

IMPACT REPORT 2021/22

ENERGY AS IT SHOULD BE



ADVENTURES IN IMPACT

As you probably know — the carbon labels and B Corp stamp on our cans might have given it away — we're *really* committed to taking action around the climate crisis.

In our first sustainability report, we outlined exactly what that looks like for us: reducing our emissions, offsetting more than we emit, and helping you to take action too. This time round, we're going to use our annual report to dig more into our why. Not the *climate-crisis-is-an-existential-threat-to-humanity* why. That *why* is obvious. But the *why-we-take-action* that overlaps with the *why-we-exist-in-the-first-place*.

At TENZING, we're all about natural energy. That means energy *from* nature but it also means energy *for* nature. We're adventurers at heart and created TENZING to give you the energy to enjoy the world's natural playgrounds.

In the following pages we'll outline all our adventures in impact so you can see exactly what social and environmental action we've taken in 2021 and understand what we're planning to do this year too. So sit back, grab a TENZING and explore our impact.

Team TENZING

TENZING exists to inspire people to drink, experience, & protect the power of nature. It's why we create plant-based energy drinks that are big on energy and low on impact. From being carbon negative, to cleaning up Everest, we take action to protect our planet. Because we believe that nothing beats the thrill of climbing clean mountains, surfing pristine oceans and running through fresh air.

HUIB, FOUNDER



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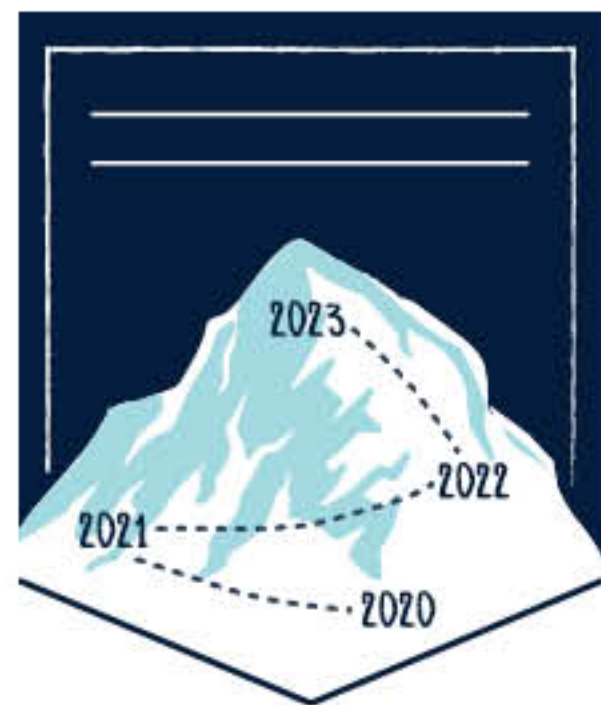


TRAIL MARKERS

To make it easier to navigate everything, look out for these trail markers throughout the report.

Summit Status

We think about making impact a little bit like climbing a mountain – hard but worth it. The only real difference when you’re climbing a metaphorical mountain instead of a real one is that you’ll never quite reach the summit. There’s always more you can do when it comes to making an impact which is why it’s essential to track progress along the way. These mountain markers quantify the altitude of our efforts.



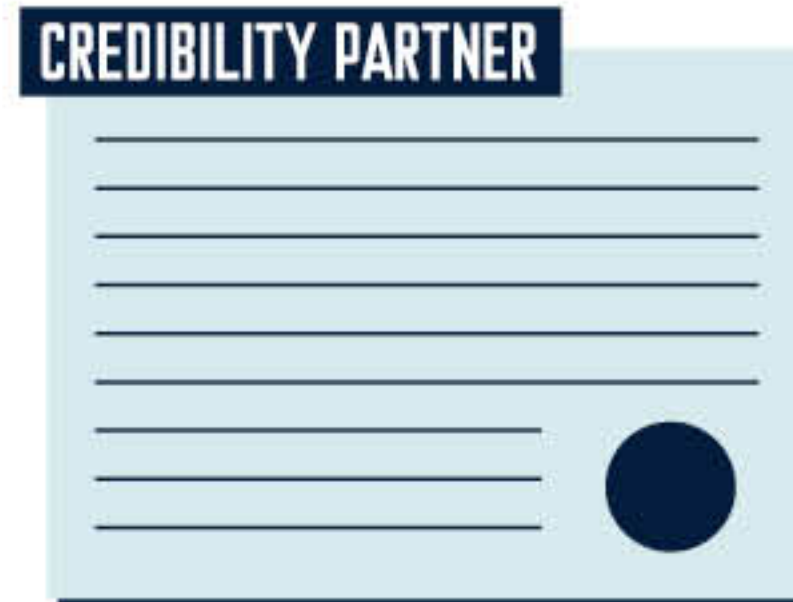
Energising Activation

We really do believe that everyone needs to take action to protect this planet we call home. That’s why, as well as taking responsibility for our own company’s impacts, we invest a lot of time and energy into energising activations and initiatives that encourage our community to take action too. Blue pages showcase some of our favourites from last year.



Credibility Partner(s)

We think we’ve got a pretty good grip on all of this sustainability stuff but we’re not experts. We don’t believe in marking our own homework which is why we partner with people who really know what they’re talking about and push us towards even more progress. Learn more about them with these blue boxes.



Team TENZING Perspective

Behind all the impact we talk about in this report is the TENZING Team - a group of highly ambitious people, who above all strive to protect our natural playgrounds at all costs. You’ll meet some of them throughout this report – the speech bubbles share what our impact work means to them.



NATURAL ENERGY

Our goal has always been to change the energy drinks game for good. When we first launched in 2016 all we could find on the shelves were energy drinks filled with artificial ingredients and heaps of sugar, so we set out to create a new kind of energy drink: plant-based, low calorie, and totally natural.

Though our energy drinks contain absolutely no artificial ingredients, we don't like to focus on that, we'd rather focus on what *is* in our cans: pure plant power. We carefully consider every element of our recipes so that each blend is packed full of functional ingredients that not only taste good, but do good too. We know that nature provides all the energy we need, so why look elsewhere?

'There is something special about knowing our energy is not only made from the world's most powerful plants, but that whatever we take from nature, we ensure to give back. Whether that be green tea from Kenya or Himalayan rock salt from Nepal. We're a small British company with a positive global impact.'

JAKE, HEAD OF SPORT



OUR INGREDIENTS

Every ingredient we use is carefully chosen to add something of functional value to our cans. That means we only include what's essential and delicious to give you natural energy.



CREDIBILITY PARTNER

RAINFOREST ALLIANCE

Green tea is one of our core ingredients and a key source of natural energy in every can of TENZING. To be sure we use the best that's out there, we source all our green tea from Rainforest Alliance Certified™ farms. Rainforest Alliance provides a standard for farms designed to help farmers protect the landscapes where they live and work, while improving their livelihoods and advancing the human rights of rural people.



Energy!*

BEET SUGAR 🌱

**Sugar has a bad rep, but the fact is, you wouldn't be able to survive without it. Small amounts of the right kinds of sugar is an energy source we all need.*

Vitamin C
Supports the body's immune system

YUZU EXTRACT 🍊
LEMON JUICE 🍋
ACEROLA CHERRY 🍒
RASPBERRIES 🍓
BLACKBERRY JUICE 🍷

HIMALAYAN ROCK SALT 🧂

Electrolytes
Rehydration

Natural Caffeine
Natural energiser

GREEN TEA 🌿
GREEN COFFEE BEANS 🌱
GUARANA 🍃
ACAI PUREE JUICE 🍷
PINEAPPLE JUICE 🍍
PASSIONFRUIT JUICE 🍷

Antioxidants
Benefits for your brain, heart and overall health

Branch-chain-amino-acids
Increase muscle growth

BCAA 🌱

**usually BCAA products are made from animal derived sources including bird feathers or even sometimes pig follicles (!), but we worked hard to find a plant-based source: corn!*

ENERGISING ACTIVATION:

TENZING TRAIL TO THE TROPICS

We source the best natural energy so you can experience the best of nature. And we're committed to helping you get out there. In 2021, on a Thursday in July, we hosted an after work microadventure from Hassocks in West Sussex (just an hour's train ride from London) to Brighton Beach. 35 of us ran a challenging and hilly 18km through the scenic South Downs, where we rewarded every runner with a case of our new TENZING Tropical blend and nature rewarded everyone with a refreshing dip in the sea. We hope activities like this can show our community that adventures don't have to be a logistical or financial nightmare, they can happen mid-week, give you a taste of the great outdoors and all with natural energy in hand.



CLEAN AIR

You know those nasty carbon emissions everyone is always talking about reducing? They're essentially a form of air pollution. Greenhouse gases are made up of physical (albeit essentially invisible) particles that can be measured in tonnes (of CO₂e) or as concentration in the air (in parts per million, parts per billion, and even parts per trillion). As well as trapping heat in our atmosphere and causing major climate changes, the excessive emissions we've collectively created reduce the quality of the air we breathe in every day.

Unlike other energy drink companies, we actively avoid contributing to clogging our atmosphere with F1 cars, monster trucks, aeroplane racing and whatnot. Instead, we work to clean our air up. That means keeping track of and reducing our own carbon emissions but it also means supporting initiatives that make the invisible, visible.

