



# IMPACT REPORT

## 2022

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## 2022 IMPACT REPORT

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# SIMON SAYS...

## A WORD FROM *our* CEO AND FOUNDER

Hey everyone,

Welcome to our Impact Report!

2022 was a challenging year for many people, including our customers, suppliers and team members. But we've got through it together and achieved some amazing things along the way.

This report is just a bite-sized chunk of what was a hearty year for all of us at Modern Milkman, with our brand-new B Corp™ Certification the icing on a very delicious cake.

It's hard to believe this journey began with me and three friends driving an old, beat-up truck around Lancashire. Inspired by David Attenborough's Blue Planet, we started our green milkround in 2018 with a simple mission that's remained the same ever since: to transform consumer habits, wipe out waste, and make sustainable shopping convenient.

Now delivering plastic free groceries to thousands of doorsteps across the country, it's safe to say we've grown a heck of a lot in the last four years.

And that's all thanks to our amazing customers, hard-working independent suppliers and magnificent team.

As we grow, so does our ambition and positive impact. You'll see some fantastic numbers and achievements throughout this report, none of which would have been possible without each and every single person that makes our milkround happen.

You'll also see that, despite the exciting new plastic free product launches, waste reductions and accreditations, we weren't able to achieve all of our ambitious targets set at the end of last year.

But this only drives us forward. And we can't wait to show you what's coming in 2023.



Simon  
CEO and Founder

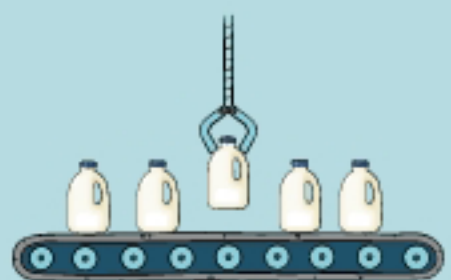
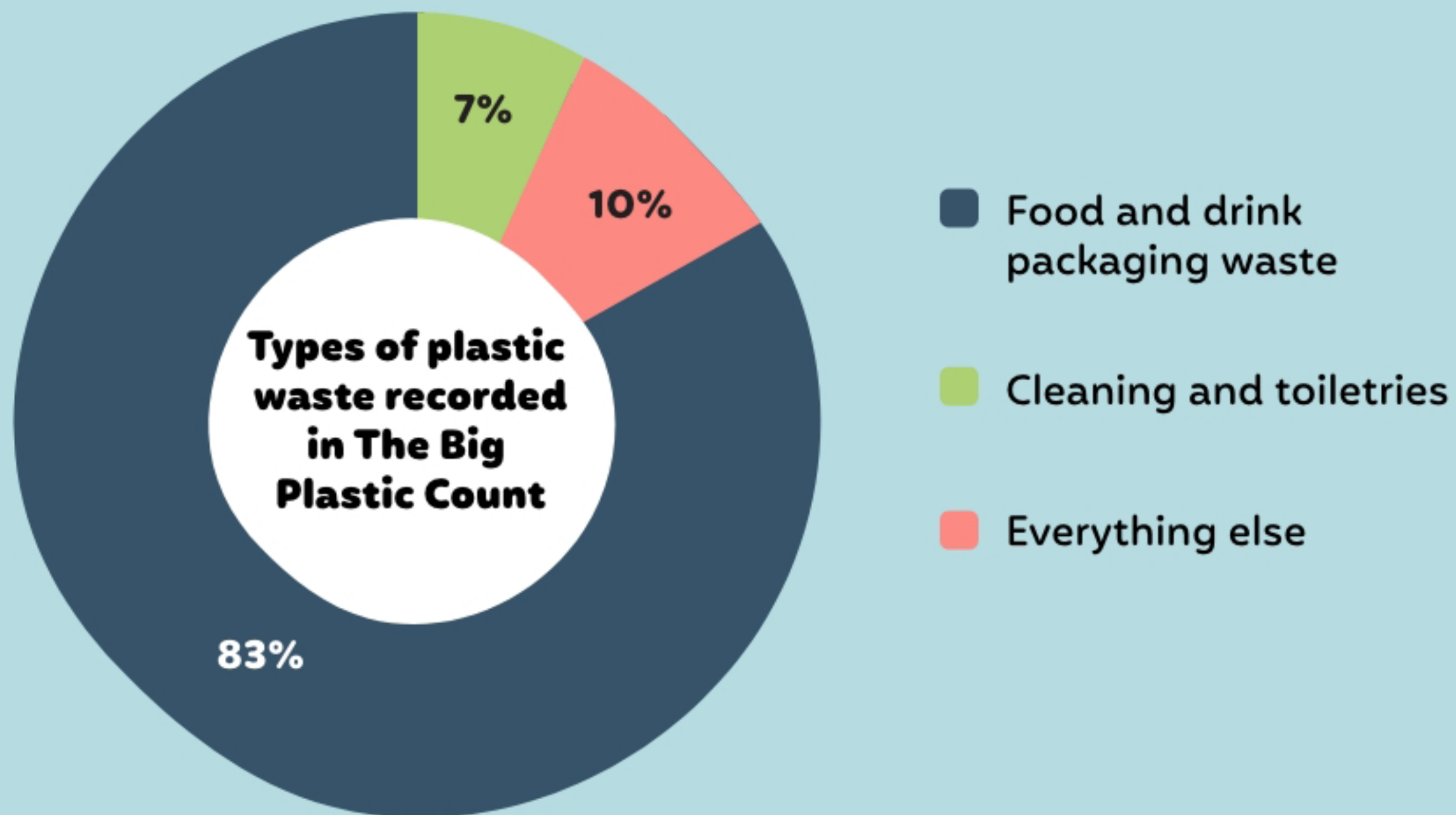
**Simon**





The UK throws out **1.85 billion** pieces of plastic each week<sup>[1]</sup>

88% of this is burnt, buried or shipped overseas



**Single-use is no use**

141 million tonnes of plastic packaging is produced per year<sup>[2]</sup>



**The sea has every right to be salty**

11 million tonnes of plastic waste enters our ocean every year<sup>[3]</sup>



**Biting off more than we chew creates needless emissions**

Food systems create over one-third of global greenhouse gas emissions<sup>[4]</sup>



**Food is for tasting, not wasting**

70% of the UK's wasted food comes from households<sup>[5]</sup>

Say hello to...

