

Impact Report 2025



Foreword

When I started selling chai at London food markets in 2015, the idea was simple: sell a quality product and give refugees a way to build UK work experience and earn a reference. Nearly ten years on, NEMI has grown into something I couldn't be prouder of – a small but mighty team, a new everyday sister tea brand, our Changing Journeys impact programme delivered at two TRAMPOLINE Cafés, a brilliant production site in Somerset, and a network of partners across hospitality and foodservice who believe tea can do more than fill a cup.

2025 was a year of investment and growth. We welcomed our largest team to date, launched TRAMPOLINE Teas – our everyday Organic and Fairtrade range – and brought chai syrup production in-house, so every NEMI and TRAMPOLINE product is now made under one solar-powered roof. We also saw our first programme graduate, Abdul, originally from Syria, move into a full-time role at that same site.

The reason this work matters hasn't changed, but the world around us has. Conflicts in Ukraine, Syria, Afghanistan and beyond have displaced more people than at any point in modern history. Refugees arrive with skills and resilience, and too often hit the same wall: no UK reference, no foot in the door. NEMI exists to chip away at that wall.

Thank you for being part of it.

Pranav Chopra
Founder
NEMI Teas



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Changing Journeys Through Tea

We believe that everyone in the UK, whether refugees or economic migrants, should get the same chance as all citizens to have a decent quality of life and the opportunity to contribute to our society and its development.

In October 2015, our founder, Pranav Chopra, recognised the difficulties faced by refugees to find employment despite having experience and qualifications in their home countries. Determined to make a difference, Pranav set up a business to offer refugees work experience and the ability to gain a UK reference by selling freshly brewed Chai at London food markets. In 2017, this evolved into NEMI Teas, the award-winning social enterprise tea company that you see today.

In 2022, NEMI Teas launched TRAMPOLINE Cafe to deliver our Changing Journeys social impact

programme, serving as a launch pad to help refugees break into the UK hospitality sector through hospitality skills training and employment, or providing a first-step experience on their CV.

In recent years, conflicts in Ukraine, Syria and Afghanistan have led to hundreds of thousands of displaced people arriving in the UK increasing the need for employment and integration opportunities so our mission is as important now as it's ever been.

Proud to be a Social Enterprise

NEMI Teas has been a social enterprise since 2017. Still today, there is little public awareness of social enterprises and we're on a mission to change that.



Awarded Top 100 UK Social Enterprise for 8th consecutive year.

A lot of people ask us why we're not a B Corp. While B Corp is a great certification – like organic for tea – awarded to for-profit companies meeting high standards, we choose to continue to operate as a social enterprise because our entire business model is built from the core to solve a social problem, ensuring we exist for social impact rather than solely for private shareholder value.

The UN Sustainable Development Goals are at the heart of everything we do, with a particular focus on:



People



Changing Journeys

Just as tea travels across borders, so do people. We exist to ensure that journey leads to a safe, dignified and hopeful destination.

We source and sell exceptional organic tea with a simple social mission: that a cup of tea can help change someone's journey in life.

Through our Changing Journeys programme, we work alongside refugees in the UK who face significant barriers to employment, helping them build the skills, confidence and connections they need to find employment or start their own business.

Now more than ever, creating pathways to employment and belonging matters. Conflicts across the world have significantly increased the number of displaced people arriving in the UK in recent years, creating an urgent need for support like ours.

Every cup of NEMI Teas or TRAMPOLINE Teas served – in a café, a hotel, an office – is a direct contribution to our impact.

The challenge

Refugees arriving in the UK often have strong skills, resilience and experience but lack UK work history, references or confidence. Many struggle to secure stable employment, even in sectors facing labour shortages.

Our solution: Changing Journeys Programme

We operate TRAMPOLINE Cafe – a chain of London-based impact cafes that act as a training hub, providing a practical, supportive route into work and a place for refugees to practice their English language and communication skills. This isn't a simulation. It's the industry itself, and it's where journeys begin to change.

