

Date updated response

Portal question	Question SIS / TS 2: 2021	Answers and any references	No change since the last own declaration incl. traceability to edition
<p><b>PORTAL QUESTION A</b> Describe the organization's basic conditions, business model and work with due diligence and which part of the organization is covered by the self-declaration</p> <p><b>4.2 The organization's conditions and strategy in terms of social responsibility</b></p>	<p><b>Possible summary of portal question A</b></p>		
	<p>Question 1: Which parts of the organization, organizational units or groups of people are covered by the self-declaration and why have any delimitations been made?</p>	<p>This self-declaration involves all business and operations in Sproud International AB. Sproud legal structure includes Sproud International AB based in Malmö, Sweden, and its three subsidiaries: Sproud Ltd. based in London, UK Sproud Inc. based in United States Sproud North America Ltd. Based in Vancouver, Canada</p>	
	<p>Question 2: What areas of activity (processes), what size, number of employees and geographical location does the organization have?</p>	<p>Sproud is a plant-based dairy company. Our main areas of operations are sales, marketing, R&amp;D, quality and operations, logistics coordination, and finance. Sproud's head office is located in Malmö, Sweden and a second office in London, UK. Employees: 9 [2023-12-31] + 3 consultants Revenue: 43 M Swedish kronor [2023-12-31]</p>	
<p>Question 3: What other certifications or tools / guidelines in sustainable development does the organization use?</p>	<p>Sproud International AB is certified with: IP Food Processing Contract manufacturers producing for Sproud are certified with: BRC or FSSC 22000. All Sproud's products are certified: Sugarwise Sproud's Iced Coffee are certified: Fairtrade All Sproud products are Non-GMO. Certified non-GMO in North America. Certification agency: NSF International Sproud International AB is verified with: ISO 26000 for the company's sustainability work. Verifying agency: VERIFY Agency. Sproud verifies the climate footprint of all products in Sweden, United Kingdom, and Poland. Verification agency/climate footprint tool: Carbon Cloud Sustainability tools (structure and document Sproud's Sustainability work): Future Proof FTI: Producer responsibility of recycling all produced/used packaging material. GS1, Validoo &amp; ProSYNC: Global standard for product data and transparency in supply chain.</p>		

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	<p>Question 4: Describe value chain, with supply chain including geographical spread and number of levels, customer groups and subcontractors.</p>	<p>Sproud International AB is a growth company focusing on creating and selling plant-based dairy alternatives. Sproud partners with contract manufacturers to deliver innovative and sustainable food products. Sproud's supply chain includes ingredient suppliers, contract manufacturers, distribution centres, retail and food services customers, consumers, and ultimately, end-of-life and recycling of packaging material. Sproud reaches about 30 markets worldwide with its main markets in Sweden, United Kingdom, Poland, and Switzerland</p> <p>Sproud collaborates with contract manufacturers located in Sweden, Finland, and Canada. Sproud works with five main suppliers for their products and ingredients, all of whom are required to adhere to Sproud's Code of Conduct. To minimize climate footprint and ensure high quality and freshness, Sproud sources its ingredients as close to production sites and consumers as possible. Therefore, ingredients are primarily sourced in Sweden and Europe for production in Europe, and in Canada for Canadian production.</p> <p>Sproud's main customer groups and sub-customers are: distributors (whom are required to adhere to Sproud's Code of Conduct), retailers, food service, independent coffee shops and consumers.</p> <p>Sproud's value chain includes five main components: Research and Development, Procurement and Sourcing, Company Operations, Marketing and Sales, and Customer and Consumer Services.</p>	

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	<p>Question 5: Describe how the organization secures its work according to the seven principles according to SS-EN ISO 26000: 2021, for example for which routines and work steps the principles are important. Comment on all the principles and state which ones have been identified as important. The principles are accountability, transparency, ethical conduct, respect for the interests of stakeholders, respect for the rule of law, respect for international standards of conduct and respect for human rights.</p>	<p>Sproud is committed to upholding principles of social responsibility both within the company and with its suppliers and partners. Sproud recognizes its impact on society, the economy, and the environment and works to achieve set goals, visions, company bylaws, and corporate culture to ensure its responsibility. Sproud states its work according to the seven principles mainly in the company Code of Conduct where it clearly describes the requirements for Sproud employees as well as its suppliers, sub-contractors, customers, and partners. The Code of Conduct describes Sproud's policies and view on responsibility for ethics, the environment, social and economic issues in a long-term perspective. Additionally, the company's code of conduct clearly describes how procedures, supervision, and follow-up are conducted to ensure compliance with the rule of law principle and the code of conduct itself. Sproud is committed to upholding principles of social responsibility by:</p> <p>Accountability, Sproud International AB understand the impact of its decisions and activities on the society and environment it operates in, even though its current position of power and influence is relatively small being a smaller impact company. If incidents occur (such as product complaints), the organisation quickly take action to map, document and follow up to reduce or eliminate consequences, and proactively prevent similar events from happening in the future.</p> <p>Transparency is a core company value at Sproud, including open and honest communication with stakeholders, customers, consumers, employees and society regarding its decisions and activities. The company discloses its vision, mission, and actions on websites and social media platforms to enable transparent information sharing.</p> <p>Examples of how Sproud demonstrates its commitment to social and economic responsibility is by having a whistle-blower policy and reporting function on the website, and certifying products, including ingredients from ethical-risk areas, with Fairtrade. Sproud demonstrates its commitment to environmental responsibility by having their products reviewed by Carbon Cloud to verify the products' actual climate footprint.</p> <p>Ethical behaviour: The values of Sproud are centred around the company mission to make the tastiest, healthiest, most sustainable plant based dairy products on the planet. This while promoting values and goals that support the creation of a sustainable society at the local and global level. The organization's core values and principles are outlined in a Code of Conduct, Ethical Marketing Policy, and Employee Handbook, which is regularly updated and shared with employees to encourage the inclusion of all individual perspectives, leading to increased engagement, respect, and adherence to the code. The code of conduct is signed by new suppliers and distributors in conjunction with contract signing.</p> <p>Respect for Stakeholders' Interests: Sproud addresses the stakeholders' main interests by centering its efforts on protecting local and global nature (including animals) and reducing the impact of climate change, as well as promoting the well-being and health of society and individuals. The company has high ambitions and a strong focus on sustainable development. Considering and respecting stakeholders' interests is an integral part of the organization's decision-making, whether they have a formal role in governing the company. Sproud Code of Conduct and company policies clearly states the organisations respect for the principles of the rule of law, respect for international standards of conduct and respect for human rights.</p>	

