



# *Mindful Chef*

Sustainability Report 2020



# Welcome to our 2020 Sustainability Report

Here's what we've been up to at Mindful Chef this year on our mission to make healthy eating easy. Read on for an in-depth look of how we operate as a business, what we're doing for each other – and our brilliant Mindful Chef community.

2020 was a year like no other. The crisis separated us all from loved ones, but it also brought us closer together as we looked to support one another.

Never has this been truer than in our Mindful Chef community. We got to help those who needed it the most through our Next Day Care Boxes supporting people having to isolate. Plus our NHS discount helped thousands of frontline workers get healthy recipe boxes delivered. (400,000 meals, in fact!)

It's down to the amazing team we have in place, and we are extremely proud of everyone at Mindful Chef. Seeing how they coped with the increased pressures this year – both personally and professionally – has been extraordinary.

And when it comes to sustainability, 2020 was huge in terms of how we're focussing on doing more for the planet. We witnessed the largest environmental demonstrations globally ever!

As we write, we're pleased to report Mindful Chef is already Climate Neutral. It's a fantastic achievement, and just the beginning. Businesses have a crucial role in working to protect the future of our planet, and we're proud to have released our first carbon report – the first step on our journey towards reaching Net Zero.

Further afield we hit record numbers of school meal donations through our work with the charity One Feeds Two. We also had our biggest community events ever, including our annual Coast Clean, all despite being in the middle of a global pandemic!

Finally, we would like to thank all of you for supporting Mindful Chef in 2020. To our team, our suppliers, our customers, to the whole Mindful Chef community – thank you!

*Myles & Giles*

and everyone else at Mindful Chef

*Mindful Chef*



# Our 2020 highlights

Switching our egg boxes will save over **1.8 tonnes** of plastic next year

  
This year we donated **3.5m** school meals to children living in poverty with our charity partner One Feeds Two

We've grown our frozen range  
16 smoothies  
4 broths  
32 frozen meals

**Coast Clean**  
Our community collected **34,000** litres of rubbish at this years #MCCoastClean, equal to 68,000 plastic bottles

We've partnered with the   
**British Heart Foundation**  
look out for their logo on the menu each week

  
**233,711** meals donated locally to those in need through the Felix Project

**Facebook community**  
Our Facebook community has doubled! Not a member? Request to join: [facebook.com/groups/mindfulchef](https://facebook.com/groups/mindfulchef)

**80%** of you tried our vegan range

**413,024** discounted meals delivered to our **NHS heroes**

**Awards won**

- ✓ The Grocer Gold Awards
- ✓ Sunday Times Tech Track 100
  - ✓ Startups 20
- ✓ Women's Health Awards
- ✓ Quality Food Awards

Mindful Chef is now **Climate Neutral**

# B Corp

We became a certified B Corporation in 2018, making us the first recipe box company to join the movement.

When we started Mindful Chef in 2015 we did so with the intention of creating a truly sustainable company that looks beyond just making a profit. A company which values the interests of its people, its customers, the wider planet and society as a whole. We believe you can use business as a force for good and that is why we joined and are a proud member of the B Corp community.

There are now over 3,500 B Corps across 75 different countries who are setting a standard for good, responsible business.



*Mindful Chef*



IMPACT ASSESSMENT



GOVERNANCE



WORKERS



COMMUTING



ENVIRONMENT

We will be recertifying in September 2021 and we're working towards increasing our current score of 80.5.

