



*March 2025*

# **The Bio-D Company**

## *Sustainability & Impact Report*

**Certified**



**Corporation**

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# Welcome

As we release our sixth annual Sustainability and Impact Report, I am pleased to share a year of remarkable progress and collaboration.

This past year marked a significant milestone for Bio-D as we celebrated 35 years in business—a journey made possible by your trust and partnership.

With our ongoing quest to reduce our carbon footprint we have made several significant improvements including:

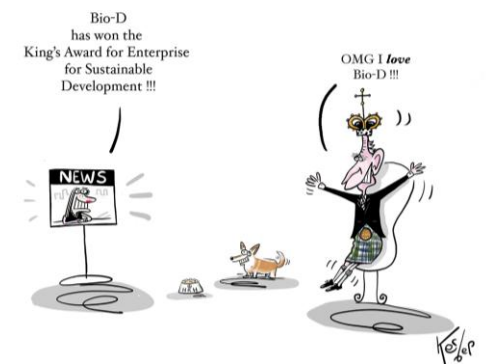
- **Reducing the CO2e per single product by 9%.** This gives us an overall saving of **40.6% reduction in CO2e per product since 2021.**
- Using refill size products we saved **over 1.75 MILLION consumer size bottles** in 2024!
- Reducing our **water CO2e by 20%** compared to our previous year.
- By refining raw materials and optimising our supply chain, we've **cut raw material CO2e emissions by over 7%** compared to 2023.

A key highlight was receiving the prestigious **King's Award for Sustainable Development** in September, a recognition we celebrated with our customers, suppliers, and team. This achievement represents a true team effort and our shared commitment to a sustainable future.

We are delighted to launch our new **Yorkshire Rhubarb range being true** to our local roots which also included our first ever **Sustainable Soy Candle.**

I'm incredibly proud to work with a talented team that continually goes above and beyond to achieve our sustainability goals. Together, we're excited to embrace what the future holds for Bio-D and the wider community.

*Lloyd Atkin*, Managing Director





## About Bio-D

Bio-D was founded in 1989 with a mission to create safe, effective cleaning products that protect both people and the planet. Inspired by our founder Michael Barwell's vision, we've been committed to using naturally-derived, plant-based ingredients that are vegan, cruelty-free, and biodegradable.

Michael's legacy of innovation and sustainability continues to shape Bio-D, now led by Managing Director Lloyd Atkin, who has been part of the business since 1996.

Based in Hull, we are proud to be an independent eco-cleaning manufacturer. What sets us apart is our commitment to accessibility—because we believe that everyone should be able to clean their homes sustainably, without breaking the bank. At Bio-D, we strive to make products that don't cost the earth.



## Our Mission, Vision and Values

### Our Mission

- To manufacture effective, natural, and ethical cleaning products that don't cost the earth.
- We build strategic partnerships with customers, suppliers and the Bio-D team.
- We innovate in all aspects of product development.
- We minimise Environmental Impact.
- We support the local community, charities and developing countries.
- We act with integrity and honesty in all we do.
- We actively seek positive change.

### Our Vision

Lead the green cleaning movement, change attitudes, be the product of choice worldwide and avoid causing harm at all costs.

### Our Values

Innovate



Integrity



Actively seek positive change



Sustainable



Consistency



Collaborate



# Reporting

We are proud to celebrate our sixth year of public reporting. This report outlines the economic, social, and environmental impacts of our organisation, along with our B Corp journey. It provides an opportunity to review our 2024 goals, highlight our achievements, identify areas for improvement, and set our targets for 2025.

Our aim is always to be ethical and transparent throughout our practices.

## Why are we including B Corp Impact Reporting?

We truly believe that all businesses should be a force for good and have a positive impact on their customers, staff, communities and the planet. This report gives us the opportunity to report on our commitment and progress.

## What are we trying to achieve with our B Corp Impact Reporting?

We want to record our achievements as well as challenge ourselves to improve and do better. Our stakeholders can see that The Bio-D Company is against greenwashing and unproven claims.

## How often will we publish an Impact Report?

This will be published annually giving you lots of interesting useful information in one place.

Having a positive impact on the world is a journey and we hope that this document demonstrates our full commitment to People & Planet.



25<sup>th</sup> January 2025  
3<sup>rd</sup> B Corp Birthday

December 2024  
Audit in progress

September 2024  
BIA Submitted for  
recertification

25<sup>th</sup> January 2023  
1<sup>st</sup> B Corp Birthday

24<sup>th</sup> October 2021  
Verification stage  
completed

January 2025  
Audit continues...

October 2024  
Recertification initiated

25<sup>th</sup> January 2024  
2<sup>nd</sup> B Corp Birthday

25<sup>th</sup> January 2022  
B Corp Certified!

February 2020

Where it all began

## B Corp Impact Reporting

As a Certified B Corporation, who are leaders of this emerging economy, we believe:

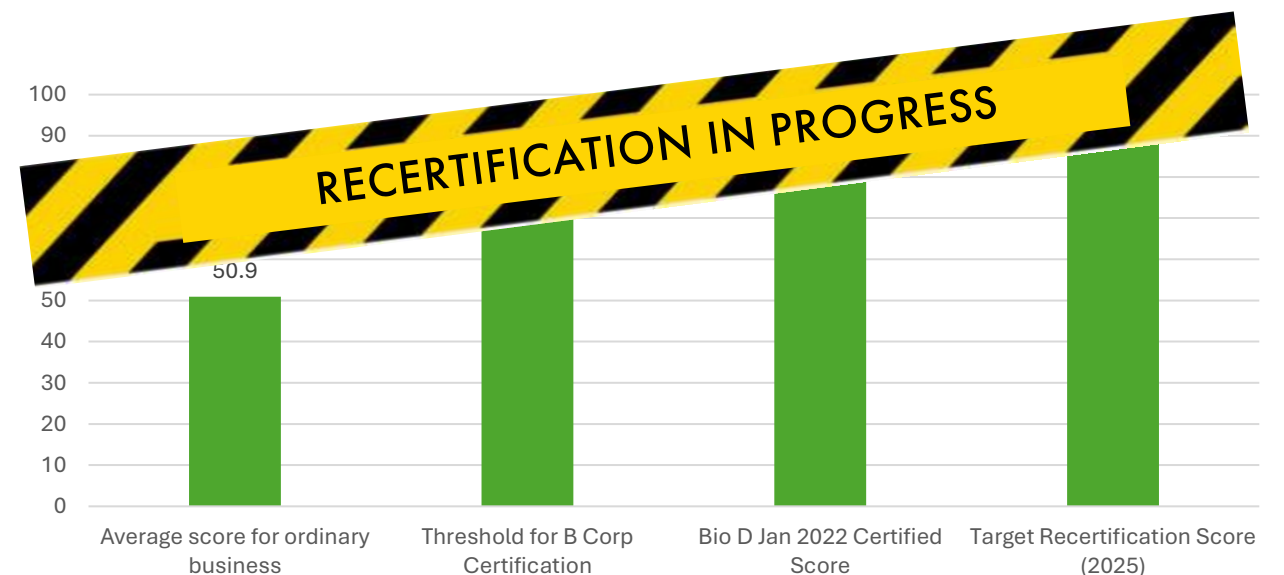
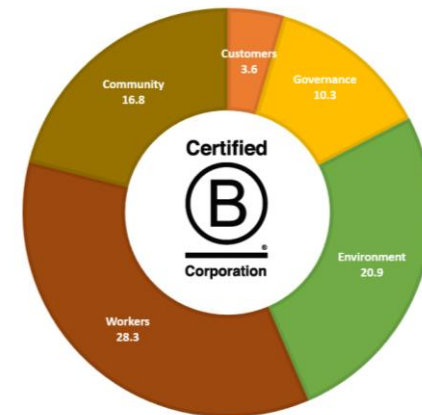
- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

To become B Corp certified, a business must achieve a minimum verified score of 80 on the B Impact Assessment (BIA).

