

SunGod.

SunGod Impact Report 2023.



Welcome to our 2023 Impact Report.

This report is an open and honest account of the challenges and successes we face, as we try to build a business that's a force for good. As it's our first edition, we have focused on 2023 but also touch on some of our earlier initiatives.

We denote years in terms of our financial calendar, spanning from October 1st to September 30th.

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Our Mission.

At SunGod, we see a better world; through our lenses, through our actions and through doing business better.

Our planet is our playground, so we're a community-built brand that's sustainable to our core. With you, our mission is multiplied and together we can **See Better**.

When we started SunGod in 2013, we set out to change an industry. The eyewear industry was built on throwaway fast fashion at one end, and brand-inflated, designer products at the other. It was dominated by multinational corporations, who prioritised profit over the experiences of their customers and the health of our planet.

So, we created a business built on three foundations: **better products**, with a **better customer experience**, that were **better for the planet**. Today, these three pillars underpin everything we do at SunGod, and encompass all the initiatives you'll find in this report. They come together to form our overarching mission: to See Better.

**Our impact grows when we work as one.
Thanks for supporting us as we See Better, together.**

Ali and Zoe,
SunGod Co-Founders and co-CEOs.

Our **Three** Foundations.

Better Products.

Our products are built to last. We have offered a Lifetime Guarantee on all products since Day 1, which means every SunGod product needs to offer timeless, durable, and high-performance design.

Better Customer Experience.

Our customers are the lifeblood of our business, and we're constantly finding new ways to enhance the experience we give them. From our market-leading website, to top-rated customer support, to engaging community events.

Better for the Planet.

As an outdoor brand, we feel the impact of climate change first-hand. So, we've become a Certified B Corp™ and embedded a triple bottom line of people, profit and planet into our legal charter.


Impact Highlights.



1%

£277,619 in verified donations through 1% for the Planet since 2021.

Certified




Corporation

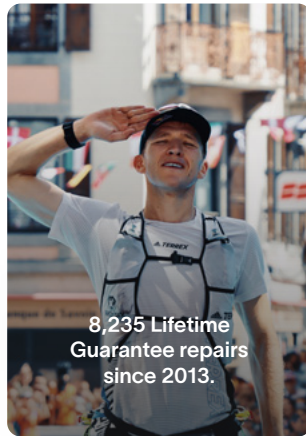
93.7 Certified B Corp™ score, committing us to our triple bottom line.




1,968 tonnes of CO2 emissions offset to date, our whole history.



43,000 Infinite™ recycled frames sold since 2021 launch, with a 7x lower impact.



8,235 Lifetime Guarantee repairs since 2013.



£9000+ raised in 2023 for Shades of Love, through Gold Icon donations.



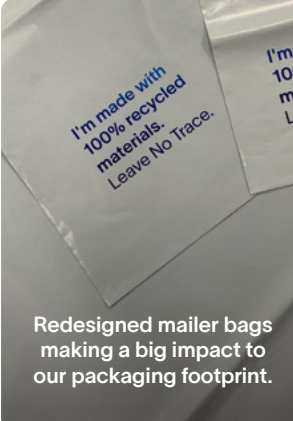
Proudly received the 2023 King's Award for Sustainable Development.



13% customer uptake in Lite Packaging, mitigating 10 tonnes of CO2e compared to our standard packaging.



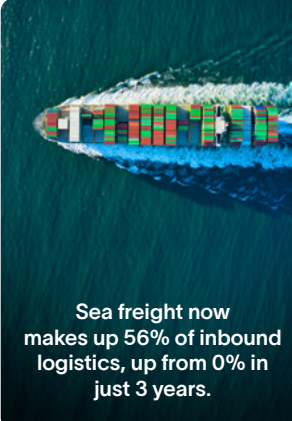
£3m raised in 79 minutes, funding continued growth of our sustainability initiatives.



Redesigned mailer bags making a big impact to our packaging footprint.



63% of offices and stores run on renewable energy.



Sea freight now makes up 56% of inbound logistics, up from 0% in just 3 years.

Our Community.



A Community-Built Brand.

At SunGod, we refer to ourselves as a community-built brand. But what does that actually mean?

Our Partners.

We've joined forces with like-minded sports teams and charities to help grow our brand, spread our message and increase our impact. We have a dedicated Partnerships Team who ask:

- a) is this partnership meaningful?
- b) how could we work together to positively impact our community?

Our Athletes.

Team SunGod is a diverse collection of professional and amateur athletes, who collectively push our mission, values and initiatives out to the world. From world number 1 athletes and Tour de France winners to sports community leaders and charity campaigners, Team SunGod is made up of hundreds of individuals who are change-makers in their disciplines.

Our Tribe.

Our Tribe is our internal team: a lean and dynamic group of forward thinkers, who are committed to driving our mission forward and aren't afraid to break the mould. We offer everything from flexible working and mental health support, to donation matching and work-from-anywhere weeks, knowing that our team needs the best tools and support to achieve industry-changing results.

Our Business Communities.

We're a B Corp™, a member of 1% For The Planet, and a 100% Crowdfunded company, giving us access to a wealth of business knowledge and advice. From quizzing other B Corps about their sustainable business practices, to asking our community of 3000 customer-investors their views on our next big project - we use the spirit of collaboration across to learn and grow, day in day out.

1% for the Planet.

A simple idea with a far-reaching impact.



What is 1% for the Planet?

1% for the Planet is a global network of businesses on a mission to prevent greenwashing and accelerate environmental giving. Each member business is committed to donating at least 1% of annual revenue to environmental organisations.

Why have we joined?

We became a 1% for the Planet member in 2021, with the aim of improving our business transparency and holding ourselves accountable for giving back.

Since then, we've donated at least 1% of our annual revenue to environmental charities each year, and 1% for the Planet have verified each donation.

Our Impact in Numbers:

Certified Givings

£277,619

Verified Years

3

Non-Profits Supported

12



Partnerships with Purpose.

**“SunGod isn’t just a supporter;
they’ve been creative and
impactful to our mission.”**

Niklas Huppmann
Shades Of Love Co-Founder

Partnerships with Purpose: People.

We're committed to our triple bottom line of people, profit and planet. We seek to grow our positive impact on people by working closely with two humanitarian charity partners, The Bike Project and Shades of Love. We use our products, our marketing influence and our fundraising reach to support their essential work.



As an eyewear brand, there's no partnership more fitting than our alliance with the world's leading non-profit for eyesight protection: Shades of Love.