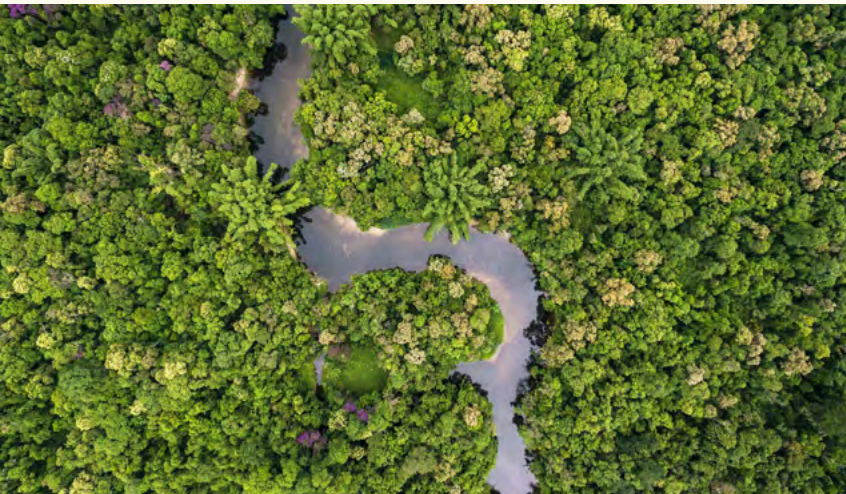


# Sustainable Development Goals

In 2015, the United Nations set out 17 goals ranging from hunger to gender equality to the climate crisis.

In light of the global challenges we face, the goals were designed to create a more sustainable future for all. Without action from businesses, it will be impossible to achieve them.

As a B Corp we have aligned ourselves to these goals, focusing on seven in particular. Look out for the green roundels throughout this report to see how the work we're doing supports them.



# 2020 Wrap Up



Almost half the portions we delivered were plant-based, saving around 400 tonnes of greenhouse gas emissions in this month alone



With the help of our customers we passed our goal of 2 million schools meals donated to children living in poverty with One Feeds Two; that's equivalent to feeding 10,000 school children for a year



During the first lockdown, when lots of the big online retailers were turning new customers away, we worked our hardest to stay open and deliver as many meals to those who needed them as possible. We're proud to have welcomed over 24,000 new customers in this time

We set up an ongoing discount and delivered priority boxes to support key frontline NHS workers as they tackled the pandemic



We celebrated reaching **5 million meals** delivered since Mindful Chef first began in 2015

We launched **next day care boxes** to help our customers send healthy food to their loved ones

JANUARY

FEBRUARY

MARCH

APRIL



# 2020 Wrap Up

## A SPECIAL THANKS TO NHS WORKERS



Since launching the NHS discount in March, we have delivered over **100,000 discounted meals to frontline workers**

Our family range grew to 12 recipes, helping families enjoy healthy meals together

We passed through **3 million** school meals donated through One Feeds Two

MAY



We celebrated **Mindful Chef's 5th birthday**. We replaced our annual summer party for a virtual one this year

Read more on Mindful Chef's journey through the years [here](#)

JUNE



Our chefs made healthy eating easier than ever before when we launched a new range of speedy **15 minute meals**, giving our customers more time to enjoy the summer evenings and spend less time in the kitchen

JULY



In August alone we sent out almost 55,000 of our smoothies!

We also launched 5 new colourful, healthy smoothies and 5 new frozen meals

AUGUST

# 2020 Wrap Up



We held our largest ever community event – the MC Coastal Clean. Our community collected over **34,000 litres** of rubbish in one day!

We signed up to the **World Land Trust** scheme to make our weekly magazines carbon neutral

SEPTEMBER



Since January, we had donated **98,158kg of food**, equivalent to 233,711 meals. This food is distributed to London's most in need charities, schools and food banks

We partnered with the British Heart Foundation to raise awareness of how a healthy, balanced diet can help support heart and circulatory health. As part of this we offer two heart healthy meals a week

OCTOBER



We were blown away to have donated **5 million meals** to children living in poverty

Without the support of our community and our charity partner, One Feeds Two, none of this would be possible – a huge, heartfelt thank you

Broths and fruit boxes launched

NOVEMBER



We're running our Reverse Advent Calendar for the third year, help us get to 150,000 food items donated. [Click here](#) to get involved

We released the results from our first ever carbon assessment and became **Climate Neutral**

