

our approach to being sustainable



Our ethics

We sure aren't perfect but we're trying to do the right thing

It might make us sound like a Miss World contestant, but here at innocent, we want to leave things a little bit better than we find them. We strive to do business in a more enlightened way, where we take responsibility for the impact of our business on society and the environment, aiming to move these impacts from negative to neutral or (better still) positive. It's part of our quest to become a truly sustainable business where we have a net positive effect on the wonderful world around us. In the following pages you can see our strategy for doing so as well as our performance to date; we wouldn't go so far as calling this a full CSR report but it's our first go at something like that.



Nutrition



Ingredients



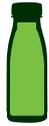
Packaging



Production



Legacy



Sustainable nutrition

What we all eat not only impacts our own health but also the health of the planet. So if you want to eat a sustainable diet, one that is healthy for you and the planet, what should you do?

This is where it gets tricky. There are no black and white answers as to what is good and what is bad. It depends on where, when and how the food is produced, how it is transported, how much is wasted (either along the supply chain or in your own home), whether you are trying to eat with as little environmental impact as possible or with the greatest social benefit for those who produce the food and so on and so on.

What is very clear though is the need for some changes. After all, if everyone lived (and ate) as we do in the UK we would need three planets to support us. A bit of a problem when we only have one available. And the one that we have is not in the best of shape - we are facing significant global challenges - climate change, water scarcity, loss of biodiversity, just to name a few.

We want to make sure that we are doing everything we can to lower the impacts associated with making our products, whilst at the same time ensuring that they taste great and are healthy for you. Getting this balance right between impact and nutrition underpins our entire sustainability strategy.

We're currently working with a variety of external partners on current thinking regarding sustainable diets so there'll be plenty more to follow on this in 2012.



Sustainable ingredients

We take our fruit seriously at innocent, so not only do we want it to taste great, but we also want to make sure we buy it from suppliers that look after both their workers and the environment.

Our fruit comes from all over the world and from thousands of different farms of all types and sizes - large plantations, co-operative groups, tiny family farms and even from the Amazon rainforest. This means that there is definitely no one size fits all approach to buying responsibly. We go about it in a number of different ways:

- We learn as much as we can about our ingredients - how they are grown, the challenges for our suppliers, and how we can help them.
- We have our own set of minimum standards covering all relevant environment and social issues for suppliers that are not covered by existing certification schemes
- We favour suppliers certified by independent environmental and social organisations (such as the Rainforest Alliance), and pay a premium for certified fruit
- We work on sustainability issues in partnership with our suppliers for particularly troublesome issues

Of course, we cannot promise that our suppliers are perfect. We're certainly not perfect, so we can't expect them to be either. But we do ask that they abide by fair, minimum standards, and work to improve their social and environmental performance year on year. Our strategy is to work with people who are the most committed to making real improvements and then we will help them get there. Achieving our goals is going to be a long journey, and probably one that will never end, but every small positive change is a step in the right direction.

Whilst it is important for us to have our own set of standards - to document what we feel is really important and what we want to work towards - we also need to recognise that there are some existing certification programmes out there that are achieving great results, and we don't need to recreate the wheel. After visiting banana plantations in Costa Rica in 2005 we committed to only buying bananas from Rainforest Alliance certified plantations. (www.rainforest-alliance.org)

**innocent
smoothies =
100% Rainforest
Alliance certified
bananas**



Up close and personal

Sure you can get to know someone over the internet, or even on the phone, but we all know that eventually you have to meet face to face before you really get to know them. Its exactly the same for us with our farmers - there is just no substitute for a face to face chat to make sure that we properly understand what its like to grow strawberries in Poland for example and the kind of challenges they face to produce a great crop, look after their workers and protect the environment.

In 2007 we started a programme of supplier visits which involves innocent team members, independent auditors and global sustainability organisations visiting our suppliers, and working out how to get the best fruit with the right result for the people and the planet. As we source from literally thousands of farms there is no way we can visit or audit every single farm and still have time to make smoothies, so for each fruit and country we make sure we visit a representative sample of farms.



