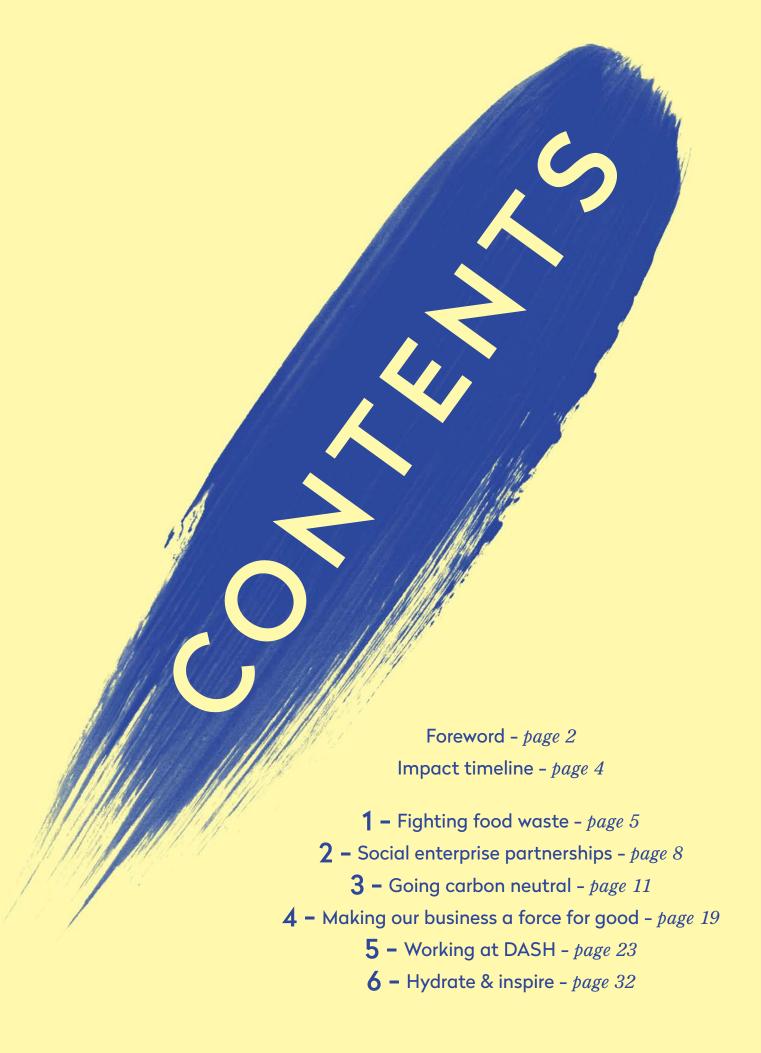
2021 - 2022

Impact Report



People - Environment - Health



Foreword

DASH's Wonky World View



The founding idea behind DASH was to raise awareness of and help address a problem we'd witnessed growing up on farms: supermarkets declining to buy wonky or discoloured fruit and veg, yet simultaneously driving overproduction practices.



Impact timeline

2016

DASH's Wonky Mission begins

by discussing food waste with UK farmers, leading to the creation of healthy drinks that use the misshapen misfits others turn away

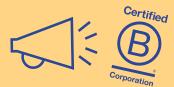


2017

YFEEDBACK

We join Feedback's gleaning network, helping stop fruit and veg from going to waste

2019



DASH becomes a certified B Corporation,

joining a global movement of people and companies using business as a force for good

2020

Our team members commit to two volunteer days each month with a local soup kitchen

DASH helps donate 150,000 meals

to those in need through a partnership with The Felix Project



2021



DASH adds carbon labelling to its drinks cans

Operations begin in Australia,

helping expand the Wonky Mission by using locally grown fruit down under



2022



DASH signs up to Stop Food Waste pact to help halve food waste in Australia by 2030

We become carbon neutral.

compensating for all carbon emitted from our drinks, offices and travel



DASH goes wonky to fight food waste

How an evidence-based approach can help fix a broken system



Globally, almost 40% of food produced is wasted, amounting to 2.5 billion tonnes every year (*Driven to Waste: Global Food Loss on Farms, WWF, 2021*). Not only does this negatively affect food security and nutrition, it also wastes energy, water and land use, limiting efforts to tackle climate change (*Food Loss and Waste Reduction report - FAO, 2022*).

