

OUR IMPACT 2021-22

resourcefutures 

Certified



Corporation

CEO'S MESSAGE

It is a great pleasure to be writing this introduction to what is our third annual impact report. So much has happened in the past 12 months and yet the time has passed so quickly it doesn't feel like a whole year.



We started 2021 in a strong position to support our customers, investing to protect resource and deliver projects despite the global pandemic. And what a start! - learning that Resource Futures had been **recognised 'Best for the World™' for governance** by B Corp.

To be ranked in the top 5% worldwide is recognition of our mission, ethics, accountability, and transparency. It reflects the hard work

of our staff and provides a platform from which we can build ahead of reaccreditation in 2022. **Our people are what makes Resource Futures** and after 18 months of lockdowns, isolations, and adapting to new ways of working, we were all finally able to come together in September, confirming that there really is no substitute for that in-person interaction.

Our work on Digital Deposit Return Schemes (Digital DRS) in 2021 is an area that has drawn on expertise from across the business, including data, waste composition, modelling, service optimisation, waste policy and communication. We worked with stakeholders from across the drinks packaging value

chain from manufacturing to end of life, gathering information to help inform thinking on what role digital may have in maximising the impact of DRS.

Data is the golden thread that runs through all successful policies and programmes, making data and digital innovation a core focus across our business. Commissioned by WRAP, we conducted the **national food waste survey** and **waste composition study for England and Wales**. Food waste contributes significantly to climate change and this study, thought to be the largest of its kind, brings together household attitudinal and behaviour survey data with detailed composition to assess policy impacts and inform future programmes and policies.

Delivering sector-leading, high impact work on plastics is another area of sharp focus for Resource Futures. 2021 saw us expand our Global Policy team, building on a platform of success to work with global institutions such as the **World Bank** and **United Nations** to support low and middle-income countries. **Developing national plastic inventories** that help countries understand the types and quantities of plastics in their economies.

Our pioneering work with **UK Governments** has enhanced our knowledge of both the **scale and scope of marine litter**, to identify incentives for the many

stakeholders to work collaboratively on implementing impactful change programmes. It is work that puts Resource Futures at the forefront of this much publicised and important global resource management issue and will be instrumental in **improving the health of our marine and coastal ecosystems**.

Our community impact work makes us different from other professional service environmental consultancies. These are projects that drive genuine change for real people, enriching lives and positively impacting the transition to a more sustainable way of living. **Educating future generations, helping communities reduce, reuse, and recycle.**

Looking forward to 2022 and beyond I am, more than anything, excited. Our focus will continue to be our people and our commitment to provide a fun, supportive, and challenging environment in which to thrive. **Together, we stand at a once in a generation crossroads for waste and resources policy**, with Extended Producer Responsibility, Deposit Return Schemes and consistency of waste collections all set to land in 2022. Our purpose will be to work in close partnership with our customers, to inform policy decisions, support local government and waste management companies, and be the catalyst for private businesses to plan for and adapt to these changes.

Equally exciting is the opportunity to take our work worldwide, applying our expertise and driving impacts to waste and resource management strategies globally. Working with integrity to improve sustainability practices, supporting in-country teams deliver positive impacts and create a sustainable world.

Sam Reeve
Chief Executive

PROUD TO B DIFFERENT

It can be difficult knowing what makes one business different from the next.

At Resource Futures we're proud to be different. We are a purpose-driven business and have been a certified B Corp since 2016. Our focus is always on what we do and how we do it because what we do defines us.

OVERALL B IMPACT SCORE

Based on the B Impact assessment, Resource Futures earned an overall score of 117.6. The median score for ordinary businesses who complete the assessment is currently 50.9.

BEST FOR THE WORLD

Each year, B Lab recognises the top-performing Certified B Corps within each Impact Area.

In 2021, having evaluated the company's overall mission, engagement around its social/environmental impact, ethics, and transparency, Resource Futures was recognised as 'Best for the World' for governance.

[Learn more about the B Corp movement](#)

OUR COMMITMENT TO PEOPLE AND PLANET

We care about our employees, our customers, our communities and our environment. We are employee-owned and non-profit distributing which means we reinvest in our services and in business growth.

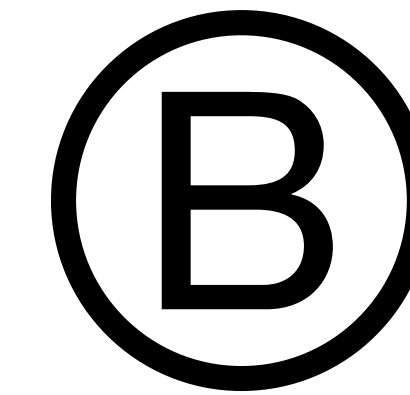
- **Our vision** is to create a sustainable world.
- **Our mission** to achieve this is to support people and organisations locally, nationally, and globally in making the most of material resources.
- **Our purpose** is "making the world more sustainable through every project".