So we know that you may well ask if it is really sustainable to go to all these places, couldn't we use local people or just conference call? This is a tough call - how do we balance the environmental impacts of travelling with achieving the best sustainability solution, whilst also reassuring our consumers that we are working seriously on these issues? Well this is our decision hierarchy:

- We start with online communication with the supplier to assess the level of sustainability risk - if they can demonstrate strong progress (preferably externally verified) against the major risk areas then we don't visit.
- If there is an existing certification scheme that adequately covers our sustainability criteria then we don't visit.
- If we do visit, our preference is to catch the train - although admittedly that is only feasible for western Europe.
- When we visit we pack as much as possible into the agenda to get the most out of the time we have there.
- We try to find local organizations, industry groups or suppliers who can continue our work once we have left.

We think this keeps the right balance between achieving the best result for sustainability with the minimum of environmental damage.

Setting the standard

As many of the fruit varieties that we buy are not covered by existing certification schemes, we have our own set of innocent minimum standards. The standards contain our wishlist for what we want our suppliers to achieve, covering all the relevant social and environmental issues and our expectations for how each supplier should be performing against these issues.

Our standards were put together by reviewing most of the internationally recognised standards that are out there on all these issues (such as Rainforest Alliance, SA 8000, ETI and Fair Trade), as well as the standards of major brands and retailers who we think are doing great work in this area.



Each of the requirements in the standards is rated as critical, required or future.

Mandatory - for those requirements that are an absolute must have for the supplier to supply to innocent. Mandatory applies to such things as paying minimum wage, no child labour, no land clearing and protecting watercourses from pollution.

Required - for things that we really want our suppliers to do but that might require some training, resources or investment from the supplier to meet the requirement. These actions require a conversation between innocent and the supplier to agree a realistic timescale to meet the requirement and to develop an action plan.

Desirable - this rating has been used for best practice actions. We are not asking our suppliers to set a timeframe to achieve these actions, but to aim towards them in the spirit of continuous improvement.

We check the performance of our suppliers against the standards in one of three ways:

innocent visit - someone from innocent getting out to the supplier to check their performance.

Formal audit - get out the clipboard and go through each requirement point by point. Audits are conducted by an innocent staff member or an independent third party.

Self assessment - we have a lot of suppliers who source from even more farms, and there is no way we are going to be able to go and visit them all. In some cases we are going to need to rely on our suppliers to conduct a self-assessment of their own performance. We do this for suppliers that we deem to be low risk, or who we have already visited.

Case study: hot mangoes

In 2009 we undertook a project to identify how climate change will impact the growing of the fruit that we use for our smoothies. The project highlighted a number of concerns, one of which was that the areas in India where we buy our alphonso mangoes are already experiencing climatic change and that this is likely to intensify in coming years. These findings were supported by discussions with mango growers who described warmer winters, changes to the monsoon, reduced pollination levels and even hail storms (apparently not all that common). In 2010 we commenced a project to identify farming practices that will help the mango trees adjust to the changed climate, and still allow the production of quality fruit. We are working with 18 farms for 2 years, allowing us to trial the farming practices across two complete harvest seasons.

We are now at the end of the first harvest season and the initial results from the trial look great. The farms participating in the trial used 50% less agrochemicals, achieved between 25-40% greater fruit retention and also a slightly larger fruit size. Good for the farmers, good for the environment and a great result given the changing climate.

It's still early days though so lots more work to do. Over the next harvest season we will continue working with the farmers, with the ultimate aim of producing guidance documents and training for all the farms.



Case study: The rain in Spain

We buy some of our strawberries from the south of Spain. Unfortunately the rain in Spain falls mostly where our strawberries aren't. For this reason the farmers rely quite heavily on irrigation to grow all these lovely, juicy berries, and the available water supply is being put under considerable stress from the combination of increased agricultural production and housing developments. Water supply in this area is also particularly important given it's proximity to the Donana National Park - a key stopover wetland for 6 million migratory birds each year from Northern Europe to Southern Africa.



