

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES

NAME OF COMPANY: INNOCENT DRINKS

REPORT SUBMITTED ON 3<sup>RD</sup> MAY 2022

<b>Type of business/sector</b>  <i>(E.g. retail, dairy)</i>	<b>Sustainability dimension</b>  <i>(E.g. environmental, social)</i>	<b>Code aspirational objective</b>  <i>(1-7)</i>	<b>Individual commitments with baseline</b>	<b>Progress on KPIs and goals (qualitative and/or quantitative)</b>	<b>Additional information (optional)</b>  <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	<b>Comments (optional)</b>  <i>(E.g. enablers, ideas on how to improve)</i>
<b>Beverage company</b>	<b>Health and nutrition</b>	<b>Aspirational objective 1</b>	Support improved consumption patterns in the EU by providing portions of fruit and veg.	1.3 billion portions of fruit and vegetables provided in our drinks in 2022.		

<b>Beverage company</b>	<b>Health and nutrition</b>	<b>Aspirational objective 1</b>	5% reduction of naturally occurring sugar in our fruit juices and smoothies by 2025.	By the end of 2022 we have reduced sugar by 2.5%.	We launched 3 new drinks in 2022 all with lower grams of sugar: Revitalise (11% less sugar), Blueberry Whizz (11% less sugar) and our orange, passion fruit & mandarin juice is 5% lower in sugar than our other core juices.	The only sugar in our drinks is what you'd find in the fruit we make them with.
<b>Beverage company</b>	<b>Health and nutrition</b>	<b>Aspirational objective 1</b>	We adhere to the enhanced responsible marketing commitments from the EU pledge stipulating that we will not market any of our beverages to children younger than 13 years old and will not market or advertise in any media that has an audience where 30% or more of that audience consists of children under the age of 13 across the EU.	In 2022 we launched training for employees and developed a toolkit for our agencies on our responsible marketing policy. So far 79% of employees have completed the training.	The EU Pledge.	
	<b>Health and nutrition</b>	<b>Aspirational objective 1</b>	Prevention and reduction of food loss and food waste	We donated 1,188,804 drinks in 2022.	In March, we teamed up with UKHarvest to host our first Down to the Core cook-off at	

					<p>the Nourish Hub community café. UKHarvest is a charity that rescues and donates surplus food and drinks (to people who need them most). The aim of this event was to show how redistributed fruit and veg can easily be turned into tasty, nutritious meals. The learnings from this event were shared across the whole European business to support similar initiatives.</p>	
<p><b>Beverage company</b></p>	<p><b>Health and nutrition</b></p>	<p><b>Aspirational objective 1</b></p>	<p>Optimising the nutritional value of our drinks.</p>	<p>All our smoothies are a source of fibre.</p> <p>We introduced a new Kids flavour- Blueberry Whizz – which has added vitamin D and iron.</p>		<p>In 2017 we commissioned research at the University of Leeds to double-check all the fruit fibre in our drinks stays intact after blending. It's important we continue to learn and understand how we can constantly improve the nutritional value of our drinks.</p>

Beverage company	Climate	Aspirational objective 3	Going carbon neutral by 2025.	In 2022 we launched our first carbon neutral drink (our orange juice). 17% of our drinks are now carbon neutral.	<p>The Blender, our carbon neutral factory powered by 100% renewable energy, is busy crushing fruit and veg and putting it into bottles.</p> <p>We've installed solar panels and have requested our permit for wind turbines so we can reach the point where we don't need to get any (renewable) energy from the grid.</p>	
Beverage company	Climate	Aspirational objective 3	Reducing scope 3 emissions by 50% per litre by 2030. (based on figures from 2019).	Working with suppliers to identify opportunities to reduce their carbon footprint.	Supported Sol Organica, one of our ingredient suppliers and a fellow B Corp, to identify opportunities to reduce their carbon footprint. Sol Organica are now planning what actions they can take. These include diverting waste from landfill, changing refrigerant gases and improving soil with biochar.	The Blender is a pretty big step forward, but the reality is the majority of our greenhouse gas (GHG) emissions come from our supply chain. That means we need to accelerate our work with farmers and suppliers to encourage them to partner with us on climate action.
Beverage company	Climate	Aspirational objective 3	Reducing scope 3 emissions by 50% per litre by 2030. (based on figures from 2019).	<p>Launched our second Farmer Innovation Fund to support projects reducing carbon in agriculture.</p> <p>2% reduction.</p>	<p>The 2022 fund selected three winners:</p> <p>Dohler: to map out how to reduce carbon in their apple and mango chains.</p>	

					<p>Agrarias Manchegas: to reduce emissions in grape farming with some new equipment.</p> <p>Frutilight: to reduce fertiliser use on pineapple farms (they're also partnering with yellow Pallet and Bamboo Pallet to make pineapple waste into pallets for transporting our juice).</p>	
<b>Beverage company</b>		<b>Aspirational objective 3</b>	We'll cut our Scope 1 and 2 GHG emissions to zero by 2030.	<p>Scope 1: direct emissions – fuel use, refrigerants, and business travel (tCO2e) – 542 tonnes cut.</p> <p>Scope 2 – indirect emissions (purchased energy – 0 (we purchase renewable energy)).</p> <p>Scope 3: indirect emissions – supply chain (tCO2e)- 227,604 tonnes cut.</p>		
<b>Beverage company</b>	<b>Packaging</b>	<b>Aspirational objective 4</b>	Support well designed Deposit Return Schemes to increase recycling.	In 2022 we petitioned to join the DRS in Netherlands. This was successful and our bottles are now included in the scheme.		

