



# SUSTAINABILITY REPORT 2022

## HIGHLIGHTS

[READ THE FULL REPORT](#)





## DEAR READER,

It is our passion to create beautiful and innovative products to help people slow down and rediscover happiness in the smallest of things. At the same time, it is our vision to ensure that luxury and sustainability go hand in hand. We all want to leave the world a better and happier place for our children, compared to how we found it. That's why we are just as serious about environmental wellbeing as we are about the personal wellbeing of our customers, employees and wider communities. This is a journey that never stops, and we are far from finished. In this document, you'll find a summary of Rituals' Sustainability Report 2022, highlighting our five main topics on the right.



We are proud to be a **Certified B Corporation**<sup>™</sup>. Achieving this means we meet high standards of social and environmental impact and are committed to accountability, transparency and continuous improvement.



In line with the UNFCCC Paris Agreement and the Science-Based Targets initiative, we commit to reducing our greenhouse gas emissions by 50% in intensity by 2030, versus our 2021 figures\*. We are on our way to achieving Net-Zero by 2050, for the wellbeing of people and planet.



In 2022, **802,587 kg** in materials and **19,3 million litres of water** were saved thanks to our customers embracing refills. Plus, **5 million trees** are to be planted, protected and restored in India, Kenya & Colombia as part of our Buy 1 refill = Grow 1 tree initiative.



**80%** of our in-scope personal care formulas contain at least **90%** natural origin ingredients. Our next step is to transition the remaining **20%**.



**739,240 beach bags** co-designed with Tiny Miracles were given out with purchases, generating life-changing income for hundreds of women in India.

\*see the Net-Zero chapter [on pg.20 of our full sustainability report](#) for a more detailed explanation.



# PROUD TO BE B CORP™

*Rituals has now been a Certified B Corporation™ for a year. This means that we are a company that uses business as a force for good! B Corp is one of the most respected – and toughest to gain - certifications when it comes to sustainability (and so much more). Achieving this means we meet high standards of social and environmental performance, transparency, and accountability. The B Corp assessment is split up into five categories. Here are some of the key focus areas for our certification:*



## GOVERNANCE

We are publishing an annual sustainability report to ensure transparency around our social and environmental impact.

Company bylaws enshrine consideration for people and planet in business decisions.

Our code of conduct and whistleblower policy is communicated to all employees in a dedicated training module.



## ENVIRONMENT

We measure our carbon footprint and have committed to reduce our carbon emissions by 50% in intensity by 2030.

Next to our large existing refill assortment, we have now also introduced a new range of eco-chic refill options that save on materials for our skincare serums.

We have increased 80% of our personal care formulations to be >90% natural origin.



## COMMUNITY

With our Karma Day, all head office and Benelux office employees can volunteer for charity.

Our Diversity & Inclusion board and Ambassador Group supports and sets up programmes to support our culture.

We proudly support the Tiny Miracles Foundation, War Child & the Super Chill Foundation.



## EMPLOYEES

We measure employee satisfaction and engagement on a regular basis via our People Pulse Survey.

We have been awarded for our wellbeing programme, employee review process and career development journey.

We have a solid healthcare and retirement programme worldwide for employees at our shops and offices.



## CUSTOMERS

We treat our customer data respectfully and are GDPR compliant.

At Rituals we have a data security officer & cyber security team.

We actively involve customer feedback in our product development.



# OUR RACE TO NET-ZERO

*In 2022, we started the process of setting carbon reduction targets in line with the goals of the Paris Agreement which resulted in our Net-Zero commitment. This commitment is based on the Net-Zero standard developed by the Science Based Targets Initiative (SBTi): a 50% GHG emissions intensity reduction by 2030, versus our 2021 figures, and achieving Net-Zero by 2050. Here is how we are going to get there:*



## INGREDIENTS

By the end of 2023, we aim to formulate our in-scope personal care formulas to contain over 90% natural origin ingredients.

We're working with our perfumers on creating fragrances with lower environmental impact.

We aim to use traceable or environmentally friendly ingredients (e.g. coconut oil).

We're exploring using concentrated formulas to lower our transport footprint and also solid formulas (e.g. soap bars) to limit the extra packaging required for liquids.



## PACKAGING

We will keep expanding our collection of refills to reduce packaging materials.

We will ensure the packaging materials for our products are either recyclable or made of recycled materials.

With our suppliers, we are working on creating cans with the highest percentage of recycled aluminium content possible for the entire assortment of our iconic foaming shower gels (our bestselling product), which results in a lower footprint.



## OPERATIONS

Our stores run on green electricity and have energy-saving appliances (like LED lights) and we will continue to ensure this for every new store opening. We are also looking into improving our store design to maximise energy efficiency.

For new store designs, we are increasing the amount of recycled and environmentally certified materials.

We aim to decrease the amount of store deliveries needed by making them more efficient.

We are working with our logistics suppliers to ensure low-impact shipments.



