



COP Report 2020

Sprouts

THE VALUE OF OUR COMMUNICATION ON PROGRESS REPORT:

A letter from the CEO

I am pleased to confirm that Sprout hereby reaffirms its support of the Ten Principles of the United Nations Global Compact.

According to the environmental principles, Sprout is committed to supporting a precautionary approach to environmental challenges, undertaking initiatives to promote greater environmental responsibility, and encouraging the development and diffusion of environmentally-friendly technologies.

Sprout has, among other things developed a Code of Conduct to ensure that we, as well as all suppliers, operate in accordance with ethical and sound environmental principles as well as in accordance with the legislation on human rights and anti-corruption practices. You can read more about the specific principles and our efforts to operate responsibly in the Code of Conduct on our website www.sproutworld.com

In this annual Communication on Progress report, we detail our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture, and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication, monthly newsletters.

Since 2013, we have been on a journey aiming to engage the world in our mission: Let's Make the World Sprout – inspiring each other to a greener production and consumer practice.

We want to make sustainability fun and easy-to-understand for all, and if we all make small changes in our everyday lives, together we can have a huge impact and make sure that our common planet will be a great green place for many generations to come.

Let's inspire each other to make small changes in our daily lives. That is the idea behind the Sprout pencil.



Sincerely yours,
December 2021

Michael Stausholm

Michael Stausholm
Founder & CEO
Sprout World

THE VALUE OF OUR COMMUNICATION ON PROGRESS REPORT:

2020 – The Year of Development

In 2020 the whole world stood still. We all held our collective breath trying to navigate a new landscape where business as usual, for the vast majority of us, no longer worked.

At Sprout, we were influenced by COVID-19 as the business is 80% focused on B2B. Our main markets of Italy, Germany, France, Spain and the UK and USA all went into lockdown. They did not hold conferences and events as usual, and hotels had no guests – all areas where our pencils were purchased and given as messengers or giveaway gifts to guests. For the B2C market, we were selling on Amazon, but as the company quickly chose to prioritize selling essential items, such as face masks and hand sanitizer, it hit our business. We could not ship the items to Amazon's warehouses and therefore for several months, our products were out of stock.

Our main markets were down, our main business customers and partners were closed, and Amazon locked us out. More than ever before, now was the time to look at our business. How could we get out on the other side, and emerge even stronger? The time was right to turn the bucket upside down. Sprout went into development mode.

A FOCUS ON THE FUTURE

The future drivers were easy for us to agree on and prioritize:

- 1) Brand first;
 - 2) Sustainability, and
 - 3) New unique sales proposals and channels including digital solutions.
- The first two have always been at the core of the business, but now they needed even more attention.

Sprout's overall mission has always been "To lead and engage people in a journey towards a greener future and give everyone the choice and agency to consume according to shared principles for a more sustainable

future". Our vision is that we all begin to think products into a longer life cycle. We need to move away from the 'use and throw away' culture and instead begin in the design phase to conceive the use and post-use situation. And always include how to give back to the planet.

Sidsel Lundtang Rasmussen, Sprout's CEO through the past three and a half years, had been the lead working with and implementing sustainability into Sprout's core business. We didn't see anyone else being able to bring Sprout to the forefront in this area besides her. So, the decision was clear: Michael Stausholm, Founder and previous CEO returned to the CEO chair and Sidsel became the Chief Sustainability Officer and Member of the Board.







SO, WHAT DID WE DO IN 2020?

We developed a new and future-fit strategy with business-focused drivers. One was the development of a new worldwide patented first in the world plantable makeup liner, both eyeliner, browliner, and multifunctional liners. We developed our own webshop so we can now sell them directly to our customers, along with our flagship graphite and color pencils. We also implemented Navision, as part of being ready to scale up. We hired more people to make sure we had the right resources to be able to reach the next level for our business.

Finally, we made big plans how to become a lighthouse for others in the area of sustainability.

Through global climate policy decisions, UN members are, according to the Paris Agreement, committed to contributing to a reduction in greenhouse gas emissions and to achieving global climate neutrality by the middle of this century. This places a great responsibility on companies who are obliged to think in green solutions and circular economy, to contribute to climate objectives, and to leave a greener and better future for generations to come.

