



Impact Report 2022

Ooni's second Impact Report details our progress in 2022 as we continue to work to positively impact people and the planet.

We measure our impact against six key focus areas:



CLIMATE ACTION



IMPACT FUND



ZERO WASTE



SOCIAL RESPONSIBILITY



COLLECTIVE ACTION



TRANSPARENCY





Pictured: Darina Garland, Co-CEO and Co-Founder
with Kristian Tapaninaho, Co-CEO and Co-Founder

Note From Darina Garland, Ooni's Co-Founder and Co-CEO

The year 2022 marked a decade since we launched Ooni. In October we were delighted to be able to bring our whole team together to celebrate this milestone and set our vision for the future.

The world has seen some unprecedented events since we started ten years ago — from the COVID-19 pandemic, rising political instability and some of the biggest women's marches in history, to the continued worsening of the climate crisis that is already having devastating consequences for many.

Like many other businesses, we have had to adapt quickly to meet resulting challenges and find opportunities in a sometimes radically altered and uncertain world. We have always been ambitious for Ooni to do more than sell products; we've strived to create a company that can effect real, tangible change as a force for good.

We recognise that by simply existing as a business we contribute to the environmental issues facing the planet, including climate change.

Our vision is: We will help people around the world to make **Pizza** at home, and do it in a way that has a positive impact on the **Planet** and its **People**.

At our 'Ooni is 10' event we launched our ambition to become a **regenerative business**, one that gives back more than it takes.

To do this we're adopting the 'quadruple bottom line'. Prioritising everything we do against the four pillars of Planet, People, Profit and of course Pizza. We're realistic about the effort involved in becoming a regenerative business, and we're honest in saying that we don't yet know all the steps needed to achieve it. But the whole team is motivated by the opportunity to play a part and we hope our partners and customers will support us on our mission, and hold us accountable to our commitments.

We started Ooni with the purpose of **bringing people together and creating joy** through shared food experiences. Building a community is huge for Ooni, we wouldn't exist without it and we're happy to note that our own team and our wider community are vocally passionate about our collective responsibility to protect our planet.

We are delighted to announce that at the end of 2022 we achieved B Corp status, verifying that we meet high standards of social and environmental performance, transparency, and accountability. This has been a goal of ours for some years. This involved a comprehensive assessment process, and has already helped us find ways to improve how we work. We're excited to join this global network of companies aiming to transform the global economy to benefit all people, communities and the planet.

Darina Garland
Co-CEO, Co-Founder
March 2023

Timeline

2022



February 2022
Established the WOW project; reimagining the relationship we have with our customers and finding ways to 'wow' them!



June 2022
Published 2nd Modern Slavery Statement



October 2022
'Ooni is 10' celebration and launch of Regenerative Business aim



October 2022
Ranked #36 in the Best Large Company to Work For in the UK by [Best Companies](#)



December 2022
Enabled the Ooni team to transfer to an ethical pension scheme



November 2022
COP27 Impact days – volunteering to give back to People and the Planet



October 2022
Started exploring our carbon reduction pathway through carbon and circularity workshops with our Product team

2023



January 2023
B Corp certification achieved



March 2023
Head of Regenerative Business joins Ooni to help us consolidate our efforts

Regenerative business

We want to help the world make great pizza, but we want to do it in a way where we give more to our communities and the planet, than we take from it. It's an ambitious task but we're up for the challenge.

This year, we have adopted a more holistic way of measuring our long-term success which helps align our strategy to our core values. Our North Star Metrics (customer happiness

plus revenue) have evolved to help us measure our regenerative effort through the 'quadruple bottom line': People, Planet, Profit and Pizza.

Businesses play a key role in creating conditions in which people and the planet can thrive. All businesses rely on healthy societies and a vibrant planet. For example, businesses make use of Earth's natural resources, and must do so in a way that

allows them to replenish at least as quickly as they are used. The critical challenge for businesses is to find profitable ways to solve the problems facing the planet, rather than contribute to them.



Photo of The Scottish Highlands by Gary Ellis on Unsplash

We only have one planet to make pizza on, and we believe we have a responsibility to protect and restore it.

These are just a few of the actions that we've taken so far to bring everyone in our team on board with the goal of becoming a regenerative business:

- We launched our regenerative journey at our 'Ooni is 10' celebration. We wanted everyone to get excited about the future we need and want to create together.
- We created a cross-departmental Green Team, with members representing each part of the business. Becoming a regenerative business requires the work of everyone, not just a siloed team.

- We worked with the New Citizenship Project to help us explore the concept of the 'Citizen Shift.' The Citizen Shift is a change in approach to unlock innovation and creativity when organisations shift from thinking of people as consumers first, which encourages us to think only about how to sell them more products and indirectly harm the environment and weaken society, to thinking of people as citizens first and instead consider what we can participate in and contribute to together for the betterment of society.

- We hold regular meetings where all of the company's teams have the opportunity to ask questions, raise concerns and share ideas about regenerative business.
- We network with like-minded individuals and organisations to better share our story, be transparent about our journey and inspire others to take action.

Sustainability no longer cuts it. We can't sustain where we are; we must move towards regenerating our planet and our communities. We are committed to continuously work towards this, to learn, collaborate and adapt. We're going beyond risk mitigation towards a more just and regenerative mindset where we all thrive together — while still enjoying pizza!

Next steps

- Build our strategic plan to set out the key steps along the way, including internal targets to measure our progress towards becoming a regenerative business in every area of impact.
- Continue to share our discoveries along the way.
- Design and embed our regenerative business strategy.

Climate action

Carbon Footprint

The 2022 Intergovernmental Panel on Climate Change (IPCC) report warns that the world is not on track to limit warming to 1.5 °C above industrial levels by 2050. Further, the impacts of climate change are not felt equally. Extreme weather events such as droughts, floods, hurricanes and heatwaves are driven by climate change, yet their effects often have far more devastating consequences in financially poorer countries and communities*. This means taking urgent action to address the climate crisis is not only pressing from an environmental perspective, but also as part of addressing social inequality.

The science is clear: we can still prevent drastic impacts and avoid further increases in social inequalities if we

take immediate action now. Strengthening our adaptation and emission reduction efforts is crucial and by doing so, we can protect the planet and promote a more just and equitable society.

As part of our journey to net zero, we are committed to understand, manage and continuously reduce our emissions in line with climate science and we know that every fraction of a degree matters. During the reporting year, we prioritized identifying the primary sources of our significant emissions as the initial step towards reducing our environmental impact. Additionally, we explored effective ways to address any unavoidable emissions that may arise from our business operations. At the time of reporting, we have completed measurement of our Scope 1 & 2 emissions

(Appendix 1b), and are continuing our journey to further understand and reduce our carbon emissions to best ensure the social dimensions of climate change are addressed in our plans.

