



**Making
sustainability
second nature**

The difference we made in 2025



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Hello from our CEO

Hubbub was founded 12 years ago with clear ambitions to show that creative campaigns could bring environmental topics to new audiences, and to shift everyday behaviours in measurable, replicable ways. As we enter our teenage years, we're proud of the progress we've made – and motivated to go further.

We know that long-term change requires moving the biggest levers. To create a lasting shift, we have to influence the decision-makers who can fix the systems that hold people back. That means linking our work on the ground to the systems they're part of and building diverse partnerships that can create both impact and influence: from big business to local government; start-ups to community groups.

By testing solutions in the real world, we take the guesswork out of the green transition, showing how to move from ambitious targets to practical reality. In this report, you'll read about projects like Borrow Cup and Home Advantage, which show that even the trickiest environmental problems can be solved when we prioritise collaboration over competition.

And it really adds up. In 2025, we inspired someone to take action for the environment every 9 seconds – from putting more plants on their plate to making their home more energy efficient. That's 3.5 million actions taken, and 10,339 people who transformed their habits or attitudes for the long-term. And we did this all whilst supporting a network of over 1,160 local organisations to lead change from the ground up.

This means many more people taking more action, every day, all over the UK. But action alone is not enough. Despite three-quarters of the UK public being concerned about climate change and a majority wanting ambitious climate leadership, MPs and other top decision-makers still underestimate the public's appetite for pro-environmental change. This is holding the UK back from tackling our challenges at the speed and scale needed.

So, our job at Hubbub is not just to increase participation: it's to shout about it, to celebrate it, to make the wealth of everyday climate action such an unmissable part of our social fabric that those with power will feel like taking bold action is the obvious course of action. There's lots to celebrate here: our work has reached new audiences by being plastered over billboards across the UK, through in-depth reporting in mainstream magazines, and on social where we reached people 27 million times. And through our events and reporting we were able to present our evidence to hundreds of leaders in business and government, helping to shift their sense of what's possible.

Ultimately, we want to move the environmental conversation away from individual 'shoulds' and toward collective 'hows'. As you'll see from this report, that means stripping away the friction and the jargon, to make sustainable living an intuitive, rewarding and feasible choice for everyone. That's what making sustainability second nature means.

We want you to be part of this too. And we'd love to hear from you.

¹ Britain Talks Climate, 2025



Alex Robinson,
Hubbub CEO



Our impact at a glance

We're showing that environmental action is politically possible, publicly supported and rooted in communities across the UK.



Creating grassroots momentum

3.5 million actions taken for the environment

from cutting down on dairy to growing in a community garden

1 tonne of food diverted from being wasted every hour - equivalent to 29 million meals!



1,160 community groups supported to drive local climate action



10,339 people

transformed their habits or attitudes for the long term from switching to reusables to changing the way they cook and eat



Generating evidence and influence

682 partners and collaborators across 43 projects



25 impact and insight reports shared

27 million views on social



89%

of people surveyed reported taking an environmental action as a result of spending time at a nature project



Emma Pinchbeck Chief Executive of the Climate Change Committee spoke at the Home Advantage event at the House of Commons

270 decision-makers engaged at our events

from the House of Commons to the offices of multinational food businesses

Building the public mandate

800 million media opportunities to see, from the BBC and ITV to Men's Health magazine and The Grocer



88%

of those who saw our plant-milk campaign now make an effort to eat more sustainably



How we're making a difference

At Hubbub, we're making sustainability second nature by proving what works on the ground. We run real-world projects that show environmental action can be positive, practical and rewarding. Then we share that evidence with business and government, to give them the confidence to make bolder choices.

We like to think of it as doing the messy trial-and-error, so decision-makers are free to remove the roadblocks to progress. We're testing ideas on the ground, working out what shifts behaviour, and handing over the blueprint for change.

People care about the environment. But they don't – or can't – always act on it. We fix that.

Our three superpowers:

1. Engagement

We find out what makes each audience tick, ensuring they trust the message (and the messengers!) and feel inspired to get involved.

2. Behaviour Change

Our deep insight helps us design creative, bespoke campaigns and interventions to shift behaviour, by making it easy and appealing to act.

3. Powerful Partnerships

We bring together diverse collaborations to unlock new possibilities. From corporate boardrooms to community gardens, we build common cause and help everyone play their part.

Check out our Theory of Change for more

Where we're making a difference

We're deliberate about where we work: focusing on everyday actions where the potential for impact is greatest, and where we have the track record to prove it. We work in five main areas:

Sustainable diets

Creating a world where everyone is willing and able to eat a plant-rich diet, with less (and better) meat and dairy.

Everyday circularity

Making it easy for people to waste less, reuse more, save money, and cut carbon - until circularity is part of everyday life.

Community food

Ensuring everyone has access to good food, community connection, and healthier, more sustainable choices.

Nature connection

Urban nature and green spaces flourish, so that people can too.

Greener, warmer homes

Making efficient, cheaper-to-run homes the easy and obvious choice for everyone.



Sustainable

Diets

Our ambition

Everyone is able and willing to eat a plant-rich diet with less and better meat.

