

2022-2023 IMPACT REPORT





RESPONSIBLY CRAFTED COFFEE

Did you know that in the UK we drink almost 100 million cups of coffee every single day?

For generations, coffee drinking has been a fundamental part of British culture, and it should surely be mentioned in the same breath as other staples such as bread (11 million loaves daily), milk (40 million litres), and eggs (32 million).

As such, we must be even more mindful about where our coffee comes from, how it is produced, and the waste we generate from consumption, given the incredible numbers involved. Operating an environmentally sustainable business has always been our priority, and I'm proud of the fact that we begin any development process by asking the same two questions: "Is this necessary for an everyday product?" and, "How is this an improvement of what we already do?"

Gaining B Corp™ certification means we meet high standards of social and environmental performance, transparency, and accountability, and provides some well-earned recognition for all the hard work our team has put in. This first impact report highlights our impact objectives, our progress so far, and how we will look to improve before our next B Impact Assessment in two years time.

While it came with challenges driven by the current climate, we have reached a number of milestones in the last 12 months - B Corp™ certification, moving to an energy efficient space and investing in equipment that reduces our emissions by 20%, continuing to work directly with the same growers and producers (several for over three years now), new and existing partners and collaborations, team additions, more than five years in business... we have much to be proud of as a company. We are enormously thankful to our customers, suppliers, and partners, without whom none of this would be possible.

Dan Webber Founder







WHY B CORPTM?

In August 2022 we became a Certified B Corporation™, an international commendation of social and environmental performance. The B Corp™ Community is a non-profit network transforming the global economy to benefit all people, communities, and the planet, using business as a force for good.

Our impact objectives are based around the five principal topics within the B Impact Assessment (BIA), and form part of our commitment to meet global standards of social and environmental performance, transparency, and accountability. The BIA consists of over 200 assessments and interviews, covering Governance, Workers, Community, Environment, and Customers - the latter being our highest scoring area.

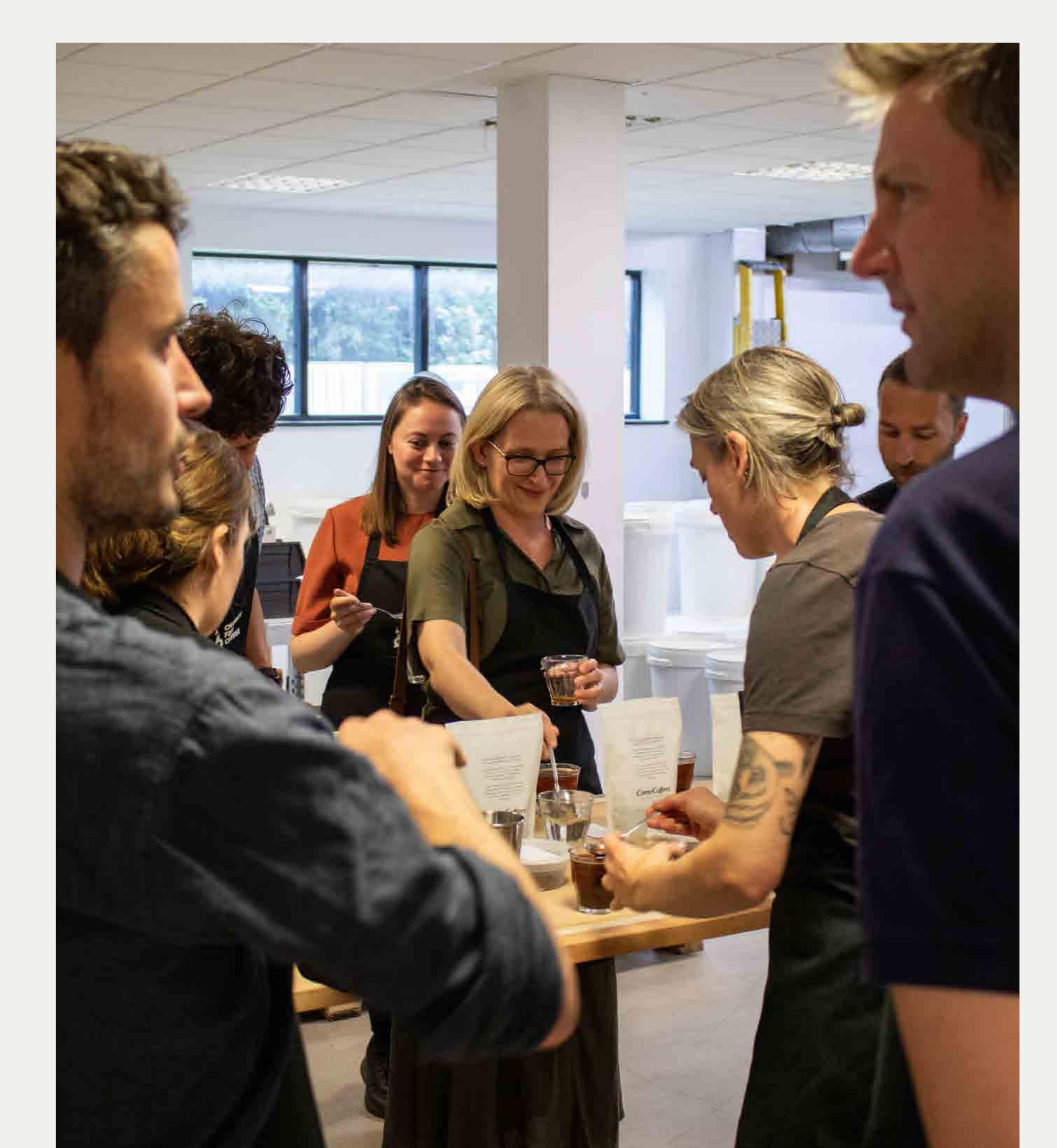
This is only the beginning. Certification provides a framework for us to build on, and most importantly, to make continued improvements across all areas of the business. We are involved in Surrey B Local, a working group to help promote sustainable business across Surrey and further the movement locally. Most importantly, we get the opportunity to share ideas and learn from the B Corp™ network.







The Chimney Fire team hosting a B Local showcase event at our roastery earlier this year



Governance 13.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

+ Mission Locked	10
Ethics & Transparency	2.2
Mission & Engagement	1.6

What is this? A company with an Impact Business
Model is intentionally designed to create a specific
positive outcome for one of its stakeholders - such as
workers, community, environment, or customers.

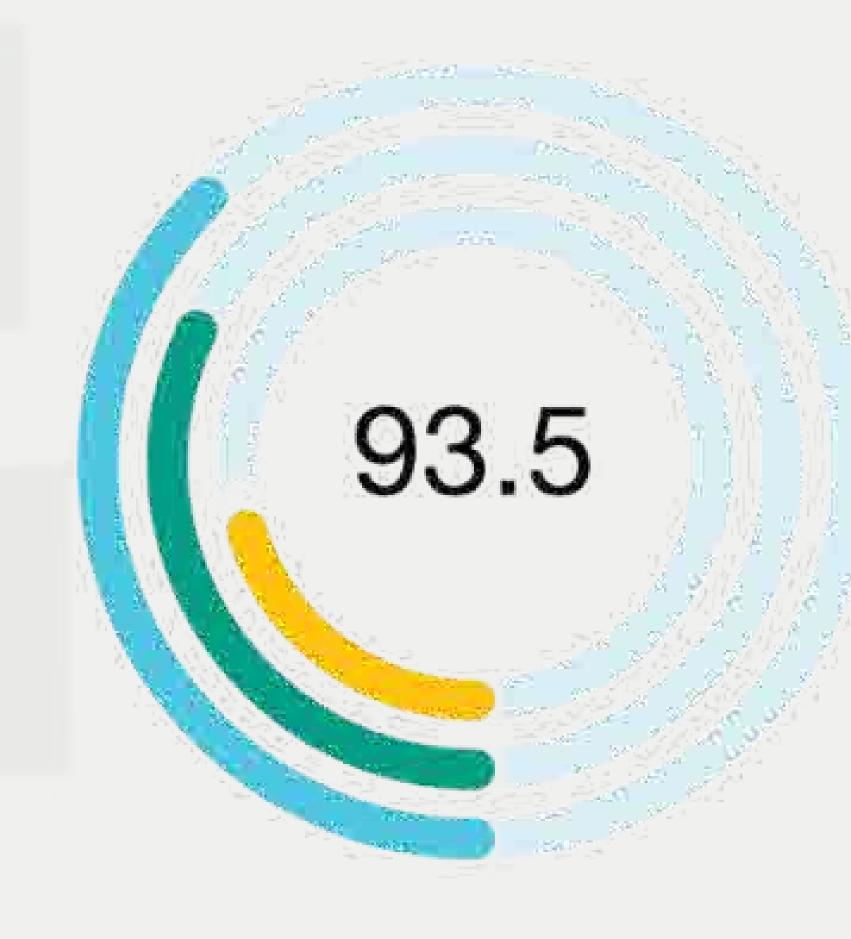
Workers 22.5

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Financial Security	11.1
Health, Wellness, & Safety	7.5
Career Development	2.3
Engagement & Satisfaction	4.1

Overall B Impact Score

Based on the B Impact assessment, Chimney Fire Coffee earned an overall score of 93.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



12.9



Community 26.9

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	4.6
Economic Impact	4.7
Civic Engagement & Giving	0.8
Supply Chain Management	1.1

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+ Supply Chain Poverty Alleviation

Customers 4.4

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Environment 25.8

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management

Air & Climate	2.4
Water	0.8
Land & Life	6.8

+ Toxin Reduction / Remediation 8.1

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2022-203 HIGHLIGHTS

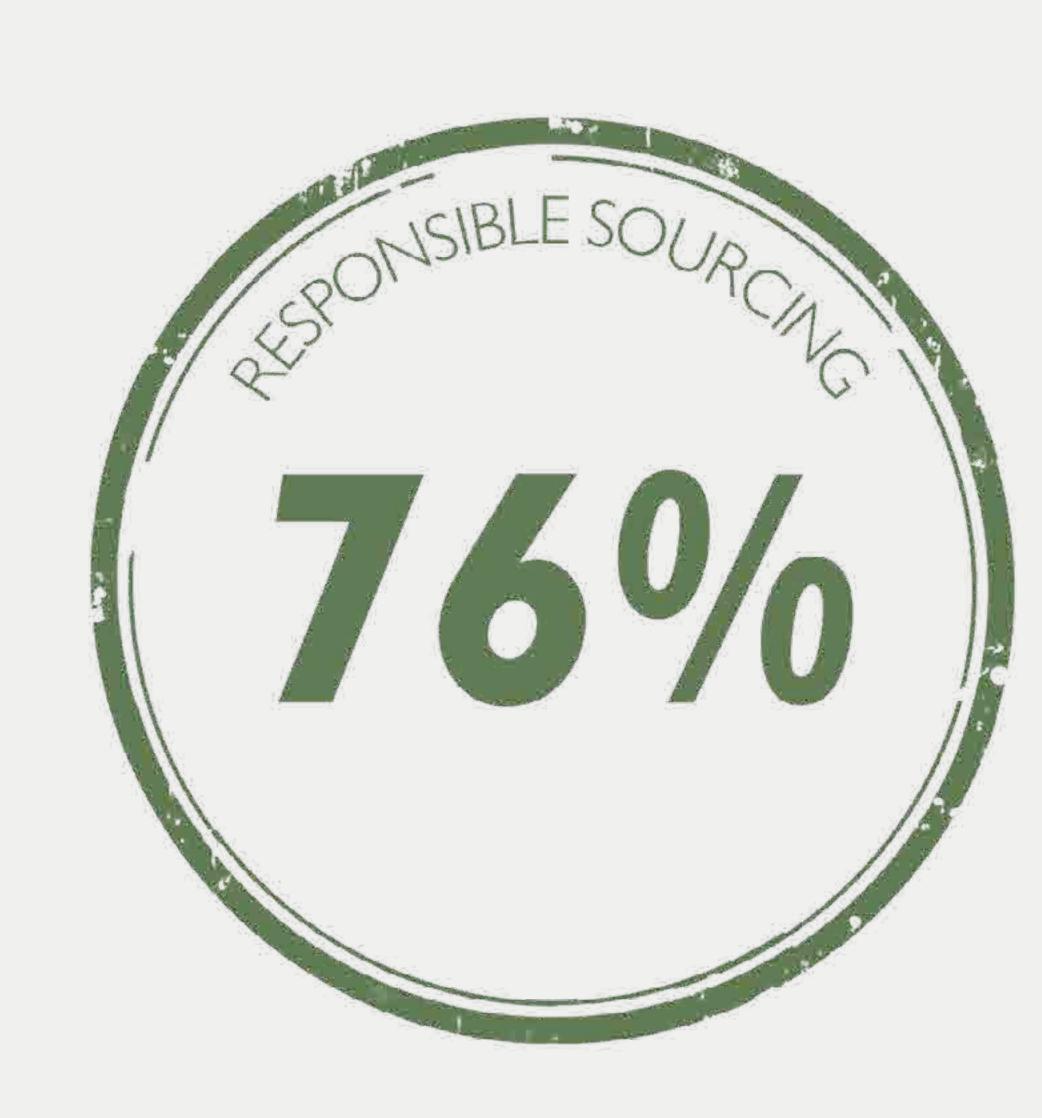


The amount of speciality grade coffee we purchased





The average amount we paid to growers and producers above the FairTrade minimum price of \$1.40/lb



The amount of coffee purchased from growers and producers with whom we have worked year-on-year for more than three years



The percentage of coffee we buy directly from growers and producers





The number of coffees we bought through direct partnerships with growers and producers



The number of bikes that were sent to the Village Bicycle Project from Re-Cycle donations, enabling increased school attendance in the Lawra community in northwest Ghana



The number of charities with whom we partnered





The number of sheets of paper we saved by switching to a paperless fulfilment system for online orders



The amount of CO2e we saved by upgrading to a larger, more efficient coffee roaster



The amount of roasted coffee that avoided landfill through our "zero roasted waste" program



The number of coffee shop staff upskilled through our barista training programmes





The number of permanent salaried staff employed by the company



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"Our mission is to create a socially and environmentally responsible business, all the way from farm to cup."



