

BELU

IMPACT REPORT 2019



BELU

IMPACT REPORT 2019

WELCOME

This impact report sees us enter a new decade and marks nine years of our partnership with WaterAid.

It's a year that will go on record as the one in which we faced our single biggest operational challenge so far, a bombshell that landed with no notice, and with the potential to undermine the Belu business forever. It tested the ability of this small organisation to live our values, and we have not just survived, we have thrived. More on that later.

Thankfully, it also goes on record as our most successful year yet, when we look at the results in terms of overall impact for the year, and investment into a sustainable future. In 2019 we made huge progress on our environmental initiatives in each area of our business, ensuring we minimised our carbon emissions, and made our decisions using 'circular economy' principles.

As a result of our work in 2019, Belu ended the year with:

1. A MORE SUSTAINABLE BUSINESS MODEL

In both glass and plastics, we have made big strides forward with more market-leading positions.

- In filtration systems we've made our largest investment to date: £315,418.
- We have acquired a great new partner in Encirc, leaders in the glass industry, who joined us on our journey to bring UK-made ethical glass to the UK's restaurants, hotels and caterers.
- With a backdrop of the anti-plastics movement we resisted the temptation to jump in to protect revenues through producing cans or cartons, and therefore avoided the unintended consequence of increased carbon emissions and other environmental impacts.

2. A SET OF FINANCIAL RESULTS TO BE PROUD OF

- In 2019, 100% of Belu's income was in the form of trading revenue. Through our innovative and collaborative approach, we were able to convert this into a net profit position for the year of £925,123. As always, 100% of our net profits have been passed to WaterAid.
- As of 22nd March 2020, the total passed over since our partnership began in 2011 stands at £5,006,691.

3. MORE LIVES TRANSFORMED

As a direct result of the Belu business working in partnership with WaterAid, we have brought clean water, decent toilets and good hygiene to some of the world's most remote and marginalised communities.

Specifically, the total monies raised through Belu trading and additional fundraising in 2019 is enough to bring clean water to 61,898 people worldwide to change their lives for good, and an incredible 333,779 lives have been transformed since 2011.

Once again, an amazing year of resilience and progress, which only fuels our collective ambition and commitment to deliver positive impact in line with the United Nations (UN) Sustainable Development Goal 6: clean water and sanitation for all. There is still so much to do, and never more urgency to deliver.

And so, with very mixed emotions, this impact report also marks the end of my tenure as CEO. I leave this incredible business in the very capable hands of my successor, Natalie Campbell. I know Natalie will bring new ideas and continuing progress to Belu whilst championing social enterprise as the future of business.

I hope you enjoy this year's impact report, told through the #BeluWaterStories of 2019. As I move on to my next chapter, I'm clear that Belu has changed my life and the way that I will think and act forever. This little business truly demonstrates that you don't have to be big to make a big difference in our world.

—Karen Lynch, Outgoing CEO

WHAT IS THE CIRCULAR ECONOMY?

The Ellen MacArthur Foundation is the best place to get up to speed but, put simply, the circular economy is about two guiding principles:

1. Rethinking the concept of 'waste' by using products and materials that can be reused continuously, which are safe for human health and the environment.
2. Wherever possible: reuse, repair, refurbish, re-manufacture and recycle to create a 'closed-loop' system, preventing the creation of waste, pollution and carbon emissions.

2019 RESULTS

£925,123

NET PROFIT FROM TRADING

£315,418

INVESTED INTO FILTRATION EQUIPMENT

97KG

CO₂ PER LIFE TRANSFORMED

61,898

LIVES TRANSFORMED

OVERALL THAT MEANS



£5,006,691

NET PROFIT GIVEN TO OUR PARTNER WATERAID



333,779

LIVES TRANSFORMED WITH CLEAN WATER TO DATE



51%

REDUCTION IN CO₂e/L EMISSION SINCE 2010



I. A SMALL BUSINESS THAT PUNCHES ABOVE ITS WEIGHT

WHY WE DO WHAT WE DO

Belu started with a simple idea, that there was a better way to do business. That through business, we could do more than make money, we could help solve some of the world’s problems too. In water, our mission is to show that a business can deliver an environmentally improved and sustainable proposition in the market and be profitable whilst transforming lives worldwide with clean water. We tell our story to inspire others to do the same.

We invest 100% of our profits into making clean water and decent toilets normal for everyone everywhere because 1 in 10 people on our planet still don’t have clean water, and 1 in 4 still don’t have a decent toilet of their own.

We’re inspired to continue our journey knowing that every £15 in profits we generate transforms one life long-term and each £1 invested brings a return of £4 of increased productivity.*

This is a business firmly aligned with the UN Sustainable Development Goals.

*World Health Organisation, 2012

OUR APPROACH

Belu is a values-led business, so it’s how we approach business as well as what we do that differentiates us. Our values define our approach, drive our decision making and our customer proposition.

The value always considered first is that of environmental impact. Helping our customers and partners to minimise their environmental impact and minimising our own is a constant driver behind our plans and everyday activities. Being clear where your carbon emissions are generated by your business and your products, hence our love of measurement and reporting of that data.

Our ability to be a small business and deliver a big impact is enabled through our love of partnerships and collaborations. From WaterAid delivering our social impact to working with our supply chain and customers, our collaborative approach brings a wealth of ideas and a pace of progress far greater than that of the traditional commercial relationship. We travel this journey and make this incredible impact, together.

With immense pride, we stand with our fellow social enterprises as a movement that believes this approach to business is essential to help us achieve a fairer world with a more inclusive society and greater respect for our planet. Wherever we can, we play our role to support this movement including;

- Carrying the buy social logo on all our products.
- Mentoring and supporting fellow social enterprises.
- Our CEO serving on the Social Enterprise UK board.

WHO WE ARE?

Belu trades as a limited company and is an asset-locked social enterprise with all our shares held by the Belu Foundation*, which entitles it to receive all of our profits. The trustees of the Belu Foundation, under contract, have assigned all Belu profits to WaterAid until 2030 – helping to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation.