DECEMBER





# The planet

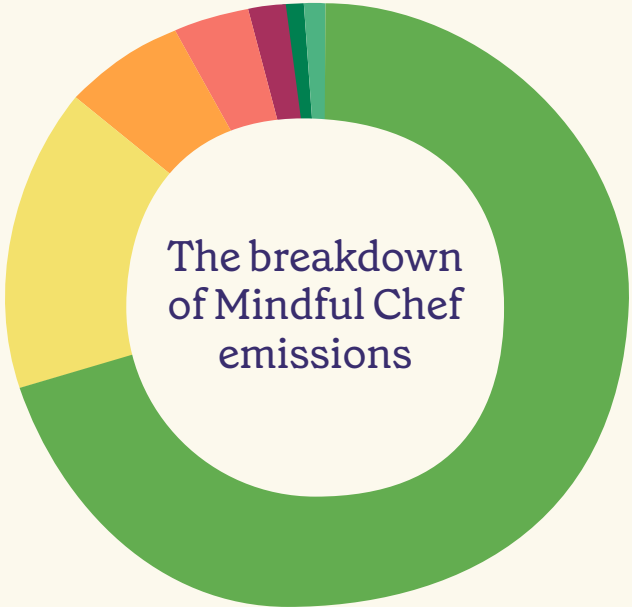
*Mindful Chef*

# Our Carbon Footprint

This year, we conducted our first carbon footprint assessment, which you can read about in more detail on our blog.

By measuring our footprint we were able to fully understand the breakdown of our climate impact. After looking at the changes we could make, we realised the best way we can reduce our emissions will be by promoting sustainable practices across our entire supply chain. We believe by working collaboratively with our suppliers we will be able to make more meaningful and longer lasting change.

Scan this code to read our full Carbon Report



- 70% Food
- 16% Packaging
- 6% Upstream Freight
- 4% Frozen Meals
- 2% Print
- 1% Employee Commuting
- 1% Electricity
- 0.2% Frozen Smoothies
- 0.02% Fuel
- 0.008% Waste
- 0.003% Water



### Food

All food purchased from suppliers



### Packaging

The emissions from all the types of packaging we use



### Upstream Freight

Transport from suppliers to our warehouse and our warehouse to you



### Frozen meals and smoothies

The associated emissions with the raw ingredients



### Print

Printed copy used for marketing and packaging



### Employee commuting

Emissions per mode of transport to and from our office



### Fuel

From vehicles like the forklifts we use in the warehouse



### Electricity, water, waste

Electricity consumption, water consumption and waste for our London HQ and warehouse



# Climate Neutral today, Net Zero tomorrow

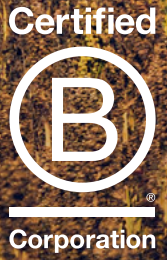


What does this actually mean?

**Carbon Neutral**  
Balancing out the emissions you release into the atmosphere with the ones you remove. This can be done by finding an equivalent amount of carbon savings elsewhere in the world.

**Climate Neutral**  
Neutral across carbon and all other greenhouse gas (GHG) emissions. Carbon Neutral usually refers to all GHG emissions but doesn't always, Climate Neutral leaves nothing out.

**Net Zero**  
An extension of Climate Neutrality that requires you to bring your emissions as close to zero as possible across your entire supply chain.



# NET ZERO | 2030



# Climate Partner

To start taking action, we retrospectively offset our emissions with Climate Partner, making us Climate Neutral now.

The next step is setting science-based reduction targets and establishing a clear trajectory which will get us to our goal of Net-Zero 2030.

This means we are balancing out the emissions we release into the atmosphere by financing carbon savings elsewhere.

## The projects we're supporting

Clean Cookstoves in Kumasi, Ghana  
(Gold Standard VER certified)

Providing cooking facilities to communities that currently rely on cooking methods which are detrimental to both their own health and the environment.

Forest Protection in Portel, Brazil  
(VCS, CCBS Gold Level certified)

Protecting forests at threat of deforestation by helping local people acquire ownership of the land.



Scan this code for more information on the projects we're supporting





# Our Suppliers

This year, demand increased at a rate we couldn't have imagined.

