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Introduction





Dear readers,

This is our second CSR (Corporate Social Responsibility) report. It is the result of a lot of hard work by different departments and its aim is to identify, formalise and shine a spotlight on all the measures we are taking in relation to CSR.

It puts the emphasis on the constant improvement of working conditions for our employees and the efforts we are making to ensure that our growth is part of a sustainable framework both in terms of our environmental impact and our social and economic policy, with all this being done on a

voluntary basis and going above and beyond what we are legally required to do. We have chosen to showcase our actions under six headings - Governance, Human Resources, Quality, Adherence to Fair Trade Practices, Environment and Local Roots.

This approach is the reason we joined the BioED® (Bioentreprisedurable) community in 2018, created by and for organic SMEs, and whose external certification system allows us to clearly signal our commitments as an exemplary company in the sector and to show that we go the extra mile in what it means to be an organic SME.

As the organic movement becomes more widespread, we are keen to champion organic produce that is true to its name, that is of a consistently high standard and that meets the demands of consumers who are first and foremost citizens increasingly concerned about a common future.

As a responsible company, we want to ensure the sustainability of our growth and help transform society in a positive and democratic way. This is why we welcome any input and comments so we can be ever more attentive to better respond to what is expected of a company like ours.

For more information contact Cynthia Amann: cynthia.amann@jardinsdegaia.com



MUCH MORE THAN AN ORGANIC COMPANY...

What is BioED® or Bioentreprisedurable® certification?

The BioED® label is a third-party guarantee offered by Synabio (France's union of organic companies), which we belong to. It is an integral part of the CSR for organic agro-food companies.

The Bioentreprisedurable® certification was launched in 2009. It allows its members, and more precisely very small and small and medium companies, to have a vision of sustainable development as a measurement of performance. The CSR goes far beyond mere compliance.

The certification has six pillars:

- **1.** The governance of the organisation
- 2. Human rights and relations and working conditions
- 3. Consumer issues
- **4.** Adherence to fair trade practices
- 5. Environment
- 6. Local roots



PRENEZ UN TEMPS D'AVANCE!

Overall level of compliance required to obtain the label: 60%

OUR SCORE:



Identity card



KEY FIGURES -

100 % TEAS, INFUSIONS & Organic and guaranteed fre

75 % TEAS, ROOIBOS & **SPICES** From fair trade

12% TEAS & INFUSIONS Biodynamic

≈ 650 REF
TEAS & INFUSIONS 140 REF SPICES One of the largest ranges or the French market

40

≈ **80** PERMANENT **EMPLOYEES**

≈ 12 Mio **EUROS TURNOVER** 2018/2019 + 400

MEMBER



















World map showing where our products come from

KEY

the search for great organic teas 1st supply of rooibos: 1996 from the Wupperthal co-operative in South Africa 1st fair trade certification (Max 2001 -Havelaar) Da Zhang Shan co-operative in China Marketing of premium 2011 organic spices: under the Terra Madre brand Membership of the WFTO: 2016 -World Fair Trade Organisation BioED® label: 2018 certifying our approach to CSR

Creation of Les Jardins de Gaïa: 1994 -

the start of a new adventure and

Creation of an endowment fund: 2020 -

Expansion of the management: 2020

www.dotationgaia.com

- 1995 1st organic certification: of the Selimbong tea garden (Darjeeling - India)

1997 1st Demeter certification Selimbong

- 2004 Construction of Les Jardins de Gaïa headquarters in Wittisheim, Alsace

- 2013 Launch of the "Thés & Rooibos Militants"

+ Award for a company with strong potential CCI Alsace export

- 2017 Opening of the Tea School + CSR Award (Award for social

responsibility)

- 2019 Les Jardins de Gaïa celebrates its 25th anniversary

- 2020 RMC PME Awards: jury's favourite in the "solidarity" category



1. ENSURING THE ECONOMIC SUSTAINABILITY OF THE COMPANY AS AN INDEPENDENT, FAMILY-RUN, ARTISANAL SME.

SOLID ECONOMIC GROWTH

The continuous increase in turnover from 2017 to 2020 demonstrates the economic sustainability of the company in difficult economic times. In fact competition, in particular that from supermarkets, continues to increase, with a rise in the sales of organic products to the tune of 18% in 2018/2019. However, we can see an increase in the number of our distributors in 2018 and 2019.

Growth in turnover



• OFFICIAL NATIONAL RECOGNITION OF THE MERITS OF OUR APPROACH

In October 2018, Arlette Rohmer, co-manager and founder of Les Jardins de Gaïa had the great honour of being presented with the Knight's medal in France's National Order of Merit by Pierre Rabhi. It was an emotional moment when she dedicated this great achievement to her partner-producers,



her employees, her relatives and all the loyal customers who have supported the ambitious Les Jardins de Gaïa project since its inception. It was a real source of pride for the whole company!

