



Impact Report

2024 - 2025

 **Reuseabox**



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10 YEARS OF Making a Difference

This year marked a huge milestone for Reuseabox – our 10th birthday!

Which means we've spent a decade promoting cardboard reuse and helping businesses to reduce their environmental impact. In that time we've helped thousands of businesses reuse **over 12 million** cardboard boxes!

At the end of 2024 we made it onto the property ladder and **bought our very own warehouse and offices.** This was a huge achievement and we're now in a strong position to grow the business, enabling us to do more for people and planet.

Investing in our new warehouse has meant we've had to make some tough financial decisions. In the short term, that's meant pausing our 1% for the Planet membership - giving away 1% of turnover just doesn't add up right now while we get the business back on solid financial footing. Instead, we're focused on keeping Reuseabox profitable and doing good where we can, such as donating to Eden: People + Planet where possible and volunteering for environmental and social initiatives. The impact continues, just in a way that works for where we are right now.

Despite this we've still achieved some wonderful things for people and planet this year. We've welcomed 8 new businesses to our community of

used box suppliers. Our House Moving Packs have become incredibly popular, with sales increasing by 45%. **Our team has spent a total of 66 hours volunteering for local charities.** We've taken part in a range of events for our charity of the year, St Barnabas Hospice, and smashed our fundraising target.

We also welcomed 4 new team members into the Reuse-a-Squad. We joined the Better Business Network and upskilled our management team with carbon literacy training.

As always, we've continued to advocate for better business and community action. We recorded our 50th episode of the Earth Your While podcast, sharing stories from sustainable business leaders and changemakers. We've continued to host regular People Planet Pint events, bringing together individuals interested in sustainability. And this year **we joined forces with other local B Corps to host a B Corp celebration** to mark 10 years of the UK B Corp movement.

As we head into our second decade of Reuseabox, we're looking forward to inspiring more businesses and individuals about packaging circularity, while creating a better future for people and planet.

Ellie Good

Chief Purpose Officer



Our Founder,
Jack



**“Creating a better
future for people
and planet.”**



TOP OF THE BOX

Our 2024-25 Highlights

OVER
2 million
cardboard boxes
reused this year

HOSTED
6 events
for People
Planet Pint

DISTRIBUTED
£6,727.80
of profit share
to our team

100%

of our managers took part
in carbon literacy training



WE WON
1 award
for Business
Growth

RAISED
£2,515.85
for charity

Our Impact Journey So Far

2025

JUNE We took part in the 5K Inflatable Race in aid of our charity partner

BBN

APRIL We joined the Better Business Network

2025

We developed our Environmental Calculator Tool

2019

FEB We became a living wage employer

2022

MAR We joined the Better Business Act

2022

JAN We launched the Earth Your While Podcast

2023

MAY We became B CORP Certified

2023

JUN We joined the Printing Charity

2023

SEPT We became an Age Friendly Employer

2023

DEC We joined Business Declares

2023

FEB We hosted our first People Planet Pint

2024

JUN We hosted our first People Planet Pastry

2024

JUN We planted 250,000 Trees! (out of our 1 million goal)

2024

SEPT We were recognised as a Top 100 Small Business.

2024

NOV We bought our own Warehouse!

2024

2025

SEPTEMBER Our Founder Jack, spoke at the Print Show

2025

NOVEMBER We Celebrated 10 years of the B Corp movement

... to 2026!



AUGUST We celebrated 10 years of Reuseabox!

