



# Sustainability Newsletter Q3 2023

## Welcome to our Autumn sustainability update

As a global hygiene and health business, sustainability is a key priority and has been high on our agenda for many years. We are committed to reducing our environmental impact, reducing waste, and achieving net zero emissions by 2050. We're pleased to share news and updates on some of the social and environmental sustainability initiatives happening here at Essity in the UK & Ireland this quarter.

## Reducing our environmental impact on the planet



### Plenty – certified compostable sheets\* for compostable messes.

Our brand Plenty is the **first** household towel product in the UK to be certified as compostable\*.

Research<sup>1</sup> tells us that up to 80% of UK consumers believe compostability is important for kitchen towels and as such, they are prepared to change home behaviours to avoid sending unnecessary waste to landfill.

We're proud to share this important initiative on our packs and it further demonstrates our commitment and leadership in sustainability and innovation.

\*Plenty Kitchen towels are certified home and industrial compostable according to NF T 51-800 and EN 14995

<sup>1</sup> Bilendi Consumer Research December 2022

[Click here to find out more](#)



Essity is one of the signatories to the WFA (World Federation of Advertisers) Planet Pledge. The WFA is a global association representing over 150 of the world's biggest brands.

Those who sign Planet Pledge agree to market their products responsibly with any sustainability claims made on packaging and in advertising clearly substantiated so that consumers can trust the messages they are presented with.

Unfortunately, not all toilet paper manufacturers are part of the pledge. If you're not convinced about a sustainability claim, be sure to request substantiation from the manufacturer.

[Find out more about WFA Planet Pledge here](#)

### New Unifibres plant reaches construction milestone

The construction of our new recycled fibre facility at our Prudhoe paper mill in Northumberland reached a significant milestone recently with the steel framework roof and building work all now complete.

The site is on-track for the next phase of construction and the plant is due to be completed in 2025.

When operational, the new facility will be one of the most advanced wastepaper recycling plants in the UK and play a crucial role in enabling us to process recycled fibre.



[Read more at www.essity.com](#)

## News from our mills



We are constantly looking at every part of our paper-making operation to find new and improved ways to work more sustainably. Here are some of the initiatives from our paper mills.

**Manchester mill** which produces our Plenty and Cushelle products, is swapping 15 forklift trucks from gas-powered to electric.

The mill is also upgrading the shunt trailers used to take finished goods to the storage warehouse, making them 15% longer which means fewer trips are needed from production to the warehouse.

At our **Stubbins mill** which produces our Tork Professional Hygiene products, we have the technology to recycle used takeaway drinks cups and used paper towels to make new paper products. This mill also recycles pulp waste to be reused as bedding for farm animals.

## Channel 4 filming

We have recently completed filming for a Channel 4 TV programme focussing on sustainability which will be aired later this year.

Watch this space for more news!



## Improving well-being for people and societies



### United Nations 17 Sustainable Development Goals: Goal 5 Gender Equality

The UN Sustainability Goals comprises of 17 important goals adopted by all UN Member States and provides a shared blueprint for people and the planet. Essity is very much aligned to these goals and here are some of our brand's initiatives supporting **Goal 5 - 'Gender Equality'**.

[Click here to find out more](#)



### TENA Men and PCUK Partnership

TENA Men has partnered with Prostate Cancer UK to shine a light on the increasing number of men with prostate cancer dealing with urinary incontinence.

We have provided specialist training for pharmacists, donated £75,000 and provided 10,000 TENA Men products for Prostate Cancer UK's surgery support packs, which help men prepare for surgery and deal with any occurrences of incontinence after treatments.



[Click here to find out more](#)



### TENA End Bladder Shame Campaign

With data revealing two thirds of British people would be too ashamed to tell family and friends about an incontinence issue, TENA has launched an End Bladder Shame campaign to normalise conversations around this common medical issue. It highlights personal stories of those who experience incontinence and is supported by presenter and DJ, Ashley James, TV Doctor Zoe Willams and former England Rugby Captain, Lewis Moody.

[Click here to find out more](#)

[Read more at www.essity.com](http://www.essity.com)





## Bodyform's highlights media censorship

Did you know that certain social media companies censor anatomically and medically correct words and phrases related to women's health? Our Bodyform brand recently ran a national campaign to stop this needless censorship of women+ from being able to speak openly and confidently about their bodies and experiences and received standout press coverage across many publications, including The Daily Mail, The Telegraph, Cosmopolitan and Glamour magazines, and was discussed on BBC Radio 4's Woman's Hour programme.

[▶ Click here to watch the campaign video](#)



## Bodyform and This Girl Can x Studio You creates educational hub

Seven in 10 young girls say they avoid being active when on their period. Bodyform has partnered with This Girl Can's online educational platform Studio You, to help teenage girls enjoy and take part in PE lessons. A number of period education resources have been created for teachers and pupils to help change this statistic and are available free on the platform's new Bodyform hub.

[▶ Click here to find out more](#)

## Our support for In Kind Direct

Essity is proud to continue our long-term commitment to donate 1 million toilet rolls and 1.2 million period products to our charity partner In Kind Direct each year.

We're pleased to report that up to October this year we have delivered 25 full truckloads of Bodyform towels, Cushelle, Velvet and Tork toilet rolls which in turn has enabled In Kind Direct to support 2,742 charitable organisations.



[▶ Visit In Kind Direct](#)

## Essity Ireland donates to 2 much needed local charities

Through our Essity Ireland office we have been able to support two very important charities in the Dublin area with a donation of Bodyform and Cushelle products. In total, 36,000 Bodyform pads and Cushelle toilet rolls have been donated to Sonas, the largest provider of services for women and children experiencing domestic abuse in the Dublin region; and Crosscare, a Dublin-based charity supporting those facing difficult challenges in life.

**To learn more about these charities and the support they provide, click on the links here.** ⇨



[▶ Sonas](#)

[▶ Crosscare](#)

## Myth Busters...



## Did you know?

- Through the recent introduction of our Cushelle and Velvet Longer Rolls we have been able to achieve a reduction of 239 lorries on the road transporting our products. (2023 H2 volume sales).
- **In the UK Essity currently uses around 100,000 tonnes of recycled paper annually in our production which accounts for over a third of the total volume.**
- Essity has committed to achieving 100% recyclability of our packaging made with a minimum of 85% recycled or renewable materials by 2025. In Ireland you can put all of our packaging in your household recycling collection.
- **Of all the wood harvested globally, less than 3% is used for the tissue paper industry and usually this consists of the thinning and chippings. The larger trunks and branches are utilised for timber which is the primary reason for forest harvesty.**

To read more about our global sustainability commitments, click [here](#) for our 2022 Annual and Sustainability Report

