EXECUTIVE SUMMARY

2022 has been a year of major milestones and exciting wins.

We wrapped up the year with global recognition as we won the £1,000,000 Earthshot prize in the ‘build a waste-free world’ category. We were one of only five winners in 2022 presented with the prestigious award set up by Prince William to find and grow solutions to the world’s most significant environmental challenges that will repair the planet. We were also industry recognised for our plastic-free takeaway boxes, winning the Innovation of the Year UK Packaging Award 2022 and the Innovation Award at The Responsible Packaging Expo Awards 2022. We reached a vital production milestone with our manufacturing partners, enabling us to enter 2023 with a newly increased capacity to scale up our coating products and replace more plastic packaging than ever.

It has never been more critical for businesses to measure and understand their positive and negative impact. As an impact focused company, we have a dedicated team for whom this was a key focus over the past 12 months.

IMPACT MILESTONES

- Conducted life cycle analyses on three products (Coating, Paper, Film), enabling us to compare our impact with that of traditional plastic packaging. With this analysis, we can also set benchmarks and make operational decisions on our manufacturing methods to improve further as we scale.
- We carried out our first company-wide Scope 1, 2, and 3 emissions calculations and published them here for full transparency. We will continue to monitor this annually, working to reduce our impact and waste and live by our values.
- We initiated the process of qualifying for B-corp certification, demonstrating our commitment as a business to adhere to the highest environmental and social standards.
- Launched a Diversity, Equity and Inclusion working group to continue to support our staff and ensure we are building an inclusive, diverse and socially responsible team.

For this year’s Impact Report, we have organised our information into three sections: Planet, Product and People. Whilst this might sound like an echo of John Elkington’s now-recalled 3 P’s of the Triple Bottom Line, these titles truly reflect the core elements of our Notpla mission and values. We hope this report provides transparency on Notpla as a company and educational insights into packaging sustainability and the merits of seaweed.

We want to thank our global community of stakeholders, clients, partners, colleagues, and seaweed pioneers for joining us on this journey.

WE MUST ACT NOW.
WE MUST ACT TOGETHER.

2.83 million SINGLE-USE PLASTICS SAVED FROM THE ENVIRONMENT

Our mission remains to replace as much plastic as possible with natural seaweed-based materials and, through this, champion the thriving seaweed industry as it combats climate change. We aim to educate the packaging industry and consumers on the true cost of plastic in our world and work with legislators to put better restrictions on materials harmful to our natural environment.
IMPACT SUMMARY

This report covers a wide range of information to build a broad picture of our impact. We have considered environmental and social factors, our office emissions, and the effects of our production methods. As this is the first time conducting such a thorough self-assessment, there is still much more work to be done in the coming year to ensure the picture is as complete and detailed as possible.

- 4.4t plastic displaced with NOTPLA products 2022 > 2023
- 450% growth in sales of NOTPLA coating 2022 > 2023
- 19 tonnes CO₂ eq avoided by sales of NOTPLA coating in 2022
- 70 green jobs end of 2022 up from 30 end of 2021
- 2,264,280 SUP replaced 2022
- 566,819 SUP replaced 2021
VISION

To create truly sustainable, Not Plastic packaging solutions that come from nature and leave no trace in the environment. Through working with the world’s leading consumer brands, Notpla will become a household name and put seaweed packaging on the map. We are developing a packaging portfolio for the future, helping each of us consume more responsibly.

VALUES

These eight values are our guiding principles on how we design new products, how we treat each other and our wider community, and how we approach our impact in pursuit of making packaging disappear.

SUSTAINABLE DEVELOPMENT GOALS

Our values align with the UN Sustainable Development Goals, which were set up in 2015 by the UN General Assembly as an urgent call to action by all countries to work together in a global partnership towards peace and prosperity for people and the planet and in the future.¹

We recognise our part to play in supporting the targets behind these 17 SDGs and are working tirelessly to achieve them by 2030. The SDGs that Notpla aligns with most are:
THE INCOMPREHENSIBLE SCALE OF THE plastic problem

ONLY 9% OF PLASTIC IS RECYCLED GLOBALLY

50% ENDS UP IN LANDFILL

22% ENDS UP IN UNCONTROLLED DUMPSITES, BURNED IN OPEN PITS, OR IN TERRESTRIAL OR AQUATIC ENVIRONMENTS

19% IS INCINERATED

9.5 BILLION TONNES
of plastic have been produced to date. That’s more than one tonne for every person alive today.¹

380 MILLION TONNES
of plastic are produced worldwide each year, of which

50% is single-use plastic²

10 MILLION TONNES
of plastic are dumped into the oceans each year.⁴

1.8 BILLION TONNES
of greenhouse gas (GHG) emissions were generated by the plastic lifecycle in 2019 alone, and this figure is expected to more than double by 2060. While this only accounts for approximately

