



# UNROOTED

Sustainability Report 2022



# Sensational products for a sensational planet









Unrooted is a company set on creating sensational products for a sensational planet.

Our sustainability mission is deep-rooted, like our beloved baobab tree. We have strived from the beginning to make the world a healthier and happier place to be.

From emissions reduction, to improving packaging & waste, to children's education programs and supporting biodiversity, we will continue to measure ourselves on the benefits we create for others, not ourselves.

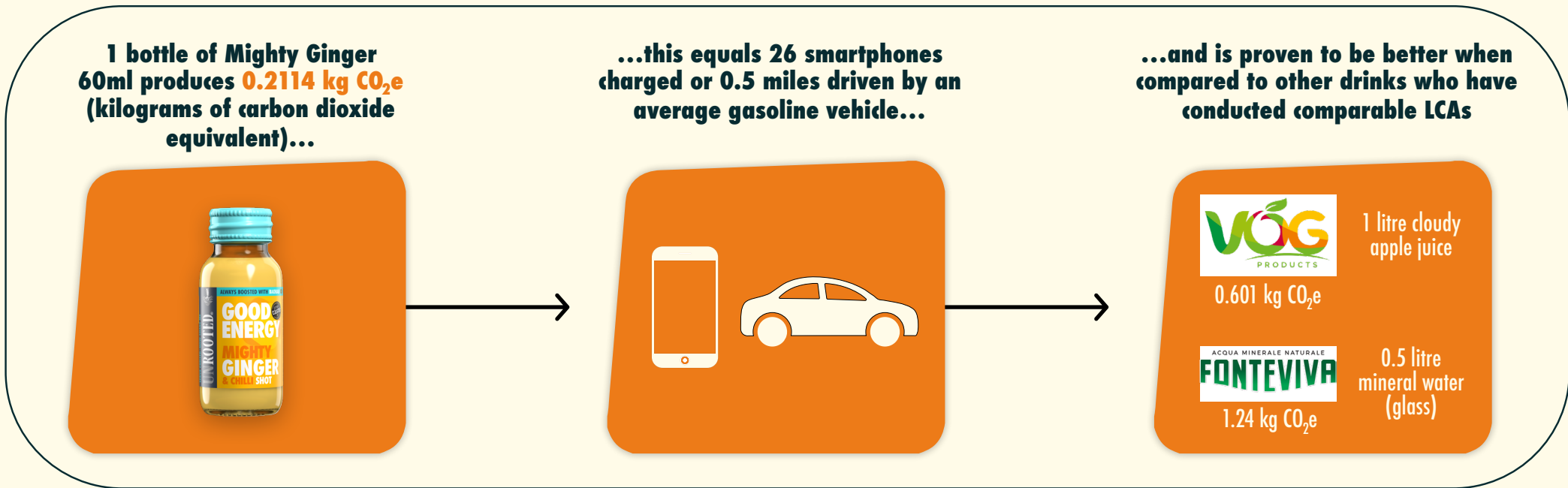


# We focus on where we can make an impact

	Emissions & Supply Chain	Environment	Social & Governance
Our goal	Achieve Net Zero	Protect our beloved Baobab trees and create an environment where they can thrive	Improve livelihoods in the Baobab harvesting communities
Our impact	<p>35 tonnes of total emissions in 2021 or <b>0.2114 kg/CO<sub>2</sub>e per bottle sold</b></p> <p>Working with programs that are Verra standard verified we purchased 133 tonnes of offsets making us <b>Carbon Neutral</b> from 2020-2022</p> <p>Carbon Neutral is our annual commitment until our hard work in emissions reductions with our stakeholders brings us to <b>Net Zero</b></p>	<p>We are partnered with the <b>Baobab Guardians</b> and <b>Baobab Wilding</b> community outreach programs in South Africa to help provide the resources to plant new trees and protect existing ones</p> <p>We have directly planted 13 baobab trees and contributed towards protecting hundreds more</p>	<p>Unrooted contributes to wage growth in rural communities, as Baobab harvesting and processing jobs can pay <b>2-5x Zimbabwe's agricultural minimum wage</b></p> <p>We identify families most in need who work with our Baobab fruits and sponsor their children's education. We currently sponsor <b>41 children</b> in rural Zimbabwe.</p> <p>Our Founder, Nathan Clemes, is on the Board of the <b>African Baobab Alliance</b>, which works to develop and support the nascent baobab industry</p>
How we support the UN's Sustainable Development Goals	 	 	 

