

# Impact Report

## 2023



**Liam Houghton**  
CEO & Co-Founder

2023 has been a year in which we have made great strides in our sustainability efforts.

Popsa exists to help everyone distil a sense of identity, nurture self-esteem, and celebrate the relationships in each of our lives, through the effortless curation of photos, and we're aiming to do this in a way that leaves our planet healthier than we found it.

We have embraced B-Corp, which symbolises the societal and environmental legacy we wish to give to the world, and this report outlines the progress we have made so far along this journey.

# About Popsa

Founded in 2016, we've built an award-winning app that's made printing your memories so easy and accessible, anyone can do it. No more barriers. No more time-wasting. In fact, everything we do as a business is designed with this ethos. We help people turn their best moments into something beautiful and lasting, in no time at all.

Today we're best known for photobooks, but our vision of the future goes far beyond print. We're building a platform to help people to curate their experiences in lots of exciting ways. We want to become THE place where people come to capture their life stories. To celebrate their most important people and relationships. To create lasting meaning from their experiences.

# Popsa's Vision

We've been led to reflect on life's stock moments. But the real richness is found by leaning into life's texture and processing every emotion: light, dark and shades between.

Popsa is a space to process through your photos.

To feel what's in them, around them, beyond and between them. To explore the happiness, anger, anticipation, fear, pain, regret and pride that runs through our lives and our relationships – and through our photo libraries too.

The more we thread it all together and reflect on what we feel, the better we understand ourselves – and our connections with others. The readier we are to embrace life's bittersweet stride.

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# Highlights

This year we have taken some exciting steps to reduce our impact while increasing our social and environmental sustainability. This includes some new partnerships, innovative product launches, and implementation of key initiatives in becoming a more sustainable company.

## Life Cycle Assessment

Sustainability

Throughout last year we conducted a Cradle-to-Customer LCA on all our physical products to calculate our baseline carbon footprint for 2022. This set the bench mark for future years and gave us a great understanding of where we need to improve.

Armed with this information we set about developing a plan to make improvements to our products, manufacturing processes and delivery practises.

## Reduced Carbon Intensity ^

Sustainability

We have reduced our carbon intensity (CO2e per 1m Revenue) score YOY.

-3.2 %

▼ YOY reduction

## Local Production ^

Sustainability

Reduced our delivery footprint by moving production to local suppliers in each region.

-6.2%

▼ 7 tCO2e YOY reduction

## Launched Dynamic Themes

New Feature

Exciting new product that helps our users create complimentary colours that match to their photos. This unique feature enables customers without a design eye to create beautiful designs with a press of a button.

## Reduced Photo Tile Emissions ^

Sustainability

After extensive testing we have managed to drastically reduce emissions per Photo Tile using a more sustainable material.

-60%

▼ Lower CO2e Per Tile

## Futureproof Partnership

Sustainability

We were thrilled to announce our exciting partnership with Futureproof, a leading sustainability software and platform dedicated to helping businesses make a positive impact on both people and the planet. At Popsa, our commitment to sustainability has always been at the forefront of our mission, and this partnership represents a significant step forward in our journey towards achieving B-Corp status and enhancing our sustainability initiatives.

^ This information has been verified by Futureproof.

# Overview

Here are some of our key metrics from the year, featuring our financials, employee satisfaction, and our carbon footprint for the year.

Revenue for 2023

£27.6m

Employee Engagement Score <sup>^\*</sup>

Average across employees

79 /100

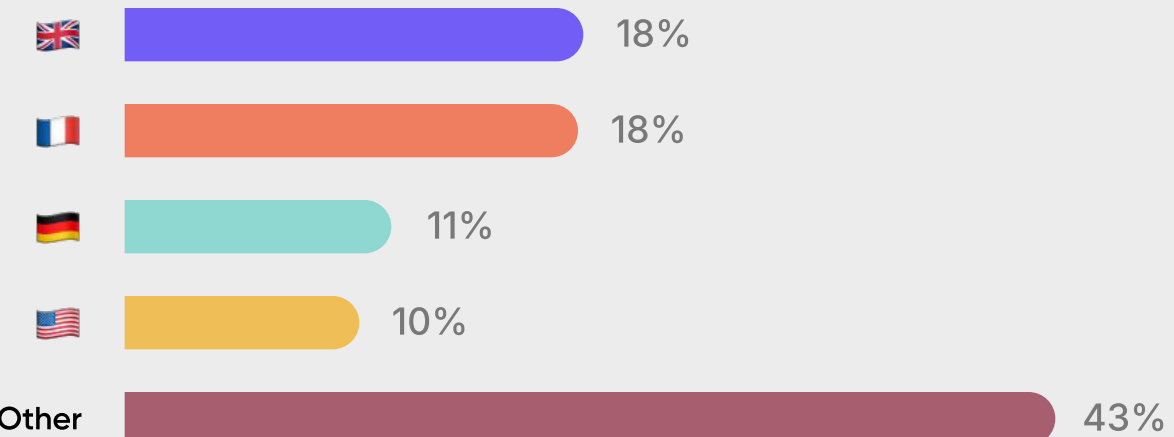
Carbon Footprint

Tonnes of Carbon Emissions

1,161 tCO<sub>2</sub>e

Sales per Market

% per Country



Total Employees

Year Average

53

<sup>^</sup> This information has been verified by Futureproof.

<sup>\*</sup> To get a comprehensive view of our employee engagement, we've asked a series of questions that cover development, alignment, enablement and leadership. We use a 5-point scale and consider 1, 2 = detractor; 3 = passive; 4, 5 = promoter.

