



# ARBORVIEW CAPITAL

Investing in sustainable growth

**2020** IMPACT REPORT



# A note from the team

We launched Arborview in 2008, believing that sustainability and climate change were driving fundamental changes in the global economy and creating enormous economic opportunity. In the intervening decade, these trends have steadily grown stronger and broadened across the economy. With these tailwinds, 2020 was an extraordinary, yet discordant, year. On one hand, the Pandemic provided a significant boost to many of our portfolio companies as consumer and business trends towards sustainability accelerated. On the other hand, we witnessed the mounting negative impact of a changing climate and an economic slowdown that laid bare growing inequities in our society.

Our team has grappled with our role in addressing these challenges. The continued success of our portfolio companies provides a small but meaningful impact on addressing the climate crisis. We have also asked where we might be able to address some of our country's most persistent inequities such as systemic racism and access to economic opportunity. We have worked to address these challenges both within Arborview and in our volunteer efforts — using our capital, time, voice, and network. We know there is much more to do.

Arborview's commitment to the stakeholder model has led our team to think about sustainability in a wholistic way — beyond environmental sustainability — and this has been critical for helping our portfolio companies work through the challenges of the pandemic. Our portfolio companies took swift action to implement best-in-class safety protocol for employees, to strengthen supply chains, and to nurture customer relationships. As a result, all our portfolio companies remained healthy throughout the year, proving their resilience and vision.

As we look forward, we are heartened to see that many corners of the economy that had largely ignored climate change have begun to realize that this strategy is not viable. This has provided greater support and momentum toward the outcomes our economy and planet require, smaller environmental footprints, reduced dependence on fossil-based plastics, clean and healthy food ingredients, and ethically operated businesses. These trends are here to stay. We invite you to read more about our progress during the year in our 2020 Impact Report.



**Karl Khoury**  
Co-Founder +  
Partner



**Joe Lipscomb**  
Co-Founder +  
Partner



**Carolyn Farley**  
Principal



**Maggie Varona**  
Chief Financial  
Officer

# Table of contents



Our **Strategy**

pgs 4-8

**Arbortree** Impact

pgs 9-10

**Company**  
Impact

pgs 11-18

**Portfolio** Impact

pgs 19-22

**Network** Impact

pgs 23-24



# Our Strategy

# Our thesis + focus areas



---

## THESIS

Sustainability is becoming central to consumer and business decision-making. For over a decade, we have partnered with high-quality management teams building a more environmentally sound, resource efficient future. These visionary leaders and their disruptive businesses are proving that sustainability is a compelling, rapidly expanding opportunity. One that will drive returns to all stakeholders – investors, employees, customers, suppliers – and the environment.

---

## FOCUS AREAS

### ENERGY

Reducing CO2 emissions

Producing cleaner alternatives

### WATER

Optimizing water use

Improving water quality

### MATERIALS

Lightening our footprint, decreasing use of landfills

Sourcing more sustainably

### FOOD + AGRICULTURE

Putting better food on our tables

Growing smarter

# Guiding principles



## PRODUCT-LEVEL IMPACT

We invest in companies that drive impact at the product or service level. When we measure impact, we distill down to a unit-level impact metric. This is essential as it:

- ✓ Aligns impact and financial objectives
- ✓ Means as the business scales, the impact scales
- ✓ Ensures impact is integral to the business model such that if/when the company is sold or goes public that impact is sustained

