

BELU IMPACT REPORT

2021

YEAR ONE OF CHANGING THE WAY THE WORLD SEES WATER...

We always knew that 2021 - coming off the back of a year of COVID-19 restrictions - was going to be 'interesting'. We were feeling hopeful but cautious, optimistic but realistic, creative but pragmatic - in equal measure.

What got us through was the spirit of Team Belu and the camaraderie of our partners and customers. We welcomed six newbies to the business, bolstering our operations, brand, commercial and business development capability; Jan, Nolan, Kat, Luke, Lucy, Claire, Micky, Sal, Mike, Hannah, Matt and Peter, we could not have delivered any of 2021 without you. Thank you. At Belu, we believe in 'togetherness'. That means making decisions together, finding solutions together and fostering a culture that inspires everyone to want to make a bigger difference together.

Before we start talking about impact, we also want to say a big thank you to everyone else in our little corner of the world, partners, suppliers, advocates. You are wonderful!

WHAT MAKES BELU, BELU...

We are an award-winning drinks business that puts people and the planet first. We give WaterAid 100% of our net profit and we have audited accounts that show where every penny goes. We create a world where people feel good, do good and live better - through our own trade. We do not rely on fundraising from others to deliver our purpose. We are a commercial, for-profit, entity that began with a simple idea; that there was a better way to do business.

Belu has been around since 2002, but really got going in 2007, so much has changed for us as a business but so much remains the same. Water, as an essential life resource, became our North Star and remains at the heart of why we exist. We are a social enterprise that dares to be different, to go against the grain. Everything from our accounts to our carbon footprint is transparent. We have a sense of purity of purpose because what we're trying to do goes beyond our products and services.

We always think environment first. We minimise our environmental impact by using widely recycled materials; we bottle all of our products in the UK; we do not export our drinks; we champion filtration as part of a sustainable water service; and we have been carbon neutral since 2012. **This is our heritage.**

We put people at the heart of everything we do. We believe water is powerful and sustainable access and stewardship is a fiercely urgent issue that is critical to the health and wellbeing of everyone on the planet. We are part of a collective movement to make sure those without clean water, can get it. We are proud to be the exclusive bottled water partner of WaterAid, to bring clean water, decent toilets and good hygiene to everyone, everywhere. **This is our legacy.**

This is what gets us out of bed in the morning.

Just after the children, husband and pups.

TO THE YEAR THAT WAS 2021...

Belu started the year with a new purpose: to change the way the world sees water. At the beginning of 2021 we updated our Articles to meaningfully reflect our commitment to doing things differently. The Articles were aligned to the UN Sustainable Development Goals (SDGs). Therefore, Belu's primary social object is to carry out such business operations and related activities, to ensure the following:

1. Sustainable access to water and sanitation for all (SDG6).
2. Sustainable consumption and production patterns (SDG12).
3. Urgent action is taken to combat climate change (SDG13).

Doing this means our modus operandi is environmental and social impact - we can walk-the-walk from our governance right through to delivery. In addition to this, we also added an extra clause in our Articles to ensure that Belu carries out its business in accordance with the statement of [Responsible Business Principles](#). We thought we might as well go all the way in!

We also celebrated a huge milestone, the 10-year anniversary of our partnership with WaterAid. It was a moment to reflect on how far we have come and share our collective ambition for the next ten years.

One in 10 people still don't have even a basic supply of clean water close to home.

One in five don't have a decent toilet.

Nearly a third can't wash their hands with soap at home.

800 children die every day as a result of dirty water and poor sanitation.

700 million people worldwide could be displaced by intense water scarcity by 2030.

Almost 2 billion people depend on health care facilities without basic water services.

850,000kg

of glass saved annually

12,000

single use bottles saved by enabling our customers to serve filtered water as an alternative

In 2021 we invested to grow, in people and product diversification. We started to scale our filtration business, in the UK and internationally. We welcomed hotels and workplaces, Michelin restaurants and construction sites, burger joints and pizza spots to Belu Filter in Action. In total, we installed 158 new machines. Each participating restaurant is saving at least 12,000 single-use bottles a year, according to The Sustainable Restaurant Association. We also launched a new range of tonics and mixers in green glass, making Belu the only tonic or mixer brand to use over 70% recycled material in its bottles.

We stuck by our 100% recycled plastic bottle (not the cap or label mind you, we're working on that) because they generate about half the carbon emissions to manufacture as a typical aluminium can and is easily recycled - unlike cartons. We are exploring new options for the on the go market but essentially, we believe having a sustainable refillable bottle and clean accessible refill point is the best overall solution.

We also transitioned more customers to our lightweight glass bottles that are made in the UK. We have been able to save 850,000kg of glass annually; equivalent to 2.1 million wine bottles - and reduce our carbon emissions by using less raw materials.

As a team we like to know how we're doing, what we can learn from purposeful peers and where we can improve so we decided to start the BCorp certification process. We think the movement is doing a brilliant job of raising consumer awareness and asking brands the right questions to understand whether or not they are actually making a difference. We achieved an initial score of 112 but we were informed that our industry is **controversial** and specific additional measures would be needed for us to continue through the process. In short, we don't quite see eye-to-eye on their decision.

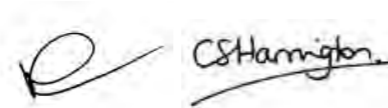
Belu is an open book, you can see our numbers, our impact, our supply chain and our team. We're zealots for our purpose and that's the most important thing anyone needs to know about us. No one has the monopoly on doing good so while it was a nice to have, we're content with not needing to have it too.

This is our first impact report presented through our new Purpose P&L framework and Theory of Change: Purpose, People, Products and Profit. We were inspired by businesses doing the right thing - both big and small. A few we'd like to shout out, Kering for their Environmental P&L, Wallgreens Boots Alliance for their UN Sustainable Development Goals commitment, Toast Ale for their brilliant articulation of the carbon credit and offset challenge and Ocean Bottle for their clarity of purpose.

2021, the year that was.

Thank you for taking the time to check out our impact report.

We hope you enjoy reading it as much as we enjoyed wracking our brains about what to say!



