

# LOVE SUSTAINABILITY

Our Journey to a More Sustainable Future



Let's do this together



# OUR PLANET EARTH IS A COMPLEX AND DELICATE SYSTEM

That depends on everything from soil bacteria to blue whales to function. A system that is being significantly disrupted by commercial operations.

Scientists are increasingly focusing on what effect we are having on extinction rates<sup>1</sup>, the legacy of acid rain is manifest in acidic oceans<sup>2</sup> and particles of plastic can now be found in human blood<sup>3</sup>.



**We humans and our planet are at a turning point that demands action.**



**We must talk truthfully about what is happening to the planet and be transparent about what we are doing to it.**



**We can be the generation that uses afforestation as a means to redress GHG emissions<sup>4</sup>.**



**We can be the responsible corporate citizens that start a decades long process to radically change how we use natural resources, how we power our industries, how we own our waste.**

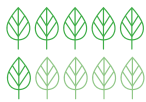


**We can be the great innovators who recover the plastics and pollution that have spilled into our oceans, been buried under our land and which have clouded our skies.**

**Or we can do nothing.**

<sup>1</sup>[www.researchgate.net/profile/Nigel-Stork/publication/225546103\\_Re-assessing\\_current\\_extinction\\_rates/links/00b49525daa5bd1dba000000/Re-assessing-current-extinction-rates.pdf](https://www.researchgate.net/profile/Nigel-Stork/publication/225546103_Re-assessing_current_extinction_rates/links/00b49525daa5bd1dba000000/Re-assessing-current-extinction-rates.pdf)

<sup>2</sup>[www.sciencedirect.com/science/article/abs/pii/S0025326X13003925](https://www.sciencedirect.com/science/article/abs/pii/S0025326X13003925) | <sup>3</sup>[www.sciencedirect.com/science/article/pii/S0160412022001258](https://www.sciencedirect.com/science/article/pii/S0160412022001258) | <sup>4</sup><https://ourworldindata.org/global-forest-transition>



As of 2019, **59% of businesses** claimed to have internal **sustainability initiatives** in place<sup>5</sup>.

# THE **SUSTAINABLE REALITY** OF INDUSTRY TODAY

Businesses are being pressured by their customers and staff to be demonstrably “green”. But without transparency and clearly defined meanings for “green” practices, market confusion about which practices are actually sustainable can frustrate businesses and consumers alike.

**We must all accept that no business might ever be completely environmentally sustainable, but we can all do our part to minimise the impact.**

The starting point to a more sustainable future is being transparent about what is happening now and how we can actually make a change.

**We are in a climate crisis<sup>6</sup>.**

**Our employees, our customers, our families will all inevitably be affected. Action is needed from all sides, personally and commercially.**



## HOW CAN BUSINESSES HAVE **MAXIMUM IMPACT?**

**Sustainability is a complex issue, one that can be frustrating.**

Sustainability is defined by Oxford Languages<sup>7</sup> as “avoidance of the depletion of natural resources in order to maintain an ecological balance.” Human industry sits outside of the natural world, it’s difficult for it to return 100% of the resources it takes.

No business can be fully sustainable, not today and maybe not ever. Yet businesses, and the people within them, want to do more for sustainability every day, every month, year after year.

The factors a business may have to consider when implementing sustainable changes can be extensive. Useful and effective data can be difficult to interpret, catch-all product terms such as “green” have different interpretations among companies, institutions, and marketers, while governmental research and evidence shows “significant increases in demand for green skills” and identifies the need to tackle an identifiable skills gap<sup>8</sup>.

Consistent sustainability improvements for commercial processes should be the focus for commercial entities. Incremental improvements based on expertise, operational insight, and shared knowledge should be made. So that when changes are made, they are effective, and when a business delivers its sustainability message, everything is aligned for customers<sup>9</sup>.

Today, whether for legislators, customers, staff or all three, nearly 60% of businesses claim to have some form of internal sustainability initiative in place<sup>10</sup>. If businesses can do one thing, it’s to make incremental changes, and if corporate citizens have an advantage over regular citizens, it’s the scale that those incremental changes can be applied to.

A citizen who makes a domestic change, like starting to separate waste or signing a contract with a renewable energy supplier, improves the sustainability of their home.

**The business that makes the same change creates it at a far greater scale, magnifying even small changes into substantive improvement with respect to sustainability for themselves, and for the partner companies they work with.**

# THE RCP **LOVE SUSTAINABILITY JOURNEY**

At Rubbermaid Commercial Products LLC (RCP), part of Newell Brands Inc. (Newell), we take corporate citizenship, including environmental sustainability, seriously. RCP is committed to creating durable and innovative solutions for any facility to ensure the use of Earth's resources is minimised.

