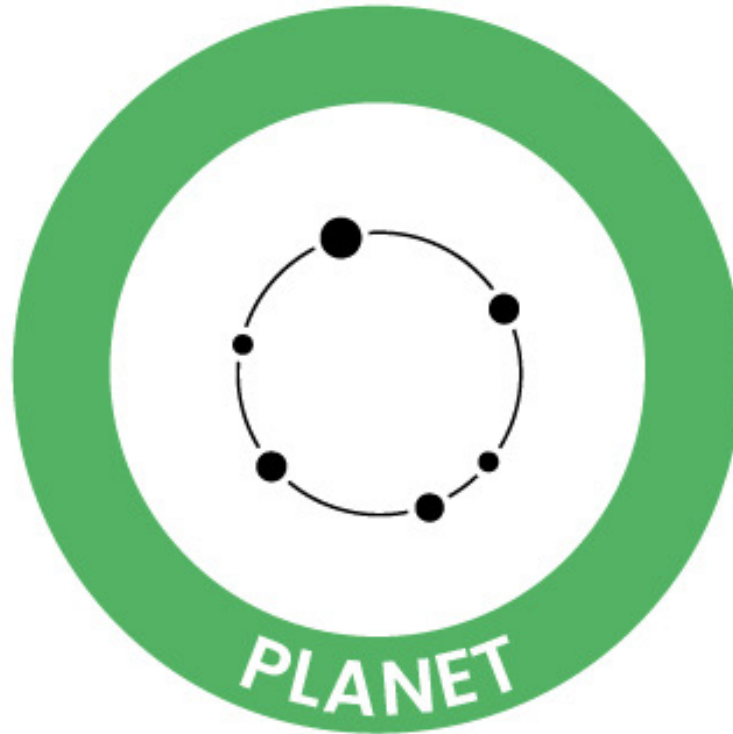
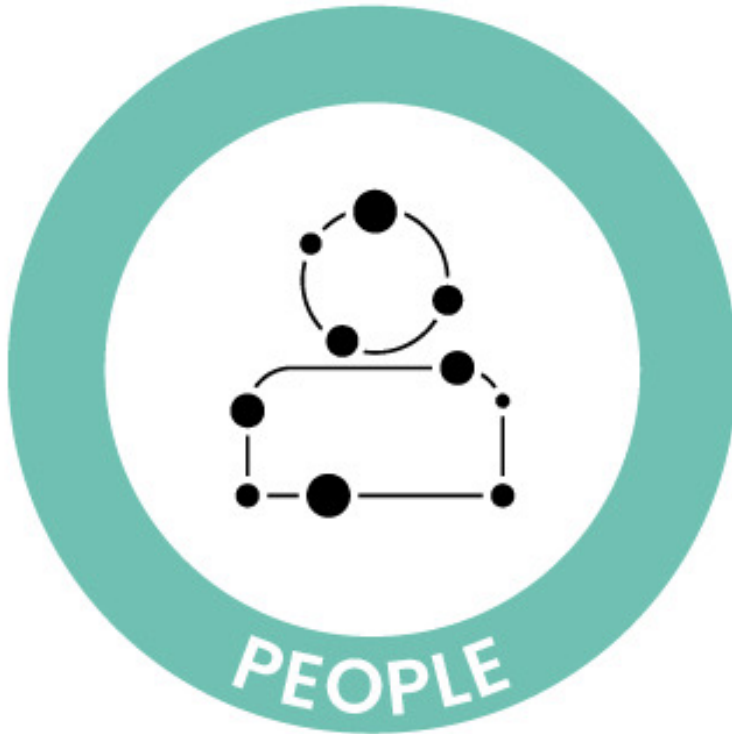


Maia Growth Partners

Impact Report 2023/24



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Introduction



It has been a thought-provoking year for Maia and our core focus across the world of food and drinks, and our first as a B Corp business. We made the certification during B Corp Month (March) in 2023.

We started our B Corp Journey just a year after we began our organisation, as we firmly believed in the key principles of using “business as a force for good”, and always think “Impact back” in our approach to what we do.

This is not our first impact report, as we have been conscious since we started to keep track around how we perform against the targets we set ourselves. We want to be transparent, and accountable for our commitments – especially useful now that we have incorporated under the 5 key impact areas of B Corp.