# THE GREAT-TASTING, ZERO-WASTING MILKROUND

Supermarkets have commoditised food and wrapped it in plastic, sacrificing our planet for bloated supply chains and drawn-out shelf lives. But we're wiping out waste and simplifying sustainable shopping.

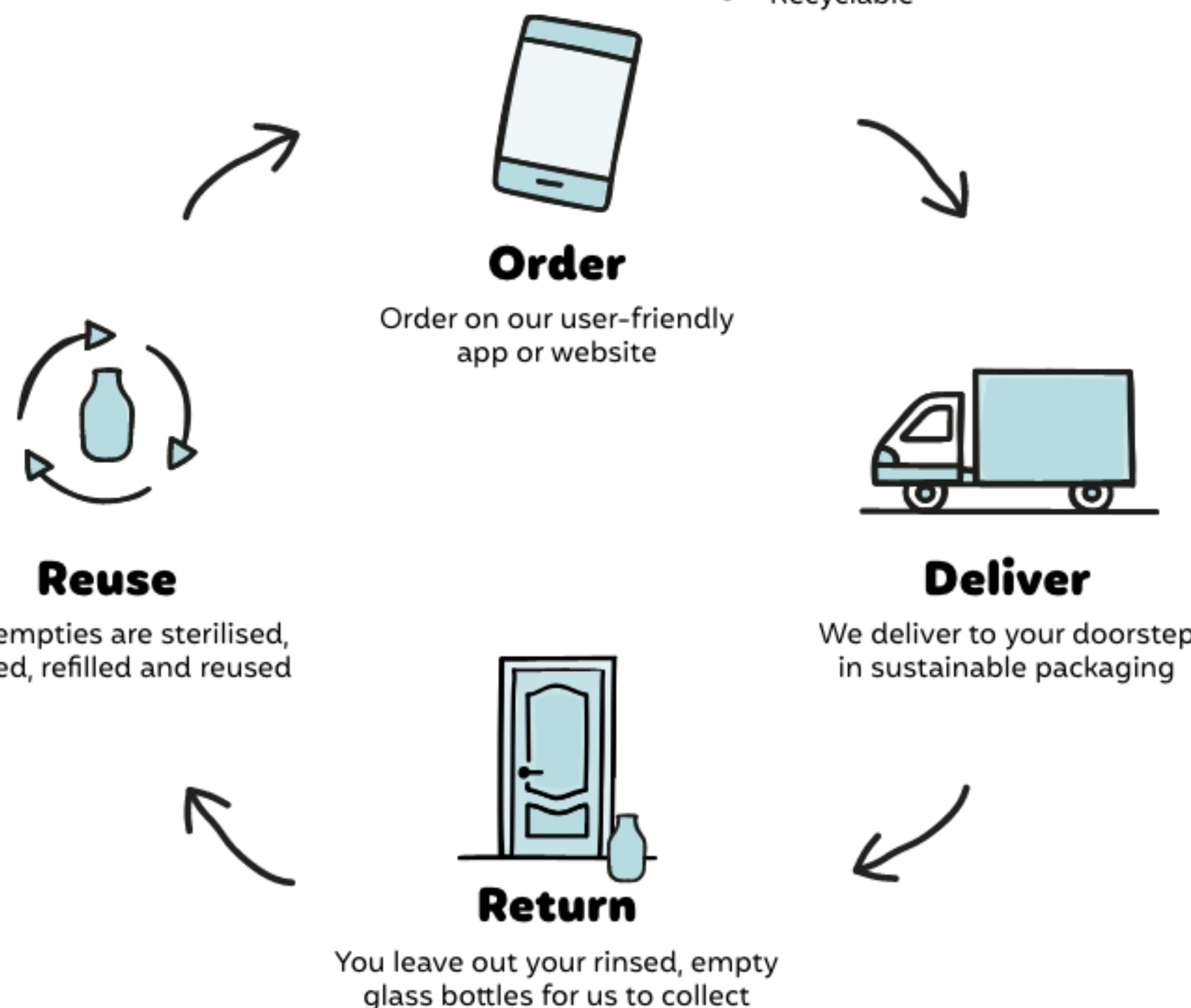
## Fighting food waste with the flexibility of a limbo dancer

Our flexible ordering and little-and-often subscription model give customers what they need, when they need it. No more bulk buying and wasted grub!

## Good things come in sustainable packages

We've replaced unexpected plastic in bagging areas with fresh doorstep groceries in packaging that's:

- Return and reuse
- Home-compostable, and/or
- Recyclable





# 2022'S REASONS to BE CHEERFUL

64,432,502

plastic bottles erased from existence



We became a Certified B Corporation™



Our plastic free range more than doubled



3 electric vehicles on the road



Supported British dairy farmers and independent suppliers



Life Cycle Analysis of our glass bottles



Improved our carbon footprint measurement



Expanded our return and reuse range



A new range of festive treats in sustainable packaging



Welcomed over 1,300 new shareholders via crowdfunding



Routes optimised to reduce carbon and mileage



37 kids sent an eco-message to the older generation, receiving 7,807 votes



10,000 glass bottles displaying 7-year-old Bella-Rae's ocean-themed artwork



Delighted our customers, achieving a 49 Net Promoter Score (36% higher than the industry average)



27,000 units of electricity produced from our food waste (enough to power seven UK homes!)