https://www.facebook.com/jardinsdegaia/posts/1948973728529824

• A HUGE CELEBRATION FOR OUR 25TH ANNIVERSARY

On May 24-25, 2019, we organised a party for our 25th Anniversary. **Nearly 4,000 people came to celebrate this milestone in our history - a celebration which lasted two days and which we all enjoyed so much.** Many partner-producers from all over the world made the trip to meet our customers and Tiken Jah Fakoly, a big name in African reggae did us the honour of joining the party for a special concert. It was a moment for all of us to come together and exchange ideas. You can get a taste of the atmosphere in this video:

https://www.youtube.com/watch?v=yY_EYTMRH0M

• REORGANISATION OF THE BOARD

In October 2020, Les Jardins de Gaïa founder Arlette Rohmer appointed her daughter, Chloé Kuhlmann, as co-manager and Cassandre Maury as general manager. Jérôme Dhuy, Deputy Managing Director since 2014, completes the team. While buyouts of organic SMEs by bigger economic entities are taking place in many sectors, Les Jardins de Gaïa intends to preserve its status as an independent, family-run artisanal SME. It is a valuable status that guarantees continuity in the company's commitment to ethics, quality and respect for mankind and the Earth.

2. INVOLVING STAKEHOLDERS THROUGH CONSULTATION, DIALOGUE AND COMMUNICATION

$\bullet \ CONSULTATION, \ DISCUSSION, \ WORKING \ TOGETHER$

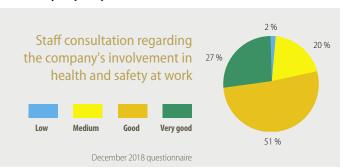
The involvement of our internal stakeholders (managers, employees, unions, etc.) and external ones (suppliers, subcontractors, customers, administrative bodies, etc.) is crucial, so we have worked to set up a hierarchy and consultation procedure for them which allows us to work towards the CSR objectives we set ourselves each year.

The publication of our first CSR report in 2017 was particularly well-received and allowed us to clarify our commitment to some of our stakeholders who were still unclear about what we were doing in in certain areas of CSR.

Internally:

As listening and discussion are essential for the unity of our company, we are committed to carrying out at least one consultation of all our employees every year. This consultation takes place at either our Annual General Meeting or during the year.

In 2018, the objective was to find out about the level of employee satisfaction with working conditions and assess the knowledge of our approach and our values. The responses provided have shown that for a majority of employees, safety at work is vital and our company is taking the necessary steps to provide it.

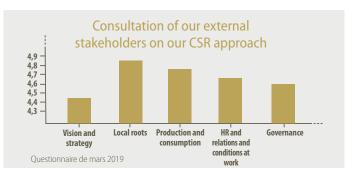


In May 2020, in the context of the Covid-19 crisis, all staff were consulted via a questionnaire on the measures put in place by the company. It revealed that 77% of employees considered the equipment provided by the company was "highly suitable" or "suitable". It also revealed that 87.5% felt "very" or "somewhat" informed, in general. During the 2020 annual general meeting for all staff, a new questionnaire was distributed in order to canvas opinions about the past year, but also to see how things had changed since the 2018 questionnaire.

Staff consultation regarding the adaptation of equipment provided during the COVID-19 crisis 10,5% 27% Highly adapted Adapted Slightly adapted Not adapted Not applicable May 2020 questionnaire

EXTERNALLY:

Following the first consultation of external stakeholders, we carried out a second consultation in March 2019 questionnaire. The responses received indicated a generally positive outlook to our approach (with an average score of 4.66 out of 5), but also a need to improve communication on the subject of the environment, the creation of our ranges and our fair trade performance with our partners. Local roots is the area which obtained the best score (4.86 out of 5).



In June 2019, the Social and Economic Committee elections allowed us to expand the existing team with the addition of seven new employee representatives. These elected officials were able to express their views at nine meetings in 2018, eight in 2019 and eight in 2020 despite the COVID-19 crisis during which they were present and consulted. A meeting is held at least every two months.



Alexandra Holland - Laetitia Bonnet - Jean-Paul Weyh - Fabienne Schwob

3. COMMUNICATING: "SAYING WHAT WE DO, DOING WHAT WE SAY"

• CONSISTENCY IN COMMUNICATION

Nine board meetings were held in 2018, eight in 2019 and 11 in 2020. We make a point of ensuring these meetings are held regularly as they are essential for the evolution of the company. in parallel, a meeting of the steering committee takes place every 2 months.

Our gazette, or internal newspaper, is delivered to each employee every six months with their payslips (in the middle and at the end of the year) and reflects our commitment to disseminating important news concerning the entire company. These publications get positive feedback and employees often tell us that they find out things and learn out about niche subjects, especially through interviews with employees, which make fascinating reading. A special issue was published to commemorate the 25th anniversary of Les Jardins de Gaïa.

• COMMUNICATION WITH ALL OUR STAFF

As a close-knit SME, we place great importance on communication within teams and between departments. Since 2017, we have organised a staff AGM, which takes place at the beginning of the year and which brings together all employees for a recap of the past year and an update of objectives to come. It also allows us to answer questions and have discussions about future priorities.

There are numerous initiatives to keep employees up to date on major issues and news about the company, through themed monthly meetings that started in April 2018. This seems to be bearing fruit since, according to feedback from our employees, the production meetings which begun in April 2018 significantly improved communication between departments and resolved many problems.