Things have not always been easy given our current global landscape which inevitably has knock on effects to national, regional and local elements when it comes to economics, environmental and social concerns. But with our best foot forward, we are making steps to continue to improve, and learning all the way!

As a micro entity our impact might be modest, but we strive to make the right choices within our community and continue to try and inspire other businesses to help make change happen.

J.N. Wren

D.J. Matthews





From the Founders Reflections from last year

We have been witnessing key headlines focusing on the Food and Drink (F&D) industry on many occasions, and some of the true challenges we are facing now and into the future.

- Geopolitical conflicts & Supply Chain disruptions
- Price inflation and Labour shortages
- Food safety and Quality concerns
- Changing consumer preference
- Regulatory compliance and Globalisation

COP28 put a major spotlight on Food and Farming with their links to climate change (extreme weathers) and sustainability, and most importantly the impact on global food security. Looking at areas such as land use, climate emissions, biodiversity and soil depletion, crop yields, there is more focus around regeneration for resilience and projecting towards a healthier and more sustainable food eco system – and ultimately the diets and lifestyles of each and every person.

More than ever in the past year we have wanted to focus upon offering our support to a more sustainable and even regenerative food and farming future by fully embracing the principles which support the triple bottom line approach – People, Planet, Profit.

Our time has been spent working with some key partners and within some of the most prolific new categories emerging in recent years – the main one being “Plant Based” which continues to experience an upward growth trajectory and is well publicised as being kind to both our environment and our health. Working with the PBWE (Plant Based World Expo) team, we have been part of the “Key Buyer program” to support keen start up and scaling businesses to hone their value propositions and business proposals for UK market entry, and ensure they have sustainability weaved into their growth plans.

We worked closely with one of the most innovative Plant Based operations in Europe to support with entry into Food Service and across the Aldi network making their portfolio offer more relevant and extending their distribution to a wider audience – all supporting a greater mainstream presence and supporting growth with the business plans as well as helping fuel the growth of faux fish portfolio offers and bringing great tasting products to more people looking to balance their diet.

Working with food bodies such as The Guild of Fine Foods, and Taste Of The West (TOTW) as well as The Farm shop and Deli teams with their food awards judging panels has also been fruitful in understanding the kinds of product and packaging offering coming through, and how this might also as part of a total value proposition be holistically considered to ensure it is “fit for purpose” to present onwards to the end consumer or the organisations who target the shoppers aspired to be brand advocates. Giving our time to these judging activities gives us the ability to reach and support more businesses.

We continue with our Pro Bono and charitable work as a team alongside, which keeps our feet firmly on the ground, and have been part of working with educational establishments and speaking with F&D employers’ networks in order to keep sustainability top of mind.

From the Founders

Proud moments and improvement areas

Achieved B Corp Accreditation – 99.9 score

Prosperity Focused: an area we will be striving to improve

- Local Revenue dropped from 94% to 16%
- Local Spend dropped from 56% to 18%
- New Clients now 3

Community Focused: keeping the momentum going

- 5 New start ups mentored
- 3 Individuals coached in career development
- 181 hours volunteering, up 16%
- 14 days spent food award judging, up 15%
- 203 CoPD hours, up 10%

Environmentally Focused: moving in the right direction

- Carbon Emissions 5.4t, down 0.2t
- Best Practice Touches now 14





From the Founders

What's ahead this year

Achieving our B Corp accreditation was a big moment for us, and we know we need to work further upon making the most of this in many ways. It is a truly great community to be a part of, and we have barely scratched the surface of reaching out to others within the community and those looking on from the outside and wanting to know more. Being part of the Bristol and Bath B Corp Group and the Hampshire B Corp set is like being part of a family, and there is so much support offered and networking opportunities to make the most of!

We want to continue to be part of helping to transform the local and regional economy in our native South West England as our prime focus within the Food And Drink (F&D) sector, and move out from here, to work with a collection of food bodies, associations, charities, and trading businesses to help continue the momentum of a flourishing and forward-thinking sector and geography making positive steps to grow in all the right ways.