Increased our glass bottle return rate by 38% (since Dec 2021)



Began our Dairy Farm Footprint project, completing 5 five carbon audits



100 sustainability blogs published and read by over 125,000 people



22 volunteer days completed



20 schools participated in our community compost campaign

## WE ALSO EXTENDED our TROPHY CABINET

Thanks to the following shiny awards...

🏆 Surfers Against Sewage Gold Plastic Free Business Champion (2022)

🏆 GP Bullhound's Fastest Growing Company of 2022

🏆 Top 50 Most Impactful Companies to Work For (Hyer, 2022)

🏆 Most Innovative Retail Technology Creators 2022 (RetailTech UK)

🏆 Judge's Winner at Northern Tech Awards 2022

🏆 Future 50 Tech Nation Cohort (2022)

🏆 Fifth in BusinessCloud's Envirotech Top 50 ranking for 2022

🏆 The Times 2022's Fastest Growing in the Northwest





# SAVING the PLANET REQUIRES GOOD GOALKEEPERS

At the end of 2021, we set ourselves ambitious targets for the next 12 months. In a year of shifting goalposts and unpredictable obstacles, here's how we performed against those ambitions...



**Key:** Use our traffic light system to check how we've measured up this year, before skipping ahead for all the juicy details!



**Red:**  
Incomplete (spoiler alert, there are none of these!)



**Amber:**  
Not quite where we want to be but making progress and working hard to make this green in 2023!



**Green:**  
Complete!

## ENVIRONMENT

Goal	Results
Reducing plastic and food waste will remain our primary focus.	
Explore Life Cycle Analysis of our packaging.	
Explore better ways to measure and reduce the carbon footprint of our dairy farms.	
Test electric vehicles on our milkround.	
Switch yogurts from return and recycle glass jars to return and reuse glass jars.	
Home-compostable packaging for our 'artisan' range (replacing recyclable packaging that ends up contaminated).	

## WORKERS

Goal	Results
Expand and formalise our charitable giving and volunteering programmes.	

## COMMUNITY

Goal	Results
Work with partners that share our values and help improve their sustainability credentials.	

## CUSTOMERS

Goal	Results
Educate consumers to live more sustainably.	
Launch UK-sourced, seasonal fruit and veg range packaged in paper bags to reduce cardboard usage.	

## GOVERNANCE

Goal	Results
Review and improve our sustainability reporting.	
Develop sustainability KPIs for each department based on the B Corp™ framework.	
Deliver a clear environmental proposition.	





# WE'RE *now* OFFICIALLY **B CORP™** **CERTIFIED!**

On 13th December 2022, our Sustainability Manager opened her email inbox and unwrapped the greatest Christmas present of all.

No, not a hover bike or the new Playstation, but an email entitled: Agreement for B Corporation Certification™.

Our B Corp™ journey has been many (many, many, many) months and a lot of hard work in the making. But to see Modern Milkman join this global community of top-performing, world-leading sustainable businesses makes it all oh-so-worth it.

## **BACK UP A SEC... WHAT IS B CORP™?**

We're glad you asked! The B Corp™ movement acknowledges businesses that are a force for good™ in the world; the leaders that balance people, profit and the planet to meet the highest standards of:

- Social and environmental performance
- Accountability
- Transparency

“ **Certified B Corporations™ are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Lab™ is unique in our ability to measure a company's entire social and environmental impact.** ”

B Lab™, the non-profit network behind B Corp™





UNITED NATIONS

# SUSTAINABLE DEVELOPMENT GOALS

## PROTECTING PEOPLE, SOCIETY *and* OUR PLANET

As a B Corp™, we want our milkround to be a force for good, which is why we balance social, economic and environmental sustainability in line with the United Nations Sustainable Development Goals.

These goals are an urgent call to action by all countries to:

- End poverty and deprivation
- Improve health and education
- Reduce inequality
- Spur economic growth
- Tackle climate change
- Preserve our natural resources

Highlighted here are the SDGs that our milkround supports, according to our B Impact Assessment™



### Zero hunger

We support independent dairy farmers and suppliers to improve food security, ensuring short supply chains and minimal waste through little-and-often shopping and regular planned deliveries.

### Good health and wellbeing

All our suppliers are required to meet high standards about toxins and waste in supply chains, and we have a number of programs in place to promote social and environmental causes.

We offer our team a wide range of benefits, including life insurance, counselling, flexible working, eyecare, and their very own health and wellbeing budget.

### Life on land

Through our volunteering platform, OnHand, our employees helped to plant 381 trees in 2022.

Our circular supply chains protect natural resources and minimise waste, while empowering consumers to switch to sustainable packaging that reduces the harmful effects of plastic on wildlife and the environment.

### Responsible consumption and production

Our products are single-use plastic free and arrive in return and reuse, home-compostable and/or recyclable packaging. Thanks to our little-and-often deliveries, customers can wave goodbye to bulk buying, food waste and unexpected plastic in bagging areas.

### Climate action

We make reducing plastic and food waste easy, thanks to sustainable packaging, flexible ordering and supply chains shorter than Mini Me's Mini Me.

Our emissions are monitored with the beadiest of eyes, and we're always improving our milkround's fuel efficiency, while supporting employees to commute via cycling, carpooling or public transport.

### Life below water

17 million tonnes of plastic entered our ocean in 2021<sup>[1]</sup>, endangering wildlife and our planet. We combat common marine litter by replacing single-use plastic bags, bottles and containers with non-toxic, return and reuse, recyclable and home-compostable packaging that's no danger to ocean wildlife.



