

# Sustainability report

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2020

The image shows a modern building facade with a decorative screen of vertical brown slats. The word "Gosbi" is displayed in large, white, 3D block letters across the center of the facade. In the background, there are blue mountains under a clear sky.

Gosbi

# Director's message

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Isaac Parés i Grau  
CEO & Founder at Gosbi

Dear friend,

We have come a long way since our beginnings, but we still think like the small family business we were at first.

Over the years, our purpose has been consolidated: give natura solutions to families so they can enjoy healthier and happier lives with their pets at home.

As a modern food company, we are much more than the food we make, and we want to show this other side through this sustainability report.

At Gosbi, sustainability has never been the job of a particular department. We do not do this to comply with the record and we do not have a traditional corporate social responsibility program.

Our employees generate ideas and make changes, big and small, each and every day to improve Gosbi for us, for our community and for the planet. Maybe we do not always call it sustainability, it's just wanting to do the job in the best way possible.

From the desire to reduce the amount of energy we use in production processes, to the defense of local trade to help our communities, through collaboration with animal shelters and much more, this report shares our aspirations, our milestones and our progress to this day.

I am proud of our actions and the significant results that have been produced for our company and our community. Even more, I am very excited about the path ahead. We realize that there is more work than we can manage, but we will end up doing it anyway.

We would love to share this adventure with you.

A stylized, handwritten signature in black ink, consisting of a large, flowing 'G' and 'P' intertwined, with a vertical line extending downwards from the bottom of the 'P'.

# The company

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## Natural food for cats and dogs

We are a family business based in Santa Llogaia d'Àlguema (Girona) that is strongly committed to quality, honesty, and respect for animals. **Since 2003 we cook and sell quality food for animals**, prioritizing their health and well-being.

Our purpose is to offer solutions to families so they can live **a more natural, healthier, and happier life with their pets**.

We believe that business goes beyond profit and loss, and we can grow in a sustainable way, with the welfare of animals, people, and the planet in mind.

Our goal is to keep a high-quality standard in all our products, pampering every detail and offering a, which is healthy and environmentally friendly. We do this by elaborating recipes inspired by the Mediterranean diet and its ingredients: meat, fish, fruit, vegetables, legumes, and olive oil.

None of our recipes include preservatives, food coloring, or artificial flavors in their composition. No products of our brand contain

genetically engineered ingredients or any animal or vegetable by-product. In addition, each of the ingredients we use has passed a rigorous control of purity and nutritional quality.

At Gosbi we feel the need to return to society and our animals part of what they have given us.

**We believe that as a company we have the power to transform and that is why we demand ourselves to get involved and committed to achieve a better world.**

This is reflected in the way we make our products, the way we treat our workers and how we do business. Beyond adhering to the legal and ethical standards of the industry, we strive to step up our game in every decision we make.

# The products



*Exclusive  
Grain Free*  
\*\*\*\*\*

*Exclusive*  
\*\*\*\*\*

*Original*  
\*\*\*\*

*Life*  
\*\*\*

*Fresko*

**Gosbits**

*Plaisirs*

**CAT MENU**

*Natural  
Clean*

*Comfort*

## Lines of Production

We have more than 200 references in our catalog to cover the general and specific needs of nutrition, cleaning, and rest of dogs and cats in all their stages: puppies, adults, and seniors.

We have three production centers:



**Olost Plant** (Barcelona)\*:

Production of the highest quality thanks to small batch production, slow cooking and low temperatures.



**Berbegal Plant** (Huesca)\*:

Inaugurated in 2019, it has the most advanced technology oriented towards product quality, equipped with sustainable energy systems, eco-electric and natural gas engines.



**A Coruña Plant** (Galicia):

Plant with protocols and ingredients of human food, thought for wet food production.

\*Owned plants

# Starting point

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## Gosbi's sustainability map

To begin our journey towards sustainability we created a map that includes the most significant impacts that we might have. It will be our compass and guide us north.

Based on the experience of leading organizations, such as the **Global Reporting Initiative (GRI)**, we have identified **35 relevant impact opportunities** in the food and consumer goods sector. In parallel, we have collected 40 opinions from stakeholders from our field (industry associations, employees, suppliers, and customers) to understand how relevant these 35 opportunities are for each interest group.