3.4% of global emissions

90% is from the production and conversion of fossil fuels.⁴

The WWF report on plastic³ published in 2021 found a significant difference in the market and the environmental costs of plastic. The market cost to produce all virgin plastic in 2019 was approximately $370 billion. In contrast, in the same year, plastic production costs amounted to over $3.7 trillion in lifetime effects on our planet and society, 10x greater than its market cost - and higher than UK GDP.¹⁰

As consumers and producers, we need to consider the cost of plastic across its lifetime and what it costs us in terms of emissions, waste management and pollution of our marine ecosystems. With only quantifiable figures considered, the shadow cost of Notpla is 90% less than that of virgin plastic packaging.
FIVE GRAMS PER WEEK

Microplastic

The Unquantified Impact to Our Health

Plastic products lead to the ingestion or inhalation of large amounts of plastic particles and hundreds of toxic substances. Studies have shown these toxins affect:

- Respiratory systems
- Nervous systems
- Digestive systems
- Skin

A study led by the University of Newcastle, Australia, reveals that consuming common food and beverages may result in weekly ingestion of five grams of plastic, the equivalent of a credit card.

Scientists persistently warn us of the threat microplastics have on human health. Found in absolutely everything – from the air that we breathe to the food we eat to the water we drink – microplastics are infecting our bodies. Researchers found microplastics are even in our blood.

Sian Sutherland, A Plastic Planet

The Most Common Microplastics, Found in the Marine Environment.
Notpla impacts the Planet through the carbon we emit and the waste we create. As an environmentally mission-driven business, we aim to reduce our impact and similarly help our customers to do so. Here we share how we have benchmarked our impact in 2022 and the methodologies we will use for monitoring and reporting as we go forward.
THE AMOUNT OF PLASTIC AVOIDED WITH NOTPLA

PLASTIC AVOIDED IN 2021: 1.3t
PLASTIC AVOIDED IN 2022: 4.4t
PLASTIC AVOIDED FORECAST FOR 2023: 27.6t
CARBON ACCOUNTING

Our products can reduce the environmental impact of the packaging industry. Still, we are also taking measures to reduce our carbon footprint throughout the supply chain and our office, and we are focused on building a company with as low a ‘day-to-day’ footprint as possible.

This year has been the first time we have created a comprehensive assessment of our **Scope 1, 2 and 3 emissions**, which has helped us understand where our carbon impact comes from and gives us a starting benchmark for future improvements.

EMISSIONS MINIMISATION

- 100% green energy use on-site
- Introduction of our waste auditing programme
- Waste-free re-use initiatives
- Comprehensive food, recycling, and landfill separation with our partner Veolia
- Move to a refurbished computing equipment supplier
- Site efficiency improvements
- Cross-team engagement and climate literacy training

2022 FOOTPRINT BREAKDOWN

Currently, 99.5% of our emissions lie within Scope 3, a normal range for most companies, as manufacturing partners, distribution and purchasing play a considerable role in any growing business. **Scope 1 and 2** show similar emissions values, each taking a 0.2% share.

**SCOPE 1**
- **2.2t CO₂e**
- 0.3%

**SCOPE 2**
- **2.1t CO₂e**
- 0.2%

**SCOPE 3**
- **942.5t CO₂e**
- 99.5%

**SCOPE 3 EMISSIONS CONTRIBUTIONS**
- **Purchased Goods**
- **Capital Goods**
- **Upstream T&D**
- **Business Travel**
- **Employee Commuting**
- **Downstream T&D**

**EDUCATIONAL TOOLS**

**HOW CARBON FOOTPRINT IS CALCULATED**

Businesses can calculate their carbon emissions in several ways; first, a detailed inventory must be built, including the number of employees, energy usage, goods bought, and travel. Then emissions factors are applied to this data to collate the quantity of CO₂eq these inputs emit.

**SCOPE 1**: Direct emissions from company-owned facilities and vehicles

**SCOPE 2**: Indirect Electricity, heating, and cooling

**SCOPE 3**: Indirect emissions from travel, commute, shipping, purchased goods, and leased assets.

**FOOTPRINT**: A carbon footprint is the total amount of greenhouse gases (including carbon dioxide and methane) generated by our actions.

