

edgard  
Cooper®

our feel good  
**JOURNEY**

**IMPACT**  
report 2021





# What's inside?



## The world of Edgard & Cooper

Making a pawstitive impact

Lend us your ears

## Our Zero Pawprint Plan

Zero carbon

Fully sustainable packaging

100% ethical sourcing

## Participating with the pack

## The Edgard & Cooper Foundation

Ending the suffering of dogs and cats

About the Edgard & Cooper Foundation

Mayhew International

People for Animals

## The future and beyond





We created  
Edgard & Cooper  
to make you,  
your pet and the  
planet feel good.

We're growing fast, and we're on  
a mission to become the world's  
most sustainable pet company.

[READ MORE ABOUT OUR STORY](#)





**6** million bags,  
11.5 million cups and  
3.1 million tins of our  
delicious, healthy pet  
food sold in 2021



**192** amazing pack members  
based in 7 offices  
around Europe

making a pawsitive  
**IMPACT**  
in 2021



**768** hours volunteered  
by our team at local  
animal shelters



**€610,628**

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



**25,832** trees planted (all campaigns  
combined) and 18,750 meals  
donated to street dogs



**13** countries where  
our products  
are sold





100,000+

lives of dogs  
and cats improved  
since 2016



5,310

cats and dogs neutered  
and vaccinated  
in Bolivia  
(Humane Society International)



2,726

cats and dogs neutered and  
vaccinated in Chile and 1,397  
other treatments given  
(Humane Society International)



€610,628

committed by Edgard &  
Cooper since 2016, €259,000  
of which was in 2021

IMPACT

of our charity donations

in 2021



71,887

dogs vaccinated  
against rabies in Kabul,  
Afghanistan since 2019,  
which is 80% of the local  
stray dog population  
(Mayhew International)



5

charity partners  
supported by the Edgard  
& Cooper Foundation



44

vets' training funded in  
Bolivia to improve access  
to high quality care  
(Humane Society International)



# A letter from our co-founder, Louis

**When Koen, Jurgen and I started Edgard & Cooper in 2016, we never dreamed that five years later we'd be selling our 47 millionth pack, onboarding our 190th employee, and surpassing €610,000 in donations to help dogs and cats in need.**

2021 was a big year, our team doubled in size – and while it's exciting, our challenge now is making sure that our values and our culture stay alive as we grow – as well as our sustainability commitments.

A huge highlight was the launch of our two complete and balanced plant-based recipes for dogs – not compromising on nutrition or taste but with our lowest carbon footprint yet. My own cocker spaniels, Cooper and Myles and Koen's French bulldog Edgard have been enjoying them for almost two years now – and all three are happier and healthier than ever.

But we've had setbacks too. We had a false start with our all-paper packaging and it was frustrating having to take some larger bags off the shelves until we could solve the issue. But when you're doing things that have never been done before you've got to be prepared to fail – then reflect, learn and get better.

We've been working hard to map our ingredients supply chain, and one supplier told us that in all their years working in the pet food business, we were the first to ask them about farm animal welfare. We're not perfect yet, but things like this show us that we are raising the bar in our industry.

Thanks to all our customers and their pets enjoying our food, we were able to donate €259,000 to the Edgard & Cooper Foundation this year, helping to eliminate rabies in Kabul, train dozens of vets in Bolivia, Chile and Georgia, and provide safe medical care for tens of thousands dogs and cats in need around the world, which makes me immensely proud.

I'm grateful to every single one of our team. It's challenging working in a scale-up but the energy and passion they all bring to the job makes every day worth it.

The future looks bright, with more pet parents educated about the importance of proper nutrition, and keen to buy from sustainable brands who give something back. We still have a tough journey ahead, but we're not stepping down from our commitments.





# A word from our Positive Pawprint Manager, Barbara

**2021 was a year of a lot of 'firsts'. We created our first impact report, launched two plant-based recipes, carbon-footprinted our dog kibbles, launched several new products in our all-paper packaging and explored new ways to use our business as a force for good.**

Our purpose, mission and our **Zero Pawprint Plan** have together been our North star, guiding us in only making decisions that felt right. And what became clear last year, is that many of these decisions are far from easy, even when you know they're the right ones!

Our greenhouse gas emissions are greatly impacted by our products; today **the meat and fish we use accounts for the biggest proportion of our carbon footprint**. Feeding pets high-meat diets is currently the norm, and while the market is responding with sustainable innovations like alternative proteins, upcycled ingredients, lab-grown proteins and revolutionary farming techniques – we need pet parents to embrace these changes too.

Our two new plant-based kibble recipes were a great first step, but we know it will take a lot more to significantly reduce emissions within our supply chain and the pet industry. Of course we need to feed our pets healthy and nutritious food, but to meet global climate targets, their diets will need to drastically change in the coming decades, just like ours will.

Of course we're not the only business on the journey. Last year we saw many brands actively making sustainability pledges, setting carbon targets and taking action to fight the plastic problem – and retailers started taking steps to collaborate across their supply chains too. Soon, brands and suppliers without clear sustainability targets or reduction plans will be left behind.

