

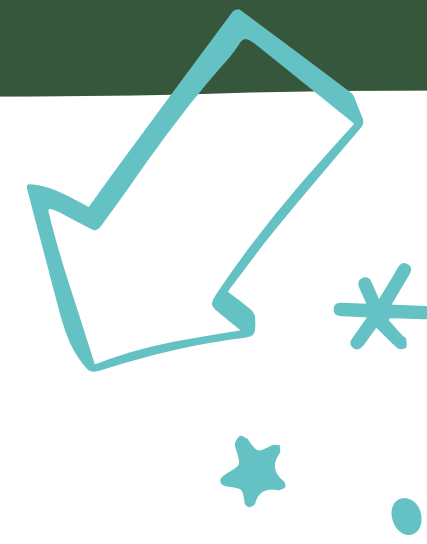
edgard
Cooper®

our feel good
JOURNEY

IMPACT
report 2020



What's inside?



The world of Edgard & Cooper

Our mission and values

Making a pawstitive impact

Lend us your ears

Our Zero Pawprint Plan

Zero carbon

Fully sustainable packaging

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About the Edgard & Cooper Foundation

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Mayhew International

Humane Society International

The future and beyond



At Edgard & Cooper
we're on a mission
to make you,
your pet and our
planet feel good.

[READ MORE ABOUT OUR STORY](#)



Our values

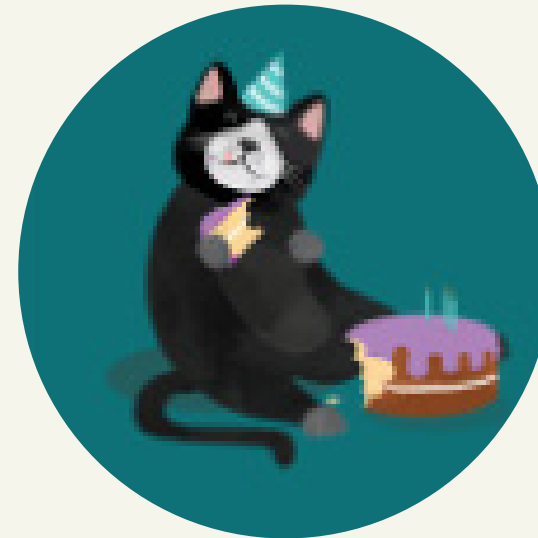
Our values are at the heart of everything we do. From the way we run our business, and how we work as a team and with our partners; to how we treat our customers and pets.

We regularly give shout outs and awards to members of our pack who bring our values to life.



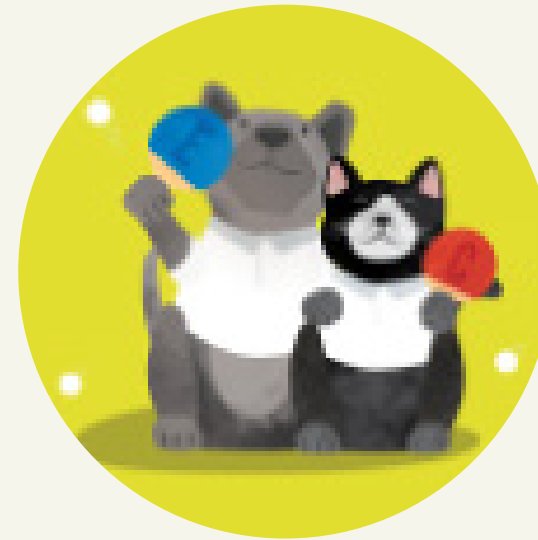
MAKE MISTAKES get better

We make space and time for feedback, good and bad. After all, it's only a mistake if you make it twice.



MAKE THEIR DAY, everyday

We love our customers — owners, cats and dogs alike. We'll always go the extra mile to make them happy.



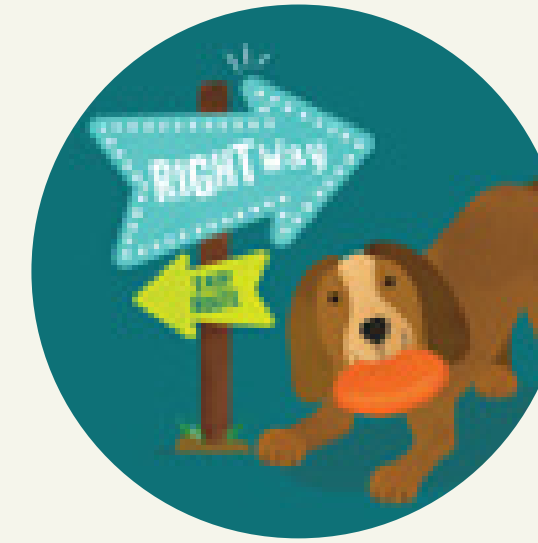
BE MORE dog

Life's too short for rubbish work environments. We find the fun in everything and stand together to make each other stronger.



SNIFFOUT THE way ahead

We were born to be different and we're not afraid to forge a new path if it'll take us further.



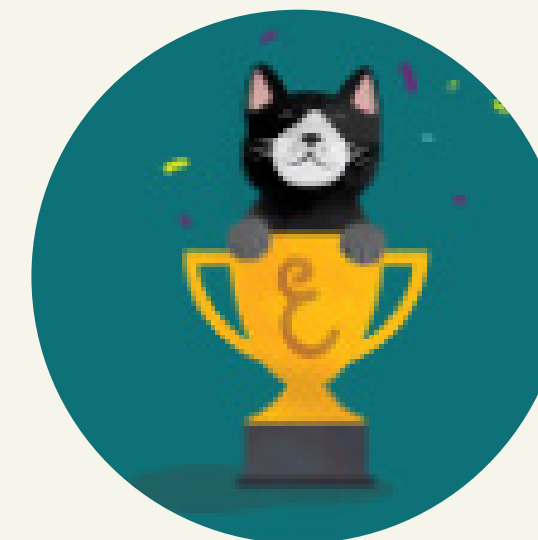
CHOOSE RIGHT not easy

We create tasty, ethical pet food that protects and nourishes our wonderful world.



MAKE IT personal

Even if no one was watching, we'd build our company the right way — it's just who we are.



