The Collective

2019-2020 Impact Report

April 2019–
March 2020

The Collective's Impact Report 2019-2020

This is a very proud moment for The Collective as we introduce our first impact report as a certified B Corp business.

When we started out over 9 years ago in the UK, we were founded on the belief that everyone deserves to have great tasting real yoghurt, not goop in a tub. From the start we have looked to how we can have a positive impact not only on taste buds but also on our people, communities and the planet, and as we continue to grow this has become even more important to us.

We have always believed that collectively we can have a much greater impact on the world around us, (in fact it's in our brand name!), that's why we have joined the B Corp movement and over 3,400 companies in 74 countries across the world, unified together in the belief that business can be a force for good.

Our 2020 impact report shows our commitment to transparency and our impact on people and planet. We've done a lot of changes we are proud of this past year including our packaging move to detectable black lids on our kefir yoghurts, and launching a pouch recycling scheme. We are also looking after people in our team with more support for new parents, plus heath care and income protection. There is plenty more to do, and we have some exciting things planned for the year ahead.

A huge thanks to everyone who has helped us on the journey so far to certification, especially our amazing team, suppliers, retailers, and our loyal customers. We are so excited about the impact we can collectively have together!

We hope you enjoy reading our first impact report as part of the B Corp community, and we look forward to continuing our journey together for a fairer and more sustainable world.

Sarah
General Manager at The Collective

Our Story

Angus Ofer

2009
A brand started in NZ by two chefs in who crafted the best tasting yoghurt

Mike Amelia

2010
joined forces with Amelia + Mike

2011
gourmet yoghurt hit the UK shelves

2014
launched kids yoghurt and straight up

2018
created our kefir range

2020
launched straight up 0%

2019
launched kids puds

our purpose

our people

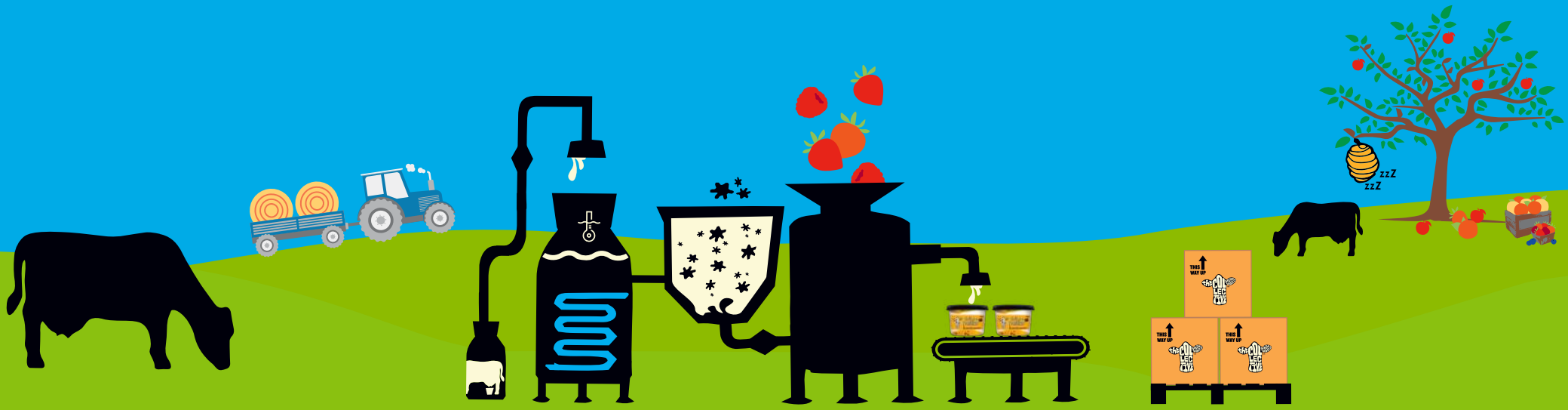
our planet

our products

Our Vision

“We exist to create happiness inside and out, by reinventing the great tasting dairy of tomorrow.”