[1] UN (2022), Sustainable Development Goals





## OUR OVERALL SCORE:

# 94.1

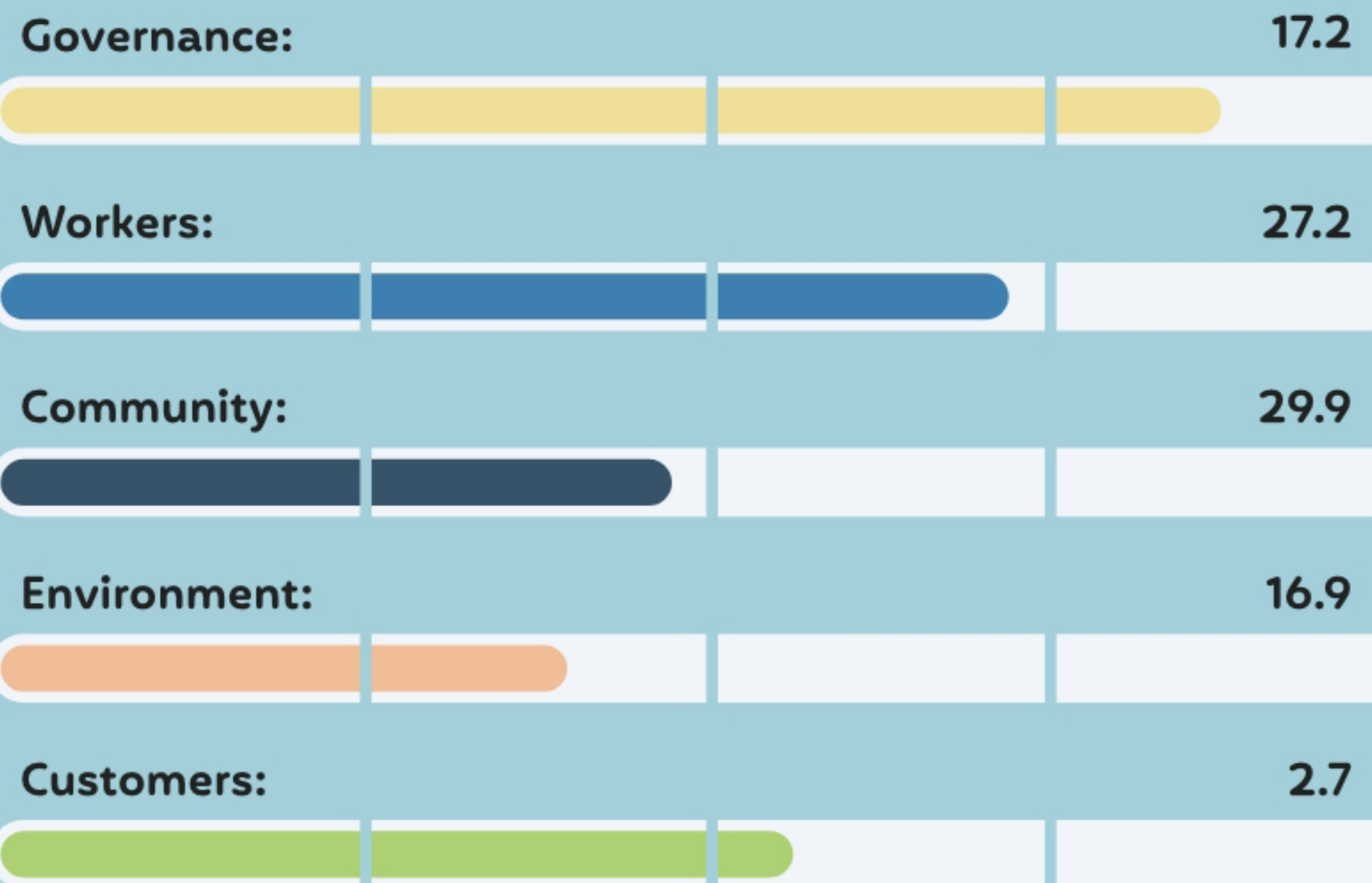
To qualify for B Corp Certification™, you need a minimum of 80. The median score for ordinary businesses who complete the assessment is 50.9.

# let's TALK B CORP™

We're immensely proud to be one of 5,000 Certified B Corps™ across 86 countries, joining the likes of Patagonia, TOMS and Mindful Chef in building a more inclusive, sustainable economy across the world.

## OUR SCORES ON THE DOORS\*

We are now B Corp™ Certified after proving our positive impact in the following areas:



\*For the eagle-eyed mathematicians: the numbers above add up to 93.9 because we got 0.2 N/A points. Find out what these mean on the B Corp™ website.



# B CORP™ PILLAR 1 GOVERNANCE

A sustainable business requires a sustainable mission that considers all stakeholders, including employees, customers, suppliers, society and the environment. Together with our delicious doorstep deliveries, our vision and mission are what get us out of bed every morning.

## OUR VISION

Reset our throwaway society.

## OUR MISSION

To transform consumer habits, wipe out waste, and make sustainable shopping convenient.

### Balancing people, profit and the planet

Our individual and company goals remain stronger than ever and are always measured against our social and environmental impact. Solidified in our Articles of Association, this is a key part of every decision we make.

Now that we're Certified (woop woop!), 2023's Sustainability Roadmap will be based on the B Corp™ framework, featuring sustainability KPIs for each department.

### As a purpose-driven business, we live and breathe our values

- **We do the right thing:** We believe business should be a force for good, and always act with honesty, integrity and humility.
- **We've got something to say:** We want to make our mission known and educate consumers about sustainability, without preaching.
- **We're stronger together:** No business is an island, and many hands make light work!
- **We laugh in the face of the fun police:** Doom and gloom causes anxiety and discourages people from making positive changes. That's why we laugh off our worries and empower people to do the right thing.

