

# our impact story

2022/'23  
edition



Certified



Corporation



# what's coming up

## Hello & welcome 2

Hello and what a year	3
We are The Collective	4
What we stand for	5
Our biggest win	6
Proud to be a B Corp	7
We've achieved so much more	8

## Our planet 9

We're on a journey to do better	10
Carbon neutral by 2025 *eek*	11
Projects we're supportin'	12
Packaging round up	13
Best of British	14

## Our products 15

Leading a taste revolution	16
Game changing innovation launches	17
Strivin' for better	18
Tacklin' sugar head on	19

## Our people 20

Who we are	21
We look after our team	22
Celebrating our team	23
Helpin' our community	24
Consumer love	25



# hello and what a year

This year's impact report is about celebrating the biggest year yet on our B Corp journey.

meet Sarah



3 years after becoming a B Corp, I am so proud and humbled to be celebrating an outstanding recertification score of 104.5!

We truly are proving that business can be a force for good. Delivering profit, after a turbulent few years, while continually improving the impact we have on people, the products we make, and the planet we call home. This is down to the tireless efforts of our incredible Collective team, our suppliers, retailers, and our very special consumers.

This year we are celebrating:

- ➔ Being named as a Sunday Times Best Place to Work thanks to our happy, engaged team.
- ➔ Adding to our growing tally of Great Taste Awards, now hitting 49!
- ➔ Winning launch of the year for our delicious Dairy Free Suckies.

- ➔ Offsetting 3.4 x more carbon than 2022.
- ➔ Being listed in the top 10 most sustainable UK brands

It's a long journey and we know we have much more to do. That's why we're already busy working on...

- ➔ Becoming fully carbon neutral in the next 2 years and increasing our sourcing from regenerative farms.
- ➔ Updating our values for our team and partners, so they even better reflect our journey and the type of business we are.
- ➔ Getting to 100% kerbside recyclable packaging by 2027.
- ➔ Launching more delicious and nutritious products.

Here's to a brilliant year ahead with our fantastic team, partners, and consumers. Thank you all for making it happen.

Sarah Smart (CEO)

# we are The Collective.

the dairy shaker-uppers. the just-go-with-your-gut-ers!

we're a community of **collaborators**, co-conspirators and all kinds of other **creative peeps** churning out new ideas good enough to eat. stuff that's not just the same old "good for you" goop, but straight up **good for your mind, gut 'n' soul**. because whilst others are happy making plain old factory bland, we make lip-smackin'ly moreish yoghurt. not just sticking another boring pot on shelf, but leading **a taste revolution**. not-so-everyday dairy made to make people **look, think 'n' lick the lid. twice**. We exist to curate and mix **the most exciting** and beautiful things from dairy, plants and people and put a lid on it. never boring, no bull!



The Collective

# what we stand for

At The Collective, we believe that it's our responsibility to be a force for good and create meaningful, positive change along the way.

Continuous improvement is at our heart – it's in our DNA. We will continue to strive towards being better for our people and planet in the following ways:



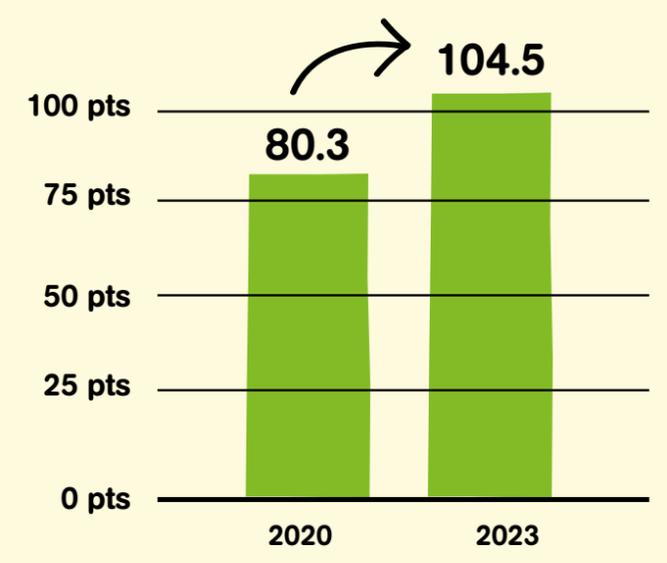
☆  
 our biggest win  
 in 2023 is the epic  
 progress we made on  
 sustainability



# proud to be a B Corp

Wow, we have now been a **B Corp** for over three years and what a whirlwind it's been.