The Love Sustainability Journey represents RCP's first step communicating the direction towards the goal of minimizing our impact on the environment. We don't have all the answers today, but our journey has started and throughout this document, **you will see our commitment to Newell's 4T values:**



**TRUTH**



**TRANSPARENCY**



**TEAMWORK**



**TRUST**

**The Journey sets out our commitments to the planet,**

**and to our partners, as we support businesses to achieve their sustainability goals with education, tools, and products, while continuing our own progression.**

## **WHERE DO WE WANT OUR JOURNEY TO GO?**

As a global leader in the design, manufacturing and delivery of cleaning, hygiene and waste management products, RCP has a significant sustainability role to play at both ends of the process – protecting resources and reducing waste.

Today we manufacture industry leading durable products. When a product lasts a long time, you eliminate potential product replacements, product waste and resource use for re-manufacturing. Durability is a form of sustainability that immediately minimises ecological impact.

**But we can do more.**

**Embracing Newell's Values, RCP is beginning the next phase of our journey.**

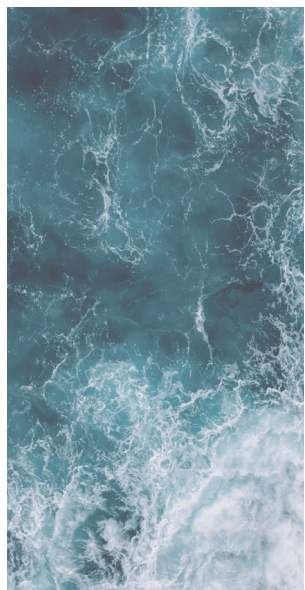
While some of this commitment is focused on change within the organisation, we're also committing to being part of a concerted effort for businesses to improve their sustainability, not just through products, but also through educational resources and tools.

**WE BELIEVE THAT WHEN BUSINESSES RAISE  
THE TIDE OF SUSTAINABILITY,**

**WE ARE ALL ELEVATED BY IT.**







**RCP'S**

## **ONGOING COMMITMENT TO YOU**

"Our Love Sustainability Journey is the first step to engaging you, our customers, regarding everything that Rubbermaid Commercial Products (RCP) is doing globally to ensure we operate as sustainably as we can.

RCP has a heritage of developing highly durable products that stand the test of time. This equates to less re-manufacture, less transport, and less storage than lower quality alternative products that frequently need replacing. All of which is better for the planet. We know, as a manufacturing business, we can't stop there.

**Newell's Values constitute Truth, Transparency, Teamwork and Trust, all of which we intend to provide through our journey.**

Investing in sustainable solutions is not only the right thing to do but is imperative to long-term value and the viability of our resources, our people, our communities and our business."



**Mike McDermott**

CEO, Commercial Group, Newell Brands

**LET'S DO THIS TOGETHER**

# OUR SUSTAINABILITY FRAMEWORK AND ROADMAP

Our journey is set out in to 5 areas:

**Products, Certification & Innovation, Packaging, Operations, Culture and Education.**



## Products, Certification & Innovation

We have 6 Design for Sustainability (DFS) Actions:



### PRODUCT LONGEVITY

High quality products that will look and function beautifully, long into the future.  
**Buy better, waste less.**



### SYSTEM EFFICIENCY

Designed to prevent or minimise resource waste throughout each phase of the life cycle, including within the customer's facility.



### RESPONSIBLE MATERIAL CHOICES

Material decisions that minimise natural resource depletion and are sourced responsibly.



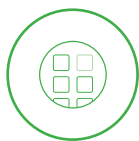
### END-OF-LIFE CONSIDERATION

Promote circularity and minimise environmental impacts at the end of a product's useful life. In EMEA, our recycling systems have been shown to improve recycling rates by 47% and divert 500 tonnes of what was previously collected as 'general waste' back into the circular economy<sup>11</sup>.



### REIMAGINE THE OFFERING

Alternative ways to meet customer needs that reduce environmental impacts.



### MODULARITY & COMPATIBILITY

Adaptable design to increase the useful life of a product or provide a second life. Modular designs are more likely to be repaired or upgraded for a longer useful life, more efficient to manufacture and more easily refurbished, remanufactured or recycled.

<sup>11</sup>[www.rubbermaid.eu/en/blog/case-study-slim-jim-recycling-stations-deliver-dpd-reduced-costs-and-less-waste/](http://www.rubbermaid.eu/en/blog/case-study-slim-jim-recycling-stations-deliver-dpd-reduced-costs-and-less-waste/)





Newell is a member of the **Sustainable Packaging Coalition since 2019**, and RCP has aligned with the organisation's mission and vision of a world where packaging is, among other goals, sourced responsibly, optimised for efficiency, and effectively recovered where possible.