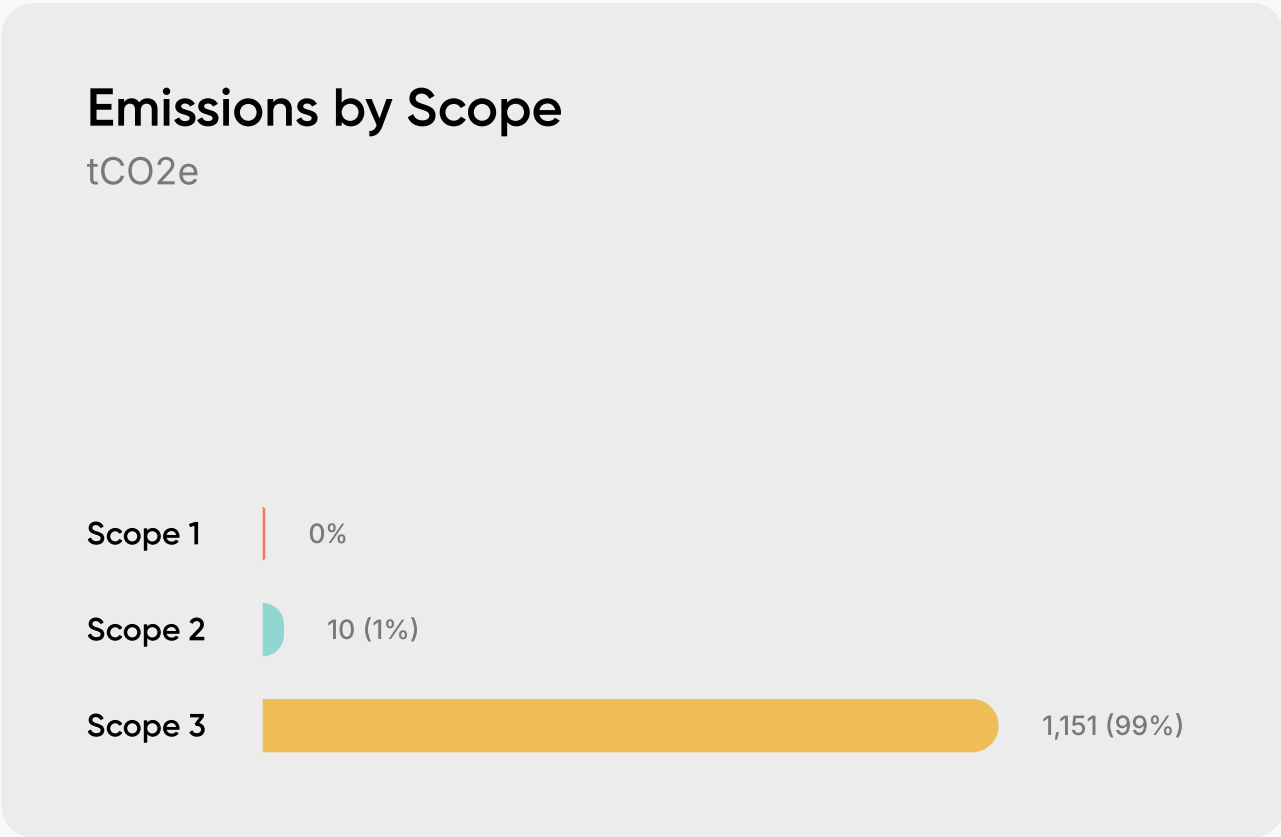
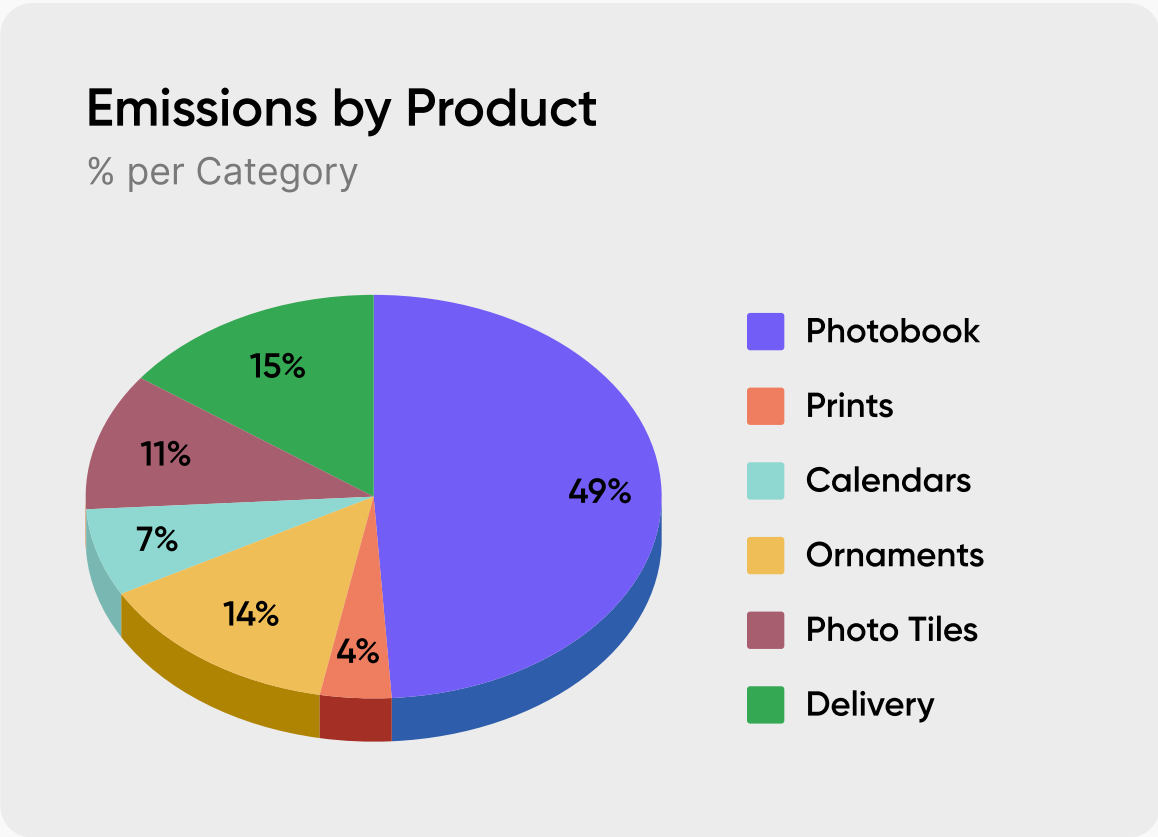
