

TENZING® TAKE ACTION

SUSTAINABILITY
REPORT
2021



A LETTER FROM THE FOUNDER

Five years ago I launched TENZING for a generation of people tired of synthetic, sugar laden energy drinks and in need of a plant-based and sustainable option. We ended up starting a new category: Natural Energy and kicked off our journey to bring Plant Power to the People.

From the get-go we vowed to not only source all our energy from nature, but to also pour all our energy back into it. Over the years, we've built bins on the route to Everest Basecamp to help combat the litter problem, funded world-leading air quality research and even built our own Clean Air Tracker to help Londoners find clean air to run, walk and cycle in.

For the last three years we've been the fastest growing energy drink and then, Covid hit. Had five years of hard work come to an end? Taking on huge soft-drink giants is no mean feat, but doing that during a pandemic seemed downright impossible.

As a team we had to navigate our way through this and reconnect with why TENZING exists; for the new generation who care about the planet, and care about where their energy comes from. Whilst out on a run I passed a "thank you essential workers" banner, and I realised there's an even bigger crisis heading our way - the environmental crisis - and every single one of us has to become essential to avert it.

I shared this realisation with the team and together we decided to double down on our environmental commitments. Governments and big businesses were not going to solve this issue (fast enough), so we needed to do what we could to make a difference, which is why we're launching our Take Action initiative.

Our goal? Take full responsibility for our own footprint and support as many people to do the same.

I think it's fair to say that the last year hasn't been easy for most of us, but what 2020 did teach me is that being a small business doesn't mean you can't have a big mission.

We've spoken to experts, university professors, sustainability consultants and suppliers to dig into the details of everything from crop to can. Our Partners; The Planet Mark, Imperial College, Ecologi and Carbon Cloud have been instrumental to the development of this programme. After nearly a year of work, we have collected our insights and created the action plan that you're about to dive into.

We've become the world's first carbon negative energy drink by reducing our emissions and offsetting more than we emit. We are by no means done and will be transparent with you every step of the way.

In this document you will also find how you can take (carbon reducing) steps with us on our mission to create energy that is good for mind, body and planet. After all, we only have one body and one planet, and it's up to us to take care of it.



WHY NOW? A CALL TO ACTION.



Global warming is a bit like a snowball (ironic, huh?), if you let it roll, it gets exponentially bigger. We know that if we don't all act responsibly before 2050, Earth might not be as homey as it is right now. This is a deadline that we can't miss, and that means that we need to act today to ensure we pass the half century with a Mother Nature that's healing. But this isn't just about Mother Nature, she doesn't need us, the dinosaurs can attest to that.

We rely on nature, not just for energy, but for everything. Protecting our planet means protecting us, and not to blow our own trumpet: but it would be cool if we stuck around. The time to act is now. You'll have heard the "oh we'll be carbon neutral by 2040" from other organisations... the truth is, by 2040 it'll already be too late. TENZING is taking action now, by taking responsibility for our own impact and encouraging people to follow in our footsteps.

WE'RE CHANGING BECAUSE SOMEONE IN THE INDUSTRY HAS TO.

Energy drinks have got themselves a bad reputation over the last decade or so; and we're not just talking about the sugar and chemicals. With the big dogs actively supporting carbon expansion in the form of F1 cars, monster trucks, aeroplane racing and whatnot, we want to have our fun doing things that don't choke our atmosphere so much.

We have always encouraged planet positivity with our team and our community but we know there's always room for improvement. This year, we're not just striving to set a new standard in energy drinks with our ingredients, but with our actions too.



