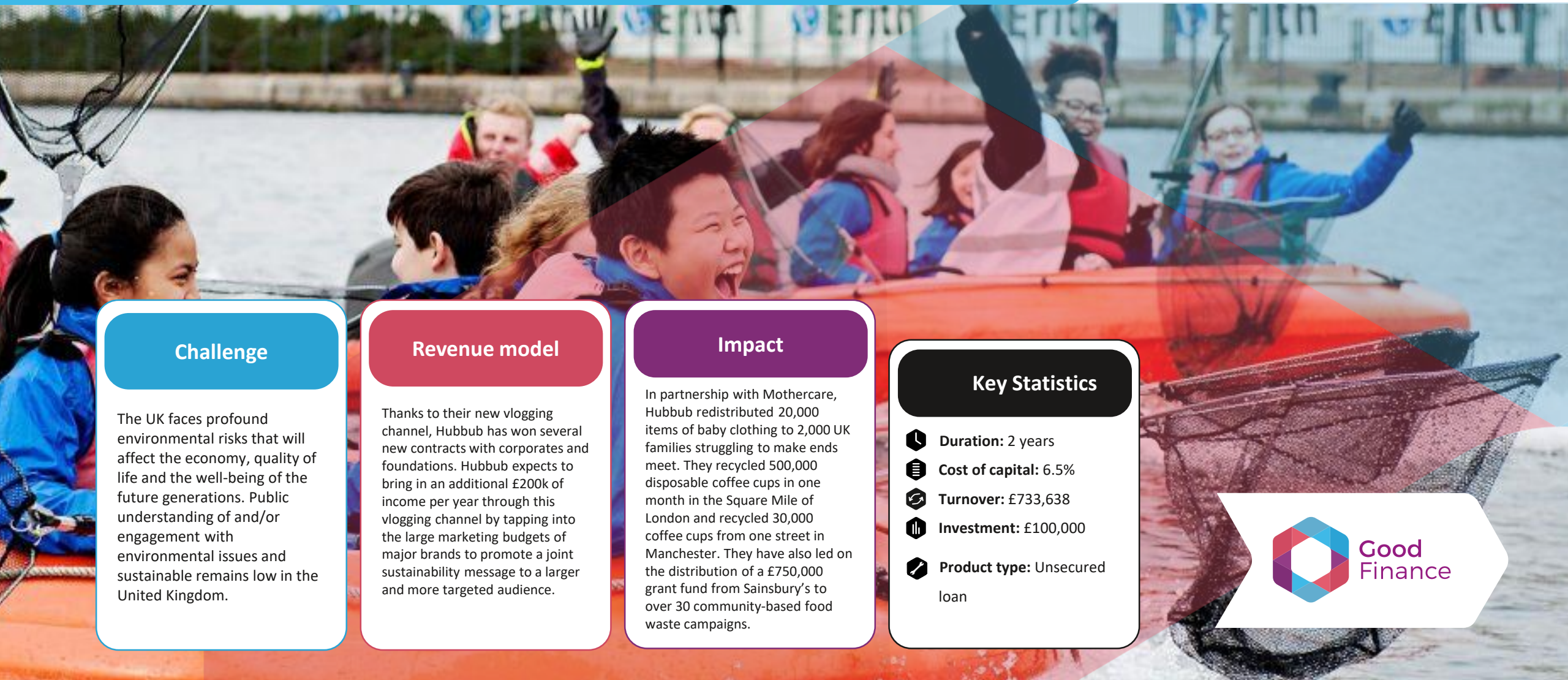




# Hubbub Foundation

<https://www.hubbub.org.uk/>

**CAF**  
Venturesome



## Challenge

The UK faces profound environmental risks that will affect the economy, quality of life and the well-being of the future generations. Public understanding of and/or engagement with environmental issues and sustainable remains low in the United Kingdom.






## Revenue model

Thanks to their new vlogging channel, Hubbub has won several new contracts with corporates and foundations. Hubbub expects to bring in an additional £200k of income per year through this vlogging channel by tapping into the large marketing budgets of major brands to promote a joint sustainability message to a larger and more targeted audience.

## Impact

In partnership with Mothercare, Hubbub redistributed 20,000 items of baby clothing to 2,000 UK families struggling to make ends meet. They recycled 500,000 disposable coffee cups in one month in the Square Mile of London and recycled 30,000 coffee cups from one street in Manchester. They have also led on the distribution of a £750,000 grant fund from Sainsbury's to over 30 community-based food waste campaigns.

## Key Statistics

-  **Duration:** 2 years
-  **Cost of capital:** 6.5%
-  **Turnover:** £733,638
-  **Investment:** £100,000
-  **Product type:** Unsecured loan