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	Question 6: Which stakeholders for social, economic and environmental sustainability have the organization identified?	The identified stakeholders for social, economic, and environmental sustainability is: Sproud upstream and downstream supply chain partners, consumers, employees, financial stakeholders, authorities, competitors, universities, and research institutes.	
	Question 7: How does the organization identify and assess which stakeholders are prioritized and which are relevant? (See SS-EN ISO 26000: 2021, 5.3.2.)	Sproud employees has conducted an updated materiality assessment including stakeholder analysis in which the prioritized and most relevant stakeholders that impact or are impacted by the company, were identified. These stakeholders have been plotted into a matrix, where the most significant stakeholders are those who both affect the company and have a high level of interest in the company.	
	Question 8: Which stakeholders are prioritized?	Sproud has identified the following stakeholders as most essential: The planet (nature), employees, owners, suppliers, and manufacturers, customers – Sproud ambassadors, consumers, distributors, and retailers, and sustainability partners.	
	Question 9: What consideration is given to the stakeholder groups that may have difficulty making themselves heard and may therefore need to be covered by special consideration?	Sproud has identified the Planet as its most significant stakeholder at the heart of the company vision. Sproud has become a strong advocate for reducing the climate footprint not only for its own products but also influencing the bigger food system, actively promoting a plant-based diet and a climate-friendly lifestyle.	

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	<p>Question 10: Describe the organization's analysis of what social responsibility means to it in terms of relevance, significance and influence.                      (See SS-EN ISO 26000: 2021, 7.3, 7.7 and 7.8.)</p>	<p>Sproud's sustainability program has been developed with valuable input from employees, management, board, and external sustainability partners. Goals and targets are selected from the seven principals of social responsibility and SDGs, which are linked to Sproud's vision, mission, business objectives, sustainability strategy, and code of conduct. In Sproud's Strategic Sustainability Program, the company's sustainability goals are broken down to KPIs to be included in daily business planning, and ownership distributed among all employees. KPI follow up conducted by the management team, including the CEO, with the Sustainability Manager serving as coordinator. The company's sustainability activities will be summarized in the company's first sustainability report (for commercial year 2023) and is included in the overall business planning, with continuous monitoring, evaluation, and improvement.</p>	
	<p>Question 11: Describe which sub-areas (see Appendix B), based on the main areas of business management, human rights, working conditions, environment, good business practices, consumer issues, community involvement and development, are considered important for the organization and have therefore been prioritized and why.                      (See SS-EN ISO 26000: 2021, sections 6 and 7.3.)</p>	<p>Sproud was born with a sustainability purpose. Our mission is to make the tastiest, healthiest, most sustainable plant based dairy products on the planet. Hence, Sproud aims to maximize its contribution to sustainable development and believe that all three pillars of sustainability (people, profit, planet) need to be emphasised. Sproud has prioritized the following sub-areas of the seven principles of social responsibility:                      Environmental issue 3: Climate change mitigation and adaptation.                      Environmental issue 2: Sustainable resource use. Consumer issue 3: Sustainable consumption. Community involvement and development issue 6: Health. Fair operating practices issue 4: Promoting social responsibility in the value chain. Labour practices issue 2: Conditions of work and social protection. Human rights issue 5: Discrimination and vulnerable groups.</p>	

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	<p>Question 12: In what way have risks, opportunities and consequences for the organization been weighed in order to set priorities for relevant areas of responsibility and goals, in order to ensure a long-term sustainable commitment? (Se SS-EN ISO 26000:2021, 7.3.)</p>	<p>Sproud performs annual SWOT-analysis to map/update and prioritise risks and opportunities to maintain and continuously enhance a sustainable organisation. Sproud work mainly with risk management within the area of Product Quality and Safety and Ethics and Work Environment/HR. Sproud has a quality and safety risk assessment system that follows IP Food Processing list of requirements. The IP Food Processing certification is updated every year including biannual on-site audits. Sproud plans to integrate proactive sustainability risk management into more areas of sustainability to cover strategic planning and all operational processes and routines. The aim is to identify, prioritize, and manage potential risks within each area of sustainability. Sproud has through the materiality analysis found opportunities to prioritise SDGs and targets with the greatest impact on the business and stakeholder interests.</p>	

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<p><b>PORTAL QUESTION B</b>  <b>Describe how management relates to sustainable development</b></p> <p><b>4.3 Leadership</b></p>	<p><b>Possible summary of portal question B</b></p> <p>Question 13: Describe the organization's position in relation to the global goals for sustainable development in strategic governing documents, for example visions, business / business ideas, strategies, goals and values, in order to maximize the organization's contribution to sustainable development and the global goals for sustainable development.</p>	<p>Sproud operates for a sustainable and climate-efficient food system, which is also reflected in Sproud's mission statement.</p> <p>Our Vision: Create a sustainable planet and society.</p> <p>Our mission: To promote positive change and inspire everyone to discover a plant-based lifestyle.</p> <p>Our Promise: To produce the healthiest, most delicious, and most sustainable plant-based dairy products on the planet.</p> <p>Sproud has through its Strategic Sustainability Program identified four primary sustainability objectives. These objectives are closely linked to the seven principles of social responsibility and the 17 SDGs.</p> <ol style="list-style-type: none"> <li>1. Providing products with the lowest possible environmental impact. By doing so, we can avoid emissions that would otherwise be generated if our sales were compared to those of similar products.</li> <li>2. Innovating in plant-based products to promote consumer health and sustainable food systems.</li> <li>3. Maintaining an agile corporate structure through strategic partnerships. As a small company, we recognize the importance of collaborating with partners we trust, in order to establish sustainable economic, environmental, and social supply and value chains.</li> <li>4. Fostering a responsible, inclusive, and conscious workplace. We believe it is crucial to create an environment where our employees, partners, and the broader community can thrive, as this helps us to continually innovate and offer the best possible products and solutions.</li> </ol> <p>To achieve our goals, Sproud's management and all employees have received training focused on how the company can actively work towards sustainable development and the global goals in 2023 and beyond. This training effort has resulted in this self-declaration and an action plan that outlines how Sproud will carry out this work. Henceforth, Sproud conducts annual sustainability training for its employees, encompassing workshops where the entire workforce collaboratively assesses Key Performance Indicators (KPIs) results and establishes targets and goals for the upcoming year.</p>	