Much to the surprise of many who hear of our impact, we’re a lean team, the equivalent of just eight full-time purpose-driven individuals. We work flexibly, often part-time and remotely to minimise carbon and financial cost, thereby maximising our positive impact.

We proudly support the funding of roles in other organisations where it makes sense for us to partner this way. Through this model, Belu is supporting 33 roles throughout the UK.

- Belu is a London Living Wage employer.
- 100% of us make use of flexible and remote working.
- 61% work part-time.
- 60% of our team is female.
- 50% of our Board is female.
- Pay ratio, highest to lowest paid employee, is 2.9:1

*Reg charity no England and Wales 288701, Scotland SC039479

Full-Time Equivalent Roles*	2018	2019	Diff
Belu head office	6.9	8.0	+1.1
Partner marketing and sales	3.4	0.4	-3.0
Partner supply chain & finance	20.3	22.7	+2.4
WaterAid employees and other	2.0	2.0	0
Total	32.6	33.1	+0.5

*Full-time equivalent (FTE) jobs based on January–December 2019. FTE jobs are those directly supported by Belu.



OUR VALUES, OUR DNA

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 know that £15 can transform a life long term and view all investment decisions through this lens.

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.

2. GLASS AND WHY IT NEARLY SHATTERED US



2019 had barely begun when things started to feel shaky. As all businesses pondered Brexit and what the impact of that might be, we started to realise that we weren't safe from disruption even though we had a UK-sourced model. This model means we have always ensured our glass is made in the UK, thus avoiding shipping heavy empty containers around the world.

Keeping glass bottle weights and shipping distances low is critical to keeping the lowest carbon footprint possible in our business. And so back in 2013, we launched our ethical glass bottle. We were incredibly proud of this collaboration which was reported in Glass International:

"Through new techniques and innovation, [the manufacturers] were able to reduce the weight of the previous lightweight 750ml and 330ml bottles both by 20g. This entered new ground in terms of manufacturing and light weighting... To translate this weight saving into potential environmental gains, Belu has been able to save 850,000kg of glass annually; equivalent to 2.1 million wine bottles and reduce its carbon emissions by 11%."

With this product line and supply chain so established, we never expected that with little notice we would need to find new glass supply. And worse, at a time when there was far less capacity than demand in the UK due to a number of factors, in part a consequence of the anti-plastics movement.

Speaking to one of the largest UK based manufacturers, Encirc, we knew we had a period of almost two years to survive before new developments in UK manufacturing would have the capacity for us. We began to develop a plan that would see Belu manage this period without glass. It looked impossible but it was even more painful to contemplate compromising our 'environment-first' value and like many others, ship glass in from overseas.

You can imagine how relieved we were when we discovered, on hearing the Belu story of how we transform lives with our profits, Encirc agreed they would significantly disrupt their own business in order to help us. This new relationship from day one has been a true partnership. In under six months we have already developed further ground-breaking design work which, in Spring 2020, will see us bring even lighter UK-made ethical glass to market.

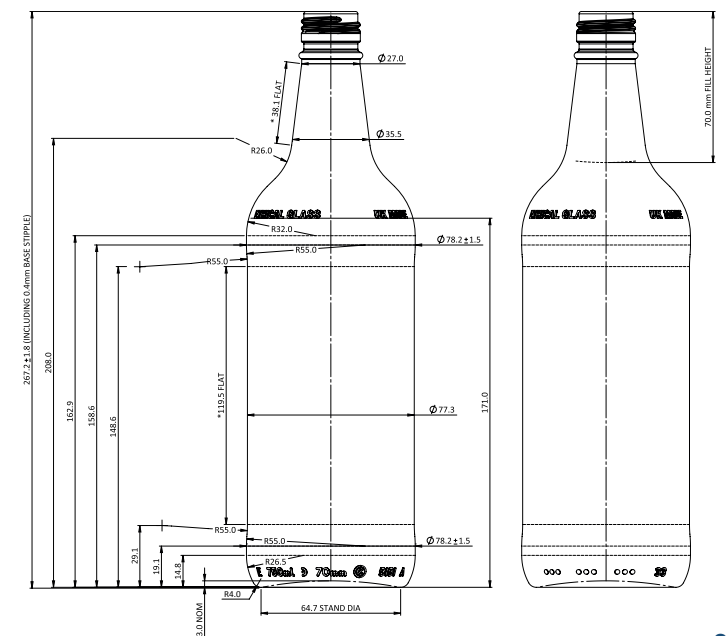
And so, in 2020 we will see a significant improvement in our CO₂ emissions on our glass lines, but this progress has come at a cost. In order to secure a long term sustainable future, due to the changeover costs involved in having to restructure our supply chain and to enable us to continue using glass for our products, our short-term cost line (and therefore net profit) has been impacted in comparison to the original plan.

For all of us, it has been difficult to see net profits decline versus 2018. We reconcile ourselves with the huge amount of learning that's taken place on both partnerships and the power of our values to ensure we make the call to do the right thing, not the easy thing.



365G

OUR NEW 750ML BOTTLE IS THE LIGHTEST AVAILABLE, AND MADE IN THE UK



encirc
GLASS



3. WHY RECYCLED PLASTIC ISN'T THE BAD GUY YOU MIGHT THINK IT IS

2019 was the second year of the ‘anti-plastics’ movement. A year in which we celebrated the fact that consumers were finally beginning to think beyond convenience; questioning single-use and understanding the negative impact this can have on the future of our planet. 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.

Achieving this was a goal we had been pursuing since 2014, and ironically it was a lack of used plastic bottles making it through the recycling stream that limited our progress. Having been the first brand to move to a minimum 50% recycled PET (rPET), on 3 December 2019 we could, at last, announce that we were the first UK company to only use 100% rPET on all of our products produced – that means every bottle in every format.

Avoiding a knee-jerk response to the pressure to remove plastics without fully understanding the consequences remains a real challenge for all in the food and beverage business. As a sector, we do need to show that we understand the issue beyond the headlines and communicate a clear rationale to our customers. Pure and Pizza Hut are two great examples of this.