SPROUT'S ACHIEVEMENTS IN 2020

-  → Developed a new future-fit strategy
-  → Created the first, worldwide patented makeup eyeliner and browliner
-  → Developed our own webshop to sell makeup, graphite and colored pencils direct to consumers
-  → Implemented Navision
-  → Hired more people so we can reach the next level
-  → Made big plans to become a lighthouse for others in the area of sustainability

CORE AREAS: ACTION, DOCUMENTATION, AND TRANSPARENCY

About the Report

ACTION, DOCUMENTATION, AND TRANSPARENCY

These are the three keywords for an efficient, value-creating, and credible green transition. This is exactly the ambition of this report. The action forms the basis of the green transition, and if green ambitions only remain as ideas without action, it neither creates climatic nor business value. Documentation and validation of green efforts are essential to create a credible green transition and to combat greenwashing.

With well-documented green efforts, we can ensure the outside world that our company is taking its responsibility seriously. In addition, documentation provides a competitive advantage in a market that is only getting greener. Moreover, we need to collaborate, share knowledge, and inspire each other if we are to achieve the climate policy objectives and leave a greener and better planet behind for future generations. Transparency in the green transition is therefore an important way to set good examples, share knowledge, and inspire others to act.

As a global brand, we take our responsibilities seriously and do our best to conserve and renew the planet's resources.

SPROUT'S RESPONSIBILITIES

Through this report Sprout strives to set a good example and to be an inspiration for other companies to act, document and share knowledge. Sustainability is not only something we encourage others to live by, we try to incorporate it into every aspect of our own business.

As the most important KPI going forward, and to comply with EU regulations and requirements, we will document our CO₂e on all three scopes. We will do our due diligence and find areas where we can increase our negative climate footprint, along with areas where we can do even better. The first step in 2021 is to document our impact on a product level. The next step is to document it on the brand.





“The best time to plant a tree is 20 years ago. The second best time is now.”

Chinese proverb

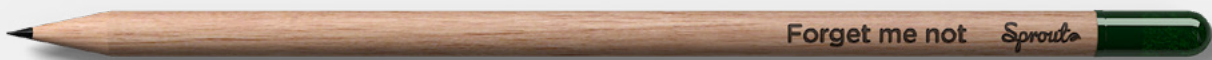


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UN Global Compact: Ten Principles

On March 1 2016, Sprout joined the world's largest CSR corporate citizenship initiative: UN Global Compact. We wish to show our responsibility to respect the UN Global Compact's ten principles and our commitment to internalize these within the company's strategies, policies, and operations.

Based on a materiality analysis, we selected four principles to focus on:

HUMAN RIGHTS:

Principle 2 - Make sure that we are not complicit in human rights abuses.

Working with human rights at Sprout in a business context is paramount. It shows in everything we do – from keeping track and transparency in our supply chain to how we hire new employees. We are aware of the risks of discrimination in employment, and consequently, the focus is also on equal rights and opportunities for all.

Based on our commitment, we have set up a Code of Conduct, published on our website, to make our position clear for all our suppliers, employees, and partners. At Sprout we strive to influence that our employees and all our business partners to respect the International Bill of Human Rights, environmental protection, and other international standards.

KPI 2021: our EU and USA production sites to be SMETA 4 pillar audited by SGS and to become a SEDEX member.

ENVIRONMENT:

Principle 8 - Undertake initiatives to promote greater environmental responsibility.

At Sprout, we are committed to ensuring that our activities contribute positively to our shared resources, and we're aware of our responsibilities. We must respect and preserve biodiversity and consider the effects of our operations and what impact our products have on the future generations in all our actions.

Our environmental focus is manifested through our entire production phase: from the development of an idea to the product and the packaging, through to how the product is treated in the use phase and finally, how it can be recycled or included in nature's life cycle. You can read more on

our environmental initiatives on the following pages. Today all our wood pencils and paper are either FSC or PEFC.

KPI 2021: we will do even more and give back to the forest from where our vast majority of wood to pencils come from. We will partner up with The Polish State Forest, buy land, and plant 11,000 new trees. This new forestry will absorb CO₂, store water, produce oxygen, and contribute to greater biodiversity for various forest species. In the future, a part of these trees will be harvested and dedicated to ecological and certified sustainable wood production.

