



OUR ZERO PAWPRINT

JOURNEY

IMPACT REPORT 2022

WHAT'S INSIDE?

THE WORLD OF EDGARD & COOPER

MAKING A PAWSITIVE IMPACT

LEND US YOUR EARS

WE'RE A CERTIFIED B CORP™!

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OUR ZERO PAWPRINT PLAN

ZERO CARBON

FULLY SUSTAINABLE PACKAGING

100% ETHICAL SOURCING

PARTICIPATING WITH THE PACK

A FULL PACK VOLUNTEERING FORCE

LISTENING TO OUR PACK

THE EDGARD & COOPER FOUNDATION

ENDING THE SUFFERING OF DOGS AND CATS

BETTERING THE LIVES OF DOGS AND CATS
WITH EVERY EDGARD & COOPER PURCHASE

PARTNERS FOR 2022

THE FUTURE AND BEYOND



**AT EDGARD & COOPER,
WE ARE ON A MISSION
TO PROTECT THE
GREAT OUTDOORS
FOR PEOPLE,
OUR PETS AND
THE FUTURE OF
OUR PLANET.**

[READ MORE ABOUT OUR STORY](#)





1,736

hours volunteered by pack members at local animal shelters



24 MILLION+

plastic bags saved with our new sustainable packaging



227

pack members based in 7 offices around Europe



94.1

our B Corp™ score certified in March 2022

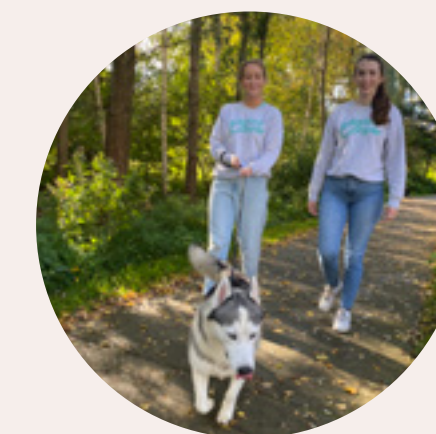
MAKING A PAWSITIVE IMPACT

in 2022



46,314

trees planted and 30,900 meals donated to animal shelters



90%

of our team say they're proud to work at Edgar & Cooper



10

million bags, 11.6 million cups and 3.5 million tins of our yummy, healthy food sold in 2022



€1,606,888

committed by Edgard & Cooper since 2016, €619,030 of which was in 2022



7,000+

dogs and cats cared for in South Africa
(AfriPaw Animal Welfare)



42,313

dogs vaccinated against rabies in Afghanistan and Malawi
(Mayhew International and Veterinarians Without Borders)



12

paw-inspiring charity partners supported by the Edgard & Cooper Foundation



2,501

dogs and cats vaccinated and neutered in Georgia
(Mayhew International)

IMPACT OF OUR CHARITY DONATIONS *in 2022*



7

vets trained in Georgia, each able to perform 300 surgeries per year
(Mayhew International)

A LETTER FROM OUR CO-FOUNDER LOUIS

Back in 2016, my co-founders Koen, Jurgen and I set out on a mission to protect the great outdoors for people, our pets and the future of our planet. We know that waiting for perfect means waiting forever, so it is our responsibility to take action now and lead the way to a better world.

2022 was another big year for us. Our business continued to grow fast and so did our pack – we now have 227 people (and their pets) working in seven offices across Europe. After taking the time to better understand our cat customers, we relaunched our cat food range and in doing so, we've shifted from being a company primarily for dogs, to one that champions junk free, tasty, and nutritious real food for cats and dogs alike.

More sales meant we could commit €619,030 to charities this year via the Edgar & Cooper Foundation. We've now committed more than €1.6 million since we started in 2016, all to help improve the lives of dogs and cats around the world.

We owe our success to the hard work of our pack, and to putting charity and sustainability at the centre of our brand. Our Zero Pawprint Plan is not an afterthought, it guides all of our decisions and encourages us to think long-term as we keep growing our business and improving our recipes. Whenever we have difficult choices to make, we stand by doing the right thing for people, pets and the planet.

For us, and for many other businesses, 2022 brought many challenges: inflation, energy price hikes and supply chain difficulties, which impacted the prices of ingredients and other raw materials. I'm proud to say that despite this we doubled down on our commitments.

We prioritised animal welfare rather than switching to cheaper lower quality meat, re-formulated our new cat range with significantly lower carbon emissions and led our industry by putting carbon scores on more packs, so that pet parents can make informed decisions about what they buy.

We also achieved a huge step forward by certifying as a B Corp with a score of 94.1. Changing the world on your own is impossible, so I'm really excited that we've joined forces with other leading brands to show that business can be a force for good.

We're not perfect, but we are committed to our purpose, to continuous improvement, and to being honest about our journey. We're supercharging our Zero Pawprint Plan to help us reach our zero carbon, fully sustainable packaging and ethical sourcing goals, and we want to help grow the B Corp movement by supporting others to step up. Stay tuned!



WE'RE A CERTIFIED B CORP™!

We were pawsitively thrilled to have been awarded B Corp status this year!

OUR JOURNEY TO CERTIFICATION AND BEYOND...

We began our B Corp journey in 2019 and achieved certification in March 2022 – what a journey! Becoming a B Corp involved a lot of hard work, honest reflection and pushing ourselves to do better for people, pets and the planet.

Thanks to our Zero Pawprint Plan and the impact measures we had already put in place, we certified with 94.1 points – making us one of just a handful of B Corp pet brands worldwide.

We joined the B Corp movement to be part of a global community of likeminded businesses that want to change the world. Achieving certification is only the beginning. We'll recertify every three years and will strive to improve our score every time.

EVER WONDERED WHAT THE B STANDS FOR?



B Corp is not just a certification. It's a global movement that is changing the way we do business, so that it can be a force for good in the world – to create Benefits for all.

The B stands for Benefit.

That involves a shift in mindset and behaviour – disrupting “business as usual” just as we intend to disrupt the pet industry, to protect the great outdoors for people, our pets, and the future of our planet.



- 94.1 OVERALL B IMPACT SCORE
- 80 QUALIFIES FOR B CORP CERTIFICATION
- 50.9 MEDIAN SCORE FOR ORDINARY BUSINESSES

WE WERE ASSESSED IN FIVE KEY AREAS:



OUR WORKERS

Keeping our amazing pack members happy, from flexible working and support for new mums, to workplace wellbeing initiatives like the ability to work from anywhere and office yoga (cats welcome too!).



OUR COMMUNITY

Ethical sourcing from suppliers who share our values, and giving back to our community through volunteering and donations to the Edgard & Cooper Foundation.



THE ENVIRONMENT

Setting science-based targets to reduce our carbon emissions and take meaningful climate action, sourcing ingredients responsibly and providing a loyalty scheme to support tree planting.



OUR CUSTOMERS

Looking after all the pet parents in our community through our dedicated Customer Happiness team, in-house vet and quality guarantees.



OUR MISSION (GOVERNANCE)

We go beyond making delicious food for pets by putting pawpositive impacts for planet and people at the heart of our company and all of our decisions.

OUR IMPACT HIGHLIGHTS so far

2016

Edgard & Cooper launched with a mission to make people, pets, and the planet feel good, with delicious and nutritious food for pets in paper-based packaging



2018 – 2019

Challenged ourselves and spoke to stakeholders to understand how we can achieve our vision of being the most sustainable pet company in the world



2022

JULY

Launched plant-based kibble for dogs – with far lower CO₂e emissions than our meaty recipes – and we began putting carbon scores on packs

MARCH

We became B Corp™ certified, joining a global movement for better business



2020

JANUARY

Launched our Zero Pawprint Plan, our sustainability strategy with ambitious goals for 2025



MAY

Hired our first Positive Pawprint Manager to help drive our purpose



NOVEMBER

Set ambitious carbon reduction goals, validated by the Science-Based Targets Initiative

ZERO CARBON

DECEMBER

Surveyed our suppliers to better understand our impacts, and work towards our 100% ethical sourcing target



2021

JANUARY

Completed a lifecycle assessment for our paper bags in our quest to offer more sustainable packaging

fully SUSTAINABLE PACKAGING



SEPTEMBER

Our tastier, junk free, lower-carbon cat food hit the shelves

JANUARY

With two years to meet our 2025 commitments, we keep striving for better



2023

100% ETHICAL SOURCING



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.