# BE THE CHANGE

*buy 1 refill = grow 1 tree*

Thanks to our customers embracing the refill concept, we are using less of the planet's resources. In 2022 alone, we saved 802,587 kg in materials, 32,871 GJ-eq in energy, 1,766 tons of CO<sub>2</sub>-eq, and 19.3M litres of water. On top of this, we introduced our 'Be The Change' campaign, where we have committed to plant, protect or restore a tree for every refill sold in collaboration with our environmental partners, reaching our goal of 5M trees in January 2023.

### FEWER MATERIALS = LESS WASTE

thanks to our refills, we significantly save on water, materials, energy and CO<sub>2</sub>-eq emissions\*

 <b>BODY CREAM</b> CO <sub>2</sub>   66% Energy   56% Water   26% Materials   61%	 <b>CLASSIC COLLECTION FRAGRANCE STICKS</b> CO <sub>2</sub>   23% Energy   34% Water   56% Materials   35%
 <b>DAY/NIGHT CREAM</b> CO <sub>2</sub>   74% Energy   69% Water   75% Materials   72%	 <b>HAND WASH</b> CO <sub>2</sub>   65% Energy   58% Water   62% Materials   55%

### GROWING TREES TOGETHER

our overview to date

Project	Trees grown	Status
Trees planted in 2020 & 2021 with Earthday.org	413,196	All planted
Planting mangroves at the Tudor Creek, Mombasa, Kenya – Climate Partner	750,000	All planted
Planting Mangroves At the Sundarbans, India – Earthday.org	2,000,000	All planted
Protecting the sacred lands of the Sierra Nevada de Santa Marta, Colombia - Sacred Forest Foundation	1,800,000	This project is a combination of planting, protecting and restoring. 50% of the project will be executed in H12023.
To be allocated	36,804	To be planted in 2023
	<b>5,000,000</b>	

WATCH THE VIDEO

\*Based on refilling your product five times compared to purchasing six original products. This is external verified research conducted by The LCA Centre.



# INGREDIENTS OF NATURAL ORIGIN

*We use as many ingredients of natural origin as possible. Still, sometimes lab-made alternatives are better for product safety, usability and most importantly: are more environmentally friendly. By the end of 2023, we strive that all our in-scope personal care formulas will be of >90% natural origin. Our in-scope products that consist of at least 90% natural origin ingredients rose from 79% in 2021 to 80% in 2022. The remaining 20% of our products are currently in development and will be introduced to the market in 2024.*





# TINY MIRACLES



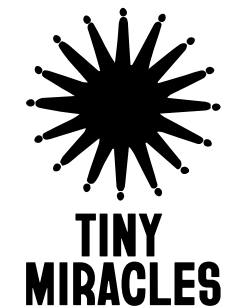
Rituals has been a proud supporter of the Tiny Miracles Foundation since 2011. This pioneering, B Corp-certified foundation is on a mission to help some of the poorest communities in Mumbai, India, break out (and stay out) of the poverty cycle. They take a holistic approach, aiming to create fully self-supporting communities within a 10-year time frame. As part of this, Rituals contributes to the salaries needed to pay for education and healthcare plus, we also help to provide the community with work and income, giving them the first step in breaking out of their own poverty cycle.

Next to the financial contribution, we've continued to expand our collaboration. The co-designed Rituals bags made by the women working with Tiny Miracles in India, continue to be a big success. This year we sold 40,000 pieces and gave away 739,240 as a gift with purchase. At Tiny Miracles, anyone is welcome to work – and for those who cannot use a sewing machine or can't participate in the bag production for other reasons - we have a new opportunity. In 2023 we will be offering a bracelet as part of our Summer of Joy gift box and these 800,000 bracelets will be made by the people of Tiny Miracles.

In November 2022, Tiny Miracles opened a large workspace close to three of the communities in Mumbai and now

organises a bus that goes back and forth to pick up the employees. 160 people now work in this great open area. Not only is it a space where they can create Rituals products, but it also serves as a community centre where they host awareness sessions, skills training and there's a terrace which they can use for celebrations. The community members feel great pride in this space, and it's become a second home to many.

The foundation now also has a women's council, made up of seven community members, representing all the working women. They discuss how they can improve areas of their work and solve any issues. Monthly surveys are conducted among the women to better understand their needs, and how the foundation can further help them.



[WATCH THE VIDEO](#)



# LOOKING FORWARD

## DEAR READER,

Thank you for showing interest in Rituals' journey to sustainable wellbeing. We are excited to continue on this journey in collaboration with our employees, our consumers, and our partners. As we move into the future, we want to build on the work we have already achieved, leading with care, compassion and commitment to help create a better world. We are committed to taking the next steps needed to move closer towards the goals we have set ourselves.

In 2022, we made a huge commitment to achieve Net-Zero by 2050. This commitment marked an important milestone in our path to sustainable wellbeing, but we

are aware this is just the beginning of this journey. In 2023, Rituals will build on our recent achievements and continue to work on reducing our environmental impact and hitting the goals we have set in our B Corp targets. This will prepare us for our re-certification in 2024. A couple of examples of our next big steps are increasing our use of recycled materials used in our packaging, increasing the circularity of our products and expanding our refill assortment.

We look forward to sharing the next chapter of our sustainable journey with you. For any questions or remarks, you can reach us at:

[sustainability@rituals.com](mailto:sustainability@rituals.com)