OUR IMPACT OBJECTIVES



Provide growers and producers with a sustainable source of income through direct, transparent buying practices



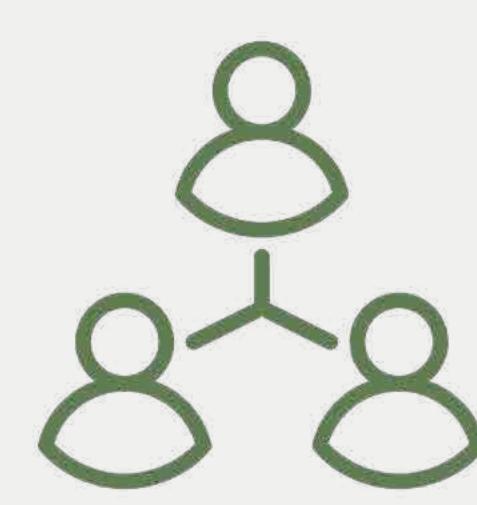
Decrease our ecological footprint through reducing use of single-use plastics, waste, and emissions



Deliver social impact for non-profit partners



Create the best possible experience for our customers, other partners, and our local community



Create a happy, healthy workplace



RESPONSIBLE SOURCING AND A TRANSPARENT SUPPLY CHAIN



DIRECT, TRANSPARENT BUYING PRACTICES

Coffee is built on long-term relationships, for mutual benefit with open and transparent communication. Our goal is shared: to create a thriving market for exportable speciality coffee, adding value for growers, producers, and consumers alike.

Farmers, growers, producers, suppliers, direct sourcing partners, relationship partners... there's lots of different terminology when it comes to buying coffee. At Chimney Fire Coffee, we separate these into three categories.



GROWERS

The people who farm and grow the coffee, often managing a small plot. These are usually family businesses where we will deal directly with the owner or manager, much like the independent coffee shops we supply.

PRODUCERS

A large farm or cooperative, typically with a milling station and the ability to export the coffee themselves. We work with producers if we're looking to source from larger farms or cooperatives - particularly for our house espresso coffees, or if a grower requires milling or exporting support.

SHIPPERS & IMPORTERS

Organisations that move the coffee from its country of origin to the UK. In some cases, we also work with an importer if we need support with financing our coffee, or for some of our smaller volume one-off coffees if consolidation is required.

DIRECT, TRANSPARENT BUYING PRACTICES



'Direct, transparent
buying practices' for us
simply means: building a
relationship, agreeing a
Farm Gate or FOB price* for
the coffee, and contracting
it directly with a grower or
producer prior to harvest.

*the price for the coffee ready to export, including any milling costs (without any freight, insurance, or import costs)

At the start of 2022 we set out to formalise our sourcing policy, providing transparency and benchmarking our buying practices. This holds us accountable for how we procure our coffee, and how we plan to improve as the business grows.

RESPONSIBLE SOURCING OBJECTIVE 1

OBJECTIVE

To buy the majority of our coffee directly from a grower or producer. This means building a relationship and agreeing, purchasing, and contracting coffee directly with them prior to harvest.

HOW WEDID

We now buy 82% of our coffee directly from growers and producers. Most of these relationships have been built up over the past few years, and we're now able to handle much of the logistics in-house - meaning greater control and transparency.

NEXT YEAR

We are aiming to purchase over 90% of our coffee directly from a grower or producer. For smaller lots we may need to work with an importer who can consolidate the coffee, although in this case we always work with trusted partners who provide the same level of transparency.



RESPONSIBLE SOURCING OBJECTIVE 2

OBJECTIVE

To always pay our producers and growers at least double
Fairtrade price on average. This takes into account any
changes to the Fairtrade minimum price*. We will also look
to pay premiums on coffee purchased, in order to give back
to local community projects.

*From 1st August 2023 the Fairtrade Minimum Price will increase by 29%, from \$1.40 per pound to \$1.80 per pound.

HOW WEDID

The average price of coffee we paid to growers and producers was \$3.08 USD / Ib, 2.2x the Fairtrade minimum price of \$1.40 / Ib. We will look to increase this for the following year to account for the upcoming raise in the Fairtrade Minimum Price. We also donate \$0.10 for every kg of coffee purchased from Brazil to CriaCarmo, a social impact project in the coffee growing area.

NEXT YEAR

We will continue to pay our producers and growers at least double Fairtrade prices on average (\$3.60 USD / Ib). This takes into account the Fairtrade Minimum Price increase from \$1.40 per pound to \$1.80 per pound from 1st August 2023. We will also look to invest \$0.10 for every kg of coffee purchased from at least two other countries into local social impact projects.



RESPONSIBLE SOURCING OBJECTIVE 3

OBJECTIVE

Form long-term relationships to provide upfront commitments, stability, and a sustainable source of income for growers and producers - buying coffee year on year for at least three years.

HOW WEDID

76% of all of our coffee now comes from growers and producers with whom we have worked for at least three years. Farm visits have helped build these relationships, although careful consideration is always given if travel is required taking into account the associated costs and environmental factors. Relationships can also be built through video calls, WhatsApp... and questionable Spanish!

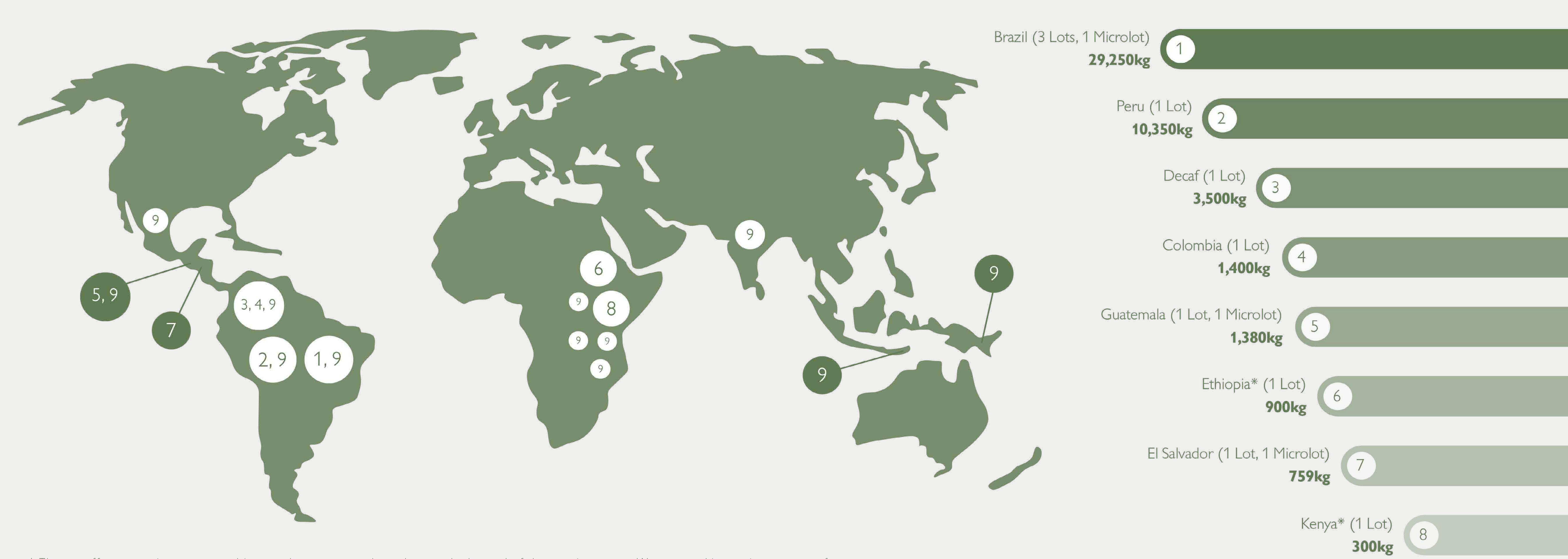
NEXT YEAR

We will look to improve this next year, with over 80% of our coffee coming from growers and producers with whom we have partnered for at least three years.



WHERE WE BOUGHT OUR COFFEE FROM

In the last 12 months, over 50 MT of speciality grade coffee was purchased from the following countries.



^{*} These coffees were in our roster this year, but were purchased towards the end of the previous year. We are working to improve our forecasts to ensure 100% of our coffees are roasted within the same season.

Discovery - various** (10 Lots, 2 Microlots)

6,361kg



^{**} Discovery Coffees from India, Peru, Brazil, Malawi, Burundi, Papua New Guinea, Mexico, Uganda, Tanzania, Colombia, East Timor, and Guatemala

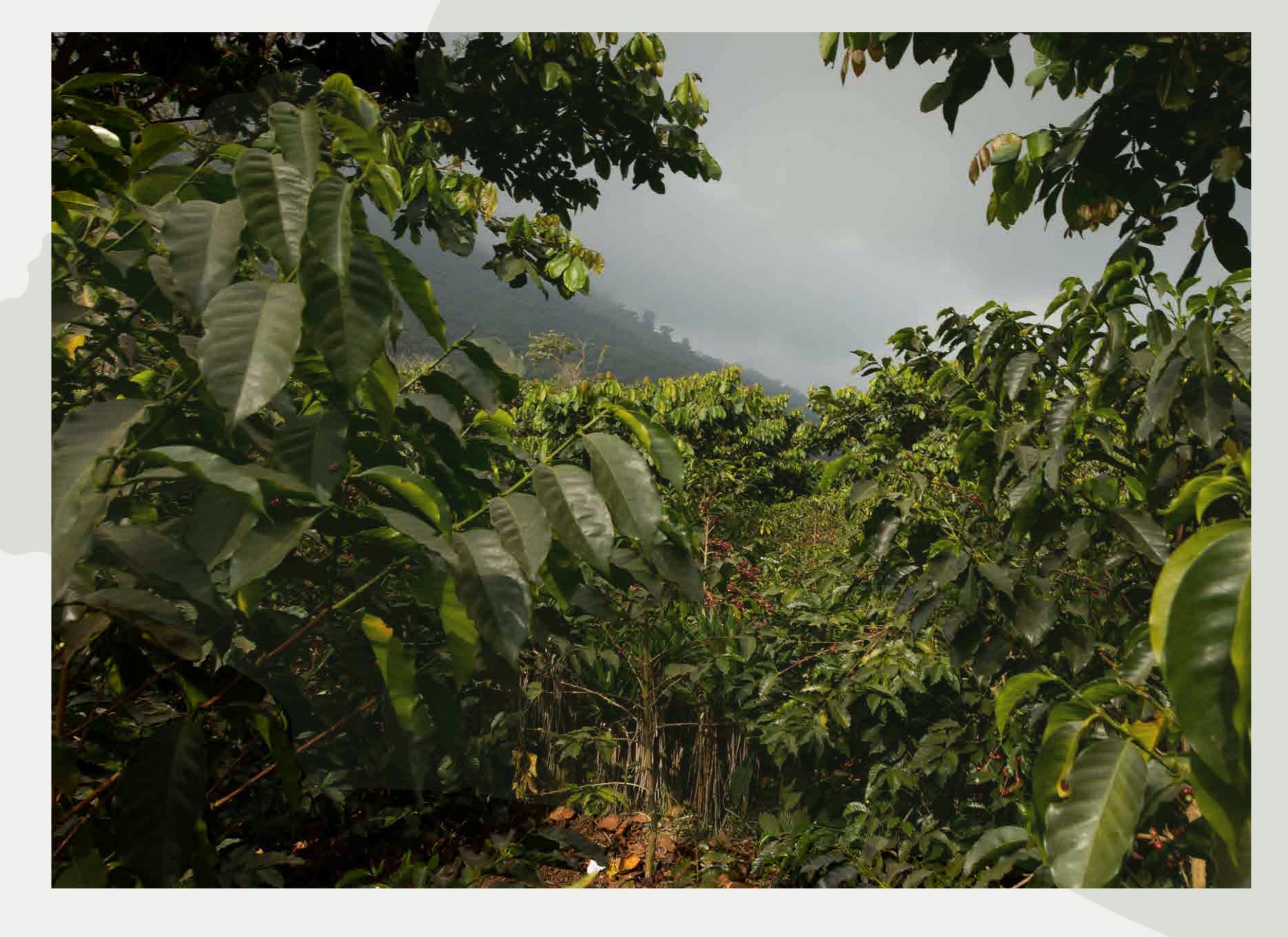
SPOTLIGHT ON EL SALVADOR EL CIPRES



"I have enjoyed a working friendship with Dan and Chimney Fire Coffee over the past four years. Thanks for liking our coffee proudly produced in El Salvador!"