MAKE YOUR PET PROUD (and your mum)

We take pride in everything we do because we respect ourselves and others. No shortcuts, no giving up.

Our commitment to sustainability

Edgard & Cooper was born out of love for our own cats and dogs, concern for their wellbeing, and a passion for the great outdoors.

Our mission was a no-brainer: to make people, pets, and our planet Feel Good. To put this Feel Good mission at the heart and soul of the company, we had to look beyond daily nutrition. We had to fully understand our own pets' needs and enable them to thrive.

Nature is our medicine

We know that being outside in nature is crucial to health and happiness. From the familiarity of your own back garden, to wild territories yet to be explored, there's something magical about nature – whether you have four legs or two.

For our pets, the outdoors is both a playground and a place to learn. They forage, hunt, roam, run free, and engage their natural instincts. And it's the sights, sounds, and smells of nature, that make our pets strong, fit, curious, alert, and truly alive.

But our greatest ally is under threat

Natural habitats are disappearing at an alarming rate – a loss that's dramatically affecting the natural balance of our planet. Our collective human impact is huge. And getting bigger. From the repercussions of climate change, to the disappearance of natural habitats; from overproduction of plastic, to intensive farming practices – we need to take better care of our world.

Sustainability is in our DNA

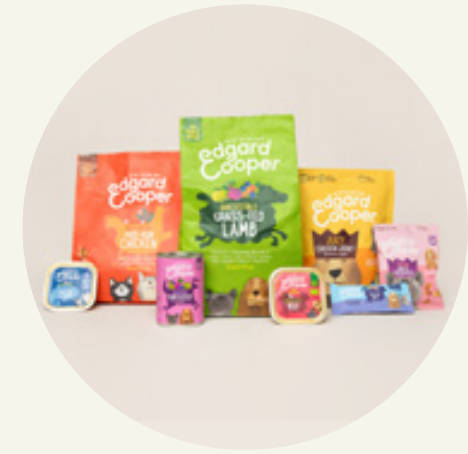
The connection between how we run our business and our environmental impact has been hugely important to us from day one.

After a great deal of research (and lots of long walks in nature) we made a commitment to do everything we can to protect the great outdoors for people, pets, and the future of our planet.

Doing good throughout the world

Many pets across the world aren't living the healthy, happy life that they deserve and we were determined to do something about this. We created the Edgard & Cooper Foundation – a registered charity – with one single mission: to improve the lives of cats and dogs today and avoid harm tomorrow. We donate 1% of sales revenue to the Edgard & Cooper Foundation. So far, we've committed €351,614 to support life-changing projects for our four-legged friends around the world.





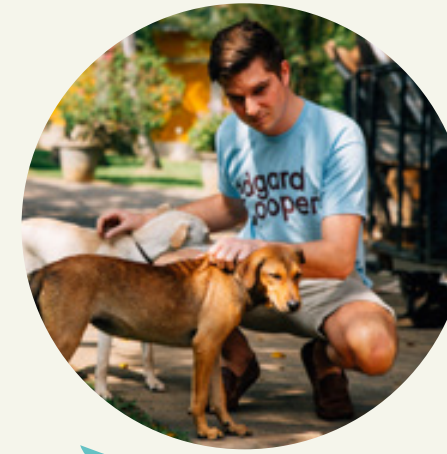
3.21

million bags, 7 million cups and 1.72 million cans of our delicious, healthy pet food sold in 2020



114

amazing pack members based in 7 offices around Europe



230

hours volunteered at animal shelters or cleaning our neighbourhoods

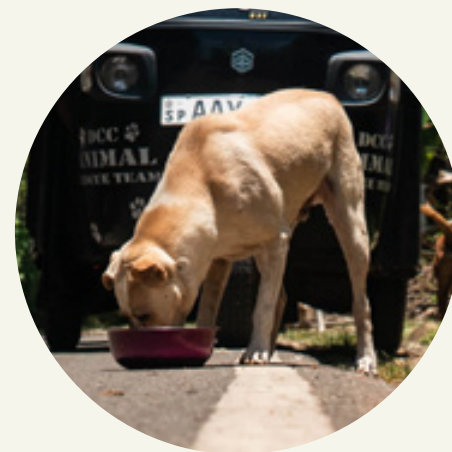
making a pawstitive
IMPACT

in 2020



37,507

tonnes of CO₂ saved by our pack with sustainable lifestyle pledges (the equivalent of 53 car journeys from London to Timbuktu!)



1,134

trees planted and 7,406 meals donated to street dogs as part of our customer loyalty program



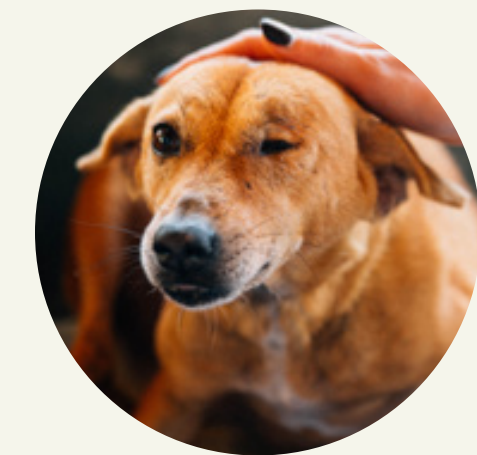
7,680

trees funded by our Green Friday campaign



115

kg of rubbish collected by our pack on our 'Make our Planet Waste Free' day



€351,615

committed to the Edgard & Cooper Foundation since 2016, helping thousands of dogs and cats in need



3 charity partners
through the Edgard
& Cooper Foundation



12,200

Sri Lankan street dogs'
lives positively impacted
each year since 2016
(Dog Care Clinic)



25,000

dogs in Kabul, Afghanistan
vaccinated against rabies in 2020
(Mayhew International)

IMPACT

of our charity donations

in 2020



40,000+

cats and dogs in Bolivia and
Chile given access to high
quality veterinary care
(Humane Society International)

A word from our Co-founder, Louis

Aside from spending time with my wonderful family, there are few things I love more than being in nature with my two English cocker spaniels, Cooper and Myles.