Since March 2020, due to the Covid-19 crisis, these meetings have been replaced by staff meetings in the outer courtyard (to maintain social distancing) so that important information continues to be conveyed in real time.



4. IMPROVING OUR CSR POLICY - CONSTANTLY

Our CSR Committee, managed by Cynthia since 2018, has been in charge of **implementing the BioED®** (Bioentreprisedurable®) certification within the company since that date. Regular meetings and get-togethers are organised on a quarterly basis throughout the year which keeps people up-to-date on the evolution of practices in a changing society and allows them to come together for discussions.

In January 2020 we decided to join the regional collective Initiatives **Durable (ID Alsace)** so we could take part in regular themed discussions



and meet stakeholders in our region. Taking part in the Sustainable Development Forum on November 10, 2020 in Strasbourg was an opportunity to

present our approach and CSR commitments.

Finally, in December 2020, we won judges' favourite in RMC's **SME Awards** in the "Solidarity" category. This sort of external recognition once again vindicates our approach.



1. MAINTAINING AND CREATING JOBS: A DAILY CHALLENGE

• A COMMITMENT TO CREATING JOBS IS A STRUCTURAL ELEMENT OF OUR APPROACH

Our company is growing and continues to create new jobs to handle an ever-increasing workload.

In November 2019, we invested in new software to manage working time: every employee now has a better view of what hours they have worked and is able to consult their calendar. They can even put in holiday requests from the comfort of their own home.

Also, in order to recognise the work and the risks taken by those employees who worked at our site during the first lockdown in 2020, the company has chosen to pay a bonus to those who worked on site in April.

A COMPANY WHICH EMPLOYS A LOT OF WOMEN

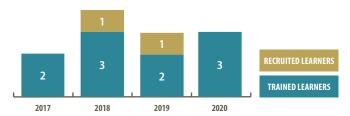
We are also ensuring we further balance the gender equality index. We obtained a score of 78% in 2020, calculated according to figures provided by the French Ministry of Labour (based on figures for 2019). This score was published on our website.



SUPPORTING YOUNG PEOPLE THROUGH TRAINING

We support young people with training and employment. We are also committed to recruiting young apprentices throughout the year. In addition we also welcomed several interns at our premises for internships of varying durations.

Number of learners between 2018 and 2020



• HELPING CREATE JOBS FOR PEOPLE WITH DISABILITIES



In 2018 and 2019 our products were partly packaged by people with disabilities in two ESATs (centres that help disabled people into work) which we have been using for many years near our company (in Benfeld and Duttlenheim).

In terms of employment, this represents 19 women and 14 men who package Les Jardins de Gaïa products and 3 women and 2 men who package Terra Madre products. In 2020, the number of jobs was maintained in the ESATs and within the company despite the exceptional circumstances related to COVID-19 and the closure of the ESATs during the first lockdown.

THE CORNERSTONES

OF THE HR TEAM

Cynthia Amann & Laetitia Bonnet



2. TRAINING STAFF AND ENSURING SAFETY AT WORK

• INVESTING IN A ROBUST TRAINING PLAN

Training is one of our priorities in a sector that is rapidly evolving (with new machines, new communication methods, etc.) and increasingly competitive. **The aim of the training plan is to stimulate a desire to learn, to inspire teams and give deeper meaning to each person's function/mission.** The diversity of expertise that we nurture in-house needs to be cutting-edge. The training courses are many and varied: audit and certification, packaging, social networks, regulation and commercial negotiations, and of course, tea tasting and preparation of cocktails. 100% of compulsory training was carried out from 2018 to 2020. Additional voluntary payments were made to our OPCO (Competence Operator) for the years 2018 and 2019 to the tune of 0.6% of the gross payroll.



Tea training Chloé Kuhlmann (top) James d'Almeida (right)



Because we care about the well-being of our employees, we do everything we can to protect everyone's health. No occupational illnesses have been declared in the past three years.

• TAKING CARE OF THE HEALTH AND SECURITY OF EMPLOYEES DURING THE COVID-19 PANDEMIC

Indoors, the workspace has been re-organised and the number of people working there has been limited to respect social distancing (using meeting rooms for packaging and spacing people out, rearranging working hours to limit numbers, etc.). Personal protective equipment and supplies, such as masks, gel, etc. have been purchased.

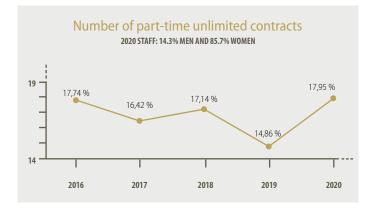


Purchase of furniture for the garden, Baptiste Dhuy (left) Sarah Albertini (right)

3. CULTIVATING WELL-BEING AT WORK

• FOCUS ON WORK/LIFE BALANCE

We pay particular attention to ensuring employees feel happy at their workstation and can seamlessly combine their professional and private lives. Part-time work is always given the go-ahead when employees request it. In a company with more women than men (68.92% of women on permanent contracts at the end of 2019 and 66.67% at the end of 2020), it is interesting to note that at the end of 2019, 14.86% of employees on permanent contracts were on flexible working time. At the end of 2020 this figure is up to 17.95%.



