

## £1m in Social Value: Award-winning Sector Social Enterprise 'Amplify Goods' Reaches Milestone

2 days ago



**Amplify Goods** – the award-winning social enterprise reshaping the cleaning supply chain – has released its interim impact results, as two big milestones are crossed – revealing measurable environmental and social progress across the facilities and cleaning sectors.

The business' low-waste, low-carbon range of wash, lotion and scent products is designed for reuse and longevity, helping organisations across the UK take tangible steps toward their sustainability goals.

Over the past year, more than 1,000 hours of living-wage paid work experience have been created through Amplify Goods' checking, assembling, finishing and packing programme – supporting people facing barriers to employment, including homelessness and disability. This initiative, which runs from the Crisis warehouse in Canning Town, East London, has now generated an estimated £1,000,000 in social value for the wider community.

Working with referral partners such as Crisis, Beam, Praxis, Mencap, YourPlace, and New Day, the programme provides up to ten days of paid work experience for individuals who are not yet 'work ready'. Participants develop practical skills and confidence in a supportive, real-world environment, enabling them to take the next step toward sustained employment, with recent team members then moving onto jobs in the events, care and transport sectors!

Amplify Goods' impact-led approach has not gone unnoticed. The business was recently named the winner of the inaugural Crisis Homelessness Alliance 'Opening Doors' Award, recognising organisations that go

above and beyond in creating meaningful opportunities for people affected by homelessness.

“Homelessness is a thing that’s affecting people more and more,” says co-founder Camilla Marcus-Dew. “There’s so much hidden homelessness – sleeping in cars or sofa-surfing – and the evictions that are happening across the UK are really putting people at risk. It’s important that companies big and small are stepping up and realising that even if someone has a full-time job, or two jobs, it doesn’t necessarily protect them from homelessness in 2025. Thank you to all the organisations taking action across their supply chain to make change happen – by joining the Crisis Homelessness Alliance AND by switching your suds for good via your existing supply chain.”

Amplify Goods’ product portfolio continues to expand; with their latest innovation SUDZERØ, a powder-to-foam handwash, which delivers extraordinary carbon savings compared to traditional liquid soaps, and the luxurious re:mind range – exclusive to Bunzl UK&I supply chains – which can be found in a number of prestigious venue washrooms.

Amplify Goods extend their thanks to all the clients that have jumped on board this year, as they are on track to more than double in size, though they know this is just scratching the surface of what they can do. By embedding social value into every stage of its operations, Amplify Goods and their clients are proving that sustainability and inclusion can – and should – go hand in hand.