

Environmental, Social and Governance (ESG) Manifesto



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Introduction.

Who we are.

FreshGround is a family-run business that supplies coffee machines, water dispensers, coffee beans, consumable products and servicing. Our business touches a huge number of environmental aspects, from coffee farms in Brazil to the ULEZ in London.

We recognise that we have a huge responsibility to take ESG seriously and take meaningful action towards minimising our footprint. We believe good office culture

starts with great coffee, and great coffee starts with care. Our ESG manifesto sets out how we are working to make a positive impact on people and the planet, while supporting our customers in creating more sustainable workplaces.

In this manifesto, we've focused on three key areas: **environmental responsibility, social responsibility and governance.**

“ Our business touches a huge number of environmental aspects, from coffee farms in Brazil to the ULEZ in London.



Values.

Our core values guide our attitude and behaviour:



#1.

Make it easy.

Always look for ways to reduce complexity **and make things simpler.**



#2.

Communicate with clarity.

Never assume - keep people in the picture, even if it's not what they want to hear.



#3.

Take a proactive approach.

Don't just wait for things to happen - **make them happen!**



#4.

Listen to the customer.

Understand what they need and why - **and deliver more than they expect.**



#5.

Build success together.

Engage in **supportive collaboration** to make happy customers.



Environmental
responsibility.

Our approach.

The truth is, the coffee industry isn't very environmentally friendly. Coffee grows in a small fraction of the world, yet it's consumed everywhere. Consider the land and water needed to grow it, then the distance it travels to reach the cup. It takes a toll. So, where do we go from here?

For us, it's about minimising impact. FreshGround is a business built on strong partnerships. We work closely with our suppliers to build long-term relationships rooted in

shared values, transparency and trust. It's this collaboration that allows us to make better, more ethical choices every day. Here's an overview of all the areas we will address:

- **Coffee beans**
- **Supply chain**
- **UK business**
- **Coffee and water machines**
- **Minimising electrical waste**

“ **The truth is, the coffee industry isn't very environmentally friendly. For us, it's about minimising impact.** ”



Coffee beans.

Our Ricco Fabio beans come from a network of small farms in Brazil's Alta Mogiana region. Over 40% of the land is protected for environmental preservation.

Native wildflowers are planted between rows to support pollinators and biodiversity. Water use is reduced using advanced equipment. Every farming decision is made with long-term sustainability in mind, from avoiding harmful chemicals to protecting wildlife habitats.

We buy directly from the growers and roast and pack in a single facility. This helps to keep our emissions low and traceability high.

By supporting responsible farming, we're working towards a future where quality coffee and good stewardship go hand in hand.

“ **We buy directly from the growers and roast and pack in a single facility. This helps to keep our emissions low and traceability high.** ”



Supply chain.

We choose suppliers based on reliability, quality, price, trust and traceability. Many are long-standing partners with strong, open relationships built over years.

Whether it's regular visits, reports or audits, we do everything we can to ensure our supply chain reflects who we are as a business.

“ When bringing on new suppliers, like coffee growers, we look for those who share our values and communicate clearly and honestly.



UK business.

Back at home, we focus on reducing waste and emissions at every stage. Our warehouse runs on renewable energy, and we've now switched our office power to a green energy supplier.

We also have PhotoVoltaic panels on the roof that capture the sun's energy and convert it to electricity. We're largely self-sufficient during office hours and any extra energy, we simply sell back to the grid.



Coffee machines.

Our machines are designed to last and are built with energy saving features. From standby modes to automatic switch-offs, they help offices to cut their power usage without sacrificing quality. All of our coffee machines are

rigorously tested to ensure that they run efficiently and come with energy-saving technology as standard. This means that you're using significantly less power than you would with an office kettle.

“ We are always on the lookout for new, sustainable features to introduce to our products, continually striving to reduce the footprint of our work.



Water dispensers.

All of our water dispensers are plumbed-in rather than bottle-fed. This cuts down on single-use plastics, makes your workplace more environmentally friendly, and can greatly reduce your organisation's carbon footprint.

Just like our range of office coffee machines, FreshGround's water dispensers and taps have high-efficiency ratings and energy-saving functionality as standard, helping the environment while reducing your energy bill.

We don't offer traditional water coolers that rely on single-use plastic bottles. That means no plastic going to landfill, and no emissions from bottle production or transport.

All sustainable workplaces should be using reusable cups and bottles. That's why we actively encourage our clients to make the switch, and we offer things like mug warmers to enhance that experience.



Minimising electronic waste.

At FreshGround, sustainability is at the heart of our rental process. It all begins when we receive a new machine from the manufacturer and pass it to our workshop team for preparation. Once ready, it is installed at the customer's site for daily use. When the customer no longer needs the machine, it is returned to our workshop for refurbishment. Worn-out parts are removed and recycled, while fresh components are installed, restoring the machine to like-new condition. The machine is then sent to its next customer, ready for seamless installation

and operation. This cycle continues, with each machine undergoing multiple refurbishments until it reaches the end of its lifespan. When a machine can no longer be repaired, we break it down for recycling, recovering any salvageable components to keep the renewal cycle going. By reusing as much as possible, we minimise waste and help preserve natural resources, ensuring that nothing goes to landfill unnecessarily. At FreshGround, this circular economy approach has always been central to our machine rental process.

