



SUSTAINABILITY REPORT

2023

Doubling down on sustainability.

In the rapidly changing landscape of impact and environmental, social, and governance (ESG) considerations, the upcoming Corporate Sustainability Reporting Directive (CSRD) in 2025 highlights a crucial shift towards sustainability across all sectors.

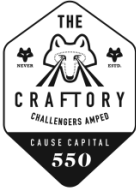
This regulatory evolution mirrors a growing societal expectation for brands to integrate sustainability into their core operations. As an investment company committed to fostering positive change, we exclusively back consumer packaged goods that benefit the planet, people, and society. Our approach has always been to place righteous causes as our top investment criteria, ensuring that we contribute to a sustainable future while seeking profitable returns.

In 2023, we've focused on doubling down on our belief that purpose and profit sit together. Tracking our performance in impact and ESG has been a significant step, via a standardised sustainability reporting across our portfolio. Through this report, we aim to showcase the tangible impacts of our investments in promoting environmental and social well-being. It is a testament to our commitment to not only generate financial returns but also to make a positive, measurable impact on the world.

We invite all members of our community to join us in celebrating these achievements and to continue to collaborate on setting new benchmarks for sustainable investing.



THE CRAFTORY'S IMPACT SNAPSHOT



The Craftory measures its carbon footprint with **planA**



The Craftory is carbon neutral since inception with **MOSS**



Freddie's Flowers
65% London deliveries made by bicycle



Over 6.6m plastic bottles avoided to date



7000t of plastic saved in 2022

NEEDED.
Offers a women's health educational library



55% Women, with 1,449 people

The Craftory is certified plastic negative with **rePurpose**



X NotCo
49m liters of water saved in 2023



2.8m lbs of food donated since 2019



14m lbs of diapers composted since inception



Helped over 176k cats and dog in need globally

TOMBOY X
Swimwear made with 80% recycled water & 45% solar energy

who gives a crap
\$13.4m AUD donated since inception



5.8m meals served to date



Donated \$1.7m worth of product


\$3.1m donated in 2023 across the folio

WHO WE ARE



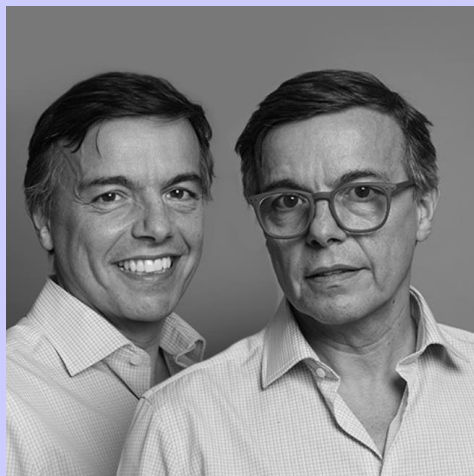
WE INVEST IN RESPONSIBLE CONSUMER PACKAGED GOODS THAT POSITIVELY IMPACT THEIR CATEGORY, OUR SOCIETY, AND THE PLANET.

WITH \$550M UNDER MANAGEMENT, OUR PURPOSE IS TO MAKE RESPONSIBLE CPG THE NEW NORM.



OUR TEAM

THE FOUNDERS



Elio Leoni Sceti
Co-Founder & Chief Crafter



Ernesto Schmitt
Co-Founder & Arch Crafter



Thiago Rodrigues
Senior Partner & Deal Crafter

OUR TEAM

THE CRAFT PARTNERS



Jamie Swango
Partner (Platforms)



Jonathan Miller
Partner (Scale)



Laura Tran
Partner (Purpose)



Anthony Jenkison
Partner (Go To Market)



JP Thurlow
Partner (Brand)



Simon Miller
Partner (Product)



Jon Lunetta
Partner

THE DEAL TEAM



Olivia Cramer
Investment Manager



Atkins Dondo
Finance Director



Jak Lewis
Investment Associate



Monica Casanova
Investment Associate



Ananya Chowdhury
Analyst

WHAT WE DO



WE DELIVER RIGHTEOUS CAUSES BRAND BY BRAND



When evaluating brands, our first investment criterion is to serve one or several of our five Righteous Causes. These five righteous causes address the Sustainable Development Goals established by the United Nations.

