



# 2024 impact report

a year of growth, efficiency and  
transformative impact

**We are not just a consultancy,  
research organization, or driver  
of system change. We are  
redefining impact – streamlining  
solutions, scaling innovation,  
and driving transformative change  
with efficiency at our core.**

CO-CEOS FOREWORD

# Scaling Impact, Staying True to Our Mission

2024 was a year of remarkable progress for Earth Action. As the demand for sustainability grows, we're proud of what we've achieved—but we know there's much more to do.



Julien Boucher, PHD,  
Founder, Co-CEO and Head  
of Research & Science



Sarah Perreard,  
Co-CEO and Stakeholder  
Engagement Lead

This year, we expanded our impact by driving systemic change across industries through transformative projects. From helping the Swiss watchmaking industry embrace eco-design to supporting offshore sailing in reducing its environmental footprint, our focus remains on delivering science-based, actionable solutions that businesses can implement today.

## Growth That Matters

For the fourth consecutive year, we achieved 50% revenue growth—proof that organizations are ready to act. We've doubled the size of key client mandates, expanded our team across three locations, and welcomed external experts to strengthen our capabilities.

But growth isn't just about numbers; it's about scaling impact. As we evolve, we remain focused on our core mission: turning sustainability ambitions into measurable action through science and pragmatism.

## Scaling Our Unique Impact Model

We are proud to scale our **unique impact model**, where our **non-profit and for-profit entities** work hand in hand. This approach allows us to remain deeply anchored in the realities of businesses—helping them navigate sustainability challenges—while also giving back to society by developing the tools of tomorrow

and impact-driven products that benefit all. Working with us is more than just meeting regulatory needs; it's a commitment to the greater good. By combining **philanthropy and business**, we create meaningful change, dissolving traditional silos to push society toward operating within planetary boundaries.

Looking ahead, we are committed to expanding our **tech-enabled consulting model**, which enhances human-driven transformation with the right tools and methodologies. We firmly believe that while tools can empower change, true impact is driven by people—and tools alone won't solve sustainability challenges. Additionally, we are increasingly focusing on **collaborative transformative projects**, fostering partnerships that generate scalable and lasting impact.

One of the key challenges in the coming year will be helping companies comply with **evolving regulations** while avoiding the pitfalls of mere box-ticking exercises. Our daily mission remains clear: to scope projects that create both **impact and business value**, ensuring sustainability efforts drive meaningful change rather than superficial compliance.

## Shaping the Future

The absence of a signed global plastics treaty in 2024 was a setback, but it only fuels our determination to keep driving change. We will continue working alongside policymakers, industry leaders, and civil society to ensure that science-based solutions inform bold policy actions. Our role is clear: to provide the data, methodologies, and insights that empower stakeholders to make informed, impactful decisions.

## Looking Ahead: Scaling with Purpose

In 2025, we're entering a new chapter. To sustain our growth and sharpen our focus, we're seeking a **COO to bring operational excellence**, enabling us to focus on what we do best—driving systemic change and influencing bold policies.

With growing momentum around sustainability challenges, our work remains crucial in helping businesses, policymakers, and civil society navigate the complexities of sustainability and turn ambition into action.

## Our Commitment to the Future

At Earth Action, we take science seriously, but we also believe in the power of **intuition, creativity, and optimism**. Our mission is ambitious, but we recognize that meaningful change takes time and collective effort. We're grateful to our clients, partners, and team members who share our commitment to making sustainability real – turning intentions into measurable action.

As we chart the course for the year ahead, one thing remains constant: our relentless pursuit of impact. **We are not dreamers; we are doers**. Together, we'll continue to push boundaries, challenge the status quo, and drive the systemic changes needed to operate within planetary boundaries.

**Here's to another year of action, collaboration, and making a difference.**

Sarah Perreard & Julien Boucher  
Co-CEOs, Earth Action



## We are Superspreaders (of impact)

From the beginning EA was envisioned as a place where the world's current path towards exceeding planetary boundaries could be addressed at multiple levels.

The first level, like the roots of a dandelion, is robust research, providing the foundation that supports all other efforts. EA services, solutions and expertise can be understood as the stem, with direct support being provided to foster the growth and success of clients and partner organizations. With these anchors in place, EA is positioned to disseminate research-based practical initiatives and actions to create a ripple effect of positive impact and necessary change.

EA's commitment to broader change is also firmly established in the organization's design. All profits generated in the for-profit side, EA Earth Action S.A., are reinvested in the non-profit arm, the association EA For Impact, to support scientific advancements, global partnerships and the design of research-based solutions to expand environmental responsibility in humanity's impact on the planet.

