



Scrappr<sup>®</sup>

# B-Impact Progress Report

Certified B Corporation | Score: 94.8 |

Recertification Target: 2027

**2025**

[www.scrapprzero.com](http://www.scrapprzero.com)

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# Letter from Leadership



CO-FOUNDER & CSO

**Mikey Pasciuto**



2025 was the year Scrapp proved it could deliver. We started the year with tempered optimism after some large projects were pulled late in 2024. We were determined to make sure this was the year we followed through with core projects that would support Scrapp's growth. By December, we had generated more income than our costs for the first time since our founding — revenue growing 181% year-over-year while reducing overall costs by 20%. That is not a vanity metric. It is evidence that a zero-waste technology company can build something the market values and still operate within its means.

We grew our customer base by 67%, welcoming Miami-Dade County, the City of Garden Grove, the City of Encinitas, Avon, and Culimer USA alongside existing clients. We launched Scrapp 4.0, published 6 case studies and 4 industry reports, expanded into nine languages, and removed 61,176 plastic bottles from nature through our partnership with Plastic Bank. We won the Miami-Dade Innovation Authority Challenge, were named a Gartner Cool Vendor, shortlisted for two UK National Recycling Awards, and nominated for the Earthshot Prize — twice.

We also decided to pursue SOC2 Type I compliance alongside our B Corp commitments. That decision says something about where we are as a company. B Corp tells the world what we stand for. SOC2 tells our clients they can trust us with their data. Pursuing both simultaneously, as an agile team, was ambitious. We reached approximately 90% readiness for the Type I audit with 26 policies created from scratch and 29 controls complete across 42 tracked. It is not finished, but the infrastructure is built.

In 2027, Scrapp will face recertification under B Lab's new seven-area standards — the most significant overhaul since the assessment was created. We are beginning our gap analysis in 2026 so there are no surprises. This report is part of that preparation: an honest accounting of where we are, where we are strong, and where we have work to do.

Building a company is hard. Many startup founders, like us, are impatient to see quicker growth results. But these uncertain times strengthen the team that can weather the storms ahead. The evidence is clear: we are providing value in the marketplace, the market is maturing, and companies are seeking to be more circular in their business practices. We are here for them.

With gratitude,

**Evan Gwynne Davies**, CEO

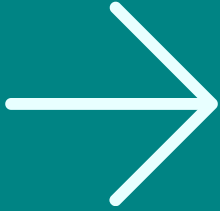
**Mikey Pasciuto**, Chief Sustainability Officer

**John Scarfo**, Chief Information Officer

**Thomas Evangelista**, Chief Technology Officer



# About Scrapp



Scrapp is a zero-waste technology company providing digital waste accounting and communication software to help organizations reduce waste costs, avoid landfills, and minimize emissions. Founded in 2019 and now operating as [scrappzero.com](https://scrappzero.com), Scrapp serves businesses, brands, and municipalities across the United States, United Kingdom, and Canada. In 2025, we rebranded from Scrapp Recycling to Scrapp Zero to better reflect our mission as the all-in-one zero-waste platform covering reuse, repair, composting, and more — not just recycling.

Scrapp became a full-time operation in 2022 and in 2025 generated more income than its costs for the first time, with revenue growing 181% year-over-year while reducing overall costs by 20%. We're registered as a B Corporation through B Lab U.S. and maintain a mission lock as part of our legal structure.

## By the Numbers

<b>34M+</b> Products in database	<b>26K+</b> Waste programs tracked
<b>51K+</b> Drop-off points mapped	<b>3</b> Countries served (US, UK, Canada)
<b>9</b> Active clients with 100% retention	<b>20</b> Languages supported (new in 2025)

