

OUR ENVIRONMENTAL MISSION STATEMENT

Magic Breakfast

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1 Purpose of our mission statement

1.1 Supporting an environmentally conscious future

1.1.1 Whilst having due regard for the three main objectives of Magic Breakfast, this mission statement will support Magic Breakfast, its staff, and its stakeholders to increase the environmental sustainability of the charity.

1.2 Establishing high level targets

1.2.1 High level targets will support Magic Breakfast to achieve the aims and ambitions expressed through this mission statement and its accompanying documents.

1.3 Scope

1.3.1 This mission statement covers the work of all Magic Breakfast employees, contractors, and volunteers whilst they discharge their duties on behalf of Magic Breakfast.

1.3.2 This mission statement creates specific new duties for specific Magic Breakfast employees that need to be considered whilst discharging their duties on behalf of Magic Breakfast.

1.3.3 This mission statement creates general new duties for all Magic Breakfast staff to discharge their duties with due regard to the ambitions and procedures outlined here and in accompanying documents.

1.3.4 For ease, we use a number of initialisms.

Initialism	Full Title
SLT	Senior Leadership Team
CMT	Core Management Team
EAG	Environmental Advisory Group
LCAP	Low Carbon Action Plan

2 Aligning with our purpose and values

2.1 Magic Breakfast's purpose

2.1.1 Magic Breakfast's vision is that no child or young person in the UK is too hungry to learn.

2.1.2 As a charity committed to the potential and futures of children and young people, we recognise we must play an active role in protecting the planet. This mission statement and its commitments will also ensure we minimise any detrimental impact of our work on the planet.

2.2 Magic Breakfast's values

2.2.1 As well as being guided by our purpose, this mission statement should be understood in the context of and complement our organisational values. It is just as important 'how' we do things as 'what' we do.

3 Guiding Principles

- Magic Breakfast acknowledges that humanity faces an anthropogenic climate emergency.
- Magic Breakfast acknowledges that the communities that the charity exists to serve will be disproportionately affected by anthropogenic climate change.
- Magic Breakfast acknowledges that whilst its main organisational aims are related to ending child morning hunger, it is the duty of all organisations to act in an environmentally conscious way.

4 Our Ambitions

4.1 Net Zero by 2030

4.1.1 Magic Breakfast will aim to operate as a Net Zero organisation by the end of the 2029-2030 business year on August 31st, 2030.

4.1.2 Net Zero will be defined in line with the definition from the Intergovernmental Panel on Climate Change – 'Net Zero emissions are achieved when anthropogenic emissions of greenhouse gases to the atmosphere are balanced by anthropogenic removals over a specified period'.

4.1.3 Magic Breakfast understands the ethical and environmental issues with using carbon offsetting to reach Net Zero. Magic Breakfast will not use carbon offsetting to achieve the target of reaching Net Zero by 2030.

4.1.4 Magic Breakfast will establish a procedure for measuring carbon emissions to monitor the movement to Net Zero.

4.2 Increased internal awareness and action

4.2.1 Magic Breakfast acknowledges the need to build an internal movement to achieve the change needed to become a more environmentally conscious organisation.

4.2.2 Magic Breakfast will establish, in internal business planning documents, key performance indicators for measuring staff engagement.

4.2.3 This will be measured by an annual staff engagement survey.

4.2.4 Magic Breakfast may choose to add the relevant questions (as outlined in section 4.2.5) to an existing staff engagement survey or establish a separate survey.

4.2.5 The relevant questions shall be 'Is Magic Breakfast's environmental mission statement embedded in your actions in the workplace?' And 'Do you consider the environment when discharging your duties?'

4.2.6 Magic Breakfast will target a positive response rate of 95% to the question established in section 4.2.5 within each department.

4.2.7 The SLT will inform the EAG of actions they are taking to reach the target established in section 4.2.6.

4.3 Increased external action and awareness

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- 4.3.1 Magic Breakfast will work to be seen as an environmentally conscious organisation by stakeholders.
- 4.3.2 Stakeholders include (but are not limited to), partner schools, existing and potential funders, donors, and partners, political stakeholders, other charities in the relevant sector.
- 4.3.3 Stakeholder engagement will be measured by existing and newly developed means of engaging with stakeholders.
- 4.3.4 This could include but should not be limited to: the inclusion of discussion on sustainability in breakfast provision within Magic Mornings events, the production and recorded dissemination of quick guides on food waste in schools, and regular stakeholder engagement with managed relationships around sustainability.
- 4.3.5 All Magic Breakfast staff conducting stakeholder engagement will have a duty to record and store evidence of stakeholder understanding of Magic Breakfast's position as an environmentally conscious organisation.
- 4.4 Reporting on and management of ambitions
 - 4.4.1 The SLT will commission an annual report into the status of meeting the three ambitions outlined in section 4.1, 4.2, and 4.3.
 - 4.4.2 Once considered by the CMT, EAG, and Board of Trustees, the report will be published in conjunction with the subsequent annual report and accounts.
 - 4.4.3 Magic Breakfast will ensure all its internal policies align with the ambitions laid out in sections 4.1, 4.2, and 4.3 through a regular and established review procedure.

