

# IMPACT REPORT 2016.

**Celebrating 5 years of our WaterAid partnership.**

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# MADE WITH MINERAL WATER AND ETHICS.

**This year's impact report marks five years of the Belu partnership with WaterAid.**

**As an ethical business and a pioneering social enterprise, we champion the environmental benchmark in the sector, trading with the purpose of investing all our profits into ending water poverty.**

**Success at Belu is measured by the reduction of our overall environmental impact, successful and sustainable trading, and the number of the lives transformed through access to clean water. A true triple bottom line of people, planet, profit.**

**To all our customers, partners and supporters who have been part of this journey so far, an enormous thank you.**

**Belu. All Profits to WaterAid.**

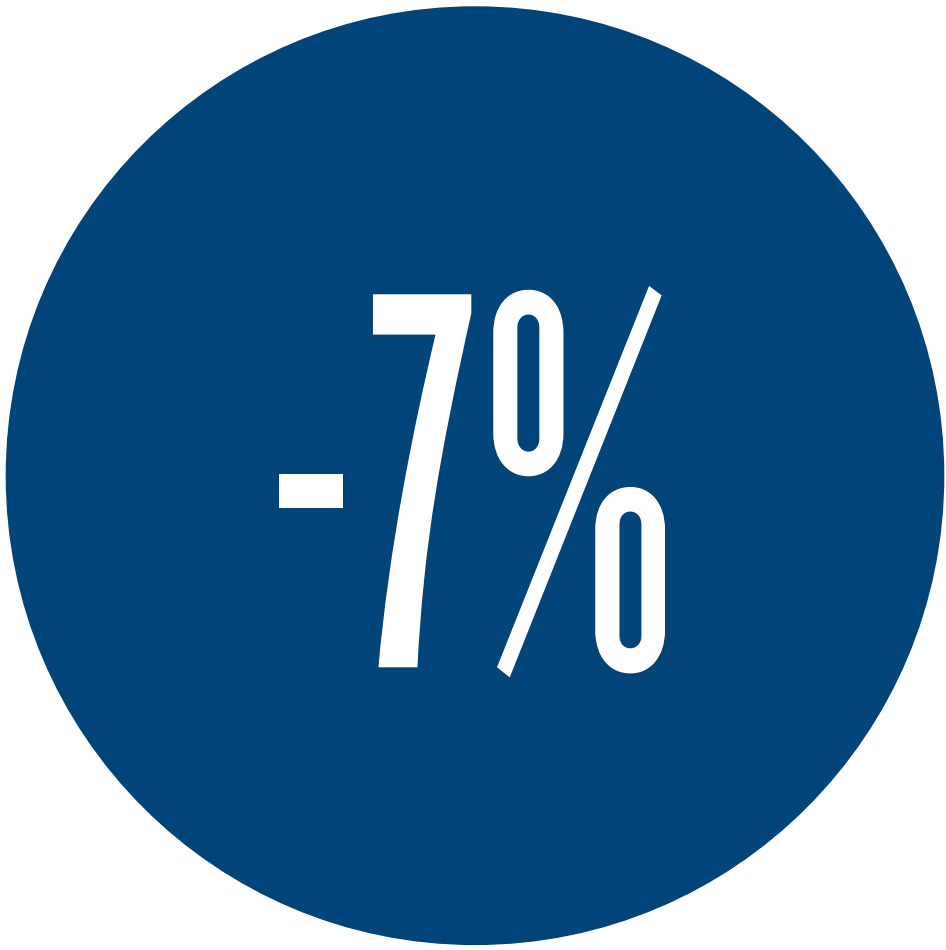
# 2015: A YEAR OF SIGNIFICANT PROGRESS.



