



Supporting communities and scaling impact

**THE DIFFERENCE WE MADE
IN 2022**



In Our Nature

EVERYTHING MUST BE

MANCHESTER
WELCOMES



Contents

Hello	2
2022 in numbers	3
Sparking change and provoking debate	4
Scaling environmental impact	7
Supporting and connecting communities	10
Engaging with underrepresented communities	15
Finding and funding innovative solutions	18
Building a stronger organisation	20
Looking ahead	22
Our trophy cabinet	24



Hello

At Hubbub, our work has always been about inspiring people to take action. Three-quarters of adults in the UK are concerned about climate change, but often don't know where to start with doing something to help, or think environmental action's not for them. We're here to show how everyone can contribute to the solutions, whether that's putting more plants on their plate, donating an old smartphone or even setting up a Community Fridge.

As such, our primary impact is on people. Our work has myriad environmental benefits, from carbon reductions to improved air quality; enhanced biodiversity to less plastic in our waterways. But to tackle the issues we face at the scale and speed required, we believe that we need to get society on board. That's why our vision is a world where everyone makes choices that are good for the environment. We are building a movement of people who feel both willing and able to make a difference, every day.

2022 brought a new set of challenges, as citizens in the UK faced almost unprecedented pressures amid the cost-of-living crisis. As you'll read in these pages, this touched almost every project and partner. As our work has always been about bringing people together, and often about helping them save money, Hubbub was well placed to respond: supporting stronger, more resilient communities through projects ranging from our citywide climate project in Manchester, In Our Nature, to our Halloween food waste campaign, Eat Your Pumpkin. Last year we went further, adapting our charity's purpose and values to recognise that every environmental issue is also a social one, and that inclusivity must be at the heart of what we do.

It was also a year where we explored what 'scale' meant to us, and the different ways we can achieve it. In this report you'll read about projects that reached every corner of the UK, or became deeply embedded in a major city. You'll learn how we've helped major businesses scale what we've learned from our campaigns into their daily operations. And you'll see our continued commitment to sharing what we learn to enable others to accelerate their own impact, from broadening the audience for environmental campaigns to exploring how to bring the circular economy to life for food and drink packaging.

As I reflect on my first months leading the organisation, it's clear that Hubbub's remarkable breadth of work and depth of impact is only possible as a result of our numerous collaborations. In addition to our committed, talented team, we're lucky to count a huge range of funders, companies, statutory organisations and community groups as partners in our quest to inspire action that's good for the environment, and for everyone. These pages spotlight and celebrate their work, as well as our own. We look forward to building on our impact together. Thank you for your support.

Alex Robinson, CEO

2022 in numbers



602 partners

48 projects



£3 million awarded in grant funds to support 366 innovative projects and communities



Over 1 billion opportunities to see our campaigns via our media reach



Over 75 million opportunities to see through social media



Over 4 million people engaged to start thinking differently about an environmental issue



1,236,746 million people activated to change a behaviour, whether recycling a single use cup to using a reusable coffee cup, to getting growing, and cutting food waste



1,390 people transformed their lives, habits, or attitudes because of Hubbub's projects

Sparkling change and provoking debate

Our vision is a world where everyone makes choices that are good for the environment.

We believe that clever communication with mainstream appeal is a key catalyst for creating the appetite for widespread change and facilitating action. We use playful and positive communications to reach those not already engaged in environmental issues, sparking curiosity, new ideas and inspiring action.

In 2022, our core communications **reached over 13 million people, engaged over 890,000 people, and earned us over 10,000 new followers** throughout the year.

We were highly commended for the Drum's Social Media Awards 'Best Use of Instagram' category, alongside the likes of Ogilvy and Crocs. We've had our social media content shared organically by a variety of influential brands, media platforms and people, including **The Sun, the BBC, Stacey Solomon, Sadiq Khan, Richard Branson, Bunch and WaterBear.**

With our partner Co-op, we delivered the UK's **first ever live TV ad** showcasing the Community Fridge Network to millions during primetime Coronation Street on ITV. Hosted by Dermot O'Leary and Big Zuu, the ad showed first-hand how the fridges bring people together to eat, connect and learn new skills, while tackling food waste.

The celeb involvement didn't stop there!