Nat and Charlotte



THE BELU THEORY OF CHANGE

OUR NEW PURPOSE: TO CHANGE THE WAY THE WORLD SEES WATER

Purpose

If businesses have a meaningful lifelong purpose that underpins the ownership, governance and legal framework for operation, then real social and environmental change is possible. For us, the environment is core to our model so we do not need a fifth pillar, it is embedded.

People

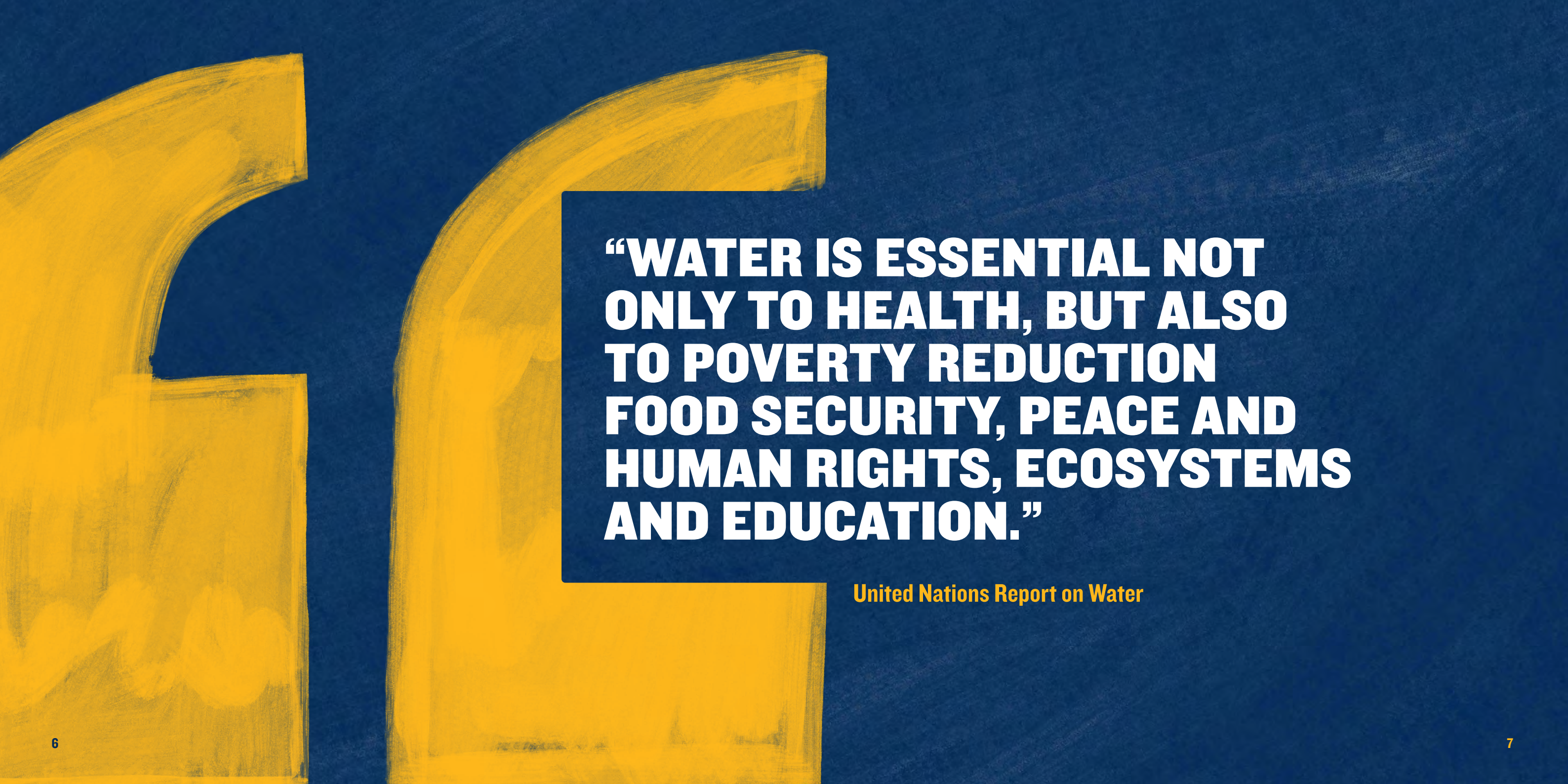
To ensure businesses operate with purposeful intent all stakeholders need to understand, action, adopt and champion the right inputs. We want people to feel good - board, team and customer.

Product

The business operating model underpins how purpose appears in the real world. In choosing Belu, businesses are doing good.

