



Impact Report 2024

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Contents

Introduction From Our Co-CEOs	4
Refresher of Ooni’s Regenerative Business Strategy	6
Overview of 2024 Activities	8
<i>Building an Implementation Plan: Our Double Materiality Assessment</i>	8
<i>Climate</i>	8
<i>Supply Chain</i>	9
<i>Impact Fund</i>	9
2024 Performance Updates	10
Appendix	12
<i>2023 vs 2024 Organisational Carbon Footprint</i>	12
<i>Impact Fund</i>	14

Introduction From Our Co-CEOs

We've always been about the joy of bringing people together around food. Our purpose to create trailblazing products that feed people and planet inspires us to do this better and better as each year passes, ensuring we do this in a way that goes beyond just 'being less bad', to being a positive force in the world.

We were delighted to share with you in last year's impact report our regenerative business strategy which guides us on this purpose. But our excitement also came with a sense of responsibility; with goals as ambitious as ours, we know we need a well laid plan. So, in 2024, we spent time doing our homework. In addition to driving forward our work on climate action and supply chain due diligence, we deepened our understanding of where our greatest challenges and biggest opportunities lie across social and environmental areas.

This Impact Report reflects our work in 2024 and is focused on sharing what we have learnt and what comes next.

This report is best read alongside our **2024 Modern Slavery Statement** which goes into more detail on our operations and supply chain impact, and our progress towards our human rights targets. Whether you dip into it for a page or two, or read the whole report, we hope it gives you a sense of who we are and why we're doing what we do and perhaps even inspires you.

Keep on cooking!



Darina Garland
Co-CEO and Co-Founder

Kristian Tapaninaho
Co-CEO and Founder










Purpose

Trailblazing cooking products
that feed both people and planet.



Refresher of Ooni’s Regenerative Business Strategy

Our regenerative business strategy builds on our 2023 B Corp certification, stretching our ambitions to new heights and shaped our focus in 2024. Here is an overview to refresh your memory. If you would like to learn more about how we shaped this strategy, head back to last year’s impact report.

Regenerative Ambition	Ooni is a Regenerative Business by 2050								
	Climate	Water	Local Environment	Products	Waste and Pollution	People	Supply Chains	Brand Voice	Finance
Regenerative Business Goals									
	We go beyond net zero to ensure our value chain captures more greenhouse gases than it emits	We protect and replenish the water sources we use at our own sites	We enhance the areas around our sites, helping nature, animals and communities to thrive	We apply fully circular design principles and processes to ensure our products create zero waste and help the transition to a circular economy	There is no waste or pollution from any of our sites	We create diverse workplaces where our teams can thrive and realise their full potential	Our supply chains are ecologically restorative, socially just and inclusive	We use our voice to help the transition to a future where regenerative mindsets and practices are commonplace	Our investment and tax payments align with our regenerative ambition
Net Positive Targets	Restorative & Regenerative Impacts								
	Break-even								
Zero Harm Targets	1.1 We use only renewable energy at all our sites	2.1 All water used in our own sites doesn't harm the environment and is socially equitable	3.1 Our physical sites aren't in areas of high social or ecological value	4.1 Our products are safe to use and don't pollute the environment at end of life	5.1 There are no harmful emissions from our sites	6.1 All our employees are safe and healthy at work	7.1 Our indirect procurement emits net zero greenhouse gas emissions	8.1 All our product communications are honest, ethical and promote responsible use	9.1 Our tax policy meets high standards on ethics, transparency and disclosure
	1.2 Our sites emit no greenhouse gases		3.2 All communities where we operate are covered by policies and mechanisms to pre-empt, identify, assess and mitigate community concerns	4.2 We use only circular inputs and facilitate recovery of product components at end of life	5.2 There is no waste from our sites	6.2 All our employees are paid at least a living wage	In our supply chains, we avoid or eliminate all hotspots for: <ul style="list-style-type: none">Waste and pollutionEnergyEnvironmentally harmful water use and water inequityHarmful waste generationHarm to nature, ecosystems and animalsInfringement on areas of high social or ecological valueInfringement on human rights	8.2 We address product concerns fairly and transparently	9.2 Our financial assets don't cause harm to people or the environment
	1.3 Our products emit net zero greenhouse gases throughout their life cycle, in line with the Science-Based Targets initiative					6.3 All our employees have fair employment terms		8.3 We don't support laws or policies that undermine social or environmental health	
						6.4 We employ people from historically marginalised communities in a way that at minimum represents the regional population			
						6.5 We have no unexplained diversity pay gap, and people from historically marginalised communities feel they belong in our workplace culture			
						6.6 We address any employee concerns fairly and transparently			
						6.7 We anticipate, avoid and spot ethical breaches within our value chain, and raise concerns when they occur			