For the ninth year running, we set about **squashing food waste at Halloween**, encouraging the public to 'Eat Your Pumpkin', reaching nearly 12 million people. The campaign, funded by the Starbucks 5p cup charge, was shared by celebrity chefs Jamie Oliver, Poppy Cooks and Tomas Straker, and in mainstream media, which led to over 60,000 visits to our website for tips and recipes. Community groups across the country rescued, cooked, and shared pumpkins, with 5,500 people taking part in events, saving over 5 tonnes of surplus food.



It wasn't just pumpkins that turned heads and shifted behaviours. We hit the ground running this year with more pop-up events and installations. Central Bristol saw its first pre-loved pop-up shop of electrical items as part of the Electric Avenue campaign. Aiming to inspire people to find value in unwanted tech, we partnered with Bristol Waste and Ecosurety, to safety-test and **redistribute over 300 items** which were collected from households in Bristol or donated directly to the reuse store.

We also shone a light on the most littered item in the world: cigarette butts. Our polling revealed that only one in four people know cigarette butts are made from plastic. With transport hubs prone to cigarette litter, we took to one of the UK's busiest stations, Stratford, to trial the #PlasticButts awareness campaign. A giant cigarette voting Ballot Bin, billboard ads and spoof newspapers grabbed attention to let people know what is really in their butt: plastic. Over five days, we **reached over 300,000 people on the ground and 250,000 people online**. From a small sample of 100 people polled on the ground, one in four were aware cigarettes contained plastic before the campaign (the same as our polling), changing to three in four being aware during the campaign.

In Manchester we've been testing what a city-wide multi-partner climate campaign can achieve using hooks like football, nature, and food to inspire action. 'In Our Nature' communications and an interactive installation have helped over 200,000 people save money, reduce energy bills, and make the most of their food. **Polling of 1,000 residents showed 39% had heard about the campaign and half of them feel part of a movement of people taking action on climate change in Manchester**. Over half of respondents said the campaign helped them understand what they can do to tackle climate change, and that it had inspired them to take action.

Ready

Steady

Save

Making the most of good food, it's #InOur

"I really value Hubbub's positive and creative approach to communication around climate change. Their interactive 'Ready, Steady, Save' installation helped to spark vital discussions around our food habits in an open and fun way, enabling us to reach wider and more diverse audiences."

- Amy Wright, Manchester Climate Change Agency

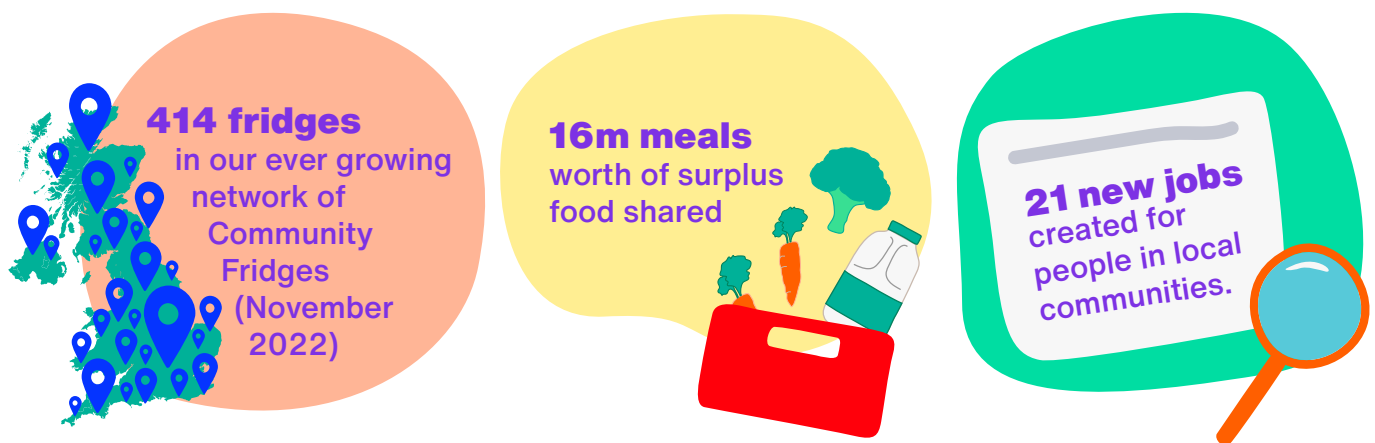


Scaling environmental impact

From cutting food waste to boosting recycling, we're building on successful elements of our trials, to create effective, scalable models which expand our environmental impact.

