



IMPACT REPORT

2024/25

Embedding **Circular Living** in every boardroom and every home



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REDUCING ENVIRONMENTAL HARMS

The old approach of take-make-dispose is a major cause of waste, pollution, biodiversity loss and inequality: 45% of greenhouse gas emissions are associated with the food and manufactured products we use and consume. WRAP is reducing greenhouse gas emissions, cutting pollution and minimising waste in ways that also enable growth and jobs. We are doing this by accelerating the global adoption of a design-make-reuse approach. We are implementing circular systems, business models and behaviours in our mission to embed what we call Circular Living. We minimise the use of planetary resources while enhancing people's quality of life.

We have delivered significant, measurable impact

0.9

million tonnes of CO₂e avoided¹

£3.38

of benefit for every £1 spent¹



We are delivering change around the world

34

Countries

12

Plastic Pacts

10

Food Pacts

4

Circular textile agreements

1000

Businesses and governments



Future-proofing food

Reduced food waste by²

18.3%



Instrumental in an increase of

15%

in food redistribution

An equivalent of nearly

60^{mn}

meals in just one year



188

UK Food and Drink Pact signatories

105

UK Water Roadmap signatories

¹ In the UK, WRAP Impact Evaluation 2022-2024 Report

² In the UK, between 2007 – 2021



REDUCING ENVIRONMENTAL HARMS

Accelerating the circular economy

3bn

of Welsh public sector spend through sustainable procurement

Supported the Welsh and English governments to grow recycling rates to over

60% and 40%



Preventing problem plastics

360,000

tonnes of problematic and unnecessary plastics eliminated

33bn

items removed

99.8%

of certain categories of problematic and unnecessary single use plastics eliminated³

96%

of rigid plastic packaging is now recyclable³

Transforming Textiles



9%

reduction in carbon per tonne⁴

9%

reduction in water per tonne⁴

130

UK Textiles Pact signatories⁴

100%

of brand/retail signatories taking action⁴

³ Through the UK Plastics Pact

⁴ Through the UK Textiles Pact



A MESSAGE FROM OUR CHAIR & CEO



Sebastian Munden
Chair

Welcome to our new look Impact Report. Shorter and more to the point. We are showing what we have done with the resources entrusted to us recently to illustrate what we hope to do more of in the coming years - and in more places. Thank you to every organisation which has partnered with us, especially those that have done so for many years.

Our global network of experts is here to work with funders, governments, businesses, citizens and other charities or NGOs to deliver the successful economy all our stakeholders want and need. One that creates prosperity, health and wellbeing across the world whilst regenerating nature and eradicating pollution in all its forms.

The board of trustees and I are delighted to have recently appointed Catherine David as CEO. Prior to her appointment Catherine has been instrumental in the changes we are making to be of greater service to all our stakeholders, leading new forms of partnership with businesses. I'd like to thank Harriet Lamb, our outgoing CEO, for the incredible energy and inspiration she has put into WRAP over the last few years.

I hope everyone will find inspiration in the snapshots collected for this report, giving confidence and energy to the transformation we can deliver together.



Catherine David
CEO

We believe the future is circular and we are working to make it so. The vision that we call Circular Living means more countries introducing policies and strategies which promote circularity and reduce waste. It means more businesses scaling circular practices, offering circular business models, enabling circular behaviours. And it means more people, in their living rooms and offices, being given the chance to do what they really want to

do – live according to their values, with brilliant, fun and affordable products and services which delight them and do not harm the planet.

We're looking to do more. With more partners. To create more change and embed Circular Living on a global scale. We will continue to play a strong advisory role with policymakers to support this transition, to help businesses go beyond compliance to business model transformation and impact, and to promote sustainable consumer behaviours.

We want to make Circular Living a reality. In every boardroom and every home.

SCALABLE IMPACT

We are working globally, from the systems level through to the community level, to mitigate the environmental crisis while enabling businesses and economies to thrive and ensuring a just transition.

Our work focuses on the critical areas of food, plastics and packaging, textiles and circular systems.

