

# OUR 2021 SUSTAINABILITY REPORT



**GIVE IT  
SOME**

**gousto**





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# Welcome

Welcome to our first ever sustainability report – a chance for us to look back on another extraordinary year for Gousto. Since starting in 2012, we have grown rapidly, delivering over 90 million meals in 2021 alone. With such growth comes even more responsibility to protect the future of our planet and its people.

Becoming a Certified B Corporation®, donating 424k meals to those in need, and achieving Real Living Wage accreditation... I'm so proud of what we have achieved in 2021 and hugely grateful for everyone's efforts.

As a food company, we operate within an industry responsible for a quarter of greenhouse gas emissions from human activity. That's why we are in the process of developing targets aligned with 1.5 degrees, and we are aiming to have these externally validated by the Science Based Targets initiative (SBTi). We're excited to announce these targets as soon as they're approved.

Another key focus for us is health, and making it easier for people to eat healthier at home. With poor diet contributing to 64,000 deaths a year in England, costing the economy £74bn<sup>1</sup>, we need to change our national eating habits as a matter of urgency.

We're growing with purpose and firmly believe the benefits of cooking with Gousto (decreased food waste, lower carbon emissions, and healthier eating) contribute to a more sustainable and healthier society. This is just the beginning of our ambition. I am confident that our data-driven focus, our incredible team and our values as a company will enable us to achieve our goal of every meal leaving the world better off.

Are you ready to join us on our journey?



**Timo Boldt**  
Founder & CEO



Our purpose  
**To build an  
amazing  
product with a  
positive impact  
on people and  
the planet**



# Proud to be a B Corp™

B Corps are leaders of a global movement of people using business as a force for good. It lines up so well with our purpose at Gousto, you could say we were born to be a B Corp.

**But becoming a B Corp isn't easy.** To cut the mustard you have to meet the highest standards of social and environmental performance, public transparency and legal accountability. It's a rigorous process, and this certification proves we believe in growing the right way for people and the planet.

**After working towards it for 2 years, we were delighted to join the B Corp community in August 2021.**

Of course, this is only the beginning. We're already working towards being a better B Corp (aiming to recertify in 2024 with 100+ points), and using the B Impact Assessment to inform our wider sustainability strategy.

We couldn't be happier about joining the 5,000 other sustainability pioneers dedicated to fighting climate change and uplifting communities. **Together we'll be making an even bigger impact than we could on our own.** We can't wait to work with more B Corps, learn from them, and make Gousto an even greater force for good.

Overall score<sup>2</sup>  
**83.43**

Governance  
**14.0**

Workers  
**25.7**

Community  
**15.9**

Environment  
**23.7**

Customers  
**3.9**





# The United Nations Sustainable Development Goals

In 2015, the UN published 17 Sustainable Development Goals (SDGs) to be achieved by 2030. These goals are global and interlinked, designed to help achieve a sustainable future for all.

They tackle the biggest issues facing humanity, including poverty, hunger, climate change, gender equality, and responsible consumption. Governments, NGOs, and businesses all need to work together to achieve the SDGs — **that's where we fit in.**

We've honed in on nine of the SDGs where we are best placed to help.



Goal 2  
Zero hunger

Goal 3  
Good health and wellbeing

Goal 5  
Gender equality

Goal 8  
Decent work and economic growth

Goal 10  
Reduced inequalities

Goal 12  
Responsible consumption and production

Goal 13  
Climate action

Goal 14  
Life below water

Goal 15  
Life on land





# Our goal

For every meal to leave the world better off

That doesn't just mean minimising any negative impact, it also means giving back to communities and the environment. To do this, our goal is underpinned by 6 key areas showing where we need to direct our efforts.

## Planet

Reduce our environmental footprint and give back to nature

## People

Positively contribute to the people who make Gousto a success

## Waste

Fight food and packaging waste

## Health

Offer healthier choices and inspiration

## Climate change

Act on climate change

## Team

Respect and promote good employment practices and diversity

## Environment

Minimise environmental impact across water, biodiversity and pollution

## Community

Help develop thriving communities

# Our Materiality Assessment

These areas line up nicely with those SDGs we mentioned, and also trace back to the results of an engagement exercise we do every year — our Materiality Assessment. This is where we ask internal and external stakeholders (such as our staff and customers) what matters most from an environmental and social perspective. This year, they highlighted **packaging**, **sourcing**, **food waste** and **emissions** as most important to them.

## Emissions

“If we do not reduce our carbon emissions, the future of our planet will be irreparably damaged for all future generations.”

Gousto supplier



## Food waste

“It’s important we reduce food waste, or at least work with programmes to feed the homeless or less advantaged people instead of wasting food.”

Gousto customer

## Sustainable packaging

“The food sector has the most opportunity to minimise single use and unnecessary packaging; it is Gousto’s responsibility to be a part of the solution not the problem.”

Industry partner



## Ingredient sourcing

“This ties in for me both with environmental and human labour laws as well as biodiversity. I always look out for brands that are transparent on this.”