In 2010 we commenced a project in partnership with our supplier and Unilever to map the water footprint of a number of our strawberry farms. The footprint will show exactly how much water each farm has used across the entire season (from planting through to end of harvest). The season finished at the end of June 2011, and we are now in the process of analysing the water data to identify opportunities to improve the water efficiency of the farms. After the summer we will be holding a workshop with our farmers on how to implement these methods. We will also be sharing the data with the WWF to input into current water management planning for the entire region. We hope that our work will form a valuable contribution to establishing how agriculture, housing and the wetland can happily co-exist in this region.



A green icon showing a recycling symbol (three arrows forming a triangle) with a leaf above it, symbolizing sustainability.

Sustainable packaging

We want our packaging to have the lowest possible impact on the world around us.

We aim to make our packaging as sustainable as possible. We've realised that one of the best ways to do this is to measure the carbon impact of each of our packs. Our toolkit then for reducing carbon looks a little like this:

- Use less: as little material as possible per pack
- Don't use up new stuff: as much recycled or renewable material as possible
- Close the loop: materials and pack formats that are easy to recycle
- Lower its impact: deliberately avoiding high carbon materials

Obviously, we need to make sure that packaging does the job it's supposed to, after all if trying to reduce environmental impacts means that the packaging no longer protects the product and we have to throw it out, then any benefit is lost (the environmental impact of producing packaging is normally much less than producing what goes inside it - the product).

We've done lots to make our packaging better. We've been pioneering the use of food grade recycled plastic in our little bottles since 2003, in 2009 we saved over 300 tonnes of packaging by making things lighter, and all our Kids cartons and our 750ml cartons are now made from 100% Forest Stewardship Council certified material.

To make sure we are always improving, we monitor the carbon impact of our entire packaging portfolio and our sustainability and packaging teams set priority improvement projects each year. Any new piece of packaging is also assessed against these criteria. You can read about a few of our projects, and some other things we are proud of the "stuff we've done" section. Specific details about all our packaging and its sustainability credentials are below.

There is always more work to do, so we will keep pushing on. If you've got any ideas about how we can improve our packaging, then please let us know at hello@innocentdrinks.co.uk.

A black speech bubble containing text.

**"all our cartons
are now made
from 100% Forest
Stewardship Council
certified material"**

Recycling

We wouldn't be able to have any recycled plastic in our little bottles if people didn't recycle stuff in the first place. So you could say that we're big fans of recycling.

Nearly all our packaging can be recycled but unfortunately not all councils recycle everything. You can find out if yours does by using www.recyclenow.com You can also use the same site to find your nearest recycling bank.

To get you started, here is a quick guide to recycling:

	made from	before recycling	where to recycle	symbol
Bottles & carafes	PET	Have a cup of tea	in your recycling bin at home	
cartons & wedges	Cartonboard	squash it	local collection banks (and increasingly curb side). Check where here.	
caps	HDPE	gaze at it longingly	Check with your local council, a lucky few get them collected curb side).	
veg pots	PP	quick rinse	Check with your local council, a lucky few get them collected curb side).	
fruit tubes	LDPE/ Cardboard	separate	pop the cardboard outer in your home recycling bin	

Reuse our packaging

Cartons

Asides from recycling, there are lots of other things that you can do with empty cartons or veg pots. We've outlined some ideas we know about below.

- Cut the carton in half, fill it with soil and compost, and use it to grow herbs or flowers
- Wash it out, put some rice inside, put the cap back on, and you have an instant maraca. Shake it baby.
- Make handbags and things.



