

IMPACT REPORT
2023
2024



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Commitments

01 Message from our CEO

Welcome to our 2023/2024 impact report. It's a great chance for us to reflect and share how we have used our business as a force for good over the past year.

The resource and waste industry saw significant changes last year. Packaging extended producer responsibility (EPR) submissions started alongside ongoing PRN submissions. The introduction of the 'Simpler Recycling' policy has been announced for 2027.

Ecosurety evolved, too, divesting from WEEE and battery compliance to focus on investing in our packaging EPR data offering, where we can make the biggest positive impact.

Despite this busy backdrop, we continued to make an impact beyond compliance. This report summarises our progress. A few of my highlights:

We made significant progress with the **Flexible Plastic Fund**, launching nine kerbside collection pilots in preparation for Simpler Recycling. We launched the first AI platform enabling supermarket

chains, such as Aldi, to track the journey of their flexible plastics. This provides much-needed transparency and confidence on their recycling journey.

We **re-certified as B Corp** after 18 months of hard work with an improved score, demonstrating how serious we are about driving up our sustainability agenda.

We became a **Silver Carbon Literate Organisation**, by training 60% of our staff in Carbon Literacy and delivering training to our members to spread awareness and encourage climate action.

These are just a few examples of areas we've impacted last year. We hope you enjoy discovering our other initiatives and results. We could not have done this without our dedicated team and the trust and confidence of our members. Thank you for your unwavering support.

Let's continue to accelerate change towards an environmentally and socially sustainable world.

Will Ghali, CEO



We became a Silver Carbon Literate Organisation, by training 60% of our staff in Carbon Literacy and delivering training to our members to spread awareness and encourage climate action.

02

Feedback on 2023 commitments



Planet



We said: Explore innovative ways to reduce the environmental impact of our members' products and packaging

We did: We developed an accredited 'Carbon Literacy for the packaging sector' course and delivered it to over 25 members to raise awareness of carbon costs and encourage action.

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We said: Seek opportunities to facilitate the transition away from single-use packaging to refill and reuse systems

We did: We promoted refill and reuse through the Bristol Refill Return Cup and the #What'sYourHack awareness campaign which reached people over 3.4 million times.

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We said: Reduce our carbon footprint versus the 2022 baseline in our path to net zero by 2023

We did: Our CO2e emissions have increased by 36% compared to 2022. This is a setback due to our company growth, but we are working hard to get back on track.

Community



We said: Join forces with like-minded organisations to maximise our impact in accelerating the transition to a circular economy

We did: We hosted the first Ecosurety Glass Conference, gathering over 25 experts, including recyclers, producers, and retailers, to discuss improving sustainability in glass packaging.

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We said: Encourage more organisations around us to use business as a force for good

We did: We spoke at the 2024 Festival of Sustainable Business, sharing the benefits and routes to becoming a B Corp to over 200 attendees.

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We said: Ramp up our volunteering days used, with a focus on mentoring younger generations

We did: We spent 668 hours volunteering in 2023 - an impressive 128% increase from 292 hours in 2022! In July 2023, we spent six sessions mentoring students from Bristol Cathedral School.

People



We said: Increase uptake of learning and development resources

We did: We conducted bi-monthly sessions for managers as well as monthly internal training for everyone. We also supported a wide range of individual training requests to facilitate personal growth.

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We said: Deliver on our equality, diversity and inclusion action plan

We did: We trained our staff to be aware and empowered to flag any discrimination in the workplace. As a result, we identified opportunities to make our interview process more inclusive.

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We said: Organise and foster regular wellbeing activities

We did: In addition to our wide range of regular wellbeing activities, we offered employees financial wellbeing webinars with HSBC.

PLANET



**Environmental sustainability is at the heart of everything we do.
We're always looking for new ways to increase our positive impact on
the environment, preserving and protecting it for future generations.**

03 Accelerating Carbon Literacy

In 2023 we rapidly accelerated our Carbon Literacy journey!

Carbon Literacy is an awareness of the carbon costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.

The **Carbon Literacy Project** certify people and organisations via their participation in a brilliant day of learning about climate change.

Last year we:

- Created an accredited 'Carbon Literacy for packaging sector' course
- Trained four team members as Carbon Literacy trainers
- Trained and certified over 60% of our team
- Trained 25 members, with a first session for the 2023 Carbon Literacy Action Day
- Achieved Carbon Literate Organisation Silver accreditation

Wide-ranging commitments were made by our team following the training sessions, including considering carbon at board level, expanding our carbon analytics expertise, reducing the carbon impact of data services, and scoping the carbon impact of suppliers.

▶▶ What's next?

