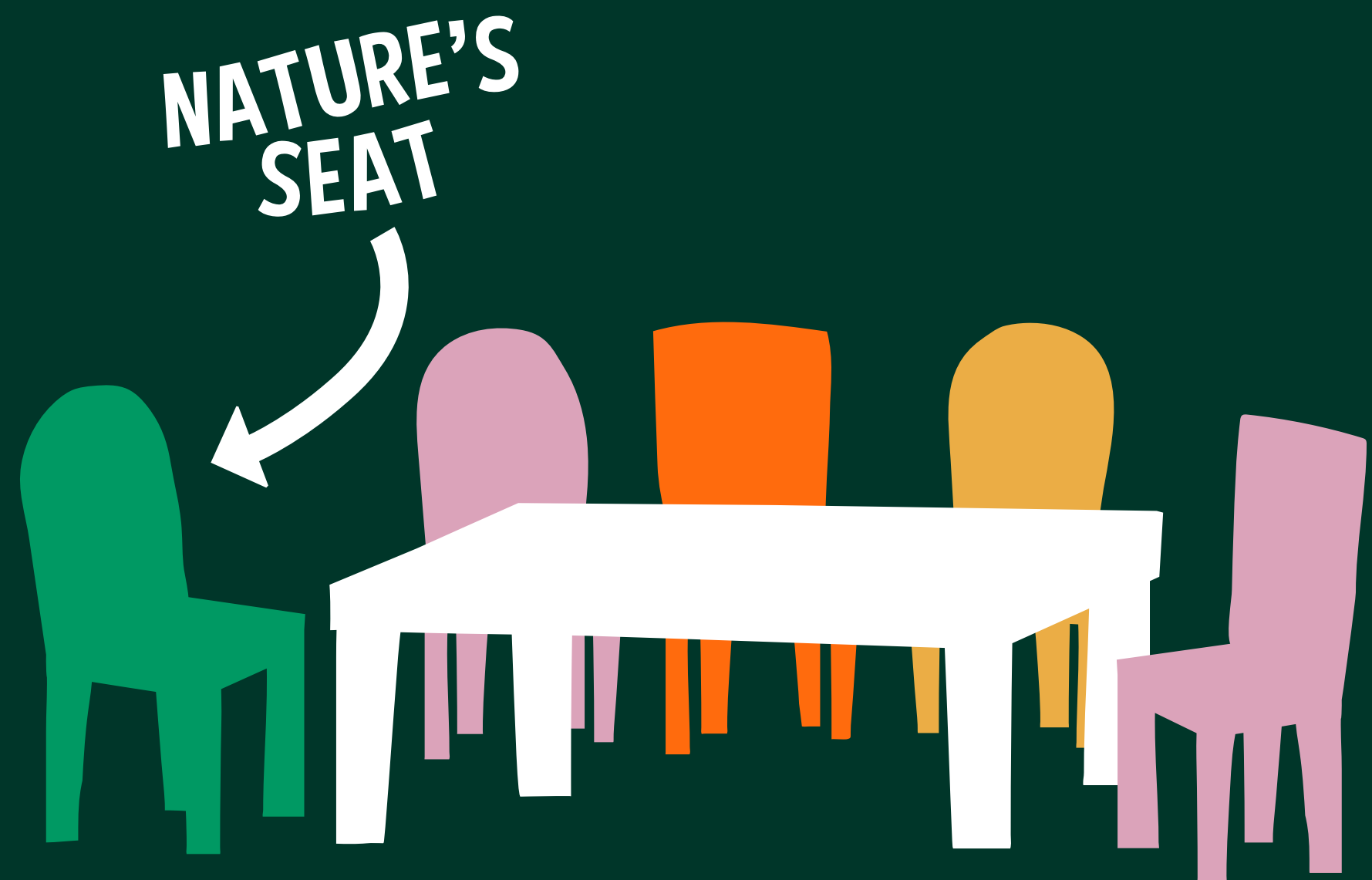




**NATURE ON THE
BOARD
YEAR 1 REPORT**

A close-up photograph of a lavender bush with numerous small, light purple flowers and green, needle-like leaves. A white, curved banner is overlaid across the middle of the image, containing the text 'PURPOSE OF THIS REPORT'.

