

An aerial photograph of a rugged coastline. The water is a vibrant turquoise color, with white foam from waves crashing against dark, jagged rocks. A large, bright yellow cross symbol is overlaid on the right side of the image. The rocks are dark and layered, with some green vegetation visible on the right edge.

# Brand Addition

Sustainability Report 2024

Published 18<sup>th</sup> December 2024

**brand addition.**

## Contents



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# Welcome to our Sustainability Report



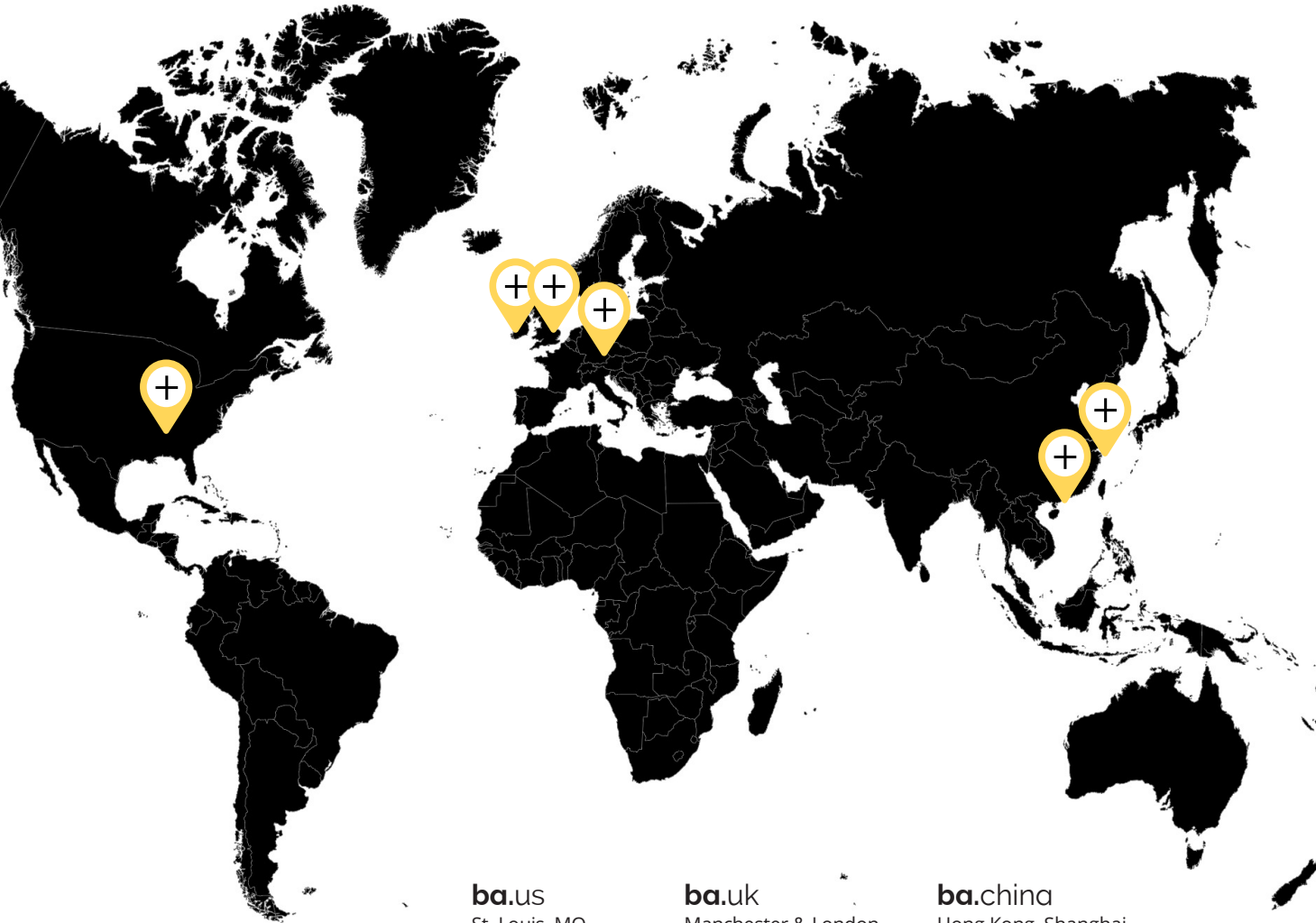
Welcome to our 2024 Sustainability Report. At Brand Addition, our mission is to continually enhance everything we do. We prioritize our core values: doing the right thing, achieving results, creating memorable experiences, and being easy to work with.

These principles support the significant progress in sustainability initiatives highlighted in this report. Notable achievements include our EcoVadis Platinum accreditation, ISO certifications (9001, 14001, 27001, 45001), updates to product and packaging standards, advancements in renewable energy, carbon offset shipping options, and reductions in our carbon emissions.

Building trust and long-term relationships with employees, customers, and suppliers is key to our success. This report not only showcases our achievements but also offers transparency to our stakeholders.