LABOR CONDITIONS:

Principle 6 - The elimination of discrimination in respect of employment and occupation.

At Sprout, we value all employees and job candidates as unique individuals, and we welcome the variety of experiences they bring to our company. As such, we have a strict non-discrimination policy, where respect, support, and diversity are key aspects. It's a characteristic of Sprout that both our ups and downs are taken together as a team.

We are all passionate about our work and about Sprout and everyone takes part. The tone and feel of the workplace are enterprising, understanding, compassionate, fun, and helpful. Knowledge-sharing between colleagues is an important part of the working day. Going to work every day and feeling that you are helping to make a difference is important for all. This intrinsic motivation is important and a large part of the management responsibility and is a subject we hold sacred and eternally top-of-mind.

KPI 2021: having mechanisms in place to handle employee complaint/input, we will ensure they are reviewed at least every other year, with input to the process from employees themselves.

ANTI-CORRUPTION:

Principle 10 - Businesses should work against corruption in all its forms, including extortion and bribery.

The supplier should establish adequate processes to counter corrupt practices. Such processes should support and be in line with the United Nations Convention against Corruption. Sprout's Code of Conduct describes some listed principles that should as a minimum be managed.

KPI 2020: developed our Anti-Corruption policy and our modern slavery and human trafficking statement.

Sum-up KPI's:

HUMAN RIGHTS:**KPI 2021:**

Our EU and USA production sites to be SMETA 4 pillar audited by SGS and become SEDEX member

ENVIRONMENT:**KPI 2021:**

Give back to the forest from where the vast majority of the wood for our pencils comes from. We will partner up with The Polish State Forest, buy land and plant 11,000 new trees.

KPI 2022:

Document our CO₂e on all three scopes, base year 2021. We will do our due diligence and find areas where we can increase our negative climate footprint and areas where we can do even better. First step is to document our impact on product level. Next step is on the brand.

LABOR CONDITIONS:**KPI 2021:**

Put mechanisms in place to handle employee complaint/input and ensure they are reviewed at least every other year, with input to the process from employees themselves.

EU and US production sites to undergo full SMETA 4 pilar audit, conducted by SGS and Intertek.

ANTI-CORRUPTION:**KPI: 2020:**

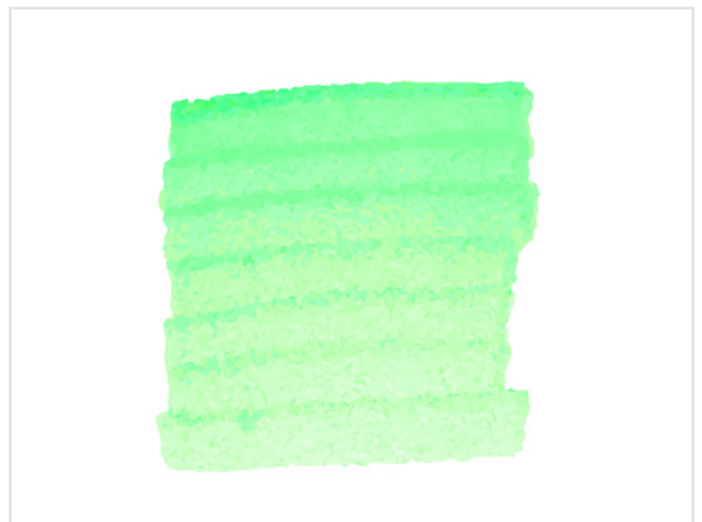
Conducted our Anti-Corruption policy and instituted a modern slavery and human trafficking statement.

WANT TO KNOW MORE?

Read Sprout's Code of Conduct policy at www.sproutworld.com under the menu item:

Requirements from the EU

The EU has launched comprehensive work to regulate the area of sustainability, including companies' work on climate, the environment, human and labor rights, diversity, and the fight against corruption and bribery, both in-house and in the supply chain. In March 2020, COVID-19 emerged in earnest, pointing out the need to tackle global threats against climate, ecosystems, and wildlife as a safeguard against future pandemics. In the following, there is a description of some requirements and challenges set up by the EU. Sprout aims to live up to EU recommendations, expectations, and requirements.



