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SUSTAINABILITY REPORT

JAN - DEC 2023

Our 2023 Sustainability Report

2023 was a busy year at Greenspoon, with 96% growth.

We did a lot that was brilliant - well done team!

We also faced some big challenges, and maybe even failed, in a few areas.

But the most important aspect of sustainability is the recognition that it's a journey. We don't expect to arrive in a place one day and say "We've done it".

In fact from the focus on sustainability, we must move further to regenerative, and to being a business that actively works to restore the planet, and to support human life on this planet.

So please come with us on this (not too long!) report that outlines what happened in 2023.



Why It Matters So Much

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We're driven by the belief that food can change the world.

It matters where your food comes from primarily because it has a direct effect on your health, your quality of life, your longevity, and your likelihood of ending up spending more or less time with doctors in white coats.

Food systems today don't prioritize health, they don't really think about how to help you as a consumer, make the best decisions for yourself. It's easier to order yourself fast food, thick with saturated fats and empty calories, laden with sugar and salt to make it highly addictive, than to think about what you plan to cook this week.

But we all have to make the change.

Food systems also matter because they are changing the shape of our planet. It's always been central to our philosophy to question the status quo, and to go a little further to do the right thing. But the way our food is grown, the length of supply chains, the amount of food that is flown across the world, and the quantity we all waste, is contributing to the rapid heating up of our world.

That's where our decisions are so epically significant. It's impossible to understate how much it matters, and how much you, as a reader of this report, as a citizen and as someone who wants a bright future, can do every day with the money you spend on food.

This has turned more from a note into a polemic, but food systems, human health, and climate change keep me awake at night. We're doing everything we can to have a positive impact but we still have so much to do. This report is about keeping ourselves accountable to our North Star of sustainability, please walk this journey with us!



Love,
Juliet



In This Report



OUR 2023

Goals and gains - what we did right.

Failures and flops - learnings.

Measuring Success.



PEOPLE

Impacting communities and including them in our plans.

Serving our employees and what we can do better.

Job creation.

Supply chain transparency.



PLANET

Looking at producers and their impact.

Food systems & climate change.

Logistics & impact.

Packaging.

Waste.

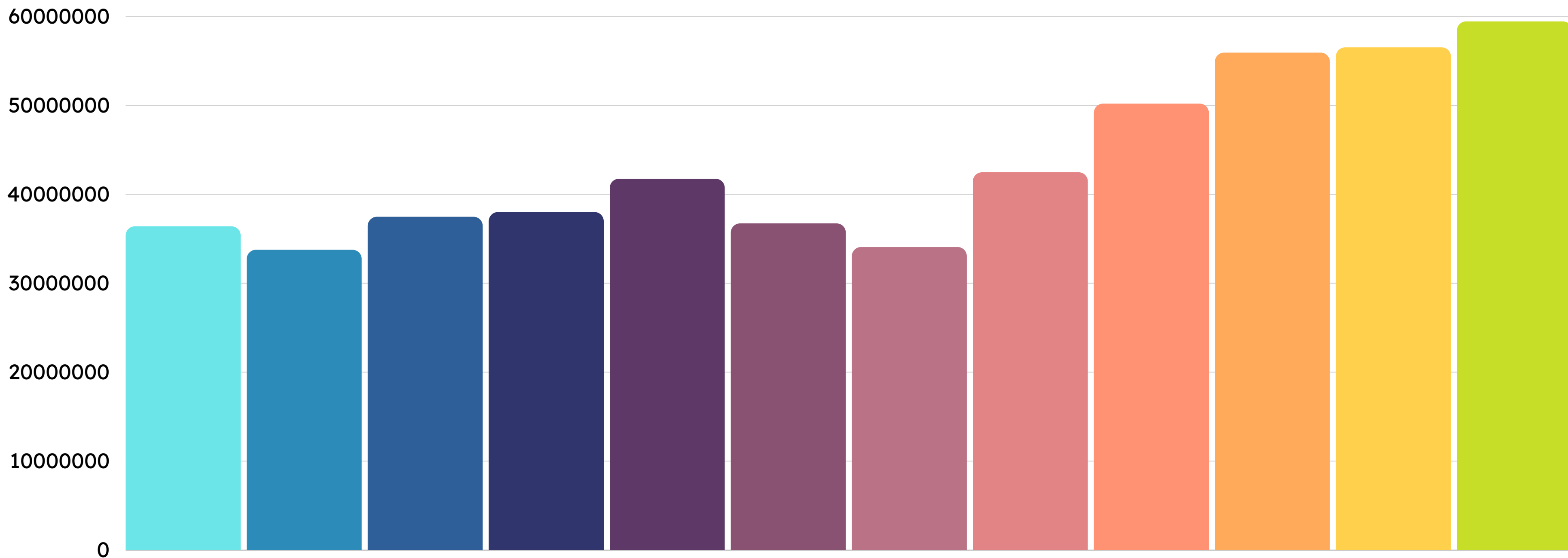


OUR GOALS

Defining what's possible.

Keeping the North Star brightly lit.

Revenue Grew 96%





Failures & Flops

CRITICAL LEARNINGS

Our Scope 3
(supply chain)
emissions
measurement is a
big challenge.

WoolCool worked but it
was not financially viable.
We haven't found a local
alternative so we are back
to using polystyrene boxes
for upcountry orders.

We haven't
managed to go
paperless yet,
but we are
aiming for it!

Our Food Awareness
Campaign was not as
effective as we
wanted it to be mostly
because of budgetary
constraints .

We expanded our
fleet, but not with
EVs.

Our measurement
needs to improve:
we aren't doing
enough to report
on progress on a
monthly basis.

We haven't
proceeded with our
plan to move to
solar power

Our Mission

Greenspoon was started to provide greater transparency around the source of our food.

Today, we're a catalyst for change, linking grocery shopping to food systems and food systems to climate change.

What matters to you might be convenience, flavour, producers and safety, and you know you can do that when we've done the hard work sourcing the highest quality that isn't just good for you, it's good for the planet.

Being sustainable is one thing, we'd like to be regenerative.

It's a journey, so we're learning as we go, but to be regenerative will mean we are actively contributing to the regeneration of the planet, rather than simply being sustainable.



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B Corp Remains a Guiding Force

Overall B Impact Score

Based on the B Impact assessment, Greenspoon Ltd earned an overall score of 83.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 83.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

**Greenspoon will be reassessed by B Corp in 2025,
and we're aiming for a score of 100+**

SOCIAL IMPACT

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Impacting Communities - Supply Chain

We shorten the supply chain by working directly with the farmer.



For the Farmer

- Recognition for their hard work.
- Support on better farming practices.
- A guaranteed route to market.
- Fair pay, on time.
- The chance to build their brand and a platform to tell their story.