Profit

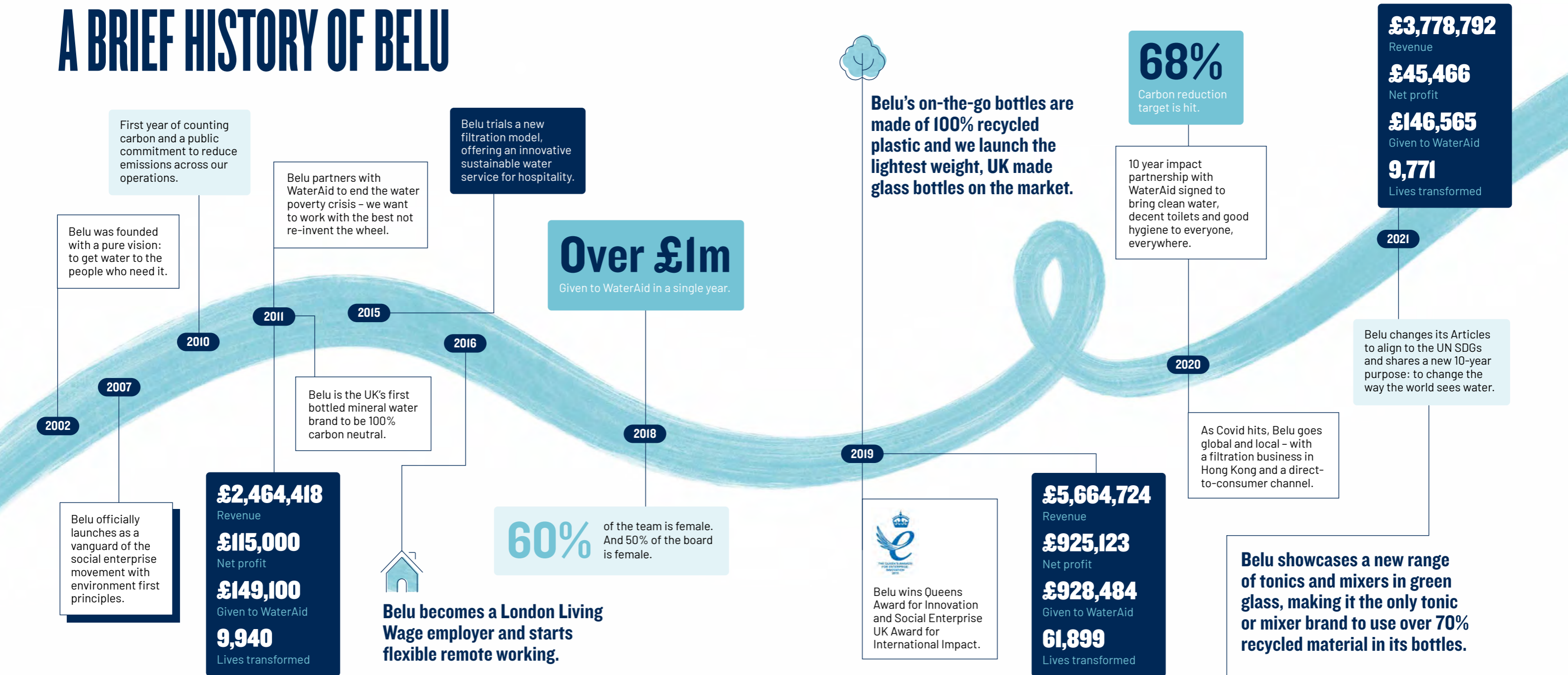
Profit is our outcome and we invest it in pursuit of our purpose - to change the way the world sees water. Our 10-year purpose aligns to our ongoing WaterAid impact partnership, activities focused on water stewardship, nature-based solutions to carbon reduction and removal, circular economy innovation, and support to help other businesses do business 'better'.



“WATER IS ESSENTIAL NOT ONLY TO HEALTH, BUT ALSO TO POVERTY REDUCTION FOOD SECURITY, PEACE AND HUMAN RIGHTS, ECOSYSTEMS AND EDUCATION.”

United Nations Report on Water

A BRIEF HISTORY OF BELU



OUR DNA HELPS US MAKE GOOD DECISIONS



BALANCING OUR IMPACT

We think, environment first, always. Balancing our impact on the planet with a sustainable business model whilst maximising our social aims, delivering an overall net positive result. We consider our environmental impact in everything we do, continually looking for ways to remove or reduce it. We look for opportunities to inspire and influence others by setting new standards for what good business looks like.



TRANSPARENT, ETHICAL AND NOT AFRAID TO BE DIFFERENT

We work in the most transparent and sustainable ways possible, holding ourselves and our partners accountable for ensuring our ethics are not compromised. We are not afraid to be different from other organisations and many times have found success comes from countering instead of following.



GOOD FOR OUR CUSTOMERS AND PARTNERS

Through doing good business and being good to do business with, we can have a greater overall positive impact. This means us taking the lead in creating constructive and productive partnerships and collaborations. We can achieve much more by working with others than we can ever do on our own.



INVESTING NOT SPENDING

We measure and prioritise carefully, investing our money and time in the activities that have the greatest outcomes. Our investments must be sustainable because we are a business, not a charity. Being frugal encourages us to be resourceful and creative, finding solutions and making big things happen with small sums of money.



WE ALL TAKE ACCOUNTABILITY

We are a deliberately small team and need to work hard, together, to achieve our ambitions. Doing so with mutual trust and respect, always willing to challenge and support each other. We value the unique talents, skills and experiences that we all bring and are open-minded to continually learning. It is only us that can make a difference in this organisation and we do so by willingly taking accountability.



ENTREPRENEURIAL WITH HIGH STANDARDS

We are willing to try new things and take calculated risks in order to succeed. We identify opportunities that are aligned with our strategy and act on them with pace. Inevitably we make some mistakes and value the chance to learn so we can quickly correct and not repeat them. We never settle for 'good enough', and are always determined to achieve high standards, even when doing so is hard.

It is only us that can make a difference in this organisation and we do so by willingly taking accountability.

OUR PURPOSE

PURPOSE P&L

2021

£3,778,792

REVENUE

£45,466

UK NET PROFIT

VS -£238,539 LOSS IN 2020

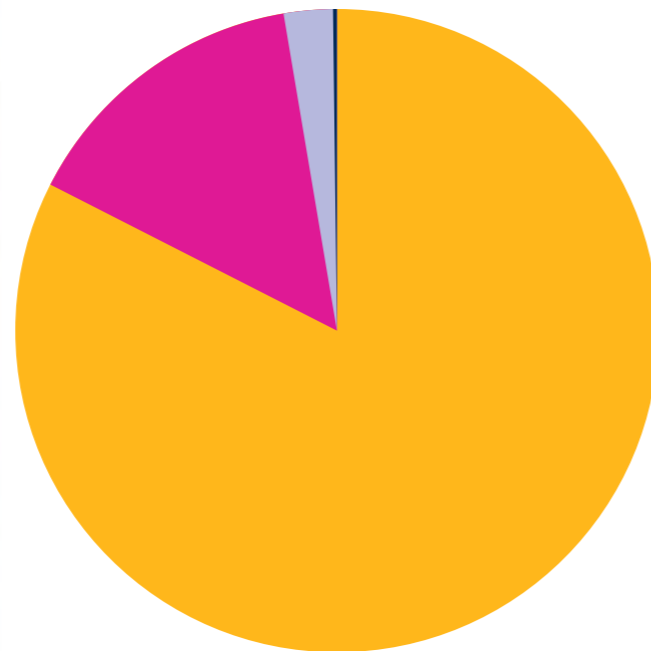
£146,565

MONIES PASSED TO WATERAID

9,771

LIVES TRANSFORMED

REVENUE SPLIT BY PRODUCT



● Mineral Water 82%
 ● Filtration 15%
 ● Refillables 2%
 ● Mixers 0%



£5,203,256

Cumulative amount invested in bringing clean water, decent toilets and good hygiene to everyone, everywhere with WaterAid.

