) questions - thank you Project Merchandise!

We wanted merch that people wouldn't want to throw away or get forgotten in a dark and dusty drawer. Project Merchandise offer a great selection of products that tick all of these boxes! There need to be more companies like this one!

The team were so patient with us whilst we settled on our final design and were super accommodating for our tight turn around. The quality of the items is incredibly high and we are incredibly pleased with the final product!

The quality was amazing, and they went above and beyond to meet our delivery deadline. It's even better that they're environmentally friendly :)

It was really appreciated that all packaging was paper or cardboard, so we avoided plastic packaging - such a relief to see this in deliveries.

From start to finish, Project Merchandise demonstrated professionalism and dedication to ensuring our satisfaction. I highly recommend them to anyone seeking reliable and top-notch merchandise solutions.

Thank you, Project Merchandise, for your outstanding service!

Workers

How we're contributing to the financial, physical, professional, and social well-being of our team

What we said we'd do this year:

- Identify skills gaps to create an action plan to level up the team's abilities and help them achieve their professional goals
- Revamp our employee survey to help us gather better, more actionable insights
- Review individual development objectives to include goals that align with company, environmental, and customer goals



What we did this year:

- We're investing in our team's growth with tailored training and coaching opportunities to support them and their future aspirations
- Our employee survey has become a valuable tool for measuring our progress and gathering anonymous feedback. This year's survey revealed 100% employee satisfaction, with 100% recommending us as a great employer
- Our performance review process now aligns individual goals with clearly defined company objectives, ensuring regular progress tracking. Meanwhile our partnership with Matchable has inspired a team-wide commitment to giving back, with each member setting annual goals to contribute to our community
- We've expanded our parental leave policies to offer greater support to team members starting families
- Our new social committee is fostering a strong sense of community within our team, with regular social events to keep us connected and engaged as we continue to grow

Behind the Scenes

Our community involvement

Here's a glimpse into some of the ways we've been making a difference in our local area. From tending to community gardens to supporting vital food banks, we can't get enough of the passion and enthusiasm our team brings to giving back.



While we achieved a commendable 107.5 hours of volunteering in the past year, we fell short of our goal. To boost our impact, we've partnered with Matchable. Their innovative platform connects employees with meaningful online and in-person volunteer opportunities that align with their skills and interests.

Our aim is to double our annual volunteer hours per employee, reaching 24 hours each.

Looking Forward

What we want to achieve in the coming year

With our new company pillars guiding us, we're continually seeking new ways to improve our impact.

As we build upon recent successes, we're excited to set even higher standards. Here's how we plan to raise the bar in the coming year.



Environment:

- **Emissions Reductions:** As a Carbon Neutral organisation, we've committed to a comprehensive emissions reduction plan. This includes an ambitious target of a 5% reduction in our emissions intensity over the next 12 months, and the work is already well underway to get us there.

Governance:

- **B Corp Recertification:** B Corps like us must recertify every three years, and we're measuring our progress to maintain our status within the B Corp community. This process ensures that we're making a positive impact across the five impact areas.

Our B Impact Assessment is now in progress, and we can't wait to see how the progress we've made elevates our B Corp score.

Looking Forward

Community:

- **Boosting Our Impact:** Giving back is important for the community, but it's also a fantastic morale boost for our team. With the help of Matchable, we're aiming to significantly increase our community impact with a target of 24 hours of volunteer service per employee
- **Less Waste, More Good:** Find a way to donate unsaleable goods so that these can support those in need and reduce our waste to landfill

Workers:

- **Maintaining Morale:** We were over the moon with the results of this year's employee satisfaction survey. We're staying the course and championing our team so we can deliver equally impressive results next year
- **Friendly Competition:** Implementing a new scheme to recognise achievement, with monthly and annual prizes up for grabs
- **Always learning:** We want to continue challenging norms in merchandise, meaning we need to challenge thinking in our team. We'll be holding monthly training sessions to stay ahead of the curve

Customers:

- **Enhancing Customer Experience:** We're creating a comprehensive customer satisfaction survey to gather valuable insights into perceptions of our product/service offerings and identify areas for improvement





Got questions? Let's chat!

We love hearing your feedback.
Send us your questions or suggestions at
hello@projectmerchandise.com

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