



Report 2022/2023



Contents

Message from the CEO	<i>page</i> 3
2022 feedback	4
Planet	5
Flexible Plastic Fund	6
Ecosurety Exploration Fund	7
Behaviour change on the horizon	8
Objective: net zero	9
Community	10
Being the change	11
Connecting through volunteering	12
Shifting paradigms	13
People	14
The art of wellbeing	15
Training and engagement	16
2023 commitments	17





Message from the CEO

Welcome to Ecosurety's impact report for 2022/2023. It is always inspiring to reach the end of a busy year and reflect on what we have achieved as a team and a business to positively impact people, the environment and our communities.

These are significant times for the industry, with profound changes taking place in the producer responsibility landscape. Ahead of the anticipated review of Waste Electrical and Electronic Equipment (WEEE) and batteries regulations, 2022 has finally seen progress in the reform of packaging regulations, resulting in the introduction of Extended Producer Responsibility (EPR) for packaging in January 2023.

The packaging reform has presented us with opportunities to test pioneering pilot schemes such as [FPF FlexCollect](#), with the aim of sharing our learnings and contributing to shaping future regulations. We continue to help our members navigate

those changes and go beyond basic compliance by actively reducing the environmental impact of their products and packaging.

Ecosurety's 2022/2023 impact report provides a snapshot of our contribution towards making a positive impact on people, the planet and the community. It is also an opportunity for us to reinforce to our members and stakeholders, our continued commitment to excellence, transparency, and ethical business practice.

I would like to thank our members for their continued support and trust. Thank you also to our amazing team for their incredible work that helps us every day to use our business as a force for good. Hope you will enjoy reading this report as much as we enjoyed creating it!

Will Ghali – CEO

A handwritten signature in black ink, appearing to read 'Will Ghali'.

Feedback on 2022 commitments

Each year, we conclude our impact report by setting future commitments to using business as a force for good and holding ourselves accountable to our members, employees, community, and the industry. Here is how we have delivered on our promises made in 2022:



Planet

We said: Support our members to reduce their environmental impact further by preparing for Extended Producer Responsibility (EPR).

We did: We launched the **Ecosurety Hub, a unique portal for members** with access to knowledge resources and essential data visualisations to guide their EPR journey.

We said: Launch at least two awareness campaigns to reduce, reuse, recycle.

We did: We launched **Slow Threads** on sustainable fashion and **Take Charge** on responsible battery recycling.

We said: Publish our carbon emissions reduction plan to reach net zero by 2030.

We did: Due to the impact of COVID-19 in 2021, we decided to take 2022 as a baseline for our reduction plan and postponed the publication of our targets until we have analysed our 2022 carbon footprint across scopes 1, 2 and 3. Coming soon!

Community

We said: Inspire our stakeholders to use business as a 'force for good'.

We did: **We shared our insights** with our Bristol community, and more widely we encouraged companies in our network to look at the B Corp framework to support their sustainability strategy.

We said: Contribute to initiatives to make our communities more environmentally sustainable.

We did: We helped to launch the **'Bring your Own Lunchbox' campaign** with our Business Improvement District.

We said: Use our volunteering days to make a positive impact outside our organisation.

We did: We volunteered together and individually in areas of **nature conservation, community outreach, and restoration**. A whopping amount of 292 hours from our busy team were donated to serving initiatives close to our hearts. It is the equivalent of one person volunteering full-time for 1.8 months!

People

We said: Maintain an employee engagement score of at least 80%.

We did: We smashed our target and maintained an average score of 85% throughout the year.

We said: Promote monthly training to all employees on EPR, data and IT.

We did: We coordinated a total of 12 internal training sessions under various topics, including EPR, data and IT. Carbon literacy, techniques and pathways to senior roles, and ILM level 3 are also other examples of external training received by the team.

We said: Deliver on our Equality, Diversity and Inclusion policy.

We did: We facilitated regular meetups of the 'Women in Leadership' group and provided them with external coaching on Imposter Syndrome.

Preserving
our



et

We're living in unique times where we all need to pull together and find dynamic and radical solutions to preserve our planet. In our mission to accelerate change towards an environmentally sustainable world, we join forces with like-minded organisations to raise awareness, drive behaviour change and profound system changes. We work hard to help design a future where waste, single-use, and consumerism become practices that we can kiss goodbye for good.





