



IMPACT REPORT 2024–25





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Let's rid the world of unnecessary packaging

Welcome to our latest Impact Report - a snapshot of progress towards our mission to rid the world of unnecessary packaging.



This report isn't just a look inward - it's a chance to share what we've learned, spark ideas, and inspire collaboration. Whether you're a packaging producer, policymaker, recycler, or changemaker, we hope it offers valuable insights and practical takeaways to help drive progress across the industry.

The past year brought a step forward for packaging compliance, with the launch of the Recyclability Assessment Methodology (RAM), aimed at reducing the environmental impact of packaging placed on the market.

We made meaningful progress on issues close to our heart - bringing producers and recyclers together through our accelerator workshops, championing reuse systems, and boosting Carbon Literacy to drive smarter packaging decisions.

But let's be honest: **progress is too slow.** Businesses like ours must step up, using business as a force for good, and taking bold, collective action that drives real, measurable change.

We want to do more - focusing our energy where it can make a genuine difference.

With input from our members, suppliers, and staff, we conducted a double materiality assessment to determine which governance, environmental, and social issues to prioritise.

We're committed to leading by example - reducing our own environmental impact, championing staff wellbeing and engagement, and improving on justice, equality, diversity and inclusion.

But our stakeholders told us to think bigger. They urged us to use our influence, expertise and energy to transform the wider industries we work in.

In response, we've updated our impact strategy, and this report marks a clear line in the sand. Going forward, we'll report on how we've increased the amount of recyclable packaging, the amount of packaging being recycled, and the amount of reusable solutions in the market.

Read on to see how we're turning ambition into action - and how you can be part of the change.





Highlights from the last year

For B Corp Month, our team shared what being a B Corp really means - and why it matters. Watch the video here...



B-CORP MONTH

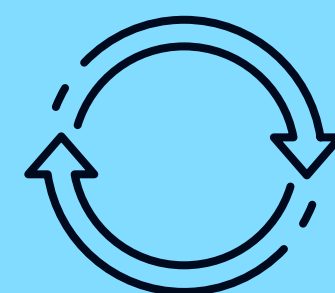
What are we doing today,
for a better tomorrow?



FPF FlexCollect had global impact across eight countries - from Canada to Japan - informing flexible plastic recycling initiatives worldwide.



As headline sponsor of the Global Reuse Summit 2025, we brought together over 1,100 people, and the world's top reuse pioneers to accelerate the global shift toward circular solutions.



We hosted four circularity accelerator workshops - uniting industry leaders to tackle packaging challenges and drive collective action across key materials.

80% of our team report learning something new every month.

We hit our target with an average employee engagement score of

85.2%

We moved into a new office in the heart of Bristol - designed to reflect our growth, values, and commitment to sustainability and wellbeing.

Carbon Literacy Project



21 members from 13 packaging producer organisations completed our Carbon Literacy training. They are collectively responsible for over 130,000 tonnes of packaging in the UK annually.

