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COMMUNICATION ON
PROGRESS (COP)

January-December 2020



LONDON



01

A message to our stakeholders

22 December 2020

A message to our stakeholders

With the urgency of sustainability and social improvements as prominent as ever, I am proud to confirm that Mercato Metropolitano (MM) reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment, and Anti-Corruption. This report outlines our actions and commitments to continually improve the integration of the Global Compact in the fabric of our business, and equally important, movement. The COVID-19 pandemic has underscored the numerous cracks in our current food system, ones that are deleterious to our environment and goals for human equity. Despite our food system's fragility, to us, food and all that it is connected to - community, business, education - is the solution towards building resiliency. During these turbulent times, the MM community has responded to London's needs with the pillars of kindness, mindful leadership, and action at centerstage. Aligned with the UN's beliefs, MM is dedicated to shaping a brighter tomorrow for everyone, no matter the obstacles at present and ahead.

Sincerely yours,
Andrea Rasca
Mercato Metropolitano CEO





02

Sustainability

Sustainability is at the core of what MM does and is evident through our sourcing, operations and education

Zero Plastic Policy

The average time for a thin plastic bag to decompose is 450 years, that of a plastic bottle is 500 years and thicker plastics usually take about 1000 years to disappear. The rate of plastic decomposition and the amount of plastics we use in our everyday life are not compatible with our environment. Reducing our use of plastic can have a great impact on our environment, which is why two years ago we have launched our zero-plastic policy. All the cutlery and crockery used at MM is made from a plastic alternative and is compostable or biodegradable made from plant-based materials. It is not only our trading partners who don't use plastic anymore, our guests are asked not to bring plastic into our sites. Our grocery section uses as little plastic as possible by offering products packaged free such as fresh produce or with plastic free packaging such as glass containers.

Sustainable Education

At MM, we invest in educating huMMans on all things food. For MM, one educated huMMan equals one eMMpowered human participating in an improved food system. We want to teach people to value food from a young age by involving them in food cultivation, preparation and consumption. People from all walks of life should have practical planting and cooking skills, as well as the ability to make informed decisions that improve the food system. During lockdown, we seized the opportunity to reach out to our community through our social media platforms and share short educational videos about sustainability, what it is and how we can implement it in our everyday life. Our host Nico either shared a short video explaining a concept in relation with sustainability or interviewed a guest who has already successfully integrated sustainability in its business. The purpose of this series is to show that everyone can make conscious choices for a greener and healthier world.





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Sustainable Sourcing

For us, sustainable sourcing means supporting farmers who maintain high standards to produce whole, fresh, natural, local seasonal and unprocessed food from sustainable, fair-trade and efficient eco-friendly agriculture. The fruits and vegetables we source are spray free or organic reflecting sustainable farming practices that rebuild carbon in soils. The menus we offer at MM reflect the seasons serving fruits and vegetables that are currently in season in the UK. The meat and poultry found at MM is sourced from producers who respect animal welfare: animals who have naturally been raised naturally with non-GMO feed and in a stress-free environment. We choose British free-range chicken and poultry as well as outdoor bred pork and grass-fed beef and lamb. Our dairy products come from sustainable British dairy farms complying with the Assured Food Standards (AFS). We consider our sustainable sourcing policy as the baseline of the relationship with our trading partners because we all strive towards the goal of providing food that is accessible and adequate for everyone.

Our Selection Process

- 1) It needs to taste good. The product we choose must have taste and passion.
- 2) It needs to be natural. Relieved of any additives or chemical treatments and with the fewest natural fertilizers.
- 3) It needs to be artisanal. We want to work with small artisanal producers who give passion and soul to what they produce.
- 4) It needs to be local to its original place of sourcing.
- 5) It needs to be sustainable. We want to work with producers who care about the environment and who care about their employees.
- 6) If the product is organic, it is even better. This certification is never the first thing we seek in products, but it will always be a bonus.

WHEN YOU SHOP AT MM, YOU ARE ADHERING TO OUR MMANIFESTO AND THE VALUES WE STAND FOR, SUCH AS:

-  **ZERO ANTIBIOTICS**
-  **NON-CHLORINATED CHICKEN MEAT**
-  **DAIRY PRODUCTS THAT RESPECT ANIMAL WELFARE**
-  **MEAT THAT DOESN'T HAVE FEED ADDITIVES OR SYNTHETIC GROWTH - PROMOTING HORMONES**
-  **PRODUCTS WITH CLEAR LABELLING**
-  **PRODUCTS NOT EXPOSED TO TOXIC CHEMICALS**

02

Sustainable Operations

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Too Good To Go

We try our best to constantly improve by avoiding any kind of upstream surplus in our venues. Redistribution has played a key role to cut our food waste on a daily basis. In late 2020, we partnered up with *Too Good To Go* to fight food waste together. We are very proud of the impact we have achieved in just few months WE SAVED **838 MEALS**, ACCOUNTING FOR **2.09 TONNES** OF CO2 SAVED!

