



**Impact Report  
8th Edition**



# do one good thing

When I get asked to write the introduction to our impact report, I sit down and look at all the great things we've achieved over the last 12 months - how many communities we've supported with access to safe, clean water; how many lives we've changed; what we've done to reduce our carbon footprint; initiatives around material improvements; our B Corp score; how the team are doing and initiatives to support them. All of these great things we have done, as we always have and always will do. It's our 'Do One Good Thing' mantra, delivered across all aspects of what we do.

However, we find ourselves in the middle of a relentless geopolitical storm which is working against our mission. Following the ending of USAID funding to developing countries, the UK joined in by reducing its overseas aid budget from 0.5 to 0.3% of GDP. Add to that the news of aid being frequently blocked from entering war torn areas like Ukraine and Gaza, and climate science again confirming the hard truths we are facing; 2024 was the warmest year on record and the first year with a global mean temperature of more than 1.5°C above the pre-industrial average.

EPR - an existential threat to small business, particularly those using glass in their products, seems to have become a legislative nightmare which no one can control and threatens yet more pressures on businesses just getting back on their feet since the Covid pandemic and high global inflation.

So where does it end, and what good can we find in any of this. Despite the gloom and instability, our work remains focussed on getting water to those that need it, in the most sustainable way we can. When we started out, one billion people didn't have access to clean water. That number (depending on what statistic you choose to follow), is down to 703 million.



Duncan with Ann Njeri.

[Click here](#) to watch the story of One.

When you look at the world and its problems, it's overwhelming, but we always focus on changing lives, one person, one day at a time. And that, as we say, is doing a good thing. Throughout this impact report and across our product range you will notice our exciting brand refresh which shines a spotlight on this message and shows people what we are all about. We hope this will help consumers to make the right choice, so that they can also **Do One Good Thing**.

