



SUSTAINABILITY REVIEW

2022



OUR SUSTAINABILITY WORK

From the very beginning, the main objective of Pomppa's operations has been to improve the well-being of dogs as well as create long-lasting products. Even to this day, this is our driving force. We are guided by a strong set of values, which emphasize the dog's well-being, boundless curiosity and respect for the environment. To us, it's important that these values are always reflected in our decision-making.

Environmental actions are at the forefront of our sustainability work, as the climate crisis is an acute threat to our modern world. Our actions take into account the entire value chain of our operations, from sustainable product design to continuous reduction of our carbon footprint. We're committed to achieving carbon neutrality by 2035 in the Carbon Neutral Textile 2035 commitment.

The commitment, established by employer's association Finnish Textile and Fashion, aims to bring together Finnish textile and fashion brands who actively seek ways to reduce their climate impact. Members are offered tools, education, and guidance in order to achieve carbon neutrality in their own operations by 2035. The commitment is only one step on our path towards more sustainable operations, more actions are needed.

This Sustainability Review goes into detail on the measures that have already been taken and where we are now. In 2022, we continued to learn more about sustainability and carbon footprint calculation. Looking back at 2021, we can say that our calculations were not at the same exact level as they are today. Therefore, comparing today's numbers with the previous year does not give a completely accurate result. However, our goal was to reduce our carbon footprint, and this goal was achieved.

For more information on our sustainability journey, visit our sustainability page: www.pomppa.fi/en/sustainability.



WHAT HAPPENED IN 2022?

MORE RECYCLED MATERIALS

In season 2022, **we changed more than 50 % of the used polyester to recycled material**. Our goal is to replace all virgin materials with recycled or renewable materials by 2025, since increasing the share of circular economy has a direct impact on the carbon footprint of our entire value chain. Polyester currently takes the largest share of the raw textile material used, so we're now almost halfway to our goal already.

NEW REPOMPPA SECOND HAND SERVICE

In November we launched a new second hand service for used Pomppa products, being the first in the industry to introduce the well-known business model from the fashion industry to dog wear as well. Using the service, our **customers can sell their used Pomppa products to us**, which are then placed for sale on our store as RePomppa products.

The huge demand of RePomppa products was a positive surprise. In addition, all the used products we've received have been in great shape, which further proves the durability of Pomppa products. However, the demand for RePomppa products is higher than what we've managed to buy back from our customers – thus we encourage our customers to use RePomppa or any other platform to sell their used Pomppa products that are, for reason or another, no longer in use!

MORE TOOLS FOR SUSTAINABILITY WORK

Pomppa was chosen as part of Circular Design training programme coordinated by Design Forum Finland. The unique pilot programme takes a deep dive into **circular product design** principles and concrete product concepts, which support our sustainability goal: to design long-lasting products with as low lifetime emissions as possible.

THE UKRAINE WAR SHOCKED THE WORLD

The war in Ukraine caused a huge humanitarian crisis. We donated a total of 3,500 euros to the Red Cross Disaster Relief Fund, meaning 500 euros per Pomppa employee, to help those affected by the conflict.

The war also touched us on a personal level after we hired two Ukrainian war refugees for seasonal work in our warehouse. The devastating effects the war has on individuals who are forced to leave their lives behind in order to escape became apparent. We fully condemn the ongoing war and encourage everyone to act in solidarity to help the people in need.



CARBON FOOTPRINT 2022

Pomppa's carbon footprint was calculated for the second time in the year 2022. A [carbon footprint calculator produced by Clonet Oy](#) was used, which is based on the Global Greenhouse Gas -protocol. The calculation takes into account emissions from Pomppa's own operations as well as emissions from both purchased and sold products, which includes product packaging, transport and usage.

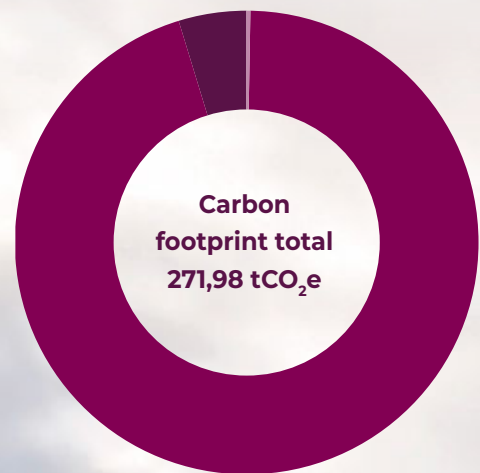
Pomppa's total carbon footprint in 2022 was 271,98 tonnes (t) of carbon dioxide (CO₂) equivalent (e). In 2021 the footprint was 271,96 tonnes, which means our total footprint remained almost the same despite increased purchase quantities. The largest share of our total emissions was caused by the production itself, totaling to over 90 % of our emissions in 2022 (85 % in 2021). Pomppa's carbon footprint equals to the annual carbon footprint of approximately 26 Finnish residents, when in 2021 it was 25.

