

do one good thing®

Certified B® Corporation

Impact Report
9th Edition

do one good thing



Welcome to our 9th impact report! As Sustainability Manager at One, I am delighted to gather both our big sustainability milestones and our little wins from the past year into this report. From our new, world leading B Corp score (read more on page 4), to reducing our carbon intensity and supporting essential tree planting in Malawi, we have a lot to be proud of over the last 12 months.

Our impact report celebrates the work of each and every member of the One family - we are a small team and everyone plays their part in generating the positive impact we strive to have on society and the environment.

As our manifesto proclaims, we are here to do the right thing - not just the convenient thing, so we will continue to use the resources we have to maximise positive impact. I hope you enjoy reading about our progress.

Kitty

Kitty Roberts, Sustainability Manager



a message from our founder

This year's report captures something we think matters more than ever: not just what we've achieved, but what it really costs to try to do things properly rather than in a tokenistic way.

From the investment behind our impact model to the realities of compliance and sustainability, we continue to believe that doing good should be measured with the same rigour as financial performance.

There's plenty in here to be exceptionally proud of. This report reflects the day-to-day efforts of a passionate team making consistently better decisions - often harder ones, especially in today's economic climate.

As Kitty says, there is more to do and we remain committed to improving how we operate and the impact we create, year after year.

Duncan

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

Cover image: a flood-proof handpump in use in Mulanje, Malawi, funded by The One Foundation

our impact at a glance

In 2025, we made our biggest investment yet into creating a positive impact on people and the planet, both here in the UK and across sub-Saharan Africa.

The majority of these funds fueled our core mission: raising money for The One Foundation, which supports the delivery of sustainable water, sanitation and hygiene projects to transform the most vulnerable communities.

Beyond this, we have invested in increasing the sustainability of our business operations, from tracking our products' carbon footprints, to supporting the improvement of national recycling infrastructure, to compliance with new packaging taxes.

Our investment figures represent a commitment to meaningful change. However, beyond the data, it is the personal stories of the individuals and communities we work with which matter most. Read some of their stories on pages 10 and 13.

Here is an overview of all our investment in doing good in 2025 and crucially, the impact of these funds.

Investment in Good

Supporting communities

£505,000
donated to The One Foundation

Supporting the planet

£2,000
reforestation in Malawi

£5,500
carbon data collection

Business integrity

£106,000
EPR & PRN compliance

£4,515
accreditation fees



Impact

35,762*
people given access to clean water and sanitation services

1,600
trees planted in Malawi

25%
reduction in carbon intensity (per litre) since 2023

333 tonnes
of recycled material used in packaging

*Total projected beneficiaries on project completion as reported by our partners; these numbers can change when we receive updates from the field.

Cover image credit: www.bristol.productions

accountability in action

These are the certifications which verify our commitment to people and the planet, and awards we are proud to have won.

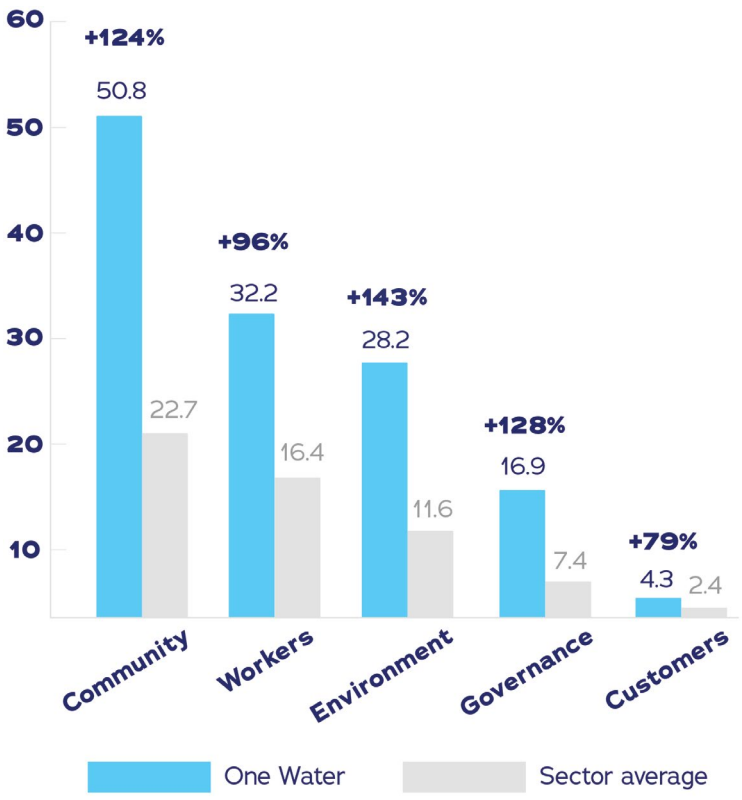
World's highest-scoring B Corp soft drink

In July 2025 we completed our B Corp recertification and achieved a huge score of 132.6.