[READ OUR ZERO PAWPRINT PLAN](#)

ZERO
CARBON

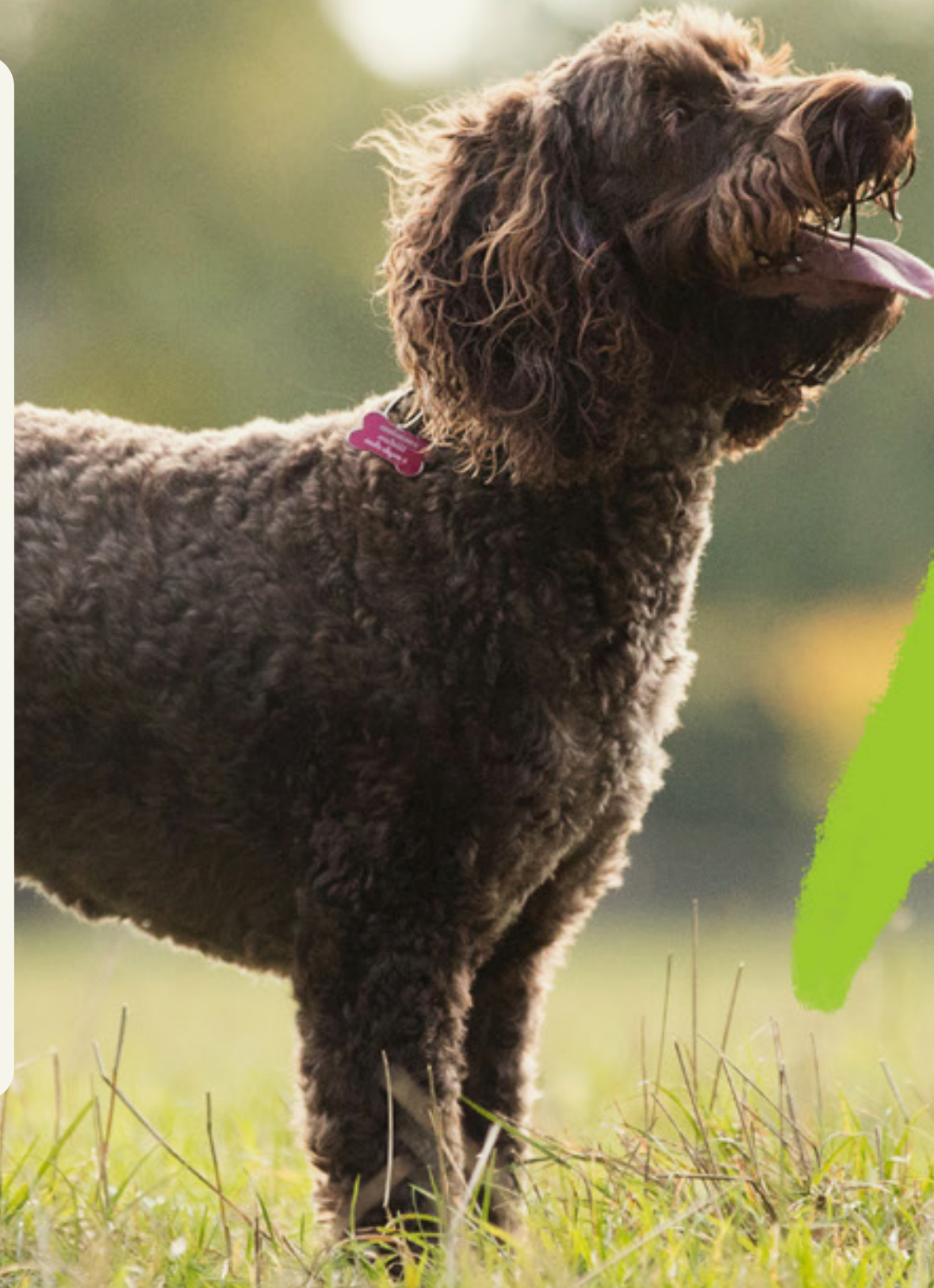
100%
ETHICAL
SOURCING

fully
SUSTAINABLE
PACKAGING

Our journey towards

ZERO CARBON

**CLIMATE CHANGE IS A
HUGE THREAT TO THE
GREAT OUTDOORS,
PEOPLE AND OUR PETS
— 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) by 2025.

We are also measuring and reducing all the emissions in our supply chain and beyond (known as Scope 3 emissions), which make up most of our carbon pawprint. In fact, 99% of our emissions come from our supply chain (Scope 3), with 70% coming from the ingredients used in our recipes.

In the past we had set a target to reduce our Scope 3 emissions by 46% by 2030 compared to 2019 levels, but as our business is growing rapidly, we have learnt that this is not a realistic ambition. We are focusing instead on reducing the carbon impact of our recipes, which is our biggest opportunity – and this is what we prioritised in 2022.

Climate change is not something that stays still – it is accelerating. So we know we need to speed up too and we will revisit and strengthen our Scope 3 carbon targets in 2023.

