

TOMS Earth-Friendly Products

Towards a Sustainable Future

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Page 1: Introduction/Home page				
1a	Welcome!	<p>The first thing the learner sees is an image, with the title of the program and a button “get started”</p> <p>Text under/left of the image: “Welcome to this introductory program that talks about our greener products and greener packaging, and our commitments towards expanding sustainable practices over the next five years. Click the START button above to begin.”</p>	 <p>OR</p> 	<p>Image, button</p> <p>If a portrait image is used, text can be on the right-left side of the image under the start button.</p>
1b	Learning Objectives	<p>Here is what you will learn about TOMS by the end of this program.</p> <ul style="list-style-type: none"> - Our earth-friendly materials - Sustainability commitments - Our key initiatives - 1/3 of profit for grassroots goods - Our three areas of focus - Partnerships <p>The last module will be a quiz/survey to check what your learned in this program.</p> <p>“Lets get started”</p>		<p>Text and button (maybe a clickable list of modules)</p>


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Page 2: Unit 1				
2a	Sustainability at TOMS	<p>We've always been in business to improve lives. It's our mission, really—one that we know goes hand-in-hand with taking good care of the place we all call home. So, in 2020, we decided to establish a strong set of commitments that would continue to guide us towards decisions that benefit you, our employees, and the planet, from the materials and the vendors we use to the way we bring each product to you.</p> <p>Over the next 5 years, we're expanding our use of sustainable practices across key areas of our business.</p> <p>Continue to checkout our commitments.</p>		text and button
2b	Our Commitments	<p>1 EXPAND EARTHWISE We've begun developing products that are rooted in earth-friendly materials and processes—and we intend to make more.</p> <p>2 CONTINUE RISING TO THE CHALLENGE Our B Corp certification means we're in good company. Still, we've worked hard to increase our environmental score by reducing waste and energy use. As a result, our score has nearly doubled from 2018 to 2020.</p> <p>3 USE MORE SUSTAINABLE COTTON We plan to be sourcing 100% sustainable cotton by 2025.</p> <p>4 KEEP PERFECTING OUR PACKAGING We source 100% of our packaging materials from sustainably managed forests. Plus, each package is made with at least 80% recycled materials.</p> <p>5 REDUCE OUR CARBON FOOTPRINT</p>		


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		<p>An interesting challenge for a shoe company, but the goal is to bring it down year over year, measuring and tracking our progress.</p> <p>6 KEEP IT REAL Sustainability is a journey, not a sprint. We'll be transparent about our progress—our challenges and our wins—using this annual impact report as a routine check-in.</p>		
2c	Earthwise	<p>Video: https://www.youtube.com/watch?v=ckxkqFUfWuM</p> <p>Earthwise is a stamp for products that are rooted in earth-friendly materials and processes. Here, we thought we'd talk a little more about the materials and processes we're referring to, and what makes Earthwise , well—earthwise.</p> <p>First and foremost, to qualify as an earthwise offering, at least one or more of a product's main components must be considered earth-friendly. For a shoe, that might mean the upper, or the sole. For eyewear, that might mean the frame.</p> <p>"Continue" to check a list of our products.</p>		Video, text and button
2d	Our earth-friendly materials	<p>OUR EARTH-FRIENDLY MATERIALS</p> <p>100% Organic Cotton</p> <ul style="list-style-type: none"> • Grown without the use of toxic chemicals or genetically modified seeds <p>REPREVE® Recycled Polyester</p> <ul style="list-style-type: none"> • Made with post-consumer plastic bottles <p>Eco-Fiber</p> <ul style="list-style-type: none"> • Sort of a catch-all term for materials like jute, hemp, and linen—all of which require less water and fewer chemicals than traditional fibers <p>TENCEL Lyocell Fiber</p> <ul style="list-style-type: none"> • A fiber made from wood pulp, which is harvested from 		


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		<p>sustainably managed forests</p> <p>GREEN EVA Outsole</p> <ul style="list-style-type: none"> • Carbon negative and derived from sugarcane <p>OrthoLite® Insole</p> <ul style="list-style-type: none"> • Made with recycled materials, like rubber <p>Recycled Strobel Board</p> <ul style="list-style-type: none"> • Made from 70–80% recycled polyester <p>Mineral Glass Lenses</p> <ul style="list-style-type: none"> • Made from natural silica and soda ash <p>Bioplastic Frames</p> <ul style="list-style-type: none"> • Biodegradable plant-based frames <p>OUR EARTH-FRIENDLY PROCESSES</p> <p>Plant Dye</p> <ul style="list-style-type: none"> • Chemical-free dyes derived from natural botanicals <p>Eco Dye Process</p> <ul style="list-style-type: none"> • A dyeing process that reduces energy and water usage <p>Eco Digital Printing</p> <ul style="list-style-type: none"> • A printing process that also reduces energy and water usage 		
2e	B Corp Certified	<p>Certified B Corps are defined as businesses that balance profit and purpose by meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability.</p> <p>In other words, we—as a certified B Corp—consider the impact of our decisions on our workers, customers, suppliers, community, and the environment. We also get a score every 3 years, which tells us how well we’re doing, and all the ways in which we can improve. In 2018, TOMS received a score of 96.3—putting us in the top 10% of B Corp businesses in the community category in 2019. In 2020, we received a score of 121.5, which is 25.2 points higher than our score in 2018.</p> <p>Our environmental B Corp score has almost doubled,</p>	Logo - certified Bcorp org	Logo - certified Bcorp org



