OUR SUSTAINABILITY MANIFESTO

SUSTAINABLE IMPRESSIONS

MOO

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Hello, we're MOO.

We aim to bring brands to life in a sustainable way.

Introduction

Richard Moross
MOO Founder & CEO

MOO was founded on the belief that great design should be within reach of everyone. We started by disrupting the print industry, democratising access to beautiful design and high-quality products. "Great design for everyone" remains our North Star today, but it needs to mean and achieve much more.

A century ago, great design could be defined as a process, accelerating humankind's move towards an increasingly industrialised, then later digital, future. Now great design must recognise the context in which it exists today: a world of diminishing resources, climate change, biodiversity loss and growing populations.

We must ensure our products are designed with great care and thought in terms of materials, manufacture and end use – so their impact on the planet is minimal. Making great design accessible, sustainable and beneficial must be our purpose for this century. The impact our products have on the world should be integral to their success.

And this has to be for everyone. Not just our customers, but their customers too, their families and friends, our supply chain and business partners, our entire business network and the planet. When design is a process that requires precious natural resources, consumes energy and creates waste, great design can't just be for some. It needs to be for everyone, because it impacts us all.

Introduction

The recent pandemic was a challenging time. At MOO, our focus was primarily on our people, supporting them where we could. This took priority over the many environmental initiatives we wanted to pursue. The pandemic also gave us the opportunity to pause and reflect on what matters most to us – as people and as a business. This resulted in a fundamental reimagining of our work culture and product vision, with sustainability being central to both. We've successfully emerged as a stronger, more profitable business, dedicated to helping our customers create lasting, environmentally considered impressions with their employees and customers in turn. We have an important role to play – as a leader in our industry and as a brand trusted by millions around the world.

This manifesto, **Sustainable Impressions**, sets out how we live and breathe "great design for everyone". It's our first attempt to formalise our approach to sustainability – and to galvanise action within MOO, and with our external stakeholders and customers. It sets out bold aims with commitments to actions that we're working on already.

Our products are designed to help create great impressions. They are an important storytelling tool, and we must make the environment part of that narrative. By changing our culture, our products and our brand, we hope our customers will find it easier to change, too. Designing thoughtful products that minimise any environmental impact will be profoundly positive for our customers and our industry. By making sustainability a powerful design choice, not a compromise, we can help companies think differently about their own ability to make a Sustainable Impression.

MOO is at the early stages of this transition, taking responsibility and action where we can. As CEO and founder, it's both a privilege and challenge to lead our efforts to build a sustainable business: designing products that our customers will love, are of exceptional quality, and do no harm to the environment. I'm very proud of what we're starting in Sustainable Impressions.

Our commitments

This manifesto is the start of our sustainability journey. It sets out bold aims across our three main areas of impact: product, people and planet. It makes commitments to actions that we're doing, or are going to do.

Our vision is to make great design more sustainable and accessible for everyone, creating long-term value for all stakeholders, from the environment we impact to the people we work with and the communities we operate in. Sustainable Impressions that last.

This manifesto sets out a path to achieving our new vision for our products, culture and business. We begin by setting out our approach to environmental best practices, equity and business transparency. And this is just the beginning. We're working on a more detailed and comprehensive plan that we hope to publish in 2025.

Our commitments

Create industry-wide change
Use sustainable practices that become standard. Leading by example.

Transform premium
Help everyone buy less, but better. Making great design attainable.

Make it sustainable
We've made this one of our six core values. Because we care for people and planet.

People

Be workplace leaders
Share our vision for the way work can work better.

Foster an inclusive culture
One that's inviting, supportive and open to all.

Planet

Protect our natural world
Choose materials and partners wisely, preserving the biodiversity of the environments we touch.

Aim for net zero
Make as little impact on the planet as possible. By shrinking our carbon footprint.

Product

Innovate for the planet
Design new ways to reduce impact, eradicate waste and create end-of-life solutions. So sustainability is embedded at every stage.

Minimise the bad. Maximise the good.
Create remarkable experiences for our customers - with minimal impact on the planet.

Design for Everyone

Not just for the benefit of our customers, but for the planet, for everyone.