We're really excited about these fantastic results and the amazing feedback we've had so far. We're committed to supporting the Carbon Literacy Project, improving our organisation accreditation, completing more carbon reduction actions and training even more of our team and packaging producers!

Interested in our course? ▶▶



04 Transforming UK flexible plastic recycling

The Flexible Plastic Fund (FPF) FlexCollect project is over halfway complete! A total of nine UK local authorities are now participating in the project.

In January 2024, FPF FlexCollect released an Interim Report showcasing promising results from seven local authorities which then covered around 30,000 UK households.

These insights are crucial as the UK prepares for mandatory kerbside collections of flexible plastic packaging by 2027.

[Download the Interim Report](#) ➡

Overcoming challenges

Flexible plastic collections have been seamlessly added to existing services, households are satisfied and participation rates are good. Despite challenges like policy uncertainty and complex logistics, the project has navigated them successfully.



“These initial results are an encouraging proof of concept for further rollout and expansion of capacity. Learnings from these pilots are critical to help the UK plan for the implementation of Simpler Recycling.”

Gareth Morton, Ecosurety Discovery Manager and FPF Representative

Aldi pioneer recycling transparency

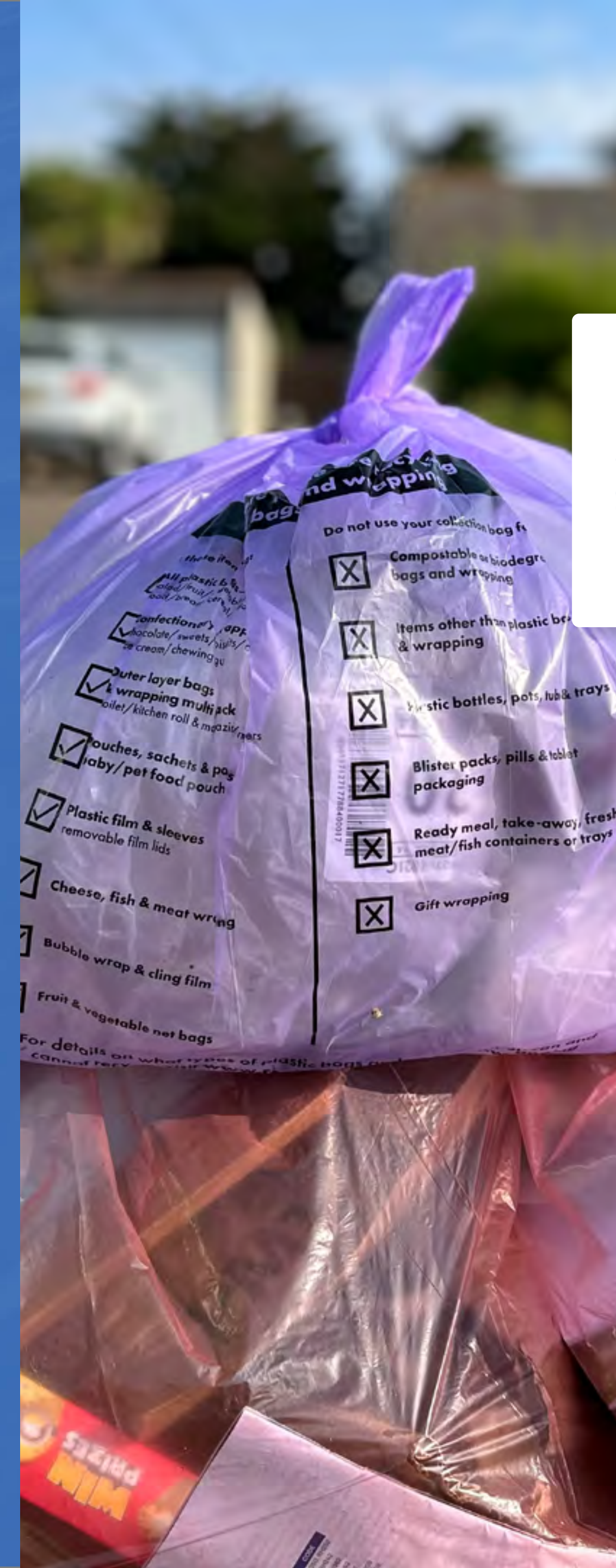
The FPF and **Aldi UK** have joined forces to trial an innovative online system that independently tracks the recycling journey of flexible plastic from in-store collection points to the recycler.

Flexible plastic collected from Aldi is tracked and verified using an advanced AI system. It details how much plastic is collected, sorted, and what it's turned into. Aldi gets funding from the Flexible Plastic Fund for every tonne of plastic verified as recycled.

