



IMPACT REPORT 2025

**GOOD &
PROPER**

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- Tea Grown Properly
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NOTE FROM THE FOUNDER

Good & Proper exists to show the world how good tea can be, when it's done properly. And while sustainability has always been at the heart of that, the last 12 months have marked an important shift. We've moved from intent to structure, from good practice to clear plans - developing a new Impact Strategy, welcoming a dedicated Sustainability Lead, and embedding impact more deliberately into our everyday decision-making.

We don't have all the answers, and much of this year has been about learning: listening to the industry, better understanding systemic issues, navigating the trade bodies, and improving the quality of our data. The pages that follow set out where we are today, the progress we've made, and the refreshed priorities that will guide the hard work ahead.

We're still small, and the UK tea market is just a tiny part of a vast global system. But change rarely starts at scale — it starts with passion, conviction and a willingness to question the status quo. That's the role we're choosing to play, and we'll be finding our voice with increasing confidence.

Emilie



REPORTING PERIODS

This is our second formal Impact Report.

The reports moving forward will be annual, shared alongside our Annual Report, as part our new Integrated Reporting approach.

For completeness, the reporting period for the carbon data within this report is 1st August 2023 - 31st July 2025. However, the focus and narrative picks up from where our first impact report left off: April 2024, and runs until the end of our financial year 31st July 2025.



OUR YEAR IN NUMBERS



OUR MISSION

MISSION

TO SHOW THE WORLD HOW GOOD TEA CAN
BE, WHEN IT'S DONE PROPERLY.





MORE THAN JUST GOOD TEA

This isn't just about giving tea-drinkers a better tasting cup - we also hope to drive much-needed positive change in the tea industry.

The tea aisle in the UK has long been heavily commoditised, and the tea drinker at home is used to drinking a low grade, low priced tea. By giving more people access to delicious, high quality tea, and creating a demand for it by injecting new energy, quality and variety into the category, we hope to reduce the reliance on bulk, commodity-grade teas.

A shift towards higher quality better supports sustainable farming practices, improves livelihoods for tea farmers and workers at origin, and also attracts new consumers, all of which will help grow and secure the future of what is a vast global industry that millions of people around the world rely on.

All that AND a better tasting cup of tea...

A photograph of three women harvesting tea in a lush green field. The woman in the foreground is wearing a bright pink long-sleeved shirt and a white headscarf with a yellow flower. She is smiling and holding a small amount of tea leaves in her hands. Behind her, another woman in a white shirt and headscarf is also working. To the right, a third woman in a pink shirt and headscarf is visible, carrying a large woven basket on her back. The background is a dense tea plantation with rows of green bushes.

VISION

TO HELP BUILD A THRIVING AND SUSTAINABLE
TEA INDUSTRY FOR THE FUTURE, BY RAISING
THE PROFILE OF SPECIALITY TEA, AND INSPIRING
AND TRANSFORMING THE WAY CONSUMERS
THINK ABOUT AND DRINK TEA.

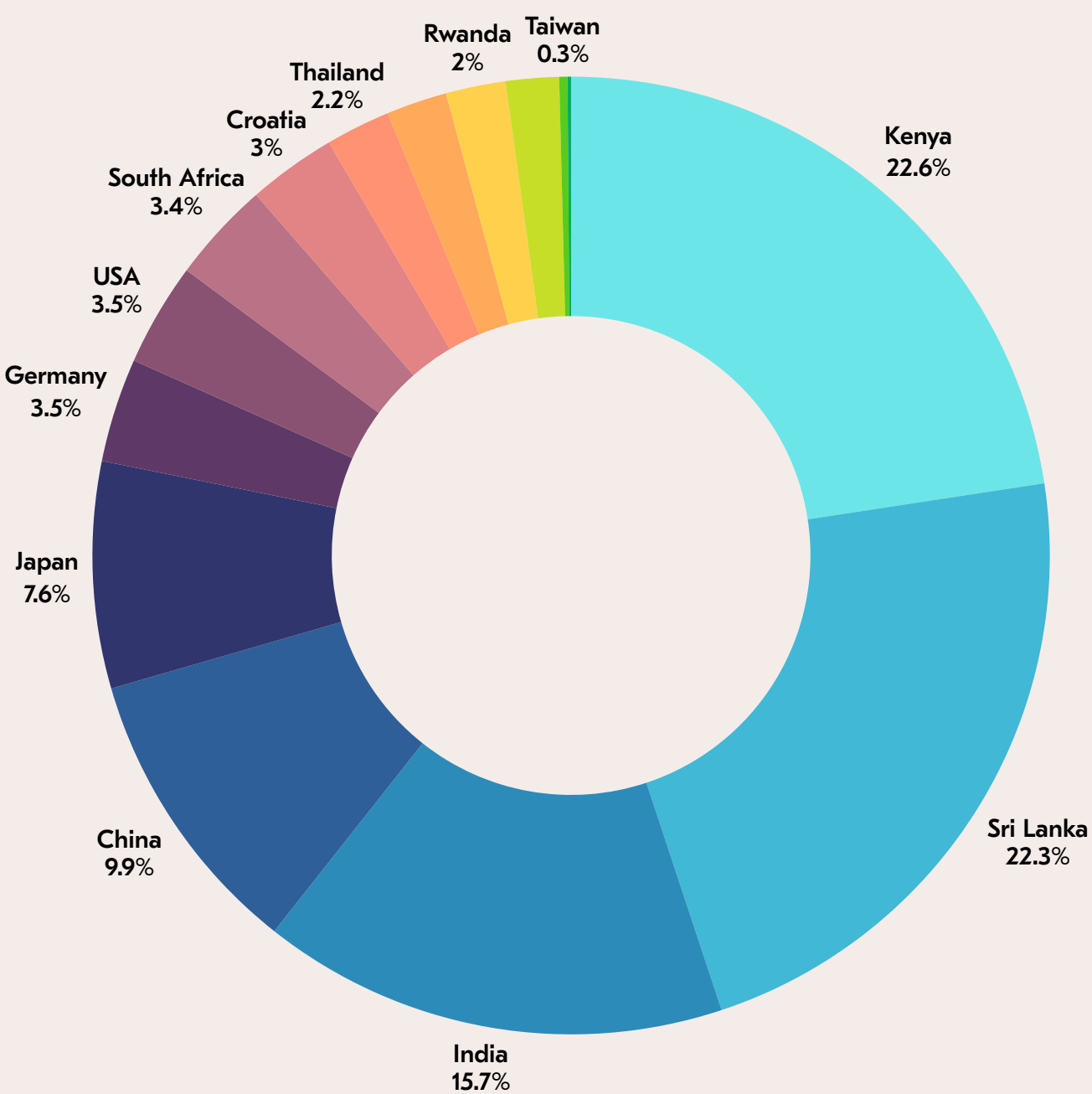
SHAPING OUR IMPACT PRIORITIES

This year, the big piece of work was building our new Impact Strategy - the framework that now guides everything that follows in this report.

