

Sustainability Report

2020

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Sustainable, why on earth...?

"We want to give an amazing coffee experience to our guests in the coffee bar as well as to our whole sale customers."

This is the phrase we keep repeating over and over again in Prolog, almost like a mantra. We do this to keep ourselves reminded why we put so much work in making a good tasting coffee. For us, "good" means it has to be amazing, or more precisely, it has to be in the pursuit of something amazing.

But it's not just the flavor on your tongue that defines how good your coffee experience is going to be. It's literally the whole experience.

We believe the taste of the coffee starts much earlier than when the hot liquid hits your taste buds.

It might start with a smile from a barista when you open the door to our coffee bar.

It might start with the feeling of you being able to serve a great product in your café, bakery, restaurant, etc.

But it might also start with just an amazing sensorial coffee experience. The cup of coffee you will never forget, maybe "the God shot", to use a 90s phrase.

Common for all these examples, though, is that the ability to build these things comes down to one thing: people.

No machine can give you that honest smile, no machine can build the perfect coffee setup and take all your preferences into account. No machine can make a "God shot". You might say "Deus ex machina", as referring to a "godly" intervention in screenplays, but even that godly intervention is made by a human being.

It has been quite clear all the time that for Prolog to live up to this goal, we have had to make Prolog a good place to work – for people.

It has therefore also been clear to us that in order to make a beautifully tasting coffee at origin, the same set of ideas has to be applied there as well.

Essentially, with all the products and people we work with, this is where we have to start.

Therefore, to Prolog, giving an amazing coffee experience essentially means building a company that you want to work in and with, long term. In other words, this means building something that lasts, something that's sustainable.

The Beginning

We opened our doors in March 2016. We were a baby, energized, but confused. Needed to know how to grasp everything, needed to know where to put the coffee, the tamper, the milk cartons. Omni roasting or not...?

4½ years later, where are we now?

We are a 4½ year old child.

But we are learning fast. In November 2018 when we were 2½ years old we realized something, again. If we want to make this company sustainable it doesn't only matter what we do, it also matters how the world around us do - the environment.

In matter of seconds this led us to an obvious conclusion: We needed to take more conscious decisions than ever on how we impact the nature that surrounds us.

From here it really kicked off. Two goals were set: Inspired by restaurateur and friend in London, Douglas McMaster, we decided to go Zero Waste. And inspired by our friends from Buna in Mexico, we decided to go on a journey to become B Corp certified. We are still on both journeys but every day the road gets more and more paved. And it's nicer to walk on.

So how does the road look like today, in 2020? What has happened since?
Where are we now?

Zero Waste

Fellow partner and Creative Director in Prolog, Bo Lindegaard, created a whole generic program for Zero Waste. With this program we realized that Zero Waste is more a journey than an actual goal. A goal you can get very close to though.

An obvious challenge we faced was fx toilet paper. Should we start to compost this? What about The To Go Cup? Could we afford saying no to 33% of our customers, dying as a company – with a glowing ethical halo surrounding us - but still dying, missing out in being able to do a real impact?

Should we stop using our refractometer because it uses single use batteries? In that case we would definitely undermine our first objective, “to make Prolog a nice place to work”, as I know our Bar Manager, Igor Dedic, would feel heavily discriminated and disrespected by this intervention. We wouldn't be able to do that.

This being said we also realized in this Zero Waste process that we can do much more than what we thought at first eye glance. Some of these things:

We don't sell any bottled soft drinks anymore. Instead we got installed a water tap system where you for free can tap water with and without gas. We also think this helps giving our guests a better experience.

Sebastian Quistorff, Brand Director and co-founder spend days travelling to Thorshøjgaard and convinced biodynamic pioneer, Niels, to sell us milk in reusable glass bottles. Eventually we couldn't work that out because Thorshøjgaard wasn't able to pasteurize the milk, which without, we wouldn't be able to use it legally. In the end, we found a beautiful small farm, Søtofte Jordbrug. Søtofte makes amazing natural milk with cows that has their horns intact, only feeds on grass, gets milked tapped on the field, etc. etc. It's good stuff! And we get it delivered in returnable glass bottles: zero waste.

Instead of using normal wood stirring sticks, I got the idea of making homemade stirring sticks of local Danish left over willow that is being cleaned. They do take some time to make but we and the customers love them. They add an extra aesthetic dimension to the drinks we serve, like ice latte and our seasonal lemonade. You can keep it if you want, and they are: zero waste.

One of the simpler inventions was getting a compost bin where we compost everything from napkins, over to croissants and of course coffee grounds.