In 2020, we certified with a score of 80.3... this year we recertified with a whopping 104.5 points!



+30%

## our overall impact score

# 104.5

summary	company score
<b>governance</b>	<b>15.7/28</b>
<b>workers</b>	<b>32.1/49</b>
<b>community</b>	<b>17.9/42</b>
<b>environment</b>	<b>34.5/64</b>
<b>customers</b>	<b>4.1/8</b>

We continue to advocate for positive change and to reduce plastic waste and improve recycling. As a member of the UK Flexible Plastic Fund, we openly share our work through industry panels and we are signatories of the Better Business Act.

### What have we done this year?

Below are just some of the actions we've taken so far and we are continually looking to do better. We're nowhere near done yet!

- ✓ Set targets on greenhouse gases (GHG) reduction and reduced them by 8%
- ✓ Offset over 3,000 tonnes of CO2E, 3.4 x more than 2022
- ✓ 21 volunteering hours per employee
- ✓ Changed packaging materials to become more than 85% widely recycled
- ✓ Increased use of post-consumer recycled packaging to 74%
- ✓ Improved engagement from 79% to 88%
- ✓ Great support to our team: 2 wellbeing days



masterbrand campaign

we're proudly supportin' the B Corp movement \*epic\*

we've offset  
**3.4x** more  
 CO<sub>2</sub>E than 2022  
 (total of 3,049 T)

we were voted  
**#6**  
 in the UK's Top 10 Most  
 Sustainable Brand Impact  
 Research Ltd

**88%**  
 engagement  
 up from 79%  
 vs previous  
 year

**64,536**  
 servings  
 of yog  
 donated to  
 food banks

**+35%**  
 brand awareness  
 in households  
 with kids

**fastest**  
 growing brand in  
 kids' yoghurt  
 (source: IRI to 29.10.23)

**we've achieved  
 so much more...**

dairy free  
 suckies **win**  
 The Grocer  
 New Product  
 Award for  
 yoghurts & desserts

**85%**  
 of all packaging  
 is widely  
 recycled

**74%** of all plastic  
 is made of post-  
 consumer recycled  
 material  
 (part of the  
 circular  
 economy)

The Grocer  
 TOP PRODUCTS  
 SURVEY 2023  
 TOP LAUNCH  
 DAIRY:  
 YOGHURT  
**brekkie**

**49** great  
 taste stars  
 great  
 taste  
 49 stars!



**our  
planet**

# we're on a journey to do better

**Oct 2018**

We pioneered detectable dye in our lids, making them easily recyclable



**Aug 2020**

Began our suckies recycling scheme with Enval



**May 2021**

Switched to a clear lid which is more easily recycled kerbside



**Sep 2021**

Made the UK's first carbon neutral dairy yoghurt



**Sep 2023**

Launched kids brekkie pouches in kerbside recycled packaging and carbon neutral



**Sep 2024**

Changing to RPET lids, reducing packaging carbon emissions



**2026 'n' beyond**

Continue to improve our footprint through supporting regenerative farming



**May 2018**

We reduced our packaging and saved 35 tonnes of plastic



The Collective



**June 2020**

We became a certified B Corp



**Jan 2021**

Launched dairy free gourmet in 100% recycled tub



**Sep 2021**

Moved to kefir bottles made of 35% recycled plastic



**2022**

Our gut health range became carbon neutral



**2024**

Reducing our pouches carbon footprint by 32%



**2025**

Aim to be 100% carbon neutral

# carbon neutral in 2025 \*eek!\*

This is not an easy thing to do, but we made the bold step to commit to being “carbon neutral by the end of 2025” (eek, we said it again!).

We’ve continued to work with Climate Partner to ensure we’ve looked at every single stage of our supply chain (little ‘n’ large!). From the milk we source from cows on the farm, to the journey our yoghurts take to get to store, what is known as Scopes 1, 2 & 3!

Our delicious dairy free range, kefir yogs and drinks, and straight up are now completely carbon neutral.

Climate Partner have helped us find amazing carbon offsetting projects to support. On the next page you can see the projects we chose and how they’re progressing or scan the QR code below:



scan me to find out more  
 ClimatePartner

*\*psst\**  
let us know if you like what we are doing and if there is anything you'd like to see us do better!?