This makes us the highest scoring B Corp soft drinks brand in the world! We outperformed the sector across all of the impact areas measured, reflecting our commitment to doing good across all aspects of our business.

We are now in our 11th year as a B Corp and we look forward to our next recertification under the updated B Lab standards in 2028. These new standards are raising the bar for accountability and mandating more evidence-based action across a wider range of social and environmental impact areas. We welcome this new rigour and we are ready to rise to challenge.

Here's how we scored across each impact area and how much we outperformed the sector:





It's been another year certified by the Living Wage Foundation as a living wage employer. Our employees are the beating heart of our business, so we are proud to uphold this certification.

WE SUPPORT

We are signatories to the United Nations Global Compact, the world's largest voluntary corporate sustainability initiative.

It starts with a CEO commitment to align our business with ten universally accepted principles in areas such as human rights and the environment, but everyone plays a role in implementing these principles into daily operations and we report on our progress annually.

The framework also encourages us to take action in support of the Sustainable Development Goals (SDGs). Our particular focus is delivering goals 6, 12 and 13:

6 CLEAN WATER AND SANITATION

This is our core mission. Over the last 20 years, The One Foundation has raised £30 million and reached 5 million people with access to clean water and sanitation.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Our product range uses an average of 74% recycled or renewable raw materials and all products are 100% recyclable. We offer multiple formats and support circularity through EPR.

13 CLIMATE ACTION

We are working closely with our supply chain to decarbonise. The One Foundation supports climate resilience projects in areas extremely vulnerable to climate change.



Cotswold Fayre Sustainable Supplier of the Year 2025

In 2025 we were recognised by one of our customers, fellow B Corp Cotswold Fayre, for our commitment to carbon reduction, sustainable packaging, and scaling impact through The One Foundation, earning us the title of Sustainable Supplier of the Year 2025!

We are proud to work with a customer that truly champions sustainability and positive impact, and we were honoured to win this award.


one
TM
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SPARKLING
WATER

reducing our carbon footprint

Reducing greenhouse gas emissions throughout our value chain remains one of our priorities. It is a complicated process, especially for a growing business, but we are committed to transparency and continuous improvement.

Why does it matter?

We are taking meaningful action on our carbon footprint because the planet needs us to.

Increasing greenhouse gas emissions are causing global warming and every fraction of a degree of warming matters.

We might be small, but we are doing everything we can to reduce our environmental impact, and hopefully inspire others to do the same.

Below is a simplified look at our value chain.



Scope 1 and 2

We don't have any Scope 1 emissions and we are working to reduce our Scope 2 emissions (indirect emissions from purchased electricity). The Greenhouse Gas Protocol recommends that companies take a dual approach when it comes to reporting emissions from purchased electricity, using both the location-based and market-based approach.

Our Scope 2 emissions (April 2025 - April 2026)

Location based (tCO2e) 1.14

Based on the average emissions of the grid where we consume energy, calculated using 2025 UK electricity grid conversion factors.

These emissions make up a very small proportion of our overall footprint.

Market based (tCO2e) 0

We are subscribed to a green energy tariff backed up by Renewable Energy Guarantees of Origin (REGOs). These tariffs are an important tool to support the energy transition by incentivising the development of renewable energy projects across the UK.

The REGO certifies that for the amount of electricity we used, the equivalent amount was generated by renewable sources.

Scope 3

The majority of our emissions sit within scope 3, covering our suppliers, products, and customers. Tracking upstream and downstream emissions requires collaboration with the entire value chain, which is why we always try to partner with suppliers who share our commitment to sustainability.

We have been working with our carbon consultants for 6 years now and we recently collaborated on an updated carbon footprint for each of our products, highlighting where we have made efficiencies in our supply chain and where we still have work to do. This data is the most accurate data we have ever collected due to the amount of supplier-specific primary data fed into the modelling, reducing reliance on secondary data and industry averages. This high quality data provides a valuable benchmark to track our progress going forward.

The results of this latest audit demonstrate significant progress in reducing our carbon intensity.