Stakeholders

Darren Shapland
Chair of the Board

“

In today’s global arena, we must consider the impact that our business operations have on the environment, people, and communities. Through concerted action, and with our people and our supply chain, we will drive towards operating our business in a more sustainable, transparent, and accountable way.

Our approach

Our Sustainable Impressions manifesto sets out the direction of travel for MOO. Everyone in our business is responsible for our sustainability. So our priority is putting in place the policies, governance and accountability measures that will embed our approach and make it part of everyone's everyday decision-making.

To ensure the effectiveness of our approach, we are implementing stringent governance measures to keep ourselves accountable and develop our transparency and reporting.

Our approach

We aspire to the highest standards of business ethics and corporate governance. We're incorporating sustainability into our governance structures.

01. Formalising our policies and procedures and embedding sustainability within existing structures and risk management processes.

02. Setting up specific oversight for sustainability within the Board of Directors.

03. Putting in place appropriate resources for sustainability, including new hires and training where applicable.

04. Integrating sustainability into employee touchpoints, so it becomes part of our culture and part of the day job.

Our approach

We're committed to full transparency and accountability on all issues, including our sustainability approach.

01. Developing a sustainability plan with targets to be launched in 2025, aligned with our commercial strategy.

02. Setting up data gathering and monitoring processes across all key areas.

03. Creating a reporting framework to ensure transparency and progress.

04. Conducting regular audits of progress.

05. Listening to all our stakeholders and developing a dialogue with them on our actions.

06. Including a focus on sustainability in MOO's values.

Product

Our aim is to design the most sustainable products on the market

Product

We don't rest until our customers are delighted with our products – that's the MOO promise. We employ exceptional innovation, design, quality and service to create beautiful, functional, sustainable products – designed and crafted with people and planet in mind.

From the beginning, Business Cards have been a key part of our offering – helping entrepreneurs to grow their networks and stay connected. Over time, our product range has expanded to include Flyers, Stickers, Notebooks and Water Bottles, with other exciting branded products in the pipeline.

Our task is to make products that embrace best practices in sustainable design, allowing our customers to make more sustainable choices.

Product

We aim to design the most sustainable products on the market. We will pursue circularity and a "zero impact" approach in our product ecosystem. We also want to create some social gain along the way, so we have a net positive impact.

We commit to:
Innovating for sustainability

Our new design process addresses the challenges of designing out waste and creating end-of-life solutions. It dictates that all our new products will be driven by, and follow, our sustainability goals: reducing impact, increasing recycling, length of life and end of life solutions, circularity and purposeful choices.

We're also committed to conducting a lifecycle analysis on a minimum of two products (Water Bottles and a paper product) in the next 12–18 months. This will deepen our understanding of the impact our products have, and highlight areas where we can improve.

In line with this, we'll be developing a sustainability matrix for all new products. This will be based on environmental analysis data and will guide our new product development.

Product

Reducing the impact of materials used

We're working towards cutting all single-use plastic from our products and packaging, and minimising the use of virgin finite materials by increasing our use of recycled or renewable materials. We're working towards only using materials that can be recycled or, better still, will biodegrade.

Future products will be designed to have extended life compared to similar products. And they'll be produced with minimal components, which can easily be broken down or recycled at end of life.

Our product design, without compromising on quality, will allow product aesthetic to be driven by purposeful, sustainable choices.

Strengthening our supply chain

We're mapping our supply chain and developing our procurement governance with a Code of Conduct for suppliers across Environmental, Social, and Governmental areas, to sit alongside a new supplier assessment questionnaire. We're only going to work with new suppliers who can adhere to this Code of Conduct, and we're working with existing suppliers to secure their adherence.

Stakeholders

Nick Ruotolo
Chief Operating Officer

“

We’re committed to working with our suppliers to make sure the people in our supply chain are working under safe conditions and treated with respect and dignity. This goes beyond legal requirements. We have high standards for our suppliers. We will continue to inject accountability in our supply chain and operations by only working with suppliers who adhere to our values and standards to respect people and the planet.

