



Impact report

2021

Certified



Corporation



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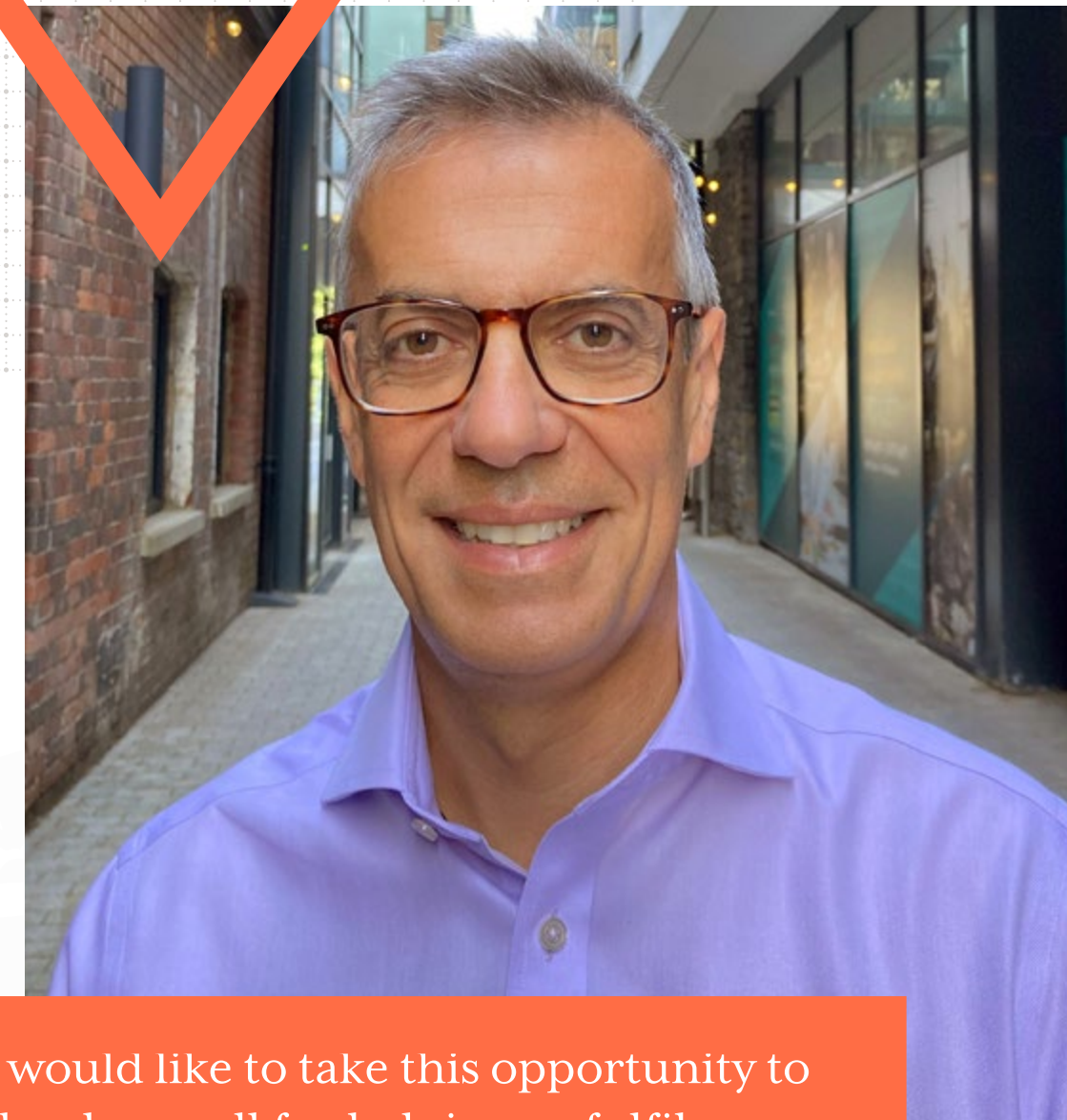
A welcome from our CEO

Welcome to Ecosurety's fifth impact report, which aims to demonstrate how we value accountability and transparency, while sharing how we have used business as a force for good. I appreciate this once-a-year opportunity to reflect on our journey through 2021, and to share this with our members and stakeholders.