As other online delivery services shut their doors, we made a commitment to accept new and returning customers.

During this time, we knew how important it was that we continued to make healthy eating that bit easier for our customers. That's why we worked hard with our suppliers to ensure we could fulfill every order, without ever compromising on quality.

We are members of SEDEX (Supplier Ethical Data Exchange) and will be asking our suppliers to sign up too; this will help us ensure our standards for fair, safe and healthy working conditions, and environmental responsibility are met throughout the supply chain.

*Mindful Chef*

Work with people who share our values and vision

Only source from ethical and responsible suppliers

Support British farmers





# Food production

## Our carbon assessment showed us just how important it is to source food sustainably and ethically.

Food production is a leading contributor to climate change, as well as other global environmental issues such as biodiversity loss, soil degradation, deforestation etc.

However, as the population grows, and the demands for food increases, it is crucial we find ways to mitigate these impacts. From trapping greenhouses gases within crops and soil to increasing biodiversity through hedgerow management, agriculture is also positioned to positively impact the environment.

We're committed to working with our suppliers to ensure the food we're putting in our boxes has been produced in the most sustainable way.

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## Sustainable suppliers

Barfoots, our suppliers of sweet potatoes, butternut squash and sweetcorn are leading the way in sustainable practices across both their farming and operations. With sustainability ingrained in their ethos they are on their own journey to reach net zero emissions.

### Some of the initiatives they are undertaking to get there:

- ✓ Have their own on-site anaerobic digestion plant to break down waste, which in turn generates renewable energy and avoids carbon emissions
- ✓ Using the unwanted parts of crops to produce fertiliser
- ✓ Sequester (capture and store) carbon through crop cover
- ✓ Planting hedgerows and supporting biodiversity





# Food Waste

Globally around 33-50% of all food produced is never eaten, instead ending up in landfill.

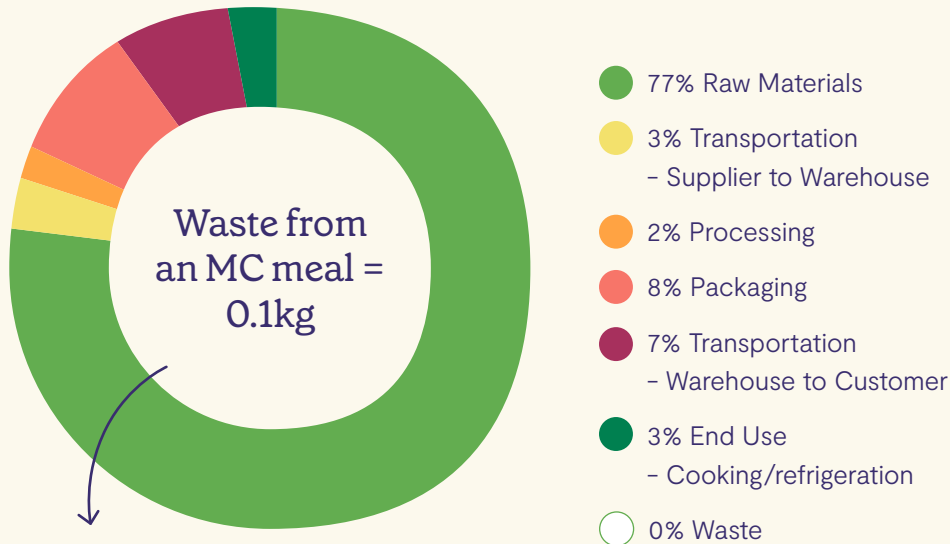
This means all the Earth's resources required to grow it has been wasted, as well as the human labour, packaging etc. but it also means the food will decompose without oxygen and release methane into the atmosphere (one of the most potent greenhouse gases).

The Life Cycle Assessment we included in our carbon report showed that waste makes up 0.1kg CO<sub>2</sub>e (0%!) of the carbon footprint of our meals. All that is leftover will be things like the potato skins or carrot peel which are compostable. This is because we only send you exactly what the recipes require.

