

hive

# Setting the standard for sustainability in grocery.

2021 Inaugural Impact Report





# From Hive, with love: A letter from Scott Morris

SCOTT MORRIS, CO-FOUNDER OF HIVE

Sitting down to write the inaugural sustainability letter for Hive holds a different level of importance for us than for most companies. Being sustainable is our ethos, it's actually why we exist as a company and a team of people. **We believe using business as a force for good is the responsibility of all of us.** Our world needs help, and there's no time to waste.

Hive was founded to improve the way consumers shop and to give sustainability-focused brands a platform to meet those consumers, coming together to form a truly virtuous circle: individual and collective entities connecting with a common goal of **making better choices.**

The idea of a virtuous circle inspired us when we came up with the idea for Hive. It reminded us of a beehive, with each member working towards the greater good of the larger ecosystem. Bees are also an important part of the foundation of our food supply, and Hive was built on the premise of great food that does good.

That mission keeps us going, along with the conviction that big corporations aren't going to save us or solve our problems—it's up to us. **At Hive, we're taking on the responsibility to work for change.** We've tried to consider sustainability in every aspect of our business,

from carefully selecting high-use consumable products to partnering with brands that live our values, as well as considering how we package and ship each box: one box, no plastic, and carbon-neutral shipping.

Nearly everything from Hive can be recycled, and the packaging that can't be contributed to your curbside bin can be returned through our partnership with TerraCycle®, which upcycles waste into new materials like park benches and tables.

**Sustainability is our purpose and our mission.** And we'll be the first to admit we're not perfect. But at Hive, we value progress over perfection. We're committed to getting better, and encouraging our brands and customers to do the same. Making sustainable shopping a mainstream habit is going to take all of us, so we invite you to join the Hive and help us build a healthier planet, **one grocery haul at a time.**

Hive regards,



## PEOPLE OF HIVE

Hive started as a small but mighty team of **5.**

In our first year of business, we've grown our team to **25** people working on **six** collaborative teams, operating across the U.S.



Getting to better,  
one person at a time.



## CO-FOUNDER SPOTLIGHT

# Meet Hive's Leadership Team



## Katie Tyson-Higdon

*Co-founder & Chief Commercial Officer*

"We've already helped make over 500,000 grocery swaps, and we're excited to help more people create their most sustainable (and delicious) lives."



## Thomas Ellis

*Co-Founder & Chief Executive Officer*

"Hive is the opportunity of a lifetime, and I couldn't be more proud of our team and their passion to help make the world a better place, one snack at a time."



## Steve Annese

*Co-Founder & Chief Operating Officer*

"We're excited about increasing our number of distribution centers to not only shorten delivery times but, more importantly, minimize our carbon footprint."



# What if retail...was better?

## WHY THE WORLD NEEDS HIVE

It's no secret that consumerism has taken a turn for the worse. From the lack of transparency throughout the global supply chain to the amount of plastic waste in retail and food systems, there's a lot that needs fixing. But doing the work to mend broken systems is going to take all of us. And it can start with a single sustainable purchase.

## IMAGINING A DIFFERENT WAY



If everyone cut out single-use plastics, using only recyclable and reusable options, it would eliminate **40%** of the plastic produced globally every year.



By utilizing Fair Trade, looking at geographic regions, and developing direct relationships with co-ops, companies could save the **1.56 million** children exploited for labor in the cocoa industry each year.



Global energy-related carbon dioxide emissions rose by 6% in 2021 to 36.3 billion tonnes. If companies sourced from FSC-certified forests, then our forests would have, on average, **30%** more carbon sequestered.



If the e-commerce industry reduced its plastic packaging use by 50%, the industry could cut more than **1 billion pounds** of plastic production.

## ENTER HIVE

Hive saw an opportunity to use retail for good, and shift broken, consumptive practices into regenerative and transparent ones, **building sustainable and empowering livelihoods** for all parties in the value chain.

At Hive, we strive to break the mold and do business better. Here's how we're making that happen:



## Better Brands & Products

We utilize high vetting standards and proprietary certifications while continually improving our sustainability knowledge and building growth tools and resources for our brand partners.

## Better Business Practices

We establish transparency through our in-progress B Corp certification, enacting low-impact operations in our warehouse and through our packaging materials, and eliminating food waste through donations to food banks.



