

Food for biodiversity report

2020-21

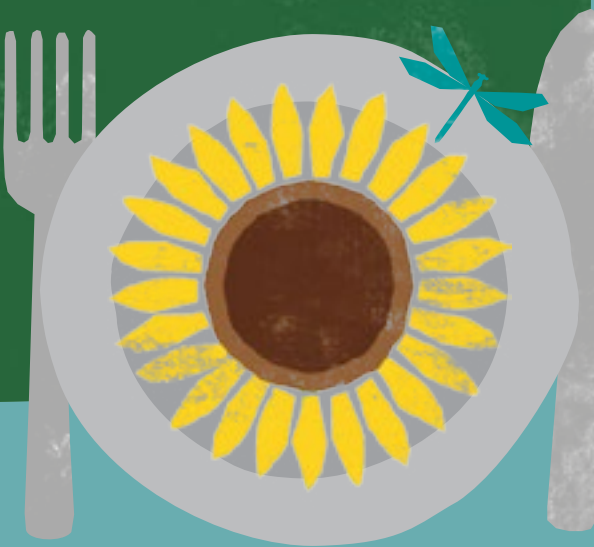


Protect, grow, cherish

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Foreword

“

We are Ecotone.

We exist to change something in the world that we see as broken – the way food is produced and how it impacts biodiversity.

We have a single-minded focus and wear our strong sense of purpose on our sleeve in everything we do. And our purpose is not simply a marketing story, it is deeply rooted in what we believe. Our mission is food for biodiversity. Our business is the mission, and that mission is our objective.

We want to challenge conventions and shake up the food industry from within, so we're taking action across our business – from what we make to how we make it, setting out a blueprint for change across the industry.

We are pioneers but we are not alone. Our stakeholders and customers trust us, and we trust them. We'll lead the change together.

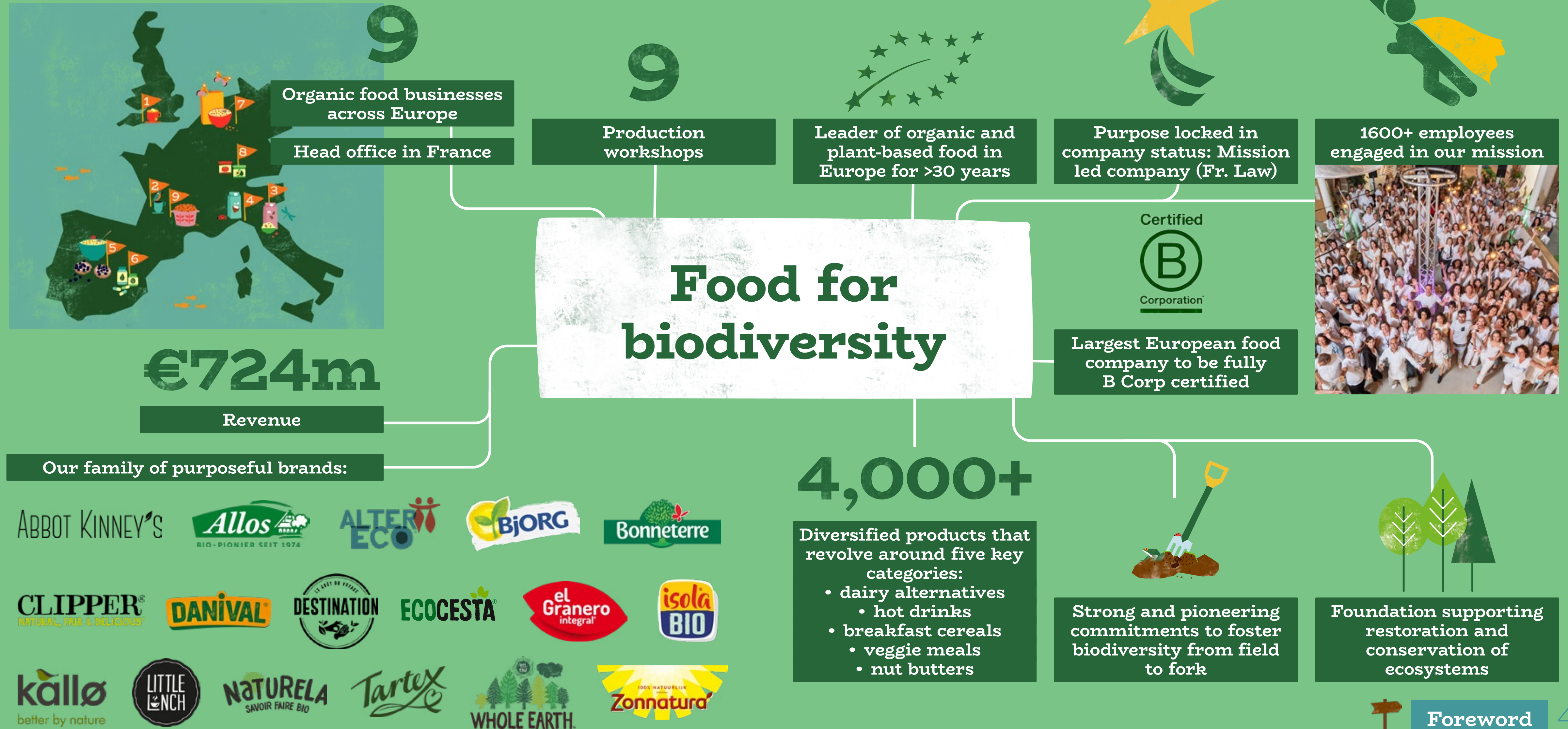
Christophe Barnouin, CEO



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A purpose-centric business



We are a mission-led company

On 30 October 2020, Ecotone achieved the status of a mission-led company, recognising our commitment to social and environmental impacts, not just financial gain.

Ecotone's mission, within the meaning of Article 1835 of the French Civil Code, is as follows: **'Promoting food that is good for people and biodiversity'**.

The status of an 'entreprise à mission' is defined according to the French Law 'PACTE' (action plan for growth and business transformation).

To become a mission-led company, Ecotone fulfilled four requirements:

1. Define a purpose, a mission in the Articles of Association
2. Set commitments, social and environmental objectives
3. Create a company Mission Committee to monitor the execution of the mission
4. Appoint an independent third party to verify the proper execution of the mission

Ecotone passed its first year audit and the Mission Committee highlighted the quality of the discussions and activities, and underlined the fact that **Ecotone's mission could be inspiring to transform the sector**.

The next audit will be published in 2024, the next report in 2023.

Find out more about [Ecotone's mission-led status](#).

Ecotone chose four societal and environmental commitments:

1. Improve health and help preserve the environment thanks to a portfolio of products mainly from organic farming

2. Encourage food and agricultural biodiversity by diversifying the plant species in our recipes

3. Contribute to the preservation of wild biodiversity and the restoration of ecosystems by developing approaches that apply agricultural practices fostering biodiversity

4. Raise awareness and engage our employees in achieving our mission

The Mission Committee



Didier Suberbielle

external expert, Founder
DS Participations



Pierre-Marie Aubert

external expert, Research
Director at IDDRI



Céline Bouvier

internal member, Sourcing
Manager at Ecotone



Maria Pelletier

external expert, Chairwoman
of the NGO Générations
Futures



Thierry Sibieude

external expert, Innovation
and Social Entrepreneurship
Professor, ESSEC





Putting biodiversity on the menu

Challenging conventions,
creating change

Biodiversity in crisis, humankind is what she eats!

We are in the midst of a biodiversity crisis. Today, more than a million plant and animal species are under threat of extinction. In the **last 40 years, global diversity has fallen by over 68%**¹. We are losing the biodiversity that allows the planet to support and grow life, forever.



The loss of biodiversity on our planet and the loss of diversity in the food we eat pose huge threats to all life on Earth. And that includes us.

Industrial farming systems are fuelling this crisis. **Chemical use drives species loss and pollution, over-farming drives deforestation and soil erosion.** Alongside this, calorie-laden, nutrient-poor foods create a health crisis in our populations.

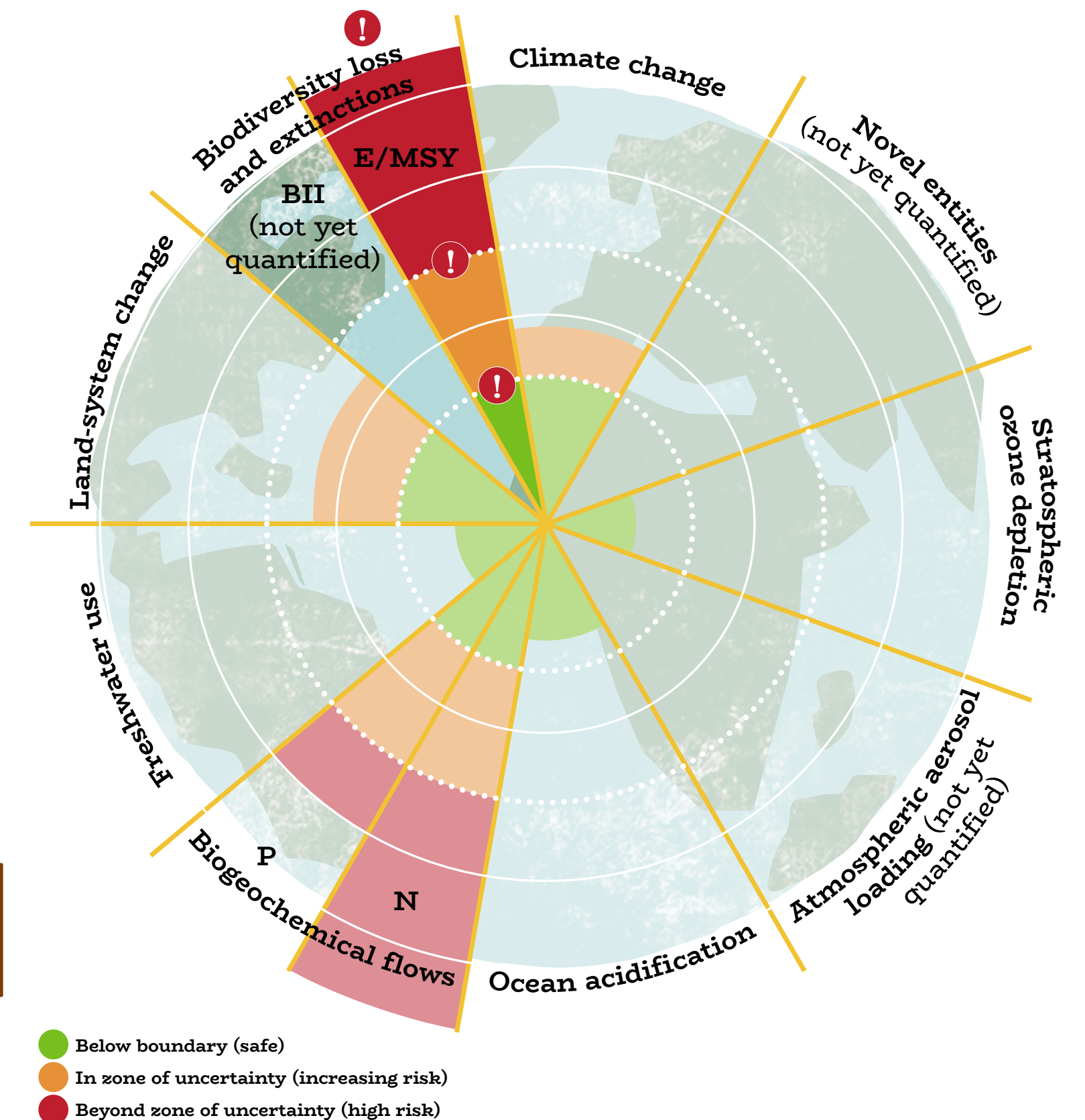
The pesticides used in conventional farming are causing the decline of many populations of bees, beetles, invertebrates

and birds. Small mammals and birds that use fields as a food source are also directly exposed to the effects of pesticides. In France, **the populations of countryside birds such as larks, partridges and turtle doves, have fallen by a third** in 15 years.² In fact, in certain ecosystems **near agricultural areas, up to 40% of species can disappear.** Extensive insect surveys show dramatic reductions – as much as **80% fewer insects**.³ Year after year, we get used to seeing fewer sparrows, chickadees, bees, earthworms... in short, we get used to our landscapes changing.

