



# Infused with *impact*



## Sustainability Report 2024



# Welcome to our Sustainability Report 2024●



At Ahmad Tea, our goal is simple yet profound; to improve lives through tea.

We reflect on 2024 as a year when we sowed the seeds for many new projects, hoping that each will help take us towards a tea industry that is fairer, more ethical, and sustainable. From striving to support tea workers with fair pay to preserving quality for future generations, we are proud of the difference we're making every day.

In November we were deeply honoured to receive the **King's Award for Enterprise in Sustainable Development** – presented by His Royal Highness, Prince Edward, recognising our unwavering commitment to sustainability.

None of this would have been possible without the collective efforts of our charity partners, dedicated employees, trusted suppliers, valued distribution network and of course, our Ahmad Tea drinkers.

We invite you to explore the progress we've made together. Thank you for being part of Infused with *impact*.

Rahim Afshar  
Chairman, Ahmad Tea





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From the tea gardens to our production facilities and beyond, we’re dedicated to making tangible progress toward our sustainability goals each year.

Our efforts in 2024 were shaped by three fundamental pillars.



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# In the *Tea Garden*



Our vision is a more balanced tea chain, where tea growers and workers enjoy a greater share in the value of tea.

Our projects focus on addressing systemic challenges:

- Closing the living wage gap – so workers get more than the minimum needed for a decent standard of living.
- Promoting financial inclusion
- Making tea gardens child-friendly
- Empowering women through targeted health and literacy programmes

By collaborating with suppliers, local partners, and global initiatives, we aim to create...

**Fairer & Stronger Tea Communities**





# Fairer Tea Communities ●



## Hand Picked Profit Shared



Many tea workers, especially women, earn below a living wage despite their essential role in the industry.

In 2024 we launched our own radical initiative to ensure tea workers share more fairly in the value of the tea they produce.

Our aim is to contribute towards closing their living wage gap and to give them a fairer share in the value of tea.

## How does it work?

Working with the tea estates, we are identifying the tea pickers who picked our teas and sending them a digitally paid share in our profit.



## 2024 ACHIEVEMENTS

- Digital bonuses shared with those working for **6** of our biggest tea suppliers in India, Kenya, and Malawi.
- **4,323** tea workers received bonuses, over **95%** of them were women.

## What's next?

- Widening the roll out of this pilot scheme scheme to more workers in key regions.
- Developing financial literacy in Assam through Children in Need Institute, who are our key partner in India.





# Fairer Tea Communities ●



## Collaborating for Change: Ahmad Tea x IDH in Sri Lanka

We are a proud member of the sustainability initiative, IDH. Partnering with other tea brands, we are aiming to drive systemic change in the tea industry.



## What are we doing?

Accurately measuring and addressing wage gaps and finding ways to close them in order to improve living standards for tea workers.

## 2024 Highlights

- We started rolling out IDH's wage distribution pilot in Sri Lanka.
- Paid bonuses to **3,852** tea workers.

## What's Next?

- Expanding the adoption of transparent wage measurement and distribution tools across Sri Lanka.
- Sharing insights and best practices to foster lasting improvements throughout the industry.

**Our Hand Picked Profit Shared and IDH pilots paid bonuses to**  
**8,175** tea workers.





# Fairer Tea Communities ●

## A Focus On Women

Women make up **75%** of the workforce in the tea gardens; hand picking our quality leaves. We run projects to improve health, nutrition and sanitation for women in tea in all of our main tea sourcing countries – India, Kenya and Sri Lanka.



## Empowering Communities in Assam

2024 was our fifth year collaborating with Children in Need Institute (CINI).

## What Are We Doing?

- Making tea gardens into child-friendly communities, addressing health, nutrition, education, and child protection.
- Enhancing sanitation and hygiene to improve overall living standards.



## 2024 Highlights

- 10 tea gardens supported in Assam.
- 117 group sessions for women and adolescents on health, nutrition, hygiene, and life skills.
- 64 mother’s group sessions to improve maternal and child health, covering topics like nutrition, breastfeeding, and menstrual hygiene.

Since 2019, the partnership has benefited **1,740** women and **2,600** children.

## ● What’s Next?

Adding **six** more tea gardens in 2025, creating a more self-reliant and resilient environment within these communities.





# Fairer Tea Communities ●



## Better Menstrual Health in Tea Gardens of Kenya & Malawi



In the second year of our partnerships with Alstar and Ruby Cup in Kenya, and Ufulu in Malawi, we have been continuing to improve menstrual health and livelihoods in tea-growing communities. The Menstrual Hygiene Project addresses period poverty and improves the livelihoods of women in tea.

### What Are We Doing?

- In Kenya, working with Alstar and Ruby Cup to deliver workshops on menstrual hygiene and distribute reusable menstrual products to women.
- In Malawi, partnering with Ufulu to enhance access to menstrual health education and resources.



### Project Highlights

- To date we have distributed over **1,450** Ruby Cups amongst the tea community.
- Held more than **5 training workshops** in 2024



### What's Next?

- Engage male participants to foster greater understanding of and support for menstrual health.
- Train local community members as instructors to ensure sustainability and reach more remote areas.