Tomas Trigueros,

Finca El Cipres, El Salvador





The El Cipres farm is located on the slopes of the llamatepec Volcano, at a height of 1,600 to 1,700 meters above sea level. Producer Don Tomas first planted the bourbon variety 10 years ago, and has ensured an increase in quality year-on-year thanks to careful farm management and good agricultural practices.

The coffee is protected by natural shade cover (including the surrounding mountains) and Pepeto trees. These trees also provide quality nutrients and organic matter for the soil, through leaves falling and decomposing during pruning. This is a natural processed coffee, which means that during harvest season the coffee cherries (the fruit that contains the coffee bean) are picked from the trees at the optimal time for ripeness, and taken to the drying patio where they are separated into groups depending on the level of ripeness. From here the coffee is then dried inside the cherry with careful temperature monitoring to ensure the correct moisture level is maintained.

Having visited his farm in 2019, we are extremely pleased to work directly with Don Tomas and look forward to supporting the continued expansion of his farm.

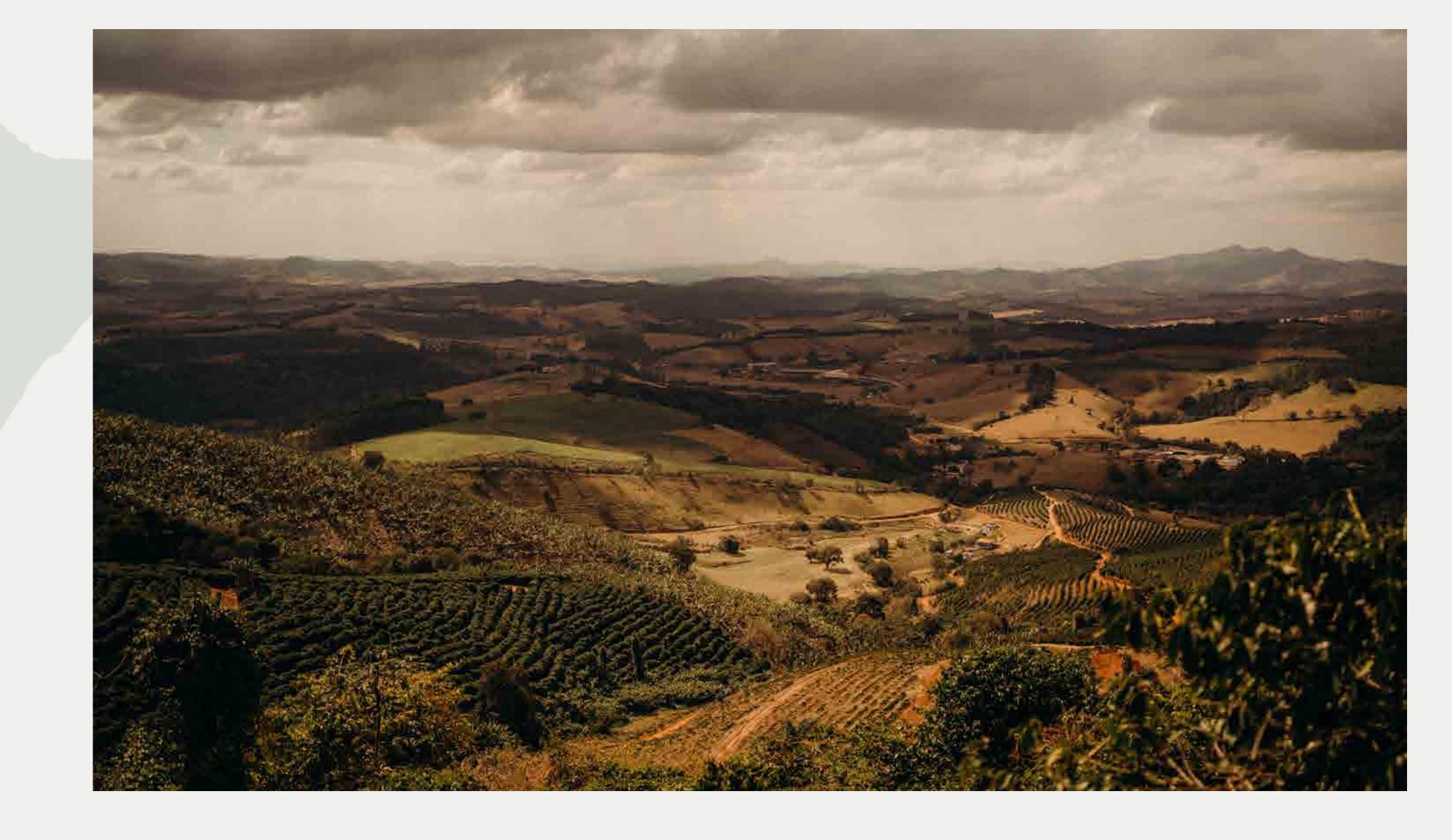
SPOTLIGHT ON FAZENDA SERTÃO

AND THE CRIACARMO PROJECT

We have been working with Fazenda Sertão for several years, and visited the farm in August 2022 to meet the team and cement our long-term relationship with this forward-thinking producer in the town of Carmo de Minas. From 2023, we are contributing an additional \$0.10 per lb of coffee purchased to support local philanthropic project CriaCarmo.

CriaCarmo focuses on the school monitoring, learning, and sports practices for children and adolescents between 7 and 17 years old, all from the Carmo de Minas region where our Brazilian coffee comes from.

At CriaCarmo, young people develop skills in swimming, football, chess, and English, combining dynamic elements that encompass cognitive skills, logical thinking, reasoning, creativity and concentration. As a result, what emerges in the project also reflects within the classroom. CriaCarmo encourages a spirit of healthy competitiveness and respect for others by participating with its local and regional competition teams.

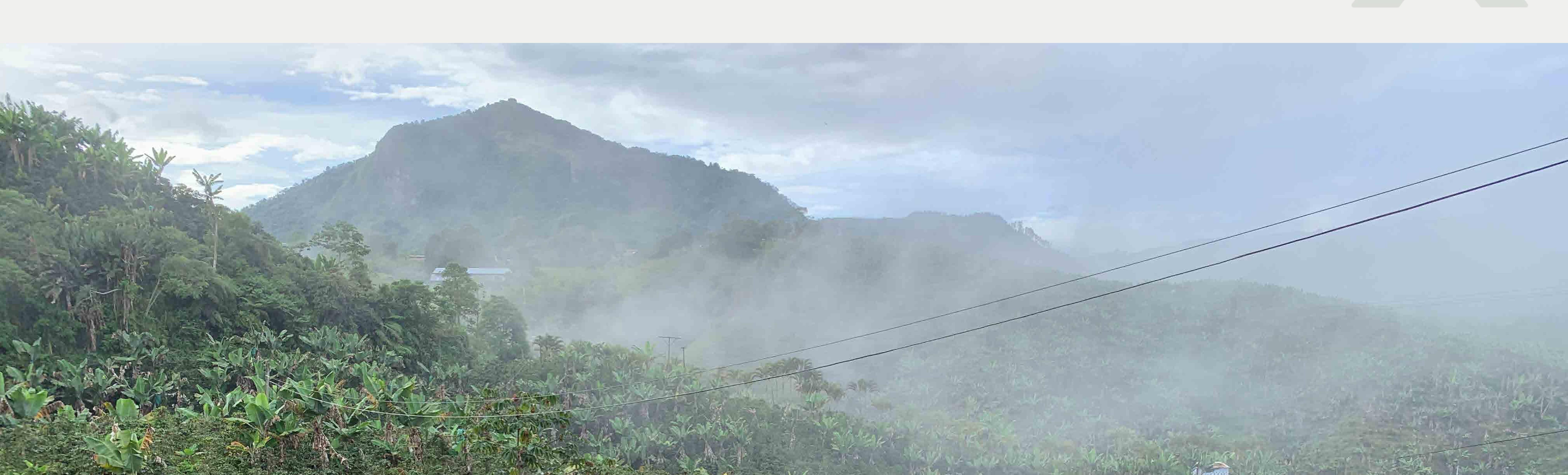




We visited the CriaCarmo Project during our last trip, and decided to contribute to the project after seeing the positive impact of the project for the community. We now donate \$0.10 for every kg of coffee purchased from Fazenda Sertão, totalling \$3000 last year.



ENVIRONMENT



REDUCING USE OF SINGLE-USE PLASTICS, WASTE, AND EMISSIONS



Coffee is an everyday product, consumed by billions of people. We believe that special consideration needs to be given to every aspect of how the product is sourced, manufactured, and packaged, in order to reduce use of single-use plastics, waste, and emissions.

Our packaging is a great example of this, and both the direct and indirect impacts of production have been carefully considered by our team. We have stuck with our pared-back approach - removing labels attached to sticky back plastic in favour of recyclable cards to identify our coffees, and new BS EN 13432 standard compostable bags which require minimal ink.

The processes surrounding how and where we roast also has a huge environmental impact, so we moved our roastery to a more energy efficient space and invested in equipment that helps reduce our carbon emissions by 20%.



ENVIRONMENT OBJECTIVE 1

OBJECTIVE

To use what we consider to be the most sustainable packaging option on the market that can be handled within current UK recycling infrastructure, while taking into account all suitability requirements. Our coffee bags must:

a) be strong enough to hold at least a kilogram of coffee
 using a different material for wholesale packaging is
 unacceptable

b) be suitable for both home delivery and shelves

c) not compromise the coffee quality - clear communication on disposal is also a mandatory requirement on all packaging

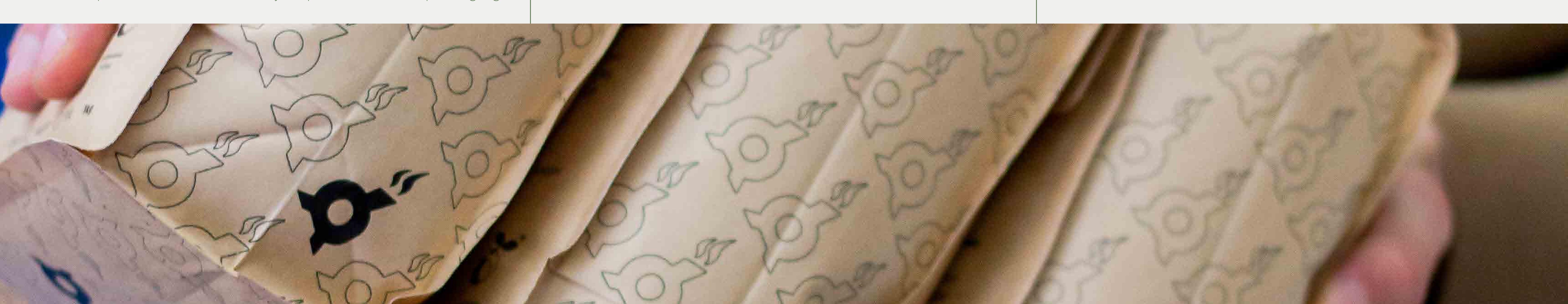
HOW WEDID

All our bag variants and coffee pods are made from the same certified 100% compostable materials, including the valve and zipper (BS EN 13432). We use fully plastic-free, 100% FSC recyclable delivery boxes of all sizes and coffee cards to label each coffee, all made in the UK.