POSITIVE VALUES

Values are important to us as individuals and as a company. Our core values define why and how we work with each other, and with customers.

- **Integrity:** The way we work and the work we do are underpinned by a sustainable and ethical approach to business.
- **Independence:** Being employee-owned, we are independent of influence from external shareholders.
- **Commitment:** We are focused on providing a positive, enriching work environment and on our projects having a positive impact.

Certified



Corporation



2021



Governance

BEHAVIOUR CHANGE

The Behaviour Change team combines expertise in resources and waste, communication strategies and intervention design alongside a deep understanding of behavioural change theory. Our work provides strategic behaviour change support and on the ground delivery to local authorities and community organisations as well as businesses, to drive reductions in waste, increase reuse and recycling and to accelerate the adoption of circular business models.

We bring insight and clarity to complex issues. Use of qualitative and quantitative research methods and detailed analysis provides insight that empowers our customers to better understand behaviours, along with the factors which influence them, and the interventions required to change them long term.

This year we collected the views from nearly 2500 individuals through survey and interview approaches and conducted 15 focus groups using both online and face to face delivery methods.

UNDERSTANDING CHANGE

Supporting local authorities to understand what has led to the changes in waste collected over the pandemic was a key focus. Our expertise enables us to bring a mixed methods approach to this type of work, be it undertaking surveys, focus groups, or waste analysis investigations. We utilise the expertise across

the business to draw on national insight and patterns. It is work that has enabled us to provide a detailed understanding of residents' core motivations and barriers to recycling, and how best to enhance services.

DESIGNING EFFECTIVE INTERVENTIONS

We seek best fit intervention models to suit customer needs, creating communications for the Council of the Isles of Scilly using WRAP's normative messaging to boost recycling engagement - and in Somerset, investigating ways to increase reuse activities. Researching existing community activity and regional contexts such as rurality and transport access, our work identified three models. One such model, with funding from the [Ecosurety Exploration Fund](#) and in partnership with Somerset Waste Partnership, is already providing hands-on help and training to promote reuse and repair across the county.



“ Resource Futures compiled insights into local reuse organisations and potential ways of working together to achieve more through reuse. Their report identified and highlighted factors experienced by existing groups which will help us shape initiatives that overcome barriers and explore opportunities. It is an important piece of research that helps us improve reuse and repair across Somerset. ”

Julie Searle, Strategy Officer, Somerset Waste Partnership



CIRCULAR ECONOMY

If we are to tackle irreversible climate change, we urgently need to address the 45% of carbon emissions derived from products, food, and their supply chains and make the switch to a Circular Economy. The organisations we work with are at driving the Circular Economy forwards, whether adapting to compete on environmental grounds alongside price and quality, or breaking the paradigm, to deliver new Circular Economy offerings that challenge the established mode.

Resource Futures has the expertise to identify, evaluate, design and implement circular business models, and deliver the support businesses need to accelerate that shift.

The last twelve months have seen us provide a range of Circular Economy business support to SMEs, spanning new market entrants and established businesses, innovating around Circular Economy products and services.

SUPPORTING POSITIVE ACTION

Delivering circular economy business support through frameworks funded by Zero Waste Scotland, WRAP and West Yorkshire Combined Authority in collaboration with our delivery partners, we have helped businesses move Circular Economy concepts from ideation through to fully formed new business offerings.

We have worked at scale with WRAP Cymru and with manufacturers to develop Circular Economy design capabilities, to include more recycled content in products, and consider reparability, reusability, and recovery of materials in design and development. Essential to giving consumers choice and increasing demand for recycled content to boost and stabilise recycling markets.

Net Zero and carbon footprinting remained a key focus in 2021, supporting businesses to measure their carbon footprint, conduct hotspot analysis, and identify actions to reduce emissions. Delivering carbon footprinting and identifying circularity opportunities for Garland UK Roofing Systems, and their product supply chains, all of which informed their Sustainability Strategy.

COMMUNITY IMPACT

Our passionate team work collaboratively and bring innovation to environmental challenges enabling communities to improve their local area and quality of life. Our work this year, as every year, has supported community groups in providing impactful projects to promote reuse, repair, and sustainability.

