

# PURPOSE INTENTION REPORT 2020



# **OPERATING INSTRUCTIONS**

- 1. GET A FRESH COFFEE**
- 2. FIND A COMFY CHAIR**
- 3. ENJOY THE RIDE (UH. READ.)**

# AWESOME. YOU'VE FOUND US.

Let's start this experience with a virtual high-five.

Why? Because you deserve it. As you're about to read a story about positive change for yourself and the planet that you're very much a part of.

In front of you is the first Purpose Intention Report ever in the history of mankind. It's a story about why we exist, how we intend to make things better and what we offer to the world.

We promise to keep it (relatively) short and sexy.

Have fun!

Holie



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# WHAT'S THE STORY?

There's nothing cool about global warming. Our planet is getting too hot, too fast. And although we love chillin' on the beach with a piña colada as well, this kind of "hot" will have devastating consequences for people and planet.

We believe that we should use business as a force for good. That's why, in april 2018, we started Holie. We're an Amsterdam based impact-company that creates 100% plant-based food and we're on a mission to support the planet.

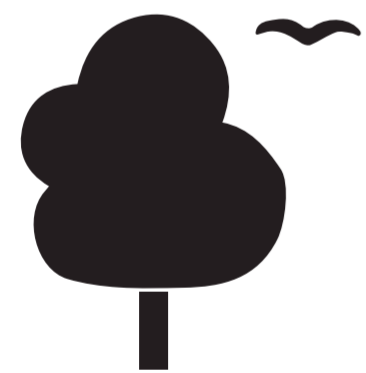
Not here to scare you off folks, but we've got a problem. So we thought, let's do something...

50% of our profits are donated to plant trees to help fight climate change. So please join us and let's have some fun along the way.



We established purpose-driven growth  
→ Revenue 2018: €225.000  
→ 2019: €770.000  
→ Expected revenue 2020:  
**€1.400.000**

## WHAT WE'VE ACHIEVED SO FAR:



**2500**

trees planted in the Netherlands and Uganda → which will capture 360.000kg of CO2 that doesn't end up in our atmosphere



We saved **6000KG** of plastic and **9.500KG CO2** with our Granola packaging



We saved the world from **11.000KG** of new plastic by using 90% recycled plastic for all our Hummus cups