Flexible Plastic Fund:
Together we go

Further

**Preparing for UK-
wide flexible plastics
household collections**

The **Flexible Plastic Fund (FPF)** was set up to make UK flexible plastics recycling easier, financially sustainable and more transparent. In 2021, the UK produced over **341,000 tonnes** of flexible plastic packaging and only 13% was collected from kerbside.

The pioneering FPF FlexCollect project is the most extensive pilot for household collection and recycling of flexible plastic packaging ever undertaken in the UK. Working with volunteering local authorities, this £2.9 million project will undertake a series of innovative pilots to explore how to collect and recycle household flexible plastic packaging at scale from households.

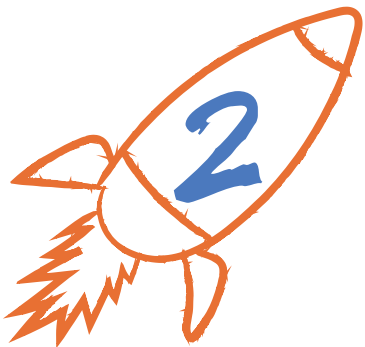
Launched in May 2022 the project benefits from cross-industry expertise of a wide range of partners, including Defra, UKRI SSPP, SUEZ, RECOUP, LARAC, Zero Waste Scotland, as well as **FPF funding brand owners and retailers**. The project provides a crucial opportunity to feed into government policy-making and develop best practice ahead of the introduction of consistent collections across the UK in 2027.

The FPF FlexCollect pilot proves that creating a proper flexible recycling system in the UK isn't a race that one organisation can win alone because together, we go further. There's still a lot more in store for this project as we prepare to welcome more local authorities to the race.

More about FPF FlexCollect



IN 2022



local authorities
pilots launched

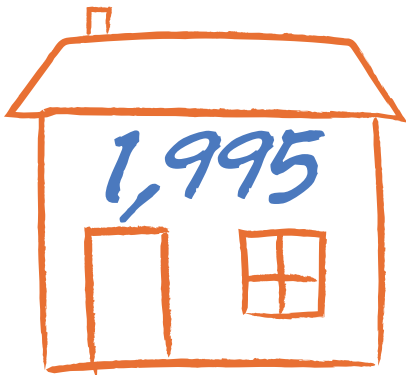


local authorities in
recruitment

Properties receiving collections



In Cheltenham
Borough Council



In South
Gloucestershire
Council

The Ecosurety Exploration Fund:

Reaping a harvest of

Change

Re-use is the future: The Bristol Refill Cup Scheme

Refill and reuse solutions are the keys needed to unlock the door to a future where less resources are wasted. Embedding a refill and reuse culture across society not only benefits people financially, but the planet in so many ways. When we considered that an estimated **2.5 billion takeaway coffee cups** (30,000 tonnes) are used and thrown away each year in the UK, with 99% currently not recycled; we didn't hesitate to support the environmental charity, **City to Sea** in tackling this problem locally.

On its mission to prevent thousands of single-use hot drink cups from entering the Bristolian waste stream every day, City to Sea announced the Bristol Refill Cup Scheme. This city-wide scheme is working to enable Bristol consumers to 'borrow' a reusable takeaway cup from a café and then return it so it can be reused. It is the eighth and final project to secure funding from the £1 million **Ecosurety Exploration Fund**.

[Find out more about this Refill project here](#)

2022 has also seen the following Ecosurety Exploration Funded projects come to fruition:

Fit for Reuse:
Simplifying
EEE repair
and reuse

Reuse Network's publication of new and free-to-access guidance on Electrical and Electronic Equipment (EEE) repair and reuse.

[Click here to read more](#)