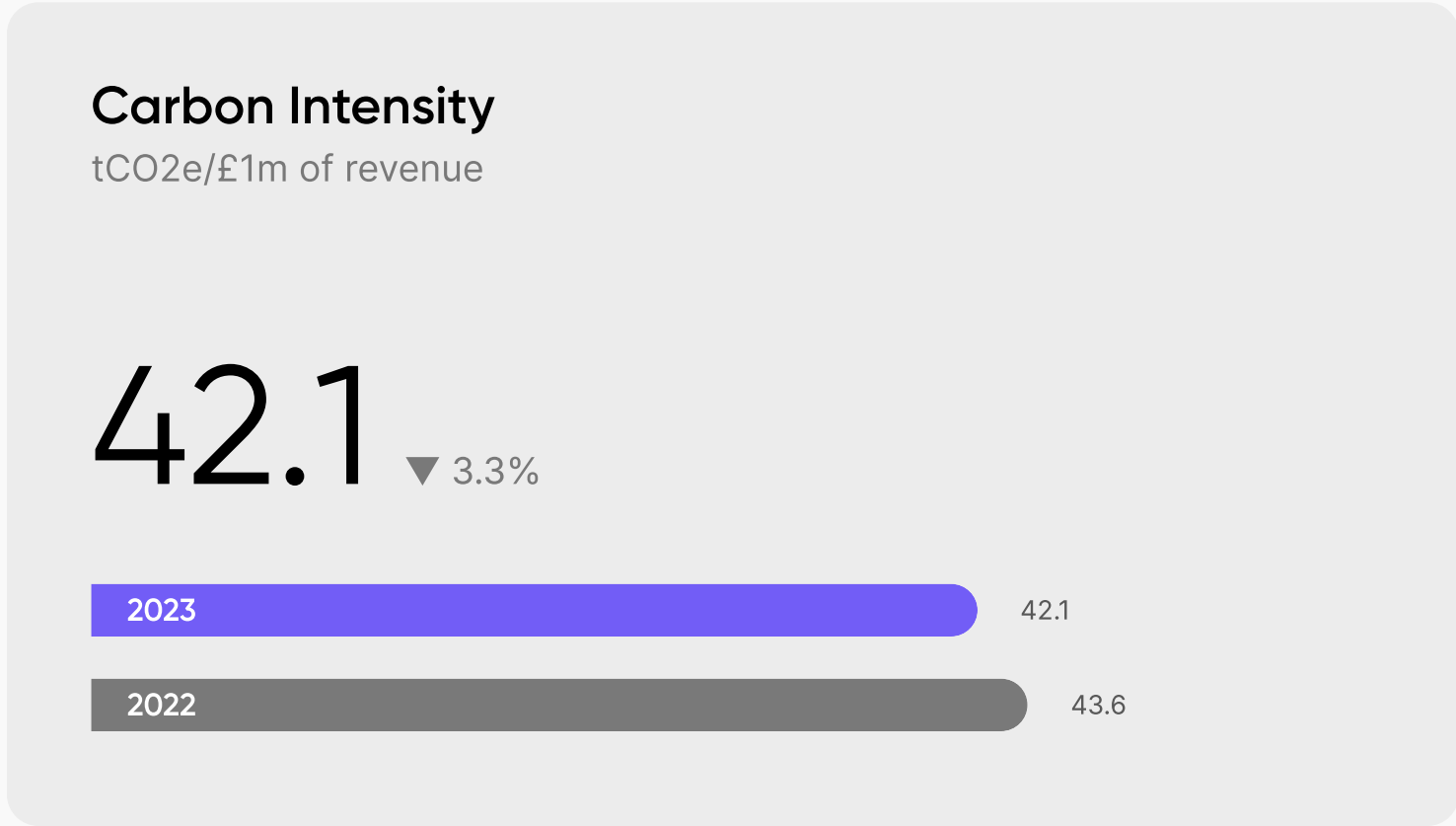
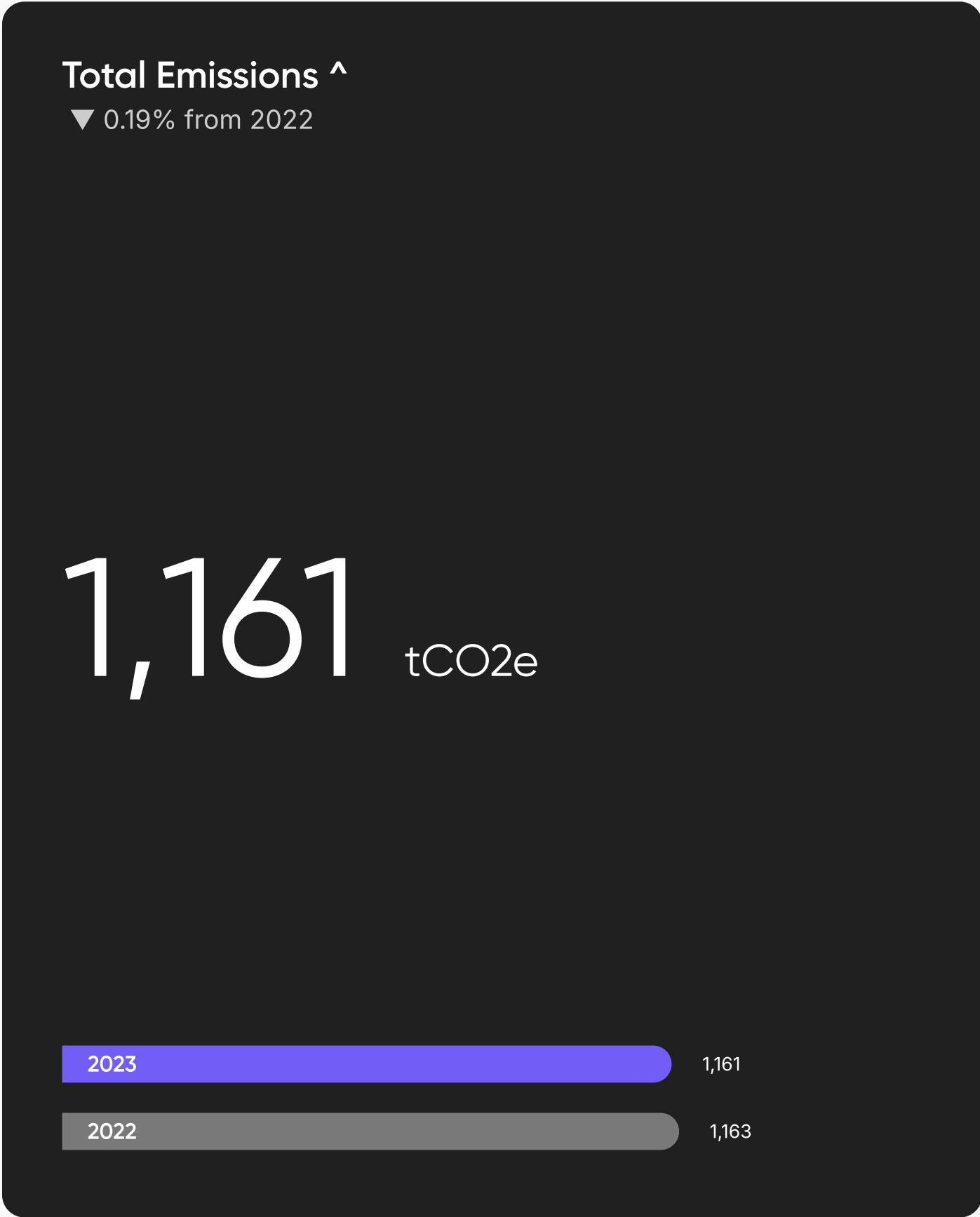
# Sustainability



