

PROJECT
MERCHANDISE

Impact Report

2024 - 2025



Contents

A collection of project merchandise is displayed on a light-colored surface. The items include a dark-colored tote bag with a logo, a water bottle with a logo, a notebook with a logo, a small box, a pen, and a black umbrella with the text "PROJECT MERCHANDISE" printed on it. The items are arranged in a casual, overlapping manner.

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A NOTE FROM OUR COMMERCIAL DIRECTOR

At Project Merchandise, we believe that responsible business should be clear, measurable, and open to scrutiny. As part of the B Corp community, **we're committed to using business as a force for good** - which can only truly be achieved when shortfalls, as well as achievements, are recognised, and accountability is upheld.

Our 5th year of business was a steady thrum of behind-the-scenes refinement: streamlining processes, implementing new systems, & optimising workflows to reduce friction and expand the skillset of our talented team.

As our collective knowledge of and demand for sustainability increases, it's more important than ever for our clients to feel not only that they can trust us to lead the way, but that we'll never stop aiming for better.

After all, our mission is to make merch *more* sustainable.

- Chris Dawson



Who even are we?

Started in 2020 with a mission to uproot the promotional merchandise industry, Project Merchandise remains the sole distributor with a range consisting of only the most sustainable products on the market.

Not some. Not mostly. Only.

To do this, we prioritise not just sustainable materials, but ethical production practices, and responsible sourcing, with third-party verifications so you have more than just our word.

We extend that attitude of corroboration to more than just our products: Project Merchandise is a certified B Corporation™ and verified Carbon Neutral by the Control Union.

We're committed to demystifying the green jargon and empowering brands to connect with their audiences so they can **provide memorable merch that embodies their values.**

**We're committed
to demystifying
the green jargon**

Our Pillars

In 2024, it became evident that there was some confusion between our product values and our company ones. So, the entire team put our heads together and reestablished what we wanted our guiding principles to be. From that, our pillars were born:

EMPOWERING CONCIOUS PURCHASING

We're committed to a triple bottom line, where business is used as a force for positive change with a focus not just on profit, but on the impact we have on our planet and communities.

To ensure the sustainable aspects of our merchandise is easy to understand, each product is matched to at least 1 of our 9 values, so clients can purchase based on what matters most to them.

Integrity underpins this commitment; we conduct ourselves with honesty and transparency in all that we do, from the products we offer to the interactions we have.

SETTING A NEW STANDARD IN OUR INDUSTRY

Progress is best achieved through collective effort. By raising awareness and standards, we hope to introduce a new norm where transparent sustainability is a baseline, rather than an add-on.

With every choice of a more sustainable product, process, or mindset - no matter how big or small - the impact of the entire supply chain is reduced across the industry.

HARNESSING THE COLLECTIVE BRILLIANCE OF OUR PEOPLE

Our team are fantastic. They're passionate, environmentally minded, and invested in our mission.

We're dedicated to giving them the platform to grow by identifying and nurturing their unique strengths with the necessary tools and opportunities to unlock their full potential.

GOVERNANCE

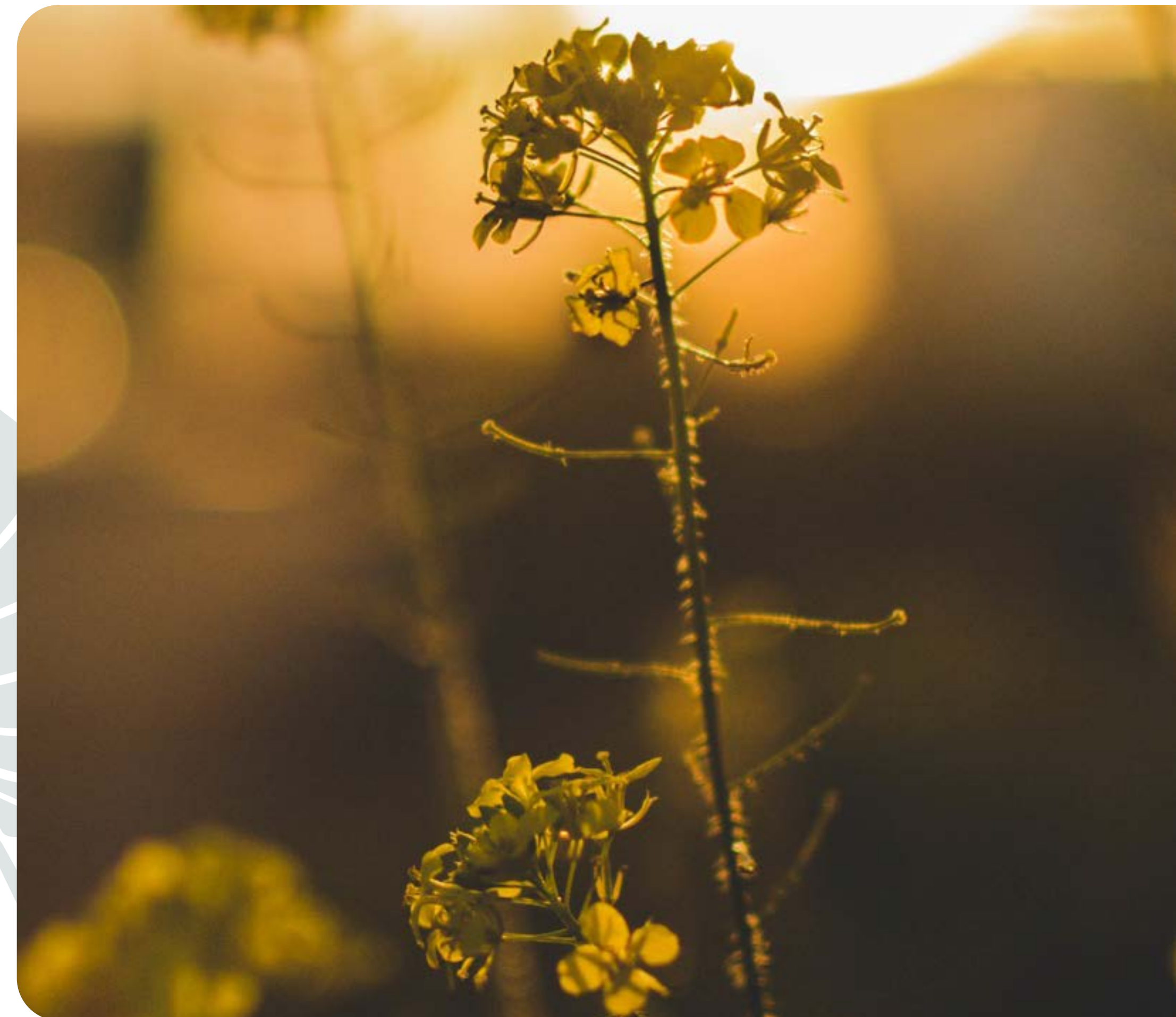
The policies and practices with regards to ethics, transparency, and accountability

UN Sustainable Development Goals

Adopted by the United Nations in 2015, the 2030 Agenda for Sustainable Development sets out 17 interconnected Sustainable Development Goals (SDGs) designed to address some of the world's most pressing challenges, ranging from ending poverty to protecting natural ecosystems.

