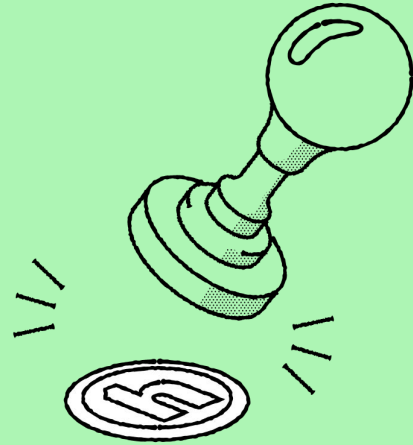


Impact Report

2023



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Introduction

It's time for mobile done right • A message from our founders

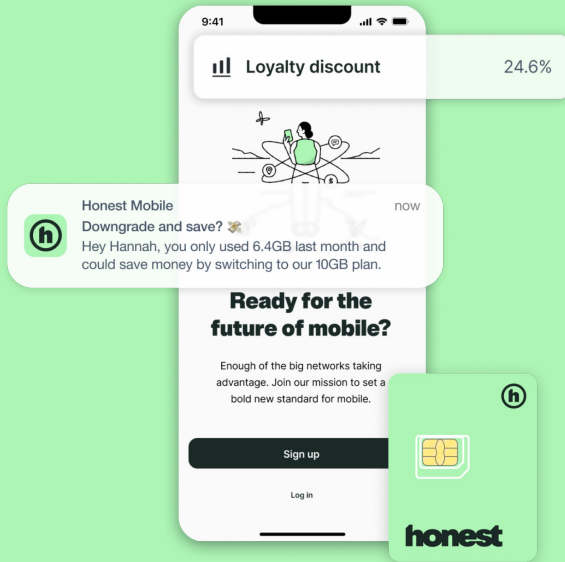
It's time for mobile done right

Honest is the network doing mobile right. Founded in 2019 by school friends Andy Aitken and Josh Mihill, it's on a mission to show a broken industry there's a better way to do mobile.

Honest is powered by cutting-edge tech, including the unique Smart SIM that offers better coverage and free use of essential apps worldwide. Customers also benefit from bills that drop every month, support in seconds, and a smarter app that keeps them on the right plan.

As well as the UK's first and highest scoring B Corp mobile network, Honest is a carbon-negative company and member of 1% for the Planet. It's also one of the UK's top-rated mobile networks on Trustpilot.

In this report we tell you what we've been doing for people and planet in 2023, and what our plans are for 2024 and beyond.



A message from our founders

Hi, we're Andy and Josh, the Co-Founders of Honest Mobile.

Since starting Honest in 2019, our impact has been a driving force in our mission to show a broken industry there is a better way to do mobile.

We are proud of our sustainability journey and all of the work our team has done so far, but we know there is always more we can do.

As we grow, we will continue to look for ways we can improve our sustainability efforts, challenge the status quo, and make the biggest possible positive impact for people and our planet.

Andy and Josh
Co-founders

honest





2023 look back

Our journey • Trees planted • Carbon removed

Our journey





20,084 trees

Trees planted | 2023

honest



278,200 kgCO₂e

Carbon removed | 2023



Planet

What we're up against • Carbon negative • Our emissions • SIM evolution • Reducing emissions
Carbon removals • 1% for the Planet • Tree count

What we're up against

By 2040, communication technology will account for 14% of the global environmental footprint.¹

As an industry, we need to do more.

Making it possible for people to switch their utilities to sustainable alternatives adds up to make a big difference.

So, at Honest, we're doing things a little differently. We provide a more sustainable option for your mobile – because we care about our planet, and people.



“We all have a choice. We can create transformational action that will safeguard the living conditions for future generations. Or we can continue with our business as usual and fail.”

Greta Thunberg, Davos

The UK's only carbon negative mobile network

We're proud to be the UK's only carbon negative mobile network.

