



Sustainability

Cause Marketing

YOUR GUIDE TO TRENDS IN SUSTAINABILITY, CAUSE MARKETING & NEW PRODUCTS

HALO



Achieving a Sustainable Future 2020

HALO'S SUSTAINABILITY STRATEGY

In 2019, we took an important first step in our corporate responsibility journey by working with the Environmental Defense Fund to create and implement a Sustainability Program through their Climate Corps Program. The results are a formalized plan, which included:

- Materiality Assessment
- 2018 Baseline Reporting
- The formation of a Sustainability Committee
- Evaluation of Current ESG Practices
- Publishing of our 5 Year Goals
- Annual Progress Reporting Using Recognized Standards

HALO's vision is to enhance our history of corporate responsibility, improve our internal environmental and social initiatives, and expand our circle of influence across our entire supply chain in three stages:

Stage 1: Internal

Stage 2: Expanding Circle of Influence

Stage 3: Full Value Chain

NOTABLE HIGHLIGHTS

Over the past two years HALO has developed standards for sustainable practices and setting goals for improving our corporate social responsibility.

Environmental	Social	Governance
Carbon Neutral Shipping As of January 1, 2020, all UPS in-bound and out-bound HALO shipments are certified carbon neutral.	150% Increase in Diversity Spend in 2019 HALO increased its diversity supplier spend and supplier inclusion by 150% vs. 2018.	EDF Project Completed Through the EDF Climate Corps program, we engaged a Harvard University Fellow for a three month assignment to shape our ESG strategy and create a short and long term road maps for improved sustainability.
Waste Recycling In 2019 HALO recycled 140 Tons of cardboard and 2.5 tons of office paper. HALO has developed a waste and recycling road map to be implemented in our organization in 2021.	14,000+ Volunteer Hours HALO team members logged over 14,000 volunteer hours in 2019 and donated over \$400,000 in aggregate to local and national charities.	HALO Sustainability Committee Established In November of 2019 HALO formed its first Sustainability Committee and published its charter. This grassroots committee meets on a monthly basis.
HALO Announces 3 and 5 year Sustainability Goals The data outlined in this document provides historical baseline data and achievable plans and aspirational goals for improvement.	800+ Suppliers Have Signed HALO's Code of Conduct HALO's "Secure Source" product integrity protocol guarantees that every product we sell is produced in accordance with all local, state, national and international fair labor standards.	Awarded a Bronze EcoVadis Medal In early 2020 HALO was awarded a bronze medal rating by a globally recognized sustainability firm, EcoVadis.



**THE NORTH FACE
TECH SOFT SHELL JACKET**
Constructed with 50% recycled
polyester.
WindWall technology fabric.



**THREADFAST
ULTIMATE T-SHIRT**
Made with 40% Reprieve
Recycled Polyester.

goodr

While there is not a giveback or sustainable story with this brand, it's a fun and unique approach to performance sunglasses. Fits the outdoor lifestyle aspect of the Subaru brand.



THE OGS
SWEATER VEST FOR YOUR FACE



THE OGS
**ORANGE YOU GLAD WE DIDN'T SAY
BANANA?**

**NO SLIP. NO BOUNCE. ALL
POLARIZED. ALL FUN.**



knotty^{tie co.}

QUALITY CUSTOM GOODS

Knotty products are designed, printed and sewn in Denver, CO. Built using fabrics made from recycled plastics and certified by the Global Recycled Standard. Their packaging is made from 100% recycled content.

They provide skills-based employment with fair wages and benefits for resettling refugees so they can acculturate quickly and attain economic self sufficiency.





ChicoBag has helped more than 1.8 million people significantly reduce their single-use bag consumption and has saved an estimated 779 million plastic bags from entering the waste-stream, enough if tied end-to-end would circle the Earth six times!

They have implemented an office recycling program, compost pile with chickens, employee hand towels and cloth napkins, give back events and a pay it forward program.





PARKLAND

How It's Made:

1. Sort it. Collect clear plastic PET bottles.
2. Shred It. Bottles are crushed into small plastic flakes.
3. Melt It. The plastic flakes are melted into pellets.
4. Spin It. The pellets are melted again and spun into threads.
5. Weave It. The thread is woven into fabric and dyed.
6. Sew It. The fabric is sewn together to create these awesome bags!

BAGS FROM BOTTLES

Made with 100% Recycled Water Bottles



As a community of artists, they design notebooks as creative as you. The sale of each product funds education projects worldwide.



EVERY PRODUCT YOU BUY OR CUSTOMIZE SUPPORTS AN ARTIST AND HELPS BUILD SCHOOLS



Rocket Book Fusion

The Rocketbook Fusion is designed for every classroom, office, and personal mission. The Fusion is made with patented reusable Core technology. Magically wipe clean with a damp cloth to reuse again and again! Use the Rocketbook app to blast your notes, lists, and big ideas to the cloud for proper organization. Then, erase and reuse your Fusion for your next adventure!