CASE STUDY: PURE

Motivated to do the right thing, Pure is committed to encouraging their customers to reduce their single-use whilst moving the plastic they do use to recycled PET. They stock our grab and go 100% rPET bottles, sold alongside Pure & Belu co-branded refillable bottles to encourage customers to purchase a reusable option for a few quid extra.

Customers can fill up for free from the Belu self-service still and sparkling filtration systems and Pure predict that at their present run-rate this initiative will save an astonishing 500,000 water bottles being purchased each year.



We’re proud to sell the most environmentally-friendly water bottle option available in the UK alongside our Pure x Belu reusable bottles to encourage people to refill anytime for free at our filtered water stations, even without making a purchase.
—Spencer Craig, Co-Founder of Pure



CASE STUDY: PIZZA HUT

Pizza Hut have been partners to Belu since 2017. Last year we met with them to discuss their water service options and talk through the pros and cons of different packaging. They decided to choose a bottle made from recycled plastic as it is the most environmentally friendly single-use option that worked for their restaurant and guests.

In 2019, by serving Belu, Pizza Hut Restaurants have helped to bring clean water to the equivalent of 512 people worldwide.



Working with Belu has given us a quality product that has a great story behind it – and helps us fulfil our mission to responsibly manage our resources to help our people, our guests and our planet.
—Steve Packer, Director of Supply Chain and IT at Pizza Hut Restaurants



WHY CHOOSE 100% RPET OVER OTHER OPTIONS?



THE 100% RPET BOTTLE GENERATES ABOUT HALF THE CARBON EMISSIONS TO MANUFACTURE AS A TYPICAL ALUMINIUM CAN AND IS EASILY RECYCLED UNLIKE CARTONS.

1

Making bottles from 100% rPET reduces carbon emissions and other pollutants as nothing new needs to be made. It uses a resource that is already here.

2

Using 100% rPET creates demand and value for recycled plastic bottles which will ultimately fuel investment for better local recycling infrastructure.

3

Manufacturing a 100% rPET bottle generates around 50 to 60% fewer emissions than comparable virgin PET and aluminium containers. Aluminium cans have 70-73% recycled content but still require bauxite strip mining with additional environmental or social impacts.

4

Cartons are closer in emissions if recycled, but complex processes are often needed to recycle them, and collection avenues are limited across the country meaning only 37% of UK cartons are recycled.* Other environmental impacts become more significant. A standard 500ml carton still contains 35% plastic and 5% aluminium foil.

* Valpak Databyte No 3 www.valpak.co.uk/docs/default-source/information-zone/databite-no-3---drinks-container-recycling-rates.pdf



4. INVESTING IN OUR BUSINESS FOR A SUSTAINABLE FUTURE

Belu is a business that lives and breathes the concept of long-term sustainability. Continuous improvement is a given, as we follow our environment-first approach and continually seek to help our customers choose the most sustainable water options for their businesses.

At the same time, of course, we need to invest in our own sustainability, and we do this organically each year. 2019 has been our biggest year to date for investment. Some of those investments payback instantly in either carbon reductions or financial impact, some take longer to return. This year we spotlight our largest area of investment.

In 2019, by far the largest investment made in Belu was in equipment to grow our business in filtration in order to reduce the carbon footprint from single-use products in the sector. This allowed us to complete our largest filtration installation to date: more than 60 systems in one site.

We're building a way to reduce carbon emissions and transform lives at the same time: The Belu Filter Initiative. The way it works is simple. Belu supplies the filtration system without charge to restaurants and hotels, with guests making a voluntary contribution of £1 in return for still or sparkling filtered water for the table. These contributions are passed to Belu and, along with all our profits, are then given to WaterAid.

If the initiative doesn't suit a business's needs, we also offer filtration systems on lease agreements.

CASE STUDY: HICCE

When Pip Lacey, Great British Menu winner and former Head Chef of Murano, and her business partner Gordy McIntyre opened hicce they wanted to do something a bit different with their water service to match the innovative nature of their restaurant.

In the first 18 months since joining the initiative, the team at hicce have been star performers, raising over £28,000 in contributions from their customers.

“hicce and our staff are proud to be able to make a difference daily to people's lives. Customers find it an amazing gesture to be able to enjoy filtered water for such a small contribution, and for playing their part in bringing clean water to marginalised communities across the world.”
—Pip Lacey & Gordy McIntyre, Co-founders of hicce



CASE STUDY: LEVAN

This neighbourhood restaurant in vibrant Peckham, South London, joined the Belu Filter Initiative because of the sustainable ethos and ambition to make something amazing happen with their water service. In the first 15 months, Levan and their guests raised over £10,000 in contributions.