Our 2022 verified score at certification was **80.2**

**Due to unforeseen delays with the B Corp audit, it is still in progress. Once we receive our new score, we'll be celebrating it loudly – and proudly – from our solar panel covered rooftop!**





Alana packing Handwashes ready for customers.

Governance is the control we have over our impact as a business.

The Governance category looks at our social and environmental impacts, ethics, and transparency. Our mission is simple – to produce ethical cleaning products that don’t cost the Earth.

We were recognised for our Impact Business Model, which is designed to create a positive outcome for workers, the community, the environment, and our customers. All of our wonderful ingredients and packaging can be traced back to the source, meaning full transparency for our customers.



2024 Governance Pledge and what we did

To verify our increased score at audit

Our 2024 B Corp Impact Assessment score will be verified soon. Watch this space.

To collaborate with a minimum of 5 B Corp Companies

We collaborated with 9 B Corps in 2024. See page 11 for more information.

Lemon Clean, a local business using Bio-D products to clean commercial spaces (including our manufacturing site!), is stepping up their sustainability game. In February, Heather our Sustainability Manager met with Lemon Clean’s Founder, Vicky Doyle, to share insights and tips on becoming a B Corp. Inspired and motivated, Lemon Clean is now on their way to certification. It’s great to support and cheer on like-minded businesses making an impact in our region!

To engage with the local Yorkshire B Corp Group

In March, we joined G.F Smith to celebrate B Corp Month. Big congratulations to Connexin, another Hull based business, on achieving B Corp certification!

2024 Goals Achieved

2025 Governance Pledge

- To improve our new certification score by 2%
- To collaborate and work with 5 B Corp companies
- To support other local companies who are considering the B Corp certification
- To continue to support and align with UN Goals
- To work on a project with other members from The Climate Pledge

|                                                         |                                                                                                                                                                                                                     |                                                                 |                                                                                                                                                                                                                              |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>1NO POVERTY</div> <div></div>                      | <ul style="list-style-type: none"><li>• Products, packaging and financial donations to charity</li></ul>                                                                                                            | <div>9INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div> | <ul style="list-style-type: none"><li>• Ongoing innovation in R&amp;D for continuous product and packaging improvement.</li></ul>                                                                                            |
| <div>2ZERO HUNGER</div> <div></div>                     | <ul style="list-style-type: none"><li>• Supporting local farmers and sustainable agriculture.</li><li>• We have swapped an EU raw material for a home-grown UK one, see page 29</li></ul>                           | <div>10REDUCED INEQUALITIES</div> <div></div>                   | <ul style="list-style-type: none"><li>• Supporting underprivileged communities through charity donations.</li><li>• Read more on page 31</li></ul>                                                                           |
| <div>3GOOD HEALTH AND WELL-BEING</div> <div></div>      | <ul style="list-style-type: none"><li>• Allergy UK certified products, suitable for allergy sufferers.</li><li>• Simply Health benefits for all workers.</li><li>• Read more on page 27 and 33.</li></ul>           | <div>11SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>     | <ul style="list-style-type: none"><li>• Over half of our team use green commute options.</li><li>• EV charging facilities available for staff and visitors.</li></ul>                                                        |
| <div>4QUALITY EDUCATION</div> <div></div>               | <ul style="list-style-type: none"><li>• Investing in university collaborations, offering real life business experience to students.</li></ul>                                                                       | <div>12RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div> | <ul style="list-style-type: none"><li>• Closed loop system has relaunched 7,488 containers.</li><li>• 100% PCR content in our bottles and containers.</li></ul>                                                              |
| <div>5GENDER EQUALITY</div> <div></div>                 | <ul style="list-style-type: none"><li>• Ensuring pay equality across all roles.</li><li>• 50% of higher management positions held by women.</li><li>• Gender balance with almost 50/50 male/female staff.</li></ul> | <div>13CLIMATE ACTION</div> <div></div>                         | <ul style="list-style-type: none"><li>• Actively reducing CO2e emissions to combat climate change.</li><li>• We reduced the CO2e per single product by 9%, and our water CO2e by 20% compared to our previous year</li></ul> |
| <div>6CLEAN WATER AND SANITATION</div> <div></div>      | <ul style="list-style-type: none"><li>• Carbon offset program funding clean water projects in Rwanda.</li><li>• Over 2,000 soap bar donations to support sanitation initiatives.</li></ul>                          | <div>14LIFE BELOW WATER</div> <div></div>                       | <ul style="list-style-type: none"><li>• Our cleaning products are designed to be non-harmful to aquatic life.</li></ul>                                                                                                      |
| <div>7AFFORDABLE AND CLEAN ENERGY</div> <div></div>     | <ul style="list-style-type: none"><li>• Products made using green solar energy.</li><li>• No gas on site.</li><li>• Energy-efficient LED lighting in production warehouse.</li></ul>                                | <div>15LIFE ON LAND</div> <div></div>                           | <ul style="list-style-type: none"><li>• Products are environmentally safe and sustainable.</li><li>• Silver members of Yorkshire Wildlife Trust, supporting local habitats and wildlife.</li></ul>                           |
| <div>8DECENT WORK AND ECONOMIC GROWTH</div> <div></div> | <ul style="list-style-type: none"><li>• Grace is employed under an apprenticeship scheme, supporting workforce development.</li></ul>                                                                               | <div>17PARTNERSHIPS FOR THE GOALS</div> <div></div>             | <ul style="list-style-type: none"><li>• Member of Cruelty Free International, campaigning to end animal testing.</li><li>• Partnering with other B Corp companies to drive positive change</li></ul>                         |



B Corp birthday

In January 2024, we proudly marked our 2nd anniversary as a certified B Corp. To celebrate this milestone, the team came together for a special "B Corp Buffet," highlighting our shared commitment to sustainability and ethical business practices.

We extended the celebration by collaborating with our fellow B Corps, Jimmy's Iced Coffee and Crumbs Brewing, who generously contributed their drinks to the occasion. This gathering not only showcased our continued dedication to the B Corp movement but also reinforced the strength of our community partnerships.

Collaborating with B Corp businesses



March 2024 marked B Corp Month, with the theme "This Way Forward." To celebrate, we collaborated with local B Corp business G. F Smith, the UK's largest specialist paper company and a key supplier to the creative industries. Together, we designed limited-edition packaging for our zero-waste Plum & Mulberry Soap Bars.



The soap bar packaging was crafted using G. F Smith's pioneering Extract Papers, a sustainable paper made by repurposing disposable coffee cups that would otherwise end up in landfill.

Did you know that in the UK, 4,861 disposable coffee cups are used every minute—amounting to seven million per day and 2.5 billion each year? Sadly, less than one in 400 are recycled.



Weekly factory tours held at Bio-D and G. F Smith during B Corp Month.

We also partnered with Joanie Clothing, a women's fashion retailer committed to sustainability and ethics at every step, from material selection to supplier relationships. Together, we promoted sustainable clothing care, ensuring that when Joanie products reach customers, the environmental impact is minimised. We've collaborated on offering tips to encourage more eco-friendly clothing care practices.



These partnerships reflect our commitment to using business as a force for good, putting sustainability and ethical practices at the forefront of everything we do.

# The King's Award

We're thrilled to announce that Bio-D has received the prestigious King's Award for Enterprise in Sustainable Development, approved by His Majesty The King on the Prime Minister's recommendation. As one of only 29 businesses recognised in 2024, this award affirms our commitment to prioritising both people and the planet in everything we do.

This achievement underscores the value of UK manufacturing and reinforces our belief in balancing people, profit, and planet. A heartfelt thank you to our team, customers, and suppliers—this recognition is a testament to your dedication.

"I am absolutely thrilled with this latest award, confirming the hard work we do on our sustainability journey. To be recognised in this way by such a prestigious award is a tribute to good leadership and the efforts of the whole team."