Global impact

20 countries in Plastics

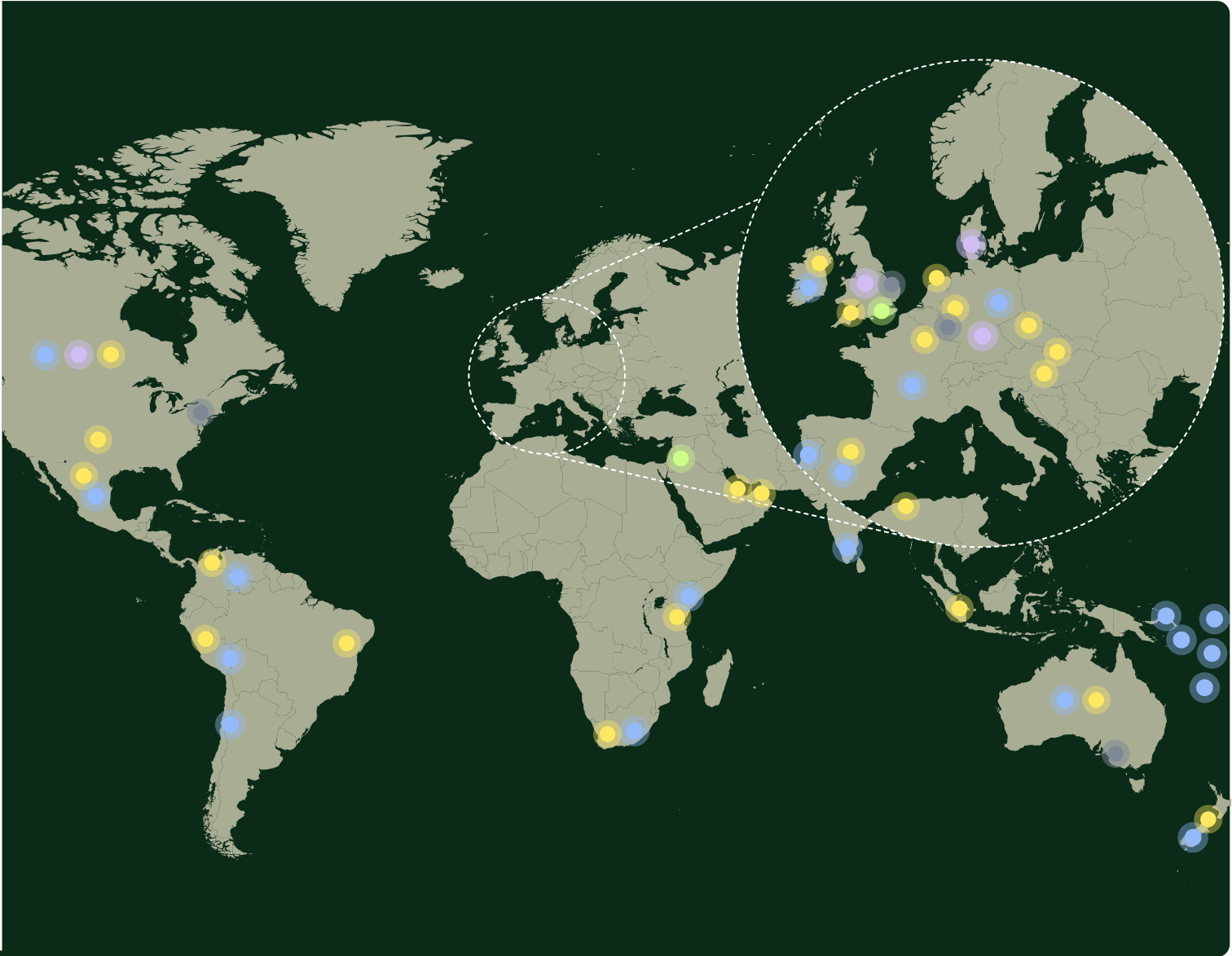
20 countries in Food (waste/GHG)

5 countries in Food (water)

4 countries in Textiles

2 countries in the Circular Economy

4 WRAP offices





FUTURE-PROOFING FOOD

We are transforming how food is produced and consumed, reducing costs to the environment while creating a level-playing field for businesses.



