



# IMPACT REPORT 2022-23

How we're making a difference



# CONTENTS

|                                              |       |                                              |    |
|----------------------------------------------|-------|----------------------------------------------|----|
| <b>A WORD FROM OUR CHIEF PURPOSE OFFICER</b> | 3     | <b>PROTECTING &amp; RESTORING OUR PLANET</b> | 26 |
|                                              |       | Measuring our carbon footprint               | 27 |
|                                              |       | Ecologi                                      | 28 |
| <b>OUR IMPACT JOURNEY</b>                    | 4     | Our 2023 reuse stats                         | 29 |
| 2019-2022                                    | 5     | Reforestation and 1% for the Planet          | 30 |
| 2023                                         | 6-7   | Community garden                             | 31 |
|                                              |       | Planet goals for 2024                        | 32 |
| <b>WHY OUR IMPACT MATTERS</b>                | 8     | <b>SERVICE</b>                               | 33 |
| Our impact                                   | 9-10  | Our reviews                                  | 34 |
| UN Sustainable Development Goals             | 11    | Service goals for 2024                       | 35 |
| <b>IMPACT BUSINESS MODEL</b>                 | 12-13 |                                              |    |
| Deforestation                                | 14    |                                              |    |
| B Corp                                       | 15-16 |                                              |    |
| Impact goal for 2024                         | 17    |                                              |    |
| <b>SUPPORTING OUR TEAM</b>                   | 18    |                                              |    |
| How we support our team                      | 19-20 |                                              |    |
| Team goal for 2024                           | 21    |                                              |    |
| <b>WORKING WITH OUR COMMUNITY</b>            | 22    |                                              |    |
| Community and volunteering                   | 23    |                                              |    |
| The Earth Your While podcast                 | 24    |                                              |    |
| Community goal for 2024                      | 25    |                                              |    |







# A WORD FROM OUR CHIEF PURPOSE OFFICER

Reuseabox has always set out to do the right thing for people and planet. From the very beginning we wanted to create a company where people had fun, were treated fairly and worked together to have a positive impact on the planet. We're proud to be B Corp certified, showing our commitment to using business as a force for good.

**Ellie Good**  
*Chief Purpose Officer*

**OUR IMPACT**  
**JOURNEY**  
**SO FAR**



We developed our Environmental Calculator Tool to track and measure the impact of reusing cardboard boxes.

2019

2022

February

We became a Living Wage Employer  
We are committed to paying our staff a wage based on the cost of living.



better business  
**act**

We Joined the Better Business Act  
To help ensure every single business in the UK takes ownership of its social and environmental impact.

March

We joined the Million Tree Pledge  
We pledged to plant 1 million trees by 2030.

June



# 2023

January

**We launched the Earth Your While podcast**  
We talk to sustainable business leaders and change-makers as they try to uncover the simplest ways to make businesses better for people and the planet.



**1%  
FOR THE  
PLANET.**

**We joined 1% for the Planet**  
We donate 1% of our sales revenue to environmental causes. To us, this is part of our cost of doing business, giving back to the planet for the resources we use.

April

**We became B Corp Certified**  
Showing our commitment to using business as a force for good.


May

Certified



Corporation

 **Printing Charity**

 Welfare. Education. Heritage.

**We joined the Printing Charity**  
Providing mental health support to our employees.

June



# 2023

We launched our **Community Garden** in support of Great Big Green Week.



June



We were ranked one of the top 100 companies to escape to in 2023 By Escape the City.

July

We became an **Age Friendly Employer**  
A nationwide programme run by the Centre for Ageing Better to make workplaces age-friendly.

We're an **Age-friendly Employer**

September



We were voted a winner of the **Shift People Awards**  
Our initiatives for environmental practices were recognised.

November

**WHY OUR  
IMPACT  
MATTERS**



*Volunteering with a food waste charity*

**REUSEABOX EXISTS TO  
SHAPE A BETTER FUTURE  
FOR PEOPLE AND PLANET.**





**Our mission is to inspire, promote and educate a global community that reuses packaging before it's recycled, while investing in our planet to create a better future.**

We do everything we can to support our employees because we know that a happy and inspired team will always achieve more.



# UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

## 8 DECENT WORK AND ECONOMIC GROWTH



We stand for fair, safe and healthy working conditions for everyone working for Reuseabox both directly and indirectly through our supply chain.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



As a circular economy business we keep cardboard in use for longer, helping to protect and preserve our natural resources.

## 13 CLIMATE ACTION



We're taking action for our planet by reducing the demand for single use packaging and donating to reforestation projects.

## 15 LIFE ON LAND



By reducing the global demand for paper packaging, we're helping to reduce deforestation and land desertification, helping to halt biodiversity loss.