We're proud to be ahead of the game and look forward to seeing how the rest of the pet food industry will rise to the challenges that the next decade will bring.

This impact report reflects the highlights of our journey and we hope it inspires you to come along and take action yourself. Because we need you! **In building a sustainable future, every small action matters.**





# 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



Our journey towards:

# NET ZERO CARBON

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





# Our target

At Edgard & Cooper, we care about our climate. It's no secret that the meat industry is a big emitter of greenhouse gases and so we can't hide from the fact that our tasty pet food has an impact on climate change.

We know this is something we need to address, which is why we've set ambitious **science-based carbon targets** to reduce our emissions in line with the Paris Agreement.

This means getting to zero emissions in our own operations (that's Scope 1 and 2 for the carbon geeks) and measuring and reducing all the emissions in our supply chain and beyond (known as scope 3 emissions). **We aim to reduce our Scope 3 by 46%** compared to 2019 levels by 2030 despite growing rapidly as a business.

This is a big challenge, but we're committed to doing the right thing - for you, your pets and our planet.





# The figures don't lie (or do they...?)

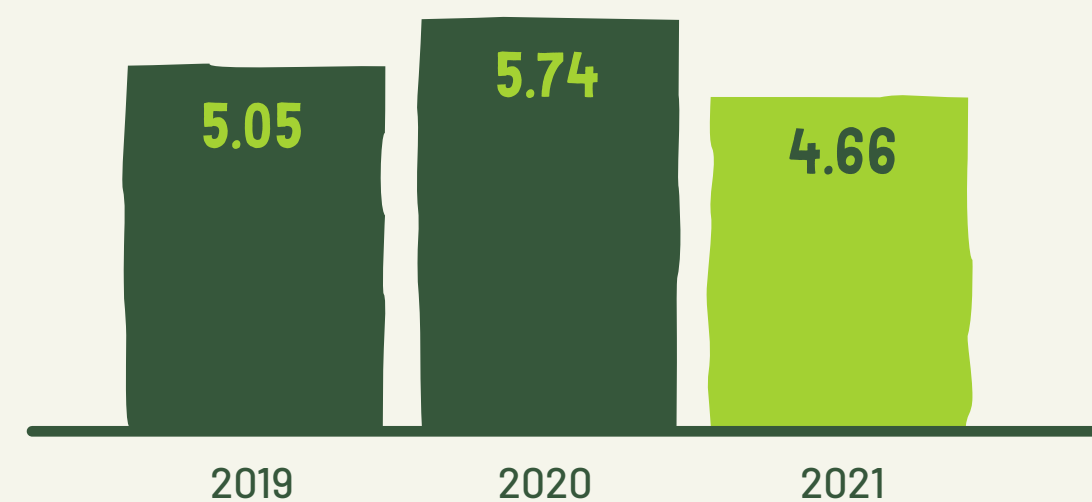
Here's our carbon footprint for 2021. Notice anything different compared to last year?

That's right, our total emissions dropped massively, from 56,565 tonnes last year. But before popping the champagne – let us explain why.

