



2022 SUSTAINABILITY REPORT







TABLE OF CONTENTS

1

Our Mission

2

Letter From Founders

4

About KeepCup

6

Timeline

8

B-Corp Certification

12

Minimising our Impact

14

Our Design

15

Our Packaging

16

Manufacturing & Assembly

18

Our Product Stewardship

21

Carbon Emission Reduction

22

Our Impact

24

Future Goals

26

Board of Directors

28

Credits

**“People purchase
KeepCups because they
love the way they look
and feel, and continue to
use them because they
form a positive habit.”**

OUR MISSION

We are on a mission to ensure the world neither wants, needs or uses disposable cups. We have designed and manufactured the world's first barista standard reusable cup. Designed for the coffee maker, our products elevate the taste and drinking pleasure of coffee on the go.





LETTER FROM OUR FOUNDERS

It was a wonderful moment when KeepCup became one of the founding B Corps in Australia in 2014. In the early frenetic days of the business, we welcomed the practical framework B Corp certification provided, ensuring we focused as much on our people as we did on packaging. We were a group of iconoclasts, businesses and people challenging profit over planet.

Small to medium businesses have been the backbone of the B Corp movement. Becoming a B Corp isn't easy – it's resource intensive. Seeing so many of these businesses commit to making a positive difference and build up the community has been inspiring.

B Corp provides a framework of standards, and its vision is a more equitable, regenerative and inclusive world. B Corp doesn't want to create a club - it wants to lift the standard to which all corporations must comply. This runs from changes to the corporations' law right through to influencing consumer demand through labelling using B Corp branding.

To customers, employees and many of the founding B Corps, it means being part of a cultural force focused on good governance, product stewardship, community, equity and the environment. There are companies who fall within and outside this vision.

We now wear the same badge as large multinationals- who, although have reached the threshold for B Corp Certification, are profiting from the manufacture of single-use plastic and the depletion of natural resources that belong to a global ecosystem under threat.

B Lab states in its 'Statement on the Bottled Water Industry' that: "A guiding principle of B Corp Certification is 'we stand for something, not against anything.'" This as an impossible position.

A consequence of standing for something is that you will stand against other things.

The good news is that B Lab is listening. Since December 2020 it has been actively engaging the community in a review of B Corp standards. We'd like to see a model built on categories with set minimum requirements, rather than the current model where an above average score in one area can overcome a below average score in another. Encouragingly, the new draft requirements seem to be moving in this direction.

So, what's to be done? We encourage you to get into "the room where it happens", provide feedback on the standards, make your voice heard. The impact of the B Corp movement on corporate culture has been transformational, and the fact that larger businesses want to take advantage of certification must be seen for the opportunity it is. But, particularly at this moment when B Corp certification is highly prized, we don't want to squander the opportunity B Corp has to raise the bar and challenge all companies to do better.

— Abigail & Jaime Forsyth



ABOUT US

KeepCup is the world's first barista standard reusable cup, designed for people to enjoy better coffee on the go.

KeepCup is the world's first barista standard reusable cup, designed for people to enjoy better coffee on the go. Launched in 2009 KeepCup is now embraced all over the world and reusers divert millions of single use cups daily, saving more than an estimated 8 billion single use cups from landfill each year. Carrying a KeepCup has become a symbol of the difference individual

action can make. KeepCup is in business for better, leading the charge to ensure the world no longer needs, wants or uses single-use cups. KeepCup is a Certified BCorporation and member of 1% for the Planet, donating at least 1% of global revenue to environmental causes.



WHO? WHAT? WHY?

It started in a Melbourne cafe with a simple idea: keep it and use it again. When siblings Abigail and Jamie Forsyth started a café business in Melbourne in 1998, disposable cups were entering the public landscape; the signifier of a busy professional life and a vibrant independent coffee scene.

As the business grew, so did their concerns about the volume of packaging being consumed, particularly disposable cups; lined with polyethylene, they were non-recyclable.

