

# Carbon Neutral Journey

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**Bettys and Taylors of Harrogate**

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# BETTYS & TAYLORS GROUP

A GREAT YORKSHIRE FAMILY BUSINESS





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# Why Carbon...?



## Product Impact

- Climate Action
- Footprint
- Consumers



## Sourcing Approach

- Tropical Crops
- 1M Livelihoods
- Wellbeing



## Risk

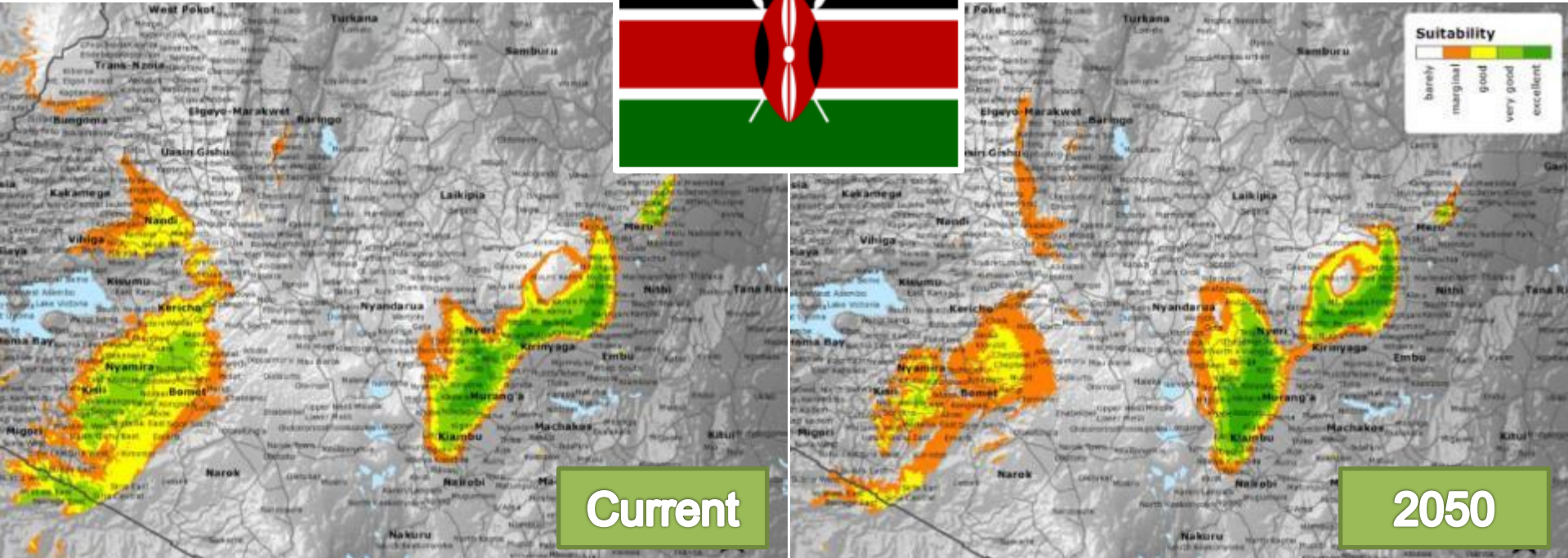
- Supply Security
- Brand Reputation
- Cost



## Strategic

- Force For Good
- Quality
- Generations

Kenya is critical to our tea business.  
How do we ensure it will be there in 2050...?

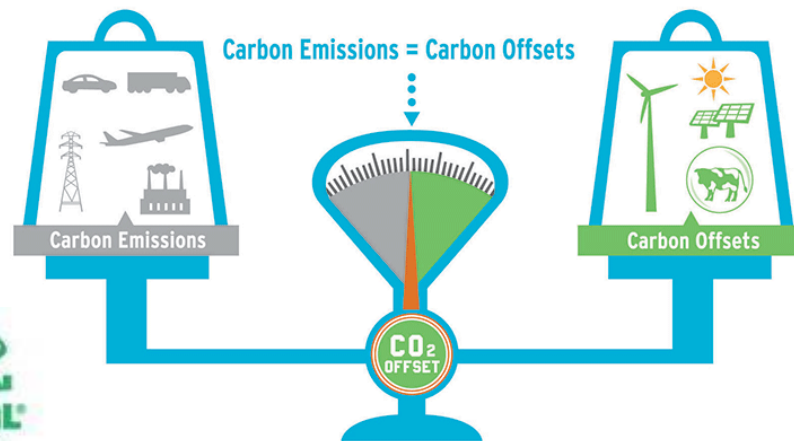
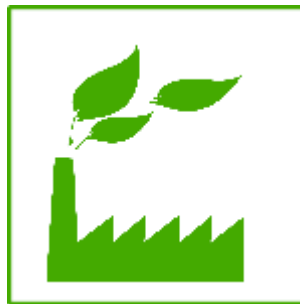