Below is a map of these impact opportunities, which we have classified into five areas of sustainability focus:



**Operations**



**Supply chain**



**People**



**Community**



**Governance**

# Sustainability map

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## Operations

Regarding our facilities and production process.

*Logistics, other emissions, energy supply, waste treatment, water management.*



## Supply chain

Regarding our products and ingredients, and the companies and farmers that provide them.

*Biodiversity conservation, respect for animals, packaging, sustainable innovation, labor rights, product quality, food safety, rational use of water, greenhouse gases, climate change, sustainable supply.*



## People

Regarding our employees, culture and working environment.

*Education and training, labor relations, diversity and inclusion, occupational health and safety.*



## Community

Regarding the communities in which we operate and the people who buy our products.

*Interaction with the community, health and well-being, volunteering, adoption support, helping animal shelters, fostering local trade.*

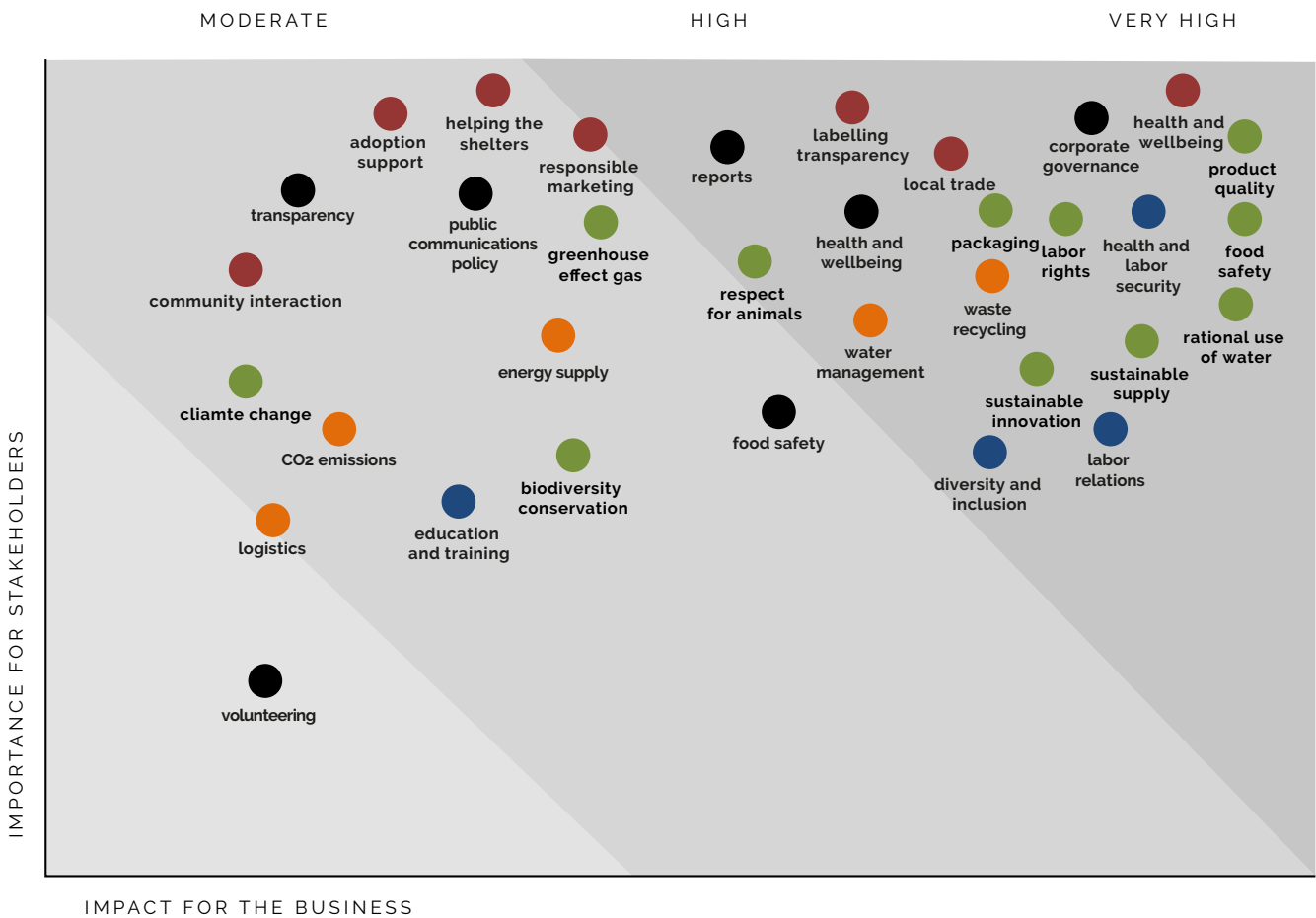


## Governance

Regarding our business, strategy, governance, and communication with stakeholders.