Our approach is to review our impact holistically, by reporting on how our work has impacted the planet, people, and our community. **Some of our highlights for 2021 include:**

- **Launching the Flexible Plastic Fund** to help facilitate flexible plastics recycling quicker and more transparently
- **Reporting on the extraordinary accomplishments of the Ecosurety Exploration Funded projects** 'BOSS 2D' and 'CellMine', which deal with recycling flexible plastics at scale, and recovering raw materials from lithium-ion batteries, respectively
- **Initiating the #ElectricAvenue campaign** to raise awareness of e-waste and encourage behaviour change in our community
- **Supporting and inspiring our team to grow and perform** at their best

These achievements would be impossible without our Ecosurety team of talented and dedicated people and the unwavering support from our members.



"I would like to take this opportunity to thank you all for helping us fulfil our purpose to accelerate change towards an environmentally sustainable world."

– Will Ghali, CEO



Delivering our promises



In 2020 we pledged to improve UK recycling and make a positive impact on the environment. We promised positive influence, sustainable support, and measurable impact. Here are the actions we took to deliver on our promises in 2021.

We said...

Educate the public and businesses to recycle more and waste less.

Influence policy towards a more circular economy.

Help our members to reduce the environmental impact of their products.

Help to build infrastructure for Repair and Re-use.

Reduce our greenhouse gas emissions in line with our 2030 net zero commitment and engage with our suppliers and members to do the same.

Increase the volume of materials recycled in the UK.

Facilitate the recycling of problematic materials through voluntary recycling schemes.

We did...

We helped launch two awareness campaigns on electricals reuse and on-the-go recycling.

We joined the government Advisory Committee on Packaging (ACP).

We created tools to help our members, like Toolstation, minimise their waste.

We funded the 'Fit for Reuse' guidance to tackle electricals reuse and repair.

We calculated and analysed our carbon footprint of the last three years.

207,000 households now have access to kerbside collection for coffee pods, otherwise destined for landfill.

We launched a £1M fund to boost flexible plastic recycling.



Accelerate change towards an environmentally sustainable world

This is our purpose, and it is woven
into the fabric of everything we do.
It is our 'Why'.



Our purpose

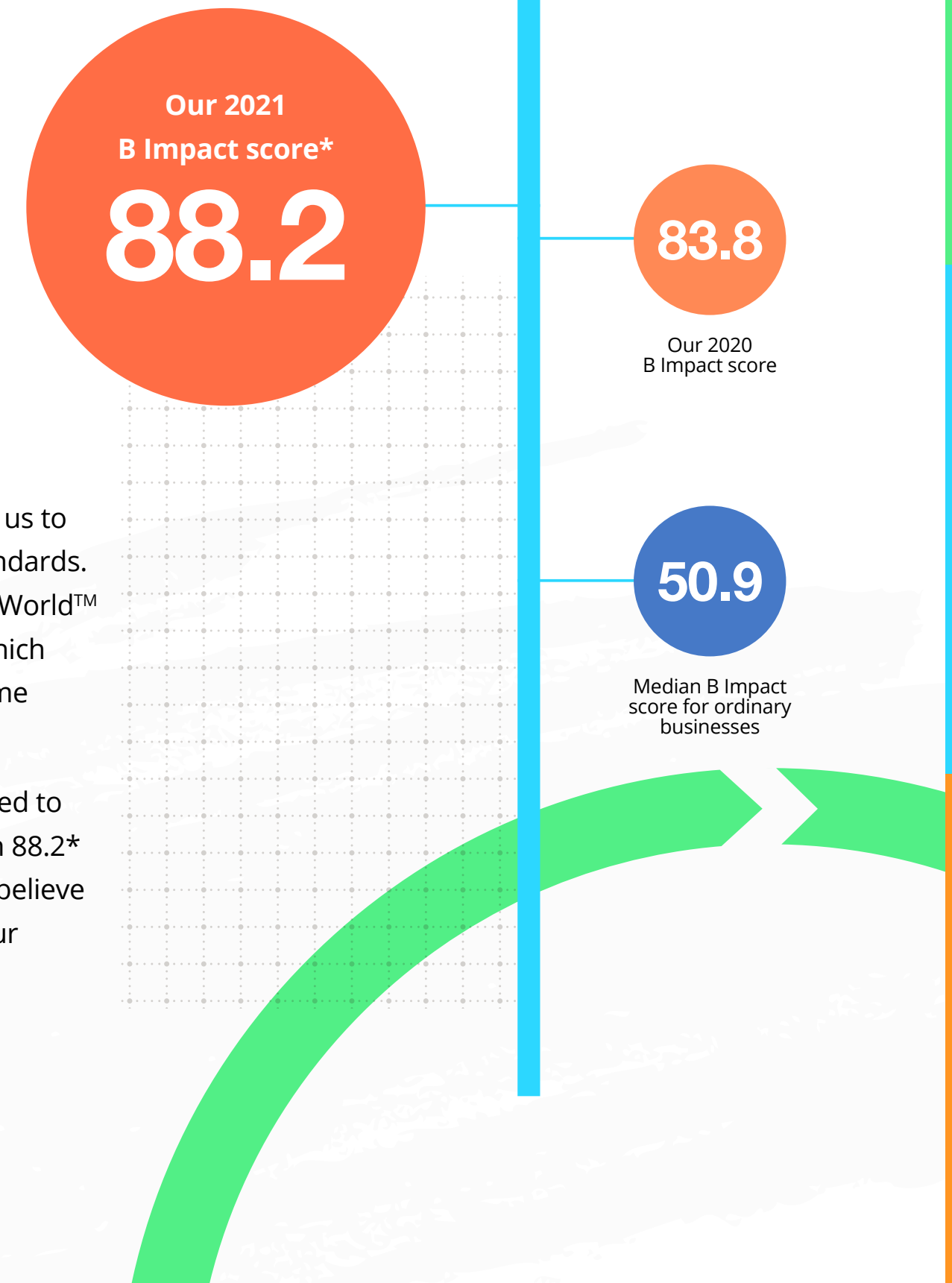
Over the past year we have continued to fulfil our purpose through broad collaboration, raising citizen awareness, and using innovation and insights to help our members navigate the complexities of producer responsibility.