We love the challenge of responsible brands because, as consumers, they give us hope and provoke action. They make it possible for us to positively contribute. For the Craftory, it means to back brands driving positive change for the world, positioning ourselves as Cause-Capitalists.

OUR FIVE RIGHTEOUS CAUSES

Democratise Access

Deliver Good Health

Progress Society






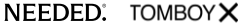






Champion Self-Esteem

Prosper Sustainably

THEIR CONNECTION TO THE UN'S SDGS



OUR BRANDS ADDRESS URGENT CHALLENGES FOR THE PLANET, PEOPLE AND SOCIETY

Democratise Access	 	<ul style="list-style-type: none"> Contaminated water contributes to over 1 million deaths per year. Half of American children don't eat vegetables daily.
Deliver Good Health	  	<ul style="list-style-type: none"> 40% of Americans have stopped routine activities in 2022 due to uncomfortable bowel symptoms. 65% of dogs are obese or overweight. Only 1 in 10 adults eat enough fruits and vegetables.
Progress Society		<ul style="list-style-type: none"> Conditions that affect women more than men garner far less funding in health research. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world and we're currently not on track to achieve gender equality by 2030.
Champion Self-Esteem	 	<ul style="list-style-type: none"> 11% of girls worldwide would call themselves beautiful and six in ten girls avoid participating in life activities because of concerns about the way they look. 74% of UK adults have feel so stressed they have felt overwhelmed or unable to cope
Prosper Sustainably	   	<ul style="list-style-type: none"> Disposable diapers are the 3rd biggest waste product in landfills. Food production occupies a third of the planet and produces more CO2 than all transport combined. 68% of traditional laundry detergent bottles are not recycled, ie. 275 metric tons of plastic waste yearly.

OUR FAMILY OF BRANDS DELIVERS POSITIVE IMPACT FOR THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS.

	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
allplants	✓	✓	✓	✓	✓	✓	✓	✓			
dropps		✓		✓			✓		✓		
DYPER		✓					✓	✓			
adidas Originals		✓					✓	✓			
Freddie's Flowers		✓									
HIPPEAS	✓	✓					✓				
MOSS		✓	✓		✓	✓	✓	✓		✓	
X NotCo		✓		✓			✓	✓		✓	
Poly materia				✓	✓		✓	✓		✓	
Seed*		✓			✓		✓	✓			
ryleah		✓					✓				
TOMBOY X			✓				✓				
who gives a crap		✓	✓	✓		✓	✓		✓		
NEEDED.		✓					✓				
THE CRAFTORY	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

OUR APPROACH TO ESG AND IMPACT WITH BRANDS



DEAL ASSESSMENT

- Positive screening through our [Five Righteous Causes](#)
- ESG & Impact due diligence
- Sustainability clause in legal contracts as commitment for the company to establish a sustainability strategy with board reporting, measure their carbon footprint and adopt a DEI policy
- Co-definition of impact metrics

PORTFOLIO MONITORING

- Annual ESG & Impact reporting
- Actions roadmap and monitoring of performance with tools available and resources to portfolio companies
- Quarterly sustainability forum
- Providing holistic support and expertise across a suite of [capabilities](#): strategy, purpose, product innovation, brand creative and storytelling, marketing, go-to-market, scale-up and finance

The Craftory has been proudly certified B Corp since 2020. In the continuance of the B Corp movement, an initiative has been launched in 2021, the b for good leaders cooperative (BFGL). Elio Leoni Sceti, our co-founder and Chief Crafter is a founding member.

The BFGL Cooperative exists to accelerate the transition towards a regenerative economy creating the conditions for a shared, durable prosperity. This will create social, environmental, and economic net positive value through a new model of regenerative leadership.



B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency. B stands for Benefit, and in particular, the standard aims at measuring the positive social and environmental impacts of a business in its entirety.

