



# puKka SUSTAINABILITY FY 2018





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Image on front cover:  
Mr. K. G Ganesh,  
Fair For Life Ginger  
and Turmeric farmer



## A LETTER FROM OUR FOUNDERS

Imagine a world where herbs are at the forefront of wellness. Where people are empowered to make conscious choices about their own health and wellbeing, taking everyday actions that prevent illness and ease the strain on our health service.

Imagine a world where everyone who works is paid a fair wage for what they do. Where equality is the norm, not the exception.

Imagine a world full of nature, rich in biodiversity. Abundant with organically-farmed land, limiting climate change and reversing the damage us humans have done over the last 100 years.

This is the world we both dreamt of when we started Pukka 18 years ago. Our intention always was, and still is, about using business as a potent force for good, driving conservation through commerce to improve the health of people, plants and the planet. We know we can't do this on our own – we need large scale, systemic change across the

business community to achieve such an ambitious vision. But we have to start somewhere.

We're not perfect: we know there is always more we can do to create more positive, regenerative ripples across the world. But we hope those businesses and consumers who read about our achievements in 2018 will be inspired.

**Time is ticking:** our planet is under assault, our agricultural system is pushing us outside our planetary boundaries whilst delivering poor quality food and, as a result, human health is suffering under the burden of degenerative diseases, antibiotic resistance and mental stress. So we have to do all we can to help transform at scale and quickly. The only way is for all of us to work together – so thank you for your support in helping us deliver our Pukka mission.

Tim and Sebastian





## A LETTER FROM OUR CEO

On behalf of everyone at Pukka, I am proud to share our 2018 Sustainability Report.

2018 was a year of new beginnings. Inspired by Pukka’s mission and eager to be part of solving today’s environmental and health challenges, I joined Pukka, who welcomed me as CEO.

Pukka was founded on a mission to create a business, that lives in a regenerative way, benefitting the health of people, plants and the planet.

Pukka people are truly connected to this mission and to bring it to life without compromise; from the quality of our organic practitioner-grade herbs fairly sourced from around the world to the fully recyclable envelope launched in 2018. We continually challenge ourselves to be better.

Pukka’s dedication and commitment inspires me every day. In the same way the thousands of people taking to the streets calling for climate action do. These

acts remind us that we all have a responsibility and a choice to make a positive impact.

With this report, we are proud to introduce our three-year Regenerative Strategy, presenting our bold sustainability vision and performance in three key areas.

Firstly, to pioneer **regenerative organic agriculture**. When I visited some of Pukka’s organic farmers in India, I saw and experienced the positive impacts Pukka has on the livelihoods of farmers, their communities and biodiversity as result of an organic-only approach. Our commitment to organic grows as we do. In 2018, we bought 16% more organic herbs than in 2017.

Secondly, we’re calling for a **herbal health & wellbeing revolution**. We’re investing heavily in our herbal expertise, working with leading universities globally on ground-breaking research to uncover new uses for herbs in preventative healthcare.

Thirdly, we are striving to be a



**Force for Good.** As we grow, so does our responsibility to invest back into the planet. After mapping our carbon impact from crop to cup, we were delighted to have our climate goal – to be carbon zero by 2030 – validated by the Science Based Targets initiative in 2018.

As we know, 2019 will bring challenges and opportunities. Our purpose keeps us grounded

and focused and we’ll continue to consciously make choices that contribute to a more sustainable and healthier world. More than ever this is needed, and I warmly invite you to join us on our mission.

Karel



### ABOUT THIS REPORT

This is our fifth sustainability report. It reviews our social, environmental and ethical performance in our 2018 financial year, which ran from 1st January 2018 to 31st December 2018. It covers all our operations in the UK and our international sourcing. On the 31st December 2018, 123 team members were based at our global headquarters and warehouse in Bristol, UK, with 16 more around the world.

This report outlines our progress towards delivering our goals for each theme in our Regenerative strategy. This year, we have changed the structure of the report to reflect this.



## REGENERATIVE STRATEGY

### Our Mission

Through the incredible power of plants, we inspire people to lead a more conscious life. We strive every day to help create a Pukka planet benefiting people, plants and the planet.

We're working under three key themes to help us deliver our mission.





# SUSTAINABLE DEVELOPMENT GOALS

## THE UN SUSTAINABLE DEVELOPMENT GOALS

For the second year running, we reflect on our sustainability activity in relation to the United Nations Sustainable Development Goals (UN SDGs). They are the world's collective call to action to end poverty and restore our planet's life support systems by 2030. We've kept the same focus on seven of the goals closest to our business impact and have added an eighth – Partnerships for the Goals – to reflect the importance we place on working with others to achieve our mission.

**1 NO POVERTY**



### SDG 1: End poverty in all its forms everywhere

Pukka is a pioneer in fair trade certification. Our certifications Fair for Life and FairWild™ are designed to empower people so they can lift themselves out of poverty. Find out more on **page 17**

**3 GOOD HEALTH AND WELL-BEING**



### SDG 3: Ensure healthy lives and promote wellbeing for all at all ages

Pukka is investing in a vibrant annual programme of pioneering research with leading universities to get a better understanding of the health benefits of our herbs - see **page 24**. You can also find details of our Wellbeing Fund for the Pukka team on **page 50**

**5 GENDER EQUALITY**



### SDG 5: Achieve gender equality and empower all women and girls

You can read more about our regenerative organic agriculture programme of work on **page 11** which will over time include projects to empower women. You can also see our team diversity data on **page 46** which shows that 69% of the Pukka team are women

**6 CLEAN WATER AND SANITATION**



### SDG 6: Ensure availability and sustainable management of water and sanitation for all

Our organic herbs require water to grow. But water availability is a crisis facing much of the world. You can read two examples of how we're promoting good water stewardship through our regenerative organic agriculture programme on **page 12**.

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



### SDG 12: Ensure sustainable consumption and production patterns

2018 saw the world focus in on sustainable consumption more broadly and plastic use specifically. You can read about our commitment to sustainable packaging on **page 39**. In next year's report you'll see our new packaging policy, currently in the final stages of development.



**13 CLIMATE ACTION**



**SDG 13: Take urgent action to combat climate change and its impacts**

We became one of only 13 companies in the UK to have our climate goal independently validated by the Science Based Targets Initiative (SBTi) - see **page 43**. Our regenerative organic agriculture programme of work, outlined on **page 11** also outlines activity to build resilience to climate change in our herbal supply chain.

**15 LIFE ON LAND**



**SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems**

This goal asks businesses to 'commit to and implement responsible sourcing practices beyond compliance'. We do this through our organic, FairWild and Fair for Life sourcing. On **page 14** you can find out about our commitment to restoring biodiversity through 100% organic sourcing and raising awareness.

**17 PARTNERSHIPS FOR THE GOALS**



**SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development**

Partnerships run through our work at Pukka. Whether it's through our work with leading research institutions **page 23**, working with other companies to bang the drum for pioneering standards we care about **page 20**, our strong relationships with non-profits that share our mission **page 36**, or our role as an active member of the B Corp community **page 34** we believe that together we can create more positive change than we can alone.

**SUSTAINABILITY GOVERNANCE AT PUKKA**

At Pukka, we are guided by our mission and values, so everything we do has sustainability embedded at its core.

Our Board is responsible for the governance of our sustainability programme, and our Leadership Team ensures it is embedded into our Strategic Business Plan. The Board and Leadership Team are supported by the Strategic Sustainability Group which includes one of our Founders, our Operations Director, our Global Communications Lead, our Herbal Director, our Partnerships Lead and our Sustainability Manager. We are also guided by our Values Committee which includes representatives from across the business, and Pulse, our employee forum.



## Keeping our mission on track

At the beginning of 2018, we set up the Mission Council; a carefully selected team of external experts chaired by the eminent writer, broadcaster and commentator on sustainable development, Jonathon Porritt.

The Mission Council has been formed to strategically influence Pukka's approach to sustainable healthcare, climate change, social impact and regenerative organic agriculture, providing valuable external insight to help us deliver our mission.

Since forming, the group has met twice and scrutinised our three-year strategy to ensure it is robust enough to keep pace with our growth and deliver our stretching ambitions within our purpose-led values. We are privileged to have some of the best people in the world advising us on our approach to positive social and environmental herbal impact.

Find out what the Mission Council think about this year's report and our progress on [page 56](#).







# REGENERATIVE ORGANIC AGRICULTURE

The ecosystems on mother earth are fragile, with climate change and biodiversity loss threatening life itself. We have a bold vision: to drive transformational change through the agriculture system, reducing carbon, building resilience and protecting farmers' livelihoods.

in FY18:



**100%**

of the herbs we used were certified organic

**89%**

of the wild-grown herbs we sourced were certified FairWild

**£246,495**

paid in community fair premiums to support our farmers and growers

## SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



15 LIFE ON LAND




17 PARTNERSHIPS FOR THE GOALS



**puKka**




**DATA SNAPSHOT - OUR HERBS**

|  <b>ORGANIC</b> | FY16 | FY17 | FY 2018 |
|--|------|------|---------|
| Herbs purchased (tonnes)   | 710  | 968  | 1,125   |


**100%**  
of the herbs we use are organic

Giving us full traceability of our supply chain

|  <b>FAIR FOR LIFE (FFL)</b> | FY16    | FY17     | FY 2018  |
|--|---------|----------|----------|
| FFL herbs purchased (tonnes)   | 291     | 465      | 538      |
| Amount paid in community fair premiums (Fair for Life & FairWild) (£)  | £89,000 | £148,000 | £246,495 |

**100%**  
of our tea blends are certified Fair for Life

This means that at least 20% (and often far more) of the herbs used to make all our teas are certified Fair for Life

|  <b>FAIRWILD</b> | FY16 | FY17 | FY 2018 |
|---|------|------|---------|
| % wild-sourced herbs purchased certified FairWild   | 77   | 86   | 89      |

**20%**  
of the herbs we buy (by volume) are sourced from the wild

And 89% of these are certified FairWild



**Our regenerative organic agriculture vision**

We work with farmers and growers all over the world to source the best organic herbs for our herbal creations. We always seek to partner with those who are growing plants in a sustainable, organic way - protecting the environment, people and the wildlife around them.

Our vision is to build a truly sustainable organic value chain. To work closely with our farmers and growers to find effective, natural, low-carbon ways to boost yields in a changing climate. To always pay fair and decent prices for harvests, creating sustainable livelihoods and supporting thriving communities.

By creating these circles of benevolence, not only can we improve people's lives, we can build resilience in our supply chain to help meet our increasing demand for herbs grown in ways that are beneficial to people, plants and the planet.

A whole host of challenges threaten the livelihoods of farmers and growers today. Climate change is affecting harvests, with natural disasters like droughts, fires and floods on the rise. Farmers are getting older and fewer younger generations are stepping in, seeking more secure income elsewhere.

By forming close, long-term partnerships with our organic farmers and growers, supported by third party certifications, we can help ensure that we build a supply chain that is not only beneficial for our planet, but that also provides a viable and sustainable way for farmers to make a living around the world.



## WHAT IS REGENERATIVE ORGANIC AGRICULTURE?



Although there are many definitions out there, for Pukka, regenerative organic agriculture means following progressive organic principles with third-party certification. It also requires measurable improvement in low-carbon

farming practices, positive social impact (particularly empowering women), sustainable water stewardship and biodiversity enhancement. It aims to grow nutritious and health-promoting foods and medicines, limit climate

change, drive social welfare, conserve water and promote wildlife.