Re:London:
Making
recycling
work for
people in
flats 2.0

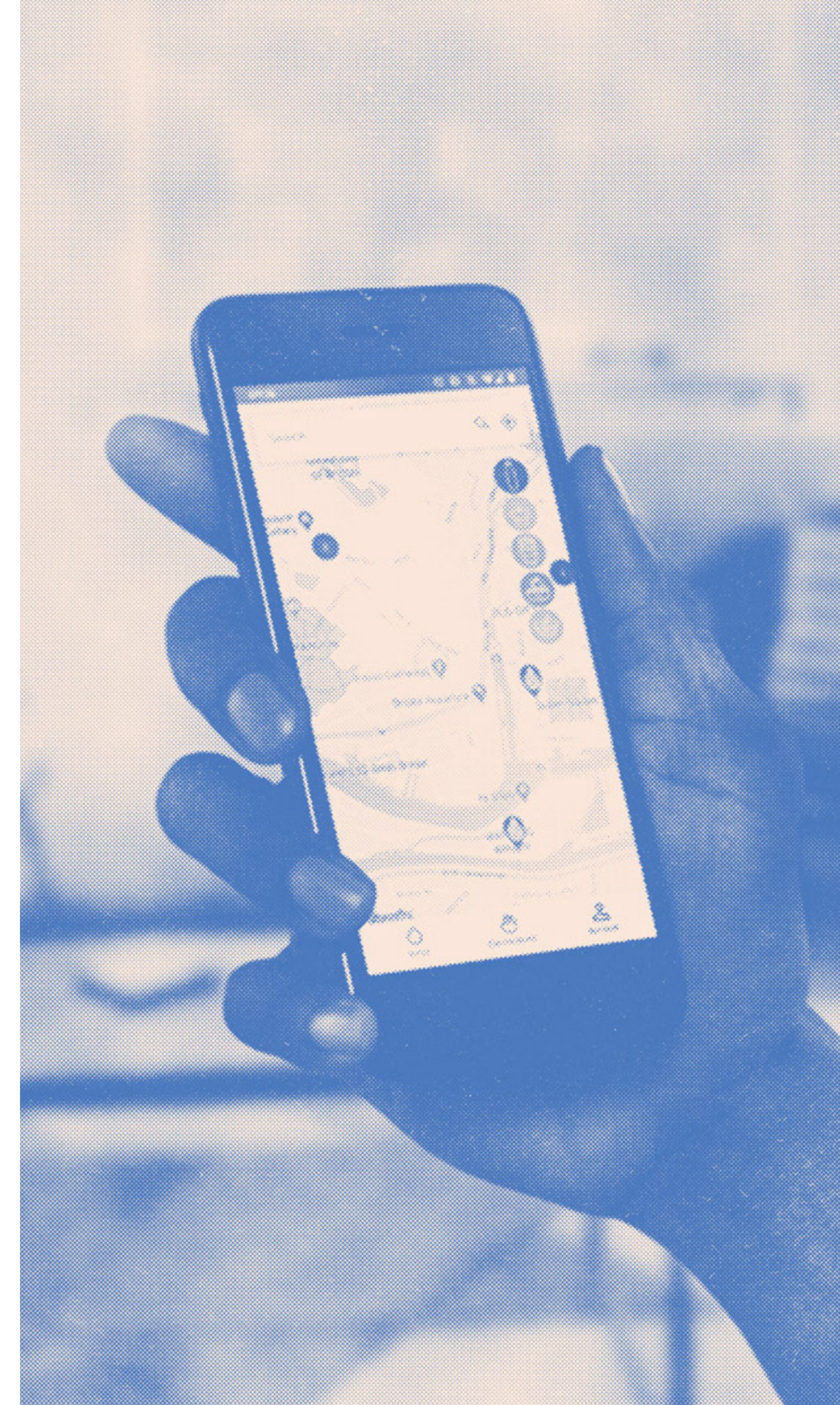


increase in
recycling rate



National
Recycling Award

[Click here to read more](#)



Behaviour change on the Horizon

Sharing knowledge about recycling-on-the-go

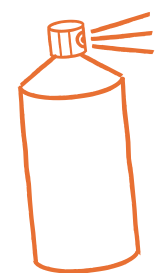
What began as the UK's biggest collaborative approach to boost recycling on-the-go culminated with the launch of something spectacular: the launch of the **#InTheLoop** toolkit. After successfully introducing recycling-on-the-go infrastructure and messaging across seven

locations in the UK and Ireland over a period of four years, the story couldn't just end there because... 'sharing is caring'. In October, we teamed-up again with our friends at **Hubbub**, to launch this in-depth guide to local authorities and any organisation wanting to make it easy for people to

recycle drinks materials while out and about. By testing and refining the approach in various locations and sharing results openly, the ambition is for **#InTheLoop** to be replicated throughout the UK and beyond, creating a consistent and effective approach to recycling on-the-go.

[Click for more about recycling-on-the-go](#)

We've also financially supported the following initiatives to drive behaviour change:



UK Aerosol recycling initiative: increasing aerosol recycling rates.

[Click to read more](#)



Take charge: recycling household batteries responsibly.

