

**IMPACT REPORT 2022**  
**THE CRAFTORY**

May 2023

## THIS IS THE WAY

Welcome to The Craftory's 2022 Impact Report. We're thrilled to share about the impact of our family of brands in driving positive change in the world.

Despite the ongoing conflicts in Ukraine and the COVID-19 pandemic, our portfolio companies have risen to the challenge and demonstrated their commitment to creating a better future for all. We are proud to partner with businesses that prioritise environmental, social, and governance (ESG) issues, and we are thrilled to see the venture capital industry recognising the importance of investing in for-good companies.

As a B Corp since 2020, we believe in using business as a force for good and creating long-term value not only for investors but also for society, people and the planet. We are thrilled to report that six of our portfolio companies became B Corp certified in 2022 alone, making a total of 62% companies certified B Corps in our house of brands.

In 2022, we helped to build and signed the B for Good Leaders [Declaration](#). In this declaration, we formalised our commitment to think of the next generations in every business decision and to embrace radical interdependence. This starts by walking the ESG walk ourselves, with the aim of creating a better business for people, society and the planet.

We are excited to share about the past year's achievements and the progress we have made towards our mission to back responsible, cause-driven brands.

# DELIVER RIGHTEOUS CAUSES BRAND BY BRAND

Since day one, our mission has been to back CPG brands with a righteous cause. We defined our Five Righteous Causes to address the most pressing changes our world needs. That's our #1 criterion and our brands conform to one or several of these causes.

Democratise Access	Deliver Good Health	Prosper Sustainably	Progress Society	Champion Self Esteem
<ul style="list-style-type: none"> <li>Focus on value</li> <li>Eliminate gatekeepers</li> <li>Use direct &amp; digital channels</li> </ul>	<ul style="list-style-type: none"> <li>Enable wholesome nutrition</li> <li>Streamline wellness</li> <li>Unlock longevity</li> </ul>	<ul style="list-style-type: none"> <li>Responsible energy use</li> <li>Efficient use of resources</li> <li>Boost alternatives</li> </ul>	<ul style="list-style-type: none"> <li>Debunk taboos</li> <li>Stand for human rights</li> <li>Pay it forward</li> </ul>	<ul style="list-style-type: none"> <li>Attack harmful stereotypes</li> <li>Promote acceptance of diversity</li> <li>Support mind, body &amp; spirit</li> </ul>



# THE CRAFTORY'S IMPACT SNAPSHOT

IMPACT REPORT 2022



Certified



Corporation



The Craftory is committed to be Net Zero by 2030



The Craftory is carbon negative since inception with

**M.O.S.S**

The Craftory is certified plastic negative with



54% Women, with 1,580 people across The Craftory folio

**allplants**

14.7k tonnes of CO2E saved since inception



Over 4.6 million plastic bottles avoided to date



11.7 million lbs of diapers composted since inception



Helped over 176k cats and dog in need globally

**Freddie's Flowers**

Champions inclusivity by partnering with Women Win since 2022



2.6m ounces of food donated since 2019 to Feeding America



**NotCo**

The NotMilk uses 92% less water than the regular product



Launched in 2022 the world's first compostable and recyclable plastic

**Seed**

has helped to improve gut health of over 200k people

**TOMBOY X**

All swimwear made with 80% recycled water & 45% solar energy

**who gives a crap**

Over \$11.2m AUD donated since inception

# OUR TEAM



**Elio Leoni Sceti**  
Co-Founder & Chief Crafter



**Ernesto Schmitt**  
Co-Founder & Arch Crafter



**Thiago Rodrigues**  
Senior Partner & Deal Crafter

## The Craft Partners



Jamie Swango  
Partner (Platforms)



Jonathan Miller  
Partner (Scale)



Laura Tran  
Partner (ESG)



Anthony Jenkison  
Partner (Go To Market)



JP Thurlow  
Partner (Brand)



Simon Miller  
Partner (Product)