Turnover +13.8%



Monies passed to WaterAid



Reduction in carbon footprint

# PROGRESS OVER THE FIVE YEARS OF PARTNERSHIP.

**£1,531,903**

**Monies passed to WaterAid**

**102,127**

**Lives transformed through  
access to clean water**

**-41%**

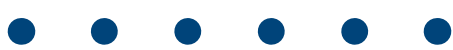
**per litre**

**Reduction of carbon footprint**



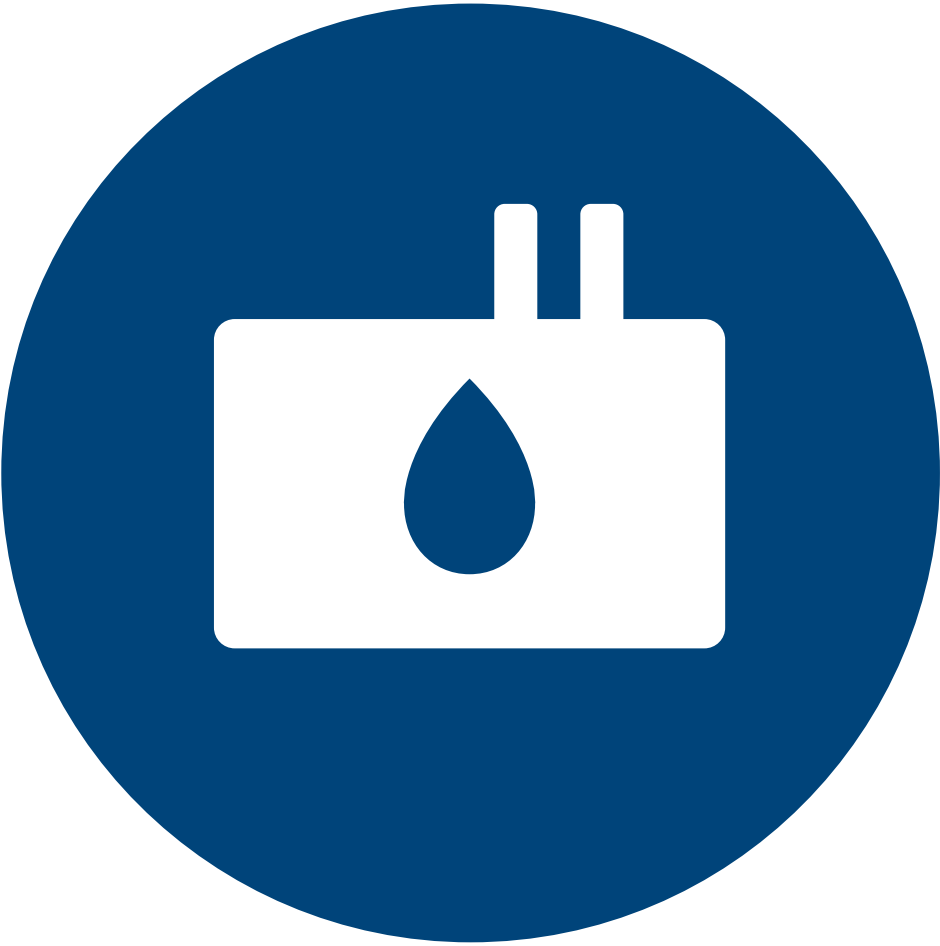
# BEAUTIFUL BRITISH WATER

Our great British water is selected for natural purity and its clean, crisp taste.



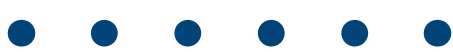
# UK SOURCED RAW MATERIALS

Innovation through partnerships in light weighting and use of recycled materials, all made in the UK.



# HI-TECH PRODUCTION

Our production site is in Montgomeryshire, where we trial, tested and implement continuous improvements.