Food redistribution

Over the year, our **Community Fridge Network grew by a further 172 new fridges**, taking the total to 414 fridges (and growing). We estimate that the CFN has prevented over 6700 tonnes of food from going to waste. That's the same as **16 million meals** being redistributed over 1 million visits.



Food Connect, established in Milton Keynes, provides a reliable way of redistributing surplus food from stores to residents and organisations through a fleet of electric vans and e-cargo bikes. In 2022 new services launched in the London boroughs of Southwark and Lambeth, **redistributing 300 tonnes of surplus food that would have gone to waste**. The equivalent of 770,000 meals went to **12 community groups helping almost 53,000 families**, saving over 10 tonnes of greenhouse gas emissions from transport alone, and creating 12 green jobs. Our ambition for 2023 is to expand the network even further.



"Food Connect pick up almost daily from our store and have become part of our team at work, they are amazing and have simplified the process of giving unsold food to those who need it."

- Lynsey Marriott, Community Champion Morrisons 2022

Sustainable diets

Our successful Sparking Change trial with Marks and Spencer (M&S) in 2021 helped customers adopt healthy diets that are good for the environment. The project's evaluation, supported by an academic partner at the University of Surrey, found that three-months after the trial 90% of participants were eating less meat, 90% wasting less food and over 70% were also cooking more from scratch and eating more food in season, plus they reported feeling healthier and having created more sustainable homes. Consequently, M&S **scaled the project nationally in 2022 to their 14 million Sparks customers**. Shoppers visited M&S' online tips and inspiration about reducing food waste and eating more plant-based foods over 230,000 times in just two months, demonstrating people's appetite to eat better for themselves and the planet.

"My wife, son and I are now cooking and eating together. My son now asks what we're cooking for tea, not just what we're having for tea. He loves to bake with me, we've made everything from hot cross buns to gingerbread. I used to just be his dad, but now I'm his friend as well."

- Tony Hughes, Sparking Change participant, lives in Rochdale with his wife and son.

In 2021 Hubbub and Just Eat explored how to support customers to reduce their food waste from takeaways in the 'Food Waste Race'. The insights led to three big changes for Just Eat in 2022. First, **a global food waste busting campaign targeted customers across 14 countries**, with food saving tips and inspiration pop-ups when ordering via the app. Second, **a sustainability guide was shared with up to 50,000 UK partner restaurants**. And finally, **clearer guidance was given to restaurants on portion sizes**, so customers can make informed choices and waste less food.

Boosting reuse, recycling, and cutting waste

Since 2018 we've been testing the best ways to boost on-the-go recycling in city centres, aiming to identify and amplify best practice across the UK.

Last year we expanded our #InTheLoop campaign to its seventh location, with the iconic bins rolled out to Telford & Wrekin council as well as the London borough of Lambeth. In Lambeth alone, the campaign saw a **reduction in the contamination of litter in recycling bins by 70%, whilst increasing the quantity of recycling by over 140%.**

Supported by Ecosurety, we've now compiled the learnings from all the #InTheLoop projects into a **free toolkit, which acts as a blueprint for transforming recycling on-the-go.** Recognising the funding squeeze faced by councils, we've launched grant funds, with support from the Coca-Cola Foundation and McDonald's to enable councils across the UK to put the toolkit into practice to provide effective recycling on-the-go. Ultimately this grant fund and toolkit are a step towards our ambition to make #InTheLoop the standard approach for on-the-go recycling.

Meanwhile our 'Cup Fund' projects, funded by the Starbucks 5p cup charge to facilitate widespread cup recycling, have between them collected over **4 million coffee cups for recycling.**

The voting Ballot Bin continues to scale via Hubbub's social enterprise arm, selling over 600 in 2022, from Canada to the Cayman Islands. Ballot bins have been shown to reduce cigarette litter by up to 46%.