Seeing them running, playing, swimming and enjoying the sounds and smells of the great outdoors brings me so much happiness and is the perfect way to bring calm to my day.

Nature is as important to me as it is to my dogs. But I can see that the way we live in the world today is damaging it and I strongly believe that people and organisations must stand up and play their part to change that.

That's why we've set ourselves the bold ambition of becoming the most sustainable and ethical pet food brand by 2025 as we deliver our mission of making people, their pets and our planet feel good.

In 2020, we laid the groundwork by setting ambitious carbon targets in line with the Paris Agreement, formalising the mission of our charitable foundation and planning some exciting new products – including the launch of our first ever plant-based product, Doggy Dental.

The pandemic meant millions of people were spending more time at home, and adding new pets to the family. And so we kept growing – especially across our digital channels – despite a difficult year. Our team almost doubled, helping us to grow in multiple countries around Europe and introduce more people to the joy of fresh, healthy and tasty food for their four-legged friends.

Our rapid scaling up while shifting to remote working brought many challenges but I couldn't be prouder of the way our purpose-driven pack rose to them. People don't just come to work at Edgard & Cooper to sell tasty food for cats and dogs, they also believe in our mission and we wouldn't be where we are today without their hard work and commitment.

The more we grow, the more we can donate to the Edgard & Cooper Foundation, helping thousands of dogs and cats in need around the world. 1% of revenue from every pack sold has meant €351,613 of donations since 2016, which is helping street dogs in Sri Lanka, training vets in South America and eradicating rabies in Afghanistan's capital city. And we're just getting started!

The big challenge for us is to keep reducing our carbon footprint as we grow and so we have big plans to explore using more alternative proteins, more waste ingredients and other things we may not have even thought of yet as we lead the change in our industry.

We're on a journey and we definitely don't have all the answers, but I'm proud to be amongst a group of businesses that are taking action.

We hope that you and your pets will join us on the journey to change the pet food industry for the better.



A word from our Positive Pawprint Manager, Barbara

2020 has been quite a ride.

It was the year we created our Zero Pawprint Plan from scratch, the year I officially started my role as Positive Pawprint Manager, and the year we took big steps on our journey to become the most sustainable pet food brand in the world. All while all our lives were turned upside down by a global pandemic.

Edgard & Cooper is a business where our purpose and values are always front of mind, no matter what discussion we're having. As the person responsible for our purpose and mission, I get involved in every aspect of the business – from new product development to marketing, from HR to logistics. And it's my job to make sure we make the right choices, rather than the easy ones, in every situation. This approach reflects in the bold decisions we've made to set Science Based Targets for climate impact.

To dig as deep as we can to find out what's best for our packaging; and to keep deepening our engagement with our suppliers to seek full transparency of our ingredients.

We're on a journey and doing many things that have never been done before, as we work out how to decarbonise our business and change the conversation around what, and how we feed our pets to conserve our planet. There are still many big milestones to hit, but we're making progress.

The scale of our ambition makes my job, our journey, and the direction we're taking challenging, but hugely exciting. As well as becoming a truly sustainable business ourselves, we want to revolutionise the pet food industry and make our pets (and our mums!) proud. The work has just started, we've got plenty to do to meet our 2025 goals. I truly hope that along the way, we manage to connect with, engage, and inspire other businesses and our growing community of pet parents to live greener, happier, healthier lives together.



zero PAWPRINT 2025 plan

Since day one, we've made choices driven by our values. Now we're stepping up our commitment to sustainability, with three bold goals to achieve by 2025.

Our Zero Pawprint Plan is our strategy to save the great outdoors, by achieving **zero carbon**, **fully sustainable packaging**, and **100% ethical sourcing** by 2025.

We're a nature-loving lot and our aim is to be the most sustainable pet food brand in the world. Through our **Zero Pawprint Plan**, and the commitment of our community of pet parents, we'll help to sustain a thriving planet.

[READ OUR ZERO PAWPRINT PLAN](#)

by 2025



by 2025



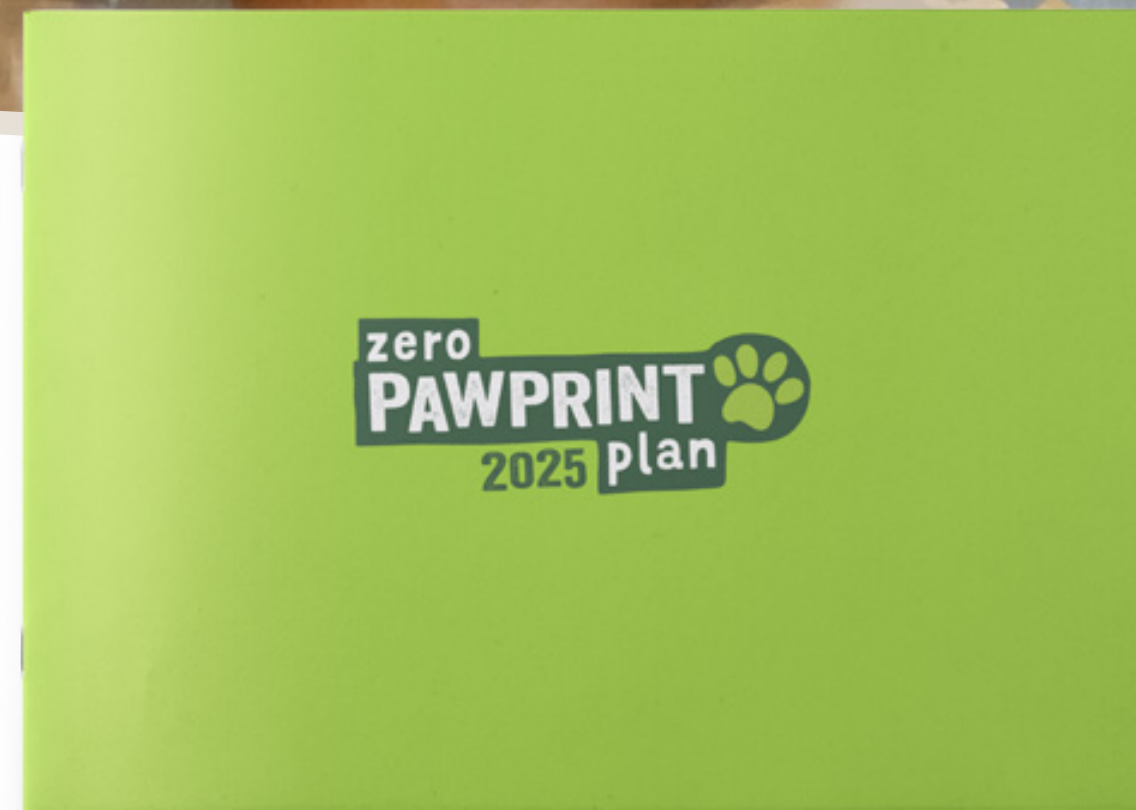
by 2025

How did we create our Zero Pawprint Plan?

