



B Corp Impact Report 2022



 **Carbon neutral**
Product
ClimatePartner.com/19487-2210-1001



Introduction

When we launched Sapling in 2018, our goal was to develop a brand that lead the drinks industry in sustainability whilst giving something tangible and impactful back to our environment. Since launching, our operations and products have been subjected to never-ending amendments in search of CO2 savings, waste reductions, and messaging tweaks to reflect them. The acquisition of more granular environmental data, such as product CO2 accounting, has highlighted 'hotspots' that have made our reductions more focused and impactful.

While we have made significant progress with low carbon packaging solutions, regenerative farming techniques, and numerous tree planting projects, one of our core promises is not to rest on our laurels. It is in our DNA to continuously question our processes and strive to do better.



Our B Corp journey has allowed us to do exactly this - to examine all aspects of our business and identify areas where we can improve or haven't had the resources to focus. It has helped us develop a more holistic approach to social and environmental issues and widen our aims and ambitions, all of which will be outlined in this report.

Having officially obtained our B Corp accreditation in January 2022, this annual report is the first of its kind and intends to provide a comprehensive analysis of our goals, achievements, and shortcomings during 2022.

In short, we are incredibly proud of our products and the environmental impact that they offer. In order to improve, it is essential to acknowledge the challenges we have faced. Only then can we continue to develop as a purpose driven company and help others to do the same.

Ed Faulkner
Co-Founder and Head of
Sustainability



Climate positive British spirits.

Sapling exists for three reasons; to lead the way with sustainability in the drinks industry, tackle climate change, and make world class spirits.

We focus on **reforestation, regenerative farming, waste reduction** and **eco packaging**. Climate positive and delicious? Cheers.

110K

TREES PLANTED

111.7

B CORP SCORE

74K

BOTTLES SAVED
THROUGH OUR REFILLS

100%

COMMITTED TO
A BETTER FUTURE

Sapling as a B Corp



We began our B Corp journey in 2020, during the Covid-19 pandemic. It gave us important time to look inwards at our own processes and focus on the impact assessment.

Although we were confident that we were already strong on our environmental credentials, the impact assessment shone a light on other areas which we worked hard to develop. After a year of introspection, tweaking processes and formalising existing ones, we ended up with a score of 111.7.

GOVERNANCE - 16.4

WORKERS - 24.3

COMMUNITY - 45.1

ENVIRONMENT - 23.5

CUSTOMERS - 2.2

**SCORE:
111.7**

While we are proud of our score, it is essential that we continue to use the impact assessment to identify areas we can improve and act on them.



Environment: 2022 overview

23.5

2022 SCORE



2.24KG
CO2

-25%

1.68 KG
CO2



ECO-BOX	43.6%
RAW MATERIALS	38.8%
STORAGE + DISTRIBUTION	5.8%
PACKAGING	6.3%
GENERAL PRODUCTION	5.1%
END OF LIFE	0.4%
NATURE BASED OFFSETS	-100%

Environmental protection is at the core of everything we do and every decision we make. As we grow our credentials are constantly improving. To ensure this, our operations team now has KPIs that are centred around CO2 and waste reductions.

In 2022 we focused on tighter carbon accounting, rolling out our refill scheme, and formalising our credentials through certification.

2022 ACHIEVEMENTS

1. In 2021 we used industry standard data to account for our carbon footprint. Over the past year we worked with consultants from ClimatePartner to achieve granular, Sapling specific carbon foot-printing data. It is a huge step towards more targeted reductions and the highest level of environmental transparency
2. We now supply 85% of our spirits in our refill scheme, which reduces the carbon footprint of our products by 25%
3. In 2022, over 98% of our products sold were certified carbon neutral by a third party
4. We moved to a carbon neutral delivery service that uses bicycles for London deliveries
5. We ran multiple tree planting projects which brought hundreds of people out into nature, while providing educational opportunities on both tree planting and regenerative farming
6. We planted the UK's first hotel forest garden

KNOWING OUR FOOTPRINT

We adhere to the highest levels of carbon accounting through ClimatePartner.