Embracing the B Corp mission

As a certified B Corporation, it is an honour for us to receive a nod of approval for meeting high standards. In 2021, we were recognised as a Best For The World™ B Corp for our best practices in governance, which places us in the top 5% of all B Corps in the same group as ours worldwide.

Since our certification in 2020 we have continued to work on improving our B Impact score to reach 88.2* in 2021. We are always looking ahead, and we believe there is still more that we can do to improve our impact for the planet, our people, and our community.

*Self-assessed score



Protecting our planet

Protecting the planet guides how we work. This means every innovation, initiative, and partnership we support shares in our vision to accelerate change toward an environmentally sustainable world.

2021 presented more opportunities for us to impact, influence and drive positive change through funding and backing innovative initiatives, which have begun to bear fruit.



Flexible Plastic Fund

Securing a stable and viable future
for flexible plastics recycling



Situation

There is insufficient flexible plastics recycling infrastructure in the UK:

- Flexible plastics make up ¼ of all UK consumer packaging.
- Only 8% of flexible plastics are collected from households for recycling¹.

Solution

The Flexible Plastic Fund was set up to make flexible plastics recycling easier and more transparent. Launched in May 2021 with five large FMCG players, the Fund's ambition is to make flexible plastic recycling financially sustainable and transparent in the UK.

Progress

A growing collaboration of 20 funding retailers and manufacturers.

We have also created from scratch an innovative certification platform that retailers and recyclers can use to provide independent tracking of materials and certification when they have been recycled.

Future

The largest flexible plastics household recycling pilot to be launched in 2022.

Nine local authorities will take part in the FPF Flexcollect project starting in October 2022. The data and insights from this three year project will be published to inform the implementation of the new Extended Producer Responsibility (EPR) Regulations, the incorporation of flexible plastics into existing kerbside collection systems and explore different recycling options.



Discover more

- [Visit the website](#)
- [Read our opinion piece](#)

¹ <https://flexibleplasticfund.org.uk/about-the-fund>

Ecosurety Exploration Fund

Investing in opportunities that reduce the environmental impact of products and packaging

In 2021

4

Projects funded

2

Projects completed

Final round launched



Ecosurety
Exploration
Fund
Winner

BOSS-2D: A step closer to recycle flexible plastics at scale

BOSS-2D has cracked the code for accurate and efficient sorting of flexible plastics which are used as packaging wrappers. In a record-breaking nine-month period, the Ecosurety Exploration Fund project has revolutionised research and development around plastic film recycling, by producing a prototype capable of separating mixed post-consumer flexible plastic film into mono-layer and multi-layer streams, to purities of up to 95%.

