



I am delighted to share with you just a few examples of the many great things we are doing across the company for people and the communities in which we have the privilege to operate.

As part of our mission to be a globally admired business I believe it is imperative that we give back when we can. The examples in this booklet show that so many of our fellow Smurfit Kappa employees are doing amazing work across many different countries. We are also funding many initiatives through the Smurfit Kappa Foundation that are literally changing people's lives for the better every day. I am confident this commitment will get stronger and stronger in the years ahead.

I feel immensely proud that so much good is being done especially against the context of a world living with the awfulness of COVID-19.

Please enjoy reading and seeing what you and your colleagues are contributing towards and I hope you feel as happy as me when you see the things that Smurfit Kappa is doing to make a difference!

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Tony Smurfit

Group Chief Executive Officer

We are proud to be a company with an essential and enduring purpose:

We create, protect & care.







Smurfit Kappa supports the UN Sustainable Development Goals

Our Open Community initiatives cover all aspects of our involvement with our communities around the world. We are proud that many of our ongoing community efforts support key United Nations' Sustainable Development Goals (SDGs).

We have captured our community initiatives under four categories.

INITIATIVE CATEGORIES

UN SDGs SUPPORTED BY INITIATIVES

Empowering communities

Pages: 5 – 15







Encouraging wellbeing

Pages: 16 – 25



Inspiring our future

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Empowering communities

Investing in our communities through volunteering our time, energy and resources.

At Smurfit Kappa we are deeply committed to supporting the local communities across the 36 countries in which we operate. Internally and externally, we make the wellbeing of people a priority throughout our organisation. We are proud to invest in our communities and to give back through volunteering our time, effort and expertise, as well as through financial and other donations.

UN SDGs SUPPORTED BY INITIATIVES











Above: SK UK team members take a selfie during the 6 week walking challenge.



UNITED KINGDOM

Walking challenges at Pre-Print were established to encourage employees to join in with the Wellbeing for Life programme. As a team, we took on a 6 week challenge to raise money for a local foodbank in Corby and a foodbank in Cape Town as well.

The total money raised was split equally between the charities. As a team we walked over 16.5 million steps and covered 11,496 kilometres.

11,496Total kilometres walked by team.



Above & below: Local artisans at work.

Training local artisans

COLOMBIA

Colombia is a country rich in ancestral handicraft traditions, with artisans country-wide creating and selling handmade items including ceramics, jewellery and wood carvings that are part of the country's cultural heritage. Because of the pandemic, many of the craft fairs that provided an outlet for these artisans were closed, and many moved to eCommerce to sell their items.

Unfortunately, many struggled to source sustainable and effective packaging, leading to damaged products and unnecessary, unsustainable waste.

Smurfit Kappa partnered with the organisation Artesanías de Colombia to provide a virtual workshop and training to artisans around the country. The training placed an emphasis on the importance of sustainable packaging and the protection of the environment.

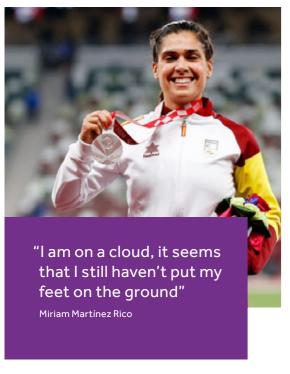


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7

Artisans trained.

Smurfit Kappa | Our open community 2021







SPAIN

Miriam Martínez Rico suffered a stroke due to a neurodegenerative autoimmune disease at age 28, and had to re-learn how to walk. She turned to sports and discovered her talent in the shot put. This September, Miriam competed in the Paralympics in Toyko, a first for the Ibi area. Smurfit Kappa Ibi is grateful to be able to support her with her training and travel expenses. Miriam's success gives visibility to the disabled community, and her hard work, passion and perseverance are an inspiration to us all.



Above: SK Brazil support local children with hygiene kits.



BRAZIL

During the Week for People with
Disabilities, employees from the
Smurfit Kappa plant in Fortaleza,
Brazil, participated by donating
hygiene kits and snacks for children
with disabilities. This was done in
support of the social organisation APAE,
whose main objective is to promote
comprehensive care for people with
intellectual disabilities.