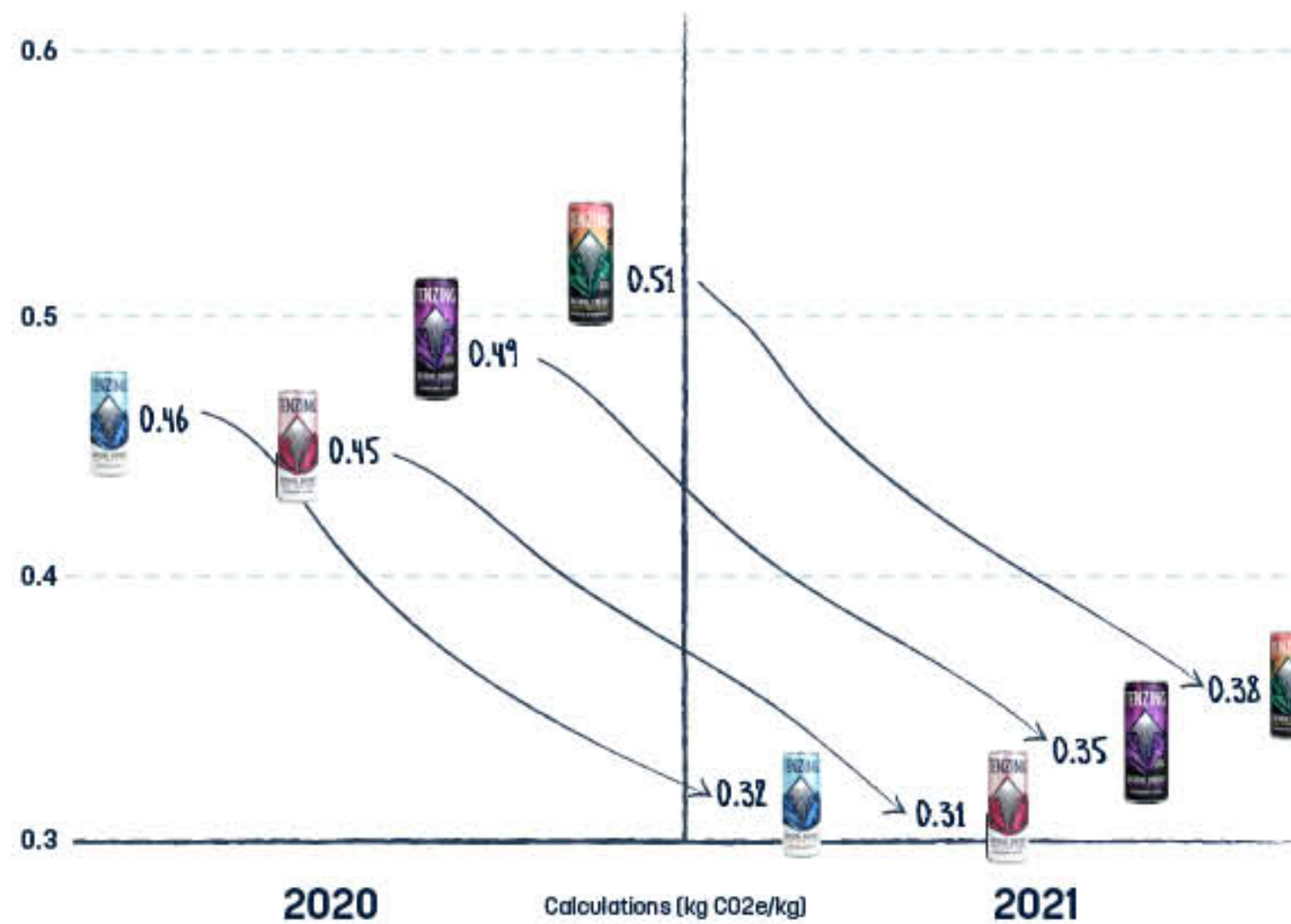
'It still amazes me that we created world-leading tech that makes polluted air visible for millions of Londoners every day and what's more, it's totally free for our community to use.'

PIM, HEAD OF SALES



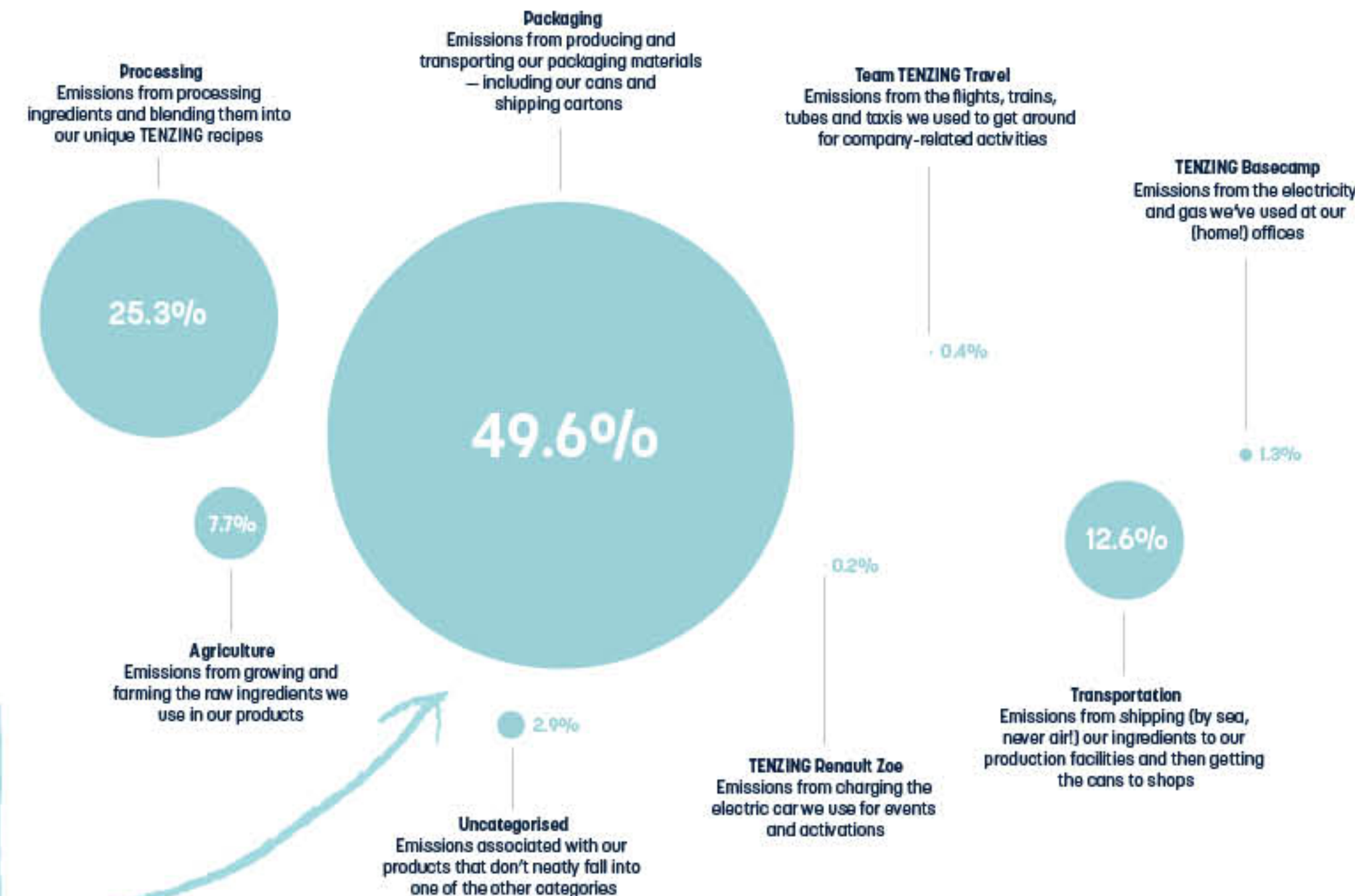
OUR EMISSIONS

The first step in reducing emissions is knowing exactly what you emit into the atmosphere, so back in 2020 we calculated the carbon footprint of our business and each of our products. Next step? Show it: in February 2021, we started carbon-labelling our products, printing the exact carbon footprint of our products on our cans so you can understand our impact and hold us accountable for it. As far as we know, we were the first soft-drinks company to do this, but we hope we've set a trend because we need carbon-labelling to become mainstream so that everyone can begin to understand the relative climate impacts of different products.



You'll notice that packaging is responsible for almost half of our total emissions. We started sourcing our aluminium from Europe rather than Asia in 2021, which is why our per-product carbon footprint went down between 2020 and 2021. But it's still higher than we want it to be. Our goal is to use 100% recycled aluminium (rather than a mix of recycled and virgin as we do now) which would reduce our packaging footprint due to the lower emissions associated with recycled aluminium. Learn more about our packaging efforts on page 17.

2021 EMISSIONS BREAKDOWN



CREDIBILITY PARTNER

PLANET MARK

Planet Mark is a consultancy and a certification organisation that helps us keep track of the energy and waste our team creates in the day-to-day running of TENZING. They helped us calculate the few emission sources that don't connect directly to our product – like our employee home working land travel emissions.



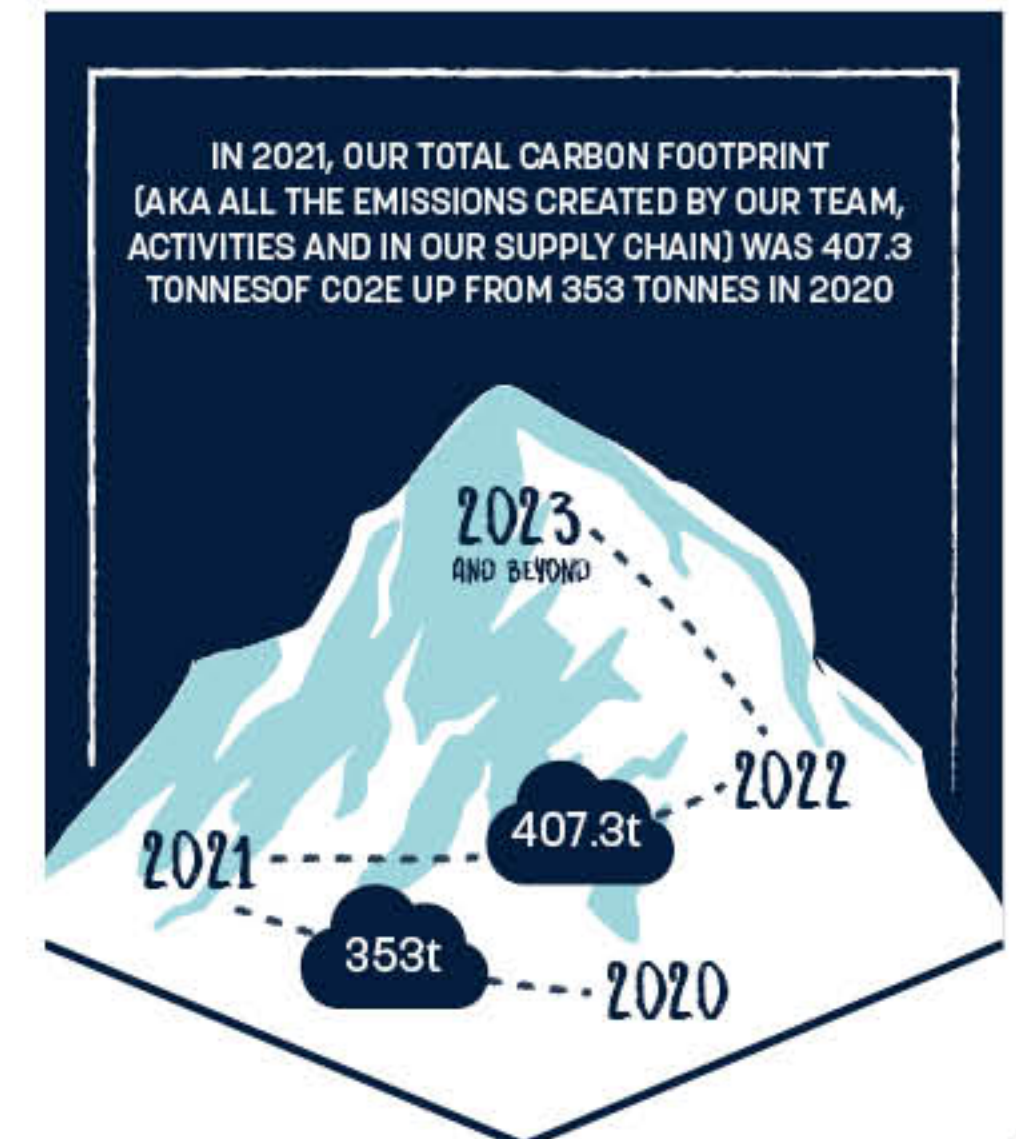
CREDIBILITY PARTNER

CARBONCLOUD

Calculating a carbon footprint is both an art and a science. It's almost impossible to gather primary data about emissions from every step in a supply chain, so a footprint will always be based to some degree on estimates. CarbonCloud makes sure that our product carbon footprint calculations stand up to scrutiny and any estimates we use are based on quality research. The CarbonCloud platform also lets us share our product footprints with you, so you can see exactly what we've taken into account, what numbers we've used, and any changes we've made to our calculation over time to make it more reflective of our supply chain.