Since its foundation in 2006, the B Corp movement has grown to over 8,000 certified B Corps around the world. Today, 71% of our portfolio companies are certified B Corps, with an average of 94 points in overall score (vs. a median score of 50.9 for ordinary businesses).

Certified

Corporation™

allplants

dropps

DYPER

edgard Cooper

Freddie's Flowers

MOSS

NEEDED®

NotCo

TOMBOY X

who gives a crap

OUR WALK FOR A MORE INCLUSIVE VENTURE CAPITAL INDUSTRY



[Research proves](#) that companies with more diverse teams perform better financially. As an investment firm, it is therefore our duty to make sure that we create the right environment for our own team and for the founders we back to thrive.

Since 2020, we've been certified Diversity VC. DEI first starts with our own team. We put in place a recruiting process that minimises our unconscious bias in order to systematically measure both technical skills and emotional intelligence.

Our company has also taken a stance for women in the Venture Capital industry by sponsoring Moms of VC & PE, a support group co-founded by our Craft Partner Laura Tran.



Female Leadership Event by Moms of VC & PE, London, October 2023.



DEI is also about how we manage our pipeline and portfolio, to make sure we are equitable and inclusive to all founders. However today, DEI is still a topic largely acted upon in venture capital, that's why we proudly contributed to Diversity VC [Founder's Engagement Toolkit](#).



Workshop for Women's Health founders by The Craftory, NYC, June 2023.

In 2023, we also actively supported female founders by organising and sponsoring a series of events in the UK and the US about Women's health, a category that concerns half the world's population, but that yet remains [underfunded](#). This initiative has led us to invest in Needed, an all-female founded team focused on feminine health.

OUR COMMITMENT TO CLIMATE CHANGE

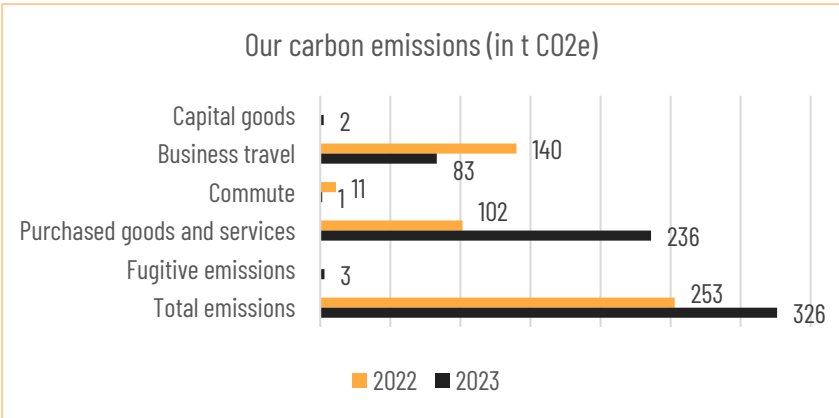
In 2023, we have set ourselves a goal to reduce our footprint by half and be Net Zero by 2030.

Meeting in person with our brands and stakeholders is essential to our business, and during the pandemic, this belief grew even stronger. However, business travel made 55% of our total emissions in 2022. That's why in 2023, we've focused on rethinking our approach to travel. Through a clear travel policy, we encourage our crafters to prefer a train to a flight where possible, better select our hotels, etc. As a result, we reduced our business travel footprint by 41% in 2023 vs. the previous year.

In 2023, we've also rethought commute by offering an electric car scheme to our employees and 61% of our employees walk or cycle to work, which brought our commute emissions from 11 to 1 tonne CO₂e in a year.

However, our total emissions grew by 29% last year due to purchased goods and services ramping up as The Craftory is growing. In 2024, we will deep dive into those and see where reductions can be made.

Since 2020, we've offset our annual emissions with Moss, as our trusted partner on a mission to save the Amazon forest and help its communities thrive via transparent, traceable and highly impactful [projects](#).



At The Craftory, we encourage our portfolio companies to take climate change seriously. This starts by measuring their carbon footprint across all three scopes, which 69% of our brands do. The next step is to establish reduction strategies ranging from headquarter spend to significant change in supply chain. 25% of our portfolio even went a step further and set a Net Zero goal.

