



BELU

IMPACT 2022-23

BELU

PURPOSE

PEOPLE

PRODUCT

PROFIT

PURPOSE

We're changing the way the world sees water through our environmental and social impact, from governance to delivery.

6 CLEAN WATER AND SANITATION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

UN SDGs 6,12 & 13 still underpin our purpose

21% REDUCTION IN CARBON EMISSIONS SINCE 2018

£76,158 INVESTED IN CLIMATE INITIATIVES SINCE 2016

CARBON MANAGEMENT

We've exceeded our -5% annual reduction goal. Another step towards net zero.

Money to WaterAid
£297,891

- BELU**
- We've teamed up
 - with **PROVENANCE** to
 - independently verify
 - our sustainability
 - claims with
 - proof points

£16,100 INVESTED WITH THE CANAL & RIVER TRUST AND THE RIVERS TRUST FOR WATER STEWARDSHIP AND RESTORATION AROUND OUR MINERAL WATER SOURCE.

8 new additions to our team so we can keep delivering best-in class service as we grow.



PEOPLE

At the heart of everything we do... our team, partners, customers, network and communities worldwide.

Lives transformed
19,859

>100 NEW CUSTOMERS JOINED THE BELU COLLECTIVE

Officially a 'Great Place to Work' and high scoring for equality, diversity & inclusion.

Great Place To Work Certified
NOV 2022-NOV 2023 UK

A packed schedule of **podcasts, panels and Project 101** to inspire other businesses.

BELU

IMPACT 2022-23

A summary of the highlights from another impactful year of changing the way the world sees water.

PRODUCT

Best-in-class. Leading the way for sustainability and still continuing to improve.



We're exploring a CleanCell[®] trial with Again, to look at **reusing our single-use bottles** as part of a circular economy model.

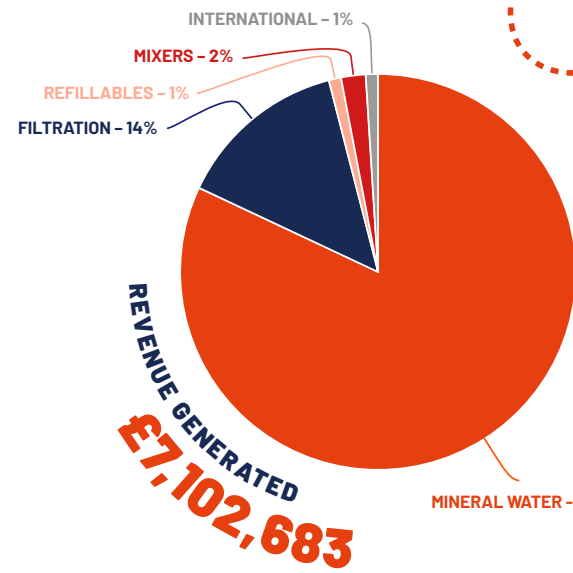
15 DIFFERENT STYLES OF FILTER MACHINE.



PROFIT

As a business and social enterprise it's in our nature to invest not spend and always act entrepreneurially.

£1M REVENUE FROM FILTER IN ACTION



	90 NEW FILTER CUSTOMERS	153 MACHINES INSTALLED	106 SITES UK & HK
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PS... ...you might be wondering why 'Planet' isn't one of our four pillars. It's because considering the environment is embedded in everything we do. It's part of our DNA.

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.

**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 GIVE AWAY 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.

BELU

BELU

2022 | ANOTHER PECULIAR YEAR

Three prime ministers. The loss of our longest serving monarch. Almost winning the Eurovision. Changes came thick and fast. The cost of living soared, bringing challenges which affected us all and it was a particularly tricky time for hospitality.

JOINING BELU IN 2022

I joined Belu in September 2022. Within weeks the industry faced a hike in glass prices and energy bills doubled. **It was eventful.** The reason I joined Belu was its fearless transparency and attitude towards taking risks. It struck me as a grown up business that had kept all the good bits of a startup.

Annual reports can be a bit dry, so we've tried to look back on the last year and pull out the most **interesting** snippets. I'm proud to have played a small part in this already. What I've learned so far is that Team Belu are realists, but don't take themselves too seriously. They encourage asking the difficult questions without judgement, which is what you need in a workplace. So, this report is less a labour of love and more a snapshot into the reality of what a team of hardworking individuals

can achieve when everyone pulls together to make things happen. And, the fact that the opening letter isn't from one of our Co-CEOs, shows that **everyone has a voice** in Belu. I'll be passing the baton on for the 2023 report next April.

BLAZING OUR OWN TRAIL

Not shying away from ambition in the face of adversity, the past year at Belu has been a story of carefully nurtured growth; welcoming us newbies, scaling the filtration side of the business and expanding impact partnerships. **All whilst keeping true to roots; thinking environment first and demonstrating that there is a better way to do business.** The last year has been about rolling up sleeves and rebuilding post-pandemic. Grateful to be bouncing back but not naive to the fact that life will always throw curveballs.

Belu puts its money where its mouth is and invests 100% of profits in pursuit of its purpose. We have two CEOs. It's flexible, our team works remotely from all over the UK. Our lightweight bottles are industry leading for sustainability. Belu doesn't export outside of the UK and has been carbon neutral since before it was a thing.

Keen to pioneer new ideas, experiment, and always looking for new ways to support and show love to the UK and Hong Kong hospitality venues and workplaces who choose to partner with us, because we know that without them we wouldn't be here. At Belu **it's all about people, planet and creating impact**, and we're not keeping that to ourselves.

Georgie Murray

Brand & Impact Partnerships Lead



THE BELU STORY

So far.



BELU
FILTER IN ACTION

Belu Filter in Action starts making a real impact on the food service sector. And we win the Food Made Good Product of the Year award because of it.

2019

2019 NUMBERS

£5,664,724 Revenue

£925,123 Net profit

£928,484 Given to WaterAid

61,899 Lives transformed



We receive the Queen's Award for Innovation, for Filter in Action.



More than half of the team is female and half of the board is too.

2020

£1M

to WaterAid in a single year.

We sign up to a 10 year impact partnership with WaterAid, to continue bringing clean water, decent toilets and good hygiene to everyone everywhere.

2022



Our Water Stewardship and Conservation projects, in partnership with CRT & RT start to create an impact



2022 NUMBERS

£7,102,683 Revenue

£297,891 Net profit

297,891 Given to WaterAid

19,859 Lives transformed

2022 shows our highest ever revenue with net profit appearing to flag. That's only because we have invested to grow the business to deliver our 2030 purpose.



We trial our lightweight glass initiative, which increases transport efficiency and saves 490 tonnes of glass the following year.

2013



Our first year of counting carbon and commitment to reducing emissions.

2006

PAS2060 carbon neutral verification achieved - and we measure and report transparently across the business.

2012

2011 NUMBERS

Revenue £2,464,418

Net profit £115,000

Given to WaterAid £149,100

Lives transformed 9940

2015

£1M

given in total to WaterAid since 2011. (Woop)

Big new idea alert: We trial our innovative, sustainable water filtration for hospitality.