**IMPACT**  
**BUSINESS**  
**MODEL**



*Volunteering with the local community*

**WE AIM TO MAKE THE  
WORLD A BETTER PLACE  
SIMPLY BY EXISTING.**



# Every year 3 billion trees are cut down for the paper packaging industry.

At this rate we'll run out of paper in just 238 years. But we'll also cause catastrophic damage to our planet.

Instead of adding to this problem we do things differently. By collaborating with businesses across the UK we **keep cardboard in use for longer**, proving that cardboard can be reused multiple times before it's ready to be recycled. This reduces demand for natural resources and prevents carbon emissions.







# WE'RE B CORP CERTIFIED!

In May 2023 we became B Corp Certified! We were over the moon to certify on our first attempt with a score of 90.7.

Becoming B Corp Certified is a huge achievement for us. We've examined every area of our business and considered how we can do better, not just for ourselves, but for our employees, our customers, our communities and the planet.

IMPACT BUSINESS MODEL

Our updated articles of association include a legal obligation to look after people and planet as well as profit.

For us this is just the start of our journey. We've formed a B Keepers team to ensure we constantly work on ways we can make Reuseabox better for people and planet.



*Reuseabox B Keepers*

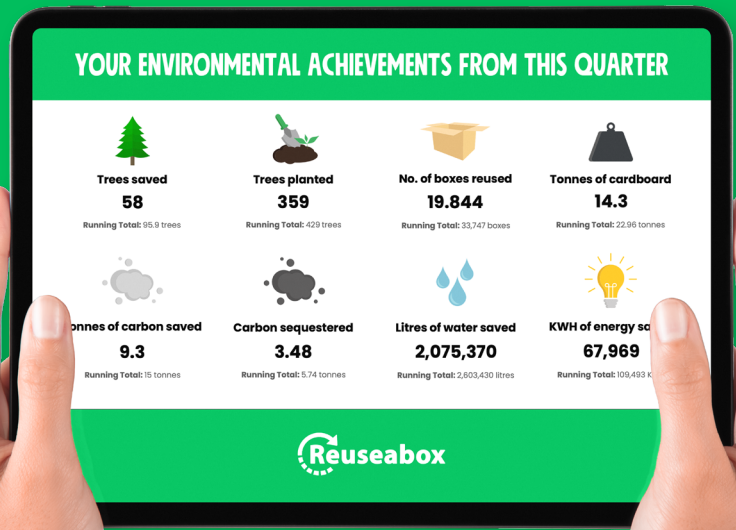


- 90.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# IMPACT

# GOAL FOR 2024

We'll combine our impact reporting with our financial reporting.



**SUPPORTING  
OUR TEAM**





*Reuseabox team 2023*

**13 → 16**

The team grew from 13 to 16 team members (17 if you count Reggie our Barketing Manager) with a staff turnover of 6%.

**£2,278**

This year each employee received £2,278.75 in profit shares.

**456 HOURS**

We invested in 456 hours of training and development for our employees.





B Corp Party

Setting up The Printing Charity



Tree planting

# SOCIALS

We have monthly employee wellbeing or team events.

# MENTAL HEALTH

We joined the Printing Charity to offer free mental health support to our employees.

# HYBRID

We offer a hybrid working arrangement for our office staff and flexible start and finish times for all staff.

# TEAM

## GOAL FOR 2024

**We'll continue to grow our team and provide more training and development opportunities.**



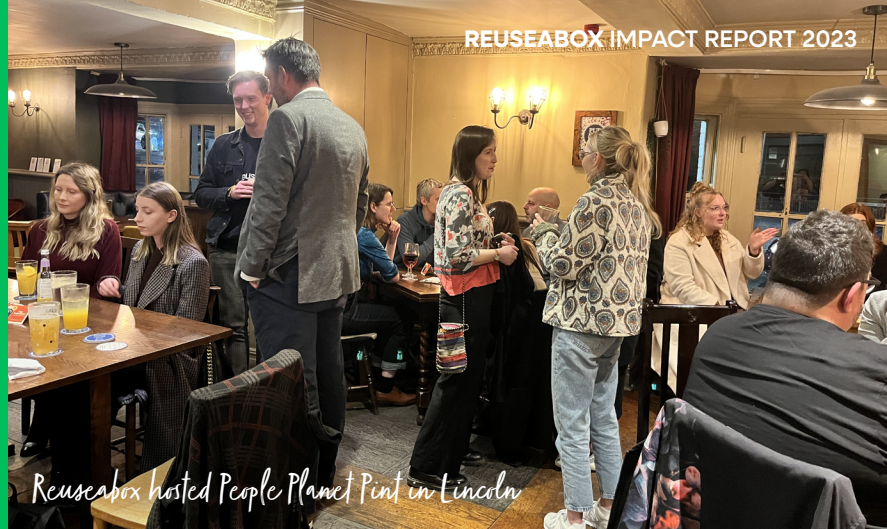
**WORKING  
WITH OUR  
COMMUNITY**





This year we've connected with more purpose-driven, like-minded businesses and organisations. Together we're advocating for reusable packaging and reducing the environmental impact of cardboard boxes.

