



LettUs  
GROW

Impact report 2021





# Introduction from our CEO & co-founder Charlie Guy

August might seem like an odd time to be publishing a 2021 Impact Report, but we have been awaiting some very exciting news before we could publish this.

I am very proud to say that LettUs Grow is now a Certified B Corporation! It has taken a lot of hard work from our team and a little bit longer to get certified than we initially expected, but there are good reasons behind this. Last year, the B Lab team saw a huge uptick in the number of UK businesses applying for B Corporation (B Corp for short) certification - something to be celebrated in its own right! Also, over the course of getting certified over the last few years, we have grown and evolved as a company throughout the process - increasing both our impact scores and the workload along the way.

For those who are not aware, B Corps are leaders of a global movement of people using business as a force for good. The process measures a company's social and environmental performance in five categories: governance, workers, customers, community and environment.

We are aware there has been some controversy surrounding some B Corporations as of late (see following links if you're interested in that side of the debate: [Nespresso](#) receiving B Corp status, [human rights concerns](#) and [greenwashing claims](#)). Personally, I am glad to see this debate being aired in the public domain as a way to continue to challenge poor business practices around the world. At LettUs Grow, we believe that no new movement that aims for a better planet should be beyond criticism - that's how we learn, improve and hold ourselves accountable. We also believe it's fundamentally important to have certifications that provide companies with a gold standard to aim for and demand transparency for consumers and partners. B Lab UK is undergoing a detailed consultation phase to ensure the certification remains true to delivering on its core standards to uphold the integrity of the certification - there is more information about how they do this on [their website](#) - hopefully some minimum standards for such fundamental issues as human rights will arise from this.

It's in the spirit of this transparent approach that we are happy to welcome you to our 2021 Impact Report. Last year, we began to formalise our reporting and tracking across several areas, and we made great progress, but also found more questions than answers in some places.

As we have commercialised and scaled our project deliveries with clients and partners around the UK, we have uncovered more that we need to investigate, track and dedicate work to, with the goal of making sure that everything we do at LettUs Grow is in line with the [B Corp principles](#), [Sustainable Development Goals](#) and [Net Zero](#) obligations that we have committed ourselves to.

We are so thankful for all of you following us on this journey and we are looking forward to sharing more about our learnings (so far!) this year on how to improve our efforts, policies & ways of working to benefit the world we're living in.



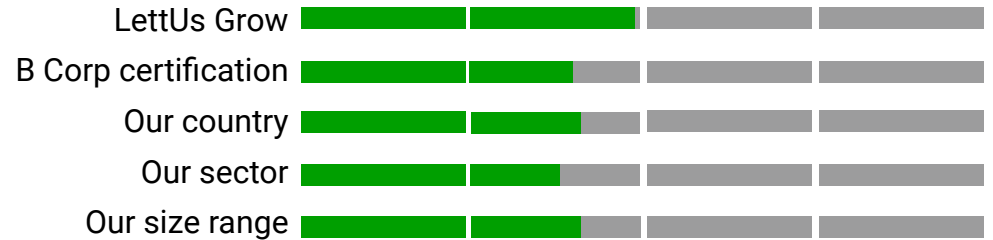
Certified



Corporation

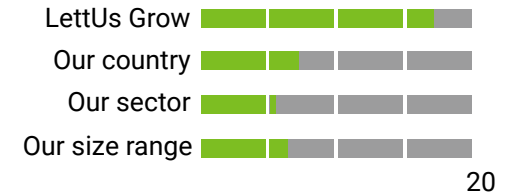
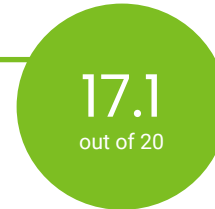


Here you can see our overall score of 99.4, as well as a breakdown of the assessment categories, and how our scores match up to averages. This will be reassessed every year with the aim to keep improving our score.



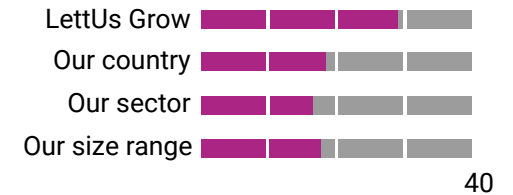
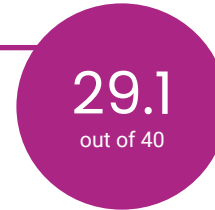
### Governance

Evaluates the company's overall mission, corporate structure, their engagement around social and environmental impacts, as well as transparency.