# Sustainability



This year saw our footprint decrease very slightly despite the company growing by over 3% YOY. This shows some of the steps we have already implemented have started to reduce our footprint are having a great effect. With Popsa growing so fast our footprint will likely increase each year, therefore Carbon Intensity is a key metric we are tracking and aim to reduce YOY.

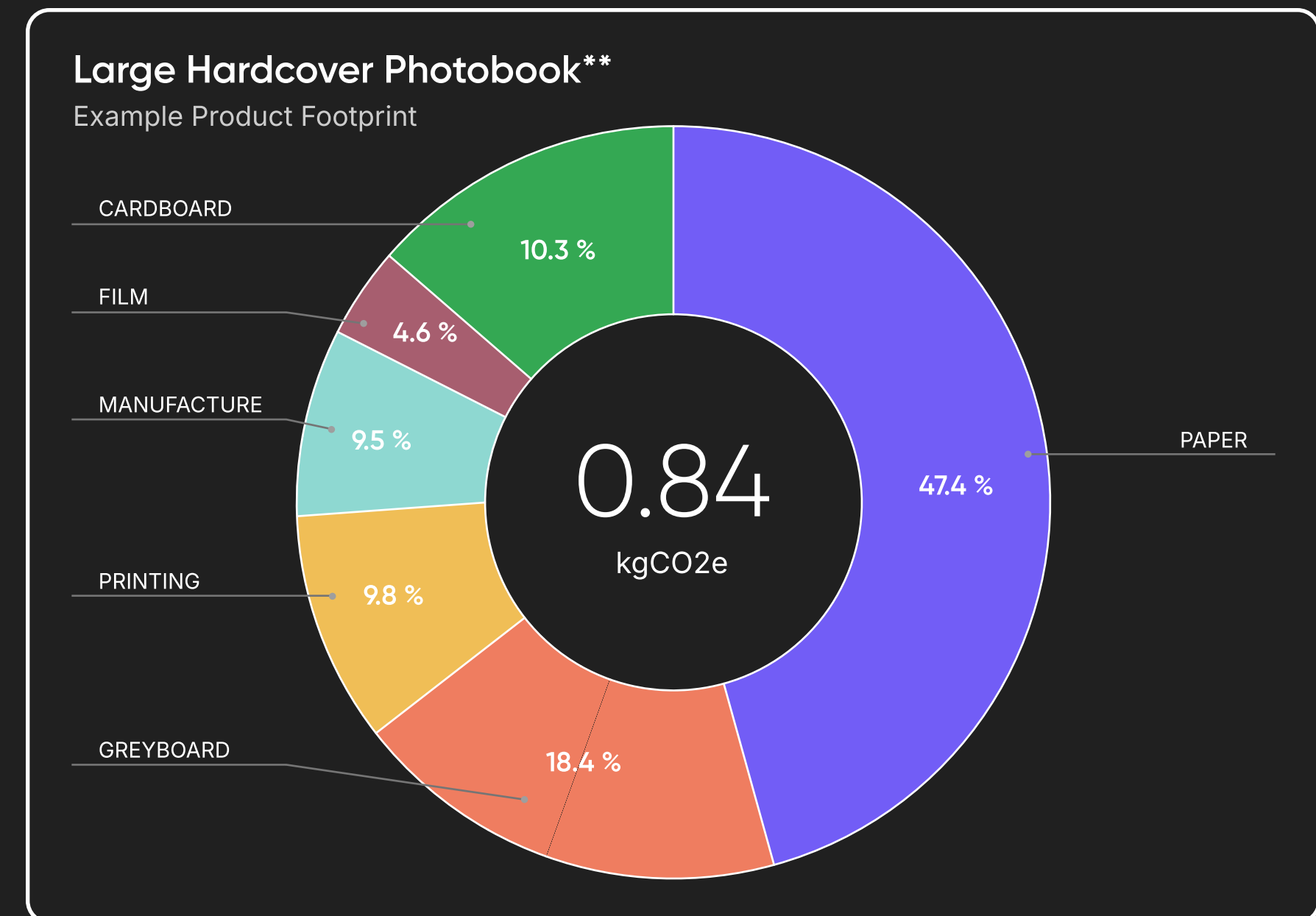


^ This information has been verified by Futureproof.  
\*Our LCA currently excludes all upstream processes related to the extraction, processing, and transportation of raw materials till more data is collected.

## Life Cycle Assessment (LCA)

Before we can start making positive changes we first needed to understand what we currently do well, and what we can do better. We conducted an LCA for all our Physical Products from Cradle-to-Customer\* to calculate a baseline carbon footprint for 2022. This 6 month project involved auditing our suppliers to build a comprehensive database of the materials and process we use to produce our products. In collaboration with Ecochain, we applied secondary data sources to each product and process, helping us calculate a footprint per product (including delivery).

This work has highlighted areas we can, and need to improve. While also enabling us to visibly see effects that these changes will make. As we continue to grow and evolve, so will our LCA, ensuring that we use increasingly accurate and reliable data to steer us toward a brighter, more sustainable future.



\*Currently excludes all upstream processes related to the extraction, processing, and transportation of raw materials till more data is collected.

