

CSR at Spin Master

CSR VISION

Spin Master creates magical play experiences for children and their families. We foster an inclusive culture and empower children to grow and learn through play while acting as responsible custodians of the world these children will one day inherit.



CSR STRATEGIC FOCUS AREAS

OUR PRODUCTS

As a leading children's entertainment company, we are committed to producing safe, high-quality and responsibly sourced products. We are striving to incorporate responsible product materials and packaging to provide consumers with more sustainable options.



OUR PEOPLE

Our talented team is the driving force behind our purpose of creating magical experiences for children and their families. We are committed to investing in our employees' well-being and development and to fostering an inclusive workplace where everyone can thrive, grow and ultimately have fun.



OUR ENVIRONMENT

We are committed to minimizing the impact of our operations on the planet to ensure we protect the world for children and families today and for generations to come.



OUR COMMUNITIES

We give children in communities around the world the opportunity to grow, explore and learn through the power of play. Through our in-kind donations, investments in educational programming, local community engagement and employee volunteerism, we are helping children harness their creativity and develop skills to achieve things they thought unimaginable.



CSR PRIORITIES AND GOALS



DIVERSITY AND ENGAGEMENT

Fostering an inclusive culture where everyone can thrive and grow

CSR Priority	2023 Result
Set and meet employee engagement targets (2030)	77% overall employee engagement
Achieve and maintain close to 100% pay equity	99% pay equity
Approximate 50-50 gender split for all management levels (2025)	Female representation at 40% senior management and 48% middle management
Report representation survey results	Representation data reported 2022 onwards

PHILANTHROPY

Helping children grow, learn and explore through play

CSR Priority	2023 Result
Impact 1/2 million children (2022)	645,000 children impacted
Report volunteer hours (2022)	6,000+ volunteer hours globally
Award 8 Future of Play Scholarships	9 scholarships awarded in 2023 and 24 students supported since the program launched



PRODUCT AND PACKAGING

Producing the highest quality goods and developing sustainable production with our portfolio

CSR Priority	2023 Result
50% reduction of plastic in our packaging (2025)	22.4% reduction in plastic packaging
Utilize eco-friendly inks on 50% of packaging (2025)	23.7% of our inks were eco-friendly in 2022, on target to achieve goal
Develop 4 responsibly made SKUs (2022)	21 sustainably minded products launched since 2022

CLIMATE

Doing our part to mitigate our environmental impact and adapt to changing climate

CSR Priority	2023 Result
Develop a Climate Action Plan (2022)	Developed and launched Climate Action Plan in 2022
Achieve net-zero reduction in Scope 1 + 2 emissions (2050)	Net-zero pathway mapped with external consultants
70% reduction in Scope 1 + 2 emissions (2030)	65% reduction in Scope 1 + 2 emissions
In the interim, offset 100% of our self-generated carbon	100% of Scope 1 + 2 emissions covered by renewable energy certificates or offsets

RESPONSIBLE SOURCING

Sourcing production in a responsible manner from suppliers who share our values and commitment to integrity

CSR Priority	2023 Result
Audit 100% factories	99% of factories audited annually
Establish and enforce Supplier Code of Conduct (2020)	Supplier Code of Conduct developed and enforced

WASTE

Reducing waste through recycling, reusing and reducing

CSR Priority	2023 Result
Establish product takeback program (2021)	Established a partnership with TerraCycle® that allows U.S. customers to recycle toys free of charge
85% reduction in landfill waste in owned/leased facilities (2025) Zero landfill waste in owned/leased facilities (2035)	Achieved 2025 landfill waste reduction goal in 2023
Conduct waste audits in owned/leased facilities (2022)	Waste audit completed in 2022, with 55% waste diversion