Thank you for your interest in our progress. I look forward to sharing more updates in the future.

Respectfully,  
**Karl Whiteside**  
Group Managing Director



**ba.us**  
St. Louis, MO.

**ba.ireland**  
Dublin.

**ba.uk**  
Manchester & London.

**ba.germany**  
Gelsenkirchen.

**ba.china**  
Hong Kong, Shanghai  
& Guangzhou.

# Global Business.

Part of The Pebble Group plc.

Brand Addition is a full-scale merchandise agency that help global brands build culture, awareness and meaningful connections with their customers.

We extend your values in thoughtful, sustainable, globally conscious ways to create branded moments that people love.

**430 120**

Global team

Brands we work with

**\$138m**

Annual revenue 2023

## Our Services

-  **Global Account Management.**
-  **Creative Services.**
-  **Sourcing & Quality Control.**
-  **Supply Chain Compliance.**
-  **Web shop Platforms.**
-  **Warehousing & Fulfilment.**
-  **International Delivery.**

## Our Values



Do The Right Thing



Results Matter



Easy To Work With



Make It Memorable

# Dedicated sustainability team



**Christine Jennings**  
Global

Christine joined our team in May 2021 as the Group Quality and Sustainability Manager, bringing over 25 years of experience in product sourcing. She leads global teams in quality, compliance, vendor management, sustainability, and supply chain governance. Her focus is on aligning group strategies and implementing global policies to drive continuous improvement in these areas. In 2023, Christine earned a Business Sustainability Management qualification from the University of Cambridge.



**Hunter Benkoski**  
Americas

Hunter has degrees in Sustainability, Environmental Studies, and a Master's in Ecology. At Brand Addition, she consults with employees, clients and suppliers on sustainable products, leads US sustainable operational initiatives, and supports global sustainability reporting. Her favorite Brand Addition projects include creating the US Sustainable Product Catalog, overhauling US warehouse packaging, and developing a process to track US sustainable product sales.



**Violet Doyle**  
Europe

Violet is a sustainability professional educated to Masters level in Sustainability and Management and is a certified IEMA Practitioner working towards chartership. Violet joined Brand Addition in February 2024 as a Sustainability Manager. Her experience as a sustainability consultant allows her to work closely on client accounts to advise and engineer product ranges and initiatives that align with client values and sustainability goals. Violet also works with teams within the business to reduce negative environmental impacts and ensure alignment with industry best practices.










# Roadmap to 2030

In 2021, as part of our ba.ONE strategy, we presented our sustainability goals for 2030. Our sustainability program has evolved since then, so we updated our roadmap goals in 2024 to reflect that progress. The new goals are designed to be measurable, helping us track our impact more effectively and stay accountable.



# Roadmap progress

## UN Sustainable Development Goals

	Goal	Year	Progress	Aligned UN Sustainable Development Goals (SDGs)
	Employ dedicated Sustainability Managers by end 2021	2021	Achieved	SDG 8: Decent Work and Economic Growth
	Publish Annual Sustainability Report by end 2022	2022	Achieved	SDG 16: Peace, Justice and Strong Institutions
	Renewable energy or RECs in all our sites by end 2023	2023	Achieved	SDG 7: Affordable and Clean Energy
	Certify Manchester location to ISO20400 (Sustainable Procurement), ISO26000 (Social Responsibility), and ISO45003 (Psychological Health)	2024	Achieved	SDG 3: Good Health and Well-Being SDG 12: Responsible Consumption and Production SDG 16: Peace, Justice, and Strong Institutions
	95% of purchased warehouse packaging is (>50%) recycled, (curb side) recyclable, or (certified) compostable by end 2025	2025	Manchester: Achieved St. Louis: Achieved Gelsenkirchen: Baselineing in progress	SDG 12: Responsible Consumption and Production
	10% of program products are from diverse-owned suppliers (MBEs, WBEs, VBEs, LGBTBEs, DOBEs) by end 2028	2028	Baselineing in progress	SDG 10: Reduced Inequalities
	50% of program products are sustainable (according to our Sustainable Product Standard) by end 2028	2028	Baselineing in progress	SDG 12: Responsible Consumption and Production
	Reduce Scope 1 and 2 carbon footprint by 50% by 2030	2030	46.9% reduction by 2024	SDG 13: Climate Action
	Zero Waste to landfill by 2030 in our warehouses	2030	Baselineing in progress	SDG 12: Responsible Consumption and Production

# 2024 highlights



Maintained **EcoVadis score of 80** in 2024 Assessment

Improved **CDP** score to B on **Climate Change Assessment** and B- on **Supplier Engagement Assessment** (2023)

**15**

new training courses on **ba.academy**

**1,348** hours

engaging suppliers (Compliance & Sustainability, YTD)



Launched global **ba.mentoring** program

**Top 13** distributor awarded by PPAI



Funded clean-up of **221,000+** pieces of plastic with **Take 3 For The Sea**



**Renewable energy** in all European sites + RECs in remaining sites



**1,000** hours **volunteering** done YTD



Global ISO Accreditation

Became an accredited **Living Wage Employer** in 2024 (UK only)



Introduction of **Adoption Policy** and updated **Maternity Policy**



**Step Forward PLEDGE**

**BPMA** Step Forward Pledge

# Global accreditations

We rely on third-party assessments and audits to validate and continuously improve our sustainability performance.