In 2007, following the successful trial of a reusable soup mug, and the unsuitability of existing thermoses and mugs for refill in a café environment, they decided to design and manufacture their own: a barista standard reusable cup for people to enjoy etter coffee on the go.

They took a huge gamble that usability, low impact manufacturing and design aesthetics could drive behaviour change and make a difference to how people think about convenience culture.

The first KeepCups were sold to coffee loving Melbournians in 2009 at an independent design market. Right away people recognised KeepCup as the solution to a problem they were concerned

about single use packaging and the volume of waste entering the environment. The reuse movement grew from there, consumer driven with the endorsement and support of the café and roaster community. The goal was always to kick start behaviour change, from discard to reuse; to deliver a positive global campaign that would change the status quo. Today, KeepCup has grown to define a product category.

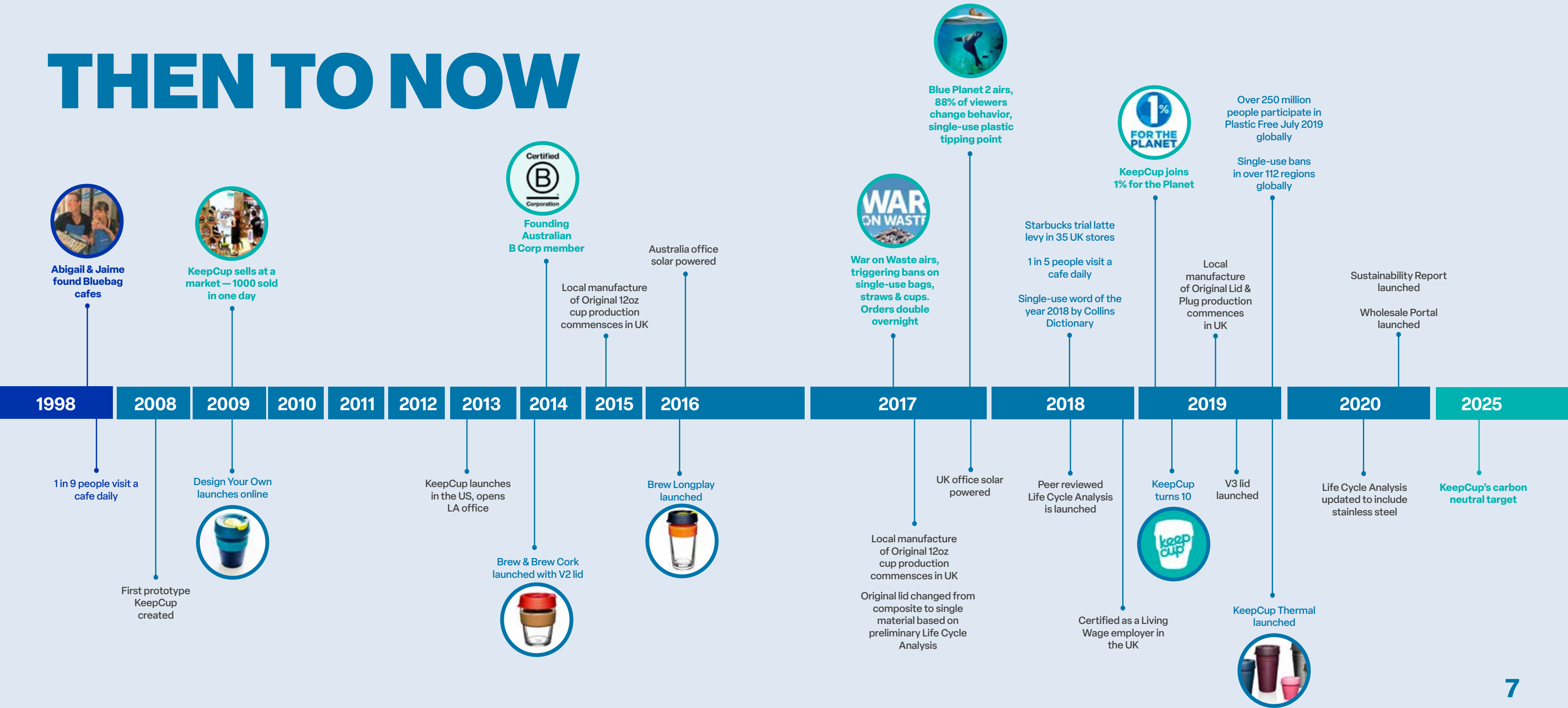
KeepCups are now used in more than 75 countries around the world and users, or reusers, divert millions of disposable cups from landfill every day. Their actions inspire others to do the same.