Taking the time to step back gave us a chance to reflect on what we've already achieved, but also to be honest about where we can and should go further.

To understand where Good & Proper can have the greatest impact, we spoke to the people who know our world best: our team, our growers, our suppliers, our peers, and experts on ethical tea. Their perspectives, combined with a closer look at our own purchasing volumes, helped us sharpen our focus for the years ahead.

Our first report was built around the B Corp v1.6 standards. This one looks a little different. It is structured around the three pillars of our new Impact Strategy, with the goals - and progress - of the original B Corp impact areas now woven naturally into the pillar where they belong.



Purchasing by region 2024/25

OUR IMPACT STRATEGY

These are the three pillars that will guide our impact work over the coming years.



TEA GROWN PROPERLY

- 1 Going deeper in to our tea supply chains (2026)
- 2 Source all tea to our minimum standard (2028)
- 3 Leave things better than we find them (3 teas by 2035)



TOWARDS NET ZERO

- 1 Build our Net Zero carbon pathway (2026)
- 2 Collaborate to improve tea sector carbon reduction (2027)
- 3 Achieve Net Zero Carbon Scopes 1,2,3 (2050)

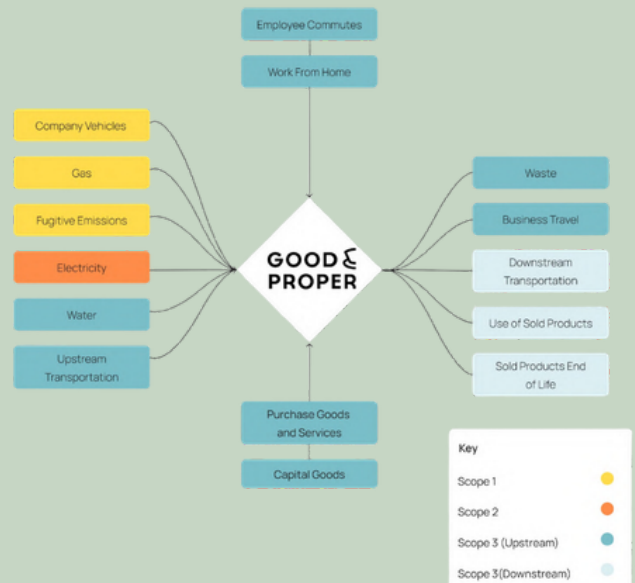


TOGETHER WE THRIVE

- 1 Embed B-Corp in business process (2026) & support the movement (∞)
- 2 Going Beyond the Minimum (2027)
- 3 Use our brand comms to drive positive change (∞)

OUR IMPACT STRATEGY

Vision: To build a thriving and sustainable tea industry for the future.

	TEA GROWN PROPERLY Going deeper into our end-to-end supply chains	TOWARDS NET ZERO Build our Net Zero carbon pathway	TOGETHER WE THRIVE Embed B-Corp in everything that we do
Today	- Members of Ethical Tea Partnership 100% of tea bag range Rainforest Alliance Certified - Full traceability back to origin - Long-standing supplier relationships - Regular visits to tea estates - Supplier Code of Conduct in place - Always paying a Proper Price for our premium tea  	- Mapped our scope 1-3 carbon footprint - Members of SME Climate hub  	- Certified B Corp - Living Wage Employer - Official tea sponsor for Well Grounded, providing financial support & training for individuals facing barriers to employment - Member of Buy Women Built - a movement showcasing female entrepreneurship    
Future	- Going deeper into our supply chain to gather more insight on the issues, how our Code of Conduct is met and how we can best support our growers (2026) - All tea to be Rainforest Alliance certified and herbs and matcha to equivalent (2028) - Committed to keep asking the tough questions so we can go beyond RFA & minimum standards (∞) - Leave things better than we find them (3 teas by 2035) 	- Build our Net Zero carbon pathway (2026) - Develop low carbon, 4Rs sustainable packaging strategy; Reduce, Reuse, Recycle, Redevlop (2026) - Submit an SME SBTi goal (2027) - Collaborate to improve tea sector carbon reduction, through improved emissions factors and greater data sharing (2027) - Achieve Net Zero Carbon Scopes 1,2,3 (2050) 	- Embed B-Corp in business process (2026), Re-certify to new standards (2027) & support the movement (∞) - Recertification focus areas - JEDI, Human Rights, Collective Action (2026) - Streamline charitable giving (2027) - Build awareness campaign on issues and opportunities for tea sector (2027) - Use our brand comms to drive positive change (∞) 

IMPACT AREA:
TEA GROWN PROPERLY

TEA GROWN PROPERLY

This first pillar starts with the thing that matters most: the tea leaves. Most of our water use, biodiversity impact and more than 25% of our carbon footprint sit in the growing of our tea, herbs and matcha. When you add our belief that trade should also support better social conditions at origin, it becomes clear why this is the place we chose to start.

So much of doing things properly comes down to the relationships we build. Sustainability for us is rooted in knowing where our tea comes from, understanding the realities on the ground and being willing to keep asking the tough questions.

And we know we cannot do this alone. This pillar is built on collaboration, working alongside the people and organisations who share our ambition for a fairer, more resilient tea industry, including the Ethical Tea Partnership and, of course, the producers and suppliers themselves.



WHERE WE ARE TODAY

Foundations - certification, transparency and Proper Prices

100% of our tea bag range is sourced from Rainforest Alliance Certified tea estates. RFA is not perfect, but it remains the most practical minimum standard available today, and has made important progress on both environmental and social issues in tea.

This is underpinned by our commitment to paying a Proper Price for high quality tea. We have full traceability back to origin, long-standing supplier relationships and regular visits to the estates we buy from. Every supplier signs our Code of Conduct, which sets out the standards we expect and the values we share.