Compared to £5,056,691 in 2020

346,884

2011 - 2021 Total lives transformed

Every £15 we generate in profit transforms one life long term.



90,506,914

Cumulative number of bottles made into bottles made into new Belu bottles using recycled materials and supporting a circular economy.

Compared to 79,833,643 in 2020

£228,104

2021 investment in filtration equipment & reusable bottles

£743,369

Cumulative investment in filtration & reusable bottles



69%

Reduction in the carbon intensity of our business since 2010 in line with PAS 2060 carbon neutrality.

Compared to 68% in 2020

£19,970

2021 investment in climate initiatives

PURPOSE P&L

CARBON MEASUREMENT

Belu has been carbon neutral since 2006 and has been demonstrating carbon neutrality in accordance with PAS 2060 since 2012. Our organisational and supply chain carbon footprint encompass the material emissions associated with our activities in accordance with the WRI Greenhouse Gas (GHG) Protocol and wider GHG accounting guidance.

Product emissions were quantified for our bottled water, cooler, refillable bottle and operating filter machines, and included the full life cycle impacts of: raw materials & manufacturing; inbound transport; bottling; distribution; use; end of life.

The overall carbon footprint for all our bottled water products, filtration systems, office and people movements for the period 1st January 2021 to 31st December 2021 was 2,508 tonnes of CO₂e, compared to 1,407 tonnes of CO₂e in 2020. We delivered water with emissions of 249g CO₂e/litre, a 69% improvement compared to 2010.

90,506,914

Cumulative number of bottles made into new bottles since 2012

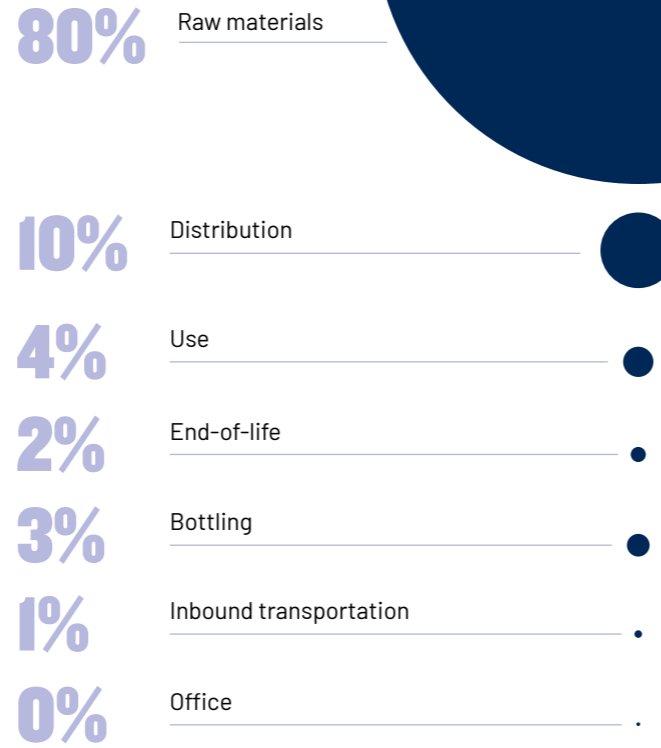
158

Filtration machines installed in 2021

0.67

CO₂ kg per £ revenue

OUR CARBON IMPACT IS GENERATED BY



2,508

Total carbon footprint Tonnes

330

Cumulative filtration machines in use in 2021

249

Total carbon intensity CO₂ per litre

-69%

Carbon intensity reduction from 2010

TOTAL GHG EMISSIONS (tCO ₂ e)	2018	2019	2020	2021
Total Belu product footprint	6015	6006	1400	2495
Total Organisation footprint	8	10	7	12
Grand total	6023	6016	1407	2508

GHG EMISSIONS AT PRODUCT LIFECYCLE STAGE (tCO₂e)

Raw materials	4911	4847	1131	2017
Inbound transportation	191	210	13	22
Bottling	222	179	21	67
Distribution	421	508	158	249
Use	8	146	48	91
End of life	83	117	29	49
gCO₂e/litre	421	381	250	249

OUR EVOLVING CLIMATE FRAMEWORK

- Account and disclose emissions and other environmental impacts. Taking full accountability for all the emissions created by our products and our business, from the generation of raw materials to end of life.
- Reduce value chain emissions. Focusing on reducing and over time removing those emissions by continuously challenging our partners, the process and the introduction of new ideas and products which will be published in our reduction delivery plans.
- Quantify remaining emissions and align financial investment to combat. In 2021 we are reporting and offsetting our emissions to the Independent Standard of Carbon Neutrality, PAS 2060.
- Invest the financial commitment for climate and nature impact to work towards a science based target to get to zero carbon output

OUR 10-YEAR PURPOSE P&L GOAL



£15m

cumulatively invested in pursuit of our purpose



2.1m

tonnes of carbon emissions saved through reduction and removal



2.2m

kgs of glass and plastic made into new bottles therefore not going to landfill or entering waterways or oceans



17 

Inspired by Wallgreens Boots Alliance we will work towards meaningfully reporting against all 17 of the UN Sustainable Development Goals

NEW MEASURES WE WILL REPORT AGAINST IN OUR 2022 REPORT.

- Investment in our people - wellbeing, health, learning and development.
- Plastic footprint measurement and then reduction.
- Water footprint measurement and then reduction - including our supply chain partners.
- Scope 3 suppliers using renewable energy.
- In Hong Kong - carbon saved from flying water from Europe & switching to filtration.



Girls from the class 5A pictured at their toilet block. Primary school of Firaisantsoa Imanga village, Tsinjoarivo Imanga commune, Tsiroanomandidy district, Madagascar, June 2018.

