



Reed Paget, Founder, One Earth Innovation, UK

Reed is an eco-entrepreneur with a successful track record developing and marketing green consumer goods. Reed is the founder of One Earth Innovation, a green product incubator currently developing a range of sustainable consumer goods (www.one-earth.net). Reed's previous businesses include Belu Water, the UK's most eco-friendly bottled water brand (www.belu.org). Belu is the world's first carbon neutral bottled water, the first in Europe to use compostable bottles made from corn, the first to promote PVC-free bottle caps and the first to commit all profits to clean water projects.

Reed also founded Ecocap Ltd. which patented a new bottle cap design to help increase the recycling of plastic caps. He was named UK Social Entrepreneur of the Year in 2008 by the Schwab Foundation and he was a Social Enterprise Ambassador for the UK Cabinet Office between 2007-2010.