We receive the Queen's Award for Sustainable Development.

2017

Covid hits



Belu goes global with Filter in Action Hong Kong. We also launch our online shop.

2021 NUMBERS

£3,778,792 Revenue

£45,466 Net profit

£146,565 Given to WaterAid

9771 Lives transformed



Profit may be down but we're not. We launch our new range of tonics and mixers in 70% recycled glass.



Our impact report details our new 'net zero' goals, driven by carbon reduction rather than offsetting.



Our Articles are aligned with the UN SDGs and we have a bold new purpose: 'to change the way the world sees water.'

2016

A switch to more efficient manufacturing, part powered by solar energy.



We adopt the London Living Wage Employer structure.

2010

New manufacturing and distribution processes reduce our carbon emissions' by a further 22%.



We're officially the first carbon neutral water brand and dedicated to reduction.

*Not the cap and label - yet. We're working on that

WHAT'S NEXT

There are some things we committed to doing in our last impact report which we will continue to work on:

- **Building the team**, ensuring everyone has **opportunities for learning and development, health and wellbeing** support
- Working with **The Rivers Trust** to explore opportunities to collaborate with our supply chain and customers to **reduce excess water wastage**
- Benchmarking our **packaging footprint** and creating an **improvement plan** with more **recycled materials** or **lightweighting**

In 2023, we will also:

- Continue our work with **Provenance** to further substantiate our sustainability claims
- Work with **scope 3 suppliers** to understand their decarbonisation plans

And we'll still be following the ten-year roadmap we began in 2020, so by 2030:

- We will **invest £15m** in pursuit of our purpose, through our partnership with WaterAid, **carbon reduction, nature-based solutions, sustainable innovation** and **circular economy principles**
- At least **667,000 lives transformed** (based on min £10m WaterAid cum since 2011)
- **100% reduction in eCO2g** per litre poured vs our 2010 baseline and commitment to SBTi SME net zero target
- **2.2 million kgs of glass and plastic in closed loop (ideally circular) production or removed** with customers moving to filtration





PURPOSE

We're changing the way the world sees water through our environmental and social impact, from governance to delivery.

BELU

PURPOSE

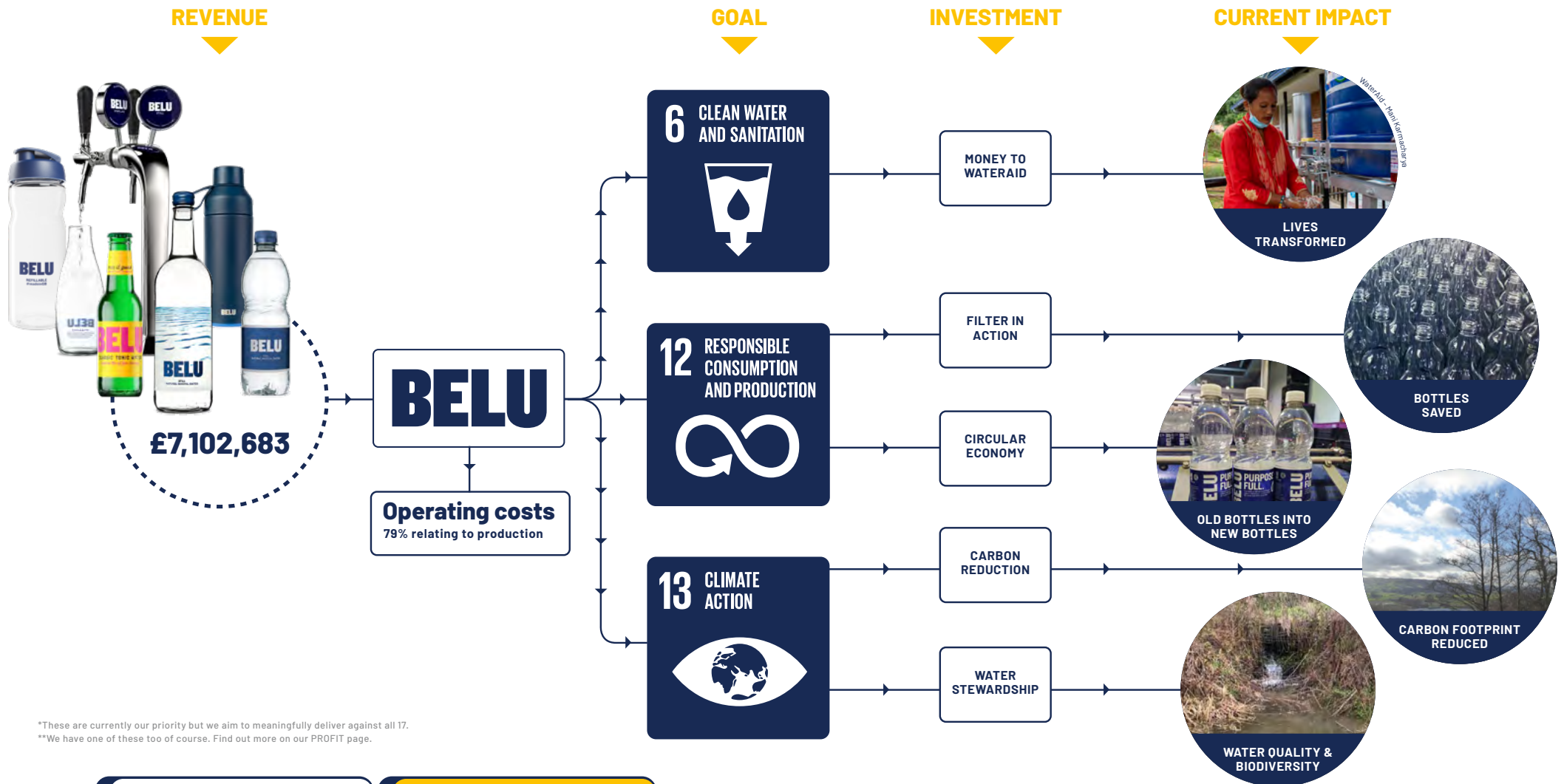
OUR PURPOSE P&L

This is how the money flows.

As each year passes, we get closer to the goal we've set for 2030: **to change the way the world sees water.** At Belu, the pursuit of this purpose powers everything we do. It is our promise to every person who chooses to buy Belu, it is core to every product and service we sell and

it's aligned with our commitment to the UN SDG's 6, 12 and 13*. As a social enterprise, we don't make profit our sole priority (it's a tool for us rather than a driver) so rather than having a traditional P&L (profit & loss) statement** to show where the money flows, **we have created our**

very own Purpose P&L® to track our performance against our purpose. Changing the way the world sees water is a bold ambition. Ambition without action is fantasy. That's why our Purpose P&L is so important. **Here's how it stacks up:**



*These are currently our priority but we aim to meaningfully deliver against all 17.
 **We have one of these too of course. Find out more on our PROFIT page.