*Public communication policy, transparency, transparency in our labelling, corporate governance, food security, responsible marketing, health and well-being.*

# Sustainability map



**PEOPLE**

- education and training
- labor relations
- diversity and inclusion
- health and labor security

**COMMUNITY**

- community interaction
- responsible marketing
- labelling transparency
- health and wellbeing
- volunteering
- adoption support
- helping the shelters
- local trade

**SUPPLY CHAIN**

- biodiversity conservation
- respect for animals
- packaging
- sustainable innovation
- labor rights
- product quality
- food safety
- rational use of water
- greenhouse effect gas
- climate change
- sustainable supply

**OPERATIONS**

- logistics
- CO2 emissions
- energy supply
- waste recycling
- water supply

**RESPONSIBILITY**

- public communications policy
- reports
- transparency
- corporate governance
- food safety
- responsible marketing
- health and wellbeing

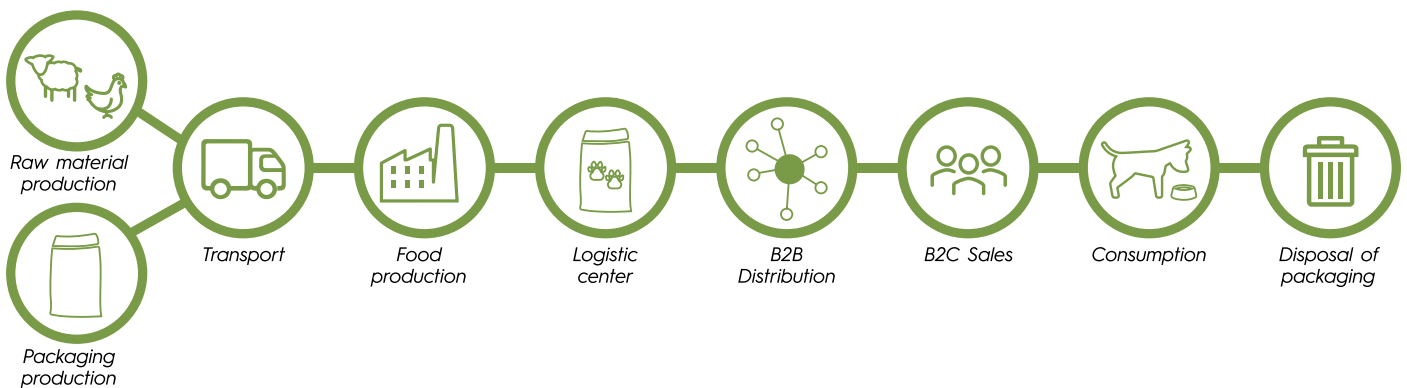
# Life cycle Assessment



In 2019 we completed our first "Life Cycle Assessment" (LCA) of one of our products. We chose one of our flagship products, preferred by our consumers: Exclusive Lamb Medium.

LCAs are a very important first action to understand in any company **the environmental impact of each step of the entire product cycle**. It provides a fundamental bases on which to make proposals to improve sustainability. Once we understand our starting point, we can begin to see how far we can go.

Our LCA considers from the farm where the raw material grows, to the container where the sack is thrown away, and **reveals opportunities to improve processes, reduce costs and carbon emissions**, helping us to make decisions that improve both the result of the product, and the environment.





# SDGs and the 2030 Agenda



## We are another piece at the service of the global community

We are not isolated; we are part of a system. When we began this journey towards sustainability, we knew that we could not do it alone. So, we decided to **align our goals with something bigger than ourselves to create a transcendental change**. To contribute to a significant change on a global scale, we refer to the UN 2030 Agenda for Sustainable Development.