## Better Consumers

We provide a pathway to sustainable living and positive buying habits while giving customers access to educational content, zero-waste practices, and recycling programs like TerraCycle®.

## INTERNATIONAL ALIGNMENT

# United Nations Sustainable Development Goals

As a key player in the food system, we have a responsibility beyond our four (virtual) walls to be an active player in movements to improve people and the planet.

Following the United Nations Secretary-General's 2021 **Food System Summit**, we joined hundreds of other groups to post our commitment to accelerate progress towards the 2030 Agenda for Sustainable Development.

We've aligned our efforts against key **Sustainable Development Goals** in an effort to collectively tackle the objectives of the food systems summit:

- **Boosting** Nature-Based Solutions of Production
- **Building** Resilience to Vulnerabilities, Shocks, and Stresses
- **Advancing** Equitable Livelihoods, Decent Work, & Empowered Communities



# Our 2021 Impact Stats

## Our Environmental Efforts

**1,731 products**

are verified for fair or direct trade practices and sustainable agriculture



**7,012 tree seedlings**

grown for 10 years: the equivalent carbon sequestration by our offset programs in 2021

**98% of packaging**

from our products is able to be diverted from landfills by being curbside recyclable, compostable, or TerraCycle-able

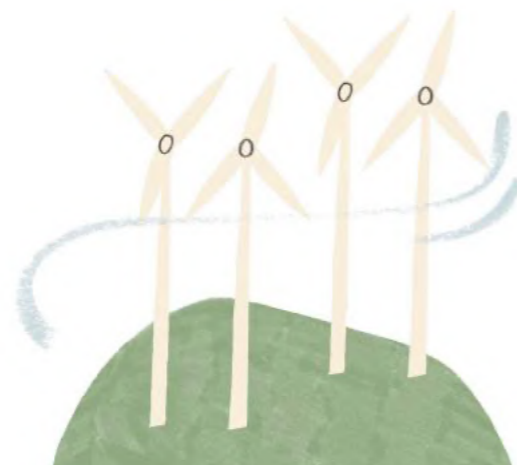
## Shipping and Offsetting Practices

**100% recyclable**

shipping materials. We use non-toxic, water-based ink on our boxes, which are made in part from recycled materials

**254,960 lbs of carbon**

have been offset to date, comprised of all of the carbon we've used for our operations. **100% of our shipments are carbon neutral.**



## Our Brand Partners' Commitment to Social Good

Our partners give back beyond their operations. Here are the causes that they support:



- 49** Education
- 70** Community & Economic Development
- 59** Health & Disease
- 41** Human & Animal Rights
- 85** Poverty & Hunger
- 114** Environment

## OUR STANDARDS

# Breaking Down the Hive Five™



We call our vetting criteria the Hive Five™. Each of our brands is evaluated against these rigorous standards so that we can find the best of the best in each category.

How does this make shopping sustainably easier? Through the Hive Five™, we do the hard work for you, from sourcing to ingredients to taste. Through this we ensure that customers don't have to read every label and research every brand. Our standards are designed so shoppers can trust that every single product on our site has been thoroughly evaluated for overall sustainability at every level.

**Our certification process goes like this:** Each product is first evaluated for ingredient sourcing and packaging recyclability. Then our panel of experts tries the product and gives their "rave-worthy" seal of approval (the only step that's a must-have for every product). Finally, we check to see how the brand is working to lower their carbon footprint and give back to their communities.

We score each product against our own and current industry standards, ending in a weighted score out of five. No product makes it onto our site without scoring at least 3/5. Those "above and beyond" products that hit a full 5/5 are known as our **Hive Goldies** (there are 465 and counting!). After they go on our site, we continually check in with our brand partners to ensure that they are maintaining our standards. If they don't, they're removed from Hive.

### 1 Ingredient Integrity

We highlight forward-thinking environmental practices and flag known risky commodities and sourcing geographies.

### 2 Low Carbon Footprint

We look for brands who are mitigating their carbon footprint and practicing offsetting or using other third-party certifications.

### 3 Rave-worthy

We only carry items that we've tried (and were delighted by) ourselves. We look for products that not only meet rigorous sustainability standards and dietary restrictions, but also taste great and get the job done without compromising on quality or efficacy.

### 4 Recyclable Packaging

We work to get as close to a zero-waste model as we can, with recycled-content and recyclable materials at the forefront, and a plan for doing better when this isn't 100% achievable.