PURPOSE OF THIS **REPORT**



As part of the Nature on the Board (NOTB) framework implemented at Faith in Nature, there is a requirement that the (human!) directors of Faith In Nature report back to the non-human director, Nature, at the end of each year.

This report is not about our numbers – and there’s no evidence to suggest that NOTB is in any way linked to our growth or profitability (even though we have grown over the last year). Neither is this a sustainability report full of targets and impact metrics. Of course our sustainability agenda is in the best interest of Nature, but that too is a different conversation for a separate report – due to be published in a month or so.

This report is solely about the NOTB process. An extended minute-taking, if you like. It’s a place for reflection, but also for simply stating the facts. And the reason, of course, for such a report is transparency. In an age of greenwashing and widespread obfuscation of facts, it’s entirely fair to question what’s stopping us making a song and dance about having appointed Nature to our board, only to continue with business as usual?

**THE SHORT ANSWER IS:
THIS REPORT.**

To insure against the abuse of the NOTB framework, independence and accountability are inbuilt. By independence, we mean that Nature’s guardians are independent of us (Faith In Nature). Though they are paid for their time, they are not employed by us. And by accountability, we mean that we are accountable to them. In other words, a report like this is necessary to summarise our thoughts, our views and, crucially, our actions over the past year.



An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a vibrant green canopy. A white, curved banner or ribbon cuts across the middle of the image, providing a space for text. The banner is slightly wavy, following the natural curves of the forest's perspective.

OPEN SOURCE

When we launched NOTB, we made a conscious choice to open source it. That doesn't just mean sharing our legal framework for others to use, it also means working in the open.

That means that as NOTB hopefully grows and spreads, it becomes self policing. So, further down the line, if a bad actor says they've implemented NOTB but doesn't behave in the spirit of the move, then the wider public (and the NOTB community) can see this, call out the fakery and hold



that company to account. And if, as NOTB rolls out more widely, a company or organisation claiming to have given Nature a voice and a vote doesn't produce a report like this, we would encourage you to question why.


Is this an entirely robust defence against greenwashing? Of course not. But it is, as things stand, a decent safeguard. As NOTB evolves, perhaps we can find ways of tightening this. Just as, we're sure, we will find ways of refining NOTB in general.



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NATURE**



RIGHT TO REPLY



This report has been seen in advance by Nature’s guardian — Brontie Ansell of Lawyers for Nature — to ensure that everything contained within is an accurate reflection of what’s happened at Faith In Nature over the past year and that nothing has been omitted.

Nature, through Nature’s guardians, also has a right to reply. Brontie Ansell’s response is included on the last page. It is not edited or influenced by us.



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The image features a high-angle, aerial view of a turbulent ocean. The water is a deep, dark blue, with numerous white-capped waves and splashes, indicating strong currents or a storm. A prominent white, curved banner is superimposed across the center of the image, containing the text 'THE RIGHTS OF NATURE'. The banner is slightly curved, following the general shape of the waves below it. The text is in a bold, sans-serif font, with 'THE' in dark green, 'RIGHTS' in orange, 'OF' in dark green, and 'NATURE' in orange.

THE RIGHTS OF NATURE

Lawyers for Nature define the Rights of Nature in the following way:

Rights of Nature is a legal instrument that enables Nature, wholly or partly, i.e. ecosystems or species, to have inherent rights, and states that these entities should legally have the same protection as people and corporations; that ecosystems and species have legal rights to exist, thrive and regenerate. It enables the defence of the environment in court – not only for the benefit of people, but for the sake of Nature itself - and ultimately, to give Nature locus standi in court.



At Faith In Nature, we're not claiming to be experts in the Rights of Nature thinking. We're simply agreeing with those who are — that Nature has the right to thrive for its own sake, and not for ours.

Where many people might nod along with these sentiments, the reality is that we live in a society that doesn't acknowledge these inalienable rights as fact. However, as a company in charge of our own mini constitution, we can decide for ourselves to recognise those rights and act as if they were more broadly recognised (whether or not they really are).

But we are lay-people (!) and at this point we'd like to thank Brontie Ansell and all involved for their continued patience in educating us on what this really means.

