

GOPHR'S SUSTAINABILITY REPORT 2021



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Message From Our Founder



We think of sustainability as being two-fold; including our people and the planet.

We've always worked very hard at making sure we do the best we can in our sector, making sure we do better by the people we work with; fully respecting their right to free agency, finding ways to provide benefits that go above and beyond with Collective Benefits, providing more open communication and a greater profit share.

Tackling emissions has always been a harder challenge as it's tricky to drive change when you're working with owner-drivers who all have their own arrangements in place. That said, we offset all Gophr couriers' journey emissions, through our carbon partner, Pachama. And we're committed to going further, particularly through electrification, investing in zero-emission vehicles, and expanding our bike zone over the coming months and years.

This, coupled with our commitment to building the smartest, and most efficient delivery network in the UK, means we will be delivering more parcels, in less miles with fewer emissions. We look forward to bringing more good news on this front in the years to come.

Seb Robert

A handwritten signature in black ink, appearing to be 'Seb Robert', written over a long, thin horizontal line that extends across the width of the page.

Our View On Sustainability

Planet

As a leader in on-demand delivery, we're aware that our industry is harmful to the environment. It's our responsibility to do something about this by reducing our carbon footprint. We're doing this by:



- 100% carbon offsetting
- Tripling the size of our London bike zone
- Expanding our bike and cargo bike fleet
- Storing our data sustainably
- Optimising delivery efficiency

There's lots of room for improvement, but we've spent 2021 putting measures in place to make sure 2022 is our most sustainable year yet as we grow across the UK.

People

Supporting our employees and the couriers that work with us improves the outcomes for everyone involved. And, it's the right thing to do. We're doing this by:



- Courier benefits (with Collective Benefits) and fair pay
- Employee and courier feedback channels
- Building a People Ops team to improve personal wellbeing and opportunities

In 2021, we looked at feedback to implement measures that support our employees and the couriers that work with us to create an all-round better working experience.

Key Findings



Employee feedback



100%
of employees are happy with remote first working



92%
believe in Gophr and our mission



77%
believe Gophr offers career progression



92%
feel heard and involved in the direction of the company

Where We're At

Last year, we sat down to create our sustainability goals for 2021. While we might have been a little ambitious, we've made progress in the areas we set out to.

2021 GOALS	PROCESS	PROGRESS	
PLANET: Reduce carbon emissions	Support 1 carbon offsetting project in Europe.	European projects are in short supply, but we are assessing new offsetting partners, with European presence a clear selection priority.	ADAPTED
	Grow pushbike zone and the number of bicycle and cargo bike couriers by 50%	Tripled the size of our pushbike zone, meaning more jobs have zero-emission delivery options Increased bike couriers by 67%, cargo bike couriers by 300%.	SUCCESS
PEOPLE: Continue to support our employees and the couriers that work with us	Get 100% of regular* drivers on the Collective Benefits platform by 2023.	Currently, 30% (383) of regular* Gophr couriers use Collective Benefits, a 200+% increase from 2020.	PROGRESS
	Increase courier satisfaction rates from 7.7 (2020) to >8.0.	Courier satisfaction increased 6% to 8.2.	SUCCESS
	Get employee satisfaction up from 7.2 (2020) to >8.0.	Employee satisfaction up from 7.2 (2020) to 9.1 (2021) Increase of 26%.	SUCCESS
	Offer 2 training masterclasses to couriers to help them with career development.	We've created a new courier portal and are consulting the courier community to work out what training content they'd find valuable.	SUCCESS

*Couriers who've completed 5+ jobs in the last 12 months

Planet Progress

Carbon offsetting

We know that carbon offsetting of all jobs isn't the answer. But it's a good start, and gives us a platform to build on.

In 2021, we chose Pachama as our carbon offsetting partner because they are:

- **Powered by tech:** Pachama uses satellite imaging with artificial intelligence to measure carbon captured in forests (pretty cool, right).
- **Focused on scale:** Their goal is to develop their tech to be used by organisations around the world.
- **Serious about monitoring & credibility:** Their projects are tracked closely and are validated to make sure they're effective in the long run.

We've offset 1,124 tonnes of carbon by costing up our road emissions which means we're carbon neutral for 2021. This year we've helped to support Pachama's [Amazon Rainforest Portfolio](#) which has helped us maximise our global impact. Each high-quality forest project is carefully vetted by Pachama's technology and forest scientists to make sure our investment reduces carbon, restores wildlife and supports local communities.

