

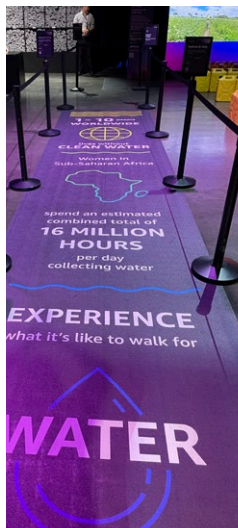
PHOTO CREDIT: Apeian Foundation



PHOTO CREDIT: One Tree Planted



PHOTO CREDIT: WaterAid



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600+ Giving Projects Funded Globally

PROUD TO SUPPORT 9 CHARITABLE PARTNERS



Projects are funded through product sales and corporate partnerships



9+ Million Single-Use Items Diverted

TRACK 5 ENVIRONMENTAL METRICS



CO2 Emissions



Energy Use



Ocean Plastic



Landfill Waste



Land Use



Environmental Metrics are calculated by WSP to track: CO2 emissions, waste, electricity, ocean pollution prevented, and land use saved.

Our company is dedicated to transparency and verification of our commitments, in partnership with:

Certified



A new kind of business that balances profit and purpose

As a Certified B Corporation, we meet the highest standards of verified social and environmental performance, transparency, and legal accountability. We're making an impact by using business as a force for good.

[Learn more about B-Corps](#)



Support for the People and the Planet

As a 1% for the Planet member, we join a global network of businesses and environmental partners dedicated to positive change. By contributing 1% of our annual revenue, we are supporting environmental initiatives to protect our planet.

[Learn more about 1% for the Planet](#)



Working to reach net-zero carbon emissions

We have signed the Climate Pledge, a commitment to reach net zero carbon emissions by 2040. Fill it Forward is dedicated to reducing our environmental impact by measuring emissions, adopting decarbonization strategies, and using credible offsets to create a sustainable future.

[Learn more about Climate Pledge](#)



July 2026 – 2027

United Nations Global Compact: Communication on Progress

STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE OFFICER

Please consider this a statement of continued support signed from our company's CEO and Founder:

July 1, 2026

To Our Stakeholders,

At Fill it Forward, we are proud to continue our commitment to the Ten Principles of the United Nations Global Compact across Human Rights, Labour, Environment, and Anti-Corruption.

Over the past year, we've focused on deepening how these principles show up in our day-to-day work—from how we design our programs and partnerships to how we support our team and global community. We believe that consistent actions, like choosing to reuse, can drive meaningful, measurable change at scale.

This Communication on Progress reflects our ongoing efforts to align our business practices with these principles while advancing our mission to make reuse simple, engaging, and impactful. We remain committed to transparency and accountability, and to sharing our progress openly with all of you.

Thank you for your continued support and for being part of the movement to create a more sustainable future.

Sincerely,

Matt Wittek,
CEO & Founder

Human Rights

Here are the actions Fill it Forward has taken in the area of Human Rights:

- We have created a safe, clean, accessible and collaborative work environment.
- We protect our workers from workplace harassment including physical, verbal, sexual or psychological harassment, abuse or threats. It is company policy that there is a zero tolerance of such behavior from staff, visitors, suppliers, etc.
- We prioritize our team's safety and well-being when travelling for trade shows, activations, conferences, and meetings.

Supporting Policy from Fill it Forward Employee Handbook

2.2 Non-Harassment/Non-Discrimination Statement

Discrimination and harassment based on the aforementioned statuses are prohibited. Harassment includes unwelcome verbal or non-verbal contact showing hostility that affects employment opportunities or creates a hostile work environment. Sexual harassment involves unwelcome sexual advances, requests for sexual favors, or other sexual conduct affecting employment decisions or creating an offensive environment. Examples include unwelcome advances, suggestive comments, and physical contact.

