

smol things  
**make a big  
difference.**



impact report, 2025.



proud to  
**B** part.



Certified  
**B**  
Corporation

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moving forwards means  
having an impact.



# a note from Nick.

CEO and co-founder of smol



**2025 was a demanding year for many businesses, and we've felt that pressure too. It's why I'm so proud of what smol has achieved.**

This year, I've watched our team balance growth with impact in truly meaningful ways. We've rethought our deliveries to customers, reducing unnecessary journeys and packaging. We've launched aluminium bottles that show sustainability can really bring the wow factor. And we've built a complete picture of our emissions, putting us in a much stronger position to cut them as we grow.

We've also continued to invest in our people and our platform. Our full-funnel communications and new creative have allowed us to champion a more positive, joyful tone; one that invites people in rather than lectures them. In the current climate, that feels different, and I'm convinced it's part of what makes smol successful. Our new site is also a huge investment in people, and being the employer that we aspire to be.

Beyond smol itself, seeing our Suds in Schools programme grow to support over 130 schools, alongside 10% of customers now donating washes to help tackle hygiene poverty, has been a powerful reminder of what's possible when small actions come together. I'm incredibly proud of what this team has built and proud to lead smol as we continue to grow and learn together.

**Nick**  
**Co-Founder & CEO**



# welcome to the revolution!

What a year it's been. 2025 sees the world in a real state of change, the good, the bad and the unknown. It's as hard as it ever has been to feel that each of us has some agency, can make a difference and that what we do really does count.

So for us, 2025 has been a year to double down on all that we believe in.

We're talking joy, positivity, making it easy, celebrating the small wins, welcoming every person who comes to smol.

Because when we make change easy, fun, uplifting and positive, then more people want to get involved. And the more people who join us? The bigger, positive impact we have on the people, communities and environment around us.

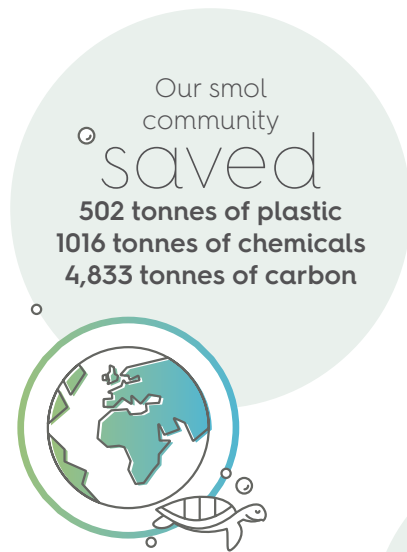
So if you like what you read here please let us know, please invite others to join us, we're thrilled that you are part of this.

**The revolution starts smol.**



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# 2025, all those small changes really do add up to some exciting numbers!





# governance

what did we say we would do this year?

- Embed impact reporting into board pack.
- Improved stakeholder engagement.
- Build impact goals into senior leadership, and team target.

what DID WE DO?

- Reported on impact within our Board update pack, including key metrics and activities.
- Shared responsibility for impact via goals bedded into senior leadership team targets.
- Launched new policies for anti-harassment, bribery, fraud and corruption, as well as a formal grievance policy.





# governance

## what's next?

- We will kick off our impact steering group in 2026, with representation from employees, customers, suppliers, investors and our hygiene poverty partners.
- We are also running an impact session with our Board in January 2026 to further engage them in how impact runs through our daily business decisions and operations.





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# environment

## what did we say we would do this year?

- Take advantage of our site move to really optimise processes and practices.
- Roll out the supplier audit and make amendments to the current Code of Conduct.
- Complete our first GHG emissions inventory.

## what DID WE DO?

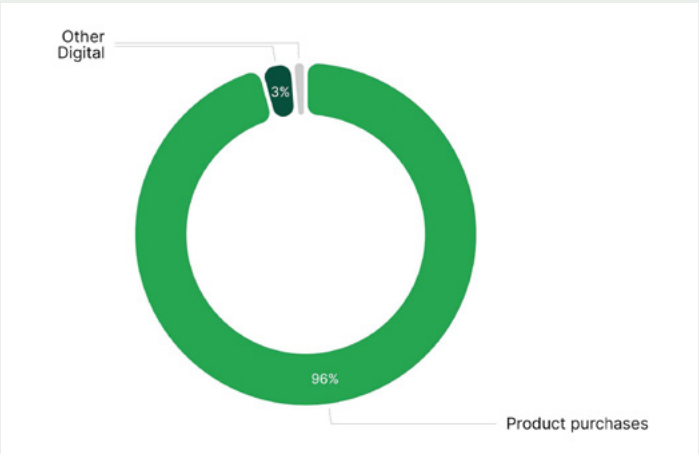
- We moved site! See page 12 for more details of how we really made the most of this move.
- Completed our GHG assessment. We now have complete sight of our total emissions as a business. (see page 10).
- Rolled out a “new supplier survey”; feedback from 20% of our active raw material suppliers and finished goods manufacturers.
- Extended our box delivery service, which reduces the number of individual parcels delivered to customers. Ultimately this will save not just the emissions related to delivery, but means a reduction in secondary packaging is now possible.
- EPR compliant, process in place. All packaging waste now recorded.
- Launched a stunning new range of aluminium bottles, made with 100% recycled aluminium - another way to inspire customers to cut back even more on plastic in the home.



