



# Sustainability Newsletter Q2 2023

## Welcome to our Summer 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



#### Government supports hydrogen trial

Our Tawd paper mill in Skelmersdale, where we can make paper for Cushelle and Plenty, has been awarded government funding to be the first paper mill in the UK to trial production using low carbon hydrogen as an alternative fuel source for the UK paper making industry.

Work to prepare for the trial, taking place in 2024, is underway and if successful could mean paper is made in a more sustainable way than ever before with a 66% reduction in total CO2 emissions.

#### Tork offers carbon neutral certified dispensers in Europe

Essity's Tork brand is the first in Europe to reduce and compensate carbon emissions for the entire life cycle\* of selected soap, toilet paper and hand towel dispensers.



[Click here to find out more](#)

\*Excluding use of refills. Valid for dispensers sold after May 1st 2023 in European countries excluding France

#### Save more, waste less with Plenty



[Click here to find out more](#)

Plenty, our leading household towel brand has launched new Plenty Flexisheets Tubeless. Each roll is 50% longer with flexi-sized sheets to tear off the exact amount of paper needed to reduce waste. This brand innovation is estimated to deliver 20% less plastic, 13 million less cardboard cores, fewer lorries on the road and an overall 6% carbon footprint reduction.

#### Cushelle new longer lasting rolls

Cushelle continues to make impactful changes with the launch of new Cushelle Longer Lasting Rolls. With 50% more sheets on each roll they run out less often, as well as being tubeless, Cushelle's new innovation is estimated to deliver 17% less plastic packaging, 33% less cardboard, 45,000 fewer pallets used and 1,000 fewer lorries on the road.



[Click here to find out more](#)

# Improving well-being for people and societies



## Essity donations have supported 2,315 charities so far this year

We have been proudly supporting our charity partner [In Kind Direct](#) since 2002, and each year we commit to donate 1.2m Bodyform period products and 1m Cushelle, Velvet and Tork toilet rolls to help those in need through local community charities across the UK.

So far this year we have delivered 13 truckloads of hygiene products to In Kind Direct which has helped a record number of 2,315 UK charities with hygiene essentials.

Read more about the impact of our donations in our mid-year report

[Click here to find out more](#)



In May this year we launched our new '**Buy One Give One**' initiative on Bodyform washable period pants, to help battle period poverty in the UK. So far this year we have donated 5,000 Bodyform washable period pants to In Kind Direct which has already benefitted 46 charitable organisations.

Bodyform's Buy One Give One campaign runs to the end of 2023.

[Click here for further information](#)



## Myth Busters...



## Did you know?

- Over 50% of the world's wood harvest is used for fuel, while 30% is processed for other industries and furniture. Around 13% is used to make paper and only 8%\* of that is for tissue paper.\*
- Over 90% of the European paper industry's wood fibre originates from Europe where, thanks to sustainable forest management, forest territory is growing in both area and volume at around 612 million cubic metres per year. That's the equivalent to more than 1,500 football pitches of new forests every day.\*
- Essity is leading the industry on alternative fibres and recycled fibre. From making paper using wheat straw at our paper mill in Germany, to making paper from recycled coffee cups and used paper towels right here in the UK.
- All Cushelle toilet rolls and Plenty household towels sold in the UK and ROI are made in the UK. No shipping toilet rolls thousands of miles across the ocean on huge container ships for us!

\*FAO data 2005-2020 via [www.twosides.info](http://www.twosides.info)

\*Science Direct, Renewable & Sustainable Energy Reviews, Oct 2022

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