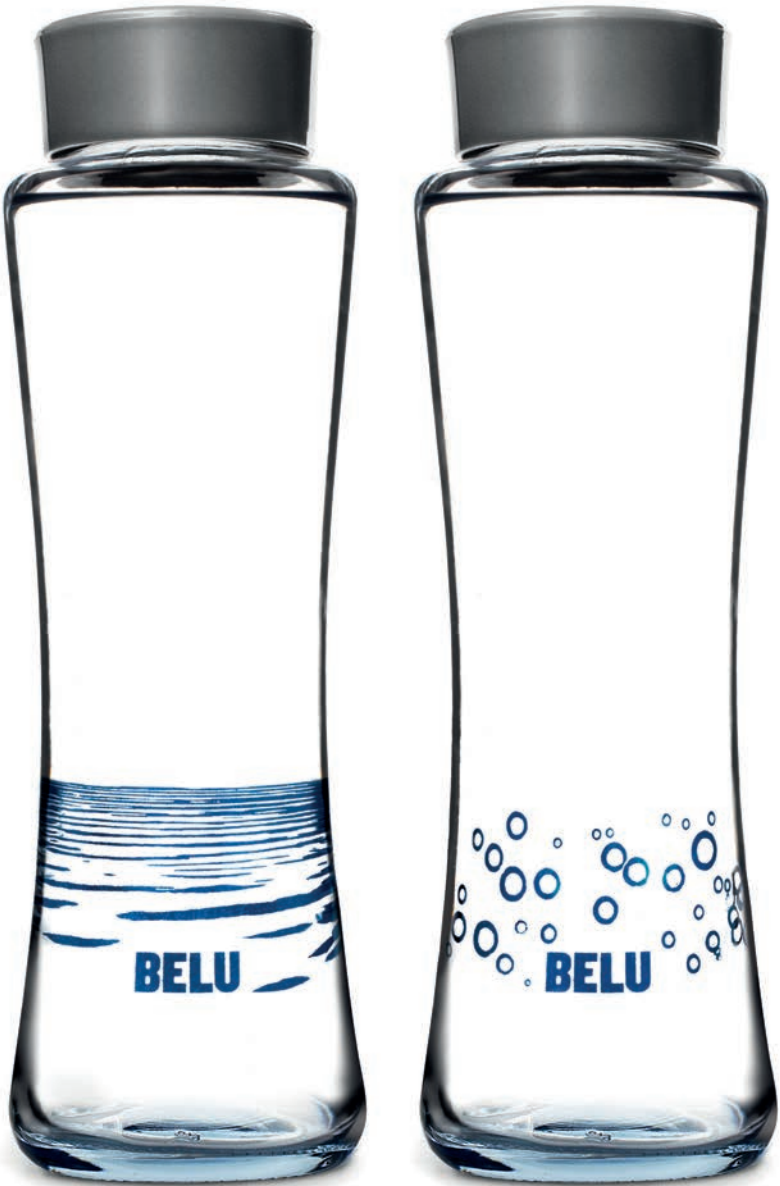
With an open kitchen and cosy dining room, chilled filtered water on tap has also helped Levan to free-up valuable fridge space for their natural wine selection, and we're delighted that their new restaurant opening, Larry's, will also be joining us in transforming more lives with clean water in 2020.

“We're thrilled to be part of this initiative – one that has helped us to reduce our impact on the environment and contribute to bringing clean water, decent toilets and good hygiene for those without it. We look forward to helping for many years to come.”
—Matthew Bushnell, Director of Levan



WE'RE GROWING A BUSINESS SUPPLYING HOT AND COLD FILTERED WATER IN THE OFFICE ENVIRONMENT.

We provide our rental filtration systems to businesses who want to reduce their single-use and serve water with style in meeting rooms, offices and refreshment areas. Included in the cost is the system, installation and servicing for the duration of the contract. It's then up to the customer to choose if they would like to contribute more to help transform more lives with WaterAid.



CASE STUDY: GOLDMAN SACHS

In 2017 Belu participated in Goldman Sachs 10,000 Small Businesses UK (IOKSB). The program is an investment to help entrepreneurs create jobs and economic opportunity by providing greater access to education and business support, empowering business leaders to realise their growth opportunities. Participating in this program resulted in Belu developing a business growth plan that would require us to expand into new markets and invest to achieve this.

“ The IOKSB UK experience challenged and supported me to evaluate all the options on potential forward strategies for Belu. Without this experience we would not have had the confidence to so wholeheartedly believe in expanding our business proposition, to offer water filtration services in our existing market and, to seek to expand into the corporate office sector. We can’t thank Goldman Sachs enough for their support and custom.
—Karen Lynch, CEO of Belu Water)



The new Goldman Sachs European headquarters in London at Plumtree Court. A state-of-the-art office building with super-modern amenities and sustainability features throughout. Every water point supplied helps Belu change lives for good, as 100% of Belu profits go to WaterAid.

WE WERE DELIGHTED TO RECEIVE TWO HUGE AWARDS IN THE YEAR FOR OUR WORK HERE.

In July 2019, Belu was presented with The Queens Award for Enterprise in Innovation. We celebrated this incredible acknowledgement of the success of the Belu Filter Initiative with our partners at WaterAid UK. And we were thrilled in November 2019 to be called to the stage to receive an award from The Sustainable Restaurant Association – The Food Made Good Product of the Year, again for our filtration business.

“ The introduction of its free water filtration system in 80 sites is having a big impact on the food service sector. Each participating restaurant is saving at least 12,000 single-use bottles a year, staff and customers’ awareness of the value of water has increased.
—The Sustainable Restaurant Association



Receiving our Sustainable Restaurant Association Product of the Year award from Raymond Blanc.



5. OUR BIG STEPS IN REDUCING CARBON EMISSIONS

Belu has always been an environment-first brand. This has been the primary driver behind the business’s focus and resulting growth.

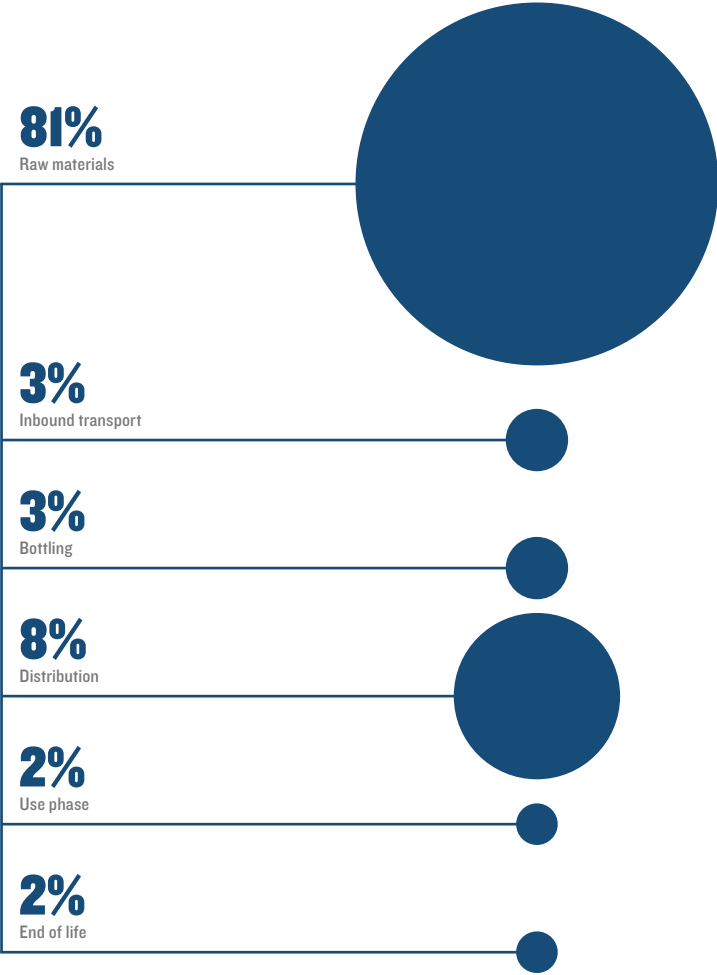
Since David Attenborough’s Blue Planet II series first hit our screens over the Christmas holidays of 2017, we’ve spent a huge amount of time with customers and partners who want to learn more about Belu’s approach to sustainability. “At last, folks are interested,” we said. We’ve also worked with our friends and colleagues at The Sustainable Restaurant Association to share as much of our knowledge as we can with their members. This is very much business as usual for us – we passionately believe that all businesses must be more accountable and have spent the last nine years developing an in depth understanding of carbon footprinting and reporting.

