

A photograph of a large warehouse interior, viewed through a circular frame of evergreen trees. The warehouse floor is filled with tall stacks of cardboard boxes on pallets. A person wearing a high-visibility vest is walking in the center of the aisle. The text "2021 SUSTAINABILITY STRATEGY" is overlaid in the center of the image.

2021

SUSTAINABILITY STRATEGY



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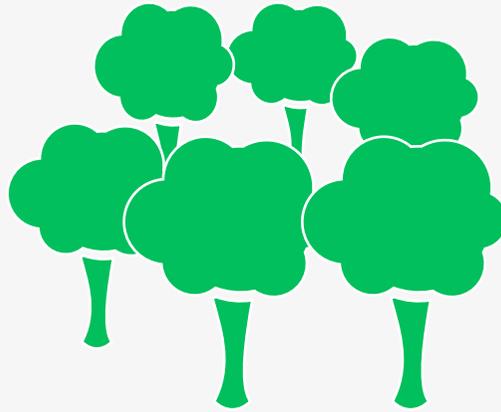
2024 Targets14

SUMMARY...



5000+

Tonnes of cardboard
reused



25,000+

Trees saved



2,400+

Trees planted



PLASTIC FREE

We became a plastic free
champion

THINGS WE'RE PROUD OF:

- ✓ The Reuseabox Carbon Footprint Tool is helping companies to track and measure their environmental achievements.
- ✓ We've launched our Reuse Ambassador Initiative and had our first ambassadors sign up!
- ✓ Our volunteering programme has helped us give back to the local community.
- ✓ In less than a year we've already planted over 2,100 trees through our 'Place An Order, Plant A Tree' initiative.
- ✓ We became part of the Ellen MacArthur Foundation Community

ABOUT US...



We are Reuseabox and we're on a mission to reduce waste and save trees through cardboard box reuse.

We're challenging the status quo and forcing businesses to re-think how they package their products and dispose of their unwanted cardboard.

THE REUSEABOX MODEL - HOW IT WORKS

We collect high quality once used cardboard boxes from our suppliers. We then re-distribute these boxes to other companies looking for low cost, sustainable shipping boxes.

The Reuseabox Model is based on Circular Economy Principles. By keeping cardboard in use for longer we delay the environmentally damaging recycling process, reduce the global demand for new cardboard and protect our natural resources.