WaterAid/Ernest Randriamalala

OUR JOURNEY TOWARDS A ZERO CARBON FUTURE*

*You read that right, no net, no neutral, positive, negative
– just an absolute zero

Influenced by a report from WWF and Boston Consulting Group (BCG) we have a lofty goal, to be a zero carbon business.

Now, is it remotely possible today. No.

But over time it might be.

We're aiming for an absolute, why make our goal a half measure right?

Over the years we have...

- Held firmly to our no export policy, despite the constant stream of enquiries. It would be wrong to ship such a heavy product overseas, and of course, we believe the same regarding importing water or empty bottles to the UK – it is completely unnecessary!
- Championed closed-loop manufacturing, by turning used bottles into new bottles.
- Made and filled all our bottles in the UK. Designed our bottles to be lightweight, reducing the amount of material required to make them. Maximised the use of recycled content and of course, everything remains 100% recyclable too.
- Scaled our filtration business and introduced more refillable options into our product mix.

With this big, hairy, audacious goal ahead of us, we have decided to change our approach to carbon management. We do not believe buying international carbon credits to offset our remaining emissions is the way forward. Instead we will focus on reducing and removing emissions and building partnerships with local organisations to invest in climate resilience and nature-based solutions. As a consequence, this means we will no longer be certified carbon neutral to PAS2060 standard but, we are exploring alternative BSI ISO options to report our progress.

“UNDERSTANDING WHERE OUR CARBON FOOTPRINT COMES FROM IS WHAT ENABLES US TO INVEST IN MAKING THE RIGHT DECISIONS IN PRODUCT DEVELOPMENT AND OPERATIONAL PROCESSES TO REDUCE EMISSIONS FOR THE BEST PLANETARY RETURN. THIS, COMBINED WITH ENSURING WE ALWAYS MAKE CHOICES COMPATIBLE WITH A CIRCULAR ECONOMY USING UK CLOSED-LOOP PRINCIPLES WHEREVER WE CAN, HAS BUILT KNOWLEDGE AND EXPERTISE WITHIN THE BUSINESS”

Nolan Wright
Director of Supply Chain Operations

OUR PEOPLE

WE AIM TO BRING THE RIGHT PEOPLE TOGETHER AT THE RIGHT TIME TO DO THE RIGHT THING.

TOGETHER, WE CAN CREATE A MORE SUSTAINABLE WORLD AND CHANGE PEOPLE'S LIVES FOR THE BETTER.

WE WORK WITH BEST-IN-CLASS SUPPLY CHAIN PARTNERS TO UNDERSTAND THE SOCIAL AND ENVIRONMENTAL IMPACT OF THEIR WORK.

MONTGOMERY WATERS

Montgomery Waters is one of the UK's leading water bottling businesses; ensuring this success is attained responsibly. As a family business, they take every care to ensure they always act in the best interests of society and the environment; with a focus on the local community.

Found in an area of outstanding natural beauty, Montgomery Water sits beneath a small range of former volcanic hills in the mid-Wales county of Montgomeryshire in the little rural village of Churchstoke. Although the catchment area is wide-reaching, the company has ownership of the critical areas of land around the customer dedicated sources to ensure the total protection of their water and their community. This is a principle of good water stewardship, an area we are working on together through new partnerships.

Montgomery Water focusses on ecological conservation by preventing any loss of natural resources whilst they undertake their work. They continually improve and invest in their facilities to reduce their carbon footprint. Over the past couple of years they have installed over 2000 solar panels across the site and reduced the number of inbound deliveries by a factor of 15.



Why we choose to work with Montgomery Spring

- Montgomery Spring is a family-owned and run farm in an area of outstanding natural beauty. There is a strong community spirit and they invest in regenerating local spaces and donate to charity.
- Collaborative and people focussed leadership with Work Experience, Apprenticeship and Graduate schemes available for local students.
- Alignment on our sustainability objectives, over 2200 solar panels generate electricity to run bottling lines and minimal waste is produced during the bottling process.

ENCIRC GLASS

Encirc is a market leader in glass container design, manufacturing, bottling and logistics solutions for the UK and Irish food and beverage industries. They know that having a sustainable business model has a direct impact on their social, environmental and economic standing. This is why, for the last 15 years, sustainability has been at their CORE.

Sustainability means a lot of things to a lot of people. But for Encirc, everything they do, from the way they make their products, to the transportation methods they choose, to how they act as individuals, all links back to their four core pillars of a responsible business: Prosperity People, Place, Planet. It is this clear alignment that makes them a truly valuable partner in production; delivery of our shared sustainability goals; and driving product innovation.

In 2021, Encirc announced a firm commitment to decarbonising by 2025, using hydrogen in its furnaces to create billions of ultra-low-carbon glass bottles, a key project in the company's emissions strategy approved to the SBTi's 1.5°C standard.

The availability of hydrogen will enable the further expansion of the firm's Elton facility and lead to the creation of at least 200 jobs, while future-proofing existing roles.



Why we choose to work with Encirc Glass

- Encirc are world class glass manufacturers with commitment to sustainable consumption and production. They supported our lightweight glass journey and invited us to join their ground-breaking bio-fuel trial for tonics and mixers.
- People and place focussed, Encirc publish a gender pay gap report and [share their roadmap to supporting more women into STEM roles across their operations.](#)
- Fully ISO 14001:2015 compliant and BITC CORE accredited.

BRITA

BRITA is the world-renowned expert in the area of drinking water optimisation and customisation. With his invention of the water filter jug in 1970, Heinz Hankammer discovered a market niche and then consistently created the market for it. His son Markus Hankammer successfully shaped the medium-sized family business into a global multi-product company with financial independence and a long-term mindset. From their headquarters in Taunusstein near Wiesbaden, they operate four production facilities in Germany, the UK, Italy and China, 30 national and international subsidiaries and are represented in 70 countries on all five continents.

As a family-owned business, BRITA have always strongly and consistently championed values. Despite the company's swift advances and strong growth, nothing has changed in this regard – and so it will remain in future. The management and all of the employees know that values are fundamental and contribute just as much to the company's success as business strategies do. We are very much aligned on this point and we share a commitment to water, for hydration and livelihoods.