Global action on food waste

Food loss and waste is the cause of 8-10% of all greenhouse gas emissions worldwide.² WRAP is driving significant reductions in all forms of food waste, through policy development, commercial implementation support and helping consumers to reduce their household food waste.

WRAP's [Food Pact Network](#) brings together businesses, governments, trade bodies, local authorities and NGOs to foster a collaborative approach to reducing food waste in local contexts. In 2024-25, 10 Pacts were in operation worldwide.



Today, 40% of the food we produce in Mexico ends up as waste. BAMX is working hard across manufacturing, distribution, sales and wherever food is eaten to reduce food waste and donate surplus. Joining with Food Pacts from other nations as one Network, with the support of WRAP, is a fantastic way to support each other and share insights of the impacts we're having in Mexico towards our mutual goal of halving global food waste, in line with the UN's SDG12.3 goal.

Mariana Jiménez
Directora General de la Red BAMX



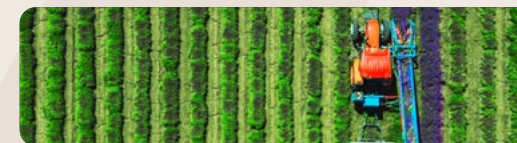
SNAPSHOT

UK Food and Drink Pact

Bringing together almost 200 organisations, the Pact enables collaborative action across the entire UK food chain to help the sector achieve global environmental goals on food waste, greenhouse gas emissions and water. WRAP has adapted and scaled this model internationally.

19,000

tonnes of food prevented from going to waste in 2022, equal to £62 million worth of food saved



²C. Mbow, C. Rosenzweig, L.G. Barioni, T.G. Benton, M. Herrero, M. Krishnapillai, et al. Chapter 5: Food Security. In Climate Change and Land: an IPCC Special Report on Climate Change, Desertification, Land Degradation, Sustainable Land Management, Food Security, and Greenhouse Gas Fluxes in Terrestrial Ecosystems. IPCC (2019)

FUTURE-PROOFING FOOD

✓ **SNAPSHOT**

Australian Food Pact

Between 2022 and 2024 progress from End Food Waste Australia included:

Food waste down by

13%

254 million

meals to food redistribution organisations

16,000

tonnes of food waste avoided

equal to a collective saving of

AUD\$57 million



✓ **SNAPSHOT**

Empowering U.S. households to waste less food

WRAP launched a consumer behaviour change pilot in the United States, marking a significant step towards **reducing household food waste** across North America. In Denver, Colorado, WRAP is collaborating with Sprouts Farmers Market, the City of Denver, We Don't Waste, and Denver Public Schools Sustainability. The pilot is helping residents waste less food at home. U.S. household food waste is **significantly higher** than many other countries, largely due to confusion around food safety, date labels and leftovers. WRAP has extended this work to Hamilton County, Ohio, with a pilot focussed on improving meal planning behaviours.



Reducing greenhouse gas emissions

In a breakthrough to accelerate progress, the UK food system has adopted the world's first methodology, developed by WRAP, to measure and report greenhouse gas emissions along the supply chain (Scope 3). This important work means that the impact of investment in supply chain improvements can be clearly demonstrated, providing a platform for further investment.

✓ **SNAPSHOT**

A net zero transition plan for the UK food system

In collaboration with the IGD and EY. The plan lays out the actions and investments that governments and the private sector need to take in relation to Net Zero and nature, across the value chain, with the farming community at the heart. The plan makes clear the fundamental role of **household food waste prevention**, if the sector is to meet Net Zero goals. It is supporting policymaking and aligning the UK food sector around the change needed, which will see the UK meet in full the net carbon emissions of food necessary for its Net Zero goal, a reduction of over 25% by 2030.



FUTURE-PROOFING FOOD

Taking collective action on water security

In 2024 WRAP and Nature Recovery Project joined forces to address water security - one of the most pressing issues facing the planet. Nature Recovery Project cemented the new partnership with a **£1.14 million investment** to support and accelerate essential work already underway in the UK, South Africa, Kenya, Spain and Peru through the world leading [Water Roadmap](#) managed by WRAP under the [UK Food and Drink Pact](#) and supported by leading UK retailers.