**CO₂eq**: A metric measure used to compare the emissions from various greenhouse gases based on their global-warming potential (GWP)

**EMISSIONS FACTORS**: The emission factor is the ratio between the amount of pollution generated and the amount of raw material processed.
OFFSETTING OUR CARBON

Seaweed is a natural carbon sequestration store. We want to offset any carbon we cannot reduce or remove from our supply chain through this route. We closely follow seaweed offsetting projects and champion seaweed farming and sequestration in UK coastal waters; however, methodologies still need to be fully developed and verified.

Until this is possible, we see more value in investing in seaweed’s future than other carbon offsets, so we plan to spend the same amount we would offset on supporting the seaweed sector in the UK and Europe. In 2022 we invested in Car-Y-Mor, a seaweed farm based in Wales, rather than offsetting our 2021 emissions, and we will continue our support this year.

OUR WASTE

Taking care of the end-of-life of materials is a core part of our ethos at Notpla. Since 2020 Notpla has committed to working towards zero landfill. This year we began auditing our waste and disposal and making big moves toward this long-term goal.

We’ve seen the beginning of strong in-house initiatives at Notpla to further align with our core purpose. Our waste audit and overall strategy will continue developing into 2023 as part of the broader challenge of tracking our scope 3.

SNAPSHOT OF OUR WASTE

- We recorded production of 0.17t of waste per full-time equivalents
- We saved 930kg of CO₂eq through our dry mixed recycling and food recycling processes
- We introduced a new circular resource process, turning inbound cardboard boxes into void fill for our outbound packages, significantly reducing resource employment and excess packaging from waste streams
- We introduced a food/biological recycling stream - diverting the equivalent of 10 sea turtles worth of waste from landfill

CARBON FOOTPRINT GOALS

The focus for 2023 is to develop our carbon measurement systems and reduction strategy. Whilst reducing our footprint is our ultimate goal, the strategic plan is more of a priority for the near term than the figures themselves.

OUR PRIORITIES

- Improvement and transparency of our scope three emissions
- New efficiencies and quantified accounting methods
- Educate colleagues on individual responsibility in making a difference as well as the impacts of their buying decisions
- Reduce the footprint of our workspace
- Cycle to work and tech schemes, refurbished tech and office equipment
- Workshops on carbon footprint, offsetting, and climate literacy
- Continued work with environmentally conscious suppliers across our supply chain, R+D and manufacturing
- Develop efficiency, transparency and reduction methods alongside all our partners
- Reduce the footprint of our workspace
- Cycle to work and tech schemes, refurbished tech and office equipment
- Workshops on carbon footprint, offsetting, and climate literacy
- Continued work with environmentally conscious suppliers across our supply chain, R+D and manufacturing
- Develop efficiency, transparency and reduction methods alongside all our partners

NOTPLA IMPACT REPORT 2022
LIFE CYCLE ASSESSMENT

We put our products’ carbon and environmental footprint at the heart of what we do.

Life Cycle Assessment (LCA) is a widely employed methodological tool to quantitatively evaluate the full environmental impacts of a product throughout its whole life cycle, from raw material inputs, through manufacture and use, all the way to disposal. It is a valuable tool for identifying environmental hotspots within this production system and comparing the impact of different products.

At Notpla, conducting LCAs for our portfolio has been a priority over the last year. We have initially focussed on our most commercially ready products, conducting cradle-to-gate assessments for coatings, ooho and paper. These assessments allow us to understand how our product’s supply chain performs compared to leading competitor materials in the packaging market.

Our initial research highlights that our material has a significantly lower impact than conventional packaging across various environmental impact metrics, including carbon emissions, land use, fossil fuel depletion and eco/human toxicity.

In 2023 we hope to complete LCAs for more of our portfolio. With products still in development, LCAs will run at the current lab/small-scale to identify where the initial hotspots are. Let us shift focus to development or supply chain and then establish projections for the anticipated manufacturing processes to ensure we outperform conventional packaging once at scale.

LIMITATIONS OF LCA

The LCA framework has limitations and relies heavily on having reliable data for different emission factors. Evidence is growing that plastics harm most marine ecosystems like plankton*footnote. Still, these long-term effects are unaccounted for in LCAs, which means the true carbon footprint of plastic is most likely significantly higher than LCAs are showing today. Notpla is working closely with researchers who are laying the groundwork for a deeper understanding of our synthetic materials on the environment, and we will continue to update our models to ensure we paint the most accurate picture of the real impact of plastic on our environment.
We achieve our mission through the products we make and the knowledge we share. To make packaging disappear, we focus on the sustainability of the materials we use, what happens to products at their end of life and the legislative environment surrounding packaging. Product impact is Notpla's impact.
Introduction to seaweed

Seaweed is one of nature’s most renewable resources. Globally abundant and fast-growing, it doesn’t require freshwater, land or fertiliser. This inconspicuous sea vegetable is one of our greatest weapons against climate change, fighting ocean acidification and effectively absorbing carbon. Seaweed is regenerative, offering habitat, nursery grounds, and shelter for other sea creatures. They also boast many health benefits, including anti-cancerous, anti-ageing, and antibacterial properties. More than 12,000 species exist in our oceans, each with unique characteristics that make them useful for different applications. However, with this explosion in interest, many bottlenecks need to be addressed to harness seaweed’s full potential.

