

SUSTAINABILITY REPORT



PROGRESS
REPORT

2023

Table of Contents

02 Message from our founder

03 Our view on sustainability

04 Key findings

05 Where we're at

06 Planet progress

07 People progress

Message from our founder

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

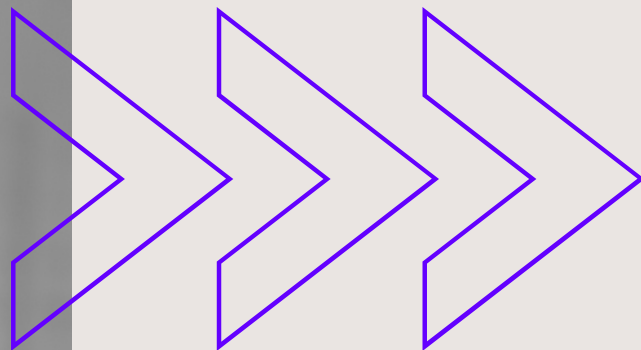
We've always worked very hard at making sure we do the best we can in our sector, making sure we do better by the people we work with; fully respecting their right to free agency, finding ways to provide benefits that go above and beyond with [Onsi](#), providing more open communication and a greater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

Tackling emissions has always been a harder challenge as it's tricky to drive change when you're working with self-employed drivers. 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.

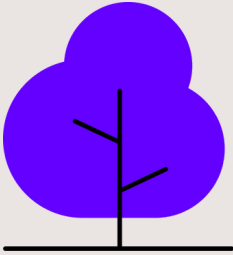


Seb Robert.



Our view on sustainability

Planet

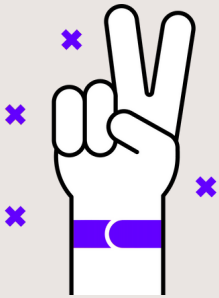


As a leader in on-demand delivery, we're aware that our industry is harmful to the environment. It's our responsibility to do something about this by reducing our carbon footprint.

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 2023 putting measures in place to make sure 2024 is our most sustainable year yet as we grow across the UK.



People

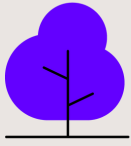
Supporting our employees and the couriers that work with us improves the outcome for everyone involved. And, it's the right thing to do.

We're doing this by:

- **Courier benefits (with Onsi) and fair pay**
- **Employee and courier feedback channels**
- **Courier training guidelines to help increase their earning potential**
- **Creating a courier advisory board to represent the concerns and wider courier fleet**

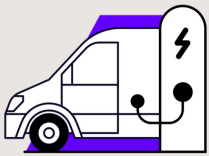
In 2023, we looked at feedback to implement measures that support our employees and the couriers that work with us to create an all-round better working experience.

Key Findings



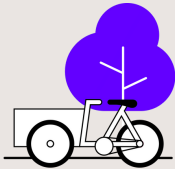
100%

jobs carbon offset



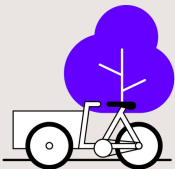
76%

couriers interested in switching to EVs



53%

more push bike & cargo bike couriers than 2022



18%

of our fleet is green*



93%

employees are happy with remote-first working



89%

feel satisfied with their job



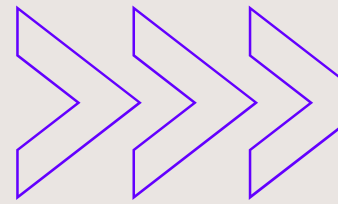
89%

are happy with their work-life balance



74%

are happy with the appreciation they receive for their work



Where We're At

Last year, we sat down to create our sustainability goals for 2023. And we're chuffed that we achieved most of them.

2023 GOALS & PROGRESS

	GOAL	OUTCOME	
PLANET Reduce carbon emissions	Continue to carbon offset 100% deliveries	100% jobs carbon offset (769 tonnes of carbon)	SUCCESS
	Grow green fleet by 50%	53% more push bike and cargo bike couriers. 8% of onboarded couriers in 2023 used electric/hybrid vehicles.	SUCCESS
PEOPLE Continue to support	Get 100% of regular* drivers on the Onsi platform by 2023.	Currently, 60% of regular* Gophr couriers use Onsi.	ROOM FOR IMPROVEMENT
	Maintain employee satisfaction at 8.0+ (2022).	Employee satisfaction ranked an 8.0 in 2023.	SUCCESS
	Offer training to couriers to help them with career development.	Created training guides and regular quizzes to help support and improve courier performance.	SUCCESS

Planet progress

Carbon offsetting

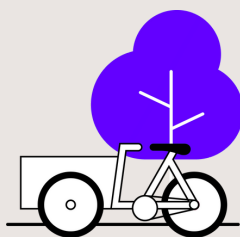
We know that carbon offsetting all deliveries isn't the answer. But it's a good start, and gives us a platform to build on.

In 2023, we continued our partnership 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 2023 by offsetting 769 tonnes of carbon from our road emissions. Our partnership with Ecologi allowed us to support renewable projects worldwide e.g. a solar power project in Morocco, and an onshore wind power project in Sri Lanka.

Expanding our green fleet



Tackling electric vehicles with a self-employed fleet is difficult for any operator, especially during the cost of living crisis, where suppliers aren't pushing for it and it's more expensive for couriers. We want to be at a place where every courier on the system is driving electric, but at the moment this is what we're planning to do:

- Looking to partner with electric fleets
- Actively recruiting for EVs
- Offering preferential commission for EVs by H2

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.

We 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.

Plus, by integrating with the DVLA, the Gophr platform can gather crucial data on our fleet, including fuel type, CO2 emissions, and year of manufacture, to allow us to manage and track our fleet more efficiently and identify areas for improvement.

People progress



Onsi partnership (formerly Collective Benefits)

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.

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 Onsi 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.

So far, we reduced the number of jobs needed to be completed to qualify for Onsi benefits to just 30 jobs a month. This doubled the number of couriers who could access the benefits in 2022. And in 2023, we offered Gophr couriers Onsi's new [rewards card](#) for more benefits incl. cash-back and savings.

60% of regular* Gophr couriers use Onsi

*Couriers who've completed more than 5 jobs in 2023.

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 2023, we used anonymous surveys and quantified employee satisfaction levels which remained at an 8 out of 10 from 2022 - 2023.

Courier Advisory Board

Set up in early 2024, Gophr's courier advisory board is made up of 6 elected courier members representing the different vehicle types and regions covered by Gophr.

At monthly meetings, these courier members represent the concerns and voice of the wider courier fleet, advising on everything from new Gophr app features, to updates, to the T&Cs.

Improving remote company culture

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

So we use several platforms to monitor employee engagement and temperature-check people management practices - from 1:2:1s, structured performance meetings, to anonymous feedback channels and town halls - while aiming to give employees freedom and headspace to organise their time as they see fit.

Plus, employees are given a health and wellbeing bonus each month. And we try to have some fun in the process, with company get-togethers for bonding and realigning our values, and holiday vouchers as a thanks for our hard work.