We've established a Pukka Life Impact Fund to help our farmers and growers use these practices (see next page).



## VISITING OUR FARMERS

During 2018, our dedicated sourcing team spent 81 days in 10 countries visiting 17 different suppliers and supplier groups, meeting hundreds of farmers and growers along the way. These trips are invaluable to help ensure our high standards and certifications are met to build capacity and help us find new sources of organic and fair-certified herbs. We also find out more about our suppliers and their communities to help build long-lasting partnerships.

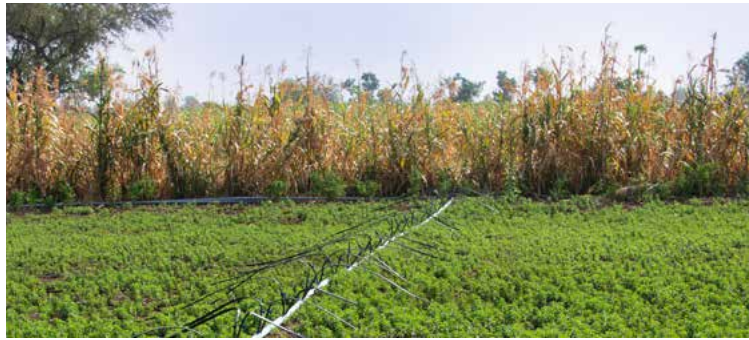




## REGENERATIVE ORGANIC AGRICULTURE IN PRACTICE

We have identified ways to reduce our carbon impact and improve our climate resilience in the field. We are providing support to our farmers to implement best practice techniques through our community fair premiums (£246,495 in 2018) and our Pukka Life Impact Fund (up to £45,000 for pilot projects and training).

Here is how some of these are being applied by our farmers and growers:



### Water-efficient farming in India

Babu Holagi (pictured above) grows Fair for Life certified organic field mint near Gadag, North Karnataka, India. It's arid land, which makes it difficult to grow on. Due to lack of water, he can normally grow field mint on

just one acre of his four-acre farm. Babu Holagi used a portion of the Fair for Life premium that comes from supplying Pukka to install a new drip irrigation system. This is a very efficient method of watering as it's buried

in the ground to minimise evaporation. It has resulted in a 40% saving in water compared to the sprinklers he was using before. It means he's been able to grow another 50% of organic mint with the same amount of water.

### Rainwater harvesting in the UK

Organic Blooms is an organic cut flower business based close to the Herb House (our global HQ), on the outskirts of Bristol. It's also a social enterprise that delivers a therapeutic medium for people with learning difficulties and mental health support needs. Organic Blooms grows echinacea for Pukka, a key ingredient in our Elderberry & Echinacea tea. The summer of 2018 saw a prolonged drought through much of the UK, the latest in a worrying pattern of extreme weather events. At Organic Blooms, the drought severely affected the flower harvest. The water table fell below the depth which borehole pumps could reach, meaning essential irrigation wasn't possible.

Organic Blooms has used funding from the Pukka Life Impact Fund to set up a water-harvesting project, capturing and storing precious rainwater for polytunnel irrigation in the summer months. With a storage capacity of 40,000 litres, Organic Blooms is now much better prepared for dry periods in the future.





### Using traditional fertilisers

*Jeevamrutha* is a traditional Indian organic fertiliser made by mixing cow urine, cow dung, soya flour, water and soil. After leaving it to ferment for a few days, it develops microbiology that considerably improves the soil quality without the use of synthetic chemicals.

We're encouraging farmers to embrace these natural, traditional techniques. One farming community we source from decided to use their Fair for Life premium to partially fund the purchase of large drums to make and store *jeevamrutha*. The project was a success, and when we visited, the farmers told us they were planning to get more drums, so they could make more of the tonic to feed their crops.



### Producing compost

A group of farmers in India used our Pukka Life Impact Fund to build compost bins. Compost produced on farm is a great way to empower farmers to increase the organic matter content of their soil. This improves both water and nutrient-holding capacity as well as improving soil structure – all essential qualities of productive and healthy organic soil.

The farmers were keen to give composting a go, but on our recent site visit we noticed that few were utilising their compost bins to full capacity. To successfully produce the best compost, you need to add the right ingredients and create a suitable composting environment by adding plenty of moisture and air.

This has highlighted to us that as well as financial resource, we also need to give information and support to make sure the farmers continue using low-carbon and low-impact farming methods successfully.



### Intercropping

Intercropping is one of the recommended good practice methods in regenerative organic agriculture. It increases the yields from the land whilst making use of resources or ecological processes that would otherwise not be used by a single crop. One benefit of intercropping is *resource partitioning* where taller crops can be planted alongside lower growing crops; or deeper-rooting crops with shallower-rooting crops. Another benefit is *mutualism*, where planting two different plant species on the same field allows them to interact in a way that either one or both of them benefit. Finally, intercropping helps manage pests and disease by either creating an environment that is more difficult for pests to navigate or has a diluting effect.

On a recent supplier visit to India, we were very pleased to see our farmers intercropping moringa – a popular plant which locals use in their cooking - with tulsi for our Tulsi Clarity tea.



PROMOTING BIODIVERSITY

It is a critical time for life on planet Earth. Scientists believe human activities have caused us to enter the sixth mass extinction, and a recent German study showed that the number of flying insects has dropped by 75% in the last 25 years. Because of the role flying insects play in pollination, this has serious implications for our planet, our food systems and our survival.

Organic farming is one part of the answer to this. According to the Soil Association, on average, plant, insect and bird life is 50% more abundant on organic farms. Organic farms are also home to 30% more species on average.

As well as being strong advocates for organic farming and raising awareness of the role of pollinators, we've been encouraging people to plant pollinator-friendly plants near them, see page 53.

“Organic farms are also home to 30% more species on average.”



“I was amazed that there was so much wildlife in an aloe vera crop – ants, butterflies, beetles, crickets – it was a good gauge of how organic it was.”

Jon Haines  
Pukka Agriculture  
Standards Specialist  
After a sourcing trip to our  
aloe vera supplier in Mexico.



## USING CERTIFICATIONS

We use third-party certifications to ensure that all of the ingredients used in our herbal creations meet the absolute highest social and environmental standards.



### Organic

We bought 1,125 tonnes of herbs in FY2018 (FY17: 968). 100% of them were certified organic. Everything we do is firmly rooted in the principles of organic farming – a system of farming that promotes biodiversity and works with nature rather than against it.

Organic means much more to us than just the absence of agrochemicals; it is a method of growing crops in a way that connects people with plants and the soil. It is a way of living lightly on the planet, ensuring that we give back as much as we take, creating cycles of beneficial intent at each stage of a product's journey from field to shelf.

We've committed to organic certification from the Soil Association, the UK's founding and leading organic community. Certification means our ingredients are traceable back to their origin – not only providing assurance of the very best quality, but also connecting Pukka fans with the growers and the farms where the plants are grown.



### Why Organic?

#### Organic means:

- ✓ Fully traceable to source
- ✓ Fewer (and only ever natural) pesticides
- ✓ Better for wildlife (50% more wildlife by volume and 30% by species)
- ✓ Better for the planet
- ✓ No GMO
- ✓ No artificial colours



In this short video, Satish Kumar explains why organic farming is key to a healthy planet.



### WE NEVER TEST ON ANIMALS

We have never tested any finished Pukka creation on animals – at any phase of development – nor will there ever be a reason for us to do so.



The ingredients in our two beauty products (Castor Oil and Active Oil) must comply with the Cruelty Free International Leaping Bunny programme, the global gold standard for beauty products. Everything that we make at Pukka is suitable for vegetarians. We are also a vegetarian company, all of our catered events and meetings only serve delicious vegetarian food.

[Find out more](#)



“I commend Pukka’s continued commitment to and leadership within the organic movement. Pukka’s unwavering support for the principles of organic farming and the work of the Soil Association is playing such an important part in creating a kinder, more resilient, climate-friendly future for the world.”



**Helen Browning**

CEO, Soil Association & Pukka  
Mission Council member







### Fair for Life

Fair for Life is one of the fairest, most equitable and transparent fair-trade systems in the world.

It ensures fair and sustainable prices and decent working conditions for our growers and blending partners, as well as Pukka employees.

All our teas are certified Fair for Life, which is a guarantee that at least 20% (and often far more) of the herbs in each tea blend are grown on Fair for Life certified farms, or on farms certified to an equivalent high standard. 48% of the herbs that we sourced in 2018 were certified Fair for Life as well as 100% organic, the same percentage as last year.

We have committed to maintain our Fair for Life sourcing at a target of 50% as the overall volume of herbs we buy grows. We're also going to work on developing metrics to measure the positive impact the extra money has.

We are audited every year by ECOCERT, the Fair for Life certifying body.

**Find out more in the interview on the next page.**



### RESPECTING HUMAN RIGHTS

We understand and fully acknowledge the risk of forced labour and poor working practices within a global supply chain. Read our **Modern Slavery statement** to find out how our partnership with Fair for Life is helping us reduce the risks.



## INTERVIEW

Rebecca Field: Certification Officer

### Tell us about what you do at Pukka

I make sure we're meeting all the right standards for our certifications, such as organic, Fair for Life and FairWild.

### What's Fair for Life all about?

It's a fair trade certification that looks at the whole supply chain. It checks that the trading we do with our suppliers is ethical, sustainable and long-term, and benefits the communities we're sourcing from.

We are working to increase awareness of this standard, as we really value the extra integrity that it brings. The audit results are published online for anyone to see - so it's really transparent.

Right now, over 50% of the herbs we source are Fair certified, that means either Fair for Life, Fair Trade or FairWild.

### How is Fair for Life different to Fair Trade?

A key difference is that Fair for Life can be applied anywhere in the world, whereas the Fair Trade certification is just for items sourced from developing countries. So while everyone is used to seeing the Fair Trade mark on things like bananas, coffee and cocoa, Fair for Life means we can get certified fennel from Turkey, or licorice from Spain. It's all about making sure the producers get a fair price relative to their local economy, wherever they are in the world.

### How does the Fair for Life premium work?

First we have a discussion with our producer to agree a floor

price per kilo. Then we'll agree how much premium we'll pay them on top of that.

They receive payment in two chunks. First the cost of the product itself, then the premium in a separate lump sum. Their Fair for Life committee, made up of their own workers, must agree together what they spend their premium on and it must benefit the whole community. They'll be audited very closely to check it's been spent properly.

### What's your favourite example of how farmers have used the Fair for Life premium?

Our fennel growers in Turkey always spend some of their premium on scholarships for the local children to stay on in education, and on much-needed resources for the local schools. It's clear that they are passionate about investing in the next generation.

### What happens in the Pukka Fair for Life audit?

It's an incredibly detailed audit - probably the most in-depth audit that



“Fair for Life certification ensures we're benefiting the communities we're sourcing from”





## INTERVIEW CONTINUED...

Rebecca Field: Certification Officer

we go through at Pukka. And that makes sense; if the certifiers are going to put their stamp on us, they need to be really sure that they've checked everything carefully. This year it was a 'light touch' year and it still took two and a half days. The audit is very focused on sourcing, quality and supply chain and also how we look after our people. As well as supplier relationships, the auditors look at things like employment contracts, wages, holiday allowance and maternity pay at Pukka.