We 'served' **3.500.000** Granola breakfasts



People enjoyed **2.400.000** portions of our Hummus



Our food for good is available in **1.650** stores across NL & BE

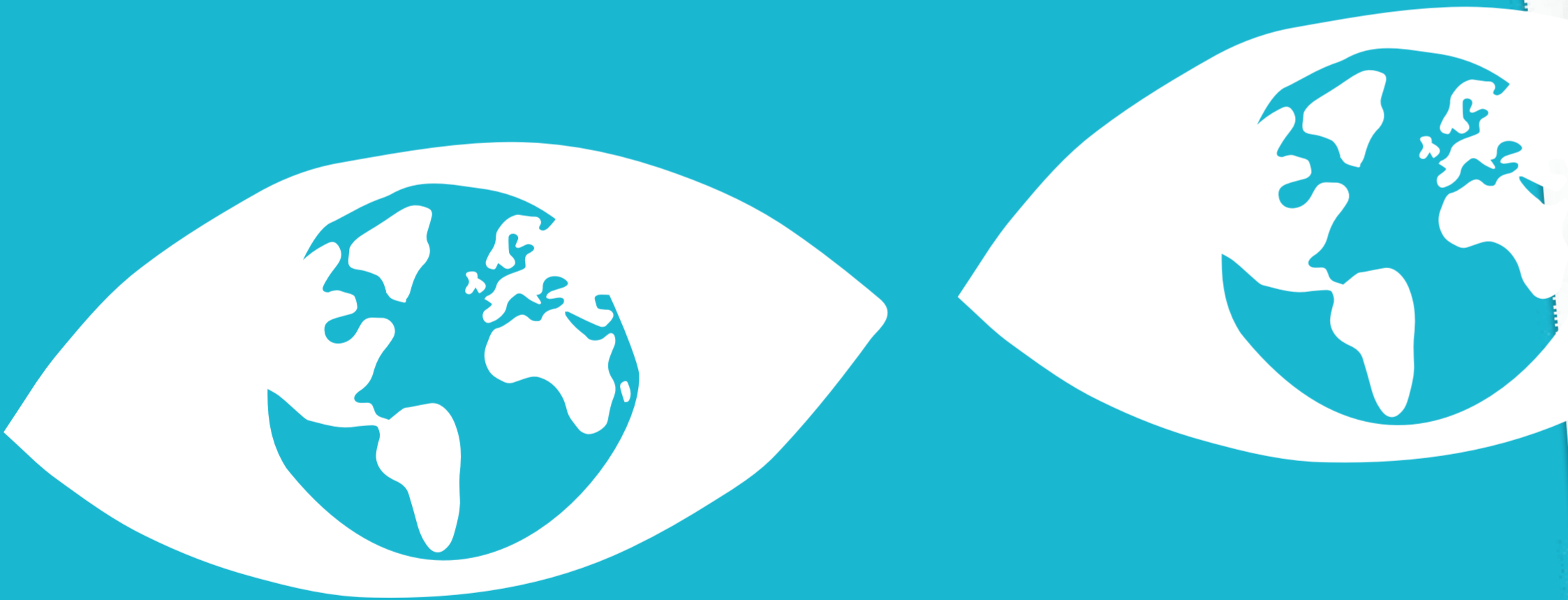
# OUR VISION

So, what's the bigger plan here? What do we want to achieve with our purpose-driven work? We want to help achieve the Paris Agreement's goal to "keep global warming below 2 degrees Celsius, but preferably below 1.5 degrees." The EU's nationally determined contribution (NDC) under the Paris Agreement is to reduce greenhouse gas emissions by at least 40% by 2030 compared to 1990. To reach this goal, we need to come together and cut greenhouse gas emissions to "save" the Earth as we know it. In particular, we need to drastically reduce our emissions of CO2.

More and more companies are committed to become carbon neutral, which is awesome. At Holie, we dream bigger. And we're turning our dreams into reality.

**"We are committed to become a Climate Positive company by 2025."**

That means we will remove more greenhouse gas emissions than we emit while growing the Holie business. By taking a positive approach and working together with our partners, suppliers and fans around the world, we will make it happen.



**"LET'S CREATE A WORLD WHERE EVERYONE IS CLIMATE POSITIVE AND WE ALL GIVE BACK MORE THAN WE TAKE FROM PLANET EARTH."**

# CHEAT SHEET

## Q: WHAT'S THE GREENHOUSE EFFECT?

A: The greenhouse effect is the way in which heat is trapped close to the surface of the Earth by "greenhouse gases." These heat-trapping gases can be thought of as a blanket wrapped around the Earth, which keeps it toasty rather than it would be without them.

## Q: ...AND WHY IS IT BAD NEWS?

A: Human-caused global warming will impact people, wildlife, and habitats everywhere. Higher temperatures are worsening many types of disasters, including storms, heat waves, floods, and droughts. Disasters that will have severe environmental, physical and economical consequences for a species called human-beings.

## Q: WHAT'S CO2 AGAIN?

A: Gases that trap heat in the atmosphere are called greenhouse gases. One of the main bad boys is Carbon dioxide (CO2). CO2 enters the atmosphere through burning fossil fuels (coal, natural gas, and oil), solid waste, trees and other biological materials.

## Q: WHAT'S THE PARIS AGREEMENT ABOUT?

A: The Paris Agreement is the first truly global commitment to fight the climate crisis. In 2015, 195 countries and the European Union signed on to a single agreement that aims to keep global warming to well below 2°C —and make every effort to not go above 1.5°C.

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# POSITIVE CHANGE FOR THE PLANET

We're a purpose-driven company. Our Purpose is the guide in everything we do, internally and externally. From our business model, brand identity and product development, to our company culture. Everything we do is rooted in our Brand Purpose; our bigger goal.

So without further ado....

**"WE EXIST TO DRIVE POSITIVE CHANGE FOR OUR PLANET. WE AIM TO USE OUR BUSINESS, COMMUNITY AND CREATIVITY TO DO GOOD."**

**WE'VE DESIGNED IT A BIT SO IT LOOKS COOLER**

# STRATEGY



To drive positive change for the planet together, we've divided our strategy into three key areas:

## AREA 1: MINIMIZE IMPACT

We want to minimize our impact on the planet and reduce our own carbon footprint as much as we can. This starts with understanding our own climate footprint. If we measure this, we can start setting goals and reduce our CO2 emissions step by step. We're far from perfect, but we've started our journey with solid moves in the right direction. Read more on page 20.

## AREA 2: RESTORE NATURE

We want to remove more carbon than we emit. Therefore we donate 50% of our profits to plant trees. Trees are the ultimate carbon capture and storage machines. They filter the air and fight off the effects of global warming. Find out more on how and where we restore nature on page 24.