THE EUROPEAN GREEN DEAL

On 11 December 2019, the European Green Deal was presented for the first time. The European Green Deal is a roadmap for making the EU economy sustainable by turning climate and environmental challenges into opportunities across all policy areas, and making change inclusive and fair for all by restoring the way we interact with nature. It includes the climate pact that allows citizens, local communities, and organizations to participate in climate efforts.

Our commitment: We work to protect and maintain biodiversity and contribute to the extension of forests. In 2021 we will enter a partnership with the Polish State Forest to support these factors and help the local community in Poland.

GREENWASHING

A threat to the EU's green ambitions and sustainability requirements is greenwashing. Greenwashing is a term used to describe misleading and sometimes outright illegal marketing, where a company "washes" the unsustainable away to make its product look environmentally-friendly. A green transition is not just about companies taking greater responsibility. It is also about creating greater transparency, which will prevent consumers from being misled. Climate awareness is growing, and consumers are more and more willing to change their consumption habits if it helps the climate and the environment. However, consumers are easy victims of greenwashing, which presupposes that you, as a company, must be transparent in your work with sustainability.

Our commitment: In 2021 we will strive to implement transparency through a third party-verified LCA, Transparency Report, and continue our work with blockchain technology.



THE PARIS AGREEMENT

The Paris Agreement is a legally-binding international treaty on climate change. It was adopted by 196 Parties at COP21 in Paris on 12 December 2015. Its goal is to limit global warming to preferably 1.5 degrees Celsius, compared to pre-industrial levels. The EU launched several initiatives in a wide range of policy areas under the Commission's Green Pact to increase the sustainability of all EU policies. Among other things, it deals with climate neutrality, which is a goal that must be met by 2050 at the latest. Based on the Paris Agreement, the EU announced a new goal in 2020. We must reduce the emissions of greenhouse by 55% compared to 1990 by 2030. If we are to reach these goals, we must all take responsibility and begin to take steps in the right direction.

Our commitment: We are working to ensure climate neutrality through a greater focus on our CO₂ emissions. Our largest CO₂ footprint occurs during transport, and so in 2021 we will initiate a dialogue with UPS. Furthermore, we will work on our climate account and focus on the three scopes to find solutions to reduce our CO₂ emissions in those areas.

KPI: EU REQUIREMENTS

Our overall KPI in relation to the EU's forthcoming requirements and expectations is that we document all green claims as well as other promises and declarations of intent.

We will do our due diligence and find solutions to minimize our CO₂ emissions and exceed expectations.

Our CO₂ accounts will be based on the science-based target framework.

Sprout and the UN SDGs

The sustainable development goals (SDGs) consist of 17 individual goals that oblige all UN members to contribute and promote sustainable development for both humans and the planet we live on. At Sprout, we focus on three SDGs where we believe that we can make the greatest impact and ensure sustainable development.

The SDGs explain the changes the world is facing and communicate how businesses contribute to be a part of the solution. Active involvement in the SDGs is one of the most important communication tools in sustainable development as it provides a common language in the global green agenda across cultures, nations, and continents. At Sprout, we have focused on breaking down the SDGs into a more tangible and hence manageable framework. We then singled out the goals and targets where we realistically believe we can make the greatest impact.

THE GOALS WE ARE COMMITTED TO ARE:



INSTA GRAMMAR
ON THE ROAD

Thyme

Sprouts

Darkness, Take My Hand
... I have a voice, original, haunting and
... which who reach the modern, gritty, street
... Builders, W. V. ...

... Bob, Go
... the labyrinth of the
... LIZINE

SPROUT'S SUSTAINABLE DEVELOPMENT GOALS

Responsible consumption and production


Target 12.4: Responsible management of chemicals and waste

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.


Target 12.5: Substantially reduce waste generation

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

Our planet provides us with an abundance of natural resources, but right now the world consumes far beyond what the planet can produce. Therefore, we urgently need a more sustainable economy and lifestyle to reverse the harm that we have inflicted on the planet. To ensure responsible production and consumption, we all must do our part, and this is exactly what Sprout strives to do.

OUR GOAL: TO ACHIEVE ZERO WASTE PRODUCTS.