9.5 million tonnes of edible food was thrown away in 2018



Meanwhile, in the UK, the latest estimates suggest 9.5 million tonnes of edible food was thrown away in 2018, with a value of over £19 billion and a footprint of more than 25 million tonnes of greenhouse gas emissions (House of Lords, 2021).

These figures are once food has entered the supply chain, however we know there is a further need to tackle primary level waste on farms, with wastage levels of 10–16% in a typical year (Farm Waste Report – Feedback, 2018).



Yet it doesn't have to be this way, so DASH researched how it could make positive changes in its own sphere of influence.

That saw us partner with Feedback, a campaign group working to regenerate nature by transforming our food system, to identify the drivers of food waste on UK farms.

We discovered two root causes, both of which are the outcome of irresponsible buying behaviours by retailers and other major market players.

First, the strict grading systems used by supermarkets – with high standards for appearance, weight and colour – means "wonky" or imperfect–looking fruit and vegetables can struggle to make it to the grocery shelves (Supermarket Scorecard – Feedback, 2018).

What is particularly shocking, is the nutritional quality and value of the rejected goods is exactly the same for the consumer and requires the same economic input from the farmer to grow.



An unsustainable policy

Second, when speaking with farmers we realised they were often under pressure to grow more fruit and vegetables than they could sell. This is due to what Feedback identified as "a climate of fear" in which a small group of large supermarkets hold the power to switch suppliers if a farmer fails to meet their volume requirements or cosmetic standards.

In the unpredictable world of crop growing, this has forced farmers towards a policy of overproduction in order to maintain key contracts (Farm Waste Report - Feedback, 2018). In the case of a good harvest, surplus crops may simply be left wasted in the field with no market to serve.

Our solution

At DASH, our mission to tackle endemic food waste has two key elements



First, to change attitudes about "wonky" produce and to highlight – through our brand messaging and public engagement – that imperfections should be accepted as natural and even celebrated for being unique.

We hope this will help us bring an end to irresponsible buying behaviours and to see nutritious fruit and vegetables of all shapes and sizes in retail aisles.

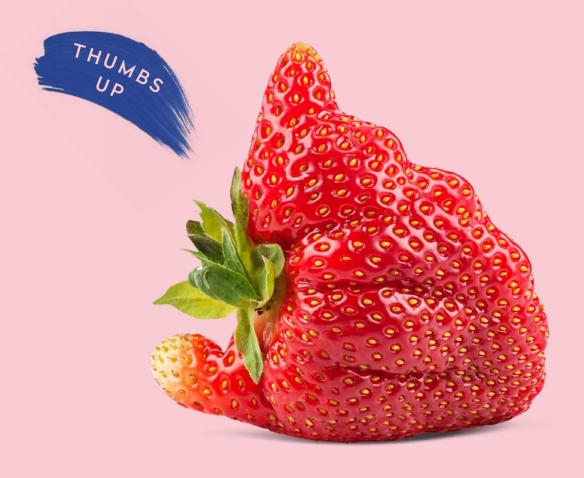


Second, to lead the way by ensuring that in our own drinks we are using fruit and vegetables that others say no to – giving the farmers we work with peace of mind that their wonky or surplus produce will end up on shop shelves.

DASH partners for good

Social enterprise is part of our DNA

At DASH we always think about the bigger picture, and how we can balance the financial benefits of running a business with our broader social and environmental goals. This has led us towards a series of fruitful partnerships that help extend the DASH mission.



The Felix Project

Fighting food waste and hunger

A charity that redistributes surplus food to those living below the poverty line, **The Felix Project** is a lifeline for people living in London.

DASH first teamed up with The Felix Project in 2021, donating a meal for every pack of DASH drinks sold throughout July of that year. We ended up donating more than 57,000 meals. It was such a success, in 2022 we ran the campaign again, donating over 90,000 meals.





The Soup Kitchen

Good food for those most in need



DASH also works closely with **The American International Church Soup Kitchen**, an amazing charity operating near our London headquarters that supplies a hot meal each day to the homeless.

On the first Tuesday of every month, team DASH volunteers at the soup kitchen, helping support those people in the local community who need a helping hand.



