

THE CHEEKY PANDA

SUSTAINABILITY REPORT 2021



Get your paws on the latest facts and figures from your favourite eco-friendly panda brand.

The
**Cheeky
Panda**[®]

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Meet The Pandas

Our journey to becoming a top tissue and wipes brand began in early 2016, when co-founders Julie and Chris took a trip to South East China and saw the amount of surplus bamboo going to waste. "We're not having that!" they said in unison (probably). Utilising their entrepreneurial minds, they got to work, and THAT, dear reader, is how The Cheeky Panda was born (it took a lot more effort than that, but you get the gist). And now look at us! All big and strong and sustainable. We're the purveyors of bamboo brilliance, planet loving loo roll producers, earth saving sustainability superstars you never knew you needed...until now.

By late 2016, The Cheeky Panda was selling bamboo toilet rolls and tissues in the UK. Fast forward five years and we now have over 16 products selling in more than 25 countries. Let's have a round of a-paws, shall we?

Brilliant bamboo is here to change the game, for good.



Good Ol' Bamboo

Why bamboo, you ask?

Well, it's like paper, but better. There are quite a few reasons, but we've only got a tiny bit of room to work with, so here are our faves:

Speed is key

Bamboo grows super-fast, 30x faster than trees if you want to get all scientific about it. It also produces 30% more oxygen and absorbs 35% more carbon than trees if you want to get more scientific about it.

**30X
FASTER**



Save the trees

Go outside and look at a tree. Go on, do it now. We'll know if you don't. Now imagine chopping that lovely tree down and flushing it. That's what we're doing constantly, but on a massive scale - 27,000 times per day to be exact.

Luckily, bamboo doesn't mind being made into loo roll. So, we'll stick to making our products from that, thank you very much.

So sustainable

Our bamboo is sustainably sourced in South East Asia and, because there is so much of it, it would usually go to waste. However, we put a stop to that shameful wastage, and now it's used to wipe bums, faces, hands and noses across the world!

Our Values

The Cheeky Panda is a disruptor to the traditional tissue market. We are here to stop deforestation, climate change, plastic pollution and anything else that dares to harm our planet. We want to save the earth, and we want to have fun doing it.



We work towards 3 cheeky core values in everything we do:

INNOVATE

Create a sustainable world for future generations through innovative products.



IMPACT

Enrich people and the planet without exploiting the environment.



INSPIRE

Inspire a fun, environmentally conscious and healthy lifestyle.



Cheeky Panda In Numbers

WE HAVE

2 Offices

In China & UK

16 Products



Selling in

over 25

countries worldwide!



SO FAR

32 Team members

231,120

Total trees saved



18,971 tons

Total carbon removed from the atmosphere



Cheeky Credentials



Certified Vegan



Certified Bcorp



Sustainably Sourced



Plastic Free



FSC Certified



Baby Friendly



Kind to Skin



Carbon Balanced



Certified Cruelty Free



Kind to Planet

B Corp Certification



B Corp Certification



In July 2019, The Cheeky Panda joined the B Corporation (B Corp) family, and we're proud as pandas to say that we have remained certified ever since. This basically means that we've been recognised as a business that meets the highest standards of social and environmental performance, being able to co-manage both profit and purpose.

As a B Corp, we are dedicated to supporting the UN's Sustainable Development Goals, with the following our highest-performing:



No Poverty

We pay a fair living wage across all operations, we ensure our supplier code of conduct covers topics including compensation, freely chosen employment, and working hours.



Quality Education

We provide training opportunities for all our employees; we support and make regular donations to Save the Children.



Life on Land

All our products are FSC certified, and we have identified any endangered species and biodiversity hotspots that exist near our operations.