• WORKING FROM HOME, A GROWING TREND

In the same vein and depending on the job, we are in favour of teleworking, something which several employees are already doing. On September 1, 2020, a teleworking charter was put in place. Several employees from different departments now telework on a regular basis.

• MEASURES THROUGHOUT THE YEAR TO BOOST WELL-BEING AND STRENGTHEN CORPORATE CULTURE

Since September 2017 our employees have been able to consult a naturopath whenever they like and free of charge. In 2018, 33 benefited from her advice on our premises and during their working hours, 36 people did so in 2019 and 35 people in 2020. Finally, there are other one-off events taking place throughout the year with the aim of creating a spirit of discussion and sharing through the values we support as a committed company. One such event was a wonderful morning organised in partnership with the Ligne Verte Terre de Paix charity involving a meeting between members of the Maasai people and employees of Les Jardins de Gaïa. Two groups had a chance to talk to these men and hear their words of wisdom. It was a time of intense discussion, most notably on the subject of interdependence, and one that will live long in hearts and memories.



Measures carried out over the past three years to significantly improve working conditions have reduced absenteeism: 2.83% at 31/12/2019 against 3.85% at 31/12/2018. However, COVID-19 brought us back to 5% as of 31/12/2020. Employees are also more motivated and getting more involved!



1. GUARANTEEING THE QUALITY OF OUR PRODUCTS TO

CONSUMERS

• REGULAR MONITORING OF NEW REGULATIONS

As members of the professional organisations STEPI and SYNABIO since 2016, we regularly take part in working groups on quality and monitoring regulatory developments, with eight to ten meetings a year. After a lot of work over a long period from different services within the company, our entire range of plants now comply with legal health claims. Since 2019 this has been displayed on product information sheets in our online shop.



• RIGOROUS CHECKS ON OUR PRODUCTS

Through numerous analyses carried out on the raw materials arriving at our premises, at Les Jardins de Gaïa we guarantee the quality of our products through precise and rigorous testing.

• AWARDS THAT STRENGTHEN OUR REPUTATION IN THE WORLD OF TEA AND PLANT INFUSIONS

Each year we are delighted to get official recognition that testifies to the flavour quality of our products.

In 2018, we won five awards from the AVPA (Agence pour la Valorisation des Produits Agricoles) in the international teas of the world competition "Les thés du Monde" along with three distinctions in the specialised "Best Organic Product" round

In 2019 we won five awards in the same AVPA competition, a distinction for the Best Organic Products and three prizes at the Great Taste Awards (in the United Kinadom).

In 2020, we were proud to win six new medals, for original grand cru teas and in-house recipes: a prize at the Épicures de l'épicerie Fine awards and five awards in the AVPA competition.

The company itself has also received recognition. We were the 400th company to be classified "Industry of the future" by the Grand Est region, which entitled us to backing, a diagnostic and other support for improvement.



BEST ORGANIC PRODUCT (FR)

- Summer vibration (blend of teas) 2021
- Lady Yang Guifei (green tea) 2019
- Rêve de femme (white tea) 2018
- **Lézar'Thé** (green tea) 2018
- Ras el Hanout with rose petals 2018



AVPA AGENCE POUR VALORISATION DES PRODUITS AGRICOLES (FR)

- Dhyāna Sérénité (gold) 2020
- Huang Ya Cha (silver) 2020
- Gaïa en fête (gourmet) 2020
- Singell Heritage (gourmet) 2020
- Spring Blossom (gourmet) 2020
- Tara's Offering (silver) 2019
- Spring Sprout (bronze) 2019
- Fleurs de Honeybush (gourmet) 2019
- Mineral Spring FTGFOP1 FF (silver) 2018
- Subarna FTGFOP1 FF (bronze) 2018
- Full Moon Spirit FF (gourmet) 2018 • Gyokuro À l'ombre du phénix (gourmet) 2018
- Rosé Cha Nadeshiko (silver) 2018



GREAT TASTE AWARDS (GB)

- Fleurs de Honeybush (2 stars) 2019
- Mon sucre... Spéculoos (2 stars) 2019
- **Dhyāna EAU** (1 star) 2019



LES ÉPICURES (FR)

• Galette pu'er sheng/Peace, Love & Tea (silver) 2020



2. IMPROVING OUR QUALITY POLICY

QUALITY: A CONSTANT PREOCCUPATION

Our quality team was expanded in 2019 with the arrival of a new employee. A quality management review is carried out each year which makes it possible to analyse past objectives and set goals for the future. The management review - the cornerstone of the quality system - sets out the major challenges of our quality policy. And this has had a positive effect: in 2019 we had 23 internal incidents compared to 27 in 2018 - a reduction of 15%.