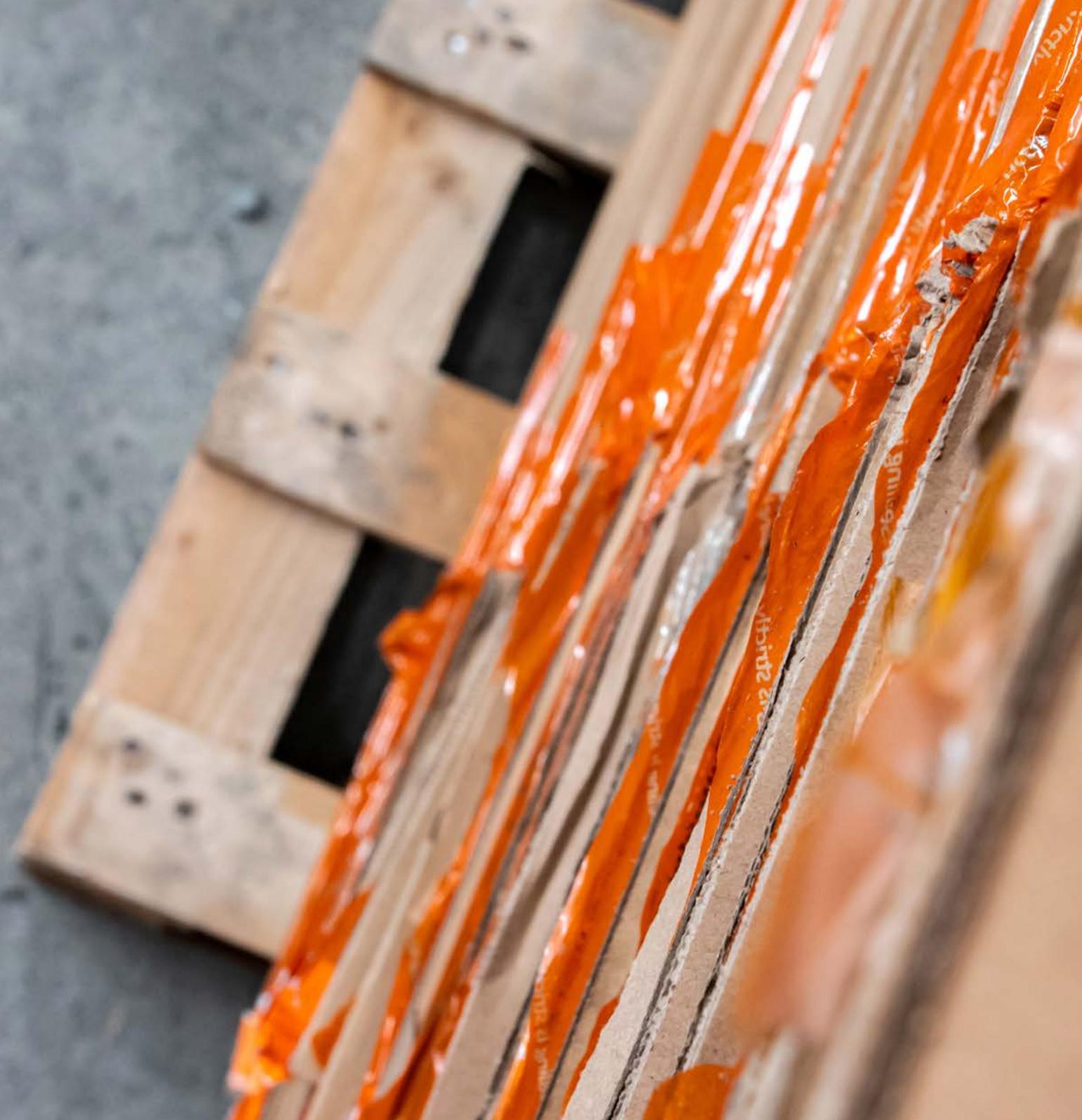
The Reuseabox Model allows businesses to buy used cardboard boxes to pack your products. These boxes are strong and sturdy, capable of being reused multiple times.

For companies who want to reuse their own boxes, we've developed a truly circular model. It's easy to implement and significantly reduces their carbon footprint.

[Check out how it works](#)



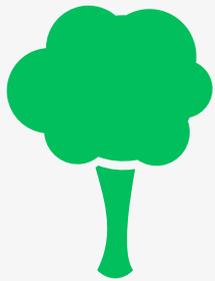
OUR BOXES...



OUR BOXES COMPARED TO RECYCLED BOXES

A cardboard box is not a single use item and should not be treated as such. Cardboard can only be recycled a few times before the fibres become too stretched. This means most recycled cardboard is made from a proportion of new pulp. Buying recycled boxes for your business is therefore contributing to deforestation. But when you choose to reuse a box, you delay the recycling process and make huge environmental savings.

EVERY TONNE OF BOXES REUSED SAVES...