To hit UK climate targets, we need to cut meat and dairy consumption 20% by 2030². But the UK currently eats twice the global average³. This year we tackled two sides of the same problem: understanding why some groups are eating more meat, and making plant-rich options more appealing for everyone.

² Seventh Carbon Budget, Climate Change Committee, 2025

³ Food and Agriculture Organization of the United Nations (2025). Food Balance (2010-) domestic supply quantity per capita. See 'Meat Facts', Food Foundation, 2025.

High Steaks

Understanding why young men are eating more meat

While most of us are cutting back on meat consumption, young men aged 16-24 are heading in the opposite direction. Our High Steaks report dug into why, and what we can do about it.

It's clear that for many young men, meat is much more than just food. It's tied up with identity, fitness goals and fitting in.

And all of this has been compounded by the influence of the 'manosphere' – the online world in which figures like Joe Rogan and Andrew Tate promote carnivore diets, wrapped up with bogus claims about nutrition and climate. We explored the impact of the pandemic, and how it pushed many young men into online spaces where these messages about meat and masculinity really took hold.



Why it matters

To hit our climate targets, we need to cut meat consumption by 20% by 2030¹. But the UK already eats twice the global average², and young men are eating more, not less.



Behaviour

More people opting for plant-based options over meat.

The difference we made

- ✓ A six-page **Men's Health** feature got the research in front of exactly the right people.
- ✓ We **secured funding** to put our recommendations into action with young men in the West Midlands and Scotland.
- ✓ **Businesses and policymakers** have told us they now have the insights they need to **better engage with young men** – and we're now working with Compass Group to put this work into practice.

[Read the impact report](#)

"The more meat you eat, the more masculine you're going to be. That's just how people are."

Hubbub focus group



Find Your Oooh Without the Moo

How we got people doubling their plant-milk days

Our insight tells us that plant milk is the perfect 'first step' towards a more sustainable diet. It's a low-stakes entry point that opens the door to bigger changes. In 2025, we built on our first-year learnings to help even more young people find their oooh without the moo.

We know that shifting habits can be helped with a bit of playfulness. For our Valentine's Day launch, we used love letters on supermarket shelves, street art on the daily commute, and real-life interviews on social to catch people during their pre-coffee scroll and prompt them to try plant milk in their next hot drink.

We also took the campaign into the office. With the average UK worker drinking around three hot drinks a day⁴, workplace brews are a serious business and the perfect moment for a simple nudge. By teaming up with businesses to make plant milk a default part of the office routine, we helped move the conversation from a personal choice to a cultural norm.

Of the 25-34 year olds who saw the campaign, 77% said it made them feel more positively about plant milk⁵. Even more excitingly, the results suggest that once you change what's in your morning cuppa, you start to rethink what's on the rest of your plate.

⁴ 'What's brewing at the office - hot drinks survey', Office Coffee Co. 2014
⁵ Representative polling of 2,000 over 16 year olds, by Censuswide in November 2024

"Our office only provided cow's milk - so people really enjoyed having the option of plant milk for no extra cost! Oat milk was a fan favourite and went down the quickest."

Sophie Hayes, Safer London



Why it matters

Swapping dairy for plant milk can lower your footprint by at least 68%⁶. But the real win is the mindset shift: we're proving that when you make the first step fun, you create a gateway to lasting, broader behaviour change.



Behaviour

More people opting for plant milk over dairy (and eating more plants in general).

The difference we made

- ✓ 30% of 25-34 year olds saw this year's campaign (that's **2.8 million** people).
- ✓ Of those, **7 in 10** now drink more plant milk.
- ✓ **88%** now make an effort to eat more sustainably⁵.

Read the impact report

⁶ Joseph Poore and Thomas Nemecek (2018). See Our World in Data



What's next for sustainable diets?

We're piloting innovative ways to shift the dial on consumption, starting with a targeted focus on young men in the West Midlands to build public demand for plant-rich options. Alongside this, we're working directly with

businesses to trial demand-shift strategies; this includes partnering with FSC Group to make food-on-the-go plant-rich by default, and Compass Group to normalise plant-forward menus with 'less and better' meat.

Community Food



Our ambition

Communities pride themselves on making the most of food; helping each other waste less and shift to healthier, more sustainable diets.

Last year, Hubbub supported over 800 community groups to strengthen the value of food and build more resilient local systems. Our Community Fridge Network shared record amounts of surplus food – a feat made possible in several locations by Food Connect, our zero-emission redistribution service that bridges the gap between retailers and community hubs.

As we support the hubs in our network to deepen their impact, we're seeing them solidify their place as community anchors. They've moved from food redistribution to centres for long-term food skills and access, from communal cooking to local growing. Their growth is proving that environmental action can also create a stronger, more connected social fabric.

The Community Fridge Network

Deepening the potential of surplus food

Our partnership with Co-op has allowed the Community Fridge Network to thrive as a vital piece of social infrastructure. This year, the Fridge Investment Fund provided £1,000,000 in grants - supporting 200 fridges with £5,000 each - to help them move beyond redistribution towards longer-term self-sufficiency.

This work creates a powerful ripple effect for our partners too. Our research found that

72% of people reported a more positive opinion of Co-op after becoming aware of the partnership, with positive sentiment increasing by 23%⁷. As one respondent put it *"There's a lot more to Co-op than just a grocery store. It really cares about the community and helps a great deal"*.