Carbon neutral

Product

ClimatePartner.com/19487-2210-1001

Environment: 2023 plan

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TARGET
SCORE



WHERE CAN WE IMPROVE?

Our granular carbon accounting, refillable packaging, tree planting projects, and local supply chain, all give us strong environmental credentials. One area in which we can improve is the use of renewable energy in both our shared office space and 3rd party production facilities. The wheels are already in motion!

What's more, distillation uses huge amounts of water, and until now we have been slow to track or set reduction targets. This is a big part of our plans for 2023.

2023 GOALS

1. Reduce the carbon footprint of our products by a further 10%
2. Move to a 100% renewable production facility
3. Monitor and drastically reduce water wastage
4. Work with a third party to produce a full lifecycle analysis (LCA) of our products that includes more than just CO2 accounting
5. Launch our 'Regenerative Range', a vodka and a gin both made using 100% regenerative wheat, our direct to consumer refill pouches, and wonky fruit range



2023 new launches



Removing glass from the supply chain reduces our footprint by 25%. Since launch, our refill scheme has been almost exclusively trade focused. We plan to roll it out to individual consumers starting in February 2023



Our regenerative range will be our most eco yet. Distilled from 100% regenerative wheat and produced in a distillery that uses 100% renewable energy, the liquid itself will be zero carbon

ZERO CARBON LIQUID

4.5M

Tonnes of fruit are wasted in the UK each year. Our wonky fruit vodka will confront this head-on

175G

Raspberries saved per bottle



help us plant.
1,000,000
trees by 2027.

we donate.
5% or more
of revenue to reforestation.





“We’re so proud to create the UK’s very first hotel forest garden, in collaboration with Sapling Spirits. They’re a brilliant brand who share our sustainability ethos and have helped to create an edible landscape for our chefs and mixologists to pick from.” - **Ollie Hunter, Head Chef, Raithwaite Hotel**



“We absolutely love Sapling, particularly around the bag in box... to reuse the bottles, especially since they are so beautiful, is the way to go.” - **Jane, The Ideal Collection**

Workers: 2022 overview

24.3

2022 SCORE



The team at Sapling are essential to its success. We have adopted a flexible framework in which employees can work from home as little or as much as they like, an open holiday policy as long as personal targets are met, and are empowered to be independent and creative within their roles.

2022 ACHIEVEMENTS

1. We raised our wage for hourly workers so that the lowest paid workers earn 26% above minimum wage
2. 100% of full time employees now have ownership options in the company
3. Employees were encouraged to embark on external trainings at the expense of the company
4. Moved to an office space that offers perks such as free mindfulness classes
5. Employees had the opportunity to spend at least 3 days of volunteering on environmental projects

DON'T TAKE IT FROM US!

“Here we really want to push the boundaries of what is possible in sustainable spirits. We are constantly challenging the industry and ourselves to do better and work towards a more sustainable future. This helps great innovation and means no two days are the same, one day I could be reducing transport emissions and the next arranging to distil a spirit using energy from mushrooms and after that some tree planting. It keeps me on my toes and makes me believe Sapling is here to do good in the world.” - **Ned Neville-Rolfe, Head of Operations**

Workers: 2023 plan

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**TARGET
SCORE**



WHERE CAN WE IMPROVE?

As we grow as a company we want to offer workers more to improve job fulfilment and provide more input into all aspects of the company.

In 2023, employees will also have the opportunity to input into where our company donations go, and in doing so support causes personal to them.

We also want to increase perks with further flexible working schemes and private healthcare.

