



JINGTM

Sustainability Report 2023

A Better World of Tea

Contents

- 1 Welcome
- 2 Who We Are in Numbers
- 3 Strategy Summary
- 4 2023 Highlights
- 5 Our Certificates & Awards
- 6 Sourcing Responsibly
- 7 Reducing Impact
- 8 Doing the Right Thing
- 9 Our Story
- 10 Materiality
- 11 GRI mapping



Welcome

"JING exists to show the world what tea can really be."

Sustainability has always been embedded in our mission, it's the guiding principle to finding the very best tasting teas. Teas grown without chemical intervention taste better. The best producers we know are committed to respecting the environment and their communities, and they produce the best tasting teas. These teas have a purity of flavour that can open minds and change the buying habits of a lifetime. That's why we've always worked closely with like-minded producers, getting to know them, paying fairly and always championing quality.

Doing business in this way also helps us build strong relationships with everyone from our producers to our customers. These relationships are now the basis for the collaborations that can help us resolve the issues our industry must face up to. One of my favourite recent projects was a joint effort with the Ethical Tea Partnership – we created a problem-solving forum for communities and stakeholders in and around Assam tea plantations (see pg 15).



Melanie (right) on a recent sourcing trip to Badamtam, Darjeeling

In this, our first annual Sustainability Report, you can also read about the Silver medal we have been awarded by EcoVadis, and our first completely plastic-free tea bag. It's a snapshot of where we got to in 2023, but it also shows you how we got there – and what we plan to do next. We are proud of how far we have come on our journey, and I hope you enjoy reading about it.

Melanie Tricklebank, CEO

Who We Are

For 20 years, JING has been introducing tea lovers to a world of diverse cultures, master craftsmanship and incredible tastes. We currently help to deliver extraordinary tasting tea to markets including the UK, Europe, Middle East, Asia-Pacific and US.



26

Employees



14

Sourcing
countries



4

Logistics hubs



>25

Key markets



Our Head of Tea, Tom, pictured with our Red Dragon Master Producer, Chen Qiguang



A training workshop we hosted for Macallan whiskey company, 2023

Strategy

Our Mission

To provide unforgettable tea drinking experiences while supporting and enabling tea producers and their environments to thrive.

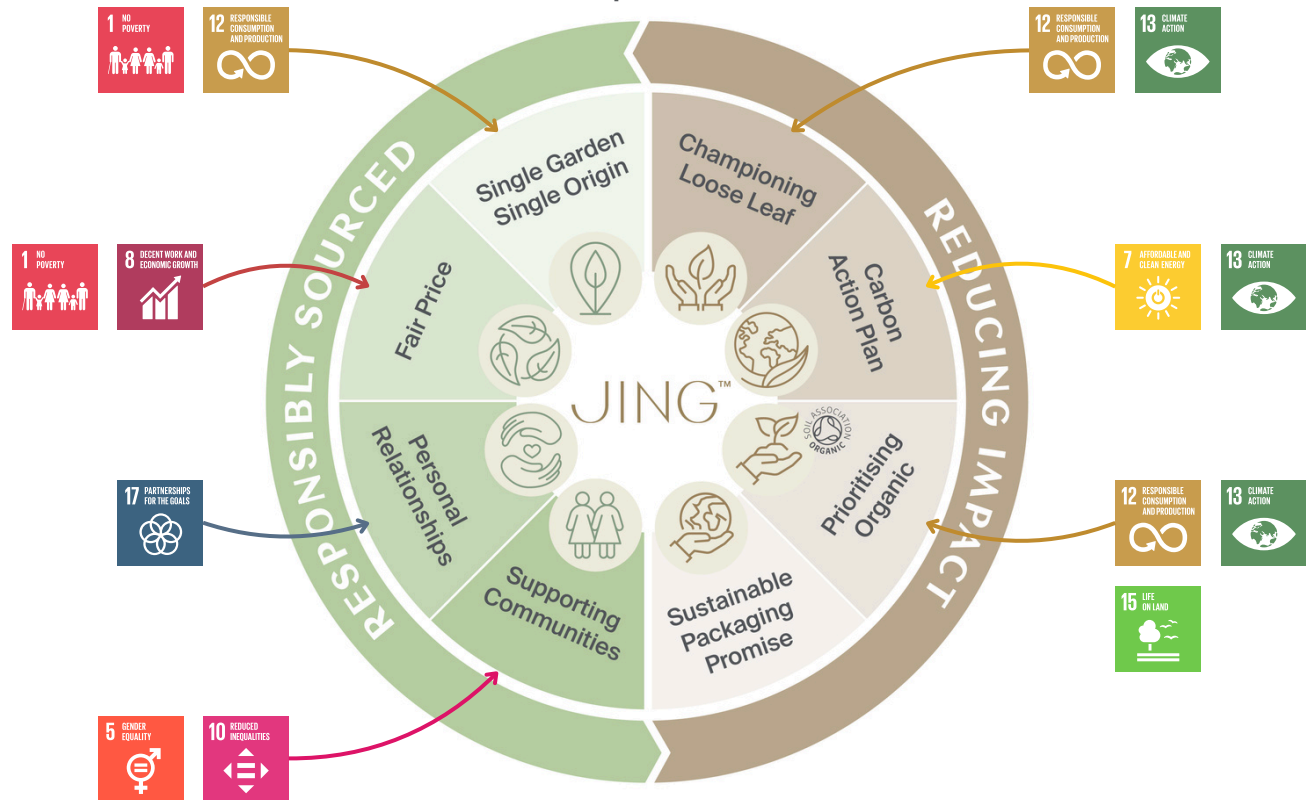
Our Promise

A better model: We responsibly source the highest quality teas, and show tea lovers how to get the best out of them

Our Approach



Our Strategy Focus Areas and Associated Sustainable Development Goals



Our focus areas reflect the most material issues for our business. We have also identified the United Nations Sustainable Development Goals (SDGs) that we can contribute to and have used them to guide our strategy and goal setting. The SDGs are seventeen interlinked objectives to achieve by 2030, that provide a blueprint for sustainable development for governments, businesses, NGOs, civil societies, and citizens alike.

2023 Highlights

Awarded

an EcoVadis Silver Medal,
placing us in the top 7% of
Food and Beverage
companies



Net Zero

Roadmap ratified

Cross functional
Working Group formed



13,118

beneficiaries of the
Plantation Community
Empowerment Project

68% of participants
are women

1,087 students
attending after-school
learning centres



Launched

a tea bag completely
free of bio plastic and
oil-based plastic

Trialed 2 innovations to make
loose leaf tea more
accessible in hotel rooms
and at conferences

97%

of products in our tea range
directly sourced from
producer or local agent



99%

positive engagement score
for Equality, Diversity &
Inclusion on employee survey

We are
Living Wage Certified



Increased

Organic/Made Without
Pesticides tea range by 50%
since 2020

We have worked with
82%
of our producers for
>3 years



Our Awards & Certifications



EcoVadis awarded us a Silver medal this year. Across four categories (Environment, Labour & Human Rights, Ethics, and Sustainable Procurement) the world's largest and most trusted provider of business sustainability ratings put us among the top 7% of all the Food & Beverage businesses it assessed. We also now have the feedback to take us to the next level.



The Ethical Tea Partnership is a global membership organisation driving systemic change in the sector. We are proud to have worked with them for over 15 years.



Many of our products are certified organic by the Soil Association – the UK's largest organic certification body. Some of our smaller producers are committed to farming without pesticides, but cannot engage with organic certifications. For them, we have our own Made Without Pesticides label, which is given only after rigorous testing.



In 2023, the Guild of Fine Foods gave Great Taste awards to 7 of our teas. With 10 stars in total, we are showing that a sustainable approach can produce exceptional teas.



The Situation

The majority of tea consumed around the world is purchased from tea auctions. If not managed properly, tea supply chains can become complex and less transparent, which can potentially lead to negative environmental and social impacts.

The Proposition

We don't just believe that single origin and single garden teas taste better. We go direct to source to get them. Cutting out the middlemen in this way encourages transparency by increasing traceability. It also helps us to build strong relationships with producers, so we can better support them and their communities.

Our founder, Ed, wanted to improve the tea industry, and this is still the best way we know of doing that.