At Greenspoon HQ

- Checks for Freshness
- Relationships with our suppliers
- Conversations about Quality
- Further training on food handling
- Support with tech

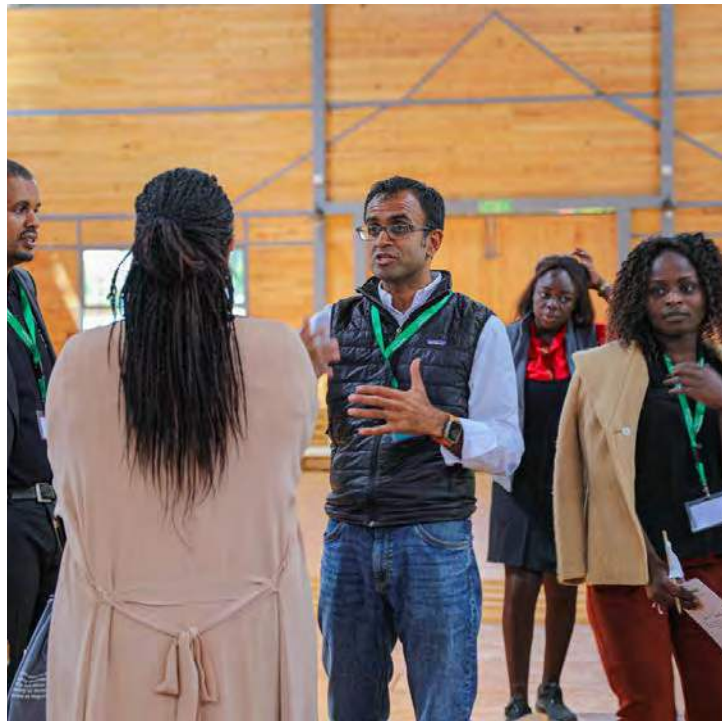


For our Customer

- Fresher food, faster
- Healthier, more nutrient-dense food
- Feeling a connection to the farmer
- Access to all the essentials, and luxuries



Our Learn & Transform Day



We held our 2023 Learn & Transform Day on 10th May at Shamba Café for approximately 50 suppliers. The driving force for this day was simply to share experiences, knowledge and ideas about how to do business in a more sustainable way in Kenya, and to support our suppliers in their businesses. An outline of the day:

Keynote: Olivia Muiru on Sustainability in Retail

Panel: Digital Marketing Strategy

Panel: Packaging & Waste

Workshop: Packaging and Branding

Keynote: Chris Harrison on Creating an Unbeatable Culture

Closing Keynote: Joachim Westerveld on How to Scale Sustainably

One of the most exciting outcomes was a Whatsapp group of all our suppliers where ideas around packaging, talent, and so many other topics are frequently shared.

Meet Brian Matoke - our In-House Agronomist

Since joining Greenspoon on May 2nd, 2023, I have been actively involved in supplier and farm visits, with a focus on promoting sustainable and regenerative farming practices. Here is a detailed breakdown of my activities:



- 10** Farms onboarded
- 5** Farms in transition
- 4** Farms on hold (as they transition)
- 5** Farms rejected (due to malpractice)



What is a farm in transition?

I have advised 12 farms on changing their practices to become more regenerative/organic/sustainable. Examples include: Riara Ridge Nurseries Farm to obtain Kilimohai Organics certification. Advising Tendo Organic Farm to practice crop diversification through intercropping.

Why do we reject some farms?

When we find farms where there is an excessive use of synthetic HHP pesticides, together with an unwillingness to shift towards sustainable farming practices, we have to reject them because they do not meet Greenspoon Standards.

2023 Partnerships We Are Proud Of



ARABUKO FARMERS COOPERATIVE

Collaboration with citrus fruit farmers in Makueni, Machakos, and Kitui regions.

We helped map organic citrus farmers, especially during the months of October, November, and December.

Addressed supply shortages during peak seasons.



VEGGIES 4 PEOPLE & PLANET

We partnered with Veggies 4 People & Planet, a 4-year, EUR 2 million project with IKEA Foundation World Vegetable Centre, to work with organic vegetable farmers in Kiambu and Muranga and provide them with a route to market via Greenspoon.

We have plans to establish fresh produce pick-up stations in 2024.



SAGRI

We worked with Sagri, a Japanese Satellite Imaging Company, to conduct soil sample testing & satellite imaging on 2 of our supplier farms: Kagira & Farasi Lane.

Sagri wants to make it more affordable for farmers to get critical information for farming, for instance: soil nutrition, chlorophyll levels, water retention, pH, and more.



ROAM

We partnered with ROAM and M-Kopa, both Kenyan businesses, to bring more e-bikes to Greenspoon.

This helps us deliver to our customers in a carbon neutral manner, quietly, efficiently and with zero pollution.

Our riders also love these bikes because they come with a second battery in case of low range!

Impacting Communities

Our three big initiatives in 2023 were Homeless of Nairobi, Little Lions & the Standard Chartered Nairobi Marathon.



We fed 3,806 homeless over the festive period thanks to our amazing customers!

Also delivered 575kgs of fresh produce thanks to our supportive suppliers!

Homeless of Nairobi

Volunteers from the team included:
Francis Muia | Eliud Njogu | Joyce Mureithi | Peter Njoroge | Grace Cherotich | Ambrose Karichu | Daisy Muthee | Martin Kiambuthi | Elijah Karanja | Juliet Kennedy | Jean Karingo Karuana | Tabitha Wothaya.



Standard Chartered Marathon

We sponsored the Nairobi Marathon raising funds for the 'Futuremakers' initiative which tackles inequality and promotes economic inclusion for younger generations. 14 members of our team participated.

Little Lions Kibera



Together with Dr Mark Hyman from the USA we ran an event that raised USD 11,400 in total for Little Lions Kibera.

The event was attended by 120 people in Nairobi who learnt about key health tenets for longevity.

Employee Wellbeing



WORK/LIFE BALANCE

All our employees are encouraged to explore their best working environment.

In 2023, we installed an office gym to encourage working out.

We also provide a staff discount on Greenspoon purchases.



PROFESSIONAL DEVELOPMENT

All employees have access to our Udeemy account. In 2023 we offered 67 courses in almost any subject area. We make this part of our bi-annual assessment cycle.

We carry out regular training on Health & Safety, and have improved our safety equipment and training through 2023.



MONTHLY CHOMA PARTY

To celebrate successes, and communicate where we are as a business, we have a monthly Nyama Choma party where all employees are invited.



PAY & BONUSES

We pay all our employees above livable wage, which is higher than minimum wage.

All employees are on a department-specific bonus scheme that is directly tied to their team's performance.



A CULTURE OF OPENNESS

We promote a culture of radical transparency, sharing statistics and KPIs with all our employees.

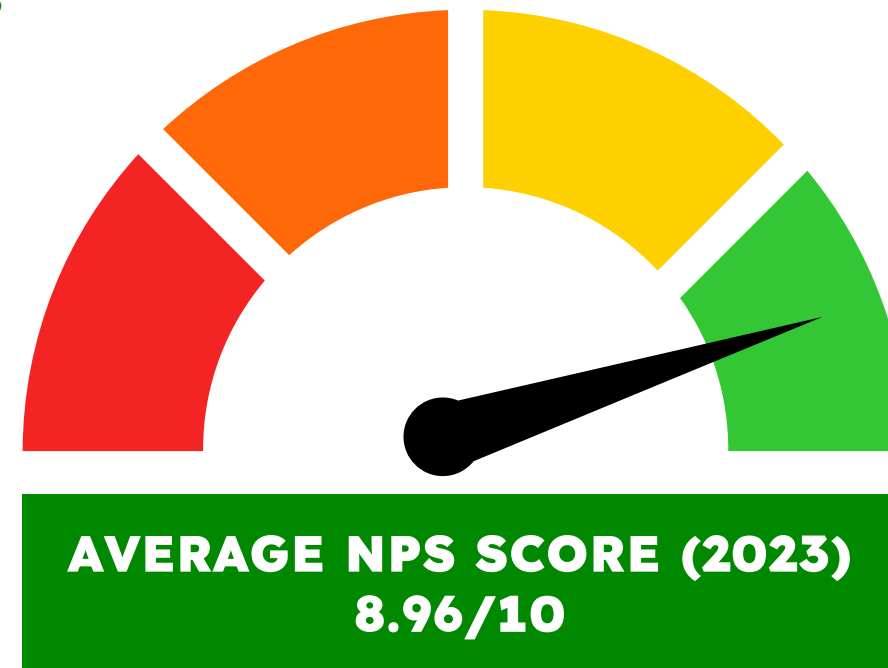
We have a weekly anonymous employee satisfaction poll so that we can gauge if there are any teams that are struggling.

Customer Stories

The epitome of a great online retailer, great products at fair prices with stellar service and a true green focus in their daily operations: the products and its packaging, transport (predominantly electric fleet). Great selection for organic local produce. Can't go wrong!