A recycling milestone!

In February 2024, Aldi proudly received its first certificate confirming flexible plastic recycling had taken place. We are thrilled to enhance the transparency of Aldi's system, ensuring accountability and visibility throughout the entire recycling process.

[Read the full story](#) ➡



05 Our journey to net zero

We set an ambitious target to become net zero by 2030 across all scopes, 1, 2 and 3, because we should all increase our efforts to fight climate change, and we want to lead by example.

Our 2023 carbon footprint

In 2023, our CO2e emissions have increased by 36%. Whilst our scope 1 emissions are now down to zero, our scope 2 and 3 emissions have increased.

As a growing business, we knew that reducing our carbon emissions would be difficult, and this setback confirms it.

Room for improvements

Our scope 2 emissions increased by 33%, mainly due to staff growth and increased office attendance, which led to more electricity and heat use. We won't discourage staff from attending the office, as it fosters collaboration, boosts wellbeing, and builds social capital. Instead, we will track how we can optimise energy usage. We already identified inefficiencies with the

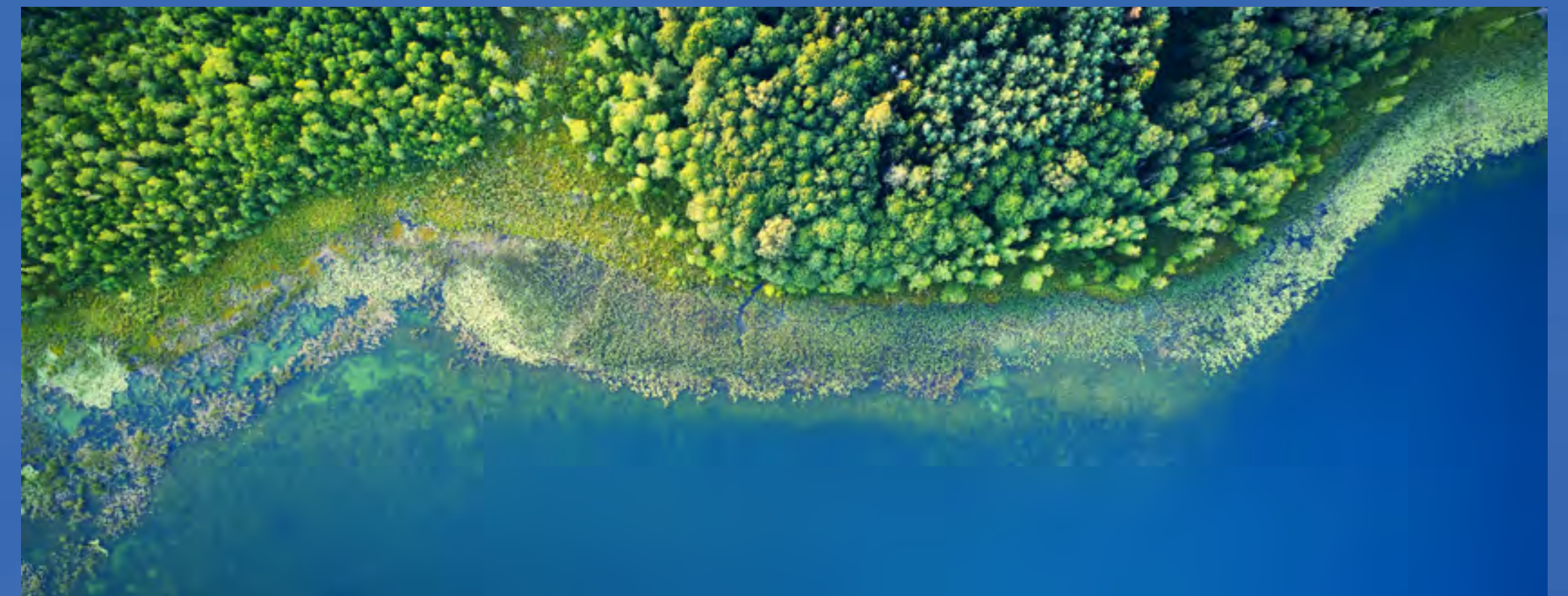
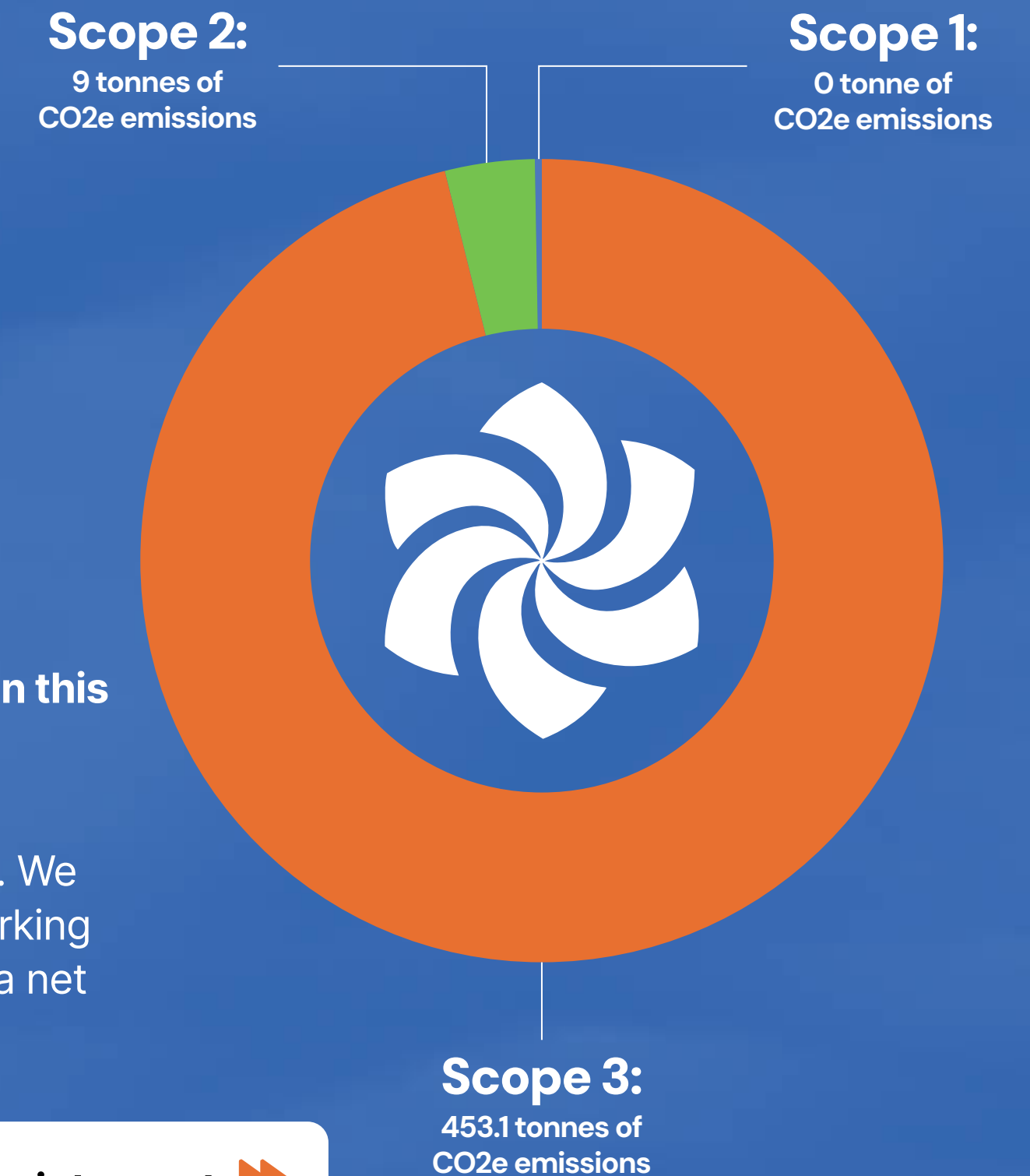
heating and cooling when the office was unattended, which have been addressed mid-year and should help reduce our scope 2 emissions in 2024.

Our scope 3 emissions increased by 36%, with WEEE & batteries collections, employee commuting and business travel as the main drivers behind the emissions growth. As we divested from WEEE and batteries compliance, emissions from collections have been removed going forward. We are working hard on reducing emissions from the other categories, including our main emissions hotspot, which is 'purchased goods and services'. This is the category we cannot tackle on our own. To significantly reduce these emissions, we need the cooperation of our suppliers to track, communicate and set reduction targets for their scope 1 and 2 emissions, so that we can all move in the right direction.

Working closely with our suppliers on this is a top priority for us to achieve our 2030 target.

We have lost a battle, but not the war. We stand by our commitment and are working hard to get back on track to become a net zero business by 2030.

Request a copy of our carbon footprint report ➔



COMMUNITY



Together we can achieve more! That's why we love connecting people and projects across the recycling industry to exchange ideas, collaborate, and make lasting, impactful change.



