

FIRST THINGS FIRST

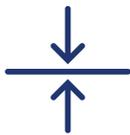
CASE STUDY

How Company of Animals used two foundational projects to kickstart their Sustainability Strategy

Overview

Company of Animals partnered with the Pet Sustainability Coalition (PSC) to conduct two foundational projects: a Greenhouse Gas (GHG) inventory and a Materiality project. These initiatives moved the company's "Embark" program from a vision to a strategy backed by credible, objective data.

Takeaways



GHG inventory provided a quantifiable baseline

for carbon footprint, identifying specific areas like energy use in its UK office as a key opportunity for reduction.



The Materiality project revealed strong alignment on priority issues

between internal and external stakeholders, solidifying the importance of Animal Welfare and Pet Health & Safety.



Both projects highlighted the need for transparency

with a clear demand for more data and better communication to empower employees and partners.

About Company of Animals

Company of Animals is a global pet products company committed to sustainability. The four pillars of People, Planet, Pets and Policy underpin Embark, its sustainability program.

The Challenge

The journey toward sustainability was a clear commitment but lacked a data-driven path. However, they faced a common challenge: turning a broad passion into a focused, actionable strategy.

The Solution

With the GHG inventory and Materiality projects complete, Company of Animals is now well-equipped to tackle its next steps in the Embark Sustainability Strategy, which will be guided by the clear, measurable truths discovered in these foundational projects

Call to Action

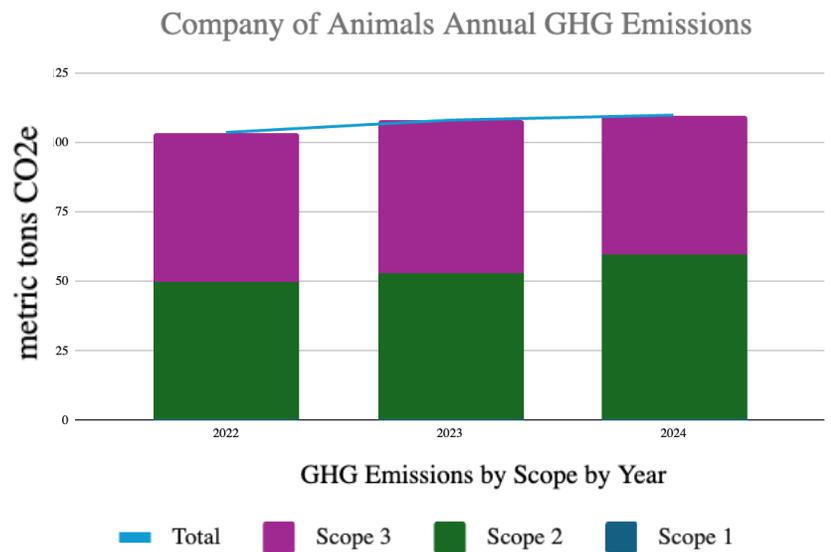
By establishing this data-driven foundation, Company of Animals' experience is a powerful example for any organization, proving that the most effective first step is to measure and understand.

"We launched Company of Animals Embark because sustainability is a journey - not just a quick fix, but a principle embedded in every decision we make. It's a big, complex space, and coming from a supply chain background, I sometimes found it overwhelming and intimidating." - Blair Bolton, Company of Animals Supply Chain Manager



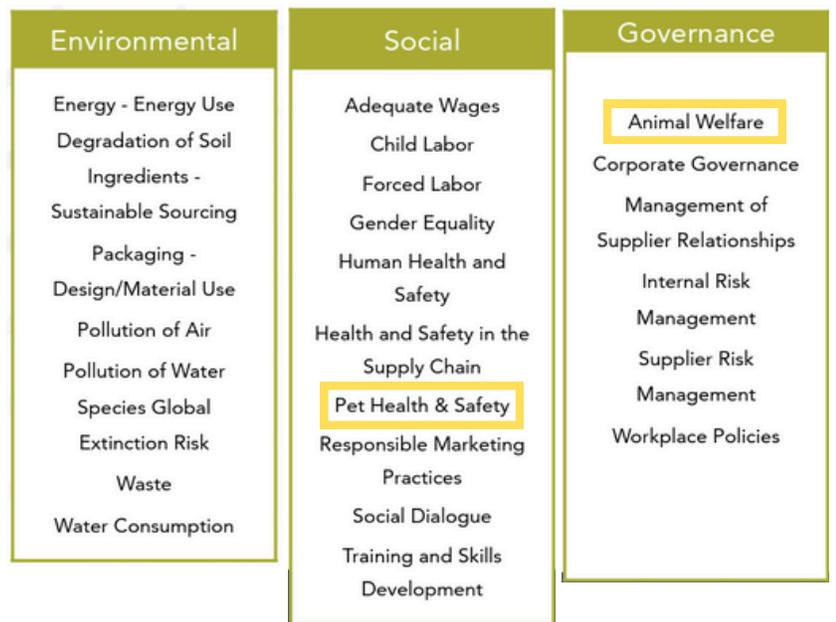
GHG Project

With PSC's support, Company of Animals established 2022 as the baseline year, and completed Scope 1 and 2 emissions inventory for 2022-2024. This inventory provided a crucial objective measure of the company's climate impact, showing a slight increase in emissions over the period. This data is not an end result but a starting point, providing a clear roadmap for targeted, data-backed reduction opportunities, such as prioritizing electricity efficiency for the UK office location.



Materiality Project

Company of Animals' Materiality project was designed to ensure that the company's sustainability efforts were aligned with the values of its community. Through internal and external surveys and interviews, the project identified the most critical issues to stakeholders and the company's business strategy. The company's core team identified 25 topics across Environmental, Social, and Governance areas. Questions centered on these topics, and the results from stakeholders were decisive, with both employees and partners identifying Animal Welfare and Pet Health & Safety as the top priorities.



 Highest priority topics, as identified by internal and external stakeholders.

What's Next

- **Scaling Waste Reduction:** Implementing waste and recycling programs across the value chain.
- **Employee Engagement and Communication:** Launching an employee training program to build deeper knowledge of sustainable processes.
- **Formalizing Reporting:** Setting clear, measurable goals for key areas and establishing a regular reporting cadence to track progress.
- **Sustainability Growth:** Pursuing PSC Accreditation and aiming for B Corp certification.