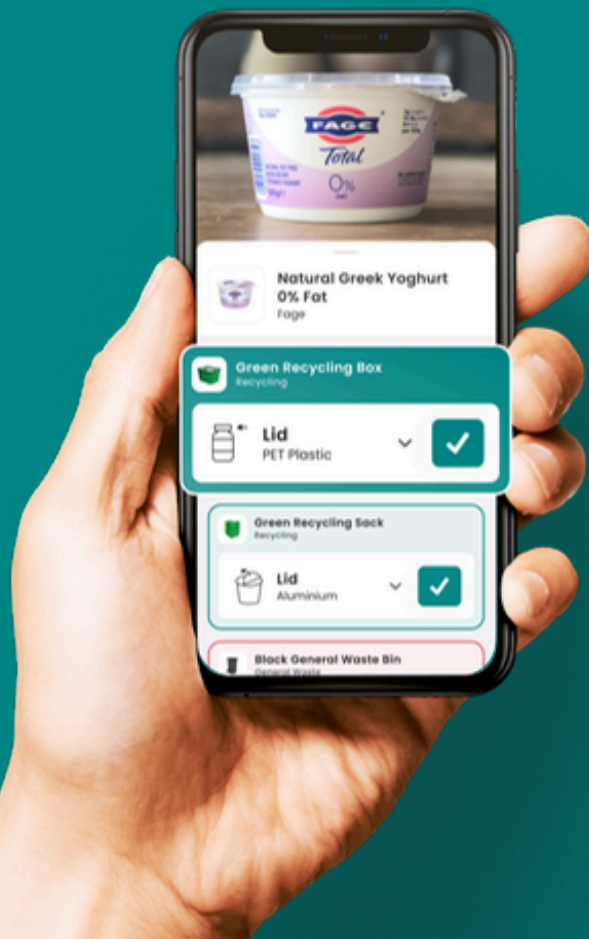
## Our Team

Scrapp operates as a fully remote startup with a founding team of four, supported by four part-time team members (including a social media content creator hired in 2025). The distributed team spans Burlington, Massachusetts (USA); Bourne, Massachusetts (USA); Paris (France); and London (UK).

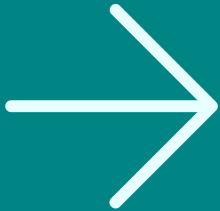
## What We Do

Scrapp's web portal enables organizations to track waste at the SKU-level, from procurement through to disposal, providing real-time visibility into waste streams, diversion rates, and emissions.

Downstream, citizens can use Scrapp's mobile app to learn how to dispose of their properly, incentivize members on best disposal practices, and verify recycling behaviors to increase engagement. In June 2025, the team launched Scrapp 4.0, a major update featuring AI-powered searching, automated bin day reminders, and a full web application (no app download required). The consumer-facing app allows individuals to scan product barcodes for location-specific recycling guidance — now available in 21 languages. Scrapp is also embeddable on third-party websites, allowing waste program managers to integrate disposal guidance directly into their existing online experience. For municipalities, Scrapp provides resident engagement tools that connect communities to their local waste infrastructure, complemented by a free Waste Footprint Calculator launched in Q3 2025.



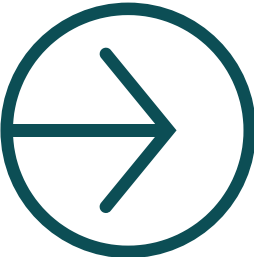
# How We Did Against Our 2024 Goals



In our 2024 B-Impact Report, we set specific goals for the certification cycle. Transparency requires us to report honestly on where we delivered, where we made progress, and where we fell short.

2024 Goal	Status	Details
Exceed 105 points by 2027	In Progress	Scrapp is adapting to the new B-Impact reporting framework. A new score will be calculated closer to the 2027 recertification date.
Formalize KPI measurement	Completed	KPIs are publicly reported through annual B-Impact progress reports. Internal company performance KPIs are shared with investors and advisors.
Reduce server energy intensity	Mixed	New features added (21-language support, bin reminder refresh efficiency) without significantly increasing server load. However, overall load increased due to new features and growing user base.
Scale without compromising mission lock	Completed	Scrapp expanded into trade organizations and larger communities to bridge the waste supply chain. All customers value the B Corp status, and we've maintained data-driven, ethically based decision-making alongside clients.
Improve Workers & Community scores	In Progress	Progress made (gym stipend, PTO policy, quarterly reviews, 21-language release for DEI) but structural challenges remain as a small, lean team.

# Governance



## 2024 Certified Score: 22.1 / 23

Governance remains one of Scrapp’s strongest areas. The mission lock Impact Business Model, adopted during initial certification, continues to anchor every strategic decision. In 2025, Scrapp significantly deepened its governance infrastructure through the pursuit of SOC2 Type I compliance and the formalization of internal processes.

## SOC2 Compliance Program

In 2025, Scrapp launched a comprehensive SOC2 compliance program covering Security, Confidentiality, and Privacy criteria. As of early 2026, the program has reached approximately 90% readiness for a Type I audit.

42 SOC2 controls tracked	29 Controls complete (69%)
26 Policies created and approved	0 Critical residual risks (23 identified, all mitigated)

Key governance documents established include a Risk Register, Vendor Management Policy with 29 assessed vendors, a tested Incident Response Plan, Business Continuity Plan, Data Classification and Protection policies, and a Code of Conduct signed by all staff.