Frixion Pens are now available to customize as well!!!



Rocketbook allows you to combine the art of traditional note taking with innovative technology to upload your notes digitally. \$20.00-39.00.

modern sprout.

One for One Tree Kits

Modern Sprout is on a mission to help reforest the future. For every kit purchased, a donation is made to plant a tree. Tree Kits feature carefully selected seed types that will thrive in most parts of the country. The container is made in the USA out of up-cycled cow manure, which is 100% biodegradable and helps heal nutrient-depleted soil



For every Soapbox product you purchase, we, together, donate a bar of soap to someone in need either state-side or abroad. These bars of soap are made from recycled bars from hotels that have been shaved down, sanitized and reformed to make a brand new bar.



SOAP = HOPE



ECO COMBO NOTEBOOK AND PEN



BAMBOO JOURNAL & BAMBOO PEN



AQUA PEN



BAMBOO DESKTOP ORGANIZER



BAMBOO PEN



BAMBOO POPSOCKETS



BAMBOO BBQ SET



NATURAL BAMBOO BLUETOOTH SPEAKER





BAMBOO PLANTER



SEED PAPER PACK



BAMBOO STRAW SET WITH CLEANER



WHEAT COFFEE TUMBLER



BIODEGRADABLE GMO-FREE
CORNSTARCH RAIN PONCHO



SEED PAPER POSTCARD



WHEAT LUNCH SET



REUSABLE STRAW MADE
FROM WHEAT



HIGH SIERRA 10,000 MAH SOLAR
POWERED, POWER BANK



SEED PAPER COASTER



REUSABLE SILICONE FOOD BAG



BALI GLASS AND BAMBOO BOTTLE



Elemental was founded with a simple mission: to create functional, reusable products that sustain our environment and improve your life.

Elemental works with some of the greatest nonprofits in the world to address both domestic and international issues. They recently partnered with Tap to challenge everyone to #drinkdifferent.

“SINCE THE BEGINNING, WE’VE BEEN ABOUT THE PEOPLE DRINKING THE WATER, NOT JUST THE WATER.”



NOMADIX

The Only Towel You Need® for yoga, the beach,
travel, camping - made from recycled plastic bottles.

**30 PLASTIC BOTTLES = 1 TOWEL
PRINTED. NEVER DYED • LESS WASH, LESS WASTE**

The Nomadix Towel



LifeStraw®

by VESTERGAARD

LifeStraw makes contaminated water safe to drink with their water filtration products. With every product sold, a child in need receives safe water for an entire school year.



YOUR PURCHASE HAS A GLOBAL IMPACT.

**3,367,145 STUDENTS WITH 1 YEAR OF
SAFE WATER**

1,870 SCHOOLS REACHED

12,220 FILTERS DELIVERED

+15,831 FOLLOW UP VISITS

Americans use 500 Million Straws

Every Single Day

Found during a 5-minute walk in L.A.

FinalStraw.

The original collapsible reusable straw - raised \$1.8 million on Kickstarter. “We get it, \$25 might seem like a lot for a straw. Here’s the thing: we really care about creating a long-lasting, ethically made product. That means higher costs for quality materials and committing to eco-friendly production facilities. Our mission is to create less waste in the world, so we’ve invested in making each FinalStraw a product that will truly last you a lifetime.”



asobu *Re-usable straw*
ECO FRIENDLY RE-USABLE STRAWS

Let’s save the planet one straw at a time! More than 500 Million plastic straws are used every day in U.S. and most a thrown away with in minutes of being used. This poses a real danger to our wildlife. Using reusable straws are no question a lot better for the environment and the Asobu reusable straw solution.

Asobu Reusable Straws

10% of profit assists in cleaning up oceans and saving sea life.
\$7.99





Your purchase makes a difference! A portion of the proceeds of this sale will be donated to fund the Warrior spirit retreat, a place where warriors learn to heal. To contribute to the warrior spirit retreat fund or to learn more, please visit www.Warriorspiritretreat.Org



Basecamp 24 oz
Stainless Steel Vacuum
Insulated Bottle



Basecamp Tech
Backpack



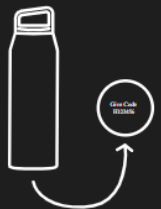
Basecamp 2200 mAh
Powerbank Flashlight



MiiR

A Product to Project™ company committed to trackable giving, MiiR gives 3% of revenue to partner organizations with an aim to provide people with access to a better future. Every product we design is built in-house with an emphasis on innovation, timelessness, simplicity and sustainability.

MiiR has given over \$600,000 and empowered the lives of 100,000+ people worldwide, and invite customers to track the impact of their purchase through our Give Code™ registration process.



1. Purchase a MiiR product and receive a Give Code.



2. Register your Give Code on MiiR.com.



3. Receive GPS coordinates and photos of the project you helped fund!





Thank you for allowing us to
share with you some current
trends in the market.
we look forward to partnering
with you on your upcoming projects.