Regarding the Rights of Nature within our business context, there are the more substantive, 'headline grabbing' rights, such as Nature's right to be named as a stakeholder, or Nature's right to be heard, or Nature having the right to a vote — which should all, ultimately, result in Nature's right to thrive as the result of our actions. But for those rights to be enforced, Nature also needs procedural rights in the day-to-day running of the company — and those rights are also recognised.

**HEY,
WHAT
WOULD
NATURE
SAY?**

RIGHTS FOR THE RIVERS!

**BELIEVE
IN THE
BEES!**

**TRUST
IN THE
TREES!**

**FLOWER
POWER
TO THE
FLOWERS**

**HIGH FIVE
IN THE
FOREST**



**FAITH
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NATURE**

- **NATURE HAS THE RIGHT TO ACCESS INFORMATION AND/OR DATA (IN ORDER TO MAKE INFORMED DECISIONS).**
- **NATURE HAS THE RIGHT TO TIME (TO LEARN, UNDERSTAND, AND RESEARCH).**
- **NATURE HAS THE RIGHT TO CONSULT WITH OTHERS (TO GATHER WHATEVER PERSPECTIVES NECESSARY, FOR WHATEVER TOPIC IS DISCUSSED).**
- **NATURE HAS THE RIGHT TO A BUDGET (TO HELP WITH THAT CONSULTING, OR TO USE IN WHATEVER WAY NATURE DEEMS NECESSARY).**
- **NATURE HAS THE RIGHT TO ATTEND MEETINGS AND DECIDE FOR ITSELF WHAT NATURE SHOULD INPUT ON.**
- **AND, IN MAKING NATURE A DIRECTOR, NATURE OBVIOUSLY HAS THE RIGHT TO DIRECT THE ACTIONS OF THE COMPANY.**



**FAITH[®]
-IN-
NATURE**

Over time, these will surely evolve. We might realise that Nature needs further rights not currently recognised in order to operate effectively as a director, and at that time, the model can be refined.

Only through continued education will we really get to this understanding — and that too is a Right of Nature. Not only that we all learn more about the Rights of Nature so that we can better live in harmony with the natural world, but also that we do what we can to educate others — which is, in part, the purpose of this report. It's also why we spend such a

lot of time sharing this with others, on stages, in the media, or in more private workshops and meetings. In being first to do this, we also have a responsibility to bring others along on the journey and into the thinking.

LET'S LIVE IN HARMONY!



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HOW IT'S WORKED (STRUCTURE)

According to the NOTB framework, Nature must be present in order for the board to be quorate. Nature also has the right to define what is, and what is not, a ‘Nature Related Matter’ (NRM).

As mention above, Nature also has the right to research each NRM before presenting their view on how to proceed.



1 MEETING A MONTH

We hold one board meeting each month (usually approx 3 hours) and at least one Nature guardian has been present for all these (often there have been two). Nothing has been withheld and Nature is fully aware of all that is happening within all functions of the company.

Outside of these meetings, Nature has had full access to all other board members and freedom to

