

edgard
Cooper[®]



IMPACT REPORT 2023

CHOOSING RIGHT

NOT EASY

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- ENDING THE SUFFERING OF DOGS AND CATS
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- SUPPORTING IMPACTFUL PROJECTS AROUND THE WORLD
- SUPPORTING GOOD CAUSES, CHANGING LIVES
- THE FOUNDATION IS GROWING

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](#)



LIVING BY OUR VALUES

At team meetings and gatherings we regularly give shout-outs to members of our pack who bring our values to life.

CHOOSE RIGHT not easy

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

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.

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.

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.

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.

MAKE IT personal

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

the **edgard Cooper** way

At Edgard & Cooper we live by our values in everything we do - from how we run our business, to how we work as a team and with our partners, to how we treat our customers and pets!





212

pack members based in 7 offices around Europe and one warehouse in Belgium



6.9 MILLION

bags, 16.3 million cups and 7.7 million tins of our naturally nutritious food sold in 2023

MAKING A PAWSITIVE IMPACT in 2023



2,303

trees planted via our pet parent loyalty programme



94.1

our B Corp score certified in March 2022



10,820

meals donated to animal shelters via our pet parent loyalty programme



92%

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



64%

lower ingredients emissions with our newly launched dog treats



300,000

meals donated to dogs and cats in need in Ukraine



€2,378,888

committed to the Edgard & Cooper Foundation since 2016, €770,000 of which was in 2023



€325,516

donated to five projects by the Foundation in 2023, and signed agreements to donate a further €622,722 to 12 partners throughout 2024



231,412

dogs and cats helped by the Foundation since 2016

IMPACT OF OUR CHARITY DONATIONS in 2023



3

new processes implemented to improve the Foundation's ways of working



18

paw-inspiring charity partners supported by the Edgard & Cooper Foundation since 2016



12

vets and vet technicians trained to give life changing support to dogs and cats in Georgia

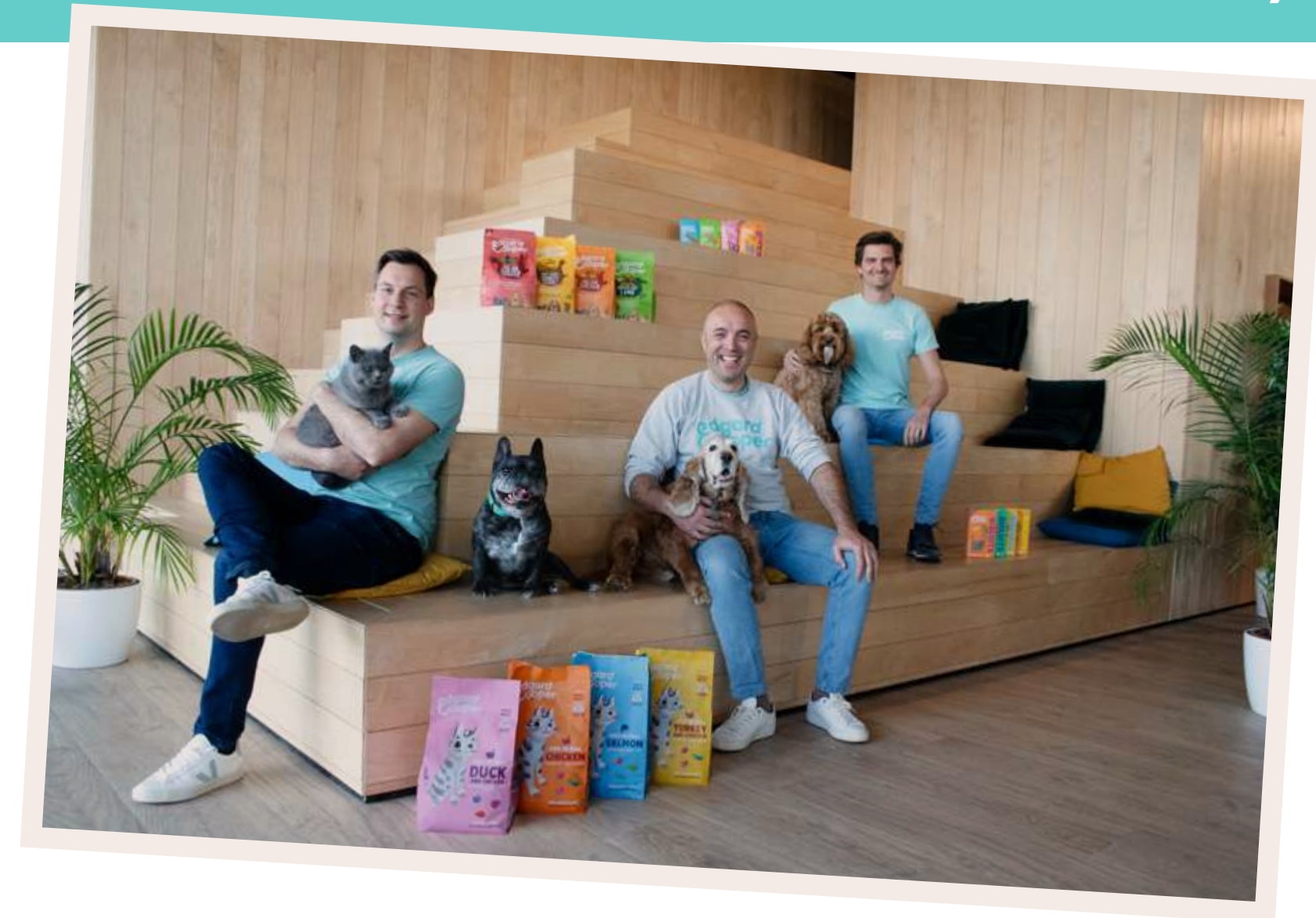


6,550

dogs and cats lives' improved by our partners in 2023

A LETTER FROM OUR FOUNDERS

LOUIS, KOEN AND JÜRGEN



Back in 2016, we set up Edgard & Cooper because we wanted to feed our dogs better food. We thought it was a good idea, but we never imagined we'd be here eight years later, with a team of over 200 people in seven offices, selling millions of packs of naturally nutritious and tasty food every year and having raised more than €2.3million for dog and cat charities around the world.

We've grown fast, and that growth has always been on the strong foundations of our company values and in service of our mission: to protect the great outdoors for people, pets and the future of our planet.

Our Zero Pawprint Plan has guided our growth and has helped us stay on track even when the going got tough.

One of our values is Choose Right, Not Easy, and this year, that's what we've called this report. Sometimes doing the right thing means a lot of hard work, but it's still what we must do, because it's what we believe in.

There was a lot to be proud of in 2023. We relaunched our dog treats using ingredients with 64% lower carbon emissions than before, and higher animal welfare. We did this by making some bold choices – including reducing the amount of meat in the recipes and removing beef altogether - all without compromising on nutrition or taste. We've also been doing a lot of work behind the scenes on our packaging which has laid the foundations for a new packaging strategy that will ensure we make the right choices in a rapidly evolving market.

2023 was another challenging year for businesses with continuing inflation, which meant we made the difficult decision to raise our prices for the second time in two years. It means a lot to us that customers stuck with us despite this and continue to put their trust in us to keep their four-legged friends happy and healthy.

Next year is going to bring a lot of changes, as we will be joining the General Mills family as a fully owned subsidiary. As founders we will continue to lead the business and ensure its ongoing growth and success, along with our incredibly talented and dedicated pack.

We're excited to grow, so we can have impact at scale. Through the Edgard & Cooper Foundation we've already helped to eradicate rabies in Kabul, train vets in Chile and Bolivia, and fund dozens of much-needed neutering programmes around the world, and that's just the start.

With 1% of sales revenue going to charity, our Foundation will continue to go from strength to strength, helping thousands more dogs and cats around the world to live better lives.

We choose right not easy because all the hard work is worth it. Thank you for being with us on our journey.

LOUIS, KOEN AND JÜRGEN

PROUDLY A B CORP™

We were beyond proud to gain our B Corp certification in 2022.

This makes us part of a growing global movement of businesses committed to being a force for good, benefitting people and the planet. But getting certified is not the end goal – it’s just the start of a journey, to keep getting better in everything we do. All B Corps must recertify every three years, so we’re gearing up for our recertification in 2025.

B Corp is more than just a label. It’s a rigorous assessment that demands us to show high standards of social and environmental action. And it’s a community of over 8,200 businesses across 162 industries and 96 countries. Together, we are changing the way business is done for customers, partners, suppliers, employees and the 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 - and every day is a ‘bring your pet to work’ day!



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 pawsitive impacts for planet and people at the heart of our company and all of our decisions.



Back in 2019, we launched the Zero Pawprint Plan – our strategy to help protect the great outdoors, with three ambitious goals in carbon, packaging and ethical sourcing to meet by 2025.

Since then, the Zero Pawprint Plan has guided all of our decisions, and has driven a huge amount of positive change at Edgard & Cooper. We've launched plant-based kibble for dogs, printed carbon scores on pack, experimented with new types of packaging materials and completely reformulated our cat food range and dog treats with lower carbon emissions and higher animal welfare – and that's just been the start!

We're incredibly proud of what we've achieved so far but the world has changed, and so have we. As a company, we've grown significantly. We've lived through a pandemic that has changed the way people live and work - and has brought in an era of hybrid and remote working.

Nowadays, people everywhere are more informed about sustainability topics like climate change, and countries are bringing in new laws and standards to drive positive change in packaging and emissions. The B Corp community has grown rapidly and the way we measure and report our impact is evolving.

It's 2025 next year, so it's almost time to update our Zero Pawprint Plan with goals for the next five years. It's not all been plain sailing, and there have been bumps in the road. But true to our values, we've kept choosing right not easy. Since day one, we've been looking for new ways to challenge the status quo. This report shares more about what we've learned. We hope you enjoy reading it!