To tap into this potential, Notpla’s has established a new seaweed sourcing team to help identify the most suitable seaweed for the various product areas, expand and diversify our seaweed network, and optimise our supply chain. We will implement these strategies to ensure that Notpla and its partners can scale in a sustainable and ethically responsible manner and will form the bedrock of our new Seaweed Sourcing Strategy.

Like any revolutionary material, consumption must be controlled, and caution is taken not to exploit this fantastic resource. However, it’s important to note that seaweed cultivation is not new, countries such as China and Indonesia have been pioneering seaweed farming for centuries, and Europe is simply catching up. To aid a smooth, sustainable and economic seaweed industry in Europe, Notpla is proud to be a member of Seaweed for Europe and the Safe Seaweed Coalition. These organisations are advancing Europe’s seaweed industry by mobilising investment in the blue economy, ensuring environmentally friendly farming practices, and defining safety standards for seaweed products.

In 2022 Notpla seaweed expertise and sourcing have developed hugely as our team has grown, setting the foundations for our continued research into the transparent and ethical farming of seaweed and the expansion of our seaweed supply chain. We look forward to continuing and sharing more of this work in 2023.
CREATING NEW MATERIALS FROM OUR WASTE

Pioneering new materials and products in the packaging industry requires working against strong industry norms and assumptions about what does and doesn’t work. Notpla Paper, launched this year, is a perfect example. Using seaweed waste fibres in paper pulp, we committed to putting alternative materials into the market and challenging the paper-making industry to think more creatively and, more importantly, greenly.

This year, a big success for the team has been working with a traditional paper mill to develop an additive-free paper from seaweed fibre. Partners approached this with scepticism, but we pushed the boundaries by making paper from our seaweed packaging waste materials. Our seaweed paper sees an 88% reduction in impact compared to traditional paper.

IN 2023 AND BEYOND
• Notpla will become FSC certified
• We are working toward 100% seaweed pulp
• Targeting food, fashion, retail, luxury and cosmetics markets

We are proud to see another year of partnership with the sustainable fibre organisation, Canopy. These partnerships hold us accountable for our commitment to leading next-generation solutions in paper and packaging, promoting responsible environmental and ethical practices in the supply chain, manufacturing, and protecting global ecosystems.

Learn more about the Pack4Good programme

<table>
<thead>
<tr>
<th>14 tonnes</th>
<th>77,250 litres</th>
<th>4 tonnes</th>
</tr>
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<tbody>
<tr>
<td>OF SEAWEED FIBRES PER DAY GENERATED BY ONE SUPPLIER</td>
<td>OF WATER IS USED FOR EVERY TONNE OF TRADITIONAL PAPER PRODUCED</td>
<td>OF TREES SAVED FROM FELLING WITH EVERY ONE TONNE OF SEAWEED BY-PRODUCT</td>
</tr>
<tr>
<td>20 DAYS OF WASTE PRODUCTION COVERS TWO YEARS OF NOTPLA PAPER</td>
<td>NOTPLA PAPER REQUIRES LESS THAN 35%</td>
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NOTPLA PAPER IS NOW AVAILABLE THROUGH G. F. SMITH
We have incredibly talented teams dedicated to researching and profiling new materials and material origins. We aim to use the most sustainable, scalable and unique materials that Earth has to offer.

This year has seen tremendous progress and growth in our team’s understanding and expertise in sourcing and using sustainable seaweeds, extracts and other plant-based materials. We have established a new seaweed sourcing capability within the R&D team to deepen our understanding of seaweed-based materials and help build a traceable, secure supply chain of sustainable seaweed feedstocks.

In 2023 we will continue to explore the use of less refined seaweed extracts (with a reduced impact compared to traditional sources) through to completely unrefined, raw seaweed as a material feedstock for our products. We continued to log, assess and benchmark the sustainability of all our materials, creating an informed library of materials from which our research and development teams can choose.