For many of our customers, using KeepCup has been the beginning of their journey to reduce the consequences of convenience behaviour.

For a while there, carrying a KeepCup was like being in a secret club; a nod to aspirational behaviour for the world. With this positive change now established in the mainstream, we now have a greater responsibility to continue to change the sustainability conversation in word and deed.

You are a changemaker. The things you say and ways you live are charting the course for our future.

THEN TO NOW



B-CORP

In 2014, KeepCup became one of Australia’s founding B Corps.

B Corps are for-profit businesses committed to a new economy that is purpose driven, with businesses focused on making a positive difference to stakeholders, current and future generations and the natural world.

Our B Corp certification legally binds us to consider and report on our impact across five areas: workers, customers, suppliers, community and the environment. This detailed assessment ensures we deep-dive into our business practices every three years to drive measurable improvements and we’ve been recognised four times (2018, 2019, 2021 and 2022) as B Corp Best for the World Honourees in the environment category. Our current B Impact score is 107.4, with the global average score is 96.6.



- 107.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Overall B Impact Score

107.4

Certified



Corporation

Governance 9.0

Mission + Engagement	3.2	Governance evaluates a company’s overall mission, engagement around its social/environmental impact, ethics, and transparency.
Ethics + Transparency	3.2	
+ Mission Locked	2.5	

Workers 24.9

Financial Security	8.8	Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction.
Health, Wellness, & Safety	6.4	
Career Development	3.5	
Engagement & Satisfaction	6.0	

Community 21.0



Diversity, Equity, & Inclusion	4.4	Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.
Economic Impact	3.5	
Civic Engagement & Giving	5.1	
Supply Chain Management	6.0	

Environment 44.3

Environmental Management	6.3	Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.
Air & Climate	10.8	
Water	2.9	
Land & Life	10.2	
+ Resource Conservation	13.4	

Customers 8.0

Customer Stewardship	3.7	Customers evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.
+ Health & Wellness Improvement	4.3	



**Every year it is estimated that over
600 billion disposable cups are used
and discarded to landfills, globally***



*Greener Cups and Packaging (starbucks.com/responsibility/environment/recycling)

MINIMISING OUR IMPACT

The best reusable is the one you use.

Significant positive changes are taking place in offices, communities and on national stages: disposable straws, bottled water, plastic bags and single-use cups are being banned. Ten years in, we are here to finish what we started.

We believe collective individual action is a powerful catalyst for change. Carrying a KeepCup is a signifier of intention of the world we want to live in, so it's important that we represent those values as an organisation.

We continue to design, engineer and manufacture the best products with a rigorous focus on being fit for purpose, quality and enjoyment. Despite this, in the face of hyper consumption and the climate emergency, they are no substitute for a reusable product you already have.

We believe in the power of cultural influence, not with a top down style maker approach, but a belief that the everyday choices we make shape the future. As sales of reusables soar, our focus is on impact more than ever. We measure our success in use and reuse, and increasingly in how workplaces, events and cities are going disposable free.

We've helped LinkedIn Dublin go single-use free, supported the Australian Open to drive reuse across their broadcasting and media centres, worked with the Bank of England to shift reuse rates from 10 to 80 percent amongst their 4,000 staff, diverted over 118,000 single use cups from landfill with the University of Leeds and worked with Strawberry Fields to establish a reuse program for their 9,000 festival goers.