## Achievements



Improved to B Score on 2023 Climate Change assessment; Improved to B-Score on 2023 Supplier Engagement assessment



Jumped to No. 13 spot on PPAI Top 100 recognition list in 2024



Renewed our commitment to the BPMA Step Forward Pledge



Maintained EcoVadis score of 80 in 2024 assessment

## ISO Certification

**ISO 9001** – Quality

All sites

● New this year

**ISO 14001** – Environment

Manchester, St. Louis Warehouse, Gelsenkirchen

**ISO 20400** – Sustainable Procurement

Manchester

**ISO 26000** – Guidance of Social Responsibility

Manchester

**ISO 27001** – Information Security

All sites

**ISO 45001** – Health & Safety

Manchester, St. Louis Warehouse, Gelsenkirchen

**ISO 45003** – Psychological Health

Manchester

# Leading through sustainability

In January 2021, we launched ba.one, a strategy to unite our global entities around shared sustainability goals to positively transform our business and the industry. We continue to implement these changes and enhance our processes and policies to fulfill our roadmap commitments and drive progress.



## Product

Our products are the heart of our business. We are increasing the number of products we source that meet our Sustainable Product Standard, focusing on certified sustainable materials.



## Planet

We implement ambitious measures to reduce our environmental impact. This includes a carbon reduction strategy, using renewable energy, offering carbon-offset shipping options, and other strategic initiatives.



## People

Our people are our greatest asset. We support our employees with mentorship and career advancement opportunities, and we extend our values to all our relationships with customers, suppliers, and investors.

**Leading  
through  
sustainability.**



Product



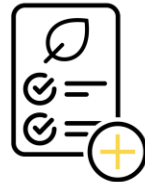
Planet



People

# Product standards & resources

Our Sustainability Team maintains a comprehensive set of standards and resources to guide our teams on sustainable sourcing.



## **Sustainable Product Standard**

Defines how we identify sustainable products with criteria for materials and certifications to validate sustainability claims.



## **Sustainable Packaging Standard**

Defines best-practices for packaging and provides recommendations for improving packaging sustainability.



## **Responsible Product Standard**

Defines how we identify responsible products beyond materials. Highlights the wide variety of ways products can be produced more ethically.



## **Single-Use Plastic (SUP) Policy**

Defines our approach to single-use plastics and gives a hierarchy of preferred alternatives.



## **Textile Exchange Membership**

We joined the Textile Exchange in 2023. Our membership gives us access to exclusive resources, and we attend the annual Textile Exchange Conference every year.



