



Our Positive Pawprint Impact Report



Our Positive Pawprints So Far



3 million meals donated to pet charities across the UK, thanks to our Miles and Meals programme.



7k+ members in our Miles & Meals strava group, committed to helping pets in need across the UK.



100,000 trees planted as of June 2022.



Entering our second year as the first major UK pet food business to be carbon negative.



23,686 tonnes of CO2 offset so far. (1 tonne of CO2 = driving once around the world)



More than 300 incredible people working for us across 3 different sites.



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Our vision to become the nation's most sustainable, most loved home of pet nutrition brands.

2. MEET OUR POSITIVELY PAWFECT SR TEAM

It's not just a job, we're a close team, we're working for something we believe in as well as for each other...

3. OUR STRATEGY

Leaving a positive pawprint in everything we do.

PEOPLE - Supporting our employees, our communities and pet owners everywhere to help them look after themselves, their families and their furry friends.

PETS - Delivering great nutrition & access to experts for all, meaning happier, healthier pets.

PLANET - Nourishing the natural world that gives us all so much by leaving it in a better place than when we started.



What We Stand For

Let us take you on a journey...

Our existence is centered around ensuring healthier pets and happier parents by making great pet nutrition that is affordable and accessible to all. We take great care ethically sourcing high quality ingredients and turning them into delicious and nutritious recipes that your pets will love! But we don't want to stop there... Our vision is to become the nation's most sustainable, most loved home of nutrition brands. Here is how we will get there...



What We Stand For

How we will achieve this?

Through living and breathing our values:



Ambition

Striving to be better, making a difference, being relevant.
To be the best at what we do.
We are adaptable, curious and proactive.



Pride

Proud of our people and our brands. Celebrating successes - ours and others - and caring about what we do.



Execution

Getting things done, with pace and purpose. Aiming for excellence and continually improving but not letting perfection slow us up or get in our way.

Meet The Sustainability Team



Sarah Vaudey
Operations Quality
Manager



Hannah Page
Corporate and
Digital Marketing
Executive



Colin Richmond
Engineering
Manager



Will Bushell
Head of
Marketing Dog



Chris Wragg
Marketing Director



Jorden Lincoln
HR & Recruitment
Co-ordinator



Ceri Twist
Product and Process
Development
Manager



Rachel Auty
Head of Social
and Digital
Marketing



Chris Cole
Customer Service
Manager



Marlesh Ambildhok
Senior Group Buyer



James Lawson
CEO



Shaun Holme
Packaging
Technologist



Message From Our CEO

A message from our CEO and Head Chef on our People, Pets, and Planet initiatives and our pioneering crusade to help with carbon, trees, bees, bugs and biodiversity.

Sustainability is part of our DNA at Inspired Pet Nutrition (IPN) and this is exemplified by our long-standing support for recyclable or compostable packaging and our long-term commitments via our People, Pets and Planet initiatives.

Whilst the world has been in a spin over these last few years, we have remained true to our values and set clear our vision of leadership in fantastic, affordable and accessible pet nutrition - and a caring sustainable approach to how we operate as a business.

Our vision to be the Nation's most sustainable, most loved home of pet nutrition brands is core to us.

Our approach to sustainability is not just a planetary one. In fact, it's so important to me and our team that we bring People and Pets as well as Planet initiatives along our sustainability journey.

I like us to be bold, to be ambitious and proud and to execute against initiatives with great pace and purpose.

As the leading pet nutrition brand, I believe we have a duty to work harder and faster and lead with genuine impactful initiatives. This is why, when we kicked off our Positive Pawprint initiatives as part of our planet work-stream, I wasn't happy with a 2030 to 2050 vision of our business impacting on carbon emissions.

When the IPN team managed to become Carbon footprint Ltd certified as Carbon Negative (or Planet Positive) within the year back in 2020 it made me and the whole of IPN so proud!

We are the first major UK pet food manufacturer and brand of scale to lead the industry in this way. We continue to champion this Carbon Negative cause, and look for ever better ways of looking after our carbon use and carbon capture. We even offset all the carbon cost of all our employees and their travel to and from work!

I spoke of trees, bees, bugs and biodiversity as some of our next planetary initiatives to nurture and went on record as pledging to plant 1 million trees to help capture carbon and breath oxygen back into the planet. And, sure enough, we have begun this journey by planting trees for every IPN employee and then on a mass scale by partnering with Ecologi, who have vowed to plant 1.7 billion trees by 2030.

As I write this, we've planted 100,000 trees through the IPN Ecologi partnership and with your support through buying our IPN brands each passing day this goes up and up! We're also managing 250,000 bees and their bee hives on our sites and we can't wait to share more with you around these topics... so watch this space!