## Mission Lock

Scrapp’s mission lock remains fully in place with a perfect 10/10 score from initial certification. We expanded our work with trade organizations and larger communities in 2025, demonstrating that growth and mission alignment aren’t in conflict. Every customer engagement has been guided by data-driven and ethically based decision-making.

## Ethics & Transparency

Scrapp now publicly reports KPIs through annual B-Impact progress reports, fulfilling the commitment made in the 2024 report. Internal company performance KPIs are shared with investors and advisors on an ongoing basis.



# Workers



## 2024 Certified Score: 18.1 / 38 (Weakest Category)

The Workers category was identified in our 2024 report as our weakest area. As a startup with a small founding team, many B Impact Assessment questions around financial security and health benefits are structurally challenging at our size. However, meaningful steps were taken in 2025 to improve this, and plans for compensation are in the works for future hires.

## Team Growth

In 2025, Scrapp expanded its team with the addition of a part-time social media content creator, bringing the total to four part-time workers supporting the founding team. While the planned Flutter engineer hire didn't materialize during the reporting period, the team invested in preparing the operational infrastructure — including the SOC2 compliance program and employee handbook — to ensure readiness for bringing on permanent staff. As Scrapp continues to grow, these conversations are actively ongoing heading into 2026.



## Financial Security: 2024 sub-score: 4.5/20

Scrapp achieved profitability in its third year after going full-time in 2022. At the start of 2025, Scrapp introduced revenue-based performance benefits, aligning team compensation with business outcomes and maintaining focus on delivering client value. As we approach product-market fit and grow our customer base, the team is working to improve the benefits available to founders and future employees. The path to stronger financial security benefits is directly tied to continued revenue growth.



## Health, Wellness & Safety: 2024 sub-score: 0.0/12

While this sub-score was zero in the initial certification, Scrapp has since implemented tangible wellness benefits:

- Gym stipend for all team members
- Unlimited time-off policy, with the understanding that founders working in a high-intensity startup environment need the freedom to step away when needed
- Wellness and time-off processes are formalized in the Scrapp Employee Handbook

These measures represent a meaningful starting point, though we acknowledge that more structured programs — such as health insurance or mental health support — will be important as we grow.



## Career Development: 2024 sub-score: 5.4/6 + 1.0/2 (salaried)

Career development remained a strength in 2025. We continued investing in the team's growth through several initiatives, with quarterly in-person offsites becoming a defining feature of our culture:

- Team members are invited to all conference events and client visits
- Two quarterly team offsites in Maine, marking only the second and third times the full founding team worked under the same roof — now a permanent quarterly staple for us
- Cross-topic curriculum provided to broaden each team member's knowledge across sustainability, technology, and business domains



## Engagement & Satisfaction: 2024 sub-score: 5.4/6.5 + 1.8/3.5 (salaried)

Scrapp conducts quarterly reviews with the full team to assess how everyone is feeling and to evaluate company trajectory and culture. These reviews serve as the primary formal feedback mechanism and help ensure alignment between individual wellbeing and company direction.



# Community



**2024 Certified Score:**  
**16.6 / 35**

Community impact is where Scrapp's product mission and B Corp obligations converge most directly. In 2025, we expanded our community reach through municipal partnerships, industry collaborations, multilingual accessibility, and environmental offset partnerships.

## Municipal Partnerships

Scrapp maintained and expanded active municipal engagements across three countries:

Municipality	Country	Impact / Outcomes
Miami-Dade County	USA	Won the Miami-Dade Innovation Authority (MDIA) Innovation Challenge. Now the official recycling app for Miami-Dade County, covering 2.8 million residents across 34 municipalities.
City of Garden Grove	USA	New client onboarded in Q4 2025 following professional referral from a colleague. Scrapp platform set to be deployed for local resident waste disposal guidance.
Re3	UK	135,000 households enrolled, ~8% resident download rate. 7.8M notifications sent, 2,409 preloaded annual reminders. Saved £25,000+ in the first year. 15,000+ waste queries processed, 900 resident questions addressed, 100% query resolution. 50% higher scan rate when bin reminders advertised, 30% increase in app downloads. 15,000 ocean-bound plastic bottles removed via Plastic Bank.

## Industry Partnerships

Scrapp maintained two active engagements with The Vinyl Institute: a comprehensive industry report on PVC recycling infrastructure, and a directory project mapping vinyl compounders, converters, and reprocessors across North America. This work involved researching and standardizing data on 167+ facilities, directly contributing to circular economy infrastructure visibility in the vinyl industry.