2023 GOALS

1. Implement a private health care policy for all full time employees
 2. Offer opportunities for employees to input on the direction of our company donations
 3. Implement a working abroad scheme in which employees can spend 2 weeks working remotely
-





“Being part of Sapling has given me a clearer career path into creative brand management which I’m excited to explore. Being a start-up it's given me the opportunity to take on multiple different roles and deal with the responsibility of many creative aspects of the business. I work closely with all of the team (especially the co-founders) which is a great opportunity to learn what they know and develop my knowledge of sustainability in the drinks industry. They have a relaxed and supportive leadership style which means that I feel comfortable asking for help and to work closely on projects together. There’s a great work culture at Sapling where work / life balance is respected and it’s inspiring being part of a company with an important and fun cause.” - **Marina Lawrence, Brand and Community Manager**

Community: 2022 overview

45.1

2022 SCORE



From our first bottle sold we have committed to investing in communities through creating new green spaces, involving communities with our projects, and gearing our donations towards social, as well as environmental, causes.

2022 ACHIEVEMENTS

1. We organised 3 volunteer tree planting days with community and stakeholder engagement.
2. Continued our close work with Trees for Cities, a London based urban greening charity that focuses on providing green spaces in under funded communities
3. Planted 20,000+ trees with the High Atlas Foundation, a charity in Morocco who's mission is to further '**sustainable development** & supporting Moroccan communities to take action in **implementing human development initiatives.**'
4. Started banking with a certified B Corp.



Community: 2023 plan

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TARGET
SCORE



WHERE CAN WE IMPROVE?

While Sapling has contributed significant amounts of time and finances into community tree planting initiatives, it has done little to influence policy that positively effects our communities and environment.

In 2023 we hope to develop this aspect of our impact through putting our name to more advocacy documents, such as petitions, and dedicating staff time. The focus will be on more recognition for regenerative farming by both the Greenhouse Gas Protocol and Environmental Land Management Schemes (ELMS), due to be implemented later this year.

We also plan to create a more rigid screening process for our significant suppliers, to make sure that they meet our high standards of environmental and social sustainability.

2023 GOALS

1. Engage with policy decisions that further incentivise a) sustainable farming, and b) business investments in community and environmental projects
 2. Participate in more open panel discussions on community and environmental issues
 3. Create a rigid framework for screening our major suppliers
 4. Create an official Code of Conduct for our suppliers to help push them in the right direction
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Customers: 2022 overview

2.2

2022 SCORE



A big part of our customer focus has been linked with the societal benefits that our tree planting projects offer.

In 2022, we moved towards incorporating customer feedback into product taste and design. This has the dual benefit of allowing customers to be part of our journey while ensuring the products are already a success with existing customers.

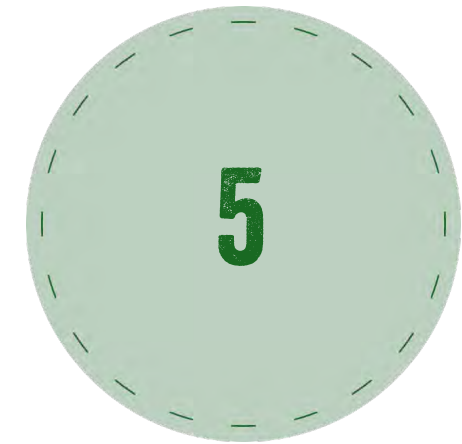
2022 ACHIEVEMENTS

1. We organised educational events for our trade customers to learn about tree planting and more broad environmental topics
2. We developed a direct to consumer refill scheme which increases positive outcomes for customers who want to reduce glass waste or costs
3. We created a public review process for individual customers so that the public can see what others have said
4. We created a formal process of incorporating customer feedback into the development and launch of new products, specifically our wonky fruit vodkas launching later in the year
5. We developed a formal and publicly available data protection policy that can be accessed through our website



400+ 5 star reviews across multiple platforms

Customers: 2023 plan



TARGET SCORE



WHERE CAN WE IMPROVE?