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		increasing from 11.8 to 22.4 in 2020.		
2f	Unit 1 review	<p>Summary</p> <p>At Toms, apart from products, we focus on several social issues and take key initiatives. Please continue to the next units if you want to know more about our work!</p> <p>Continue to unit 2 <button></p>		Summary with a picture of the box and continue button
Page 3: Unit 2				
3a	Key Initiatives	<p>https://www.youtube.com/watch?v=31NHwNo910Q</p> <p>We know that ground-up change starts with us. We are dedicated to doing the work—to doing and being better. Here’s a handful of initiatives, some planned and some not so expected, that highlight the shared values and the strength of our community.</p> <p>Continue in this module to know about each initiative</p>		text and button, youtube video
3b	TOMS COVID-19 Global Giving fund	<p>\$2M towards COVID-19 relief efforts</p> <p>We launched the TOMS COVID-19 Global Giving Fund in April 2020. For 5 months, we directed 1/3 of the net profit from every product sold to the fund, generating over \$2 million in support of global relief efforts. These funds are being utilized by partners on the frontlines of the pandemic,</p>		Text, image and button

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		<p>including Americares, BRAC, Crisis Text Line, International Medical Corps, Partners in Health, The Mix, and WaterAid. Thus far, organizations have used the \$2 million in funding to ensure access to free and accessible mental health support, provide testing and treatment for COVID-19 patients, deliver supplies to healthcare workers in hard-hit low-resource areas, and more. BRAC, for example, was able to provide 54,000 reusable masks to underserved communities in Bangladesh.</p>		
3c	Vote like you mean it	<p>100 million eligible voters did not vote in 2016. We didn't want to see that happen again in 2020, during an election year with so much at stake. So, in partnership with Vote.org, TOMS launched Vote Like You Mean It—a campaign designed to help voters navigate a particularly chaotic election year. Visitors used the Vote Like You Mean It landing page to check their registration status, register to vote, request mail-in ballots, share voting resources with others, and more. In partnership with Vote.org, we helped 1,981 people exercise their right to vote, and we think that's a pretty cool thing.</p>		Text, image and button


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3d	Giving Tuesdays	<p>You might already know a thing or two about Giving Tuesday. In short, it's a global event that happens each year—a day dedicated to doing good and reconnecting with your community through acts of volunteerism. TOMS participates every year (for the past 4 years) by closing shop for a day so that all of our employees can take part in a range of volunteer opportunities hosted by the organizations in our community. This includes activities like cooking and serving meals at the Los Angeles Downtown Women's Center, or conducting mock interviews with people who were formerly incarcerated and now searching for employment.</p> <p>It takes a lot of planning, passion, and patience to pull off, but it's an event we refuse to miss—even in 2020, when Giving Tuesday went virtual.</p> <p>Each year, TOMS strives for 100% employee participation. As a result, TOMS employees completed 2158+ volunteer hours across two Giving Tuesdays, participating in 47 different projects total.</p>		Text, image and button
3e	Racial justice	<p>\$135,000 supporting racial justice</p> <p>In June 2020, TOMS committed \$105,000 to organizations working to combat racial injustice. For years, these organizations have been on the frontlines providing effective and immediate support.</p> <ul style="list-style-type: none"> • \$5,000 donation to Black Lives Matter • \$25,000 grant to LIVE FREE/Faith in Action • \$25,000 grant to Cities United • \$50,000 grant to Community Justice Action Fund <p>Funding from TOMS was used to support everything from voter registration in Black and Brown communities to fellowship opportunities for 16 young Black leaders from across the United States.</p> <p>TOMS also gave an additional \$5,000 (\$30,000 in total) to 6 Giving Partners serving Black and Brown communities through work related to structural racism and gun violence, like Think Outside Da Block—an organization that's focused on nurturing the skills and interests of Black youth in</p>		

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		Englewood, Chicago		
3f	Diversity, equity, inclusion, and anti-racism at TOMS	<p>TOMS has always been in business to improve lives, and for nearly fifteen years, we've invested in creating a better tomorrow—one where all people have a chance to thrive.</p> <p>Systemic racism threatens this vision because none of us can truly thrive until all of us thrive. We have a responsibility to our employees, our customers, and our communities to actively combat historical systems of oppression and marginalization that lead to inequitable outcomes. That's why we've begun the journey to become an anti-racist organization.</p> <p>And so, in partnership with passionate employees and external experts who can help shape our path forward, we're building a comprehensive DEIA (Diversity, Equity, Inclusion, and Anti-Racism) roadmap that addresses employment practices, learning and training, business practices, leadership, and giving.</p> <p>We are committed to moving quickly but thoughtfully, holding ourselves accountable, and remaining transparent with our employees, our partners, and our community about progress and learning. We'll continue to communicate these learnings through our website and annually through this report.</p>		
3g	Unit 2 review	summary with a ribbon on photos with symbols for different initiatives.		
Page 4: Unit 3				
4a	A New Way of Giving	Moving forward, TOMS is committed to giving 1/3 of our profits in support of grassroots good. And to make sure we're all on the same page, we wanted to take a closer look at the definition of grassroots good, and the reasons for our decision.	 A graphic featuring a field of green grass with small white daisies. In the center, there is a white rectangular box with a blue border containing the text "1/3 OF PROFITS FOR GRASSROOTS GOOD" in blue and black.	Image, text, button
4b	Grassroots Good	<p>WHAT DOES GRASSROOTS GOOD MEAN?</p> <p>Grassroots good emerges when a community mobilizes to address an issue they're all impacted by, like services that are scarce, or statistics that</p>		Text video and button