2.5 Code of Business Conduct

To ensure the safety and well-being of team members travelling for trade shows, activations, conferences, and meetings, the following reminders are in place: At all times, team members must feel safe, respected, and secure with their health and wellness. Should a team member feel unsafe or that their health is at risk, they have the right and obligation to remove themselves from the situation. This includes addressing issues like unsafe car rentals, unsafe or unsanitary accommodations, etc.

Environment

Here are the actions Fill it Forward has taken in the area of Environment:

- We ensure climate control systems in our facilities are regularly maintained.
- We utilize green energy solutions, like Bullfrog Power, to reduce the carbon footprint of our facilities.
- We ensure our suppliers and any third-party companies we do business with have waste management systems in place, including the recycling of raw materials and finished goods.
- We check that all suppliers have controls and procedures in place to mitigate and address any accidents that could have an adverse effect on the environment.

Supporting Policy from Fill it Forward Employee Handbook

2.6 Charitable Giving

Fill it Forward commits to supporting charitable organizations, aiming to donate 2% or more of revenue when profitable. The Fill it Forward app enables donations through user engagement, contributing \$0.02-\$1.00 per tag scan to global charitable projects. Partnerships include WaterAid, Charity Water, DigDeep, and others, focusing on clean water and nutritious food. Charities must be registered, provide written approval, and represent sustainable solutions.

3.5 Limiting Corporate Travel

To reduce GHG emissions, employees are encouraged to use digital tools like Zoom for meetings and minimize travel. Necessary travel should prioritize local areas (Guelph, Waterloo, Kitchener) and be pre-approved by management. Efficient, environmentally friendly travel options like carpooling or public transportation are recommended.

3.8 Waste Reduction

The company strives to minimize waste by eliminating non-recyclable materials, providing recycling and green bins, and properly disposing of hazardous waste. The company uses innovative packaging solutions to minimize waste in product shipments. Employees are encouraged to suggest further waste reduction ideas. Virtual office practices include safe disposal of e-waste, using reusables, and energy-efficient products.

Labour

Here are the actions our company has taken in the area of Labour:

- We ensure that our company, our suppliers and third parties we do business with, do not participate in forced or bonded labour of any kind.
- We are members of the Fair Labor Association.
- We do regular audits of all suppliers and their policies and practices as it relates to their labour force.
- We have implemented a Joint Health and Safety committee to carry out regular safety checks, and ensure compliance with Ontario Ministry of Labour.
- We are a Certified Living Wage employer
www.ontariolivingwage.ca/cupanion

Supporting Policy from Fill it Forward Employee Handbook

2.1 Equal Opportunity Employment

Fill it Forward is an equal opportunity employer, prohibiting unlawful discrimination based on race, creed, sexual orientation, gender identity, family status, color, religion, sex, place of origin, age, disability, or any other status. This policy applies to all employment aspects, including recruitment, hiring, compensation, promotion, discipline, and termination. The company will accommodate qualified individuals with disabilities, who should contact the Director of HR, Jennifer Coupland, for accommodation requests.





SGD 3: Good Health and Well-being

Fill it Forward has contributed to Sustainable Development Goal 3 (SDG 3): Good Health and Well-being through several key initiatives.

1) Promotion of Hydration and Health

By encouraging the use of reusable water bottles through our app and tagging system, we are promoting proper hydration, and help individuals maintain good health.

2) Access to Clean Water

Through partnerships with organizations like WaterAid and Charity Water, we fund clean water projects in underserved communities.

3) Education and Awareness

The app and initiatives raise awareness about the importance of sustainability and personal health.

4) Community and Global Health Initiatives

The company often collaborates with global health organizations to support initiatives that improve health outcomes.



SDG 6: Clean Water and Sanitation

Fill it Forward has contributed to Sustainable Development Goal 6 (SDG 6): Clean Water and Sanitation through several key initiatives.

1) Conservation of Water Resources

By encouraging individuals to refill their reusable bottles instead of purchasing single-use plastic bottles.

2) Reducing Plastic Pollution in Water Bodies

Single-use plastic bottles contribute significantly to plastic pollution in oceans, rivers, and other water bodies.