Stakeholders

Toby Hextall
Global Director of Product Design

> Our guiding vision of 'great design for everyone' means that we're taking into account the materials, details and processes we use in our products to ensure that they create minimum impact on the environments and communities who make them, those who use them, and future generations.

We're introducing innovation principles and processes that prioritise sustainable product design to ensure that it becomes embedded within our work. We're working to ensure that the entire design process has sustainability woven throughout.

Planet

Our aim is to be a net zero company with a regenerative focus

Planet

Our aim is to be a net-zero company with a regenerative focus

Today, climate change and rapid biodiversity loss are two of the most defining features of our planet's environment. We all have a part to play in reducing emissions and minimising the overall impact we have.

For the planet, "Make it sustainable" means we will assess and manage our environmental impact. We will hold ourselves accountable for our actions. And we aspire to be leaders in our industry. We want to make sure there's more green in the world when we're done than when we started.

Evaluating our part in climate change – and taking action to prevent it – must be the goals at the top of everyone's to-do list. We're working on significantly reducing our carbon emissions, protecting the natural resources we're lucky to have, and playing a role in regenerating forests and woodlands.

Planet

We commit to:

Reducing our carbon emissions

We're undertaking our first carbon footprint, measuring our carbon emissions (Scopes 1, 2 and 3) to determine a baseline and set ourselves targets. We're already working to reduce our emissions across our value chain. From our new packaging and switching to renewable energy at sites where we have operational control, to transitioning to local suppliers wherever possible, and nearshore suppliers where impossible.

We're also reviewing how we can be more efficient with our technology and computer storage. We're going to measure the waste we produce and the water we consume at our manufacturing sites and find ways to reduce, reuse and recycle wherever possible. We'll also explore ways of offsetting our residual emissions. And we'll only adopt supply partners who have stretching carbon targets or who are working on setting them.

Planet

Protecting forests and biodiversity

We're exploring ways of protecting and conserving trees in the UK and the US. We're pursuing independent certification for our paper and print products, and we're increasing the proportion of our paper products from regenerative forestry.

Leading by example

We're using our communication channels to raise awareness of environmental and social issues. We want to offer our customers sustainable choices with clear and transparent information.

Stakeholders

Mary Ann Geers (GPA)
On working with MOO

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We are proud to be part of MOO’s supply chain. We understand how important it is to be part of an ethical supply chain built on mutual trust. We are in regular contact with the team at MOO, and we are confident that when we have any issues, we can reach out to them and resolve them very easily.

People

We aim to empower our people

and help them thrive

People

Our people make us who we are, so we want to do our best for them. And that includes everyone. From the wonderful people who work at MOO – our "MOOsters" – to our suppliers, customers, communities and other stakeholders.

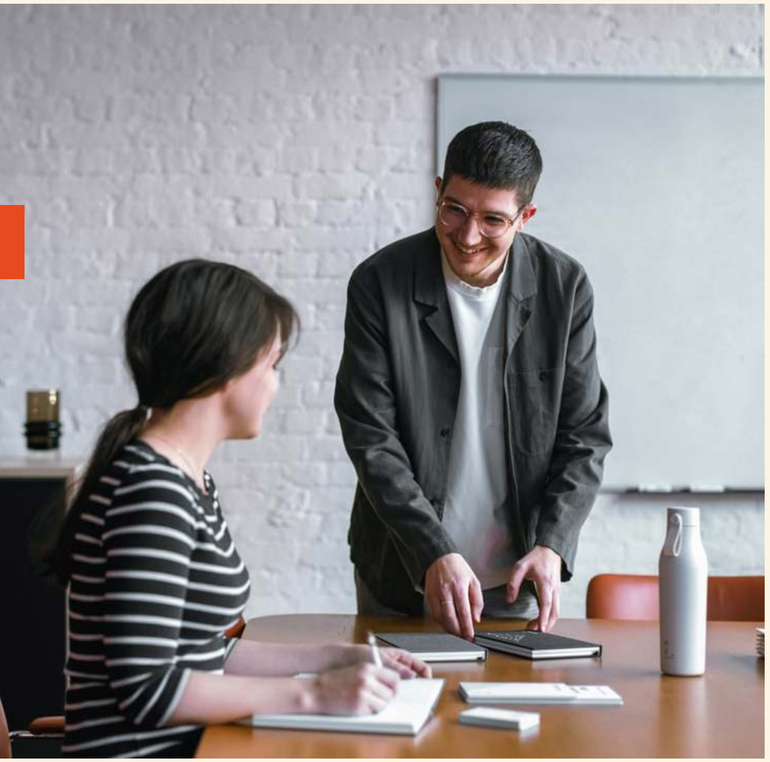
Within MOO, our goal is to offer an inclusive, safe and affirming environment where we all feel valued and empowered. And for those who we work for – our goal is to provide the very best service, being the ethical partner of choice for our customers, stakeholders and partners.

