

# BELU

DRINK THE DIFFERENCE

## 2020 IMPACT REPORT

### PLANET CARBON NEUTRAL SINCE 2012

independently verified to PAS 2060 standard.

The carbon intensity of our products and business decreased from 381 CO<sub>2</sub>e/L in 2019 to 250 CO<sub>2</sub>e/L in 2020.

### PEOPLE

100% OF OUR PROFITS TO WATERAID

to bring clean water, decent toilets and good hygiene to everyone, everywhere.

**£5,056,691**

monies to WaterAid since our partnership began in 2011.

That's a reduction of

**-68%**

since 2010  
(2010 = 794 CO<sub>2</sub>e/L).

2030

**£100,000**

in 2020, despite our trading losses.

**79,833,643**

cumulative bottles made into new bottles using recycled plastic & glass - supporting closed loop recycling.

## OUR 10 YEAR HORIZON

Belu is a drinks business that puts people and the environment first.

Our purpose goes beyond our products - by 2030 we will change the way the world sees water.

Belu is powered by this purpose and it is our promise to every person who chooses to buy us. It is core to every product and service we sell, and 100% of our profits are given to WaterAid or invested in circular economy innovation in pursuit of it.

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Belu supports all 17 of the UN's Sustainable Development Goals, with a focus on the 3 below.



We're proud to be a Social Enterprise. It's why we carry the Buy Social logo on all our products and support Social Enterprise UK.

Our approach to filtered water has been honoured in the Innovation category of the Queen's Awards for Enterprise and Innovation.