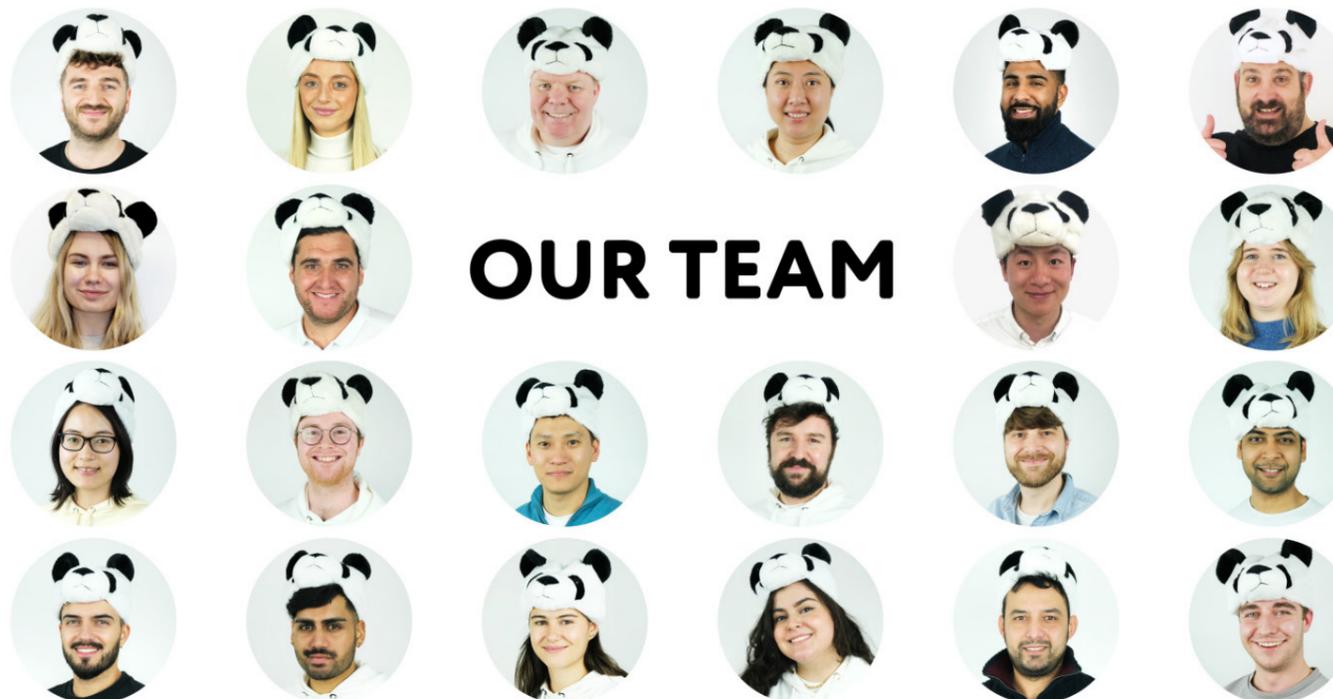
Responsible Consumption and Production

We adopt the precautionary approach across all manufacturing decisions, our products are carbon balanced and we have a company-wide recycling programme.

Our employees

Without our dedicated embarrassment of pandas (an embarrassment is a group of pandas, we're not just insulting our staff) we wouldn't be "us". We work to ensure that all our co-workers feel committed to sustainability and give them the opportunity to make suggestions on how we can improve.

In 2021, we increased our staff by 39%, and as bamboo tissue products continue to take over the world, we anticipate a few more happy pandas will join us along the way.



Modern slavery policy

We wholeheartedly condemn all such practices associated with modern slavery, human trafficking, and exploitation of persons as outlined in our company policy. This comes not least from the perspective of a company with aims of contributing to social and environmental good, but simply from our position as decent citizens, with morals, values, and basic human empathy.

We will not tolerate anyone associated with our work, or the delivery of such work, carrying out any form of modern slavery or human trafficking. With regards to our own conduct, we strictly prohibit the use of modern slavery and human trafficking in our operations and supply chain. In our dealings with other parties, we remain committed to termination of contracts and negotiations, as per Ethical Trading Initiative guidance, where the behaviour of other parties violates this, and where there is seemingly no willingness or desire to address such behaviour, or the incident from which such behaviour arises.

