

2016 Sustainability Report

“If the current rate of deforestation continues, it will take less than 100 years to destroy all the rainforests on the earth” - CEF

Introduction

The Cheeky Panda is an exemplary of the innovative disruptor concept - a company that was formed on the basis of providing a truly sustainable solution to one of the biggest environmental concerns of the present day – deforestation. This foundation, built on our passion for environmental and social responsibility, has been the catalyst for the design and delivery of a truly innovative product that will transform its industry.

We believe that the success of our business relies wholly on our commitment and assurance of working towards a sustainable present and future, where all aspects of the business – from the products, to the supply chain and delivery - uphold our ethos of sustainability. The following Sustainability Report provides an overview of our products, what accreditations we currently hold, how our business operates on a sustainable basis and where we are looking to take our initiatives going forward.



Sustainable Business Strategy

100% Bamboo

Bamboo is not just our source - it is our solution. It has all the characteristics necessary to produce high quality material, in a clean, eco-friendly, sustainable way, with zero negative byproducts. Bamboo is *ultra-sustainable*. This is because bamboo is a grass. It self-regenerates from its own roots, requiring no fertiliser or replanting. In fact, Bamboo absorbs up to 35% more carbon and produces 30% more oxygen than trees during its growth. As a crop, it grows 20-30 times faster than trees (up to 1.2 meters per day) and has to be harvested yearly to maintain high growth rates (Zhang, Xu, 2003).



Statement from the founders

“The inspiration of the business came from a trip to China in 2015 when we saw local farmers’ harvested bamboo going to waste. These farmers are forced to leave home to work in factories far away, as there was not enough income from harvesting bamboo. By using more bamboo to create sustainable products, we are able to give farmers extra income, create a fair economy and contribute to a more sustainable form of forestry.”

--Julie Chen

In China there is a native giant species of bamboo called Moso bamboo. One hectare (an area roughly the size of an athletics track) of this species can store up to 250 tons of carbon (Qi, 2009). Using [data on CO₂ emissions](#) from the World Bank, this translates into the amount of carbon that was produced in 2009 by around 160 people in China (or, equivalently, 50 people in the U.S.A.). Each year, a hectare of Moso bamboo absorbs 5.1 tons of carbon, which can compensate for the CO₂ emissions of three people in China (or one person in the U.S.A.). For reference, China has 3.37 million hectares of Moso bamboo (according to the [State Forestry Administration of China](#)) which accounts for around three percent of China’s total forest area.

Bamboo isn’t just a more sustainable solution to using trees – it’s also a better commercial alternative due to its naturally healthy attributes:

- Natural bamboo oils act as a skin friendly moisturising agent
- Bamboo is naturally anti-bacterial and anti-fungal – a hypoallergenic solution for sensitive skin
- This means no harsh chemical-bleaching and deinking agents which are found in recycled tissues
- The tissue is 100% bio-degradable
- All this whilst improving upon odour resistance through our truly absorbent 3-ply tissue.

As we develop our product range, we will maintain the same standards that our 3 ply tissue packs have been held to – always emphasising the utility of bamboo as a sustainable, responsibly sourced raw material.

Perfect Packaging

Our packaging displays the story behind our ethically sourced bamboo and how it differentiates from other tree-based products. The packaging itself is 100% recyclable, and we make a point of advertising this on the packaging itself using our

LDPE Recyclable badge.

We corroborate to assure stakeholders and customers that going forward, all of our products' packaging will be 100% Recyclable, bearing the required badges and accreditations relevant to the products being launched.

Environmentally Conscious

According to the CEF – “if the current rate of deforestation continues, it will take less than 100 years to destroy all the rainforests on the earth.” On top of this the World Resources Institute calculates that “loss of forests contributes between 12 to 17 percent of annual global greenhouse gas emissions.” The problem couldn't be clearer – it is why we strive to provide at the very least a part of the solution, adding to the global initiatives currently in place.

*“One and a half acres
of our forests are cut
down, every second.” -
CEF*

FSC 100% Certified

It is paramount to the success of our business that we operate in an ethical and sustainable way. This is why we have sought out and achieved an FSC 100% rating – the only tissue brand in the UK to achieve this standard thus far. FSC certified forests have been independently audited to meet FSC's 10 Principles and Criteria for Forest Management. We emphasize the importance of having not only a very resilient, and flexible supply chain structure, but one that operates on a wholly sustainable basis – our FSC 100% accreditation consolidates this initiative.

The Forest Stewardship Council (FSC) logo on a wood or wood based product is your assurance that it is made with, or contains, wood that comes from FSC certified forests or from post-consumer waste.



The Cheeky Panda
Bamboo Tissue Products
are FSC® 100% Certified

**The mark of
responsible forestry**

FSC® C007915

Our Carbon Benefit

We are delighted to now announce that The Cheeky Panda has officially received its Carbon Footprint accreditation from the Carbon Footprint Ltd. Company. Not only have we received accreditation which proves that the use of bamboo as a raw material is more sustainable than the use of trees, we have also proved that using bamboo tissue contributes significantly less to your carbon footprint than using supermarket equivalents, it can be seen that The Cheeky Panda's product has a lower emissions footprint per sheet. Emissions per sheet of toilet paper are 31.0% lower (0.31 gCO₂e) when compared to recycled toilet tissue and 65.5% lower (1.31 gCO₂e) when compared to virgin source toilet tissue.