69% MEASURE
THEIR CARBON
FOOTPRINT

VS. 59% FOR EU
TECH COMPANIES¹

25% HAVE SET A
NET ZERO GOAL

VS. 19%
BENCHMARK²

1. Revaia ESG Benchmark 2023, 2. Novata benchmark 2023

OUR ACTION TO REDUCE PLASTIC WASTE

We take our overall 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.

The proceeds are used by rePurpose through local projects to help solve the global plastic waste crisis. This year, we're supporting [Project Anmol Kinara](#). This project is on a mission to bring end-to-end waste management to over 1 million people in Udupi, a city in the southwest Indian state of Karnataka.

Project Anmol Kinara has brought together waste management entrepreneurs and local governing bodies to develop a unique, community-led approach for the region. In addition to incentivizing the collection of 'neglected' low value plastic, the support provided here also helps waste workers receive increased incomes, health insurance, new hygiene facilities, safety training, protective gear and more.

IMPACT SNAPSHOT



**PLASTIC[®]
NEGATIVE**



PROJECT LOCATIONS

Ghana, Colombia, India



PLASTIC REMOVED

13,599 kgs



TYPES OF PLASTIC

The project recovers low-value plastic waste



THE PROCESS

Environment-bound plastic waste is collected and processed

According to the OECD, plastic waste generation more than doubled from 2000 to 2019, with 40% coming from packaging and 12% from consumer goods. For our brands, plastic use and pollution is a key issue to address in their product development and supply chain.

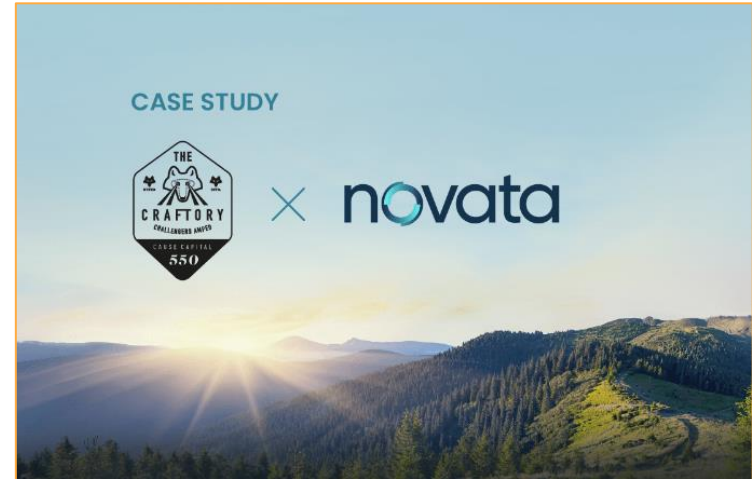
69% HAVE
PLASTIC FREE
PACKAGING

38% HAVE A GOAL TO
ELIMINATE SINGLE-USE PLASTIC
FROM OPERATIONS

DATA AND COMMUNITY AT THE SERVICE OF SUSTAINABILITY

We maintain our conviction that sustainable, cause-driven capitalism is more than possible, it's essential, and we're on a mission to prove it. The only way to do so is by measuring impact as well as environmental, social and governance factors (ESG), with the same rigor as we would for financial aspects. To serve this "People, Planet, Profit" approach, we've decided to partner with Novata¹ as a platform to help us gather Impact and ESG metrics and measure them against global benchmarks provided by Novata.

In 2023, considering the variety of sustainability initiatives in our portfolio, we've launched a series of quarterly sustainability forums for our brands. This has allowed team members to share best practices across companies. This also helped us prepare with this year's sustainability KPIs gathering campaign through which we could proudly gather 100% responses that are shared in this report.

