



teapigs.

impact report 2022

contents

An overview of what you can expect...

one

introduction

two

who are you?

our timeline

three

being a B Corp

four

sourcing the good stuff

our carbon footprint

five

our future goals

six

what can you do?

seven

our ethical scheme

eight

a teapigs story

how fundraising helps

nine

community

ten

team teapigs

eleven

thank you

appendix



three

Our B Corp award

seven

Our work with The Point Foundation



nine

Our team at our pop up shop in London

introduction



Hello, and welcome to our first ever impact report!

In 2022 we turned 16 years old - in the tea world that makes us not quite a grown up, but no longer a big kid on the block. So, it's time for a bit of reflection - taking a look at what we've been up to, and where we'd like to be in a few years time. Pop the kettle on and let's get cracking!

First up, a quick look at our business to date:



Let's talk B Corp. Essentially, B Corp is an organisation that gives companies a full ethical audit and scores them on their impact. It's been a great place to start - and given us some structure and framework to continue constantly improving.

We'll take you through our journey... and focus on 4 key areas.

- 1. Being a B Corp**
- 2. Sourcing and our carbon footprint**
- 3. Our Ethical Scheme**
- 4. Team teapigs**

Now, we don't want to make this thing hundreds of pages long. Instead, where there's more information available for you to read online, we'll point you to it throughout the report.

A quick note on our reporting periods:

By nature, reporting periods are for time that has past. Our B Corp assessment took place in 2019.

Our Carbon Impact report was created in 2021, meaning it's assessing the impact of 2020. Just in case you've forgotten, 2020 wasn't exactly a 'typical' year for businesses - us included. So, throughout this report we'll be highlighting where we think allowances might need to be made for the unusual year that it was.

who are you?

teapigs today

You'll find teapigs in lovely cafes and delis, food halls and grocers, hotels and restaurants up and down the country... and in over 57 countries too!

Our teas have won over 150 Great Taste Awards, we've been voted best brand 7 times by independent retailers and we have a team of over 40 brilliant teapigs.

TEA -v- COFFEE

IN THE UK, WE DRINK OVER 100 MILLION CUPS OF TEA PER DAY

* (vs 98 million cups of coffee)

No matter how many times we read that stat, it always impresses us. We really do think if we're going to drink that much tea, it should be the good stuff.

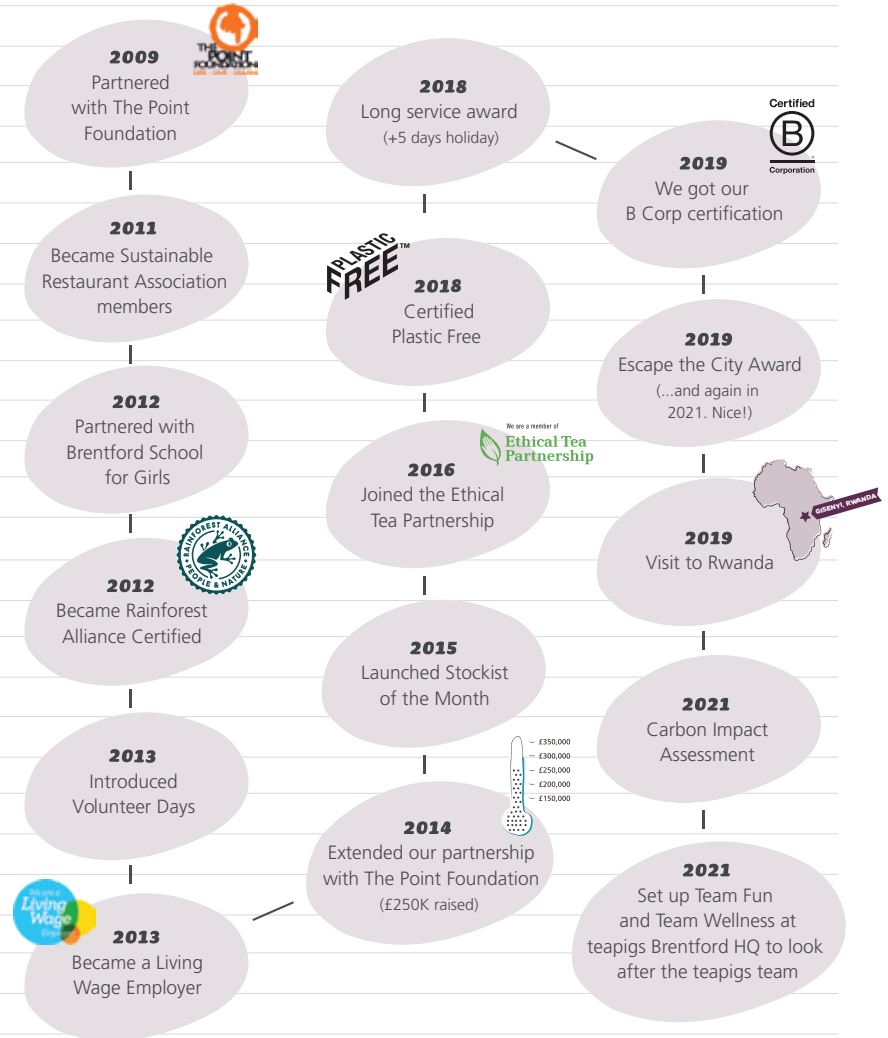
Getting the good stuff means making sure you're working with good people.