We exclusively select natural materials to create our products and assess any new materials using these criteria:

- Vegan
- Natural and not chemically modified (in line with the Single-Use plastics directive)
- Non-allergens
- As locally sourced as possible
- Low impact; where possible, our materials have been through limited refinement stages
- Seaweed or plant-based

So far, we have been able to source material for manufacture, R+D and archives with few exceptions to these rules. Of course, this work is never complete, and we will continue to improve this material collection and decision-making process. However, we are excited about the progress made over the last year and the comprehensive collection of materials we have built.
CURRENT LABELLING LIMITATIONS

A popular materials test for home compostability is EN13432, certified by third parties such as TUV Austria. They produce the "OK Home Compost" logo you may be familiar with on packaging. Whilst these tests are a significant step in the right direction for regulating packaging and its disposal, TUV, for example, allows 10% of the material to contain problematic substances as only 90% compostability is required to pass the EN13432 standard! Meaning bioplastics like PLA can pass compostability testing, which is problematic, as whilst PLA has a lower carbon impact than fossil fuel-based plastic due to being derived from plants, it is known to leave fragments of microplastics in the air, oceans and open environments when it breaks down.

For more information, visit our website for a Glossary of terms and an article on composting.

OUR PERSPECTIVE

Mimicking nature is a core part of our values and mission statement to ‘make packaging disappear’; therefore, we create all our products with a composting scenario in mind to truly leave no trace.

Whilst we seek to communicate how natural our products and processes are through third-party certifications, our concern is that none represent the complete biodegradation we expect our products to achieve. We acknowledge there are some companies genuinely trying to make positive change. Still, unfortunately, there are also many more making ‘greenwashing’ claims and utilising the 90% compostable scope within the EN13432 certification testing process to push through products that are not as genuinely ‘green’ or ‘eco-friendly’ as consumers are led to believe.

We aspire to go beyond the current norms and hold ourselves to a higher standard by testing our products in nature or simulations of nature to ensure our packaging truly ‘disappears’. Simulated environments that we include in our tests are wormeries, soil and freshwater. Testing is constantly evolving as we find new ways to collect visual data on the performance of our materials and develop our understanding of the environment.

We think that current industry practice just doesn’t go far enough; the end-consumer sees ‘home-composting’ as a great stamp of something being ‘natural’, but we know that the test is mostly about how quickly something breaks down into tiny pieces. It largely ignores what gets left behind.

TRISTAN KAYE, 2021, COMMERCIAL DIRECTOR, BUTTONWOOD
LEGISLATION, POLICY AND FUTUREPROOFING

Our team has worked hard to define and understand Notpla’s position from a policy perspective. Understanding how Notpla represents in current packaging policy and lobbying for change within this space. New definitions of plastic, EPR and plastic tax are a step in the right direction for incentivising alternative materials. However, there is still a long way to go!

Here we summarise just a handful of fundamental regional policy changes that have come into effect over the last year.

EU SINGLE-USE PLASTICS DIRECTIVE

Single Use Plastics Directive cracks down on plastics, including several bio-based and biodegradable materials such as PLA, PHA and PVOH because they are not naturally occurring. Under this directive, Notpla is one of the few solutions not considered plastic. From July 2021, Member States are banned from offering certain single-use plastic items (e.g. cutlery, plates, stirrers) on the market, and marking requirements have been made law (e.g. beverage cups must bear a “plastic in product” logo containing a dying sea turtle next to a litter).

To not be considered by this directive, a material must be BOTH a natural polymer and not chemically modified. Not chemically modified means the structure has to remain unchanged even if it has gone through chemical processes.

PLASTIC TAX

Coming into force in April 2022, the UK plastics tax incentivises a move away from virgin plastic by taxing plastic packaging with less than 30% recycled content. An attempt to bring the environmental cost of plastic in line with its market value.

BANS ON PFAS IN PACKAGING

Areas of the US and Europe have begun to implement historic bans on forever chemical groups such as PFAS, bisphenol and PVC. This commitment is fuelled by the aim to dramatically cut the enormous costs associated with the human and environmental toll these chemicals cause.

UN GLOBAL PLASTIC TREATY

In Nairobi in March 2022, the UN Environment Assembly collectively agreed to develop a legally binding treaty on plastic pollution. The treaty, to be published in 2024, will be the first collective policy effort toward the long-term elimination of plastic pollution worldwide. This treaty will see the coordination of plastic pacts from across the globe, tackling waste management, marine pollution and microplastics.

EDUCATIONAL TOOLS:

UNDERSTANDING SUSTAINABILITY IN PACKAGING

Consumers are surrounded by greenwashing and false claims made on and about their packaging. Our Impact and Communication team have made demystifying sustainability a focus to help people understand and unravel the complex terminology around sustainability, from the lofty and diverse applications of “sustainable”, to the realities of industrial composting and recycling.