These goals provide a shared framework for coordinated global action, helping businesses make an active contribution.

Each section of this report will be marked with the relevant SDG icon to demonstrate how the day-to-day activity at Project Merchandise connects with the wider global sustainability agenda.



Carbon Neutral

For full details of this,
please see our

[Carbon Neutral page](#)

Having achieved our first Carbon Neutral certification in early 2024 for the 2022-23 period, we completed our second at the tail end of the same year for the 2023-24 period, showing an impressive **14.7% reduction in emissions intensity** between the two. We have since **recertified for a 3rd time**, to the new ISO 14068-1 standard, showing a further 3.7% reduction for the 2024-25 period.

Rather than simply meeting requirements, we've continued to build on the principles of the emissions reduction hierarchy, focusing first and foremost on avoiding emissions wherever possible. Over the 2024-25 period, we worked hard to reduce our

emissions intensity by replacing higher-impact practices and products with lower-carbon alternatives and offsetting the remainder with verified carbon credits through **our partnership with Ecologi**.

In practice, this has meant the typical reductions that any business or individual can make - using public transport where possible, using green energy, reducing our waste; but for us specifically it has also meant removing products from our range with high carbon footprints where a lower footprint alternative is available, and strategically partnering with suppliers who can provide third-party verified carbon data.

Compared to our previous reporting period, **31.5% of the products we sold had 100% accurate, third-party verified carbon data - that's more than a 50% increase**.

As part of our commitment to Carbon Neutrality, we've set out a series of targets for the upcoming year to ensure we keep pushing ourselves to improve not just what we measure, but how we reduce and act on it.

Read more about our targets in our Carbon Neutral report.

[Carbon Neutral report](#)

290
TONNES

Less CO₂e emitted
vs 2023-24

17.9%

Reduction in emissions intensity
since 1st certification in 2024

3.7%

Reduction in emissions
intensity year-on-year

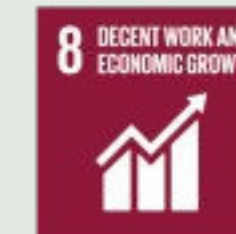
71.8%

increase in products sold with
carbon data since last report

Supplier Policies

For a full overview of the certifications and accreditations we currently recognise, please refer to

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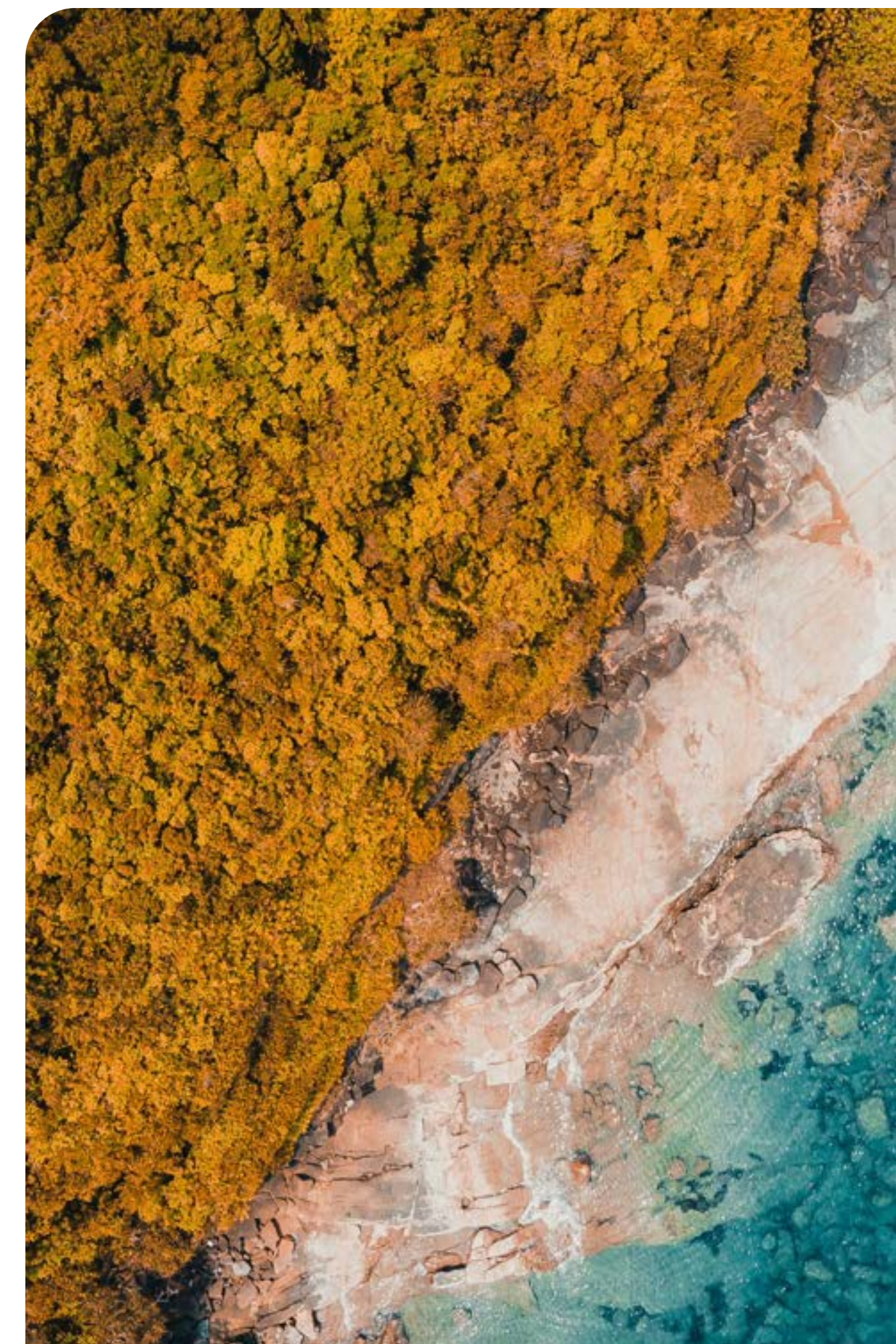


We believe strongly in the importance of choosing the right partners. Without sharing a commitment to the same values, progress will inevitably be slower and harder. When we partner with new suppliers, we establish clear expectations from the outset: every partner we work with is required to meet and maintain **a defined set of requirements** that reflect our operational standards and wider values. These include **equal opportunities, waste management, ethics, diversity, and environmental responsibility.**

This is not treated as a tick-box exercise. Each policy is reviewed in detail during onboarding and signed off at senior level, ensuring there is alignment not only on paper, but in how we operate in practice. If a supplier isn't prepared to provide proof of these, we simply don't work together.