### 5 Commitment to Social Good

Brands on Hive are improving the world by making better products, committing to diversity and inclusion practices, and improving their community at a local and global level, from donations and employee advocacy to creating job opportunities.



# How a can of cold brew is evaluated using the Hive Five™

Every single product we carry goes through our rigorous evaluation process outlined below, so that we can find the best of the best in each category. We focus on going above and beyond current industry standards while looking to the future to guide us. To demonstrate how we choose products, here's how a can of cold brew coffee would travel through the Hive Five™ certification process.

## STEP 1

### Ingredient Integrity

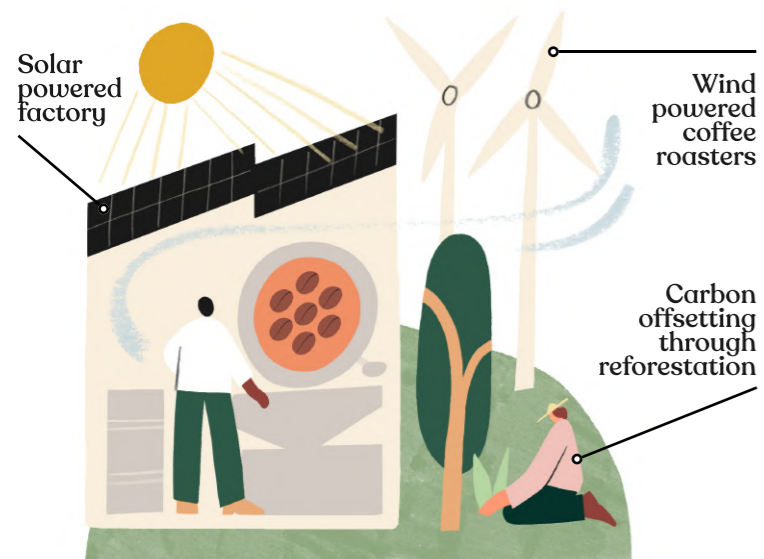
We start the process in Peru, looking at where the coffee beans come from, the quality of the beans, if they're sustainably grown, and how ethical the local harvesting practices are.



## STEP 2

### Low Carbon Footprint

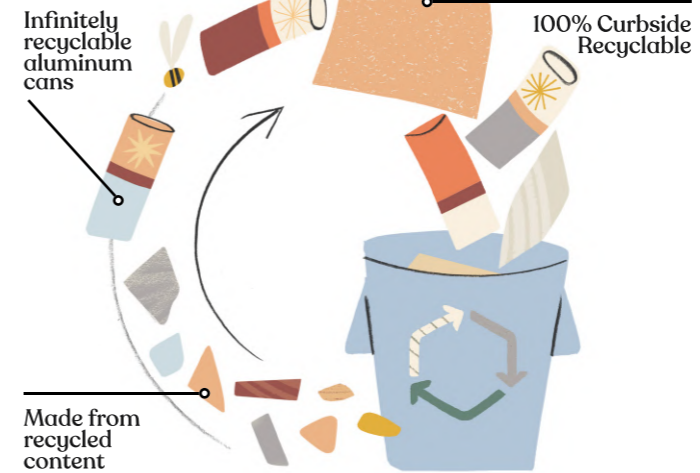
Then we look at how the beans become a can of cold brew coffee, focusing on the distance traveled and the brand's and associated facilities' total carbon output.



## STEP 3

### Rave-worthy

Next, our team tests the final can of cold brew to confirm that we love the product, its ingredients, and any claims it makes.



## STEP 4

### Recyclable Packaging

We then look at the can's entire lifecycle, from how it's created, what materials it's made of, and how or if it should be recycled.

## STEP 5

### Commitment to Social Good

And finally, we look at how the brand is giving back to the world, whether that's aimed at communities in Peru where the coffee is sourced or local advocacy efforts in the USA.



THE HIVE FIVE™

# Ingredient Integrity

## OUR COMMITMENT

**We have extremely rigorous ingredient standards for every product we bring onto our site.**

Hive has strict, uncompromising standards across all categories to ensure that ethical and sustainable claims are substantiated, and we're always improving. We work very closely with each brand partner to find the right tools to build the best possible supply chains, including certifications and third-party auditing.