# Empowering positive change

Maximizing value while minimizing environmental impact isn't just an ambition – it's a business imperative in today's world.

At EA, we deliver expert assessments, data-driven insights, and actionable strategies to accelerate sustainability across all business stages. We help our clients drive meaningful change through innovative solutions and strategic partnerships.



## ↳ **Carbon Footprint & Climate Strategy**

Tailored solutions that align operational realities with sustainability goals.

## ↳ **Life Cycle Assessment & Ecodesign**

Identifying opportunities for sustainable innovation and impact reduction.

## ↳ **Plastic Footprint & Mitigation Strategy**

Helping organizations measure, manage, and reduce plastic leakage effectively.

## ↳ **Plasteax**

Providing global, data-driven insights to address plastic pollution challenges.

# Inspiring knowledge and action



## ➤ Evaluating Progress on Plastic Pollution Mitigation

This report evaluates the trajectory of plastic pollution from a company’s operations under varying scenarios of circularity actions and waste management strategies through to the year 2040.



## ➤ Making the global plastics treaty work for micro-, small-, and medium-sized enterprises (MSMEs)

This study evaluates the potential impact of a robust, legally binding global plastics treaty on MSMEs.



## ➤ Twenty years of microplastic pollution research

This study explores two decades of groundbreaking research on microplastic pollution. Discover key findings, global impacts, and future directions to combat one of the most pressing environmental challenges of our time.

# Inspiring knowledge and action



## Plastic Overshoot Day Report 2024

This report offers a thorough assessment of the global impact of plastic pollution.



## Enabling Corporate Plastic Disclosure – Unlocking private finance

This is a strategic roadmap to align corporate disclosures, investor practices, and global policies for mitigating plastic pollution and advancing a circular economy.



## The global apparel industry is a significant yet overlooked source of plastic leakage

This study is a comprehensive assessment of the global apparel industry's contribution to plastic pollution.



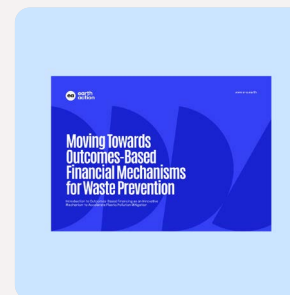
## Stopping the plastic avalanche in Switzerland

This report proposes a model of plastic leakage in Switzerland and quantifies scenarios for reducing plastic pollution by 2040.



## Leakage of microplastics into oceans and land

This report presents the most current and accurate results of microplastic leakage into the oceans and onto land.



## Moving Towards Outcomes-Based Financial Mechanisms for Waste Prevention

This report delves into the strategic use of Outcomes-Based Waste Prevention (OBWP), a novel financial approach that rewards tangible decreases in plastic waste, to address the funding shortfall that hampers efforts to tackle plastic pollution effectively.



# Driving impactful solutions

## Plastic Overshoot Day

Plastic Overshoot Day signifies the moment each year when the volume of plastic waste generated surpasses the planet's capacity to manage it, leading to environmental pollution. This critical milestone underscores the urgency of addressing the plastic pollution crisis.

Launched in 2023, Earth Action's Plastic Overshoot Day initiative aims to provide actionable insights for UN Plastics Treaty negotiators and other global stakeholders committed to tackling this challenge.

### What is new in 2024?

This year, the initiative expanded to include new archetypes, adding textiles and household products alongside single-use plastics and packaging. These additions offer a more comprehensive view of plastic waste streams and their management, enriching the dialogue on potential solutions.

By equipping civil society, NGOs, and policymakers with enhanced tools and data, Plastic Overshoot Day supports stakeholders in driving systemic change. The initiative's goal is to empower informed action at every level, turning insights into meaningful progress.



**PLASTIC  
OVER  
SHOOT  
DAY<sup>ea</sup>**

**September 5, 2024**



# Empowering Action Against Plastic Pollution

## Plasteax

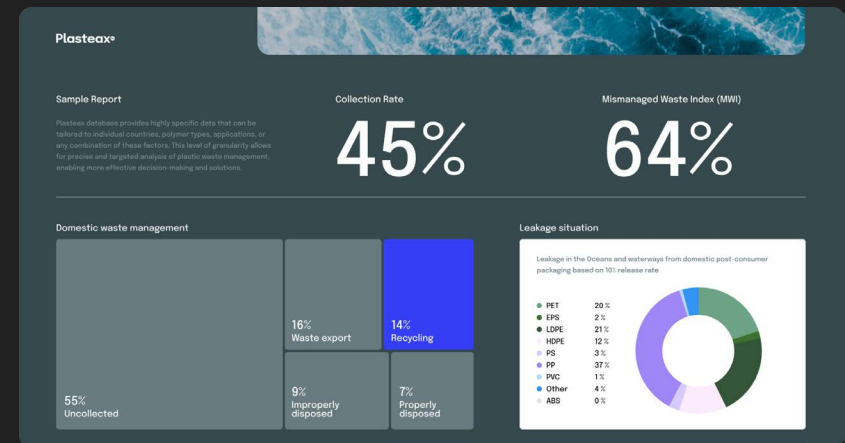
Plasteax is a data platform for plastic packaging waste analytics, enabling organizations to assess and address their plastic impacts. By providing actionable insights on post-consumer packaging outcomes—such as leakage, collection, and mismanagement rates—across 72 countries, Plasteax supports businesses, academics, and policymakers in assessing plastic footprints, guiding strategic decisions, and designing more sustainable packaging solutions.