5 Low Carbon Action Plan

- 5.1 Purpose
 - 5.1.1 The LCAP will establish the actions needed to reach the Magic Breakfast ambition of Net Zero.
 - 5.1.2 The LCAP will establish a procedure for measuring, monitoring, and reducing carbon emissions.
- 5.2 Production
 - 5.2.1 The EAG, or any designated successor group, will be responsible to produce the LCAP.
 - 5.2.2 The Magic Breakfast EAG, or any designated successor group, may choose to outsource the duty established in section 5.2.1 to a third-party contractor.
 - 5.2.3 The Board of Trustees will have oversight of the LCAP.
 - 5.2.4 The LCAP will be regularly reviewed to ensure its relevance. Each individual LCAP may cover a period not exceeding 48 months.
- 5.3 Contents

- 5.3.1 The LCAP will establish detailed plans for Magic Breakfast to follow to reduce carbon emissions and mitigate necessary emissions.
- 5.3.2 The LCAP will cover all activities conducted by Magic Breakfast.
- 5.4 Management
 - 5.4.1 The LCAP will be an internal document.
 - 5.4.2 The CMT, or any successor group, will have strategic responsibility for the implementation of the LCAP.
 - 5.4.3 LCAP implementation will be a standing agenda item for CMT meetings with one CMT member responsible for disseminating the discussion to the EAG within a reasonable timeframe following a CMT meeting.
 - 5.4.4 The CMT will produce an annual report on the implementation of the LCAP.
 - 5.4.5 The report produced under section 5.4.4 will be shared as an internal report available to all staff.
 - 5.4.6 All staff must have due regard for the LCAP whilst discharging their duties as Magic Breakfast employees.

6 Food Supply and Food and Packaging Waste

- 6.1 Supply Chain Management
 - 6.1.1 Magic Breakfast will work with suppliers to ensure products are provided to schools which create the lowest possible level of food and packaging wastage.
 - 6.1.2 Magic Breakfast will work with partner schools to ensure correct ordering procedures are followed to reduce food waste.
 - 6.1.3 Magic Breakfast will consider the environmental impact of the products it supplies to partner schools in line with our ambitions laid out in sections 4.1, 4.2, and 4.3.
- 6.2 Working with schools
 - 6.2.1 Magic Breakfast will work with partner schools to ensure a collaborative approach is taken to reducing food waste.
 - 6.2.2 Magic Breakfast will work with schools to support the environmentally conscious disposal of food waste wherever possible.
- 6.3 Excess Food
 - 6.3.1 Magic Breakfast will create procedures for managing consumable excess food.

7 Suppliers

- 7.1 Information Technology

- 7.1.1 Magic Breakfast notes the impact of information technology on the environment and the power the charity has to opt for sustainable choices.
- 7.1.2 Environmental sustainability will have parity with financial and operational considerations in all purchasing decisions made regarding information technology hardware.
- 7.2 Logistics
 - 7.2.1 Magic Breakfast will have due regard for the sustainability of the entire supply chain when making decisions regarding logistics.
 - 7.2.2 Magic Breakfast will conduct an internal environmental impact report before making decisions regarding logistics, including food delivery. This report will be considered by SLT.
- 7.3 Partners
 - 7.3.1 Magic Breakfast will have due regard to the environmental record and targets of organisations we are considering a long-term partnership with.
 - 7.3.2 Magic Breakfast will have due regard to the entire operations of potential partner organisations, include parent organisations and subsidiaries, when acting in line with the duty established in section 7.3.1.
 - 7.3.3 Magic Breakfast will establish and maintain a standardised procedure for conducting the duty established in section 7.3.1 in line with the ethical fundraising policy.