The Carbon Neutral Textile Industry 2035 commitment, established by Finnish Textile and Fashion association, requires us to become carbon-neutral by 2035 in scope 1 and 2 emissions. In addition, we're continuously working to reduce our scope 3 emissions, as most of our emissions origin from it. Find out more about our actions to reduce our climate impact on the following pages.

OUR OPERATIONS: SCOPE 1 & 2

Our electricity consumption totaled to 59 881 kWh, of which 99 % was emission-free and renewable. The consumption more than doubled compared to previous year, due to our larger premises. However, our electricity emissions decreased because of the emission-free, renewable energy. Of all electricity used, 92,3 % came from our premises.

Pomppa has one lease car and it runs by electricity. The car's share of the total electricity consumption was 7,7 %. The electric car was charged mostly with renewable energy and 12,5 % nuclear energy.



Scope 1	0 tCO ₂ e / 0 %
Scope 2	0,14 tCO ₂ e / 0,05 %
Scope 3 upstream	256,18 tCO ₂ e / 94,19 %
Scope 3 downstream	15,66 tCO ₂ e / 5,76 %

SCOPE 1, 2 & 3 EMISSIONS

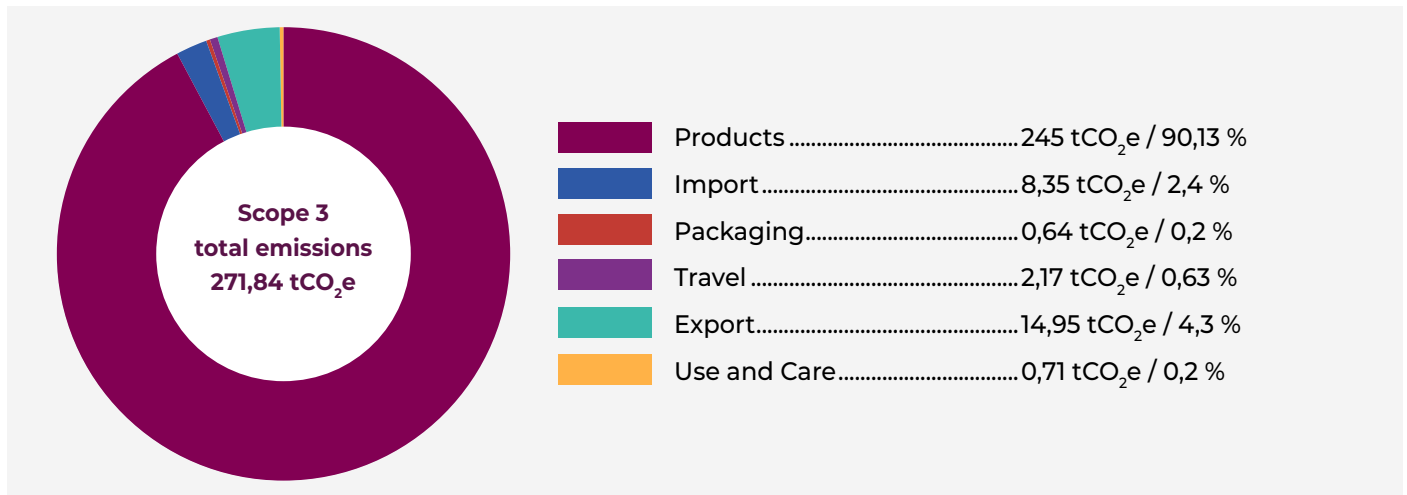
Scope 1 covers the emissions from source the company controls directly, like vehicles.

Scope 2 are emissions that the company causes indirectly when the energy it uses is produced, like electricity for the premises.

Scope 3 upstream covers the company's indirect emissions resulted from production, like materials, transport and waste.

Scope 3 downstream covers the indirect emissions that are caused by the company's products, like distribution and product use.

INDIRECT EMISSIONS: SCOPE 3



Products

In 2022, our production used a total 20 318 kilograms of fabric. This created 245 tCO₂e, which is 90,13 % of our total emissions. In 2021, these calculations were made according to the amount of fabric purchased, instead of used, thus the numbers are not exactly comparable as some of the purchased fabric was not used in 2021. The leftover fabrics are always stored and used in the following year.

Polyester takes the largest share of the raw textile material used, over 70 %. During season 2022, **we changed more than 50 % of the used polyester to recycled material**. Our goal is to replace all virgin materials with recycled or renewable materials by 2025, and after the most recent change, we're almost halfway to our goal already. With this change, we also saved 27,31 tCO₂e in our carbon footprint compared to a situation where only virgin polyester would have been used.

