

2024

Environmental Policy.



FreshGround.

Sustainability

Our ethos



Sustainability – Our ethos.

FreshGround is acutely aware of the climate crisis. All our policies, operations and products seek to use resources mindfully – and therefore have a sustainable ethos running right through them.

As a socially and environmentally conscious organisation, FreshGround aims to protect the planet for future generations, as well as minimise environmental and social impact today. This means adapting to a fast-changing climate (for example: by providing canopy coverage for farmers during heartwaves); and always prioritising the social conditions and welfare of our suppliers.

Acknowledging our role as a leader in office coffee, we proudly promote coffee beans that are at least 30% Rainforest Alliance Certified™. We work with the Rainforest Alliance to champion environmental, social, and economic sustainability, including sustainable livelihoods for farmers.



Sustainability – Our ethos (continued).

FreshGround is also committed to the following:

- **Renewable energy** – Our Head Office and dispatch facility in Norwich is now entirely powered by electricity using our solar panels during daylight hours.
- **Recyclable coffee packaging** – The outer boxes of our coffee packaging are recyclable. We are committed to using recyclable or compostable packaging throughout our operations and products.
- **Waste recycling** – We have regular recycling in place across all company facilities, including our three office bases. Our Norwich HQ prioritises biomass and ensures no waste goes into landfill.
- **Electric and hybrid vehicles** – FreshGround uses electric and hybrid vehicles where practical; and our tech engineers often use public transport. We are committed to the fleet being entirely electric and hybrid in line with government rules and regulations.







Sustainability – Our ethos (continued).

FreshGround is also committed to the following:

- **ULEZ-compliant vehicles** – All our vehicles are ULEZ-compliant to minimise our carbon footprint in urban areas.
- **Coffee grounds recycling** – We collect used coffee grounds from our clients within 1 mile of our Moorgate office and work with Envar Composting to recycle them into fertiliser, compost, and natural exfoliants.
- **Plant-based milks** – We offer plant-based milks in our product range to help minimise water use and greenhouse gases; and champion office inclusivity.
- **Energy-efficient products** – Our coffee machines and water dispensers have eco-friendly functions that help to streamline energy consumption to only use what's necessary.
- **Equal opportunities** – We look to champion diversity, equality and inclusion as a business priority.



Sustainability

Our initiatives



Sustainability – Our initiatives.

FreshGround care about using resources mindfully and will continue to champion all of our sustainable initiatives in 2024.

Including the following:

- We are looking to scale up our coffee grounds recycling scheme to involve all of our FreshGround clients
- We're launching a brand new recycling scheme for all our clients' water dispenser accessories: water filter cartridges and CO2 sparkling water canisters.
- We practice a circular economy by taking returned coffee machines – and then repairing and refurbishing them for new use.
- As we launch our new coffee bean brand, Ricco Fabio, we will be working closely with coffee farms to champion ethical and sustainable business practices.



Sustainability – Our initiatives (continued).

Our other initiatives include the following:

- We continuously look for ways to reduce single-use plastics from our facilities, product offering and supply chain.
- All of our line managers are mental health trained.
- We are aiming to become a thought leader on workplace sustainability through our Learning Hub.
- We donate to our chosen charities, and try to encourage charitable donations from clients as part of our CoffeeClub reward scheme.

All our line managers are **mental health trained.**





Contact – Further reading.

We constantly strive for ways to use resources mindfully – and have a socially and environmentally conscious current running through our company.



Sustainability
matters at
FreshGround.

- <https://freshground.co.uk/product-category/water-accessories/>
- <https://freshground.co.uk/learning-hub/make-your-workplace-more-sustainable/>
- <https://freshground.co.uk/coffeeclub/>

For any questions or additional resources — please reach out to Alun Simpson, Head of Compliance, on **020 7553 7900**. Or email us on hello@freshground.co.uk.







Talk to us today.

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