2025

SEPTEMBER We won the Business Growth Award at the Lincolnshire Marketing Awards

2025

NOVEMBER We volunteered at the Torchlight Procession for St Barnabas Hospice

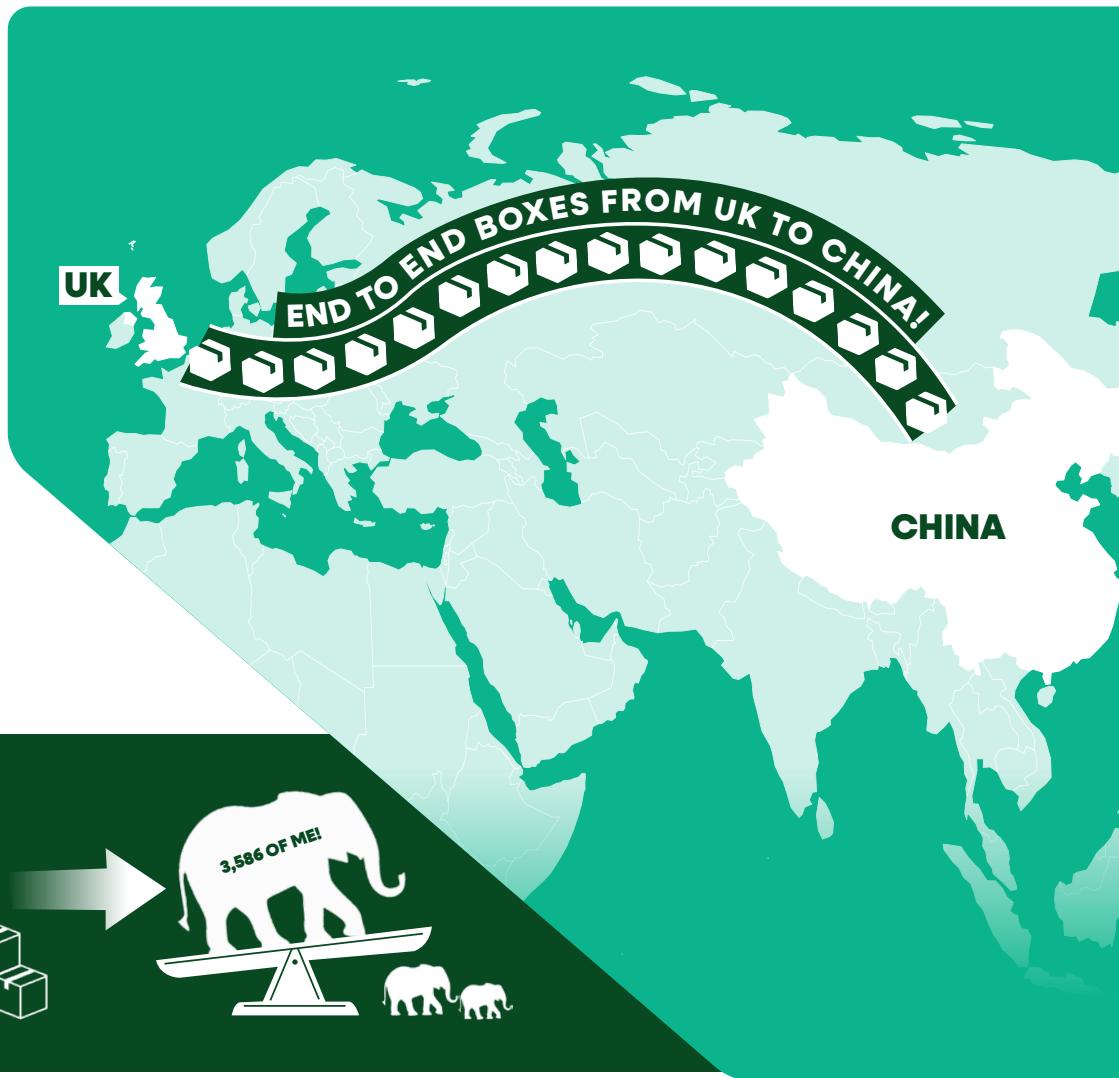
2025

Our Reuse Model Impact

**Last year
we reused
2,093,472
cardboard
boxes.**

Over the last 10 years
we've reused 12,807,397
cardboard boxes.

End to end these boxes
would reach from the
UK to China! And weigh
the same as 3,586
African elephants!



What we've saved during 10 Years of Reuseabox



12.8 Million

12,807,397 CARDBOARD BOXES
- to be exact.



17.7 Thousand Tonnes

17,773 TONNES OF CARBON - that's like taking
100,228 cars off the road for a month.



3.6 Billion
Yes, with a B!

LITRES OF WATER - enough to
fill 1,449 olympic-sized pools.



6.08 Thousand Tonnes

6,084 TONNES OF CARBON SEQUESTERED
- 4,000 return flights from London to New York.



17.9 Thousand Tonnes

17,930 TONNES OF CARDBOARD
- that's 3,586 African Elephants!



298 Million kWh

OF ENERGY - enough to power
110,00 homes for a year!



62.3 Thousand Trees

62,316 TREES - that's 87
football pitches of woodland.



