



Jude's

IMPACT REPORT

2022 · 2023



BETTER ICE CREAM



BETTER BUSINESS



BETTER PLANET

HIGHLIGHTS

OF THE YEAR

21%
REDUCTION
IN CARBON
INTENSITY
vs. 2020 baseline

NEW
**SOLAR
PANELS**
power our Twyford
ice cream factory

WE WON OUR
100TH
GREAT TASTE
AWARD!

75%
of our new
products are
PLANT BASED

Our plant based
ice cream has up to
80%
LESS
LAND USE
AND **47%**
LOWER
CARBON
emissions

THE UK'S FIRST
WALK IN
FREEZER
WITH **SOLAR
PANELS**



2023 **CoolBrands[®]**
Britain's Choice



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WELCOME

Last summer we celebrated our 20th birthday! It was exciting to reflect on both how far Jude's has come and our future plans. **Our driving purpose is to bring life to people and the planet,** and growing a business that is a force for good inspires us every day.

We are proud to share our progress after another brilliant twelve months. We won our 100th Great Taste Award, launched 20 new products, installed solar panels on our Twyford ice cream factory, and have achieved a 21% reduction in carbon intensity versus our 2020 baseline.

We introduced more people to the delights of plant based ice cream, with 75% of our new launches in this category. Jude's plant based ice cream has approximately a 47% lower carbon footprint and uses up to 80% less land than dairy. This is really significant as we seek to protect our global habitats, biodiversity and climate.

As ever a huge thank you goes to everyone who makes Jude's possible. First up, the talent and dedication of our team is inspiring as we work to pioneer radical change in our industry by making the most delicious craft ice cream and treading lightly on our planet. We can only do this with the support of so many brilliant people, from the farmers who grow our ingredients, to our customers, chefs and ice cream lovers everywhere. We are truly grateful and excited for the future.

THE JUDE'S TEAM



THE HEART OF JUDE'S

OUR
PURPOSE

PURPOSE

Our reason for being

WE ARE HERE TO

BRING LIFE

TO PEOPLE AND THE PLANET



BRINGING LIFE

to all our stakeholders



BETTER ICE CREAM

**BRING
JOY**

BRING JOY



We're passionate about creating delicious, indulgent, creamy, colourful and vibrant products... because joy is at the heart of everything we do.

CHEFS' RANGE CLASSIC + PLANT BASED



CLASSIC



PLANT BASED



LOWER SUGAR



LOWER CALORIE



SAUCES · SHAKES · CUSTARDS



MINI TUBS



BETTER BUSINESS

**BUSINESS AS
A FORCE FOR GOOD**

WE'RE A **CERTIFIED** YEY!
B CORP



We've always believed that business should be a force for good in the world and in 2020 Jude's became a certified BCorp. We are part of a global movement of businesses, who are using their influence to make the world a better place.

We know there is always more to do, and we are committed to continually getting better across the five BCorp pillars.



PILLAR 1
GOVERNANCE

When Jude's became a BCorp in 2020 we made a commitment to always consider the interests of all our stakeholders – including our team, suppliers, shareholders, society and the environment.

Our 'mission lock' is that we will value people and the planet above profit. This is an ongoing commitment, and we will recertify as a BCorp later this year.

We support the Better Business Act. This strives to change the UK law to ensure that every company in the UK aligns their interests with those of wider society and the environment through amending Section 172 of the Companies Act.

Together we will ask for the government's leadership to help deliver this new contract between business and society.





PILLAR 2
WORKERS

At Jude's we know that to craft brilliant ice cream you need brilliant people. We've developed our craft over 20 years and have an incredibly talented team of ice cream makers. Our people are, without question our most important ingredient.

We believe in a company culture where we serve and look out for one another. The University of Oxford's Character Project studied our culture and said that Jude's employees were very positive about Jude's culture, and often described it as "healthy, happy and very open."

We prioritise safety for our team and customers above everything else and are proud to have achieved BRC AA* status. We make sure that Jude's is a fair, inclusive, diverse and flexible place to work. Jude's pays a living wage as minimum, 20% of our team work part time and 73% of our management team are women.

We will always seek to make Jude's the best place to work and will continue to improve.



PILLAR 3
CUSTOMERS

To our wonderful customers, thank you. Thank you for every tub, scoop, lolly and stick purchased. We hope it brought you joy.

Our team of ice cream makers is committed to creating delicious products that meet your needs and bring flavour, life and colour to your lives.

Whether it is creating award winning ice cream in iconic stripey tubs or delivering the best customer service, we work tirelessly every day to knock your socks off.

