

Peter Larsen
Kaffe[®]

STATUSRAPPORT

2022

Peter Larsen
Kaffe[®]



Indhold

Peter Larsen Kaffe Statusrapport 2022

Året der er gået	4
Peter Larsen Kaffe & FN's Verdensmål	16
100 % certificeret kaffe	18
Era of We	24
Circular Coffee Community	27
Danmark mod madspild	30
Emballagestrategi.....	32
Kulturen og mødet med forbrugeren	34
Et socialt ansvar	36

Löfbergs Coffee Group Sustainability report 2020/2021

About us	3
Our governance.....	15
Our sustainability work	24
Circular.....	31
Fair.....	44
Inclusive	55

Alle data anvendt i rapporten er indsamlet i perioden
1. juli 2021 – 30. juni 2022.



Mindre overskud, men mere bæredygtighed



Dramatisk stigende råvarepriser og dollarkurs har præget det seneste årsregnskab fra Peter Larsen Kaffe, der også har været påvirket af coronakrisen og krigen i Ukraine. Regnskabet for 2021/2022 viser et regnskabsmæssigt resultat før skat på kr. 4,0 mio. mod kr. 11,2 mio. året før.

Overskuddet er mindre end sidste år, men til gengæld cementerer Peter Larsen Kaffe fortsat positionen som den førende aktør inden for bæredygtig og cirkulær omstilling i den internationale kaffeindustri.

Sorte tal trods tårnhøje råvarepriser, krig og corona

”Det seneste regnskabsår bærer stadig præg af aflyste og nedskalerede festivaler og andre events på grund af corona-restriktionerne og af de ændrede arbejdsvaner, som coronaen har medført. Dertil kom så den russiske invasion af Ukraine i februar med alt, hvad den har ført med sig af stigende energipriser, usikre forsyningskæder og et generelt ustabil verdensmarked. Men fordoblingen af prisen på råkaffe og dollarkursen er det, der gør mest ondt på os,” fortsætter han.

Dog hæfter Claus Bertelsen sig ved, at der trods alt stadig er solide, sorte tal på bundlinjen og understreger, at vi opererer med flere bundlinjer end blot den økonomiske.

”Vi har de seneste år intensiveret arbejdet og kommunikationen omkring vores mange bæredygtige og cirkulære initiativer. Peter Larsen Kaffe er både kendt og anerkendt som det førende bæredygtige kaffebrand i Danmark, og sammen med vores moderkoncern, svenske Löfbergs, arbejder vi

vedholdende for at skubbe hele den internationale kaffeindustri i en mere bæredygtig retning,” fortæller han.

Værdi fra farmer til forbruger

Den indsats høster vi i stadig stigende grad anerkendelse for, og i juni blev vi tildelt Mærkevareleverandørernes CSR-pris 2021/22 for etableringen og arbejdet med Circular Coffee Community. Det cirkulære kaffefællesskab har nu flere end 30 virksomheder, akademiske institutioner og organisationer som partnere, der alle arbejder for gennem innovationsprojekter at eliminere alt spild og gøre kaffe til en 100% cirkulær ressource.

» **Vi tror fortsat på, at fremtiden tilhører virksomheder, der forfølger et højere mål end blot at tjene penge.**

”Vi tror fortsat på, at fremtiden tilhører virksomheder, der forfølger et højere mål end blot at tjene penge. Derfor står Peter Larsen Kaffe som virksomhed med tradition for innovation, ansvarlighed og bæredygtighed stærkt rustet til fremtiden. Vores cirkulære innovation skaber både økonomiske og miljømæssige resultater i hele kaffens værdikæde fra farmer til forbruger,” konstaterer Claus Bertelsen.



PETER LARSEN KAFFE



100 % certificeret kaffe

Vi har nået vores mangeårige mål om at være 100% certificeret med enten Rainforest Alliance, Økologi eller Fairtrade-mærket. Flere af vores produkter er endda certificeret med mere end blot ét af de gode mærker.

[Læs mere på side 18.](#)

Begyndelse på en ny æra

Som de første i Danmark introducerer vi Era of We – verdens først digitale end-to-end platform, der bringer forbrugere og farmere sammen, øger værdien af kaffen og demokratiserer kaffeindustrien.

[Læs mere på side 24.](#)



Prisbelønnet statusrapport

Sidste års statusrapport er blevet anerkendt som Best in the World 2022 af Hallbars Award i kategorien Coffee. Hallbars Award tager rapporter fra mere end hundrede lande i betragtning med målet om at fremhæve gode eksempler, såvel som at inspirere og motivere andre til at arbejde mere bæredygtigt.

Circular Coffee Community i rivende udvikling

I 2020 etablerede vi Circular Coffee Community. Mere end 35 virksomheder og organisationer tager nu del i at gøre kaffens værdikæde 100% cirkulær, og konkrete løsninger tager form.

[Læs mere på side 26.](#)



Vinder af Mærkevaleleverandørenes CSR-pris

Vi har i år modtaget Mærkevaleleverandørenes CSR-pris for vores arbejde med Circular Coffee Community og målet om at blive 100% cirkulære og generere nul spild i 2030.



INTRODUKTION

Kaffe siges at være verdens næstmest handlede råvare – kun overgået af olie

Kaffe siges at være verdens næstmest handlede råvare – kun overgået af olie. Hver dag bliver der drukket 3 milliarder kopper kaffe rundt om i verden, og kaffeproduktion er livsgrundlaget for mere end 20 millioner farmere og deres familie i mere end 70 lande.

Hvert år bliver der handlet kaffe for små 20 milliarder USD – ca. 135 milliarder danske kroner. Kaffe er kort sagt en ekstrem vigtig handelsvare for mange millioner mennesker verden over.

Peter Larsen Kaffe har samlet danskerne om kaffen siden 1902, og har i år fejret 120-års fødselsdag. Med mange års erfaring og en stor passion har virksomheden forståelsen for de markedsmekanismer, der driver den verdensomspændende kaffehandel. Samtidig med vores store indsigt er vi særdeles innovative og fremsynet, når det drejer sig om at finde løsninger på kaffens fremtid og potentiale.

Kaffe bønner er en unik handelsvare, men også utrolig følsom over for skiftende vejr – og ikke mindst de voldsomme klimaforandringer vi oplever i disse år. Peter Larsen Kaffe har siden 1990'erne haft fokus på bedre produktions- og levevilkår for kaffefarmerne, da vi som den første danske kaffevirksomhed begyndte at forhandle

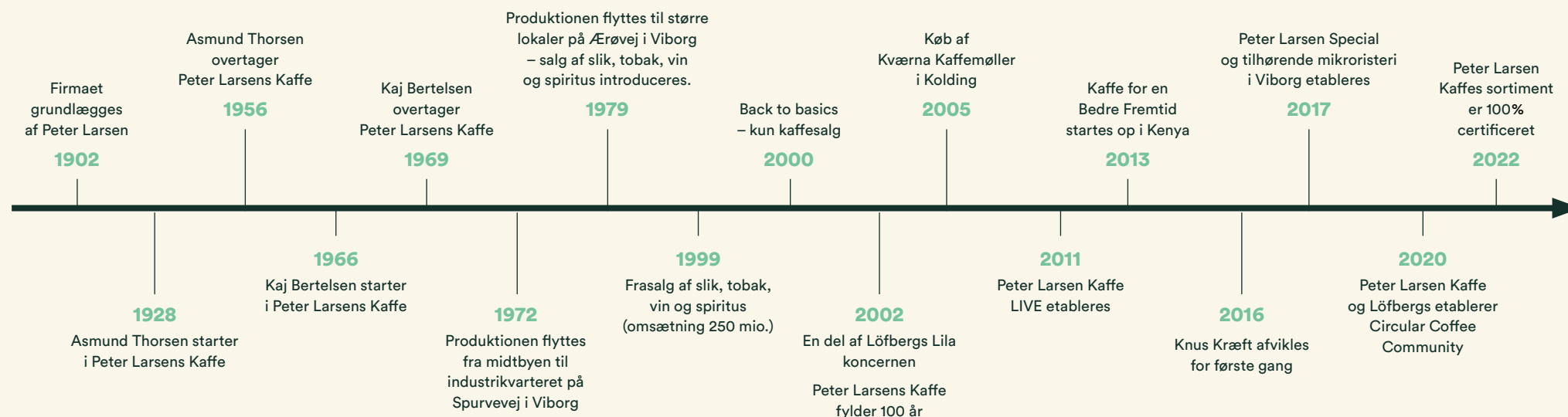
økologisk og Fairtrade-certificeret kaffe. I det hele taget er kaffe, der er certificeret af en uvildig tredjepart en vigtig hjørnesteen i vores forretning – og vi er i år nået i mål med en komplet omstilling, som betyder, at alt vores kaffe siden januar 2022 er tredjeparts certificeret (f.eks. Fairtrade, Rainforest Alliance).

De seneste år har Peter Larsen Kaffe sat ekstra meget fokus på at redde den truede kaffe. Det internationalt anerkendte **Institute for Climate Impact Research** forudser, at uden radikale ændringer vil halvdelen af verdens nuværende areal tilgængelig for kaffe-produktion være forsvundet som følge af klimaforandringer i 2050. Siden start halvfemserne er verdens kaffeproduktion steget med

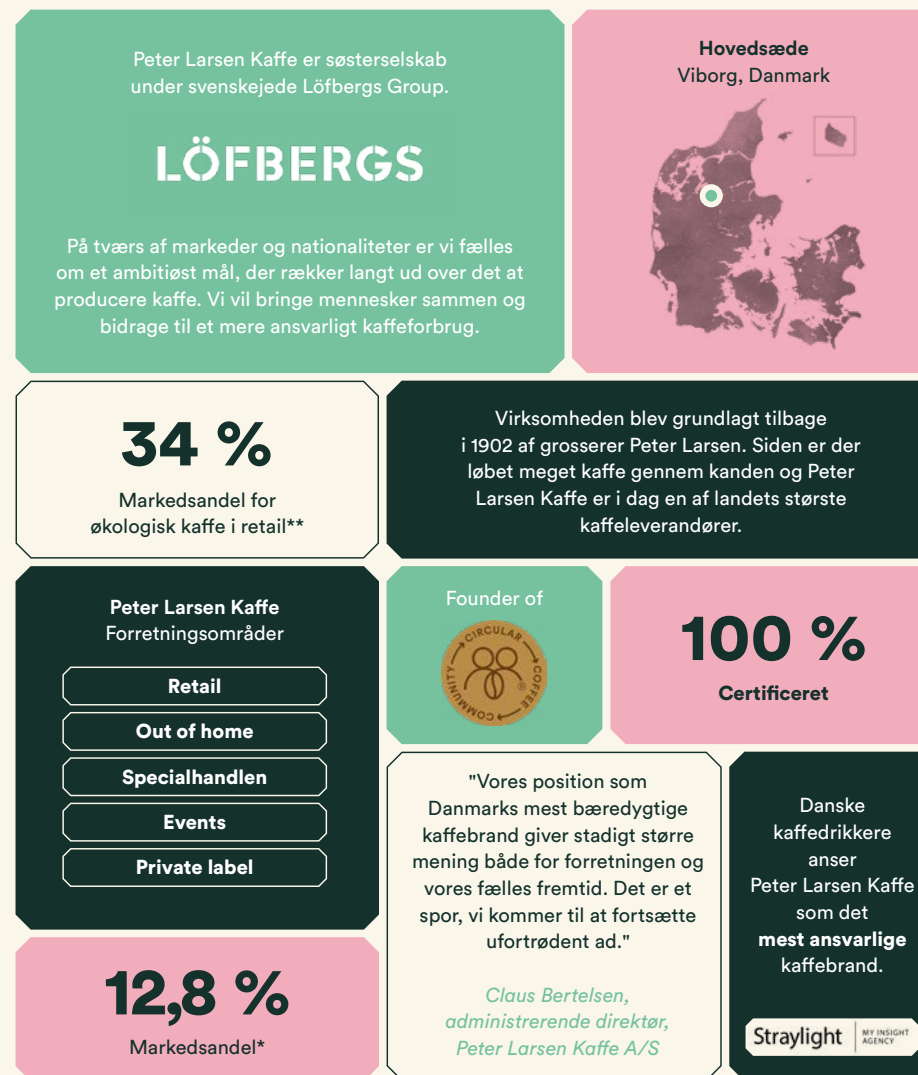
gennemsnitligt 2 procent om året, men fremtidsudsigterne peger på en gennemsnitlig global efterspørgselsstigning på hele 5 procent om året. Det går altså galt, hvis vi i kaffeindustrien ikke lykkes med at skabe nogle løsninger.

Med Circular Coffee Community, vil vi gøre kaffe til en cirkulær ressource. Det er et væsentligt bidrag til at forlænge kaffens levetid, og skabe en merværdi for farmer, producenter og forbruger.

Vores historie



Fortællingen om Peter Larsen og virksomhedens unge år spiller en central rolle for forståelsen af Peter Larsen Kaffe i nutiden



*Kaffe- & Teimportøreningsens kaffestatistik for 2020/21. Baseret på volumen/tons leveret til det danske marked.

**Kilde: Data fra NielsenIQ.

Vi er en familieejet virksomhed, der sætter gamle dyder som god kvalitet og service i højsædet. Vi prioriterer tætte og langsigtede relationer til vores samarbejdspartnere – lokalt som i resten af verden.

Sammen med vores moderselskab Löfbergs Group har vi med vores strategiske retning frem mod 2030 udgangspunkt i en analyse af verden omkring os. Vores værdier og forretningsplan skal bidrage til FN's Verdensmål. Det er grundlaget for vores bæredygtighedsarbejde, og hvordan vi arbejder os mod en mere bæredygtig kaffeproduktion.

Vores værdier

- **Vi er sammen**

Vi skaber og lærer sammen. Sammen får vi ting til at ske. Sammen er vi stærkere, og sammen er det sjovere.

- **Vi er inkluderende**

Vi møder alle mennesker og ideer med et åbent sind uanset baggrund eller overbevisning. En åben og fordomsfri tilgang hjælper os til at se nye perspektiver og skabe bedre løsninger.

- **Vi er ansvarlige**

Vi tager ansvar for de ting, vi deltager i. Vi ved, at de valg vi træffer har en virkning på verden omkring os. Vores perspektiv er uden slutpunkt. Vi er kommet for at blive.

- **Vi er handlekraftige**

Vi ser muligheder og ikke begrænsninger. Vi er ikke bange for at træffe beslutninger, og vi drives af at skabe værdi for både os selv og vores samarbejdspartnere. Ved aldrig at stå stille og forblive tro mod vores formål, skaber vi vækst.







En verden hvor mennesker og kaffe kan gro

En verden hvor mennesker og kaffe kan gro

Peter Larsen Kaffe har i årtier bidraget til at trække kaffebranchen i en mere bæredygtig retning. Vores kontinuerlige fokus på – og interesse for – verden omkring ses som et væsentligt element i arbejdet med at drive Peter Larsen Kaffe som en sund og økonomisk stabil forretning.

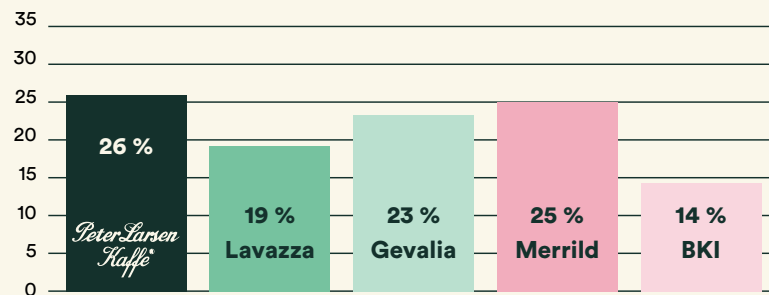
Ved at gå forrest i kampen for kaffefarmernes rettigheder og vilkår, for miljøet samt ved at tage ansvar for vores medarbejdere og samfundet omkring os, har vi skabt en virksomhed med et bæredygtigt omdrejningspunkt på tre parametre: Økonomisk, socialt og miljømæssigt.

I forbrugerøjne positionerer Peter Larsen Kaffe sig som Danmarks mest ansvarlige kaffemærke, hvilket dokumenteres af analysebureauet Straylight.

Et ansvarligt brand

"Er et kaffemærke, der er ansvarligt"
(helt uenig til enig 1-5, diagram viser 4+5)

Base: Folk der kender det pågældende brand (spontan kendskab).



Kilde: Straylight, 2022.





Vi udvikler os sammen med vores partnere

Vores forretningskodeks eller 'Code of Conduct' er de retningslinjer, vi som virksomhed stiller op for medarbejdere og til leverandører vedrørende etiske, sociale og miljømæssige forhold.

Vores Code of Conduct er et fintmasket dokument, udviklet og finpudset gennem mange årtier. Det er baseret på Global Compacts ti principper, ILO's kernekonventioner og vores egne retningslinjer for etik og miljø.

Vi stiller store krav til vores samarbejdspartnere, men vi tilbyder samtidig et partnerskab, hvor vi aktivt tager del i at sikre løbende forbedringer hos vores producenter, og vi har nøje definerede retningslinjer og processer, som træder i kraft ved eventuelle brud på retningslinjerne.

Derudover er vi medlem af Etisk Handel Danmark, hvor virksomheder og organisationer arbejder for at fremme ansvarlig handel.

Etisk handel er en forudsætning for bæredygtig udvikling. Handel bidrager til udvikling, mens uetisk handel, som inkluderer børnearbejde, miljødelæggelser, uanstændige arbejdsforhold og lønninger under eksistensminimum, modvirker bæredygtig udvikling i samfundet.

I Etisk Handel Danmark er vi sammen om at fremme ansvarlig handel ved at respektere menneske- og arbejdstagerrettigheder, miljø og klima samt bidrage til en global bæredygtig udvikling ved at styrke medlemmernes indsats inden for etisk handel.

Mærkevaleleverandørerne

Som medlem af Mærkevaleleverandørerne (MLDK) arbejder vi i et kommercielt interessefællesskab for leverandører til dansk detail og Away From Home, for at synliggøre værdien af mærkevare.

Administrerende direktør i Peter Larsen Kaffe, Claus Bertelsen, og kommunikation- og udviklingschef, Lars Aaen Thøgersen, tager aktivt del i henholdsvis MLDK's bestyrelse og CSR & Public Affairs Committee. Her sætter vi fokus på et bæredygtigt, innovativt og effektivt marked og fair samhandelsvilkår til gavn for de danske forbrugere.

Klimaet ændrer sig – og vi må følge med!

Klimaforandringer påvirker hele planeten, og kaffeplanten er meget sensitiv over for de ændringer, der sker. Forandringerne i verdens klimaforhold er en trussel og en realitet, som verdens kaffefarmere konfronteres med dagligt, og som reducerer verdens kaffeforsyninger drastisk.



Selvom man på verdensplan er blevet enige om at undgå temperaturstigninger på over 2,0°C, er de politiske skridt endnu ikke tilstrækkelige. Temperaturstigninger på 1,5°C er uundgåelige og klimaforandringer har længe været en realitet for mange kaffefarmere.

Globale temperaturstigninger tvinger farmerne til at rykke produktionen til højere beliggende områder, hvorved dyrkningsarealet formindskes. Man forventer at områderne, der i øjeblikket er egnet til kaffeproduktion, vil være halveret i 2050 som følge af klimaforandringerne.

Ændringerne påvirker også farmernes dyrkningspraksis. 60% af den globale kaffeproduktion dyrkes af 12,5 millioner småbønder på hver mindre end 1 ha. For dem er det blevet sværere at leve af at dyrke kaffe. Lave og uforudsigelige priser på verdensmarkedet gør, at farmerne ofte må operere med store tab. Mange småbønder lever i fattigdom og kæmper for at dække helt basale behov. Det betyder også, at de ikke har råd til at have sæsonarbejdere, og i stedet må deres børn droppe ud af skolen for at hjælpe til på plantagen.

For at imødekomme det økonomiske pres, har mange kaffe-producenter over tid omlagt deres produktion til monokulturer under fuld soleksporering. Det strider imod kaffens naturlige dyrkningsmiljø, der er i skove under skygge af større træer. På kort sigt oplever farmerne større afkast ved denne dyrkningspraksis, men i det lange løb skader det kaffeplanterne, og farmerne må ty til kunstgødning for at holde planterne i live.

85,5% af udledningen af drivhusgas i kaffens værdikæde sker på farmen. Primært på grund af brugen af kunstgødning, affalds- og spildevandshåndtering.

Vores industri har tydeligvis nogle udfordringer, men vi vil gøre, hvad vi kan for at minimere dem.

En opbygning af kaffefarmernes evner til at tilpasse sig klimaet er en helt essentiel forudsætning for at sikre, at farmerne i fremtiden vil blive ved med at have kaffeplanter på deres marker.

Vedvarende energi hos Peter Larsen Kaffe

Vi er hos Peter Larsen Kaffe dedikerede i at mindske vores eget udslip af drivhusgasser og påvirkning på det globale klima. Vores elforbrug i den danske produktion er 100% vedvarende fra vindenergi.

Opvarmningen af vores hovedkvarters bygninger sker med biogas, der bliver dannet ved forrådnelse af biologisk nedbrydeligt materiale, som for eksempel gylle, affald fra fødevarerindustrien og andet organisk affald. Energiforsyningen til produktionen i Viborg er således 100% fri for fossile brændstoffer.

Derudover har vi anlagt en 2.000 kvm stor biodiversitetshave foran vores hovedsæde i Viborg. Med biodiversitetshaven giver vi plads til naturen, og byder forskelligartede fugle og insekter velkommen. Vi skal værne om naturen fordi både klimaet og mennesker har brug for de ressourcer og goder, vi får fra naturens økosystemer.

Med vores bæredygtige energikilder og arbejdet med at forberede kaffefarmerne til at imødekomme klimaets forandringer bidrager Peter Larsen Kaffe til Verdens- og delmål 2.3, 2.4, 8.4, 8.8, 12.2 og 12.8.

Andel af energiforbrug ved kafferistning fra bæredygtige energikilder:

100 %

Bidrager til mål: 7, 9, 12, 13, 14 og 15

Andel af varmforsyning inkl. varme til kaffeproduktion hos Peter Larsen Kaffe, der kommer fra biogas:

100 %

Bidrager til mål: 7, 9, 12, 13, 14 og 15

PETER LARSEN KAFFE & FN'S VERDENSMÅL



FN's 17 verdensmål sætter en rettesnor for, hvordan vi kan balancere menneskers grundlæggende livsvilkår og rettigheder samt bidrage til skabelsen af en bæredygtig verden med hensyntagen til klodens miljø, biodiversitet og klima.

Hos Peter Larsen Kaffe har arbejdet med Verdensmålene leveret et helt nyt forretningslag. Vi har skabt et visionært løfte og redefineret vores kerneprodukt. Ved at ændre vores fokus fra kaffebønnen til kaffebiomassen kan vi skabe nye indtægtsmuligheder fra et eksisterende grundlag, både lokalt på vores egne markeder og globalt blandt verdens kaffefarmere.

Vores indsatsområder og prioriteringer

Verdens kaffeforsyninger er truede, og kaffefarmere i verdens ca. 70 kaffeproducerende lande er pressede af en række udfordringer som konsekvens af bl.a. klimaforandringerne, svag infrastruktur og lavt uddannelsesniveau. Sideløbende bidrager nye kaffemarkeder som bl.a. Indien, Kina og Østeuropa til en stærkt stigende efterspørgsel på de grønne kaffebønner. Det er estimeret, at verden i 2050 har behov for en tredobling af sin nuværende kaffeproduktion for at kunne imødekomme den globale efterspørgsel. Det kan få store konsekvenser for miljø og mennesker, hvis vi ikke kan finde en ordentlig løsning.