# Fairer Tea Communities ●



## Breaking Taboos for Women's Health in Sri Lanka

Many workers on tea estates in Sri Lanka lack access to and knowledge about menstrual health and hygiene. That's why we're partnering with Horana Plantations, the Centre for Child Rights and Business, and the Plantation Human Development Trust. Together we are addressing cultural taboos, environmental challenges, and access to affordable hygiene products.



## What Are We Doing?

- Piloting a reusable sanitary product project, offering low-cost, sustainable solutions.
- Educating communities on menstrual hygiene and reproductive health.

## Achievements to date

- Increased access to affordable menstrual products.
- Created employment opportunities for local women.
- Encouraged empowerment and optimism within the community.



## What's Next?

- Expand health screenings and workshops on reproductive health.
- Strengthen access to preventative healthcare, reducing reliance on urban facilities like Ahmad Tea's Razavi Medical Complex.





# Sustainable *Tea Production*



Sustainable tea production lies at the heart of our mission to protect the planet while delivering quality tea. In 2024 we made significant achievements in...

- Efficient Production.
- Sustainable Packaging.
- The Green Standard.
- Biodiversity Protection.

These initiatives ensure we are...

**preserving tea quality for future generations.**





# Efficient Production ●

## Smarter Energy Use for a Greener Future

We’re making ongoing changes to how we produce tea at our Emirates factory, our global production hub. In 2024, we took steps to reduce our carbon footprint and make our operations more sustainable.



## What Are We Doing?

- Increasing our reliance on renewable energy sources to cut down on fossil fuels.
- Using eco-friendly, energy and water saving systems in our factory.



## 2024 Highlights

- **25%** of our factory’s energy now comes from solar power, thanks to our rooftop solar farm.
- Coated the factory roof with white acrylic paint, cutting indoor temperatures by **3°C**.



## ● What’s Next?

- Install new solar panels in 2025 to raise solar energy reliance to **35%**.
- We’re working towards a cleaner, greener way to make tea.





# Sustainable Packaging •

## Reducing Plastic & Protecting Our Quality

Small changes in packaging can make a big difference for the environment. In 2024, we focused on reducing waste and embracing more sustainable materials to protect both the planet and the quality of our tea.



## What Are We Doing?

- Continuing to eliminate plastic, moving to compostable and recyclable materials.
- Designing packaging that's easy to recycle or biodegrade while maintaining freshness.

## 2024 Highlights

- Introduced recyclable envelopes for individually wrapped teabags, using a material that keeps the tea inside fresh.
- Almost all of our teabags are now home compostable and completely free from plastic – made from Manila Hemp.
- Our tagless teabags are industrially compostable – sealed with a bioplastic called PLA.



## What's Next?

- Explore further ways to reduce waste in our production and supply chain.
- Continue innovating to eliminate unnecessary plastic.





# The Green Standard ●

## Shared Responsibility Within Our Supply Chain

In 2024, we set in place Ahmad Tea's Green Standard to promote a fairer and more sustainable supply chain. It's a new sourcing benchmark that means we reward producers for meeting high standards in social responsibility and environmental care.



## What Are We Doing?

- Focusing on premium quality – sourcing from the best tea gardens at their best seasonal moments. Rewarding better care of the tea plant and producing better tea.
- Making sure our suppliers progress our Social Responsibility Standards, openly disclose any issues to us and work towards improving living standards in their gardens.
- Ecosystem Management – providing better guidance to our suppliers to support their efforts to promote sustainable ecosystems in the tea gardens.



## ● What's next?

Embedding the Green Standard as our sourcing benchmark for years to come, ensuring all suppliers acknowledge, commit and are rewarded for this more accountable way of working.





# The Green Standard ●



## Advancing Research for a More Sustainable Tea Industry

Our new Climate Change Resilience Scholarship focuses on building resilience in the tea plant to adapt to climate change, while we continue to support Royal Botanic Gardens, Kew's critical work to stop biodiversity loss.



## What Are We Doing?

- Working with University of Bristol and Kew, our PhD researcher, Thamali, is looking into climate change resilience in tea-growing regions.
- Supporting Kew Gardens' biodiversity research through sales of our Beyond the Leaf range.



## 2024 Highlights

- We launched our PhD scholarship and announced Thamali as our researcher. She began work in Sri Lanka with the University of Peradeniya and the Tea Research Institute.
- Our contributions towards biodiversity protection work at Royal Botanical Gardens, Kew, reached:

# \$ 285,000

## What's Next?

- Share findings from the research to benefit tea producers and the wider industry.
- Introduce new Beyond the Leaf products and contribute more back to Kew.





# Supplying *More Than Tea*



We're striving to have a positive impact in the communities we touch worldwide, even beyond our supply chain. Through partnerships with distributors, local organisations, and global initiatives, we focus on **education, health, the environment, water and sanitation.**

Together with our partners we co-fund projects around the world, ensuring...