OUR APPROACH

• Ensuring that communication on our packaging is as simple as possible
• Educating with easy-to-consume diagrams and information via our social media
• Creating more detailed information packs and resources available on our website: Plastics 101, Seaweed, Glossary

greenwash
an unsubstantiated claim used to persuade the public that a company’s products, aims and policies are environmentally friendly.
TO ENCOURAGE NATURAL SOLUTIONS TO A WASTE-FREE WORLD

We have seen lots of momentum behind removing single-use plastic in the last 12 months, but there is still much work to be done around promoting alternative materials.

1. BAN TO INSPIRE INNOVATION
Issue a clear long-term plan to ban single-use plastics, with a high standard to avoid incremental solutions that can spur innovation and incentivise the industry to bridge the gap.

2. ENSHRINE THE DIFFERENCE IN LAW
Between plastic and natural polymers, resulting in improved labelling, controls put on confusing blends and explicitly exclude natural polymers from any ban on compostable plastics.

3. NO MORE GREENWASHING
Better enforcement of the Green Claim Codes to stop greenwashing, including PFAS or the latest trend of referencing ‘aqueous’ coatings to falsely market acrylate coatings as “plastic-free.”

4. MAKE PRODUCERS RESPONSIBLE
Increase the Extended Producer Responsibility (EPR) scheme to reflect the actual lifetime cost of plastic (£20,000/t).

5. FUND DIVERSITY, NOT MONOPOLY
Use money from EPR to fund alternative solutions like natural polymers, not only recycling.

6. BAN WHERE ALTERNATIVES EXIST
Many alternatives exist at scale, but we won’t reach their full impact until we ban corresponding plastic products.

7. FUND HEALTH RESEARCH
More public funding for research into the health impacts of plastic, followed by legislation.

8. RECOGNISE PLASTIC’S FOOTPRINT
Recognise the climate impacts of plastic packaging, and incorporate plastic reduction targets into the net zero agenda accordingly.

9. TIGHTER STANDARDS
Introduce stricter certification on biodegradability to tackle loopholes such as the OK Home Compost 90% fragmentation allowance.

10. STAMP OUT THE LOOPHOLE!
The #1 loophole plastic companies use is the ambiguous definition of the “main structural” component. Until addressed, this argument will continue to be used to exonerate any synthetic coating or additive that is very much plastic.
Ten calls for policy change

We have seen lots of momentum behind removing single-use plastic in the last 12 months, but there is still much work to be done around promoting alternative materials.

Here are Notplas Ten calls for policy change to encourage natural solutions to a waste-free world.
2.83 MILLION

BOXES SOLD WITH NOTPLA COATING

19t CO$_2$ eq

SAVED FROM ENTERING THE ENVIRONMENT
Our values govern the way we work. The relationships we cultivate internally and externally must be with partners who understand and share our vision. From local to global, colleagues to suppliers, we work better together.
OUR REACH

Notpla headquarters are in London, UK, but with founders from France and Spain, we have always felt European. We are now selling coated boxes in five countries across Europe, and over 50% of revenue in 2022 originated on the continent. We hope to expand sales in 2023, bringing on one, if not two, international markets.

Seaweed is, by contrast, a global crop produced across the temperate and subtropical regions of the world. As a result, we are working with partners in multiple regions to source our ingredients more sustainably and better understand local ecosystems.

In 2022, we welcomed new grant projects in Ghana and Chile, expanding our potential impact to new continents.
Notpla engages with stakeholders across the seaweed industry supply chain, including various network groups encouraging knowledge sharing and facilitating collaboration and partnerships.

**Seaweed for Europe**

Seaweed for Europe is an EU-based coalition that aims to ‘advance and scale a sustainable and innovative seaweed industry in Europe’. Over 50 stakeholders (from seaweed suppliers to offshore engineering operators) work towards this ambition by encouraging systematic innovation and best practice sharing, mobilising investment and raising awareness for seaweed’s value. One key output of this coalition is ‘The Seaweed Manifesto’, which outlines the business case for developing a European seaweed industry.

[www.seaweedeurope.com](http://www.seaweedeurope.com)

**North Sea Farmers**

The North Sea Farmers is a Netherlands-based foundation focussing on 1) knowledge exchange on sustainable seaweed cultivation, production, marketing, education, policies and research and; 2) initiating joint investment projects. With close to 100 members, the current remit targets the development of seaweed-related activity in and around the North Sea, especially in developing offshore seaweed cultivation and onshore processing systems.