Ecosurety as a force for good



B Corp recertification with score uplift

We’ve been a **B Corp™** since 2020, valuing people and planet at the same level as profit. We recently recertified with an improved score of 100.2, from 83.8 in 2020. This 20% uplift exists thanks to the hard work of our team to progress in four out of five B Corp Impact Area Pillars: Workers, Community, Customers and Environment.

B Corp is a journey, not a destination. We will continue to use this framework to help improve our sustainability and to always find better ways to make a positive impact.

[Explore our recertification journey](#)

Our improved 2024 B impact score



Inspiring others to act

Being a B Corp in a small community of like-minded businesses is not enough. We need more organisations to join the movement and use their business as a force for good. We need to increase the number of purposeful organisations to accelerate the change towards an environmentally and socially sustainable world.

That’s why we promote B Corp month every year to inspire others to join us. This year, we shared our experience and tips at the **Festival of Sustainable Business** in the session 'B In the Know: The Routes and Benefits to Becoming a B Corp' with the Bristol business community.

Lobbying for change



We joined the **Better Business Act** coalition alongside 2,500 other businesses.

The mission of this campaign is to change Section 172 of the Companies Act to ensure every company in the UK aligns their interests with those of wider society and the environment.

We made this change in our articles of association in 2019. We believe it should not be a choice but an obligation for a business to do good for society and the environment. That’s how we can collectively build a cleaner, greener and fairer future for all.

[Learn about the Better Business Act](#)

7 Championing refill and reuse

Bristol Refill Return Cup Scheme launch

On World Refill Day 2023 we celebrated the successful launch of the **Bristol Refill Return Cup Scheme** pilot. Thanks to the support of the Ecosurety Exploration Fund and the leadership of **City to Sea**, the first-ever returnable coffee cup scheme of its kind was launched in Bristol.

This pilot provided valuable insights into customer perceptions and motivations and due to its success, also paved the way for expansion to three campuses at Bath Spa University. The project will also launch in Cardiff in September 2024 working with Cardiff BID and 15 cafes in the region.



The future is returnable

In November 2023, the project shared a blueprint for starting and running an effective cup return scheme. It offers valuable guidance for organisations looking to move from disposable, single-use coffee cups to circular, returnable systems.

[Download the blueprint](#) ➡

#WhatsYourHack?

Many people want to embrace refill and reuse, but a key barrier is forgetting to bring reusables when leaving the house. 69% of people own a reusable coffee cup, but recent polling shows that 32% of people intend to use a reusable but don't have it with them, at least once a week.

To encourage commuters to remember their reusables, we joined forces on a campaign with **Bunzl plc** and **Hubbub**, sharing hacks for how to incorporate reusables into our daily routines.

The campaign reached people 3.4 million times, and the YouTube video got 1.3 million views! 70% of those asked said the video made them more aware of the benefits of using reusables.

[Watch our campaign video](#) ➡

Electrical repair and reuse

The Fixy project, supported by the Ecosurety Exploration Fund, released its 2023 Impact Report, celebrating success in Somerset and ambitious expansion plans.

The Fixy mobile project pilot, operating from May to December 2022, passionately promoted electronics repair and reuse.

Engaging over 2,800 participants, the initiative encouraged a 19% growth in local repair groups and facilitated the donation of 1,433 smart tech items. An impressive 83% of participants expressed they had a stronger commitment to repair, with 68% saying they are more likely to purchase refurbished goods in future.

[Explore the Fixy blueprint](#) ➡

08 Employee volunteering

Inspiring future generations

In July 2023, we welcomed 14 Year Nine students from Bristol Cathedral School to participate in a mentoring programme with a team of our dedicated volunteers. Over six sessions, our team shared their career journeys, knowledge and skills, and facilitated discussions about employment barriers, resilience, and employability.

The students brought incredible energy. It was also a fantastic opportunity to raise awareness of environmental issues directly with them and encourage them in their career goals and aspirations.

After the sessions

100% **85%**

of the students reported learning more about career pathways

felt more confident in themselves and their abilities.

Planting 2023 trees in 2023

To celebrate 20 years of Ecosurety, 45 of our team spent their volunteering days planting 2,023 locally grown native species trees at Green Heart Farm in Bristol.

We joined forces with **More Trees BANES** and **Forest of Avon Trust**, who supplied the trees and assisted us with some of the planting. The days were a fantastic dedication to conservation, and a great opportunity to join forces with our local community to make a difference.



It is such a privilege for me to be able to spend time with my wonderful Ecosurety colleagues, volunteering our time to plant native species trees locally to make a small positive impact on the environment in the same week that COP28 ends."

