A BETTER NORMAL

ENACTUS LAURIER ANNUAL REPORT

2019 – 2020

enactus™
Laurier

Earth Suds

Building a more **inclusive** and **sustainable** world

TODAY, THIS IS CONSIDERED

NORMAL

ENVIRONMENTALLY

8.2 billion

plastic bottles of shampoo, conditioner and body wash are used every year in North America.

Cost Of Plastic Packaging

- The production of these bottles uses 127K litres of oil, wastes 18.4B litres of water, and emits 1.3M tonnes of CO2
- Only 1 in 5 people recycle their bathroom toiletries
- Toiletry bottles end up in landfills and waterways where they break down into microplastics

SOCIALLY

As low as **31%**

of individuals with developmental disabilities are employed in Canada.

Barriers To Employment

- Stigmas persist around hiring people of diverse abilities
- Jobs and work environments are not designed to allow individuals to excel
- As a result, many of these individuals are financially dependent on others

WE ARE BUILDING A BETTER NORMAL THROUGH

ENTREPRENEURIAL LEADERSHIP

We Launched A Social Enterprise

Founded and built at Enactus Laurier, *EarthSuds* creates solid, single-use, dissolvable tablets of shampoo, conditioner and body wash. To produce the tablets, we provide inclusive and supportive employment to individuals of diverse abilities.

To ensure sustainability and legitimacy, EarthSuds has been incorporated by Enactus students, Marissa and Daniel.

We Managed Risk In A Dynamic Environment

In response to COVID-19, our team developed a powdered hand soap to address the global shortage for hygiene products.

We launched a Buy 1, Give 1 campaign and donated over 4,700 EarthSuds tablets to youth shelters and food banks in need.

2020 TD Entrepreneurship Challenge National Champion

2020 Scotiabank Climate Change Challenge National Champion

WE ARE BUILDING A BETTER NORMAL THROUGH

INNOVATION

MATERIALS INNOVATION

We rethought how shower products are delivered with our unique patent pending formula.

- Our products contain no water and are:

100% VEGAN · NOT TESTED ON ANIMALS · SULFATE FREE · PARABEN FREE

- Packaged in recyclable boxes and reusable cases; 100% plastic-free

WORKPLACE INNOVATION

We developed a supportive employment program for individuals of diverse abilities.

- Our program has been recognized by:

DSO Developmental Services Ontario

- This year, EarthSuds employees achieved a 77% improvement in workplace skills

NATIONAL GEOGRAPHIC

Selected by National Geographic as one of the **top 10 innovations in the world** for solving the ocean plastics crisis.

WE ARE BUILDING A BETTER NORMAL THROUGH THE

USE OF BUSINESS PRINCIPLES

BUSINESS MODEL & PLAN

Value Proposition

A cleaner clean for your hair and body, and for the environment.

Channels

Sold through our e-commerce store, with a monthly subscription option, and in 55 retail stores across North America.

Marketing

Global reach through social media, news features, Facebook ads, and Instagram influencers. Priced competitively against shampoo bars.

IVEY — Won the 2020 Ivey Business Plan Competition

THE QUEEN'S ENTREPRENEURS' COMPETITION — Won the 2020 Queen's Entrepreneurs' Competition

NEXT FOUNDERS — Accepted into the 2020 Next Founders accelerator

AC JumpStart — Accepted into the 2020-21 AC Jumpstart accelerator

THIS ALL LEADS TO

SUSTAINABLE POSITIVE IMPACT

PEOPLE	Last Year	This Year	Next Year
Individuals With Developmental Disabilities Employed	2	8	24
Customers Transitioned To More Sustainable Shower Routines	0	1,881	12,660
People Reached To Live More Sustainable Lifestyles	1.2M	8.7M	53M
PLANET			
Plastic Bottles Not Produced	0	16,760	113,000
Water Saved (L)	0	19,554	233,299
CO2 Not Emitted (lbs)	0	3,020	16,258
PROSPERITY			
Revenue Earned	$0	$41,453	$279,000
Funding Generated	$22,914	$105,538	$190,000
Retailers Carrying Our Products	0	55	324

EarthSuds is directly contributing to 8 of the United Nations Sustainable Development Goals:

OUR TEAM IS BUILDING A BETTER NORMAL THROUGH

THREE ADDITIONAL PROJECTS

Mighty Hawks

Accessible entrepreneurship and financial literacy programming for adults of diverse abilities.

- 112 participants empowered
- 2020 CWB Financial Education Challenge National Runner-up
- $8,000 in grants received

PolliNation

Restoring pollinator habitats while providing students with the skills to become changemakers.

- 850 youth empowered at 7 schools
- 71 pollinator kits created
- $5,955 in revenue and grants

LastXX

Created and incorporated by Enactus Laurier student, Lauren.

Upcycling low-density polyethylene, one of the hardest plastics to recycle, into pavement.

- Upcycling 5 million plastic bags
- Partnership with the City of Waterloo
- $20,000 in grants received