We volunteered **78 hours** to environmental charities. This year we worked with Protect Earth, an environmental charity that is working to create and restore natural ecosystems in the UK to help combat the escalating climate crisis and biodiversity crisis.



*Reusebox hosted People Planet Pint in Lincoln*



*Volunteering with Protect Earth*



# THE EARTH YOUR WHILE PODCAST

We launched series two of the Earth Your While Podcast to grow our local sustainability community and help businesses discover the easiest ways to make their business better for people and planet.



*Jack & Ellie podcast hosts*



# COMMUNITY GOAL FOR 2024

**We will choose a local charity to support through volunteering and fundraising.**



**PROTECTING  
& RESTORING  
OUR PLANET**



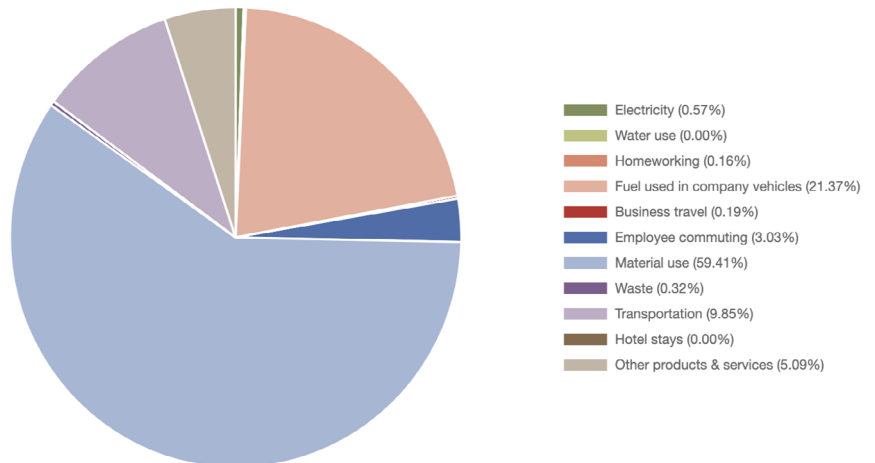
# MEASURING OUR CARBON FOOTPRINT

We are Green Small Business Certified. This means we've measured our carbon footprint and produced an Environmental Action Plan to help us reduce our impact over time. This is a breakdown of our carbon footprint during 2022-2023.

We know that most of our emissions are scope 3 which means we have limited control over them. But we plan to work closely with our suppliers and consider net zero in our supplier selection processes.

| Emissions category            | Tonnes CO2e |
|-------------------------------|-------------|
| Electricity                   | 4.25        |
| Water use                     | 0.01        |
| Homeworking                   | 1.2         |
| Fuel used in company vehicles | 158.91      |
| Business travel               | 1.42        |
| Employee commuting            | 22.5        |
| Material use                  | 441.79      |
| Waste                         | 2.37        |
| Transportation                | 73.21       |
| Hotel stays                   | 0.03        |
| Other products & services     | 37.88       |

| Scope 3 category breakdown                  | 2022/23 |
|---------------------------------------------|---------|
| 1. Purchased goods & services               | 471.4   |
| Production-related products (materials)     | 441.8   |
| Non-production-related products & services  | 29.6    |
| Other products & services                   | 29.6    |
| 2. Capital goods                            | 7.7     |
| 3. Fuel and energy-related activities       | 50.8    |
| Electricity transmission & distribution     | 0.3     |
| Well-to-tank - fuels                        | 49.8    |
| Well-to-tank - electricity                  | 0.8     |
| 4. Upstream transportation & distribution   | 48.9    |
| 5. Waste generation in operations           | 2.4     |
| Solid waste                                 | 2.4     |
| 6. Business travel                          | 1.1     |
| 7. Employee commuting                       | 19.2    |
| Travel                                      | 18.0    |
| Employee teleworking                        | 1.2     |
| 9. Downstream transportation & distribution | 10.0    |



# Ecologi

Working with Ecologi we invested in 29 carbon removal and avoidance projects.

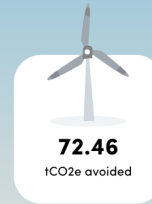
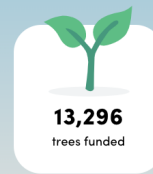
This has resulted in 72.46 tCO<sub>2</sub>e avoided.