Sourcing Responsibly - Impact Summary

What We're Doing	How We're Doing It	Commitments We've Made	What We Achieved (2023)
<p>Championing a better model of tea - A highly transparent supply chain.</p> <p>Continue to pioneer a sustainable future for tea through our business model and driving consumer demand. Work with our suppliers to provide our customers with products they can both love and trust.</p>	<p>Continue to source single garden, fully traceable tea.</p> <p>Tell the stories of the people and places behind each tea.</p> <p>Track progress on supply chain issues through supplier questionnaires and audits.</p> <p>Promote workers' rights, gender equity and support health and wellbeing, through ensuring commitment to our Responsible Sourcing Code of Conduct.</p>	<p>Maintain tea range so single garden/origin teas make up > 95%</p> <p>100% traceability for our range by 2025</p> <p>100% of single garden/origin teas will have the garden name printed on pack by 2024.</p> <p>100% of supply chain signed up to new Responsible Sourcing Code Of Conduct by 2025</p> <p>100% of tier 1 tea, herb packaging and teaware suppliers passing our new (more rigorous) SAQ assessment by 2028</p>	<p>Maintained >95% of teas in our range as single garden.</p> <p>Added garden/origin data on to customer facing packaging.</p> <p>Finalised new Responsible Sourcing Code Of Conduct and strategy.</p> <p>Visited 7 producers, undertaking our own CSR assessments.</p>
<p>Working with our producers & their communities</p> <p>Engaging with our tea makers and their communities around local environmental and social issues.</p>	<p>Continue collaboration through a defined producer engagement programme.</p> <p>Support local community projects focused on improving the social and environmental wellbeing of our tea maker communities.</p>	<p>By 2025 define supplier engagement programme and associated goals.</p> <p>Support 2 community empowerment projects in our key sourcing regions by 2025</p>	<p>Supported ETP Plantation Community Empowerment Project in Assam - reaching 13,000 beneficiaries, 67% of whom were women.</p>
<p>Buying high quality tea, paying what it's worth and supporting a living wage.</p>	<p>Continue to work with rare and accomplished tea masters producing high quality teas and pay a reflective price.</p> <p>Promote a living wage across our own supply chain and collaborate to create a living wage tea industry.</p>	<p>Work to ensure that all direct producers and their workers in our tea & herbal supply chain earn at least a living wage or income.</p>	<p>Maintained living wage employer status for our own UK operations.</p>

Championing Direct Sourcing

Our Range

97% of the products in our tea range were sourced directly from the producer or local agent in 2023

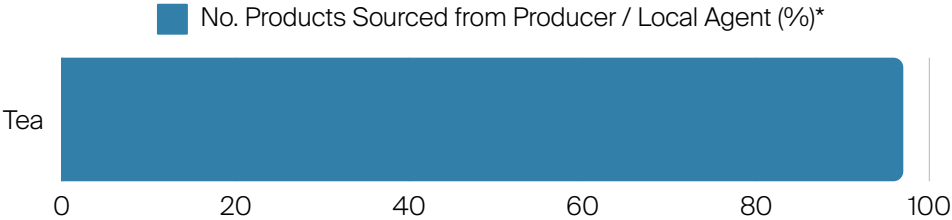
Our business looks to increase consumer awareness of the value of good quality, sustainable tea and drive interest in the gardens/origins and producers that craft it. We are committed to sourcing single garden and single origin tea.

Every year, in our search for unique teas, we meet new tea producers. Visiting them in person, we can understand more about how they work and whether they can help us create a better world of tea. That’s why we aim to source from as close to the garden level as we can – to make our supply chain more transparent and to build the relationships that can help us understand the issues our makers face. We are committed to sourcing highly traceable products.

The following data relates to our tea range. We will be working on the data for our herbals range during 2024.

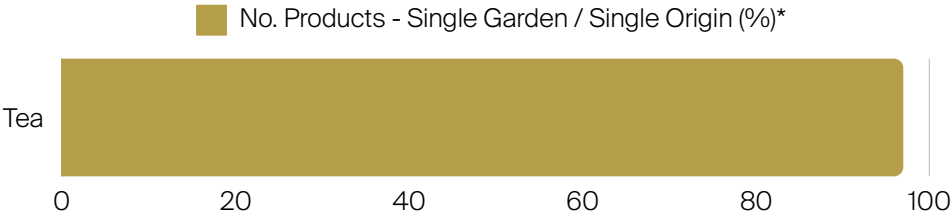
Sourcing directly

We always source directly from as close to the producer as possible. Through either the farmer themselves or the local agent (cooperative) they are part of. This helps us to build relationships and work together collaboratively on important topics. We also believe it helps us to obtain the best tasting, quality teas.



Single Garden/ Single Origin

Single garden and single origin teas celebrate the individuality – of the people, cultures and natural resources that produce them. We are committed to connecting consumers with these unique teas.



*Excl. White Label Products

Championing Direct Sourcing

Our Range

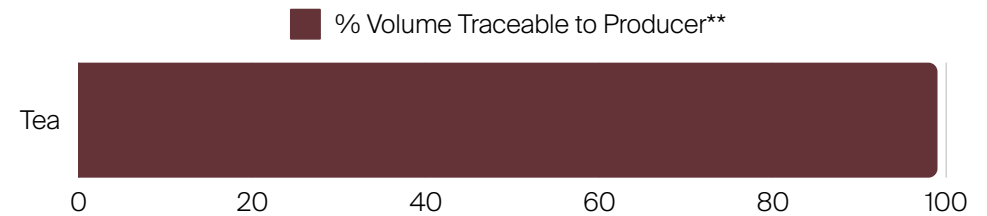
99% of our tea range by volume was traceable to producer level in 2023.

Over the last few years we have worked hard to ensure our tea range is directly sourced and highly traceable. We are proud of the results with 97% traceability, direct sourcing and single garden/origin.

The 1% relates to our decaffeinated tea and vanilla black products. During 2024 we will be working to directly source our decaffeinated tea and to work with our supplier to improve the traceability of our vanilla black tea.

Traceability

Traceability is key to transparency and ensures our ability to understand and tackle any social or environmental challenges, and promote any opportunities in our tea supply chain.



**Excl. White Label Products*

What's Next?

We are committed to ensuring 100% traceability for our whole range by 2025.

During 2024 we will look to capture more comprehensive data for our herbals range and set targets for our direct sourcing.

Championing Direct Sourcing

Our Rules of Engagement

The personal relationships we cherish with our suppliers – we visited seven new tea makers in 2023 – are built on strong responsible sourcing processes. As well as using third-party certifications, we have created our own system for mitigating social and environment risk in our supply chain. It draws on the standards and stipulations of the Ethical Trade Base Code, the International Labour Organization and the Ethical Tea Partnership. The system includes a mandatory supplier questionnaire and internal and external audit requirements with a risk-based approach. We prioritise tea suppliers in higher risk countries such as India.

In 2022, we refined the code of conduct, supplier questionnaire and sustainable sourcing strategy so we can move beyond just doing due diligence to becoming more proactively involved in maintaining standards and encouraging reporting on issues such as carbon emissions and human rights. The new code of conduct and supplier questionnaire are being rolled out in stages across 2023 and 2024, and applies to all of our suppliers, with a focus on higher-risk countries and products.

[We also uphold the [Human Rights](#) policy of our parent company Camellia. Our approach is outlined in our Code of Conduct.]

2023

- 100% of suppliers passed our original supplier self assessment questionnaire (SAQ) in 2023.

*We have worked collaboratively with our producers over the last few years to mitigate any environmental or social issue identified through the supplier self assessment. Due to these efforts no issues were identified in 2023. We are now updating the questionnaire to reflect new, more stringent best practice, so this figure is expected to increase significantly for 2024.

- Visited and internally assessed 7 new tea makers.

What's Next for 2024?

- Working to include our responsible sourcing code of conduct in all supplier contracts, ensuring all suppliers are signed up to its principles.
- Launching our new supplier questionnaire and starting to work with our suppliers to meet our new requirements.
- Rolling out a new risk based audit process.

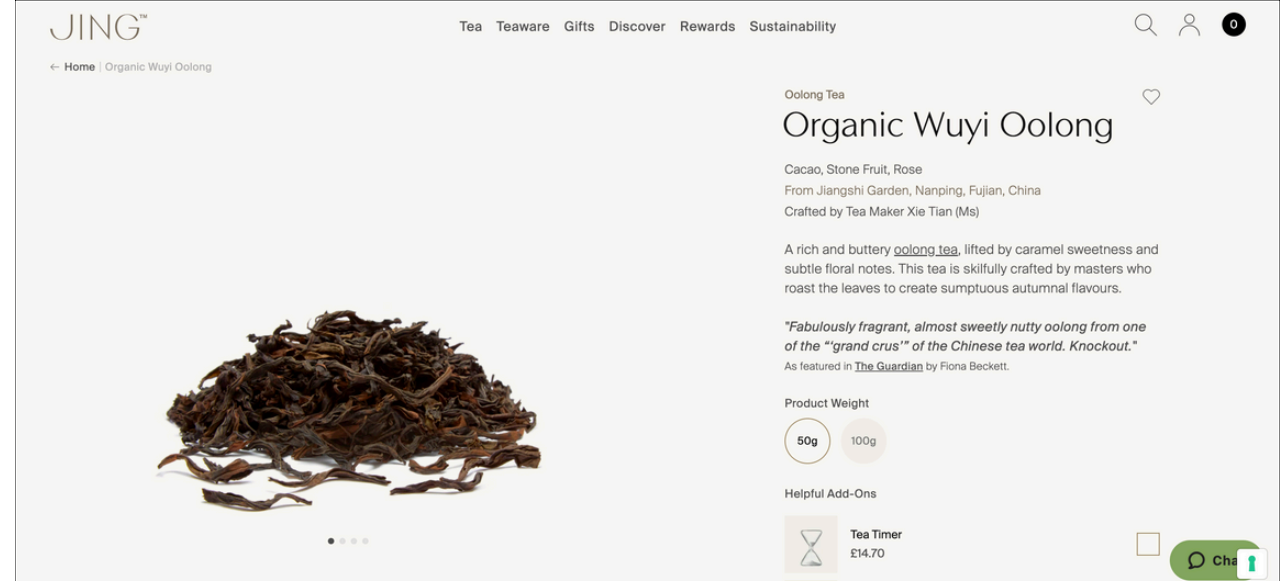
[For a summary of our targets, KPIs and commitments click here to see our 2023 Better World Of Tea Scorecard.](#)

Championing Direct Sourcing

Introducing Producers to Customers

"In 2023, all of our products displayed the single garden/origin information on the website and main packaging."

