



# Impact Report

# 2023



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## A word from us

At Priory Direct, we're incredibly proud of the progress we've made over the past year in driving sustainability, supporting our community, and reducing our environmental impact. As a team, we've tackled challenges, embraced innovation, and taken bold steps to create meaningful change – not just for our business, but for the world around us.

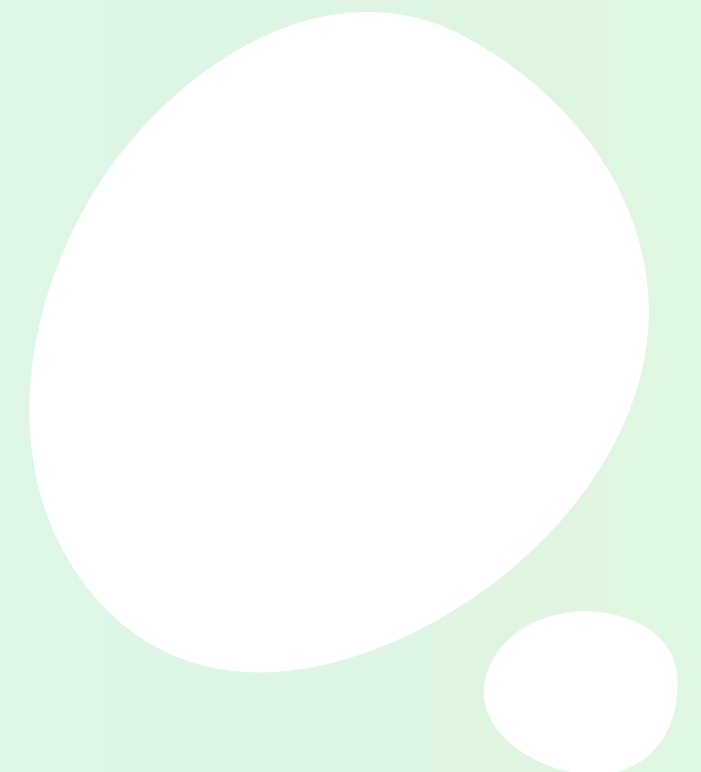
This year's impact report highlights the initiatives that define who we are and what we stand for. From planting trees and supporting local charities to forging partnerships for ground-breaking projects, we're committed to making sustainability an integral part of everything we do.

None of this would be possible without the dedication of our amazing team, the trust of our customers, and the collaboration of our partners. Together, we're working to create a brighter, greener future. Thank you for being part of our journey – it's one we're excited to continue building on.

Here's to making an even greater impact in the year ahead.

**Bob Pitman**  
CEO & Founder

**Josh Pitman**  
Managing Director



## At Priory Direct, we are on a mission to minimise the environmental impact of ecommerce.

Whether that's through raising awareness of the key issues, providing access to great solutions, or by authentically embracing sustainability.

We're a business that means business when it comes to contributing to the biosphere, and our economy, one challenge and customer at a time.



Driving sustainable change requires a holistic approach centred on **awareness, access, and authenticity**: by educating customers about environmental challenges, providing affordable and flexible eco-friendly packaging solutions, and maintaining transparent, verified practices, we empower businesses to make meaningful sustainability choices without compromising quality or convenience.



# Actions we've taken

2023 was the year we became B Corp certified - the first in our sector. This means we are transparent in our social and environmental performance, and our accountability.



Created our own brand of sustainable packaging in partnership with 1% For the Planet

The image shows a sea turtle swimming in the ocean. Overlaid on the image are two logos: '1% FOR THE PLANET' and 'PRIORYELEMENTS™'.

**9,269,000m<sup>2</sup>**

Total of threatened rainforest protected since partnering with Rainforest Trust

A photograph of a lush green rainforest landscape with mountains in the background.

We are a carbon neutral certified company and we have been working hard to track, reduce, and offset our carbon emissions.

The Carbon Neutral logo, consisting of two overlapping circles with a minus sign inside the right one.

