

A scenic landscape of rolling green hills under a cloudy sky. The hills are covered in lush green grass and are divided into fields by stone walls. In the foreground, a stone building with a tiled roof is visible. The overall atmosphere is peaceful and rural.

Mindful Chef

Carbon Report

Mindful Chef

A note from us

When we started Mindful Chef five years ago we did so with the intention of creating a sustainable business that we could be proud of.

One which not only helps people to live healthier lives but also has a positive impact on the world around them. We thought by sourcing from fantastic British farms, removing food waste and joining up with movements like B Corp we were doing a really good job.

However, it's clear to us that climate change is a battle we must all fight against, and businesses need to take more responsibility for their actions.

Unless the world faces up to this global problem the results will be disastrous.

Mindful Chef has always tried to challenge the norm and lead from the front. We are by no means perfect but we are always willing to listen and understand more in the pursuit of trying to do better and be better.

As a B Corp we are transparent and open in everything we do. In this report we share the total carbon impact of Mindful Chef and how we're going to do more to reduce our effects on the planet. We're committed to fighting against climate change so everyone can enjoy Mindful Chef for years to come.

Myles & Giles

and everyone else at Mindful Chef



Climate Emergency

We know that human activities are changing the natural environment in unprecedented and potentially irreversible ways. Tackling the climate emergency requires action at every level; from individuals, businesses and policymakers alike.

As the impacts of climate change worsen and the timeframe we have shortens, it is vital we take action immediately.

The scale of the crisis means we can't simply wait for others to fix it for us. At Mindful Chef we know there's a long road ahead, but we've started our journey by assessing our carbon footprint.

We commit to taking meaningful action today and to drive the change that is so urgently needed. We will be transparent and hold ourselves accountable for our own impact. In doing so, we hope to show others that you can create a sustainable company that can give back to the planet and protect it for future generations.

Certified



Corporation

Climate Neutral today, Net Zero tomorrow

As a business, we constantly challenge ourselves to do better and be better.

As you read this report, we're proud to say we're now Climate Neutral. However, we need to go further than this! That's why we set ourselves the challenge, as part of a B Corp movement, to get to Net Zero by 2030. This is 20 years ahead of the 2050 target set out at the Paris Agreement - which we believe will be too late.

WHAT DOES THIS ACTUALLY MEAN?

Carbon Neutral

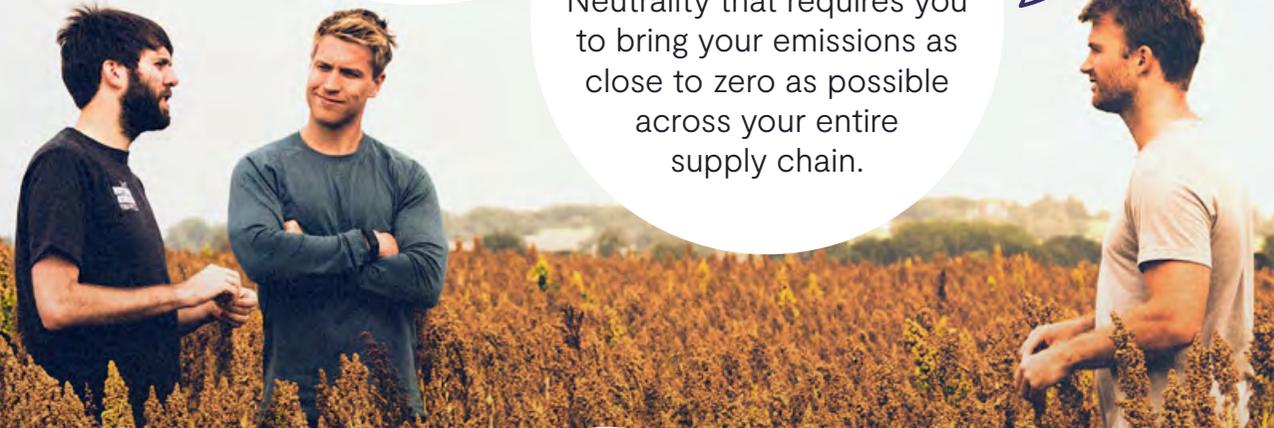
Balancing out the emissions you release into the atmosphere with the ones you remove. This can be done by finding an equivalent amount of carbon savings elsewhere in the world.

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

Our Carbon Footprint

When assessing our carbon footprint we covered the entire value chain of Mindful Chef (Scopes 1, 2 & 3, more on that later).

