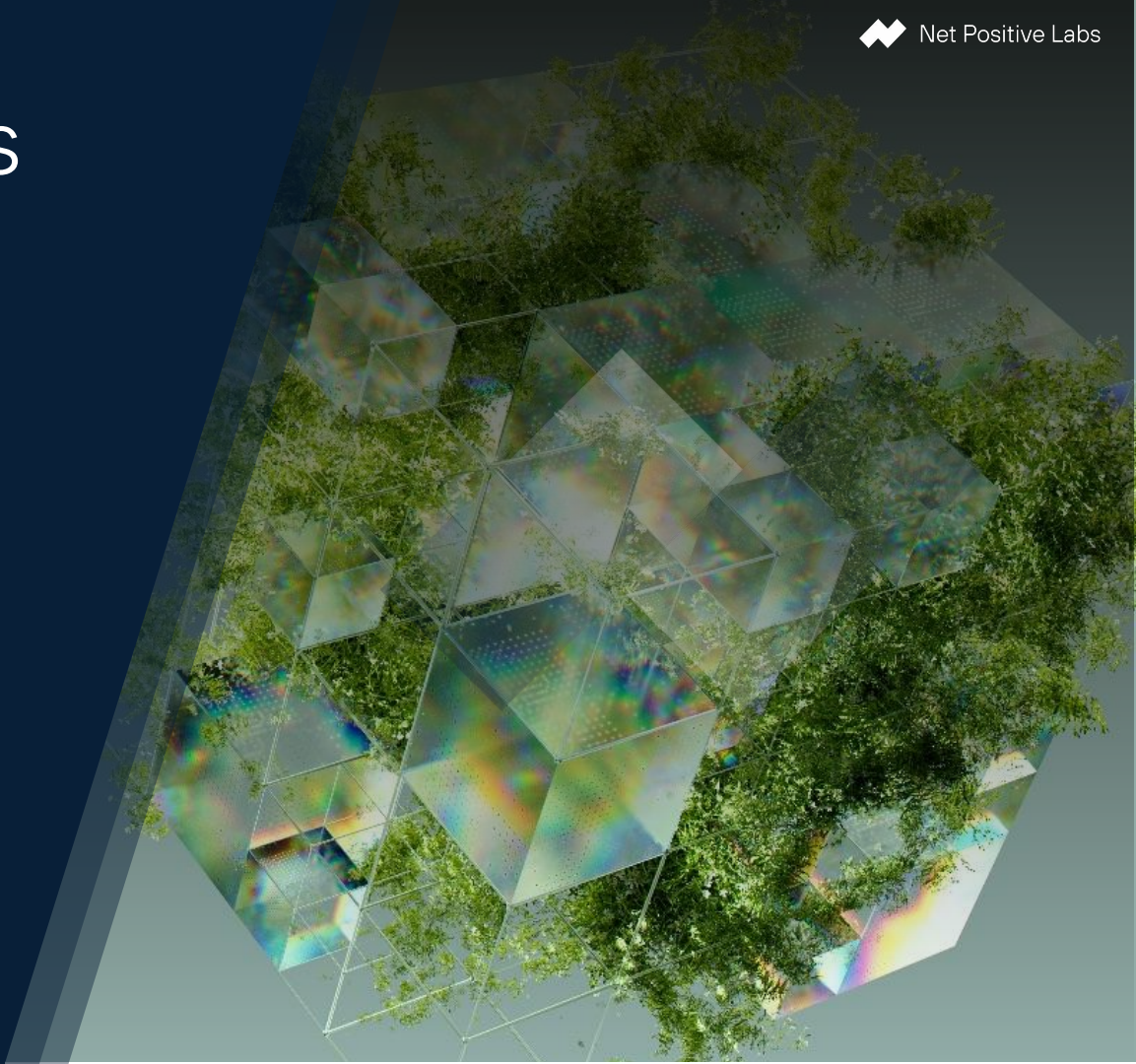


Net Positive Labs

Unlock the Highest Value
from Your Waste

*Good for Business,
Great for the Planet*

Net Positive Labs is an innovation and venture studio with the mission to transform businesses to be more sustainable and impactful through for profit businesses solutions.



Your Sustainable Innovation Partner

Net Positive Labs is an **innovation** and **venture studio** with the mission to transform businesses to be more **sustainable** and **impactful** through for profit businesses solutions.



Execution focused

We are not just advisors, we are builders. We like to move from theory to practice, and bring tangible solutions to life.