## AREA 3: EMPOWER SOCIETY

We can't change the world alone. Therefore we are an active and lighthearted voice in the public debate around climate change. We empower people to drive positive change for our planet and help them to live a more conscious lifestyle. You can see how on page 28.



# WE'RE NOT PERFECT

(But we're improving every day.)





**DOING GOOD**



**NEVER TASTED BETTER**



# SUSTAINABLE GOALS






Our purpose of driving positive change for our planet goes far beyond our own business. We believe that climate change can only be fought if we look beyond national interests and work together to support the planet.

That's why we tie our efforts to the UN Sustainable Development Goals (aka SDGs). These 17 SDGs are the blueprint to achieve a better and more sustainable future for all and address the global challenges we face, including those related to climate change, sustainable agri-

culture, good health and life on land. We identified the five global goals to which we believe we can contribute the most with our business (at this stage).

Turn your head slightly to the right and let your eyes read them one by one. We'll tell you what they are all about and which specific UN targets we contribute to with Holie.



UN SUSTAINABLE DEVELOPMENT GOAL	UN TARGET
 <p><b>2 ZERO HUNGER</b> End hunger, achieve food security and improved nutrition and promote sustainable agriculture.</p>	<p>2.4 Sustainable food production and resilient farming practices.</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b> Ensure healthy lives and promote well-being for all at all ages.</p>	<p>3.4 Reduce the number of deaths caused by non-transmissible diseases such as diabetes.</p>
 <p><b>12 RESPONSIBLE CONSUMPTION &amp; PRODUCTION</b> Ensure sustainable consumption and production patterns.</p>	<p>12.5 Significantly reduce the amount of waste. 12.8 Increase public awareness of sustainable lifestyles.</p>
 <p><b>13 CLIMATE ACTION</b> Take urgent action to combat climate change and its impacts.</p>	<p>13.3 Increase knowledge and capacity to cope with climate change.</p>
 <p><b>15 LIFE ON LAND</b> Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.</p>	<p>15.3 Combat desertification, restore degraded land and soil.</p>

# AREA 1 MINIMIZE IMPACT

We're not perfect - far from it. To be honest, we're just getting started. But that doesn't stop us from constantly looking for more sustainable solutions in all areas of our business.

## STUFF WE'RE PROUD OF:

### PRODUCTION & INGREDIENTS

- ♥ All our food is produced in the Netherlands.
- ♥ Our Granola Factory runs 100% on green energy.
- ♥ All our food is 100% plant-based (Yep, Vegan too).
- ♥ We never use palm oil or soy.
- ♥ Our cacao is UTZ certified.

### PACKAGING

- ♥ All our packaging is 100% recyclable.
- ♥ Our Hummus cup is made from 90% recycled plastic.
- ♥ Our Granola pack is made from 50% sugar cane.
- ♥ Our paper is FSC® certified.
- ♥ We saved 6.000 kilo of plastic & 9.500 kg CO2 with our Granola packaging.
- ♥ We saved the world from 11.000 kg of new plastic by using 90% recycled plastic for all our Hummus cups.

### (ALMOST) B-CORPORATION

- ♥ We're in the process of joining a global community of 3,235 companies - including Patagonia and Ben & Jerry's, that use business as a force for good.



## 2021 TARGETS:

- ♥ Measure our total carbon footprint with a 3rd party.
- ♥ Identify & Implement CO2 savings in our supply chain.
- ♥ Communicate CO2 impact per product on pack.



UN GOALS WE CONTRIBUTE TO

TIME FOR A BREAK.  
ENJOY THE CANAL VIEW  
FOR A MINUTE...



# AREA 2

## RESTORE NATURE

Simply reducing our collective CO2 emissions is not enough to reach the Paris and UN Climate Goals. To truly become Climate Positive we need to restore nature at scale. We do this by planting trees. Trees help cool the planet by sucking in and storing harmful greenhouse gases, like CO2. And trees do more than just capture carbon. They also can help: protect

bio-diversity, prevent flooding, reduce city temperatures, reduce pollution, keep soil nutrient-rich. As we believe in purpose-doing over purpose saying, we donate 50% of our profits\* to plant trees.

**“Our moonshot is to plant 1.000.000 trees together before 2030.”**

\*If 50% of our profits are lower than 1% of our annual sales or if we don't make any profits, we donate at least 1% of our annual sales to plant trees.