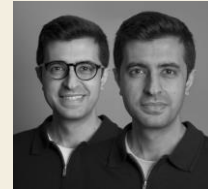


Jon Lunetta  
Partner

## The Deal Team



Olivia Cramer  
Investment Manager



Chinmaya Gajaria  
Investment Associate



Atkins Dondo  
Finance Director



Valerie Evans  
Investment Associate



Jak Lewis  
Investment Associate



Andrea Diaz  
Investment Associate

# OUR BRANDS DELIVER POSITIVE IMPACT FOR THE UN SDGs

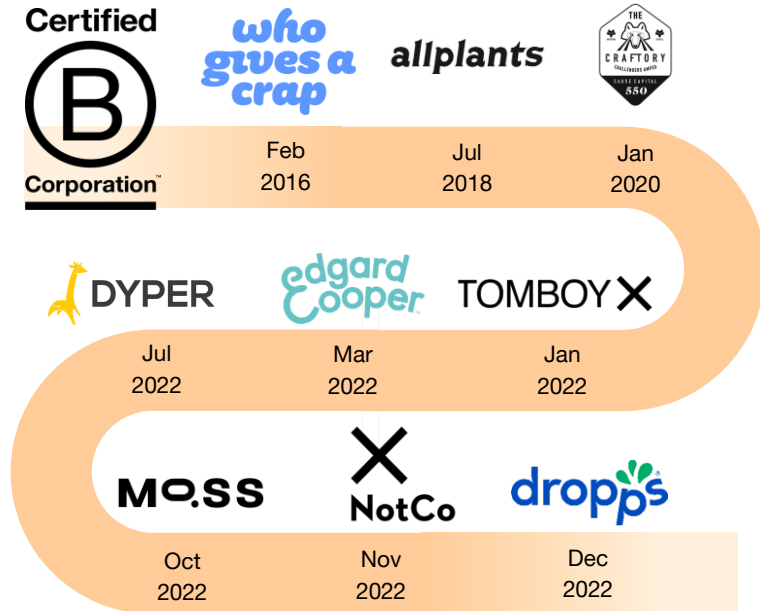
2 ZERO HUNGER	3 GOOD HEALTH AND WELL BEING	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	17 PARTNERSHIPS FOR THE GOALS
<b>allplants</b>	<b>allplants</b>					<b>allplants</b>			<b>allplants</b>	
	<b>dropps</b>		<b>dropps</b>			<b>dropps</b>		<b>dropps</b>		
	<b>DYPER</b>					<b>DYPER</b>	<b>DYPER</b>			
	<b>edgard cooper</b>					<b>edgard cooper</b>	<b>edgard cooper</b>		<b>edgard cooper</b>	
					<i>Freddie's Flowers</i>	<i>Freddie's Flowers</i>				
<b>HIPPEAS</b>	<b>HIPPEAS</b>					<b>HIPPEAS</b>				
				<b>MOSS</b>		<b>MOSS</b>	<b>MOSS</b>		<b>MOSS</b>	
	<b>X NotCo</b>		<b>X NotCo</b>			<b>X NotCo</b>	<b>X NotCo</b>		<b>X NotCo</b>	
			<b>Poly materia</b>	<b>Poly materia</b>		<b>Poly materia</b>	<b>Poly materia</b>		<b>Poly materia</b>	
	<b>Seed*</b>			<b>Seed*</b>		<b>Seed*</b>	<b>Seed*</b>			
	<i>mykibble</i>					<i>mykibble</i>				
		<b>TOMBOY X</b>				<b>TOMBOY X</b>				
			<b>who gives a crap</b>		<b>who gives a crap</b>	<b>who gives a crap</b>			<b>who gives a crap</b>	
										

# B CORP: TO BE A FORCE FOR GOOD

At The Craftory, we believe that business can be a force for good. That's why we're proud to be a certified B Corp since 2020, which means that we meet rigorous standards of social and environmental performance, accountability, and transparency.

We believe that B Corp certification is a valuable tool for businesses that want to be part of the solution to the world's most pressing problems. By encouraging our portfolio companies to become certified B Corp, we're helping them create a competitive advantage and attract customers, employees, and investors who share their values. In 2022 alone, 6 of our 13 brands became B Corps, which means that the majority of our portfolio (62%) has now received the certification.