Above: Children in hospital receive treat-filled boxes.

Treat-filled boxes gifted to patients at children's hospital

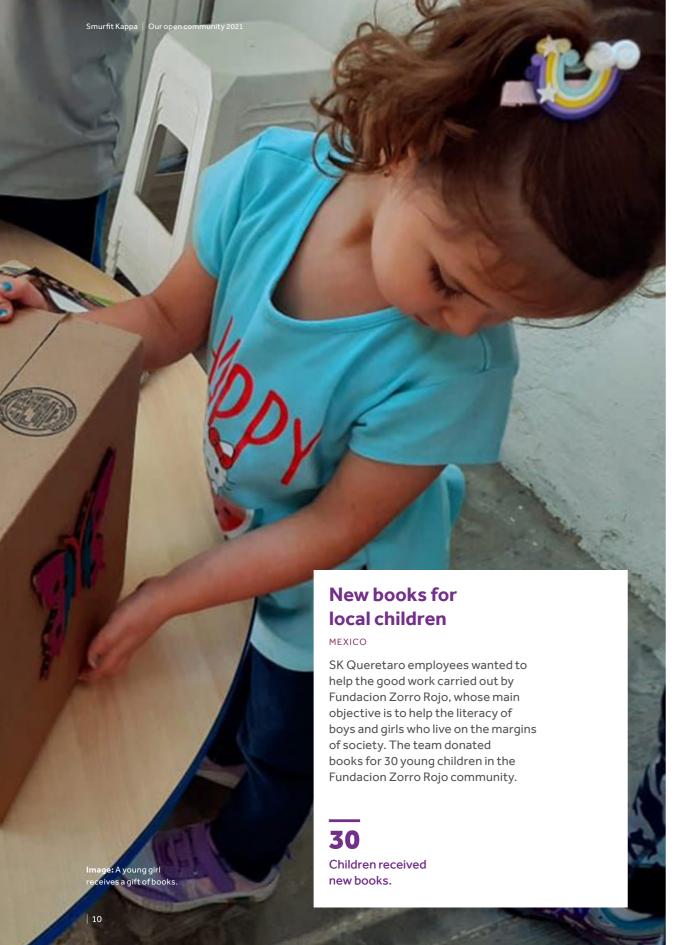
POLAND

The team in Poland designed and filled boxes with sweets and gifts, then handed them out to children in one of the local hospitals. The design on the boxes was linked to a stage show that a theatre company was performing for the children, to make the whole experience extra enjoyable and memorable for them.

60

9

Children received treat-filled boxes.



Pledges for Forney foodbank and their senior citizens

USA

Since 2001, the SK Forney plant has been raising money for United Way. Every year, they produce pledge cards and select a team captain from each participating business unit who champions the charity and distributes the cards to each member of their team. Representatives from the local United Way have come to the mill to talk about the specific needs in the Forney community.

Forney Food Pantry and Senior Citizens' Centre are the two main organisations who received donations. Since 2001 the staff have donated \$371,067.23 which has been matched by the company to make a total donation of \$742,134.46.

\$55,194

Dollars raised in 2021.

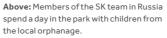
Below: SK donates \$55,194 to United Way in 2021

"It is the best and most effective way to help our community."

Vickie Lee, SK Forney







Quality time with children from Pavlovsk orphanage

RUSSIA

Our team in Russia decided to spend the day in a picture sque park in Pavlovsk, making balloons and playing games with children from the local orphanage.

The orphanage receives financial donations regularly, so the team decided to donate something else of great value, their time and care. The children and the SK employees enjoyed the day very much. This initiative has started a great friendship between Smurfit Kappa Russia and the orphanage in Pavlovsk.

"Nothing can compare to the happy smiles of these children."

Olga Ershova, Sales Coordinator



Left: Members of training initiative in SK Spain to improve gender balance in the workplace.

Below: Natália in her specialised car seat.



Training to build equal work opportunities

SPAIN

In 2020 our Spanish colleagues established an equal opportunities training initiative to improve the gender balance of women working in the production process. Given the success and good reception of this initiative, it has been expanded to run in 8 plants across Spain this year.