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	Question 14: What / which policies for social, economic and environmental sustainability does the organization work according to?	Sproud's policies provide the governing documents for social, environmental, and economic sustainability. These policies cover the seven principles of social responsibility, which among others include anti-corruption and bribery, whistleblowing and grievance and complaints, ethical marketing, integrity and GDPR, IT, working environment including flexibility and work-life balance and employee health programs, equality and equal opportunities, food quality and safety, sustainable company travel and the environment. The company's Code of Conduct and Strategic Sustainability Program is also essential governing documents.	
	Question 15: How has the management distributed the sustainability responsibility within the management group?	All Sproud employees contribute to sustainability goals and ways of working, and their actions are allocated throughout the organization based on their roles and competency areas. Each employee undergoes annual sustainability training. The CEO holds overall responsibility for sustainability work and for the prioritization of global goals. Additionally, Sproud's Sustainability Manager oversees the company's day-to-day sustainability efforts and progress.	
	Question 16: Which roles / persons within the organization have a special responsibility for sustainability work and how has this been communicated?	Sproud was founded with a focus on sustainability, and the company's employees are passionate about contributing to a more sustainable world. Sustainability is integrated throughout the entire organization and all employees are involved in the day-to-day sustainability tasks and receive monthly updated about the organisations progress, upcoming tasks, and goals. Internal communication of objectives and task assignments are organised, communicated, and shared with all employees though Sproud's sustainability tool by the Sustainability Manager. The CEO is also a strong advocate for a sustainable food system and actively participates in media and societal discussions on the topic.	



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<p><b>PORTAL QUESTION C</b>                      Describe the organization's planning, ie which of the global goals and sub-goals for sustainable development that the organization has chosen and how these choices have been made</p> <p><b>4.4 Planning</b></p>	<p>Possible summary of portal question C</p> <p>Question 17: How is the sustainability perspective made visible in the organization's strategy?</p>	<p>Sproud has in its company objectives made the sustainability focus clear by including a description that showcases its sustainability agenda: Objective of the company "The company shall in its business and operation have a material positive impact on society, its members and the environment taken as a whole. The objective of the company is to develop, manufacture, distribute, market, and sell pea-based products within food and sports nutrition segments and to carry out any other activities compatible therewith."</p> <p>The company's business idea, vision, mission, and values clearly showcase Sproud's sustainability agenda for its employees, owners, customers, consumers, and other stakeholders. Sproud's sustainability agenda are shared through different communication channels to reach all our stakeholders. Sproud's primary sustainability goal is to offer products with the lowest climate footprint among all dairy and dairy alternative products on the market. The company's strategy is to continuously reduce the carbon footprint of its products and then work towards carbon offsetting in a transparent and credible way, contributing to a climate-efficient and sustainable food system. In addition to the company's general sustainability strategy, Sproud is also working towards ISO 26000 verification and B-Corp certification in 2024. These verifications/certifications focus on sustainable business, especially social sustainability. Sproud plans to showcase their sustainability strategy more clearly in coming sustainability report, aimed to be published for commercial year 2023.</p>	

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	Question 18: How and when is the stakeholders' expectations and views obtained? (See SS-EN ISO 26000: 2021, 5.3 and 7.5.4.)	<p>Sproud engages in ongoing informal dialogues with its stakeholders, especially suppliers, manufacturers, distributors, and collaboration partners, to gather their expectations and views, and obtain valuable knowledge. To collect the opinions of Sproud's consumers, the company has held several sampling events with informal dialogue between customers and Sproud representatives. Additionally, Sproud has conducted consumer questionnaires with both open-ended and closed-ended questions. Sproud receives and answers questions from consumers and customers daily, providing valuable insights into their expectations and views.</p> <p>In order to establish a comprehensive understanding of suppliers' sustainability efforts, Sproud plans to distribute a supplier survey containing relevant questions and statements annually to its suppliers, industry partners, and interest organizations.</p> <p>Additionally, Sproud gathers input through employee blind-reviews, surveys, and management reviews. The input will be compiled and become an essential component of the materiality analysis for the coming years. Any necessary adjustments will be made if new and relevant information emerges.</p>	
	Question 19: How are risks and opportunities that have been identified in the sustainability work handled?	<p>Sproud's proactive work with risk management is integrated into the strategic planning process, as well as operational processes and routines. The aim is to identify, prioritize, and manage potential risks within each sustainability area. Sproud has an extensive quality risk assessment and routines to ensure the quality and safety of food products which is audited by Kiwa through IP Food Processing. Sproud employees perform/update annual swot-analysis and ethic risk assessment.</p>	

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	<p>Question 20: Describe how the organization minimizes risks with a focus on the supply chain, for example in countries with a high risk of corruption or when it comes to human rights violations.</p>	<p>Sproud decided that all suppliers should adhere to Sproud's Code of Conduct. Existing contracts will undergo a review, and a code of conduct will be incorporated for signing by these stakeholders. Sproud is including the code of conduct in all contracts to make sure that all companies have read and understood Sproud's and its supplier's commitment towards a sustainable future.</p> <p>Follow-up is done through self-declarations, in some cases physical audits, and through an extensive supplier tracker that includes a supplier sustainability survey. It should also be noted that all Sprouds' suppliers are carefully vetted. Sproud mainly work with European and Canadian suppliers. Sproud use Fairtrade certified raw materials (coffee beans and agave syrup) for the ingredients that contain vulnerable raw materials or are grown in socially vulnerable areas. Otherwise, Sproud has actively taken a stance not to work with suppliers in countries with high corruption risk or human rights violations.</p>	
	<p>Question 21: How does the organization ensure knowledge and compliance with applicable laws, other requirements and international standards of conduct in the countries covered by this self-declaration?</p>	<p>Sproud collaborates with a third-party food legislation specialist who acts as both a consultant and an auditor. To stay informed of the latest legislation updates, particularly food regulations in the markets where Sproud operates, Sproud employees subscribe to legal monitoring services. Sproud employees attend relevant conferences and courses on topics such as food quality, legislation, sustainability, and related subjects to stay abreast of new and upcoming legislations and guidelines, particularly within the EU. To ensure that local laws and regulations are followed in all markets that Sproud operates in our local distributors and local third-party food legislation specialist are consulted. Sproud is proactive and take initiative to meet upcoming requirements with the aid of management and sustainability tools that help structure and streamline the process.</p>	