Overview of 2024 Activities

2024 saw us combine concerted efforts on the climate and supply chain pillars of our regenerative business strategy with longer-term planning and analysis to guide implementation in the longer term. We also continued to support the incredible work of charities around the world with our Impact Fund, addressing a range of social and environmental issues.



Building an Implementation Plan: Our Double Materiality Assessment
With such big 2050 ambitions, we recognise that we can't give all of our regenerative business goals equal attention and resources at once. So, in 2024 we started a double materiality assessment (DMA) to help prioritise these targets.

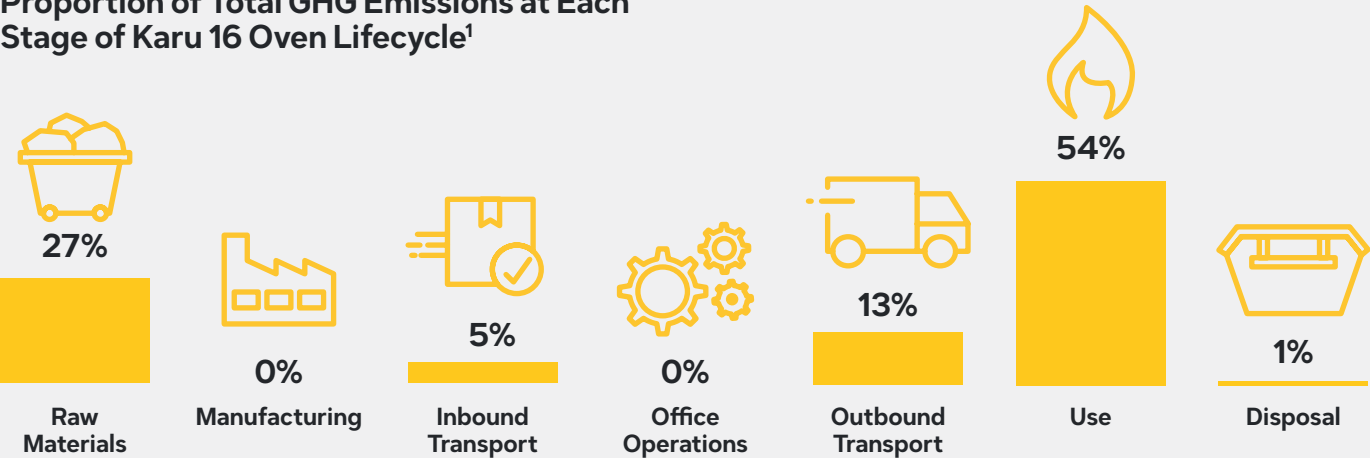
The assessment was designed to examine both the impact of our business on people and the planet, and the financial risks and opportunities that environmental or social factors present to us.

It will be completed in 2025 and will provide us with an evidence-based rationale for determining which targets to address first. We expect it may also highlight additional topics or issues we should be managing or reporting beyond the current scope of our regenerative business strategy. We also recognise that in order to become a truly regenerative business, we must acknowledge the historical context of colonial legacies and its influence on the systems we operate and live in. In 2024, we conducted research and reflected carefully on the systemic biases that exist, and how we might best address them to ensure we rollout our strategy in a just and inclusive way.

Climate
In 2024, we focused on building the most accurate carbon footprint possible as a baseline for our decarbonisation efforts. We expanded the scope of our GHG accounting, increased data granularity and undertook five streamlined product life-cycle assessments (LCAs). These assessments helped us to identify the short-, medium- and long-term actions needed to meet our ambitious climate goals.