Even though each can of TENZING produced fewer emissions, we made and sold a lot more of them in 2021 than we did in 2020. Our emissions *intensity* went down, but our *absolute* emissions went up. Our next uphill climb? Figure out a way to reduce our absolute emissions while also growing our business.



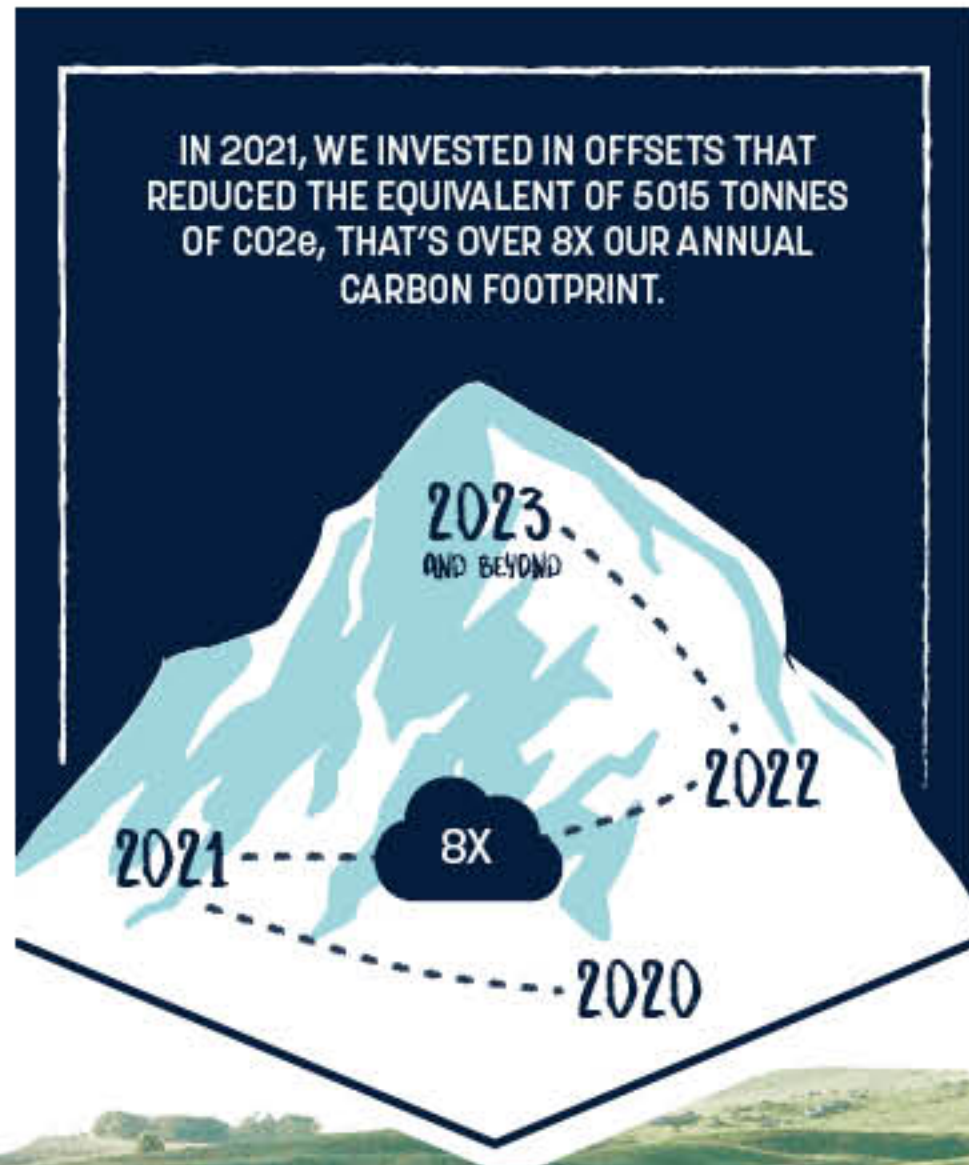
OUR OFFSETTING ETHOS

Knowing what our carbon footprint is all well and good, but reducing it is even more important. Our ultimate goal is to make changes in our supply chain that reduce the emissions we're actually producing, but while we figure out the best ways to do that, we're investing in offsets that reduce emissions elsewhere. In fact, we get way more of them than we need to call ourselves carbon neutral - that's why we call ourselves 'carbon-negative' instead. We know offsetting isn't the solution, but we choose the offsets we invest in carefully, making sure to pick projects that are certified and connected to our business (read more about our focus on local offsets in the 'Clean Communities' section of this report).

CREDIBILITY PARTNER

ECOLOGI

There are so many options for offsets out there. To make sure we're investing in quality climate credits, we buy most of our offsets through Ecologi, an offset platform that supports projects that have been certified against one of two well-regarded offset standards: Gold Standard or the Verified Carbon Standard. Ecologi's funding strategy follows the Project Drawdown framework and the organisation was founded by a group of environmentalists in Bristol. If we support any other offset projects not available through Ecologi, we try to make sure they're Gold Standard certified too.

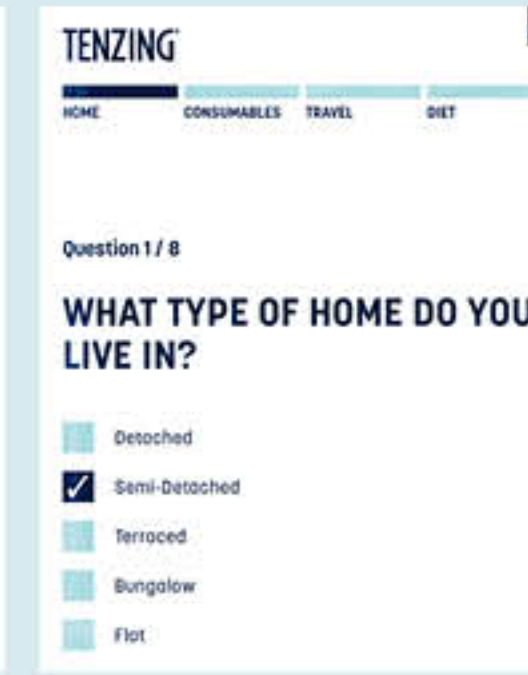
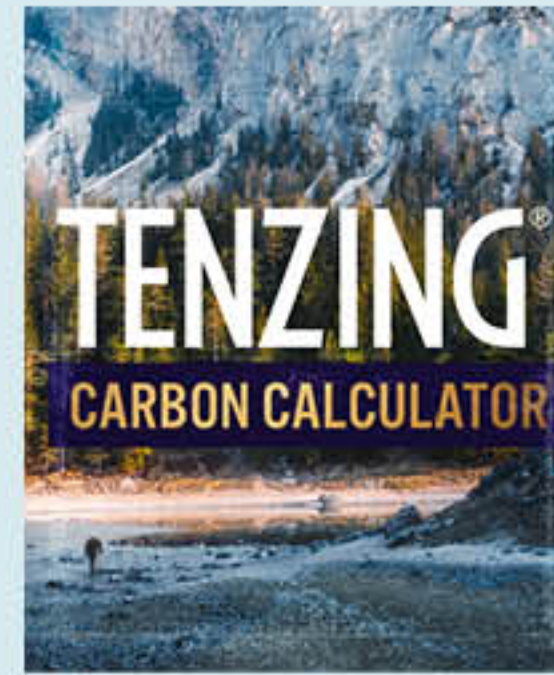


ENERGISING ACTIVATION:

CARBON

NEUTRAL CREW

Engaging with our own carbon footprint didn't feel like enough so we went ahead and engaged with our community's carbon footprint too. We worked with Planet Mark to create a custom carbon footprint calculator that anyone can use to get a sense of how their individual emissions impact stacks up against that of the average Briton. We even give personalised recommendations on how to make lower-impact choices in everyday life. We've also committed to offsetting the emissions of our subscribers (based on the UK average) as well as our athletes & ambassadors who make up our Carbon Neutral Crew.