**£79,939**

Donated to our incredible charity partners.

A photograph of several hands of different colors stacked together, symbolizing charity and support.

# Our year in numbers

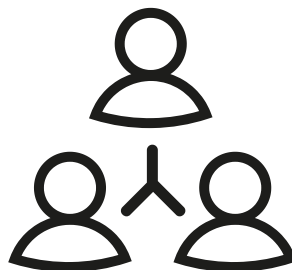
**24,578**

Pieces of single use plastic saved from landfill through stocked paper alternatives sold



**6,853**

Companies reduced their packaging impact with us



**£20,179**

Donated to our charity partners



**129**

Introduced 129 new sustainable products



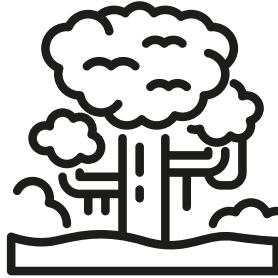
**288**

volunteer hours completed



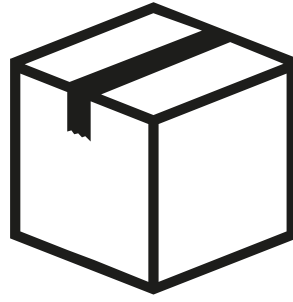
**2,121,000**

m2 of threatened rainforest protected



**7,364,364**

Custom products sold



# Proud to be B

We're on a mission to minimise the impact of the fast growing e-commerce industry. We know that to drive real, positive change, we must be authentic in our values and practices.

Becoming a B Corp means we've built the world's best ESG framework into our business to ensure we're committed to staying and becoming more sustainable into the future.



# What being B Corp means to us

Being a B Corp means much more to us than a certification – it’s a commitment to doing business as a force for good. It reflects our dedication to balancing profit with purpose, ensuring that every decision we make considers the well-being of our people, our customers, our community, and the planet.

For us, being a B Corp is about accountability and continuous improvement, pushing ourselves to operate sustainably, ethically, and transparently. It reinforces our mission to drive positive change in the packaging industry, empowering others to make choices that protect our environment and future generations.



2.5	Customers
18.5	Governance
19.5	Workers
21.0	Community
31.9	Environment

# Next steps

## Reducing our carbon footprint

- Transitioning company cars to hybrid models to reduce emissions.
- Installing leak detection kits in our building to conserve resources.
- Exploring energy-saving initiatives, including the feasibility of installing solar panels.

## Enhancing sustainability in our operations

- Introduced reused boxes in our despatch operations, with 75% of despatches now using recycled materials.
- Secured a £265k grant with the University of Kent to integrate AI for accurate stock prediction and forecasting, reducing waste and improving efficiency.

## Strengthening governance and engagement

- Annual reviews of all policies, employment laws, and frameworks to ensure compliance and best practices.

**Planet**



# Carbon Neutral

We've been on a journey to help in the fight against climate change, and one of our proudest achievements to date is becoming a carbon neutral ecommerce business. The importance of reducing greenhouse gas emissions is key to a greener, more sustainable future, so we've been working hard to track, reduce, and offset our carbon emissions.

## How we achieved this:

### Carbon Neutral Delivery

We offer carbon neutral courier options to get your order from A to B.

### Climate Neutral Solutions

We provide a huge range of fully climate neutral packaging products.

### Choosing Renewable Energy

We've made the switch to green energy suppliers for all of our energy needs.

