

**Organics
Conference**

REA update

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Chief Executive
REA

27th March 2025



Our Vision

Our Mission

Our Values

Strategic
Objectives

Key
Enabling activities

Supporting
Services, Structures
& Governance

A Net Zero Future Built on Renewable Energy & Clean Technology

To decarbonise the economy and help our members build commercially and environmentally sustainable businesses

Pride in our work | Committed to our stakeholders | Deliver on our promises | Passionate & respectful

A Achieve Impact

A bigger impact in our
policy & service areas

- Strengthen our policy capacity & expertise
- Advocacy & PR strategy
- Brand and website refresh
- Campaigns approach
- Targets and KPIs to drive performance
- Demonstrating success
- Market data and insights on sector
- Thought leadership
- High profile members

B Build Growth

Commercial growth to
support our mission

- Grow membership esp Patron category
- Expand existing and develop new value propositions
- Support REAL to grow
- International opportunities
- Commercial affiliations and partnerships
- Increase our project work

C Collaborate with Members & Partners

Strong & productive
relationships with members
& partners

- Closer engagement with members & their involvement in REA governance
- Forge partnerships, inc. with other Trade Associations
- Account management disciplines
- CRM and digital tools to improve member experience

D Develop Our People

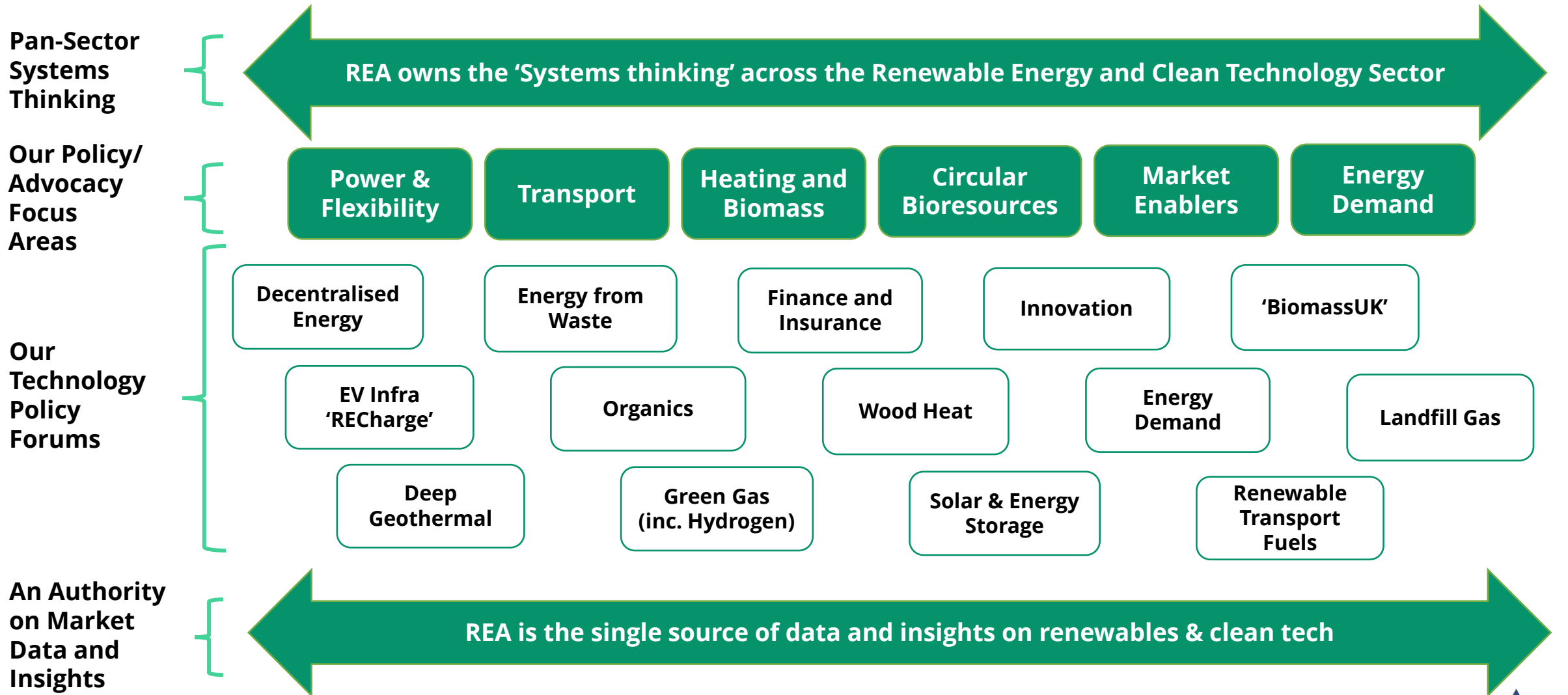
Our people achieve their
full potential

- Performance appraisal
- Recruitment
- Training and talent development
- Policies, procedures
- Reward and recognition
- Grading structure and career path
- London Living Wage employer

Structure and governance aligned with strategy
Strengthened supporting services: Finance, HR, Ops, Systems, IT.
Closer alignment with our subsidiary company, REAL