[READ OUR ZERO PAWPRINT PLAN](#)

OUR 2025 AMBITIONS

**ZERO
CARBON**

**100%
ETHICAL
SOURCING**

**fully
SUSTAINABLE
PACKAGING**

OUR CARBON REDUCTION JOURNEY

PET FOOD – JUST LIKE HUMAN FOOD – LEAVES A FOOTPRINT (OR PAWPRINT) ON OUR PLANET.

Rearing and growing the meat, fish and other ingredients that we use in our recipes emits greenhouse gases which cause climate change. This is bad news for people and pets as it's disrupting the fragile natural systems that we all depend on to live and thrive.

We've always cared deeply about nature. We want to make our tasty and nutritious food in a way that reduces our climate impact and protects our planet. That's why we've set ambitious climate targets and are working hard to reduce carbon emissions across our business.



OUR CARBON PAWPRINT

We are pleased to have measured a reduction in our total carbon pawprint (Scopes 1, 2 and 3) since last year, despite growing as a business.

We emitted 44,601 tonnes of CO₂e in 2023, compared to 49,683 tonnes of CO₂e in 2022. That's a 10% reduction.

This was largely due to improving the accuracy of our Scope 3 data with the support of expert carbon consultants, and updating our emissions factors in line with current best practice.

In our own operations, the emissions from our buildings and fleet (called 'Scope 1 emissions by those in the know') went up by 31% this year. This was due to our growing business and more field sales cars on the road. In 2024, we'll be replacing a number of our company cars with electric vehicles as we work towards a fully electric fleet. This will make a significant difference to our Scope 1 emissions.

Our Scope 2 emissions (from our purchased electricity) also increased slightly, indicating that we still have more work to do to switch all our buildings to renewable energy tariffs.

TRAVEL
2.09%
Business travel and company vehicles

OTHER
4.52%
Any other emissions, including those from purchased goods

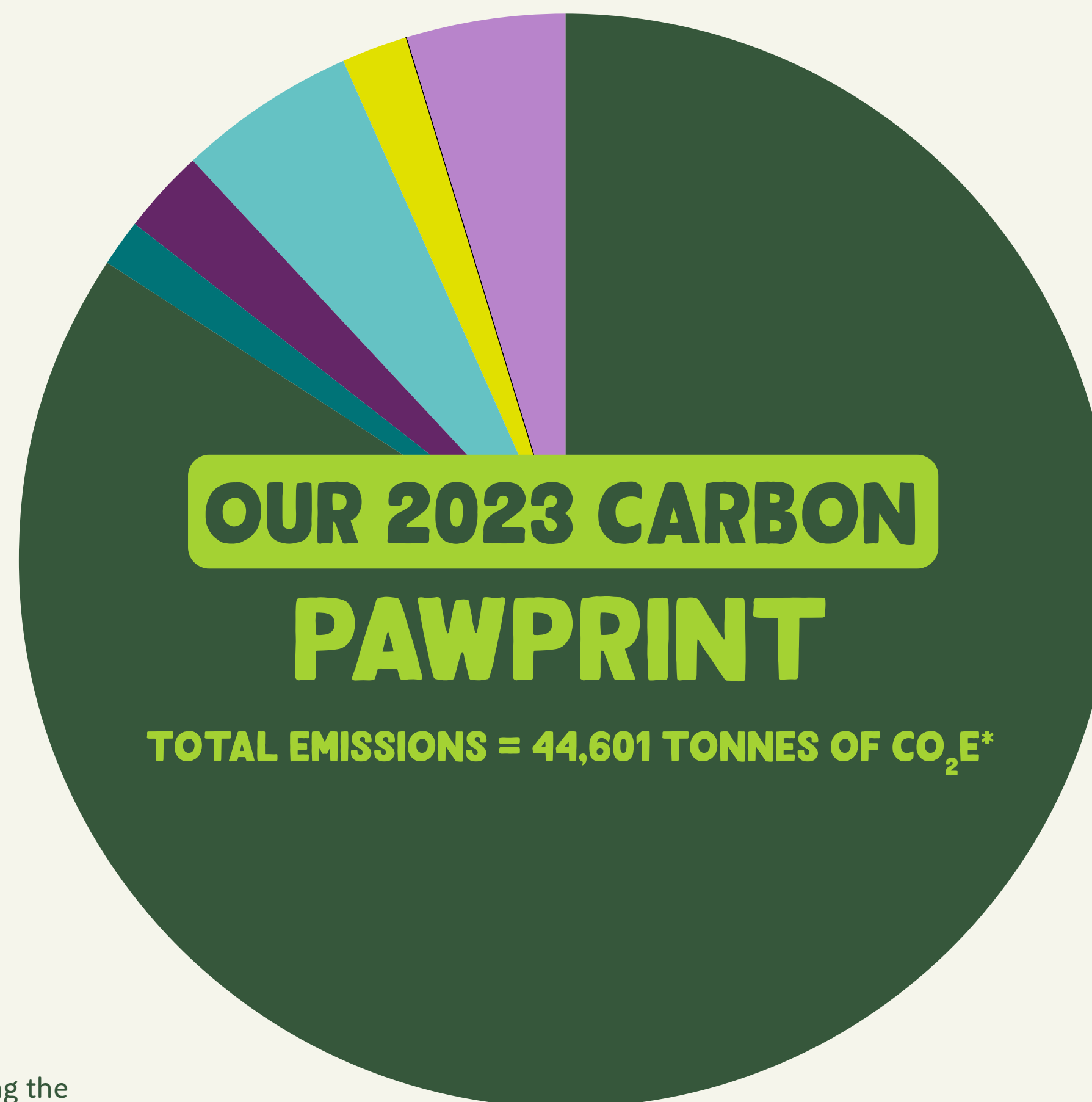
OUR BUILDINGS
0.05%
Our offices and warehouses

LOGISTICS
5.18%
Transporting our ingredients and food

MANUFACTURING
2.59%
Turning ingredients into tasty food

PACKAGING
1.34%
Producing, using and disposing of our packaging

INGREDIENTS
84.23%
Growing and rearing the ingredients in our food



*CO₂e means carbon dioxide equivalent - it's the metric used to measure greenhouse gases like carbon dioxide, methane and other gases that contribute to global heating.

REDUCING OUR CARBON INTENSITY

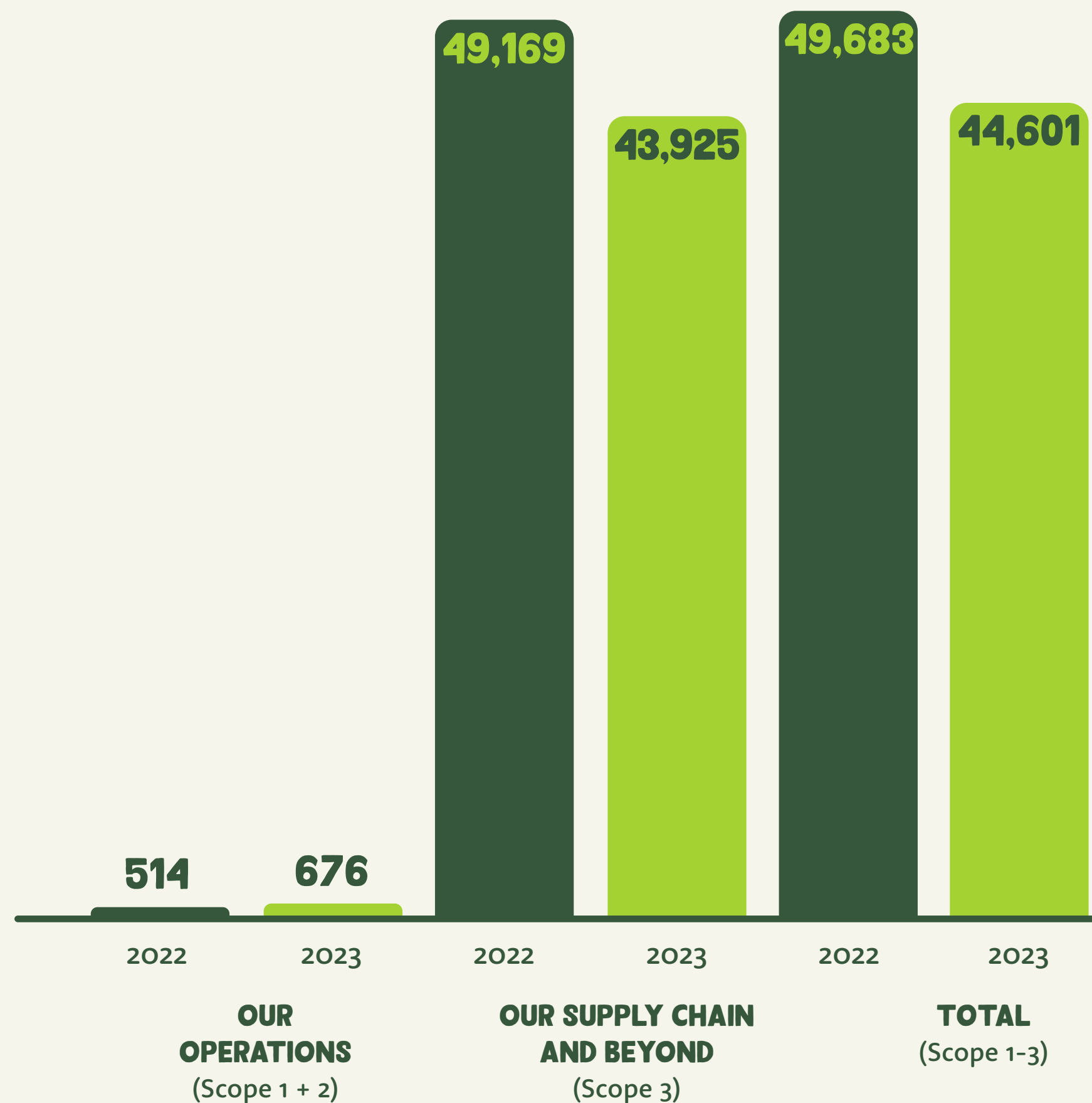
As a growing business, continuing to reduce our absolute emissions as we expand is going to be a huge challenge. But we are committed to making sure that our overall carbon emissions don't increase at the same rate as we do.

