

Amamus^o

What's your coffee conscience? We challenge the UK workplace

2023 Impact Report

Published April 2024

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This isn't about us. It's a collaboration between...

Individuals

Families

Communities

Companies

Coffee drinkers



Our connection

In an uncertain world of economic, health, climate and political challenges, Amamus exists to improve prosperity in coffee producing communities.

These communities are pivotal to the coffee experience we provide our clients. From the supply of freshly-roasted specialty coffee, provision and management of coffee equipment, to bespoke educational events. We create impact for companies who care.

When coffee growing communities struggle, the whole supply chain is affected from crop to cup.

We all rely on the prosperity of our coffee producing partners. When we collaborate and support each other, our collective impact is very powerful.

This report outlines:

How we make an impact

Our progress in 2023

Challenges we face



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Our founders' letter

2023 was an exciting year for Amamus. It genuinely feels like we're delivering on our original purpose 'to create a business that would make our kids proud'.

We strengthened our employed team to five, including two new client success roles. We continued working with talented contractors to provide specialist expertise.

We achieved a significant increase in our B Lab score, supported by our qualification for an Impact Business Model (IBM). Amamus was recognised for our role in helping alleviate poverty in coffee producing regions.

We brought more certified B Corps onboard as supplier partners and we gained more B Corp certified clients.

We had a dramatic increase in turnover whilst remaining profitable, despite our high costs of raw coffee and the provision of high levels of client service.

We also completed a rebrand to better explain the quality of services we provide to 'Companies that Care'.

There's still much to do but we're firing on all cylinders. I hope this Impact Report helps explain the challenges the wider coffee community face, our commitment to overcoming these issues, and some of our successes.

Tim and Binny Wookey
Co-Founders



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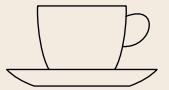
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Cultivating collaborations



From crop



To cup



Our coffee producing communities



Our coffee importer | exporter partners



Our UK supplier network



Our client community, that cares

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Our collaborations in 2023

3

Key import | export partners

24

Tonnes of green coffee beans purchased

11

B Corp supplier partners

114

Firms in our client community

13

Client offices with B Corp certification

1.5m

Cups of Amamus coffee served annually or 5,800 per working day

Our coffee producing communities

In 2022 we undertook an Ethics Focused Risk Assessment in an effort to really understand the challenges faced by coffee growing communities. These conclusions continued to guide us in 2023.

Climate change: shrinking areas of land suitable for growing coffee, more coffee rust, droughts and floods

High input farming techniques: leading to poor quality soil and reducing ability to sequester carbon

Mono-cropping: increased use of pesticides due to lack of protection from the tree canopy that leach into soils and waterways

Lack of farmer welfare: low pay and unfair spread of risk in the event of poor yield

Child labour practices

Discrimination: among women, LGBTQIA+ and other underrepresented groups in coffee communities

Skills gaps: future generations opting for more profitable plants and older farming generations are lost

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Our coffee importer | exporter partners

In 2023 we worked with four importer | exporter organisations, however we reduced our partners to three at the end of the year.

Our partners are carefully selected on their values and the benefits provided to producer communities, which are aligned with the problems identified in the Ethics Focused Risk Assessment. Partners include:



DRWakefield



Caravela



Omwani

Our partners offer tremendous benefits to coffee producers, including...

Agronomy advice to help improve quality of crop and higher price paid to the farmer

Access to essential finance to pay for pre-harvest living, labour and farm costs

Formation of co-operatives to scale the local 'product' on the global stage

Development of local production infrastructure that redirects value to the farmer

Access to more consistent global markets

We purchase the majority of our coffee beans from Brazil. While there is less risk of poverty and exploitation in this country, it is necessary to buy from Brazil for many reasons. Therefore to improve our positive impact, we partner with Datterra, the only B Corp certified coffee farm in the world. They have many amazing projects underway, focused on environmental stewardship.

In 2024 we plan to visit producer growing communities so we can see their challenges first-hand and understand the opportunities being created through our trusted network.



Our UK supplier network

In 2023 we appointed four new B Corp suppliers for our legal, recruitment, insurance and printing requirements. This brings our total number of B Corp suppliers to eleven.

Our suppliers are carefully selected based on their values. We prioritise B Corp certified companies wherever possible. This means when we need to buy new products or services, we start with the B Corp directory.