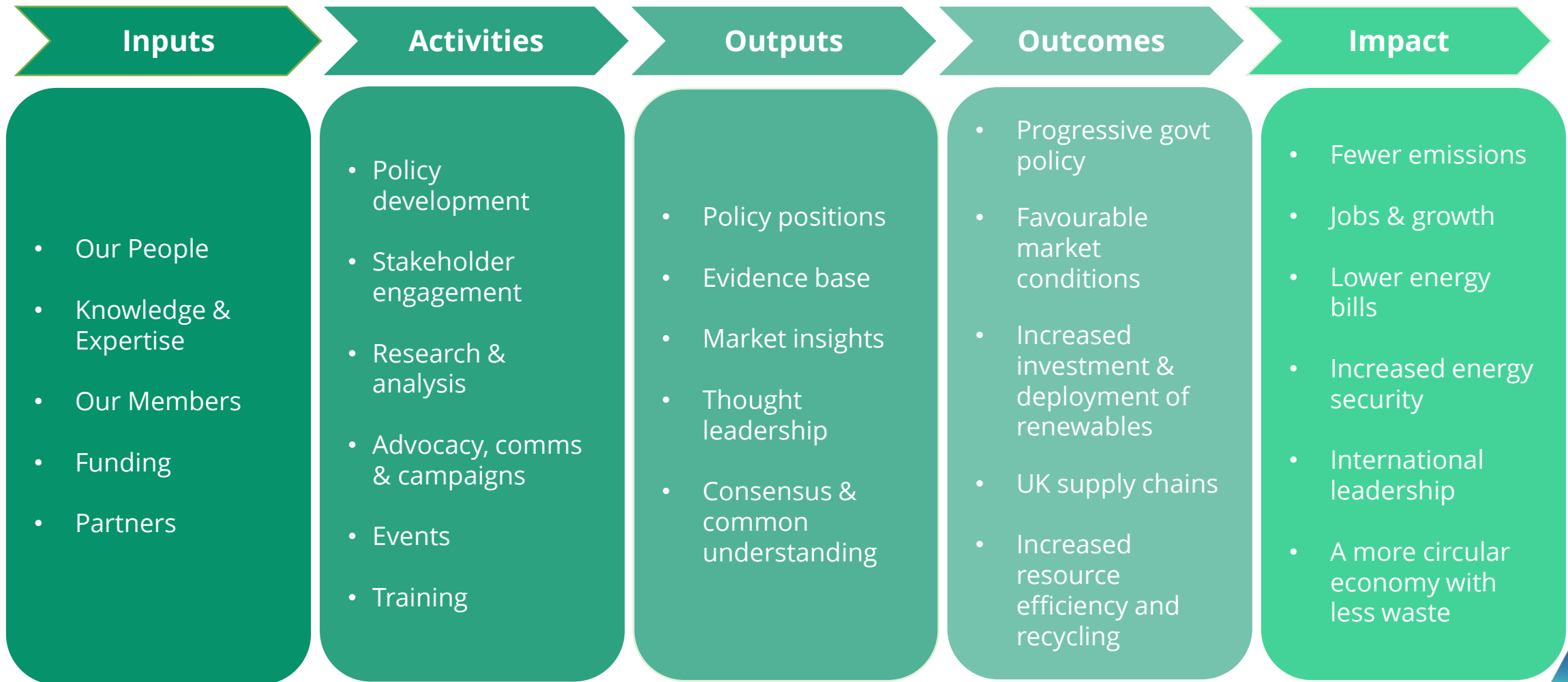


Our Policy/ Advocacy Focus Areas



Achieving Impact: Our Theory of Change

We work to towards our vision of *a net zero future built on renewable energy and clean technology*. Here's a summary of how we seek to achieve this. We call this our 'theory of change'.



Organics recent activity

- Led industry side of Quality Protocol revision – due to be published as Resource Frameworks
- Engagement with Defra over Simpler Recycling and guidance
- Engagement with DESNZ on future biomethane policy
- Engagement with Regulators dealing with industry issues, such as quality, operational challenges, technical queries
- Enrich the Earth campaign – Quality feedstocks and peat free compost
- Compostables – Compostable by design platform guidance, fruit & veg stickers
- Kept members updated – in last year published over 70 articles on the 'resources' section of website, 16 events / training sessions with members, contributed to 15 consultation responses and engaged with over 25 external stakeholder groups.



Looking ahead ...

- EA regulatory developments & SEPA regulatory reform
- UK BAT Advisory Group
- Circular Economy task-force Agri-food working group
- Contamination – CE taskforce discussion and LARAC
- Environment Improvement Plan debate and Ministerial roundtable
- Advocate for organic materials to land
- Continue representation on external advisory groups
- Post GGSS support
- End of waste for CO₂



Expanded Organics Training

@reassociation

- Exploring interest in additional training courses beyond our current offering.
- Open to any suggestions!
- Some initial ideas for potential training courses:
 1. Introduction to PAS100/110 (*shorter & less detail than 'Understanding in Full' – aimed at site operators*)
 2. Digestate Landspreading
 3. Climate readiness & adaptation planning: preparing your business
 4. Navigating Greenwashing Regulations
 5. AD Biology and Biochar
 6. Methane Slip Identification and prevention
 7. Supplying Compost and Digestate to the Horticultural Market
 8. Health and Safety Training for Compost and AD sites

**Please
complete
the Slido
poll**

Contact Us

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