

# **REUSEABOX** **IMPACT REPORT** **2022**





# SAVING THE WORLD, ONE BOX AT A TIME

We're a circular economy business. We help companies reuse cardboard boxes simply because it's better for the planet.

Keeping cardboard in use for longer means we delay the recycling process, reduce demand for natural resources and prevent carbon emissions.

We align with Sustainable Development Goal 12.2 – to achieve the sustainable management and efficient use of natural resources by 2030. Cardboard boxes are not single use items and we're on a mission to help companies cut waste and protect the planet by keeping them in use for longer.

Our 2022 Impact Report explains how we're creating positive change for the planet, what we achieved in 2022 and our plans for 2023.





**GOVERNANCE**

# STAKEHOLDERS

We consider how our decisions will affect all stakeholders of Reuseabox. In 2022 we made this a legal commitment by changing our Articles of Association.



# SHARING INFORMATION

We track the number of boxes we reuse along with the related environmental savings. This is reported to and shared with our senior management team on a regular basis.

# OUR VISION

We're working to create a future where cardboard is reused before it's recycled. Where our trees are protected before we plant new ones. And where businesses work together to tackle the global waste crisis, one box at a time.

# OUR MISSION

Our mission is to help businesses reuse cardboard boxes to create a better world. We want to raise awareness of the environmental problems facing the packaging industry and fix the global waste crisis.

# OUR PRINCIPLES

- 1: To keep cardboard in use for longer,
- 2: helping to reduce deforestation
- 3: and raise awareness of the environmental impact of recycling cardboard whilst
- 4: donating to charities that mitigate the effects of climate change.

# GOALS FOR 2023

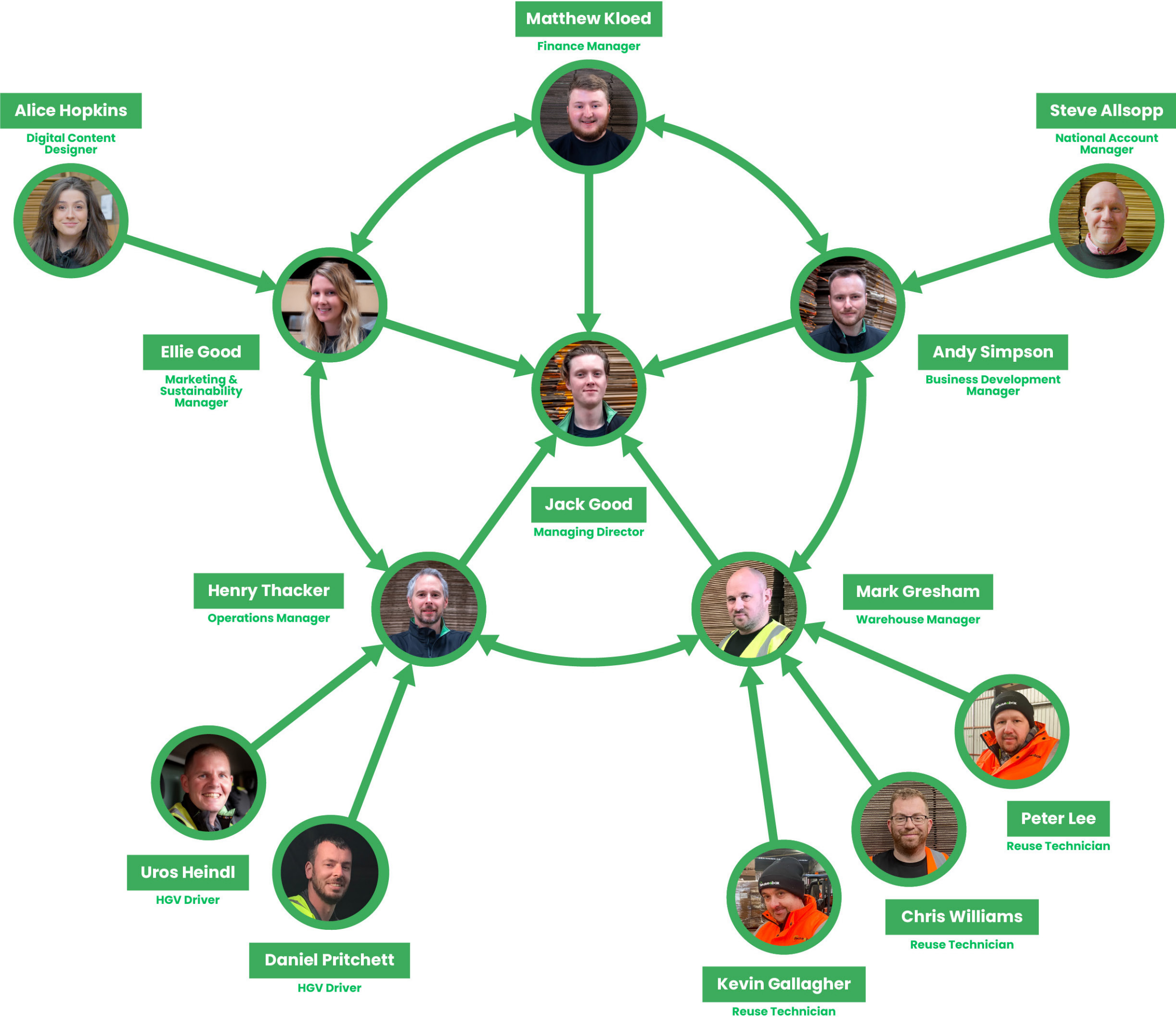
- In 2023 we hope to become B Corp certified.