Our client community, that cares

In 2023 we increased our client base from 78 to 114. An additional 36 organisations who value our proposition and support our mission to create impact with Specialty Coffee. This included 13 offices with B Corp certification.

A cup of coffee is often the first touchdown on arrival at a workplace. Whether it's the daily routine for staff or a hospitable gesture to visitors.

From small offices of 10 people to large organisations of 8,000, our clients trust Amamus to provide their communities with an impactful coffee experience from the outset.

There are many cheaper, poorer quality coffees available that exploit coffee producer communities. We are proud to represent more companies who are proactively improving their impact.



“We’re proud that our workplace coffee is supplied by Amamus who are also B Corp certified. We work hard to create a superb environment for our team and Amamus provides a high standard of service. Plus the coffee event in our office was very enjoyable for the team.”

Marketing Manager,
EQ Investors.



“Since 2021 Amamus has supplied WMF & Zip equipment to all new Octopus offices. Plus delicious specialty coffee across the UK team. Their team provides outstanding service from specification of equipment to ongoing maintenance, providing full accountability.”

Executive Assistant to the Leadership Team,
Octopus Energy

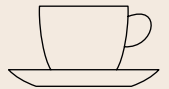


Specialty Grade Coffee with impact



From crop

To cup



The Amamus team is on a mission to create more impact from crop to cup with Specialty Grade Coffee. From improving social conditions within our producer community, to enhancing the sensory experience provided in our clients' coffee cups. Whilst reducing environmental impact from start to finish.

The distinctive lots and transparency certificates associated with our Specialty Grade Coffee allows us to track and monitor their impact.

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The 'Specialty Coffee' standard

100% of coffee purchased and distributed by Amamus meets the Specialty Coffee Association standards.

Specialty Coffee beans are distinct 'parcels or lots' that meet a standard of at least 80 points against the Specialty Coffee Association's evaluation framework.

Traded via dedicated networks, the price paid for beans is higher and relates to the quality and taste attributes (much like wine).

Unlike Specialty Coffee, Commodity Coffee generally represents large volumes of mid to low grade generic coffee without pricing transparency. Commodity Coffee producers are often paid a price that is below their cost of production, set by the stock exchange.

FairTrade certification can be helpful in the commodity sector. This benchmark is used by B Corp during verification. But many of our smaller specialty producers can't afford to be part of FairTrade.

Excluding our Brazilian coffee, the average price paid by Amamus is 69.9% over the FairTrade minimum. As a result the FairTrade benchmark used during B Corp verification is inadequate for us.

All coffee purchased by Amamus is Specialty Grade. In 2023 100% of the coffee purchased came with a transparency report so we can be sure that the arrangements have a positive impact for our producer community. This identifies which farms the Specialty Grade originated and the price paid to the producer.



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What is a B Corp?

A B Corp is a business that has achieved B Corp Certification by proving that it meets the highest standards of social and environmental performance, transparency, and accountability.

B Corp Certification is based on a company's actions and its ongoing commitment to improvement. B Corps must demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above across five categories: Governance, Community, Environment, Customers, and Workers.

They must also make a legal commitment to a positive impact on people and planet by showing accountability to all stakeholders within its company articles. B Corps must also be transparent in their performance and continual improvement by publishing an annual impact report.



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Recognition of our impact

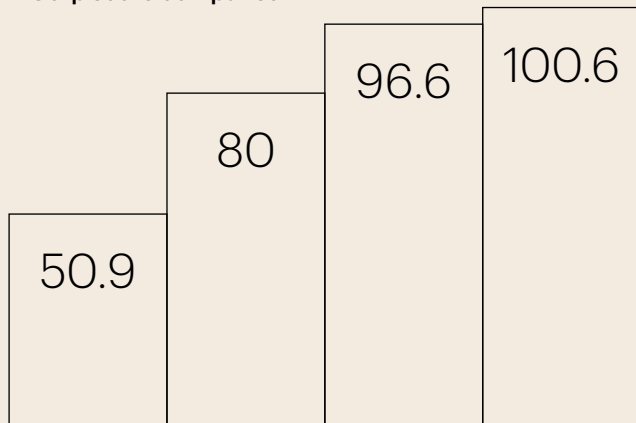
In 2023 our efforts to help resolve existential issues within the coffee producer community were recognised by B Corp. We were acknowledged as an Impact Business Model (IBM). This is testament to Amamus' founding principles, to help alleviate supply chain poverty.