Our Manifesto



We are The Collective.
The dairy shaker uppers. The just go with your gut-ers. The relentless tastebud thrillers. We were two kiwi food obsessives on a mission to take back yoghurt from the scientists and bean-counters, but now we're a herd of thousands. A true collective of like-minded souls, hell-bent on building, growing and, most importantly eating the dairy of tomorrow.

And if you believe life's too short for mediocre goop, you're part of it too.
So let's go make some straight-up good.
It's time to... thrill some tastebuds!

Purpose Beyond Profit

We are a brand with a purpose beyond profit, we care about creating value for people and planet. It's about consistently evolving to being a better business that inspires others to lead us all to a fairer and more sustainable future.

We Listen To Our Yoghurt Fans

Our fans are the very centre of our world. We love to hear from them, constantly strive to impress and enjoy fuelling their passion for delicious dairy!

Supporting Our Communities + Doing Good

We love giving back to the community and putting time in for good causes that are close to our hearts.

Tackling Environmental Issues Head On

Our goal is to be the most sustainable dairy company in the world. This means continually striving to create the most delicious products in a way that has the least possible impact on the planet.

We Focus On Health

Healthy food = Healthy mind. We focus on using natural ingredients, continuously improving our recipes without compromise on taste.

OUR PEOPLE

Our People

People are an important part of The Collective, from the millions of yoghurt eaters out there, to those in the factory making our goods and our amazing team.

In fact, our brand name came from being a group of collective people with great ideas to bring our ridiculously tasty yoghurt to life!

Giving back has continued to be a big part of The Collective, where we helped 5,000 kids get active through a free mini triathlon in our local community with support from The Brownlee Foundation.

We committed to working with The Princes Trust to give youth a great shot in life.

Our team at The Collective are a bunch of talented, yoghurt-loving and inspiring people who love what they do.
We've got big ambitions to change the face of dairy and we're growing and nurturing our team along the way to do this.

We are continually looking and reviewing how we can best support our people, and always putting them at the heart of what we do.

We are more than a team.
We are The Collective.

Our Values

Our values have been born not out of a business jargon book but reflect the very foundations of the business. They have evolved as we've grown up and are at the heart of how we work together. Culture can't be imposed, we create it. Our values guide the behaviours we believe have got us to where we are now and will carry us forward as we continue to grow.

- make things happen
- be easy to work with
- love to learn
- knock your socks off
- win together

Helping Our Community

Team Volunteering
This year, we've signed off a volunteering scheme allowing all employees 2 paid days to volunteer for a good cause and do their bit for our local community.

Donations
As we are convinced about the importance to give back to the community, we've committed to donate 0.1% of our revenue to charities.

195 Love Letters
We love chattin' to all you lovely yoghurt eaters out there through email, social media and even the trusty snail mail. Our Customer Happiness Manager is one of our most important roles here at The Collective and in the last year, she wrote back to every single one of our customers and shared the love back!

Getting Active
Since 2015, we support The Brownlee Foundation to help kids nationwide get active though a free mini-triathlon in our local community center in Willesden. This year has been no exception and since 2015 , we've helped over 25,000 kids get active all over the UK.

University Placement Scheme
We teamed up with Bath University to offer 3 placement roles in different areas of the business as a learning opportunity for both students and our team.

Food donations
This year, we've donated 23 000 of yoghurts and granola to worthy causes, teaming up with charities like Fareshare and other local communities.

Solidarity + Fundraising Events
This year, the team has participated in several events, all around the idea to educate and raise awareness whilst raising money to help good cause. This included participating in a Touch Rugby tournament for GroceryAid, a 45miles bike ride Palace 2 Palace for Princes Trust, hosting events during the Mental Health week to name a few.