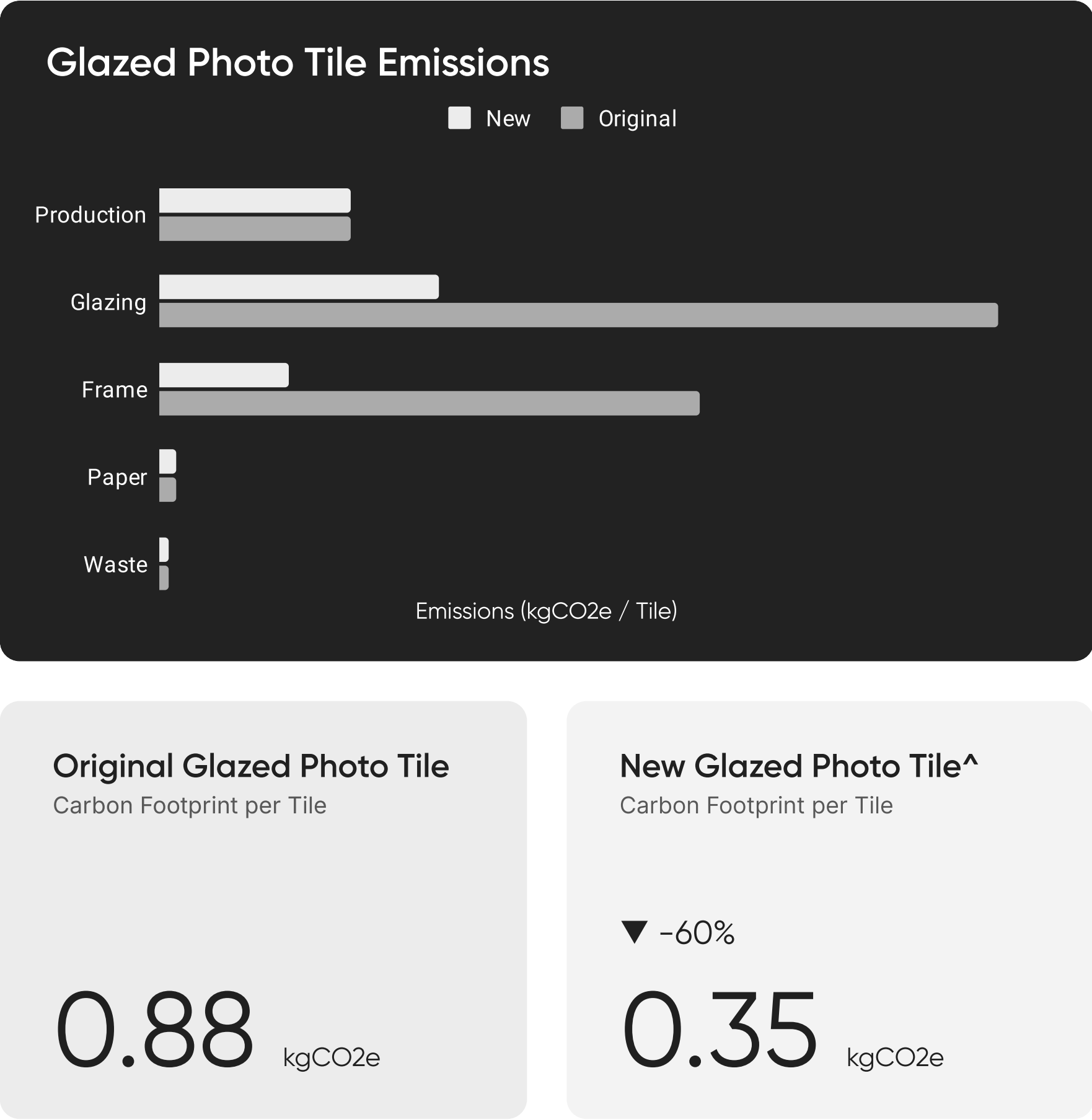
\*\* Cradle-to-Gate with delivery to customer not included

## Reduced Photo Tile Emissions

Our LCA highlighted that Photo Tiles had by far our biggest footprint per unit. 86% of this came from the plastic material we were using to make the frame and glazing, so changing this would have a big impact.

We set about testing different raw materials to find an alternative with a lower footprint, while still keeping the quality and durability. We ended up choosing a 100% Recycled HIPS for the frame which had a 75% lower carbon footprint than the current virgin HIPS. While for the glazing we switched from a Polystyrene to a PET, which not only had a lower footprint but is also more widely recycled globally.

The Black version of the new lower carbon footprint Photo Tiles are currently in production and will be used at the start of 2024. We are still testing the White version of the Photo Tile and hope to have this produced by Q3 next year.