# ICONIC DESIGN

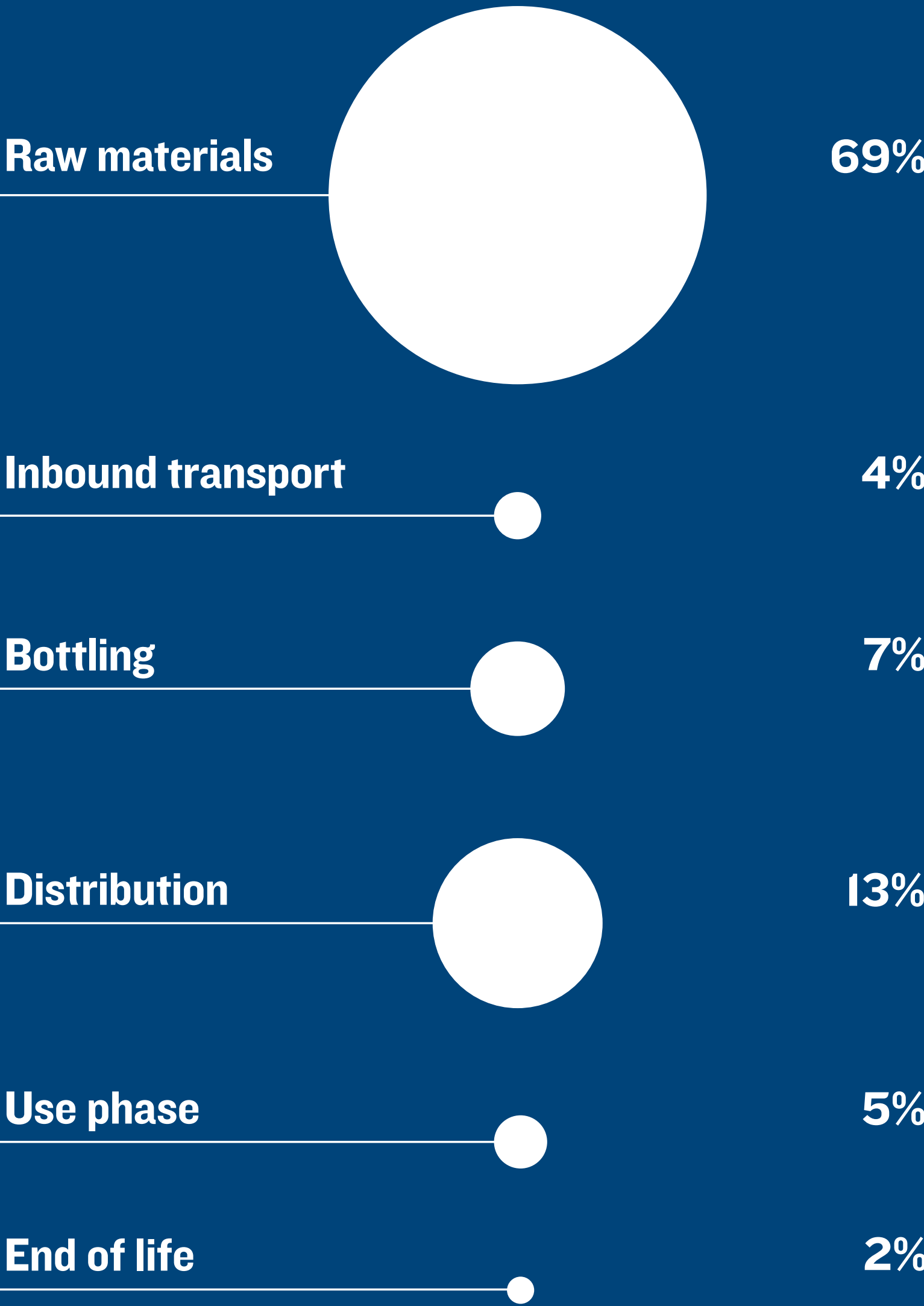
Beautifully designed bottles demonstrate that excellent ethical credentials don't have to mean compromise.



# SERVED IN THE BEST PLACES

Belu is produced for sale only in the UK – we don't export.

# HOW IS OUR IMPACT GENERATED?



# BELU IS THE FIRST AND ONLY UK WATER BRAND CERTIFIED TO PAS2060.

PAS2060 is the British standard of carbon neutrality.

**We take full accountability for our environmental impact from the generation of raw materials to end of life. To put this into perspective, our Head Office footprint makes up only 1% of the total carbon impact we offset.**

**We take every possible step to reduce our footprint.**

**We publish our footprint.**

**We make forward commitments and clear measureable target to further reductions.**

**We will never knowingly export our products.**



# AS WE GROW WE REDUCE OUR FOOTPRINT.



# 2015 CARBON REDUCING INITIATIVES.



**Lightweight recycled plastic bottle**

**Learn more** [+](#)



**Ethical Glass rolled out to 330ml format**

**Learn more** [+](#)



**Improved manufacturing efficiencies**

**Learn more** [+](#)

# 2015 CARBON REDUCING INITIATIVES.



## Lightweight recycled plastic bottle

[Learn more](#)



Our new lighter weight bottle was introduced in September 2015.