In France, for instance, it is estimated that **1.4 million km of hedges have been destroyed since 1950**, i.e. 70% of the national linear and France continues to lose nearly 11,500 km of hedges each year. A hedge can host up to 80 types of birds, 35 species of mammals, 100 species of insects.

The nine planetary boundaries are the thresholds within which humanity can survive. The concept of 'planetary boundaries' is endorsed by the United Nations and the international scientific community. **The boundary directly linked to biodiversity has already been exceeded, way ahead of the climate boundary.**

Food is one of the leading causes of biodiversity loss, but if we make the right choices, a simple sip or bite can boost biodiversity!



¹ [WWF, Living Planet Report, 2020](#)

² Où sont passés les oiseaux des champs? CNRS - Le Journal, 2018

³ Møller AP. [Quantifying rapidly declining abundance of insects in Europe using a paired experimental design](#). Ecol Evol. 2020
Gretchen Vogel, [Where have all the insects gone?](#) Science, 2017

Source: Stockholm Resilience Centre, Stockholm University



Our biodiversity mantra

Protect biodiversity

No chemicals

Constantly increase the proportion of organic sales in our assortment.

Today: 79% of our turnover
Our goal: 90% of our turnover by 2030

Plant-based

Keep the level of plant-based products at over 95% of our turnover (we do not target 100% as we want to preserve mixed farming-livestock structures, with a balance between animals and plants that are beneficial to biodiversity).

Today: 96% of our turnover
Our goal: >95% of our turnover by 2030



Grow biodiversity

Diversity of ingredients in our recipes

Increase the % of non-standard species in our recipes to more than 2/3.

Today: 64%
Our goal: >66% by 2030

Develop agroecological practices beyond the organic standards

Have 1/3 of our volumes of purchased strategic raw materials sourced through agri-chains applying practices enhancing biodiversity beyond the organic standard.

Today: <1/3
Our goal: 1/3 by 2030

Diversity & Inclusion in our teams

Have parity in senior leadership positions and foster diversity of social background when hiring new employees.

Women in leadership positions:

Today: 36%
Our goal: 50% by 2025



Cherish biodiversity

Support of iconic ecosystem restoration projects

Three iconic ecosystem restoration and conservation projects supported every year.

Today: 2
Our goal: 3 min each year

Awareness and engagement of our employees in achieving our mission

All employees committed to deliver our mission: 'Food for Biodiversity'.

Today: 88%
Our goal: 100% by 2030



Our recipe to foster biodiversity

Organic

The organic label is the only label that strictly prohibits the use of synthetic chemicals (pesticides, insecticides, fungicides, herbicides, etc.) and thus directly and indirectly reduces the pressure on biodiversity. **Organic farming can increase species richness by around 30% and the abundance of individuals increases by 50%.¹**

Ecotone chose to go organic more than 30 years ago and aims to continually improve its (agro)practices and objectives.

Today: 79% of our turnover
Our goal: 90% of our turnover by 2030



Plant-based

Globally, studies show that livestock product-related greenhouse gas emissions account for 89% of the carbon footprint of food and 15% of the total individual footprint – a share comparable to emissions from car transport.² It is also estimated that **80% of deforestation in the Amazon is linked to intensive livestock farming,³ additionally 30% of global biodiversity loss is linked to industrial livestock production.⁴** Finally, on average, **plant-based milks produce 19 times less GHG emissions than the same volume of animal-based milks.⁵**

Ecotone is helping people to choose plant-based alternatives to reduce demand for animal proteins.

Today: 96% of our turnover
Our goal: >95% of our turnover by 2030

Agrichain fostering biodiversity

Organic farming is a solid basis for preserving biodiversity. Practices such as the introduction of ecological infrastructure (hedges, flower strips, ponds, etc.), long rotation, agroforestry, etc. which go beyond the requirements of the European specifications, can help to promote even more biodiversity in and around agricultural areas.

Ecotone selects its raw material providers, with a focus on good agricultural practices for natural resources and biodiversity preservation, such as **soil regeneration, water conservation, forest conservation, CO₂ reduction**, as well as economic and social considerations. For this, full traceability back to farmers (or their co-op) is a must. We assess and monitor their profile and practices according to our own tools and, if necessary, partner with experts to support them in improving their practices.

Today: in 2021, we implemented a field biodiversity program endorsed by scientists and experts
Our goal: 1/3 strategic raw materials grown with advanced agro practices by 2030

Diversity of ingredients

2/3 of what we eat comes from only nine over-consumed plant species (corn, soybeans, rice, potatoes, wheat, palm oil, cane sugar, beet sugar, cassava), **impoverishing taste, nutrition and ultimately crop and plant biodiversity and the resilience of agrosystems.**

Ecotone is committed to diversifying the ingredients and plant species in its recipes for more nutrients and more biodiversity.

Today: already 64% of non-standard species in our recipes
Our goal: 2/3 by 2030



¹ Land-use intensity and the effects of organic farming on biodiversity: a hierarchical meta-analysis, Journal of Applied Ecology, British Ecological Society, 2013)

² [Le revers de notre assiette, Solagro, 2013](#)

³ Greenpeace report, 2009

⁴ Source: PBL Netherlands Environmental Assessment Agency, 2011

⁵ Source: Beatriz Queiroz Silva et al. 2022. Review on milk substitutes from an environmental and nutritional point of view



Case study:

Measuring and disclosing the use of pesticides: Ecotone unveils the first Avoided Pesticide Index (AIP)

Devised as a tool for businesses, this new indicator allows companies across the food sector, authorities and the agricultural sector to easily measure their pesticide footprint and develop appropriate reduction plans.

We measure carbon emissions, why not pesticide emissions? Significantly reducing our use of pesticides, which are so harmful to our health and biodiversity, is a key issue today and must be tackled collectively. With the Avoided Pesticide Index (AIP), **Ecotone calls on agri-food stakeholders to come together to evaluate their impact and help drive collective progress on pesticides.**

In line with this goal, Ecotone also supports the Solagro Association – an organisation committed to finding more sustainable farming solutions – in the launch of the first interactive pesticide map of France. Available online, the **map allows users to zoom in to each municipality and find information on the average use of pesticides by treatment type and by crop.**