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We're also mindful of the waste in our supply chain. Our advanced forecasting system enables us to order supplies in the quantities we need to meet demand. Anything left over, we try to distribute to local charities to ensure as little as possible ends up in landfill that shouldn't.

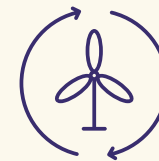
See page 20 for more on the work we're doing with The Felix Project



This 0.1kg could be completely eliminated if you compost all your food scraps at home!

 25 million tonnes

According to WRAP, in the UK food waste contributes over 25 million tonnes of GHG emissions, with 4.5 million tonnes of food waste being generated in households!



11% emissions could be avoided

Around 11% of global emissions that are generated from food production could be avoided if we reduce food waste.

# Packaging

Throughout the pandemic, our focus was to make sure we helped as many people as possible by delivering food when others could not.

This placed pressure on our supply chain and our team had to think quickly and bring in new suppliers to help us meet demand. Unfortunately, this meant packaging is one area we haven't made the progress we were hoping to this year. Some of the changes we had made in 2019, such as plastic-free tomatoes, had to be put aside in order to make sure we could deliver boxes during the height of the crisis.

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In 2021, packaging will be a real focus for us. We know we can and must do better here. But we also know the importance of spending time on finding the right solutions so our ingredients are delivered in the best condition possible. One of the biggest positive contributors to the environment of recipes boxes is reduced food waste - which is why it is so important to us to get the right packaging that supports this mission.

One item we know has been an ongoing frustration for our customers (and very much for us as well!) is the way our eggs were sometimes arriving in peoples boxes. After endless trialling, we think we have found the solution to cracked eggs and this solution will also allow us to remove one more piece of plastic from our boxes. Going forward eggs will come securely packaged in a small cardboard box, which should mean no more mess!

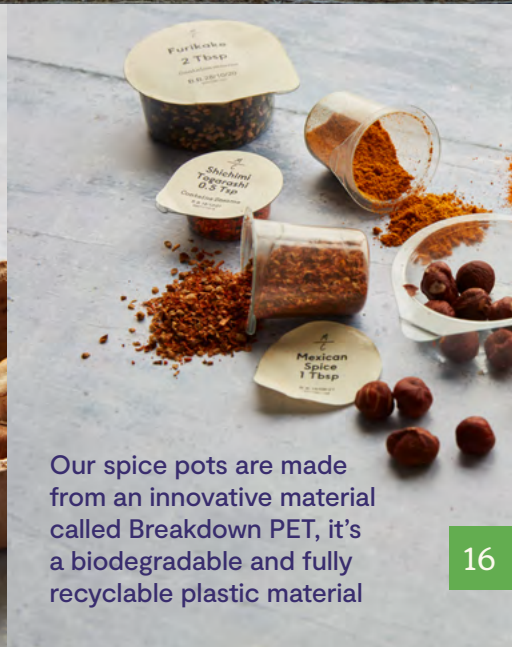


This will remove over 1.8 tonnes of plastic from our boxes next year

All our boxes are made from recycled cardboard and the insulation is produced using old denim



Compostable punnets



Our spice pots are made from an innovative material called Breakdown PET, it's a biodegradable and fully recyclable plastic material

# Closing the Loop

In our 2019 Sustainability Report we set the target of 50,000 boxes returned to Mindful Chef.

