**Background**

What does compostable really mean?

Our coffee pods are made of biodegradable bioplastic, while the lid is made of PLA and paper. Grind at Home is also 100% plastic free. Our tins are recyclable, and our pods and packaging are certified compostable or recyclable.

Our pods take six weeks to break down in industrial compost, but do take longer in home compost. In our home composting tests we found the pods decomposed in just over 12 weeks, however this can vary as your home compost, like you, is completely unique.

Is your coffee organic?

The coffee we use in our compostable pods, and that's available online, is organic. In-store, lots of our coffees are organic, but not all of them. It's very difficult to register for the certification, and lots of the farms we work with are too small to afford the certification. Almost all of these farms are family-run - with many existing for several generations - meaning that sustainability is core to their livelihood.

Is your coffee Fairtrade?

We work directly with farms around the world and pay them far above the "Fairtrade" price, typically around double. For us it's about 'trade, not aid' and by paying a fair price for some of the world's best coffee, and encouraging farmers to focus on quality, not quantity, we are building long term sustainable partnerships that benefit everyone involved.

**Questions for Methodology**

**Title:Why SMEs are adopting CSR**

1. Is CSR(corporate social responsibility) beneficial to your business? Why? How?
2. You are CSR focused but do you have the funds to continue?
3. Has CSR been profitable for you? If not why do you do it?
4. Are you doing CSR as a passion ? A pressure from government and NGOs or for your companies identity(perception)?
5. Are you planning to differentiate yourself from other businesses with your products and services?
6. Statistics show CSR is not profitable in the UK has this been true for you?
7. Would you consider yourself unique because of CSR?
8. Are you focusing on CSR because of the money or for the community?
9. .Do you ever have to choose between business and ethics ?
10. Have more stakeholders associated with you because of CSR?