Similarly, in 2019 our manual describing the food safety control procedures was completely updated by the HACCP (Hazard Analysis and Critical Control Point) committee composed of 12 people, in order to better guarantee the health and safety of consumers. **An internal QHSE inspection is also carried out twice a year to ensure safety and hygiene within the company for all employees.**

RENEWED PRODUCT AND SYSTEMS CERTIFICATIONS, OBTAINING FAIR FOR LIFE CERTIFICATION

Our organic, Demeter, WFTO and Fair Trade product certifications are renewed every year and we obtained a new certification which we worked on 2019: the Fair For Life certification.













3. SATISFYING OUR CLIENTS

The figures speak for themselves: our order satisfaction rate was 98.90% in 2018, 98.7% in 2019 and 99.1% in 2020.

As for the ratings for our website in Verified Reviews, **we got a score of 9.6 out of 10** (or 4.8 out of 5). This rating has remained constant since 2016 and all of these excellent figures reward our efforts to offer quality services to our customers.

At the same time, the quality department recorded a decrease of 19.26% in customer complaints between 2019 and 2020.



Patricia Elsaesser & Fabienne Greyer (order preparation)



I was already familiar with
Les Jardins de Gaïa products but this time I wanted
to set up a customer account and increase my choice
of teas and it didn't disappoint!
The webrite looks very appealing and is very intuitive.
I put in my order on Sunday and the delivery
process was begun by Monday. My parcel arrived the
following day and I was thrilled.
Also the philosophical side of Les Jardins de Gaïa
and its spiritual side add something extra and make it
more meaningful than a mere commercial transaction.
You can be sure I'll be spreading the word
and paying a visit to the Tea House. Thank you.



1. MAINTAINING STRONG AND LONG-LASTING RELATIONSHIPS WITH OUR PARTNER PRODUCERS

• PARTNERSHIPS THAT HAVE GROWN OVER THE YEARS

The quality of our relationships with our partner-producers is of paramount importance and it is essential to be able to talk to them regularly. We also organise a calendar of visits to ensure we meet regularly. Every year, producers are also invited to our premises. These visits allow us to take stock of our work together and assess our current partnerships, but we also make the most of these precious moments to organise workshops on various themes (products, fair trade, biodynamics, etc.) for employees of the company and those outside, especially with students at the neighbouring high school.

In 2018, we had a visit from producers in Burkina Faso, Sri Lanka and China. Most memorably, Eugène Millogo, President of the UPROMABIO cooperative in Burkina Faso, spoke to the students of the school in Sundhouse in February, to explain what his organisation does and the challenges of fair trade in his country.



The producers together at Les Jardins de Gaïa's 25th anniversary

To celebrate our 25th Anniversary in 2019 we invited partner-producers from South Africa, China, India and Burkina Faso to come and talk about their work and take part in the festivities.

In October 2019, Masa Takada, one of our Japanese partners, came to run a workshop involving lots of of tasting of Japanese teas: a highlight for our employees but also for the customers! The COVID-19 crisis is proving a challenge for us all. Communication and regular exchanges by email and telephone have become an indispensable way of nurturing relationships. In spring 2020, a consultation was carried out with producer organisations: first of all to find out the impact of the crisis on producers but also to identify shared needs and visions. As a result of these discussions, we set up a Fair Strategic Plan identifying the main ways of developing our approach with producer organisations.

• ESSENTIAL FIELD TRIPS

The harvest is a good time to meet the producers. So, outside the European Union, we went to meet 17 producer organisations from South Africa, India, Japan and Nepal in 2018. In 2019, we visited 12 organisations from South Africa, Sri Lanka, Japan and Vietnam. In 2020, it was only possible to organise a trip to South Africa. However, we began new collaborations with spice producers in Sri Lanka, tea producers in Japan, Vietnam and Nepal during this period.



Sarah Albertini in India – Putharjhora



Producters in South Africa - Wupperthal

Finally, since 2018, we have taken the initiative to strengthen our links with our European suppliers but also with our subcontractors, which resulted in eight supplier visits and audits in 2019 compared to two in 2018.

2. INCREASING

THE IMPACT OF OUR PURCHASES ON THE PRODUCERS

• SUPPORTING AND WORKING WITH PRODUCERS ON QUALITY AND DIVERSIFICATION

We are very involved in supporting new producers when they seek to develop organic and fair trade products. For example, we set up a support project for moringa in Burkina Faso. In 2018, we sent an intern there for three months to support the work of the Tupouor Baon Yin cooperative, which means "follow in order to know". This cooperative brings together 200 women who grow Moringa leaves in the southwest of the country. The aim of the field mission was to improve production and the quality of the leaves produced. On their return, our intern was able to tell us about their experience in an interview with the internal company gazette and at a monthly production meeting. All the employees were thus able to hear about the experience, which proved a great opportunity to meet the women and was often touching: "Working with the women of the cooperative allowed me to better understand the organisation of the company within a village in the region. By talking with them, by sharing part of their daily life, I was able to observe other living conditions, and other women, wives, mothers and even families."

In 2020, we started research on the impact of fair trade on the organic and fair trade Rooibos sectors in South Africa. Understanding the evolution of the situation in recent years and the strategies that producer organisations are putting in place to deal with climate change in particular, and the rural exodus is essential to be able to make decisions with producers and plan ahead for the years to come.