How we create impact

Paid work experience in our TRAMPOLINE Cafés

- Accredited barista and hospitality skills training through structured work programmes
- Mentorship and progression into partner cafés, hotels and caterers
- London Living Wage for all employees

Referral Partners

Our trainees are referred to us from our wonderful charity partners including;

The Hotel School, Derbyshire Refugee Solidarity, Groundwork, Baobab Survivors, Breadwinners, Hestia, HIAS and Micro Rainbow.

Bounce

Three days of introductory work experience in customer-facing foodservice

- A real-world snapshot of life in the foodservice industry
- 12 hours of 1:1 hands-on training
- Builds confidence, soft skills and a sense of accomplishment
- Counts as CV experience, with NEMI available as an employer reference
 - A stepping stone toward our JUMP program or entry-level employment

Jump

One month of paid work experience at London Living Wage

- SCA Barista Skills Foundation with Bloom Coffee Academy
- NEMI Teas masterclass
- Level 2 Food Hygiene & Safety certification
- CV writing & interview coaching
- Pathway to employment through our employment partner network

Employment Partners

Our key employment partners who have pledged to support our trainees with employment opportunities including Pret, Houston & Hawkes, ISS and Thomas Franks.

Everyone who chose to work with us in 2025 contributed to:

When you partner with NEMI, you support:

- Fair employment
- Social mobility
- Inclusion in society
- Long-term career progression

x19

Refugees supported directly through training and mentoring

2,302 hours

Worked by refugees who were part of our programme

£34,669

Earned directly by refugee staff

£1,001,243

In government savings by moving individuals into work

x12

Different nationalities supported:
Syria, Iran, UK, Ukraine, Ethiopia, Uzbekistan, Eritrea, Jordan, Hong Kong, Congo, India, Sudan, Somalia.

£16,000

Donated to The Hotel School

90%

Of staff employed at TRAMPOLINE Cafes are refugees

£48,187

Re-invested

TRAMPOLINE

Angel, London



Royal College of Nursing, London



After five years of employing and training refugees at our first TRAMPOLINE Café, it has now evolved into a launchpad for refugee entrepreneurship. In October 2025, we transitioned the site by handing the keys to Yogi, a graduate of our programme from Colombo. He has transitioned the space into a Sri Lankan café and restaurant, operating as a highly rated foodie spot at 27 Camden Passage, London N1 8EA. Serving up his highly-praised Sri Lankan thali, authentic mutton rolls and more, Yogi has garnered quite a following.

Refugee entrepreneurs already contribute over £520 million to the UK economy. With proper support, researchers estimate that could grow to £5.1 billion — founders building community wealth, not just surviving on low wages. [TERN, 2025]

In August 2025, we marked our second TRAMPOLINE Café's first birthday celebrating an incredible year of impact made possible with the support of Seasoned Catering and The Royal College of Nursing.

We honoured our partners and graduates, reflecting on how we all champion food and drink with purpose, and we're excited for continued growth and potential new TRAMPOLINE cafe openings in 2026!

Help us scale — If you have an idea for a new TRAMPOLINE Café site as part of a joint venture get in touch

Quotes from our Bounce & Jump graduates

“I’m now more confident and excited to work in a cafe, thanks to TRAMPOLINE.”

Binyam, Eritrea

“The proudest moment for me while learning at the cafe was when I made my first perfect latte art.”

Walla, Jordan

“After my time at TRAMPOLINE Cafe, I feel more confident as a barista and will help me launch my coffee project called Women in Coffee.”

Anna, Ukraine

“It helped my confidence a lot. Before, I was shy. Now I feel better talking to people and trying new things. I believe in myself more now.”

Jomohor, Iran

“My favourite part was practical practices on steaming milk & making drinks with latte art.”

Wing, Hong Kong

“TRAMPOLINE helped me build my confidence by talking with customers.”

Julia, Congo



The Collective

Every corporate caterer, hotel, café and workplace in our Collective helps us open doors for refugees building new lives in the UK.

The businesses who choose NEMI Teas and TRAMPOLINE Teas aren't just buying tea; they are our partners in impact. In choosing quality organic tea with a social mission behind it, they don't have to choose between quality and purpose. They get both.

In 2025 we were delighted to welcome Fika Catering, Macquarie Bank, Herbert Smith Freehills and FORA to our impact collective, and we retained partners who have supported us for many years. You know who you are, long may our relationship continue.