OUR 6 KEY PILLARS TO PROTECT THE PLANET

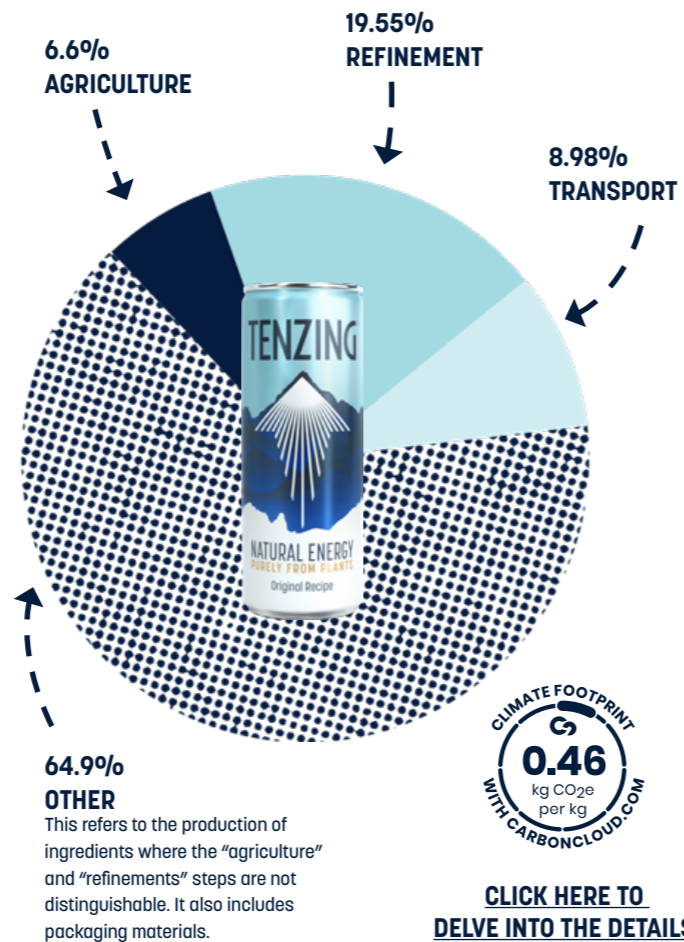
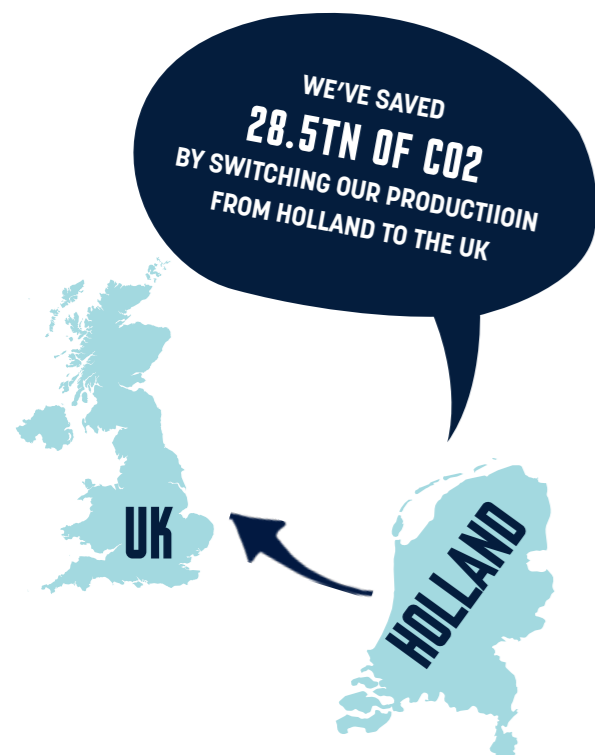
TENZING has always fought to protect nature, but with the climate worsening, we know now is the time to go all in. We're only a few years old as a brand, but we're finally in a position where we can invest even more in projects to combat climate change. We're now actively reducing our carbon emissions, offsetting our footprint, our can's footprint and even your footprint!