From the impact of all the individual ingredients we put in our recipes, the packaging we use, how we get each box from our warehouse to our customers, the amount of electricity we use in our London HQ and so on – we included it all.

*CO₂e: Carbon dioxide equivalent is a way to express all the different GHGs as one number



When you divide our total emissions by the number of meals we delivered, each meal was responsible for **3.6kg CO₂e**, that's equivalent to **3.8 wash cycles (at 60°)**.

This includes everything from our employees commutes to work, to the transportation involved in getting the meals to our customers.



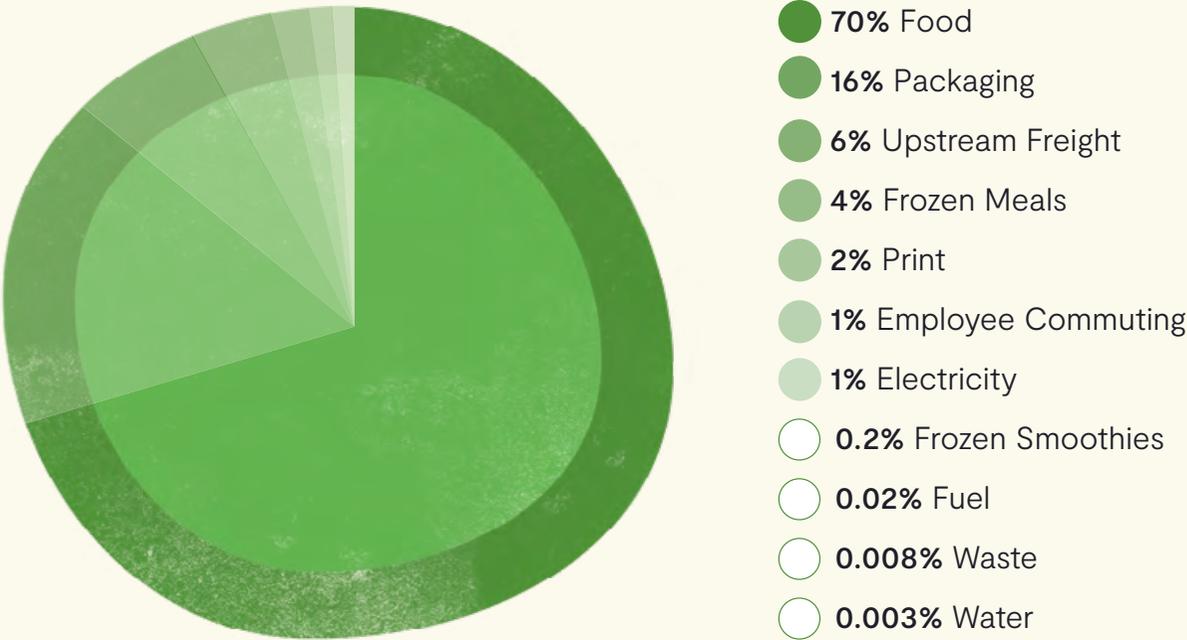
In the UK, the average daily carbon footprint is 35.6kg CO₂e per person, **5.2kg CO₂e** of this is made up of food related emissions. The WWF have stated this needs to reduce to **4.1kg CO₂e by 2030**.



Our Carbon Footprint

Food production, particularly animal agriculture, is a leading cause of environmental degradation globally.

It not only contributes to GHG emissions, but also other issues like deforestation, biodiversity loss, land degradation and so on. In a world in which we depend upon the environment for food, it is crucial we find ways to mitigate the impacts of food production. 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.



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

The numbers

As a company, your emissions are broken down into 3 scopes, this is to help define different areas of emissions.

Currently, it is only required that you address your scope 1 & 2 (“operational”) emissions to achieve carbon neutrality; which is what a lot

of companies beginning to take climate action are starting with.

However, for us, the majority of our emissions sit in scope 3. Therefore, only addressing our scope 1 & 2 emissions is not enough. Mindful Chef is committed to reducing our impact across all areas of our business. **Our total carbon footprint for 2019 was 3,900.76 tonnes CO2e.**



Tonnes of CO2 equivalent			
Scope 1	Scope 2	Scope 3	Total
0.66	30.60	3,869.50	3,900.76



In the UK, the average person is responsible for around **9 tonnes of CO2** per year.

