



CLARITY-The Soap Co. awarded The Planet Mark™

London 26.07.2017

CLARITY-The Soap Co., the social enterprise that creates employment for blind and disabled people, has been awarded The Planet Mark™ for demonstrating its commitment to carbon emissions reduction.

The Planet Mark™ is an internationally-recognised and trusted sustainability certification programme recognising commitment to continuous improvement in sustainability. It partners with the iconic Eden Project in Cornwall to put climate change and the environment at the top of the business agenda.

Certification was awarded based on CLARITY-The Soap Co.'s commitment to reduce its carbon emissions by at least 5% over the next 12 months. The social enterprise demonstrated that plans are in place to reduce emissions across the organisation.

The carbon footprint of CLARITY-The Soap Co. was 96.6 tCO₂e last year based on the energy, water and waste associated with our business operations across four sites in the UK. Our employees have created a Green Team to find ways to make savings and hit sustainability targets.

The manufacturing process will be streamlined to encourage efficiency and reduced wastage whilst efforts to reduce, reuse and recycle cardboard and other outer packaging will increase.

For new product ranges, recycled and recyclable materials will be used for the packaging to minimise the amount of carbon emissions created. CLARITY-The Soap Co. is also investigating the installation of solar panels on the roof of the factory to allow for the incorporation of

renewable energy into the organisation's energy supply, reducing emissions and promoting sustainability.

The news follows the recent launch of the CLARITYeco range and eco-foaming hand wash that is made with 100% eco certified ingredients and is biodegradable. The foaming technology makes the hand wash up to five times as efficient as liquid alternatives and requires approximately 10% less water, according to studies.

Camilla Marcus-Dew, Head of Commercial and Green Team member at CLARITY-The Soap Co. said: "We have bold ambitions to not only support our blind and disabled staff but in a way that also promotes the protection of the environment. Our determination to be sustainable is highlighted by our organisation being rewarded The Planet Mark™. Now we have been accredited, the hard work begins.

Yemi Onabolu, Sales Administrator and Green Team member at CLARITY-The Soap Co. said: "Sustainability is key to everything we do here at CLARITY and so I was delighted to be given the chance to work on our nomination for The Planet Mark™. We are already planning a number of ways to improve our environmental credentials and I am learning more and more every day".

Steve Malkin, Founder of The Planet Mark™ said: "This is an outstanding commitment and CLARITY-The Soap Co. is setting the example for others to follow. We know that sustainability is good for business, but it needs organisations like CLARITY-The Soap Co. to show that we can create a safer, cleaner, better world for us, our fellow inhabitants on earth and our future generations."

Ends



Caption: front left crouching is Steve Malkin, CEO Planet First & Founder of The Planet Mark™ with employees from Clarity-The Soap Co.

For further information, please contact:

Suzanne Howe

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: hello@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

Notes to Editors:

About Clarity-The Soap Co.

CLARITY is the UK's oldest social enterprise (founded in 1854) and has produced soap for 80 years. 80% of its staff are visually impaired, disabled or otherwise disadvantaged. All the profit goes back into providing jobs and training. Over 10,000 hours of employment are created annually for its staff which has helped dozens transition into full time work elsewhere. The agreement with the Cabinet Office and other government departments has the potential to create hundreds of hours of employment per year for the CLARITY employees.

Camilla Marcus-Dew

camilla@clarity.org.uk

020 3078 8950

Find out more at: <https://clarityproducts.org/planetmarkrelease>

About The Planet Mark™

The Planet Mark™, in partnership with The Eden Project, is an international sustainability certification programme awarded to businesses, properties, new developments and projects that are committed to reducing their carbon emissions.

Organisations achieving The Planet Mark™ commit to making year-on-year progress on sustainability and carbon reduction. The certification programme encourages organisations to take positive actions to improve local and global social outcomes.

The Planet Mark™ is delivered in partnership with the Eden Project, a global education charity helping people connect with each other and the living world. As well as providing a percentage of certification fees towards Eden's transformational projects, The Planet Mark™ also protects one acre of endangered Amazon rainforest for every certificate issued in a programme giving land tenure and support to indigenous rainforest communities run by award-winning charity Cool Earth.

Find out more at <http://www.theplanetmark.com/>

Climate change remains a challenge, making collective effort imperative. In 2008, the UK passed the Climate Change Act. This commits the UK Government to reducing greenhouse gas emissions by at least 80% of 1990 levels by 2050. This commitment was reinforced on a global scale in December 2015 through the historic Paris Agreement, the first climate deal to set out a clear long-term temperature limit for the planet. 194 countries signed the Paris Agreement, only Syria and Nicaragua chose not to sign and the US has recently signalled its intention to leave the agreement whilst simultaneously renegotiating its commitments and re-entry.