The Kraft Sports + Entertainment partnership continued with zero-waste analysis at Gillette Stadium, including procurement documentation and vendor selection processes for sustainable waste management. Notably, the Vinyl Institute industry report was used to help inform the UN Plastic Treaty discussions happening in Geneva, demonstrating the policy-level impact of Scrapp's research capabilities.



### **Diversity, Equity & Inclusion: 2024 sub-score: 4.6/15**

As a small founding team, Scrapp's approach to DEI in 2025 focused on making the product itself more inclusive and accessible. The most significant initiative was the development and pre-release of multilingual support for the Scrapp app, which now supports nine languages. This directly addresses accessibility barriers for non-English-first-language communities, ensuring that recycling information and waste disposal guidance is available to a far broader population.

While formal DEI hiring practices are limited by sample size at the current team scale, the language expansion represents a concrete step toward serving diverse communities equitably.



### **Civic Engagement & Giving: 2024 sub-score: 4.8/12**

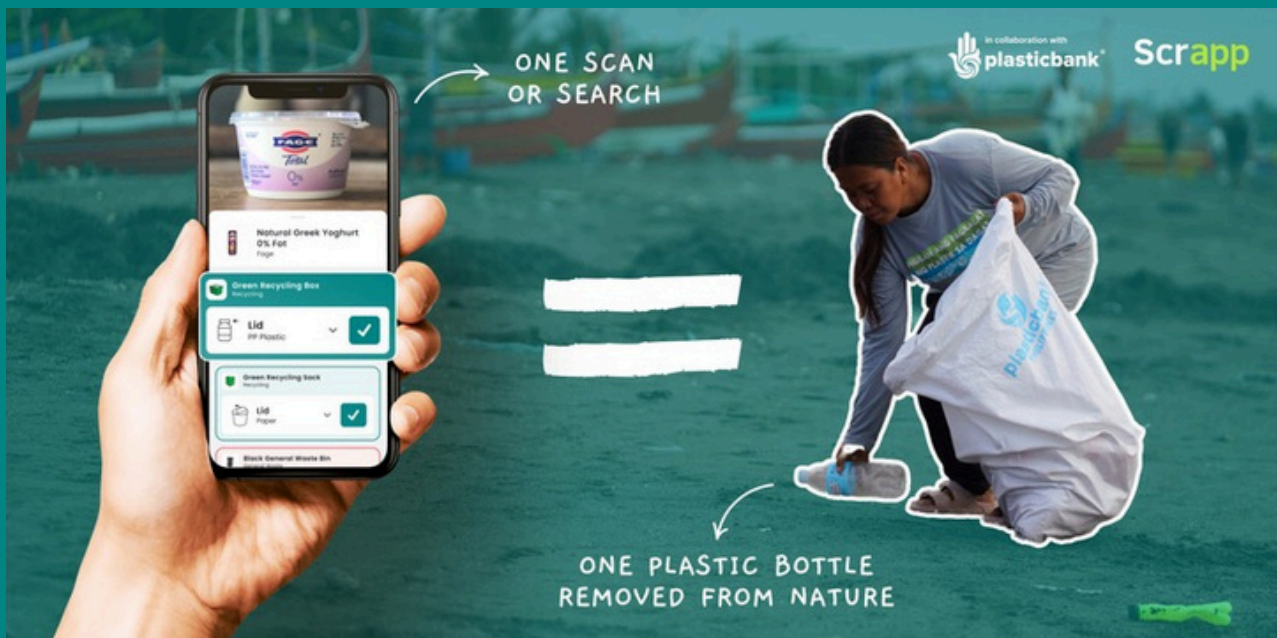
In 2025, Scrapp expanded its civic engagement through several channels:

- Sponsored ScrappySports (formerly Scrappy 7s), which expanded in 2025 to include a women's netball team (Scrappy Nets) alongside the men's rugby team. The program now has 100 players across both teams, with both squads winning silverware at international tournaments in 2025
- Published all zero-waste position papers publicly, making research on individual behavior practices and community-based zero-waste strategies available to anyone
- Partnered with Plastic Bank & Debris Free Oceans to offset plastic pollution from nature

## Plastic Bank Partnership

In 2025, Scrapp removed 61,176 plastic bottles from nature through its partnership with Plastic Bank, bringing the lifetime total to 181,176 bottles removed. For every scan or search completed through the Scrapp mobile app, one plastic bottle is removed from nature on the user's behalf. Plastic Bank operates collection infrastructure in coastal communities where plastic is most at risk of entering waterways, providing income to local collectors while removing plastic from the environment. This partnership extends Scrapp's environmental commitment beyond carbon neutrality to address plastic pollution directly.