Rurkina Fasc

• KEEPING OUR SUSTAINABLE PURCHASING POLICY ALIVE AT EVERY LEVEL ON A DAILY BASIS

Right from the start, we have been very involved in the development of fair trade and we actively support our producer partners who are converting to biodynamic agriculture as was the case for the Wupperthal rooibos cooperative. We aim to constantly increase the percentage of raw materials we purchase that are certified as fair trade and Demeter. We are also aiming at increasing the sale of products bearing these labels, both being very important to us. Both of these things are important to us. Sales of Demeter-

labelled products increased from 11% in 2016 and 2017 to 12% in 2018 and 2019. Fair trade sales with the WFTO label represent 68% of total sales in 2018 and 2019.

In December 2020, Terra Madre obtained the Certified Fairtrade certification. Individual spices from India and Sri Lanka from the HORECA range (for cafes, hotels and restaurants) will therefore be be labelled WFTO from 2021.

3. BEING AND STAYING LOYAL AND TRANSPARENT TOWARDS

OUR CUSTOMERS

• STRENGTHENING OUR PRESENCE IN THE FIELD AND AT TRADE SHOWS

Between 2018 and 2020 we reinforced our B2B sales team and our presence at trade fairs in France by recruiting three people: one for the South-West sector, one for Ile de France and North, and one for the management of B2C trade fairs throughout France. Meeting our customers and listening to their ideas and suggestions is an essential component of our commercial approach. It is an opportunity for our customers to ask questions about our products, to better understand our approach and to benefit from direct advice. We took part in 13 shows in 2018 and 16 shows in 2019. In 2020 most of the shows were cancelled.



Biofach 2020: Hugues Peyrebere & Sophie Wohnhaas

DEVELOPING NEW PRODUCTS

Because the search for new ideas goes hand-in-hand with our curiosity, we are committed to constantly developing new products that showcase our creativity in both the way they taste and the way they look. We launched more than 60 new teas, herbal teas and spices between 2018 and 2020, aimed at meeting consumers' expectations while introducing them to new flavours, new origins and new qualities. These new products are developed exclusively in-house, a decision which once again allows us to guarantee perfect knowledge and perfect control of the product. During the same period, two new ranges were created: the Dhyāna meditation teas and herbal teas aimed at people "who have decided to take the time to appreciate the present moment" and the festive Dejan'thés range made up of recipes from fragrant teas with vibrant notes

and invigorating flavours. The trend is clear: we want to be at the forefront of creating original and subtle recipes.

The blends of ideas and flavours are at the heart of our expertise. Every morning the tasting committee visits our laboratory where the imagination and creativity works its magic. Tea, spices, plants, flowers, flavourings and above all passion are at the centre of our lives every day. Savoir-faire and expertise are inhouse and we love to share it.



Tasting: Arlette Rohmer & Aurélie Rohmer



1. PRESERVING BIODIVERSITY

• ENVIRONMENTAL ANALYSIS UNDERTAKEN TO TAKE STOCK OF **OUR IMPACT**

Minimising our environmental impact is obviously one of our priorities and is part of our overall vision of what a responsible and sustainable company should be doing at the start of the 21st century. In spring 2019, we carried out an environmental analysis of our premises to carefully assess the environmental impact of our business. We were able to carry out the analysis using a tool we purchased designed by Eco-Cert. The results of this analysis carried out over several months reassured us we were on the right track: in fact, it revealed that there were only two areas for improvement - the implementation of more assiduous environmental regulatory monitoring and a deepening of our knowledge of the environment and biodiversity in our region. In all other respects, our practices are recognised as having a very low impact on the environment. We found this analysis very useful and have decided to to update it every two years. After seeing these conclusions, we decided to do more with our first partner (Les Jardins de Gaïa has been an LPO (Birds' Protection League) refuge since

2015) by carrying out a biodiversity diagnosis on the site in spring 2021.



• SUPPORTING PRESERVING BIODIVERSITY IN OUR RANGES IN **PARTNERSHIP WITH PRODUCERS**

This is a major challenge for the future. Indeed, producers are in the frontline when it comes to the conservation of biodiversity:

- allowing producer organisations to do even more by encouraging them to convert to biodynamics. The Potong garden in India now has a Demeter label, and since 2018 we have been offering a number of biodynamic Terra Madre spices.
- promoting new certified projects with the aim of preserving wild flora and fauna. This is what is happening with the Elephant Friendly™ approach that our Indian partner Tea Promoters of India has set up and that we have decided to support, through the purchase of labelled teas.



2. REDUCING OUR ENERGY CONSUMPTION AND WASTE



• RENEWABLE ENERGY SOURCES, MONI-TORED AND CONTROLLED CONSUMPTION:

100% of our electricity comes from renewable energy through the partnership that we have had with our supplier Enercoop since 2016. We also constantly try to reduce our energy consumption with monthly monitoring. We raise awareness of this within the company, most recently as in November 2020. Despite our efforts, our electricity consumption increased slightly in the 2018-2019 period but decreased in 2020 (-12%). This increase was mainly due to the installation of air conditioning in the packaging workshop for the well-being of our employees and the creation of three extra computer stations for new staff. We have reduced our gas consumption - from 2018 to 2019 we went from 8,145 kWh to 8,017 kWh, and in 2020 we were down to 7,555 kWh.