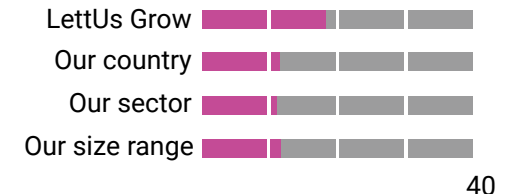
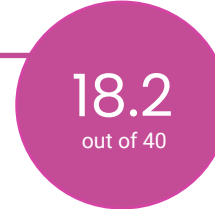
### Workers

Considers the company's contributions to financial security, health & safety, wellness, career development and job satisfaction.



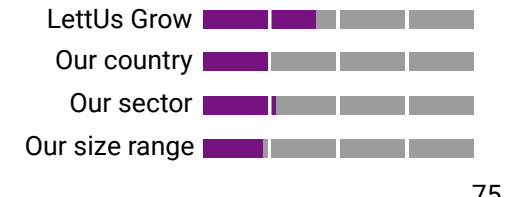
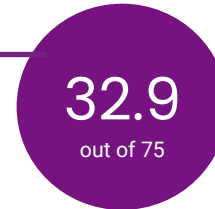
### Community

Looks at the company's engagement with the communities in which it operates and sources from, including evaluating diversity, charity and supply chain management.



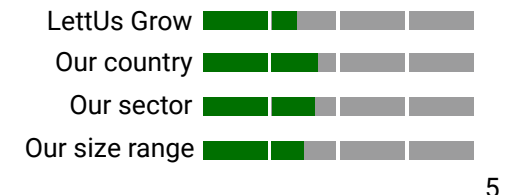
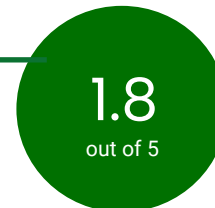
### Environment

Evaluates overall environmental management, as well as impacts on air, climate, water, land and biodiversity.



### Customers

Considers stewardship of customers, ethical marketing and the quality of its products and services.







Section one

# Customers & collaboration

# Customers & collaboration

2021 was all about exploring where **aeroponics can have the greatest impact**.

In 2021 we completed several vertical farming and research collaborations. We secured our first DROP & GROW sales, installed container farms for three social-good projects and **branched into the greenhouse sector** with Harper Adams and La Serra.

## 2021 achievements:

- ✔ Expanded UK growing sites from 2 to 8.
- ✔ Farmers using LettUs Grow equipment grew over 20 different crop types.
- ✔ Collaborated with 6 UK universities on innovative and industry-leading research, projects and PhD placements.

## 2022 plans:

We want to **maximise our impact** by making sure the work we do can benefit both our customers and wider community by:

- ✔ Increasing industry collaborations and partnerships.
- ✔ Conducting regular customer visits and working with them to achieve the best yields possible.
- ✔ Planning to launch a learning hub so anyone can have access to our resources and learn about indoor farming.
- ✔ Beginning tours and training sessions at our aeroponic research centre.

Our projects,  
partnerships  
& customer  
sites



## Sustainable development goals:





# Case studies

## Grow It York

For Grow It York, social change is the name of the game. This team of researchers are providing Spark:York's unique collection of independent eateries delicious fresh produce, whilst investigating the ways they can utilise urban container farms to create a positive food system for the people of York and beyond.



[Learn more](#)

## Harper Adams

Can aeroponics provide solutions for issues surrounding food production, sustainability and energy consumption? Partnering with LettUs Grow, the UK's leading agricultural specialist university, Harper Adams, trialled both aeroponic and hydroponic systems to compare performance within greenhouse facilities.



[Learn more](#)





Section two

Community

# Community

A big theme for 2021 was taking a step back to listen! We've looked to the expertise of amazing organisations like [Babbasa](#) or [myGwork](#) to **guide us on how to be the best allies** to the communities they support.

## 2021 achievements:

- ✔ Joined Babbasa's City of Change Campaign and Equal Opportunity Mentorship Program.
- ✔ Held our first annual company wide unconscious bias training.
- ✔ Began a regular office donation box for the [Easton Food Bank](#).

## 2022 plans:

We want to reach as **diverse an audience as possible** in hiring and outreach by:

- ✔ Working with organisations committed to improving diversity in STEM and speaking at more events encouraging members from under-represented communities to pursue careers in STEM and farming.
- ✔ Launch work on an outreach program to get young adults excited about sustainability and the importance of a healthy food system.