Over **100 member organisations** have committed to collectively sourcing **50% of fresh food** from areas with sustainable water management by 2030. The programmes support a sustainable and fair transition in water management, empowering local communities by protecting livelihoods, promoting equitable water distribution and building local capacity.



SNAPSHOT

Lake Naivasha Basin, Kenya

WRAP's Collective Action Project with WWF in Kenya is working to protect Lake Naivasha from the impacts of agricultural demand and pollution. The initiative focuses on improving water management, monitoring river health, and training local communities and farmers in sustainable practices. To further support a just transition, Carbon Disclosure Project has awarded WRAP funding for a water, sanitation and hygiene (WASH) scoping project in the Lake Naivasha Basin to determine the opportunities and recommendations for actions within the community. This will be scaled across our water work.



The project is already delivering significant, measurable change. **All 12 Water Resource Users Associations are now actively conducting River Health Assessments. We've also seen an 89% improvement in water abstraction compliance, with over half of food businesses completing effluent management plans, significantly reducing water pollution. These advancements are made possible by the crucial support of Water Roadmap members and partners.**

Estelle Herszenhorn | Food Programme Lead, WRAP



PREVENTING PROBLEM PLASTICS

WRAP is working to transform unsustainable materials systems. The growing Plastics Pact Network brings together over 900 local and global organisations in 12 Pacts across 19 countries.

Since launching the UK Plastics Pact in 2018 with the Ellen MacArthur Foundation, WRAP has led the way to a new plastics economy. Plastics Pacts have successfully eliminated, avoided, or redesigned tens of billions of problematic or unnecessary plastic items on national, regional, and global scales within a short timeframe.

Across the Plastics Pact Network

360,000

tonnes of problematic and unnecessary plastics eliminated

9%

increase in the amount of plastic packaging recycled

23%

increase in the amount of plastic packaging that is reusable, recyclable or compostable

44%

increase in the incorporation of recycled content back into packaging



SNAPSHOT

Transforming UK Plastics

The UK Plastics Pact brings together over 200 members, supporters, governments, and NGOs across the supply chain to tackle plastic waste and has significantly transformed the UK plastics system. The Plastics Pact [Target Delivery Roadmap](#) focuses everyone on building a sustainable, circular plastics economy.

99.8%

of certain categories of problematic and unnecessary single use plastics eliminated

14%

reduction in associated greenhouse gas emissions

33 billion

items removed

5.7 million

more households can recycle rigid plastic

96%

of rigid plastic packaging is now recyclable

59%

of packaging is effectively recycled or composted



PREVENTING PROBLEM PLASTICS



SNAPSHOT

Refillable packaging

Building on insights from signatory pilots, WRAP will drive progress on reusable and refillable packaging as the successor to the UK Plastics Pact is developed post-2025. Launched in 2024, our [Reusable and Refillable Packaging Guide](#) for UK Retailers and Brands helps all businesses assess their packaging and find opportunities to switch to reusable or refillable models. It offers practical steps for implementing and scaling these systems. This commitment is crucial for accelerating the transition to a truly circular economy.



WRAP's work on reuse with both government and industry is key to achieving the change we need.