## OUR 2021 IMPACT

**70 third-party certifications** are represented across our site to attest to environmental, social, and product quality standards.

**1,589 products are from verified sustainable agricultural sources** employing regenerative, biodynamic, organic, and/or non-GMO practices.

**535 products are Fair or Direct Trade** helping to improve supply chain transparency and workers' livelihoods.

## CONSUMER PACKAGED GOODS

**The cost of consumerism in the grocery world is a heavy one.**

That's why when we evaluate ingredient impact, we focus on traceability, safety and livelihoods, and the lowest possible environmental impact. As a consumer packaged goods retailer, we recognize the pivotal role we play in enabling better practices in the supply chain.

**The average non-Hive grocery haul contributes to:**

### Food Waste

30-40% of all food produced (approximately 1.3 billion tonnes) is wasted between when it's harvested and when it gets to the consumer

### Forced & Child Labor

25 million people work under forced labor conditions globally

### Carbon Footprint

Food systems and agriculture are responsible for over 30% of overall greenhouse gas emissions



## BRAND PARTNERS' IMPACT

### Sourcing & Certifications

#### 53 certified B Corps

representing a dedication to high standards of ethical accountability.

#### 100% of all palm oil is either RSPO or Palm Done Right

with the goal of 100% RSPO Identity Preserved palm oil by next year.

#### 100% of animal products come from animals raised with more humane practices

demonstrating a commitment to animal welfare and cruelty-free operations.

#### 898 products made in the USA

helping to keep supply chains short and transparent.

## BRAND PARTNERS' INGREDIENT STANDARDS

### Traceable

We focus on brands that have **direct relationships** with their suppliers.

### Environmentally conscious

We prioritize brands using ingredients produced with **regenerative and sustainable** practices.

### Socially Responsible

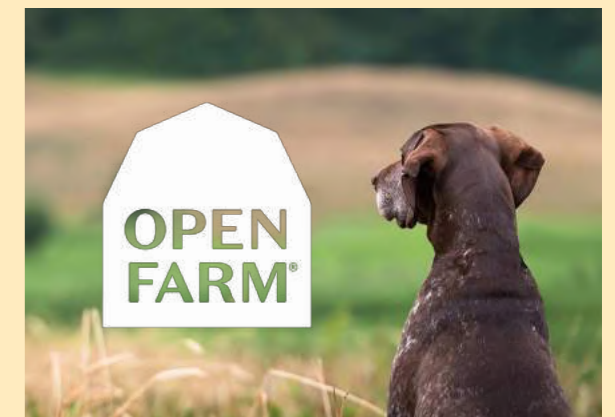
We seek out **fairly traded products** and partner with **B Corp certified** brands.

## BRAND PARTNER SPOTLIGHT

### Open Farm: Delivering total transparency

Open Farm takes ingredient traceability to the next level, giving customers the ability to **scan a Lot Code found on each package** that tells you exactly where everything in your pet's bowl came from.

Turkeys and chickens are raised free of antibiotics and hormones and given full space to express natural behaviors, and all fish are **certified Oceanwise Wild Caught & Sustainably Sourced** to limit bycatch and damage to marine habitats. Each of their products is Certified Humane (raised and handled), and they're part of the Global Animal Partnership, helping to raise the bar for ethical meat products.



## INGREDIENT CHAMPIONS

### Burlap & Barrel

Thoroughly details the origin, processing methods, and sourcing for each of their spices and visits each farm to learn about the economic, social, and environmental implications of their methods.

### Quinn Snacks

Uses a Farm to Bag™ traceability system and seeks out partners who are improving their agricultural practices through their "Be Better. Do Better™." initiative.

### Scout

Sources all seafood from North American partners that meet the highest standards in seafood sustainability, including reduced bycatch and minimal ecosystem impact.



THE HIVE FIVE™

# Low Carbon Footprint

## OUR COMMITMENT

**100% of our shipments are and always will be carbon-neutral.**

We're committed to doing our part to fight climate change. We know carbon offsets aren't a perfect solution, but we're always working towards better, and **our promise is to continue to seek out new ways** to improve each year in partnership with our brands and customers.

## OUR 2021 IMPACT

**254,960 lbs of carbon offset** the equivalent of the carbon sequestered by **502 acres** of U.S. forests in one year.

**100% of shipping materials** sourced (certified responsibly!) from U.S. forests. Our offset projects focus on **domestic forestry**, keeping supply chains short and circular.