That's why it's important to also consider our carbon intensity, which is a way of measuring our carbon emissions in relation to our sales figures. This can help us to understand if we are going in the right direction with our carbon reduction efforts and starting to break the link between emissions and growth.

For the last three years, we've seen a steady reduction in our carbon intensity, including in 2023, and we are delighted that we can attribute this to increasing demand for our lower carbon recipes, such as our new cat food range. We'll continue to monitor this and aim to drive this number down as we grow.

*CO₂e means carbon dioxide equivalent - it's the metric used to measure greenhouse gases like carbon dioxide, methane and other gases that contribute to global heating.

OUR CARBON PAWPRINT
(tonnes of CO₂e)



OUR CARBON INTENSITY
(kgCO₂e/kg product sold)

Our carbon intensity for our operations and supply chain (Scope 1, 2 and 3)



DELECTABLE DOG TREATS

WITH LESS THAN HALF THE CO₂

Can you create the tastiest, healthiest, most irresistible dog treats with an even lower carbon footprint than before?

That was the head-scratching challenge we gave our superstar product team to work on, and they totally nailed the brief! By removing carbon intensive beef and introducing more poultry, fish, and nutritious fruit and veggies, we've more than halved the average carbon footprint of our downright delicious dog treats.

As well as a range of meat-based bars, strips, bites and biscuits, the recipes include our first fully plant-based treats – including apple and blueberry bites and mouth-watering banana and peanut-butter biscuits.

A fully plant-based dog biscuit was an unusual brief – so we had to reinvent the recipes multiple times to get the perfect texture – at one point we even reached out to a cookie expert (yes, it's a real job!) for advice in getting the perfect crumble.

We achieved a huge 64% drop from 9.3 to 3.34 kg of CO₂e per kg of raw materials used in our dog treats, which is a huge step forward on our carbon reduction journey. We've also added the carbon scores to the new treat packs to help pooch parents make informed choices.

64% LOWER CO₂E EMISSIONS FROM INGREDIENTS IN OUR NEW DOG TREATS



PLANT-BASED HEROES

Lots of fresh meat, fish and nutritious offal is what we're famous for in our food, but we know how to create mouth-watering results without the meat too.

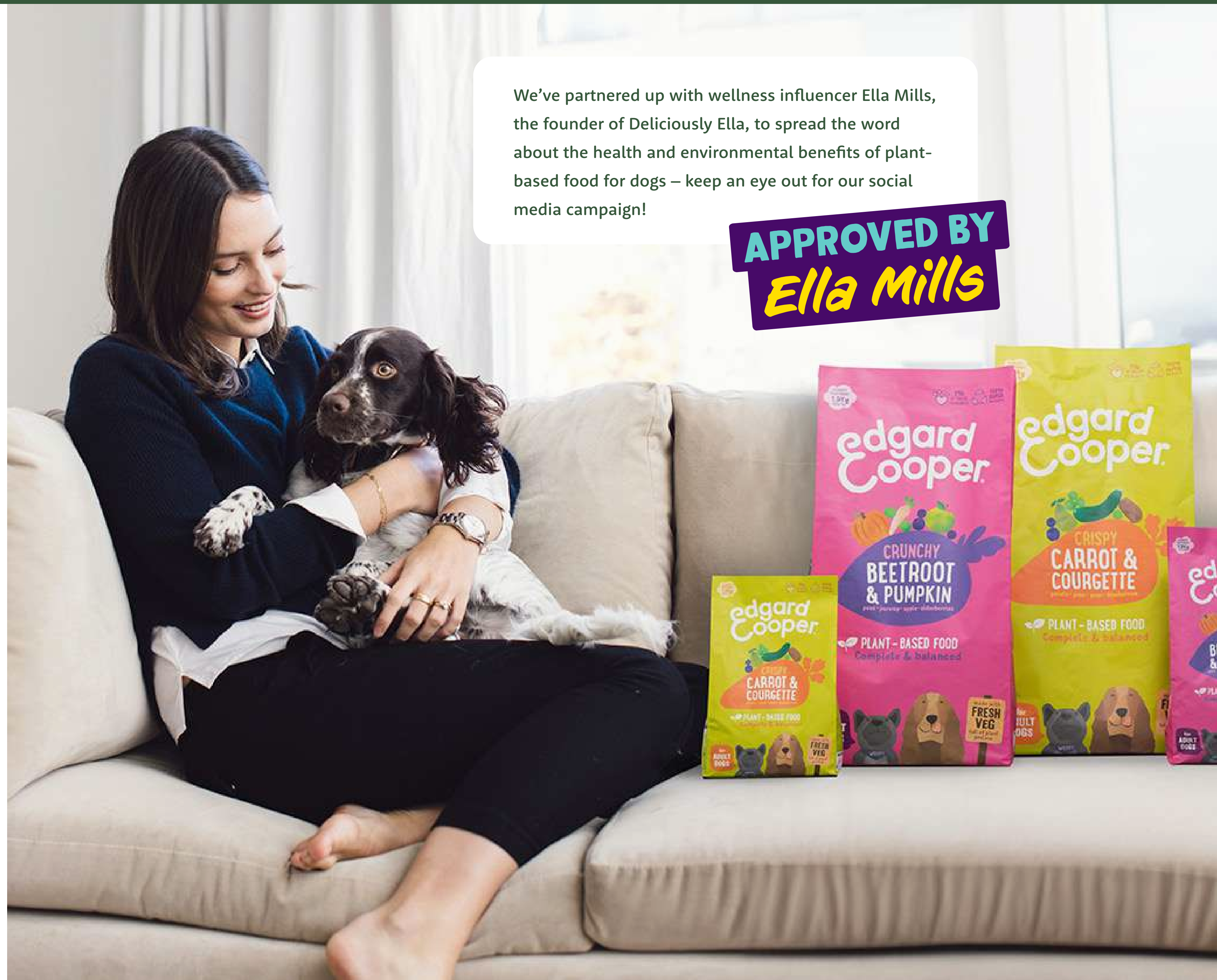
It all started with our wildly popular plant-based doggy dental sticks back in 2020. Then, in 2021, we launched our two plant-based dog kibble recipes, Carrot & Courgette and Beetroot & Pumpkin – and they both continue to fly off the shelves, along with our new plant-based dog treats.

For us, offering two complete and balanced plant-based options for pooches is all about giving people and their pets more choice. Dogs are omnivores and evidence shows they don't need to eat meat at every meal. It's a simple way to cut our collective environmental impact without compromising on flavour or good nutrition.

In 2023, plant-based was the fastest growing segment in our kibble range and one in 10 of our website customers added a plant-based option to their basket, showing us that demand for these products continues to grow.

We've partnered up with wellness influencer Ella Mills, the founder of Deliciously Ella, to spread the word about the health and environmental benefits of plant-based food for dogs – keep an eye out for our social media campaign!

APPROVED BY
Ella Mills



CUTTING EMISSIONS ON THE ROAD

OUR TRUCKS NOW RUN ON VEG OIL!

To reduce the carbon emissions in our supply chain, we need to work closely with our suppliers.

As road travel makes up around 5% of our carbon pawprint, we knew we had to take action. We teamed up with our freight partner, Sennder, to switch diesel trucks to run on hydrotreated vegetable oil (HVO). This simple change instantly reduced our transport emissions by 22.5% and is set to lead to 90% reductions over the next two years. Big win!



DRIVING TOWARDS AN ELECTRIC FLEET

Big news! Following successful testing in 2023, in early 2024 we'll begin an exciting new initiative to switch all our company cars to electric vehicles!

We have a large number of field sales pack members, and they need vehicles with a high enough battery range to cover all the kilometres they clock up, so we've been trying out various options to find the right model.

We've ordered our first 20 cars which will arrive in 2024, and by the end of 2027 we expect to have switched our whole fleet, bringing us a huge step closer to meeting our Scope 1 carbon reduction targets.



WE NEED TO TALK ABOUT CARBON TARGETS

We set our zero-carbon target back in 2019 when we were still just a small company with a much lower turnover and around 30 team members.

Our science-based carbon target only focused on making reductions in our operational emissions (Scope 1 and 2). And our commitment to measure and reduce absolute scope 3 emissions was unrealistic with the level of growth that we were about to go through.

Having said that, we are proud to have made significant changes to the way we plan and formulate our recipes which has reduced our carbon intensity score, and we are working hard to decouple emissions from growth.

The guidance around net zero carbon targets and commitments is constantly evolving, and we need to make sure that we're keeping up to date. Next year we'll be reviewing our science-based target and re-establishing our baseline to make sure we're on track.



OUR PACKAGING JOURNEY

**IN 2020 WE COMMITTED TO
MAKE OUR PACKAGING EITHER
REUSABLE, RECYCLABLE OR
COMPOSTABLE — WITH WIDELY
AVAILABLE FACILITIES BY 2025.**

We've learned a huge amount since then. The policy landscape has changed and we're discovering that meeting this goal is no walk in the park. But we're working on it.



OUR PACKAGING JOURNEY

WHAT DO WE MEAN BY 'FULLY SUSTAINABLE PACKAGING'?

Our Zero Pawprint Plan ambition is for our packaging to be 100% closed loop by 2025. That means making all our packaging reusable, recyclable or compostable 'in practice' - meaning collections and facilities exist in real life to enable our customers to keep the material out of landfill.

The challenging thing about this goal is that we're not in charge of Europe's recycling facilities. As much as we wish it was up to us, the fact is, we make pet food... not recycling infrastructure. The good news is, the legal landscape continues to change for the better, with new laws aiming to improve recycling provision and phase out less sustainable materials, so we expect to see plenty of changes ahead across our industry.