In 2023 we want to include both trade and individual customers even more into our decision making process. We aim to take on board input from bars, restaurants, hotels, wholesalers, and individuals, on new product development, and what kind of environmental projects they want to see us embark on.

Until now, our tree planting events have had a trade focus. In 2023, we want to broaden our events so that they incorporate individual customers into our tree planting and educational activities.

2023 GOALS

1. Continue to involve customers in as many ways as possible in our decision making process
 2. Survey our customers to understand where they want our funds diverted to have the maximum impact to them
 3. Put on a dedicated consumer event that focuses on education around tree planting, waste reduction, sustainable packaging, and regenerative farming
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“I first got introduced to Sapling Spirits a year ago. I initially fell in love with the companies connection to nature, their ambition to lead on sustainability in spirits and the transparency they show for their impact. I then tried the liquid and was blown away by the subtle flavours that make Sapling stand out from the rest.” - **Jason Atherton - Michelin Star Chef and Restaurateur**



“Fast and efficient service. Personalised bottled looks amazing and my son was so happy with this. He rates this as the best vodka he has ever had as it tastes so smooth. The bottle was so well wrapped and arrived in time for Christmas. Will definitely be buying this vodka again.” - **Sam P. Happy Sapling Customer No.1**



“Impressive all round. Website really easy to use, prompt communication and delivery. The gin itself is very good, really fresh, smooth to drink - the new go-to for G&Ts.” - **Ed R. Happy Sapling Customer No.2**

Governance: 2022 overview

16.4

2022 SCORE



The majority of our points for Governance comes from our Mission Lock (10) which means that our commitments to environmental and social sustainability are preserved by incorporation into our company documents.

In 2022, we took further steps to ensure our environmental missions is preserved by introducing stringent company and individual targets for environmental protection.

We also made a pledge to increase our transparency and make our finances more publicly available.

2022 ACHIEVEMENTS

1. We have implemented operational Key Performance Indicators (KPIs) that track reductions in CO2, packaging, and waste. This has proven a huge success. Since implementation, our operations team has implemented a carbon neutral direct to consumer delivery service and taken huge steps towards drastically reducing both the carbon footprint of our production and our water use
2. We also made the pledge to improve our financial transparency and move our finances to being made public. They will be reported annually in our impact report
3. We got all of our environmental credentials validated by a third party and made public

2022 FINANCES

We have a commitment to the highest levels of financial transparency.

2022 Revenue

1,291K

2022 EBITDA

-269K

Governance: 2023 plan

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TARGET SCORE



WHERE CAN WE IMPROVE?

There are two key ways in which we can improve our impact through Governance. Firstly, to increase stakeholder engagement in both the drinks industry and with our tree planting projects.

Secondly, the focus of our impact reporting has been largely surrounding the carbon footprint of our projects. In 2023, we will look to incorporate a full LCA which includes water use, raw material extraction, and energy usage.

2023 GOALS

1. Increase stakeholder engagement through surveying a) our trade customers, b) end consumers, and c) the communities surrounding our tree planting projects.
2. Improve the depth of our impact reporting through working with a third party to produce a full LCA of our products that include more than just CO2 accounting.
3. Continue to work towards more transparent financial accounting



Final word

Thanks for reading. If you have got this far, well done. You are one of the people that really cares. Like, REALLY cares. Often, social and environmental impact is glossed over and reduced to headline or bitesize snippets. It is public and in-depth reports like these that are so important to show customers exactly what companies are doing, but also to hold them to account. To make sure that pledges are kept and that companies have to answer for their shortcomings.

Thanks also for being part of the movement. Without you, we wouldn't be able to exist in the way that we do. We wouldn't be able to dedicate the time and effort to ensuring we reach the highest standards possible. We are eternally grateful.

Finally, thanks for coming on our journey with us. If you ever need any more information, or want to get more involved, we are all ears.

Yours,
The Sapling Team