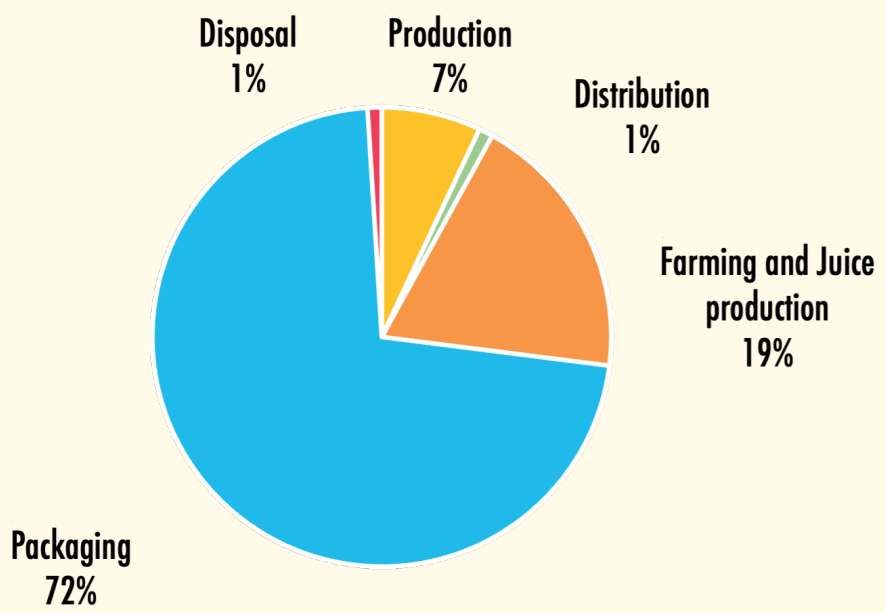
# Understanding our starting point

- Unrooted engaged the services of [Orbis Advisory](#) in early 2022 to conduct a Life Cycle Assessment (LCA) of our top-selling product, the Mighty Ginger 60ml shot.
- An LCA is a methodology used to measure a product’s carbon & carbon equivalent emissions across all stages of its supply chain, or from “cradle to grave”. This includes everything from the farming of raw ingredients to the final disposal of the glass bottle
- Unrooted is determined to make sure we are reducing our emissions at every step of our supply chain, and the LCA is a key tool we depend upon to understand our emissions and where they come from.
- Our LCA found that 1 bottle of Mighty Ginger was equivalent to **0.2114 kg CO<sub>2</sub>e**.



# Where do our emissions originate from?

## Breakdown of emissions sources per bottle



Based on 0.2114 kg CO<sub>2</sub>e per Mighty Ginger 60ml

## Largest emissions contributors

	Source	Key actions
<b>Packaging</b>	75% of our packaging emissions come from our glass bottles. This is due to the high levels of energy required for their production	Work with our suppliers to increase use of recycled materials in our glass bottles.
<b>Farming and juice production</b>	54% of our raw material emissions come from our ginger juice. This is due to the transport emissions required to bring the ginger to the UK from Australia where it is farmed	Investigate if we can source an equivalent ginger juice closer to the UK.
<b>Production</b>	87% of our production emissions come from energy inputs.	Work with our bottlers on transitioning them to renewable energy sources.

# Why do we use glass bottles when they are a large contributor to our emissions?

Sustainable packaging is a hotly debated topic in consumer goods. Whilst understanding the carbon intensity of various packaging types is important, it is far from the only relevant factor when deciding which packaging material is most sustainable.

### Shelf life and wastage

Using a glass bottle, we are able to produce our products to a **12 month shelf life** (versus less than 4 months in a plastic bottle).

A longer shelf life means we are likely to waste or dispose of less juices or raw materials, which are carbon intensive to produce and increase pressure on arable land use, reducing biodiversity.

### Ease of recycling

The UK currently recycles 74% of glass compared to only 44% of plastics  
(Source: UK Government)

This means our glass bottles are much more likely to end up being reused compared to plastic bottles, which often end up in landfill.

When recycled, glass quality is also preserved so it can be recycled endlessly whereas quality tends to deteriorate with recycled plastics, putting a lifespan on their use.

### Plastic tax

In aiming to reduce our reliance on plastics, the UK introduced a plastic tax in April 2022. Unrooted avoids being caught by this tax due to our use of glass bottles.