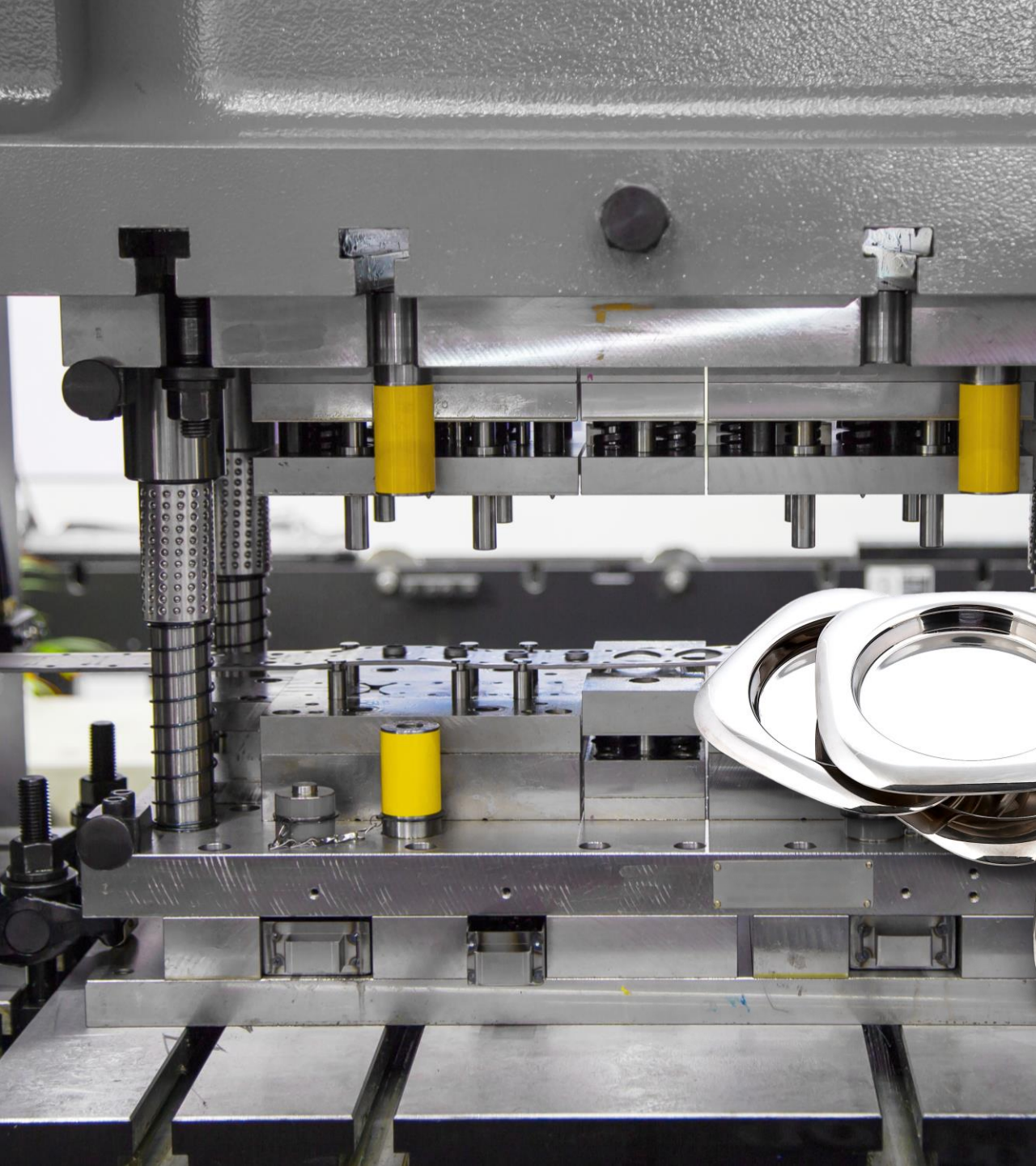
## **Sustainable Product Catalog**

We maintain an internal Sustainable Product Catalog for our US office. This points our merchandizers towards the best sustainable products in our industry.



## **Sustainable Product Tracking**

Our US merchandizers teamed up with IT to start tracking sustainable product sales. This lets us measure what percentage of US program sales are from sustainable products.



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# Product highlight: circular design

Produce a circular product made from high recycled content

We encourage product circularity by working with our suppliers to use a broader range of recycled and recyclable materials. **We sourced a designer drinks coaster made from 70% certified recycled aluminum.** The project was extremely technical, and it required focused research and development to achieve.

**We successfully used over 40 metric tonnes of GRS-certified post-consumer recycled aluminum.** The coasters' mono-material design, combined with aluminum's ability to be infinitely recycled, makes this product an example of circular design. Even its packaging is 100% recycled and curb side recyclable kraft paper.

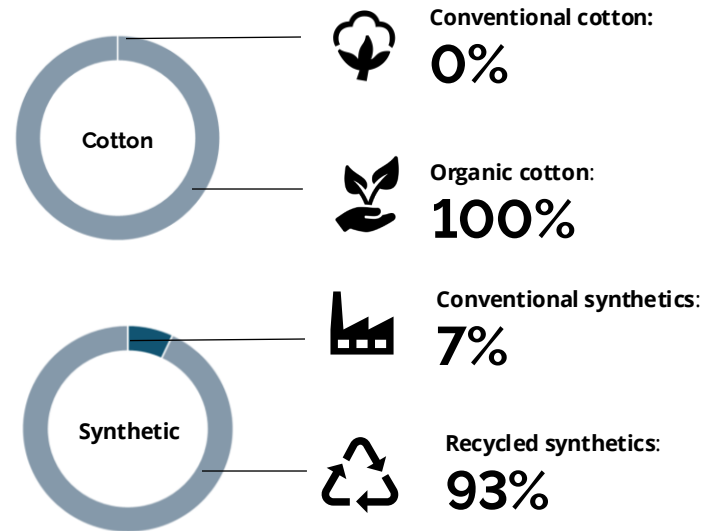
# Account highlight: sustainable sourcing

Measurable improvements in sustainable fibers

Our sustainability team has undertaken numerous initiatives to enhance sustainability metrics across various client accounts. By collaborating closely with clients and suppliers, we have established robust supply chains that prioritize sustainable practices and materials, enabling us to create high-quality, durable products.

**For one lifestyle apparel range, we strategically tracked and increased the use of sustainable fibers.** As a result, the organic fiber content in cotton products rose from 95% in 2022 to 100% in 2023 (within a  $\pm 0.5\%$  margin), while recycled fiber content in synthetic products increased significantly from 68% to 93%. This progress reflects our commitment to driving measurable improvements in sustainable sourcing.

