



# IMPACT REPORT

# OUR FOUNDER

Amboora was founded by Nadia Hamila, a British foodie of Moroccan and Tunisian descent. She took her passion of sharing new flavours and culinary secrets and turned it into a food company that also inspires and educates people about Moroccan food and culture.

Amboora was named for Nadia's daughter Amber with the goal for her to be proud of her Moroccan heritage and learn more about her ancestors' cultural practices. Every one of Amboora's products brings the tastes and smells of Nadia's childhood visits to Morocco to the UK.



# WHO WE ARE

**“At Amboora, our mission is to bring the authentic tastes of Moroccan cuisine to your table while pioneering sustainable practices and fostering social impact. We are committed to crafting exceptional food experiences, minimising our environmental footprint through innovative, eco-friendly packaging solutions, and actively contributing to community well-being. Join us in savouring the flavours of Morocco and making a positive impact on both the planet and people.”**



Amboora allows the UK market the chance to add Moroccan sauces, spices, and condiments to their dishes. We are committed to bringing our customers an authentic taste of Morocco which is why we only use natural ingredients, and our products have no artificial preservatives. All of our products are also vegan and gluten friendly so everyone can enjoy!


Outside of providing authentic North African food products, we are also committed to creating a platform where people can feel welcomed and empowered. We want to make it easy for customers to use our products which is why we have many delicious Moroccan recipes on our blog. We are all about bringing genuine Moroccan flavour to the UK while promoting sustainable practices and creating an inclusive community.

# GOVERNANCE



Amboora has a strong commitment to incorporating social and environmental impact into our business decisions, because we believe that business can be done better.

Within our mission statement, we highlight that sustainability and positively impacting our community are two of our main goals. We emphasise transparency with public disclosure of our financial performance, beneficial ownership, and our social and environmental impact. We report on our social and environmental programs using comprehensive third-party standards. We have legally ensured that social and environmental performances are a part of our decision-making process by adopting new Articles of Association.



# COMMUNITY

We engage in civic activities through financial or in-kind donations, community service, and partnerships with charitable organisations. We value diversity and creating an inclusive space for all. Amboora is owned and managed by our female founder who is from an underrepresented ethnic minority. Our recipes are designed to bring time-old customs into the modern kitchen to give more people a taste of Moroccan hospitality and community.

We have a formal standing commitment to donate at least 2% of sales to Education For All (EFA) which is a UK-based non-profit providing secondary education to girls in rural Morocco. Our donations help fund boarding houses for the girls near the schools, as well as meals and academic support. Our founder also donates more than 2% of her time volunteering at a local school.

Nadia is a member of the Buy Women Built entrepreneurship program which gives women entrepreneurs comprehensive support, resources, and mentorship to help them grow their business. Amboora plans to add their logo to our packaging in the near future so that it will be easy to spot that we are a women-owned business. We believe in the importance of educating and empowering women so that the path to success can be easier in the future.



# ENVIRONMENT

We put a strong emphasis on integrating environmental considerations into our product design, manufacturing, and delivery.

We work to ensure our packaging and shipping materials are recyclable or have the least amount of environmental impact. We provide clear instructions on how to recycle our packaging which makes it easier for customers to help us make a positive impact.

Over 80% of our goods are produced locally within the UK, lowering our transportation-related emissions. Additionally, we prioritise using shipping methods that have a lower environmental impact.

As a business we prioritise virtual office stewardship to reduce our individual carbon footprint, specifically through walking to our offices. We also evaluate our suppliers on their social and environmental impact and over 50% of our energy comes from renewable resources.

These practices underscore our commitment to sustainability and environmental stewardship throughout the product lifecycle.



# CUSTOMERS



In the UK there are many people who have travelled to Morocco and after sampling some of the delicious cuisine, they wanted to be able to recreate these recipes. However, many of the food products commonly used in Morocco were difficult to find in the UK which is where Amboora comes in. We provide Moroccan spices, sauces, and condiments that can be used with fresh ingredients from the local supermarket to bring a genuine taste of North Africa whenever and wherever.

At Amboora, we believe in providing our customers with both delicious North African food products and an inclusive platform where they can learn and be inspired. We prioritise managing our impact and values through various measures to ensure customer satisfaction and quality assurance. We value customer feedback and facilitate contact for customer satisfaction. All customers are able to see and choose how their data is used.





# B-CORP SCORECARD

One of our main goals is to become a certified B-Corp. We are pursuing this certification because it aligns with our sustainability and community impact goals. It will also help provide us sustainability guidelines to follow as we continue to grow. Once we are a certified B-Corp we will be the only Moroccan food company with this accreditation in the UK.

Our scorecard, to the right, shows us what we are doing well and where we have room for improvement.



## B-Corp Scorecard

Overall Score: 87.8

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Governance: 17.1

Community: 61.7

Environment: 5.9

Customers: 3.0





# FUTURE IMPACT GOALS

One of our future goals is to officially become a B-Corp.

In the near future we hope to introduce the Buy Women Built mark to all of our packaging to help raise awareness about female entrepreneurship.

We also hope to launch 2 new products so that we can bring even more North African flavour to the UK.

Through our blog, we plan to continue educating customers about Moroccan food by providing them easy recipes to make using our products.

Another goal is to continue our volunteer work so that we can continue to make a positive impact on our community.