Furthermore, we expect suppliers to substantiate these commitments with evidence; all partners are asked to provide third party certifications and accreditations that verify the ethical and sustainability

credentials of their products and supply chains. **This approach helps move the focus beyond stated intent, supporting a more evidence-based view of impact.**



B Corp™

B Corps™ form a global community of businesses that meet high standards of social and environmental performance, transparency and accountability.



More than a label, B Corp™ certification represents a clear commitment to using business as a force for good. It reflects a **'triple bottom line' approach**, where people, planet and profit are considered on equal level in how decisions are made and success is defined.

Following a detailed assessment of governance, workers, community, environment, and customers, we were thrilled to **recertify in 2025 with a score of 93.4, up from our first score of 82 in 2022.**

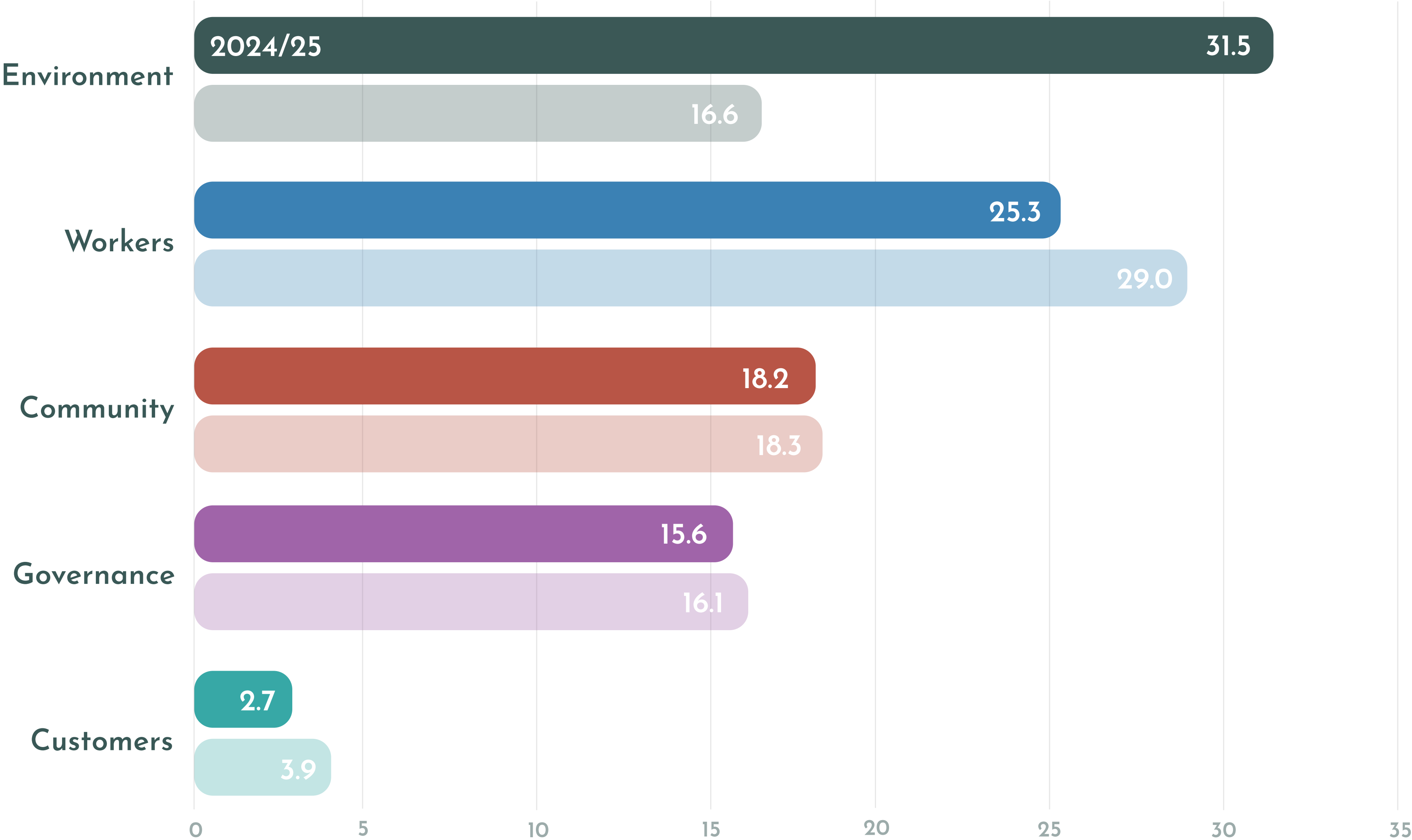
As we continue to improve our operations, we will remain transparent about our progress so we, and others, can **hold us accountable.**

The B Corp™ community provides an excellent opportunity to connect and collaborate with likeminded businesses passionately working towards the same goal of building businesses that create positive impact, providing a support network to help each other achieve it, and pushing each other to reach further.

We're committed to doing business differently, which is why we're proud to be a certified B Corporation™.