Our #InTheLoop approach to improve recycling on-the-go is proven to reduce recycling contamination **by up to 70%**



Supporting and connecting communities

Increasing digital inclusion and extending the life of tech

We have always sought the win-win outcomes where social and environmental benefits go hand in hand, to help inspire action. With the cost-of-living crisis and communities facing multiple and layered challenges, it's more important than ever that we create environmental projects that strengthen communities and bring long term benefits and connection. Our partnership with Virgin Media O2 aims to tackle two problems at once: the world's fastest growing waste stream of e-waste, and the approximate 1.5 million households in the UK without internet access.¹




7,318 surplus smartphones and tablets

redistributed nationwide via our partners to those digitally isolated, taking the **total 12,000 devices redistributed so far.**

This year we've continued to redistribute surplus phones and tablets as Community Calling expanded to seven cities and regions across the UK. Nationwide, **we distributed 4,800 devices to community groups in London, Manchester, Leeds, Bristol, Swansea, Cardiff, and Glasgow. We also gifted 2,500 smartphones to our partners Women's Aid and Migrant Help**, partly in response to the Afghan refugee crisis, to allow the people they support to connect to the internet and access news, employment support and other important services. These devices are a lifeline to people at a transitional time when digital access can be transformative. At the end of 2022 we committed to supporting a further 5,000 Migrant Help beneficiaries.

Expanding our ambitions with Virgin Media O2 beyond surplus smartphones, we set up the Tech Lending Community grant fund which has so far awarded £120,000 (of £400,000). This fund supports charities

providing temporary accommodation services with surplus tablets and funding so they can offer access to digital services to the survivors of domestic abuse, refugees, asylum seekers and those at risk of homelessness, whom they support.



*"Thank you for the phone.
If I did not have the phone,
I would of never of known
my brother was alive and in
London. I am very happy to
find him."*

- Community Calling,
Migrant Help beneficiary

Engaging new communities in environmental choices

In 2022 we set out to inspire new audiences to try a sustainable diet. We ran a three-week challenge with 72 football fans in Manchester, called Manchester is Green, to inspire them to eat better for the planet. Three months after the end of the challenge, **50 fans were eating less meat, 59 were wasting less food and 56 making choices that are better for the environment in other areas of their lives.** 64 fans who took part believe football clubs and players should be inspiring fans to take on more planet-friendly behaviours. We're now taking learnings from this to scale impact and hope to bring the opportunity to all football fans soon.

Growing opportunities across our existing community networks



Our partnership with Starbucks goes from strength to strength, and the proceeds from the 5p cup charge on single-use cups are now used by Hubbub to create stronger, greener communities. This is done by making the most of the food we have, improving access and connection to nature, and reducing the environmental impact of single-use cups on our communities.

As well as growing our Community Fridge Network, we're also supporting groups to evolve beyond food redistribution, into community food hubs that facilitate improved access to healthy food, build local food economies and upskill communities. Since 2021, **we've supported 60 groups to become food hubs**, funded by Co-op, Rothschild's Foundation and The Starbucks Foundation.



The impact of the increase of the cost of living

Over the last year, Hubbub has been affected by cost-of-living increases across almost all of our work and operations, salary increases to higher project delivery costs (without matching increases to project budgets).



Our Community Fridge Network survey (November 2022) highlighted three problems: fewer available volunteers, increased cost of operations, and increased demand for their services with 94% of Fridges reporting higher visitor numbers.



Rising operational costs forced many of our Community Calling charity partners to cut services, meaning their service users who are already struggling with cost-of-living price increases are further disadvantaged by the removal of services they relied on.



Tech Lending Community partners report their staff who support the most high-risk groups in temporary accommodation and refuge settings are stretched even more thinly than normal due to increased demand. This has caused delays to the scheme being introduced for some, whilst other potential partners are precluded from participation due to staff time, despite the much-needed benefits to their service users connectivity would bring.



Community partners in Manchester are struggling to run activities due to higher heating costs, again leading to reductions in services and support available to those hit hardest by the cost-of-living increases.



Food waste project participants historically reported cutting food waste and food costs, but now despite reducing waste, they're reporting no reduction in food costs.

This paints a picture of growing demand for many of the benefits our projects bring, from access to surplus food, phones, and tablets, as well as stronger communities and community organisations. Several funders and other organisations are showing real leadership by offering uplifts to grants and making new funds available to support community organisations through this crisis. We are doing our best to highlight these opportunities and support our community partners to apply for these, as well as provide more general support and advice. We will continue to listen to our partners to try to understand the issues they're facing and how we can best support them.

Engaging underrepresented communities

Our vision of a world where everyone makes choices that are good for the environment means reaching beyond the usual suspects and inspiring people from all walks of life to take environmental action. We recognise that people who are marginalised in environmental conversations are often the ones most badly affected by the impacts of environmental change. At the same time, we know that their resources, perspectives, lived experience and creativity are needed to help shape our collective response. This year we published our first [report](#), outlining our approach to reaching and engaging more underrepresented communities.