# the vast majority of our emissions relate to our products

## General overview

Total emissions of smol limited, by activity (% tCO2e)



Is equivalent to:



The amount of CO2 sequestered annually by 7.3 hectares of growing forest\*



The annual emissions of 6.6k British people\*



47k London – New York round trips\*

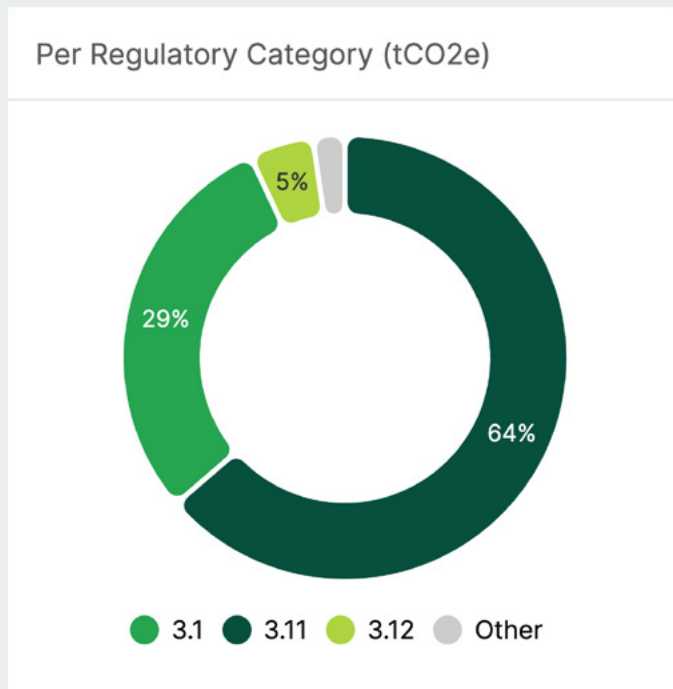


	Absolute tCO2e	Per employee tCO2e/employee
Product purchases	77k	611
Digital	2.5k	19
Services purchases	481	3.8
Assets	247	2
Freight	133	1.1
Energy	67	0.5
Others**	91	0.7

\*Sources: LabosIPoint5, ExioBase, French National Forests Office  
\*\*Travel and Commute, Food and drinks, Waste, Activities and events



However, “products” also includes **in home use, accounting for 67% of product emissions**. Machine use and water heating are the key drivers here (3.11). Low temperature cycles and running machines only when full are examples of sustainable habits that can make a huge difference to emissions (as well as bills!).



- 3.1 Purchased goods and services
- 3.4 Upstream transportation and distribution
- 3.9 Downstream transportation and distribution
- 3.11 Use of sold products
- 3.12 End-of-life treatment of sold products



# one smol move, lots of positive differences!



The move has been great for me. Although it's double the distance to travel, the facilities and environment are so much better. It feels so welcoming and it gets warm!! That is a big win for me x

**Kelly, Customer Services**

The move was easy and smooth, inspired big plans and new ideas that we couldn't do before. Now we are here, there will be plenty more to do!!

**Jamie, Manual Production**



It's spacious and has lots of potential. We can grow & adapt to our ideal way of working. It's also been great for our operation teams to be under the same roof again. A feel of unity rather than divided.

**Cam, Fulfilment Manager**

The basic needs for all the operatives have been covered and smol as a company really takes care of its employees which is quite visible. The COOK meal (subsidy for lunchtime) was one that stood out for me in particular.

**Raj, Production Supervisor**





# one smol move, lots of positive differences across our BCorp pillars



## energy sources

- Moved to 100% renewable energy source for the site.
- Improved use of compressors (to improve energy efficiency).
- Moved to LED lighting in one unit.