<b>Beverage company</b>	<b>Packaging</b>	<b>Aspirational objective 4</b>	Reducing the amount of plastic in each bottle with an aim to reduce 2500 tonnes of plastic by 2023.	Our bottles are now 7% lighter.	Targets boundaries and calculations completed in line with reporting requirements for the Ellen MacArthur Foundation New Plastics Economy Global Commitment.	
<b>Beverage company</b>	<b>Packaging</b>	<b>Aspirational objective 4</b>	All our juice and smoothie bottles contain at least 50% recycled plastic (rPET).	Our bottles are 50% recycled plastic.		To increase the availability of rPET for the food and drinks sector we support well designed Deposit Return Schemes with priority access to recycled material for food and drink manufacturers.
<b>Beverage company</b>	<b>Packaging</b>	<b>Aspirational objective 4</b>	Exploring reuse alternatives and increasing recycling.	The percentage of our plastic packaging that's recyclable is 98%.		
<b>Beverage company</b>	<b>Water</b>	<b>Aspirational objective 4</b>	Continue to reduce water as our blender increases capacity.	We have introduced smart water-reduction measures. The highlight is our Fluivac cleaning system, which uses air instead of water to blast juice residues out of the equipment. We also collect rainwater and use it in our toilets. All in all, the Blender's water-saving strategy		

				has reduced potable water demand by almost 50%.		
<b>Beverage company</b>	<b>Decent work for all</b>	<b>Aspirational objective 5</b>	Improving business resilience and competitiveness	<p>Beacon Project: For the last two years, we've been studying pollination activity across 12 apple farms in two regions of Spain. We're waiting for the results from year 2, but in year 1 we found out that pollinators account for 67% of apple production, and are responsible for 76% of the economic value of the apples on the farm.</p> <p>We've expanded our Beacon project to orange farms in Brazil, where experts from the University of Sao Paulo are conducting research on the health of pollinators around the Atlantic rainforest.</p>	The Beacon project is a three-year campaign to test out how different ways of farming can promote wild pollinators and make fruit trees even more fruitful and resilient to climate change.	We've also been working with AgriSound, a technology company specialising in pollination management that was one of the winners of our 2021 Farmer Innovation Fund. They've installed poly flowers, an acoustic system that monitors and counts the number of insects on apple and orange farms. By being early adopters of this technology, we hope to collect data to let other growers know how they can improve their biodiversity.

<p><b>Beverage company</b></p>	<p><b>Sustainable sourcing</b></p>	<p><b>Aspirational objective 7</b></p>	<p>100% sustainably sourced by the end of 2023.</p>	<p>In 2022 93% of everything we buy has been confirmed as sustainably sourced (FSA verified or equivalent).</p> <p>2022 was also the year 85 of our smaller passion fruit farmers in Nicaragua achieved bronze or silver in their Farm Sustainability Assessment.</p>		
<p><b>Beverage company</b></p>	<p><b>Sustainable sourcing</b></p>	<p><b>Aspirational objective 7</b></p>	<p>Being example setters in our own due diligence through our own human rights policy, risk assessment and compliance.</p>	<p>In 2022, we relaunched our internal human rights training to match the current challenges and opportunities facing workers around the world. From preventing exploitation of Ukrainian refugees to protecting jobs and livelihoods through our climate action, we need to do what we can to keep up with change.</p>	<p>In 2022, we partnered with one of our suppliers in Poland to promote the Just Good Work app to Ukrainian refugee workers. It gives multilingual advice on what to expect and informs people about the right working hours, wages and other benefits. It also provides other useful information like school places for children and charities in the area.</p> <p>----</p> <p>We were concerned some smaller orange farms in Brazil were struggling to remain in business. We saw an</p>	

					<p>opportunity to support farm owners to increase their knowledge of good practices and important environmental and labour rules.</p> <p>So, we co-founded Fundação Solidaridad to provide growers with technical help and training on things like workers' safety and minimum wage. 602 workers have benefitted so far.</p>	
<b>Beverage company</b>	<b>Sustainable sourcing</b>	<b>Aspirational objective 7</b>	<p>Building 10,000 farming livelihoods by the end of 2023.</p>	<p>The pandemic has meant it takes longer to get face-to-face training going but we've still managed to invest in 3,308 farming livelihoods.</p> <p>We continued our work with the non-profit organisation Emerging Leaders in 2022. They provided training on business development, financial skills and team leadership to 256 farmers in India, Ecuador, Colombia and Spain.</p>	<p>To make sure we're always sourcing sustainably; we've been helping some of our smaller growers make improvements to their farms. For example, we're paying a premium to Fair Trade certified coconut farmers in the Philippines. In 2022, we invested \$300,000, which farmers chose to put towards subsidised food, medical bills, insurance and children's education.</p>	<p>By supporting our suppliers, we're able to make sure their workers get paid fairly too. For example, our major banana supplier in Costa Rica is continuing with their Rainforest Alliance certification so we know they're paying a living wage.</p>