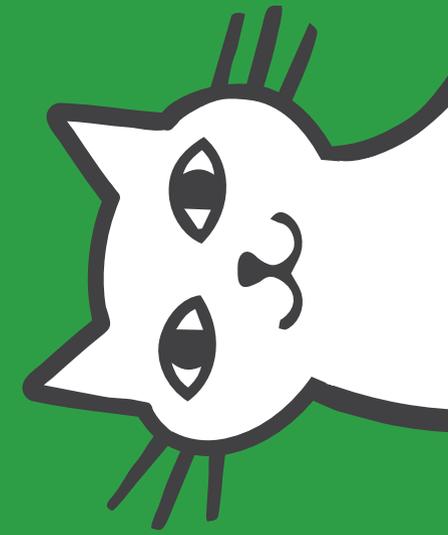




LILY'S[®]
 • KITCHEN •
 PROPER FOOD FOR PETS

OUR PAWPRINT
for **PROGRESS**

IMPACT REPORT 2023





WARMING HEARTS

with a commitment to use our

BUSINESS AS A FORCE FOR GOOD

FEEDING SOULS

by inspiring pet parents to feed

NUTRITIOUS, PROPER FOOD WORLDWIDE

ENRICHING LIVES

as we support pet parents & their

FOUR-LEGGED FAMILY MEMBERS

to better understand each other





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Hello & welcome

I'm excited to share with you our latest impact report detailing our 2023 progress. For me personally, the year included the highlight of joining the Lily's Kitchen team! I was greeted by an ambitious, driven group of people who are truly passionate about our mission to help as many dogs and cats as possible around the world tuck into our proper food and live their best lives. As you'll discover in this report, 2023 was a busy year for our impact agenda. It was also time for us to take a moment to re-evaluate, review and modify our sustainability strategy.

All businesses have a responsibility to reduce their negative impact on the planet and enhance their positive impact on those working in their business and supply chains. The challenge of doing this cannot be overestimated.

We are using the B Corp framework to focus our attention and face this challenge head on, as we have done since Lily's Kitchen became a founding member of the UK movement back in 2015. For our governance, we completed an updated materiality assessment to understand what our stakeholders expect from Lily's Kitchen. We also established a brand new B Corp working group which represents each team in the business. This group will ensure we recertify as a B Corp in 2024 with a higher score than ever. Of course, being a

B Corp is about so much more than achieving a certain score. It's about what that means for us as a company successfully using business as a force for good. It's about going beyond certification and always trying to do the right thing by our pets, people and the planet.

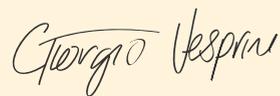
From an environmental perspective, we crafted a new sustainability strategy (informed by our updated materiality assessment), made progress on our packaging recyclability goals and started to get a much more detailed understanding of our carbon impact.

We continued to review and update the ways we can best support our hard-working team, including extending our parental leave offering and introducing support for those going through IVF. Our objectives were also revised to ensure that every member of Lily's Kitchen has a Social and Environmental objective tied to their personal salary starting from 2024.

As always, it was a year of giving back to our local communities. We gave a combined **£55,000** to our two partner charities, Dogs Trust and L.I.C.K., and raised **£26,000** for the mental health service run by and for the LGBTQ+ community, MindOut, as part of our Pride campaign. Our team also donated **229.5 days** of volunteering time to organisations close to our hearts and **52,818 meals** to cats and dogs in need. This is in addition to a whopping **571,033 meals** donated to charities from stock that would have otherwise gone to waste. All of this was underpinned by our unwavering commitment to making quality, proper food for pets, that dogs and cats love, and pet parents trust.

As I wrap up, I want to reflect on my first year as CEO at Lily's Kitchen and say that I'm proud of what our team has achieved. We write this report as we head into a year of recertifying as a B Corp, working hard on how we reduce our carbon impact and engaging even more closely with our suppliers on their sustainability journeys. I can't wait to witness the ongoing positive influence of Lily's Kitchen in the years ahead.

Kind Regards,



Giorgio Vesprini Lily's Kitchen CEO

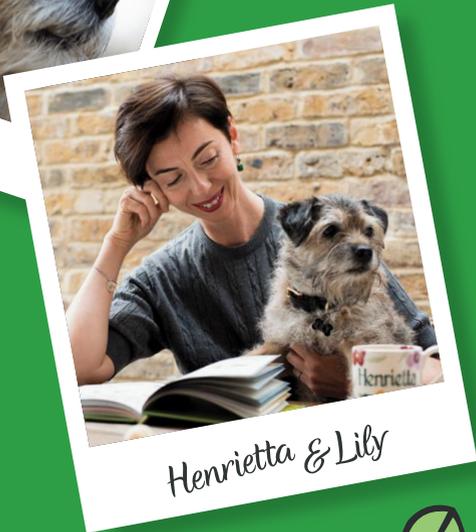


Our STORY

Lily's Kitchen was named after a very loved border terrier called, you guessed it, Lily. An icon in the making, this playful furry dog is how our journey towards making proper food for pets began.

Over ten years ago, Henrietta, Lily's owner, struggled to find a pet food filled with natural ingredients. After Lily fell ill, suffering with sore and itchy skin, Henrietta started cooking from scratch and nursed her back to health. She wondered why all four-legged members of the family couldn't get their paws on the same quality recipes. With the help of some expert vets and pet nutritionists, Henrietta set out to create nutritious, proper food for pets, that dogs and cats would enjoy, and that pet parents could trust.

Just like that, Lily's Kitchen was born.



Henrietta & Lily



What we stand for

OUR PURPOSE

Lily's Kitchen exists to help make pets' lives better by inspiring pet parents to feed their pets proper food and have fun doing it.