THE QUEST FOR NEW PACKAGING

Our story hit a bump in the road when we started developing some exciting new products. The details are still top secret right now, but let's just say they have different requirements to our current range.

We spent months developing these innovative recipes that we're super proud of and that will hit the shelves in 2025. But when it came to what to package them in, we hit a wall. It turned out that our options for keeping these tasty items fresh were super limited.

We worked with several expert teams of external consultants, who carried out a detailed analysis of four different packaging options from start of life to end of life, and helped us consider all aspects of sustainability and functionality. Using this crucial information, we've been working to update, strengthen and future-proof our packaging commitments in our new 2030 packaging strategy which we'll be able to share next year.

SNIFFING OUT THE WAY AHEAD

"I'm Kevin, Product Manager at Edgard & Cooper. Along with my team, I'm responsible for ensuring we make the best quality, nutritious, tasty products that dogs and cats love, in the most sustainable and high welfare way we can, all while considering affordability. Not an easy job!

Packaging is a constant focus for me. There's no doubt my job would be easier without the Zero Pawprint Plan. But would it be as satisfying? One of our values is choose right, not easy, and this is embedded in the way we work. This means obsessing over every detail and asking a million questions before making a choice.

Over the last several months we've taken a deep dive into our packaging materials and used the



findings to develop a new packaging strategy for the whole of our range.

This is to make sure that all our packaging does its most important job – keeping our products in perfect condition – as well as being as sustainable as possible and fit for the future, with all the legislative changes ahead.

We're excited to share the results of our research and set a strong vision for the future, where we can stay ahead of curve – and keep pushing to change the status quo. Watch this space!"

OUR ETHICAL SOURCING JOURNEY

AS A COMMUNITY OF PET LOVERS, ANIMAL WELFARE IS INCREDIBLY IMPORTANT TO US.

So, when we launched our Zero Pawprint Plan back in 2020, we made ethical sourcing one of our top priorities.

Since then, we've been on a mission to understand more about where our ingredients come from and raise the bar on welfare.



WHAT DOES ETHICAL SOURCING MEAN TO US?

Our aim is to make sure that all the ingredients in our recipes meet our ethical sourcing policy, which is based on the Five Freedoms – an internationally recognised set of welfare standards designed to ensure that we, as humans, meet the mental and physical needs of animals in our care.

THE FIVE FREEDOMS OF ANIMAL WELFARE

1

FREEDOM FROM HUNGER AND THIRST BY READY ACCESS TO FRESH WATER AND A SUITABLE DIET TO MAINTAIN HEALTH AND VIGOUR.



2

FREEDOM FROM DISCOMFORT BY PROVIDING AN APPROPRIATE ENVIRONMENT, INCLUDING SHELTER AND A COMFORTABLE RESTING AREA.



3

FREEDOM FROM PAIN, INJURY AND DISEASE BY PREVENTION OR RAPID DIAGNOSIS AND TREATMENT.



4

FREEDOM TO EXPRESS NORMAL BEHAVIOUR BY PROVIDING SUFFICIENT SPACE, PROPER FACILITIES, AND COMPANY OF THE ANIMAL'S OWN KIND.



5

FREEDOM FROM FEAR AND DISTRESS BY ENSURING CONDITIONS AND TREATMENT WHICH AVOID MENTAL SUFFERING



HOW MUCH OF OUR RANGE IS ETHICALLY SOURCED?

We've celebrated some wins over the past few years. We reformulated our cat food recipes and dog treats with higher welfare meat, we've increased the number of organic recipes in our range and in some cases, we've even replaced the meat altogether (in our pioneering plant-based kibble and treats for dogs). But we still have more to do.

11% OF OUR SALES CAME FROM PRODUCTS CONTAINING CERTIFIED HIGHER WELFARE INGREDIENTS IN 2023

2 OUT OF OUR 11 DOG KIBBLE RECIPES ARE FULLY ORGANIC

26% OF OUR RECIPES CARRIED A HIGHER WELFARE CERTIFICATION

11% OF OUR TOTAL DOG RANGE IS FULLY ORGANIC

6% OF OUR TOTAL SALES WERE FROM ORGANIC RECIPES

100% OF FISH PATÉ AND CHUNKS RECIPES ARE MSC CERTIFIED

91% OF OUR MEAT, FISH AND OFFAL IS SOURCED IN THE EU

11.5% OF OUR TOTAL CAT RANGE IS CERTIFIED ORGANIC

8 OF OUR PRODUCTS ARE FULLY PLANT-BASED

10% OF OUR WEBSITE ORDERS INCLUDE PLANT-BASED ITEMS

INGREDIENTS WE CHOOSE RIGHT, NOT EASY



A WORD FROM OUR IMPACT MANAGER

“My name is Greer, and as Edgard & Cooper’s new Impact Manager, I look after all things purpose, charity and sustainability. In other words, it’s my job to make sure that we deliver the Zero Pawprint Plan and keep raising the bar in the pet food industry - no pressure then!

I have a dog and a cat myself – and through my many years working as a vet, I have seen my fair share of animals in sickness and in health. So as you can imagine, animal welfare is incredibly important to me.

Having said that, of the three goals in the Zero Pawprint Plan, the ethical sourcing goal is probably the one that’s the most challenging. This is because prioritising animal welfare is unfortunately not the standard practice in the meat and pet food industry. With long, complex supply chains, it can be challenging to find out everything we want to know about the raw materials we use. But that doesn’t stop us trying and we’re really proud of the efforts we’ve already made!

Of course at Edgard & Cooper, I’m quickly learning that we do things differently, and we’ve rarely been known to take no for an answer! We don’t follow the status quo or accept the global ‘industry standard’ – because we don’t want to settle for what that is.

I work closely with the product team, and I’ve seen the way they ask endless questions to suppliers about where the meat comes from when formulating a new recipe. The way they carefully consider every possible ingredient option to make sure they’re not just going for the easy options. And how they keep pushing to find out if there is a higher welfare option, or a different ingredient that will serve the same purpose but in a more sustainable way. It’s not easy, but it’s worth it for the amazing results we get.

So, when it comes to our ethical sourcing goal, we’ve made a strong start, but there is still a lot more to do. In 2024, I’ll be taking us back to the drawing board.

It’s time to have a proper rethink, visit some suppliers to dig deeper into our raw materials, identify hotspots for action and reconsider the best place to focus our efforts to drive real and lasting change.

As a vet, I subscribe to the One Health approach, which recognises that the health of humans, animals and the planet are closely interlinked. As well as doing better by our animal friends, prioritising animal welfare can in turn improve outcomes for people and the planet, which is why I plan to bring One Health more into our Zero Pawprint approach going forward.

When we’re making our pet food, there are a number of factors to balance out – it’s got to be healthy, tasty, and affordable as well as ethically and sustainably made. It’s not an easy task, but it’s what makes me proud to work for Edgard & Cooper. It’s reassuring to know that the little decisions we make are creating ripples that are driving real change in our industry. Stay tuned!”

WORKING WITH CERTIFICATIONS

WHAT DO THE LABELS MEAN?

As we've already explained, judging whether an ingredient is ethically sourced can be challenging, which is why we rely on third party certifications where we can (as not all recipes are certified) to uphold certain standards and ensure full traceability. So what do the different labels mean?



ORGANIC

Organic emphasises natural and sustainable farming practices without synthetic chemicals or genetically modified organisms. It includes high standards for the humane treatment of animals such as space to allow for natural behaviours, access to outdoor areas, and restricts use of antibiotics, focusing instead on preventative healthcare.



MARINE STEWARDSHIP COUNCIL (MSC)

This certifies sustainable and well-managed fisheries to ensure the long-term health of marine ecosystems. It primarily focuses on sustainable fishing practices rather than direct animal welfare, but indirectly contributes to maintaining healthy wild fish populations.



AQUACULTURE STEWARDSHIP COUNCIL (ASC)

This is a certificate for responsibly farmed fish and seafood to ensure environmental and social responsibility in aquaculture. This includes criteria related to the humane treatment of farmed aquatic animals, covering issues like stocking density and use of chemicals.



INITIATIVE TIERWOHL

We source German meat with this certification for our new dog treats and some of our dog kibble recipes. It assures enhanced welfare standards which all exceed legal minimum requirements. They cover a long list of species-specific issues for space, light, cleanliness and animal husbandry practices.



PARTICIPATING WITH THE PACK

At Edgard & Cooper we call ourselves the pack because we stick together.

We're beyond proud of our animal-loving, purpose-driven people! We're committed to fostering an environment where everyone feels engaged and fulfilled and are always looking for new ways to keep our pack learning and growing with us.

LISTENING TO OUR TEAM

We strive to be a great place to work that keeps our pack members engaged and happy. That's why we run an annual engagement survey, to get feedback on how we are doing and what we need to improve. It's particularly important for us to stay on top of this as we have experienced a few years of rapid growth, which has brought a number of challenges as well as team changes.

This year, we were over the moon to learn that 92% of people are proud to work for Edgard & Cooper, a 2% increase from last year! We also found that 91% of people have someone they can rely on at work, which speaks volumes about a culture that is based on teamwork.

The survey showed us we have areas to work on too. Our Employee Net Promoter Score dropped, and we heard that we need to be better at fairly rewarding our employees. We also heard that we need to work harder to provide coaching and training support to make sure people are fully equipped for the demands of their roles.

92% OF PACK MEMBERS FEEL PROUD TO WORK AT EDGARD & COOPER

As a result of this feedback, we'll be introducing two new initiatives in 2024.

THE LEADERSHIP PROGRAMME

A training course to unleash our managers' full potential by giving them the tools and confidence they need to lead, work and succeed in times of rapid change.

