

SUSTAINABILITY REPORT 2022



**108
YOGA
ROAD**

ABOUT US

108 Yoga Road is an online platform and marketplace for ethically made and environmentally friendly yoga products.

OUR COMMITMENT

To align with the Yoga Sutras in our commitment and respect of our customers, contributors, business partners and the natural environment.



LOCAL
MATERIALS



DESIGNED TO
LAST



AUSTRALIAN
MADE



OUR GOALS



To provide quality content, and ethical goods to the yoga community.



To increase the number of people doing yoga by reducing the barriers to a safe and enjoyable yoga practice.



To build a community of yogis and teachers.



To build a sustainable business where contributors are compensated fairly.



To encourage and support ethical manufacturing and circular economy solutions.

OUR PROGRESS



WHAT IS ESG?

ESG stands for environmental, social and governance.

The goal of reviewing ESG is to capture how the company performs outside of the traditional measures of financial reporting.

We take our responsibilities to our people and the planet it pretty seriously. This is our way of ensuring we stay on track with our mission and purpose.

ENVIRONMENTAL



LOCAL
MATERIALS

Green powered office

The office and phones run with green power.

All marketing material and packaging made from recycled (and recyclable) materials.

Low carbon footprint

Local suppliers and maker.

All packages sent with carbon neutral postage.

Corporate vehicles are share cars and bicycles.

Recycling program

Straps refurbished or recycled into new products at end of life.

Circular solutions

Profits invested in research to reduce reliance on raw materials.

Fossil fuel free banking and investments.



SOCIAL



DESIGNED TO
LAST

Equity

Female founder.

Our ambassador program prioritises paying yogis instead of social media platforms to share the word.

Supporting small

We choose to work with local small business whose values align with our own.

Where possible we buy end-of-roll or offcuts saving materials from landfill and providing revenue for resources.

GOVERNANCE



AUSTRALIAN
MADE

Proudly Australian owned and operated.

We choose to use the yoga sutras and guiding principles for our corporate values. You can read about them on our website. They cover ethics, accountability and responsibility.



PERFORMANCE

We're proud to offer a quality locally made yoga straps to yogis seeking an ethical alternate to the mass produced items in the market.

We're slowly building awareness for the brand through social media in person events and markets.

OUR FIRST YEAR



CROWD FUNDING
CAMPAIGN FOR
YOGA STRAP
LAUNCHED



FEELIX WINS SILVER
AT THE MUSE
INTERNATIONAL
PRODUCT DESIGN
AWARDS!



108 YOGA
ROAD
WEBSITE
GOES LIVE



MEDITATION
CHALLENGE
RELEASED



RECYCLING
SCHEME
LAUNCHED

UP NEXT
NEW crowdfunding campaign
'Cards for Community'
TV show in pre-production
BCorp application