Feedback

Gleaning on the frontline

DASH has a close relationship with campaign group **Feedback**, which aims to regenerate nature by transforming our food system. We have already worked together to research and tackle the causes of food waste on UK farms (see page 6) - but to take this a step further, each year we roll up our sleeves and head to the frontline of food waste.

Through multiple volunteering days – at least two each year, and more if we can – the team helps pick surplus produce, a practice known as gleaning, on farms that do not have the resources to pick all their crops themselves.

It's a great way for the team to understand the problems we're seeking to solve - but best of all the produce DASH and Feedback collect is redistributed to different charities across the UK.



Volunteer days

Good for others, good for us



At DASH we believe giving back and having the opportunity to step outside the business is an essential part of personal growth. So, in 2021 we made it an employee benefit to take a volunteer day off each year at any chosen charity.

It's seen team members work with a brilliant and diverse range of organisations – and has the added benefit of bringing fresh perspectives and new skills back to the business, helping us develop and learn.

YOU DRINK. WE DONATE.

DASH goes carbon neutral



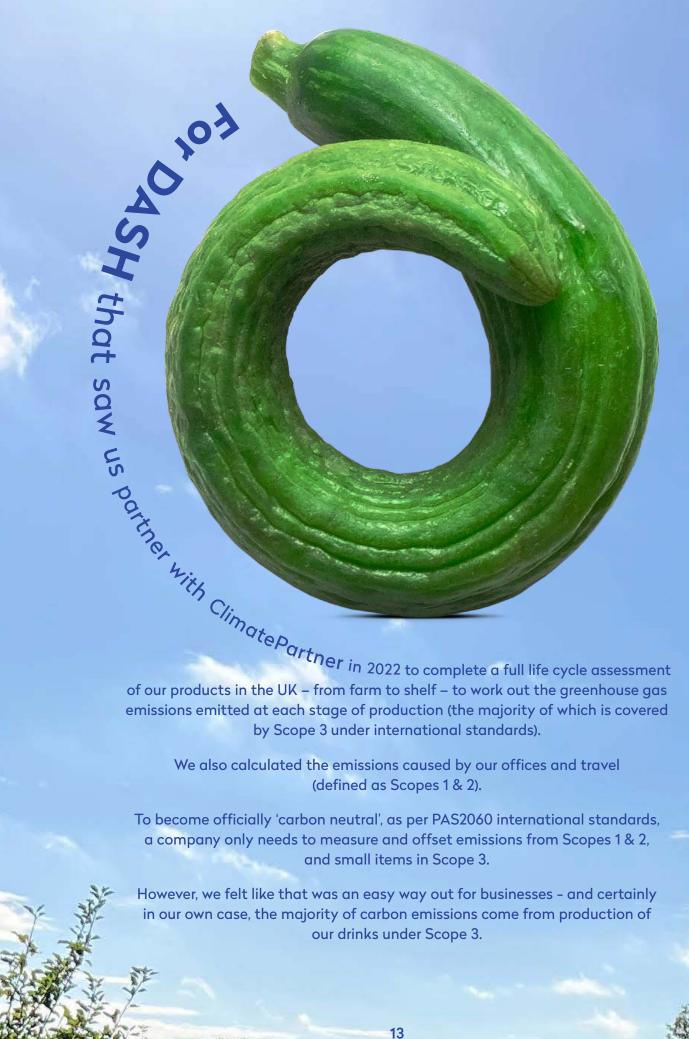
We count our carbon so we can cut it



Carbon dioxide and other greenhouse gases are major contributors to global warming, and businesses are a significant source of these emissions.

However,

by measuring carbon output, it's possible to identify areas where an organisation can reduce its emissions and become more sustainable.



WE GO ABOVE AND BEYOND

So we go above and beyond the technical requirements for carbon neutrality by compensating for all of our Scope 1 and 2 emissions, and the vast majority of our Scope 3 emissions (i.e. all of our product emissions measured with ClimatePartner). This amounted to a total of 2,384 tonnes of CO2 in 2022.

we offset

2,384

tonnes of CO2

DASH CO2 emissions - 2022

79 tonnes of CO2

Offices and travel emissions (Scopes 1 & 2)

2,305
tonnes of CO2

CLIMATE FOOTPRINT

0.14
kg CO2 per can

Product production emissions, from farm to shelf (Scope 3)



Going further with the help of our customers

DASH's average climate footprint score, as measured by **ClimatePartner**, is 0.14kg CO2 per single 330ml can, but we have plenty of work to do to improve this.

