

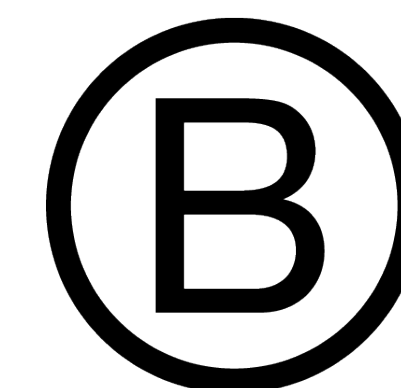


IMPACT REPORT 2022

July 2023

Last Mile Delivery Service On Cargo Bikes In London Since 2019

Certified



Corporation



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A Letter From Our Founder

We're thrilled to present **ecofleet**'s first impact report, highlighting our dedication to sustainability and our outstanding achievements, we worked hard for. This past year has been filled with challenges, but it has also been incredibly rewarding.

London has experienced a remarkable surge in walking and cycling since the pandemic began. In fact, cycling levels remain 40% higher than pre-pandemic levels, creating an exceptional opportunity for the cargo bike delivery industry. With government funding supporting cycling infrastructure, including new cycle lanes, **ecofleet**'s deliveries have become more efficient than ever, enabling us to embrace sustainable logistics fully.

We're proud to announce that **ecofleet** has achieved the prestigious B Corp certification through our B Impact Assessment journey. This rigorous process allowed us to scrutinize our policies and procedures, ensuring they meet the highest standards of environmental performance, transparency, and accountability. Our dedicated team's unwavering commitment to making a positive impact shines through, whether it's supporting the Roy Castle Lung Cancer Foundation or engaging in local volunteering initiatives.

In 2022, **ecofleet** made a strategic decision to pivot towards medical logistics, focusing on a niche market where we can provide the most value. The COVID-19 pandemic has heightened the importance of health and wellness, leading to a surge in demand for medical supplies and logistics services. Our team's adaptability during this transition, coupled with our unwavering dedication to sustainability, has positioned us as an equal competitor in the field.

While the change wasn't without its challenges, we made the necessary adjustments, temporarily downsizing our team and relocating to a warehouse that better aligns with our new strategy. Looking ahead, our focus is on expanding our customer base in the healthcare sector, whilst continuing to deliver parcels & food, and rebuilding our bikes and rider team.

As we reflect on the past year and plan for the future, our core mission remains centered around making a positive impact on the environment and the local community. We express our gratitude to our loyal customers and welcome your invaluable feedback as we continue to grow and enhance our services.

Thank you for joining us on our journey to create a sustainable and a prosperous future.





Our Origins

In 2017 Farah was diagnosed with Bronchiectasis, a chronic pulmonary disease manifested by inflamed and damaged airways. The cause for the condition: acute air pollution in London.

In 2018, while dealing with her own health risks, she also realized how challenging it had become to move around in London due to the ever-worsening traffic, air & noise pollution.

Instead of accepting the status quo, she was determined to find a smart and sustainable solution for mobility. The time had come—not just for us, but for you—to make a difference for our beloved city, London and beyond.

Transport is the largest contributor to greenhouse gas emissions in the UK (over a third).

In 2017, heavy goods vehicles (HGVs) were estimated to account for around 17% of UK GHG emissions from road transport and around 21% of road transport NOx emissions.

Studies have proved that switching to e-cargobikes can reduce total distance travelled by 20% and CO₂ equivalent emissions by 54% in London. During manufacturing, conventional and electric van emits 7500kg and 8800kg of CO₂, respectively. While e-cargobike only emits only 280kg CO₂.

Source:
Just Economics November 2022. Delivering Value: A quantitative model for estimating the true cost of freight via three transport modes.



Our mission

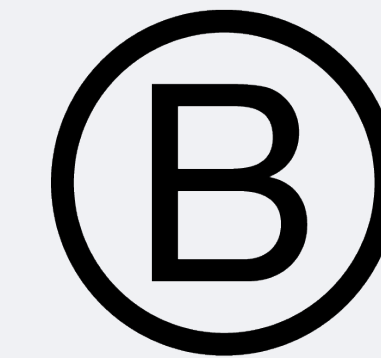
"People are at the heart of our business; from our team on the bikes, to the forward-thinking customers we serve and the communities we deliver within, everything we do is to inspire change for the benefit of our planet."



Journey To Certification

In August 2022, **ecofleet** officially became a B Corporation. It was a key step in our journey to meet the highest standards of social and environmental performance across our business.