Process map of emissions



Some of the things we're doing to reduce our impact



Suppliers

- Work with our farmers to understand the farming processes being used and encourage the uptake of low carbon farming methods
- We'll continue to work with small, family run British farmers

Packaging

- We're continuing to work with our suppliers to find better packaging solutions, from recyclable egg pots to fish trays made of ocean plastics
- We're also always reviewing the necessity for different types of packaging, for instance this year we completely removed our tin sleeves

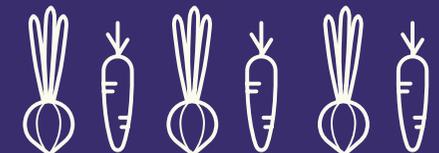
Recipes

- Keep increasing our plant based range
- Plant based products are responsible for between 10-50 times less emissions than animal products, if 50% of the meals we deliver next year are plant based, we could avoid over 4,000 tonnes of CO₂e emissions, that's more than our entire footprint for 2019!
- Develop a weekly low carbon meal

By the beginning of 2021,
our vegan recipes
will make up

45%

of the main & family menus,
as well as our frozen meals too





Between December 19 – May 20
we donated

33,591kg of food
equivalent to 79,982 meals



saving

21,060kg CO₂e
from being generated
if it had been sent to landfill.

Waste

- Continue to donate surplus food to The Felix Project



Booklets

- Our magazines are now carbon neutral
- The paper is carbon balanced through the World Land Trust scheme and the production is powered by solar energy produced on site – how cool is that?!

Deliveries

- Work with DPD to get more of our boxes delivered on their electric fleet
- We're reducing the supplier to warehouse stage of the supply chain by collecting some of our supplies ourselves



1,698
solar panels
installed, saving
over 145,000kg
of CO2e

Warehouse

All of our boxes are packed in a warehouse which is set to become carbon neutral by mid 2021. Some actions taking place at the site include:

- New energy efficiency equipment such as fast action doors to reduce the loss of cold air through fridges
- An electric company pool car and an electric bike rental scheme for employees
- An onsite reed bed sewage system which produces environmentally safe sewage water



Close the loop

- Through our returns scheme our customers are able to send back their insulation free of charge.
- We're currently working on strategies to improve this process and increase uptake to ensure nothing ends up in landfill that shouldn't.

In 2019, 31,720 boxes were returned, helping us avoid

6 tonnes
of emissions



We could save up to

85 tonnes
CO2e in 2022

if 50% of boxes are returned

Beyond just carbon

While our focus is on developing a robust reduction strategy and tackling the emissions within our supply chain, we know it's important that we take responsibility for our impact today.

We also need to take responsibility for any emissions that we won't be able to completely eliminate. For us to do this, offsetting will be an essential part of our journey and will enable us to support projects that not only reduce emissions in the atmosphere but also bring wider societal and development opportunities too.

Climate change is a global problem; however, its consequences are disproportionately spread. People in developing countries are among those most vulnerable to its impact, and it is their communities which are already being hit the hardest. This is despite often having contributed far less to the problem than those in the UK and across the Global North.

As a result, progress on the sustainable development goals is likely to be slower in these countries as they also battle the effects of climate change. The Clean Cookstoves project in Ghana and the Forest Protection project in Brazil allow us to support members of these communities who may otherwise struggle to receive the necessary help for real change.

It was really important for us to find the right projects, that's why we decided to bring in the expertise of **ClimatePartner** who have over a decade of experience and whose mission – to help improve people's lives while protecting the world around them – aligns well with our own.

Scan this code for more info



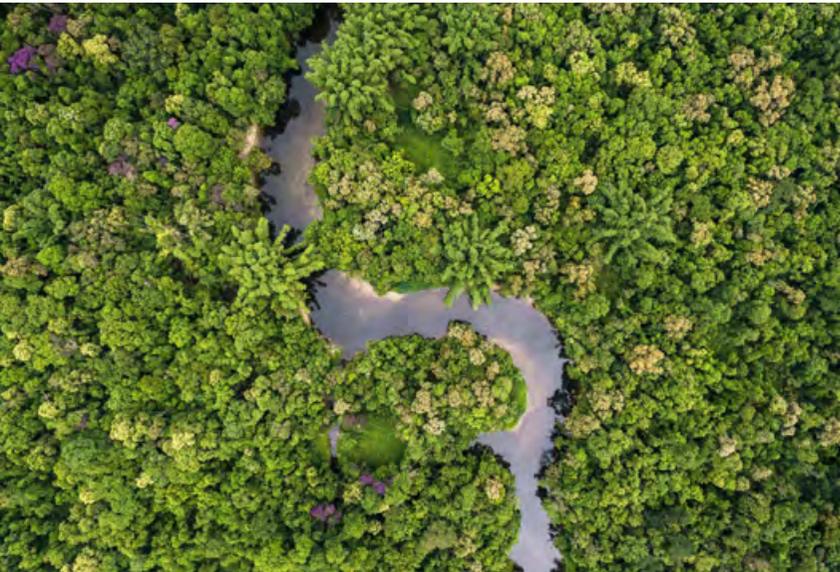
Climate neutral

Company
ClimatePartner.com/15364-2011-1001

Wider Sustainable Development Goals

In 2015, the UN announced 17 Sustainable Development Goals (SDGs) that we must strive towards globally.