Sustainable fiber report results- total 2023 fiber consumption





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# Account highlight: sustainability strategy

Enhance sustainability guidelines & reduce greenwashing risk

We refined our approach to one account's product sustainability requirements to better meet their expectations while improving transparency. **The account aims for all products to be 80% recycled, recyclable, or biodegradable.**

We found that those categories were being too broadly interpreted and posed a greenwashing risk, so **we developed more precise internal guidelines** to uphold strict sustainability standards.

We now define "recyclable" products as those that are either widely curbside recyclable or clearly labeled with their special recycling stream. We define "biodegradable" products as those that are certified compostable.

As a global business, we must be aligned across all regions and adhere to international best-practice to label products. For all our accounts, we aim to eliminate ambiguity and greenwashing. By updating our sustainability guidelines, we ensured our sourcing teams understand how to deliver better sustainable products to support our sustainability goals.

# Account highlight: Accenture

Support client sustainability efforts by aligning key initiatives

We're proud to support Accenture's ambitious sustainability goals.

Accenture's corporate sustainability leadership inspires us to contribute to their vision while advancing our own sustainability initiatives.

## Environment

Accenture has a goal of achieving net-zero emissions by 2025 and has used 100% renewable electricity since 2023. They've also eliminated single-use plastics from their office locations and aim to have 90% of key suppliers disclose their environmental targets by 2025. At Brand Addition, we mirror this dedication by running entirely on renewable energy (including RECs), reducing our Scope 1 and 2 emissions by 50% by 2030, and implementing a Single-Use Plastic Policy.

## Products

We're curating global consistency in sustainable products for Accenture's program. **36% of in-stock items meet our Sustainable Product Standard in the USA and 70% in EMEA. We're on track to increase these figures to 50% and 80% by the end of 2025.**

## Ethics & Governance

Accenture upholds strict standards for data privacy and security with global certifications like ISO 27001. At Brand Addition, we maintain ISO 27001 certification across all our locations.

## Human Rights

Accenture's Supplier Standards of Conduct promotes living wages and fair practices. Brand Addition is a certified Living Wage Employer in Manchester and promotes fair wages and ethical sourcing. Our Responsible Cotton Sourcing Policy, Conflict Mineral Policy, and Corporate & Social Responsibility Declaration are designed to uphold these shared values.

## Supply Chain Engagement

Accenture empowers clients across industries to achieve environmental goals through their Sustainability Services. Brand Addition complements this effort by engaging with suppliers on sustainable practices and offering eco-conscious product options. From ethically sourced materials to low-impact goods, we help amplify Accenture's sustainability strategies across their initiatives.

Together, we prove that partnerships built on shared values can drive meaningful, positive change.



# Supply chain engagement

Engagement with our suppliers is critical to our operations. It fosters strong relationships, promotes sustainable practices, enhances transparency, and ensures that our supply chain aligns with our commitment to environmental stewardship and social responsibility.

## Code of Conduct

All Brand Addition suppliers must sign our Corporate & Social Responsibility Declaration.

## Responsible Cotton Sourcing Policy

All cotton product suppliers must sign our Responsible Cotton Sourcing Policy and Traceability Declaration.

## SEDEX Membership

Brand Addition is an A/B member of SEDEX, a business network focused on improving supply chain social and ethical performance. SMETA audit reports are shared between clients through SEDEX.

## Russian Steel Policy

We are committed to avoiding the sourcing or use of Russian steel.

## Conflict Minerals Policy

We are committed to sourcing materials responsibly and eliminating conflict minerals from our products.

## Modern Slavery Policy

We are committed to eliminating modern slavery by ensuring ethical practices and transparency throughout our supply chain.

## Whistleblowing Policy

We encourage employees to confidentially report unethical behavior to promote a transparent and accountable workplace.

Our Compliance & Sustainability teams spent an estimated **1,348 hours** engaging with suppliers (as of publication date) in 2024.

## Supplier Assessment System:



### Identify

- Identify potential suppliers



### Assess

- Supplier Assessments
- Product Testing (product compliance)
- Product Inspections



### Action

- Follow up on any non-conformances
- Test reports



### Maintain

- Supplier re-assessments
- Supplier reviews (Supplier Evaluations)

The Supplier Assessment process is critical to our business since Brand Addition does not directly manufacture any products. Identified suppliers must go through the Assessment process to be approved by Brand Addition.

### Suppliers are assessed on:

- 1- Quality Management Systems
- 2- Product Quality & Process Control
- 3- Product & Supplier Compliance
- 4- Ethical / Corporate Responsibility
- 5- Environmental Responsibility
- 6- Sustainability.