Gousto employee



# Our 2021 highlights

We became a B Corp



## OUR PEOPLE

### Our team

We grew from 1,028 to **over 1,600 staff**

We achieved **Real Living Wage** accreditation



## OUR PLANET

### Sustainable packaging

We reached **58%** packaging that is recyclable across Gousto own-brand ingredients

We trialled the **world's first** edible stock sachets with Xampla

**95%** of recipes on the menu met our baseline nutritional requirements<sup>3</sup>

**31%** of recipes qualified as 'healthy'<sup>4</sup>

### Health

**66%** of recipes had at least 2 of your 5-a-day

**1.8** average portions of veg per meal

### Community



**£50,000** donated to 5 winning independent restaurants

### Food waste

We saved our customers

**24,000 tonnes**

of food waste vs buying from a supermarket<sup>5</sup>

**33%** of recipes were **plant-based or vegetarian**

### Climate change

**69,000 tonnes**

of carbon emissions saved, compared to the equivalent shop at a supermarket<sup>5</sup>

We achieved **23%** less carbon emissions per meal than physical supermarkets<sup>5</sup>

We measured our carbon emissions intensity at **2.86kg** CO2e per portion



**424,469** meals donated to those in need, via FareShare

3. baseline = <1000 kcl, <20g sat fat, <3g salt, 1 of 5-a-day  
4. 'healthy' = <750 calories, <12g saturated fat, <3g salt, 2 of 5-a-day  
5. Foodsteps 2021. Comparative Life Cycle Assessment (LCA) of the food waste and greenhouse gases (GHG) emissions arising from consuming meals a) purchased from Gousto and b) purchased from an average UK supermarket





# OUR PLANET

Acting on climate change

Fighting food waste

More sustainable packaging

Championing sustainable sourcing



# Acting on climate change

The food industry is the second biggest contributor to climate change after the energy industry. It's responsible for a whopping 24% of global greenhouse gas emissions from human activity<sup>6</sup>.

There are four major ways the food system contributes to climate change<sup>6</sup>

1

The damage done when wild areas are converted to farmland

2

The use of fossil fuels in every part of the food system

3

The release of carbon from farmland soil (peat)

4

The release of methane and nitrous oxide from agriculture







In 2021 we cut our customers' carbon footprint by

69,000 tonnes

## Reducing food waste and emissions

We're facing a climate emergency. As part of such a high-impact industry, we have an opportunity to make a big impact, and a responsibility to cut our emissions. We've worked with Altruistiq<sup>7</sup> to calculate Gousto's carbon footprint, using data across our order volumes, recipe lists, packaging specs, delivery locations, energy usage, and more, to assess our impact.

**The good news is that our business model reduces food waste and emissions by its very nature.** Compared to the norm of shopping in supermarkets, we have a shorter, more direct supply chain, getting produce from farm to kitchen with fewer middlemen. Plus, we have no physical stores to worry about.

A weekly Gousto box reduces your carbon emissions by 23% compared to the same shop from a supermarket. In 2021, we cut our customers' carbon footprint by 69,000 tonnes<sup>8</sup>.

This means the more we grow as a company, the more we help to take emissions out of the system.

A Gousto box reduces your emissions by

23%

compared to shopping at a supermarket



7. Methodology prepared by Altruistiq, in line with the GHG Protocol  
8. Foodsteps 2021. Comparative Life Cycle Assessment (LCA) of the food waste and greenhouse gases (GHG) emissions arising from consuming meals a) purchased from Gousto and b) purchased from an average UK supermarket



# Cutting our carbon

To accurately measure Gousto's carbon footprint, we look at the emissions across our value chain, broken down into three different scopes. This helps us understand which areas have the highest impact.

The emissions from scopes 1 and 2 are only a small part of our overall footprint (~1%). In 2021, all but one of our sites was operating under a green electricity tariff<sup>9</sup>.