It's proof that when a business invests in the health of local communities, that value flows both ways.

Why it matters

In the UK, 10.2 million tonnes of food are wasted every year⁸. Much of this is perfectly good food that should be reaching people, not landfill.



Behaviour

Normalising the sharing of surplus food to ensure good food is eaten, not wasted.

The difference we made

- ✓ We welcomed more than **700,000 visitors** to over **800 fridges** nationwide.
- ✓ **£1 million in grant funding** enabled fridges to expand their reach and resilience.
- ✓ We're saving more than **a tonne of food every single hour** - totalling 11,482 tonnes in 2025, or 27 million meals shared.

⁷ Nationally representative polling of 1000 people aged 18+, by Censuswide August 2025

⁸ 'Food Waste and Food Surplus in the UK', WRAP 2025



"With the purchase of a large freezer we've been able to supply more food and prevent food waste as much of the food we receive is 'use by.' Our fridge is open twice a week now.... Our volunteers feel that we are more organised and have more to give."

Springburn Community Hub



“The Community Fridge partnership between Co-op and Hubbub helps to respond to the concerns of our members.

Over 37,000 Co-op members (in a survey) highlighted the environment and climate, as well as cost of living, as their top priorities for us to address. Community fridges help to address both, with trusted local organisations helping to use the food available for the benefit of both people and planet.

The Hubbub and Co-op partnership underpins this with resources and support, to enable success at the heart of communities.”

Edward Powell, Partner and Impact Manager at Co-op



A view from Sustainable Merton community fridge

Erol's story

When Erol was forced to seek asylum in the United Kingdom from Cyprus, he left behind his family, his home, and the life he had built over 29 years – including his education and his teaching career.

He spent a year alone in an asylum hotel in a country he did not know, feeling “like a fish out of water”. Erol struggled with his mental health and experienced loneliness for the first time in his life – it affected him most when he realised there was no one he could list as an emergency contact.

In the summer of 2025, Erol moved to Merton. He could not afford to eat, so he found Sustainable Merton community fridge through a Citizens Advice list of food resources. He first visited for fresh produce, but soon realised it was helping with much more than food.

By spending time with other fridge members, Erol met people from all walks of life. Everyone had their own challenges, but knowing he was not alone brought him comfort. The community fridge members helped him find solutions even before he asked for help, and in time he met kind people he could finally list as his emergency contacts.

During this extremely difficult period in his life, Erol felt a deep sense of loyalty and gratitude towards the community that provided him with food and a safe place where he could rest. He knew he wanted to give back. When he received his refugee status, he went straight to the community fridge to volunteer and started that same afternoon. Even though he is still ‘trudging’ along through difficult circumstances, he wants to give back to the community that means so much to him and hopes that his presence will help change people’s perceptions of refugees.

Food Connect

Redistributing food with low emission vehicles

In 2020, we launched Food Connect to solve a persistent gap in food redistribution: the logistics of the 'last mile'. Using zero-emission vehicles, the service collects surplus food and delivers it directly to community hubs, creating a reliable link between businesses and local fridges.

In 2025, Food Connect reached a major milestone, transitioning to full local ownership in London and Milton Keynes. Hubbub provided the governance and fundraising support to ensure these services have a permanent, locally rooted legacy, and can continue to provide fair, Living Wage green jobs, while improving air quality.



Why it matters

When community organisations can count on consistent deliveries, they can redistribute food more efficiently. By using e-cargo bikes and e-vans, we're proving that tackling food waste and urban air pollution can go hand-in-hand.



Behaviour

Less surplus food going to waste, and fewer emissions created in the process.

The difference we made

- ✓ Collected the equivalent of **6.8 million meals** of surplus food (2,890 tonnes) since launch.
- ✓ **38 tonnes of greenhouse gases saved** across 170,000 miles of zero-emission travel.
- ✓ **21 Living Wage, part-time green jobs created.**

[Read the impact report](#)



“Food Connect provides at least 50% of the food that we provide for clients who are in need and often vulnerable. We could not provide our services without the Food Connect deliveries. We have people queue up for the food for up to four hours and often have people turn up who are crying out for help.”

Leigha Britnell, Conniburrow Community Fridge

Food Hubs

Unlocking everyday climate action

Food Hubs build on the strong ties of our Community Fridge Network, providing the funding and support needed to turn a food redistribution point into a place where food catalyses local climate action. This year, the Food Hub programme enabled community fridges to launch 266 new projects – from veggie cooking workshops and low-meat shared meals to community gardens and sharing libraries.

These activities are helping transform fridges into trusted spaces where climate action feels local, doable and tangible. By focussing on the social side of food, we're making everyday activities a gateway to long-term sustainable living.



"I'm so surprised how easy it is to grow simple plants... our little group has the bug for growing now!"

Growing Places Community Hub @ Oak Meadow

Why it matters

When environmental action is connected to social connection and new skills, it stops feeling like a chore and starts feeling like a benefit. Food Hubs prove that the best way to inspire change is to make it communal, practical and delicious.