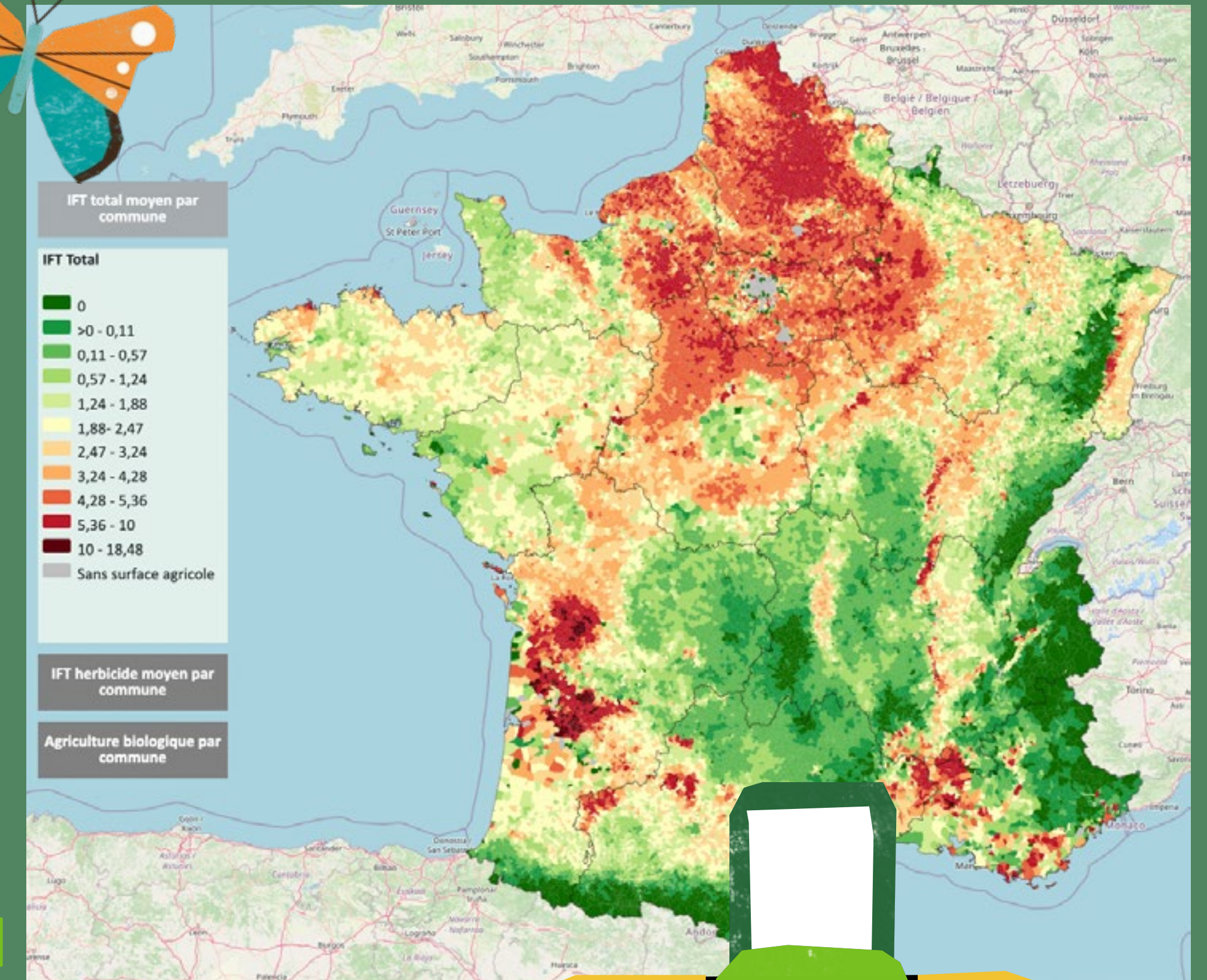


300,000

chemical treatments avoided

90,000

hectares of biodiversity preserved from chemical treatment

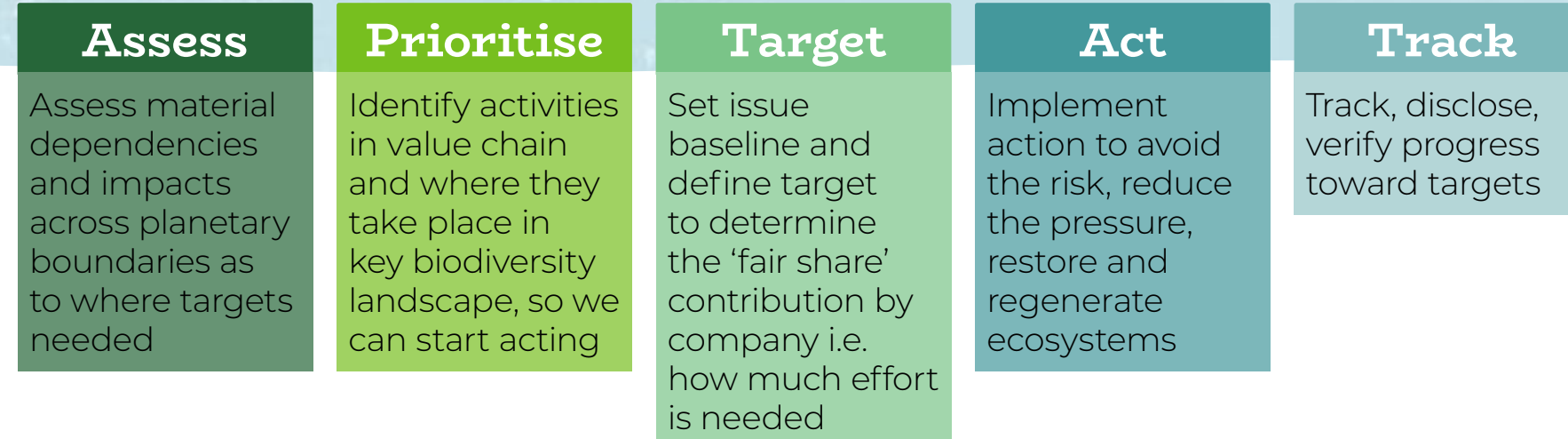


Creating biodiversity pressure indicators and setting targets for the world

The Science Based Targets Network (SBTN) is currently using a previously unseen scientific methodology to assess the impact of companies on biodiversity – Ecotone is one of the first companies to embark on the process and co-build it.

SBTN is a global coalition that uses scientific solutions to reduce corporate environmental impacts and restore nature, in line with scientific objectives. The SBTN unifies the fight against nature loss, defining common methodologies to set scientific targets that will respect planetary boundaries.

Ecotone became part of the SBTN Corporate Engagement Program in 2021, joining 96 other pioneer companies in 30 countries around the world, all with the goal of reducing pressure on biodiversity.



Case study:

Just your cup of tea: assessing the impact of tea production

As part of the SBTN, we have assessed the impact of tea in our value chain. The main conclusion of the study is that our tea is not a high-risk commodity for nature.

The study also found that **the impact that Ecotone's teas have on nature are lower per hectare (-50%) than conventional teas.** Farmers use polyculture and agroforestry to increase biodiversity; and low impact agricultural practices, for instance, spreading compost as pest and disease control.

50%

less impact on nature than conventional teas

CLIPPER
NATURAL, FAIR & DELICIOUS



Putting biodiversity on the menu

Case studies:

Going beyond organic
in our oat supply chain

With our partners, we've demonstrated that organic oats, cultivated with advanced agro-ecological practices, have a less environmental impact and emit 35% less CO₂ than conventional oats.



Less environmental
impact

35%

less CO₂ than
conventional oats



COCEBI is a 100% organic cooperative committed to good agroecological practices such as long crop rotation cycle (eight years) with legumes; high rate of cover crops; 100% organic farms; good soil management; and forest borders. In 2020, we launched the 'Green GO' project and partnered with COCEBI, Maobi (a consultancy firm), ADEME (French Environment and Energy Management Agency) and Solagro to measure the impact of better agropractices on the environment. We focused on the oat agrichain in plant-based drinks. Results are stunning and as expected:

Old nuts, new tricks: growing
ancient almond varieties packed
with biodiversity

To make our almond milk more biodiverse the teams across Bonneterre, Evernat and Isola bio are using ancient varieties.

Almond varieties include Genco, Filippo Ceo, Fra giulio, Cristo Morto, Montone, Rachele piccola, Catuccia, Antonio de Vito... to name just a few. It's a great switch, as **these nuts are much better adapted to the soil and environment where they grow.** The brands are also committed to developing this traditional almond cultivation in **a natural way using rainwater or micro-irrigation.**



Bonneterre

Evernat

isola
BIO



Putting biodiversity on the menu

Case studies:

Creating a song and (rain) dance: bringing biodiversity and birdsong back to the farms of Peru



Our Alter Eco team has funded a huge reforestation project (35,000 ha) to help wildlife and cocoa farmers alike. It's an uplifting journey of community and ecosystem restoration.



Alter Eco took on the mission to make its chocolate carbon-friendly. In partnership with the PUR Projet, Amazonia Viva Foundation and smallholding farmers in Peru, the brand has been planting trees in its cocoa fields. This is particularly special, as often 'offsetting projects' are conducted on lands not owned by partners.

In Peru, the varieties of trees selected provide a multitude of benefits: barriers to flooding; shelter to crop protection agents (i.e. birds, insects); and shade to protect the soil from heavy rains or hot dry spells. As well as this, some fruit-bearing trees (i.e., mango) help to diversify the products available for farmers to sell, and timber trees such as mahogany can be sustainably harvested and serve as a retirement asset for the communities' years down the road.

Over 200,000 trees have been planted to date in various countries, improving water quality, bringing back rains, birds and bugs.



Better breakfasts: making modern muesli with ancient grains

Bjorg and its muesli range brings long forgotten cereals to our breakfast bowls.

With a commitment to make food for biodiversity, Bjorg is helping consumers to rediscover the **exciting taste of ancient grains – einkorn, emmer and purple wheat along with oat, nuts and seeds.** Emmer is rich in proteins and minerals; einkorn is full of essential amino acids; and purple wheat has high content of anthocyanins, carotenoids and proteins. The new muesli range has obtained an A Nutri-Score and offers a unique experience in terms of taste, texture and nutritional intake. Beyond nutrition, using **these ancient grains supports biodiversity by bringing more alternative ingredients to our plates and our fields.**





Our incredible people

Champions of biodiversity,
positivity, inclusivity

Our people are biodiversity champions

As biodiversity is at the core of our mission, we don't just set aside one day to celebrate it, we train and educate our employees all year round to protect, enhance and cherish biodiversity. So that we are all biodiversity advocates.

Innovative and comprehensive training courses

Our **Learning Comes Naturally program** offers lots of information to help our employees in their day-to-day work and toward their personal development. This program includes a module dedicated to our purpose and commitment, delivered via traditional e-learning or other innovative format, such as an escape game.

Biodiversity conferences and Q&A all year long

Regularly, throughout the year, **'Fast & Curious' conferences with high-level external and internal experts** are broadcasted to all employees internally. During an 'Ask Christophe' event at least three times a year, **our CEO answers employees' questions live** and gives an update on our purpose-driven business model.

A biodiversity day for all our employees

All employees in Europe dedicated one day to take part in our **'Biodiversity Day' to share insights, get inspiration and take immediate actions.**

Mandatory corporate social responsibility (CSR) target for everyone

All employees of all departments have at least one **CSR target in their annual performance goals** and review, for example carbon reduction, diversity and inclusion, sustainable sourcing, etc.

Volunteering in line with our mission

Employees are given **one day per year to volunteer with an association** in line with our mission. Mentoring, workshop, skill-based sponsorship, field support... anything is possible.

Today: 88% of our employees say they are committed to deliver our mission
Our goal: 100%!

Case study

The world's largest 'Biodiversity Collage'

During the pandemic, in 2020, when people were in lockdown, we organised the world's largest 'Biodiversity Collage' (an educational interactive workshop) with Ecotone employees. It could have been a Guinness World Record!



Our workplaces embody our mission

Work takes up so much of our lives. But we are committed to creating an engaged, diverse and valued team. That is why our offices are not just places to work but places to inspire behavioural change and live out our commitments every day.

All European offices are designed to match our values. And our headquarters in France is the symbol of what we're committed to:

“

Our food for biodiversity mission puts us at the forefront of the food revolution. The team is motivated by this and the contribution they can make every day to build a future food system that is sustainable and healthy for both people and the planet.

Stendert Krommendam, Group HR Director

”

WELL certification – the first in France

Our headquarters building is the first in France to be awarded the silver certification by 'WELL'. **WELL understand the relationship between the physical environment and people's health and wellbeing, and recognise the places and spaces that truly enhance this.** The methodology is based on seven years of research with scientists and experts to understand how buildings can improve quality of health and how to limit bad effects.

WELL certification takes into consideration aspects such as air, light, water, food, comfort, materials, sound, mind and community. When implemented well, these create healthier places for people.



Nourishment: organic and delicious

Food is at the very heart of our activity, and food is at the centre of our building. **Our open kitchen and grocery offer a wide variety of organic products (400+!) from our brands and promote plant-based nutrition.**



Air quality: at all levels

This is the most important criteria of the WELL certification, with more than 10 requirements. **Our actions to reduce inside air pollution** include:

- continuously filtering the building with new air
- ensuring all furniture and building components guaranteed A+ to ensure the healthiest air possible. And we also use vintage furniture to foster upcycling
- prohibiting all smoking on site except in the smoking area, which is more than 7.5 meters from the building



Physical and mental health: a healthy mind in a healthy body

We have a gym with a private coach who offers classes such as pilates, Swedish fit and cross training during lunch breaks. The view from the office is beautiful and rich with biodiversity. Bee hives, a vegetable patch and conservation grazing give employees a chance to get close to biodiversity.

La Ruche perfectly reflects Ecotone's identity, right down to the names of our meeting rooms, which are inspired by the agroforestry scheme. See you in meeting room rhizobium, carabid or spelt!



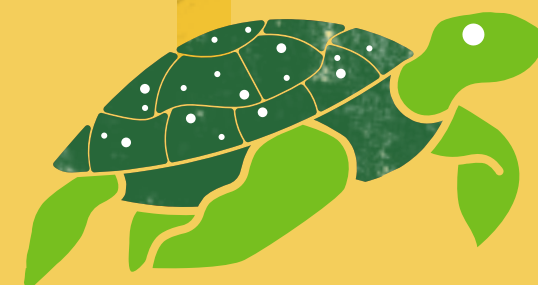
Case studies:

We CARE: recognising the dedication of our employees

Although we operate across different countries, we all share the same CARE values – Cooperation, Agility, Responsibility, and Entrepreneurship.

Through our annual CARE awards ceremony, we highlight the initiatives of our employees and how they live the CARE values every single day.

- 102 projects selected in 2021
- 5 winning teams
- Award and gifts to Ecotone's winning teams as well as money donation to partners' cooperatives selected by employees in Peru and Ivory Coast



Pioneering preservation: DANIVAL's protected location

The Moulin d'Andiran, head office of DANIVAL, is in the countryside of south-western France, a Natura 2000 world heritage site, where biodiversity is extremely rich.

