

# GREEN & FORTUNE

GREEN & FORTUNE HOLDINGS LIMITED  
ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG) REPORT  
For the Year Ended 31 March 2025



## ABOUT GREEN & FORTUNE

Green & Fortune is a London-based hospitality group with a mission to deliver exceptional food, drink, hospitality and event experiences while making a meaningful impact on society and the environment. Since our founding in 2008, we have grown to now operate in five iconic venues across London, employing over 260 colleagues and serving thousands of guests each year.

We define ourselves not only by the quality of our food, drinks and service, but also by our values. Sustainability, inclusivity and ethical business practices are core to our identity. Our venues serve as more than just places to eat, drink and gather - they are hubs for community, creativity and social impact.

## OUR VISION, PURPOSE AND VALUES

At Green & Fortune we believe hospitality should enrich lives, not only through the joy of food and service, but by shaping a better world. Our vision is to be a leading sustainable hospitality company, known for our integrity, impact and innovation.

Our purpose is to deliver experiences that matter, while continuously reducing our environmental footprint, building a thriving, diverse workforce, and supporting the communities around us.

## CORE VALUES

- Quality - We deliver excellence in everything we do.
- Sustainability - We prioritise long-term environmental stewardship.
- Family First - We foster a caring and inclusive culture.
- Ethical Practice - We hold ourselves to high moral and legal standards.
- Integrity - We are transparent, fair and responsible.

## KINGS PLACE SUSTAINABILITY PARTNERSHIP

Green & Fortune's main office operates from Kings Place, a highly sustainable venue. In partnership with the Kings Place property management team, we contributed to their 2024 sustainability achievements:

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100% of waste diverted from landfill (62% to anaerobic digestion)  
Electricity consumption reduced by 8.4% YOY  
Gas usage reduced by 21.6% YOY  
Carbon emissions reduced by 16% compared to Q1 2023  
Ongoing retention of BREEAM In-Use Outstanding rating

As active members of the King's Place Tenant Sustainability Forum, we align our practices with site-wide environmental goals and collaborate with other tenants to share resources, reporting data and innovation.

## URBAN PARTNERS COLLABORATION

As an active business within the King's Cross and St Pancras community, Green & Fortune was a founding member and remains an active board member for Urban Partners, the voluntary business partnership committed to shaping a thriving, inclusive urban neighbourhood.

Last year, Urban Partners spearheaded impactful local initiatives such as World of Work (WOW) Week, apprenticeship support for SMEs and youth-focused creative education, all of which directly align with our ESG values of inclusivity, opportunity and local impact.

Looking ahead to this year, we plan to deepen our participation by contributing to WOW Week activities and exploring hospitality-focused school initiatives as well as supporting the community partnerships that Urban Partners so strongly advocate.

Our membership of Urban Partners complements our existing efforts around talent development, social mobility and community support, but enhances the impact we can have, reinforcing our role as a purpose-driven employer committed to long-term local prosperity.

## COLLEAGUE WELLBEING & CULTURE

We foster a culture where every employee feels supported, respected, and heard. In 2025, we continued to embed wellbeing initiatives across our sites, including mental health check-ins, informal support groups, and line manager training to recognise stress and burnout. We also offer life-stage support and flexible working where possible.

Our open-door policy, annual feedback surveys and townhall meetings provide colleagues with a platform to share ideas and raise concerns. From back-of-house to boardroom, our people drive our values.



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## INCLUSION & OPPORTUNITY

We are proud of our workforce diversity, with over 46 nationalities represented and a near 50/50 gender split. Our staff span across all working ages (18–64), reflecting a culture of inclusion at every stage of life and career. In 2025, we expanded our Talent Seed Programme and launched a structured mentoring pathway, enabling career growth from within.

## 2025 IMPACT HIGHLIGHTS

- Over 234 hours of paid employee volunteering across food banks, youth programs, and hospitality charities.
- On 14th March, Green & Fortune hosted its annual St. Patrick's Lunch at Kings Place, raising a record-breaking £84,000 for Hospitality Action and The London Irish Centre. This year's total surpasses last year's £70,000, bringing the overall amount raised since the event's inception in 2019 to an impressive £272,000.
- Donated 16,500+ meals to local food banks since 2022.
- Maintained zero waste to landfill at all venues, with improved waste stream monitoring.
- Initiated Scope 1 and Scope 2 carbon assessments with third-party guidance.
- Our Talent Seed program expanded with new mentoring opportunities and internal promotions.
- Partnered with KX Recruit, StepAhead, Southwark Works, Well Grounded and London Bridge Job Centre to improve access to employment for local residents.
- Some of our Executive team have worked with One Southwark mentoring programme, mentoring school leavers from Southwark.
- London Borough Council Youth Pathways Programme support, providing work placements.
- Work placement for special education needs students, from Courtyard Islington, a small, specialist school in Islington designed to support students with autism and social communication difficulties.
- Hosting a workplace visit in conjunction with Islington Council for COLA Highbury Grove to support students understanding more about the employment opportunities and career paths in hospitality.
- Strengthened supply chain sustainability with new tracking and ESG data collection from key vendors.

We've also been recognised by the wider catering, events and hospitality industry with several awards over the years.

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In 2024, the [London Venue and Catering Awards](#) crowned our Kings Place Events venue as the 'Best Event Venue for over 300 / under 1500 Attendees' by winning the gold award, as well as a bronze for Best In-House Caterer for our work at Central Hall Westminster. Alongside these, Green & Fortune was shortlisted in a further three categories at these awards.