OUR MISSION

Our mission is to help as many dogs and cats as possible around the world tuck into our proper food and live their best lives.



WE ARE...

*Passionate, Respectful,
Audacious, Responsible,
Dedicated*



LILY'S KITCHEN PACT

We promise to...



ALWAYS MAKE PROPER FOOD FOR PETS

Always use proper meat

Never use meat meal

Always make nutritionally complete meals with fresh and freshly prepared meat and offal

BE A FORCE FOR GOOD

Donate 100,000 meals to charities every year

Always listen and answer honestly

Remain a B Corp

MAKE YOUR TAILS WAG

Never lose our Lily's Kitchen magic and always serve up the good times

Make sure you have fun with your furry family

COMMITTED TO PETS, PEOPLE & PLANET

With 2023 came an **all-new sustainability strategy** for Lily's Kitchen. While our purpose remains constant, the way we hope to achieve it has developed. We will now focus on **three core pillars**: Beyond Business As Usual, Sourcing With Care and Reducing Our Pawprint. We used feedback from our new materiality assessment, our B Corp Impact Assessment and our carbon footprint baseline, and...drumroll...here's what our topline targets look like now.



Beyond Business As Usual

**B CORP SCORE OF
100+ BY 2030**



Sourcing With Care

**100% RESPONSIBLY SOURCED
KEY INGREDIENTS BY 2030**



Reducing Our Pawprint

**CREATE AND IMPLEMENT
OUR CARBON ROADMAP**



Beyond **BUSINESS AS USUAL**

We want to take things that step further and put B Corp at the heart of our business. That means embedding B Corp principles into everything we do, with a commitment to all the people behind Lily's Kitchen and pets in need. By 2030, our aim is to have improved our B Impact Assessment (BIA) score to more than 100 points. Watch this space!





Proud to be a B CORPORATION



Lily's Kitchen is proud to be one of the founding members of B Corp in the UK, as well as the first pet food company in the world to certify as a B Corporation.

We think it's important to balance profit with purpose, building a sustainable way of doing business and a brighter future for everyone: pets, people and our planet.

What does it mean to be a B Corp, exactly? It means we're a part of a group of global businesses who all believe in using business as a force for good. To be certified, a company

must meet the highest standards of social and environmental performance, accountability and transparency required to show they are making a positive impact.

One of the great things about being a B Corp is that it keeps us on our toes. Earning this certification means completing the B Impact Assessment and scoring a minimum of 80 points on their rigorous scale. Recertification happens every three years, with each assessment driving continuous improvement. At our last certification in 2021, we achieved our highest impact score yet: 92.3!

