

KISS THE HIPPO COFFEE IMPACT REPORT 2020



**CARBON
NEGATIVE**
company

2021 - The Year We Became
a Carbon Negative Coffee Company

OUR MISSION

At Kiss the Hippo, we strive for Sustainable Coffee Excellence. That's why we source all of our coffee ethically from trusted partners — or through direct trade, where all coffee is purchased for at least double the Fair Trade minimum. We call it **'Fairer Trade'**.

It's also why we work so hard to be London's most sustainable coffee company, and do everything in our power to give back on a wider scale. And while 2020 wasn't the easiest year for many of us, we did find a few silver linings — and managed to use coffee as a powerful force for good.

We're proud to introduce our inaugural impact report. Here, you can see just how our coffee — and your custom — helped make a difference to the planet in 2020.



OUR IMPACT



WE SOURCED COFFEE FROM

Brazil • Colombia • Peru • Panama
Costa Rica • El Salvador • Guatemala
Nicaragua • Honduras • Mexico • Ethiopia
Rwanda • Yemen • China • Myanmar

THAT'S **15** COUNTRIES
...AND A TOTAL OF 29 LOTS

WE COMMITTED TO FAIRER TRADE

On average, we paid...

2.03x

Fair Trade price



WE GAVE BACK

We Contributed

£424 to World Coffee Research
£636 to Kew Gardens



Royal Botanic Gardens **Kew**



A BREAKDOWN OF OUR COFFEES



78% WASHED
16,642kg

12% EXPERIMENTAL
2,531kg

10% NATURAL
2,047kg



DIRECT TRADE



ORGANIC

WE ROASTED



21,220kg

of coffee in 2020


enough coffee to make

1,116,842

cups of coffee



We Recycled

3,750kg = 5 Tons CO₂ Emissions Saved
= 31 Trees Saved 

We Built

a Safe Water Tank for 228 kids
at Mwambui Secondary School with





OUR FUTURE

This is only the beginning. Every day we're investing in revolutionary coffee research, partnering with innovative producers and putting money towards inspiring initiatives — like building a safe water tank for the 228 students at Mwambui Secondary School in Kenya with Just A Drop, or our Nepalese ecoforestry venture with On A Mission.

Of course, we couldn't do any of it without our our dear online shoppers, our loyal London café guests and our valuable wholesale partners, who've helped us on every step of our journey. With your help, we're using coffee to change the planet for the better — and in 2021, we've already achieved our long-held goal of becoming **London's first carbon negative coffee company.**

LONDON'S FIRST CARBON NEGATIVE COFFEE COMPANY

WHAT DOES THIS MEAN?

For every lot of coffee we source and roast, we contribute to a number of global reforestation projects to ensure we can soak up more carbon than we pump out — making our coffee process a net positive for the environment.

Reforestation is the most effective solution to capture CO₂ and therefore solve climate change. That's why we partnered with Swiss non-profit On A Mission to reduce our own emissions and to calculate our carbon footprint, based on our products, packaging, transport and more. From there, we were able to make our company and all of our products certified carbon negative.

Now, we offset our entire CO₂ value through those international reforestation initiatives — something which wouldn't have been possible without the help of our dear online shoppers, our loyal London café guests and our valuable wholesale partners.

With your support, we're planting a #KissTheHippoForest all around the world. So thanks for being part of our journey — and for helping us help the planet, one cup of coffee at a time.

Find out more at kissthehippo.com