It was quite insightful to be part of a survey recently with our regionally based F&D organisations around what the needs of SME food businesses are right now - and the challenges they face as well as the opportunities they see to build their business fit for a changing future targeting net zero. We have started to work on a program with the team at our local Food Group which would help owners and leadership teams to revisit some of the areas they need to strengthen to support their growth plans and ways of winning in the competitive marketplace, and ensure they are up to speed when it comes to the latest and ever-changing horizon of compliancy, as well as what the retail landscape looks like in some of the spaces they have yet to move into which could bring a change in the way they aim to prosper.

Continuing the work we have started with PBWE, we are aiming to launch an approach we call "B Eco Social" for the exhibiting organisations wanting to take a "couch to 5k" route to becoming a B Corp accredited business by exploring the BIA and taking the first early steps to accreditation. And we will aim to roll this out to other key food partners as an "added value" way to really shine a light on their business operating model and how they can make the changes which may just help the way they work moving forward. This "ripple" effect can only be a good thing for the movement behind making business a force for good.



Our Why

We are Maia | B Corp Certified

A progressive food and drink specialist team of trusted practitioners who enable you connect the dots to turn strategy into sales, and grow a purposeful, prosperous and sustainable if not regenerative business.

THE HEALTHY BOTTOM LINE: Triple Impact

PEOPLE AND HEALTH – is this part of your purpose?

PLANET HEALTH – are you in tune with your ecosystem?

BUSINESS HEALTH – are you prosperous?

BEING FIT FOR FUTURE IN FOOD AND DRINK MEANS WE CAN HELP YOU TO SAY YES



About Us

Whether you are aiming to launch a new product, a new brand, move to or start a new factory, or enter a new marketplace, we offer a low-overhead, high-value service, providing knowledge, and experience gained working in and with start-ups and scaling businesses through to FTSE100 enterprises.

Our aim working with you is to integrate your world with our fresh thinking and well-established skillset in the food and drink sector right from the start; generating real insights into breakthrough strategies and bring original yet impactful ideas to your intended market - we think shelf back, menu back, website back...essentially how your offer will be presented to your shopper and consumer as well as intriguing your trade customer. Ideas that only come about by coming together.

With the ability to span the full value chain - a strong focus upon sales, marketing including innovation and product / portfolio development, customer service, operations including manufacturing, supply chain / logistics, and finance - we bring a truly unique offer which can help any business to scale and achieve results, whilst making a positive impact and shaping a better business future, for good.





Our difference

What we do

- Broad Capabilities & Deep Knowledge within F&D
- Full Value Chain Expertise and Experience
- Insight Driven Thinking, “Strategy as a Service”
- Evaluate “Where to Play & How to Win”
- Sustainable Growth Plans & Innovation
- Operational Efficiency & Effectiveness
- Commercial Best in Class – all Routes To Market
- Leadership and Culture development
- Bespoke solutions for business and brand impact
- Seasoned food awards judging



Our Vision

Inspire F&D brands, investors and retailers in each area of the industry, end to end, field to fork, to create a more sustainable future and move into regenerative approaches for better outcomes for people, the planet and prosperity.

Establish optimal ways to have positive impacts through F&D products we consume everyday; for the improved health of consumers and our environment, whilst helping enable good organisations to be responsibly profitable through effective and efficient ways of working.

Support the realisation of a National Food Strategy in the UK; to enable SME's whilst partnering with national and regional food bodies to bring learnings as well as innovation and necessary disruption at each stage of the value chain to help make change happen.

Our B Corp Mission & Purpose

Make a positive impact for local and regional small and medium sized businesses, for the good of people, planet and prosperity to help drive sustainable growth.

Do more good, bringing purpose to develop and deliver sustainable business impact.



GOOD FOOD FROM GOOD PEOPLE FOR GOOD PEOPLE (AND OUR PLANET)

We want to work with brands, food groups, charities, farming and manufacturing organisations who intend to make a positive impact in the world of healthy food, by looking ahead, inwards and around them to ensure they have their structures, ways of working and information needed to perform efficiently and effectively in good order.