Our Love Letters

I just wanted to write to let you know how much my 20-month-old daughter loves your suckies yoghurt and fruit pouches. she cannot get enough of them. She isn't a big milk drinker, so I guess they are a great way of getting dairy into her. she is a complete fiend and I fear that's it's becoming a bit of an expensive habit and she may need to join suckie-oholics anonymous. she loves all of the flavours and always runs to the fridge first thing in the morning for one of her beloved pouches. so, yeah, great product!

I just wanted to drop you a message to say thank you for making a yoghurt I love. I have never been a yoghurt fan but love passionfruit so thought I would give it a try and it's amazing. I have now also tried some of your other flavours with the mango also being up on the high list. I have gone from someone who avoid yoghurt like the plague to eating it with granola very morning. my extra fussy daughter has also tried it and loved it. She is now regularly enjoying your suckies in her lunch box meaning I'm finally getting some calcium into her.

I never realised I could fall in love with a yoghurt.

I just thought I'd let you know how much our family loves your yoghurts. we also keep your pots and my grandchildren use them endlessly for lunch boxes and keeping and gathering treasures in during the school holidays. they've been made into "bird feeders" and bug houses and at the end of the day we gather them up to wash and store them again. I've still got all the spoons that were under the lids and we reuse them - perfect for little hands. keep on making your lovely yoghurt.

I'm genuinely addicted to your yoghurts, hats off to whoever invented them.

Hi, just writing with some feedback for your kefir range. I saw on the bottle you'd like to hear our thoughts. I've had the yoghurt + the drink for the kefir range. really enjoying the plain kefir drink! I have got my family to try it too & I take it to work with me. I like to have it plain on its own. thank you!

We Look After Our Staff

We want to change the face of the Dairy category forever and at the same time we want to make this a place that is as fun, fulfilling and rewarding as possible.

Private Health Care, Pension + Life Insurance

From day one, our staff members are eligible to private health care, pension and life insurance. Our private health care also offers loads of great benefits like half price sneakers and bikes! This year we have also added income protection cover should any of our people be diagnosed with a serious condition and be unable to work, plus a health cash plan to cover things such as dental treatments, physio, counselling, accupuncture and much more!

360° Feedback + Appraisals

This year, we introduced quarterly goal setting and mini reviews so there's more opportunity for recognition and feedback in conjunction with our appraisal process, including 360° feedback which ties into our company values and mission.

Bonus Scheme

Every person at The Collective does their bit to helping us create happiness inside and out, so that's why each permanent member is part of the annual bonus scheme.

Support for New Parents

This year, we have enhanced our paternity, maternity, shared parental and adoption packages for those with one year's service!

Employee Handbook + Flexi-working

We've created a sparkly new employee handbook so everyone has access to everything they need. As part of that, we introduced a flexible working policy to make sure everyone has the opportunity to apply for a flexible working solution that works best for them.

Work Perks

Weekly Vibes + Celebration Events

Every year, we have a Christmas and Summer party to let off some steam after all the hard work our team has done, which usually results in a few sore heads *wink* You'll also find us having weekly drinks on a Thursday to celebrate the weekend arriving! This year, the whole team has been on a 2 day interactive team workshop to develop the purpose and strategy of the company, as well as sharing a nice moment together with fun team building activities and a fancy dress party!

Birthdays off + Friday 4pm's!

We love to reward our people for workin' hard at The Collective, so we give every staff member their birthday off to celebrate with family & friends.
And after a long week of creating the dairy of tomorrow, all our staff can leave at 4pm on a Friday!

Brand New Office

This year we have moved to a sparkly new office to provide a thriving work environment for all our team.
Our office space is BREEAM-certified, a sustainability performance certification recognising sustainable buildings, projects and infrastructures that enhance the well-being of its people.

Wheel Of Praise

To celebrate our team values, we have a wheel of praise board which you can slap a post it note on to shout out anyone who you think has done a good job. Every month we reward one employee who stands out the most for going the extra mile with a delicious meal to the value of £200.