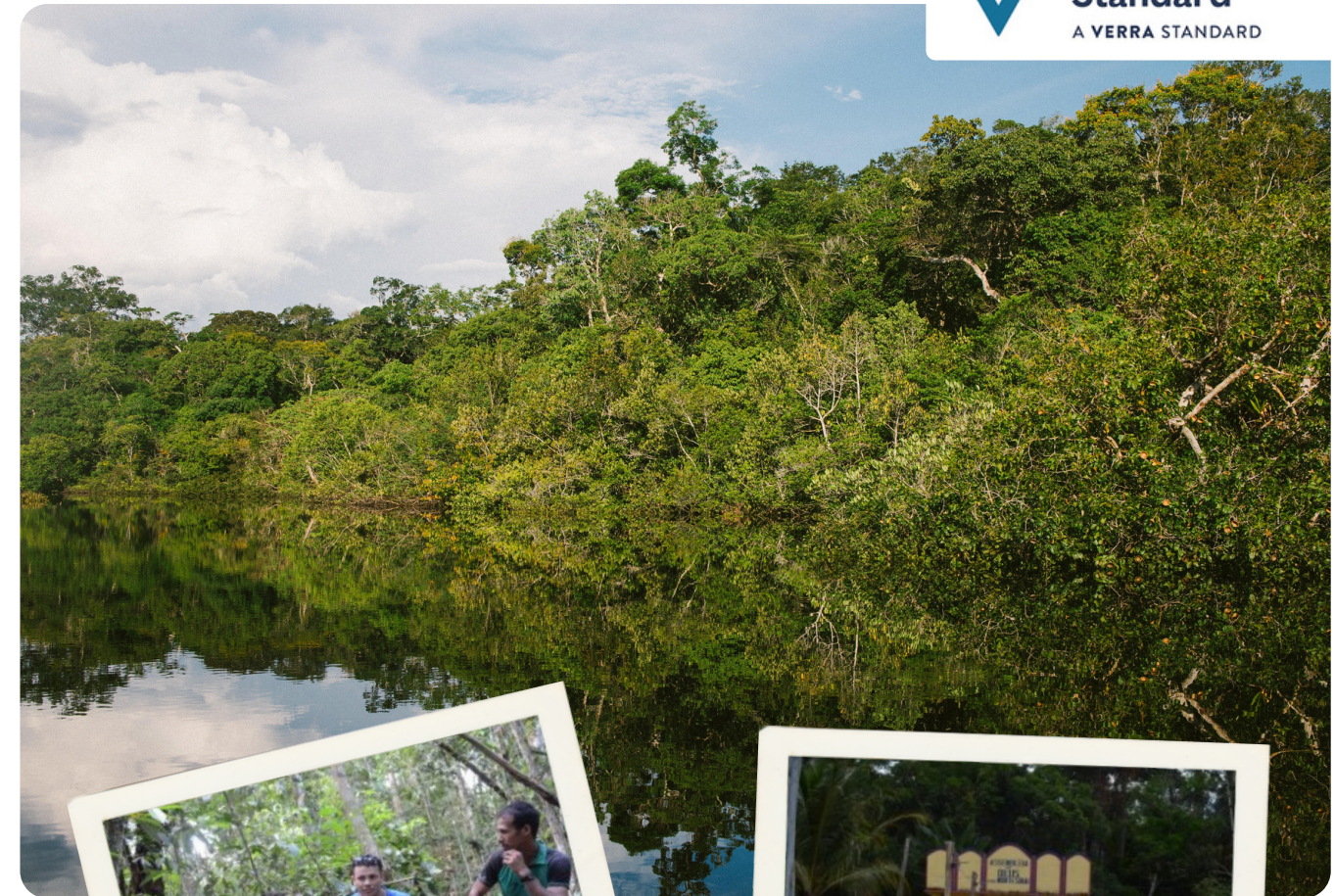
### Reducing Our Emissions

We're actively taking steps to reduce our carbon emissions.

### Offsetting Our Emissions

We've offset our emissions through sponsoring the **Pacajai REDD+** project.

## About the project...



The **Pacajai REDD+** project is located in Para, Brazil. This region is constantly evolving, with a landscape of forests that are rich with valuable timber. The project focuses on environmental challenges and aims to prevent unplanned deforestation for 123,000 hectares of native Amazonian Forest.

The object of the project is to avoid the emission of 9,582,742 tonnes of CO2 for a period of 40 years. Our sponsorship of this project will work to help reduce CO2 emissions, benefiting the climate, the social economy and protecting biodiversity.