↑
QUESTIONS

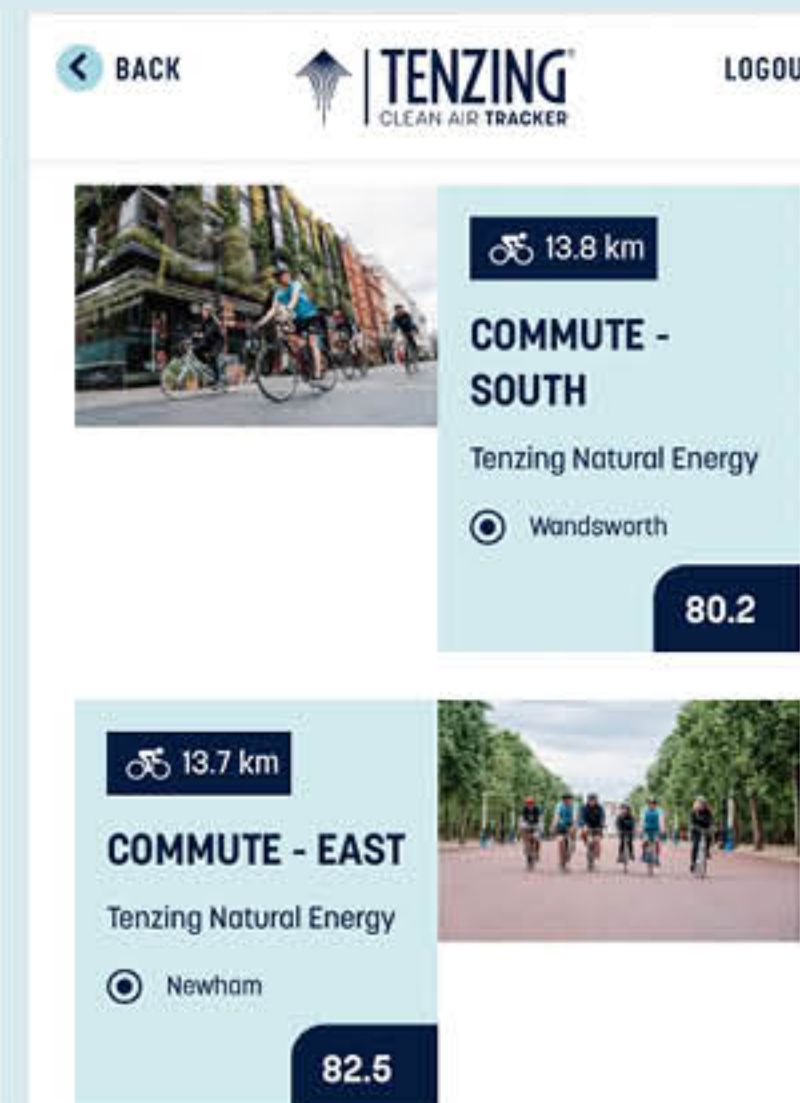
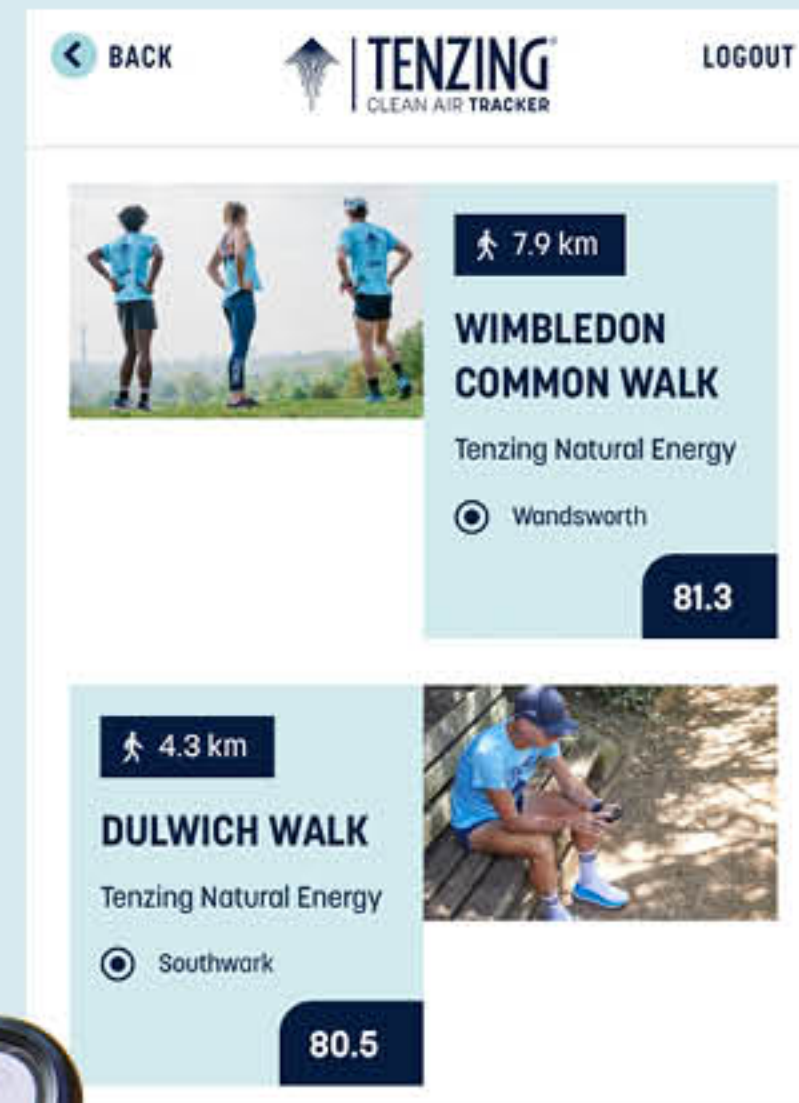
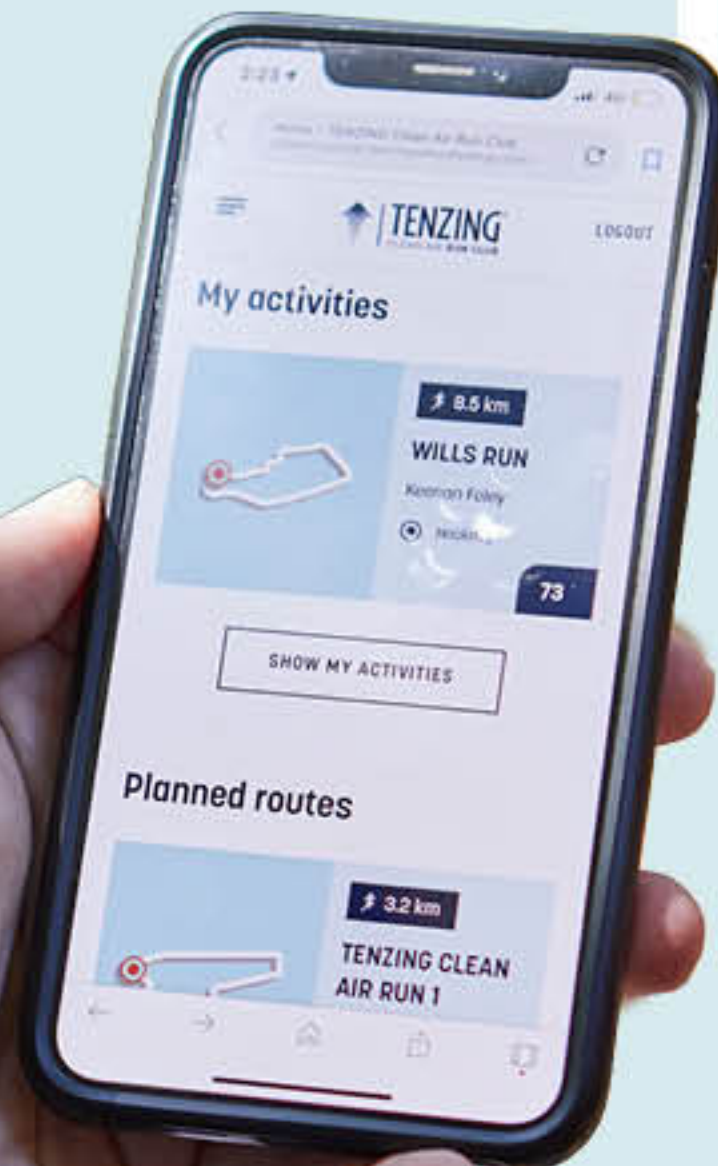
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THE RESULT



ENERGISING ACTIVATION:

CLEAN AIR TRACKER

There's a difference between knowing and feeling — or really breathing — clean and polluted air. To help you better understand the importance of clean air, we've partnered with Imperial College London to create an app that helps you find cleaner running, cycling and walking routes in London. The TENZING Clean Air Tracker syncs with Strava and uses real-time data from the London Air Quality Network to provide actual data about air quality you're experiencing as you exercise — so you can breathe the difference.



CLEAN MOUNTAINS

Fun fact: TENZING's origin story is in the Himalayas. Whilst searching for nature's most powerful ingredients, our founder discovered a recipe used by Sherpas - some of the most elite and experienced mountaineers in the world. We knew that when it came to natural energy, we were talking to the experts. Inspired by their energy, respect for the natural world, and use of pure plant power, we started TENZING - named in honour of TENZING Norgay - one of the first two men to scale Mount Everest. So you can understand why mountains are close to our hearts and why we're keen to do everything we can to keep them pristine - because experiencing their awe-someness goes hand-in-hand with protecting their awe-someness.

'Everest has become known as the world's highest garbage dump, and we're not standing for it. The difference our Clean Mountains Mission has made to the trails of Everest in such a short period of time is remarkable.' **WILL, ACTIVATION MANAGER**



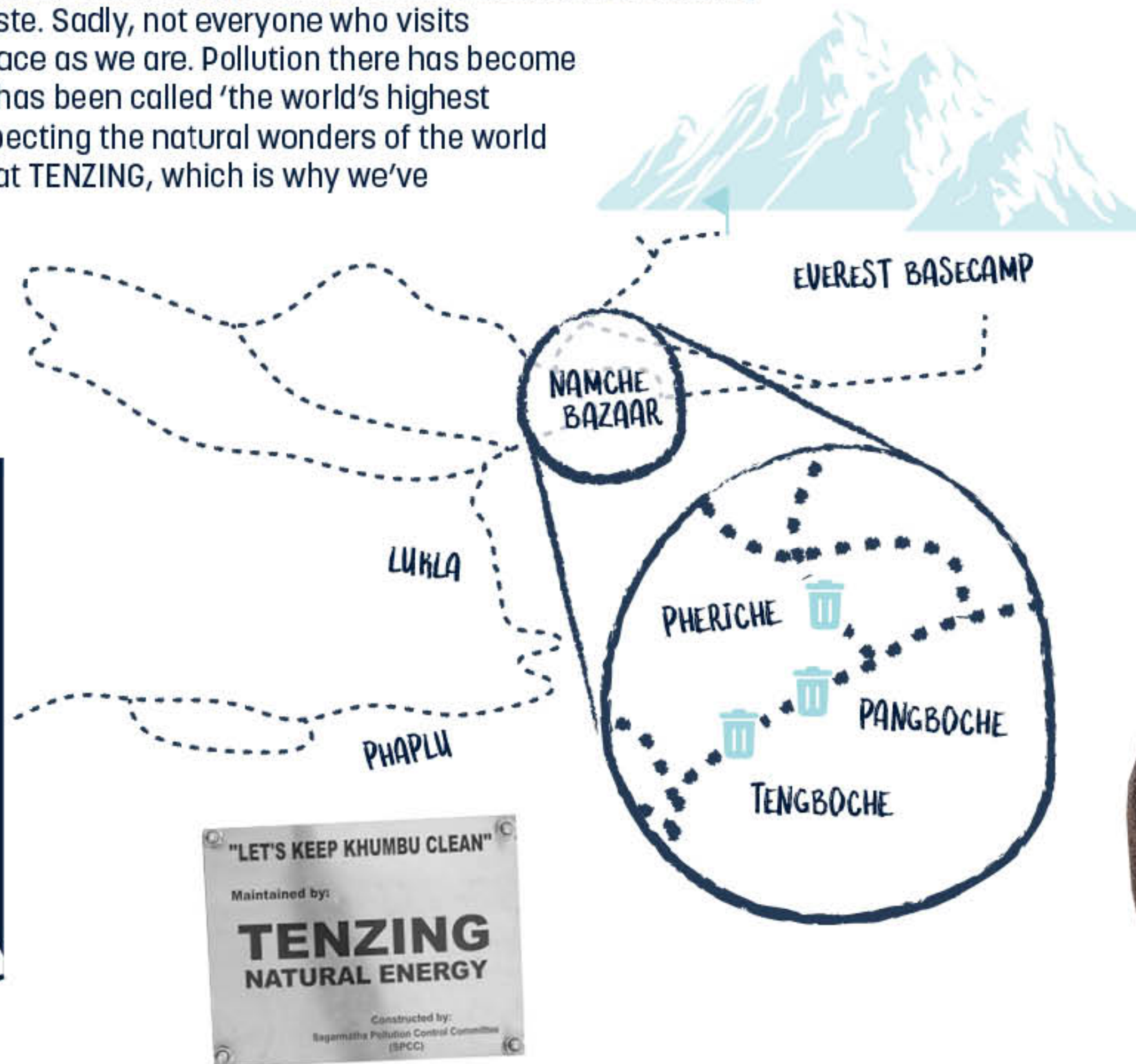
OUR EVEREST CLEAN-UPS

Close your eyes and take a second to imagine Mount Everest, Earth's highest mountain above sea level. Bet you're imagining frosted peaks and draw-dropping landscapes? Bet that picture doesn't include mountains of trash: snack wrappers, PET bottles, abandoned climbing equipment and...wait for it...human waste. Sadly, not everyone who visits Everest is as committed to leave-no-trace as we are. Pollution there has become such a big problem that the mountain has been called 'the world's highest garbage dump'. Exploring without respecting the natural wonders of the world goes against everything we stand for at TENZING, which is why we've supported clean-up efforts at Basecamp since we launched in 2016.