Catherine Conway

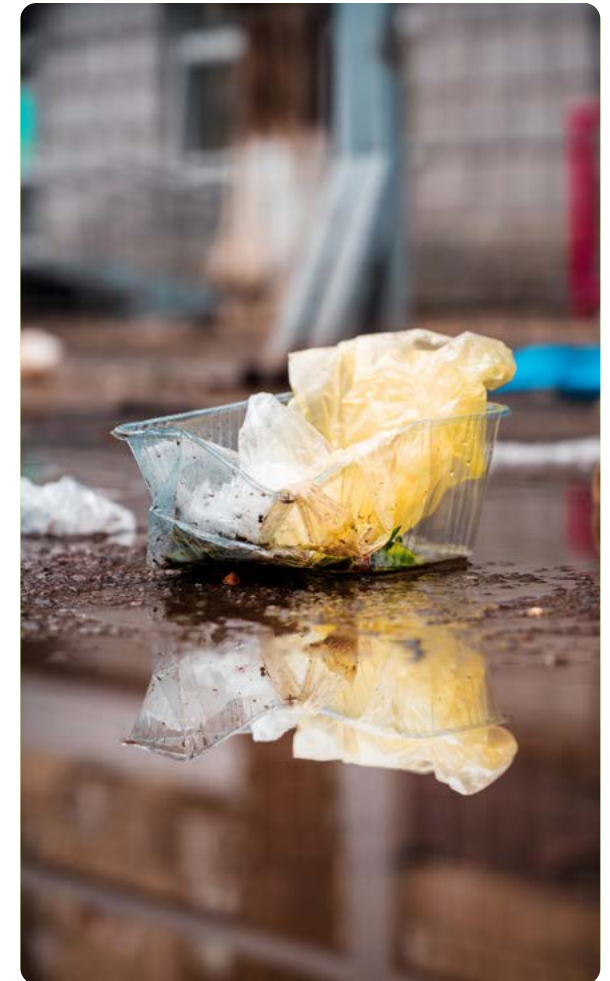
UK Circular Economy Taskforce and Director & Reuse Lead, GoUnpackaged



SNAPSHOT

Plastic recovery in Fiji

As a key partner in the [Circular Pacific Plastics \(CPP\) initiative](#), WRAP provided expertise to an ANZPAC led collaboration to tackle the disproportionately high level of plastic pollution in Small Island Developing States. A 2024 plastic recovery pilot in Fiji involving 17 businesses and on-the-ground recovery organisations proved that, even in remote and resource-constrained settings, soft plastics recovery is possible and scalable, creating vital circular economy pathways and reducing pollution across the Pacific region.





TRANSFORMING TEXTILES

WRAP is working to change the way that textiles are made, bought and used, decreasing emissions, lowering water use and cutting pollution. We're uniting national and regional textiles initiatives worldwide to exchange knowledge, share best practice and put the textiles industry on a trajectory to achieve Net Zero carbon emissions and transition to Circular Living.



Accelerating circular textiles models

WRAP is actively growing a global circular textiles economy through collaborative initiatives. In 2024, we launched [Textiles Action Network: Blueprint for Action](#), a replicable resource for countries to design and implement their own measurable national circular textiles initiatives aligned with international objectives. To further our global impact, WRAP held the first [Textiles Action Network](#) global meeting, connecting circularity initiatives in Canada, Denmark, and Switzerland with the UK textiles team, to drive progress and peer learning.

WRAP was invited to join the [G7 Circular Textiles Agenda](#) alongside leading organisations like the UN Economic Commission for Europe and the Ellen MacArthur Foundation. This new agenda aims to facilitate global collaboration across the value chain, enabling G7 countries to take joint action for impactful solutions. WRAP leads actions focussed on designing for circularity, consumer awareness, and behavioural economics.



SNAPSHOT

UK Textiles Pact

WRAP's UK Textiles Pact (Textiles 2030) brings together 130 organisations, representing over 62% of the UK clothing market including brands, retailers and reuse and recycling businesses, all committed to ambitious, science-based 2030 targets. Signatories are taking substantial improvement actions, reducing carbon and water impacts by adopting sustainable fibres, increasing recycled content, and piloting circular business models. The Pact has reduced the per tonne environmental footprint of UK textiles, demonstrating the critical importance of collaborative action.

9%

reduction in
carbon per
tonne of textiles

9%

reduction in water
per tonne of
textiles

100% of brands and retailers making
improvement actions

TRANSFORMING TEXTILES



SNAPSHOT

Unlocking a circular textiles system

WRAP is working to address the unsustainable growth in production, for example through targets for circular business models and increasing product durability.

Automatic Sorting for Circularity in Textiles exposes the reality of the UK's current used textiles system and lays the vital groundwork for a circular future transformed by automated sorting.

Our Durability Product Guidelines, researched with LITAC, show how to give clothes a longer life.