### What's new in 2024?

This year, Plasteax launched its documentation platform ([docs.plasteax.earth](https://docs.plasteax.earth)), offering users streamlined access to detailed methodologies and data insights. Significant progress was made in enhancing model accuracy and automating testing processes, ensuring the platform delivers precise and actionable data.

In a major step toward informed policymaking, Earth Action granted free access to Plasteax data to governments ahead of the INC-5 negotiations. This initiative supports policymakers with essential insights to develop evidence-based strategies in tackling plastic pollution. As we move into 2025, exciting collaborations are on the horizon to further expand Plasteax's reach and impact, enabling even more organizations to take informed action against plastic pollution.

# Plasteax<sup>ea</sup>



# Transformative industry projects

In 2024, we deepened our commitment to developing transformative projects that drive systemic change across industries. These initiatives, which unite stakeholders to address shared sustainability challenges, are now a cornerstone of our work. This year, we launched two landmark projects that exemplify this approach. As these examples show, we are scaling up our efforts to develop more transformative projects, delivering solutions that not only benefit specific industries but also drive measurable progress toward global sustainability goals.



## Watchmaking Ecodesign Project

This initiative focuses on developing environmental knowledge specific to the Swiss watchmaking industry, providing the foundation for more sustainable practices. It aims to enhance resource efficiency, optimize material use, and embed sustainable principles across the value chain.

Key to this effort is the **creation of standardized methodologies**, including the development of **product category rules to harmonize life cycle assessment efforts**, to ensure consistent and measurable progress across the industry. Additionally, the project is advancing the development of a comprehensive database that supports these goals. By collaborating with manufacturers, suppliers, and experts, this initiative aspires to position the Swiss watchmaking industry as a leader in sustainability while inspiring change across the luxury sector.



## Offshore Sailing 2030 Project

This project explores how offshore sailing, a sport with a strong cultural connection to environmental respect, can align with the Paris Agreement. It investigates relevant actions and quantifies them to guide the discipline toward measurable emissions reductions.

Through scenario modeling and actionable strategies, the initiative identifies key impact areas, including visitor logistics, team operations, and event management. By engaging stakeholders such as event organizers and racing teams, it promotes greater alignment between the sport's values and its environmental impact.

This project seeks to encourage the sport to not only recognize its environmental challenges but also actively adopt more responsible practices. By doing so, it sets a new standard for sustainability within competitive sailing while respecting the values central to the discipline.



# Amplifying our voice: A year of impactful media coverage

This year, our efforts to drive environmental awareness and action reached unprecedented levels, with 1 046 media mentions across global outlets in 35 countries. Through thoughtful communication and strategic media engagement, we achieved a total viewership of 11.5 million people, averaging 1 million people per month.

We issued six press releases, bringing critical issues to light, and featured prominently in 10 op-eds and journal interviews authored by our experts. Notably, two high-profile TV interviews on BBC News and Sky News further amplified our message to global audiences.

Specific campaigns delivered remarkable results:

- **The Plastic Overshoot Day (POD) campaign was covered in 407 articles, with a viewership of 6.5 million people.**
- **The Plastic Footprint Network (PFN) initiative saw 50 pieces of coverage, engaging 655.000 people.**
- **The Swiss Plastic Action (SPA) campaign secured 8 articles, with a viewership of 255.000 people reached.**

These efforts reflect our commitment to not only raising awareness but inspiring action globally. By harnessing the power of media, we continue to build momentum toward a sustainable future.



## Commitment to shaping a Global Plastic Treaty

Earth Action participated in INC-4 and INC-5 to actively contribute to shaping a global treaty on plastic pollution and advocate for ambitious global rules. During these sessions, we engaged with key stakeholders, shared insights through 589 pieces of media coverage and 5 reports, and the EA team shared their insights during 7 events, reinforcing our commitment to driving impactful, evidence-based solutions for global environmental challenges.