For our better model of tea to work, we need more people to appreciate high quality, good value tea that's produced sustainably by unique makers. That means customers knowing exactly where their tea has come from and who has made it. Promoting our producers –many of whom are small holders whose families have cultivated tea for centuries – on our packaging is one way we can connect them to our customers.



An example of our tea Product Pages - Where it was grown, by whom, and garden name



One of our blogs, showcasing the producers behind the teas and how they're made.

Supporting Communities & Personal Relationships

Finding New Producers

We have worked with 21% of our tea suppliers for more than 10 years, 55% for more than 5 years and 82% for more than 3 years

Meeting Single Garden Producers

Once we've found brilliant tea makers, we often work with them for many years, increasing quality and sustainability. That's why we go the extra mile to find them – even trekking to secluded locations inaccessible by road.

We also look to tackle the issues found within the tea industry, working in collaboration with our tea communities. We are proud to have supported the Ethical Tea Partnership Plantation Community Empowerment Project from its inception, with donations and participation on its steering committee. We remain part of its growth in the Assam region.

Yong Luo (right), who learnt to love tea from his grandfather, is the master producer of our Phoenix Honey Orchid tea. His garden is on Shuang Ji Niang, a remote mountain in China's Phoenix range where there's a subtropical oceanic monsoon climate. The soil is rich and volcanic, and a primeval forest surrounds his garden.



As he explains, “To protect our place, I’ve chosen organic and ecological planting methods. It means I can’t produce as much tea and that my costs are higher, but my tea feels full of life. This is the only way to capture the appeal of Shuang Ji Niang mountain and its original flavours for drinkers. I want them to taste Shuang Ji Niang mountain with its wet days, lush forest and volcanic history.”

Supporting Communities & Personal Relationships

| Engaging and consulting with local communities

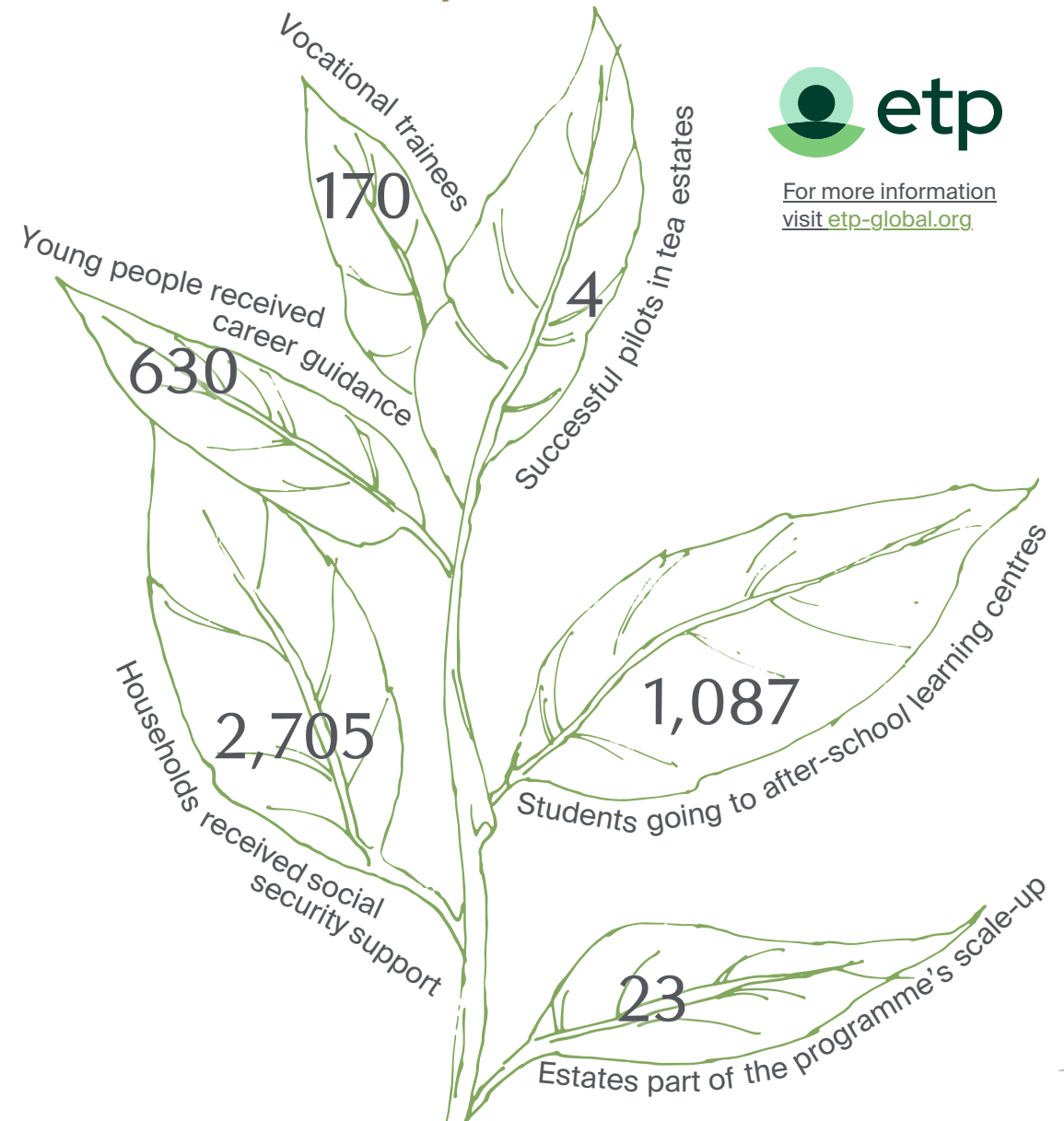
Working with the Ethical Tea Partnership (ETP) in Assam

In northeastern India, Assam is an important place for us because it's the home of our Assam Breakfast, Chai, Earl Grey and Assam Gold black teas. In recent years, demand for very low-priced tea and unpredictable global weather events have created many social challenges. We have joined forces with ETP and others in our industry to tackle some of these issues through the PCEP project.

Why the Plantation Community Empowerment Project (PCEP)?

The PCEP brings together whole communities to tackle shared problems. Estate managers, plantation workers, young people, women's rights unions, development agencies and local NGOs are all invited to join community development forums (CDFs) where issues are identified and solutions proposed.

This particular three-year project aims to reach 100,000 people on 23 tea estates, with a focus on women and youth. The target is for 50% of forum representatives to be women and 30% youths. After a successful pilot, the PCEP is now up and running on tea estates across Assam.



For more information
visit etp-global.org

Supporting Communities & Personal Relationships

“I think after the CDF started, the women in our garden are coming forward and feeling safer.”

Jinita Das Digal, President of the Pengera Gaon Panchayat and member of local CDF



Living Wage

Our Journey

For our own operations we have always paid above living wage and have been living wage certified in the UK since 2018. We have been pleased to see the movement growing both in the UK and globally since then. We are excited to be part of this movement.

We have always been committed to paying a fair price for our tea.

Living wage definition: The basic cost of living for a family is attainable by the adult wage earners each month. When a worker receives remuneration that is sufficient to afford a decent standard of living for the worker and her or his family in their location and time.*

Living income definition: The net annual income required for a household in a particular place to afford a decent standard of living for all members of that household. **

*"We are committed to ensuring that all direct producers and their workers in our tea & herbal supply chain earn at least a living wage or income." ****

*IDH Roadmap on living wages, identifying a living wage **IDH Roadmap on living income- What is a living income?

*** The target relates to our organisation playing its part by doing / paying additional to cover our part of the living wage/income gap based on the volume we purchase from the producer.

The next challenge is to ensure a living wage or income for those who work to produce our tea. Because we source our teas as directly as possible from the makers, more money goes to the communities that produce them, but there are still significant challenges to overcome if we are to hit our 2030 goal. For example, it can be difficult to prove that the money we pay actually reaches the workers who have earned it.

What's Next?

Over the next few years we will look to work with experts in the field to...

- 1 Understand what a living wage would be within the countries and regions that we source from, using credible living wage benchmarks.
- 2 Measure the living wage gaps in our tea and herbal supplychain.
- 3 Take action with our producers to close the gaps.