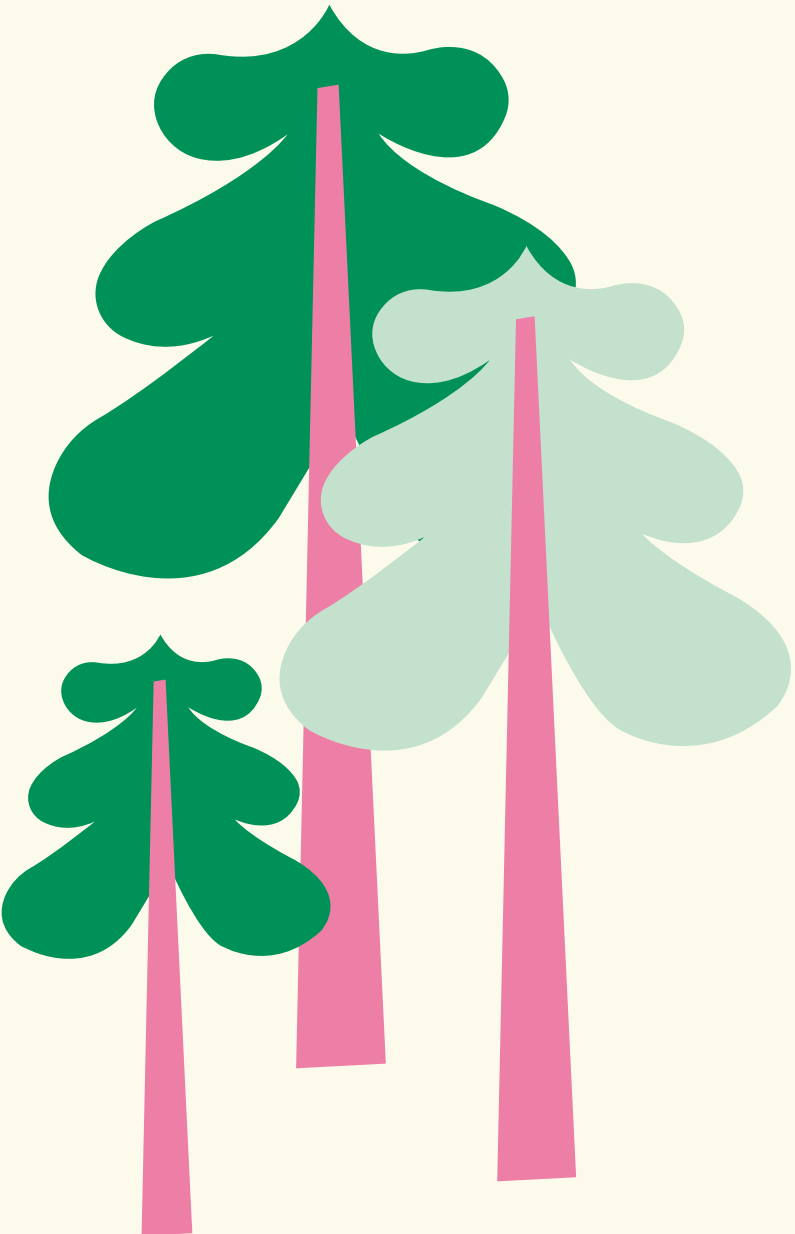


research topics discussed with whoever necessary to bring a Nature first perspective.

After the first six months of board meetings, it became apparent that in order for the company to continue moving at speed, one formal board meeting with Nature was not sufficient and so we now also hold a ‘Nature Related Matters Meeting’ each month, falling halfway between each board meeting.

The purpose of these meetings is for other board members to bring NRMs to Nature’s attention that might surface between board meetings or need more urgent input. These are gathered by board members who are in the business day in, day out. Namely, our Managing Director and our Sustainability Director.

This, we hope, has given Nature sufficient opportunity to influence decisions within the company – although improvements can be made and we are working on ways to ease the flow of information between the company and Nature.



JAN	FEB	MAR	APR	MAY	JUN
X	X	X	X	X	X
JUL	AUG	SEPT	OCT	NOV	DEC
X	X	X	X	X	X



A lush forest floor covered in moss and ferns, with a white banner across the middle containing the text "NATURE'S GUARDIANS". The forest is dense with tall trees and a thick canopy of green leaves. The ground is covered in a variety of green mosses and ferns, creating a vibrant and textured scene. The white banner is curved and positioned horizontally across the center of the image, providing a clear background for the text.

NATURE'S GUARDIANS



Nature is a single director at Faith In Nature, but the number of Nature's guardians is not fixed.

This is in order to bring together a diverse spectrum of perspectives, with each guardian required to bring a particular specialism or expertise relating to the natural world.

To date, those guardians have been Brontie Ansell of Lawyers for Nature and, for part of the year, Alexandra Pimor of Earth Law Center. But it should never fall upon one (or two) person's shoulders to say what is best for Nature, and so the role is designed to rotate. The balance is in giving Nature's guardians long enough in the role to understand the business, while also allowing for fresh perspectives.

The role of a Nature guardian though is obviously not to speak on behalf of all of Nature, but to act as a conduit for a much wider network of people, all of whom bring specific and specialised insight.

Going forward, we have agreed that Brontie will remain in post for at least another year, continuing to bring her Rights of Nature focused perspective, whilst being joined by another guardian who brings insight from a different field. (We've nearly agreed with that person, but not quite in time for this report!)

Still, we recognise the weight of what Brontie (and the as yet unnamed guardian) is being asked to do and so to further lighten the load, we are creating a more formalised hive-mind of Nature guardians with a much more diverse range of perspectives. Those in the hive-mind won't be required at board meetings or NRM meetings, but will be readily available to the more permanent Nature guardians.