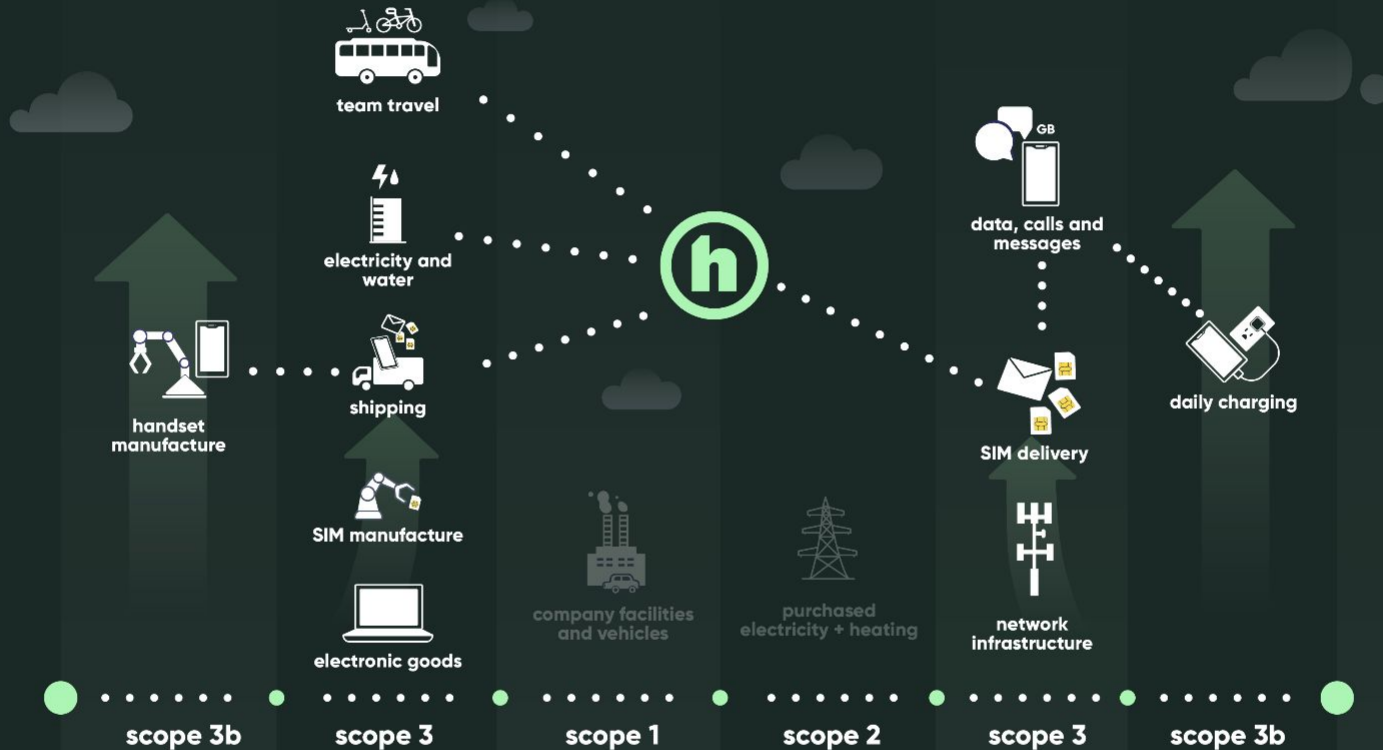
Being carbon negative means the CO₂ we remove from the atmosphere is greater than the amount of CO₂ we emit.

At Honest, we go one step further and remove double our carbon footprint.

We measure all of our carbon emissions, from everything we do at Honest HQ to the daily usage of our customers' phones and beyond. We then calculate our total carbon emissions for the year, double that figure and remove that amount of carbon through a diverse portfolio of global carbon removal projects and technologies.

This means we're removing as much carbon from our supply chain and operations as possible.

Our carbon lifecycle



Going above and beyond



What is Scope 3b?

We always want to challenge the status quo and make the biggest impact possible. And it was no different when we decided to transition to be a carbon negative network. We knew we had to go above and beyond to achieve this goal.

That's why we created our own scope: introducing Scope 3b. Scope 3b measures carbon emissions which go above the Greenhouse Gas (GHG) Protocol Corporate Standard reporting framework of Scope 1, 2 and 3.