### How do you feel your job helps deliver Pukka's mission to connect people to the power of plants?

My job connects me very closely to where we source our herbs from, right through to the consumer who gets the end product. I get to

see how our approach to sourcing creates an exceptional product that consumers buy for ethical reasons. I can see first-hand that we go into a huge amount of detail to get the very best herbs and I love that we're always trying to be better.

### And finally, what's your favourite Pukka tea? And supplement?

Aww what? There are so many to choose from! I love Licorice & Cinnamon and have recently discovered that with a dash of almond milk it tastes just like hot chocolate!

As for supplement I'd say definitely Wholistic Ashwagandha™. It's a really interesting herb and was one of the first that I learned about when I joined Pukka.

“We go into a huge amount of detail to get the very best herbs and I love that we're always trying to be better”





### FairWild

The FairWild™ standard helps to protect plant species that grow in

the wild. It preserves the beauty of their natural habitats, whilst respecting deeply-rooted traditions and the livelihoods of the communities that depend on them.

Under the FairWild certification, a collector who may have traditionally dug up an entire plant to harvest its roots is required to leave some of the plant in the ground, to allow it to grow again the following year.

Similarly, collectors who would have harvested an entire area of herbs under previous practices, are incentivised by FairWild to leave some untouched, allowing the remaining plants to mature and naturally regenerate.

To reflect and respect the extra effort and time that FairWild sustainable herb collection requires, individual FairWild collectors are paid a premium price. An additional amount – known as the FairWild premium – is paid by Pukka to the collectors’ cooperative, to be spent on social and environmental projects for the local community.

In 2018, 20% of our herbs were sourced from the wild, the same as the year before. 89% of these were FairWild certified, a 3% increase on FY17.

Certification costs are disproportionately high for small volumes of herbs, which means that it will be a challenge for us to get to 100%. That is why it is so important that other companies in the herbal community join us in our support of FairWild so we can work together.



**“Pukka Herbs buys around half of the global supply of FairWild certified herbs and has the largest FairWild range of any company. Not only do we want to be leaders in sustainable wild harvesting, we want the whole herbal community to adopt this way of respectful behaviour.”**

**Marin Anastasov**

Head of Procurement, Pukka Herbs





## RAISING AWARENESS OF FAIRWILD

There are 30,000 plant species around the world with well-documented medicinal or aromatic uses. Between 60 and 90% of these are collected from the wild. But without proper care and stewardship, many of these plants may face extinction in the wild. A lot more must be done

to safeguard them for the future so they can continue to benefit human health, while providing a hugely important source of income for poor and disadvantaged people around the world.

We're on a mission to raise awareness, so we funded the production of Wild

at Home, a report on the impact of harvesting, trading and using wild plants. We launched it during FairWild Week (26th June – 2nd July 2018) which we used to spread the word and encourage other herbal businesses to join us by adopting the FairWild standard.



## Fairwild in action

In 2000, soon after the conflict in Bosnia ended, we established a FairWild project in Konjic near Sarajevo to help create sustainable income for those who had lost their livelihoods during the war.

Today, over 700 families are employed to collect a wide range of wild herbs from the area, including limeflower, dandelions, nettle, and elderflower for our Love tea. This project ensures that collectors are paid fairly for their work, and importantly, that there is no discrimination between ethnic groups.



[Find out more](#)

 **Help make a Pukka planet**

Look for the organic, Fair for Life and FairWild logos to know that you're protecting our planet and positively impacting the lives of farmers and growers around the world.



# HERBAL HEALTH & WELLBEING REVOLUTION

We passionately believe there is much to learn from the medical wisdom of traditional healing systems, coupled with an expert understanding of scientific research. We want to spark a herbal health and wellbeing revolution, to help our society appreciate the benefits of herbs to human health.

**in FY18:**



**567**

million cups of Pukka tea were enjoyed around the world

**31 million**

doses of our herbal supplements were sold

**22%**

of our team have formal qualifications in herbal medicine, plant medicine or nutrition

## SUSTAINABLE DEVELOPMENT GOALS

**3** GOOD HEALTH AND WELL-BEING



**17** PARTNERSHIPS FOR THE GOALS





## DATA SNAPSHOT

|   | FY16 | FY17 | FY 2018 |
|---|------|------|---------|
| Cups of Pukka tea (million)   | 386  | 500  | 567     |
| Doses of supplements (million)  | 11.5 | 29   | 31      |
| Partnerships with universities to develop world-leading herbal research | 3    | 3    | 9       |



### Why we need a herbal revolution

Human healthcare worldwide is at a pivotal point - and there are significant challenges ahead. Around the world, we are living longer but less healthily. Diseases linked to both over- and under-nutrition are highly prevalent, while antimicrobial resistance is an imminent global threat, making the need to find alternatives to antibiotics ever more urgent.

We need to create a sustainable healthcare system that supports and optimises human health whilst nurturing the diversity and future of our planet.

By providing education opportunities and promoting better health choices, Pukka is advocating for a herbal revolution of preventative and alternative healthcare, where herbs are at the forefront of wellness. In 2018, our education team delivered a series of national lectures that explored the concept of a sustainable healthcare system and provided a vision for a future where healthcare is a force for good.

## HERBAL RESEARCH

### What we are doing

For the herbal revolution to happen, there must be changes to healthcare policy, services and personal lifestyle choices.

We are commissioning research into the efficacy of herbs as well as gaining better understanding of people's attitudes to their health, so we can play a leading part in the herbal revolution and empower people to make positive day-by-day changes to their health.

We also want to engage the next generation of herbal scientists, and bring biomedical scientists into the herbal world. Our 10-strong herbal team works with students from local universities including the University of Bath and the University of the West of England. This has led to two scientific papers being accepted for publication in 2019 and several more on the way.

**Find out more in the interview on the next page.**





## INTERVIEW

Vivien Rolfe, Head of Herbal Research

### What's your role at Pukka?

I head up the Herbal Research team at Pukka. For several years now, Pukka has invested in a vibrant annual programme of herbal research, which is all about gaining a better understanding of the regenerative and preventative health benefits of our herbs. We work in close partnership with a growing number of world-leading universities, so we always have access to the latest scientific research to inform our approaches to healthcare and the way we create our teas and supplements.

### Why do you think herbal research is needed?

There is a general understanding that herbs and plants can be really beneficial to human health. But most of the research into herbs such as turmeric for osteoarthritis or cardiovascular health, are tackling

diseases once established rather than exploring the preventative benefits. We're particularly interested in how herbs can be used in preventative healthcare, to stop people getting ill in the first place. Right now, the UK government is looking into potentially changing their strategy for preventative health, and that may include herbal and alternative remedies. So there is a huge opportunity for Pukka to play a big role in this evolution as we deliver our mission of connecting people to the incredible power of plants.

### What have you been working on this year?

We've been working on two clinical trials. One is looking at andrographis for treating colds and flu with the University



“We're particularly interested in how herbs can be used in preventative healthcare, to stop people getting ill in the first place”







## INTERVIEW CONTINUED...

Vivien Rolfe, Head of Herbal Research

of Southampton. It's a feasibility study to see if GPs will engage with prescribing herbal treatments rather than pharmaceutical medication or antibiotics. It's running until the end of 2019 so it's too early to say, but doctors seem to be responding well so far.

The other one is looking at using our Wholistic Turmeric™ for a pre-cancerous condition that affects the large intestine and can develop into bowel cancer; we expect to see some results by the end of 2019.

We've also carried out some customer research on the perceived health and wellbeing benefits of some of our products.

### What's next for herbal research at Pukka?

We've got two more clinical trials starting in 2019.

We'll be working with the University of Exeter to look at the benefits of shatavari on women's health and with the University of Northumbria to explore the effect of our Turmeric Brainwave supplement on cognition. We're also due to speak at lots of conferences and panels about herbal health including the UK National Teaching Fellow Symposium. We're also excited to launch the Pukka Collective, which is a way to bring ayurvedic knowledge (see box) to the general public and connect them with the power of plants.

### What's your favourite Pukka tea? And supplement?

Easy! Turmeric Active – I can't start the day without it. And I love our Andrographis supplement.

### WHAT IS AYURVEDA?



Ayurveda is the inspiration for everything we do at Pukka.

Translated simply as 'knowledge of life', Ayurveda is an ancient Indian holistic philosophy that shows how to live a healthy, wholesome and more fulfilled life by balancing your mind, body and spirit.

Ayurvedic traditions include using herbal wisdom and therapies to help treat and manage chronic conditions, as well as using dietary and lifestyle suggestions to help prevent illness and optimise vitality. You can get an introduction to Ayurveda by reading *A Pukka Life*, the book written by Pukka co-founder and Master Herbsmith, Sebastian Pole.

[Find out more](#)



“We're also excited to launch the Pukka Collective, which is a way to bring ayurvedic knowledge to the general public”



HERBAL WISDOM

Herbal wisdom at Pukka

We're a company with a true herbal heritage; over 22% of our employees have a formal qualification (degree, masters or PhD) in herbal medicine, plant medicine or nutrition. Learn more about them here.



Sebastian Pole

CO-FOUNDER AND MASTER HERBSMITH



Pukka's Co-founder and Master Herbsmith keeps a close eye on the formulation of our organic creations. Sebastian has been in clinical practice since 1998 using a blend of Ayurvedic, Chinese and Western herbal medicine and has pioneered organic and FairWild practitioner-grade herbs as the norm at Pukka.

Euan MacLennan

HERBAL AND SUSTAINABILITY DIRECTOR



As well as heading up our herbal team, Euan also keeps engaged in clinical practice at an NHS General Practice in Central London. Having spent many years teaching clinical medicine, Euan is also conducting a clinical doctorate in gastrointestinal medicine at the University of Bath.

Joanna Webber

HEAD OF HERBAL EDUCATION



Jo oversees the delivery of our industry-leading education to a range of audiences. As an Ayurvedic practitioner and yoga teacher, she is passionate about bringing these two ancient sciences together to help people feel empowered about their health today.



### Dr Vivien Rolfe BSc, PhD

HEAD OF HERBAL RESEARCH



Viv has a background in gut physiology and nutrition and leads a portfolio of work looking at how herbs benefit our health. Much of this is done through engaging with young university scientists via internships and student projects, through to large-scale human studies on the safety and efficacy of our products.

### Simon Mills

HERBAL STRATEGIST



Simon has been in herbal practice since 1977 and at the forefront of the modern development of herbal, complementary and integrated medicine. In 1987 he co-founded the world's first university centre for complementary health in Exeter.

### Vicky Murray

SUSTAINABILITY MANAGER



Vicky is on the constant look out for opportunities to do things in ways that have maximum benefits to people, plants and planet. Vicky leads the development of Pukka's sustainability strategy, including our science-based carbon reduction targets see **page 43**

### Marion Mackonochie MSc (Medicinal

Natural Products and Phytochemistry)

HERBAL RESEARCH SPECIALIST



Marion works with universities to develop research projects on how Pukka products can help health and wellbeing. She is a practising medical herbalist, a member of the College of Practitioners of Phytotherapy and an associate editor with the Journal of Herbal Medicine.