The BOSS-2D project ushers in new opportunities for post-consumer flexible plastics to be reused at a scale required to drive meaningful change for the environment, and for producers of flexible plastics to meet the ambitions of the anticipated packaging Extended Producer Responsibility.

Manufacturers, producers and recyclers of plastic film are already showing interest in partnering with the creator of BOSS-2D, Impact Recycling, on the establishment of a full-scale 25,000 tonne commercial demonstrator plant, to accelerate the path to flexible plastic recycling. [Read more here.](#)

CellMine: Battery recycling going green

The CellMine project has provided a solution to recover valuable raw materials from lithium-ion batteries in an environmentally sustainable way. In only 10 months, Livingston-based Impact Solutions successfully achieved proof-of-concept of their ground-breaking CellMine process, which uses a novel process to selectively target and recover finite metals from used lithium-ion batteries in an efficient, low-cost, and environmentally friendly way.

The success of the project, initially funded by the Ecosurety Exploration Fund, enabled a further £0.5m of Innovate UK funding to be secured in 2021 to further refine and scale the technology, which will hopefully lead to CellMine's first pilot plant in the near future. [Read more here.](#)



Our next steps

The Ecosurety Exploration Fund launched its second and final round in **June 2021** with the four winning projects announced in 2022, find out more [here.](#)



Giving Toolstation the tools to minimise waste

Supporting our members towards sustainability

Our drive towards an environmentally sustainable world reaches beyond the innovations, initiatives and partnerships that we support. We also want to see our members on the winning side of the race toward zero waste!

Data-driven actions

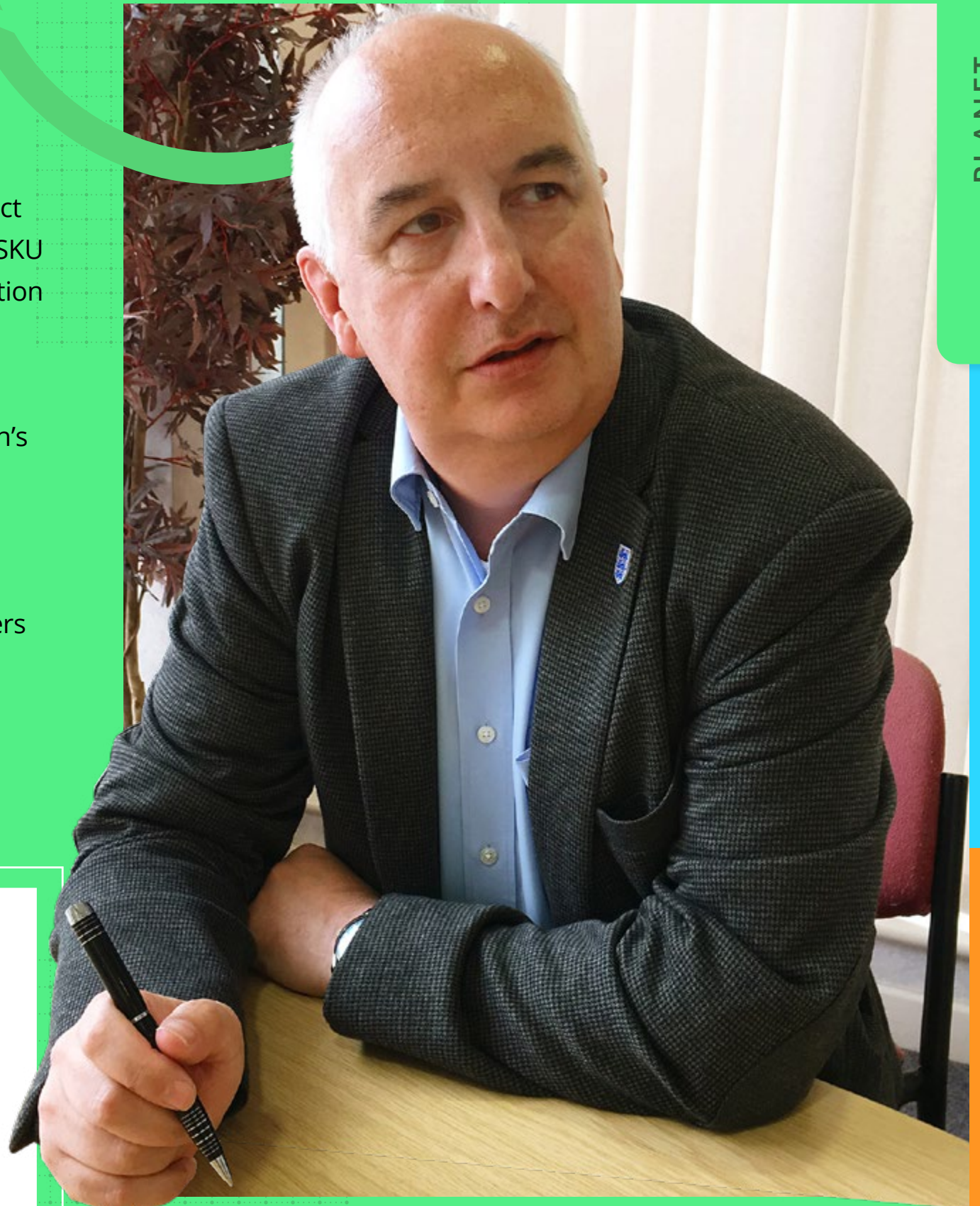
Our in-house data masterminds created dashboards from packaging data to help Toolstation to easily identify their impact and performance. The dashboards can identify suppliers and SKU categories which generate the most plastic packaging. Toolstation has used these insights in supplier review meetings to show suppliers the impact and costs of their plastic packaging use.