TRAVEL

1.17%

Business travel and company vehicles

OTHER

3.11%

Any other emissions, including those from purchased goods

OUR BUILDINGS

0.04%

Our offices and warehouses

LOGISTICS

21.35%

Transporting our ingredients and food

MANUFACTURING

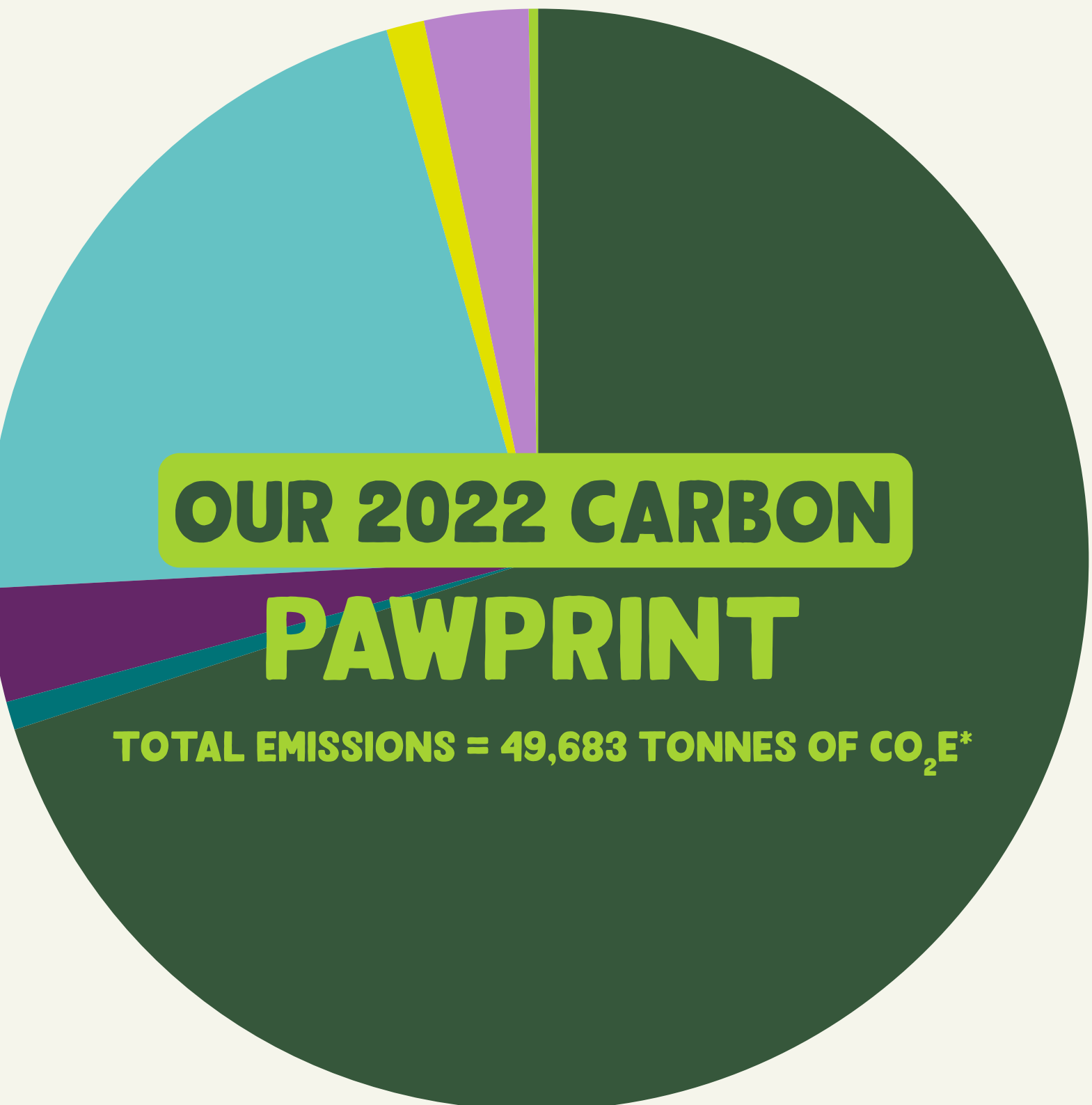
3.25%

Turning ingredients into tasty food

PACKAGING

0.88%

Producing, using and disposing of our packaging



INGREDIENTS

70.20%

Growing and rearing the ingredients in our food

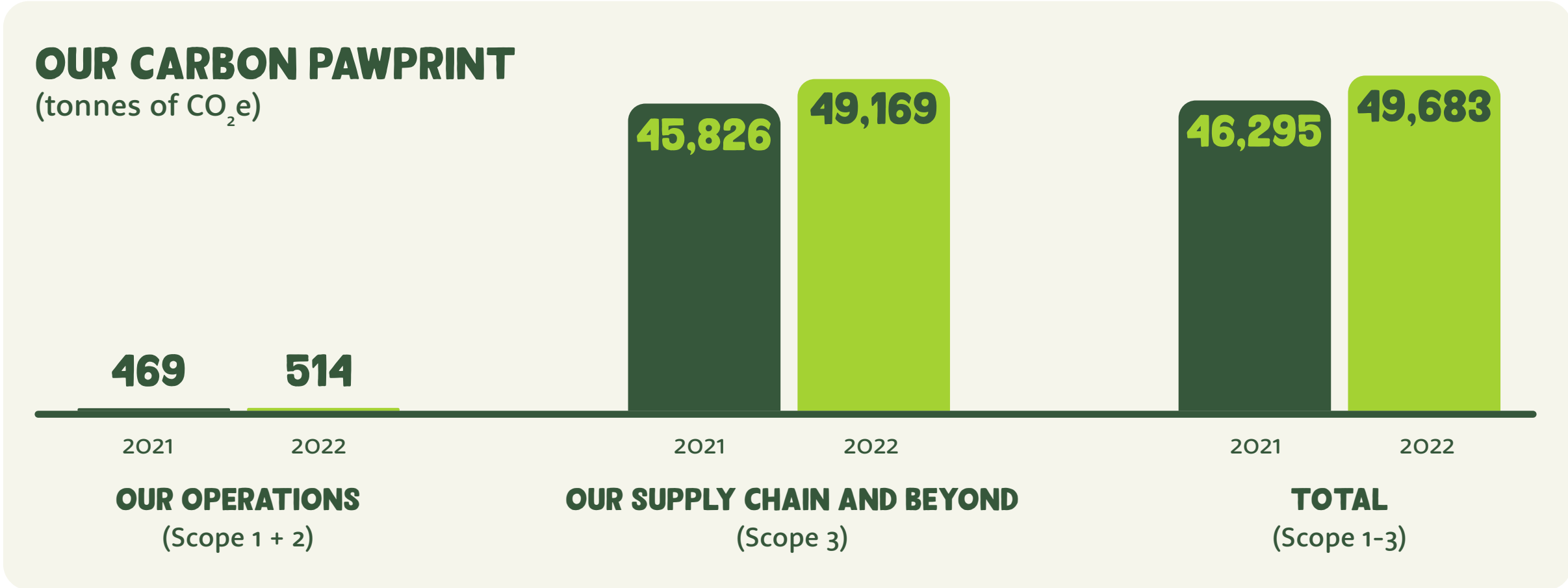
OUR CARBON PAWPRINT IN 2022

We’re growing fast as a business.
We’re pleased that we kept more pets and pet parents happy with lots more of our products flying off the shelves this year.

But, this growth in our business meant our total carbon pawprint (Scopes 1, 2 and 3) went up too – to 49,683 tonnes of CO₂e in 2022, compared to 46,295 tonnes of CO₂e in 2021.

OUR OPERATIONAL PAWPRINT

Carbon emissions from our own operations (our buildings and car fleet) increased by 10% this year. This was due to our growing pack and more kilometres covered in our car fleet. We know that getting to our zero carbon goal will be really challenging but we’re staying focused on switching to fully electric cars and more renewable energy tariffs in our buildings.



OUR SUPPLY CHAIN PAWPRINT

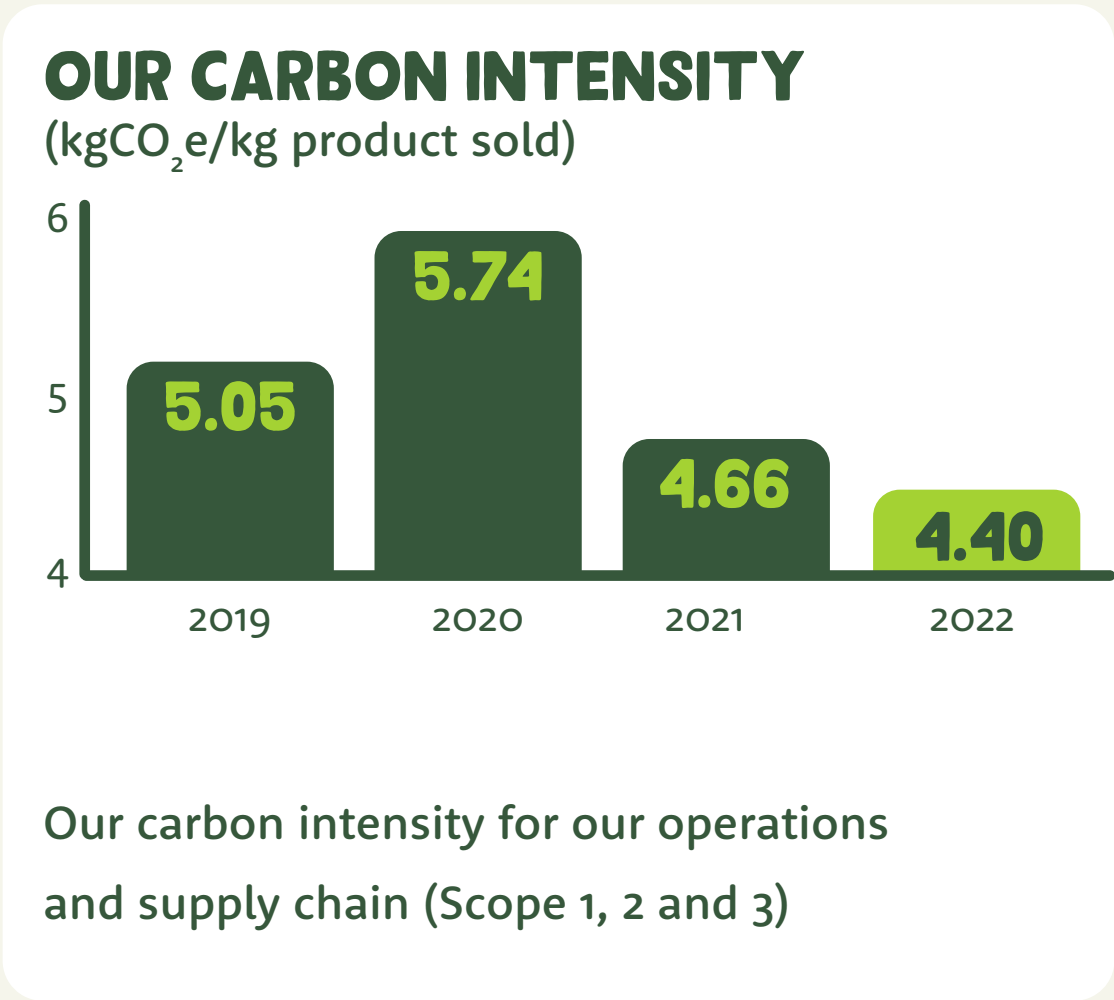
The carbon pawprint of our supply chain and beyond (Scope 3) increased by 7% in 2022. Given that we sold lots more yummy food in that time, we managed to limit how much our company pawprint grew despite launching lots of delicious new recipes for cats. The biggest increases in our supply chain emissions (Scope 3) came from:

- more manufacturing emissions as we started working with new suppliers for our cat range
- transporting our growing volume of ingredients and food
- more business travel as our pack members travelled more frequently after COVID-19

We work hard to make sure our recipes are lower carbon year on year. With the biggest part of our pawprint (70%), coming from growing and rearing the plant, fish and animal ingredients used to make our tasty food, creating lower carbon recipes is the most important change we can make.

OUR CARBON IMPACT PER RECIPE IMPROVED

We achieved a 5.6% drop in the overall carbon intensity of our operations and supply chain in 2022. That’s mostly due to a big decrease in the carbon intensity of our recipes (measured as kg of CO₂e per kg of product sold). Our overall carbon intensity dropped from 4.66 to 4.40 kg of CO₂e per kg of product sold this year.



We achieved this by reformulating our cat recipes and by selling lots of lower carbon plant-based kibble for dogs. In fact, if you look at our carbon intensity just for the ingredients in our recipes, our carbon impact per recipe dropped by 13% from 3.56 to 3.09kg of CO₂e per kg of product sold. Read on to find out more juicy details of how we achieved these big product wins.

OUR BIG WINS: PRODUCTS

WE LAUNCHED NEW LOWER CARBON RECIPES FOR CATS

This year we relaunched our entire cat range. Our goal was not just to make our recipes even more mouthwatering, but also to reduce their carbon pawprint, all while boosting quality and animal welfare. Not an easy task!