CEO Will Ghali

[Read our news story](#) 



09

Collaborating for change



Seamless packaging data reporting

We've worked with industry partners (Dsposal, Open Data Manchester, OPRL and RECOUP) and over 200 stakeholders across the packaging value chain to create the free-to-use Open 3P Data Standard for packaging and support its uptake.

The standard aims to help everyone in the packaging value chain to easily collate and share standardised packaging data with

one another, and with regulators and other government agencies.

With EPR requiring organisations to gather and report more data about their packaging, this standard helps to simplify and speed up this process throughout the supply chain. It brings more consistency and transparency to data put on the market and has the potential to support and accelerate wider change towards a UK circular economy.

[Learn about the Open 3P Standards](#) ►

Increasing aluminium recycling

There is still confusion from consumers surrounding aerosol recycling, with many barriers hindering proper recycling. To tackle these challenges head-on, **Alupro**, the aluminium packaging recycling organisation, launched the ambitious 'Roadmap to increasing UK aerosol recycling' - a strategic vision to revolutionise aerosol recycling.

We were delighted to contribute to this roadmap, as part of the Aerosol Recycling Working Group, with representatives from the **British Aerosols Manufacturing Association** (BAMA), brand owners, recyclers and other industry experts.



Future solutions

Proposed solutions include:

- Improving recycling data quality
- Ensuring consistent kerbside collections
- Investing in new pathways to treat non-empty containers
- Increasing consumer education through standardised labelling
- Improving the overall design of aerosol containers to optimise the value in recycled materials.

[Read Alupro's roadmap](#) ►



PEOPLE



The positive impacts we make are only possible by bringing the right people together. It all starts with our passionate and dedicated team and a culture where everyone feels supported and valued.

10 Wellbeing highlights

Our 2023 calendar featured a variety of wellbeing events aimed at supporting the health and happiness of our team:

- **Little Dreams Consulting** shared expert advice on helping children sleep
- HSBC's financial wellbeing sessions equipped us with tools to navigate the rising cost of living sustainably.
- Our wellbeing team led impactful talks on Time to Talk Day, Mental Health Awareness Week, and World Mental Health Day, fostering open dialogue and understanding.
- Weekly yoga sessions during Stress Awareness Month provided time for relaxation and mindfulness.
- Our Wednesday Walks returned, offering biweekly opportunities for outdoor activity and socialising throughout the summer months.

The wellbeing of our team is crucial and we are always looking for new ways to maintain a

supportive and healthy work environment where everyone can thrive.

Mental health awareness

During Mental Health Awareness Week 2023, our dedicated wellbeing team organised an inspiring lunchtime discussion centred around the theme of 'anxiety,' as set by the Mental Health Foundation.

These sessions offered valuable insights and practical strategies to manage anxiety, fostering a compassionate and supportive community atmosphere. On World Mental Health Day, we explored self-help techniques and ways to seek support from others, collaborating to create a dynamic and evolving mental health resource.



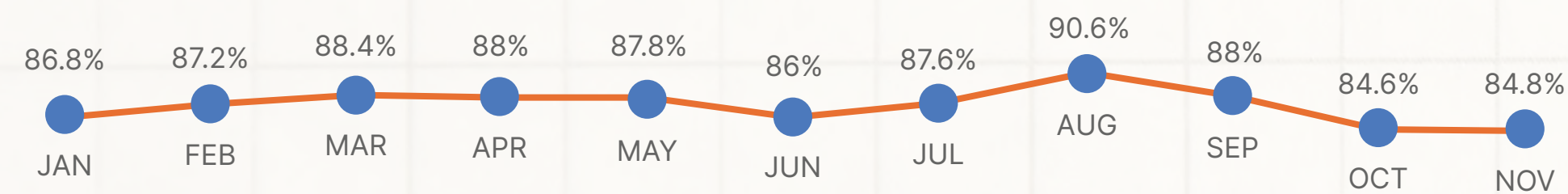
We're proud to have **six qualified mental health first aiders**, who are trained to provide immediate support and assistance to individuals experiencing mental health challenges.



1 Empowering our team

Increasing employee engagement

Our monthly employee pulse surveys continue to be a great way for us to gain real-time feedback on our employee engagement and satisfaction.