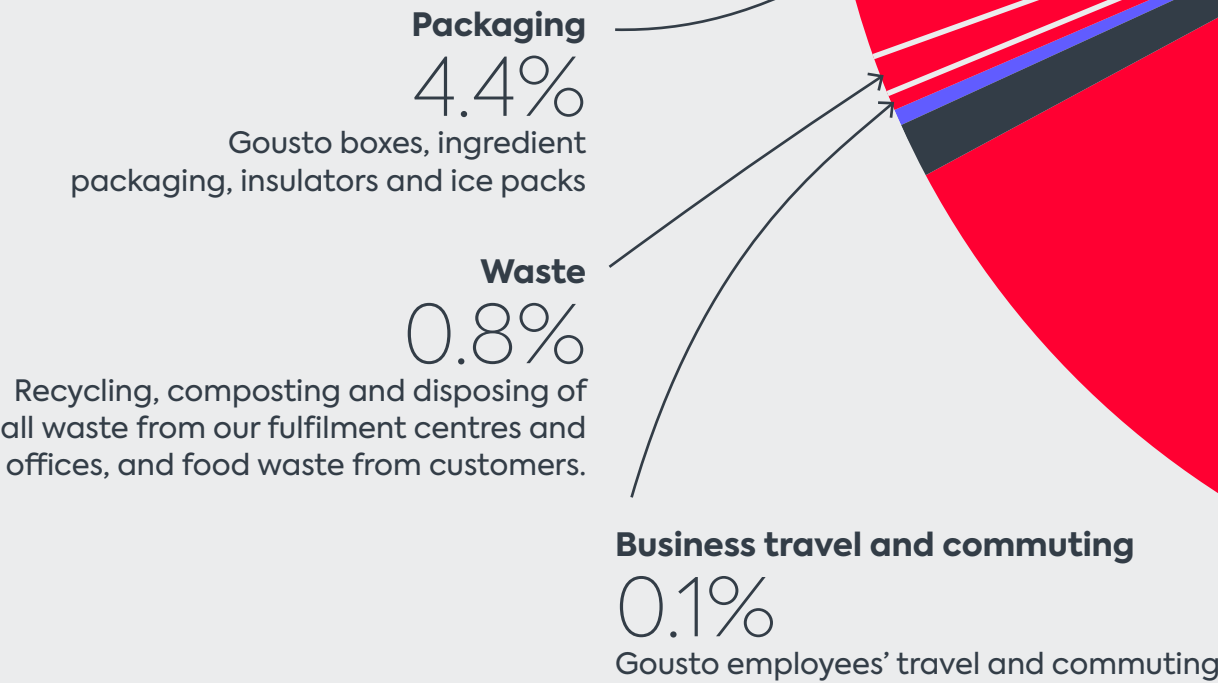
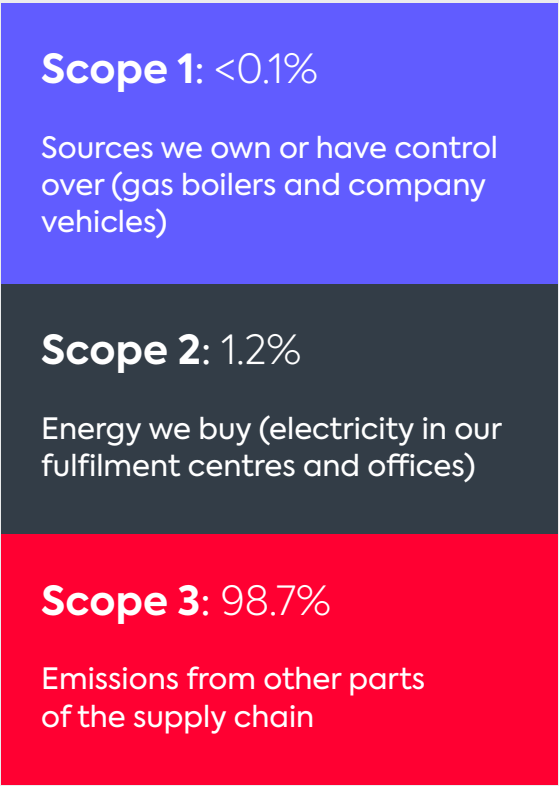
Scope 3 emissions make up 99% of our carbon footprint – and **this is where we can make the biggest difference.**

### Science Based Targets

Climate change is one of the most pressing problems facing our world today. It affects everyone and it's in everyone's interest that we set and act on targets to limit warming to 1.5 degrees, to avert climate catastrophe.

That's why we are in the process of developing targets aligned with 1.5 degrees, and we are aiming to have these externally validated by the Science Based Targets initiative (SBTi). We're excited to announce these targets as soon as they're approved.

## Gousto's carbon emissions in 2021<sup>10</sup>



9. Either under a renewable electricity contract or covered by renewable energy 'REGO' certificates  
10. End of Life Treatment of Sold Products: In 2020, we used an average UK food waste percentage to estimate the weight of Gousto food thrown away (24.3%), but in 2021 we used a figure derived from a customer survey about their Gousto food waste. This means that our emissions in this category have fallen year on year. In the future, we will continue to use the customer survey food waste figure to ensure consistency.



Gousto's per  
portion carbon  
intensity

CO2e in 2020

2.72 kg

CO2e in 2021

2.86 kg



Gousto's carbon intensity (kg CO2e per portion) is calculated by taking our carbon footprint for 2021, divided by the number of portions sent to customers in 2021.

Accounting for all three scopes, Gousto's carbon intensity was 2.86kg CO2e per portion in 2021 (vs 2.72kg CO2e in 2020).

We actually saw a reduction in emissions intensity from food and logistics in 2021, compared to the previous year. One of our areas of focus has been on providing a greater variety of plant-based meals and more sustainable customisation options, with lots more plans in the works this year.

The 5.4% increase in overall carbon intensity is driven by the emissions from the construction of our new fulfilment centres in 2021 (representing 0.36kg CO2e per portion), which are integral to the growth of the company and were a one-off source of emissions.

Our new fulfilment centres will help us to deliver boxes to more homes around the country, helping even more people reduce their carbon emissions. Excluding the emissions associated with the construction of the new fulfilment centres would result in a lower carbon intensity figure of 2.50kg CO2e per portion in 2021.