Our Employees

As a team of more than 400 MOOsters across six locations in the UK and USA, we are passionate about creating flexible work environments and giving our MOOsters a sense of pride and purpose.

Over the past year, we've developed our vision for the new world of work at MOO – we call it Work 2.0. It's our transformation programme to build a responsible and empowering culture in the wake of the pandemic.

People



We commit to:

Creating a thriving and flexible work environment

We are acutely aware of the benefits of home working and added flexibility. Both are essential ingredients in our Work 2.0 vision, and it is our goal to offer them where there is value to both the business and our people. To make it easier for our MOOsters to balance work and home, we've moved to a permanent workplace flexibility model. We're providing support through funding and training, to help our people thrive wherever they are.

Finding and nurturing the best talent

We are evaluating our hiring and promotion policies and introducing process improvements to mitigate against any potential bias. We're creating a consistent standard across all our hiring practices and locations and moving to a continuous feedback culture to streamline communication and give ongoing recognition.

People

Making everyone feel welcome

We're committed to creating a diverse and inclusive environment where everyone is welcome and feels they belong. We're introducing new DEI focused policies, co-created with our MOOsters and our JEDI group (Justice, Equality, Diversity and Inclusion) of employees. We're listening to our people regularly, to quickly respond to them and ensure we're looking after them well.

Making our MOOsters feel welcome goes beyond policies and events. One of our core values is "Keep it human". We want our people to really be themselves at work, and feel supported across all aspects of their life. So we're giving them the flexibility to balance their work and home needs. We're committed to investing and looking after our team's mental health and supporting them through major life events – whether that's becoming a new pet owner, having a baby, undergoing fertility treatment, dealing with menopausal symptoms or a bereavement.

People

Developing our people's skills

We're setting up a career development programme to help our people achieve their career ambitions and strategic goals. This year, we launched MOO U (MOO University), an internal training platform to support our talent by investing in their career development. We prioritised our managers as a critical piece in finding and nurturing the best talent, supporting a culture where MOOsters can thrive. We're introducing courses and programmes tailored to different job levels and positions for all UK and US employees.

Paying for a good job done, not the person

We're committed to paying for the job done – and not because of someone's background or gender. We're developing a comprehensive data analysis that goes beyond the UK's gender pay gap requirements to track our remuneration for all genders, races and ethnicities.

People

We aim to deliver extraordinary service, premium quality, and sustainable products to our customers

Our Customers

We're making it easy for our customers to make sustainable product choices – so they don't have to compromise on quality when making better choices for the planet. We're creating transparency in the value chain to give them confidence and peace of mind. We're also helping them build good relationships with their employees and customers, through quality products that reflect their cultures.

We commit to:

Communicating the impact of our products

We'll tell our customers about our products – where they came from, how they were made and their impact. We'll create environmental impact labels for our products to help our customers make informed choices.

Upholding the MOO Promise

We want our customers to be over the moon with their products and the service they received. So we'll fix any issue for free – and won't rest until they're delighted.

People

We aim to give back to the communities we serve

Our Communities

We are passionate about serving the communities in which we operate. We want to give back, build, and support those areas where we work. We want to support and encourage our employees to be involved in their local communities.

We commit to:

Creating additional benefits for our local communities

We're exploring new ways to support the local community at our sites. And we're giving our employees the chance to get involved – including volunteer opportunities with local registered charities.