...AND WE HAVE NO
PLANS OF
STOPPING.

Bring on the next 10 years!
(and beyond...)



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.

ABOUT US

We help companies **reduce their impact on the environment** by making it easy for them to reuse cardboard boxes.

Partnering with some of the UK's leading manufacturers, we divert their used cardboard boxes away from traditional recycling and place them back into the supply chain for a second use. By keeping cardboard in use for longer **we help companies reduce waste, protect the environment and contribute to a more circular economy.**

HOW IT WORKS: OUR REUSE MODEL

How it starts,
**COMPANIES GENERATE
USED BOXES**

during their production process



your transition to used - easy.

Our lovely sales team
**WILL HELP YOU FIND
THE PERFECT BOX**

Once we have your order,
**WE REDISTRIBUTE
THE BOXES**

to be used again!



Back at our warehouse,
**WE CHECK ALL
OF THE BOXES**

to make sure they can be reused.

(for a better rebate than recycling)

and then...
**WE BUY & COLLECT
THOSE BOXES**



**MORE MONEY FOR
YOUR BUSINESS.**

**LESS IMPACT
ON PLANET**

sounds like a great deal to us!

See the difference you make
when you choose to reuse

You'll receive an automated report with every

**ORDER TO TRACK
YOUR IMPACT.**



Our Team



478

hours invested into
training and development
for our team

Age Friendly

continued to be an Age
Friendly Workplace

Free Support

continued to provide free
mental health support
to all employees and
their families through the
Printing Charity helpline



£6,727.80

of profit share
distributed to our
team

100%

of managers
completed Carbon
Literacy training

Hybrid Working

working and flexible
start and finish times
for our team

Living Wage

continued to be a
Living Wage Employer

12

wellbeing events held
for our team including
a summer and
Christmas party!

App Support

continued to provide
free access to the My
Possible Self App – an
NHS approved mental
health app.

Each year we assess our employee wellbeing and ask for feedback through anonymous surveys. This year we've invested in 478 hours of training and professional development.

This includes providing Carbon Literacy Training to our management team. We've continued to invest in our employee wellbeing with regular team events, including our 10th Birthday Party celebrations and mental health support.

As a Living Wage Employer we ensure our team are paid fairly and receive a profit share after being part of the team for 12 months.

Transitioning to the New B Lab Standards

The 'new' B Lab Standards were launched in April 2025. This year we have started educating our team on the new standards and learning more about how this will impact our B Corp journey.

Community

Our Box Suppliers

This year we've made a conscious effort to collaborate with more like-minded businesses. We're actively choosing suppliers who align with our goals and principles. This includes fellow B Corp businesses. **We ask all new suppliers to complete a Social and Environmental Impact survey and sign our supplier Code of Conduct before joining our community.** We also survey our suppliers annually and monitor progress on social and environmental metrics.

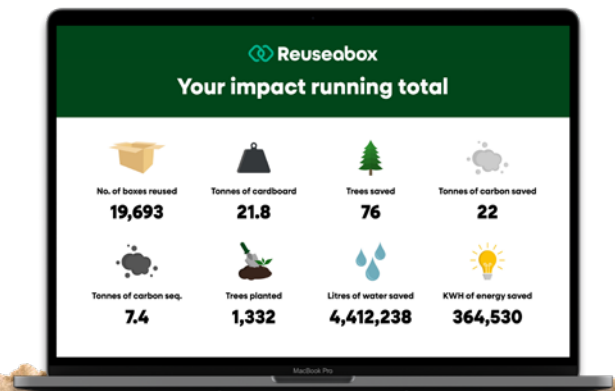
This year we've been joined by an additional 8 businesses. Together, these businesses will divert an additional **1,320 pallets** of used cardboard boxes to reuse each year!

This year we've been joined by an additional 8 box suppliers!

Our Reuse Impact Reports

A lot of businesses choose to work with us because they want to reduce their environmental impact. Using the Reuseabox Environmental Calculator Tool, we're able to provide our suppliers and customers with a report detailing their reuse impact savings. Each report contains information about the environmental savings achieved through reusing cardboard boxes as well as some equivalencies to make the data more relatable. Each report also includes a running total to date so our community can track their progress over time.

Next year we'll be working on an online portal to make our Reuse Impact Reports more accessible for the businesses we work with.