There are many ways that businesses can help save the great outdoors.

To kick things off, we needed to decide on a key focus, and because our Zero Pawprint Plan impacts our employees, our community of pet parents, our suppliers, and our partners, we knew it was important to listen to them, before creating a strategy. We ran surveys and interviews with our community, which helped us reveal the top three things closest to their heart: **farm animal welfare**, **packaging**, and **climate change**.

We took those findings into a 3-day workshop with our team of Zero Pawprint champions from across the business, and agreed targets to help focus our sustainability efforts up to 2025. Our Zero Pawprint Plan is based on vital collaboration, and we're super proud of that!



Our journey towards:

(NET) ZERO CARBON

Climate change is the biggest challenge facing humanity – we all need to play our part.



Why we're heading for zero carbon

Lots of fresh meat provides delicious, nutritional goodness for dogs and cats and we were the very first company to make kibble out of fresh meat.

But industrial meat production is a big contributor to climate change and wildlife loss, so we had to look closely at our environmental impact

Our climate is changing

Over the last few decades, our planet's average temperature has risen sharply due to human activities. If it rises above 1.5°C, it'll have many serious consequences for humans, animals, and nature.

This includes the loss of many of the natural habitats we – and our pets – love and rely on. So, it's time to take action and lead the way. We'll do everything we can to reduce our greenhouse gas emissions.

Greenhouse gases, like carbon dioxide (CO₂) and methane, trap heat within our atmosphere and cause the climate to change. A [recent study](#) showed that the global pet food industry is responsible for a huge amount of greenhouse gases – around **106 million tonnes** every year.

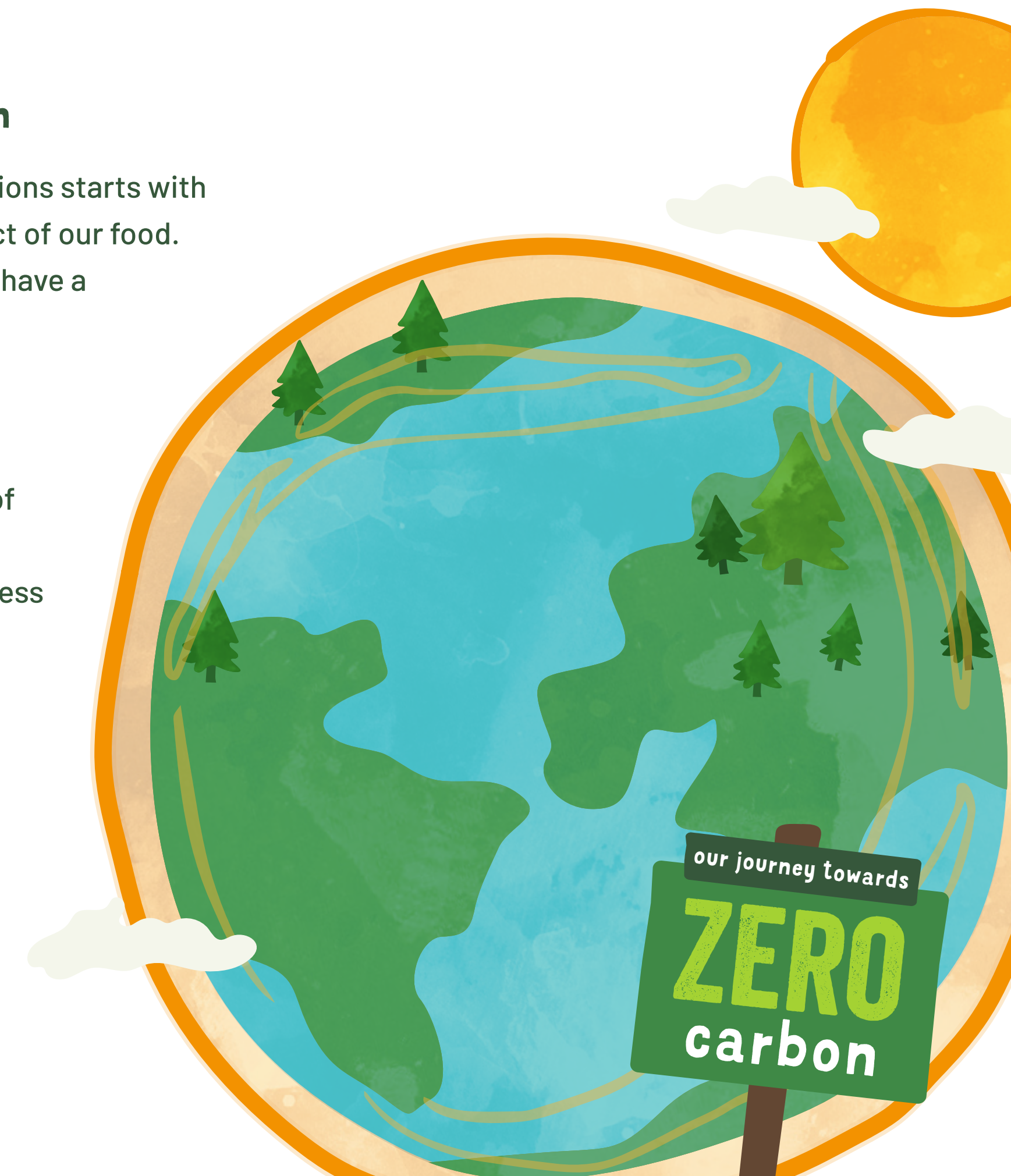
Rearing animals for human consumption and pet food is very carbon-intensive – it requires vast amounts of land and water. And that's before we factor in all the extra gases released by burping cows and sheep!