B Corp™ Certification Scores

B Corp™ scores are about setting a high bar and consistently committing and actioning improvements



CURRENT SCORE
93.3 ↑
2024-25 total

83.9
2022-23 total

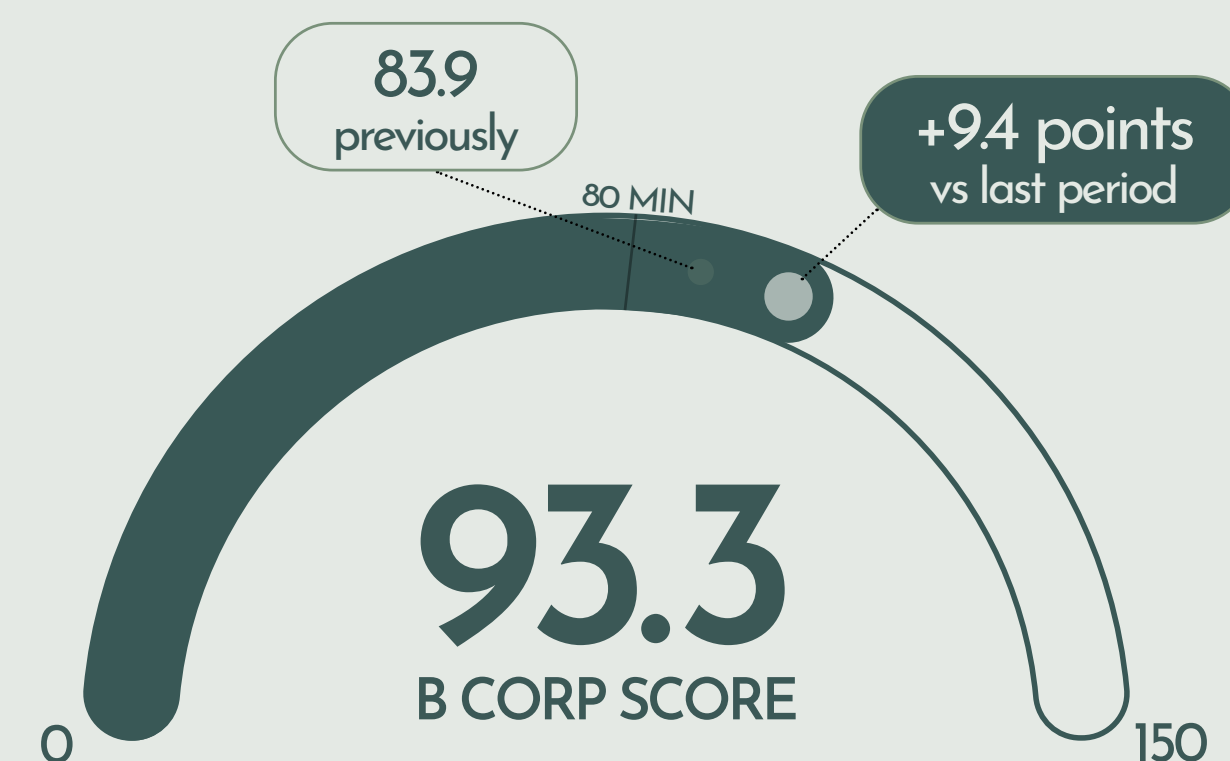
↑ **+9.4**
overall improvement

What we achieved this year

Recertified as a Certified B Corporation™ with an improved score

Undertook the B Impact Assessment

Achieved our second Carbon Neutral certification under the new ISO 14068-1 standard



What we're still working on

Achieving our ISO 9001 certification remains a priority, but will now be revisited in the 27/28 financial year

Additional goals

Automate supplier policy expiration tracking to stay ahead of compliance

Implement a Junior Board to give team members a seat at the table and a structured path for leadership development



CUSTOMERS

Improving our service

Promotional merchandise has long had a reputation problem

We've all been on the receiving end of a low-quality giveaway that's ended up in a junk drawer, or worse, the bin.

Some people would even argue that the most sustainable merchandise is having none at all - and they're not wrong. But for many brands, merch still plays an instrumental role in brand recognition, advertising, and even in customer loyalty.

Our solution to this is to make people understand that it doesn't have to be black and white - progress with small steps is still progress. **This is an opportunity for us all to make merch more intentional**, from the items we choose to include in our range to the designs applied to the final product so that we're cutting down on things going to landfill, **but still allowing merch to be the communication vessel it's always been.**

Success is the sum of small efforts, repeated day in and day out

- Robert Collier

Part of this process means making environmental impact known and easy to understand for the teams picking out the merch, as well as the end consumer. By **continuing to expand access to verified carbon data, material transparency and lifecycle insights**, we can support more informed decision-making without adding unnecessary complexity to the process.

There is also scope to strengthen how we communicate the story behind each product. By combining credible data with clearer, more accessible narratives,

we aim to position merchandise as a **practical tool for engagement**, where better information supports better choices.

Alongside this, we take an ongoing approach to improving our range by phasing out higher-emitting products and replacing them with **lower-impact alternatives**. This involves reviewing material choices, refining print and production methods, and working more closely with our supply chain to identify where improvements can be made in both design and manufacturing.



Products



Our product range is the foundation of what we do.
Each one is carefully assessed to ensure it aligns with our mission.

Firstly, it must meet at least 1 of our 9 product values: **Biodegradable, Low Mileage, Natural Materials, Organic, Plastic Free, Recycled Materials, Reusable, Social Mission, or Vegan.** If it doesn't meet one of these values, **we simply won't offer it.** This ensures that sustainability is embedded from the outset, rather than treated as an add-on.

If it meets one of our values, we then look more closely, assessing whether they have reputable third-party certifications that back up the claims made.

Lastly, we ask ourselves whether the product is the best option on the market. This ensures we're truly offering a curated range, rather than a cluttered one.

As our standards and knowledge have developed, so has our approach to materials. We now look beyond headline claims to understand the full lifecycle impact of what goes into a product. This means we now make more **deliberate choices about which materials we won't offer** due to environmental or practical limitations.

Cork, for example, is often positioned as a sustainable option, but it requires energy-intensive processes and is frequently combined with synthetic binders that prohibit recyclability. rHIPS, a petrochemical-based plastic often promoted as biodegradable, is similarly excluded due to concerns of non-biodegradability, microplastic pollution risk and end-of-life contamination.

Even with materials typically viewed as lower impact, such as jute, we take a more detailed approach; many jute products include synthetic

linings or laminates that compromise recyclability. For this reason, the jute products we work with are backed with PVA starch, helping retain a closer-to-natural material profile and improving circularity.

We believe this level of scrutiny is crucial to avoid greenwashing. By being selective at a material level, we can ensure that the products not only perform as expected when used, but at the end of their life as well, supporting more meaningful and measurable impact over time.

End of Life

In 2022, we made a clear commitment to provide practical, transparent end-of-life guidance for the products we supply – an area that was notably underdeveloped across much of the industry at the time.

We've made strong progress since then, with **80% of our product range supported by end-of-life guidance**. We've maintained this percentage from our last reporting period despite increasing our product offering.

For customers looking for more detail, our website sets out clear recycling and disposal guidance tailored to different materials and product types. Where disassembly can improve recyclability, we encourage it, as we recognise that small actions at the end of a product's life can create measurable impact when applied at scale.