**The Sustainable Development Goals (SDGs) were created by the UN in 2015** as a universal call to action to protect our planet, end poverty and ensure that everyone can enjoy peace and prosperity.

We join the global movement of companies that take the lead and create measurable progress towards these goals. **We have identified the 7 Sustainable Development Goals of the United Nations that are the most relevant to our business, connected to our mission and where Gosbi can act in a real way.**

As you read through this report, you will see the relationship between the objectives that guide us towards sustainability, with the global objectives that are highlighted below.

**Gosbi aligns its business strategy with the United Nations Sustainable Development Goals.**

# Our Objectives

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## The objectives we have set

Close your eyes. Imagine the ideal sustainable company. How should it be? Which objectives should be set?

This is our starting point. We believe that **bold and ambitious goals help us think bigger and push our organization to new limits.**

These are the great actions that guide our sustainability program. Some goals are achievable within a few years and other might take decades, but we believe it takes this kind of **courageous thinking to stimulate innovation and push us forward.**

To ensure that we are making progress towards achieving our goals, we have set goals that are tangible, traceable, and most of all, meaningful to the company over the next four years.



***100% Renewable energies***



***Sustainable packaging***



***No dog without a home***



***Local trade***



***Inclusion and diversity***



***Sustainable supply***



***Waste recycling***

# Our actions

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Creating value has always been part of our company vision and our way of doing things. For this reason, all employees are familiar with this philosophy, **from management to the latest incorporation, going through all areas of the company.**

We have seen in first-hand how the work we do has a real direct impact on the community, as well as contributing significantly to the corporate culture of the company.

We have classified the actions that have been carried out during 2020 in five specific areas:



**Operations**



**Supply chain**



**People**



**Community**



**Governance**



# Our actions



## Operations

We are committed to the health of the planet and that is why we have started an internal transformation process in the form of an environmental effectiveness plan, with measures that we implement in facilities, processes, and packaging.



## 01. Waste recycling

In our working processes, the waste that is generated is basically plastic, cardboard, and wood.

The **plastic** that is used to compact and protect the pallets that we receive is reused in a large extent, to protect other pallets that we dispatch, and the rest go through the press creating bales that are collected every month by the local recycling concessionaire company.

Regarding the **cardboard**, it is also reused as a base and protection of the pallets that are used to dispatch the orders of our clients.

The **wood** from the pallets is also reused to rebuild new pallets.

# Our actions



## 02. Reduce energy consumption

One of our goals is to be as efficient as possible. This is why at our headquarters and logistics center we have a **system of photovoltaic panels** arranged in the roof that generate all the electrical energy that the facilities need in a renewable and sustainable way.

Our system to collect orders, forklifts, stackers, and other support machinery are all **electric** and are charged daily with the energy generated by the photovoltaic installation.

The **automation** of the order arrival, preparation, and validation processes also favors this energy optimization and makes it possible to foresee higher consumption peaks depending on the day and the corresponding time. Furthermore, the **intelligent organization of the warehouse** reduces the distances to travel and the preparation time for each order.

The logistics area, like the offices, has large openings that allow much of the day to work with **sunlight**.

**Ventilation equipment** is also common and allows more efficient and balanced programming both in summer and winter.

This year we have renewed the 10 vehicles of the commercial team, changing the cars with diesel engines for **hybrid cars**, granting more efficient and environmentally friendly journeys. The chosen model has been the Toyota Corolla Electric Hybrid.

## 03. Reducing the use of paper

The automation of the gathering, preparation, and validation process of orders, favors a very significant reduction in paper consumption, since orders are displayed on digital devices (PDAs) and information is exchanged using **bar codes**.

At the same time, we try to eliminate physical documents as much as possible, printing only what is essential, and prioritizing documents in **digital format**.

# Our actions

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Regarding advertising media, although digital formats are the most common, the brochures and catalogs that must be physically produced, are made on **FSC certified paper** (from responsibly managed forests). Likewise, we innovate in sustainable supports such as posters printed on **wood with PEFC certification**, which guarantees its eco-origin and compliance with environmental requirements. Our Gosbi Magazine and our Price List found at all our points of sale have been replaced by a **QR code** on wood to be able to scan and check them out directly from the cell phone.