Greenspoon has changed my life. I no longer have to drive into town to the shops. I can get almost all of my weekly groceries delivered right to my door.

A reliable and affordable platform to get a range of eco-friendly products in Kenya.



It's always a pleasure to receive a delivery from Greenspoon. Great products, responsive drivers, thorough delivery process, and all the staff is super friendly to interact with.

Our first experience having recently arrived in Nairobi. I really enjoyed exploring your site and the thoughtful procurement approach and explanation of such. Great products, easy delivery experience. Thank you.

Greenspoon offers a wide variety of organic and plant based products. Deliveries with electric vehicles and the environmental focus is important for sustainability. Many thanks to the Greenspoon team!

ENVIRONMENTAL IMPACT





Measuring Our Emissions

WASTE

(down 60%)

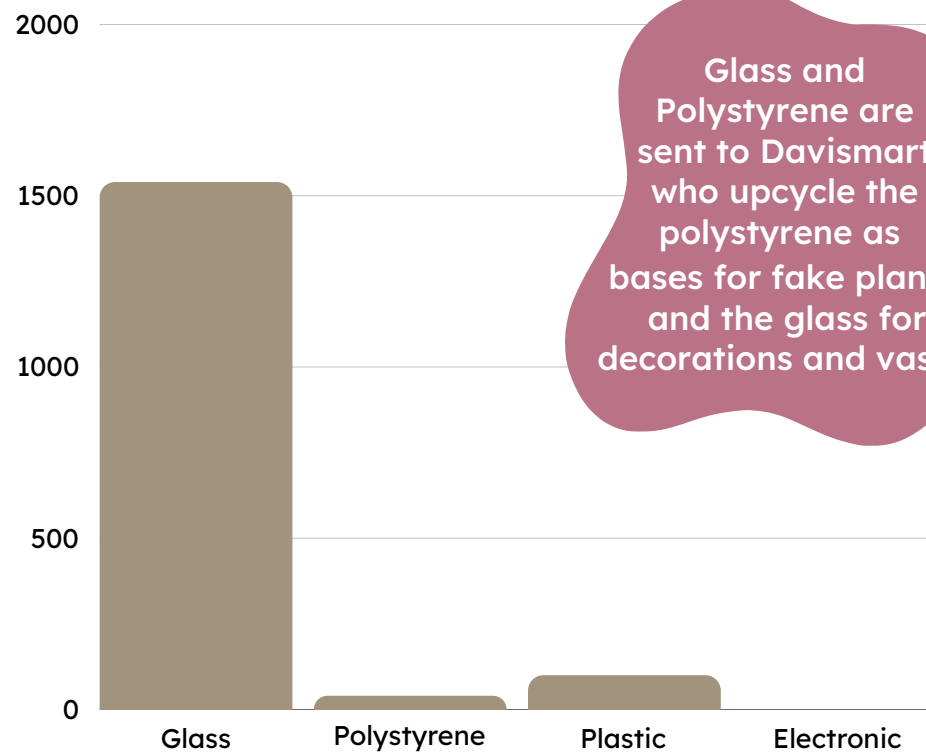
Glass (recycled)
Polystyrene (up-cycled)
Plastic (recycled)
Electronic (zero)
Kikapus

LOGISTICS

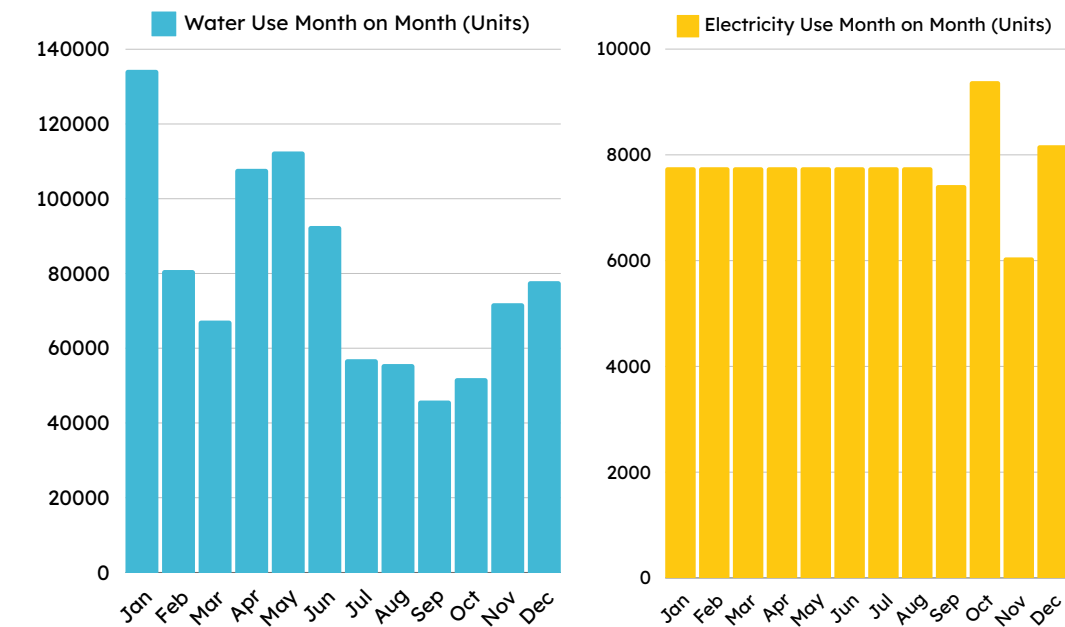
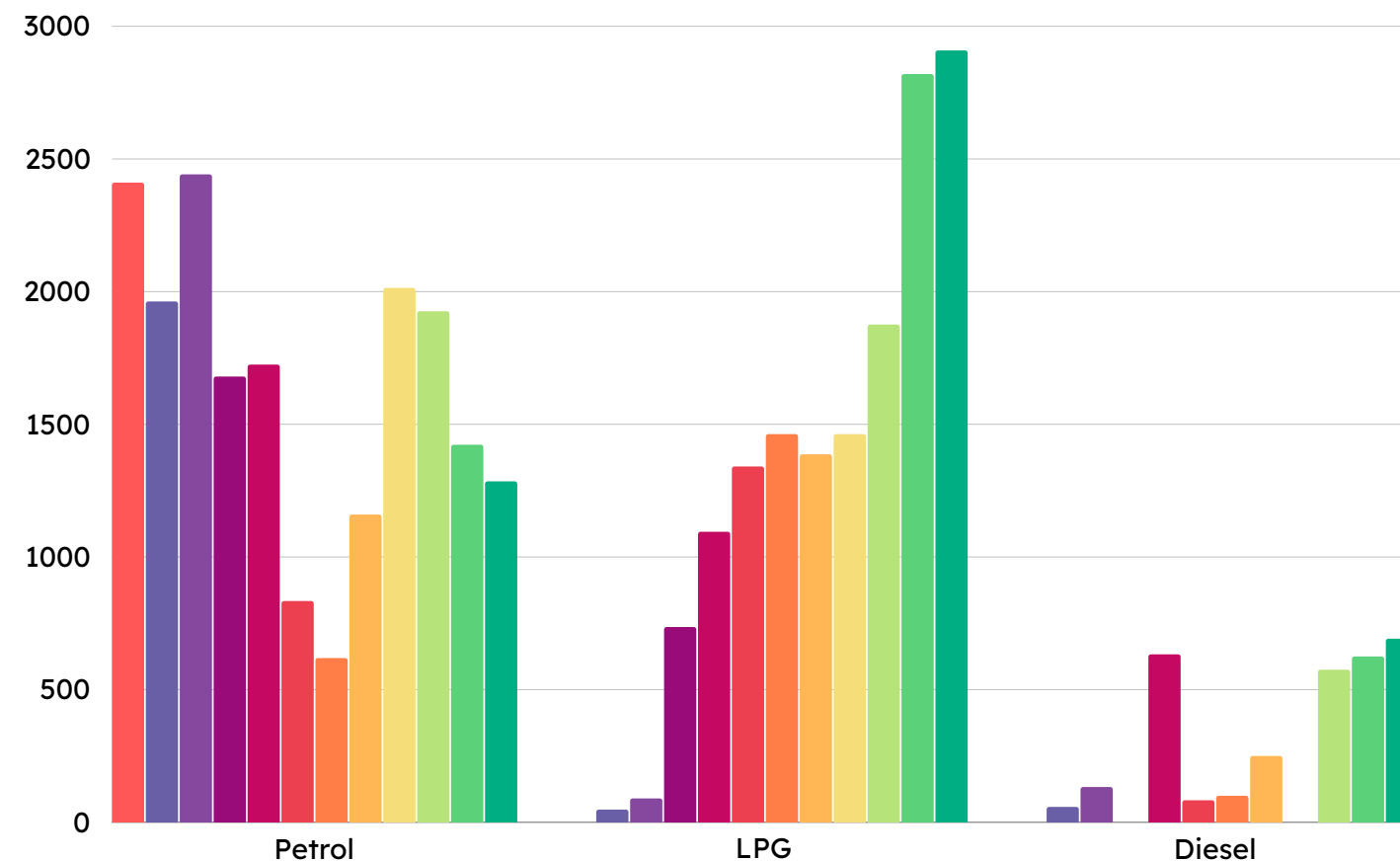
Petrol
LPG
Diesel (for generator
during power
outages)