The purpose of these goals is to ensure no one is left behind while we meet human development needs alongside protecting the natural environment. We're proud that the projects we're supporting contribute towards achieving these goals.



Mindful Chef

The projects we're supporting

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

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Deforestation is a leading cause of climate change, and it's increasing at an alarming rate.

Currently, in Brazil any unused land can be turned into farmland. As a result, more and more land is being acquired and turned into soy plantations and pasture. The goal of this project is to protect forests by helping local people acquire official ownership of the land, preventing it being occupied and deforested by loggers.



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

Communities in developing countries often rely on inefficient cooking methods such as charcoal and wood.

This way of cooking:

- Contributes to around 3% of global emissions
- Causes 4 million premature deaths a year (WHO)
- Is one of the main drivers of deforestation in Africa
- Disproportionately affects women and girls due to them being among those most exposed to the emissions and therefore at greater risk of the health implications.

Man and Man is a social enterprise set up in Kumasi, Ghana to manufacture and distribute clean cooking stoves.

The project has reduced fuel consumption and consequent smoke production and emissions, which has in turn improved air quality and people's health. It has also created jobs, providing economic opportunities for low-income households.

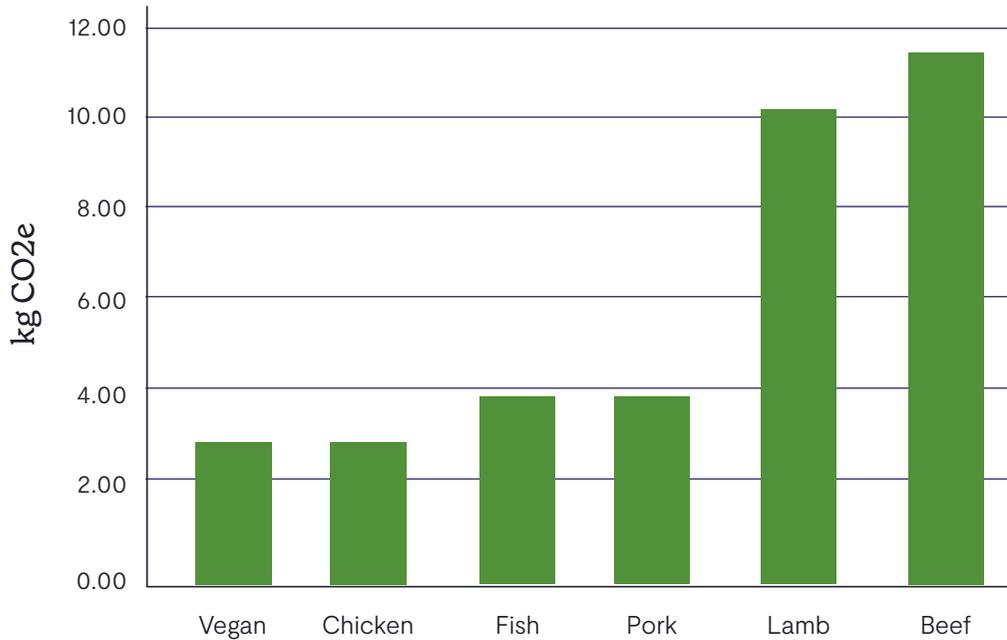
Moreover, by reducing deforestation it has supported biodiversity and reduced the pressure on local forests.

For us, a project that encourages human health through cooking, with some amazing environmental and development benefits as well, felt pretty close to our hearts.

Life Cycle Assessment

As part of measuring our carbon footprint, we did a full Life Cycle Assessment of six of our most popular recipes.

This assessed the impact of the ingredients, transportation (from the supplier, to our warehouse, to you), processing, packaging, the end use (refrigeration and cooking) and the waste.



Based on meals for two people





Grass-fed

We believe helping people eat less but higher quality meat is one of the best steps we can take to reducing our environmental impact, not just as a company, but also as individuals.

That's why, alongside increasing and improving our plant-based recipes, we're also committed to sourcing our meat from the best suppliers.