PURPOSE AND PROSPERITY

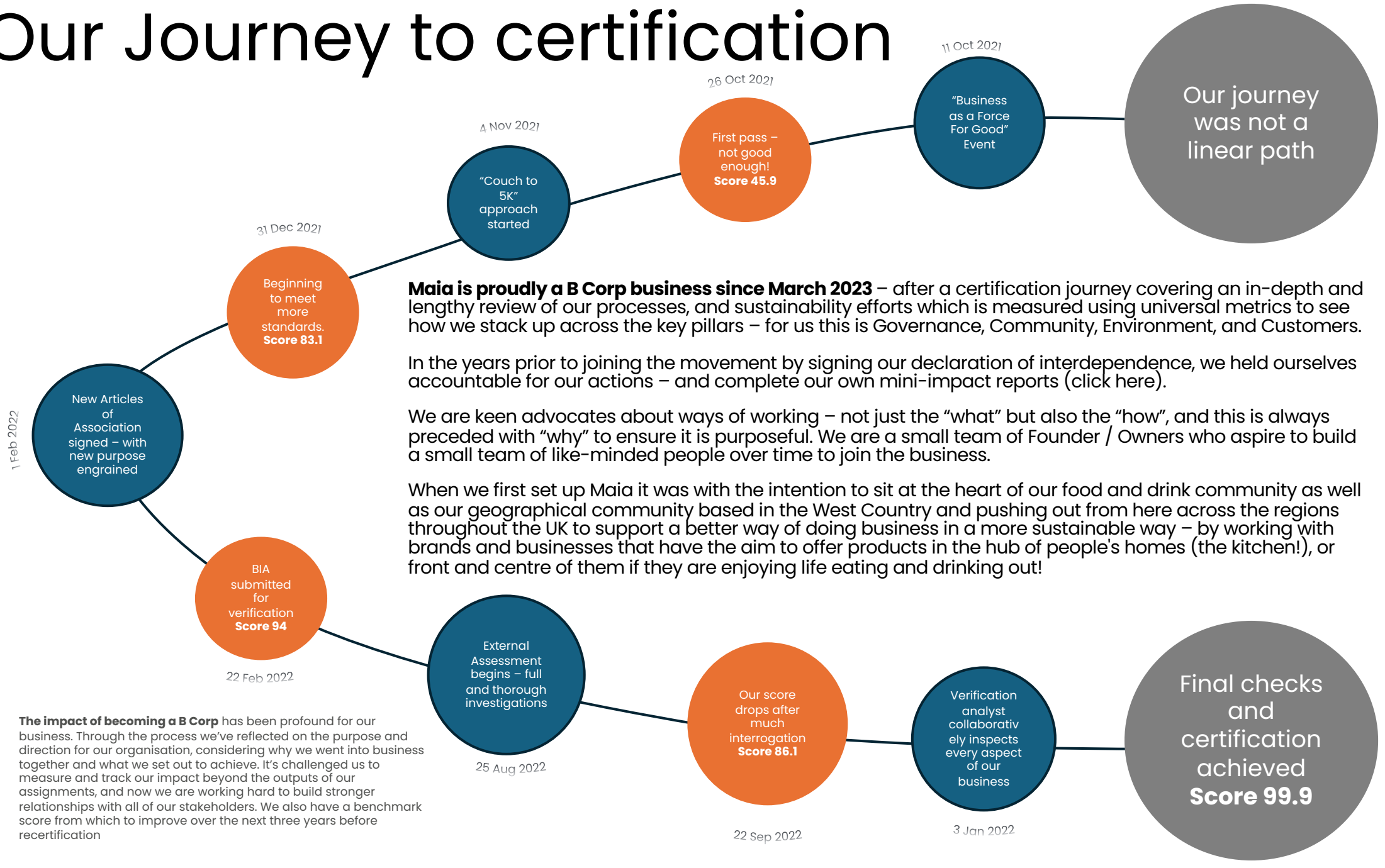
After formalising our commitment to ESG purposefully and with an eye on prosperity in every respect, we joined a growing network of companies using business as a force for good, and want to continue to instill this principle and approach in everyone we work with



THINKING IMPACT BACK

Whether it's thinking how your product might work on a physical or virtual shelf and what it will need around it to be successful as a sustainable offer to your customers and community, we want to ensure we consider wisely the impact it will have, right the way back throughout the value chain.