“ Our supply chain always included responsible practices. We've been using circular economy principles since the 80s, repairing and reusing wherever possible.





Social
responsibility.

Our approach.

Being a responsible business means we look beyond profits.

It means recognising the people behind every cup of coffee, from the farm to the office, and doing our part to make a positive impact wherever we can. Social responsibility is part of everything we do, from how we source our beans to the charities we support close to home.

We work with coffee farms that prioritise fair pay, safe working conditions and long-term opportunities for their communities.

And we support organisations that are making a real difference here in the UK. Whether through donations, fundraising or volunteering, our team is passionate about giving back. Because to us, doing business well means doing good too.

“ Through profit sharing and donations to charity, we make sure success is shared, people feel valued and our work has a positive impact far beyond the office.



Coffee beans.

Sustainability isn't just about the environment. It's about the people too.

That's why we have partnered with farms that put all of their communities first. Everyone involved in producing Ricco Fabio coffee is paid fairly for their work, with safe conditions and proper contracts. There's no child labour, and children of farm workers are given free, reliable transport to and from school, so that their education isn't disrupted. The farm also runs an internship scheme for young people in the region, offering hands-on training in

ethical and sustainable coffee production. This isn't just about producing better coffee. It's about creating better opportunities for the next generation. And passing on the knowledge and skills needed to keep coffee farming headed in the right direction.

We believe that a truly responsible supply chain starts with how people are treated at origin. By supporting local employment, education and skills development, we are now helping to build a much stronger and more resilient coffee community.

“ We're proud to work alongside partners who care as much about people as they do about the crop.



Recruitment.

We recruit from a pool of graduates each year, to provide those selected with a kickstart to their career. We do this because we invest in the future. Not just the future of our business, but of the wider workforce in general.

We find our graduates a place in the business that suits their strengths and develop their skills. Several long standing members of our team joined FreshGround through this scheme.



Charitable work.

FreshGround is partnered with Great Ormond Street Hospital (GOSH), East Anglian Air Ambulances (EAAA), and the Rapid Relief Team (RRT). We make regular donations to these organisations, and our staff take part in independent fundraising outside of work that supports these charities.

Over 25 years ago, the grandchild of our founding partner was diagnosed with a lifelong debilitating condition. Great Ormond Street Hospital played a crucial role in their care and for this, and many other fantastic reasons, we take great pleasure in making charitable donations to support their work. Great Ormond Street Hospital Children's Charity champions a mission to put the 'child first and always'.

East Anglian Air Ambulance exists to save lives by delivering highly skilled doctors and critical care paramedics by air or road to the seriously ill and injured. Since their

launch in 2000, their team has attended over 30,000 lifesaving missions. This charity covers FreshGround's home region of Norfolk and also more widely, Suffolk, Cambridgeshire and Bedfordshire – 24/7.

Inspired by community spirit and the gift of giving, the Rapid Relief Team (RRT) serves people with care and compassion in their time of need. Some of our team are actively involved, volunteering on a regular basis. RRT provide compassionate support to charities, government and emergency services in crisis, across the world.

Charity has been part of FreshGround's story since the beginning, and as our business grows, so does our commitment to supporting those who need it most. We're proud to work alongside these organisations, and we actively encourage our clients to do the same.





Governance.

Our commitment to good and responsible governance.

Here at FreshGround, we believe that strong governance is far more than just a formality. It means doing the right thing for our people, our clients and our business. We're committed to staying within legislation, following our policies, and making sure our team feels supported, safe and well-informed. We also go above and beyond by operating a profit-sharing scheme that not only rewards our team for their hard work but also offers full transparency and shared ownership of company profits.

We're focused on becoming an employer of choice. That means creating a workplace where people are always treated fairly, given opportunities to grow and know they are part of something meaningful. We also recognise that successful companies want to work with partners who care about ESG. We respect our clients' brand standards and take our role in upholding them seriously. Our governance practices are in place to help support that trust.

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Our business practices and workplace standards.

We adhere to global standards for best practices, including those set by the British Retail Consortium, ensuring food safety, legal compliance, and consumer protection.

Policies such as:

- Equal Opportunities
- Anti-Harassment and Bullying
- Whistleblowing
- Cybersecurity
- Data Protection policy
- Anti-Corruption and Bribery
- Modern slavery

These policies reflect the company's dedication to fostering a fair, inclusive, and transparent working environment.

Managers are tasked with upholding the full standards of behaviour expected of staff, promoting equal opportunities and addressing any deviations from policy.

Leadership is committed to setting an example of ethical behaviour and ensuring that all staff understand and adhere to the organisation's policies and procedures.



Growth by Sharing (GBS).

That's why we follow a model called Growth By Sharing (GBS), where we share profits with our team once the company has met its regular financial commitments.

One third of our profits are reinvested into our business, one third goes to shareholders and the last third is shared between the staff as a bonus. Every week, our team meets to review profit and expenditure figures and track our EBIT - that's Earnings Before Interest and Tax - to

understand how the business is performing. All team members have an opportunity to discuss expenditure and ideas for revenue growth, it's an open forum where all staff are encouraged to contribute in order to get a variety of viewpoints to help direct FreshGround towards success. These sessions give everyone transparency and ownership, helping all staff to see what bonuses we may be on track to receive. It's a way of working that reinforces fairness, accountability and shared success.

“ **At FreshGround, we believe that our sustainable growth includes looking after the people who help build our success.**