8 Resources

- 8.1 Resource Production
 - 8.1.1 Sustainable materials and production methods should be used to produce branded resources wherever possible.
 - 8.1.2 Branded resources should be produced with longevity in mind wherever possible. This includes avoiding regularly changing statistics and imagery of branded products.
 - 8.1.3 Magic Breakfast will move to a digital first approach in the production of resources.
 - 8.1.4 Magic Breakfast will establish procedures for the environmentally conscious disposal of non-digital resources.
 - 8.1.5 Magic Breakfast will produce guidelines to assist in the implementation of section 8.1.

9 Finances

- 9.1 Fundraising
 - 9.1.1 Notwithstanding Magic Breakfast's Ethical Fundraising Policy, Magic Breakfast will not seek to fundraise from, target fundraising at, or partner with organisations who directly extract and refine fossil fuels in line with the known impact fossil fuels have on climate breakdown.
- 9.2 Financial services

9.2.1 Magic Breakfast will, wherever possible, seek to employ banking and pension services in line with its commitments to environmental sustainability.

10 Office Usage

10.1 Office sourcing

10.1.1 When sourcing office spaces, and considering office opportunities, the relevant team will produce an internal environmental impact assessment.

10.1.2 The assessment will consider the environmental impact of the office space and the office space provider.

10.1.3 The environmental impact assessment will be considered as part of any final decision on utilising new office space.

10.1.4 The environmental impact assessment should be conducted in a standardised way in line with the spirit of Magic Breakfast's ambitions and the LCAP which is in place at the time. It should be proactively made available to the EAG and made available to all staff on request.

10.2 Using Magic Breakfast offices

10.2.1 Magic Breakfast notes that by using leased and donated office space the charity has limited control over the environmental impact of the facility whilst it is used.

10.2.2 Magic Breakfast notes that all staff who regularly use Magic Breakfast office space have a duty to act in an environmentally considerate way.

10.2.3 Magic Breakfast's EAG will work in conjunction with staff to develop guidance and expectations for the office. These will be embedded within a staff office charter and reviewed as part of the ways of working review cycle.

10.3 Using home offices

10.3.1 Magic Breakfast will offer advice and signposting to all staff regarding sustainable choices when working from home.

10.3.2 Magic Breakfast will consider ways to offer practical support to aid home based and hybrid working staff to act in a sustainable way.

10.3.3 Magic Breakfast will consider recycling schemes for hard to recycle products in line with the duty established in section 10.3.2.

10.3.4 Magic Breakfast will consider ways to support staff to use active and sustainable travel in line with the duty established in section 10.3.2.

11 Staff Travel

11.1 Considerations for charity-business travel

11.1.1 Magic Breakfast acknowledges that significant travel is required to meet the needs of the charity.

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- 11.1.2 Magic Breakfast is committed to minimising staff travel wherever possible.
- 11.1.3 Magic Breakfast is committed to reducing the environmental impact of necessary travel.
- 11.1.4 Magic Breakfast staff will not utilise air travel for domestic journeys within mainland Great Britain unless under the circumstances established in sections 11.1.5 and 11.1.6.
- 11.1.5 Magic Breakfast staff may utilise domestic air travel within mainland Great Britain where the equivalent land-based journey would take more than six hours.
- 11.1.6 Magic Breakfast staff may utilise domestic air travel within mainland Great Britain where a significant business or accessibility case can be established. Such a case must be endorsed in writing by two members of the SLT (not including the staff member travelling where applicable).

12 People

12.1 Support and Supervision

12.1.1 Environmental sustainability will be included within Magic Breakfast's support and supervision procedures.

12.2 Accessibility

12.2.1 Magic Breakfast acknowledges that environmental sustainability initiatives and policies can cause inadvertent harm by creating unintentional barriers to accessibility.

12.2.2 Magic Breakfast's environmental aims should not be a barrier to the workplace or accessing our services.

12.2.3 Regarding sections 12.2.1 and 12.2.2, relevant accessibility requirements of staff will supersede any duty placed on them by this mission statement.

13 Transparency and learning

13.1.1 To ensure and inspire transparency, our environmental mission statement and its successor revisions will be made available publicly on www.magicbreakfast.com and any successor websites.

13.1.2 Revisions of this will occur as required, with a minimum review schedule of three years. Revisions should build upon and incorporate learning.

13.2 Accompanying Documents

13.2.1 This will be accompanied by a regularly updated LCAP which will be produced and managed in line with section 5.

13.3 Environmental Advisory Group

13.3.1 An EAG shall support, advise, and guide Magic Breakfast in its ambitions outlined in section 4.

13.3.2 The EAG shall be asked to input into, and review documents produced in line with sections 4.4.1 and 5.4.4.

13.3.3 The EAG shall support and signpost staff to discharge duties created.