COMPENSATION FRAMEWORK

We want to make sure our compensation practices are fair for everyone. Rather than basing reward on individual negotiations, we'll strive for equality across teams and countries. We welcome suggestions from our pack, for example in 2023, we added gym membership in all countries due to popular request.



A TRULY FLEXIBLE WORKING CULTURE

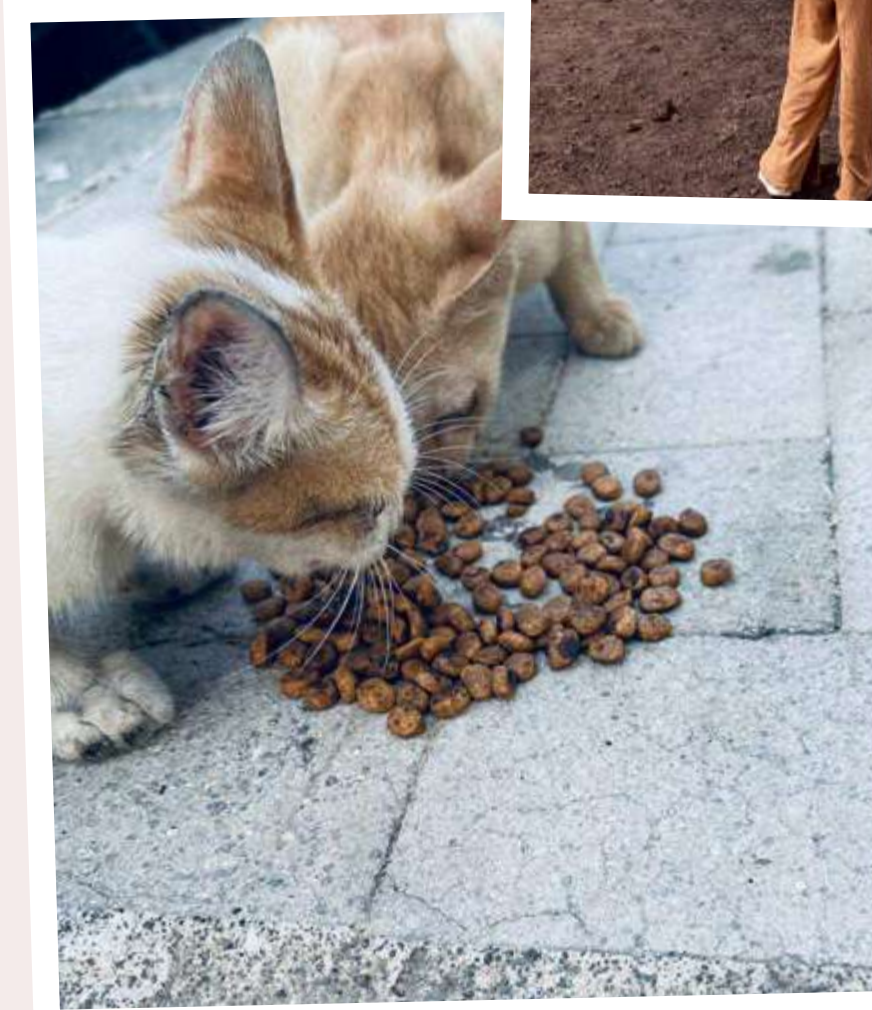
We believe in supporting our team to balance their personal lives with their working commitments, and in our 2022 survey this came up as a big priority for our pack too. That's why in 2023 we brought in two new flexible working benefits: *Work from Anywhere* and *Take 1*.

Work from Anywhere gives people the freedom and flexibility to embrace the digital nomad lifestyle and carry on working in a different location for up to one month per year. And with Take 1, people can take up to one month of unpaid leave per year to recharge, refocus or pursue personal interests.

So far, the response has been overwhelmingly positive, with 13 people from all levels of the company taking advantage of either Take 1 or Work from Anywhere in 2023. Thanks to these policies, our people have gone skiing in the awe-inspiring Swiss Alps, logged on from dreamy Greek beaches and immersed themselves in nature-rich Portuguese forests. Where will you go next?



GUILLAUME WORKED FROM HIS PARENTS' HOME IN PORTUGAL SO HIS SON COULD SPEND QUALITY TIME WITH HIS GRANDPARENTS AND THEY COULD ALL GET FAMILY BONDING TIME.



DIANA TOOK 1 MONTH OFF TO VISIT SICILY. SHE PACKED HER BAG FULL OF E&C TREATS AND GAVE THEM OUT TO EVERY DOG AND CAT SHE SAW. SAFE TO SAY, SHE MADE SOME SICILIAN PETS VERY HAPPY!



MARIANA WORKED FROM HER HOME COUNTRY OF BRAZIL FOR A MONTH. SHE LOVED BEING ABLE TO SPEND TIME WITH FAMILY AND FRIENDS WHILE STILL BEING ABLE TO WORK.



CAREER GROWTH OPPORTUNITIES

We want people who join the pack to and stay and grow with us too. Today we're a team of 212 people across seven offices and one warehouse, and a number of people in our team have been with us since the very start!

Since those early days, we've supported many people to step into bigger roles and take on more responsibility. In 2023 alone, 16 pack members were promoted internally. Some people who started as trainees or interns are now leading teams and we've helped people find new opportunities in new teams and squads too.

We are one pack, meaning we don't leave anyone behind. To ensure everyone feels included, we've done extra work this year to increase competitiveness for our warehouse staff. We reviewed and improved their compensation and benefits package and worked hard to make sure the warehouse team felt included in all internal events and celebrations.

We also created more room for personal and professional development, especially through providing opportunities to acquire new technical skills that align with company goals and contribute to promotion opportunities, such as Cross-Functional Promotions, Stretch Assignments, traineeships, and internships.

“AS A TRAINEE, I BEGAN MY JOURNEY FULL OF WONDER AND EAGERNESS TO LEARN. NOW, AS A MANAGER, I EMBRACE EVERY CHALLENGE AS AN OPPORTUNITY TO GROW AND INSPIRE OTHERS. MY JOURNEY WITHIN THIS COMPANY HAS TAUGHT ME NOT ONLY HOW TO LEAD A TEAM, BUT ALSO HOW TO PUSH MY OWN LIMITS AND REACH MY FULL POTENTIAL.”

**KRISTOF MERRIE,
WAREHOUSE MANAGER**



“I JOINED EDGARD & COOPER BACK IN 2020 AS A PEOPLE INTERN – MY FIRST JOB AFTER EDUCATION – WHICH LED TO A ROLE AS A JUNIOR PEOPLE OFFICER. I’VE SINCE BEEN PROMOTED TO PEOPLE OFFICER, AND I’M NOW TAKING ON BIGGER PROJECTS AND SOME TASKS AS A PEOPLE BUSINESS PARTNER. WORKING CLOSELY WITH MY AMAZING TEAM EVERY DAY, WE FOCUS ON PROVIDING THE BEST POSSIBLE EXPERIENCE TO ALL THE PEOPLE WORKING HERE AT EDGARD & COOPER. BEING ABLE TO CONNECT WITH PEOPLE AND TO MAKE IMPACT HAVE ALWAYS BEEN MY ENERGY DRIVERS. I’M INCREDIBLY GRATEFUL FOR THE OPPORTUNITIES I’VE BEEN GIVEN HERE, I’M STILL ONLY 25 AND I DON’T BELIEVE I WOULD’VE HAD THESE ANYWHERE ELSE. I’M VERY GRATEFUL TO MY TEAM AND THE PACK FOR BELIEVING IN ME AND FOR HELPING ME GROW INTO A JOB I ABSOLUTELY LOVE.”

**KIRSTEN VANNORDER,
WAREHOUSE PEOPLE
OFFICER**



“I STARTED AS A FIELD MARKETING MANAGER IN 2020, THE QUARTER COVID STARTED. BECAUSE EVENTS AND DEMOS WERE OFF THE CARDS, I HIT THE ROAD WITH THE FIELD SALES TEAM FOR 6 MONTHS. IN 2021, I COULD FINALLY GET STARTED IN MY ROLE IN FIELD MARKETING. AFTER TWO REALLY BUSY BUT REWARDING YEARS, AT THE START OF 2023, I WAS OFFERED TO STEP UP INTO A MANAGER ROLE BACK IN THE SALES TEAM, WHICH I WAS DELIGHTED TO ACCEPT. I’M NOW PROUD TO MANAGE A TEAM OF EIGHT FIELD SALES AND I’M MORE THAN EXCITED TO BUILD FURTHER ON THIS STRONG TEAM, WITH LOTS OF PROJECTS TO COME.”

