



## PitPat Sustainability Roadmap

Our approach to sustainability cannot be reactive, which is why we're setting out a roadmap to ensure we have ambitious yet achievable sustainability goals for the future.

Our sustainability goals will be reviewed on a bi-annual basis to ensure they deliver the highest impact.

### In the next 12 months

Our plan for the next 12 months focuses on sustainability goals that are most urgent and within our immediate control to change.

- Sustainable disposal of devices (returns and upgrades)

Our products are built to last (and survive life on a dog's collar) but there are circumstances such as returns and upgrades which could risk them not being disposed of appropriately. The nature of our products (like most tech) requires dismantling before they can be responsibly recycled or re-used so we intend to set up a process to facilitate this.

- Sustainable product packaging

Although most of our packaging is sustainably made and widely recyclable, we have a little way to go. Over the next 12 months will be focused on finding sustainable packaging solutions for our PitPat Food and Treats.

- B-Corp certification first steps

We know it might take more than 12 months for us to become a B-Corp, but we want to do this and intend to start this journey in 2023.



## In the next 5 years

As our business grows, our sustainability goals must grow too. To ensure we are putting the right foundations down for a sustainable future we've laid out longer terms plans to ensure we are accountable to them as time goes on.

- Becoming carbon neutral

Carbon neutrality is rapidly becoming a non-negotiable requirement for businesses all over the world. We feel that this isn't just something that is nice to have but a fundamental element of modern-day organisations.

- Moving to a more energy efficient and accessible PitPat HQ

The new PitPat HQ must meet the needs of our business, our people, and our dogs. We will focus our efforts to ensure that it is energy efficient and built sustainably.

- Becoming a B-Corp

Becoming a B-Corp means even more accountability to ensure that we prioritise building an inclusive and sustainable economy. We hope to achieve this well within our 5-year plan.