Peter Larsen Kaffes bæredygtighedsarbejde fokuserer på to indsatsområder, som allerede i dag bidrager til at presse verdens kaffefarmere og dermed produktionen i bund.

- 1. Udfordringer forårsaget af/relateret til klimaforandringer**
- 2. Arbejdet med at sikre velstand samt bedre vilkår og muligheder for de næste generationer af kaffefarmere**

Med fokus på disse indsatsområder har vi defineret, i hvilken grad Peter Larsen Kaffe bidrager til de respektive Verdensmål.



VERDENSMÅL

Meget høj



Delmål: 2.3 – 2.4 – 8.4 – 8.8 – 12.2 – 12.3 – 12.5 – 12.8

Høj



Delmål: 4.7 – 5.1 – 5.5 – 13.3 – 15.1 – 15.5

Moderat



Delmål: 10.1 – 16.5 – 17.11 – 17.16

Lav



Med udgangspunkt i FN's Verdensmål er cirkularitet blevet et centralt omdrejningspunkt for vores arbejde i Peter Larsen Kaffe. Det kommer blandt andet til udtryk i initiativet **Circular Coffee Community**.



MÅL 2: STOP SULT

Vi skal stoppe sult, opnå fødevarer-sikkerhed og forbedret ernæring, samt fremme bæredygtigt landbrug. Der arbejdes målrettet på at øge produktiviteten og indkomsten for små fødevarerproducenter, især for kvinder, oprindelig befolkning og familielandbrug.



MÅL 8: ANSTÆNDIGE JOBS OG ØKONOMISK VÆKST

Vi skal fremme vedvarende, inklusiv og bæredygtig økonomisk vækst, fuld og produktiv beskæftigelse samt anstændigt arbejde til alle.



MÅL 12: ANSVARLIGT FORBRUG OG PRODUKTION

Økonomisk vækst og bæredygtig udvikling kræver, at vi hurtigst muligt reducerer vores fodaftryk på naturen. Det skal vi gøre ved at ændre på måden vi producerer og forbruger vores varer og ressourcer på.

Certificerede kaffeprodukter udgør for perioden 100 % af vores samlede omsætning

(ekskl. private label)

Arbejdet med certificeringer, og særligt de vilkår som de uvildige certificeringsorganer (Fairtrade, Rainforest Alliance, økologi) er med til at fremme, er vigtigt fundament i vores bestræbelser på at skabe en mere bæredygtig kaffeproduktion.

Som de første på det danske marked introducerede Peter Larsen Kaffe i 1994 Fairtrade-certificeret kaffe (der dengang hed Max Havelaar). Tilsvarende introducerede vi i 1995 danskerne for økologisk produceret kaffe. Den innovative tilgang har dannet grundlaget for, at vi i dag står med et 100% certificeret sortiment.

Certificeringsordningerne er ét af mange redskaber i vores bestræbelser på at gå forrest og sikre kaffens fremtid. Ordningerne gør det lettere for virksomheder og forbrugere at handle miljømæssigt og samfundsmæssigt ansvarligt, og det er afgørende, at vi hjælper forbrugerne med at træffe bæredygtige valg, når de køber kaffe, hvad enten det sker i supermarkedet, på caféer og restauranter eller på arbejdet.

Via certificeringer sikrer vi bedre vilkår for farmerne på en række områder. Bl.a. er Fairtrade-kaffefarmerne sikret en minimumspris og et pristillæg for deres kaffebønner. Derudover viser forskningen, at især de uddannelsesmæssige muligheder, som certificeringssystemerne tilbyder, har en positiv indvirkning på

farmernes indkomst. Dette til trods skal understreges, at virksomhedens dedikerede indsats til fremme af certificeret kaffe aldrig må stå alene. Vores og kaffeindustriens udvikling afhænger af, at vi sideløbende med certificeringerne formår at etablere og gennemføre bæredygtige udviklingstiltag, som kan skabe positiv og vedvarende forandring i branchen. Man kan tale om, at certificeringskriterierne udgør "basen" i vores udviklingsarbejde, hvor andre initiativer, som f.eks. Circular Coffee Community og Era of We, bygger ovenpå dette.

Med indsatserne for at fremme udbredelsen af certificering i den globale kaffes forsyningskæde, omfattende certificeringsordninger med flere forskellige fokuspunkter, bidrager Peter Larsen Kaffe til en bred vifte af verdensmålene inklusive Verdensmål 1-8, 11, 12, 13, 15 & 17.

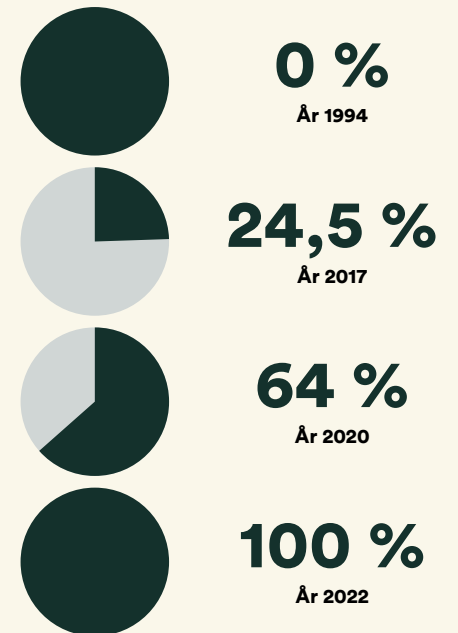


PETER LARSEN KAFFE



Certificerede kaffeprodukter udgør af Peter Larsen Kaffes samlede salg (kr.):

Certificerede: Økologisk, Fairtrade, Rainforest Alliance.







100 % CERTIFICERET KAFFE



Den økologiske certificering garanterer, at kaffen er produceret uden anvendelse af kemiske sprøjtemidler eller kunstgødning, samt at produktionen er bæredygtig

Med Peter Larsen Kaffes salg af økologisk kaffe i Danmark
i perioden 1. juli 2021 – 30. juni 2022 bidrager vi til at:

Ved køb af 706.486 kg økologisk kaffe bidrager du til at:

Reducere
anvendelsen af
gødning med

144.730
KG

Reducere
anvendelsen af
pesticider med

14.630
KG

Omdanne så meget
organisk affald
til giftfri gødning

4.486.410
KG

Omlægge jord
til økologisk
produktion

1.296
fodboldbaner

Ovenstående beregning er udarbejdet på grundlag af: Januar 2007, rev. 2013.
Projekt Ekokvitto kaffe er finansieret af Konsumentverket i Sverige og udviklet af U&We.



FAIRTRADE

Fairtrade er en uafhængig produktmærkning med fokus på blandt andet menneskerettigheder.

Produkter der er Fairtrade-certificeret, sikrer f.eks. kaffefarmerne en mindstepris, hvis verdensmarkedsprisen på kaffe falder. Prisen bidrager således til at dække deres leve- og produktionsomkostninger, og hvis verdensmarkedsprisen er højere end mindsteprisen, bliver bønderne tilgodeset i form af Fairtrade Premiums.

I fællesskab investerer farmerne de midler, de får, når deres afgrøder bliver solgt som Fairtrade. Disse penge bruges for

eksempel til bedre uddannelse, omlægning til økologi eller mikrolån. Fairtrade skaber på den måde forudsætninger for bedre arbejds- og levevilkår, såsom skolestipendier til videregående uddannelse og udstyr til grundskoler, nye og forbedrede vej-, el- og kloaksystemer samt støtte til lokale sundhedsfaciliteter og læger.

Med Peter Larsen Kaffes salg af Fairtrade certificeret kaffe i Danmark i perioden 1. juli 2021 – 30. juni 2022 bidrager vi til at:

Ved at købe 500.095 kg fairtrade-mærket kaffe bidrager du til at:

Kooperativet får en præmie svarende til

1.969.430
KR

Øge kooperativets indtægter fra økologisk produktion med

2.692.580
KR

Kilde: Fairtrade Sverige



RAINFOREST ALLIANCE

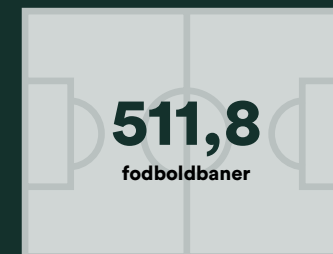
Rainforest Alliance-certificeringen arbejder for at bevare den biologiske mangfoldighed og sikre levebrødet for arbejdere og farmere.

Fokusområderne er at mindske udslippet af drivhusgasser, stoppe fældning af skove, sikre naturen samt uddanne farmerne i at bruge deres land bedre og derved forbedre deres levestandard.

Med Peter Larsen Kaffes salg af Fairtrade certificeret kaffe i Danmark i perioden 1. juli 2021 – 30. juni 2022 bidrager vi til at:

Ved at købe 300.720 kg rainforest alliance-certificeret kaffe bidrager du til at:

Områder konverteret til bæredygtig dyrkning*



Kilde: Rainforest Alliance.

**Udregningen er baseret på 100% Rainforest Alliance-certificerede kaffebønner.*



Vi gir' kaffefarmerne en stemme

På trods af en enorm værditilvækst i kaffeindustrien over de senere år, opererer både kaffefarmerne og -plantager fortsat under et voldsomt pres. Seneste rapporter viser, at næsten 61 procent af verdens kaffebønder sælger deres kaffe til priser, der ligger under deres produktionsomkostninger.

Det er en unfair fordeling og vi må gøre, hvad vi kan for at ændre det og skabe en mere bæredygtig fremtid for farmerne og deres råvare.

Som de første i Danmark introducerede vi i år Era of We, med forventningen om, at det kan være med til at demokratisere kaffeindustrien og skabe forudsætningerne for en mere retfærdig forretningsmodel.

Era of We er verdens første end-to-end-platform, der vil give kaffefarmerne en stemme og skabe direkte forbindelse mellem farmere og forbrugere. Med stræben efter en bevægelse drevet af et fællesskab med passion for, hvor kaffen kommer fra, dens kvalitet og for at sikre, at fremtidens kaffeproduktion er bæredygtig, profitabel og langsigtet, taler det direkte ind i Peter Larsen Kaffes mål og ambitioner.

Én af vores første samarbejdspartnere, der har købt Era of We-kaffe i Danmark er kunstmuseet ARoS. For ARoS og vores øvrige kunder rummer det et stort potentiale for nytænkning af produkter og forretningsmuligheder. De får mulighed for at spore den enkelte pose kaffe helt

tilbage til kaffebonden, hvilket ikke bare skaber en god historie men også nogle unikke produkter.

Kaffen på ARoS er dyrket af kaffekollektivet Sipi Falls Coffee, der ligger i det østlige Uganda. Her har de solgt kaffen for 7,5 USD/kg, og for at sætte det i perspektiv vil en økologisk kaffe til Fairtrades minimumspris (inkl. Fairtrade Premium) koste 3,55 USD/kg. Gennem Era of We får farmerne i Sipi Falls fordoblet prisen for deres kaffe og vi bidrager til, at de kan udvikle en bæredygtig forretning.

Med Era of We bidrager vi aktivt til FN's Verdensmål og i særdeleshed delmålene 1, 8, 8.2, 8.4, 8.7, 10, 12 12.6, 12.8, 15 og 17.

Farmernes pris pr. kg. kaffe

Fairtrade



3,55

USD

Era of We



7,5

USD



Vi vil være 100 % cirkulære og generere nul spild i 2030



Hos Peter Larsen Kaffe har vi mere end 120 års erfaring med at importere, riste og sælge kaffe - men vi vil mere. Vi er overbeviste om, at hvis vi vil sikre kaffens fremtid må vi tænke i nye baner.

Men vi har behov for at tilføje viden og kompetencer. For at udvikle og skabe brugbare cirkulære løsninger i kaffeindustrien, må vi arbejde sammen på tværs af virksomheder, brancher og organisationer.

I 2020 skabte vi Circular Coffee Community. Et fællesskab, der skal drive innovation for cirkulær omstilling i verdens kaffeindustri.

Fællesskabet danner udgangspunktet for netværksdannelse, innovative partnerskaber og kommercielle samarbejder. Vi deler vores indsigter, erfaringer og kompetencer for at udvikle innovative cirkulære initiativer til nye processer, produkter og services fordelt gennem hele kaffens værdikæde. I dag er mere end 35 engagerede virksomheder, organisationer og akademiske institutionerne involveret i at skabe cirkulære kaffeløsninger i fællesskab.

CIRCULAR COFFEE COMMUNITY



- **Kaffefarmere og kooperativer** er med i fællesskabet for at dele budskabet om deres regenerative landbrugsindsatser og direkte forbinde det til de produkter, der bliver solgt på vores marked. De bliver involveret i forskningsprojekter om udbredelsen af god dyrkningspraksis og indgår i stærke partnerskaber, for at upcycle deres affaldsprodukter.
- **Innovative startups** får mulighed for at udvikle og forfine deres tilbud gennem dedikerede workshops og pilotlanceringer. Via Circular Coffee Community kan de opnå markedsadgang og mulighed for at skalere deres forretning.
- **Akademiske institutioner** hjælper os med at forstå potentialet og se begrænsningerne ved at upcycle kaffeaffald. Sammen gennemgår vi de praktiske muligheder omkring løsningerne og vurderer den bæredygtige effekt og realiserbarhed.
- **Kommercielle partnere** er afgørende for at skabe en forståelse for forretningspotentialet og bringe de gode løsninger ud til forbrugerne.

Når vi arbejder sammen på tværs, kan vi udvikle innovative løsninger og realisere forretningsmuligheder for vores partnere, os selv og derved gøre kaffeindustrien mere bæredygtig samt forbedre livsvilkårene for kaffebønderne.

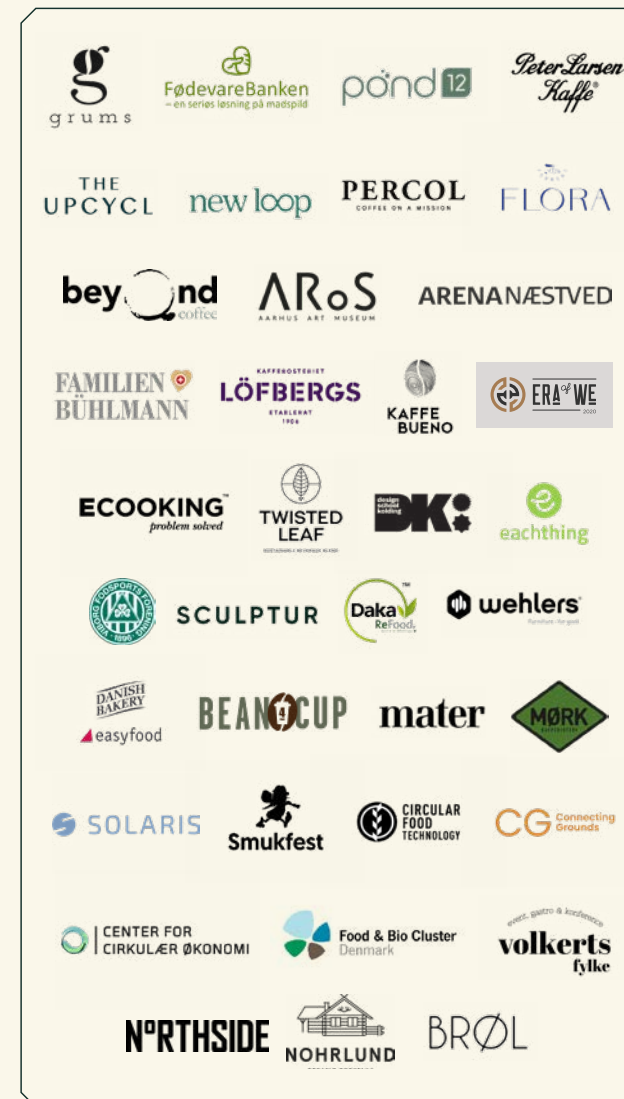
Med Circular Coffee Community har vi sat os et ambitiøst mål. Vi vil være 100% cirkulære og generere nul spild i 2030. Vi kan ikke gøre det alene. Derfor er vi glade for den store opbakning fra alle de partnere, der bakker op om initiativet og bidrager til den cirkulære omstilling.



Mærkevarerleverandørenes CSR-pris 2022

I 2022 modtog vi Mærkevarerleverandørenes CSR-pris for vores arbejde med Circular Coffee Community og ambitionen om at blive 100% cirkulære i 2030. Prisen gives til en dansk mærkevarerleverandør, der har markeret sig inden for bæredygtighed, og vi glæder os over denne anerkendelse. Det forpligter, og vi vil fortsat arbejde målrettet mod det ambitiøse mål.

Circular Coffee Community bidrager aktivt til FN's Verdensmål og i særdeleshed delmålene 8.4, 12.3, 12.8 og 17.16.



VÆRDI AF AFFALD

Kaffe er en bioaktiv plante, der indeholder en masse olier, proteiner, kostfibre og mikronæringsstoffer, men når vi brygger en kop kaffe, udnytter vi under 1 % af dens ernæringspotentiale. Desuden går rigtig meget til spilde inden vi kan nyde kaffen.

Med Circular Coffee Community byder vi indenfor i vores cirkulære innovations laboratorium, og arbejder for at udforske og udfolde potentialet i kaffens sidestrømme og biprodukter. I vores arbejde med kaffen og dens lange værdikæde, har vi særligt fået øjnene op for 3 store sidestrømme: cascara, silverskin og kaffegrums.

Med indsatserne for at udnytte spild relateret til kaffe bidrager vi aktivt til FN's Verdensmål og i særdeleshed delmålene 2, 2.3, 2.4, 8, 8.2, 8.4, 12, 12.2, 12.3, 12.5, 13, 13.3, 15 og 15.1.



CASCARA

Cascara er tørret frugtkød og -skind fra kaffebærret. For et kilo ristet kaffe har man 3 kilo cascara. Når bærret er høstet, sorteret og vasket, bliver cascara frasorteret bønner og opfattes som affald, men cascara har et højt indhold af en række værdifulde næringsstoffer.

Cascara indeholder:

- Den samme mængde antioxidanter som vilde blåbær
- Flere fibre end hvedemel
- Mere jern end spinat
- Mere protein end frisk kål

Hvis ikke potentialet bliver håndteret ordentligt, risikerer vi, at cascara forurener jorden, grundvandet og udleder metan. Vi har derfor iværksat en række initiativer, der skal optimere brugen af cascara.

Cascara som ingrediens i kaffe

Sammen med vores ugandiske partner Kawacom og Coffee Cherry Company arbejder vi på at importere cascara gennem end-to-end platformen Era of We.

En ting er at importere cascara, noget andet er at bruge det aktivt. Vi har den seneste tid udforsket smagsprofilen af cascara, og er blevet overrasket over de frugtige noter, samt hvor godt den komplimenterer mørkere ristet kaffe. I øjeblikket eksperimenterer vi med en kaffe-cascara-blanding, hvor vi bruger cascara som en ingrediens i en brygget kop kaffe.

Ved at omdanne cascara til en ingrediens, kan vi udnytte de gavnlige egenskaber, samtidig med at kaffefarmerne opnår en nye indtægtskilde. Det skaber nye jobs og reducerer udledningen af drivhusgasser.

Forskning med Teknologisk Institut

Der er et behov for naturlige antioxidanter i fodder og fødevarer. Sammen med Teknologisk Institut undersøger vi, om cascara kan være en kilde til dette. I øjeblikket fortager vi en række analyser relateret til udvinding af antioxidanter fra cascara.



SILVERSKIN

Når råkaffe bliver ristet, udvider bønnerne sig. I den proces popper en tynd skal af bønnerne, som kaldes silverskin. For hvert kilo ristet kaffe får vi 8 gram silverskin. Det kan synes af lidt, men det svarer til cirka 10 kg om dagen fra vores samlede produktion.

GUDP-projekt

Sammen med Teknologisk Institut, en række fødevareraktører og producenter af emballage udvikler vi en ny type komposterbare engangskaffekopper.

Kopperne bliver fremstillet af silverskin, der indeholder store mængder kostfibre og protein, hvilket skaber fundamentet for de nye kopper. Vi har en prototype klar, og er i gang med omfattende forbrugerundersøgelser samt yderligere test af materialet.

Projektet er den del af Ministeriet for Fødevarer, Landbrug og Fiskeri's GUDP, som har fokus på at bidrage med en løsning, der kan imødekomme miljø- og klimaudfordringer på en forretningsorienteret måde.

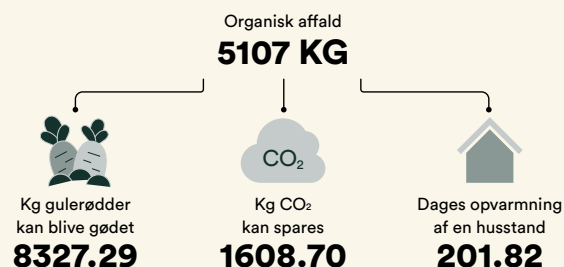


KAFFEGRUMS

Recirkulering med Daka ReFood

Som led i processen for at gøre kaffe til en cirkulær ressource har vi indgået et samarbejde med Daka ReFood, der arbejder for at udnytte organisk affald bedst muligt. De leder næringsstoffer fra affaldet tilbage til jorden, og bidrager dermed til en miljøvenlig recirkulation.

Hos Peter Larsen Kaffes kontorer i Viborg og Kolding indsamler vi vores kaffegrums og andet organisk affald, som Daka ReFood blandt andet bruger til biogas. Dermed bidrager vores kaffegrums til mindre udledning af drivhusgasser samt mere bæredygtig energi og gødning. I år har vi indsamlet 5.107 kg organiskaffald på vores kontorer, hvilket bidrager til:



Grafik: (kilde: <https://www.refood.dk>). Forudsætningerne for beregningerne er baseret på rapport af Henrik Wenzel, Syddansk Universitet. Opdateret pr. 25. oktober 2021.

Kaffegrumsindsamling til cocktails

Den danske virksomhed Nohrlund er kendt for deres økologiske færdigblandede cocktails. I øjeblikket bruger de koldbryg i deres Espresso Martini, men de har udviklet en opskrift, der er baseret på kaffegrums. En udfordring er dog, hvordan vi kan indsamle kaffegrums så det ikke går i forrådnelse, inden vi bruger det i en lækker cocktail.

I samarbejde med partnere i Circular Coffee community arbejder vi derfor på at udvikle en fuldt sporbar og fødevarer sikker forsyningskæde af økologisk kaffegrums. Sammen vil vi upcycle mindst 250 kg kaffegrums om måneden.



Med vores engagement i Danmark mod Madspild går vi nye veje i kampen mod madspild

Vi tror på, at vi i fællesskab kan skabe bedre balance mellem mennesker og jordens ressourcer. Ambitionsniveauet er øget fra at reducere spild, til at vi nu ønsker nul spild. Vi arbejder på at skabe merværdi af eksisterende ressourcer, og udnytte kaffens fulde potentiale.

Arbejdet med at mindske mad- og ressourcespild er blevet en vindingsag overalt i det danske og internationale samfund. En lang række initiativer, både fra politisk og kommercielt hold, er skudt frem og rundt i de danske hjem er der en stadig stigende opmærksomhed på emnet.