This intervention received a positive response from Toolstation's suppliers. A large number of them removed plastic packaging from many SKUs and found more sustainable alternatives.

Not only did Toolstation benefit from this opportunity, but they paid it forward by inspiring and encouraging their suppliers to make a positive change and to have a better impact on the environment.

“Ecosurety's data insights have improved our knowledge of the whole supply chain, enabling Toolstation to reduce plastic and remove unnecessary packaging with data-driven decision making.”

– Paul Field, Quality Assurance Manager, Toolstation



Impacting our community



#ElectricAvenue: Increasing awareness about e-waste

Situation

The UK is one of the largest producers of electrical e-waste¹ in the world, with **23.9 kg of it produced per head every year**. Some people hold onto multiple items of old or unused electrical items despite not using them anymore; or throw them away, which ultimately sends them to landfill.

Solution

We initiated, funded, and volunteered on the #ElectricAvenue campaign, to raise awareness about e-waste in our Bristol community. This multi-pronged campaign run by environmental charity Hubbub, with Bristol Waste Company's support, included trial kerbside collections of working electrical items, and a pop-up shop giving away free items of safety checked electrical equipment and informing Bristolians on how to re-gift, repair or recycle pre-loved electricals. [Read more here.](#)

¹ Electrical and electronic waste



Electrifying results

10

Days of campaign

5,000

Residents reached

1,000

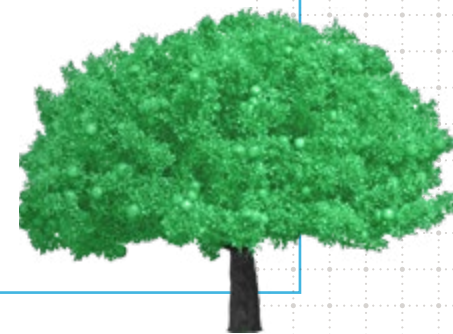
Visitors to the pop-up store

322

Items re-homed

Connecting through volunteering

Our team took some time throughout 2021 to lend their hands and skills at some local initiatives.



Tree planting in Frome Valley

The Frome Valley Growing Project uses low carbon permaculture principles to grow fruit and vegetables for its members and local community. We had a refreshing time of tree planting, working in the polytunnel and sowing seeds for next season's harvest at the project.



“It was a good way for me to learn something new, meet new people and give something back to my local community.”

– Karen Balmforth, Office administrator

Litter picking in Bristol

Any litter that can be captured, recycled, or disposed in a responsible way, is a win not only for the environment but for our streets, community parks and green spaces. A big thank you to Bristol Waste for providing our team with equipment to litter pick in the St Paul's area in Bristol.

Organisations we have volunteered for in 2021



Our journey to Net Zero

Situation

Transitioning to Net Zero is one of the greatest challenges the world is facing and Ecosurety wants to be part of the solution and tackle our own emissions head on. We also aim to influence our suppliers, employees, and customers to reduce their emissions by embarking them on our journey to net zero.