## Reuseabox

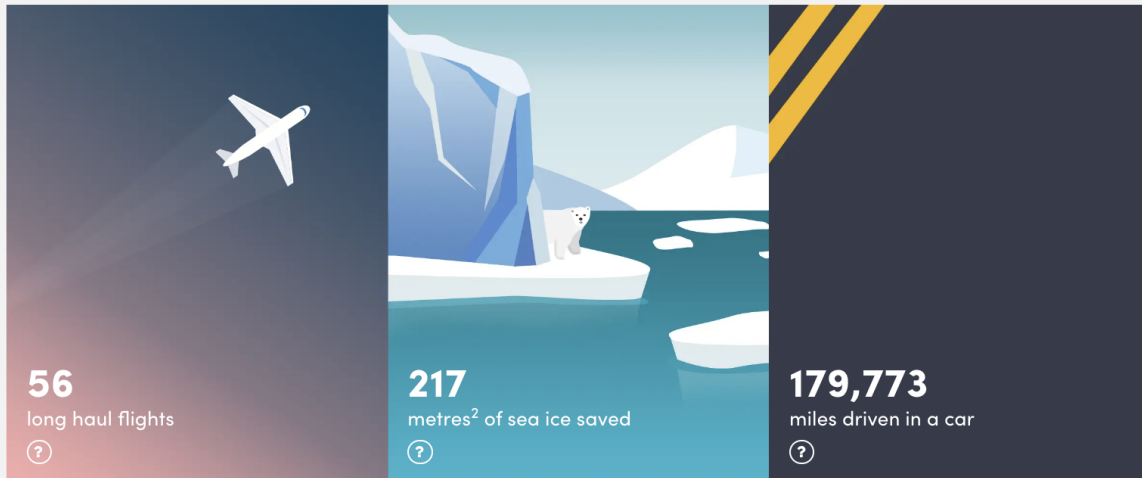
Lincolnshire, United Kingdom

[reuseabox.co.uk/](https://reuseabox.co.uk/)



## Reuseabox's impact visualised

72.46 tonnes of CO<sub>2</sub>e is equivalent to one of the following



# We diverted an incredible **1,753,203** cardboard boxes to reuse!

Using our Environmental Calculator Tool we can see the environmental impact this has produced:



**12,775**

trees saved



**1,599**

tonnes of  
carbon avoided



**10 mil**

kWh of energy  
avoided



**364 mil**

litres of water  
avoided





# REFORESTING OUR PLANET

In 2023 we joined 1% For the Planet and committed to giving 1% of our revenue to environmental charities. We chose to support Eden Reforestation Projects. Eden is a charity committed to working with local communities to restore landscapes on a huge scale, create jobs, protect ecosystems and mitigate climate change.

As members of the Million Tree Pledge this will help us reach our target of planting 1 million trees by 2030.



TREES PLANTED BY THE END OF 2023

# 177,896





*The team working to de-weed the garden area*

# COMMUNITY GARDEN

At Reuseabox HQ we opened a community garden and started growing our own fruit and veg for our staff to enjoy.



*The finished result*



# PLANET

## GOALS FOR 2024

**Our Environmental Calculator Tool will be reviewed by a third party to ensure reliability and accuracy.**

**We will work with our suppliers to reduce our scope 3 emissions which make up the bulk of our carbon footprint.**





**SERVICE**

# SHOWING WE CARE

We work with over 1,400 businesses across the UK. Every month we collect reviews from our customers and suppliers asking for feedback about the service they received.

We're proud to be rated Excellent on Reviews.io.

Our customers have multiple ways of providing feedback.

EXCELLENT



4.95 Average 245 Reviews

 REVIEWS.io

**Sama Bakos, Geox Uk** ★★★★★ 

“ Friendly, easy to use. Quick delivery, they work to suit your business needs, we had last minute changes and they still accommodated this - amazing service highly recommend them. ”

**Big Red Movers** ★★★★★ 

“ Friendly helpful staff who quickly found suitable sample boxes for me to choose from. It was easy to make a decision and my chosen order was swiftly loaded and I was on my way. ”

**Phil Turner** ★★★★★ 

“ We were buying our boxes from one of the large companies and this equated to a significant piece of our retail costs.

I was a little nervous about using Reuseabox to begin with as I wasn't sure what the quality or appearance would be like but the low cost was very attractive.

First order recently arrived and I have to say I am extremely pleased, good strong quality boxes and not covered in labels.

I will be using Reuseabox for all my needs moving forward, the quality is as good if not better than leading suppliers of new boxes and the pricing is extremely attractive ”

**S J Recycling** ★★★★★ 

“ We have used Reuseabox now on two occasions, and can honestly say that from day one Andy was extremely helpful, and we will be using them as our preferred choice now when it comes to purchasing boxes. Mark. S.J.Recycling Ltd ”

# SERVICE

## GOALS FOR 2024

**Our Reuse Impact Reports will be sent out to our community so they are able to track and understand the environmental impact of the boxes they reuse.**

**We'll create targets for customer satisfaction and monitor how we create value for our customers.**







**Make a difference.**