We're delighted to have surpassed our target of maintaining an engagement score of 80%, **achieving an average of 87.2%!**

Demystifying Artificial Intelligence

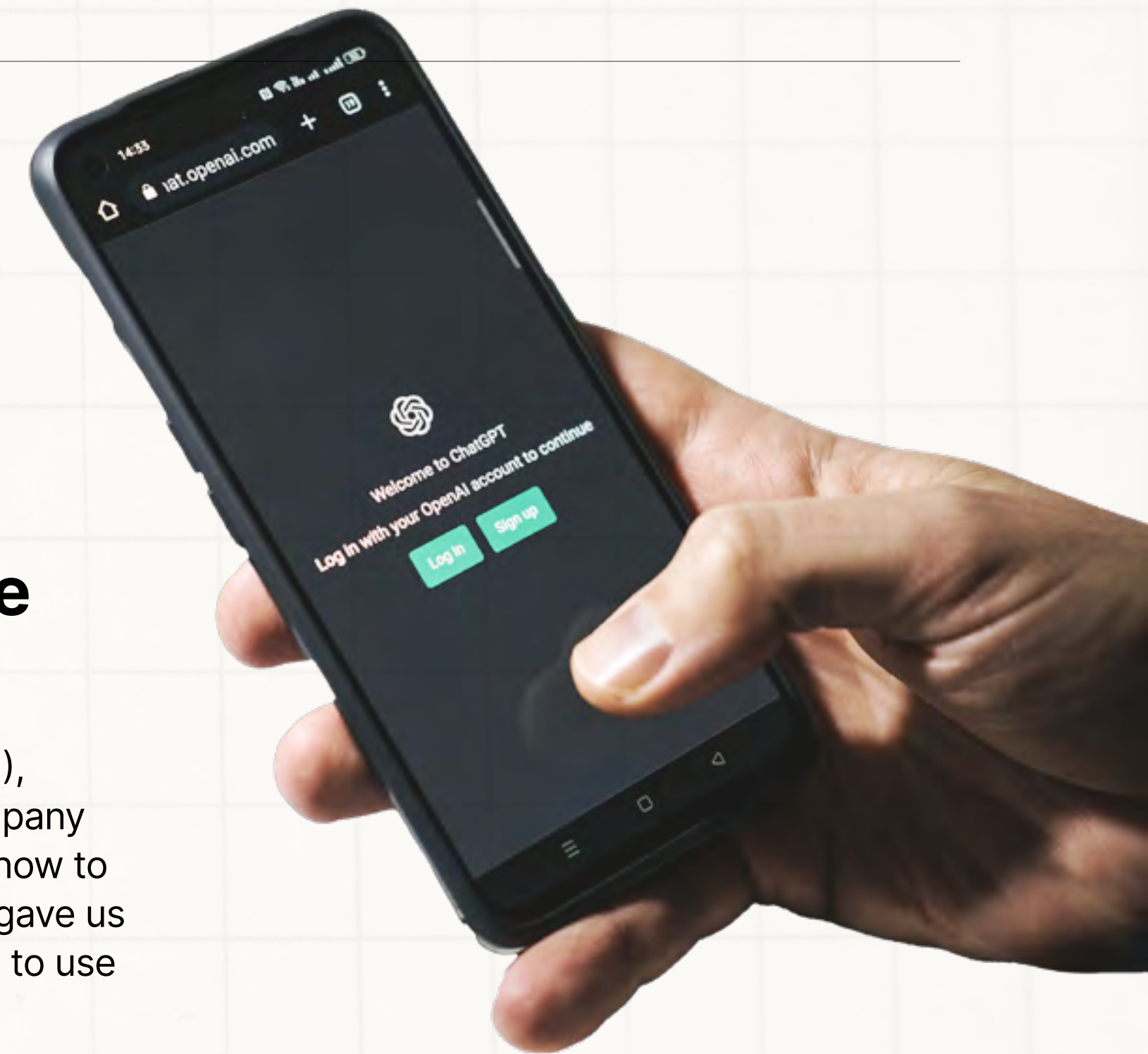
On a 2023 team away day, we attended an interactive workshop on 'demystifying artificial intelligence (AI)', taught by AI and data education company **Taught By Humans**. They taught us how to be empowered, not afraid of AI, and gave us the skills, knowledge and confidence to use these tools effectively.

Many of our team have been inspired to use AI creatively - from translating video subtitles and writing Python functions, to summarising survey results for board reports – the possibilities are endless!