[Click to read more](#)

Normalising sustainable fashion

At Ecosurety we strive to go beyond. Even if that means having challenging conversations about pressing issues facing our society and impacting our planet. So, we rolled up our sleeves and joined Hubbub and **Advanced Clothing Solutions (ACS)** to help start a conversation at **Slow Threads** about the environmental and social issues created by fast fashion.

Over two days, 400 attendees were treated to a sustainable fashion extravaganza, that aimed to raise awareness and encourage behaviour change towards more responsible fashion choices. They were inspired to slow down and take stock of their purchasing behaviour and what they own.

[Click to find out more about Slow Threads](#)

Objective: net zero

We committed to being a net zero company by 2030 because the climate emergency requires action from all of us. Here is our progress so far.

We teamed up with sustainability expert **EightVersa** to calculate our 2022 carbon footprint emissions using the Greenhouse Gas Protocol and ISO 14064. And we got it verified and certified by the independent certification body **Natural Carbon Solutions (NCS)**.



‘By undertaking a full Scope 1, 2 & 3 carbon footprint assessment, Ecosurety are able to assess emission hotspots in their supply chain and engage with suppliers to identify energy efficiency and cost reduction opportunities.’

Jonny Greenall, Carbon Footprinting and Sustainability Consultant at EightVersa

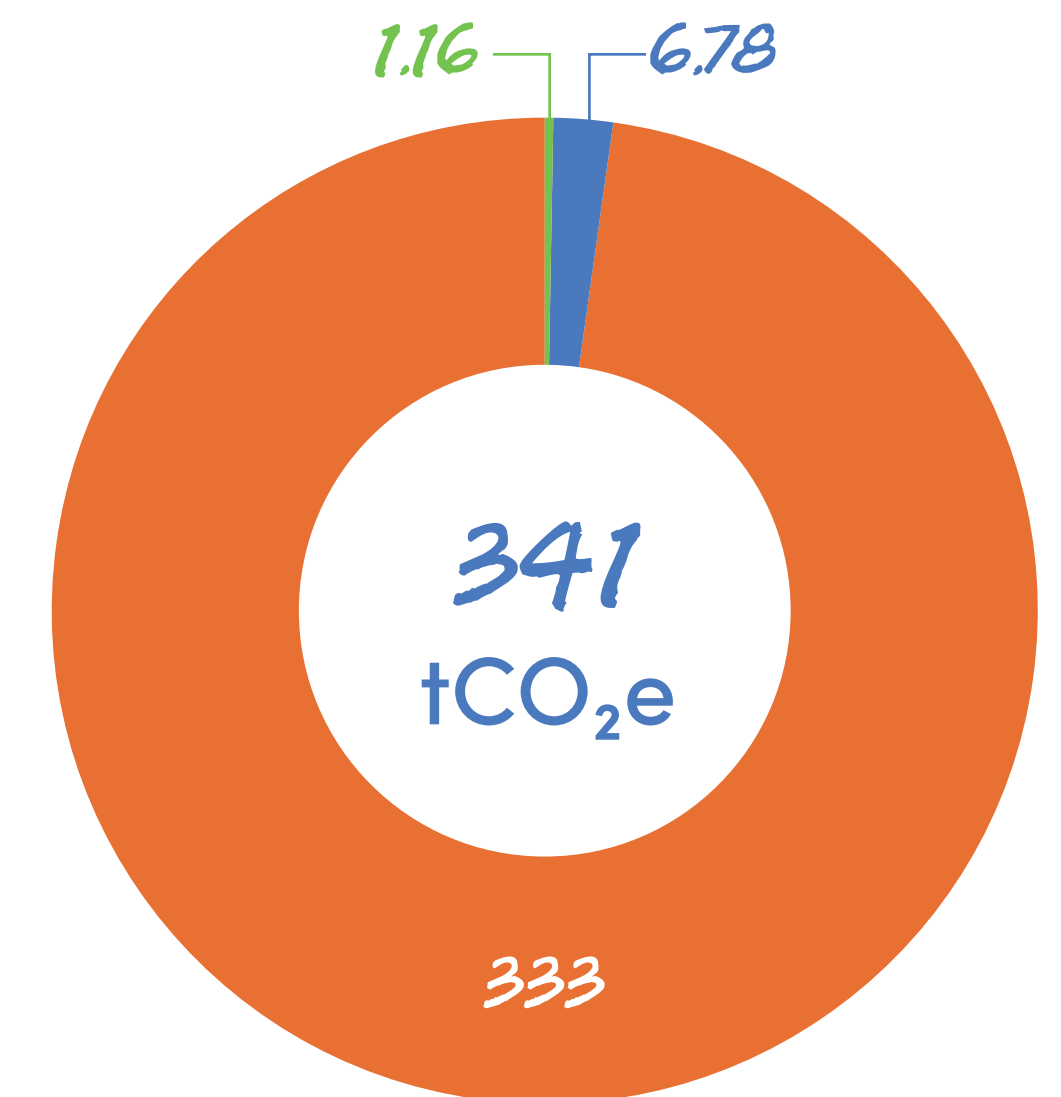
Sharing the naked truth – our 2022 full carbon assessment