Veg pots

- Attach some string to the end of two pots for a brand new telephone.
- Grow a mini-herb garden.
- Use as a floating snack container for the bath.
- Bash two pots together for authentic galloping horse sound effect.
- Use as a freezer container for stocks and sauces.
- Make a slot and use as a money box for spare change.
- Use as a special jelly mould.
- A container for annoying fiddly bits ' drawing pins, hair slides, spare buttons, old teeth etc.
- Hang paper fish inside to make your own aquarium.
- Collect and build into a castle / den / greenhouse / spare room

Stuff we've done

Recycled plastic bottles

Our 250ml smoothie bottle is quite special. It's fully recyclable and it also contains recycled plastic. We've been pioneering the use of food grade recycled plastic ever since 2003 when we first introduced 25% post consumer recycled content (rPET) to our bottles. We then took it all the way to 100% recycled plastic in 2007.

The bad news is that we had to temporarily reduce the recycled content down to 35% in 2011. Read all about why and what we're doing about it in the next section.

Light as a carton

We put our cartons on a pretty strict diet during 2010. Our kids' wedges lost a whopping 15% of

their weight, the big cartons a little less, but they have promised more weight loss in 2011. Altogether the weight reduction will save around 75 tonnes of card each year. What this means is around 1500 more trees, lots more places for bears to hide and a fair bit less carbon in the atmosphere (like 185 tonnes less).

The other thing we did last year was to change the caps on our big cartons, saving about 20 tonnes of plastic a year. Previously, under each cap, there was a little plastic seal that you removed before pouring. Since our smoothies need a good shake, removing the seal sometimes resulted in stuff getting splashed about a bit. The new caps provide a secure seal without the need for the additional seal - simple, but effective.

Our cartons hug trees

We are delighted to say that all cartons are made from 100% Forest Stewardship Council (FSC) certified card. Certification ensures that the paper comes from forests that meet high environmental standards, where forest workers are treated fairly, and the forestry company invests in ensuring the forest is there for the long term.



If you want to read more about the great work of the FSC visit www.fsc-uk.org

Shrink wrapped glory

For ages we have been transporting our smoothies to the shops in 100% recycled cardboard boxes. In 2009 we changed to a small recycled card tray with shrink wrap plastic around it - and believe it or not this is better from a sustainability perspective.

When it was first suggested, the idea of moving to plastic from cardboard box didn't seem quite right. However, based on our calculations the new format has 40% less carbon emissions overall - a total saving of 270 tonnes per year. The plastic film is recycled by the shops when then put the shelf, and the 100% recycled card goes in the normal paper recycling. You can see how the two different formats stack up against our four sustainable packaging criteria below (this is the kind of assessment we do on all new packaging):

	Cardboard box	Tray and shrink
Use less	● 73g	● 37g
Recycled/Renewable	●	●
Easy to recycle	●	●
Low carbon	● 150g	● 89g

There are still things we can improve - for example, when recycled PE film becomes available we will definitely try and use it - but this is a little while off though.

Stuff to do

Recycled plastic bottles

Our 250ml smoothie bottle is quite special. It's fully recyclable and it also contains recycled plastic. We've been pioneering the use of food grade recycled plastic ever since 2003 when we first introduced 25% post consumer recycled content (rPET) to our bottles. We then took it all the way to 100% recycled plastic in 2007.

The bad news is that we had to temporarily reduce the content down to 35% in 2011. The quality of our plastic had declined to an unacceptable level: we want our packaging to be sustainable, but we also want our smoothies to look their best. We wanted to inspire other companies to use recycled plastic and demonstrate that it can perform as well as virgin plastic, but we weren't doing that.

Of course, we're disappointed about this and are determined to increase the recycled content again. We're busy working with our suppliers to try and develop new clearer grades of recycled plastic. We're also active members of a new rPET industry discussion forum, co-ordinated by WRAP (www.wrap.org.uk), to try and find a long term solution not just for innocent but for anyone who wants to use recycled plastics*.

It's a bit like recycled paper - when it was first introduced it was brown, furry and you wouldn't even dream of putting it in a printer. Now you can't tell it apart from virgin paper. Recycled plastic for food packaging is still pretty new in the UK, and it needs to go on a similar journey.

