

smol things  
make a big  
difference.



**smol**

impact report, 2024.

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



When we started smol, it was about more than just making brilliant cleaning products. We wanted to show a business could do good while doing well.

Becoming a B Corp was a huge milestone because it's more than words. It shows we're being held to the highest standards of social and environmental impact and it reinforces that what we value as a team really does matter.

I've always believed that business shouldn't be just about profit - it should be about purpose too. smol exists to challenge the status quo, the huge multinationals and to show that companies can be forces for positive change.

Progress as a B Corp will keep us accountable. It pushes us to keep improving - whether that's cutting carbon, reducing plastic, making our supply chain fairer or finding new ways for us all to support those in hygiene poverty. We're proud of the impact we are making, but we know there's always more to do.

If you believe in what we're building, we're grateful and we're excited to do this together. With your support, we can keep raising the bar and making a difference - one bottle, tablet and refill at a time.

# welcome to the smol revolution.

Since 2018, smol has been shaking up the laundry aisle. A place long-ruled by big brands and multinationals. Impact? Hardly their priority. But for us, it's everything.

We make everyday household cleaning essentials... products that traditionally create plastic packaging by the truckload, tonnes of carbon emissions and wash huge amounts of chemicals into our waterways. There's no shortage of room for improvement!

At smol, we believe real change isn't about a few people doing sustainability perfectly; it's about ALL of us making small changes that together, create a big difference. Our desire to have an impact goes beyond greener formulas and plastic savings, it's in how we work together and with our suppliers, seeking to be the best employer we can be, addressing inequality where we find it. It's in giving everyone access to clean clothes. And the best bit?

## When we grow our business, we grow our impact.

Are we perfect? Not on your nelly. But we're determined to be better, to shine a bright light in an otherwise murky cleaning cupboard. And if other brands want to help us on the journey, good stuff.

Becoming a B Corp in 2023 was a big step for us. The philosophy is bang on with our own values and beliefs. Completing the assessment gave a perfect guide for us in being a better business and achieving certification gave the team confidence that the things we care about really ARE valued. We've made big strides in 2024, and there's so much more to come in 2025; a new production site, more customer involvement, more environmental savings and more social impact.

Because at smol, we've always known small changes can make a world of difference.

Our 2023 assessment:	2025 targets:
<b>Total 99.1</b>	<b>117.8</b>
<b>Governance .....13</b>	15
<b>Environment ..... 45.1</b>	50
<b>Workers .....22.8</b>	28
<b>Customers ..... 3.4</b>	3.8
<b>Community .....14.8</b>	21



# 2024, a few stats...

smol peeps.

Our team has grown from 113 to **135** during 2024.

We welcomed **263,820** new customers.



Our smol community **saved**

**470 tonnes of plastic**  
**970 tonnes of chemicals**  
**4,913 tonnes of carbon**



We dispatched over **8 million packs!** End to end, that would be 22 x height of Mt Everest!



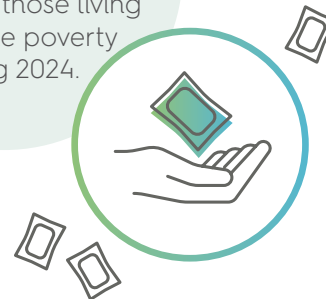
Installed **36 new free-to-use launderettes** via our Suds in Schools scheme.

They help children living in hygiene poverty access clean clothes and we've now set up 100 sites across the UK.



We launched **8 new products.**

With customer help, we donated over **1.4m washes** to support those living in hygiene poverty during 2024.



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# governance.

what did we say we would do this year?

- Make sure our policies are up to date e.g. whistleblowing, anti corruption
- Update and follow best practice on privacy and data
- Create a code of ethics

what DID WE DO?

- Introduced new policies; whistleblowing, modern slavery
- Introduced a new third party data consent platform (Enzuzo) to ensure ongoing compliance
- Introduced a regular slot on Impact within our Board updates



# governance.

what do we plan to do next?