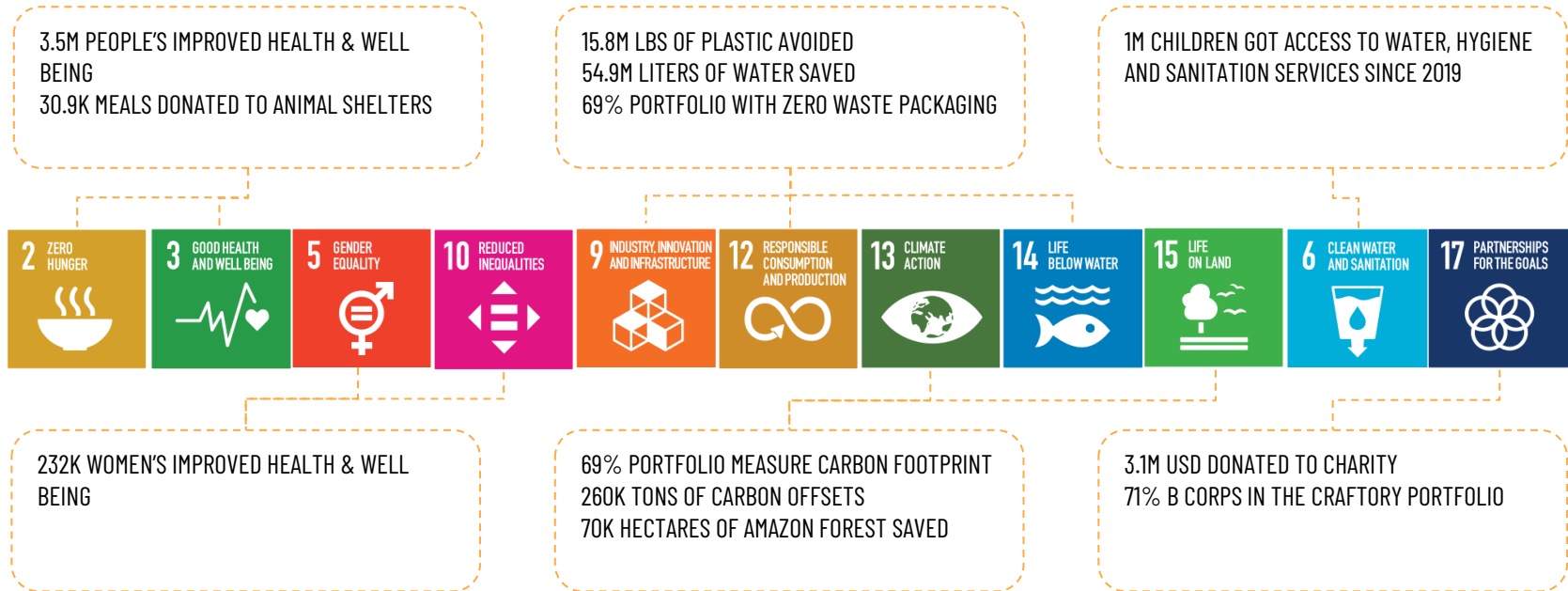


1. [Case Study](#) with Novata about our partnership

IMPACT IN PORTFOLIO



OUR IMPACT ON THE SUSTAINABLE DEVELOPMENT GOALS IN 2023



PROSPER SUSTAINABLY



allplants is on a mission to inspire the planet to eat more plants. allplants works closely with local growers and keeps its packaging to the bare minimum while delivering delicious, nutritionally packed wholefoods.

Eating just three plant-based meals every week for 1 year saves 600 kg CO₂, the equivalent of driving from London to Egypt; and 370k litres of water, the equivalent of leaving the shower on for 33 days.

allplants.com



Drops is a natural, zero waste laundry and auto-dish detergent brand sold as a subscription. All their formulas are without parabens, phthalates, phosphate sulfates and dyes. Plastic-free, recyclable packaging has been a mainstay for the brand for years.

Thanks to Drops, 6.6m plastic bottles were avoided to date.

drops.com



Dyper offers better for baby and the planet diapers that are compostable via its program REDYPER. Certified Standard 100 by OEKO-TEX, Dyper uses soft, absorbent viscose from Bamboo, and are made without lotions, parabens, fragrances, prints, TBTs, phthalates, and natural rubber latex.