Certified



Corporation

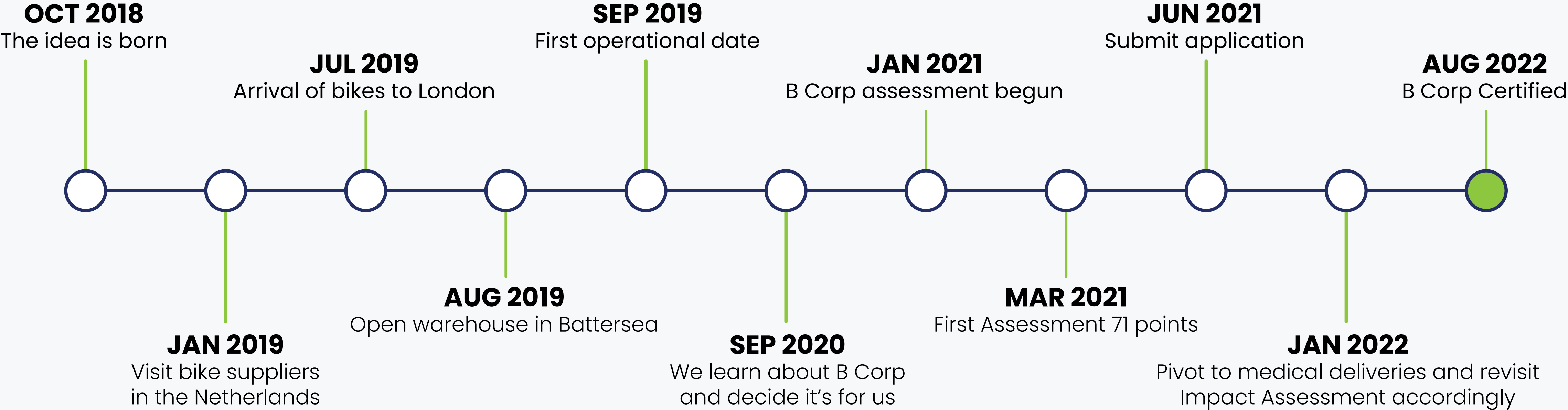
To that end, we amended our articles of association to require our board of directors to make sure we always balance profit and purpose.

Our decision to become a B Corp was a natural extension of our commitment to sustainable business practices. We believe that businesses should be a force for good, contributing positively to society and the environment.

Becoming a B Corp has helped us to align our operations with this belief. It has reinforced our culture of environmental responsibility and has provided us with a framework for measuring and improving our impact.