- Embed Impact Reporting into board pack
- Improve stakeholder engagement
- Create an Impact Steering Group including customers, investors and our Hygiene Bank partners



Score in verified assessment ..... 13

Likely score now ..... 14.1

Goal for 2025 ..... 15





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# environment

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

- Fully understand our GHG emissions
- Develop a strategy towards net zero
- Update and roll out supplier audit
- Develop a fuller plan for product improvements, further cutting chemicals
- Launch new products so customers can further reduce plastic, carbon and chemicals

## what DID WE DO?

- Onboarded Greenly as a tool for measuring our complete carbon emissions
- Updated the supplier audit, but haven't rolled out
- Identified a new site, with complete move planned in 2025
- Launched Foaming Handwash, tackling the millions and millions of single use plastic bottles sold each year in the UK. Also launched refillable liquid laundry detergent, foaming bathroom spray and floor cleaner
- Got a complete innovation plan, for both new products and improvements to existing
- Conducted LCAs on 3 extra products, giving great visibility of product impact

## what challenges did we face?

- In all honesty, time! Getting into the nitty gritty of GHG emission tracking, and encouraging suppliers to complete our audit all takes time. As a small team, sometimes it's hard to get things done as fast as we want
- Data. We'd love to have really complete data especially when it comes to emissions, but sometimes it's simply not available. So we're following our philosophy of progress over perfection and working with what we've got!



# making an impact

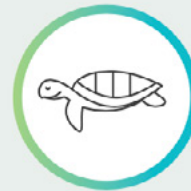
There is strength in numbers and we see this constantly. Our everyday cleaning products are better for the planet and the more of us making these effortless, affordable swaps, the greater the impact we have together. Every month we're saving hundreds of thousands of water bottles-worth of plastic, keeping tens of tonnes of chemicals from rinsing into our waterways and saving many hundreds of Paris to New York return flights-worth of carbon emissions.

The collective impact we have is clear to see and shows that when enough of us make simple changes, smol things can make a big difference.

[click here to see the latest stats.](#)

4 5 8 , 8 8 4 , 1 1 5

washes powered by smol have saved



2,273

tonnes of  
plastic



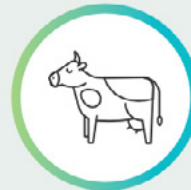
5,445

tonnes of  
chemicals



29,572

tonnes of  
carbon



78

tonnes of  
animal fat



3,942,241

litres of water  
shipped



1,830,475

washes  
donated



# environment

## the wins.

75% of our foaming handwash customers have come to smol from Carex or private label liquid soap. We can be sure that in switching to smol, these customers are genuinely saving plastic, carbon and chemicals.

Moving towards local suppliers, e.g. we moved to a new card supplier who is only 12 miles from our production site (vs 184!). The new supplier (sing) is also a fellow B Corp, a member of 1% for the planet and makes donations against orders we place. It's a great partnership.

## what's next?

- **Our site move early next year provides so many opportunities to improve our environmental practices; possibility of using 100% renewable energy, reducing packaging included in boxed deliveries, having all raw materials and finished goods under one roof minimises transport impact**
- **Roll out the supplier audit and make amendments to the current Code of Conduct**
- **Complete our first GHG emissions inventory**



Score in verified assessment .....	45.1
Likely score now .....	47.2
Goal for 2025 .....	50



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# workers

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

- Launch our share option scheme to employees!
- Review career development plans
- Consult the team and create a new benefits package
- Extend our policies/support  
e.g. parental leave, fertility support

## what DID WE DO?

- Announced our new share option scheme, available to all employees who have been with us for over 1 year
- Ran a consultation on benefits, to understand what the team really value to inform our decisions for 2025
- Updated our approach to career development, based on employee feedback

## what challenges did we face?

- Creating a career development process that works for everyone



# workers

we improved our career check ins.

6 monthly check-ins were most popular and we also scrapped our old rating system having listened to the team. Finding the time for training has proved a challenge but one we are totally up for.

## what do we plan to do next?

- Continue promoting and organising training across our remote and warehouse teams to support professional development
- Provide manager training on how to provide feedback (as part of refreshed career check ins)
- Further development of our staff benefits, with focus on mental health and family friendly policies
- Introduce formal system to raise concerns/complaints



Score in verified assessment ..... 22.8

Likely score now ..... 26.8

Goal for 2025 ..... 28



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# community

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

- Volunteering days continue for the whole team
- Continue to build our voice and impact in raising awareness of hygiene poverty
- Work to reduce barriers to employment for affected communities
- Look to BCorps that are delivering great impact for their communities, to see what we can learn
- Update our supplier audit to include reference to their own community impact

## what DID WE DO?

- Ran our Diversity & Inclusion survey for the 3rd year running
- Added community questions into our supplier audit
- Extended our hygiene poverty work into France and Germany with local charity partners. Deepened our relationship with The Hygiene Bank in the UK, including a joint lobby to the UK Government to add hygiene poverty to their Child Poverty taskforce
- Conducted a pay analysis by gender and ethnicity
- Employed 3 people from Shaw Trust, plus gave permanent contracts to both of the individuals we were working with from East Sutton Park Prison (ROTL) upon their release
- Attended the B Corp Louder than Words festival!
- 18 Volunteering days
- Various social initiatives promoting understanding of B Corp including a B Corp focused '12 days of Christmas' campaign



# smol volunteers



# team story

## suds in schools.

In our bid to raise awareness about the scale and impact of hygiene poverty, I had the honour of visiting one of our Suds in Schools mini laundrettes in Blackpool. It was enlightening to see the impact of hygiene poverty on both the children and staff, first hand.