At Belu we always think environment first. People often ask what it means to live this value in a practical sense. To summarise, it means we must do three things.

- 1. Take full accountability for all the emissions created by our products and our business, from the generation of raw materials to end of life.
- 2. Focus on reducing those emissions by continuously challenging the process and the introduction of new ideas and products published in our reduction delivery plans.
- 3. Complete our work in measuring, reporting and offsetting our emissions to the Independent Standard of Carbon Neutrality, PAS 2060.

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.

OUR CARBON IMPACT IS GENERATED BY:



OVER THE YEARS THIS KNOWLEDGE HAS ENSURED WE HAVE:

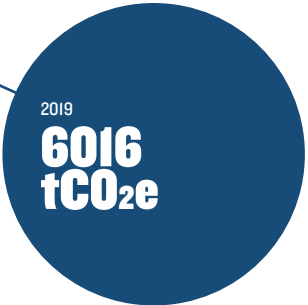
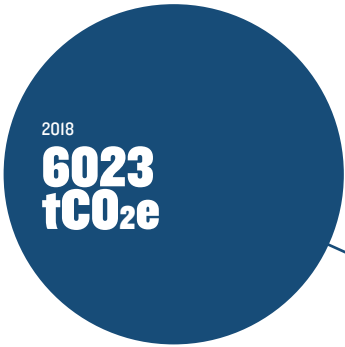
- Held firmly to our no export policy, despite the constant stream of enquiries. It would be wrong to ship such a heavy product overseas, and of course, we believe the same regarding importing water or empty bottles to the UK – it is completely unnecessary!
- Championed closed-loop manufacturing, by 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.
- Launched our Belu filtration business and the Belu Filter Initiative supplying systems without charge to restaurants and hotels who empower their customers to support WaterAid with a voluntary £1.
- Introduced the Belu Refillable into our range.



5400
EQUIVALENT TRIPS AROUND THE M25 SAVED IN CO₂e



97KG
CO₂e PER LIFE TRANSFORMED



Our total carbon footprint associated with all our products and business is measured in terms of CO₂e emissions.

2019 HAS BEEN A BIG YEAR FOR BELU CARBON REDUCTION PROJECTS.

In addition to the investment in filtration detailed in the previous pages, we have made huge progress in three areas that will return substantially from a carbon perspective.

Our new UK-made ethical glass, launching in Spring 2020 uses smart design to create the lightest UK-made glass bottle for still and sparkling water. This new bottle is the result of our collaboration with Encirc and removes 15g of weight from our previous 750ml bottle, reducing the weight to 365g when empty. Across a year’s worth of glass business, the reduction in carbon emissions we achieve by using fewer raw materials will save an estimated 175 tonnes of carbon emissions, equivalent to 5,400 trips around the M25.

After far too long challenging our supply chain, in 2019 we were eventually able to make all our plastic products from 100% recycled PET bottles. While the impact from an emissions perspective in 2019 was small due to timing of introduction, in future years this product improvement reduces the footprint of our previous 50% rPET product by 20%.

These improvements, along with the investment we have made in growing our filtration business, will bring future returns in carbon reduction.

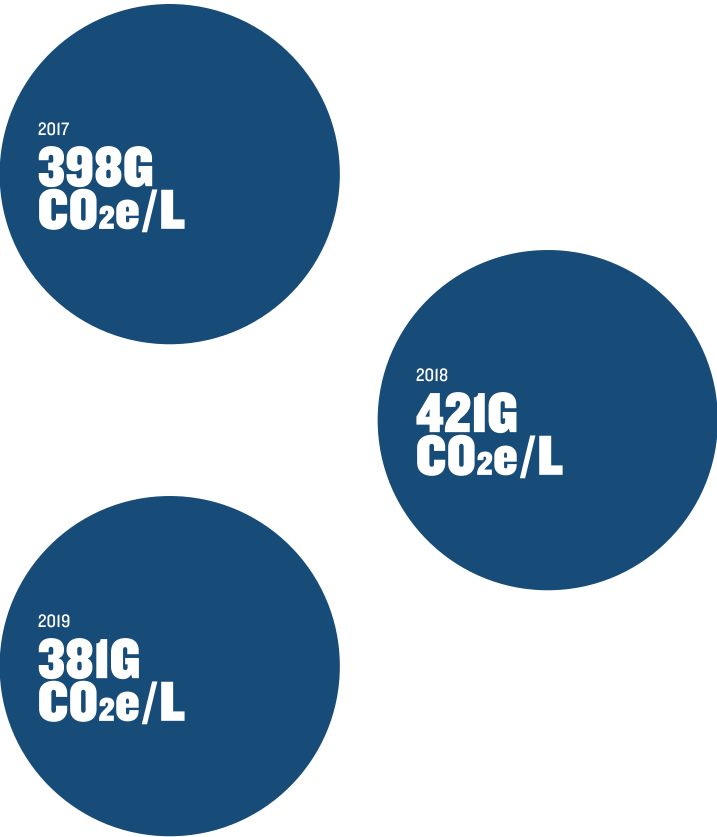
IN 2019

- Our overall CO₂e per life transformed in 2019 is 97KG. This is an increase on the previous year. Primarily due to the impact of our additional glass costs reducing our net profit position.
- The overall emissions incurred by the business totals 6016 tonnes of CO₂e emissions, fractionally lower than 2018.
- Water was delivered with emissions of 381 g/L, a 9% improvement over 2018.