Our carbon footprint (per unit) has decreased by an average of 25% since our last data collection in 2023

It is worth noting that as our sales have increased (great news for donations to The One Foundation), our overall Scope 3 carbon footprint has increased, so focusing on a carbon intensity metric (emissions per unit) is the best way to track the impact of changes to our supply chain.

There are multiple reasons for the changes in product data, some of which are within our direct control and some of which are not. For example, all of our products have always been 100% recyclable, but disposal emissions have decreased primarily due to updates to the UK Government waste emission factors thanks to advances in waste management and recycling infrastructure.

We have also made some key changes to our supply chain in the name of sustainability which have brought down product carbon footprints. These include moving bottlers to reduce the distance our products travel, changing packaging specifications for our cartons, increasing the recycled material content in our cans and lightweighting our glass.

Simpler Recycling

Simpler Recycling legislation introduced in April 2026 has standardised recycling collections across England. It means that our cartons are now accepted at kerbside in the mixed recycling by all councils in England, leading to improved recycling rates and circularity.



The cradle to grave carbon footprint of each of our still products per unit, measured in gCO2e per unit



A breakdown of the data

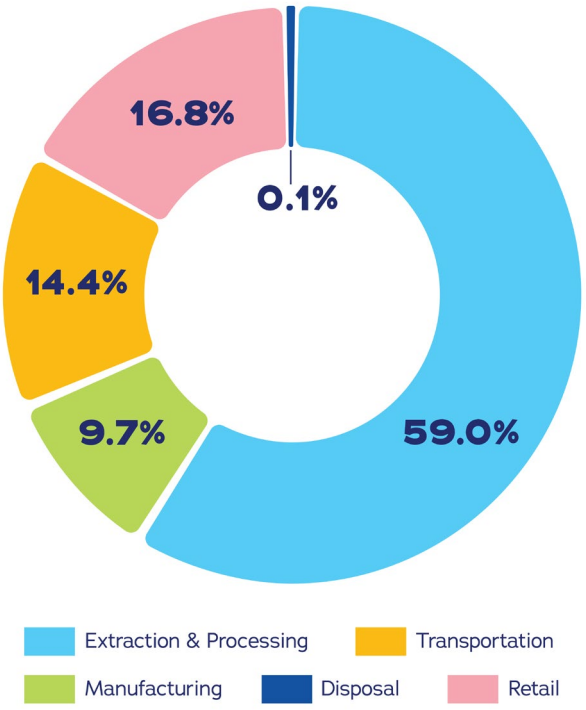
The data looks at the full life cycle of each product from cradle to grave, taking into account extraction and processing of the raw materials, manufacturing and storage, transportation, retail and disposal.

A full life cycle assessment of each product is invaluable as it demonstrates at what stage of life our products have their largest environmental impact and it explains why different brands may have different data for the same format.

For example, if you look at only embodied emissions in the raw materials, our cartons actually have the lowest carbon footprint of our range. However, when you take into account where our bottling takes place, how that process is powered and even where our customers for that product are based, the overall product footprint increases beyond that of PET or aluminium cans.

To the right is the emissions profile of our best selling 100% recycled PET bottle.

Since 2020, this product's carbon intensity has decreased by almost 30%.



the tree project

We continue to support the incredible work of the Tree Project in Blantyre Rural, Malawi. The impacts of climate change continue to disproportionately affect the country, so protecting and planting trees is a vital tool to reduce the risk of flooding, landslides and drought. Working with smallholder farmers and their communities, the project empowers those it works with to restore their land, increasing climate resilience and helping to build sustainable income. This project goes hand in hand with the provision of safe, clean water by maintaining a stable water cycle and protecting water delivery infrastructure.

Linda Sailesi is one of the individuals working with the Tree Project. Linda is a single mother of three from Msakaniza Village. Since she started working with the tree project four years ago she has planted more than 400 trees on her land and developed skills in tree nursery management, agroforestry and orchard development.

Today, Linda manages her trees using coppicing (cutting a tree down to ground level to allow new shoots to spring up from the base, encouraging regeneration and a consistent wood supply), allowing her to produce firewood sustainably while reducing the time she once spent collecting fuel. The time saved has enabled her to run a small business selling women's clothing, providing an additional source of income for her household.

Linda has planted agroforestry species such as Gliricidia and Nsangu which help restore soil fertility on her farm. Their leaves are used to produce compost for crops, improving yields and strengthening the resilience of her farm. Linda has also planted more than 60 fruit trees and has begun generating income from selling papayas grown on her farm. She has also recently expanded her orchard by planting 15 different fruit species.

