



## Zero Waste Bulk Foods

### THE COMPANY

**Zero Waste Bulk Foods (ZWB)** was set up to eradicate unnecessary single-use packaging. They deliver groceries in packaging which customers return to be washed, refilled and used again. With circular thinking at their core, they're tackling packaging pollution head-on. In the medium/long term, they also believe this is the solution to reaching net zero too.

### AT A GLANCE

£ £100-250k revenue

2-10 employees

Retail

London Borough of Hackney

CO<sub>2</sub>e 1.8 tonnes CO<sub>2</sub>e in 2022

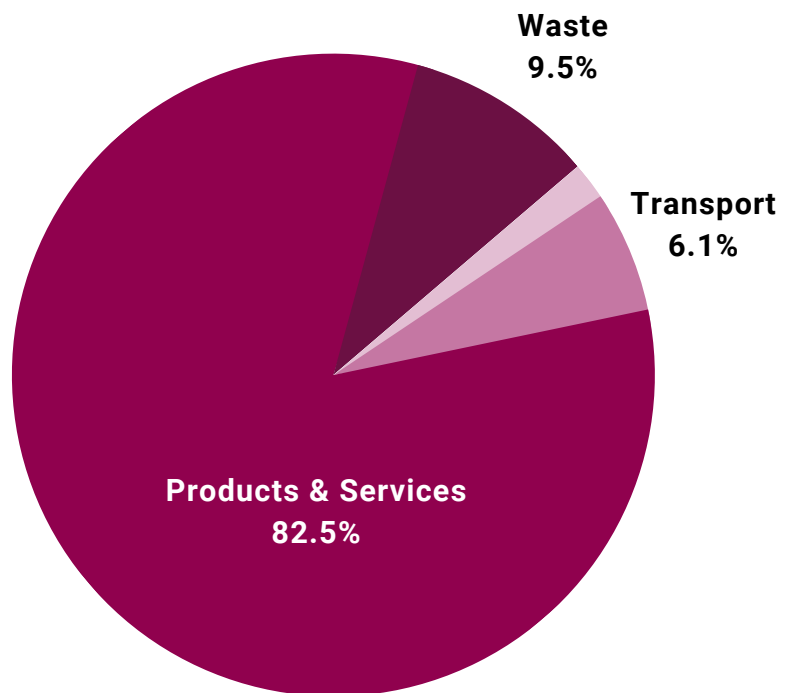


"Despite best intentions, as a small, fast-growing, bootstrapped business we are operating with blind spots. The Better Futures+ team have enabled us to incorporate clear carbon calculations into our business, which is already influencing our work today"

**MITCHELL PLATT**  
Owner and CEO of ZWB

### CHALLENGES

ZWB's baseline carbon footprint in 2022 was **1.8 tonnes CO<sub>2</sub>e**, which is equivalent to the emissions from burning 2,016 pounds of coal. The largest part of the carbon footprint (58%) comes from services.



ZWB's carbon footprint for 2022 (Source: Climate Essentials)

### SUPPORT PROVIDED

ZWB attended one webinar and the packaging hackathon, in which they received bespoke support to develop their packaging. They also received 16 hours of individual support in the form of research about the footprint of some of their products.

# Zero Waste Bulk Foods CHANGES

## Packaging

Packaging is a main area of focus for ZWBF, who approach their constant development with a 'work in progress' mindset. At the inception of the business, ZWBF saved 95% of their packaging from landfill acquiring it from another grocer that was closing down.



*Mitch participating in our Packaging Hackathon*

The brand is currently working on improving their packaging for all ranges of products. They attended a packaging hackathon organised by Better Futures+ in partnership with Co-Innovate, Brunel University, and 4iP Council, where they received bespoke support to redesign their packaging and protect their intellectual property. They are currently rethinking the design of their hemp and cotton bags, which they use to pack their dry goods, and are working with a designer to develop a new pack that has a lower impact on the environment. It was estimated the new packs will be 200g CO2e lighter per bag to manufacture. They will also be more durable and easier to wash to ensure lower CO2e than single-use packaging in the least possible time.

## Operations

ZWBF's mission is 'to deliver fine food in reusable packaging that is simple to return'. They only sell organic produce which is local when possible, whilst also working with farmers and growers around the world that provide part of their products. They operate in a closed loop system in which the food is sent in packaging that customers return using pre-paid post.



*ZWBF's owner Mitch participating in our Packaging Hackathon*

## Communication

Following their 'work in progress' mindset, ZWBF communicate very transparently with their community of highly engaged customers. The company runs a bi-weekly newsletter and a blog on their website, where they share company updates and sustainable tips and ideas, as well as educate readers on issues such as plastic pollution and the circular economy. In their process to develop their packaging, the brand has engaged with its customers to make them part of the decision-making process through polls and surveys where they register their interests and priorities. Furthermore, Better Futures+ measured the carbon footprint of ZWBF's top 10 best-sellers so that they could pilot showcasing them on their website to see if client engagement would be impacted. They are now looking to certify the carbon footprint of their products.

## COMMITMENT

Zero Waste Bulk Foods has committed to reach Net Zero by 2027.