We're proud to share about our brands' impact in this report.





We believe that we have a responsibility to do our part in addressing the climate crisis. That's why we're proud to announce that we're joining the net zero movement and setting ourselves the goal to reduce our carbon footprint by half by 2030. We're using the latest and most up-to-date methodology from Supercritical to measure our carbon emissions and we're offsetting our emissions with Moss, a leading carbon offset provider and portfolio company.

Our commitment to the net zero movement is in line with the Paris Agreement, which sets a target of limiting global warming to well below 2°C above pre-industrial levels.

We're committed to doing our part in addressing the climate crisis and creating a more sustainable future for all. By joining the net zero movement, we're taking a meaningful step towards achieving that goal. Following the GHG Protocol standard, we're taking 2022 as our base year footprint with 253 total tonnes of CO<sub>2</sub> emitted and a 0.04 GHG intensity ratio\*. Every year, we'll measure our progress against it.



Total tonnes CO<sub>2</sub> emitted  
That's the equivalent of powering 79 homes  
for a whole year

**0.04**

GHG intensity ratio

ABOUT AVERAGE

**14.80** t CO<sub>2e</sub>

per employee

HIGHER THAN AVERAGE

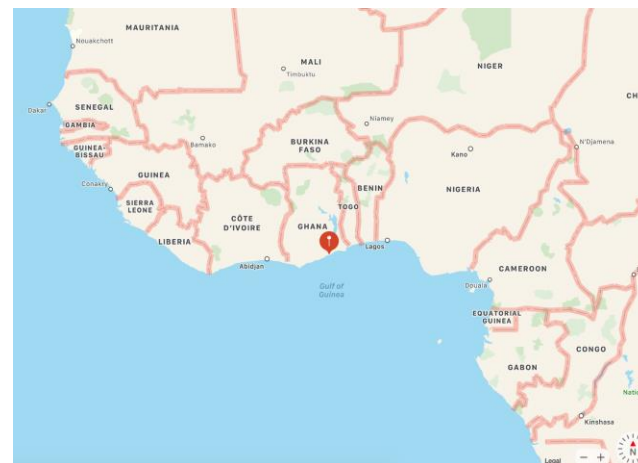
\*our total emissions divided by our total income. The lower the number, the better.

# REMOVE & RECYCLE PLASTIC, IT'S FANTASTIC!

We take our environmental footprint seriously. Our team has been working actively to reduce plastic in our purchases over the years. We additionally offset twice the plastic we use via our partnership with rePurpose Global, which enables us to become plastic negative.

This year, we're supporting a [Project Fann Epo](#) (επο), an initiative in Ghana to remove and recycle PET bottles that would otherwise end up in oceans.

By empowering a network of local informal waste workers, we ensure that an additional quantity of ocean-bound plastic bottles is collected and transported to recycling facilities. rePurpose works in partnership with Coliba, one of the country's most experienced waste management innovators, to create these collection supply chains. Once fully processed, the waste PET is made into high-quality pellets that are sold in the local market or exported. Buyers in Europe (mainly Portugal) and Canada, then use the recycled PET to make new consumer products that would otherwise have been made out of virgin materials.



Since 2020, The Craftory has been certified Diversity VC.

The Diversity VC Standard is an assessment and certification process that provides venture capital funds with an understanding of how their Diversity and Inclusion (D&I) initiatives compare to a best-in class standard and to the industry at large.

The Standard assesses funds across four different policy buckets: Recruiting & HR, Internal Policy & Culture, Dealflow Sources, and Portfolio Guidance.

This year, our policies, programs and best practices have positioned us with an 84% score in terms of Diversity and Inclusion against a 67% industry benchmark. We are constantly working towards deepening our commitment across these areas.