**our impact goes beyond tea.**



# Razavi Medical Complex, Sri Lanka ●



## How Tea Inspired a Gift for Women’s Healthcare

In 2023, Tominaga Boeki Kaisha, Ahmad Tea’s Japanese distribution partner, celebrated its centenary by making a generous donation to the Razavi Medical Complex in Sri Lanka, originally funded and built by Ahmad Tea.

Their support funded vital renovations to Women’s Ward 28, completed in early 2024.

To commemorate the donation, TBK’s President, Mr Shohei Tominaga, and Brand Manager, Ms Mikiko Ota, visited Sri Lanka in July for a plaque unveiling ceremony and a tour of the hospital.

Their donation will make a lasting impact on women’s healthcare in Sri Lanka.





# Oxfam Water Project, Niger ●

## Cleaner Water, Brighter Futures. Transforming Schools in Niger

Niger, one of the poorest countries in the world, faces severe challenges due to climate instability, limited clean water access, and inadequate sanitation facilities. Since 2012, we've partnered with Oxfam to improve water access for thousands by drilling and restoring boreholes, creating sustainable water systems.

Our new project for 2024 addresses critical water and sanitation challenges in rural schools. By improving hygiene facilities and menstrual health education, we are supporting students, especially girls, to stay in school and thrive.

### 2024 Achievements

- Built water and sanitation facilities in four rural schools, providing **869** students (524 girls) with their daily clean water.
- Enhanced menstrual hygiene support empowering female students to stay in school.



# Czech Republic ●

## Saving Endangered Plants in Czech Republic

Following our successful partnership with Royal Botanic Gardens, Kew, in the UK, we launched an exciting new gifting range with Prague Botanical Gardens.

From each sale of the Botanica Range, 10 CZK (40 US cents) goes to support the garden's mission to save critically endangered plants like Sand Fescue and Sickly Silene, helping preserve sand dune habitats.





# Kazakhstan ●

## Disaster Relief & Supporting Communities

In April 2024, extensive floods hit Kazakhstan. Together with our distribution partner, Green House, we provided food parcels, blankets, and clothing to over 1,000 families affected by the disaster.

In addition, we supported elderly care homes and led a countryside cleanup in the Kegen district of Almaty to protect wildflowers and biodiversity.



# Malta ●

## Supporting Soup Kitchen in Valletta

Over the festive period our distribution partner in Malta supported Valletta’s large-scale Christmas meal operation, bringing some joy to lonely and disadvantaged people in and around Malta’s capital.





# Malaysia●

## Fun Run Fundraiser Supporting Schools

In 2024 Ahmad Tea supported Ceria Charity Run, raising funds towards breaking down learning and teaching barriers in under-resourced Malaysian schools. We also provided free samples for competitors to take away.



# Latvia●

## Bringing Comfort to Seriously Unwell Children

In Latvia, our distribution partner has been donating gifts to children undergoing treatment in hospitals for special occasions like birthdays and holidays. Meanwhile, tea corners in hospitals provide herbal and fruity blends, loved by kids, parents, and healthcare staff alike.





# Indonesia●

## Shining a Spotlight on Diabetes

Ahmad Tea’s partner in Indonesia provided funds to support an event for World Diabetes Day in Jakarta, spreading awareness of the disease.



# Uzbekistan●

## A Treat for Children with Special Educational Needs

Our team in Uzbekistan had the pleasure of organising a delicious and hearty meal for children at a boarding school which supports children with special educational needs.





UK●

## Charity of the Year: Alzheimer’s Society

In 2023-2024 our UK team raised £11,263.96 for our charity of the year: the Alzheimer’s Society, the dementia charity that offers dedicated support to those who need help now as well as fund groundbreaking research.



Cyprus●

## Aiding Education with Enavsma Foundation

In Cyprus our distribution partner supports Enavsma Foundation to provide scholarships for postgraduate students across the country, prioritising those with financial need and strong academic performance.





# Bulgaria●

## Helping the Homeless

Working with Merciful Heart charity, our partner in Bulgaria has been providing food, tea and supplies for poor and homeless people in coastal areas of the country.



# USA●

## Building Outdoor Classrooms

Through sales from our USA online shop we have been collecting donations for Out Teach, a nonprofit that develops outdoor spaces into outdoor classrooms – spaces where young minds can flourish. Donations from our generous customers will be matched by Ahmad Tea in addition to a larger donation.





# Infused with *genuine impact* ●

As we close this chapter of Infused with *impact*, we extend our heartfelt thanks to everyone who made 2024 a success – our dedicated team, distribution partners, charity collaborators, suppliers, and most importantly, everyone who bought even so little as one pack of Ahmad Tea.

Together, we've inspired the love of tea while advancing meaningful change.



In 2025, we especially look forward to growing the Hand Picked Profit Shared project, progressing our climate scholarship research, and bringing the Green Standard to life.

Thank you for being part of our journey toward a more sustainable future. Here's to making an even greater impact in the year ahead.





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