Current



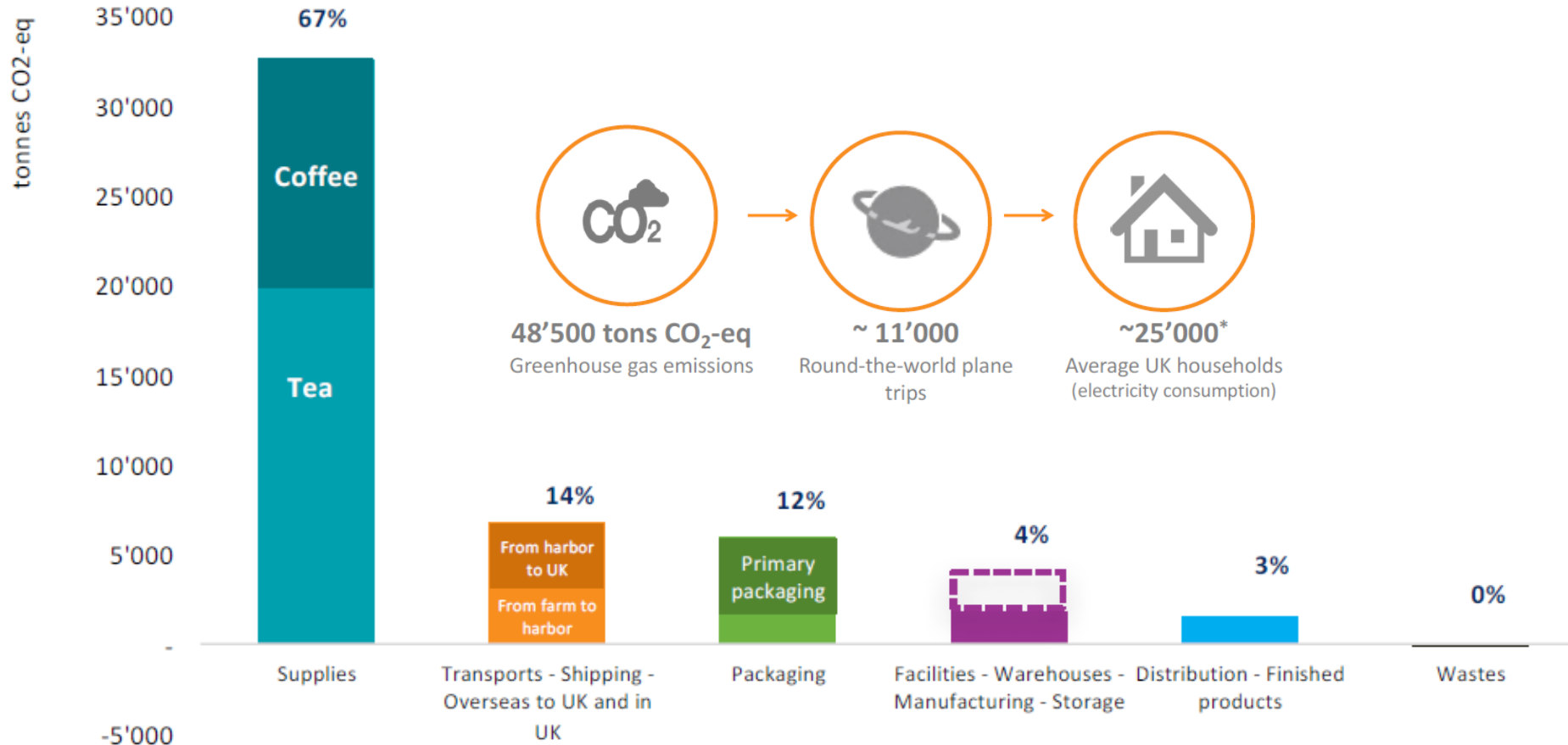
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