Our Journey to certification



Verified Impact Score 99.9

Overall B Impact Score

Based on the B Impact assessment, Maia Growth Partners Ltd earned an overall score of 99.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 99.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance 21.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Community 49.9

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Environment 15.1

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Customers 13.0

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Mission & Engagement	3.0
Ethics & Transparency	8.8

+ Mission Locked 10

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Diversity, Equity, & Inclusion	12.6
Economic Impact	17.5
Civic Engagement & Giving	4.2
Supply Chain Management	1.7

+ Local Economic Development 8.2

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Environmental Management	2.8
Air & Climate	4.9
Water	0.2
Land & Life	1.0

Customer Stewardship 2.8

+ Impact Improvement 10.1

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Our Progress Overview

A brief snapshot of what we have achieved in the past year or so, and our intentions for the year ahead. More details about each area in subsequent pages.

	Impact Area				
	Governance	Community	Environment	Customers	Workers
	2023 Score: 21.8	2023 Score: 49.9	2023 Score: 15.1	2023 Score: 13.0	2023 Score: 0
What we said we would do	Maintain our overall mission, social as well as environmental impact, ethics and total transparency	Continue with our Networking and Knowledge sharing, professional development around D&I in the workplace	Support as many reductions in our footprint as we can, working towards carbon neutrality and regenerative business	Land new clients , and offer our time for selected Events and Pro Bono projects which support our customer base in times of need	Founder lead and run organisation, treating ourselves as workers
What we did	Appointed a "critical friend" to advise, challenge and mentor the Founders. Established a quarterly review.	Introduced a formalised volunteering initiative, giving back our time where needed. Supported "disability in the workplace" at Expo.	Moved to hybrid (electric) vehicle use for shorter journeys. Used public transport where possible for client meetings.	Attended PBWE to provide expertise to PB businesses aiming to grow. Planning with local food groups for growth of local businesses.	Involved a "Partners in Good" linking with our trusted associates to work with us on key projects.
What next	Look to publish the highlights (and low points to improve upon) from these sessions and include 3P / Client impact assessments. Bring in a broader group of stakeholders, to offer feedback through outcome surveys.	Extend our reach through new events with speaking opportunities and include a diverse selection of co speakers to bring vitality to the region. Kick start our initiative to support underserved groups with F&D space. Review who we bank with.	Develop a Regen focus for F&D organisations locally. Keep our Scope 1 & 2 emissions in check and target zero. Establish a way to track and report energy usage.	Identify the organisations who aim to take the B Corp journey and start the Couch to 5k plans. Begin formal client satisfaction survey to set targets and exceed them.	Look at our opportunity to extend the team with relevant people and roles to support the mission.

Areas of focus – Governance 21.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	3.0
Ethics & Transparency	8.8
+ Mission Locked	10

What we said we would do

Maintain our overall mission, social as well as environmental impact, ethics and total transparency.

In
2023
we...

- Appointed a “critical friend” to advise, challenge and mentor the Founders.
- Established a quarterly review with our new NED / critical friend to review progress and ensure we are holding ourselves to account and pushing forward to progress our business in a sustainable way
- Reframed our impact report to reflect B lab standards and work through the defined pillars
- Verified our organisation as a Force for Good (B Corp Accreditation)

In
2024
we
will...

- Draft a stakeholder engagement plan to review with a newly formed group of “trusted advisors”
- Form an advisory group which includes a broader stakeholder representation to work through our engagement plan / policy
- Look to publish the highlights (and low points to improve upon) from these sessions and include 3P / Client impact assessments.
- Bring in a broader group of stakeholders (our current and prospective customers), to offer feedback through outcome surveys.

Areas of focus – Community 49.9

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	12.6
Economic Impact	17.5
Civic Engagement and Giving	4.2
Supply Chain Management	1.7
Local Economic Development	8.2

What we said we would do

Continue with our Networking and Knowledge sharing, professional development around D E & I in the workplace.

In
2023
we...

- Introduced a formalised volunteering initiative, giving back our time where needed.
- Continued tracking our volunteering time across several supporting areas for the community and industry
- Supported "disability in the workplace" at Expo.
- Completed a formal qualification focusing upon DEI Level 2 "Inclusion in the workplace"

In
2024
we
will...

- Extend our reach through new events with speaking opportunities and include a diverse selection of co speakers to bring vitality to the region.
- Aim to further implement our new policy around supplier diversity and proactively improve our purchasing engagement
- Kick start our initiative to support underserved groups within F&D space on a local / regional level.
- Review who we bank with to see if changes are afoot to micro business with Credit Unions or B Corp banks

Areas of focus – Environment 15.1

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management **2.8**

Air & Climate	4.9
Water	0.2
Land & Life	1.0

What we said we would do

Support as many reductions in our footprint as we can, working towards carbon neutrality and regenerative business.