This area has been classified as Natura 2000 since 2013 due to its rich fauna and flora. The Natura 2000 classification aims to halt the loss of biodiversity by identifying ecosystems of great heritage value and ensuring the preservation of the biodiversity on these sites.

There are many protected species on the DANIVAL site including butterflies, dragonflies, bats, eels, salamander and the famous European pond turtle. The classification is a great symbol of commitment to humans and the environment, but also a serious challenge for DANIVAL. Every day, it needs to carry out its day-to-day business without impacting on this exceptional green space. But DANIVAL is fully signed up to protecting the biodiversity in the area. It takes care not to disturb the bats, not to cut off access, not to create waste and also raise awareness among employees to make sure everyone understands the importance of the site.



Sweet smelling, smart thinking: planting wildflowers around our facilities

In 2012, a group of colleagues at Allos started to plant wildflowers on the farm around the production facility in Drebber Blühwiesen.

It began as a small idea to provide a quiet and undisrupted home for bees, bumblebees and small animals. Since then it has grown and, in 2020, Allos worked alongside communities, farmers, associations and locals to plant over 12 hectares of wildflowers.



We are diverse and inclusive by nature

As we say at Ecotone: “In nature, an ecosystem is more resilient when it’s diverse. The more diverse an ecosystem is, the greater its richness!” And the same goes for our company.

In 2020, we decided to combine our different diversity and inclusion programs into one and launched the I’mIN program.

We are focusing on two areas: gender diversity and gender balance, and social background.

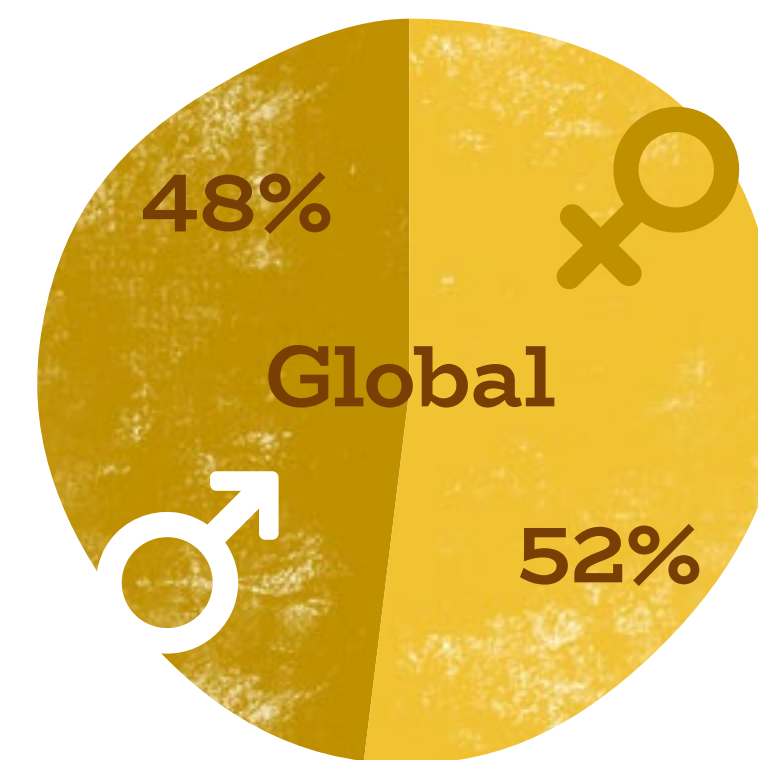
We are building a diverse and inclusive workplace that avoids conscious and unconscious bias; which includes people whatever their age, gender, sexual orientation, race/ethnicity, religion, disability, background, perspective, experience; that nurtures and embrace differences; where people are respected, valued and heard; and which aligns with our biodiversity mission.

We have a communication and action plan for each country and are rolling out training and workshops, conferences, and

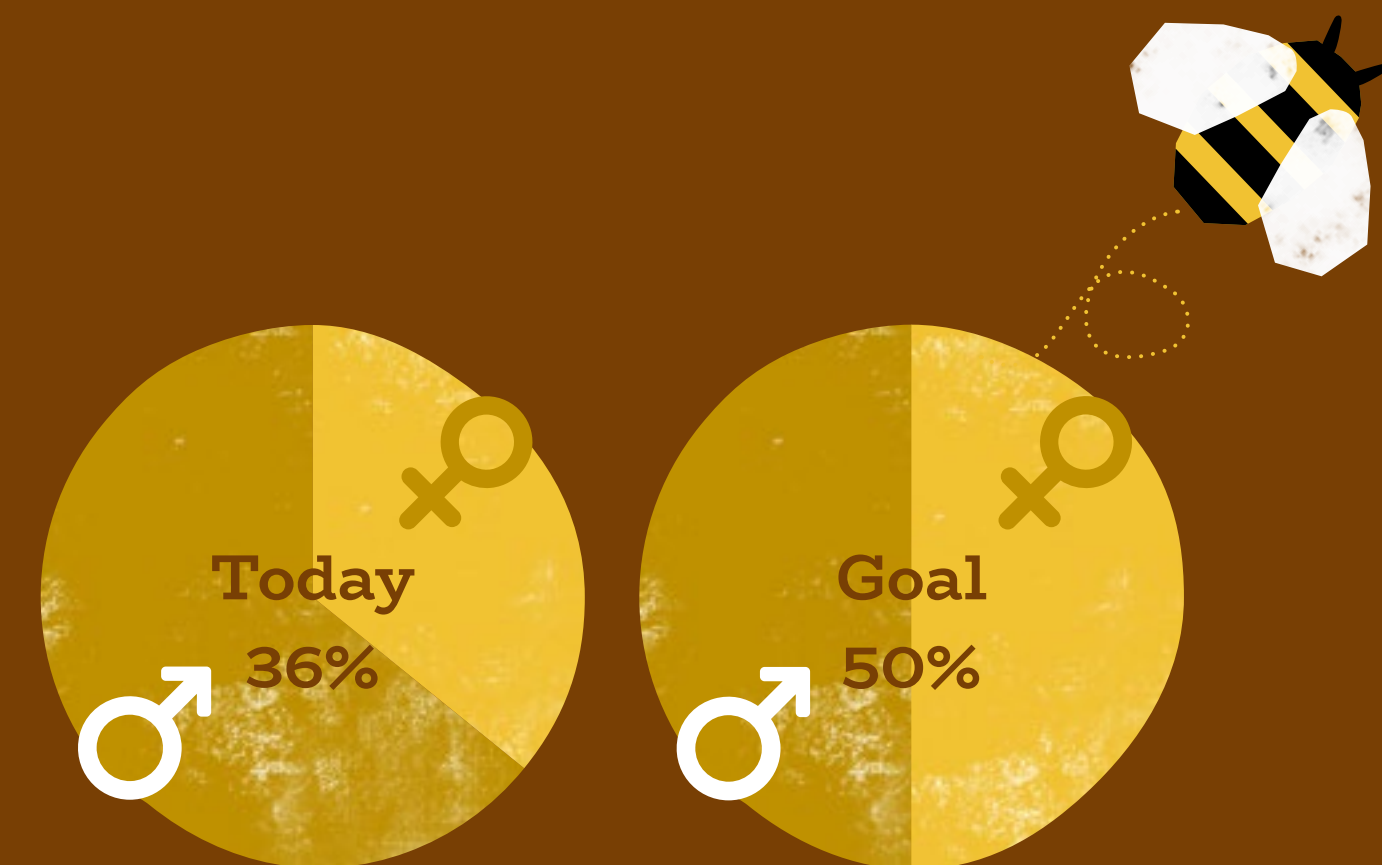
partnerships with other organisations. We also have an Inclusion Board to define the overall ambition; an Operation Board in charge of implementation; and Local Ambassadors to develop and deliver local actions.

We are building a diverse and inclusive workplace that avoids conscious and unconscious bias

Female and male employees in 2022:



We will have gender equality in leadership positions by 2025



Case studies:

Creating a world where every child gets equal opportunities

We're supporting a holistic program led by JINC in Benelux to give self-confidence and motivation for a better start in the labour market for young people.

For the 2020-2021 school year, we directly supported 616 teenagers through various programs, such as all year long mentoring, discovery internships, digital workshops and healthy food trainings. Around one-third of our people based in the Netherlands were involved in this program.



Future focus: career insights for UK youngsters

Working with MyBigCareer, we are giving teenagers from disadvantaged backgrounds the opportunity to get to know what a career at Ecotone could be like.

We're running workshops and our employees are stepping up to be volunteer mentors. Alongside career guidance, we are also showing these young people how the food they eat impacts on the natural world and what we're doing to protect and grow biodiversity.



DuoDay: discovering the world of work at Ecotone

Through DuoDay we welcome people with disabilities to get involved for a day to discover what a job at Ecotone could be like.

Working alongside one of our team members, our visitors immerse themselves in a role and find out what opportunities exist. We also offer internships through our partnership with Cap Emploi.



Safety every day

Our vision is that all incidents are preventable, and everybody should feel empowered to protect everyone's health and safety in the work environment and beyond.

Everyone we are responsible for – employees, visitors, contractors and other third-party workers – must be provided with a safe work environment where they want to be, stay and grow. Our vision is that all incidents are preventable, and everybody should feel empowered to protect everyone's health and safety in the work environment and beyond.

This vision will help us to achieve zero incidents and is also promoted across our supply chains through our Supplier Code of Conduct.

Through sharing incidents, early intervention and training, we aim to prevent incidents before they occur. We learn from and measure our workplace safety by monitoring our incident levels (reactive) and observing HSE actions and conditions (proactive).

Our leadership team is responsible for the major decisions that influence Health, Safety and Environment – strategic direction, securing and allocating resources and ensuring the company has appropriate people, systems and equipment to reach our goal – **developing sustainable supply chains and factories that reduce impact on nature and bring safety to everything we do.**

Our goal: zero work accidents with lost days by 2025

Read our [Health, Safety & Environment Policy Statement](#).



We're a great place to work

The Great Place to Work (GPTW) certification evaluates the quality of life at work. We have obtained the GPTW certification and all our business units are certified GPTW.

The evaluation is based on an anonymous survey sent to employees, called Trust Index. It includes nearly 60 questions based on GPTW's five-dimensional model: trust, maximising human potential, values, leadership effectiveness and innovation.

With positive results from the survey, we have obtained the GPTW certification and all our business units are certified GPTW. To go further, we have submitted a cultural audit to GPTW, which sums up our managerial practices, in order to become best workplace laureate.

Each year we share the results of the survey with our employees. We collect feedback to make sure we focus on the right issues and create an even better place to work!

Great Place to Work 'Trust Index'

Today: 72 (max is 100)

Our goal: continuous improvement!



GPTW Survey – February 2022



Strongest principles: values and maximising human potential

1178

employees completed the survey



83%

response rate



81%

of employees are proud to work at Ecotone



95%

of Ecotone's collaborators agree they are treated fairly, regardless of their sexual orientation



Our incredible people

Pioneers with impact

Mission driven,
proud to be B Corp



We are a force for good, we are B Corp pioneers

In 2019, Ecotone became the first and largest European food company to obtain B Corp certification in Europe.