Our Overall 2021 B Impact Score



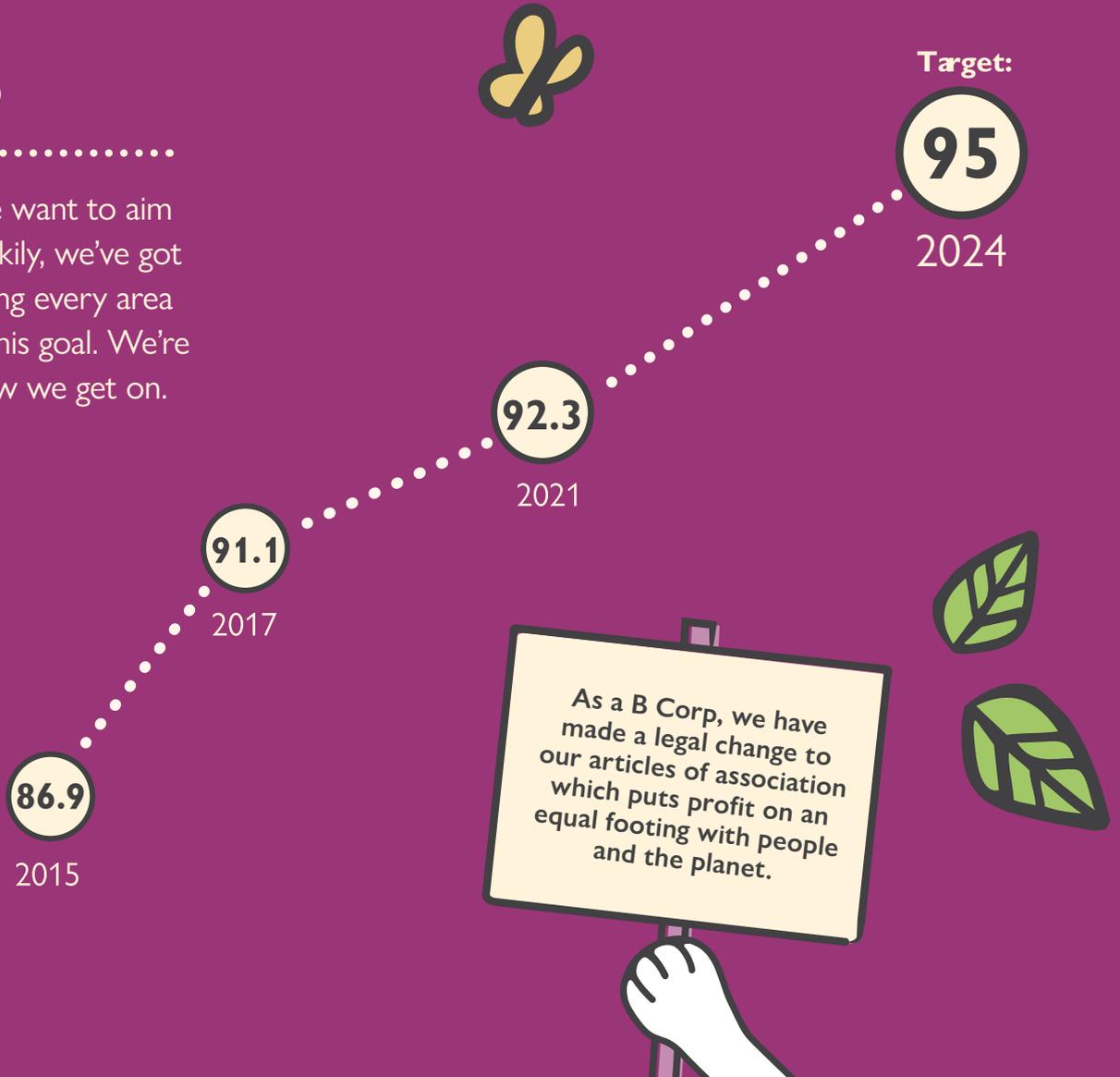
92.3

Summary:	Company Score
Governance	15.1
Workers	30.0
Community	19.1
Environment	24.3
Customers	3.7

Our score when we first certified in 2015 was 87 points – we're working hard every year to keep getting better!

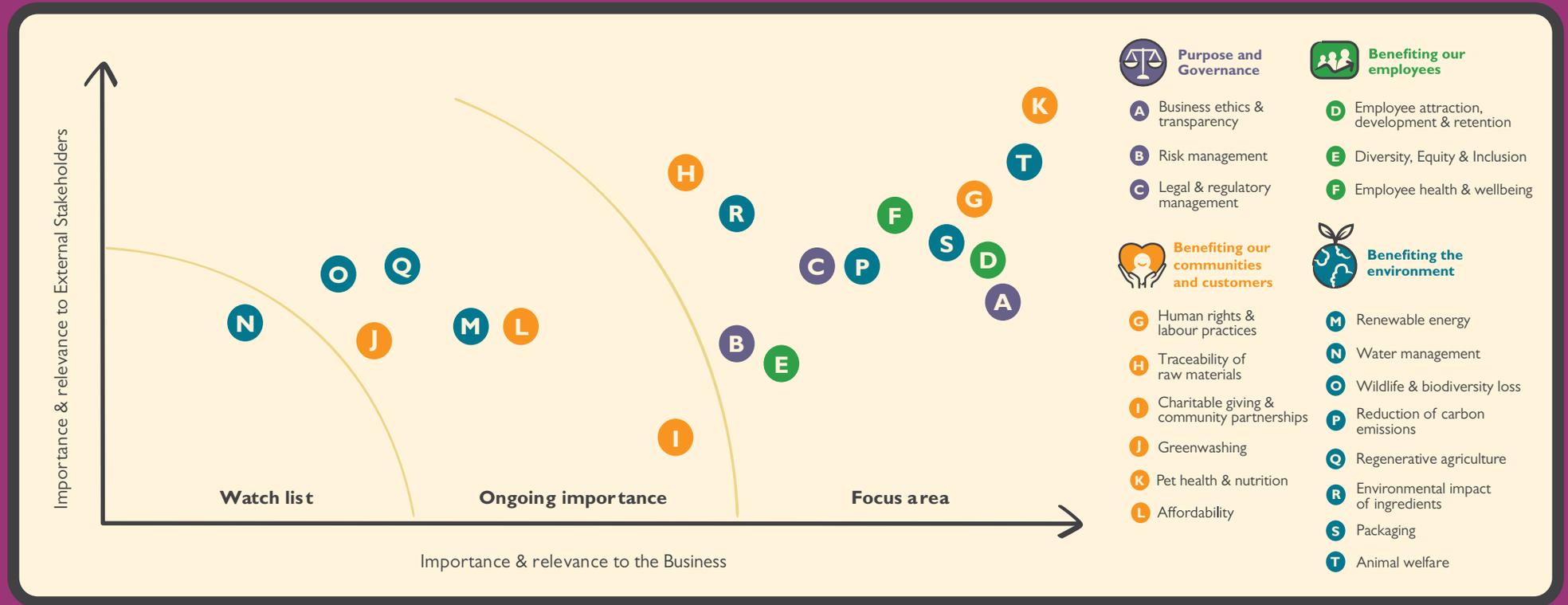
Pouncing TOWARDS

In 2024, we'll be recertifying as a B Corp, and we want to aim for our most ambitious score yet: **95 points!** Luckily, we've got a hard-working, cross-functional team representing every area of our business, who are all cracking on towards this goal. We're excited to share with you in our next report how we get on.





OUR MATERIALITY ASSESSMENT



In 2023, we conducted our materiality assessment to help inform our new sustainability plan.

What exactly is a materiality assessment? It's a helpful tool that aids us in understanding the issues most important for members of the Lily's Kitchen business, from our suppliers to our customers, our team to our Board.

The process involved first identifying our key stakeholder groups: employees, non-executive directors, customers, suppliers, commercial partners and pet food industry bodies. We conducted extensive research to identify industry relevant issues, before narrowing these down to 20 topics. These were presented to our stakeholders via a mix of interviews and surveys.

We then analysed the qualitative and quantitative data gathered to draw insights that would guide us with our Lily's Kitchen strategy.

We used the results of this (as shown in the matrix above) alongside our B Impact Assessment and our baseline carbon footprint to set our sustainability goals.

Proudly Supporting OUR FURRY FRIENDS



Partnering with DOGS TRUST

Continuing our partnership with Dogs Trust, this year we collaborated on campaigns for Valentine's Day and Christmas. We also hosted our Happy House event with the help of Dogs Trust, who came along to share training and enrichment tips to dog parent attendees.

With the support of our customers, these initiatives enabled us to **donate £45,000** towards the charity's life-changing work.



Supporting Cat rescue L.I.C.K.



