



by word of mouth®

Sustainability & Social Responsibility

2024

Acting Responsibly, Thinking Sustainably

By Word of Mouth is built on core values that, for over 4 decades, have placed quality and excellence at the heart of every aspect of our organisation as we create unforgettable events for our clients.

Acting responsibly and thinking sustainably are woven through these values and we are committed to respecting the environment and protecting the wellbeing of the BWoM team, our clients and our partners through a range of ambitious initiatives.

Net zero is our ultimate goal and this policy outlines our approach to educating ourselves and embracing positive action as we journey towards our target.

Rick Perry

Managing Director



What Does Sustainability Mean to By Word of Mouth?



LEARNING

Educating ourselves and our partners. Finding the support we need from the experts like **Positive Planet**.



REDUCTION

Reducing our emissions & carbon impact; focusing on making the right decisions for our future.



MEASURING

Collecting the data and setting ambitious reduction goals.



EMBRACING TECHNOLOGY

Installing the latest innovations to help measure and reduce food waste.



FINDING LIKE-MINDED PARTNERS

Working with suppliers that share our values and concern for the planet.



GIVING BACK

Nurturing and championing our charity partnership with **City Harvest London**, the food surplus charity that rescues food, people and planet. Supporting **Wellbeing of Women** through our annual auction prize.



ACCREDITATION

Ensuring our procedures and systems are endorsed as being best in class.

Our Journey to Net Zero

By Word of Mouth has partnered with **Positive Planet**, an organisation dedicated to simplifying the pathway to **net zero**.



Immediate target: To achieve carbon zero for Scope 1&2 by 2030.

Scope 1: Direct Emissions
Scope 2: Controllable Indirect Emissions
Scope 3: Influenceable Indirect Emissions

Ultimate goal: Being 100% carbon zero, throughout our entire supply chain and actions, by 2037.

Learning and Pledging

The BWoM team has received Carbon Awareness training, endorsed by the Carbon Literacy Project. We have made individual and collective pledges to reduce the impact of our day-to-day activities on the environment, both at home and in the workplace.

Team member pledges include:

"We will **remove all desk bins** and replace them with banks of recycling bins"

"We will train casual event staff about **on-site recycling procedures**"

"I will **commute to work on foot or by bus** 3 days per week"

"I will reduce my consumption of red meat to a maximum of one day per week"

"I plan to change to a fully electric car hopefully within a year"

"**Buying less**, only when needed, and trying to go for second hand/recycled options"

"I will **reduce my photo archives** and back up onto a hard drive as opposed to cloud/data storage"

Embracing Technology

Pioneering technology is helping us work more sustainably in our kitchens and at our events.



We were the first event caterer to use Orbisk, a fully-automated food waste measurement system using AI technology to capture and measure food waste.

How does this help?

We can measure, plan and ultimately reduce our food waste through analysing our data collection and provide a precise CO₂ amount per event.

We are also able to offer a portable version of this technology when delivering events on site.

This allows us to measure guest food waste and provide valuable data to our clients and venues.



We grow our own micro herbs in our kitchens using Evogro technology.

How does this help?

We have control over quality, can offer homegrown products and put fewer vans on the road. We also reduce waste by only harvesting the exact quantities needed.



The Orca breaks down food waste using an aerobic digester that utilises a natural biological process.

How does this help?

Using Orca results in fewer vans on the road, fewer waste bags being used and helps By Word of Mouth be a zero food waste to landfill organisation.

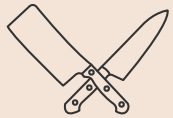
Beautiful Food, Responsibly Produced

By Word of Mouth has built its reputation on the exceptional quality and flavour of its food.

When writing our menus, sustainability and seasonality are a priority and we seek to reduce food miles using artisan produce made here in the UK.

The team is committed to buying ethically and responsibly with a focus on animal welfare, sustainability of ingredients and limiting damage to the environment.

Full traceability is available for all our meat and fish.