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	<p>Question 22: Which of the global goals for sustainable development, both goals and sub-goals, have been identified and selected? Also describe how this maximization analysis (see 3.1) was carried out.</p>	<p>Sproud has developed a Strategic Sustainability Program to optimize its organization's contribution towards sustainable development. In order to achieve this, two materiality assessments were conducted. The first assessment involved mapping the SDGs and targets throughout Sproud's value chain, while the second assessment was based on the seven principles of social responsibility (as mentioned in questions 11 and 15). Sproud found that their work was contributing significantly to several SDGs and targets. The assessments were combined and summarized. As a result, four main sustainability objectives were identified (as mentioned in question 13), and Sproud committed to focus on contributing to the following SDGs and targets:</p> <p>Goal 2 Zero Hunger: 2.3 ensure sustainable food production systems. 2.4 Maintain the genetic diversity.</p> <p>Goal 3 Good Health and Well-being.</p> <p>Goal 9 Industry, Innovation, and Infrastructure: 9.4 resource efficient and clean technologies and products. 9.5 Bridge scientific research and new technology capabilities and encourage innovation.</p> <p>Goal 12 Responsible Consumption and Production: 12.2 achieve the sustainable management and efficient use of natural resources. 12.3 Reduce food waste and food loss. 12.4 achieve the environmentally sound management of chemicals. 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices.</p> <p>12.8 Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.</p> <p>Goal 13 Climate Action: 13.2 Integrate climate change measures into national policies, strategies, and planning. 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</p> <p>Goal 17: Partnerships for the Goals: 17.14 Enhance policy coherence for sustainable development. 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multistakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources. 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.</p> <p>As well as a cluster of goals focusing on social responsibility. Goal 5 Gender Equality. Goal 10 Reduced Inequalities. Goal 16 Peace, Justice, and Strong Institutions.</p>	

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	<p>Question 23: What action plans have been developed based on the goals and sub-goals selected from the global goals for sustainable development?</p>	<p>Sproud has developed a strategic sustainability program, including an action plan, based on the selected SDGs, targets, and the four main sustainability objectives. This action plan describes and establishes the direction for Sproud's sustainability work. The action plan has been integrated with Sproud's sustainability tools to ensure a structured, timely, and systematic progress. Sproud intends to communicate a summary of the strategic sustainability program and action plan in the organisation's upcoming sustainability report. Sproud's sustainability action plan and KPI's are centred around the following key areas: 1) Mitigating the company's climate footprint, including increasing fossil free transport, and reducing product climate footprint. 2) Responsible Supplier and Customer relations, emphasizing ethical conduct. 3) Ensuring a positive working environment with equality and equal opportunities.</p>	<p>Must be answered annually</p>
	<p>Question 24: How have the selected goals and sub-goals from the global goals for sustainable development been integrated with the organization's other goals and business plans?</p>	<p>Sproud's commitment to sustainability and climate action has been integrated in its Business Management System and everyday tasks since its inception. However, to pursue intentional and transparent goals, Sproud has integrated the Sustainable Development Goals (SDGs) and targets into its strategic sustainability program and business plans. Specific actions have been identified, along with key performance indicators (KPIs) to monitor progress, and targets have been set for each KPI. Responsibilities for following up on progress towards these goals have been assigned. The strategic sustainability program and action plan are regularly scrutinized and evaluated to ensure progress. The results of these evaluations will form the basis for the next year's action plan, which may involve adjustments and alterations to the strategic sustainability program. The KPIs mainly focus on Goals 13; 2 &amp; 12; 3; 9; 5,10 &amp; 16; and 17.</p>	

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	<p>Question 25: What is the division of responsibilities for the global goals for sustainable development within the organization? State the division of responsibilities based on relevant functions and levels.</p>	<p>The respective responsible parties in each department are accountable for achieving the Sustainable Development Goals (SDGs) and targets that are associated with their area. For instance, the Sales Manager is responsible for sales-related actions and KPIs, while the COO oversees supplier-related sustainability issues. Hence, every employee at Sproud is assigned actions and KPIs and has a responsibility to contribute to the company's sustainability work. The CEO has the overall responsibility for ensuring that the sustainability program is progressing in the right direction. The global Sustainability Manager plays an important role in developing and executing Sproud's sustainability strategy and tracking. This involves coordinating efforts, produce material and information, integrating sustainability into existing processes, and ensuring sustainability from a group perspective. The CEO works closely with the Sustainability Manager to oversee the progress of the strategic sustainability program.</p>	
	<p>Question 26: Describe any other goals and action plans based on priority sub-areas in SS-EN ISO 26000: 2021 which are not covered by answers to questions 22 to 25, but which were answered under question 11.</p>	<p>The company dedicated efforts to formulate plans, strategies, documentation, and task implementations aimed at enhancing sustainability and transparency. Additionally, these initiatives were undertaken to support the forthcoming re-verification of ISO 26000, the application for B-Corp certification, the update of brand communication, developing the social sustainability agenda, and the development of a comprehensive company impact report. As a result, Sproud is strategically positioned to pursue these and future goals and objectives in its ongoing commitment to sustainability.</p>	
<p><b>PORTAL QUESTION D</b></p>	<p><b>Possible summary of portal question D</b></p>		