We openly share here our full carbon footprint, which encompasses scope 1, 2 and full scope 3 emissions. Because we believe that transparency is the key to unlocking progress, and because we want to encourage other businesses to do the same. Net zero is not a race we can win alone; we all have our roles to play. And we can learn quicker and go further if we work together.

The pandemic years’ footprints do not give a true picture of our carbon impact. So, we’re using 2022 as our baseline year, on which we are now busy building a solid carbon reduction plan that we will share in due course. Watch this space!

- Scope 1: our company vehicle and fugitive emissions
- Scope 2: our electricity usage
- Scope 3: all our purchased goods and services, our fuel and energy related activities, upstream and downstream transportation and distribution, waste generated in operations, business travel, and employee commuting. Phew!

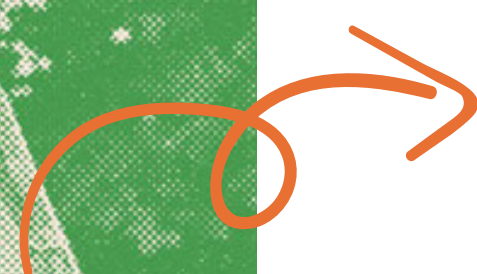
Total Scope 1, 2 & 3
Carbon Footprint
(tCO₂e)





Com

munity



Our social impact

Our involvement with and commitment to giving back to the local community is vital for building strong relationships and creating a positive impact, as part of our sustainability objectives. 2022 presented the opportunity for us to contribute our resources, whether it was our time, expertise, finances, or skills, to help address pressing social and environmental issues in the communities we serve.

Being the Change

Using business as a force for good



Our recognition for the second year in a row as 2022 Best for the World™ B Corp for our best practice in governance, encourages us to keep striving to meet high standards of social and environmental performance.

We also want to see more businesses placing people and planet at the same level as profit. That's why we grabbed the opportunity to inspire tens of companies to use business as a force for good at [Future Leap](#)'s event 'Better Business: Removing Your Barriers to B Corp'.

Marketing and Sustainability Manager Stéphanie Housty shared insights to encourage businesses considering B Corp certification.



Read more here about Stéphanie's top tips to know when applying for certification.



Jac



Sarah

Connecting through food

We provide our team with three, fully paid volunteering days per year to serve a cause or organisation of their choosing. Our Key Account Manager Sarah and Data Engineer Jackdaw lent their cooking skills to help prepare 150 meals per day with the team at Coexist Community Kitchen, for Bristolians in the Easton community that need the support.



Connecting through Volunteering

For Peat's Sake

New research has found that restoring the world's depleted peatlands now rather than later would have massive economic benefits to society.

We couldn't pass up the opportunity to use a bit of elbow grease in the great outdoors. Donning our walking boots and backpacks, we headed out to the **Brecon Beacons National Park** in South Wales, to lend the Authority a hand in their peatland restoration project.

Albeit the middle of winter, nobody stood still long enough to feel the chill, as we spent the day spreading brash (gorse cuttings) around the exposed peatland, covering it with matting, and reseedling the area to promote re-wilding and prevent further erosion of the peat moorland. A rewarding activity and definitely one to repeat in 2023!