Solution

We announced in March 2021 our commitment to become net zero by 2030 across scopes 1,2 and 3.

The transition to net zero requires a deep transformation of how we operate as a business, which aligns with our purpose of accelerating change towards an environmentally sustainable world.

Progress

We have calculated our carbon footprint to measure our impact across all three scopes, to create a baseline for our emission reduction roadmap. **We have also made progress by:**

- Sourcing 100% renewable electricity, resulting in a **49% reduction** of electricity emissions (scope 2)
- Relocating to Bristol city centre resulting in **22% reduction** in commuting related emissions (scope 3), and positive impact on employee health and wellbeing
- Reducing business travel in favour of online meetings when appropriate (scope 3)
- Implementing a flexible working policy to reduce car commuting (scope 3).



Our next steps

We are refining our analysis of carbon emissions by sub-categories to identify areas of improvement and define clear and measurable annual targets by the end of 2022.



Inspiring our people

The primary purpose of a business is to provide a service and to meet the needs of its clients first. At Ecosurety we know that an organisation should be as much about its people, as it is about business.

Our team is an integral part of the foundation that our business rests on. Which is why we strive to:

- Protect our people by providing wellbeing support
- Engage our people by investing in their development through training and monthly updates
- Inspire our people to perform at their best through regular feedback and acknowledging operational excellence



Prioritising wellbeing

Providing the tools for optimal work welfare

Employee wellbeing is our top priority because we want to ensure that our colleagues always feel supported, that their mental health is nurtured, and that they never have to pour from an empty cup. In 2021, we booked time in our diaries to participate in a variety of wellbeing team initiatives and training aimed at supporting personal development.



We spent **Time to Talk Day** engaging our team through conversations and activities which promote good mental health. We also trained additional mental health first-aiders to a total of seven, to ensure that support is always within reach.

Strengthen the body

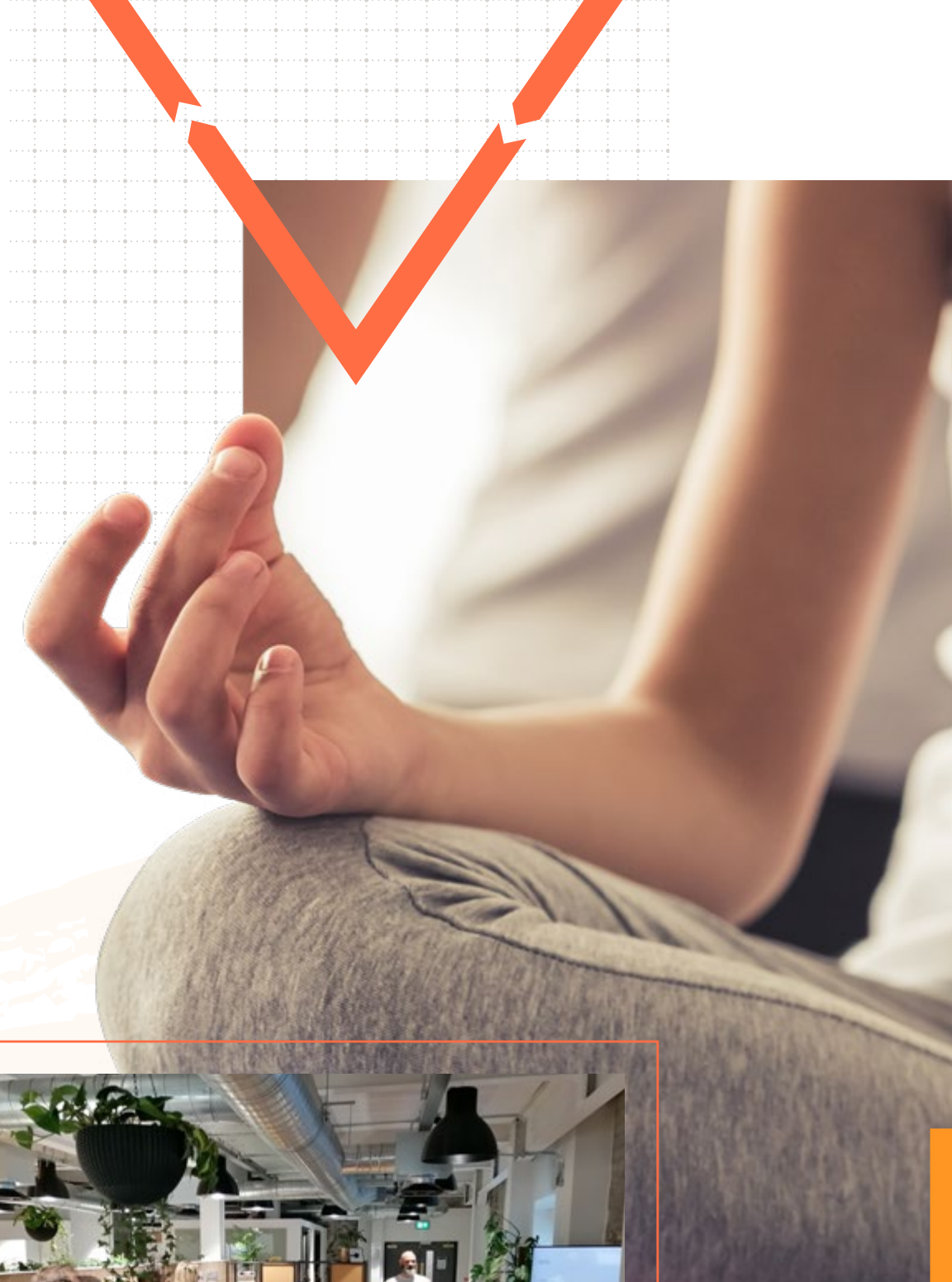
Weekly yoga mornings in the office and online were one of our favourite ways to start the day, and 45-minute strolls during Wednesday lunchtimes have proved popular too. Monthly craft sessions have also inspired creativity and building connections beyond work.