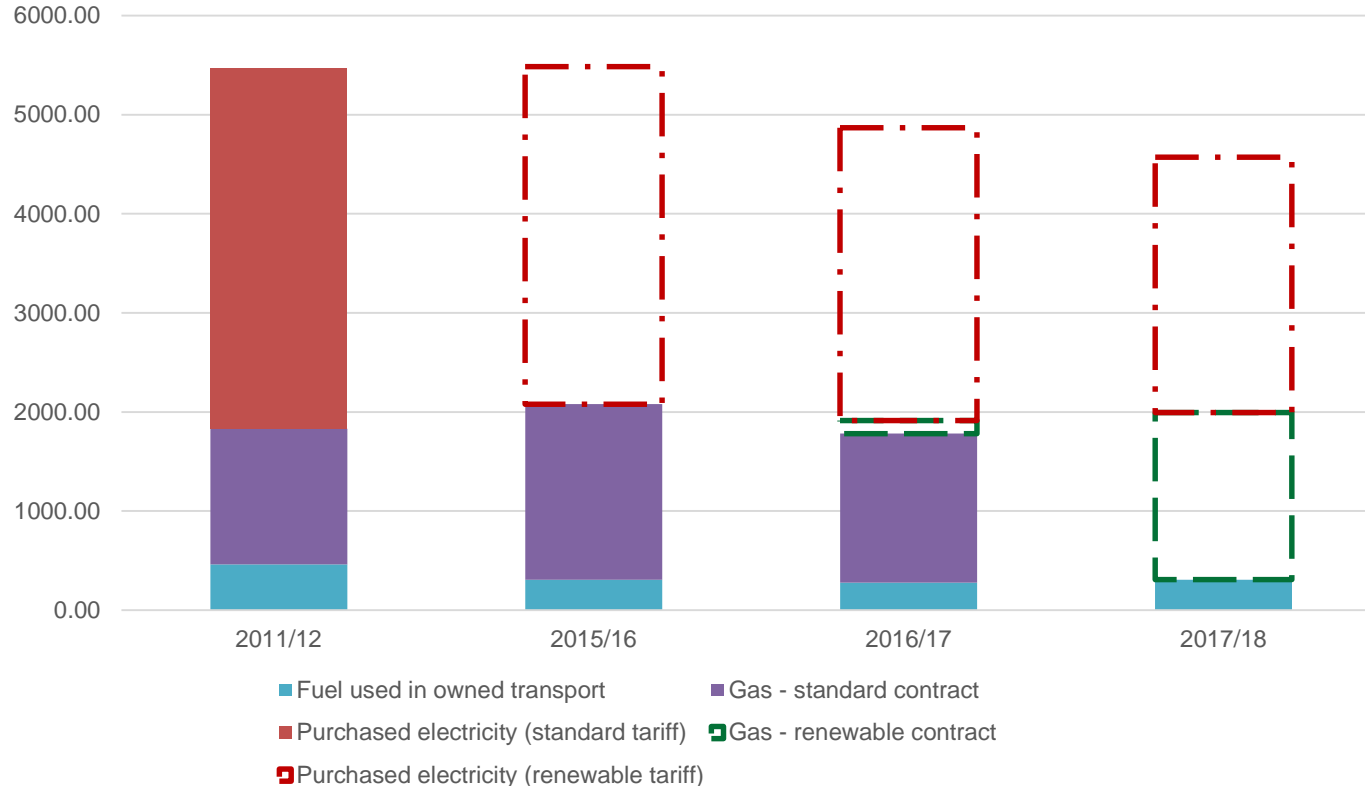
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# Bettys & Taylors Group Carbon Footprint