100%

of Ecotone's revenue is
B Corp certified

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet **the highest standards of overall social and environmental performance, transparency and accountability** and aspire to use the power of business to solve social and environmental problems.

Today, 100% of Ecotone's revenue is B Corp certified with a total of 91.7 points... and it should be higher in 2022! We've implemented new initiatives since 2019, KPI or better processes on inclusion, diversity, packaging, environmental practices that led to great results. The median score for ordinary businesses who complete the assessment is currently 50.9. This certification will be renewed at the end of 2022, marking three years of our journey with the B Corp global network.

Find out more about [Ecotone's B Corp certification](#).



50.9 median score for
ordinary businesses

Overall B Impact Score

80 qualifies for
B Corp certification

ecotone
scored:

91.7
(2019)

Expected
to be higher
in 2022!



Challenging suppliers to boost biodiversity

Every day we work with more than 900 suppliers (raw materials, packaging, finished goods and so on). We have to engage them in our mission. If we don't, we simply cannot achieve our ambition on biodiversity.

Fundamental rules

All our suppliers must respect the fundamental rules of the ILO (International Labour Organisation) convention by accepting our **Supplier Code of Conduct**. They must also register on the Sedex Advance platform (Supplier Ethical Data Exchange) to prove their compliance with labour requirements, health and safety, the environment and business ethics. To guarantee the quality and safety of our products, we define the minimum requirements applicable to any Ecotone supplier, in our Product Quality Booklet. **Our quality experts verify that the defined requirements are met.**

Long-term relationships

We know that our purchases and supply chain are subject to major societal, social and environmental challenges. We also know that we cannot achieve our mission without the support of our suppliers. That is why **we create the conditions of a long-term relationship with mutual engagement to have a positive impact on our ecosystem**. We have created a new commitment model with three levels – supportive, collaborative and partnership. At the same time, we conduct a qualitative feedback survey to better understand our suppliers' needs and interests.

Our goal: maximise supplier partnerships and collaborations to reach:

For finished goods suppliers: 65% of purchase turnover covered by 2025

For raw materials and pack suppliers: 35% of purchase turnover covered by 2025

Our vision of responsible sourcing

Sustainable Products

The purchase of products that meet our high standards regarding identified challenges



Responsible Relationship

The relationship with our suppliers and our common CSR Performance

Mitigate our collective impact on environment

We know that partnering with our suppliers is crucial to drive broad transformations and mitigate our collective impact on environment. That is why, every three years, **we conduct a KPI survey on environmental impact (waste, water, carbon footprint, biodiversity) and request from our suppliers their improvement action plan.**

Rock solid methodology

We aim to accelerate progress towards our CSR commitments by actively onboarding our partner suppliers, especially on climate and biodiversity actions. We engage our suppliers on topics such as energy efficiency, carbon impact of transportation, deforestation footprint, and insetting projects. **To support our suppliers, share knowledge, build common action plans and monitor the progresses, we created a dedicated role in Ecotone's CSR team.**

Find out more about the commitments and actions outlined in our [Responsible Sourcing Policy](#).



Case study:

Sweet spot: HALBA's carbon-conscious confectionery

Chocolate producer, HALBA, has been one of our key partners since 2013. They are highly engaged in a carbon reduction program and committed to zero deforestation:

"We reduce CO₂ emissions wherever possible. We also work with large programs of CO₂ compensation projects and implement reforestation projects in our own cocoa supply chain."

HALBA measures its carbon footprint and has a target to reduce CO₂ by 21% (per unit of goods sold – tonnes) by 2026 (versus 2020). The company has already implemented strong actions – currently, 95.1% of energy used in production sites is from renewable sources – but HALBA wants to go even further and reduce its environmental impact in terms of cultivation, production, transport and packaging.

"We ensure that 100% of our critical raw materials with high deforestation risk, such as soy, palm oil, coffee, cocoa, meat, wood and paper, come from deforestation and conversion-free sources."



Case study:

Recover eroded soils and boost biodiversity in degraded land

We're supporting an agroforestry programme in Honduras to increase cocoa yields, improve farmers' income and attract the next generation of cocoa producers.

Since 2021, we are part of a Dynamic Agroforestry (DAF) project with 10 cooperatives' partners supplying cocoa from Honduras, among which the main ones are COOPROASERSO & SAN FERNANDO SPO. The program is financially supported by USAID and Ecotone, with the technical help of Ecotop Consult. Dynamic agroforestry consists of associating a large diversity of plants and species with cocoa trees, so as to favour positive interactions and energy flows between the species and with the soil. This dynamic cropping model is a resilience factor for farmers through the following impacts: **soil rehabilitation, climate change adaptation, disease reduction, income diversification and yield improvement.**



Proud to be Fairtrade pioneer and leader

Our Fairtrade chains involve purposeful brands such as Alter Eco, Clipper, Bonneterre, Danival and Destination.



Clipper is the world's largest Fairtrade tea brand. And other brands in other categories follow this lead!

Today: 48% of our chocolate bars, tea and coffee turnover is Fairtrade

Our goal: maintaining and improving our participation in Fairtrade chains

Fairtrade guarantees that producers are being paid a fair and stable price for their products, allowing them to develop their business and work their way out of poverty.

To validate our approach, we rely on recognised certifications (Fairtrade Max Havelaar, Ecocert Fair for life, Biopartenaire).

We also pay the Fairtrade premium which is an additional sum of money that producers can invest in any projects they choose to help improve their community standards in education, health and housing.

Last but not least, **organic and Fairtrade is usually associated with additional environmental benefits** through better agricultural practices for instance.

Fairtrade certifications



Our Fairtrade brands

Case study:

Fairtrade with a bonus

Ecotone has implemented a Fairtrade bonus on agroecological agrichains.

For example, we provide financial support to the coffee cooperative FECCEG in Guatemala.

In partnership with FloCERT Certification, we contributed US \$50k. **This money helps to fund major projects – 80% goes towards improving production systems such as compost production, rainwater harvesting and coffee nurseries.**



Our carbon footprint decrease journey

Climate change is one of the five major causes of the destruction of biodiversity. Nearly 20% of habitats and 12% of species of interest in Europe are threatened by climate change.¹ In line with its mission to preserve biodiversity, and according to the Paris Agreement, Ecotone has set ambitious impact reduction targets and initiatives throughout its value chain to reduce its footprint.

	2017	2021	Evolution	Target	Key achievements
Scope 1,2	7,693 tonnes CO ₂ e	9,020 tonnes CO ₂ e	+15%	-55% (absolute) CO ₂ e by 2030 versus 2017	95% renewable electricity at Ecotone 2 new acquisitions, i.e. increase of the volumes
Scope 3	0,462 tonnes CO ₂ e/K€	0,414 tonnes CO ₂ e/K€	-12%	-43% (intensity) CO ₂ e/K€ on agricultural raw materials, transport and packaging by 2030 versus 2017	6% reduction in carbon from raw materials impacts (compared to 2020) thanks to improved agro-practices 3% reduction in carbon from transport thanks to lightweight and intermodal transportation
Scope 3		11% PTO ² of third part suppliers engaged		Engage 20% (PTO) of our third party suppliers in a carbon strategy	CO ₂ requirements integrated in suppliers' partnership contract

1 Source: French Ministry for the Ecological Transition
2 PTO = Purchase turnover

Case study: Moving on: carbon cutting ways of transporting goods

In 2021, Ecotone moved from truck transportation to intermodal transportation, saving hundreds of CO₂ each year.

For Abafoods it means a switch to 50% intermodal transport (train and truck) from its factory in Italy to other EU warehouses. For France **this saves around 150 tons of CO₂e each year**. And a 100% shift (boat and road) to its Spanish warehouse **saves 200 tons of CO₂e each year**.

We've also increased the capacity of the trucks used between UK and France, Netherlands and Germany. In France, 10 trucks in 2021 and 52 in 2022 did use 2Win trailers for double-stack pallets instead of single ones. Instead of transporting 33 pallets in normal trucks, we can put 54 pallets in 2Win trucks, which means moving more products with fewer trucks. These double stacked pallet trucks save 0.737 tonnes of CO₂e per trip to France, meaning a saving of 7 tonnes of CO₂e in 2021, 39 tonnes in 2022 and a predicted 63 tonnes in 2023 in France alone. **Combining German, Dutch and French flows, we estimate a saving of 280 tonnes of CO₂e.**



Our carbon footprint decrease journey

Ecotone has set up a low-carbon strategy in three steps:

1. Yearly CO₂e emissions measurement

Since 2017, we have been annually measuring CO₂e emissions for all Ecotone's activities on:

- **Scope 1** = Direct emissions: own gas consumption mainly (offices + factories)
- **Scope 2** = Indirect emissions related to electricity purchase for Ecotone's activities
- **Scope 3** = All our indirect emissions (raw materials production, upstream and downstream transport, packaging etc.)

The most important part of our CO₂e emission is in scope 3, mainly due to the impact of raw materials production:

Scope 2 is near zero thanks to 95% of the electricity consumed by Ecotone being from renewable sources.

2. Target set according to the Paris Agreement

Since 2019, Ecotone is part of a trajectory to reduce its greenhouse gas emissions according to the Paris Agreement, whose objective is to keep global warming under 1.5°C by 2100.

