

Carbon Policy

THE WONDERFUL BEAR EMPORIUM

At The Wonderful Bear Emporium we love the environment and we recognise that everything we do has an impact upon the environment. We are based in St Ives in Cornwall and are surrounded by a beautiful rugged coastline, and we appreciate the environment just as it is now.

So we work hard to minimise the impact of our operations on the environment. We will be able to do better as we move forwards, but for now we are happy to report that we have calculated the CO₂ emissions of our manufacturing and transportation activities, and offset these by donating money to



in order to protect rainforest that is under threat of development.

Areas of our operations that we have included in our CO₂ calculations:

- ✓ The manufacturing of our products, including the raw materials and emissions from the manufacturing process.
- ✓ The impact of packaging used to protect and transport our products – primarily cardboard boxes
- ✓ The emissions resulting from transporting our products from China to the UK – these mainly come by sea, which is the least polluting means of transport
- ✓ The emissions of the lorries that move our goods from the UK docks to our base in Cornwall.
- ✓ We use Interlink Express for most of our outbound shipping, and Interlink have a zero carbon scheme of their own for parcels within the UK

Here is how it works - every May we calculate the CO₂ emissions that we think our business will make over the next twelve months. Then we double this, just to be on the safe side, and give Cool Earth money to protect enough vulnerable rainforest to offset our calculated CO₂ emissions.

A little bit about why we chose Cool Earth...

Firstly we had heard of them, and they are from Cornwall like us. More importantly, we had heard about all the good things they do to conserve the environment. In their own words:

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Losing the world's rainforests is a crisis for the planet and a tragedy for the people who live in them.

Half the world's rainforest has been destroyed. Things don't look good for what's left. Every year a further 25 million acres, an area the size of Iceland, is cleared. But there is a simple solution, a solution that most of the conservation movement has ignored...

The people

Rainforests are home to 350 million people. Having lived in the forest for countless generations, their homes are now on the deforestation frontline. These people have the most to lose from the forest's destruction. But because they depend upon the forest for their livelihoods they are its most effective custodians. For Cool Earth, they are the most important reason to save the rainforest. This is why each of our projects begins from a village's decision to save their forest. That's not to ignore the rainforest's environmental credentials. Rainforests are vast stores of carbon, massive manufacturers of oxygen and freshwater, and home to the majority of the planet's biodiversity.

The Water

Along with oxygen, rainforests are a critical freshwater generator - producing a fifth of the world's freshwater. Just one acre of rainforest produces 76,000 litres of water a year.

The Biodiversity

Rainforests only cover 6% of the world's land surface but contain more than 2/3 of its biodiversity – around six million species. Of these species, 99% of them are still to be studied.

The CO₂

As well as storing half of the world's carbon, rainforests absorb 10% of man's annual CO₂ emissions. But deforestation puts more CO₂ into the atmosphere each year than the entire global transport sector

For 2015-16 we sponsored some of the Ashaninka Rainforest in Central Peru through Cool Earth.

And for 2016-17 we sponsored the rainforests of Papua New Guinea, more specifically the Milne Bay province in eastern Papua New Guinea.