

# ESG Impact Report

## 19/20



PADDLE  
LOGGER



## WHY NOW?

2020 has been a wild year and if it has taught us anything, it is that things can change at the drop of a hat and it is imperative that we must be able to adapt accordingly. No one at the start of the year could have envisaged the challenges that the entire world would be facing. Businesses have had to learn to transition extremely fast into a new Covid-19 world. Paddle Logger is no exception to that. With the rising demand for standup paddle-boarding and other paddlesports as leisure activities and as a competitive outlet through the summer months, it was more important than ever that we equip our users with the best features we can; delivering a market-leading product for responsible paddlers.

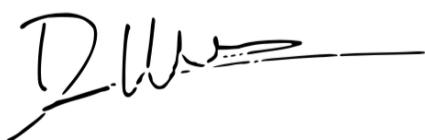
It is not only a global pandemic that has hit this year but we have also seen raging wildfires sweep across Australia, oil spills in Russia's Arctic region, cyclones hitting Bengal, tornadoes whirling through the USA and civil unrest and injustice plaguing society. It has been a year to test resilience.

We believe that even amongst all the trials of 2020, addressing the climate emergency has not left agendas. If anything it has only built momentum. This year should have marked the UN Climate Change Conference, COP26 in Glasgow which, like many other events had to be postponed until 2021. However, this hasn't stopped some governments making strides in the right direction. President-Elect, Joe Biden, already stating publicly that one of his first motions in office will be to rejoin the Paris agreement. Solidifying that the 10 years that we have left to make a dent in the challenge is paramount now more than ever. We as a team, are still questioning if this is enough? Resilience is fundamental and writing this report has forced us as a company to think about what our priorities are and where we can make a positive impact both socially and environmentally.

Governments and corporations are failing to protect us. We are small, but we want to punch above our weight in helping to address these challenges. The more we grow, both financially and in terms of audience and reach, the more impact we can have. This we are committed to!

We have navigated the storm well through the lockdown periods at Paddle Logger and we are very grateful for the ongoing support that our users and ambassadors have shown us in these uncertain times.

Cheers,



David Walker (CEO)



Lewis Smith (CTO)

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## OUR JOURNEY

As this is the first year for Paddle Logger to publish an impact report, it was useful for us to take stock and reflect on the milestones that have been achieved to date.

The foundations the company has been built upon allows us to set out a clear roadmap for us to improve in the future. It has been a beneficial way to begin to understand our benchmark as a business and the areas in which we have the biggest impacts both positive and negative.

Some of the milestones that we have passed so far show that we are committed to:

- Making it easy for any paddler to record their progression.
- Removing some of the barriers to paddling in a responsible manner.
- Engaging paddlers with methods by which they can help protect our planet.



## OUR DRIVERS

### Paddle Logger exists to make better paddlers.

The Paddle Logger app is based on an overarching principle of functional simplicity and minimalism that puts paddling first.

Building a market-leading product for users is paramount for us as a team but we are also committed to making our users better paddlers.

We define a better paddler as:

- Someone who is improving technically, whether that is by actively learning skills or passively improving through paddling more.
- Someone who is responsible when it comes to their safety and the safety of others on the water.
- Someone who is environmentally aware and seeks to take care of our ocean playground
  - leaving it in a better place than it is found.

We want Paddle Logger Ltd to be a business designed with positive purpose in mind. Knowing what we define as a better paddler has allowed us to identify the following 3 impact areas as our priorities that we are committed to embedding in our business.

## **PADDLERS - PLANET - PAY BACK**

## **PADDLERS**

### **Built for paddlers by paddlers.**

The Paddle Logger app is based on an overarching principle of functional simplicity and minimalism that puts paddling first.

Core functions that just work, that only require minimal interaction from the user. Allowing them to concentrate on paddling and in turn, become better paddlers. This has been a mantra since the beginning. Fundamentally features are designed to solve problems, every new idea goes through a process of design that ensures the user is not given additional functionality at the cost of ease of use.

We are stoked to have built our great community of users over the years and paddler feedback has been imperative in developing the product. For us providing a platform that allows users to share trips and keep in touch with key contacts at the same time makes the act of paddling that ever more sweet. We want to keep this momentum going in the years to come.

### **One Button, Stow, Go**

The Paddle Logger App exists to support you and your paddling journey. We aim to inspire for your next adventure, motivate you to go crush the next session and share your experiences with our growing community.

Keeping the design as minimal as possible means paddlers can enjoy powerful features and concentrate on their sessions without worry. Regardless of your reason for paddling, training for a race, out leisurely with friends or touring a new beauty spot, Paddle Logger has powerful simplicity at its core. You can focus on your wellbeing and enjoy your experience on the water.

### **PaddleLIVE®**

Responsible paddling is a core value for us at Paddle Logger.