Moving on up!

SOLD We sold 446 House Moving Packs

INCREASE That's an increase of 45% compared to the previous year!

BUNDLES We also sold 570 bundles – making cardboard box reuse accessible for smaller businesses and consumers.

This year has been hugely successful for our House Moving Packs. Not only have we sold 45% more House Moving Packs, but **we've also launched a range of smaller bundle packs** for our most popular used boxes. This makes used cardboard boxes accessible to a greater range of businesses and individuals.

We've also swapped our plastic packaging for cardboard and created 'plastic free' versions with paper tape and paper bubble wrap.



WE SOLD

446

house moving packs!

Customer Feedback

This year we've had some outstanding reviews from our customers. On [Reviews.com](#) we saw a 3.6% increase in our review net score.

Our average rating improved, remaining close to a perfect score!

Louise ★★★★★

I needed some affordable boxes for clearing out several rooms and after seeing the prices charged at the storage company I was delighted to find reuseabox - the prices are great and the boxes are excellent quality and I appreciated finding a more sustainable solution. I will aim to pass these boxes on to someone else when we are done

Mat ★★★★★

First time using Reuseabox and really impressed. Boxes were clean and of great quality and condition, and so much cheaper than new boxes. Quick dispatch and great range.

Phil ★★★★★

Well, this is a tidy find! Great quality boxes and well graded for quality. My 2/3 bed removal sized boxes are perfect. Speedy delivery by DPD too. Excellent all round, and I have a clear conscience too! Thanks.

Giving Back to People and Planet

Charitable Giving & Fundraising

£632.63 donated to Eden: People + Planet

£1,683.22 raised for St Barnabas Hospice

£200 donated to Protect Earth

294,041 trees planted to date

66 hours of volunteering

Charity Fundraising

Each year our team vote for our Charity of the Year. This year we chose to support St Barnabas Hospice in Lincoln. Throughout the year we took part in a range of fundraising activities. As a team we took part in the Lincoln Inflatable 5k challenge and volunteered at the Torchlight Procession – an annual event organised by St Barnabas to honour loved ones and support the charity's mission. Some of us took on personal challenges, our Marketing Manager swam the equivalent of the English Channel! Our Finance Manager cycled 100 miles and our Factory Manager walked 200 miles! Together we raised over £1,683.22 for St Barnabas hospice.

As we do each year, we donated boxes to YMCA Lincolnshire for their Sleep Easy Event, helping to raise awareness about homelessness.



Torchlight Procession for St Barnabas Hospice



Tree planting at a local farm



YMCA Sleep Easy Event boxes donation

Funding Restoration with Eden: People + Planet

We have continued to support Eden: People + Planet for our environmental giving. This year Eden has transitioned from a 'trees planted' to a 'hectares restored' model. This is a more holistic approach that focuses on restoring ecosystems and supporting local communities to thrive alongside nature.

We've chosen to donate to Eden's Rubeho Mountain Project. This is an area of 394,000 hectares in Tanzania's Eastern Arc Mountains, recognised globally as an area of exceptional biodiversity and unique species. The project aims to work with communities to identify and address the causes of deforestation, improve community-based resource management, incentivise sustainable land use and restore degraded land through tree planting and revegetation.

The forest will be protected for a minimum of 40 years, although Eden aims to create structures through supporting and working with the community that ensure it is protected for generations. We're proud to support projects like the Rubeho Mountain Project that reflect our values and ambitions for real-world impact.

Through Eden's new 'hectares restored' model we have funded the planting of approximately 914 trees in the Rubeho Mountain Project.