OUR DESIGN



Designed for Repair

Our products are designed with modularity in mind. KeepCups have as few parts as possible, and the use of common parts across multiple products means lost or damaged components can easily be replaced – so our customers can replace a part, not the product – reducing our products' overall impact.

AND PACKAGING

We redesigned our retail packaging and online mailers in 2019 which, in addition to enhancing the brand's visual identity, has led to a 91% reduction in breakage and reduced material use by 39%.

Our retail packaging and outer mailer cartons are made locally in either Australia or United Kingdom and are entirely FSC certified cardboard, the cartons are made from 100% recycled board. To save on packaging we encourage delivery of product unboxed where possible, including tradeshow and bulk customer orders.

In 2019 we joined the Australian Packaging Covenant Organisation (APCO), to be a voice for reuse in recommendations to government regarding packaging transformation. Customers want and need reusable options and solutions beyond recycling.





MANUFACTURING AND ASSEMBLY

Local Manufacturing

This is a strong building block; it means we invest in the community in which we operate, we reduce the environmental cost of logistics and in our experience, we build better original products, combining user experience, industrial design, tool engineering and production skills. Local manufacture is key to moving to a circular economy, ensuring local capacity, markets and know-how exist to reprocess materials at end of life. When we started our business, we were a local solution to a local problem, so we manufactured our KeepCup Original range, made from plastic, in Australia. This continues today for all plastic cups, lids and plugs.

In 2016 we began local production of those items in the UK to reduce our transport footprint for the UK and European markets, and because local capacity and volumes supported transition. The savings are not financial; they are environmental.

Sustainable Sourcing for International Manufacture

KeepCup components that are not manufactured in one of our local hub countries are those that cannot be sourced there. Our silicone bands are manufactured in China, because that is the only place in the world that low grade silicone is manufactured. We were the very first customer of our silicone band manufacturer, and have had the joy of seeing their business grow and flourish alongside ours. Our cork bands come from the ancient cork oak forests of Portugal, upcycled from the off cuts of local cork manufacture. Again, we work with another small family business to deliver a great and unique product. Blow-molded tempered glass tumblers and double-walled, vacuum sealed stainless steel cups are made by only a handful of manufacturers around the world. Ours are made in China.

Product stewardship for manufacturers will be increasingly important as we demand companies take into consideration the downstream consequences of manufacture, as well as supply inputs. Life cycle, use of materials, recyclability and reduction of unnecessary parts and products must be at the forefront of our thinking as we reconsider burning waste to energy as an effective strategy for finite resources. For all international sourcing, we ensure strict adherence to our supplier code of conduct, and preference sea freight over air freight to minimise our impact.

Local Assembly

All KeepCup products are hand-assembled by our warehouse teams in the UK and Australia.

During busy periods in Australia assembly is also done by Nadrasca, a local not for profit providing employment and job training for people with disabilities. We pay living wages and are certified for doing so in the UK. We are working with our producers to validate payment of living wages across the production chain.

Both our locations have retail areas where our customers are welcome to come in and design their own KeepCup, pick up orders and meet the people who hand assemble our products. Having the whole team working in one office (sales, marketing, operations, warehouse and assembly) builds respect for the process and the product.

We believe it encourages a more thoughtful approach to how supply chains work, and a more equitable approach to relationships.

OUR PRODUCT STEWARDSHIP

Plastic

All waste from our warehouse assembly and customer returns is collected for commercial recycling. Local recycling is intrinsically connected to local manufacturing, it's about having material consistency and a viable supply of plastic.

However, this is complicated by the low cost of virgin plastic that makes recycling a loss-leading activity for many manufacturers.

In the UK, broken or faulty plastic KeepCup parts are taken to a local processor where they're pelletised and remoulded into kerbside recycling boxes. In Australia plastic KeepCup parts are returned to our manufacturer to be remade into industrial parts.