**WORKERS**



# THE TEAM





# LIVING WAGE EMPLOYER

We became a living wage employer in 2022. All of our employees are paid more than the National Living Wage.



## A SLICE OF THE PIE

All employees who have worked for Reuseabox for 12 months or longer receive a monthly profit share. This amounts to 5% of the monthly profits.



# EMPLOYEE WELLBEING

We organise monthly events in and outside of work to help our employees relax and re-charge.



## GOALS FOR 2023

- In 2023 we want to upskill our team by increasing the amount of external training or professional development opportunities for our employees.



**COMMUNITY**



# BRINGING PEOPLE TOGETHER TO REDUCE WASTE

We connect businesses and organisations who can help each other. In 2022 we helped Greiner donate surplus yogurt pots to the food waste charity Surplus to Purpose.

We donated some wooden pallet edges to a local charity to be re-purposed.



## VOLUNTEERING

Over the last 12 months we've donated 88 hours to volunteering with local environmental charities.

88

## CALLING FOR CHANGE

In 2022 we joined the Better Business Act, a campaign to transform the way we do business by changing the law so that every single company in the UK, big or small, takes ownership of its social and environmental impact.

better business  
act

## GOALS FOR 2023

- In 2023 we want to support more campaigns advocating for policy change that align with our company mission and values.