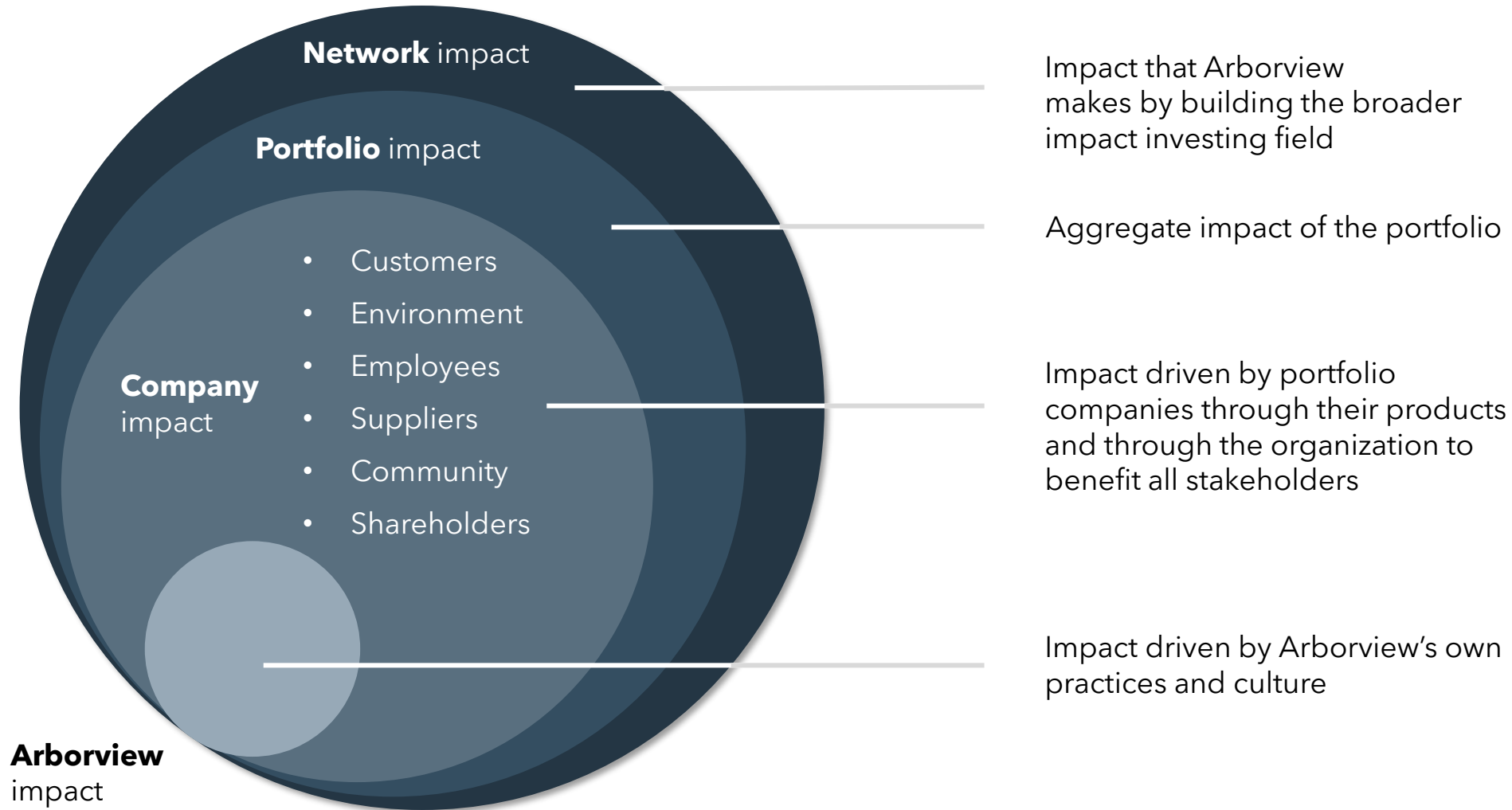
## STAKEHOLDER CAPITALISM

We invest in companies that believe in stakeholder capitalism: the premise that businesses should create long-term value for all stakeholders including:

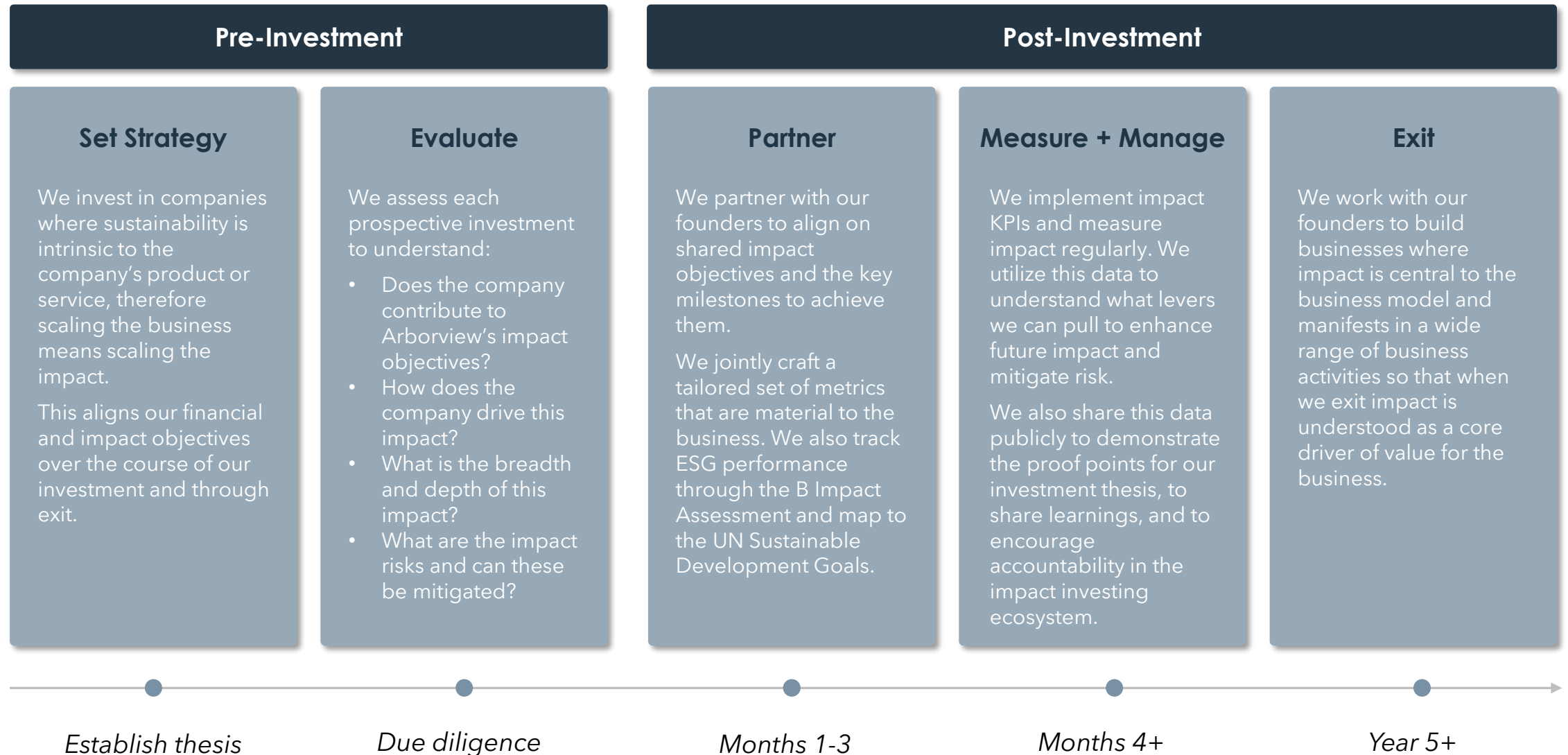
- |               |                |
|---------------|----------------|
| ✓ Customers   | ✓ Suppliers    |
| ✓ Environment | ✓ Community    |
| ✓ Employees   | ✓ Shareholders |

*"When you look out for all of your stakeholders, you are reducing risks in the supply chain and the employee base in ways that make the company more resilient and ultimately more profitable and stronger in the long run." - Karl Houry*

# Our approach to driving impact



# Our process







# Arborview Impact

# Arborview impact



We know that impact starts with us – the culture and citizenship we set with our daily actions. In 2020, our team came together to reflect on our **strongest points of leverage** to create lasting positive change on issues of systemic inequity. We developed an **action plan** to realize our vision. Our commitments are a combination of long-standing engagements and new undertakings to expand and enhance our impact.

## VOTING

- We joined **Time to Vote** alongside 700+ companies nation-wide, committing to give employees the time to vote. The **majority of our portfolio companies joined** us in this effort.
- Our CFO, Maggie Varona, wrote **1,000 non-partisan letters to voters** encouraging participation in the 2020 Election.

## INVESTING

- We signed the **Belonging Pledge** in which *"We commit to discussing racial equity at our next investment committee meeting. We will move our agenda forward on this. We will share our next steps and results, so that we can help to identify industry-wide barriers and the technical resources required to advance the practice of investing with a racial equity lens."*

## RECRUITING

- We supported the launch of the Impact Capital Managers **Mosaic Fellowship**, a program designed to build a pipeline of diverse and highly-skilled talent in the investment industry. We hosted a Fellow as part of the inaugural cohort.
- We served on the **ICM Diversity + Inclusion** Working Group, surfacing best-in-class practices for promoting diversity and inclusion within investment firms and sharing resources to implement of these practices at every firm.
- We partnered with **theBoardlist** and committed to diversifying representation on our portfolio company's boards.