The new 500ml bottle still contains at least 50% recycled plastic, and uses;

- 15% less raw materials
- Enabling 78 cases per pallet (increased from 72)



## Ethical Glass rolled out to 330ml format

[Learn more](#)



This year our market leading lightweight design ‘ethical glass’ has been rolled out to all our flint glass production.

All 750ml and 330ml clear bottles are now produced in Ethical Glass.

Overall this initiative has delivered a huge saving in our business.

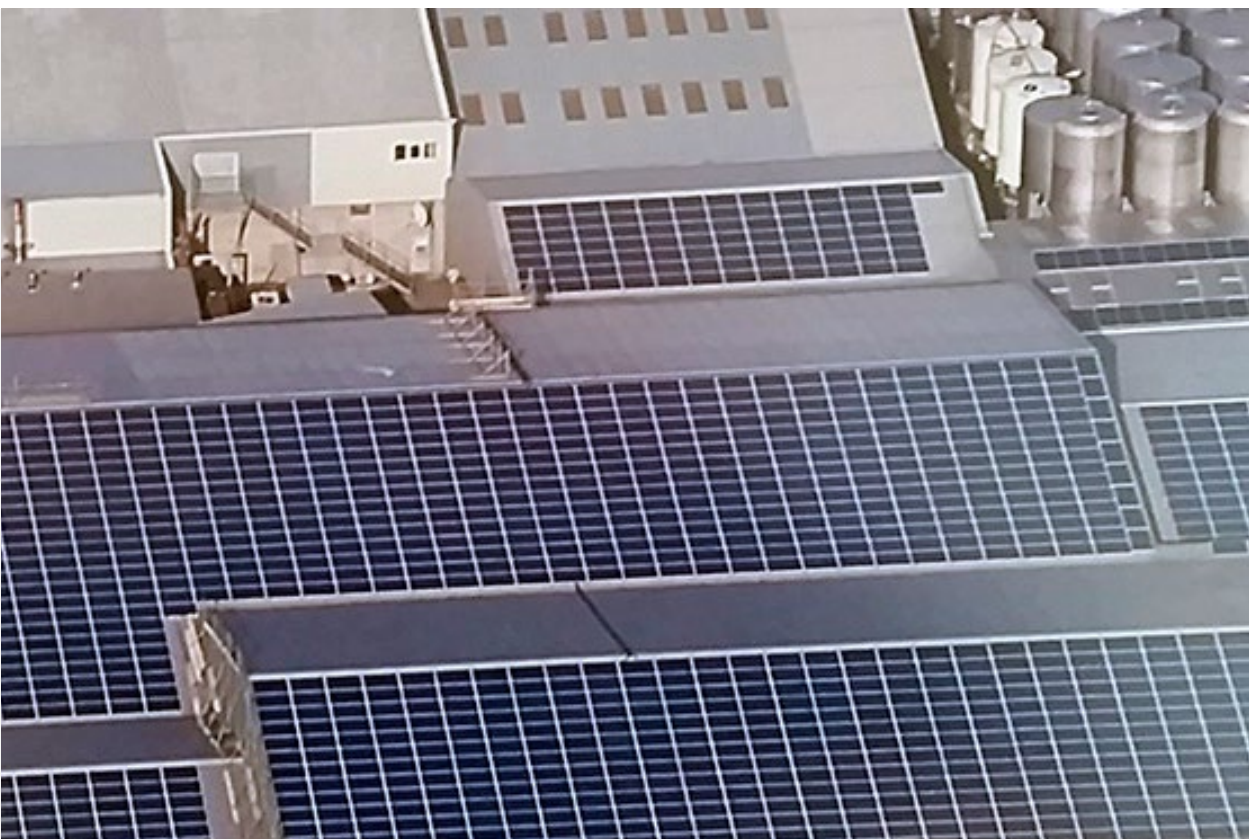
A total of 810t CO2e across our total footprint, versus the previous best bottle available in our market. This saving is equivalent to 2,740 car journeys around the M25. We also trialled 100% RPET.

Expect more of this in 2016.



## Improved manufacturing efficiencies

[Learn more](#)



Improved energy efficiencies have been achieved in the manufacturing process through our move of RPET to Montgomeryshire.