Tripling the size of our London pushbike zone

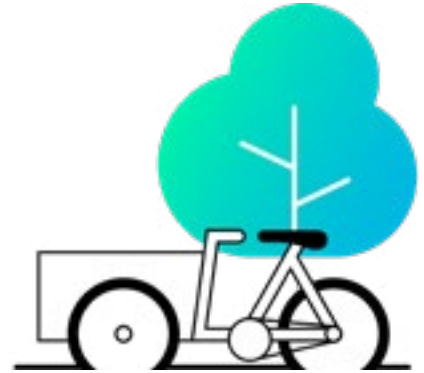
In 2021, we tripled the size of our London pushbike zone, made possible largely due to new and improved electrified bikes that help riders deliver more jobs, faster, and with zero emissions. Our bikes and cargo bikes covered 100,000km across the UK in 2021. That's 24,000 zero-emission jobs.

Planet Progress

Expanding our bike and cargo bike fleet

26% of couriers that work with us are planning to switch to an electric vehicle in the next year, and 38% want to switch but don't know when yet*.

In the meantime, we've added 2 cargo bikes and an EAV to our in-house fleet and our driver supply team is focussing recruitment efforts on drivers of electric vehicles in an effort to increase number of zero emissions jobs.



**Gophr courier pulse research survey, August 2021*

Sustainable server

Gophr generates a whole load of data. And it needs to be stored somewhere responsibly.

We chose Google Cloud because they've matched 100% of their electricity consumption with renewable energy purchases since 2017. Google Cloud offsets Gophr's digital footprint with clean energy, making our compute output net zero.

Increasing efficiency

A massive part of what we do is running well-organised deliveries which in real terms means less empty space in vehicles, and fewer wasted delivery miles.

In 2022, we integrated the Gophr platform with the DVLA, so we managed to gather data for fuel type, CO2 emissions and year of manufacture (among many others) so we can manage and track our fleet more efficiently, as well as prioritise the allocation of jobs to the most sustainable delivery options.

People Progress

Collective Benefits partnership



We think of self-employed couriers as ‘the talent’

Self-employed people have notoriously been undervalued and underpaid with 71% having <£200 to spend at the end of the month after meeting basic living expenses [Adcock Financial]. We pay couriers fairly and make sure they work under the best conditions in the industry because it’s the right thing to do.

96% of the UK’s self-employed have no income protection [source: LV] and 93% have no health or critical injury cover [Scottish Widows]. So we’ve partnered up with Collective Benefits to be one of the first companies to offer their gig-workers a tiered benefits package that offers sick & injury pay, discounted fuel and compassionate leave.

Currently, 30% (383) of regular* Gophr couriers use Collective Benefits, a 200+% increase from 2020.

**Couriers who’ve completed more than 5 jobs in 2021.*

People Progress

Feedback channels

For couriers:

We do our best to listen to the couriers. The Ops team speak to couriers daily about how they're getting on, plus we have driver Q&As, live feedback, beta testing groups and a monthly Pulse survey about pressing issues of the day; including mental health, stress levels, injuries etc.

We plan to continue to use these feedback channels and work to quantify the data so we can prioritise the courier's main concerns.

For employees:

Looking after our employees has always been a priority of ours, but in 2021, we stepped it up. We used anonymous surveys and quantified employee satisfaction levels which grew from 7.2 (2020) to 9.1 (2021), an increase of 26%.

Employee feedback



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People Progress

Hiring People Ops and improving remote company culture

We love being a remote-first company (proof is in the pudding), but there are challenges around keeping company culture alive.

- In 2021, we put a huge emphasis on hiring. This included hiring a whole new People Ops team to attract and onboard talented people and improve employee satisfaction while working from home.
- We use several platforms to monitor employee engagement and continuously temperature-check people management practices - from 1:2:1s, structured performance meetings, to anonymous feedback channels - while aiming to give employees freedom and headspace to organise their time as they see fit.
- We've had some fun in the process, with a trip to the countryside for team bonding and realigning our values, Christmas gifts delivered to our homes and virtual painting and escape room events to keep us entertained. Plus, we've now introduced free therapy and counselling sessions with our partner Spill, to give employees a safe space to speak to someone.