How are we reducing our impact?

1. Sustainable sourcing

- Choosing lower impact **suppliers**
- Helping our existing suppliers **cut their emissions** and become more sustainable



2. Sustainable cooking

- Increasing **plant-based recipes** on our weekly menu
- Empowering customers to make more **sustainable choices**
- Using more **seasonal ingredients** where possible
- Using more recycled and recyclable ingredient **packaging**



3. Sustainable working

- Improving **energy efficiency** on site
- Working with our couriers to transition to more **electric delivery vehicles**





# Fighting food waste

In the UK, we still waste around 9.5 million tonnes of food a year across households, hospitality and food service, food manufacture, retail and wholesale sectors.

The food that should have been eaten would make the equivalent of 15 billion meals — enough to feed everyone in the UK 3 meals a day for 11 weeks<sup>11</sup>.

Our definition of food surplus is any edible food that cannot be sent to customers. We strive to minimise and redistribute any food surplus we produce.

Each year the UK wastes  
**9.5 million tonnes**  
of food

**70%**  
of that was made to  
be eaten by people



## Food surplus and waste

Reducing food waste has always been at the heart of Gousto. So how does Gousto create less food waste compared to traditional grocers?



## Surplus and waste prevention

### Pre-portioned ingredients

Because we deliver exact portions straight to our customers, with enough shelf life, food waste at home is minimal. Just one Gousto order saves 2kg of food waste compared to the equivalent supermarket shop. **In 2021, we saved 24,000 tonnes of food from being thrown away<sup>12</sup>.**

### Optimised demand forecasting

We minimise food surplus by optimising our menu planning, demand forecasting and fulfilment. We have to balance lots of different fulfilment sites, as well as menu variety and ingredient availability. We also need enough flexibility to enable choice, whilst keeping waste and inefficiencies under control.

Every Gousto box saves

2 kg

of food waste compared to the same shop at a supermarket



<sup>12</sup>. Foodsteps 2021. Comparative Life Cycle Assessment (LCA) of the food waste and greenhouse gases (GHG) emissions arising from consuming meals a) purchased from Gousto and b) purchased from an average UK supermarket





Surplus prevention

Redistribution to people

Sent to animal feed

Anaerobic digestion

Incineration for energy

Landfill

## Redistribution to people

We do everything we can to prevent food waste from happening throughout the supply chain, but our operations still produce some surplus food that can't be sent to customers.

Luckily there's a way of tackling this food surplus so it's put to a **good social and environmental use**, and ends up being a positive rather than a negative.



We're really proud to partner with FareShare, the UK's largest charity fighting food waste and hunger. They redistribute our surplus food to local charities and community groups who turn it into nutritious meals for those most in need.

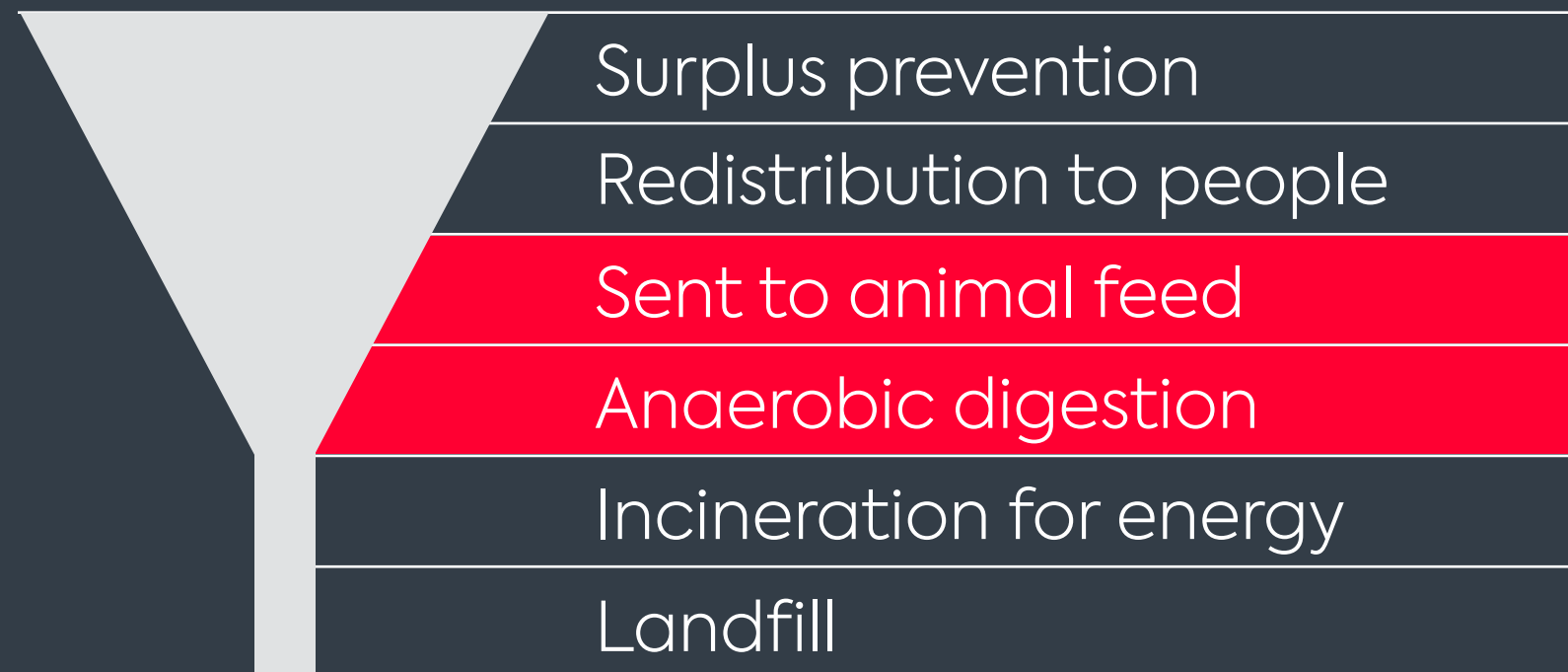
### Thanks to FareShare...