Feed the soul

We provided the tools for our colleagues to manage their personal development. Many of them received training and implemented various disciplines such as 'Finding balance', 'Building resilience', and 'Managing change'.

25 Training sessions

Number organised throughout the year on various topics.



Supporting equality and diversity

As a growing organisation we want to ensure that nobody is left behind on our journey. We believe that our team should reflect the same diversity we see in greater society, and that everyone should have the opportunity to thrive, regardless of their race, background, age, gender, belief, ability, or status.

Training for success

We organised an introductory Equality, Diversity and Inclusion training for all our colleagues and launched the **Women in Leadership** group to encourage women in our team to come together, share experiences, build new skills, and encourage each other to develop their leadership skills.



“It’s not uncommon to feel like an imposter when you work in quite a male-dominated industry. Being a part of the Women in Leadership group has been really empowering as we all understand those day-to-day challenges we face and can discuss and build up one another.”

– Abigail Warren, Client services manager

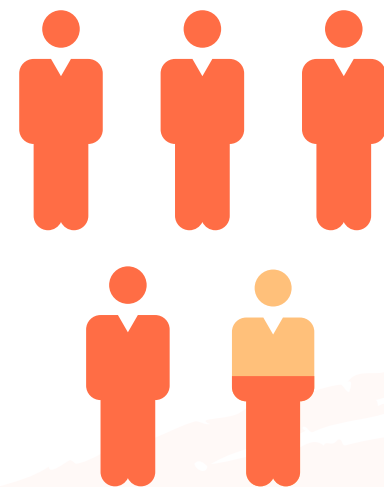


Taking the pulse on employee satisfaction

Last year we moved from our annual satisfaction survey to monthly 'pulse' surveys, to more regularly measure the team's engagement and address any underlying concerns. The surveys are an opportunity for the team to anonymously provide honest and direct input, whether it is positive or negative.



How likely are you to tell friends Ecosurety is a great place to work?



4.5 out of 5

"This impressive average score recorded in 2021 is a testament to how we continue to ensure that, as we grow, we maintain our culture and values of working with fun and passion".



Next steps

In 2022 we commit to:

Planet

- Support our members to reduce their environmental impact further by preparing for Extended Producer Responsibility
- Launch at least two awareness campaigns to reduce, reuse, recycle
- Publish our carbon emissions reduction plan to reach net zero by 2030

Community

- Inspire our stakeholders to use business as a 'force for good'
- Contribute to initiatives to make our communities more environmentally sustainable
- Use our volunteering days to make a positive impact outside our organisation

People

- Maintain an employee engagement score of at least 80%
- Promote monthly training to all employees on EPR, data and IT
- Deliver on our Equality, Diversity and Inclusion policy