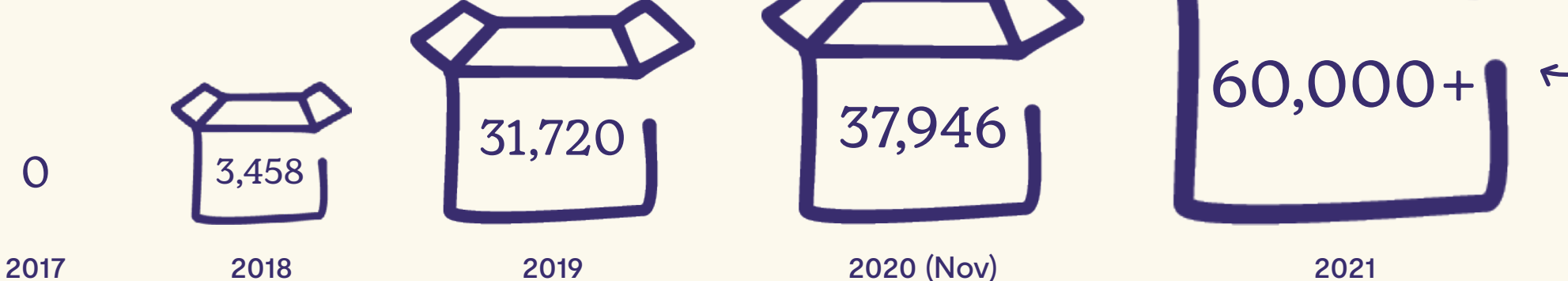
As a measure to keep people safe, we put our returns scheme on hold throughout the first lockdown. We estimate 40,000 returned boxes this year – coming close to our target set in 2019. Had we been operating normally, we would have exceeded our 2020 target.

While our returns were halted, we've been working behind the scenes to improve this process and make it easier for more customers to send back their boxes. One focus for us has been increasing the number of locations where boxes can be returned to; we're pleased that boxes can now also be returned through Royal Mail, as well as Collect+.

A goal for 2021 is to work towards fully recyclable packaging, so that everything in our boxes – from the cool bags to the spice pots – can be recycled kerbside.



Although we were sad to have to stop this for a while, it did mean we got to see some wonderful creations from the MC community..



Reaching this target in 2021 would save over 800 kg CO2e being generated





# Carbon Neutral Magazines

## We started printing our weekly magazines on Carbon Balanced Paper.

This means that the equivalent amount of energy that is required to produce the paper our booklets are printed on has been balanced out through the protection of tropical forest under imminent threat of deforestation and degradation.

So far, through the World Land Trust we have balanced 30,800 kg CO<sub>2</sub>e, protecting 21,560m<sup>2</sup> of critically threatened tropical forest.

To go one step further, our booklets are also now printed using solar energy.

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# A Greener HQ


Our team has increased a lot this year (which you can read more about in our People section of the report).


This meant we needed to find a new space that we could all fit into (when we can safely return to the office).


Some of the things we'll be doing to make this space as green as possible include:



A household can save up to 3.4 tonnes of emissions by switching to a renewable energy provider

  
**WATER**  
Low flow faucets to prevent water loss

  
**LIGHTING**  
CF bulbs, occupancy sensors, daylight dimmers, task lighting etc. to make the most of natural light

  
**ENERGY**  
A renewable supplier, this is something everyone can do to make a difference

  
**EQUIPMENT**  
Automatic sleep modes, after hours timers etc. to minimise our energy use

  
**SUPPLIES**  
Always use fellow B Corps where we can and support ethical, eco-friendly companies

**CLIMATE ACTION**





# People

*Mindful Chef*

# Team

Mindful Chef wouldn't have grown into the business it is today without all of our amazing team members.

We are so proud to be surrounded by such brilliant, committed and dedicated individuals all focused on making healthy eating easy. We know the success of our company is dependent upon our people and never has that been more true than during the events of this year.

It's important to us that people feel comfortable enough to be able to bring their real selves to work. That's why we work hard to support our team both professionally and personally whenever possible.

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Here are some of the ways we do that:

- ✓ Provide a £500 growth allowance to spend on training and development
- ✓ Celebrate all birthdays (albeit virtually this year) and have two annual Christmas and summer parties
- ✓ When we're in the office, we provide free healthy breakfasts and lunches to help people feel their best
- ✓ Offer discounted Mindful Chef boxes for our employees, as well as their friends and family
- ✓ Discounted gym membership – plus, we're building a workout area into our new office
- ✓ We're able to move working hours around to accommodate childcare needs
- ✓ Every employee is given the opportunity to dedicate 4 days each year towards a charity of their choice
- ✓ Every team member becomes a shareholder in the business (after 12 months service)





# Team

The health and wellbeing of our team is equally important to us and we truly believe a healthy workforce is a happy workforce.