Looking ahead to 2026, Scrapp plans to deepen local community partnerships to organize cleanup efforts in the communities it serves directly.



## Industry Recognition

2025 brought significant external recognition for Scrapp's work. We were nominated for the Earthshot Prize (twice), named a Gartner Cool Vendor 2025, shortlisted as one of the Top 100 Sustainability Startups to Watch at ChangeNOW, shortlisted for two UK National Recycling Awards, and featured on Google Play as part of their #WeArePlay changemaker campaign. These recognitions validate the impact of Scrapp's technology and team in the global fight against waste.

# Environment



**2024 Certified Score:**  
**33.3 / 38 (Strongest Category)**

Environment is Scrapp's defining impact area. As a zero-waste technology platform, our product exists to reduce waste and emissions for others, while our operations model shows that a SaaS business can maintain carbon and waste neutrality.

## Operational Footprint

In 2025, Scrapp completed its first comprehensive carbon footprint assessment following the GHG Protocol Corporate Standard, covering all three emission scopes. This represents a significant step forward in transparency compared to prior years, which tracked only cloud infrastructure emissions. Carbon offsets are managed through a partnership with Tree-Nation, a certified reforestation platform.

For the 2025 reporting period, Scrapp's total gross carbon footprint was 43,050 kgCO<sub>2</sub>e (43.1 tCO<sub>2</sub>e), calculated using EPA-aligned methodologies across all three GHG Protocol scopes. Scope 1 direct emissions totaled 142.9 kgCO<sub>2</sub>e from heating oil at the company's New England headquarters. Scope 2 location-based emissions totaled 47.6 kgCO<sub>2</sub>e from grid electricity (EPA eGRID NEWE subregion). Scope 3 indirect emissions accounted for 99.6% of the total at 42,860 kgCO<sub>2</sub>e, comprising: purchased goods and services at 31,381 kgCO<sub>2</sub>e (EPA USEEIO spend-based method across US and UK entities), business travel at 10,265 kgCO<sub>2</sub>e (DEFRA 2024 factors), employee work-from-home at 1,042 kgCO<sub>2</sub>e, cloud computing at 137 kgCO<sub>2</sub>e (Azure and Google Workspace), fuel and energy related activities at 35 kgCO<sub>2</sub>e, and operational waste at 0.3 kgCO<sub>2</sub>e net.

Through Tree-Nation, Scrapp offset 45,000 kgCO<sub>2</sub>e (45 tCO<sub>2</sub>e) of its 2025 emissions, exceeding its gross footprint of 43,050 kgCO<sub>2</sub>e by approximately 4.5%. This results in a net carbon position of negative 1,950 kgCO<sub>2</sub>e for the reporting period. In addition to the 2025 offset purchase, Scrapp's cumulative Tree-Nation portfolio includes 1,312 trees planted across four reforestation projects: Usambara Biodiversity Conservation in Tanzania, Preservation of Mt. Elgon Ecosystem in Uganda, Amazon Windshields in Bolivia, and Eden Reforestation Projects in Madagascar. Scrapp's website also runs a Tree-Nation Climate Action Website label that automatically offsets web traffic emissions.

## Product Environmental Impact

Scrapp's core product directly reduces waste-to-landfill by providing accurate, location-specific disposal guidance to individuals and organizations. The platform's database serves as critical infrastructure for the zero-waste ecosystem.

In 2025, Scrapp's platform processed over 44,700 product scans and over 25,300 searches, serving over 6,200 households with location-specific disposal guidance. Each interaction represents someone making a more informed decision about their waste — and collectively, these touchpoints drive measurable change in how communities handle materials.

## Data Infrastructure Growth

Throughout 2025, Scrapp invested heavily in data quality and standardization. The facility database underwent comprehensive cleaning, including extraction of operational hours, materials accepted, and contact information from waste management facilities across North America. This work directly supports the accuracy and reliability of disposal recommendations provided to end users.

## Server Energy & Cloud Infrastructure

The 2024 report identified reducing server energy intensity as a key challenge. In 2025, Scrapp added significant new capabilities — including 21-language support and improved bin reminder refresh efficiency — without significantly increasing per-feature server load. However, overall server utilization increased due to the expanded feature set and growing user base.