**Duncan Goose**  
Founder and CEO  
One Water & The One Foundation

#DoOneGoodThing



The One team sporting new Do One Good Thing merch

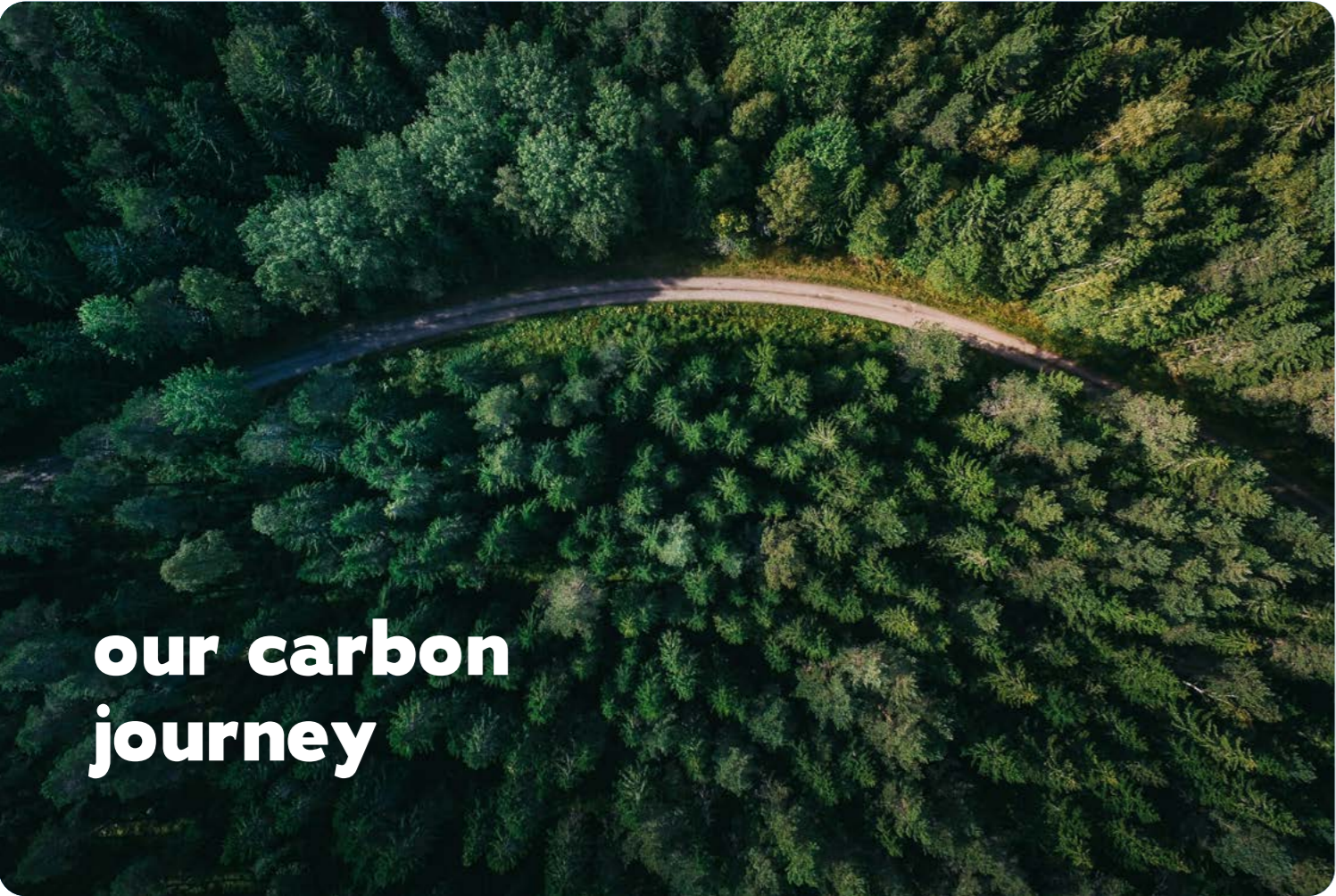
## 10 years as a B Corp

- At One, we believe business should be a force for good. We were one of the founding UK B Corps back in 2015, and 10 years on, we are proud to maintain our status as a B Corp.
- We use B Corp as a framework to keep us accountable on our sustainability journey while constantly striving for the highest standards of social and environmental performance and transparency.
- We are currently the highest scoring B Corp in the UK soft drinks category and we are excited to re-certify this year!

## Living Wage Foundation

- People are at the heart of what we do, from those we support with life-changing water and sanitation projects via The One Foundation, to our staff in the UK who make it all possible.
- We are therefore proud to have been accredited as a Living Wage Employer by the Living Wage Foundation.





# our carbon journey

We live in an uncertain world, and what is considered the best approach to sustainability is constantly evolving. At One, we prioritise being transparent on our journey and we always strive to do the right thing.

With the goal of limiting global warming to 1.5°C above pre-industrial levels in line with the Paris Agreement, the SBTi states that the use of carbon credits should be limited to neutralising residual emissions and not represent progress towards net zero targets. With this in mind, we have made the decision to stop buying carbon credits and instead have redirected funds to focus on an absolute emissions reduction programme aligned with the SBTi framework.

So, for the first time since 2010, we are no longer certified carbon neutral, but we are working harder than ever to decarbonise our operations. The majority of our emissions are scope 3, meaning that collaboration with our supply chain is fundamental to our decarbonisation journey.

Whilst we work on reducing emissions per unit across our product range, it should be noted that, in the short term at least, our total emissions are likely to increase - such is the nature of a growing business.

To keep us accountable, we have set emissions reduction targets and we will report on progress towards these targets annually. We are in the process of aligning these targets with the SBTi. We are striving to eliminate scope 1 and 2 emissions by 2030, and are committed to monitoring and reducing our scope 3 emissions to reach net zero.



2010

## Carbon Neutral Company

In 2010 we became a certified carbon neutral company by offsetting our operational emissions via carbon credits through Climate Impact Partners.