'LancWestGrowsBest' in the Lancaster West Housing Estate in Kensington and Chelsea, London, trialled food growing and sharing at home and in the community. Residents interviewed all reported that the activities such as resident-

"Now it's alive and I think it's the most beautiful thing you could have done here for residents. And the secret garden, I love that it's called The Secret Garden."

- Sal Chebbah, North Kensington resident, volunteer, and Lanc West Grows Best course participant



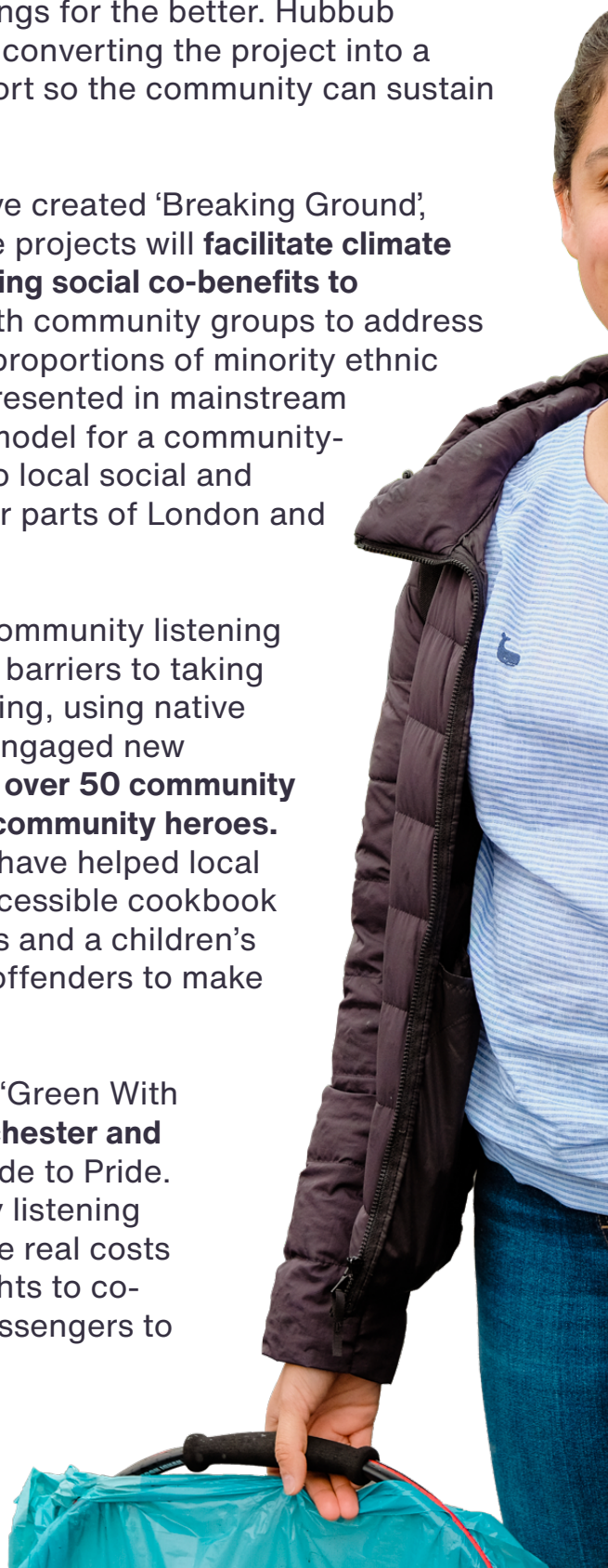
led gardening events, helped foster **a greater sense of community and improve social cohesion**, while most also reported improved wellbeing and an increase individual environmental action.

‘Greener Together’ trialled a community-led approach to revive a public space in Newham, London, creating a wildflower allotment, growing spaces, as well as transforming a neglected play area into a community designed space for all to enjoy and get active including a playground, basketball court and outdoor gym. This **increased local environmental action, and residents reported a greater sense of community** and ability to collectively change things for the better. Hubbub employed a local resident to lead the work, who is converting the project into a Community Interest Company (CIC) with our support so the community can sustain and own the project.