Displacement Rates Untangled standardises how the industry measures the impact of circular business actions like clothing repair and resale.



Combining our expertise will allow us to better understand consumer behaviour, enhance our takeback schemes, and scale our circularity initiatives.

Lynne Walker
Director, Primark Cares



ACCELERATING THE CIRCULAR ECONOMY

In the UK WRAP actively supports governments, local authorities, businesses and civic society across England, Northern Ireland, and Wales in accelerating the circular economy. We provide crucial evidence and insights to shape waste and circularity strategies, then work with local teams to translate policies into tangible circular economy initiatives on the ground.



Providing evidence and insights to policymakers

By demonstrating the economic viability and environmental benefits of circular models, our initiatives support investment into sustainable technologies and business practices, leading to beneficial changes for business and people. In 2024 WRAP was invited to join the new UK Government Circular Economy Taskforce, reflecting our expertise and thought leadership in this fast-moving area. The Taskforce is working with businesses to develop the first ever Circular Economy Strategy for England.

Helping people overcome barriers to change

Changing behaviour around waste and recycling is challenging. [WRAP's Circular Living Segmentation Model](#) is a powerful tool providing actionable insights and identifying barriers on the path to a circular economy. In the UK, it categorises the public into eight distinct segments, each with unique environmental attitudes. WRAP launched the ['Rescue Me! Recycle' campaign](#) in the UK in 2024 based on this segmentation. Demonstrating our approach of scaling repeatable models, WRAP also published a [U.S. consumer segmentation on food waste behaviours](#) this year, applying our successful UK methodology. Recognising

the higher food waste in U.S. households and the importance of local context, our research delivers the precise insights needed to tackle these differences and underscores the value of WRAP's tailored strategies.

Recycling policy and implementation support

WRAP made a series of recommendations to Government aimed at improving the quality and quantity of recycled materials and making it easier for people to recycle. WRAP's support included robust modelling of modulated fees under Extended Producer Responsibility and recycling system design. The preferred option adopted by [DEFRA](#) reflected WRAP's recommendations and will avoid 19.6 million tonnes of CO₂e over the appraisal period to 2049. Throughout 2024, WRAP collaborated with UK governments and local authorities to simplify recycling for citizens and maximize quality. This included the early rollout of [Simpler Recycling in England](#) and developing a waste strategy for Northern Ireland. We also provided detailed implementation support to local authorities nationwide.

Our hands-on operational support, like the six-month intensive project with [Denbighshire County Council](#), helped implement new waste and recycling requirements under the Welsh Government's [Well-being of Future Generations Act](#). Our work included practical infrastructure, troubleshooting, market identification for recycled materials, and communications guidance.



ACCELERATING THE CIRCULAR ECONOMY



SNAPSHOT

Repair and reuse roadmap for Wales

A key driver of the circular economy is to keep products and materials in use for longer. In 2024 WRAP worked closely with the Welsh Government to develop, consult stakeholders and publish a universal roadmap for normalising repair and reuse, ensuring everyone in Wales has access to repair and reuse services.



Accelerating Net Zero public procurement

WRAP's tailored services empower the public sector to drive significant environmental, economic, and social improvements. Transforming procurement is essential for achieving Net Zero public sector, and our approach to this is scalable worldwide. Since 2016, with Welsh Government funding, we've provided strategic sustainable procurement support, directly tackling Scope 3 emissions. This work embeds low-carbon, resource-efficient principles, helping Welsh public bodies align with their Beyond Recycling Strategy by prioritising reused, recycled, and remanufactured content in their £8 billion annual spend.

In 2024, WRAP influenced over £6 billion of public sector spend in Wales. We actively supported the Welsh public sector through workshops and training sessions on sustainable and circular procurement. Our strategic support included spend and maturity reviews, tools, modelling, case studies, and guidance to embed low-carbon practices and contribute to Wales' 2030 Net Zero goals.



The WRAP team are incredible. They are so supportive and understanding when things do not go exactly to plan, they made the whole experience so much easier because they were our champions and supporters rather than just needing us to deliver exactly what they needed.