Being part of the solution

Our commitment to cutting emissions starts with reducing the environmental impact of our food. We need to feed our pets – but we have a choice about what we feed them.

Taking action together

We want to bring our community of pet-loving parents on this climate journey with us, by raising awareness and encouraging everyone to help cut emissions.



How we're taking action

We're backing the Paris Agreement

In 2020, we became the first independently-owned pet food company to set science-based carbon targets.

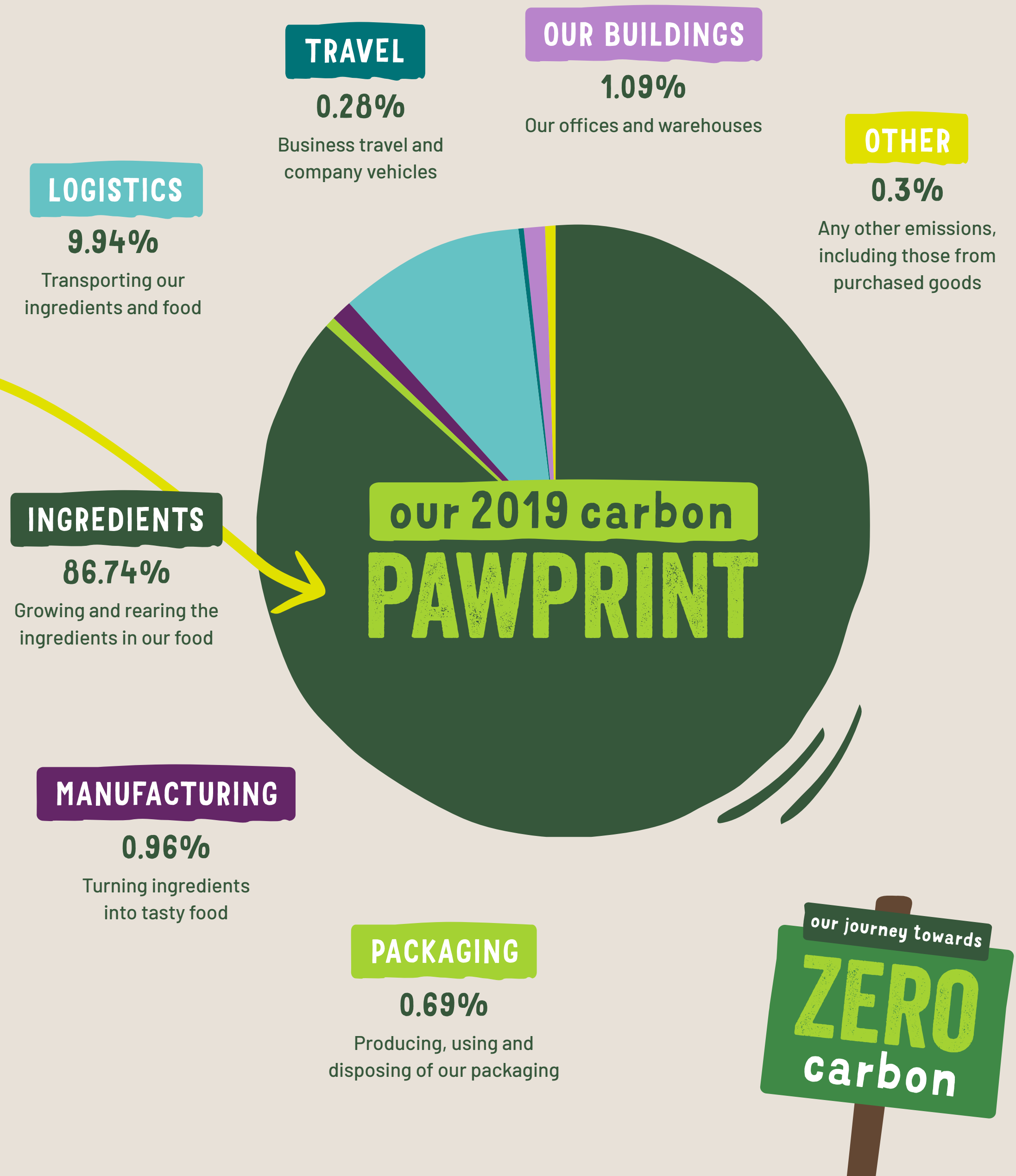
These give clear guidance on how much we need to reduce our greenhouse gas emissions to stay within the United Nations Paris Agreement. Targets are considered 'science-based' if they're in line with the latest climate science, which indicates that we must halve global emissions by 2030, to avoid the worst impacts of climate change.

Science-based targets are essential for any business that's serious about taking climate action. But at the end of 2020, only 615 businesses around the world (including us!) had set these targets. We hope that many others in our industry will follow our lead and work with us to make a difference.

87% of our carbon footprint comes from ingredients

We calculated our baseline with the help of the experts at Carbon Intelligence. We recorded all greenhouse gas emissions from our ingredients, logistics, offices, cars, business travel, and electricity used to produce our products.

This told us that 87% of our overall emissions come from the ingredients in our food. Which means that the most important way for us to take climate action is to start with our recipes. On the right you can see the split of our emissions in 2019 (calculated in 2020):



Our ambitious carbon targets

Although ingredients are by far our biggest area to tackle, there are other important things we can do.

The emissions from our company vehicles and buildings (in technical speak: our Scope 1 and 2 emissions) make up less than 1% of our total emissions. **But we're committed to get these to absolute zero by 2025.** We'll switch to renewable electricity in all our offices and use zero-emissions company vehicles as soon as possible. Anything left that we absolutely can't eliminate will be balanced with good quality offsets by 2025 - but **we'll only offset as a last resort.**

The emissions coming from our supply chain - which includes ingredients as well as the manufacture, transport, use, and disposal of our products (also known as Scope 3) - are much bigger. And we need to tackle these too. We're aiming to reduce our absolute emissions by 46.2%, versus our 2019 baseline, by 2030. **For now, we're putting all our efforts into reducing our Scope 3 emissions, rather than offsetting them.**

But we know we'll need to balance unavoidable emissions with offsets to become a net zero business in the future.