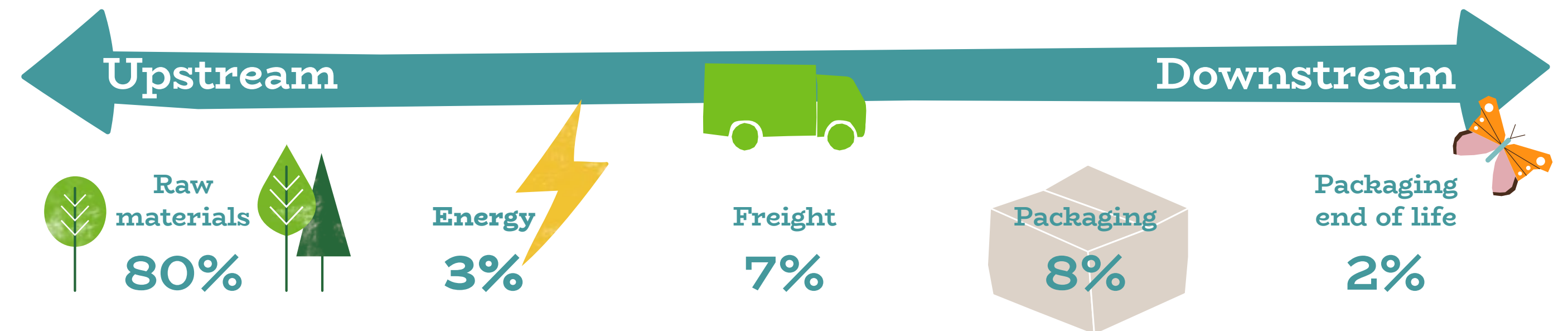
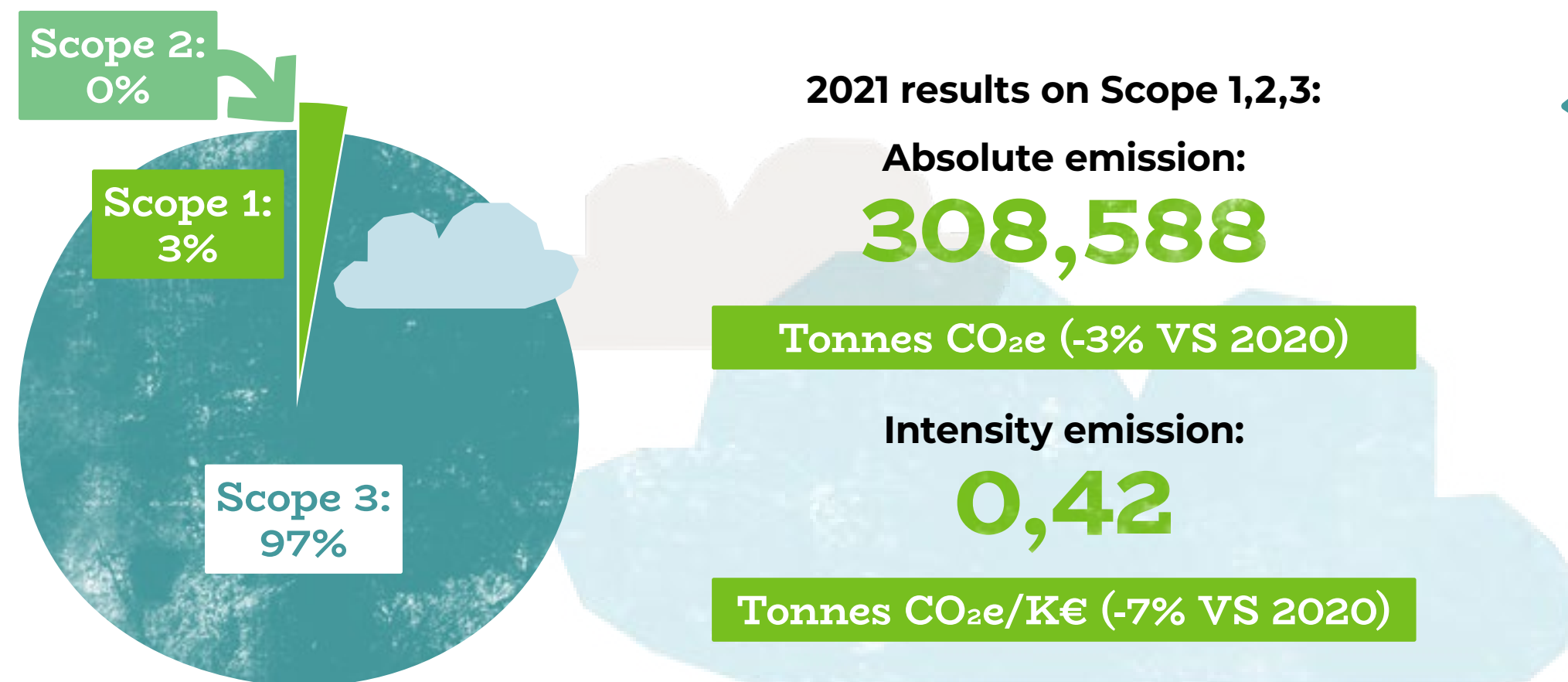
3. An ambitious plan

To achieve these objectives, Ecotone has developed an ambitious action plan:

Scope 1 & 2: Use 100% renewable electricity in offices and production sites by 2025.

Improve energy efficiency and gradually replace gas with green biogas in production sites (100% biogas by 2030).

Scope 3: Work jointly with the various stakeholders on agricultural practices, transportation of goods and packaging, and engage our supply chain partners in a carbon strategy.



Fighting deforestation

Intensive livestock farming contributes to deforestation and climate change, two major factors in the collapse of biodiversity.

80% of deforestation in the Amazon is linked to intensive livestock farming,¹ and 18% of greenhouse gases are linked to livestock farming.² **We're committed to protecting biodiversity through organic and plant-based food.**

At Ecotone, we are tracking and tackling risk commodities internally in sourcing strategies and policies. We are also committed with other pioneering companies to creating indicators and a new global framework (Science Based Targets for Nature initiative), including deforestation, with the goal of reducing pressure on biodiversity (see [page 11](#)).

We also choose to disclose via CDP forest³ our score on soy and palm oil – we've been scored B (scoring from A to D) for our second CDP assessment in 2021. **Our goal is to reach 'A' grade by 2025.**

To do so, we've started to implement a new thorough action plan along with a **zero-deforestation policy** that will be disclosed in 2023.

Today: CDP grade 'B'
Goal: CDP grade 'A' by 2025



¹ Greenpeace report, 2009

² Institute for Climate Economics, 2019

³ CDP is an international non-profit organisation described as the gold standard of environmental reporting with the richest and most comprehensive dataset on corporate and city action

Planet-friendly packaging

When it comes to packaging, our mantra is reduce, recycle and use renewable materials.

100% of our packaging will be re-usable, recyclable or compostable by 2025. At the end of 2021, Ecotone had already reached 73% of recyclable packaging on 3/4 of its scope.

Today: 73% (of recyclable packaging for 75% of products)
Goal: 100% by 2025

To achieve significant environmental impact reductions, we are focusing on:



Case study: Packaging innovation is our cup of tea

‘The sift proof project’: a new packaging innovation saving 20 tonnes of plastic from going to landfill each year.

Clipper is pioneering packaging; it was the **world's first tea company to make its teabags unbleached, non-GM, plant-based and fully biodegradable** in 2018. In 2021 they decided to go one step beyond with their boxes as part of a **£1 million investment: removing the unrecyclable inner foil bag across Clipper's larger pack formats, making the packaging fully recyclable, 100% plastic-free** and suitable for kerbside collection for the paper recycling stream.



Case studies:

Zero water waste: full cycle water system at Abafoods

As a European leader in dairy alternatives, Abafoods has been an organic pioneer in Italy for over 20 years and represents a European Centre of Excellence for plant-based drinks Research & Development.

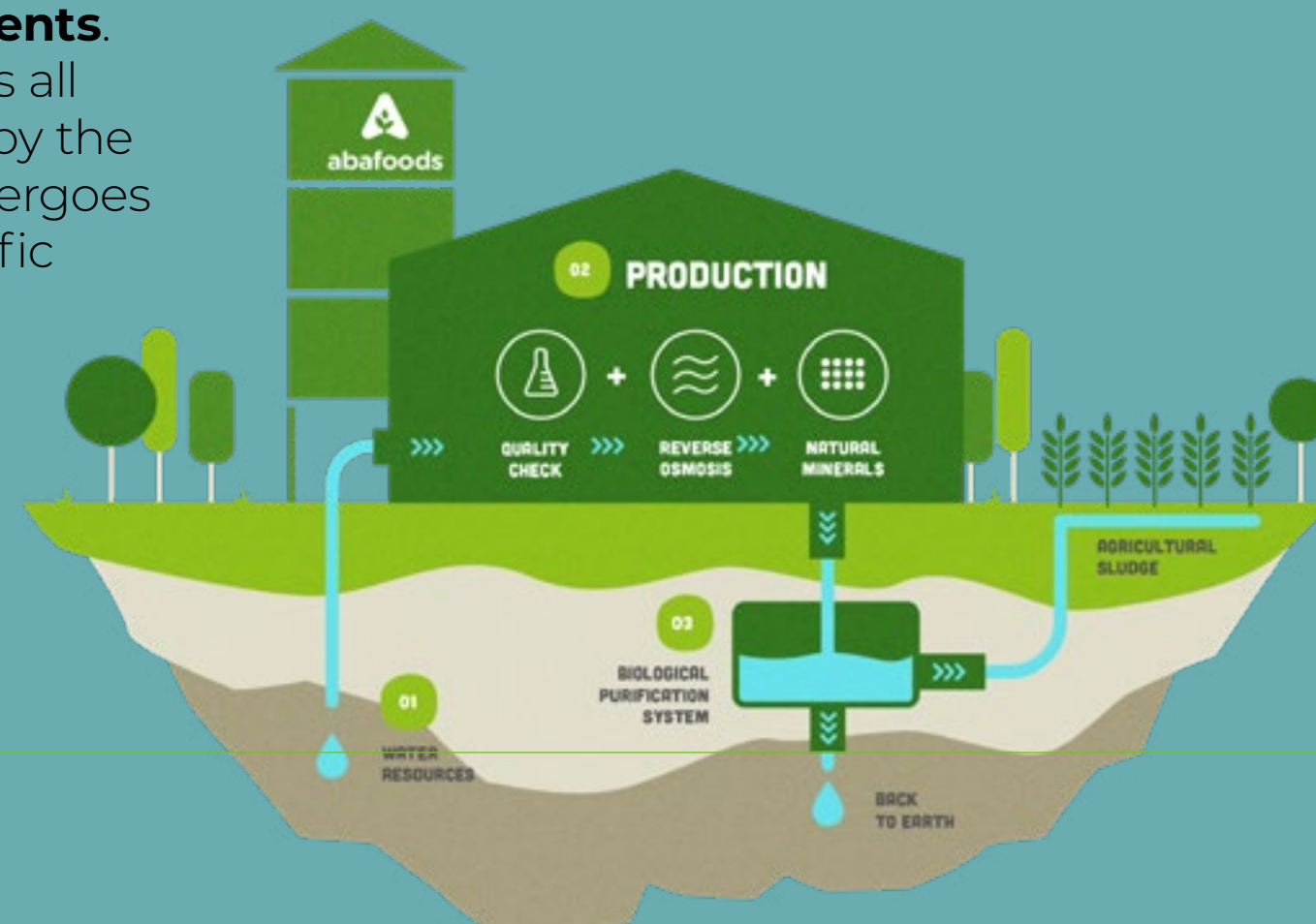
Abafoods is among the leading producers of plant-based drinks, with over 120 million litres produced each year.

Abafoods has achieved zero water waste through its full-cycle water system.¹

Reverse osmosis is at the heart of this process – **it provides the highest level of filtration without needing any chemical reagents.**

A remineralisation process then returns all naturally occurring minerals removed by the osmosis. The water used in drinks undergoes periodic analysis and must meet specific chemical, physical and microbiological standards.