**ANN-SOPHIE BEERNAERT,
FIELD SALES MANAGER**

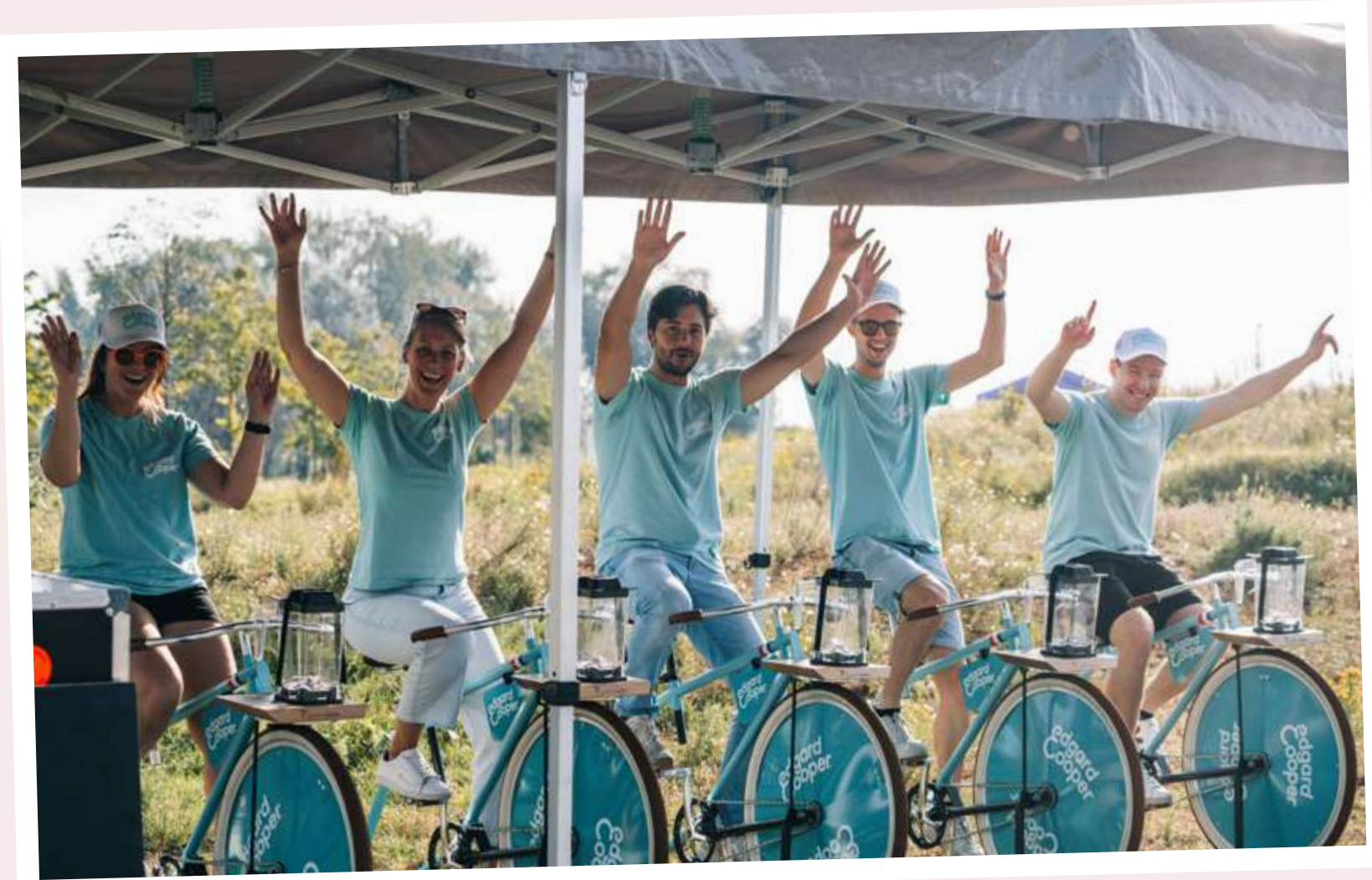


BE MORE DOG

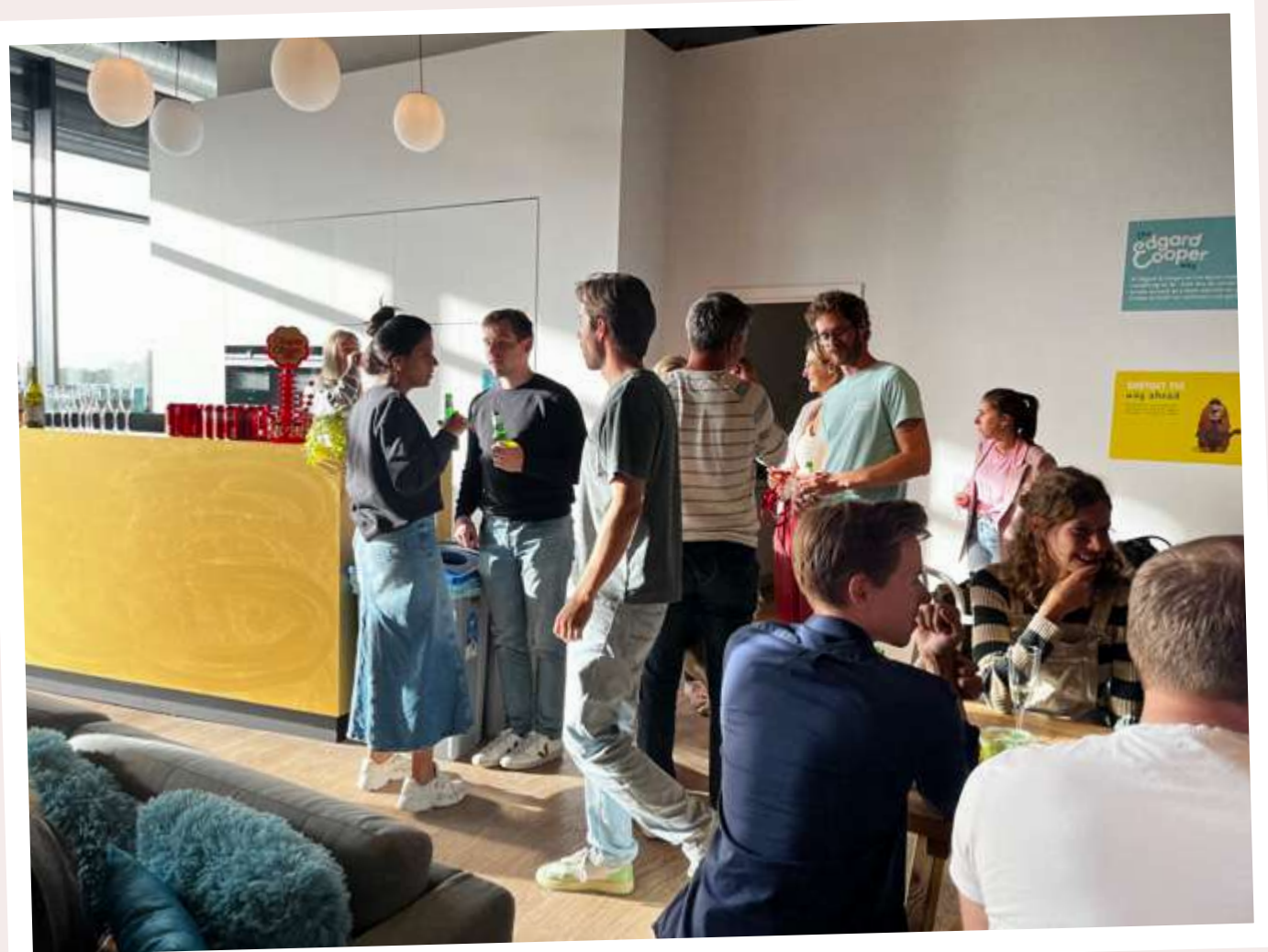
Life's too short for rubbish work environments. The more we enjoy working together, the better we are at it. This is why we focus so much on crafting unforgettable experiences for our pack. From our global summer gathering in Amsterdam to our winter togetherness campfires, pyjama days and monthly Thirsty Thursdays, we always make sure we take time to kick back and enjoy the fun side of life.



Pyjama party



Meet and Treat



Thirsty Thursdays



Meet and Treat



Summer gathering

THE EDGARD & COOPER FOUNDATION

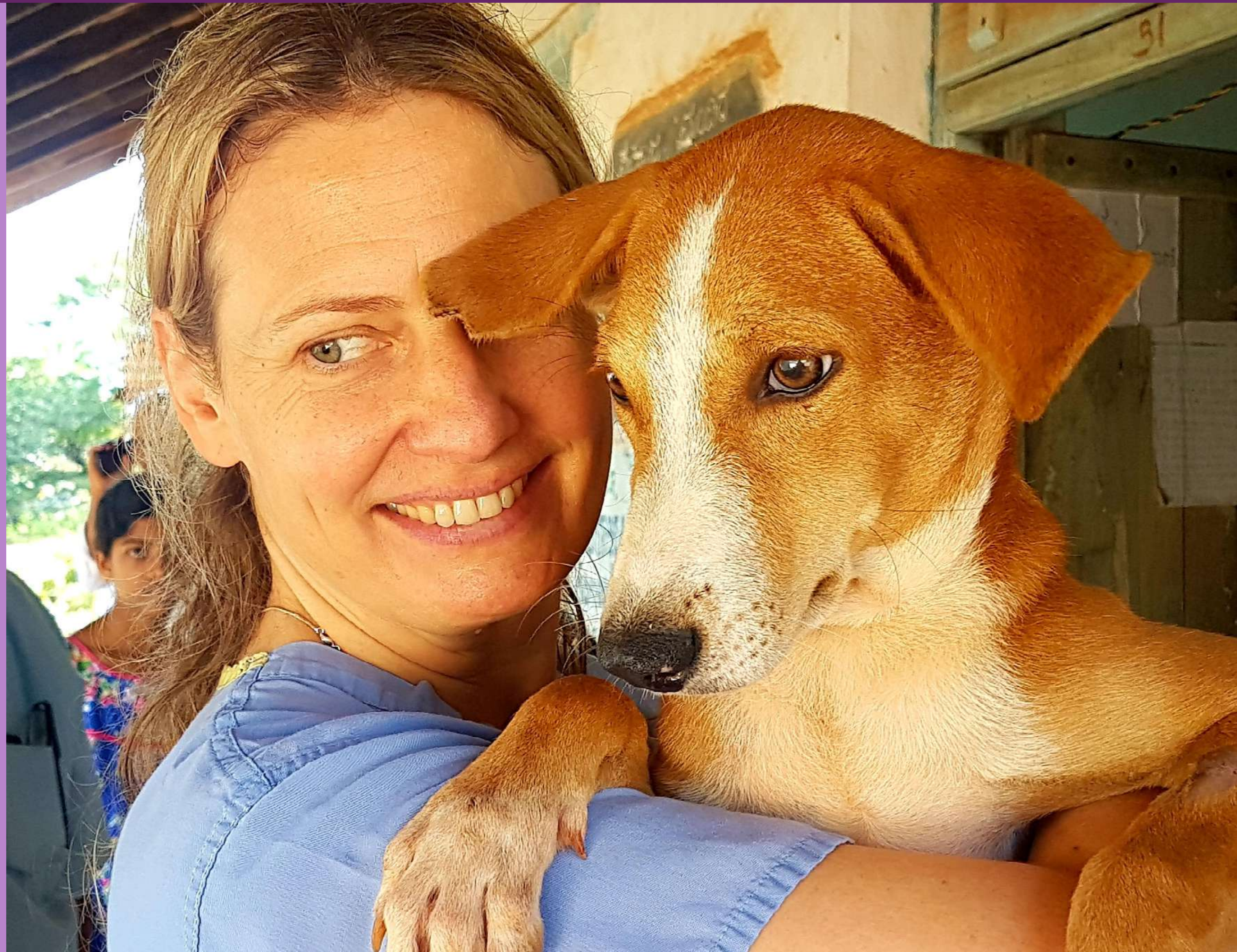
A WORD FROM THE BOARD

“It has been an absolute honour to serve as trustee for the Edgard & Cooper Foundation. So much has happened in the past years that it is difficult to mention it all.