Shades of Love collect sunglasses and distribute them to communities in remote, high-altitude regions in the Himalayas and Andes, where powerful UV means up to 80% of indigenous populations suffer from eye disease or blindness in their lifetime.

Through Shades of Love, we're able to donate our factory seconds to those who need them most. These pairs still offer 100% UV protection, they just don't meet our high quality control standards - usually due to small cosmetic faults. This way, we keep our products in circulation, and Shades of Love repurpose them where they're needed most; it's a win-win. As well as 1,008 product donations, we've given £8,788 to support Shades of Love financially.

THE PROJECT

The Bike Project gets refugees and asylum seekers on bikes. The charity teaches refugees and asylum seekers in the UK how to cycle, and provides bikes so they can access free, independent transport.

The aim is for beneficiaries to leave with a free mode of transport, which gives them access to essential resources like healthcare and food banks. In turn, this fosters independence, community, and a sense of ownership for refugees and asylum seekers.

Comfort came through TBP's programme after arriving as a refugee from Nigeria, and last year we worked with TBP to tell her story. Watch our film [here](#).

Partnerships with Purpose: Planet.

We're a sports brand, and all the sports markets we play in have one thing in common: they're done in the great outdoors. That means we have a responsibility to protect our playground, and one way we do this is through our incredible planet-focused charity partners.



2023 marked our 5th year of partnering with POW UK, and their mission has never been more urgent.

POW UK help passionate outdoor people become effective climate advocates - and at SunGod, we saw the need for this firsthand last winter, when our Verbier HQ in the Swiss Alps saw some of the lowest snow levels on record.

Last season we designed a goggle strap and microfibre with POW UK to help raise awareness and funds for their cause, and together have raised over £22,000 since we started working together. These funds go directly towards supporting POW UK's operations, awareness campaigns and community outreach.



SAS is a marine conservation charity working with communities to protect oceans, waves, beaches and marine life.

Last year, we launched a sunglasses collection with SAS featuring recycled material in our lenses for the very first time. These lenses are extremely challenging to manufacture, due to the high purity material required, but they're worth it - they have a 43% lower carbon footprint than virgin lenses. Proceeds from the collection have raised £3500 for SAS.

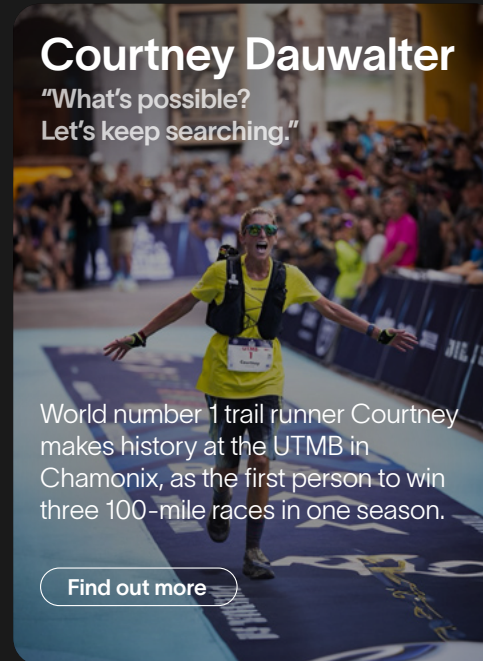
We also supported SAS through a community river clean on our local riverbank in Hammersmith, London. This formed part of SAS' Million Mile Clean, educating our community about the charity and clearing 40 bin bags full of litter from our local waterway.

Team SunGod.

Team SunGod unites our Athletes and Ambassadors. This collection of talented sportsmen and women ranges from **Olympians** and **World Champions** - the very best at what they do - who represent SunGod on the global sporting stage, to passionate amateurs who spread the SunGod message at grassroots levels, in their local teams and clubs.

We find strength in our diversity, and we're committed to making the Team SunGod roster as representative and diverse as possible. We're not there yet - but we're moving in the right direction.

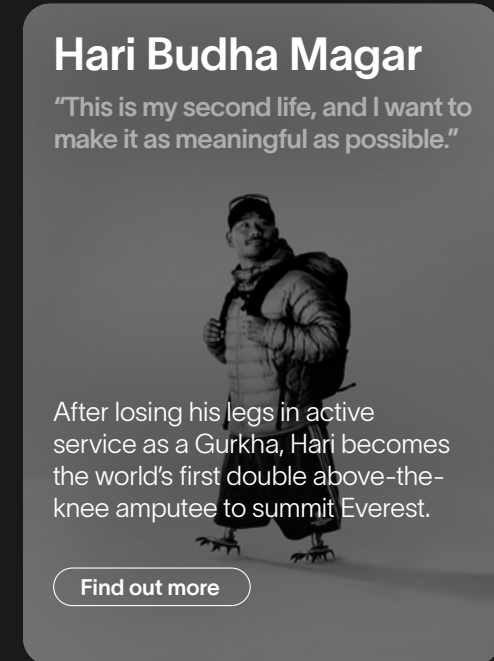
We're incredibly proud of what Team SunGod has achieved in recent months. **Here are just a few highlights:**



Courtney Dauwalter
"What's possible?
Let's keep searching."

World number 1 trail runner Courtney makes history at the UTMB in Chamonix, as the first person to win three 100-mile races in one season.

[Find out more](#)



Hari Budha Magar
"This is my second life, and I want to make it as meaningful as possible."

After losing his legs in active service as a Gurkha, Hari becomes the world's first double above-the-knee amputee to summit Everest.

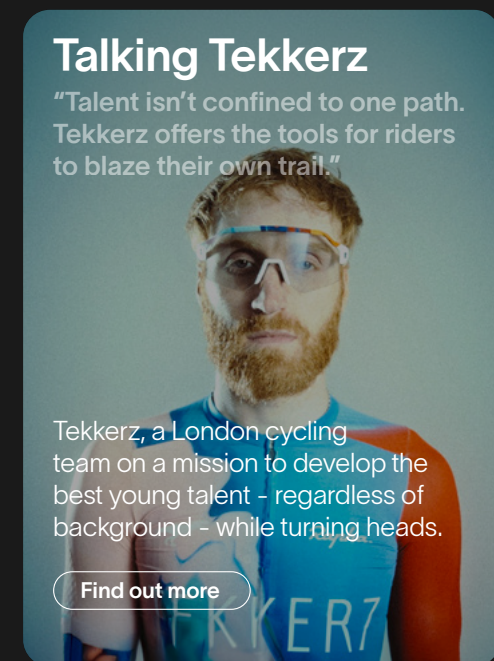
[Find out more](#)



Sam Holness
"My disability is my superpower."