Reducing our emissions is a massive challenge, especially as our business is growing quickly. The most impactful thing we can do right now is to focus on reducing the environmental impact of our recipes, while still offering a great variety of delicious, healthy, complete, and balanced options for our much-loved pets.



Our big wins

To make a planet-friendly choice, our customers need access to all the facts.

So, in 2020, we worked out the carbon footprint of each of our dog kibble recipes. Pet parents can use this to compare different recipes and learn more about their impact on the climate.

Most exciting of all, we started working on two complete and balanced plant-based dog kibble recipes, which have a much lower carbon footprint than our red meat recipes. These will hit the shelves in summer 2021 and we can't wait to share them.

More than just our ingredients

Pets all around Europe enjoy our food, so there are many miles to travel from factory to bowl. We transport everything by truck and we're proud to say that our food is never air-freighted. However, we need to go further, and next year we'll have a special focus on green transport and distribution.



Our journey towards:

FULLY SUSTAINABLE PACKAGING

We've committed to make our packaging either reusable, recyclable, or compostable — with widely available facilities — by 2025.

It's going to be tough, but we're up for the challenge.



Why sustainable packaging is important

Humans make 300 million tonnes of plastic every year.

About ½ of that is single-use plastic – like packaging – of which only a fraction is recycled. At least 8 million tonnes of plastic end up in our oceans every year, where it causes extraordinary damage to wildlife and local ecosystems – including coral reefs. Even worse, all this plastic pollution never really goes away. Instead, it breaks down into microplastics, which can be found everywhere – including in our food and our pets' food.

Since day one, our co-founders Louis, Koen, and Jurgen didn't want to make pet food that was wrapped in single-use plastic. The plastic problem is big enough as it is.



How we're taking action

As a society, we need to move away from a throwaway culture and towards a more circular system, where we reuse, recycle, and repurpose materials into new and useful things.

We're making sure that all Edgard & Cooper packaging has a clear place to go at the end of its life - so it doesn't end up in landfill.

We've already done this with our tins and cups, which are made of endlessly recyclable metals: aluminium and steel.

Problems with industrial composting

We used to think our kibble bags were the most sustainable option out there, because they were made of biodegradable materials.

And with an industrial composting certificate pending, we thought we'd cracked it. But when we teamed up with the technical packaging experts at Root Innovation, we soon realised there's a lot more to it.

Compostable packaging has limitations

The experts at Root Innovation showed us that industrial composting has huge limitations - mainly because there are very few facilities in Europe which accept packaging, along with other green waste. Even if the facilities exist, household collections are inconsistent and rarely available. Home composting is no better, with only 3-5% of European households having access to a home composting bin.

It was clear that compostable packaging wasn't the best option. We needed to focus on reducing the amount of packaging we use in the first place. And then make sure our bags are easy to recycle and accepted in most household recycling collections.

The shift to recyclable packaging

So, we are launching a new ALL-PAPER packaging for our new dog dry kibble recipes, 100% paper with no bioplastic layer. It still meets the high standards we have for freshness and taste, but it's super easy to recycle for pet parents all around Europe - and it has a lower carbon footprint.

What's more, we can confirm that our existing bags can actually be put in your paper recycling bin too. Which means ALL of our bags can now be recycled with paper recycling!

FIND OUT MORE



Our big wins

Thinking outside the box... and the bag

The most sustainable type of packaging is no packaging at all. That's why we set up a trial in France during 2020 to find out if pet parents would be happy to fill up containers with kibble from refill stations. Our colourful Kibble Bars arrived in three stores across the Paris area – and the results were pawsome!

We're all set to run another trial with the Kibble Bar in the UK during 2021, so watch this space!



1/3

of shoppers said they tried it to cut their carbon footprint

90%

would highly recommend the Kibble Bar to a friend

43%

of shoppers said they loved the sustainability angle



Our big wins

We're leaving no stone unturned in our search for better packaging

As well as experimenting with reuse and refill, we're also looking into other packaging formats that might help us meet our Zero Pawprint Plan. We've started prioritising sustainability in all product development. So even before research starts, we can evaluate our options and make the right choices.

We've said no to things like flexible plastic pouches - which are popular with many pet parents, but not currently widely accepted for recycling. And we'll keep reviewing decisions in line with the ever-changing recycling laws and infrastructure around Europe.



Our journey towards:

100% ETHICAL SOURCING

Animal welfare is
important to all of us.
We want to lead the
way in our industry.



Why ethical sourcing is important

When we asked our community which issues matter most to them, farm animal welfare came out as the biggest concern.

It makes sense that the same people that love their cats and dogs, care about all animals. So what we choose to feed our pets is an ethical decision.

The pet food industry is traditionally very opaque, but we want to change that. We're starting with striving for complete transparency about our supply chain - making sure that everything that goes into our products meets the high standards we, and our customers, demand.



How we're taking action

For our dogs:

We're sourcing third-party-certified ingredients. 30% of our wet and dry food dog range is certified organic. This ensures a better level of animal welfare than conventional farming, and has environmental benefits, due to reduced use of antibiotics and pesticides in animal feed.

For our cats:

When it comes to fish, we offer a range of cat products certified as sustainable by the Marine Stewardship Council (MSC) for wild caught fish, or the Aquaculture Stewardship Council (ASC), for farmed fish.

In fact, 50% of our cat assortment is either MSC or ASC certified, and 21% is certified organic.

We know the country of origin for all our meat, and it all comes from within the EU. But we're pushing further and are exploring our options.



Our big wins

In 2020, we created a new supplier survey which we sent to our main suppliers to understand their approach to animal welfare.

We're pushing for higher welfare standards, but we haven't yet achieved as much as we'd like.

We want to understand and experience first-hand where and how the animals are raised. Therefore, we're planning to introduce supplier checks and visits from 2021 onwards – pending the restrictions that national lockdowns are having on travel around Europe. This will allow us to develop a more detailed roadmap for achieving ethical sourcing standards that are in line with our values at Edgard & Cooper.