47% of this score comes from our aluminium can, so it is a key focus for us to raise awareness of the importance of recycling. Cans that are recycled go directly back into the aluminium supply chain, and this can be repeated forever.

If we work together to achieve a 100 per cent recycled content from our cans - our footprint would be cut by 38%.



How DASH compensates for its carbon footprint

For us, being a carbon neutral business means doing two things: cutting emissions from every possible part in the production of our drinks, and then compensating for the remainder through offsets and carbon certificates.

Cutting emissions is an ongoing process that requires DASH to monitor everything it does to seek efficiencies and better ways of working, from sourcing wonky fruit on our farms, to manufacturing our cans, right through to the delivery of our drinks.

We will always be open and transparent about this process, highlighting challenges and successes, while always striving to improve.

Meanwhile, to compensate for emissions it's important to work with credible and respected

partners. DASH currently works with three; ClimatePartner, which helps businesses take climate action; Respira, a carbon finance business; and Blaston Farm, which is pushing the boundaries in regenerative farming.

With ClimatePartner's help, we're able to support a carbon reduction project certified at the very highest level by Gold Standard or the Verified Carbon Standard. This supports clean, renewable energy.



Soil carbon sequestration







Climate positive farming

Conventional farming takes more from the soil than it gives back, and expects to get a certain amount of productive years from a field or farm before soil health is depleted by over-use.

However, Blaston Farm is creating a new business model for UK farming, selling carbon certificates by directly measuring soil organic carbon gains, validating regenerative agriculture practices and providing a pathway for British farmers to profitably transition to be climate positive. The beauty of regenerative farming is that it works in balance with the soil ecosystem, always feeding it first to make sure it is healthy and thriving. Given farmers tend a huge amount of the UK's countryside, they could be great custodians of carbon capturing through land use - and DASH is here to support them, just as forward thinking farms like Blaston are able to help us compensate for our own carbon emissions.

DASH proves its



Achieving B Corp Certification shows we place sustainability first

Businesses often claim to be behaving responsibly, but how can that be measured and independently verified?

The answer is to achieve B Corp Certification, which demonstrates that rigorous standards of social and environmental performance, transparency, and legal accountability to balance profit and purpose have been met.

In less fancy terms, that means DASH's business really is a force for good - and that the experts have made a thorough assessment before giving us the thumbs up.



Our B Corp score!



Based on the B Impact assessment, DASH Water earned an overall score of **81.7**. The median score for ordinary businesses who complete the assessment is currently **50.9**.



A long-term commitment

DASH achieved its B Corp Certification in 2020, and alongside other B Corp businesses – including inspirational global brands such as Patagonia, and food waste pioneers in the UK such as Oddbox, Toast Ale and Rubies in the Rubble – we're helping build a more inclusive and sustainable economy. Needless to say, we wear our B Corp badge with pride.

However, maintaining B Corp status requires ongoing effort and a commitment to continuous improvement. If a company wants to keep its certification, it must continue to meet the high standards set by the B Corp program.

This is a good thing; it means we will always work hard, and prove to the world that DASH's mission is an ongoing and long lasting commitment.