Our **butchers and fish suppliers** source the best products with the fewest food miles possible



Our **asparagus** is grown in the beautiful Wye Valley



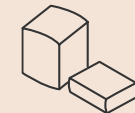
Our **burrata**, plant based burrata and mozzarella is made in West London



Our **bread** is handmade in Surbiton, Surrey



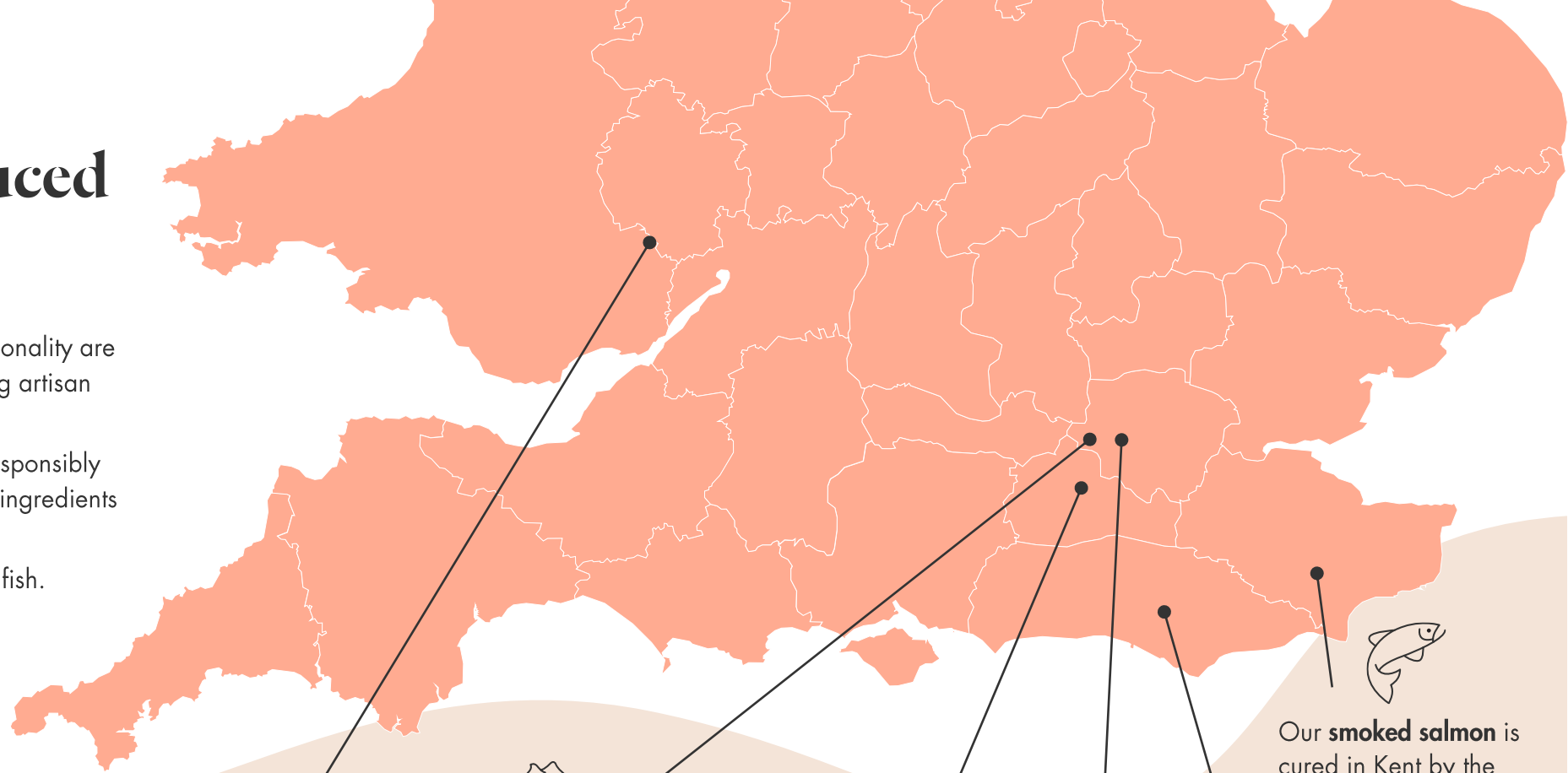
Our **micro herbs** are grown at BWoM HQ



Our **halloumi** is produced at High Weald Dairy in East Sussex



Our **smoked salmon** is cured in Kent by the Weald Smokery



Embracing Plant Based Ingredients

We include a range of delicious plant based dishes across our menus, ensuring the same focus is given to seasonality, flavour and visual artistry as in our other dishes.