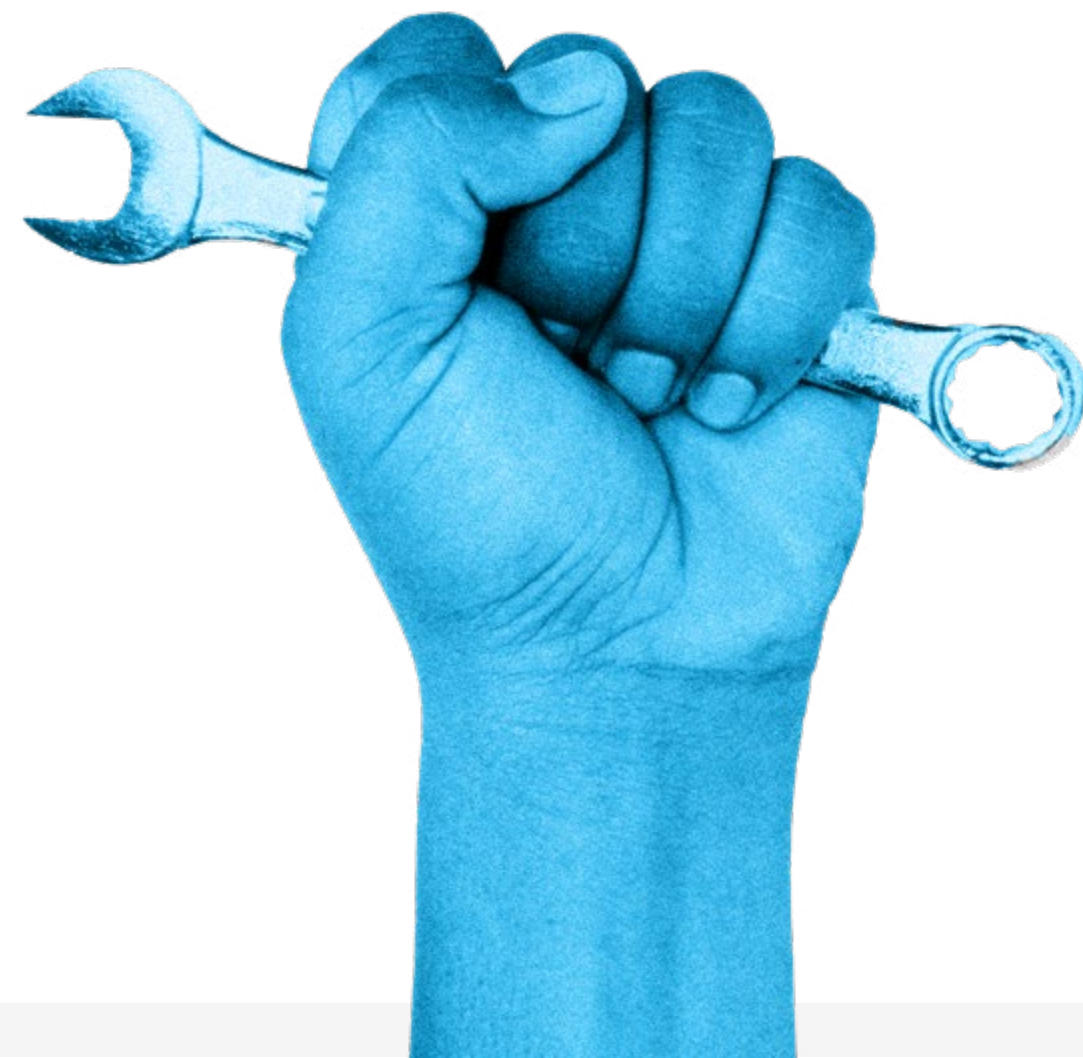




Driving our strategy in the right direction

To prioritise the most impactful governance, social and environmental issues in our impact strategy, we conducted a double materiality assessment.

[Request materiality assessment report](#)



This exercise looks at the impact of our business on people and the planet, as well as the impact of people and the planet on our business.

The insights from this assessment have refined our impact strategy and transformed this Impact Report to spotlight our updated priorities.

Guided by stakeholder feedback

We asked our main stakeholders¹ about our impact, and their feedback is encouraging:

86%

of stakeholders¹ think Ecosurety positively impacts people and the planet.



94%

think it's important for Ecosurety to continue improving its impact.

¹ 45 individuals, including employees, recyclers, consumers, packaging manufacturers, product manufacturers and PRN traders.

Stakeholders' surveys and interviews highlighted four priorities:

- Advancing progress in recycling
- Strengthening the PRN system
- Leading collective action for a circular economy
- Empowering our clients to make positive change

Our biggest takeaway was that our greatest impact lies not just in improving our business sustainability, but in transforming the packaging value chain.