COMMUNITY ACTION GROUP (CAG) DEVON

This year CAG Devon supported 20 network groups, who gave 16079 volunteer hours, valued at £240,544. Their activities prevented 36.61 tonnes of waste, including 32.45 tonnes of food; preventing 21.56 tonnes going to incineration and reducing carbon emissions by 138.80 tonnes.

DEVON WASTE EDUCATORS

Our team visited over 160 schools, working with more than 9000 pupils, with 99% of teachers rating workshops ‘good’ or ‘excellent’. War on Waste - a project working with schools on integrated approaches to waste and re-use – launched with workshops on marine litter and the circular economy, complementing a first ever teacher training event delivered in partnership with Devon County Council and Eco Schools.

WASTE AND RECYCLING, DEVON

The Waste and Recycling team visited over 18,000 homes and businesses. Providing over 2600 people with recycling containers and advising over 7,000 on how to recycle soft plastics and use the food waste service.

WORCESTERSHIRE LET’S WASTE LESS

A growing number of volunteers attended 16 events across Worcestershire, speaking to over 400 people and extended that reach via social media and a variety of mass communications.

GLOUCESTERSHIRE REAL NAPPY PROJECT

Recognised by Nappy Alliance as a leading UK project, our team supported 316 parents get funding to start using reusable nappies, reaching over 136,000 via social media and in person events.

COMMUNITY REPAINT IN NUMBERS

387,748 LITRES

of leftover, reusable paint was collected by schemes in 2021

255,785 LITRES

of leftover, reusable paint was redistributed by schemes in 2021

100,000 LITRES

(approx) of ReColour remanufactured paint produced in 2021

176,801 LIVES

brightened through individual and group sales



1,047,017 KILOS

of carbon emissions saved by reusing leftover paint



Resource Futures conducted a detailed analysis of over 10 tonnes of food waste from 1,800 households classified into nearly 500 different categories, resulting in over 55,000 individual food waste records.

EVIDENCE

Resource Futures works with national and local Government, waste management companies and commercial brand owners to supply robust waste composition data to inform decision-making in business and maximum impact for UK policies on EPR reform, collection consistency and DRS. In 2021 our Evidence Team secured their place as the premium service provider in on waste composition data gathering work. Our analysts hand sorted and categorised 221.5 tonnes of waste and recycling from at least 8,380 households.

NATIONAL STUDY QUANTIFYING HOUSEHOLD FOOD WASTE

Around a third of UK household waste is food, generating CO₂ emissions equivalent to 10 million cars¹. In 2021 Resource Futures was commissioned by WRAP to update the national food waste data set for England and Wales. Over 55,000 items of food waste were catalogued. Results will be used to update WRAP's Household Food and Drink Waste in the UK report.

Believed to be the largest study of its kind, it provides detailed insight into food waste, generation patterns, and household behaviours. It will be a benchmark for food waste reduction strategy, target setting, communications and policy making for the next decade.

ANALYSIS OF FLEXIBLE AND RIGID PLASTIC IN EUROPEAN WASTE STREAMS FOR CEFLEX

Plastics remain a material in the headlines and the focus of attention of policy makers globally. The Evidence Team continued to work with The Circular Economy for Flexible

Packaging (CEFLEX) to fill in the gaps on the types and forms of plastic packaging across Europe.

Resource Futures designed the study approach and worked with a partner to conduct analysis in Germany and the Netherlands, undertaking detailed analysis by polymer (using mobile near infrared technology) of flexible and rigid plastic packaging.

The research will support CEFLEX towards their mission of circular flexible packaging by 2025. The detail within the data will also be used by CEFLEX to inform their discussions with European policy makers.

MAXIMISING RECYCLING IN PURPOSE-BUILT FLATS

Resource Futures conducted a compositional analysis of residual waste, recycling, textiles, and food waste from four Lambeth estates for ReLondon. Funded through [Ecosurety's 2020 Exploration Fund](#), the work trialled new interventions and infrastructure to improve recycling rates in flats. In one of the trials, the recycling rate doubled. Findings of the work will be shared across London and the UK to enhance recycling performance across purpose-built flats and estates in the UK and beyond.

¹ WRAP - Estimated 25 million tonnes CO₂e – equivalent to c.5% of UK territorial emissions.

GLOBAL POLICY

Resource Futures is at the forefront of work to assist low and middle-income economies, supporting governments and communities in Estonia, Ghana, Malawi, Zimbabwe, Sri Lanka, and across the world. This past year we have worked in partnership with the World Bank and United Nations to drive forward action on two key issues that are central to tackling waste and the transition to a circular economy: plastics pollution and the institutions and capacities that are essential for sustainable resource management.