Supplier Partners

By Word of Mouth has longstanding relationships with partner suppliers who share our values and provide us with UK grown produce.

Our suppliers are quality focused, innovative and ambitious, seeking new, artisan producers from across the UK and supporting our philosophy for placing the very best ingredients in the hands of our chefs.

When seeking new suppliers, their environmental credentials and values are audited as a key element of our assessment process.

Our policy is to use Fairtrade products as a priority.



Transport

We have modernised our fleet to be ULEZ compliant, and all new company cars are required to be fully electric. We encourage the use of public transport or cycling (we offer the Cycle to Work scheme), and many team members have included environmentally friendly commuting as part of their carbon pledge.

Our delivery strategy, both for ourselves and our suppliers, is to minimise the number of deliveries, vehicles and time spent on the road through effective logistics.

Energy

All our electricity comes from renewable sources. As part of our drive to achieve Scope 2 net zero, we are transferring our energy to be entirely electric.

Other initiatives we have implemented include transferring our lighting system to 100% energy saving LED and upgrading all appliances to being the latest, energy efficient models.



Recycling & Waste Management



ZERO WASTE TO LANDFILL

By Word of Mouth is a zero waste to landfill business.

We measure our waste across the business and set ourselves ambitious annual reduction targets measured against turnover.

General waste that cannot be reused or recycled is sent to an EFW (Energy From Waste) facility, where it is converted into a sustainable option for energy recovery.



MANAGING FOOD WASTE

Our menus are designed to be as sustainable as possible and any trimmings or offcuts are used, either in our no waste canapes, or to create lunch for the team.

We use **ORBISK** and **ORCA** technology to measure, record and dispose of food waste in an environmentally friendly way.

(See **Embracing Technology** for more information on these innovations).



GENERAL RECYCLING

We recycle everything that we can including glass, cardboard, paper, cans and plastic with recycling bins placed throughout our HQ and taken to events.



WHAT HAPPENS AT EVENTS?

All waste at events is separated into food waste (which can be measured using a portable ORBISK), recyclables and non-recyclables before being transported back to our HQ.



OUR VIEW ON PLASTIC

By Word of Mouth does not use single-use plastic utensils or straws, and we seek recyclable alternatives for all activities and processes that would usually require the use of plastic.

In-House Environment Team & Carbon Training

Our environmental team is chaired by our Managing Director and includes a representative from every department of the business.

The group meets quarterly to share research, brainstorm and agree a range of initiatives to communicate and action throughout the business.

We are all committed to educating ourselves and to taking steps to minimise our carbon impact. Through our partnership with Positive Planet, we have access to trainers from the **Carbon Literacy Project** who organise workshops at our HQ.

Our Staff

By Word of Mouth is committed to nurturing the wellbeing of our staff and their families.

We are proud to be an accredited **London Living Wage** employer and to promote social sustainability and personal welfare with a range of benefits and wellbeing initiatives.

We have a mental health ambassador on the team, organise regular socials, and operate an open-door policy, as part of an inclusive and welcoming work environment.



Charity

PARTNERSHIP WITH CITY HARVEST LONDON

By Word of Mouth supports City Harvest London with two, pioneering, **no waste canapes**, from which the profits are donated to the charity.

Every £1 raised is the equivalent of 4 meals for those in need and, in 2023, our donation was the equivalent of over 20,000 meals..

City Harvest has delivered the equivalent of over **61 million meals** rescued since its launch in 2014.

We are proud to partner with a charity doing so much to alleviate food poverty whilst simultaneously helping the environment.



Every £1 raised is the equivalent of 4 meals for those in need and, in 2023, our donation was the equivalent of over 20,000 meals.



The background of the entire image is a dense, close-up photograph of green herbs, likely oregano or thyme, with small, rounded leaves and tiny flower buds. The lighting is soft, highlighting the texture of the foliage.

Acting Responsibly, Thinking Sustainably



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