To every member of our Collective – thank you. This impact is yours too.



Nationwide Building Society

Nationwide has been a customer since 2022. As a member of Social Enterprise UK's Buy Social Corporate Challenge, their commitment to social procurement is more than a policy – it's a practice.

Across all their sites, Nationwide's tea purchasing in 2025 has generated real, measurable impact: 2,084,100 plastic-free teabags composted alongside food waste rather than sent to landfill, 683 kg of organic tea consumed, and 244 hours of training delivered to refugees through our TRAMPOLINE cafes. Their support is a powerful example of how everyday purchasing decisions – a cup of tea at your desk – can add up to something much bigger.

Accor Hotels, TRIBE AND HYDE

Accor's 'Hosting Change' sustainability roadmap focuses on eliminating single-use plastics, advancing social mobility, and turning responsible procurement into shared value.

Our partnership with TRIBE hotels across the UK and Europe, and HYDE Hotel London, puts NEMI at the heart of that agenda. In 2025, the hotels diverted 166,200 teabags from landfill, served 505 kg of organic tea, and generated 96 hours of refugee training through our TRAMPOLINE Cafes, proof that ambitious sustainability targets and genuine social impact go hand in hand.

"Partnering with NEMI Teas allows us to deliver a world-class experience that reflects our commitment to social responsibility. It's a small change that makes a real difference for both people and the planet."

TRIBE Hotel

Our Team



We are powered by a small, like-minded team united by a genuine belief that business can and should be a force for good. It's what draws people to us, and it's what keeps us going. In 2025 we've grown meaningfully to the largest team we've ever had, welcoming a number of key new senior role hires: Dale Bentley, Head of Growth & Impact; David Ryan, Growth Director; Jane Middleton, Warehouse Manager; and Claire Pearson, Managing Director—each bringing new depth and expertise to our work from the foodservice and impact-led business world.

We also believe in inspiring the next generation of leaders. In 2025 we hosted six interns, partnering with CEA CAPA an organisation who co-ordinate international study and internship programs for university students. Their placement opportunities allow students to gain hands-on experience while earning academic credits. Thank you to CEA CAPA and all our wonderful interns for your support.

Environment



In The Cup

At NEMI Teas, all our teas are 100% Organic, that's one of our non-negotiables along with exceptional flavour. Every organic tea we source must sing in the cup and do right by the people who grew it and the land that nurtured it.

We work with a carefully chosen network of growers and partners who believe how a product is made matters as much as what it is. Our suppliers are selected for agricultural excellence and alignment with our values: fair pay, safe conditions, environmental stewardship, and genuine commitment to their communities.

Our sourcing philosophy begins with a straightforward conviction: the tea in your cup should be good for the people who grew it, the land it came from, and the planet we all share. Rather than relying on any single certification scheme – because no single scheme covers everything that matters – we deploy a deliberate combination, selecting whichever certification or combination is most meaningful for each tea, each origin, and each farming context.

In 2025, 52% of the teas we sold came from a single-estate farm in Rwanda. Concentrating our spend on five of our blends with one group of farmers gave them more financial stability.



We source teas, herbs and spices from Rwanda, China, Egypt, Croatia, South Africa, Thailand, Sudan, Malawi, Kenya, Nigeria, Germany, Japan UK and India.

26,985kgs of organic tea sold in 2025

Certified, and accountable

Certification is the floor of our sourcing standards, not the ceiling. We build direct, long-term relationships with our supply chain partners, relationships that allow honest conversation, shared improvement, and accountability in both directions. Certifications give us independent verification; relationships give us context, trust, and the ability to go further.

Our business is certified:



Organic – Protects workers from agrochemical exposure and safeguards soil, ecosystems, and waterways.



Rainforest Alliance – A rigorous environmental and social audit covering forest cover, water, carbon, and labour rights across the whole estate.



Fairtrade – A minimum price floor plus a community premium, democratically governed and funding schools, healthcare, and clean water where our tea grows.

Introducing TRAMPOLINE Teas

In 2025 we launched our sister everyday brand TRAMPOLINE Teas with Organic and Fairtrade certification across the entire enveloped range. This was not the easiest path, certified organic and fairtrade ingredients cost more, and combining both certifications narrows the pool of available supply, but it was the right thing to do.

