



## Produced in Kent Sustainability Pledge

Produced in Kent wants to be a sustainable organisation, representing members and working with industry and strategic partners that are environmentally and socially responsible, and seek to embed sustainability into their business model. We acknowledge that we are not perfect, and on many fronts still have a long way to go, but we are committed to make the transition to a sustainable organisation.

As a membership organisation representing the local independent food and drink sector in Kent, sustainability is at the core of Produced in Kent's mission: to *represent, promote and support all Kent businesses that **sustainably** grow, produce, manufacture, sell and serve the **finest local and artisan food and drink**, with the aim to grow its members' revenues within and outside of the UK, and to support the reputation of Kent as an exciting and **sustainable fine food hub in the UK**, contributing to the local economy, looking after Kent's distinct countryside and heritage, maintaining a quality of life for its residents, improving the environment and attracting more visitors to the County.*

Produced in Kent wholly subscribes to KCC's Environment Strategy to continue to support economic growth whilst protecting and enhancing our natural and historic environment and creating and sustaining communities that are vibrant, healthy and resilient. We also fully acknowledge and support Canterbury City Council's 2019 declaration of an environment and climate emergency, the first Council in the UK to do so.

The time we have to avoid a climate catastrophe on earth is limited: according to UN<sup>1</sup>, less than a decade, whereas other institutions have issued even gloomier forecasts<sup>2</sup>. The UN's 2030 sustainable development agenda - [17 goals](#) ranging from good health and equality to climate action and

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<sup>1</sup> <https://www.un.org/press/en/2019/ga12131.doc.htm>

<sup>2</sup> <https://www.bbc.co.uk/news/business-51581098>

<https://www.independent.co.uk/environment/energy-oil-gas-climate-change-carbon-emissions-crisis-iea-a9573516.html>



responsible production and consumption - can only get back on course through concerted action from Governments and their populations, reshaping how people live, learn, work and consume.<sup>3</sup>

The lockdown period during the Covid19 pandemic made it crystal clear what the human impact is on our climate. Several months of reduced movement cleared our skies and brought out wildlife, whilst interrupted supply chains to the supermarkets made us realise how many miles our food travels on average. It presented us with a stark reminder that we need to change our behaviour before it is too late, but it also showed us that it is within our power to drive that change. One of the positives to come out of lockdown is an unprecedented public desire to change our future for the better. We must seize that momentum.

We are embarking on the path to sustainability not just because it is part of our ideology and an emergency situation is shaping up, but also because research and good practice have shown that businesses operating under sustainability principles are more resilient to external threats and more prone to be profitable - and therefore more sustainable economically<sup>4</sup>. In addition, businesses who are striving to be good citizens and good employers, and are giving back to the community, tend to sit well with consumers and may use this to their advantage when seeking funding, investment or high-level strategic partnerships with public and private institutions. Businesses who perform well on the sustainability monitor have a distinct USP over their competitors.

From here onwards, Produced in Kent wants to be an example and driver of sustainable development in Kent. It expects its members and its industry partners to show a similar dedication and continuous corporate responsibility towards environmental, social and economic sustainability.

To this end, it adopts the UN's Sustainable Development Goals (SDGs) as the guiding principles for all aspects of its organisation and, as the collective voice of its members, commits to:

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<sup>3</sup> <https://news.un.org/en/story/2020/07/1068331>

<sup>4</sup> <https://www.weforum.org/agenda/2017/03/how-going-green-can-help-the-planet-and-your-profits/>



***Reduce, reuse and recycle*** (SDG: 6, 7, 12, 13)

- Apply the principle of reduce, reuse and recycling of key resources used across operations and the supply chain:
  - Water use, capture and loss
  - Energy and fuel use, efficiency and generation
  - Packaging and materials in products, processes and waste
  - Use of chemicals, products or processes harmful to humans and the environment.
- With the aim of;
  - Reducing organisational carbon and energy footprint with the aim to reaching Net-Zero
  - Reducing biodiversity decline and improving the natural environment and landscape for present and future generations.
  - Reducing water consumption to ensure sustainable water resource supplies
  - Reducing and re-purposing food waste and waste materials to contribute to a circular economy and the recovery and re-use of materials and waste
  - Striving to eliminate the use of single-use plastic, unnecessary and environmentally harmful packaging, materials and chemicals

***Be environmentally and socially responsible*** (SDG: 2, 3, 8, 10, 11)

- Strive to engage with ethical supply chains only
- Advocate sustainably grown, reared and produced food and drink.
- Support local food and drink businesses
- Facilitate education on food sustainability and the offering of healthy, balanced food high in nutritional value
- Support the marginalised and disadvantaged, and donate to the community what we don't use
- Be a fair and inclusive employer
- Bike, walk or use public transportation where possible