We're particularly proud of our Little Jude's range in pioneering lower sugar products for kids, and we hope to see more reformulation of kid's products with less sugar across the market.

As our customers are increasingly concerned about protecting the planet, we are continuing to expand our plant based range. 75% of the products launched last year were plant based.





OVER
£450K
DONATED TO
SOCIAL & ECO
CHARITIES

PILLAR 4
COMMUNITY

We want to bring joy to our local and wider community.

We support several charities working with children and young people to raise funds and awareness of their invaluable work (see page 24 for more details).

In the last year we have worked with The Sanctuary Foundation to provide support for refugees from Ukraine. Like the whole world we have been heartbroken as we've seen events unfold and immediately wanted to respond. We now have two wonderful Ukrainians in our team, and the door is open to others.

Since 2020 we've given away 248,408 portions of products to food banks, churches and other local charities. At Christmas we gave donations to our local food bank in place of Secret Santa.

We also support several environmental charities including tree planting and biodiversity projects. You can read more from [page 36](#).

Our community extends to those people and places where we source our high-quality ingredients. We have ethical sourcing, modern slavery and environmental sourcing policies in place to ensure we only work with responsible partners throughout the world.



DONATED
OVER
240K
PORTIONS



21%
REDUCTION
IN CARBON
FOOTPRINT

"In a world full of greenwash, Jude's stand out as thoughtful and honest."

PROFESSOR MIKE BERNERS-LEE

PILLAR 5
ENVIRONMENT

Our mission is to pioneer change in our industry by making the most delicious ice cream and treading lightly on the planet. The environment is at the heart of every decision we take and impacts everything we do as a business.

This year we've further reduced our carbon intensity (carbon per litre of ice cream), which has now fallen by 21% since our 2020 baseline. This is nearly halfway to our 43% reduction target by 2030.

But there's still so much more to do, which is why we continue to work with Professor Mike Berners-Lee and the climate experts at Small World Consulting to measure our carbon footprint and identify ways to cut carbon from across our business and protect wildlife through nature-based projects which support biodiversity.

We've also introduced our first Environmental Management System with targets for energy, waste and water usage, along with previous commitments on carbon intensity reduction.

You can read much more about our response to the climate emergency from [page 27](#).



INSTALLED NEW
**SOLAR
PANELS**

OUR CHARITY PARTNERS

We work with our charity partners, Home for Good and Resurgo Spear Programme, by raising funds and awareness of their work with children and young people. In the last year we've also been working with the Sanctuary Foundation to support Ukrainian refugees.



HOME FOR GOOD

Every 15 minutes a child enters the UK care system. Home for Good exists to find a family for every child and young person who needs one and believes we all have our part to play in ensuring every child and young person experiences the welcome, stability and care they need to thrive. Whether that's by fostering, adopting or providing supported lodgings, or by supporting those who do. Find out more at homeforgood.org.uk



RESURGO SPEAR PROGRAMME

Just like the team at Resurgo Spear, we believe every young person has huge potential, no matter what barriers to employment they face. The Spear Programme helps their 16-24 year old trainees realise their potential, by coaching them with the mindset and skills they need to both get into work, and thrive once they're there. Find out more at resurgo.org.uk/spear-programme



SANCTUARY FOUNDATION

The Sanctuary Foundation is a rapid response initiative set up in response to the unfolding humanitarian crisis in Ukraine. We began working with them immediately when the conflict started. So far we've welcomed 2 Ukrainians to our team and we're continuing to work with the Sanctuary Foundation to support refugees. Find out more at sanctuaryfoundation.org.uk

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

As a BCorp we want to use our business to bring about a better society and planet, in-line with the UN's sustainable development goals. We hope that in our own small way, through our direct and indirect actions, we help bring the world closer to achieving these goals. Here are some examples:

GOAL 3: GOOD HEALTH AND WELLBEING

Building a great place to work
Supporting the charity Home for Good

GOAL 4: QUALITY EDUCATION

Educational projects for local schools
Supporting the charity Spear

GOAL 5: GENDER EQUALITY

Fair employment practices
73% of managers are women

GOAL 7: AFFORDABLE AND CLEAN ENERGY

Solar panels and renewable electric energy
Reducing energy consumption

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Creating jobs at a living wage,
growing a business

GOAL 9: INDUSTRY, INNOVATION, INFRASTRUCTURE

Innovating and developing local industry

GOAL 10: REDUCED INEQUALITIES

Equality policies and ethical trading practices

GOAL 12: RESPONSIBLE CONSUMPTION & PRODUCTION

Reducing waste through our entire supply chain and within our production

GOAL 13: CLIMATE ACTION

Rapid carbon reduction plan

GOAL 14: LIFE BELOW WATER

Plastics reduction plan

GOAL 15: LIFE ON LAND

Rewilding plan



BETTER PLANET

**FOR FUTURE
GENERATIONS**

“Jude’s continues to make great strides forward in sustainability. The rise of their delicious plant based ice cream which places 80% less demand on the land and has only around half the greenhouse gas emissions compared to their dairy ice cream sets an example to the world by tasting at least as good. The Jude’s drive to be friendly to people and planet goes much further than carbon cutting. Just as important is the attention they give to the wider environmental agenda as well as social justice in this country and beyond.”