That's why, as well as B Corp, we're proud to work alongside the Ethical Tea Partnership, Rainforest Alliance, and the Sustainable Restaurant Association.

*It's worth noting that this doesn't include herbal tea - so we reckon tea is still winning this one!

our timeline

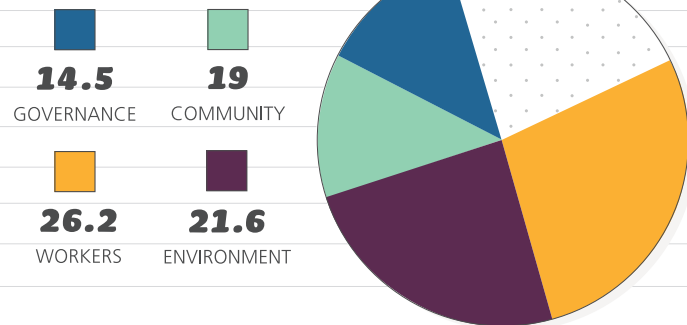
Time for a little time warp. Here's a quick timeline of some of the things we've achieved that we're super proud of.



Being a B Corp

In case you can't tell, we're incredibly chuffed to be a certified B Corp!

In 2019, we joined a wonderful global community committed to using business as a force for good.



B Corp is about purpose, and the overall positive impact of a company. Rather than focusing on a product, B Corp analyse a company's impact on its workers, customers, community, and environment.

To become B Corp certified, companies are assessed and audited (...and then audited some more), and have to meet the highest standards of social and environmental performance, accountability, and transparency.

What we learnt from our assessment / what we're working on now.

We're happy with our score, but there's certainly lots of room for improvement. We're currently going through our first recertification so watch this space - we'd love to hit triple figures.

We're especially proud of our score as a **'Mission Locked'** company - meaning our core business model is designed to create a specific positive outcome for the world.

Some of our biggest learnings were about what we don't know, so we chose to focus on the following:

Carbon assessment - which you can read about overleaf.

Education & terminology - around our product & packaging choices and making this a key pillar of our communication.

Setting goals - with our Ethical Scheme partners to make sure we're supporting them in the best way.