The mainstream tea market has long operated on a paradox: consumers increasingly want to make ethical choices, but the products presented to them at scale rarely make that easy. Ethical credentials have tended to be either absent, buried in small print, or confined to premium niche offerings that never reach the majority of buyers.

Our TRAMPOLINE range closes that gap. Genuine social and sustainability credentials, without a premium price tag. The name says it: a range designed to spring communities upward – growers, workers, and the refugees whose hospitality training we support.

TRAMPOLINE Teas leads with bold colour, movement, and joy. This is a category that should feel alive.

- Fully recyclable outer packaging and envelope
- Plastic-free, home compostable, unbleached tea bags
- Printed with water-based inks
- 100% Organic certified tea
- 100% Fairtrade certified



Houston and Hawkes

The first partner of ours to back TRAMPOLINE Teas our new everyday range was Houston and Hawkes, B Corp. The independent caterer was already stocking our NEMI Teas range, when they decided to enhance their everyday offering by adding our new range. In December 2025, one of their major UK Business and Industry clients swapped all their free-issue mainstream tea for TRAMPOLINE. This provided just the launchpad we needed for others to be inspired by the switch and follow suit.



Planet



Climate Journey

In a milestone for our climate journey, we received SBTi recognition for our science-based commitment to zero Scope 1 and 2 emissions through 2034, with a clear mandate to measure and drive down Scope 3 emissions from a 2024 base. As we deepen our understanding of our full carbon footprint, this foundation will inform the next chapter of our climate strategy.



100% of our finished goods are now made in Somerset

In December 2025 we brought chai syrup production in-house, where we already pack and ship all our tea from. A big operational step, and one of the easiest sustainability calls we've made.

Producing in-house also gives us direct control over quality, consistency, and how quickly we can innovate. The team can refine recipes, trial new spice blends, and act on customer feedback agilely.

Our commitment to packaging

Packaging is never an afterthought at NEMI. Every material is chosen against one question: what's the most responsible option available to us that maintains the freshness and quality of our teas? Where the market allows, our range is compostable, recyclable, or reusable. Where trade-offs are unavoidable, we make them transparently and keep working to improve.



What changed in 2025

Two changes shaped our packaging footprint:

- The launch of TRAMPOLINE Teas, our new everyday range, with home compostable unbleached teabags and paper envelopes
- Moved our wholesale packaging from a hard-to-recycle multi-laminate to polypropylene (PP), a mono-material that can be collected through soft plastics recycling

Plastic-free teabags and envelopes

Our NEMI pyramid teabags are made from NeoSoilon, a plant-starch material certified to EN13432 – the European standard for industrial compostability. In a commercial composter at 58°C, 90% of the material breaks down within six months. Paper tags and organic cotton strings are bonded with ultrasound – no glue, no staples, no hidden plastics. TRAMPOLINE pillow teabags meet the same plant-starch standard.

Our NEMI envelopes use natureFlex, a cellulose film made from sustainably sourced wood pulp, printed with

vegetable ink and sealed with water-based glue. The whole envelope, ink included, goes in the food waste bin. TRAMPOLINE envelopes use unbleached paper with vegetable ink – home compostable.

Every cup counts

Most conventional teabags contain up to 25% polypropylene to heat-seal them shut. At our volumes, switching to NeoSoilon means tonnes of plastic that would have entered landfill, food waste, or waterways are instead composted into organic matter.

