

# The Bakery Sustainability Lab launches

*Over the next ten years, businesses will need to green up to avoid becoming redundant. Tuesday saw the launch of a new sustainability-centric arm of corporate innovation leader The Bakery.*

Temps de lecture : minute

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The Bakery has made waves connecting big businesses, startups and entrepreneurs in the name of problem-solving. Now, the organisation is turning its head to the pressing problem of climate disaster – and applying its expertise in building solutions at speed in search of a solution.

However, the focus at The Bakery remains firmly on growth rather than risk – with its brand-new Sustainability Lab set up to facilitate environmentally-friendly opportunities for corporate growth. According to HSBC's 2020 Resilience Report, '86% of companies expect their revenue to grow over the next year from a greater focus on sustainability'.



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INTRODUCING

# The Bakery Sustainability Lab

IN PARTNERSHIP WITH

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The Sustainability Lab has been launched in partnership with Earthwatch Europe - an Independent Research Organisation (IRO) and environmental charity, which also unites different interests in pursuit of change. Earthwatch works with scientists, businesses, and policy-makers towards climate justice.

Via the Lab, companies will be given a chance to work side-by-side. The Bakery and Earthwatch will help them identify relevant internal sustainability challenges; find, test, and implement solutions from the startup world; and thus drive genuine change. Focus areas range from supply chains and energy efficiency to behavioural change and dematerialisation.

According to Andrew Humphries, cofounder at The Bakery,

*“The combination of Earthwatch’s unrivalled experience of engaging citizens and corporations in science-led environmental projects, together with our proven model of corporate-startup collaboration, will together enable us to deliver truly meaningful innovation.”*

Chris Ballard, Head of Innovation at Earthwatch, said:

*“The Bakery are pioneers in innovation and Earthwatch are pioneers in sustainability science. Our combined capabilities create a unique service in the Sustainability Lab, the first initiative of its*

*kind in Europe, that will enable pioneering corporates to accelerate their sustainability innovation journey."*

[Discover The Bakery Sustainability Lab](#)



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