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<p><b>Describe the organization's support structures for sustainability work</b></p> <p><b>4.5 Support</b></p>	<p>Question 27: How is it ensured that the necessary resources, financial resources and human resources are available to carry out the work?</p>	<p>Sproud's owners are committed to the company, driven by a sustainability perspective that focuses on the delivery of sustainable food products with the lowest possible carbon footprint. The company integrates sustainability work into its daily operations and has a dedicated budget for sustainability tools to manage its initiatives efficiently. This budget includes the costs of certification and verification processes for B-Corp and ISO 26000. As a start-up transitioning into a scale-up company it is essential to evaluate and prioritize investments to create biggest possible impact. Sometimes, it may be necessary to work long term to accomplish the right economic conditions or partnerships to achieve specific sustainability goals, actions, or KPIs. For instance, achieving completely fossil-free transportation is a challenging goal for an international market that requires significant investment and is currently difficult to attain due to availability in markets.</p> <p>Sproud, like many other small startups/scale-ups, faces challenges with employees juggling diverse roles and responsibilities, as well as managing their time and prioritizing numerous crucial tasks. Nevertheless, the company is actively working towards integrating sustainability into every aspect of its operations, aiming to enhance both time efficiency and sustainability practices. This effort entails continual dialogues and the execution of strategies and tasks aligned with B-Corp and ISO 26000 standards. By incorporating sustainability considerations into each employee's role and delegating responsibilities for various key performance indicators (KPIs) and domains, Sproud aims to distribute workload effectively and enhance engagement.</p>	<p>Must be answered annually</p>

**Report on the organization's basic work with sustainability according to  
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	<p>Question 28: What competence development has been carried out in the past year in the area of sustainability?</p>	<p>In 2023, the company implemented various competence development initiatives in the field of sustainability. Notably, all employees underwent annual sustainability training aimed at enhancing their understanding and knowledge of sustainable practices. Simultaneously, the Sustainability Manager participated in multiple seminars and workshops throughout the year, focusing on sustainable development, circular economy, packaging recycling, CSRD, ESRS, data collection, and sustainable data analysis.</p> <p>The company facilitated smaller workshops addressing specific topics like sustainable and safe workplace practices, ethical practices, company values, equity, inclusion, and diversity. New employees also received a condensed sustainability training as part of their onboarding process. To streamline the certification process for B-Corp, the company utilizes a sustainability tool, offering educational seminars, videos, forums, and text covering social, financial, and environmental sustainability. Specific training sessions on tool management were provided to selected team members, including the sustainability manager, CEO, and sales manager.</p> <p>Additionally, the company actively engages in three scientific research projects concerning Sustainable food supply chains, Sustainable new product development, and Sustainable process development. Collaborating with stakeholders such as RISE and Lund University faculty of engineering, these projects contribute to the company's commitment to sustainability and knowledge within these specific areas.</p>	<p>Must be answered annually</p>



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	<p>Question 29: What competence development is planned for the next 24 months in the area of sustainability?</p>	<p>In 2024, Sproud has established several sustainability objectives, underscoring their ongoing commitment to a more sustainable future. The company intends to conduct its annual sustainability training sessions and delve deeply into specific sustainability topics or tasks, such as fossil-free transportation, a social sustainability agenda and marketing ethics, and the collection, analysis, and reporting of sustainability data. Furthermore, Sproud plans to undergo a re-verification of its self-assessment within ISO 26000, simultaneously working towards B-Corp certification, with a targeted submission in Q2 2024.</p> <p>Customized training and courses will be offered by Sproud as needed, ensuring that education programs are tailored to the specific requirements of employees and stakeholders. This approach guarantees that individuals receive the most pertinent and impactful knowledge, aligning with Sproud's commitment to empowering everyone with the necessary skills and knowledge to make a positive impact on the environment and promote sustainable practices.</p>	<p>Must be answered annually</p>

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	<p>Question 30: What insight is given to stakeholders in sustainability work? Describe the method of stakeholder dialogue.</p>	<p>Sproud is committed to promoting transparency in their sustainability journey by openly sharing the products' carbon footprint with stakeholders. By doing so, Sproud hopes to encourage stakeholders and customers to join them in reducing their carbon footprint and avoid emissions by choosing Sproud. Sproud understands the importance of maintaining a continuous and opened dialogue with their stakeholders to inform them about their sustainability efforts and receive valuable feedback. To this end, Sproud's employees will continue to advocate for a plant-based and sustainable lifestyle through various channels such as education, fairs, conferences, distributor seminars, business meetings, sampling, media, Sproud website and social media. Through these efforts, Sproud aims to make a positive impact on the environment and inspire others to do the same. By working together towards a more sustainable future, Sproud wants to contribute to a world where sustainability is at the forefront of every decision-making process. Sproud ensures that its sustainability efforts are effectively communicated to employees through various channels. Sustainability insights are discussed in monthly company meetings, with a thorough exploration provided during the annual internal sustainability training sessions. Additionally, Sproud regularly shares its sustainability program and key performance indicators (KPIs) via the company's sustainability tool, Futureproof, which is accessible to managers for dissemination to their respective teams, ensuring continuous engagement and awareness among employees.</p>	<p>Must be answered annually</p>

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*Date updated response*

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	<p>Question 31: How is the organization's work regarding social responsibility and contributions communicated with regard to the global goals for sustainable development? When is the method of communication evaluated and when was this last changed?</p>	<p>In 2022, Sproud initiated a new communication approach aimed at enhancing engagement with customers and consumers, and successfully implemented it in 2023. As part of this strategy, Sproud intensified its focus on environmental and climate action initiatives across all communication channels. Additionally, the company intends to underscore various sustainability aspects to promote the values of People, Profit, and Planet. To achieve this, Sproud has communicated its comprehensive sustainability plan through a self-declaration in April 2023. Furthermore in 2023, Sproud developed a new marketing plan that includes social sustainability policies for marketing and social media. These policies are transparently presented on Sproud's website and social platforms in Q1 2024. In March 2024 Sproud updated self-declaration and method of communication will undergo internally reassessed and thereafter be evaluated by an independent third-party entity, the Verify Agency of Sweden. In 2024, the company also plans to provide an overview of its sustainability efforts through an impact report, incorporating a sustainability report and a strategic sustainability program. To enhance transparency, Sproud aims to develop and release its first impact and sustainability report for the commercial year 2023. Additionally, in collaboration with our sustainability tool provider, the company plans to introduce an online Sustainability dashboard. Sproud remains dedicated to sustaining an open dialogue with stakeholders, not only to communicate their sustainability initiatives but also to gather valuable feedback.</p>	