Sam Holness becomes the first athlete with autism to compete at the Ironman World Championships in Hawaii.

[Find out more](#)



Talking Tekkerz
"Talent isn't confined to one path. Tekkerz offers the tools for riders to blaze their own trail."

Tekkerz, a London cycling team on a mission to develop the best young talent - regardless of background - while turning heads.

[Find out more](#)

Momentum.

The more momentum we make,
the more change we create.

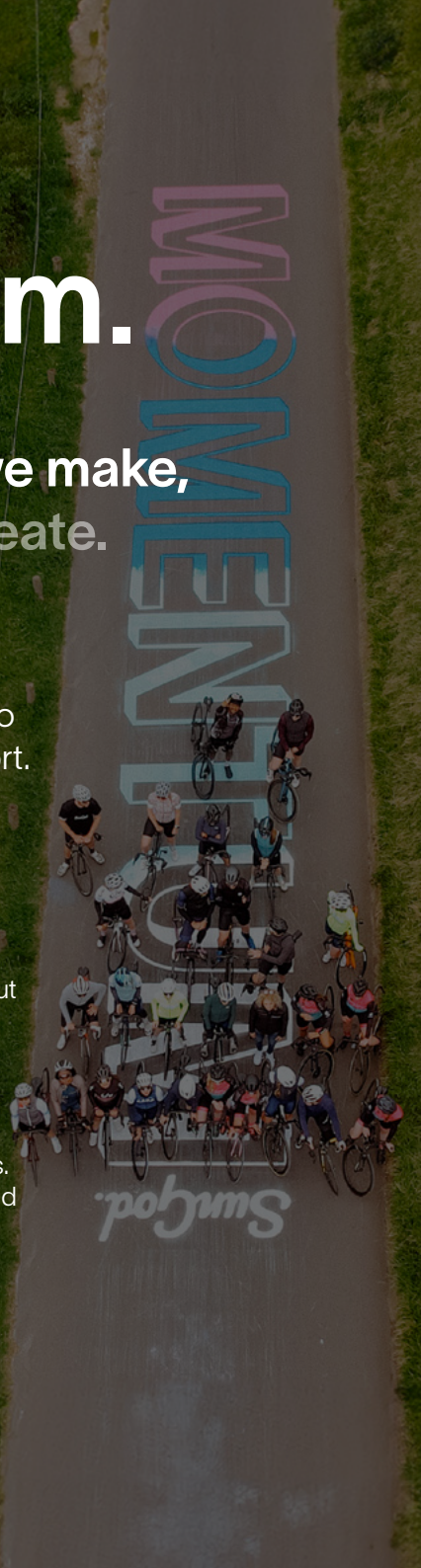
Our Momentum campaign launched in Summer 2022, and was aimed at capturing the momentum that went into an incredible summer for women's sport.

Our ongoing campaign aims to harness the momentum going into women's sport and use it to build a better, more equal sporting landscape.

We've done everything from a painting a guerrilla mural on Box Hill in the dead of night, to handing out free SunGods to young fans at the Tour de France Femmes, to heroing the stories of pregnant Team SunGod athletes.

Together, these initiatives aim to get the next generation of female athletes engaging with sports. This has a huge impact from the school playing field right through to the boardroom.

[To learn more, hear from our co-founder and CEO, Zoe.](#)



Equality starts at home. Within the SunGod Tribe, our internal team, we've consistently maintained 50-55% female representation in our team since 2021.

Female Employees

54%

Female Management Team

43%

In Team SunGod, our female athlete representation dropped by 8%, due to a few key contracts ending. In our Ambassador Team, it is a similar story, dropping from 43% in 2022 to 39% in 2023. We know this is a step back, and are setting plans to turn this around.

Female Ambassadors:

2021

36%

2022

43%

2023

39%

Our Tribe.

Collecting the best minds, so we can change the world.

At SunGod, we know our internal team - our Tribe - is our most important asset.

So, we've built a comprehensive benefit system to make our workplace as fulfilling, inclusive and supportive as possible. That way, our team can achieve their full potential and drive SunGod forward every day.



Spill.

Free mental health support and therapy. 186 hours of support used since launch, as we encourage our team to prioritise their mental wellbeing as much as their physical health.



Training.

Unlimited hours of professional, cross-skill and life-skill training for each employee. This has been used for everything from French lessons to a week's Mountain Leader training.



Work From Anywhere.

We offer flexible working as standard, but in October 2023 we took this to the next level with a new policy allowing employees to work from anywhere in the world, for up to 4 weeks a year.



Fair Hiring.

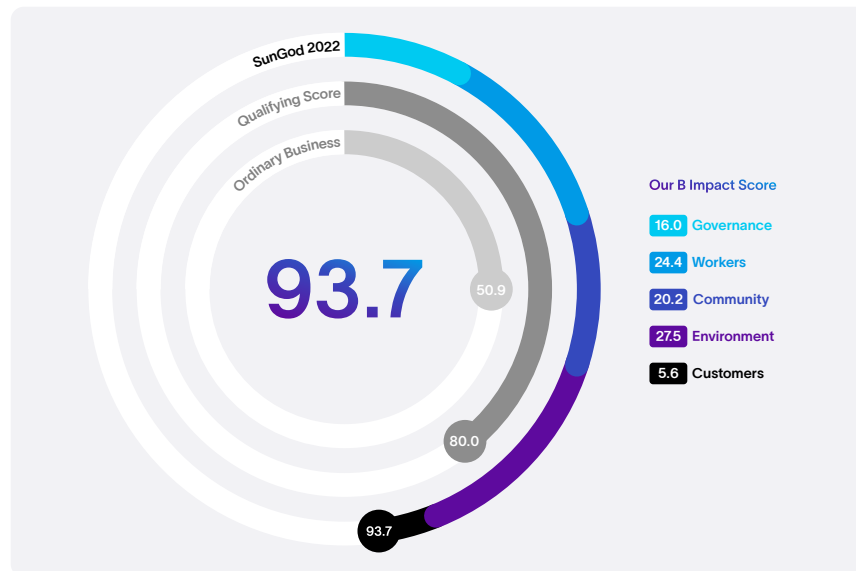
We remove names, photos, and other details from each application. This helps us to hire the right people in a fair and unbiased way, leading to a stronger, more diverse team.