Our 2021 carbon footprint (Appendix 1c) showed our biggest hotspots to be the use of sold products, predominantly our ovens, (51%) and emissions from raw materials (33%). As a result, our product team conducted workshops to identify the following key enhancement areas for our net zero strategy:

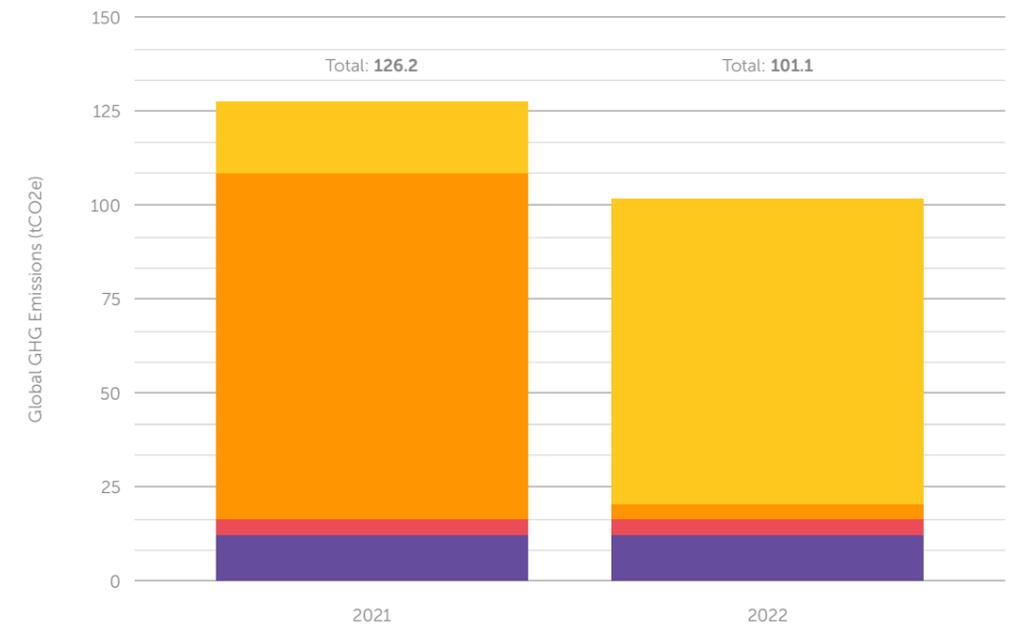
- Longevity of product.
- Consideration of circularity in the design process.
- Improvement of energy efficiency.
- Exploration of alternative and greener fuel sources.

Product team carbon and circularity workshop



*From Carbon Brief – [carbonbrief.org](https://www.carbonbrief.org) and [clientearth.org](https://www.clientearth.org)

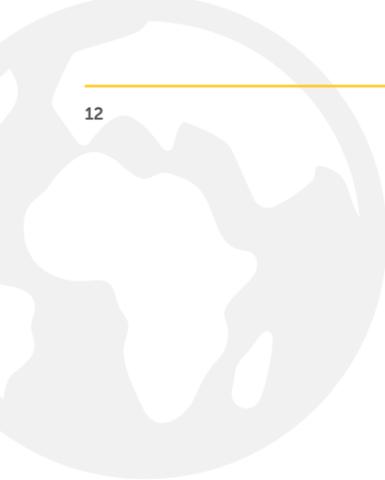
- Sc2 – Electricity (market-based)
- Sc1 – Refrigerants
- Sc1 – Testing fuels
- Sc1 – Natural gas



Scope 1 & 2 decrease

From 2021 to 2022, there was a decrease in total carbon emissions across Scope 1 & 2, mostly due to a recharge of air conditioning refrigerants in our UK office in 2021. There were no recharges in 2022.

Time Magazine Carbon Credits – [time.com](https://www.time.com)



Carbon removals

In 2022, we partnered with carbon removal experts [Cur8](#) and removed the equivalent of the last ten years of our Scope 1, 2 and selected Scope 3 categories.*

Our portfolio of removals consists of the following nature- and tech-based solutions:

| | Drawdown time | Durability | Percentage of portfolio |
|---|--------------------|----------------|-------------------------|
| Durable soil carbon | Two to three years | 25+ years | 15% |
| Durable reforestation with 'built-in' biodiversity and soil restoration co-benefits | 75 years | 100+ years | 15% |
| Cross-laminated timber | Already removed | 50+ years | 20% |
| High-quality biochar | Already removed | 1,000+ years | 20% |
| Enhanced weathering | Ten years | 10,000+ years | 10% |
| Direct air capture | Within three years | 10,000+ years, | 20% |

Our removals have helped neutralise 818 tonnes of carbon from our emissions. While this is a small fraction of the total, it is a start we are proud of.



Pensions can be a powerful tool for shaping a better future. They invest our money on our behalf to build our savings, but unfortunately, they can sometimes invest in industries that contradict our values, such as fossil fuels, deforestation, tobacco and the arms industry.

In early 2022, we joined [Make My Money Matter's](#) Green Pensions Charter and moved our UK default pension to an ethical fund, aligning our pension fund with our values.

*Business Travel, Waste, Fuel & Energy-Related Activities and Employee Commuting



Next steps

- We will continue to measure our 2022 carbon footprint, taking emissions from our own operations (referred to as Scopes 1 & 2 in carbon accounting terms) as well as those throughout our value chain, and from use of our products (referred to as Scope 3) into account.
- We will continue to invest in removals to neutralise yearly emissions from our operations (Scopes 1 & 2).
- We will work on a design material assessment tool to measure the impact of our decisions in product design.
- We will conduct deeper analysis into our footprint to identify and prioritise specific reductions that will drive our journey to net zero.

Impact fund

Through our membership of '1% for the Planet,' we donate 1% of our revenue to the Ooni Impact Fund to support social and environmental causes.

At Ooni, we select our partnerships in alignment with our values and operations, prioritizing meaningful impact that aligns with the five of the seventeen [UN Sustainable Development Goals \(SDG\)](#) that we have pledged to focus on.



[The back of this report](#) includes our SDG index for more information about how we contribute to our goals. Below are just a selection of causes we supported with our Impact Fund in 2022.

2022 Summary



In 2022, we began our partnership with Mad! Agriculture, an organization dedicated to creating a regenerative revolution within agriculture.

Through this partnership, we donated \$50,000 (USD) to the Masa Seed Foundation, to assist in the purchase of a plot harvester which enabled the production of locally-adapted plants and seeds.

This investment resulted in a significant increase in output, reducing the time required to harvest six seed varieties from six days to one.



Since 2019, we have worked with the Eden Reforestation to restore local ecosystems.