We also recognise that information alone is not enough: work is ongoing with our supplier network to expand coverage further,

particularly in more complex areas such as packaging, batteries, ink systems and mixed components that are often difficult to recycle and too frequently end up in landfill.

Through our partnership with A Good Thing, we're also able to offer an extended life to products that are no longer wanted by the brands.

For more details, see

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Our Suppliers Data



Supplier emissions data is gathered and organised using established methodologies, including lifecycle assessment approaches. In many cases, this goes beyond self-reported figures, with independent verification carried out by accredited third parties such as Bureau Veritas, ClimatePartner, Crowe and Green Element. This adds an extra layer of confidence to the data.

Where product carbon footprints are available, suppliers are increasingly

aligning their calculations with recognised standards under ISO 14067. This helps maintain consistency and allows for more meaningful comparisons across different products.

At an organisational level, **Project Merchandise applies greenhouse gas accounting in line with ISO 14064-1**. This provides a structured and comprehensive view of emissions across the full scope of operations, supporting accurate reporting and informed decision-making.



Our Suppliers

What we Ask

When partnering with new suppliers, we look beyond the products they offer.

Once we've determined that the product itself adheres to our sustainability criteria and brings something new or better to our range, we reach out to obtain evidence of their policies to ensure that the claims they make are substantiated.

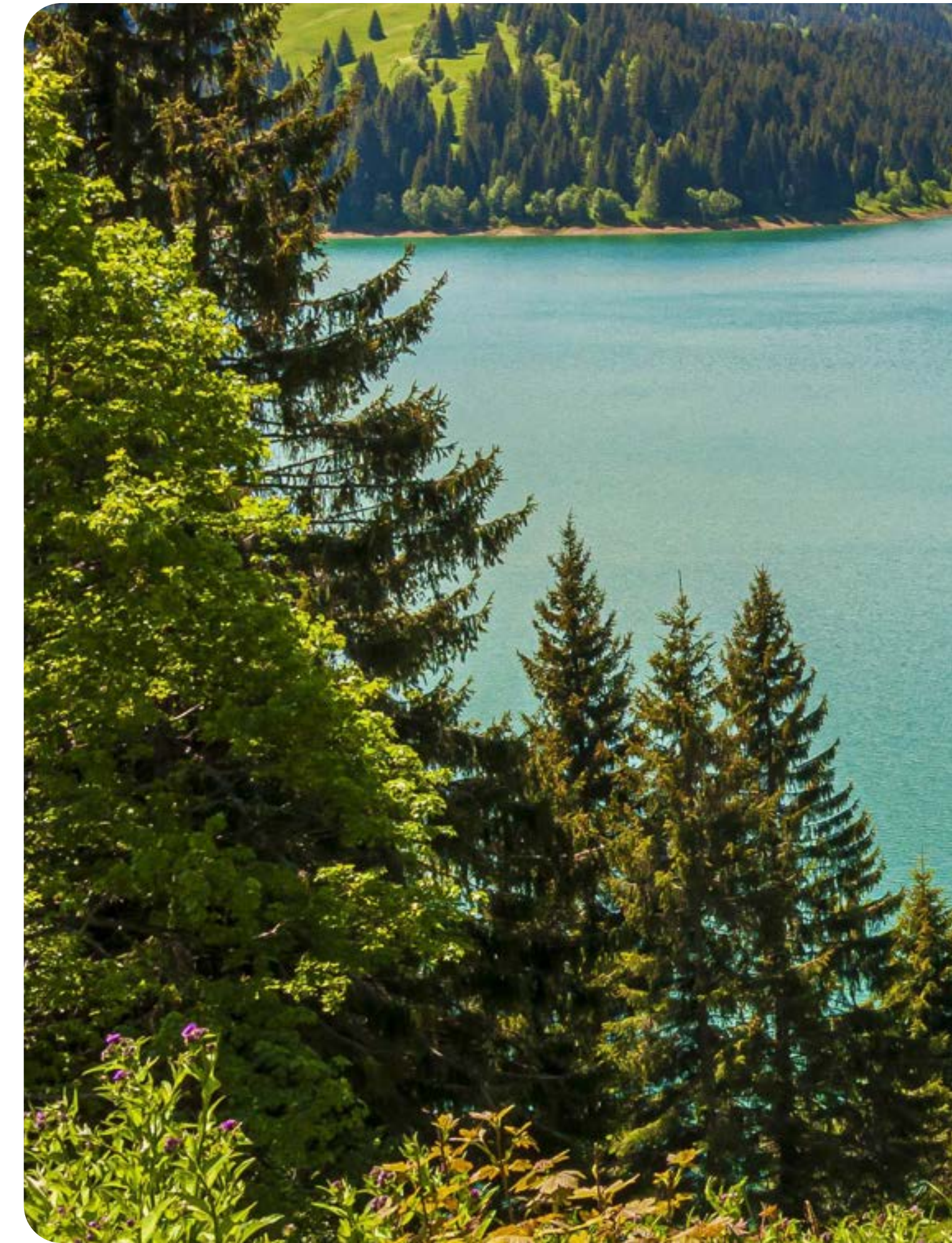
For more details, see

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By doing this, we take on the burden of fact-checking for our customers, so they can focus on choosing merchandise that suits their brand, safe in the knowledge that our suppliers are top-notch.

Being the only provider in the industry with exclusively sustainable merchandise does mean that the selection of products available to us can be limited, but we use the close relationships we have with our suppliers to push them to be better.

This includes: amount of products with verified carbon data or certifications, packaging options, end of life guidance, and so much more. We continuously nurture these relationships to ensure they're providing the best of the best all throughout the process - from product selection to our customer's door.



Accreditations & Certifications



One of our core principles at Project Merchandise is backing up any claims we make.

Where possible, we will **only offer products with certifications that verify the environmental and/or ethical claims made.** These are awarded by third-party auditors, following a thorough assessment of a business' sustainable practices.

Accreditations are an important tool for authenticating sustainability claims, and represent a recognised indicator of good practice, but with so many auditors and certifications out there, we knew it was important to make it as easy

as possible to identify the products which align with a brand's individual values.

On our website, you can find a guide of the accreditations we recognise.

Our Accreditations

We believe **this information is key to complete transparency between our supply chain and our clients,** as it allows our customers to make fully informed decisions about the products they buy.

We also recognise some member-based bodies, codes of conduct, and auditing frameworks held by our suppliers, which although aren't strictly certifications, promote the adoption of and commitment to better business practices.