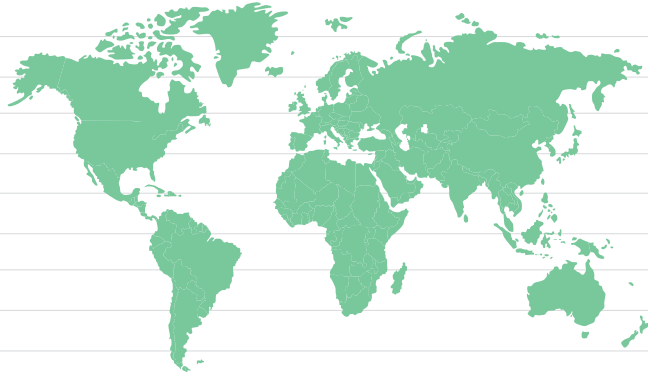
Getting our sister company in the US certified - (which we've done!) and encouraging more of our supply chain to do the same.

In the future, we also want to work on:

Certification in our supply chain - getting more of our blends organic and/or Rainforest Alliance Certified.

Refreshing our recruitment and HR processes - this has been on hold whilst we move into our new office, but we want to keep assessing and improving here.

sourcing the good stuff



Tea is grown and shipped all over the world so we know we have the potential to have a BIG Impact.

Back in 2021, we had our carbon impact assessed by fellow B Corp, C-Level. The results are surprising and – we think – really important.

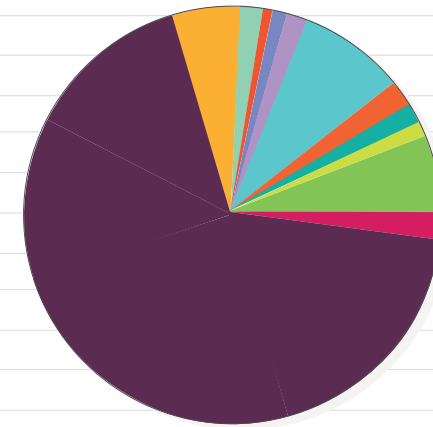
Now, the biggest impact our business has on the world might surprise you. It's not the gathering of tea leaves from all around the world, or the process of packaging it, or either shipping it to your door. It's what's known as 'Downstream Scope 3' - or more simply, how a product is used when it actually gets to you, the consumer.

So the true culprit? Your kettle - and the milk you add in. Yep, really. Kettles are one of the most energy sapping devices in your home (or office, or campervan, or really wherever else you might make a brew).

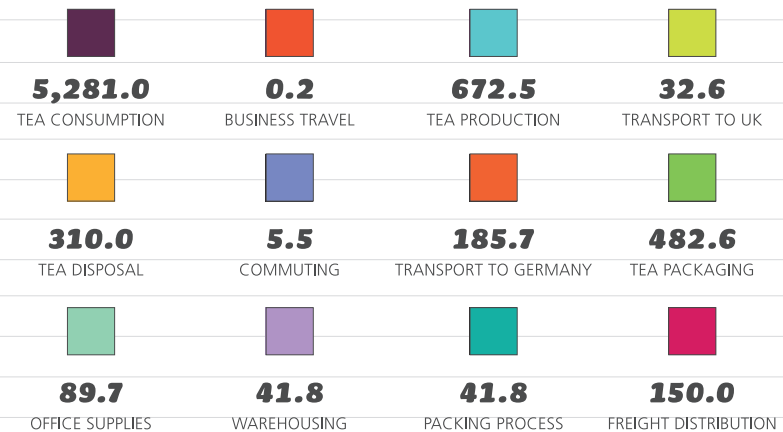
Not all businesses include this part in their reporting, especially food & drink businesses, because you can't 100% know how a product will be used. Given it's such a big chunk of our footprint, we think it's important to take it into account when we think about how we respond to our results.

our carbon footprint

Our carbon footprint in 2020



8023
TONNES CO2



our future goals

Our goal is to get this reassessed at least once every 3 years to see how we're tracking, so the next milestone will be 2024.

The numbers around consumption are always going to include a bit of guesswork - and that's where we need your help. We'll be taking on a broader survey of our customers to better understand their tea-making habits better, and to make sure our reporting is as accurate as possible.

In the meantime, we will be off-setting our scope 1 & 2 carbon emissions by the end of this financial year.