## OFFSET PROJECTS WE SUPPORT

### A Nationwide Collaboration

We take an end-to-end approach to our value chain, working on reducing emissions in accordance with the GHG Protocol framework, leveraging tools like carbon offsets for anything unavoidable. Through our partnership with Cloverly, we were able to cultivate a list of specific projects that aligned with our mission and domestic operations.

## HOW IT WORKS

When customers place orders with Hive, we offset the carbon from their purchase in real time through the project that's located closest to them.



## BRAND PARTNERS' COMMITMENTS

As part of the Hive Five™ vetting process, we look for brands who are making environmentally-conscious strides in the carbon space.

This includes renewable energy production, zero-waste manufacturing practices, short and efficient supply chain transportation, and carbon-neutral certifications, to name a few.

**433 products**

HAVE ZERO-WASTE PRACTICES

**15 brands**

USE UPCYCLED INGREDIENTS

**227 products**

OFFSET THEIR CARBON FOOTPRINT

**291 products**

ARE MADE WITH RENEWABLE ENERGY

## ALL ABOUT REGENERATIVE

**30 brands & 141 products we carry utilize regenerative agricultural techniques to improve soil's ability to sequester carbon.**

We look for Regenerative Certified products that are verified for regenerative practices through rigorous certification processes, including:

### Regenerative Organic Certified™ (ROC™)



These products meet the highest standards in the world for soil health, animal welfare, and farmworker fairness.

### Demeter Biodynamic®



The ingredients in these products are grown using biodynamic methods, which view farms as healthy, holistic ecosystems.

### Land to Market™ Ecological Outcome Verified™



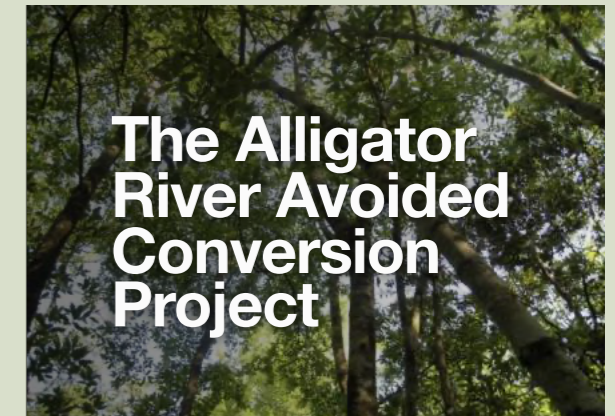
The Savory Institute assesses the farms from which these products originate for biological indicators of healthy ecosystems, like soil health and biodiversity.

## OFFSET PROJECT SPOTLIGHT

### Alligator River Avoided Conversion Project

Rather than converting existing forest and wetland property into farmland for soy and corn, this project generates an **equivalent income stream** so that the land can be maintained as a forest and wildlife habitat under easement.

This prevents **more than 410,000 metric tons** of carbon—in the form of live and dead trees, tree roots, and soil components—from being released into the atmosphere.



## STANDOUT BRAND PARTNER'S CARBON INITIATIVES

### BjornQorn Popcorn

Relies on solar energy to pop their corn. They're currently producing all the energy they use, making their farms energy-independent.

### Renewal Mill Baking Mixes

Makes gluten-free flours upcycled from byproducts of plant-based milk production, reducing ingredient waste so there are fewer landfill emissions.

### All Good Beauty

Certified Climate Neutral and part of the B Corp Climate Action Group. They work with other B Corps to offset and reduce their carbon footprints.

### American Vinegar Works

Sources ingredients as close to their facilities as possible, reducing the total miles their ingredients travel. They also pay extra to source all of their electricity from 100% renewable energy sources.

THE HIVE FIVE™

# Rave-Worthy

## OUR COMMITMENT

**Our team personally tests every product to make sure it's good enough to end up in your home, not a landfill.**

Everything that goes through our vetting process is personally tested by Hive's panel of experts, which means we're cooking, cleaning, bathing, and even wiping with everything that goes onto our site to be sure it's fit for customers.