**"50% OF OUR PROFITS ARE DONATED TO PLANT TREES."**

### AT THE END OF THIS YEAR WE'VE PLANTED:

2500 trees in the Netherlands and Uganda -> which will capture 360.000 kg of CO2 that doesn't end up in our atmosphere.

### OUR IMPACT-PARTNERS

#### TREES FOR ALL:

Currently we have a global partnership with Trees for all. They're a not-for-profit CBF-certified foundation investing in our planet's future and quality of life by restoring forest and planting trees across the world.



#### NEW GLOBAL PARTNER: JUSTDIGGIT



JUSTDIGGIT

JustdiggIt is a Dutch foundation with the goal to restore degraded ecosystems by developing, initiating and co-funding large-scale landscape restoration programs within Africa.

### 2021 TARGETS:

- ♥ Plant 20.000 trees in Africa.
- ♥ They'll remove 7.500.000 kg CO2 in their lifetime.
- ♥ We expect to re-green 4.500.000 m² of land (= 630 x soccer fields. Yes, that's a lot).



**UN GOALS WE CONTRIBUTE TO**

# OUR PROJECTS



**HOLLAND, BRABANT**



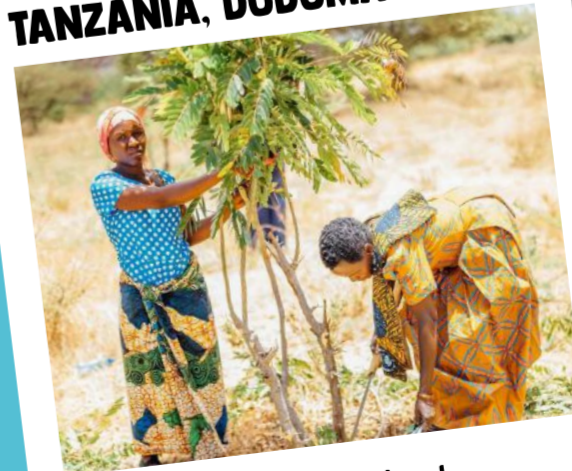
2020 → 1.250 trees planted.

**UGANDA, KIBALE NATIONAL PARK**



2020 → 1.250 trees planted.

**TANZANIA, DODOMA**



2021 → we aim to plant 20.000 trees over here.

# AREA 3 EMPOWER SOCIETY



With our commitment to being a Climate Positive company, we hope to be a ripple in the pond that creates a much larger change. After all, change is better together. That's why we raise awareness and empower people to be the positive change we need in the world right now.

Last but not least, we aim to be a driving force in society for the increased production and consumption of plant-based foods.

IF YOU SEE THIS ICON,  
YOU'RE DOING A GOOD JOB.

## IN THE LAST 24 MONTHS:

- ♥ We raised awareness around climate change with a national campaign called Planet over Profit.
- ♥ We helped Dutchies & Belgians to enjoy 3.500.000 healthy Granola bowls with 0% added sugar.
- ♥ 2.400.000 portions of do-good Hummus were created.
- ♥ We launched a Climate Toolbox full of tips and tricks on how to reduce your CO2 footprint.
- ♥ We created an Ambassador Program with cool people from the world of plant-based food and sustainable living.

## OUR PARTNERS IN CHANGE:

Together with our incredible retail- and NGO partners we're driving positive change for people and planet. We're helping people to live a more sustainable lifestyle, eat more plant-based food and contribute to a healthier planet. Day in, day out.



## 2021 TARGETS:

- ♥ Launch a community-driven event series.
- ♥ Partner up with change-making brands to raise awareness around solutions to climate change.
- ♥ Grow our on- and offline community.

UN GOALS WE  
CONTRIBUTE TO



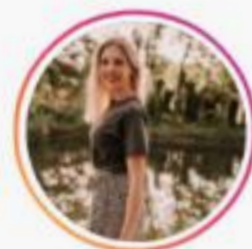
# WHAT ARE WE UP TO?

## INSPIRING PEOPLE NATIONWIDE



We believe business should be used as a force for good. So we seized the opportunity and took a nationwide stand for a green recovery from the Covid-19 crisis.