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DECISION MAKING



Nature's decision making process is primarily Nature's to define — and one of the next big milestones for this project is to outline this protocol so that it can be shared with other Nature guardians, both at Faith In Nature and in other companies implementing NOTB.

Getting to this protocol has, perhaps, taken longer than first anticipated but that is simply because there is no precedent here. We're making this up as we go along! That doesn't mean a huge amount of thought isn't being given to it, but with a process so new, we are both learning about the process and adapting it at the same time.

So in the absence of a protocol until now, Nature's guardians have relied primarily upon common sense, information available (internal and external) and their circle of contacts to help make the best decisions possible.

Of course not all decisions ultimately go to a vote at the board. Often, through discussion, we arrive at decisions (with Nature) before that

is necessary — and, in many ways, giving voice to the natural world is what matters most. Many decisions also evolve over time, influenced by Nature, but not owned by Nature.

One of those is our planned move to a new manufacturing site — which will not only offer us the opportunity to scale in greener ways, but will also offer opportunities to engage the whole company in Nature positive ways of working, connecting all of us more closely to the natural world. Whatever materialises will have been co-created with Nature's input.

But there have been two large, strategic votes upon which Nature has voted...

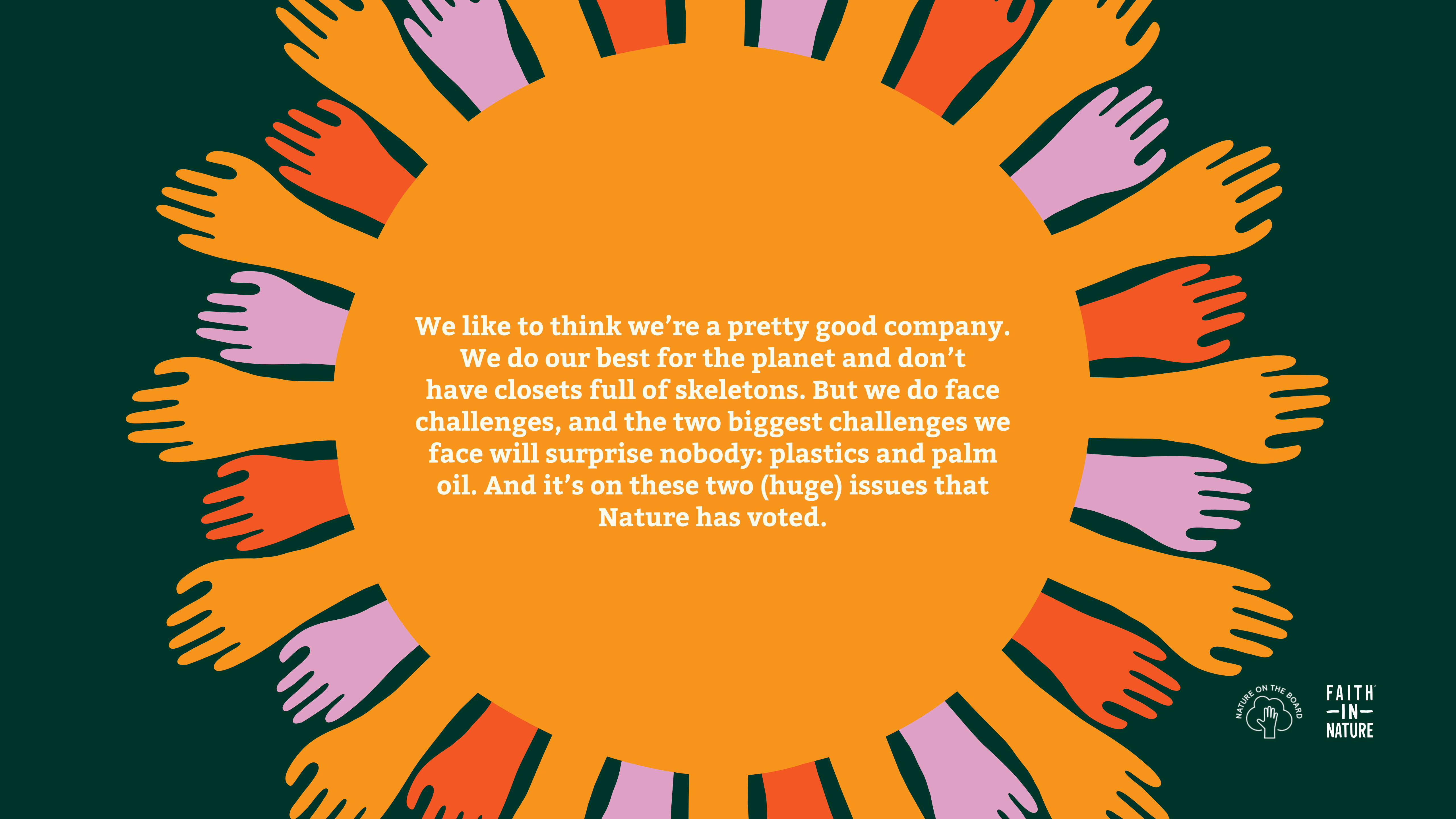


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THE VOTES





We like to think we're a pretty good company. We do our best for the planet and don't have closets full of skeletons. But we do face challenges, and the two biggest challenges we face will surprise nobody: plastics and palm oil. And it's on these two (huge) issues that Nature has voted.



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Plastics

We have agreed on a route out of plastics. We cannot yet make public all the details – but R&D and testing is underway. In the meantime, we will continue to use the highest percentage of recycled plastic possible. Currently that's 100% in our smaller bottles (300ml, 400ml and 2.5l) and 30% in our 5l bottles because recycled plastic is much more brittle, so increasing the percentages any further causes the larger bottles to split.

THE VOTE ON HOW TO PROCEED WAS UNANIMOUS, WITH NATURE IN FAVOUR.

Palm

We don't use palm oil as an ingredient in any of our products, but 16 of our 93 ingredients across a range of 183 products do use palm derivatives. We've struggled for years to find a solution to this. The issue is not the crop but the way in which it has, to date, been grown and harvested at the expense of biodiversity and the natural world. The crop itself has a yield far greater than any alternative. A switch to, say, sunflowers would take 16 times the landmass to produce the same amount of oil. So the latest thinking, as endorsed by WWF, is not that we need a switch away from palm, but that the way palm is produced needs to be rethought.

