

You Purchase, We Plant: Rugged's Carbon Neutral Mission



Environmental Impact Report 2024

Rugged Interactive's Plant a Tree Scheme

We are **going carbon negative** with a little help from our friends. We launched our 'plant a tree' initiative in October 2021 with Plant One, a not-for-profit tree planting business that focuses on the threat of climate change by taking direct action. Plant One is based in Cornwall, close to our Bodmin HQ – **the perfect tree planting partner**.

For **every Rugged product** purchased, we **plant trees with Plant One**. The bigger the product, the more trees we plant. It's one of the things we are doing to try to lower our carbon footprint.

Here's a snapshot:

- » One of our most popular products, the FreeStyle Duo produces an average of 108.5kg CO2 through its manufacturing process
- » The average UK native broadleaf tree will sequester approximately 10,000g of carbon per year over its 100-year lifespan
- » To offset the carbon footprint of our FreeStyle Duo production, we would need to plant one tree for every 9.22 units manufactured

We don't just want to offset, we want to be carbon negative. So we are planting more trees for less manufacturing, because being green is the new black!

How It all Works

We've calculated the **average CO2 produced by all of our products**. From creation and delivery of parts, to manufacturing and packaging. Based on weight calculations, we've worked out how many trees we would need to plant to **offset the CO2 created**. We're on a mission to be carbon negative, so we're planting more trees than the CO2 we produce, and every order you place helps us complete our mission!

About Plant One

Plant One is a Community Interest Company that links businesses with landowners to **plant trees and rebuild environments** whilst offsetting carbon emission. Cornwall has the lowest tree cover in the UK, and the UK is well behind Europe for canopy cover. Plant One's mission is to restore Cornwall's biodiversity habitat for native fauna and create a nature-focused challenge to the global climate threats we face.

Plant One have...

31%

Tree cover
worldwide

13%

Tree cover
in the UK

9%

Tree cover
in Cornwall

Since October 2021, we've planted 1,915 trees!



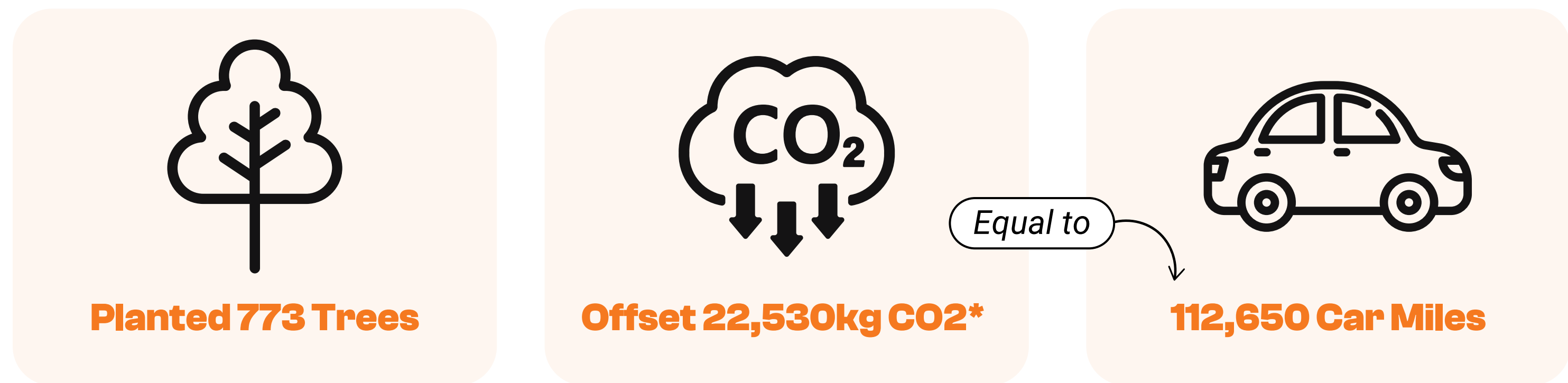


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2024 Tree Count

It's been a busy year supporting our Partners to bring the best active fun attractions to customers across the globe!

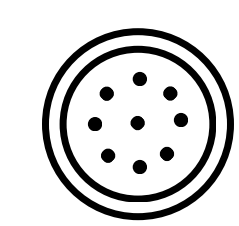

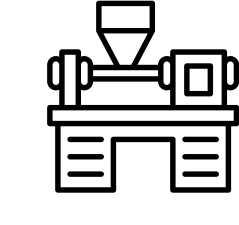

From January-November 2024, we have....



*Estimated calculation¹



Made With the Planet in Mind

- **Lightpod material**
Our lightpod rears are made from **recycled Polypropylene**, created from our manufacturers factory waste. These lightpod rears are used in all our CardioWall products, including FreeStyle Duo reaction walls.
- **Body panel mouldings**
The roto moulding used in all our board and target-based games, such as CardioWall's, PowrPlay, and AeroStrike, are made from **20-30% recycled plastic**.
- **Durability**
From product design to production, **durability is at the heart of our manufacturing**. We make sure each element of our interactives is robust and able to withstand many years of impact, reducing further manufacturing, service visits, and replacement parts. We even have a FreeStyle Duo that has been used for 11 years!
- **Zero Carbon Electricity from British Gas**
We have been granted another year of 100% zero carbon electricity from British Gas. Rugged will be backed by Renewable Energy Guarantees of Origin and nuclear declarations for 26th September 2024-25th September 2025.

A Huge Thank You from Everyone at Rugged!

We couldn't have done it without you! Our customers and partners are helping us **bring competitive, interactive, active play** to venues across the globe, whilst attempting to **reduce our carbon footprint and minimise the impact on the environment**.

We continue to **review our sustainability efforts** and look for new manufacturing processes and materials as we grow as a business, but it's important to look back at the impact we have had through the Plant One scheme, and our recycling efforts too.

If you would like to discuss any of this with us, please reach out to us on sales@rugged-interactive.com

¹Carbon offset calculation - <https://www.encon.eu/en/about-us>