Building on the learnings from these projects, we’ve created ‘Breaking Ground’, working with four communities across London. The projects will **facilitate climate action in areas facing high climate risk whilst bringing social co-benefits to underserved neighbourhoods**. We’re partnering with community groups to address barriers to participation in communities with high proportions of minority ethnic and low-income households, likely to be underrepresented in mainstream environmental initiatives. The aim is to develop a model for a community-owned approach to climate action that responds to local social and environmental issues and is replicable across other parts of London and the UK.

As part of In Our Nature in Manchester, we used community listening to identify the needs of local communities and the barriers to taking climate action. Through tailored, inclusive messaging, using native languages and showcasing trusted voices, we’ve engaged new audiences in environmental action, **partnered with over 50 community organisations and captured the stories of over 40 community heroes**. The seven community grants we awarded in 2021 have helped local groups create a Kurdish community garden, an accessible cookbook with planet-friendly recipes for neurodiverse adults and a children’s play garden providing opportunities for young ex-offenders to make a positive contribution to their local community.

Through the support of the LGBT Foundation, our ‘Green With Pride’ campaign **engaged LGBTQI+ people in Manchester and across the UK** with tips and advice for a greener side to Pride. In St Mellons in Cardiff, we also trialled community listening with housing association tenants to understand the real costs of the energy crisis to their lives, using these insights to co-create hyper-local advice, delivered by trusted messengers to support residents.



A woman with dark hair tied back, wearing a blue and white striped shirt under a dark brown puffer jacket, stands in a park. She is smiling and holding a pink object. The background features large trees with yellowing autumn leaves, a grassy area with fallen leaves, and a red fence in the distance.

"[Hubbub] have taken the time to listen to our very specific needs and truly understand that whilst we all have the same goal of tackling the climate emergency, each ward has different priorities and has to adopt different approaches for it to fit with their community."

Hafsa Mekki, Resident and Founder of the Moss Side Eco Squad community group – Manchester

Finding and funding innovative solutions

In the face of the climate crisis, we need to increase the speed and scale of environmental action and innovation. By providing financial support to groups with innovative ideas and greater reach into communities, we're able to have a much greater impact than would be possible through our activities alone.

In 2022 Hubbub enabled **over £3m in grant funding to be awarded to 366 different charities, community groups, and innovators**. This has supported food redistribution, community food and growing events, innovations and trials in re-use systems, the circular economy and tech lending projects.

The winners of both the Circular Future Fund created by John Lewis, and the Bring It Back Fund supported by Starbucks are exploring innovative ways to boost the circular economy. In 2023 we'll identify **winners of the Virgin Media O2 'Time After Time' fund to tackle e-waste, offering £500,000 to innovative solutions to the e-waste challenge**, and looking to engage young people on the issue.

There is a wealth of anecdotal evidence that increasing people's connection to nature brings multiple benefits, including to mental health, social cohesion, and behaviours and attitudes towards climate change. That's why we're **running a three-year research project, funded by The Wates Family Enterprise Trust, to find out how nature-based projects can change people's everyday behaviour towards climate change**. We're working closely with community projects in Manchester and around the UK to learn if and how their **nature-based activities foster a connection to nature**, and identify the key characteristics that make these projects successful. We hope this will culminate in a practical toolkit to help community groups catalyse a movement of climate action.

"Thanks for hosting an inspiring event Hubbub. I encourage anyone working to scale reuse systems to read their report on the opportunities and challenges"

Gemma Coate, Corporate Social Impact and Sustainability Specialist, Starbucks

Our ambition is to move up the waste hierarchy and expand our work on refill and reuse. As part of this **we carried out our 'Reuse Systems Unpacked' research, which identified 10 key themes to help reusable food and drink packaging succeed**. Based on interviews with 40 organisations and polling 3,000 people, we identified the role of convenience and collaboration to help scale reuse. We're now developing campaigns with three major supermarkets to encourage customers to opt for refill.

In partnership with OVO Energy Solutions, we've begun a trial to explore ways that residents of a selected street in Glasgow can make collective changes to tackle increasing costs of energy to retrofit homes at the scale needed. We aim to work with approximately twenty households to make individual and collective home improvements from 'try-it-now' behaviour changes to insulation and renewable energy measures. The project will also test how economies of scale can cut the cost of retrofitting.



