

JOJO MAMAN BÉBÉ LTD

DIRECTORS REPORT

Year ended 30 June 2021

Certified B Corporation, Certifications & Pledges

Achieving Certified B Corporation status in 2016, and re-certified in 2019, means meeting rigorous standards of social and environmental performance, accountability, and transparency across business practices and supply chain, offering a holistic approach to business as a force for good.

The B Corp community has been actively engaged in pursuing pledges from certified businesses to achieve a state of net-zero emissions by 2030. JoJo has started the onerous task of evaluating the company's complex Scope 3 carbon footprint with Green Element Consultancy. Upon completion of this piece of work the company may be able to work towards a scientifically based, and realistic, pledge on setting a target date for achieving this goal.

JoJo is a proud member of the Better Cotton Initiative; a mass balance cotton sourcing program committed to making cotton production more sustainable - better for the people who produce it and better for the environment it grows in. BCI farmers across the world are acting to reduce their carbon footprint.

In the year JoJo has become FSC Certified and commenced the process for all timber sourced in toy and furniture production to be FSC, meaning it is more sustainable and traceable.

Environmental performance

In compliance with the Companies, Director's Report, and Limited Liability Partnerships, Energy and Carbon Report, Regulations 2018, the following data, valid at 30 June 2021 outlines the energy usage and carbon emissions of JoJo Maman Bébé Ltd:

Utility and Scope	Consumption (kwh) 2021	Total Carbon emissions per year (tCO2e/year) 2021	Consumption (kwh) 2020	Total Carbon emissions per year (tCO2e/year) 2020
Combustion of gas (scope 1)	891,970	163	739,883	140
Electricity (scope 2)	1,609,555	342	1,695,102	433
Transport (scope 1)	144,844	24	288,080	49
Total	2,646,369	529	2,723,065	622

Intensity Metric	kWh/tco2e/m2 2021	kWh/tco2e/m2 2020
Intensity metric – internal area	0.0240	0.0282

Scope 1 emissions are associated with energy used from combustion of controlled or owned fuel sources including fuel used for transport where the organisation is responsible for purchasing the fuel. Scope 2 refers to the emissions from electricity purchased and used by the company. Emission data used is calculated using the 2020 UK government environmental reporting guidance using the current published kWh gross CV and kgCO2e relevant for the year under review.

Summary and Targets

Current in house and external carbon balancing and offset projects should more than cover the Carbon Footprint of the business at Operational Level.

The JoJo Maman Bébé strategy has always been to minimise its carbon footprint, however, the business admits that it still has a way to go. The board continues with its efforts to research and deliver carbon reduction policies in operations and supply chain, whilst working to minimise carbon in its product range