We also work or have partnerships with a small network of suppliers and industry leaders:

[Greenworks Coffee](#), [Celli](#), [Holdens Bottling](#), [CROXSONS CODE Hospitality](#), [The Sustainable Restaurant Association](#), [Social Enterprise UK](#).



Why we choose to work with BRITA

- BRITA are filtration innovators with user-centric model and a clear commitment to water and giving back across the regions in which they operate.
- Sustainability is core – BRITA aims to prevent over 1 million tonnes of CO₂ from reaching the earth's atmosphere and save over 4b single-use bottles being used each year and expect this to grow to 6.5b by 2025.
- People are at the heart of their business – they prioritise the health of their teams and meaningful work.

OUR PRODUCTS

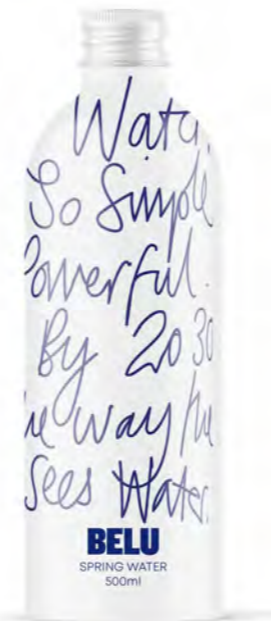
OUR RANGE THE SUSTAINABLE CHOICE

We are proud to be a leading social enterprise offering great tasting British natural mineral water (Belu is the most ethical mineral water you can buy – hands down); a best in class filtration service to workplaces and the hotel, restaurant and catering sector; and tonics and mixers that do more than taste great.



Refillables

We have a range of refillables to suit every need. We co-brand with Ocean Bottle to fund the collection of 11.4kg of ocean-bound plastic, equivalent to 1000 plastic bottles and stops them from entering our oceans.



Pre-filled Refillable

Our newest refillable is made from 100% recycled aluminium and pre-filled with British spring water making it perfect for on the go.

365g

UK made lightweight ethical glass – a 4% weight reduction vs. our previous 750ml bottle



Tonics & Mixers

'Mix it good' with 7 flavours made with sustainably-sourced ingredients. Served in green bottle made from at least 70% recycled glass.



Mineral Water

Mineral water undergoes a 2 year recognition process, it must be bottled at source and cannot be treated in anyway.



Grab & Go

Our 100% recycled PET format offers the lowest carbon footprint available on the UK market.

Hot, ambient or chilled still or sparkling water on tap reduces reliance on single-use materials.



GOING FORWARD WE HAVE A FOCUS ON...FILTER IN ACTION



158

Machines installed

19g

CO₂ per litre poured for filtration machines vs. 592g for clear glass, a -96% reduction in carbon emissions.

100%

UK-wide coverage from Northumberland to Cornwall, Somerset to Scotland, East Anglia to Kent.

In 2015 we were motivated to do the right thing and reduce the amount of packaging and single-use in our operations, this was the genesis of the filtration business.

We have grown steadily over the years, with 2021 being the year of 'scaling-up', not just in the UK but also in our first international territory of Hong Kong.

The way it works is simple:

Serving water at work

Partnering with Belu supports businesses deliver against their Environmental, Social and Governance (ESG) roadmaps. In choosing us, procurement and facilities teams are sourcing sustainably and actively reducing waste by removing the need for single-use bottles.

Some of our wonderful workplace customers:



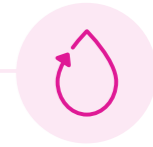
Serving hospitality

We meet demand for chilled, still and sparkling filtered water with a sustainable solution that reduces waste, lowers recycling costs, and saves valuable fridge space.



POSITIVE PROFITS

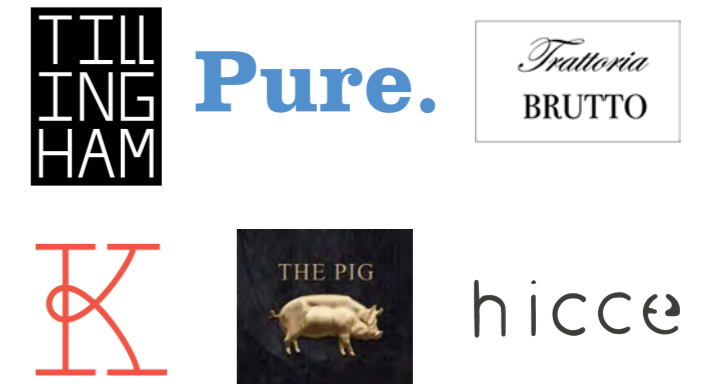
A revenue share with 50% of your sales supporting Belu's purpose.



FIXED FILTRATION

Make a positive difference with our fixed lease agreement.

Some of our Filter in Action collective:



AND WE'RE TAKING ON THE TONICS AND MIXERS MARKET WITH OUR REFRESHING NEW RANGE

We wanted to shake up another category and give our customers a vibrant range of tonics and mixers, made for action.

For too long, mixers did little more than enhance a spirit of choice, we saw an opportunity to launch a range made with hospitality and the on-trade in mind - great taste profile, low-sugar, and bottled in the UK using sustainably sourced ingredients.

What's more, we decide to step out from the crowd by going green.

Our glass bottles are made from at least 70% recycled content and are 100% recyclable. To launch our range we took part in a ground-breaking biofuel trial to make the world's most sustainable glass bottle.

This bold new step is one of the many ways we are delivering our promise and purpose of changing the way the world sees water.

Our Mix it Good founding collective:

FALLOW
delicious, sustainable dining

TOG
THE OFFICE GROUP



hicce

30% Less carbon intensive than clear glass

“AT BELU, WE GIVE THE CONSCIOUS CONSUMER A CHOICE. IF YOU WANT TO MAKE A DIFFERENCE, WE ARE THE DRINKS BRAND YOU CHOOSE. WE STAND FOR THOSE PEOPLE HELPING TO BUILD A BETTER WORLD THROUGH THEIR BUYING DECISIONS. AND WE KNOW THAT TOGETHER WE CAN GET THERE.”