Through training and ongoing support from the Tree Project, Linda is building a diversified and sustainable livelihood, combining tree crops, farm production and small business activities, while strengthening her family's resilience to climate and economic challenges.



Linda Sailesi with her papaya and banana trees



Photo credits this page: The Tree Project



Tree saplings being looked after in the nursery before planting; Photo credit: www.bristol.productions

The One Foundation

Access to safe water, sanitation and hygiene remains one of the world's most pressing and unevenly distributed challenges. More than two billion people lack safely managed drinking water; nearly three and a half billion lack safely managed sanitation. Climate change is compounding what was already a crisis: more frequent floods, prolonged droughts and increasingly unpredictable rainfall are damaging infrastructure, displacing communities and undermining the agricultural systems that millions depend on for their livelihoods.

Last year, The One Foundation deployed £2.7 million across 15 programmes in Kenya, Ghana, Rwanda and Malawi, reaching over 100,000 people directly and 178,000 through wider programming activities. Their work continued to expand water and sewer networks, repair boreholes and water points, build sanitation facilities and strengthen the local utilities and communities that keep these systems running.

The Foundation also responded to urgent humanitarian crises in the Democratic Republic of Congo and South Sudan, where access to safe water became a matter of life and death. Partnerships were expanded this year to include Fresh Life (Kenya), whose container-based sanitation model serves dense urban communities, and Baseflow (Malawi), whose groundwater expertise is helping the Foundation strengthen water resource management.

2025 was an important year for the Foundation. They undertook a strategic review that set a renewed direction for their work. This new framework is organised around five pillars: programmes focused on improving access to water and sanitation; humanitarian responses; research, analysis and capacity development; innovation; and advocacy - with climate resilience woven throughout.

As The One Foundation looks toward its 20th anniversary in late 2026, this strategy reflects a more targeted focus that is grounded in the evidence that long lasting change requires both infrastructure and the systems to sustain it.



Flood-proof handpump in Mulanje, Malawi



A student using an outdoor tap at Juaso Methodist Primary School in Ashanti, Ghana



Construction of a simpliflied sewer system in Mukuru, Nairobi, Kenya



Flooding in Mulanje, Malawi. Climate change is increasing the frequency of these events.

Photo credits this page: www.bristol.productions except 2nd photo: Nyani Quarmyne



case study: Beatrice

Beatrice works at a health clinic in Asikuma, Ghana, which has been connected to a reliable water supply by NGO Safe Water Network, using funds donated by The One Foundation.

Beatrice is the Midwife Officer-in-Charge at Asikuma Community-Based Health Planning and Services (CHAPS) Clinic. It treats minor ailments, the weighing and welfare of children and provides family planning and antenatal services.

Before their connection to a mains water supply, the clinic had to rely on tricycle vendors, sourcing water from the town. There would often be long delays in getting the water to the clinic, if it ever arrived at all, so they would have to purchase expensive pure water sachets. Clean water is essential for the clinic's work.

Without access to safe water for drinking and daily activities, both staff and patients are at greater risk of illness. Now, things have changed since the clinic is connected to a reliable supply through Safe Water Network.



"It's better because water is now at our doorstep.. at any time we need it. We have water because we've stored it in the tank at the back of the building."

Beatrice Charity Aku Dushie, Midwife Officer-In-Charge, Asikuma

Photo credits this page: Nyani Quarmyne



Staff from our customers, Bidfood and OCS, visiting projects in Malawi that they have supported through sales of One Water

the news at one®

We love getting out and about to educate our customers and consumers about the complexities of sustainability.



Liverpool Hope University Sustainability Fair



Supporting recycling at Brentford FC's GTech Community Stadium



One team member grafting a tree in Malawi

carbon literacy accreditation

We have sponsored Carbon Literacy training for two additional team members this year to support the integration of sustainability across the business.

30% of our workforce are now certified as carbon literate, helping us to embed climate-conscious decision making into daily decisions across multiple functions.



'Thanks to the Carbon Literacy training, I feel much more confident making practical, lower impact decisions day-to-day and I've started building those considerations - as well as my pledges - into my work.' Arthur, Operations



Completing the Surrey Hills 5 Peaks challenge with our customer, World Duty Free, to raise money for The One Foundation

in the pipeline

We are excited to shortly be launching a partnership with the Severn Rivers Trust to collaborate on water stewardship. The project should kick off in the second half of 2026, so we will update you on progress in our next impact report. We are looking forward to making an impact on water quality, groundwater retention, and biodiversity in the Severn river catchment, where we abstract the majority of our bottled water.


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