• REDUCING AND RECYCLING OUR WASTE

We are constantly seeking new solutions to reduce the impact of our waste on the environment. We assiduously recycle 100% of it.



In the same vein, we set up a partnership with the Strasbourg association Libre Objet in 2019. We provide them with raw materials (old tubes, vintage bags) and the association upcycle them to give them a new life.

Tea tubes, for example, can either be upcycled with a new design or be used as a new useful object, often quite different from their intended function. The charity involves artists in its upcycling projects: beautiful items that can be used every day are created from the raw materials that we provide.

3. MAKING INNOVATIVE CHOICES

IN ENVIRONMENTAL MATTERS

• ENVIRONMENTAL CONCERNS AT THE HEART OF OUR ECO-DESIGN AND INNOVATION / INVESTMENT APPROACH

We are conscious of our carbon footprint in developing any new packaging. Our suppliers are European and we use materials that respect the environment as much as possible. We integrate the crucial points of eco-design in the materials chosen - the impact of their entire life cycle, the proximity of the manufacturer and its good practices, the technologies used and their consequences on the environment, and finally the protection they provide for the preservation of our products. At the same time, we strongly encourage people, both on social media and directly in our store, to adopt the "refill attitude". We have more and more wholesale customers who buy in bulk, which meets an increasing demand from the end consumer.

Finally, in choosing a car for one of our sales people in 2019, we opted for a hybrid model which is less polluting. When choosing the motor and compressor for the large-volume mixer we installed in our premises, **we opted for models that minimised the environmental impact.**



Outside furniture created with old pallets

• GIVING ITEMS A SECOND LEASE OF LIFE

Our old pallets are upcycled and turned into outdoor furniture by the charity Les Jardins de la Montagne Verte in Strasbourg who we have had a partnership with since 2018. To celebrate our 25th Anniversary, we ordered ten items of garden furniture from this truly creative and dynamic local charity. Outdated supplies are donated to workshops in Alsace.

In 2020, the Covid-19 crisis and the requirement to wear a mask inspired a desire to find more ecological solutions to disposable masks. After several months of wearing fabric masks made in the Vosges, we switched to washable and recyclable masks. The category 1 (AFNOR SPEC S76-001: 2020)

standard) masks, are manufactured 60km from our headquarters and are collected and recycled after 50 washes to make filters for vehicles 40km from our headquarters. Only 700 masks are needed each year for 80 employees instead of 34,400 disposable masks!



Thanks to our partnership with the RecycLivre charity, 63 books were deposited at the collection point at the entrance of our shop in 2018 and 265 in 2019. As of January 3, 2020, RecycLivre had donated €1,838,025 to fight illiteracy and for the preservation of the planet, saved 33,458 trees and 1,326,600,245 litres of water. Since the beginning of our collaboration with RecycLivre, 328 books have found new homes among our customers and made readers happy. This corresponds to a saving of 2.5 trees, 100,955 litres of water, 143 kg of CO2 not released and 11 hours of insertion with our partner Ares. In January 2020, our donations and purchases of books will support the work of the charity Lire et faire Lire. Its 20,000 volunteers, aged 50 and over, work in schools and other childcare facilities to promote and stimulate learning to read.



• OFFSETTING OUR CARBON EMISSIONS

To reduce the carbon footprint related to the transport of raw materials from the countries of origin to our production site in Alsace, we chose to favour transport by sea and river. To offset our carbon emissions, we set up a partnership with Initiative development in 2018. Through this partnership, we are finan-

cing a project that promotes access to a cooking tool that preserves Congolese natural resources (the Congo M'boté cooker), in the Brazzaville region.





1. EXPOSING AND SHARING OUR VALUES

• OUR TEA HOUSE: A PLACE OF WELCOME AND SHARING

We are committed to making our Tea House not just a place where you can enjoy great teas while admiring our Japanese gardens, but also a space for activities and meetings with a cultural programme linked to the values that we support. Exhibitions by local artists are hosted every year (photography, ceramics, painting, etc.). In 2018 and 2019 we organised a total of 11 exhibitions which delighted our visitors. We also organise "Tales around the teapot" on Wednesday afternoons in the Tea House. Between 2018 and 2019, 376 children came along to listen to 14 stories. These events appeal to both children and the parents who come with them to share this magical moment with a free, locally-made organic snack.

• SPREADING THE WORD IN THE REGION WITH OFF-SITE EVENTS

Our 4-person events team travels to take part in events and school programmes. It is a real pleasure to inform people about our approach and our products!

In 2018 and 2019, we reached a total of 376 people with eight events, most notably in schools. These events allow us to show people what we do as well as explaining the thinking behind our approach.

In 2020, despite the COVID-19 restrictions which greatly impacted public events, we nevertheless reached an audience of 311 people with six events.

• WELCOMING OUR CUSTOMERS: A WINNING FORMULA

In 2020, for the second consecutive year, we obtained the Gold Quality Welcome Trophy (Trophée Qualité Accueil) from the CCI Alsace Eurométropole, which recognises the quality of the services offered by our team at the shop and in the Tea House on a daily basis.