## Packaging

For packaging we employ the DFS actions System Efficiency, Responsible Material Choices and End-of-Life Considerations.

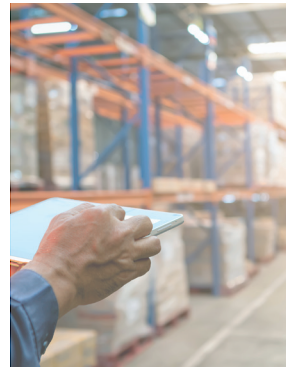
Choosing our materials selectively – and seeking opportunities to minimise them without compromising integrity – is an essential element of our approach to packaging sustainability. When assessing our packaging material use, RCP focuses on 1) using only the material that we need, 2) sourcing responsibly, e.g., investigating investments in recycled plastics and sustainable fibres and 3) ensuring that the packaging goes to a second life or back into the circular economy when it has served its purpose.



## Operations

In support of reducing our environmental impacts, Newell is focused on opportunities to improve energy efficiency across our facilities, as well as investing in renewable energy solutions for the first time, with RCP currently exploring renewable energy solutions for some of our manufacturing sites in Europe.

The objective of our social compliance work is to responsibly source from suppliers that align with Newell's Vendor Code of Conduct<sup>12</sup>, while also enhancing the satisfaction of our customers and end users.



## Culture

We aim to be an employer of choice and an amazing place for people to work, grow and thrive. We are dedicated to investing in our people, fostering an environment that encourages transparency and communication and creating a culture that views diversity and inclusion as an imperative.

Our aim is to build understanding of our direction and sustainability goals for all our people, starting as early as their interview and onboarding process.



## Education

RCP aims to inform and educate our employees, distribution partners and end user facilities about sustainability in general and our sustainability initiatives through localised, relevant, and thought leadership insights, content and programs on sustainability.

Love Recycling in EMEA, Reciclemos Juntos (Let's Recycle Together) in LATAM, the SmartApp & SmartClean in APAC and Frontline Heroes in North America are all recent examples.

Working in partnership with all our key stakeholders, but particularly our customers across the world, is the only way to make our Love Sustainability Journey a successful one. Joined up thinking is required in the Earth's hour of need.



<sup>12</sup>Our Vendor Code of Conduct establishes the standard of conduct we expect from our suppliers in several areas, including human rights, labor, environmental compliance, and management practices. In addition, our Responsible Sourcing Manual provides detailed, technical specifications for factory standards, as well as corrective actions suppliers can take should they fail to meet those standards. We are constantly updating and evolving our standards and our Vendor Code of Conduct to keep pace with emerging issues, regulations, and customer expectations. In 2021, we updated our Vendor Code of Conduct to solidify our position on zero-tolerance issues, and to incorporate our expectations that suppliers do not charge recruitment fees to workers.

# THE GOALS OF OUR LOVE SUSTAINABILITY JOURNEY

As one of Newell's iconic, category-leading brands, Rubbermaid Commercial Products is aligned with the corporate citizenship goals as set out in the 2021 Corporate Citizenship Report, launched in March 2022 (shown below).

RCP also commits to developing and tracking goals specifically related to our product portfolio and the associated operations, packaging, and certification, which will be shared as part of our Journey updates in the next 5 years.

 GOALS	 TARGET DATE	 TODAY
<b>PRODUCTS, CERTIFICATION &amp; INNOVATION</b>		
All new product innovations to include at least one of the six sustainability strategies at their core.	2022	ONGOING
<b>PACKAGING</b>		
Source 100% of our direct-sourced paper-based packaging from certified, verified, or recycled sources.	2025	90% IN NORTH AMERICA
Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging	2025	NEW GOAL
Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods.	2025	NEW GOAL
<b>OPERATIONS</b>		
Reduce Scope 1 and 2 GHG emissions by 30% (2016 baseline).	2025	28%
Reduce waste to landfill by 90% by successfully monitoring our current waste practices and continuing to implement the use of RCP recycling solutions throughout our facilities.	2025	58%
Convert 30% of Newell's manufacturing electricity to renewably produced electricity.	2030	8%
Achieve carbon neutrality for all our Scope 1 and 2 emissions across our global portfolio at all manufacturing, distribution, warehousing, and office sites.	2040	NEW GOAL
<b>CULTURE</b>		
We will produce an annual report showing our latest developments and how we are performing against our goals.	2023	1 <sup>ST</sup> ANNUAL REPORT: 2023
<b>EDUCATION</b>		
We will be open and honest in our communications. We will NEVER greenwash.	2022	ONGOING



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