The school staff are amazing, going above and beyond their day jobs constantly; looking out for children who they know will be turning up to school in dirty uniform and being ready to swap them into a clean set before they get to class, running the washing machine multiple times a day in between teaching, and supporting children with anything they might need in order to feel clean.

We heard of 'Fresh Feet Friday' for one child in particular, who they know does not get clean socks at home, therefore the teacher personally washes their feet and gives him a clean pair of

socks for the weekend. This is repeated on Monday, because they'll not have had clean socks since Friday.

What really stood out was the incredible relationship the teachers and headteacher had with the students. They are not only providing a place of learning for students but also a place they can feel safe, with teachers who are undoubtedly looking out for them both in their education but also mentally, helping to give them the best possible start in life.

**Gemma - smol Hygiene Poverty Projects Manager**





# a note from The Hygiene Bank



Dearest Hilary and the wonderful team at Smd.

We just wanted to send a special thank you to you all for the incredible donation of laundry tabs. These mini packs have been absolutely wonderful in helping us support so many in Luton.

We work extensively with the schools across the town (many of whom have in-home launderettes, for ensuring their families can access clean clothes) and create washbags for the children. These laundry mini packs are just perfect for including in these, or pop in their school bags, and big enough to make a difference at home. With poverty at such a high level in Luton (over 23,000 children) your kind donations are incredibly impactful and so appreciated.

Thank you from all the volunteers of HB Luton  
Jorma + Katy

# tackling hygiene poverty

Put simply, hygiene poverty is being unable to afford the essential personal care items that many of us take for granted. There's a huge stigma attached to hygiene poverty, but with over 4.2 million<sup>1</sup> of us affected in the UK, it's clear more needs to be done to help. Everyone has the right to feel clean.

Our work with The Hygiene Bank over the last few years (especially in 2024) has not just focused on supporting those in need, but also on raising awareness of the issue via various initiatives.

**Suds in Schools:** We continue to install free-to-use mini laundrettes into UK schools with ongoing free detergent from smol. Our site number doubled from 55 to over 100, with more to be placed in 2025.

**Donate a Wash:** Washes donated to The Hygiene Bank have grown 4 times over during the past year with the grand total sitting at over 2.2 million. This includes help from our customers with 'donate a wash' on their smol plan alongside direct donations from smol. And we've rolled this out

to France and Germany, seeing over 14,000 capsules to Agence du Don en Nature and over 19,000 to Tafel Baden Württemberg.

**Clean Clothes Can:** Educating people in the UK and Germany about hygiene poverty and its impact, ran hand in hand with our pledge to give 250,000 washes to The Hygiene Bank and 10,000 to Tafel Baden Württemberg. In the UK, we spread awareness via broadcast channels, flagging research that a third of Brits in hygiene poverty wear dirty clothes from being unable to afford laundry detergent. In Germany, this included the launch of Donate a Wash via a cross-channel campaign.

**Clean Up Child Hygiene Poverty:** Our research found UK school staff fork out £40 million from their own pockets each year to keep children in their classrooms clean.<sup>2</sup> We brought this issue to the Government's doorstep, calling on Labour's new ministerial taskforce to ensure hygiene poverty specifically is added to the Child Poverty Strategy agenda. From a photo stunt outside Westminster to media coverage

and an open letter to MPs from smol and The Hygiene Bank. The campaign resulted in over 1,500 pieces of media coverage. More importantly, it raised awareness with the public and MPs.

Sadly hygiene poverty isn't going away and the fight goes on. 2025 will see us further support our partners, schools and communities, as well as raising awareness of the silent crisis that is hygiene poverty.