## B Corp and our Sustainability journey

- ✓ For us, certifying as a B Corp was only the beginning.
- ✓ We are focused on progress not perfection.
- ✓ Nobody has all the answers or solutions yet ...we know there is lots more to do and collaborate on.
- ✓ We are always looking to continually improve across governance, community and sustainability, for our team and customers alike.
- ✓ As a small business in a massive food system, we are doing our best to shake things up and role model where change is needed!
- ✓ We continue to explore how to do things better, like regenerative farming for our future milk supply, and testing packaging solutions which increase at home recyclability.

## did you know...

KG CO2E is kilograms of carbon dioxide equivalent. for comparison, 1kg of CO2E is equal to 4 miles driving of an average car\*



1kg of CO2E is absorbed from the atmosphere by an average tree over two weeks



we've off-set 2,282,334 kg of CO2 to date - that's the same amount of carbon it would take to fly to Auckland and back 346 times!

scope 3 are the emissions from the yoghurt supply chain before and after we do our bit



click to find find out more <https://www.climatepartner.com/en/knowledge/insights/reducing-scope-emissions>

\*(<https://www.statista.com/statistics/1233337/carbon-footprint-of-travel-per-kilometer-by-mode-of-transport-uk/>)

# projects we're supportin'



wind energy, Brazil

We're blown away by the amount of CO2 emissions reduced by the 14 wind parks we're supportin' in Brazil \*652,150 tons to be precise!\*



tree planting, UK

Via Climate Partner, we've teamed up with Forest Carbon, a certified climate project to replant trees up 'n' down the UK



renewable energy, Asia

We're helpin' to expand renewable energy generation (that's the likes of wind and solar power to you 'n' me) across the whole of Asia – that's no mean feat!



clean drinking water, India

Clean drinking water is not a given, which is why we're workin' with Climate Partner to improve standards in Odisha, India and save 25,000 tons of CO2 in the process

in partnership with  ClimatePartner

# packaging round up

We are always striving to reduce the impact that our packaging has on the planet.

This year we launched our kids brekkie products in a recyclable pouch. Many pouches are made of laminated materials to keep the product fresh and are harder to recycle, so we are testing using pouches which are made from a single material (PP), meaning they can be recycled alongside yoghurt pots at home!

This is our first step towards our ambition to make all pouches “kerbside” recyclable.

Our next target is to further utilise the circular economy of recycled materials, changing our gourmet pot and lid from virgin PP plastic to

post-consumer recycled RPET, after successfully moving kefir drinks and yogos and following the launch of dairy free into RPET from the beginning.

							
<b>gourmet &amp; straight up</b>	<b>dairy free gourmet</b>	<b>dairy free suckies</b>	<b>suckies &amp; multi-packs</b>	<b>brekkie</b>	<b>kefir yoghurts</b>	<b>kefir drinks</b>	
<b>made from</b>	Tub & Lid: PP Film Seal: PET	Tub & Lid: 100% recycled PE Film Seal: PET	Pouch: Complex laminate Spout & Cap: HDPE Box: Card	Spout & Cap: Complex laminate HDPE Box: Card	Pouch: Single substrate PP Spout & Cap: PP box card	Tub: 100% recycled PET Sleeve: Recycled card Lid: PP Film Seal: PET	Bottle: 35% recycled PET Cap: LDPE
<b>carbon neutral</b>	SU is carbon neutral gourmet not yet	Carbon neutral	Carbon neutral	Not yet carbon neutral	Carbon neutral	Carbon neutral	Carbon neutral

Brekkie is the first of our pouch ranges to launch in fully kerbside recyclable pouches!\* wow\* Don't forget to keep the cap on!

# best of British

100% of our dairy and dairy free yoghurt is made in the UK \*proud\*

We are committed to buying local ingredients and turning them into delicious yogs in the UK. Our dairy yoghurts are 100% UK manufactured with British milk and our dairy free range is also 100% UK manufactured using British oats.

We continue to support local independent producers in the West Country, Yorkshire and North Wales, some of which are in rural areas which can have limited job opportunities, so we consolidated our production with those great teams. Additionally, we have a dedicated dairy free facility in Chester, right on the English/Welsh border, further supporting UK manufacturing.



**our  
products**

# leading the taste revolution

Here at The Collective, we're a bunch of foodies obsessed with delivering lip-smackin'ly tasty yoghurt and exciting eating experiences.

Taking those high-quality ingredients you'd find in your own kitchen and whipping up a storm to deliver epic products for all to enjoy.

And talking of taste...throughout our yoghurt-y journey, we've snapped up many Great Taste Awards. We're mighty chuffed to be recognised for delivering ridiculously moreish yoghurts and promise to continue to do so.