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	<p>Question 32: If any area has been excluded from the communication, for example with regard to the organization's or stakeholders' need for integrity, explain why.</p>	<p>Sproud has not yet had a summarizing impact report that clearly communicates all ongoing operations and sustainability efforts and objectives. Nevertheless, the company has prioritized environmental and climate action in their sustainability communication, recognizing it as their primary area of impact. Sproud intends to disclose additional details about their efforts related to the B-Corp certification application following the submission of the application.</p>	<p>Must be answered annually</p>
	<p>Question 33: Describe business governance, including governance mechanisms for the work with corporate social responsibility and the contribution to the global goals for sustainable development.</p>	<p>Sproud have decided to certify the business with B-Corp and verify the business with ISO 26 000 (including writing a self-declaration) to be able to structure and govern the sustainability work and integrate it into the business plan in a systematic way. Sproud will integrate the follow-up of the maximization analysis, defined focus areas, SDGs, and targets into their regular operational management. Social responsibility at Sproud encompasses the well-being of their employees, both physically and mentally. In addition to prioritizing their own staff, Sproud is also committed to ensuring sustainable conditions throughout their value chain for partners and their employees, including decent work environments, inclusion, diversity, and equality. Moreover, Sproud has pledged to allocate at least one day per year of their employees' time to charitable causes starting in 2024. Since 2022, Sproud has been offsetting the carbon footprint associated with its business travels and will continue to do so moving forward.</p>	

Date updated response

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<p><b>PORTAL QUESTION E</b>                      Describe the organization's activities for social responsibility during the period and to achieve set goals for sustainable development</p> <p><b>4.6 Activities</b></p>	<p><b>Possible summary of portal question E</b></p> <p>Question 34: Describe the organization's completed and ongoing activities based on priority sub-areas in SS-EN ISO 26000: 2021 (see questions 10 to 12).</p>	<p>Sproud has been actively involved in pursuing its defined activities for selected focus areas, SDGs, and targets. Sproud primarily focuses on the following global goals:</p> <ul style="list-style-type: none"> <li>• Global goal 13 – Climate Action (13.2, 13.3)</li> <li>• Global goal 12 – Responsible consumption and production (12.2, 12.3, 12.4, 12.6, 12.8)</li> <li>• Global goal 2 - Zero Hunger (2.4, 2.5)</li> <li>• Global goal 3 – Good Health and well-being</li> <li>• Global goal 9 – Industry, Innovation, and Infrastructure (9.2, 9.4, 9.5)</li> <li>• Global goal 17 – Partnerships (17.14, 17.16, 17.17)</li> <li>• Also, the company prioritizes social sustainability 5 – Gender Equality (5.1, 5.5), 10 Reduce Inequalities (10.2, 10.3), and 16 Peace, Justice and Strong Institutions (16.2, 16.3, 16.5, 16.6, 16.7, 16.10).</li> </ul> <p>In 2022, Sproud took significant strides to further diminish the climate footprint of its products, demonstrating a commitment to continuous improvement in sustainability while upholding quality and taste standards. Additionally, Sproud conducted a comprehensive mapping exercise of its climate footprint, expanding its scope across various operational areas. The company plans to continue this mapping exercise in 2024, encompassing all facets of its operations.</p> <p>Ongoing initiatives include supplier surveys, contract updates featuring signed codes of conduct, and the formulation of robust company policies promoting social, financial, and environmental responsibility. These policies are diligently monitored using tracking tools to ensure consistent follow-up. Sproud has also developed a new communication strategy to effectively market and convey the climate benefits of its products to the public.</p> <p>In 2022, Sproud primarily focused on Goal 13 (Climate Action), specifically targeting 13.1, 13.2, and 13.3. These objectives involve establishing actions to measure and further reduce the climate footprint of Sproud products, integrating and communicating climate action strategies to the public and governing bodies, advocating for a radical change to mitigate the climate impact of the global food system. Additionally, Sproud concentrated on platforms and tools to track and monitor a broader spectrum of sustainability in the coming years.</p> <p>Shifting focus to 2023, Sproud expanded beyond climate actions to develop a sustainable social agenda. This agenda encompasses areas such as marketing, social media, employee health and well-being, benefits, and sustainable stakeholder practices.</p>	<p>Must be answered annually</p>

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	<p>Question 35: Describe the organization's possible further implemented and ongoing activities based on selected goals and sub-goals among the global goals for sustainable development (see questions 22 and 23).</p>	<p>In addition to the information provided in the self-declaration, Sproud has placed a specific emphasis on promoting sustainability in the transportation practices of its own staff. The company's policy advocates for the use of bicycles, trains, or eco-friendly cars for travel within a country or region, reserving air travel for essential circumstances only. Moreover, all company travels are carbon offset. Sproud's representation policy dictates that exclusively vegan or vegetarian food is offered when the company is responsible for hosting.</p> <p>Additionally, Sproud adheres to a policy of procuring sustainable materials or second-hand items for furniture, decor, and merchandise. In the spring of 2024, the company headquarters in Malmö will be relocated to a more space-efficient office, with a focus on optimizing both space and energy usage.</p> <p>In 2024, Sproud aims to enhance the sustainability of its product transport and distribution by prioritizing the reduction of the climate footprint. This effort involves an increase in the use of fossil-free fuels and transportation modes.</p>	<p>Must be answered annually</p>
	<p>Question 36: What collaborations and partnerships does the organization have in the area of sustainability?</p>	<p>See question 3.</p>	