# Energy & Waste Reduction

## Our Journey Towards Efficiency

We continuously strive to reduce our environmental impact through proactive monitoring and improvements across energy use, emissions, and resource consumption. Here's a snapshot of our progress over 2023/2024:

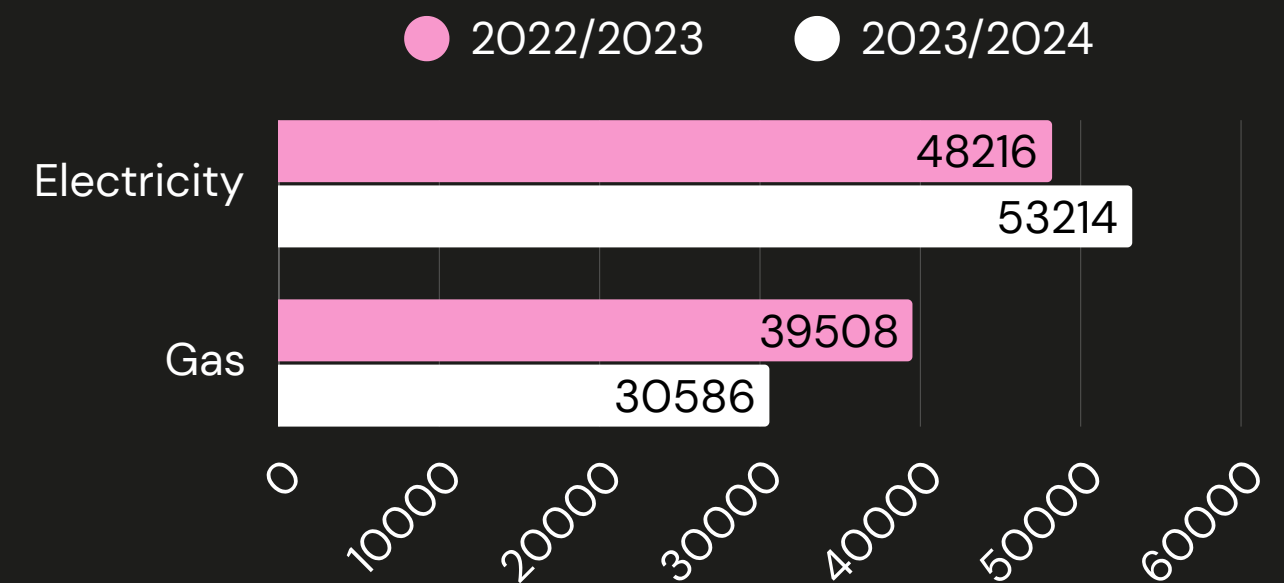
In 2023, our electricity consumption increased by **10.4%**, leading to a **16.9%** rise in associated carbon emissions. This highlights the growing energy demands of our operations, which we aim to address through enhanced efficiency measures, renewable energy exploration, and better energy management systems.

We have successfully reduced our gas consumption by **21.9%**, resulting in a significant **21.9%** drop in gas-related emissions. This achievement reflects our efforts to optimise heating systems, improve insulation, and make smarter energy choices.