KPIs for 2021: to be EN71-1,2 and 3 certified for our graphite and color pencils. To minimize all our packaging, conduct an LCA on our pencil to be able to find where we have the biggest negative impact and hence find solutions where we can improve.

SPROUT'S SUSTAINABLE DEVELOPMENT GOALS

Life on land

**Target 15.1: Conserve and restore terrestrial and freshwater ecosystems**

By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

**Target 15.2: End deforestation and restore degraded forests**

By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

**Target 15.5: Protect biodiversity and natural habitats**

Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

A flourishing and diverse life on land is the foundation for our life on this planet. Forests and trees make the earth livable and provide us with clean air and water while storing vast amounts of carbon dioxide. All over the world, ecosystems face massive threats as forests are harvested because of our rising population and hunger for land and resources. To protect life on land, we all must promote sustainable use of natural habitats, which constitute a huge part of our sustainable efforts.

OUR GOAL: TO CONTRIBUTE TO THE EXTENSION OF FOREST AREAS, BIOMASS WITHIN THE FOREST AREAS, PROTECT AND MAINTAIN BIODIVERSITY AND NATURAL RESOURCES.

KPI for 2021: to establish a collaboration with the Polish State Forest.

SPROUT'S SUSTAINABLE DEVELOPMENT GOALS

Partnership for the goals



Target 17.16: Enhance the global partnership for sustainable development

Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

The global goals can only be met if we work together. The world is closer connected than ever, and international investments and support are needed to ensure innovative technology development, fair trade, and market access. To build a better world, we need to be supportive, empathetic, inventive, passionate, and above all cooperative. This is one of the key elements in our sustainable development.

OUR GOAL: TO CONTINUOUSLY ENTER MEANINGFUL AND VALUE-CREATING PARTNERSHIPS THAT BENEFIT PEOPLE, PLANET, AND PROFIT.

KPIs for 2021: to become a SEDEX member, to enter into partnership with UPS and their carbon neutral freight program, to become a B-Corp member, and to continue to work with UNGC.

The Sprout Pencil

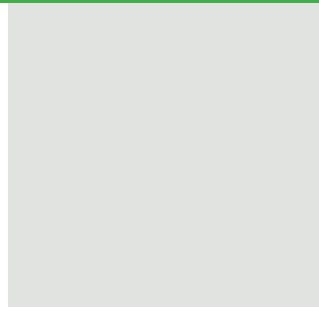
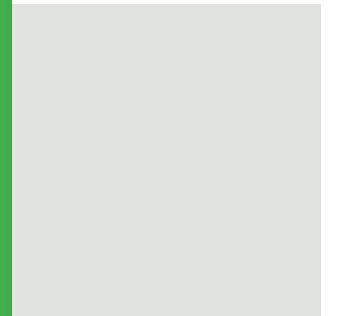


Sustainability at Sprout

LIFE CYCLE

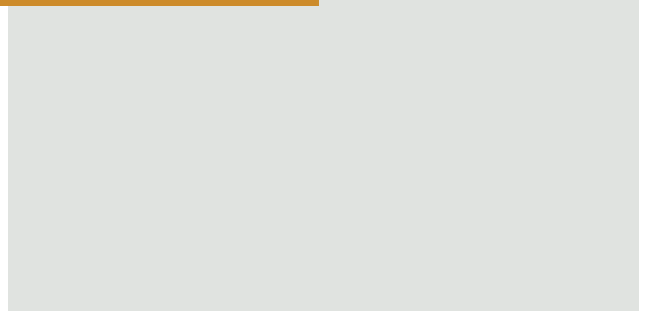
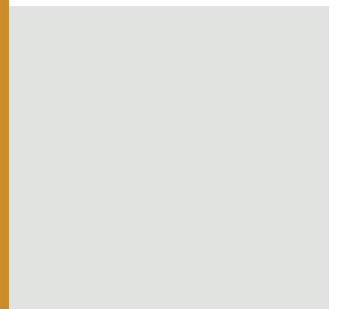
At Sprout, we work with our entire production phase – from the development of an idea to the product and the packaging, through how the product is treated in the use phase, and finally, how it can be recycled or included in nature’s life cycle. Our goal is for all products to be recyclable: to be made from recycled materials or certified sustainable material and to be plastic-free. All our pencils are made of certified sustainable wood from suppliers from the Polish State Forest in our EU production. Our pencil sleeves also originate from certified sustainable wood. This is a way for us to protect the world’s forests and ensure sustainable use. Furthermore, it promotes afforestation and restoration of degraded forests in places where the wood originates.