So we developed a plan to enter the palm oil production market, in such a way that it was not only regenerative but that the area in which we planned to farm would also create a buffer zone around critically endangered species – protecting and restoring biodiversity in the process.

**11 VOTED FOR,
1 VOTED AGAINST.
NATURE WAS IN
FAVOUR.**

Unfortunately, much has happened since then and the project has become financially and geopolitically unviable. It was with a heavy heart that we needed to consider alternative solutions.

We returned to the puzzle of how to produce the ingredients needed while also protecting and restoring biodiversity and have since entered into a partnership with the Sumatran Orangutan Society to explore this further. Nature is, again, in favour.



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NATURE**

A photograph of a field of yellow and purple flowers, likely a coastal scrubland. A dark green banner with a white and orange text overlay is positioned across the middle of the image. The text reads "SO WHAT'S CHANGED?".

SO WHAT'S CHANGED?

You might look at those two examples and wonder what impact NOTB has really made. Maybe you look at them and think the decisions reached are no-brainers. Maybe you think we would have made them even without Nature's interventions. And maybe you're right.

But it's impossible to know ahead of time what decisions we'll face, so it's good fortune that those decisions were clear cut. Perhaps in years to come, they won't be.

And that's really the point here. This is us entering into a process without

an ending. It is a new way of working, of thinking, and of operating. And just because we haven't had any major bust-ups in the boardroom doesn't mean it's not worth implementing. Our belief remains, regardless, that Nature has the right to a voice and a vote in all the decisions that impact it. If the decisions we're making are already on the right track, that's all the better. That's what we should be aiming for.

And big changes have been felt. We regularly enter into a Rights of Nature discourse in the day-to-day running of our company (when did that ever happen before?!) There is a more widespread understanding of our priorities and a focussing of the minds. Far from feeling more restricted, we feel freer. We're freer to reimagine what our company should do, what its place in the world is, what we're all here for.

And we're getting better at making decisions that take the natural world into account. That doesn't mean we

don't still screw up. Of course we do. But the deeper we get into NOTB, the more conscious we become. And, inevitably, becoming more conscious will lead to fewer screw-ups.