This move has reduced the amount of power used in the production of our products from 119 Watt-hours per litre to only 32 Watt-hours per litre.

By moving to a more efficient production partner on our RPET lines, the overall carbon footprint of this line has been reduced by 50g CO2e/L.



# WHAT WE CAN'T REMOVE WE OFFSET.



**Making our business and all our products 100% carbon neutral.**

**Working with Carbon Clear we offset our remaining emissions by investing in sustainable carbon reduction projects that make a real difference to communities.**

**One of the key projects we are currently investing in is the Akkihebbal Run-of-River Hydro Project, which generates power for the Southern Indian grid in Karnataka. This hydropower scheme ensures there is no detrimental impact on the area's environment.**

**It also helps protect communities from monsoon flooding and the project owners sponsor associations helping support the community including placing physically disabled children in special schools.**



# OUR PRODUCTS.



Learn more

+



Learn more

+



Learn more

+



Learn more

+



Learn more

+



# OUR PRODUCTS.



[Learn more](#)

## Clear glass

Made from 30% recycled Ethical Glass, the lightest weight glass bottle available for mineral water in the UK.

Bottled at Belu source in Powys.

Still and sparkling water available in cases of 24 x 330ml and 12 x 750ml.



[Learn more](#)

## Green Glass

Belu is the only UK producer of still and sparkling mineral water in green glass, and all our bottles have over 80% recycled content.

Bottled at Belu source in Powys.

Still and sparkling water available in cases of 24 x 500ml and 12 x 1 litre.



[Learn more](#)



[Learn more](#)



[Learn more](#)



# BELU. SERVED IN ALL THE BEST PLACES.



Find out where





JAMIE OLIVER  
BARBECOA  
ADAM PERRY LANG





View the Directors' Report and Financial Statements for the year ended 31 December 2015 [here](#).

### **Matt King, Belu Finance Director:**

**“Over the past 5 years Belu has doubled its revenues whilst strengthening its balance sheet position significantly, and continues to exercise financial prudence.**

**Belu continues to trade ethically and with the approval of WaterAid maintains a working capital reserve to ensure all future obligations will be met as they fall due, as well as allowing investment to grow and meet the demands of a dynamic business.**

**Through exceptional management from the Belu team, Belu have been able to give in excess of £1.5m to WaterAid, a fact we are immeasurably proud of.”**

Summary of monies passed to WaterAid

	2011	2012	2013	2014	2015	2016 (to date)	Total
Royalty	115,000	125,000	100,000	125,000	100,000	25,000	590,000
Additional royalty			60,000	333,000	373,000		766,000
Royalties raised with Cobra					16,968		16,968
Belu fundraising		6,667	6,318	11,158	353		24,496
Partner fundraising	34,100	30,000	28,552	2,737	12,051	27,000	134,440
Total	149,100	161,667	194,869	471,895	502,372	52,000	1,531,903

# WHERE THE MONEY FLOWS.

## 1. BELU WATER

Belu trades as a limited company and our profit shares are owned by The Belu Foundation.



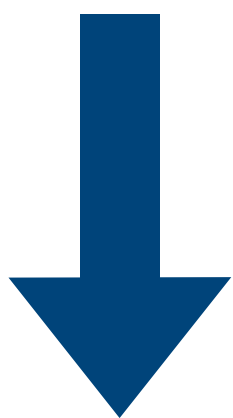
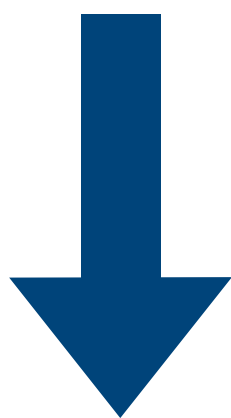
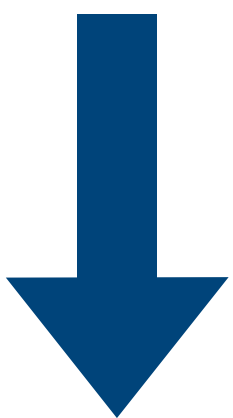
## 2. BELU FOUNDATION

This is a registered charity in England & Wales (1136687) which owns the profit shares of Belu, entitling it to receive all of Belu’s profits.



