

The logo for Flavor. consists of a teal square with the word "Flavor." written in white, bold, sans-serif font.

Flavor Sampling Ltd - Environmental and Sustainability Policy

Flavor Sampling Ltd is a remote-first marketing agency specialising in product sampling. We are proud to work with a number of brands to help plan, execute and deliver effective integrated sampling campaigns.

Whilst we enjoy incorporating these memorable moments to the consumer experience, we aim to ensure that a majority of our activities and integrated channels leave a positive environmental impact where possible.

We have developed the Flavor Environmental and Sustainability Policy outlining commitments and business targets whilst ensuring these practices are adhered to by our staff.

Our Aims

- To improve the wellbeing and health of our team and provide a happier workplace.
- To promote our remote working business model to offer greater value and quality of life to our clients and employees.
- To ensure that our staff are aware of our Sustainability and Environmental Policy and incorporate these considerations into business decisions.
- To be proactive in reducing unnecessary product and material waste across our sampling activities and aim to create relationships with sustainable suppliers.
- To continuously develop Flavor's sustainable policies and channels and promote them to clients, prospective clients, suppliers and partners.
- To complete the B-Corp assessment process and achieve B-Corp certification (more of our aims for certification are outlined on page 3)

To take the practical steps to achieve our aims, we will:

On a business level

- Identify, report and measure negative environmental practices to improve the performance of our sampling channels and business operations.
- Remain 100% paperless and continue to conduct virtual work meetings to reduce our carbon footprint.
- Work with and actively source for a number of suppliers and partners who operate on a sustainable framework.
- Keep a low usage of non-sustainable and wasteful materials on our sampling campaigns.
- Assess and monitor our own business carbon footprint and aim to reduce it.
- Maximise our flexible working model by encouraging the team to work anywhere, and promote our remote-first approach across our channels.

As individuals/staff

- Educate the team on the impact on environmental protection and encourage them to take a proactive approach by green team meet-ups and activities.
- Keep the team up to date with environmental legislations and adapt accordingly where possible.
- Promote our sustainable and environmental policy, as well as our recruitment and diversity policies where relevant.
- Promote sustainable schemes such as tree planting to employees and encourage them to actively take part.
- Assess our own carbon footprints as individuals and attempt to lessen it.

We will continue to review and renew our environmental and sustainability policy regularly.

Our B-Corp Certification aims 2022/23

November 2022



Amend our Articles of Association to align with the B-Corp requirement. You can find this wording here.

March 2023



Produce a written Code of Ethics and a written policy encouraging environmentally preferred products and practices

May 2023



Set KPI's to measure our environmental performance - Carbon Footprint, Supplier Sustainability, Material Recycling rates

June 2023



Monitor waste production and setting reduction targets i.e 3% waste reduction every year across our business operations and sampling activities

July 2023



Encourage employees to take part in climate positive schemes such as Ecologi

August 2023



Promote GREEN team meet-ups and encourage environmental volunteer days

September 2023



To set up mechanics in place to measure the sustainability of our sampling campaigns

December 2023



Start offering and promoting a sustainable sampling solution to our clients