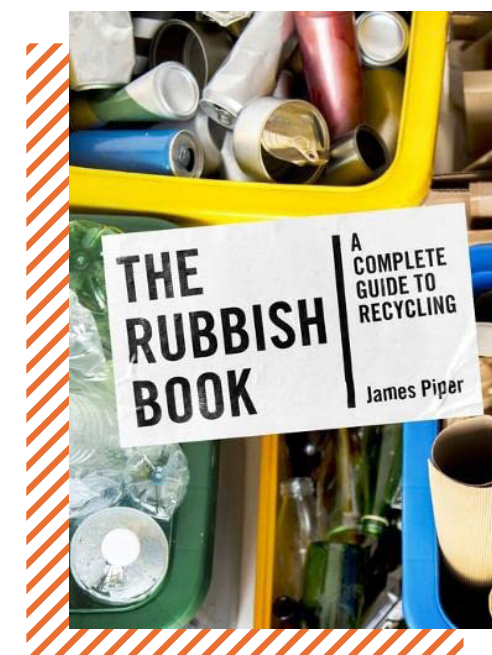
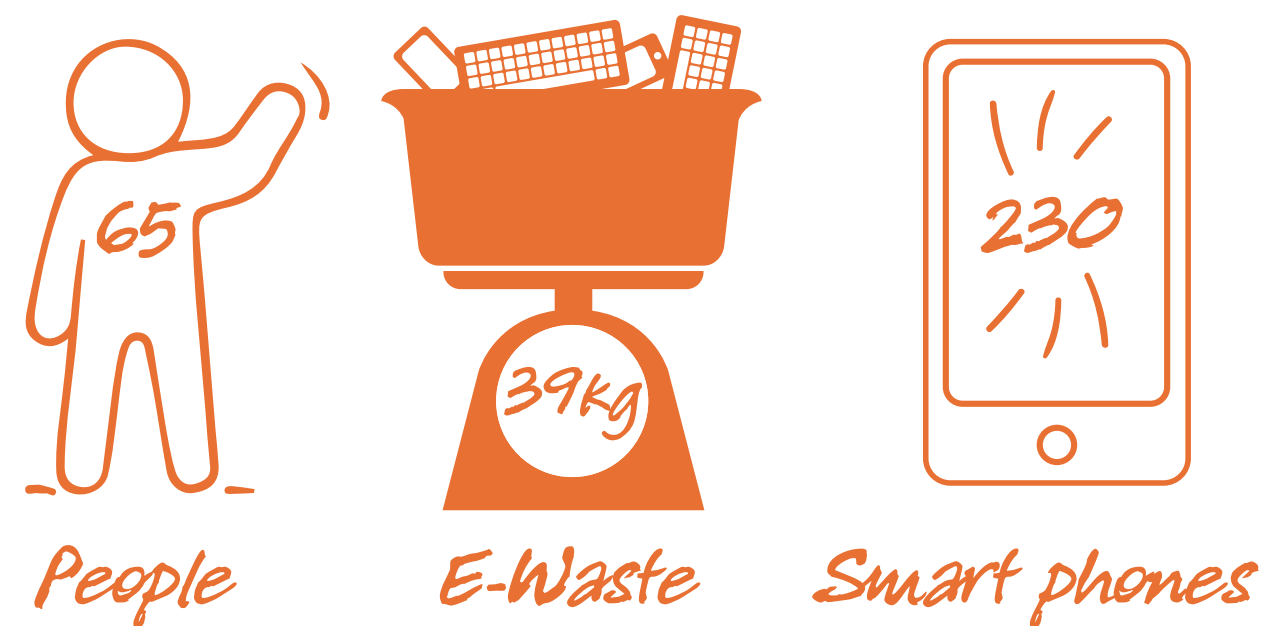
*Other organisations
we have volunteered
for in 2022:*



Shifting Paradigms

International e-Waste Day

The call went out to 'Recycle it all, no matter how small' on 14 October, as part of International e-Waste Day – and so, we did. Through a week-long campaign, we raised awareness about the impacts of electronic waste (e-waste). In just one week, our team of 65 people took advantage of the amnesty that we ran as part of the campaign and handed in 39kg of their e-waste for collection, which is equivalent to 230 smart phones in weight!



Waste – not!

What do you do when your former CEO and non-executive director writes a whole book about rubbish? Well, you turn rubbish into a resource, of course! More than 100 copies of James Piper's 'The Rubbish Book: a complete guide to recycling' have been distributed to schools and libraries across Bristol, Bath, Dorset, Somerset, North Somerset, Wiltshire and Monmouthshire, to help disseminate the message that we can all recycle more and better.