Any water not used in our drinks is filtered by a biological wastewater treatment. It meets all legal standards and is released into a canal at the back of the factory where **it is used for irrigation, and so closing the loop with the land.**



¹ [Diagram taken from website, view original](#)

Waste not, want not: a new life for production waste

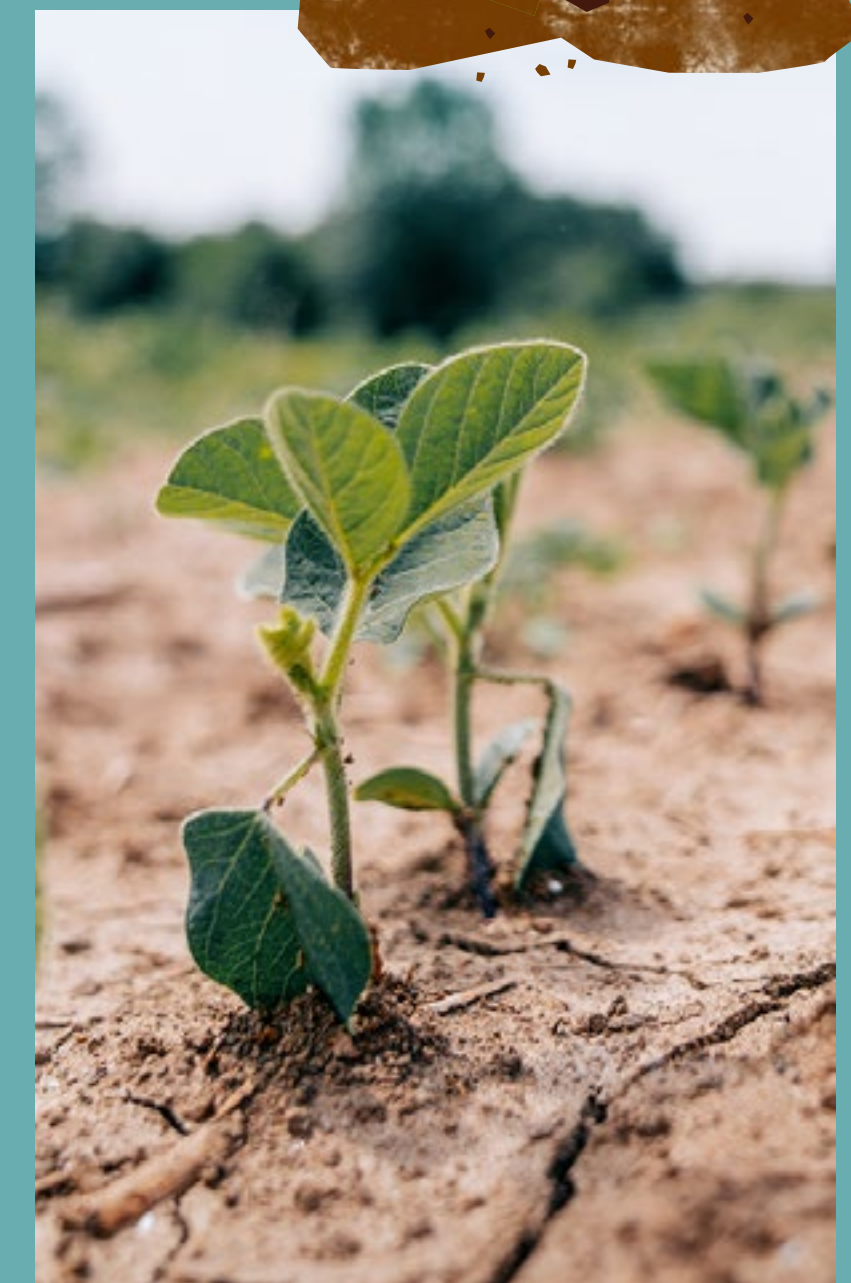
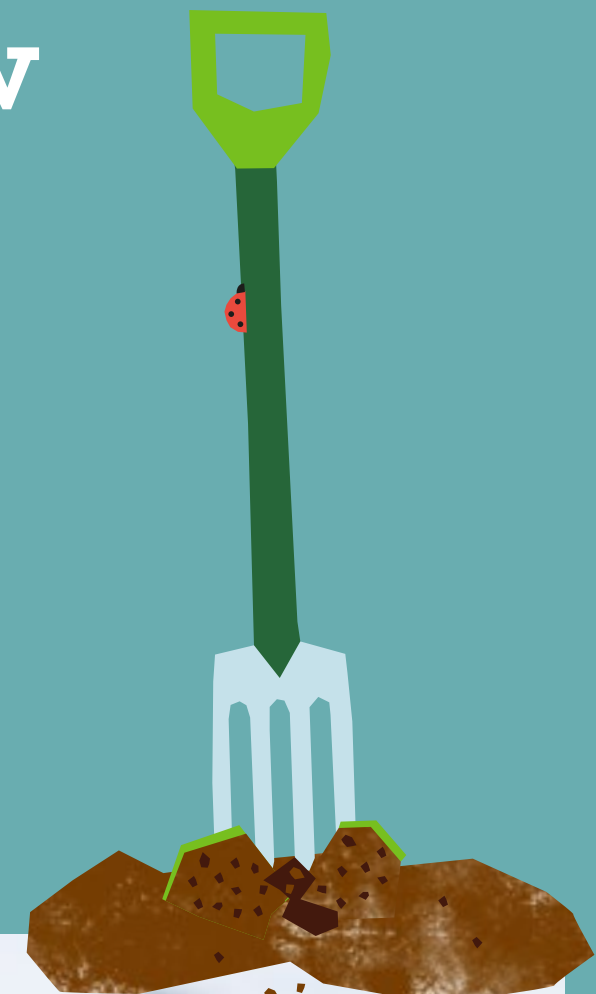
No waste landfilled as part of our operations is our goal. Our Italian production facility is already zero-waste to landfill. See how...

The organic sludge of our wastewater system is a living material. As it ages, it becomes less active. At this point, **it is dried, analysed and used as fertiliser in agriculture** – but only on fields compatible with the dried sludge and after approval from the relevant authorities.

When it comes to cereal drinks, after extraction, filtration separates the solids ('exhausted' cereals) from the liquid. **These solids are called 'okara', which are dried in pellets and sold as animal feed.** We're currently running a study with Padua University to find more alternatives for this by-product. Sometimes the liquid product does not meet specifications and needs to be disposed of. In these cases, the liquid is collected and used for biogas production.

Ecotone global waste to landfill:

Today: 3%
Our goal: 0% by 2025



Our ecosystem to foster food for biodiversity

We are working hand in hand with well-known and global organisations to foster biodiversity protection and social and environmental change in the sector.

Certifications:

B Corp, AB, EU Organic, Bioland, Bio Suisse, Fair for Life, Fairtrade, RSPO, BioEd, Great Place to Work, WELL



Frameworks:

Science Based Targets, Science Based Targets for Nature, ISO, CDP



Institutions:

We are active members of the main organic and food organisations in each country we have offices.



Case studies:

Pioneering organic and open source knowledge on biodiversity

Ecotone foster knowledge and best practices to uplift the sector.

Ecotone shared its good practices in biodiversity to **help create a guide for companies regarding preservation and restoration of biodiversity** in the organic sector with the co-definition of 18 progress indicators.

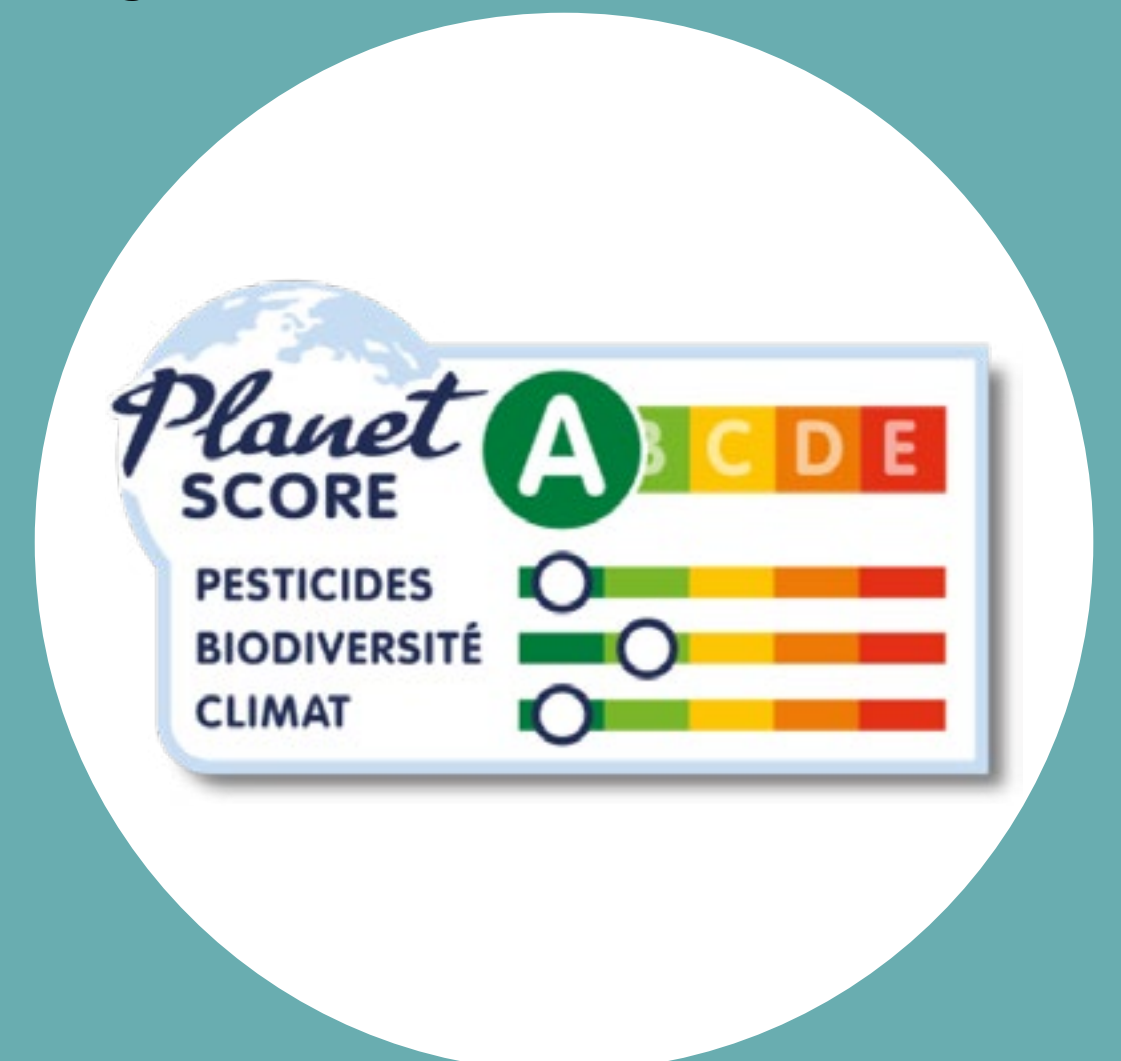


Supporting innovative environmental scoring

Planet Score is a methodology of environmental scoring developed by scientists and experts, and supported by numerous NGOs.

The scoring is rated from A (low impact) to E (high impact) and is divided into three indicators: pesticides, biodiversity and climate. The score also provides information on the breeding method.

We supported this initiative from the very beginning as Planet Score is the best indicator of sustainable agriculture developed so far. We have already tested more than 200 products in France and we are the first organisation to test it European-wide on four of our brands.



Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) were defined by the United Nations in 2015 to identify the key topics for sustainable development. They are also called ‘Global Goals’.

The SDGs represent our global challenges; challenges that we all need to address to ensure our future.

Ecotone is fully committed to the SDGs with a focus on 2, 3, 5, 12 and 15.





**Our Foundation
at the forefront
of biodiversity
restoration and
protection**



Make biodiversity grow

Our commitment to restoring and protecting biodiversity is not limited to the impact of the food and drink we make. And that's where our Ecotone Foundation comes in.

The Ecotone Foundation is our corporate charitable body and is overseen by the Fondation de France, whose expertise helps us create genuine positive change in our mission to increase biodiversity.