Experienced Builders

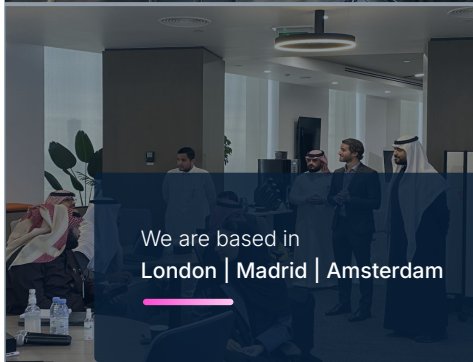
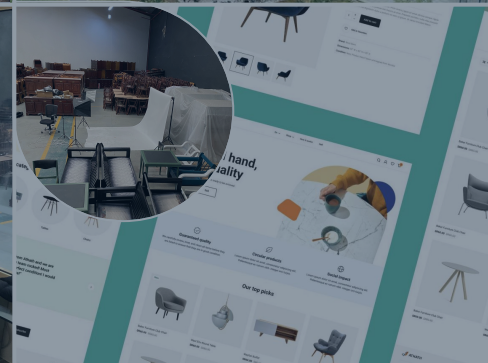
We have a proven track record building solutions quickly and effectively. We focus on positive outputs, not billable hours.

Shared Risk and Reward

Our fee structure is based on success. We provide discounts on fees in exchange for a share in value created.



Net Positive Labs



We are based in
London | Madrid | Amsterdam



We serve clients in
Europe | LatAm | Middle East

Manufacturers Incur Significant Costs from Waste — These Costs Could be Revenues.

We help manufacturers re-capture the
highest value potential from their waste

From Waste

*Industrial by-products
Unused materials
Unused assets
Unsold inventory
Post consumer waste*



*Reuse
Refurbish
Repurpose*



*Remanufacture
Upcycle
Recycle*



To Asset

*Feedstock
Raw Materials
Finished Goods*

Revenues & Savings

Manufacturers are Already
Converting Waste into
Revenue, Savings, and
Credible ESG Initiatives

New Revenues Streams

Manufacturers have generated up to ~1% incremental revenue by commercialising existing waste streams.

Revenues can scale further by aggregating third-party waste (external feedstock).



General Motors pursued landfill-free operations and generates about \$1bn/year from by-product reuse and recycling.



AB InBev (EverGrain) upcycles spent grain into protein and fiber ingredients, capturing higher value than low-priced animal feed.

Offset Operational Costs

Manufacturers have reduced landfill-disposal costs by 50–100% at site level (storage, haulage, landfill fees).

Additional savings from reusing by-products in operations (avoiding virgin inputs).



McDonald's converts used cooking oil into biodiesel — in the UK, 3.12M L collected in 2023 produced 2.6M L of biodiesel, supplying ~40% of fleet fuel



Interface has avoided ≈\$450m in cumulative waste costs since the mid-1990s. In 2023, it recovered 5.7 million lbs of post-consumer carpet via its ReEntry program for reuse, recycling, or energy recovery.

Sustainability & Licence to Operate

Waste reuse provides verifiable proof of circularity and decarbonisation (auditable product-level metrics).

Builds brand trust and helps meet ESG disclosure and regulatory requirements.



Ford's closed loop with Novelis recycles ≈11.3M kg/month of aluminum scrap; using recycled aluminum cuts energy and GHG by ~95% vs primary



Adidas x Parley turned ocean plastic into footwear and quickly scaled: 1M pairs sold in 2017, >5M pairs produced in 2018, and 11M pairs planned/produced in 2019

Simple 3-Phase Approach

We follow a simple 3-phase approach moving swiftly from theory to practice, in a low-risk and low cost effective manner.

Phase 1: Opportunity Assessment

Identify waste & define business models to unlock maximum value of selected waste

2-4 weeks

Deliverable: A comprehensive summary report outlining the most viable options, supported by detailed analysis and business cases.

Phase 2: Proof of Concept

Select & test the feasibility and viability of the preferred solution(s) through small-scale experiments & pilots

10-12 weeks

Deliverable: Validation results, early pilot study outcomes, early revenue signals, and a ready to launch business plan to support the decision to proceed.

Phase 3: Build, Launch, & Scale

Build the solution into a functioning business and launch across your organisation (and beyond)

12+ weeks

Deliverable: A fully operational solution integrated within your organization, with the potential to spin-out into an independent business

We can adapt our approach and timelines based on your needs, readiness, and ambitions.

Our Winning Formula

Highest Value Opportunity

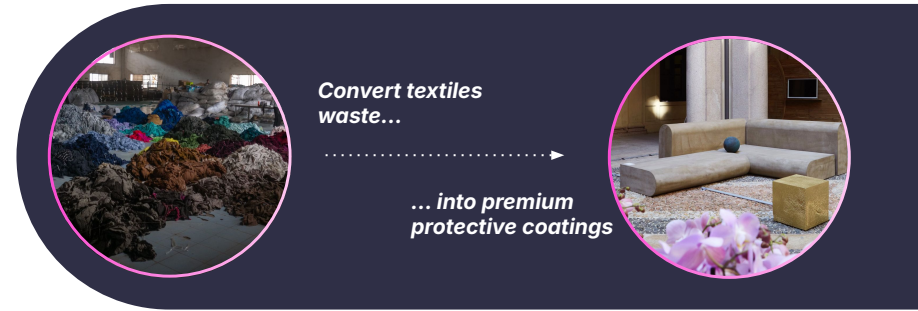
We will identify the best opportunity for your waste based on available technologies, market value, operational feasibility.