[Read more here about the inspiration behind the book](#)



Stronger together

At the risk of sounding cliché, we really care about our team. We work hard to build a culture of support and inclusivity that gives everyone the freedom to be their best. Throughout 2022, we provided opportunities for development and learning. Not forsaking some R&R.

The art of Wellbeing

Everyone supported, everyone valued

With the fast-paced nature of our business and industry, prioritising our team's wellbeing is high on our to-do list. It's important to us that everyone feels supported and valued because our team is the cornerstone of Ecosurety.

Talking about mental health might come easier to some than others. So, we put some time aside to engage in the **nation's biggest mental health conversation on 'Time to Talk day'**.

“ I really appreciate how Ecosurety has measures in place to support our wellbeing. To me, having initiatives like Time to Talk day reinforces how much the company cares and values the team.

Mma-tshepo

Could you belong?

With our team steadily growing throughout 2022, and our hybrid working policy firmly in place, we wanted to maintain a spirit of connectivity in our team, regardless of our work location. 'Colin's Tuesday Check-in' was a weekly recorded video chat with different Ecosurety colleagues about various fun topics that included their hobbies, family, or favourite sports teams. Colin's Tuesday Check-ins were a definite favourite for us all because we got to learn about each other, check in on our wellbeing, and stay connected.





Training and Engagement

Watering the seeds

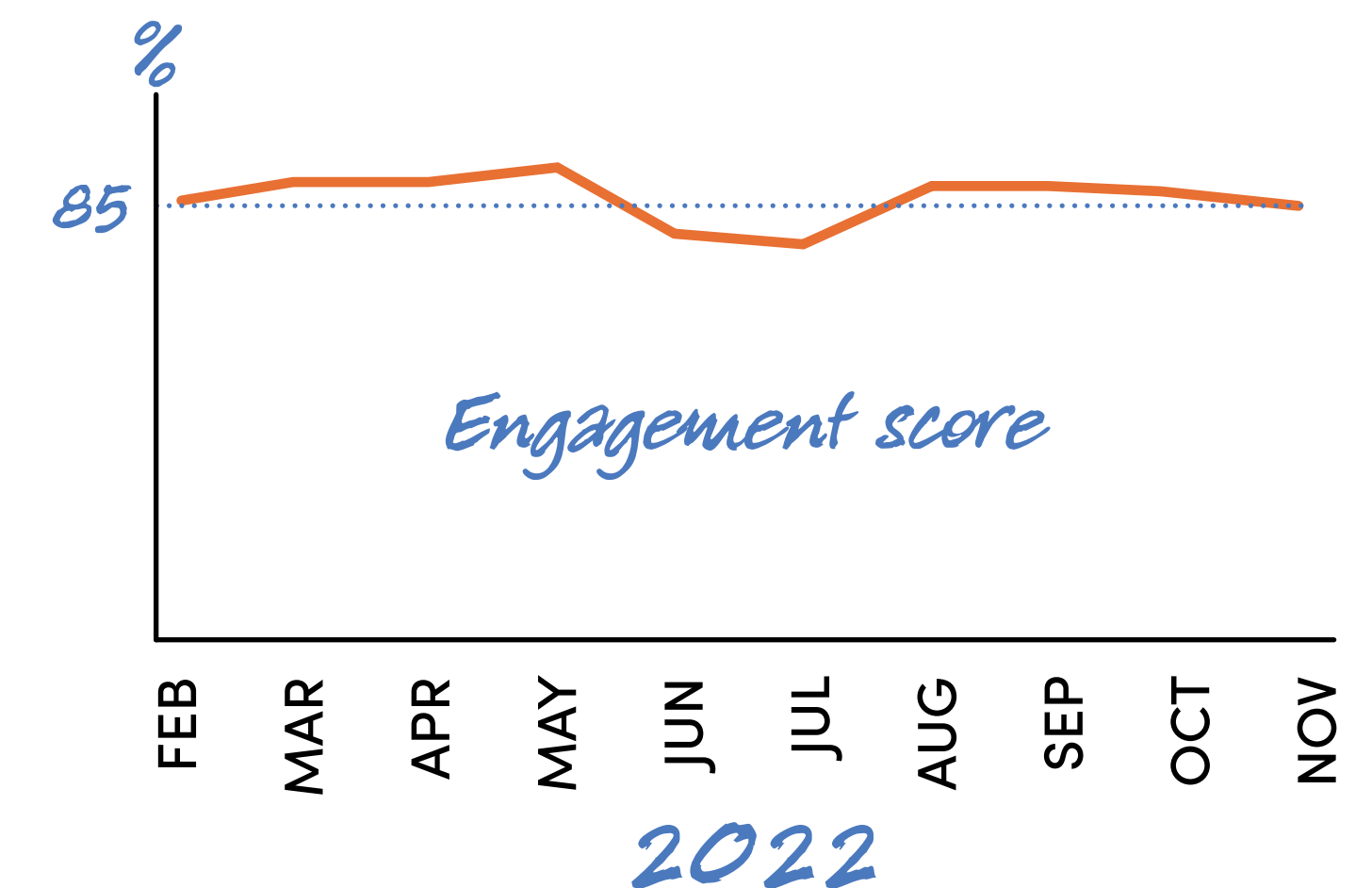
Investing in our team's skills and knowledge is our key to success. That's why in 2022 we continued to provide regular company training sessions, to ensure that we grow and develop our abilities to perform well, personally, and in our roles.

