



AD
Branded.Solutions.



We're committed to behaving ethically and responsibly. But we recognise that however hard we strive to be sustainable, our business creates an ongoing environmental impact through unavoidable carbon emissions, our global deforestation footprint, and plastic pollution.

That's why we greenify®.

We greenify[®] our people.

As the climate crisis advances, a growing number of businesses are taking steps to limit their impact on the environment – reducing energy consumption, installing clean technologies, eliminating single-use plastics and offsetting their unavoidable carbon emissions.

Yet a business' environmental footprint encompasses its personnel as well as its processes – because it's the wealth created by successful companies that empowers consumers to consume.

So, we know that as a business with big ambitions to achieve sustainability, we must recognise and rebalance the impact of our people.

That's why we're proud to be a Planet Positive Employer - going beyond simple carbon offsetting, and working towards rebalancing our entire team's personal ecological footprint.



greenify

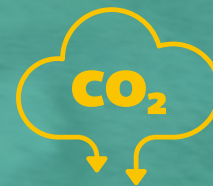


How does it work?

Every person on the planet creates an environmental footprint – we just can't help it.

Here in the UK, the average person generates 12.7 tonnes of CO2 emissions every year, 34kg of plastic packaging waste, plus a global deforestation footprint of 8 trees - felled to make space for agriculture, infrastructure and mining, and to provide fuel for power generation.

So each month, for each employee, we fund:



1.1 tonnes
of nature-based carbon credits.



3kg
of nature-bound plastic waste
recovered and repurposed.



1 tree planted.



We greenify[®] our products.

Our products are sourced from across the globe. They're manufactured from metals and plastics, cotton and manmade fabrics, paper, ceramics, and various technology components.

Every item creates its own tiny environmental footprint due to the raw materials processing, manufacturing, and shipping. So we've taken responsibility for that footprint by supporting initiatives that help fill it in.

This approach goes beyond simple carbon offsetting, because if we're to preserve a habitable planet for future generations, going 'carbon neutral' will not be enough. We have to protect the forests that capture and store the carbon emissions our activities generate.

We have to repair damaged environments to restore their full carbon-capture capacity. And we have to stem the flood of marine plastic that's damaging the oceans' ability to absorb and safely store CO₂.

Our impact.

We make monthly contributions to a range of natural climate solutions and environmental projects.

We're the first in our industry to greenify. And as our business grows, our contribution to these initiatives will grow too – because rebalancing the impact of our activities is the only truly sustainable business model.



Rimba Raya, Indonesia

The REDD+ Programme is the United Nations' framework for Reducing Emissions from Deforestation and forest Degradation – incentivising developing nations to conserve and enhance existing forest carbon stocks, or as we like to call them, trees. Situated on the Indonesian island of Borneo, Rimba Raya is the largest REDD+ project on earth.

Spanning 65,000 hectares of carbon-rich peatland forest (that's almost the size of Singapore), the region had been targeted for 'development' by palm oil producers. Yet thanks to the extraordinary efforts of pioneering project developer Todd Lemons, the area is now robustly protected, both by government legislation and by the local communities that call it home.

It's a home they share with 110,000 endangered Bornean Orangutans. So Rimba Raya isn't just a colossal carbon sink – it is a wondrously biodiverse ecosystem where people and wildlife are relearning the art of living together in harmony.



Keo Seima, Cambodia

The Keo Seima REDD+ project is one of Cambodia's largest and most successful conservation programs, storing more than 75 million tonnes of potential CO2 emissions across 290,000 hectares of forest. The project is located right on the front line in the battle against deforestation, and for years, the area was threatened by illegal logging and aggressive agricultural development. But the Keo Seima project has helped to safeguard the region.

While Keo Seima now enjoys the protection of the Cambodian government, it is local people in the heart of the jungle who claim responsibility for their forest. Recently-awarded land titles give indigenous communities the right to defend their territories from illegal land grabs. In return, REDD+ funding provides alternative income opportunities and facilitates the construction of water systems and other essential community infrastructure.

Capturing nature-bound plastic

The earth's greatest carbon sink is not our forests, but our seas. Yeta flood of marine plastic pollution is damaging the ocean's ability to absorb and safely store CO2.

When ocean plastic breaks down, trillions upon trillions of nanoplastic particles are released into the marine ecosystem, where they're consumed by microscopic algae. Ingested nanoplastic suppresses the growth rates of these tiny organisms, and impacts their ability to photosynthesise – to convert CO2 into oxygen.

So working alongside global partners, Greenify supports ground-breaking projects to recover and repurpose ocean-bound plastic waste – helping stem the tide.

Planting trees

Trees capture CO2 from the atmosphere and store the carbon in their leaves, stems and roots. And they help lock away vast quantities of soil carbon.

So restoring degraded forests and replacing lost trees will be an essential step in avoiding a full-blown climate crisis.

Greenify supports a variety of tree planting and forest restoration projects in the UK and overseas. And through their partnership with Planet-for-the-Planet, Greenify is supporting the goal of planting a Trillion Trees.

“We take our impact on the world we live in very seriously and although we have always strived to minimise it, this partnership will now see us proactively address the most important issue of our generation.

A.D. are extremely proud to be the first branded merchandise supplier in Europe to Greenify, and our Planet Positive team will work in a company that understands its responsibility and is committed to playing its part in the huge effort all organisations must undertake together.”

Amo Singh - Managing Director



Thank you.

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