## AMBASSADOR PROGRAM



anki\_lazyfitgirl

368 posts 42.5k followers 3,776 following

ANKI ✨ LAZY FITGIRL METHODE ©

✨ Succesvol afvallen ► uit de diëtmodus ⚡ Download gratis mijn ebook! ↓

📧 #lazyfitgirlmethode

📍 32, LAZY boysmom: Sammie & Beau

www.lazyfitgirl.nl

Followed by holiefoods and plantbasedcheese

ONE OF THE FIRST HOLIE AMBASSADORS (EVER)

Since this summer we've been hooking up with likeminded conscious spirits from the world of plant-based food and sustainable living. They represent our brand and embody the values that we stand for. These legends are NOT paid influencers, but they help us spread our story and empower people to drive positive change in their lives.

## NUTRITION PROFESSIONALS

At Holie, we believe it's important to demonstrate how people can eat good, healthy and sustainable food. That's why we work together with dieticians and nutritionists on a regular basis.

## PLANT-BASED INSPIRATION

Food is creation. That's why we offer recipes and ideas to empower folks to enjoy the "good" things in life...

## "AVOCADO SANDWICH"



### INGREDIENTS FOR 2 PERSONS

- 2 slices of your favourite bread
- 100g of Holie Hummus Avocado
- 1 hand full of spinach
- 1 hand full of cashew nuts
- Pepper
- Salt
- Chili flakes



### KEY STEPS TO GOOD STUFF

1. Roast the cashew nuts
2. Slice the avocado in thin pieces
3. Spread out the Hummus on the bread
4. Create a "bed" of spinach and top it off with slices of avocado and cashew nuts
5. Spice it up with some chili flakes, pepper and salt
6. Enjoy the summertime :)



Change is hard. We know.  
That's why we created a Climate Toolbox  
to help people reduce their carbon footprint.  
See how you can start today...