Som en del af Danmark mod Madspild underskrev direktør Claus Bertelsen i 2020 en aftale, hvor vi forpligter os på at reducere vores madspild med 50% inden 2030.

Fødevarebanken

Hos Peter Larsen Kaffe opfyldes vores målsætning om nul-spild relateret til produktionen af kaffe på vores risteri. Produktionen er tilpasset og overvåges med høj præcision, så fænomenet "datovarer" (varer overskredet sidste anvendelsesdato) stort set er elimineret.

Selvom vi kun har meget lidt spild i vores produktion, har vi alligevel i år kunne donere mere end 10 tons kaffe, 820 kopper te og næsten 1.000 liter mælk til socialt udsatte.

Det sker i samarbejde med Fødevarebanken, som er en nonprofitorganisation, der bekæmper madspild og madfattigdom i Danmark.

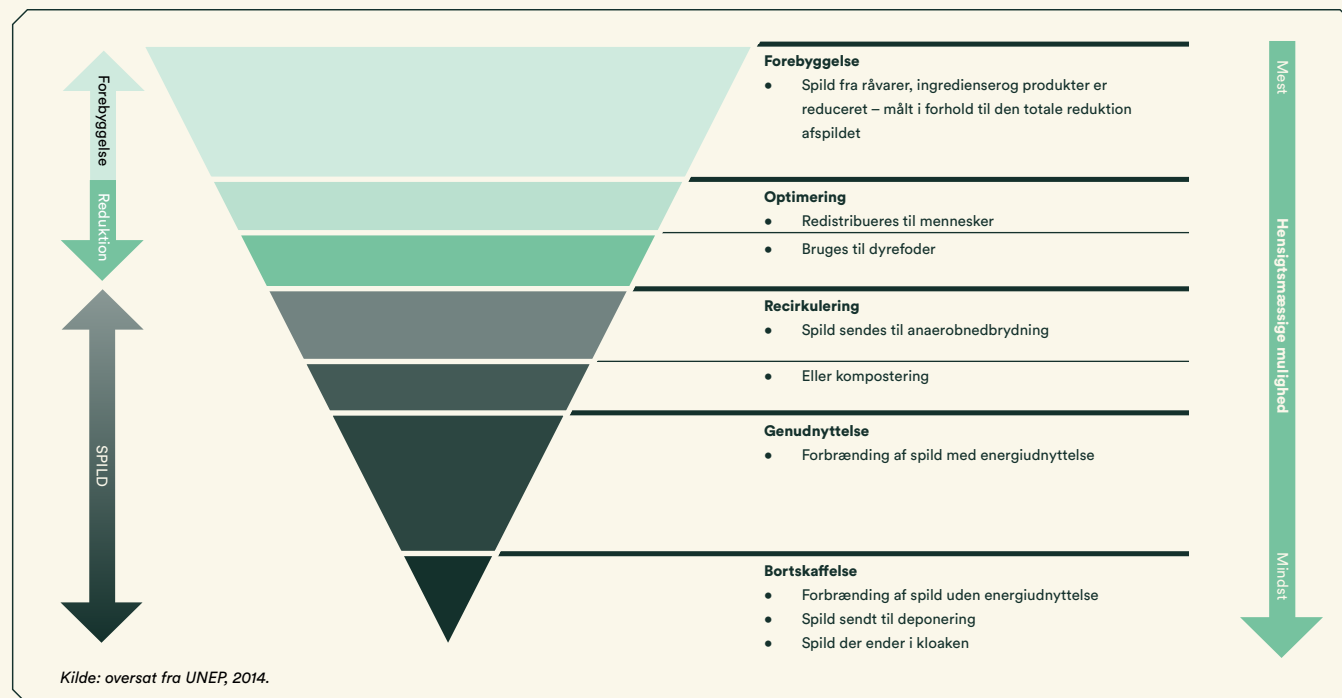




Den omvendte madspildstrekant

Vi er gået fra at have fokus på den nedre del af madspildstrekanten til at fokusere på optimerings- og forebyggelsesstadiet (*madspildstrekantens øvre halvdel jf. figur*). Herved adresserer vi problemstillingerne ved at skabe udvikling og nye muligheder. Den forebyggende indsats er ikke blot at foretrække, det er et helt nyt mulighedsvindue, hvor vi som virksomhed forventer at vende verserende, samfundsmæssige problemstillinger vedrørende madspild til innovative produkter og løsninger.

Med indsatserne for at forebygge og reducere madspild bidrager Peter Larsen Kaffe direkte til Verdens og delmål 12.2, 12.3, 12.5 og 12.8 samt indirekte til 2.3, 2.4, 8.4 og 8.8.





Genanvendelsesgraden på plastemballage i Danmark er kun 41 % – resten bliver afbrændt på lige fod med ikke genanvendeligt affald

Vi har taget de første skridt på vores grønne mission, og erstattet over halvdelen af den traditionelle, fossile plast med plast fra sukkerrør i vores klassiske helbønne serie. Fossilt brændstof er en knap ressource på jorden, og traditionelt plast er lavet af olie. Derfor ønsker vi at gå en anden vej.

I 2025 skal 100% af vores emballager kunne genanvendes, og i 2030 er målet at 100% af vores emballage skal komme fra fornybare eller genanvendte kilder.



*Peter Larsen
Kaffe®*

Vi har en grøn mission

**I 2025 skal 100 % af vores
emballage kunne genanvendes.**

**I 2030 skal 100 % af vores emballage komme fra
fornybare eller genanvendte kilder.**

Læs mere på www.peterlarsenkaffe.dk/mission



Minimum 50 % Grøn PE – plast lavet fra sukkerrør.

2030: 100 % af vores emballage skal komme
fra vedvarende eller genanvendte råvarer.

*Peter Larsen
Kaffe®*

**SAMLET
Ø KAFFEN**

Vi er på en grøn mission, hvor vores emballagestrategi fokuserer på:

- 100% af vores emballager skal komme fra vedvarende eller genanvendes ressourcer, der er designet til genanvendelse
- Minimere i mængden af ressourcer fx ved at gøre emballagerne tyndere
- Minimere spild og genbruge elementer, når det er muligt
- Hvor det er muligt, bruge vedvarende og/eller genbrugt plast i vores emballager
- Fjerne unødvendige lag af aluminium og metallisering
- Helt undgå materialer, der indeholder bisphenol, PVC og klorinbaseret plastik
- Sikre ressourcer, der er ansvarligt dyrket, produceret og kan spores hele vejen
- Mindre negativ påvirkning på miljøet
- Sikre emballagernes kvalitet
- Optimere pakkestruktur på paller, så vi ikke transporterer luft

Læs meget mere om vores emballagestrategi [her](#)

Vores emballagestrategi bidrager i særdeleshed til Verdensmål 12.



Kaffe skaber dialog og udgør et fantastisk omdrejningspunkt

Kaffe skaber dialog og udgør et fantastisk omdrejningspunkt for møder, socialt samvær og fordybelse. Vi møder de danske kaffedrikkere til kulturelle events og arrangementer. Det er vores måde at kommunikere på - ikke til, men i dialog med den danske befolkning.

Hos Peter Larsen Kaffe stræber vi efter at være nærværende og i tæt dialog med verden omkring os. Peter Larsen Kaffe arbejder med og for mennesker, og siden 1902 har vi samlet folk om kaffen. I mødet med kulturen oplever vi en fantastisk ramme for at udfolde vores værdier og sociale eksistens. Vi arbejder tæt sammen med kulturlivet bl.a. via vores engagement i organisationen Kultur & Erhverv samt en lang række kulturelle organisationer og foreninger.

Med indsatserne sammen med kulturlivet i Danmark bidrager Peter Larsen Kaffe direkte til Verdens- og delmål 1.2, 2.4, 3.4, 8.4, 8.8, 12.2, 12.3, 12.5, 12.8 og 17.3.





PETER LARSEN KAFFE

PETER LARSEN KAFFE LIVE

Peter Larsen Kaffe LIVE er vores event-afdeling, der aktivt møder forbrugerne i hverdagen og til fest. Via bl.a. kaffebarenes omsætning på landets festivaler bidrager vi med provision af overskud og donationer til velgørhedsorganisationer og kulturelle formål.

Peter Larsen Kaffe er mangeårig samarbejdspartner med toneangivende festivaler indenfor bæredygtig udvikling som bl.a. Roskilde Festival, Smukfest og NorthSide Festival. Vores stærke fokus på bl.a. økologi og cirkulær økonomi bidrager til opfyldelsen af arrangørernes egne bæredygtighedsmål og visioner.

Sommeren har i år budt på en masse festivaler og vi har nydt at være tilbage efter flere års corona-nedlukning. Det seneste år har Circular Coffee Community og Peter Larsen Kaffe LIVE introduceret flere innovative løsninger til forbrugerne. Sammen bidrager vi til at gøre forbrugerne opmærksomme på, behovet for at tænke og arbejde mere cirkulært.

Komposterbare kopper på Roskilde Festival

Som en del af Det Cirkulære Laboratorium på Roskilde Festival testede vi sammen med Bean4Cup komposterbare kopper. Kopperne er lavet af 50% kaffegrums og 50% af biomaterialet PHBV. Efter 2 måneder i naturen vil kopperne være nedbrudt og i denne proces bidrager de samtidig med næring til jorden.

Forbrugere og virksomheder viste stor interesse i kopperne, og Bean4Cup arbejder nu på at videreudvikle kopperne baseret på de indsigter vi fik fra festivalen.



Kaffegrums på Smukfest

I år tog vi del i Smukfest med kaffegrums og sidestrømme som centrum. I fællesskab med en række partnere af Circular Coffee Community tilbød vi gæster på smukfest at de kunne købe en kop kaffe – og få det hele med.

Menuen var:

- Økologisk kaffe
- Kanelsnegle lavet på kaffegrums med Easyfood og Kaffe Bueno
- Øl brygget på kaffegrums og brødrester fra BRØL
- Espresso Martini med kaffegrums fra Nohlund
- Komposterbare kopper lavet af 50% kaffegrums fra Bean4Cup
- Koldbryg på bønner fra vores kontor i Viborg
- Håndvask og bad med kaffegrums -bodyscrub og -sæbe fra Ecooking
- Et stede at hvile benene på stole lavet af silverskin fra mater

Slut med engangskrus på Folkemødet

Folkemødet 2022 blev uden engangskopper og i stedet med vaskbare kopper fra New Loop. I et samarbejde med en række aktører på Folkemødet tog vi del i et projekt for at nedbringe brugen af engangsemballage. Vi testede logistikken omkring brugen og retursystemet af de vaskbare kopper, og med den indsamlede pant kunne vi sammen donere 21.688 kr til Røde Kors.

Ved at introducere vaskbare kopper på Folkemødet blev der lagt op til dialog om kopperne og behovet for at minimere engangsemballage.

Kaffe er meget mere end en fødevare og en drik, som konsumeres af flere millioner mennesker i verden

Kaffe har en social egenskab. Kaffe er omdrejningspunktet for møder mellem mennesker. Kaffe er en kilde til dialog og fællesskaber. Hos Peter Larsen Kaffe vil vi udnytte denne egenskab til at bringe mennesker sammen. Helt grundlæggende har vi et ønske om, at vi som kaffevirksomhed skal være et omdrejningspunkt for at skabe fællesskaber - og vi skal konstruktivt og målrettet bekæmpe sociale problemstillinger som ensomhed og ulighed.

Knus Kræft

Sundhed og trivsel er Verdensmål nummer 3. I samarbejde med KidsAid og racersportslegenden Tom Kristensen står Peter Larsen Kaffe bag indsamlingskampagnen Knus Kræft, der har til formål at skabe trivsel for alvorligt syge børn, unge og deres familier i Danmark. Knus Kræft aktiviteterne tager sit udgangspunkt i delmål 3.4, som er at inden 2030 skal dødelighed, som følge af ikke-smitsomme sygdomme, reduceres med en tredjedel gennem forebyggelse og behandling. Derudover er målet også at fremme mental sundhed og trivsel.

I september 2021 kunne vi slå dørene op for vores store Knus Kræft gallashow med fest, god musik og højt humør til ære for de sygdomsramte børn og unge.

Youtuber Anna Briand førte 1.500 gæster, herunder ca. 200 kræftramte og andre alvorligt syge børn og deres familier, gennem en aften med musikoplevelser fra Malte Ebert og Lord Siva. Den efterfølgende dag åbnede Tinghallen op for 750 gæster til den fuldstændig udsolgt gallaaften. Det var

en aften med sublim underholdning og ikke mindst et rekordbeløb indsamlet på 5.947.873 kr.

Udover det store gallashow har Rumm1 på Skejby Sygehus i år kunne fejre 5-års fødselsdag. Det er et område på sygehuset, der har haft stor betydning for børnene, og derfor ønsker vi fremadrettet at kunne bidrage i endnu større grad. Derfor er det besluttet, at de mange penge vi har indsamlet, skal gå til at bygge et KidsAid-hus i Aalborg i samarbejde med HusCompagniet.

I april måned afholdte vi Stjernepadel, hvor kendte og ukendte danskere spillede sammen og mod hinanden til fordel for Knus Kræft. Her lykkedes det os at indsamle 75.000 kr., der blandt bidrager til at vi kan give til at give sygdomsramte børn og unge unikke oplevelser. Det er eksempelvis sommerferieaktiviteter i Lalandia, Tivoli og Zoo. Sideløbende har vi også opfyldt børns individuelle ønsker med alt fra iPads til weekendophold, og det vækker stor begejstring blandt børnene.

Derudover har vi forlænget Familierummene 'Viborg' og 'Hobro' på Trygfondens Familiehus i Skejby. Og på Viborg Sygehus' børneafdeling er vi ved at etablere et rum, hvor børnene for en stund kan få et afbræk fra sygdom.

Med Knus Kræft bidrager vi i særdeleshed til Verdensmål 3.









PETER LARSEN KAFFE

IDRÆTTEN

Kaffen fra Peter Larsen Kaffe hænger historisk sammen med store dele af topidrætten i Danmark. Som en naturlig del af vores lokale engagement i Viborg går vores samarbejde med VHK (Viborg Håndbold Klub) og VFF (Viborg Fodsports Forening) flere årtier tilbage i tiden. Vi er grønne i hjertet, og derfor bakker vi op om vores lokale, grønne helte.

I tillæg til den stærke lokale opbakning bidrager vi til sportsverdenen i hele Danmark. Særligt indenfor fodbold er Peter Larsen Kaffe synlige med vores bidrag til fodboldklubberne FC Midtjylland, Randers FC, Hobro IK, AaB, Silkeborg, Vejle Boldklub og Kolding IF. Et stærkt engagement, hvor vi med stolthed kan konstatere, at kaffe skaber dialog – også på tværs af geografisk tilhørsforhold og diverse fangrupperinger i dansk fodbold.

Men sport er mere end fodbold. Ligestilling og inklusion er generelt vigtige værdier hos Peter Larsen Kaffe, og det ønsker vi også kommer til udtryk i vores sponsorater indenfor idrætten. Vi har derfor en målsætning om, at vores sponsorater skal fordeles ligeligt mellem kønnene. I det forgange år har vi indgået et samarbejde med Flying Superkids, der bidrager til netop den målsætning. Vi er ikke i mål endnu, men det er et skridt i den rigtige retning og vi arbejder målrettet på, at vores sponsorater skal repræsentere et bredt billede af dansk idræt.

DET GRØNNE KORT

Sidste år indførte vi for første gang Det Grønne Kort, som er et tillæg til vores sponsoraftale med Viborg FF. Sammen har vi underskrevet klausulen, som skal være udgangspunktet for en fælles indsats, der skal sætte fokus på menneskerettigheder, inklusion og mangfoldighed.

Med "Det Grønne Kort" forpligter vi hinanden på fire punkter:

- lige rettigheder for alle
- nultolerance for krænkende adfærd
- nedbrydelsen af tabuer
- udvis sportsmanship

Vi håber på, at det kan sætte nye standarder for sponsorsamarbejde mellem virksomheder og klubber, men vigtigst af alt skal det støtte op om den vigtige sag. Det Grønne Kort indføres fremadrettet som en fast del af Peter Larsen Kaffes sponsoraftaler.

OM RAPPORTEN

Hvor ingen anden kilde angives, er grunddata for nøgletal og statistik hentede i vores interne virksomhedssystem.

Rapporten er ikke revideret eksternt, men vores virksomhed revideres regelmæssigt af eksterne parter gennem vores certificeringer i miljø, kvalitet og fødevarer sikkerhed.

Peter Larsen Kaffes aktiviteter indgår desuden i rapportering for Ljöbergs Group, hvorfor der henvises til denne for yderligere indsigt i vores arbejde og resultater.

Spørgsmål til rapporten kan sendes til kaffe@peterlarsenkaffe.dk

SUSTAINABILITY REPORT 2021/2022



KAFFEROSTERIET
LÖFBERGS
ETABLERAT 1906

Peter Larsen
Kaffe[®]

PERCOL
COFFEE ON A MISSION

KOBBS
ETABLERAT 1809

Content

Click ahead!

This sustainability report is clickable. This means that you can navigate by clicking on headings in the table of contents and in the main menu.

ABOUT US	3	FAIR	44
Foreword	3	Our ambitions for 2030	45
Highlights	5	A fair and transparent value chain	46
Our sustainable history	7	Certifications	48
Short facts	8	Our sustainability labels	50
About Löffbergs	9	Let's transform the coffee industry	51
Legal structure	12	International Coffe Partners	52
Our stragegy	13	The coffee&climate initiative	53
OUR GOVERNANCE	15	European Coffee Federation	54
Integrated throughout our business	16	INCLUSIVE	55
Due diligence in the supply chain	19	Our ambitions for 2030	56
Stakeholder engagement	22	A fully diverse and inclusive business	57
Example of stakeholder engagement	23	Inclusion makes us smarter	60
OUR SUSTAINABILITY WORK	24	A voice in society	64
Our sustainable business framework	25	ABOUT THE REPORT	66
A world where people and coffee can grow	26	GRI-Index	68
Collaborations /memberships	28		
CIRCULAR	31		
Our ambitions for 2030	32		
100% circular and fossil free, zero waste	33		
Climate emissions	35		
Our journey towards circular packaging	38		
Together against food waste	40		
Innovation for a sustainable future	42		

Löffberg's sustainability report covers all of the company's brands.

KAFFEROSTERIET
LÖFFBERGS
ESTABLERAT 1906

Peter Larsen
Kaffe

PERCOL
COFFEE ON A MISSION

KOBBS
ESTABLERAT 1909



Foreword

Sustainability has always been important for us at Löffbergs, ever since we started in 1906. It permeates our entire business and everything we do. We are proud of how far we have come in some areas, but there is still left to be done in others. Our aim towards continuous sustainability improvement characterises our whole culture.

It should be said at once that we operate in a time and a context with major challenges, which might be bigger than ever. The pandemic, the climate crisis and a burning war in our immediate surrounding affect people and businesses all over the world. Us too, both as individuals and as a company.

That is why we want to start off by saying thank you to all our colleagues, who contribute to our work in different ways, both big and small. Our continuous development, the reduction of our climate footprint and our increased positive impact in several areas are all thanks to you. That is important and good.

The unrest in the surrounding world leads to increasing risks, even in the sustainability area. Socially, financially and environmentally. This poses new challenges for us and others. While handling large and immediate crises, what is happening here and now, we must be able to keep our eye on the horizon and work on what is way ahead and believe that it is possible to influence the future for all of us in a positive way. It has probably never been clearer that sustainability efforts must be carried out in the short and the long term.



The climate crisis and the imbalance in the value chain of coffee are two major challenges – and they affect the coffee farmers of the world to a large extent, which eventually is a threat to our entire industry. We are working in several ways to create better conditions. A lot of the work is done in or with a focus on the producing countries since that is where the challenges are the largest.

In **International Coffee Partners**, we work together with European coffee companies and other actors to improve development possibilities and living conditions for small-scale coffee farmers and their families, and under the coffee&climate initiative, it is about giving farmers the knowledge and the tools to face the climate change. That we purchase almost all our coffee from sustainably certified farms is also something that affects the farmers – and the environment – in a positive way.

These are reliable methods, but it is also a matter of finding new ways to work, to find more solutions to our common challenges. Era of We and Circular Coffee Community are two great examples of that, not least as they contribute to new and sustainable business opportunities, both for farmers and others.

You can read about this and much more in this sustainability report, where we also describe our framework for the sustainability work that circles around the concrete objectives we have set to become a circular business without any negative effect on the planet, to contribute to a fairer financial growth for the small-scale coffee farmers of the world as well as to a society characterised by inclusion and diversity.

Sustainability has been important for us at Löfbergs for generations, and will continue to be.

For the future generations.

Kathrine Löfberg, Chair of the Board

Anders Fredriksson, CEO



Highlights

Together against food waste

Coffee that is produced but not consumed is an unnecessary waste of the Earth's resources since 80 % of the climate impact of coffee occur in the coffee producing countries. That is why we are actively working to reduce the waste. But sometimes perfectly fine coffee beans cannot be sold as intended, when a roasting did not go exactly as planned or if there is something wrong with the bar code on the packaging for example.

We have created a method and a reprocessing process to be able to handle the redosing of coffee beans. We call the process "rework" – a systematic and digital working method that gives us the opportunity to fully control the coffee that leaves the flow, and with complete traceability reintroduce it into the flow again.

Read more **page 40.**



Let's transform the coffee industry

The coffee industry faces great challenges and many coffee farmers are struggling every day to survive financially. We work in many ways in our own value chain, but we have always had a greater ambition – to change the entire coffee industry and improve the possibilities of the farmers. It is time for a new era.

Read more about Era of We on **page 51.**



An updated recruitment process for greater diversity

One important enabler for greater diversity is how we attract and recruit co-workers. This year, we developed our recruitment process further. A pivotal element has been to minimise bias, to not let any prejudice control the process and maximise our chances to recruit candidates that contribute to the diversity of the group.

Read more about our recruitment process on **page 60.**



Cascara – the flavour of the future?

During the last year, we have experimented with the flavour profile of the dried skins from the coffee cherry – cascara. It turns out that the fruity notes of cascara complement a darker roasted coffee very well. Together with some of our partners in Circular Coffee Community, we are now looking on solutions to import cascara via the digital platform Era of We.

Read more on [page 43](#).



Kathrine Löfberg was elected chair of the board for coffee&climate

The coffee&climate initiative is a non-profit initiative, where coffee companies, public players and local organisations cooperate to help small-scale coffee farmers face climate change and improve their livelihoods. c&c was founded and is operated by International Coffee Partners.

Read more on [page 53](#).

Regular measurements of inclusion, diversity and equal opportunity

Working with inclusion and diversity requires patience and determination. We are taking small steps in the right direction every day, but still have a long journey ahead of us and need to increase the pace. In our weekly temperature measurement, we get regular data regarding several categories, such as inclusion and diversity. The data shows that we have a high awareness in the organisation and that the issues truly are on our agenda.

Read more on [page 58](#).



Our sustainable history

The passion for good coffee and doing good for people and the environment has been with us since the start in 1906. We have compiled some examples of us taking responsibility over the last couple of years.

1906

Began importing and selling coffee that takes people and the planet into consideration.

90's

Environmental policy drawn up.

First roastery in Europe to remove aluminium from coffee packaging.

Imported the first container of organic coffee into Sweden

Installed geothermal heating in Karlstad, Sweden.