OPERATIONS

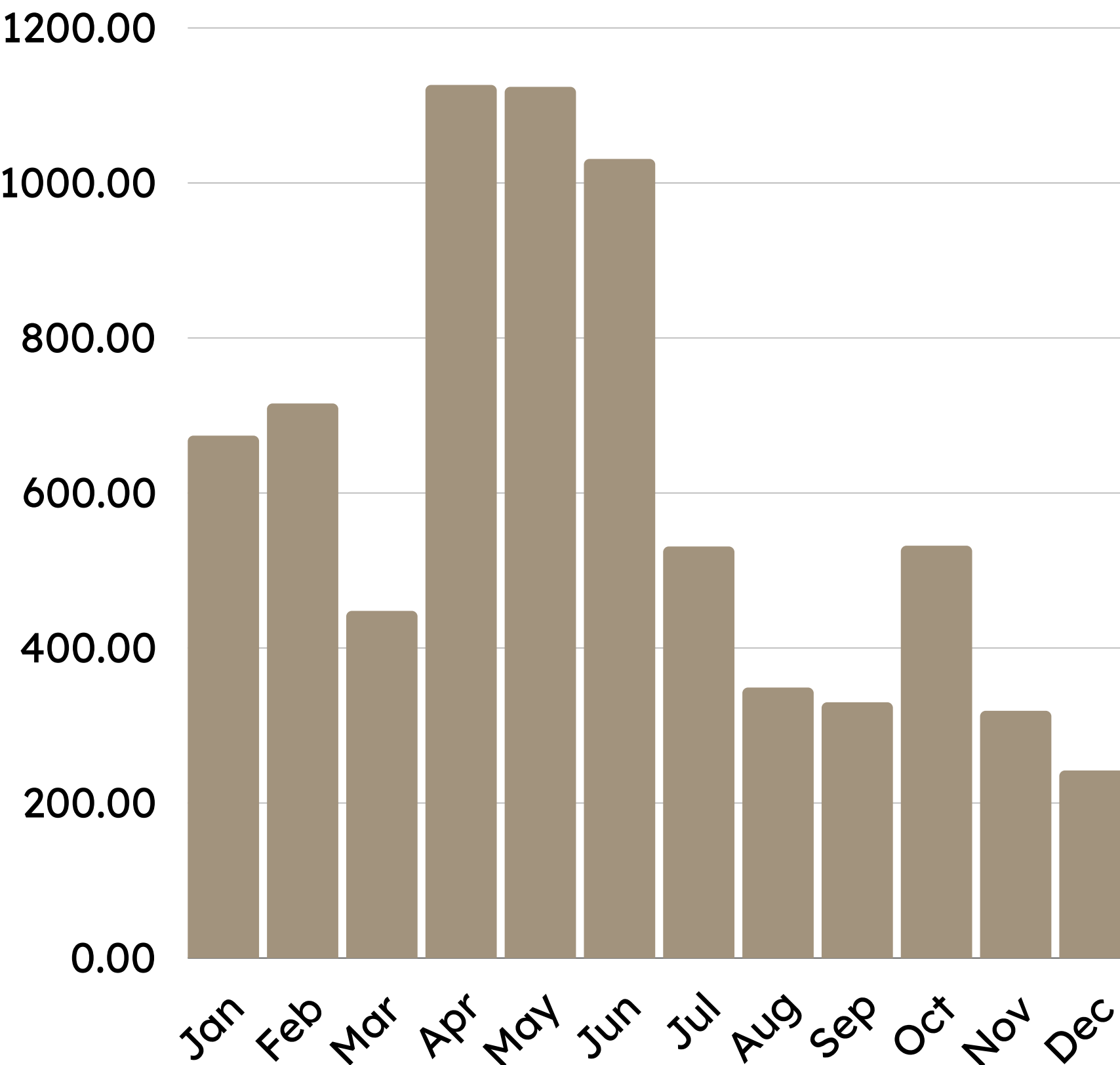
Electricity
Water



Glass and Polystyrene are sent to Davismart who upcycle the polystyrene as bases for fake plants, and the glass for decorations and vases.



Fresh Waste & Circular Economy



We have worked super hard on our waste.

This chart includes the fresh in kgs throughout 2023.

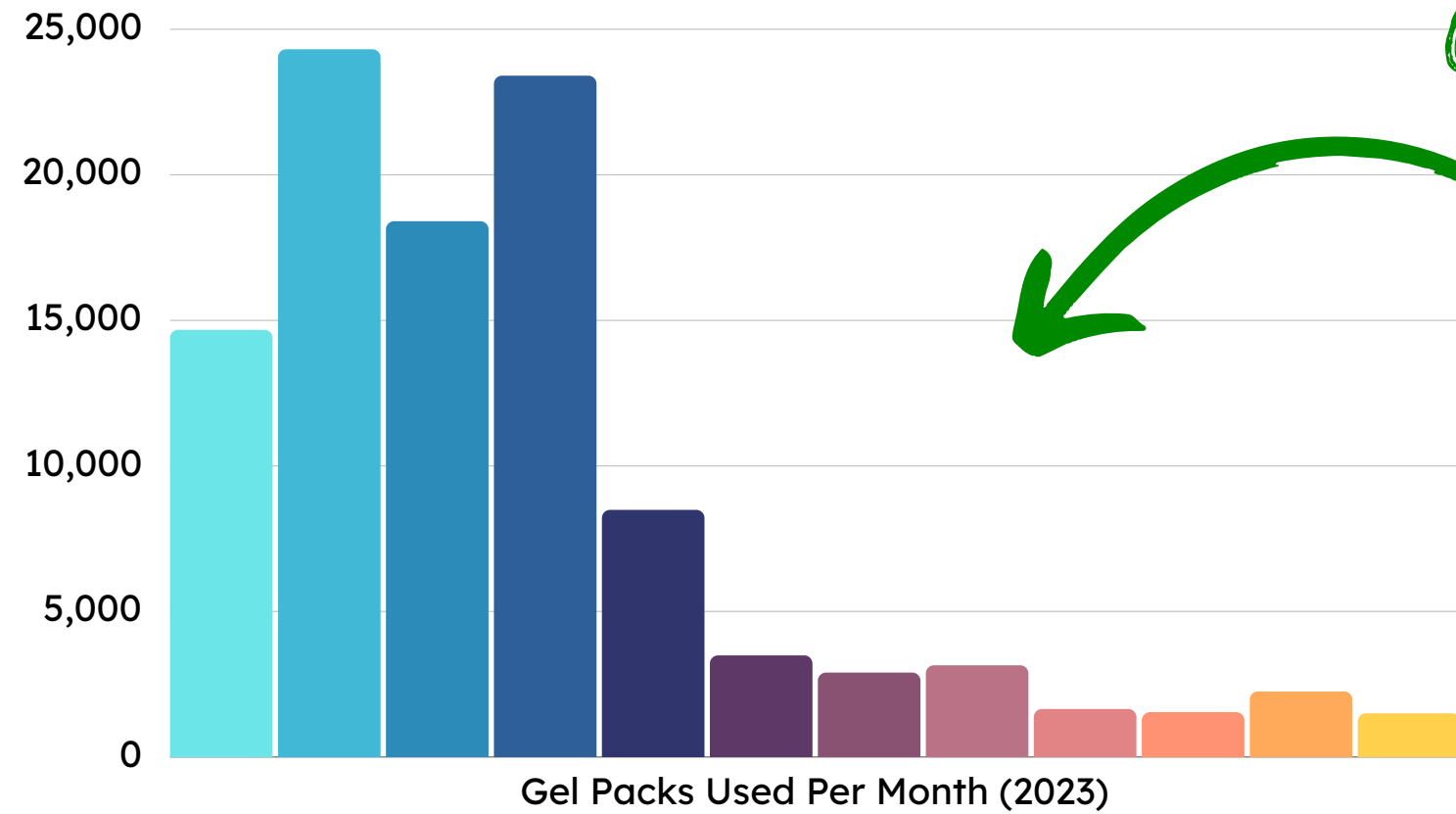
It is a tragedy to have any fresh food waste, and we can see the trend is going downward as we monitor, and put measures in place to ensure a reduction of this kind of waste.