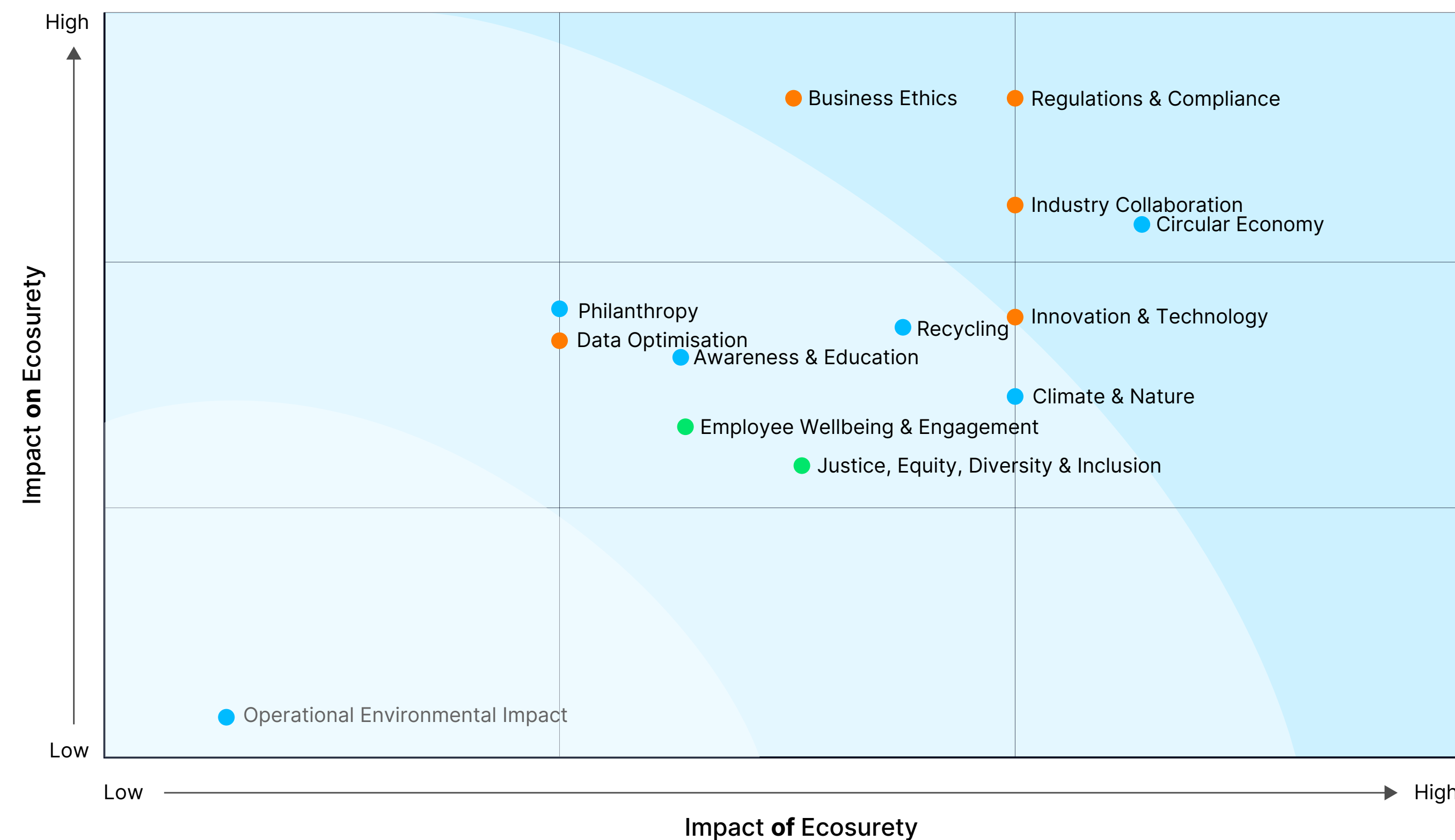


Our top ESG* priorities

We conducted research, held workshops, ran surveys and interviewed key stakeholders. Then we used this data to score 14 key impact topics relevant to Ecosurety.

Our scoring considered the real and potential positive or negative impact of the business, and the likelihood and severity of each topic to be a financial risk or opportunity for Ecosurety.

The results of this six-month process have informed our [new impact strategy](#) by clearly defining our key priorities, which are distilled in the materiality matrix below.



Key:

Environmental:

Circular Economy
Operational Environmental Impact
Climate & Nature
Recycling Systems
Awareness & Education
Philanthropy (50%)

Social:

Employee Wellbeing & Engagement
Justice, Equality, Diversity & Inclusion
Philanthropy (50%)

Governance:

Business Ethics
Regulations & Compliance
Industry Collaboration
Innovation & Technology
Data Optimisation

Our top priorities:

- Regulations & compliance
- Business ethics
- Industry collaboration
- Circular economy
- Innovation & technology

[View our impact strategy](#)

Our impact strategy

To focus our actions and drive meaningful change, we used insights from our double materiality assessment to define three core objectives to underpin our impact strategy going forward.



Our impact objectives reflect where we can deliver the most meaningful change:

1 To increase the amount of recyclable packaging placed on the market.

2 To increase the amount of packaging being recycled.

3 To increase the amount of reusable packaging placed on the market.

We've embedded our impact strategy across our business, sharing it with our staff and publishing it publicly in our [recent news](#) story, so we're accountable to the people we work with - and the industries we seek to influence.

This report is our first step in reporting against these objectives - sharing what we've learned, where we've made progress, and how it can help drive change across the packaging industry.

Together, we can turn these objectives into real impact - explore with us how we can drive change across the whole industry.





Accelerating from compliance to impact

We believe compliance is just the beginning. Our mission – to rid the world of unnecessary packaging – requires action that goes beyond regulation and delivers lasting impact.

Through our core business, we help packaging producers move from ticking regulatory boxes, to driving real environmental progress. The journey below shows how we turn ambition into action into lasting change.

How we help packaging producers



Achieve compliance

Be compliant with packaging Extended Producer Responsibility and reduce risk.

Optimise compliance

Improve EPR, PRN and Waste Management fees cost accuracy and save time.

Gain insights

Identify opportunities to improve packaging sustainability.

Take action

Collaborate with industry and make sustainable packaging decisions.

Create impact

Reduce the amount of unnecessary packaging, increase recycling rates and grow reuse and refill systems.



More recyclable packaging

This section highlights how we've supported **getting more recyclable packaging on the market** – through training and industry collaboration - supporting the brands we work with to switch to **packaging that's actually recyclable** in real-world systems.