Wonderful working conditions

Cheeky Panda HQ is based in London; but we have colleagues in China who specialise in all things manufacturing. All our factories adhere to our Code of Conduct, the UN Sustainability Goals and ISO 45001 (an international standard for health and safety management, just FYI). We ensure a fair living wage for all employees and offer benefits such as free gym membership, subsidised meals, and health insurance.



Our Impact

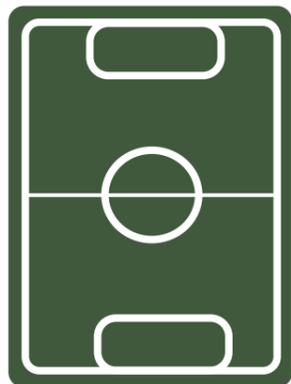
SO FAR

231,120

Trees saved since 2016



Which is 1,270 acres



equivalent to

635

Football Pitches!

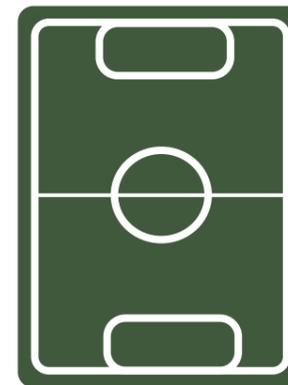
THE FUTURE



1.1 Million

Trees saved by 2025

Which is 6,145 acres



equivalent to

3,072

Football Pitches!

Kind To The Planet

We love our planet, and everything that's in it. Including you, but mainly animals. They were here long before us and will be here long after us (bit morbid but that's life). So that's why we do everything in our power to protect them and their habitat.

We remain dedicated to a completely fair, sustainable and cruelty free supply chain.



CRUELTY FREE

The Cheeky Panda performs absolutely no animal testing on any of our products, and does not endorse, request, or commission any animal testing on our behalf. For this reason, we are CCIC Leaping Bunny Programme approved, as all companies should be!

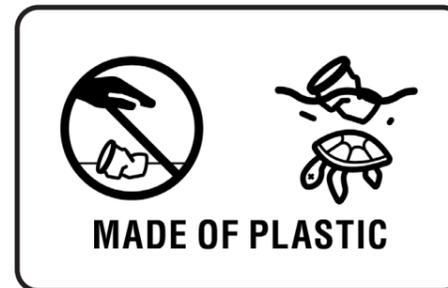


VEGAN

Many of our products are certified by The Vegan Society, this is to give people like you the confidence that our products, are 100% vegan, 100% cruelty free and 100% awesome.



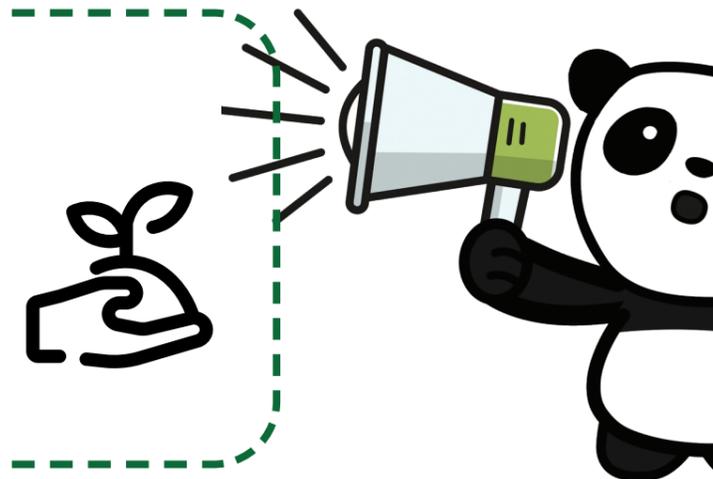
NO PLASTIC IN PRODUCT



A logo you might not be so familiar with is the 'Plastic in Product' logo, or as we like to call it, the Dead Turtle Logo. It's here to inform consumers about the plastic content in their everyday products and the harm they have on our lovely planet'. We are proud to say you won't see this logo on any of our products.