## working environment

- New site includes rest areas, quiet spaces, areas for prayer and nursing mothers.
- Temperature and humidity-controlled office spaces and in warehouse.
- Noise and air quality checks undertaken in main operations area. Fully compliant against industry regulations.
- Standing desks available.

## waste management

- Reusable magnums now in place for fulfillment - removing all plastic pallet wrap.
- Cardboard and plastic waste now tracked across Operations.

## workers

- Subsidised food options, working with COOK to provide nutritious hot meals at affordable pricing.
- Bike shelter installed.
- Introduced free period products onsite in bathrooms.
- Transport allowance for 36 staff members, supporting transition to new site.
- "smol voice" mechanic to collect anonymous feedback & suggestions.
- Coffee for the office now supplied by a roastery 4 miles away, delivered in zero waste packaging.

## health & safety

- Full review of health & safety standards and practices for the new site to ensure the health and safety of everyone.
- Roll out of Fire Safety drills and 3 new First Aiders.



# environment

## what's next in 2026?

- Reducing all secondary packaging. This, combined with box delivery roll out should lead to a saving of up to 43% in emissions. We'll continue to remove plastic waste in our supply chain.
  - Continue to remove and reduce chemicals in our products, wherever possible without risking performance (the biggest need in our categories).
- In 2026 we'll be:
- Further increasing our use of bio-based surfactants across a number of our products, reducing the use of petrochemical sourced ingredients.
  - Replacing EBTA and PEG in our foaming handwash product with more gentle alternatives.
- Fragrance is hugely popular for many customers, but we also know that other customers need the reassurance of gentle, less heavily fragranced options. We're extending several of our product ranges in 2026 to include "sensitive" versions, with certification from Skin Health Alliance.
  - We're really excited that in 2026 we'll be tackling the HUGE plastic waste in the liquid laundry industry, with a move to pulp based bottles. Another industry first for smol!
  - Finally, a big focus in 2026 will be to finalise our GHG reduction plan. We're also factoring in our minimal (but growing) use of AI across the business.





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# workers

## what did we say we would do this year?

- Continue promoting and organising training across remote and warehouse teams to support professional development.
- Provide manager training on how to provide feedback.
- Further develop our staff benefits, with focus on mental health and family friendly policy, including extending our policies / support e.g. parental leave, fertility support.
- Introduce formal system to raise concerns / complaints.

## what DID WE DO?

- Updated our approach to career development, based on employee feedback. This is now an employee led process, focused on career development and learning needs.
- Ran mental health training in partnership with Self Space, for all of our people managers.
- Launched new policies for parental leave, fertility support and “nomad” working.
- New policies created for anti-harassment and grievance.
- Updated our health plan for UK based team members.
- Launched a range of subsidised Cook meals for our warehouse team.
- Created an employee led Representation & Belonging Group (RBG) to strengthen our culture in relation to diversity and inclusion.

## what’s next for 2026?

- Launching our new learning and development resource, offering the whole team access to hours of material!
- A dedicated learning and development secondment for Charlotte, one of our Senior People Partners, to give real focus to this across smol.



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# community

what did we say we  
would do this year?

- Continue to benefit community by increasing the scale of our work to educate on and alleviate the impact of hygiene poverty.
- More volunteering days - "a smol month of giving". To connect our colleagues with their local community, and/or those in hygiene poverty.
- Looking at ways we can extend our practices and policies around environmental and social impact, to the suppliers we work with.

what DID WE DO?

- Our "Marked Absent" campaign saw us focus once again on the impact of hygiene poverty on children, with our research showing that nearly 3m UK children are affected by hygiene poverty, leading to 23 million learning days lost. The campaign received over 1,100 pieces of media coverage.
- Installed a further 35 washing machines into schools with our Suds in Schools programme.
- Continued to encourage customers to support our work, with a phenomenal 10% of customers now signed up to "Donate a wash" helping those facing hygiene poverty.
- Attended the Better Business Act conference in London.
- Completed 21 staff volunteering days.