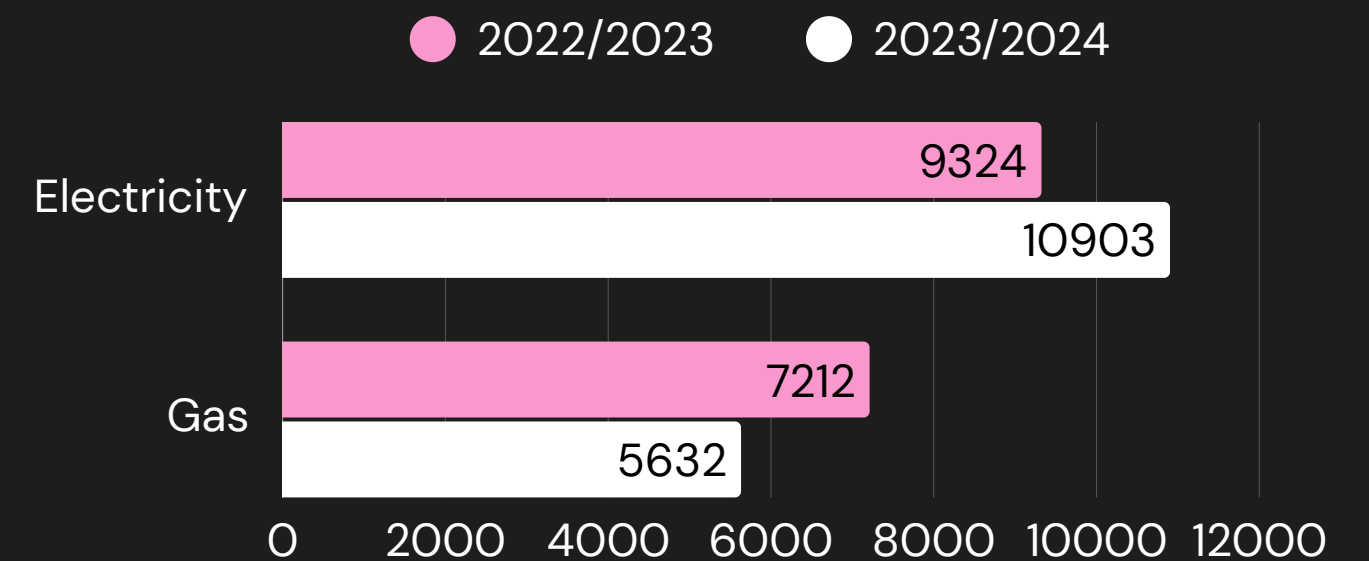
We've reduced water consumption by **9.6%**, demonstrating our commitment to conserving resources through initiatives like leak prevention, improved usage tracking, and optimising equipment.

Recycling is a cornerstone of our sustainability efforts. In 2023/2024, we recycled **4.02** tonnes of cardboard through Smurfit Kappa, ensuring this material avoided landfill and was instead repurposed into sustainable packaging.

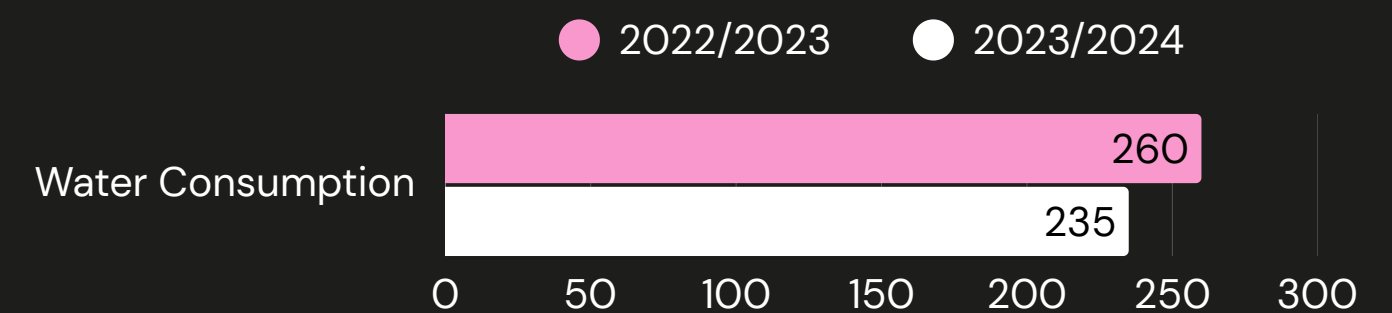
Energy Consumption (kWh Equivalent)



Carbon Emissions (KgCO<sub>2</sub>e)



Water Consumption (Cubic Metres)

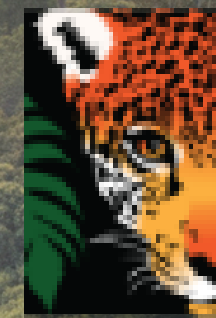


**4.02** tonnes of cardboard taken for recycling from of Smurfit Kappa bin

# Our Partnership with Rainforest Trust UK

Rainforests are one of the most important natural resources on Earth, and the long-term protection of them is crucial for the survival of our planet. In the fight against climate change, we know that trees are our greatest allies, and every second an acre of forest is lost to deforestation, so it's up to us to protect them in order to protect our future.