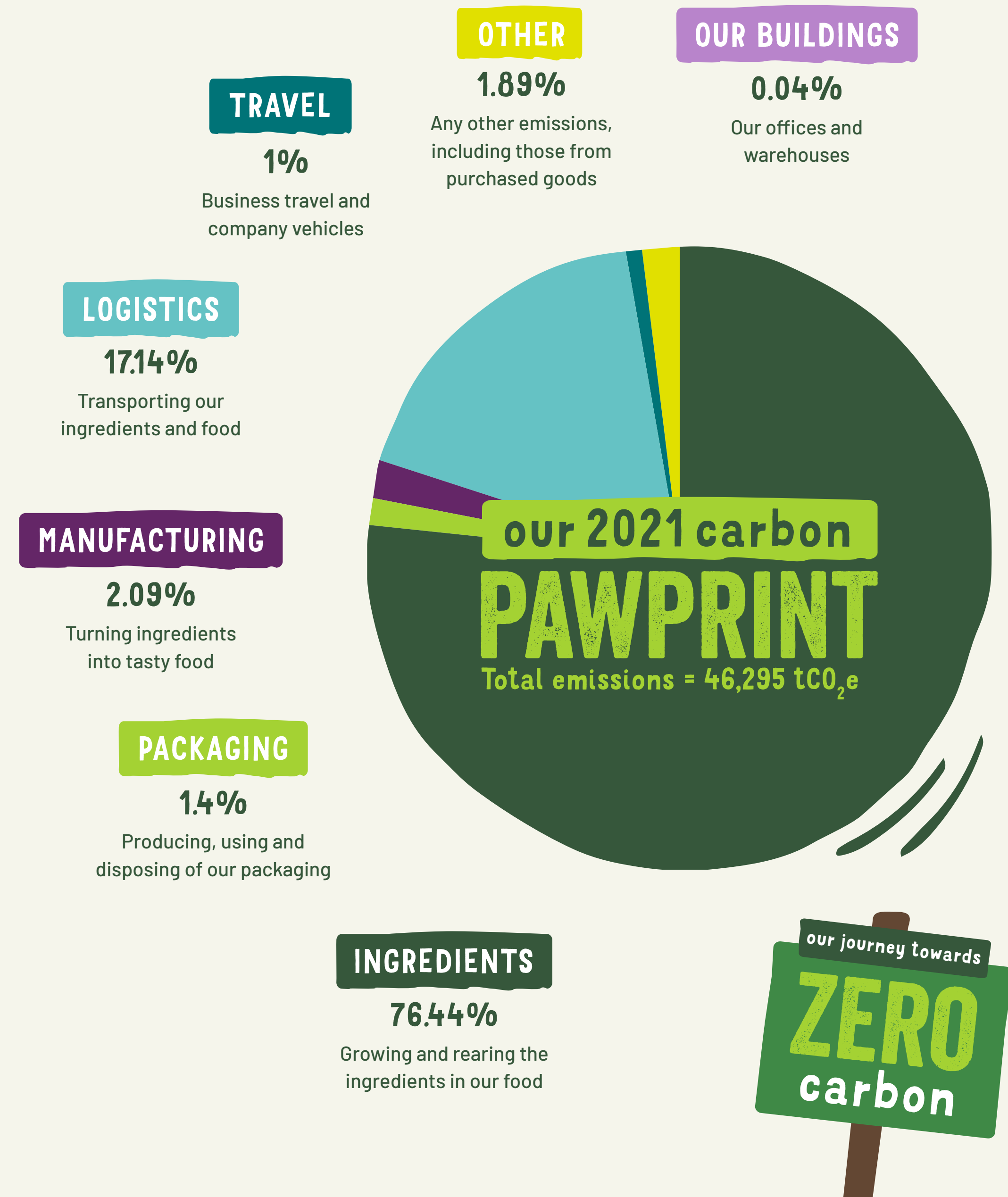
We worked with an expert consultancy in 2020 to calculate our total company emissions and set our science based targets. This year we've done a lot of focused work to understand the **carbon impact of our recipes**, and through working with another expert partner we've gained access to another carbon database that enables us to be a lot more specific on the origin and details of our **ingredients**, which affected their emission factors. For example, instead of using average data for 'fish' we were able to select the species of fish and the area it was caught. When we ran our carbon calculations through the new model, even with our growth in sales, our total emissions dropped massively!

After a lot of head scratching **we decided to re-baseline our emissions** to 31,238 tonnes, using our new model. We're not here claiming to have 'reduced' them though. We're just happy we've now got a more accurate way to measure them. Going forward this is the baseline we'll use, but our commitment stays the same. So put that champagne back on ice for now... we'll enjoy it one day soon!

**Our carbon intensity**  
(kgCO<sub>2</sub>e/kg product sold)



(Yay! We managed a drop thanks to more plants in our product mix, more offices running on renewable energy and less business travel and commuting)





## Our big wins: products

**This year, we've been busy working to reduce greenhouse gas emissions right across the business.**

As ingredients count for around 76% of our carbon footprint, when it comes to reducing our emissions – our products are the most important thing for us to tackle.

**76%** of our carbon footprint comes from our ingredients

### We launched two complete and balanced plant-based recipes for dogs

So first, we've got to clear up a common misconception. Did you know that dogs are, in fact, omnivores?

Let's be honest, when was the last time you saw your pooch hunt and catch their own dinner? Dogs have been our loyal companions for thousands of years, and their needs have evolved with ours. Which explains why they're pretty relaxed about what they eat – meat, fish, plants or your slippers.

Dogs can get all the nutrients they need from plants. By bringing together the right combination of fresh veggies, grains, fruit, legumes and oils, we can create complete and balanced recipes – without the meat.

We believe in the superpowers of fresh veg and healthy fruit. So in our quest to bring even more choice, we've created our first plant-based recipes!

Compared to our meat recipes, our **plant-based kibbles create 43% less carbon dioxide equivalent (CO<sub>2</sub>e) emissions**. Great for the planet, and great for your dog too!





# Our big wins: products

## Planet heroes

If every dog in the world switched to a plant-based diet, even part time, it could make a huge difference. By feeding one dog plant-based food half the time for a lifetime, you save carbon emissions equivalent to 124 washes at 60°C per year!

## But what do people and their pets think?

Turns out we have some plant-based fans in our community of pets and their pawrents!

Here's what people are saying about our plant-based recipes...



“

My dog loves the new plant-based kibbles. I gave him the choice between chicken kibbles and plant-based (Beetroot recipe) and he chose the plant-based one over and over again! Again another great product from Edgard & Cooper!

”

“

Leonardo has been loving Edgard & Cooper since he was 2 and a half months old. 1 year later, he's still enjoying all the recipes and tasty options that they have. We just tried the new veggie options and he cannot be happier!

”



“

My dog tasted different sorts of wet- and dry food, both super easy on the tummy and loved by my dog. Very important for us, there are veggie options as my dog cannot eat a lot of animal protein! We will order again.

”

“

Our dog is a big fan of the vegetarian options too. She just loves them!

”



★ Trustpilot

★★★★★ 18,069 reviews





# Our big wins: products

## We printed our first carbon labels on pack

How can pet parents make eco-friendly choices if they don't have all the information available?