In our quest to make great decisions for pets and planet, our team looked at sustainability at each step of product development. We used our carbon data tool, developed with help from Climate Partner, to find lower carbon options for ingredients.

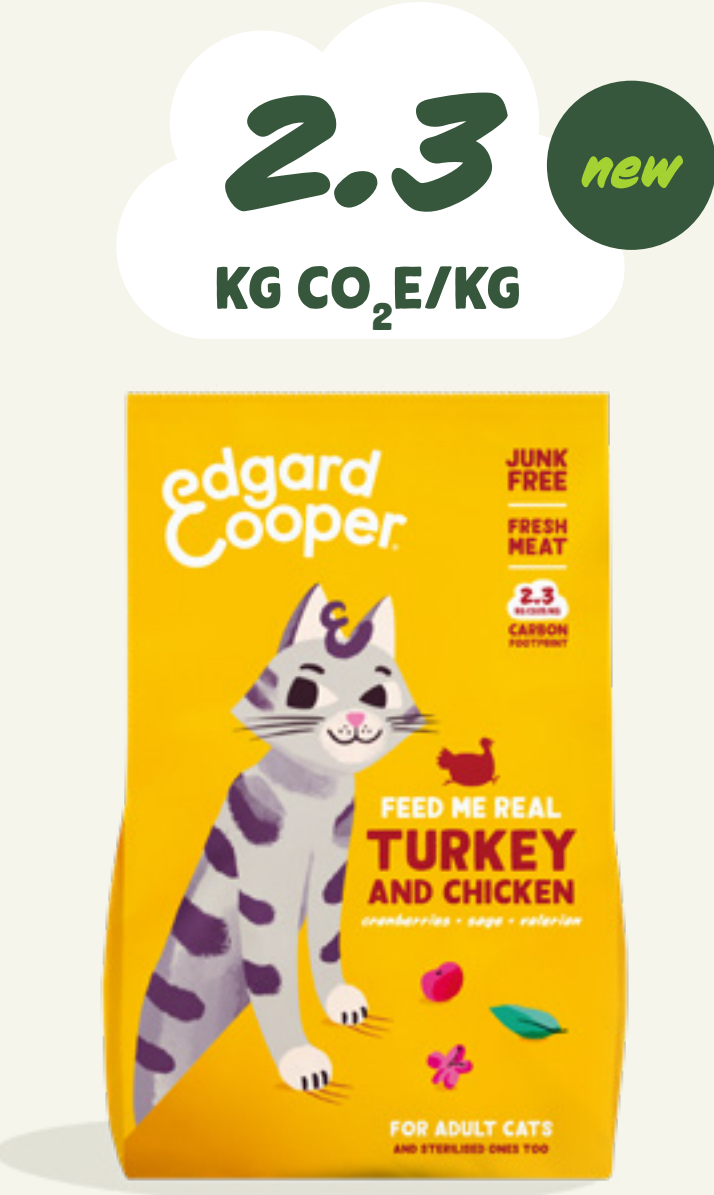
As a result, our new cat recipes use less meat than before, while keeping the same percentage of protein to provide a complete, balanced, junk free meal.

*Average reduction in tonnes of CO₂e per kg achieved for three of our cat kibble recipes containing chicken: Kitten (-9%), Chicken (-7%) and Senior (-15%).

And we now source free range chicken, with higher animal welfare standards (see page 25). We also added a salmon recipe because we know pet parents love to have a fish option.

Overall, we're proud that we lowered the carbon footprint of our three cat kibble recipes made with chicken by 10% on average, compared with our previous recipes. We also calculated the carbon footprint of all our new pawlickingly tasty wet food products for cats. That's a first.

10% LOWER CARBON
PAWPRINT FOR CAT
KIBBLE RECIPES MADE
WITH CHICKEN*



OUR BIG WINS: PRODUCTS

FANCY FELINES ALSO WANT FISH

While we added lots more free-range chicken across our kibble range for cats, we know some cats are allergic to chicken or have intolerances. So we still wanted a fish option to tempt our feline friends, and to give pet parents more choice.

That's why we introduced a new, tastier salmon recipe that has a higher carbon footprint than our (now discontinued) MSC Whitefish recipe, at 4.2kg CO₂e per kg. While this is not ideal from a carbon perspective, this is an important option for the health of our cats. We're proud that we still reduced the overall pawprint of our cat kibble range and we'll keep working to improve this even more in future.



OUR BIG WINS: PRODUCTS

SNIFFING OUT MORE CARBON SCORES

We don't put all this effort into carbon scores to keep it under wraps; we want to share this information with pet parents so they can make better choices.

That's why we print carbon scores on many of our product packs and share more with you in this report. The scores show the amount of greenhouse gases released when sourcing, making, packing and transporting our delicious foods - from farm to bowl. Pet parents can compare our recipes and if they so wish, choose the ones with a lower impact.

In 2021 we launched three new dog kibble products, all with carbon scores printed on pack, and extended this to our full cat kibble range in 2022.

So far, we've printed carbon scores on all of our dry cat products and we'll be adding them to our full range of dry dog recipes in the years ahead. Some packs of our wet food are too tiny to have a carbon score on them, so the next step is to make these scores easier for our customers to find on the website.

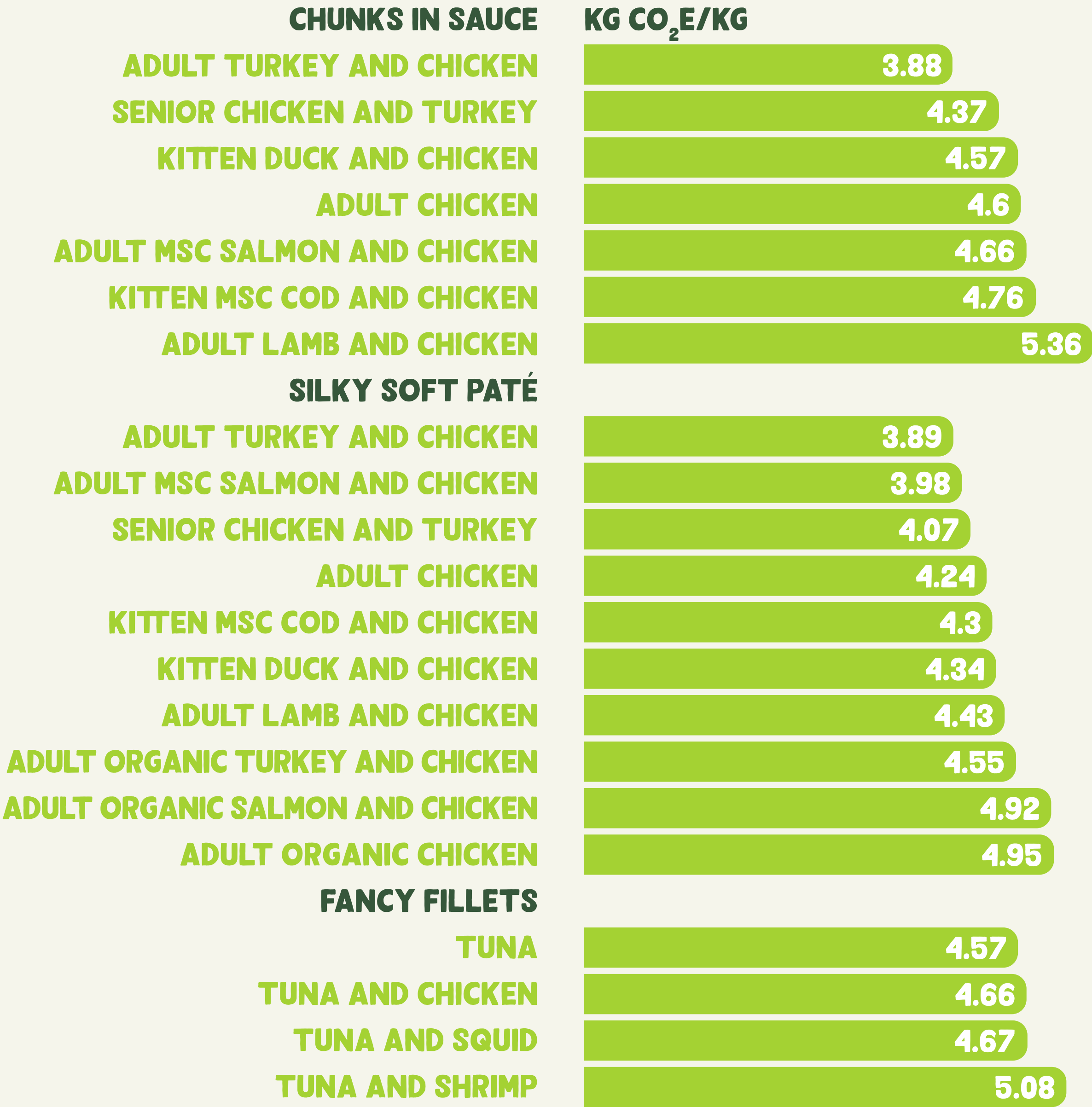
CARBON SCORES NOW PRINTED ON PACK



check out
my carbon
score

CATS DESERVE CARBON SCORES TOO

We’ve crunched the carbon scores for all our cat recipes. We want to help cat parents make informed choices about the carbon impact of their feline’s favourites.



