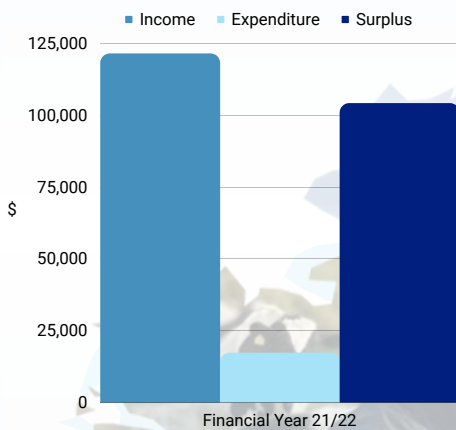


165  
Members

9 Impact  
Businesses



\$104,212  
Reinvested



2135  
Lives Impacted

524 Tonnes  
Emissions Saved

# UNITED KINGDOM ANNUAL REPORT 2021/2022



Our Business Partners



Nottingham

# Entrepreneurial Leadership

Identifying Needs and Opportunities

## foodprint

STAGE: EXIT

### 1 Food Insecurity

Every day **2 million** people go without food because they cannot afford to eat.

### 2 High Poverty

**1 in 5** people in the UK live in extreme poverty.

### 3 Food Waste

**70%** of the food sent to landfill is edible.

## Innovation



### 'Pay as you Feel' Scheme

Allowing customers to purchase excess stock at a price they choose.



### Foodprint on Wheels

Our mobile store that supports the most vulnerable and hard to reach.



### Zero Food Waste

Food not sold is redistributed to our local community, or made into livestock feed.



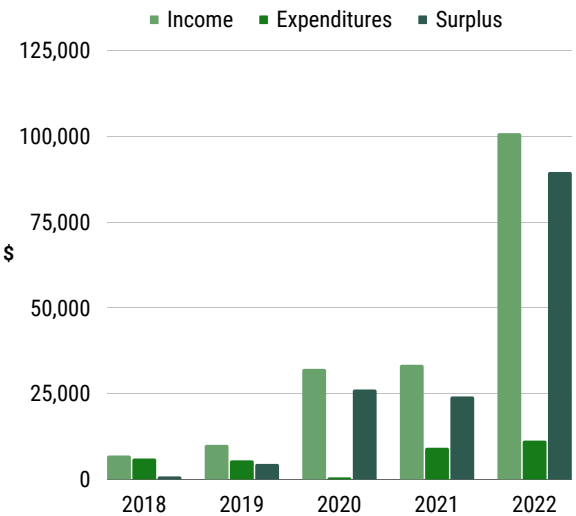
### Diversified Supply Chain

Our supply chain now includes local and national partners, increasing our food supply to **3500 lbs a week**.

## Use of Business Principles



### FoodPrint CIC Income, Expenditures, and Surplus Analysis



"We are more than a project. We are a registered **Community Interest Company**"

We save **edible food** destined for landfill.



→ **foodprint**

We sell to the local community at a **40% discounted rate**.

Edible food not sold is **redistributed and donated** to:

- Schools
- Care Homes
- Soup Kitchens

Food past its best before date is made into **livestock feed**.

## Sustainable Positive Impact

### People

**1st**

Nottingham's **1st social supermarket**.

**744**

In store we serve **744 beneficiaries** each week.

**10**

Expanded our network to **10 redistribution partners**.

### Planet

**124**

Saved **124 tonnes** from landfill.

**524**

**524 tonnes of CO2** saved.

**0**

**Zero food waste**.

### Prosperity

**288%**

**288% increase in revenue** since March 2021.

**103%**

Increased **weekly transactions** by **103%**.

**2nd**

**Second store** set to open in 2023.

# Entrepreneurial Leadership

## Identifying Needs and Opportunities



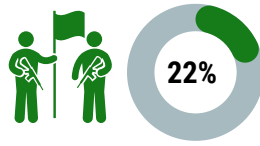
### STAGE: IMPLEMENTATION



*\*Inspired by Andy, who is homeless and currently rough sleeping.*

### 1 Pride

Addressing our beneficiaries' most **basic needs** and **restoring confidence and pride.**



of veterans are homeless.

### 2 Connection

**Re-connect** our beneficiaries back into society and **restore their self-worth.**



1/38 single mothers are homeless.

### 3 Purpose

Giving our beneficiaries a **second chance** at life.



LGBTQ+ are x2.1 more likely to become homeless.

## Innovation



### The 'Robin Hood' Business Model



Own line of **sustainably made shampoo bars**, sold in our local zero waste shop.

The price of 1 shampoo bar sold **incorporates** the cost of a **donation** to our care package.



We designed sustainable razor packaging after preliminary talks with BiC.