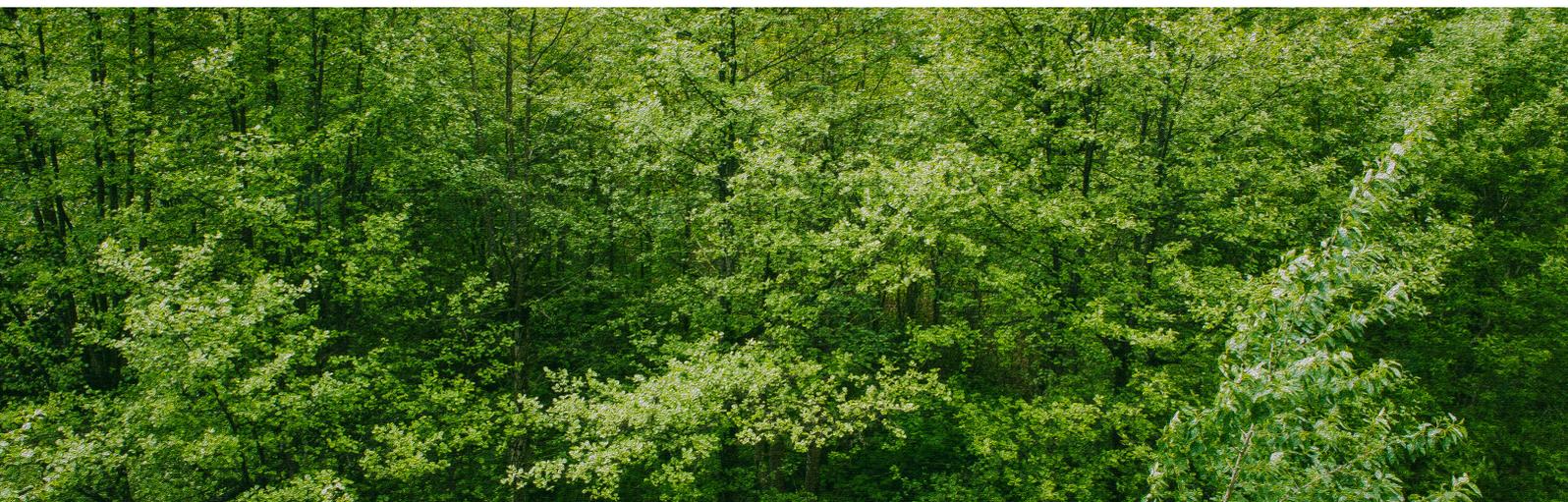


838

MEALS SAVED

2.09

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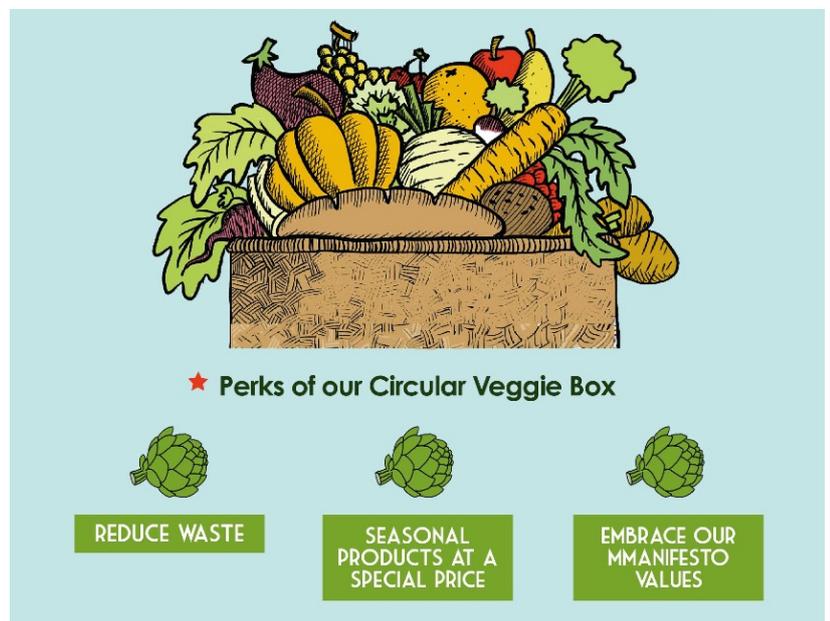
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Sustainable Operations

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Circular Veggie Box

The Circular Veggie Box, our initiative to fight food waste, is a fresh, organic and colourful assortment of our surplus seasonal fruits and vegetables that can be ordered on our Shopify site. We offer a box full of our surplus items from our grocery section, which every week represents about 7kg worth of fresh and organic colourful produce. Through the circular veggie box, we share the values of sustainability and community. We want to educate our customers about circularity and what is in season all while reducing waste.



Circular Kitchen

The Circular Kitchen is our take on circularity, a crucial component of the concept of sustainability. In our Circular Kitchen we use items that are towards the end of their shelf life and cook them to avoid food waste. We also cook the products that don't sell easily from the MM Grocery. Occasionally, some of our Trading Partners, who have extra ingredients or items that are about to expire, bring these to the circular kitchen instead of turning them into waste. In addition, our staff members are invited every day to a meal from the circular kitchen



Community



At Mercato Metropolitano, our coMMunity is at the centre of all our projects and we work hard to address the needs of our coMMunity from cookery classes teaching about nutrition, summer camps, living wage for our staff members to yoga classes.