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Product



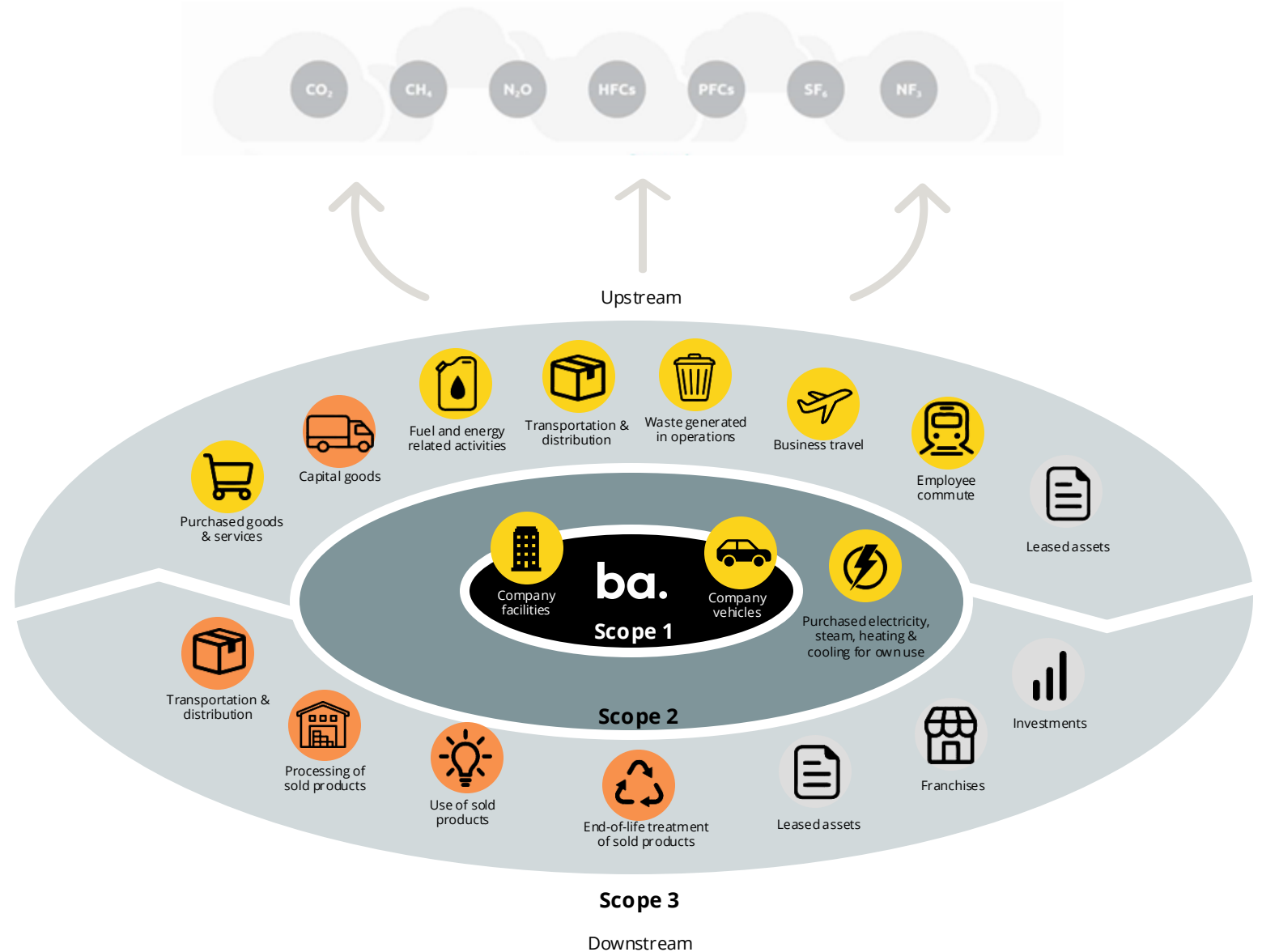
Planet



People

# Our emissions profile

We fully measure and report on our Scope 1 & Scope 2 carbon footprint. We partially measure our Scope 3 footprint. The categories in orange are relevant to our Scope 3 footprint, but we do not measure them (yet).



- Relevant to Brand Addition - Measured
- Relevant to Brand Addition - Not measured yet
- Not relevant to Brand Addition

# Emissions data (2023)

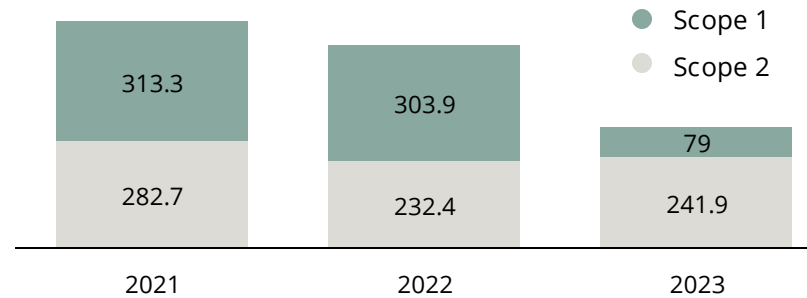
## Scope 1 & 2 reduction

**-46.9%**

The reduction in our Scope 1 & 2 emissions are from:

- Energy efficiency improvements
- 100% renewable energy for European sites
- Renewable Energy Credits (RECs) for remaining sites

Emissions in metric tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e).