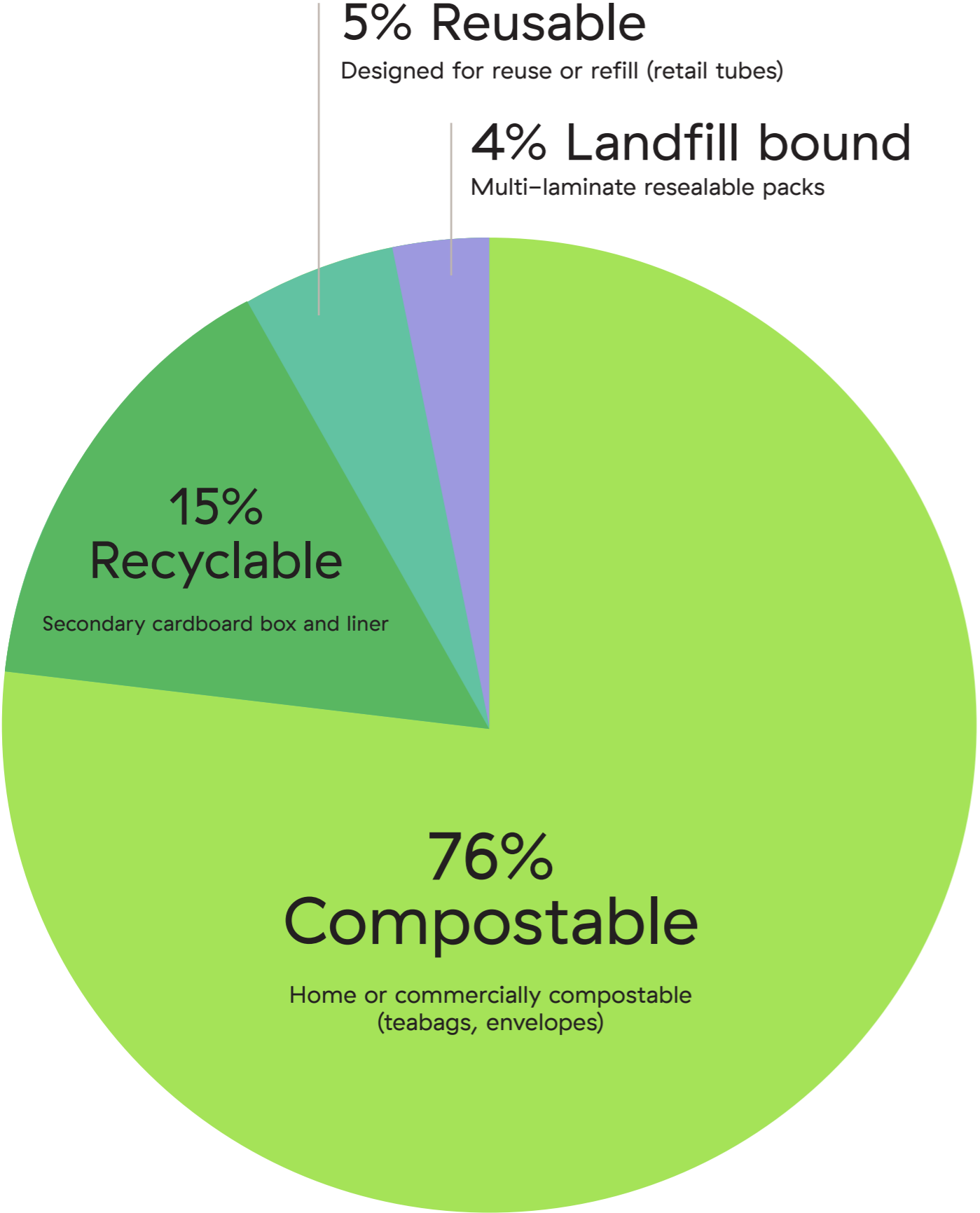
- Every NEMI teabag and envelope diverts an equivalent weight of plastic from the waste stream
- Plastic that would persist for centuries is replaced with material that breaks down in six months

Beyond the teabag

All NEMI cardboard is sourced from FSC-certified forests and printed with vegetable ink. Tubes, retail boxes, and our water-based-glue paper tape are home or commercially compostable. The transparent window in our tubes is NatureFlex, the same cellulose film as our pyramid envelopes.

In 2025 – 11,570,200 teabags were diverted from landfill by being composted with food waste.

Packaging Footprint



Every percentage point represents a conversation with a packaging partner, a reformulation, a compromise examined and re-examined – and a decision to do better.

Where we use plastic – and why

A plastic pouch in an otherwise compostable range raises questions. Late in 2025 we decided to move our wholesale packs from a multi-laminate pack material to polypropylene (PP). Multi-laminates fuse different materials together and are very hard to recycle. PP is a mono-material, easier to collect through soft plastics recycling and rebuild into new packaging.



Why not compostable?