PROFESSOR MIKE BERNERS-LEE



Professor Mike Berners-Lee is the founder of Small World Consulting and a fellow of the Institute for Social Futures at Lancaster University. He is a leading expert in carbon footprinting and his books include *How Bad are Bananas* and *There is No Planet B*.

CARBON CUTTING FOR A BETTER PLANET

We know that all businesses, big and small, need to radically change the way they operate to protect our beautiful planet. At Jude’s, we are working to make our footprint on the planet as light as possible.

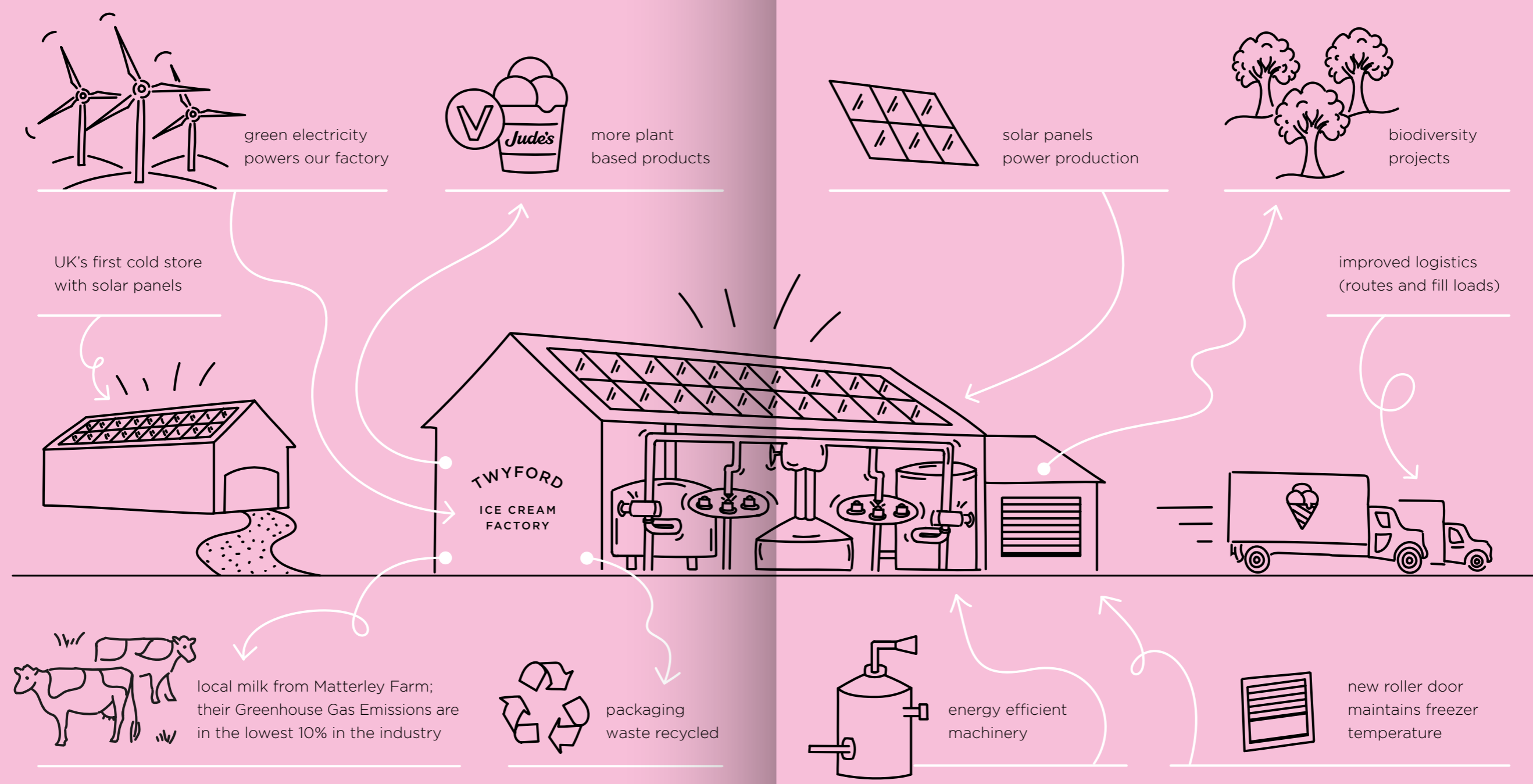


Cutting carbon emissions is the best way to limit global warming and is the central focus of our sustainability program. We work with Professor Mike Berners-Lee and his team at Small World Consulting to measure our scopes 1, 2 and 3 upstream carbon emissions and identify carbon cutting measures. Their expertise and guidance have resulted in further reduction in carbon intensity.

As a result, our carbon footprint per litre of ice cream has fallen by 21%* versus our 2020 baseline.

*Last year we reported that our carbon intensity had reduced by 20% from our 2020 baseline and this figure has now been revised to 16%. The reason for the revision is that the science of carbon foot printing is continually improving with new methodologies and more accurate measurement. So Small World Consulting have used the most up to date techniques to measure this year's emissions and to revise our historic emissions. This ensures that we are working with the most accurate data possible.

CARBON CUTTING IN ACTION




OUR CARBON FOOTPRINT

Professor Mike Berners-Lee and his team at Small World Consulting have again conducted a rigorous and detailed analysis of our business to estimate our emissions.

They calculate that Jude's released 7,308 tonnes of greenhouse gas emissions last year. Our carbon footprint calculation includes Scope 1, 2 and 3 (upstream) emissions. Read more below:



SCOPE 1
Direct emissions from our operations



SCOPE 2
Indirect emissions from the production of the energy we use



SCOPE 3
Upstream emissions: Indirect emissions from our supply chain associated with the production and distribution of our products.

This includes the emissions from the farms producing our ingredients, from transport, from packaging, from refrigeration and from running every aspect of the Jude's business.

How Small World Consulting have calculated our Scope 3 emissions

Supply chain (Scope 3) emissions are difficult to quantify, as there is mathematically no limit to the number of pathways that can contribute to total supply chain green house gas (GHG) emissions. Increased complexity as the supply chain grows leads to a level of uncertainty associated with emissions metrics, which has been used as justification by many organisations to pay little attention or ignore supply chain emissions.

Achieving 'good enough' and incorporating sufficiently meaningful information into emissions calculations is essential for effective and targeted emissions management.

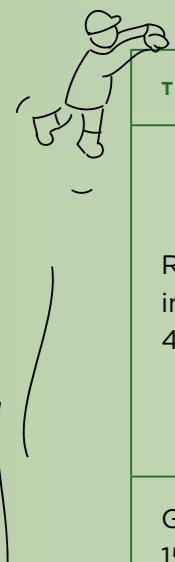
We employ a hybrid methodology, incorporating elements of Process-Based Life Cycle Analysis (PBLCA) and Environmentally-Extended Input-Output Analysis (EEIO). Great care is taken with hybrid modelling to ensure system completeness, without double-counting. We aim to ameliorate some of the limitations of using either methodology in isolation.

WHAT MAKES UP OUR 7,308 TONNE CARBON FOOTPRINT?

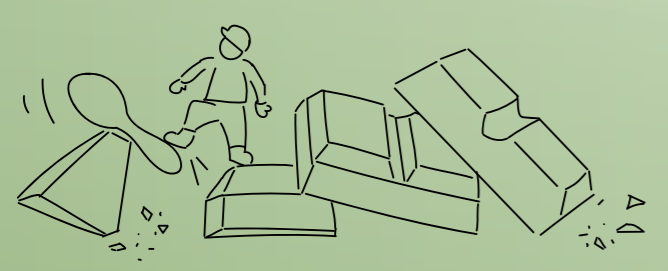


OUR PROGRESS

We want to tread as lightly as possible on our beautiful planet and are committed to becoming more sustainable every day. Check out below our ambitious targets for the years ahead and our progress against them.