We also know sugar is a big deal and we're tackling it head on. The sugar sales weighted average (SWA) of our full product portfolio is already below the Public Health England (PHE) targets for yoghurt. We're committed, however, to continuously reducing the sugar, without using artificial sweeteners (yuk!) or compromising on taste.

## We're seeing stars

Don't just take our word for it though...

We won another 3 stars this year, bringing the total over the years to 49, including being awarded. Great Taste Producer. Our product team are always working hard to make our products ridiculously tasty, never compromising on quality and that's why we are also known as a 'Great Taste Producer'.

Hold the applause. That's not all! Dairy Free suckies also won The Grocer's New Product Award for Yoghurts. \*Blush\*



# game changing innovation launches

Our super successful dairy free suckies range is the UK's first and fastest growing kids' yog in a pouch. We're excited to be bringing even more kids innovation to the market through our brand new Brekkie range.

## kids brekkie launched

- ✓ A ridiculously tasty addition to your kids' morning – mess-free and portable!
- ✓ Available in 2 firm favourite flavours
- ✓ Made using whole milk yoghurt, wholegrain oats and real fruit
- ✓ Pack'd with vitamin D and fibre
- ✓ Under 7g sugar per portion

## limited editon is back!

- ✓ The legendary Gourmet Limited Edition is back!
- ✓ We're getting back to our foodie roots with Spiced Plum & Custard
- ✓ This flavour sandwiches our award-winning gourmet yoghurt with a fruity, spiced plum compote and a layer of creamy vanilla custard – it's mind-blowin'ly moreish!

keep your eyes peeled for a new flavour coming in Spring 2024!

## new dairy free pots

- ✓ We've relaunched our Dairy Free range
- ✓ Epic dairy-free yog for breakfast, snacking or dessert, no bull!
- ✓ 2 ridiculously tasty flavours - Velvety Vanilla and Succulent Mango
- ✓ Made with our unique British oat and coconut base. Pack'd with vitamins D & B12 for immune support and gut health



# strivin' for better

All our dairy free products are now compliant with HFSS (high fat sugar salt) guidelines. That means 91% of all our product ranges are compliant.

When it comes to kids, we know that good food and nutrition matters for the little ones. It's vital for their growth and gives them energy but most importantly, tasty products are essential for their mind, body 'n' soul. We always want to lead on taste however we will look to nudge our sugar contents down to remain competitive without compromising on flavour.

We have Public Health England (PHE) good choice accreditation on all dairy kids pouches. This states sugar must be below 10.8g/100g, I think its safe to say we are far from this limit!