ALL our fresh waste goes to the Ololo black soldier fly farm where it is used to create high protein animal feed for the Ololo chickens.

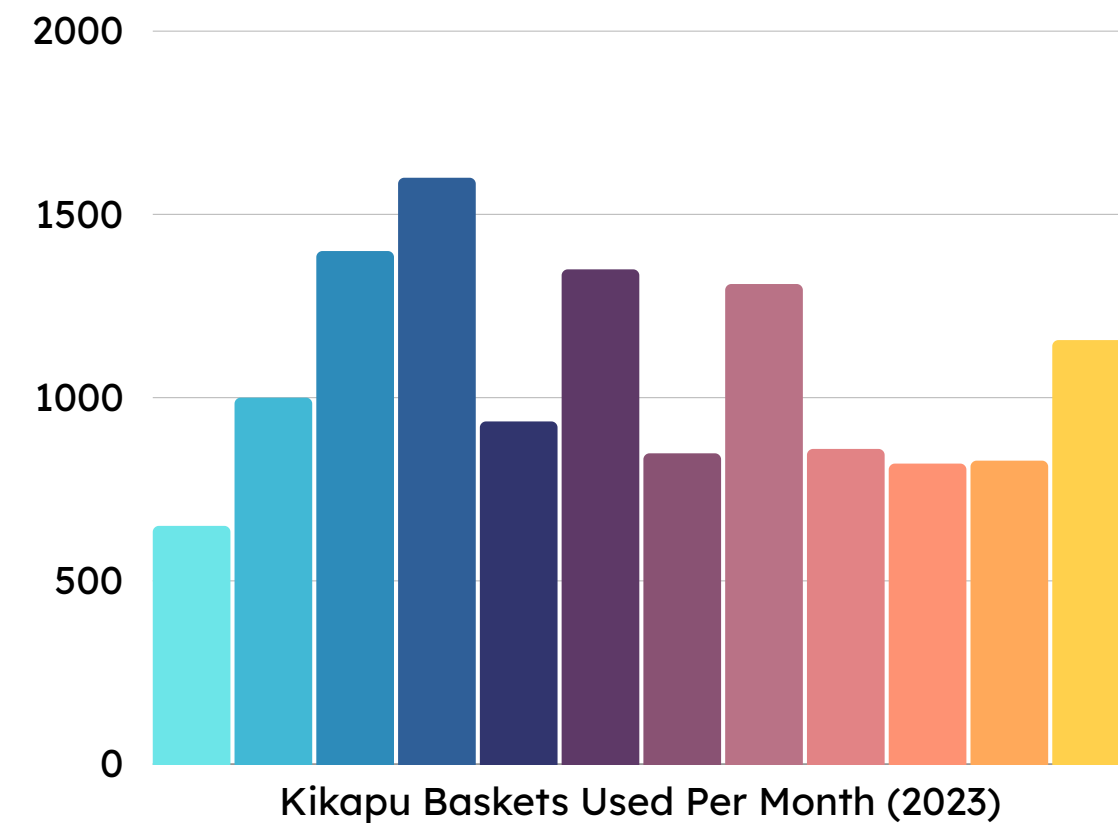
Those chickens are then sold on Greenspoon.

Circular economy is working well in this instance, although we continue to work hard to reduce any fresh waste.

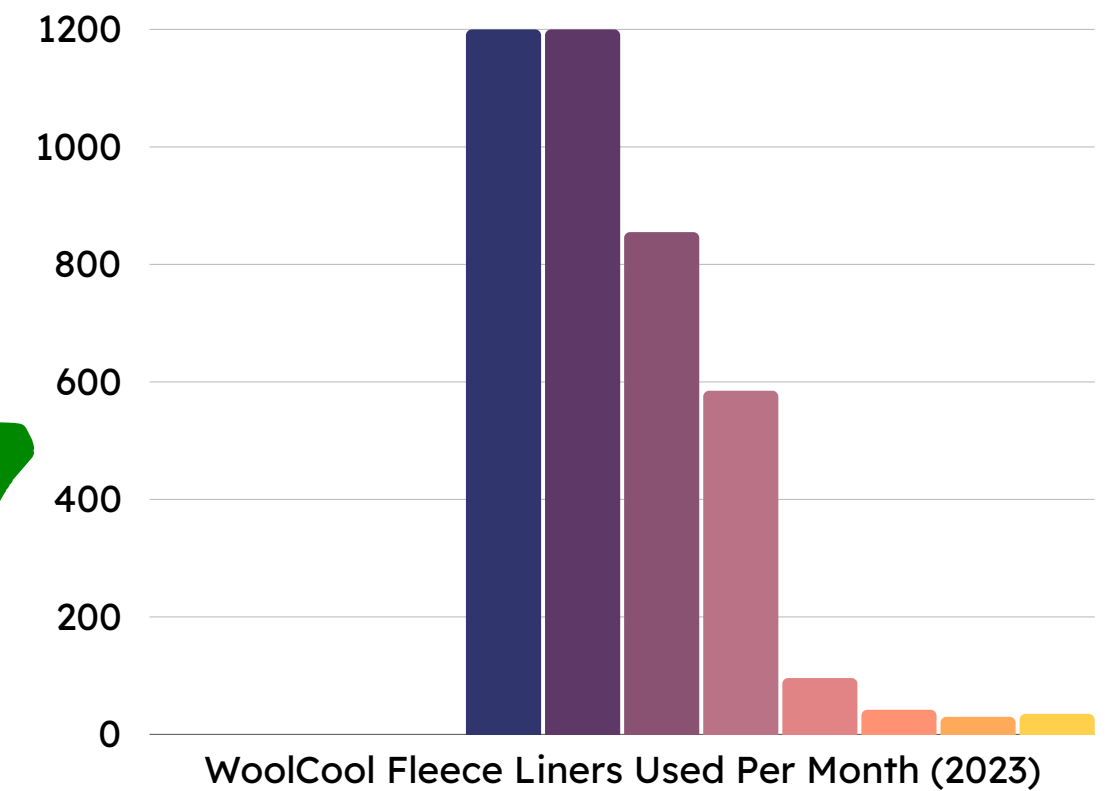
Packaging Materials



One of our major ambitions this year was to reduce our reliance on gel packs. They are small plastic ice packs that help keep produce cool, but they are impossible to recycle after a number of uses. We have gradually reduced their use by replacing them with permanent ice packs, which are reused indefinitely.