Jan Roberts
Director of Commercial, Governance and Projects



WE STUCK WITH OUR RECYCLED PLASTIC BOTTLES...HERE'S WHY.

We celebrate consumers thinking beyond convenience; questioning single-use and understanding the negative impact this can have on the future of our planet. This is what we said in our 2019 report:

"We heard pledges of #plasticfree, but no matter how well-meaning, the problem with this approach is that often actions were taken before understanding the bigger picture: for example, where do carbon emissions fit in? Rather than jump into producing cans or cartons, we took time to truly understand our options and make our business decisions based on doing the right thing from a planetary perspective and not on the opportunity to simply make more money whilst many customers were in turmoil. We were clear we didn't want to encourage any customer to switch from plastic to a new material, only to find there isn't the recycling infrastructure to support that or to later disappoint them with reporting their carbon emissions had trebled as a result. We discounted cartons on the former rationale and cans on the latter. The only credible choice to make after working with customers to remove single-use where possible (through filtration for example), was to continue to pursue the lowest footprint option that could be part of a circular economy - 100% recycled plastic".

What we know

- Using 100% rPET creates demand and value for recycled plastic bottles which will ultimately fuel investment for better local recycling infrastructure.
- To solve the plastic problem, companies are switching to other single use containers for water, but this could cause new environmental problems.
- All materials have impact at every stage of their lifecycle.
- Refilling sustainable reusable bottles is the only low impact alternative.



162,010

If half of the UK's plastic water bottles switched to cans, mining the aluminium could generate 162,010 tonnes of toxic waste, enough to fill up the Royal Albert Hall over six times.



98,141

If half of the UK's plastic water bottles switched to cartons, it would create 98,141 tonnes of low-quality waste every year because cartons can't be turned back into new cartons. That's enough to fill almost 9,000 bin lorries.



94,538

If half the UK's plastic water bottles switched to standard glass, that could generate 1.42MtCO₂e. This is equal to the average emissions of 94,538 people in the UK, roughly the number who live in the city of Bath.

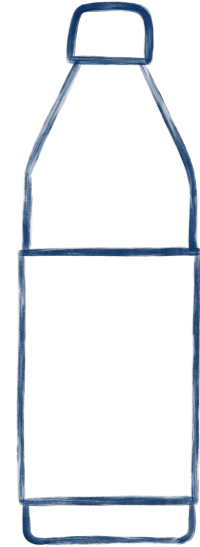
GLASS BOTTLES

- ✓ Glass is infinitely recyclable
- ✓ Suitable for closed-loop recycling
- ✓ Short supply chain and easily made and recycled in the UK
- ✗ Higher carbon footprint than plastic bottles



PLASTIC BOTTLES

- ✓ Low carbon footprint
- ✓ Can be recycled into new bottles using no virgin PET
- ✓ Suitable for closed-loop recycling
- ✗ Pose a high risk to marine life if littered



CARTONS

- ✓ Low carbon footprint
- ✗ Typically contain 74% paper, 22% plastic and 4% aluminium, making them difficult to recycle
- ✗ Cannot be recycled back into cartons
- ✗ The UK only has one open loop recycling facility for cartons with a capacity of 25,000 tonnes per annum, but the the market size is at least 60,000 tonnes per annum, meaning that it is already impossible to domestically recycle all the cartons put on the market in the UK.



CANS

- ✓ Aluminium is infinitely recyclable
- ✓ Suitable for closed-loop recycling
- ✓ High recycle rate of 72%
- ✗ 25% of what's recycled is recovered after incineration and cannot be used to make new cans
- ✗ Bauxite mining (to make new aluminum) is extremely damaging to the environment
- ✗ High carbon footprint
- ✗ Canned water shipped in from Europe is not environmentally sound
- ✗ Some cans have an internal plastic lining therefore not truly a plastic-free solution



WHAT'S THE RIGHT ANSWER?

The data shows that **reusable bottles** are the only low impact alternative to single-use bottles.

In terms of carbon footprint, **PET bottles have by far the lowest**, followed by cartons, cans, and glass whose footprints are 3.8x, 6x, and 8x that of PET (no reliable end-to-end carton data found).

PET bottles and cartons pose a higher risk to marine life if allowed to enter waterways than cans and glass bottles. Most of the waste in oceans starts out in a river, lake or canal, we're aiming to tackle this going forward.

PET bottles, cans and glass are **suited to closed-loop recycling systems** and can be recycled into new products.

Cartons are **not suitable for closed-loop recycling** (cannot be made into new cartons) and the UK only has the capacity to recycle approximately **40% of cartons sold**.

Across all formats, **high levels of recycled content and removal of excess packaging weight** can reduce the overall carbon impact of packaged drinks products.