00's

Co-founded International Coffee Partners, which improves conditions for small-scale coffee farmers.

Launched coffee that is both organic and Fairtrade.

Started using wind power electricity and replaced oil with district heating in Karlstad, Sweden.

Installed new roasting machines and reduced LPG and electricity consumption by 20 percent.

Operations in Latvia are certified in accordance with ISO 22000 (food safety).

10's

Purchased Green Cup in the UK, which sells certified coffee and recycles coffee grounds.

Co-founded Coffee & Climate, which helps small-scale coffee farmers deal with climate change.

Started using biogas in Viborg, Denmark, achieving 100 percent renewable sources.

The Löfberg Family Foundation is formed, with the purpose of promoting sustainable development in producing countries.

Started Coffee for a Better Future, a development project in Kenya that strengthens coffee farmers through education, training and trade.

The entire Löfbergs range is certified with at least one sustainability label (Organic, Fairtrade, Rainforest Alliance).

The purchases of organic and Fairtrade labelled coffee break new records.

20's

Launched Circular Coffee Community to contribute to a 100 per cent circular production and consumption of coffee, with zero waste.

Joins IKEA in the groundbreaking 10x20x30 Food Loss and Waste Initiative.

Changed to bio LPG in the roastery for ground coffee in Karlstad, Sweden. This means that the entire Swedish production use 100 per cent renewable energy.

Opened a new roastery for whole beans in Karlstad, Sweden. The roastery fully operates on renewable energy and achieved an Environmental Building Silver certification.

The first coffee roaster in the world to join Era of We – the world's first digital platform that brings together all actors in the value chain of coffee and gives more back to farmers and consumers.

Launched Next Generation Coffee – an initiative that supports young coffee farmers in Colombia, Kenya and Tanzania through education and direct trade.

Started to phase out the fossil plastics in packaging and replaces it with plant-based alternatives.

Presented a group-wide program for inclusion.

Continued to increase the share of Bio LPG. Contributed to reducing the company's own greenhouse emissions with 50 percent per produced tonne of coffee compared to the base year of 2005.

Established its own coffee farm in Denmark with focus on circular economy and development of products and solutions where more of the coffee biomass is used.

Opened Sweden's first high-bay warehouse to achieve Environmental Building Silver certification.



Short facts

LÖFBERGS

2021/2022



33,9 million

OPERATING PROFIT
(2020/21: 39,9)



VOLUMES



26 284 tonnes
COFFEE (2020/21: 25 032)



124 tonnes
TEA (2020/21: 137)



4,4 million packages
READY TO PRODUCTS
(2020/21: 4,2)

SUSTAINABILITY



- 89,6 % CO₂e
Climate emissions in own operations
(Base year 2018/2019)



45 million SEK
in Fairtrade premiums and extra
payments for organic farming



73%
Renewable packaging material

OWNERS



The **Löfberg** family,
in its **third** and
fourth generation.

BRANDS



CO-WORKERS



308

(2020/21: 302)

MARKETS & HEAD OFFICE



Sweden, Norway, Denmark, Finland,
Estonia, Latvia, Lithuania, UK, and Ireland.

TURNOVER



SEK **2010** million

(2020/21: 1 500)



About Löfbergs

It all began back in 1906. Today, we are one of the Nordic region's biggest family-owned coffee businesses with a production that corresponds to 10 million cups of tasty coffee – a day. The passion for great tasting coffee, meetings between people as well as doing good for people and the environment has been a part of the company since its inception.

Löfbergs was founded by the brothers Anders, John and Josef Löfberg. We are still family-owned, now in the third and fourth generation. We are a value-driven company with a long-term perspective on our operations. Our strength on a highly competitive market is our long history in combination with our desire to continuously evolve and remain at the cutting edge.

And that we love to invite others to go even further together.

Organisation

A larger organisational change was realized this year. The new organisation consists of **three geographical business areas**, each with profit and loss responsibility, a **Solution Center**, which supports the market companies, and central support functions with the basic principle that everything based on customer relations is decentralised and everything with economies of scale is centralised to group level..

We have a **central organisation** for Purchasing, Production, Sustainability, Business Support, Strategic HR & Internal Communication, Brand & Category, Innovation & Business Development and Finance & IT. Our sales companies, which are divided into West, East and Sweden, are locally responsible for Sales, Marketing and Operational HR.

The operational business is managed by the **group management** team, which consists of twelve executives – two women and ten men. **Anders Fredriksson** is our CEO and group chief executive. Sustainability is an integrated part of the business plan towards 2026. The sustainability report covers all the brands and markets within the Löfbergs group (under the legal name AB Anders Löfberg).

The board of directors consists of six ordinary members, of whom three are owners and three are external members, as well as two employee representatives and two deputies. **Kathrine Löfberg** is Chair of the Board.

Our business

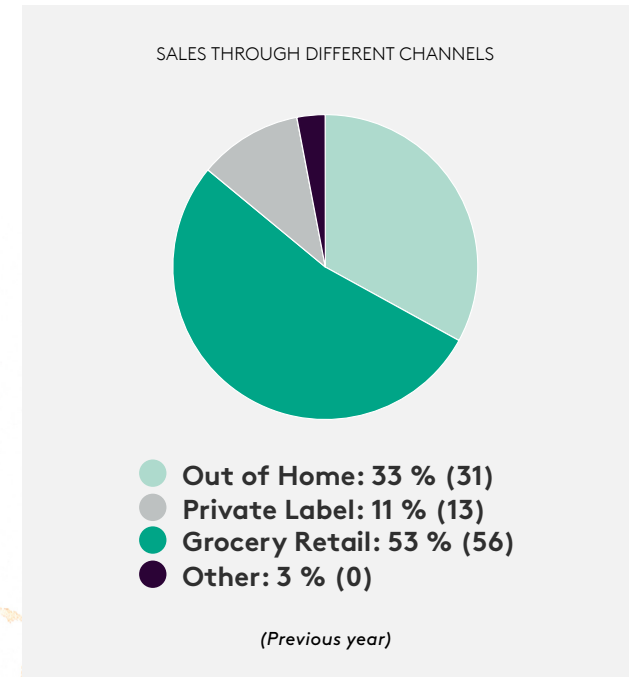
We are 308 coffee-lovers operating in northern Europe, who share the driving force to contribute, together with others, to a world where coffee and people can grow. Coffee in every form is still the core of our business, and we are, with curiosity and passion, constantly developing new products, services and business opportunities that can add value for us and the world around us.

We operate in some ten core markets in northern Europe under the brands Löfbergs, Peter Larsen Kaffe, Percol and Kobbs. We are also the proud roasters and partners of several well-known brands, where we develop coffee under their own brands.

Straight to end consumer from the physical and digital coffee shelf

Retail is our largest business area and accounts for 53 per cent of sales. This area is usually dominated by several large retail customers that we regularly negotiate with. We offer our cold and hot beverages to end consumers under the Löfbergs brand in Sweden, Norway, Finland, Estonia, Latvia and Lithuania. In the UK, we operate under the brand Percol, and this year, we also introduced the Löfbergs brand for the British consumers. Since 1902, we are the Danish people's coffee under the established brand Peter Larsen Kaffe.

This year, we have seen increased sales through our customers' digital channels. We are also available at Amazon in the UK and Sweden with the brands Löfbergs and Percol. This is where we can see a growing demand for products that are not available in other sales channels.



The served cup and the cold coffee drink

The demand for the served cup has grown for several years, even if the last couple of years have been a heavy blow for the entire industry. But we have seen a nice recovery during the year, as we are back out drinking coffee, dining in restaurants, seeing each other by the coffee machine at work and staying in hotels. Our sales to these customer categories accounts for 33 per cent of sales. We cooperate with everyone from local cafés to high-end restaurants, private and public workplaces to big international customers like hotel chains and convenience actors. The business often includes services, for example educating our customers in the subject of coffee, sustainability and how to create a profitable coffee business.

We are market leaders in Sweden, and have been for a long time. In Denmark, we are strong on convenience and constantly building our presence in other parts of the HoReCa market. In the UK and the Baltic countries, we are strongest within hotels, cafés and restaurants. On the Norwegian market, we work with chains and vending companies. We keep growing in Finland and have great visibility of our brand in well-known locations, not least in Helsinki.

Under the customers' own brands

We are a proud partner to big national and international customers such as McDonald's and Circle K as a coffee producer for their own brands. Our strength lies in having the capacity of a large player in terms of purchase and production, but the flexibility of a small one and the ability to adapt production to specific wishes. Our Private Label business accounted for 11 per cent of our total sales in 2021/2022.

Era of We

Through our cooperation with the **Era of We** platform, the world's first digital platform that brings coffee farmers, coffee roasters and consumers together, we want to contribute to changing the value chain of coffee and improve the opportunities of the farmers. Through Era of We, the farmers can build their own brands and market themselves directly towards consumers and coffee roasters. We are proud to be the first coffee roaster in the world to join the platform. This year, we have paid special attention to reaching consumers in Sweden and Denmark through our digital sales directly to consumers, but also with new and exciting customer collaborations with cafés, restaurants, hotels and offices.

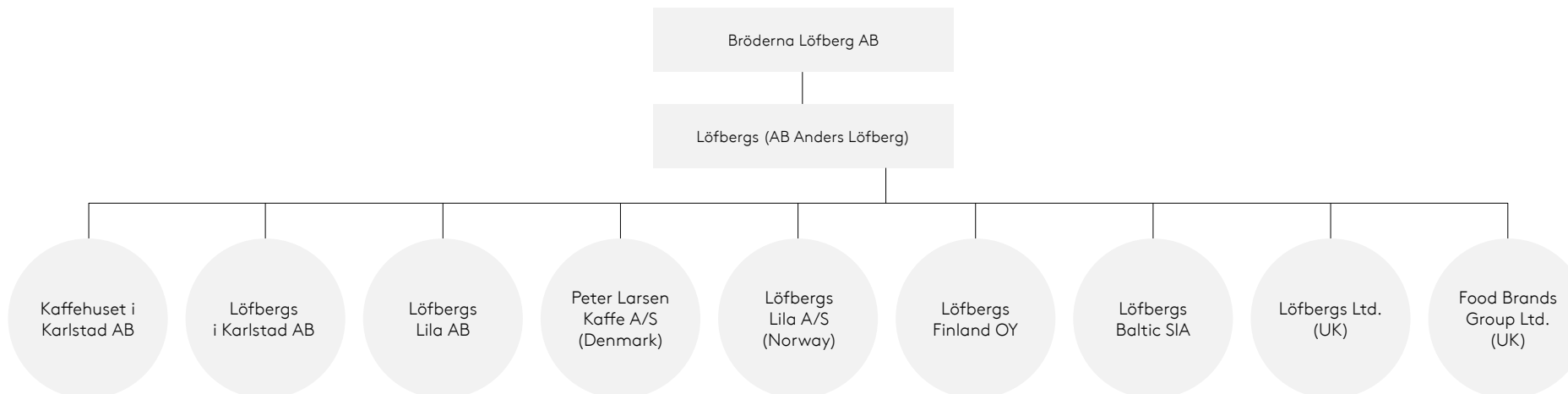
Our own coffee shops and pop-ups

Meeting end-consumers face to face is important to us, and we do it in different ways across all our markets. Löfbergs Roastery and Coffee Bar in our main office in Karlstad, Sweden is a coffee mecca and a popular site to visit. We also have several mobile coffee bars and pop up solutions in all markets. In Denmark, we are an appreciated partner to many of the country's festivals with our LIVE concept, where we meet happy festival visitors. We also see an increased demand for our services in different kinds of private and business events.

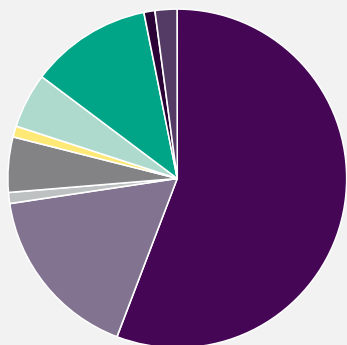
Through our own digital channels

This year, we have continued our journey on enhancing our digital presence and sell our products and services directly towards the end-consumer. We already offer e-commerce in Norway and Denmark, and this year, we also opened a webshop in Sweden and Finland. Our sales straight to the end consumer through these channels are still on low levels, but we see a continuous increase in sales.

Legal structure

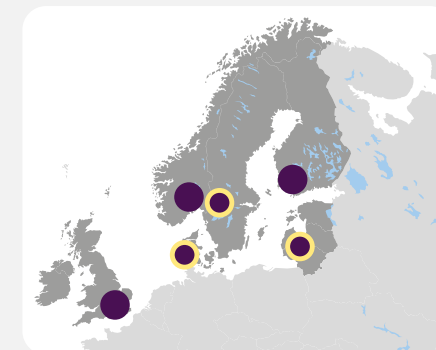


OUR SALES IN DIFFERENT MARKETS



- Sweden: 53% (50)
- Denmark: 17% (20)
- Lithuania: 1,5% (2)
- Norway: 5,5% (5,5)
- Estonia: 2% (1,5)
- UK: 6% (6,5)
- Finland: 11% (10,5)
- Latvia: 2% (2,5)
- Other: 2% (1,5)

(Previous year)



WE ARE HERE ● Offices ● Roasteries ● Sales

Our strategy towards 2026

Our strategic map sets our direction towards 2026. We have been working a lot with branding this year, which resulted in an updated brand platform for the entire Löffbergs brand. As a part of this, we have also updated our purpose and developed a clearer business vision for all of Löffbergs, where our ambition to contribute to a world where people and coffee can grow has a more central part in the strategic direction of the whole group.



Our purpose describes why we exist and what we want to contribute to the world. Our business vision sets out our direction and aspiration towards 2035.

Purpose

Together for a world where people & coffee can grow

Vision

First in mind when it comes to taste, coffee know-how and sustainability in the world of coffee



We are Together

We create and learn together. Together we make things happen. Together we are stronger, and together is more fun.

We are Inclusive

We meet all people and ideas with an open mind, no matter background or beliefs. Being inclusive help us see new perspectives which make us smarter.

We are Accountable

We are all accountable for everything we take active or passive part in. We look at ourselves and the choices we make, understanding their effect on the world around us. Our perspective is infinite; we are here to stay.

We are Enterprisers

We dare to undertake new ventures, test new ideas and love doing good profitable business. By never standing still, challenge the status quo and staying true to our purpose, we grow.

Our framework for sustainable business

Our framework for sustainable business is one of our most essential tools for our journey towards 2026. It describes how we carry out, measure and follow up our sustainability work. **See Our sustainability work on page 24.**

Values control and create clarity

We are a value-based family business and have been since 1906. Our values have been our compass, guiding our actions amongst each other and the world around us, they unite us who work within Löfbergs and function as guidelines for our behaviour and our decisions, so that we achieve our goals and create value for our stakeholders. The values create a security and give us the courage to take a stand and pursue matters that are important to us.

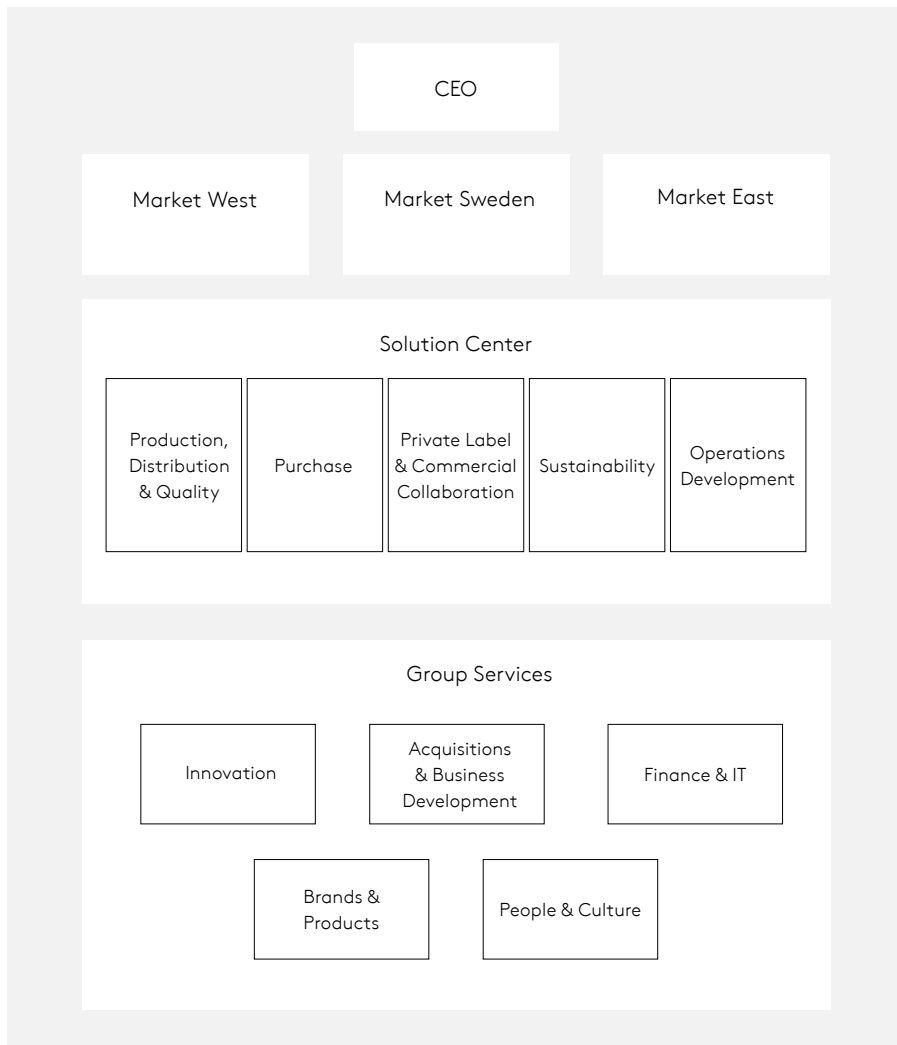
In 2019, we updated our values to more clearly support the behaviours that we need to keep developing and reach our goals in an even more fast-moving world. The values are integrated in the entire business and guide our development efforts for co-workers and managers, in appraisals, salary discussions, recruitment processes, departmental meetings, decisions and tough conversations.

We are regularly measuring how the organisation perceives that we live our values with weekly pulse surveys. They give us a good foundation to regularly work with and make efforts to guarantee that we are moving in the right direction and live as we learn.



Our governance

Integrated throughout our business



We work fully integrated with sustainability. The group management is responsible, and the efforts are managed through initiatives and goals in our strategic plan for sustainability. (See page 25)

In **Solution Center**, the **Head of Sustainability** is the extension of group management and has several internal forums available, such as the cross-functional Sustainability Team, where various sustainability issues are decided. Other forums include the Environmental Team and the Packaging Forum as well as temporary project groups and working groups connected to our circular transformation. Together with other functions in Solution Center, the Head of Sustainability works closely with the market companies and coordinates the sustainability work of the group

Our Code of Conduct is the top-level governing document for our sustainability work. It is based on **UN Global Compact**'s ten principles and covers human rights, working conditions, environmental issues and anti-corruption.

It also includes Children's Rights and Business Principles, **UK Modern Slavery Act** and **UK Bribery Act**. The code controls our relationships with customers, partners and other interested parties. Löfbergs also has a Code of Conduct for Suppliers that all suppliers undertake to follow. Read more on **page 62** on how we have developed the Code of Conduct during the year.

Developed management of whistle-blowing

All employees are educated in our Code of Conduct and have a responsibility to report events and behaviours that violate our policies and values. Reporting is performed to immediate superior or HR. There is also a strictly anonymous whistle-blower system that is followed up by Chief People & Culture and Head of HR within a week. This year, one incident connected to harassment was reported to and managed by manager and HR.

To fully guarantee the anonymity of the whistle-blower, a system where incoming matters are handled by an external party has been implemented during the year, in line with new EU legislation.



ISO certified management systems

Clear management systems are important to achieve our goals. Our operations are therefore largely covered by ISO certifications. See all our management systems and certifications in a table on **page 18**.

Responsibility in the international supply chain

We are a large importer of green coffee, and it is obvious for us to take responsibility in the international supply chain that we are a part of. This year, our company **Kaffehuset i Karlstad AB** received the EU authorisation AEO, **Authorized Economic Operator**, which aims to contribute to increased security in the world as well as an efficient and uniform customs control in the EU. The authorisation places significant demands on security of goods, transparent economic flows and management of customs documentation for example.

Tax – one of our most important investments in society

Paying tax is a natural part of our investments in society. For us, it is about taking responsibility and paying for the public system and the important services, which are a precondition for our business and our society to work.

In a transparent way, we balance ownership interests with societal interests and we believe that aggressive tax planning is deeply detrimental for the global sustainability efforts. Our policy is always to pay tax in the country where the revenues are obtained, and we follow established principles for internal pricing.



Direct economic value generated and distributed

Revenue	2 066 429
Operating expenses*.....	- 1 736 363
Salaries & remuneration to employees .	- 237 342
Payments to providers of capital	- 24 870

Tax paid to the public sector

Sweden	- 1 079
Denmark.....	- 717
Norway	- 1 289
Latvia	-93
Finland.....	-114
UK	0
Community investments.....	- 9 723
Economic value retained	64 562

(all figures are in SEK thousands)

** Refers to operating costs excluding personnel and depreciation*

CATEGORY	CERTIFICATION	DESCRIPTION	COFFEE FACTORY & SALES OFFICE KARLSTAD, SWEDEN	COFFEE & TEA FACTORY VIBORG, DENMARK	COFFEE ROASTERY RIGA, LATVIA	SALES OFFICE VIBORG, DENMARK	SALES OFFICE LONDON, UK
Quality / Food Safety	Certificate of Health	Issued by the Environment and public health committee of the Municipality of Karlstad, Sweden	X				
	E-marking	Fulfillment of EC Directives regarding requirements for correct net quantity	X	X			
	ISO 9001	Quality Management Standard	X		X		X
	U.S. FDA	Approval of the United States Food and Drug Administration	X				
	ISO 22000	Food Safety Management Standard	X	X	X		
	FSSC 22000	Food Safety Management Standard	X	X	X		
	Safe Contractor	Health and Safety Accreditation					X
Sustainability	Dansk Retursystem	Danish Recycling System				X	
	EU Organic	Organic Production	X		X		
	Fairtrade	Sustainable Supply Chain	X	X			
	FTI	Swedish Packaging and Newspaper collection	X				
	ISO 14001	Environment Management Standard	X				X
	KRAV	Organic Production	X				
	Organic Control	Issued by the Ministry of Environment and Food of Denmark		X		X	
	Rainforest Alliance	Sustainable Supply Chain	X	X	X		
	Soil Association	Organic Production					X
	STEMFS 2014:2	Energy audit	X				
	UTZ	Sustainable Supply Chain	X		X		
Security	Authorized Economic Operator (AEO-F)	Issued by the Swedish Custom, according to the European Commissions's AEO Guidelines. *	X				

* The permit is issued to the legal company Kaffehuset i Karlstad AB

Due diligence in the supply chain

All companies have the responsibility to work proactively to prevent, mitigate and attend to human rights violations in their supply chains. Human rights is a risk area in the entire agricultural sector, and coffee is no exception. We work systematically with follow-up of suppliers, where a risk assessment is central. We aim to have as few intermediaries as possible and purchase our coffee directly from the producing countries. A large share comes from cooperatives with small-scale coffee farmers. The cooperatives can consist of hundreds of members, but we still have full traceability.