Another great year was spent working alongside London Inner City Kitties (L.I.C.K.). Thanks to our customers' generous support, we were able to **donate a total of £10,000** through the sale of our Valentine's and Christmas recipes for cats and our Happy House event. L.I.C.K. is an entirely volunteer-run no-kill charity who rescue and rehome cats in East London.

Their aim is to make sure that every inner city kitty has a safe and loving forever home, and that no cats are abandoned. Our donation will help to **cover the cost of veterinary bills** for the cats in L.I.C.K.'s care.





WALKING WITH PRIDE



Here at Lily's Kitchen, we recognise our wonderfully diverse community and believe that all differences should be celebrated. In the same way a pet loves their owner with pride and without prejudice, we wanted to share this message of limitless love.

Which is why we launched a dedicated Pride campaign. As part of this initiative, we released two limited edition recipes with 100% of profits donated to MindOut*, an incredible Brighton-based mental health service run by and for the LGBTQ+ communities. Thanks to our customers' support, the donation was used to help aid MindOut's Online Support Service.

We also worked with MindOut to facilitate two Walk & Talk events to support the LGBTQ+ community via the shared love of our four-legged friends. These walks created a safe and relaxed environment where LGBTQ+ folk could come together

in nature, with their dogs, and take some time to talk about their mental health and wellbeing. Additionally, we donated some of our Lily's Kitchen dog treats to the charity. These were used for the walk and talks, gifting and sampling.

Our team are passionate about LGBTQ+ rights. We strive to be a supportive ally not only when celebrating Pride, but year-round. This includes all our campaigns, of which inclusivity will always play an important part.

***Total donation of £26,000.**
See lilyskitchen.co.uk/pride for more info.





WALKING WITH PRIDE



Erica Thornton
Interim CEO, MindOut

"We know from speaking with our service users that feelings of isolation and a lack of confidence are all too common factors experienced among the LGBTQ+ communities we support, but we also know what a support line pets can be for people feeling this way. They provide unconditional love and are true companions. So, our hope is that by providing a safe, supported environment people can connect with fellow LGBTQ+ pet parents and improve their wellbeing by being outdoors in nature with their furry friend."





Lending A HELPING PAW



Our team worked hard this year, in and out of the office! Every Lily's Kitchen employee gets four days a year to donate to a local charity of their choice.

Two of these days are free for everyone to dedicate to charities and initiatives that they personally care about, and the other two are organised as either team or company-wide activities.

So, what kind of tasks did we get stuck into? International Sales, Marketing and Finance rolled up their sleeves and headed to Keir Hardie Primary School in East London to give their Wellbeing Hut for students a makeover.

A bunch of our team dedicated their days to helping dogs in need, whether by volunteering at the Greyhound Trust in Brentwood, gardening at Dogs Trust in Shoreham, making snuffle mats for rescue dogs, or volunteering at a Dogs Trust Shop.

Over at the Cancer Research UK (CRUK) shop in Sunningdale, our team prepped clothes for sale. We did litter picks and walks for The Cinnamon Trust.

Our Customer Care and UK Sales Team spent their day helping prepare rescued, good quality food for the food redistribution charity, The Felix Project.

And so much more! Go, team!



VOLUNTEERING DAYS:

2022	2023	2024
230	229.5	250 (Target)





LOOKING AFTER OUR TEAM



MENTAL HEALTH & WELLBEING

We have registered to take part in Mind's 2023/24 Index (Mind's Mental Health survey); the results will come through later this year. We look forward to sharing them with you in next year's report!

In addition to this, we implemented the following:

-  Launched 'Paws for Thought', our Wellbeing Action Plan
-  Hosted a Mental Health Awareness Week of activities, which included 'Lunch & Learn' sessions, meditation and awareness raising for the team
-  Peer support via several Mental Health First Aiders

 Continuation of our Employee Assistance Programme which offers 24/7 fully confidential, professional guidance in a multitude of areas

 An External Occupational Health Provider for professional support and referrals if needed

 Neurodiversity awareness 'Lunch & Learn' sessions

 Continued to offer a free Calm app for all team members

 Fidget toys to support neurodiverse needs should they be beneficial

 Continued flexible working

 Phased return to work plans to support team members that have been out of the business for some time

 Menopause awareness support

EMPLOYEE SATISFACTION

 **77%** of respondents rated their **happiness levels at work as 7/10 or higher** (this survey occurs biannually, alongside other reviews - we like to check in with our team regularly).

Going forward into the next year, we are aiming to move this pulse check in to **quarterly** and complete a full engagement survey.

 **7% of our staff have been promoted**

WE ARE PROUD TO BE A LIVING WAGE EMPLOYER



We pay 100% of our employees above the Living Wage, and in the beginning of 2023, were able to pay the team their second instalment of our Cost-of-Living bonus to help ease financial pressures during this challenging time.

FRIENDS FUR-EVER

Who doesn't love a good get together? The year consisted of plenty of social activities with our teammates, including our 2023 Away Day. We celebrated Pride with a picnic and a couple of games in the sunshine. And we enjoyed our usual team socials, lunch clubs, Monthly Mixers and, of course, our Christmas bash. Let's just say, fun was had.

OUR TEAM IS GROWING

In 2023, 22 new people joined our team, not to mention several four-legged friends too.





PAW-SOME PERKS



Our team's health, wellbeing and happiness is very important to us. Which is why we offer the following benefits:

STAYING FIT & HEALTHY

- ✓ Private medical cover
- ✓ Dental Cover
- ✓ Employee Assistance Programme
- ✓ Cycle to work scheme
- ✓ Wellbeing Action Plan



SAVINGS & PROTECTION

- ✓ Pension
- ✓ Life Assurance



SUPPORTING COMMUNITY

Each employee gets 4 paid days off a year to volunteer and give back

ONGOING LEARNING & DEVELOPMENT

- ✓ Second management development cohort
- ✓ Respect at work training
- ✓ Negotiation training
- ✓ Performance training
- ✓ Lunch and Learn agenda

FLEXIBILITY & WORK ENVIRONMENT

- ✓ Flexible Working
- ✓ Pawternity Leave
- ✓ Flexible faith based public holidays
- ✓ Dogs in the office!