CREDIBILITY PARTNER

SAGARMATHA POLLUTION CONTROL COMMITTEE (SPCC)

This community-based NGO was established by local Sherpa people of Khumbu in 1991 to keep the region clean and restore the area to its former glory. SPCC has constructed 119 garbage bins (including the 13 we fund) at various resting points covering most of the trekking trails within the Everest Region and also transports recyclable waste from the Everest Region to Kathmandu for recycling.



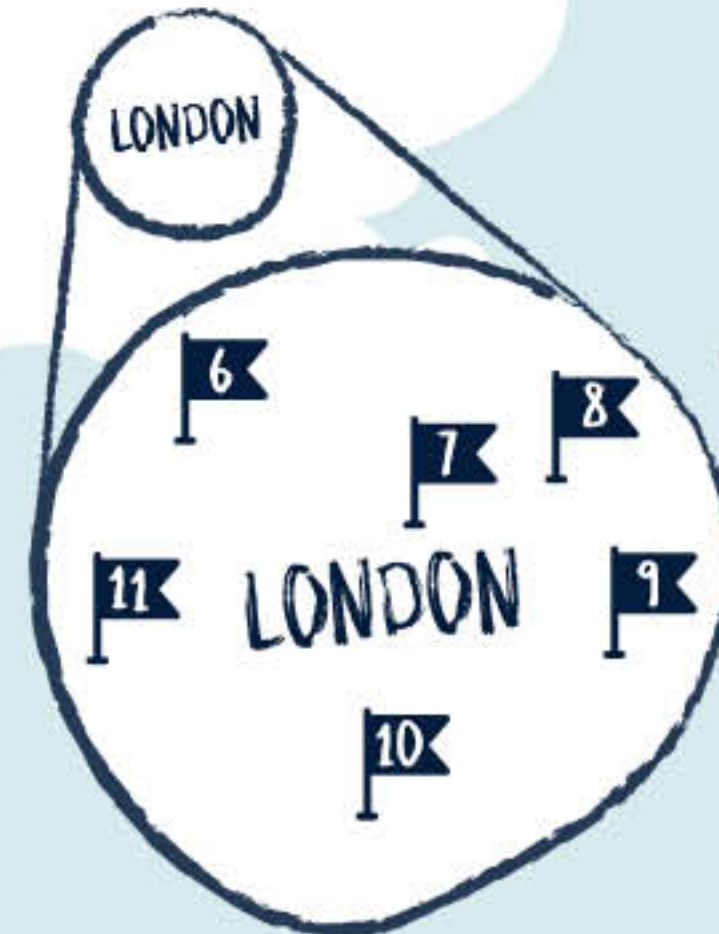
ENERGISING ACTIVATION:

TENZING CIRCUIT CHALLENGE

Look, of course we're a bit biased towards the Himalayas but we're not a brand with a one-trail mind. We believe in the awe-someness of climbing all over the place and are invested in getting people into it. In 2021, our very own GB Climber Molly Thompson-Smith curated a custom TENZING route at eleven climbing centres across the country. We rewarded every climber that completed the route with a free can of TENZING and gifted the best climbers at each centre an Arc'teryx backpack, perfect for taking their climbing gear on an outdoor climbing adventure.



CIRCUIT CHALLENGE START



CLEAN OCEANS

The ocean is the largest heat and carbon sink on Earth and has absorbed more than 90% of the excess heat trapped by the rising concentration of greenhouse gases. It's also a destination for millions of tonnes of plastic waste each year. Our oceans are getting hotter, more acidic, and more dangerous for marine life every year. They're getting more dangerous for us humans too, as sea levels rise and microplastics make their way into our food and drink sources.

We wish we could clean up the oceans just like we cleaned up energy: by removing everything artificial to leave just the good natural stuff instead. But cleaning our oceans reality does require collective action. So we've focused on (a) not contributing to the problem (by not using plastic), and (b) driving awareness of it.

'We're a team of surfers & ocean-lovers, but our Oceans need help. Working with SAS helps us bring communities together to protect our beaches, the oceans and the surf spots we love.'

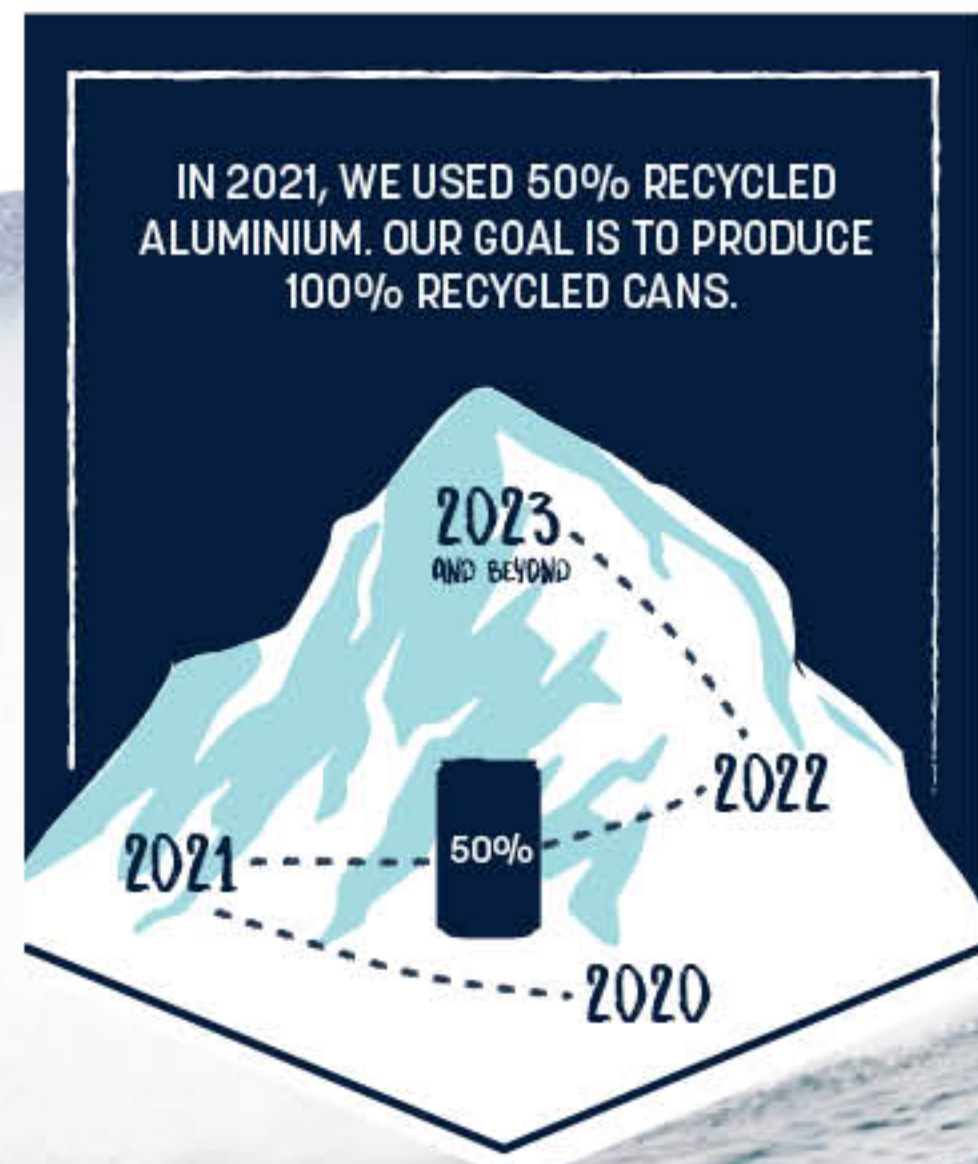
BELLE, NATIONAL ACCOUNT MANAGER



OUR PLASTIC FREE PACKAGING

We've always opted for plastic-free primary packaging for our energy. Our aluminium cans are BPA-free and infinitely recyclable. We're slowly upping our use of recycled aluminium too with a goal of using a minimum of 70% recycled material in all our cans by 2025. This will help us reduce our packaging emissions as well as reducing waste - but we can only get there if we all come together and recycle aluminium correctly.

We do have to use small amounts of plastic for our secondary packaging (the wrap we use to get our products to wholesalers and stores). But we make sure it's 100% recycled, along with the cardboard trays you'll find our cans in.



CREDIBILITY PARTNER

SURFERS AGAINST SEWAGE (SAS)

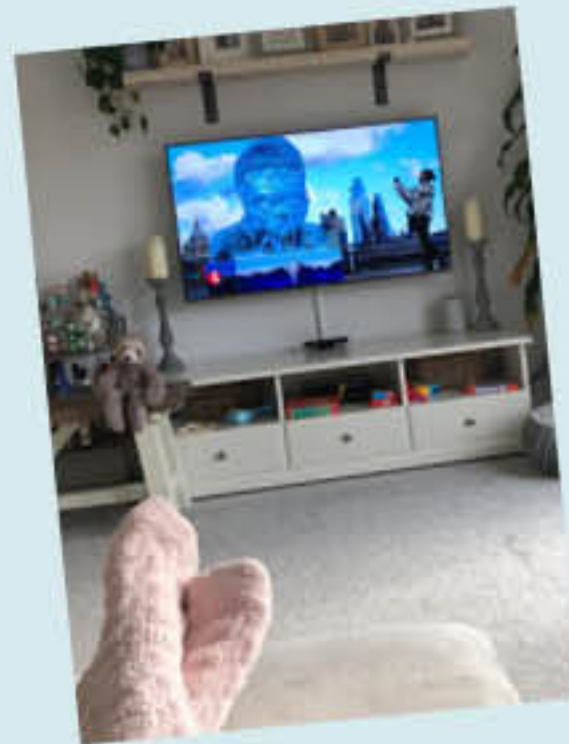
We've recently established a partnership with this UK environmental charity dedicated to the protection of oceans, waves, beaches and wildlife. SAS originally focused on water quality and monitoring sewage spills in real time on beaches around the UK but has since shifted its focus to plastic pollution which it regards as the 'new sewage'. The charity organises more beach cleans than any other in the UK and aims to change consumer behaviour and industry standards around single-use plastics. 2022 is going to be an exciting year for our collaboration - stay up to date on our social channels.