Heather Nixon, Sustainability, NPD and Regulatory Manager



Managing Director, Lloyd Atkin visited Windsor Castle ahead of meeting King Charles III



Team Bio-D with Lord Lieutenant, James Dick and Andrew Horncastle during the King's Award Presentation

**"Welcoming the Lord Lieutenant to Bio-D was the perfect way to complete our King's Award celebrations. Securing the award was a group effort, so to share the occasion with the whole team seemed fitting."**

Lloyd Atkin, Managing Director



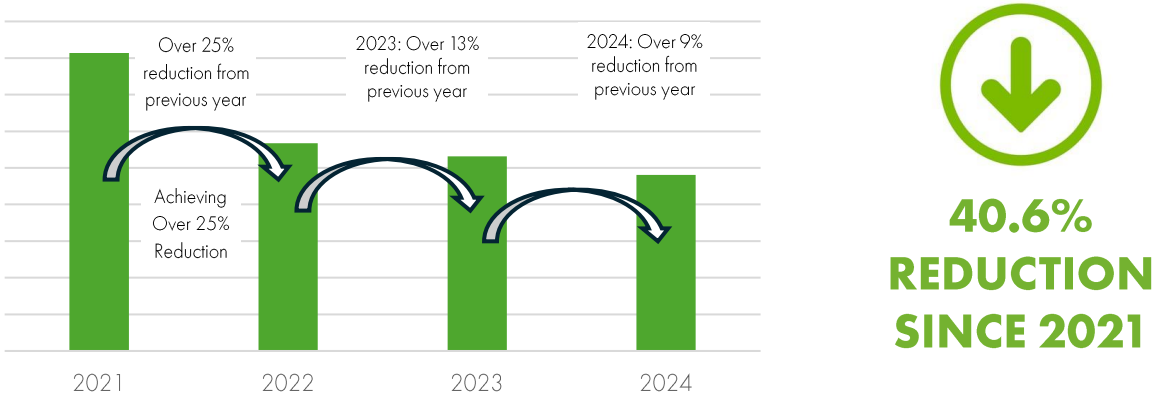
# Carbon Footprint: Energy

## How Do We Report Our Carbon Footprint?

At Bio-D, we understand the importance of accurately measuring and reporting our carbon footprint. Despite making significant sustainability improvements over the years, the natural growth of our business can lead to an increase in our overall footprint. To ensure we track meaningful progress, we measure our impact using a key variable.

For several years, we have calculated the CO2e per single product produced and compared this data year-on-year. This approach allows us to clearly assess the progress we've made in reducing our environmental impact, helping us identify areas for continued improvement as we grow.

CO2e per single product produced

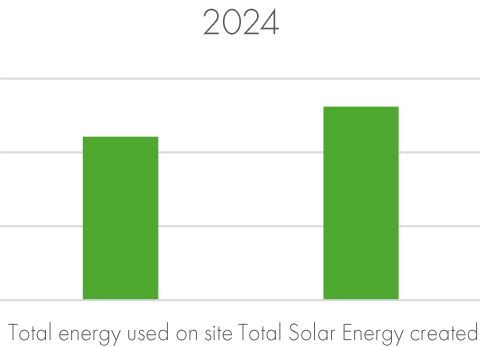


Solar Panels on the roof of Bio-D's HQ.

## Surpassing Sustainability: Producing More Energy Than We Consume

In 2024, Bio-D achieved a remarkable milestone in our sustainability efforts. Our solar energy systems generated over 18% more energy than we used on-site.

This achievement highlights our commitment to renewable energy and reducing our environmental impact. By producing more energy than we consume, we're not only powering our operations sustainably but also contributing clean energy back to the grid, reinforcing our role as a leader in environmental responsibility.



We are *Net Zero!*  
for Scope 1 and 2

- Scope 1 – Gas was banished from site in 2021
- Scope 2 – Solar Energy used on site

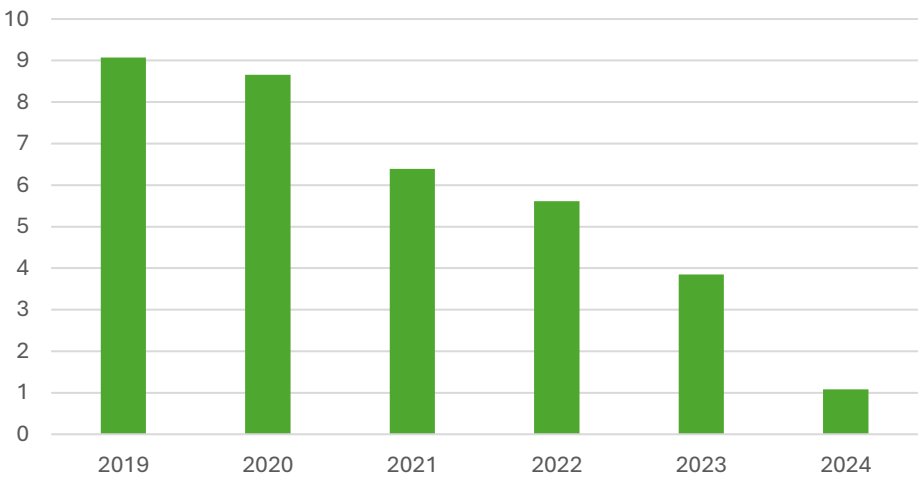
# Carbon Footprint: Waste Management at Bio-D



“The best motto to think about is not to waste things. Don’t waste electricity; don’t waste paper; don’t waste food. Live the way you want to live but just don’t waste. Look after the natural world and the animals in it and the plants in it too. This is their planet as well as ours. Don’t waste them.”

Sir David Attenborough

Waste



WE’VE CUT WASTE CO2e EMISSIONS TO LESS THAN A 1/3 OF 2023 LEVELS

At Bio-D, we’re committed to reducing our environmental impact by managing waste responsibly and diverting it from landfills. In 2024, we achieved a significant milestone by cutting Waste CO2e emissions to less than a third of 2023 levels. This remarkable reduction is the result of careful planning and the proactive sharing of materials we no longer need, ensuring they are repurposed effectively rather than discarded.

By focusing on innovative waste management strategies, we ensure that waste materials are given a second life. We regularly evaluate our processes to reduce, minimise, and eliminate waste wherever possible. Our recycling efforts cover a wide range of materials, including:

- Paper
- Cardboard
- Plastic pallet wrap
- Metal drums and Plastic drums

Additionally, we collaborate with charities by donating unused packaging for craft projects, fostering community engagement and resourcefulness. Any remaining waste is converted into **Refuse Derived Fuel (RDF)**, transforming it into a valuable energy source.

**Tip:** Be resourceful! Consider sharing waste materials that can be repurposed by others to reduce landfill impact and support creative reuse. One man's waste is another man's treasure!

Carbon Footprint: Travel

Let’s unravel our travel

At Bio-D, we’ve taken significant steps to minimise the environmental impact of business travel. Through careful planning and a strong emphasis on using online meetings, we’ve successfully reduced our business travel by over 30%. This initiative reflects our commitment to sustainability, showing how thoughtful changes can make a meaningful difference in reducing our carbon footprint.

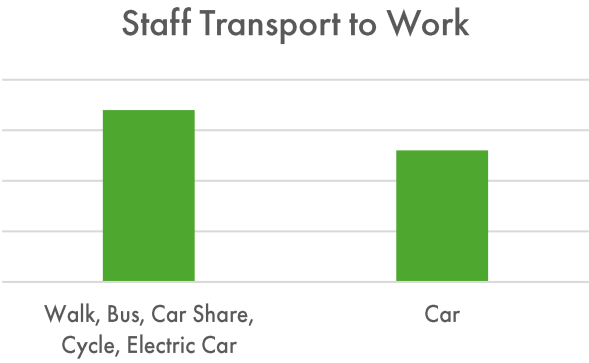


Carbon Footprint: Staff



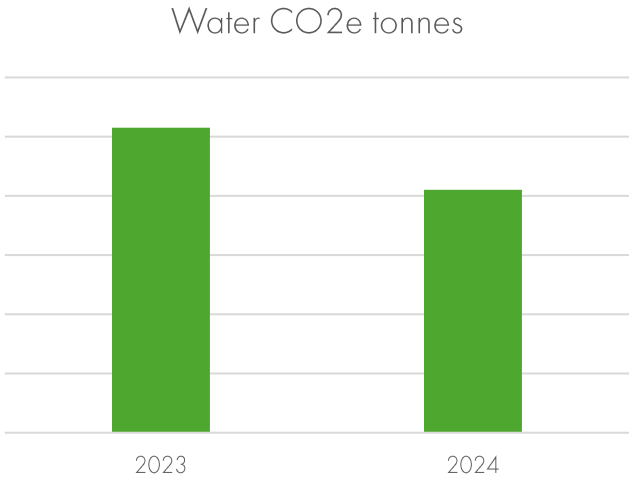
Tiago Pinto, charging up his electric car which is powered by our solar panels.