It also sets out the commitments we've made to accelerate progress and unlock the full potential of our members' packaging — delivering clear, personalised insights and hands-on support.





Accelerating circularity together

Driving progress means working together. That's why our circularity accelerator workshops were created, to do exactly that - to bring the right people into the room to make change happen.

Launched in April 2024, they are an evolution of our long-standing strategic impact meetings. They unite producers, recyclers, and industry experts to tackle the biggest challenges in packaging circularity - across materials like paper, glass and plastic.

What's the goal?

To create space for honest, strategic conversations that lead to tangible action.

In 2024, our workshops focused on the barriers and opportunities facing key packaging types. We explored current market conditions, the latest policy shifts, and identified ways organisations can collaborate to deliver smarter, faster solutions.

Interested in attending a future Ecosurety circularity accelerator workshop?

[Find out more](#)

An excellent day that brought together the glass packaging supply chain to discuss the opportunities for glass packaging in the circular economy. Looking forward to the next steps and working with the whole supply chain to achieve our common goals.

Nick Kirk,
Director of British Glass



Building a Carbon Literate packaging sector

Our carbon literacy training for the packaging sector has gone from strength to strength!

Carbon Literate Organisation
Silver



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 who have been trained and pledged to act against climate change.

In the past 12 months, we:

- Trained 21 representatives from 13 member organisations, collectively responsible for over 130,000 tonnes of packaging produced annually.
- Trained an additional 30 members of our team.
- Averaged 4.9/5 satisfaction rating for our course delivery.

What's next?

We've committed to increase our number of trainers, improve our Carbon Literate Organisation status and enable even more people to become Carbon Literate. Awareness is the first step to empower the packaging industry to reduce its carbon impact.

Join our next Carbon Literacy training day

A thought-provoking day – I not only learnt a great deal but thoroughly enjoyed the session. It was informative, interactive, and well-structured, making the vast topic of carbon more manageable, relevant and bite-sized.

Jane Routh,
Safety and Environment Manager at
E.H.Booths & Co



Our commitments to increase the amount of recyclable packaging placed on the market

Over the next 12 months, we're laser-focused on unlocking the true impact of our members' packaging - delivering clear, personalised insights and hands-on support to drive real, measurable change.

We commit to:

**1**

Establish a clear baseline of recyclability and environmental impact across our members' packaging — and set ambitious targets for improvement.

**2**

Empower our Premium members with personalised data on recyclability and carbon footprint, enabling smarter, more sustainable decisions.

**3**

Launch more interactive workshops designed to uncover practical opportunities to enhance packaging recyclability.



More recycled packaging

This section highlights how we've supported **getting more recycled packaging on the market** – because using more recycled materials reduces waste and conserves resources. We're influencing recycling systems and consumer behaviours to create a stronger circular economy, making sure packaging isn't just recyclable, but **actually gets recycled**.

It also sets out the commitments we've made to work collaboratively across industry and government to expand infrastructure, support innovation, and engage the public.



Raising the bar across our recycling evidence suppliers

At Ecosurety, ethical business isn't optional – it's the standard. We're committed to building transparency, accountability, and long-term sustainability across our PRN* suppliers.

We work closely with our recycling evidence suppliers to genuinely assess their Environmental, Social, and Governance (ESG) impact. We've introduced regular audits and balanced scorecard assessments, to hold our partners to a high standard.

We've also introduced annual detailed desktop audits reviewing environmental, financial, social, and governance metrics to maintain a clear, ongoing view of our main PRN suppliers.

Environmental impact

We assess key metrics like Scope 1 to 3 emissions, energy and water use, waste, and progress to net-zero, with a focus on renewable energy sources.

Financial health

We look beyond turnover and profits, tracking debt-to-equity and revenue per employee to measure long-term stability.