SHARE IN SUCCESS

- ✓ Bonus Scheme
- ✓ Company discount



Having our furry friends in the office with us is incredibly beneficial - it means more time with them and a great opportunity for exercise in nearby parks.



B CORP mentoring

We were delighted to take part in another year of enriched shared learning with fellow B Corp brands Cook and Ella's Kitchen, along with new B Corps, Riverford and Vivobarefoot.

A scheme built on our shared belief in using business as a force for good, mentors and mentees were partnered across our businesses so that they could grow and develop through sharing expertise and experience, while also developing skillsets and learning more about other B Corps.

In the second year of our mentorship scheme, we almost doubled the number of people involved.

● 1st year ● 2nd year

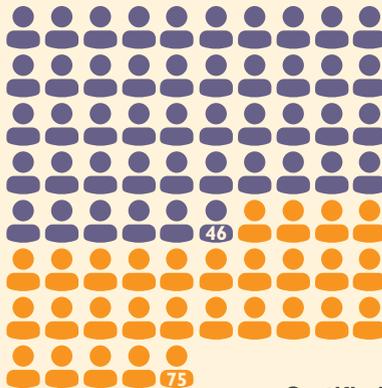
Lily's Kitchen Mentors:



Lily's Kitchen Mentees:



Total People on the scheme across all businesses:



Our HR Director, Georgina Cameron worked closely alongside fellow B Corp counterparts COOK and Ella's Kitchen to launch our second B Corp Mentor scheme programme, welcoming Riverford and Vivo Barefoot as part of the 2023/24 programme.

“By connecting people across our five companies, we hope to nurture their growth as individuals, as well as bringing new perspectives and insights to support their roles and career development. This joint initiative has the potential to enrich our five teams, and to help each business be stronger than ever.”

We look forward to sharing updates with you from our mentors and mentees in the future.





BEING TRANSPARENT



We have always had a section on transparency in our impact report. But this year, we wanted to go a step further and consolidate all our historical data in one place. That way, we can evaluate our progress over time.

CUSTOMER CARE & FEEDBACK

We use Trustpilot and Feefo to help support our customers. Every year, we always strive to improve our average Trustpilot score, and are proud to have increased this to over 4.7 in the past year. At the same time, we've been able to achieve an impressive score of 4.8 on Feefo. Our amazing Customer Care team have also worked hard to maintain our target of responding to all reviews that require feedback within 24 working hours.

	2022	2023
★ Trustpilot	4.7	4.74
feefo	4.6	4.8

AFFINITY GROUPS
are networks of employees brought together based on a shared common interest, ideology or identity.

DIVERSITY, EQUITY & INCLUSION

In 2023, we changed the way we worked on Diversity, Equity and Inclusion (DE&I). Instead of one central DE&I committee, we encouraged teams across our business to set up Affinity Groups.

We hope that the structure of Affinity Groups within our team will play a really important role in articulating, promoting and supporting the needs of communities both inside and outside of the Lily's Kitchen team as we grow as a business. We'll be sharing more information about these groups in our next report.

We also launched a Culture Club, an internal group with a broad range of responsibilities that impact the culture at Lily's Kitchen, ensuring we retain our values and include the views of our affinity groups to advocate for an inclusive culture.

DE&I SURVEY

Additionally, we asked our team to complete our annual DE&I survey. This year, we added in some new questions that talked about belonging and discussed how we're progressing on our DE&I journey. This led us to creating a 6-point action plan, with actions and initiatives to be launched in 2024.

LILY'S LEADERSHIP

We've always reported in our impact report the percentage of our leadership team and board of directors that are female. To be even more transparent, we've included the full results of our leadership and board teams year on year.

Collecting this demographic data is about so much more than the numbers. It gives us a baseline from which we can analyse what is and isn't working from an inclusive standpoint, which in turn, allows us to reflect upon the effectiveness of our strategy.

	2022	2023
Leadership Team that identify as female	60%	66%
Board of Directors that identify as female	25%	28%

OUR SIX POINT PLAN

- 1 DE&I training
- 2 Recruitment practices
- 3 Affinity groups
- 4 Evolve our policies & practices
- 5 Investigate apprenticeships
- 6 Continue to build an inclusive calendar

TRACKING OUR PAWPRINTS: OUR PLANS FOR 2024

BY 2030,
WE HOPE
TO ACHIEVE
A SCORE OF
100+

As you'll have read, we've got lots of targets to hit this year for our B Corp strategy. To strengthen our commitment to supporting local charities, we hope to increase our volunteering days from **229.5 to 250 by 2024**, with the support of a new volunteering platform and a team of internal volunteer champions.

Each year, we aim to donate **50,000 proper meals to charities** looking out for cats and dogs. Last year, we were able to donate **52,818**. **Looking ahead**, we've set ourselves the target of 100,000 – almost double that amount.

And we've been steadily achieving a **7/10 happiness score** over the past two years. We hope to maintain this average in 2024, while increasing our engagement levels in line with industry benchmarks.

Here's a summary of our numbers for 2023 and some of our targets (quantitative and qualitative!) for 2024.