OUR BIG WINS: PRODUCTS

THE PROOF IS IN THE PURR

We believe that pets deserve the best, but when we launched our first cat recipes in 2019 – in all honesty – we missed the mark. That’s why this year we put a huge amount of energy into creating 26 new, more sustainable cat recipes across four tasty ranges.

Every recipe was taste-tested and approved by even the pickiest of cats, and our new packaging scored best among 1,200 cat parents across Europe. Just seven months after launching, our new cat kibble range was voted ‘Product of the Year 2023’ in Belgium and France by more than 15,000 people. Mi-wow!

We’re so delighted that our new cat range is such a hit with cat parents, that we wanted to share some of their reviews here. Thank you again for your support and trust!



“

I’ve recently had to add in wet food to my cat’s diet due to less activity during winter and therefore a more sluggish digestive system. I have never managed to get her to eat wet food until now. I tried her on Edgard & Cooper chunks and success. She will always prefer her dry food but has accepted a change of meal to the wet food in evenings. And definitely better stools already. On top of that I asked advice re feeding guidelines etc and had support instantly with advice. My cat’s health and wellbeing is important to me and I feel comforted knowing she’s on a good quality brand.

”

“

My cat loves the food. I feed him a variety of flavours and different brands. He seems to love the Edgard & Cooper the most.

”



“

Absolutely delighted when Rogue ate every last bit of her food we ordered! It’s a first for her but she loves the dry salmon recipe. Thank you Edgard & Cooper for having pets, environment AND charities in mind, what a refreshing change in the pet food industry.

”



“

My cats went bananas for this food. Will need to order more.

”

“

My cats love love loveeee Edgard & Cooper, and the vet always compliments on how healthy they look.

”



“

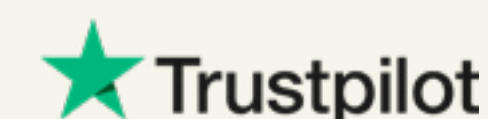
So far, the most appropriate food for my senior cat with a sensitive stomach. Really satisfied with the fast and careful service, recommended!

”

“

The most excellent customer service and the best natural cat food I have found. My cat has a massive heart murmur and is now 10 and would never know as his coat is gleaming and silky soft, his eyes are bright and he has a great amount of vitality and a lust for life. Highly recommend!

”



OUR BIG WINS: PRODUCTS

PLANT-BASED IS A HIT WITH DOGS

We were immensely proud to launch two plant-based kibble recipes for dogs in 2021 to help reduce the overall carbon impact of our product range and to give pup parents more choice. Compared to our meat recipes, our plant-based kibbles create 43% less CO₂e.

They have been really popular, with sales remaining strong. This year, we sold 63,727 bags of plant-based kibble, up from 33,780 bags in 2021. And 9.5% of our website orders contained at least one bag of plant-based kibble, up from 6.1% the year before. By introducing plant-based recipes to our range, we've saved up to 375 tonnes of CO₂e (compared to if all these orders were for lamb).

We won't stop there and we're now exploring ways to improve the pawprint of our whole dog range... watch this space!

43% LESS CARBON EMISSIONS FROM
OUR PLANT-BASED KIBBLE
COMPARED TO MEAT RECIPES

375 TONNES OF CO₂e
SAVED BY INTRODUCING
PLANT-BASED RECIPES



OUR BIG WINS: OPERATIONS

While ingredients are the biggest part of our carbon pawprint, we're working hard to reduce our operational emissions too (called Scope 1 and 2 for those in the know).

Our target is to reach zero Scope 1 and 2 emissions by 2025, which includes the electricity we buy and all the kilometres that our people drive in company-owned cars.

WE WELCOMED THE FIRST ELECTRIC VEHICLE TO OUR PACK

As a growing company with an active field sales team, our team members collectively clock up a lot of kilometres driving to visit retailers, suppliers, partners and industry events across Europe.

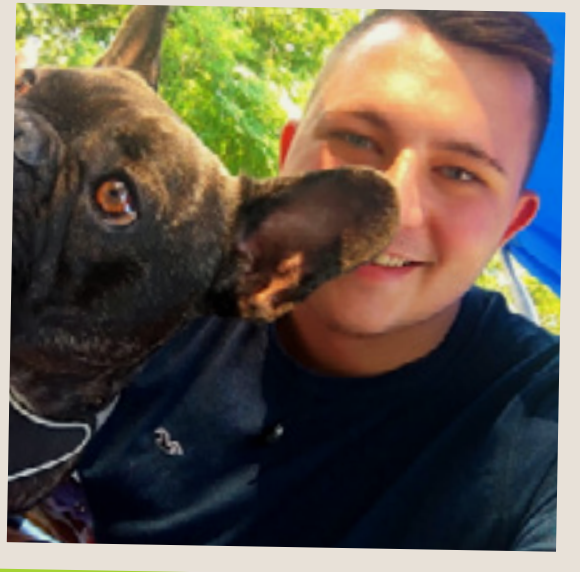
Today most of our company cars are fuelled by petrol or diesel, but we need to switch to lower emission electric cars.

In 2022 our people drove 286,359 kms per month on average – that's 8.6% more than the previous year, as our team grew. These emissions make up 96% of our Scope 1 and 2 pawprint and while we rely on cars to run our business, we need to make sure that they are as low impact as possible.

That's why we set ourselves an ambitious goal of a zero-emission fleet by 2025. We had set ourselves an interim target to achieve 15% of our fleet being electric by the end of 2022. We didn't meet this goal this year, but we did take a small – but important – step in the right direction, by welcoming our first electric vehicle.

Our pawsome team member Kevin has been road testing his company electric car all around his home country in Austria. He's helping us understand the practicalities and plan around any potential challenges for a smooth electric fleet roll out.

While there are still some practical challenges to overcome, like the scarcity of EV charging points across Europe and the high mileage driven by some of our people, we're gearing up for every new or replacement car to be hybrid or fully electric from 2023 onwards and will keep working towards our target.



OUR FIRST FULLY ELECTRIC-POWERED PACK MEMBER: MEET KEVIN, FIELD SALES EXECUTIVE MANAGER

"Thanks to our Zero Pawprint Plan, I'm the lucky driver of our first company EV. It's important to us that we carry out our day-to-day work without polluting the planet. I'm on the road every day visiting customers so I was keen to make use of an electric car and it's been perfect! I charge the car exclusively at public charging stations. There are around 16,000 public charging points in Austria every 30km with more being installed. In the summer the car can travel up to 420km before re-charging, so I haven't had any problems. The outcome so far: no CO₂e emissions, air conditioning and heating without the need to run the engine, and a super safe and relaxed experience – what's not to love?"

OUR BIG WINS: OPERATIONS

WE CONTINUED BUYING RENEWABLE ELECTRICITY

To reach our target of zero Scope 1 and 2 emissions by 2025, we need to switch to renewable electricity across our three warehouses and seven offices across Europe.

In 2022, 56% of our locations were powered by renewable energy – that’s the same percentage as last year. A significant portion of the supply at our Belgian HQ and warehouse comes from rooftop solar panels on site.

Changing to renewable tariffs can be tricky as many of our spaces are leased. It was also a tough year in the global energy market which made it harder to switch to renewable tariffs and stalled our progress in this area. But we’ll keep working with our landlords across Europe to go fully green by 2025.



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 JOURNEY TOWARDS FULLY SUSTAINABLE PACKAGING

WHAT DO WE MEAN BY 'FULLY SUSTAINABLE PACKAGING'?

We're aiming for our packaging to be 100% closed loop by 2025. That means making all of our packaging reusable, recyclable or compostable with available facilities.

GETTING STARTED

Our first packs were 100% industrially compostable but we soon learned that composting facilities in Europe are few and far between, so even with our best intentions, this packaging often ended up in landfill. Not as good as it seemed.

SMIFFING OUT THE WAY AHEAD

We needed to find an alternative - and fast. In 2021 we launched our new all-paper bags, easily recyclable with paper waste. This was a big step in the right direction but we're not there yet. Unfortunately, the all-paper bags weren't strong enough for our larger kibble packs.

So for now, our large bags include a thin layer of bioplastic as well as paper to lock in moisture and maintain quality. Back to the drawing board!

2 4 , 8 2 1 , 2 9 8 *

PLASTIC BAGS SAVED WITH OUR NEW SUSTAINABLE PACKAGING

*Figures calculated from our daily sales, see our [homepage](#) for the latest data.