*Prior to the placement I was a fresh-faced graduate with minimal experience of a professional environment & a lack of courage in public speaking. Fast-forward 6 months, my skills were strengthened & my self-confidence in public speaking grew. My experience at LettUs Grow has been fun, challenging & rewarding. To be able to help contribute to a greener future, alongside passionate individuals, created a productive work environment that allowed me to grow, personally & professionally.*

Zephyr Giddings, Babbasa Marketing Analyst placement. Want to hear more from Zephyr? You can read her blog on [youth empowerment here](#).

*Bristol is a diverse & multicultural city, but regarding opportunities for young people, inequality in Bristol is amongst the highest in the UK. The work Babbasa does is all about levelling the playing field - providing opportunities & mentoring to young people from underrepresented backgrounds, especially opportunities in tech. It's a joy to work with them & offer a new experience for the young people they support.*

Dan Peel, Product Manager & Babbasa Mentor

## Sustainable development goals:





Section three

Workers



# Workers

It's not just the plants that grew in 2021 - our teams have grown too!

## Job growth in numbers



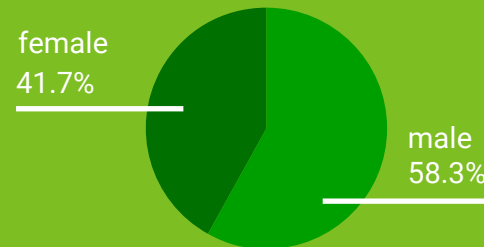
## 2021 achievements:

- ✔ Implemented a 360 feedback mechanism to allow employees to share feedback with their peers and managers.
- ✔ Improved our annual performance reviews to focus on professional development, including adding a skills framework so that every individual has a clear path for progression.
- ✔ Created “Manager Sessions” - monthly workshops to help managers better support their teams and grow as leaders.
- ✔ Implemented annual summer parties and launched our staff newsletter the Thymes, to keep everyone feeling connected.

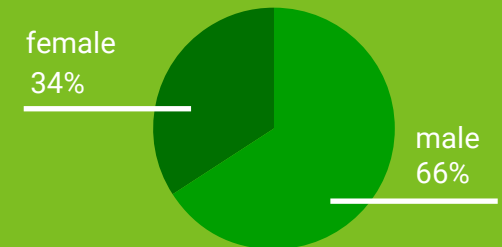
# Gender breakdown

We recognise all genders - not just male and female. These graphs show how our staff choose to identify. We aim to improve these figures year on year.

## New hires 2021



## Leadership positions



## 2022 plans:

Our focus for 2022 is to **professionalise as we continue to scale** our teams and efforts. We will continue to put wellbeing and professional development at the forefront of our efforts by:

- ✔ Improving our 360 process to include consistent commentary, so staff can receive honest and useful feedback all year, not just in annual performance reviews.
- ✔ Offering an improved gender neutral parental policy.
- ✔ Implementing a “work from anywhere” policy.
- ✔ Improving access to health and wellness tools.

## Sustainable Development Goals





A close-up photograph of a dense cluster of small, green, succulent-like plants. The leaves are small, rounded, and have a slightly waxy texture. The stems are a deep reddish-purple color, creating a striking contrast with the green foliage. The plants are growing in a natural, outdoor setting, possibly on a rocky or sandy surface.

Section four

Environment

# Environment

Our aeroponic technology and container farms exist to improve the environmental impact farming by reducing food miles, food waste, water & pesticide use.

2021 was all about **tracking our impact** and formalising our sustainability policies. We want to make sure we measure what matters and that sustainability is always standard practice.

## Emissions in numbers

- ✔ Saved 1517kg CO2 emissions through recycling green waste.
- ✔ Prevented 8945kg CO2 emissions through renewable energy use.

That's the equivalent of...



Growing 634 urban tree seedlings for 10 years



What would be sequestered by 47 acres of forest in a year

(Data source: EPA)



Saving 1052 square metres of forest from deforestation!

## 2021 achievements:

- ✔ Integrated our sustainability values into our company policies and handbook.
- ✔ Calculated our scope 1 and 2 emissions for the first time.
- ✔ Began reusing packaging with some of our outsourcing partners to reduce single use waste.
- ✔ Incorporated our environmental values into our Supplier Code of Conduct.
- ✔ Focused on finding local outsourcing partners to minimise our assembly carbon footprint.

## 2022 plans:

We'll seek to gain a deeper understanding of our emissions and environmental impacts, and share what we've learnt with the wider community by:

- ✔ Publishing a Life Cycle Assessment comparing our technology with other growing methods.
- ✔ Beginning the work of calculating our scope 3 supply chain emissions.

## Sustainable development goals:







Thank you for reading our 2021 Annual Impact Report

To stay up to date with our progress over 2022 on sustainability matters and beyond, make sure you [sign-up to our mailing list](#).