Building a stronger organisation

This year has seen big changes for Hubbub, with our new CEO, Alex Robinson, taking the reins, the team growing from 40 to 54 people, and our transition to a permanent hybrid working model. We've revamped the support we provide to the team in training, development, and ways of working so that we have a strong foundation to build on. This investment in our culture has been paying off. We were voted **25th out of 13,000 nominated organisations in purpose-led jobseeker site Escape the City's Top 100 Organisations to Escape to in 2022, our highest placement yet.**

Recognising that the environment sector is the among the least diverse in the UK, we have been working to widen the pool of people looking to work in it. This year we were **delighted to recruit our first' degree apprenticeship'**, which enables people to gain a degree whilst working and getting on-the-job experience. We have more part time employees than ever, enabling people to take up other opportunities like studying whilst staying part of the team. We took part in [The Race Report](#) to help track diversity within the sector and our team are working together to identify ways we can make Hubbub as inclusive, open, and diverse a place to work as possible.

We've always been conscious of the impact of our own activities but **now we've calculated Hubbub's carbon footprint as the first step in a more concrete plan to reduce our environmental impact.** April 21-March 22 will be our baseline year, and our footprint for Scope 1 and 2 emissions is 32.92 tCO₂e. Our emissions for Scope 3 are estimated as 1,098.3 tCO₂e. Because this is calculated using our spend data on products and service and industry averages, our Scope 3 emissions should be regarded as a proxy.



Like most services-based organisations, the majority of our impact comes from the products and services we buy, so our next step will be to work closely with the Hubbub team and our suppliers to get better data on our Scope 3 emissions and to understand the potential to reduce them. We'll identify priority areas based on the size of impact, and our influence and ability to reduce those emissions. Then we'll get to work on making reductions!

Hubbub Enterprise became a B-Corp in 2020 and will be aiming to boost its B-Corp score to at least 100 when reapplying in 2023, now that we have clearer plans and reporting on our diversity and inclusion and have started developing and implementing a plan for Hubbub to reduce emissions.

"Hubbub UK create the kind of inspiring and engaging campaigns that can make a real difference to how we engage with the environment. ... They're also a certified B-Corp, have a great name and are a fantastic company to work for if you care about the environment and making a difference in the world."

**Escape the City,
top 100 companies
to work for**



Looking ahead

We're focussed on building a sustainable, resilient, and strong organisation, with action plans to reduce our own environmental impact, to make Hubbub as inclusive a place to work as possible, and a place where every member of the team can thrive. We're aiming to bring in the right structures to support the team whilst cherishing the creativity and flexibility that have been at the heart of our culture from day one. And we're working on clearer ways to measure and demonstrate the impact we have across the many strands of our work.

To address the environmental and social challenges we face, we think there's more need than ever for positive, creative campaigns that reach beyond the usual suspects to inspire behaviour change among everyone. We've highlighted four topics to do more on in 2023:



Sustainable Diets – We plan to scale our existing work on reducing the impact of what we eat, such as less meat and dairy. This challenging cultural shift will require ingenuity, experimentation, and collaboration.



Increasing Reuse – Our aim is to embed the circular economy and change everyday habits. These complex systems will need innovation and strong partnerships to trial new ways of doing things.



Responsible Fashion – Fashion has been a focus for Hubbub since day one and there's still a huge amount to do to make responsible fashion possible and desirable, helping inspire people to buy fewer new clothes and make what they have last longer.



Connecting with Nature – Building on our research exploring how connecting with nature helps people act on climate change, we'll work collaboratively with communities to define how green spaces are used and whether arts and culture could engage more people in nature. We'll also explore how we can help households make the best use of green spaces, improve happiness and climate resilience.



Watch this space!

We can't do it alone: we'll do it by supporting communities to play an active role in local solutions; helping businesses work with their stakeholders to create meaningful change; collaborating with other NGOs, government and more, and shifting popular culture and behaviours through the influence of our campaigns and communications.

We're excited to crack on. **And we'd love to hear from you if you've a challenge to share or an idea to work on together.**

For more ongoing learnings, insights and reflections on our work and the environmental sector, [sign up to our partner newsletter](#), written by our CEO, Alex.



Our trophy cabinet

We've added seven awards to our trophy cabinet this year!



**“Inspiring action
that’s good for the
environment and
for everyone.”**

HELLO@HUBBUB.ORG.UK



Registered charity no. 1158700