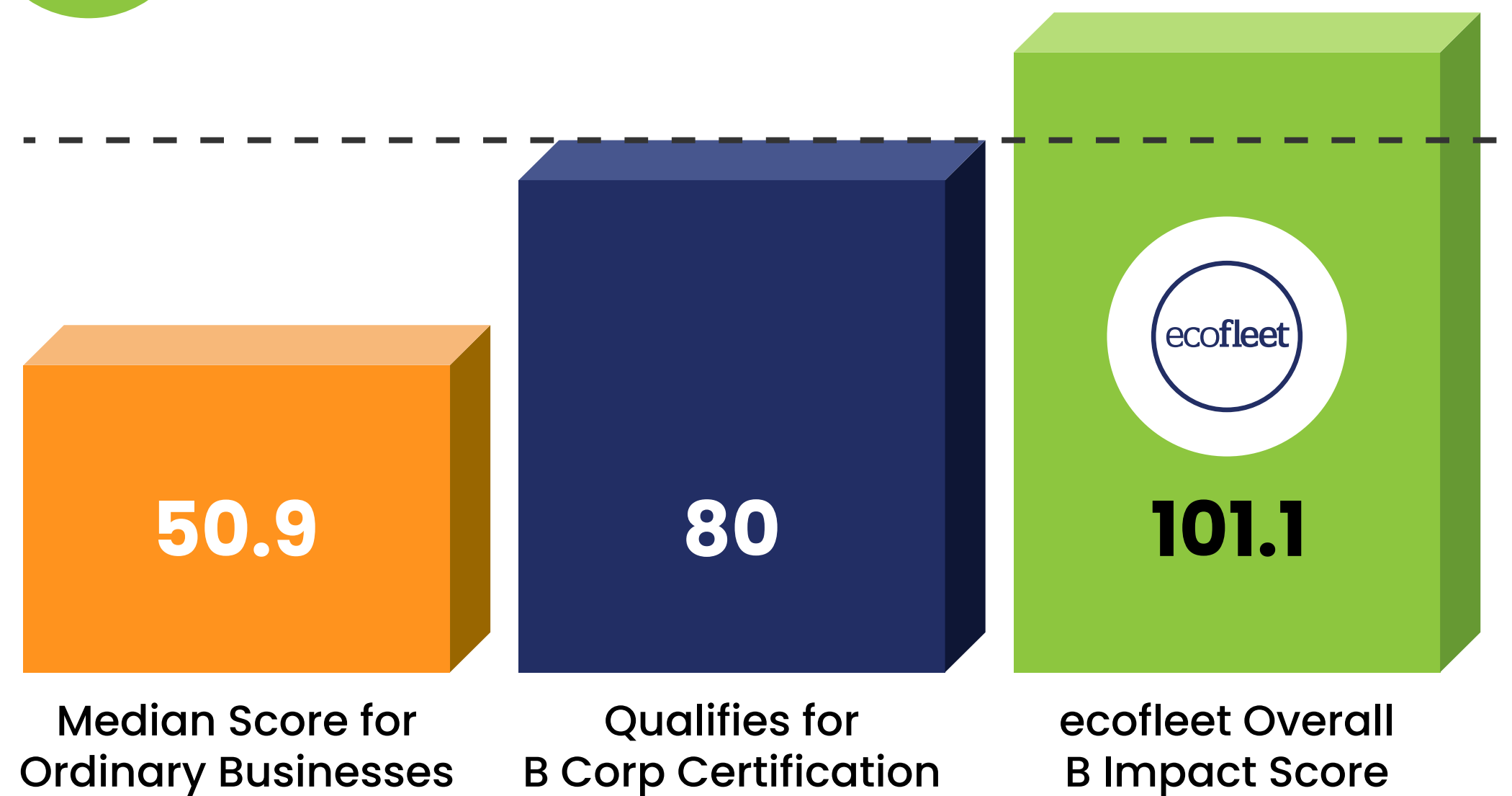
The certification has also positively impacted our business by differentiating us in the market and attracting like-minded partners and customers who share our commitment to sustainability.

The Journey





Impact Score



At ecofleet, we are proud to stand among the elite businesses that have achieved the esteemed B Corp certification. This prestigious recognition reflects our unwavering commitment to setting the highest standards in social and environmental performance, transparency, and accountability.

Becoming a B Corp is no small endeavor; it involves a thorough impact assessment covering crucial aspects such as governance, workers, community, environment, and customers. We embraced this challenge wholeheartedly, ensuring we leave a long lasting impact on society and the environment. Our accomplishments are backed by concrete evidence, showcasing the meaningful contributions we make as a responsible and purpose-driven business.