We are a B Corp™

High standards of social and environmental performance, day in, day out.

As a Certified B Corp™, we're legally committed to our triple bottom line of people, planet and profit. We're proud to have joined the B Corp™ community in Summer 2022, with a strong score of **93.7 points**.



What is a B Corp™?

"B" stands for Benefit for All. B Corp™ Certification verifies that a company meets high standards of social and environmental performance, accountability, and transparency. Its in-depth assessment process challenges businesses to re-think, re-imagine, and improve every aspect of their work.

How did SunGod become a B Corp™?

At SunGod, sustainability has always been at the heart of our business, so when we started the B Corp™ journey we were already in a strong position. But the rigorous assessment got into the nitty-gritty of our business, leaving no stone unturned to make sure that every claim is backed up by genuine, substantive actions behind the scenes.

From formalising inclusive hiring practices and flexible working policies, to improving relationships with suppliers, to developing new recycled materials to reduce our carbon emissions, the B Corp™ framework helped us improve every area of our business, across people and planet. We're now proud to call ourselves a B Corp™, joining a global community of 8000 companies setting a new standard worldwide.

But this is just the start. To maintain B Corp™ status, we'll need to recertify every 3 years, and we aim to do so with a continually improving score.



Why does becoming a B Corp™ matter?

It means people and planet carry as much weight as profit.

It means we're **actively protecting the planet**. To become B Corp™ Certified, we've measured the carbon impact of our business, taken key steps to reduce it, and identified the areas where we can make even more of a positive social and environmental impact going forwards. From becoming certified Carbon Neutral to increasing our use of Infinite™ materials, we're already doing a lot here. After all, as an outdoor brand, our planet is our playground - protecting it must remain our priority. But joining the B Corp™ community holds us accountable, and pushes us to do even more to protect our natural world.

It means we're **using business as a force for good**. B Corp™ is all about creating a movement of people using business to inspire positive change in the world. At SunGod, we're a community-led brand, made up of athletes, ambassadors, partners, employees and customers, and becoming a B Corp™ puts our community front and centre in our business decisions. From offering free, unlimited mental health support to our employees, to using our platform to promote increased intersectionality in sport, to levelling up our charity work with partners like Surfers Against Sewage, we're making positive social changes to create a fairer and more equitable world. Together, we're trying to create a global shift in the way brands do business.

It means **we can be trusted**. In order to certify, our efforts towards our triple bottom line (People, Planet and Profit) are third-party verified by B Lab™. Greenwashing is rife in today's marketplace, and it can be hard to know if a brand is actually working to protect people and planet - or if they just say they are. We want our community to know that they can trust the claims we make about our products and our actions. As a brand with B Corp™ Certification, we're reassuring people that SunGod operates under high levels of integrity, transparency and accountability.



The King's Award for Sustainable Development.

These prestigious business awards celebrate the success of innovative British businesses. They celebrate those who are leading the way with pioneering products, delivering game-changing social mobility programmes, or breaking new ground with their sustainable development practices.

After a detailed assessment, which dug into every element of our sustainability initiatives - from how they link to the UN Sustainable Development Goals, to how they impact our employees and our customers, to ultimately how they create positive change in the world around us - we were awarded the prestigious accolade.

Our Products.

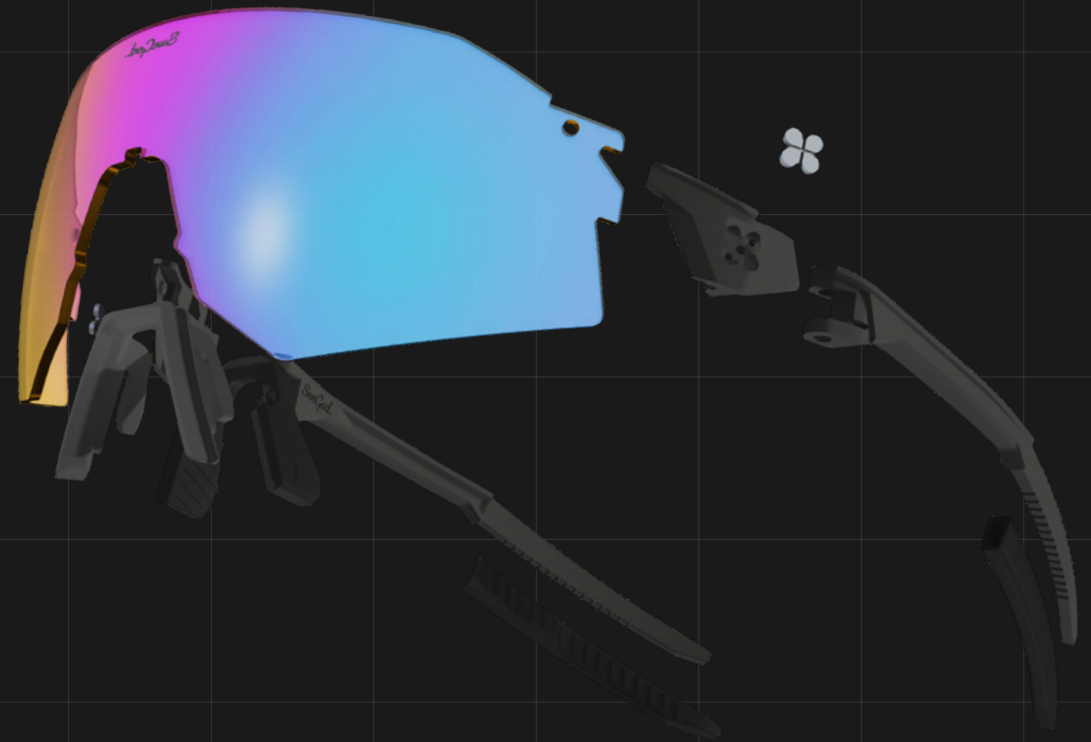


“Better Products” lie at the heart of our business, as one of our three founding pillars.

Our carbon footprinting revealed that the majority of our carbon emissions come from our inbound logistics, which refers to the movement of products from our manufacturers to our warehouse. So, the single biggest way we can tackle this is through creating ultra-durable products, and repairing instead of replacing. We strive to avoid adding to the 4 million sunglasses thrown away annually in North America, let alone the rest of the world.