## VOLUNTEERING

- We spent our time outside of work contributing to organizations including:  
**The Trust for Public Land** creates parks and protects land, ensuring healthy communities for generations to come.  
**Leadership Greater Washington** promotes connections among a diverse community of influencers through civic action, education and events, and meaningful programming.  
**Black Girl Ventures** provides Black/Brown woman founders with access to community, capital, and capacity building.





# Company Impact

# Soupergirl



FUND II



## THE COMPANY

Soupergirl is led by a DC-based daughter and mother duo – Sara and Marilyn Polon – who are on a mission to bring plant-based, nutrient-dense meals to their customers' tables.

### SDGs:



PRIMARY

SECONDARY

## PRODUCT IMPACT

### PROBLEM

Our food system contributes to more than 20% of total greenhouse gas (GHG) emissions as well as significant water usage while too often resulting in highly-processed, nutrient void products.<sup>1</sup>



### SOLUTION

Soupergirl creates meals that are delicious and help to build a more resilient food system. Soupergirl mitigates GHG emissions by crafting 100% vegan recipes from ingredients grown seasonally, locally, and sustainably.



### OUTCOMES

**2.5M+**

Lbs CO<sub>2</sub>e  
avoided in  
2020

**1.0M**

Servings of  
nutritious food  
sold

## STAKEHOLDER IMPACT

### SUPPLIERS

Soupergirl uses its network of suppliers to magnify its impact. Soupergirl sources seasonal and sustainable produce from farmers which cuts down on emissions. Soupergirl also sources “ugly” produce that would otherwise go to landfills. These are the perfect ingredients for soups because they are healthy, taste great, and indistinguishable after they have been prepared.

### EMPLOYEES

Soupergirl's team functions like an extension of the Polon family. In 2020, the question of how to continue serving customers while keeping the team safe, weighed heavily on Sara and Marilyn. The team responded to COVID by investing in masks, face shields, thermometers, and proactive weekly testing for the team. They reconfigured the kitchen for social distancing and created carpool routes so that no one took public transportation. They sent PPE home with team members who have vulnerable family members. Their actions defined leadership in this time.

### COMMUNITY

For Sara and Marilyn, it is important to support the DC community, and they have stepped up during the COVID pandemic. Not only has Soupergirl delivered food to 4+ local hospitals each week, but they've expanded their donation program to support people facing food insecurity. The team has an ongoing partnership with the DC Food Project and has created a special recipe for the organization to help them provide nutrient dense, delicious meals.



# Alpen



FUND II



## THE COMPANY

Alpen, based in Louisville, CO, manufactures some of the most energy efficient windows and glass on the market. They help homeowners and businesses decrease their energy footprint and make their spaces more comfortable to live and work in. Arborview has partnered with Alpen since 2019.

### SDGs:



PRIMARY

SECONDARY

## PRODUCT IMPACT

### PROBLEM

According to the US Dept. of Energy, Americans spend 25-30% of their heating and cooling on energy lost through their windows.<sup>1</sup>



### SOLUTION

Alpen's innovative glass technology saves energy in production by requiring less material to manufacture and over the lifetime of the product by insulating more effectively. The superior durability of Alpen's products provides consumers with windows and doors that outlast competitors by more than a decade.



### OUTCOME

**209M+**

kBtu of  
energy saved

## STAKEHOLDER IMPACT

### EMPLOYEES

Alpen provides a living wage for all employees, fosters familial working relationships, celebrates tenured employees (longevity), and encourages cross-training and skills development for all staff.

### CUSTOMERS + FIELD

Alpen partners with other organizations across the green building ecosystem to advance the field. For many years, Alpen has worked with the Passive House community, who designs buildings that require minimal heating and cooling by using smart design, construction practices, and materials. In 2013, Alpen became the first US window manufacturer to receive Passive House US Heating climate zone accreditation. Over the past eight years, Alpen has supported the Passive House Institute to advance Passive House standards and techniques nationwide.

Alpen is also an active contributor to the Colorado Green Building Guild and a pilot member of the National Fenestration Ratings Council, a nonprofit that administers the only uniform, independent rating and labeling system for the energy performance of windows, doors, skylights, and attachments.

Alpen has been celebrated for its work as a leader in the green building community and was a recipient of Building Green's Top 10 Products for 2020.