We provided \$175,000 (USD) in funding to Eden in

2022 which resulted in the planting of over 4.3 million trees and provided full-time employment to members of the local communities of our sites in Madagascar

and Kenya. Through this partnership, we remain committed to promoting sustainability and helping to revitalise these local communities.



We're delighted to be part of Slice Out Hunger's mission to fight food insecurity throughout the United States since 2018. They have made a significant impact on this

cause through a variety of pizza-related events and campaigns.

We are proud to have contributed \$50,000 (USD)

to support their mission and are committed to continuing our partnership with this organisation.



In 2022 we partnered with The Space at Broomhouse to support the local community near our Ooni HQ.

The Space have started their own social enterprise 'Outta Space Pizza' and have a community café open to all.

In 2022 they provided 2000 free meals for primary school children, workshops on healthy eating and 400 free Christmas meals for families in need. Their work extends beyond hunger relief, they take a holistic approach to help tackle wider issues

within the community. A big focus for this year is the cost-of-living crisis in the UK.

Next steps

- Continue our work with 1% for the Planet.
- Explore new ways to amplify our impact.
- Improve our communication strategies to effectively showcase our partner organisations and their achievements.

Zero waste

Our goal is to eliminate all unnecessary waste from our operations, products and packaging.

We take responsibility for the materials we use, and a significant part of this responsibility is empowering the Ooni community to

make simple and responsible decisions when it comes to disposal.

Product packaging

Not only do we strive to minimise our company impacts, we prioritise using materials with the lowest

possible impact at the end of their life cycle.

On average 97.6%* of oven packaging and 97.7%* of accessory packaging is fully recyclable.



Our website includes a comprehensive matrix of packaging and grocery recycling recommendations.

Grocery recycling

- [UK](#)
- [USA](#)

Product packaging recycling

- [ooni.com](#)

| Oven model | 2019 Recyclability | 2022 Recyclability |
|------------|--------------------|--------------------|
| Koda 12 | 80% | 97% |
| Koda 16 | 77% | 97% |
| Fyra 12 | 81% | 98% |
| Karu 12 | 81% | 98% |
| Karu 16 | 76% | 99% |

Our commitment to sustainability goes beyond industry standards. We use predominantly recyclable materials in our packaging, including recycled pulp, cardboard cartons and biodegradable plastic bags. We strive to minimise the

use of non-recyclable materials, resulting in high recyclability rates according to our calculations.

Our own operations*

At our Ooni Broxburn Headquarters, waste reduction and diversion

is closely monitored to ensure that we divert 90% of our office waste away from landfill and to energy recovery facilities (EfW). We aim to maintain this practice and strive for 100% diversion in future.

*Calculations for oven packaging recyclability were not completed in accordance with EN 13430 standard methodology, and are a general assessment based on UK local recyclability rates, with % recyclability calculated by weight. We will revise these calculations using EN 13430 methodology in 2023 to maximise the credibility of our recyclability claims.

With the help of our waste management partner, we created a summary of our Broxburn Headquarters diversion rates for 2022.

To reduce the costs and environmental impacts of waste processing, we diligently segregate our waste before it is collected.

Supply chain

We evaluate supply chain partners using the SMETA 4-Pillar audit methodology as it reviews both social

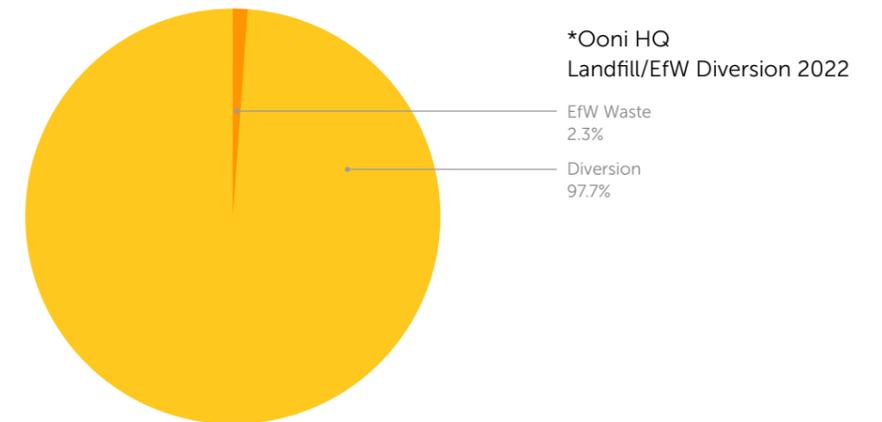
and environmental impacts, including on-site waste management practices. In 2023, we will analyse our audits on this topic.

Design and engineering

As we strive for product circularity, we approach design as a key component of our waste reduction strategy. Our products are designed to be durable and long-lasting by using the highest quality materials in manufacturing. To enhance this, our product team has

participated in circularity workshops which are detailed in our Regenerative Business section.

We are developing a material assessment tool to identify areas where we can continue to improve and guide future product development. This tool will allow us to make informed decisions to prioritise the environment during the development and manufacturing of all our products.



Next steps

- We will improve our recycling information pages to provide clear and concise guidance to help you make the most environmentally impactful choices.
- We will improve the robustness, serviceability, and longevity of our products as well as explore modularity options for our ovens and other products.

Social responsibility

As part of our commitment to being a regenerative business, we have expanded our previous North Star metric of customer happiness to include the broader pillar of 'People' from our 4Ps quadruple bottom line approach. We recognise that good working practices must extend beyond our own employees and customers, and must be implemented throughout our supply chain.

Our B Corp assessment (see Transparency & Reporting) revealed that we scored highly in the 'Workers' section, but also identified opportunities for improvement in the 'Community' section. To address this, we are taking the following steps:

- Increasing our focus on issues of justice, equity, diversity, and inclusion within Ooni and throughout our value chain.
- Expanding the availability of volunteer opportunities to increase participation.

- Conducting targeted analysis and providing support for the social and environmental performance of our suppliers.
- A full update on our ethical trade programme can be found in our annual Modern Slavery Statements.

Ooni team

Increased Pensions Contributions

- In addition to changing our pensions to an ethical fund aligned with net zero (see Climate Action section), we increased our employer pension contributions from 4% to 6% at the end of 2022.

Helping Hand fund

- Community is also hugely important to Ooni, and a big part of what it means to us is taking care of our team. In recognition of the cost of living crisis, we launched our Helping Hand fund in 2022. Over winter 2022/23, employees were given financial support to help with energy bills.

Diversity, Equity and Inclusion (DEI)

- We conduct salary benchmarking for every new role, and we review current team member salaries on a regular basis to ensure consistency and fairness of approach.
- Our commitment to DEI is included as a statement in every job posting.
- Job role requirements are regularly analysed to ensure inclusivity and equity.
- Our Executive team received Diversity, Equity and Inclusion training to understand how to create an inclusive workplace and establish DEI priorities aligned with our values.