OUR PURPOSE P&L

The important numbers from 2022.

6 CLEAN WATER AND SANITATION



£297,891
Given to WaterAid to bring clean water, decent toilets and good hygiene to everyone, everywhere

19,859
Lives transformed | vs. 9771 in 2021

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



£314,466
Invested in filtration equipment and reusable bottles

1600 TONNES CO2e SAVED THROUGH BELU FILTER IN ACTION, equivalent to using **3.7M** BELU 750ML BOTTLES

We've invested team time rather than money in bottle development and we're still making an impact

22,814,246
Old bottles made into new bottles | vs. 10,673,271 in 2021

13 CLIMATE ACTION



£16,100
Invested in UK climate initiatives

WATER STEWARDSHIP
Regeneration and 2 leaky dams for the Montgomery Canal

£10,358
Invested in Carbon consultancy contributed here to independently verify our carbon footprint

-8% CO2e
Reduction in emissions vs. 2019

19,859 LIVES TRANSFORMED

How do we calculate that?

Measuring Impact can be tricky but in order to track progress, make sure we're doing what we say we're doing and **set future objectives**, we use a measure based on WaterAid's average 'cost per user' figures to give a sense of what the **£297,891** we have given to WaterAid for

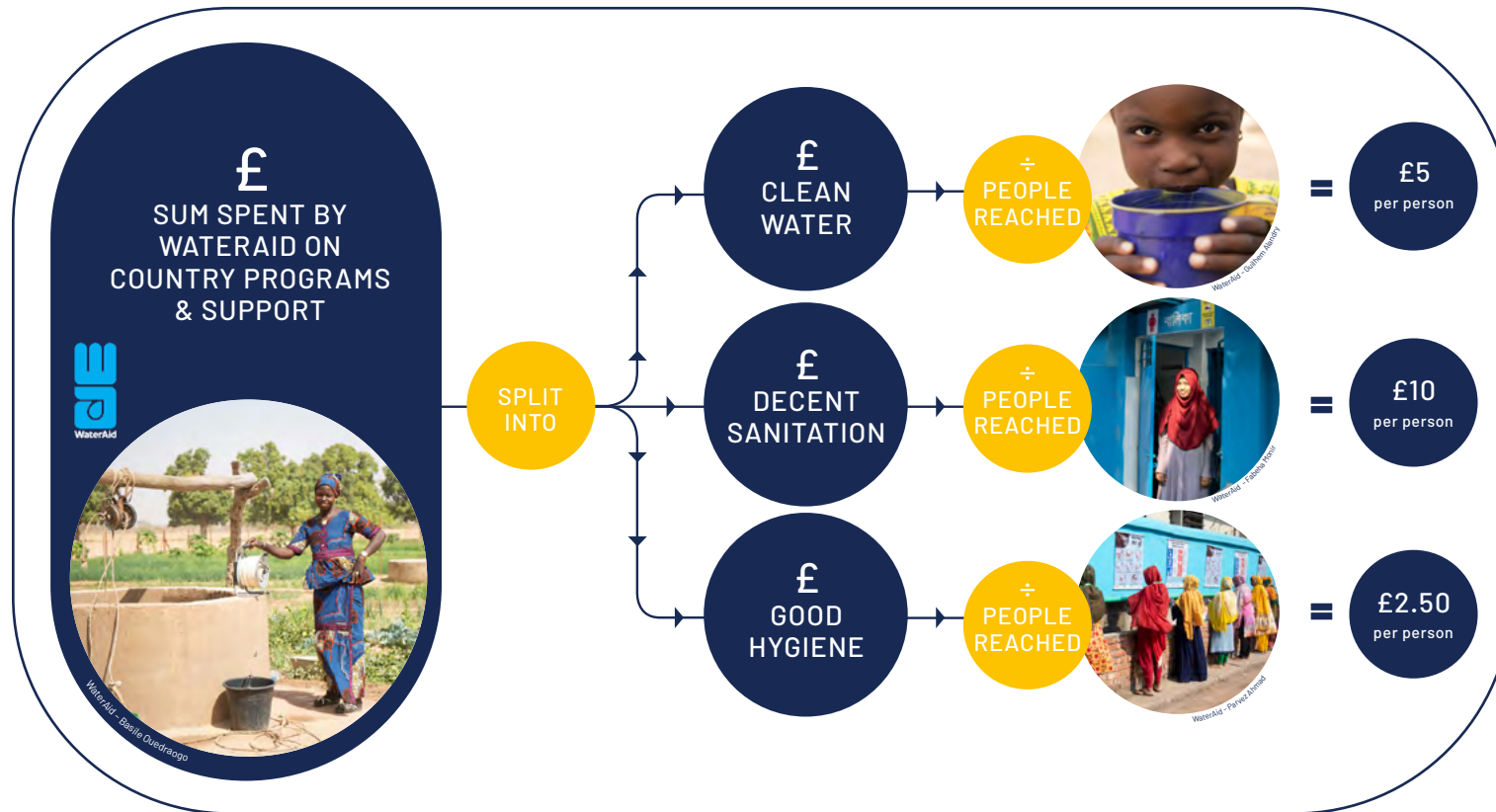
2022 means in terms of lives affected positively with clean water.

The money we give to WaterAid is unrestricted, so they decide where it is best spent and **can re-allocate if an emergency situation arises**. This

means the money from Belu **gets to the people and projects most in need**. The cost of reaching the poorest and most marginalised people varies greatly from country to country and project to project but WaterAid have calculated an average.

We estimate that through WaterAid's work, the £297,891 Belu has given can reach **19,859 people with clean water, which in turn enables change, giving people** a chance to be healthy and educated and allowing them to thrive. Life transforming indeed.

Knowing what the money could be used to buy also helps clarify its impact:



£15 could help buy a length of water supply distribution pipe in Zambia.

£30 could help buy a handwashing facility for a family in Mali.

£50 could help provide hygiene awareness training to a whole community in Zambia.

The maths : Using average costs from 2014-2017*, the sum begins with the total WaterAid spent on their country programmes and regions, plus the cost of the WaterAid UK based Programme Support Unit.

Then what portion of this money was spent on water, sanitation or hygiene was calculated and in each case the total divided by the number of people reached, to result in a 'cost per life transformed' by each provision.

BELU

PURPOSE

RAHIMA

There is nothing that quantifies the impact that the money given by Belu has had, quite as effectively as hearing the stories of real change enabled by WaterAid.

This is Rahima's story. **She works as a health care provider at the Raghunathpur Community Clinic** in Bangladesh, situated in a coastal region where sea-level rise is polluting fresh water and extreme weather causes regular flooding. WaterAid have delivered sustainable facilities including a new **underground reservoir**.

"The patients always arrive from a very far distance... Since the handover of the safe drinking water facility and toilets, patients have been very happy. I feel happy about how the water and clean toilets have transformed our lives. If we can drink safe water, our life can be saved. **Without safe water, no one can be healthy.** The water we preserve on the rainwater harvesting plant can be used for almost a year from now. This was unimaginable in the past."



