

ecotone

Mission report

A mission report... like no other!

Our role as Ecotone's Mission Committee is somewhat unique among mission-led companies. In fact, we can confidently state that Ecotone was already a mission-led company before this legal designation existed. Therefore, the Committee's role goes beyond simply evaluating actions and resources deployed; we serve as strategic advisors, constructive critics, and explorers of new paths and ideas. That's why we have created a mission report that aligns with this vision.

We don't intend for the mission report to replace or compete with the Impact Report. Instead, we see it as a report of surprises and a space for ideas to encourage and support Ecotone's commitment to its mission "Food for Biodiversity". This mission is distinctive, ambitious, and more relevant than ever in light of the major challenges facing humanity today.

Didier Suberbielle,
President of the Mission Committee

2022, a year full of singularity in many ways

Barely emerging from the deep societal and economic upheavals caused by the Covid crisis, the European continent is witnessing war returning to its soil in Ukraine, and the social and economic consequences are quite evident. From an environmental point of view, climate change is continuing its inexorable advance, and this year was also the hottest in France, marked by record rainfall deficit and the disastrous consequences that we know.

The notion of "biodiversity" was also fortunately brought to the forefront of the world stage at COP15. Its continuous and alarming erosion, it's very collapse, must be understood by all and fought against. From a sectoral perspective, organic farming has experienced a slowdown in its continuous growth over the last twenty years, even though it is one of the responses to the current environmental crises. The Mission Committee salutes the work of Ecotone's teams who have weathered this context with commitment and determination, without sacrificing the company's mission, "food for biodiversity", which is at the heart of the business model.

Key figures and timeline

Ecotone became the first European food company to achieve B Corp certification.

The French legal status of "mission-led company" ("société à mission") was created.

B Corp recertification: Ecotone is the highest-ranking food B Corp among large companies (1000+ employees) and enters the top 10 of large B Corp certified companies worldwide.

4 Ecotone Mission Committee meetings held.

2019

2020

2022

€690m
turnover

Ecotone became a "mission-led company".

17+
committed
brands

1500+
employees

The Mission Committee



Didier Suberbielle

chairman of the Mission Committee, founder of 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 non-profit organization Générations Futures



Thierry Sibieude

external expert, professor of the Innovation and Social Entrepreneurship Chair at ESSEC

The link with Ecotone

The Committee welcomes the company's willingness to cooperate and the transparency it demonstrates when technical questions or specific information is requested (on production lines, nutrition, actions to promote biodiversity, etc.).

The Committee also underlines the quality of the initiatives undertaken by Ecotone to translate its mission into concrete and high-impact actions.

1

Ecotone's four commitments analyzed by the Mission Committee

Improving health and helping to preserve the environment

by offering a portfolio of products, the majority of which are organically grown

The members of the Committee have noted that the organic sector still needs to justify its legitimacy vis-à-vis non-organic and chemically polluting agriculture. It is surprising, to say the least, that this sector is frequently attacked and questioned despite being the only label that guarantees the non-use of chemical pesticides, with specifications that are both restrictive and beneficial for the environment, health, and animal welfare.

FOCUS:
The Committee has observed that while the share of organic in the turnover is already high, it has not progressed significantly in the current context. To address this, Ecotone has undertaken various initiatives to clarify the organic commitment to consumers and public authorities (pesticides map release). However, the Committee urges the company to further defend the organic sector, given its leadership role.

KPI:
In 2022, Ecotone continued to actively defend and promote the sector through various measures, such as communication campaigns for organic brands and participation on the board of directors of the sector's umbrella organization, 'Maison de la Bio'.
In 2023, the company plans to build upon these successful initiatives by implementing a targeted influence plan. This will involve regular public statements and communication efforts aimed at raising awareness among the general public about the benefits of organic agriculture and the importance of supporting the sector's growth and development.