### In September 2022, we launched our Sustainability Working Group

Open to all employees, this unites teams across the company to share knowledge and expertise, while contributing to sustainability projects like implementing our very own Environmental Management System.





# B CORP™ PILLAR 2 WORKERS

## There may be a few I's in sustainability, but the "us" comes first

Teamwork makes the sustainable dream work, and protecting the planet is something we all believe in.

Our team puts everything into ensuring only the freshest, tastiest, most sustainable products seamlessly land on our customers' doorsteps.

## We're one of the top 50 most impactful companies to work for

Helping the planet is rewarding work, but our team deserve more than a warm fuzzy feeling for their incredible efforts.

We give the Modern Milkman massive everything they need to continue their amazing work, and then some.

## This year, we launched the following employee initiatives:

- A new, extensive, flexible benefits platform
- Paid time off for volunteering
- OnHand, a new volunteering and climate impact platform
- Health and Wellness budget
- An increased pension contribution (matching up to 6%)
- Free wellbeing webinars and sessions on men's health, financial wellbeing, menstrual cycles and more
- Learning and Development budget
- Increased employee discount on our milkround
- Group life insurance
- Home working allowance
- Eyecare vouchers
- An even more accessible cycle to work scheme

And  
so much  
more!

## This is just the beginning

Our team did some amazing volunteering and charity work in 2022, and we're not stopping now. In 2023, we plan on expanding our charitable giving and volunteering above and beyond what we achieved last year. Watch this space!



## The numbers:

- **22 volunteer days booked in 2022:** Including team days with community food banks, charities, tree-planting services and more.
- **32.5 tonnes of CO<sub>2</sub>e saved by employees:** We finished third in onHand's overall league table!<sup>[1]</sup>
- **Over 1,000 climate action and volunteering missions completed<sup>[2]</sup>:** Reducing emissions, donating food, embracing sustainability and more.
- **7 mental health first aiders trained**
- **147 team members making the most of our benefits platform**
- **56 people getting a cost-of-living pay increase:** We increased the wage of anyone earning less than £25k per year to combat the cost-of-living crisis.



# B CORP™ PILLAR 3 COMMUNITY

## A milkround shared is a waste crisis halved

Resetting our throwaway society requires collaboration, and we pride ourselves on keeping food miles low, supply chains short, and our community happy as Larry.

We're paving the way to a better, brighter future. And the more people sharing our success, the quicker we can get there.

## Food for thought

The farming industry is worth £120 billion to our economy and creates over four million UK-based jobs<sup>[1]</sup>. But supermarkets have commoditised food and wrapped it in plastic, sacrificing our relationship with independent producers for the "big shop".

Farmers are being tied into long-term contracts with fixed rates that don't evolve alongside increased shelf prices and the rising costs of fuel, fertiliser and animal feed.

But as a purpose-driven business, we balance people, profit and the planet, giving independent suppliers and British dairy farmers:

- A fair price for their hard work
- A platform to sell their sustainable goods
- Fair and flexible contracts

“ If we don't help farmers now, we may not have their amazing produce in the future. ”

Simon Mellin, our CEO and Founder

## Putting the "crowd" in crowdfunding

This year, we gave a piece of our milkround back to our magnificent community, as a thank you for helping us grow to where we are today.

In less than a month of our first-ever crowdfunding campaign, we welcomed almost 1,500 new shareholders, raising over £600,000 and building an even bigger, more engaged community.







**Bella-Rae, aged 7, celebrates winning our Message on a Bottle competition.**

## **B CORP™ PILLAR 3: COMMUNITY**

### **Helping pint-sized heroes make a difference**

From conducting surveys to combating eco-anxiety, we've spent a lot of 2022 ensuring that budding eco-warriors and nature enthusiasts feel good about the future of our planet.

Our Message on a Bottle campaign encouraged youngsters to send a message to the older generation about protecting our oceans, with 7-year-old Bella-Rae's winning design now taking pride of place on our new return and reuse glass bottles.

### **Our community compost campaign**

Over the summer, we educated kids on how to reduce waste, while partnering with 20 local schools to set up their very own Modern Milkman compost heaps using bins that we donated to them.

The winning school collected an incredible 8,992 scraps, and we rewarded them with a prize of £3,000 to spend on an eco-initiative of their choice.

**"The Modern Milkman composting competition really engaged the children, staff and parents and our compost bin filled up in record time. We hope to use our prize money to investigate solar and/or wind power to get electricity to our Forest School cabin."** - Janet Sanderson, Headteacher, Tickhill St. Mary's Primary School

### **Our brand-new volunteering platform**

2022 marked the launch of our new volunteering platform. In a matter of months, our team enjoyed dozens of volunteer days at community food banks, charities, tree-planting services and more, while getting paid time off for doing so.

Empowering the Modern Milkman squad to support charitable causes and give back not only benefits them, but also the environment and their communities.

Thanks to onHand – our climate action and volunteering programme – our team completed a range of missions in 2022, from donating food and clothes to reducing their energy usage and raising awareness for charitable causes.

### **Charitable giving**

In 2021, we set ourselves a goal to expand and formalise our charitable giving. Due to last year's changing market dynamics, we unfortunately couldn't ring-fence the funds to achieve this ambition. However, our team were still able to support some wonderful causes throughout the year!

For Halloween 2022, we raised over £1,500 for Andy's Man Club, a men's suicide prevention charity that offers free peer-to-peer support groups online and across the UK.

Our team also donated food and supplies to several charitable organisations and raised £275 for Prostate Cancer UK.

### **Making new friends**

This year, we partnered with some amazing people, working with the likes of Greenpeace and Everyday Plastic to share the ground-breaking results of their Big Plastic Count study, as well as Surfers Against Sewage and Scrapp to promote sustainability across the community.