Building on the People and Pets agenda, we also introduced the Miles and Meals scheme, which has provided over 3 million meals to pet charities across the UK. We teamed up with Strava - the online exercise tracker - and created the Miles and Meals initiative where we donate a meal to pet charities for a every mile tracked. Meaning the more you get out and about, the more meals we donate.

This has provided members of the IPN team as well as the public with a chance to give back, get out and exercise with their pets - and help us make our community a much brighter place.

I joined IPN in 2018 and since then I have seen such incredible progress. Looking back on the work our fantastic team has achieved to date leaves me so proud. I am really confident that if we maintain our strong principles, we can continue to be a leading brand in this category. I want us to be known not only for the quality of our products and leading nutritional innovation, but also in driving change and making a positive impact.

The future of pet food is really exciting, it's happening right here with us at Inspired Pet Nutrition, right now. If you want to find out more or come and join us on our positive journey, please contact us at sustainability@ipn.co.uk

Flawson



Our Manifesto

Environmental sustainability is in our DNA, we were pioneers in this field. Launching the Harringtons brand in compostable bags all the way back in 2008 was way ahead of its time and a sign of things to come.

Because we didn't stop there... we moved 98% of our packaging to recyclable alternatives (we're working on the other 2%!).

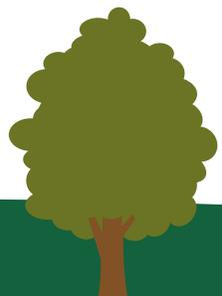
We now have 100% of our electricity coming from renewable sources and in November 2020 we were the first major UK pet food supplier to achieve carbon negative status for our efforts in taking more CO₂ from the atmosphere than we contribute...we have been working our tails off to limit the impact we make on the planet.

**Now we're setting our sights even higher...
to become the nation's most sustainable
pet food manufacturer.**

For us sustainability goes much further than the environment. It is about creating an organisation that gives back to the people, pets and planet that drive us forward. Nourishing the natural world that gives us all so much. Its not about leaving zero trace or neutral results. It's about contributing a positive impact, leaving things in a better place than when we started.

To make a real impact we have looked long and hard at what we can do NOW to make a difference as well as setting ambitious targets for the not so distant future. Not empty pledges for 20 years' time.

**It won't be long before we only leave a Positive
Pawprint in everything we do!**



Our Positive Pawprint Strategy - People, Pets and Planet



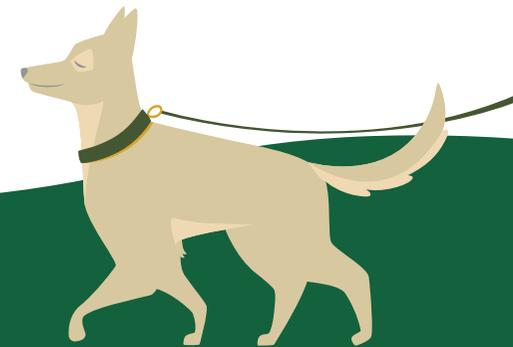
PEOPLE



PETS



PLANET



People - Pet Owners

Great Nutrition for All

We're making pet owners everywhere feel good about the care they are giving to their pets by making great nutrition and well-being affordable and accessible to all.

Incentivised Wellbeing

We're encouraging better wellbeing for pet owners by incentivising them to exercise and practice mindfulness through our Miles & Meals programme as we place a big focus on our mental and physical wellbeing.

Combatting Loneliness

We donate free food to charities that combat loneliness by facilitating pet adoptions.