## 04. Packaging transformation

This year we have started to implement a new material to pack food that will be progressively extended to all our products. It is a single-layer plastic bag that can be fully recycled, thus replacing the multi-layer packaging that we used previously which was harder to recycle.

The production of this **mono-material sack** requires less energy than conventional laminated multilayer sacks.

The 7kgs bags of the Exclusive and Exclusive Grain Free ranges are currently packed with this type of sack, and before the end of 2021 it is expected that all these ranges, which are the most popular, will be sold with this type of **100% recyclable sacks**.

Our mid-term goal is that all our packaging is recyclable, and the challenge is to find **more sustainable material**, while it fulfills the function of preserving the food in the best conditions.

# Our actions



## Supply chain

We know that when business is well done, it has the power to enrich the territory and change the lives of those who are involved, to a greater or lesser extent. Beyond reducing the carbon footprint and preserving the environment, choosing local suppliers allows us to generate value in the area with a positive impact for our community.

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## 01. Relationship with our suppliers

We treat our suppliers as business partners, according to the ethical principles and standards on which our company was built. We recognize their **importance in the quality of the final product**, and we give them a privileged treatment. It is an honor that they are part of the Gosbi value chain, **working together** to ensure that our companies have a positive impact on our communities, our planet, and our people.

## 02. Use of local resources and proximity products

When choosing our suppliers, we bet, whenever it is possible, on local and proximity companies. By doing this we achieve two key objectives: to generate wealth in the territory and to **reduce the environmental impact caused by transportation**.

The interest lies in the fact that we want our growth to have a direct impact on the companies from our community so that they can benefit from our economic development.

# Our actions



## People

At Gosbi we have a commitment with our workers, making their professional development and well-being a priority for us. We want our workers to feel proud to work at the company and feel their future belongs here. Our goal is to generate an empathic corporate culture, committed with their social background and promote a sustainable mindset between the Gosbi family.



## 01. Diversity and Inclusion

We defend that all jobs must be **free from harassment and discrimination** based on age, race, religion, ethnicity, nationality, sex, sexual orientation, gender identity, or disability. Gosbi is the people who make up the company, with their daily work, their passion, the way they treat colleagues, suppliers, and customers. **We defend diversity and inclusion.** They are a fundamental part of our philosophy and our business model and they will continue to be so as we move along the way. People come first.

## 02. Employment of workers from the area

With the dual purpose of generating economic value in the territory and reducing travelling distances and their environmental impact, we prefer that the company's workers are from neighboring areas. The fact that **workers from our different centers are from the area**, favors the integration in the working environment and the identification of each worker with the business project turns out to be more natural and quicker.



# Our actions



## 03. Health and wellbeing, our priority

### Gym and leisure area available for our workers

Our workplace is a space where we end up spending a large part of our day, and therefore we want to offer the best conditions and comfort, so our workers feel comfortable. At Gosbi, we want to promote healthy lifestyle habits, so our offices have a **gym** and outdoor and indoor areas available for workers to do sport and disconnect.

### Balanced and healthy menu

A good diet has a direct impact on our healthy, and in Gosbi we know it well. Every day we offer a **healthy and varied menu** where workers can choose a first and second dish and dessert at a discounted price, thus guaranteeing quality food for the entire Gosbi team.

### Working flexibility

Our goal is to offer our workers a pleasant experience not just at a facility level, but also at the level of **conciliation**, with flexible working hours when the job allows it, and facilitating **working from home** whenever its possible, reducing unnecessary traveling.

### Health insurance

Health is essential to enjoy a plentiful life, and for this reason the company looks out for the health of its employees with medical insurance, so that they can count on a **specialized doctor available whenever they need it**, with the tranquility that this entails.

# Our actions



## Community

Love for animals has always been our driving force, and that is why we constantly look out for new ways to **improve coexistence** that contribute to creating a better world for people and their pets.



## 01. #ComerçLocalÉsVital

We are currently living in a context where the great giants of online shopping are gaining more and more territory to traditional small retail, directly affecting the local economy and small vendors. With the #comerçlocalesvital (local commerce is vital) campaign, Gosbi makes a determined commitment to supporting and **defending local commerce** on a national scale by promoting the local economy.