That's why, when we closed our London office and started working from home, we did everything we could to make sure each member of the team felt supported, safe and connected.

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## How we supported our team during lockdown:

- ✓ We made sure everyone working from home had everything they needed, from desks and office chairs to snacks
- ✓ We gave each employee access to two great apps, FiiT and Calm, to ensure that they could take some time out to focus on both their physical and mental health
- ✓ We encouraged 1 hour of "sunshine" per day where meetings are not allowed to be scheduled – and still do!
- ✓ We regularly sent out care packages to keep morale up
- ✓ We often got together over video calls for team drinks, quizzes and coffee catch ups
- ✓ We've always been a dog-friendly office, to ensure the feel-good vibes keep coming, we set up a group to share all of our favourite pics, you can see some of our furry friends across the page

How the team spend sunshine hour!



Jess's (Supply Chain Manager) dog Lola enjoying sunshine hour



Louise's (Finance Assistant) dog Archie celebrating his 2nd birthday!

# Team

We have grown!  
By the end of 2019 we had 45 people working at MC, this year, we have doubled that.

We were in the fortunate position to be able to employ new people across all areas of the business during a year of such uncertainty.

Last year we set ourselves the goal of creating an equal gender split and whilst we made more female hires into our most senior levels, we haven't quite reached a 50/50 split yet. We have however, beaten our target for female representation in our heads of functions, and across the company as a whole.



Gaz, Head of Supply Chain



Louisa, Head of Vegan Product



Kevin, Family Development Chef



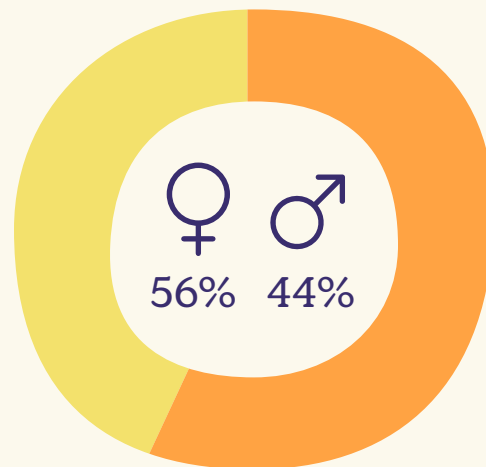
Kate, CFO



Richard, Head of Operations



Siobhan, Head of Customer Care



Over half our workforce is female, and now over half of our Heads of Departments are too.

Mindful Chef





We started donating school meals through One Feeds Two in 2017, joining them in their mission to use hunger to end hunger.

This means that for every Mindful Chef meal you order, we donate a school meal to a child living in poverty.

At the end of 2019, we set ourselves the target of 1.8 million meal donations for 2020. Well, thanks to our MC community we surpassed that! This year, we have donated 3,664, 809 meals – taking the total number to 5,614,463 – in just 4 years.

We can't thank One Feeds Two and our customers enough for helping us reach this milestone.

2017  
148,994  
meals donated

2018  
654,076  
meals donated

2019  
1,073,066  
meals donated

2020  
3,664,809  
meals donated (10th Dec)



“At the core of Mindful Chef is a commitment to finding better approaches, a better way. Their partnership with One Feeds Two epitomises this with a wholehearted commitment to making a difference in the world, one school meal at a time. More than 5 million school meals have now been donated by Mindful Chef and each one has transformed the day for a child in one of the world's poorest communities.”

Owen, Co-founder of OF2







In addition to our One Feeds Two donations, we also donate food more locally.

This year, demand for food donations has been greater than ever. No one should ever have to experience hunger. We're so proud to support The Felix Project in their London Lockdown Emergency Food Operation. This involves providing healthy meals to help the most vulnerable in our society by delivering surplus food to London's most in need charities, schools and food banks.