Behaviour

Using community food activities as a gateway to broader sustainable habits like growing your own food, using lending libraries and reducing meat consumption.

"I've learnt to use less meat in dishes and still have healthy and tasty meals."

ACE community fridge user

The difference we made

- ✓ **12,556 people** took part in food hub activities in 2025.
- ✓ And **2,290** of these people reported **positive, lasting habit changes** as a direct result.



What's next for community food?

Over the next three years, we're looking to go deeper. With a network of over 800 fridges and counting, our focus is on evolving these spaces into resilient local food systems. It's no longer just about redistribution; it's about cooking, sharing, and learning.

We want to make community food activities so visible and accessible that they become

the go-to for everyone. A key part of this is helping the groups themselves see their work as vital, everyday climate action. By showing that these habits are both doable and desirable, we're proving that spaces like this can be a way to build a healthier, more connected community with greater food resilience.

Everyday Circularity

Our ambition

People waste less, reuse more, save money, and cut carbon because circularity is part of everyday life.

The data is clear: people *want* to waste less and reuse more, but current systems make it too easy to default to disposable. This year we tackled the barriers that hold people back: inconvenience, inconsistency and lack of incentive. From proving that collaborative reuse schemes can work at city scale, to normalising bringing your own cup, to giving unused phones a second life, we're showing how circularity can become part of everyday life - simple, rewarding, and the obvious choice.



Borrow Cup

Building a city-wide system for reuse

Borrow Cup is the UK's first city-wide collaborative returnable cup scheme, bringing together major brands like Costa Coffee, Caffé Nero and Burger King with local independents. Launched in Glasgow in January 2025 alongside reuse partner Reposit, it focused on making the switch away from disposables frictionless. Customers paid a £1 deposit to borrow a cup at any of the participating locations.

Over the course of nine months, someone picked up a drink in a Borrow Cup every five minutes (that's more than 67,000 times). Whilst citywide uptake averaged only 3%, it climbed to as high as 69% in 'closed-loop' environments like museums, libraries and galleries. And a return rate of 78% suggests that once people are in the system, it works.

Through Borrow Cup, we identified eight recommendations for a successful reuse scheme, from prioritising organisational buy-in to making it default and simple alongside using financial levers.

Why it matters

Single-use culture is too big to solve through individual switches alone. Reusable cup schemes have been limited by the perceived inconvenience of return and achieving a scalable, yet simple, reuse user journey.



Behaviour

More people using returnable cups, less single use waste.

Read our recommendations from Borrow Cup

The difference we made

- ✓ Borrow Cups were used **67,000 times** in nine months (that's once every five minutes), and 78% of them were returned.
- ✓ **93%** of users think the scheme is good for business, and **88%** found it easy to use.
- ✓ We're **connecting projects and policy** - we shared our core recommendations with the Scottish Government as they develop their **national reuse strategy**.



"It's been such an amazing initiative - extremely positive and it made being sustainable much easier."

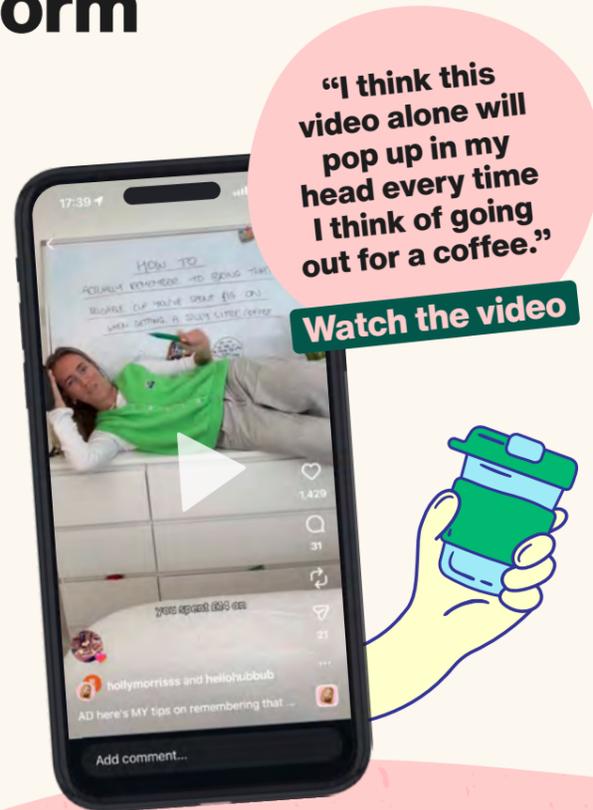
- Customer

Bring Your Own Cup

Making reuse the norm

Most people recognise the environmental benefits of reusables, but many still feel awkward asking a café to fill their cup, or simply forget to bring it. Previous campaigns taught us that reminders alone aren't enough – bringing a reusable needs to feel worth it if it's to compete with the convenience of single-use. Funded by Starbucks, Bring Your Own Cup combined an optimistic, attention-grabbing installation with a nationwide digital campaign to help people value their reusables and feel more confident using them.

A pop-up coffee van served free drinks to anyone with their own cup in Cardiff, Manchester and London. The result was a clear shift in social approval: the campaign stuck in people's minds and helped them see reuse as a positive social norm that could save them money.