The actual emissions per product type are:

Product Format	CO ₂ e/L in 2019
Clear glass	589
Green glass	621
Recycled PET	137
I9L Cooler	63
Filter machines	29
Overall	381

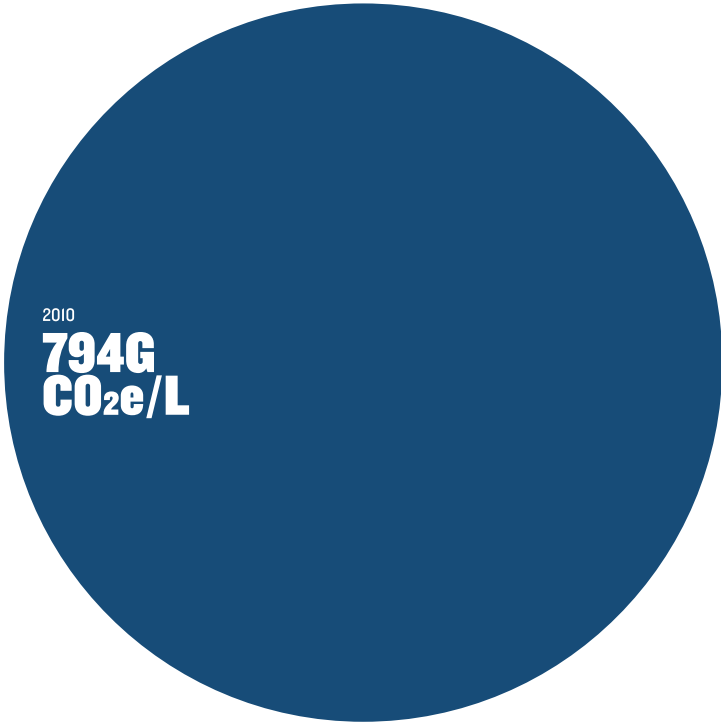
AS OUR BUSINESS HAS
BECOME MORE DIVERSE,
OUR TOTAL FOOTPRINT
INCLUDES A DETAILED
ANALYSIS OF FILTRATION
FOR THE FIRST TIME.



Overall emissions dropped 9% from 421 to 381g/L of water delivered, with reductions driven by the introduction of filter systems and 100% rPET, and in the case of glass, more precise accounting of recycled material emissions.

In 2018 the carbon intensity of our business increased after six consecutive years of reductions, due to an increase in the proportion of higher emitting glass sold versus rPET. A similar market trend occurred in 2019 with glass sales increasing by 10%, an unintended and unwelcome consequence of the recent attention on plastics.

As a result, the business would have delivered a second consecutive year of emission increases were it not for the growth in the other parts of our business. Lower impact water delivery systems such as coolers and filters, combined with more precise accounting of glass recycling have driven intensity figures down, meaning that Belu has delivered more water with less impact in the year.



With thanks to Avieco, for verification of our 2019 carbon footprint statement to ISO 14064:3 standard and of our PAS2060 declaration.

OUR CARBON PARTNERS

When all is said and done, we’ve made all the carbon reductions we can, but we still have emissions that we must be accountable for. In 2019, we offset these emissions by investing in two projects with our carbon partners South Pole:

CHORCHAIWAT BIOGAS, THAILAND

Chorchaiwat Biogas, Thailand, is verified under the Verified Carbon Standard (VCS), the world’s most widely used voluntary greenhouse gas reduction programme. It mitigates the greenhouse gas emissions from a Thai tapioca starch factory by capturing biogas from wastewater and using it to replace heavy fuel on boilers. It reduces the emissions of the potent greenhouse gas, methane, and decreases fuel consumption of the plant by 80%. Every day, 3,000m³ of wastewater is treated, providing a clean water resource.

SONG CHUNG HYDROPOWER PROJECT, VIETNAM

The Song Chung Hydropower project, Vietnam, harnesses the flowing energy of the Con River to generate over 60,000MWh of clean, renewable hydroelectricity each year, helping to bridge the supply-demand gap in Vietnam’s north and boost the country’s renewables sector. The project is verified under the Gold Standard, an independent and internationally recognised benchmark for carbon offset.

As well as the substantial emission reductions, both of these projects support health and well-being, affordable and clean energy, clean water and sanitation and economic growth, outlined in the UN Sustainable Development Goals – 3, 6, 7, 8 and 13.

WHEN TO USE A REFILLABLE

Buying the odd bottle of water doesn’t make you a bad person. But you should always try to buy better and remember to use a refillable when you can. The Belu refillable is made in the UK and has a much lower footprint than a metal counterpart (all of which are manufactured overseas).

The Belu refillable is made in the UK and has a carbon footprint equivalent to just four single use bottles. Every time you use it after that, it’s effectively ‘free from additional carbon emissions in your personal footprint.’ How good is that?



