



How we make impact



THE BIGGER ISSUE

The climate and nature crises are increasingly evident across the UK.

But we're still not tackling them at the scale and speed needed.

THE PROBLEM WE CHOOSE TO SOLVE



People care about the environment, but don't - or can't - always act on it. We fix that.

Social and structural barriers mean it's not always easy to make sustainable choices in the UK.

Environmental action is often perceived as a sacrifice. meaning choices that could be made today, even by people who care about the environment and want to do more, aren't. This is a missed opportunity.

Without addressing these barriers, we risk missing the opportunity to transition to an urgently needed, more sustainable society.



OUR PURPOSE

Hubbub makes sustainability second nature.

We shift the sense of what's possible on environmental action. We show it's politically possible, publicly supported and rooted in communities across the UK.

OUR ROLE

We're 'doers' who catalyse action.

We prove what works on the ground - creating examples that shift public sentiment, change behaviours and inspire environmental action far and wide. Then we use this evidence to give business and government the confidence to be bolder. We do the messy trial-and-error so they can remove the roadblocks to change.

How we make it happen

1. Deliver

We **galvanise action through our real-world projects**, using our three superpowers: engagement, behaviour change and powerful partnerships.

We focus on **everyday topics that have high potential for impact and uptake**. Then we collaborate with partners to uncover insight, develop creative campaigns and pilot new ideas.

Where people have the power to act, **we prove that taking action can be beneficial, rewarding and spark hope**. And where people need support to be able to act, **we create the right conditions** through greater knowledge, improved choices or new social norms.

2. Scale

We don't keep what we've learnt a secret. We **openly share our results, create replicable models** and support broad community networks (over 1,000 groups) to deepen our impact.

3. Influence

We use what we learn on the ground to influence change at the top. By **sharing real-world evidence with businesses and government** through powerful storytelling and partnerships with advocacy groups, **we help leaders make confident, practical choices** for the environment, and spot the evidence gaps that guide our next steps.

OUR IMPACT

We create momentum from the grassroots and empower decision makers.

Our work shows that environmental action thrives when it's positive, practical and rewarding. It's not about sacrifice - it's about improving health, saving money and strengthening communities. When people feel the benefits, change takes root and caring for the environment becomes second nature. This proves that, with the right support, people across society are ready and willing to act.

This evidence gives business and government leaders greater confidence to make sustainable choices simple and appealing for everyone in the UK.

Together, these two layers of impact create a powerful ripple effect. As more people care, act and see others doing the same, new social norms take hold. This positive momentum - built on shared action and visible progress - is what makes sustainability second nature.

How we **create change**

AKA
our secret
sauce!

Our ability to create change comes from 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.

Hubbub's Theory of Change