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		<p>are too high. Grassroots efforts are particularly effective because they're led by members of the same community that they serve. These leaders bring passion, creativity, and insights that are rooted in a shared experience, with deep ties that grow into an even deeper influence. What they too often lack is financial resources, but that's where we can help.</p> <p>WHY GRASSROOTS ORGANIZATIONS? 14 years of giving has given us a lot of hard-earned perspective. Over time, we've found that true progress begins on the ground, with organizations led by those closest to a community's obstacles and opportunities. We've also seen how spectacularly different every community is—their strengths, their needs, their experiences. And we've seen how there is no such thing as a one-size-fits-all solution. We choose to bolster the work of organizations that are meeting their community's needs through highly specific and sustainable programming because we know that approach works, and we know that this type of change sticks.</p> <p>Video: https://www.youtube.com/watch?v=Tc0cNDl0gw0</p> <p>Continue to check out our three key areas</p>		
4c	Our Three Areas of Focus	<p>1. PROMOTING MENTAL HEALTH</p> <p>Mental health affects absolutely everyone. We define mental health as a state of well-being that allows individuals to realize their full potential, coping with the daily stressors of life, working productively and fruitfully, and contributing to the community. Through support for partners in this space, we aim to encourage help-seeking behaviors, reducing any stigma and connecting people to evidence-based mental health resources.</p> <p>2. ENDING GUN VIOLENCE</p> <p>Gun violence isn't an easy topic. More importantly, it's preventable, and we believe that every person has</p>		Image text and button

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		<p>the right to live without fear of gun violence—both within and outside of the home.</p> <p>In 2018, we made a \$5 million commitment to help end gun violence, and we continue to support partners providing prevention, intervention, and also support for those who have experienced trauma.</p> <p>3. INCREASING ACCESS TO OPPORTUNITY</p> <p>More than a decade’s worth of giving has taught us just how impactful access to education and to decent work can be. We know that in order to see success in areas like ending gun violence and promoting mental health, we must also lay the groundwork through access to education and to decent work.</p>		
4d	<p>How We Partner and a sneak-peak into our new partners</p>	<p>Here at TOMS, we have a whole team of international development and non-profit professionals—we call them our Giving Team. They oversee everything from partner selection to impact grant distribution. Most importantly, they’re tasked with building powerful, long-term relationships with organizations that are committed to helping communities thrive.</p> <p>Our decision to invest in grassroots organizations means that you’re going to see a lot of new and amazing partners emerge in the months and years to come. These organizations have the experience, passion, and creativity to create lasting change, and we can’t wait to see what they’ll do with additional funding from TOMS.</p> <p>In the meantime, meet three of our newest partners: Brave Trails, Cities United, and Homeboy Industries. Separately, they’re meeting the unique needs of the communities they serve, like LGBTQ+ youth, or formerly incarcerated men and women. Together, they’re laying the foundation for a more equitable future—one where all people have a chance to thrive.</p>		

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4e	Unit 3 review	Summary of section. Short summary of the three partners. Continue to certify your knowledge about natural products and a sustainable future!	Logo of the three new partners	image and text
Page 5: Certification				
5a	Instructions	The Official TOMS examination Instructions: Answer a minimum 3 of the 5 multiple choice questions to obtain your certificate to showcase you are environmentally aware! "certify me"		text and button
5b	Quiz	Q1. Which of these is not one of our green products? (2d) Ans: Eco-friendly photo frames Q2. What are our three select key issue areas? because we believe that together, they help lay the groundwork for equity. (4c) Ans: Promoting mental health, ending gun violence, increasing access to opportunity Q3: Which of these is our commitment by 2025? (2b) Ans: Sourcing 100% sustainable cotton Q4. Our partner "cities united" works on LGBTQ+ issues. (4e) Ans: False Q5. How much funds did we collect for Covid-relief in 2020? (3b) Ans" \$2mn		checkbox, radio button, button
5c	Obtain your certificate	Certificate - common for all learners		
5d	Your feedback	Level 1 evaluation based on Kirkpatrick's model.		
5e	Resources	Impact report link www.toms.com Follow this space for home:		

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		https://www.toms.com/ca/impact.html		
5f	Thank you!	Thank you for being a part of what makes TOMS so special.		Text, image, button, and link