WRAP
tell us that based on
current and foreseeable recycling
technology, recycling rates and demand, an
rPET level in the order of 35% for all PET
packaging would be a very positive and hugely
beneficial industry target to aim for. This would
preserve the integrity of the recycling stream and
allow the loop to remain closed (in other words
allow us to keep making more drinks
bottles out of it).



Material change for
a better environment



Sustainable production

Only one planet

If everyone lived as we do in the UK we would need three planets to support us. Problem is we only have one available, and the resources on this one are either in a state of decline or simply running out.

We are looking at our whole business and asking ourselves one simple question – how and where can we use less? We think it's a great question as not only does it help to reduce our environmental impact, but it also means that we are forced to be that little bit more creative, and ultimately that we spend less money too. All good.

We use the most resources (and therefore have the greatest impact) in our supply chain, so it is essential that we work in partnership with our suppliers to achieve reductions. We work with our suppliers on water and energy efficiency, reduced waste production and recycling. Energy and waste translate directly to our carbon footprint.

We monitor and discuss performance with each supplier quarterly and work closely with them on projects that will help them reach their goals. On a yearly basis we get them to provide a detailed set of data that forms the baseline for the following year.

We have seen some great results, from reductions of between 5% and 10% of electricity and gas usage over the last few years, and 3 suppliers have more than halved the waste they send to landfill – with one of those committed to sending nothing to landfill by the end of 2011.

Unfortunately after a great year in 2009, the performance in 2010 was a little lacking. This was driven by 1) perhaps slightly ambitious target setting (kind of our fault a bit) and 2) expansion at the bottle & carton factories (kind of our fault a lot). Building & testing new lines is particularly resource intensive but it has at least set them up well for the next few years.

	Bottles	Cartons	Kid's Wedges	Veg Pots
Reduced energy use	●	●	●	●
Reduced water use	●	○	●	●
Reduced waste to landfill	○	○	○	●

- Meeting or exceeding targets
- Seeing improvements but not meeting targets
- No measurable improvement (or worse, going backwards)

During 2010 we also completed the task of diverting all organic waste from our co-packers to anaerobic digestion. Meanwhile, 2011 is looking like a better year already with some smashing projects on the pad, such as full site waste prevention reviews and a potential on site energy generation project.

Carbon

Why does it matter?

It is now widely acknowledged by scientists, politicians and non-governmental organizations that climate change, caused by man-made carbon emissions, is one of the biggest risks facing the world today. It threatens catastrophic impacts through sea level rise, long term droughts, and extreme weather events, particularly in developing countries.

Climate change is directly relevant to innocent for a number of reasons. Like all businesses we have a responsibility to play our part in reducing emissions. More specifically, our current sources of banana, mango, strawberry and pineapple all fall within areas that will be significantly impacted by climate change – so we have a strong commercial imperative to help reduce the risks and understand the potential impacts.

Hot feet

In 2006 we worked with the Carbon Trust and The Edinburgh Centre for Carbon Management to work out the 'carbon footprint' for our entire business system. We calculated all the greenhouse gas emissions associated with growing the fruit, transporting the fruit, crushing and blending the fruit, manufacturing the packaging, bottling the drinks, distributing the drinks and keeping them cold in the shops.

This year we have given the whole process a spruce by redoing our audit to the new [PAS2050](#) methodology which has been internationally recognised as one of the more thorough and stringent techniques.

This is how the results look:

carbon footprint per product

carbon footprint per product	grams CO ₂ e	
	250ml	1L
strawberries & banana	258	748
mangoes & passion fruits	249	810
pineapple, bananas & coconut	220	687
blackberries, raspberries & boysenberries	243	778
pomegranates, blueberries & acai	228	717

So are these figures good or bad? This is really hard to say, as even though carbon footprinting of products is becoming more common, each product is made from different ingredients with a different supply chain – so a direct comparison is not that straightforward. What is really useful is knowing the CO₂e* emissions involved in each step of making our drinks, which allows us to focus on the key opportunities for reducing emissions.