We believe regulators will continue to incentivise more sustainable materials, and therefore see glass as the best long term packaging materials for our products.

# We are proud to be Carbon Neutral, but it is not the end goal

Based on the findings of our LCA, we used the emissions result from our Mighty Ginger bottle as a proxy for all of our other flavours. From this we were able to estimate our total emissions from 2020 through to 2022 at 133,000kg CO<sub>2</sub>e.

We then partnered with Ecologi to purchase Verra standard verified carbon credits to offset these emissions, **making our business Carbon Neutral.**

Whilst becoming carbon neutral is a great starting point, it is not the end goal. We continue to work hard towards achieving Net Zero status for our business. Net Zero differs to Carbon Neutrality in that carbon credits are not permitted in the calculation of your emissions for Net Zero, which means for Net Zero to be achieved we need to reduce our emissions from 0.2114kg / CO<sub>2</sub>e down to 0. Given the scope of how we calculate our emissions, this will require cooperation, investment and support from suppliers, distributors, governments and our entire industry in the years to come.

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<h2>Carbon Offset Projects Supported</h2>	
<h3>Wind Power Project in South Africa</h3>	<h3>Solar power project in Vietnam</h3>
	

## Planting and protecting baobab trees

In 2018 global news outlets picked up a story purporting that some of the world's oldest baobab trees were suddenly dying. The culprit? Climate change.

Whilst the African Baobab Alliance investigated these reports and found inaccuracies in their methodologies and conclusions, climate change does remain a very real threat to baobab trees and thousands of other plant species across Africa.

**In partnership with the Baobab Foundation, the Baobab Guardians program and the Baobab Wilding project, Unrooted is dedicated to planting and re-wilding baobab seedlings.** The work starts when the trees are in their infancy and consists of caring for and protecting the trees from baboons and other indigenous animals until they reach 3 meters in height and can 'stand on their own'.



Baobab trees can take over 70 years to produce fruits from the time they are planted (good things take time), which means **our work today will continue to have a positive impact for decades to come.**

Since 2021, Unrooted has planted and protected hundreds of trees which are being tended to by community members in villages around Venda, South Africa.





# Supporting harvesting communities

We measure ourselves on the benefits we create for others, not ourselves.

This mission is not just the right thing to do, it is also good business. We recognise both the influence and responsibility we have when working with rural communities who often have limited access to employment opportunities and affordable education. We also recognise that by making concerted efforts to support the communities in Zimbabwe who harvest our baobab fruits, we are helping to build a local economy that is under-resourced today.

## It starts with education

Unrooted is currently working with Organic Africa and B' Ayoba to identify families in the baobab harvesting communities that are most in need of additional support. As public school in Zimbabwe costs approximately \$50 per year per child, and only primary school is required by law, children are often removed from school post primary school if their parents cannot afford the fees.

Unrooted is currently sponsoring the education of 41 children in the South-Eastern and North-Eastern areas of Zimbabwe. We commit to ensuring our sponsorship is indefinite in nature, meaning we will never reduce this contribution, or make a change which results in children losing our support.



## African Baobab Alliance: taking responsibility for our industry

### The ABA is dedicated to:

#### Setting quality standards

As the baobab industry grows, the ABA will ensure the strictest quality standards are upheld. The baobab we currently purchase is certified Fair Wild and organic.

#### Supporting the harvesters of baobab

With increased quality standards also comes fair pricing. The ABA supports the harvesters by encouraging producers to pay fair market prices for baobab fruits. In Zimbabwe where we purchase, harvesters can earn 2-5x the agricultural minimum wage during the harvest season.

#### Improving competitiveness and use cases of baobab

The ABA partners with universities and researchers to conduct trials on the myriad health benefits and applications of this amazing super fruit.

#### Building demand

Educating the wider market on the benefits and building awareness of baobab will require further research and market support. The ABA is the baobab industry's leading voice and will continue to lobby for more demand and use cases across consumers, product developers and retailers.

**Unrooted has been a member of the ABA since its founding and Nathan, our founder, is on the Board.**



# Thank you for reading!

Unrooted is committed to openness and transparency as we build our business sustainably. If you have any questions, comments, or ideas on what you've read, please contact our team below



**Nathan Clemes**  
Founder

[nathan@unrooteddrinks.com](mailto:nathan@unrooteddrinks.com)



**Amber Numamoto**  
Operations Manager & Head of Sustainability

[amber@unrooteddrinks.com](mailto:amber@unrooteddrinks.com)