scope one and two emissions only



Reductions Since  
2012

- **94%**  
CO<sub>2</sub>  
emissions

- **16%**  
energy  
purchased



# Carbon Neutral by 2020...

...the proper way...!



## Planet vision

- Climate action
- Act Local & Global
- CarbonNeutral® products



## Sourcing vision

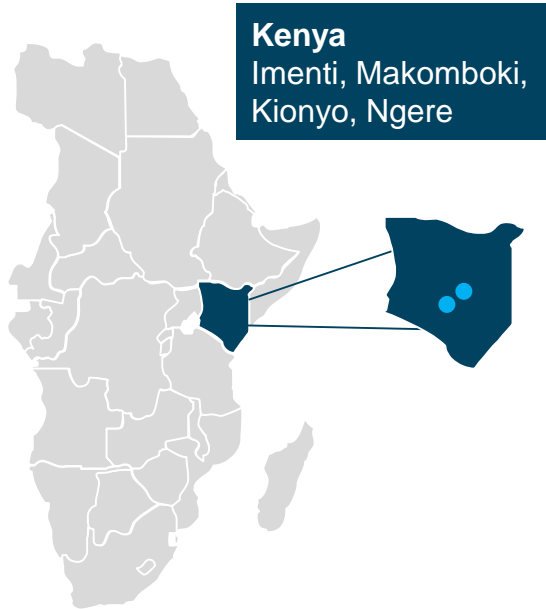
- Supporting key suppliers
- Long-term security of supply
  - Farmer livelihoods



## Brand vision

- Credible and authentic story
  - “Earn the badge”
  - Consumer facing

# Carbon Neutral Journey – KENYA



## Project overview:

- 2015 to 2025
- 11 year commitment to support our most important farmers
- Tree planting around Mount Kenya – strategic for Yorkshire Tea
- Planting one million trees
- \$4M additional income – diversification & conservation agriculture
- Building climate change resilience
- PR and brand value through Yorkshire Tree story
- Long-term partnership approach by collaborating with KTDA
- 30% towards CarbonNeutral® product certification

**1 million trees - >20,000 people - 3,600 farms**



**KENYA**



# Carbon Neutral Journey – UGANDA



## Project overview:

- 2018 to 2022
- 5 year commitment on Mount Elgon – strategic for Taylors Coffee
- 75,000 Fuel Efficient Stoves
- Enhancing the livelihoods of smallholders
- Building climate change resilience
- Long-term partnership approach by collaborating with Kawacom
- 4.7M productive hours saved
- \$2.6M expenditure saved
- 35% towards CarbonNeutral® product certification

**320,000 trees saved - 300,000 people - 75,000 homes**

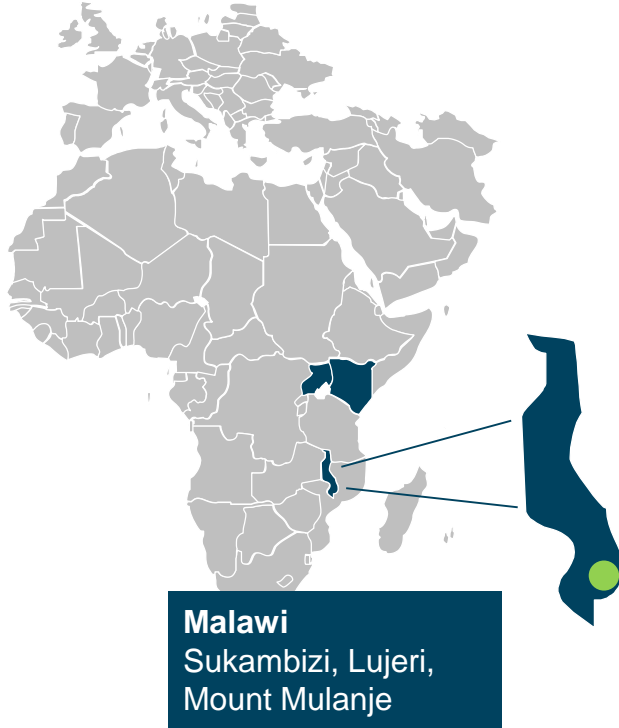




# UGANDA



# Carbon Neutral Journey – MALAWI



## Project overview:

- 2018 to 2022
- 5 year commitment on Mount Mulanje – strategic for Yorkshire Tea
- 15,000 Fuel Efficient Stoves
- Enhancing the livelihoods of smallholders
- Building climate change resilience
- Long-term partnership approach by collaborating with Lujeri
- 200 jobs created
- 30% saving on fuel – single largest expenditure
- 35% towards CarbonNeutral® product certification

**>50,000 trees saved - 85,000 people - 17,000 homes**





# MALAWI





TAYLORS of Harrogate

# YORKSHIRE TREE





# HDC

HARROGATE DISTRICT  
CHAMBER OF COMMERCE



**Call to Action...**

**Climate Coalition...**

**What Can We Do Together...?**