Green & Fortune Chief Executive John Nugent was also recognised by his peers as he was awarded the [Outstanding Contribution award at the 2024 Foodservice Cateys, making special comment to his and Green & Fortune's philanthropic approach.](#)

## THE CATERER MAGAZINE WROTE:

*"John Nugent embodies the essence of hospitality. His warmth, generosity and ability to throw a party are the stuff of industry legend.*

*In Green & Fortune, which celebrated its 15th anniversary last year, he has created a business that truly stands out from the crowd, with its founder's exuberant personality at its heart."*

*Outside of his business achievements Nugent has launched many initiatives to support his teams, the wider industry and charities. In 2020 he launched G&F Supports to help employees through the pandemic, and when the cost of living crisis hit in 2023 he extended the scheme to provide one-off payments to all employees at a cost of £100,000.*

*Green & Fortune was also shortlisted for the CSER Award at the 2024 Foodservice Cateys.*

## OUR B CORP JOURNEY

In 2025, we accelerated our journey towards B Corp Certification, with leadership from our Head of Sustainability and a lead director. After a year-long collaboration with a sustainability consultant, we submitted our updated B Corp Impact Assessment in 2025, with an initial score of 107.3 - a significant improvement from our baseline of 49.5 the year prior. In order to achieve this, we:

- Completed a full B Impact Assessment across Governance, Workers, Community, Environment, and Customers.
- Identified 50+ actions to improve our score and documentation.
- Developed new policies on ESG governance, DEI, training and supplier ethics.
- Engaged staff in B Corp awareness sessions to build internal momentum.
- Created a new ESG reporting cadence that feeds into board oversight.

Key improvements that drove our score increase included:

- Enhanced HR and ethical employment policies.
- Strengthened local supplier standards and ESG impact reviews.

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- A transition to B Corp-certified and sustainable vendors such as Simplicity Foods, Old Spike Coffee and Stroodles.

We have now submitted our B Corp Certification and continue building toward long-term ESG transformation whilst awaiting our assessment.

Our B Corp application provided a clear framework to help us benchmark and improve across five pillars. Key developments include:

## Governance

- Our mission statement is now documented and reflected in business goals.
- ESG accountability has been integrated into our senior leadership structure.
- Ethical business practices are reinforced through a revised anti-bribery and supplier ethics policy.

## Workers

- Introduced ESG awareness training during staff induction.
- Rolled out employee satisfaction surveys and structured feedback loops.
- Created a roadmap to link ESG goals with team and individual performance reviews in 2026.

## Community

- Deepened partnerships with employment organisations including StepAhead and Southwark Works.
- Started tracking supplier diversity and ensuring our supply chain supports local economies wherever possible.

## Environment

- Established a methodology for Scope 1 & 2 carbon tracking, using Kings Place data as a baseline.
- Began a supply chain lifecycle analysis focusing on imported goods and proteins.
- Full packaging and disposable review to ensure minimal environmental impact.

## Customers

- Enhanced food safety training and allergen management procedures.
- Implemented a comprehensive new labelling system for packaged food and drink that clearly shows all ingredients and allergens.

## SUSTAINABLE SOURCING AND B CORP VENDOR PARTNERSHIPS

By 2025, over 70% of our grab & go product range is sourced from B Corp-certified vendors, and

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approximately 50% of bar products now come from B Corps, many of them local to London. These changes reflect our deepened commitment to ethical sourcing, carbon reduction and local economic impact.

New supplier partnerships include:

- Simplicity Foods – fermented vegetables supporting lower-impact, plant-based menus.
- Old Spike Coffee – barista training and employment for individuals exiting homelessness.
- Hoxton Bakery – flour sourced from regenerative wild-farming methods.
- Stroodles – edible, plant-based cutlery and crockery alternatives.
- London Honey Company – seasonal biodiversity support through rotating bee placements.
- British Crisps. The world's first paper-packaged crisps – fully compostable, carbon-neutral with a 4-month shelf life.

In late 2024, we implemented a new stock and ordering system to enhance our Scope 3 emissions reporting. This system captures granular procurement data and will support more accurate carbon analysis. While we are currently evaluating tools for menu-level emissions calculations, we recognise the limitations of many current models in capturing the benefits of local and regenerative sourcing, both of which are integral to our supply chain ethos.

## NEXT STEPS FOR 2026

To build on our progress, we are prioritising the following actions in 2026:

- B Corp Certification.
- Launch Scope 3 emissions mapping and develop science-based carbon targets.
- Expand DEI tracking and reporting across recruitment and leadership.
- Increase paid volunteering time.
- Develop a framework to assess the impact of our volunteering and community donations
- Extend mentoring and skills development to frontline teams.
- Increase transparency in supplier ESG performance through annual reporting.

B Corp Certification - Disclosure Questionnaire Documentation

Disclosure Questionnaire Category: Alcohol

Updated as of: October 13, 2025

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Green & Fortune is involved in the production or sale of alcohol, which has risks of potential negative impact on the health and well-being of individuals and their communities. Based on the size of the company, these impacts may be limited. Certified B Corps are required to make transparent their involvement in such industries.

Any party aware of specific company practices related to their marketing or other topics that could contribute to the negative impacts of alcohol, and which may constitute a violation of the B Corp standards, may contact us via our [public complaints procedure](#).

B Corp Certification - Disclosure Questionnaire Documentation  
Disclosure Questionnaire category: Animal Products and Services  
Updated as of: October 13, 2025

Green and Fortune is involved in the production or sale of animal products and services, meaning that they are more likely to have significant impacts on the environment and animal welfare. Based on the size of the company, these impacts may be limited. Certified B Corps are required to make transparent their involvement in such industries.

Any party aware of specific company practices that have had a negative impact related to their involvement in the sensitive industry, and which may constitute a violation of the B Corp standards, may contact us via our [public complaints procedure](#).



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