



**JUMP**

# Social and Environmental Sustainability Report 2022



# Welcome to our 2022 Impact Report.

The past year has been marked by exceptional achievements and a profound sense of fulfilment for Jump Design & Print. Our unwavering commitment to a regenerative business model has led us to further refine our sustainability messaging and achieve significant milestones in our pursuit of creating a positive impact.

A remarkable highlight from August last year was our attainment of B Corp accreditation, a moment that stands as a source of immense pride for our brand. This recognition underscores the deep integration of our purpose and values into our brand identity, as well as the influence we're trying to exert within our industry.

From our earliest days, Jump has been guided by a mission to prioritise both the wellbeing of our planet and our people. However, our latest accomplishments signify our initial strides towards infusing the concept of "regenerative" into every facet of our value chain. Our commitment to the environment, our people, and local communities is an integral part of our DNA. The substantial impact we've already made serves as a testament to our efforts, and we're fuelled by even greater aspirations for the future.

Outlined below are our noteworthy achievements throughout 2022. We invite you to grab a cup of coffee and read on.

Ben Thorne  
Head of Sustainability

Print  
Print  
MORE THAN PRINT



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**Our mission is simple.** To create outstanding print that regenerates the world's forests. Producing carbon-negative print campaigns that achieve a positive impact.

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# What it means to be Smart.

The urgency to tackle climate change, deforestation, and environmental trash has never been more apparent. The challenges we face are complex and demand a united front from businesses across industries. Individual efforts, while commendable, are no longer sufficient. The need for collective business action has become a clarion call for a more sustainable future.

Climate change is reshaping the world as we know it, bringing about extreme weather events, rising sea levels, and ecological imbalances. To combat this existential threat, businesses must join forces to reduce carbon emissions, transition to renewable energy sources, and adopt eco-friendly practices. Collaboration and knowledge sharing are essential to accelerate the pace of change and ensure a resilient future for our planet.

Deforestation, driven by unsustainable practices and the demand for resources, threatens precious ecosystems and biodiversity. To address this challenge, businesses must collaborate to promote sustainable sourcing, support forest restoration projects, and champion responsible supply chains. Only through collective action can we protect and preserve the vital forests that play a crucial role in mitigating climate change and supporting life on Earth.







# What it means to be Smart.

Environmental trash, particularly plastic pollution, poses an immediate danger to our oceans and wildlife. Individual businesses may make strides in waste reduction, but the scale of the problem requires a unified effort. By pooling resources and knowledge, businesses can drive innovation in recycling, advocate for extended producer responsibility, and work towards a circular economy that minimises waste and promotes resource efficiency.

Collective business action in the UK is not just a moral imperative; it is a strategic necessity. Addressing climate change, deforestation, and environmental trash are not isolated challenges but interconnected issues that demand a holistic approach. Through collaboration, businesses can leverage their expertise, influence, and resources to effect meaningful change at a scale that individual actions cannot achieve.



# Our business model: **Being Regenerative.**

“Regenerative Business” takes sustainability a step further by actively seeking to restore, renew, and revitalise the systems and resources it interacts with. It goes beyond minimising harm and aims to have a positive and net-beneficial impact on the environment, society, and economy. A regenerative business model focuses on creating thriving ecosystems, regenerating natural resources, and fostering social well-being. It seeks to create value by replenishing and enhancing natural and social capital rather than simply mitigating negative impacts.

## Our goal at Jump is to have a net-positive impact on the planet

- Planting more trees than we print.
- Picking up more trash than we produce.
- Reducing our Greenhouse Gas footprint (GHG).
- Purchasing 100% eco-friendly supplies whenever possible.
- Supporting local charities in their own philanthropic missions.