Governance

Accountable & transparent across the company

14.0

Workers

Ensuring diversity, inclusivity & flexibility in the workplace

29.0

Community

Sharing time & resources with our community

32.7

Environment

Improving London's air quality

23.1

Customer

Giving our customers a more sustainable and efficient solution

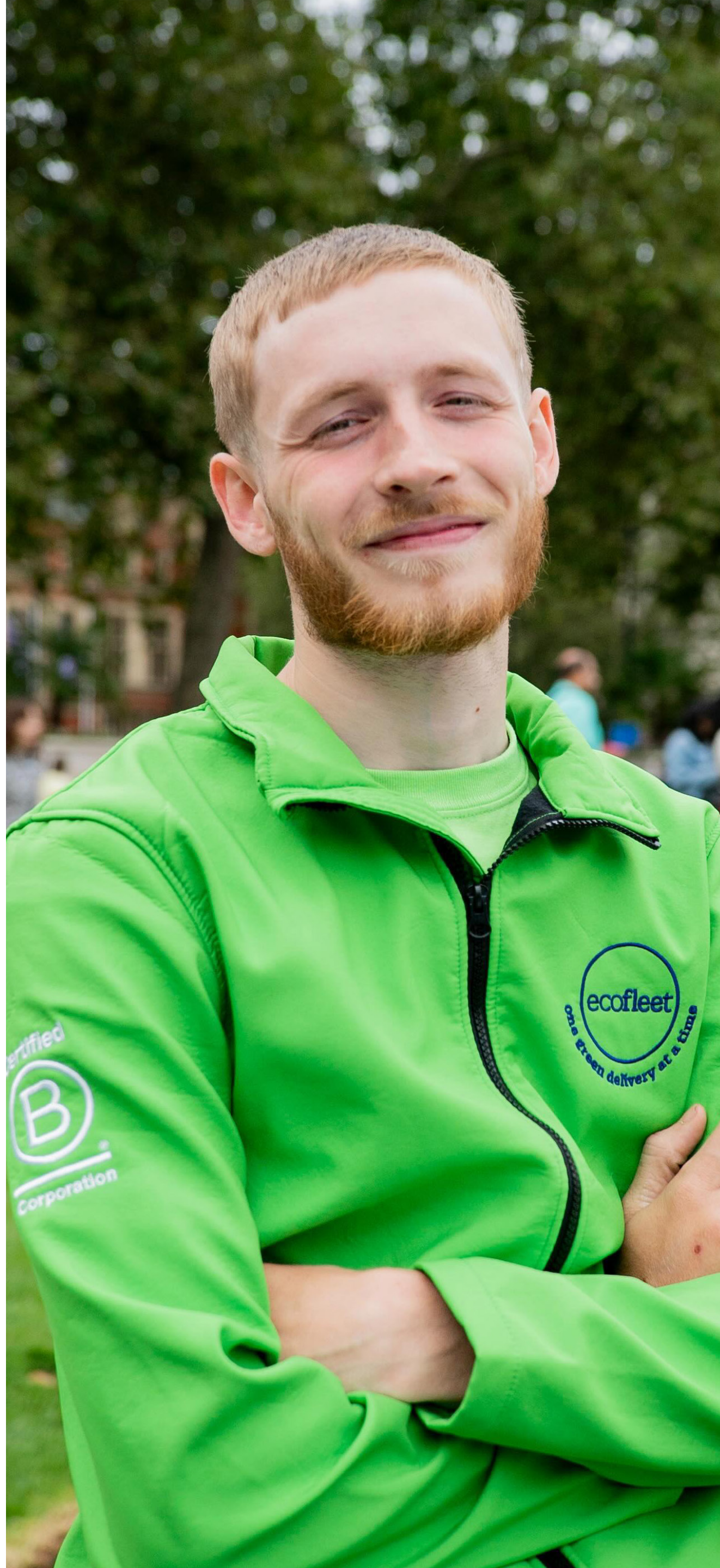
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Governance

Accountable & transparent
across the company

14.0



Governance

What we said we'd do

- Empower our staff to embody our culture and values in all their endeavors.
- Incorporate social & environmental topics into our employees' onboarding process.

What we did

- We implemented weekly management meetings and a formal communication process via Connecteam, our HR platform.
- We have enhanced our onboarding process by integrating a comprehensive and diverse range of courses. These include essential subjects such as mental health, GDPR, environmental issues, and other industry specific topics. To achieve this, we registered with Blue Stream Academy, a prestigious e-learning platform.

In a world where greenwashing and empty promises are common place , we proudly stand for authenticity and transparency in our sustainable and measurable impact. As an electric cargo bike delivery service, we are committed to making a real difference in the fight against climate change and environmental degradation.

For the year 2023, we are embarking on a transformative journey to fully comprehend and reduce our ecological footprint. Our dedication to sustainability and promoting eco-friendly urban mobility is unwavering. We have taken upon ourselves the challenge of redefining how we communicate our mission, ensuring that every aspect of our messaging reflects honesty, integrity, and transparency.

From our engaging social media posts to our official website and every single customer interaction, we have meticulously examined every word and phrase to ensure they are clear, truthful and authentic. We have taken a bold stance against greenwashing and misleading information, vowing to remove any claims that cannot be fully substantiated.



Workers

*Ensuring diversity, inclusivity
& flexibility in the workplace*

29.0

Workers

What we said we'd do

- Enhancing employee well-being to support them with increased living costs and health benefits.

What we did

- Full-time employees: committed to the welfare of our team, choosing permanence over gig models.
- Proudly paying above London Living Wage, we've taken a giant leap forward, accredited by London Living Wage Foundation – setting a new standard for fair pay.
- Supporting our team's well-being, we provide weekly grocery bags filled with fresh fruits, vegetables, household essentials, and more.
- With Laka as our trusted insurance provider, we've got our team covered, ensuring their peace of mind while they conquer the roads.
- We value family: offering vouchers from The Positive Birth Company, supporting our employees' journey into parenthood.
- Empowering our team to thrive: we offer free gym membership to all our employees, making fitness and wellness a part of our eco-conscious culture.