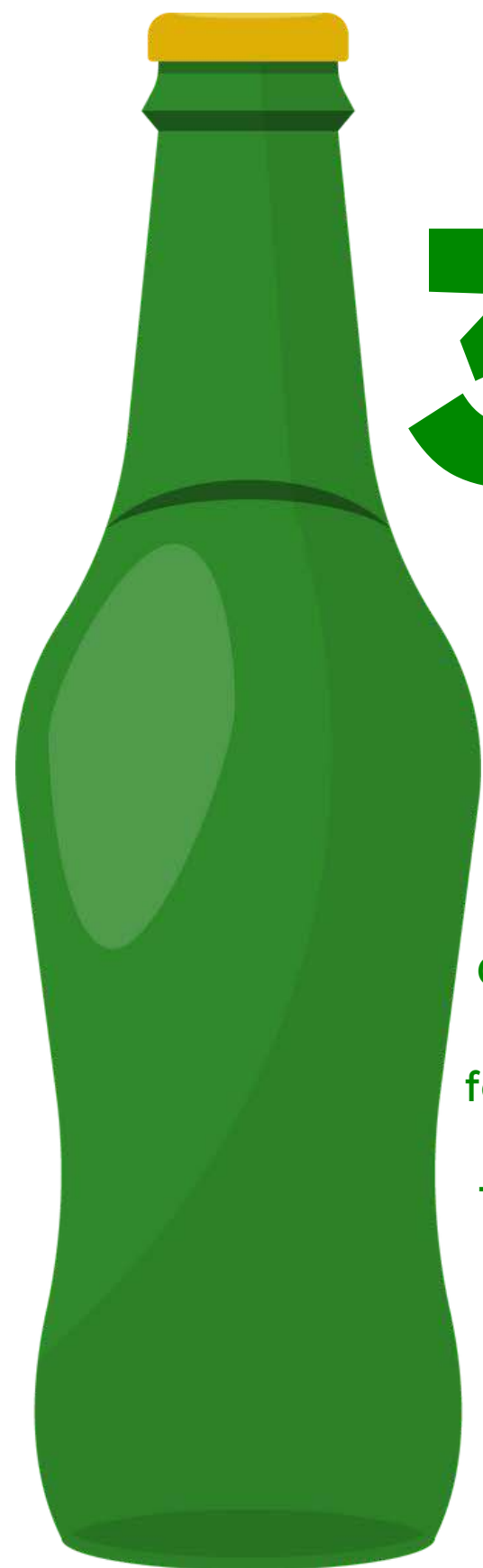
When our kikapus are used beyond repair, we send them to Mlango Farm who use them on their organic farm for various projects. This year, we sent them 219 kikapus.



We tried WoolCool, a fantastic wool liner that we imported from UK to see if it would work in Kenya. Sadly, it failed for us because of the economics + the difficulty with customers returning the liners to us for reuse.

Glass & Brown Paper Bags

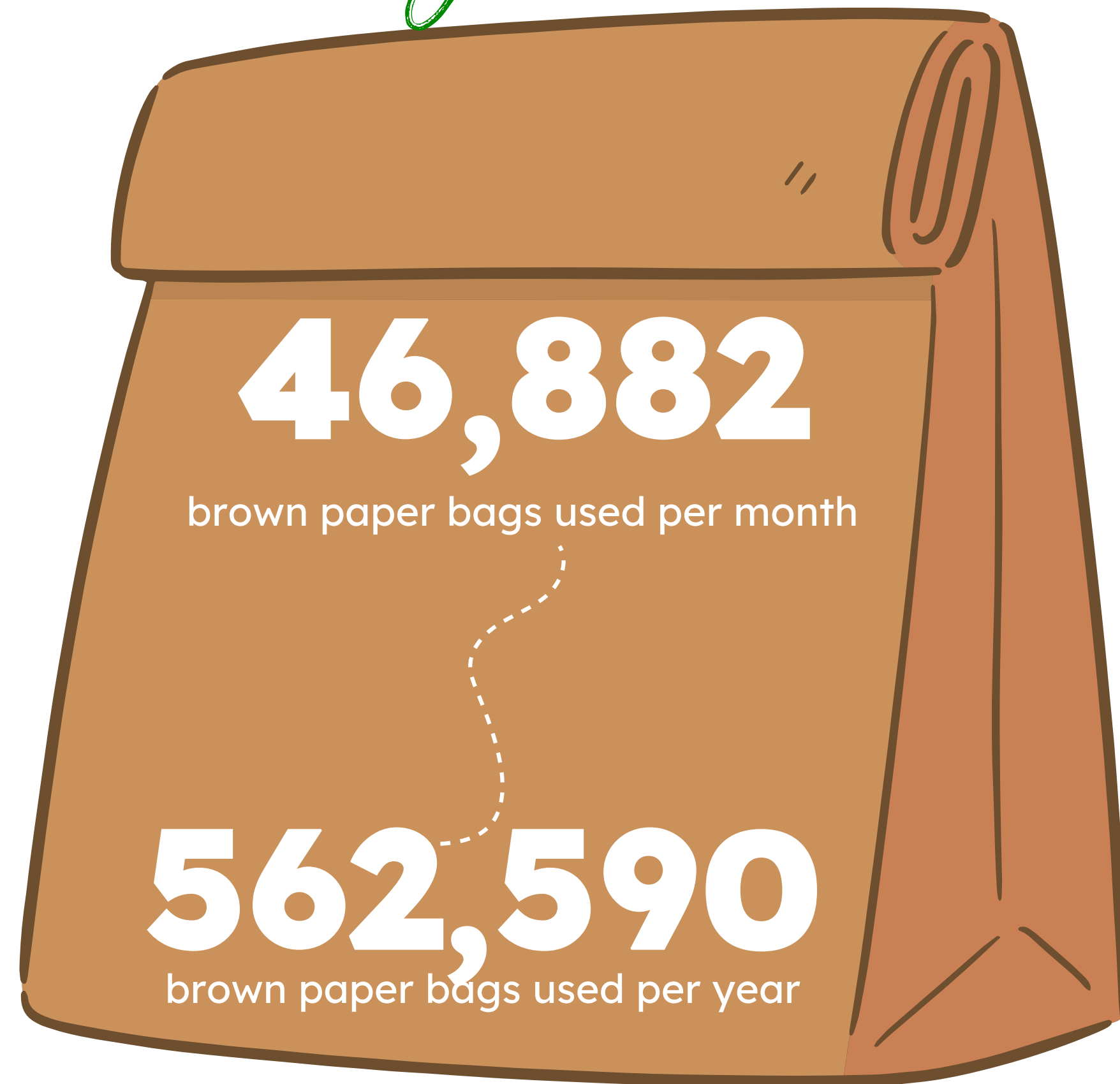
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306

On average, we return 306
jars or bottles per month
for reuse to our suppliers.

This includes Brown's, 245,
Bila Shaka, Laki Laki, Eli's
Organics and others.