- WE ARE CARBON NEGATIVE** (Icon: Earth with leaves)
- WE MAKE OUR SUBSCRIBERS CARBON NEUTRAL** (Icon: Footprints)
- WE PRODUCE AS LOCALLY AS POSSIBLE** (Icon: Map of the UK)
- WE FUND WORLD LEADING AIR POLLUTION RESEARCH** (Icon: Clouds)
- WE CREATED THE MOST CONVENIENT CARBON FOOTPRINT CALCULATOR** (Icon: Bar chart)
- OUR LOCAL OFFSETTING PROJECTS** (Icon: Wind turbines)

HOW WE'VE BECOME CARBON NEGATIVE

The first step in becoming Carbon Negative was identifying what our actual footprint is. We partnered with the Planet Mark to help us with this (admittedly complex) endeavour, and also to help us get that figure down. Becoming more sustainable has required us to know our precise footprint, minimise whatever we can, and offset the unavoidable. We've spent the last year overhauling our business, from changing our international manufacturing patterns, to rethinking how we boil the kettle in the office, but this is just the start. The coming years are about constantly monitoring our footprint, and looking for ways to get it as close to net zero as possible: offsetting has helped us become Carbon Negative, but it isn't a one-stop-shop for us.

From this point on we want to be totally transparent about all things TENZING, which is why we're working with CarbonCloud to calculate the climate footprint of our products, from crop to can. We hope to set a new standard by giving people the means to make sustainable decisions through clear climate footprint labelling, which is why later this year you'll find the climate footprint of a TENZING on our cans. This number will include all emissions created during the life cycle of our products right up until you find a can in store.