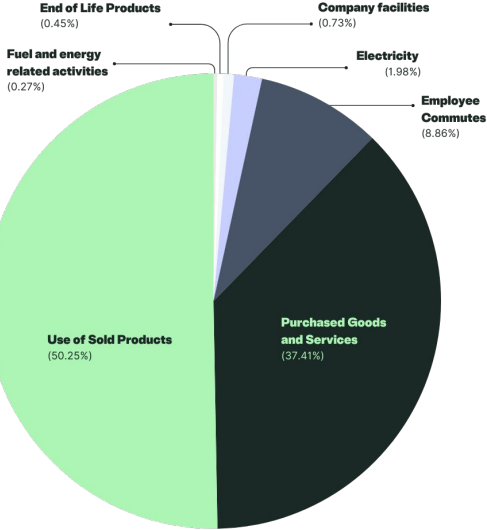
Our 'Scope 3b' includes the carbon emissions from the manufacture and the daily charging of our users' phones.

We add these figures to our total carbon emissions for the year, and double remove that carbon too. So Honest members can relax knowing that their phone is a force for good, helping to remove CO₂ from the atmosphere.

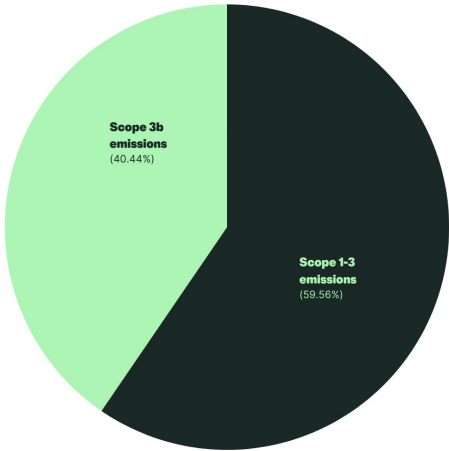
2023 emissions

We work in collaboration with [Zevero](#) to measure, calculate and report our annual carbon emissions, in line with scope 1-3 with the Greenhouse Gas (GHG) protocol. This includes all of our [Scope 3b](#) emissions.

A further breakdown of our Scope 1-3 and 3b emissions can be found on the next page.



Scope 1-3 emissions



Scope 1-3 vs Scope 3b

82.85 tCO2e
Scope 1-3 emissions

139.10 tCO2e
Total emissions (inc. scope 3b)

278.20 tCO2e
Total CO2 removed

2023 emissions

Scope	Description	Emissions (tCO ₂ e)
Scope 1	Emissions created from company facilities or company vehicles	0.60
Scope 2	Purchased electricity and purchased heat and steam	1.64
Scope 3 (Upstream)	Water supply, water treatment, purchased goods and services, employee commuting, data processing, business travel, capital goods, water generated in operations, transportation of distribution , fuel and energy related activities and office electricity	38.57
Scope 3 (Downstream)	Use of products sold (data, calls & messages), transportation and distribution, end of life of sold products	42.03
Scope 3b* (Upstream)	Phone manufacture	49.79
Scope 3b* (Downstream)	Daily charging of phones	6.46

* Scope 3b emissions go beyond the scope of the GHG Protocol Corporate Standard (Scope 1-3), introduced by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). Full details of our 2023 emissions are available [here](#).

Our SIM evolution

SIMs are a key part of our everyday operations.

They're the integral piece of plastic that lets us provide the amazing service we offer to our customers.

Since day one, the 'plastic' part of that statement has bothered us and we knew we could do better. So we have.

Over the last four years, we've taken our SIMs on a journey. We've gone from our very first single-use full size SIM to now offering 100% post-consumer recycled plastic SIMs – not to mention plastic-free eSIMs.

In 2024, we're launching Smart SIM – a unique eSIM providing unlimited use of everyday apps abroad and through the big 4 mobile networks in the UK.

Plastic SIM

2019

Our very first SIM was an industry standard full size SIM and made from single-use plastic.

Half size plastic SIM

2021

We reduced to half the size of an industry standard SIM.

100% recycled plastic SIM

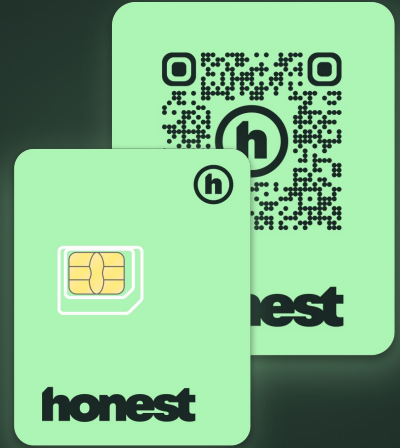
2022

We worked with suppliers to manufacture SIMs made completely out of 100% post-consumer recycled plastic. It's also fully recyclable.