## 3. WATERAID

The trustees of the Belu Foundation agreed a partnership model with Belu Water and WaterAid whereby the profits of the Company go straight to WaterAid.



## 4. GLOBAL PROJECTS

Donation activities go through the Belu Foundation to ensure the funds generated are passed to WaterAid as quickly and efficiently as possible.



# THE GLOBAL WATER CRISIS.



**650 MILLION PEOPLE**  
still lack access to safe water.



**2.3 MILLION PEOPLE**  
still cannot access a toilet.



**ALL OF OUR PROFITS**  
100% of Belu's profits go to WaterAid.



# A MESSAGE FROM WATERAID.



**WaterAid works with the world’s poorest communities, helping them to access clean, local and sustainable sources of water, safe toilets and improved knowledge of hygiene. But taps and toilets are just one part of the picture: WaterAid also works tirelessly campaigning for political change and building new, supportive networks.**

**By providing communities with the tools and knowledge to demand their rights, and building relationships between local government, NGOs and institutions, they are able to ensure their work is both effective and sustainable.**

**“WaterAid’s vision is of a world where everyone everywhere has access to safe water and sanitation by 2030. To do so, we believe wholeheartedly in the benefits of collaboration – working with others to maximise our impact in the pursuit of common goals.**

**“Belu shares our vision and continues to be a dedicated partner in our work. Thanks to everybody who has supported Belu, they have now given WaterAid £1.5 million to help create a better future for 100,000 people most in need of safe taps and toilets.**

**“Ending extreme poverty is the great challenge of our time. But it’s possible within a generation. The world recently enshrined that ambition in the Global Goals and by working together – charities, governments, companies and individuals – we can achieve a world where everyone everywhere has access to water, sanitation and hygiene.**

**“We’re excited about continuing to work together and about what we can achieve moving forward. And, of course, we’re grateful to everyone out there who has bought a bottle of Belu or been a part of the Belu journey so far. Thank you!”**

**Barbara Frost**  
Chief Executive, WaterAid

**Insert film here.**

**Karen, Belu’s CEO, met Sonali when she visited Kabaadi Basti – a community in New Delhi, India.**

**Sonali and her three children don’t have access to clean water or a toilet. Each day she has to queue to collect dirty water from a local electric pump; water she knows can make her family sick. She pays 500 rupees per month for it, which she can barely afford.**

**“Sonali was exhausted and frustrated by the amount of time, energy and precious money it costs her family to collect unsafe water.**

**They also face the indignity of not having access to a toilet. Now, open defecation in the community is causing the potential water source to become too polluted.”**

**Karen Lynch, CEO, Belu Water Ltd**

# BELU. BROUGHT TO YOU BY A SMALL BUT PERFECTLY FORMED TEAM.

Belu confidently supports flexible and part time working.

Belu supports 33 full time equivalent roles	Jobs*
Belu Head Office	9
Production and Distribution	17
Marketing and Sales	5
WaterAid and Other	2
Total	33

\*Financial and jobs data based on January – December year.

FTE jobs are those directly supported by Belu. Estimates are calculated using data on suppliers that collectively account for 95% of Belu’s expenditure.

In the absence of supplier information, numbers are estimated by multiplying supplier head count by proportions of supplier revenue coming from Belu.

# OUR FORWARD OUTLOOK.

As the consumption of bottled water continues to rise in the UK and with water poverty still an enormous global issue to resolve, Belu has a greater role than ever supporting Global Goal 6: by 2030 everyone will have access to clean water and sanitation.

As innovators, Belu will continue to think environment first and seek to set the benchmark in the category. But without targets, sentences like these have little impact and no measurability.

That is why we plan to work with our supply chain, our customer base and even our competitors to deliver the further carbon reductions we committed to within our PAS2060 Carbon Neutral certification. Watch this space for a lightweight green glass bottle and a plastic bottle made completely from recycled material.

Furthermore, having passed over £502K to WaterAid in 2015 alone, we have set ourselves a new, ambitious target:

Belu is on a mission to pass over £1M per year to WaterAid by 2018 (latest).

**Belu. Water with Ethics.**



## Belu celebrates 5 years of partnership with WaterAid by announcing £1.5M given since 2011

# WE'D LOVE TO HEAR FROM YOU.

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