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	<p>Question 37: Describe the organization's preparedness and action in emergencies and in terms of crisis management in the area of sustainability.</p>	<p>Sproud has conducted comprehensive risk assessments across various focal points, encompassing quality and safety (integral to IP food processing), workplace and working conditions, whistleblowing, and ethics. These assessments include detailed action plans outlining responses to emergencies or specific concerns, along with the identification of support contacts. The company is dedicated to developing risk assessment tools in sustainability-related areas deemed significant by the company, stakeholders, and society as a whole. This initiative aims to facilitate swift adaptation to internal and external changes such as staff shortages, production disruptions, pandemics, and inflation.</p>	
	<p><b>Possible summary of portal question F</b></p> <p>Question 38: What metrics are used to show the status of the sustainability work? How are the priority sub-areas followed up?</p>	<p>Sproud have developed relevant metrics, targets and KPIs that is linked to the company's overall goals and specific SDGs and targets. The status of the defined activities related to our prioritized focus areas and KPIs are continuously monitored on a departmental level and reviewed by the management team. See prioritised SDGs and targets in question 23 and 34. Many metrics for 2022/2023 have been developed to determine a baseline for the business. The baseline is used to set up specific KPIs for 2025-2030.</p>	

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	<p>Question 39: Has the organization chosen to use any of the indicators linked to the selected global goals (and sub-goals) for sustainable development? If so, which ones?</p>	<p>Sproud has identified focus areas and specific Key Performance Indicators (KPIs) following the outcomes of two materiality assessments. One assessment is grounded in the 17 Global Sustainable Development Goals (SDGs) and their subgoals, primarily tailored for countries, while the other is based on the seven principles and sub-principles of social responsibility, designed for companies and organizations. Subsequently, the latest materiality analysis was cross-referenced and aligned with corresponding SDGs, reflecting the prevailing norm of contextualizing and presenting an organization's sustainability endeavours in relation to the SDGs.</p> <p>The company has pinpointed four primary areas, consistently monitored and enhanced:</p> <ul style="list-style-type: none"> <li>- Reduction of Climate Footprint (CO2)</li> <li>- Innovation in Plant-Based Products and Processes</li> <li>- Cultivation of a Responsible, Inclusive, and Conscious Workplace</li> <li>- Cultivation of Strong and Resource-Efficient Partnerships</li> </ul> <p>These areas are underpinned by Key Performance Indicators (KPIs) that are aligned with one or more SDGs and their associated targets. For instance:</p> <ul style="list-style-type: none"> <li>- Product Climate Footprint.</li> <li>- Avoided Climate Footprint.</li> <li>- 'Code of Conduct' Signatories among Suppliers, Producers, and Distributors.</li> <li>- Verification of ISO 26000 Self-Declaration.</li> <li>- Product innovations. Fossil-Free Company Car Contracts.</li> </ul>	



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	<p>Question 40: What were the results of the selected global goals for sustainable development in the latest survey?</p>	<p>Sproud has successfully set a baseline for several of its Key Performance Indicators (KPIs) to assess and enhance results in the coming years. However, gathering data in areas where Sproud does not own the operations has posed challenges. Throughout 2023, Sproud consistently expanded its sustainability program, encompassing additional data, policies, implementations, and reports across all selected areas of Sustainable Development Goals (SDGs), with plans to continue these efforts in 2024. In the upcoming year, Sproud aims to obtain more primary and secondary data to establish comprehensive baselines for all KPIs.</p> <p>Key Performance Indicators (KPIs) that are aligned with one or more SDGs and their associated targets. Examples of KPI's:</p> <p>Product Climate Footprint:</p> <p>2022: Total kg CO2: 670,524; Mean Value: 0.342 kg CO2/kg product 2023: Total kg CO2: 720,442; Mean Value: 0.314 kg CO2/kg product (10% reduction since 2022)</p> <p>Avoided Climate Footprint compared to Milk (1.5% fat) sold in SWE and UK:</p> <p>Mean Value (kg CO2/kg product): 2022: Sproud 0.342 vs. milk 1.5 = 77.19% 2023: Sproud 0.314 vs. 1.46 = 78.48%</p> <p>'Code of Conduct' Signatories among Suppliers, Producers, and Distributors:</p> <p>2022: 1 signed 'Code of Conduct' 2023: 18 signed 'Code of Conduct'</p> <p>Verification of ISO 26000 self-declaration 2023: Verified ISO 26000 self-declaration for 2022</p> <p>Product and process innovations: One new product category ready for commercialization</p> <p>Fossil free company car contracts: 2022: 50% 2023: 100%</p>	<p>Must be answered annually</p>

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	Question 41: What did the latest follow-up of the organization's other sustainability goals show? (See SS-EN ISO 26000: 2021, 7.4.2.)	<p>The company has dedicated substantial efforts to crafting plans, strategies, documentation, and task implementations aimed at bolstering sustainability and transparency. This concerted endeavour has led to the development of a new marketing plan that places transparency, diversity, and inclusion at the forefront. Additionally, the formulation of a social sustainability agenda has involved implementing policies across various areas such as human resources, corporate social responsibility (CSR), IT security, and ethics.</p> <p>These initiatives were initiated not only to support the forthcoming re-verification of ISO 26000 and the application for B-Corp certification but also to facilitate the updating of brand communication and the creation of the company's first-ever comprehensive company impact report.</p> <p>In addition to the provided examples of KPIs, Sproud's impact report, scheduled for publication in summer 2024, will detail all sustainability goals and Key Performance Indicators (KPIs). This report will be readily available on Sproud's website and sustainability dashboard, aligning closely with Sproud's self-declaration for 2023.</p>	Must be answered annually
	Question 42: Has an internal audit been carried out at the own organization and have any deviations been handled?	<p>Sproud has conducted internal audits based on its previous certifications, verifications, and tools (as indicated in question 3), as well as in alignment with Sproud's operational plan and fiscal year. Notably, ISO 26000 internal audits were carried out for the first time. Deviations from the initial self-declarations have occurred, particularly in terms of not meeting all the set goals and Key Performance Indicators (KPIs) for 2023. These deviations primarily stem from challenges in acquiring primary data from stakeholders to fully map the comprehensive operations and climate footprint of Sproud's upstream and downstream supply chain. Despite these challenges, Sproud has managed to lower the product climate footprint by mainly reducing the packaging footprint. Sproud has also managed to contribute more material to the social sustainability agenda than originally anticipated.</p>	Must be answered annually