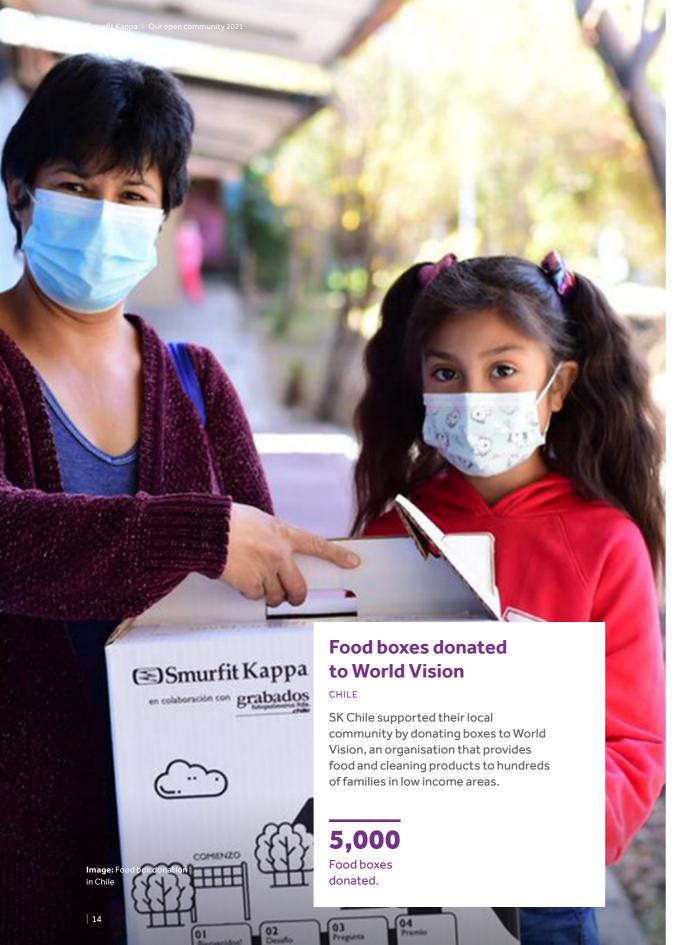
Specialised car seat donation

PORTUGAL

The Smurfit Kappa team in Portugal donated a specialised car seat for 2 year old Natália who has muscular atrophy. The gesture may seem small but we hope it will be a big help to Natália and her family.

8

Plants across Spain have taken up the training this year.



Helping community to grow crops

COLOMBIA

Our Forestry Division in Colombia is keen to promote healthy eating for members of their local community. They supply seeds and expertise to empower people to plant and enjoy their own vegetables. The people who receive the seeds are given advice on how to plant them, nurture them, and how to prepare suitable fertilizer.

The participants are also trained in food handling and hygiene, and are provided with delicious and healthy recipes for the vegetables they've grown. The results of this initiative are that families come together to grow their own food and have a better opportunity to eat regularly and healthily at home.





Above: Locals from community growing vegetables.

"Everything I have harvested has been for the benefit of my house and the rest of my family."

Gabriela Sanchez, beneficiary

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Local families benefitted.



Encouraging wellbeing

Taking an active part to support our local communities

We are proud of the efforts and contributions of our teams at a local level to support the many wonderful initiatives that take place. We have shown ourselves to be an energetic, committed and sporting organisation through the many activities over the last year.

UN SDGs SUPPORTED BY INITIATIVES





Below: Cardboard dividers created by SK to prevent the spread of COVID-19.

Supporting a safe return to school for local children

COSTA RICA

This year, the SK Costa Rica team supported the return of students to school by developing and installing cardboard dividers in the students' desks, to help prevent the spread of COVID-19 within the classroom.

Our Smurfit Kappa colleagues in Costa Rica have a strong relationship with the community school, Escuela Villalobos, who they have supported in the past on issues of road safety, waste management and recycling.



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Students are now enjoying safer classrooms.





Above & left: SK Fort Worth & Arlington come together to raise awareness for the work of the AHA.

Smurfit Kappa | Our open community 2021 Encouraging wellbeing





Left & above: SK UK team members take part in the group car wash.