Our choice of local businesses as the exclusive channel for our products came up naturally and turned out to be a determining factor for the success of our project. **We make a bet for specialized shops and veterinarians** as professional advisers of our products, since we cannot find a better way to communicate trust and credibility. As strong defenders of local commerce, we activated this campaign with the aim of **raising awareness** and informing about the need and advantages of this type of commerce.



## 02. #YoMeCorono

During March 2020, with the forced lockdown due to Covid-19, we were able to allocate **5% of the total sales of our online shop** to the #YoMeCorono initiative, a social project initiated by the Germans Trias I Pujol Hospital, the Foundation that fights against AIDS, and the Irsicaixa Foundation. All the benefits of this social initiative will go to the research projects of Dr. Bonaventura Clotet and Dr. Oriol Medio, whose objective is the **early treatment and prevention of Covid-19**. The amount of our donation was € 17.500.

## 03. The Adopters

In 2020 the second campaign of "Los Adoptadores" campaign was launched. What we expect with this initiative is to **recognize the gesture of people who adopted** a pet and the altruistic and generous work of the animal shelters. To do this, Gosbi gave a **gift pack** with different products of the brand, which the adopter received as a gift once the form of the website was completed: [www.losadoptadores.com](http://www.losadoptadores.com).

During the past campaign, a total of 1,560 gift packs were delivered to different adopters throughout the country.

On the other hand, 2,160 kg were delivered to animal shelters: 540 kg to each of the three shelters with most adopters in 2019, and 540 kg more to a fourth shelter chosen by luck.

## 04. We help the points of sale during lockdown

Also, during lockdown, we saw how the sales of our online store multiplied x4. We knew that they were not new customers who discovered the brand for the first time, but the **customers from our points of sale**.

Aware of the limitations that specialized channels can suffer during this crisis and to support these businesses, we offered them the opportunity to redirect their regular customers to the Gosbi online store and benefit from a percentage of the total amount of their clients' purchase, and in this way, **face the situation together**.



## 05. Gosbi to the rescue

As a direct consequence of the pandemic caused by Covid-19, many shelters found themselves in a critical situation as food supply and the regular flow of volunteers were reduced. At Gosbi we felt we had to do something to **help the shelters**, so we put on our capes and went to the rescue.

We gave out 300 kg of food to each of the **231 shelters** that are part of "Los Adoptadores" program, counting a total of **69,300 kg of food**, or the equivalent of more than **280,000 food rations for 10,000 animals for a month**.

## 06. Family like you

At Gosbi we believe that our pets **are part of our family**, and that is why we launched a campaign to give them the same consideration as other members. Along with the Association Projecte Lola, the Food Bank of Girona, veterinarians, and specialized stores, we have launched this project to collect food for our pets, with the objective that no one leaves their pet behind for not being able to feed them.

Until now **there has never been a petfood gathering** for the Food Bank. The Spanish Federation of Food Banks (FESBAL) has expressed its willingness and commitment to support this initiative and work together so that during 2021 the management protocols allow petfood as well.

"Family like you" has been a **pilot test in the province of Girona** that will serve to test the gathering process and the distribution protocols to families, with the goal of ensuring that this action is replicated **throughout the Spanish state during the 2021**.

# Our actions



## Governance

With our corporate decisions we pretend to give out solutions that are effective, sustainable, and fair to the environmental problems in society, combining financial sustainability with general interest, achieving a balance between these two factors.



## 01. We don not test with animals

Animals are the center of our activity, **we work for their well-being**, and for coherence and respect we do not perform any type of test that may cause them discomfort.

We are the **first Spanish manufacturer certified by PETA** (People for the Ethical Treatment of Animals), the most prominent global organization that establishes and protects animal rights, as we do not test on animals at any time during the conception and production process of our products.

## 02. Transparency on our product information

The trust of our customers not only goes by elaborating balanced, healthy, and quality products, but also by the **empathic attention and transparency** in information, which are key to generating a friendly and receptive atmosphere between everyone.

# Our actions



In this sense, we give special importance to clear labels, following a **clean label** policy where the customer can easily and adequately interpret, understand, and recognize the ingredients of the products. In our best-selling ranges we incorporate visual communication elements on the back of the sacks that reflect this, with **illustrations of the ingredients with their respective percentages**.

Our **continuous trainings** for workers also stand out, to offer an excellent customer service, as it is a priority for our company, especially when it comes to information, which **must be supported** with clear and scientifically validated technical criteria.