ENERGISING ACTIVATION:

ICY DAVID

Most of us live on land, making it hard to see what the climate crisis is doing to the sea. But understanding what is going on is essential for taking action which is why we knew we needed to bring the issue to life if we wanted people to take action to protect our oceans. So how else could we capture millions of people's attention than with a giant, almost-5m³ ice sculpture of Sir David Attenborough in the centre of London. The size of the sculpture represented the volume of Arctic ice that melts as a result of the emissions produced by an individual in the UK every fortnight. And it worked, hundreds of people took pictures, dozens wrote about us and even Lorraine gave Icy David some airtime all in aid of addressing the importance of individual action on global impact.



CLEAN COMMUNITIES

The effects of the climate crisis will be felt globally, but not equally around the world. Some parts of the world (many in the Global South) are more at risk of immediate (and potentially devastating) changes in their natural environment. That's why, when it comes to impact, one size does not fit all. We care about protecting the entire planet, but we focus our clean-up efforts on the communities closest to our business. Because (a) they're where we might be contributing to making a mess, and (b) they're where we have the most power to drive positive change.

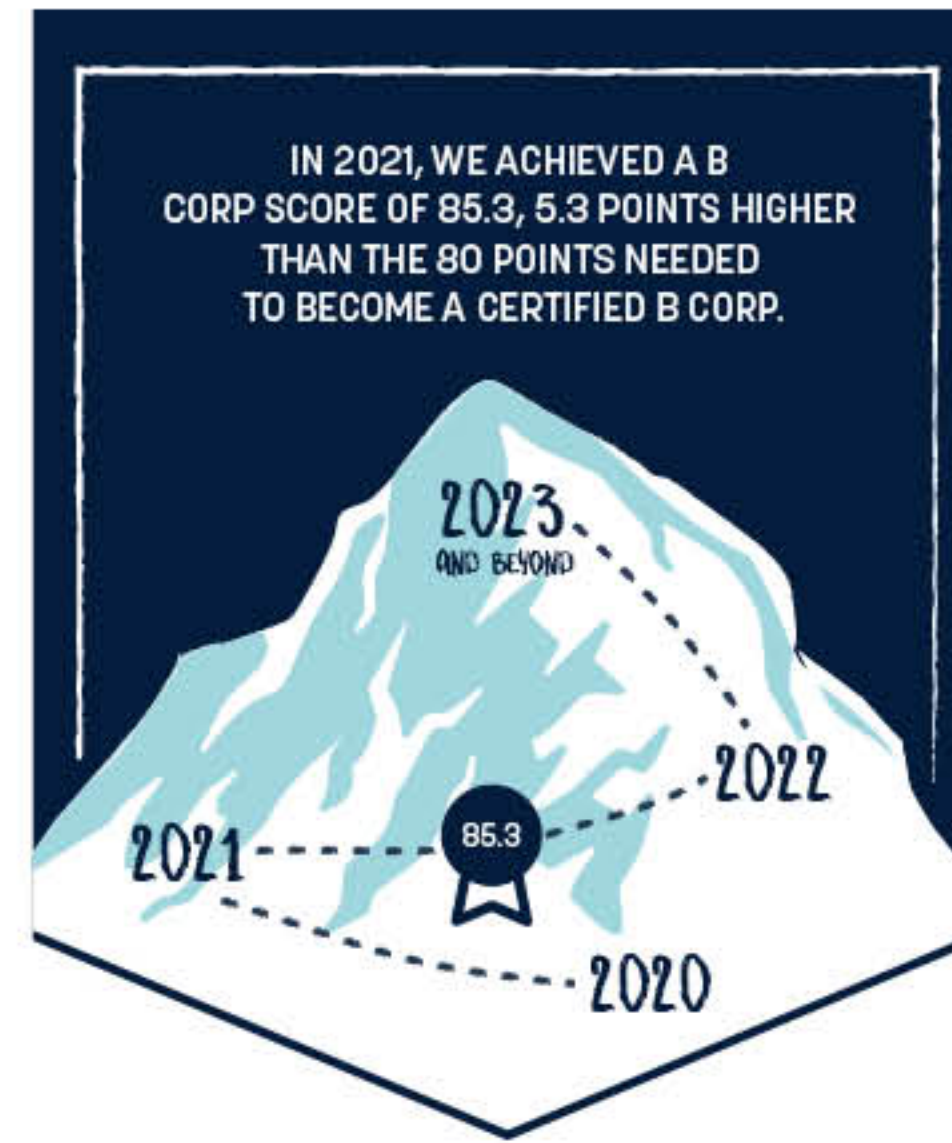
'TENZING is all about empowering our whole network and community: bringing others on the mission with us.' **ELLIE, COMMUNITY LEAD**



OUR B CORP CERTIFICATION

In 2021, we became a certified B Corp, which is kind of a big deal (HUGE!). It means that we run our business in a way that keeps the needs of *all* our stakeholders in mind, including our workers (Team TENZING), suppliers, and local communities, instead of just our shareholders. You don't just have to take our word for it – that big shiny B on our cans is all the proof you need!

To become a B Corp we had to show we were using our business as a force for good in five different areas:



AREA		POINTS
GOVERNANCE	Putting in place policies and practices that enshrine our mission and hold us officially accountable for our actions over the long term	17.4
WORKERS	Making sure Team TENZING is well looked after and supported when it comes to compensation, health & safety, and broader wellbeing	26.7
COMMUNITY	Working with partners that share our values and supporting them in driving positive change	14.0
ENVIRONMENT	Protecting our planet and conserving its precious resources everywhere we can	24.8
CUSTOMERS	Delivering value through our products and customer experience to all those who enjoy TENZING	2.3

CREDIBILITY PARTNER

B LAB UK

To achieve the big B you have to meet some pretty high standards when it comes to social and environmental performance, and the folks at B Lab took a close look at all we're doing in these areas before letting us join their global community of legendary companies using business as a force for good.

"TENZING is a fantastic addition to our B Corp community. Their great initiatives like the Clean Air Tracker is exactly the leadership we need using their platform as a force for good. They will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit." KATE, B LAB UK



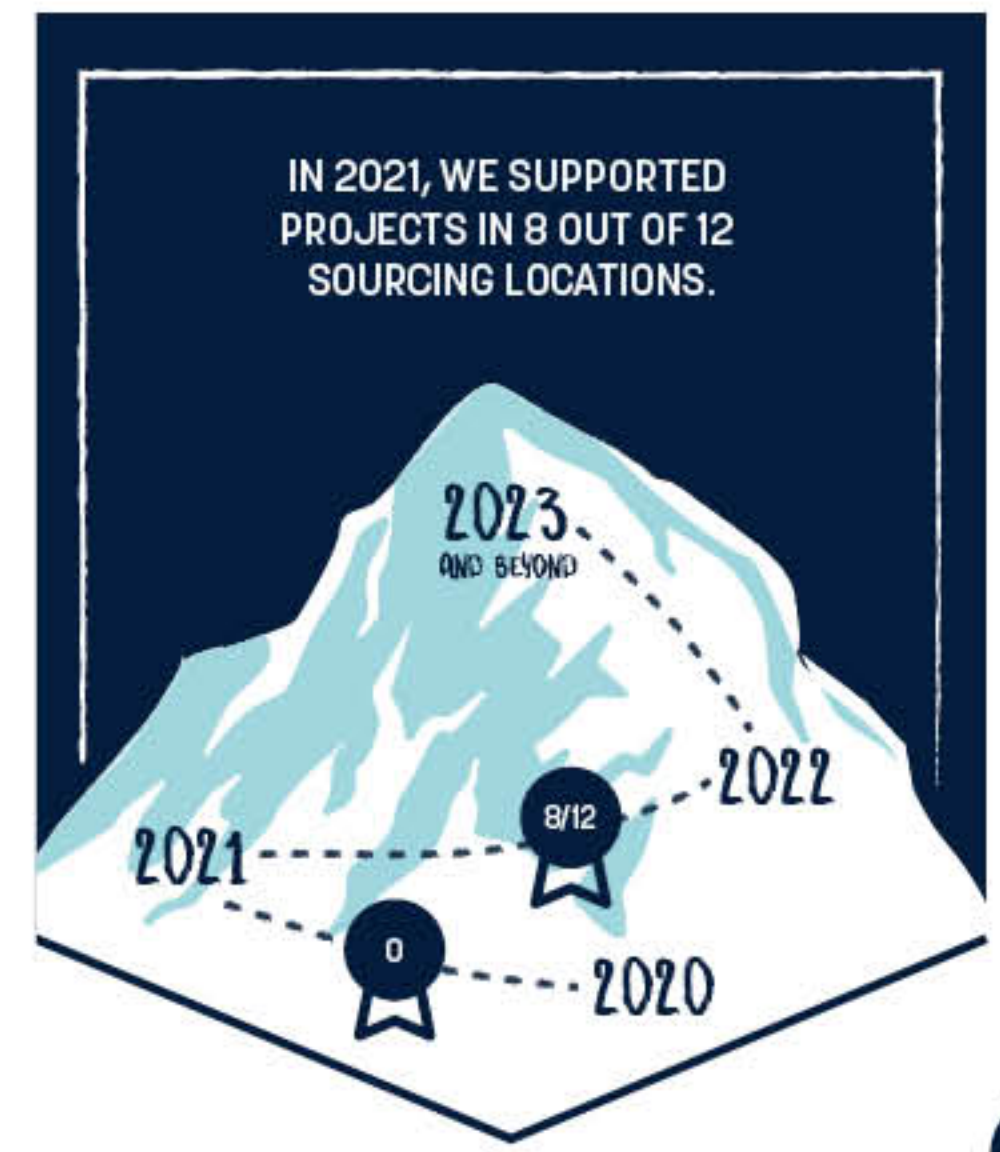
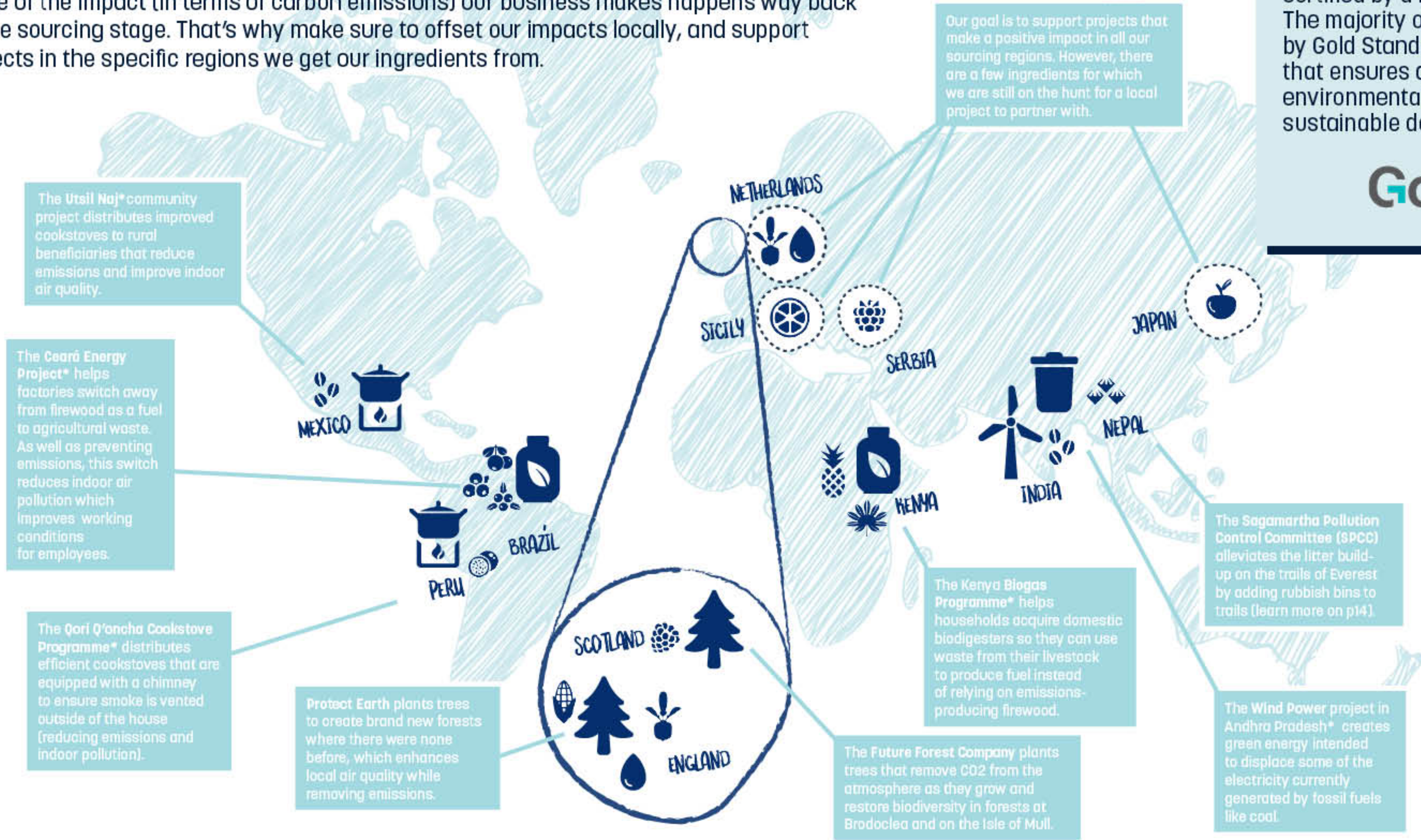
OUR LOCAL OFFSETS