UNITED KINGDOM

Mental health is a cause that is close to the hearts of our Stalybridge site colleagues. They decided to raise funds for The Anthony Seddon Fund – a community charity that offers support to those who have been affected by mental health issues.

To fundraise, the team organised a charity car wash. They had great fun on the day and were delighted to donate all proceeds to the charity.

"This is a charity close to my heart and it was such a great day enjoyed by all."

Cath Urch, SK Stalybridge

20 Smurfit Kappa colleagues took part in the car wash.



Fundraising in aid of Blood Bikes Manchester

UNITED KINGDOM

necktubes in aid of Blood Bikes.

The team in Manchester designed a set of necktubes to sell and raise money for Blood Bikes Manchester (BBM), a charity that supplies an out-of-hours service to hospitals by delivering donor breast milk to special care baby units, collecting milk from donor mums, and delivering blood products to hospitals in the Greater Manchester area.

The work carried out by the charity is made possible by volunteers who give up their time and expertise for free. All proceeds from the sales went to the charity.

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Smurfit Kappa | Our open community 2021 Encouraging wellbeing



Above: Family taking part in the Love Run.

Love run for Irish Heart foundation

IRELAND

24 Smurfit Kappa employees ran, walked, or cycled 5k with their families on Valentine's Day in aid of the Irish Heart Foundation Love Run. It was a great way to raise funds for the charity while getting active and back to the outdoors again during the lockdown.

5kWalked, cycled or ran by everyone who participated.

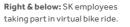
Step contest to raise funds for Cancer research

SWEDEN & NORWAY

This year, 300 colleagues from our sites in Sweden and Norway took part in a sponsored step competition to raise funds for cancer research. While they were getting active, they managed to raise 25,000 SEK. They donated this to Rynkeby Cycling, an organisation who fundraise every year to support cancer research for children.

25,000

SEK raised to support child cancer research.







A virtual bike ride to help beat cancer

MEXICO

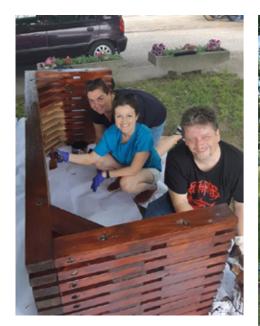
Supporting the local community is very important to the Tijuana plant in Mexico, and we do our best to involve all employees in different activities to spread this belief throughout the plant.

As well as promoting the Castro Limón Foundation virtual bike ride, employees were encouraged to buy souvenirs provided by the Foundation, or make direct donations. There was a huge response and we were able to donate funds to provide important cancer treatment for children.

"Good people are like candles, they always give light in your life."

Andrea Valdivia, Community manager

Smurfit Kappa | Our open community 2021



Above and right: SK Slovakia team members improve the local sports club grounds for children in their community.



Improving the grounds of the local canoeing club

SLOVAKIA

The community sports club badly needed support. Along with a financial donation from the SK Foundation, our colleagues decided to donate their time and energy to improve the grounds of the club, put down a fence and clean the river bank so that local children could have their training sessions in a cleaner and safer environment.

"A fantastic day, the kids are very happy! Helping this fantastic team really cheers me up."

Jozef Koreň, SK Slovakia

Children are enjoying their refreshed local canoeing club.

Encouraging wellbeing



Above: SK Brazil team supporting their community.

Community support and care during the pandemic

BRAZIL

25

Since the beginning of the pandemic the team in Uberaba, Brazil, have partnered with the city to help provide much needed supplies. This year, they donated 2,000 masks, 20,000 medical products and food baskets to many families and homeless people within the area. They continue to monitor and help to meet the demands of the most vulnerable in their community during these difficult times.



the support of all employees."

Simone Bongiovanavi, HR Manager, SK Uberaba

20,000Food and medical products donated by SK Brazil this year.



Inspiring our future

Creating opportunities for all through education.

As part of our dedication to sustainability, we're committed to supporting our future generations through education, play and inspiration. This year our employees championed a number of activities to teach, inspire and bring awareness to all of our younger generations.

UN SDGs SUPPORTED BY INITIATIVES



Smurfit Kappa | Our open community 2021 Inspiring our future





Above: Children get busy learning about our forests.