Our beef and lamb are grass-fed, a farming method which is better for both us (it's leaner and has more nutrients than grain-fed), but also the environment, by supporting a more biodiverse ecology.

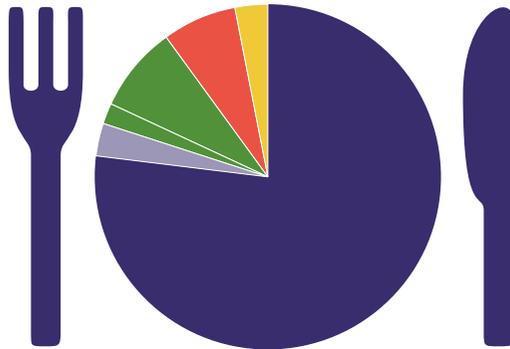
In 2019, the Planetary Health Diet was devised by scientists to promote a nutritious way of eating that also addresses the contribution of agriculture, particularly livestock production, to climate change. It recommends championing plants, with whole grains, fruits, vegetables, nuts and legumes making up the majority of foods consumed and animal products making up a small part of the diet.

Emissions

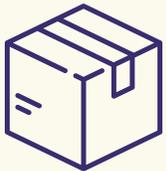
A 2019 study revealed recipe box meals were responsible for 33% less emissions than purchasing the ingredients from a supermarket.

Why? Pre-portioned ingredients and a streamlined supply chain mean less waste and lower transportation emissions.

This chart shows the breakdown of emissions of a Mindful Chef meal.



- 77% Raw Materials
- 3% Transportation - Supplier to Warehouse
- 2% Processing
- 8% Packaging
- 7% Transportation - Warehouse to Customer
- 3% End Use - Cooking/refrigeration
- 0% Waste



recipe box meals
33% less emissions

Waste

Our Life Cycle Assessment highlights the real difference we can make with food waste. Currently around 30% of the food produced globally is wasted, contributing to around 11% of global emissions

Yet our recipe boxes almost completely eliminate this, anything that is leftover like potato or carrot skins is compostable!



30% of food produced globally is wasted

Raw materials

Farming and growing food uses a lot of energy and as a result raw materials (food) and food production are responsible for the majority of emissions attributed to each meal.

To tackle this problem we're working with our farmers to further understand the impact of their businesses.

By taking this approach we can combat the problem at source which will result in real and meaningful change.



"Agriculture is uniquely placed to be part of the solution, as both an emissions source and a sink." (NFU, 2019)



What next?

In this report we have showed you some of the ways we are planning to minimise our impact on the world around us. While we're proud of the work we already do and the plans we're putting in place, we know we are far from having it all figured out. But we are committed to taking action, to holding ourselves accountable and to ensuring our business is a real force for good for years to come.

We know climate change is a multifaceted problem that requires engagement at every level. That's why our focus will be to open up the conversation, drive change within our supply chain, build meaningful partnerships with our suppliers and create viable solutions that currently may not exist.

Look out for our sustainability report for our full 2020 to show how we're progressing in all other aspects of the company. We want to say thank you to our community, without your support, feedback and engagement we wouldn't be where we are today or have the opportunity we do to make a real change.

**So here's to you, for always
inspiring us to do better.**

FAQs



What is a carbon footprint?

A carbon footprint is a measure of the total amount of greenhouse gas emissions released into the atmosphere by a person, company, service, product or event. A carbon footprint will consider as many factors as possible, for a company it will look at the entire operations and supply chain. Although it is called a carbon footprint it also includes other greenhouse gases such as nitrous oxide, methane etc. which are converted into carbon equivalents.



Why is it important to calculate your carbon footprint?

Calculating your carbon footprint allows you to understand your contribution to climate change, to see where you're creating the most emissions and identify the areas you need to focus on. Knowing your footprint enables you to take the first steps to reducing your overall impact.



What is a carbon offsetting?

Carbon offsetting is when people or companies invest in projects that help society avoid emissions being generated or directly remove emissions from the atmosphere. Independent organisations assess the amount of carbon savings and these are then sold as carbon credits.



Why did we choose to offset...shouldn't the focus be on reducing your emissions?

Our focus will be on bringing our emissions as close to zero as possible. But we recognise that ultimately, not all of our emissions can be eliminated. Offsetting will enable us to take responsibility for those emissions that cannot be completely removed. It is a way for us to take responsible and meaningful action right now.

Ice Maker

Mindful Chef

Mindful
Chef
4

Award-winning
British produce

M
C