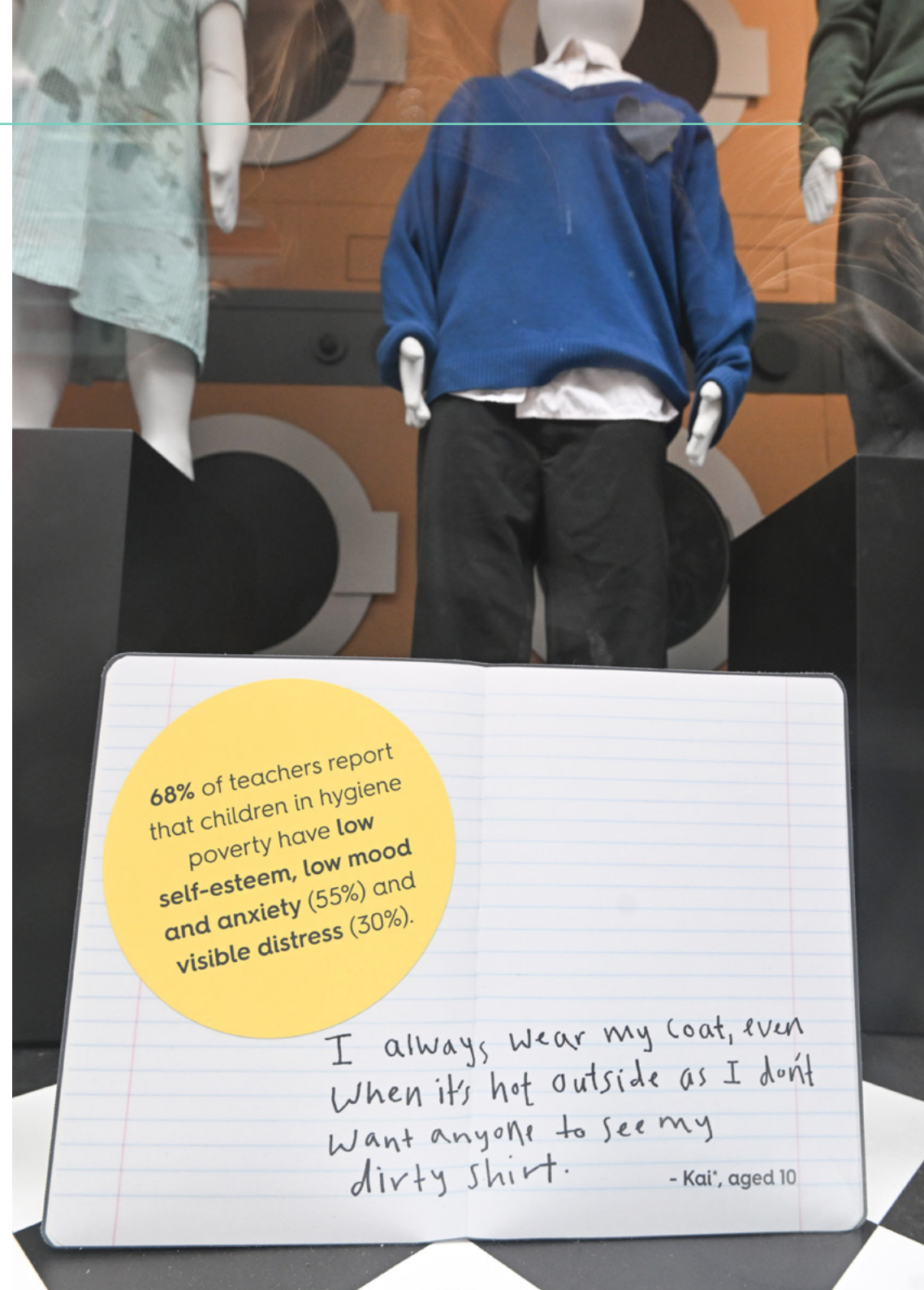




# community

## what's next?

- Relaunch and tighten our mission regarding hygiene poverty - we'll be really focused on "ensuring every child in the UK has access to clean clothes".
- Launching a set of teaching materials to support teachers in identifying and broaching the subject of hygiene poverty with their students and affected families.
- Establishing a working group with charities, teachers, teacher unions and psychologists to build our knowledge and impact in tackling hygiene poverty amongst children.
- Continue to build our Suds in Schools community, with the goal of hitting 200+ schools across the UK.
- Aim for 15% of our customers to be part of our Donate a Wash initiative, which helps us provide laundry capsules to families and children experiencing hygiene poverty.
- Watch out for a big hitting campaign in Autumn 2026 to positively engage the public in supporting our efforts to tackle hygiene poverty.



68% of teachers report that children in hygiene poverty have **low self-esteem, low mood and anxiety** (55%) and **visible distress** (30%).

I always wear my coat, even when it's hot outside as I don't want anyone to see my dirty shirt.

- Kai\*, aged 10

This year our **smol team dedicated 21 volunteering days**, from packaging gift boxes, to supporting local community initiatives and even helping with a bit of gardening!