Scrapp's cloud infrastructure runs on Microsoft Azure, with productivity tools on Google Workspace. Emissions tracking data from Azure's Emissions Impact Dashboard shows a total of 111.4 kgCO<sub>2</sub>e for the twelve-month period from January through December 2025. Monthly emissions declined steadily from 11.5 kgCO<sub>2</sub>e in early 2025 to 7.8 kgCO<sub>2</sub>e in December 2025 — a 32% reduction. Carbon intensity per unit of compute dropped 42% over the same period, from 10 to 5.9. Nearly all emissions fall under Scope 3 (indirect supply chain), with Scope 1 holding constant at 0.1 kgCO<sub>2</sub>e per month and Scope 2 at zero, reflecting Azure's use of renewable energy sources for its data centers. Google Workspace added an additional 25.9 kgCO<sub>2</sub>e for the same period, bringing the combined cloud and productivity total to 137.3 kgCO<sub>2</sub>e.

This represents an honest mixed result: efficiency per feature improved, but absolute consumption grew with scale. At a combined 137.3 kgCO<sub>2</sub>e annually across both platforms, Scrapp's cloud and productivity footprint remains exceptionally low for a SaaS company — representing just 0.3% of the company's total 43,050 kgCO<sub>2</sub>e footprint. As Scrapp continues to grow, monitoring and reducing energy intensity per user will remain a priority.

## Environmental Education (Impact Business Model)

2024 sub-score: 17.1/30

Scrapp's Environmental Education & Information Impact Business Model is the core driver of the environmental score. In 2025, the team produced substantial new educational content: 6 published case studies, 4 industry reports, and 20 blog posts. In addition, the team launched two newsletters: Scrapp Notes (bi-weekly behind-the-scenes updates on technology and data progress) and What's Up with Waste?! (weekly actionable zero-waste tips curated by the TRUE-certified team). The Waste Footprint Calculator was launched as a free tool for brands, businesses, and communities to understand their true waste costs based on Scrapp's proprietary data.

Among the published reports, three in particular demonstrate the depth and range of Scrapp's educational mission:



### **Vinyl Industry Report: Advancing Circularity in PVC Recycling**

Produced in partnership with The Vinyl Institute, this report provides a comprehensive overview of the current state of PVC recycling in the United States and Canada, outlining a strategic framework for advancing circularity within the vinyl industry. While PVC recycling has been practiced for decades, progress has been constrained by fragmented data, complex product lifecycles, and limited reporting requirements. The report establishes a clear, data-driven baseline to inform policy, guide industry investment, and set realistic recovery targets. Key takeaways include that post-industrial recycling is thriving while post-consumer recovery lags behind, that logistics—not technology—is the primary barrier to scaling recycling, and that cross-value chain coordination among manufacturers, recyclers, and downstream partners is essential to unlocking progress. Notably, this report was used to help inform the UN Plastic Treaty discussions in Geneva.



## Race to Zero Waste Report

The Race to Zero Waste challenge tackled a question that practitioners, policymakers, and everyday consumers wrestle with constantly: should we focus on reducing waste or recycling it? After 28 days of meticulous tracking, the data told a clear story—prevention outperforms recycling by 3.85x. Rather than arguing against recycling, the report makes the case for sequencing: prevention leads, recycling follows. Key findings demonstrate that zero-waste living is a skill that can be learned and that infrastructure determines what is ultimately possible at the community level.



## 2023: A Year's Worth of Plastic

Generated alongside The Hive Principle, this report sheds light on how much plastic is produced in a single household, where it goes after leaving home, and what can be reduced at the household level. Designed to help organizations of any size learn more about the impact plastic could have, the report democratizes access, strategies, and understanding of the challenges around plastics. Key takeaways reveal how much plastic the average American family produces in one year, offer real ways to reduce a household plastic footprint, and illustrate the extent to which we rely on plastics in everyday life.

The report's central message is one of shared responsibility: the expectation isn't perfection, but that everyone does their small part.

Together, these reports represent Scrapp's commitment to producing rigorous, accessible research that serves the broader zero-waste community—from industry stakeholders and policymakers to individual households. Notably, the "A Year's Worth of Plastic" report emerged directly from a client engagement with Fred Richards of The Hive Principle and the Chicago Brand Museum, where Scrapp served as waste accountant for a year-long household plastic tracking experiment (see Customer Outcomes in Section 8 for full details). This demonstrates how Scrapp's client work directly feeds its educational mission.

# Customers



**2024 Certified Score: 4.4 / 5  
(More Than Double Average)**

Scrapp's customer score reflects a genuine commitment to customer-driven product development. We operate a high-touch customer success model where clients actively shape the product roadmap.