Hint: they can't, which is why in 2021 we worked with carbon experts Climate Partner to calculate the carbon footprint of all our dog kibble recipes.

These numbers might look unfamiliar, but they show how many greenhouse gases are released when making our delicious kibble – from farm to bowl. This is so pet parents can compare our recipes and if they so wish, choose the ones with a lower impact on the planet. It's basically like a nutritional label for carbon, not calories.

Today the label is proudly printed on our two plant-based recipes and all figures are available on our [website](#). We plan to print them on the rest of our dog kibble packs next year, and calculate the impact of our full assortment too.

We hope that in the future, carbon labels like this will be a common sight on everything from shoes to burgers, so we can all make planet-friendly decisions as we shop.





## Our big wins: products

### We considered carbon emissions in our purr-oduct development process

We love our four-legged friends, and this year we've been hard at work rethinking our range. This includes developing a number of exciting new recipes, as well as purr-fecting our existing ones.

We wanted to be able to make informed decisions right from the very beginning of the product development process. So with the help of Climate Partner again, we measured the carbon footprint of all of our products and set up a carbon tool especially for the product team to use.

This allowed our product and nutrition heroes to experiment with different ingredients and see their impact on the overall carbon footprint - and in the end make more planet-friendly decisions as they formulated the recipes.

**“Our team strives to develop not only tasty and nutritionally complete and balanced recipes, but also ones that play nice with nature. The new footprinting tool has made creating environmentally-friendlier recipes so much easier and was a gamechanger while developing the new recipes.”**

**Mikki, our in-house pet nutritionist**





# Our big wins: operations

Our ingredients were our main focus, but we didn't forget our operational emissions (a.k.a. Scope 1 and 2), even if they represented only a tiny fraction of our overall footprint (1%).

Here are the key updates from 2021:

## We made progress on our switch to renewable electricity

The 192 members of our happy pack operate out of three warehouses and seven offices across Europe, with the majority based at our HQ in Kortrijk, Belgium.

Our target is to reach zero Scope 1 and 2 emissions by 2025, which includes the electricity we buy.

This means switching to renewable energy tariffs across all our premises. Pretty simple, but it isn't as easy as it sounds when we work from a number of leased spaces. In 2021, our Belgian warehouse and our Spanish office went fully green, so now 56% of all our locations are powered by renewables, with a significant portion of the supply at our Belgian HQ and warehouse coming from rooftop solar panels on site.

Our German and French offices are on track to switch to a green tariff next year, and we're working with our landlords on the rest. Although we're not yet at 100% - we're confident we're on the right track.

56%

of our locations are powered by renewables

### % OF TOTAL ELECTRICITY DEMAND



### RENEWABLE ENERGY USE ACROSS OUR PREMISES





## Our big wins: operations

### We started moving towards an electric fleet

Ah, Belgians and their company vehicles. It's like dogs and their walks or cats and their purrs, they're just a fact of life.

We're a Belgian company and offer many of our employees a company car. Which is why in 2021 we had a whopping **99 passenger cars and 2 vans** on the road across all operating countries. Together these vehicles covered an average of 263,731km per month, which is like driving around the equator 6.5 times! We know, not ideal.

We need our cars to do business; to visit stores, to attend fairs and to meet customers - but it shouldn't come at a cost to the planet.

We made a bold commitment to switch to a **zero-emission fleet by 2025**. But there are still some practical challenges to overcome:

- We have to factor in the practicalities of charging. The electric charging network around Europe is at various stages of development
- The battery range needs to cover the maximum daily mileage – in some countries like France, our sales reps do clock up a lot of miles

In 2021 we started researching how to approach this challenge looking at car brands, potential partners and practicalities.

In 2022 we'll take our first proper steps towards a zero-emission car fleet. Our intermediate goal is to ensure **15% of our fleet is electric by the end of 2022**. We'll update you next year!





# Our big wins: operations

## We launched our new sustainable travel policy

Of course, the pandemic put a stop to most of our business travel in 2020, and this continued in 2021 with many industry events and face-to-face meetings cancelled. During lockdown, we took the opportunity to develop our own sustainable travel policy so that when things opened up again, we could make sure business travel is done the right way, not the easy way.



The policy outlines how we expect our pack members and partners to travel to meetings and other company locations, including:

- **Meeting virtually** wherever possible
- Taking **public transport** or **carpooling** to external meetings and events
- Choosing meeting locations that are **accessible by public transport**
- Making **train** travel the default for most European journeys
- **Flying only as a last resort** (if train travel times exceed the upper time limit) and only with sign-off from team leads

2022 is the first year we'll have the policy in practice and we're curious to see how these guidelines will impact our travel emissions compared to pre-pandemic levels.

## What's next?

This year, we laid some serious foundations towards reducing our emissions but given the growth of the company, these didn't reflect in our total 2021 company emissions.

We don't plan to stop growing but we did see a noticeable drop in the carbon intensity of our products this year (see pg 11), and we hope to continue that trend next year too.





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.