For over 30 years, Rainforest Trust UK have successfully demonstrated that safeguarding vital habitat is the most effective way to protect wildlife. By identifying and focusing on key biodiversity areas around the world that require protecting, it allows them to productively save ecosystems across the globe.



RAINFOREST  
TRUST  
UK

# What's next?

## Carbon neutral by 2030

Achieving carbon neutrality was a big win for us, but it's not over there. We aim to be net neutral by 2030. For us, this means achieving a market-leading understanding of the footprint of our operations and products throughout their entire lifecycle with a view to fully offsetting our carbon impact.

## Growing Our Impact: Protecting More Rainforest in 2024

In 2024, we're setting our sights even higher with our rainforest protection target. Building on the **2,121,000m<sup>2</sup>** of threatened rainforest we helped safeguard in 2023 through our partnership with Rainforest Trust, we're aiming to protect at least **2,500,000m<sup>2</sup>** next year. This goal reflects our ongoing commitment to preserving vital ecosystems and combating climate change.

# People



# Volunteering

We believe in giving back to the community, and our dedicated volunteering efforts reflect our commitment to making a positive social and environmental impact beyond just our products.

This year, we increased staff volunteering engagement by **29%**. These are some of the opportunities we were involved in:

## Litter Picking

To promote a cleaner and healthier environment, we organised and participated in local litter-picking efforts to keep our surroundings tidy and pollution-free.

## Shepway Food Bank

We supported Shepway Food Bank by volunteering our time to help sort and distribute essential supplies to those in need within our community.

## Volunteer Marshal – Race for Life

Our team proudly served as volunteer marshals at the Race for Life, supporting participants in raising vital funds for cancer research.

## Ellenor Trust Twilight Walk

We joined the Ellenor Trust's Twilight Walk to assist and raise awareness for their work providing vital care and support to families facing terminal illnesses.



# Charity Partnerships

At Priory Direct, we leverage our business as a force for good, creating positive environmental and social impact beyond our operations.

Our Charity Rewards Program transforms every customer purchase into an opportunity for meaningful change. Each order generates reward points that customers can donate to our selected charity partners.

This initiative amplifies the impact of our sustainable packaging and empowers customers to contribute to causes they care about. By bridging awareness and action, we foster a community of conscious consumers who understand sustainability encompasses environmental and social responsibility.

Our charity partnerships demonstrate that businesses, customers, and non-profit organisations can drive significant, lasting change. We remain dedicated to expanding this program and using our business as a vehicle for good.



# Raised in 2023


In 2023, we raised over **£20,179** for our charity partners and are proud to continue supporting organisations across the world that are making a positive difference to people and the planet.

£4,839



CANCER RESEARCH UK

£5,768




1% FOR THE PLANET

£1,947




Save the Children

£919



Heart of Kent Hospice

2,121,000m<sup>2</sup>



RAINFOREST TRUST<sup>®</sup> ·UK·

# What's next?

## Increasing Volunteer Engagement

Last year, our team dedicated **228** hours to volunteering, making a meaningful difference in our local communities. For 2024, we're raising the bar with a target of **324** hours. By encouraging even more of our team to get involved, we aim to deepen our impact and foster a culture of giving back.

## Raising Awareness & Strengthening our Charity Partnerships

Our commitment to supporting our charity partners remains strong. We believe charity partnerships are a cornerstone of effective corporate social responsibility. This year, we're committed to raising awareness of their importance and showcasing the tangible impact they have. By highlighting success stories and encouraging collaboration, we hope to inspire others to recognise the power of working together to drive meaningful change.