Statement from the founders

“Here at The Cheeky Panda we understand the values and principles of ecopreneurship. Consumers and businesses can have luxury and socially responsible products that don't cost the earth.”

-- Chris Forbes

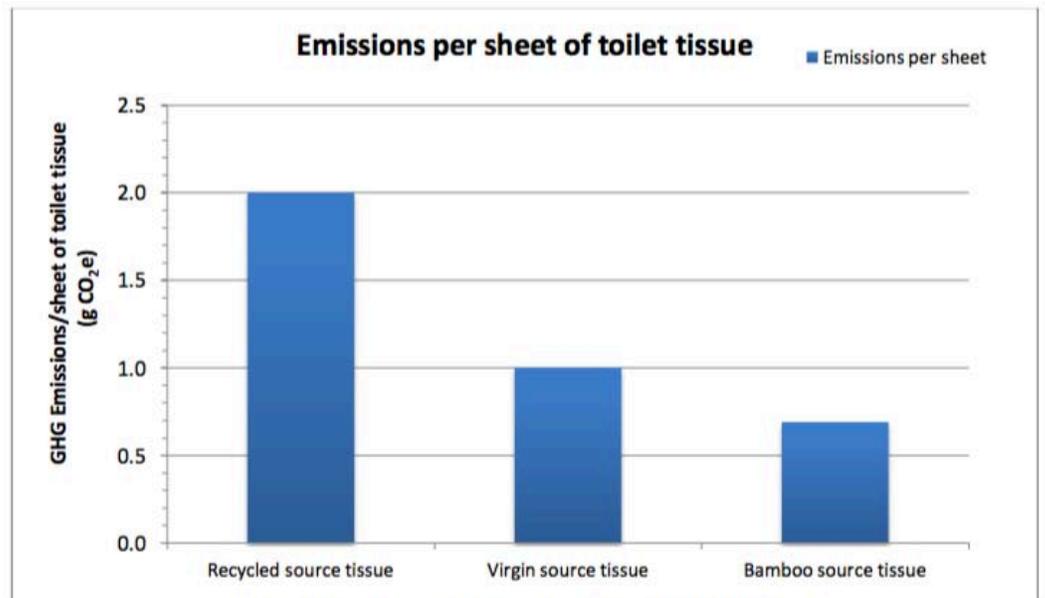
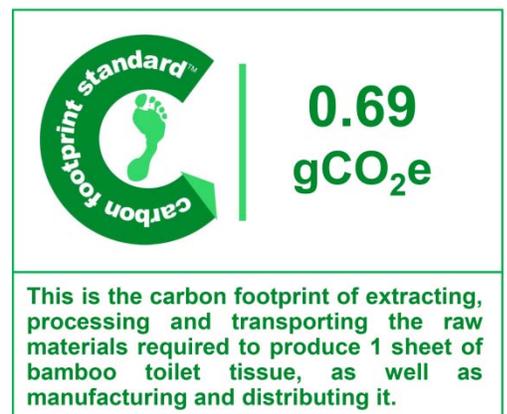


Figure 1: Comparison of emissions per sheet of toilet tissue

Furthermore, the study highlights the findings of a study by INBAR (International Network for Bamboo and Rattan), which states that bamboo has a net carbon benefit of approximately 1.5 tons CO₂ per ton of bamboo (bamboo forests remove carbon dioxide from the atmosphere through growth). This is a great success on which we look to build on going forward.



Bamboo: A Bright Future

Bamboo is the essence of our business and we endeavor to continue our research into its uses not only via our product development, but by also establishing partnerships to oversee growth in the use of bamboo throughout industry. We want businesses and consumers alike to take from this report the idea that by using bamboo rather than trees we are having a positive socio-economic influence in the world we live in. It is not a drastic change that is required but rather a simple, ethical shift in our shopping habits.

“According to the Forestry Department Food and Agriculture Organization of the United Nations, about half the world’s tropical forests have been cleared or degraded.”

- CEF

Forests

Our FSC 100% certified bamboo-source forests in China are thriving under these new initiatives – but as with any truly innovative solution, we are on the constant look-out for development and efficiency. In china, there is currently only about 25% of bamboo forests (covering around 6 million hectares) that are well-managed, meaning biomass production in many areas remains very low. In some forests this can see biomass inefficiencies at around 3 tons per hectare of bamboo forest. On contrast, productivity in the well managed bamboo forests usually ranges from 10-25 tons per hectare per year. Given this information, and in collaboration with INBAR - it is calculated that a Carbon offset project to improve stand management in many areas would enhance carbon capture by roughly 5 tonnes per hectare per year.



Our goals are ambitious – if we can one day work to turn 75% of mismanaged bamboo forests in China into well-managed ones, it would increase the biomass assumptions and subsequently act in direct support to climate change initiatives at an international level. We want to make sure that we do all we can to inform both consumers and business alike, so that we can begin to build awareness around the severity of the problem. But more fundamentally, show people that there are solutions, and that via the collective effort we can create a truly sustainable future.

References

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