We're Always Looking To Improve

Our plans next year to keep on doing better for our people and constantly looking for ways to improve our working ways:

Implementing an Official Volunteering Program

We want to make it official and introduce a volunteering program for our staff where they can take two days of business time to do good for causes close to our hearts.

Flexible Working

We want to create a new normal following the CV19 pandemic, using everything we've learned from all working from home. We hope to create a future of work that allows even more flexibility than before, where people can be their best selves and do their best work.

Getting Involved in Diversity + Inclusion

We're stepping up to be part of the conversation, looking at educating ourselves on all aspects of diversity. We aim to actively work on how we can be more inclusive, and offer opportunities to people who otherwise wouldn't have access to the businesses, skills and experiences like ours.

Checking In + Listening

We'll be doing more regular check-in's with our people this year, rolling out regular surveys on company confidence, ways of working and engagement. We can then develop our plans with everyone's views and feedback in mind.

OUR PLANET

Our Planet

We feel it's right to take collective responsibility for our impact on the world. This means being able to create our ridiculously tasty products with the lowest possible impact on the planet from the dairy we create, to the yoghurt packaging and also our office impact.

We know we're not there yet, but we're excited to be on the journey and we have learnt a lot this year commissioning our first ever end to end carbon emissions analysis by the Carbon Trust.
This has helped us to understand much more and now we can focus on how to grow our business the best way to minimise our impact.

This year we continued the focus on improving our packaging moving our kefir yoghurt pot lids to the innovative detectable black dye making them much easier to recycle! Pouches are top of our list to make more sustainable and we are delighted to have partnered with Enval to offer all our consumers a way to recycle them just by popping them in the post. Enval use a special method to separate the aluminium and plastic so they can be used again, amazing!

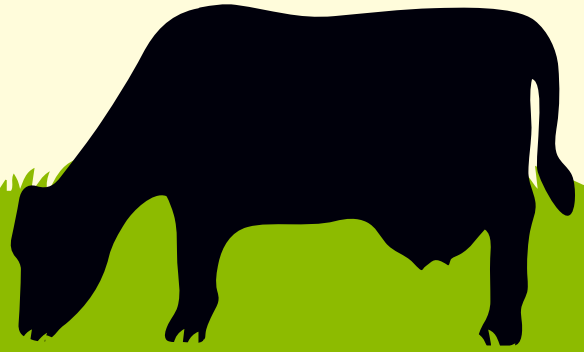
Our Dairy

84% Of Our Dairy Is Made In The UK

Our aim is to produce amazing dairy of the highest quality with that little bit of something special about it. 84% of our dairy is made in the UK with our UK dairies supporting local farmers in the West Country, Yorkshire, Wales and Scotland. Until recently, suckies have been made for us in the beautiful Savoie Region of France, at the foot of the French Alps. We have been working hard to reduce the carbon emissions of the trucks and are now delighted to be moving most of this production to the UK which will make us 99% locally produced using British milk!

84% Of Our Dairy Is Under The Red Tractor Scheme

The Red Tractor scheme ensures the welfare of the herd and the protection of the environment to nationally agreed levels of best agricultural practice, as well as the quality of our milk. After all it is our number one ingredient!



75% Tonnes Of Packaging Produced Is Recyclable

We strive to use only packaging which can be easily recycled. We know we have a long way to go to improve our plastic impact but for now it is the best option to get our tasty yoghurts to your fridges at home. It is lightweight and easy to transport (meaning less trucks on the road), easy to recycle (over 79% of local councils are able to recycle the polypropylene that our pots are made of) and keeps our product fresher for longer, resulting in less food waste.

Officially a B Corp

We're so happy to be a certified B Corporation, which is recognised as the highest standard for social corporate responsibility. B Corps are an ever-growing group of businesses from around the world who, like us, believe in using business as a force for good.