Our commitment to protecting the environment is reflected in our team’s embrace of green commuting. Today, over 50% of our staff actively use sustainable transportation options, including carsharing, biking, walking, and public transport. This shift significantly reduces our carbon footprint and demonstrates our dedication to fostering an eco-conscious workplace culture.



Carbon Footprint: Water

It’s not just about ideas.  
It’s making ideas happen!



In 2024, we achieved a significant milestone with a **20% reduction in water-related CO2e emissions** compared to the previous year. This progress highlights our ongoing efforts to minimise our environmental impact and improve the sustainability of our operations.

Innovative Water Recycling with Walter the Washing Machine

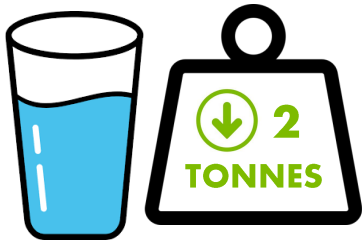
We are not watering down the facts—*Walter the Washing Machine* is a game-changer in water conservation. Equipped with an innovative filter, it allows the water used to launder our 20L containers to be reused time and time again.

This cutting-edge system drastically reduces water waste, reinforcing our commitment to sustainability and ensuring we remain efficient and environmentally responsible in every step of our process.



Making a Splash with Sustainability!

Since we installed the mains water dispenser, we’ve saved nearly **2 tonnes of water** from being transported all the way from the aquifer in Fillingley, Coventry. That’s not just a win for **reducing CO2 emissions** but also for cutting costs on buying and transporting water. This simple change is a big step forward—proof that, sustainability really is a **no brainer!**



# Carbon Footprint: Raw Materials

Through the refinement of our raw materials and the optimisation of our supply chain, we have successfully reduced CO<sub>2</sub>e emissions by **over 7%** compared to 2023. This achievement is the result of targeted efforts to source more sustainable ingredients and enhance manufacturing efficiency.



  
**7%  
REDUCTION**



By prioritising local and lower-impact suppliers, minimising waste in production, and investing in energy-efficient processes, we have not only reduced our carbon footprint but also strengthened our commitment to long-term environmental responsibility. These initiatives form part of our ongoing strategy to drive continuous improvements in sustainability while maintaining the highest standards of product performance and ethical sourcing.

# Carbon Footprint



**Oh Yes! Net Zero**

We were announced as a Gold member with Oh Yes! Net Zero, over 180 local organisations committed to taking action to cut carbon emissions in our region. We did some filming with their team to encourage local businesses to make more sustainable choices. We are proud to have featured in their Year 2 report.

## Certified **2024 Environment Pledge and what we did**



### Continue to reduce emissions where possible.

We achieved significant progress in reducing our carbon footprint across key areas:

- 9% reduction in CO<sub>2</sub>e per single product.
- 20% reduction in water-related CO<sub>2</sub>e emissions.
- 30% reduction in business travel CO<sub>2</sub>e emissions.
- 7% reduction in raw materials CO<sub>2</sub>e emissions.

### Invest in carbon emission reduction projects to compensate for specific CO<sub>2</sub> emissions.

We offset our water, business travel, staff commuting, waste, recycling, virgin plastic, aluminium tins and cardboard boxes with the Nyagatare Safe Water Project which assists the rehabilitation of wells. See page 20.

### To conduct a Life Cycle Assessment of our Washing Powder packaging.

We worked with a Team at York University to conduct an assessment. Job Done.

### To implement sensors on Canteen and Locker Room lights. Every little helps.

Not achieved. Throughout the year other initiatives took over like our commitment to distribute over 2,000 soap bars to help support those that are underprivileged.

### Gain recognition in a reputable award. It is Independent proof for our customers that we are doing it right.

Knocked it out the park on this one! We only went and won **The King's Award** for Sustainable Development. See more about this on page 12 and 13.

**2024 Goals  
Achieved**



## 2025 Environment Pledge

- Continue to reduce emissions where possible.
- Invest in carbon emission reduction projects to compensate for specific CO<sub>2</sub> emissions.
- To have a fresh review by a consultant to see what new energy savings can be made on site.
- To get those sensors fitted in the Canteen and Locker Room for auto lights.

# Supporting UN Goal 6

As manufacturers of cleaning products, it's not surprising that we are (a little obsessed with cleaning) passionate about cleanliness. However, our commitment extends beyond this, as we recognise that sanitation and hygiene are fundamental human rights. Unfortunately, many people worldwide lack access to these basic necessities. The importance of this issue is underscored by its inclusion in the United Nations Sustainable Development Goals. That's right Goal 6 is for Clean Water and Sanitation.

The UN website gives us the disturbing facts from 2022:



- 3.5 billion people lacked safely managed sanitation, including 1.5 billion without basic sanitation services.
- 2 billion lacked a basic handwashing facility, including 653 million with no handwashing facility at all.

So, in 2024 we set another mission and donated over 2,000 Soap Bars to Food Banks, Women's Aid, Fareshare, and other charities, hoping to make a difference with those that deserved the right to better hygiene and sanitation.

This mission to support Goal 6 continues with our choice for carbon offsetting by supporting the water wells Nyagatare Safe Water Project in Rwanda.



# Carbon Offsets



At Bio-D, we are dedicated to **reducing** our **environmental footprint** and supporting global communities through strategic **investments** in carbon offset projects.

Carbon offsets are initiatives designed to counterbalance greenhouse gas emissions by funding projects that reduce or remove carbon dioxide from the atmosphere. By supporting these projects, we take a proactive role in mitigating climate change while fostering social and environmental well-being.

# Investing in Carbon Offsets

We have invested to offset our carbon footprint for:



## Nyagatare Safe Water Project Rehabilitation of water wells in Rwanda

We have chosen to support the Nyagatare Safe Water Project in Rwanda, a country facing significant water access challenges in its northeastern region. Nyagatare experiences higher temperatures and lower rainfall than other parts of Rwanda, leading to periodic droughts, soil erosion, and a diminished water supply.

Prior to this project, communities relied on unsafe water sources such as open ponds and streams. Collecting water was time-consuming and unsafe, with water needing to be boiled using inefficient three-stone fires. These fires not only produced harmful **black carbon emissions** but also caused serious health issues, such as respiratory diseases and eye irritation.

The Nyagatare Safe Water Project rehabilitates broken boreholes, providing over 100 families with access to clean, safe drinking water. This initiative significantly reduces the need for firewood, cutting CO2 emissions and improving health outcomes.



### Why Bio-D Supports This Project

1. **Environmental Impact:** The project reduces CO2 emissions by approximately 10,000 tons annually, significantly contributing to global climate change mitigation.
2. **Health Benefits:** By eliminating the need for open-fire water purification, families experience fewer respiratory illnesses and eye irritations.
3. **Economic Empowerment:** Families save money on firewood and can redirect resources toward livestock, education, and other essentials.
4. **Water Security:** Each rehabilitated borehole produces around 2.5 million liters of clean water annually, equivalent to an Olympic swimming pool, ensuring reliable water access for the community.
5. **Biodiversity Protection:** By reducing deforestation for firewood, the project helps preserve biodiversity hot spots like the Akagera National Park, supporting local ecosystems.