Ooni supply chain

We established our Ethical Trade Programme in 2021. We expanded on that initiative this year by further embedding social and environmental elements

from our People and Planet pillars into our sourcing approach.

The formal creation of a dedicated Sourcing team has given us more capacity and structure as we continue

to develop our supplier relationships and ensure that the human rights of people working within our operations and global supply chains are upheld.

Sourcing team

- The work of the Sourcing team is driven by a focus on social and environmental thinking.
- To ensure alignment with our Supplier Code of Conduct, we are finalising our Manufacturer Agreement.
- To create open communication and supportive relationships

with our suppliers, starting with an introduction to our business and clear expectations, we are developing a Supplier Onboarding Process.

- We believe in transparency and accountability throughout our supply chain, which is why we chose the SMETA 4-Pillar audit methodology. This

approach provides us with a comprehensive view of our supplier sites, including environmental and ethical assessments, allowing us to make informed decisions and prioritise sustainability.

- We published our 2nd Modern Slavery Statement for the 2021 period, which can be found [here](#).

The Russian invasion of Ukraine

We were heartbroken and horrified at the Russian invasion of Ukraine. In early 2022 we made the decision to cease all trade with Russia in accordance with guidance from the Scottish

government and used our economic influence to withdraw all support from the Russian state.

As a result of this decision, we sought new suppliers for wood pellets, which was our only product line sourced from Russia. We donated

all profits generated from the remaining wood pellet stock to charities working on the ground to provide aid to communities in Ukraine, such as the Red Cross and With Ukraine.

Ooni community

The WOW project is a community engagement initiative by Ooni, that reflects our commitment to reimagining the relationship we have with our customers. As part of our People pillar and in line with our core

value of kindness, we strive to share positively and create meaningful connections with our customer base.

In 2022, our Ooni Experience (OX) team established the WOW project, which involves acknowledging important moments in the lives of our

customers by sending small gifts or handwritten cards through Etsy. This not only allows us to mark important events, but also supports small businesses and artisans. So far, we have 'WOW-ed' over 1200 customers through this program.

In 2022, the Wow Project made 517 orders and purchased from over 375 Etsy Shops.



Next steps

- Supply chain: a progress update and plans for the year will be included in our upcoming [3rd Modern Slavery Statement](#).
- Community: our OX team will continue to grow the WOW project and look for opportunities to spread a #sliceofkindness.
- Diversity, Equity and Inclusion (DEI): we'll launch a company-wide survey to build awareness of the importance of an inclusive workplace.

2022 Ooni supplier locations



Operations

| | |
|-------------|---|
| UK | 2 x Edinburgh offices and UK warehouses |
| Germany | Bonn office |
| USA | Austin Texas office and US warehouses |
| Canada | Canada warehouse |
| Netherlands | EU warehouse |
| Philippines | Outsourced customer service |
| Thailand | Outsourced customer service |
| China | China supply chain team (three employees) |
| Australia | Melbourne office and Australia warehouse |
| New Zealand | One employee |
| Spain | Two employees |
| Italy | Five employees |
| Finland | One employee |
| France | Four employees |

Tier 1 Suppliers

| | |
|----------------|---|
| China | Majority of ovens and accessories |
| UK | Dough trays, fire starters, wood logs, UK dough balls, selected groceries |
| Italy | Selected groceries |
| Hungary | Wood logs and charcoal |
| Lithuania | Wood logs |
| USA | Books, wood pellets, selected groceries |
| Greece | Groceries product |
| Slovenia | Cookbook (Cooking with Fire) |
| Czech Republic | Cookbook (Cooking with Fire) |
| Bangladesh | Caps |
| India | T-shirts |

Collective action

Collectively taking small actions can have a significant impact. By consciously living a kinder, lower-carbon lifestyle, we can create new norms and inspire to make a positive impact on people and the planet. Our efforts extend beyond just our team, and we aim to engage

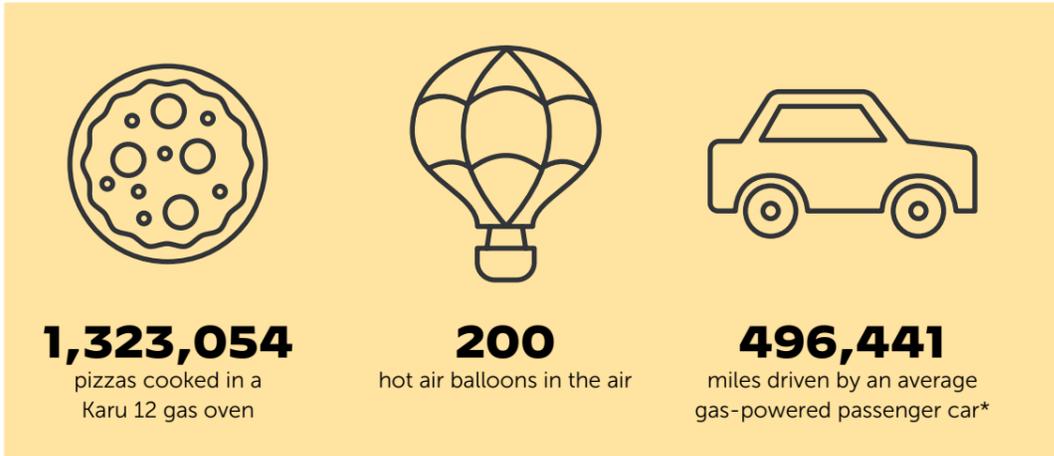
and involve the wider Ooni community in our initiatives.

In 2022 we worked on several initiatives to make a more meaningful impact:

Pawprint
We've continued our partnership with Pawprint, which is an app that

measures and your personal carbon footprint at home and at work so you can take action to reduce it.