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PURPOSE

CARBON MEASUREMENT

Taking steps to a zero carbon future.

In 2011, Belu became the first official 'carbon neutral' water brand. In 2012 we were PAS 2060 certified for carbon neutrality and followed that framework for 10 years, tracking our supply chain and organisational footprint across all products and processes - and supporting various carbon offset projects along the way. Last year, agreeing with a report from WWF and Boston Consulting Group, we changed our approach to Carbon Management. We felt that buying international carbon credits to offset remaining emissions was not the right way to go.

2021

Our carbon emission reduction YOY was a hefty

-69%

due to our lightweight glass, use of 100% Rpet and reduced production due to Covid.

2022

Our reduction in carbon intensity (grams of CO2 emitted per litre poured) since 2010 has dropped back to 59% but we've still seen a

-8%

reduction in carbon intensity since 2019 which exceeded our -5% commitment (a stretch target in itself).

NET ZERO

"To keep global warming to no more than 1.5°C - as called for in the Paris Agreement - emissions need to be reduced by 45% by 2030 and reach net zero by 2050."

United Nations

We're now working towards our **new emissions ambitions**. Whilst PAS 2060 showed we were getting the fundamentals right, we now have full focus on driving carbon reduction and removal rather than relying on offsetting. **A zero carbon future is what we're aiming for by investing in climate resilience and nature-based solutions** that regenerate and restore biodiversity in the UK and we're working with our supply chain to remove emissions over the long term. Whilst our adjusted strategy means we won't be PAS2060 certified, **the end result will be a far better one.**

BELU

PURPOSE

OUR 2022 CARBON FOOTPRINT

Still heading in the right direction

OUR CARBON IMPACT IS GENERATED BY:

81% RAW MATERIALS

2% INBOUND TRANSPORT

3% BOTTLING

9% DISTRIBUTION

2% USE PHASE

2% END OF LIFE

1% GHG EMISSIONS PER LITRE OF WATER SOLD

To get a clear picture, we're referencing against 2019 PP (pre-pandemic figures).

Total carbon footprint

**4,772
Tonnes**

vs | 6,061 in 2019

Total carbon intensity

**318g CO₂e
per litre poured**

-59% reduction since 2010 baseline and -8% since 2019

CO₂kg per £ revenue

0.68

vs | 1.08 in 2019

Total emissions 4,772 tCO₂e

-21% on 2019

cumulative carbon reduction

The UK is moving towards more renewable sources of energy to speed up the decarbonisation of our energy grid, in line with the UK goal to reach net zero by 2050. And that means we all benefit.

www.nationalgrid.com

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PURPOSE

CLEARLY MOVING FORWARD

The majority of our carbon emissions are generated through the UK production of our bottles. Glass production needs high temperatures, requiring a lot of energy.

It's great news that the **combination** of our **lighter weight glass** and **recycled content** has driven a **21% reduction** in emissions from raw materials since 2019.

The even better news is that our sustainability focussed glass partner, **encirc**, is building a **new furnace** at its Cheshire plant which will be **powered by zero carbon electricity and hydrogen** as part of the UK's 'HyNet' Industrial decarbonisation project, to create **the world's first net zero bottles at scale by 2030**.



BELU

PURPOSE

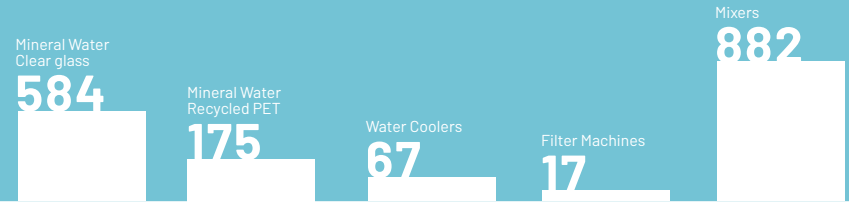
CARBON MEASUREMENT

Where are our carbon emissions coming from?

Overall product intensity **318** (g per litre) (vs 381g/l from 2019)

PRODUCT INTENSITY

(g per litre)



New filter machines deliver manufacturing emissions in year 1. 2022 was a big year for us for installations -184 in total - and the goal is 300 in 2023 so there may well be an increase in our product intensity as a result. Mixers is higher per litre as bottles are 200ml. Per bottle emissions are comparatively low.

TOTAL CO2 EMISSIONS (TONNES) ACROSS THE BUSINESS

Bottled drinks
4670 Tonnes

Filtration
47 Tonnes

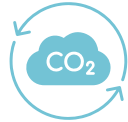
Organisation
55 Tonnes

HOW WE KEEP OUR CARBON EMISSIONS LOW



NO EXPORT

Our mineral water comes from the UK and stays in the UK



CLOSED LOOP

We turn used bottles into new bottles - 108,780,486 of them to date



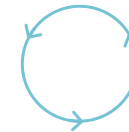
LIGHTWEIGHT GLASS

UK made, less material used and less weight to transport.



PLASTIC (yes, really)

Half the emissions to manufacture vs. aluminium cans and easily recycled vs. cartons



RECYCLABLE

100% recyclable bottles and maximum recycled content



REFILLABLE

Whether it's Belu Filter in Action, or the tap. It's the way forward

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PURPOSE

CIRCULAR ECONOMY

Finding ways to close the loop

The circular economy is based on three principles:

- 1) Eliminate waste and pollution
- 2) Circulate products and materials (at their highest value)
- 3) Regenerate nature

So that means **rethinking the concept of 'waste'** by using materials that can be reused continuously and are safe for people and the environment. Also **recycling, re-manufacturing, repairing and refurbishing** to create a 'closed loop' system, preventing the creation of waste, pollution and carbon emissions. **Here's how we're walking the talk:**



We still back plastic for our grab-and-go water. **Suitable for closed loop recycling, more easily recycled than cartons and less intensive to manufacture than cans.**

[See belu.org/blog](https://belu.org/blog) for details



Our mixer bottles are currently made from up to **80% recycled glass**. There's scope to make it 100% and to use **lower carbon fuel systems** too.



We've reviewed our packaging impact and are **creating an improvement plan** to **reduce waste** and **increase recycled materials** further.

BELU

PURPOSE

OUR MINERAL WATER SOURCE

Our mineral water source is **tucked away in an area of outstanding natural beauty** amongst a range of **former volcanic hills in Powys, Wales**.

Our mineral water partner, **Montgomery Waters**, is **dedicated** to ensuring the **total protection of the water** and the local community.

That's the principle of **good water stewardship** and the inspiration for our 2022 (and ongoing) purpose – led investment in UK waterways. We say yaki dah (that's 'cheers' in Welsh) to that!