Our future goal is to become carbon neutral and offset all of our emissions.

The Big Three we're working on:

(everything's better in 3s)

1. Carbon reduction

Business operations - sourcing, packaging and shipping our tea.

2. Information & communication

Starting with how to dispose of our packaging and tips to reduce the impact of a brew.

3. Carbon responsibility & carbon removal

This means formalising our commitment to offsetting, as well as looking at where we can cut down or eliminate carbon use, for example if we have to fly somewhere, could we automatically offset that, or could we offer different terms for train travel.

Before we get there, this year we need to make sure we're:

1. Doing a full audit

Of all of the packaging in our supply chain.

2. Assessing the impact

Of our move to our new Greenford office.

3. Making sure we're communicating

Fully with our customers about sourcing, using and disposing of our products, starting right here.

4. Off-setting our carbon so far

Our report looked at data from 2019/20 and we have grown a fair bit since then, we've made an assumption that our emissions will have grown around 12% in that time.

what you can do?

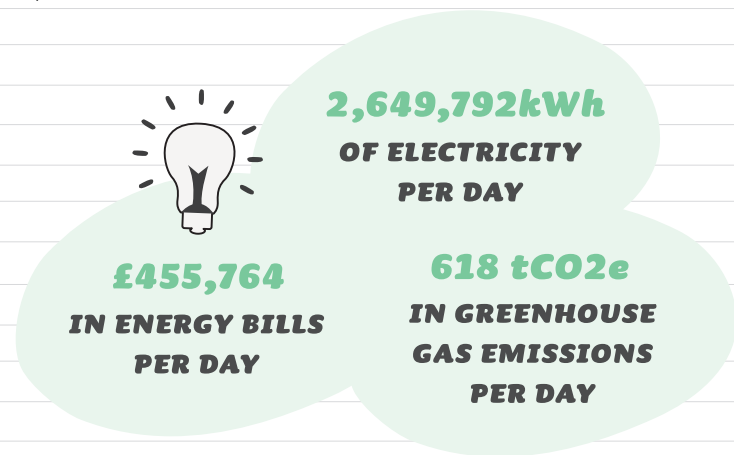
Let's talk boiling the kettle...



They say a watched kettle never boils, but it's time we showed it a little more attention for the greater good.

Only boil what you need, when you need it - while the temptation to fill it to the brim might be strong to save you time later, it's better for the planet (and for your bills too!).

If all cuppas in the UK were by made boiling only the amount of water needed, it would save:



That's the equivalent of:

- All the electricity 112 average homes need for a year
- Emissions from 134 passenger cars over a year
- 1,553,156 car miles a year

*www.tea.co.uk/news/article/join-the-smart-boil-campaign-and-help-save-the-planet

Milk consumption



Despite the rise in dairy-free drinks, a lot of people still choose cow's milk in tea – we get it, it tastes good.

If you want to experiment, we love oat milk which emits on average 70% less carbon than dairy.

If that doesn't work for you, why not give one of these ideas a go...

Better tea = less milk - follow our brew guides and just add a splash of milk for the perfect cuppa - teapigs.co.uk/blogs

Use local milk delivery services - think about your supply chain.

Do the 'sniff test' - milk is one of our most wasted household items due to fear of use-by dates. Morrisons are pioneering a switch to best-before, and more retailers are set to follow. Keep your fridge at guideline temperatures and sniff your milk before you automatically chuck it away.

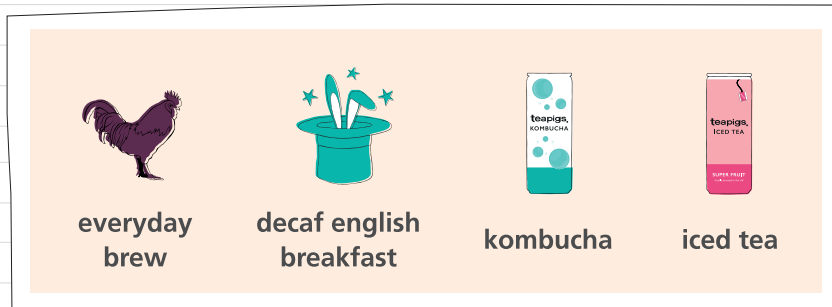
If it has gone off - 'back in the day' people used curdled milk in baking and sauces – we haven't vetted this one yet, but the option is there!