# B CORP™ PILLAR 4 ENVIRONMENT

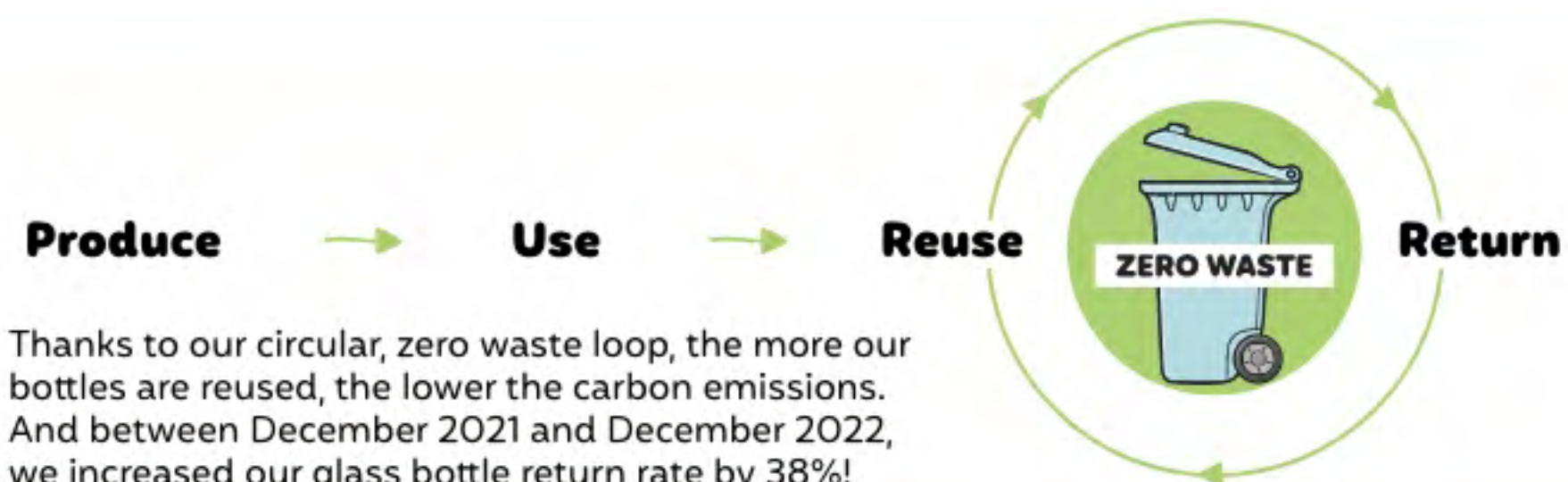
In 2022, we stopped over **33 million plastic bottles** from polluting the planet, bringing our grand total to over 64 million!

## Rock beats scissors, but glass beats plastic

And we have proof!

Glass-ta la vista, plastic. The milkman's back. We now have scientific proof that returnable glass is more eco-friendly than plastic, thanks to our 2022 Life Cycle Analysis<sup>[1]</sup>.

This provided the truth, the whole truth and nothing but the truth, demonstrating that our glass bottles are not only 100% recyclable, but also have a lower carbon footprint than one-pint plastic cartons after just one delivery, return and reuse.



## Our range of plastic free groceries more than doubled in 2022

We launched plenty of delicious, sustainably packaged groceries in 2022, including festive treats, crisps, cheese, free range bacon and brand-new return and reuse drinks like iced coffee milkshake. And there's lots more where that came from next year!

**Fun-fact:**  
customers **waste 44% less milk with us compared to supermarket shopping**<sup>[2]</sup>



## Was 2022 the whole package?

- All our fruit and veg is now packaged in home-compostable, recyclable paper bags, and we've extended the range to 24 different products. Our original goal for 2022 was to only source seasonal fruit and veg from the UK, but we found that customers want certain produce that simply cannot grow here all year round. We believe it's less impactful on the environment to provide these fruits and veggies in sustainable packaging on our milkround, rather than customers having to get plastic-wrapped alternatives from the supermarket.
- We are making progress with delivering yogurts in return and reusable packaging, after successfully partnering with a new supplier to close the loop. We hope to make this switch in 2023.
- This year, we trialled fully home compostable packaging for our 'artisan' range, but received negative customer feedback. These products are now packaged in paper that can be torn up and composted at home. If it has greasy brownie stains on, customers can still recycle this packaging.







# B CORP™ PILLAR 4: ENVIRONMENT

## Driving down emissions

Our milkies rise early to lower waste. Not just plastic and food waste, but emissions, too. In 2022, we optimised our routes and trained our milkies on fuel efficiency, delivering a 55% reduction in tCO<sub>2</sub>e per £1 million turnover<sup>[1]</sup>.

## We rocked down to electric avenue

2022 saw the introduction of our first-ever electric vans, saving almost 3,000 litres of diesel and just under six tonnes of CO<sub>2</sub>e<sup>[2]</sup>.

We also switched to 100% green electricity in all 15 hubs for which we have control of the electricity. Alongside the installation of state-of-the-art monitoring equipment, this helped us understand how we can further reduce our energy usage.

## Monitoring our dairy farms' carbon hoofprint

We've been working with independent dairies to get a clear picture of our dairy supply chain's impact, taking a deep dive into carbon sequestration and sustainable, regenerative farming practices such as high-yield seed varieties and crop rotation programmes.

## We continue to do all we can to reduce food waste

Any waste that needs to be binned is put into an anaerobic digester to create biogas. In 2022, this generated over 27,000 units of electricity for the National Grid, enough to power seven UK homes for a year!