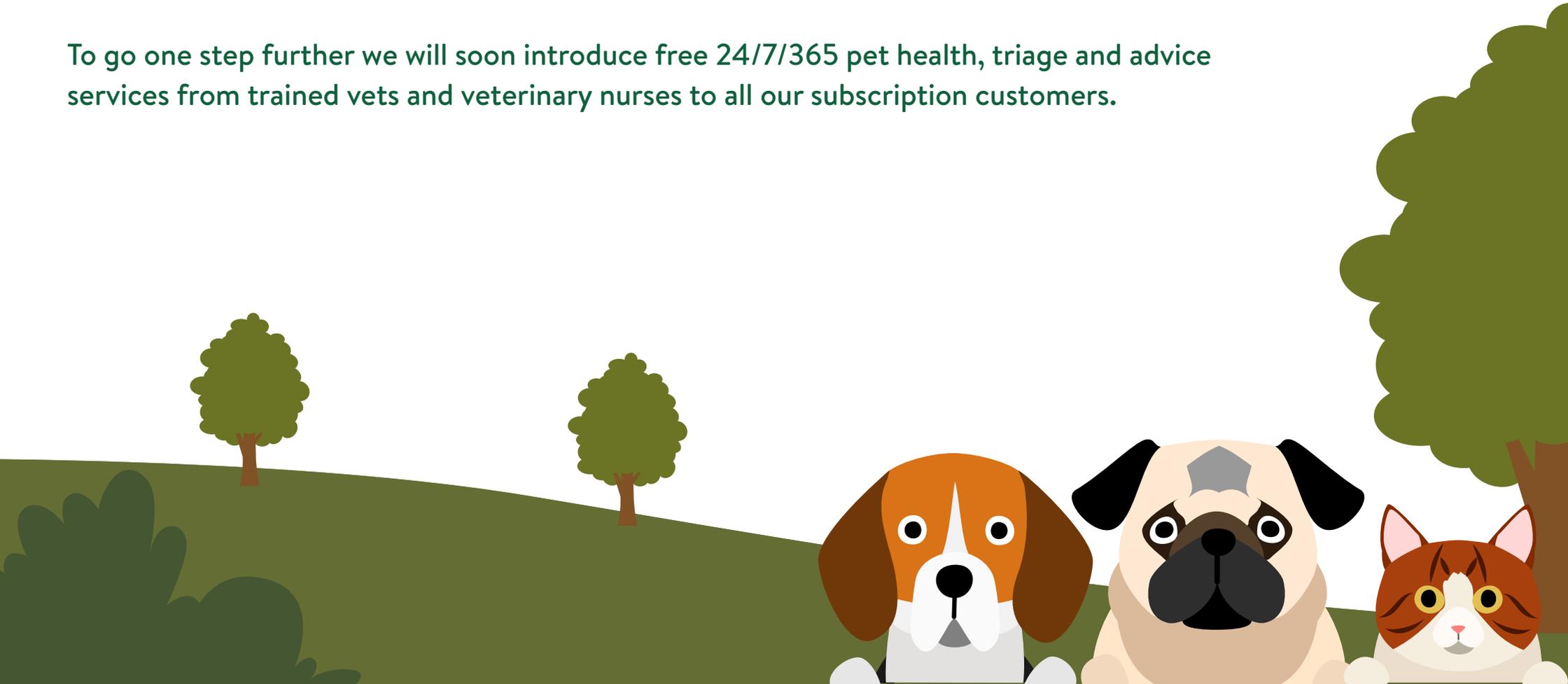


Pets

Our pets do so much for us, making the world we live in a better place. We believe we have a responsibility to do the same for them, by nourishing the natural world we all live in.

Our affordable price points mean more pets across the nation have access to better nutrition meaning happier, healthier, longer lives for our beloved pets.

To go one step further we will soon introduce free 24/7/365 pet health, triage and advice services from trained vets and veterinary nurses to all our subscription customers.



Pets - Miles and Meals Programme

Through our Miles & Meals programme we donate free meals to animals in need for every mile you clock & we're incentivising pet owners to walk their pets and keep them lean and healthy.

The idea is simple.

Our customers sign up.

Then walk, run or cycle as much as they can!

They keep track of their progress by joining our Strava page and then for every mile completed, we donate a meal to a pet in need.