We're working on bringing you lots more tips and tricks - keep an eye on the teapigs blog!

our ethical scheme

Speaking of sourcing, it doesn't get much better than Rwandan black tea.

Our signature **everyday brew** blend contains loads of Rwandan black tea, because of its nice and punchy flavour. You'll find Rwandan tea in:



One of our partner tea estates, Pfunda, is located near Gisenyi. When we first began sourcing our tea from the area we came across the Noel Orphanage - right across the road from the estate. It was home to over 600 children and teenagers, predominantly orphaned by the Rwandan genocide and many had physical disabilities.

It was a very natural thing for us to work with the orphanage, making donations from our pack sales and matching donations made by customers online.

The orphanage was run by a charity called The Point Foundation who we have been in partnership with ever since. In 2014 the orphanage closed, but our work didn't stop. Our ethical scheme evolved, and we continue to do different, amazing work with the children, young people and communities in Rwanda.



We call this our ethical scheme, and it's at the heart of the teapigs business...

Donations are automatically made for every one of our products containing Rwandan tea that's sold - not based on our company profits. It gets paid in a regular monthly sum, with more donated at the end of the year from any other fundraising activities we might do.

This means the money can be used throughout the year as and when it's needed most - and isn't reliant on our performance or gets held up in a bureaucratic sign-off process*.

When there's an extra need or a specific project, we also run fundraising events such as our book drive in April 2021.



tea tasting at teapigs tea school directly helps raise funds for The Point Foundation



*Disclaimer: our finance team are awesome but we're all guilty of forgetting to sign off an invoice, and we definitely didn't want this getting in the way of our donations.

a teapigs story

Gasi's story

Those of you with a keen interest in our ethical scheme might have seen us talk about Gasiwiga (also known as Gasi)

Gasi was a resident of the Noel Orphanage, and we went on to sponsor him through University where he graduated with an 80% mark for his degree in Hotel & Restaurant management!

Gasi has now decided to start up his own tourism business – Inzozu Tours ('Inzozu' is roughly translated to 'dream' or 'dreamer')

The company name has been registered and he has been working on his website & itinerary during the lockdowns.

This is a big step forward – but Rwanda's tourism is now one of its biggest exports and the country is putting massive investment in it, despite the pandemic. Rwanda is a hugely environmentally focused country, and its eco-friendly approach is a great draw for future tourism.

Gasiwiga's tour itineraries will include the Big 5 at Akagera Reserve, Gorillas & Rainforests, Biking on the Congo Nile Trail, Camping around Lake Kivu – as well as coffee and tea plantation visits.



how fundraising helps

We've raised over £600,000

Since we have started working with The Point Foundation, donations from teapigs have:

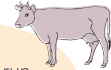
Bought over **5,000** books for school children



Built a boarding house for disabled students



Set up and run an organic farm and **12** cows



Fully funded **25** university students and sponsored **145**



Funded **4** water tanks & refurbished a kitchen

Contributed to **12** teachers wages

Bought materials & tuition for **132** vocational training students



Contributed to **30** beehives



Bought **19** football kits & a leather football



Funded over **40** primary school students



Bought over **100** school desks & chairs



Supported the welfare of **26** disabled youths

community

A big part of the B Corp assessment focuses on how you treat people, both throughout your supply chain and in the office.

In our case, that's team teapigs, our culture & community and what brings the brand to life.

We've spent the last 16 years trying to make it a great place to work; we've tried, we've tested, we've fallen, we've learnt. We always say that the best thing about teapigs is the people and we really mean that.