“The recertification process with B Lab was frustrating as we weren't awarded with all the points for our IBM that we felt we deserved. Our grievances were escalated to the B Lab Global Standards team and they conceded that were we to be evaluated two months later, we would have scored four more points in our recertification, but that it couldn't be officially changed retrospectively. We are all learning and growing together and we're pleased the B Corp system is professional and evolving.”

Binny Wookey, Co-Founder

B Corp score comparison



Median score for ordinary businesses Qualifies for B Corp certification Amamus verified B Corp score Unverified score following dispute with B Corp



Precisely focusing our coffee impact

Rather than build our own impact goals we have aligned with the United Nations (UN) framework of 17 sustainable development goals (SDGs), representing some of the biggest social and environmental challenges facing our society today.

Off the back of our ethics focused risk assessment and the feedback we received from our clients, we have prioritised 7 UN Sustainable Development goals to maximise the impact we are having within our coffee communities:

1 - No Poverty

8 - Decent Work & Economic Growth

10 - Reduced Inequalities

12 - Responsible Consumption & Production

13 - Climate Action

15 - Life on Land

17 - Partnership for the Goals

We will continue building this strategy in 2024 and beyond, aligning the positive impact of our coffees with these goals. Our goal is to continue developing strategically to ensure transparency, measurable improvements, and evidence-backed outcomes.



"We understand this is the first time a coffee company has aligned its impact with the UN SDGs using a strict, evidence-based framework. We are grateful for the collaboration of our importer | exporter partners for their support with this project."

Tim Wookey, Co-Founder.



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Coffee for companies that care

We have designed our business around creating impact for companies that genuinely care. At the end of 2023 we have 114 companies in our client community who have chosen Amamus to provide their coffee services. 13 of our client offices have B Corp certification.

We are focused on growing our client base so we can continue improving our impact and positively influencing the coffee and workspace sectors.



Understanding our impact

We sought independent expertise to help identify and improve Amamus' environmental and social impact wherever possible in 2023...

75% of our emissions are from the coffee we purchase (scope 3)

(4%) rail emissions down

40% of our roasted coffee was supplied to clients in reusable containers

(66%) road emissions down

9,640 1KG single-use plastic bags removed because of our reusable containers

3 company leased electric vehicles including our van

0 coffee machines disposed at end of life in the year

90% is the emissions reduction target set by DPD our courier partner by 2040

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Continually improving in 2024

We will print directly onto our returnable containers to eliminate stickers

We will print our own 2.5KG bags and focus on improving return rates from clients based outside of London via our 'bag return scheme'

We will continue reducing our requirements on fossil fuels, where employees are using their own cars for business travel

Work with our landlord to move towards 100% renewable energy

Track the waste associated with supply and installation of coffee equipment



Engaging our client communities

In 2023 we delivered 12 coffee events on client premises with a goal of helping their communities improve their coffee knowledge and appreciation of a cup of coffee...

We know that the economic and social challenges in the coffee supply chain are worsened by knowledge gaps in the UK coffee drinking community.

Amamus seeks to improve this through education and engagement events. In 2024 we seek to run more events that increase awareness and interest in coffee, therefore creating more positive outcomes from crop to cup.

These events allow us to:

Raise awareness of coffee with impact among UK companies

Provide insight into challenges faced by coffee producing communities

Seek feedback to ensure an excellent client experience

Feedback from these events was extremely positive as there was a genuine excitement in learning more about coffee.

In 2024 we plan to develop a Theory of Change and identify donation and volunteering opportunities.



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Delivering outstanding client experiences

From the moment we're invited to provide initial advice, to the point we are removing a coffee machine at the end of its life, we want an enjoyable and simple experience for our clients.

Coffee equipment under our management is brewing more than 1.5-million cups of coffee per year. Inevitably there are breakdowns and issues. We continue to develop systems and processes designed to remove anxiety and stress.

In 2023 we invested in a Knowledge Base that helps clients solve many problems themselves without having to call us or resort to online searches.

In 2024 we will be re-launching our Service Desk function with a more accurate asset tracking system to improve client service.

In 2023 we launched a new ticketing system to carefully track unscheduled maintenance issues.



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Looking ahead

Demand for coffee is continuing.

Growing conditions are deteriorating.

Coffee communities are shrinking.

We need to do more. **Collectively.**

If you have any feedback on our report, or you would like further information, please contact Tim Wookey, Managing Director

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