All our packaging displays information on disposal home recycling bins for delivery boxes and coffee cards,
and food waste bins for coffee bags. We have kept
with what we believe to be the most minimal packaging
design, meaning less ink and fewer materials required to
package our coffee.

NEXT YEAR

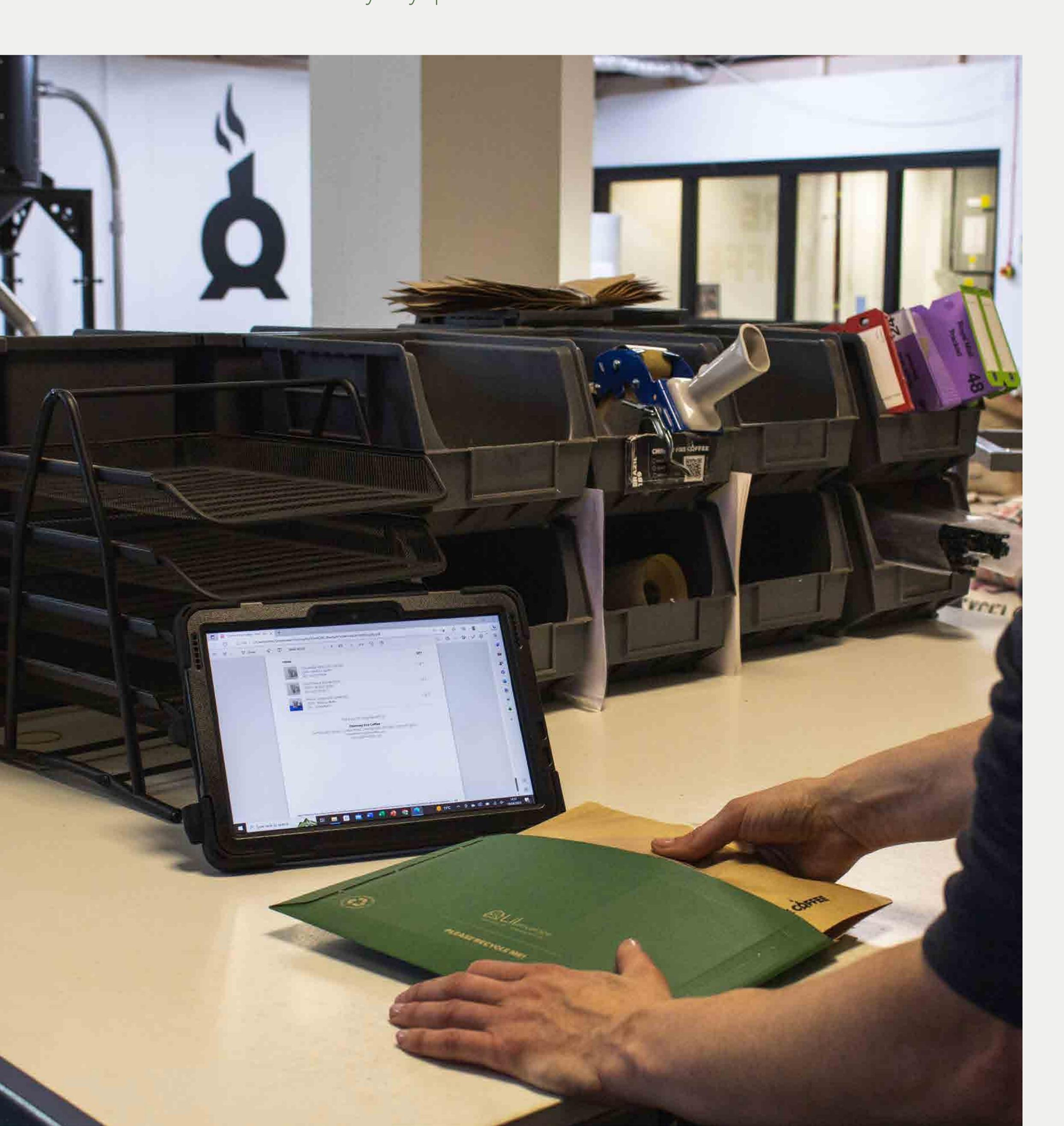
There is still a long way to go for fully sustainable coffee packaging that is compatible with the current UK waste infrastructure. Our target by 2025 will be to find a material that is suitable, which can be recycled or composted readily and easily in every single household in the UK. We have already moved to home compostable pods, and are working closely with manufacturers to explore alternative bag materials, including home compostable and paper.



ENVIRONMENT OBJECTIVE 2

OBJECTIVE

Reduce our environmental impact from roasting, and minimise roastery by-product and fulfilment waste.



HOW WEDID

We moved to a paperless fulfilment system for online orders, saving around 20,000 sheets of paper per year and approximately 100 kg of CO2e.

We implemented a waste management system for all roasted coffee, which ensures absolutely none of our coffee ever has to be discarded to landfill. See the process on page 22, which so far has resulted in 461kg of roasted coffee becoming 'Odds & Ends' or 'Fertiliser' for the vines, rather than in landfill. This is in addition to our 'coffee chaff' (the only physical by-product from roasting) which is now also used as fertiliser on the vineyard.

We improved the way we label our coffees, by moving from plastic-backed labels to recyclable cards that sit in the front pocket of every bag. Each coffee card contains a QR code that points to a page on our website. This can also be handed to anyone who wants to find out more details about the quality, flavour, or provenance of the coffee. Being able to change this information digitally avoids any unnecessary reprinting of materials.

The only business vehicle is electric, used predominantly for business travel, commuting, and client visits. This saves approximately 10,000 miles of fossil fuels per year, equivalent to 5 tonnes CO2e. Team members commuting by bicycle instead of by car also saved approximately 250 kg CO2e in 12 months.

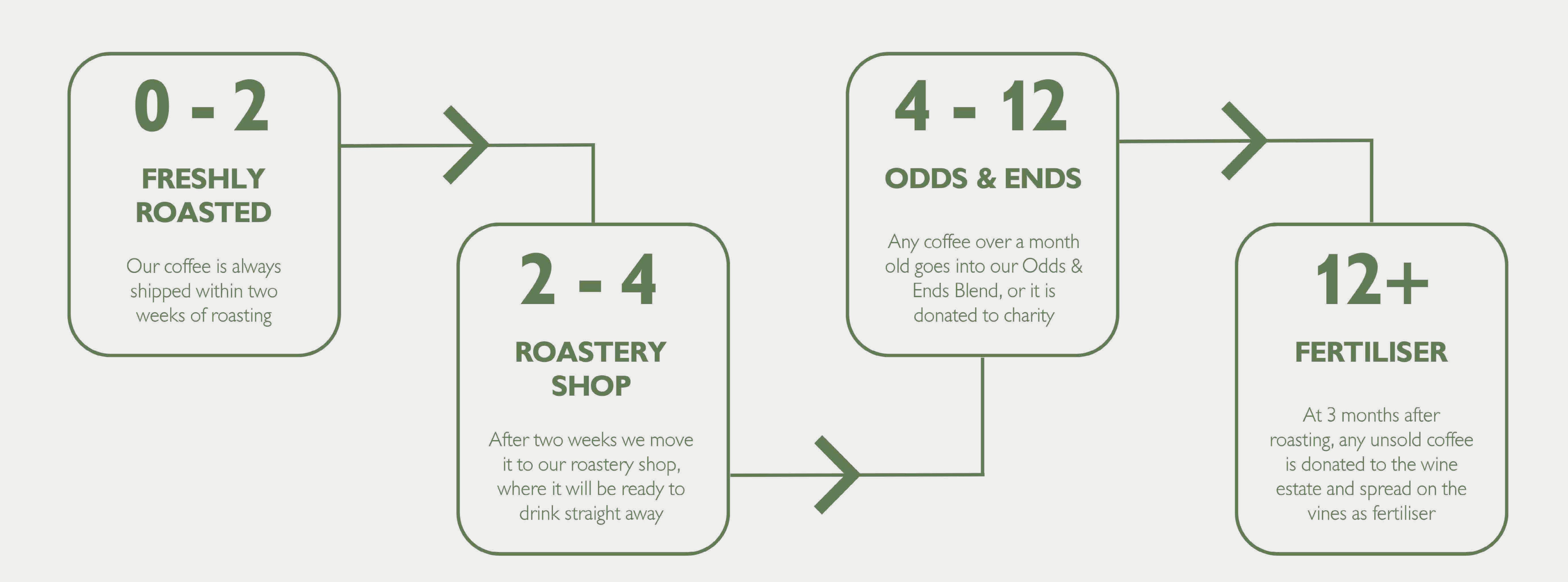
NEXT YEAR

We are aiming to deliver all local wholesale deliveries in an electric vehicle. This will not only help reduce our carbon emissions, but will also allow us to go full circle with our coffee waste. We will be able to collect used grounds from our wholesale partners, and bring it back to the vineyard for use as fertiliser.



WHAT HAPPENS TO OUR COFFEE AFTER ROASTING?

Numbers denote weeks from roast date



ENVIRONMENT OBJECTIVE 3

OBJECTIVE

Reduce our carbon emissions by making improvements to our manufacturing processes.

HOW WEDID

We invested in a larger, more efficient coffee roaster with an afterburner (a piece of pollution control equipment that is used to reduce emissions from a kiln or furnace, by burning off these pollutants in a secondary combustion chamber). This reduced our CO2e emissions by 20%, from 1.68 tonnes CO2e to 1.35 tonnes CO2e, saving 0.33 tonnes CO2e (about one economy flight from Amsterdam to Rome, or 850 miles in a petrol car per year).

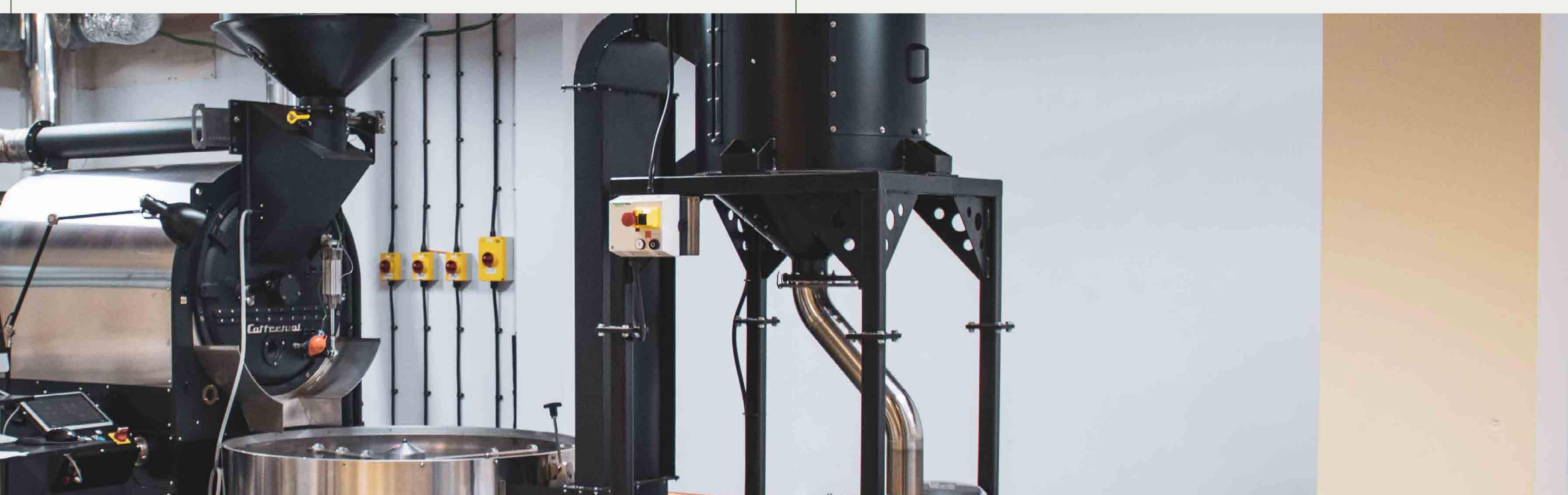
We also moved to a more energy efficient site, from an uninsulated barn to a more energy efficient building with an EPC B rating.

