



## Introducing Ebi Integrity



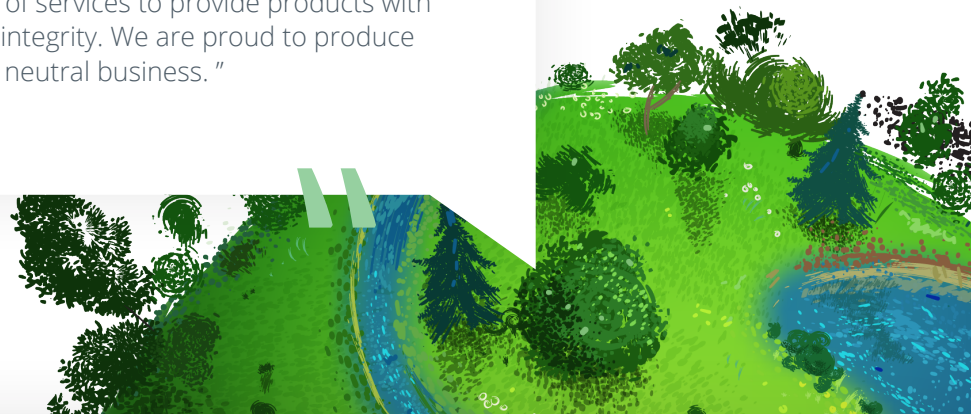
Ebi is a certified carbon neutral manufacturer - and we want to support you in your own sustainability journey. Ebi Integrity is about making a tangible difference to the planet, with products made from sustainable processes and recyclable materials, a low carbon footprint, and support for green projects all over the world.

Ebi's operational carbon footprint is 64% lower than the industry average (2021) and in 2022, we are reducing our carbon impact by 40%, making our operations carbon neutral and working with CarbonQuota to measure, reduce and certify our carbon emissions.



"We must all commit to doing more and our Integrity programme is doing just that. We continue to reduce our CO2 year on year and now, we are taking our operations carbon neutral. In 2021, our direct operations had a certified measured carbon footprint of 247 TCO2e, much lower than the industry's average - and in 2022 we plan to reduce that significantly. We also support our client partners with a range of services to provide products with market-leading sustainable integrity. We are proud to produce these products as a carbon neutral business. "

Ebi Board Team



## Here's How We Support Your Sustainability

We practice what we preach. Here's how our operations reflect our values.



Our production is fuelled by 100% clean green energy



All the products we produce in our operations can be carbon measured, offset and made climate positive in-line with UN Sustainable Development Goals



We will reduce our carbon emissions by 40% in 2022, saving over 100 tonnes CO2 - the equivalent to boiling a kettle nearly 1,500,000 times!



Our Ebi fleet has transitioned to full electric or hybrid vehicles



Our PP5 plastic recycling scheme has recycled over 347 tonnes - almost as heavy as 30 double decker buses!



We take part in sustainability projects all around the world, including in India and Brazil

## Ebi Integrity Services



Utilise Ebi Integrity to deliver **climate positive** products and campaigns. We are encouraging all of our partners to commit to making a difference and to deliver products with sustainable integrity.

Go way beyond just the benefits of having your products made by a carbon neutral operation. Carbon offsetting is rapidly rising in importance. The world's carbon emissions are increasing at an alarming rate. Committing to a Net Zero Pathway by measuring, reducing and becoming carbon neutral is a powerful weapon in the fight against climate change.

Through Ebi Integrity, we support our customers through the sustainability journey, with a range of services designed to make going green easier.



### Measure

Understand the true impact your activity is having on the planet. This is the process in which we calculate the carbon footprint of your products or campaign.



### Neutral

We can reduce our impact on the environment through offsetting via verified schemes such as Gold Standard, which leads directly to the reduction or removal of carbon dioxide from the atmosphere.



### Go Climate Positive

Double your carbon offsetting to create a climate-positive certified product or campaign.

## 4 out of 5 customers prefer lower impact brands

Via SmartestEnergy



Sustainability does not just matter to us - it matters to your customers. More and more research is showing that sustainability makes a big difference to consumers when they make purchases - and brands that fail to recognise this are being left behind.

Go way beyond just the benefits of having your products made by a carbon neutral operation. Carbon offsetting is rapidly rising in importance. The world's carbon emissions are increasing at an alarming rate and offsetting your carbon emissions is a powerful mechanism to help in the battle against climate change and global warming.



There has been a 71% global rise in online searches for sustainable goods (The Economist Intelligence Unit)



66% of consumers say they consider sustainability when making a purchase (McKinsey & Co)



Nearly 1 in 3 consumers have stopped buying certain brands or products because of sustainability related concerns (Deloitte)

## Schemes We Support



Along with our own internal efforts to deliver lower carbon impact print solutions, we also support schemes protecting our planet.