Social responsibility

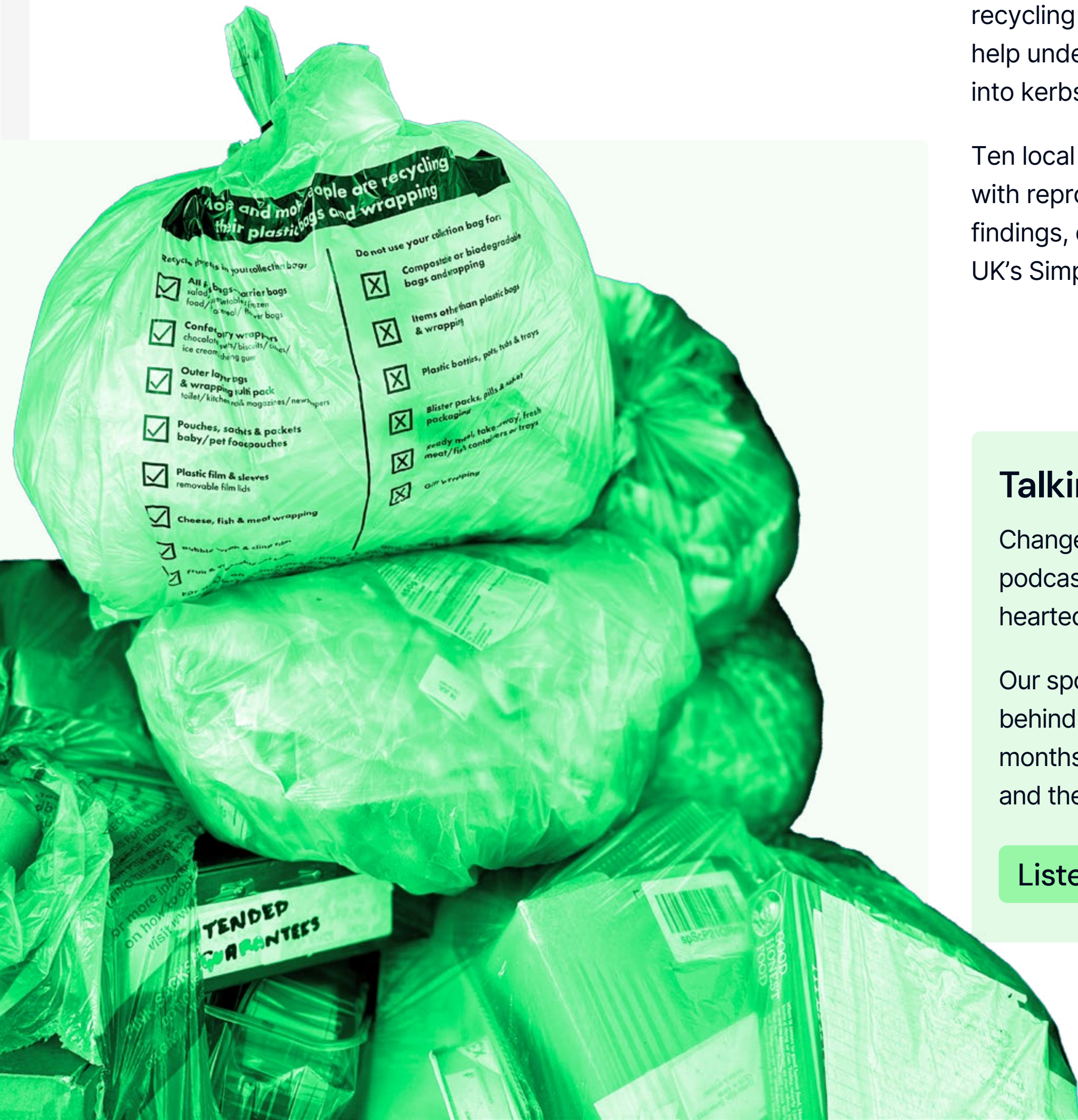
We evaluate board diversity, minority representation, B Corp status, fair pay, executive pay, and community involvement—because impact is more than profit.

Process and Governance

We ensure partners meet top standards, checking ISO certifications, modern slavery statements, health & safety, staff training, and insurance.



Changing recycling for good



Flexible plastic recycling: Local trials to global impact

The Flexible Plastic Fund (FPF) [FlexCollect project](#) is trialling flexible plastic household collection and recycling pilots, from 2022 to 2025. They aim to help understand how flexibles can be integrated into kerbside recycling services.

Ten local authority pilots are nearing completion, with reprocessing trials set for 2025. Final findings, due in Autumn 2025, will help inform the UK's Simpler Recycling rollout by Defra in 2027.

Administered by Ecosurety, the project is already making waves far beyond the UK. From the USA and Canada, to Japan and Australia, governments and industry leaders are tapping into FlexCollect's insights to shape their own flexible plastic recycling systems. It's not just a UK-first - it's a global blueprint for change.

[Find out more about FPF FlexCollect](#)

Talking rubbish, thinking smarter

Change begins with education. That's why we sponsor Talking Rubbish – the podcast that debunks myths about waste and recycling in a well-informed, light-hearted and accessible way.

Our sponsorship helps the podcast grow and reach more listeners with the truth behind recycling - and it's working! With over 100,000 downloads in the first 10 months, and being featured as podcast of the week in the Guardian, Radio Times and the Independent, the podcast is already a hit.