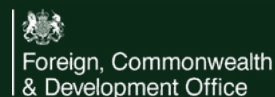
A local authority employee in Wales



OUR THANKS TO WRAP'S FUNDERS

WRAP's work in 2024-25 shows what can be done when we bring governments, businesses, NGOs, investors and citizens together.

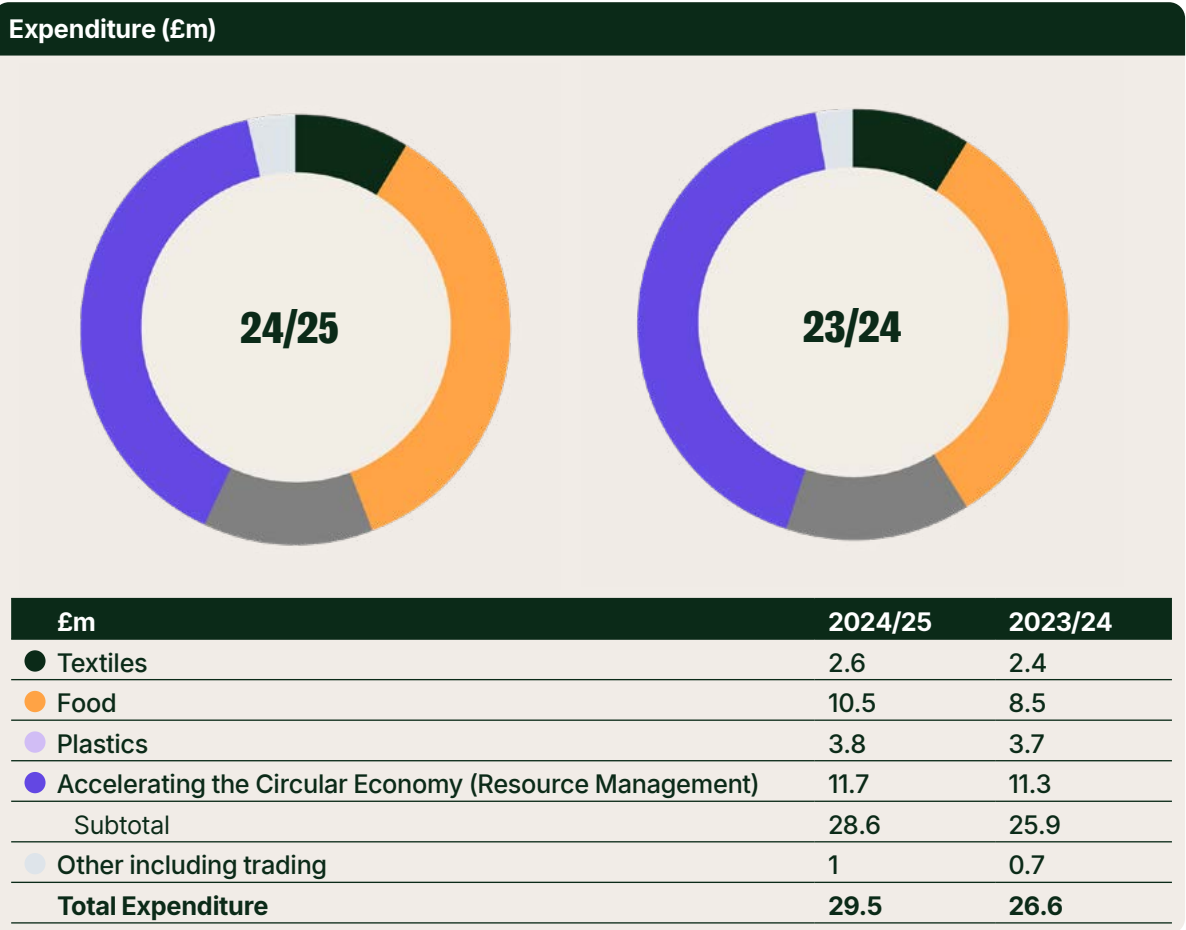
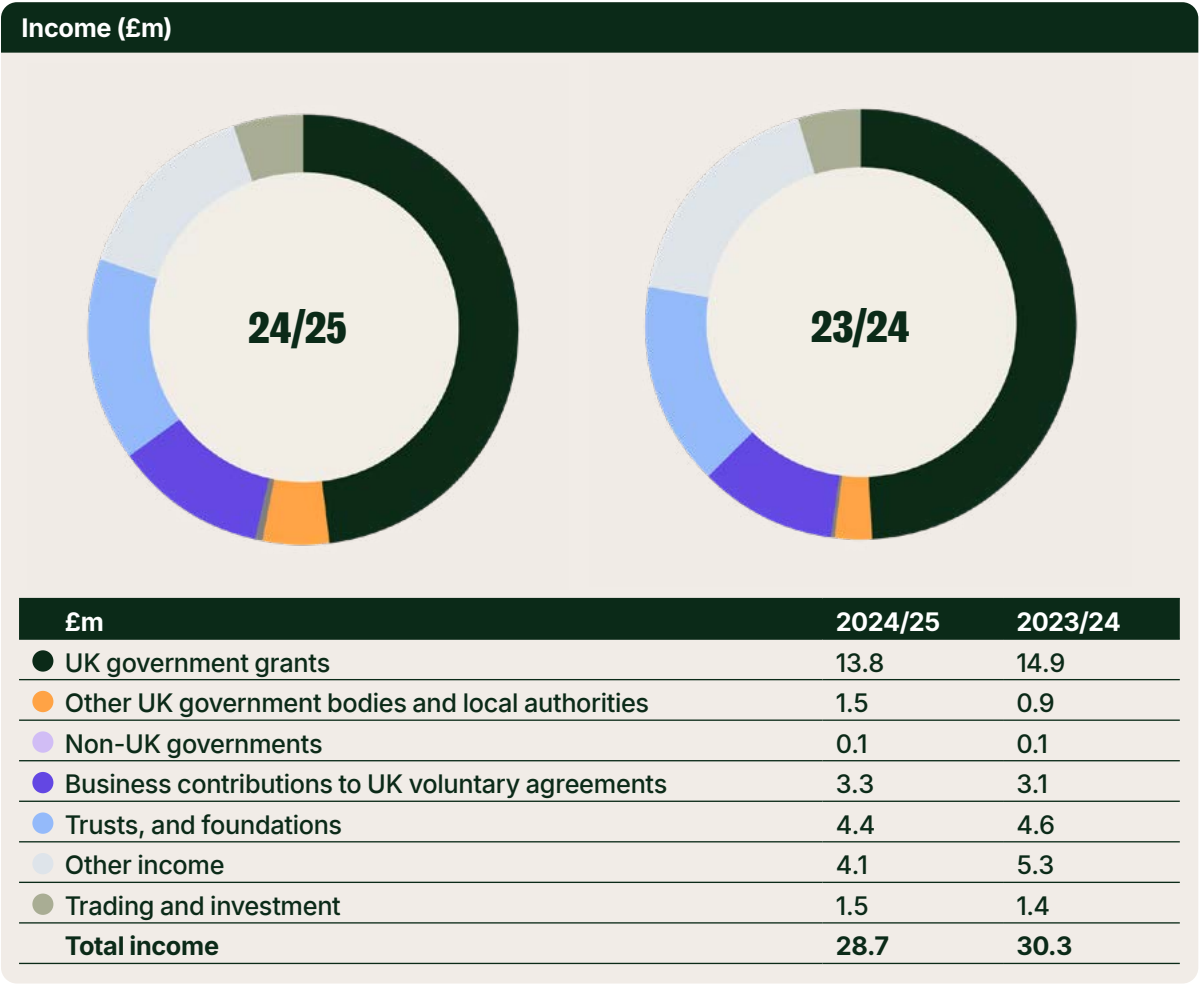
Our work is made possible through funding from governments, businesses, philanthropy and multilateral organisations. We thank them all, including but by no means only:



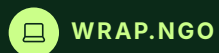


OUR THANKS TO WRAP'S FUNDERS

A summary of our income and expenditure for 2024-2025 is shown below



For more information, our full Annual Report and audited accounts are available on our [website](#).



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