## sugar by range

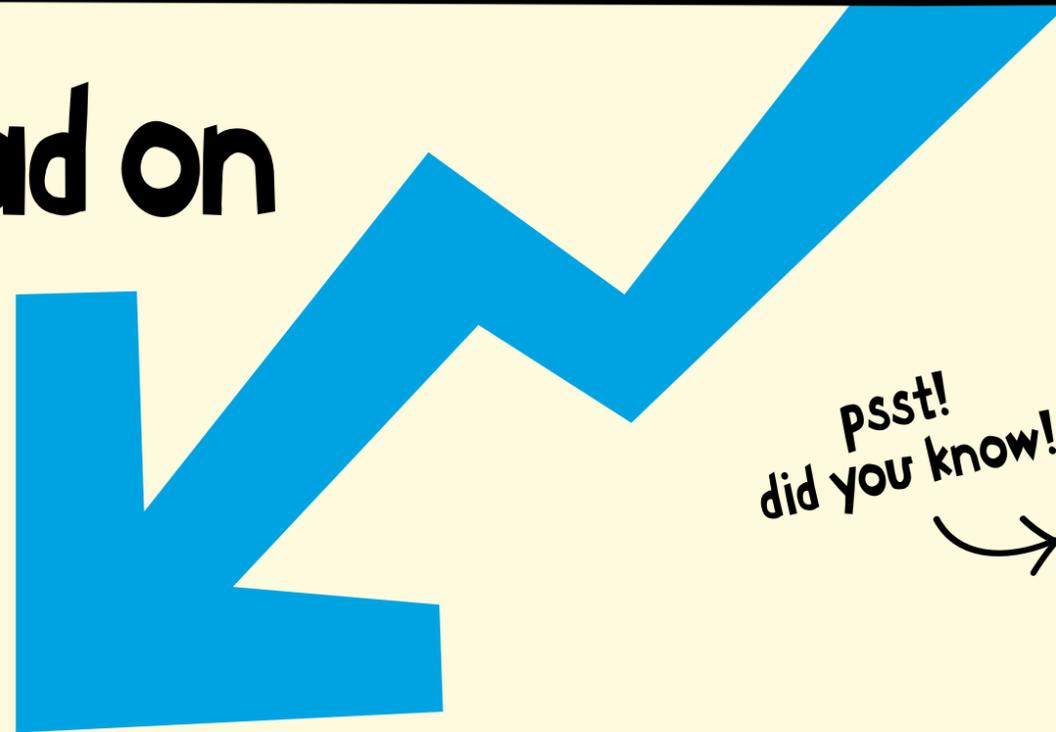
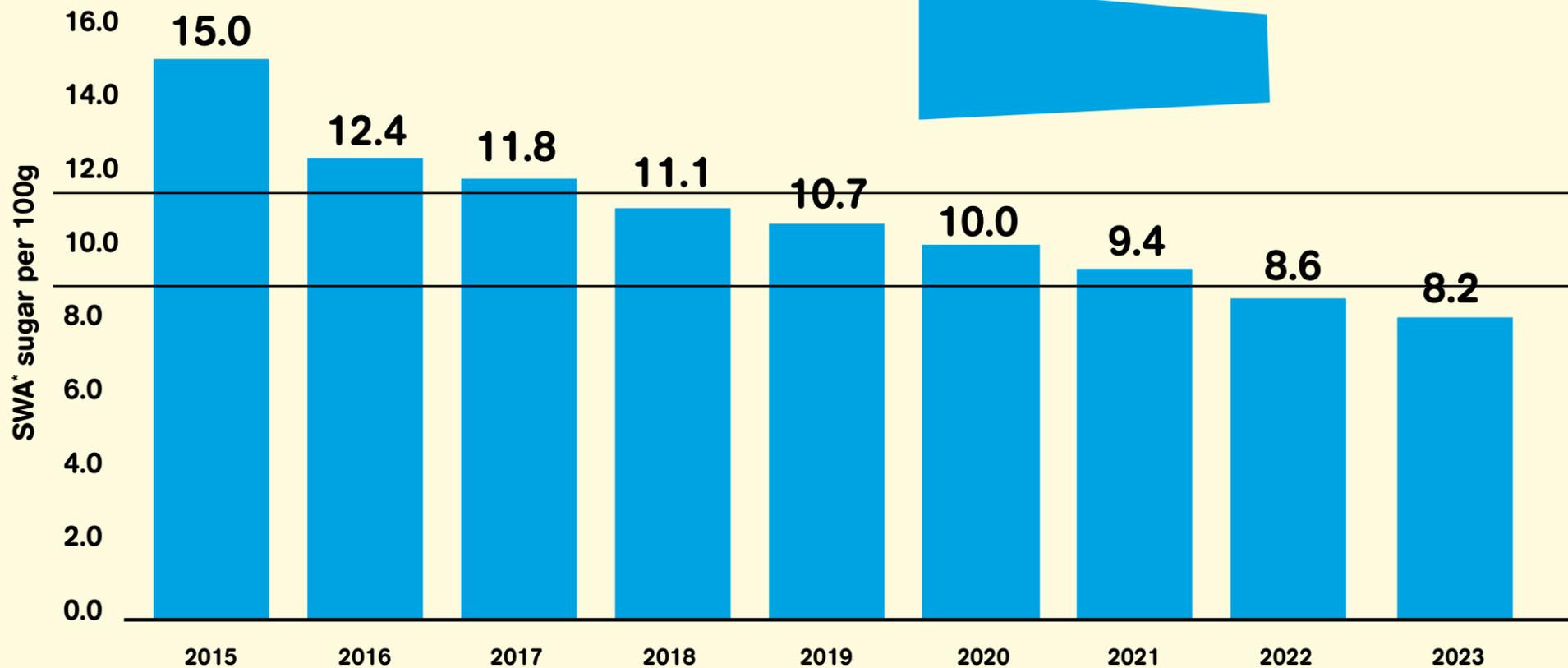
Product range	SWA* sugar (g/100g) Jan 23 - Dec 23
<b>gourmet 425g/150g</b>	<b>10.5</b>
<b>suckies 90g</b>	<b>7.8</b>
<b>no added sugar suckies 90g</b>	<b>6.2</b>
<b>straight up 450g/900g</b>	<b>6.8</b>
<b>kefir yoghurts 400g</b>	<b>7.5</b>
<b>kefir drinks 500ml</b>	<b>6.4</b>
<b>dairy free blended 380g</b>	<b>6.1</b>
<b>dairy free suckies 85g</b>	<b>6.7</b>

\*SWA = Sales Weighted Average

# tacklin' sugar head on

46% reduction of sugar in our yogs from 2015 - 2023.