TACKLING PLASTIC POLLUTION WITH EVIDENCE-BASED STRATEGIES

Resource Futures has helped governments adopt effective policies and interventions to tackle plastics pollution, supporting or undertaking plastic waste inventories to provide the data and analysis needed to map the specific local context (including the informal sector), needs, and hotspots.

As part of our work for the Secretariat of the Basel, Rotterdam, and Stockholm Conventions (BRS), we trained over 130 people from 57 countries on the BRS plastic waste inventory toolkit, which we were commissioned to develop. We also started projects with the World Bank and MEP in the West Bank and Gaza, as well as in Freetown, Sierra Leone with IMC Worldwide.

ADDRESSING INSTITUTIONAL GAPS

Institutional factors, financing, policies, and regulation are also crucial to providing effective waste management. Without the correct institutions, effective policies and sustainable financing, waste is often unmanaged, leading to widespread pollution and public health impacts.

Resource Futures was chosen to work with the World Bank to develop [Bridging the Gap in Solid Waste Management](#), a publication exploring the gap often encountered in the sector – the discrepancy between the ambitions of national government for sustainable resource management and the capacity of local governments to deliver against them.

In 2022 the UN Environment Assembly committed to delivering a legally binding global treaty on plastic pollution.



“ Resource Futures supported us from ideation through to finished product. The project required deep understanding of commercial and environmental datasets, environmental law and best practice.

The final product allows our customers to interrogate data, analyse and forecast results, and extract insights specific to their business needs. Delivering value and actionable insight for years to come. ”

Will Ghali, CEO Ecosurety

UK POLICY

Resource Futures achieved a four-fold increase in the work we deliver on UK Policy topics in 2021, and in collaboration with key customers delivered cutting edge projects that have positive impacts for the environment across five key areas: digital deposit return schemes, packaging, digital innovation for joined-up decision making, fishing and aquaculture waste gear, and textiles.

DIGITAL INNOVATION

Deposit return schemes (DRS) are viewed as one of the leading policy interventions to address litter to improve recycling quantities and quality. Working at the forefront of this policy issue Resource Futures has explored the impact and feasibility of a digitally enabled DRS, examining its convenience and cost saving potential - [saving £3.4 billion pounds](#) over 11 years, should it utilise existing waste infrastructure and services.

Our latest report, soon to be published by Welsh Government, provides clarity on end-to-end designs, assesses the market readiness of digital DRS solutions, and addresses key knowledge gaps in our understanding of whether digital DRS can deliver on policy objectives and key benefits.

In other areas of digital innovation, we supported Ecosurety, a large producer compliance scheme, to develop a state-of-the-art data analysis and visualisation tool that allows companies to forecast compliance costs, and make joined-up decisions to reduce costs and environmental impact at the same time.

MARINE LITTER

Our work on the impacts of marine litter from fishing and aquaculture gear has gone from strength to strength, with

Resource Futures now the leading UK consultancy specialising in this work. Culminating in a major study for departments of all four UK governments (Defra, DAERA, Welsh Government and Marine Scotland) we took a holistic, circular economy approach to assessing the problem and potential policy solutions. [Six reports](#) were published by Defra alongside our [self-published guide](#) for other nations.

SUSTAINABLE TEXTILES

This year also saw the launch of [Textiles 2030](#) and Resource Futures played a key role in refining WRAP's Footprint Tool, which measures the environmental impact of textiles products by estimating the waste, carbon, and water impacts of producers. The tool enables businesses to understand and assess their environmental impact and identify actions to reduce them.

THOUGHT LEADERSHIP

Our UK Policy team has also provided thought leadership on systemic change and the intersection of environmental and social issues, with articles including [Radical policies to \(finally\) enable the circular economy](#), [Climate justice and global waste](#), [Teamwork makes the sustainable fashion dream work](#), and [Tackling single-use and social stigma in period management](#).

WASTE SERVICES OPTIMISATION

Our Waste Services Optimisation team are experts on modelling and supporting service changes, developing new waste management strategies and delivering contract procurement exercises.

To support this, we provide benchmarking of existing services, undertake options appraisals and deliver public consultation and stakeholder engagement activities, predominantly to UK local authorities.

The last 12 months has seen national legislative and policy requirements emerge as the UK's Resources and Waste Strategy was made law through the Environment Act 2021 – and Resource Futures is providing vital technical support to authorities seeking to understand and plan for the impacts of these changes on waste services.

WRITING NEW WASTE MANAGEMENT STRATEGIES

We developed new waste management strategies for local authorities, setting out a roadmap to achieve new legislative requirements, including new recycling rate targets and climate emergency targets (in relation to carbon reduction) over the next 15 years.