Since partnering with Pawprint in 2021, the Ooni team have collectively saved over 200 tonnes of carbon which is the same as:



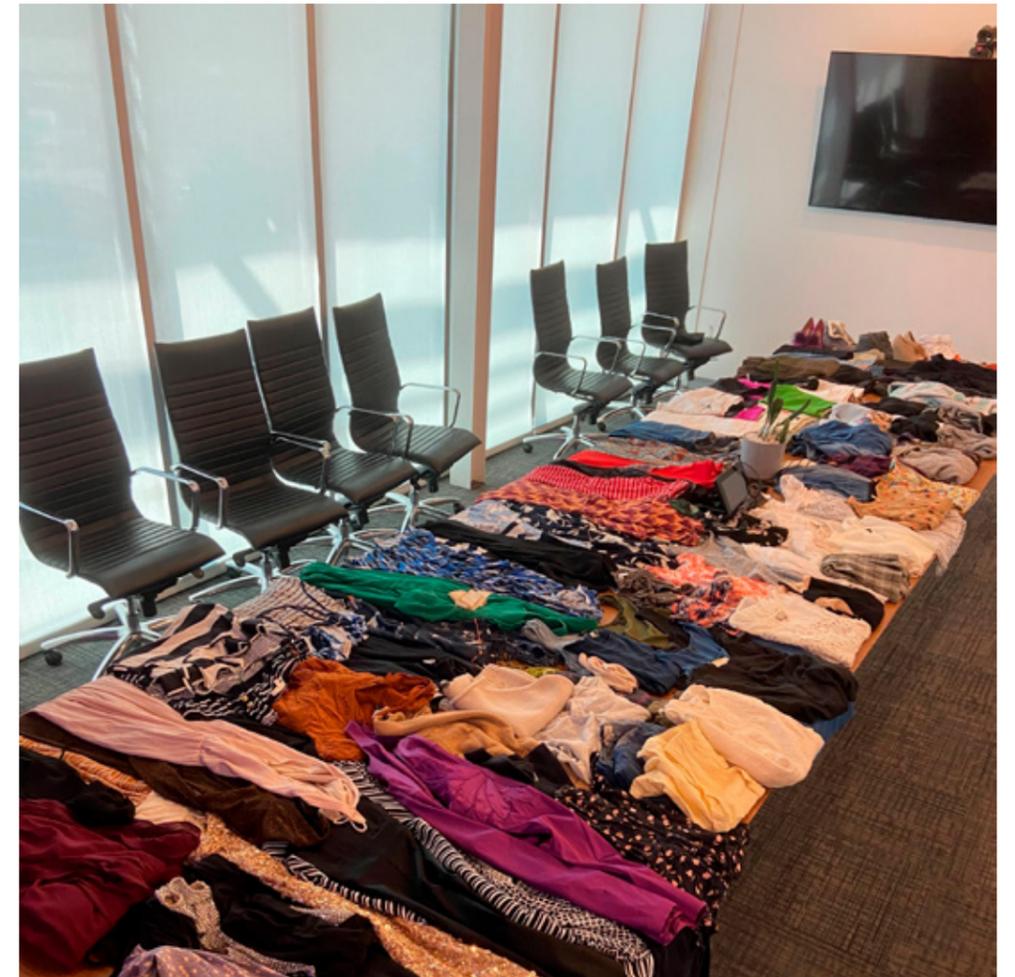
We run month-long challenges called 'sprints,' which encourage friendly competition between company departments to challenge each other to reduce our carbon footprints.

In 2022, 140 team members took part in several month-long sprints tracking 7,787 actions and forming 196 new sustainable habits, including more sustainable travel, supporting local businesses, swapping second-hand items and eating locally-sourced, plant-based food.

* EPA equivalencies calculator + in house methods used



Pawprint sprint travelling by E-bike



Pawprint sprint Austin office clothes swap

Ooni COP27 Impact Day

The Ooni team is granted an Impact Day every year during the COP period, during which we encourage team members to take action for the planet and the community. This helps to keep the team

engaged in discussions around climate change and environmental sustainability.

This year, the team got involved in lots of different ways:



Participating in beach cleans



Attending climate demonstrations – Germany



Planting trees with local charities



Attending climate demonstrations – UK

Volunteering days

We increased our fully-paid volunteering days from two to five each year, to allow our

team more time and ability to give more back to their communities.

Here are some of our highlights from 2022:



Vintage Vibes: Ooni helped throw the Vintage Vibes 7th anniversary party. Many from the team took volunteer days to make pizzas, share stories and celebrate the organisation’s work tackling isolation and loneliness in the over-60s community in Edinburgh.



River Kids: the team spent the day organising stockrooms and packing bags with toys for children in need in the West Lothian area.



The Central Texas Food Bank is the largest hunger-relief charity in Central Texas. We volunteered time to help box 2,700 pounds of food which equals 2,250 meals for our Texan neighbours.

Ooni Day 2022

Ooni Day is an annual celebration which brings people together to make pizza and raise money for charity.

In 2022 we raised £72,383 (€84,759.39, \$90,487.36) for hunger relief charities.

To achieve this, we donated £50,000 and raised an additional £22,383 from

the registered 22,383 pizzas made by the Ooni community.



Next steps

- Our team volunteered 39 days in 2021 and 87 days in 2022. We aim to exceed that number in 2023.
- In 2023, we are designating April as Earth Month, with activities focused on reducing our carbon footprint and volunteering opportunities leading up to Earth Day.
- For Ooni Day 2023, we plan to expand our charitable impact with donations for every registered pizza cooked, on a global scale.

Transparency & reporting



We are thrilled to announce that we achieved **B Corp™** certification at the end of 2022, after completing a rigorous assessment and verification process. Being part of the community of like-minded companies and leaders who use business as a force for good aligns perfectly with our values and commitment to sustainable and ethical business practices

“This is huge news for Ooni. We’ve always strongly felt that business should be a force for good and becoming a certified B Corp has been an ambition of ours for a long time. It was an incredibly thorough process that has resulted in best practice across the entirety of the business. These policies and practices are now locked into the way we work at Ooni, which is a massive step on our path to becoming a regenerative business.”

Darina Garland, Co-CEO and Co-Founder of Ooni.

B Corporations (B Corps) are companies that have been verified by B Lab™ to meet high standards of social and environmental performance, accountability, and transparency. Certified B Corps have all completed the ‘B Impact Assessment,’ which is a rigorous assessment with over 200 questions across five areas: governance, workers, customers, community and environment. A business

must also amend their legal governing documents. For Ooni, this means embedding a legal commitment to consider the impact of all decisions on all stakeholders, not just shareholders within our Articles of Association.

We first started using the B Corp framework in 2017 to shape how we use Ooni as a force for good when we were a team of just 17 people. Although we’re now over 350 people, both our values and our passion for pizza and the planet have grown even stronger. Much of the impact in this report has been driven by the B Corp framework.

We started our B Corp™ certification journey by submitting our assessment in October 2021, which was followed by a thorough verification process in Autumn 2022. This involved many teams from across the business and it was a challenge to maintain our score while we were growing and expanding so rapidly. However, we were delighted to have achieved B Corp™ certification on 9th January 2023, after 18 months of focused effort.

B Corp Score



Median score for ordinary businesses



Minimum score for B Corp certification



Overall B Impact Score

Our score breakdown by Impact Area:

- 15.9** Governance
- 27.9** Workers
- 16.8** Community
- 14.8** Environment
- 4.5** Customers

Cycle to work scheme

35
Holiday days
incl. public holidays

Matched charitable giving/impact fund

Ethical pensions

818
Tonnes carbon removed

5
Volunteer days

Pawprint

Linkedin learning

While achieving B Corp certification is a significant achievement for us, it's not the end goal. We recognise that there's always more

work to be done, and the verification process has only strengthened our commitment to doing better. As part of

our goal to become a regenerative company, we will continuously strive to improve our impact as a B Corp.