Organisational Carbon Footprint
We refined our methodology for the use-phase emissions of our products to align with the best practice Corporate Accounting and Reporting Standard of the Greenhouse Gas Protocol (the GHG Protocol). This increased the accuracy of our Scope 3 footprint

Proportion of Total GHG Emissions at Each Stage of Karu 16 Oven Lifecycle¹



and strengthened the overall quality of our GHG accounting. While most of our emissions remain in Scope 3, we now have a clearer and more reliable view of where action is most needed. The results of our analyses gave us insights into materials, fuel options and product design and generated a focused set of recommendations that are directly informing the development of our decarbonisation strategy and science-based targets, which we will set in 2025.

Overall, we saw an absolute reduction in our total GHG emissions from 337,996 tCO₂e in 2023 to 251,338 tCO₂e in 2024 (calculated using a location-based method). Reductions were likely driven by changes to our employee base as well as a 28% reduction in our direct spend, rather than reduced carbon intensity of value chain activities. For more information, including our market-based emissions calculations and a breakdown of all our emissions categories, see [Appendix](#).

Life Cycle Analysis
Our streamlined LCAs evaluated the potential environmental impacts of five of our products (Karu 16 oven, Koda 2 Max oven, Volt 12 oven, Halo Pro mixer and frozen dough balls). These products were selected to offer as broad a representation of our portfolio as possible, thereby maximising the applicability of LCA findings to our business. They helped us identify the most significant climate impacts of these products, including which materials/activities contribute most to those impacts and at what stage of the products' lifecycle the impact occurs. Not only will this inform design decisions in the future, it will also enable us to optimise material selection for existing products. Above is a small sample of the findings from our LCAs and the types of insights they provided. We also assessed the products' impact across a number of other parameters with a view to mitigating the risk of achieving positive progress on our GHG targets whilst taking ourselves backwards in other areas such as water, waste and circularity.

Supply Chain
Our supply chain work in 2024 focused on laying the ground for identifying and addressing the human rights risks that may exist in our value chain. We're committed to respecting human rights in line with the UN Guiding Principles and continue to strengthen our due diligence processes to identify and address risks. In 2024, we advanced Tier 1 supplier mapping, delivered human rights training to senior leadership and began developing tools and guidance for 2025 implementation. We also set quantified supplier mapping goals that will enable us to track risks and trends more systematically, and linked them to our planned 2025 company-wide profit-share scheme to drive delivery. In 2024 we also carried out more targeted due diligence on high-risk areas in our grocery, logistics and hard good supply chains. For more information, see our [Modern Slavery Statement here](#).

Impact Fund
Work with our Impact Fund carried on in 2024. Whilst we continued to support local charities and community initiatives, our broader focus has shifted towards organisations driving long-term, systemic change – those tackling the root causes that our regenerative business strategy is designed to address. Please see our [Appendix](#) for a spotlight on a few of the organisations we chose to support in 2024.

¹ We have conservatively assumed that the majority of fuel used is gas, that the metals are made of 100% virgin raw materials and that the oven is landfilled at end-of-life. We also made assumptions about the frequency and length of use.