NEXT YEAR

Next year we will begin our in-house carbon accounting, focussing on detailed analysis of scope 1, 2, and 3 emissions. The output of this will be a plan to go net zero* which will be detailed in our next impact report.

*"Net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance." (un.org)





SOCIALIMPACT



DONATIONS AND CHARITY PARTNERS

We're incredibly grateful to have connections with charitable organisations who are having a positive impact on communities all around the world. Our partners have an indirect impact on the work we do, whether that be giving back to countries where our coffee is grown, or projects within our local area.

We are always looking to support more charities as we grow. Here are some with whom we have partnered in the last year.





RE-CYCLE

Re-Cycle is a charity that ships used bicycles from the UK and works with partners in Africa, who unload the bikes and employ people to refurbish them locally. These bikes are then sent to Re-Cycle lead projects, or distributed to rural communities. So far, Re-Cycle has donated over 112,000 bikes to Africa, helping increase school attendance by 30% in areas who have benefited from the scheme - with 98% still operational after 3 years.

We have been working in partnership with Re-Cycle since June 2020, donating 25p from every 250g bag and £1 from every kilogram bag of all sales from our Discovery Coffee range to the charity. For every 28 kilos of coffee roasted, a single bike plus spare parts will be sent to Africa. In the last year, 116 bikes have been shipped to the Village Bicycle Project in Ghana (261 bikes to date). We also donate surplus coffee to the charity, and aim to continue this partnership with increased donations year-on-year.

ROYAL ENTOMOLOGICAL SOCIETY (RES)

A forward-thinking charity that is devoted to the understanding and development of insect science. RES supports international collaboration, research and publication, and aims to show every person how remarkable and valuable insects are and enrich the world with insect science. We have supported the charity with coffee collaboration packs and auction prizes at the Chelsea Flower Show, and aim to formalise a long-term partnership plan later this year.

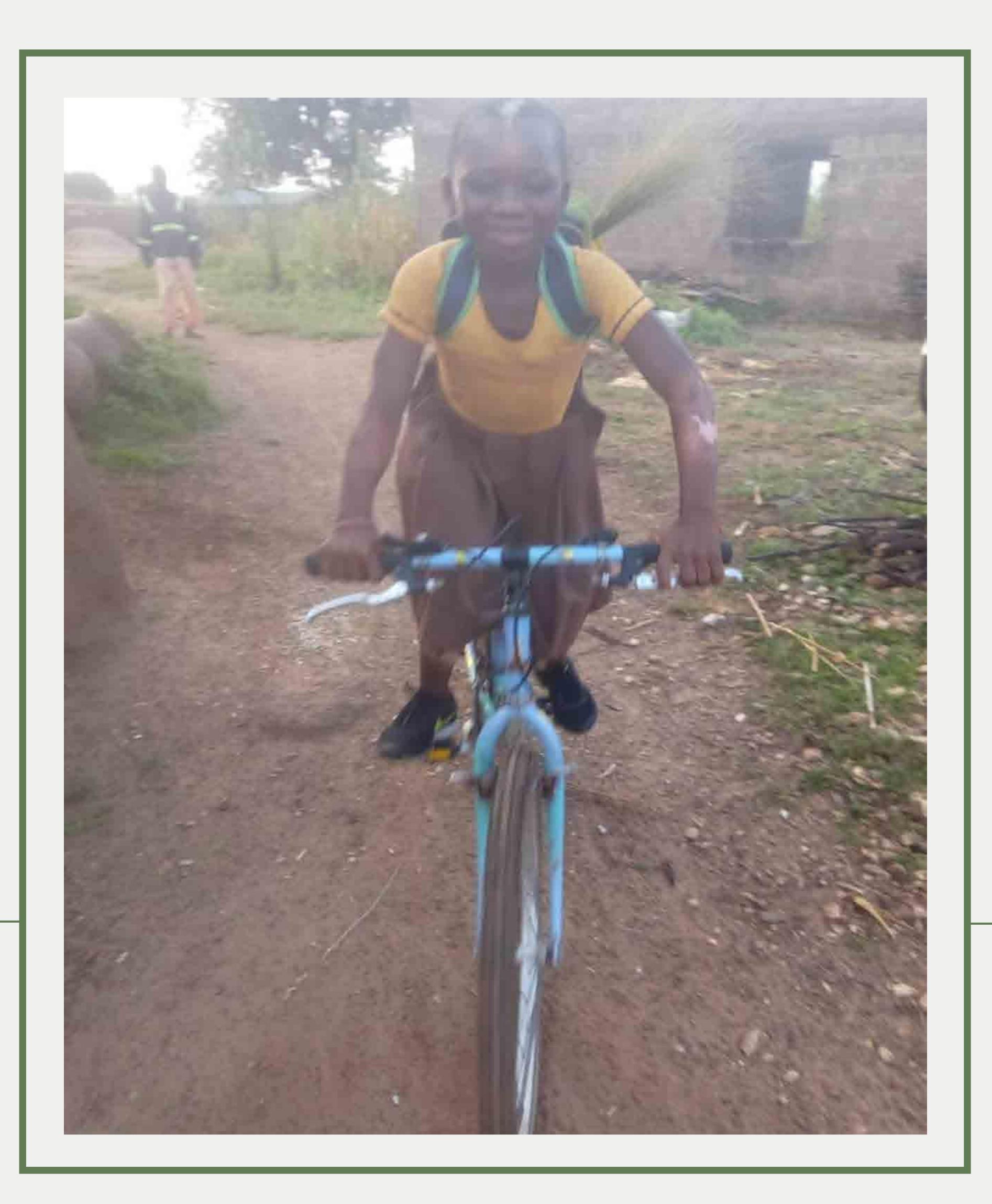
Other charities we have supported include:

CriaCarmo, Crawley College, Circus Starr, Maggie's at the Royal Marsden, SANE.

SPOTLIGHT ON RE-CYCLE

THE VILLAGE BICYCLE PROJECT

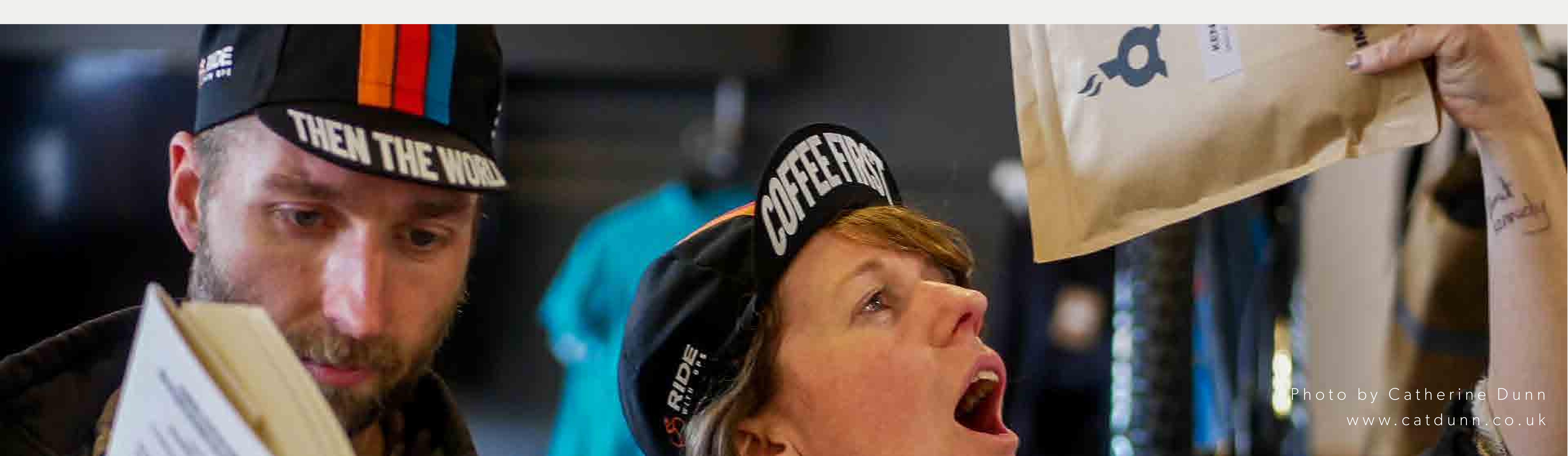
Cecilia Badaar attends
Kalsagri Junior High School
in rural Kondopie, northwest
Ghana. In 2019 there was a
programme in nearby Lawra
offering bicycles to children,
but unlike some of her
classmates she did not receive
one. Two years later, she had
to drop out of school because
of the long journey each way.



Since then, she has kept in touch with the local Women Empowerment Programme Office in the hope there might be another delivery of bicycles, and the manager assured her she would receive one next time around. On 23rd September 2022 she finally received a bike from the Village Bicycle Project after a one-day bicycle workshop, and this has enabled her to return to her studies in Kalsagri.



CUSTOMERS, OTHER PARTNERS, AND THE LOCAL COMMUNITY



CREATING A POSITIVE EXPERIENCE FOR OUR CUSTOMERS

In August 2022, we celebrated five years since Chimney Fire Coffee became more than a side-hustle from a garden shed. It was also the year we surpassed 50,000 online orders and 150 wholesale partners. Our goal has always been to do our best by our customers through regular feedback mechanisms, customer service processes, and listening to how we can improve.

CUSTOMER FEEDBACK

18 months ago, we sent out our first consumer survey and hosted our first focus groups. As a result of these, we released our brand new Americas House Espresso (a blend of coffees from Brazil and Peru), enabling us to buy more coffee from our Brazilian partner Carmo Coffees this year. The word cloud below shows our customers' favourite tasting notes based on the results from our consumer survey... which, happily for us, well describes our Brazil Signature Espresso.

Our customers also requested the option to purchase coffee in 500g bags, and a range of decaf options. In August, we released our 500g bags. This not only provides a slightly more affordable option for our customers, but it also reduces our packaging requirement overall. We are looking to release a second decaf option in 2024.

2022 was also one of the most challenging of the last five years due to rising costs. We've always tried to offer speciality coffee at an affordable price point, and although we had to make changes to our pricing towards the end of the year, we were able to keep prices low relative to quality. We continue to offer free UK delivery.



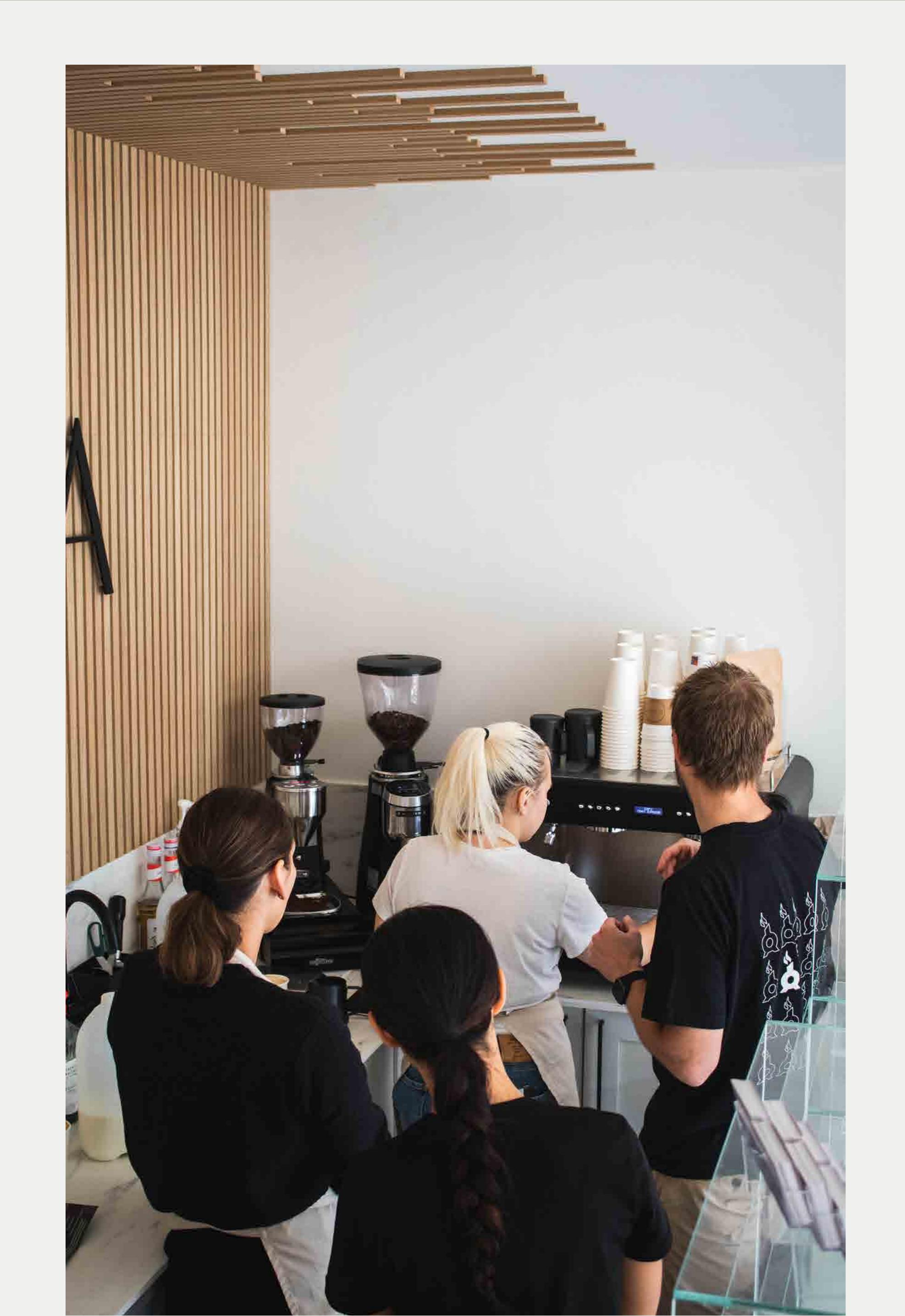
CREATING A POSITIVE EXPERIENCE FOR OUR CUSTOMERS