[Listen to Talking Rubbish](#)

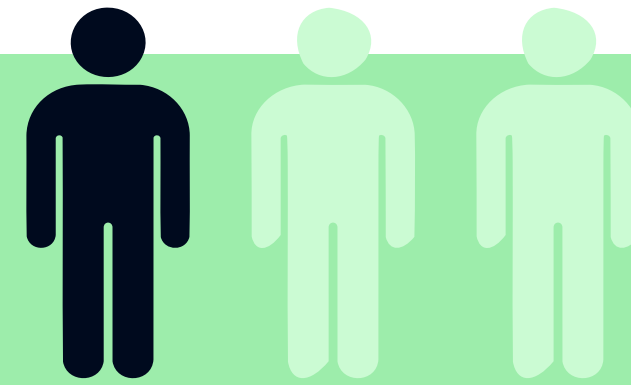
Turning waste into opportunity

In 2024, we raised £9,000 to support charity WasteAid's mission to drive inclusive circular economies in some of the world's most underserved communities.



The crisis is urgent. 1 in 3 people worldwide still lack basic waste services. Every year around 9 million lives are lost to diseases caused by waste mismanagement - that's 20 times more than malaria.

1 in 3



people worldwide still lack basic waste services

WasteAid empowers communities to transform waste into a vital resource, fighting poverty and building cleaner, healthier environments for millions.

Our 2024 fundraising efforts included a concert featuring Ecosurety staff and the gruelling Welsh 3000s challenge, where 20 team members conquered 50km of rugged Snowdonia mountains and 4,000m of elevation in just two days.



Partnering with WasteAid allows us to directly support communities working at the front lines of the waste crisis, and we're proud to play our part in advancing a more sustainable future for all.

Will Ghali,
Ecosurety CEO



Our commitments to increase the amount of packaging being recycled

We'll work collaboratively across industry and government to expand infrastructure, support innovation, and engage the public. Our actions aim to tackle the critical barriers to recycling - ensuring more packaging actually gets recycled.

We commit to:



1

Champion and lead **changes in the EPR systems** to create the market conditions for a thriving recycling sector.



2

Identify opportunities and support projects to **increase recycling capacity** by 2030.



3

Create and deliver an awareness campaign to **improve the quality and quantity of kerbside recycling**.



More reusable packaging

This section highlights how we've **driven the growth of reusable packaging on the market** — focusing on expanding refill and reuse systems while advocating for policy changes to **cut single-use packaging waste**.

It also outlines the commitments we've made to set clear benchmarks, build a strong business case for investing in reuse systems, and launch a high-impact initiative that demonstrates the power and potential of reuse at scale.



Stepping up for refill and reuse

Leading the charge at the Global Reuse Summit 2025

In March 2025, we were the headline sponsor of the Global Reuse Summit - an inspiring day of insight, collaboration, and action hosted by the brilliant team at City to Sea. There were 180 attendees and over 1,000 online viewers, all united by a common goal: to scale up reuse and challenge the single-use norm.

From Margaret Heffernan’s powerful keynote to dynamic panels on policy, infrastructure, and behaviour change, the day sparked bold ideas and real momentum.

[Watch all the talks from the day](#)



Demanding action on reuse

On World Refill Day 2024, we stood alongside [City to Sea](#) and over 35 allies to demand legally binding reuse targets - because recycling isn’t enough.

We took our message directly to party HQs across London, urging leaders to make refill and reuse the norm, not the exception.

Read more about the actions, insights, and next steps we’ve been taking to drive progress on reuse this year:

[Read more](#)

Want the highlights?

Victoria Baker, our Discovery Manager, captured the key takeaways - innovation, collaboration, and the need for immediate action.




[Read more](#)



Borrow, return, repeat

In January 2025, we funded Borrow Cup – a bold, city-wide campaign in Glasgow to take on one of the biggest environmental challenges: single-use cups.

Find out more 



Partnering with major high street names like Costa, Caffè Nero, and Burger King, alongside independent cafés, we rolled out a powerful, scalable solution: a returnable cup scheme designed to work for everyone.

No apps, no sign up, no fuss. Customers could just grab a cup at one cafe and drop it off at another – anywhere in the network. It's built for convenience, built to work, and built to last.