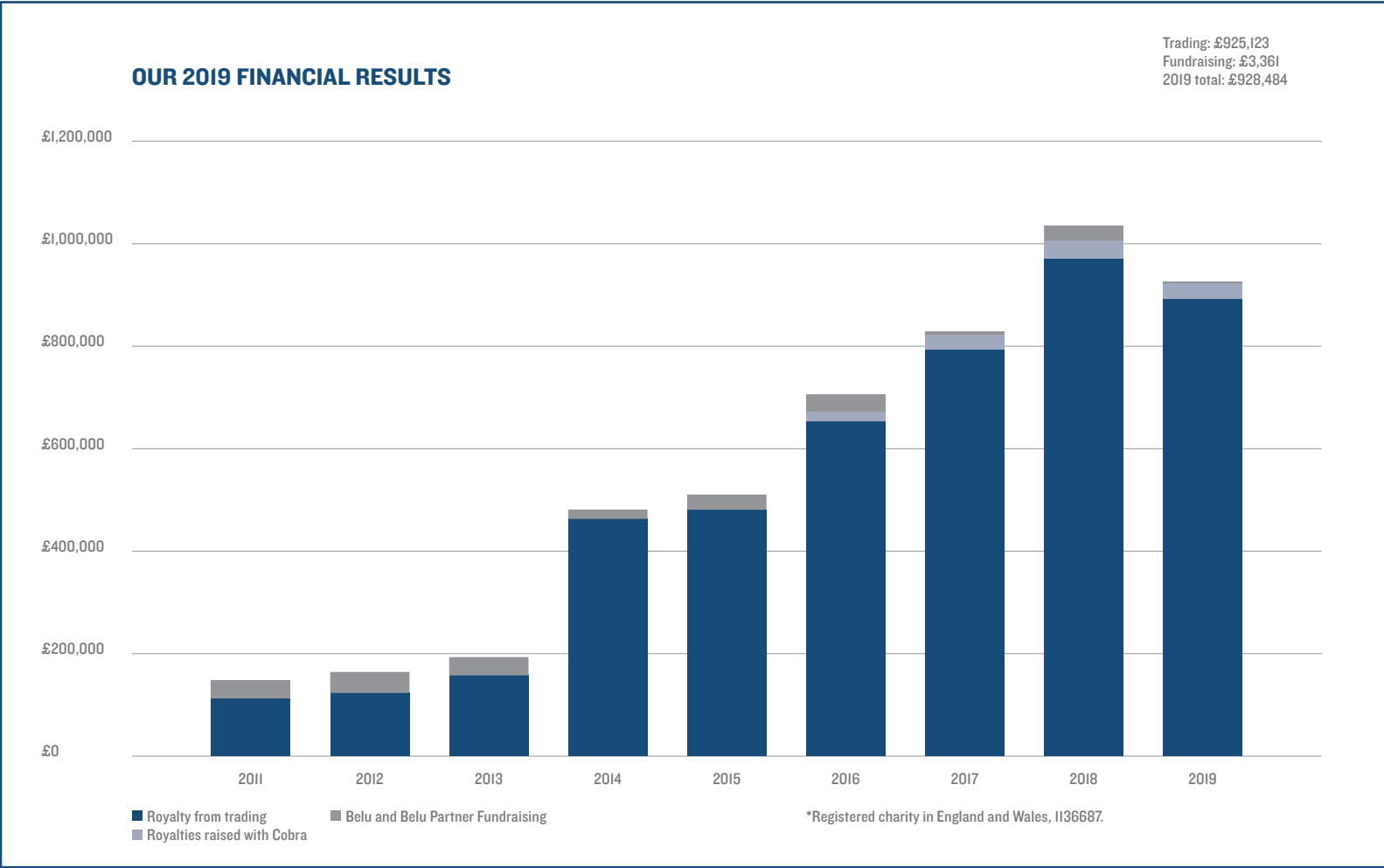
6. THE STORY BEHIND OUR P&L: SMALL BUSINESS BIG NUMBERS

As a social enterprise, Belu is very much a business, not a charity. 100% of our income is from trading revenue, monies we generate from suppling Belu British mineral water, filtration systems and refillable bottles to the UK's hospitality sector.

People are often amazed to find out how small the Belu team is (eight full-time equivalent), given the profits we can deliver, and the resulting impact of lives transformed through WaterAid. Knowing that just £15 can transform a life long-term with clean water keeps this business doing exactly that, and we make all our investment decisions through that lens. It also makes us creative, and lovers of collaborations and partnerships.

Having a lean business model and maximising the use of the resources we have is key to being able to turn as much of the revenue we generate into profit as possible.

Our 2019 numbers are an incredible team effort, and we thank every one of our customers, supply chain and supporters for partnering with us to achieve this.



In the year January to December 2019 Belu generated:

£5,664,724

REVENUE

£925,123

NET PROFIT*

£3,361

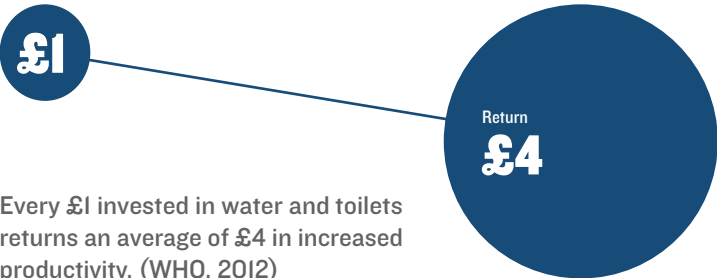
ADDITIONAL FUNDRAISING

£928,484

MONIES PASSED TO WATERAID

As of 22 March 2020, a further £50,000 was passed over to WaterAid in addition to our 2019 net profit. It brings our total given to WaterAid to date to £5,006,691.

*Note – our net profit position in 2019 was directly affected by £105k of additional glass costs. Choosing to incur the cost to ensure supply of UK MADE glass rather than import, is a business decision we stand by as the right environmental choice.



“ Belu is a pioneering social enterprise, demonstrating the global impact that a business can achieve whilst prioritising social change. Since our unique partnership began in 2011, Belu have donated over £5 million to WaterAid’s work, helping transform lives with clean water and decent toilets bringing us closer to achieving the UN Sustainable Development Goal 6. —Tim Wainwright, Chief Executive of WaterAid UK



New labels for our 19L cooler bottles bring the WaterAid story to your office.

7. HOW WATER TRANSFORMS LIVES

We have partnered with WaterAid since 2011. As an international charity, WaterAid’s mission is to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. Our partnership helps to provide these three essential human rights to change lives for good.

In total, as a direct result of us working together with our customers, supply chain and partners we have helped to transform the equivalent of 333,779 lives.