## Active Client Portfolio

In 2025, Scrapp increased its customer base by 67%, maintaining a 100% retention rate with existing clients while welcoming new organizations. The portfolio spans municipalities (Miami-Dade County, City of Garden Grove, Re3, City of Encinitas), venues and enterprises (Kraft Sports + Entertainment / Gillette Stadium), industry associations (The Vinyl Institute, two concurrent projects), brands (Avon, Culimer USA, Beech-Nut, Microsoft), research partnerships (The Hive Principle / Chicago Brand Museum), educational institutions (University of New Hampshire), and cooperatives (Suma Coop).

## Customer Outcomes

Scrapp published 6 case studies in 2025, documenting measurable client outcomes across municipalities, brands, and research partnerships. We maintained a 100% customer retention rate while growing our client base by 67%. Here are highlights from four published case studies.

## Re3 (UK) — Simplifying Zero-Waste at Home

Scrapp deployed a unified digital platform for local councils Reading Borough, Wokingham Borough, and Bracknell Forest, replacing fragmented information tools with an intuitive mobile app featuring barcode scanning, waste searching, and automated bin collection reminders.

The platform now serves 135,000 enrolled households, with approximately 8% of residents downloading the application. Since launching notifications in August 2024, the platform has sent 7.8 million notifications to residents across 2,409 preloaded annual reminders. The platform processed 15,000+ unique waste queries, addressed 900 direct resident questions, and resolved 100% of queries. Cost savings exceeded £25,000 in the first year (£15,000+ in employment costs, £10,000+ in printing expenses), with 1,000+ hours saved handling resident queries and a 93% estimated reduction in personal contamination. Bin day reminder advertising drove a 50% higher scan rate and a 30% increase in app downloads. Re3 residents also prevented 15,000 ocean-bound plastic bottles from entering the ocean through the Plastic Bank partnership.

## Avon (UK) — Beautifying Zero-Waste

Scrapp collaborated with global beauty retailer Avon to provide disposal guidance for their product packaging, starting with the Top 100 best sellers in a localized initial phase. Using Scrapp's barcode scanning and search features, customers received instant, location-specific recycling information for cosmetics packaging—a category notoriously difficult to communicate due to small sizes, mixed materials, and varying local rules. The initial phase delivered 523 components disposed of correctly, 2.54 kg diverted from landfill, and an estimated 4.1 kg carbon emission saving. Scrapp's data management feature saved an estimated 6 weeks of work, with no additional artwork required—cutting execution time by over 12 months. At full roll-out, estimated impact includes 10 tons of consumer waste diverted annually and over 2,000 hours of time savings across departments. Surveyed feedback showed 90% of users wanted to see more Avon products in Scrapp, and 85% agreed Scrapp made correct disposal much easier.

## Culimer USA — Fishing for Less Waste

Premium seafood importer Culimer USA, an MSC-certified company working towards B Corporation status, engaged Scrapp to analyze their entire packaging waste footprint across North American markets ahead of emerging EPR regulations in Oregon, California, and Colorado. Scrapp's analysis went beyond theoretical recyclability to assess actual end-market outcomes using data from tens of thousands of waste programs.

Key findings identified that polyethylene-coated trays accounted for 10.5% of the waste footprint, with a 54% recyclability improvement possible by shifting to uncoated compostable trays and a 37% reduction in landfill waste achievable through material transitions. The engagement included custom co-branded reporting for ESG stakeholders, EPR compliance preparation, and adherence to GS1 standards for supply chain interoperability. Major grocery chains now cite Culimer's sustainable packaging innovations as a purchasing factor.

## Chicago Brand Museum / The Hive Principle — Tracking Plastic to Understand the Past

Fred Richards, founder of The Hive Principle and curator of the Chicago Brand Museum, partnered with Scrapp on an ambitious year-long experiment to collect and categorize every piece of plastic his family discarded. Scrapp's Chief Sustainability Officer Mikey Pasciuto served as the "waste accountant," meticulously categorizing each item to produce a comprehensive 63-page report. The analysis revealed that 72% of food packaging was recyclable by weight, drink packaging contributed over 50% of all plastic generated, and the family could reduce their plastic footprint by up to 82.4% through zero-waste strategies such as using concentrates, eliminating bottled water, and purchasing in bulk. This engagement directly produced the "2023: A Year's Worth of Plastic" report detailed in the Environment section and was presented at Pack Expo, demonstrating how individual household data can inform broader consumer and brand sustainability strategies.