Being kind to people and the planet has always been engrained in our values, but now we're a B Corp it means we're part of something bigger. Together, we're changing people's ideas what business is for – not only for profit but also for creating value for people and planet. It's about consistently evolving to being a better business that inspires others to lead us all to a fairer and more sustainable future.

Our Planet Initiatives

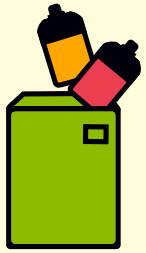
We have been very busy at HQ investigating how we can improve our environmental footprint, setting up our very own in-house sustainability committee. From challenging our suppliers through to working with leading non-governmental organisations like WRAP, we have been on a mission over the past year to improve our sustainability across all ranges.

Measuring Our Carbon Emission Impact

For the first time this year, we've partnered with Carbon Trust to create our very first ever end to end carbon emission analysis.

Recyclable Black Lids

Along with our Gourmet range, our Kefir yoghurts are now fully recyclable in your standard household recycling bin thanks to our special detectable black pigment that we add to our "green lid".



Pouch Recycling Scheme

We've partnered with Enval in order to recycle our kids yoghurt packaging pouches. We are providing envelopes to our consumers so they can send their yog pouches to be recycled.

We're Always Looking To Improve

Our plans next year to go further on our planet initiatives and reduce our impact on our environment:

Committed To Be UK Locally-based

Our ambition is to have 99% of our products made in the UK using British milk.

Finding The Most Sustainable Packaging For Our Yoghurts

We are developing packaging using rPET, post-consumer recycled material for some of our pots and bottles.

Committed To Continually Improve As A B Corp Member

Achieving the certification this year is just the beginning of a long journey. We want to set up annual targets to continually go further and improve our company to do good.

OUR PRODUCTS

Making The Good Stuff

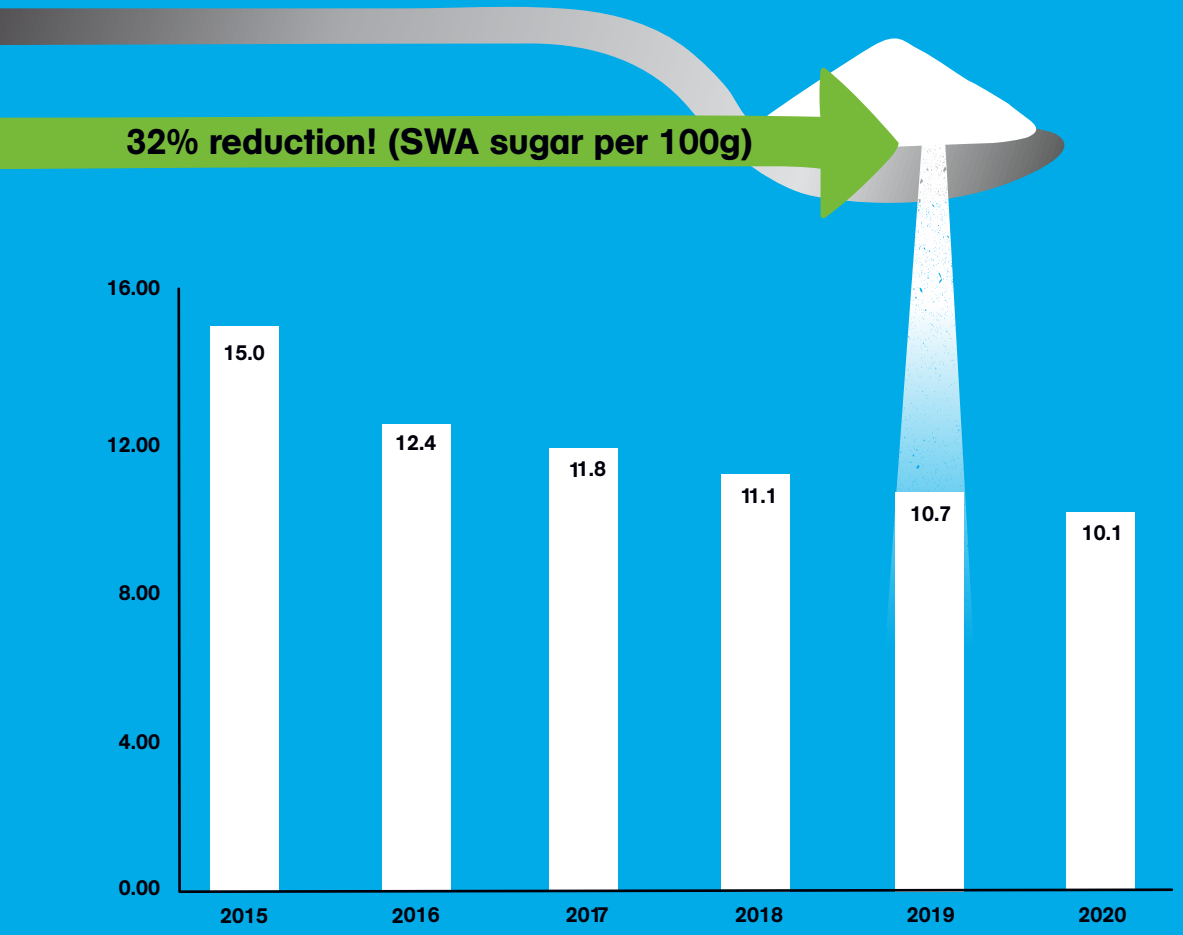
Here at The Collective, we're a bunch of foodies obsessed with delivering ridiculously tasty yoghurts. The Collective was started by two chefs wanting to shake up the yoghurt world so great food has always been our passion.