The **purchasing handbook**, the **purchasing policy** and the **Supplier Code of Conduct** are controlled in our management systems and regulate our managing of purchases. Purchasing has had a more centralised role in the company over the last few years, and even indirect purchasing like services and logistics are managed by the purchasing department at our head office in Karlstad. It helps us guarantee that all criteria are met and the evaluations are equivalent.

Risk assessment in all stages

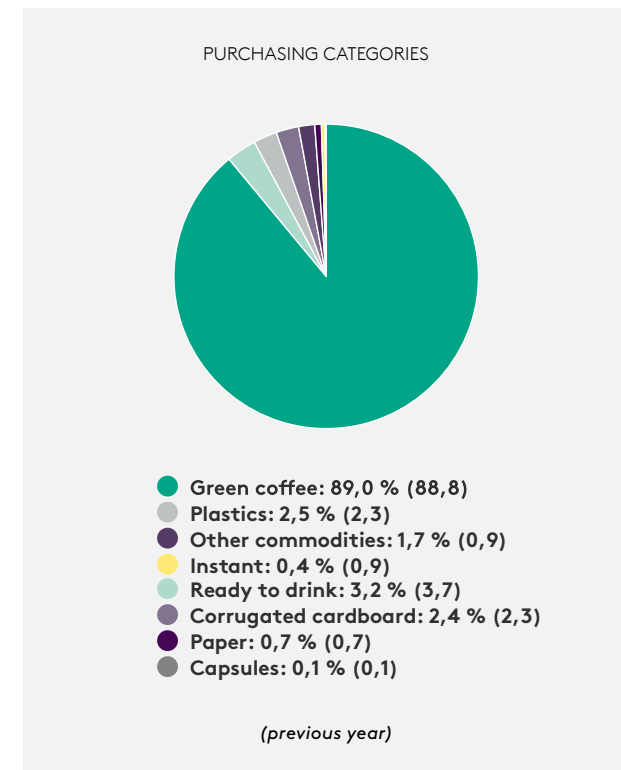
Before starting up a new collaboration, we have a thorough assessment process covering all aspects of sustainability (including environment and human rights), security and quality, but also risks connected to origin and type of product. Data from Business Social Compliance Initiative (BSCI) and Human Development Index (HDI) is used for the risk assessment. In connection with the evaluation process, we also visit the supplier on site. After an approved evaluation, the supplier signs and pledge to follow our Code of Conduct, something they are periodically evaluated from. All assessments are documented and followed up.

The sustainability risks have increased during the pandemic

Visiting the farmers is one of our most important tools. The visits give us greater opportunities for cooperation, when we are there and can see how climate change, infrastructure and the political situation affect a region. Despite not being able to be there physically during the pandemic, but thanks to our long-standing relationships with many farmers, we have been able to develop new working methods through digital channels that have enabled a close dialogue. The sustainability risks have increased during the pandemic. When people fight for their survival, there is less focus on working conditions, pesticides and quality. The ones at the bottom of the chain are the most affected, not least migrant workers that often pick the coffee.

The commercial aspects get even more important and to focus on how we best can contribute to reducing the risks.

To purchase certified coffee reduces the risks more, as a third party controls the farms.

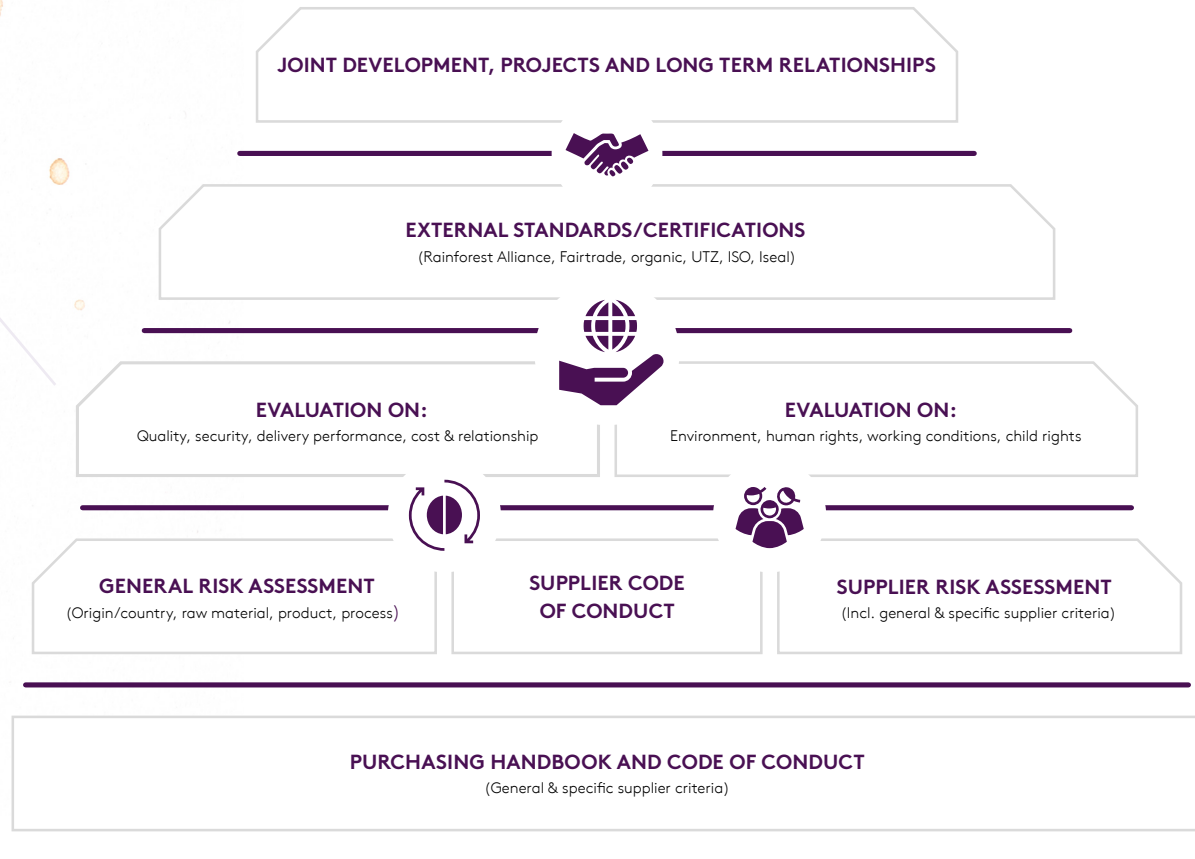


We develop together with our suppliers

We work from a foundation, where the Code of Conduct and the procedures in our management system, together with risk assessments and visiting farms, form the basis. We prevent and reduce risks even further through third party certified green coffee as well as development projects together with for example organisations, customers and certification bodies. We purchase coffee straight from the producing countries and are always focused on creating long-term relationships that are based on mutual trust.

Our Supplier Code of Conduct

Our Supplier Code of Conduct is based on the UN Global Compact's ten principles, the ILO's core conventions and our own guidelines for business ethics and the environment.





Due diligence on human rights

This year, we have developed a model to visualize our due diligence process even clearer and guarantee that our efforts are in line with coming EU legislation for due diligence on human rights in the supply chain. The model is based on the guidelines of the UN and OECD principles for due diligence and company responsibilities.

Human Rights Due Diligence (HRDD) separates from traditional supplier inspections as it focuses on the company's significant risks, that is the most major risks that the company can act on. We aim for an increase of transparency in how we report our influence. We continuously evaluate and improve the system.

If we discover something that conflicts with our Code of Conduct, we have processes to handle these situations. In first hand, we work with demands and support to change it to the better.

Stakeholder engagement

To stay relevant for the world around us and to reach our goals, we are continuously engaging with our stakeholders.

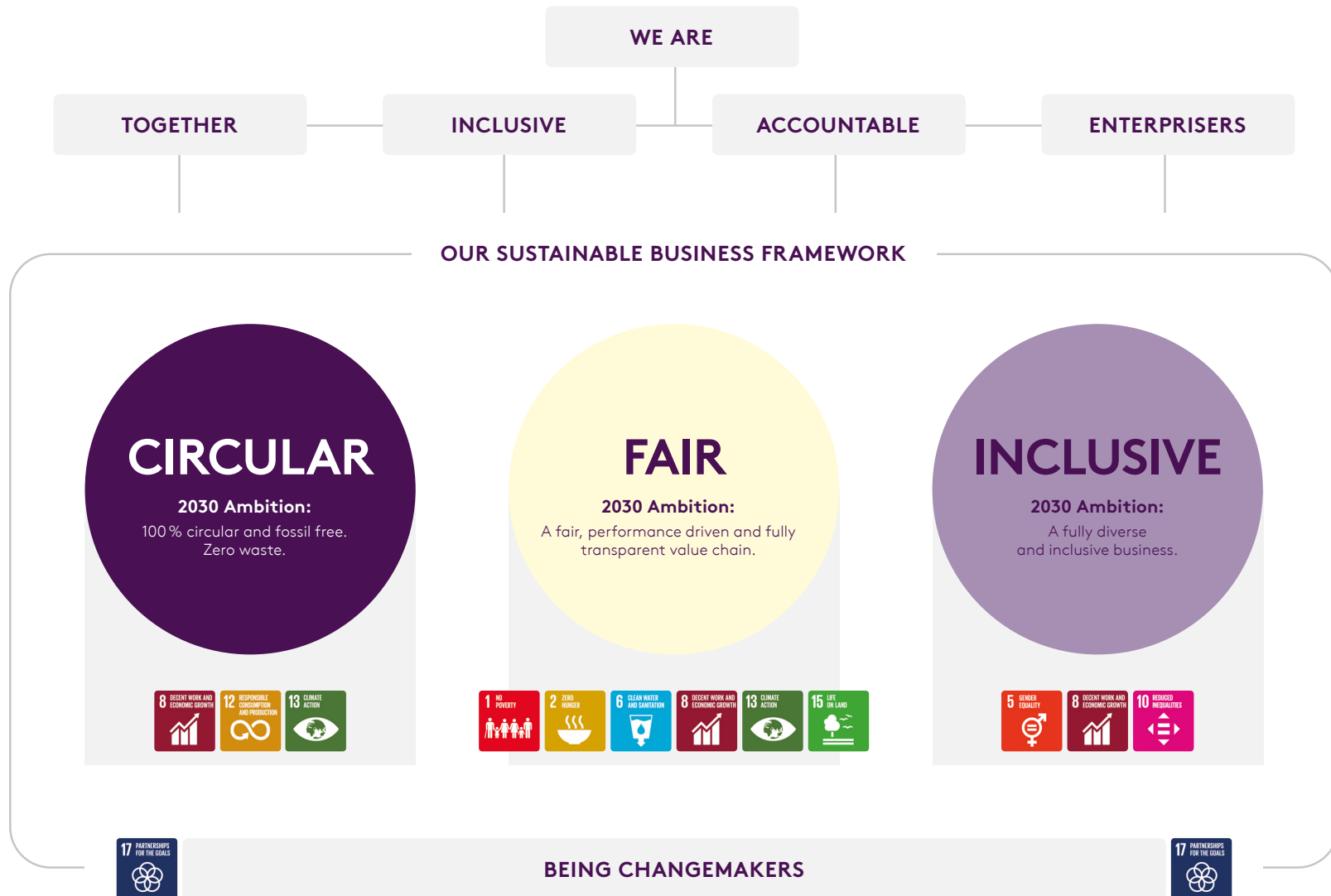


Examples of stakeholder engagement

STAKEHOLDERS	INTERACTIONS	IMPORTANT TOPICS
<p>Marknad & Samhälle</p> <ul style="list-style-type: none"> - Consumers - Authorities - NGOs - Society 	<p>Consumer contact and surveys, meetings, events, workshops, seminars, projects, inspections and audits</p>	<p>Consumer experience, health and well-being, diversity, sponsoring, social responsibility, certifications, climate impact, biodiversity, protection of nature and deforestation, human rights, legislative compliance</p>
<p>Organisation</p> <ul style="list-style-type: none"> - Unions - Co-workers - Managers - Board of directors 	<p>Employee surveys, meetings, events, workshops, seminars, trainings, negotiations, counselling, inspections</p>	<p>Health and well-being, values, code of conduct, inclusion, diversity, solidarity, workplace safety, work environment legislation</p>
<p>Partners och leverantörer</p> <ul style="list-style-type: none"> - Customers - Networks - Banks, credit institutions - Trade associations - Certification bodies - Suppliers and traders 	<p>Customers surveys, customer centre, meetings, visits, events, workshops, seminars, trainings, courses, projects, revisions and inspections</p>	<p>Customer satisfaction, business intelligence, longterm relationships, sponsoring, partnerships, lobbying, biodiversity, protection of nature and deforestation, climate impact, certifications, human rights, legislative compliance</p>
<p>Owners</p>	<p>Owners council, meetings, visits, surveys</p>	<p>Responsibility, commitment, sustainability, development, cooperation, financial growth, business intelligence</p>

Our sustainability work

Our sustainable business framework



A world where people and coffee can grow

The scientists of the world agree that the climate situation is urgent. The biodiversity is decreasing, our ecosystems are disturbed and human activities are to blame. The planet's resources are not infinite. At the same time, we see great social challenges with increased polarisation and growing inequality. At Löffbergs, we are determined to be in the forefront towards a sustainable future. We want to contribute to a world where people and coffee can grow. The perspective has always been to build for coming generations.

Our **Sustainable Business Framework** describes the direction and the ambition for our sustainability work in all markets, in our value chain and as a social actor. The ambitions and the goals have been set in line with the **UN global goals** and the **Paris Agreement** for climate.

“ There's no business on a dead planet.

All life on Earth requires well-functioning ecosystems. It depends on a climate that makes the planet habitable, a rich biodiversity, access to clean, fresh water and clean air. We need to act in a circular way and use our resources to not take more than we give back.

Our values are the foundation of our sustainability work. They guide our decisions and how we work. We pledge ourselves wholeheartedly to the UN Sustainable Development Goals, **Agenda 2030**. The agenda guides us in our actions and our goals, and we have clearly identified which global goals that our sustainability work directly contributes to. We are convinced that the business community plays an essential role in order to reach the goals.



Social responsibility within the planet's limits

To achieve social sustainability within the planet's limits, we aim to make sure that the seven ground principles of the guidance on social responsibility for organisations (ISO 26000) will permeate everything we do.

- **Accountability**
- **Transparency**
- **Ethical conduct**
- **Respect for stakeholders**
- **Respect for the law**
- **Adherence to international standards of conduct**
- **Respect for human rights**

Global challenges

We are small in some respects, but big enough to make a difference in many ways. When we look at our role in the society, the value chain and the world, we clearly see that we can have an influence on people's well-being as well as contribute to a flourishing planet. The global challenges that we have accepted regard:

The planet

- Climate change, loss of biodiversity, unsustainable use of resources.

The people

- Opportunities for the next generation regarding prosperity, equality and well-being.

Our focus

The challenges we have taken on are not small. They will require hard work, smart solutions and many collaborations. To meet the global challenges, we focus on three areas: circular, fair and inclusive.

Every focus area has an ambition broken down in distinct operational objectives and embraces the holistic perspective that our values are based on. The framework is a living document that is updated concurrently with the world around us, and it guides us in making wise and sustainable choices that contribute to our business case as well as the public good.



Changemakers

To accomplish real change, we need to be innovative and courageous. Since the start in 1906, we have aimed to be pioneers in sustainability and have the courage of taking the first step. This is a role we will strengthen henceforth. We like to be the first and are happy to inspire the world around us, but we often reach our goals by cooperating with others. Not least when it comes to sustainability. In line with the global sustainability goal 17, we believe in the power of doing things together.

Our clear values create a security and make us take a stand, raise our voice and pursue matters that are important to us. And we will continue to transparently report and share our success and our adversity.

We do not have all the answers and we do not know exactly how to reach our goals yet, but we do know that with high ambitions and goals, we tend to find ways to do that.

Collaborations and Memberships

17 PARTNERSHIPS FOR THE GOALS



We are convinced that we have to cooperate to achieve the goals of Agenda 2030. We also know that we get better by learning from others. That is why we are engaged in networks and initiatives to influence the social development and share knowledge and experience regarding sustainability with others. We invest in the society in different ways, through taxes (p. 17), sponsorships (p. 64) and different kinds of collaborations with customers and partners. Our investments contribute both in the producing countries and in our home markets, and we choose to invest where we know that we can be most useful.

Internationally

International Coffee Partners

Together with seven other privately-owned European coffee companies, we run the non-profit organisation International Coffee Partners since 2001. The goal of ICP is to create better living conditions for small-scale coffee farmers.

coffee&climate

Together with the members of International Coffee Partners and several other coffee companies as well as the government agency Sida and local NGOs, we operate coffee&climate that helps small-scale farmers manage climate change.

European Coffee Federation

ECF is a representative industry organisation of the European coffee trade and industry with the purpose to promote the common interests of the industry.

Circular Coffee Community

A non-profit network established in 2020 by the Löfbergs Group with the purpose to carry out a circular transformation in the coffee world. The community offers a platform for networking, innovation partnerships and commercial collaboration.

Sweden

The Haga Initiative

A network of companies that work to reduce emissions from the business sector through ambitious common goals and a clear effect strategy. The network has 13 members, including Axfood, McDonald's, Coca Cola, Swedbank and Lantmännen.

The Swedish Food Federation

The Swedish Food Federation represents the food industry in Sweden. The federation is a member of the Confederation of Swedish Enterprise and FoodDrinkEurope. The federation's Sustainability Manifesto consists of five commitments in the sustainability field that the members can adopt.

WWF's Sustainable Supply Chain for Food

A network consisting of 15 leading Swedish food companies that together with World Wide Fund for Nature actively take responsibility to convert and contribute to a more sustainable supply chain for food. The focus is to develop "An action plan for Sustainable Supply Chain for Food 2030", where goals are formulated for the food supply chain in general, but also for certain sectors.

CSR Sweden

A company network focusing on companies' social responsibility and societal engagement.

Fossil Free Sweden

A platform for dialogue and cooperation between companies, municipalities and other players that want to make Sweden free from fossil fuels.

RISE's Food & Environment network

A meeting-place for interested parties in the retail chain with the aim to take part of the latest knowledge, facts and events in the environmental field.

The 100% Club

With the 100% Club, Atea wants to challenge organisations to look over their life cycle management of IT products to increase the share of reused and recycled units.

Denmark

Food & Bio Cluster Denmark

A network with focus on knowledge, development and sustainability for interested parties of the supply chain for food in Denmark.

DIEH – Danish Ethical Trading Initiative

A Danish NGO that promotes ethic trade through cooperation with business, public sector and interest groups. We participate through our Danish brand Peter Larsen Kaffe.

Philanthropy to Business through Danish Industry

Confederation of Danish Industry's network regarding Agenda 2030. Insight, inspiration and tools to work strategically with sustainable development.

One Third Danmark mod Madspild

A network with a joint commitment to halve food waste by 2030. (SDG 12, 3) As one of the 15 initiators in Danish retail and food production, we aim to create a significant effect.



Knus Kræft

An initiative operated by Peter Larsen Kaffe, the Le Mans legend Tom Kristensen and KidsAid. Knus Kræft focuses on creating great experiences for kids with cancer and other serious diseases.

<https://foedevarebanken.dk/>

A Danish organisation that works with reducing food waste and hand out food to vulnerable communities.

FN17 Business

A business network based on the 17 sustainable development goals of UN. Works to create business development and innovation for small and medium-sized companies and start-ups.

Brand Manufacturers Association

A commercial association of suppliers to the Danish retail business and Out of Home.

The Upcycl

A community focused on matching and managing industrial waste between the industries that have them and the companies that can use them.

Confederation of Danish Industry (DI)

A private business and employers' organisation representing approximately 19,000 companies in Denmark.

Business Climate Leaders – The Haga Initiative

In the Haga Initiative, we work together with 12 other companies to reduce our emissions and show that ambitious climate strategies result in commercial advantages. The vision is a profitable business sector without climate impact.

The network consists of us as well as Axfood, Coca-Cola Europacific Partners, Folksam, HKScan Sweden, JM, Lantmännen, McDonald's Sweden, Preem, Stena Recycling, Stockholm Exergi, Sveaskog and Swedbank.

“ The most important topic for the Haga Initiative is that the decision-makers increase the possibilities for the business sector to accelerate the climate transition. If the right decisions are made, it can be profitable, faster and more inclusive. It requires that we all are pulling in the same direction and cooperate.



Nina Ekelund, Secretary General, the Haga Initiative

All companies should decide to halve their climate impact by 2030, to regularly follow up on how things are going and cooperate with each other in the value chain – that is where new emission reductions can happen, maybe even new joint business models.

Löfbergs & Tesco plant trees

When we launched the new Percol Coffee Bag Packs at Tesco in the UK, we joined forces with the Eden Reforestation Project. For every sold package, we donate the cost to plant a tree.



From linear to circular

CIRCULAR

2030 Ambition:
100 % circular and fossil free.
Zero waste.



Our ambitions for 2030

Circularity is a prerequisite for sustainable development. To be able to go from a linear economy to a circular one, we need smarter production and production design as well as more sustainable consumption patterns. Löfbergs aims to be 100 per cent circular and to minimise our waste.

Circularity is our mindset. We strive to be fully circular through circular design models, make use of all resources and reduce the carbon emissions and the fossil-based resources in all our products and packaging. We want to use the full value of coffee and find new ways to transform waste into resources.

We encourage customers and other actors in our networks to do the same. As a part of an ecosystem, and together with partners that share the same values, we develop and create a sustainable and circular business for the future.

All food that is produced will be consumed as food, otherwise it will be recycled and used in other smart ways.

Commitments

- » A circular approach in everything we produce and do.
- » Reduce, reuse, recycle, renew.
- » Find new and circular ways to use and commercialise all resources in the entire value chain.
- » Go from fossil to renewable resources

Goals

2025

100%

renewable energy in our own production.

2030

50%

reduction of food waste in our own production and Single Served & Ready To.

100%

recyclable packaging materials from renewable and/or recycled resources.

100%

fossil-free, reduce climate-related emissions to net zero

30%

reduced climate-related emissions in the value chain

100% circular and fossil free, zero waste

The coffee's full potential is not being used today. We want to change that. We want to contribute to a 100 per cent circular production and consumption of coffee, totally waste-free. The climate impact of coffee is greatest in connection to farming, 80-90 per cent, and that is why we aim many of our efforts towards the producing countries. We also work to reduce the impact from our own production and business operations.

The current financial system is linear – we take resources, make products and use them, while a lot is being wasted on the way. The global food system is no exception – landscapes are deforested, soils are impoverished and freshwater reserves are drained. Greenhouse gases are emitted and are briskly changing the stable climate that we depend on. That will never do for us.