CLIMATE INVESTMENT

Water stewardship is the way forward

We've partnered up with **The Canal & River Trust** to fund **nature based waterway conservation projects**, initially around our source. Our funding has supported a **major clearing and cleaning project** in the Montgomery Canal, plus the provision of **two ingenious, wildlife friendly 'leaky dams'**. They create barriers so that chemicals and waste from nearby farms do not enter the waterway, in turn protecting the eco-system and maintaining a healthy habitat to support bio-diversity. **We've also supported The Rivers Trust** on their water stewardship portal which will gather vital environmental insight.

WHEN IT COMES TO WATER STEWARDSHIP, WE'RE WORKING THROUGH A STEP-BY-STEP PROCESS:

Step 1

Water Awareness

Step 2

Understand Impact & Risk

Step 3

Internal Action

Step 4

Collective Action



Investment in building an understanding of our water footprint with Climate Partner



Continuing work with The Canal and River Trust and The Rivers Trust



Support of the WRAP Courtauld Commitment, protecting critical water resources.

BELU

PURPOSE

BELU IMPACT TO DATE

£5,502,117m GIVEN TO WATERAID

£306,290

INVESTED IN PAST OFFSETS, NEW NATURE
BASED SOLUTIONS AND CARBON CONSULTANCY

59%

REDUCTION IN
CARBON EMISSIONS

366,808

LIVES TRANSFORMED WITH
CLEAN WATER

108,780,486

BOTTLES MADE INTO BOTTLES

BELU

PURPOSE



PEOPLE

At the heart of everything we do... our team, partners, customers, network and communities worldwide.

BELU

PEOPLE

A SMALL BUT MIGHTY TEAM

Branching out far and wide

Belu is now 23 strong (so we're bigger than ever before.) We have **invested in creating a dedicated team** to look after our customers and a **Brand team** to manage our all-important partnerships and communications. Even in this time of economic uncertainty, we are confident it is the right decision and **exactly the right team for action and impact.**

In the UK **we are spread out across England** from Nottingham to Manchester to London, down to Brighton and across to Hampshire and we work where suits us best. **Meeting virtually or hot desking** and making full use of technology to **balance getting together with keeping mileage in check.** Wherever we're based, Belu people will often be spotted out and about, speaking to customers and partners in real life, building strong relationships and making things happen. **A special shout out also goes to Yannick, our local sales and engineer partner from Metabev, based in Hong Kong.**

Structurally sound

Belu maintains a simple structure. We have **Business Development, Finance, Operations, Customer Relationships** and **Brand** teams - and a board.

Also two **CEOs.** Not because we're greedy. We just think two heads are better than one. Both Natalie and Charlotte bring different skillsets and attributes to Belu and complement each other perfectly. As inspired by 'Shine Theory', Aminatou Sow and Ann Friedman's commitment to asking, "Would we be better as collaborators than as competitors?" and to building others up, rather than tearing them down.

We gave **Nahema, Jess, Erica, Georgie, Sarah, Lisa, Jen** and **Eve** a warm Belu welcome this year.

BELU

Officially a Great Place to Work

In December 2022 all members of Team Belu completed a survey to rate their experiences working at Belu.

We were thrilled to score highly on diversity, inclusion, equality and collaboration, with over 100% agreeing with the statements, **'When you join the company, you are made to feel welcome', 'People are treated fairly regardless of age', 'People are treated fairly regardless of gender', 'People are treated fairly regardless of sexual orientation', 'I feel good about the ways we contribute to the community' and 'I make a difference here'.**

We want to set our team up for success and ensure they feel valued so the areas we will work on are training and development and clarity of value. They were our lowest scoring areas at 76% agreement (so there's room for improvement).



Great Place To Work®

Certified

NOV 2022-NOV 2023

UK

BELU

PEOPLE

BUILDING A WIDE COMMUNITY

And helping other businesses 'do business better'

We've always been **keen to work with and learn from** like minded customers, suppliers, partner organisations, research bodies, event organisers and media who **share our way of thinking and doing**. We're a sociable bunch who believe **sharing is caring** - and whilst we're more than happy to shout about all things Belu, we also **love to listen**.

That all sounds great but what have we actually been **doing**?

BELU



Our event series **Project 101**, in partnership with social enterprise NEMI Teas, shared industry learnings amongst sustainability focussed folks from FMCG businesses. We hosted Jamie Mitchell (ex-innocent, Guacho and M Restaurants) and Ben Greensmith (AKA Lord Choclonely iii, from Tony's).



In the summertime Belu and WaterAid hydrated festival goes from our renovated HorseBox at **Smoked & Uncut** - a foodie and music lover's dream. Held at The Pig and Lime Wood hotels (both long standing Belu customers) and we're looking forward to doing the same this year.



There's been a lot of knowledge sharing at **events and panels** too, covering topics ranging from working in the drinks and hospitality industry, women in leadership, and combatting greenwashing, to purpose-led business and social enterprise.



Our first ever **Hong Kong trip** was crammed full of meetings and knowledge sharing. Like the talk we gave at the Future Green member meet up, the Food Made Good monthly community meeting and our catch up with the MetaBev crew.

We're active, we love talking about all things sustainability, drinks and real-world impact. If you'd like a Belu speaker for your upcoming event, get in touch with us at press@belu.org

BELU

BELU

PEOPLE

BELU-NIVERSE

Making a difference together

Being a drinks business means we serve lots of different groups of people, in many different settings. Our reach covers the hospitality sector, from bars, restaurants, cafes and hotels, to workplaces, festivals and events in need of refreshment.



BELU

PEOPLE

OUT AND ABOUT

Our Customer Relationships team are all about the customer love. **In person training sessions** and **regular check-ins** on the phone, via video or over a coffee at their place - so we can make sure we're providing the best service we can.

The more face time, the better. We learn so much from our customers and will always share news, updates and social media as much as possible. A rising tide really does lift all boats after all.



BELU

PEOPLE

OUR PARTNERSHIPS

Still going strong – with some new ones too.

Our impact partnerships enable the part of our Purpose P&L which really makes a difference. We've chosen like minded organisations with expert teams who can **maximise the impact of our investments**

in people and planet. But that's not all. Our wonderful partners share knowledge, advise us and tell the stories which inspire us to keep working our socks off every day.



WaterAid

We've been partners with WaterAid for more than 10 years. We give them our net profits and trust them to allocate these funds to the projects which need them most. We are extremely proud to support the world's leading water charity, helping them transform thousands of lives every year with clean water, decent toilets and good hygiene. 74p in every £1 given to WaterAid is spent on delivering services and making change happen and we work together on joint campaigns, their annual winter appeal, and managing our water horsebox.



Canal & River Trust

Since 2022 we have joined forces to support the Canal & River Trust with projects aiming to restore, conserve, protect UK waterways and educate people about water quality and stewardship. In the last year we have funded a 'leaky dam' project at the Montgomery Canal, near our water bottling site. Our dams act as natural filters and prevent harmful chemicals from entering the canal, helping to maintain the delicate balance of the ecosystem and the river's biodiversity.