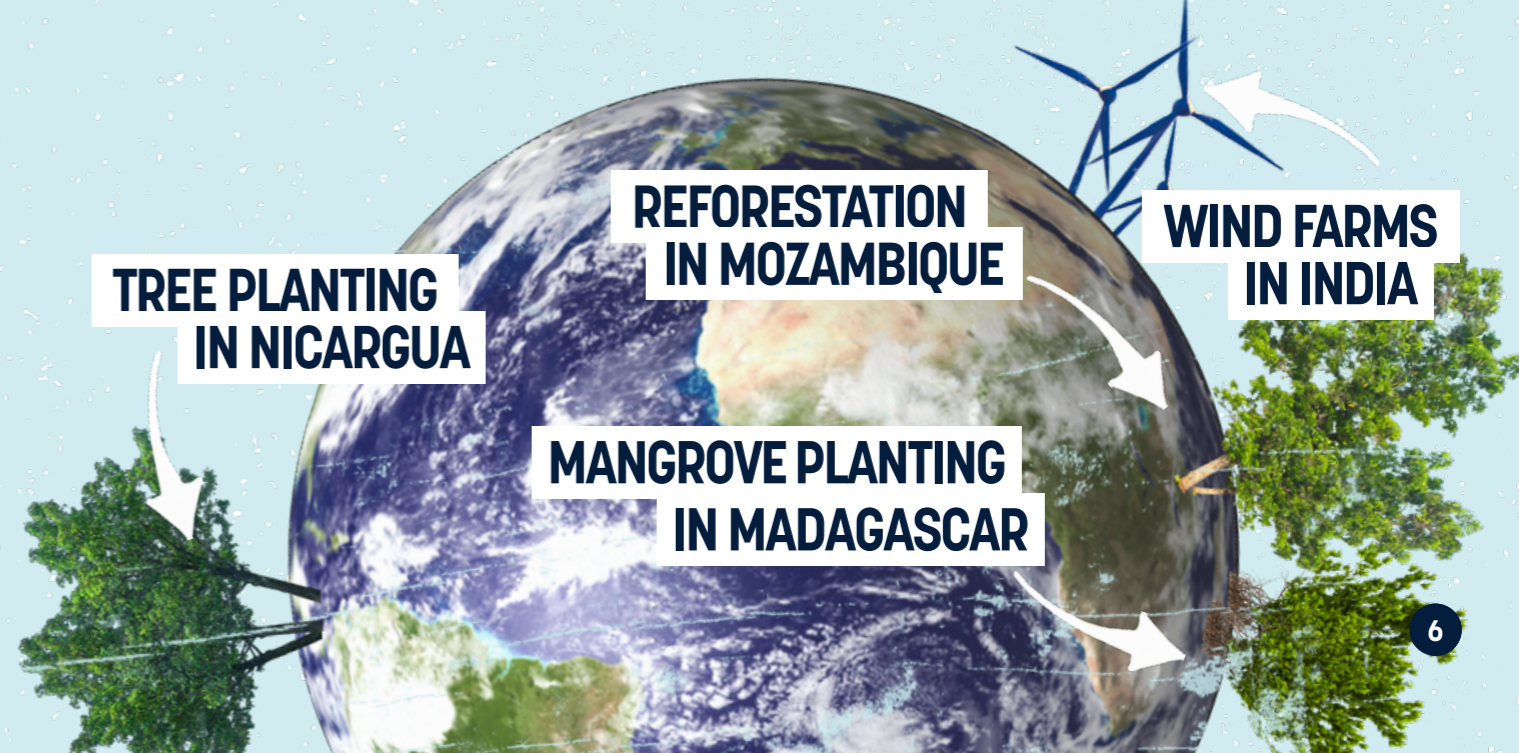
THE TENZING[®] CARBON NEUTRAL CREW



SUBSCRIBE TO TENZING AND WE'LL MAKE YOU CARBON NEUTRAL

Journeys just aren't the same alone, that's why we're rallying as many people to join us on this mission as possible. Become a TENZING subscriber and we'll make you carbon neutral. No, don't rub your eyes, you really did read that right. For every subscriber, we offset 8.4tn of CO₂ per year, which just happens to be the UK average carbon footprint. If everyone, like, EVERYONE in the world subscribed to TENZING, humankind would be carbon neutral, so we're not stopping until our Carbon Neutral Crew is 7 billion strong.

OUR OFFSETTING PROJECTS



WE PRODUCE LOCALLY AND SUSTAINABLY

PRODUCED DOMESTICALLY IN UK AND HOLLAND



Science is cool, it helps us understand the universe, and, things like: 'heavy things need a lot of energy to move'. Obvious right? Well, you'd be surprised how many companies will ship heavier ingredients, like water or sugar literally thousands of miles. We decided to move our production and filling as close to our heavy ingredients as possible in the countries we're in, and it's helped reduce our footprint substantially.

RAINFOREST ALLIANCE PARTNERSHIP



The Rainforest Alliance seal isn't just for bananas. Our Green Tea comes from Rainforest Alliance Certified farms, which ensures a quality of life for the farmers and a sustainably sourced leaf. We've been working with the Rainforest Alliance for years already, and are extremely proud to partner with an organisation doing a lot of good for our planet's lungs: the Rainforest.

OUR PACKAGING IS BPA FREE AND INFINITELY RECYCLABLE



We won't get into the dangers of the BPA lining on some canned products here. Suffice to say, we just don't deal with anything that could harm a human. Our cans are made from aluminium, and are infinitely recyclable, so they'll never end up in our oceans.

WE SOURCE 95% OF EACH CAN'S INGREDIENTS LOCALLY



This is kinda like how we changed our production infrastructure. Not only did we move our manufacturing to a local production model, we also rethought where we source our ingredients. Ingredients like Raspberries and Beet sugar could come from anywhere in the world, but we chose to source them in the UK to minimise transport and logistics emissions. There's still a way to go for some of our other ingredients, but we're working on it.

OUR CARBON FOOTPRINT CALCULATOR

We created the TENZING Carbon Footprint Calculator to help everyone get an estimate of their footprint quickly and easily. Together with the Planet Mark, we devised a sophisticated set of questions which, when answered, give you an indication of the amount of greenhouse gases you're emitting. From diet, to travel and energy usage, we help people understand their footprint, and show them ways to reduce it. We haven't plucked these figures out of thin air, they all come from up-to-date and publicly available data. The key for us was simplicity, because we've

tried our fair share of calculators, and boy, some of them will have aged you a few years by the time you've reach the end. Results are shown in tCO2e, or tonnes of carbon dioxide equivalent. This figure includes all the major greenhouse gases, converted into an equivalent impact on a CO2 relative basis, and shown against the UK average of 8.4 tonnes. Our numbers also include an individual proportion of emissions associated with government consumption for example; NHS, construction, street lighting, education, and much more.