We do an annual engagement survey and we share the results with the whole team so that they can hold us all accountable to acting on the feedback.

We update the team on the agreed actions monthly in our business update and have champions in the team to help drive things forward.



A bit about life at teapigs:

We support the community at our old HQ in Brentford and the teapigs team have given their time to work with Brentford School For Girls on career and mentor days, Cultivate and Plogging.

That's right. Plogging! It's picking up rubbish and jogging - at the same time. A few teapigs got involved in clearing up the streets of Brentford, and we served iced tea at plogging events.

As well as local volunteering initiatives, we also support the team to take additional volunteering days on top of usual holiday to support local causes or those close to their hearts.



We've had some form of lunchtime fitness running for at least the past ten years. If you've ever visited the office on a Tuesday you will likely have seen a significant number of the team clad in lycra!

team teapigs

Restructure

As the business has grown, we've implemented more formal measures to make sure we're supporting the wellbeing of our team and having a great time doing it.

Some initiatives we've introduced:

'Team fun' and 'Team wellness'

To keep us all on track.



Mental health training for all

Specific mental health training for managers.

Extended leadership forum, insights training

Very valuable coming in and out of lockdowns.

Changed structure of weekly meeting & performance

Hear from more people, news and not just performance.

Reviewed maternity

Introduce new 're-onboarding' structures to support the transition back to work.

Flexible working

Since we've been back in the office we try to get together at least once a week, and encourage individual teams to do the same, but outside of that we offer flexible working weeks. In addition, we have Summer Friday hours and give a bonus 5 days holiday for long service - and then, an extra day for every year after that! We also have a lovely tea allowance.

Living wage



We have been a Living Wage (and London Living wage) employer since 2013.

This includes all full-time employees as well as part-time employees such as brand ambassadors. We are working with many of our suppliers to do the same and this is reviewed as part of both our B-Corp assessment as well as being a CSR requirement of many of the businesses we supply.

Escape the City

Listed us as one of the 100 Best companies to escape to in 2019 and again in 2021.

thank you

Firstly, thanks to you for reading

A **MASSIVE** thank you to all of our customers for making teapigs the business it is today. We're so grateful.

Next, we want to say thank you to every single teapig (by which we mean our team) past, present and future, for making teapigs the business it is today! We've had a really good bunch over the years and lots and lots of laughs. "Once a teapig, always a teapig" - that's what we like to say!

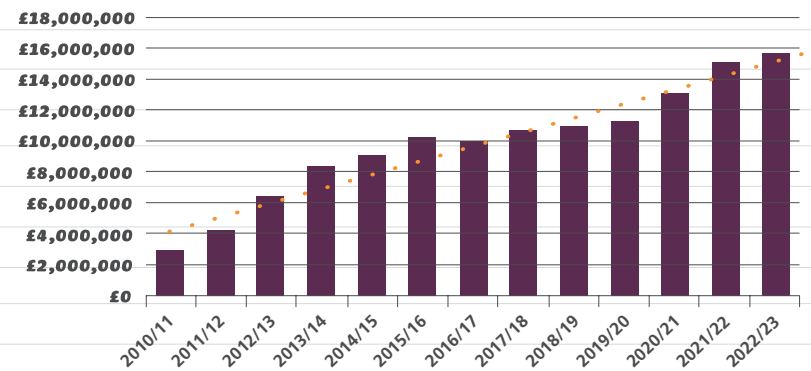
To all our partners - whether you be sourcing, brand, competitions, the guys that helped us make our very first TV ad, or the guys who once gave this predominantly female office a discount on designer menswear... thanks to you all. There are too many of you to list by name, but thanks for taking a chance on working with us.

Finally to every other B Corp brand who has produced an impact report (we reckon we've read almost all of them), we've definitely taken more than a little inspiration from you all, and thank you for challenging us to even higher standards.

For more information, please visit our blog or email us on press@teapigs.co.uk

appendix

teapigs revenue



teapigs donations