CHEMICAL USAGE

We strive to be as natural as possible in our production. Our bamboo harvest is free from fertilisers and pesticides. Additionally, you won't find any unnecessary fragrances, de-inking agents or BPA in our products. We are natural, and proud of it!

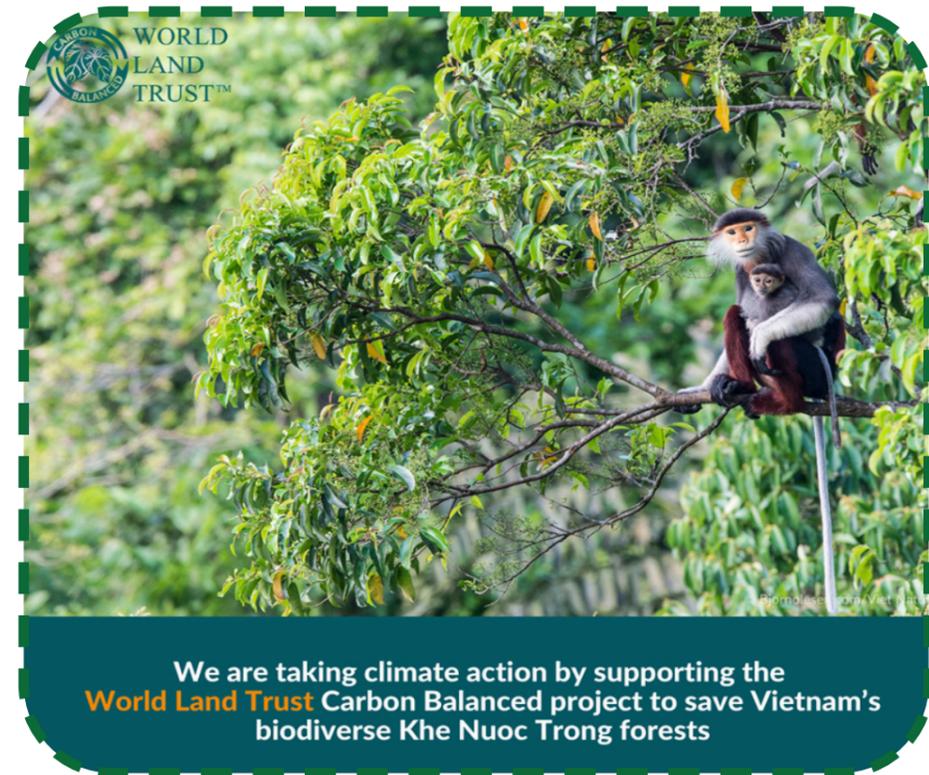


Carbon Commitments

Carbon Neutral



The first of our commitments to a more sustainable future is to become certified carbon neutral in 2022. We work closely with Carbon Footprint Ltd and the World Land Trust (WLT) to make this commitment a reality – we joined the WLT back in April 2017 and since then, we have been donating a portion of our revenue each year to offset our unavoidable carbon emissions.



This means our products are carbon balanced - any emissions created during manufacturing and shipping are 'balanced' through donations, which are then used to protect the rainforest. For the past 3 years, we have sponsored conservation work in the Khe Nuoc Trong, protecting lowland rainforest in the Annamite mountains of Central Vietnam. They often send us pictures of happy little monkeys enjoying their protected homes, it's delightful.



We are currently in the process of undertaking a full Life Cycle Assessment of all our products and shipping methods to better understand our unavoidable emissions. In our quest to be certified Carbon Neutral (fancy), we are looking to purchase avoidance credits for a certified REDD+ project, which is managed by the World Land Trust partner FUNDAECO.

Reducing deforestation

REDD+ stands for Reducing Emissions from Deforestation and forest Degradation. These projects help to promote sustainable forest management, conservation, and enhancement of carbon stocks.

