

SUSTAINABILITY REPORT



PROGRESS
REPORT

2022

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Message From Our Founder


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

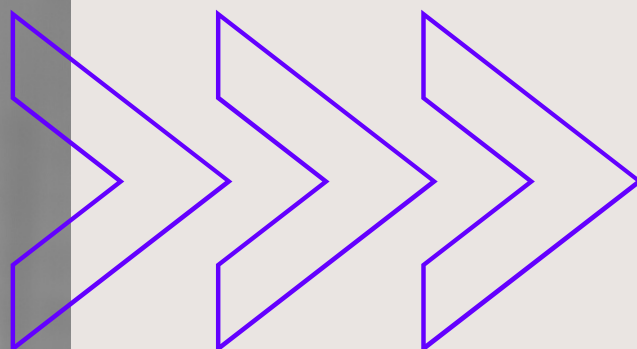
We've always worked very hard at making sure we do the best we can in our sector, making sure we do better by the people we work with; fully respecting their right to free agency, finding ways to provide benefits that go above and beyond with Collective Benefits, providing more open communication and 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, Ecologi. And we're committed to going further, particularly through recruiting more electric and hybrid vehicles.

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.

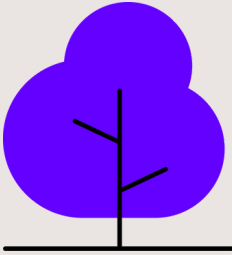



Seb Robert.



Our View On Sustainability

Planet

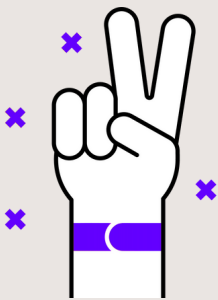


As a leader in on-demand delivery, we're aware that our industry is harmful to the environment. It's our responsibility to do something about this by reducing our carbon footprint.

We're doing this by:

- **100% carbon offsetting**
- **Expanding our bike, cargo bike and electric fleet**
- **Storing our data sustainably**
- **Optimising delivery efficiency**

There's lots of room for improvement, but we've spent 2022 putting measures in place to make sure 2023 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:

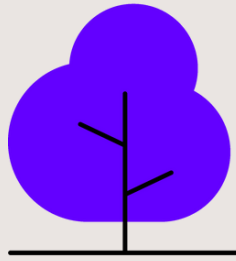
- **Courier benefits (with Collective Benefits) and fair pay**
- **Employee and courier feedback channels**
- **Helping couriers to 'win' their own business and increase earning potential**

In 2022, 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

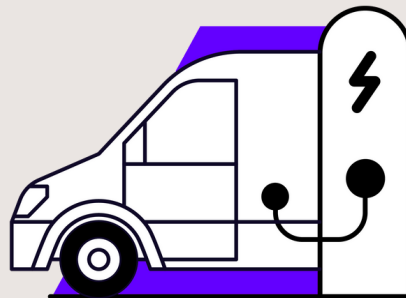
100%

jobs carbon
offset



13%

of our fleet
is green

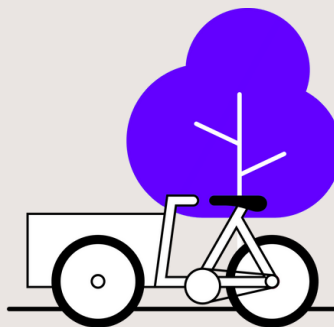


90%

couriers
interested in
switching to
EVs

9%

more push bike &
cargo bike
couriers than
2021



100%

employees are
happy with remote
first working



86%

feel satisfied with the
level of recognition &
appreciation they
recieve for their work



100%

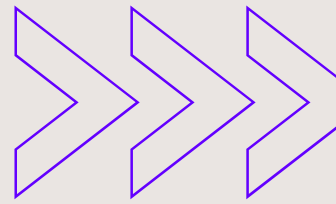
are happy with
their work-life
balance



71%

feel heard &
involved in the
direction of the
company

Where We're At



Last year, we sat down to create our sustainability goals for 2022. While we might have been a little ambitious, we've made progress in the areas we set out to.