**"THE AVAILABILITY OF CONSISTENT AND SAFE WATER HAS IMPROVED HEALTH FOR COUNTLESS RWANDANS"**



**57%**  
**OF POPULATION HAVE ACCESS TO SAFE DRINKING WATER**

Packaging: 20L Closed Loop



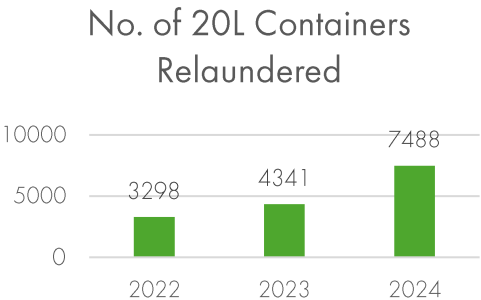
Each 20L container undergoes a rigorous process: rinsed, washed, steamed, dried, and QC swab-checked to ensure they meet our high standards before being approved for production.

These containers aren't just as good as new—they're better. As part of our 'No Brainer Containers' Closed Loop process, they are truly upcycled and preloved, designed to be used again and again, reducing waste and supporting a circular economy.

In June, we proudly celebrated a significant milestone—10,000 20L containers successfully relaunched since the program's launch in 2022! This achievement wouldn't have been possible without the support of our customers, who have diligently returned their empty 20L containers in pairs and on pallets. Thank you for helping us drive sustainability forward!

In 2024 our Closed Loop service saved the equivalent CO2e of **995 trees** growing in a year!

We saved over **7.8** tonnes of plastic in 2024 by relaunching our 20L containers



**72.5%** Increase in the numbers of containers re-launched from 2023 to 2024



**7,488** 20L's relaunched in 2024

If you have any empty Bio-D 20L in your shop, home or place of work, please send them back to us for FREE!

Visit our website: [biod.co.uk/closed-loop](https://biod.co.uk/closed-loop)



Packaging



With our focus on refill size products, we saved over **1.75 MILLION** consumer size bottles in 2024!\*

\*5L, 20L, IBCs

**50%** of our caps contain PCR

**100%** of our bottles contain PCR

**86%** of our bottles contain 100% PCR

In our previous report, we shared updates about our packaging improvements, and while they may have seemed minor, the impact has been significant. Here's what we've achieved in 2024:

- By reducing the weight of our 5L containers, we've saved over 13 tonnes of plastic.
- Optimising our Washing Powder boxes has led to a reduction of over 350kg of cardboard.

Small changes, big difference!



**350KG**



**SAVED 13 TONNES**

Introducing our new and improved caps

Following extensive research, testing, and trials, we now have bottle caps for our 750ml, 1L laundry, and Toilet Cleaner bottles that incorporate 30% recycled plastic. Created using local UK waste, the caps help reduce CO2 emissions during manufacturing.

Better for the Environment

- Made from 30% recycled content, sourced locally in the UK.
- Lowers CO2 emissions in production.

Better for Industry

- Years of research and testing made it possible to incorporate PCR content.
- Small changes drive meaningful, long-term sustainability improvements.



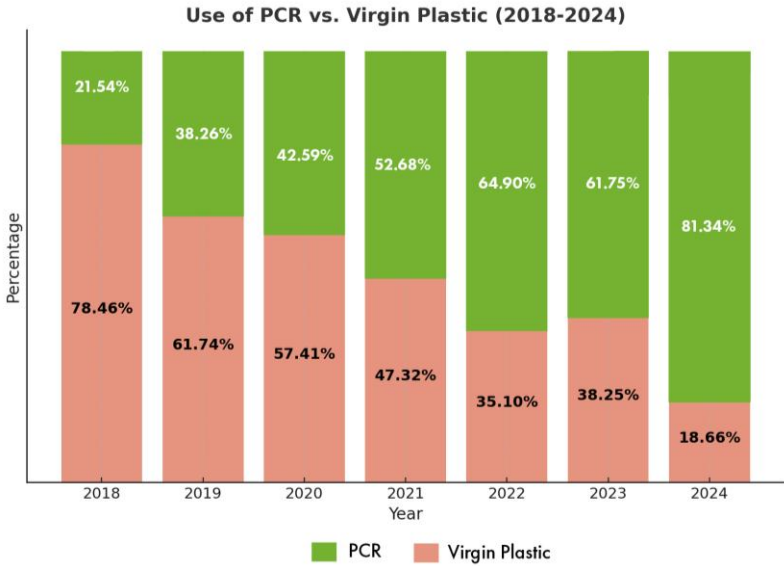
With 30% PCR content in the caps in 2024 we have saved over 3/4 tonne of CO2e



In 2024 we saved nearly **60 tonnes** of CO2e emissions by using PCR in our bottles and caps.\*

\*Based on americanchemistry.com values on production of PCR v virgin plastic

You can see how we have increased our use of PCR since it was introduced in 2018:



Over 20% increase of PCR compared with 2023



2024 Packaging Pledge and what we did

- Introduce recycled content in labels.**  
This has taken longer than expected but the line trials have been completed, and we expect label deliveries from next year to be with recycled content.
- Introduce Toilet Caps, 750ml Caps and Laundry caps with a minimum of 30% PCR.**  
We now have 30% PCR in these caps!
- Reduce packaging sizes where excess packaging is used.**  
We have reviewed the size of the Washing Powder bags and will be looking to update these. Watch this space.

2024 Goals Achieved

2025 Packaging Goals

- The 1KG and 2KG Washing Powder packaging continues. We will continue to investigate this in 2025.
- Roll out the recycled labels across bottled products.
- To increase our 20L closed loop by 10%

How we look after our customers is of utmost importance to us. Ongoing customer service and support, including the quality of products and services, is something that we are dedicated to.

Part of this section includes recognising products designed to address a particular social problem, which we provide with high-quality and non-toxic ingredients that don't cost the Earth.

“Bio-D is a fantastic company. I have peace of mind using their products and great customer service whenever I order from them.”

Katie McKenna, Trustpilot

“A brilliant option of cleaning products that smell amazing and are super effective, my favorite is definitely the Yorkshire Rhubarb. All eco friendly and cruelty free which is also great for the environment.”

Ellie Worner, Trustpilot

“I have been using these products for my business and home for many years now. Love them all and feel like a smug human doing good for my health and the planet when I use them.”

Claire Forrester, Trustpilot

Customer Satisfaction Questionnaire

As part of our commitment to continuous improvement and customer satisfaction, we conducted a comprehensive survey of 238 regular Bio-D product users. This initiative aligns with our B Corp values, emphasising the importance of both customer experience and environmental responsibility in our product development process.



We asked customers why they choose Bio-D and the top 3 answers were:

- 1

Naturally Derived Ingredients
- 2

Made in the UK
- 3

Sustainability

Customer service isn't a department it's the entire company



At Bio-D, we actively seek customer feedback on all aspects of our products, including fragrances, usability, and packaging. We've partnered with Trustpilot to provide a transparent platform where both new and existing customers can read authentic, current reviews. This valuable feedback helps us continuously improve our products and services. We're committed to expanding our presence on Trustpilot and encourage all customers to share their experiences. As part of our commitment to open dialogue and customer engagement, we will continue to grow and develop our presence on Trustpilot, encouraging more customers to share their thoughts and feedback.

Certified B Corporation

**2024 Customer Pledge and what we did**

Feedback is a gift. In 2024 we aim to proactively collaborate and test ideas with an engaged group of members. As the saying goes, 'Knowledge is power'.

We have initiated and are actively progressing with our efforts to collaborate proactively, test new ideas, and engage with a committed group of members. This ongoing process is central to our goal of continuously enhancing our offerings.