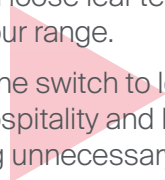


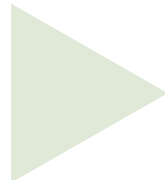

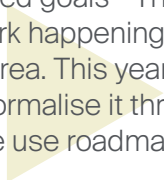


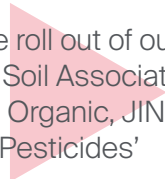




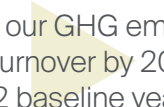

The Situation

We are facing a climate and biodiversity emergency. Average global temperatures have increased exponentially since the 1970s with multiple severe implications for the planet and our future on it.

The Proposition

Tea comes from nature. It's made from the leaves and buds of the camellia sinensis plant, and the way we produce it has an impact on the natural world. We are committed to minimising any negative impact and one day having a net positive impact on the planet.

Reducing Impact Summary

What We're Doing	How We're Doing It	Goals & Commitments	What We've Achieved (2023)
<p>Championing Loose Leaf to heighten experience and reduce unnecessary packaging and waste.</p> 	<p>Maintain loose leaf tea offer across our range.</p> <p>Enable the switch to loose leaf tea in hospitality and homes, reducing unnecessary tea bag waste.</p> 	<p>100% of range offered in loose leaf.</p> 	<p>Maintained 100% of range as loose leaf options</p> <p>Worked with our customers to trial two solutions to make loose leaf more accessible in hospitality.</p> 
<p>Creating a rapid transition to sustainable/circular packaging solutions</p> 	<p>Continue progress on our sustainable resource use journey through a defined strategy and goals.</p> 	<p>By 2025 define sustainable resource use programme and associated goals - There is a lot of work happening already on this area. This year we will look to formalise it through a resource use roadmap and goals.</p> 	<p>Launched our first plastic-free tea bag. Both bag and outer sachet are 100% bioplastic and oil-based plastic free and home compostable.</p> <p>Maintained all of our standard tea bags as made from plant-based material PLA derived from corn starch. PLA is biodegradable in industrial composters and is also known as a bio-plastic</p> <p>Continued to work with packaging experts trialling new materials for our standard tea bag envelopes and loose leaf outer bags</p> 
<p>Prioritising organic and regenerative farming</p> 	<p>Continue roll out of our dual stamps: Soil Association Certified Organic, JING 'Made Without Pesticides'</p> 	<p>Our aim is for 80% of our teas to be organic/made without pesticides by end of 2024.</p> 	<p>54% of our range of teas are organic or free from pesticides</p> 
<p>Developing our roadmap to Net Zero</p> 	<p>Calculate our carbon corporate footprint and create our Net Zero roadmap</p> 	<p>To halve our GHG emissions per £M turnover by 2030 from our 2022 baseline year, and to be net zero by 2040</p> 	<p>Calculated corporate carbon footprint (scopes 1, 2 & 3)</p> <p>Formalised our net zero roadmap</p> 

Prioritising Organic

In 2023, 54% of our tea range were organic or Made Without Pesticides. Eventually we want that figure to reach 80%.

A few years ago, we decided to source organic teas and herbals wherever possible. Sustainable practices such as organic and regenerative farming can reduce greenhouse gas emissions and make tea gardens more resilient to climate change. We have also noticed that they tend to go hand in hand with better tasting tea.

That's not the case everywhere, though. In Assam, for example, organic teas with the bright red colour and punchy texture that make for a good breakfast tea are hard to find. And in Japan, conventional teas are often considered to be of higher quality than organic ones. In these areas, we will keep working with our tea makers and the wider industry to find ways to organically produce more great tasting teas that help us reach our 80% target.

Made Without Pesticides

The Made Without Pesticides standard is our way of encouraging zero use of pesticides without the significant expense of organic certification. It's designed for smaller gardens who export only a fraction of their tea and can't justify the cost of becoming formally 'organic'. To meet our alternative standard, they cannot use pesticides at anytime of year – and their finished teas are lab checked for residues.

What's Next for 2024?

- Looking to source new organic/ regeneratively farmed teas.
- Reviewing our goals and approach to ensure we are still aligned to best practice.
- Engaging with our producers on organic and regenerative farming practices.

[For a summary of our targets, KPIs and commitments click here to see our 2023 Better World Of Tea Scorecard.](#)

Prioritising Organic

Meet our Producers Pioneering Organic Practices

Mr Chen (JING Ali Shan Producer)

When we were scouring the area for organic producers in Taiwan, Mr Chen's name came up as someone we should be talking to – so that is exactly what we did.

Mr Chen is the third-generation tea master of Chenjia, he cares for the garden that was also looked after by his grandfather and his father. It was considering a potential link between his father being ill and his exposure to chemical pesticides that triggered Mr Chen, when he took over, to initiate the conversion to organic.

Noticing that another tea garden in the area had regained growth and strength after being left to go fallow, Mr Chen questioned the local received wisdom that tea bushes needed chemical intervention to flourish and so decided to convert Chenjia to organic and give his family the safest space to live and grow.

Perhaps most importantly, Mr Chen acts as a mentor for young tea farmers, and advocates for organic farming in the area. He is really committed to enabling Taiwan to become a centre of excellence for organic, high quality tea production.



Mr Chen with his family, in his garden, 2020

Prioritising Organic

Meet our Producers Pioneering Organic Practices

Shentang Wen (JING Organic Dragon Well Producer)



Shentang Wen in his factory, 2019



Yong'an Tea Garden, Zhejiang, China

In misty east China, more than a kilometre above sea level, Shentang Wen produces our Organic Dragon Well Supreme. He's looked after the all-natural Yong'an tea garden for 17 years.

Dragon Well is China's most famous green tea, but when Wen set up an organic cooperative in 2007, organic was a relatively new way of farming in Zhejiang and its first meeting attracted just one other attendee. Now these monthly meetings draw crowds of around 130.

On his garden, the forest coverage rate is almost 90%, so grass and trees grow among the tea plants. As Wen told us he wouldn't be anywhere else.

"This is my family's calling. More than 30 years ago, when I was still a teenager, I learned from my parents to make tea. My ancestors were tea makers and I have always had a deep affection for tea. I'm passing the skills onto my son and daughter-in-law, though I don't want to stop myself. Every day I'm on this earth, I expect to be making tea."

Championing Loose Leaf, and Moving to Sustainable Packaging

We'd love more people to drink loose leaf tea – not only because it tastes better, but also because it needs less packaging. Until that happens, we want to minimise the environmental impact of our tea bags in particular, and of our packaging in general – all while best protecting the quality of our tea leaves.

By launching a Packaging Taskforce in 2023, we made this a focus for some key people within our business. In 2024, we will continue to innovate around our loose leaf offerings, and to seek better alternatives for our standard tea bag envelope and loose leaf outer bag.

Guided by packaging experts, we will take a full lifecycle approach to considering the impact of our packaging. This means looking at everything from where the materials we use come from to how likely they are to be recycled or composted. We will also create a business-wide roadmap with associated targets focusing on circularity, packaging and food waste.

What's Next for 2024?

- Creating a sustainable packaging roadmap
- Continuing to trial innovative loose-leaf solutions with our customers.
- Looking to find a more sustainable alternative for our standard teabag envelope and loose-leaf outer bag.

[For a summary of our targets, KPIs and commitments click here to see our 2023 Better World Of Tea Scorecard.](#)

Sustainable Packaging

Our First Plastic Free Tea Bag

For many years, our standard tea bags have been free from oil-based plastic. They're made from a material derived from corn starch and are industrially compostable through council food waste bins. The tea bag envelope is also recyclable in soft plastic waste streams in supermarkets.

In 2023, we went a step further. We launched our first ever completely plastic free tea bag – no oil-based plastics and no bioplastics. It is stitch fixed not heat sealed. Our tea envelopes are folded and crimped with no plastic film. They are made from 100% sustainably sourced paper, organic cotton and non-toxic ink. They are home compostable.

In just a few months at the end of 2023, we believe the sale of these tea bags saved roughly 3,000 kg plastic & 8 tonnes CO₂e, the equivalent of flying over 27,500 miles. As the distribution of the product continues we expect these savings to grow and grow.



*PEFC- Programme for Endorsement of Forest Certification

**FSC- Forest Stewardship Council

***SFI - Sustainable Forestry Initiative

Championing Loose Leaf

Innovating with our customers

Loose leaf tea tastes better and reduces packaging waste, but there is a big barrier to its adoption. It can be harder to serve than tea bags. To overcome this, we are working with our restaurant, hotel and airline customers to find solutions.