Source of Milk	Kg CO <sub>2</sub> e per litre of milk
Our free range milk from Dales Dairies* <small>*based on the carbon audits completed by The Free Range Dairy Network</small>	1
Our regular milk from Dales Dairies** <small>**based on the average of the five farms we audited</small>	1.13
Arla	1.13
Tesco	1.4
UK Average from RABDF <small>(Royal Association of British Dairy Farmers)</small>	1.25
Global average	2.9

[1] Calculated using the UK Government's Greenhouse Gas Conversion Figures [2] Based on our EVs covering 17,000 miles in 2022 and comparing to our diesel vans, which do, on average, 27mpg



# B CORP™ PILLAR 4: ENVIRONMENT

# CARBON FOOTPRINT

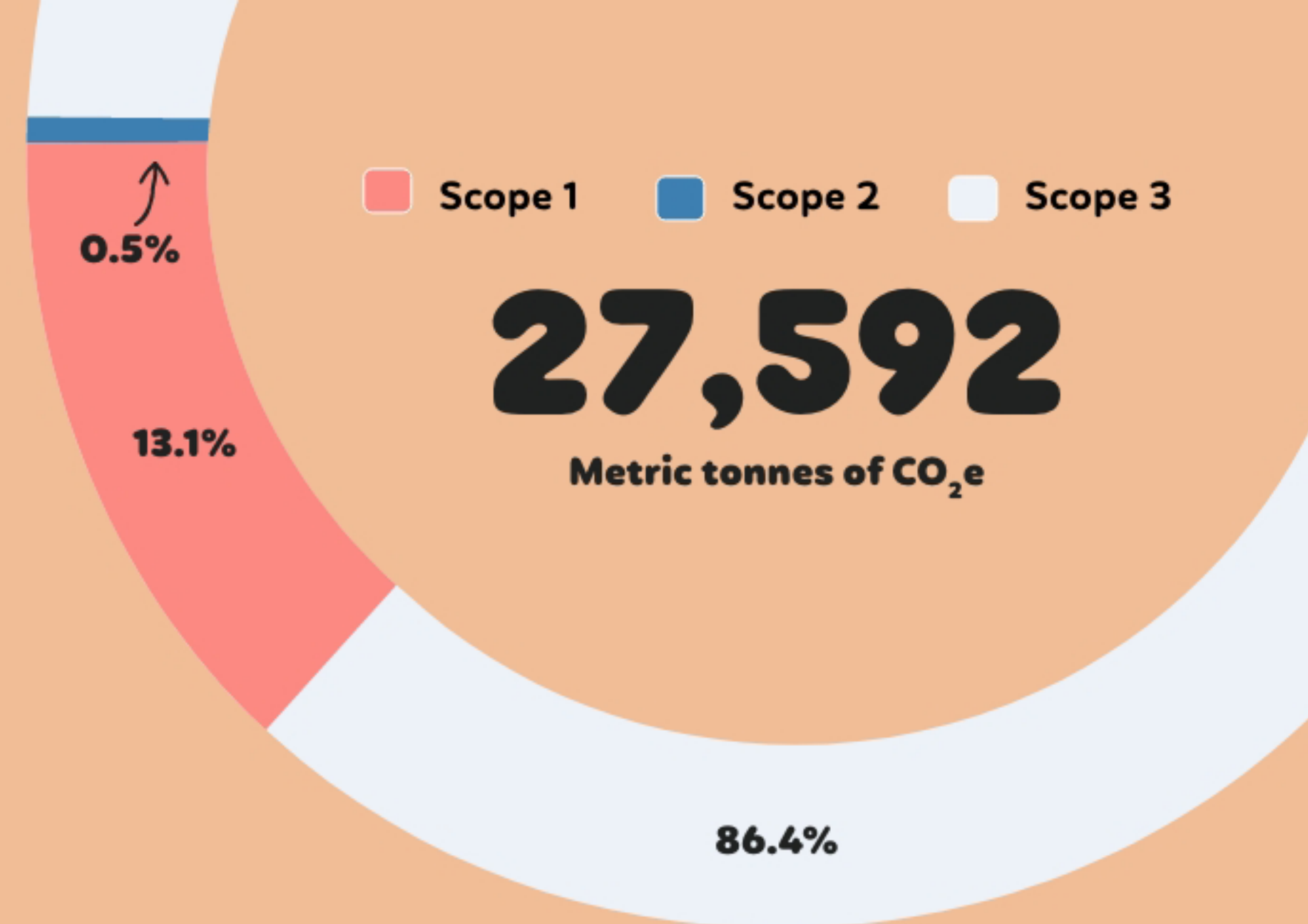
## What's a carbon footprint?

A carbon footprint is the total amount of carbon dioxide equivalent generated by the actions of an individual or company.

tCO<sub>2</sub>e (tonnes of carbon dioxide equivalent) covers carbon dioxide and other greenhouse gases like methane and nitrous oxide. These harmful gases trap and hold heat in our atmosphere, causing climate change, rising sea levels and many more threats to our lovely planet.

## MEASURING OUR CARBON HOOFPRINT

Tom Cruise needs death-defying stunts to make Mission Impossible. But we don't need any of that to make reducing emissions possible. We've put a lot of focus on improving our measuring and data capture, but this is only the beginning. There's still plenty of work to do!



### SCOPE 1

(direct) emissions

Emissions from activities owned or controlled by us. E.g. the diesel in our delivery vans; the gas used to heat our sites and keep produce cool in refrigeration units.

CO<sub>2</sub>e in tonnes/million pounds revenue

2021: 145      2022: 80



### SCOPE 2

(indirect) emissions

Emissions caused indirectly by our consumption of energy. E.g. the 100% renewable electricity used to power our fridges and electric vehicles and light up our hubs (which are used at night-time). We report our Scope 2 emissions using location-based figures.

Our 2021 data was based on estimated data from just three hubs; we've increased the accuracy of our Scope 2 data collection this year to get a clearer picture of our usage.