2024 Goals Achieved

- To continue to be trusted advisors.
- We continue to provide unwavering support, guidance, and advice to those we work with, ensuring we remain trusted advisors.
- To deliver consistently marvellous products.
- With just 0.0001% of product issues reported, we're proud to say that our dedication to quality speaks for itself.
- To offer new innovation, whether that be packaging, product or process.
- We expanded our offerings to meet customer needs and preferences. New product launches: The Yorkshire Rhubarb cleaning range, Yorkshire Rhubarb Candle and Spiced Apple Hand Wash. Responding to customer feedback: Introducing a 5L Rinse Aid and improving the formulation of our Glass & Mirror Cleaner. Our efforts reflect our commitment to continuous improvement and keeping our customers at the heart of what we do.

2025 Customer Pledge

- To complete the rollout of member feedback collaboration
- To launch a newsletter for independent stockists
- To increase our range of Allergy UK certified products
- To deliver consistently marvellous products
- To offer new innovation in packaging, products, or processes
- To collaborate, listen and move forward together



Allergy UK Approved

In April, during Allergy Awareness Week, we proudly announced that an additional two of our products—Fragrance Free Washing Up Liquid and Fragrance Free Cleansing Handwash—have been officially recognised as Allergy UK friendly products. This recognition highlights our ongoing commitment to providing safe, ethical cleaning solutions for those with allergies.

To mark the occasion, we also launched an Allergy UK Approved Bundle on our website, offering a selection of products specially designed for allergy sufferers. We're thrilled to offer this range, which has been approved by Allergy UK based on expert opinion. Customers can save up to 21% with our bundle, making it easier to choose products that are both effective and gentle on sensitive skin.



More than 150 million Europeans suffer from chronic allergic diseases and the current prediction is that by 2025 half of the entire EU population will be affected (EAACI, 2016)

New Products



In 2024, we introduced several exciting products inspired by customer feedback requesting more natural, fruity fragrances. Including the Yorkshire Rhubarb fragrance, reflecting our Yorkshire roots, and a limited edition Spiced Apple Handwash for the festive season. We also expanded our 5L refill range to include Rinse Aid, another customer-requested addition. Building on the popularity of Yorkshire Rhubarb, we ventured into homeware with handmade soy candles. Stay tuned for more exciting product developments in 2025!

New Products

YORKSHIRE RHUBARB  
The Candle Scandal



Candles are a cosy addition to any home, but many conventional options come with hidden environmental and ethical costs. Here's why it matters and how Bio-D is leading the way with a cleaner, greener, handmade alternative.

Paraffin: Fossil Fuel in Disguise

Most candles are made with paraffin, a byproduct of petroleum. Burning them releases toxins like benzene and toluene, harming indoor air quality and contributing to environmental pollution.

Beeswax: Not as Green as it Seems

Though marketed as "natural", beeswax is an animal byproduct. Its production raises ethical concerns and can stress already declining bee populations.

Why Choose Bio-D's Yorkshire Rhubarb Candle?

Our candles are meticulously handcrafted using 100% natural, plant-based wax sourced exclusively from UK farmers. By prioritising local agricultural partnerships, we support sustainable farming communities while ensuring high-quality ingredients. Our candles feature cotton wicks that guarantee a clean, even burn without harmful toxins.

Unlike traditional paraffin or beeswax alternatives, our vegan and cruelty-free candles represent a more ethical choice that benefits personal health, animal welfare, and environmental sustainability. Each candle is thoughtfully packaged in recyclable and reusable tins, minimising waste and embodying our commitment to eco-conscious design.

Learn Your Burn

Make the switch to Bio-D's Yorkshire Rhubarb Candle for a guilt-free glow. Better for you, better for the environment.





At Bio-D, we're proud to **support British farmers** by switching from olive oil, made with European-grown olives, to **rapeseed oil**, which is truly home-grown and produced right here in the UK.

This change is about more than just ingredients—it's a step **towards greater sustainability**. By sourcing rapeseed oil locally, we significantly **reduce CO2e emissions** associated with transportation, cutting down the environmental impact of our supply chain.

Importantly, this switch allows us to invest in and champion British agriculture, helping to strengthen local economies while continuing to deliver the high-quality, eco-friendly products you know and trust. Sustainability and community go hand in hand at Bio-D.

NEW & IMPROVED



In 2024, we saw the full impact of Dee and Isa, our recently installed de-ionised water plant, as they became key contributors to our sustainability journey. By **producing de-ionised water in-house** using **solar power**, we significantly reduced our reliance on fossil fuel-based suppliers and eliminated the emissions associated with transporting water.

To quantify the carbon savings achieved through this initiative, we've partnered with student researchers at **York University**. Their analysis is currently underway, and we look forward to sharing the results soon. Stay tuned for the data that will further highlight the positive impact of this project!



We're pleased to announce an **upgraded formulation** of our Glass & Mirror Cleaner.

This reformulation has been designed to deliver **superior cleaning results**. The new formula ensures a crystal-clear, **streak-free** finish and **fast drying**, making cleaning more **efficient** and **effective**.

**We always appreciate working with local talent and were pleased to collaborate with both York University and Hull University again this year.**



A team at York University conducted a Life Cycle Analysis on our current Washing Powder Packaging compared to a new alternative film.

The team spent weeks researching and analysing, then they presented their findings in a presentation at the university. Bio-D's Managing Director, Lloyd attended the presentation and stated: "The team gave an impressive presentation of the work conducted, clearly reflecting the amount of work that had gone into the assignment. Having a dedicated independent unbiased team working on this was very valuable to us as we like to verify any changes to ensure they will be more environmentally beneficial."



James Hansford



Kian Dunn



Marta Erzoah



Jamie Lynch



Joe Fisher

### 'Time Series Analysis of Raw Materials Purchasing Data: Future Trends Forecasting'



This was a collaboration between Hull University student Anthony Anekwe and Bio-D's Finance Manager James Harrison to assist Bio-D Company in predicting future product costs by analysing historical costs of a product's ingredients. The expectation is that such capability could assist the company in their decision-making process.



Anthony Anekwe

**"It was an exciting time working with the designated Bio-D staff [James Harrison] in understanding their process and data structure as well as the feedback received on the project milestones. The enthusiasm and cooperation for the project were indications of the company's commitment of being a major player in its sector, as it embraces tools and methodologies to achieve that."**

# Giving to the community

"No act of kindness, no matter how small, is ever wasted."

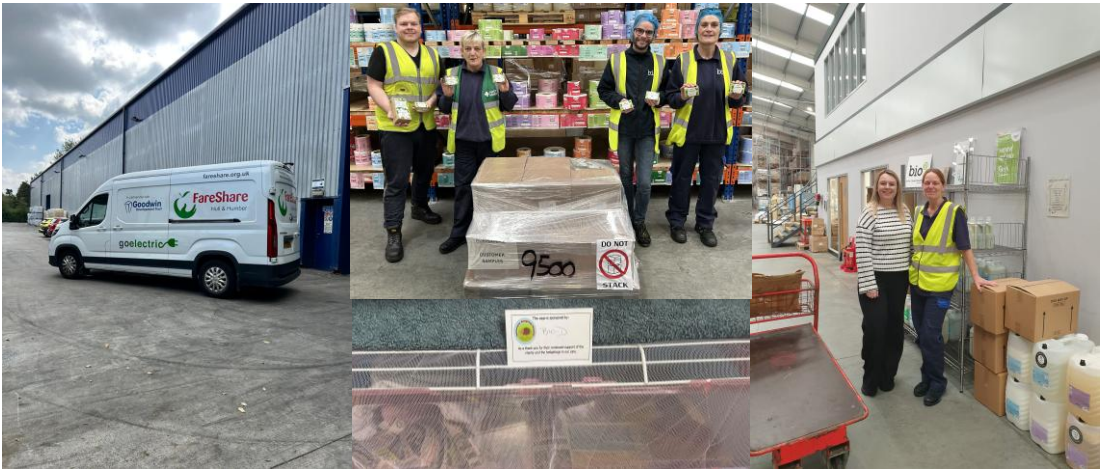
We donated over £1,200 to chosen charities from sales made from the Bio-D team who have purchased end of the run products. These charities have been voted for by the team.



We donated nearly £14,000 worth of cleaning and personal care products to those in need.