Why it matters

Most people already own a reusable cup, but only a third use them regularly. Awareness isn't the problem; it's the friction of habit. By replacing awkwardness with a positive, social experience, we can turn a forgotten item into an everyday essential.



Behaviour

More people remembering and using their reusable cup, and less single-use waste.

The difference we made

- ✓ We had over **4,000 face-to-face conversations** with the public about reuse. Of those who saw the pop-up, **46% said it reminded them** to bring their own cup.
- ✓ **97%** of those who saw the **digital campaign** said they were more likely to take **positive action** towards reuse.
- ✓ **86%** said they have or would **encourage others** to use reusables.

[Read the impact report](#)



Community Calling

Connecting digitally disconnected people with unused smartphones

Many environmental issues are also social ones. Community Calling raises awareness of electronic waste while directly tackling digital isolation. In partnership with Virgin Media O2, we rehome unwanted smartphones - donated through their supply chain - providing recipients with minutes, texts and the data they need to get online.

By working with local councils and community groups, we identify those who need it most, from survivors of domestic abuse to asylum seekers and low-income households. For many, this is their first smartphone, so they're offered complimentary digital skills support from our partners - opening doors to health advice, employment services, and education.

Community Calling redistributed a phone every single hour in 2025.



Why it matters

While 5.5 million people in the UK lack internet access⁹, an estimated 123 million unused devices are gathering dust in our homes¹⁰. This project turns 'waste' into a vital tool for social equality.

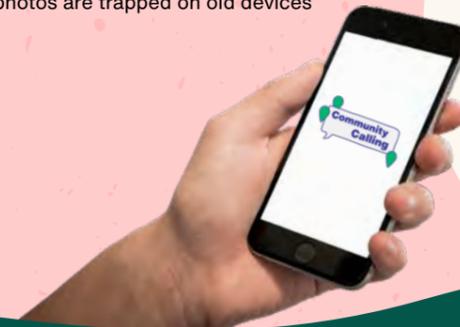


Behaviour

More phones in use and less e-waste. More people and businesses who see tech 'waste' as a resource that can be regifted to change a life.

⁹ Ofcom, 2025, 'A demographic deep dive into internet adoption'

¹⁰ Virgin Media O2, 2025, 'Brits urged to donate unwanted phones as 11 billion photos are trapped on old devices'



The difference we made

- ✓ Over **30,000 phones rehomed**, with more than a third of those rehomed in 2025 alone - that's a phone given a new home at least **every hour** of every day.
- ✓ We worked with **63 partners** to reach those most in need.

"With this phone and the SIM, I can finally start building the future I want. I can apply for jobs, join courses, and stay in touch with the people who are helping me. It feels like I've got a lifeline."

N, Community Calling recipient

What's next for everyday circularity?

Circular living shouldn't be a test of willpower. Over the next three years, we're focusing on dismantling the barriers that keep people from choosing reuse: the inconvenience, the lack of incentives and options, and the inconsistency of current systems.

We're taking a place-based approach to trial new ways of embedding reuse, repair, and recycling into the heart of local communities. By piloting simple, rewarding systems and services, we want to prove that circularity can be mainstream - making it the easiest, most logical choice for everyone, every day.

Nature Connection

Our ambition

Urban nature and green spaces flourish, so that people can too.

At Hubbub we're working to bring people closer to nature, and nature closer to people. Not because it's a nice thing to do, but because it's fundamental to everyone's wellbeing and the health of our planet. We're a nation of nature lovers who care deeply about protecting natural spaces – a belief that crosses political divides¹¹. And while 8 in 10 of us feel happier after spending time in nature¹², access to it isn't equal – 1 in 5 people live in areas deprived of access to nature¹³.

Our work shows a clear link between nature connection and pro-environmental action. While more research is needed on the cause, our work suggests there is a positive social and community element that keeps people coming back and makes them more likely to act.

¹¹ Britain Talks Climate and Nature, Climate Outreach, 2025

¹² Representative survey of 2000 UK adults, OnePoll, November 2023

¹³ 'Green Space Rating', Friends of the Earth, 2020

The Community Nature Network

Supporting communities to strengthen nature connection

The Community Nature Network is our way of enabling more community-led green spaces. It's a collective of 360 groups (and 760 individual members) who come together to share skills, solve common challenges and build momentum for accessible local nature. Thanks to support from funders including Wates Family Enterprise Trust, The Bentley Environmental Foundation and Starbucks, we're able to provide the infrastructure they need to thrive, from peer forums to funding.

"I never felt like nature was for me, but now I see how much it matters."

Bristol Tree Craft participant

Why it matters

We protect what we feel connected to. By creating social green spaces, we're bringing nature closer to people, and people closer to nature.



Behaviour

More people spending time in nature and building a 'pro-nature' mindset – where caring for the local environment becomes part of community life.

The difference we made

- ✓ **30,546 people** visited or took part in activities at funded nature projects.
- ✓ **98%** of people surveyed reported significant **co-benefits** like improved wellbeing, feeling closer to nature, and feeling closer to other people.
- ✓ **89%** of people surveyed reported taking an **environmental action** as a result of spending time at a nature project.