Our sponsorship project will support Coastal Conservation in Guatemala, protecting more than 300,000 acres of tropical rainforest and wetland spanning the entire Caribbean coastline (that's the same size as Los Angeles, HUGE).



These ecosystems serve as carbon sinks and provide vital environmental services like clean drinking water, timber and natural disaster risk reduction for the people who live there. As a supporter of this project, we will help to preserve 30 species of high conservation value, including the *Jaguar*, *Baird's Tapir* and the *West Indian Manatee* – funnily enough, these are our 3 favourite animals (after pandas, obviously).



The project also helps to improve access to healthcare and education for women and girls, develops sustainable agroforestry systems and promotes an ecotourism programme that employs members of the local community. We can't wait to get started!



Becoming Carbon Neutral is just one of many targets we have for 2022 and many years to come. It will aid us in our journey to achieving net zero carbon by 2050, in line with government advice.

FSC Certification

The purpose of The Cheeky Panda was to provide sustainable alternatives to our favourite paper products, from toilet tissue and hand towels, to facial wipes and nappies. *We've got you covered.*

We lead by example and that is why all of our sources are independently audited by our certification body, Preferred by Nature, according to the Forest Stewardship Council®(FSC) Standards. All of our products are FSC certified and you'll find the FSC label on all of our products.



FSC Certification



Did you know **27,000** trees are cut down every single day for traditional toilet paper production?



We are proud of our achievements and that nearly all of our products carry the FSC 100% certified label. The only exception to this is our eco-friendly nappies which are FSC Mix (we found our little pandas benefitted from a bit of tree pulp to help keep those bottoms dry, but don't worry, it will still be sustainably sourced).

As The Cheeky Panda grows it remains a top priority to ensure that all of our products meet the criteria for sustainable forest management, because without sustainable bamboo forests none of this would be possible.

Earth, Ocean, People

We've donated over **£65,000** to charity since 2018! In 2020, we partnered with 3 amazing organisations. Our staff have been evenly split in order to represent a team and take part in fundraising efforts to support each charity as well as raising awareness!

TEAM EARTH

Rebuilding Rainforests and Saving Animal Habitats



TEAM OCEAN

Whale and Dolphin Conservation
– Reducing plastic in our oceans and protecting ocean life.



Wait, what about the Pandas?

Don't worry! We are keeping an eye on them too! In June 2021 we donated a whopping **£50,000** to Edinburgh Zoo to support their Survival Fund helping to feed the Pandas and the other animals and making sure they stayed safe and healthy during lockdown.



TEAM PEOPLE

Toilet Twinning – Enabling families living in poverty access to life saving loos



Looking To The Future

The more we grow as a company, the more important it is to keep an eye on how our products affect the planet.

We are proud of what we have achieved so far, but we aren't perfect! Moving forward, we want to ensure that our raw materials and resources, like energy and water, are used in the most efficient ways possible. Here are some of our cheeky targets for the future:



We aim to move manufacturing to the UK to serve the European market by 2030.



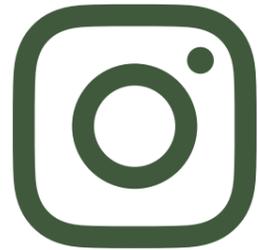
We aim to remove 527,352 tons of carbon from the atmosphere by 2030.



We aim to donate over £40,000 to our chosen charity partners in 2022, including our donations towards carbon neutrality.



Come Say Hi!



@CHEEKYPANDAHO

Tag us in your pictures! We want to see you loving our products!

Tweet us!

@CHEEKYPANDAHO

Tweet us! We want to see you loving our products!



Like us!

@CHEEKYPANDAHO

Like us! We want to see you loving our products!



Phone us!

+44 (0) 20 7283 0028

Pandas are available to chat from 09.00-17.00 Monday to Friday.

Email us!

info@cheekypanda.com

Email us any time. We will respond within 24 hours.



Visit us!

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Meet The Cheeky Pandas in person at our London office.