So, every product we create is designed with durability in mind, including:

- Ultra-flexible TR90 frames that flex instead of snapping
- Pop-Lock™ Screwless hinges to remove weak points
- Triple-layer scratch-resistant lens coatings
- Capsule designs to allow easy repairs

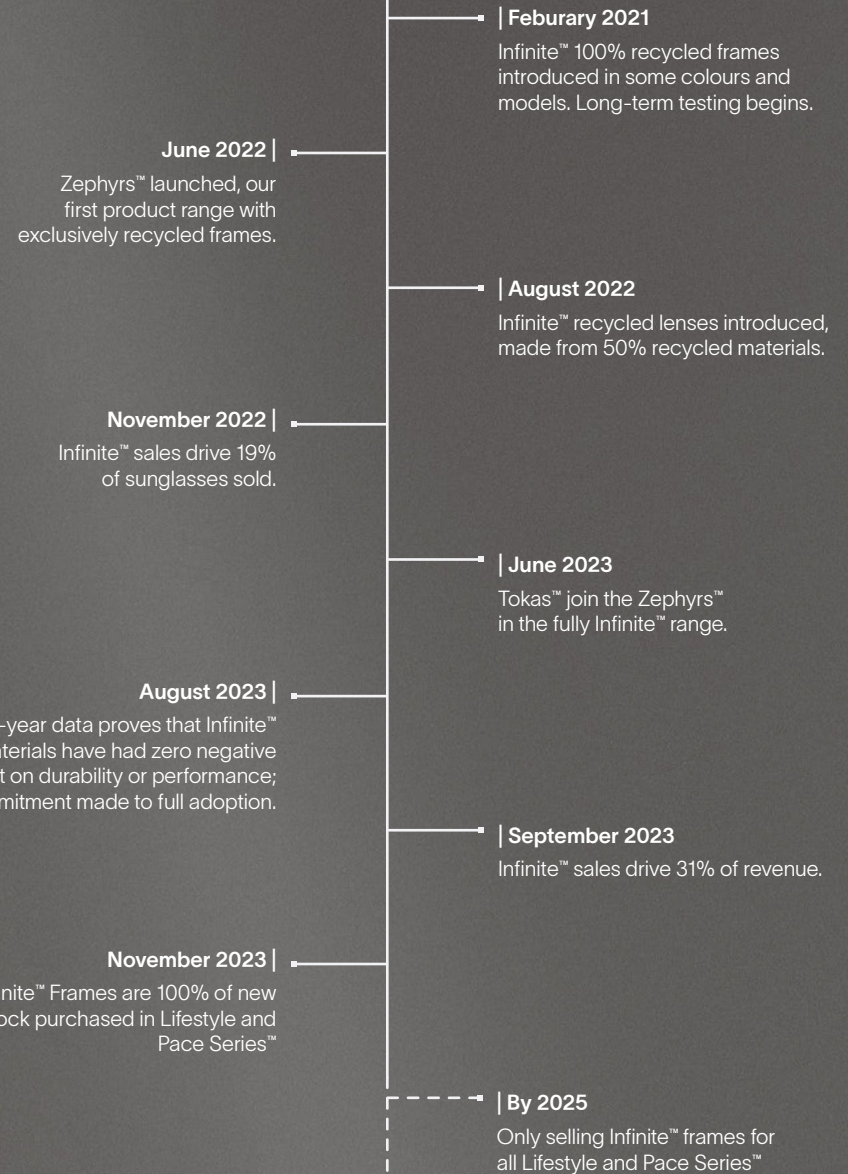




Infinite™

We're on a mission to fully phase out virgin plastic in our frames by 2025, using Infinite™ 100% recycled frames instead. After 2 years of testing, we're confident these offer the same durability and comfort as their virgin counterparts, but with a **7x lower carbon footprint, verified by ClimatePartner in 2022.**

We also offer **Infinite™** recycled lenses. Recycled lenses are much harder to manufacture than frames, as they require a higher material purity, which is why very few eyewear brands offer this. Our Infinite™ lenses contain **50% recycled material**, and reduce CO2 emissions by 43% in comparison to virgin lenses.



Low-Impact Packaging, as Standard.

Better materials.

Our basic packaging is made from recycled and recyclable materials, except the small magnets in our boxes. We have removed 4 of the previous 6 pairs of magnets to reduce the impact.

Improved design.

Our outer boxes are designed to maximise sustainability messaging through the opening experience, while packing flat for low volume during shipping. They're thinner and offer a better opening experience than our previous packaging.

Recycled, recyclable, reusable.

In 2022, we redesigned our mailer bags, shifting from 80% to 100% recycled material. Now, they're also custom-sized, cutting the average weight of our mailer bags by 38%. This prevents hundreds of kilograms of wasted plastic every year. They also feature a resealable adhesive strip so they can be used again.

From plastic bottles to protective pouch.

Our microfibre pouches are made from 100% recycled plastic bottles. They double up as a lens cloth, to minimise production emissions.



Lite Packaging.

Less is More.

In 2023, we introduced a Lite Packaging option at checkout, with the aim of reducing weight and therefore lowering the carbon emissions of each order. Lite Packaging options reduce weight as follows:

- from 108g to 42g for Lifestyle Series™
- from 164g to 63g for Pace Series™
- from 274g to 96g for Snow Series™

Reducing weight causes a significant reduction to the carbon footprint of a product or packaging.

Getting back to basics.

Our Lite Packaging strips the unboxing experience right back, by removing all non-essential elements. That means customers simply receive their SunGods and a microfibre pouch, in a 100% recycled cardboard box. We leave the Booklet, Inner Box and Sticker Pack behind to reduce the weight and carbon footprint.

Empowering through choice.

By offering the option of Lite Packaging, we aim to challenge customers to consider the impacts of their purchases in an interactive way and empower them to make considered purchases, at SunGod and beyond.

Aiming to be small.

In the first 5 months after launch, we saw an average of 13% of customers choose Lite Packaging across our series, preventing 10 tonnes of CO2e emissions.



Lifetime Guarantee.

Our Guarantee has been at the heart of our business since Day 1.

Keeping your gear in play is better than throwing it away. This has been a SunGod mantra since we set out, armed with the knowledge that throwaway culture was rife in the eyewear sector.

We put this phrase into practice by creating ultra-durable products, backed by our unrivalled Lifetime Guarantee. Our Lifetime Guarantee service allows us to recondition old and damaged products, keeping them in circulation and offering a world-class customer experience at the same time. This keeps our footprint down while also converting customers into lifelong brand advocates.