**5+
TREES**



**0.5+
TONNES OF CO₂**

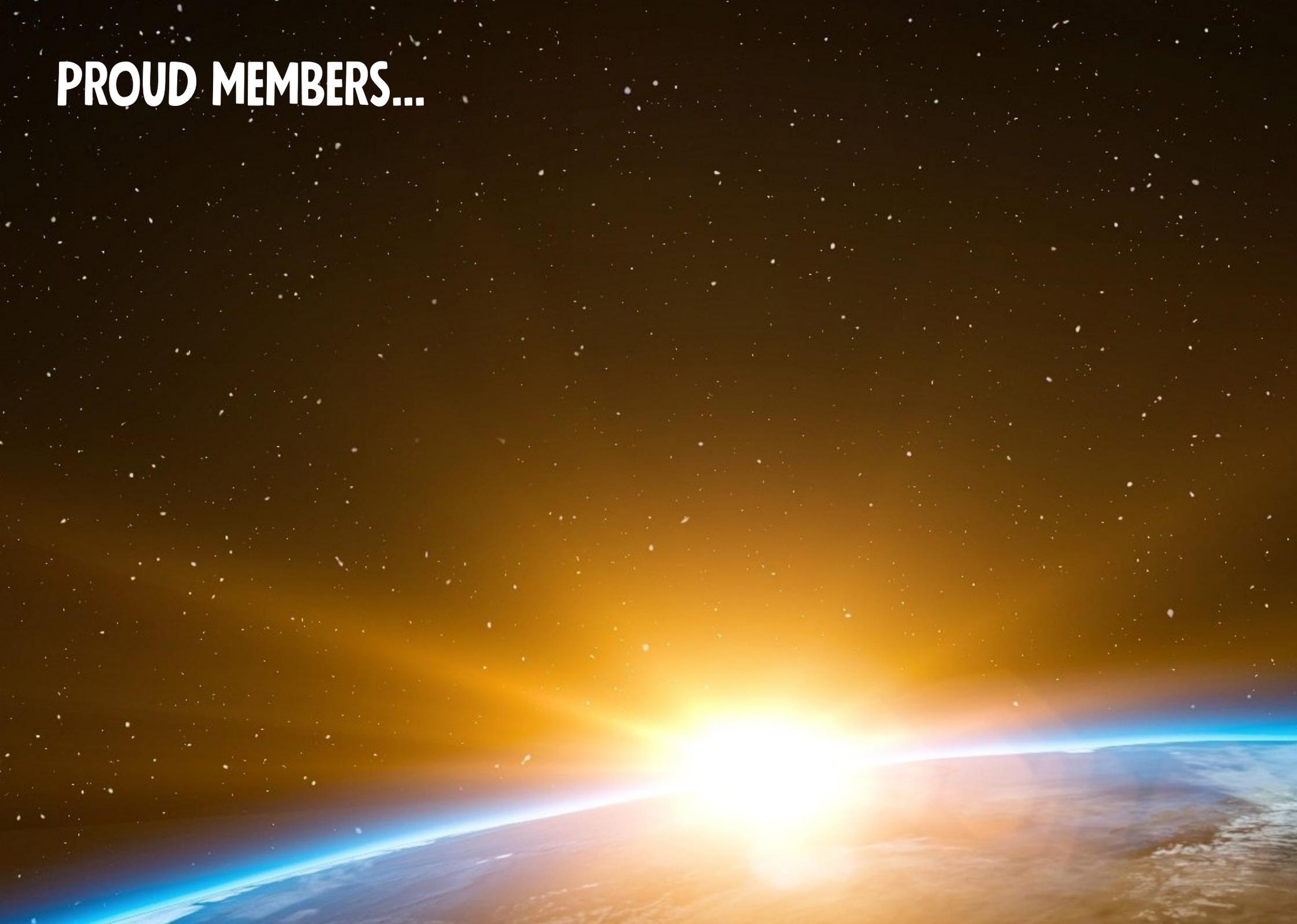


**21,000+
LITRES OF WATER**



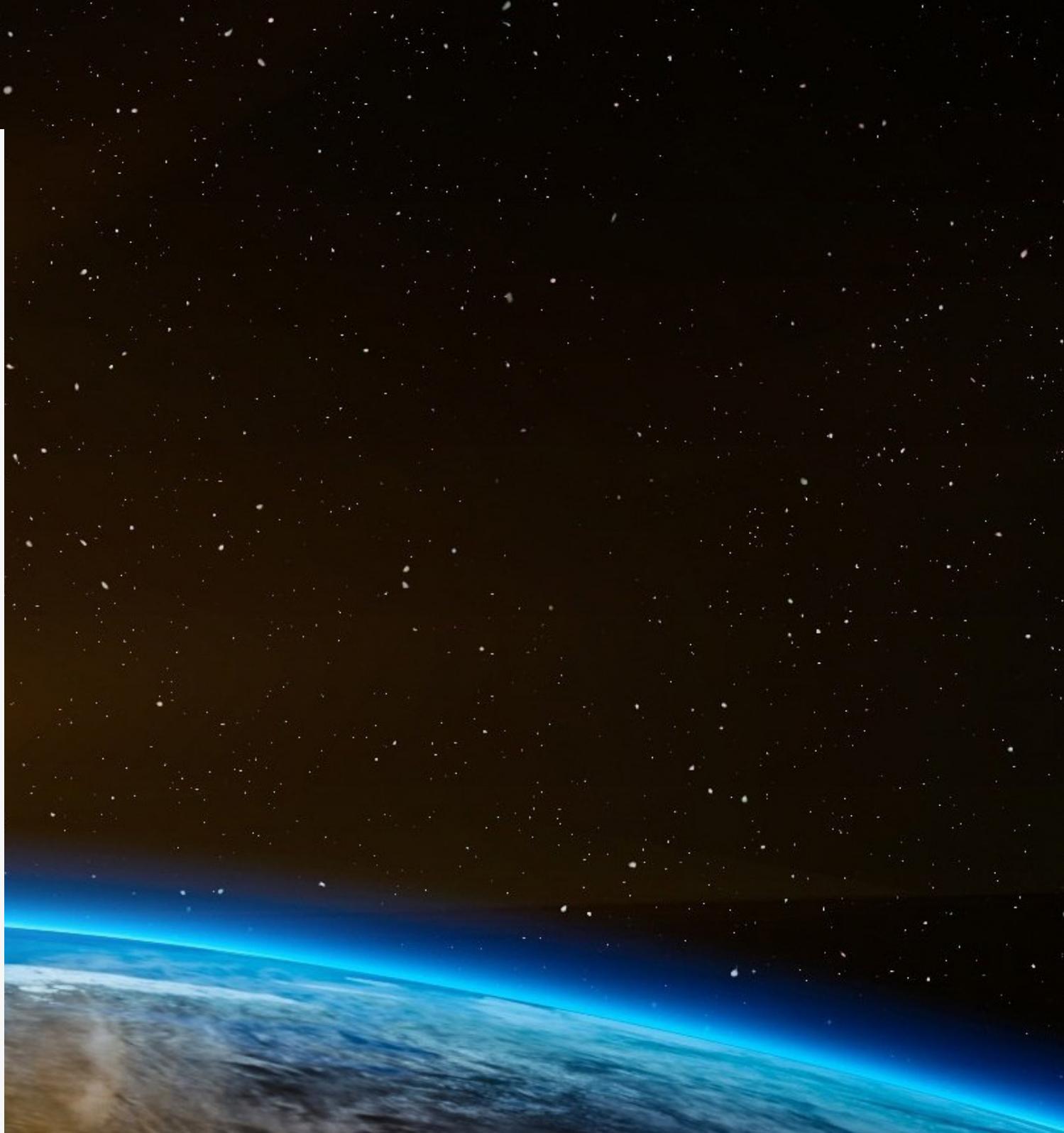
**4,000+
KWH OF ENERGY**

PROUD MEMBERS...



Proud Members Of The Ellen MacArthur Foundation Community

We're proud to be part of the Ellen MacArthur Foundation Community. Together, we hope to raise awareness of the importance of reuse, to help companies re-think their waste processes and ultimately transition to a more circular economy.



A photograph of a dense forest with tall, thin trees and a thick canopy of green leaves. Sunlight filters through the trees, creating dappled light on the forest floor. In the foreground, there is a field of white flowers, possibly wildflowers, growing in a clearing. The overall scene is vibrant and natural.

GOING GREENER...

As a business we are constantly looking for ways to be more environmentally sustainable.

This is what we're doing so far.

GREEN ENERGY

Our Warehouse and offices are powered by green energy.

SPECIALIST RECYCLING

Waste pallet strapping and stretch wrap is sent for re-processing at a specialist recycling centre.

ANIMAL BEDDING

Any waste cardboard is shredded and made into animal bedding.

HOW WE'RE GOING GREENER

PLASTIC FREE

Staff use refillable/ reusable plastic free cleaning materials.