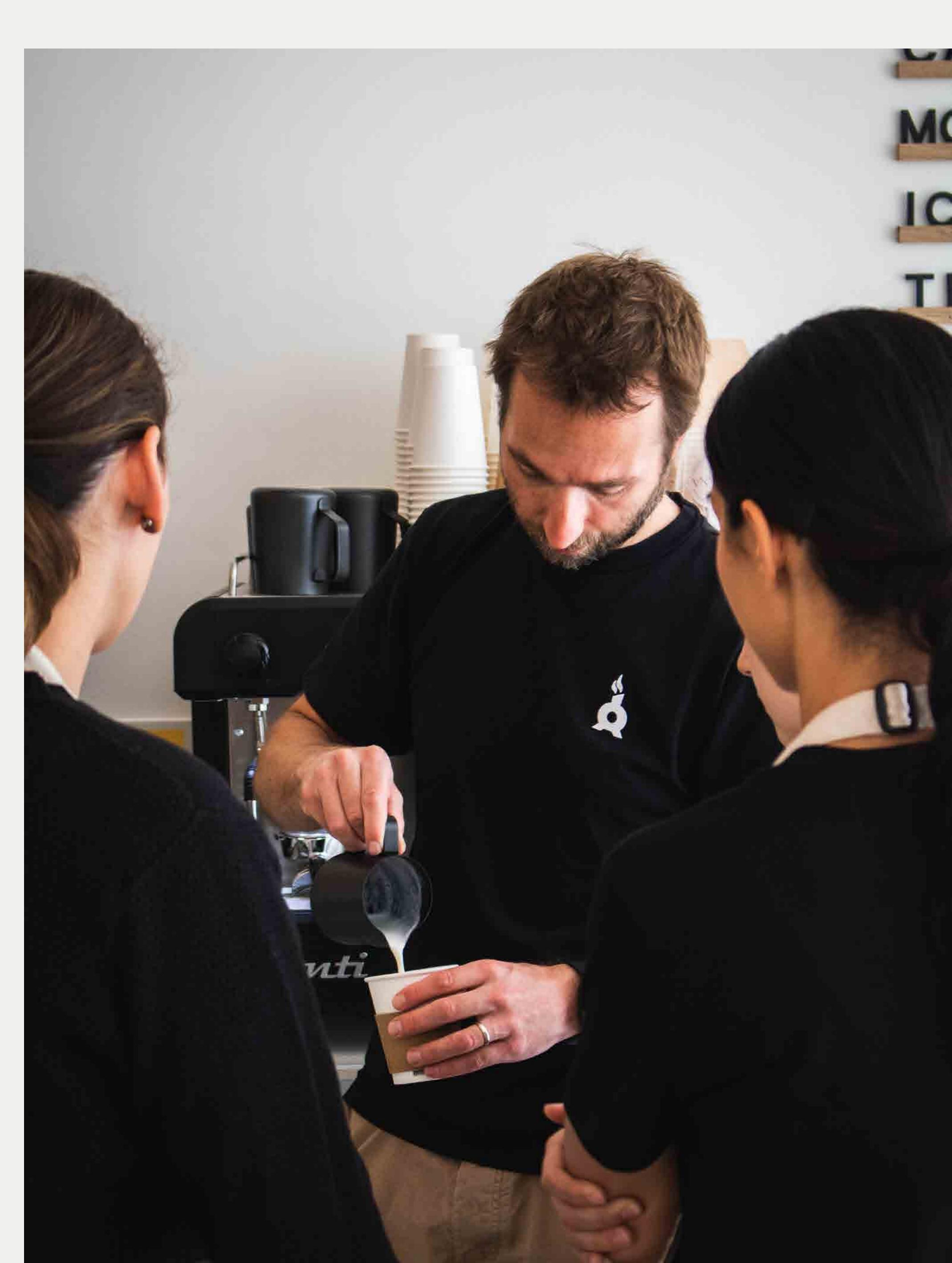
BARISTA TRAINING PROGRAMMES

Our goal is to help our partners encourage their staff to become more passionate and feel confident serving our coffee, therefore offering better customer service and adding value to the businesses with whom we work.

Often, barista training can be too focussed on the how rather than the why. We addressed this by offering two types of barista training to the 104 we trained over the last 12 months.

- 1) Technical Barista Training for all coffee managers and head baristas, for whom it is within their remit to consistently produce a quality product. We provide engaging barista training guides to help deliver training and ensure best practices are followed.
- 2) Our Coffee Experience session is for the wider team who might be involved in making coffee, but it is not part of their core remit. This covers all aspects of the industry from coffee buying and sustainability to roasting, production, and flavour assessments/quality control ('coffee cupping') essentially what we do day-to-day at the roastery. It includes some aspects of the technical training, but it's largely designed to increase enthusiasm for the product as a whole, which translates to a better cup of coffee and greater understanding of the industry therefore providing a better overall experience for the end customer.





CASE STUDY UNIVERSITY OF SURREY

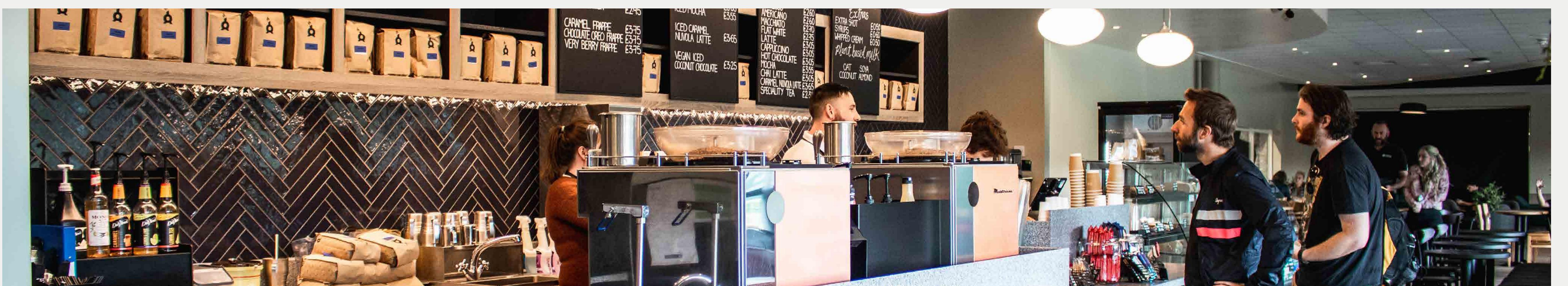


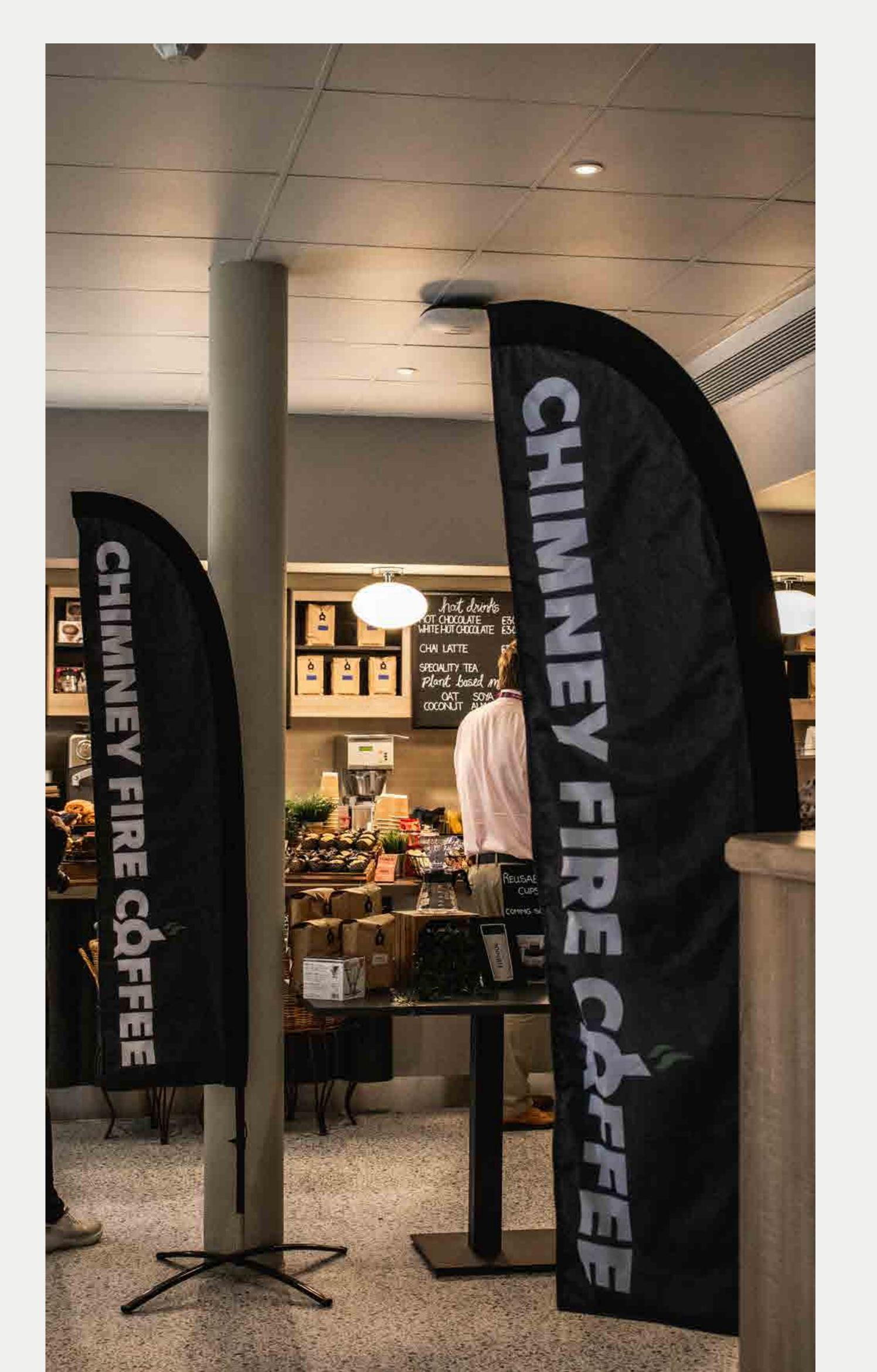


In Autumn 2022 University of Surrey took their café ownership in-house, switching their coffee supply to us. This accelerated the development of our Americas House Espresso - a coffee that would suit the equipment left behind by their previous partner.

Since then, we have run a number of events designed to engage the university's students with both the environmental implications of the coffee trade, and the wide range of different tastes that coffee can have.

In the coming year, we will work more closely with the university to continue providing exceptional coffee to its students. We hope to also partner with their sustainability department, to further understand how we can operate in the least impactful way to the wider world.