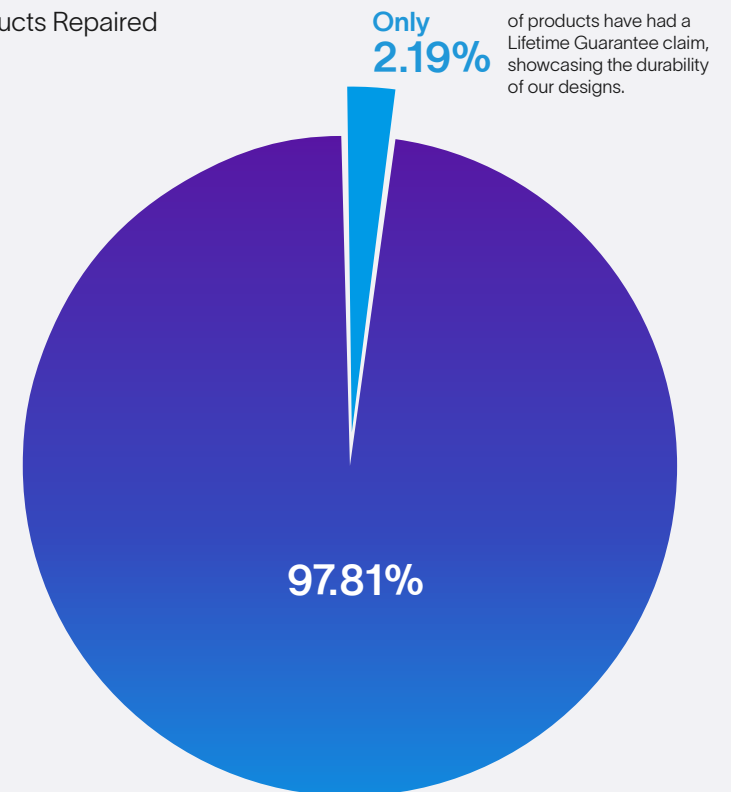
By repairing 8,235 Lifetime Guarantee claims, 8,673 kg CO2e was mitigated by stopping the cradle-to-gate emissions of new products.

Our products are designed to offer simple repairability and recyclability, so we can replace damaged parts and keep the rest of the product in use. Featuring:

- **Interchangeable Lenses**, which customers can swap at home
- **Pop-Lock™ Screwless Hinges**, which remove metal hinges to increase durability
- **Removable Icons**, which can be removed after product build

Lifetime Guarantee Claims since Day 1.

- Products without Repair
- Products Repaired



Our Environment.

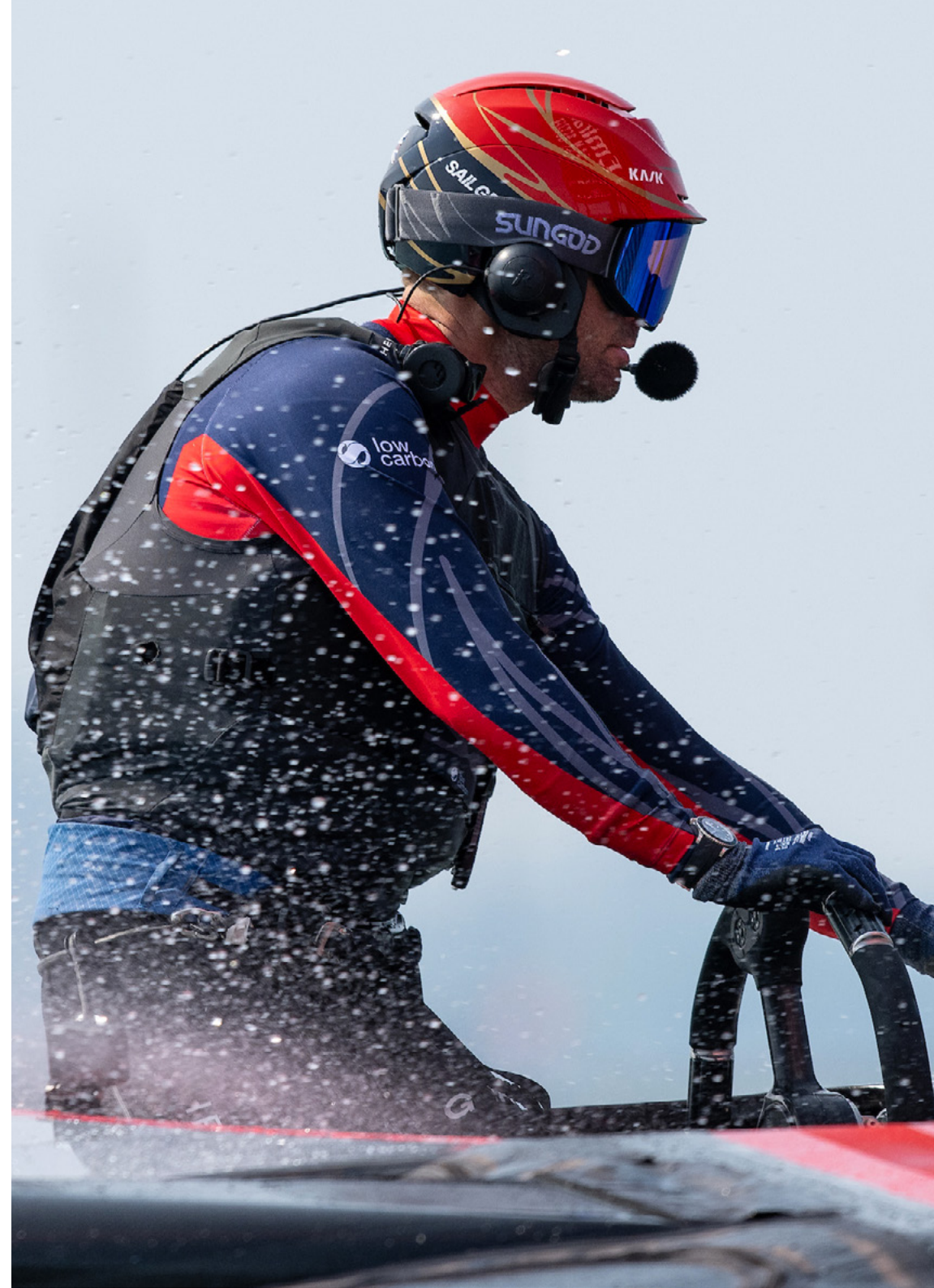


Tackling climate change using actions that matter.

From our sailing teams seeing sea levels rise around them, to our snowsports athletes watching the mountains get less white every year; as an outdoor brand, our planet is our playground, and we feel the impact of climate change first-hand. Together with our community, we feel duty-bound to do everything we can to protect the world around us.