Our points of sale have a **virtual space** where they can download all the documentation related to the products, so they can inform their customers in a direct and transparent way.

## 03. Responsible communications and marketing

The entire communications and marketing strategy of our company pretends to be as **transparent and coherent** as possible, scientifi-

cally supported, while it takes distance from large statements that may lead to misleading information or ambiguity.

We reject any discriminatory action, and we are not in favor of aggressive campaigns, as we always want to comply with the principles that our business line defends, **where health, animal welfare, and the preservation of our environment are our reason of being**.

## 04. Gosbi Magazine. Let's imagine a new way of living together

We edit and distribute a magazine that serves as a platform for disseminating our way of understanding the **relationship between people and animals**. Aware that living together is very enriching and that we can learn a lot from animals in terms of emotional intelligence, with this magazine we want to **raise awareness**, so society considers them as family members and all of us commit to respecting their lives and integrity.

# Our actions



## 05. Mas L'Arbreda. The heart of Gosbi

Mas L'Arbreda is a farmhouse located in the Llémèna Valley (Girona), a beautiful valley between cliffs, forests, and sown fields. Here we are working on a **project that involves nature, animals, and our relationship with them.**

The project was born with the interest of promoting education and awareness of our rural and environmental heritage, and being true to our values, we are making a courageous commitment to sustainability and self-sufficiency.

### PET FRIENDLY

We believe that dogs and cats are full members of the family unit, and we look for a future where **animals and human beings enjoy a relationship based on mutual understanding and trust.** Promoting initiatives to advance in this direction is a priority for us.

### NATIVE BREEDS

The local breeds are part of the **historical and cultural heritage of a territory,** and many times they are threatened or in danger of extinction. We want to contribute to their conservation, as well as to make them known by showing a sustainable and respectful livestock model which is respectful towards animals and the environment.

### PREVENTIVE FORESTRY

With climate change, forest management is essential for the prevention of forest fires. We want to make an effective and sustainable management of the forests of l'Arbreda, taking advantage of the **synergies between livestock, agriculture, and forestry.** In this way, local breeds feed on our forests and keep them clean, thus reducing the risk of forest fires in a totally ecological way.

### SUSTAINABLE FOOD

We cannot conceive of a future that does not involve rethinking the way we produce and consume food. Our goal is to **promote a seasonal, healthy, and local diet.** We intend to be practically self-sufficient as to food matters, through our orchard, olive trees, and fruit trees, as well as a small cheese factory, an olive mill and several workshops for food processing.



# Our actions



## ProEco Transport. Our commitment to sustainable transport

This 2020 we have committed ourselves to the ProEco Transport project to **advance rapidly towards cleaner and more sustainable transport**, setting as our goal that by the end of 2021 all the transportation companies that we work with will operate under the ProEco Transport commitment.

ProEco Transport aims to accelerate the decarbonization of vehicles with cleaner, greener, sustainable, and efficient solutions in the land transport sector. It grants licenses to transport companies after an analysis and review of the vehicles according to the standards established by the current regulations, determining their ecological impact through the levels of emission of particles and CO<sub>2</sub>, by the type of tires, and aerodynamic elements. In addition, ProEco Transport provides all drivers with an efficient driving course to further reduce emissions.

ProEco Transport brings together transporters, producers, and online stores to offer consumers more responsible consumption options.



# 2021 Objectives



## Operations

- Keep reducing **energy consumption**
- Sustainable **packaging**
- **Paperless**
- **Waste** recycling



## Community

- Actively contribute to increasing adoptions and to eradicate the **precariousness of shelters** at the state level
- Continue supporting **small businesses** and local shops



## Supply chain

- **ProEco Transport**
- Sustainable **sourcing**



## Governance

- Continue to do **responsible marketing and communication** with all the stakeholders of the company
- Continue to guarantee **transparency and quality** in all our products



## People

- Become a **benchmark employer** in Girona
- Continue prioritizing **inclusion** and **diversity**
- Continue **training** our workers



Beyond the traditional way of understanding corporate social responsibility, through measures that are more or less well-intentioned, at Gosbi we strive to find innovative and legitimate ways to grow the business at the same time that we generate a positive social impact.

**This is our way of understanding sustainability.**