Existing Technologies

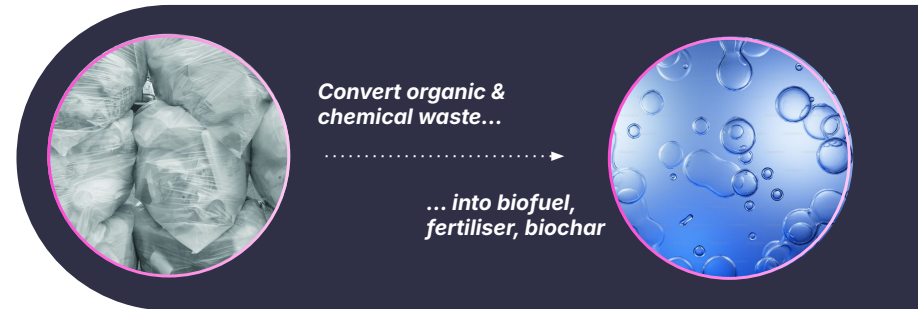
We have a strong network of solution providers spanning different sectors and materials to enable quick testing and activation.

Go To Market Capabilities

We are experienced with delivering sales and marketing campaigns. We can quickly validate and commercialise waste to value opportunities.



Net Positive Labs has preferential access to numerous technologies we can already apply. We are connected to major tech, sustainability, and academic ecosystems to fill the gaps when it is needed.



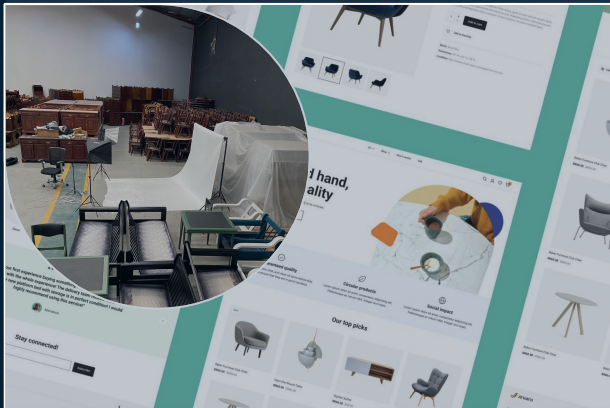
Sample of Cases

Re-Use

Problem: The majority of furniture pieces, consumer or business owned, are disposed when they are still in great condition.

Our case: NPL partnered with a group of business (developers and furniture companies) to build the first dedicated marketplace for used furniture in Saudi Arabia.

The Result: To date, the new business has resold 1000s of furniture pieces worth >£300k. The business has scaled across all major cities and has recently become the re-commerce machine for major furniture companies in KSA.



Refurbish & Re-Purpose

Problem: 1000s of modular building units are sitting idle in storage. Manufacturers lack efficient resale channels, leaving high-value assets for long periods or even discarded altogether.

Our case: NPL partnered with a modular construction company to repurpose pre-used units into high-quality, market-ready building systems — enabling rapid redistribution at scale.

The Result: 750+ modules redeployed (contract values up to €30 million). Significant storage space cleared. Buyer benefits from fastest purchase to move-in-ready (3 months) and over 50% lower embodied carbon compared to new.



Up-Cycle

Problem: General waste, and in particular fashion and textile waste is a major global challenge, with millions of tonnes ending up in landfill each year due to limited recycling and reuse infrastructure.

Our case: Net Positive Labs partnered with a unique upcycling company to transform post-consumer waste into high-value furniture and protective construction sprays.

The Result: Up to 96% reduction in CO₂ emissions and waste through (re)upholstery and renovation. Over 10,000 kg of waste materials upcycled from leather, cork, and denim. Full hospitality refurb achievable within a matter of weeks — as demonstrated in a recent project in Ibiza



Are you seeking to

- Reduce costs caused by inefficient and wasteful operations?
- Leverage existing liabilities to generate new revenue streams?
- Stay ahead of upcoming regulation penalising waste & emissions?
- Impress customers with attractive circular products or consumer models?

Get in touch with us for a Free 30-min
Waste-to-Value Scan / Strategy Call.

[Book a Call](#)

We have worked with clients on
innovation, sustainability, and new
business programmes across the globe

BBVA  innogy

xerox

VATTENFALL

elewit

Biffa

 Takeda

 LA POSTE

e-on

ASG  ASG
Alisulaiman Group

 france telecom

mgii

 Nacional Monte de Piedad

 Valencia
Innovation
Capital

Contact us on the email below to learn how we can help your organisation **unlock the highest value from its waste**

The Net Positive Labs team

[Book a Call](#)

Contact: adam@netpositivelabs.com
Learn more: netpositivelabs.com
Follow us: [Linkedin](#)



*"To thrive today and tomorrow, companies must become **net positive** — giving more to the world than they take"*

Paul Polman, former CEO of Unilever & author of Net Positive