### Katie Pande MNIMH BFRP (Medical

Herbalist & Bach Flower Practitioner)

HERBAL EDUCATION SPECIALIST



Katie helps co-ordinate the delivery of education training events and literature. Katie is a qualified Medical Herbalist and Bach Flower Practitioner and runs a private herbal clinic in Dorset.

### Claire Bergeron DPharm, MSc

(Pharmacognosy/Phytochemistry)

HERBAL DEVELOPMENT EXPERT



Claire provides herbal expertise to underpin Pukka's teas, supplements and other product innovation work. Claire works closely with our operations team to ensure high standards for each raw material we source.



We've set a target to train 100% of our people in herbal wellbeing by 2019. Everyone gets fully trained on a basic level of herbs and herbal science as part of their induction when they join Pukka. We also run lunchtime Herbal Foundations sessions on topics from gut health and women's health, to herbs for first aid.

In 2019, we'll launch a brand new CPD-accredited education platform – curated by our herbal experts – called the Pukka Life Academy, aimed at employees, partners and practitioners. Comprised of 12 interactive modules, the Pukka Life Academy explores the concept of health and wellbeing from traditional, ayurvedic and bio-medical perspectives, highlighting natural, preventative solutions to health issues including women's health, digestive health, sleep and stress as well as sustainability practices. We'll match this with face-to-face sessions to support and encourage deeper learning within Pukka and our international community.



## Herbal wisdom beyond Pukka

### The Pukka Collective

In late 2018 we launched the Pukka Collective, a free online platform to provide members of the public with tailored wellbeing advice based on their personal wellbeing goals.

Rooted in the ancient philosophy of Ayurveda, the Collective helps members discover what mind-body type (*dosha*) they are, by means of a fun, interactive quiz. This provides personalised recommendations of how various organic herbs can help keep their own unique *dosha* in perfect balance.

The Collective also gives members access to healthy recipes, competitions, offers, the latest Pukka news and free goodies – to allow them to live a healthier and happier life.



## WHAT DOES YOUR DOSHA SAY ABOUT YOU?

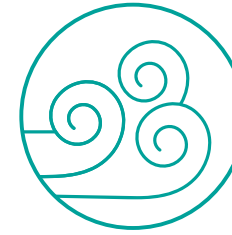


According to Ayurveda (see pg 25), *doshas* are the energy patterns that flow around our bodies, governing our thinking and behaviour. There are three primary *doshas* – *vata*, *pitta* and *kapha* – and we are all born with all three of them.

But it's the dominance of one or two of these *doshas* that defines who we are. To enjoy a balanced mind, body and spirit, so the thinking goes, our unique *dosha* constitution needs to be in a state of equilibrium. When it isn't, we fall ill.

## What's your Ayurvedic dosha?

Join the Pukka Collective and take our free quiz to find out.



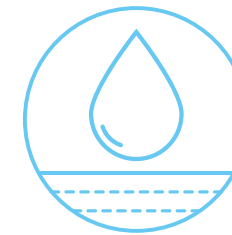
### VATA

*Vata* in Sanskrit literally means wind, which is why the *vata*, *dosha*, is known for having the quality of wind and space at its heart. Like the wind, *vata* is the force of communication and movement in the body, influencing the other two *doshas*.



### PITTA

The *pitta dosha* can be thought of as the faultless balance of two seemingly opposing elemental qualities, fire and water. Together, they are the energetic force that regulates the body's transformative functions; its digestion, its metabolism, even the body's hormones are believed to be controlled by *pitta*.



### KAPHA

Just as reviving water moistens the earth, its dry dust forming binding mud, *kapha* is believed to hold the body together by moistening the 'earthen' and solid structures of the tissues and skin. Its primary home is the stomach, but it also resides in the chest, throat, head, lymph and pancreas.

Each of the *doshas* have their own unique traits. Ayurveda offers us a way to bring ourselves back into balance through understanding our mind-body type and adopting tailored herbal, diet and lifestyle advice.



### Inspiring the next generation

There are so many benefits to being in nature, putting your hands in the soil and getting to know plants better. And it's great fun too. We partnered with the Soil Association's Food For Life Programme to teach children in schools and nurseries how to grow organically whilst learning about the wide-ranging benefits of herbs.

We sent 15 primary schools organic herb garden kits for their school gardens, which they built and prepared as part of Grandparent Gardening Week. Together they planted five different herbs - calendula, chamomile, fennel, lemon balm and peppermint and took home recipe cards so they could try cooking with the herbs.

This project is just one of the ways we are encouraging people of all ages to make the connection between the soil, plants and their health and is delivered as part of our membership of 1% for the Planet (see pg 36).



INTRODUCTION

REGENERATIVE ORGANIC AGRICULTURE

HERBAL HEALTH AND WELLBEING REVOLUTION

FORCE FOR GOOD

DELIVERING ON OUR COMMITMENTS



“Education is the most powerful weapon which you can use to change the world”

Nelson Mandela

Nelson Mandela © Creative Commons



### Getting the word out at events

At Pukka, we're always looking for new ways to get out, meet new people and share our herbal wisdom.

This year, we commissioned the making of **Willow** – a mini-caravan hand built with reclaimed materials – to carry us and our herbs to nine events and festivals up and down the country. This enabled us to offer members of the public mini herbal consultations and give out samples of our teas and supplements, introducing more people to the health and wellbeing benefits of natural products.

Members of our herbal team also regularly attend events and deliver talks to engage with the scientific community. We are big advocates of open scientific approaches and share our papers and outputs widely to ensure fair access to our knowledge.



In June 2018 we again sponsored the Plant Medicine conference, organised by our partner the College of Medicine. The conference addressed key questions – including where does the evidence point for most likely benefits of herbs? How can herbs contribute to wider health care practice? And where are the resources to assure herbal quality and safety in day-to-day healthcare?

The conference was chaired by Sir Sam Everington, a pioneer of social prescription at Bromley by Bow in East London and a leading figure in the NHS. Pukka's Herbal and Sustainability team members Euan MacLennan, Katie Pande and Simon Mills delivered

keynote presentations, covering NHS herbal treatments, home kitchen and garden use, and the evidence base for the use of herbs to address modern disease.





### HERBAL CREATIONS

One of the ways we deliver our mission is through the herbal creations we make. We source and use only the best quality, practitioner-grade, organic ingredients and our herbal experts draw on insights from the latest herbal research and education to make our blends. We keep innovating and bringing out new creations that suit different tastes, preferences and lifestyles but always with an eye on what really impacts upon human health.

### A snapshot of some new additions to our range in 2018:

#### Rethinking hot drinks with new herbal lattes

Cacao Maca Magic, Turmeric Gold, Majestic Matcha Chai and Ginger Joy are our four organic vegan lattes. With no added sugar or artificial sweeteners they make a delicious plant-based hot drink. All are certified 100% certified organic. They're packaged in a pouch made from renewable sources (see pg 41).



HERBAL LATTES  
Left to right:  
Cacao Maca Magic, Turmeric Gold, Majestic Matcha Chai and Ginger Joy



### Turmeric Active and Lean Matcha Green

Turmeric Active is a spicy and invigorating blend with the warmth of ginger, turmeric and galangal to support your every move, while Lean Matcha Green is made with organic oolong, cinnamon, ginger and fennel to effortlessly lift you through your day.



### Day to Night tea collection

This collection box promotes wellbeing rituals throughout the day. From starting the morning with the natural energy support of ginseng and matcha, to winding down with the calming properties of chamomile and valerian, the Day to Night Collection is a delightful way to explore the taste and goodness of nature.





# FORCE FOR GOOD

We want to inspire people to make conscious and sustainable choices in their daily lives – that goes for individuals and businesses alike. As a certified B Corp, we truly believe business can be a force for good – and we're always challenging ourselves to do more.

**in FY18:**



**£565,795**

contributed to our 1% for the Planet partners

**2030**

We set stretching science-based carbon targets to meet by 2030

**1,042**

hours volunteered for good causes by our people

## SUSTAINABLE DEVELOPMENT GOALS

**3** GOOD HEALTH AND WELL-BEING



**5** GENDER EQUALITY



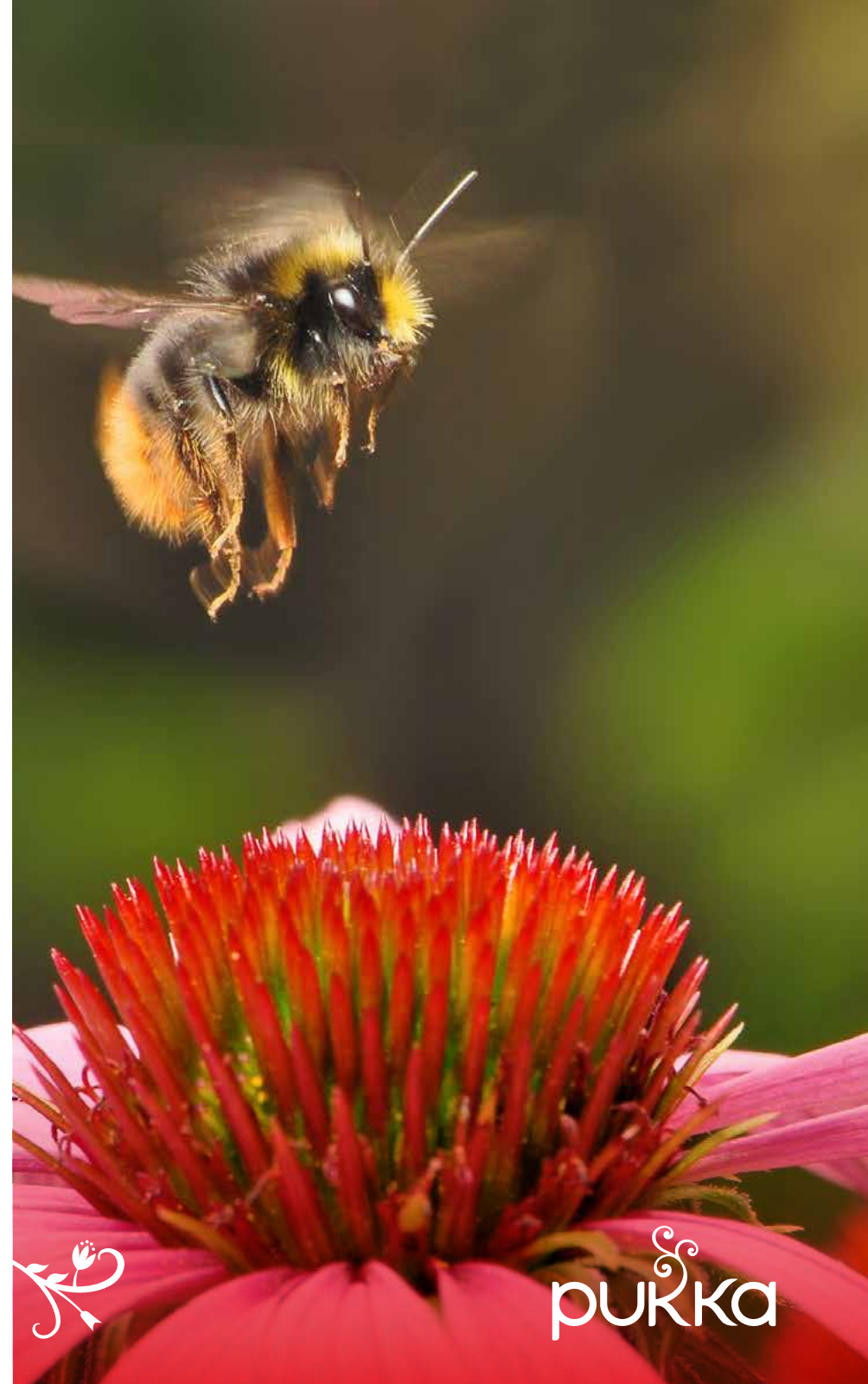
**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