## Our collaborative change makers.



### The World Land Trust

The World Land Trust (WLT) is an international conservation organisation that focuses on the protection of threatened habitats and the species that depend on them. Established in 1989, the WLT works to conserve some of the most biologically significant areas around the world. Their primary mission is to secure and manage land through local partnerships and support. They aim to create permanent reserves and protect critical habitats to ensure the survival of endangered species and maintain biodiversity. The organisation collaborates with local conservation organisations and landowners in various countries to achieve their conservation goals. One of the key approaches of the WLT is land acquisition and protection. They raise funds through donations and corporate partnerships to purchase and safeguard ecologically important lands. By acquiring these areas, they help prevent environmental destruction or degradation and ensures they are managed effectively for conservation purposes.



### Ecologi

Ecologi is a platform dedicated to environmental sustainability and climate action. Through their platform, individuals and businesses can offset their carbon footprint and contribute to impactful projects that combat climate change. By planting trees to increase biodiverse forests and investing in carbon offset projects such as renewable energy, Ecologi empowers individuals and organisations to take tangible steps towards a more sustainable future. With a focus on collective action, Ecologi offers a convenient and accessible way to make a positive impact on the environment.



### Forest Stewardship Council

FSC (Forest Stewardship Council) certification is a globally recognised and trusted standard for responsible forest management. It ensures that forests are managed in an environmentally and socially responsible manner. FSC-certified products, such as wood and paper, come from forests that are sustainably harvested, protecting biodiversity, respecting the rights of indigenous communities and workers, and minimising negative impacts on the environment. The FSC certification provides assurance to consumers that the products they purchase originate from well-managed and sustainable sources, supporting the conservation of forests and promoting responsible consumption.





For the second year running,  
we remain the world's only  
dual certified B Corp &  
Carbon Balanced printer

Based on the B Impact Assessment, Jump  
Design & Print earned an overall score of 90.2.  
The median score for ordinary businesses who  
complete the assessment is currently 50.9.

Certified



Corporation



WORLD  
LAND  
TRUST™





## Collective action; Touring for Change.

In 2022 Jump showcased as an exhibitor at the "Festival of Sustainable Business" in Bristol. This brilliant event is an electrifying convergence of visionary minds, where eco-conscious entrepreneurs, sustainability superheroes, and green thinkers gather to celebrate and amplify the symphony of planet-friendly commerce. This lively event showcases a kaleidoscope of innovative ideas, ethical strategies, and eco-smart solutions, fostering a vibrant ecosystem of knowledge-sharing and collaboration.

Also in 2022 we attended the fantastic "Reset Connect" conference in London. The event stands at the forefront of the UK's sustainability landscape as a premier event of London Climate Action Week, offering a free and open platform for engagement. The event fosters connections between sustainability experts, major corporations, government figures, policy influencers, tech pioneers, innovators, purpose-driven brands, and enterprising minds. The diverse community is united to provide a space for networking, discovering eco-friendly solutions, and seeking avenues for funding from various sources, including institutional investors, impact-driven funds, private equity, venture capital, and financial advisors. Through Reset Connect, gaps are bridged, partnerships are cultivated, and progress is driven towards a greener, more sustainable future.



# Measuring our: GHG Footprint.

Our commitment to climate awareness is unwavering, and we approach it through a steadfast adherence to the principles of “measure, reduce, and offset.” This three-fold approach forms the foundation of our dedication to mitigating greenhouse gas emissions and promoting environmental sustainability.

Firstly, we conscientiously measure our greenhouse gas emissions, comprehensively assessing our carbon footprint and other emissions throughout Jump’s entire value chain. This precise measurement allows us to gain a comprehensive understanding of our environmental impact, enabling us to set clear reduction targets and prioritise areas for immediate action.

Secondly, we actively pursue emission reduction strategies across every facet of our operations. Through the implementation of innovative technologies, energy-efficient practices, and sustainable processes, we continuously strive to minimise our carbon footprint. By optimising our energy usage, transitioning to renewable energy sources, enhancing transportation efficiency, choosing carbon-aware suppliers, and integrating eco-friendly practices, we aim to significantly decrease emissions at their source.

However, we acknowledge the inherent challenge of completely eliminating all emissions. To address this, we engage in offset initiatives that align with our commitment to environmental stewardship. Through investments in projects that counterbalance our remaining emissions, such as reforestation, carbon capture, and renewable energy ventures, we actively contribute to carbon-negative outcome. These offset endeavours tangibly reflect our dedication to not only reducing our impact but also actively participating in initiatives that restore and preserve the environment.

