



# 2021 SUSTAINABILITY report





## About Project 20

2021 marked our 20th year in business so we decided to invite our business partners and customers to join us as we implemented more sustainable business practices for the betterment of our planet and stake holders. As part of this initiative we set specific company wide goals around the focus of leading by example when it comes to operating a sustainable business.

This report is the sum of these efforts over the last year and the progress we've been able to make. Our final goal is to inspire other like minded companies to also look at how they can implement similar practices into their business model for the betterment of our communities, planet, and all stake holders related to their business.



# Eco Product Line Goal

Transition 20% of our product line to items made of sustainable materials.

**CONVERTED**  
**22%**  
of plush line over to  
100% Recycled Fabrics  
& introduced new  
educational ear tag

**BONUS GOAL:**

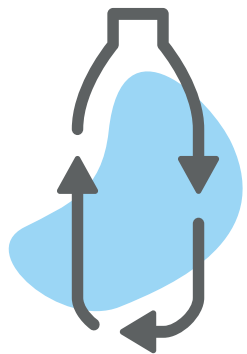
**100%**  
of plush items are now  
pre-filled with recycled  
polyester fiber



# Total Impact:

Over 36,664 total pounds  
of plastic avoided landfills in 2021

To put it simply, this means



the equivalent of  
**875,300+**  
plastic water bottles  
were reused as  
product materials

consuming

**70%**

less energy  
than virgin  
fiber production



and reduced  
our production's  
Carbon Footprint  
by over

**50%**





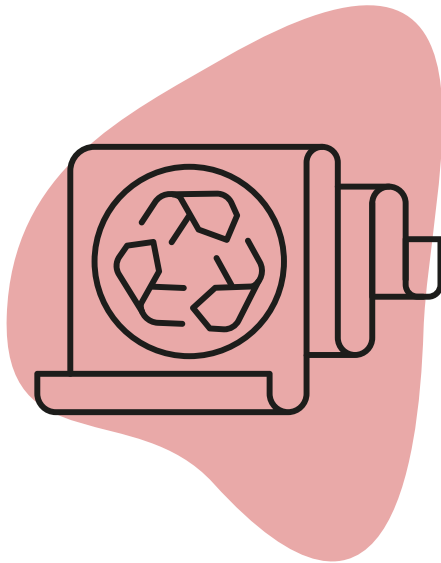
Over 2,000 trees  
planted with your  
support and  
purchase of  
recycled fiber fill

Thank you



## Sustainable Packaging Goal

Reduce plastic use in packaging by at least 80%. Incorporate new sustainable options in the form of **biodegradable** and **compostable** alternatives.



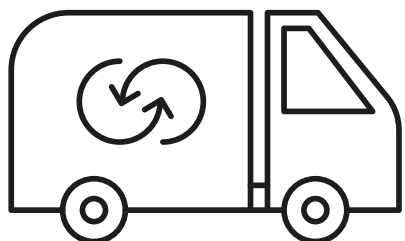
CONVERTED

90%

of plastic packaging  
to commercial  
compostable alternatives

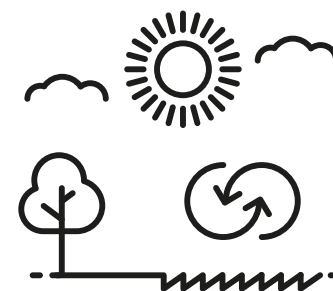
## Total Impact:

By changing our traditional plastic packaging over to compostable alternatives, we have been able to



transition over  
**576,211**  
compostable bags

removing over  
**96,505**  
pounds of plastic  
from landfills



as it composts  
over the next  
**24 months**  
or less

## Waste & Recycling Goal

Reduce, Reuse, Recycle is the name of the game and we've **reduced our waste by 70%** through out our distribution channels and operations.

This has been accomplished by implementing our

**Sustainable Packaging Program**

**Recycled Plush Line – Plush for the Planet**

& establishing a recycling program for our North American operations team





## Total Impact:



### Recycling Program Results

**14,768 lbs** office paper recycled

**20,800 lbs** corrugated cardboard recycled

**over 324,000** Boxes reused for order packaging

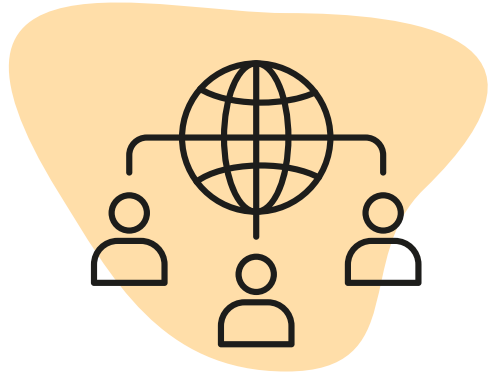
**98%** Wooden Pallet restoration for re-shipping

**100%** Wooden Pallet purchases made of recycled wood chips

## Community Support & Partnerships

As part of our company wide transition, we are focused on enriching current partnerships and cultivating new ones with groups committed to bettering our environment.