# Our target

**We know our community of pet parents care about packaging. Whenever people are asked about their top sustainability concern - it's always the issue that comes up top of the list..**

And for good reason too. Packaging is how we keep our food fresh and tasty from our factory to your pet's bowl, so it has to work hard and do its job. At the same time, we care deeply about our planet and of course we don't want to trash it.

That's why we've committed to make our packaging either reusable, recyclable or compostable – with widely available facilities – by 2025. It's proving to be tough, but we've been making progress.

## We've learned some important lessons about packaging

One of our values at Edgard & Cooper is to 'make mistakes, get better' and that's definitely been true of our packaging journey. We knew cracking our packaging challenge wasn't going to be easy, but 2021 definitely threw up some curveballs.

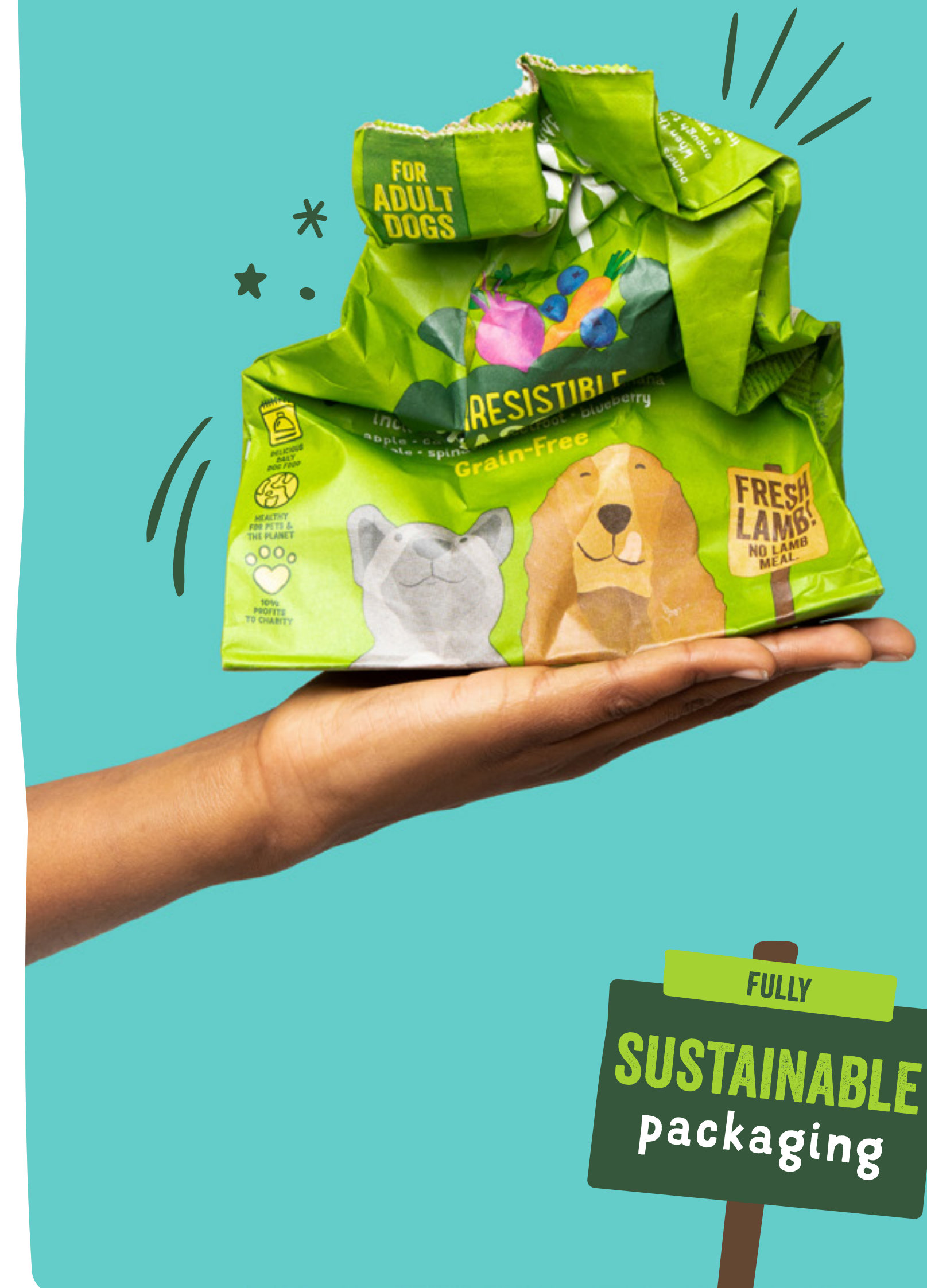
In our last impact report we talked about the challenges of compostable packaging – which is why we're on a mission to find alternatives to the industrially-compostable layers which line our bags of kibble.

We thought we were onto a real winner last year with the launch of our all-paper packaging – it seemed to be a dream come true! After months of testing, everything looked perfect – so we launched our brand new plant based and puppy kibble recipes in this easy-to-recycle all-paper bag. Job done!

But wait, not so fast. Shortly after launch we noticed things weren't going so great with the larger sized packs, so we had to take the difficult decision to switch them to our old packaging until we could find a better solution. Meanwhile, the smaller all-paper bags were holding strong.