2024 Performance Updates

	Regenerative Business Goal (to reach by 2050)	Progress in 2024	Goal for 2025
Climate	We go beyond net zero to ensure our value chain captures more greenhouse gases than it emits	<ul style="list-style-type: none">• 5 streamlined LCAs completed to understand climate and other impacts• First modelling of draft action plan and assessment of gap to target to a 2050 1.5°C aligned Net Zero goal• Scope 1 & 2 plan to achieve reduce emissions in line with SBTi by 2027 kicked off in line with UK ESOS regulation²• 2023 GHG footprint methodology updated to align with the Corporate Accounting and Reporting Standard of the Greenhouse Gas Protocol	<ul style="list-style-type: none">• Set a science-based Net Zero target and submit for validation by SBTi• Finalise company-wide decarbonisation plan and kick off implementation• Embed decarbonisation plan into new product innovation (NPI) and other key decision-making processes
Water	We protect and replenish the water sources we use at our own sites	Scoping to commence 2025/2026, subject to the results of the DMA	See left
Local Environment	We enhance the areas around our sites, helping nature, animals and communities to thrive	Scoping to commence 2025/2026, subject to the results of the DMA	See left
Products	We apply fully circular design principles and processes to ensure our products create zero waste and help the transition to a circular economy	Scoping to commence 2025/2026, subject to the results of the DMA	See left
Waste & Pollution	There is no waste or pollution from any of our sites	Scoping to commence 2025/2026, subject to the results of the DMA	See left
People	We create diverse workplaces where our teams can thrive and realise their full potential	<ul style="list-style-type: none">• Continued partnership with Career Ready, providing a paid internship to a student from a school local to our Edinburgh office• Named one of Built In's Best Midsize Companies to work for in Austin TX for the second consecutive year• 243 employee volunteer days taken globally. Charities supported include River Kids, Cyrenians and Austin Animal Center• Continued monitoring employee satisfaction through quarterly Employee Net Promoter Score (ENPS) surveys	<ul style="list-style-type: none">• Launch a profit share scheme for our employees – with specific thresholds linked to both financial and regenerative business targets (see Supply Chains goal 2024)
Supply Chains	Our supply chains are ecologically restorative, socially just and inclusive	<ul style="list-style-type: none">• Human rights training successfully delivered to the Executive Team• Due diligence conducted for key grocery and logistics suppliers• Established a supplier mapping goal with the target to:<ul style="list-style-type: none">• Identify the core data we need to collect from the suppliers we work with• Collect 100% of available data for 90% of key logistics suppliers and 90% of our manufacturers	<ul style="list-style-type: none">• Deliver human rights training to key Ooni employees• Roll out human rights tools and guidance for supplier site visits internally• Finalise HRDD framework• Progress supplier mapping for key manufacturers and logistics suppliers (see left)
Brand Voice	We use our voice to help the transition to a future where regenerative mindsets and practices are commonplace	Scoping to commence 2025/2026, subject to the results of the DMA	See left
Finance	Our investment and tax payments align with our regenerative ambition	Scoping to commence 2025/2026, subject to the results of the DMA	See left

² Energy Savings Opportunity Scheme

Appendix

2023 vs 2024 Organisation Carbon Footprint

Scope	Scope Sub-Category	2023 tCO2e	2023% contribution of emissions (compared to MB total)	2024 CO2e	2024% contribution of emissions (compared to MB total)	% Change of emissions between 2023 and 2024
1	1.1 Stationary Combustion	17.63	0.01%	13.61	0.01%	-22.80%
	1.2 Mobile Combustion	No emissions in this category				
	1.3 Process Emissions	No emissions in this category				
	1.4 Fugitive Emissions	19.84	0.01%	64.77	0.03%	226.46%
2	2.1 Electricity (Market-based - MB)	245.00	0.07%	73.17	0.03%	-70.13%
	2.2 Electricity (Location-based - LB)	269.00	0.08%	248.84	0.10%	-7.49%
3	3.1 Purchased Goods and Services	61,555.79	18.21%	46,111.11	18.36%	-25.09%
	3.2 Capital Goods	642.47	0.19%	519.43	0.21%	-19.15%
	3.3 Fuel and Energy Related Activities	86.46	0.03%	26.39	0.01%	-69.48%
	3.4 Upstream Transportation and Distribution	3,831	1.13%	2,740.06	1.09%	-28.48%
	3.5 Waste	7.55	0.00%	6.06	0.00%	-19.74%
	3.6 Business Travel	359.69	0.11%	265.21	0.11%	-26.27%
	3.7 Employee Commuting	507.07	0.15%	374.92	0.15%	-26.06%
	3.8 Upstream Leased Assets	No emissions in this category				