## Product Development

In 2025, Scrapp delivered its most significant product year to date, headlined by the launch of Scrapp 4.0 in June:

- Launched Scrapp 4.0 with AI-powered searching, automated bin day reminders, and a full web application (no app download required)
- Made Scrapp embeddable on third-party websites with just a few lines of HTML code, enabling waste program managers to keep their member experience consistent
- Launched the Waste Footprint Calculator, a free tool for organizations to learn their true waste costs against industry benchmarks
- Pre-release of nine-language support and pre-development of the web portal for enhanced organizational access. Featured on Google Play as part of the #WeArePlay changemaker campaign

We've got some exciting new updates coming that we can't share yet, but we'll release them throughout the year as we can.



# What We Missed & Where We Fell Short

Transparency is a core B Corp value. This section exists because accountability requires honesty about gaps, not just achievements.

## **Workers Benefits Remain Limited**

While Scrapp introduced a gym stipend and unlimited PTO, the Health, Wellness & Safety sub-score started at 0.0/12, and these measures alone aren't likely to dramatically change that number. Health insurance, retirement plans, and structured mental health support aren't yet in place. The honest reason is financial: as a recently profitable startup, these benefits require sustained revenue growth to implement responsibly.

## **Community Scores Need Structural Improvement**

DEI and supply chain diversity remain limited by the reality of being a four-person founding team. The nine-language release was a meaningful product-level DEI initiative, but formalized hiring practices, supplier diversity programs, and structured community giving are areas where we've got significant room to grow.

## **Server Energy Is Growing, Not Shrinking**

Per-feature efficiency improved, but absolute server energy consumption grew as we added features and users. The 2024 goal of reducing server energy intensity was partially met — efficiency gains were real, but overall consumption still rose. Combined emissions across Azure and Google Workspace totaled 137.3 kgCO<sub>2</sub>e for the year, with Azure carbon intensity dropping 42%. While cloud emissions represent just 0.3% of Scrapp's total 43,050 kgCO<sub>2</sub>e footprint, the trend matters: as Scrapp scales, we need a clearer strategy for keeping efficiency gains ahead of growth-driven consumption. It's a trade-off that comes with any mission-driven platform — the more people we educate through the app, the less waste communities produce.

# Preparing for the New B Lab Standards

In April 2025, B Lab launched the seventh iteration of its certification standards, representing the most significant overhaul since the B Impact Assessment was created. The previous five impact areas have been restructured into seven impact topics:

1. Stakeholder Governance
2. Fair Work
3. Justice, Equity, Diversity & Inclusion (JEDI)
4. Climate Action
5. Human Rights
6. Environmental Stewardship & Circularity
7. Collective Economic Action

The new framework moves from a flexible points-based system to baseline requirements in each area, with third-party verification and progress check-ins at 3 and 5 years. For Scrapp, this means recertification in 2027 will be assessed against fundamentally different criteria.

## Scrapp's Readiness

Scrapp's actively beginning its gap analysis against the new standards in 2026 to prepare for the assessment change. Our existing strengths in Environmental Stewardship & Circularity and Stakeholder Governance position us well under the new framework.

The areas requiring the most attention are likely Fair Work, JEDI, and Climate Action — specifically formal emissions measurement and science-based reduction targets beyond offsets.

The SOC2 compliance work completed in 2025 provides a governance infrastructure foundation that will support several of the new standard requirements, particularly around data protection, risk management, and stakeholder communication.

# Looking Forward: 2026 Goals

Based on our progress in 2025 and the areas we've identified for improvement, here's what we're committing to for 2026:

- **Governance:** Complete SOC2 Type I audit. Begin formal gap analysis against the new B Lab 7-area standards. Continue monthly investor reporting as well as quarterly general team updates.
- **Workers:** Implement at least one additional structured health/wellness benefit. Maintain quarterly team offsites as a permanent company practice.
- **Community:** Expand municipal partnerships, building on the Miami-Dade pilot. Launch at least one local community cleanup initiative. Launch multi-language support into a production environment.
- **Environment:** Maintain and refine the comprehensive GHG Protocol carbon footprint methodology established in 2025 (43.1 tCO<sub>2</sub>e baseline). Target emission reductions in purchased goods and business travel, which together account for 97% of the footprint. Continue 100% carbon offset commitment through Tree-Nation. Quantify product-level waste diversion impact. Continue plastic offsetting through Plastic Bank partnership.
- **Customers:** Maintain 100% retention. Renew contracts with earliest and biggest supporting clients. Launch multi-language support and v2 of the web portal. Continue publishing monthly case studies and expand upon the work we are doing.

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