These foundations matter. They are what allow us to go deeper into our supply chains with confidence and clarity in the years ahead.



LISTENING, LEARNING & GOING DEEPER

Moving beyond minimum standards

Although we of course know a lot about tea, a big focus for this year has been about further learning. We joined key conversations on ethical tea through organisations such as THIRST and Circle of Tea, and spoke to peers and specialists across the industry to build a fuller picture of the environmental and social realities facing growers.

In 2024 we also became members of the Ethical Tea Partnership, whose mission is to support a thriving, socially just and environmentally sustainable tea sector. Alongside learning from their team, we have taken part more actively, including joining a strategic visit to Kenya and co-hosting a webinar on tea carbon factors.

Our ambition is to lead on the solutions best suited to a brand of our size and shape, going further than minimum standards and focusing on the areas where we can make the most meaningful difference.



RAINFOREST ALLIANCE CERTIFIED TEA

The Rainforest Alliance supports nearly one million tea farmers

Rainforest Alliance certification is the most practical minimum standard available in black tea today. More than half of the world's tea is grown by smallholder farmers, many of whom need accessible, affordable guidance on how to improve the long-term health and prosperity of their crops. RFA provides that structure, with clear, workable steps for improving environmental practices, reducing chemical use, protecting soil and water, and supporting workers.

Independent assessments show that RFA-certified farms tend to use fewer chemicals, protect their soil, recycle waste more effectively and offer better conditions for workers and their families.

While not perfect, RFA has made meaningful progress in the areas that matter most to us. It gives us a solid, credible baseline from which we can continue to learn and go further.

We also value the RFA's work on regenerative tea. Their framework focuses on five principles — biodiversity, soil health, water stewardship, crop resilience and livelihoods — all of which align with how we want to source and support the future of tea.



GOING DEEPER IN KENYA

Kenyan tea has been part of our range since the early days, and today, as a key component of our breakfast blends, it makes up almost 25% of the tea we buy. It is also a critical part of Kenya's economy, with smallholder farmers producing over 60% of the country's tea and around five million people relying on the sector for their livelihoods.

This year Josh visited Kenya with the Ethical Tea Partnership to understand more about the realities on the ground. Kenya's tea sector faces significant challenges, from climate impacts to rising input costs and gender inequality.

The visit deepened our understanding of these complex issues and reinforced why paying a fair price for quality tea matters. By championing and increasing demand for high-quality, great-tasting tea, we are helping create the conditions for more resilient farms, better working environments and long-term investment at origin.



ALTERNATIVE APPROACHES

Amba Estate

As we build a fuller picture of what sustainable tea growing can look like, we are learning from producers who take a different approach. Like many tea-growing regions, Sri Lanka faces significant challenges, and millions of people depend on its tea industry. One response has been a growing movement of small-scale, artisanal producers who prioritise quality, craftsmanship and more sustainable farming practices.

AMBA Estate exemplifies this. It is a small organic, community-run farm in the Uva Highlands, with a focus on worker engagement, soil health, biodiversity and low-input farming. Visiting the estate gave us a clear view of what regenerative, artisanal production can look like in practice.

We regularly feature AMBA's Chai as a Guest Tea, not only because it is exceptional, but because it helps us explore and champion alternative approaches to sustainable tea growing.



TEA GROWN PROPERLY

Looking ahead, we want to focus on going deeper into our supply chains



TEA GROWN PROPERLY

1

Going deeper in to our tea supply chains (2026)

2

Source all tea to our minimum standard (2028)

3

Leave things better than we find them (3 teas by 2035)

The year ahead is about going deeper. We will be spending more time with our producer partners to understand how our Code of Conduct is being met and how we can better support them. Our black tea supply chains will be the first focus, with a supplier workshop planned for later this year.

We will also review the small number of teas not yet sourced from Rainforest Alliance Certified estates, and continue asking the tough questions that help us go further than minimum standards.

This work takes time, but it is the foundation for sourcing tea in a way that is fair, transparent and resilient for the future.



IMPACT AREA: TOWARDS NET ZERO

TOWARDS NET ZERO

The Paris Agreement set a global target to reach Net Zero emissions by 2050.

For us, this starts with understanding our own footprint properly. Although we began this work two years ago, much of the focus this year has been on improving the quality of our carbon data so we can make informed decisions.

We now have a clear view of where most of our emissions sit, which means we can start to prioritise action while continuing to refine our numbers. As members of the SME Climate Hub, we report our emissions annually and are working towards a reduction pathway that reflects both our ambitions and the realities of our supply chains.



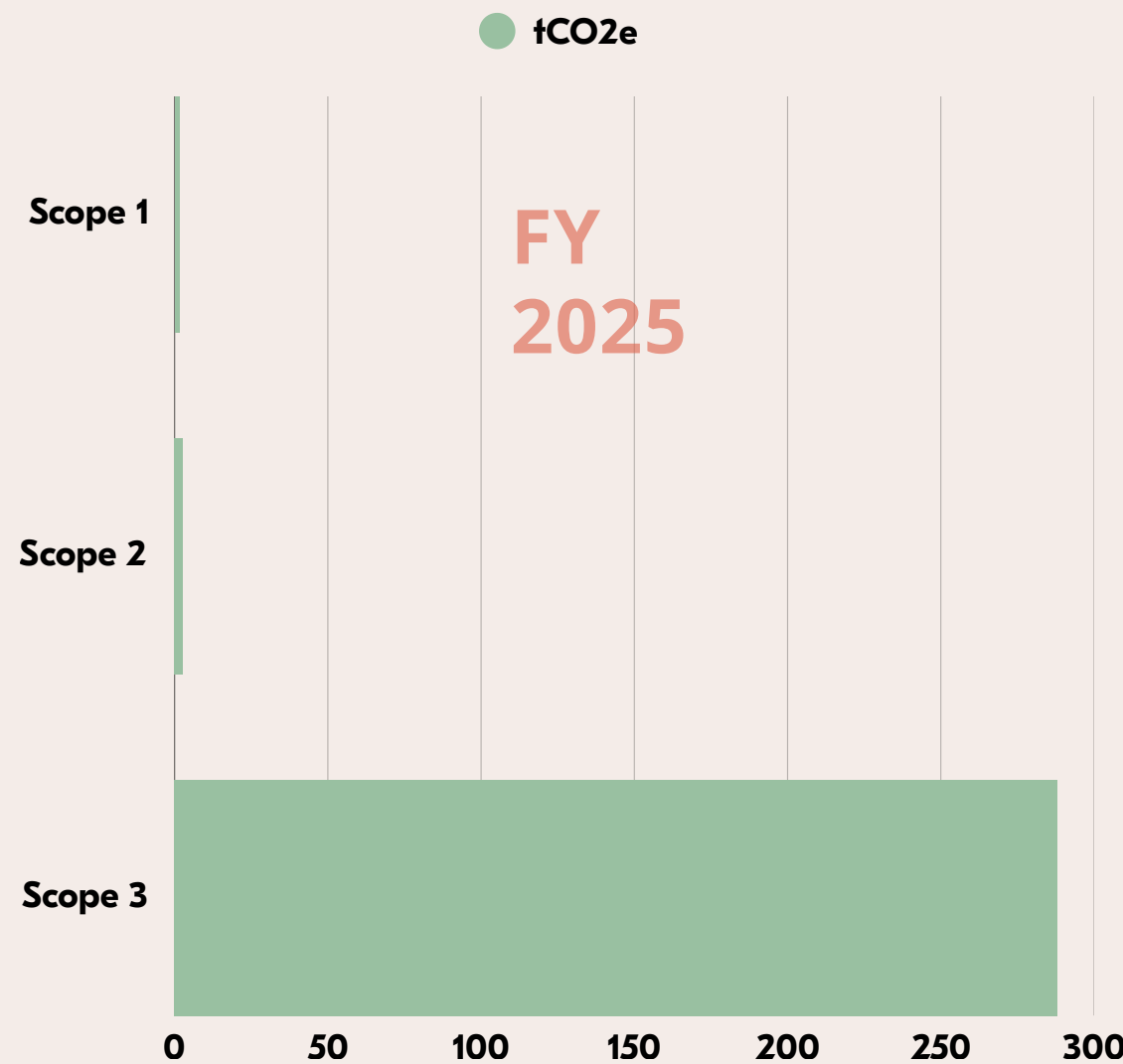
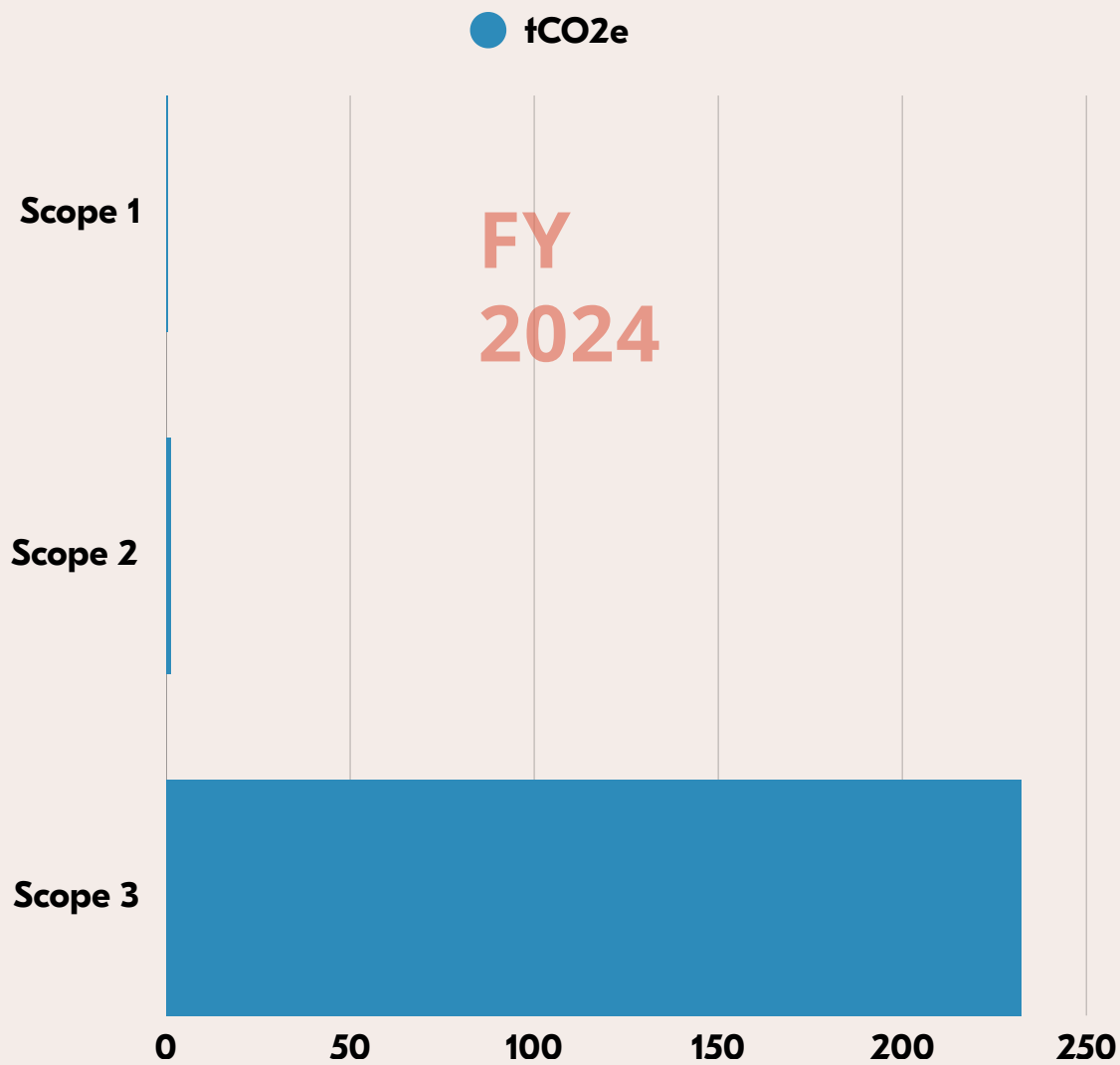
TOTAL EMISSIONS

Reporting Period FY24 (1st August 2023 - 31st July 2024)

Reporting Period FY25 (1st August 2024 - 31st July 2025)

In our latest reporting year (FY 2025), we were responsible for Total Emissions of 292.3tCO₂e. This is based on public carbon factors, rather than data specific to our own value chain.

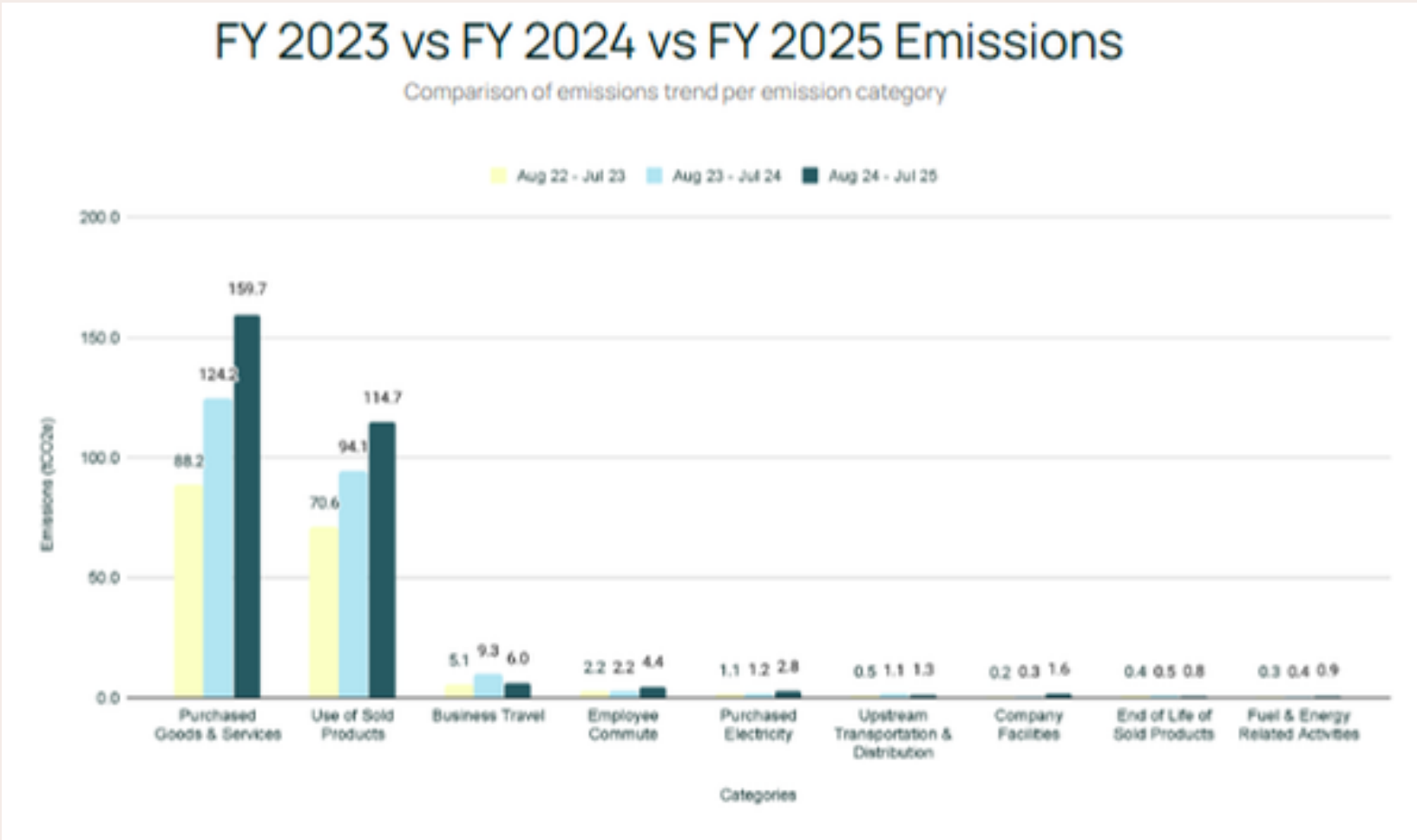
Our report, put together by our carbon partner Zevero, was built on the Greenhouse Gas (GHG) Protocol Corporate Standard reporting framework and considers all necessary emissions across Scope 1, 2 and 3.



EMISSION INTENSITY

Emissions intensity measures the carbon impact per kilogram of tea we sell.

Over the last three years, our emissions intensity has been: 12.0 (2025), 11.5 (2024) and 11.9 (2023). This means intensity is moving (slightly) in the wrong direction.



2023

11.5

Emissions Intensity
(kgCO2e/kg tea sold)

2024

11.9

Emissions Intensity
(kgCO2e/kg tea sold)

2025

12.0

Emissions Intensity
(kgCO2e/kg tea sold)

UNDERSTANDING THE TREND

The uptick in our emissions intensity this year is driven mainly by our product mix. We sold a higher proportion of teas with above-average emissions factors, notably matcha and some of our larger Breakfast Tea pack formats.

However, before we make any decisions around our sales strategy, our priority for 2026 is to improve the accuracy of our emissions factors. This means gathering more supplier-specific data, particularly within our tea supply chains, so we can understand where the biggest reductions can be made.

What happens next:

- Gather more accurate emissions data from key suppliers
- Refine our emissions factors accordingly
- Use this improved dataset to shape our reduction pathway



EMISSIONS BREAKDOWN

Reporting Period FY25 (1st August 2024 - 31st July 2025)

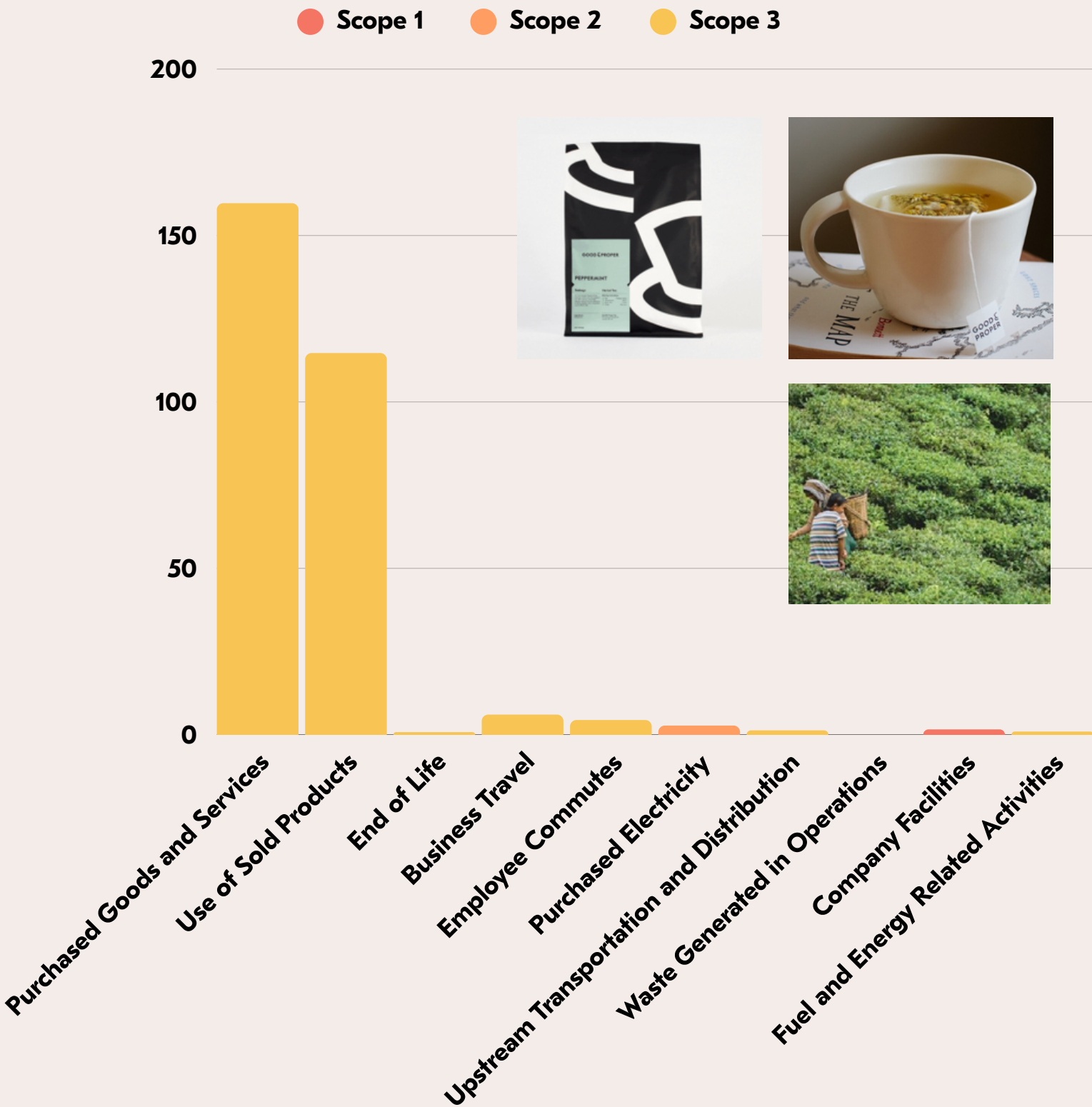
Our footprint, like most product businesses, sits overwhelmingly in Scope 3. Two areas stand out in particular:

Purchased Goods & Services

This is the largest source of our emissions and includes everything from the growing and packing of our tea to our packaging materials. Improving the accuracy of the emissions factors in this part of our supply chain is a major focus for next year.

Use of Sold Products

This relates to how our products are brewed once they reach customers. Although the UK energy mix is getting greener all the time, product use still represents a meaningful share of our footprint. We plan to build more guidance for customers to help reduce this. The clearer we are on where our emissions sit, the better placed we are to prioritise reductions and build a credible pathway to Net Zero.



PACKAGING PROJECT

Carbon reduction

The Problem

Our previous foodservice bags were multi-layer kraft and not recyclable. Packaging is a meaningful part of our footprint, so we set out to find a better option without compromising product quality.

The Solution

With support from Grounded Packaging, we moved to fully recyclable LDPE pouches made from 65% post-consumer recycled material. The new format protects the tea, reduces impact and supports a more circular approach.

The Results

A significant carbon reduction across all sizes. Plus the new bags are circular in two ways: made from recycled content and fully recyclable again. A meaningful win, and a blueprint for the kind of packaging decisions we want to keep making.



-35.14%



100g bag

0.05 > 0.037g CO2e/unit

-52.9%



1kg bag

0.166 > 0.109g CO2e/unit

-29.3%

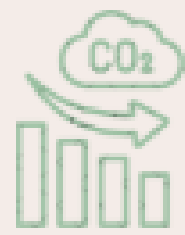


2.5kg bag

0.297 > 0.23g CO2e/unit

TOWARDS NET ZERO

Looking forward, our focus is on better quality data



TOWARDS NET ZERO

1

Build our Net Zero carbon pathway (2026)

2

Collaborate to improve tea sector carbon reduction (2027)

3

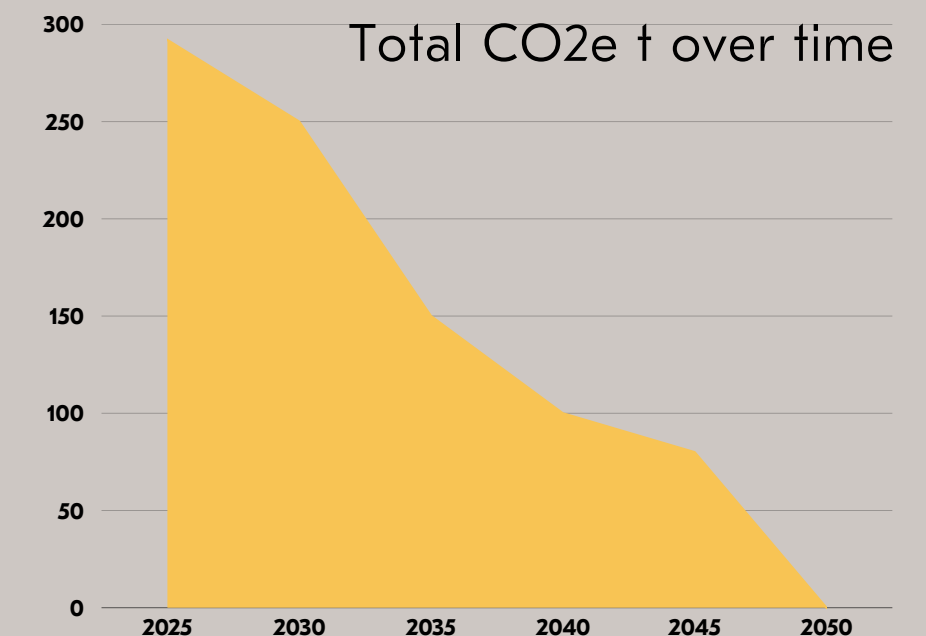
Achieve Net Zero Carbon Scopes 1,2,3 (2050)

When it comes to Net Zero, there can only be one target - 2050 at the absolute latest. With that in mind, our focus for the coming year is to:

- Improve the quality of our carbon data so we can build a credible reduction pathway.
- In parallel, continue progressing the easy wins where we already know reductions are possible

Better data means better decisions, and a clearer path to reducing our impact in a meaningful way.

We need to build our pathway; it won't be a smooth ride but it needs to look a little like this...



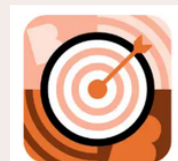
IMPACT AREA:
TOGETHER WE THRIVE

TOGETHER WE THRIVE

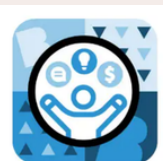
This pillar reflects the extra effort and focus each and every member of the G&P team put in to doing business in a better way. It also highlights the role of our brand voice as an agitator for change in the tea industry.

Embedding B Corp philosophy into every business decision (always 3 stakeholders - People, Planet, Profit) is key while we limber up for a recertification in 2027 against the new standards. There is also an opportunity to formalise G&Ps commitment to charitable giving.

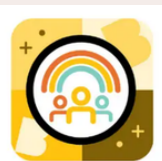
Lastly, we can and must use our influence to drive awareness and positive customer behaviour change.



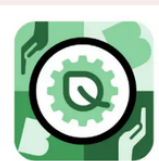
Purpose &
Stakeholder
Governance



Fair
Work



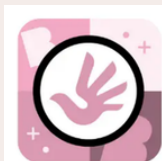
Justice, Equity,
Diversity &
Inclusion



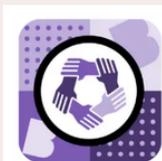
Environmental
Stewardship
& Circularity



Climate
Action



Human
Rights



Government
Affairs &
Collective Action

Certified



Corporation



A pair of hands holding green leaves, with a large black 'B' logo overlaid.

Certified



®

Corporation

PROUD TO BE A B CORP

At the end of 2023, we became a certified B Corp, proudly joining over 10,000 other businesses on a mission to use Business as a Force for Good™. B Corps are companies that have been verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability.

B Lab is a non-profit network on a mission to redefine business as usual, transforming the current economic landscape towards an inclusive, equitable and regenerative economy that benefits all stakeholders - workers, customers, communities, and the environment.

B Corps are essential for helping to drive this change, and we are incredibly proud to be part of the movement. Doing Things Properly is at the heart of how we have always run Good & Proper, but B corp provided an even clearer framework for ensuring we were living that day to day.

NEW STANDARDS FOR BETTER BUSINESS

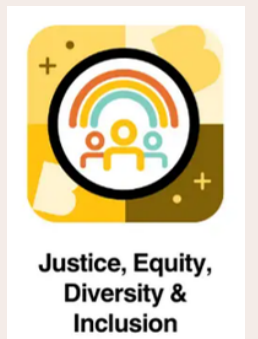
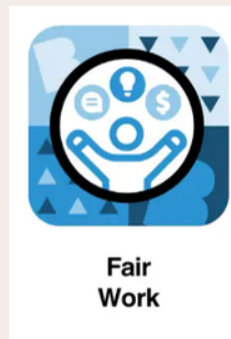


Our B Impact Score is 97.1. You need to score above 80 out of a possible 200 to become a B Corp. We scored highly on Governance, Workers and Environment in particular.

The new B Corp standards, which we will recertify against in 2027, don't include a score. Instead they are comprised of minimum standards every B Corp is required to meet across 7 Impact Areas.

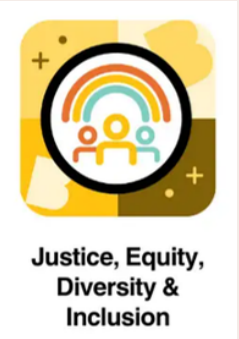
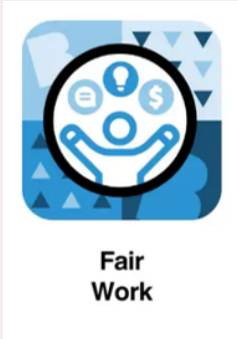
This pillar of our Impact strategy covers 4 of the new Impact Areas and we started building on two of those areas this year. Fair Work is about taking care of the people who work directly for Good & Proper, our small but perfectly formed team.

Read on to hear more about Fair Work and JEDI.



ENGAGING OUR TEAM

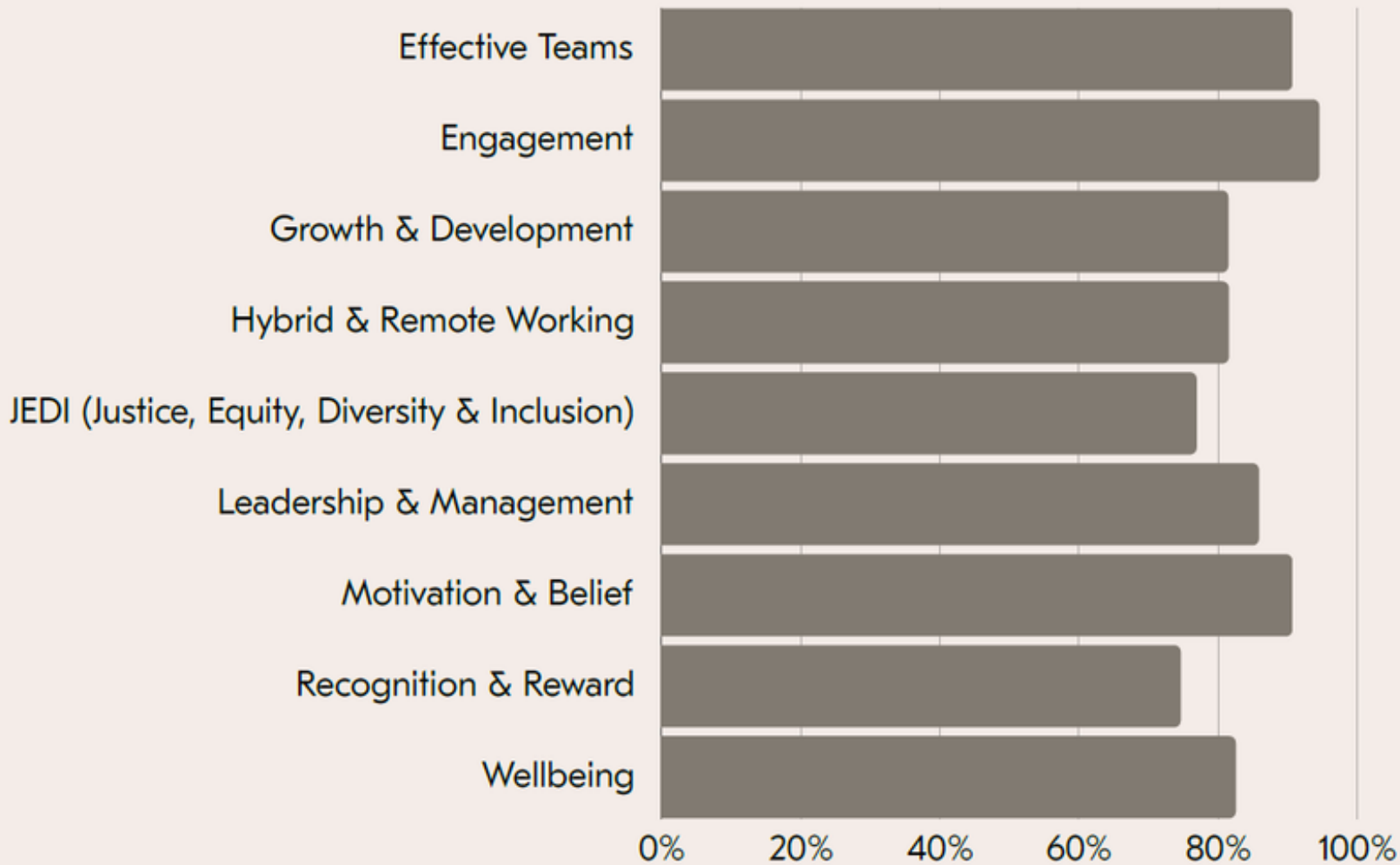
Supporting and developing our team as we grow



We covered a lot of ground this year. With the headcount increasing to 11, we made a number of changes in order to help each of them thrive:

- More regular team lunches to mitigate the effect of busy schedules & hybrid working
- Bi-annual Away Days to encourage full team engagement and input into the direction of the business.
- Review and improvement of staff policies and development programmes.
- Introduction of an EMI options share scheme to reward commitment
- Launched our first Doing Things Properly employee survey to better understand what matters most to our team.
- In response to the survey, we're about to deliver our first JEDI training.
- Better tracking our team engagement as we grow.

DOING THINGS PROPERLY SURVEY - 84.79%



LOOKING AFTER OUR CUSTOMERS

53 Partner sites trained in Doing Tea Properly in 2025

We can only thrive as a business through trusting and transparent relationships with our customers. This year our Foodservice packaging refresh was a big change, one which we only took with customer consultation. On the DTC side, we opened the doors of our Tasting Room for the first time, welcoming at-home customers in for two sessions.

As we scaled through 2024/25, we also found bigger and better ways to support our Partner sites, with new, dedicated training resource and an upgraded training programme. Our ambition is simple: to bring the same care and attention to tea that people expect when they order a great cup of coffee. We delivered our new and improved training to 11 sites, alongside 42 regular training sessions.

The response has been fantastic. We plan to deliver around 90 further sessions in 2026. All of this is on top of appointing a dedicated Customer Champion and rolling out a new customer service tool to help us manage every interaction properly.



OUR PARTNERSHIP WITH WELL GROUNDED

We're now their official Tea partner, delivering training to combat unemployment

Our mission is to show the world how good tea can be when it is done properly. In hospitality that starts with the people who make and serve it. Working with Well Grounded has given us the chance to support professionals right at the start of their careers, helping them build confidence, skills and an understanding of tea from day one.

Well Grounded is an award-winning social enterprise that supports people facing barriers to employment by offering free training, professional qualifications and pathways into sustainable careers in hospitality.

As their official tea partner, we delivered tea training to 62 trainees, supported their graduation events (27 hours), provided one-to-one mentoring (10 hours) and contributed further time to their fundraising efforts.

We are very excited to continue this work next year and to set shared goals that reflect the impact this partnership can make - both for individuals and for the future of tea in hospitality.



TWO WAYS TO SUPPORT THE FELIX PROJECT

Supporting 1,200 meals for Black Friday once again

The Felix Project believes in “a vision of a London where good food is never wasted and no-one goes hungry. And together, we believe we can win the fight against food waste and hunger in London”.

They rescue surplus food and deliver it to charities, schools and community organisations across London, helping ensure good food never goes to waste and supporting those facing food insecurity.

This year we supported their valuable work in two ways. On Black Friday, 10% of all of our sales was donated, helping provide 1,200 meals to people across London. We also spent a wonderful day volunteering as a team, picking apples and helping to sort food for distribution.



TOGETHER WE THRIVE

Looking ahead, we want to focus on adopting the new B Corp Standards



TOGETHER WE THRIVE

- 1 Embed B-Corp in business process (2026) & support the movement (∞)
- 2 Going Beyond the Minimum (2027)
- 3 Use our brand comms to drive positive change (∞)

This has been a year where we have found new and better ways to thrive together across our business ecosystem.

In the year ahead, our focus will be on:

- Stepping up to the new B Corp Standards
- Deepening our partnership with Well Grounded to reach even more people
- Rolling out JEDI training for 100% of the team and Proper Tea Training for 90 Partner sites



Purpose &
Stakeholder
Governance



Fair
Work



Justice, Equity,
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Inclusion



Environmental
Stewardship
& Circularity



Climate
Action



Human
Rights



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CLOSING REMARKS

Josh Mordecai, Supply Chain Director

As Supply Chain Director, I often sit closest to the decisions that test our values as a business. Procurement can be where values meet reality in tea, shaped by seasonality, availability, price pressure, and the inherent tensions of sourcing responsibly at scale.

I'm proud that, even through a year of unprecedented growth, we've continued to deepen rather than dilute our approach to impact. We've dramatically improved the sustainability of our foodservice packaging, spent more time at origin, and listened and learned from voices across the tea sector.

We now feel closer than ever to both the product and the people behind it. As we look to the year ahead, this gives us renewed focus and responsibility to play our part in supporting a thriving tea industry for the future and to continue championing tea that is properly produced and properly paid for.

THANK YOU.

**GOOD &
PROPER**