When you start thinking in a Zero Waste way it quickly becomes apparent that there are so many things you can do and that you can change quiet easily, most often even with a better product in the end.

Other examples are: reusable coffee tins for wholesale customers, hand dryer on the bathroom instead of napkins, no single use cloths, recycling sorting for (almost) all fractions, etc.

As this writing goes on we are working on rechargeable batteries for the refractometer and on eliminating take away cups. The last frontier we still haven't found a way to get around with our dignity kept intact you can guess yourselves...

B-Corp

Sebastian and I travelled to Mexico together in January 2017 to visit Buna, a beautiful Mexican coffee company located in Roma in Mexico City.

One of the founders, Lalo, was crazy enough to say yes to Sebastian's proposal to do a pop up at their coffee bar when Lalo and his dad accidentally stumbled into Prolog one September morning. The ten days in Mexico was magical in every way. On the day after arrival Lalo got us up at 5am to visit a coffee project in Zongozotla, Puebla, where Buna was looking at starting a relationship with a group of farmers. You could see by the terminated way David was almost leading group of farmers to their coffee trees that working with coffee, or should I say coffee trees, was something important, something that made a difference.

The reason why David was walking with such power was because he wanted to analyze the coffee farmers soil. David is a biologist and the one of Buna's founders who was in charge of their green coffee projects. I have never met a person who like David understands the shape of a coffee tree or a pile of compost. And the compost part I mean with the deepest respect. It's a cosmos of its own.

The day after our Zongozotla trip we were very tired. The way you are tired after a 20 hour flight, a lot of mezcal, a day trip to the mountains and finally waking up in your bed - and hadn't had any coffee yet... We were pondering over life with Lalo and we got to learn more about Buna. Lalo talked about their projects with producing honey, making their own chocolate from Mexican cocoa, them getting biodynamic milk in reusable bottles and finally about a guy with a strange name, Yvon Chouinard. Yvon was the founder of Patagonia, a clothing brand I had heard little of but that I could see everyone in Buna was wearing. I also understood Buna applied to become a member of B Corp, some organization where you would be able to get certified a sustainable company.

For sure, this conversation sparked some fire in Sebastian and me. Later in the week, we were chatting with Lalo over his coffee table. On the table were laying three books, "Philosophy of Freedom" by Rudolph Steiner, "Other Minds" by Peter Godfrey Smith and "Let My People Go Surfing" by Yvon Chouinard. Inspired by our conversations I bought all three books when I got home but Yvon's was the one I read the first.

B-Corp

I think we all had our motivations to kick start an even more sustainable program in Prolog. To me, "Let My People Go Surfing" was the point of no return. It was: "We're going to work sustainable, or we are not going to work."

Now, having a better understanding of Yvon and Patagonia we got to know that B Corp was an organization started by former Patagonia employees and the dots started to align. At this point we now also loved Patagonia the way Buna did, we wanted to become a more sustainable company and the answer was simple: B Corp.

In B Corp you are assessed in five different categories: Governance, Workers, Customers, Community and Environment.

In that way it's a broad certification that doesn't only limit you to for example environment as other certifications. As we have always thought about the necessity of Prolog to be overall sustainable this made a lot of sense to us.

Bottom line, for now two years, we have slowly gathered different sorts of information and build tools and systems to move our company in an overall more sustainable direction, with the first goal to get B Corp certified. We are not 100% there yet but at this point we are close to virtually shake hands with Yvon – and Buna, who has been awesome enough to get their certification in the meantime.

When we get our certification, you will know for sure, as you are reading this right now. And you will be able to see how we perform in the different categories on this website: bcorporation.net.

What else have we done in 2020?

In Prolog I think we can be proud to keep working on a number of different projects to keep getting better and - more importantly - wiser every day. Sometimes it goes by in a pace where it can get difficult to keep track on all the work we do. So if not for another reason, then for our own, here is a list of other work we have been doing in 2020 to pave our "road of sustainability":

- Prolog Culture Book for our staff.
- Job descriptions for everyone.
- Clear budgets for everyone to see and understand.
- Together with Alexander Elsner CphBusiness and created an Environmental Management program for Prolog.
- Open reporting on the financial state to everyone in the team.
- Made an organizational map.
- Gone through a project with the state of Denmark on optimizing the sustainability in our company: Bæredygtig Bundlinje.
- Initiated work with two companies that works on a reusable take away cup.
- Changed light spots in the coffee bar to a more environment friendly version.
- Changed our coffee bags to a version you could recycle with plastic and to a version that uses a lot less ink.
- Together with Technological Institute of Denmark analyzed the environmental impact of our coffee bags.
- Weighed out the total amount of trash in a week in May 2020.
- Assembled and published online a record of all the coffees we have bought in 2020 and the FOB prices of these coffees.
- Signed "The Pledge" - an organization of coffee companies that share FOB prices online fo the coffees they buy.
- Got recycling sorting for all fractions except one (label rolls).