**~1%**

of our annual carbon emissions are accounted for by scope 1 & 2

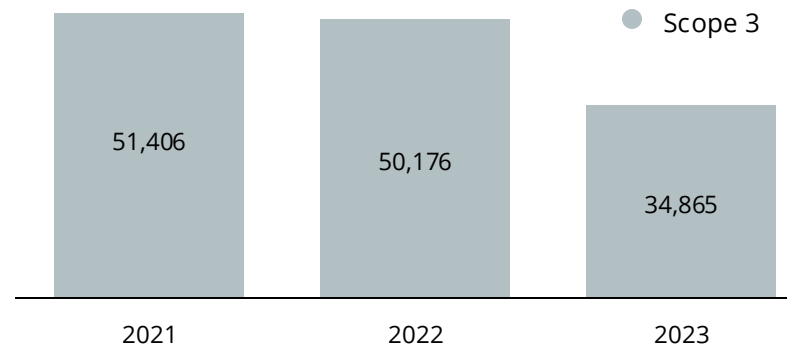
## Scope 3 reduction

**-32.2%**

The reduction in our Scope 3 emissions are from:

- Reduced purchased goods & services
- Reduced upstream transportation & distribution

Emissions in metric tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e).



**~99%**

of our annual carbon emissions are accounted for by scope 3

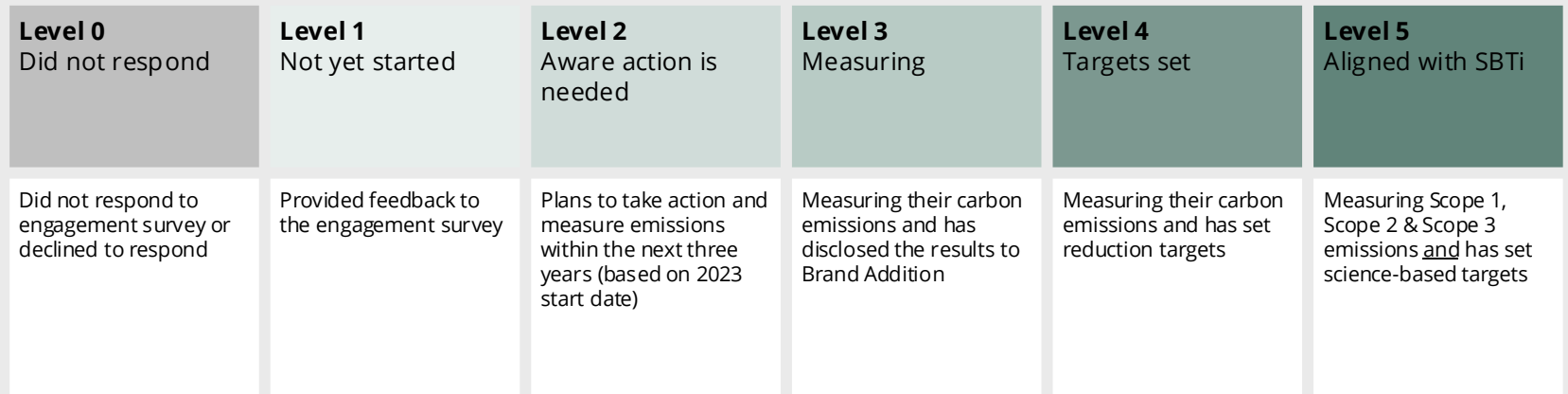
# Value chain engagement survey

Since over 99% of Brand Addition's greenhouse gas emissions are from our value chain, we encourage our suppliers to measure and reduce their emissions.

We send an annual value chain engagement survey to our top suppliers to better understand their emissions profiles. In our 2024 survey, we received responses that represent the top 30% of our annual spend. Of these respondents, **73% measure and report one or more carbon scopes, and 61% collect Scope 3 data. 46% also report annually to EcoVadis.**

Of the suppliers that responded in both 2023 and 2024, we saw a 46% increase in their performance level.

## Measuring supplier performance



# Operations



## Packaging

In our Manchester and St. Louis warehouses, we've achieved our goal of making at least **95%** of purchased packaging recycled, recyclable or compostable.

Following our 2023 St. Louis warehouse packaging review, a recent packaging review at the Gelsenkirchen warehouse led to notable updates. The number of packaging types was reduced from nearly 20 to 11, with lighter cardboard introduced to house items under 7 kg. This change reduces the material usage and shipping weight per box, leading to cost and carbon savings.

Paper air cushions replaced paper rolls as void material, offering easy recyclability and enhanced shock absorption. The Gelsenkirchen warehouse is also onboarding new suppliers who can provide the necessary data to track progress toward our main packaging sustainability goals.

## Logistics

The St. Louis warehouse started shipping with the FedEx Carbon Offset Program at the end of 2023.

While carbon offsets help mitigate the impact of our shipping emissions, they are an incomplete solution. We are exploring better long-term strategies to directly reduce our shipping carbon footprint.