#36th
Best Large Company to Work For in the UK

We are passionate about our employees' happiness and we took our commitment to this to the next level in 2022 by participating in the [Best Companies bHeard survey](#). This survey measures and assesses a range of workplace factors including wellbeing, personal growth and leadership.

We are delighted to have been ranked among the Top 100 Best Companies to Work For in the UK and to have received three-star (World Class) accreditation. Check out our profile [here](#).

Next steps

- We remain committed to improving our impact as a B Corp and engaging with the B Corp community on key issues while working across the business to develop a shared recertification strategy.
- Building on our Best Companies accreditation, we are excited to announce our theme for the year: 'It's All About You' which will focus on understanding our team's aspirations regarding professional development and providing the necessary support to help them achieve their goals.

Appendices

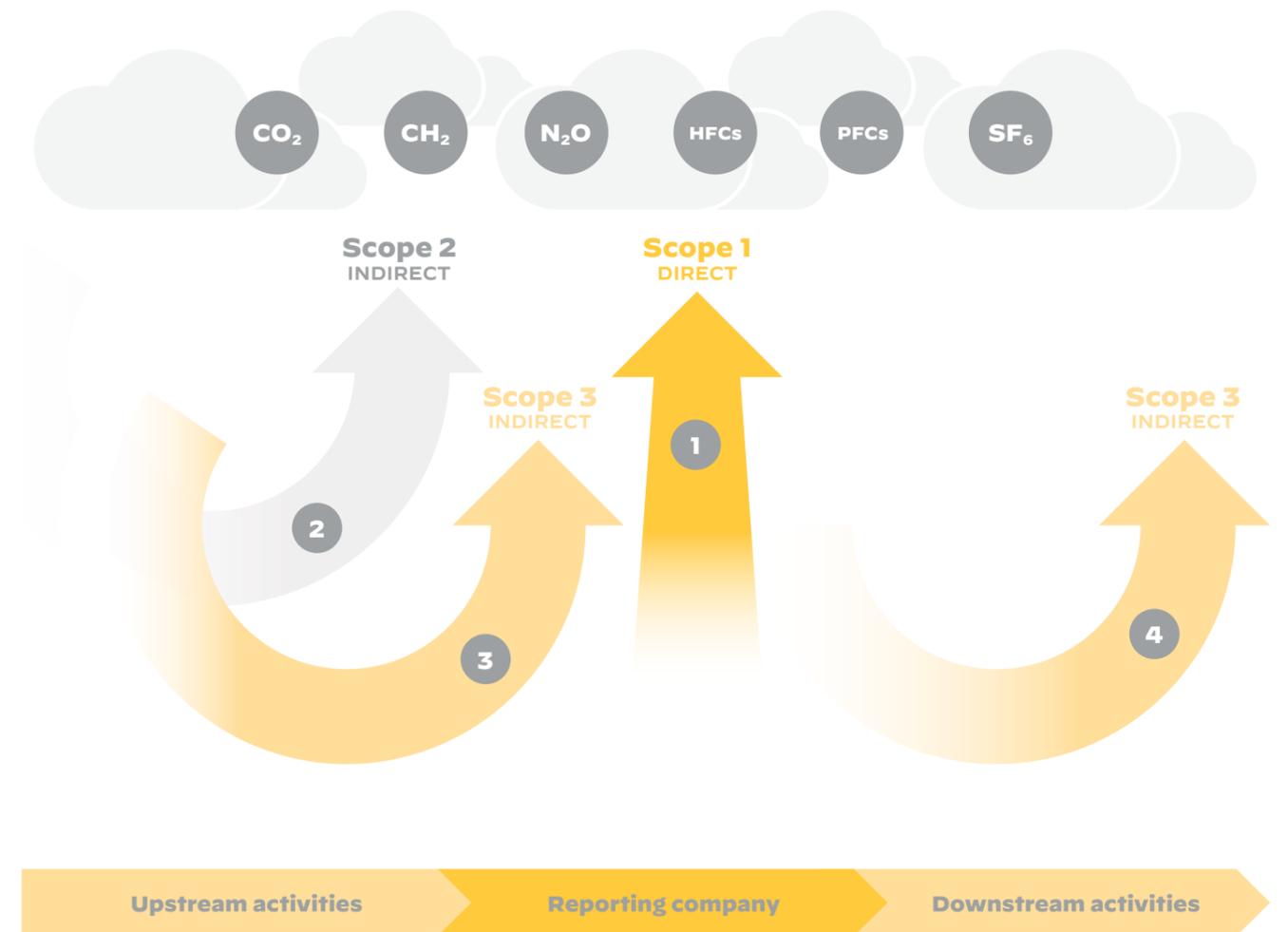
This report was intentionally kept at summary level to keep it accessible. In these appendices, you can find more detail and technical information.

- **Appendix 1: Carbon Footprint**
 - 1a: Definition of Carbon Footprint Scopes & Categories
 - 1b: Ooni's 2021 and Partial 2022 Carbon Footprint
 - 1c: Carbon Footprint Methodology & Assumptions
 - 1d: Full 2021 Carbon Footprint
- **Appendix 2: Impact Fund donations**
- **Appendix 3: UN Sustainable Development Goal Index**

Appendix 1a: Definition of Carbon Footprint Scopes & Categories

This appendix shows our carbon footprint for 2021. Our carbon footprint has been calculated in line with

the Greenhouse Gas (GHG) Protocol standard.



1. Scope 1: Direct
 Company facilities
 Company vehicles

2. Scope 2: Indirect
 Purchased electricity, steam heating and cooling for own use

3. Scope 3: Indirect (Upstream)
 Purchased good and services
 Capital goods
 Fuel and energy related activities
 Transportation and distribution
 Waste generated in operations
 Business travel
 Employee commuting
 Leased assets

4. Scope 3: Indirect (Downstream)
 Processing of sold products
 Use of sold products
 End-of-life treatment of sold products
 Leased assets
 Franchises
 Investments

Original diagram from [Greenhouse Gas Protocol](#)

Appendix 1b: 2021 & 2022 Carbon Footprint

Our carbon accounting year aligns with our financial year and runs from 1st January to 31st December.

| Oven model | 2022 (tCO ₂ e) |
|--|---------------------------|
| Scope 1: Combustion of gas and fuels for office heating and product testing | 17.8 |
| Natural gas | 13.8 |
| Other fuels (testing fuels) | 2.9 |
| Refrigerants | 1.1 |
| Scope 2: Purchased/Acquired electricity | 83.2 |
| Market-based ¹ | 83.2 |
| Location-based ² | 100.4 |
| Total GHG emission (Scope 1 & 2) | 101.1 |

| Scope 3 | 551.1 |
|---|--------------|
| Fuel and Energy-Related Activities (FERA) | 12.2 |
| Waste | 0.5 |
| Business travel | 474.7 |
| Employee commuting | 63.7 |

1. A market-based method uses an emission factor that is specific to the electricity that a company has purchased, based on the Greenhouse Gas Protocol.
 2. A location-based method reflects the average emissions intensity of grids on which energy is consumed, based on the Greenhouse Gas Protocol.