- a. 24,424.50+ lbs ocean pollution prevented through Fill it Forward.

3) Promoting Access to Clean Water

By encouraging the use of reusable bottles, Fill it Forward indirectly supports efforts to provide access to clean drinking water.

- a. Unlocked over \$2 million to support giving projects around the world.
- b. 1,500+ organizations globally are always giving with Fill it Forward.

4) Raising Awareness about Water Issues

The app and features promote the use of reusable bottles and raise awareness about water-related issues such as plastic pollution and the importance of water conservation.

- a. 600+ giving projects funded globally in communities like Tanzania, Asia, Latin America, India, Honduras, New Mexico, USA and First Nations Communities across Ontario, Canada.
- b. 9+ core charities, supported 20+ charities that help clean water/sanitation/reforestation.
- c. Total charitable impact at \$2+ million.

5) Encouraging Sustainable Practices

By promoting the use of reusable bottles, we encourage sustainable consumption patterns and responsible water usage.



SDG 9: Industry, Innovation and Infrastructure

Fill it Forward has contributed to Sustainable Development Goal 9 (SDG 9): Industry, Innovation and Infrastructure through several key initiatives.

1) Innovative Technology

Cupanion branded products all come with a QR code that connect to the app. Uses QR codes and a mobile app to promote reusable water bottles, encouraging sustainable consumption and reducing waste. The Fill it Forward ReFill Meter connects to any water fountain or dispenser with 1/4" or 3/8" supply lines, allowing organizations and facilities to track and monitor their water dispenser reuse rates.

2) Sustainable Product Design

Develops and promotes reusable products, fostering a culture of reuse and reducing single-use plastic waste.

3) Clean Water Infrastructure

Partners with organizations to fund clean water projects, supporting essential infrastructure in underserved communities.

a. 9+ million single-use items diverted.

4) Collaborative Partnerships

Works with businesses, educational institutions, events and non-profits to integrate sustainable practices into various industries.

5) Educational Initiatives

Raises awareness about sustainability and encourages individuals and industries to adopt more sustainable practices.



SDG 11: Responsible Consumption and Production

Fill it Forward has contributed to Sustainable Development Goal 12 (SDG 12): Responsible Consumption and Production through several key initiatives.

1) Promoting Reusable Products

Fill it Forward encourages the use of reusable products, such as water bottles and coffee cups, instead of single-use alternatives.

- a. Takes 2 reuses to offset the cost of emissions from production of the Cupanion Bottle, now made from 50% recycled content using Tritan Renew.
- b. Fill it Forward displays are:
 - i. Made from sustainably sourced plywood
 - ii. Graphics printed on 100% recyclable Falconboard
 - iii. Manufactured in the USA
- c. Fill it Forward packaging is designed to protect products while reducing waste associated with traditional packaging. Our curbside-recyclable pulp packaging, created specifically for Cupanion Bottles, annually diverting nearly 1,950 lbs of waste from landfills, saving over 24,300 kWh of electricity, and preventing 36,000 lbs of CO₂ emissions.

2) Reducing Plastic Pollution

Single-use plastic bottles contribute significantly to environmental pollution, in oceans and landfills.

3) Encouraging Responsible Consumption

Model encourages individuals to be more mindful of their consumption habits by rewarding users for refilling their bottles and making sustainable choices.

4) Supporting Circular Economy

Promotes a circular economy model by extending the lifespan of products through reuse. Instead of disposing of bottles after single use, users refill them multiple times.



SDG 13: Climate Action

Fill it Forward has contributed to Sustainable Development Goal 13 (SDG 13): Climate Action through several key initiatives.

1) Reducing carbon emissions

Helps decrease the demand for single-use plastics. Cupanion Tritan bottles need only two reuses to offset their production emissions. Manufacturing this product in New York further reduces transportation emissions. Globally, the reuse of this bottle has saved 4,832,052.37+ lbs of emissions, 2,775,632.52+ kWh of power, and 1,513,450.73+ sq ft of land use (WSP calculations).