26,218

FREE MEALS DELIVERED

5,671

PEOPLE HELPED

£39,140

MONEY RAISED

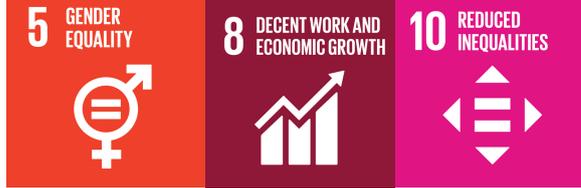
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VOLUNTEER HOURS DEDICATED

2020 Community Projects:

- Age UK Community Lunch
- Emergency food bags covid-19
- Cooking classes 2020
- Summer Camp
- Community meals
- MM workshop Prince's Trust
- MM workshop TERN
- Food Banks donations
- Christmas Community Lunch





Labour



AMM is more than just a business; we are a movement of people committed to creating a truly sustainable and natural food value chain. We want our employees of today to be our leaders of tomorrow: people of all ages, colours, and creeds who embrace our ethos and values and are ready to become the biggest advocates of our sustainable, inclusive, and supportive business model. At MM, we are committed to the work of advancing diversity, equity, and inclusion within our organization and in the world.



45,78%

EMPLOYEES ARE WOMEN



61,5%

EMPLOYEES ARE UNDER 35 YEARS OLD

London Living Wage

Mercato Metropolitano is proud to be accredited as an official Living wage employer in all its markets. With this commitment we show and will continue to show our support to our community. We provide jobs with a pay that is fair with no age discrimination because young people have costs too. We want to offer opportunities for career progression across all areas of business. The London Living Wage accreditation allows us to show our Trading partners that we are committed to them and believe in their passion for their work. The initiative of the Living wage began in 2001 with Citizen UK hosting talks in east London about the challenges faced by the community. One of the major issues were low pay and the need for a wage citizen could actually live by. This cause won the support of the London Mayor who calculated the London Living Wage. The rate is based on the cost of living and what people need to get by and the real living Wage rates get updated every year. The foundation got created in 2011 and now accredits employers who pay the living wage to their employees. We believe in paying the living wage because it is the right thing to do but this initiative also yields benefits such as greater productivity, happier staff and reducing stress levels which is over all an increased standard of living.

People



"From the moment I started Mercato Metropolitan, I dreamed of creating an opportunity for everyone to learn more about the food we eat and the way we work in this world. This dream has become the MM Academy. We at MM aim to provide educational opportunities and learning resources around food, sustainability, and personal development for our coMMunity of staff, interns, and followers. I can't wait to see you in our next training, as an intern, or as a teacher to us!"

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Andrea Rasca, CEO

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INTERNS FROM UK, EUROPE
AND USA

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ENTREPRENEURS
INCUBATED

AcadeMMy

In 2020, we formally launched our AcadeMMy, aimed at offering tailored development programmes to cohorts of local and international students, employed staff and entrepreneurs in the food & beverage, hospitality industry, and to our trading partners, without whom, we would not exist.

The AcadeMMy can be divided into three categories, or focused audiences.

1. Our staff
2. Our students
3. Our Trading Partners

We aim to provide our staff with relevant and beneficial trainings that not only help them do their job but successfully move up the career ladder. We aim to provide students educational opportunities, real life experience working with MM, and independent capstone projects that align to their interests. And finally, we aim to provide our trading partners the opportunity to practice and improve their skills & trades, while developing hands-on knowledge and experience in important vocational and academic areas, such as international business, food and agriculture.

People

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Andrea Rasca, CEO



DreaMM

In April, adapting to the circumstances set by Covid-19, we launched a virtual application programme for our online business incubation programme DreaMM. We received over 40 innovative and visionary applications. The applicants range from young entrepreneurs just starting to more seasoned businesses looking for new premises to trade, all aligned with our vision for healthier food and healthier cities. We've come to realize that with a tailored mentorship and proper incubation process, each have the potential to revolutionize the way we eat/consume, shop and produce. Through DreaMM, we wanted to identify and onboard new people and businesses that are aligned to our values. These businesses eventually will become part of our MMarkets and our MMovement. It is therefore clear to us that DreaMM will be a recurring campaign to attract new talent and businesses that will be part of our MMovement as we expand into different locations in the UK and worldwide. We opened DreaMM to everyone not just food and this is what came of it.

"This whole experience has just honestly been a dream come true. With the help of MM, I have been able to learn about many things like accounting, develop new skills, perfect my recipes, find what I want to add to my menu. I was able to relax, take this project day by day and not get too ahead of myself. There has just been an all-round optimism surrounding my project and its future and the aspirations I have for it.

I want to grow with Mercato Metropolitan and perhaps one day go out on my own and see what I can do, see what I am made of"

Daniel,
DreaMM
Winner

DO YOU HAVE A
DREAMM?
MM

APPLICATION DEADLINE EXTENDED
UNTIL MAY 15TH

#DREAMM2020