Bulk Brew Loose Leaf Thermos

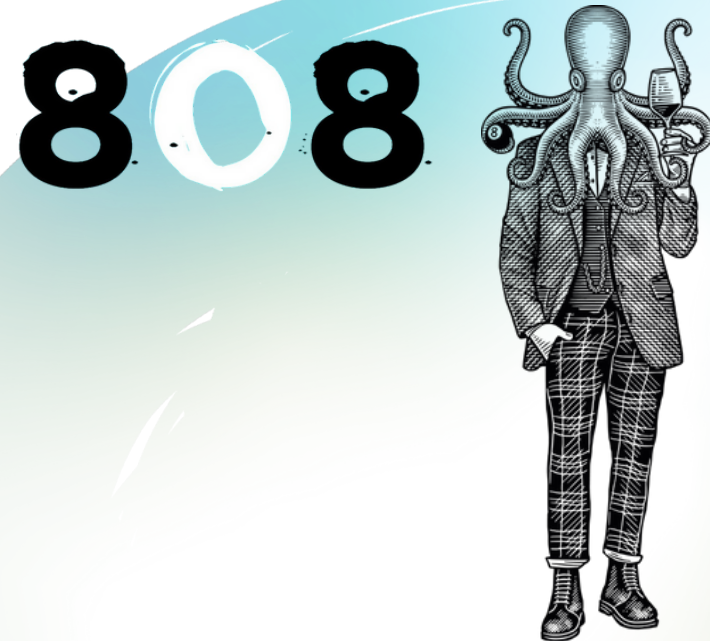
To reduce packaging waste, many of our customers look to serve loose leaf tea in high-volume settings such as banquets or breakfast meetings. In the past, this has been difficult, and many have had to use tea bags. We are now trialing a loose leaf thermos that allows a lot of tea to be infused at once, reducing issues with waste leaves and enhancing the overall experience.

In-Room Loose Leaf Service

As well as conferencing, in-room is the other outlet within hotels with the highest teabag usage. To help our hotel customers offer loose leaf tea for self-service in guest rooms and suites, we have created a kit that minimises waste while maximising the guest experience.

At JING we are committed to collaborating with our customers to find circular solutions to waste. Therefore, we are excited to partner with Marriott's portfolio of hotels, supporting on their 808 Movement.

This independent platform offers training and information to encourage a 'closed loop' mindset. For example, there are expert tips for extending the shelf lives of products, reusing ingredients and using different parts of ingredients – all designed to reduce food waste.



Our Net Zero Journey

Corporate GHG Emission Footprint

Our ultimate aim is to be a net zero business by 2040. To work out how to get there, we need to know where we are starting from. That's why we have been working with our parent company Camellia to capture JING's total greenhouse gas (GHG) emission footprint for the last three years.

This builds on work we had previously undertaken in measuring our baseline. We have improved the way we measure our emissions and so are using the better data we now have to restate our baseline and targets. Moving forwards we will continue to track our emissions impact in our Sustainability Scorecard.

Our footprint includes our direct gas and electricity usage, as well as business travel, sourcing and distribution of our products (teas, teaware, and packaging), and end of life.

In the past we also captured data on use of our sold products - the energy consumption of the water boiled to make our tea. However, capturing meaningful information in this area is very difficult. Therefore, we have made the decision to focus our resource and efforts on actions to support consumer behaviour change through campaigns and collective action. These are outlined in our Net Zero roadmap.

[For a summary of our targets, KPIs and commitments click here to see our 2023 Better World Of Tea Scorecard.](#)

Total Emissions			
		Sum of Total Emissions (tCO2e)	
Emission Sources		2022	2023
Scope 1 - Emitted Directly	Tonnes CO2e	2	3
Direct emissions from operations			
Scope 2 - Emitted Indirectly	*Market based Tonnes CO2e	3	1
Indirect emissions from purchased energy			
Scope 3 - Other Indirect Emissions	Tonnes CO2e	725	720
in our value chain, both upstream and downstream			
Total Emissions	Tonnes CO2e	730	724
Total Emissions, by Revenue	Tonnes CO2e / £M	183	162

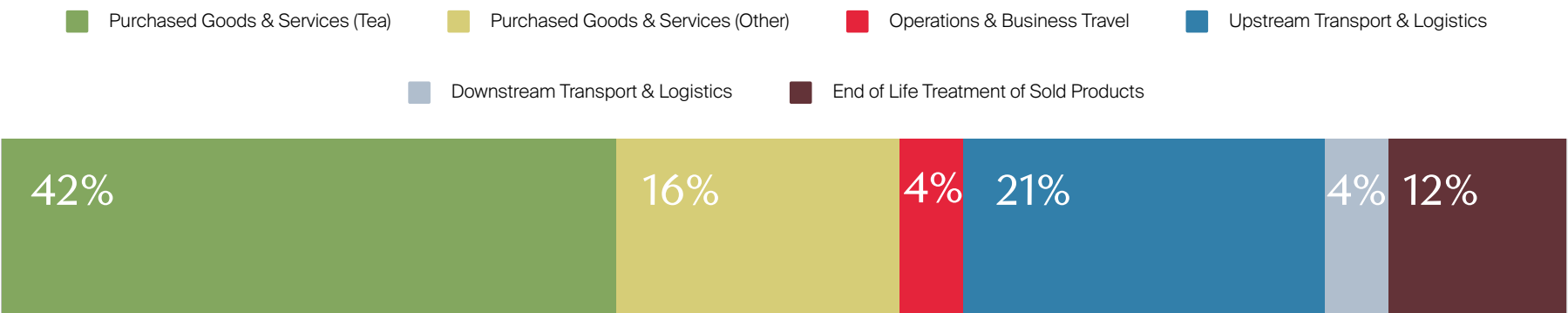
Our value chain scope 3 emissions make up the majority (96%) of our footprint and is where we will focus our reduction efforts. Our improved quality of data has provided us with a more accurate, lower, figure for our 2023 emissions. Our intensity metric of emissions per £m revenue also shows a decrease. Although our scope 1 & 2 emissions have reduced due to use of renewable electricity, our energy consumption has been rising gradually over the last two years, primarily due to a return to work after Covid 19. We will keep working to try and decouple our emissions from our growth and improve the accuracy of our value chain data year on year.

Our Net Zero Journey

Baseline

The majority of our emissions come from production materials and logistics, therefore this is where we will need to focus our action. We have opted to use 2022 as our baseline as it reflects our most accurate footprint.

GHG emissions in scope of our Net Zero by 2040 ambition (% in 2022)



Total emissions - 730 tCO₂e

* Our Category 1B- non-production purchased goods and services is higher than expected. We believe this is due to using spend based emission factors. We expect to see this reduce significantly as we capture more accurate data.

Our Net Zero Journey

Targets- from crop to compost

In an era of unprecedented climate change, we believe in taking responsibility for our emissions – right from those grown in the tea gardens of our producers to those generated by customers disposing of our packaging. At the same time, we want to help our producers stand up to the impacts of the unpredictable and extreme weather events they are already experiencing.

By capturing the carbon footprint of our business over the last few years, we have learnt more about our emissions – and used this new information to set ourselves net zero targets that cover our value chain from crop to compost.* Our targets are aligned with the 1.5°C pathway and we are committed to reducing any residual emissions at 2040 through carbon sequestration.

*As a subsidiary business, our target cannot be verified, but we have followed the best practice of the Science Based Target initiative, and we will gain verification as soon as it is possible for us to do so.

Net Zero- the UN Intergovernmental Panel on Climate Change (IPCC) defines net zero as:

“A state in which anthropogenic GHG emissions to the atmosphere are balanced by anthropogenic GHG removals from the atmosphere over a defined period.”

We are committed to achieving Net Zero emissions by 2040 and maintaining Net Zero once achieved. The pledge was endorsed by leadership during 2023 and our roadmap was defined during 2024.

Near Term Reduction Target

To halve our GHG emissions per £M turnover by 2030 from our 2022 baseline year.