We're measuring our carbon footprint, reducing it proportionally year-on-year and compensating for it at the same time – steps we believe all organisations should be taking. Unpicking our impact on the climate has allowed us to tackle it with the most meaningful steps first, starting with our supply chain.

We're also not ignoring our current and historic impact. On top of the reduction work we're doing, we're also supporting verified offset projects, allowing us to minimise our future impact while taking responsibility for our existing emissions.



One footprint at a time.

The devil is in the detail.

Every year, we measure our carbon emissions. In 2021, we measured right back to the first pair of SunGods ever sold, in 2013. We calculate our emissions across Scopes 1, 2 and 3, meaning we have a full and detailed understanding of our footprint; for both our products and our operations.

The graphs demonstrate how our business has grown in size, and our carbon footprint grew with it in 2022. However, thanks to the hard work and commitment of our team, in 2023 our carbon footprint has reduced back down to just +6% of our 2021 baseline year.

This is a huge 36% reduction in our Carbon Intensity by Revenue (Tonnes CO₂e per £m) from our baseline year.

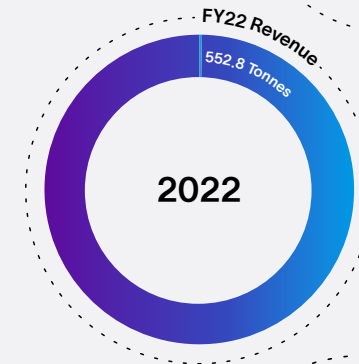
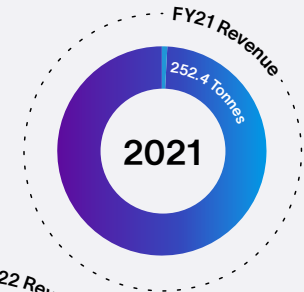
100% of calculated emissions have been offset, across scopes 1, 2 and 3.

Measured Carbon Footprints, 2021-2023.

Scope 1
 2021: 0.2 tonnes
 2022: 0.3 tonnes
 2023: 0.4 tonnes

Scope 2
 2021: 2.6 tonnes
 2022: 2.3 tonnes
 2023: 0.4 tonnes

Scope 3
 2021: 249.6 tonnes
 2022: 550.2 tonnes
 2023: 267.5 tonnes



Carbon Intensity by Revenue in 2021

49.6 Tonnes
(per £m)

Carbon Intensity by Revenue in 2023

31.9 Tonnes
(per £m)

Oceans are better than skies.

Facing our biggest carbon culprit: inbound logistics.

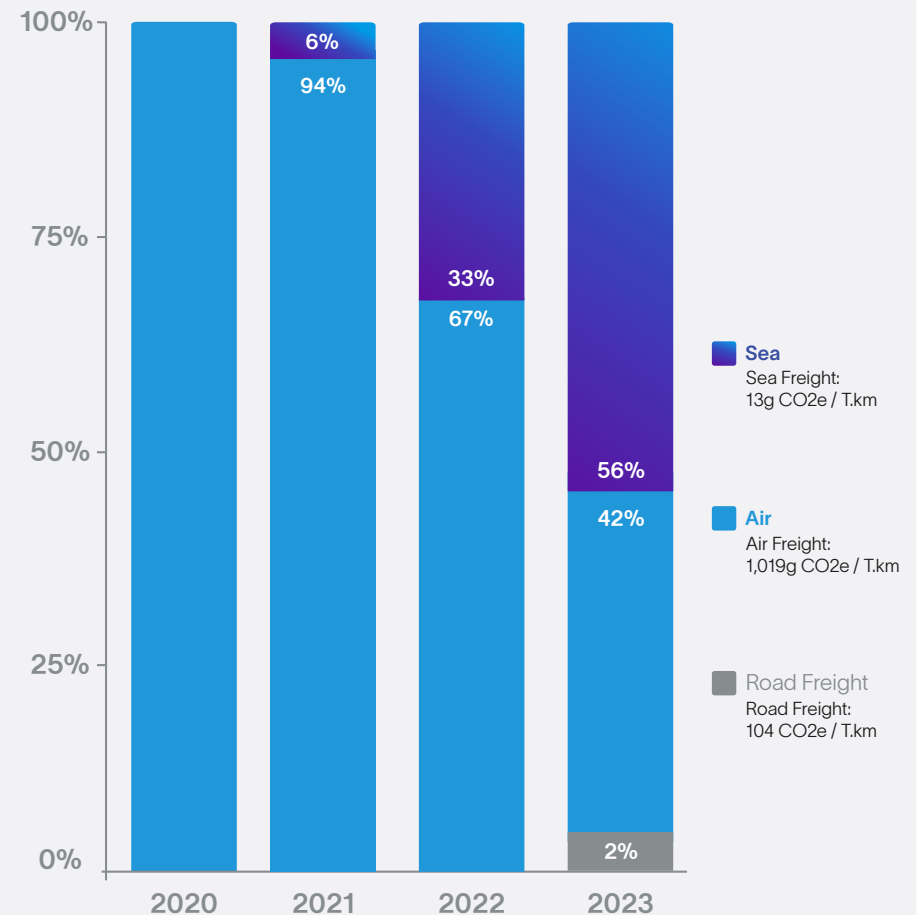
Offsetting our emissions to become carbon neutral is a step in the right direction, but it shouldn't be an excuse to ignore the real changemaker: driving down our emissions.

We measured our carbon emissions across every area of our business, aiming to identify the biggest contributor, and tackle that head-on first. When we crunched the numbers, inbound logistics - that's transporting our products and packaging from manufacturers to our UK warehouse - was by far the biggest slice of the pie.

In 2020, our inbound logistics was 100% air freight. By enhancing our stock forecasting and budget planning, we've driven air freight down from 100% to 42.2% in just three years.

Sea freight emits 31x less carbon than air, and cuts business costs by two thirds. It's a win-win, and we're on a mission to grow our sea freight share even further.

Carbon Emissions: Inbound Logistics, 2020-2023



Small steps for big changes.