CASE STUDY UNIVERSITY OF SURREY

"We have been working with Chimney Fire since September 2022 and I honestly cannot praise them enough. It goes without saying that the quality of their product is exceptional, but what has really blown me away is their customer service and client support. Both Sam and Dan have been outstanding in supporting the launch of Chimney Fire within our 6 coffee shop outlets on campus.



LOCAL EVENTS, SPONSORSHIP, AND COLLABORATIONS

Chimney Fire Coffee is heavily supportive of the outdoors community, hosting regular cycling, running, and hiking events from the roastery. We've been a part of numerous local collaborations, including a prebottled Espresso Martini with Silent Pool Distillers and a Coffee Porter with The Park Brewery. We also run regular coffee tours and experiences, generating tourism in the Surrey Hills.

We are members of local business group Surrey Hills Enterprises, and in July 2023 received their Gold Trade Mark for sustainability and services to the local community. Below are some of our favourite collaborations.

DORKING RUGBY CLUB

Dorking Rugby Club has a thriving junior section with over 250 juniors and several girls teams. We are proud to sponsor all under 12 through to under 16 teams at Dorking Rugby Club, which includes a club donation and a coffee supply.



JENNY GRAHAM COFFEE FIRST, THEN THE WORLD

To celebrate the launch of her latest book, chronicling her record-breaking solo round the world cycle, in spring 2023 we partnered with Jenny to provide coffee at the community rides that punctuated her nationwide book tour.



WORKING WITH B CORPTM SUPPLIERS

Our first port of call for a new supplier is now the B Corp™ directory, and we have already introduced a few into our operation - from our supply of loo rolls (Naked Spout) to the choice of printers for our Barista Training Guides (Anglia Print).



PEOPLE





DAN WEBBER

FOUNDER

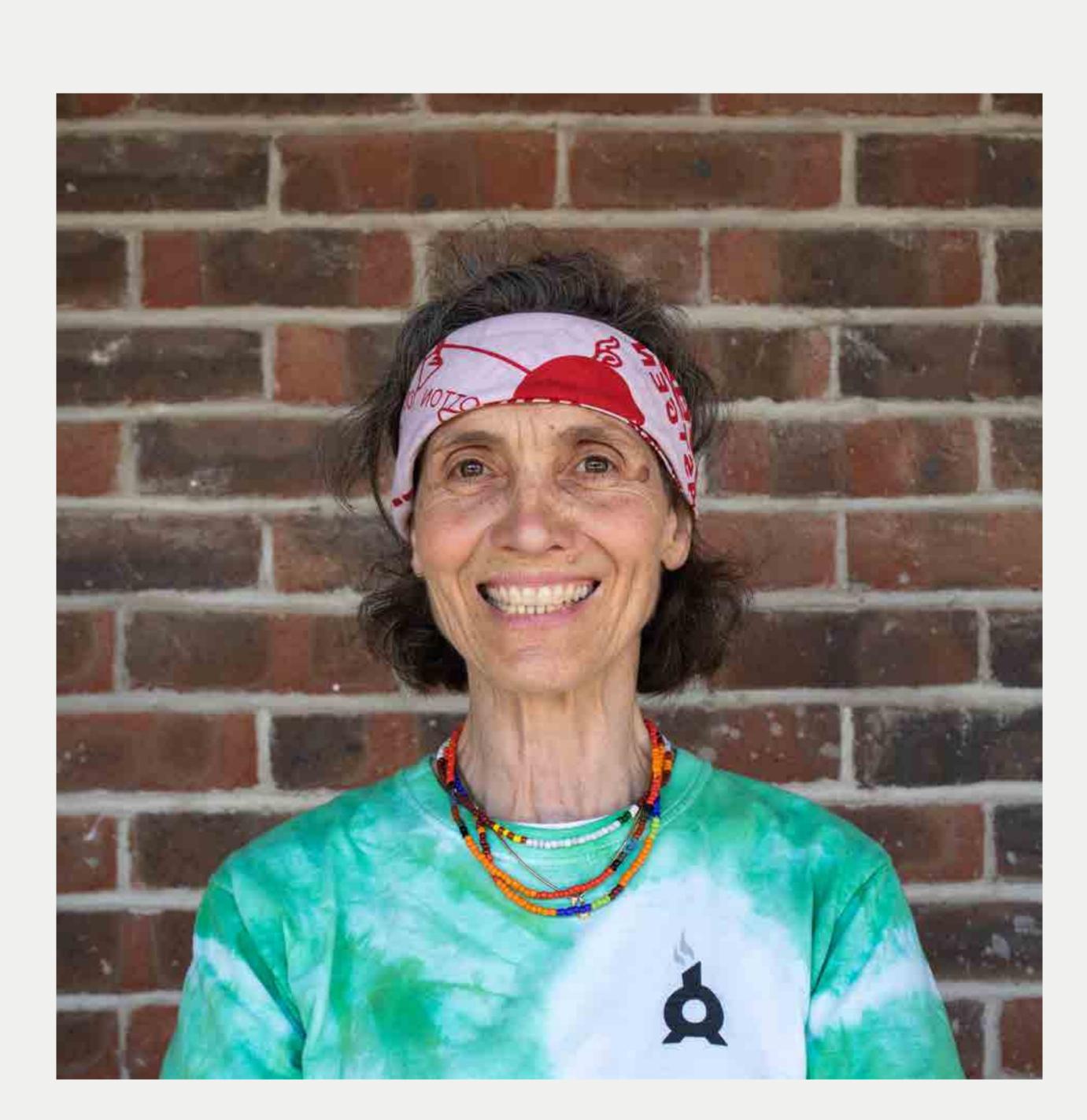


ROW BAKER

OPERATIONS MANAGER



SAM PEARCE
COMMUNITY MANAGER



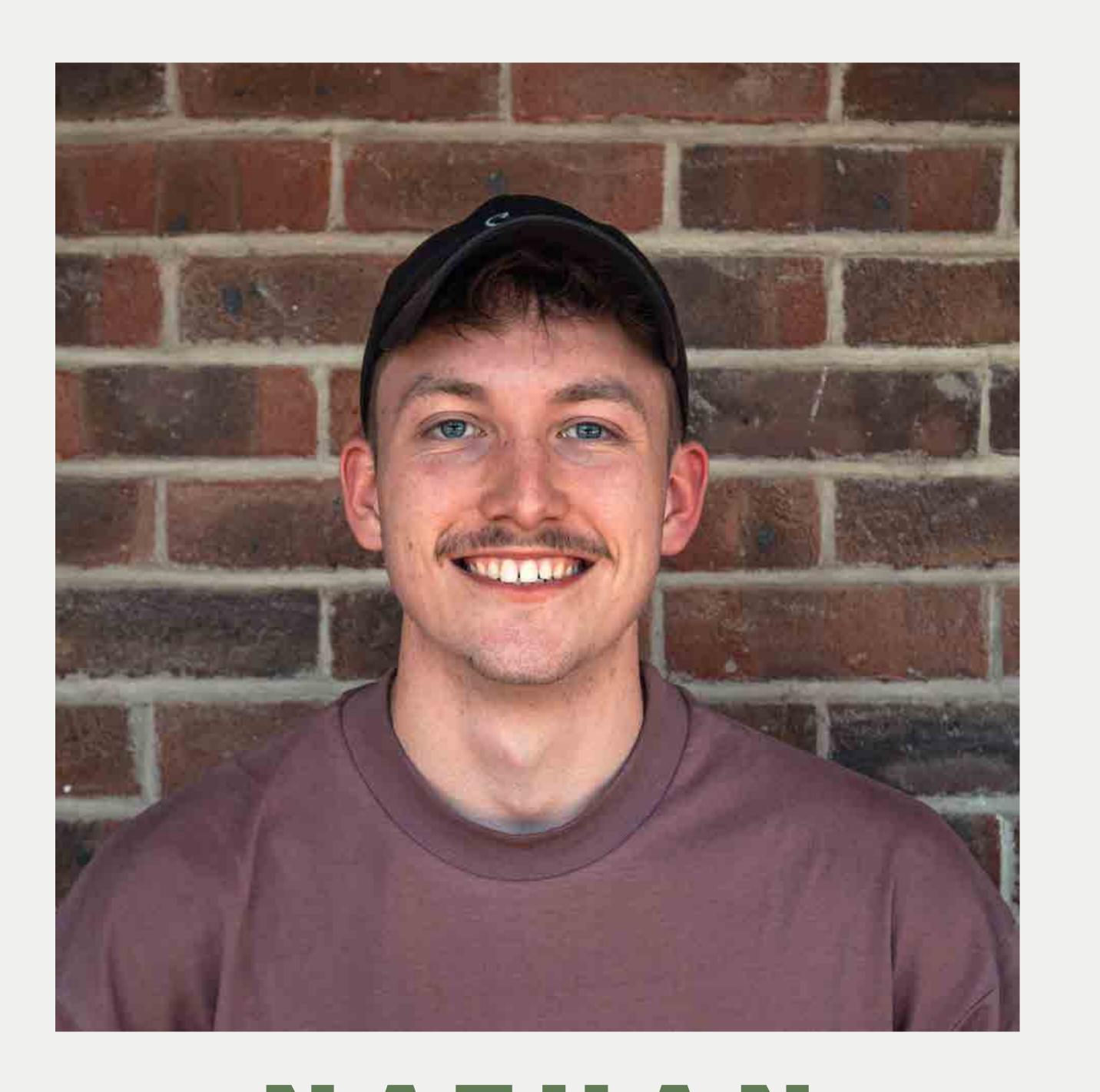
ELIZABETH FURTH

HEAD ROASTER

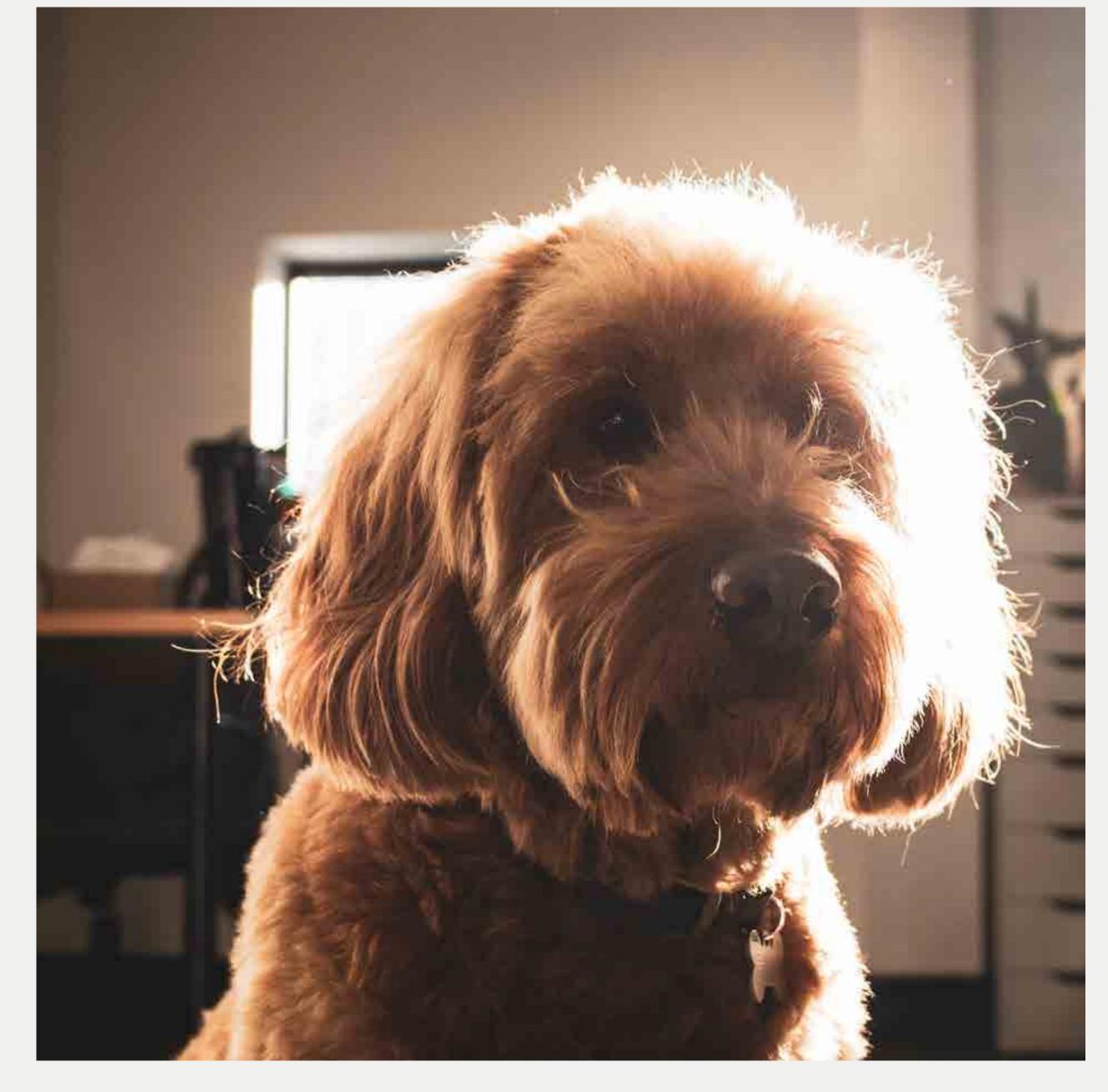


NEROLI
SNOWDEN

OPERATIONS ASSISTANT



NATHAN
SKINGLEY
MARKETING ASSISTANT



BARKLEY
BARKETING MANAGER

People are the most important part of any business, and at Chimney Fire Coffee we're extremely fortunate to have a diverse team of coffee, marketing, supply chain, manufacturing, and sustainability professionals, all with similar values.