# OUR FAMILY OF BRANDS AND THEIR IMPACT

## allplants

- allplants is on a mission to inspire the planet to eat more plants because the planet doesn't need a handful to be perfectly sustainable but millions doing it imperfectly. To achieve this goal, allplants delivers chef-crafted plant-based frozen meals carefully prepared with exciting ingredients delivering health, quality, and taste.
- **Causes:** Deliver Good Health, Democratise Access, Prosper Sustainably
- **Impact:**
  - [Certified](#) B Corp since July 2018. In 2021, allplants achieved a 101.3 score which put the Company in the Outstanding category of B Corps. Only 3% of B Corp food companies globally have been recognised with this award.
  - allplants is reducing waste everywhere possible, from minimal packaging to donating food they can't use, to turning by-product into energy.
  - The Company is committed to be Net Zero by 2030
  - In 2022, the Company launched a programme called "(Not at) School Dinners" through which they have donated thousands of meals to families over the school breaks.



[allplants.com](https://allplants.com)

# OUR FAMILY OF BRANDS AND THEIR IMPACT



- Original creator of the laundry pod, Dropps is a natural, zero waste laundry and auto-dish detergent brand sold as a subscription. Dropps was named EPA Safer Choice Partner of the Year for outstanding achievement in formulation and product manufacturing of both consumer and institutional/industrial products.
- **Causes:** Deliver Good Health, Prosper Sustainably
- **Impact:**
  - [Certified](#) B Corp since December 2022
  - Zero waste product and packaging, which has saved over 4.6 million plastic bottles to date.
  - Only ships via ground (which is 550% less carbon intensive than via air).
  - Offsets all carbon emissions from shipping since 2017.



# OUR FAMILY OF BRANDS AND THEIR IMPACT



- DYPER is a subscription-based diaper service that delivers the highest quality bamboo-based compostable diapers directly to customers' doorsteps each month. Consumers can also send back their used diapers to be composted via the REDYPER program.
- **Causes:** Prosper Sustainably, Deliver Good Health
- **Impact:**
  - [Certified](#) B Corp since July 2022.
  - The diapers are free from chlorine, latex, alcohol, PVC, lotions, TBT or Phthalates. They're unprinted, unscented, soft to the touch, yet extremely durable and highly absorbent.
  - The diapers are 5 star rated by [DermaTest®](#), their highest rating, for causing no adverse reactions on babies
  - 70% of consumers report elimination of rashes.
  - Dyper is carbon neutral and the world's first plastic neutral diaper brand.
  - 1.7m pounds of diapers composted in 2022.



[dyper.com](https://dyper.com)

# OUR FAMILY OF BRANDS AND THEIR IMPACT



- Edgard & Cooper is a naturally tasty, junk free pet food brand for cats and dogs. The Belgian brand has developed recipes with fresh meat and fruit & veg alternatives to please even the fussiest four-legged friend. The product is rich in protein, vitamins and even prebiotics.
- **Causes:** Deliver Good Health, Prosper Sustainably
- **Impact:**
  - [Certified](#) B Corp since March 2022
  - 12 awe-inspiring charity partners are supported by the Edgard & Cooper [Foundation](#)
  - Lives of over 176,500 dogs and cats in 10 countries improved since 2016
  - 92,525 dogs vaccinated in Kabul through a partnership with Mayhew
  - 9,263 cats and dogs neutered in Bolivia and Chile through our partnership with Humane Society International
  - 22,000+ dogs vaccinated in Malawi through their partner Veterinarians without Borders
  - €455,536 committed to charity in 2022 and €966,760 committed since the Foundation began



[edgardcooper.com](http://edgardcooper.com)



# OUR FAMILY OF BRANDS AND THEIR IMPACT

## Freddie's Flowers

- Freddie's Flowers is a D2C subscription business delivering flowers to customers through their letterbox/doorstep in the UK. With sustainability as a core focus, the Company has managed to reinvent their supply chain to partially eliminate wastage and complexity.
- **Causes:** Deliver Good Health (promoting mindfulness), Prosper Sustainably
- **Impact:**
  - Freddie's Flowers takes waste reduction to heart. Customers can return their boxes for reuse or recycling, reducing cardboard waste. Freddie's also minimised all hazardous waste from its supply chain.
  - Since 2022, the Company is partnering with Women Win through its project Draw the Line to support all girls, women & non-binary people across the Flower Supply Chain, particularly growers.
  - As a member of the [FSI](#), the Company aims at developing a transparent and responsible supply chain by 2025. This means sourcing at least 90% of their flowers sustainably and ensuring fair pay for farm workers.
  - In 2022, the Company also developed a supplier code of conduct based on key risk areas within the floral industry. It covers areas such as health and safety, working hours, discrimination and fair pay.