“what is really useful is knowing the CO₂e* emissions involved in each step of making our drinks, which allows us to focus on the key opportunities for reducing emissions”

The two most important focus areas are:

- Our packaging: making sure our bottles contain as much recycled PET as possible, and that we reduce the amount of packaging material we use. See our packaging actions on this page.
- Our bottling: we have sustainability action plans with each of our manufacturing partners to lower energy and water usage and reduce the amount of waste going to landfill. See our packaging actions on this page

It is also important for us to ensure that we work on our fruit miles. The main way we can achieve reductions here is through our choice of transport. We don't use airfreight, but instead use ships (as a first preference) or road transport. We also make significant reductions by squeezing, pulping or pureeing the fruit in the country in which it is grown so that we are not transporting waste (like skin, peels and stones) or air (in between pieces of fruit) to the UK. Lastly we make sure that we use technology such as oxygen free packaging wherever possible which allows us to reduce the cooling requirement during transport.

Whilst this is not perfect and there are still impacts, it's important to remember that growing fruit outside of its natural environment can have significant environmental impacts – for instance growing bananas in the UK would require a completely artificial environment to replicate a tropical climate.

We also need to consider the social issues, by providing a market for products from less developed nations we can provide much needed income to local communities. Our work on bananas with the Rainforest Alliance not only ensures the farms are truly sustainable and have a clear focus on local environmental issues but also ensures that farm workers are well looked after.

*CO₂e means carbon dioxide (CO₂) equivalent. Basically we measure all the greenhouse gases - carbon dioxide, methane, nitrous oxide and ozone and then for each gas work out the equivalent amount of CO₂ that would have the same impact on climate change when measured over a specified timescale (generally, 100 years).

Water

fresh or salty?

The problem with water is that it's gradually running out. Sounds funny when you think that two thirds of our planet is covered with the stuff but what we need to remember is that 97% of the world's water is seawater. Of the 3% that is freshwater, three quarters is locked up in ice which leaves just 0.75% for drinking, watering crops and sharing with all the animals, plants and forests.

To complicate matters further, demand for freshwater is growing (think growth in population and industry) and access to water varies enormously from place to place and throughout the year. Not to mention the fact that water pollution is worsening across the globe. Given all that, it's no great surprise that we thought it was time we worked out our water impact and what we could do about it.

a virtual water footprint

Now we're not talking about another dimension here - we're just thinking about water in a slightly different way. In the UK, each of us directly use an average of 150 litres of water per day (drinking it, having a shower, brushing your teeth, washing your clothes and so on). It doesn't stop here though. There is also the virtual water that is embedded in every single product we consume each day. Just think how much water goes into making one cup of tea? The tea plants need watering for months while they grow, then the leaves are harvested, processed, packaged and transported - all of which involves more water - and that's before you even boil the kettle to make yourself a cup. The Water Footprint Network (www.waterfootprint.org) estimates that for every cup of tea you drink, another 120 cups of water were needed to produce the tea. The WWF (www.wwf.org.uk) also did a study which estimates that the virtual water associated with a full day of activities, eating and drinking gives us Brits an average daily water usage of 4,645 litres.

thirsty food

Over 80% of the world's water is used in agriculture. And since our smoothies are 100% fruit, every single mango, pineapple and berry will have taken varying amounts of water to grow. It's our priority to understand how much virtual water is embedded in our drinks, and to then assess how effectively the water is being used.

“Over 80% of the world's water is used in agriculture”

wet feet

a water footprint?

In 2009 we worked with the Water Footprint Network (WFN) www.waterfootprint.org and Kingston University to develop a water footprint of the innocent business. It's a similar concept to a carbon footprint, calculating the total amount of freshwater used during the making of one of our drinks. The key was breaking it down to understand the water use at every step of the chain, growing the fruit, transporting, crushing and blending, manufacturing the packaging, bottling the drinks and distributing them to a chiller near you. This segmented approach allows us to calculate a more accurate number and to highlight the hotspots for action.

how's it done?