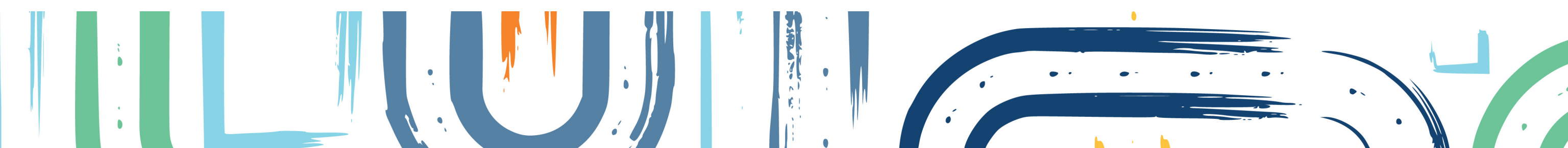
For 2023, we remain steadfast in prioritizing the well-being of our employees and their families.

One of our key initiatives is to enhance our health benefits by offering health cover provided by Diagnostics 360, a B Corp accredited pathology laboratory.

We deeply value the significance of continuous learning and growth for our employees. As part of our commitment to their professional development, we will not only continue offering off-the-job training courses but also strengthen bike mechanic training skills through a strategic collaboration with Zoomo, our bike technicians.

We understand that the needs and expectations of our employees may evolve over time; hence, every six months, we will assess the effectiveness and relevance of their benefits and training programs, making necessary adjustments to cater to the unique requirements of our team members.

Moreover, we believe in fostering an open and transparent communication culture within our organization. To ensure that everyone's voice is heard and that employee well-being and mental health remains at the forefront of our priorities, we will appoint a dedicated Mental Health First Aider. This individual will serve as a liaison between the employees and management, advocating for their concerns and facilitating a nurturing and supportive work environment for all.





Customer

*Giving our customers
a more sustainable
and efficient solution*

2.2

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Certified



Corporation

Customers

As part of our continuous commitment to providing high standard service and promoting sustainability, we are working tirelessly on the development and launch of our brand-new mobile app!

This innovative app is designed with our valued customers in mind, making the booking and delivering experience more convenient, efficient, and eco-friendly.

We believe that every action counts in creating a greener and more sustainable world. This app will directly show our clients the impact their choice of a **green** delivery will make, empowering them to contribute to a better environment.

We are passionate about sustainability and want to inspire our customers on this journey too. Therefore, our app, will also be a source for valuable educational content on sustainability, offering tips, insights, and educational material to help embrace eco-friendly practices.



What we said we'd do

- Create a client feedback form
- Training on medical deliveries

What we did

- Created a short and specific feedback for our customers
- A suggestion from a customer was to receive a daily summary of all completed jobs along with their corresponding Proof of Delivery (POD). We integrated this feature into our web app and as a result, all users can now easily request and access this summary sheet whenever necessary.
- Introducing the Better Planet Certificate – on a quarterly basis, all our B2B customers receive a carbon certificate showing the total CO₂ emissions reduced by choosing **ecofleet**. This is calculated using the method provided by the Department for Environment Food & Rural Affairs.
- Since we pivoted to medical deliveries, it was crucial to provide robust and comprehensive training to all staff. This was done in collaboration with Diagnostic 360.



10,282

successful drops in 2022!



Customer Reviews



"We used the e cargo bikes by ecofleet to move a large amount of luggage (about 140kg) over a few miles. Punctual and professional service, got the job done, and at less than what we'd pay to use cabs or a van, zero emissions" - Akur



"Excellent service, great notifications and professional delivery. Couldn't be happier!" - KK30



"ecofleet was crucial to the organisation and delivery of the festival of which I've been project manager this year. In particular, we turned to ecofleet when we needed to move various parts of a sound system to the venue of the event and back. The team at ecofleet was prompt and gracious in their response (special thanks to Neville!) and organised the pick up, liaising with both the venue and the owner of the sound system. The pick up itself was very punctual, smooth and efficient, managing to get all the material at the venue on time and with no issue at all. The same goes for the return of the material to the owner. We would 100% recommend ecofleet to anyone looking for an efficient and sustainable delivery service." - Eleonora



Environment

Improving London's air quality

23.1

Environment

What we said we'd do

- Monitor our energy consumption and define clear targets.

What we did

- Fleet 100% electric cargo bikes.
- We are proud to say we are carbon neutral (Scope 1 & 2) – 100% of our bikes and warehouse are powered by renewable energy.
- Until we moved to Chiswick, we monitored our energy consumption closely. However, since moving warehouse, our landlord was unable to provide us with accurate meter reading for 2022.



