



Impact Report 2024



Contents

- A letter from our Founder
- About Everleaf
- 2024 Highlights
- Sustainability goals
- How we source
- How we work
- How we give back
- Next steps
- Contact

A letter from our Founder

Our last year has been a truly significant one for sustainability at Everleaf.

Four years after first considering it, we finally became B Corp certified. This was more than just a tick-box and a logo, it really made us pull apart how we work as a company, rebuilding it stronger for the future.

Since then, we have also conducted our first life cycle assessment with Climate Partner, not only giving us a figure that we could offset through plant conservation to make us a carbon neutral company, but more importantly establishing a baseline from which to measure our carbon intensity against in the future.

We've continued to support plant conservation through our partnership with the charity I used to work for, Fauna & Flora; a partner we know does great things from first hand experience.

Finally I've been privileged to visit one of our key partners, our vanilla growers and processors in Madagascar. This is one of our highest cost ingredients as we're careful to source this in a way that benefits the plants and people of Madagascar. Visiting that first hand was a bucket list trip!

Thanks to the Everleaf team who have worked hard to make all this happen, and who wholly embrace the sustainability goals we've set together.

Paul Mathew



About Everleaf

Everleaf is what happens when you put a conservation biologist behind a bar, inspired by nature, built on science, and driven by purpose. Since launching in 2019, we've set out to not just reduce our impact, but actively support the ecosystems and communities we are inspired by and depend on.

We love plants

We believe anything made from plants should bring you closer to them—and help protect them, too.

Our forever-leaf icon is a little reminder of that, symbolising sustainable use and plant conservation. Our name reminds us we want our plants to be around forever.

Our range consists of Forest, Mountain, and Marine which reflect the world's great biomes. They inspire our flavour profiles and guide our sustainability model, which is built on three branches: **Sourcing, Working, and Giving Back.**





NON-ALCOHOLIC
APERITIFS, MADE FROM
THE WORLD'S MOST
WONDERFUL PLANTS

2024 Highlights

A few things we want to celebrate



Visited the communities growing our vanilla in Madagascar

Certified



Our first year as a B Corp company, with a score of 86.3



ClimatePartner

We completed our first base-line carbon footprint analysis with Climate Partner



We won drinks industry awards for our ethics and sustainability*

Our sustainability goals

How we source

1. We will monitor the source and sustainability of our ingredients. We want our plants to be around forever.

How we work

2. We will strive to be a company where everyone is welcomed, valued and respected, from team to suppliers and contractors.

3. We will strive to reduce our carbon intensity through the reduction of our footprint in the first instance, but with verified carbon offsets that support plant biodiversity as plan B.

4. We will live up to the standards we've committed to under B Corporation certification that we achieved in 2023.

How we give back

5. We will maintain our charitable giving and volunteering with a focus on plant biodiversity conservation.

6. We commit to growing the number of hours in nature we offer our community of team, bartenders, and consumers.



How we source

Forever Ingredients

We follow a Good–Better–Best framework for every ingredient and are constantly reviewing our supply chains so that we're sourcing the best ingredients possible, both in terms of flavour and their impact on the environment and communities they're sourced from.

Some examples of this Good-Better-Best framework in action:

Good: Part of our review process is to ensure we avoid any botanicals at risk. We removed quassia after reviewing the **IUCN Red List** and identifying our supplier was unable to provide sufficient evidence it was harvested sustainably.

Better: We constantly strive to find lower carbon, certified options. This year we switched from Fairtrade cane sugar to British-grown beet sugar, **saving 0.02kg/CO₂ per bottle (3.2t for the year)**.

Best: And we strive to use ingredients that drive regeneration. For example, **our Madagascan vanilla** comes from a programme funding education, agroforestry, women's rights, and protected-area conservation.

As part of our B Corp certification, we are also reviewing our procurement policy to conduct better due diligence, and to work with more B Corps as part of our support for the movement.



How we work

Doing Business Better

We believe profit should never come at the planet's or people's expense and we also believe that trust is earned through company culture, methodical work, and credible certifications. Some of our proudest achievements are those that demonstrate our commitment to making products that tread lightly on plants, people, and the climate.

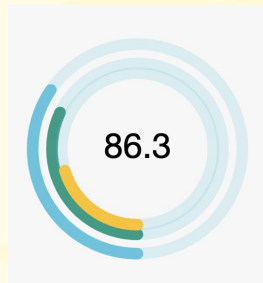
B Corp Certified since 2023, with a focus in 2024 on biodiversity integration and stakeholder governance. Like all B Corps, we are proud to be legally committed to consider people, planet, and profit equally.

[Visit our B Corp page here](#)

Carbon Neutral across all operations via **ClimatePartner**. Each product is matched with conservation offsets (e.g. Forest for reforestation, Marine for coastal restoration).

In total, we have reduced, removed or avoided **672,390 kg CO₂** (672.39 tonnes) through verified climate action programmes as of FY 2024 (with products forecast for 2025), aligned to our science-based targets.

[Visit our ClimatePartner page here.](#)



Certified



Corporation

This company meets the highest standards of social and environmental impact



Carbon neutral
Company

ClimatePartner.com/20665-2301-1001

How we give back

From Borrowing to Regeneration

Our belief: if we borrow from nature, we must repay it, and are committed to not only supporting initiatives and organisations that help protect and restore nature, but also improve the health of the hospitality industry, on which our business depends:

Everleaf is a [1% For The Planet](#) member, donating to biodiversity charities including [Fauna & Flora](#), [SeaTrees](#), and [Plantlife](#).

This financial year we certified charitable donations of **£16,912** to environmental partners, bringing our lifetime donations to £35,572.

We continue to sponsor and mentor, supporting inclusion and wellbeing in hospitality through work with [Equal Measures](#), [Healthy Hospo](#), and [The Drinks Trust](#). This year, donations to these organisations, both financial and stock or in-kind came to **£5,197**.

*Healthy and sustainable ecosystems produce the best ingredients.
A healthy and sustainable hospitality industry helps us enjoy them.*

Total
donations of
£22,109



**FOR THE
PLANET.**
— MEMBER —

Next steps

Our targets for 2024-25 are:

Sourcing:

- To conduct an annual review of all ingredients to review suppliers and sustainability
- To visit at least one ingredient producer to verify sourcing.

Working:

- To maintain staff satisfaction (99% this year), and to measure supplier/contractor satisfaction through the surveys used to gather B Corp information.
- To reduce our carbon intensity for product and company based on science-based targets.
- To work on improving our B Corp performance as we progress to recertification.

Giving back:

- We want to maintain our 2 paid volunteering days per employee per year, continue to support plant conservation through 1% for the Planet, and to support the hospitality industry with charitable donations and in-kind support.
- We want to use the measure of “hours in nature” to get more of our stakeholders out amongst plants!

Hours in nature

This year we started to take our team, hospitality staff and other stakeholders in to nature.

We held our first bike rides in forests, took people on walks through parks and botanic gardens, and worked on forest restoration as volunteers.

In 2024-25 we will measure these “hours in nature” in more detail, giving more funded opportunities for people to reconnect with the environments we seek to protect.



Everleaf Drinks Impact Report

June 2023 - May 2024

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