In 2021 alone, we donated 424,469 meals to 1,961 charities. These charities included clubs serving school children, people experiencing homelessness, community groups serving older people, charities serving people on low or no incomes and people with mental health conditions.

**Together, by donating this food, we've prevented 285 tonnes of CO2e from going to waste and saved 267 million litres of water<sup>13</sup>.**







## Anaerobic digestion

We have a policy of zero waste to landfill.

None of our waste gets sent to landfill. This is thanks to our waste providers, FirstMile for London, and Veolia for our fulfilment sites, who both operate a zero-to-landfill policy.



Any remaining  
food waste



Sent for anaerobic  
digestion



Generates biogas  
and bio fertiliser





# More sustainable packaging

Packaging plays such an important role at Gousto that we have a whole team dedicated to it. **We're continuing to cut plastic packaging** where we can, however we can't currently get rid of it altogether as it's crucial for keeping food safe and fresh, preventing waste. We're also committed to making sure all our plastic packaging can be recycled as part of a closed loop to make sure **nothing goes to landfill**.

We are members of The UK Plastics Pact, led by WRAP, which aims for **100% reusable, recyclable or compostable plastic packaging by 2025**. As a member, we commit to getting rid of problematic and unnecessary plastic packaging, stimulating innovation and helping to build a stronger recycling system in the UK.

By the end of 2021, 58% of all Gousto own-brand ingredient packaging was recyclable (vs 33% in 2020) and all Gousto boxes are now made from 100% recycled material.

Reaching 100% recyclability by 2025 is quite a challenge. We're currently testing different types of recyclable plastics as well as experimenting with other materials. We're determined to find a solution that is more sustainable, while always making sure our customers continue to get high quality, fresh ingredients in their boxes.



58%

of our own brand  
packaging is  
recyclable

Gousto boxes  
are made from

100%

recycled materials



## Innovations in packaging

We're incredibly excited about our partnership with the natural packaging experts, Xampla. A spin-out from the University of Cambridge, they develop novel plant-based materials. **Together, we ran a customer trial of the world's first edible stock sachets**, made from pea protein — a zero-waste alternative to the plastic sachets that hold our vegetable stock powder.

The sachet is made from engineering dried pea protein into sheets that work the same as plastic, with the ability to protect food and preserve shelf life. It's completely edible, meaning you just stir it into your sauce and it will dissolve as you cook!

## Improving recycling infrastructure

As recycling infrastructure evolves, it becomes easier for businesses like us as we work to make all packaging recyclable.

We've been cheering along supermarkets as they've stepped up their efforts to help people recycle flexible 'soft' plastics. This progress means Gousto ingredients packaged in soft Polypropylene plastic, such as our breads, vegetables, fresh herbs, nuts and dried fruit can now be recycled with bags at larger supermarkets.

Look out for the 'Recycle with bags at large supermarket' labels on your ingredients.





# Championing sustainable sourcing

**We're very selective about who works with us.** It's important that our suppliers hold similar values to ours, so we can share our success with them as we grow. Our suppliers are one of the key building blocks of our business, and they form part of the Gousto family.

## Our sourcing standards

Behaving ethically and improving the quality of life of your workforce should go without saying — but we've said it anyway, in the Gousto Code of Conduct. This is where we lay down the standards that we as a business and our suppliers must follow. 100% of our suppliers are signed up to it, and our partnership is conditional on them meeting our requirements. That includes **transparency, confidentiality, anti-bribery, fair wages, safe and fair working conditions** and **freely chosen employment**.

We are also members of SEDEX (Supplier Ethical Data Exchange), an online database that allows us to oversee working conditions and make sure our supply chains are safe. 79% of our suppliers are now registered on the Sedex platform, and we're working to get the rest signed up too.