# TemperPack



FUND II



## THE COMPANY

TemperPack is a leading provider of sustainable packaging solutions that use advanced, recyclable thermal materials for cold chain packaging applications. TemperPack's core markets include e-commerce, food delivery, and life sciences.

### SDGs:



PRIMARY

SECONDARY

## PRODUCT IMPACT

### PROBLEM

Incumbent cold-chain solutions like Styrofoam® take 500+ years to decompose in landfills and create significant emissions.<sup>1</sup>



### SOLUTION

TemperPack created ClimaCell®, a patented material made from renewable plant-based components and paper that is 100% curbside recyclable, reducing packaging going to landfills. Additionally, TemperPack reduces carbon emissions in manufacturing and transport.



### OUTCOMES

**12M+**

Lbs of single-use plastic diverted from landfill in 2020

**40M+**

Lbs CO<sub>2</sub>e avoided in 2020

## STAKEHOLDER IMPACT

### EMPLOYEES

In October, TemperPack's Women's Network established the Leadership And Development In Executing Success (L.A.D.I.E.S.) initiative to support and empower women at TemperPack through community outreach, webinars, and workshops. The group is inclusive of people of all gender identities.

### COMMUNITY

The TemperPack team has partnered with FeedMore – a member of Feed America and Meals on Wheels America – to collect, prepare, and distribute food to individuals in need. In Fall 2020, 28 members of the team volunteered 112 hours to support a program serving 20,000 meals each week. TemperPack will continue this partnership and be expanding its community outreach efforts.

## ADDITIONAL UPDATES

In 2020, TemperPack has been recognized by many for its environmental leadership. In November, TemperPack was featured in Ellen MacArthur Foundation's Upstream Innovation: a Guide to Packaging Solutions. Earlier in the year, TemperPack was named a finalist in Fast Company's World Changing Ideas.

TemperPack is producing a comprehensive ISO-Compliant Life Cycle Assessment (LCA) to better understand the impact of their products from sourcing through recycling. The results will help the team to identify the greatest impact drivers and further improve their products' total impact.



## THE COMPANY

Envocore works with institutions, government, and commercial clients to modernize by leading lighting efficiency, water efficiency, building envelope optimization, and metering projects. Envocore's work is often conducted as a part of large building efficiency projects managed by energy service companies (ESCOs).

### SDGs:



PRIMARY

SECONDARY

## PRODUCT IMPACT

### PROBLEM

As of 2018, US buildings consumed 40% of the total US energy demand, approximately 75% of its electricity use, and significant amounts of water.<sup>1</sup> Older buildings tend to be particularly inefficient in their resource usage, which further deteriorates as these buildings age.



### SOLUTION

Envocore provides lighting and water retrofit solutions that provide immediate benefits — reducing energy and water consumption — and generate ~35-40% cost savings with a rapid payback period of 5-7 years.