Behind the scenes, we've been running a load of tests and trials – and will be **launching a new and improved version of the all-paper bag in 2022.**

Stay tuned!





# Our big wins Packaging

## We launched our kibble bar for planet-conscious shoppers

What's even better than recyclable packaging?  
No packaging at all!

Following on from our successful trials in Paris in 2020, in 2021 we proudly became the first brand to trial an unpackaged retail solution for pet food in the UK – the kibble bar.

In our collaboration with Bristol-based independent grocery store Better Food Co, shoppers are now able to fill up containers of our kibble for their four-legged friends in store.

We can see that pet parents are ready for unpackaged solutions and they want to see more. So in 2022, we'll explore how to scale the offer to more locations.

♥ 90%  
of pet parents  
would recommend  
the kibble bars  
to friends



Our plant based  
Carrot & Courgette recipe  
was the bestseller





# Our big wins Packaging

## We said hello to cardboard multipacks

Who doesn't love a multipack?

Each multipack contains a carefully selected range of our products, offering pet parents a convenient way to try out a range of flavours for their four-legged friend.

In 2021 we welcomed our new plastic-free multipacks for cup and tins, beautifully designed using FSC-certified cardboard.

The shelf packs for our dog food tins still come wrapped in plastic shrink wrap. We're not happy about it and we're working with our suppliers to look for a more planet-friendly alternative.





Our journey towards:

# 100% ETHICAL SOURCING

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





# Our target

**Farm animal welfare is a number one concern for our animal-loving community of pet parents.**

So when we launched our **Zero Pawprint Plan** in 2020, it was a no-brainer to make ethical sourcing one of our top sustainability priorities.

It sounds simple but we soon realised we had a long way to go to get there. The big challenge was the lack of transparency of information, so the first step was doing a lot of digging to find out where our raw ingredients were coming from and the welfare conditions on the farms deep in our supply chain.

## Animal welfare standards in our products today

In 2021, we conducted an in-depth analysis with all suppliers which confirmed that all of our fish and meat comes from within Europe, mostly Germany, Belgium, The Netherlands and France - with venison and game coming from Poland and Italy.

We also work with a number of certified ingredients, which ensure higher overall welfare standards:

- **20%** of our dog kibble recipes are **100% organic**
- **36%** of our dog cups are **100% organic**
- **50%** of our cat kibble recipes are made with **MSC-certified fish**
- **50%** of our cat cups are either **100% certified organic** (30%) or **ASC/MSC certified** (20%)
- Additionally, we can confidently say **all of our lamb has been grass-fed**, our **venison roams freely** and our **salmon has been farmed in higher-than industry average conditions**.

A good start, but there was lots of room for improvement. The regular welfare standards on many of the farms we source from didn't make us (or our pets) proud.

If we were going to ensure **100% Ethical Sourcing**, we were going to have to make our own definition which went a step further.





# Our target

## What does 100% ethical sourcing mean to us?

There are so many labels that certify animal welfare – and these vary hugely depending on the species and the country where the farm is based. There is **ASC** for fish farming, **MSC** for wild-caught fish, **Beter Leven** for European broilers and hens and then **Compassion in World Farming**, **Red Tractor**, **RSPCA**, various European organic standards – and many more.

It was clear we couldn't just pick one of these existing standards as the benchmark for ethical sourcing. Every species has different welfare concerns and as a growing company, we need to be open to sourcing ingredients from a number of countries, where standards differ significantly. We want to have the opportunity to keep improving, not be stuck with a label today that might not be fit for purpose tomorrow.

That's why we've adopted an animal welfare policy that's based on the **Five Freedoms**, the accepted standards for animal welfare in Europe.

1. Freedom from hunger and thirst
2. Freedom from discomfort
3. Freedom from pain, injury and disease
4. Freedom to express natural behavior
5. Freedom from fear and distress

Where there is a violation against one of the Five Freedoms, we know we're not at 100% ethical sourcing yet – regardless of the certification or label.





# Our journey

## How much of our food is ethically-sourced today?

In 2021, we mapped our dog kibble range to test out our new animal welfare policy. We found that five out of the eight meat or fish-based kibble recipes comply with the Five Freedoms; three recipes still need work.

## We're just getting started

In 2022 we have work to do assessing the rest of our recipes (new products, wet dog food, treats and cat food) against our new Animal Welfare Policy. By the end of 2022 we will have an action plan ready to gradually make changes so that by the end of 2025, we can make sure that all the meat we source complies with the Five Freedoms.



needs work

### Chicken

Our chicken is free-run and follows the European standards. The animals are not caged (roam freely indoors) and have unlimited free access to food and water. The rules for broilers in Europe are very strict, however the stocking density can still be at a higher level causing potential discomfort and preventing birds expressing natural behaviour. Approximately 15% of the chicken in our recipe complies with the 'Beter Leven' 1 star certification which means the stocking density is lower, the chickens have access to an outdoor space and are generally slower-growing breeds.



ethically sourced

### Lamb

Our lamb is grass-fed; originating from Iceland. The lamb roam free in the meadows and are kept with their mother for a longer period. Although their slaughter age is younger than sheep, the conditions in which the lamb is farmed are very natural and tend to be stressless.