I believe it is important to have a holistic approach with not just today but tomorrow in mind. The Foundation is built on strong pillars, and is not led by emotions or short term impact but instead focuses on impact evaluation and sustainability for our four-legged friends. This forward thinking is one of the reasons why I respect the Foundation and its Board so much.

As my first term of serving comes to an end I want to say a big Thank You. It is a young foundation finding its feet, and an exciting time to be involved.”

**URSULA GOETZ,
BOARD TRUSTEE**

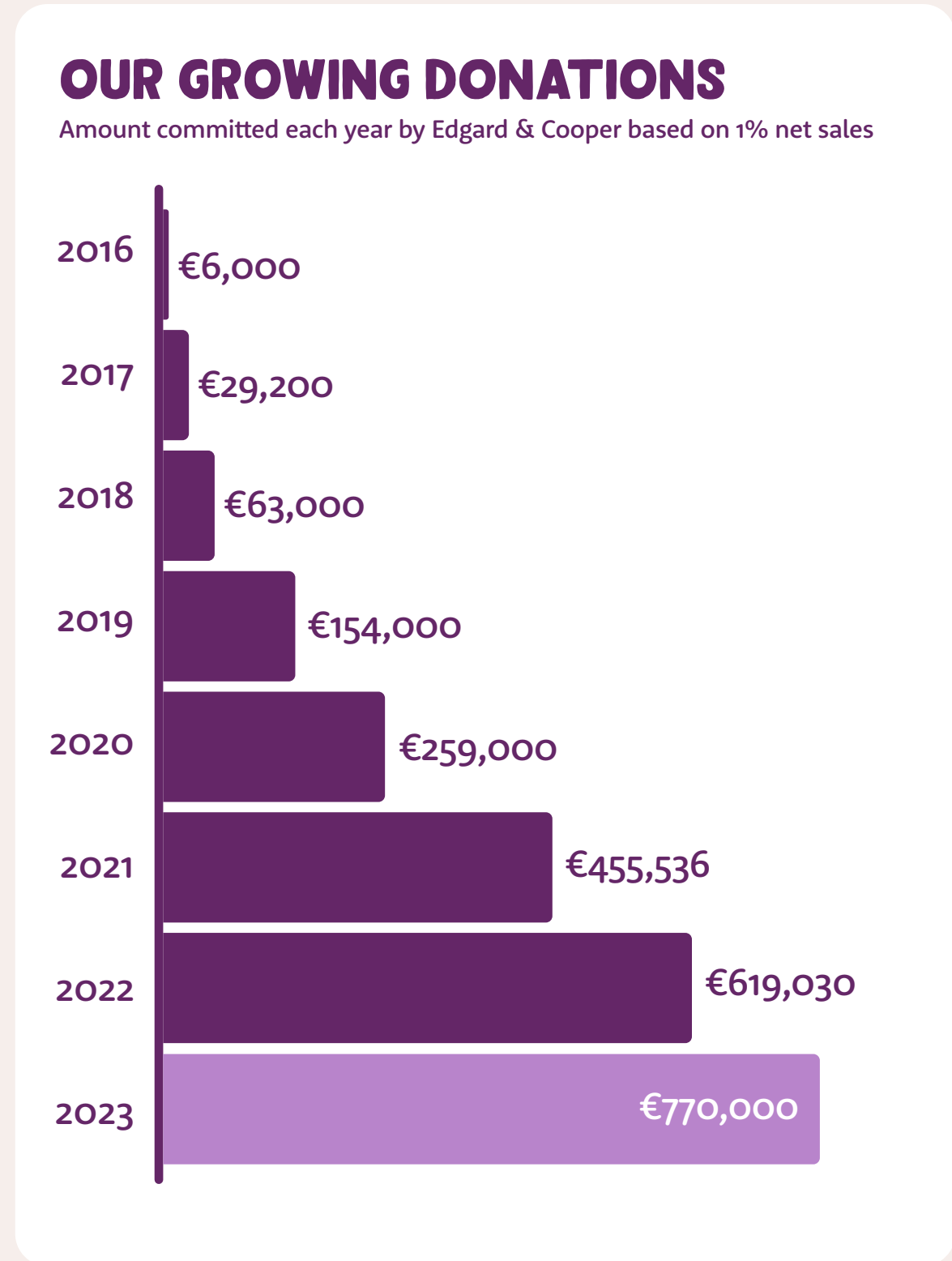


ENDING SUFFERING FOR CATS AND DOGS, EVERYWHERE

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 commit to giving 1% of our net sales to the Foundation every year.

Since 2016, Edgard & Cooper has given €2,378,888 to the Edgard & Cooper Foundation, €770,000 of which was in 2023. In 2023, the Foundation allocated €323,516.50 to five projects, and signed agreements to donate a further €622,722 to 12 partners throughout 2024, including some funding which has been carried forward from previous years.



Our co-founder Jurgen visited the amazing Afripaw, to learn about the work they are doing helping stray animals in South Africa's informal settlements.



€2,378,888

GIVEN TO THE EDGARD & COOPER FOUNDATION TO DATE



IMPROVING THE LIVES OF CATS AND DOGS

Our vision is a world where every dog and cat has access to everything they need to live a long, happy and healthy life.

To achieve this, the Foundation has three main goals, which are based on the Five Freedoms and help to identify charity partners.

These goals are designed to start immediately helping dogs and cats in need, while creating long-term change that will break the cycle of neglect at an individual, community and government level. The projects the Foundation supports are chosen because they explicitly address one of more or these goals.

OUR GOALS

1

STOP THE UNAVOIDABLE SUFFERING OF DOGS AND CATS, ADDRESSING THE ROOT CAUSES WHILE TREATING THE SYMPTOMS.

2

HELP PEOPLE UNDERSTAND WHAT DOGS AND CATS NEED TO LIVE HAPPY AND HEALTHY LIVES, FOR EXAMPLE BY EDUCATING AND INSPIRING RESPONSIBLE BEHAVIOURS AMONG PET OWNERS AND COMMUNITIES.

3

CHAMPION THE LEGAL PROTECTION OF DOGS & CATS, SUPPORTING THE GLOBAL MOVEMENT TO PROTECT AND DEVELOP THE RIGHTS OF DOGS AND CATS.

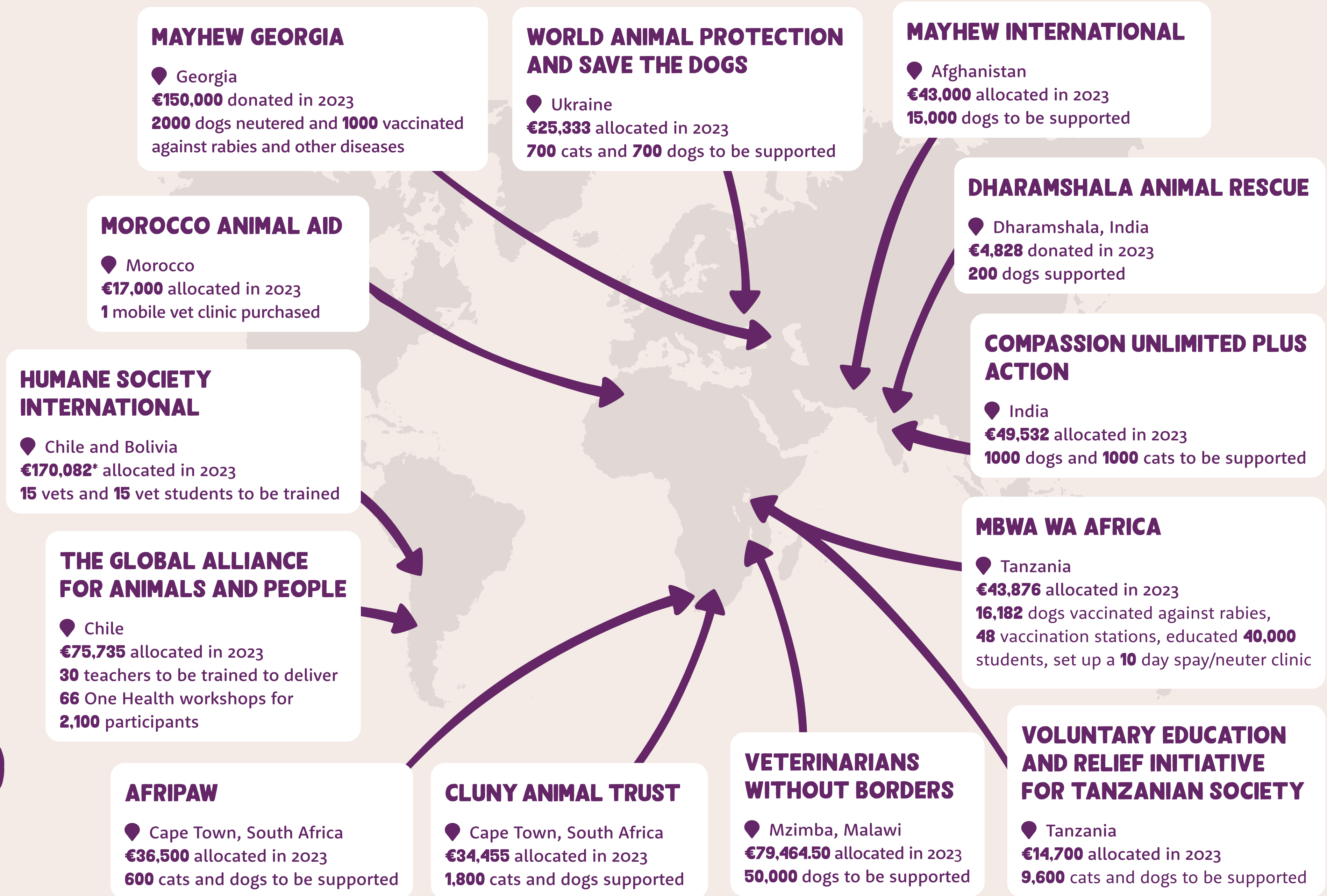


SUPPORTING IMPACTFUL PROJECTS AROUND THE WORLD

This year, as well as supporting existing partners with new projects, the Foundation has partnered with six amazing new charities to help cats and dogs in all corners of the world, from Afghanistan to India, Malawi to Chile.