*In addition to these meals, we donated over 570,000 meals from stock that would have otherwise gone to waste

B Corp Certification				
BIA Score	2015	2017	2021	2024 Target
	86.9	91.1	92.3	95+
Supporting our Local Communities				
Volunteering Days	2022	2023	2024 Target	
	230	229.5	250	
Supporting Our Team to Volunteer	Launch a new volunteering platform to make it easier for our team to volunteer			
	Set up a group of volunteering champions around the business			
Donating to Charity				
Donating Meals to Charity	2022	2023	2024 Target	
	66,617	52,818*	100,000	
Employee Satisfaction				
Happiness Levels	2022	2023	2024 Target	
	7/10	7/10	7/10	
DE&I	Implement our six-point action plan to keep progressing on our DE&I journey, measuring the results through our annual survey			

Sourcing WITH CARE

This part of our strategy is about acknowledging the impact our ingredients have on the world and the impact our world has on the ingredients we need for our recipes. The goal? 100% responsibly sourced key ingredients by 2030. Read on to find out how we plan on getting there.





PROPER FOOD FOR PETS



We believe that all pets deserve proper food.

.....

WHAT IS PROPER FOOD?

To us, proper food means **delicious, complete meals** made by pet owners and experts with proper meat and offal and natural ingredients. Why all the hard work? Because we believe pets are family.

Proper food also means food you can trust, and this is what drives our promise of transparency and a commitment to **never compromising on quality.**

- ✓ WITH FRESH AND FRESHLY PREPARED MEAT & OFFAL
- ✓ WITH NATURAL INGREDIENTS
- ✓ COMPLETE NUTRITION
- ✓ VET & NUTRITIONIST APPROVED RECIPES



HONEST INGREDIENTS, RESPONSIBLY SOURCED

We care about everything that goes into our recipes; each ingredient is chosen with consideration, thought and sensitivity. This includes the manufacturing of the ingredient, the country where it is produced and the impact it may have on the environment.

We don't directly source our ingredients from farms ourselves, but we build strong relationships with our suppliers (many of whom we have worked with since day 1) who help us achieve our mission of providing quality pet food.

Using responsibly sourced ingredients has always been a core value for us. Recently, the definition of 'responsibly sourced ingredients' has evolved, requiring us to review and update our standards to align with these new criteria.

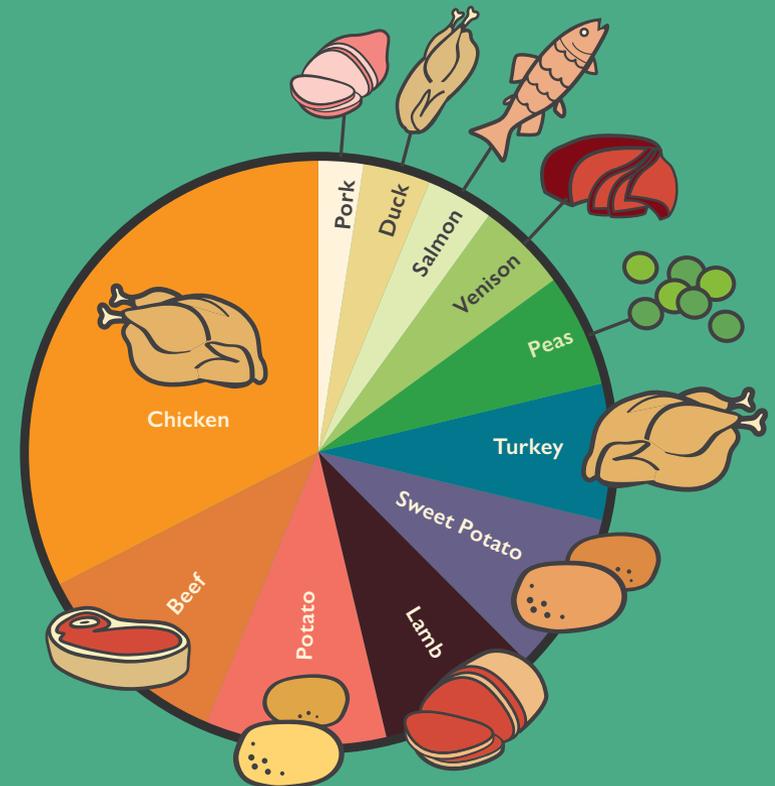
We have reviewed our most-used, key ingredients, and we will be engaging with our manufacturers to figure out a plan of action.

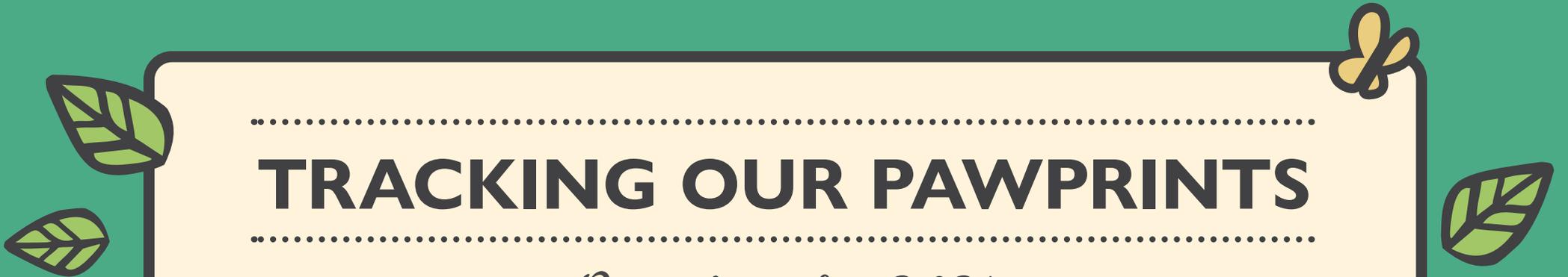
We are dedicated to working with all of our suppliers, new and old, with the aim of reaching 100% responsibly sourced key

ingredients by 2030. Our commitment to transparency and responsible sourcing remains steadfast, and these changes will ensure we continue to meet and exceed industry expectations.