Re-establishing our charitable and philanthropic goals

We're exploring new partnerships and philanthropic institutions to work with and support.

People

We aim to foster strong, loyal relationships

Our Stakeholders and Partners

We believe that collaborating and working together is the best way to overcome challenges. It allows us to create something unexpected, and differentiate and strengthen our business. We're better when we work with our partners. And our sustainability journey won't be easy, so we want to make sure we take our partners with us, working with them to do the best we can.

We commit to:

Collaborating with our partners on sustainability

We're working with our partners to solve the sustainability challenges we face by co-creating knowledge and sharing expertise and experience. We're learning from our customers, our employees, and our suppliers.

Engaging in regular, positive dialogue with our stakeholders

Listening is as important as talking, so we're engaging in regular dialogue across the broad spectrum of our stakeholders. Through these conversations we'll learn what's important to them, understand how we can do better, and strengthen our most important relationships.

Stakeholders

Jaclyn Tomlinson
Chief People Officer

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Our employees are at the heart of our operations, and we recognise that their collective talents, efforts, and commitments help MOO provide ‘great design for everyone.’ We’re working hard to create an inclusive and flexible environment where our people feel represented and empowered to be themselves. We have made significant progress and are proud of where we’re at, but this doesn’t mean that the work is done, and we are continuing to increase our focus in this space.

Stakeholders

Noha Ghazouani
Product and New Platform

“

The culture at MOO has allowed me to develop and thrive in my career. Soon after I started at MOO, I joined the Justice, Equality, Diversity and Inclusion (JEDI) team because I wanted to help make a difference and ensure that my colleagues felt represented. The JEDI team has been a great platform for my colleagues and me to meet and discuss the issues that matter to us. JEDI is doing lots of great work, and having the backing of the Senior Leadership Team means that our voices are heard.

Stakeholders

Dan Clarke
Nexamp – Product and Quality

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Nexamp has been a long-time MOO customer, and we have always been impressed with every element of MOO – from the service to the quality of the product. As a company, we are choosing to be conscious of our purchasing decisions. So we are pleased to see that MOO is working to become a more sustainable and environmentally friendly company.

Case Studies

Case Studies

CASE STUDY 01

Updated packaging

PRODUCT

Packaging is a vital part of our products, preserving the quality of its contents and being a customer's first physical touchpoint of our brand. It must be as sustainable and thoughtfully designed as its contents.

Case study 01

In April 2022, we launched our new packaging. It's plastic-free, 100% recyclable, made with over 60% recycled material and is chlorine-free. It uses a micro-flute material: a corrugated board with very fine flutes that offers great stability and protection for its weight. This means it uses fewer wood fibres than conventional packaging. We also use regular brown kraft paper, which is 100% recycled. Combining these two materials enabled us to reimagine and elevate basic packaging to have a clean, simple and beautiful look.

We've also partnered with a US packaging vendor, Hub, based locally to our US warehouse. This has enabled each packaging item to travel 8,000 miles less when shipped from our US warehouse. Hub uses certified sustainable fibres and continuously develops alternative waste streams and innovative designs to eliminate materials from landfills.

Overall, the shift in our packaging approach will allow us to reduce excess packaging by 50%, reduce our carbon footprint by 80% and cut paper usage by 75% compared to a 2019 baseline.

CASE STUDY 02

Cotton paper face masks

PRODUCT

Case study 02

"as effective as single-use plastic masks"

One of the many unintended consequences of the pandemic was the impact the global reliance on single-use plastic face coverings had on the environment. While they served an essential purpose in mitigating the spread of COVID-19, we felt there could be a more sustainable solution to long-term mask usage. We wanted to design something just as effective, but more circular in nature – taking its source materials and disposal into account.

As a result, we designed a mask that's:

- Created entirely out of Cotton paper – a fully recyclable material made from cotton linters (the fuzz around the seed).
- Inspired by the ancient art of kirigami, a complex paper-folding and cutting technique. It uses a single sheet of paper and eliminates the need for plastic, elastics or glue.
- Crafted for a lightweight, comfortable fit in two sizes.
- As effective as single-use plastic masks at preventing droplet expulsion and spread (as determined by an independent evaluation by the Rochester Technology Institute).