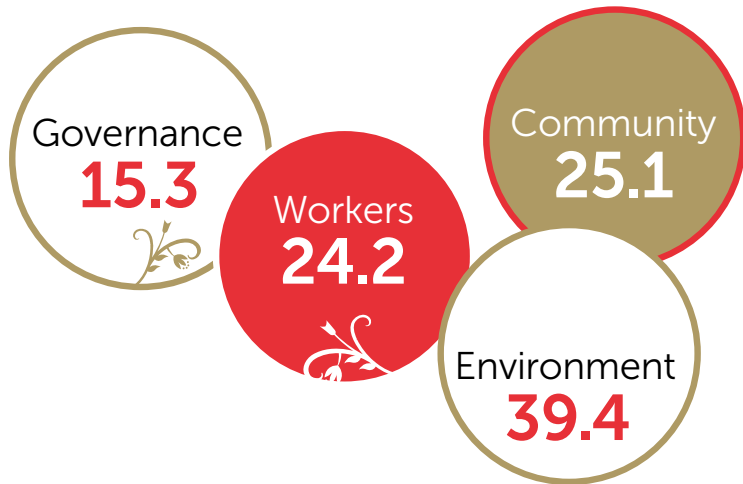
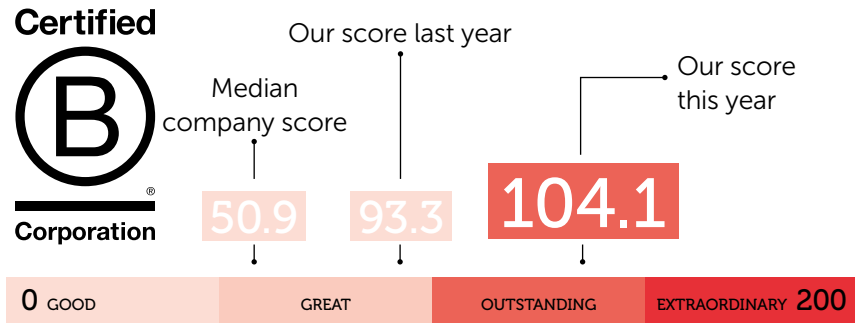
**17** PARTNERSHIPS FOR THE GOALS



**puKka**



### DATA SNAPSHOT - OUR B CORP IMPACT SCORE



**“This magnitude of improvement in a score is not common, and it should be celebrated!”**

**Pooja Dindigal**  
B Lab assessor



## We're a certified B Corp

We believe in the power of business as a force for good. As a certified B Corp, we are rigorously assessed on how we are delivering our mission in the most ethical and sustainable ways possible.

Like all B Corps, we must complete the B Impact Assessment every three years, cementing our ongoing commitment to meeting higher standards of transparency, accountability and performance. This gives us a score out of 200. We've set ourselves a target to keep improving our B Corp score every time we recertify.

We had our latest B Corp audit during 2018 and we boosted **our score** by 10.8 points to 104.1 out of 200 (FY16: 93.3). The median score for non-B Corp businesses is 50.9.

We achieved this by taking many small steps towards positive change. For example, we gained extra points in our Workers section because of our new inclusive office environment designed to suit different working styles, our mindfulness training, and our development courses with a strong bias towards nature. These helped us to improve our score in this section from 22.9 to 24.2 points.

We also leapt forward by eight points in our Environment section thanks to our new science-based carbon target, and other activity such as increasing our renewable energy use and introducing our recyclable envelopes.



“It would be amazing if every single company in the world became a purpose-led B Corp. When we each make small changes in our daily lives, our efforts add up. By buying from, working for and doing business with B Corps, you vote for what you believe in.”

**Tim Westwell**  
Pukka Co-Founder



## Help make a Pukka planet

### *Beautiful steps for a better world*

B Corps are a new kind of business acting in a sustainable and transparent way. We all meet the highest environmental and social standards. Every time you buy from a B Corp it's a small step towards a better world for all.

### **Certified**



Look for the B Corp logo – or visit the **global directory** to find the complete list of more than 2,800 certified B Corps around the world.



OUR 1% FOR THE PLANET CONTRIBUTIONS BREAKDOWN 2018

|                                    | (Sept 15 - Aug 16)<br>FY16 | (Sept 16 – Aug 17)<br>FY17 | (4 months only)*<br>Sept-Dec 2017 | (Jan-Dec 2018)<br>FY2018 | Pukka's cumulative 1% giving |
|------------------------------------|----------------------------|----------------------------|-----------------------------------|--------------------------|------------------------------|
| Total value of contributions       | £396,624                   | £425,931                   | £183,150                          | £565,795                 | <b>£1,571,500</b>            |
| Pukka annual turnover              | £27,964,950                | £35,907,265                | £14,580,045                       | £44,385,643              | <b>£122,837,903</b>          |
| Percentage of turnover contributed | 1.42%                      | 1.19%                      | 1.25%                             | 1.27%                    | <b>1.28%</b>                 |

\*A four month period to enable us to shift to our new financial year

Since 2016, we've given more than £1.5 million to environmental causes through our commitment to 1% for the Planet.

The non-profits that we choose to support share our passion for connecting people with the power of nature and the health and wellbeing benefits of herbs. They help us tell our story of operating as a sustainable business, supporting people, plants and the planet.

We've contributed over £1.5 million since we signed up in 2016. In 2018, around half of our total was in the form of Fair for Life and FairWild premiums that we pay to our farmers and producers to invest in community projects (see page 17). The rest was mainly through strategic partnerships, sustainability projects and supporting our local community.

Partnering for positive change

We want to get involved with the way our 1% for the Planet donations are invested, so we set up strategic partnerships with organisations that share our mission and our values. We have long standing relationships with UK national charities, the Eden Project and the Soil Association - and this year we formed a new one with the Natural History Museum (see next page).

As we expand internationally, we want to find new 1% for the Planet partners in the countries where we are growing. This year we set up our first non-UK partnership in France with Fondation Good Planet – whose

mission is to educate the public on the importance of ecology and sustainable development. We took part in two events on their grounds near Paris, reaching around 150,000 visitors, and supported their work by co-founding a coral protection project in Mauritius.



© Mitos Pretevic



1%

FOR THE PLANET

### Our partnership with the Natural History Museum

Butterflies are amazing creatures. We wanted to champion the incredible impact these beautiful and much-loved insects have on our planet as pollinators.

We partnered with the Natural History Museum to sponsor Sensational Butterflies, an exhibition that brought a tropical butterfly house right into the heart of London. Visitors could learn fascinating facts about the diversity of nature whilst surrounded by hundreds of flying butterflies, ethically sourced from around the world.

For 11 days during August we brought Herbie, our Airstream caravan, to the front lawn of the museum. Visitors could sample butterfly-friendly Pukka teas, learn which nectar-rich herbs to plant in their local green spaces to attract UK pollinators – and take part in our family-friendly yoga sessions.

More than 120,000 people visited the exhibition – with 96% of them agreeing that their visit made them appreciate the wonder of the natural world.

83% of visitors said that it had inspired them to do something to encourage butterflies in their own local area.



### Help make a Pukka planet

#### Helping our pollinators

Butterflies and bees love plants like lavender, fennel, chamomile, lemon verbena and marshmallow – as they provide a great source of nectar.

If you have a garden, balcony or even a window box, you can help by growing your own pollinator-friendly flowers. Share your photos with us using @pukkaherbs #pukkalife



## Turning 'Black Friday' green

**1%** **FOR THE PLANET** For a second year, we donated every penny of sales from our online UK shop from Black Friday through to Cyber Monday (two of the busiest shopping days of the year) to the environment.

All funds went to TreeSisters, a charity that plants over two million trees each year around the world, across eight varied tropical ecosystems. With this activity, we helped TreeSisters to plant over 30,000 trees.

TreeSisters believe in restoration through reforestation, with a particular focus on women's empowerment. Like us, they share a belief that our health and that of the planet are intimately linked.





# ENVIRONMENTAL IMPACT



## DATA SNAPSHOT - PACKAGING

|   | FY16  | FY17  | FY 2018 |
|---|-------|-------|---------|
| Tea packaging produced (tonnes)                 | 1,086 | 1,503 | 1,861   |
| Tea packaging recoverable (% by weight)         | 72%   | 71%   | 72%     |
| Supplements packaging produced (tonnes)         | 48    | 133   | 133     |
| Supplements packaging recoverable (% by weight) | 99%   | 99%   | 99%     |
| Lattes packaging produced (tonnes)              | -     | -     | 7       |
| Lattes packaging recoverable (% by weight)      | -     | -     | 70%     |

## Why do we package our tea in envelopes?

We take a lot of care to source the finest organic, fairly-sourced, practitioner-grade herbs from all around the world for our tea blends. And how we package those herbs is important, to make sure they get to the cup in their best condition.

This can be a challenge. Our herbs have a high essential oil content, which is what gives our teas such a special taste. These oils evaporate when the tea comes into contact with air and light, degrading the herbs and the flavour.

Wrapping our tea bags in individual envelopes is the best way to lock in all the essential oils. This

keeps the tea fresh, so it can be enjoyed just how it was intended.

Last year, we announced that we were launching new fully recyclable envelopes, and this year, we started packing our teas in them. Find out more about our progress in the interview on the next page.

Once we are packing our full range in the new envelopes, our recoverability for tea packaging – currently at 72% - will reach 100%. In 2019 we will finalise and launch a new packaging policy and strategy to set our priorities for the coming years.





## INTERVIEW

### Pip Doyle, Pukka Packaging Technologist

#### Tell us about what you do at Pukka.

I'm a Packaging Technologist, which means I am responsible for the integrity of our packaging. I work closely with our suppliers and co-packers to ensure our packaging meets the quality and safety standards we strive for.

#### What's the latest update on your recyclable tea envelopes?

In 2017, after four years of research, we finally found a way to make our tea envelopes recyclable - without losing the quality from the herbs. We've had to use an ultra-thin layer of plastic to lock in the essential oils, but it's so thin that the envelope can now be recycled in your paper waste stream. Previously there was 25% plastic to 75% paper ratio, but our new material reduces this down to

6% plastic and 94% paper.

This year we started switching over to these new envelopes. To avoid waste, we've been phasing the new envelopes in as we use up our old stock throughout 2018. You'll start to see the 'Please Recycle' logo appearing in 2019 and we'll be fully packing in the new envelopes by December. We'll be able to calculate how much plastic this has saved at the end of the year.

#### Can you compost Pukka tea bags?

Our tea bags don't contain any staples and can go in your food waste bin. Right now, we're undergoing

independent testing for our teabag and string with the aim of meeting the European home composting standards. We really want to do this so it's really clear what to do with the tea bag at the end of its life - and we're confident that we'll meet the standard.