One of these relationships we are dedicated and committed to support is the



GLBN is a network of hundreds of businesses located through out the Great Lakes Region and Canada. Their mission is to generate awareness and change regarding important environmental initiatives that are impacting small businesses and local communities.





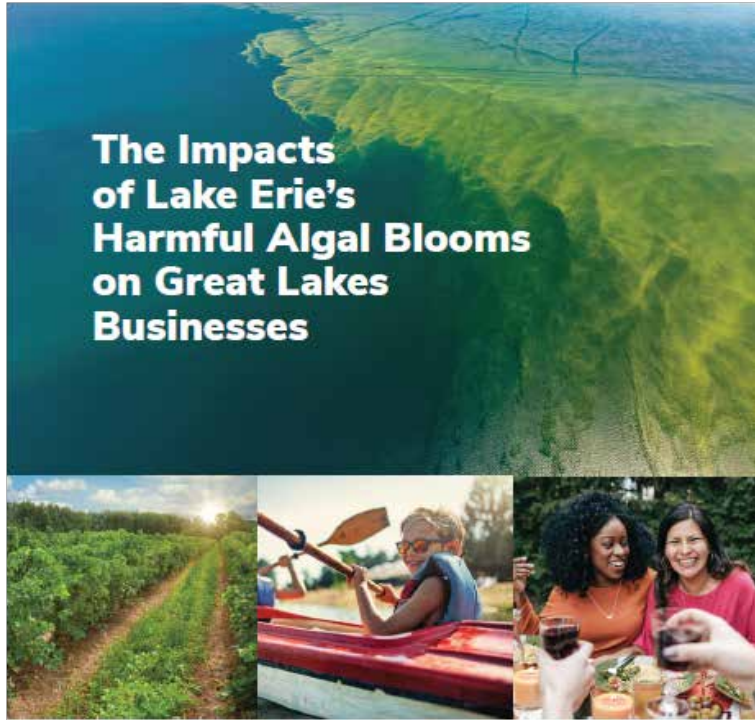
## Community Support & Partnerships



We are also proud to support the National Wildlife Federation Great Lakes Region. For more than 80 years, NWF has been uniting Americans to ensure wildlife thrive. Through habitat protection, restoration, and management, their far-reaching impact have brought numerous species back from the brink of extinction, including eagles, deer, elk, bighorn sheep, and whales. It is because of their resilience over the years that we are compelled and enjoy working with their dynamic team.



## Causes We Believe In & Support



**Harmful Algal Blooms (HABs)** are a serious threat to our local communities from a health, economic, and environmental stand point. Fueled by nutrient dense run offs from industrial farms and agriculture, HABs can produce a toxic release that is harmful to wildlife and humans alike. Blooms also **cripple local economies** by preventing fresh water businesses from operating and discouraging travel & tourism .

## Causes We Believe In & Support

At least **33 Spills** and over **1 Million** gallons of oil



is the result of a 65-year-old pipeline that was designed for a 50-year lifespan and has never been in compliance with original easement agreements. This pipeline poses an urgent and immediate risk of failure, which would cause an unprecedented disaster to Lakes Michigan and Huron, and the economies and ecosystems which depend upon them, for decades to come.

For more information on either cause, please visit  
[glbusinessnetwork.com](http://glbusinessnetwork.com)





## Report Results

Eco Product Line:

100%

Sustainable Packaging:

100%

Waste & Recycling:

100%

Community Support:

100%

A+





As an organization, we are proud of the goals and accomplishments we have been able to achieve over the last year amongst all the obstacles of a post pandemic environment. We would like to thank all of our employees, business partners, and customers for their continued support and positivity. Without you, we would not be able to make these kind of changes happen. May this report be a reflection of all the great people we work with and the positive change we create by creating huggable, lovable, bears and buddies for people of all ages to enjoy while also remembering how beautiful this planet we call home truly is.