Dyper has saved more than 14m pounds of diapers from landfills to date.

dyper.com



PROSPER SUSTAINABLY

HIPPEAS SUSTAINABILITY EFFORTS : MIND, BODY, AND SOIL



What are the drivers to select ingredients for HIPPEAS products?

“Healthy soil, chemical-free crops, and empowered farmers are at the heart of every decision with our brand. We work with farmers through partnerships to transition their land to regenerative practices to increase biodiversity, resulting in healthier soil, more nutrient dense foods, and less carbon in the air. Today, we source regeneratively-grown yellow peas for our products, and we will continue to evaluate other regenerative ingredients, like chickpeas, going forward.”

Julia Hecht, CMO at HIPPEAS

HIPPEAS partners with manufacturers and growers towards a regenerative agriculture

In 2023, HIPPEAS led a cutting-edge regenerative agriculture program with Canadian pulse and miller Avena Foods Ltd, with the support of Saskatchewan's South East Research Farm. The program consisted in the development of a field crop 'living lab' demonstration with grower Rosengren Farms. Rosengren has over a decade of experience in intercropping: the innovative practice of growing multiple crops in combination. HIPPEAS sought to measure the impact of regenerative farming methods on soil health, biodiversity, and nutrient density.

What were the key learnings from this pilot?

“We learned that regenerative is an ongoing process for farmers. We're still waiting on final results from the study, but we are optimistic that intercropping reduces CO2 emission/tonne and minimizes fungicide usage for farmers versus non-intercropping methods - a win-win for farmers and the environment.”

Shannon Haggerty, Head of R&D at HIPPEAS





DEMOCRATISE ACCESS



Contaminated water contributes to over 1 million deaths per year. That's the problem **Who Gives A Crap** set itself to solve by offering sustainable toilet paper and using half of its profits to build toilets and sanitation systems where there were none.

So far, Who Gives A Crap has raised AUD \$13.4m for the cause of global sanitation.

au.whogivesacrap.org



Moss is trading a highly-traceable, transparent, verified carbon credits that allow to preserve the forest from human degradation. The company also works directly with local communities to build schools, health stations, install internet antennas, create jobs, etc.

In 2023, several communities in the Amazon forest got access to the Internet thanks to Moss.

mco2token.moss.earth



Polymateria has created a self-biodegradable, proven zero micro-plastic packaging for consumer products. This innovation provides consumer brands with access to packaging options that will safely return to nature after a year if not recycled first.

In 2023, Polymateria helped to avoid the production of 7000 tonnes of plastic.

polymateria.com

PROGRESS SOCIETY



NEEDED:



Needed offers a system of radically better, science-backed nutritional supplements for women in the perinatal stage. It consists in a wide range of targeted support for egg and sperm quality, lactation, stress, sleep, and hydration.

The company's products and educational content are designed around the latest research and clinical insights from the more than 4,000 women's health experts who recommend Needed.

"Needed is uniquely positioned to challenge the failed status quo and improve health outcomes for women and their families."

Jamie Swango, Partner at The Craftory

thisisneeded.com



TomboyX designs for real human bodies: Kings, Queens and everyone in between. This is a brand that rejects binary beauty myths to create an aesthetic of comfort, confidence and self-expression. In place of toxic perfection, there's a celebration of what makes us uniquely beautiful. TomboyX has an extensive offering of sizing for inclusion of all women. This is high performance, fairly made, eco-sustainable base-layer, free from body-shaming and sexual objectification. It's a lot, all of it good..

tomboyx.com





CHAMPION SELF ESTEEM



Freddie's Flowers delivers beautiful selections of flowers each week to homes across the whole of mainland UK and Germany. Championing mindfulness, every Freddie's Flowers delivery comes with a step-by-step guide to help customers make the most of their flowers. Direct from their network of growers, Freddie's customers can step away from the stresses of modern life and enjoy a calming moment of creative flower-arranging.

freddiesflowers.com



Syllable studio is a venture studio dedicated to beauty and skin care. It is the home of Inbloom, Loops and One Ocean Beauty.