Numbers

This is our first year with a good Environmental Management System. For this reason, all the numbers at this point might not be as good as we want them to be in the future. Still, we find it crucial to start gathering this data and believe it's better to start with less and build from here.

Evenly as important we think it is to put some concrete goals/targets to strive for. It makes it a lot easier to shoot in the right direction!

Recycling/Waste

Total Coffee Bar + Roastery

Disclosure: As we haven't been able to get good numbers on anything but compost and soft plastic in 2020 please don't take these numbers for exact. From October 2020 and onwards these numbers will be exact.

Recycling/Waste via Marius Pedersen

Month	Organic/Compost	Soft PE Plastic	Hard Plastic	Cardboard	Paper	Metal	Silicone Paper	Harzadious Waste/ Electronics	Waste
January	250	20							
February	300								
March	380								
April	380	10							
May	360								
June	490								30
July	350								
August	370								
September	450								
October	230								50
November	280								280
December	200	20		40	10				
Total pr. year	4040	50	0	40	10	0	0	0	360

Targets 2020 Sub-Goals 2020

Zero Waste
Introduce reusable cup system.
Get rid of oat milk carton/make your own oatmilk.
Get hand dryer for bathroom.
Get recycle system set up for silicone paper.

Target explanations

We are always on a mission to Zero Waste. Until we get there we set up sub-goals to make sure we are on track.

Electricity

Coffee Bar Electricity Consumption

Energy/Electricity

Year 2020

Month	Energy use in kWh	Remarks	Goal 2021	Goal explanation
January	1064,98		1064,98	KPI for electricity in Prolog 2021, is to keep the same total in 2021 as in 2010 based on knowing our machine park will increase. We will do this by working on getting environmentfriendly light bulbs and spots.
February	1012,32		1012,32	
March	955	Corona 12/3	955	
April	1032	Corona	1032	
May	1071		1071	
June	1275		1275	
July	1309		1309	
August	1310		1310	
September	1149		1149	
October	964		964	
November	902		902	
December	1130		1130	
Total pr. year	13174,3		13174,3	

Numbers

Roastery electricity

Energy/Electricity

Year 2020	kWh pr. batch:	0.6222
Month	Batches	Total kWh
January	104	64.7088
February	92	57.2424
March	85	52.887
April	89	55.3758
May	166	103.2852
June	98	60.9756
July	134	83.3748
August	101	62.8422
September	136	84.6192
October	136	84.6192
November	111	69.0642
December	115	71.553
Total pr. year	1367	850.5474

Goal 2021	Goal explanation
See Goal Explanation	As our energy use is very much controlled by the volume of our orders we have as a goal to work as effective as possible with the roasting and in that way keep the stand by time as low as possible. We already use a very well isolated roaster that is top of its line when it comes to energy savings.

Roastery gas

Gas m3

Year 2020	m3 gas/batch:	0.4533
Month	Batches	Total Nm3
January	104	47.1432
February	92	41.7036
March	85	38.5305
April	89	40.3437
May	166	75.2478
June	98	44.4234
July	134	60.7422
August	101	45.7833
September	136	61.6488
October	136	61.6488
November	111	50.3163
December	115	52.1295
Total pr. year	1367	619.6611

Goal 2021	Goal explanation
See Goal explanation	As our energy use is very much controlled by the volume of our orders we have as a goal to work as effective as possible with the roasting and in that way keep the stand by time as low as possible. We already use a very well isolated roaster that is top of its line when it comes to energy savings.