Whilst there is now an accepted technique for calculating a carbon footprint, water footprinting is quite a new discipline and it is still evolving. Back in 2009 there wasn't one completely consistent approach to follow which made our task both challenging and interesting at the same time (lots of spreadsheet fun). The nice folk at the WFN came up with the concept in the first place however, so we followed their guidance. As it's such a big job, we focused on just one recipe: our strawberries and bananas smoothie. We chose that recipe for a number of reasons and mapping it has taught us about several of our other products.



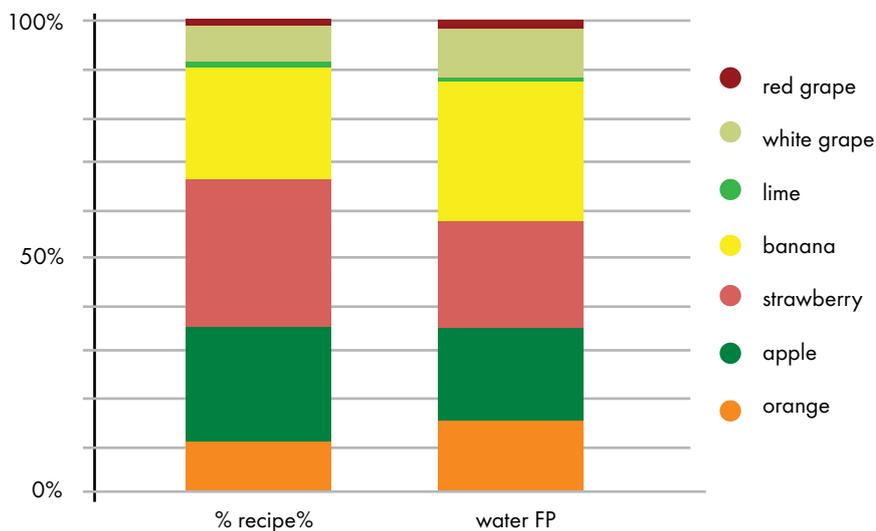
Meet Dr S.

Please say hello to Dr. Stuart Downward. He's a Principal Lecturer in Hydrology at Kingston University and he gave us a hand with our water action plan. He knows just about everything there is to know about water (including Oxbow lakes) and has been studying and teaching about the wet stuff for almost 15 years now. He has great knowledge of sustainable water management practices so we're really lucky to have benefited from his help.

our water footprint

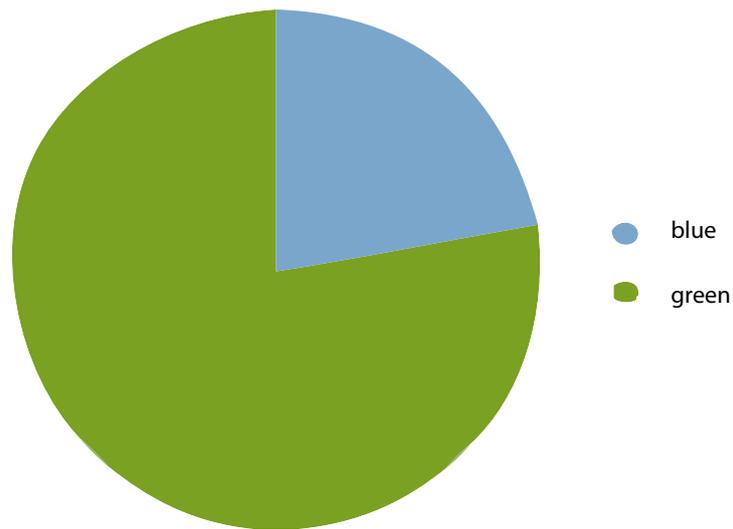
One of the key things we discovered was that over 99% of our water footprint is in the growing of our fruit. Not too surprising I suppose for a product that's 100% whole crushed fruit and juices and nothing else. Some of the fruits were thirstier than others, as you can see below.