"Bio-D's donation of laundry products has been so well received as we regularly have hand soap available but nothing for cleaning clothes. When families have cut back on essential items it's amazing to have something that can save them money and ensure they have clean clothes for school and work."



## 2024 Community Pledge and what we did



Continue to work with local charities and donate goods for those in need.

We donated nearly £14,000 worth of cleaning products to:

- Hull YFC
- Oakwood Dog Rescue
- In Kind Direct
- East Riding Food Poverty Alliance
- The Purple House
- FareShare
- Rooted

Collaborating with Cruelty Free International with a 'You Buy, We Donate' campaign in November to support their mission to end animal testing.

Work with local talent to share our in-house expertise to give students real life experience.

We worked with students at York University, see page 9.

Facilitate the discounted purchase of end of run products for staff with funds raised going to a charity of their choice.

**Total £1235.81**

|                              |         |
|------------------------------|---------|
| Marie Curie                  | £251.04 |
| Holderness Hedgehog Hospital | £433.32 |
| Hull Women's Aid             | £158.57 |
| Young Climate Warriors       | £158.57 |
| Yorkshire Cancer Research    | £234.31 |

We are also Silver members of Yorkshire Wildlife Trust.



2024 Goals Achieved

## 2025 Community Pledge

- Continue to work with local charities and donate goods for those in need.
- Facilitate the discounted purchase of end of run products for staff with funds raised going to a charity of their choice.
- Work with local talent to share our in-house expertise to give students real life experience.

We encourage staff to be the person they want to work with. To look out for others, to inspire, encourage and work as a team. To support them in this we offer several perks to maintain their wellbeing and assist financially.



We all love our holidays and Bio-D staff get **an extra week** per year above what is required by law.

FRIDAY

1 : 00 PM

We finish at **1 pm** on a Friday. Why not start the weekend early?!



We have trained **Mental Health First Aiders** on site



All staff benefit from being members of **Simply Health**. This provides a wide range of benefits from optical and dental care, to acupuncture and physio etc.



Staff can also benefit from the **Cycle 2 Work** scheme, **Tech Benefit** scheme and other incentives available.



We are members of **Mindful Employer** to ensure staff have access to professionals if they need help with their mental health.

The Green Room

In March, we introduced "The Green Room," a dedicated space in our office where our mission and vision for Bio-D are proudly displayed. This frequently used meeting room has become a hub of inspiration, sparking creativity and collaboration. We've been thrilled with the positive feedback we've received, with many complimenting the space's vibrant, eco-friendly design.



(L-R) Charlotte, Heather and Hannah in The Green Room

Fresh Starters



We are delighted to welcome **Grace** to the team as an Office Admin Apprentice. Grace takes calls, deals with logistics, and generally makes us feel younger!



We also welcomed **Jack** to the team as a much-valued Line Operative. Jack always has a smile and is keen to help.

35th Anniversary

In June, we celebrated 35 years of Bio-D with a fun-filled afternoon for our team, featuring pizzas, popcorn, ice cream, and even rodeo rides! It was a wonderful way to mark this significant milestone, and we're excited to continue building on our legacy of sustainability and ethical business practices for many more years to come.



Emma and Awal enjoying the surf simulator and darts board

Bio-D Soap Awards

This year, we were thrilled to introduce the first annual Bio-D Soap Awards (get it?!). Our Managing Director, Lloyd Atkin, presented these awards to celebrate the exceptional members of our team who have demonstrated excellence, dedication, and innovation in promoting our brand values and vision.

From product development to safe and effective manufacturing, every individual at Bio-D plays a vital role in our mission to make a positive environmental impact. The winners of our inaugural awards were:

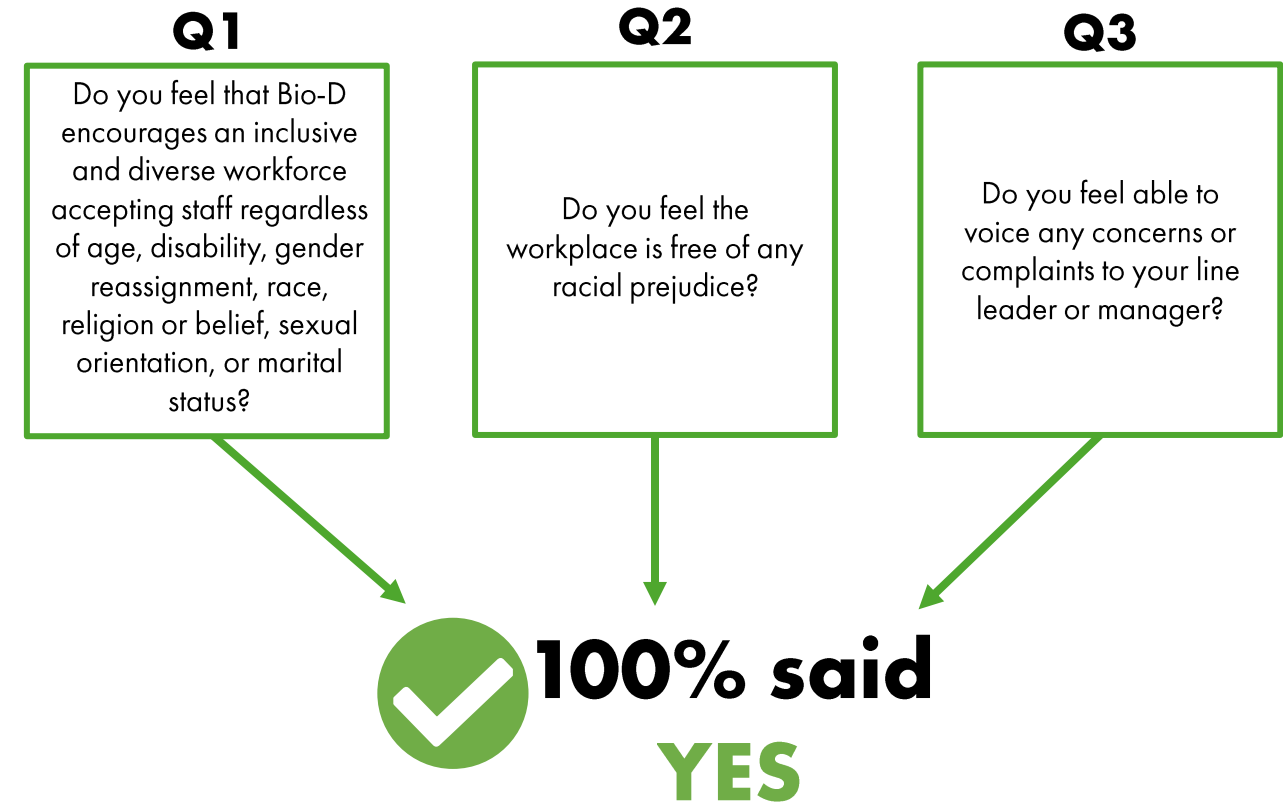
- Small Idea, Big Impact – **Phil Keech**
- Team Player – **Graham Norton**
- Outstanding Contribution – **Rob Hill**
- Top Ingredient – **Alana Fabisiak**
- Goes the Extra Mile – **Steve Johnson**
- Values Champion – **Heather Nixon**

We extend a special thanks to **Awards FC** for producing our awards using eco-friendly acrylic, reinforcing our commitment to sustainability even in our celebrations.

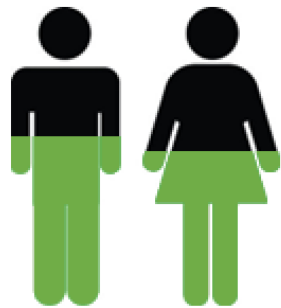


Equality, Diversity & Inclusion

Bio-D staff are encouraged to welcome and respect diversity in the workplace. All staff should feel included and equal. As part of our 2024 goal, we asked staff some important questions to see how well we fared as a company in equality and respect of diversity:

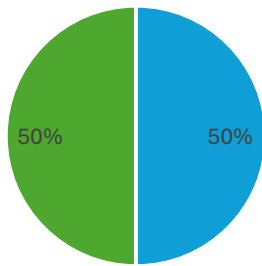


Proportion of Male and Female Staff at Bio-D



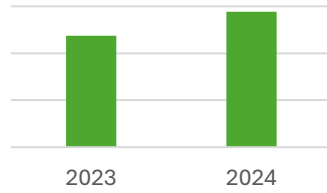
Our team comprises 44.8% female and 55.2% male staff, reflecting a near-balanced workforce and demonstrating our commitment to gender inclusivity.