PROCURING WASTE SERVICES

This year Resource Futures assisted a local authority in identifying a new suitable food waste treatment facility and wrote a draft specification to enable a food waste treatment tender to be undertaken. We also supported in the design and build of a new food waste transfer station and site re-design for another authority.

SUPPORTING LOCAL AUTHORITIES TO DESIGN A FUTURE PROOF WASTE COLLECTION SERVICE

Resource Futures work in collaboration with authorities to build cost effective, high performing services. In 2021 we supported local authorities to assess their current and future waste service delivery options, including frequency changes and size of receptacle for residual waste, changing the collection profile of dry recycling collections, adding food waste collections to the kerbside service and modelling free garden waste collections.

IN 2021 RESOURCE FUTURES HELPED LOCAL AUTHORITIES IDENTIFY:

**OVER £4.6
MILLION**

combined annual
cost savings

**OVER 16,500
TONNES**

of residual waste diverted
to recycling or minimised

**8,000
TONNES**

of food waste
diverted for recycling

**NEARLY
10,000 TONNES**

CO2e saving



“ We tasked Resource Futures with revising and writing a new waste strategy for Herefordshire Council. They quickly understood our requirements, engaging a range of stakeholders to agree strategic principles, enabling us to set ambitious new strategic goals and transforming our service for the future. It's a strategy we've now successfully adopted, and we are delighted to be implementing. ”

Joni Hughes, Head of Chief Executives Office,
Herefordshire Council

OUR PEOPLE

What does working for Resource Futures mean to our employees?



**CAROLINE BEARDKINS,
HR MANAGER**

“ The way the team at Resource Futures work for a more sustainable future is evident in everything we do – from the dedicated and committed approach to our projects, to the obsessive focus on recycling everything in the office space. There is real care and attention in everything we do, and a common purpose. ”



**IAN ALLISON, MARKETING &
COMMUNICATIONS MANAGER**

“ I’ve worked in the sustainability sector for many years and Resource Futures is different. Because we’re non-profit distributing and employee-owned, our staff are invested in our outcomes and have a voice. It’s a combination that improves employee participation and performance. ”



**NATASHA WILCOX,
JUNIOR CONSULTANT**

“ It’s refreshing to be part of an employee owned, non-profit distributing business as I know the profits are being reinvested into the company. The work we do is meaningful and this is what motivates me every day. ”



**LUCY HAGUE,
GLOUCESTERSHIRE REAL
NAPPY ADVISOR**

“ Working at Resource Futures is brilliant because I feel like I’m helping people make a real, tangible difference in the amount of waste they produce. I also love working for a B Corp because success is not just defined by profits. ”



**SALLY SCHOLEFIELD,
COMMUNICATIONS
CONSULTANT**

“ We are a ‘can-do’, light touch company with an increasingly big impact. We don’t blow our own trumpet, but we do walk the talk. ”



**HELEN VINES, CAG DEVON
PROJECT MANAGER**

“ All our community groups are focussed on making planet and place better through waste reduction – be it reuse, repair, reduce, or recycle. It’s inspiring to see their achievements and I’m fortunate to support groups set up and grow in ambition and impact. ”



**KATIE REID,
JUNIOR CONSULTANT**

“ I enjoy working at Resource Futures because I can work on projects that will have impact and contribute to a more sustainable future. It is great to work at a company that practices what it preaches. Being part of the B-Corp community, Resource Futures prioritises purpose over profit which was something I looked for when searching. ”



DAVID LERPINIERE, DIRECTOR

“ Our non-profit distributing status is liberating. We don’t have shareholders we need to keep happy. Ultimately the company is accountable to the employees, who effectively own the organisation. It means we can focus on maximising our positive impact, investing in our people and having fun in what we do! ”



LOOKING AHEAD

This report serves not only to demonstrate our impact as a B Corp but to bring transparency in areas we can improve. Here we set out the actions we are committed to taking to bring about that change.

OUR PEOPLE

We will continue to support our people's wellbeing, including introducing mental health first aiders. We will survey and publicly report on staff satisfaction.

OUR IMPACT

2022 will see us benchmark our impact using key performance indicators. We will also retain our high scoring B Corp accreditation.

OUR QUALITY

We are committed to developing and retaining talent and to supporting the learning and development of our people. Enabling them to grow with, and enjoy working for, Resource Futures.

OUR GROWTH

All workstreams have challenging but achievable growth plans for 2022 aimed at securing financial sustainability, coupled with maximising the impact of our work and contributing to creating a sustainable world.

Find out more at resourcefutures.co.uk

[Sign up to our newsletter](#) to receive insights on resources, waste, the circular economy and related behaviour change.



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