REUSE & REPAIR

Wooden pallets are reused and repaired if necessary.

2024 TARGETS...

1

PLANT TREES IN AREAS OF THE WORLD THAT NEED THEM THE MOST

How It's Going

In 2020 we launched our 2 Million Tree Challenge where we aim to both save and plant a million trees. We're saving trees by helping companies to reuse cardboard boxes, thus reducing the demand for new boxes. We also plant a tree for every order placed. Tree planting is vital in the fight against climate change. In just a few months we've already planted over 2,000 trees. We plant trees through the charity One Tree Planted. This allows us to plant trees in areas of the world that need them the most. Projects focus on areas where tree planting will have a real impact on maintaining habitats, biodiversity, as well as providing social and economic opportunities for local people.

What's Next

We plan to ramp up our tree planting efforts by providing our customers and suppliers with the opportunity to donate to our tree planting efforts at the checkout. We'll still plant a tree for every order placed and we're still on the lookout for more local environmental causes to support.



2

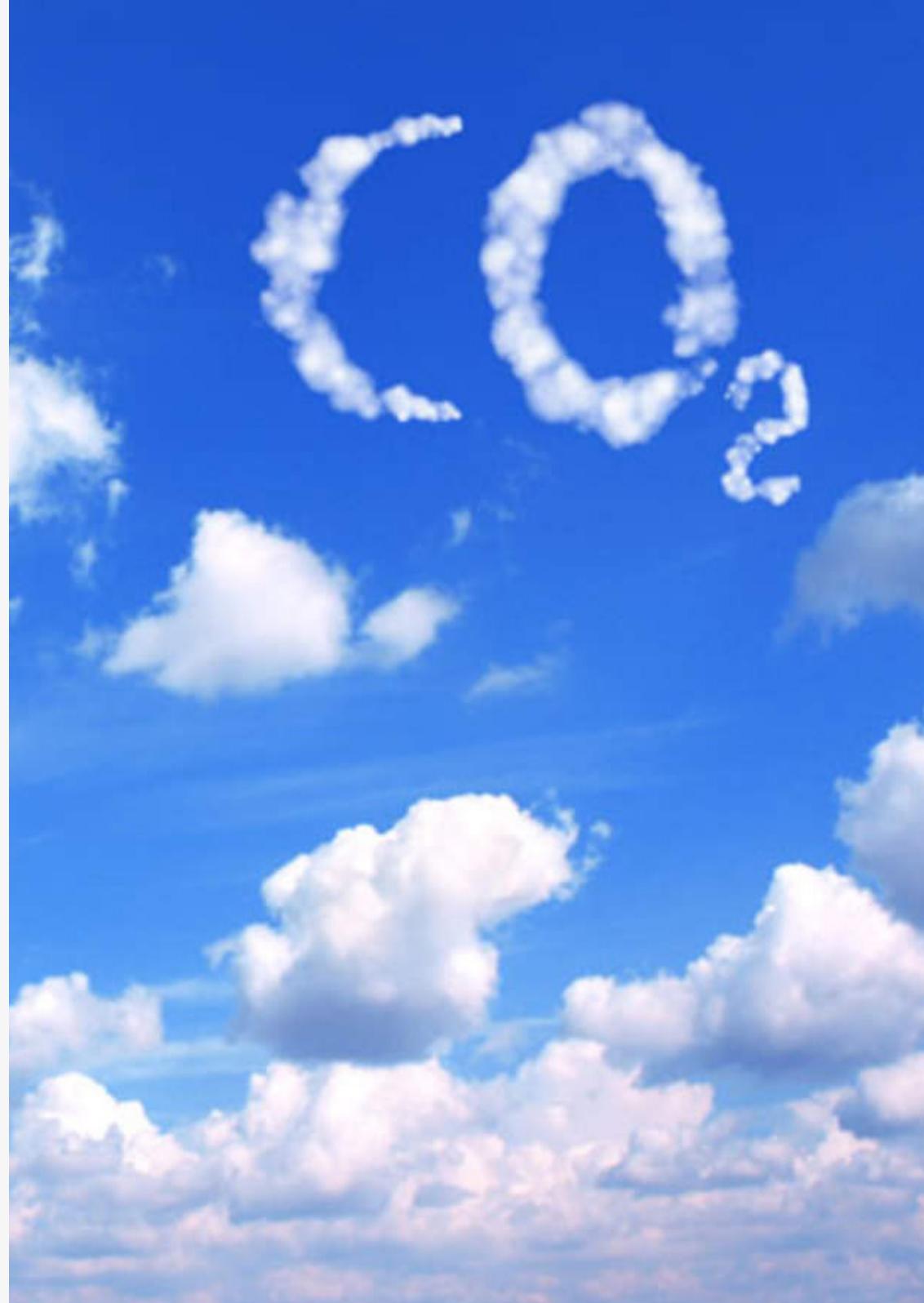
REACH NET ZERO CARBON ACROSS OUR ENTIRE SUPPLY CHAIN