[www.northseafarmers.org](http://www.northseafarmers.org)

**Safe Seaweed Coalition**

With a global outreach, the Safe Seaweed Coalition looks to support the safe and sustainable growth of the seaweed industry as it scales whilst encouraging cohesion across the supply chain. In particular, it focuses on improving safety for consumers, the environment and operators and encourages its members to endorse guidelines in the ‘Seaweed Manifesto’ mentioned above.

[www.safeseaweedcoalition.org](http://www.safeseaweedcoalition.org)

**Câr-Y-Môr**

The partnership between Notpla and Câr-Y-Môr is an exciting development in the emerging world of sustainable packaging and seaweed farming. As part of the partnership, Notpla tests Câr-Y-Môr’s seaweed for research and development purposes and aims to accelerate the growth of seaweed farming in the UK, a sustainable and environmentally friendly industry. We hope to create a more circular economy through our combined expertise and reduce reliance on traditional, single-use plastics.

[www.carymor.wales](http://www.carymor.wales)
In addition to the work with JET, we've been wonderfully supported by a wide range of enlightened foodservice operators in the UK and beyond, all of whom are replacing PE- or PLA-lined, aqueous/dispersion-coated, or PFAs-containing food packaging with Notpla takeaway boxes. From independents like The Hive, in Dorset, UK - a celebrated seafood restaurant, to Kin Di in St Malo, France - an Asian street food outlet. Award-winning, premium London hospitality group JKS to global companies like Bunzl Plc, our packaging is making an ever-increasing impact on displacing plastic and synthetic chemicals in the foodservice packaging industry.

Our partnership with Just Eat Takeaway.com continues to go from strength to strength. In 2022 we launched a bespoke range of packaging, with Notpla’s revolutionary coating product, with JET across the UK and several European markets.

Now, in early 2023, this range is on sale across the UK, The Netherlands, Poland, Germany, Austria and Ireland, with four more European markets launching in Q2 2023.

As well as the impactful work across JET’s restaurant platform, Notpla packaging was also used exclusively at the Europa League men’s final in Seville, the Women’s Champions League final in Turin, and the Women’s Euros final at Wembley Stadium, in London (an event that set an attendance record for a football match at that stadium - over 87,000 spectators!)

We aim to reduce the use of plastic packaging in the food delivery sector and all types of packaging overall. We work with sustainable packaging innovators on solutions that could be commercially viable and scalable ... our partnership with start-up Notpla, with whom we trialled seaweed sauce sachets in the UK and developed a recyclable and home compostable seaweed-lined takeaway container for restaurants.

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6 MARKETS
519 RESTAURANTS
500,000 TAKEAWAYS

SPOTLIGHT ON
Notpla Coating

"We aim to reduce the use of plastic packaging in the food delivery sector and all types of packaging overall. We work with sustainable packaging innovators on solutions that could be commercially viable and scalable ... our partnership with start-up Notpla, with whom we trialled seaweed sauce sachets in the UK and developed a recyclable and home compostable seaweed-lined takeaway container for restaurants."
Our team & community

**OUR TEAM**

We provide various benefits and support to our staff to ensure they are contented in their roles and within the Notpla team.

- Wellbeing 1-1’s for all employees every six months with our Culture and Wellbeing Manager.
- Happiness surveys to assess how we could be doing better as a company to support our employees.
- Regular employee engagement talks and team socials to promote team-building, knowledge and a healthy work-life balance.
- Pensions are provided by Cushon, who invest in our planet’s future through sustainable investments.
- Encourage physical wellbeing through a gym membership discount and internal social sports clubs, including football, climbing, padel tennis and volleyball.
- Health Assured for all employees provides free advice and mental health support and includes access for partners and children.

**OUR COMMUNITY**

Notpla HQ is located in Hackney Wick, London. We work with local businesses to promote each other, and the team organises regular litter picks along the canal to keep our environment clean!

Our employee wellbeing, as well as everyone in our local and global community, is essential in achieving our mission.
DIVERSITY, EQUITY, INCLUSION AND WELLBEING

Diversity, equity and inclusion are values Notpla is committed to as an organisation. This year we launched a survey to gather baseline data on our team to measure the demographic and socioeconomic backgrounds of the team and see how we can provide further support and improve the accessibility and inclusion of our current workforce and workspace.

This data represents a snapshot from a survey conducted in November 2022 and reflects the responses of 88% of the team:

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Our dedicated Wellbeing and Culture Manager focuses on maintaining a happy and healthy environment for the whole team. Next year we will create a People Wellbeing plan and a dedicated DE&I plan. We intend to hold ourselves accountable to our team by setting short, medium and long-term targets and sharing the progress annually.

GOVERNANCE

We are proud to share that we have amended our Articles of Association (AOA) as of 20th June in line with the B-Corp guidelines to put impact at the heart of what we do and enscribe this goal for all to see.