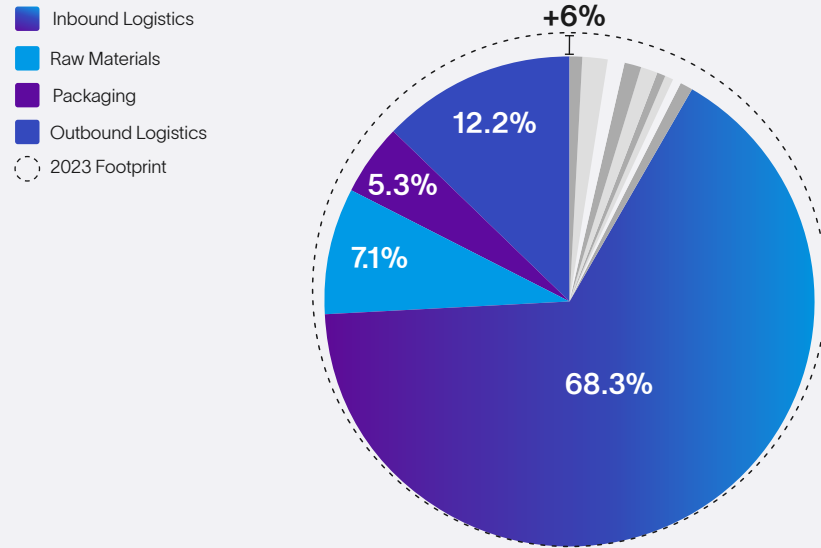
Snowballing positive impact.

These charts show our original 2021 and current 2023 carbon footprints. We put our efforts into tackling the biggest slice of the pie first - our inbound logistics - and we're proud to say it's worked.

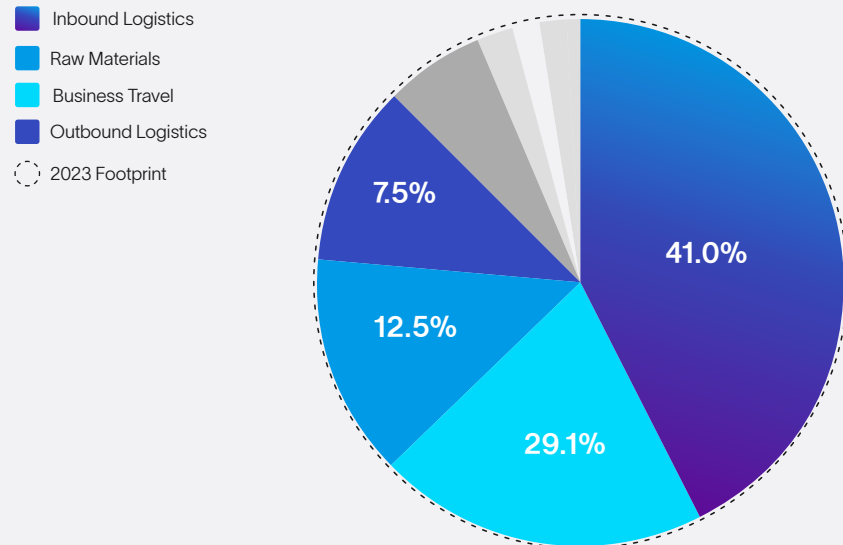
Taking on this challenge was the primary reason that our carbon footprint in 2023 only rose 6% from our 2021 baseline year. However, every action helped, from reducing packaging weights to expanding our Infinite™ Recycled frames; from introducing Lite Packaging to recycling our office waste.

The actions we take now impact our future footprints, snowballing their impact. We are fired up to find more carbon reduction actions across our value chain, always maintaining focus on the biggest slice of the pie.

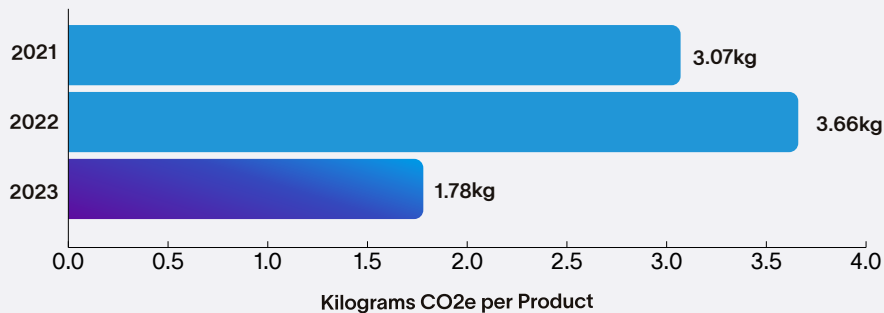
Carbon Footprint By Source 2021.



Carbon Footprint By Source 2023.



Carbon Intensity Per Product.



We are Carbon Neutral

Inspired by Nature.

Our Operations, Our Products, and Our History are Carbon Neutral. Using our carbon footprints, we support ClimatePartner's verified projects to offset all our business and product emissions.

We structure our offset schemes by the four natural elements of Earth, Wind, Fire and Air, in a nod to the diversity of our natural playground.

Each offset project we choose not only offsets CO2 emissions but also has a positive impact on the community around it.

We've also offset our forecasted product sales, which means when our products land on a customer's doorstep, they're already carbon neutral.

Here are some examples of the projects we have supported through ClimatePartner:

Total Emissions Offset to date through ClimatePartner: 1,968,320 kg CO2e

Fire.

The construction and operation of Mauritius' first large scale solar power plant, to save carbon emissions and improve the local population's supply of clean energy.

Air.

A wind power project in India, with 37 turbines supplying renewable energy and stabilising the power grid for the local community.

Water.

Funding a hydropower plant outside the Virunga national park in DR Congo. Replaces fossil fuels with 90,360 megawatts of clean energy and simultaneously protects the unique wildlife of this park, a vital habitat for gorillas.

Earth.

ClimatePartner's first biochar initiative incentivises Thai farmers to produce biochar, which is a carbon sink used to enhance soil quality. For every tonne of CO2 saved through offsetting, 10kg of biochar is produced.



Looking Forwards.

To 2024 and beyond...

As we look ahead into 2024 and beyond, we will continue to challenge and change our industry. We will build and grow our community, nurture change-making partnerships, push boundaries through Team SunGod, and foster a supportive and empowering workplace. We will continually improve our products and packaging, with a tight focus on performance and quality, and we'll tackle our carbon footprint as we grow, always focusing on the biggest slice of the pie.

Most importantly, as we have done over the past 10 years in business, we'll continue to build a business that's a force for good. We are already working towards our B Corp™ recertification, and every day we're searching for new and innovative ways to balance people, profit and planet as we progress. We look forward to sharing our stories in our 2024 Impact Report, as we continue in our mission to See Better.



SunGod.

Let's See Better,
together.

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