Our commitment to climate awareness goes beyond our individual endeavours. By fostering collaborations, advocating for sustainable practices, and participating in events that amplify the importance of the “measure, reduce, offset” framework, we endeavour to lead by example and inspire positive change within our industry and society at large.





## Our 2022 GHG Captured Data

248,139 KG CO<sub>2</sub>e  
Produced

115,671 KG CO<sub>2</sub>e  
Reduced

262,340 KG CO<sub>2</sub>e  
offset



We're proud to support  
48 carbon capture  
projects around the world.

We sometimes get asked  
"why not just focus on fixing  
the UK?"

Well, because climate change  
is a global problem with global  
solutions. In fact, it's more of a  
problem for communities and  
forests in the developing world  
where natural resources are  
scarce, economies are smaller,  
and weather conditions are  
harsher than in the UK.

Tree Planting > Waste to Electricity > Solar Power > Forest Protection





Jump is **18% more carbon efficient**  
than the average UK printer.\*

\*See our separate "2022 GHG  
Footprint" report for details.







We've pledged to plant 1,000,000 trees by 2030.

Jump's ongoing membership of the Million Tree Pledge signifies our dedication to environmental sustainability and reforestation efforts. As part of this initiative, we commit to planting and caring for a significant number of trees, contributing to the ambitious goal of planting one million trees by 2030. This commitment aids in combating deforestation, enhancing biodiversity, mitigating climate change by capturing carbon dioxide, and creating healthier ecosystems.





# Being responsible; **Purchasing.**

We remain dedicated to our responsible purchasing commitment, which in 2022 included using:

## **100% REGO Certified Renewable Energy**

Renewable energy for print cuts carbon, fights climate change, saves costs, and fosters a greener future for the printing industry.

## **100% Plastic-Free Packaging**

Eco-friendly print packaging uses plastic-free, sustainable materials and innovative design to reduce waste and create a greener future.

## **100% Responsibly Sourced Paper**

Our eco-friendly paper solutions included seeded, recycled, agricultural waste, and/or carbon balanced from sustainable sources.

## **100% Electric Heating**

Eco-friendly print packaging uses plastic-free, sustainable materials and innovative design to reduce waste and create a greener future.

## **100% VOC-Free Inks**

VOC-free inks minimises air pollution, improve indoor air quality, reduce emissions, support eco-friendly printing for a healthier environment.



# Measuring our: GHG Footprint.

At Jump, our commitment to responsible waste management is at the forefront of our operations. As a team, we take pride in our efforts to minimise our environmental footprint and contribute to a more sustainable future. We understand the importance of reducing waste and conserving resources, and that's why we've implemented a comprehensive waste management system.

We are thrilled to share that 97.6% of the waste we generated in 2022 was recycled. This achievement reflects our dedication to sorting and processing materials to ensure they can be repurposed rather than ending up in landfills.

Through meticulous sorting and collaboration with recycling partners, we're able to give a second life to a significant portion of our waste. While our primary focus is on recycling, we also recognise that there is a small percentage of waste that is unavoidable.

Despite our best efforts, there are certain materials that cannot be recycled or repurposed due to their nature. Rest assured, this remaining 2.4% of unavoidable waste is managed with the utmost care and responsibility.

We explore innovative disposal methods that have the least impact on the environment, striving to mitigate any potential harm. In 2022, this 2.4% equates to 0.42 tonnes of trash, with 17.32 tonnes recycled.

Our journey towards responsible waste management is an ongoing one.

We continuously seek opportunities to improve our recycling processes, explore alternative materials, and reduce waste generation across all aspects of our operations.

By maintaining transparency and accountability, we hope to further increase our recycling rate towards 100%.



# JUMP

Are you ready to make a change?  
**Let's talk...**

+44 (0)1920 319 111  
[change@jumpdp.com](mailto:change@jumpdp.com)  
[jumpdp.com](http://jumpdp.com)