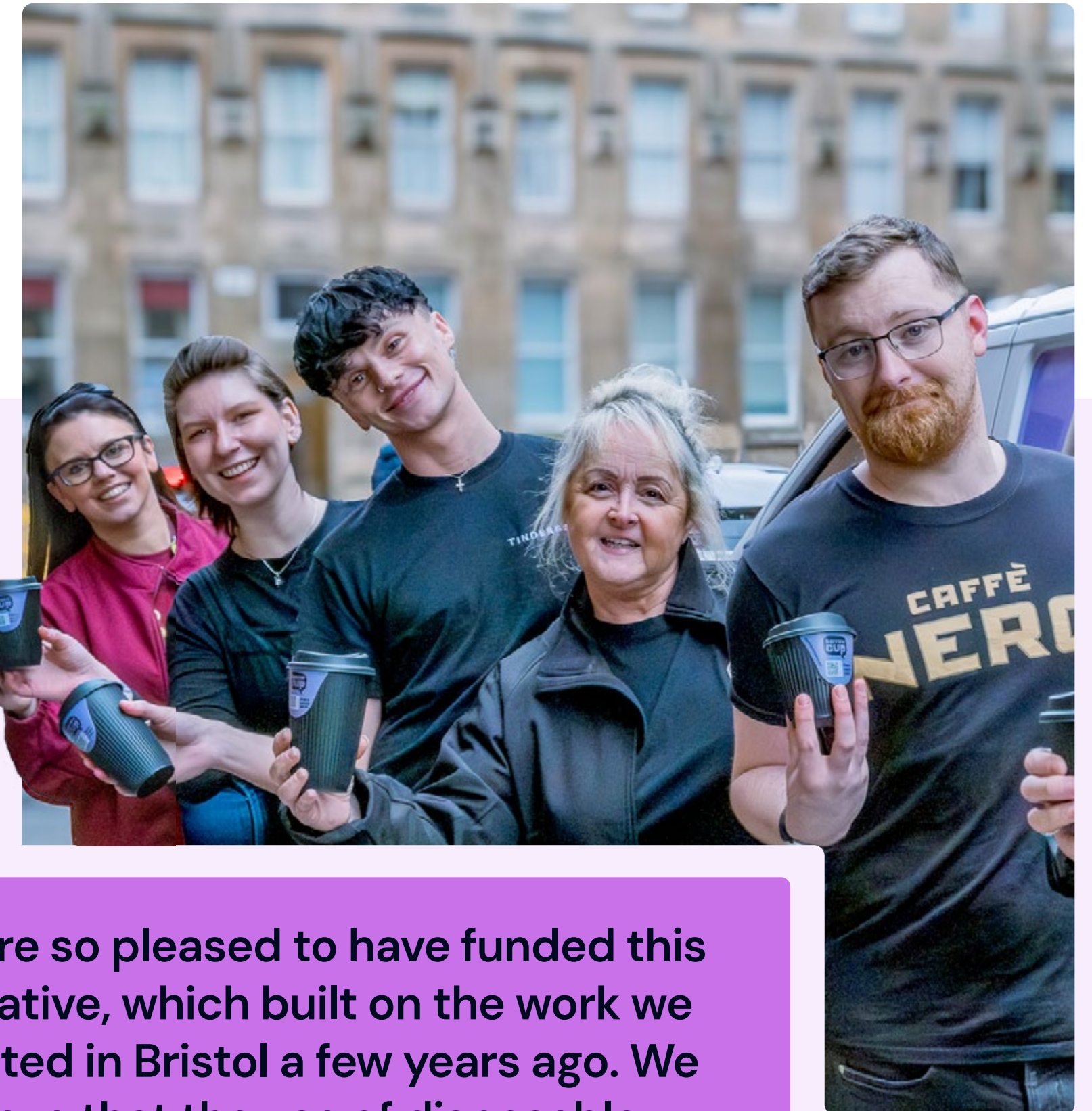
73%
of cups
borrowed were
returned for reuse.



In the first 12 weeks, customers used Borrow Cups 13,490 times, preventing an equal number of disposable cups from being used.

Of the cups borrowed, 73% were returned for reuse, close to the 75% target. Customer feedback has been overwhelmingly positive, with 93% supporting the initiative, 90% appreciating the flexibility of returning cups across different locations, and 88% finding it easy to use.

All participating businesses have committed to continue the scheme until at least mid-October 2025.



We're so pleased to have funded this initiative, which built on the work we started in Bristol a few years ago. We believe that the use of disposable cups should now be a marginal activity for the people of Glasgow.

Robbie Staniforth,
Our Innovation and Policy Director



Our commitments to increase the amount of reusable packaging in the market

This year, we will establish clear benchmarks, create a business case for investment in reuse systems, and launch a high-impact initiative to showcase what's possible when reuse is done at scale.

We commit to:

**1**

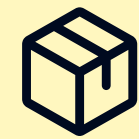
Baseline the proportion of reusable packaging across our member base and set improvement targets.

**2**

Create a business case to encourage packaging producers to invest in reuse systems based on EPR data insights.

**3**

Set up a city-wide reuse initiative to demonstrate scalable commercial models.



Our operational impact

This section highlights how our **day-to-day operations** contribute to positive outcomes for people, planet, and our community - demonstrating our belief in **using our business as a force for good**.

From how we support our team to thrive, to how we strive towards our net zero goals, our operational impact is a key driver of lasting change.



Supportive spaces, inclusive culture

Over the past year, we've continued to embed an inclusive, high-performance culture where everyone feels inspired, valued, and excited to come to work. Check out our highlights below:

85% employee engagement

We kept employee engagement high with an 85% annual engagement score, powered by monthly pulse surveys. This feedback keeps us aligned, responsive, and always improving.