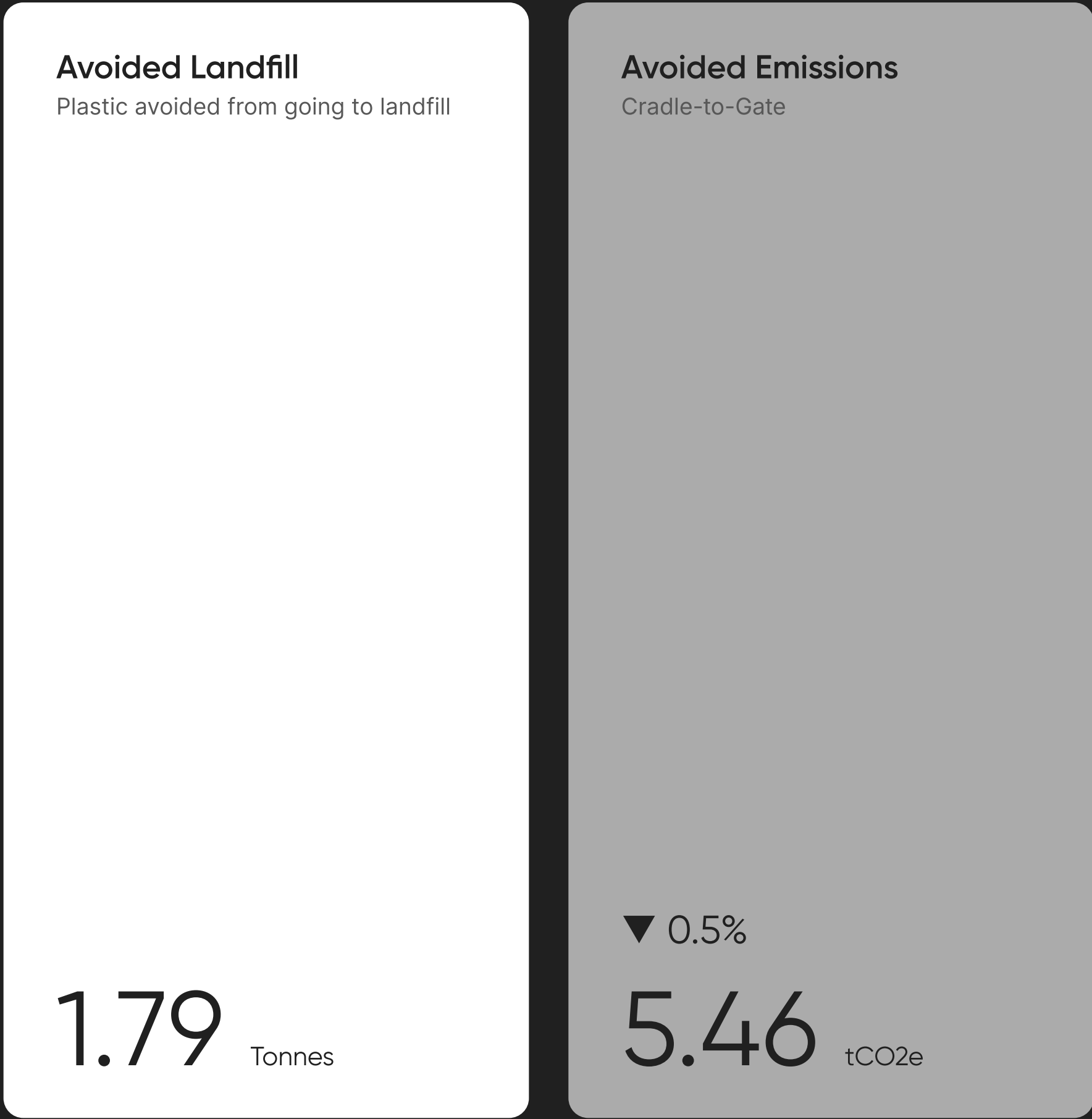


^ This information has been verified by Futureproof.

## Plastic Free Packaging

In 2022 we committed to removing plastic used in our packaging. As of June 2022, we stopped using plastic wrappers for all our books produced at our fulfilment centres in the Netherlands and Australia. In January 2023, we extended this approach to include USA and Canada to (cover all our books sold in the North American market). In March 2023 we conducted a trial to eliminate plastic wrapping for all books produced by our UK and EU production sites.

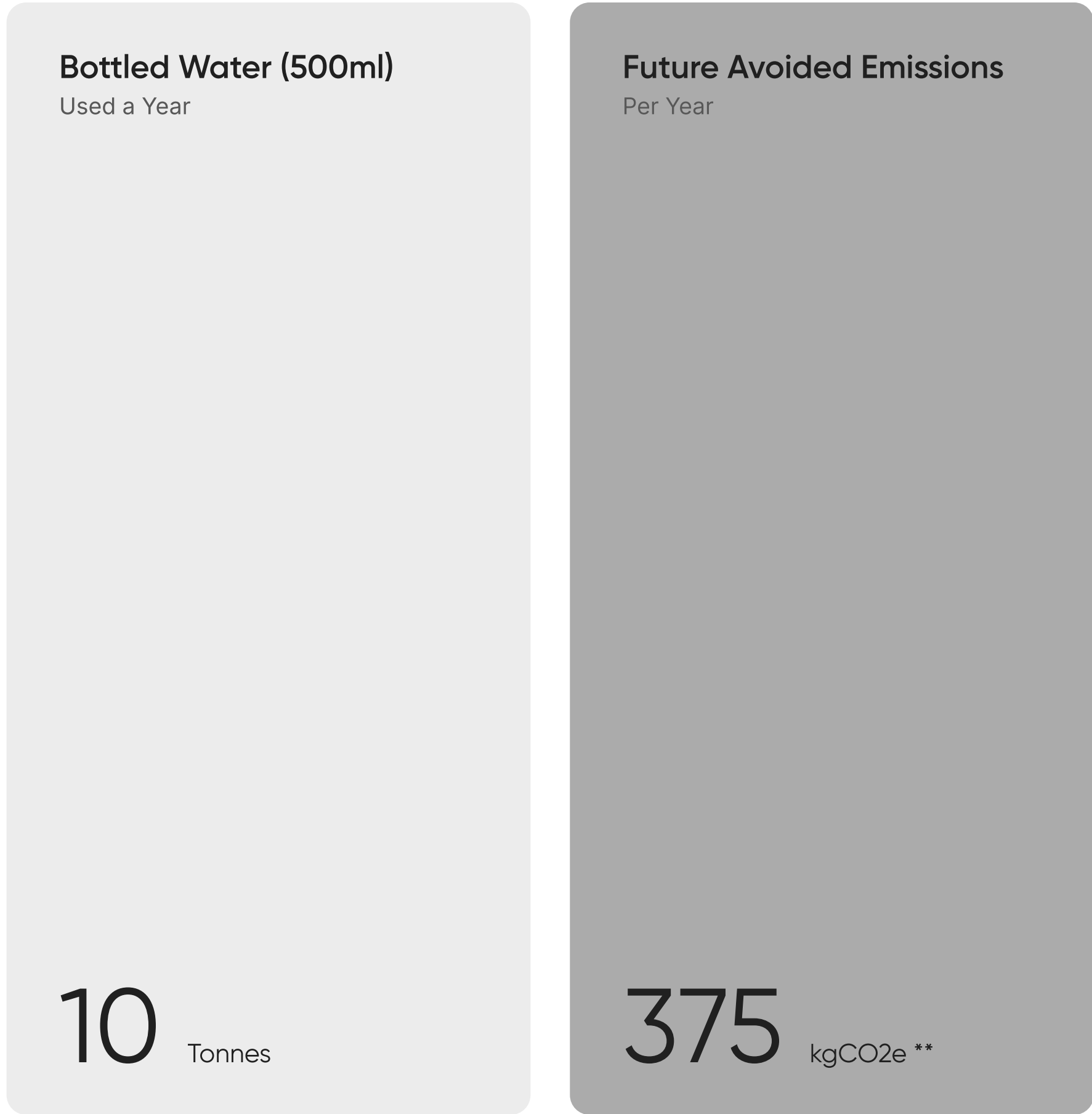
This initiative proved successful with no visible increase in reprints due to damage in post. We also didn't need to add to or change our packaging in the process. This has now been rolled out full time meaning all sites now have plastic free packaging.



## Office Sustainability

We realised our employees were getting though a huge amount of bottled water from our company fridge. In fact we ordered around 10 Tonnes of sparkling water a year which is around x3,125 bottles (500ml). When visualised this was enough to fill one of our 6 person meeting rooms. Despite recycling efforts, the magnitude felt undeniably wasteful when you also included the weight and fuel needed to deliver these. Therefore in December we installed a sparkling water tap, that used reusable CO2 canisters, removing the need for plastic bottles.

Though a modest stride, it marks a meaningful step in the right direction toward greater sustainability in our office.