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	<p>Question 43: Has an audit been carried out by or by stakeholders, or both? Have any deviations been handled?</p>	<p>Annual audits of our key suppliers and producers are conducted regularly. These audits encompass informal on-site visits, verification of essential food quality and safety certifications, certificate of analysis for each shipment and batch delivery, product specifications, and sustainability data such as Life Cycle Assessment (LCA), climate footprint, and social responsibility alignment.</p> <p>As both a brand owner and supplier, Sproud undergoes numerous audits to obtain certification and verification across various aspects of our business, with particular emphasis on food quality and safety, as well as sustainability (refer to Question 3). These audits may involve on-site inspections, comprehensive evidence-based questionnaires, self-declarations, and interviews. Notable examples include the annual and biannual audits undertaken by Kiwa to certify and verify Sproud's adherence to good food quality and safety practices under the "IP Food Processing" standard, as well as audits conducted by the Malmö city environmental administration (see also Question 13).</p>	<p>Must be answered annually</p>

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	Question 44: What sustainability goals have been set for the coming period (for example, 12-month period)?	<p>Over the next 12 months, Sproud is committed to advancing its sustainability agenda, building upon the significant progress achieved in 2023. This includes expanding its sustainability program across various areas aligned with the Sustainable Development Goals (SDGs).</p> <p>One of the primary objectives for the coming period is to gather more primary and secondary data to establish comprehensive baselines for all Key Performance Indicators (KPIs). This data will serve as a crucial benchmark to measure progress and inform decision-making. Additionally, Sproud intends update its ISO 26000 self-declaration and become re-verified, as well as pursue B-Corp certification. Moreover, the company plans to update its brand communication and develop its inaugural comprehensive company impact report for the commercial year 2023. The impact report will encompass overarching sustainability goals and focal areas. This report will be integrated with the strategic sustainability program and include a framework for tracking KPIs (sustainability action model). Additionally, in collaboration with its sustainability tool provider, Sproud aims to introduce an online Sustainability dashboard for increased transparency.</p> <p>Throughout these endeavours, Sproud remains dedicated to maintaining an open dialogue with stakeholders, not only to communicate its sustainability initiatives but also to gather valuable feedback and insights for continuous improvement.</p>	Must be answered annually
	Question 45: Have there been re-prioritisations in the sustainability work and, if so, which ones?	Sproud has maintained the prioritization of tasks in its sustainability efforts and has not undergone any re-prioritization. In 2024, the company will maintain its focus on reducing the climate footprint across its operations, products, and transportation. Additionally, Sproud will emphasize the application for B-Corp certification and intensify efforts to enhance sustainability communication and stakeholder transparency.	Must be answered annually.

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	<p>Question 46: What conclusions does the management draw about the results and efficiency of the sustainability work?</p>	<p>In 2023, Sproud experienced significant revenue growth, accompanied by improved margins, and reduced costs. Sproud expanded into new markets and channels, offering strong commercial value. Additionally, the Board made robust sustainability commitments, amending our Articles of Association to ensure Sproud has a material positive impact on society, its members, and the environment as a whole.</p> <p>Sproud's primary objectives for 2023 were twofold: first, to establish a methodology and platform for our sustainability initiatives while working towards ISO 26000 verification. This included creating a structured foundation to measure results and prioritize areas for improvement. Second, Sproud aimed to engage and empower all staff to take ownership of sustainability tasks integrated into their daily work. This involved educating, engaging, and involving employees in our sustainability efforts.</p> <p>Plans are underway to enhance our methodologies for data collection, aiming for increased efficiency in reporting and analysis. This will involve participation in workshops and seminars with industry experts, followed by internal knowledge transfer.</p> <p>Sproud successfully engaged the entire staff in sustainable development, reducing our footprint and increasing the efficiency of our initiatives. This approach motivates and inspires employees to contribute actively to our goals. Additionally, Sproud has begun incorporating sustainability tasks into job descriptions for clear ownership.</p> <p>Sproud's sustainability efforts in 2023 resulted in several achievements, including the opening of a joint distribution hub in Poland to increase efficiency, reduce climate footprint, and better serve Eastern and Southern Europe. Sproud also secured new customer contracts in markets; for instance new global coffee chains, with strong values around reducing climate impacts from food and reducing the customer's emission from dairy alternatives like global coffee chains, aligning with our values of reducing climate impacts from food and dairy alternatives.</p> <p>Some sustainability highlights from 2023 include introducing Carbon Cloud climate footprint for our distribution hub, lowering our product footprint by transitioning to 88% plant-based packaging, achieving ISO 26000 verification as the first food company globally, introducing new policies in preparation for B-Corp submission in 2024, and offsetting all company travels for 2022.</p>	<p>Must be answered annually</p>

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	Question 47: Are there substantive issues that fall under the prescribed content for sustainability reporting that have not been dealt with in this self-declaration? If so, who and how have these issues been addressed?	Food quality and safety issues are not completely covered by the Self-declaration. However, the issue is covered by BRC/FSCC 22000 certifications for our producers and IP Food Processing for Sproud.	Must be answered annually
<b>PORTAL QUESTION G</b> <b>Describe the organization's continuous improvement work</b>  <b>4.8 Improvements</b>	<b>Possible summary of portal question G</b>		
	Question 48: What method has been used to identify, control and monitor improvements?	Sproud uses the set sustainability KPI's, this self-declaration and a sustainability tool (which focus on B-corps methodology) to identify, control, and monitor sustainability improvements. When areas for improvement are identified, they are either addressed immediately with responsible manager or discussed at the monthly meetings of the management group. To ensure proper control and follow-up, improvement projects are entered into the management software as designated areas for development.	
	Question 49: In addition to the sustainability goals, have there been any further improvements?	Sproud is dedicated to achieving continuous sustainable improvement. The company has made significant progress by investing in management and sustainability tools that help them organize and structure their work in a productive manner. Moreover, Sproud has established an employee handbook including code of ethics, company policies, strong core values, vision, and mission, which has made it easier for employees to work together towards a common objective and communicate more effectively.	Must be answered annually
	Question 50: How are complaints from stakeholders handled and used in the continuous improvement work?	Stakeholder complaints are managed via Sproud's website and/or direct email channels. Sproud strives to respond to complaints and claims within 24 hours. All responded complaints and claims are recorded in the management tool and can be readily linked to improvement proposals, projects, implementation, and follow-up.	Must be answered annually