Of all the fabrics used in our products, 56,8 % were manufactured in China and 43,2 % in Taiwan. The products are manufactured in China, in the factories of our two long-term partners.

Textile materials used	Total bought amount	Bought amount in percent	Share of total footprint
Virgin polyester	7 218 kg	35,5 %	26 %
Recycled polyester	7 112 kg	35,0 %	18 %
Acrylic	5 370 kg	26,4 %	44 %
Polyamide	338 kg	1,7 %	3 %
Elastane	280 kg	1,4 %	1 %
Total	20 318 kg	100 %	92 %



Freight

Import freight from suppliers to our warehouse in Tuusula made up 2,4 % of our emissions, totaling to 8,36 tCO₂e. In 2022, we were able to transport all import freight by sea, which significantly reduced our emissions compared to the previous year. We transported a total of 21 718 kg of products, which was 12,5 % more compared to 2021. Despite the increase in freight, we managed to recude the import emissions by more than a half, as in the previous year the import emissions were 19,6 tCO₂e in total.

Due to good production and transportation planning, we were able to avoid using air freight. We also decided to not use any train freight due to the uncertainty caused by the conflict in Ukraine. We started an import collaboration with DHL Global Forward, and due to good planning and efficient collaboration we managed to avoid any significant delays in transport.

Export freight from our warehouse to both retailer and consumer customers created a total of 14,95 tCO₂e, which is 4,3 % of our total emissions in 2022. For retailers, products were mainly transported by DHL and Schenker's land and air transport. For consumers, products were delivered by Posti in Finland and international deliveries were handled by DHL. Of all customer deliveries, 63,69 % were emission compensated by DHL. Only 4 % of import freight was emission compensated.

We're aware that the exchange and return process of consumer online shopping causes additional emissions due to transportation and packaging, but also due to products that may become unsaleable. We do our best to support customers in choosing the right product and size: in 2022 we created a new Pomppa size recommendation tool which includes over 100 different dog breeds to help our customers find the right size for their dogs. In 2022, the return and exchange rate of our online store was 7,9 %.

Travel

In 2022, work-related travel increased after the COVID pandemic restrictions were lifted. Business travel caused 2,17 tCO₂e, 0,63 % of our total emissions. We flew a total of 14 flights, which caused 68 % of all our business travel emissions. A total of 80,9 % of the flights were emission-compensated. We continue to travel deliberately and only when necessary.

Packaging and waste

Our packaging materials include the product's packaging as well as the cartons in which the products are delivered to our warehouse. They also include the packaging materials we source ourselves and use for the customer deliveries. Our packaging materials created 0,64 tCO₂e, which is 0,2 % of our total emissions. The emissions of sourced packaging materials were significantly reduced compared to 2021, by more than 85 %. This is because we're still using the materials sourced in the previous year but also because we're now using more environmentally friendly materials.

We prefer minimal packaging, yet it's also important to ensure that the product is protected and remains undamaged. Our products are packed in a thin transparent plastic bag, which protects the product during transport, handling, and delivery.

We aim to use all the cardboard boxes arriving from our factories in our retailer deliveries. We sourced 253 kg of packaging materials: 113,75 kg of cardboard and 48,38 kg of paper to be used in both retailer and consumer deliveries. In addition, we sourced 63,78 kg of plastic wrapping and 630 kg of wooden pallets. In autumn 2021, we introduced biodegradable shipping bags (13,4 kg) for consumer deliveries and these bags were still in use in 2022. In autumn 2022, we started using paper shipping bags in most of our deliveries.

In 2022, our operations produced 120 kg of mixed waste. Due to better recycling habits, we managed to decrease the amount of mixed waste compared to the previous year (2021: 290 kg).

Use and care

When it comes to product care, our products mainly require occasional washing. In the carbon footprint calculation, each product is calculated to be washed five times a year, which means that product care takes only 0,2 % of our total carbon footprint. In reality, based on our customer survey, Pomppa products are washed 2,5 times a year on average.

Our goal is to help our customers extend the life of the product, because the longer the product is in use, the smaller the footprint of one-time use becomes. In 2022, we launched **RePomppa second hand** service which allows our customers to sell their used Pomppa products back to us. The used products are then placed for sale on the Pomppa store to look for new homes. This way one Pomppa can have multiple owners in its lifetime!

Pomppa coat's life is also extended by the **replaceable plastic buckle**. These buckles can break after, for example, being stepped on or getting chewed by an eager tail-wagger. In 2022, we sold a total of 71 spare buckles, which our customers can use to replace a broken buckle.



Thank you for taking a look at our sustainability review!

We're happy to answer all sustainability-related questions:

sales@pomppa.fi

www.pomppa.fi