ethically sourced

### Venison

All the venison we use is wild caught – so there are no welfare issues around their farming.



ethically sourced

### Organic Beef

The animals stay a minimum of 6 months with their mother, have outdoor access for a minimum of 7 months per year and have a bigger, softer, resting area than the industry standard (more than 50% larger).



ethically sourced

### Organic Turkey

The turkeys range freely indoors and outdoors. There are many leisure activities so the birds can express natural behavior and there is natural lighting instead of artificial lighting. Typically the breeds used are slower growing.



ethically sourced

### Plant-based (Carrot & Courgette, Beetroot & Pumpkin)

Our plant-based recipes contain no meat, just delicious and nutritious vegetable proteins!



needs work

### Duck

Our duck is free-run and follows the European standards. The animals are not caged (roam freely indoors) and have unlimited free access to food and water. The rules in Europe are very strict, however the stocking density can still be at a higher level causing potential discomfort and preventing birds expressing natural behaviour.



ethically sourced

### Salmon

Our salmon is farmed in the FA027 region, in between Iceland and Norway. The farms have strict standards to preserve biodiversity outside of the nets; the natural currents make sure the nets are kept clean and fresh and after every cycle – the location closes for three months to restore and heal. The stocking density is on the lower side (2% fish per 98% water) compared to the industry standard which is around 2.5% fish per 97.5% water.





# Participating with the pack

At Edgard & Cooper we call our team the pack, because we stick together and don't take life too seriously. There are 192 of us and we're based all over Europe. When it comes to getting involved with our Zero Pawprint Plan and charity work, everyone's invited!

Here are a few things we got up to in 2021:

## Helping dogs and cats in need

Everyone at Edgard & Cooper is entitled to one paid volunteering day per year to spend in our local animal rescue shelters helping dogs and cats in need.

In 2021 this added up to almost 800 hours spent cuddling cats, walking dogs and understanding the amazing and inspiring work that the people who support these incredible animals do day-to-day. We all learn a lot from these trips and it makes us even prouder that 1% of every product sold goes to support the Edgard & Cooper Foundation, helping to end the suffering of cats and dogs everywhere.

## Bike to work day

More than 40 pack members accepted our August challenge to leave the car at home and bike to work instead. It might have been the delicious breakfast afterwards that convinced them, but either way, we can proudly say our employees are fit and motivated to burn calories, not gas.

## Cleaning up our neighbourhoods

We're happy doing our bit to make our local environment a little bit cleaner. Despite the pouring rain, our Belgian team managed to pick-up 15 bags full of trash in just two hours and teams from other offices joined in too!

## The Edgard & Cooper radio show

We couldn't let Covid steal Christmas! While we had to cancel our exciting plans to hit the ski slopes together, we simply weren't prepared to end the year without a proper farewell and thank you. Our amazing people team pulled out all the stops to organise the Edgard & Cooper radio show, a joyful virtual get-together for our Europe-wide pack to connect over the airwaves, have fun and 'be more dog'!



Bike to Work Day

This year two lucky kitties even found a new home with Bieke from our Belgian office, who fell in love with them both on her volunteering day! Who could resist?



Helping dogs and cats in need



Cleaning up our neighbourhood



# 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 donate 1% of our sales revenue to the Edgard & Cooper Foundation, which in 2021 amounted to a total of €259,000.



**€610,628**  
committed to 5  
impactful projects  
around the world  
and counting



# 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.

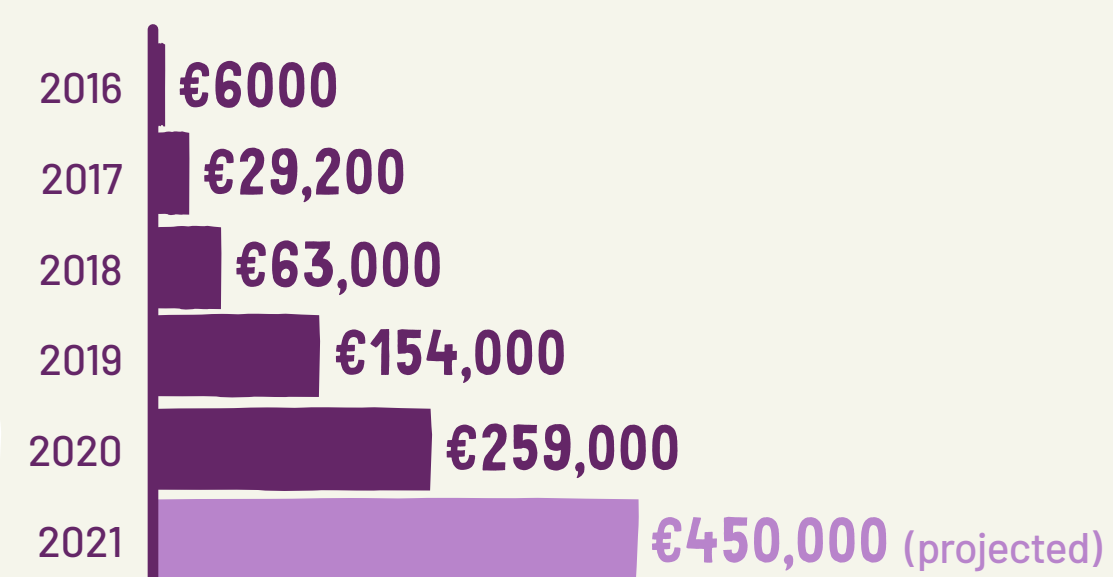




# Every time you buy Edgard & Cooper, you're changing the lives of dogs and cats

As the Edgard & Cooper Foundation receives 1% of revenue from every Edgard & Cooper product sold, the total pot of funding has grown at the same pace as Edgard & Cooper - significantly.