| TARGETS | PROGRESS | EXAMPLES OF ACTIONS |
|---|---|---|
| Reduce carbon intensity by 43% by 2030 | 21% reduction versus 2020 baseline. KEEP AT IT! | Installed Solar Panels. Installed roller shutters to maintain freezer temperature. Careful selection of lower carbon ingredients. We have reduced our ingredient emissions by 18% since 2020. |
| Generate approx. 15% of electricity using solar by 2023 | Monitoring WOW & YUM! | New solar panels installed on the roof of our Twyford ice cream factory. |
| Develop an Environmental Management System | Completed WOOHOO! | This includes targets for energy, waste and water usage. |
| Rainforest Alliance certification for relevant products | 33% of relevant products are Rainforest Alliance | Relevant new product launched with Rainforest Alliance. |
| OPRL labelling on packs to aid recycling | 62% of products have OPRL labelling. | OPRL information for all our products is now available on our website, here . |



| TARGETS | PROGRESS | EXAMPLES OF ACTIONS |
|---|--|---|
| Reduce plastic intensity by 25% by 2030 | Monitoring | Replaced plastic spoons with wooden ones. |
| Plastic to have a minimum 30% recycled content by 2030 | Monitoring | Updated the shrink wrap on our trays to 30-50% recycled plastic content, replacing 0.45 tonnes of virgin plastic per annum. |
| Reduce our processing water consumption per litre of ice cream by 3% by 2025 | Monitoring YEY! | More efficient production planning leads to fewer clean downs between flavours. |
| 100% of virgin cardboard, paper, wooden spoons and tubs to be 100% FSC certified. | 46% of paper and board from recycled sources. 100% of virgin paper and board from certified renewable sources. All wooden spoons are FSC accredited. | Working with suppliers to increase recycled content and use FSC and PEFC board in all packaging where virgin board is required. |



CARBON REMOVAL

Our number one business priority is to cut carbon from our scope 1, 2 and 3 (upstream) emissions.

Since 2020 we have also removed a total of 22,785.84 tonnes of CO₂e, which is the equivalent of planting 143,562 trees.

This has been done through high quality nature based solutions with wider environmental benefits and socially responsible practises identified by The Small World Consulting team.

We appreciate the limitations of offsetting. Many carbon removal schemes are nothing like as good as they sound, and we're well aware that there

aren't enough carbon credits available to offset global emissions. That's why we are continuing to move our focus from offsetting to investing in further cutting our carbon emissions, for example through our new solar panels.

Our Twyford home is also powered by green, renewable energy, from sources certified by Renewable Energy Guarantees of Origins (REGO) certificate. We are aware this system is flawed, because REGOs do not always guarantee the energy is purchased from 100% renewable sources or encourage the expansion of the renewables sector, but it's the best we can do right now. So, we still count the 207 tonnes of CO₂e from our energy use in our Carbon Footprint calculations and have invested in Solar energy on site.

BIODIVERSITY

Jude's continue to support rewilding projects aimed at improving biodiversity and providing habitats for wildlife.

We've been working closely with our local South Downs National Park for the last 3 years supporting tree planting and biodiversity projects. Our most recent project is supporting the restoration of what

was once ancient woodland at Lavington Park. The project will create 5.5 hectares of highly accessible woodland and provide a home for wildlife, improve the soil, provide oxygen and help fight climate change.

We're supporting the project to go plastic free through the application of Trico, a naturally biodegradable deer repellent which saves the need for thousands of plastic tree guards.



YOU CAN DONATE
to Trees for the Downs here!

LAND USE

We are committed to introducing more and more people to the delights of plant based ice cream as it tastes great and is better for the planet.

The UK National Food Strategy (2021) calls for a 30% reduction in meat and dairy consumption in the UK over the next 10 years, and we can assure you ice cream is a great place to start.

Professor Mike Berners-Lee and his team estimate that plant based ice cream uses up to 80% less land than dairy to produce. This is a significant reduction and means that a transition to plant based ice cream results in protecting more habitats and supporting biodiversity globally.

Plant based ice cream also has approximately **47% lower carbon emissions per litre than dairy ice cream, which will help to limit global warming.**

6 INCHES OF SOIL

ALSO!

We're supporting a new documentary film, 6 Inches of Soil, which explores regenerative farming here in the UK. The film tells the story of British farmers standing up against the industrial food system and transforming the way they produce food - to heal the soil, benefit our health and provide for local communities.

FINAL THOUGHTS



It's been another year of brilliant progress at Jude's. Above all we remain passionate about **bringing life**, which for us means making the very best craft ice cream and treading as lightly as possible on our beautiful planet.

Right from the beginning we have sought to do things differently, using business as a force for good in our community and beyond.

Together with our talented team and our wonderful customers we aim to pioneer change in the food industry. We know we're not perfect, and there will be mistakes along the way, but we'll continue to research, develop and innovate to keep getting better every year.

We hope that our stripey tubs of ice cream find their way into your freezer and that they bring you joy. We want to leave our society and planet in the best possible shape for future generations... and our ice cream will taste all the better for it!

Jude's

LET'S DO THIS TOGETHER