Our logistics team recently conducted a consolidation exercise to reduce the number of suppliers Brand Addition uses. This results in more accurate logistics emissions tracking and helps us select lower carbon logistics options.

## Energy

Our European sites (Manchester, London, Dublin, and Gelsenkirchen) now operate on 100% renewable electricity. All remaining locations do not have renewable energy available on site yet, so they purchase renewable energy certificates (RECs).

In late 2023, updated LED lighting was installed in our St. Louis warehouse. **Across all locations, we achieved a 6% reduction in electricity usage, a 17% reduction in gas usage, and a 12% overall reduction in energy consumption in 2023 compared to our 2021 baseline.**



# Earth Day 2024



# 1

## Non-Profit Partner

We donated 1% of profits from the 22<sup>nd</sup> to the 26<sup>th</sup> of April 2024 to Take3ForTheSea, a non-profit organization that cleans plastic pollution from Australia's coasts.



# 221,000+

## Plastic Pieces

Thanks to our campaign donation, Take3ForTheSea will clean up over 221,000 pieces of plastic from Australia's coastlines.



# 30

## Clients

30 Brand Addition clients directly participated in the global campaign by sharing web banners and e-blasts.

# 130+

## Volunteers

Over 130 Brand Addition employees, family members, and friends gathered around the world to clean plastic pollution from local waterways. They spent over 300 hours volunteering together.



**Leading  
through  
sustainability.**

 Product

 Planet

  People

# Diversity, equity & inclusion (DEI)

We have DE&I Focus Groups across the business to support local and global initiatives, which means we can be more aligned on events throughout the year.

Our HR Team play a pivotal role in our commitment to diversity and inclusion. They take responsibility for supporting, developing, and driving inclusion in various ways:

- **Creating Awareness and Open Dialogue:** Fostering conversations about diversity and inclusion, cultivating an environment where everyone's voice is heard.
- **Challenging Definitions:** Challenging our understanding of diversity, broadening our perspective to embrace a more inclusive vision.
- **Knowledge Sharing:** Educating others, sharing knowledge and dismantling barriers that hinder inclusivity.
- **Promoting & Celebrating Difference:** Organizing events that promote and celebrate diversity, ensuring inclusion for all.

At Brand Addition, family and personal life is central to our DE&I approach. We support work-life balance through policies, including:

- Flexible working policy
- Maternity policy
- Hybrid working policy
- Paternity policy
- Menopause policy
- Adoption policy

Brand Addition conducts a Gender Pay exercise annually and the report is available on our website.





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# Volunteering

As part of our ba.ONE initiative, we're committed to fostering global connections and giving back. To support this, we have 16 hours of paid volunteering leave for each team member. This year, our Manchester team partnered with Mustard Tree to provide weekly support at their food club and community shop. The Manchester team also partnered with The Bread-and-Butter Thing to support mobile food clubs and work experience programs.

Our teams in St. Louis volunteered at a wide range of charities and donated to Ronald McDonald House of Children and Hurricane Helene Relief. These initiatives have strengthened our communities and our teams, highlighting the power of giving back.



**As of September 2024, we already accomplished 143% of our yearly target of 700 hours.**

Globally, our teams embraced various volunteer efforts, from Earth Day local litter clean-ups to local food drives. In Gelsenkirchen, our teams contributed to a food donation for Tafel Deutschland and hosted a coffee morning to raise money for cancer support in collaboration with Deutsche Krebshilfe. In London, our teams hosted coffee mornings in support of Macmillan and donated product samples to support London Trinity Hospice.

# Future plans



## Product

### **Sustainable Product Catalog**

Brand Addition will update and expand our internal catalog of sustainable products.

### **Better Materials**

As lower-impact and recycled materials become more accessible, we will continue to increase their use in our custom products and packaging.

### **Measure**

We will measure the quantity of sustainable products included in our client programs.



## Planet

### **Earth Day**

For our 2025 Earth Day Initiative, we will focus on a social ethical collaborative education program.

### **Improved Reporting**

We will enhance our reporting accuracy and performance through the CDP and EcoVadis platforms.

### **Policy**

We will maintain our leadership in understanding international legislation and ISO standards, with a focus on circularity policy.



## People

### **Talent Management**

We will continue to enhance our talent management strategy across the business by investing in our people and supporting their ongoing growth and development.

### **New Training Platform**

In 2025, we will transition to a new training platform designed to provide improved data capture, enhanced user experience, and more comprehensive reporting, helping us better track and measure learning outcomes.

### **Diversity, Equity & Inclusion (DE&I) Strategy**

As part of our ongoing commitment to DE&I, we will introduce Ethnicity Pay Gap reporting and provide greater transparency on our reward strategy across the business, ensuring fairness and equity for all employees.





# Less waste **More wonder**

Find out how we can support your sustainability goals.

[ESG@brandaddition.com](mailto:ESG@brandaddition.com)

**brand addition.**