We currently collect and store our silicone bands while we look for a local commercial recycling solution. It has proven difficult to recycle our low volume of silicone given the prevalence of other rubber-like material (such as tyres) which commercial recyclers have access to.



Glass

Our faulty glass is ground down and recycled locally into either bottles, glasswool insulation or used to replace sand in road base. Recycling into road base is polarising, as it locks material into a product from which it can't readily be extracted and recycled again.

However, in road base, the glass that may otherwise end up in landfill, replaces sand which is a finite resource, so we view this as a win until local infrastructure and manufacturing can support low volumes of recycled glass being used in new products.



Stainless Steel

Customer returns and reject parts from our warehouses are sent to local commercial recyclers. In Australia, it is collected with other metal materials and shipped to Germany for reprocessing, where it is then sold on to production mills.

Mixing scrap metal with raw materials is standard practice in stainless steel production, which globally contains an average of 25% recycled content, due to the material's long life and high demand. KeepCup Thermal products are made from 35% recycled stainless steel.





Solar Powered

Our offices have been solar powered since 2015 in Australia, and 2018 in the UK. In 2019 we installed 76 KW of solar power on our roof in our new Australian offices.

We use eleXsys -electricity export system, Planet Ark Power's technology, to export excess power back into the grid.

Water

Our UK and Australian buildings harvest rainwater to flush toilets and water gardens.

In Australia some clever friends also lifted the concrete slab and turned it into furniture, providing permeable earth and a robust outdoor area.

CARBON EMISSION REDUCTION

As a global business, transport of our products is a key area of focus, which is why we choose local manufacture for local markets, where volumes and production capacity allow. 41.5% of our supplier spend is on suppliers within 80km of our hubs.

We choose sea shipping over air freight and work with each of our suppliers to minimise impact in all possible areas.

We also encourage our team to have virtual meetings and make cycling an accessible commute option to and from work with secure bike parking and showers.

And when it comes to our buildings, we adopt energy-saving measures including LEDs, sensor lights and energy efficient appliances as the baseline, making the extra effort to minimise our impact.



OUR IMPACT

“What makes you feel better quickly is actually to engage in a positive contribution so that you bust through this myth that individual actions don’t count. You begin to realize the world is only made out of individual actions. It does count. It does add up.”

— Christina Figueres Former Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC) and architect of the international Paris climate agreement.

An average single-use 12oz cup contains 9g of paper and 3.3g of plastic, including its polyethylene lining and polystyrene lid.

9g of paper equates to 22.5g of raw wood as raw wood is 2.5 times paper weight.

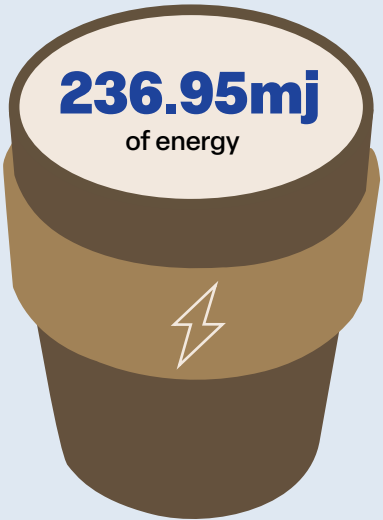
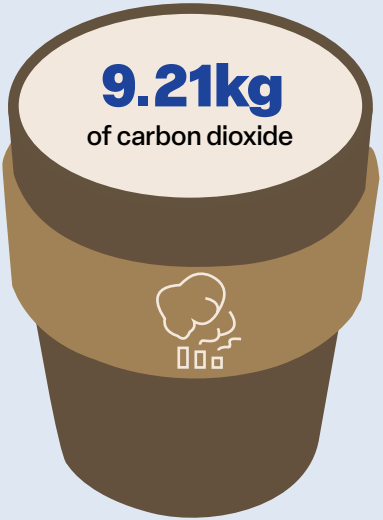
The energy saved is based on the energy used in production, embodied energy, of 12oz single-use cups. The embodied energy in a KeepCup is not included in this calculation given many people will have had their KeepCup for some time already and used it enough to reach the energy breakeven point.