How It's Going

We're helping our suppliers become net zero carbon with our Reuseabox Model. Companies who divert their used cardboard away from recycling and into reuse are making huge carbon savings.

What's Next

Going forward we plan to introduce clear Corporate Social Standards (CSR) for our suppliers. We will ensure that our supply chain partners share our values before we work with them. We will create a Code of Conduct that all supply chain partners will be required to sign.



3

CREATE A REUSE AMBASSADOR INITIATIVE

How It's Going

We have recently launched our Reuse Ambassador Initiative and gained our first few ambassadors. We've already connected with like-minded organisations who are passionate about promoting reusable packaging and good waste management.

What's Next

More Reuse Ambassadors will enable us to help spread the word about cardboard box reuse. It will also help us to connect with more like-minded companies and create a community of individuals committed to creating positive change within the industry. Our ambassadors will be displayed on our website and given social sharing packs to help spread the word.





4

CREATE A ZERO WASTE TO LANDFILL WORKPLACE

How It's Going

As a company focused on reuse, we have thought carefully about the waste we produce. Wherever possible we have implemented reuse or refill systems to cut down on waste. This includes refillable adblue containers for our vehicles and refillable cleaning products. Wooden pallets are reused and repaired wherever possible. Our hard to recycle flexible plastic is taken to a specialist recycling facility and any cardboard that cannot be reused is shredded for animal bedding.

What's Next

Next, we plan to tackle our non-recyclable waste. A community garden will enable us to create compost from food waste. We'll look at ways to re-design our processes to reduce non-recyclable waste even further.



5

CREATE A COMMUNITY GARDEN

How It's Going

We plan to create a community garden adjacent to our offices. We aim to both enrich the local environment and provide a natural, healthy space for our employees and the local community to enjoy.

What's Next

Our Community Garden will be part of our new offices and warehouse. We're in the process of looking for a new Reuseabox HQ where we can continue to process as many used cardboard boxes as possible. The new site will also allow us to develop our eco-friendly offices and Community Garden. We can't wait to get started on this project!

6

GAIN ACCREDITATION FOR THE REUSEABOX CARBON FOOTPRINT TOOL

How It's Going

The Reuseabox Carbon Footprint Tool was created by environmental consultants and academics at Lincoln University. It has enabled us to calculate the environmental benefits of choosing to reuse cardboard boxes. Using the tool, we create Environmental Reports for our suppliers and customers.

What's Next

We're in the process of applying for official accreditation for the Reuseabox Carbon Footprint Tool. The tool was developed by environmental consultants and academics. It's the first of its kind to compare cardboard box reuse and recycling. Gaining accreditation for the tool will provide a greater level of credibility which will help our clients with their waste reporting.



7

SUPPORT LOCAL ENVIRONMENTAL CAUSES

How It's Going

This year we supported The Real Junk Food Project with their community garden. We spent a day digging, planting, sowing and building in preparation for Spring.

What's Next

From 2022 each employee will receive paid leave to volunteer with the charity of their choice. We are also looking for local environmental causes to support through our 'Place An Order, Plant A Tree' campaign.





FOLLOW OUR PROGRESS ON...



OR GET IN TOUCH...

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