Coffee Bar Water

Water usage

Year	Water m3	DKK	Goal m3	Goal Explanation
2017	432.7	10663		
2018	342.7	8581		
2019	276.2	6947		
2020	We get data in 2021		315	We should expect an increase in water use from based on the fact we have gotten an icecube machine. On the plus side this means we can make our own ice cubes and don't need and additional freezer to keep them cool. We will try to limit our water usage by communicating ways of reusing water. Fx use coffee pot soaking water for cleaning. Use pitcher rinser every time you rinse pitchers instead of tap water.
2021			315	

Numbers

Coffee Bar Heat Consumption

Heat/Hot water consumption

Year	Heat Consumption MWh	Hot Water m3	DKK	Goal MWh/m3	Goal explanation
2017	8.5	12.5	6468		
2018	13.5	15	9978		
2019	11.2	13.4	8482		
2020	We get data in 2021	We get data in 2021	We get data in 2021	10.2MWh/13.2m3	Heat consumption is very weather dependant. We try to eliminate more heat by turning off heaters completely when closing. We believe we in 2020 can use less hot water than previously. In order to keep on track with this we have made this environmental management program. Staff is taught in using less hot water. Use fx hot water from cleaning coffee thermos instead.
2021				10.2MWh/13.2m3	

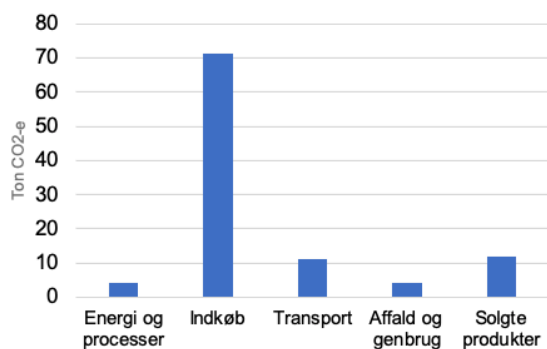
GHG emissions

Oversigt over virksomhedens CO₂e-udledninger

	Ton CO ₂ -e	Ton CO ₂ -e, udenfor scopes	Total ton CO ₂ -e	Fordeling af ton CO ₂ -e (%)
Energi og processer	4,2	0,8	5,0	4,1%
Indkøb	71,3	0,0	71,3	69,2%
Transport	11,2	0,0	11,2	10,8%
Affald og genbrug	4,4	-0,5	3,9	4,3%
Solgte produkter	12,0	-0,9	11,1	11,6%
Total	103,1	-0,5	102,6	100,0%

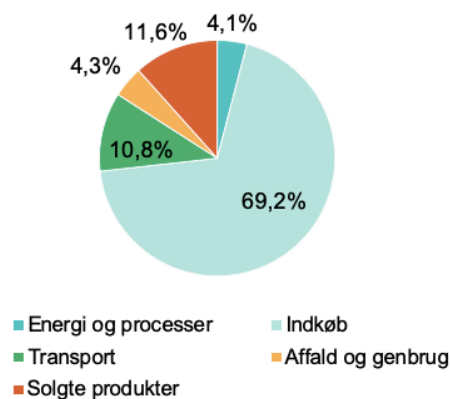
Figur 1 - Fordeling af totale CO₂e-udledning i ton

Virksomhedens totale CO₂e-udledning fordelt på områder



Figur 2 - Procentfordeling af CO₂e-udledning

Fordeling af CO₂e-udledning



Social Goals

Social Goals for 2021

Establish even better work environment for all employees.

This includes:

- Establish a formal program for reducing stress on the workplace and in the job.
- More staff parties.
- Expand our onboarding program for new employees.
- Establish educational goals for all employees.

Get more and better information on the coffee producing at origin.

This includes:

- For our direct trade projects, establish a better protocol for gathering data of the projects on: Value chain/economy, agriculture, climate, living conditions, culture and politics.
- Create Piggy Bank for our Direct Trade projects in Mexico.

Numbers

Coffee Buying

In 2020 we started collecting FOB (Price of the coffee when it is loaded to the cargo ship in the port of origin) prices on all coffees we have bought - either direct or through an importer. We have done this to get a better understanding of the value chain down to the coffee tree, as we find it crucial to understand how and where the money is flowing. We believe it has to flow back to the people who actually hands on produce the coffee.

FOB prices, though are not telling us everything, fx what we are paying for the coffees.

If we buy direct, our margins on the coffees are naturally higher, as we cut out middle men. On the plus side this means we can invest more in fx our piggy bank in Mexico.

However, we don't want to buy coffees direct if we can't make sure to get the information needed to understand and back up the projects where we buy coffee from - even when the coffees are tasting good.

When we can't make sure to establish a direct trade with the sufficient transparency of information ourselves, we buy from selected importers that work in the ways we would like to do ourselves. We still ask these importers to provide the same information as we would have gathered ourselves. In these cases, our buying prices for the coffees naturally goes up, as the importers in these cases essentially are doing "our job" of gathering information as well as taking the risk on importing and pre-shipment quality control.

To keep our value chain open and transparent we have from 2020 signed "The Pledge", which means you can find all the FOB prices of the coffees we are buying on our web site.