# Product



# Product Sustainability

We believe that sustainable packaging is not just a trend, but a necessity for our planet's future. Our commitment to product sustainability goes beyond mere compliance; it's at the heart of our innovation strategy and business model. We continuously strive to develop and offer packaging solutions that minimise environmental impact while maximising functionality and appeal.

In line with our dedication to sustainability, we've taken bold steps to transform our product portfolio. A significant milestone in this journey was our decision to phase out plastic products. In 2023, we discontinued 50 plastic-based items, replacing them with eco-friendly alternatives. This initiative is part of our broader goal to completely eliminate plastics from our product range, demonstrating our proactive approach to addressing the global plastic pollution crisis.

Out of our 1,144 stocked products:

**805** Plastic-Free

**863** Recyclable

**621** Biodegradable

**760** Sustainable Materials

**598** FSC Certified

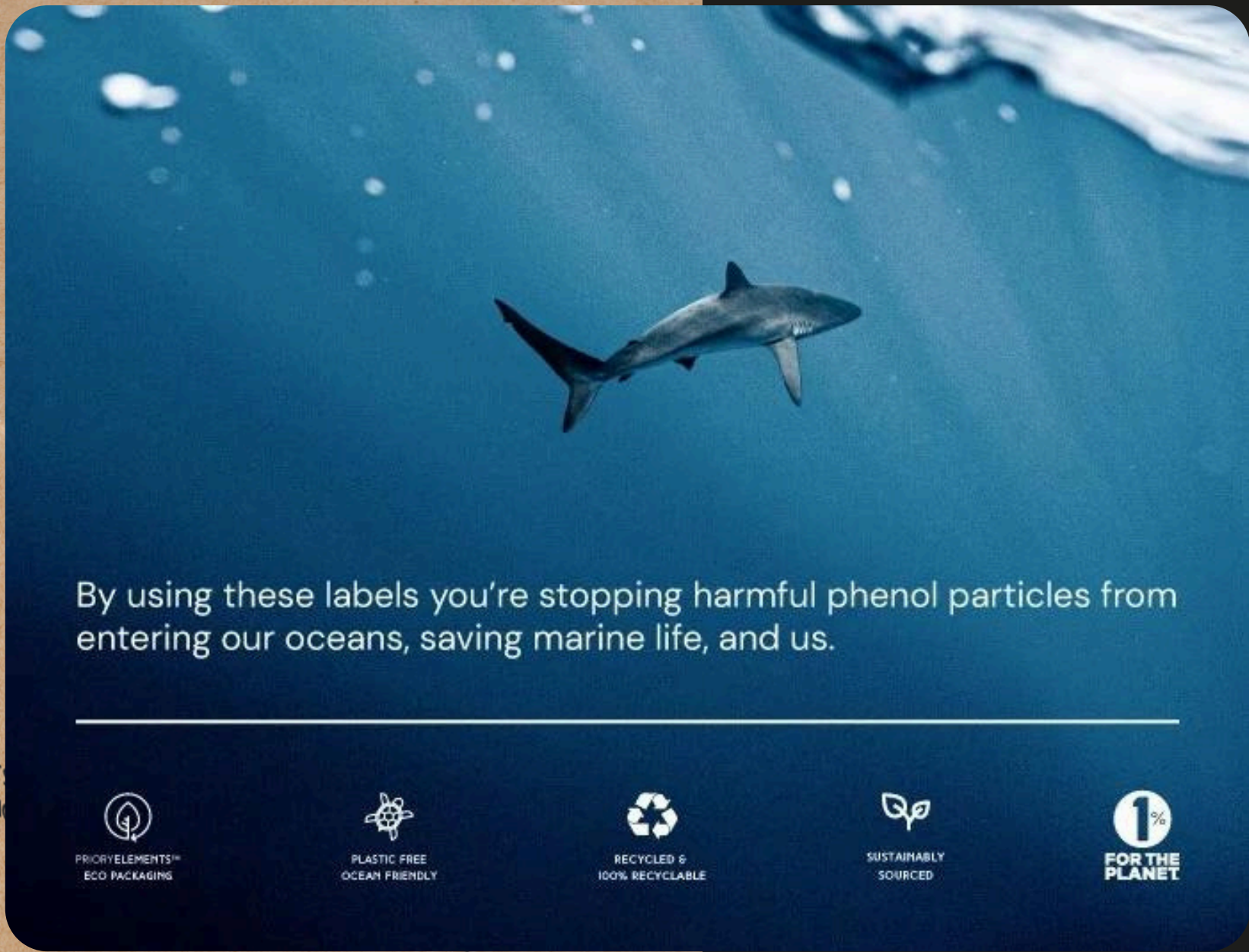


# £6,704

in donations made through Priory Elements product sales


# 20

new products added to the range



**1%**  
**FOR THE PLANET**

&

  
**PRIORYELEMENTS™**

# Supplier Sustainability

68.3%

of our suppliers are SEDEX registered.

Supplier Ethical Data Exchange (SEDEX) focuses on improving ethical business practices in global supply chains. Being SEDEX registered indicates that the company has undergone an assessment related to social and ethical compliance, via the SEDEX Members Ethical Trade Audit (SMETA) or similar standards.

## SEDEX focuses are:

**Transparency:** Companies share information about their ethical practices, including labour rights, health and safety, and environmental impact.

**Collaboration:** It allows businesses to collaborate and share data with their suppliers and customers, promoting responsible sourcing.

**Risk Management:** SEDEX helps companies identify and mitigate risks in their supply chains, ensuring compliance with ethical standards.

SEDEX registration is a commitment to responsible and sustainable business practices.

# Knowledge Transfer Partnership

In 2023, we secured a Knowledge Transfer Partnership (KTP) grant, part-funded by Innovate UK and supported by the university of Kent, to advance sustainability and innovation in our operations.