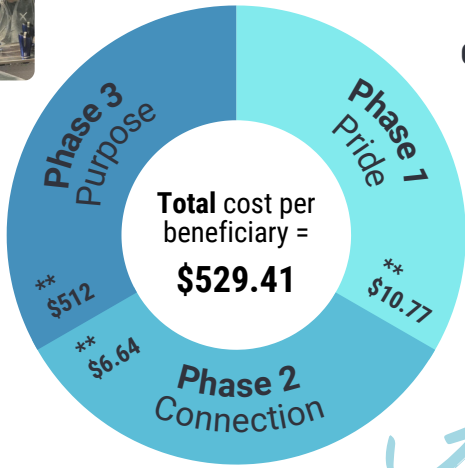
Collaborated with **local homelessness charities** to directly reach our beneficiaries.

## Use of Business Principles

*A holistic model addressing multiple needs.*



Barbering Programme



Funded by...



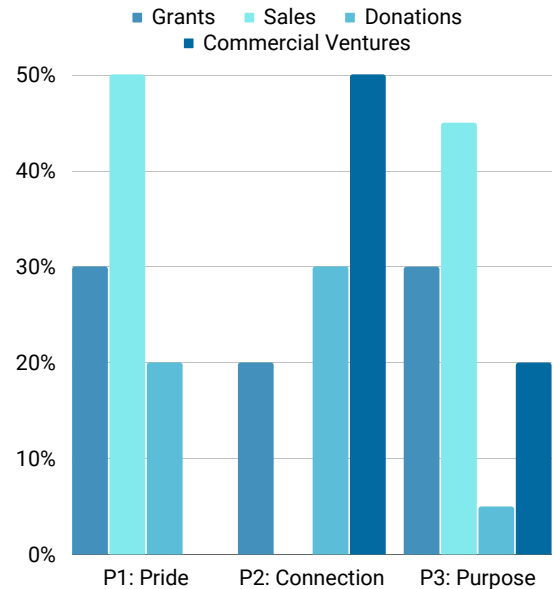
Care Packages



Support Network / Wellbeing Sessions

## Mixed Economy Commercial Model

Graph showing the breakdown of how each phase is funded, as a %.



## Sustainable Positive Impact

### People

100

Tailored care packages sent to 100 beneficiaries.



One-to-one wellbeing support.

### Planet

3

3 plastic bottles saved per shampoo bar sold.



Range of re-usable bamboo razors.

### Prosperity

\$1,500

\$1,500 income generated after 1 year of operation.

\$10,000

Projected \$10,000 in income by October 2023.





## STAGE: INNOVATION

# Entrepreneurial Leadership

## Identifying Needs and Opportunities

### 1 Climate Crisis

Methane is **x28 more potent** as a **greenhouse gas** than carbon dioxide.

### 2 Supplement Blend

A **seaweed containing supplement** has the potential to **reduce livestock's methane emissions by 95%**.

### 3 Farmer Affordability

Farmers **cannot afford** a supplement when they are already **struggling to survive** with increased overhead costs

## Innovation



The University of Nottingham

### Supplement Development

**World leading** chemistry department developing an **innovative supplement blend**.



Arla

### Collaboration with Arla

**Collaboration with Arla** for expert support and **geographical scalability**.



ASDA

### Low-Methane Product Range

In conversation with both **ASDA and Arla** regarding a **low-methane product range**.



Ecologeco

### Education in Schools

**Empowered 100** primary school children to take **personal climate action**.

## Use of Business Principles

### B2C Supplement Model

#### Methane Cow-Culator



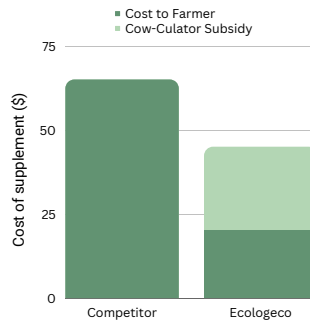
Allows people to **measure** their **personal emissions** and offset them through our **'Sponsor a Cow'** programme.

#### 'Sponsor a Cow'

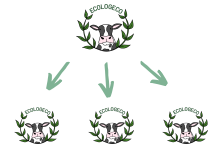


Our **'Sponsor a Cow'** programme **supports our initial costs** and **subsidises the supplement** for farmers.

#### Supplement Sold to Farmers



### Global Franchise Model



We sell our unique recipe and methodology to farmers for a franchise fee.

Farmers are then empowered to produce the supplement themselves.

For each sale farmers pay a small % fee back to Ecologeco to be reinvested.

Excess supplement can be sold to other farmers, or returned back to Ecologeco.

## Sustainable Positive Impact

### Planet

95%

Seaweed can **reduce livestock emissions by 95%**.



Supplement ingredients will be **sourced and grown locally**.

41m

Potential to prevent **41 million tonnes** of methane emissions each year.

### People

100

Delivered **sustainability education** to **100 school children**.



Making it **affordable** for farmers globally to take **climate positive action**



Encouraging **personal accountability** through our **methane Cow-Culator**.

### Prosperity

\$4000

**\$4000 income** through seed funding and generated revenue.



Methane Cow-Culator will **subsidise the supplement cost by 30%**.



**Collaborating with ASDA** to produce a **low-methane product range**.

Annabel Mair  
Enactus Nottingham President

Jacqueline Andrews  
University Advisor

David Park  
Associate Dean & Director of Executive Education