**Swiss  
Plastic  
Action®**

### Swiss Plastic Action report:

In June 2024, the Swiss Plastic Action (SPA) project released a comprehensive report detailing Switzerland's plastic pollution landscape and presenting actionable solutions to reduce waste and enhance sustainability. The report garnered significant attention, resulting in approximately 20 press articles within Switzerland, some of which gained international traction. Notably, the report informed several proposals debated in both chambers of the Swiss Parliament, significantly advancing the national discourse on plastic pollution and waste management strategies. For more details, you can [read the full report here](#).

# A global impact

Our international efforts highlight our broad reach and commitment to driving sustainability across industries and regions.

49

projects completed,  
delivering measurable and lasting  
sustainability outcomes.

9

scientific reports published,  
including 2 peer-reviewed studies  
ensuring rigorous and reliable insights.

8

NGO collaborations,  
partnering to amplify  
impact through joint  
initiatives.

12

sectors covered,  
including technology, manufacturing,  
luxury goods, public services, and  
sustainability-focused organizations.

42

international clients,  
spanning diverse industries and  
regions worldwide.

11

collaborations with other consultancies,  
providing expert guidance to enable sustainability  
transitions for businesses and stakeholders.

# A strong focus on Switzerland and SMEs

Our commitment to supporting small and medium-sized enterprises (SMEs) and fostering local impact is reflected in our work across Switzerland:

30

Swiss projects,  
delivering impactful results, including  
3 Reffnet initiatives focused on  
sustainable practices.

2

2 partnerships with regional  
development organizations,  
working closely with **Innovaud** and **VivaVaud**  
to drive regional growth and innovation.

4

3 canton-based  
collaborations,  
partnering with  
cantonal governments  
to create actionable  
decarbonation plans.

7

sectors,  
supporting clients in public sectors,  
energy, manufacturing, healthcare,  
technology, and luxury goods.

26

Swiss clients,  
engaging with businesses and  
organizations across diverse  
industries.

7

7 cantons,  
in French speaking and German  
speaking parts of Switzerland

# Meet the team

EA's diverse team combines expertise in various sustainability domains, offering tailored solutions and expansive perspectives to clients and partner organizations.



Julien Boucher, PHD,  
Founder, Co-CEO and Head  
of Research & Science



Sarah Perreard,  
Co-CEO and Stakeholder  
Engagement Lead



Irene Hofmeijer,  
Partner



Charlotte Durieux,  
Environmental Consultant  
and Project Manager



Rhys Davies, Product  
Development Expert



Christophe Badertscher,  
Environmental Consultant  
and Business Development



Marine Manche,  
Environmental consultant  
and technical footprint  
expert



Martina Gallato, Data  
Analysis Lead and Technical  
Expert on Plastic



Danaé Bataillard,  
Environmental consultant  
and communication  
manager



Noémie Voirin,  
Environmental Consultant  
and Project Manager



Riccardo De Gennaro, PHD  
Data Specialist



Charlotte Stadler,  
Environmental & Research  
Analyst



Marguerite Fauroux,  
Environmental Consultant



Hanna Dijkstra, PHD, Plastic  
SME Expert and Researcher



Blanche Dalimier,  
Environmental Consultant



Romain Bosson,  
Environmental Consultant  
and Project Manager



Alex Leschinsky,  
Environmental Consultant



Virginie Galdemar,  
Accountant



# What it means to work at EA?

Working at EA – Earth Action means being part of a mission-driven team committed to creating practical solutions for a sustainable future. Our work takes us to key global events, such as the Intergovernmental Negotiating Committees (INCs) on the global plastic treaty, where we contribute to shaping critical environmental policies. We also prioritize team growth and collaboration through annual retreats, where we reflect on our achievements and plan the future direction of the company. At EA, every role is an opportunity to make a tangible impact on global sustainability challenges.

9

nationalities,  
reflecting a truly global  
perspective.

6

6 languages spoken,  
French, English, Italian, Spanish,  
Dutch, and Ukrainian, enabling  
seamless collaboration across  
cultures.

50%

women in leadership,  
Demonstrating our commitment to  
gender equality in decision-making  
roles and a strong emphasis on gender  
diversity across the entire team  
(67% women and 33% men).

18

team members,  
A skilled and dedicated  
workforce driving  
impact.



**As we move into 2025,  
Earth Action is committed  
to making this the Year of  
Resilience.**

Our focus will be on strengthening our foundation through the addition of a COO to enhance operations and scalability, while continuing to expand our team in new locations.

We will scale key initiatives like Plasteax, deepen relationships with core clients, and forge new strategic partnerships. These efforts will ensure that resilience becomes the driving force behind our innovation, growth, and impact in the year ahead.

# earth action

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