Packaging, Storage, Fulfilment & Delivery

Presentation is often just as important as the merch itself. **An elevated unboxing experience creates a sense of occasion and importance that can get lost when merch is simply handed out.**

But creating that experience can be admin-heavy, tedious, and often involves the manual labour of putting it all together.

We want merchandise to not just be as sustainable as possible, but as simple too. That's why we offer to take the task off your plate:

we can source, store, fulfil, and deliver your merch - all you need to do is choose your options.

From a bespoke box to a handy tote, we'll compile your merch into one vessel and deliver it that way, so your clients or employees get to feel like a kid at Christmas.

And if you don't have time to create a pack yourself, we even offer a range of pre-built swag packs to choose from for quick & easy gifting, with each option able to be substituted.



Webstores & Gifting Hubs

Plenty of brands are now moving away from the one-size-fits-all approach when it comes to merch. They recognise that most people no longer want the standard freebies of pens, notebooks, and totes; they'd rather have a say in what they get.

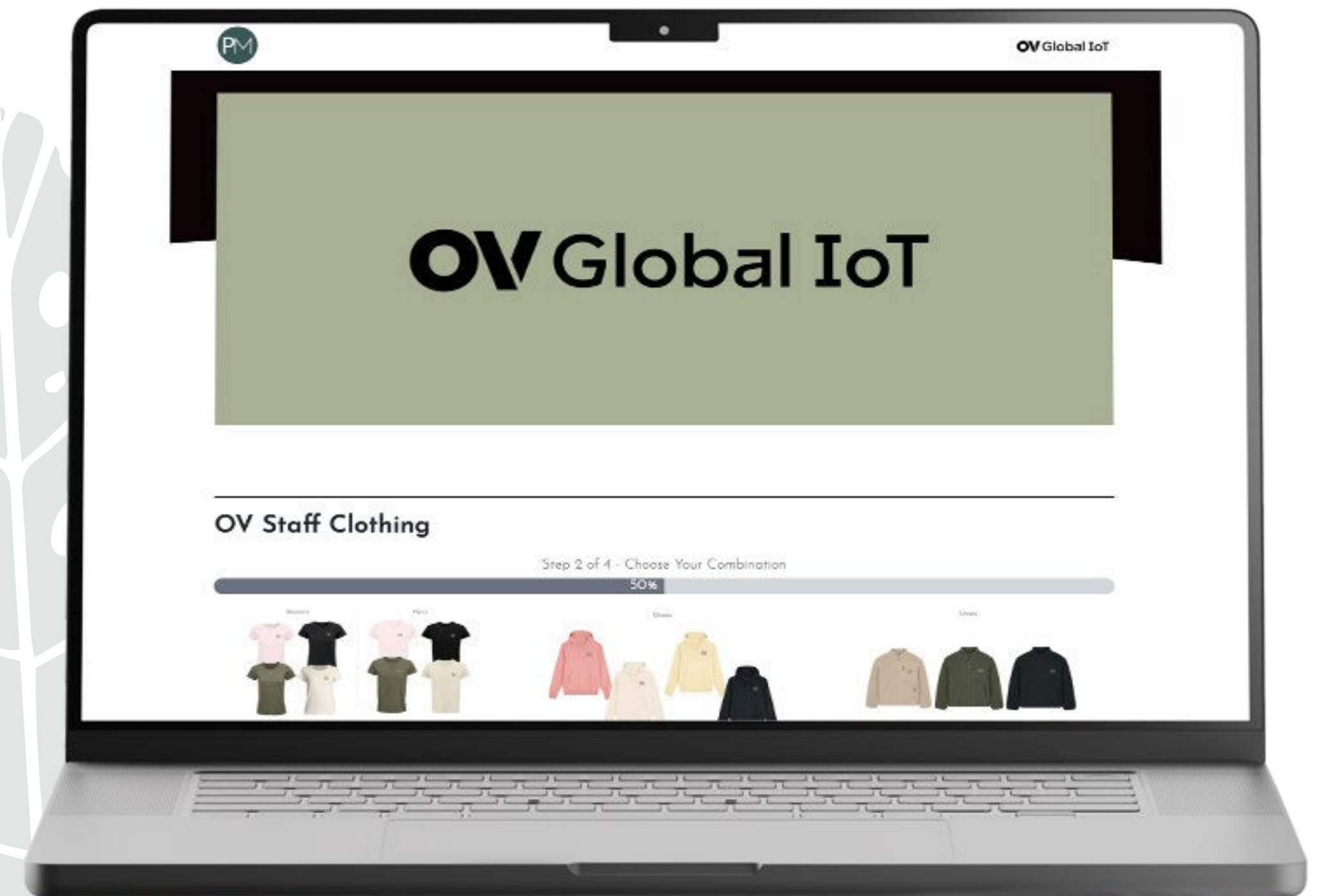
With that, however, comes a plethora of finer details - addresses, sizes, and preference of item all need to be collated, organised, and used, and then deliveries need to be managed, tracked, and confirmed. Before you know it, the whole team is getting

involved in a task that should have been simple from the get-go.

Our gifting hubs are designed for one-off campaigns, while our webstores are built for long-term use: these can include live stock levels, bespoke delivery & payment options, system integration, single sign-on, and duty & tax integration.

We don't want merchandise to be yet another headache. With our gifting hubs and webstores, you can take the admin out of the merch.

Simply choose the items you want to offer, send out the link, and we'll do the rest!



What we achieved this year

Created a comprehensive customer satisfaction survey to gather feedback and insights

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

Goals for the year ahead

Spotlight client case studies more frequently

Publish at least 1 educational piece per quarter

Ongoing training for customer security

Encourage honest client feedback through reviews

Level up our swag pack offering



ENVIRONMENT

Assesses overall environmental stewardship

Climate Pledge

Accreditations, certifications, and policies are a useful foundation, but they only take us part of the way; real progress depends on the actions that follow.



Since 2021, we've been partnered with Ecologi, another B Corp™, who are one of the UK's leading climate action platforms. They support verified projects around the world, from global reforestation to high-impact carbon avoidance and removal initiatives. Every contribution helps **restore natural ecosystems, reduce emissions, and create long-term environmental change where it matters most.**

Towards the end of our financial year, we decided to take our Climate Pledge to the next level and started

an additional partnership with one of the world's most recognised names in ocean plastic removal, fellow B Corp™ **4ocean PBC**. Their professional crews **remove waste from oceans, rivers and coastlines around the world**, with each kilogram retrieved stopping plastic from breaking into microplastics, protecting marine ecosystems, and consequently, the food chain.