- Continue to work from home premises to reduce our overall emissions.
- Used public transport where possible for client meetings.
- Moved to hybrid (electric) vehicle use for shorter journeys.
- Continue our relationship with SME Climate Hub, Ecologi and the BBA (Better Business Act)



- Develop a "Regen" focus for F&D organisations locally, to move the thinking from "Sustainable" to ensure we are gaining momentum behind giving back.
- Introduce the idea of Biodiversity training within the value chain across F&D organisations throughout the region.
- Keep our Scope 1 & 2 emissions in check and target zero and talk further about carbon literacy.
- Establish a way to track and reduce waste.

Areas of focus – Customers 13.0

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship **2.8**
+ Impact Improvement **10.1**

What we said we would do

Land new clients with a focus on sustainable / regenerative business across the region and industry, as well as offer our time for selected Events and Pro Bono projects which support our customer base in times of need.

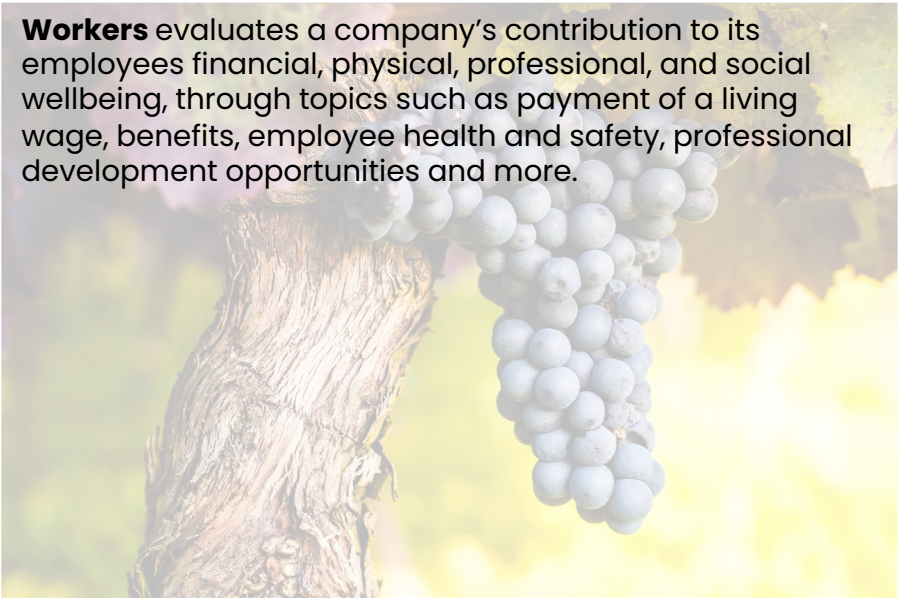


- Attended PBWE in an advisory capacity to provide expertise to PB businesses aiming to grow.
- Moved to support local business to employ local people to support not only the organisation but also the community.
- Planning with local food groups for growth of local businesses by initiating a "Knowledge Hub" useful to their future strategic planning.



- Identify the organisations who aim to take the B Corp journey and start the "Couch to 5k" plans, enabling us to touch more people at pace across the SME world.
- Focus upon a "Regenerative Strategy as a Service" model to introduce more organisations to a new way of thinking and working.
- Begin formal client satisfaction survey to set targets and exceed them.

Areas of focus – Workers 0.0



Workers evaluates a company's contribution to its employees financial, physical, professional, and social wellbeing, through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities and more.

What we said we would do

Founder lead and run organisation, where we treat ourselves as we would treat anyone working with or for the organisation.

In
2023
we...

- Involved a “Partners in Good” group, regularly linking with our trusted associates to work with us on key projects to provide the best people for the job of our customers.

In
2024
we
will...

- Continue to progress Founder knowledge and professional qualifications to stay up to date and relevant.
- Bring in any extension to the “Partners in Good” group which will enhance the offer in the wider F&D business community
- Look at our opportunity to extend the team with relevant people and roles to support the mission.

Thank you!

Keep using the Force for Good