### OUTCOMES

**912M+**

kWh energy saved in 2020

**3.5B+**

Gallons of water saved in 2020

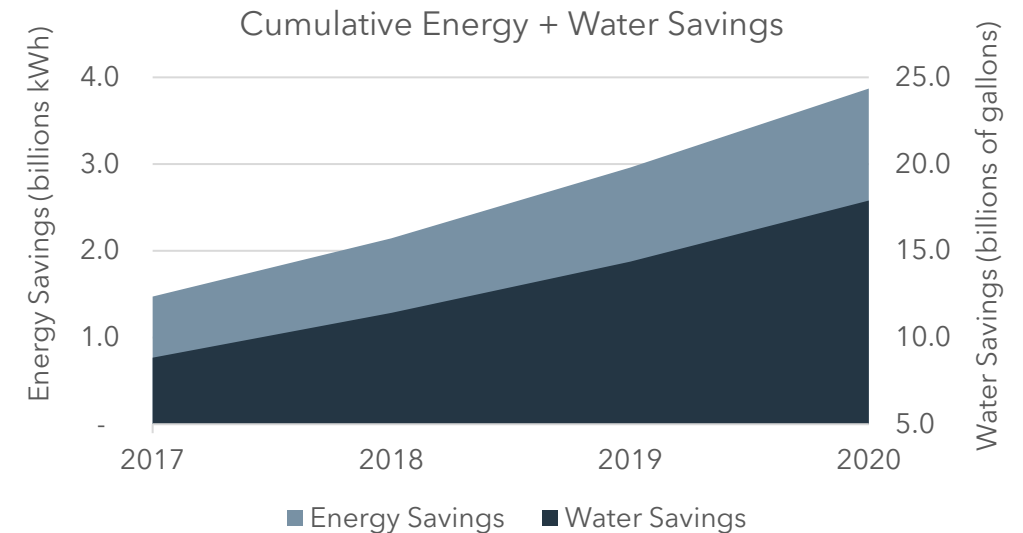
## CASE STUDY

### NATIONAL INSTITUTE OF HEALTH (NIH)

The NIH, the US's largest hospital dedicated to clinical research, which has been instrumental in US research related to COVID-19, has worked with Envocore over the past 16 years to make their headquarters more sustainable.

Recently, Envocore has been working with the NIH to replace 12,441 light fixtures, add 1,646 local occupancy controls, and install controlled dimming systems. This project has provided a rebate of \$400,000 per year with a simple payback period of 3.9 years. The next phase of this project is set to kick off in Q1 2021.<sup>2</sup>

This project, alongside Envocore's other projects, has amounted to more than 3.9B kWh energy and 17.9B gallons of water saved through 2020.



# Shenandoah Growers



FUND I+II



## THE COMPANY

Shenandoah Growers is the largest provider of USDA organic culinary herbs and leafy greens. Shenandoah is constantly innovating and has developed BioFarm vertical farming facilities that allow precision growing, reduce water consumption, and cultivate organic, healthy produce for consumers.

### SDGs:



PRIMARY

SECONDARY

ARBORVIEW CAPITAL

## PRODUCT IMPACT

### PROBLEM

The status quo in farming is inefficient resource use and produce loss at each step from planting to market to table. The long distances our food travels to reach us means damage along the way and shorter shelf life, both of which result in significant food waste.



### SOLUTION

Shenandoah has developed patented and proprietary vertical farming technology that optimizes yields with fewer inputs, reduces water use, decreases food waste, and eliminates fertilizer runoff by using closed-loop irrigation.



### OUTCOMES

**8.1M**

Gallons of water  
saved in 2020

**400K**

Lbs CO2e  
avoided in 2020<sup>1</sup>

<sup>1</sup> Metric is calculated based on food miles and food waste avoided. SGI continues to evaluate net energy consumed/saved for vertical farming as compared with traditional and greenhouse farming methods.

## STAKEHOLDER IMPACT

### EMPLOYEES

Shenandoah has taken many steps to create a positive work environment for all its team members. One example is Shenandoah's investment in healthcare. In 2020, Shenandoah did a review of its healthcare plans across the organization to tailor new plans to employees' health needs. In cases where the cost of plans increased, Shenandoah absorbed the majority of the difference in order to keep employees' contributions constant. Further, the team invested in helping all employees to access these benefits by providing on-site benefit enrollment with translators present, which increased participation.

Shenandoah also enables employees to share in the company's success by providing performance bonuses tied to operational metrics. This effort, piloted in Virginia, has benefited all – increasing pay and company productivity – and will be expanded across the organization.

### SUPPLIERS

Shenandoah has worked to reduce waste in its supply chain by partnering with suppliers to pre-clean and process produce closer to where it is grown. This allows Shenandoah to reduce the quantity of produce lost in transit, making better use of the energy and water used to grow produce, reducing emissions due to food waste, and optimizing the energy used in cooling and packaging.

### CUSTOMERS

Having achieved its goal of providing 100% organic produce to its customers, Shenandoah is now focused on providing food that is grown locally through its next generation USDA-Certified Indoor BioFarms. These efforts not only reduce food miles, but also improve food safety and security for customers.





## THE COMPANY

Rachio brings the smart home outdoors, enabling homeowners to reduce their water consumption. Rachio's smart sprinkler controllers use intelligent, cloud-based software that analyzes weather, humidity, soil type, and lawn conditions to optimize water usage. Rachio also offers Thrive, a natural lawn care treatment, that builds stronger roots, improves soil quality, and reduces fertilizer runoff.

### SDGs:



PRIMARY



SECONDARY



## PRODUCT IMPACT

### PROBLEM

Today, outdoor watering accounts for approximately 60% of household water usage though we often over-water our lawns.<sup>1</sup> Additionally, using traditional fertilizers causes runoff that contaminates groundwater and damages aquatic ecosystems.