The carbon footprint is cradle-to-grave, based on the whole of life impact of single-use cups from production to end of life. It is measured in CO2e, or carbon dioxide equivalent per person per year.

The carbon footprint assumes a conservative KeepCup lifespan of 4 years for Original, Brew and Brew Cork and 8 years for Thermal.

Data is from third party peer reviewed Life Cycle Assessment (LCA) by Edge Environment.

If I drink **5** takeaway coffee cups in a KeepCup per week, in a **year** I will save:



FUTURE GOALS



1. A world that has avoided catastrophic climate change

No discussion of our hopes for the next decade can now be had without recognition of Australia's bushfire crisis and our new climate reality.

The bushfire season from June 2019 into 2020 was unprecedented, severely impacting communities, animals and ecosystems.

This was a massive wake up call to immediately decarbonise and dematerialise the economy. Governments and businesses must step up and act now. Our greatest hope is that this bushfire emergency spurs the action required for a safe climate future.

KeepCup is committed to being carbon neutral by 2025, preferencing real reduction over offsetting. We're working with Edge Environment to analyse our footprint and explore adoption of a science based target. We undertake life cycle analysis to identify where we can make most effective change within our product life cycle. We manufacture locally to lower the carbon footprint of our products. We have rooftop solar on our Australian and UK buildings. We reduce our footprint by taking a minimalist approach to technology and travel.

In ten years we envisage a world where governments and businesses have stood up for future generations and led the transition to a low carbon economy.

2. A world that has addressed the extinction crisis

As a global community we have little time left to respond to the UN's latest extinction findings and address ecosystem decline. Governments and businesses need to act now, with transformative plans to restore and protect our natural world.

As businesses we need to incorporate biodiversity as a key consideration in decision making.

KeepCup is a B Corp because we believe in embedding this kind of decision making into everything we do. We also work closely with environmental non-profits to support nature conservation.

In ten years, we envisage a future where businesses and governments have adopted triple bottom line decision making and invested in biodiversity, resulting in thriving ecosystems that support healthy communities.

3. An end to unnecessary and problematic single-use packaging, beginning with coffee cups

We are now at a turning point, where action on single-use plastic is taking hold across the world. From workplaces to governments, policies and legislation are being passed to put an end to plastic waste.

In ten years we hope that people look back, incredulous, that we thought it was ok to use plastic only once before discarding it.

4. Partnerships for change

Business and civil society partnerships will be critical to shaping the future we want to see.

Through our commitment to 1% for the Planet, over the coming decade we will continue to develop great partnerships with organisations such as Planet Ark, Sea Shepherd and Plastic Free July, amplifying their voice and impact.

BOARD OF DIRECTORS



Abigail Forsyth
Co-Founder & Managing Director



Michelle Wilson
Supply & Demand Manager



Jamie Forsyth
Co-Founder



Sam Robbins
PR & Communications Manager



Derek Jennings
Senior Account Manager & Implementation



Kelly Gutierrez
Customer Service & Office Manager



William Morris
Senior Operations Manager



Brandon Hill
Production Manager

NEED TO CHAT?

Email Us

hello@KeepCup.com

Call Us

AU: +61 (0)3 8417 1100
UK: +44 (0)207 042 3300

Visit Us

Australia
71 Noone Street, Clifton Hill VIC 3068
8:30am - 5pm workdays

United Kingdom
27 Capworth Street, London E10 5AN
8am - 4pm workdays

CREDITS

KeepCup 2022 Sustainability Report is designed by Heather Banks. The book was printed at Madison Print Services in Harrisonburg, VA. The book was typeset in Elza. The cover stock is corkboard. The inside pages are printed on Hammermill 100lb white cardstock.

Images within the book are from the following sources:

Photograph on page 13, 18-20 from pexels.com
All other photographs from us.keepcup.com

Visit KeepCup at us.keepcup.com