Our team had the option to choose from various training sessions covering a wide range of topics, such as analytics visualisation best practices, carbon literacy, to name a few. Some of the training provided by industry experts was aimed at supporting our women colleagues in leadership roles, or managers looking to improve their communication style as leaders.

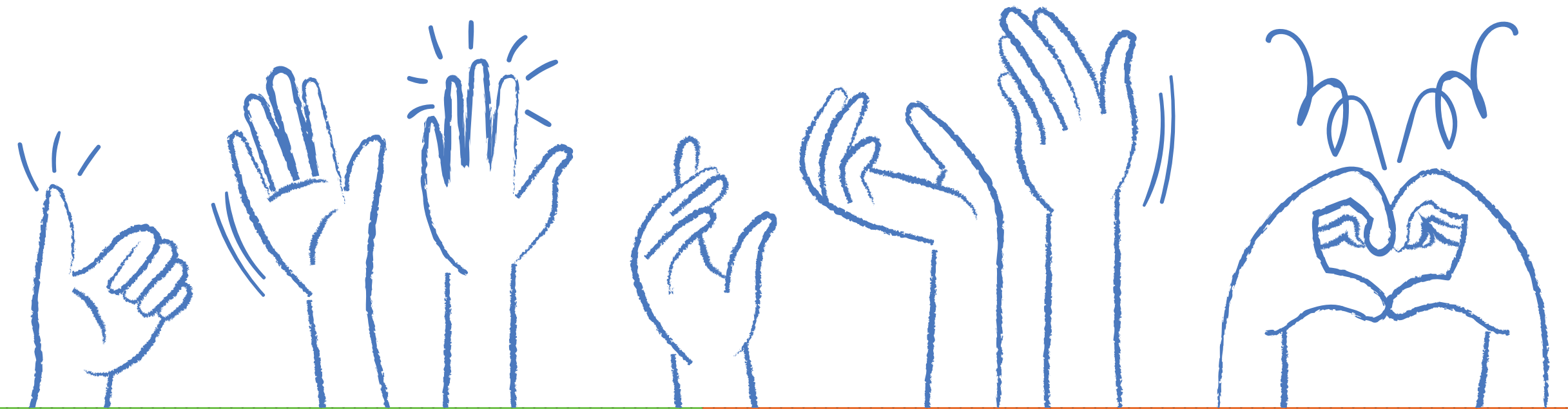


Fingers on the pulse

There is no need to reinvent the wheel when something works well. So, we continued from 2021 to use the pulse survey to gauge how the team is engaging with work for each month throughout 2022. We are really pleased to have surpassed our target of maintaining an engagement score of 80% by achieving an average of 85%.



Here are our 2023 commitments:



Planet

- ✦ Explore innovative ways to reduce the environmental impact of our members' products and packaging
- ✦ Seek opportunities to facilitate the transition away from single-use packaging to refill and reuse systems
- ✦ Reduce our carbon footprint versus the 2022 baseline in our path to net zero by 2030



Community

- ✦ Join forces with like-minded organisations to maximise our impact in accelerating the transition to a circular economy
- ✦ Encourage more organisations around us to use business as a force for good
- ✦ Ramp up our volunteering days used, with a focus on mentoring younger generations



People

- ✦ Increase uptake of Learning & Development resources
- ✦ Deliver on our Equality, Diversity & Inclusion action plan
- ✦ Organise and foster regular well-being activities