All achieved without the use of any artificial sweeteners and without compromising on taste!



psst!  
did you know!

on average we've achieved a

# 9%

decrease in **SUGARS** in our kids' suckies range since 2018!

we're smart about **SUGAR** 'n' always looking at ways to make our products

# better

+ taste amazing



we are the top selling no added sugar kids product in the market! ^



\*SWA = Sales Weighted Average ^ Source: IRI Marketplace, Total Kids No Added Sugar Yoghurt, Units/Wtd SC, MAT to 21/01/24

**our  
people**

# who we are

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

We're all about the community who help us to shake things up. From the millions of yoghurt lovers out there the peeps in the factory making our products, our suppliers, our retail partners, our fans and our amazing team, we have a responsibility to create an amazing experience for them all.

That's why we're always working hard to ensure we are providing the best support for everyone and ensuring that our people are at the heart of everything that we do.



**team**



**yoghurt lovers**



**influencers**



**factory workers**



**brand ambassadors**



# we look after each other

It's our responsibility to be a force for good and to ensure The Collective is a fun, fulfilling and rewarding place to work.

We commit to being open and honest with one another and have regular check-ins to listen and understand how we're doing and how we can be better. We commit to paying salaries that are fair when compared to the market, and competitive total packages that include private health care, a health cash plan, enhanced pension contributions, access to a bonus scheme, sick pay, flexible working and enhanced support for new parents. We also have two wellness days a year so that our team can take some time out to look after themselves in whatever way they choose!



# celebrating our team

**Our team are a bunch of talented, yoghurt-loving 'n' inspiring people who love what they do.**

Every month we recognise our teams hard work with our wheel of praise, nominating those who have blown us away by living and breathing our values! The winner gets to enjoy a delicious meal or vouchers to the value of £200!



# helpin' our community

## We are really proud of our volunteering scheme.

This year, we have continued to work alongside our communities and formed partnerships with charities that align with our values.

We're especially proud of our volunteering scheme where employees have two paid days a year to give their time to causes close to their heart.

From team volunteering days helping on the farm at Hackney School of Food, to mentoring young people through the Princes Trust, and servin' up meals for the local community at FareShare, our team love to give back.

We have also supported our communities by donating surplus yog.

this year we have worked with FareShare & City Harvest to donate **43,596** servings of yogs!

projects we're supportin'



# consumer love

We may be a tad biased but we think we've got the best fans in the world \*grin\*

We love chattin' to all our lovely yog eaters out there. Whether that's face-to-face, over email, via social media or even the trusty snail mail. Consumer care is very important here at The Collective and we continue to personally respond to every single person that gets in touch.



"compliments to you for your delish dairy free range, I cannot tell you how wonderful it is!!"

"our one year old gets stuck into your suckies like Augustus Gloop in Willy Wonkas factory"

"your gourmet yogurts are honestly the best yoghurts i've ever tasted"

"my five year old says banana brekkie tastes like i'm on a summer beach holiday"

# what's next...

This is not our end goal.  
We want to do much more.  
Each day we live the mantra  
'progress not perfection'  
because we don't think it's  
ok to do nothing.

**100%**  
kerbside recycled  
packaging by  
**2027**



collaborating more closely  
within our **supply chain**  
to have an even wider  
**positive influence**  
on the future of our food  
industry by supporting  
regenerative farming

reworking our  
current values to  
ensure they capture  
our business needs 'n'  
culture in **2024**

committed to being...  
**carbon neutral** by **2025**



launching more **delicious**  
'n' **nutritious products**  
that make it **easier** for  
everyone to eat food that's  
**better** for  
**people + planet**



Certified



Corporation

# and that's us!

**A straight up, no bull snapshot of where we're at, where we're going and where we'd like to get to.**

**We are proud of the progress we've made as a team, shakin' up dairy one at a time. yet there is still so much to do and improve on. Collectively we can have the greatest impact.**

**Thank you to everyone who has joined The Collective on this journey to do better for people, planet and product.**

**We are better together!**

We would love your feedback on what you'd like to see from us in the future. You can get in touch with us via [hello@thecollectivedairy.com](mailto:hello@thecollectivedairy.com)

You can also follow us across our social channels to find out how we are progressing on hitting our targets – find us on:

