

Sustainability Report 2023

—• Infused with *Impact*





Infused with *Impact*

Welcome to our Sustainability Report

It brings me great joy to share how every drop of our tea is infused with impact. Here at Ahmad Tea, we believe in cultivating a brighter future for everyone, from those who tend our tea gardens to those to enjoy a cup every day.

As the climate continues to challenge us, our dedication to people and the planet holds strong. We're forever finding new ways to collaborate with local

partners, meet real community needs and sustainably preserve the quality of tea.

In this summary, you'll see a snapshot of our projects and partnerships – I invite you to pour yourself a tea and read on.

Rahim Afshar
Ahmad Tea Chairman



Our *pillars*

From first seed to first sip, we're always unearthing new ways to unite those who make our tea and to achieve our sustainability goals.

Our work in this area is underpinned by three core pillars.



Pillar 1
In the Tea Gardens



Pillar 2
Sustainable Production



Pillar 3
Conscious Distribution



In the *Tea Gardens*



Supporting Communities

At the heart of each tea garden
is a bustling community.
We work with local partners
to understand how we can
make a lasting difference.



CHILD IN NEED
INSTITUTE INDIA

Empowering women through pregnancy and *beyond*



Since 2019, we've
partnered with Child
in Need Institute India
to amplify the voices
of local communities

in the tea gardens, advocate for change
and support women through
childbirth, motherhood and more.



To date, the partnership has:

- Supported 1,046 women in Assam with improved maternity services
- Raised the health and safety of children in the tea gardens with special support in the first 1,000 days of their life
- Nourished 886 children through our nutrition programme
- Created child-friendly tea gardens, with a focus on health, nutrition and sanitation
- Held sexual health events for over 100 adolescents, discussing abuse, safety and self-confidence
- Discover more detail [here](#)

ALSTAR X RUBYCUP

Presenting women with more choice, *period*

In Kenya, 70% of tea gardens are tended by women, yet their menstrual health is often overlooked. United with Alstar, a female-owned ethical organisation, and Ruby Cup, a menstrual cup brand, we offered these women choice.

RUB̄YCUP
the period cup for good



Here's how:

- Funded the pilot initiative
- Providing 1,200 menstrual cups during a two-part workshop on reproductive health
- Invited women to be 'cup ladies' and share their positive experiences
- Read more [here](#)



Sustainable *Tea Production*



Preserving Quality



How we behave today will have a great impact on the days to come. It's why we're committed to protecting the quality of our tea while reducing our environmental impact.

EMIRATES FACTORY

Sustainable inside and *out*

From compostable packaging to waste reduction, our Emirates Factory presents an ongoing opportunity to introduce sustainable initiatives.

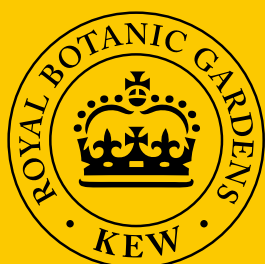


So far, we have:

- Eliminated ~5 tons of plastic by removing the outer wrapping of our 20 enveloped teabag range
- Launched 100% compostable filter papers. 97.5% teabag filter paper is naturally sourced from manila hemp which is home compostable, while only 2.5% filter paper contains corn starch (PLA which is industrially compostable)
- Engineered recyclable teabag envelopes – which now meet polypropylene recycle standards
- Decreased water usage by 4.87% in 2022 vs. 2021 – primarily due to leak prevention, updated irrigation systems, and employee education
- Achieved 1st in Zone as the Environmentally distinguished Industrial Establishment, Ras al Khaimah, UAE
- Been awarded EcoVadis' Gold-standard rating for the third year running putting us in the top 3% of manufacturing companies globally

KEW GARDENS

Funding future *discoveries*



Deeper research into the influence of plants and fungi on our planet has the potential to help and feed everyone on Earth.

By supporting Royal Botanic Gardens, Kew, we hope to advance their findings.



Together, we have:

- Developed and launched a collaborative bespoke tea range: Beyond the Leaf
- Donated over £150,000 to Kew's research aimed at preventing biodiversity loss through sales of our collaboration caddies



Conscious *Distribution*



Beyond Tea

OXFAM, PROJECT WRAP-UP

Building climate resilience in rural *Niger*

Niger is increasingly vulnerable to famine and intense drought. Together with Oxfam, we've supplied villages with their first drinking water and systems to manage the irrigation of land.



We're proud to say, the numbers speak for themselves:

- 14 years in the making with a total 500,000 people reached
- 4 new water points and a further 6 rehabilitated, giving the project a total of 40 boreholes
- 4,600 people in 8 villages have better access to clean water
- +91% of market garden producers have improved security – helping women make a living, afford healthcare and to send their children to school
- 93% households now spend less than 30 minutes collecting water
- Almost 3x as many households have access to safe drinking water

Distributor Platform



We work exclusively with one distributor in each country, which enables us to extend our impact and co-fund local projects that are close to our hearts.

Supplying tea across the world has opened our eyes to just how far our positive impact can travel. Together with our distributors, we invest in local charity projects making change where it matters most.



Azerbaijan:

Supporting Schools – Donated essential learning equipment to local schools to support early education.



Cyprus:

Access City Festival – Sponsored a local sporting event which celebrates people with disabilities and showcases the importance of diversity.





Egypt:

Desert Clean Up – Volunteers collected 130 bags of plastic (90 kg) from the desert to be safely recycled.



Latvia:



Paediatric Hospital – Improved quality of life and bringing joy to hospitalised children through donations.



Nigeria: Primary School Supplies – School bags packed with exercise books, water bottles and more donated to school children on such a scale it attracted national news.



Turkey:

Emergency Earthquake Relief – Food and blankets within days of the catastrophe.

Syria:

Emergency Earthquake Relief –
Provided 10,000 food parcels
together with our local distributor.



BEFORE



AFTER

USA:

Adopt a Classroom –
Supported teachers
to fully equip students
with the necessary
supplies to thrive
in the classroom.

UK.



Community action Cafe – Provided food and supplies to this non-for-profit which supports 400 vulnerable people including women and children in local refuges.

FOOD AID
COLLECTION POINT
(Please speak to a member of staff when collecting)



Stroke Foundation – staff at our UK HQ raised £11,176, taking part in sponsored cycle rides, baking cakes for our Halloween cake sale and attending car boot sales.





Together, we are part of something *bigger*

Thank you for taking the time to discover how we're helping infuse the world with a positive impact.

We're delighted to contribute to such an array of projects – whether that's by supporting tea garden communities, modernising production or forming enriching collaborations with our distributors. With four generations of experience (and counting), our sustainability journey is here for the long-term.

And we'll continue to designate 20% of our profits to supporting people and planet.

Our hope is that through inspiring the love of tea, we'll inspire people to create more good in the world every day – simply through the act of enjoying a cup.

No matter how small, every action can elevate someone, somewhere. Now we ask; what's next?