This means **your merchandise orders contribute directly to your wider environmental, social and governance goals.** We track the cumulative

impact across all your orders and can provide clear, up-to-date figures whenever you need them.

Through these partnerships, we've sponsored the collection of **over 1,700 kilos of waste** from waterways, **planted nearly 250,000 trees**, and sequestered **over 5,000 tonnes of CO₂e** from the environment to date*.

*Figures correct at time of publishing.



Ecologi

Our partnership with Ecologi began in 2021 and has continued to grow in both scale and impact.



Through this collaboration, we support a mix of carbon avoidance projects alongside global reforestation initiatives.

By the end of this reporting period, **we had funded the planting of 240,910 trees** and prevented **more than 4,600 tonnes of CO₂e** from entering the atmosphere through 37 verified carbon avoidance projects. These figures reflect a combination of long-term ecosystem restoration and targeted interventions designed to reduce emissions at source.

One recent example is the REDD+ Project Resguardo Indígena Unificado Selva de Mataven (RIU SM). In September 2019, the project contributed to an international summit on sustainability and innovation, bringing together cooperation agencies, government bodies, private sector organisations and environmental groups. Building on this, in December 2025, a programme was delivered that engaged **341 Indigenous leaders through a series of workshops focused on knowledge-sharing, collaboration and community-led planning.**

While these communities are longstanding stewards of their forest, they continue to face challenges including illegal mining, deforestation pressures and limited access to resources. The project's objectives are focused on reducing deforestation, protecting biodiversity, conserving water systems and improving local living conditions, supporting both environmental protection and community resilience over time.

Our Ecologi Profile



Ecologi Protecting and restoring Andean Forests in Bolivia



Another area of focus is methane avoidance from landfill waste. As of 2022, Brazil generated around 81.8 million tonnes of municipal solid waste, with approximately 93% collected, equating to roughly 1.1 kg of waste per person each day. A large proportion of this ends up in landfill, where decomposition produces methane, a greenhouse gas with a global warming potential significantly higher than carbon dioxide over a 100-year period.

The Macaúbas Project addresses this by targeting emissions at source. It captures methane from landfill gas and either flares it or uses it to generate electricity.

The energy produced is fed into the Brazilian national grid, displacing electricity that would otherwise be generated from fossil fuels and reducing overall CO₂ emissions. This approach supports emissions reduction while contributing to regional energy supply.

The project follows the ACM0001 methodology for flaring or use of landfill gas, a recognised standard that has been assessed by the Integrity Council for the Voluntary Carbon Market and achieved CCP approval. This provides assurance that the emissions reductions are measured and verified against established criteria.



Ecologi Protection of the Matavén forest in eastern Colombia

Ecologi



4ocean PBC is committed to ending plastic pollution through direct action across oceans, rivers and coastlines, alongside work to tackle the growing issue of microplastics, and supporting communities through education and awareness initiatives.

Since its inception, **4ocean has removed tens of millions of pounds of waste from marine and coastal environments.** Its teams operate full-time in locations around the world, demonstrating the impact of consistent, on-the-ground cleanup efforts.

Most recently, **our support contributed to a large-scale cleanup on Lampon Beach in Banyuwangi, Indonesia.** Located just 44 km from 4ocean's base, this coastline is increasingly affected by waste pollution, driven by both

local beach activity and river-borne debris. Equipped with sacks, ropes and protective gear, the team worked to clear the shoreline and reduce pressure on local marine ecosystems.

The conditions were demanding, with strong winds, heavy waste volumes and long distances to collection points testing the team throughout the day. Despite this, the cleanup resulted in 95 bags of waste being collected, totalling **2,576.1 pounds of material removed from the environment, equivalent to approximately 123,408 plastic bottles.**



What we achieved this year

Recertified as Carbon Neutral with a 14.7% reduction in CO₂ emissions intensity

Strengthened our Climate Pledge through our partnership with 4ocean PBC to fund plastic removal in waterways

Planted 275 more trees

Avoided 364 more tonnes of CO₂e from entering our atmosphere

What we didn't do & why

We will not be pursuing our ISO 14001 certification - our B Corp™ certification meets and exceeds the same standards, so we're focusing our energy there instead

Goals for the year ahead

Further reduce our emissions intensity by 3-5%

Continue to actively foster partnerships with new suppliers who share our sustainability values and demonstrate measurable commitment to Net Zero through transparent data sharing and continuous improvement

Increase the amount of products with complete verified carbon data



WORKERS

Assessing employee physical, financial,
professional and social wellbeing

How is Project Merch's impact taken into consideration in your department and in every-day processes?

In Sales, impact is something we consider from the very first conversation through to delivery. It is not just about sourcing products but **helping clients make more conscious decisions** around what they buy, why they are buying it, and how it will be used. As we only offer sustainable merchandise, every product we put forward has already been vetted to ensure it aligns with our environmental and ethical standards. From there, our role is to guide clients towards

the most appropriate options based on **quality, use and longevity, rather than simply price or convenience.**

A big part of this is education. When requests fall outside of what we can support, we **take the time to explain why and suggest more responsible alternatives** where possible. It also means being confident in saying no when something does not align with our values, ensuring consistency in our approach.

Ultimately, we act as a bridge between intention and action, making it easier for clients to align their merchandise with their wider ESG goals, while ensuring our recommendations are both commercially viable and genuinely more responsible.

— Shaliza Halani: Account Director

How is Project Merch's impact taken into consideration in your department and in every-day processes?

Managing our online product range gives marketing the responsibility of carefully reviewing both new and existing products' suitability - from the materials they're made from to the accreditations that support them.

It's important that the products we promote align with the standards and expectations we set as a business.

Beyond product selection, marketing also plays a role in **encouraging more considered merchandise choice**, by suggesting artwork designs that results in items people genuinely use and appreciate, rather than discard.

Our responsibility also extends to how we communicate impact. We do this by creating clear, transparent content that

explains not only the environmental considerations behind products, but also **the wider value of choosing merchandise that reflects a brand's values** and creates a more meaningful conversation with the end user.

Maintaining that transparency is important; part of marketing's role is ensuring claims are accurate, evidences, and

communicated responsibly, so that sustainability and impact are approached with clarity rather than vague or overstated messaging.

— Natalie Ellison: Digital Insights Analyst

How is Project Merch's impact taken into consideration in your department and in every-day processes?