From 183 tonnes CO₂e per £million turnover in 2022, to 92 tonnes CO₂e per £million turnover by 2030

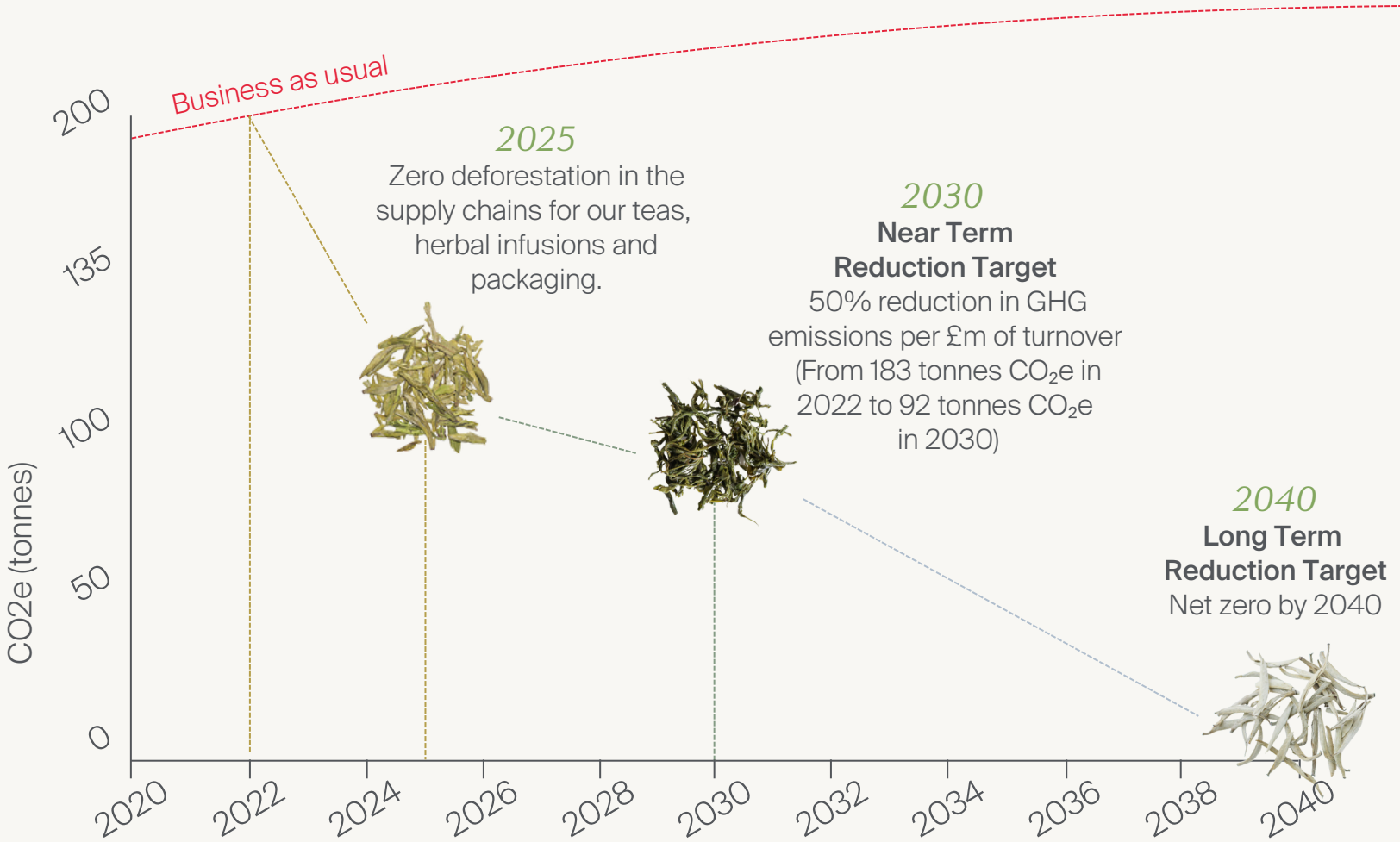
Near Term Reduction Target

To be Net Zero by 2040.

Our Net Zero Journey

Targets- from crop to compost

	tCO ₂ e
Baseline (2022)	183
2023	162



Our Net Zero Journey

Meeting Our Targets

Capturing our carbon footprint and undertaking a TCFD analysis of our climate related risks and opportunities, has helped us create our roadmap to net zero and identify the interventions we will need to make along the way. We believe the five focus areas outlined in our roadmap are where we can make the greatest reductions to our emissions.

Our focus areas cover key issues relating to our value chain, including our ingredient sourcing, logistics, packaging, consumer use and end of life. We understand that we can't achieve our goal alone, therefore our roadmap is underpinned by two cross cutting themes to highlight the need for us to collaborate with our key stakeholders, industry and broader society.

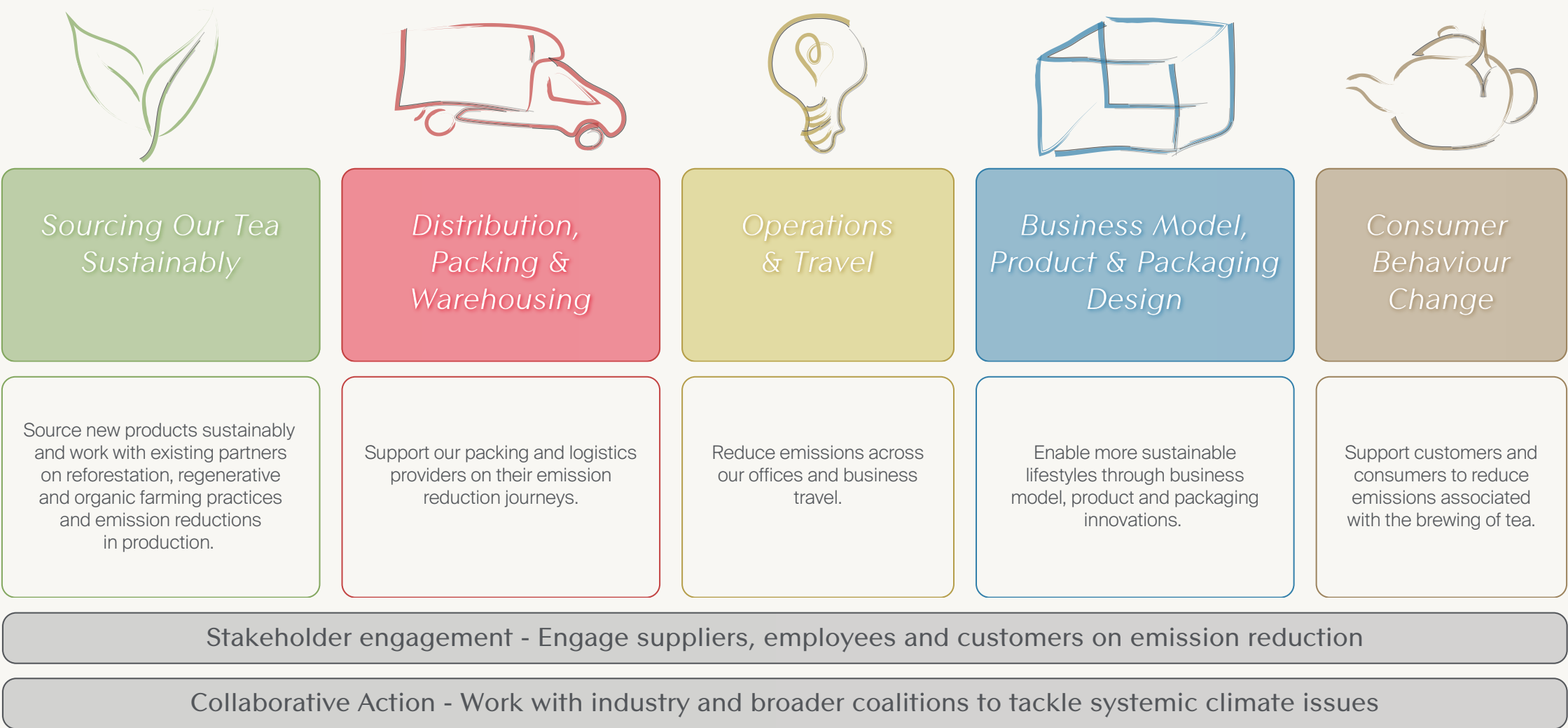
To make those reductions happen, we have set up a net zero working group. Within it, each key area is owned by a relevant member of the JING leadership team, who will co-ordinate efforts across the organisation.

The roadmap will be updated regularly to reflect new best practice, broader societal changes and improvements in our data as we learn more about the actions that work for JING.

Graphic on following slide 

For more information, see our Net Zero Roadmap document [here](#).

Our Net Zero Roadmap



Our Net Zero Journey

Progress to date

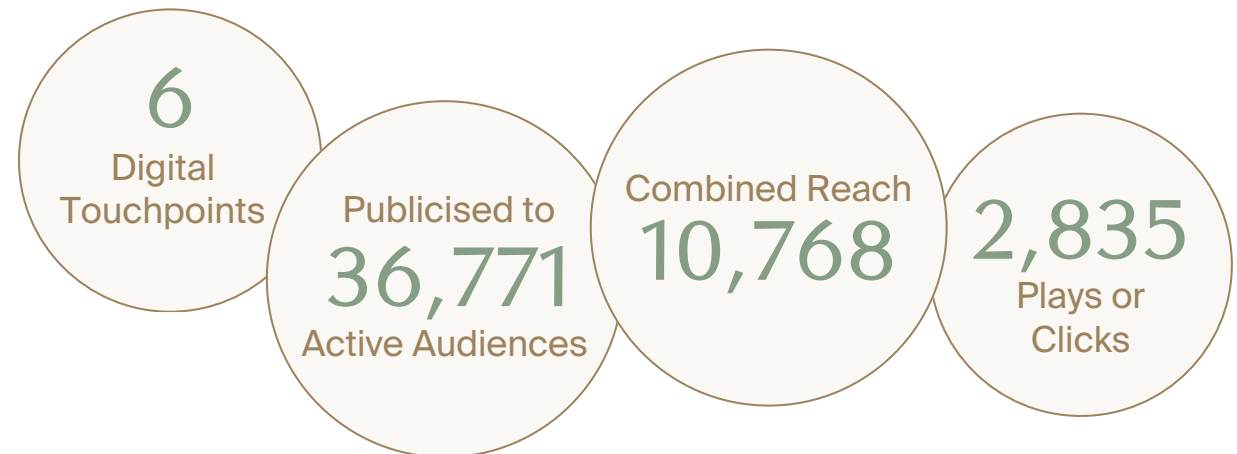
Although we have just created our Net Zero plan, we have been working on carbon reduction for many years.