OUR MISSION FOR CLEAN AIR, EVERYWHERE.

We started TENZING Natural Energy, to offer people a natural alternative in a market dominated by synthetic energy drinks. What applies to the food and drinks we consume, also applies for the air we breathe. As keen runners ourselves, we were shocked to find out the appalling air quality in the Big Smoke (ah, so that's where the name comes from). Now with our new tech, based on data from Kings College, we can help you find the cleanest routes to run, cycle and walk in London.



OUR LOCAL OFFSETTING AND ENVIRONMENTAL PROJECTS

The calculation process for our can's carbon footprint is an ongoing progress, so until we're 100% certain of our impact, we're offsetting far more than we emit and better yet we're doing it right at the source of our ingredients impact.

UK

Our home is the UK and is where we source our Raspberries, Beet Sugar, and Water. Our Raspberries come from the Scottish Highlands, where we support the Future Forest Company to reforest nearby Dalry. Further south, we fund World-leading air pollution research with King's College London and Imperial College, and have created our app to help Londoners see the cities' pollution in realtime, and plan cleaner routes for the runs, walks and cycles.



HIMALAYA

Our Himalayan Rock Salt comes not far from the birthplace of our brand: Everest. Our efforts in Nepal are our longest standing, where we work with the Sagarmatha Pollution Control Committee to fund the building, and maintenance of bins which are helping to make the once rampant litter pollution in the Himalaya a thing of the past.



BRAZIL

We source our Guarana from Brazil, so we contribute to the Ceara Renewable Energy Project there. This "Gold Standard" project tackles illegal logging, alleviating deforestation and GHG emissions, and improving the livelihoods of local communities.



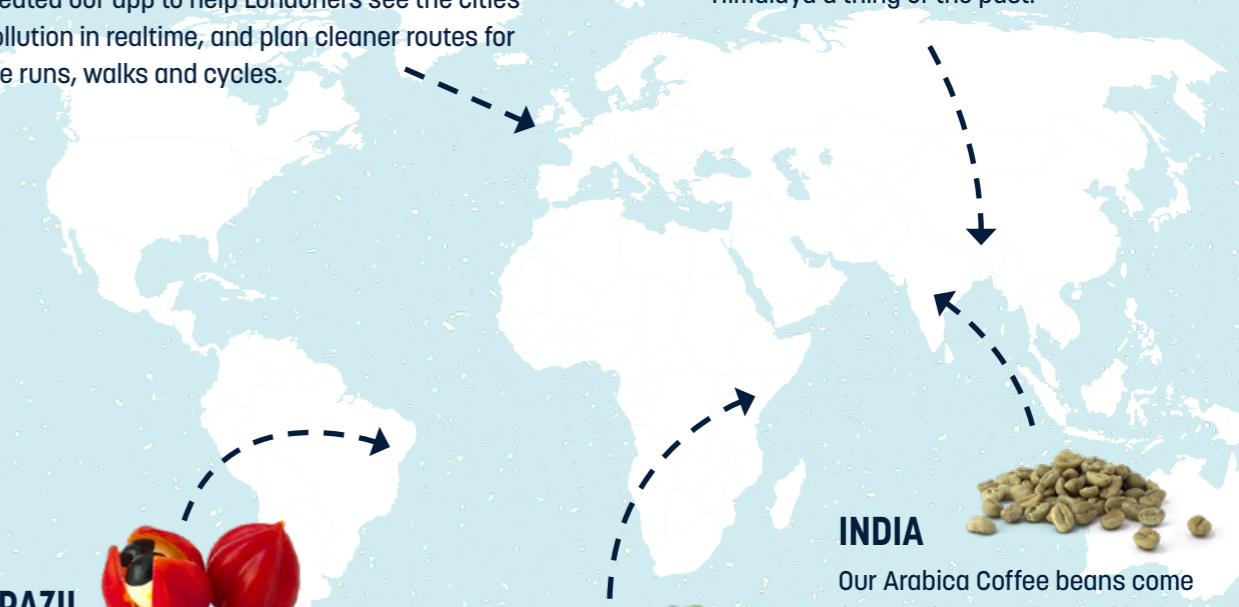
KENYA

Our Green Tea is from The Rift Valley in Kenya, where we also support a "Gold Standard" Biogas Programme providing households with livestock to reduce their dependence on polluting firewood.