Planet - Three Key Focus Areas

CLIMATE CHANGE

WASTE REDUCTION

REFORESTATION &
BIODIVERSITY

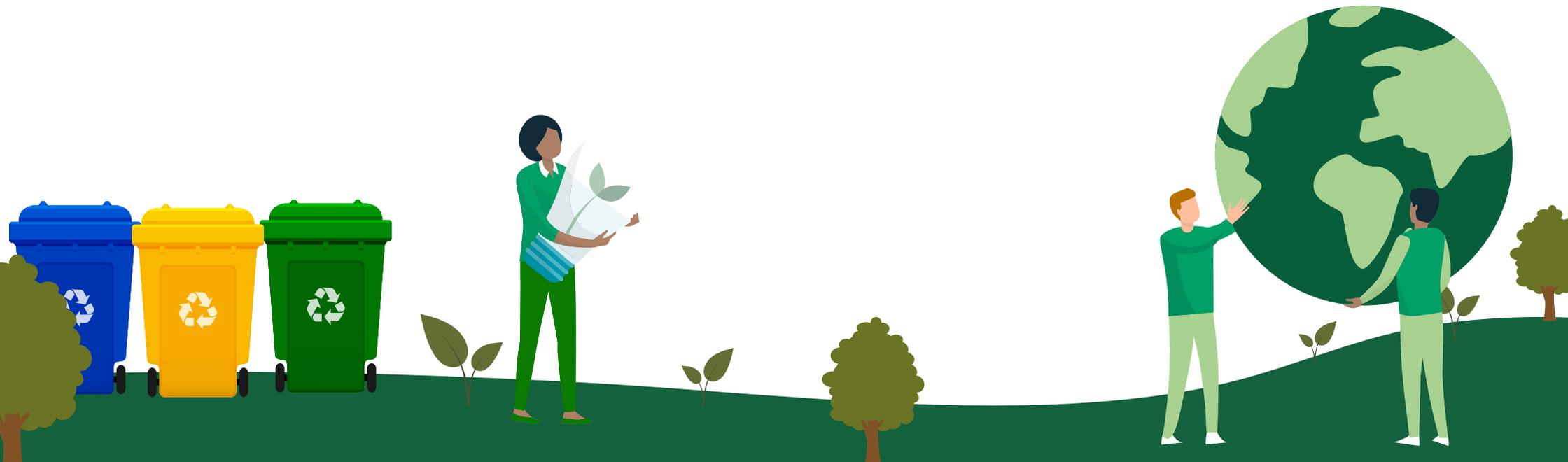


Planet - Climate Change

Climate change is one of the biggest threats to nature that we have faced as a society.

The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties, including the UK, at COP 21 in Paris on 12 December 2015, and entered into force on 4 November 2016. Its goal is to limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.

To help do our bit, we have been working our tails off to limit the impact we make as a business. Focussing on things we can do right now, as well as setting ambitious targets for the not so distant future.



Planet - Climate Change - Becoming Carbon Negative

We are delighted to announce we have reduced our location-based emissions per employee greenhouse gas emissions by 13.6% since 2019.

We have done this by looking carefully at our energy efficiency & moving 100% of our electricity supply to renewable sources.

Whatever CO2 emissions were left we offset (and more), making us the UK's 1st carbon negative pet food manufacturer.

In 2019 we offset 11,273 tonnes of CO2.

For our 2019 emissions we offset 11,273 tonnes of CO2 through the funding of Brazil REDD+, Kenya Trees & REDD+, Uganda Borehole, North Darfur Cookstoves, Philippines Solar, Cambodian Water Purification, India Wind Farms projects that are verified against the Gold Standard VER and Verified Carbon Standard and planted 500 trees in the UK and 200 in Kenya, to help sequester more carbon dioxide from the atmosphere.

In the words of our Chairman Richard Page:

“This is another landmark success in the continuation of a long journey, that will see IPN becoming an ever more sustainable pet food manufacturer”.



Planet - Climate Change - The Future

What are we going to do -

We are on a journey to reduce our scope 3 emissions, by making sustainable choices in our supply chain and offering less CO2 intensive products. Our aim is to produce and distribute food that will be fully sustainable as a result. Plus we're investigating new revolutionary protein alternatives that will produce even more eco-friendly recipes.

Watch this space, coming soon!



Planet - Reforestation & Biodiversity

Trees are vital. As the biggest plants on the planet, they give us oxygen, store carbon, stabilise the soil and give life to the world's wildlife.

We Pledge To: Plant 1 million trees. Protect 1 million trees.

So we have teamed up with Ecologi, an environmental organisation on a mission to save the planet by offsetting carbon emissions, through various tree planting initiatives. For every order placed on our Harringtons website, we are planting a tree through this partnership and so far we have planted over 100k trees in our first six months alone.

We have also planted a tree for every employee at Thorp Perrow Arboretum and we are currently in talks with a company about our first Waggy Wood in time for 2023, when we turn 100 years old.

With Ecologi we have offset
210 tonnes of carbon.



As of February 2022 we have planted 70,000 trees which is the equivalent to:



Bosawas site fully planted!

01 Feb 2022

249,997 trees have been planted in this amazing site in the Bosawas Biosphere Reserve, one of the largest rainforests in South America. 4 local communities worked on this project to support local biodiversity.

[Visit project page](#)



Changalane site fully planted!

01 Feb 2022

The Changalane site was 18% planted in December 2020, but we've now filled the site! 2,203,100 trees have been planted across 2,002 hectares of land, all funded by the Ecologi community!

[Visit project page](#)



ORDER
ONLINE



Planet - Forestry England

As a part of our effort to not only plant trees but make sure we are helping with the biodiversity and maintenance of them, we are very excited to announce our partnership with Forestry England.

We are creating a fund to protect forests across the UK, starting with our partnership with Forestry England. In 2023 you will be able to go for a walk with your dogs and/or family at Jeskyns, home to around 360 acres of newly planted woodlands, meadows and orchards. Through our partnership with Forestry England, along one of our dog trails plays host to a network of walking trails, children's play areas, a dog activity trail as well as dog training and socialising areas.



Planet - Recyclable Packaging



IPN has always believed that the way we treat and respect the environment is critical to the way we do business.



Harringtons was launched in compostable bags in 2008. Now we use fully recyclable paper bags.



For our larger bags where we have to use plastic to hold the weight, we have always used single polymer, recyclable bags.



Today, 98% of our packaging is recyclable and we are now working hard to ensure we can get that to 100% in the not so distant future

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