This 30 months project involves sponsoring an international PhD graduate to develop an AI-driven forecasting model using our existing data. The model will predict client needs, enabling more efficient planning, manufacturing, and stock management. This will improve operational sustainability and efficiency, with potential applications across other industries.

Our partnership with the University of Kent underscores our commitment to supporting local education and collaboration. It aligns with our missions to drive upstream sustainability in packaging manufacturing and supply chains, delivering environmental and operations benefits to our customers.



# What's next?

## Reducing Our Carbon Footprint

Minimising our environmental impact is at the heart of what we do. In 2024, we're focusing on reducing the carbon footprint of our despatches by increasing the use of used cardboard boxes, with a goal of ensuring **75%** of our despatches utilise recycled materials. This small yet impactful step helps us cut waste, reduce emissions, and promote a circular economy.

## Expanding Our Sustainable Packaging Range

We're committed to driving innovation in sustainable packaging. In 2024, we aim to further expand our eco-friendly product range, providing our customers with even more options to make greener choices. By continually developing our offering, we hope to lead the way in sustainable packaging solutions that reduce environmental harm.

## Phasing Out Plastics

Our long-term goal is to offer plastic-free alternatives for every plastic product in our range. This year, we're accelerating our efforts to phase out plastics, ensuring that all our customers have access to sustainable, plastic-free packaging solutions that align with their environmental values.

## Knowledge Transfer Partnership (KTP) Initiative

We're excited to embark on a new Knowledge Transfer Partnership with the University of Kent to harness cutting-edge academic expertise in Machine Learning. By developing an advanced planning model, we aim to anticipate customer demand more accurately, reducing excess stock and empty lorry journeys. This not only boosts operational efficiency but also minimises our environmental impact. We're thrilled to continue strengthening our collaboration with the University of Kent and to provide valuable employment opportunities for talented PhD graduates through this Innovate UK-funded initiative.

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