At Sprout, we’re aware of our responsibilities. We must respect and preserve biodiversity, and we consider in all our actions the effects of our operations and what impact our products have on future generations. The Sprout pencil is REACH compliant and EN71-1, 2 & 3 certified. This means that it follows EU chemicals legislation and ensures that chemicals are used safely with minimal risk to health and environmental impact.



PRODUCTS WITH A SECOND LIFE

What sustainability means to Sprout is to create the best possible conditions and opportunities for people and the environment both now and in the future. We do this, among other things, through our core competence, the development, and sale of green sustainable consumer products. How we work with sustainability is not just something we encourage our customers to promote. We incorporate it into all aspects of our business at Sprout: we aim for zero-waste products and minimal packaging. Sprout breaks with the idea of a linear economy that starts with the extraction of resources and ends up as waste. That’s why we produce products with a second life, that contribute to a circular economy and thereby a more sustainable world. We believe that to begin with, it is better to focus on doing parts right, than doing it all right.



Sustainability at Sprout

FUTURE GOALS

Although our products are designed to be sustainable, it is our ambition to constantly improve our impact even more and document it as well. To contribute and take responsibility, we aim for in 2021 to calculate our emissions through a Life Cycle Assessment (LCA). The LCA is a tool for being totally transparent and increasing our credibility by documenting the action behind all solutions.

Furthermore, we strive to implement blockchain in our business strategy in 2021 to create total transparency. At Sprout, trust is paramount, and therefore it is important for us to show our credibility. Blockchain can ensure just that. Blockchain is a useful technology to ensure transparency and traceability throughout the supply chain for the Sprout pencil and find the gaps where we can do even better in the future. Our work with blockchain will increase and become more developed in 2021.



Partnerships

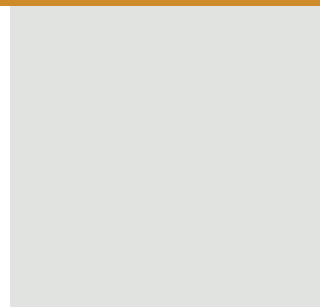
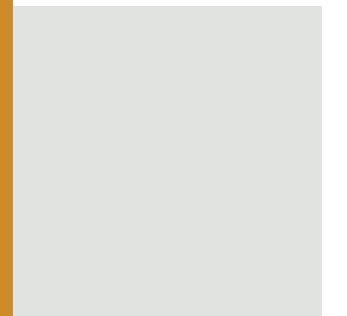
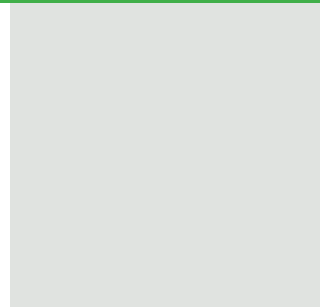
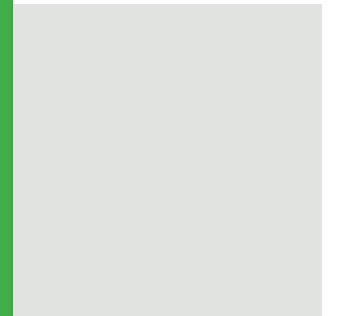
At Sprout, we strive to implement sustainability into the core of our business by rethinking everyday products and inspire to sustainable lifestyles. But also, just as important, we want to be a lighthouse for others, to show how you can do it. We introduce circularity into the whole value chain from product design to end-of-use, we then, hopefully, inspire others to rethink the linear way of producing and using.

POTENTIAL PARTNERSHIP WITH STATE FOREST IN POLAND

We want to give back locally where we take resources. Our goal is to start a dialogue with the Polish State Forests, as our production is in Poland. The Polish State Forests have no collaboration with Danish companies, which is why we want to take the first step and establish a collaboration with them. In this way, we support locally by buying one hectare of land every year, where 4000-6000 trees will be planted and maintained. It will take years until the trees are big enough to achieve their full function. Therefore, we want to purchase Carbon Units to offset until the forestry is big enough to make a climatic difference. A collaboration with the Polish State Forest will contribute to greater biodiversity, afforestation, and reforestation.