PRODUCTION

From a production perspective, **sustainability is about making better decisions every day without compromising on quality or service.** We're always looking for practical ways to reduce waste and improve efficiency, recognising that small changes can make a big difference over time. We work closely with our suppliers to **encourage more sustainable production methods and packaging, helping to reduce our impact across the wider supply chain.**

Wherever possible, we **bulk-pack products to minimise unnecessary packaging,** and when individual packing is needed, we choose recyclable or lower-impact alternatives. We also take a **responsible approach to unwanted, returned and surplus stock by working with trusted recycling partners and organisations** that can recycle, repurpose or responsibly dispose of products, helping to keep as much as possible out of landfill.

— Diya Jagannath: Operations & Sustainability Coordinator

The Team



Our team is the definition of small but mighty.

Our 15-strong team is a tight-knit, dedicated group who strive to be the change they want to see in the world.

We frequently hold inter-departmental and team-wide training to ensure we're up to speed with the latest changes in the industry, as well as refreshers on the technical aspects of our range.

Each year, a budget is set aside for each employee to invest in levelling up their skills. It can be anything they choose, so long as it will have a positive impact on their role.



Every September we hold the company kick off where we reflect on the year had and strategise as a team what the next chapter should look like. At this time, individual development objectives are assessed to ensure the team are continually learning & growing within their role so no one becomes stagnant. These can include goals that align with wider company, environmental, and customer goals to maintain high standards individually and as a whole. Regular check-ins are held throughout the year to ensure progress remains on track, and objectives are reevaluated if needed.

What we achieved this year

Individual training and coaching tailored to each employee's specific professional interests

Monthly company & departmental training to expand and maintain our knowledge

Goals for the year ahead

Providing opportunities for professional development via increased responsibilities and authority

Set up a forum for employees to have their voices included in wider business decisions

Restructure our bonus scheme to ensure fairer reward



COMMUNITY

Assesses how we contribute to the economic and social wellbeing of the communities involved in our business

(factory workers, farmers etc.)

Social Mission Range



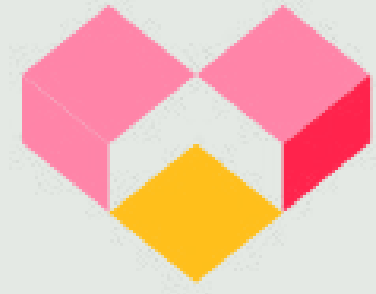
Our range is made up of products who have a more positive impact on the planet and the communities around their production. Some products even go the extra mile to give back to communities through sales fundraising.

But then there are products whose sole purpose is to champion important social causes - from providing children in developing countries with writing materials, to offering work experience and opportunities for autistic adults. **These products form our Social Mission range and enable you to amplify your impact through mindful shopping and drive meaningful change with every purchase.**

Many of these items come from retail and premium brands, so you can be sure you're giving something great and supporting causes that matter.



Tony's Chocolonely Open Chain Farmers



A GOOD THING



We partner with A Good Thing, a UK-based **not-for-profit platform that connects businesses with charities in need of surplus items**. Through this collaboration, we're able to divert unwanted usable merchandise and office equipment away from landfill and into organisations where it can deliver continued value.

In some cases, this includes items affected by minor production issues, such as print inconsistencies, where products remain fully functional but fall short of final quality standards. The partnership also allows us

to support clients in managing excess stock more responsibly, ensuring items that are no longer required are put to use rather than discarded.

Through its platform, businesses can upload unwanted items, which charities can browse through, or post specific 'charity needs' requests for items they're actively looking for.

This two-way system makes it easier to match supply with real demand, ensuring donations are genuinely useful.

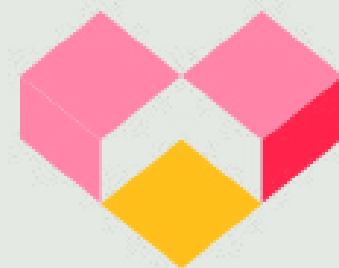


There's also a strong focus on local redistribution, meaning items are often rehomed within the same region - **reducing waste, transport impact, and cost, all while supporting nearby communities.**

The benefit is practical on both sides: surplus products are kept in circulation, reducing unnecessary waste and extending their lifecycle, and at the same time, **A Good Thing is able to distribute more resources to charities**, helping them direct funds towards their core work instead of purchasing new equipment.

Our partnership with A Good Thing ensures that when merchandise can't be used as intended, it doesn't go to waste. Instead, it's redistributed to organisations like Home-Start Aberdeen, St Mungo's, and Merlin Centre; allowing brands to reduce their environmental impact and enable charities to allocate more funds to the vital work they do instead.

It's a simple model, but one that reflects a growing shift: **thinking not just about how products are made, but how they can continue to create value beyond their original use.**



A G O O D T H I N G

Volunteering



Giving back is incredibly important to us - each team member is encouraged to donate their time to supporting causes that matter to them. **Collectively, we've done litter picking, community event organisation, blood drives, written letters to sick children, sponsored walks, and much more.**

Over the 2024-25 period, **we completed over 250 hours of volunteering across the team**, more than double the previous period!

To help our team find opportunities that suit them, **we partner with Matchable, an innovative online platform that connects employees with meaningful online and in-person opportunities** that align with their skills and interests. And to facilitate this community spirit, every team member can take up to 24 hours out of their working time each year to volunteer for the causes that matter to them.



What we achieved this year

Over 250 hours of collective volunteer time

Began our partnership with A Good Thing and helped items avoid landfill

Goals for the year ahead

Each employee to complete a minimum of 24 hours' volunteer time

What we're still working on

Expanding our Social Mission range



Looking Ahead

We're committed to continuous improvement of our products, our services, and our team - and we dream big.

In this Impact Report, we've mentioned our goals over the next financial year; but now we'd like to shift focus to our more long-term goals.



- We want to launch a UK/EU/US offering to help multi-national teams keep consistency across the brand in products, services, and deliverables.
- We're already the only distributor who offer an exclusively sustainable range, but we want to become the industry expert for sustainability not only increasing and sharing our knowledge, but committing to continuously adapting to any new advancements, learnings, and technologies that allow us to become a more sustainable business.
- Our target year for achieving Net Zero - with only residual emissions remaining - is August 30th, 2050. We have chosen this deadline in line with science-based pathways and our long-term targets.
- We want to shift the conversation from how much to how well by having more considered orders that deliver real impact for our clients and their people.
- Increase our carbon data transparency on a per-client level, so you can see how the entire history of our relationship has benefited the environment.



Are you interested in making your merch more sustainable?

From products to online platforms to global delivery, we've got your merch needs covered.



Chat to the team today to find out more about partnering with us.

Contact us



hello@projectmerchandise.com



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