1 IN 10

PEOPLE STILL DON’T HAVE ACCESS TO CLEAN WATER CLOSE TO HOME

1 IN 4

PEOPLE DON’T HAVE ACCESS TO A DECENT TOILET OF THEIR OWN

Over the last few years, we have shared stories from Madagascar, one of the 28 countries where WaterAid works. We hope you enjoyed these stories and the beautiful photography of this incredible country by Ernest, one of WaterAid’s Voices from the Field Officers. He has become such a good friend and we will always be grateful for his help in bringing the stories to life, and showing the incredible impact we have made together, when partners choose to work with Belu.

Many of the stories have followed Sabine and others from the village of Beanamamy village in rural Madagascar.

In 2017, the Belu team travelled to Madagascar with WaterAid to see the impact of Belu’s profits first-hand. Almost half of Madagascans have no clean water, and 90% of the population don’t have decent toilets. Visiting communities who didn’t have clean water, and others who have benefited from WaterAid’s work was a mind-blowing contrast.

Just before our visit, WaterAid confirmed a plan to install two pumps in Sabine’s village, Beanamamy, with a gravity-fed water system. Sabine was nominated as the voluntary President of the Committee responsible for overseeing water, sanitation and hygiene in the village.

If you’ve followed our stories over these last couple of years you will have seen that water arrived in Sabine’s village in 2018 and the community now has clean water to drink, radically changing their lives for the better.

WaterAid’s work in Madagascar carries on, but as we close off our focus on this country, the people we met like Sabine will continue to inspire us to grow our business and make an even greater impact.

Through 2020 we will take you on a different journey. Our #BeluWaterStories will explore the urgent need for clean water in Malawi working with Dennis, the Voices from the Field Officer for this region.

333,779

LIVES TRANSFORMED THROUGH CLEAN WATER AND DECENT TOILETS

£15

TRANSFORMS ONE LIFE, LONG TERM, THROUGH ACCESS TO CLEAN WATER.

Malawi is often called ‘the warm heart of Africa’ because of its vibrancy and welcoming people, although it’s one of the smallest and least-developed countries on the continent.

Since the early 2000s, Malawi’s government has made clean water, decent toilets and good hygiene for every person a priority. Now two in three people have clean water to drink and fewer people are having to go to the toilet in the open.

Local councils need more support to develop resilient services that can deal with the country’s drastic water shortages and the mass movement of people due to climate change.

Decent toilets are vital to enable people to keep healthy and unlock their potential, but 13.8 million people – more than half the population – still don’t have a decent toilet.

Together, we can help make sure that everyone, everywhere in Malawi has clean water, decent toilets and good hygiene. We know that with all three, they can unlock their potential, break free from poverty, and change their lives for good.



Sabine, 57, shows the difference in water quality between the river and the newly installed tap. Photo credit: WaterAid / Ernest Randriamalala



Children play in clean water at the borehole in the village of England, Salima District, Malawi. Photo credit: WaterAid / Alexia Webster



Alpha, 8, drinks clean water from the pump in Tombohun, Sierra Leone.
Photo credit: WaterAid / Joey Lawrence

8. THIS IS YOUR STORY... IT WOULDN'T BE POSSIBLE WITHOUT YOU

We're often asked to share how we manage to make so much happen with such a small team, and the answer is, of course, that it's a much wider team effort.

Without WaterAid, we would not be able to make a difference in the field, and without our amazing customers choosing to stock Belu, we wouldn't have a business. However, there are so many other unsung heroes, without whom this impact would not be possible. This year, we think it's time we gave them all a name check and a huge thanks to:

- All our partners serving Belu, from the large to the small, new and long-term friends, the restaurants, hotels, spas and football clubs. We salute you for buying better in the toughest of times.
- Our wholesalers, without you, Belu products would not get efficiently to our customers. Thank you for choosing to stock the UK's most ethical water.
- Our entire supply chain, helping us live our model of low emissions and circular economy in the most efficient way. To Avieco, Azure, Brita Vivreau, Buzzacott, Croxsons, Dartington Crystal, Direct Deliveries, Encirc, Greenworks, HydraChill, Maidens, Montgomery Waters, PF Concept, Plastipak, Rawlings and Teranoa.
- Our fabulous investors, board representatives and the Belu Foundation – Chris Hohn, Matt King, Peter Tyson, Gordon Roddick, Henry Tinsley, Chris Hunter and Natasha Bhatia.
- Like-minded organisations – Cobra Foundation, Social Enterprise UK and the Sustainable Restaurant Association.
- Our design and marketing partners Paul Belford, Gemma Hitchon PR and Climb Online.
- Our legal partners Weil and Eversheds Sutherland.
- Our social enterprise champions, including all those that we've mentored, our collaborators and the team at Expert Impact.
- Finally, the whole team at WaterAid UK for all the amazing work that you do to change lives with clean water around the world.



**AS OUR WORLD WAKES
UP TO OUR NEED TO
CHANGE THE WAY WE
DO BUSINESS TO TAKE
ACCOUNTABILITY
FOR OUR PLANET,
COLLABORATION IS
THE NEW COMPETITION**

—Karen Lynch, Outgoing CEO



In December 2019 we were thrilled Belu received the Social Enterprise UK Award for International Impact.



Belu helps people break
free from poverty and change
their lives for good.
—Social Enterprise UK



HERE'S TO THE NEXT DECADE!

As we come to the end of this report we are already charging through 2020, kicking off this brand-new decade. As always, we prepare ourselves for a year of challenges and surprises. But until they hit us, we stand firmly focussed on continuing to grow this business and its impact.

As I end my ten-year tenure at Belu, I leave this business in the hands of a world-class team to build on all that has been achieved so far. They have all been exceptional this year.

In addition to stating the obvious, that I'm incredibly proud of this years impact numbers and all those published annually in our reports, I'd like to sign off by reminding the team that the impact of our example also inspire and support the effort of others. Thank you to Social Enterprise UK's CEO Peter Holbrook who summed it up beautifully when he said, "Belu's glorious success benefits the whole of our movement, and its impact is felt far and wide."

To our new CEO Natalie, the Belu team and to all of you who have been part of our story, good luck for 2020 and beyond, I'll always be cheering you on, wherever I may be.

—Karen Lynch, Outgoing CEO