## Our ingredients

We obsess over where our ingredients come from, and are always aware of the need for a more sustainable, responsibly-sourced supply chain. **We fill our boxes with fresh, seasonal fruit and veg and buy fresh, British meat wherever possible.**

### Animal welfare

Our Animal Welfare policy is based on the 'Five Freedoms' principle, developed by the UK Farm Animal Welfare Council (FAWC) for the mental and physical wellbeing of animals. All our suppliers have to follow this policy as part of their contract with us.

We love partnering with suppliers who are on the same page in terms of values and quality. One of our latest is **The Jolly Hog**, whose sausages and bacon are sourced from **RSPCA Assured**, Outdoor Bred pigs, meaning they've been reared to the highest quality standards. And it's not just us who think they're delicious — they've earned 'Great Taste' awards every year for the last three years.

### Sustainable palm oil

Palm oil continues to be a major contributor to climate change and deforestation, destroying habitats of endangered animals. At Gousto we believe that boycotting palm oil isn't the solution, as this would only shift the problem to other parts of the world.

The best way forward is to create a sustainable palm oil industry, which is why **all palm-oil based raw materials sourced by Gousto must be RSPO (Roundtable on Sustainable Palm Oil) certified.**





## Supplier heroes

### Valefresco

We love it when suppliers experiment with innovative, sustainable farming methods. Our pak choi suppliers, **Valefresco**, grow their vegetables in the UK all year round using hydroponic production.

Hydroponic production is the process of growing vegetables in a controlled environment, in large polytunnels. Because the growing conditions are perfect, the yield is higher than outdoor crops, and the plants grow quicker and bigger. The process uses **natural light and 100% renewable energy sources** (solar panels and biomass heating) to heat the polytunnels in the winter.

Since the plants are grown in an enclosed environment, they don't need to be sprayed with pesticides. They also use an estimated **90% less water** compared to growing crops outdoors.



### Rubies in the Rubble

We're always making friends with other B Corps, especially ones who share our passion for positive change. We recently partnered with **Rubies in the Rubble** to surprise 70.5k Gousto customers with free bottles of ketchup in their boxes. Their ketchup is made from **100% sustainably-sourced, natural ingredients** that would otherwise go to waste for being the wrong shape, size or colour.





A close-up photograph of several leeks, showing their green stalks and white bulbous bases. The leeks are arranged vertically, filling the frame. The lighting is soft, highlighting the texture of the stalks.

# OUR PEOPLE

**Offering healthier choices**

**Celebrating and supporting our team**

**Helping to develop thriving communities**





# Offering healthier choices

There's a lot of talk about the urgent need to change our national diet. Today, more and more people are obese or severely obese<sup>14</sup>. Highly processed food is taking a toll on our bodies. It tends to be easier to sell and cheaper than healthier food.

Part of our mission at Gousto is to make it easier for people to access and eat **healthy, nutritious food**. We love sending our customers the freshest ingredients so they can cook balanced meals, and create **positive eating habits**.





## Buddying up with the Body Coach

Joe isn't just the nation's favourite PE teacher. To us, he's been an invaluable partner over the last 3 years. We can't get enough of his healthy recipes, and we know you all agree (pizza chicken, anyone?).

Working with Joe as a Gousto ambassador has created some amazing opportunities. Last July, when lockdown restrictions were easing, he helped showcase our Healthy Summer campaign featuring the range of healthy recipes on the Gousto menu. **Together we encouraged people to eat healthily whatever their goals and maintain the healthy home-cooking habits they might have started during lockdown.**



“Pack your plate with veggies, enjoy lighter options, and eat like me with Gousto’s Healthy Choices.”

Joe Wicks



# Inside the Gousto kitchen

## Adding more healthy meals across our menu

We're on a health journey, and we can't wait to see where it'll take us. **We launched two new healthy ranges last year** and we've loved seeing the recipes fly off the virtual shelves and into Gousto boxes.



### Calorie Controlled

Our customers asked for low calorie recipes, so we launched delicious dishes all under 600 kcal.



### Lighter

By popular demand – healthier versions of indulgent comfort food, like our lighter 'creamy' bacon and mushroom carbonara.

We introduced baseline nutritional standards, and worked to make sure all our core recipes met these by the end of 2021.

## Gousto baseline nutritional standards

Min fruit and veg portions	Salt limit
1	3g
Maximum kcal	Sat fat limit
1000	20g

## Gousto healthy standards

Min fruit and veg portions	Salt limit
2	3g
Maximum kcal	Sat fat limit
750	12g



**What's the other 5%?**  
These are what we call our "exceptional meals" — like our limited edition Christmas recipes, our Chinese New Year banquets, and our Easter feasts.



## Upping veg portions

Over the last year we've focused on adding more veg across the menu. Stirred in or served on the side, it's the veg that really helps to make a recipe more healthy. In 2021, we had an average of 1.8 veg portions per recipe (vs 1.7 in 2020), and 66% of recipes on the menu had at least 2 of your 5-a-day (vs 60% in 2020).