A framework for change

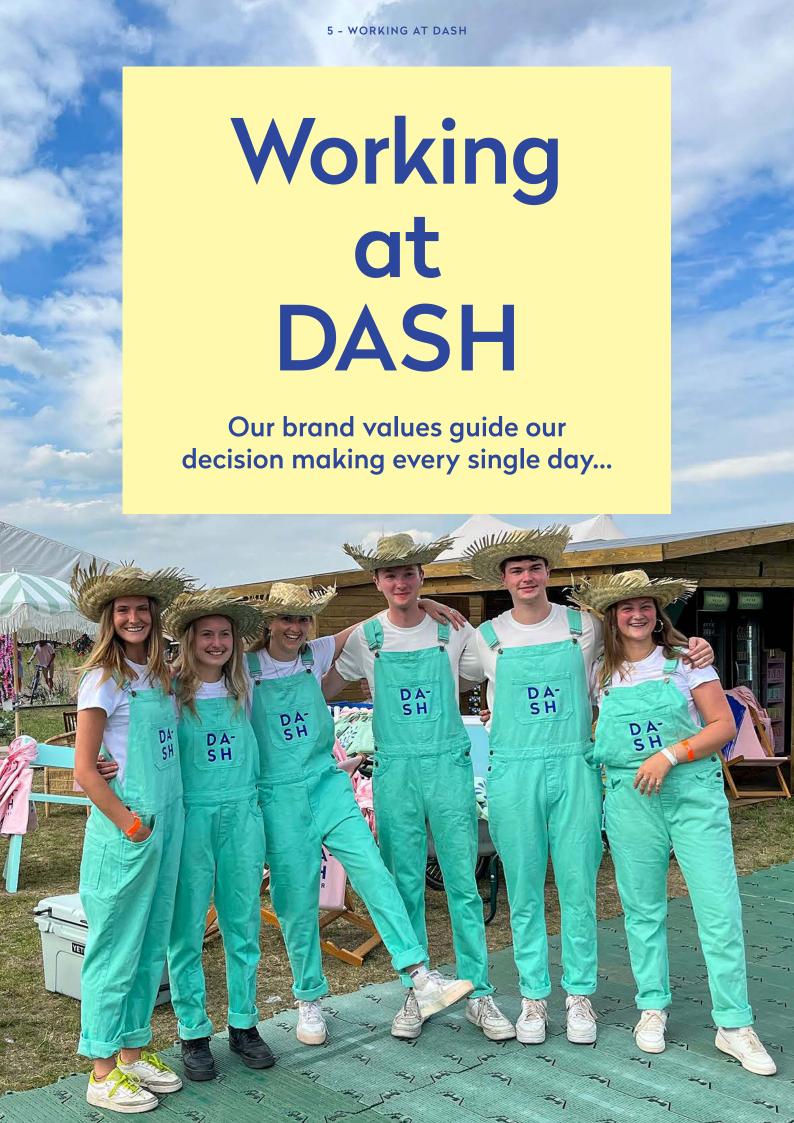
The founding idea behind the B Corp movement is that the world's most challenging problems cannot be solved by governments and nonprofits alone. By harnessing the power of business, B Corps commit to positively impact all stakeholders – workers, communities, customers, and our planet.

The accreditation process is led by the non-profit B Lab, which undertakes a

360-degree assessment of how a business operates. It also supplies a roadmap for continual improvement, which every B Corp must follow.

There are now over 1,100 B Corps in the UK, across 58 industries and with more than 52,000 employees, including influential food and beverage brands such as Innocent, Proper Snacks, Tony's Chocolonely and Abel & Cole.

Globally, there are more than 6,300 B Corps, and together they are shifting our global economy from a system that profits few to one that benefits all.



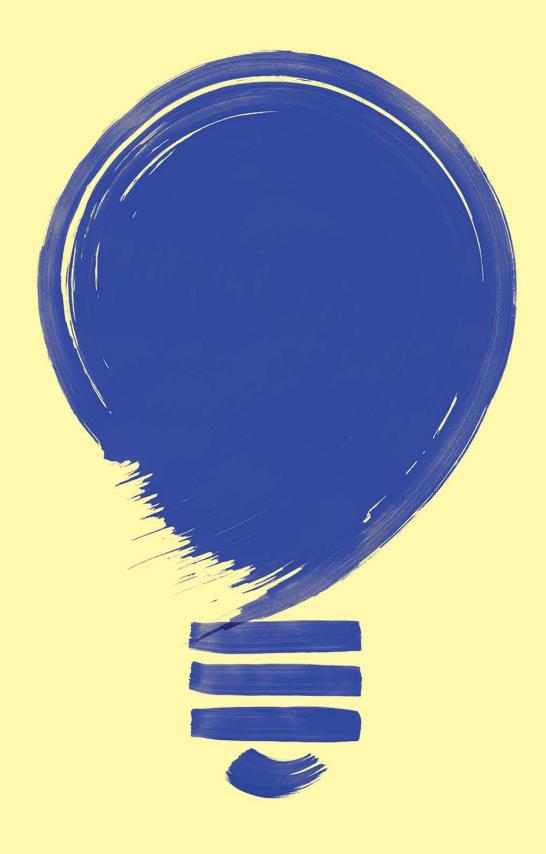
We're transparent

(just like our products)