GOAL: CARBON NEUTRAL SHIPMENT THROUGH UPS

Furthermore, we have researched where we have our biggest climate footprint. Here we found that our biggest climate footprint is present in freight transport. We have a strong focus on minimizing emissions from transport. Our goal for 2021 is to enter a dialogue with UPS to meet our climate footprint and become CO2-neutral. Our next step on the road to becoming CO2-positive. UPS offers to offset carbon emissions to compensate for the environmental transportation costs for all our shipments to other businesses. Moreover, their Carbon Neutral program support projects that improve forest management, methane and landfill gas destruction, and wastewater treatment. UPS does not offer offsetting projects in Europe, and most of their projects are in the US, which is okay for us as half of our sales through Amazon occur in the US.



B-CORP - SOON TO BE

At the end of 2020, we took a whole self-analyzing round with a desire to become part of the B-Corp community. The B-Corp certification requires the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. To earn the certification, companies must achieve a high enough score on the B Lab's self-assessment. With this certification, it is important to document our ambition to restrict the environmental impact. We can use this ambition together with other companies in the B-Corp community to move towards sustainable development.

17 PARTNERSHIPS
FOR THE GOALS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



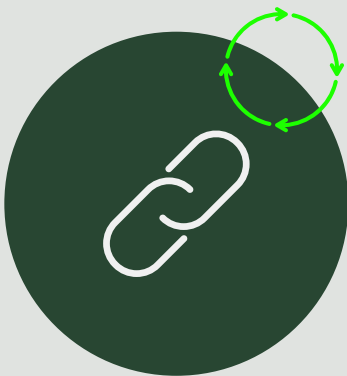
Sprout's future goals

At Sprout we strive to be a lighthouse in the green transition with ambitious green goals for our future business.

To achieve a climate-neutral world by the middle of this century, according to the Paris Agreement, we will take responsibility and continue our work with the SDGs, partnerships, collaborations, and green efforts. Furthermore, we strive to be a 'best for the world' company with the ambitious goals to become carbon neutral in 2022 and carbon positive in 2024. Below is a timeline that forms the framework for a summary of the report's content. The timeline describes what future goals we have, as well as what lies ahead for us in the future.

The overriding KPI in the time to come is our work with our climate accounts, both scope 1, 2 and 3. We will base our work on the Science based Targets (SBT) framework. That is our KPI for 2022.

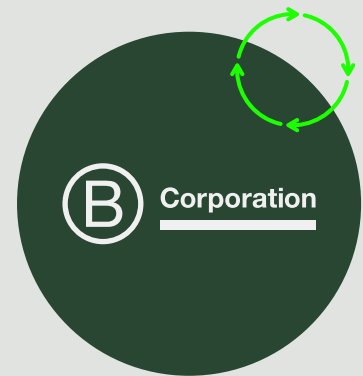
BLOCK CHAIN



CO₂ ACCOUNTING



B CORP APPROVAL



Timeline

2013

- First Sprout pencil produced
- PEFC certified wood (SDG 15)

2015

- PEFC and FSC certified wood (SGD 15)

2016

- EN 71-3 certified (SGD 12)
- UN Global Compact Member (SDG 12)

2017

- Our first COP report for UN Global Compact

2018-20

- Continuous compliance through a fast growth period

2020

- REACH report
- Development of Sprout makeup liners

2021

- EN 71-1,2 and 3 certified and reach compliant (SGD 12)
- LCA of Sprout pencil (SDG 12)
- Partnership with UPS (SDG 17) SEDEX members (SMETA audit) (SDG 12 & 17)
- Climate Neutral Now Participant (SDG 12 & 17)
- Blockchain (SDG 12 & 17)
- Waiting for B-Corp Certification (SDG 12 & 17)
- Partnership with the Polish State Forest (SDG 15 & 17)

2022

- Carbon neutral

2024

- Carbon positive



Contact

This report has been developed by the sustainability department, with lead Sidsel Lundtang Rasmussen, chief Sustainability Officer.

For any questions, please reach out to Ms. Lundtang Rasmussen, sl@sproutworld.com

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