

# Environmental Impact Report 2020

## Marvellous Maps and the Environment

Marvellous Maps is an independent British business whose fun, comprehensively-researched paper maps entertain and inspire people to discover and enjoy Britain's best bits. We strive to be a 'good' business by considering the impact of our activities on people and the planet (not just on profit), with a particular focus on minimising our environmental impact. The business was founded in 2014.

## Summary

We've always aimed to be an environmentally responsible business, but that doesn't count for much if we're not actually measuring and disclosing our environmental impact. This year, we began the process to become truly environmentally responsible by completing our first environmental impact assessment. This report, a summary of that assessment covering the period July 2019 - June 2020, is the first of what we intend to become an annual publication, describing the full impact of our business on the environment. Now we have this baseline information, we can set goals for the further reduction of our environmental impact. Next year's report will show how we got on. If you have any questions, please ask at [hello@marvellousmaps.com](mailto:hello@marvellousmaps.com).

## Version Control

Document created: July 2020. Next report due: July 2021.

## Approach

We're a small, remote-working (no office) business that outsources production and logistics. Our products have a relatively low environmental impact, using environmentally-certified (FSC) paper, being produced and (mostly) sold locally within Britain, and being recyclable. Nonetheless, we take responsibility for understanding, disclosing and minimising our environmental impact. To achieve that, we look at our full environmental impact, covering:

1. **Inputs** - all resources used by, or as a result of, our business.
2. **Outputs** - all the bad things put into the environment by, or as a result of, our business.
3. **Positive impact** - anything we do to deliver benefits for the environment.

Reports like this rely on estimates, so we take a very conservative approach in calculating the numerical elements of our environmental impact. We do that by using the latest available benchmarks, multipliers and other guidance from the UK government and other recognised sources, and then adding buffers to counter the potential effect of any inaccuracy or oversight. We employed an external consultant to help us create a complete and accurate assessment framework.



## Our Environmental Impact - Key Figures

Prior year figures not available (will be included for reference from 2021 onwards). See appendix below for an explanation of scope and key terms. Figures cover the period July 2019 - June 2020.

1. INPUTS	
Measure	2019 / 20 Figures
% of all items produced that are from recycled or environmentally certified raw materials	<p>Everything we had made: Over 96% of our products / marketing materials came from environmentally certified (FSC) materials.</p> <p>Everything else we bought: Over 91% of our packaging came from recycled materials.</p>
% of all items produced that are sourced locally	100% of all items purchased are sourced from within the UK. The majority of raw materials used by our suppliers come from abroad, almost exclusively from Europe.
Energy use ('total operational')	51 gigajoules
Energy use - renewable ('total operational')	4.3 gigajoules
Raw materials	An estimated 5 - 10 trees were used in the production of our maps and marketing materials. You get a lot of maps out of a tree! Other raw material use is minimal, including small batches of our mugs as well as some (currently unavoidable) plastic used in <5% of our packaging by value.
Water	73 cubic metres

2. OUTPUTS	
Measure	2019 / 20 Figures
Carbon footprint: greenhouse gas emissions (all scopes)	40 tonnes CO2 equivalent
Carbon footprint: greenhouse gas emissions ('total operational')	3.1 tonnes CO2 equivalent
Carbon intensity: carbon footprint / team member ('total operational')	0.85 tonnes CO2 equivalent / team member
Waste - recycled	5 tonnes
Waste - to landfill	0.8 tonne
Waste - water	533 cubic metres



Product 'end of life' impact - % of all items produced that are recyclable	Over 90% by volume or by value
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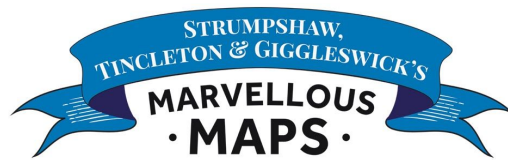
### 3. POSITIVE IMPACT

**1% for the Planet** membership: 1% of revenue donated to British environmental charities (independently verified). Main beneficiaries: **Surfers Against Sewage** ('250 Club' membership and contributions to separate campaigns), **John Muir Trust** ('Gold' membership).

550 trees committed for planting with **Trees for Life**, Scotland (saplings bought for planting within 12 months), contributing to reforestation / rewilding, increasing biodiversity and (over the lifetime of the trees) capturing an estimated 137.5 tonnes CO2. See our 'corporate grove' [here](#).

40 tonnes CO2 offset with certified carbon credits purchased from **Gold Standard**. Details of the credits [here](#) and project details [here](#).

Product strategy reviewed January / February 2020 and decision taken to keep product range restricted to relatively low-impact products, including the decision not to produce microfibre picnic rugs. We also successfully challenged our logistics supplier to reduce their packaging, after being told by a small number of customers that our maps had arrived in excessively large and completely unnecessary layers of extra cardboard packaging. We are working with our suppliers to further reduce the (already low levels of) plastic used in products and packaging.



## Appendix: Scope and Key Terms

Our full environmental impact isn't just the result of the resources / activities we own. It covers both owned and third-party resources / activities across the entire value chain, from raw materials to delivering our products to customers. We don't own the printing facilities that produce our finished maps or the warehouses and delivery vehicles that get our maps to our customers, but these resources and activities all have an environmental impact, and as far as possible these are included in the assessment of our impact.

The table below sets out some of the terms typically found in reports like this and what they mean (and where opportunities for misunderstanding or not quite telling the full truth arise). Note that Scopes 1, 2 and 3 are generally used in relation to energy use / greenhouse gas emissions, but the concept of scope is relevant across all areas of environmental impact.

Owned resources / activities		Third-party resources / activities	
Total Operational			Scope 3 "Everything else"
Direct / Scope 1	Indirect / Scope 2	Scope 3 "Operational"	
Activities involving assets owned / controlled by the business, e.g. combustion of fuels in owned / controlled factories, fleets and office buildings.	Generation of electricity purchased for owned / controlled factories and office buildings.	Team remote working & business travel.	All other activities across the entire value chain, covering suppliers and the products / services we buy from them and getting our products to our customers and end-of-life product disposal.

As a remote-working (no office) business that outsources production and logistics, Marvellous Maps has virtually no 'owned' environmental impact.