Our resealable wholesale packs hold larger quantities for frequent use, and need a material that locks out moisture, oxygen and light. Compostable films are brilliant for single-serve packaging but can't match that over a long shelf life. Fresher packaging, staler tea, not a trade-off we'll make.

Why not recycled plastic (yet)?

Two blockers: old plastic can carry traces of what it used to hold (non-food bottles create a food safety risk), and food-grade recycled plastic is in short supply and expensive. Chemical recycling – which breaks plastic back to its building blocks and rebuilds it as food-safe material – is improving fast. When it's viable at scale, we'll switch.

Packaging is a work in progress – for us, and for the industry. We report on it openly because accountability matters.

Beyond The Teacup

Awards aren't why we do what we do but external recognition tells us we're being measured against the right standards, by people outside our own walls, and that the impact we're aiming for is being noticed.

In 2025 we were proud to be:

Awarded

- SEUK Top 100 List
- Footprint Drinks Sustainability Award – Social Impact Award



Shortlisted

- Institute of Hospitality DEIB Award
- FDF Awards – Community Partner
- Foodservice Catey Awards – Supplier Excellence Award
- Social Enterprise Awards – D&I Award

Thank you to every customer, partner, and team member who made these possible.

Sharing Our Mission

In 2025, we took every opportunity to share our story and inspire others to think differently about business. From podcasts and panel discussions to activations at our workplace clients, we brought our mission to life beyond the teacup. We were proud to be featured in The Conduit's Impact Report and celebrated alongside their community at their Impact Celebration – recognition from one of London's leading hubs for responsible business. We also joined Impact Hub's Health Incubator Programme as part of their Ecosystem Talks in December 2025, contributing to conversations about how social enterprises can drive systemic change. Each of these moments reinforced what we believe: that a cup of tea can be a catalyst for something much bigger.



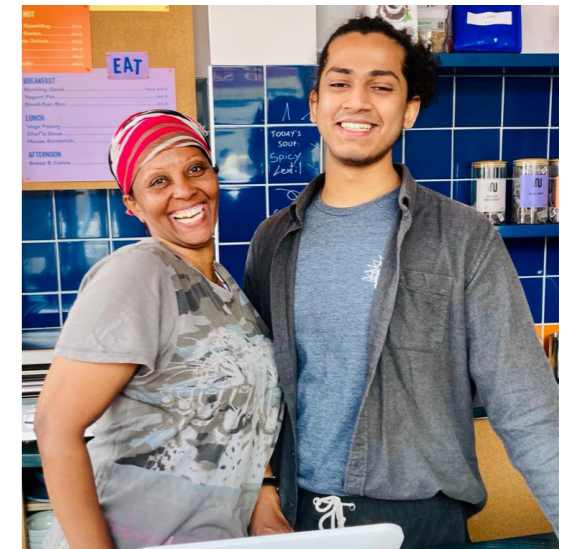
What's Next

In 2026, we will:

- Train and employ more refugees through the BOUNCE and JUMP programmes at our TRAMPOLINE Cafes – aiming for an 150% increase on 2025
- For the first time, open our programmes to people seeking asylum, who are often the people most in need of structure, skills and community
- Launch our barista foundation qualification partnership with BLOOM Coffee Academy – a fellow social enterprise founded by our friends at FIKA Catering
- Work towards opening a new TRAMPOLINE Café with a partner, expanding our hands-on training footprint
- Keep evaluating the latest in sustainable packaging
- Keep pushing other businesses to hire and invest in refugees through speaking, partnerships, and the example we set

All of it comes back to one thing: why NEMI exists, and why this work matters more now than ever.

If you'd like to be part of what comes next, please get in touch.



Thanks

To everyone who's part of our journey
– one brew at a time.

Most of all, to the refugees we
support – your courage, talent, and
hospitality are why NEMI exists, and
you inspire us every single day.

To the farmers who grow our teas. To
the partners who help us source and
supply them. To the customers who
stock and serve them. To the people
who drink them every day. To our
impact partners, our non-executive
board, and the advocates who carry
the story further than we could on
our own.

You make this work possible. Every
cup is a vote for a fairer, more
thoughtful tea industry – thank you
for casting yours with us.



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