## OUR 2021 IMPACT

**Over 2,000 products sampled** for taste, quality, and efficacy by our expert panel of testers.

**52% of products tested** met our rave-worthy standards and made it to next step in the evaluation process.

**7,382 five-star product reviews** from satisfied Hive customers for products in every category on our site.

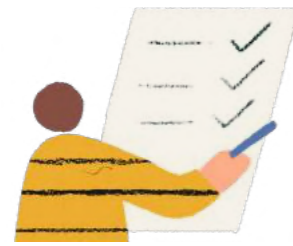
## OUR TESTING PROCESS



### STEP 1

#### Sampling

Our panel (currently consisting of 9 people, 8 dogs, 5 cats, and 3 babies) receive samples on a weekly basis to try out products at home, during their normal routines. We test every single product provided from potential brand partners.



### STEP 2

#### Evaluation

The panel assembles to evaluate the taste, texture, form, function, and any other applicable element of a product's merit, with a lively debate over whether the product is rave-worthy enough to be on our site, reaching consensus through a majority-wins vote.



### STEP 3

#### Sustainability Check

Those deemed rave-worthy graduate to a more thorough sustainability deep dive by our team of experts in packaging, ingredient integrity, growing practices, fair labor practices, recycling, certifications, and GHG emissions, among others.



## 5 STAR PRODUCT REVIEWS

### Pan's Applewood BBQ Mushroom Jerky

"Great texture and flavor. This is coming from someone who eats meat!"

— Allison, Hive customer

### The Real Dill Habanero Horseradish Dill Pickles

"These pickles are perfectly seasoned and have a wonderful "bite" from the horseradish/habanero at the finish."

— Kim, Hive customer

### Big Spoon Roasters Fiji Ginger Almond Butter

"I am so enamored of this nut butter. The crunchy, sweet almond butter juxtaposed with the sweet candied ginger is sublime."

— Mary, Hive customer

### Elmhurst 1925 Unsweetened Milked Almonds

"This is the creamiest, richest, most delicious almond milk I have ever had! Very good!"

— Christine, Hive customer

## 2021 PRESS STANDOUT

"I like to support brands that I believe are doing good and important work whenever I can, and Hive makes that really easy. **They vet the products and producers they carry, not just for quality and taste, but for their social and ecological impact as well.**"

— bon appétit

## BRAND PARTNER SPOTLIGHT

# Tony's Chocolonely: Investing in a better future

Tony's is committed to making the universe of chocolate production **fair and equitable** for all involved, particularly the people working on cocoa farms in West Africa. Their Chocolate Colony is rooted in five sourcing principles: traceable beans, higher prices (they pay a greater premium than the Fair Trade premium), strong farmers, long-term investment, and better quality and productivity on the farms.

In addition to fair practices, they're also **uncompromising in flavor**. From Milk Chocolate Sea Salt to White Raspberry Popping Candy, their bold bars are best in show with our customers, earning five stars across the board.



### Milk Honey Almond Nougat Chocolate

"Tony's is the best chocolate! Their unique flavors make every bite an adventure. This is the creamiest, most delectable milk chocolate you'll ever set your tongue on!"

— Alex, Hive customer



THE HIVE FIVE™

# Recyclable Packaging

## OUR COMMITMENT

**Each Hive box is 100% recyclable.**

From our Sustainable Forestry Initiative-certified boxes to our 100% post-consumer waste recycled void fill (Ranpak Greenline), we ensure every box is curbside recyclable.

When it comes to the products we carry, we prioritize packaging that is curbside recyclable, home compostable, industrially compostable and TerraCycle®-able, in that order.

## OUR PACKAGING

### The Anatomy of a Hive Box

- Hive Box:**  
67% post-consumer recycled content (PCR) + 33% material from Sustainable Forestry Initiative certified forests
- Box Ink:**  
Non-toxic, water + soy-base
- Box Tape:**  
Water-activated adhesive
- Geami paper + paper lining:**  
100% PCR content
- Gripper tape:**  
TerraCycle-able

## OUR 2021 IMPACT

**69,427 pieces of packaging** were recycled through our TerraCycle® program.

**\$2 program buy-in** for TerraCycle®. We subsidize the program to help all of our customers participate.

**83.31 lbs of plastic waste** kept out of the environment and upcycled through TerraCycle®.

THE WEIGHT OF A SINGLE  
CHIP BAG IS ONLY 0.1 LBS  
- THAT ADDS UP!