## Our growing donations



In 2020 the Foundation took on two new partners: **Mayhew International, Afghanistan**

This project had one clear goal; to eradicate rabies in Kabul, Afghanistan. The Foundation's support funded 30,000 vaccines in 2020 and 2021, helping Mayhew's team treat a total of 71,887 stray dogs in the city, which is more than the 80% required to reach herd immunity. As a result, no confirmed cases of rabid dogs were detected in Kabul between May 2021 and January 2022. And as yet there have been no confirmed rabies deaths in humans in the area.

Eradicating rabies is a massive accomplishment, and we could not be prouder of the outcome today, regardless of the bumpy road. We're currently looking into next steps to secure long-term impact for the initiative and we hope our donations can help the program expand in the future.

**Humane Society International, Bolivia and Chile**

The Foundation started supporting Humane Society International in early 2021, with the aim of improving access to affordable and high-quality veterinary care in Bolivia and Chile. These places have large stray dog and cat populations and few local people are able to pay for vet treatment.

The Foundation's support has enabled 7,856 dogs and cats to be safely spayed or neutered and for 1,397 dogs and cats to receive other medical care. In addition, it supported 44 vets through internationally-recognised medical training and we expect to see 100 fully-trained veterinary professionals in action by the end of 2022, improving the lives of cats and dogs now and in the future.



## Involving our community in our charity work

Last summer, the Foundation had a big portion of funds to allocate, so we thought it was only right to ask the Edgard & Cooper community of pet parents which charity projects were closest to their hearts.

The scores were really tight, it was clear that people loved all of the options we presented. But in the end, the ones receiving most votes were Mayhew International, Georgia and People For Animals, India, which is why we chose to support those projects too.



## Mayhew International, Georgia

**In rural areas of Georgia, sadly, many people live in poverty, meaning they lack the funds to pay for veterinary care for the large numbers of dogs and cats that roam the streets.**

In the absence of vaccinations, parasite control and neutering, many litters of puppies and kittens are born, leading short and painful lives.

To address this problem, Mayhew International is working with local communities to develop a successful Trap, Vaccinate, Neuter and Release (TVNR) programme. They have spent the last 5 years training a group of Georgian vets in the capital Tbilisi to international standards and now want to expand their programme to other locations in Georgia.

Our donation will train 22 vets to offer high-quality medical care to over 5,000 cats and dogs. It will also fund the building of a new state-of-the-art clinic and the expansion of the pop-up clinic which can provide pre and post-op care. By the start of 2022, together the clinics will be equipped to neuter and care for 2,500 dogs and 250 cats that year, and the project will start to train the first 10 vets in cat and dog health.

By supporting Mayhew Georgia, the Foundation is meeting its goals: to stop the immediate suffering of cats and dogs and to help people understand the needs of cats and dogs.



**€199,015**  
donated in 2021



## People For Animals, India

**Overpopulation of cats and dogs has various consequences. It means animals are suffering and living miserable lives, but also there's a threat to local wildlife and humans due to the spread of diseases, such as rabies.**

People for Animals in Dehradun, India currently have the basic facilities to help cats and dogs in need but they want to expand to be able to provide more care.

The Edgard & Cooper Foundation donation will provide much needed investment to help expand and improve the facilities, including:

- Renovating and expanding their dog house to cater for higher numbers, including individual areas for dogs to rest and recuperate after operations
- Building a dedicated space for cats, including a post-operative room, recovery room, and kitty room, designed for sick and injured cats undergoing surgery or post-operative care; and those who need lifetime care and protection
- Renovating the old clinic and pathology lab, enabling more than 3,600 surgeries per year
- Building vet accommodation so that an in-house vet can provide care 24/7

By supporting People For Animals, the Foundation is helping provide the tools and expertise to tackle the problem at its roots and end suffering for many cats and dogs, ensuring a positive long-term impact and improvement in the lives of cats and dogs throughout Dehradun.





## What's coming next...

**We made some bold moves in 2021 but we also realised we have much more to do in the coming years.**

The fast growth of Edgard & Cooper makes achieving emission reduction targets challenging and decisions to change recipes, swap packaging or choose green distributors become more complex the bigger our company becomes.

On the bright side, more turnover means more funds for the Edgard & Cooper Foundation, thus helping to improve the lives of even more cats and dogs. We're more convinced than ever that we're on the right path and challenges ahead or not – we're ready for what the future will bring!

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](mailto:barbara@edgardcooper.com)