[freddiesflowers.com](https://freddiesflowers.com)

# OUR FAMILY OF BRANDS AND THEIR IMPACT

# HIPPEAS®



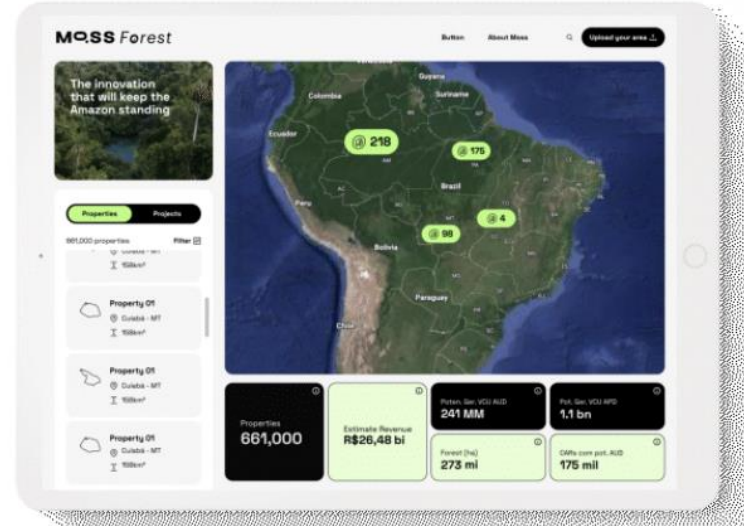
- Hippeas is a brand of snacks made from the humble but mighty chickpea, a sustainable crop thanks to its soil-enriching benefits. Their products are plant-based and naturally higher in protein than traditional snacks and contain no artificial ingredients.
- **Causes:** Deliver Good Health & Prosper Sustainably
- **Impact:**
  - The products are certified Gluten Free (2021), Non-GMO Project Verified (2021) and USDA Organic.
  - Hippeas donated 250,000+ units of products to Feed America in 2022.
  - Over 2.3m ounces of food were donated since 2019 to Feeding America.



[hippeas.com](https://hippeas.com)

## MOSS

- Moss is a leading climate tech company operating in the carbon credit market. The Company's platform allows individuals and corporations globally to offset their carbon emissions via the purchase of carbon credits.
- **Causes:** Prosper Sustainably, Democratise Access
- **Impact:**
  - [Certified](#) B Corp since October 2022
  - Moss is carbon neutral
  - In 2022, Moss became a [REDD+](#) carbon credit project developer and started the development of 10 proprietary projects.



# OUR FAMILY OF BRANDS AND THEIR IMPACT



- NotCo's machine AI (affectionately named Giuseppe) analyses animal-based foods at the molecular level and generates plant-based equivalents that not only look and taste as good, but critically, perform equally in the kitchen.
- **Causes:** Prosper sustainably and Deliver Good Health
- **Impact:**
  - [Certified](#) B Corp since November 2022
  - NotMilk™ is full of plant-based goodness. Besides being non-GMO, vegan, lactose free and soy free it's also certified gluten free, Kosher and Halal.
  - NotCo's products have a significantly [gentler footprint](#) on the environment. For example, its NotBurger™ uses 89% less energy in its production process than a regular beef burger, 87% less water and generates 89% less CO2.



notco.com

# OUR FAMILY OF BRANDS AND THEIR IMPACT



- Polymateria is on a mission to tackle post-consumer plastic waste on land. It provides a tailored biodegradable solution for conventional plastic packaging, aiming to stem the global plastic pollution endemic. Its proprietary technology, lyfecycle™, is the world's first self-destructing plastic that will safely return to nature after a year if not recycled first. What is left? Only an earth-friendly wax that becomes part of the next cycle of life.
- **Causes:** Prosper Sustainably
- **Impact**
  - In 2022, Polymateria worked with [Extreme-E](#), the electric offroad racing group that raises awareness through its events by scheduling them in places around the world where significant environmental problems exist.