Highlights so far:

- Continued our work to move our products towards organic and regenerative farming.
- Launched cold brew offerings and continue to support our customers and consumers with recipes and education on enjoying iced tea in the summer, without the need to boil the kettle/ use excessive energy.
- Created a completely bio and oil-based plastic free tea bag, which we estimate has already saved 8T CO₂e.
- Launched a campaign around “Reducing The Boil” alongside the UKTIA, to encourage consumers to save more energy when drinking our tea.
- Offer an employee cycle to work scheme
- Formalised our business travel policy and implemented a business travel platform that prioritises low carbon travel



Our awareness-driving campaign enabling tea drinkers to make more sustainable tea choices with four simple switches, including the key message 'to only boil the water they need



Our Net Zero Journey

A Note about Carbon Neutrality

As we continue work on our Net Zero journey, we've made the decision to move away from using the Carbon Neutral claim for our teas. This does not mean that we are reducing investment in our Carbon action – in fact it's the opposite. Current best practice thinking focuses organisations on prioritizing and funding initiatives in their own value chain (insetting) to reduce their own emissions, rather than relying on offsets. This is what we intend to do.

Carbon reduction has always been our priority. With over 80% of our emission footprint sitting in our supply chain, we know that working closely with suppliers, and supporting them on their own carbon action journeys is vital. Our business model places us in the unique position of having direct and strong relationships to enable this.

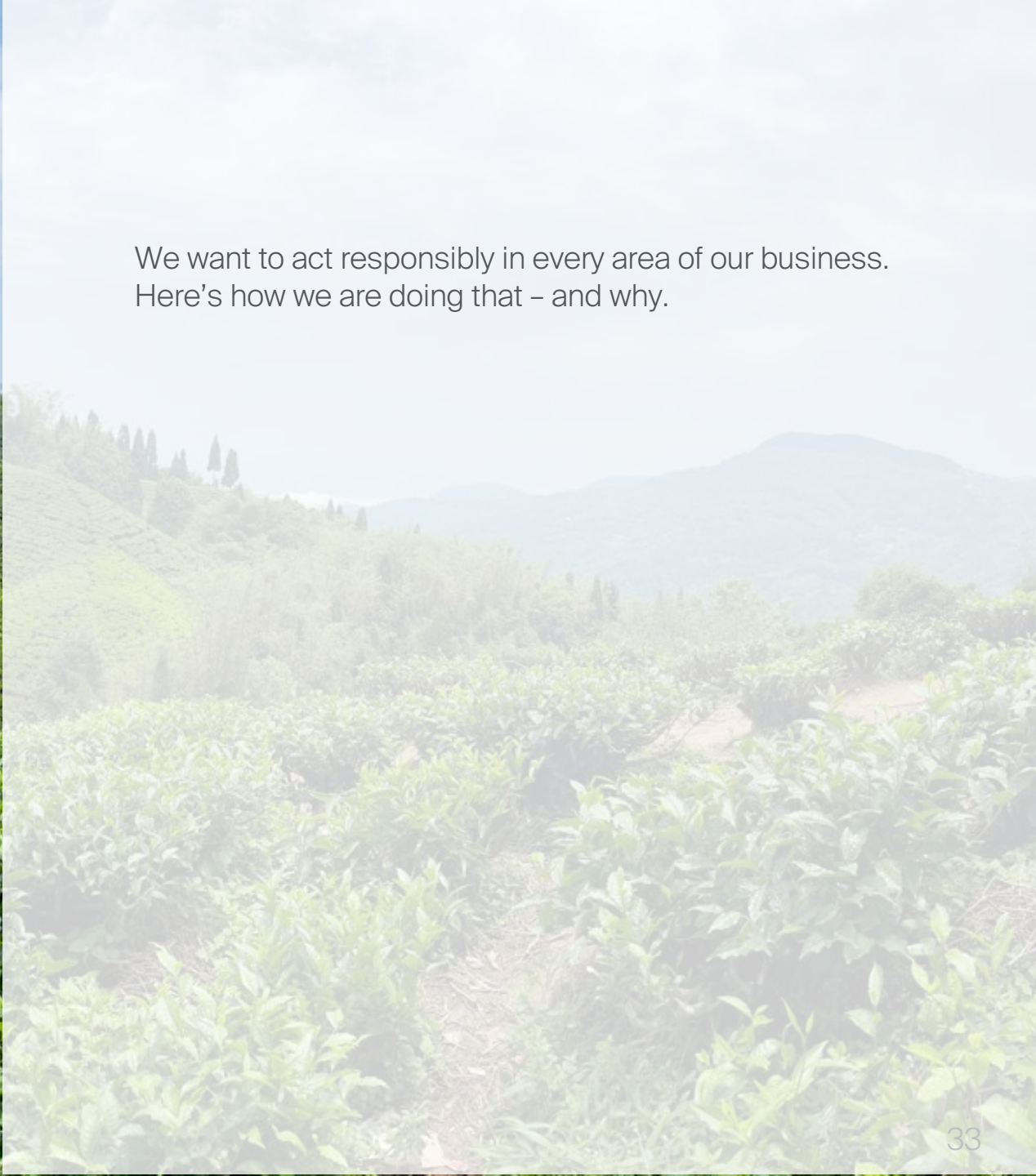
During 2023 we updated our supplier Code of Conduct to help establish where our suppliers are with their own carbon reduction commitments. Moving forwards we plan to use the resources from our carbon offsetting to directly support projects in the origins and the gardens that we are buying from.



Doing The Right Thing



We want to act responsibly in every area of our business.
Here's how we are doing that – and why.



Why We Do This

People and Places

“I feel very grateful to my mum for her vegetable garden. Even before I learnt to speak, I saw how lots of the food my family ate was grown – where it came from and the role of people in making it.

For tea drinkers across the globe, that connection with how tea is grown has largely been lost. But it still exists in China, and that’s where I first saw the value tea can hold within a culture: unique places and people were producing characterful teas, and being celebrated for it.

I started JING because I wanted to share this experience of tea as a simple pleasure that showcases people and nature in harmony. But for tea to delight in this way, they – we – must continue working together in the face of some profound challenges.

For two decades, JING has searched widely to find special teas, built strong relationships with their producers, and told their stories. Today, significant issues remain: persuading a new generation to carry on the tradition of single origin tea making; supporting biodiversity in tea gardens; and, of course, tackling the effects of climate change.

These challenges can only be met if there is a strong market of consumers who appreciate these teas. As well as providing direct support to producers, building that appreciation is one of the best ways of helping the gardens to thrive, so JING will continue to work hard on both fronts.”

Ed Eisler, JING founder



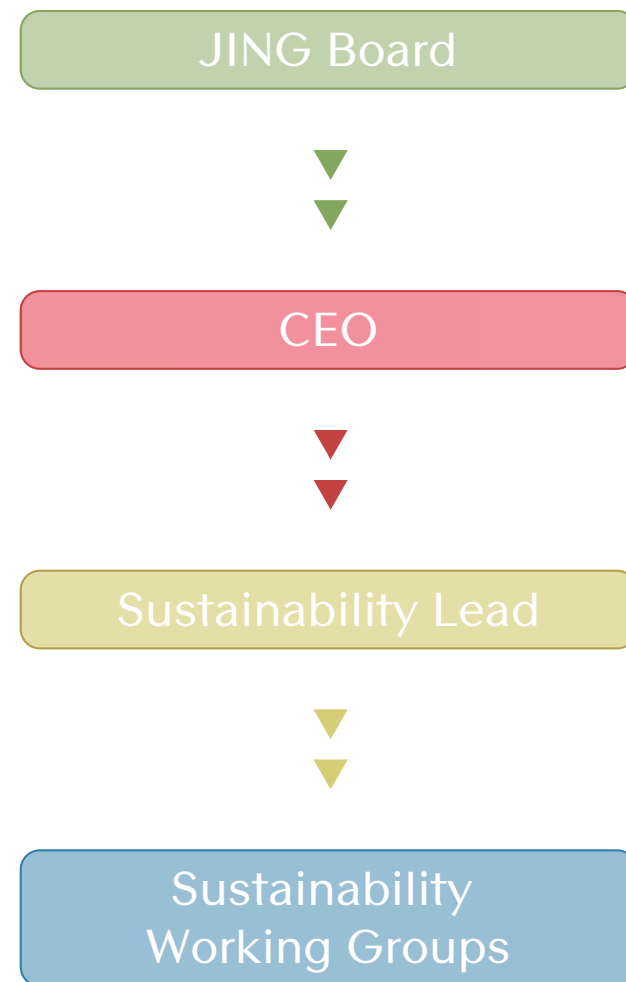
Governance & Risk

Sustainability is on the agenda for JING's annual board meetings, and features in the board's quarterly updates. Our sustainability strategy and its goals are endorsed by the board, which also tracks our progress towards them.