A view from

Buzzing Roots

community garden

Katy's story

As a single parent of three and a busy planner for Leicester's local council, Katy doesn't get much time off. Juggling work and family leaves her little time to herself; her visits to the garden are often the only time she gets to catch her breath. "When I visit the garden I get to be an adult, not just a parent," she says.

Katy first came to the site for the community fridge, and while waiting, she noticed the other volunteers. Inspired, she decided to get involved.

Now, volunteering at the garden is a family affair. Katy has started bringing her children along to family sessions, from weaving to dreamcatcher making. The kids now know all the volunteers. "It's nice to get my children off their screens and out in nature," she notes.

She feels the absence when she can't make it, explaining that the garden is a safe space. **"I only recently realised how much the garden meant to me,"** she reflects.

Breaking Ground

Co-designing community green spaces

Access to nature is often most limited for the communities that need it most. Breaking Ground supported residents in Lansbury Ward, Tower Hamlets, to lead and own the redevelopment of a local green space. Funded by The National Lottery and TMHCC, the project focused on building transferable skills to ensure the space has a lasting, locally-owned legacy.

Through conversations with over 200 residents and a series of workshops, we co-designed the transformation of an unused area into a safe, biodiverse haven. Through the process, we supported a core team to build community organising and project management skills, and created two paid coordinator roles for local residents.



"The new space has given us somewhere safe for the children to play and a way to finally get to know our neighbours. It's made us feel like this part of the city actually belongs to us."

Project participant



Why it matters

Underserved communities are at the sharpest end of environmental inequality, often with the poorest access to nature and lacking the resources or technical skills to change it.



Behaviour

Residents helping to shape new and enhanced green spaces for greater nature access.

The difference we made

- ✓ **20 community members** developed **new skills** in community organising, gardening and habitat creation.
- ✓ Residents reported significantly **stronger community ties** as a result of working together on the space.
- ✓ The project provided **access to nature** for a community that lacked it.



Take it Outside

Getting young people into their local community garden

We created Take It Outside to bridge the gap between young people looking for connection and community gardens looking for new volunteers. For many 18-34s, nature is something they want more of, but the community gardening scene can feel intimidating or simply not for them. We reframed these spaces as vibrant, social, and creative hubs - not just for those with green thumbs, but for anyone wanting to get their hands dirty and do something fun 'in the real world'.

The campaign combined a massive digital reach with over 30 in-person events, including our 'Nature Lates' series, which brought creative workshops into gardens after hours. By turning these spaces into venues for socialising and skill-sharing, we helped 400 gardens nationwide open their gates to a lesser-reached audience.



Why it matters

Younger generations are reporting record levels of isolation¹⁴, yet community gardens are often crying out for volunteers.



Behaviour

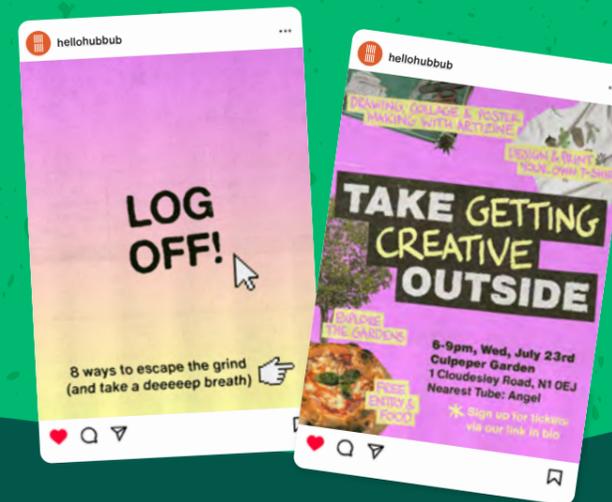
More young people spending time in green spaces, and taking part in community nature activities.

The difference we made

- ✓ Our digital campaign reached people **1.9 million times**, with **97%** saying they were **more likely** to visit a community garden because of it.
- ✓ **87%** of funded groups reported seeing **new faces** at their events.
- ✓ Over **3,400 people** attended in-person events, from zine-making workshops to chess club.

Read the impact report

¹⁴ 'Public Opinion and Social Trends', ONS, January 2025



"It's the biggest turnout for an event we've ever had. We got a really diverse group of people showing up, and lots of people we've not seen at the community hub before."

Ladyburn Community Hub, host of funded event



What's next for nature connection?

Thriving local nature is the foundation for thriving communities. In the coming years, we're doubling down on building support for our network of 300+ community green space groups to help them reach their full potential as agents of change.

Currently, many of these projects operate in isolation and face significant funding gaps.

We're building a unified national movement to bridge these gaps, providing the coordination and resources needed to make nature-led resilience a reality. Our focus is on empowering these groups to lead the way in shaping local nature and green spaces. By helping more people connect with their surroundings, we are turning climate action into a shared local priority.

Greener, Warmer Homes

Our ambition

Efficient, warmer, cheaper-to-run homes are the easy and obvious choice for everyone.

A third of the UK's emissions cuts by 2035 rely on individual and household decision, such as making their homes more efficient.¹⁵ But for most people, the journey feels expensive, confusing and out of reach. The polarised debate around net zero hasn't helped.