*"In 2024, our partnership with smol has been a powerful force in tackling hygiene poverty in the UK. Together, we have launched impactful campaigns that not only raise awareness of hygiene poverty and its devastating effects, but also provide support to thousands of individuals and families in need. We are so grateful for smol's unwavering support, and we're more motivated than ever to expand these efforts into 2025, with a shared vision of ending hygiene poverty once and for all."* **Ruth Brock, CEO at The Hygiene Bank**

<sup>1</sup>The Hygiene Bank, 2024 report

<sup>2</sup> Research conducted by Censuwide, among a sample of 503 18+ state school staff who interact with pupils at least 5 days per week. Data collected 09.09.2024-12.09.2024



# community

## what do we plan to do next?

- Continue to benefit the community by increasing the scale of our work to educate on and alleviate the impact of hygiene poverty
  1. Working with (more of) the 100 schools we have installed mini launderettes in, to understand what's the next best thing smol could do to support them
  2. Find new compelling ways to help government and public understand the impact of hygiene poverty
  3. Work with The Hygiene Bank to identify how else we can support other communities beyond schools
  4. Further work with teacher's union NASUWT to directly support teachers who are picking up the pieces
- More volunteering days as well as 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



Score in verified assessment .....	14.8
Likely score now .....	19.1
Goal for 2025 .....	21



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# customers

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

- Add more visibility to our supply chain quality, including more health and safety reporting
- Make customer impact more visible
- Involve customers as much as possible in designing products and services
- Continue to focus on ethical marketing and communication, including how we manage data

## what DID WE DO?

- Launched a new “help centre” on our website in all three of our markets, giving customers easier access to information
- Added a new “net promoter score” survey, to continually track customer satisfaction
- Conducted all sorts of surveys and interviews with customers to learn about their needs
- Maintained a live read on our website for total community impact, as well as offering customers a tool to check their own impact. We also email customers to remind them of what a brilliant impact they have!
- Ran our “plastic purger” quiz during Plastic Free July - a super easy tool to give customers more visibility of how they could further cut plastic from their households
- Updated our data consent in all three markets, we're fully EU compliant
- “Greenwashing” training for all of our team, to make sure we're always truthful, compliant and can substantiate our claims
- Alongside our existing certification e.g. Leaping Bunny, FSC and Flustix, we added even more trust points e.g. Allergy UK for our fragrance-free laundry capsules



# customers

our Facebook group includes over 17.2k people.

We have conducted 45 surveys with customers during 2024, with responses from over 6,048 different customers. Topics included ideas for new products, feedback on existing product quality and customer website experience.

## what's next?

- Invite our most engaged customers to participate more in smol via opting in to "smol circle"
- Add customer service satisfaction feedback in our 3 markets
- More celebration of customer loyalty and highest impact customers

//

*When I unexpectedly became a single full time parent to two teenagers whilst working 60+ hours a week, everything was on me. Smol group came along at the right time and not only made things simpler and saved me money, but actually encouraged me to try new things and helped me to create my housekeeping routine that now includes bathroom cleaner for bathroom and WC, general purpose spray for the kitchen and living room, floor cleaner and washing capsules and fabric softener.*

*And thanks to this group, I learned how to make my own "febreeze style" fabric refresh spray which helps keep the living room and bedrooms smelling fresh! I even get a strange amount of satisfaction from my display tray showing all my bottles and capsules!*

*smol group member*

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Score in verified assessment ..... 3.4

Likely score now ..... 3.5

Goal for 2025 ..... 3.8



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in 2024 our customers' voices  
have never been louder...

We answered  
180,000  
emails

275,000  
visits to our help centres

38,000  
survey responses  
from customers

We responded to over  
80,000  
comments across  
social media

Facebook Group  
25,019  
comments,  
44,455  
reactions

8 million  
products dispatched!

# summary of goals for 2025



## governance

Build the B Corp movement within the business:

- More visibility with smol board of directors
- Build impact targets into team work
- Embed impact reporting into the regular information we provide to our board

Create Impact Steering Group including key stakeholders.



## environment

Complete our first GHG emission assessment, identify area for improvement and plan our journey to net zero:

- Use our site move to improve our environmental practices; increase renewable energy, reducing packaging
- Roll out the supplier audit
- Amend the current Code of Conduct



## workers

More professional development training.

Manager training on how to provide feedback.

Further development of our staff benefits, with focus on mental health and family friendly policy.

Introduce formal system to raise concerns / complaints.



## community

Increasing the scale of our work to educate on and alleviate the impact of hygiene poverty:

- With our Suds in Schools participants & the NASUWT
- New compelling ways to help Government and public understand the impact of hygiene poverty

More volunteering days + "a smol month of giving".



## customers

Invite our most valuable customers to participate more in smol via opting in to "smol circle".

Add customer service satisfaction feedback in our 3 markets.

More celebration of customer loyalty and highest impact customers.





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