The Rivers Trust

Conservation and water stewardship experts, The Rivers Trust are new additions to our partnership list. We have been working with them to develop an interactive online web portal which maps out the UK, showing river health, drought impact and projects happening nationwide along the waterways. The aim is to get a clearer picture of the health of our rivers and streams so the right action can be taken.

We also regularly join CODE Hospitality, Be Inclusive Hospitality, Social Enterprise UK, Sustainable Restaurant Association & Food Made Good for events and initiatives which promote sustainability, social enterprise and diversity within the hospitality sector.



We're looking forward to continuing these partnerships through 2023 and beyond.

BE LU

PEOPLE



WORLD WATER DAY

This World Water Day our team pulled out all the stops to raise awareness of the UN's theme of **'Accelerating Impact'**.

Venessa Scott, an amazing artist and CBBC presenter who creates wonderful murals and runs inspirational community workshops, joined us at Belu HQ to **create a painting to reflect the message that**, when it comes to saving water, **if everyone makes a small change it can make a big difference.**

Our Customer Relationships Team headed out to deliver framed pictures and love to as many customers as they could and some of them came along to our HQ to see our artwork and enjoy a bottle of lemonade. **We set the socials alight with World Water Day posts and customer shout-outs too.**

The final painting was auctioned off and raised more than £1000 for WaterAid – and it's now in its new home at encirc's head office in Chester. Thanks to Venessa, Kate Miller and everyone else involved. What a World Water Day.

BELU

PEOPLE



PRODUCT

Best-in-class. Leading the way for sustainability and still continuing to improve.

BELU

PRODUCT

THE SUSTAINABLE CHOICE

On tap, table, on the go and all mixed up

Big up

Hot off the press, our NEW 1l and 5l still mineral water bottles are made from the same 100% recycled PET as our 'grab and go's. Bigger bottles, surprisingly small carbon footprint and 100% recyclable.



Grab & Go

Made from 100% recycled PET* our handy 500ml bottles are still the lowest carbon footprint available in the UK market. 100% recyclable and easy to recycle, they've had a purposeful makeover too.

*Not the cap and label - yet. We're working on those.



Must have

A Belu refillable is the perfect on-the-go companion. Choose an uber cool co-branded Ocean Bottle which will fund the collection of 11.4kg of ocean-bound plastic bottles. Or opt for our 100% recycled PET flip top refillable.

Signature style

Bottled at source (naturally) our still and sparkling mineral water in lightweight, recyclable glass comes in 750ml and 300ml bottles. We've just refreshed our labels so they look smarter than ever.



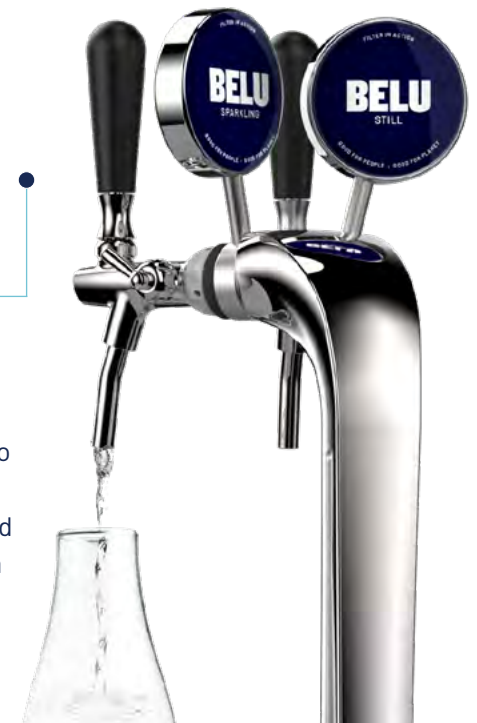
Mix it good

Seven lively flavours made with sustainably sourced ingredients and bottled in green glass made from at least 70% recycled content. They're lower in sugar than the norm, gluten free and vegan. Perfect partners for a whole host of spirits as well as being delicious just as they are.



Filter in Action

When it comes to water filtration, we have a style to suit every requirement. From antique bronze, branded taps for the bar, to robust freestanding units to keep a whole workforce hydrated. Still, sparkling, hot and cold on tap. Less waste, less storage and a whole lot more sustainable.



BELU

PRODUCT

OUR SUPPLY PARTNERS

Experts in their field

Our supply partners (including the teams below) keep our water flowing.

Greenworks

Our primary engineer partner for all things Filter in Action. When machines are installed, are ready for a service or need some TLC, the Greenworks team are on hand to make sure everything runs smoothly. They're super efficient and super friendly. The perfect partner to fly the Belu Filter in Action flag.



BRITA

BRITA are global experts at creating water filtration solutions and are our one stop machine, installation and engineer partner. We use their filters for all machines and they supply an impressive range of tap and filtration combinations, including the stylish C-tap favoured by many of our Workplace customers. Championing bio-based plastics, BRITA are dedicated to reducing their emissions and reducing the need for single use plastic. In 2022 they launched a campaign with the Whale and Dolphin Conservation Society, to raise awareness and educate on climate change. Oh - and their team are fountains of knowledge too.



Montgomery Waters

Our Mineral Water bottling partner and one of the UK's leading water bottling businesses. Their MO is to act in the best interests of society and the environment; with a focus on supporting the local community. Their ownership of the critical areas of land around their water sources enables Montgomery to commit to ensuring total protection of the water and to support ecological conservation by preventing the loss of natural resources. They continually improve and invest in their facilities to reduce their carbon footprint including the installation of more than 2200 solar panels across the site so far. Belu and Montgomery Waters go way back - and we think they're fabulous.



Encirc

Encirc are our glass manufacturer, based in Chester, England. As leading sustainability pioneers for the glass industry, we partnered with them to develop and move to our lightweight glass. Fully ISO 14001:2015 compliant and BITC CORE accredited, they are also dedicated to de-carbonising their operations and have committed to creating the first mainstream ultra low carbon glass by 2025. The amazing Encirc team also raised a whopping £8,000 for WaterAid at their annual internal conference... hats off to them.



Celli

Experts in dispensing, and great to work with, Celli design and produce the stylish taps and supporting chillers found at many of our hospitality customer's venues in the UK and Hong Kong. The Celli vision is to create the least possible environmental impact with maximum efficiency.

With new cooling techniques, energy saving systems and innovative use of materials and circular economy principles in place they are taking continuous steps forward in sustainability... as we saw in action when we visited their HQ earlier this year.



Ocean Bottle

Ocean Bottle produce our refillable bottles and are huge sustainability champions. Every Belu co-branded Ocean Bottle sold funds the collection of 11.4kg of plastic (equivalent to 1000 bottles) from waterways and coastlines to prevent it from entering the ocean. Ocean Bottle's collection teams get paid fairly, which enables them to gain access to healthcare, and education. All plastic is upcycled or co-processed sustainably into new products, which supports a circular economy. And that's why we think they're the very best refillables out there.