But something much, much bigger has changed too. And it's this. It's the fact that we've normalised a corporate governance structure that recognises the Rights of Nature. It's been just a year since we announced that we'd made Nature a director of our company. That story has reached in excess of 750m people, and we continue to spread the story as far and as wide as we are able, in whatever way we can. And we don't just do this for our own brand awareness. We do this because we really, really believe others should do this too. And they are doing. Companies, charities, universities, national parks — even banks! — have all been in touch wanting to learn more about how they can do it too. Perhaps by the time this report is live, you might even see that a few others have.

When NOTB rolls out further, and learnings are cross-pollinated, it will only get better. We can co-develop a more Nature positive way of working. We can iron out the wrinkles. We can break a few more rules.

Sometimes the biggest changes of all are the stories we, collectively, tell ourselves. For years business has told itself that Nature is an extractive resource to be plundered. That it exists for our benefit and that we are free to take as much from it as we want, however we want. It is the most dangerous, most damaging lie ever told.



**FAITH
-IN-
NATURE**

NATURE'S RIGHTS ARE INALIENABLE.
THE NATURAL WORLD
— AND ALL BEINGS WITHIN IT — HAVE A RIGHT TO THRIVE,
TO FREEDOM AND TO ABUNDANCE.
NOTB, WE HOPE, HELPS TELL
THAT TRUER, MORE BEAUTIFUL, STORY.



FAITH
—IN—
NATURE

ANYTHING WE'VE MISSED?

Is this report what you were expecting? Let us know if there's anything else you wish we'd covered, or areas you think we could improve. These reports are not only designed to hold us to account, but also to be helpful. So please let us know how you think we're getting on.

natureontheboard@faithinnature.co.uk



FAITH
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Nature has been given an opportunity to have a right of reply to this report written by the board of Faith in Nature. This reply has been unfettered by the leadership of Faith in Nature. This reply was not edited by the leadership before publication.

Faith in Nature appointed Nature to their board of directors one year ago. They did this in order to both embody a Rights of Nature approach and to 'do business differently'. They see themselves as having a responsibility to at least solicit the views of the natural world that we are dependent on and, moreover, to act upon those views once they are made clear. In this respect this project has been an overwhelming success. The company has allowed at least one, sometimes two, Nature Guardians to attend all

their board meetings. The company has provided unfettered access to data and a budget for Nature. They have offered training and education to those seeking to speak on behalf of Nature. They have been willing to consult with a wide variety of sources in order to channel Nature's views and votes. They have wholeheartedly embraced the concept of Rights of Nature and sought to educate peers in their sphere of influence on this constitutional shift. There is no doubt that the leadership has put significant effort and money towards this project.

This project has demonstrated that Nature is able to avail itself of rights usually reserved for humans only. Those being both procedural rights (the right to access information in order to make an informed choice) and substantive rights (the right to freedom of expression and the right to cast a vote). This alone is groundbreaking and the company should rightly be proud of what it has been able to achieve as a modest, mostly UK based, family company. This impact is significant.

Whilst the above is admirable and it is hoped that this will lead to further significant developments it is also important to note that this company is not perfect. There are many ongoing conversations that they are engaging in and that they need to take action on. Some of these are rightly joint conversations with the sustainability department such as questions over waste management, concerns over the continuing use of any plastic in their products, minimising their use of water and energy, and more. They engage with these conversations at nearly every board meeting and, within the confines of their size, budgets and impact, they are actively seeking to make changes. Some conversations that they are choosing to have are directly attributable to their appointment of Nature on to the board, these conversations arguably would not be happening if they had not engaged with Nature as a stakeholder. This is further evidence of the impact an intervention like this can have. The leadership are attempting to engage both internally and externally with the concept of the Rights of Nature and

this is demonstrated by conversations around Nature positivity and Nature connectedness for all staff from all teams. They are beginning to frame certain matters around their duty of care to Nature and their responsibility to not just respect the natural world but to be Nature-positive in everything they do. These will not be small changes and for this company a lot of what needs to be done in the coming decades will be difficult. However the will is there and by appointing Nature to their board they have given themselves a permission that was not legally there before, namely



**Nature,
November 2023**

As represented by the current human guardian, Brontie Ansell