The sustainability strategy is sponsored by our CEO and Chief Operating Officer. Our sustainability lead, who has day-to-day responsibility, reports into them twice a month.

Department heads are responsible for individual parts of the strategy: for example, our Head Of Tea oversees the Sourcing Responsibly focus area. They are supported in each area by working groups of individuals from across the organisation. Regular sustainability updates are given to all employees at whole company meetings.

Sustainability is also included in JING's risk management framework, which can be found in our latest financial statement. In line with Task Force on Climate-Related Financial Disclosures (TCFD) recommendations, we have carried out an in-depth risk assessment around climate change. Its results will be included in our Net Zero Roadmap, and all risks reported our parent company Camellia for inclusion in its TCFD report.



Our products

Quality, Safety & Taste All Matter

We want people to want our teas, so we pride ourselves on their quality. We continue to uphold all EU regulations on food quality and safety. We have a robust HACCP food-safety system. All our teas are independently tested by accredited laboratories for harmful substances, pesticide use and disease triggers. There have been no health and safety incidents relating to our teas, and JING was not obliged to launch any public recall campaigns for products in 2023.

Our products must also meet our own stringent quality requirements. We use only natural ingredients and any material that comes into contact with a JING tea has been certified 'food safe'.

If complaints are received, we respond within 24 hours. Our Head of Tea is responsible for investigating and resolving any issues, and ensuring all relevant parties are informed.

In 2023, the Guild of Fine Foods gave a total of 10 Great Taste stars to 7 of our teas.



Ethics and Integrity

Code of Conduct & Ethics

All employees are required to read and sign our policies (including anti-bribery and corruption and information security) and our code of conduct, at the beginning of their employment and whenever they are updated. We monitor compliance to our code of conduct through this and our whistleblowing hotline process.

We undertake corruption and information security risk assessments on an annual basis and mitigate any issues. Risks are assessed by impact and likelihood and given a high/medium/low score. Current mitigation actions are recorded and the risks are reassessed. If scores are still high additional actions are identified.

Compliance training is undertaken by all of our employees on a bi-annual basis. This includes modules on anti-bribery and corruption, modern slavery, and cyber security. The training system provides reports and tracks progress allowing for targeted communications where needed.

At JING we encourage employees to speak up, and provide a whistleblowing hotline through Protect Advice, for reporting any concerns. There were no whistleblowing incidents during 2023.

In JINGs 2023 people survey 100% of staff agreed that 'people of all cultures and backgrounds are treated fairly, equally and with respect'

Mandatory Training Sessions

- 1 Information Security – GDPR
- 2 Preventing Money Laundering
- 3 Modern Slavery
- 4 Preventing Bribery in Business
- 5 Criminal Finances Act
- 6 Equity, Diversity and Inclusion

100% of employees trained on ethics

0 confirmed corruption incidents

0 confirmed information security incidents

Our People

Diversity, Equity & Inclusion

At JING we are dedicated to encouraging equality, diversity and inclusion among our workforce. We offer mandatory training on DE&I, we have created and implemented dedicated policies and processes, and we ensure any new processes are created with DE&I in mind.

9 Ethnicities Employed

Equality, Diversity and Inclusion score of 99% from engagement survey (questions include 1. I am treated fairly and with respect. 2. I would feel confident enough to raise any concerns, including allegations of bullying, discrimination and harassment with my manager/HR. 3. People of all cultures and backgrounds are treated fairly, equally , and with respect)

People at JING

Team - 52% Identify as Female, 48 % Identify as male. 26 People.

Managers - 54% Identify as Female, 46% Identify as male

Learning & Development

We encourage our employees to grow and develop in their roles and within the business, both professionally and personally. We have a dedicated learning and development budget, and an established performance development pathway that employees can utilize.

Training Hours - 750 training hours in 2023

Target to increase training hours in 2024

12.5% internal promotions

Nurture Our People

Health, Safety & Wellbeing

We care about our people, so we continuously develop and maintain ways to support their physical, mental and social wellbeing. We have physical and mental health first aiders on site, and review our wellbeing offering annually. In 2023, no time was lost at work due to injuries caused at work.

No lost time at work due to injuries caused at work

100% of employees answered “strongly agree”, “agree” or “neutral” to the statement “I feel safe at work and the company is committed to ensuring we have a safe environment to work in. – from engagement survey

Living Wage

We believe that our employees are the vital driving force to deliver on our business goals, and therefore commit to rewarding them generously.

JING has been an accredited living wage employer for our own operations in the UK since 2018.

We aim to provide benefits that suit all employees from their first day with us. We offer private medical insurance or healthcare cash plans for employees and their families. Our Cycle to Work scheme promotes sustainable commuting, while a Reward Gateway helps employees reduce daily expenses.

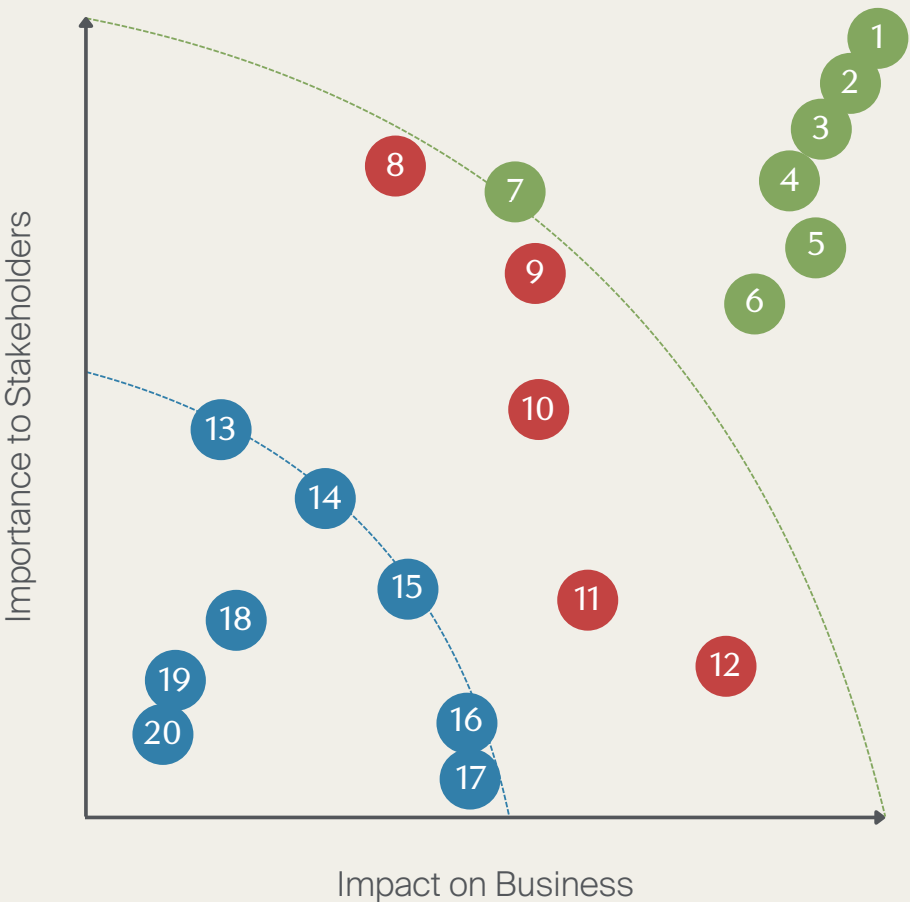


Identifying The Issues

Once we committed to our Better World of Tea strategy, we used a high-level materiality process to identify the most significant environmental and social issues for JING. Desk-based research including a standards review with GRI and SASB, input from external experts and stake-holder engagement all helped to show us the areas where we can make the greatest impact.

In 2024 we will take the next step towards double materiality. Sustainability aspects are also included in our risk processes. For more information, see Governance & Risk section in this report.

- 1 Traceability
- 2 Sustainable Sourcing
- 3 Human rights & modern slavery
- 4 Product Resource Efficiency, Loose Leaf
- 5 Fair Price / Living Wage
- 6 Producer engagement & community action
- 7 Carbon Scope 3
- 8 Circular Economy - Packaging (including plastic)
- 9 Organic/regenerative farming
- 10 Land, biodiversity and ecosystems impacts of raw material production
- 11 Chemicals management and product compliance (product safety)
- 12 Health & safety *
- 13 Circular economy - food waste
- 14 Product labelling
- 15 Product safety
- 16 Diversity, equity and inclusion*
- 17 Pay, employee wellbeing, and benefits
- 18 Carbon Scope 1 & 2
- 19 Waste management *
- 20 Air and water management, and impacts*
- 21 *Own operations



JINGTM

*We will keep working together
on our mission to create a better
world of tea.*