As we support the hubs in our network to deepen their impact, we're seeing them solidify their place as community anchors. They've moved from food redistribution to centres for long-term food skills and access, from communal cooking to local growing. Their growth is proving that environmental action can also create a stronger, more connected social fabric.



¹⁵ House of Lords Environment and Climate Committee, calculated with the Climate Change Committee, 'In our Hands' (2022)

Home Advantage

Helping households get to net zero

To reach net zero, we have to understand what's happening behind the front doors of homes across the UK. We know that 'net zero' can be a confusing, often politicised term, so we set out to get a reality check on what it means for the average household. Supported by B&Q, Barratt Redrow, Starbucks UK, TSB, Unilever UK, and Virgin Media O2, we recruited 175 homeowners for a three-month deep dive into how they eat, shop, and power their homes.

The project reinforced that while people see net zero as a shared responsibility, they are often unclear on which actions move the needle. Trust in official institutions is fragile; instead, people look to peers and trusted experts to guide them.

We found that framing is everything: positive, step-by-step messaging that focuses on comfort and savings is far more effective than an all-or-nothing approach. By providing practical, tailored guidance alongside structural support (like better funding and services) we can turn a general willingness to help into low-carbon habits for the long run. For example, 65% of households became more willing to cut energy use by 15%¹⁶ and 48% became more willing to cut meat and dairy by 20% when given positively and practically framed choices to do so.

Why it matters

A third of the emissions cuts we need by 2035 rely on individual households¹⁶. But most people don't know how to make a difference or feel put off by the polarised debate around net zero.



Behaviour

More households taking climate action, from upgrading homes to cutting meat and dairy, to making the things they buy and throw away last longer.

The difference we made



In homes: Six months on, of 65 participants surveyed, **43** were washing at 30 degrees, **20** were keeping their thermostat down and **20** had found out if a heat pump or solar was suitable for their home. And many had embedded **long-term low carbon habits**.



In businesses: TSB rolled-out a staff-led version of the project, with employees taking **over 100 actions** to reduce their impact.



In government: We launched the programme's 12 core recommendations at the **House of Commons**, and shared evidence with the Department for Energy Security and Net Zero. Emma Pinchbeck, Head of the Climate Change Committee, spoke of the value of the findings.

"Home Advantage has definitely had a huge, positive impact and I have introduced several new habits as a result."

Participant

"I'm at the point of saying 'Tell me what to do and if it's within my power, I'll do it.'"

Participant

Read the insights and recommendations

¹⁶ To meet Climate Change Committee targets in the sixth carbon budget

Place-based Solutions

Tailoring the energy transition in Norfolk

There's rarely a one-size-fits-all solution to improving home energy. Working with the Norfolk Climate Change Partnership who were supported by Innovate UK, we explored how place impacts the way people approach home energy upgrades across seven distinct Norfolk communities.

We engaged nearly 600 residents and businesses, finding that while cost and trust are universal hurdles, many barriers are hyper-local. Residents in heritage homes

or those living off the gas grid faced unique complexities to upgrading their homes and some faced increased risk of fuel poverty. We also found that age significantly shaped whether people saw future home investments as worthwhile. The most effective solutions were deeply local: energy champions, open-home events, and case studies from neighbours were the most powerful tools for building trust.



Why it matters

Policy can overlook local nuances. By understanding the specific needs of different communities, we can design support systems that actually work for the people living there.



Behaviour

More households making home energy upgrades, from installing renewables to upgrading insulation.

The difference we made

- ✓ We engaged close to **600 residents and businesses** to map out the role of place in the energy transition.
- ✓ Identified that progress is strongest in areas with **visible local leadership** and active community networks.
- ✓ **Partners shared the findings** country-wide with other Innovate UK projects to help scale effective local action.



“My dream is to have a nice, warm, cosy home but I have no idea where to begin.”

Norfolk resident

What's next for greener, warmer homes?

Over the next three years, we're piloting new ways to make home energy upgrades and water-saving both simple and desirable.

We're putting Home Advantage recommendations into practice, starting with developing a personalised, trusted digital platform for sustainable living, using AI to help people navigate how to get started.

We're partnering with businesses to dismantle the structural barriers that stop people from acting, using innovative funding models to help more households afford vital upgrades. At the same time, we're driving demand by making the invisible visible - using tools like thermal imaging to show heat loss and working with trusted local voices - from communities to plumbers - to make energy-saving steps a normal part of home maintenance.

Bringing it all together

Manchester: In Our Nature

2025 was a landmark year as we wrapped up In Our Nature. This city-wide collaboration was designed to make climate action fun, relevant and unmistakably Mancunian. For Hubbub, this project represents a massive milestone; it brought together everything we've learned over the years about the intersection of people, places and systems – weaving together insights from each of our focus areas.

Working with a coalition of organisations including Manchester Climate Ready and Partnership, Groundwork Greater Manchester, Tyndall Centre for Climate Change Research, Amity CIC and Manchester City Council, we acted as a creative partner, providing the strategy, communications expertise and hands on support local groups needed to scale their impact.