Enhanced maternity leave

We've increased our maternity leave to 26 weeks at full pay, plus 13 weeks of statutory pay – to reflect our commitment to supporting families and fostering an inclusive, people-first culture.

Neurodiversity awareness

Last year, a leadership coach led a powerful internal training session on neurodiversity - boosting awareness and helping us create a more inclusive, supportive workplace for everyone.

An office for everyone

Our brand-new office space supports our growing team with flexible, neurodiverse-friendly spaces. Our three unique zones support different tasks, energy levels, and work styles.





Our journey to net zero

We’re committed to reducing our greenhouse gas emissions and reaching net zero by 2030.

In 2024, we significantly invested in developing new services to support the rollout of EPR and RAM. Despite our operations expansion, we limited the increase in our CO2e emissions to just 2%. That’s a strong result in a year of growth - and an indication that sustainability is at the heart of how we scale.

Request a copy of our 2024 carbon footprint report here

GHG protocol emissions	2023 (tonnes of CO ₂ e)	2024 (tonnes of CO ₂ e)	2024 vs 2023
Scope 1	0	0	–
Scope 2	9.04	6.46	-29%
Scope 3	453.08	465.50	+3%
Including:			
3.1- Purchased goods and services	246.08	386.69	+57%
3.6 - Business travel	26.60	35.69	+34%
3.7 - Employee commuting	53.84	38.53	-28%
3.9 - Transportation & distribution downstream	122.82	0	-100%
Total	462.12	471.99	+2%
Carbon intensity (per employee):	7	6.94	-1%

A closer look at our emissions

We made strong progress on scopes 1 and 2, reporting zero direct emissions, and reducing our energy consumption despite our growing headcount. As a result, our scope 2 emissions fell by 29%.

Scope 3 emissions – which we don’t directly control - proved more challenging. Emissions from purchased goods and services increased by 57%, due to increased spending on recruitment agencies, software and data engineering, to meet rising demands for our data services and infrastructure.

Business travel emissions rose by 34%, as face-to-face engagement with our top members and suppliers increased through meetings, workshops and on-site audits.

To address this, we introduced a sustainable business travel policy, guiding staff to choose lower-carbon transport options for meetings. We are confident this will drive positive change in future reports.

Employee commuting-related emissions dropped by 28%, demonstrating the team’s commitment to more sustainable travel options. Divesting from WEEE and battery collections saved an additional 122 tonnes of CO₂e.

What’s next?

As our business grows, carbon intensity is a useful measure to help us ensure our emissions don’t outpace our activities. This year, we reduced our carbon intensity from 7 to 6.94 tonnes of CO₂e per employee. It’s encouraging, though we know there’s more to do.

We will ask our top suppliers for their scope 1 and 2 emissions, shifting away from financial-based estimates to more accurate operational data. Supplier engagement will be critical to reduce our indirect emissions and reach net zero.



Connecting through community action

We believe in using our time, skills, and resources to strengthen the communities around us – take a look below at some of the ways we’ve made an impact over the past year.



Planting for people and planet

In March 2025, we joined forces with More Trees BANES to plant over 400 trees at Green Heart Farm in Bristol. By planting native tree species, we improve the biodiversity in our local area and create a place where people can enjoy nature.

Building career confidence

We were delighted to support twelve Year 9 students from Bristol Cathedral Choir School through the Ablaze Career Mentoring programme. Delivered over two engaging half-day sessions at our offices, the programme allowed students to connect with our team of mentors, hear real career stories, and explore key employability skills.

100% of students said they felt more confident and informed about their futures.

Championing meaningful causes

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 donate to the nominated charity. In 2024, we donated £2,360 to the Bristol Local Food Fund, who tackle food insecurity and support food justice.

Other charities we supported last year were:



400

trees planted at Green Heart Farm, Bristol





Our commitment to impact

As we bring together the commitments made throughout this report below, we're holding ourselves accountable - not to tick a box or make ourselves look good, but to challenge ourselves to drive meaningful, lasting impact in our industry. We know this work takes ongoing reflection, bold action, and deep collaboration.

More recyclable packaging

Establish a clear baseline of recyclability and environmental impact across our members' packaging — and set ambitious targets for improvement.

Empower our Premium members with personalised data on recyclability and carbon footprint, enabling smarter, more sustainable decisions.

Launch interactive workshops designed to uncover practical opportunities to enhance packaging recyclability.

More recycled packaging

Champion and lead changes in the EPR systems to create the market conditions for a thriving recycling sector.

Identify opportunities and support projects to increase recycling capacity by 2030.

Create and deliver an awareness campaign to improve the quality and quantity of kerbside recycling.

More reusable packaging

Baseline the proportion of reusable packaging across our member base and set improvement targets.

Create a business case to encourage packaging producers to invest in reuse systems based on EPR data insights.

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