2022:
79%
of Ecotone's revenue comes from the sale of organic products

Target 2030:
90%

2

Ecotone's four commitments analyzed by the Mission Committee

Encouraging Food and Agricultural Biodiversity

by diversifying the plant species in our recipes

The Committee recognizes that Ecotone has made significant progress towards achieving its goals for promoting food and agricultural biodiversity, particularly in terms of offering a wider range of plant-based products and incorporating more diverse plant species into its recipes. The Committee also acknowledges the company's various initiatives, such as introducing innovative products that contain cereals and alternative plant species.

FOCUS:
Regarding the issue of environmental labeling, which enables consumers to easily access information about a product's environmental impact, the Committee encourages Ecotone to promote the "Planet Score" at the European level, a rating system that is highly favored by consumers. Ecotone currently supports this initiative.

KPI:
In 2023, Ecotone plans to continue implementing its action plan by category in order to achieve its objectives. Additionally, the company has renewed its membership to the European Plant-based Foods Association (ENSA), one of the primary organizations in the European plant-based sector.

2022:
97%
of revenue comes from vegetarian products

Target 2030:
95%+

2022:
66%
of alternative ingredients*

Target 2030:
67%+

*% of net weight of products, excluding water

3

Ecotone's four commitments analyzed by the Mission Committee

Encouraging the preservation of wild biodiversity and ecosystem restoration

through biodiversity-friendly agricultural practices

The Committee acknowledges Ecotone's efforts towards achieving this commitment, particularly in expanding the use of biodiversity-friendly agricultural practices and promoting awareness of the importance of preserving wild biodiversity. The company has developed a unique and pioneering biodiversity agrichain program along with various actions such as providing financial and technical support to its sectors, building long-term partnerships with its producing and supplying structures, and conducting regular audits.

FOCUS:
The Committee commends the high quality and technical level of Ecotone's "biodiversity assessment" grid developed by the agrichain team. It recommends that this evaluation methodology be made public to serve as a model for other companies.

KPI:
In 2023, Ecotone will continue its strategic roadmap for the preservation of biodiversity through its raw materials with positive outcomes and new initiatives launched, such as in the rice, cocoa, coffee, and tea sectors.

2022:
8%
of strategic raw materials grown with advanced agro practices were purchased

Target 2030:
33%

2022: the Foundation chose **3** iconic ecosystem restoration projects to support over three years with high financial support and outreach

Target 2030:
3 per year

*percentage of the weight of raw materials purchased

4

Ecotone's four commitments analyzed by the Mission Committee

Raising awareness and engaging our employees in achieving our mission

The Committee has taken note of the measures that Ecotone has implemented to involve its employees in the company's values, such as supporting skill development related to societal commitment.

FOCUS:
The Committee recommends that Ecotone should further strengthen its efforts to engage employees in contributing to the common good. Specifically, the company should encourage its employees to become both advocates (i.e. to actively participate) and ambassadors (i.e. to advocate for and promote) of the broader mission to promote sustainability and ecological responsibility.

KPI:
Percentage of employees committed to our mission (% of positive responses to the question "I am committed to fulfilling our mission: Nurturing Biodiversity").
We can expect to ascertain the results in 2023, as the information is not yet available.



Ecotone other commitments

In addition to the four mission-oriented objectives, Ecotone is committed to environmentally friendly packaging, reducing its carbon footprint, and promoting healthy nutrition.

Throughout 2022, the Committee observed and reviewed Ecotone's progress and achievements in other important areas of its commitments, such as implementing planet-friendly packaging solutions, reducing carbon footprint and related initiatives, and fulfilling the company's commitments on promoting healthy nutrition in its products.

What's next for B Corp?

The Committee congratulates Ecotone on its B Corp certification and score, placing it first in the world in its category. However, it recommends conducting an evaluation during the next recertification in 2025 to ensure that this label still aligns with Ecotone's ambitions and activities. The Committee also encourages Ecotone to maintain vigilance with the B Lab organization and its requirements for the B Corp certification, in order for the movement to grow with integrity.



For more details on Ecotone's actions, please refer to the Impact Report.