### SOLUTION

Rachio's products allow customers to grow healthier lawns, save money, and reduce their environmental footprint. Rachio's smart sprinkler system factors in data on local weather and landscape details in order to optimize watering. Rachio also allows customers to swap synthetic, toxic fertilizers for Thrive, which enables lawns to grow stronger roots, use less water, and reduce harmful runoff.



**OUTCOMES**  
**36.0B**

Gallons of  
water saved in 2020

## STAKEHOLDER IMPACT

### EMPLOYEES

In 2020, Rachio continued its commitment to promote diversity, equity, and inclusion (DEI) by enhancing its Talent Acquisition Policies. Rachio's DEI efforts begin with how Rachio designs its job postings using gender-neutral language, noting location flexibility (e.g., remote options), and highlighting opportunities for flexible work hours to support work/life balance and childcare needs. These openings are posted on multiple platforms, including those which are designed to reach diverse candidates.

Rachio's DEI efforts continue throughout the recruiting process. All Rachio team members who are involved in the recruiting process must pass an unconscious bias and gender pronoun training before reviewing any applications or engaging with candidates. At each stage in the recruiting process, Rachio reviews its talent pipeline and has policies to ensure that diverse candidates are considered through multiple rounds of interviews.

In addition to its commitment to DEI, Rachio has invested in its employees' education by hosting a series of Green Bag discussions across the company. These sessions have covered topics ranging from water inequity, to advancements in consumer packaging, to tactical strategies for how employees can incorporate sustainable practices into their own lives.

### COMMUNITY

As part of their racial justice advocacy strategy, this year Rachio donated \$10,000 to Black Lives Matter and to Black Girls Who Code. These donations are part of a broader set of actions Rachio has taken internally and externally to advance an anti-racist agenda.

(1) <https://www.epa.gov/watersense/statistics-and-facts>

# Vital Farms



## THE COMPANY

Vital Farms was founded in 2007 when Matt + Catherine O'Hayer had an ambitious vision to produce the highest quality, humanely raised food at scale. Today, Vital Farms has a network of family farm partners and is the leading pasture-raised egg brand in the U.S. Vital Farms' purpose is rooted in a commitment to Conscious Capitalism, prioritizing the long-term benefits of all its stakeholders. As of July 2020, Vital Farms began trading on the Nasdaq exchange.

### SDGs:



PRIMARY

SECONDARY



ARBORVIEW CAPITAL

## PRODUCT IMPACT

### PROBLEM

Factory farming emphasizes cost-cutting at the expense of animals, farmers, consumers, crew members, communities and the environment, a model that results in several negative outcomes including poor work conditions and food quality, as well as higher levels of greenhouse gas emissions.



### SOLUTION

Vital Farms is on a mission to bring ethically produced food to the table. Guided by the goal of improving the lives of people, animals, and the planet through food, Vital Farms prioritizes the long-term benefits of its stakeholders and treats them as partners.



### OUTCOMES

**200+**

Family farms committed to organic agricultural practices + humane treatment of farm animals

**2.5M+**

Hens enjoying a life outdoors on pasture, year-round

## STAKEHOLDER IMPACT

### FARMERS

Vital Farms' network of over 200 family farms is the foundation of its supply chain. Vital Farms provides meaningful economic opportunities to its farm partners, as well as continuous support through onsite visits and educational resources.

### CREW MEMBERS

Vital Farms empowers its crewmembers by investing in their financial security, professional development, and overall well-being. Recently, to support its commitment to diversity, equity, and inclusion, Vital Farms partnered with the National Diversity Council to assess and increase diversity across the company.

### CONSUMERS

Consumers trust Vital Farms' products because they are ethically produced and reflect their personal values. Committed to radical transparency, Vital Farms allows consumers to trace their carton of eggs back to the farm on which they were laid.



SEE WHERE YOUR EGGS WERE LAID!

### COMMUNITY AND ENVIRONMENT

Vital Farms has always believed in investing in communities and making environmentally-conscious decisions. In 2020, Vital Farms made monetary donations to 40 non-profits including Feeding America, No Kid Hungry, NAACP Legal Defense Fund, and Boys & Girls Club of America, that are addressing systemic issues such as food insecurity, environmental conservation, children's health, and racial injustice. Vital Farms also donated 15 million eggs, a significant portion of which served communities of color. Finally, Vital Farms updated its recyclable and compostable hybrid egg cartons to use a carbon-neutral lid that saves 25,000 trees annually.