Each of the three brands is championing self-esteem by helping women feel more beautiful with dermatologist approved and clinically proven products for skin care, as well as efficacious nutrition.

syllablestudio.com

DELIVER GOOD HEALTH



Edgard & Cooper's headline? 'Naturally tasty cat and dog food, that you, your pets and our planet can feel good about'. This means carefully balanced portions, rich in fresh meats, packed with fruit 'n veg, vits 'n mins, and even prebiotics. All done while ditching highly processed meat meals and other nasties.

95% of dry pet food brands don't use fresh meat. Edgard & Cooper does.

edgardcooper.com



The Not Co has created an algorithm to combine an infinite combination of plants to replicate the flavor & texture of animal products - without compromising on taste, feel, or function.

NotCo's products have a significantly gentler footprint on the environment. 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



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.

In 2023, Seed made \$1.7m of in-kind donations to [Sirum](#), an NGO that helps donated medicine to get to where it's needed most.

seed.com

PROSPER SUSTAINABLY

EDGARD & COOPER: ZERO-ING IN ON PLANT-BASED



Edgard & Cooper have saved up to 375 tonnes of carbon dioxide equivalent (CO₂e) with their plant-based range.

Their plant-based kibbles create 43% less CO₂e than their meat recipes.

What does sustainability mean for Edgard & Cooper?

We are on a mission to protect the great outdoors for people, our pets and the future of our planet. That means delicious, healthy dog and cat food that plays nice with nature. We owe our success to the hard work of our pack, and to putting charity and sustainability at the centre of our brand. Our [Zero Pawprint Plan](#) is not an afterthought, it guides all decisions and encourages us to think long-term as we keep growing our business and improving our recipes. For every difficult choice to make, we stand by doing the right thing for people, pets and the planet.

Why did you launch plant-based kibbles?

We measure our carbon emissions and as a brand in the food sector we know that our ingredients make up a whopping 70% of our footprint in 2022! So, we've been busy working hard to reduce this and as part of this project, we introduced two new plant-based recipes for dogs. Did you know that dogs are omnivores? Dogs can get all the nutrients they need from plants. By bringing together the right combination of fresh veggies, grains, fruit, legumes and oils, we can create complete and balanced recipes – without the meat. We believe in the superpowers of fresh veg and healthy fruits. So in our quest to bring even more choice, we've created our first plant-based recipes!

"The launch of our plant-based kibbles was a huge highlight for me. My own dogs have been enjoying them for years now and have never looked better. I'm really proud to see our pet parents loving them too with really strong sales year on year. We aren't resting on our paws though and we're now exploring ways to improve the pawprint of our whole dog range... watch this space!"