Supporting rural schools

COLOMBIA

In Colombia, SK employees developed a campaign called "Schools with Conscience" in which they promoted hand washing with children as a protective measure against COVID-19.

Left: Children receive kits to encourage hand washing.

Caring for our forests

CZECH REPUBLIC

Twice a year since 2014, the SK team in the Czech Republic have been running the "Kids to Forest" workshops with a forester, teaching children the importance of taking care of our forests. There were 100 children at each workshop, meaning more than 2000 pupils historically have participated.

"It's an amazing thing to see the children enjoying being immersed in nature"

Lucie Jedličková, SK Czech Republic

2,000+

Children have learnt how to care for our forests.

Culture, cardboard and circularity

ITALY

Our colleagues in Italy provided the important cultural event 'Festivaletteratura di Mantova', which takes place annually in Mantua, with signage and furniture for the press room and workshops, all made from cardboard! At the end of the Festival, all the materials were donated to local schools and charitable organisations, supporting a circular economy.



Right: Cardboard furniture donated by Smurfit Kappa Italy.

Smurfit Kappa | Our open community 2021 Inspiring our future



Above: Graduates of Smurfit Kappa's Back to School programme.

Back to school: Self-improvement has no age

Arcadio Romero, Graduate Associate

MEXICO

In Mexico the average education is for 9 years and many pupils do not complete high school. For us at Smurfit Kappa and our Foundation, we believe that education is essential for self-improvement and development. We created the Back to School programme, a scheme that allows people to gain their secondary and high school certificates at any age, because self-improvement has no age limit.

"Today I am more proud than ever of what I have accomplished and will continue to improve."

210People participated in the Back to School programme.

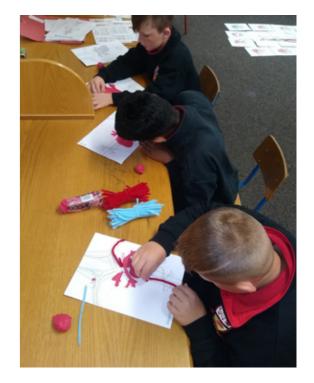
Encouraging curiosity

RELAND

Research indicates that the optimum age for engagement with STEAM (Science, Technology, Engineering, Arts and Maths) is between 9 and 13 years; when a child's curiosity about the world they live in is most active. Our Smurfit Kappa plant in Cork supported two local schools with Science in a Box kit to encourage the students to engage with their curiosity.

120

Children enjoyed the Science in a Box kits helping them to engage with their curiosity.



Above: Children using their Science in a Box kits.



Above: Atomic Labs volunteers.

Creating prostheses for children using new 3D printer

ARGENTINA

Atomic Lab is a non-governmental organisation that provides free 3D printed prostheses to children. In early 2021, we officially joined the Atomic Ambassadors community and, after installing a 3D printer at our Bernal site, we started training our volunteer teams. Upon receiving the first order, our teams got to work creating a prosthesis for a 13 year old girl. Our design team prepared special packaging to protect the prosthesis before it was delivered. We are looking forward to producing prostheses for many more children.



All images: Children read books from their new cardboard bookcase.

Reading from the roots up

POLAND

The 'With a Book from Roots' initiative aims to provide primary schools and kindergartens in our neighbourhood with a tree-shaped cardboard bookcase, to promote ecology and a willingness to read and share books.

10,000Children have

Children have improved their reading skills.

"It is very important to introduce children to books from an early age."

Dorota Kelsz, Dzwoneczek Kindergarten





Protecting our planet

Protecting what matters most, our environment and planet.

At Smurfit Kappa, sustainability is in our every fibre. We have a deep commitment to the planet and we believe that we must always do our best to help protect it. Not only do we strive for this through our products and operations, but also on a local level, through our teams. Our actions are wide and varied, from tackling litter, to recycling, to promoting and protecting our local ecosystems.

UN SDGs SUPPORTED BY INITIATIVES







Smurfit Kappa | Our open community 2021 Protecting our planet



Left: SK Poland donated corrugated litter bins to make recycling easier.