# Portfolio Impact

# Portfolio impact 2020





<b>ENERGY</b>	<b>1.6B</b>	Lbs CO2e saved by Alpen, Envocore, Soupergirl, Shenandoah Growers, and TemperPack
<b>WATER</b>	<b>39.5B</b>	Gallons of water saved by Envocore, Rachio, Shenandoah Growers, and Soupergirl
<b>MATERIALS</b>	<b>12.0M</b>	Lbs of single-use plastic diverted from landfill by TemperPack
<b>FOOD + AGRICULTURE</b>	<b>2.5M</b>	Hens enjoying year-round outdoor foraging at Vital Farms
	<b>200</b>	Family farms committed to organic agricultural practices + humane treatment of farm animals at Vital Farms
	<b>1.0M</b>	Servings of nutritious plant-based meals sold by Soupergirl



# B Impact Assessment / GIIRS Ratings



Fund I	Year	Score	Operations	IBM	Environment
Rachio 	2017	91	★★★	BRONZE	GOLD
	2018	94	★★★	SILVER	PLATINUM
	2019	93	★★★	GOLD	PLATINUM
	2020	91	★★★	SILVER	PLATINUM
Shenandoah Growers <sup>1</sup>	2017	68	Rated	BRONZE	SILVER
	2018	80	★★★	BRONZE	SILVER
	2019	80	★★★	BRONZE	SILVER
	2020	114	★★★★★	GOLD	PLATINUM
Vital Farms <sup>2</sup> 	2015	82	Rated	GOLD	PLATINUM
	2016	72	Rated	BRONZE	GOLD
	2017	81	★★★	BRONZE	GOLD
	2018	109	★★★	PLATINUM	GOLD
	2019	109	★★★	PLATINUM	GOLD

Fund II	Year	Score	Operations	IBM	Environment
Alpen	2020	38	Rated	BRONZE	BRONZE
Soupergirl	2020	38	Rated	BRONZE	BRONZE
TemperPack	2019	79	Rated	SILVER	GOLD
	2020 <sup>3</sup>	100	★★★	GOLD	PLATINUM

<sup>1</sup> Fund I + II

<sup>2</sup> 2020 data to be released on public earnings call

<sup>3</sup> Under final review

# Mapping to the SDGs



*Arborview's SDGs*

## INTRODUCTION

In 2015, members of the United Nations adopted the Sustainable Development Goals (SDGs) – a set of 17 ambitious goals to address the world's most pressing social and environmental challenges by 2030. Since their adoption, the SDGs have become a north star for many, including impact investors.

## OUR APPROACH

In 2020, the Arborview team mapped our portfolio to the SDG targets building on the methodology developed by Mercy Corps Ventures. Our first review focused on evaluating the impact of our companies' products and services. In the future, we plan to review the impact of internal operations as well.

1. Reviewed list of 169 targets
2. Curated list of targets relevant to Arborview's investment thesis
3. Selected relevant targets for each portfolio company
4. Categorized targets as "primary" or "secondary" impact using the Impact Management Project's (IMP) ABC Impact Classes:

- Primary: the portfolio company contributes to solutions (IMP Impact Class "C")
- Secondary: the portfolio company benefits stakeholders (IMP Impact Class "B")

We made this distinction to both emphasize the ways in which we are meaningfully contributing to the goals and to not overstate our contribution.

## RESULTS

See pages 11-18 for portfolio company SDGs and read more [here](#).



# Network Impact

# Network impact



In addition to our efforts to drive impact at Arborview and in our portfolio, we invest in moving the field forward.

## IMPACT CAPITAL MANAGERS

In 2018, we became founding members of ICM, a network of 63+ funds representing more than \$12bn in impact-focused capital. We work with this network to share knowledge, for example in the report *The Alpha in Impact* (right), and a coming piece on impact at exit. We work alongside other market-rate investors to build a more inclusive talent pipeline, to share deals, and collaborate on other impact initiatives.

## IMPACT ASSETS

We have been recognized for our impact in being selected by ImpactAssets as an IA50 fund manager 5 years in a row.

## B LAB + GIIRS

We have been rated top 3 Best for the World Funds by B Lab receiving the highest environmental rating 3 years in a row. Our portfolio companies are GIIRS rated.