DIVERSITY AND INCLUSION

Chimney Fire Coffee is proud to be an equal opportunities employer. We actively encourage everybody to bring their full selves to work, and recognise, respect and value differences.

We are a team of six (soon to be nine) permanent, salaried staff with a 50/50 female / male split. Both of our coffee roasters are female, which is significantly above the industry average of 24%.





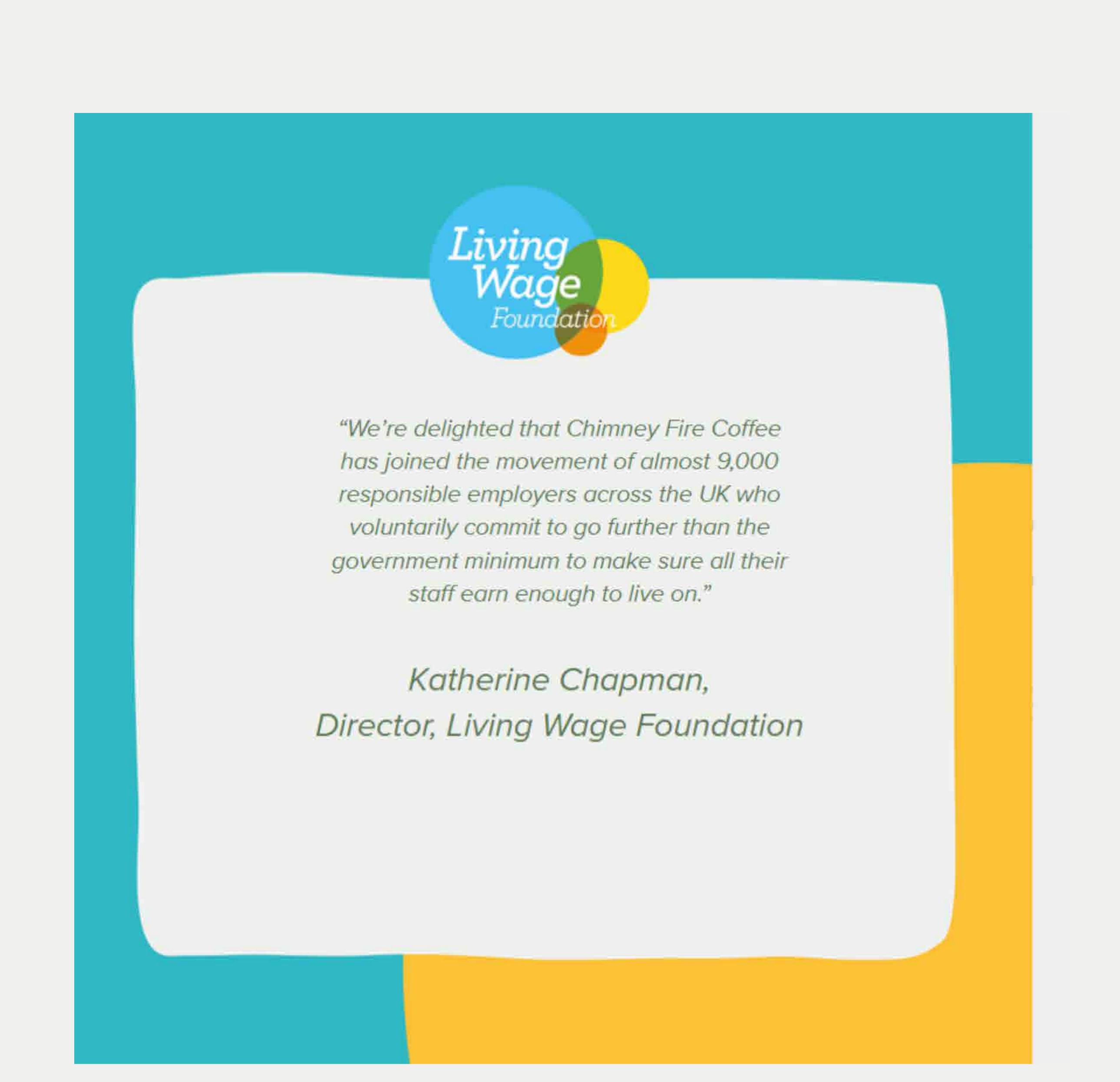
LIVING WAGE EMPLOYER

In early 2022, Chimney Fire Coffee became an accredited Living Wage Employer. The Living Wage commitment will see everyone working at Chimney Fire Coffee receive a minimum full time equivalent salary of £21,255.

The real Living Wage is the only rate calculated according to the costs of living. It provides a voluntary benchmark for employers that wish to ensure their staff earn a wage they can live on, not just the government minimum. Since 2011 the Living Wage movement has delivered a pay rise to over 300,000 people and put over £1.6 billion extra into the pockets of low paid workers.

Everybody at Chimney Fire provides a key role in helping to grow the business. We have chosen to be a Living Wage Employer to recognise this.



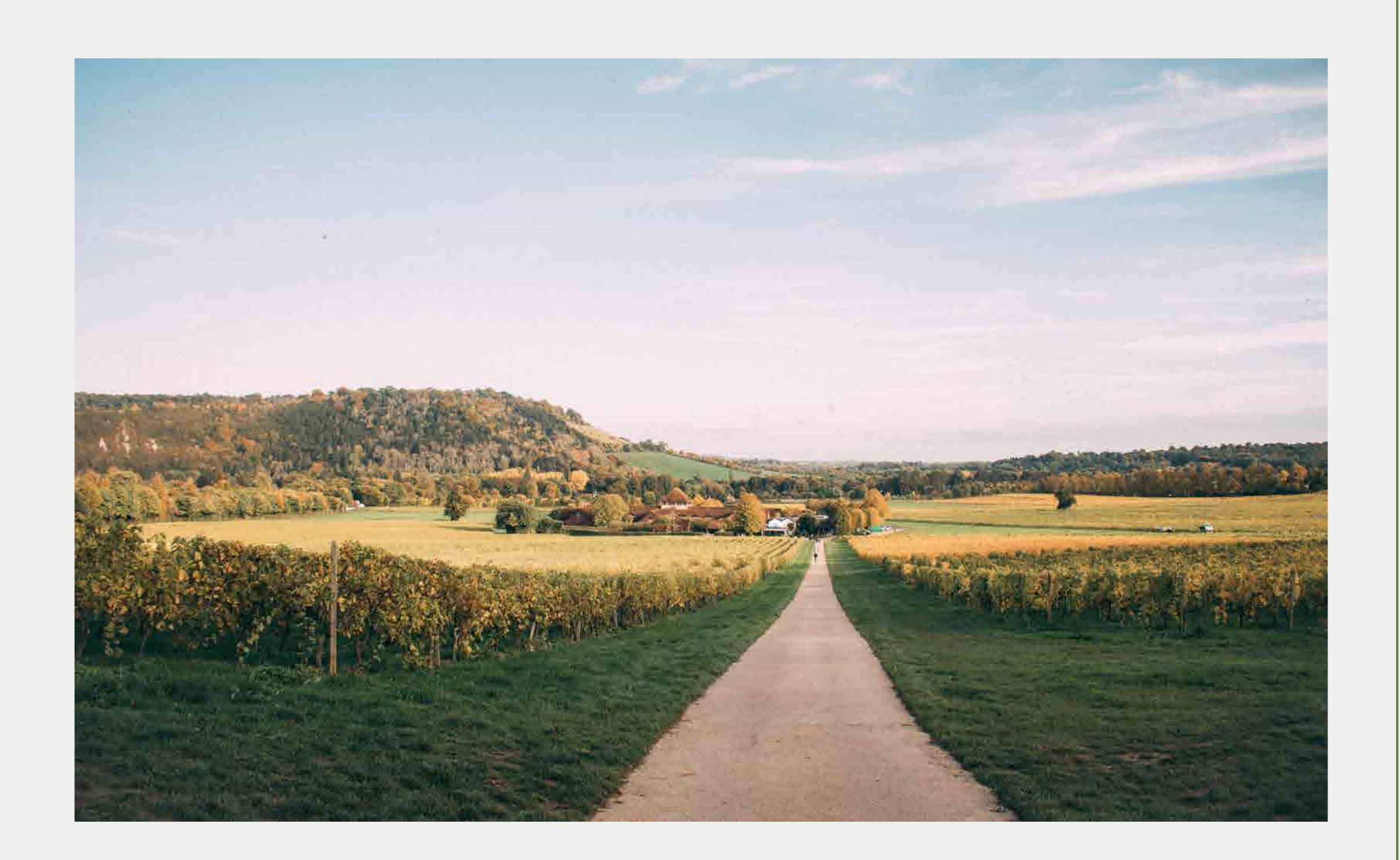


BENEFITS AND WELLBEING

Apart from a safe and rewarding work environment, Chimney Fire Coffee offers a range of benefits to all employees. There are regular team outings - from spoon carving to sports tickets, and last year everyone in the team was given a weekend away at one of our coffee partners log cabins. There is also ping-pong in the office, although the current feedback is that the table is more ornamental than functional. That's something we're working on!

Some additional team perks include:

- Coffee development and training
- Free on-site electric vehicle charging
- Employee support programme
- Working on a vineyard with lots of good coffee!



The company takes into account everybody's needs when reviewing benefits. Earlier this year we rolled out our first anonymous survey, which covered everything from health insurance to cycle to work schemes. It resulted in the following changes to our benefits:

- Two extra paid days holiday days per year (now 30 days per year, FT)
- One workday per year spent volunteering
- Implemented a paid company sick pay policy rather than statutory.

Based on the feedback, we are also exploring the following:

- A budget for personal / professional development
- Employee share schemes
- Maternity pay package review

We also conduct regular feedback through one-to-ones and ad hoc surveys. In an employee feedback survey from Escape the City, "Mission and Purpose" was the main reason why people enjoyed working at Chimney Fire Coffee.



ROW BAKER, OPERATIONS MANAGER

MARCH 2022

"CFC is made up of very passionate and lovely individuals, which results in a really nice place to work. The company has a very clear focus on sustainable sourcing and responsible practices in coffee, and ultimately produces a really delicious product - which we all get to enjoy and share as a team."



ELIZABETH FURTH, HEAD ROASTER

MARCH 2022

"We are a great team. Every team member has a specific role which enhances the smooth running of the company. Although each team member has a designated set of skills, we have a common goal, very similar values and mission for the company."



LEARNING ANDNEXT STEPS

Gaining B Corp™ certification means we meet high standards of social and environmental performance, transparency and accountability, and provides some well-deserved recognition for all the hard work the team has put in. This is only the beginning as certification also provides a framework for us to build on, and most importantly to make continued improvements across all areas of the business. We are involved in Surrey B Local, a working group to help bring sustainability improvements across Surrey businesses and promote the movement locally.

We have detailed several targets within this report that link back to our impact objectives. Undoubtedly, our biggest improvement here is to begin our in-house carbon accounting, focussing on detailed analysis of scope 1, 2, and 3 emissions - followed by a plan to go net zero. We look forward to getting stuck into this over the next few months.

As we look to recertify in two years time, our goal is to increase our B Impact Score to over 100 points.





