

# Sustainable pet food brand Grub Club win the Impact HERE Award

Sustainability and ESG management and reporting platform FuturePlus, and Tottenham Court Road's new immersive screen district, Outernet, have announced sustainability-focused pet food pioneer Grub Club as the winner of the second Impact HERE Award.

---

The award showcases businesses that are working to make a positive environmental and social impact in the community and towards the UN's 17 Sustainable Development Goals.

This year's winner was Grub Club, a brand that believes that the need to reduce the impact of animal agriculture on our environment is going to transform the pet food market.

Grub Club estimates that each dog that switches to its products from traditional meat-based food can save up to 1.5 tonnes of CO2 emissions per year for each dog that it feeds.

Its insect protein requires a fraction of the land and water, and produces significantly less CO2 emissions than animal agriculture. The insects are fed on clean organic waste products like unused fruit, vegetables and spent grains, which they upcycle in a completely circular and zero-waste system.

Co-Founder and CEO at Grub Club, Alesandro Di Trapani, says that “pets play such an amazing role in many of our lives – whether that’s emotional support animals, best friends, members of the family, police K9s, guide dogs, and much more. We’ve worked so hard to create a fun and exciting brand to breathe some much needed life into the pet food aisle, and this award will be an amazing platform for us to showcase that and give pet parents out there insights into how they can do their bit to help us achieve net zero.”

Grub Club will now receive a year’s consultancy and subscription to sustainability and ESG management and reporting platform, *FuturePlus*, plus promotional screen time at *Outernet*, London’s new media and culture district featuring the world’s most advanced immersive screens in Tottenham Court Road

*Through using Outernet’s immersive entertainment district, the award brings communities together to experience content and technology in new ways.*

Mike Penrose, Co-Founder and Partner at FuturePlus, commented that “at FuturePlus, we love to see young businesses putting sustainability at the heart of everything they do. When it came to Grub Club, it’s clear the company is on a mission to revolutionise the pet food industry through their innovative approach to ingredients and sourcing – and they’re also starting to track and measure the impact they’re having on the planet and society.”

“We’re proud to support Grub Club on its mission and can’t wait to witness their continued success in the coming months.”

The Impact HERE awards take place bi-annually. You can find out more and apply [\*here\*](#).