46,882

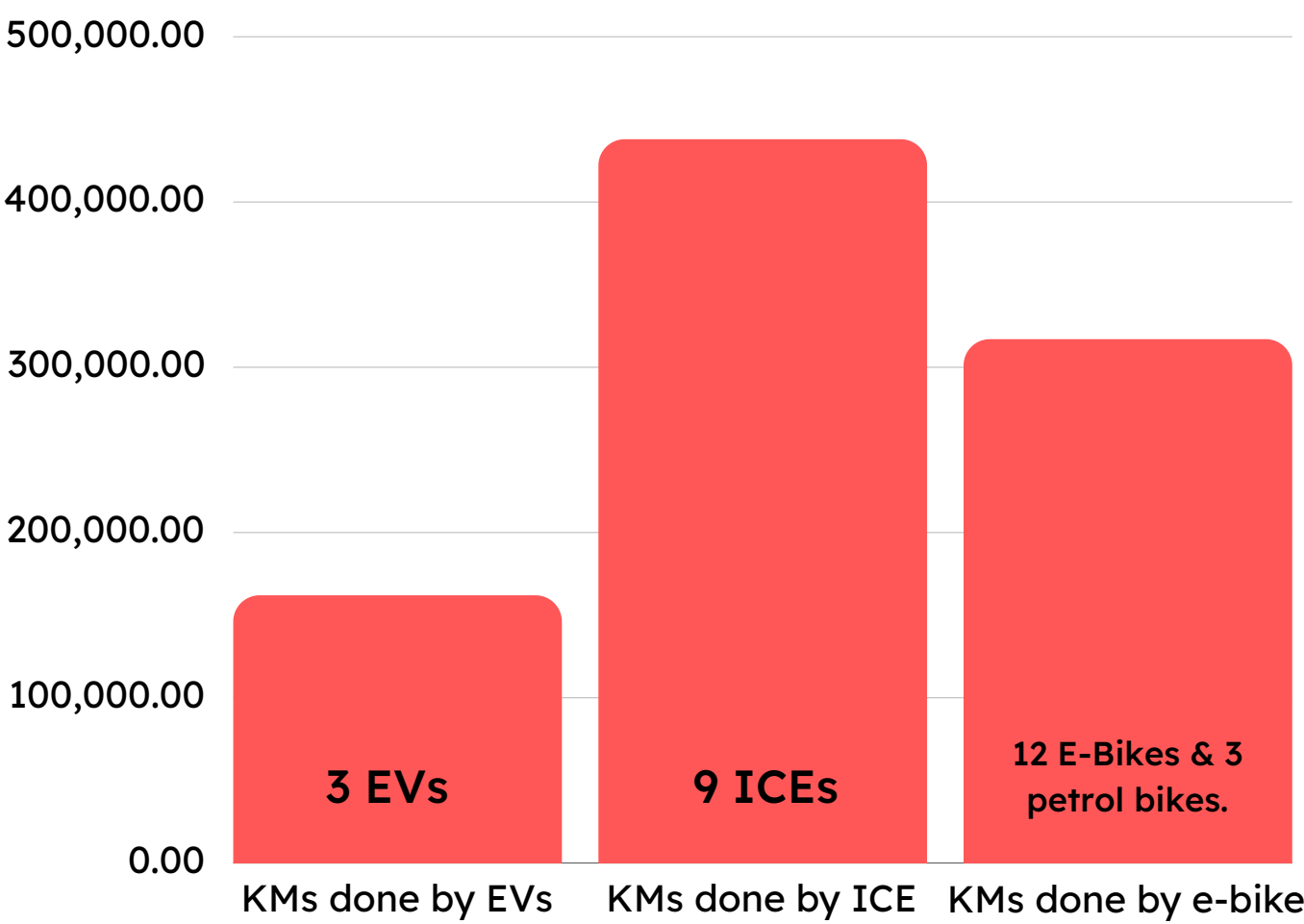
brown paper bags used per month

562,590

brown paper bags used per year

How We Deliver To You

Distance travelled by our drivers in
2023: 917,100 kms!



12

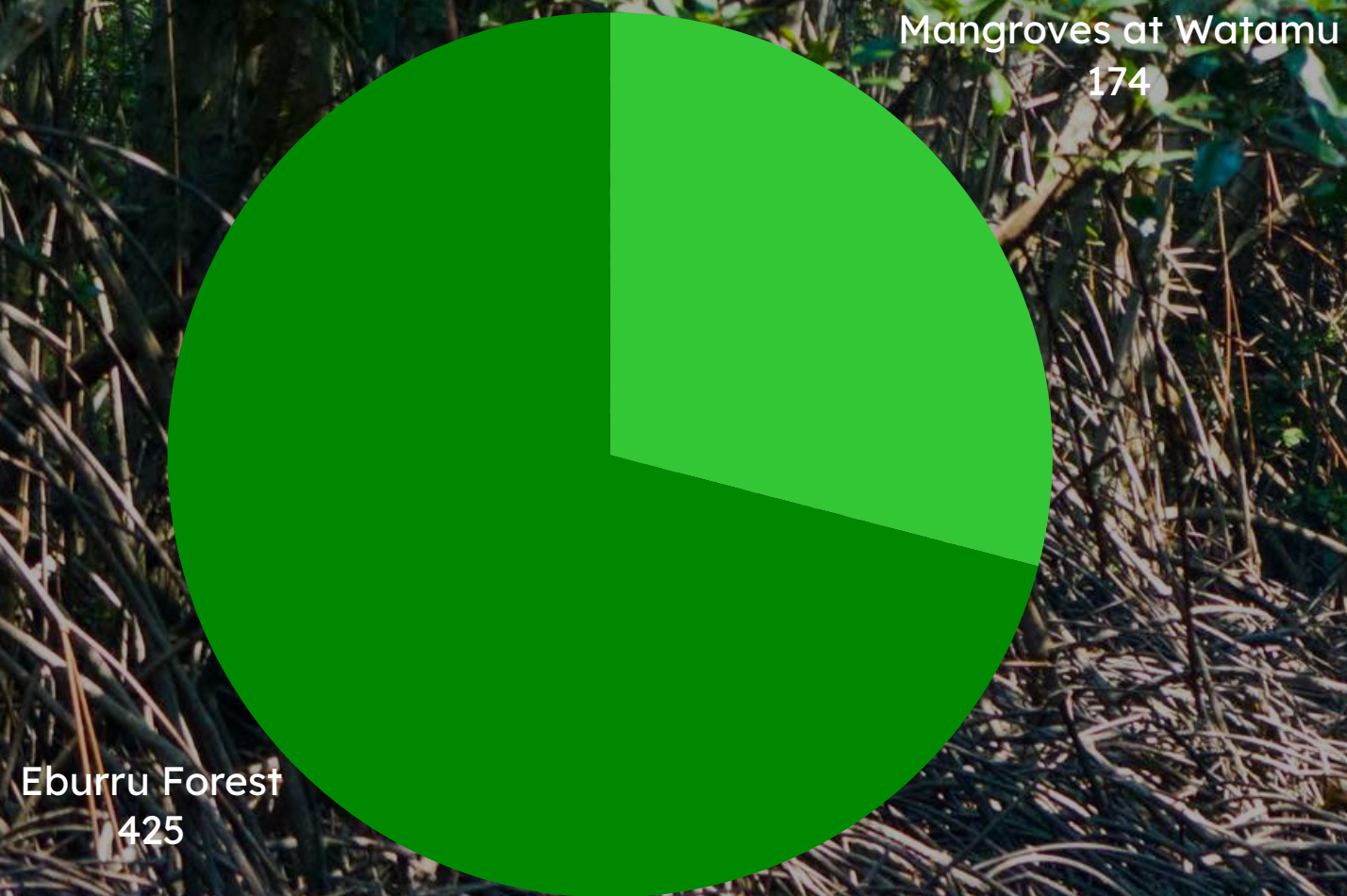
E-BIKES



15

3 EVs +
12 ICE
VEHICLES

Offsetting Emissions



Our general approach is to plant trees to offset emissions. However we know it's not as simple as looking at carbon, and offsetting with a carbon sink of some kind. What about biodiversity? We've tried to start thinking about the bigger picture this year, which is why we still plant trees, but we also look at consider projects that take into account some measurement of biodiversity which is why this year we've done some planting through the For Trees Club.