BELU

PRODUCT

FOCUS ON FILTRATION

Over the last year, expanding Belu Filter in Action has been key. We know that using less single use packaging is the most sustainable way forward.

We've widened the range of filter machines and taps that we can supply, stepped up our installation schedule and servicing and invested in our Hong Kong business. We've even got a dedicated team who knows all about water filtration (and loves talking about it too).

IN CASE YOU DIDN'T KNOW, BELU FILTER IN ACTION DELIVERS:



A choice of still, sparkling, chilled, ambient and hot water on tap



A reduced carbon footprint



Less waste and storage required



3 different commercial models to choose from



Tailored solutions to suit your space



Water provision that's good for people, good for planet and good for business. Supporting Belu's purpose: to change the way the world sees water



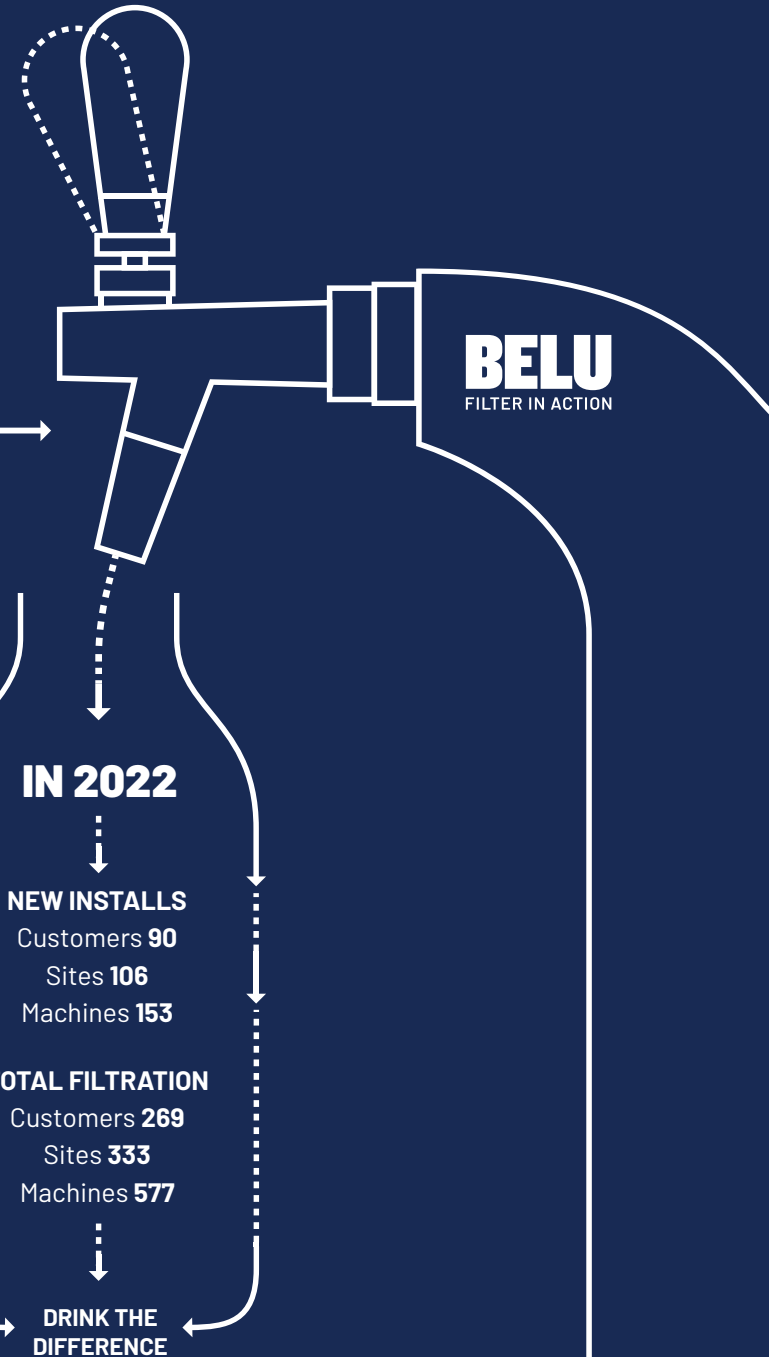
A range of reusable glass bottles



100% of net profits given to WaterAid



Ongoing servicing and maintenance



BELU

PRODUCT

Mr & Mrs Fox, the lush, art filled restaurant and cocktail bar at **Swire Hotel's 'East' in Hong Kong** switched from **bottled mineral water to Belu Filter in Action in December 2021**.

As well as supporting their sustainability goals, **offering guests the option of bottled filtered water** has clearly been a popular alternative as sales saw a **72% uplift year on year**. Good for people, good for planet, good for business.



Chantelle Nicholson's 'Apricity' Restaurant began with a purpose. To be **as sustainable as possible in all facets**, from fit out to day to day operation.

With a 48% reduction in embodied carbon vs a typical restaurant fit out and 98% of construction waste diverted from landfill, just for starters, we were delighted that Apricity chose Belu's 'Positive Profits' model for their water provision. **Current 'glass bottles saved' estimate - a very tidy 10,000+ since opening in March 2021.**



**FILTER IN ACTION
- SEEING RESULTS**

BELU

PRODUCT

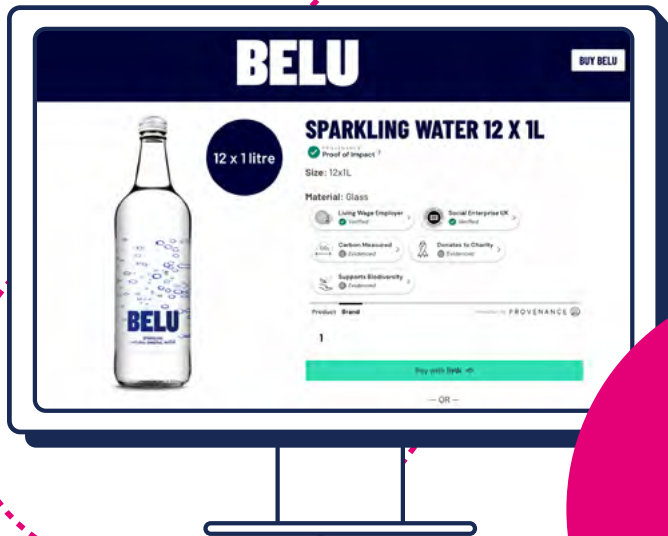
THE PROOF IS IN THE PROVENANCE

Sustainable.. zero waste.. carbon neutral.. green..

There are lots of words to describe products which are theoretically less harmful to the environment. But it's sometimes hard to know whether those descriptions are factual and trustworthy, or just buzzwords with no basis.

Enter Provenance: A user friendly online tool which verifies sustainability claims made by companies about their products.

We've been working with Provenance and have **incorporated their 'Proof Points' onto our website** to clarify our credentials. You'll find these handy buttons on our products, **verifying that we're Social Enterprise UK certified**, we **give to charity, support biodiversity** and more.



You can read more about Provenance on the Belu Blog.