STAYING AHEAD OF THE PACK

Rules around waste and recycling are changing in some countries. As well as searching for better packaging options, we'll keep reviewing the advice we're providing pet parents to make sure they know exactly how to recycle our packaging. For now, our current advice can be found on pack and on our website at the end of [this](#) page.

RECYCLING BIN



PAPER RECYCLING



OUR JOURNEY TOWARDS FULLY SUSTAINABLE PACKAGING

FOOD UNWRAPPED: TESTING OUR KIBBLE BARS

The only thing better than fully recyclable packaging is no packaging at all.

In 2021 we launched our kibble bar pilot enabling pet parents in a few stores across France and the UK to refill their own reusable containers with kibble for both dogs and cats.

Despite our best efforts, the kibble bars were not as successful as we'd hoped. They presented a number of practical challenges, such as cleaning the dispensers, the use of secondary packaging, accurate weighing, restocking and monitoring the expiry date of the kibble inside the dispensers. So for now, we've had to put the project on hold. We still believe that refill stations are the future and key to us meeting our packaging goals.

Although we can't yet introduce our kibble bars more widely, we have learnt some valuable lessons which we'll use to refine and develop the concept to come up with a better zero-waste solution.

NEXT STEPS

It's time to go even bigger and bolder in our quest for 100% closed loop packaging and we won't stop until we've met our sustainable packaging target. In 2023, we'll be running an in-depth assessment of our current packaging and what we need to do to achieve our goal and meet changing regulations by the end of 2025. We'll share insights and learnings along the way to help others improve their packaging too.



STICKING TO OUR PRINCIPLE OF ALL FOOD IN BELLIES

In our warehouses, we sometimes end up with perfectly good food in damaged packaging. So, we partner up with local shelters to make sure it's donated to dogs and cats in need of a good meal. That's getting some tails wagging!



our journey towards

100%

**ETHICAL
SOURCING**

**ANIMAL WELFARE IS
IMPORTANT TO ALL
OF US. WE WANT TO
LEAD THE WAY IN
OUR INDUSTRY.**



OUR JOURNEY TOWARDS 100% ETHICAL SOURCING

In 2022 we doubled down on our commitment to animal welfare. Like our pets, we believe all animals deserve the best life possible, which is why we choose the highest welfare meat and fish we can.

In relaunching our cat range, we revolutionised our recipes and made some changes to our suppliers. This gave us the opportunity to switch to higher welfare meat in some of our recipes.

ALL CHICKEN AND TURKEY IN OUR CAT KIBBLE RECIPES IS NOW FREE RANGE

Why is free range better? Well, it means the birds have access to the outdoors. They can enjoy the natural light, with more space to walk, peck, clean themselves and exhibit natural behaviour. They also live longer lives and grow at a more natural pace than birds kept indoors.

This is a big step. And we're working on other parts of our range now too.

100% OF OUR CHICKEN
AND TURKEY CAT
KIBBLE RECIPES ARE
NOW MADE WITH
FREE-RANGE MEAT



OUR JOURNEY TOWARDS 100% ETHICAL SOURCING

WE ADDED 3 NEW ORGANIC RECIPES TO OUR CAT RANGE

We added 3 new pawlicking recipes for cats that are made with organic ingredients. Ideal for pets and their parents for whom animal welfare and best environmental practice is important. These join our 6 existing organic choices for dogs, bringing us to a total of 9 organic recipes across our range.

22% OF OUR DOG KIBBLE RECIPES ARE FULLY ORGANIC

36% OF OUR DOG CUPS ARE FULLY ORGANIC

30% OF OUR CAT CUPS ARE CERTIFIED ORGANIC AND 10% ARE MSC CERTIFIED



OUR JOURNEY TOWARDS 100% ETHICAL SOURCING

THERE'S NOTHING FISHY ABOUT THIS FISH

Cats are going crazy for our new fillets, all made with skipjack tuna, the smallest and most abundant type of tuna. All the tuna we use is wild caught in tropical areas. No fish aggregating devices (FADs) or trawlers are used, with the majority being caught by poles and lines. The shrimp and squid are also wild caught.

Dogs don't need to feel left out. We've made them two new tins which include ASC certified salmon, the gold standard for responsibly farmed fish.

So although not all our seafood is certified (yet), we're taking steps in the right direction.

30% OF CAT
CHUNKS ARE
MSC CERTIFIED

28% OF OUR DOG
TINS ARE
ASC CERTIFIED

100% OF OUR TUNA IS
WILD-CAUGHT
SKIPJACK TUNA



A FULL-PACK VOLUNTEERING FORCE

Our pack members have been getting stuck in to support our local communities.

On 17th September we rolled up our sleeves, armed with bin bags and litter pickers for World Cleanup Day. In a coordinated effort across all our offices we spent the day cleaning our local streets, turning bags of enthusiasm into bags of trash, helping to keep our communities safe and tidy.

In November, our Belgian team were out again, this time to help out at animal shelters across Europe, feeding, cleaning, walking and of course – cuddling the many animals these shelters care for.

“EDGARD & COOPER EXISTS BECAUSE WE LOVE ANIMALS. UNFORTUNATELY, THERE ARE MANY THAT DON’T GET THE CARE THEY NEED AND DESERVE. WE WANT TO END SUFFERING FOR CATS AND DOGS EVERYWHERE AND IT’S IMPORTANT THAT WE STAY CONNECTED TO THIS BY GETTING OUT OF THE OFFICE TO TAKE ACTION ‘ON THE GROUND’ AS WELL AS FROM OUR DESKS.”

— LOUIS, CO-FOUNDER

1,736 HOURS OF VOLUNTEER TIME DELIVERED

80% OF OUR PACK PARTICIPATED



7 SHELTERS IN 7 COUNTRIES BENEFITTED FROM OUR PACK’S HARD (BUT FUN!) WORK

LISTENING TO OUR PACK

At Edgard & Cooper, we believe in facing the truth which means celebrating our strengths and embracing our weaknesses.

That's why we conduct an annual engagement survey where we ask our pack how happy they are to work with us. Our annual feedback survey gives us valuable insights into our organisation, and whilst we take pride in our accomplishments, we also recognise the areas where we need to improve. In 2022, we built upon our company's key strengths but also experienced a decline in engagement metrics. Exponential growth (we more than doubled our pack between 2021 and 2022) does not come without its own set of growing pains. Whilst we have always tried to do right by our people, we know we can still do better, and we recognise the need for change. In order to reach the objectives of tomorrow, there are things we will have to start doing differently.

RECOGNISING OUR STRENGTHS

The survey results reaffirmed that 90% of our team members feel a deep sense of pride in being part of Edgard & Cooper, reflecting the vibrant culture that lies at the heart of our organisation. Trust is the backbone of our relationships, and it's reassuring to know that 83% of our pack members have someone they can rely on at work. This trust forms the foundation for collaboration, innovation, and mutual support that defines our work environment.



ACKNOWLEDGING OUR CHALLENGES

While we appreciate our strengths, we must confront the hard truths revealed by our survey. Our Employee Net Promoter Score (ENPS) dropped to 20, well below our goal.

We take this feedback to heart and conducted a full company debrief to understand the underlying factors contributing to this decline so that we can uphold our pack's happiness - and we'll continue to measure this so we know we're on track for excellence. We have identified three top priorities for 2023:

- **Building Higher Engagement (NPS of 20):** Our first priority is to reignite engagement and create an environment where every team member feels motivated, valued, and inspired. We recognise the importance of fostering open communication, recognising achievements, and empowering our pack to contribute their best work.

We've launched a leadership development program to make sure our People Managers are equipped with the right skills to provide actionable and honest feedback to their team members.

- **Becoming a Sticky Employer:** We understand the need to enhance our ability to attract and retain top talent. We are committed to providing a remarkable employee experience, offering meaningful career development opportunities, and nurturing a culture of growth and fulfilment.
- **Creating More Transparency Across People Processes:** Transparency is essential to building trust and promoting fairness within our organisation. We will focus on implementing standardised performance management processes, introduce job levelling, as well as fair and equitable pay, based on external data. By doing so, we will provide clear guidelines for growth, reward, and advancement, ensuring a level playing field for everyone.

OUR ROADMAP FOR SUCCESS

We face the future with a humble yet determined spirit. We understand that change is not easy, but we are committed to doing the hard work and making the necessary improvements. We will learn from our mistakes, refine our processes, and enhance communication and engagement across the organisation.

We know the path ahead will require resilience and a willingness to embrace change. But we are confident that, together as a united pack, we will overcome the challenges and create an extraordinary workplace that inspires and motivates every team member. At Edgard & Cooper, we are not simply chasing empty dreams. We are driven by our passion, commitment, and a genuine desire to make a positive impact.