#### What next for packaging at Pukka?

We've been doing a lot of work on our packaging strategy, which we'll launch in 2019. This is helping us to commit to our priorities and values.

We've also been running trials to reduce the weight of our tea cartons. Not only will this mean using less card material, which is good for forests; lighter packaging means lighter loads, reducing transport emissions. Phase 1 cartons are launching in 2019 but we're already looking at how we can lightweight them even further. There's a balance to strike between making sure the packaging is as lightweight as possible whilst still staying strong enough to avoid damage and protect the tea inside.

#### What's your favourite Pukka tea and supplement?

It's so hard to choose but I'm currently loving our Three Mint tea and our Glow supplement.



“We'll be fully packing in our new, recyclable envelopes by December 2019”







### OUR NEW LATTE POUCH

It has been a real journey to find the right packaging for our wonderful new lattes. They contain coconut milk powder and fats like this need a really strong barrier to stay fresh. When we did our research, we were not satisfied with the standard oil-based plastic pouches that were on offer. Not only are they not recyclable, they have a negative start of life too, being made from fossil fuels.

We decided to focus on the start of life and make it as positive as we could. The result is a pouch made from renewable sources which is compostable in industrial conditions; we are the first company to use this particular combination of materials.

The waste management sector is in a time of transformation, there are lots of changes ahead as we move towards a circular economy. We want to be at the forefront of the shift towards more positive packaging options and as part of our new packaging strategy (launching in 2019) we look forward to working with others in our industry to speed up progress.

**PaperWise**

**Metallised NatureFlex™ film**

**Sealing Layer & Zipper - GMO-free PLA (Polylactic acid)**

- ◆ The inner sealing layer and zipper is made of PLA (polylactic acid), a plant-based plastic made from renewable, non-genetically modified crops such as corn starch and sugar cane.
- ◆ The second layer is Metallised NatureFlex™, a cellulose film made with wood pulps from sustainably managed forests. Ultra-thin pieces of aluminium are deposited on the film by evaporation to provide the barrier properties to protect our lattes.
- ◆ Finally the outer layer is PaperWise, which is paper made from reclaimed agricultural waste, such as leaves and stems from harvest. Paper made in this way has a lower carbon footprint than standard paper.
- ◆ We print using Earth Inks which are glycol and silicone free, contain no heavy metals and near-zero VOC (volatile organic compounds) levels.





# CLIMATE CHANGE

## DATA SNAPSHOT - CARBON FOOTPRINT

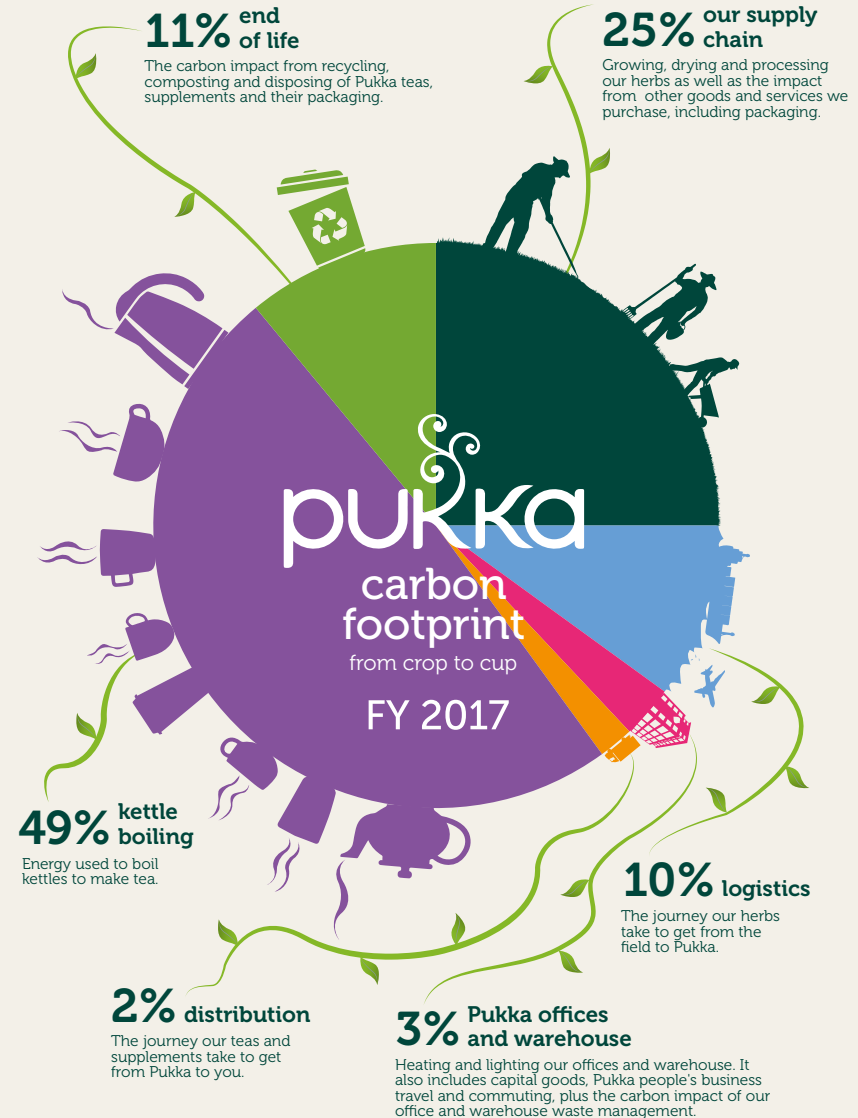
|  | FY16  | FY17   | FY 2018     | % Change |
|--|-------|--------|-------------|----------|
| <b>PUKKA'S OPERATIONAL CARBON FOOTPRINT (tCO2e)</b>  |       |        |             |          |
| **Scope 1: natural gas and refrigerant loss          | 22.95 | 21.28  | 8.99        | -58%     |
| **Scope 2: purchased electricity<br>*market based    | 17.20 | 36.55  | 7.52        | -79%     |
| Scope 3: Crop to Cup<br>(calculated every two years) | -     | 15,184 | -           |          |
|  |       |        | <b>FY18</b> |          |
| Operational energy use (kWh)                         |       |        | 367,340     |          |
| Operational water use (m3)                           |       |        | 2,018       |          |



\*\*Our Scope 1 & 2 data, and some Scope 3 data is verified by Carbon Footprint Ltd, who completed the review in accordance with the 'ISO 14064 Part 3 (2006): Greenhouse Gases: Specification with guidance for the validation and verification of greenhouse gas assertions'.  
\*Since moving to our new headquarters we're now using less gas and more renewable electricity, so we've significantly reduced the carbon impact of our Scope 2 emissions.

## MEASURING OUR CARBON FROM CROP TO CUP

We measured our full Scope 3 emissions in FY17, from Crop to Cup. This gave us our baseline for our 2030 science-based carbon target (see table). We will recalculate it every two years. This graphic shows a breakdown.





## Our science-based carbon targets

In 2018 we became one of only 13 companies in the UK to have our climate goal independently validated by the Science Based Targets Initiative (SBTi). Our targets are in line with the need to limit global warming to 1.5 degrees.

We did this because we believe that our health and that of the planet are intimately linked. In the cases of man-made deforestation, we are destroying the very ecosystems that nature has designed for cleaning up excess carbon dioxide that is warming our world.

As highlighted in the recent Intergovernmental Panel on Climate Change (IPCC) **report**, “unprecedented changes” are required to reduce our carbon impact.

There is now a small window of opportunity. Keeping temperature rises to within 1.5 degrees is, quite literally for many, the only way to survive.

This demands serious commitment and bold action from everyone, no matter what size their business. It is no use waiting for governments to take action, businesses have a responsibility to act as a force for good and now.

## PUKKA'S CARBON TARGET



We have committed to:

- Reduce our absolute Scope 1 and 2 greenhouse gas emissions 100% by 2030 from a 2017 base-year.
- Reduce Scope 3 greenhouse gas emissions from crop to cup to 50% per million units of products by 2030 from a 2017 base year.

## 7 things we learned about science-based targets

We believe more companies need to join us by setting science-based targets, and urgently. Our Sustainability Manager Vicky Murray has written a blog to share our experiences.

### Read Vicky's blog



## Help make a Pukka planet



More than 567 million cups of our lovely herbal tea were made around the world last year. Around half of Pukka's 'crop to cup' carbon footprint comes from boiling kettles. We've set a target to halve our emissions by 2030 – and you can help. Here's how:

- 1. Don't overfill:** On average people boil twice as much water as they need, wasting money and energy. Fill your cup or pot with cold water and pour into the kettle to get the perfect amount.
- 2. Switch to a green energy tariff:** Invest in our collective future and power your home and workplace with clean, renewable energy. Our fellow B Corp Do Nation is **running a campaign** to help you switch..
- 3. Use an eco-kettle:** Electrical appliances can vary enormously in their efficiency. When you need to replace your kettle, consider an eco-option, or an instant hot water tap.



## Reducing our carbon impact at Pukka

As well as focusing on our major carbon impacts in our value chain (see previous page), we are working to reduce our carbon impact closer to home too.

### Our HQ

Moving to the Herb House has allowed us to switch to a 100% renewable electricity supply. We are powered by Good Energy's Selectricity, which allows us to measure and monitor our consumption as well as source our electricity from local sustainable generators.

### Travel to work

We encourage sustainable travel – this year we were shortlisted for the TravelWest Long Term Commitment to sustainable travel award. Our innovative car

park booking system, which prioritises those who car share or use an electric vehicle, has helped encourage more sustainable travel whilst reducing demand for the limited spaces available.

Our most recent travel survey revealed that since introducing our flexible working policy, 30% fewer staff now travel to work five days a week. Since moving to our new headquarters at the Herb House, 5% more people are cycling to work and 7% more are catching the train.



## Pukka is certified carbon neutral

We are a certified carbon neutral company. This means we annually measure our operational carbon footprint and our data is audited by Carbonfootprint.com. We then offset our total operational emissions, plus a few additional measures including our staff commuting. Our offset in 2018 was 2,294 tCO2e. Our VCS-certified offsets help to invest in forest conservation in the Amazon rainforest (see picture above), one of the world's 'biodiversity hotspots'. Closer to home, we also plant trees in the South West of England – we'll be planting them in 2019.



Carbon Neutral Organisation



### Resources

As we moved from our former offices to the Herb House we used the opportunity for a 'purity drive' which is reflected in our reuse data and explains why our waste generated has increased this year. We remain committed to being zero waste in our operations, sending nothing to landfill.

We work to the waste hierarchy (see right). We always try to reduce or avoid waste first. For example:

- ◆ We use organic cotton tea towels rather than paper towels in our kitchen
- ◆ We get milk in glass bottles which we rinse and return.
- ◆ We donate our used tea cartons to local schools for crafts
- ◆ We send out deliveries in reused cardboard packaging
- ◆ We buy spare parts to repair electrical items before we replace.