\* Data from Life Cycle Analysis by National Institutes of Health

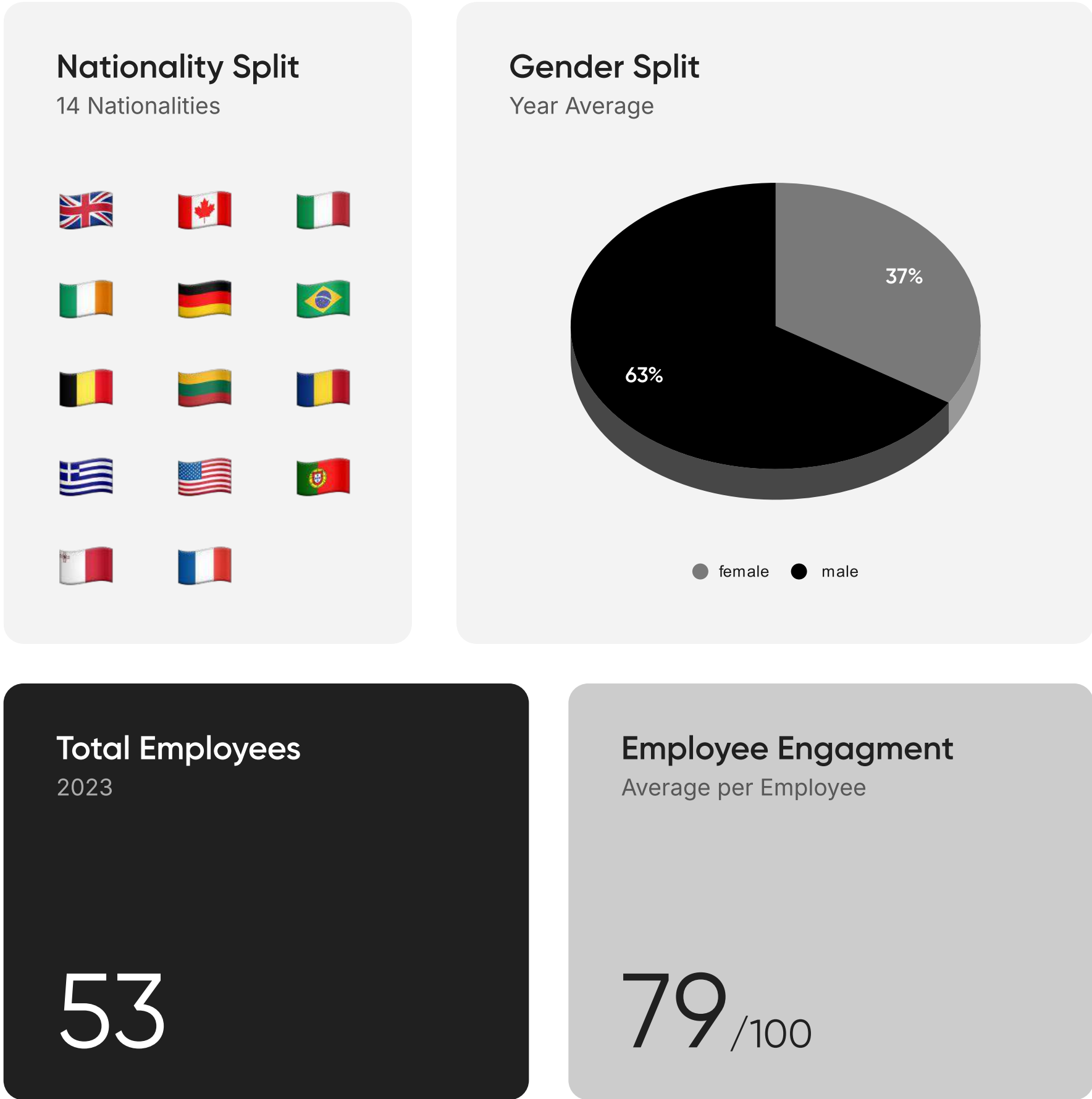
\* Cradle - Cradle

# Our People

# The Popsa Team

Our company's heart and soul are the exceptionally talented individuals who make up our dedicated team. We're proud to have a diverse group of creative and skilled professionals who bring their unique talents to the table. Our commitment to nurturing talent goes hand in hand with our mission to inspire the world to celebrate memories. We firmly believe that when our team members thrive, our company thrives.

To support our talented workforce, we offer a range of benefits, including ongoing training and development opportunities, a flexible and inclusive work environment, health and wellness programs, and the chance to work on projects that make a difference.

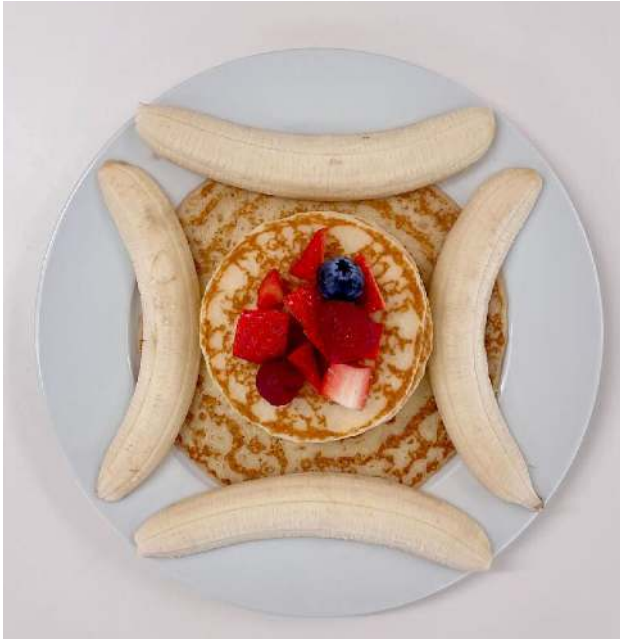




# Team Events



Throughout the year various activities and events were organised to help foster strong team bonds, while boosting engagement and mental wellbeing.