Clause (3.1) The objects of the Company are to promote the success of the Company:
(a) for the benefit of its members as a whole; and
(b) through its business and operations, to have a material positive impact on (i) society and (ii) the environment, taken as a whole.

Notpla is also committed to ensuring an outstanding employee experience through better governance, and as the workforce has doubled in size over the last year, this has required significant work in the HR function to professionalise systems and processes. We have clarified the organisation structure, introduced personal development plans, set clear SMART goals and held structured performance reviews with shared feedback. We continue to host a wide range of wellbeing and social activities to enhance culture and embed our values. In 2023 we are working on updating our policies and a new Company Handbook to be launched in Q1, writing a DEI strategy, and initiating a learning & development plan.
We’ve had an award-filled year!

In addition to winning The Earthshot Prize, Notpla Coating won the Best New Innovation award at the UK Packaging Awards 2022 and the Innovation Award from the Responsible Packaging Expo.

Winning the Earthshot prize for “Building a waste-free world” has been a whirlwind for the team and recognises the outstanding contribution of Notpla to “build a world where nothing goes to waste, where the leftovers of one process become the raw materials of the next, just like they do in nature”.

We are proud to announce that Notpla won the Reveal Award for eco-design innovation at the Reveal Innovation event, an annual event presented by Decathlon aimed at showcasing the most significant innovations the sports retail leader is developing. This year featured 16 products divided into four categories. Notpla’s win in the eco-design innovation category is a testament to its commitment to creating sustainable and environmentally friendly packaging solutions. The recognition from the Reveal Awards is a significant milestone for Notpla and further solidifies our relationship with Decathlon.

Alan Dedicoat, an announcer of the UK Packaging Award, said: “Judges deemed this an industry-disrupting packaging solution that can fit paper disposal into a compost bin. Judges were impressed with the scalability and the affect this could potentially have to drastically reduce the overall consumption and usage of plastics within the takeaway food industry.”

In June, Notpla won the Morgan Stanley Sustainability $250,000 Award alongside four other innovative start-ups working globally for systems-changing solutions to climate change and environmental issues, and we were a finalist in the Tom Ford Plastic Innovation prize!
As winners of the Waste Free World Earthshot, Notpla is a true example of outstanding efforts towards achieving a plastic-free future for packaging. With every plastic item Notpla replaces, we move toward a waste-free world. The Earthshot Prize team and I are excited to be supporting and celebrating Notpla’s journey in 2022 and beyond! It’s a pleasure to open Notpla’s 2022 Impact Report, which shares some of their big achievements over the last 12 months.

HANNAH JONES, CEO, THE EARTHSHOT PRIZE
2023 IMPACT GOALS

**PLANET**
- Carbon accounting further qualified and measured
- 100% transparency across scope 1, 2 and 3
- Reduction in office waste (/FTE)
- Improved and consistent educational tools shared on our platforms

**PRODUCT**
- Complete LCAs or impact projections across our product range
- Triple our annual plastic saved
- Carbon avoided calculated for coatings 2023
- NOTpla is a voice in packaging legislation

**PEOPLE**
- Create 30 more green jobs
- Diversity, equity and inclusion plan launched
- Specified learning & development programme introduced, and increased training budget fully deployed
PARTING THOUGHTS

Since 2014 and the beginning of Ooho, we have wanted to transform the packaging industry and make packaging disappear. 2022 has been a year of many milestones towards that goal. We have tripled in size as a company, sold our products overseas and won the Earthshot Prize!

This year we have seen great momentum behind alternatives to plastic, and we are proud to be pioneering that change. We have some exciting news coming in 2023, and we look forward to sharing it with you!

RODRIGO GARCIA GONZALEZ, PIERRE PASLIER
CO-FOUNDERS & CO-CEOS

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This report was published 2nd February 2023, and to the best of our knowledge, all content was accurate. Should new information come to light, we will update it. We have written it in good faith in the spirit of transparency and welcome any feedback or support to improve its content. Contact us at info@notpla.com.

REFERENCES

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2 Plastic Pollution Facts
3 Plastic Pollution by Hannah Ritchie and Max Roser
4 Plastic leakage and greenhouse gas emissions are increasing
5 Microplastics
6 Plastic pollution is growing relentlessly as waste management and recycling fall short, says OECD
7 WTO conference on plastic pollution December, 2022
8 Plastics: The costs to society, the environment and the economy
9 GDP by Country
10 Revealed: plastic ingestion by people could be equating to a credit card a week
11 Compared to landfill
12 The data has a confidence level of 95% with a 5% margin of error based on the sample size. This is the industry standard for social science research.