€323,516.50

DONATED TO CHARITY PARTNERS BY THE FOUNDATION IN 2023



*this is a two year commitment

SUPPORTING GOOD CAUSES, CHANGING LIVES

The following stories highlight just a snapshot of the great work that is taking place around the globe with support from the Edgard & Cooper Foundation.



MAYHEW INTERNATIONAL AFGHANISTAN

Mayhew International is working to improve the welfare of dogs, cats and communities in Afghanistan. The Foundation's donation has funded another round of mass canine vaccinations for 70% of the dog population as well as spay and neuter surgeries, helping to humanely control the dog population and keep Kabul a rabies-free city. Mayhew has also used funds to work with people in the community to raise awareness about rabies, educate them, their families and friends on animal welfare, and improve relationships between humans and dogs.



THE GLOBAL ALLIANCE FOR ANIMALS AND PEOPLE (GAAP) CHILE

Things will never improve for animals if humans are not educated in how to look after them better. From January 2024, the GAAP will deliver a One Health education program to educate students about animal welfare and responsible pet ownership. Their goal is to make it part of the national curriculum, training teachers and helping them to teach their students. With this project, the GAAP also aims to reduce conflict between free-roaming pets and wildlife, while promoting the importance of caring for animals for the good of people and planet. We're so proud to be supporting their work!



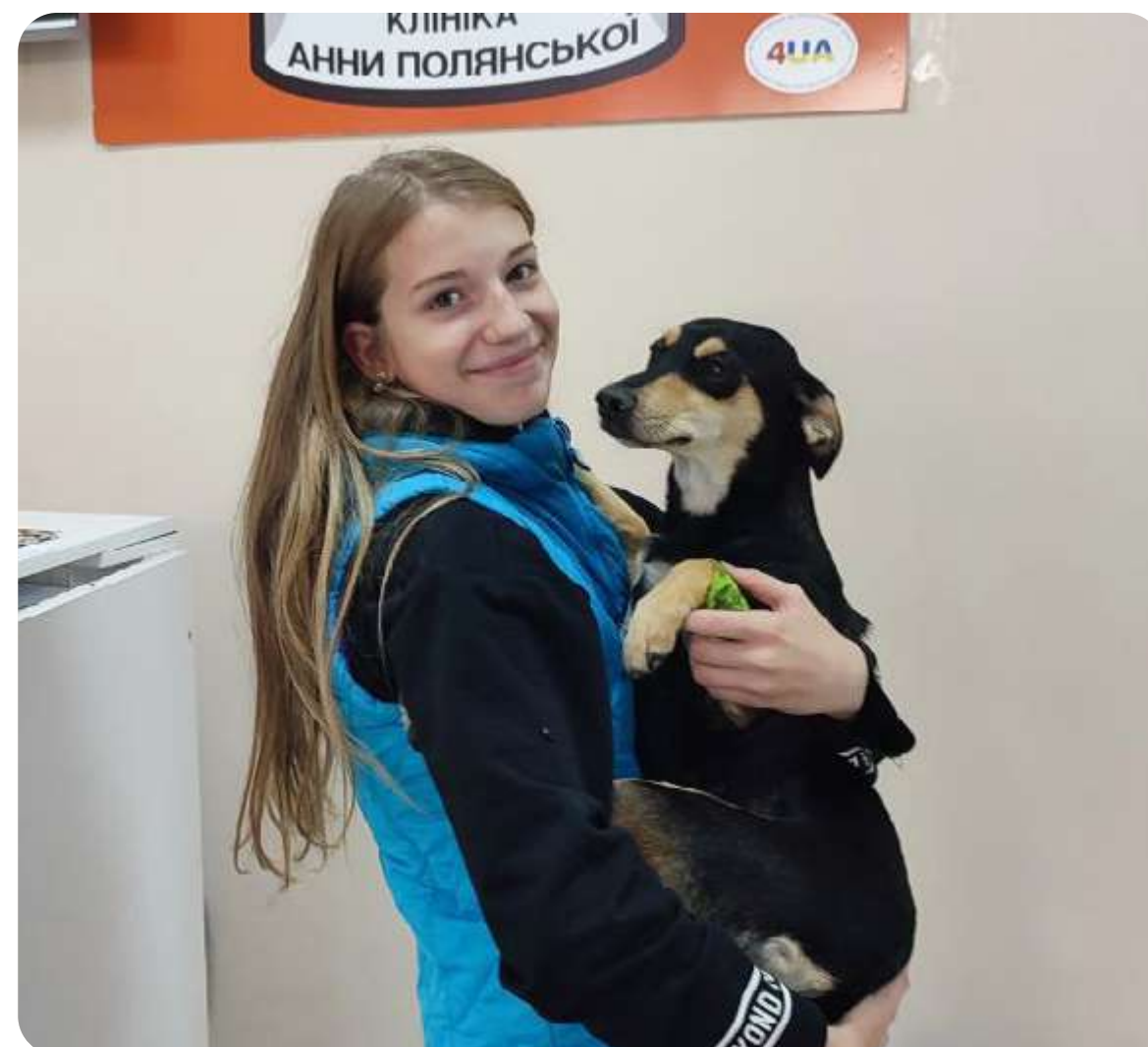
HUMANE SOCIETY INTERNATIONAL CHILE AND BOLIVIA

Humane Society International (HSI) is working to advance the welfare of animals in over fifty countries. With funds from the Edgard & Cooper Foundation, HSI will continue a multi-year partnership to improve companion animal welfare in Chile and Bolivia. These funds will enable HSI to build a five-person team of vets that can travel to remote areas in Chile that do not otherwise have access to veterinary services, and to train fifteen veterinary nurses and fifteen veterinary students in Bolivia in humane spay and neuter surgery.



COMPASSION UNLIMITED PLUS ACTION INDIA

Compassion Unlimited Plus Action, aka CUPA, are a long-standing charity dedicated to the rescue, relief, and care of Bangalore’s stray animals. From December 2023 to November 2024, CUPA will deliver a mass sterilisation and vaccination program for stray cats and dogs. As well as that, with support from the Foundation they will run one of India’s first dedicated sterilisation centres for cats, which will treat thousands of animals and help to educate the community on proper feline care.



WORLD ANIMAL PROTECTION UKRAINE

World Animal Protection are on a mission to end animal cruelty and suffering. They provide emergency aid to animals in need and promote animal welfare. With the Foundation’s support, World Animal Protection are working with Save the Dogs to provide sterilisations, vaccinations and microchips for animals that are brought to their partner clinics in Ukraine, where help is urgently needed amidst the war, to support the overwhelming number of pets that have lost their homes and reduce the spread of rabies. Edgard & Cooper has also sent more than 300,000 meals worth of dog and cat food by truck to help these pets in need.

“I WOULD LIKE TO EXPRESS ALL OUR GRATITUDE TO THE EDGARD & COOPER FOUNDATION FOR ITS PRECIOUS SUPPORT. YOUR HELP HAS BEEN VITAL IN MAKING AN IMPACT ON THOUSANDS OF ANIMALS IN UKRAINE. WE’RE GIVING EMERGENCY VET TREATMENT TO HOMELESS ANIMALS, DONATING MORE THAN 1,100 TONNES OF DOG AND CAT FOOD, BUILDING DOG HOUSES TO ENABLE CATS AND DOGS TO SURVIVE THE WINTERS, REPAIRING ANIMAL SHELTERS, AND MORE. WE COULD NOT DO THIS WITHOUT YOU! THANK YOU FOR GIVING HOPE TO ANIMAL VICTIMS OF WAR AND TO LOCAL PEOPLE LOOKING AFTER THEM IN THEIR COMMUNITIES DEVASTED BY THE CONFLICT”

**SARA TURETTA,
WORLD ANIMAL PROTECTION NL**

THE FOUNDATION IS GROWING

As Edgard & Cooper grows, the Foundation is growing too! In 2023, the Foundation introduced some new measures to improve and streamline the grants application process, including a new application form and updated set of grant conditions.

In 2024, they will appoint a Foundation Advisor to help improve, measure and communicate the impact of the projects they support.



THE FUTURE AND BEYOND

In 2024 we will be starting a conversation with our pack, our partners, our suppliers and our customers, to gather feedback and understand what people think about our sustainability work to date.

By listening carefully, we can make sure we get our priorities right for the years ahead. We'll use our findings to inform our ongoing strategy to update our Zero Pawprint Plan goals and targets to take us through to 2030 and beyond as part of the General Mills family.

We welcome any feedback on this report and our work, please contact our Impact Manager greer.wild@edgardcooper.com