Above & right: Locals get busy cleaning and painting in Arklow.

Recycling made easy

POLAND

SK employees in Poland decided to encourage recycling by making it as easy as possible for people to sort their rubbish when using public bins. They donated corrugated litter bins to schools and businesses, enabling a wide range of employees, customers, students and even pre-schoolers to recycle every day!

Act As One

THE NETHERLANDS

Act As One is an ambitious project that aims to draw attention to the climate crisis, particularly to rising water levels. The project consists of the creation of a 'living animation', which is created with coloured cardboard panels and is performed by over 2000 children and teachers. A recording of the performance will be offered at the Climate Conference (COP26) in Glasgow. We are proud to support Act As One by providing all of the cardboard materials.

160

Sets of sorting containers were distributed.

2,000

Children and teachers participated in the Act As One performance.

Local cleaning and creativity

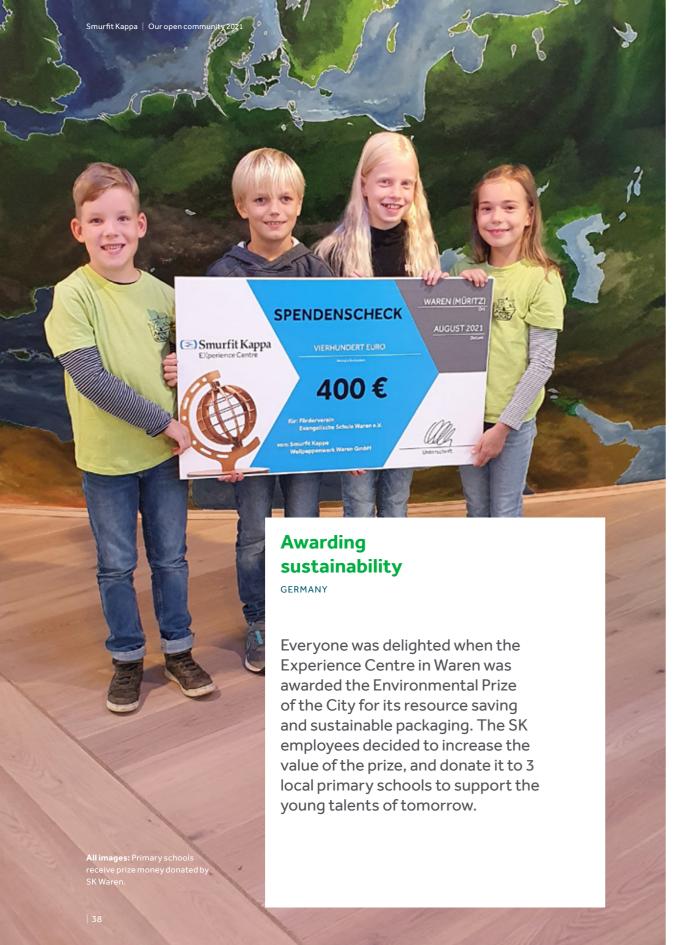
IRELAND

For World Cleanup Day, the employees of Smurfit Kappa Arklow and their kids got involved by cleaning up their local area. They painted and cleaned a communal area opposite the plant, they also donated a bench to the area and a new strimmer to the 'Tidy Towns' group.

The children got creative and painted and erected bird boxes as well as bat, bee and butterfly boxes.

"The children were so excited to paint the bird boxes. Arklow Tidy Towns group were very appreciative of the donation also."

Yvonne Kenny, SK Arklow



Bag-in-Box water for emergency relief efforts

US

SKNA partnered with Water Event several years ago to produce Bag-in-Box water in the US. Water Event has often supported humanitarian emergencies by providing BiB water to those in need. The SKNA team realised that their semi-automatic filler that was intended for display at the Dallas Experience Centre could be very useful to their partners at Water Event instead.

Collectively they decided to place it at Water Event, where it could be used for emergency relief efforts. While it is being put to good use, SKNA also get to invite customers to come and see a filler in operation!



"We were inspired to see our young talents sharing their ideas on sustainability"

Yvonne Winkelmann, SK Waren



Above: SK Stalybridge colleagues helped to clean the local area on World Cleanup Day.