Between January and November this year, we donated **98,158kg** of food

Equivalent to **233,711** meals

Saving **61,541kg** CO2e being generated if it had been sent to landfill

“So far this year Mindful Chef have donated an incredible 104 tonnes of surplus food to The Felix Project, enabling us to deliver ¼ of a million meals to charities and schools across London, to help people in need. This year, more people in London face hunger. We need to deliver an extra 9 million meals alone to bridge the gap caused by COVID. The support from Mindful Chef could not have come at a more crucial time. We are so thankful that organisations like yours are staying committed to donating surplus supply, making sure that good food is never wasted and no one goes hungry.”

Karen, Supply Team at The Felix Project

PARTNERSHIP  
FOR THE  
GOALS

NO  
POVERTY



# Thank you NHS

At the beginning of lockdown when lots of companies were thinking about ways they could give back to our wonderful NHS workers, we wanted to find a way that we could both say thank you and support NHS staff during this time.

We decided to launch a 30% discount off our recipe boxes to all NHS heroes; making it easier for them to access healthy food and give them back some much-needed time.

"I work as a nurse in Intensive Care and I am immensely grateful for the NHS discount and the healthy, stress-free, no shopping required, convenient delivery that Mindful Chef provides and will definitely continue to use them."

Laura, Mindful Chef customer

Mindful Chef

Welcomed  
**4,932**  
NHS customers

Delivered over  
**60,000**  
boxes with over  
**400,000**  
individual meals



# 30%

## OFF FOR ALL NHS STAFF

### Thank you from the Mindful Chef Community

Email [hello@mindfulchef.com](mailto:hello@mindfulchef.com)  
with a NHS address to receive  
your code

Mindful  
Chef







Around 12 million tonnes of plastic ends up in our ocean every year!

CLIMATE ACTION

LIFE BELOW WATER

# MC Coastal Clean 2020

After the success of our 2019 beach clean, our community pulled together once again on Saturday 19th September to help clean up some of the UK's unwanted rubbish; showcasing how, collectively, everyone doing a small bit has a big impact.

Growing up in Devon meant we spent much of our childhood on the beach and in the sea, so this is an event which feels particularly close to our hearts.

After the sharp rise in single use plastic from Coronavirus, and the fact we are all enjoying more time outdoors, it seemed more important than ever that we did our bit to tackle the waste problem.

This year we also partnered with the Marine Conservation Society and filled out litter surveys from every location. In the past, this data has guided business and government policy, directly supporting the future of marine life.

1,796 people across the UK took part



Collected over 34,000 litres of rubbish

Together, we cleaned 347 different sites, includes beaches, rivers, parks and woodlands



That's the equivalent of 68,000 plastic bottles!



# Reverse Advent Calendar

We're currently in the 3rd year of running the MC Reverse Advent Calendar.

In December we ask customers to add one non-perishable food item into their box each day until the 20th December. We then cover the last 4 days until Christmas. This year all donations will be sent to our partner The Felix Project.

2018

20,000  
food items donated

2019

77,500  
food items donated = 12.5  
tonnes of food equivalent  
to 29,762 meals donated

2020

Our aim is to get to  
150,000  
items donated



# Awards



The Grocer Gold Awards

Quality Food Awards

Lloyds Bank National Business Awards

Feel-Good Brands List 2020



Our smoothies won  
The Veggie Awards 2020

We're in the Top 100  
Startups 100

Featured in Startups Top 20



Sunday Times Tech Track 100

We featured in the Women's  
Health Awards top 30 Best  
Health Food Products

Finalist in the Growing  
Business Awards



Thank you for your endless support, none of this would be possible without you.



We're committed to using our business as a force for good, to constantly challenging ourselves to do and be better, to having a positive impact on the world around us and making sure everyone has fun in the process.

If you have any thoughts, feedback or questions please send us an email at [hello@mindfulchef.com](mailto:hello@mindfulchef.com)

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