Participating with the pack

Our exceptionally pawsome, 114-strong team is based across Europe - from Barcelona to Paris. We encourage them to get involved with our Zero Pawprint Plan and charity work. Here are a few things they got up to in 2020:

Sustainable Lockdown

When the Spring 2020 lockdown hit, we partnered up with [Do Nation](#) to challenge our team to make sustainable living pledges, while spending more time at home. Together we made 1,007 pledges: from ditching single-use plastic, eating less meat and cycling more; to growing our own fruit and veg! Over three months, we saved 37,507 tonnes of CO₂ together - the equivalent of 53 car journeys from London to Timbuktu. Go team!

Bike to Work Day

More than 20 pack members took part in our Bike to Work Day in August, with some even braving the 100km commute from Ghent to Kortrijk. Impressive!

Feel Good Film Club

We snuggled up with our pets on the sofa for our very first Feel Good Film Club, featuring David Attenborough's smash hit documentary: A Life on Our Planet. The aim was to educate ourselves about the challenges our planet faces.

Virtual Christmas Gathering

It's Edgard & Cooper tradition for all our teams from across Europe to come together every December for a party! With the pandemic making a physical meeting out of the question, we hit the slopes in a virtual ski-themed event which was attended by more than 100 pack members. No travel miles required. Some of the team said it was the best party we've ever had!

Green Friday campaign

We turned Black Friday green by planting a tree for every order we received. Together with our community of pet parents, we funded 7,680 trees!

World Clean-up Day

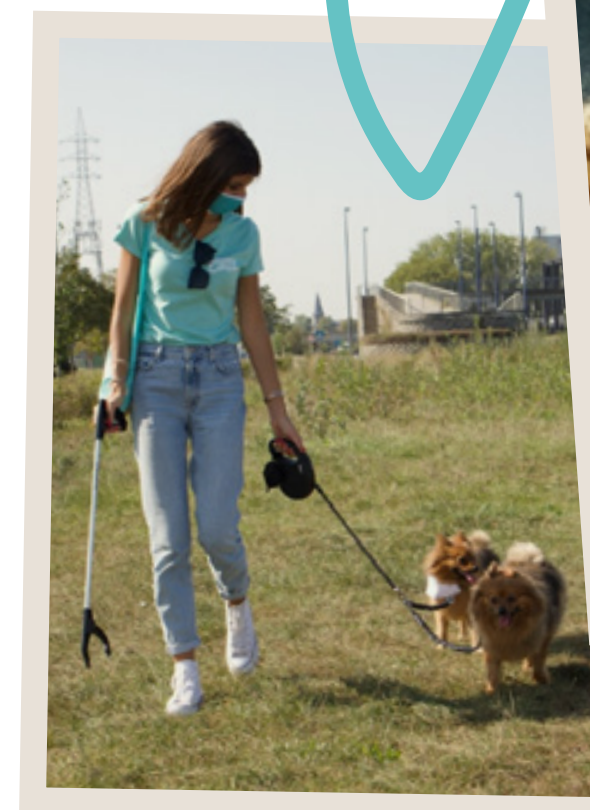
In August, our Belgian team and their pets rolled up their sleeves and took part in World Clean Up Day. They gathered a massive 150kg of rubbish - the equivalent of three fully-grown Bernese Mountain Dogs!



Bike to Work Day



The pack



Cleaning up our neighbourhood



It's movie time!

Ending suffering for cats and dogs, everywhere

To help end suffering for all cats and dogs, we set up our very own charity to support dog and cat non-profit organisations around the world. It's called the Edgard & Cooper Foundation.

We now donate 1% of our sales revenue to the Edgard & Cooper Foundation, which in 2020 amounted to a total of €262,900.

€351,613
committed to
3 impactful projects
around the world
and counting...

Wait, didn't you used to donate 10% of profits to charity?
What's changed?

When we founded the Edgard & Cooper Foundation, we were keen to make a significant donation to charity and decided to give 10% of our profits to support important projects. A young, fast-growing company like ours often has huge expenses - as we invest in growing our business - which means we don't always make a profit. It's very difficult to predict what our profits will be each year, and we don't always know what we're able to donate. This can be tricky for the Foundation and the charities it supports, as an unpredictable income makes it harder to plan.

That's why we switched our charity pledge to 1% of sales. It sounds less, but it actually means that more money is going to charity. Our new way of donating will mean the Foundation can plan better and reach their goals faster.

About the Edgard & Cooper Foundation

The Foundation's mission is to improve the lives of dogs and cats today and avoid harm tomorrow.

The Foundation is using the money donated by Edgard & Cooper to fund projects that are helping to make change in 3 ways.

1. Stopping the avoidable suffering of dogs and cats.
2. Helping people understand what dogs and cats need.
3. Championing the legal protection of dogs and cats worldwide.