Louis Chalabi, Founder & CMO at Edgard & Cooper

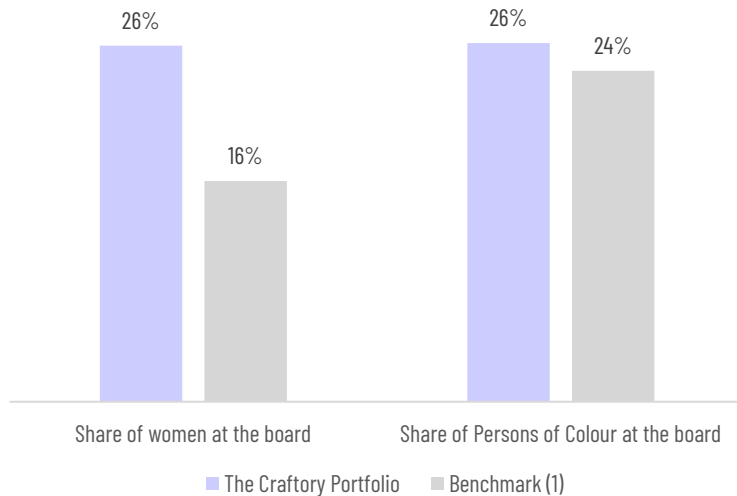
ESG IN PORTFOLIO



85% OF OUR PORTFOLIO
HAVE AN ESG STRATEGY



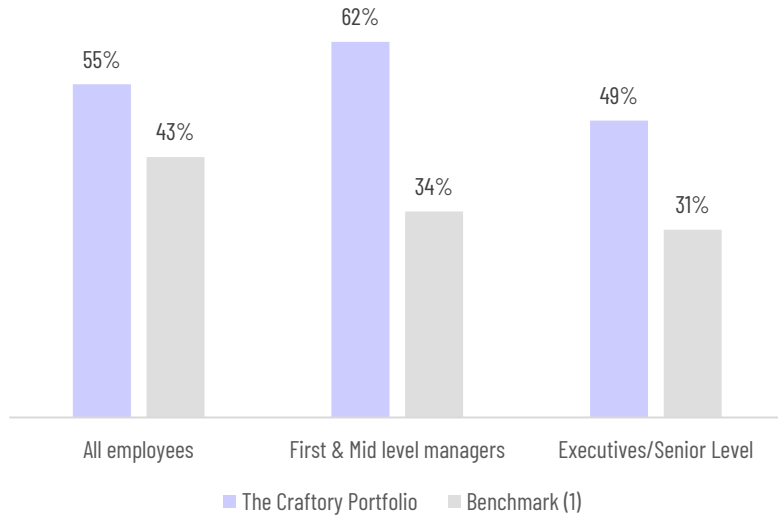
ON AVERAGE, OUR PORTFOLIO COMPANIES HAVE 26% FEMALE DIRECTORS AT THEIR BOARD.



1. Crunchbase and Him for Her 2022 study of gender diversity on private company boards



OUR PORTFOLIO'S SHARE OF WOMEN BY JOB CATEGORY IS ABOVE BENCHMARKS



1. Revaia ESG Benchmark 2022 (all employees, executive teams in Series B), OECD.stat for average share of female managers



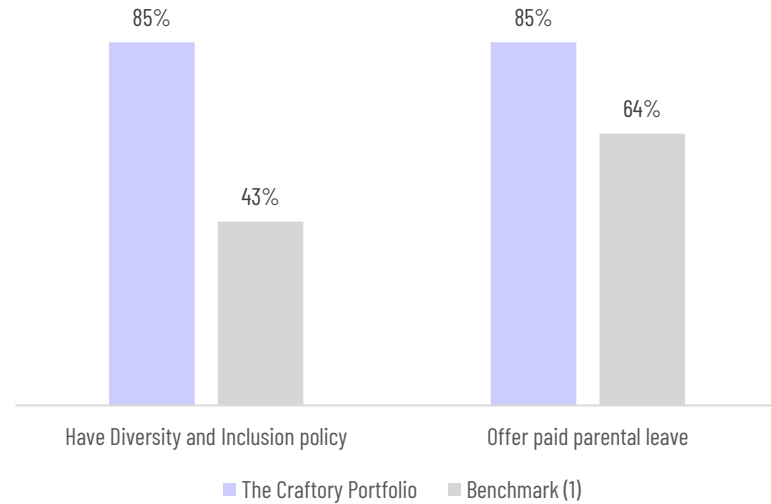
85% PORTFOLIO DO AN EMPLOYEE SURVEY AT LEAST ANNUALLY

ON AVERAGE THEY GATHER A RESPONSE RATE OF **79%**





INCLUSIVITY OF ALL INDIFFERENCES IS A PRIORITY TO OUR PORTFOLIO



1. Revaia ESG benchmark 2023 (DEI policy), Novata Benchmark 2023 (paid parental leave)

ON AVERAGE, THE SHARE OF
EMPLOYEES HOLDING EQUITY
INCENTIVES IS

36%



77% HAVE ESG ASSESSMENT OF SUPPLIERS

62% HAVE A SUPPLIER CODE OF CONDUCT



DELIVERING RIGHTEOUS CAUSES, BRAND BY BRAND.



OUR ADDRESS

The Craftory
52 Jermyn Street
London, SW1Y 6LX
United Kingdom

CHALLENGER BRANDS

[Connect with The Craftory](#)

ONLINE

Website

thecraftory.io

Instie

[@craftorybrands](#)

Linkedin

[@thecraftory](#)

PRESS & PR

press@thecraftory.io