BELU

BELU [Search] [Cart]

- We've teamed up
- with **PROVENANCE** to
- independently verify
- our sustainability
- claims with
- proof points

With more easily accessible, accurate information like these proof points being introduced across e-commerce, shoppers can cut through the greenwash and make well informed purchasing decisions with confidence. Belu always has and always will be **big on transparency**. Our partnership with Provenance is just another way we put ourselves out there.

BELU

PRODUCT



PROFIT

As a business and social enterprise it's in our nature to invest not spend and always act entrepreneurially.

BELU

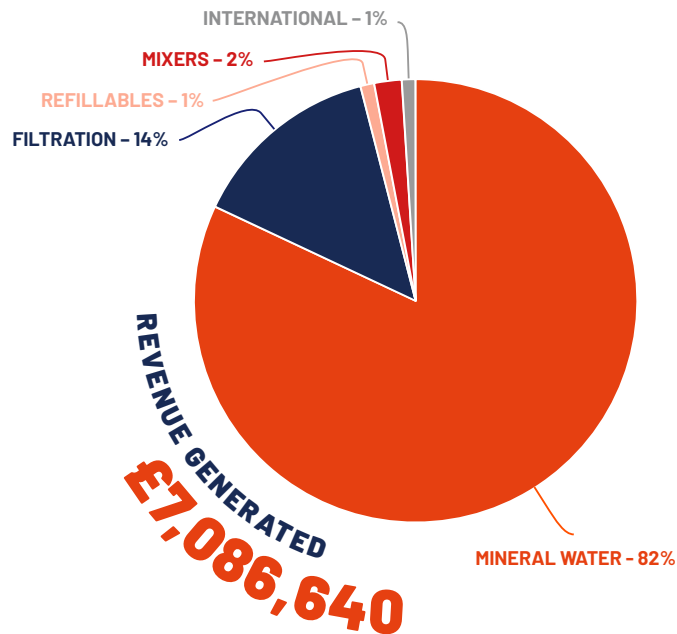
PROFIT

PROFIT

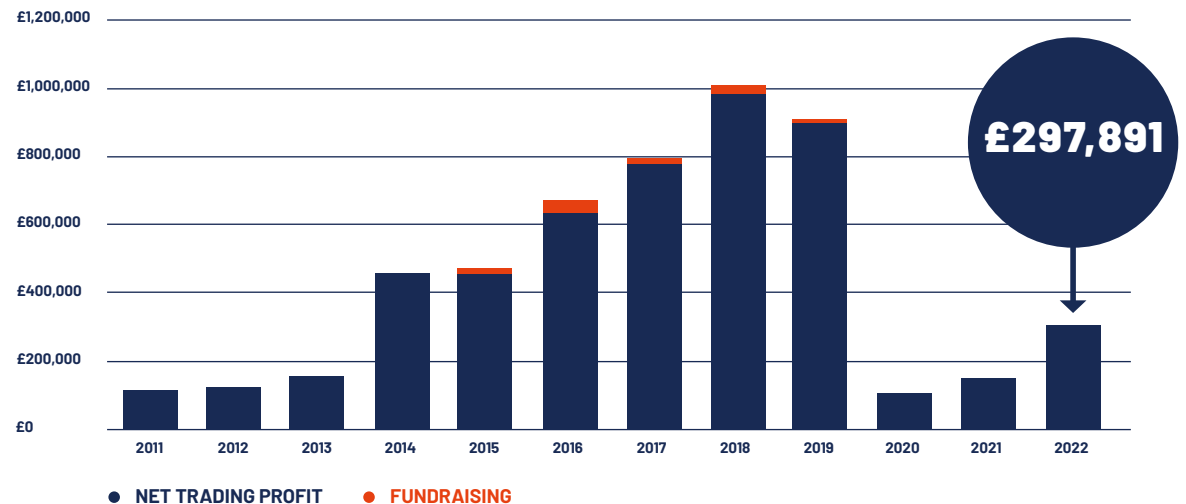
A final note from Nat and Charlotte

To close the 2022 impact report we're **sharing our final 'P' for Profit**. As outlined already, we've been through challenging times, from the cost of goods, to energy price hikes, to supply - the last quarter of the year was wild! It therefore brings the whole team great joy to report that **we delivered our best trade year, ever**. It's not just important that Belu traded well, it reflects the fact that the hospitality industry is truly getting back on its feet. We're rooting for all the businesses (big and small) putting one foot in front of the other to weather the daily, weekly and monthly storms and the signs of recovery are there. We're optimistic about our future growth and the long term recovery of the sectors we serve. Most importantly, we closed the year in a **strong net profit position**.

It is a privilege to be able to **give £297,891 to WaterAid** to help transform lives with clean water for another 12 months. We're also one step closer to our £1m of net profit per annum to WaterAid milestone and our wider goal of investing a total of £15m by 2030 in pursuit of our purpose - **to change the way the world sees water**. Our purpose is our difference, what we do with our profit is our edge, this keeps us as Co-CEOs and our team motivated to make Belu even bigger, and better in the year ahead.



HOW OUR 2022 FINANCIAL RESULTS LOOK



BELU

PROFIT

THE CREDITS

In order to make all the things we've talked about in this Impact Report happen, we have the help of a wide network of amazing businesses and incredible people.

So, it's a **very BIG Belu thank you to:**

Our wholesalers who ensure Belu products get to our customers. Thank you for choosing to stock the UK's most ethical water.

The organisations which inspire us; **Cobra Foundation, Social Enterprise UK, Future Green** and the **Sustainable Restaurant Association.**

Our entire supply chain, thank you for keeping Belu flowing: **Alan Courtenay, Avieco, Blupura, Brita, Buzzacott, CCL, Celli, Covaris, Distill, Encirc, First Colour, G Owens and Sons, Greenworks, Holdens, Hydrachill, Liquid Fusion, Maidens, Marco, MCC Labels, Metabev, Montgomery Waters, Ocean Bottle, Reflex, Retap, Rudd MacNamara, Seaways, Severn Trent Transport, Shepherds Transport & Storage, Socofar, Stanco, Stickershop, Systempack, T Alun Jones, Teranoa.**

Our marvellous customers who choose to stock and drink Belu – without you we wouldn't be here.

Team Belu. Awesome every day.

Everyone at **WaterAid** for the amazing work that you do to change lives with clean water all around the world.

Everyone who has **supported, worked with, championed and drunk** Belu since we began.

Our pro bono legal team at **Charles Russell Speechly.** Our HR partners **A little bit of HR.** Our IT partners **TCI.** Our finance partners **Love your Accountants** and **Fresh Accounting.** Our advisors **Ian Hughes, Julia Rebholz** and **Toby Amis.**

Our investors, board representatives and the **Belu Foundation.** Your ongoing support and guidance is invaluable and very much appreciated.

HERE'S TO A
2023
THAT MAKES AN EVEN BIGGER IMPACT.
SEE YOU NEXT TIME.