Appendix 1c: Carbon Footprint Methodology & Assumptions

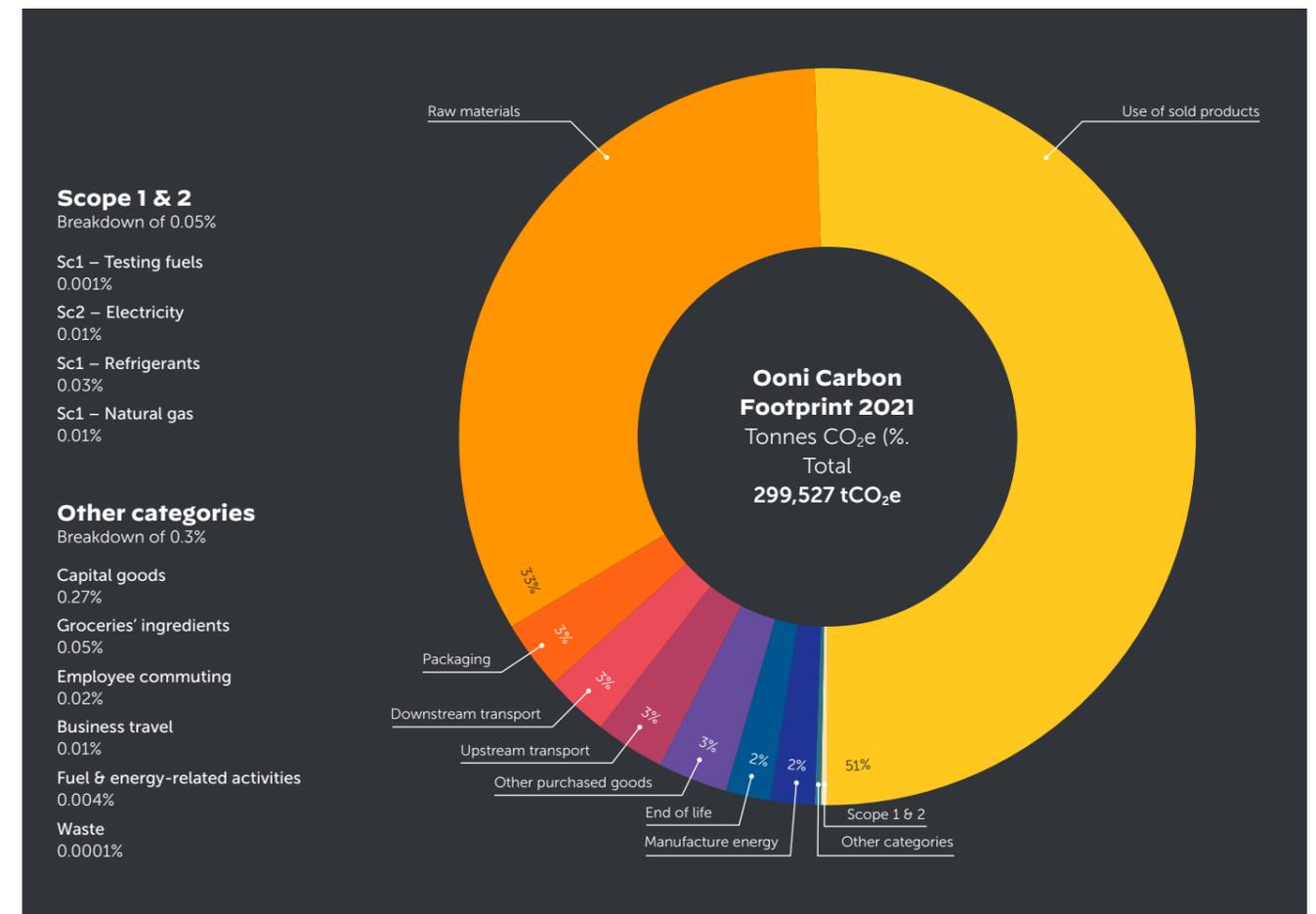
Scope 3

A full Scope 3 measurement had not been completed at the time of reporting. The four Scope 3 categories listed (FERA, waste, business

travel and employee commuting) are included due to their data availability at the time of reporting and their inclusion in our historic carbon removals with CUR8.

A full explanation of the calculation methodology and assumptions can be found [here](#).

Appendix 1d: Full 2021 Carbon Footprint



Appendix 2: Impact Fund donations

We commit to spending 1% of all Ooni revenue (not just profit) on social and environmental causes per

year. Our goal remains to support efforts that align with our core Ooni Team Values and our focus areas, namely:

the planet and hunger relief – aligning to these SDGs.



Here are the charities we supported and partnered with in 2022.



Highlights from 2022

- Through the WOW Project, we donated to our customers' local food banks and fundraisers.
- We sponsored 12 dog friends at Pariah Centre in Thailand, also known as the Hello Furry Morale Division.
- We supported our Powered by Ooni (PBO) crew members who organised charitable fundraisers by providing ingredients.
- Thanks to our Oven Gifting Dream Team, we shipped nearly £60,000 worth of Ooni Products to support charities, schools, fundraisers, and other causes.
- We commissioned the removal of the equivalent of all of our Scope 1, 2 and direct Scope 3 carbon emissions from the past ten years through [Cur8](#).
- We were a GOLD Sponsor for Social Bite's 'Break the Cycle' event in September and extend a huge congratulations to the team who took part!