Tidying the local community on World Cleanup Day

UNITED KINGDOM

Our colleagues in the Stalybridge site decided that they wanted to give back to the local community, and also raise awareness of the importance of looking after the environment. To do this, they put on their high vis' jackets and donated their time and energy to tidy the local area on World Cleanup Day.

"It was good to get involved and keep our area waste free."

Lee Smith, SK Stalybridge

17Smurfit Kappa employees helped to clean their local area.



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Once again, a remarkable number of stories were submitted to appear in this booklet, but this is just a snapshot of the many initiatives that are taking place across all the countries in which we operate.

Our Open Community around the world



See more stories online at:

www.smurfitkappa.com/sustainability/communities

Empowering communities

COUNTRY	INIATITIVE
Argentina	Support for the APHE Group
Argentina and Chile	Donations of supplies, boxes and furniture to local educational and health institutions
BIB - Argentina	Donation of safety shoes to centre that hold carpentry, construction and blacksmithing workshops
BIB - Spain	Transport service for ADIBI
Brazil	Donation of food baskets to Maranatha Children's Institute
Brazil	Donation for Casa Lar
Brazil	Donations for APHE Group
Brazil	Donations to the homeless by employees
Brazil	Donation of COVID-19 kits to homeless shelter
Brazil	Donation of school kits to the Maranatha Institute
Colombia	ASOREMA foundation supporting recyclers
Colombia	Food Safety Programme - "Homemade Gardens for Our Communities"
Costa Rica	Food baskets for families affected by tropical storms
Czech Republic	"Handy" cycling marathon
Dominican Republic	Remodelling the Abriendo Camino Foundation's library
El Salvador	Donations for infrastructure projects for "El Colegio"
Mexico	Children's Day celebrations for Casita AC
Spain	SOS Tomiño Baixo Miño Welfare Association - Donation of food and hygiene products
Germany	Donations to Sterntaler e.V and Smile e.V
Germany	Provided furniture and a wish tree for events for people with disabilities
Italy	Funded fire stair for Presidio Riabilitativo Villa Maria



UNSDG

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Empowering communities

COUNTRY	INIATITIVE
Italy	Donation for La Stazione Rulli Frulli
Mexico	Support for Grupo Kalimori
Mexico	Support for "Escuela Villalobos" community school
Mexico	Seeds for Education - monthly scholarship programme for students
Spain	Support for Adecco Foundation Family Plan
Spain	Online mentoring volunteering programme for young people with disabilities
Spain	Awareness campaign for Disability Week
Spain	Disability Awareness Day with Disiré Vila for all the students at the lurreta Vocational Training Centre
Spain	Support for AVIFES "Journey to Employment"
Spain	Employment training programme with Adecco Foundation in Bizkaia
Poland	Christmas Eve gifts for the Białołęka community
Poland	Financial support for event held for terminally ill children.
Poland	Donation for FASD Diagnostic and Consultation
Poland	Children's Day Drezdenko
Poland	Christmas Gifts for orphanage and families in Konin
Poland	Gifts for Children's Day for the Gdynia Association of Deaf People
Poland	Christmas fundraising for Pomeranian Hospice for Children
Poland	Donation of sportswear for volleyball players in Pruszków
Poland	Gift baskets for veterans and seniors
Poland	Gifts for Children's Hospice



UNSDG

COUNTRY	INIATITIVE	UN SDG
Portugal	Food donations boxes in Cruz Vermelha	40 1000
Portugal	International Day of Charity	10 REQUALITIES
Russia	Fundraising run for orphanage in Pavlovsk	-
Spain	Support for The Red Cross	
UK	Easter Eggs for Whittington Hub Youth Club	
Brazil	SK Fortaleza donated food baskets to local families.	2 MMGER
Brazil	Donation of food baskets to people in the Maranguape community	(((
Brazil	Donated food baskets to LEAN	
Brazil	Donation of food baskets to Nursing Home	
Colombia	Training for women in rural areas to improve employment opportunities	5 GENDER EQUALITY
Poland	International Women's Day	(⊜"
Poland	Donation to Mothers' Homes	- +
Spain	International Women's Day event	