Every time you buy Edgard & Cooper, you're changing the lives of dogs and cats

The Dog Care Clinic

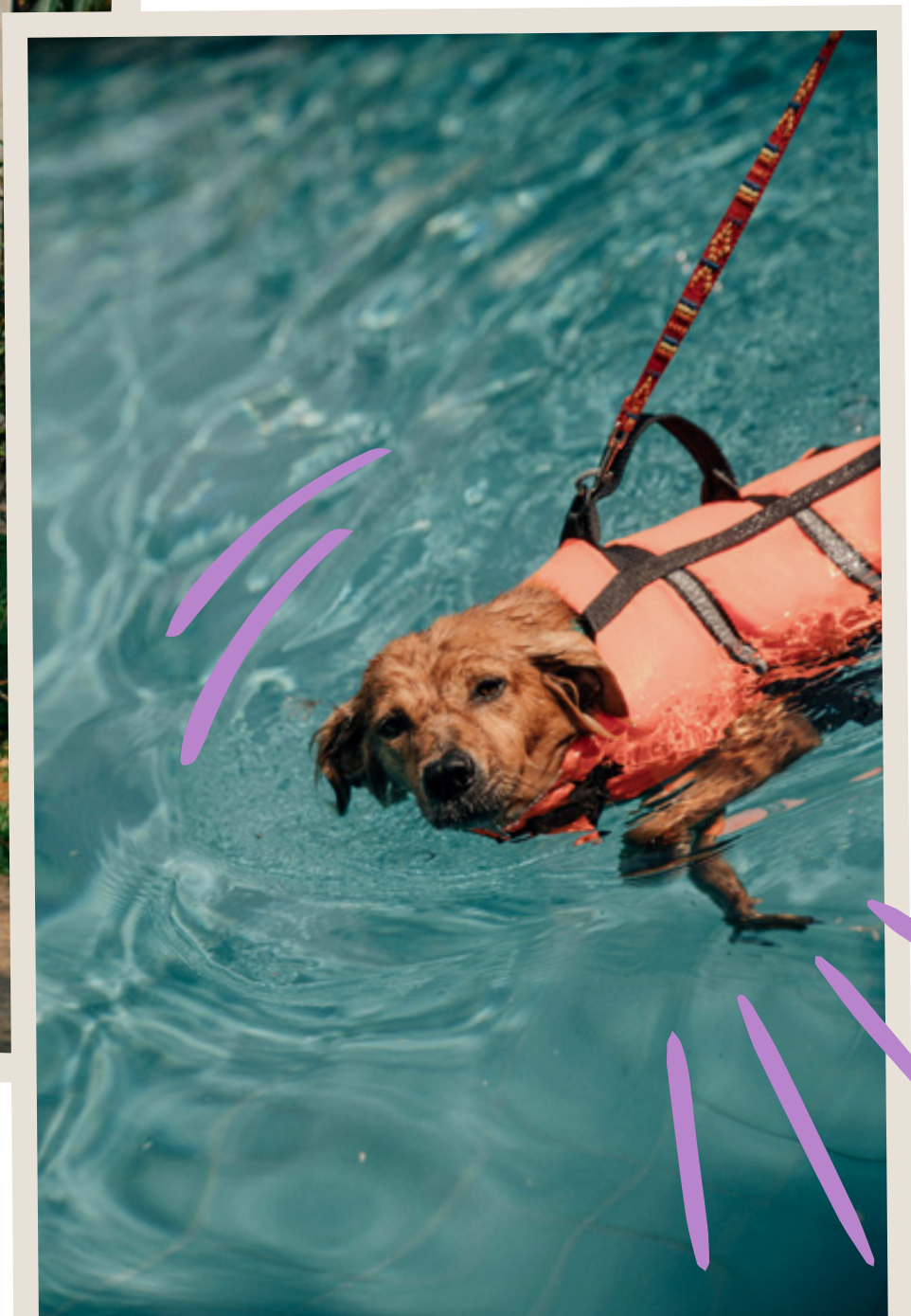
There are around **3 million street dogs** in Sri Lanka. They end up there through disease, vehicle accidents, or cruelty.

It's a shocking statistic, and we want to help in any way we can. The Dog Care Clinic is run by Marina Möbius, whose life-long mission is to help the street dogs of Sri Lanka. With the help of 80 local helpers (and donations like ours), they do outstanding work to change thousands of dogs' lives with compassion and respect.

The Foundation has been supporting the Dog Care Clinic since 2017. We've helped build an Intensive Care Unit for emergency procedures, a new kitchen, a brand-new clinic equipped with state-of-the-art operating theatres, a cool room, safe and hygienic daybeds for dogs to recover on, and a comfortable new waiting room for families. This new medical equipment means the clinic can provide the best possible care to around 2,000 canine patients per year. It also gives the team the capacity to neuter around 9,000 dogs every year – tackling the problem of overpopulation at its core.



€98,449
donated since 2016



Mayhew International

Kabul is the capital of Afghanistan and home to around 16,000 stray dogs.

Although rabies is a preventable disease, sadly it's common in Kabul and is almost always fatal in dogs. Infected dogs can pass rabies to humans too; and without the right treatment, it can also be fatal.

Mayhew International's local team of mostly-Afghan citizens has been working in Kabul since 2017 to eradicate rabies and create a better relationship between humans and dogs. In 2018, they started vaccinating the city's dog population. This immediately led to a reduction in avoidable suffering, as the number of infections in dogs dropped significantly. Once herd immunity is reached, the disease will have been eradicated in the city, forever.

Mayhew's work is fast-becoming recognised in other parts of Afghanistan and is already spreading beyond Kabul. The Edgard & Cooper Foundation's 2020 donation will pay for 30,000 vaccinations in 2020 and 2021 – funding years 3 and 4 of the 5 years that Mayhew needs to eradicate rabies in Kabul. It's also supporting the charity's rabies helpline and their community outreach work, which is critical to achieving long-term wellbeing for dogs. This is an important, life-saving project that we're incredibly proud to support.



€64,300

donated in 2020

Humane Society International

Although the people of rural Bolivia and Chile love their pets dearly, access to affordable, safe treatment for dogs and cats is severely lacking.

It's common in these areas for pets to roam the streets and mix with strays, which leads to unwanted litters and the spread of diseases, like rabies. With limited resources and an overpopulation issue, the governments of Bolivia and Chile have resorted to inhumane methods of culling. But there is another way.

Humane Society International (HSI) are working to tackle the problem at the source by training vets to perform safe, effective treatments and break the cycle of suffering.

Our donation will cover the costs of training 100 vets and vet technicians in Bolivia, and treating, vaccinating, and neutering 4,000 cats and 4,000 dogs. It will also fund training for vets in Santiago, Chile. This will improve veterinary care, fund treatment for over 4,000 cats and 4,000 dogs, and help another 2,000 animals during training. With our donation, HSI will also train a vet and a vet technician who will work in low-income communities north of Santiago. These previously underserved communities will now have access to affordable, safe care for their pets for the first time ever! In 12 rural communities, over 70% of the population of cats and dogs will benefit - reducing unwanted litters and the number of dogs and cats who needlessly suffer.



€89,699
donated in 2020

The future and beyond

2021 is going to be an exciting year! With the launch of our all-paper kibble packaging, two new plant-based recipes, and trialling our Kibble Bar refill stations in the UK - we'll have plenty to celebrate!

2020 was all about setting our targets, calculating our baseline, gathering information, and exploring our options. Which means 2021 is the year we can start to make a huge impact.

Thanks for being on this journey with us!

If you have any feedback, comments, or questions about anything in this report; or if you'd like to collaborate with us, please contact: barbara@edgardcooper.com