## BRAND PARTNERS' COMMITMENTS

**1,452 products and 211 brands** use packaging that is curbside recyclable (glass, aluminum & steel, paper, and rigid plastics #1 & #2)

**662 products** have packaging that is plastic-free or has only the minimal plastic needed for food safety

**464 products and 74 brands** have packaging that is made of partially or fully recycled materials

**248 products and 60 brands** have packaging that is home and/or industrially compostable

## OUR WASTE-REDUCTION PARTNERSHIP

### How TerraCycle® transforms plastic grocery waste

When it comes to groceries, plastic is unfortunately a necessary evil. Flexible plastic films are essential for food safety and are light to transport, but they're also impossible to recycle, and it's hard to fully trust the reliability of individual stores' takeback recycling programs.



Enter **TerraCycle®**, a non-profit designed to upcycle hard-to-recycle plastics. Rooted in our commitment to reduce waste, our partnership with TerraCycle® helps dispose of any packaging that isn't curbside recyclable in order to keep plastic film (like the outer film of the cold packs we use during hot months to maintain ingredient integrity) and small plastic items from contaminating the recycling stream and out of the landfill.

We subsidize the cost of utilizing the TerraCycle® program to make it accessible to customers, so they can purchase a TerraCycle® envelope for **just \$2** and fill it up with non-recyclable plastics. Once the envelope is full, they send it back to TerraCycle® through prepaid USPS mail, and the plastic items are upcycled into things like park benches, play structures, and shipping containers.

## BRAND PARTNER SPOTLIGHT

### shār: Packaging for a better planet

Inspired by a sincere love for the planet, **shār** takes the hiking principle "leave no trace" and turns it into an everyday lifestyle. While most on-the-go snacks are notorious for single-use plastic packaging, shār's trail mixes have **won awards** for their innovative design and packaging materials.

Not only is the compact shār-tube the perfect size for an outdoor adventure, it's also **plastic-free, home compostable, and reusable and refillable** to boot. Once the shār-tube is ready to return to the earth, every component from the ink to the glue to the paper will compost in mere months. Now that's sustainable snacking.



## PACKAGING GAME CHANGERS

### Chagrin Valley

All soap & salve packaging is 99% plastic-free, made from recycled paper or recycled tin-plated steel.

### Raw Elements

Their personal care products use the most sustainable options available, like paper tubes and 100% recyclable aluminum tins.

### PATCH Bandages

Their bandages' paper tube containers are 100% home compostable and plastic-free.

### Alter Eco

All chocolates are packed in 100% compostable or recyclable packaging.

THE HIVE FIVE™

# Commitment to Social Good

## OUR COMMITMENT

While there's no shortage of worthy causes that need our attention, we've selected **six** of the most **pressing social and ecological cause areas on which to focus our efforts (when vetting brands that we partner with).**

Our holistic approach to sustainability means each one of these cause areas is positively impacted by donations on behalf of both Hive and our brand partners.

## OUR 2021 IMPACT

**\$104,700 donated**

in kind to **47 non-profits** and **2 food banks**

**\$18,400 donated**

to **Fighting Hunger Over the Holidays**, our biggest lump sum to date

**87% of our 271**

brand partners give back to at least one of Hive's six designated causes

## OUR SOCIAL GOOD CAMPAIGNS: SELECTED SPOTLIGHTS



### Earth Month Campaign

10% of our April sales went to **Rozalia Project**, the non-profit arm of our favorite microfiber-catching Cora Ball, which supports marine cleanups and ocean conservation.



### Back to School

During the month of September, 10% of sales from our Education collection went to **Pencils of Promise**, a non-profit dedicated to building schools and creating programs around the common goal of education for all.



### Pride

In June, we donated 10% of sales from our Human & Animal Rights collection to **Northwest Arkansas Equality**, which is working to serve, connect, and empower the LGBTQ+ community.



### Women's Rights

In October, we gave \$1 per Hive box to **Women For Afghan Women**, which provides life-changing services for Afghan women who have endured human rights violations.

## BRAND PARTNERS' COMMITMENTS

Beyond the sustainable goodness in their own supply chains, our brand partners do good in their communities, too.

Through generous donations, policy advocacy, and industry innovations, our brands are working to make sure everyone can get to better together.



**22** of our brand partners are **1% For the Planet Members**



**50** of our brand partners are **Certified B Corporations™**

## BRAND PARTNERS' CAUSES



### Environment

**102 brand partners** support environmental stewardship, conservation, and advocacy as well as regenerative agriculture practices.