At Paddle Logger we believe in enabling you to safely push to the edge of your comfort zone and a bit further to develop your skills. Whether that's more time on the water, heading out in progressively challenging conditions, training harder off the water for fitness. It is still important to us that we are able to support you doing this in the most responsible way possible.

PaddleLIVE® has been built to embody responsibility in all paddlers and opens the door to push boundaries without worry.

## **Ambassadors**

Paddlers are a core impact area for us and one way that we aim to drive this further in the future is by continuing to motivate and empower each user to smash their targets. Our ambassador network is central to this. Over the coming year, we will be working with our ambassadors in a slightly different way, to showcase new tips and training, to embody stewardship of the oceans and to help you engage with the app in the best way possible.

## PLANET

### As paddlers, there is something at our core that we all have in common that drives our love of the ocean.

We all have a love for the ocean, it is complex and varied, we are all drawn to it. The health of our waterways and oceans are pivotal for our wellbeing. Therefore, we are committed to doing our utmost to champion ocean stewardship and environmental activism.

#### 1% for the Planet

Our core community are focused on the oceans as it is where we as paddlers have most impact. However, we acknowledge that we are not immune to also having an impact on the wider environment.

We are facing an unprecedented global climate emergency, with 10 years to act. Governments and corporations are failing to protect us. We at Paddle Logger are a small cog, but we want to punch above our weight in helping to address these challenges and take responsibility for the impact we as a company create.

Through 1% for the Planet we have committed to donating 1% of our total annual revenue to environmental non-profits.

#### eXXpedition

With our 1% commitment we have chosen to support eXXpedition, to help protect the oceans that we owe a lot of our joy to. Through the Paddle Logger App and community we are exploring ways that we can engage paddlers with eXXpedition's new SHiFT Platform.

The SHiFT Platform is an online tool designed to help you to make meaningful changes that have an impact. There are hundreds of solutions that are selected for you. Based on HOW you want to make a change, WHAT aspect of your life you want to make a change in and WHERE you want to make a meaningful SHiFT - from Sea to Source. So make sure you go check it out and #jointheSHiFT.

*"Billions of micro-actions created this problem, and it's micro-actions that will solve it"*

**- Emily Penn (eXXpedition)**

Championing this mindset through our product and community will help paddlers to steward the oceans too!



## **PAY BACK**

**To create value for others, a business must be self-supporting, sustainable and purposeful.**

### **Value Maximisation**

As a business driven to provide value to all stakeholders, we operate to maximise the value for not just ourselves as a company but also those who support us. As we grow we want to leverage our network to provide greater value for all users and ambassadors.

### **Organic Growth**

By design, Paddle Logger has always been a purpose-driven business. Putting Paddlers first and giving access to the ocean playground responsibly is at the business core. Since the beginning organic and steady growth has been key for us, and it will continue to be so. Forging meaningful customer relationships as we scale is at the heart of how we operate. We are committed to harnessing this relationship as we grow. Providing more value to all users and opening the community up to wider societal and environmental programmes that align with our ethos.

## WHAT'S NEXT

### How can we improve?

#### Monitoring and reporting

To make a positive impact, we need to know where improvements can be made. Next year, Paddle Logger will be working on investigating our GHG emissions and carrying out an environmental impact assessment for our operations and value chain.

Fully understanding the mark that we make on the environment is essential and allows us to set reduction targets. Over the course of 2021 we shall be working with an external consultant to review our benchmark year 2019/2020 and will set targets to reduce our direct environmental impact.

We at Paddle Logger are dedicated to ensuring that our operations cause minimal impact on the planet. This ethos will be reflected in the targets that we will be setting in 2021. These targets will allow us to be accountable for our actions and we will continue to strive to work with the wider community of paddlers and the tech industry to learn and share best practice.

#### B Corp

Paddle Logger has the ambition to pave the way and punch above our weight in terms of environmental advocacy and stewardship of our oceans. Although our operations are not of a large scale, it is imperative that we put into action practices that make our overall impact a positive one.

A certification that aligns with our core values and ethos is B Corp. B Corp is a rigorous assessment of both our internal operations and the operations of our value chain. This is a priority task for 2021 and Paddle Logger will be committing to completing the B Impact Assessment, intending to certify as a registered B Corp by 2022. This also involves making the legal commitment to embedding our business ideals in the business model we operate. This is putting stakeholder value first and foremost over shareholder optimisation.

#### Partnerships

As we grow in size and scale we want to ensure that we can support specific projects for good in both the wider paddler community and environmentally. With a designated budget, we hope to develop a role for an environmental Ambassador to engage with the community to raise awareness of stewardship of the oceans and the environment on land.

# WE LIVE BY THE OCEAN, WE PLAY IN THE WATER - WE ARE PADDLERS



**PADDLE  
LOGGER**