## Seed\*

- Seed is a microbial sciences company pioneering applications of microbes for human and planetary health. In collaboration with leading academic partners, they accelerate breakthrough science into live biotherapeutics and innovations for consumer health. Seed's star product, the DS-01, combines prebiotic and probiotic cultures to improve gut health that are all natural, vegan and gluten-free.
- **Causes:** Deliver Good Health, Democratise Access, Prosper Sustainably
- **Impact:**
  - On top of its existing products, Seed is extensively investing in R&D to help progress microbial science applied to but not limited to gut, paediatric, vaginal, brain and planetary health.
  - Seed is carbon negative, with 110% offset of its lifetime emissions. The company is conducting quarterly audits of its carbon footprint with [The Carbon Accounting Company](#). Seed even developed and published its carbon negative [Field Guide](#) in complete transparency as a resource for other businesses to follow the same path.
  - The Company has actively sought to reduce and lessen its packaging and materials impact with many innovations used in its [refill system](#).

3 GOOD HEALTH AND WELL-BEING



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



[seed.com](https://seed.com)

# OUR FAMILY OF BRANDS AND THEIR IMPACT



- Syllable is a platform for health, wellness, and beauty brands with a celebrity backing. Syllable has three brands in operation: LOOPS, INBLOOM and One Ocean Beauty.
- **Causes:** Deliver Good Health, Champion Self-Esteem, Prosper Sustainably
- **Impact:**
  - LOOPS reduced its packaging components by 50% and its overall plastic use by 80%. The Company is actively working towards producing a fully compostable product.
  - INBLOOM's bioavailable supplement powders are made with whole-food nutrients and full-spectrum herbal blends - 100% plant-based with no synthetic ingredients.
  - One Ocean Beauty products are certified Cruelty-free, Think Dirty (i.e. have clean formulations) and use Blue Biotechnology in its production process.



[syllablestudio.com](https://syllablestudio.com)

## TOMBOYX

- TomboyX's mission is to promote self-acceptance through radical comfort and inclusivity. TomboyX offers a broad range of silhouettes and sizes, with utmost importance given to fit. It's not enough to simply scale-up regular sample sizes: TomboyX's underwear is fit-tested on hundreds of bodies, from size XS-6X, regardless of gender.
- **Causes:** Progress Society and Champion Self-Esteem
- **Impact:**
  - [Certified](#) B Corp since January 2022
  - TomboyX has gone all of the way for representation since Day 1. Its team is 30% LGBTQ+, 77% female-led, and 35% BIPOC.
  - When it comes to suppliers, TomboyX prioritizes women-owned businesses, environmental certifications, and living wages.
  - 75% of TomboyX's products have environmental certifications such as [OEKO-Tex®](#) and [BCI](#) and its packaging is biodegradable.



tomboyx.com



# OUR FAMILY OF BRANDS AND THEIR IMPACT



- Since 2012, Who Gives A Crap is a D2C toilet paper and personal care company based in Australia. The Company has been on a mission to ensure everyone has access to clean water and a toilet, donating 50% of their profits to help build toilets around the world.
- **Causes:** Democratise Access, Prosper Sustainably
- **Impact:**
  - [Certified](#) B Corp since February 2016. Who Gives a Crap was recognised Best For the World in the Community impact area, an award only given to 5% of B Corps.
  - The Company donated 50% of its profits since inception, totalling over AUD\$11.2 million to date.
  - All products are plastic-free and the brand offers toilet paper that is free from ink, dyes or scents and which is made from sustainable sources (bamboo and recycled fibres).
  - All carbon emissions from shipping are [carbon neutral](#) since 2020 with [Pachama](#), representing c. 40k metric tonnes of offsets to date



[au.whogivesacrap.org](http://au.whogivesacrap.org)

# DELIVERING RIGHTEOUS CAUSES, BRAND BY BRAND.



## OUR ADDRESS

The Craftory  
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United Kingdom

## CHALLENGER BRANDS

[Connect with The Craftory](#)

## ONLINE

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[@craftorybrands](#)

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