INDIA

Our Arabica Coffee beans come from India. In Andhra Pradesh, we're funding a "Gold Standard" wind farm project to accelerate the countries' shift away from coal powered plants and from power stations which contaminate the local water sources. This new plant also creates new jobs in the community.



WE AREN'T DOING THIS ALONE OUR PARTNERS:

Ecologi ARE OUR OFFICIAL OFFSETTING PARTNER.

They plant trees & fund the world's best climate crisis solutions. Not only that, but they've helped us to become a climate positive workforce and are now helping us help our TENZING community to offset their carbon footprint too.



Planet Mark is a sustainability certification which recognises continuous improvements, encourages action, and builds an empowered community of like-minded individuals. We're so proud to be part of the Planet Mark family.

Imperial College London

We have been working with the Environmental Research Group at Imperial Since 2019. Working closely with Andrew Grieve, we developed the Clean Air Tracker.

SO, WHAT'S NEXT FOR TENZING?

We're a small business that is growing rapidly, and doing so sustainably is our top priority. This manifesto has been the christening of our philosophy, and from this point onwards, we will be constantly monitoring ourselves with our certification partners and setting our goals for the year ahead in more of these reports.

MOVING TO A NET ZERO OFFICE, AND LOW CARBON REMOTE WORKING

Well, we're not sure about you, but we haven't spent much time in the office over the last year... in fact, we decided to get rid of it altogether until this storm blows over. However, what this breakup has done is given us time to reflect on what it is we actually want from TENZING Basecamp; a green workplace that meets our net zero office goal, including the use of 100% renewable electricity and biogas. We also recognise that home-working will continue, so how can we look to encourage low-carbon remote-working for our employees? We'll now be surveying our employees quarterly to assess their energy and gas usage at home and educate our team on low-carbon remote working with help from our partner The Planet Mark. For now, we're offsetting our home-working emissions to make each of the team carbon neutral.

REDUCE BUSINESS TRAVEL EMISSIONS

Normality is on the horizon, and with it, comes travelling. We'll be implementing a TENZING Travel Calculator which will give our team an emission score for each business trip, with comparisons between transport types (including our very own electric TENZING car), to help us choose the greenest route.

CARBON FOOTPRINT LABELLING

We've always been transparent about what makes our pure plant power, but we think it's time that we were transparent about our climate impact too. What we know so far, we've shared in this report, but it's not been an easy process finding out the numbers. With help from Carbon Cloud, we'll have an accurate footprint for our products in no time - everything from farm to fridge. If we can lead the way in making climate labelling the norm, then maybe this could have a meaningful impact on our dietary choices and make a real difference to the emissions produced in the food & beverage industry. Now, they won't appear on our cans straightaway, but at some point this year, when you walk past the energy drinks fridge, you'll see a shiny climate number jumping out at you

PLANT OVER 8000 TREES

Together with Ecologi, we're aiming to plant thousands of trees both in the UK and abroad. Sadly, ecologists are understanding the true cost of what life is like without trees, and it's a pretty grim reality. Reforestation is a major natural climate solution and one way to plan carbon reductions in the future and limiting the effect of climate change.

Knowing that TENZING plant trees and fund the world's best climate crisis solutions to make me carbon neutral is the best perk you could ask for!



TAKE ACTION

DRINK

TENZING®



NATURAL ENERGY
PURELY FROM PLANTS

Original Recipe