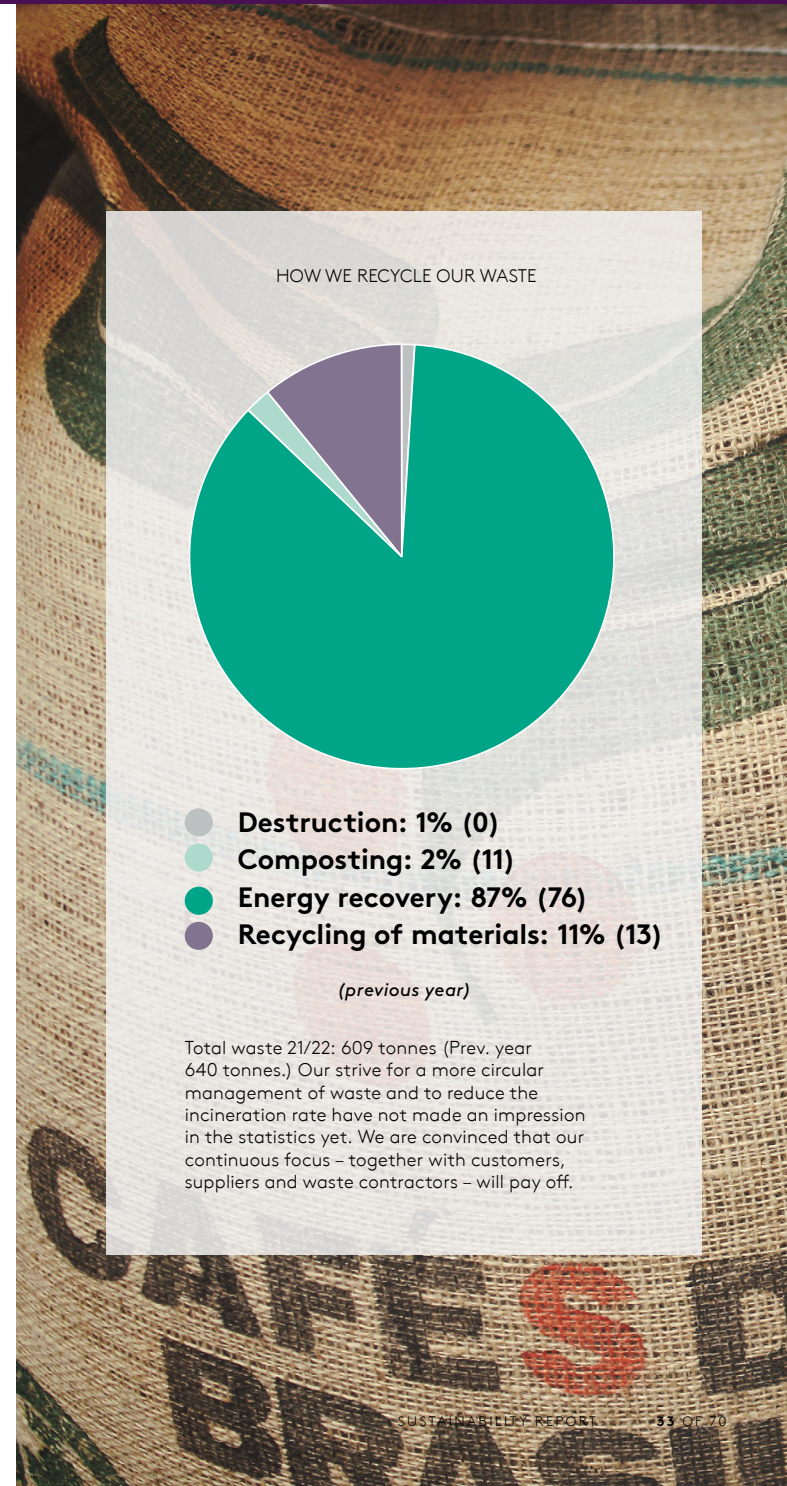
We have been working for a long time to reduce the resources we use – everything from developing thinner packaging material to working with energy efficiency and reduced climate emissions. Thanks to an amazing driving force inside the organisation, we have refined our systematics to reduce waste from both warehouse and production even more this year.

Our ambition regarding a fully circular and fossil-free business is about more than reducing the use of resources.

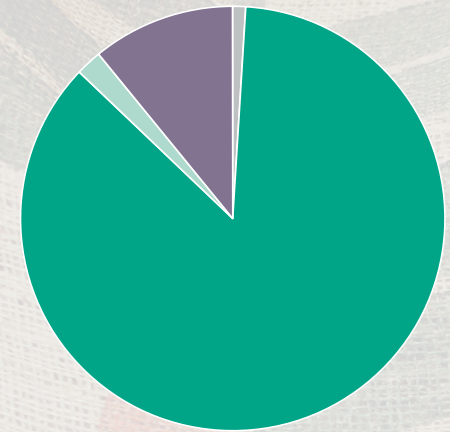
It requires a smarter production and production design that enable the circulation of material and minimising waste as well as more sustainable consumption patterns. Regenerative farming methods are required in the farming stage; methods that contribute to stronger ecosystems and increased income for farmers.

“ It is about thinking in new ways, having the courage to proceed by trial and error and finding partners who want to pull in the same direction. A lot of our circular efforts comes from an amazing driving force inside the organisation, which makes me both proud and hopeful. We already have many of the solutions.

– *Kajsa-Lisa Ljudén, Head of Sustainability, Löfbergs*



HOW WE RECYCLE OUR WASTE



- **Destruction: 1% (0)**
- **Composting: 2% (11)**
- **Energy recovery: 87% (76)**
- **Recycling of materials: 11% (13)**

(previous year)

Total waste 21/22: 609 tonnes (Prev. year 640 tonnes.) Our strive for a more circular management of waste and to reduce the incineration rate have not made an impression in the statistics yet. We are convinced that our continuous focus – together with customers, suppliers and waste contractors – will pay off.

Our ambition is praised by Danish retail

We are so happy when we reach out with our sustainability work and get the chance to inspire others. Which is why we were incredibly proud when our brand Peter Larsen Kaffe was awarded this year's **CSR award at Branded Manufacturers Association's** annual meeting in 2022. The reason for the nomination and the win is our work with 100% certified coffee and Circular Coffee Community as well as our ambition to be 100% circular, with zero waste.



A closed down project became a great lesson

We have high ambitions when it comes to circularity. In our endeavour to expand our commercial offer in sync with our vision, we carried out a project this year with **Sculptur**, where we have tried to develop a 100% circular material, based only on our and others' waste that can be used for 3D printing new products.

Unfortunately, we did not find any printable material that met our high demands on circularity and we chose to close down the project without a finished end product. Despite sounding like a disappointment, the project gave both us and Sculptur a lot of insights in managing waste and the logistics surrounding it, and it made us test and develop our model for project managements.



Climate emissions

The climate change is one of the greatest challenges we are facing. To secure the supply of coffee for tomorrow, we need to work with reduced emissions as well as climate adaptation. It stands to reason for us to transparently report our climate emissions and to continue to look for new ways to reduce them.

Great reductions and new tough climate goals

In 2021, we switched to completely renewable bioLPG at our roastery for ground coffee in Karlstad, Sweden. Quite the milestone and something we have worked for in a decade. When we opened our new roastery for whole beans later the same year, it was natural to use renewable gas for roasting there as well. We have also taken a big leap when it comes to company cars in Sweden – closer to 80% of all company cars are now hybrid electric. The hybrid electric vehicles account for 54% of all cars in the group.

Working with our own emissions have paid off – we have reduced our own climate emissions in Sweden and Denmark with 94% compared to 2005. But we are not done yet. We have set new tough climate goals this year. We look forward towards 2030, where we put further focus on the entire value chain and set a new base year for all climate goals.

“ We have decreased our own climate emissions with 94% compared to 2005. But we are not done yet.

- Göran Sonesson, Chief Production Officer, Löfbergs

Our new goal is to reduce the emissions in the value chain with 30%. It requires that we keep on advancing towards greener transports and packaging material, but as more than 80% of the emissions occur when farming coffee, that is where we need to focus our efforts. We want the coming decade to be about partnership. The emissions in the value chain are overlapping between different companies and suppliers, which require cooperation through value chains. It is about the power of doing things together.

Together with for example certification bodies, International Coffee Partners and customers, we continue to develop possibilities for farmers to improve their living conditions, climate adapt farms and reduce the climate effect through regenerative farming methods for example.

Löfbergs’s climate goals 2030

- Net zero emissions in Scope 1 (at least an 85% reduction in absolute emissions)
- Renewable or recycled energy in Scope 2.
- 30% reduced emissions in Scope 3 (intensity goal, related to the volume of coffee)

(base year 2018/2019)

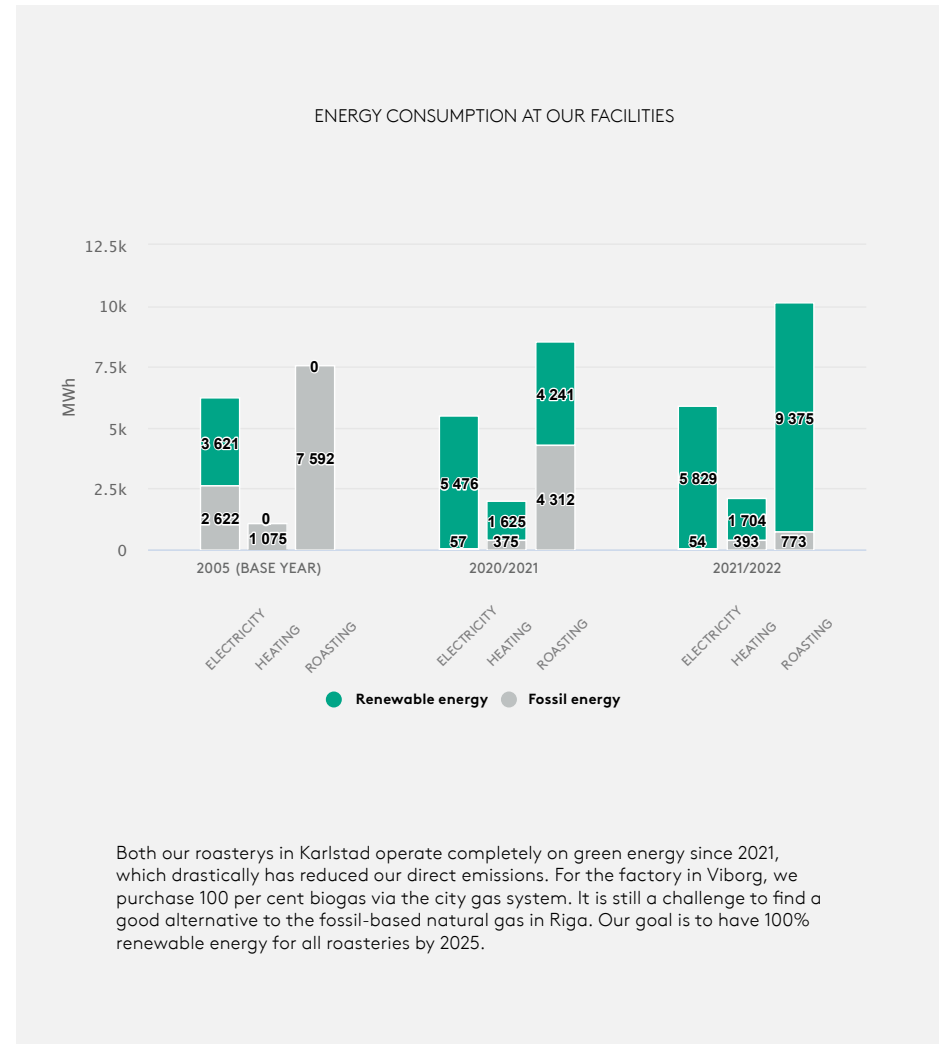


An ambition of Science Based Targets

We always aim to get the truest view possible of our climate emissions, and we are regularly expanding our extent for the calculations. At the time of writing, efforts are underway to set climate goals for the whole group in accordance with the Science Based Targets initiative, with the objective to ensure that our work is in line with the latest climate research and that we comply with the Paris Agreement.

A state-of-the-art roastery for whole beans

The biggest investment in our history, the roastery for whole beans in Karlstad, Sweden, has been in operation for a year. The state-of-the-art roastery uses energy from green sources and has a capacity of 10,000 tonnes per year. There were high sustainability requirements on everything from construction, energy, indoor climate and emissions during the project. Just as our central warehouse, the building achieved an Environmental Building **Silver certification**, which means high demands on material choices, energy efficiency and work environment.



GREENHOUSE GAS EMISSIONS

EMISSIONS (TON CO ₂ E) 1)	BASE YEAR 2018/2019	2020/2021	2021/2022	CHANGE BASE YEAR -21/22
SCOPE 1 TOTAL	1551	908	161	-89,6 %
- Roasting	1316	771	0	-100 %
- Energy	0	0	0	-
- Own cars	235	137	161	-31 %
- Own transports	0	0	0	-
SCOPE 2 TOTAL 2)	45	53	62	38 %
- Purchased energy (Electricity and district heating)	45	53	62	38 %
SCOPE 3 TOTAL	135 494	120 808	133 362	-1 %
- Business travel 3)	354	10	78	-78 %
- Reduction by purchase of biofuel through the Fly Green Fund	-4	0	0	-100 %
- Fuel- and energy-related emissions	338	299	324	-4 %
- Purchased transports, upstream 4)	7946	7184	8196	3 %
- Purchased transports, downstream 5)	1745	944	779	-55 %
- Packaging	2423	1756	2114	-13 %
- Farming of coffee	109 161	98 090	108 424	-1 %
- Waste management 6)	10	6	7	-30 %
- Use of sold products 7)	12 991	11 988	12 648	-3 %
- Customers own transports 8)	530	530	871	64 %
TOTAL EMISSIONS, ALL SCOPES	137 090	120 344	133 663	-2 %
EMISSIONS (TON CO₂E) PER TON OF COFFEE PRODUCED (ALL SCOPES)	5,28	5,08	5,28	0%

Footnotes to the table:

1. Löfberg's climate report includes the Swedish operation as well as the production facility in Viborg, Denmark. All emissions in Scope 1 and 2, except company cars, are included for Viborg.
2. Scope 2 is reported with a market-based method. If a location-based method had been applied, the emission for 2021/2022 in Scope 2 would have been 1,982 tons CO₂e.
3. Refers to flights, trains, taxis, private cars while on duty and hotels in the Swedish business. The aviation emissions are adjusted for increased biofuel incorporation through Fly Green Fund.
4. Refers to transportation of green coffee from farm to factory as well as transportation of packaging material and other goods.
5. Distribution of products where the transportation service was purchased by Löfberg.
6. Refers to waste from the facilities in Karlstad, Sweden.
7. Preparation of coffee including waste management with consumers.
8. Transportations where the customers themselves pick up the product from Löfberg's central warehouse.

Our journey towards circular packaging

It started in the 1990's, when we left the aluminium packaging behind us and presented a new unique packaging for vacuum-packaged coffee. Our work with material development has continued ever since. We have high demands – the goal is a packaging that is adjusted for the circular economy. It means that the material has to come from renewable or recycled resources and be completely recyclable. Besides reducing the use of resources as much as possible, we also need to be able to reuse material over and over again in the circular economy.

We have been working innovatively and sustainably with our packaging for a long time. An insightful and instructive work, which is the basis for where we are today – but also where we want to be in the future. The packaging that we presented in the 1990's still holds its ground.

The right packaging is crucial for the good flavour as oxygen make the oils in the coffee go rancid. To keep the good aromas and the quality of the coffee while also guaranteeing shelf life, cost efficiency and user-friendliness, all our new packaging go through extensive evaluation tests. By developing, testing and redeveloping, we have obtained experience and knowledge regarding our current processes and methods. We have learned that there are no short cuts when it comes to developing the right sustainable packaging.

Renewable through mass balance

The circular management of plastics is central in our work and we support the European strategy for plastics. We are gradually substituting our fossil plastics through a mass balance solution, which currently is a resource-efficient way to purchase renewable plastics. Mass balance implies that we purchase plastics

from biobased sources, but that it is not necessarily that specific plastics in our packaging. A third-party verification is made to secure that the total amount of biobased plastics increases in the same rate as the fossil plastics reduces. The mass balance solution that we have chosen to work with is third-party certified by ISCC (**I**nternational **S**ustainability and **C**arbon **C**ertification).

Development of recyclable packaging

Today, we have developed a packaging in a mono-material structure of polyethylene, which is better adapted for recycling in the circular ecosystem. The prototype has passed all tough quality tests so far, and upscaling efforts on selected products are in progress, with the goal that the material will be fully implemented in the beginning of 2023.

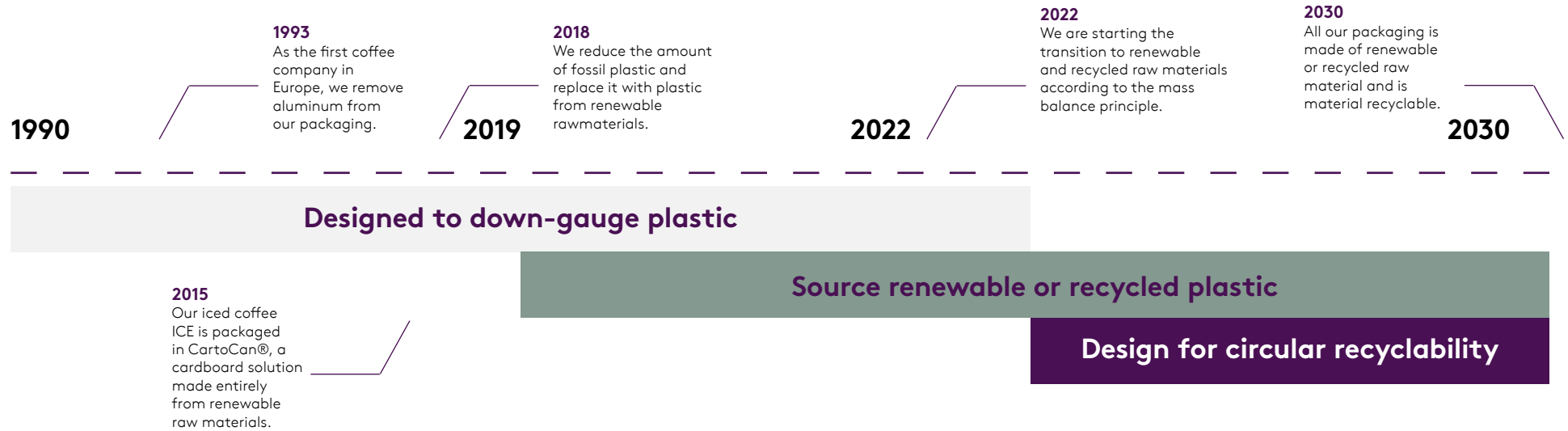
“ By developing, testing and redeveloping, we have obtained experience and knowledge regarding our current processes and methods. We have learned that there are no short cuts when it comes to developing the right sustainable packaging.

- Madelene Breiling, Head of Operational Development, Löfbergs

Recyclable monomaterial

The new packaging is among the first to pass the eye of the needle for what is required in our coffee production and which also has a higher potential for material recycling.

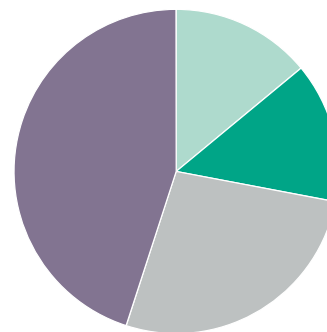




Our packaging strategy:

- Reduce the amount of used material
- Phase out unnecessary layers of aluminium and metallisation
- Eliminate hazardous material
- Use renewable and/or recycled resources
- Use traceable and responsibly farmed renewable material
- Reduce the impact on the environment while preserving quality and shelf life
- Preserve the production efficiency
- Switch to material that can circulate, be recycled, on a global market.

HOW MUCH PLANT-BASED PACKAGING MATERIAL WE USED



● Paper: 14 % (15) ● Fossil-free plastic laminate
 ● Plastic laminate: 27 % (24) ● Corrugated cardboard: 45 % (45)

(previous year)

All our packaging will come from **renewable or recycled raw material by 2030**, and they will also be designed to be recyclable on all markets.

Together against food waste

Operation-driven circularity

Coffee that is not consumed is an unnecessary waste of the Earth’s resources since 80 % of the climate effects of coffee occur in the coffee producing countries. That is why we are actively working to reduce the waste. But sometimes perfectly fine coffee beans cannot be sold as intended, when a roasting did not go exactly as planned or if there is something wrong with the bar code on the packaging for example. That is why we always strive to make the best possible of the waste generated. When coffee beans that risk being wasted are used as raw material for new products, they suddenly get a value and become an important driving force in a circular economy.

We have created a method and a reprocessing process to be able to handle the redosing of coffee beans. We call the process “rework” – a systematic and digital working method that gives us the opportunity to fully control the coffee that leaves the flow, and with complete traceability reintroduce it into the flow again.

In similar ways, we have highlighted the waste of packaged finished goods in our warehouse. With the help from a clear internal sharing of responsibility and costs as well as a specific tool for managing sales dates in the business system, we have managed to achieve a reduction in costs and waste from the warehouse.

0,47 %

of our coffee produced in Karlstad is discarded as waste. This corresponds to 4.5

- 5 kilos of waste per produced ton of coffee. The goal is to halve food waste by 2030.

(Base year 2020/2021: 0.49%)



Circle K rescued 26 tonnes

In cooperation with Circle K, we created the sustainability project **Rescued Coffee**, with the purpose to minimise unnecessary waste of coffee beans. Our coffee experts used different kinds of coffee that risked being wasted in the roastery and combined them into a unique blend. It means that the same coffee never can be copied, each batch has a totally unique flavour profile.

Four batches of Rescued Coffee have been launched this year, which means that 26 tonnes of coffee – equivalent to 120 tonnes CO2 – that risked being wasted have been consumed instead. The unique waste coffee is a result of a long-standing cooperation with Circle K.

“ Any means that can reduce food waste are welcomed with open arms, and we are very happy to cooperate with Löffbergs in this project.

- Martin Stenberg, Senior Category Manager, Circle K.



Coffee soils give growing power

Using coffee grounds to give plants extra nutrition is a well-tried method. It made us wonder if coffee beans, which for different reasons end up outside our regular flows, can be used for the same purpose.

After contacting Econova, a collaboration was initiated that resulted in the first large-scale test with coffee soil. By composting the wasted coffee beans with residues from the forest, we produced a nutritious soil that can be used as garden soil.

That the wasted coffee beans are recycled and can replace virgin peat generates both environmental and financial profits.



Innovation for a sustainable future

The circular transformation must extend outside of our own business to make a real difference. We want to involve both coffee farmers and consumers, and everyone in between, on our journey ahead. But we do not have all the solutions yet, and we have to work innovatively both internally and externally to find them. The value chain perspective also requires digital enablers to tear down barriers like geographical distance and language. The innovation department at Löffbergs are focusing on digital and circular innovation – always with the purpose to contribute to our sustainability work.

We know that we are good at importing, roasting and selling coffee. We have been doing so for more than 115 years. But we also know that 99% of the nutrients of the coffee are lost on the way to the cup, and that there is a great potential in making use of the full value of the coffee. In 2020, we founded **Circular Coffee Community**, a network to pursue open innovation for circular transformation in the world of coffee. Open innovation gives us more knowledge and experience in the projects at the same time as the opportunities for external use of our innovations increase. Circular Coffee Community offers a platform for networking,

innovative partnerships and commercial collaboration. We share our insights, experiences and knowledge to develop innovative and circular initiatives for new processes, products and services throughout the value chain of coffee. Today, we are more than 30 dedicated companies, organisations and research institutions that work with circular coffee solutions.

“ It is within Circular Coffee Community that the open innovation happens. It is an engaging platform, where we exchange experiences and cooperate in projects. We learn more about the value of coffee. Open innovation expands our horizon and gives us access to insights, resources and solutions.