Recipes with 2+ of your 5-a-day

66%

Average veg portions per recipe

1.8



Overall in 2021, Gousto customers piled their plates with

148,235,667

portions of veg

Weekly plant-based recipes in 2020

6

Weekly plant-based recipes in 2021

9

## More plant-based and vegetarian recipes

In 2021, an average of 13% of recipes on each weekly menu were suitable for vegans (vs 11% in 2020), with an average of 9 per week (vs 6 per week in 2020). As well as plant-based meals, 20% of our recipes each week were vegetarian (vs 14% in 2020). **This year we'll be adding even more plant-based and veggie recipes as we grow our menu.**

We plan to up the number of recipes using meat replacements, dairy-free swaps and vegan options, to give our customers more tasty plant-based choice each week and help them to eat more veg overall.



# Bringing down salt

Our recent switch from stock cubes to stock powders might seem small, but it actually brings the salt content of those recipes down by a whole gram. This is part of our efforts to bring all our ingredients in line with Public Health England (PHE) salt reduction targets, combined with our maximum recipe limit of 3g per serving.

Our recipe developers have worked closely with our suppliers to make sure **we reduce the salt without changing the delicious flavour** of our recipes.



1g less in our stock



0.8g less in our prawns



0.5g less in our wraps



0.52g less in our ingredient pastes



1.2g less in our gnocchi

## Our health journey

2017	2018	2019	2020	2021
<b>Free From</b> recipe collections launch	<b>Healthy Eating Index</b> brought in  <b>Healthy Choices</b> menu category goes live  <b>Boost &amp; Balance</b> veg-packed recipes for January	<b>Joe Wicks</b> joins us as an ambassador  <b>PHE Salt Reduction</b> ingredient targets set  <b>5-a-day badges</b> added to recipe cards and online menu	<b>&lt;3g salt</b> per serving target set for our core recipes  <b>Lean in 15</b> recipes from Joe Wicks go live on the menu  <b>Health Kitchen</b> range launches with 2 of 5-a-day, whole grains and lean protein	<b>&lt;600 kcal</b> collection launches  <b>1 of 5-a-day</b> minimum in all our recipes  <b>Reduced salt stock</b> by switching from cubes to powders  <b>Protein swaps</b> go live, so you can swap to lean beef mince or meatless mince



# Celebrating and supporting our team

We are one team, made of over 1,600 ambitious and caring people, all working together towards our vision of becoming the UK's most loved way to eat dinner. **Culture and talent mean the world to us and our success comes down to the amazing people we hire.**

We're delighted to have been nominated by the Otta Rocket List 2021 as one of the 50 fastest-growing companies in London to accelerate your career<sup>7</sup>.





## Wellbeing

We want to create an environment that helps our people to thrive, do their best work, and live our ownership principles of **Dream, Deliver and Care**. That's why last July we launched two new initiatives: **Work Where It Works** and **Flexitime**.

### Work Where It Works

We know that some things are best face to face, like performance reviews and workshops, whilst other work is best done in your own space. After getting input from everyone around the business, the answer was obvious — to give people the choice to work where it best suits them (for those roles where that's possible). In fact, 82% of our staff say this new initiative has improved their happiness and wellbeing.

“I think it really maximises the work/life balance, allows you to take a lunch break and get some fresh air, and be flexible around any other commitments.”

### Flexitime

Having more flexibility makes it easier to enjoy work life balance. Flexitime gives our people the opportunity to flex the beginning and end of the working day when they need it, if their role allows for it.

### Time to Recharge

When we first started remote working in 2020, it became clear that sitting at the same desk all day dialling into video calls was having an adverse effect on both physical and mental wellbeing.

So we brought in Time to Recharge, an hour in the middle of the day protected from meetings, to get away from screens, get some fresh air, or have focus time. It was a resounding success with obvious mental health benefits and became an established part of a day at Gousto.

### No Meetings Week

Every quarter we have a week where all regular and non-critical meetings are cancelled. No Meetings Week started as a trial in response to staff feedback about too many meetings reducing engagement and productivity. Goustonians use this week to do some learning, work on projects and focus on personal development. It's an opportunity to review, reassess and reset.

### Mental Health

We're passionate about tackling the stigma around mental health issues, and determined to normalise conversations around it. Last year, we trained 12 new Mental Health First Aiders (MHFA), bringing the total to 24 across all of our sites. They're not mental health professionals, but they're trained to listen without judgement, share practical tools and provide support to all Goustonians.





