Thank you for making 2018 a milestone year.

In 2018, Belu brought clean water to 69,150 people, bringing the total since 2011 to 270,214 people, changing their lives for good.

Our Values Led Approach to Business

Businesses are unique stakeholders that through their actions can influence the world for better. Where most companies operate for profit, we believe that being positive for the planet and for people must be half of our business model, and we must measure and report on our success to prove our approach.

We don’t need to be big to make a difference, if you have the right values, business model and a superb team of collaborators, you can be a driver of change. As always, our intent with this report is to bring you results and impact.

In 2018, your partnership enabled us to generate an incredible £1,012,216 of net profit. This trading profit plus the £25,033 raised through fundraising activity brings the total passed to WaterAid to £4,053,207 (as at 31 March 2019).

£1 MILLION

Belu is the only water brand certified carbon neutral to pass this milestone.

£25%

+5%

+25%

+5%


Net profit

Ethical Glass mould

In 2018, we continued to reduce our carbon emissions by 6% to 421g CO2e/L. For the first time since 2010, our average carbon emissions per litre increased as the growth within our business has outpaced our ability to manage carbon emissions.

Belu’s Total Carbon Emissions

In 2018, Belu’s carbon emissions were 5% higher than in 2017. While this is not ideal, we believe it is acceptable given that 2018 was a year of significant growth - the highest growth in our history.

We have continued to improve our carbon performance by using recycled plastic to make our plastic bottles and bottling in the UK where possible. In 2018, we reduced our carbon emissions across our plastic bottles by 14%.

Belu definitely not for export.

£89KG OF CARBON EMISSIONS PER LIFE TRANSFORMED

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INVESTING NOT SPENDING

ENTREPRENEURIAL WITH HIGH STANDARDS

WHERE IT'S VIABLE. OUR RANGE COMPRISSES OF NATURAL BRITISH MINERAL WATER AVAILABLE IN 330ML AND 750ML. CLEAR GLASS FORMATS ALSO OFFER AN ETHICAL ALTERNATIVE. BRAVE AND RISKY. BELU IS THE BRITISH BOTTLED WATER COMPANY WITH CLEAN WATER FROM THE ENGLISH HIGHLANDS. OUR PLASTIC BOTTLES ARE MADE WITH AT LEAST 50% RECYCLED CONTENT, MAKING US LEADING THE UK BOTTLED WATER MARKET SINCE 2012.

OUR PARTNERSHIP WITH WATERAID

BELU AND WATERAID WORK TOGETHER TO TRANSFORM LIVES THROUGH CLEAN WATER. SINCE 2011, BELU HAS PARTNERED WITH WATERAID TO SUPPORT PROJECTS AROUND THE WORLD. BELU’S CONTRIBUTIONS RAISED IN 2018 HELPED WATERAID TO ADD £15 TO THE COST OF PROVIDING SAFE WATER. BELU PARTNERED WITH WATERAID TO SUPPORT PROJECTS AROUND THE WORLD. BELU AND WATERAID PARTNERED TO SUPPORT PROJECTS AROUND THE WORLD.

CASE STUDY: LIME WOOD HOTEL

BELU PARTNER LIME WOOD HOTEL AND THEIR HERB HOUSE SPA TO CREATE A SUSTAINABLE WATER SERVICE. BELU REFILLABLE FOR EACH SPA VISITOR. SEVEN DAYS, SEVEN TIMES, BELU RECOMMENDS REFILLABLE WATER BOTTLES TO BE USED IN THEIR SPAS.

100% PROFITS TO WATERAID

BELU AND WATERAID SHARE A COMMON VISION TO TRANSFORM LIVES THROUGH CLEAN WATER. BELU'S PROFITS ARE PASSED ON TO WATERAID, WHEREBY ALL PROFITS OF BELU WATER LIMITED ARE PASSED TO WATERAID. THE TRUSTEES OF THE BELU FOUNDATION AGREED TO ENTER INTO A LEGAL AGREEMENT WHERE ALL BELU PROFITS ARE PASSED TO WATERAID. THIS AGREEMENT HIGHLIGHTS BELU’S COMMITMENT TO WATERAID AND THEIR GOAL TO TRANSFORM LIVES THROUGH CLEAN WATER.

WE ALL TAKE ACCOUNTABILITY

BELU OPERATES IN A WAY THAT IS ETHICAL, TRANSPARENT AND NOT AFRAID TO BE DIFFERENT. WE BELIEVE IN BEING A CREDIBLE AND CONFIDENT BRAND. WE REMAIN FIRMLY ROOTED IN OUR VALUES. WE REMAIN STRONGLY COMMITTED TO WATERAID AND THEIR GOAL TO TRANSFORM LIVES THROUGH CLEAN WATER.

OUR 2018 FINANCIAL RESULTS


WHEN YOU SEE HOW THE PROFITS FROM YOUR BUSINESS ARE USED, YOU FEEL PROUD OF WHAT YOUR COMPANY IS. WHEN YOU SEE HOW THE PROFITS FROM YOUR BUSINESS ARE USED, YOU FEEL PROUD OF WHAT YOUR COMPANY IS. THE TRUSTEES OF THE BELU FOUNDATION AGREED TO ENTER INTO A LEGAL AGREEMENT WHERE ALL BELU PROFITS ARE PASSED TO WATERAID. THIS AGREEMENT HIGHLIGHTS BELU’S COMMITMENT TO WATERAID AND THEIR GOAL TO TRANSFORM LIVES THROUGH CLEAN WATER.

SABINE’S WATER STORY

“WHEN YOU SEE HOW THE PROFITS FROM YOUR BUSINESS ARE USED, YOU FEEL PROUD OF WHAT YOUR COMPANY IS.”


OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS. OUR BOTTLING AND PACKAGING UTILISES SUSTAINABLE MATERIALS AND SECONDARY MATERIALS.

WE EVIDENCE OUR HIGH STANDARDS.

EVIDENCING OUR HIGH STANDARDS IS AN ESSENTIAL PART OF BELU’S MISSION. WE ARE COMMITTED TO ENSURING THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS. OUR DEDICATED SUSTAINABILITY TEAM WORKS CLOSER TO ENSURE THAT OUR PRODUCTS MEET THE HIGHEST POSSIBLE STANDARDS.

ENTREPRENEURIAL WITH HIGH STANDARDS

BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION. BELU IS A LEADER IN SUSTAINABILITY AND ENVIRONMENTAL PROTECTION.

FORWARD OUTLOOK

BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR. BELU WILL CONTINUE TO CHALLENGE TRADITIONAL THINKING AND CONSUMER BEHAVIOUR.

THANK YOU TO ALL OUR CUSTOMERS AND PARTNERS FOR YOUR SUPPORT.