- **Scope 1:** Direct emissions generated by our bikes.
- **Scope 2:** Indirect emissions generated from our warehouse.
- **Scope 3:** All other indirect emissions along our value chain, not directly owned or controlled by us. This includes emissions from third-party suppliers and upstream activities like raw materials extraction, downstream emissions from end-users, and waste disposal.





*Emission calculated in collaboration with Cross River Partnership. Excludes emission abated from main customer, who was unable to provide us with data.

In the spirit of progress and sustainability, we have set ambitious environmental goals for 2023.

We will be implementing a sustainable dashboard, tracking and publishing our environmental and social metrics on a quarterly basis. This initiative ensures that we remain transparent in our progress and inspires us to continuously strive for improvement.

In our pursuit of environmental protection, our target for next year is to reduce emissions per pound by 5%. In addition to this, we are determined to minimize our environmental impact by monitoring our waste and forge a path towards a waste-free future.

Thanks to better and innovative bike parts in the market today, we are upgrading key bike components with an eye on reducing waste and boosting efficiency. We are whole heartedly embracing eco-friendly materials and design practices.

We will offer everyone at **ecofleet** the chance to take part in carbon literacy training. This training will give everyone the knowledge to make sustainable decisions at work and at home.

Finally, we are striving to achieve The EcoVadis accreditation, a recognition of our dedication to environmental stewardship, ethical practices, and social responsibility. This milestone will be an additional testament of our commitment to shaping a better, greener world.





Community
*Sharing time & resources
with our community*

32.7

Community

What we said we'd do

- Educate our community on social and environmental matters.
- Measure diversity.
- Implement and local purchasing and hiring policies.
- Increase our community outreach.
- Donations of 1% of our revenue to the Royal Lung Castle Foundation.
- Prompt Payment Code.

What we did

- Through out our social medias, we have constantly posted educational material for our community.
- We implement a sustainable purchasing policy to support our local Chiswick community by ensuring that at least 50% of all purchases are from local and independent suppliers.
- We offered free deliveries to charitable initiatives such as Youmanity, Power to Connect, Love your Neighbour, Give a Child a Brighter Future and for the NHS.
- We donated 1% of our annual revenue to the Roy Castle Lung Cancer Foundation.
- Adopted Prompt Payment Code. PPC is a voluntary code of practice that sets standards for payment practices and procedures between businesses and their suppliers.





Looking ahead to 2023, we are committed to making a resounding difference in our local community and beyond.

We will launch our staff supported initiative of company-wide Volunteer Day. This will rally our committed team members to create a meaningful difference in our local community.

Diversity is our driving force for innovation, and in 2023, we're taking it to new heights. We are devoted to empowering more women within our team, fostering the revolution of inclusivity in the workplace.

Finally, we're forging ahead with unwavering commitment to ethical practices across the board. By implementing a comprehensive Supplier Code of Conduct, we will ensure that our suppliers adhere to high standards of safe working conditions and uphold fair and respectful treatment of employees.



GIVE A CHILD
A BRIGHTER FUTURE



Going Beyond

Long Term	Going Beyond
Save deliveries from diesel vans	<ol style="list-style-type: none">1. Increase our fleet and incorporate electric mopeds2. Open new warehouse and extend our delivery radius
Support our community to incorporate sustainable deliveries	<ol style="list-style-type: none">1. Share ecofleet's story with our community2. Help people understand the benefits of cargo bikes3. Engage with our community to be able to tailor our service based on their needs4. Continue helping our immediate area through volunteer initiative*5. Sustain our donations and expand partnerships with more charitable organizations
Reduce carbon foot print	<ol style="list-style-type: none">1. Partner with a 3rd party to measure our carbon foot print (Scope 1, 2 and 3)2. Incorporate solar panels to our bikes3. Reduce our carbon foot print per drop by 5% per year
Reduce carbon foot print in our supply chain	Work hand in hand with our suppliers to improve their carbon footprint
Make sustainability part of every decision we make	<ol style="list-style-type: none">1. Make sure every business decision considers impact2. Factor in our environmental impact on our financial statements
Empower the team to take environmental friendly decisions	<ol style="list-style-type: none">1. Raise awareness of the impact of logistic on climate change2. 100% of team to complete carbon literacy course
Continue our good work of diversity and inclusivity at ecofleet	Hire female riders
Continue as a B Corp	Go through recertification and stay focused on improving our score

**Our team is engaged in volunteering in our local community the first Thursday of every month.*



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