How does it work?

The Foundation is funded directly by Ecotone. It aims to improve biodiversity through four approaches:

- Increasing biodiversity in the fields, by supporting experimentation and the deployment of agro-ecological practices that favour biodiversity.
- Restoring ecosystems through specific field projects, such as reforestation and restoration of mixed natural habitats.
- Fostering knowledge and building our understanding of how diet and biodiversity are connected.
- Raising awareness around biodiversity issues among the general public.

The Ecotone Foundation works in partnership with scientific organisations, institutions and non-profits to enhance knowledge about biodiversity and promote best practices and innovative initiatives.

Launched in 2018 in France, it is gradually expanding its geographical scope and is already supporting a dozen projects nationwide. Soon, the Foundation will support initiatives on a European scale.



“

The support granted by the Ecotone Foundation allowed our organisations – with specific objectives on territorial economic development, agricultural development and organic farming research – to work together and build the Elzeard project. This promotes almonds as a new sustainable organic production for our regional farmers, through experiments with new agroecological techniques.

François Warlop, GRAB

Solagro has had a strong partnership with the Ecotone Foundation since 2016, with a common objective to accelerate the food and agriculture transition. Our conviction is that we have to turn towards more vegetal and organic. That is why Fondation Ecotone supports our Afterres2050 project and field actions to promote flowering strips to increase biodiversity for pest control and nature.

Philippe Pointereau, Solagro



”





Case studies: France

Hedge funds: bringing hedgerows and trees back to the countryside

Hedgerows and trees are vital for birds, insects and biodiversity, but intensive agriculture has caused huge losses across France.

In fact, **it is estimated that 70% of trees on agricultural land have been lost since 1950**, and 11,500km of hedgerows are being lost every year.

Working with Fonds pour l'Arbre (Tree Fund) and local farmers, the Ecotone Foundation is replanting hedgerows and planting trees; recreating vital natural infrastructure and regenerating biodiversity. **Our aim is to restore existing hedges and plant a further 750,000km of hedges by 2050.** We're already on track to plant 890,000 trees in the first two years.

From an advocacy standpoint, the Ecotone Foundation, along with its Tree Fund partners, among other initiatives, also signed an open letter to the French government urging it to protect hedgerows in the Common Agricultural Policy.

FONDS POUR L'ARBRE



Target zero: what should we eat to hit net zero loss of biodiversity by 2050?

What we eat and how we farm our land has an undeniable impact on biodiversity. The faster we can move all agriculture in France away from damaging practices and towards nature-positive methods the better.

That means using biological control of pests instead of ecologically damaging pesticides, improving fertility naturally through nitrogen-fixing plants rather than artificial chemicals, and moving away from fossil fuels.

In collaboration with Solagro, and working with scientific partners and NGOs, the Ecotone Foundation is researching the right recipe for food production in France.

This means one that doesn't create loss of biodiversity, and uses improved agricultural practices and livestock systems.

The conclusions of this research are reflected in the pragmatic and scientifically based 'Afterres 2050 Scenario'.



Bringing organic almond farming back to Provence

Organic almond trees disappeared from Provence at the beginning of the 20th century. Reinstating organic almond cultivation in France supports biodiversity.

However, this reintroduction is made difficult by the almond fruit wasp, which destroys more than 80% of the crops.

In partnership with the Elzeard Project and GRAB, **the Ecotone Foundation is working to find an organic, sustainable solution to managing this pest without the use of chemical pesticides.** There is no lasting solution to date.

The Ecotone Foundation is supporting the project for five years from 2021. A first step has already been taken with the planting of a pilot orchard of 710 almond trees.





Corporate social responsibility dashboard

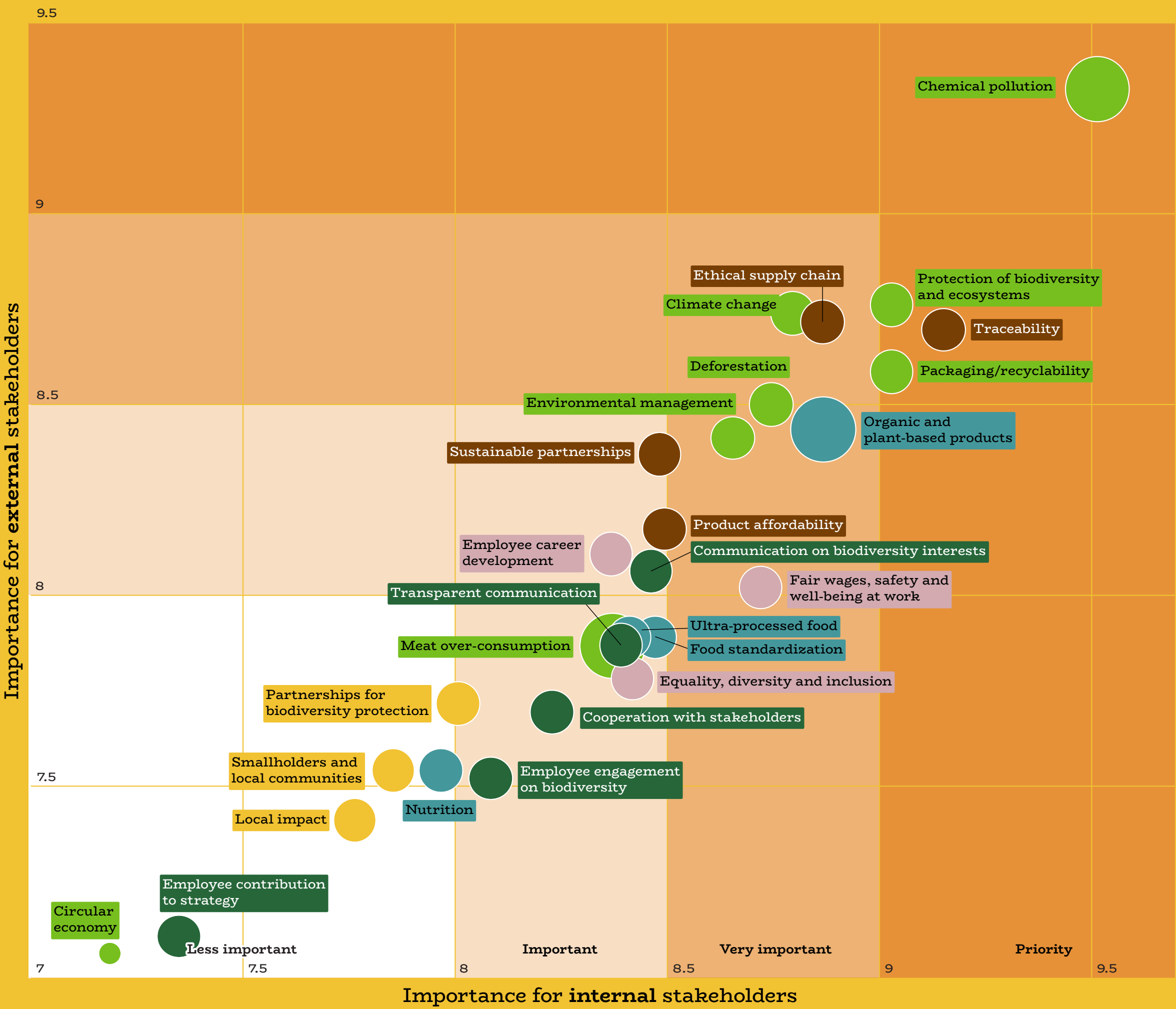
CSR dashboard

Our core mission

Focus on 10 Core KPIs	2020	2021	Target 2030
Organic (% TO)	79%	79%	90%
Vegetarian (% TO)	97%	96%	>95%
Alternative ingredients (%)	64%	64%	>2/3
Strategic raw material agrichains fostering biodiversity	–	<1/3	<1/3
Number of active iconic ecosystem restoration projects	2	2	3 per year
Employees committed to deliver our mission	84%	88%	100%
B Corp score (100% turnover)	91.7	-	100
Recyclable packaging items (%)	42%	73%	100%
Carbon intensity Scopes 1,2,3 (tonnes of CO ₂ /k€)	0,46	0,42	0,35
Women in senior leadership (%)	32%	36%	50%



The materiality matrix



Looking to the future



Ecotone's mission is to increase biodiversity through food. We can do more. And we can do better. In the future, our impact will grow as we continue to systematically change agricultural and food practices to go beyond organic and enhance biodiversity even further.

Our mission remains strong. It remains relevant. And we will put all of our efforts into achieving it.



Emilie Lowenbach, CSR and Communications Director

Focus on 10 purposeful brands in the Ecotone Family



Present in nearly one in two households, **Bjorg** is the leader and pioneer of the organic market in France, with a focus on healthier, more balanced quality foods spanning dairy-free drinks, vegetable cooking aids, breakfast cereals, biscuits and meat alternatives.



Alter Eco is the pioneer of fair trade and organic chocolate and coffee in France. It has been working with farmers for decades on regenerating ecosystems, reversing climate change and better living conditions. And the chocolate tastes amazing.



Clipper is the UK's first and largest fair trade and organic tea brand and now a household favourite in more than 50 countries across Europe and the world. It was the first to introduce unbleached, non-GM and fully biodegradable tea bags of which it now sells more than 1bn a year. The winner of more than 60 Great Taste Awards in 20 years, Clipper's commitment is to always be natural, fair & delicious.



Bonneterre is organic and better for people and the planet. Created in 1973 by the pioneer Robert Bonneterre, the brand brings human know-how and fruits of the Earth together through organic and tasty recipes. Bonneterre is the most trusted and best-known brand in French health food stores.



Allos was established in 1974 on a farm in Drebber, northern Germany. The rural farm remained home to the organic pioneer as the brand kept growing and became market leader for organic cereals, bars and fruit spreads in German health food stores.



Bringing organic food to consumers since 1982, **El Granero** is a trusted and established brand committed to making quality foods for today's consumers and future generations. It has a broad portfolio of more than 500 delicious, high quality and sustainable products. It is why El Granero is the leading organic brand in the health food trade in Spain.



Zonnatura has been an organic pioneer since its launch in 1954. It is the number one organic brand in Dutch grocery stores. Zonnatura was one of the first to bring on-trend and functional foods to the grocery channel in the Netherlands. It is still doing this successfully with ingredients like kombucha and its pure ginger juice.



Organic to the roots, plant-based at heart. Since 1999, **Isola Bio** has served organic deliciousness; becoming the number one dairy-alternative brand in health food stores in Italy. A true pioneer, it crafts the healthiest recipes with the finest plant ingredients straight from its own lands – taking care of you and the planet.



Natural and wholesome foods that are good for you and good for the earth, the **Whole Earth** range includes nut butters, cereals and sauces made with all-natural ingredients. Whole Earth is the UK's number one peanut butter brand, best known for its growing spreads portfolio. It is a proud supporter of the Sumatran Orangutan Society.



Destination has sourced the best organic and Fairtrade coffee beans and tea leaves from across the world since 1999. It is the number one organic coffee brand in French health food stores and is dedicated to continuing the traditional French know-how of artisanal coffee roasting at its facility in Bordeaux.

More purposeful brands:
www.ecotone.bio



Food for biodiversity report

2020-21

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www.ecotone.bio