We're creative

(in finding a better way)



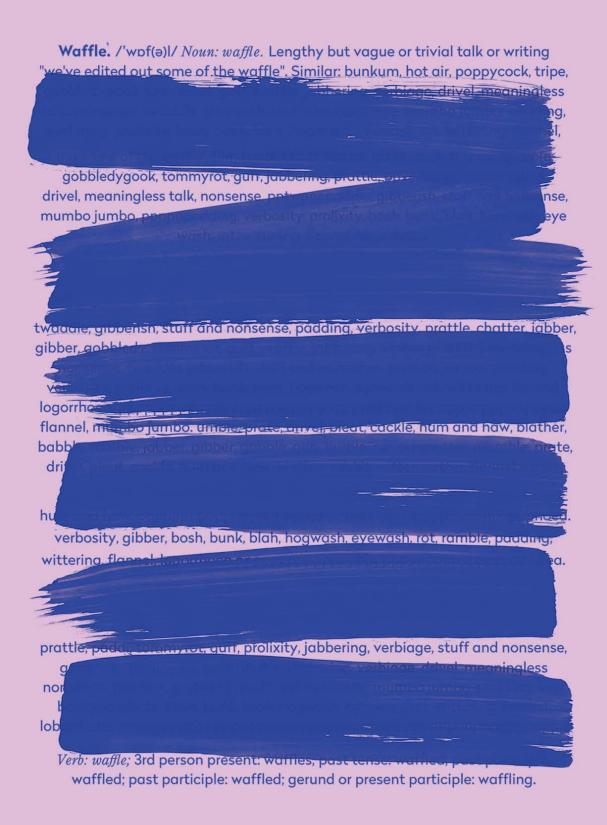
We're tenacious

(we keep going)



We simplify

(by making the complicated straightforward)



Our actions speak louder than words



The DASH team



44%

female leadership

Culture

We are passionate about creating an inclusive, supportive and happy culture at DASH – that's why each month we send a pulse survey to every member of our team. We ask them what's working and what's not. It provides important insights into challenges, setbacks, opportunities and bright ideas as we progress on our mission.

We also ask employees to score the company in a few standard categories.

These include general engagement and efficiency, wellness at work, and trust in the company's mission and vision.

In 2022, we were proud to have had an overall score of 8.4. To ensure our scores remain high, in 2023 we hired a new Head of Culture, who will provide expert guidance on employee engagement.



What we think about working at DASH

"DASH is one of the best places to work. I love absolutely everything we stand for as a business and it's made even better by working with such fabulous people!"

Becca Denton - National Account Manager

"I started working for DASH because I believe in both the wonky mission, as well as the desire to shake up the soft drinks industry. It is very easy for companies to lose touch with their founding principles year after year; but at DASH we are continuously improving our offering in order to uphold the values on which the company was created."

Holly Crossley - Head of E-Comm



"I love the whole DASH story, from its sustainable background on helping combat the issue of food waste to the fact that it is also a delicious yet healthy alternative to many other sugary mainstream drinks out there. DASH is also an incredibly fun, friendly company with the most wonderful culture!" **Katie Kerridge**, *OOH Account Executive*



"Here at DASH, we are fighting the good fight against food waste. It's both why I love to work for the company and what the product means to me." **Taher Hussain** - *Finance Manager*

"DASH has a really strong brand and ethos that aligns with my values. I love that our product is disrupting the soft drinks market, growing the healthy soft drinks category and will be the market leading soft drink."

Georgie Davies - Senior E-Comm Manager



Hydrate & Inspire

DASH is disrupting a drinks market dominated by high-sugar and artificially sweetened products





The Wonky World View

/'wpŋki/ adjective & attitude

When you take a wonky world view, you see potential everywhere. You find magnificence in the mundane, see inspiration in the improbable. Wonky thinks different, does different, and does more for people and the planet. Drink it in and you don't just see the good, but really taste it too.



JOIN THE WONKY



REVOLUTION