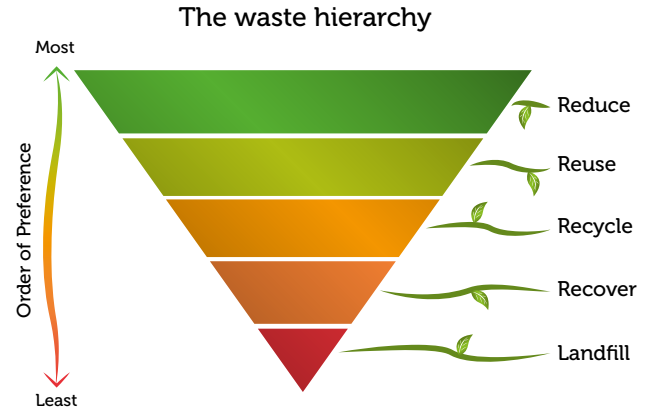
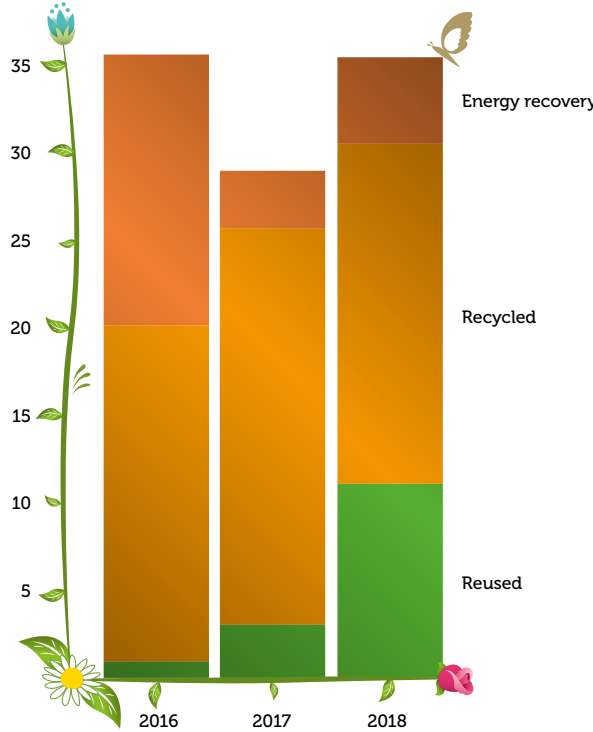
repurpose. For example:

- ◆ We repurposed the desk frames from our old office with new desktops made from reclaimed timber and sent the old tops to the reclamation yard.
- ◆ We brought chairs, stools, whiteboards, plants, pictures, cupboards – even spice racks - with us rather than buying new.
- ◆ We teamed up with local reuse company Collecteco, who picked up more than 11 tonnes of furniture and equipment to donate to charity organisations.

When we moved to our new offices we thought carefully about what we could reuse and

Anything we can't reuse, we recycle and the last resort is incineration for energy recovery.

Operational waste



### DATA SNAPSHOT - OPERATIONAL WASTE

|  | FY16 (tonnes) | FY17 (tonnes) | FY 2018 (tonnes) |
|--|---------------|---------------|------------------|
| <b>THE WASTE THAT'S COLLECTED FROM OUR OFFICES AND WAREHOUSE</b> |               |               |                  |
| Reused   | 0.91          | 3.03          | 11.12            |
| Recycled   | 19.28         | 22.68         | 19.49            |
| Energy recovery  | 15.46         | 3.29          | 4.90             |
| Landfill   | 0             | 0             | 0                |
| <b>Total</b>   | <b>35.65</b>  | <b>29</b>     | <b>35.51</b>     |



# LIFE AT PUKKA

## DATA SNAPSHOT - OUR PEOPLE

|  | FY16    | FY17    | FY 2018                  |
|--|---------|---------|--------------------------|
| Number of Pukka people   | 92      | 123     | 123 (UK) and 16 (Global) |
| People saying 'Pukka is a great place to work'                     | 72%     | 88%     | 94%                      |
| £ invested in the wellbeing and personal development of our people | £10,903 | £14,457 | £28,079                  |
| Employee turnover  | 24%     | 21%     | 17%                      |
| Gender profile: Directors (% female)                               | 0%      | 12%     | 14%                      |
| Gender profile : Team (% female)                                   | 65%     | 69%     | 69%                      |



## We want all our people to love working at Pukka

Our culture is founded on four wisdom seeds based on ancient Ayurvedic principles – truth, respect, purity and effort. As we grow, these help us always stay true to the values that we were founded on. We use them to run productive meetings, measure professional development, recruit brilliant people, make good decisions and much more.

We run our Pukka Life survey once a year to get an insight into how our people feel about working at Pukka.

### THIS YEAR



- 94% told us they thought Pukka was a great place to work, 6% more than last year
- 90% agree our Flexible Engagement Policy supports work-life balance
- 90% agree they are able to be their authentic self at work
- 93% understand and are inspired by Pukka's mission and seek to lead a more conscious life

We've recently been listed as 29th in the **Sunday Times Best 75 Small Companies** to work for in the South West.



In 2019, we'll be launching our new Inclusion & Diversity policy which will lay out our approach to making Pukka an even more inclusive work place to work. This includes a new Inclusion & Diversity questionnaire for all our people. As well as helping us get to know our team better, this will provide us with robust data to enable us to set targets for the next three years. Everyone on the team will be trained on understanding unconscious bias during 2019.



## INTRODUCING OUR NEW HOME THE HERB HOUSE

We've moved into our beautiful new home just outside Bristol – the Herb House. Designed to be a hub of productivity and wellbeing, where people can do their very best work, it's filled with natural light, nature-inspired designs and work spaces to suit all personality to suit all personality types and working styles..

The furniture was handcrafted using recycled materials and much of the timber used in the refurbishment was reclaimed.

### Herb House Features

**The Project Space** Decked out with hanging plants, floor-to-ceiling whiteboards and standing desks, this open-plan area is flooded with natural light; a place to gather as a team and let creativity flow.





**Think Pods** These comfortable pods offer quiet, private spaces away from the open-plan office to focus on tasks in perfect peace and solitude.



**The Island of Tranquillity** After touring the country with our events team, the Island of Tranquillity has found its permanent home in the Herb House, providing a nourishing space for Pukka People to relax and take a moment with their favourite Pukka cup of tea.



**The Kitchen** Our fully-equipped kitchen offers a welcoming hub for people to gather and socialise over healthy food and drink.



**The Heart of Pukka** This shoes-off space is a den of tranquillity, making it the ideal place to meditate, take part in our mindfulness sessions or find an oasis of calm for informal, tech-free meetings.



**Set up for sustainable travel** Located just outside Bristol, linked to the cycle path and a few minutes' walk from a train station, the Herb House has secure bike storage, showers for cyclists and electric car charging points





## Training and development

In 2018, we evolved our performance development review and relaunched it as My Journey. This is an innovative new tool that we've designed ourselves to help every Pukka person connect to their essence and express their authentic self, look to their future and set goals.

Where My Journey really differs is that it looks at the whole person, in their personal life as well as their work life. We ask everyone to gather feedback from people around them and take part in two formal reviews during the year. Here is a snapshot of some of the training we offer to help our people grow:

- ◆ **Herbal training:** We want 100% of Pukka staff to be educated in herbal wellbeing, and we're providing training to get there.
- ◆ **Leadership training:** Our bespoke Thrive and Nurture training programmes are aimed at our senior team and managers to support them in becoming authentic, effective leaders.
- ◆ **Chrysalis:** Everyone at Pukka is given the opportunity to take part in our personal development programme, Chrysalis. This 4-day nature immersion at the Eden Project is a chance to get close to nature, understand and align with Pukka's mission and connect with the Wisdom Seeds.

- ◆ **Chrysalis Connection:** In April we gave 20 people the chance to get out into nature for an afternoon with their former Chrysalis clan from 2017 and revisit some of the concepts they covered in the full Chrysalis training.
- ◆ **International immersion:** In September, we invited our growing international team to an immersion programme at the Herb House. This was a chance for our teams to share learnings about our work and our culture. It included a tour of our Master Herbalist Sebastian's herb garden and finished with an artistically colourful party.



“Thank you so much for an immersive week.... giving us time, wisdom and inspiration, enabling us to come away from Eden energised, refreshed and reinvigorated, ready to return to Pukka with the wisdom seeds embedded in our hearts.”

Chrysalis participant





## Supporting employee wellbeing

Looking after the physical and emotional wellbeing of all our people is a top priority for us.

Everyone at Pukka has access to a fund to use towards activities that boost their wellbeing and personal development outside of work. Our people choose and organise their own activities and we'll reimburse them up to 75% of the costs - in 2018 we invested £28,079 (FY17: £14,457) in the two funds and we're encouraging more people to use them.

People have used their wellbeing fund towards gym memberships, yoga classes, massages, spa days, dental work and even mattresses to aid sleep and back pain.

The development fund is about personal growth and has enabled our people to take classes in everything from ballet, climbing and floristry to scuba diving and vegan cheesemaking!



We run mindfulness courses and have recently trained six of our team members as Mental Health First Aiders – we call them Pukka Friends. Posters around the office invite people to get in touch for a quiet chat if they feel they need to talk. We also signpost people to a confidential and independent counselling support helpline, available 24 hours a day, 365 days a year.



Every Wednesday we gather in our spacious, light-filled kitchen to share a meal and take part in our weekly Nourish Lunch, where we enjoy a bowl of delicious organic homeade soup together. We regularly invite external speakers to share stories or inspiration in line with our mission – this year our speakers included City to Sea, Avon Wildlife Trust and Unseen.

On National Stress Awareness day, our Herbal team gave a talk on how to manage stress, and we gifted everyone a Relax kit, reminding them to regularly take time for themselves.



We were proud to be recognised with an award from Wylde IA for being the Happiest Workplace in Somerset. We have also been awarded two stars for outstanding levels of engagement in our first entry into Best Small Companies.





## Our Fair for Life audit



As part of our commitment to Fair for Life (see pg. 17), our own operations and offices are audited every year to check our progress. This year our score improved! We scored 88.8%, up from 83% last year.