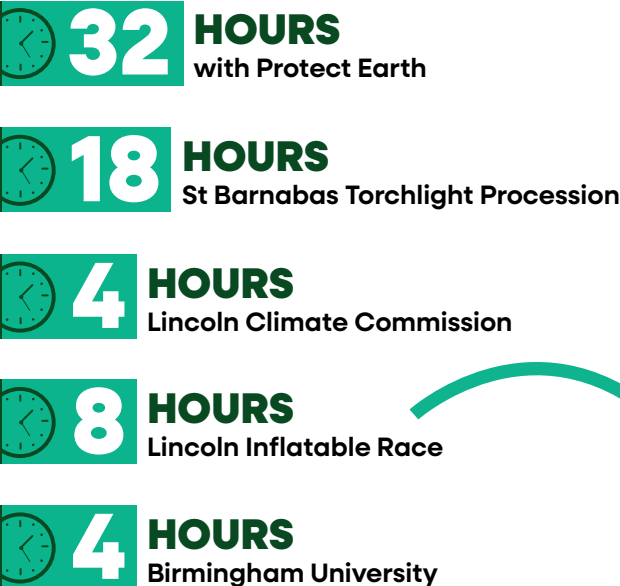
Giving Back to People and Planet

Volunteering

Our team spent 66 hours volunteering

Each year we allow our employees up to 2 days fully paid to volunteer with a charity or non for profit of their choice. From planting hedgerow with Protect Earth, to helping at the Torchlight Procession for St Barnabas, our team have spent a total of 66 hours volunteering their time and expertise.

Here's a breakdown of where we spent our time:



Our Million Tree Pledge

Back in 2022 we joined the Million Tree Pledge and set ourselves the ambitious target of planting a million trees by 2030. We also joined 1% for the Planet and gave 1% of our turnover to tree planting charities to help us reach this target. We've made excellent progress towards our goal and have already planted 294,041 trees, mostly through our partnership with Eden: People + Planet.

Due to buying our own site and the resulting financial investment required, we had to make the regrettable decision to pause our membership with 1% for the Planet, as it just wasn't financially sustainable to continue donating 1% of our revenue (it's a lot more than it sounds!). We will continue to donate a proportion of our profits to Eden annually and we intend to rejoin 1% for the Planet as soon as we have the funds to do so. For now, we're celebrating what we've achieved so far (planting over a quarter of a million trees) and donating what we can.



5K Inflatable Race for St Barnabas Hospice

A man with curly brown hair and a beard, wearing a dark blue shirt and an orange high-visibility vest, is shown in profile, looking out of a vehicle window. In the background, another person in a similar vest is visible, working on something outside the vehicle. The scene is set inside a vehicle, likely a truck or bus, with a window looking out onto a bright, outdoor environment.

**“Always learning,
always improving,
always moving
forward.”**

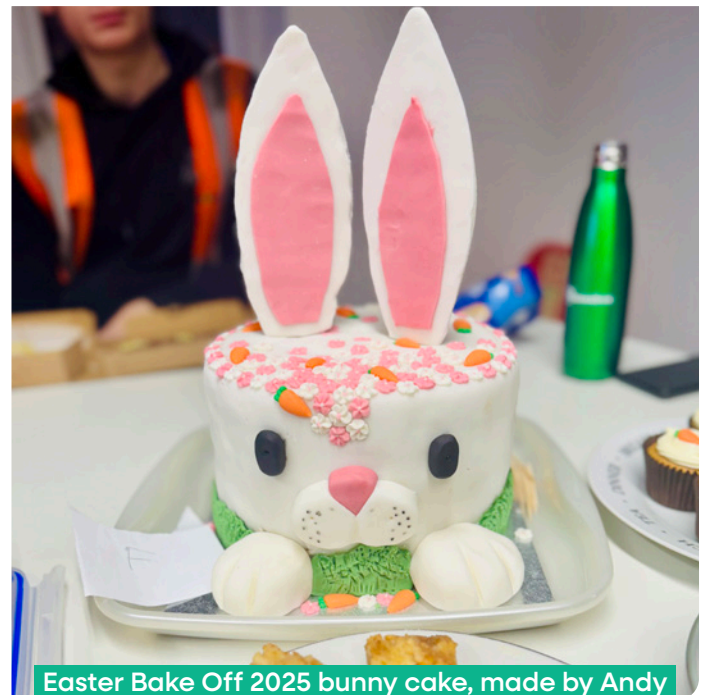
Henry Thacker,
Operations Manager



Reusebox sign installed at new warehouse



Winners of 'The Growth Award'
Lincolnshire Marketing Awards 2025



Easter Bake Off 2025 bunny cake, made by Andy

Collective Action

Pod Squad!

This year we filmed our **50th episode** of the Earth Your While podcast! We've spoken to changemakers from all sorts of industries and backgrounds, **digging into one big question** –

**how do we build businesses
that are better for people
and planet?**

**EARTH
YOUR
WHILE**



Seasons 5 & 6 of Earth Your While - Featuring guests from:
B Lab, OddBox, Salt of the Earth, Ocean Saver and our very own
Reuse-a-squad for our 50th episode special!