While our paper masks are single-use, they are biodegradable and can be easily recycled, offering a sustainable alternative to plastic-based surgical masks.

*Face Masks are a temporary product launch and not part of our permanent product offering

CASE STUDY 03

Work 2.0

A new vision for work at MOO

PEOPLE

Case study 03

"Work 2.0. is our transformation strategy to build a strong culture and business"

The pandemic gave us a chance to transform MOO and we believe we're leading the change towards the new world of work. We've taken the opportunity to rethink the places we work, how we work and what types of environments we want to come back to.

Work 2.0. is our transformation strategy to build a strong culture and business in the aftermath of the pandemic. With this new strategy, we're looking at transforming our employee experience while building a company that attracts and retains diverse talent – and delivers great business outcomes.

Work 2.0. is designed with three fundamental principles at the core. These apply across job roles from fixed to flexible, and across all locations and functions:

Case study 03

Purposeful

Sustainable

Inclusive

It's designed to reflect our brand, values and our purpose as a business.

It will embody sustainable approaches to work for our employees, providing flexibility for people to balance work and life. To reduce stress and burnout and increase productivity and happiness.

It's inclusive from the ground up, helping us build a more diverse and equitable business.

Case study 03

Work From Home provides a variety of workplaces to support many types of productivity

With these design principles in mind, we're implementing big changes to make work better for our people. We've created new work profiles, Hybrid and Remote – with home being the default place for task work in both cases. Hybrid retains a weekly presence in the office for more collaborative and cross-functional working. Remote allows for a more infrequent in-person cadence, as permitted by the roles. Roles and teams that are critical in delivering many of the strategic workstreams above are likely to skew more towards Hybrid profiles, maximising in-person interactions and collaboration.

We've introduced new training to support these new ways of working – from ergonomic health to putting in place mental boundaries between work and home. Plus new digital tools that make it easier to stay connected, even when we aren't in the same place. So our operational model is independent of time or location. We're also providing a new **Work From Home** fund. This provides home office kit for those at home. And ensures we have a variety of workplaces to support many types of productivity.

CASE STUDY 04

JEDI

An inclusive environment for everyone

PEOPLE

Case study 04

"JEDI hosts events, panel discussions, and conversations to raise awareness of key issues"

Diversity, equity and inclusion are of the utmost importance at MOO. We're committed to building a diverse, inclusive workforce that represents the wider community – and ensuring this workforce feels valued, empowered and represented.

At MOO, we have a Justice, Equality, Diversity and Inclusion (JEDI) team. They are a group of employee volunteers who help keep the company accountable and represent our employees. Throughout the year, JEDI hosts events, panel discussions and conversations to raise awareness of key issues.

Under the JEDI group are several Employee Resource Groups (ERGs). These provide an open forum for employees with a shared identity to meet and support one another – to build their community and sense of belonging. At MOO we have several ERGs. These include groups for LGBTQIA employees, women, parents and carers and ethnic minorities. Within these ERGs, we aim to celebrate, educate and advocate.

CASE STUDY 05

Mental health

Shining a light on mental health

PEOPLE

Case study 05

In a time of hybrid working (and after a couple of challenging years), supporting each other's mental health at work has become increasingly difficult. In early 2022, we partnered with Shine Initiative – a charity whose mission is to combat discrimination and destigmatise mental health conditions in children and young adults. We created a curriculum specific to the people and culture at MOO, offering training and a series of workshops. These helped give our employees a better understanding of mental health and the tools to support it. Sessions covered topics such as basic mental health literacy, crisis management and mental health ambassador training.

We're now launching a mental health ambassadors programme with Shine. So far, 19 MOOsters have become certified Mental Health Ambassadors. We're strengthening our mental well-being programme in areas specific to the business: leadership, the workplace, parents and carers. Our MOOsters guide us on what content to build next. This will be based on the engagement and decisions in our workshops.

Our work on mental health aims to normalise talking about it, to strengthen the resilience of our MOOsters, and make us feel more balanced across all areas of our lives. We're delighted to continue our partnership with Shine.