2) Mitigating Plastic Pollution and its Impact on Climate

Single-use plastics contribute to carbon emissions during production. By promoting reusable products and reducing plastic waste, Fill it Forward helps mitigate the impact of plastic pollution on climate change.

- a. 24,424.50+ lbs ocean pollution prevented
- b. 148,958.45+ lbs waste diverted from landfill

3) Educating and Raising Awareness

Initiatives raise awareness about the environmental impact of single-use plastics and the importance of individual actions in combating climate change.

4) Supporting Climate Resilience

Through its charitable contributions to communities in need, Fill it Forward supports climate resilience efforts. Access to clean water is essential for building resilience against climate-related challenges, such as droughts and extreme weather events.



SDG 14: Life Below Water

Fill it Forward has contributed to Sustainable Development Goal 14 (SDG 14): Life Below Water through several key initiatives.

1) Reduction of Single-Use Plastics

Promotes reusable water bottles with smart tags, reducing plastic waste in oceans.

2) Funding Clean Water Projects

Partners with environmental organizations to fund clean water projects that improve water sanitation and protect water bodies.

3) Education and Awareness

Uses its app to educate users about the impact of plastic pollution on marine life, fostering environmental consciousness.

4) Supporting Marine Conservation Projects

Contributes funds and resources to organizations dedicated to marine biodiversity, coral reefs, and coastal ecosystems.

a. 24,424.50+ lbs ocean pollution prevented

5) Community Engagement

Encourages participation in local clean-up activities to remove plastic and debris from beaches and coastal areas.



SDG 15: Life on Land

Fill it Forward has contributed to Sustainable Development Goal 15 (SDG 15): Life on Land through several key initiatives.

1) Preserving Biodiversity

Fill it Forward's promotion of reusable products helps reduce plastic pollution, which poses a significant threat to terrestrial ecosystems and biodiversity.

2) Supporting Reforestation

Through its charitable contributions, Fill it Forward supports reforestation projects, directly contributing to the conservation and sustainable management of terrestrial ecosystems.

- a. One Tree Planted: Nonprofit on a mission to make it simple for anyone to help the environment by planting trees and create an impact for nature, people and wildlife
- b. Arbor Day Foundation: A nonprofit organization using reforestation and urban forestry to solve issues of climate change, community and biodiversity

3) Promoting Sustainable Land Use

By encouraging the use of reusable products and reducing single-use plastics, Fill it Forward promotes sustainable consumption patterns that alleviate the pressure on natural resources and ecosystems.

4) Educating and Engaging Communities

Fill it Forward's initiatives raise awareness about the importance of environmental conservation and encourage individuals to take action to protect terrestrial ecosystems.



SDG 15: Partnerships For the Goals

Fill it Forward has contributed to Sustainable Development Goal 17 (SDG 17): Partnerships For the Goals through several key initiatives.

1) Partnerships for the Goals

Fill it Forward collaborates with over 1,500+ organizations and is perfect for events, companies, schools, food services, or retailers who want to amplify their impact.

2) Promoting Innovation

Fill it Forward employs innovative technologies, such as QR code scanning and mobile applications, to engage users and track their positive impact on people and the planet.

3) Encouraging Corporate Responsibility

Fill it Forward partners with businesses to integrate its sustainability initiatives into their operations and corporate social responsibility (CSR) strategies.

4) Empowering Communities

With more than 200,000 community members worldwide, the company has successfully engaged audiences of 1,000 to 50,000 attendees at events. Fill it Forward empowers individuals and communities by providing opportunities for direct engagement and participation while fosters a sense of ownership and responsibility for achieving SDGs at the grassroots level.