In three years, we delivered six city-wide campaigns alongside 15 community projects - ranging from home energy to food waste. We used broad campaigns to raise awareness and redefine what's possible, paired with targeted community work to drive deeper engagement and behaviour change. By creating a citywide identity for climate action, we reached 635,000 people through In Our Nature's Instagram and Facebook accounts alone. Within the first year of the project, 39% of Mancunians had heard of it and of those, 57% said it helped them to understand what role they can take in tackling climate change.

Read more about our work in Manchester

Why it matters

Before In Our Nature, only a third of Manchester residents knew where to find practical tips to live more sustainably. By centring action around local joys – like cycling, cooking or greening a street – we made sustainability part of Manchester's culture.



Behaviour

More people taking climate action across Manchester, shifting it from a solo responsibility to a collective effort and source of local pride.

The difference we made

- ✓ **39%** of Mancunians heard of In Our Nature within the first year and 57% of those people said it **helped them understand** what role they can take to tackle climate change¹⁷.
- ✓ **80 community organisations** supported to deliver **15 high-impact projects**.
- ✓ People took action **6,500 times**, from wasting less food to starting to cycle or shifting to more sustainable diets.
- ✓ **5.5 tonnes of CO₂ avoided**, with hundreds of residents gaining long term skills in repair and sustainable living.

¹⁷ Hubbub polling of 1,000 Manchester residents, 2022



“The food and vibes of the outdoor workshop were amazing, I loved trying something new and meeting new people.”
Project participant



“Seeing the vegetables being grown has encouraged me to include them more in my diet, whether it's literally the ones we've grown here or reminding me to buy and try more veg when I'm doing my weekly shop.”

Project participant



A view from Manchester

Naz's story

We first met Naz through Manchester City Council's Neighbourhoods Team. A freelance cycling instructor and mechanic, Naz was working to break down barriers preventing people in North Manchester from learning to cycle – particularly women and girls.

In Our Nature helped Naz establish Bike It Walk It, providing bikes, helmets and weatherproof clothing so 16 women could learn to cycle safely. We also helped her set up as a Community Interest Company, designed her logo, and got her started on social media - taking away the pressure of marketing so she could focus on what she does best.

“Thank you (to Hubbub) for being AMAZING throughout the journey. Ordinarily funders provide finances and wait for evaluations, numbers etc - Hubbub is extraordinary in every sense of the word.”

Naz, Founder, Bike it Walk It

The transformation went beyond cycling. All 16 women reported feeling more confident and said their mood had improved. They were connecting with their families in new ways, taking their children on free days out, and finding time for themselves. One woman wrote to Naz saying she'd been suffering from severe depression but now felt she could 'achieve anything.'



How we make Hubbub work



Our team and culture

Our team is our biggest asset and are pivotal in creating the innovative and creative solutions needed to have the impact we've achieved. This doesn't stop short of our projects. Whether this be how we provide development opportunities, establish forums for feedback or create policies to provide equitable flexibility for work-life balance, we're always looking for ways to be a better employer.

Our goal is to provide the right tools, support and flexibility needed to enable the team to do their best work. This year, we maintained

a high average score on our annual staff survey of 3 out of 4, and achieved a Net Promoter Score of 3.2 out of 4 agreeing "I would recommend Hubbub as a great place to work."

Looking ahead, we aim to foster a culture of continuous learning, especially with AI, further build manager's capacity and nurture our great team connection.

Equity, diversity and inclusion

EDI is central to our success. It is the lens through which we reduce bias in our decision-making, listen to lived experience, and foster an environment where everyone can thrive. It's an approach which recognises that environmental and social issues are deeply connected. By focusing on inclusion, we ensure that climate action improves lives in tangible ways - from saving money and building confidence to strengthening community ties.

Within our team we're committed to removing the friction that holds people back. This year, we've focused on increasing accessibility across our day-to-day processes, nurturing female leadership talent, and equipping our managers with the tools to better support their teams. We also launched an inclusive Parent Pack to provide clear, compassionate guidance on parental leave and flexible working, ensuring our workplace evolves with the needs of our people.

	2022	2023	2024	2025
Team size (FTE)	48	56	56	33
Completion rate	91%	90%	86%	94%
LGBTQ+	21%	23%	22%	29%
Disability or health condition	23%	23%	24%	32%
Aged 45+	4%	10%	12%	13%
POC	17%	17%	20%	13%
Identify with a religion	23%	31%	28%	26%

Inclusive design makes our work more effective. When we co-design projects with underserved communities, we create solutions that are more resilient, more relevant, and more likely to stick.

Our community projects help support communities to have a voice and feel the benefits of the green transition - like access to nature, digital connectivity, and

sustainable skills - including those affected by high deprivation. 58% of our community fridges are in areas with higher deprivation (index of multiple deprivation deciles 1-4). While fridges are open to anyone, and those in need could access a fridge anywhere, the myriad social and wellbeing benefits of fridges can be a powerful tool for social equity.



Thank you

Everything we achieved this year was made possible by a shared belief that positive environmental change is within reach.

A heartfelt thank you goes to our Board of Trustees. We're incredibly grateful for your time, your commitment, and the wisdom you bring to Hubbub. You challenge us to be better and help us navigate the complexities of the work we do.

We also want to thank the partners and funders who joined and supported our mission. Your investment is a vote of confidence in a fairer, greener future. Thank you for making this work possible.

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