### Product Labelling

Once your product campaign is offset and certified, product labelling can be used to communicate the sustainable integrity of your product or campaign to your customers.



### Tree Planting and Re-wilding Schemes

Tree planting schemes are vital in helping to prevent the potential breakdown of nature and revive biodiversity. However, these schemes are usually not considered carbon neutral in the short term as it can take decades for a new tree to begin to remove carbon dioxide from the atmosphere. In many ways these schemes are a gift for the next generation.



### Carbon Offsetting

We cannot reverse our effect on the environment - but we can offset it. Carbon offsetting comes not just with benefits to our planet, but also with local, social and biodiversity benefits that matter to your customers.

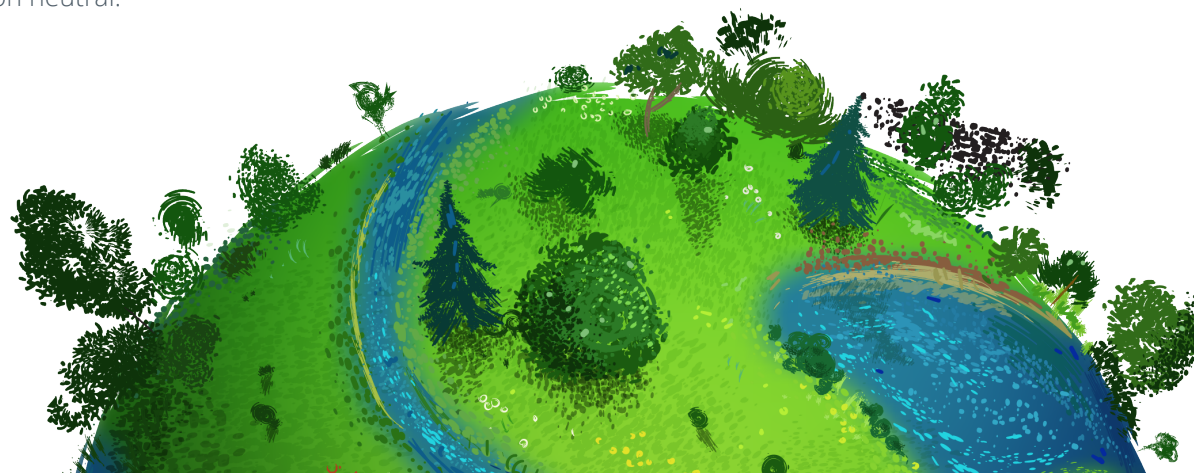
Carbon offsetting is a catch-all phrase, which means that it is often incorrectly used to refer to schemes which are not certified. For example, many tree-planting schemes lack independent verification that confirms they are truly carbon neutral.



### Forest Preservation Schemes

A forest the size of the UK is lost every year (Climate Focus) - and the destruction is accelerating.

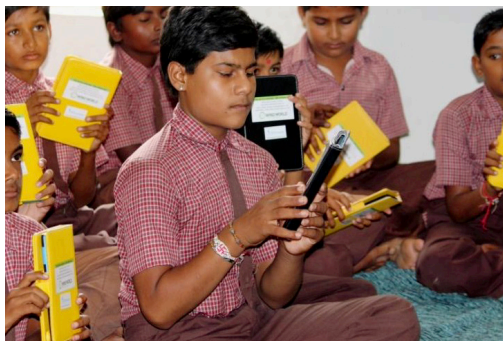
Forest preservation schemes are rarely considered carbon offsetting as they do not reverse carbon emissions. However, these schemes are crucial in preserving existing biodiversity on our planet. Take action by working with a locally established charity to preserve forests in your area.





## Projects We Support

As part of our ongoing commitment to taking part in sustainability projects all over the world, Ebi Integrity supports the following projects:



### The Wind Energy Project

 Gujarat, India

The innovative Wind Energy project was developed by Vish Wind Infrastructure LLP ("VWIL"), an independent power producer owned by the promoters of Wind World (India) Ltd. This project reduces approximately 101,234 tonnes of CO2 emissions per year, and has reached over 5000 households in Gujarat.



### Pacajai REDD Project

 Brazil, South America

The Amazon's ecosystems play a critical role in stabilising the climate and providing food, water and vital medicines for people all over the world, but despite this, the Brazilian rainforests are at risk due to illegal logging.

The Pacajai project owns and protects almost 150,000 ha of High Conservation Value rainforest - an area almost the size of London. Project partners work in trusted partnership with over 6,200 Ribeirinhos river people that live and work within the project area.



### Tropical Mix

 Panama, South America

The Tropical Mix project aims to restore a healthy forest ecosystem by reforesting degraded land with mostly native tree species, creating sustainable timber production and cocoa cultivation.

Tropical Mix has been one of the first in line to be successfully certified under the renowned Gold Standard for land use and forestry projects, has received FSC (Forest Stewardship Council) certification, and produces UTZ and EU organic-certified cocoa.



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