Performance Metrics and Targets

At Fill it Forward, we align our performance metrics with the UN Sustainable Development Goals to promote sustainability and environmental stewardship. Here are three key metrics:

1) Reduction in Single-Use Plastic Waste

- a. **SDG Alignment:** Goal 12: Responsible Consumption and Production.
- b. **Strategies:** Expanding partnerships to distribute reusable products and enhancing educational campaigns.
- c. **Metric:** Amount of single-use plastic waste diverted.

2) Increase in Reusable Product Adoption

- a. **SDG Alignment:** Goal 12: Responsible Consumption and Production.
- b. **Strategies:** Expanding product lines and collaborating with corporate partners.
- c. **Metric:** Number of reusable products distributed.

3) Carbon Footprint Reduction

- a. **SDG Alignment:** Goal 13: Climate Action.
- b. **Strategies:** Using sustainable materials and offsetting emissions through renewable energy investments.
- c. **Metric:** Reduction in carbon emissions.

We are committed to continuous monitoring and refinement of our strategies to make a positive environmental and societal impact.

Challenges and Growth

As Fill it Forward continues to expand globally, we remain focused on ensuring that growth strengthens—not compromises—our environmental and social impact.

Over the past year, we've taken meaningful steps to reduce our footprint while scaling. This includes improvements to our packaging and distribution processes. For example, introducing pulp-based protective materials for shipping our Cupanion Bottles to reduce reliance on single-use polybags. We are continually evaluating our supply chain to identify opportunities to minimize waste, lower emissions, and increase overall efficiency.

At the same time, we've enhanced our technology and tools to better support our global community. From new engagement features within our Reuse365 platform to expanded resources for partners, these investments help ensure organizations of all sizes can successfully implement and scale reuse initiatives.

While growth brings new challenges, it also creates greater opportunity for impact. We remain committed to innovating responsibly, supporting our partners, and finding new ways to make reuse accessible around the world.

Supporting Resources

[Our Website](#)

[Our Fillosophy](#)

[Help Center](#)

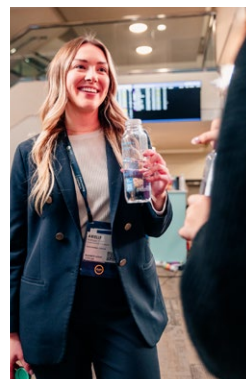
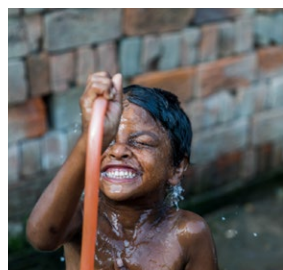
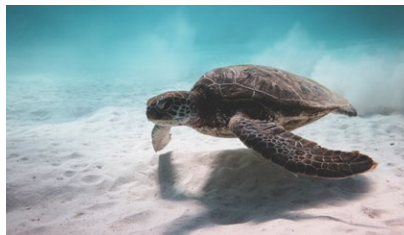
[Reuse365 Member Portal](#)

[WSP Fill it Forward Metrics Diversion](#)

[How it Works](#)

[Logo and Brand Guidelines](#)

1,500+ organizations globally are *Always Giving* with Fill it Forward



Categories



CORPORATE EVENTS

See how Salesforce diverted 200,000 single-use bottles at their Dreamforce event.



COMPANIES

See how Gilead Sciences Inc. has been advancing its sustainability journey through a meaningful partnership with Fill it Forward.



STUDENT ORIENTATION

See how Coastal Carolina University has implemented Fill it Forward to promote campus-wide sustainability.



BRANDED MERCHANDISE

See how Genumark introduces clients to products and programs that create an impact.



FOODSERVICE

See how Georgia State University applies an award-winning approach to waste reduction on campus.



RETAIL

See how we are collaborating with retailers to help eliminate single-use plastic bags.



“Partnerships like Fill it Forward show what’s possible when we work toward shared impact.”

Suzanne Medcalf Mulligan
Head of Engagement at the IMEX Group

See more Success Stories at www.fillitforward.com/success-stories

**Together, we're
*Always Giving.***

Thank you.

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PHOTO CREDIT WaterAid