Giving to organisations we care about

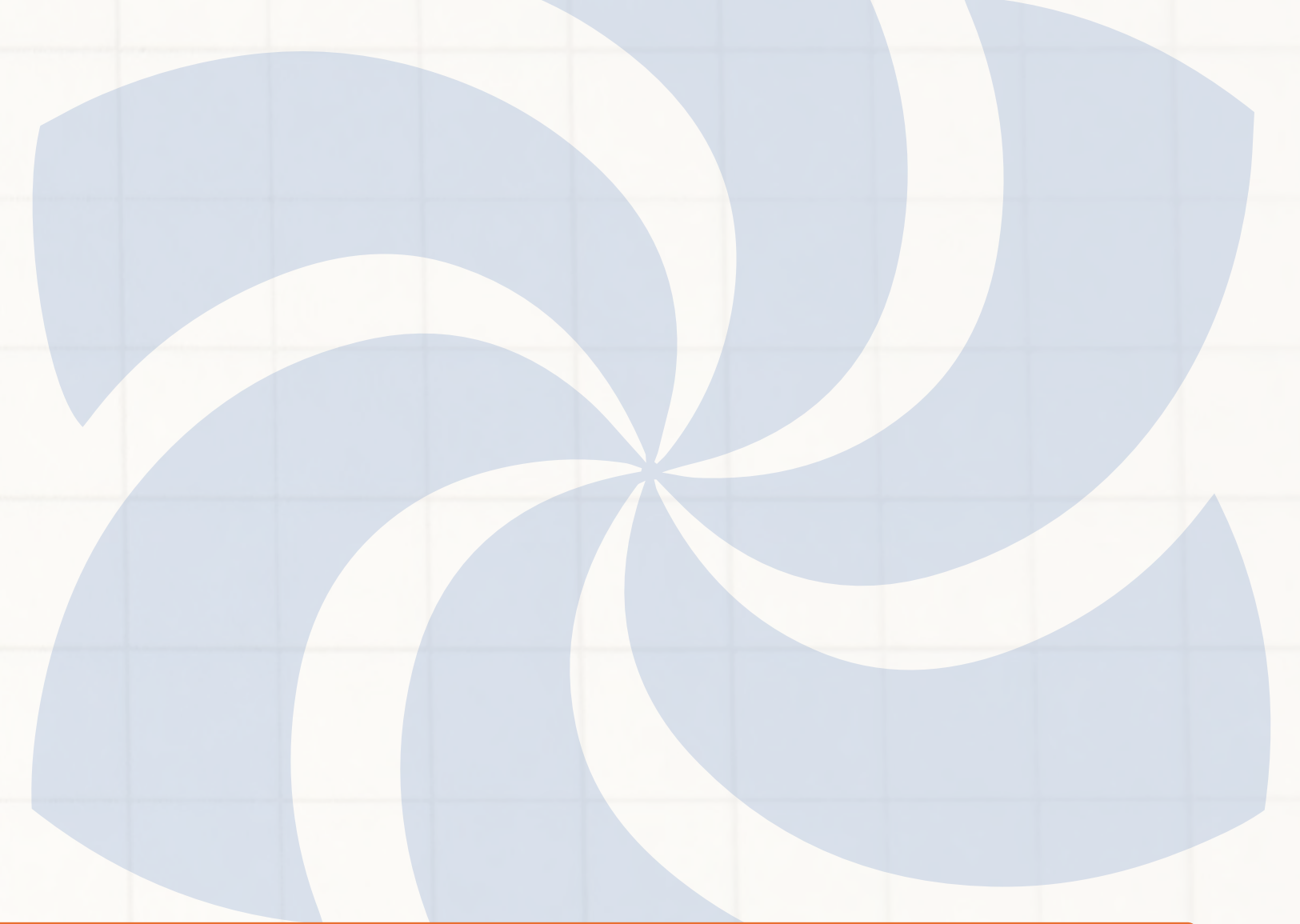
Each year we encourage our team to nominate and vote for a charity to support through our annual members' survey. For each response received, we donated up to £20 to the nominated charity. In 2023, we supported **Maytree**, who support those in crisis and at immediate risk of suicide.

Other charities we've supported last year were:



02

Our commitments for the next 12 months



Planet

- ✓ Accelerate **scale-up of refill and reuse systems** away from single-use packaging.
- ✓ Work closely with reprocessors to build a **more efficient and ethical recycling infrastructure**.
- ✓ Encourage our customers to **increase the recyclability of their packaging**.
- ✓ Engage our suppliers in our net zero journey to **reduce our scope 3 emissions**.

Community

- ✓ **Engage in climate actions** to better protect our environment and fight for climate justice.
- ✓ **Spread awareness** of Carbon Literacy and promote the B Corp movement to **inspire more businesses and individuals to be more sustainable**.
- ✓ **Actively seek to collaborate** with other businesses to **accelerate social and environmental change**.

People

- ✓ **Empower and guide** young generations and people from underprivileged backgrounds to find their way.
- ✓ Offer our team a wide range of **wellbeing support** & a flexible working environment **supporting home life & neurodiversity**.
- ✓ Maintain **85% of annual employee engagement score** and take action in any teams with engagement below 70%.
- ✓ Offer our team **training to help with skills acquisition**, and more widely to **support career progression**.



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