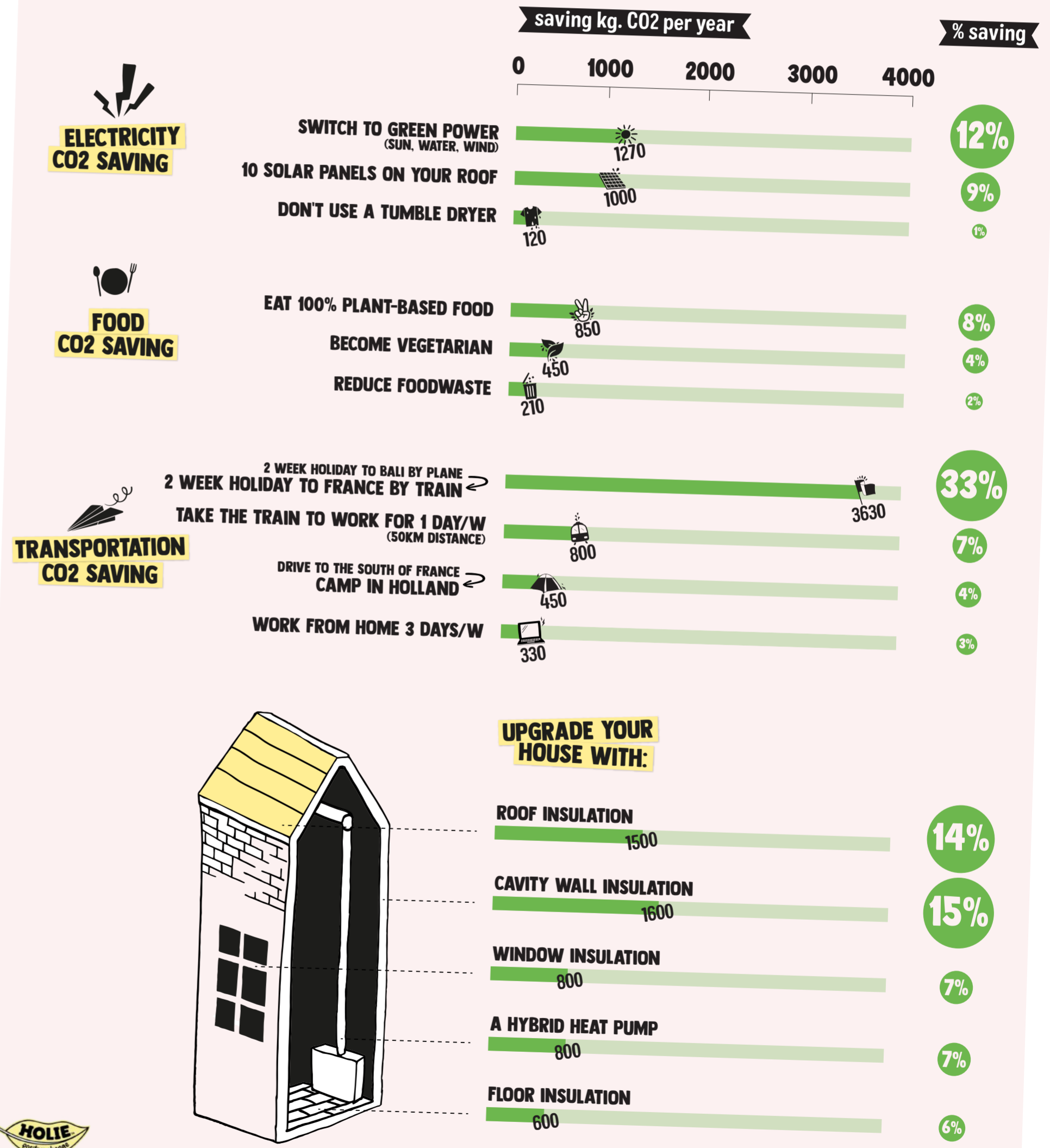
# CLIMATE TOOLBOX



HOW TO REDUCE YOUR CARBON FOOTPRINT?

AVERAGE DUTCH PEOPLE

11.000 KG PY



SOURCE: CBS / CE DELFT / MILIEU CENTRAAL / PBL / SCP / VOEDINGSCENTRUM

# OUR PRODUCTS

Currently we sell 3 crunchy Granola's and 5 delicious Hummus across 1.650 stores in the Netherlands and Belgium.



**TOTALLY VEGAN**  
Our food is 100% plant-based and natural. Yep, we're Vegan too.



**CHEF-INSPIRED**  
Taste always comes first. Every product is created by our professional Chef.

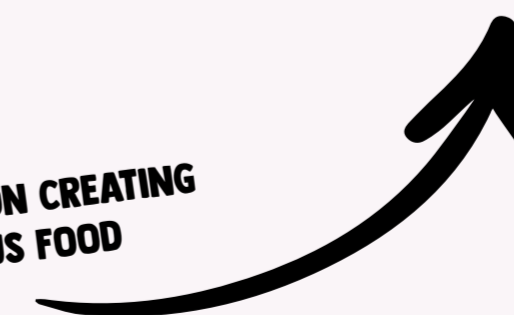


**GOOD FOR YOU**  
We never add sugar. No hidden stuff. Only sugar by nature. Stay sexy.



**GREAT FOR THE PLANET**  
We empower people to drive positive change every time they enjoy our product.

OUR VISION ON CREATING DELICIOUS FOOD



# PEOPLE & CULTURE

We're an Amsterdam based impact-company full of creative professionals that want to drive positive change for people and planet. When we're old and grey, we want to look back on our lives and be able to say that we were on the good side of history when it comes to fighting climate change. We're building a 21st-century brand and business that supports diversity, equality, transparency, personal growth and doing good while enjoying life.

**HONEST**  
We are genuine to our purpose and people. We're not perfect, and we're not saying we are. We are as transparent as we can be.

**POSITIVITY**  
Positivity always wins. The solution to every problem resides in it and it comes for free. Pretty magical stuff if you'd ask us.

**NATURE**  
We love nature. We feel good in it and are grateful for everything it gives us. We always treat it with respect. Nature rocks.

**TOGETHER**  
Team work makes the dream work. We are in this together. If you want to go fast, go alone. If you want to go far, go together.

**CREATIVITY**  
Creativity is the catalyst for change. It's the key to innovation. We celebrate new ideas. The good, bad and ugly ones.

**ENTREPRENEURIAL**  
We challenge convention and are not afraid to fail. We embrace an open culture of trying new things and shaking up the status quo.



# THE BEGINNING

Cheers! You've made it all the way to the end. Well, to the end of our Purpose Intention Report. Because from a positive change perspective we're just getting started.

We hope you had a good time and that you got to know us a bit better. If you're working with us in any capacity, we want to take this moment to say that we're super grateful that you've joined us in our adventure for good. Thank you.

## TO BE CONTINUED....

Don't be sad. We'll meet again soon! In 2021 we'll drop our Purpose Progress Report in which we'll officially update you on the impact we've made (and the stuff we could've done better). We'll make sure to make that one a bit more boring by adding some extra crazy numbers for you to enjoy.

Cya out there!

Holie

**HUNGRY FOR MORE?**

Contact us at:  
[hello@holiefoods.com](mailto:hello@holiefoods.com)



[www.holiefoods.com](http://www.holiefoods.com)