When our product team develop yoghurts, we use only the highest quality ingredients all of which you can usually find in your own kitchen at home. You'll never find any artificial or hard to pronounce ingredients in our goods!

Through our yoghurt-y journey, we've snapped up 9 Great Taste awards and have even been named a 'Great Taste Producer'. We're mighty chuffed to be recognized for delivering ridiculously tasty yoghurts and promise to continue doing so for the future!

natural ingredients · thick 'n' creamy · NØ nasties · pack'd full of live cultures · source of protein · source of calcium+

Tackling Sugar Head On



product	average sugar (g) per 100g	20% reduction target (11g/100g)*
gourmet 450g	13.1	on track – already reduced since 2014 + more to be done
gourmet 150g	13.7	
suckies	7.9	19 reduced sugar SKU offerings in our range!
straight up	6.8	
kefir yoghurts 450g	7.4	
kefir drinks 500ml	6.1	
kefir drinks 220ml	6.1	

*All achieved without artificial sweeteners and no compromise on taste

We Are Seeing Stars!

This year has been a fantastic year for our products and we are seeing stars with this year's Great Taste Awards. So chuffed to see that we received 9 stars across our kefir yoghurt, drinks and gourmet products.

A massive well done to our product team on this, always working on making our products ridiculously tasty.

New Products

Our product team are always whipping up the next big thing in delicious dairy.
This year we've innovated accross our 3 product pillars : kids, gourmet and healthy ranges to deliver on taste for all our consumers.

We're Always Looking To Improve

Our plans next year to improve our products:

Partner With Nutritionists For Our Kids Yoghurts

We want to continue to produce the healthiest yoghurt for kids and work closely with nutritionists who specialise in kids' growth & development.

Ingredient Planet Impact

We want to understand the impact of our ingredients on the planet and source the most sustainable ingredients & packaging possible - both for people and planet.

Continue To Reduce Sugar In Our Yoghurts

We want to continue to reduce the sugar in our yoghurts without compromising on taste, to help our consumers have a healthy & balanced lifestyle for all occasions. This is something we are mindful of when creating new products as well as when reviewing our current recipes and never compromising on taste.

have a
great day!