Celebrating 10 Years of the UK B Corp Movement

We joined forces with local B Corps, Stokes Tea and Coffee and Streets Heaver, to **celebrate 10 years of the UK B Corp movement**. It was a brilliant evening of celebration and togetherness where we explored what the movement is and what it means to be a B Corp.



10 Years of B Corp Event



People Planet Pint 2025

People Planet Pint & Pastry Events

We're on a mission to bring climate action right to the heart of our local community. And our People Planet Pint events have helped bring this vision to life. This year we held 6 People Planet Pint events at our local pub where we held space for anyone interested in sustainability to come together and share ideas, co-create or simply make friends.

We also held 1 People Planet Pastry event, a slightly more formal occasion, where we welcomed speakers from Lincolnshire Co-operative to talk about what they're doing for people and the planet.

Collective Action

Our 10th Birthday Party!

This year Reuseabox turned 10!

We celebrated by closing early and throwing a party for our team and the Reuseabox community. We invited local businesses, suppliers, customers and fellow B Corps to come together and help us celebrate 10 years of reuse. We held a raffle of generously donated prizes, helping us to boost our fundraising efforts for our charity of the year – St Barnabas Hospice.



Advocating for Better Business

As a B Corp certified business, we're proud to use our knowledge and influence to inspire other businesses to engage in better business.

This year our founder, Jack, spoke at the Print Show UK. Jack spoke about the power of circularity in packaging and **how businesses can unlock the full potential of the purpose-driven economy**, ensuring long-term success for both businesses and the planet.

Jack and Ellie (our Chief Purpose Officer) held a workshop at the Newark and Sherwood District Council Economic Growth Conference. Jack spoke about his journey as founder of Reuseabox before inviting the group to 'think outside the box' by encouraging them to explore ways to make their businesses more circular.



Jack, speaking at the Print Show UK

Climate Action & Environment

Measuring our Emissions

Each year we work with Green Business to measure our carbon emissions and create an Environmental Action Plan to help us reduce our impact.

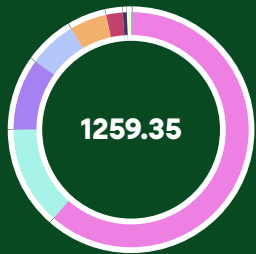
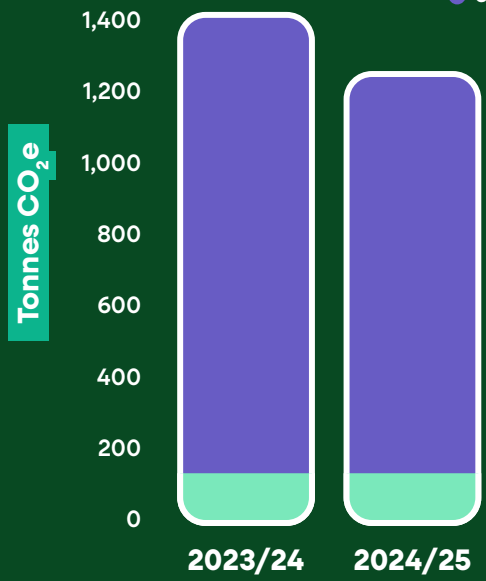
Check out a breakdown of our carbon footprint from 2024-2025:

Categories	Tonnes CO ₂ e
 Material use	774.33
 Fuel used in company vehicles	167.45
 Capital Goods	125.50
 Transportation of goods/materials	83.15
 Other products & services	64.00
 Employee commuting	28.74
 Electricity	6.92
 Heating fuels	6.14
 Homeworking	1.45
 Waste	1.32
 Business travel	0.25
 Water use	0.08
 Hotel stays	0.02



Emissions

- Scope 1
- Scope 2
- Scope 3



Emissions
Tonnes CO₂e



Our Chief Purpose Officer, Ellie and our new solar panel battery

Our total carbon emissions last year (scope 1, 2 and 3) amounted to 1,259.35 tonnes CO₂e.

Compared to the previous year, total emissions reduced by 10.5% and our carbon intensity reduced by 15.6%. This looks like good progress! However, we bought our warehouse at the end of the previous year which caused a one-off significant increase in our 'capital goods' emissions. As this hasn't been included this year, it's caused a drop in our emissions, but this isn't the whole story.