Raising Awareness About Climate Change

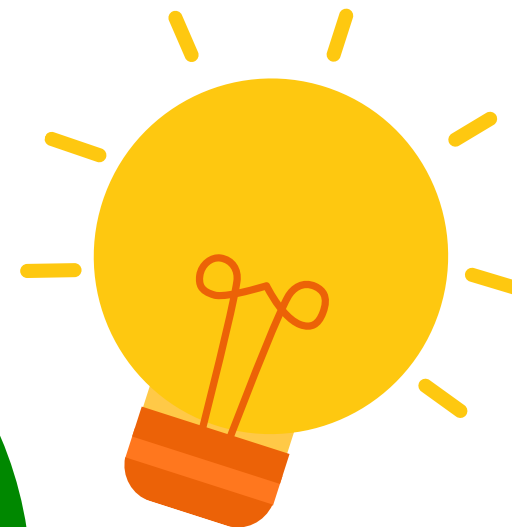
We've made it part of our mission to show, and engage in the narrative around how climate change is impacted by food systems. The way that most food is produced globally contributes to climate change through emissions, however with better food choices, we can be part of the regeneration of the planet.

ACTION!

We've signed the Climate Champions Food Systems Call To Action

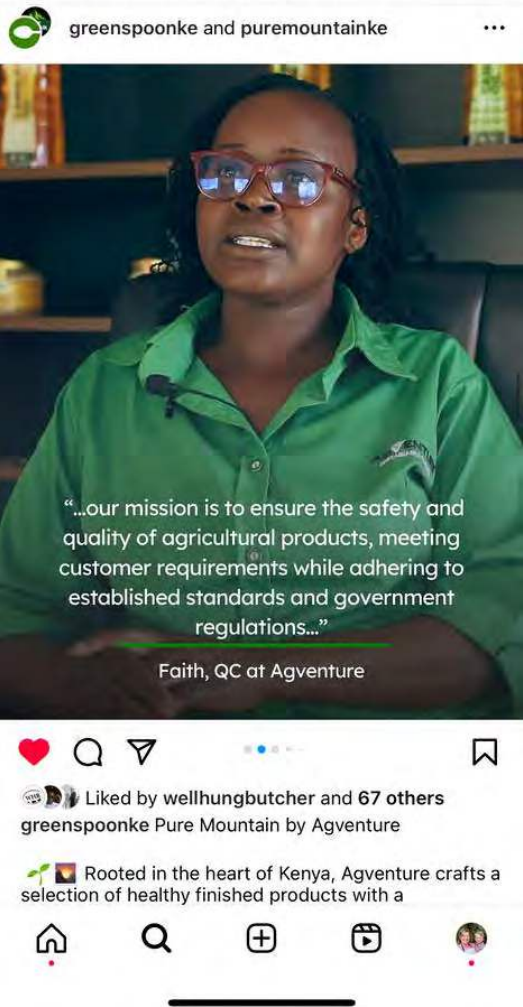
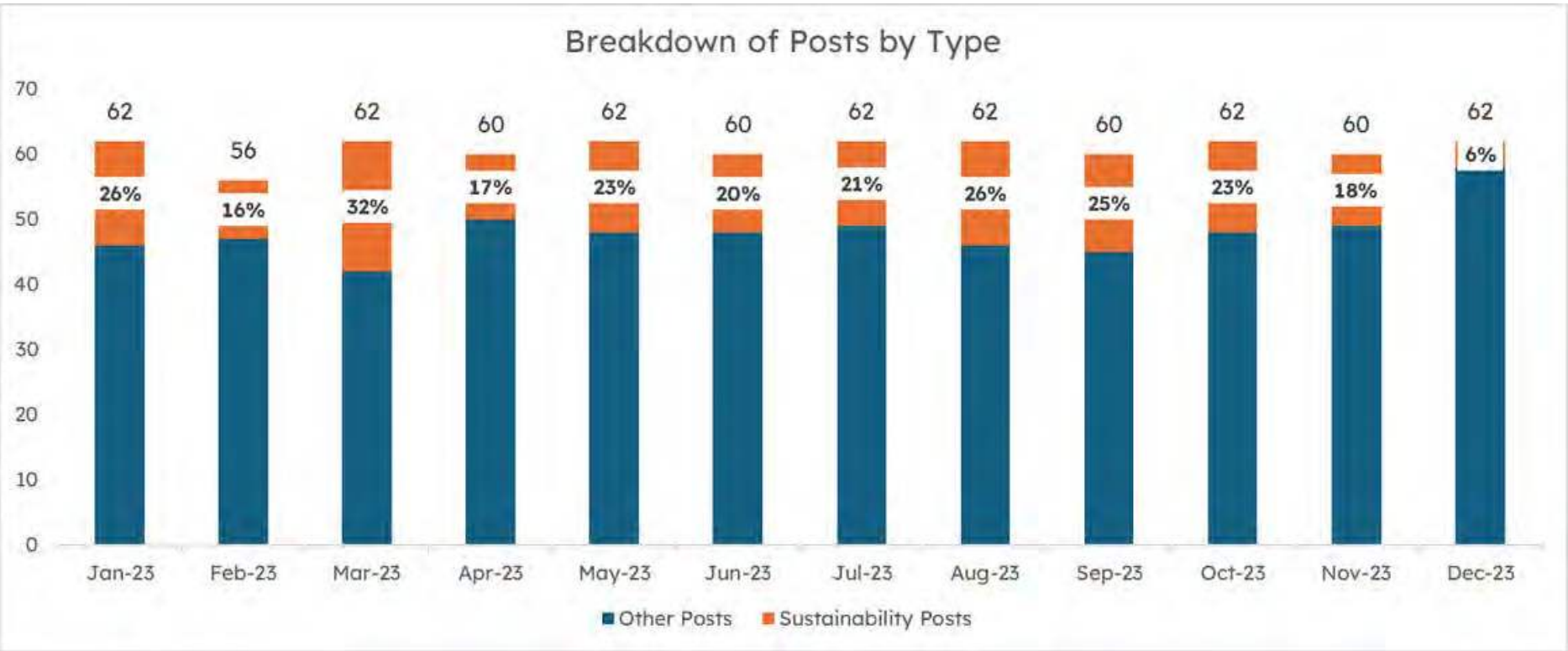
We use our Social Media Channels to talk about food systems & climate change.

We've listed diverse products that contribute to the regeneration of our planet.



Our Social Media on Climate Change

We're committed to educating as many people as possible about the connection between food systems and climate change and one of the most effective ways to do this is to tell stories about where food comes from, how it has been produced, and what good it does for people & planet.



GLOBALLY, FOOD PRODUCTION
is responsible for **80%** of natural
habitat loss.

IN AFRICA, it is responsible for
of the continent's GDP **32%**
and the continent must find a way to feed a
population expected to double to **2.5 billion**
by **2050**



Our North Star Goals - 2024

-  **INCREASE UNDERSTANDING OF OUR SUPPLY CHAIN IMPACT (SCOPE 3 EMISSIONS)**
-  **SELF-ASSESS WITH B CORP AND SCORE 100+**
-  **MOVE TO SOLAR POWER**
-  **INCREASE THE NUMBER OF CUSTOMERS WE SERVE BY 12,000 IN 2024**
-  **INCREASE EMPLOYEE SATISFACTION**
-  **WORK WITH MORE REGENERATIVE SUPPLIERS INCLUDING SMALLHOLDERS**
-  **EDUCATE & EMPOWER THE CONSUMER**

What Can We All Do?



SUPPORT LOCAL GROWERS

Buy on Greenspoon and know where your food comes from, and its impact.



ASK POLICY MAKERS

What they are doing about food systems & climate change - you deserve to know



KEEP LEARNING

About food systems & climate change, there is a lot to learn!

EAT MORE DIVERSITY

Increase the range of what you eat to show farmers that they don't need to monocrop.



TALK ABOUT IT

With friends and family, colleagues and the uber driver... spread awareness.





Thank you for being on this journey with us!

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ALEX (CEO) & JUJU (FOUNDER)