Angela Casagrande - Nicolas Schaeffer - Chloé Kuhlmann - Agathe De La Celle Dorothée Busier - Chloé Seywert

2. PASSING ON OUR PASSION BY OPENING OUR DOORS TO

THE PUBLIC



Sarah Albertini - trainer at the Tea School

• HAPPY YEARS ALREADY FOR OUR TEA SCHOOL

We opened our Tea School in November 2017 to meet the increasing demand for training on the subject of tea and its preparation. We welcomed participants from our region, but also people passing through, as well as tea professionals who wanted to improve their knowledge. We have also trained people who are changing career (in Lyon, Besançon, etc.). In total, over the period of 2018-2020, around 700 people registered at our school.

Tailor-made private lessons, which can be offered in the form of gift vouchers for anniversary and holidays are also proving popular. In 2021, online courses were set up in which samples and educational documents are sent out and which are attracting a new audience, even from further away. More and more professionals want to take advantage of this period to do some training. The Tea School is becoming a way of making new connections and having a cosy experience, exchanging ideas over this fabulous drink.

SETTING UP MEETINGS

This desire to talk about our values and our passion is what led us to organise a "conversation for the Earth and Mankind" between the farmer philosopher Pierre Rabhi and the psychologist of positive thinking, Jacques Lecomte, in Colmar in 2018. This conference was a time of intelligent conversation and deep humanity which brought together 1,500 people.

• OUR OPEN DAY: A NOT-TO-BE-MISSED OCCASION

Finally in 2018, we were delighted to welcome 1,500 visitors to our open day and in May 2019, around 4,000 people made the trip to celebrate our 25th anniversary for two days of discussion and sharing.

3. **SUPPORTING** MEANINGFUL PROJECTS: PARTNERSHIPS AND THE CREATION OF LES JARDINS DE GAÏA ENDOWMENT FUND

• A CONSTANT SUPPORT TO CHARITIES DESPITE THE PANDEMIC

In a spirit of of solidarity, because we were very concerned about the situation for our Indian producer partners in Darjeeling, who were struggling as a result of the conflict that was happening in the region in 2017, we decided to create the "Solidari'thé" tea that we launched in 2018. A portion of the sales are helping our partners.



Also in 2018, €24,159.5 was donated to the various associations whose projects we support through our "Thés & Rooibos Militants" range. This was followed by €27,443.5 in 2019 and €7,924 in the first half of 2020.



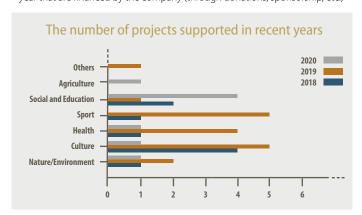
"Thés & Rooibos Militants" range

In 2019, we took part in the fête de la fraternité (Fraternity Festival) organised by Centre International d'Initiation aux Droits de l'Homme (International Centre for the Initiation of Human Rights)

whose aim is to raise awareness, educate and train people in the rights of the child. During the pandemic, Les Jardins de Gaïa sent 13,000 tea bags and 10kg of infusions to hospitals in Paris, Alsace and elsewhere in France (15 establishments) to support healthcare and social welfare personnel in their fight against Covid-19 and their support for the most vulnerable people. Finally,



the partnership commission, made up of six employees, selects projects every year that are financed by the company (through donations, sponsorship, etc.)



• ENDOWMENT FUNDS

We created the "Les Jardins de Gaïa Endowment Fund" on August 7, 2019 to support projects whose values we share and to increase these commitments, in particular with the support of donors (com-



panies and individuals). This Fund is an entity in its own right, separate from the company, which can provide support for many projects. Its aim is to support "measures for the preservation of Mother Earth and educational, social and cultural projects".





4. COMMITING OURSELVES IN THE LOCAL COMMUNITY

• ACTIVELY TAKE PART IN EVENTS IN OUR REGION

Since 2017, we have been taking part in the Strasbourg Christmas OFF Market co-organized by COLECOSOL, which wants visitors to rethink their consumption patterns with responsible purchasing. It includes various events and conferences.

Since 2017, we have been in partnership with the Zone 51 association, which promotes and disseminates new music in Centre-Alsace by organising concerts and festivals. A team from Les Jardins de Gaïa has been part of the Summer Vibration festival, a three-day Reggae festival organised in Sélestat, since it started six years ago.





CONCLUSION

Truly one of a kind, Les Jardins de Gaïa is unlike any other SME. It's a company constantly moving forward, which questions itself, and continues to improve its practices: we want to stand the test of time and we want people to know what we stand for.

In the heart of Alsace, steeped in our humanist heritage, we live the values that are the basis of our success on a daily basis: listening, sharing, benevolence, passion, consistency, optimism and hard work. Let's be the change together and continue to inspire others so that virtuous circles are created around us, in a natural way.

May the passion for tea, spices, Nature and mankind continue to guide us! Thank you for your support and please send us your comments. The entire Les Jardins de Gaïa team.