2018

## Certified Carbon Neutral Products

In 2018 we increased our investment in offsetting projects through Climate Impact Partners to compensate for emissions associated with our products, making us carbon neutral from scope 1-3.

2023

## Shifting the approach

In 2023, we made the decision to refocus our strategy on absolute emissions reduction in line with the guidance set by SBTi for corporate net zero.

2030

## Near-term target

We have set a target to eliminate our scope 1 and 2 emissions by 2030, from a baseline year of 2022.

## And beyond...net zero

We have also set net zero targets so we are working to decarbonise across scope 1-3. The SBTi states that this can be no later than 2050, but we are striving to reach net zero much earlier than that.



Office 100% green energy



Supply partners use up to 100% green energy\*



Ethical freight with B Corp partner

*\* all of our suppliers use renewable energy, from 15 to 100% of total energy use. We work with suppliers to increase renewable energy generation where possible*



## packaging

Different packaging formats fulfil different criteria when it comes to sustainability. We want our customers to be able to choose what is best for them based on their own sustainability goals, whether it be increasing circularity or reducing their carbon footprint.

All of our products remain 100% recyclable, and are made from as much recycled content as possible. Our rPET bottles are made from 100% recycled material, as well as our aluminium bottles which also contribute to a circular economy.

Our cans are made of 51% recycled content, glass 40%, and cartons are made of 83% renewable raw materials including sustainable paperboard and a bio-based plastic cap made from sugar cane. We are striving for 100% recycled or renewable content for each of our products.

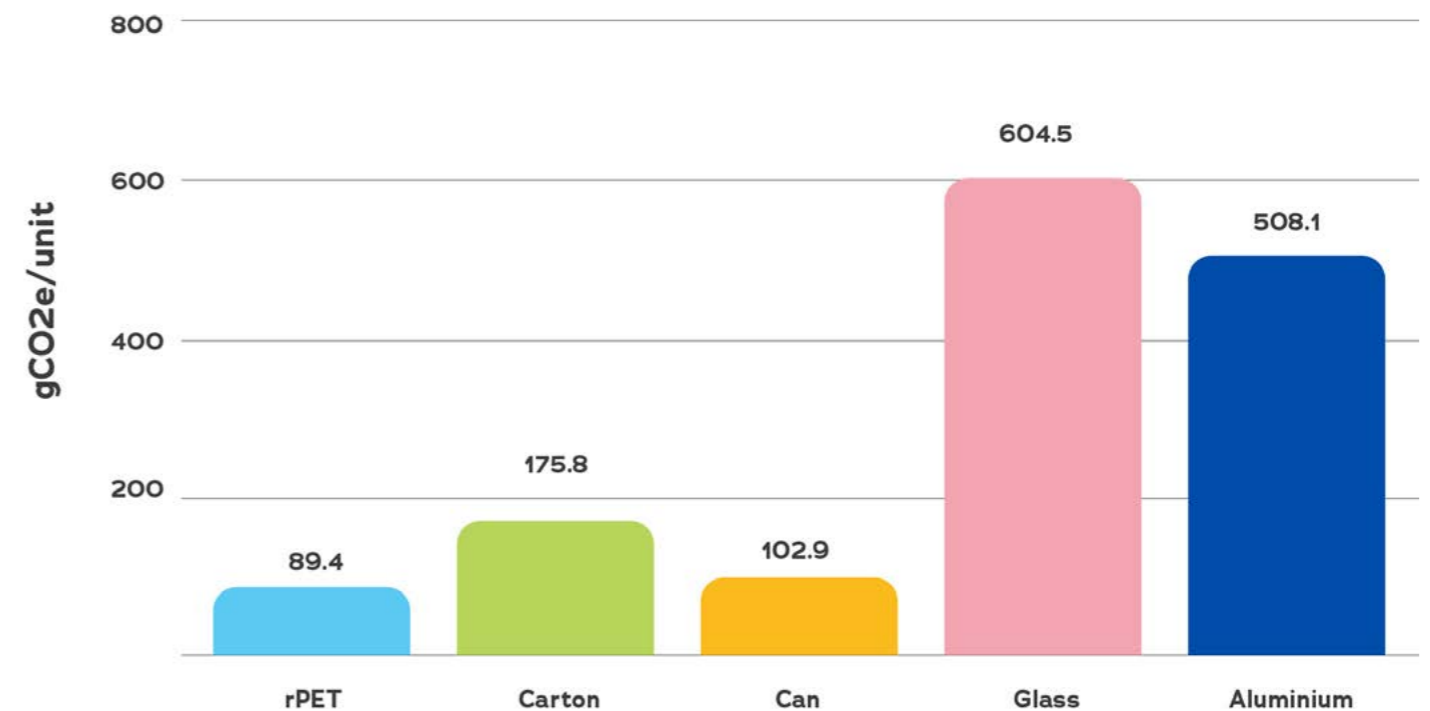
Glass is the most carbon intensive product in our portfolio, so this year we are focussed on lightweighting our glass which will make significant energy and CO<sub>2</sub>e savings.