2022 GOALS

	PROCESS	PROGRESS	
PLANET Reduce carbon emissions	Continue to carbon offset 100% deliveries	100% jobs carbon offset (1,126 tonnes of carbon)	SUCCESS
	Grow green fleet by 50%	9% more push bike and cargo bike couriers. 10% of onboarded couriers in 2022 use electric/hybrid vehicles.	PROGRESS
PEOPLE Continue to support	Get 100% of regular* drivers on the Collective Benefits platform by 2023.	Currently, 80% of regular* Gophr couriers use Collective Benefits, a 167% increase from 2021.	PROGRESS
	Get employee satisfaction up from 7.2 (2020) to 8.0.	Employee satisfaction at 8.0 (2022). An increase of 11% from 2020.	SUCCESS
	Offer training to couriers to help them with career development.	We've created training guides and regular quizzes to help support and improve courier performance.	SUCCESS
	Roll out scheme to help couriers 'win' business and increase earning potential.	Onboarded 40 couriers to a referral scheme which rewards couriers for bringing on new business.	SUCCESS

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 2022, we partnered with Ecologi for carbon offsetting because they are:

- **Certified and Credible:** Ecologi is a certified B Corporation, scoring 123.7 - nearly 2.5x the industry standard.
- **High-Impact:** Ecologi is committed to evidence-based projects, verified at the highest level by the Gold Standard or Verified Carbon Standard, ensuring maximum impact.
- **Transparent:** Ecologi offers evidence of carbon avoidance, reforestation, and financials, providing full transparency to users.

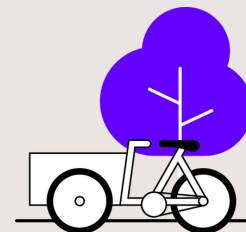
We achieved carbon neutrality in 2022 by offsetting 1,126 tonnes of carbon from our road emissions. Our partnership with Ecologi allowed us to support projects focused on capturing methane to reduce emissions and generate energy in India, as well as protecting rainforests in Central Brazil.

Expanding Our Bike and Cargo Bike Fleet

83% of couriers that work with us believe it's important to do what they can to reduce their carbon footprint.

90% who don't already use an EV, are interested in switching to one.

**Gophr courier pulse research survey, February 2022*



In the meantime, our driver supply team is focussing recruitment efforts on drivers of electric vehicles in an effort to increase the number of zero emissions jobs.

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.

By integrating with the DVLA, the Gophr platform can gather crucial data on our fleet, including fuel type, CO2 emissions, and year of manufacture. This allows us to manage and track our fleet more efficiently and prioritise the allocation of jobs to the most sustainable delivery options.

We also use something called a "bin stacking algorithm" (famous to developers). It takes the sizing of multiple boxes and rotates and re-arranges them to try and pack as many of them into the smallest space possible. We use it to try and send the smallest vehicle possible for any delivery to cut down the delivery cost and emissions.

People Progress



We think of self-employed couriers as 'the talent'

Collective Benefits Partnership

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.

In 2022, we reduced the eligibility criteria for the Silver Tier package, so that couriers only have to complete 30 jobs a month to qualify. Doing this has allowed us to double the number of couriers who can access the benefits, in comparison to last year.

Currently, 80% of regular* Gophr couriers use Collective Benefits, a 167% increase from 2021.

*Couriers who've completed more than 5 jobs in 2022.

Helping Couriers 'Win' Business

Gophr couriers are entrepreneurs at heart, so in 2022 we rolled out a scheme where they can approach local companies to 'win' some business.

If a business signs up and books a job with Gophr, they are offered £20 credit. The courier that referred them receive £20 plus 10% commission for any jobs booked by that client for the next 3 months, whether or not they deliver for them.

Our goal is to provide couriers with access to career development opportunities and the agency to earn more. By incentivising them to approach local businesses and bring in new clients, we hope to help them grow their businesses and succeed in their careers.

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. In 2022, we used anonymous surveys and quantified employee satisfaction levels which grew from 7.2 (2020) to 8.0 (2022), an increase of 11%.

Improving remote company culture

We love being a remote-first company, but there are challenges around keeping company culture alive.

- 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.
- All employees are given a health and wellbeing bonus each month, plus we have access to free therapy and counselling sessions with our partner Spill, to give employees a safe space to speak to someone.
- We've had some fun in the process, with company get-togethers for bonding and realigning our values, and Christmas gifts delivered to our homes as a thanks for our hard work.