OUR NEXT STEPS

- 1 Define what 'responsibly sourced' means for us
- 2 Review suppliers and prioritise ingredients involved in this project
- 3 Complete a data collection exercise
- 4 Agree actions and put a plan in place to implement any changes
- 5 Then start all over again looking at our next set of ingredients



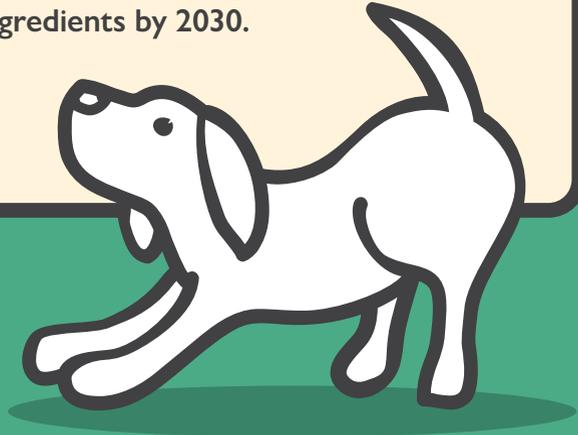
The page features a light green background with several decorative elements: two green leaves on the left side, a yellow butterfly in the top right corner, and a single green leaf on the right side. The main content is enclosed in a white rounded rectangle with a black border. The title 'TRACKING OUR PAWPRINTS' is centered within this rectangle, flanked by two horizontal dotted lines.

TRACKING OUR PAWPRINTS

Our plans for 2024

We're committed to making recipes made with responsibly sourced ingredients that support your pets' wellbeing, treat people fairly and help to take care of our precious planet.

Due to an update in our standards for responsibly sourced ingredients, you are witnessing the start of a **new, ongoing mission**. We promise to keep you up-to-date on our journey as it transpires, moving towards **100% responsibly sourced key ingredients by 2030**.



Reducing OUR PAWPRINT

To reduce our carbon impact, we need to understand our full carbon pawprint and come up with a solid plan to proactively reduce our emissions each year. We are actively working with our partners and experts to find ways to accomplish this and will provide further details about our plans and progress next year.



OUR CARBON PAWPRINT

In 2023, we worked with expert consultants to understand our carbon pawprint in more detail than ever before. This has given us a **clearer picture of our business's effect** on the environment and where to focus our efforts to reduce our impact.

We will use the emissions calculations as a reference point to **track our progress** and shape our carbon strategy.

OUR 2022 CARBON FOOTPRINT

Scope 1 (0%) emissions are those we have direct control over, such as emissions from fuel combustion in owned facilities.

Scope 2 (0.03%) emissions are indirect, resulting from sources like electricity consumption and heat.

Scope 3 (99.97%) emissions are also indirect and come from our wider value chain, including raw materials, packaging, transport and waste.

Our Scope 1 and 2 emissions are **significantly lower** than the pet food industry, which typically ranges between 5-10%. This is due to our manufacturing operations being outsourced.

USING DATA TO DRIVE CHANGE & REDUCE OUR PAWPRINT

Our primary focus is on our Scope 3 emissions, which is where the majority of our impact lies. We are specifically targeting our efforts towards emissions associated with our **ingredients and packaging**, which are the largest contributors to our carbon footprint.

This includes prioritising materials with lower environmental impact.





OUR PACKAGING



We're committed to sustainable packaging

100%
OF OUR PACKAGING
IS DESIGNED FOR
RECYCLABILITY*

In our efforts to tread as lightly as possible on the planet, we always consider the environmental impact of our packaging. Our goal is for 100% of our packaging to be designed for recyclability by 2025, and we're so happy to say that after two years of trials, **we have achieved our target early.**

* Due to a longer shelf life on certain products, some of our original, non-recyclable packaging may still be in circulation.

Recycling schemes may vary depending on the country.



PACKAGING PRINCIPLES

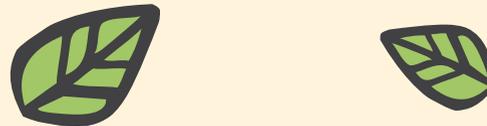
We are currently working on our 'Packaging Principles', a helpful guideline that details exactly what we mean when we refer to the sustainability of our packaging. This is being led by our Packaging Taskforce, who are responsible for ensuring cross-functional connection on all our packaging changes. You'll find the guidelines in our next impact report!

LIGHTER LOADS

We evaluated the ways in which we can minimise the environmental impact of our deliveries during transportation. In 2023, we optimised the layouts of our pallets. For lighter products, we reduced pallet sizes to enable double stacking. For heavier products, we increased pallet sizes to maximise single-stack tonnage. These actions will save us approximately 82 inbound loads each year, **reducing road mileage by 85,000 miles.**