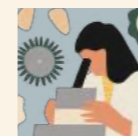
### Poverty & Hunger

**79 brand partners** are working to reduce hunger across the globe through donations to food banks and in-need organizations.



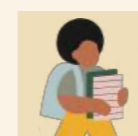
### Community & Economic Development

**64 brand partners** are helping to create jobs for underrepresented groups, mentor small businesses, and support local farmers.



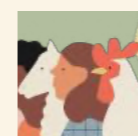
### Health & Disease

**55 brand partners** give back to hospitals and disease research programs, and work with health and safety non-profits.



### Education

**39 brand partners** give back to local schools, work with non-profits, and support vocational programs in impoverished areas.



### Human & Animal Rights

**33 brand partners** support support equality and social justice efforts as well as the protection of animal rights and welfare.

## BRAND PARTNER SPOTLIGHT

# Numi Organic Tea: Serving the global family

Among **Hive's Goldies** (the brands who excel in all of our Hive Five™ categories), our brand partner **Numi** has the ultimate heart of gold.

Not only do they source fair trade teas, use fully recyclable and compostable packaging, and offset their carbon footprint, Numi also gives back in a big way through the **Numi Foundation**, which empowers communities by providing clean water access to farming families and at-risk children..



## NUMI'S SOCIAL INITIATIVES

### NUMI Curriculum

Designed to bring Gardening, Art, and Social Studies to children at Title 1 Oakland Unified elementary schools.

### Together for H2OPE

Partners with global farming communities to support local infrastructure and education.

### Iraq Summer School

Provides summer school education in Baghdad in partnership with the Iraq Foundation.

### COVID-19 Food Relief

Provided critical food relief to low-income families and seniors in the San Francisco Bay Area during the pandemic.



DIGGING DEEPER FOR BETTER

# Third-Party Certifications

We can't do all the hard work of vetting for sustainability on our own. Although they're not possible or appropriate for every brand or product, **certifications are an important tool to gauge the current standard for better practices** in the world of sustainability and social responsibility. Certifications can help to increase transparency and compliance in the supply chain, keeping everyone honest.

We're proud that you can find products on Hive certified by the great entities you see to the right:



## LESSONS AND CHALLENGES

# Where can we grow?

One of Hive's founding principles is the idea of progress over perfection. We've grown exponentially in our first year, but we're nowhere near perfect. These are the key areas in which we plan to focus our efforts as Hive continues to build to better through 2022 and beyond.



### CONTINUING TO LEARN AND REFINE

Industry practices are changing, transparency tools are more available, and our aim is to work with suppliers on sustainable roadblocks such as cost-prohibitive certifications or packaging.



### INCREASE DIVERSITY AND REPRESENTATION

Our goal is to continue to prioritize, celebrate, and amplify diversity and representation both within our company and our brand partner communities.



### BECOMING CARBON-NEGATIVE

We're currently offsetting all of our shipments, but are on a path to ultimately become carbon-negative, end-to-end, and we're working hard to get there.



### COLLECTIVE ACTION

We believe we have a responsibility to be more involved in policy advocacy and collective action initiatives as they relate to the health of the planet and its people.

## OUR PATH TO BETTER

# What's on the horizon for Hive

- + We're in the process of becoming **B Corp™ certified** through B Lab, a global third-party organization that works to promote responsible business practices across all industries
- + We've partnered with a product lifecycle and data group to **improve our insights** into risk and smarter sourcing choices
- + We've joined **Climate Collaborative** and are getting behind collective action initiatives to improve global food systems
- + We're moving all palm oil to highest certification standards, **RSPO IP (Palm Done Right)** by the end of 2023
- + We're focusing on building a concerted **30% increase** in brand partnerships with makers from underrepresented communities by 2024
- + Increase broadly curbside recyclable packaging across the assortment by **5% each year**
- + We're committed to maintain a minimum of **60% broadly-curbside recyclable packaging** Hive-wide as we grow





# Our promise to you

1. **We will** never stop learning, growing, and bettering ourselves
2. **We will** always be honest and transparent, even if the news isn't great
3. **We will** not compromise our values: the Hive Five™ are here to stay
4. **We will** bring our brands and customer community along with us on our journey to reshape retail for a better world

Thanks, and see you next year.



hive