Smurfit Kappa | Our open community 2021

Spain

Encouraging wellbeing

COUNTRY	INIATITIVE
Argentina	New mother and child ward in the Doctor Raúl Caccavo Municipal Hospital thanks to the "Soy Parte" ("I am part of") Committee and SK Foundation
Argentina	Donation of supplies to the Sunchales Hospital
Austria	Employees donated to local children's cancer fund
BIB - Argentina	Provided supplies for celebration of Children's day
BIB - Spain	Smurfit Kappa Ibi cycling team event
Brazil	Donation of COVID-19 safety materials to the local hospital
Brazil	Donated COVID-19 safety supplies and a disinfection tunnel to the Pirapetinga hospital
Brazil	Held Charity Day and donated seats for a nursing home, COVID-19 kits and food baskets for families
Brazil	Provided supplies for snack time at the CEPRA school
Colombia	Employees purchased SK merchandise to fundraise for local SK Foundation projects
Germany	SK Employee Nikolas Böning donated life saving stem cells
Germany	Donation of masks to local nursing home
Italy	Prime Centre Romagna Oncological Institute supported by SK Foundation
Mexico	Fundraising for Presidio Riabilitativo Villa Maria
Mexico	Virtual fundraising run for chemotherapy for children with cancer
Mexico	"Smile ambassadors" promoting colleague donations for the Baja California's Children Hospital
Mexico	Fundraising for the Castro Limón Foundation for chemotherapies for children
Spain	Distributed "The Healthy Box" of assorted fresh fruit for Wellbeing campaign



UNSDG

COUNTRY	INIATITIVE
Poland	Supporting essential workers during pandemic
Poland	COVID-19 support for hospital and hospice Wejherowo & Gdansk
Poland	Fit park exercise groups
Poland	Charity Bike Rally
Poland	Mobile bicycle service for safety day
Poland	Night Bike Rally in Białołęka
Poland	Donation to local festival "Białołeka Days"
Sweden	Donation to the Swedish Childhood Cancer Fund
Spain	Support for mountaineer José María Ponce for his climb in Nepal
UK	Donated sportswear to Rookery Park Golf Club as part of the Covid "Support your local" campaign

Virtual health and wellbeing training sessions

UNSDG



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UNSDG

Inspiring our future

COUNTRY	INIATITIVE
Czech Republic	Entertaining children in the local kindergartens
Mexico	SK Foundation and Juarez Plant employees supported the remodelling and provided equipment for an auditorium for Ciudad del Niño A.C.
Mexico	Early childhood programme
Mexico	High academic performance programme
Poland	Donation of cardboard to local schools for art projects
Poland	Donation of pots of herb seeds for preschoolers

Protecting our planet

COUNTRY	INIATITIVE
Colombia	Sustainable Colombia - participation in alliance for rural development
Colombia	"Building Family Values" Programme
Czech Republic	Supported Music Fest CASTELS
Czech Republic	Art packs for children
Germany	Factory sale to raise funds for seriously ill children
Poland	Donated material to local animal shelter
Poland	Donation to local Firefighter Station to purchase equipment
Poland	"Magic of Paper" workshops for children
Poland	World Cleanup Day with the Białołeka Together Association
Poland	Donated 300 sustainable boxes to transport bikes for cycling group
Portugal	Donated sustainable packaging to city council for Forúm Bizfeira 2021
Russia	Beach clean up day
Spain	Produced paper bags for Navarrese Government environmental responsibility campaign
Spain	"My little World" art kits for children
UK	Cleared out allotment in adult learning centre and redecorated the Memorial Hall in West Auckland

UNSDG



Protecting our planet

COUNTRY	INIATITIVE	UNSDG
Poland	Fundraiser for Pomeranian Wild Animal Rehabilitation Centre	15 USE ON LIND
Russia	Planted trees for national Day of Forest Planting	<u>•••</u>
Germany	Donation of IBC containers to flood area for wastewater	6 GLEAN WATER AND SANTERION



All local COVID-19 protocols were followed during the events showcased in this document.











We create, protect and care

Discover more about what motivates us all to create solutions that protect what we all care about.

www.smurfitkappa.com/purpose