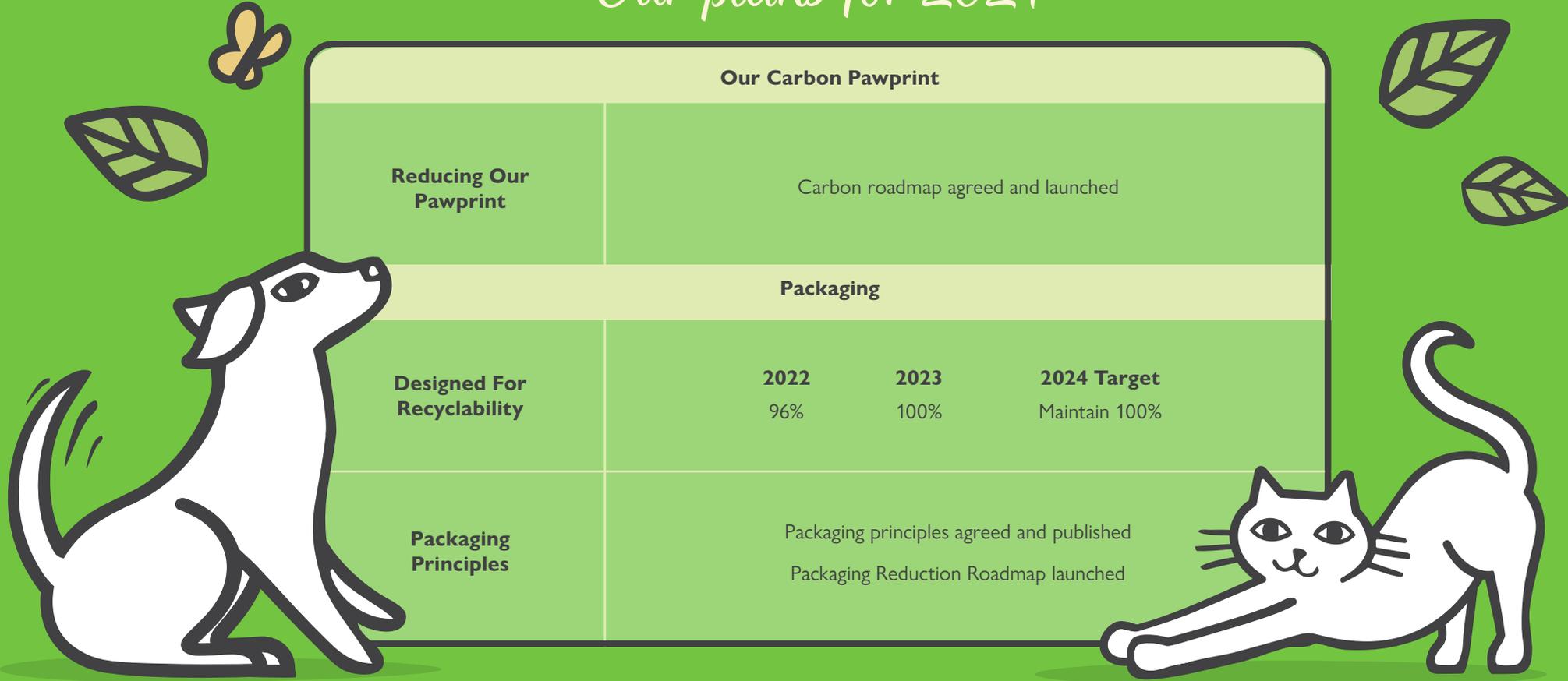
We partnered with Amazon to slash outbound deliveries by 66%, **saving 55,481 road miles.** Next, we plan to initiate backhaul projects with Pets at Home and Sainsbury's to further cut our emissions.

Additionally, we are exploring **alternative fuels** which, if successful, could reduce our carbon emissions for each customer delivery by up to 90%. Watch this space!



TRACKING OUR PAWPRINTS

Our plans for 2024



Our Carbon Pawprint			
Reducing Our Pawprint	Carbon roadmap agreed and launched		
Packaging			
Designed For Recyclability	2022 96%	2023 100%	2024 Target Maintain 100%
Packaging Principles	Packaging principles agreed and published Packaging Reduction Roadmap launched		

THOUGHTS & FEEDBACK

ON BEYOND BUSINESS AS USUAL

“ Our partnership with Lily's Kitchen is strongly aligned to our mission: creating a better future for dogs and the people who love them. Over three impactful years, Lily's Kitchen has donated over £185,000 to help the dogs in our care, gifted treats and volunteered countless hours. It has been a joy to be in partnership with them. Thanks to their commitment and support, we can be there for more dogs and their owners when they need us most. We are incredibly grateful for their continued dedication and can't wait to see how we can grow and develop our brilliant partnership further. ”

Emily Lever,
Head of Corporate and Commercial Partnerships, Dogs Trust

ON SOURCING WITH CARE

“ Using responsibly sourced ingredients in our recipes is incredibly important to us at Lily's Kitchen - it always has been. We know we need to evolve our definition of 'responsibly sourced', ensuring it is both comprehensive and meaningful to our business. We also recognise the significant amount of work which will follow! In 2024, we will spend time with our suppliers aligning this definition with our key ingredients. It will involve a lot of the team to bring things to life, but once we do, it will have a huge impact on our business – in the most positive sense. We can't wait to get going. ”

Emma Wrigley,
Product Director

ON REDUCING OUR PAWPRINT

“ Climate change is one of the biggest challenges we face and we need to do everything we can to protect the planet we call home, for our furry friends and their owners. We know that packaging and ingredients make up over 80% of our carbon pawprint, so these will be the key focus areas of our reduction roadmap. We can't wait to update you in our next report. ”

Charlotte Jost,
Head of Impact & Sustainability



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LOOKING *to the future*

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It's important that we're **always moving forward** at Lily's Kitchen. Everything we do is a work in progress, and there is always room for improvement—with every year that passes, **we strive to do better than the last.**

One thing that will never change: our values and commitment to pets, people and the planet will always be at the heart of what we do.

And with a solid plan in place, targets to aim for and an amazing team like ours, we're hopeful that by 2030, we will have achieved the following:

-  **100+ B Corp score**
-  **100% Responsibly sourced key ingredients**
-  **Reduced pawprint using our carbon roadmap**

We better get cracking, hey? We look forward to sharing with you as we develop on our journey.

HERE'S TO 2024!





Thanks for reading

We would love your feedback on what you'd like to see from us in the future. You can get in touch with us via

hello@lilyskitchen.co.uk

You can also follow us across our social channels to find out how we are progressing on hitting our targets – find us on