One thing we know about our passionate pack is how much they want to do the right thing for people, pets and the planet. So in 2022 we interviewed key pack members about our purpose and sustainability work. They told us transparency and clarity about the progress we're making is super important, as well as educating everyone internally on how we can all live sustainable lives in and outside of the workplace. For many, the reason they chose to join the pack was to have a positive impact.

158 PACK MEMBERS
SURVEYED ABOUT
THEIR SATISFACTION
WITH LIFE AT
EDGARD & COOPER

90% OF OUR TEAM
TOLD US THEY ARE
PROUD TO WORK AT
EDGARD & COOPER

**“I HAD A FEAR
SUSTAINABILITY WAS JUST
A MARKETING LINE, BUT
PEOPLE HERE ARE REALLY
WILLING TO MAKE IT A
PART OF THE COMPANY.
IT'S REAL. THAT'S WHY
I'M STAYING.”**

And it's not all about the surveys. We also spent some quality bonding time at our summer gathering, practising mindfulness surrounded by trees in the glorious sunshine.



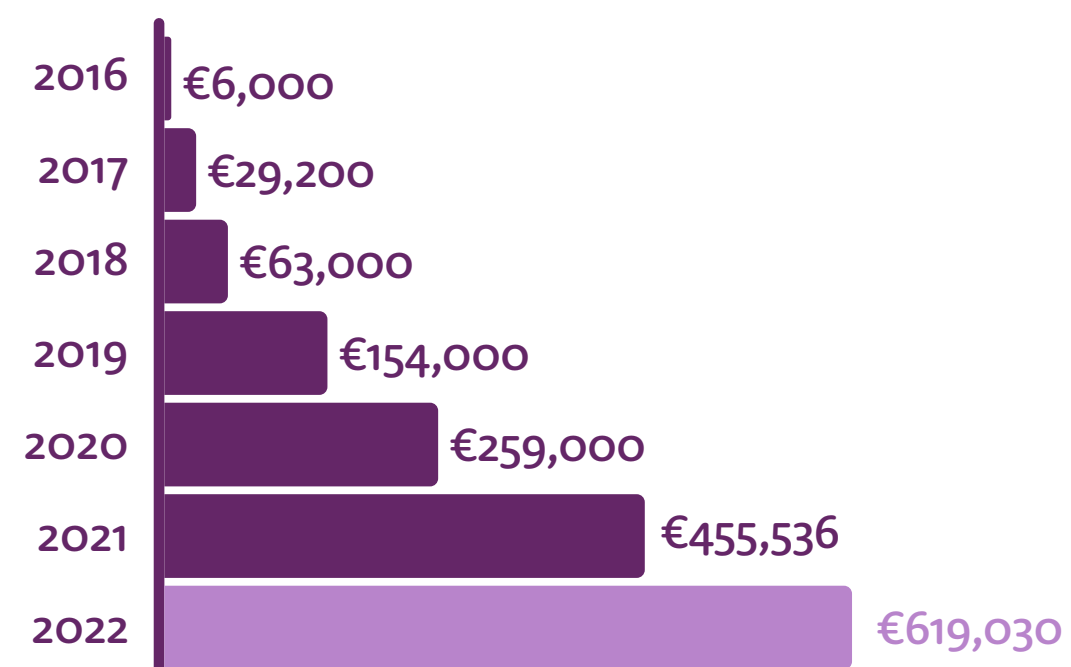
ENDING SUFFERING FOR CATS AND DOGS, EVERYWHERE

To help end suffering for all cats and dogs, we set up the Edgard & Cooper Foundation – our very own charity supporting dog and cat non-profit organisations around the world.

We donate 1% of our net sales to the Foundation. So far, we have committed more than 1.6 million Euros to help dogs and cats in need.

OUR GROWING DONATIONS

Amount committed each year by Edgard & Cooper based on 1% net sales



€1,608,888

COMMITTED TO IMPACTFUL PROJECTS
AROUND THE WORLD TO DATE



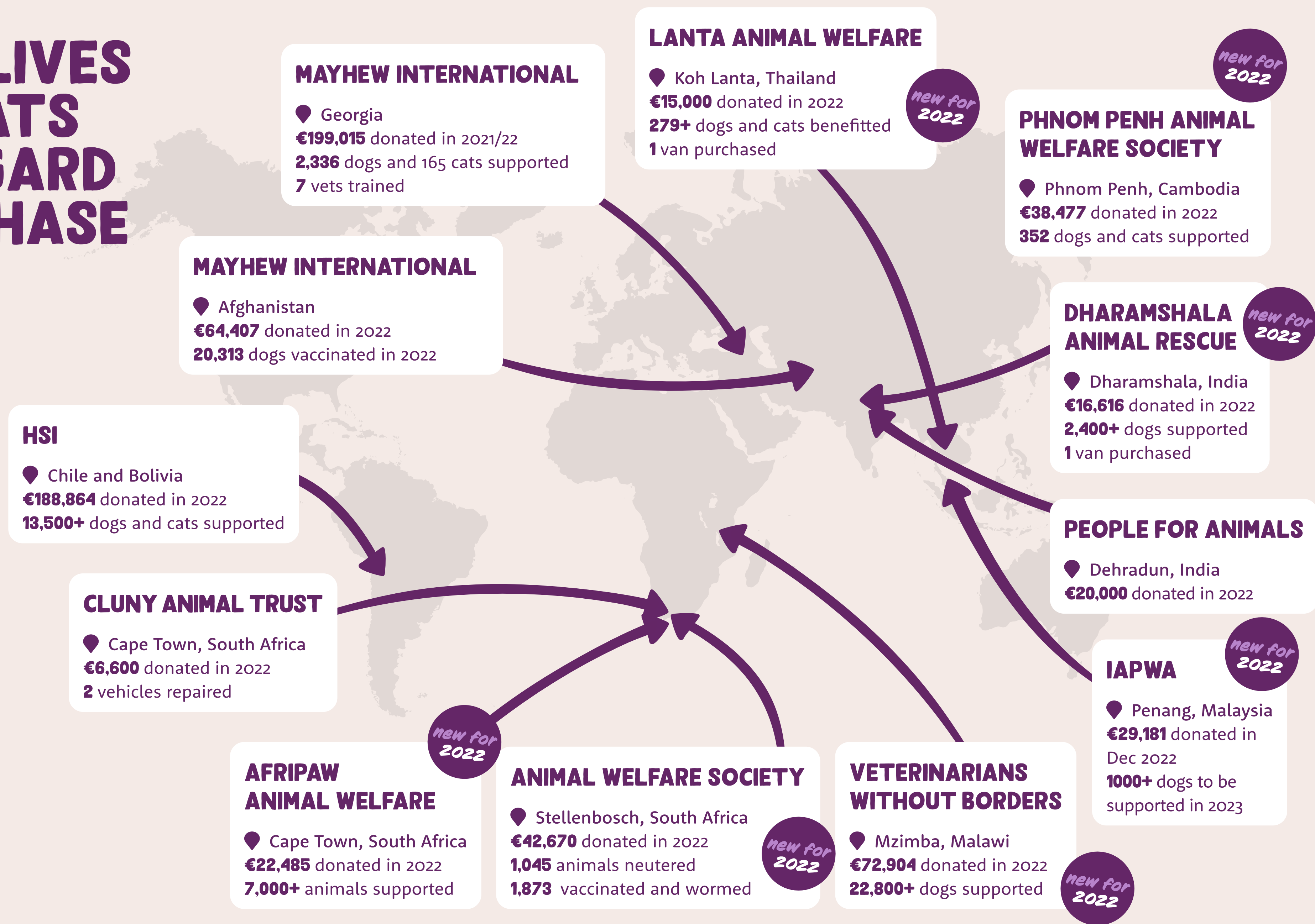
BETTERING THE LIVES OF DOGS AND CATS WITH EVERY EDGARD & COOPER PURCHASE

This year, as well as supporting existing partners with new projects, the Foundation has partnered with seven new paw-inspiring charities to help cats and dogs in Cambodia, India, Malawi, Malaysia South Africa and Thailand.

The following stories highlight just some of the great work taking place across the globe with donations from the Edgard & Cooper Foundation.

€416,054

PAID OUT TO CHARITY PARTNERS BY THE FOUNDATION IN 2022



PARTNERS FOR 2022



ANIMAL WELFARE SOCIETY

The Animal Welfare Society is working hard to eradicate poor welfare, disease and suffering amongst cats and dogs. The Foundation's donation has been allocated to neuter, de-worm and de-flea 70% of the animals in one of Stellenbosch's communities to reduce stray populations, relieve pressure on veterinary services and improve animal welfare.



PHNOM PENH ANIMAL WELFARE SOCIETY

Phnom Penh Animal Welfare Society is on a mission to end animal suffering in Cambodia. With the donation from the Edgard & Cooper Foundation the team have upgraded the facilities at their shelter and hospital, including a new isolation wing which has had a huge impact on how the team can care for dogs with contagious diseases. The money will also help the charity run regular free neutering and vaccination clinics and deliver around 600 surgeries per year.