- Christina Singh, Head of Circular Innovation, Löffbergs





Kajsa-Lisa Ljudén, Head of Sustainability, & Christina Singh, Head of Circular Innovation, Löfbergs

Cascara – the flavour of the future?

Over the last year, we have experimented with the flavour profile of dried skins from the coffee cherry – cascara. It turns out that the fruity notes of cascara complement a darker roasted coffee very well. Together with some of our partners in Circular Coffee Community – Coffee Cherry Company and Kawacom – we are now looking on solutions to import cascara via the digital platform Era of We (read more about Era of We on page 51). The development of a new product, a coffee cascara blend, could create new sources of income for coffee farmers as they can sell both coffee beans and cascara.

In a nearby project, the Danish Technological Institute is now carrying through a number of analyses in connection with extracting antioxidants from cascara. There is a clear need for natural antioxidants in feed and food, and cascara is rich in just that.

The solutions catalogue

Circular Coffee Community’s collection of innovative ways to recycle coffee waste – **the Solutions Catalogue** – is filled with solutions developed by community members. One exciting example comes from BRØL, a Copenhagen-based microbrewery that has made beer from stale bread and coffee grounds. Every beer bottle contains 2-5 slices of bread and 3-30 grams of grounds – a great example on how food waste can be used as raw material. There is also Easy Food that uses coffee fibres from the company Kaffe Bueno as an ingredient in their tasty cinnamon buns. After extracting the oil, the spent coffee grounds can become a source of fibre that is low in fat and rich in proteins.

“Circular Coffee Community is an important catalyst for innovation and change. It gives us a fantastic opportunity to find new solutions that can add value to our customers at the same time as it strengthens the sustainability in our business in different ways – for example by reducing our waste or contributing to better opportunities for coffee farmers.

- Kajsa-Lisa Ljudén, Head of Sustainability, Löfbergs



Together for a fair growth

FAIR

2030 Ambition:

A fair, performance driven and fully transparent value chain.



Our ambitions for 2030

A fair growth on commercial terms, where fundamental human rights are respected, is a prerequisite for sustainable development. We aim to be a driving force when it comes to creating better possibilities for coffee farmers and their communities around the world. We work in our own value chain and through development projects with small-scale coffee farmers.

We strive to minimise the risks in the supply chain by actively working with risk assessments, long-term relationships and continuously develop and follow up our Supplier Code of Conduct. Certifications are one of many important tools to reduce the risks and guarantee third party verification.

We want to change the existing business models and increase the coffee farmers' piece of the pie on the global coffee market. Our overall ambition is to increase the value of coffee and balance inequalities in the value chain.

Commitments

- » Contribute to justice and increased transparency and traceability in the value chain.
- » Promote direct relationships between farmers, roasters and consumers through our commitment to the Era of We platform.
- » Strengthen the communities of small-scale coffee farmers.
- » Reduce the sustainability risks in our purchases through close and long-term relationships with farmers, risk assessment connected to human rights, Code of Conduct and third-party certification

Goals

2023

100000

coffee farmers will improve their opportunities for self-support within the framework of ICP.

2025

100%

of all purchased green coffee will be certified by an independent party*

*A share can be verified with another method that shows a similar documented effect on sustainable development.

2030

50%

of all purchased green coffee will have an organic certification, besides another sustainability certification.

A fair and transparent value chain

Within the focus area Fair, we carry out the work with a fair, performance-driven, and more transparent value chain. We aim to be a driving force when it comes to creating better possibilities for coffee farmers and their communities around the world. But we are not only working in our own value chain, we also want to contribute to changing the entire coffee industry.

It originates in a disquieting trend around the world, where many actors are going into survival mode, lowering their guard and risk starting to tamper with human rights. Migrant workers, the ones who harvest the coffee, are often the most exposed. It is important to find fair conditions in that form of employment, to ensure that they get the rights they are entitled to.

The commercial terms also play a part. The fair trade is the driving force of creating more sustainable prerequisites. When it is affected by for example inflation, many people risk losing insights regarding solvency and the financial capacity. This is where the financial leg of sustainable development is important. If sustainability becomes a luxury product, accessible to those who can pay for it, nothing has been gained. Preserving the commercial understanding and the commercial foundations is extremely important in our focus area Fair.

In the traces of the pandemic and the freight problems of the last year, we have had to work on a smaller part of the market, which has made access to the whole certification system – and in the end, coffee of good quality – smaller. Thanks to our long-standing relationships with cooperatives, we have great knowledge on how to handle this and have managed to spread out our risks.

Another challenge connected to coffee from certified farms is the current high price of green coffee. It is good that the price for coffee is high, it means that the farmers are getting paid more. But it also means that the cooperatives have less incentives to certify their products. Then, the social and environmental benefits that the certifications bring are lost.



WHERE WE BUY OUR COFFEE FROM

78%

South America

Brazil, Peru, Colombia

15%

Central America

Honduras, Nicaragua,
El Salvador, Mexico,
Guatemala

5%

Asia

Vietnam, India, Indonesia,
Papua New Guinea

2%

Africa

Ethiopia, Rwanda, Uganda, Congo,
Kenya, Malawi, Burundi

Besides certifications, we also believe in cooperation. Together we can make a difference when it comes to better livelihoods as well as sustainable conditions. That is why we, as the first roastery, has joined the platform **Era of We** (read more on **page 51**), that results in a transfer of power in the value chain to the farmers and increases the value of their products.

Ahead, we welcome the enhanced accuracy when it comes to human rights. That the EU and other government bodies are starting to make demands that all companies must respond to is important. We believe that highlighting these issues and making demands on risk-minimisation and increased transparency can make a big difference for a lot of people. It is about making the people, and their challenges, visible in the value chain.



“ Era of We is mainly about transparency, that everyone has to motivate their place in the value chain. You also get an increased understanding for the farmers’ challenges, both when it comes to climate challenges and the possibilities of carry on the work to the next generation. By raising the awareness, we raise the interest, which in its turn can increase value and the willingness to pay.

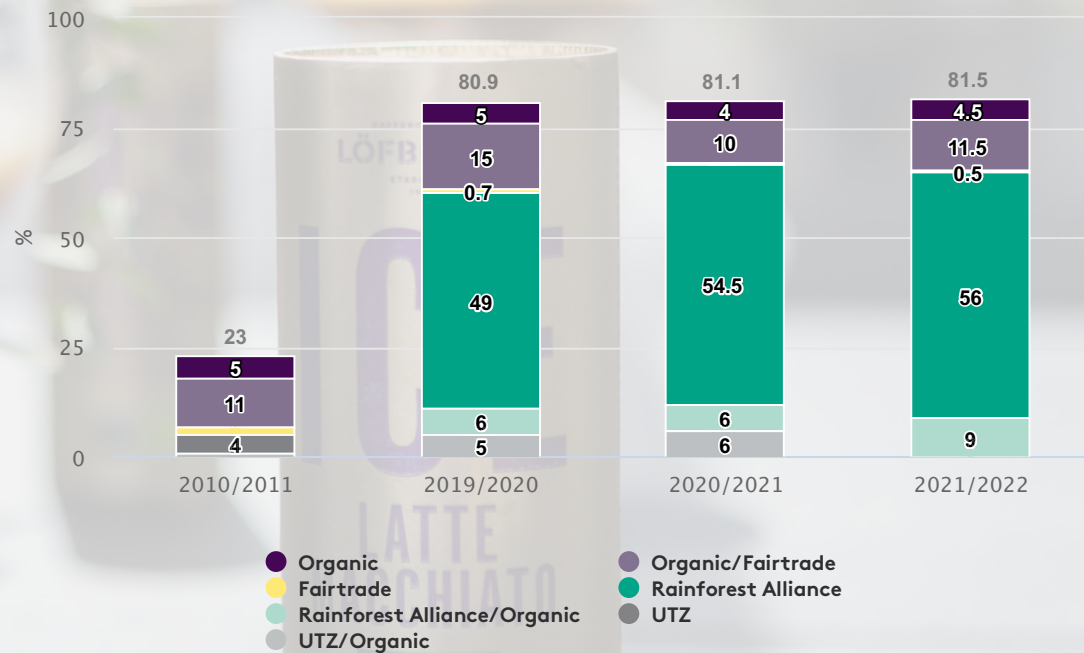
- Martin Löfberg, Chief Purchasing Officer, Löfbergs

Certifications – an important tool for a positive change

We imported the first container of organic coffee to Sweden in 1995. We are one of the world’s largest buyers of organic and Fairtrade coffee today. We see a need for increased justice in the value chain and we work with that in several different ways. Certifications play an important role since they reduce risks and contribute to a positive change.

In our constant endeavour for a more sustainable development in the value chain, certifications are a good tool and an important complement to our efforts. Working with certifications means that an independent party controls the farm, that the production and the working conditions are considerate to both people and the environment. On our visits to the producing countries, we see many great examples on certified coffee being a good tool for a positive change – better paid farmers, lower water consumption and stronger resistance to climate change for example.

HOW MUCH OF THE GREEN COFFEE WE PURCHASE IS CERTIFIED



From one container to the world's largest buyer

We were determined already in the 1990's – we wanted to be first major coffee company in Sweden to offer organic coffee. Coffee that also met our requirements on quality and flavour preferences. In 1995, we imported the first container of organic coffee to Sweden. We immediately started working to arouse the interest of customers and consumers. It was a slow start, but all of a sudden, the demand increased. Today, the entire Löfbergs assortment is sustainably certified, and almost a quarter of it is organic. We are proud that almost all of our coffee comes from certified farms, and we are now maintaining the strive for a more sustainable value chain in different ways.

Long-term collaborations secure more organic coffee from Brazil

It is often complicated to find and purchase coffee that meet our requirements on sustainability and quality. Our endeavour for a delicious organic coffee has continued on, and thanks to a development in Brazil that we have been a part of, it looks as if the supply can increase. The consumers' growing interest for environment and climate matters makes the financial benefits of organic farming stronger. Simply put, farmers are more paid for their extensive efforts in organic farming.

Tony Broman, who purchased Löfbergs's very first organic coffee for almost 30 years ago, has travelled

around in Brazil the last couple of years to tell coffee farmers about the Nordic countries' great interest for organic coffee. Organic coffee comes with extra work, but there are great commercial benefits for the farmers, especially in such a volume-driven country as Brazil. The travels have paid off, and a lot of farmers see the added value of organic farming in relation to conventionally farmed coffee. For the last couple of years, we have signed agreements with more organic farmers, and even more are in progress. The agreements extend for a number of years, which is historically long contracts in the coffee industry. It is good for us as well as the farmers as we can secure long-term deliveries of high-quality organic coffee at the same time as they can keep on investing in and developing their business. The long contracts make it easier for the coffee farmer to get a loan from banks and investors

With this year's purchase of organic coffee, we have contributed to converting an area equivalent to **12,700 football pitches** into organic production without artificial fertilizers and pesticides.

“ The climate change has affected the farming of organic coffee in many countries. Which is why it is important that farmers in Brazil, the largest producing country, invest in it. Well-managed organic farms are more resistant to climate change, but it takes several years to get certified. It requires many farmers as well as commitment and financial efforts. Those conditions can be found in Brazil.

- Tony Broman, Senior Trading Manager, Löfbergs



Tony Broman, Senior Trading Manager, Löfbergs together with Walters Cesar Dutra, Fazendas Dutra farm.



Our sustainability labels

“ Many farmers are struggling to get paid enough and to cover their production costs as a result of the pandemic and the ongoing climate change. Fairtrade are working hard to create as good conditions as possible for them to support themselves and their families.

Swedish consumers want to buy sustainably, but a large challenge right now is to engage consumers as well as companies to actively continue to choose Fairtrade in a situation of an ongoing recession and inflation.

- *Hewan Temesghen, Secretary General, Fairtrade Sweden*

“ The most important issue for Rainforest Alliance right now is to create alliances with interested parties, like Löffbergs, to transform farming into a force for good that renews the ecosystems and creates sustainable livelihoods for the coffee farmers.

We hope that Löffbergs will continue to be curious forerunners within sustainability. Supporting farmers through cooperation in innovative projects, maintain long-term relationships with producers and selling certified coffee. Consumers make a big difference just by buying certified coffee.

- *Marcus Schaefer, Markets Transformation Manager Nordics, Rainforest Alliance*

This year, we purchased **3,900 tonnes** of green coffee from Fairtrade certified farms. It has contributed with about **SEK 45 million** in premiums for cooperatives including extra payments for organic farming to small-scale coffee farmers.

Our purchases of green coffee from Rainforest Alliance certified farms have contributed to the conversion of an area equivalent to **33,000 football fields** to sustainable farming.

OUR SUSTAINABILITY LABELS



Fairtrade is an independent product label that focuses on human and labour rights. The farmer is guaranteed a minimum price and the cooperative receives an extra bonus. This paves the way for better working and living conditions.



Rainforest Alliance is an independent label that focuses on conserving biodiversity, sustainable farming methods and the conditions and livelihoods of farmers.

Rainforest Alliance has joined forces with the organisation UTZ Certified and developed the new Rainforest Alliance Sustainable Agriculture Standard, which came into effect on 1 July 2021.



The EU organic production logo is mandatory for all pre-packaged organic food products. Use of the label is voluntary for imported food products. It is only used on food products that are grown without the use of chemical pesticides or artificial fertilisers.



The Swedish KRAV label is only applied to food products grown without chemical pesticides or herbicides, artificial fertilisers or GMOs. Moreover, the products must only contain natural additives. The label also stands for humane animal welfare, social responsibility and a sustainable climate.



The Ø label is a Danish organic label. The label may be placed on organic products produced and inspected by the Danish Veterinary and Food Administration and the EU.



Soil Association Certification is the largest label for organic products in the UK. The label is used for food products, animal welfare, textiles and beauty products.

Let's transform the coffee industry

The coffee industry faces great challenges and many coffee farmers are struggling every day to survive financially. It is threatening the livelihoods and makes fewer young people see a future as coffee farmers, which in the long run can decrease the access to coffee. We work in many ways in our own value chain, for example through supplier follow-ups, development projects and certifications. But we have always had a greater ambition – to change the entire coffee industry and improve the possibilities of the farmers. It is time for a new era.

Löfbergs & Peter Larsen Kaffe X Era of We

A year has passed since Löfbergs, as the first roaster in the world, joined Era of We, a digital platform that brings farmers, roasters and consumers together. This is where coffee farmers can build their own brands and market themselves directly towards consumers and coffee roasters. It creates a more balanced value

chain with more power for the coffee farmers, as they themselves lay down the conditions.

Now, it is Denmark's turn, where Peter Larsen Kaffe has introduced the innovative global platform. The first customer to join is Aros, one of northern Europe's biggest art museums.

The platform tears down language barriers and enables contact between all stakeholders in the value chain. The digital dimension facilitates sharing of information and simple communication, which allows for a better understanding for the farmers' challenges, such as climate change and the possibilities for the next generation to take over.

As the farmers can market the unique characteristics of their coffee, Era of We contributes to increase the total value for the farmers.

We cannot change the coffee industry by ourselves, we need help. The cup of coffee in your hand is a result of hard work and extensive knowledge, and should be treated as such. You can be a part of the change by entering the platform eraofwe.com and explore the possibilities.

“ Era of We creates direct relationships between coffee farmers and our customers, completely without intermediaries. It enables new business models – our customers are always looking for new products and services that can strengthen their brand and business and Era of We is therefore an obvious channel for them.

- Malin Helgman, Head of Digital Innovation, Löfbergs



International Coffee Partners

During the coffee crisis of 2001, Löffbergs co-founded International Coffee Partners, ICP, a non-profit organisation, where we are working together with seven other family-owned coffee companies in Europe to improve the development possibilities for small-scale coffee farmers around the world.

ICP works in a strategic partnership with the foundation Hanns R. Neumann Stiftung, which is the administrator of the organisation and implements its projects all over the world. The total budget is approximately EUR 1 million per year, of which our contribution is around 15 per cent.

ICP has a holistic attitude, where four areas are in focus: sustainable farming methods and climate adaptation, entrepreneurship, strong organisations of farmers, and young people. They work with long-term commitments based on five-year strategies, and equality is a fundamental aspect of the four focus areas and in all of ICP's work and organisation.

Now, 21 years later, the goal of reaching 100,000 participants has been exceeded by far – 112,000 small-scale coffee farmers in 13 countries have participated in the projects.

OUR CONTRIBUTIONS TO ICP PROJECTS SINCE 2001

112 484 participants 23 project 13 countries



20 Years
INTERNATIONAL
Coffee Partners



Despite the difficulties brought by the pandemic, ICP has purposefully continued its work to educate and improve the living conditions of small-scale coffee farmers and their communities. There are currently 6 active projects in South America, Africa and Asia, and the goal of reaching 100,000 participants by 2023 has already been achieved!

The coffee&climate initiative

The coffee&climate initiative is a non-profit initiative, where coffee companies, public players and local organisations cooperate to help small-scale coffee farmers face climate change and improve their livelihoods. International Coffee Partners founded and operates c&c (see [page 52](#)).

c&c focuses on innovation and spreading knowledge, and has developed a toolbox. The c&c toolbox is an open online platform and contains a compilation of tools, such as climate maps and educational material. The toolbox works as a platform to exchange knowledge about well-known as well as innovative methods for climate adaptation. The methods are developed together with some of the world's leading climate experts.

Since the start in 2010, c&c has helped more than 64,000 coffee farmers and their families. Today, c&c operates in Indonesia, Ethiopia, Tanzania, Uganda, Brazil, Honduras and Guatemala.

Löfbergs and the other ICP companies are the founding members. Tim Hortons (Canada), Walter Matter (Switzerland) and J.M. Smucker (USA) are associated members.

The initiative also cooperates with the Swedish International Development Cooperation Agency. Kathrine Löfberg is the Chair of the Board since 2022.



“ The climate change is one of the greatest challenges that the coffee industry is facing, and moving forward, we need to work together in the whole business. Farmers, companies and organisations unite in c&c’s work to find solutions, and we encourage more to join us.

- Kathrine Löfberg, Chairperson, coffee&climate



coffee & climate

European Coffee Federation

Since 1 July 2022, Löffbergs is a member of the European forum European Coffee Federation (ECF). ECF exists for the European coffee industry and aims to be a cross-industry forum for exchanging common interests within food safety, sustainability and international trade.

The ECF consists of 16 national associations, 37 member companies from across Europe and represents more than 700 companies – ranging from SMEs to internationally operating companies, which account for about 35% of the world’s coffee trade volume.

“ Through ECF, we have the opportunity for direct knowledge acquisition, exchange and the ability to influence at European level. It is an important forum for us in our ambition to be a leading player in terms of fair, sustainable production and trade.

- Kathrine Löffberg, Chair of the Board, Löffbergs



PRIORITY AREAS FOR THE EUROPEAN COFFEE FEDERATION:

Food safety and compliance

Responsible sourcing and consumption

International trade



EUROPEAN
COFFEE
FEDERATION

Inclusion makes us smarter

INCLUSIVE

2030 Ambition:

A fully diverse
and inclusive business.



Our ambitions for 2030

Löfbergs wants to contribute to a more inclusive society. We believe in the inherent force that exists in an inclusive culture. Then we can fully use the strength that the diversity among our co-workers implies and contribute to a sustainable development.

We want to offer our co-workers an employee experience, where everyone is treated with respect, can be themselves and contribute. A place free from discrimination. We need a diversity of perspectives in our teams, it helps us see new perspectives, which makes us smarter and more profitable.

We take important steps every day, but we are not done yet. Naturally, we start with ourselves. But we also do what we can to inspire others, take a stand as well as use our voice and our power to work for a more inclusive society. As a sponsor, a partner and a voice in society. It is about what we believe in and who we are. It is about continuing to be relevant for all our interested parties. And it is about contributing to a more inclusive society – for everyone

Commitments

- » An inclusive workplace with co-workers that reflect society.
- » Use our voice and our brands to take a stand for a more inclusive society.
- » Diversity and inclusion are central in all sponsorships and collaborations

Goals

2023

All our employees experience that they get equal opportunities, are included and treated fairly.

2026

Our co-workers will reflect the markets where we operate.

Gender balance among our managers and at least 20 per cent of the managers will have an international background.

Our investments in society will lead to inclusion and be equally divided between women, men or neutral.

A fully diverse and inclusive business



“ To just focus on representation is not enough. In order to take advantage of the potential of diversity's analytical ability, we need to have a culture where new perspectives are included and where employees regardless of gender, age and ethnicity are given equal opportunities to participate and contribute.

- Sofia Svahn, Chief People & Culture Officer, Löfbergs

We know that companies with greater diversity achieve better financially than the ones that are homogeneous, It is about mixed groups having better analytical capabilities, as they see more perspectives and therefore make better decisions. Uniformity makes us less smart, simply put. But to just focus on representation is not enough. To benefit from the analytical capabilities of diversity, we need to have a culture where new perspectives are included and where co-workers, no matter their gender, age or ethnicity, get equal opportunities to contribute. Our work is just as much about representation as an inclusive culture.

Our ambitions and our goals in inclusion and diversity are a matter of giving us the very best conditions to create business advantage. Naturally, we begin with ourselves, but have also increased our focus the last couple of years on how we work through others, such as in collaborations and organisations that we sponsor. It is also about division and representation, where our goal towards 2026 is that our investments should be equally divided. It is just as important that we, through our collaborations, urge on for an inclusive culture, for example in the sports associations that we cooperate with.

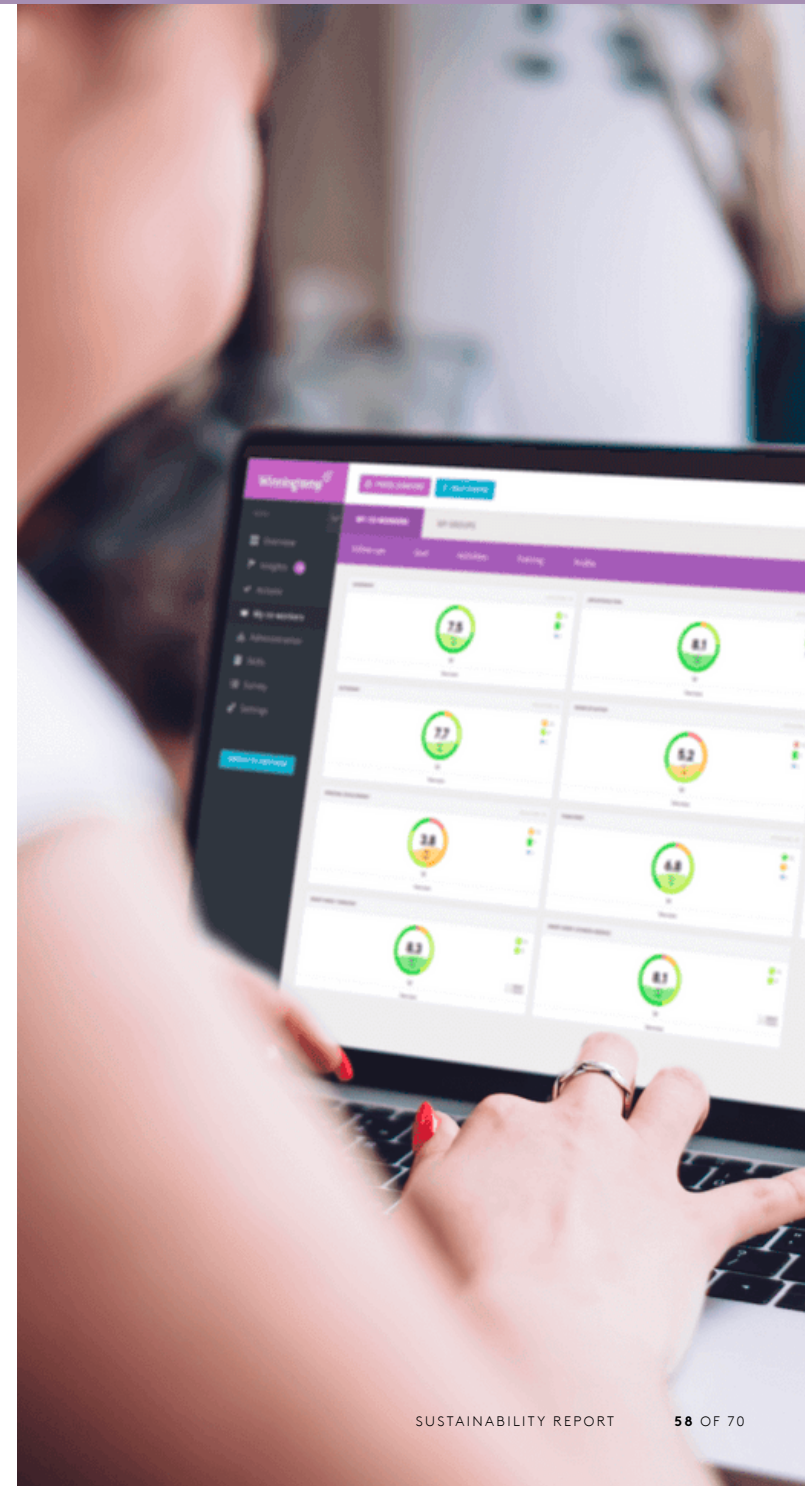


Working with inclusion and diversity requires patience and determination. We are taking small steps in the right direction every day, but still have a long journey ahead of us and need to increase the pace. We are happy to share our progress and our challenges with others, as we know that this is an area that is high on the agenda with most organisations today.