	3.9 Downstream Transportation and Distribution	2,292.68	0.68%	1,702.10	0.68%	-25.76%
	3.10 Processing of Sold Products	No emissions in this category				
	3.11 Use of Sold Products	265,943.32	78.69%	197,437.17	78.61%	-25.76%
	3.12 End of Life Treatment of Sold Products	2,463.00	0.73%	1,828.50	0.73%	-25.76%
	3.13 Downstream Leased Assets	No emissions in this category				
	3.14 Franchises	No emissions in this category				
	3.15 Investments	No emissions in this category				
TOTAL (MB) tCO2e		337,972		251,163		-25.69%
TOTAL (LB) tCO2e		337,996		251,338		-25.64%

Intensity Metrics

	Units	2023	2024
Total - Scopes 1, 2 & 3 (Location-based)	tCO2e/£1m turnover	2144.2	2122.8 ³
Scope 3	tCO2e/unit sold	0.1461	0.1463

³ Draft figures, subject to final confirmation of consolidated financial statements, due later in 2025.

Summary of Key Methodological Changes

The key change in methodology for calculating the use-phase of our products (category 3.11 “Use of sold products”) for our 2023 GHG footprint was a move from a depreciation-based model to an approach aligned with the Corporate Accounting and Reporting Standard of the Greenhouse Gas Protocol (the GHG Protocol). Under the updated 2023 methodology, annual fuel consumption was calculated for each oven type, then multiplied by the number of units sold and the expected oven lifetime.

Additionally, we began accounting for emissions associated with website usage, based on the number of visits made to each Ooni website.

For full methodology and assumptions, please contact us.

Impact Fund

Donation Category	Total Donations 2024
Impact Fund Cash	£841,828
Impact Fund In-Kind	£26,442
	£868,270



ClientEarth USA is one of the world’s most ambitious public interest law firms fighting for our earth. They use the power of the law to create systemic change and hold the biggest corporate polluters accountable for a livable planet. In 2024 they launched a case to hold oil and gas companies accountable for abandoned oil and gas wells, which spew methane, harming human health and the environment. ClientEarth blocked Europe’s largest planned coal plant, promoting a just transition that prioritises clean energy and communities.

In 2024 we donated \$247,745 to ClientEarth US to help them further their mission.



The Future-Fit Foundation works to collate and curate the most credible third-party resources into one unified methodology and free-to-use tools so that leaders, investors and policy makers can take meaningful action. Their aim is to create a Future-Fit Society which is environmentally restorative, socially just and economically inclusive. Ooni’s regenerative business strategy was created using the research and principles laid out by the Future-Fit Business Benchmark.

In 2024 we donated £50,000 to Future-Fit Foundation to help them further their mission.



Women’s Earth Alliance (WEA) empowers women’s leadership to protect our environment, end the climate crisis, and ensure a just, thriving world. The organization provides long-term investment in women leaders by equipping them with training, funding, and a global alliance to scale their grassroots climate solutions. Women shoulder the heaviest burdens of climate change, environmental violence and ecosystem destruction. As primary caregivers to families and communities, keepers of traditional knowledge and stewards of the Earth, they are also uniquely positioned to address the urgent environmental and climate challenges we face.

In 2024 we donated \$81,543 to WEA US to help them further their mission.

UPDATE
AUGUST 2025



Science-Based Target Validation

As at the date of publication of this report: We are happy to share that our science-based targets have been officially validated by the Science Based Targets initiative (SBTi).

These targets provide the overall framing for all our climate action going forward.

Overall Net-Zero Target

Ooni Limited commits to reach net-zero greenhouse gas emissions across the value chain by 2050.

Near-Term Targets

Ooni Limited commits to reduce absolute scope 1 and 3 GHG emissions 54.6% by 2033 from a 2023 base year⁴. Ooni Limited also commits to increase active annual sourcing of renewable electricity from 25.8% in 2023 to 100% by 2030.⁴

Long-Term Targets

Ooni Limited commits to reduce absolute scope 1 GHG emissions 90% by 2050 from a 2023 base year.⁴ Ooni Limited also commits to continue active annual sourcing of 100% renewable electricity from 2030 through 2050. Ooni Limited further commits to reduce absolute scope 3 GHG emissions 90% by 2050 from a 2023 base year.⁴

⁴ The target boundary includes land-related emissions and removals from bioenergy feedstocks.





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