*"Thank you smol for encouraging volunteering, so many organisations, ours included, only exist because of brilliant volunteers who give their time and skills so generously. I personally love it and love using my smol volunteering day as part of it!"*





# tackling hygiene poverty



Our focus for supporting those affected by hygiene poverty this year was to continue raising awareness of this silent crisis, and work alongside The Hygiene Bank to aid as many families as possible around the UK.



## Donate a Wash

Our customers have continued to support our Donate a Wash initiative, with almost 10% in the UK now regularly donating as part of their smol plan (+1.6% since the end of 2024). This combined with smol's commitment to donate a wash for every new customer that signs up means we have donated almost 1.5 million washes to The Hygiene Bank in the past year, helping so many families in need. smol customers in Germany and France have also continued to be generous with their support to Donate a Wash. Donations to French charity, Agence du Don en Nature, have remained steady at 5%, and in Germany, we've seen a +3.9% increase in the past year as 8.9% of German customers now have the initiative within their plan to support our charity partner, Tafel.



## Suds in Schools

We placed 35 more washing machines in primary and secondary schools in 2025, bringing our total to 127 (+38%), thanks to generous donations of over £3,400 to our Crowdfunder. We've also been prioritising visiting our Suds in Schools schools and nurturing the relationships to see how else we can support them moving forward. In 2026, this will include teacher resources about hygiene poverty and Suds in Schools branded information packs for each school.

## Marked Absent

As the new school year approached we unveiled a shop window that showed the realities of hygiene poverty, showcasing five unwashed uniforms from real children who had been affected. Our research alongside this campaign found that a lack of access to hygiene products due to poverty is forcing children out of the classroom, with an average of 6.5 days lost annually per child. We once again called upon the government to take notice and also actioned for more funding towards our Suds in Schools programme. Off the back of the campaign, we had over 1,000 pieces of media coverage, more money raised on our Crowdfunder, and over 70 nominations for Suds in Schools.

# tackling hygiene poverty

**“Hygiene poverty is holding children back from the very things that school should offer: learning, friendship, play, and confidence. No child should miss school because they don’t have access to a clean uniform, deodorant or basic hygiene products. At The Hygiene Bank, we see first-hand how shame around hygiene poverty isolates families, and why it’s so vital that we talk about it. We were delighted to partner with smol on their innovative campaign to make this invisible crisis visible; together we have a stronger voice as we call on the public and policymakers to take action.”**

*Ruth Brock, CEO of The Hygiene Bank*

Hygiene poverty is sadly not going anywhere, and we’re continuing to make this a priority in terms of our impact as a brand. Next year will see a more strategic focus as we hone in on supporting children affected by the crisis and work together with our partners.





# customers

## what did we say we would do this year?

- Invite our most valuable customers to participate more in smol via opting in to "smol circle".
- More celebration of customer loyalty and highest impact customers.

## what DID WE DO?

- Ran GDPR training for the whole team, and appointed a Data Protection Officer internally, to be sure we are extra careful with data.
- Continued our "Greenwashing" training for all of our team, to make sure we're always truthful, compliant and can substantiate our claims.
- Maintained all of our certifications including FSC, Leaping Bunny, Flustix, RSPO, Allergy UK and BCorp. All of these feel really important ways to build trust with our customers.
- Updated all of our Customer Service processes, including external training for the whole team on "giving GREAT customer service".
- smol circle - now at 24k members.

## what's next?

- We'll continue to nurture our "smol community" via our Facebook group, "smol circle" and Instagram broadcast channel, as well as trialling Live Chat with our Customer Service agents - all different ways to encourage feedback and participation from customers.
- We also now regularly invite customers to be part of our photo shoots - it's a brilliant way to get to know them as well as ensure customer voices are front and centre in our communication. We'll be running customer shoots every month in 2026.
- We'll be inviting a couple of our customers to join our Steering Group.





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# BCorp goals 2026 - transitioning to the new standards

- Completed set up (2025).
- Completed foundation requirements (2025).
- Action notes below for 2026.

## **Purpose & Stakeholder Governance**

Publicise our purpose statement, grievance form/procedure

## **Fair Work**

Provide evidence of employment contracts, fair wage practices, considering feedback and how we measure workplace culture

## **Justice, Equality, Diversity & Inclusion**

Share how we collect data to inform our JEDI actions

## **Human Rights**

Publicise our human rights policy

## **Climate Action**

Develop and publicise our climate action plan.

## **Environmental Stewardship**

Show how we monitor waste production from our operations, and where it ends up

## **Government Affairs**

Share our public policy on responsible lobbying



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