Some of the impact (in terms of carbon emissions) our business makes happens way back at the sourcing stage. That's why we make sure to offset our impacts locally, and support projects in the specific regions we get our ingredients from.

CREDIBILITY PARTNER

GOLD STANDARD

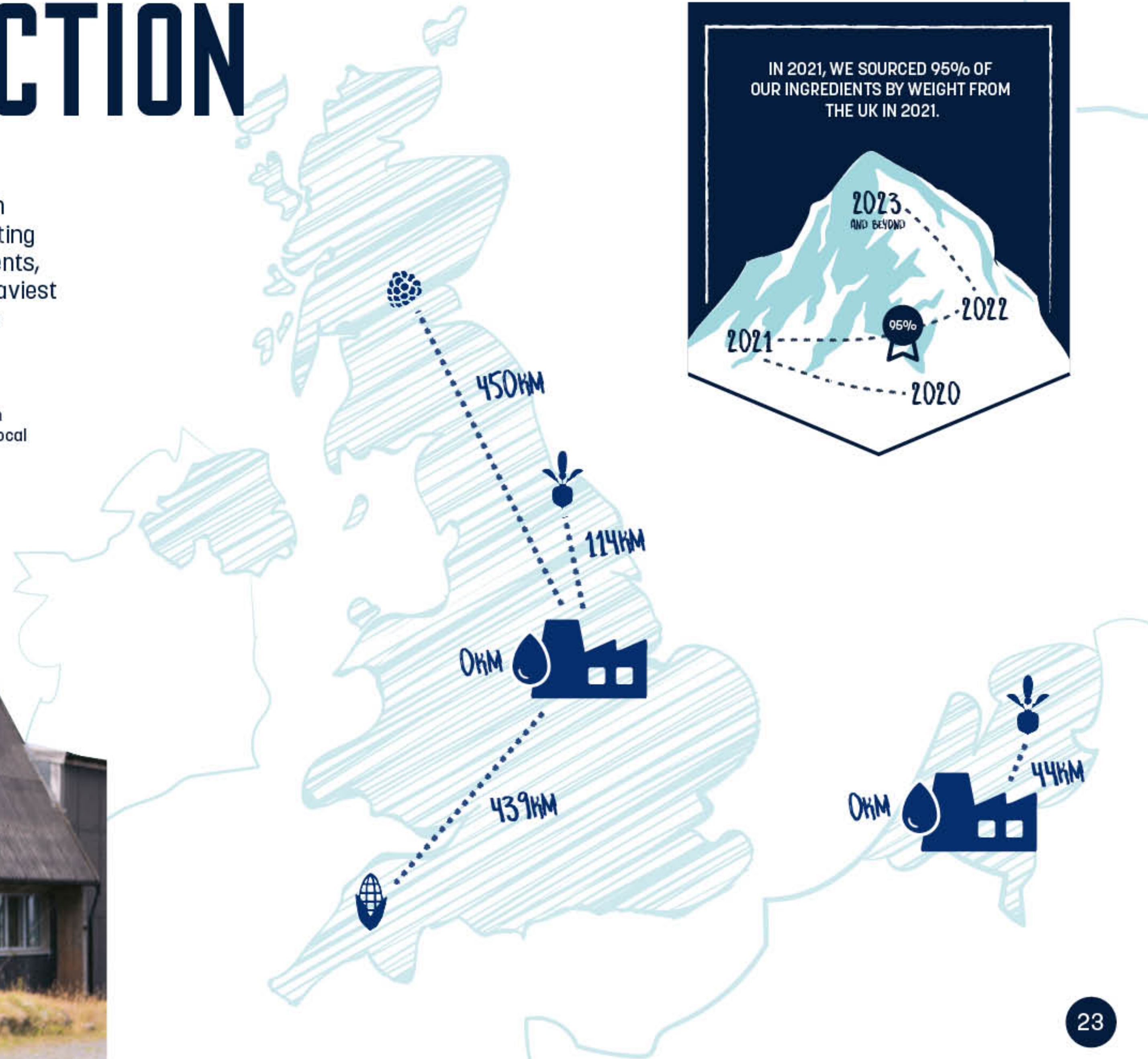
To make sure the carbon offsets we purchase really are removing or preventing the emissions we think they are, we make sure to buy offsets that are certified by a reputable third-party wherever we can. The majority of the projects we support are verified by Gold Standard*, a non profit established by WWF, that ensures an initiative meets the highest levels of environmental integrity while also contributing to a sustainable development goal (SDG).



OUR LOCAL PRODUCTION

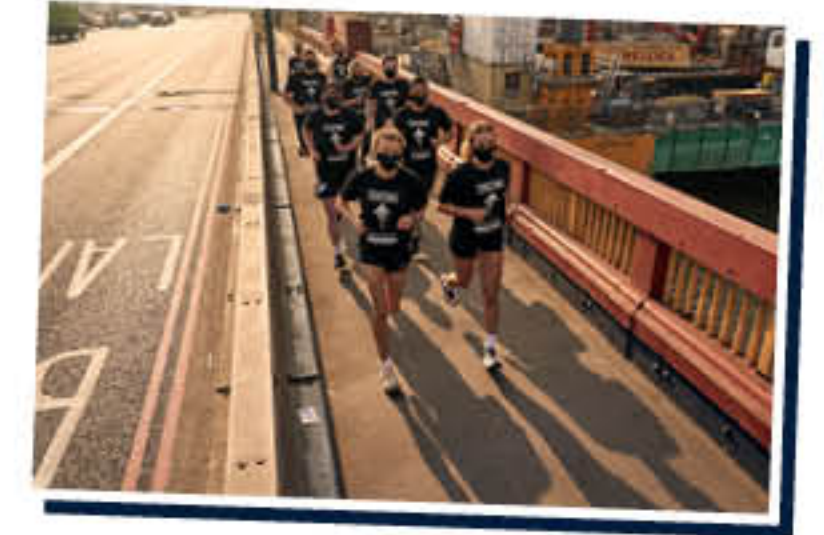
We make TENZING close to where people drink it, with production facilities in the Netherlands and the UK. This helps us avoid any negative impacts associated with transporting our cans around the world for no reason. The same goes for transporting our ingredients. You'd be surprised how many companies will ship heavier ingredients, like water or sugar literally thousands of miles. But we make sure to source our heaviest ingredients close to our production facilities, which helps us reduce our emissions impact while investing further in our local communities.

Huib meeting Phillip from the Cornish Sea Salt company - exploring more local sourcing options!



TEAM TENZING

Last but definitely not least, are our efforts to take care of Team TENZING, the wonderful adventurers that make what we do possible. We've rolled out a range of health & wellness initiatives including immunity check-ups, monthly team fitness activities, and flexible, hybrid working options.