This year, we have continued our work with inclusion ambassadors, we have tightened up our Code of Conduct, and all co-workers have been trained in it. We have developed a new recruitment process for the whole group, we have increased the share of female managers and we have started measuring in real time how our co-workers experience that we perform in inclusion and diversity in the tool Winningtemp.

“ In our weekly temperature measurement, we get regular data regarding several categories, such as inclusion and diversity. The data shows that we have a high awareness in the organisation and the issues are really on our agenda, but that it goes to slowly when it comes to representation. We also see a difference in how men and women respond, where women in general give a significantly lower temperature than men in that category.”

- Helena Eriksson,
Head of Group HR,
Löfbergs





Inclusive

Accountable

We are



Together

Enterprisers

An updated manager framework makes it clear how we lead according to our values

During the coming financial year, we will launch our updated manager framework "Leading the Löffbergs Way", where we, with support from our core values, define the leadership we need to reach our goals, build a culture with high dedication and co-workers that reflect the society we are a part of. In September 2022, a process began, where all managers in Löffbergs work through our framework to get the very best prerequisites to deliver on their mission as managers within Löffbergs.

Ahead, we will strengthen our focus on:

- An increased pace regarding representation. Not least when it comes to women in sales and top-level management as well as the share of managers with an international background.
- Give our inclusion ambassadors even better prerequisites to contribute to making our culture inclusive.

Inclusion makes us smarter

We believe that inclusion makes us smarter and that our co-workers feel better in an environment characterised by diversity. Our goal is that our co-workers should reflect the society we are a part of. We have clear goals for diversity at management as well as employee level, and we are regularly measuring how we are doing. To advance for a more inclusive culture with co-workers that reflect our society, we work in many ways. It is about everything from the big issues, like our Code of Conduct and recruitment process, and the seemingly smaller issues, like cultural coffee breaks and period-proofing offices. We are taking small steps every day, but still have quite a journey ahead of us before we are there.

An updated recruitment process for greater diversity

One important enabler for greater diversity is how we attract and recruit co-workers. This year, we have developed our recruitment process. A central part has been to minimise bias, that is to not let any prejudice control the process, and maximise our chances to recruit candidates who contribute to the diversity of the group.

A selection of the changes we have made:

- Made it clear that our managers in all recruitments should endeavour to balance the group's diversity and that diversity will be valued as another merit.
- In the case of equal qualifications, the end-candidate that contributes to a greater diversity of the group should always be offered the position.
- In our advertisements, we make it clear that pictures are not required for the application.
- We use interview questions that are competence-based and relevant from the requirements of the vacant position. We do not ask questions about private life and family.
- We avoid recruiting from our own private networks, such as friends and family. If the candidate is closely connected to the recruiting manager, the manager's manager should participate.

As a part of our updated process, we have also procured and started the implementation of a new recruitment tool for the entire group, Jobylon, which enables better data collection, simplifies for our managers and improves the candidate experience.

During the spring of 2022, we have tested **Alva Labs** for a number of recruitments in Sweden, which has brought us a new way of minimising bias in the process and make decisions based on data, not gut feeling. Through early testing in a process, candidates are screened objectively and automatically with help from personality and logics test, which are matched towards a specific requirements profile.



LÖFBERGS



An increased share of female managers, but a continuous share of men in the top layer

“ This year, the share of female managers has gone from 29 to 33 per cent on a group level. The part of our business where we have the most equal division is in Solution Centre, where 44% of our managers are women and where conscious efforts really have had an effect. Just as in many other businesses, the top-level management is still very male-dominated and so is the part of our business that works with sales, which naturally limits us as we are missing important perspectives, something we need to strengthen the focus on in our work ahead”

- Anders Fredriksson, CEO and Group Chief Executive

DIVERSITY AMONG CO-WORKERS AND MANAGERS

	NUMBER OF EMPLOYEES	MEN	WOMEN	INTERNATIONAL BACKGROUND *
Total Löfbergs Group				
Total	308	61 %	39 %	-
Leading positions	61	67 %	33 %	-
Sweden				
Total	168	61 %	39 %	7% **
Leading positions	32	56 %	44 %	9% **
Denmark				
Total	70	62 %	38 %	-
Leading positions	10	80 %	20 %	-
Baltics (Est, Lat, Lit)				
Total	35	49 %	51 %	-
Leading positions	8	63 %	37 %	-
England				
Total	23	69 %	31 %	-
Leading positions	6	83 %	17 %	-
Norway				
Total	6	67 %	33 %	-
Leading positions	2	100 %	0 %	-
Finland				
Total	6	64 %	36 %	-
Leading positions	3	100 %	0 %	-

Almost all employees (99%) are permanent employees and full time. The rest, 1%, are temporary agent workers and mainly work in our production in Sweden as well as in our businesses in Denmark and UK.

The table refers to permanent employees.

*Data regarding international background is only available for the Swedish business.

** Refers to financial year 2020/2021



Mission: Inclusion

Our inclusion ambassadors play an important role and help us to get better at including and catching perspectives from all of us as well as building knowledge within this field. As a part of their work, the inclusion ambassadors meet the group management every year in a workshop to share knowledge and experiences – and identify challenges and opportunities. This year’s workshop resulted among other things in the following decisions that will be implemented the coming financial year:

- The ambassadors will join local management team meetings and proceed from the possibilities and challenges we have in different parts of the organisation.
- All co-workers will go through a digital training in inclusion, which is developed with the support from our ambassadors.

An external channel for whistleblowing for increased protection for the whistle-blower

Our internal channel for whistleblowing has been replaced by an external channel in accordance with new EU legislation to increase the protection for the whistleblower. Read more on **page 16** on how we handle whistleblowing.

An updated Code of Conduct and digital training for all co-workers

Our Code of Conduct is one of the most important governing documents for everyone who works at Löfbergs as well as in all our interactions with the world around us. The code is a living document that is regularly updated concurrently with the changes of the world. The following changes have been made this year.

- A clarification that the code not only applies to ourselves, but also how we act through others, such as customers, suppliers and sponsorship partners.
- A clarification that the observance of the Swedish sex purchase act is our objective, no matter the market and local legislation.
- A further clarification that we as a business have zero tolerance for all forms of activities that exploit people and risk violating human rights, for example visiting strip clubs and using pornographic material on the company’s digital units.

That all co-workers regularly are educated in our Code of Conduct is important, not least when updates occur. To secure the observance, a new digital training has been developed that all co-workers go through.

A zero-vision for accidents

It is natural and important for us to offer a safe and healthy work environment. We have a zero-vision for accidents and regularly conduct risk assessments. Our most prevalent occupational risks are stress-related illness, accidents within our production and our salespeople spending many hours on the roads. We have had 14 work-related incidents during the year, of which 1 led to shorter absence. When incidents occur, we take correcting actions to minimise the risks of them happening again.

All co-workers have a responsibility to report risk observations, incidents and accidents in an accessible system, which is followed up by the respective manager and the Health and Safety Committee, where Union representatives and different parts of the organisation are represented. All managers in Sweden have been educated in work environment law and systematic work environment. They also have a running dialogue with their teams every month.



Period-proofed toilets in Sweden

Every other person in the world experience their period at some time, but sanitary protection is not as obvious in toilets as toilet paper. Did you know that 64% of all women at some point have had to leave their workplace to get sanitary protection? A period-proofed toilet means that there are sinks, soaps, waste bins and sanitary protection in form of tampons and sanitary pads.

Löfbergs' Headquarters is a period-proofed workplace since September 2021 with help from the organisation Menssäkrad's boxes that are placed in our offices and roasteries in Sweden as well as in our coffee bar in Karlstad.



Don't worry, we got your back. 🙋‍♀️

Mensskydd

LÖFBERGS

“ Period-proofing is a simple, natural and very concrete way to take a small, but important step in our gender equality work. At the same time, we are contributing to breaking the taboo and the important work that Menssäkrad carries out.



- Sofia Svahn, Chief People & Culture Officer, Löfbergs

Cultural coffee breaks

Coffee traditions around the world differ a lot, and some co-workers in Karlstad took the initiative to arrange cultural coffee breaks this year.

Everyone working in Karlstad was invited, and with help from colleagues from different parts of the world, we got to try the coffee cultures of different countries. We have been in Syria, Ethiopia, China and naturally, Sweden – so far!



A voice in society

We are small in some respects, but big enough to make a difference. We sponsor different associations and have several partnerships and contacts outside our own value chain. Internally, we work in many different ways to influence culture and contribute to greater diversity, inclusion and well-being with our co-workers. But we also want to influence the context we operate in by using our voice in society in a way that contributes to change. Our clear values create a security and make us take a stand and pursue matters that are important to us.

Knus Kræft – when what cannot happen happens

We are proud co-founders of the Knus Kræft initiative in Denmark since 2016. An initiative that works to create a better everyday life for children and families affected by cancer. Since the start, we have raised more than DKK 10 million. The entire amount has been donated to efforts that will support and bring joy to the children and their families. In 2021, we arranged a big gala dinner with children and their families as well as a number of famous Danish artists. Together, we raised almost DKK 6 million for Knus Kræft.

Sponsorships for more inclusive and equal sports



We sponsor both larger and smaller sports associations on several of our markets. In Denmark, we are proud partners to the elite football club for men, Viborg FF, and one of the best handball teams for women, Viborg HK. For years, we have been the main sponsor to one of Sweden's most successful ice hockey teams: Färjestad BK. The club has teams for women and men in all ages that we support in our collaboration. We are also the sponsor of the Ski Team Sweden Alpine as well as several arenas, such as Brentford Community Stadium in London and Nokia Arena in Tampere.

That our values correspond with our sponsorships is important, and we love to work together with the associations we sponsor to urge on for more inclusive and equal sports. During the last couple of years, we have worked on the project Det Grønne Kort (The Green Card) together with Viborg FF and have worked to highlight unhealthy male ideals together with Färjestad BK.

Coffee as a catalyst to wipe out homelessness

As sponsors of Brentford Community Stadium in London, we chose to put our premises for brand exposure at the disposal of our customer Change Please, whose mission is to wipe out homelessness through coffee. The chain of cafés, which operates on eight markets in Europe, invests all its profit in initiatives that help homeless people get a job and a home.



A well-needed coffee break at Ronald McDonald House.

“ Our vision is that all seriously ill children in Sweden should be able to feel better with their loved ones close by. Every year, about 4,000 families live in our five Ronald McDonald houses. Some families stay for a few nights, while others live and come back to the houses for several years.

The nice donations from Löfbergs as a monthly donor as well as providing coffee and tea at our houses also give the parents the possibility of a break and some breathing space to regain their strength and energy. Thank you for joining us in making a difference when it is needed the most!

- Lisa Palm Danielsson, Ronald McDonald Barnfond



Löfbergs supports Everyone is different – Different is good

Football has, just as a coffee break, a uniting power that gathers people and get them to feel joy and community. Is does not matter who you are, where you come from or who you like.

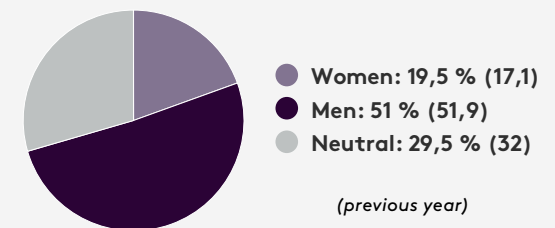
We like that, and that is why we are a part of Everyone is different – Different is good together with ICA and the Swedish Football Association during the football summer of 2022. A way for us to contribute to a positive change and more equality and inclusion in Swedish football.

Everyone is different – Different is good helps associations that create opportunities and conditions for children and youth – no matter their socio-economic background, gender, ethnicity and functional diversity – to become a part of the football movement. Since their start in 2016, Everyone is different – Different is good has supported club activities with SEK 11 million.

In support of the people in Ukraine

The Russian invasion of Ukraine shocked a whole world. A tragic and terrible act of war, which was met by an impressive and admirable resistance from the people in Ukraine. The European and international community show great support for Ukraine, and we wanted to do the same. As a consequence, we decided to stop all sales to Russian and Belarusian companies. At the same time, we participated in fund raises and distribution of relief items. We have also donated money to UNICEF and their lifesaving support to protect children and families affected by the war.

DISTRIBUTIONS OF INVESTMENTS



Includes investments made in local communities, for example organisations, sports and culture. Does not include development projects in producing countries. Neutral refers to arenas and meeting-places for culture and mixed teams for example.



This is our eleventh annual sustainability report, and it concerns the financial year from 1 July 2021 to 30 June 2022. We report on our efforts to contribute to a sustainable development together with customers, consumers, suppliers, and others.

Basic data and statistics are gathered from our internal business systems and apply to our entire business unless otherwise specified. No external audit of the report has been performed. However, our business is regularly audited by external auditors through our participation in environmental, quality and food safety certification programs. As members of the Haga Initiative climate network, we also receive external support for quality assurance regarding climate data.

Reflects what is most important

The content of this report reflects what is of most importance for our business, which we have identified through internal and external dialogues, analyses and surveys. We use GRI Standards, Core level, as support, to ensure that the report is relevant and captures what is most important.

The knowledge of the sustainability challenges we face is under continuous development. Except materiality analyses and GRI, we also take Agenda 2030 and the global goals for sustainable development into consideration as well as the legal requirement on sustainability reporting.

The table below provides an overview of prioritized risks and areas within sustainability, from bean to cup.

PART OF VALUE CHAIN	SUSTAINABILITY IMPACT & RISKS
Sourcing - Coffee farming	Climate impact and adaptation. Biodiversity, deforestation and protection of nature. Sustainable coffee cultivation. Livelihood of coffee farmers. Community investments (farming methods, training). Social conditions, respect for human rights (high-risk countries).
Processing	Energy-efficiency, renewable energy sources. Transports and logistics. Packaging material and innovation. Waste. Environmental compliance (water, emissions, noise).
Workplace - Employees	Working conditions. Health and safety. Diversity and inclusion. Values and leadership. Business ethics and anti-corruption.
Marketing & Sales - Customers	Knowledge sharing and demand for certified coffee and labelled products. Sustainable added values, business partnerships.
Consumption - Consumers	Knowledge and demand for certified coffee. Reduce food waste.
Community engagement - local society	Social sponsoring and local community engagement /investments. Tax contribution. Policy contribution and influence (through networking and debate).

The entire value chain

Our business affects planet Earth and its inhabitants one way or another. The climate change and the loss of biodiversity are serious threats against humanity, and they are closely linked. This, together with the next generation’s possibilities of well-being and development, are two great challenges that we are facing together with others in the entire value chain.

The materiality analysis also indicated increasing significance of some matters, for example packaging material and the conversion from fossil to plant-based as well as the circular economy without any waste, where what was previously regarded as waste now is seen as the beginning of something new.

If you have any questions or concerns, please get in touch.

Kajsa-Lisa Ljudén

Head of Sustainability

kajsa-lisa.ljuden@lofbergs.se



GRI-Index

GENERAL DISCLOSURES

GRI 102 (2016)	Organisational Profile	Comment	Page
102-1	Name of the organisation		1
102-2	Activities, brands, products, and services		9-11
102-3	Location of headquarters		8
102-4	Countries of operation		12
102-5	Ownership and legal structure		8, 12
102-6	Markets served		8, 12
102-7	Scale of the organisation		8
102-8	Information on employees and other workers	Reported data include permanent employees, on all markets. Data reported is based on the status per 30/06/2022.	61
102-9	Supply chain		19-21
102-10	Significant changes to the organisation and its supply chain	A major organizational change with division into three geographical areas. See p.10, 16. Kajsa-Lisa Ljudén replaces Eva Eriksson as Head of Sustainability 01/07/2022.	
102-11	Precautionary Principle or approach	The precautionary principle is integrated in our approach for sustainable business development. It is a part of our ISO 14001-certified environment management system, and included in our processes for assessing and evaluating product and operations changes and development.	
102-12	External initiatives		16-18, 19-21
102-13	Membership of organisations		28-30
Strategy			
102-14	Statement from senior decision-makers		3-4
102-15	Key impacts, risks, and opportunities		25-27, 66
Ethics and Integrity			
102-16	Values, principles, standards, and norms of behaviour		13-14, 25-27
Governance			
102-18	Governance structure		9-12, 16-17
Stakeholder engagement			

102-40	List of stakeholder groups		22-23
102-41	Collective bargaining agreements	100 per cent of the employees in Sweden.	
102-42	Identifying and selecting stakeholders		22-23
102-43	Approach to stakeholder engagement		22-23
102-44	Key topics and concerns raised	Working conditions in our supply chain, transports, recyclable and renewable packaging materials, food waste and gender/equality are subjects we have been discussing internally and externally during the year.	22-23
Reporting Practice			
102-45	Entities included in the consolidated financial statements		12
102-46	Defining report content and topic boundaries		66-67
102-47	List of material topics		66-67
102-48	Restatements of information	New base year for climate goals (2018/2019)	
102-49	Changes in reporting		
102-50	Reporting period	2021/2022	
102-51	Date of most recent report	November, 2021	
102-52	Reporting cycle	Annual	
102-53	Contact point for questions regarding the report		67
102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared with support of the GRI Standards: Core option	
102-55	GRI Index		68-69
102-56	External assurance	No	66

SPECIFIC DISCLOSURES

GRI 201 (2016)	Economic Performance	Boundaries	Comment	Page
ECONOMIC				
103-1, 2, 3	Sustainability governance			16-21, 25-27
201-1	Direct economic value generated and distributed			17
201-2	Financial implications and other risks and opportunities due to climate change	Supply chain		35-37, 46-47
GRI 203 (2016) Indirect Economic Impacts				
103-1, 2, 3	Sustainability governance			16-21, 25-27
203-2	Significant indirect economic impacts	Supply chain		17, 46-47
Food Proc. Sector Supplement				
Sourcing and Procurement Principles				
103-1, 2, 3	Sustainability governance			16-21, 25-27
G4-FP2	Percentage of purchased volume which is verified as being in accordance with credible, internationally recognized responsible production standards, broken down by standard	Supply chain		48
GRI 205 (2016) Anti-corruption				
103-1, 2, 3	Sustainability governance			16-21, 25-27
205-2	Communication and training about anti-corruption policies and procedures	Supply chain		16, 62
205-3	Corruption incidents		No confirmed incidents of corruption	
ENVIRONMENTAL				
GRI 301 (2016) Materials				
103-1, 2, 3	Sustainability governance			25-27, 32
301-1	Materials used by weight or volume	Production		19, 38-39
301-2	Recycled input materials used	Production		38-39
GRI 302 (2016) Energy				
103-1, 2, 3	Sustainability governance			25-27, 32
302-1	Energy consumption within the organisation	Löfbergs' facilities in Karlstad, Viborg and Riga.		36
302-3	Energy intensity	Löfbergs' facilities in Karlstad, Viborg and Riga.		36
302-4	Reduction of energy consumption	Löfbergs' production facilities in Karlstad, Viborg and Riga. (Energy use p. 36, coffee production p. 8)		8, 36
GRI 305 (2016) Emissions				
103-1, 2, 3	Sustainability governance			25-27, 32
305-1	Direct (Scope 1) greenhouse gas emissions	All of Löfbergs' operations in Sweden and production in Denmark.		37
305-2	Indirect (Scope 2) greenhouse gas emissions	All of Löfbergs' operations in Sweden and production in Denmark.		37

305-3	Other indirect (Scope 3) greenhouse gas emissions	All of Löfbergs' operations in Sweden and production in Denmark.		37
305-5	Reduction of greenhouse gas emissions	All of Löfbergs' operations in Sweden and production in Denmark.		37
GRI 306 (2016) Effluents and Waste				
103-1, 2, 3	Sustainability governance			25-27, 32
306-2	Waste by type and disposal method	Premises in Karlstad, which stand for 94 % of the groups production		33, 40
GRI 307 (2016) Environmental Compliance				
103-1, 2, 3	Sustainability governance			25-27
307-1	Non-compliance with environmental laws and regulations		Non-compliance with environmental laws and regulations	
GRI 308 (2016) Supplier Environmental Assessment				
103-1, 2, 3	Sustainability governance			16-21, 25-27, 45
308-1	New suppliers that were screened using social criteria			19, 49
308-2	Negative environmental impacts in the supply chain and actions taken	Supply chain		16-21, 46-54
SOCIAL				
GRI 403 (2016) Occupational Health and Safety				
103-1, 2, 3	Sustainability governance			16, 25-27, 56
403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities			62
GRI 404 (2016) Training and Education				
103-1, 2, 3	Sustainability governance			56, 57-58
404-3	Percentage of employees receiving regular performance and career development reviews			59-62
GRI 405 (2016) Diversity and Equal Opportunity				
103-1, 2, 3	Sustainability governance			25-27, 56
405-1	Diversity of governance bodies and employees			10, 61
GRI 412 (2016) Human Rights Assessment				
103-1, 2, 3	Sustainability governance			16-21, 25-27
412-2	Employee training on human rights policies or procedures			16, 62
GRI 414 (2016) Supplier Social Assessment				
103-1, 2, 3	Sustainability governance			16-21, 25-27
414-1	New suppliers that were screened using social criteria			19, 49
414-2	Negative environmental impacts in the supply chain and actions taken	Supply chain		16-21, 46-54
Food Proc. Sector Supplement				
Customer Health and Safety				
103-1, 2, 3	Sustainability governance			17-18, 25-27
G4-FP5	Percentage of production volume manufactured in sites certified by an independent third party according to internationally recognized food safety management system standards		All production facilities have at least one certification according to some standard for food safety.	18



Thanks for reading this far.