VETERINARIANS WITHOUT BORDERS

Less than 1% of dogs in Malawi are vaccinated against rabies, a deadly disease that causes suffering for animals and humans. Working with local partners, Vets Without Borders is rolling out rabies vaccination programmes, with the aim of vaccinating 80% of the dog population in one district of Mzimba, getting one step closer to the goal of eradicating rabies in Malawi.



DHARAMSHALA ANIMAL RESCUE

Rabies is an endemic disease in India, and with an estimated 62 million stray dogs on the street, the problem is at crisis point. As well as neutering and vaccination programmes, Dharamshala Animal Rescue run a successful street animal rescue initiative. The Foundation's donation has enabled the team to replace their 20 year old van with a new vehicle, so they can continue to transport and support animals in the area and keep working to fight rabies and reduce suffering.

PARTNERS FOR 2022



AFRIPAW ANIMAL WELFARE

For informal settlements in South Africa, the biggest barriers to pet care are: lack of finance, limited transport to reach veterinary services and poor education around what animals need. The Foundation is helping AfriPaw end the suffering of dogs and cats by removing all of these barriers. In 2022 they provided a range of services including sterilisations, vaccinations, surgeries, clinics and field care for more than 7,000 animals.



LANTA ANIMAL WELFARE

Lanta Animal Welfare has achieved some incredible things. There are now virtually no unneutered animals on the Thai island of Koh Lanta itself, so the cycle of neglect can be broken. Every dog and cat that is neutered by the charity also receives a free rabies vaccine and there hasn't been a single case of rabies on the island for 20 years. The Foundation's donation have enabled the charity to buy a new van, so they can continue to make a real difference in this part of the world.



MAYHEW INTERNATIONAL, AFGHANISTAN

Mayhew International has been continuing their amazing work to eradicate rabies in Afghanistan's capital city of Kabul. As well as vaccinating 20,313 dogs, the charity responded to 477 calls on the rabies hotline from members of the public. The Community Engagement team interacted with 5,191 people (3,816 children and 1,375 adults), raising awareness about rabies, dog bite prevention and how to behave around the street dogs. Thanks to this great work, there have been no confirmed positive cases of rabies in dogs in these districts since April 2021.



MAYHEW INTERNATIONAL, GEORGIA

In the less affluent rural areas of Georgia, there's little knowledge about how to look after the large populations of free-roaming dogs and cats. Mayhew International is expanding its successful "trap, vaccinate, neuter, release" programme and is training up local vets to international standards. As well as this, the Foundation's donation has supported the building of a new state of the art clinic and a pop-up clinic that can help take their support to a wider area.

PARTNERS FOR 2022



IAPWA

Thousands of stray dogs live on Penang Island and with no programme to humanely manage the population, many were being killed. In 2017, IAPWA set up a neutering, vaccination and adoption programme for strays, to help manage the population and provide them with the care they need. With the Foundation's donation, the campaign which launched in December 2022, has treated 35 dogs and is on track to help 1,000 dogs in need by the end of 2023.



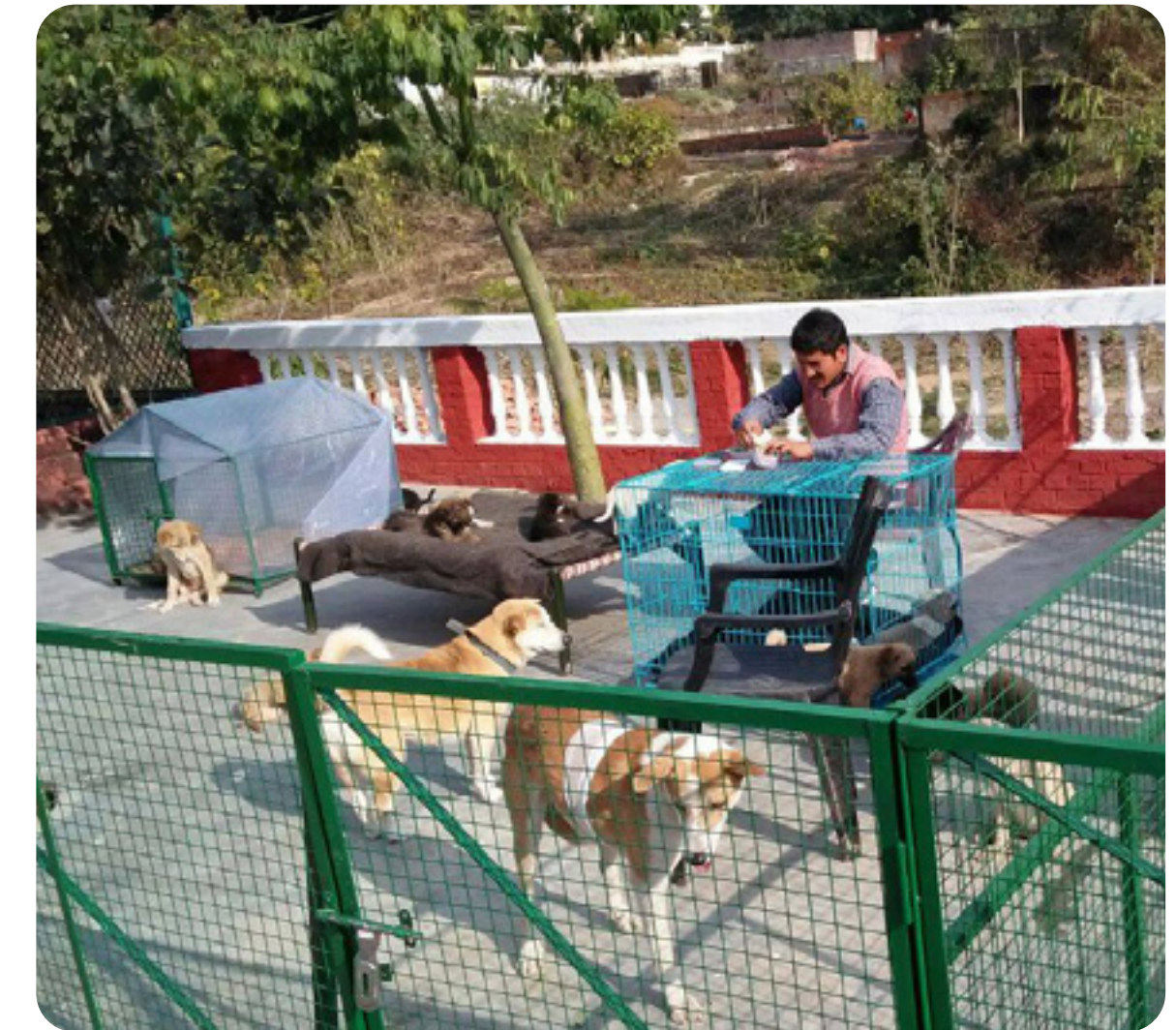
CLUNY ANIMAL TRUST

The Cluny Animal Trust brings veterinary support to pets in rural areas around Cape Town which do not have nearby clinics. 'Daisy' is Cluny's mobile operating theatre which, with support from the Foundation, was repaired so that vets can deliver life-saving services to pets in need. The donation also made sure that Cluny's back-up vehicle 'Rosie' is also in tip top condition with new, robust tyres so pets in hard-to-reach areas can also get the support they need.



HUMANE SOCIETY INTERNATIONAL

A leading force for animal protection, Humane Society International (HSI) is providing veterinary services to communities in Chile and Bolivia that otherwise do not have access to them. In 2022, the Foundation's donation enabled HSI to help 5,240 dogs and the same number of cats in Bolivia, and 1,469 dogs and 1,561 cats in Chile, providing neutering and vaccination, training for vets in pharmacology and surgery, and support to eradicate dangerous diseases such as rabies.



PEOPLE FOR ANIMALS

People for Animals (PFA) provide peace and comfort to animals in the community of Dehradun, India. Using the donation from the Foundation, PFA has renovated and expanded its sanctuary and pathology lab and purchased new equipment for its surgery unit; all with the goal to support more dogs and cats and more efficiently.

THE FUTURE AND BEYOND

The road to sustainability is a challenging one, and with every step on the journey there is more to learn.

We have now embedded our Zero Pawprint Plan into every level of our business, but the more we grow, the more we realise that some of the goals we set when we were a bright-eyed start-up with 30 employees are no longer fit for purpose for a company with more than 220 employees and 7 offices across Europe!

This year, we're going to be taking a closer look at the goals of our Zero Pawprint Plan and see how we can best adapt them. The principles and our values won't change, of course, and we're confident that these updates will help us guide our choices better in the years ahead.

We'll continue supporting the Edgard & Cooper Foundation as they work to allocate the €619,030 we committed at the end of 2022 to new and existing charity partners, helping to end suffering for cats and dogs everywhere.



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& Cooper®