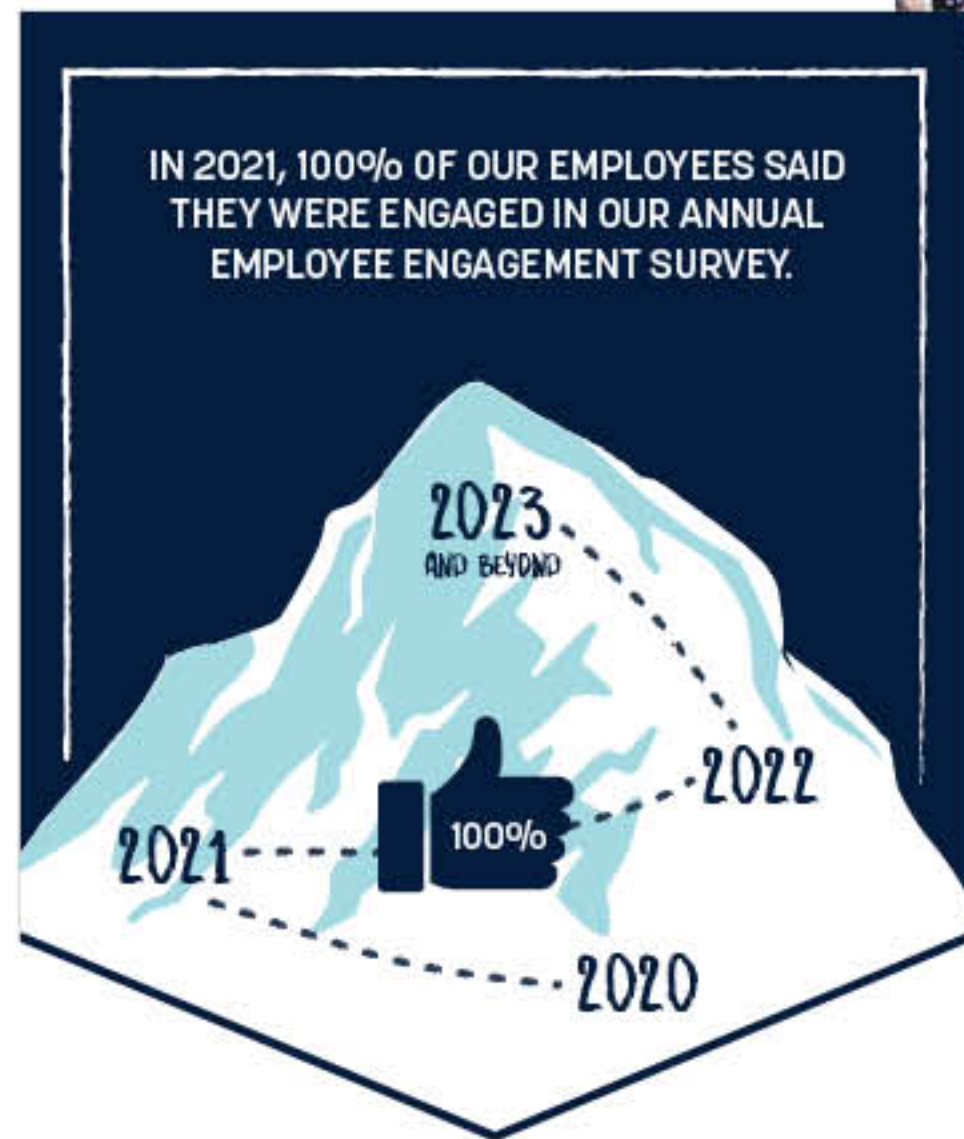
'I LOVE WORKING, BREATHING AND LIVING TENZING'S ETHOS.'

'WORK ISN'T WORK WHEN YOU LOVE WHAT YOU DO AND THE PEOPLE YOU DO IT WITH.'

'I LOVE THE FLEXIBILITY: I CAN TAKE MY KIDS TO SCHOOL WITHOUT THE GUILT OF COMING IN AFTER NINE!'

'LAST MONTH I WORKED FROM A BOAT -CAN'T BELIEVE I WORK FOR A COMPANY THAT ALLOWS ME TO LIVE FOR ADVENTURE!'

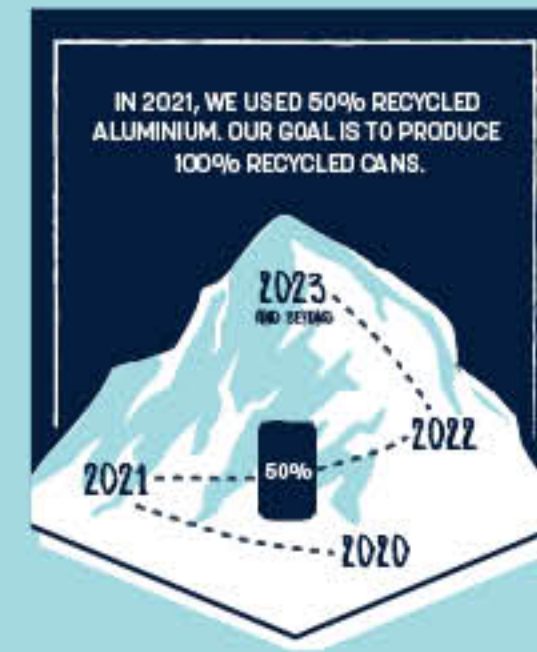
Here's some of what our team had to say in TENZING'S annual employment survey:



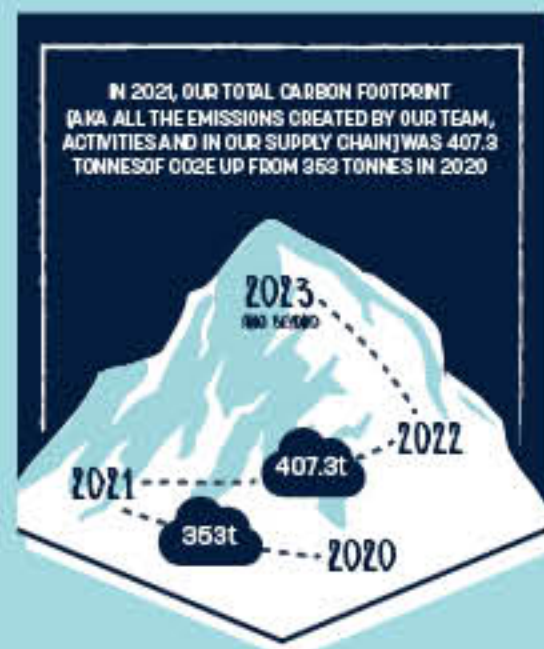
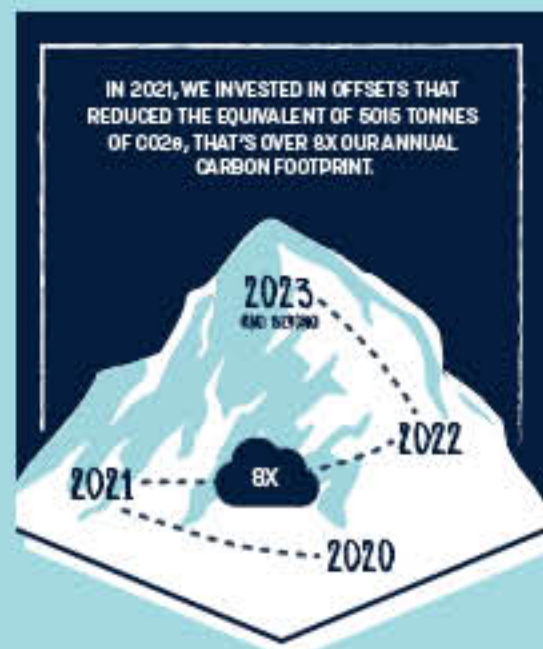
SUMMIT STATUSES

To sum-up the state of impact across the world of TENZING by the end 2021, here are all our summit statuses in one place so you can see how our efforts stack up in each area.

CLEAN OCEANS

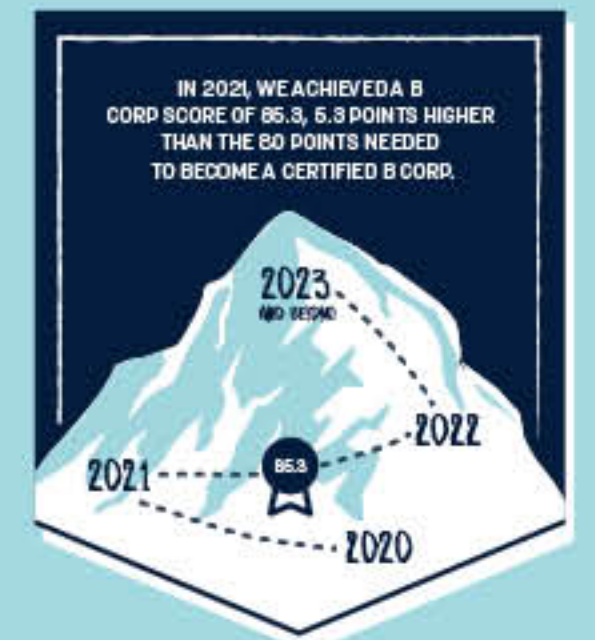
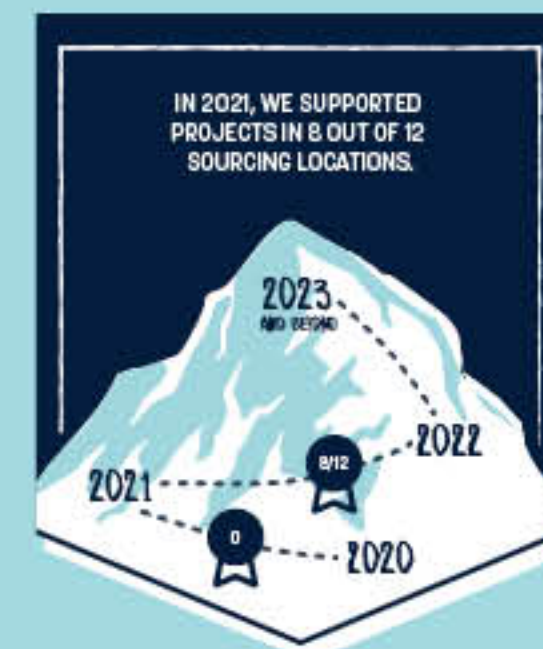


CLEAN AIR



CLEAN MOUNTAINS

CLEAN COMMUNITIES



CLEANING UP IN 2022

...and finally, to highlight where we're headed, here are some of our plans for this year.

2022 GOAL / PROJECT

CLEAN AIR



Roll out our Clean Air Tracker nationwide – right now the data in our app is London-only but we think everyone across the UK deserves to know the quality of the air they breathe.

CLEAN MOUNTAINS



Build more bins on the trails of Mount Everest – we've been working with our partners, the SPCC, since we were founded but as TENZING grows, we want our impact with them to grow as well.

CLEAN OCEANS



Launch a limited edition can to support Surfers Against Sewage – we've created a new blend using as many British ingredients as possible and will be donating 1% of its sales to ocean cleanup efforts.

CLEAN COMMUNITIES



Identify offset projects in 80% of our sourcing locations – our ingredient portfolio is growing, which means finding more environmental projects local to where each of our powerful plants are sourced.

A WORLD AS IT COULD BE

ENERGY — AIR
COMMUNITIES | OCEANS
MOUNTAINS

SHOULD

That's the vision we're working towards here at TENZING.

If the last couple of years has taught us anything, it's that society can come together, take action and change habits in a bid for a better future. So if we can do it for a health pandemic, what's stopping us taking action for the climate crisis? Our take-action ethos, love for nature and drive to change the energy drink game for good is how we're going to get there. If you want to keep up with our adventures (in impact — and otherwise!), find us on [@TENZING](#) on Instagram or [sign up to our emails](#).

Our mission is to inspire people to drink, experience and protect nature with energising activations and products that can really drive people towards a lifestyle that is better for them and for our planet. It's going to be a hell of a climb to make our mission a reality, a climb that won't be achieved by the next Impact Report or the one after that. But with our take-action approach, we have the summit in sight.

**EMILY, HEAD OF COMMS
& SUSTAINABILITY**



TENZING[®]