The really interesting part though comes when you start to map where those fruits are all grown.



The majority of our fruit comes from places with plenty of water, however a few grow in regions with some degree of water stress (the inability of freshwater supplies within a region to satisfy water demands). These latter regions are where we are turning our attention.

As if this wasn't complicated enough... the other thing that's important to consider in a footprint is how much of the water taken to grow those fruits comes from rainwater (aka green water) and how much is irrigated (aka blue water). This pie chart represents the ratio of these two different 'types' of water used to grow all the fruits in our strawberries and bananas recipe. We were pleased that less than 25% of the fruit being irrigated is fairly low, and allows us to focus our water efficiency work. Irrigation isn't necessarily a problem, but it can be a sign of water availability risk.



water work

We've got a clear strategy for water management within our extended supply chain now. The key elements are:

- **Measure** our current usage - the first step was our water footprint study.
- **Reduce** water use within our UK manufacturing operations. Even though this area of our supply chain represents less than 1% of our footprint, in absolute terms it's still a sizeable amount so we believe we have a responsibility to improve water efficiencies as much as possible.
- **Protect** areas of water stress in countries where we source our fruit - having identified the high risk fruit growing regions we're starting to work on plans to try and improve matters on the ground. Read about our Thirsty Berries project in the "ingredients" section earlier in this report.
- **Share** the knowledge - with our business partners and consumers alike. We're committed to staying up to date on the debate around water resources management. If you want to know any more just drop us a line at the usual address - hello@innocentdrinks.co.uk.

Case study: It's amazing what you can do...

if you put your mind to it. We set one of our packing sites the challenge of reducing their water usage and they totally went for it. We kicked off with a water footprint exercise during spring 2009 and lo and behold they reduced total water usage on site by a corking 10% in just 4 months. They achieved this through a manner of means, including the simple (and free) stuff like reducing flow rates here and there and checking all hoses had triggers on the end. They also formed a crack team of water saving champions who stealthily worked their way around every last pipe, drain and spout allowing them to cut another 10% by the end of 2010. Good work lads and lasses. Some of our other sites have started to really focus on water now too. One of them introduced a clever system last year which captures all the condensation from the bottling process and returns it to the system so it can clean more pipes rather than go down the drain.

If reading all that has made you feel motivated to understand the size of your own personal water footprint, and you want a few practical tips on how to go about reducing your water footprint or that of your workplace, then there's some great ideas on how to do just that right here: www.waterfootprint.org



Doing good things

Last but definitely not least, we seek to redistribute some of the wealth the business creates to those people that need it. We do this by the employees, shareholders, EBT and the company of innocent drinks donating 10% of profits each year to charity, primarily to the innocent foundation, which funds rural development projects in the countries where our fruit comes from. Set up by innocent in 2004, the foundation's vision is to build sustainable futures for the world's poorest people. We aim to support people dependent on subsistence agriculture because we believe it is essential for communities to get the most out of the natural resources available to enable a sustainable and improved future.

We are proud to say that the innocent foundation since its registration in 2004 has supported 37 projects, committed almost £1.3 million to community projects and used its funding to leverage an extra £5.8 million from major public grant givers such as the EU and DFID. The foundation's projects have so far helped 505,000 people (the equivalent of 100,000 families). And it will continue to help many more.



www.innocentfoundation.org

Some of the other projects that we work on include:

Drinks for the homeless - working with FareShare (www.fareshare.org.uk) getting our excess stock to those who need it.

The Big Knit - how knitting over 500,000 little bobble hats for our drinks raised over £250,000 for a good cause in 2009.

Buy One Get One Bee - a catchy name and a project that helped to introduce over 2 million honeybees into Britain's cities and countryside. In 2010, we provided the National Trust with bee hives for 40 of their sites across the UK as well as all the kit the bee keepers will need to welcome the new arrivals.

Taste not waste - our little project to do good with unwanted fruit
www.innocentdrinks.co.uk/tastenotwaste