Pancake Day



Popsa Football



Vietnamese Summer Roll Class



Popsa Sports Day



Great Popsa Bake Off



Karaoke Evening



Winter Coat Donations



Bingo Evening



Christmas Jumper Day



Company Milestone

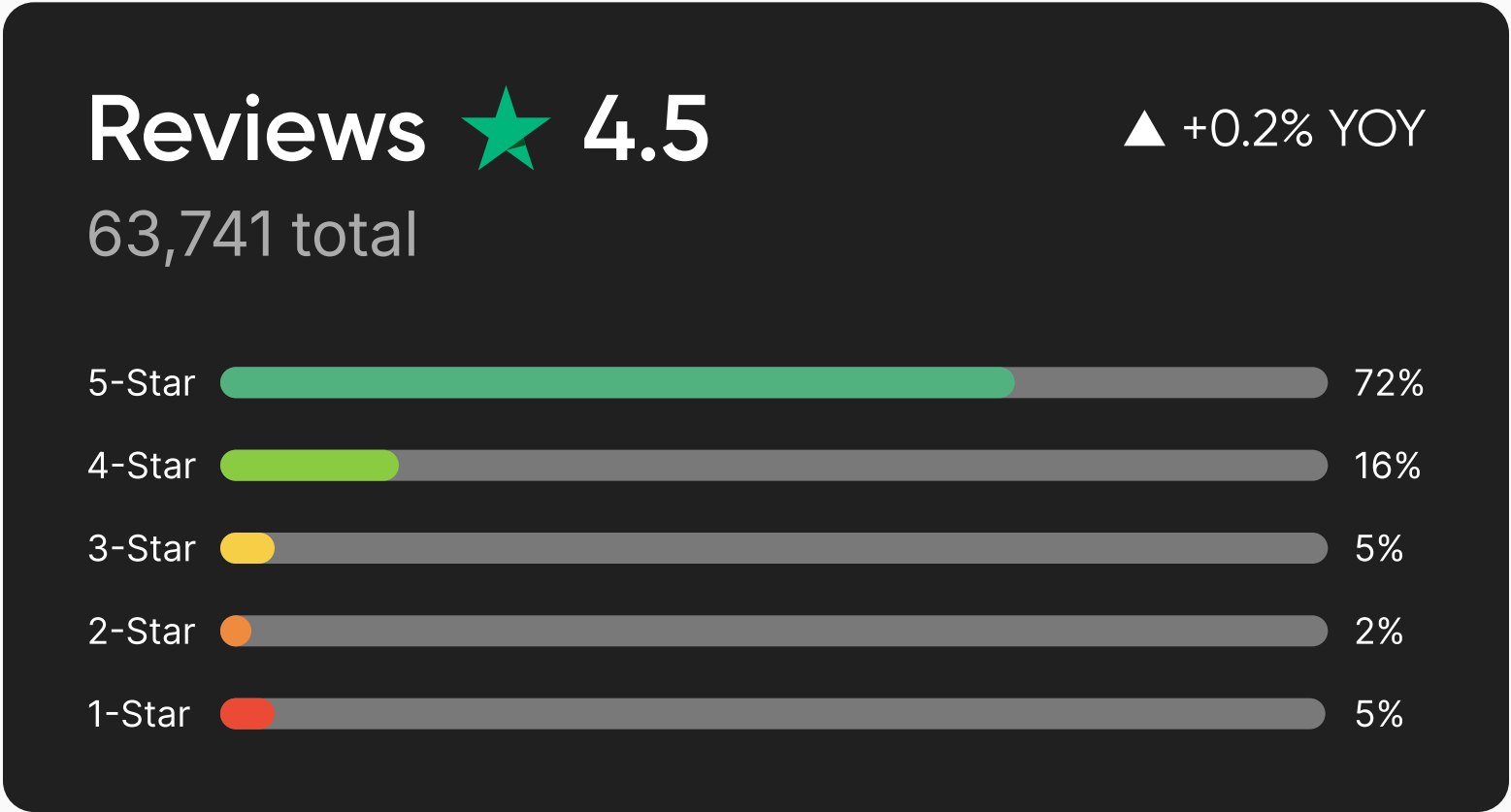


# Our Customers

# Customer Satisfaction



We understand that creating and preserving memories is a deeply personal and cherished experience. These positive testimonials reflect the positive impact we strive to create within our global community.



Scott  
United States

Love this app. Great versatility to assemble your memories in a book. Perfect quality. Made so many of them already. Putting on paper has helped my dad, who has dementia, with his memory. Just assembled a family book for him with grandparent pictures, documents.



Christine  
France

Avis très très favorable tant en qualité et en prix, fabrication rapide ainsi que l'expédition. J'en suis à mon 17ème livre et plusieurs impressions photos.



Ruth  
United Kingdom

I am making booklets for my new foster baby as a life story for when she moves on in her life, Popsa gives me the opportunity to capture her early years so that she can keep these memories forever.



Elizabeth  
Australia

What a great experience I've had looking up old and new photos but it also helped me get lots of photos of my dad who died in October and it's lovely to have them all in a beautiful book to have for life very easy to use and you can make the photos fit yourself which is great thank you.



Xenia  
Germany

Durch die direkte Kontaktaufnahme hebt sich Popsa vom Wettbewerb deutlich ab. Es können Fragen, Probleme, etc. sofort und hilfreich gelöst werden. Die gelieferte Ware ist in sehr guter Qualität und hübsch verpackt!

# Next Steps

# Roadmap



In our 2024 roadmap, we aim to further integrate sustainability into our core business practices, setting ambitious targets for reducing our environmental footprint and enhancing social impact. Below are some of our goals for the year.

## B-Corp Application

We aim to submit our B-Corp application by end of Q2. This is an ambitious target but we are deeply committed to making this happen.

Submit application  
**Q2 2024**

## Net Zero Road Map

Now we have a better understanding of our impact, this year we will start to build a structured roadmap to ensure we align the global goal of Net Zero by 2050.

Commit to Net Zero by  
**2050**

## Renewable Energy

We will work with our suppliers to ensure they are using energy from renewable sources. This will help reduce the CO2 emissions created to produce our products.

## Carbon Offset

Reduce our impact by offsetting all of our emissions for the current year, by supporting various verified carbon avoidance projects.

Offset all emissions for 2024  
**100%**

## Recycled Photo Tiles

We're striving to transition our White Photo Tile to 100% recycled plastic, as we did with our Black Photo Tile. While maintaining quality and colour is currently posing a challenge, we are targeting production by mid-year, further advancing our efforts to reduce our carbon footprint.

## Reduce Reprints

Work with our suppliers to improve manufacturing processes while also increasing quality control methods, before shipping out to customers. We will also explore alternative packaging solutions to reduce items damaged in the post.

Reduce no. reprints by  
**5% ▼ 1.5k Orders**

I am incredibly proud of the progress we've made thus far. These are not unrealistic ambitions but practical goals that reflect our dedication to making responsible choices as a company.

Our ongoing efforts to minimise our footprint, improve our products and services, and nurture a thriving work environment are all part of a thoughtful and deliberate journey. As we move forward, we anticipate reaching more milestones that signify our progress and growth.

We are grateful for your support, and we look forward to continuing this journey together, working quietly yet consistently towards a more sustainable and fulfilling future.



**Liam Houghton**  
CEO & Co-Founder



This report has been verified by Futureproof. Information that has been checked has been denoted with a ^ on pages 5,6,8,10  
Follow our live performance via our [Sustainability Page](#)