By reducing the carbon footprint of each unit that we produce, we can reduce our carbon intensity as part



of our journey to net zero emissions. There is always room for improvement, and we are also striving to increase the recycled content in our secondary packaging while ensuring it is still fit for purpose.

We will always endeavour to do our best for people and the environment. Our perspective is that if you have to buy bottled water, buy one that will help change lives and be a little bit kinder to the planet.





*Tree nursery, Chidyali*

## the tree project

While we decarbonise, we are also investing in nature-based projects that support climate resilience and the communities which are most vulnerable to the impacts of climate change.

Malawi has the highest rate of deforestation in southern Africa, losing trees at a rate of one football pitch every 10 minutes. Estimates suggest that at the current rate of deforestation, there will be no trees in Malawi by 2079 (Lilongwe Wildlife Trust, 2019).

We are proud to be supporting The Tree Project, Malawi, which plants and protects trees within the 55km<sup>2</sup> watershed area of Nasundu river and at-risk areas within Blantyre Rural and Chikwawa regions.

This programme works with farmers in rural communities to plant trees of varying species depending on their individual needs and the local ecological conditions. The farmers receive training in improved water catchment management and in developing personally tailored micro-forests, from seedlings to maturity, with benefits from nutrition and soil fertility to improved livelihoods and more.

Through this process, local communities are increasing their resilience against the impacts of climate change: the trees reduce terrestrial runoff, flash flooding, and riverbank erosion which lead to housing and infrastructure collapse and accelerate the spread of disease. Tree planting also slows down biodiversity loss, offers carbon sequestration, and lessens the risk of drought by keeping water in the ground.

Every month, we have a video call with the team on the ground in Malawi to discuss what progress has been made and what positive impacts have been felt as well as any challenges.



*Quick-growing papaya trees offer a high yield*



*Hands-on community training*



*Natural, low-cost fertilisers increase crop yield*



# The One Foundation

Despite significant progress over the past few decades, millions of people continue to face inadequate access to essential WASH resources. In 2024, The One Foundation reached the milestone of over £30 million raised to support sustainable WASH services, positively impacting more than 5 million lives since we started.

Last year our funding supported a range of programmes across Kenya, Malawi, Rwanda, and Ghana, including the construction and repair of piped water and sewer systems, installation of household connections, and the repair of broken water points. Additionally, our funds are helping to strengthen water systems by building capacity with government bodies, utilities, and communities to ensure long-term sustainability. Emergency funding was also deployed to support WASH services in the conflict zones of Ukraine and Gaza.

The One Foundation funds projects in areas which have historically contributed the least to climate change globally, yet are now experiencing its most acute impacts, so incorporating climate resilience into the projects is a key part of all interventions.



*Solar pump storage tanks, Chikwawa Secondary School*



*Toilet block, Chikwawa Secondary School*



*Solar pumped water for district clinic, Thyolo*