Highlights from 2022

In 2022, we made a grand total of £824,010 in donations and established new partnerships to support

a variety of causes. Here is a list of our donations and partnerships:

- \$50,000 to Slice Out Hunger to help fight food insecurity across the US.
- £10,000 to the Australian Red Cross Queensland Flood Appeal.
- £10,000 to The Glasgow Children's Hospital Charity.
- £10,000 to Anti Slavery International.
- £2500 to Cancer Research.
- £2500 to Compton Care.
- £1000 to Bone Cancer Research.
- £10,000 to Outright International to support the LGBTQIA+ communities.
- £10,000 to The Institute of Cardiovascular Research at The University of Dundee.
- Established a partnership with River Kids in our headquarters community, giving £20,000 every year for three years.
- £60,000 to the Embassy of Ukraine via British Red Cross.
- £72,000 to food banks in our headquarters community on the back of Ooni Day success.
- \$50,000 to Mad Agriculture, a US charity promoting regenerative agriculture, growing wheat and other grains in ways that store carbon and improve soil health.
- £50,000 for Care International for the Pakistan Flood Appeal.
- \$35,000 to the American Red Cross for Hurricane Ian relief.
- £23,760 to The Space at Broomhouse to provide community pizza meals, events, and cost-of-living help in our headquarters community.
- £163,600 to Cur8 for carbon removals of our Scope 1, 2 and direct Scope 3 emissions on a variety of removal projects.
- Continuing our partnership with Eden Reforestation by donating \$175,000 towards the restoration of mangroves in Kenya, which has planted 4,364,835 mangrove trees to date!

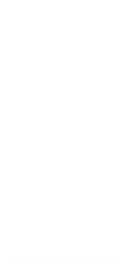
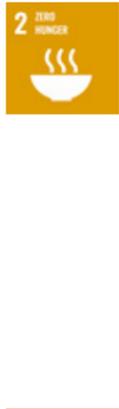
Appendix 3: Sustainable Development Goals (SDG)

The [Sustainable Development Goals](#) (SDGs), developed by the United Nations (UN) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone,

everywhere. All UN Member States adopted these 17 goals in 2015 as part of the [2030 Agenda for Sustainable Development](#), which set out a 15-year plan to achieve the SDGs.

At Ooni, we recognise that we have a part to play. This index highlights how we contributed to each SDG in 2022.



| Sub-goal (UN) | | Our efforts and contributions |
|--|---|--|
|  | <p>Eradicate extreme poverty for all people everywhere by 2030.</p> | <ul style="list-style-type: none"> • We commit a portion of our Impact fund to sponsorships relating to poverty. See the Impact Fund section for more information. <p>Summary of projects:</p> <ul style="list-style-type: none"> • WOW project food bank work. • River Kids. • The Space at Broomhouse. • Pariah. |
|  | <p>To end hunger, achieve food security and improved nutrition and promote sustainable agriculture.</p> | <ul style="list-style-type: none"> • We commit a portion of our Impact fund to charitable partnerships in the field of hunger relief. See the Impact Fund section for more information. <p>Summary of project:</p> <ul style="list-style-type: none"> • Mad Ag. • Slice out hunger. • Central Texas food bank. • West Lothian Food Banks. |
|  | <p>Achieve gender equality and empower all women and girls. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.</p> | <ul style="list-style-type: none"> • We produce a monthly report on average gender pay gap. • We reduced our gender pay gap, by 3% across all of our offices. • We conduct regular analyses of our job description language and requirements to ensure they are inclusive and equitable. • We ended 2022 with a 51.6% female workforce. • We added a female executive and board member. • We gave talks to schools and colleges to encourage women to pursue careers in our open STEM roles. |

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|  | <p>To ensure access to safe water sources and sanitation for all.</p> | <ul style="list-style-type: none"> • At Ooni’s Broxburn headquarters, we regularly monitor and record our water usage. • We continue to support Eden Reforestation Projects’ work protecting and restoring coastal mangrove ecosystems in Madagascar and Kenya. • This increases water local quality and protects coastal communities from storms. |
|  | <p>To ensure access to affordable, reliable, sustainable and modern energy for all.</p> | <p>Our two UK offices are on renewable energy tariffs and we have electric vehicle charging points.</p> |
|  | <p>Promote inclusive and sustainable economic growth, employment and decent work for all. Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards.</p> | <ul style="list-style-type: none"> • We established our Helping Hand Fund to assist our staff through the UK cost of living crisis. • We added 88 roles to the business worldwide. • We support local apprenticeship, internships, and school work experience placements. • We have increased our pension contributions and enabled green pension options to our staff. • We are members of the Living Wage Foundation, meaning all new employees begin on a minimum salary of their local living wage per annum (pro rata for part-time/ fixed term). • One of our key focus areas is supplier and social responsibility. • We work together with our suppliers to ensure ethical working practices throughout our supply chain. • Through our auditing programme, Supplier Code of Conduct and regular factory visits, we conduct due diligence and promote the rule of law (see Social Responsibility section and our Modern Slavery). |

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|  | <p>Goal 10 calls for reducing inequalities in income as well as those based on age, sex, disability, race, ethnicity, origin, religion or economic or other status within a country. The Goal also addresses inequalities among countries, including those related to representation, migration and development assistance.</p> | <ul style="list-style-type: none"> • Salary benchmarking is carried out for every new role, and we review teams on a regular basis to address any outliers/discrepancies. • We include a statement in all our job postings to show our commitment to diversity, equity, and inclusion. • We conduct analyses of our job description language and requirements to ensure they are inclusive and equitable. • Our Executive team took part in Diversity, Equity and Inclusion training. |
|  | <p>Goal 12 is about ensuring sustainable consumption and production patterns, which is key to sustain the livelihoods of current and future generations.</p> | <ul style="list-style-type: none"> • We monitor waste generation in our UK offices and aim to divert 90% of our waste from EfW and Landfill sites. • We have information pages for the recycling of our product packaging on our website (see Zero Waste). • We enable our team and community with information on material responsibility. • We are committed to becoming a Regenerative Business. • Our OX team helps customers increase the lifespan of their Ooni products by issuing replacement parts when needed. |

| | | |
|--|--|---|
|  | <p>Taking urgent action to tackle climate change and its impacts.</p> | <ul style="list-style-type: none"> • Our Product team works to embed longevity, circularity and efficiency into our product design. |
|  | <p>Goal 14 is about conserving and sustainably using the oceans, seas and marine resources. Healthy oceans and seas are essential to human existence and life on Earth.</p> | <ul style="list-style-type: none"> • We commit a portion of our Impact Fund to the Eden Reforestation Projects to restore essential marine mangrove habitats in Kenya and Madagascar (see the Impact Fund). |
|  | <p>Goal 15 is about conserving life on land. It is to protect and restore terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation.</p> | <ul style="list-style-type: none"> • We commit a portion of our Impact Fund to the Eden Reforestation Projects to restore essential marine mangrove habitats in Kenya and Madagascar (see the Impact Fund). • Many of our 2022 removals were for terrestrial ecosystem projects (see Regenerative Business section). |
|  | <p>Goal 16 is about promoting peaceful and inclusive societies, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.</p> | <ul style="list-style-type: none"> • We achieved our B Corp certification in 2022 (see Transparency). • We are involved in the Better Business Act, which aims to ensure businesses take ownership of their social and environmental impact. • We joined the Green Pensions Charter, a coalition of businesses calling on the pension industry to agree to net zero targets for all investments. |