Our scope 1 emissions have increased slightly. This is partly due to the oil heating system at our new site. We have also increased our company fuel usage as we have continued to grow and invested in two 18 tonne trucks this year, causing an increase in our 'capital goods' emissions.

After reviewing our carbon footprint we have added actions to our Environmental Management System to help us reduce our impact. This includes transitioning our site to 100% renewable energy starting with installing a battery system for our solar panels, and writing a Climate Action Plan to provide us with a clear roadmap to net zero.

MEASURING OUR SUCCESS

Our Goals for 2024-2025

Our Reuse Mission:

What we said we'd do:

Rescue and reuse over 2.5 million cardboard boxes and inspire other businesses to join our reuse mission.

What we actually did:

We didn't quite meet our target of 2.5 million boxes reused, but we did hit over 2 million and inspired many more businesses to reuse cardboard boxes this year.

Ethical Marketing & Relations:

What we said we'd do:

Develop our ethical marketing and relations policy.

What we actually did:

We did create an ethical marketing and relations policy, but we didn't do a great job at rolling this out to the team. Next year we'll conduct training to ensure our marketing team know how to put this into practice.

Supporting Our Suppliers:

What we said we'd do:

Find ways to support our suppliers in reducing their impact.

What we actually did:

100% of our suppliers now receive Reuse Impact Reports for each collection, detailing the environmental benefits of diverting their used cardboard boxes to reuse. Next year we're working on an online portal to improve accessibility of our impact data. We will also continue to survey our suppliers annually on their social and environmental performance and only work with suppliers who commit to measuring and reducing their impact over time.

Improve Our Family Friendly Policies:

What we said we'd do:

Develop and improve our family friendly policies.

What we actually did:

We'll be honest, we haven't reviewed our policies yet. This will be a priority for next year.



Engage Our Team in Green:

What we said we'd do:

Engage our team in green practices and implement green KPIs.

What we actually did:

This year we've exercised our green fingers by volunteering to plant a hedgerow with one of our charity partners. We also have an Environmental Management System that provides a clear roadmap to help us reduce our environmental impact. Next we need to formalise this by introducing 'Impact KPIs' for everybody's job role.

Reducing Our Carbon Footprint:

What we said we'd do:

Create a formal plan to reduce our carbon footprint across scopes 1,2 and 3 over the next 5 years.

What we actually did:

We have an Environmental Management System that helps us reduce our impact across the year and is reviewed annually. Next we need to make a long term plan on how we will reduce our impact over the next 3-5 years.

Climate Action Plan:

What we said we'd do:

Create a Climate Action Plan.

What we actually did:

This is another target we didn't manage to achieve, but it's a priority for 2026.

>> Our Big Hairy Audacious Goal! <<

What we said we'd do:

Obviously, we weren't expecting to reuse another 990,000,000 cardboard boxes this year to reach our goal. But that's not what our Big Hairy Audacious Goal is about. To achieve our BHAG we need to become thought leaders in the packaging industry and business world, inspiring business leaders to embed the circular economy into their waste operations and encourage reuse models for businesses worldwide.

What we actually did:

This year we engaged in public speaking events and workshops to educate businesses on the circular economy and how cardboard reuse can help businesses reduce their environmental impact. We spent time building relationships with other businesses working in the same industry to share ideas and best practices.

**“Nothing worth having
was ever achieved
without effort”**

**Blair Simpson,
Sales Assistant**

**favourite inspirational quote
originally by Theodore Roosevelt**



LOOKING AHEAD

Our Goals for 2025-2026

Prioritise financial stability following our warehouse investment.

1

Create a Climate Action Plan with a clear roadmap to Net Zero by 2030.

2

Introduce an EV salary sacrifice scheme and Cycle 2 Work scheme to help incentivise more active and sustainable commuting and business travel.

3

Transition to a 100% renewable energy powered site, starting with installing a battery for our solar panels.

4

Support our team to understand and transition to the new standards.

5

6

Continue to promote the B Corp movement locally and encourage other local businesses to join.

7

Review our family friendly policies

8

Improve our internal communications and feedback channels.

9

Create an Impact Portal for businesses to easily access their reuse impact data.

Bring on the next year!



Reuseabox

www.reuseabox.co.uk