[Find out more](#)



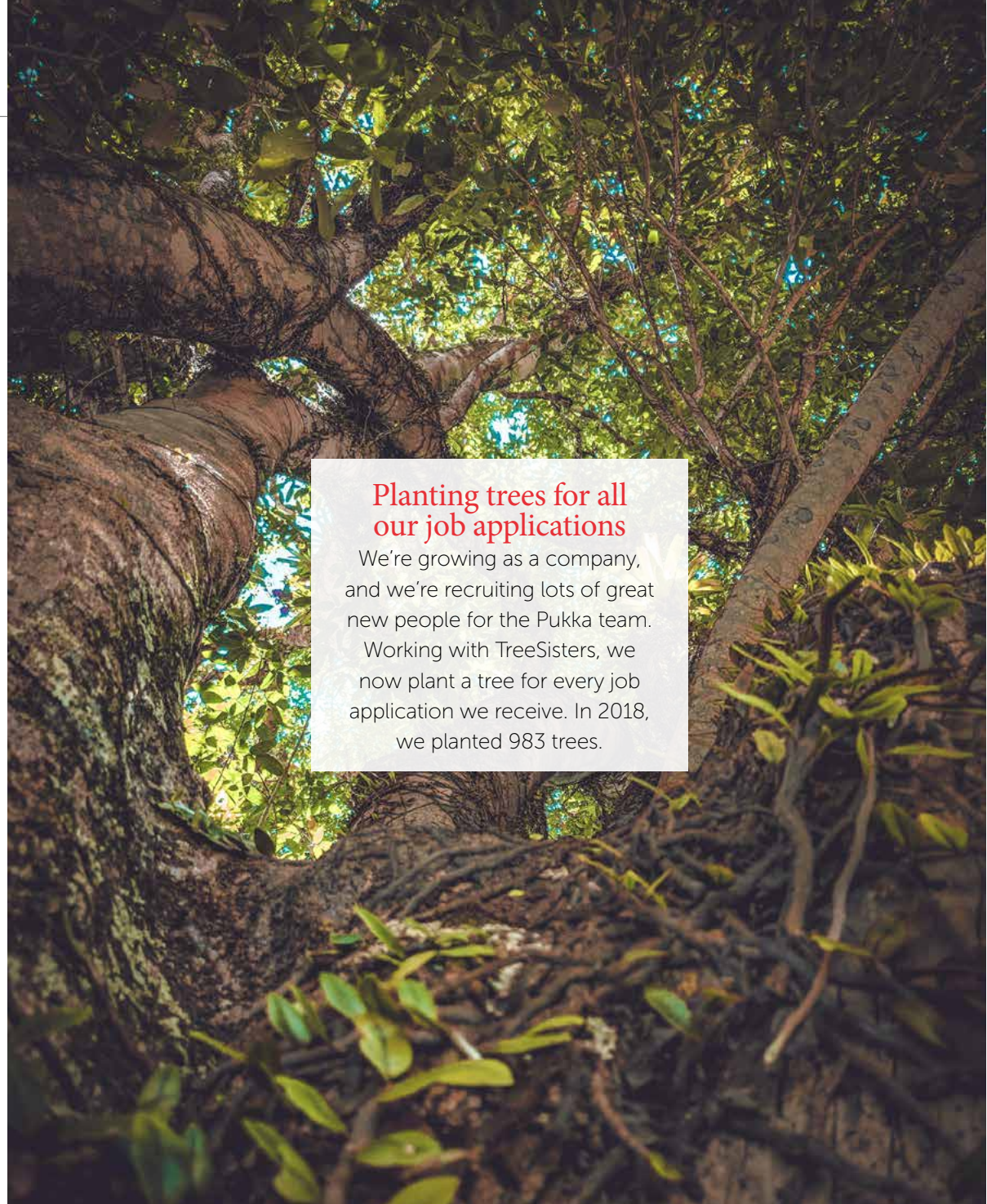
## FOR LIFE



For Life is a separate but complementary standard to Fair for Life. They both share a common ground in their commitment to respect labour rights, responsible environmental practices and drive positive local impact. But while Fair for Life is a certification programme for fair trade and responsible supply chains, For Life is for companies wishing to demonstrate commitment to corporate social responsibility. This includes a plan to continuously improve.

This year our For Life score was 86.6%, up from 80% last year.

[Find out more](#)



## Planting trees for all our job applications

We're growing as a company, and we're recruiting lots of great new people for the Pukka team. Working with TreeSisters, we now plant a tree for every job application we receive. In 2018, we planted 983 trees.

©Jairo Soares



# puKKA IN THE LOCAL COMMUNITY

## Volunteering in our local community

Pukka people can take up to four paid days off each year to volunteer – especially in areas relating to our mission, benefiting people, plants and planet. We organise at least one annual group volunteering event, called a Mission Day so the team can volunteer together. People can also organise their own ‘Dharma Days’ and volunteer for any cause meaningful to them.

This year our people volunteered 1,042 hours of their time, learning new skills, helping the community and making a difference. This is lower than our target of 1,500 hours. We are putting new training in place and working to nurture relationships with our charity partners and hope to raise our figure by 30% in 2019.

### VOLUNTEERING: WHAT DID PUKKA PEOPLE GET UP TO?



“About half of our team spent a day at the Community Farm planting squashes, weeding kale and planting parsley! I loved learning about the increased diversity of wildlife over the years that the land has been organically certified – it’s great to see the impact that organic agriculture has on the area.”

**Suze, volunteered at The Community Farm**



“In just one afternoon, we helped to pack 180 trays, or 2,000 meals worth of surplus high quality food that otherwise would have been destroyed. This represents a saving of half a tonne of carbon dioxide emissions, and was distributed to 12 organisations. A fantastic experience all round!”

**Meg, volunteered at FareShare SW**



“It was great fun volunteering at the Bristol Animal Rescue Centre. I absolutely love dogs but am unable to commit to owning one, so it was wonderful to be able to spend a sunny day walking them by the river, as well as doing some painting to help brighten the place up for visitors.”

**Saf, volunteered at Bristol Animal Rescue Centre**



## Supporting our local community in Bristol

Pukka Herbs has been based in Bristol since day one; we love it here and we're proud to call it home. We care deeply about giving back to our local community to support the people and organisations here, and do this through our Bristol 1% for the Planet partnerships.



We also have a local giving fund to donate to support other local causes related to our mission. This year we supported Bristol-based social enterprise Catalyse Change, who run boot camps to help to prepare young women and girls for careers in sustainability. As well as sponsoring a bursary on the boot camp, we invited participants to visit us at the Herb House and learn about careers at Pukka.

We run events and donate tea to schools and community groups in our local town of Keynsham and sponsor the curly kale crop at our local organic farm, The Community Farm.

## OUR BRISTOL PARTNERSHIPS



### People

#### Tobacco Factory Theatres Wellbeing Partner

In 2018 we were the theatre's official wellbeing partner. This included sponsoring the theatre's Relaxed Performances, installing LED theatre lights and working with schools that cater for children with additional needs.



### Plants

#### We the Curious Championing Pollinators

We partnered with We the Curious to build five 'pollinator homes' in the centre of Bristol, providing a safe haven for solitary insects to nest and educating passers-by on the importance of pollinators to plants and our planet.



### Planet

#### M Shed

#### Wildlife Photographer of the Year

We're an official sponsor of this exhibition, which showcases the most arresting and spectacular images of our natural world, celebrating biodiversity and promoting conservation. All visitors received a Pukka tea sample and information about our commitment to FairWild.



## BIZGIVE

This year we completed our pilot programme with Bizgive, giving Pukka fans the power to direct change in their communities by voting for their favourite national charity to receive a share of £10,000 from our 1% for the Planet fund. The project with the most votes was Women's

Environmental Network, who work on issues connecting women, health and environment. They used their fund of £4,000 to develop their Community Seed Library in East London and run community events on seed-saving to connect the community and promote local biodiversity.







# Delivering on our commitments





PROGRESS ON OUR 2017 COMMITMENTS – AT A GLANCE

|   | TOPIC   | IN 2017, WE SAID   | IN 2018, WE DID   |
|---|---|--|---|
| <b>GENERAL</b>                          | Strategy  | We said we would put the finishing touches on our net positive strategy on regenerative health. Central to this plan are two key pillars: regenerative organic agriculture and herbal health. As part of this we will continue to spread the benefits that herbs can bring to society by investing in herbal education with our respective partners. | This report is our first articulation of our 'Regenerative' strategy. You can read all about our herbal education and research on <b>page 23</b> .  |
| <b>REGENERATIVE ORGANIC AGRICULTURE</b> | Supplier resilience fund  | We said we planned to launch a fund to support carbon reduction and climate resilience in our supply chain.  | You can read about our 'Pukka Life Impact Fund' on <b>page 12</b> .   |
|   | Fair for Life  | We said we would grow the volume of our herbal supplements that are made with fair-certified ingredients.  | This year we added three new FFL certified herbs to our portfolio. This increased the total number of FFL certified herbs in supplements from 9 to 12.  |
|   | FairWild       | We said FairWild Week 2018 will be bigger and better. We said we would fund a report to highlight the importance of sourcing wild ingredients responsibly.   | We funded Wild at Home, launched as part of FairWild week. Read about it on <b>page 21</b> .  |
| <b>FORCE FOR GOOD</b>                   | Volunteering  | We said that as part of our B Corp commitment we would launch a volunteering programme at Pukka. We had a target of 1,500 hours of volunteering during 2018.   | We didn't meet our target, but this year our people volunteered 1,042 hours of their time, learning new skills, helping the community and making a difference. <b>See page 52</b> .   |
|   | Recyclable envelopes  | We said we would roll out our new envelope across our tea blends and by the end of 2018, every Pukka tea bag will be packed in a recyclable envelope.  | We are now printing fully on the new envelopes and are phasing them in to avoid waste of the old stock. We have now included the recycling logo on the envelopes so you'll start to see these appearing in 2019 and we'll be fully packing in them by December 2019. <b>See page 39</b> . |
|   | Science Based Carbon reduction targets  | We said we would submit our carbon reduction targets to the Science Based Targets initiative.  | Our targets were approved by the SBTi. <b>See page 43</b> .   |
|   | Our offices   | We said that when we moved into the Herb House – our new Pukka home – we would reuse a lot of our existing furniture, creating bespoke pieces from reclaimed materials and donating anything we're leaving behind to local charities and businesses.   | We did! You can read all about the beautiful Herb House and our move on <b>page 47</b> .  |
|   | B Corp  | We said we would improve our B Corp score.   | We improved our B Corp score from 93.3 to 104.1 points. <b>See page 34</b> .  |

**IMPROVING OUR DATA METRICS**

This year, we mapped all our data against the various metrics we need to report against, including B Corp, the Unilever Sustainable Living Plan and the UN SDGs. This will help us make our data reporting systems more robust from next year.



## A NOTE FROM OUR MISSION COUNCIL

Pukka Herbs has been a trail-blazer on organics, fair trade, natural health and many other sustainability issues for a long time. Its acquisition by Unilever in 2017 was therefore a pivotal moment for Pukka Herbs, in terms of being able to continue with this wider mission. This is recognised unequivocally in the formal acquisition agreement – what, after all, would be the point of acquiring a brand with the most comprehensive sustainability credentials in this particular business category, only to erode those credentials in the interests of short-term growth? And Unilever itself has an impressive track record on sustainability through its Sustainable Living Plan.

The Pukka Herbs Mission Council was established just as the acquisition was being negotiated, with an explicit remit both to monitor performance on existing commitments and to advise on Pukka Herbs’ forward-looking ambition level. We have had three two-day meetings since then, and have engaged robustly and

constructively with the CEO and his Leadership Team on many different issues.

As Chair of the Mission Council, I report directly to the Chair of the Pukka Herbs Board. My most recent report was able not only to give Pukka Herbs a ‘clean bill of health’ on its many different commitments (as reflected in this report), but also to commend the Leadership Team on its continued appetite for raising the bar (on climate action, packaging, health research and so on), and for engaging creatively both with Pukka Herbs’ hugely committed employees and with external stakeholders.

There are, of course, several areas where we feel Pukka Herbs could be moving faster (on sorting out a definitive set of outcome-based sustainability metrics, for instance), and going deeper (on translating this impressive performance into impactful marketing and campaigning strategies). We will continue to press these points at future meetings.



Jonathon Porritt (Chair)



Christina Archer



Helen Browning



Helen Clarkson



Karen Hamilton



Rob Verkerk





# A BIG PUKKA THANKS TO...



Everyone at Pukka, our committed suppliers and our customers around the world for supporting our mission to create a Pukka planet benefiting people, plants and planet. You are incredible.



  
pukka