CO<sub>2</sub>e in tonnes/million pounds revenue

2021: 1      2022: 3.2



### SCOPE 3

(indirect) emissions

Indirect emissions that occur in our value chain.

Scope 3 accounts for 80% of most companies' emissions<sup>[1]</sup>

We still have a long way to go before our total figure encompasses all Scope 3 emissions in our supply chain. But we're working hard in 2023 to improve the accuracy of this.

CO<sub>2</sub>e in tonnes/million pounds revenue

2021: Not yet measured      2022: 525

### Our Scope 3 emissions breakdown

**Milk** - We collected data from carbon audits at five of Dales Dairy's farms, taking an average from the production of standard milk. For free range milk, The Free Range Dairy Network shared results from carbon audits at their farms, who also supply Dales.

**Paper** - Emissions from our paper leaflets.

**Glass Bottles** - Using our glass bottle return rate, we calculate the number of bottles that haven't made it back to us and need to be replaced.

**IT Equipment** - Emissions associated with the computers we purchase for our employees.

**Business Travel** - Emissions from the miles travelled by our employees for business purposes.

**Fuel and Energy** - This includes emissions from production, transportation, transformation and distribution of the electricity and diesel fuel we use.

**Upstream Transport (transport of products from our suppliers to our hubs)** - We calculate the tonne.km of all products sold in glass pint bottles (80% of the products we sell).

**Waste and Recycling** - Calculated using the weight of collected general waste, recycling, and food waste from our hubs.

**Home Working and Commuting** - We survey our employees quarterly to calculate miles commuted and home energy emissions.



# B CORP™ PILLAR 5 CUSTOMERS

## Protecting the planet, one (door)step at a time

In 2022, our average customer prevented 100 plastic bottles from polluting the planet.

From the bottom of our milk bottles, we'd like to thank you for every sip, slurp, nibble and bite that helped us fight waste, support independent suppliers, and protect the planet.

We hope you enjoyed tucking into our sustainable groceries as much as we enjoyed delivering them.

## We're the only green milkround that counts

We help people feel good about their positive environmental impact, by keeping track of every plastic bottle they erase from existence. This way, each customer and area can feel empowered to carry on doing their bit.

## People are hungry for sustainability

Over half of consumers' number one ask of brands is for better schemes to remove plastic<sup>[2]</sup>, and they believe sustainable packaging and reducing waste are the most important environmentally sustainable or ethical practices.

People want sustainability, and we're delivering it, providing over 100 groceries in plastic free packaging.

## Our app and website are as seamless as moth-ridden underwear

Our milkround enables customers to get the groceries they need, when they need them, maximising freshness and flexibility while minimising waste and last-ditch shopping trips.

## Who let the blogs out?

In the last 12 months, we've published over 100 blogs, covering countless sustainability tips, guidance, recipes, news and oh-so much more.

With us, sharing's caring. And whether it's composting, cooking or calling out greenwashers, we love inspiring people of all ages to embrace greener living and be more sustainable. Frankly, you can't shut us up about it!

## Great service from a great company

Modern Milkman is a great company, environmentally responsible and always sharing tips on how to be greener. Plus the products are delicious and so fresh, the milk lasts well over a week!

But the service is also great - we recently had a missed order (only 1 in about 4 years!) and had an instant apologetic response, a refund and a follow-up message to check the next order was ok.



We delighted our customers in 2022, achieving a Net Promoter Score of 49

(36% higher than the grocery/supermarket industry average!<sup>[1]</sup>)

## The Modern Milkman and products

I have found this service invaluable to me as I am blind. Almost all the products have been great value and of top quality. I have since tried all the products. The newest addition of coffee milkshakes has been a great success as I used to buy top iced coffees from the top coffee shops, but this milkshake beats them all.

Iced or even hot this is the best tasting coffee. I hope they keep this in their milkshake range.





# 2023 TARGETS

**WE AIM HIGH TO LOWER WASTE. HERE'S WHAT WE'RE HOPING TO ACHIEVE IN 2023...**



## EMPLOYEE ENGAGEMENT

Modern Milkman employees are 69% engaged<sup>[1]</sup> – 3% shy of the industry benchmark. Our aim for 2023 is to reach 75%.

People



## EXCITING NEW PRODUCTS

We plan on launching at least ten new plastic free, return and reuse products in 2023.

Profit



## SCIENCEY TARGETS

We'll use the data in our verified carbon footprint to set science-based targets to limit global warming.



## CARBON REDUCTION

We'll be working with an external UKAS-accredited consultant to independently verify our carbon footprint and create our carbon reduction roadmap. We'll carry on optimising our routes and further our trial of electric vehicles to reduce emissions from diesel fuel per £1 million revenue – currently at 80 tCO<sub>2</sub>e<sup>[2]</sup>. We will also improve our Scope 3 emissions measurements by continuing to conduct carbon audits with our dairies. This will help us accurately measure the carbon footprint of our milk and work with farmers to reduce it.

Planet



## ENERGY MONITORING

To ensure we grow in a sustainable manner, we'll install energy monitoring equipment in our network of hubs to implement energy efficiency measures and reduce our electricity use.



## ENVIRONMENTAL MANAGEMENT SYSTEM

To further increase transparency (take note, dodgy greenwashers), we're developing our Environmental Management System with an aim to get it certified to ISO14001 standard.



# HERE'S TO STAYING PLASTIC FREE IN '23!

We've grown a heck of a lot in the last four years. But our mission remains the same. And as we grow, so does our ambition and positive environmental impact.

2022 hasn't been without its challenges, but we've come a long way in the last 12 months thanks to the incredible efforts of our customers, team and independent suppliers.

A lot of work has already gone into making this next year our best yet, so keep your eyes peeled and doorsteps primed.

There's lots of waste-fighting, planet-protecting, brew-sipping goodness still to come.

**Thanks for reading!**