Proportion of Male and Female Higher Management staff at Bio-D



Bio-D's higher management team is equally balanced, with a 50/50 split between male and female leaders.

Hours of Staff External Training



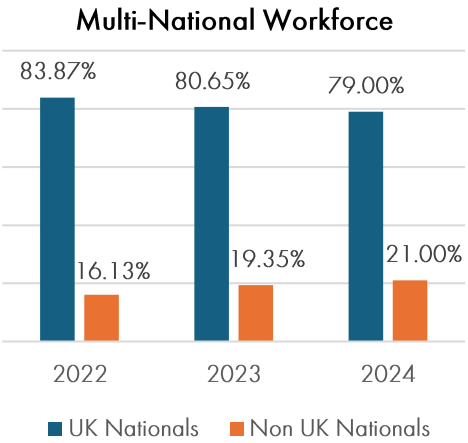
Bio-D supports staff development with a dedicated training budget, encouraging team members to upskill through external courses.



OUR PRODUCTS ARE MADE BY US, IN THE UK, USING SOLAR ENERGY



Clockwise from top left: Awal, Annette, James, Tammy, Nick, Lucy.



2024 Goals Achieved

Certified **2024 Workers Pledge and what we did**



To continue our Equality, Diversity & Inclusion commitment to providing equal opportunities to all employees through education, training and an inclusive culture.

Grace joined us in March 2024 as an Office Admin Apprentice and Jack joined us as a Line Operative. Our external training hours have increased by 21% compared with 2023.

To continue our employee surveys to monitor how employees feel about Bio-D's commitment to equality diversity and inclusion in the workplace.

Surveys completed with encouraging results which are published in this report.

To continue to provide more employment opportunities with our commitment to diversity, equality and inclusion.

We are recruiting again. Come and join our Green Team.

2025 Workers Pledge

- Implement long service awards to recognise and reward employee dedication, fostering loyalty and engagement within the business.
- To continue our Equality, Diversity & Inclusion commitment to providing equal opportunities to all employees through education, training and an inclusive culture.
- To continue our employee surveys to monitor how employees feel about Bio-D's commitment to equality diversity and inclusion in the workplace.
- To continue to provide more employment opportunities with our commitment to diversity, equality and inclusion.

At Bio-D, cruelty-free practices are central to everything we do, and our partnership with Cruelty Free International reflects this commitment. Beyond being the gold standard cruelty-free approval for cosmetics, household and personal care products, Cruelty Free International champions animal welfare on a global stage. Their important work with the United Nations plays a pivotal role in driving international policy changes to eliminate animal testing. This partnership strengthens Bio-D's mission to create ethical, sustainable products and aligns us with a global movement towards a more compassionate and sustainable future.



(R-L) Michelle Thew and Heather Nixon

**“As one of our longest standing supporters, Bio-D demonstrates what is possible when a company lives true to their principles. Their support for our mission is invaluable and helps us bring forward the day when we end animal testing everywhere and forever.”**  
Michelle Thew, CEO Cruelty Free International

**“In today’s world of greenwashing, independent approval from groups like Cruelty Free International really matters.”**  
Heather Nixon, Sustainability, NPD and Regulatory Manager Bio-D



(R-L) Hannah Boynton, Beth Fisher, Fiyon Gibson, Heather Nixon and Michelle Thew after filming an interview at Bio-D HQ in October

In November, we celebrated 18 years of Cruelty Free International approval. We launched a campaign throughout the month on our website, where we pledged to donate 18p from every product sold on bid.co.uk. Thanks to your orders, we supported Cruelty Free International’s mission to end animal testing.



**“Many individuals are doing what they can. But real success can only come if there is a change in our societies and in our economics and in our politics.”**  
Sir David Attenborough

A Major Step Forward for Animal Protection



In December, Heather Nixon, Bio-D’s Sustainability and Regulatory Manager, had the honour of attending a significant event at the **House of Commons**, hosted by Cruelty Free International. It was truly inspiring to hear Labour MP Sarah Champion call on the government to take decisive action in ending animal testing for household and cosmetic products, while reaffirming commitments to cruelty-free standards.

At Bio-D, the Cruelty Free International Leaping Bunny logo on all our products is more than just an approval – **it’s a promise**. A promise to you, to the planet, and most importantly, to the animals who depend on us to advocate for their welfare. This logo reflects the unwavering efforts of the Cruelty Free International team, who work tirelessly to make cruelty-free the global norm for businesses like ours.

By choosing Bio-D products, you too are contributing to and supporting a great cause. Together, we are using business as a force for good and advancing the mission to end animal testing and promote cruelty-free standards.

We are incredibly grateful to Michelle Thew and the entire Cruelty Free International team for inviting us and for leading this crucial conversation. It’s events like these that fuel our passion and commitment to continue creating ethical, sustainable products that are kind to both the planet and its inhabitants.

## Accreditations and Certifications



The King's Awards for Enterprise are the most prestigious business awards in the UK. The awards were first established in 1965 and since then over 7,000 companies have achieved a King's Award.



Our Allergy UK Certified products have been tooth combed by a consultant and a dermatologist resulting in approval that the products certified are very unlikely to cause any reaction.



The Vegan Society endorses products that are free from animal ingredients and derivatives, and animal testing.



All of our products are audited by Cruelty Free International to verify that no animal testing has been conducted in the supply chain.



Cyber Essentials is a UK government information assurance scheme operated by the National Cyber Security Centre (NCSC)



We have staff trained in Mental Health First Aid to enable us to identify, understand and help a member of staff who may be developing or suffering from a mental health issue.



As audited members of SEDEX we consistently look at our supply chain and ways to make more sustainable choices.



The Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.



Oh Yes Net Zero's aim is for Hull to lead the way to a net zero future.



We are pleased to join in this campaign which is run by HRH King Charles III - 'Terra Carta' - offers the basis of a recovery plan that puts Nature, People and Planet at the heart of global value creation



As audited members of RSPO we are helping to drive the change to ensure that only sustainable palm oil is used. Check our progress at [rspo.org](https://rspo.org)

No 9-3722-20-100-00



ISO 14001:2015 is our audited Environmental Management System that controls the environmental impact of our operations.



The British Retail Consortium Global Standard for Consumer Products is our in-house standard ensuring good manufacturing practice and verified processes to result in good quality products that are safe to use.



The OPRL scheme aims to deliver a simple, consistent and UK-wide recycling message on packaging to help consumers reuse and recycle correctly and more often.



SME Climate Hub: We joined the RACE TO ZERO campaign through SME Climate Hub. The SME Climate Hub is a global initiative that aims to bring together climate action for small to medium sized businesses and enable SMEs to build resilient businesses for the future.

## Closing words from our Sustainability Manager...

It's the end of the report but don't worry! We will be back again this time next year with another fabulous report for you to enjoy.

The opportunities and challenges for 2025 have already begun, and we face the new year with optimism and enthusiasm for the achievements ahead.

With ethical values in our DNA we focus on sustainability because it is good business.

What has become so enthusing throughout the past year is the growing drive in so many businesses to do their bit and become more sustainable.

So, it's great to see that sustainability has become a force for global responsibility. It is the foundation stone for responsible business, building a footprint and legacy for future generations.

It drives the success of business and adds resilience. It's about having the courage to take action. It's about believing that every small change is never too small. It's about believing that together we can achieve so much more to help restore the planet.

That's the reality. That's why we do it.

That's why we are Bio-D.

**Heather Nixon**, Sustainability, NPD and Regulatory Manager