## Inclusion, Diversity and Belonging

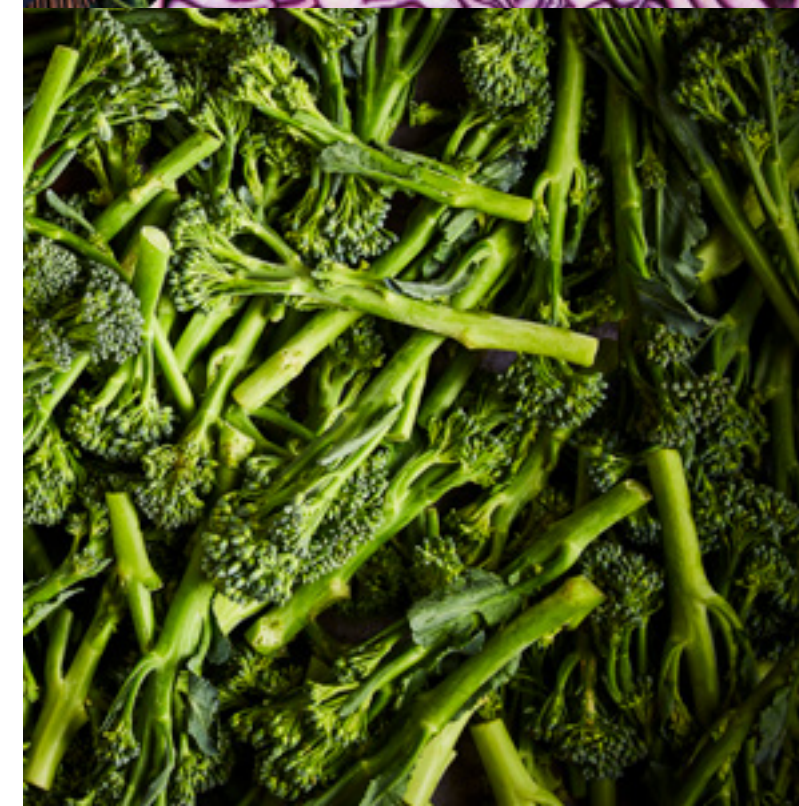
Everyone should be able to thrive at Gousto and bring their whole self to work. Just as we see variety as central to our menu, we see inclusion, diversity and belonging as central to our organisation. We believe it's all about **celebrating our differences and feeling empowered to be ourselves.**

Over the last year, we've started tailoring questions specifically around ID&B on our engagement survey, as well as hosting listening groups and investing in a better system to deepen our understanding of colleague experiences.

We're proud to have invested in a series of inclusion events throughout the year, including celebrating **International Women's Day** throughout March, **Pride at Gousto** in July and **Black History Month** in October, featuring guest speakers such as Maggie Alphonsi MBE, Jake and Hannah Graf MBE, Chloe Davies and Wilfred Emmanuel-Jones. The purpose of these events is to connect, empower and educate our people.

A platform called BeApplied helps us **take the bias out of recruitment**. The anonymised, skills-based software supports us to hire empirically, ethically, and efficiently. We always make it clear to candidates that we will make any adjustments throughout the interview process to accommodate their individual needs.

This is only the start, and there's still loads we want to do to grow a truly diverse and inclusive culture, where everyone truly belongs.







Gousto employees 2020

1,028

Gousto employees 2021

1,625

## Growth

Amazingly, the Gousto family has grown from 1,028 (Dec '20) to 1,625 (Dec '21) just in the last 12 months. We've created new job opportunities across our fulfilment sites, helped by partnering with the local Jobcentre and local businesses to support people with barriers to employment.

We can't wait to expand our operations even further, with more fulfilment centres planned to launch in the next few years.

## Real Living Wage

We've always been proud to pay well at Gousto, and we've committed to new levels of accountability by becoming **accredited as a Living Wage Employer by the Living Wage Foundation**, encouraging others to do the same as we go.

The Real Living Wage (RLW) is an independently-calculated rate that makes sure workers can meet the cost of living and earn enough to support themselves and their families.





# Helping to develop thriving communities



## Giving back

We're committed to helping those around us who are alone, vulnerable and in need. In 2021, we **donated £150k to charities** supporting people with mental health issues and complex illnesses, people living in poverty or who are homeless, and many more.

In October, we also launched '**Giving at Gousto**' – a mechanic that lets staff donate to a UK registered charity of their choice, without having to pay tax on the donation. This means Goustonians can give to causes close to their hearts, and support local communities. It also means Gousto can help every donation go further by matching it.

By December, 3.2% of our monthly-paid staff members had signed up, and collectively donated £3,500 to charities of their choice, which Gousto matched, totalling £7,000. There's still work to do, and next year we'll be encouraging even more of our people to get involved, by promoting it internally and dedicating a whole week to Giving At Gousto.

 **giving**  
at Gousto



## Supporting the UK's favourite independent restaurants

The pandemic was a challenging time, particularly for the hospitality industry. 9 out of 10 restaurants admitted they had closed or come close to closing, with independent restaurants hit the hardest. Recognising local eateries **as the heart of the UK's diverse and vibrant food culture**, Gousto's Cookstarter campaign was created.

During the campaign, the public voted for their most-loved local eateries. The 5 winning independent restaurants worked with our recipe developers to put their signature dish on the Gousto menu, so our customers could recreate the dishes at home.

They also each received **£10,000 funding** (from the Gousto business) and a year-long **business coaching programme** to help them not only survive but thrive through such a difficult period.

# COOKSTARTER





# Thank you to everyone who's helped us along the way

Together with our customers and our team, we're super proud to see what we've achieved so far, and we're even more excited about the journey ahead. There's a long way to go, but we look forward to the challenges along the way, and can't wait to see where it takes us.



To chat to us about all things sustainability, get in touch via our [Help Centre](#), or read the latest on the [Gousto blog](#).

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