**ENVIRONMENT**

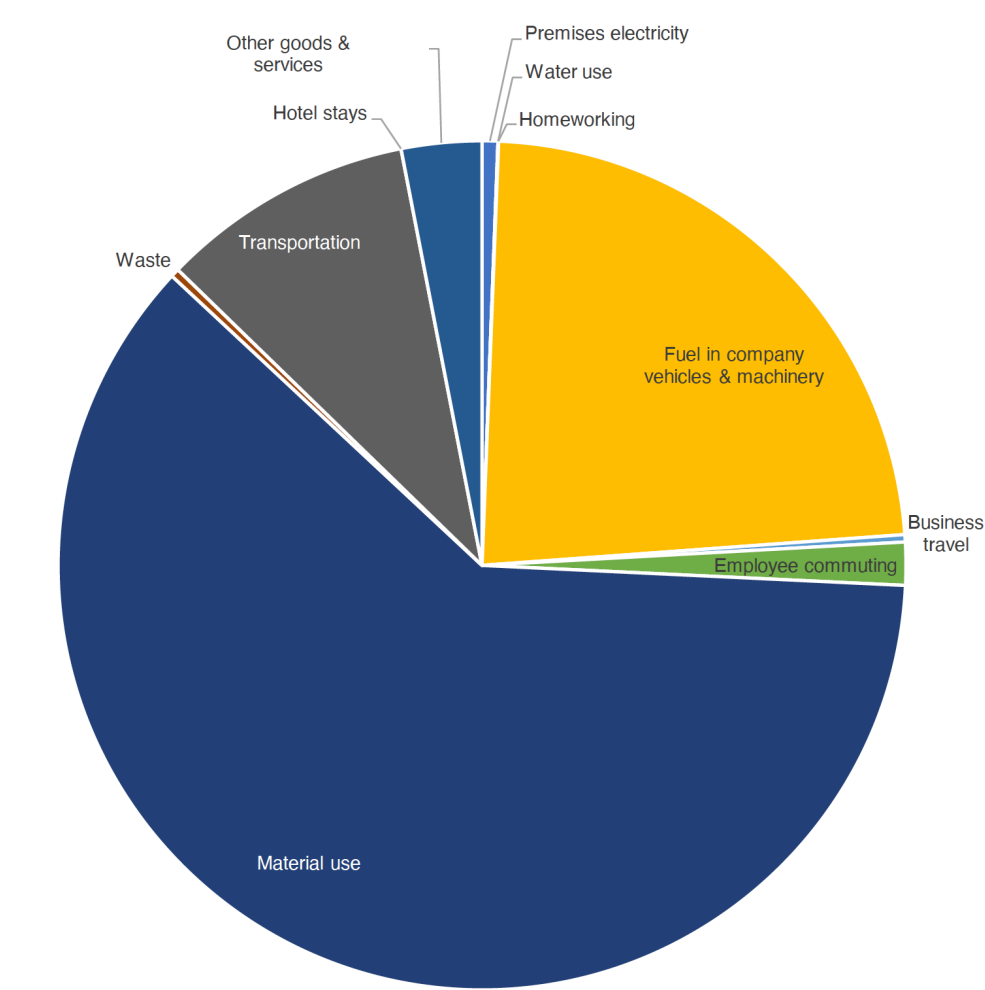


# OUR CARBON FOOTPRINT

Despite our positive impact, our business leaves a footprint on the planet. We worked with Green Small Business to calculate our scope 1, 2 and 3 emissions. We then developed an environmental action plan to help us reduce our impact. We also tracked the amount of water we used and the waste we generated. Results for 2021–2022:

**Total emissions (CO<sup>2</sup>): 580.9 tonnes**

Carbon footprint by named category:



Carbon footprint by scopes (tCO<sub>2</sub>e<sup>1</sup>):

**Scope 1: 134.9**

**Scope 2: 3.2**

**Scope 3: 442.8**



## WATER AND WASTE

Between 2021 and 2022 we used 82,520 litres of water which is 15% less than the previous year. This is probably thanks to the installation of a pressure regulator in our offices and a water butt for rainwater harvesting.

We also generated 87.84 tonnes of waste, 86.05 tonnes of which was recycled.

## GARDEN

We created a garden for our employees to enjoy.

## WE'RE A PLASTIC FREE BUSINESS

This means we've measured and reduced our single use plastic across the business. We use refillable or plastic free cleaning products, refillable ad blue containers and have banned single use coffee cups after installing our own coffee machine.





# OUR SAVINGS

Between 2021 and 2022 we diverted an incredible

# 1,643,248 boxes

to reuse. This equates to...

<b>Carbon avoided</b>	<b>1,200+ tonnes</b>
<b>Energy avoided</b>	<b>10 million+ KWH</b>
<b>Water avoided</b>	<b>49.6 million+ litres</b>
<b>Trees avoided</b>	<b>11,900+ trees</b>
<b>Trees planted</b>	<b>11,300+ trees</b>



## MILLION TREE PLEDGE

In 2022 we pledged to plant 1 million trees over the next 10 years with The Million Tree Pledge. We planted over 11,000 trees in 2022 through Ecologi.

## GOALS FOR 2023

- Using our Environmental Action Plan we will start to reduce our carbon footprint across all three scopes
- During 2023 we want to divert over 2 million cardboard boxes to reuse.



**CUSTOMERS**

# OUR CUSTOMERS

Our customers are our driving force. They support us to intercept cardboard boxes destined for the waste stream, reduce the environmental impact of the packaging industry and fund charities working to reforest the Earth.

# ENVIRONMENTAL IMPACT

A survey we conducted showed that although price and quality is still a key concern for our customers, 75% would like to understand more about the environmental impact of reusing cardboard boxes.



# REVIEWS

Our website makes ordering used cardboard boxes easier than ever for our customers. We're proud to be rated Excellent on Reviews.io by our customers.

## EXCELLENT



4.96 Average 221 Reviews



# GOALS FOR 2023

- In 2023 we want to create greater transparency for our customers regarding our reuse model and the work we are doing to reduce waste. We'll provide more information on our website and environmental reports will be sent to all customers who request them.