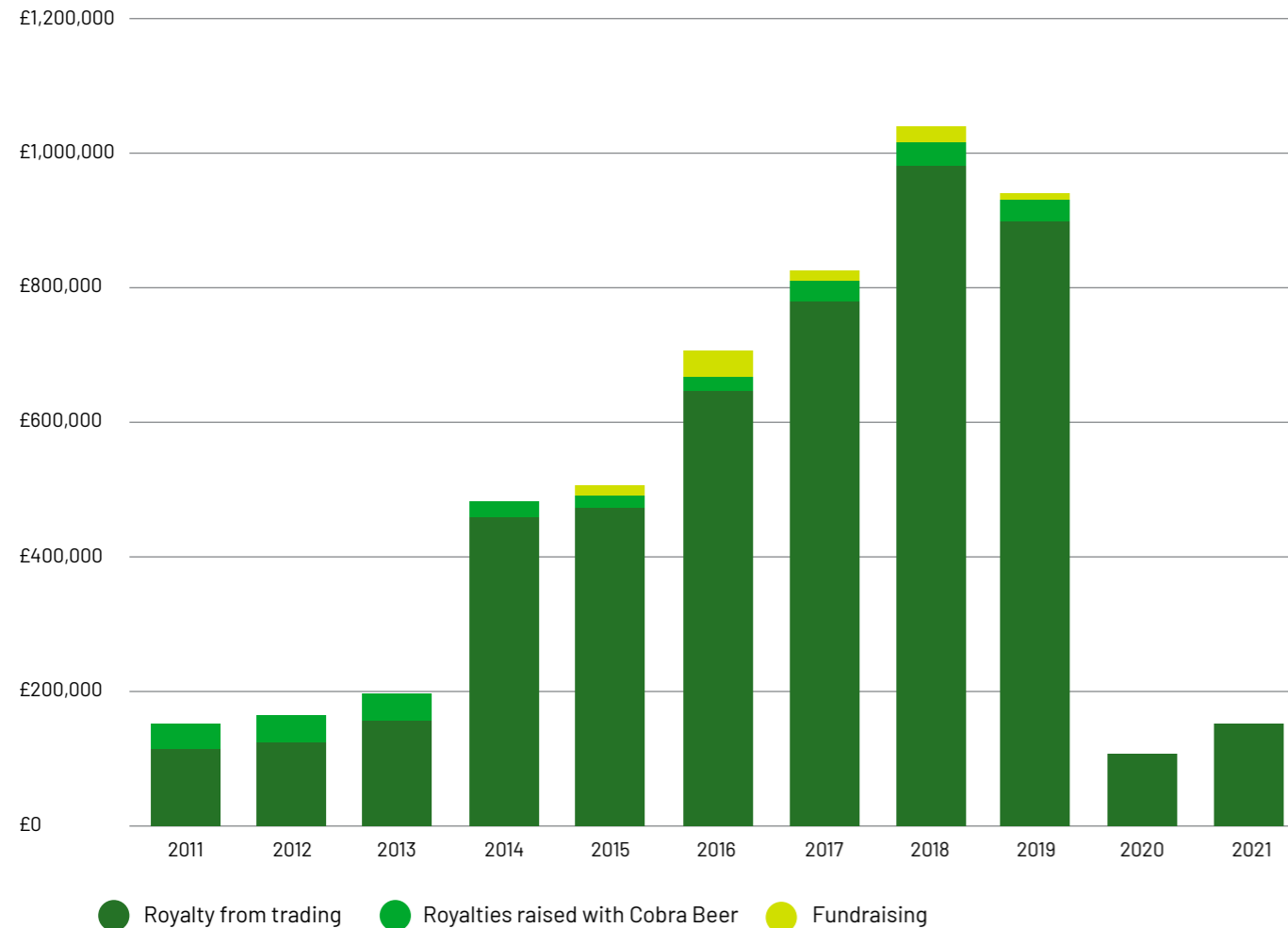


Average Glass Bottle **Belu Glass Bottle** **Cans** **Average PET Bottle (Still)** **Cartons** **Belu PET bottle**

	Average Glass Bottle	Belu Glass Bottle	Cans	Average PET Bottle (Still)	Cartons	Belu PET bottle
Size	500ml	500ml	500ml	500ml	500ml	500ml
Weight	360g	290.4g	18.6g	10g	24g	13.5g
CO₂e/bottle (g)	320	295.4	240	40	152	33.8
Recycling Rate	70%	70%	72%	69%	40%	74%
Reusable	no	no	no	no	no	no
% Recycled Material	25%	30%	35%	16%	0%	100%
Closed-loop Possible	yes	yes	yes	yes	no	yes

OUR PROFIT

OUR 2021 FINANCIAL RESULTS



In 2018 we delivered £1 million to WaterAid in one year. We aspire to get back to this as quickly as possible but we are extremely proud to have given £146,565 after such challenging conditions.

We plan to cumulatively invest £15 million in pursuit of our purpose by 2030. A large percentage of this will go to WaterAid from our net profit. Through our operations we will also fund climate resilience and nature-based solutions to tackle climate change and drive innovation.

“In a world turned upside down, people are rethinking how they live. As we come through challenge, it’s clear that a different future is possible. One where change is about action and not just words. Where our choices can make a difference. And where we protect the resources around us. That’s what Belu is all about. So if you want to make a difference, we’re the company you should keep. We’re for people who believe in better, who don’t go with the flow and who want to choose change.

So make the difference. Be the difference. Drink the difference.

Because with Belu, you’re not just ordering water. You’re ordering change.”

**Claire Pearson
Director of Business Development**

**WATER,
SO SIMPLE,
YET SO
POWERFUL.**



IT GIVES US LIFE. HYDRATES, CLEANSSES AND MAKES US ALL FEEL MORE ALIVE. A DRINK OF WATER CAN TRANSFORM ONE PERSON AND IT CAN TRANSFORM MILLIONS OF LIVES. JUST BY BEING WATER.

AT BELU, WE BELIEVE SOMETHING AS SIMPLE AS WATER CAN MAKE A DIFFERENCE TO SOME OF THE LOCAL AND GLOBAL CHALLENGES WE FACE. SO OUR PROMISE TO YOU IS CLEAR, BY 2030 WE WILL CHANGE THE WAY THE WORLD SEES WATER.

TO CREATE: A BETTER WORLD. A LESS WASTEFUL WORLD. A WORLD WHERE WE PUT THE ENVIRONMENT AROUND US FIRST. OUR METHOD IS CLEAR, WE ARE POWERED BY ETHICS AND WE INVEST ALL OUR PROFIT IN PURSUIT OF THIS PROMISE.

AND WE INVITE YOU TO JOIN US, TO CHOOSE US. BY CHOOSING US, YOU ARE DRINKING THE DIFFERENCE.

Sources

[Green Alliance - Losing the bottle: Why we don't need single use containers for water](#)

[Green Alliance - Losing the bottle: Methodology](#)

[Valpak - Drinks container recycling rates](#)

[Tetra Paks Are 100% Recyclable. But Are They Sustainable?](#)

[Recycling Bits - Recycling Facts](#)

[Ethical Consumer - A guide to environmentally friendly](#)

[Cambridge Institute for Sustainability Leadership - Towards sustainable packaging materials drinks packaging](#)

Belu internal carbon data analysis 2021

BELU

DRINK THE DIFFERENCE

© Belu Water Ltd 2021