CASE STUDY 06

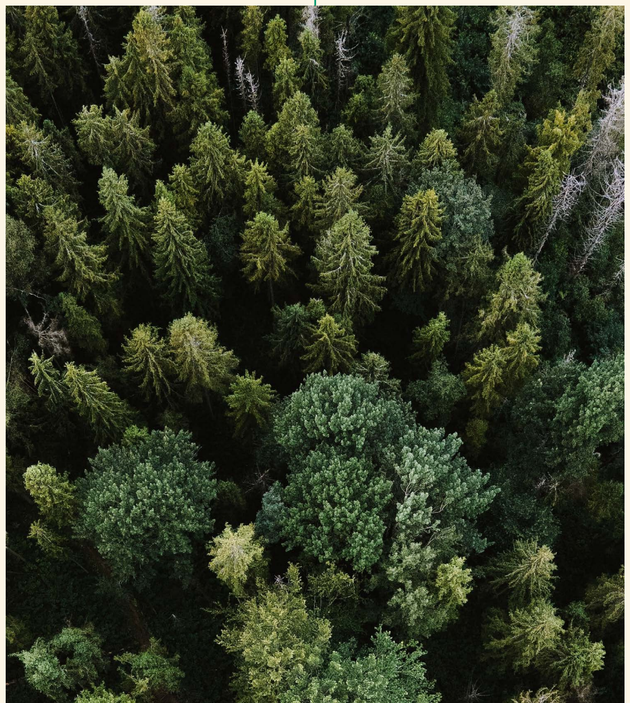
Our paper supplier

Holmen Iggesund

PLANET

Case study 06

Holmen Iggesund are in the top 1% of all assessed companies



We know we need to work together to support a more sustainable future. So we've partnered with Holmen Iggesund, a premium paperboard company striving towards more purposeful and sustainable packaging solutions.

In 1685, the Queen of Sweden first entrusted the Iggesund mill to use local waters and forests. Today, as part of the Holmen Group, their business model is circular and adds value to the forest. Wood comes from the forest eco cycle, providing raw material for their paperboard and energy to power their production, while water comes from nearby lakes and rivers, giving them fresh water and renewable energy from hydroelectric power plants. They gather additional energy from wind power generated on their own land. And when the product lifecycle draws to a close, their products can be recycled and come back to life in a new form or be used as biofuel.

Sustainability is integrated into everything Holmen Iggesund does. From sustainably managing forests and handling water with care to striving for zero emissions and bringing leftovers to life. Their paperboards use the leftover wood parts from the wood mills and forest management to make sustainable, renewable materials.

Not only do they use certified raw materials from responsibly managed forests, Holmen Iggesund has also been awarded a Platinum medal by EcoVadis, which puts them in the top one percent of all assessed companies.

CASE STUDY 07

Ocean Decade sponsorship

PLANET

Case study 07

We're proud to be supporting UNESCO's Ocean Decade. We're working with the Ocean Agency on a year-long partnership to raise awareness of how Personal Protective Equipment (PPE), containing plastic, exacerbates the ocean pollution crisis. The collaboration has seen us working on initiatives launched in July 2022 at the UN Ocean Conference in Lisbon.

We're proud to be supporting UNESCO's Ocean Decade

Case study 07

The Ocean Image Bank and Creative Toolkit

To raise awareness of how PPE is polluting the ocean, we developed the Ocean Image Toolkit, a rights-free collection of images sourced from leading underwater photographers and filmmakers. Impactful "seeing is believing" images of plastic pollution in marine environments spotlight the environmental catastrophe.

Exhibition in a Box

We helped develop educational boxes with Adobe and the Ocean Agency. This initiative showcases beautiful ocean photography by young artists, each one representing one of the seven UN Principles of Ocean Literacy – the most important things everyone should know about the ocean. It also contains posters promoting the Ocean Decade and its importance as a pivotal time for action.

THANK YOU

This manifesto is our initial effort to set our sustainability objectives and a work plan. We welcome all feedback.

Please get in touch with us at
sustainability@moo.com

MOO