0% plastic eSIM

2023

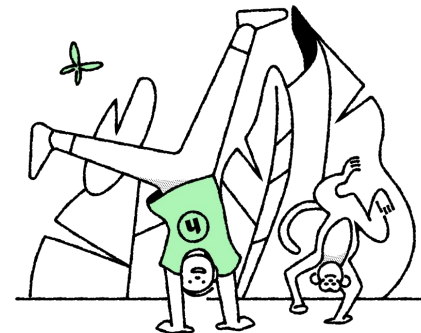
The final SIM in our evolution is the eSIM: an electronic SIM that's plastic free and sent via email instead of by post.



Reducing our emissions

At Honest, we've prioritised sustainability from day one. Here's how we're keeping our emissions as low as possible:

- We **launched plastic-free eSIMs** to customers in 2023, cutting down our use of plastics even further
- We've **never sent a single paper bill** to help minimise waste
- We travel by **public transport** whenever business travel is required
- When moving office, we chose one that runs off **renewable energy** and holds annual sustainability events and initiatives
- In 2023, 67% of new joiners' laptops were refurbished machines, and 100% of employee phones were **refurbished handsets**, helping to eliminate e-waste
- Where possible, we purchase **second hand furniture** to kit out our office space to help reduce waste



Carbon offsetting removals

We need to invest more in high quality carbon removal methods – to help them scale and meet future demand.

This is key to hitting global 2050 net-zero targets.

Reducing greenhouse gas emissions is paramount to the world reaching a net-zero future. But just reducing won't be enough.

We need to invest in high quality carbon removals (over carbon offsetting) to have the long-term impact required to meet global 2050 net-zero targets.

According to a [report](#) by the Intergovernmental Panel on Climate Change (IPCC), large-scale deployment of carbon dioxide removal (CDR) methods is now “unavoidable” if the world is to reach net-zero greenhouse gas emissions.

We're proud of our 100% high-quality carbon removal portfolio, independently verified by [Klimate.co](#). It currently includes Aquatic Biomass Sinking, Direct Air Capture, Biochar and Forestation.

In 2024, we'll be looking to diversify our portfolio further with an aim to increase our positive climate impact.

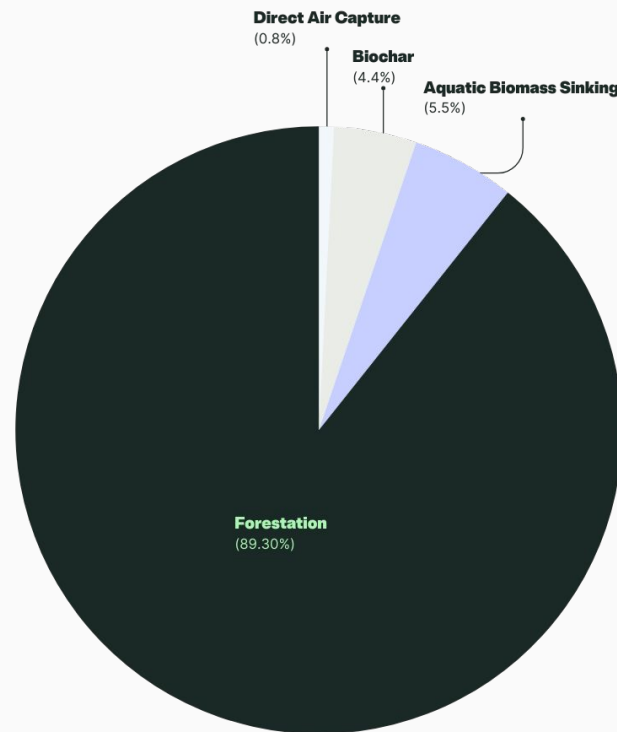
We're guided by the Oxford Offsetting Principles, and aim to transition to carbon removal technologies with greater permanence and climate impact.

Carbon removal investment portfolio

We want to lead the way in how businesses remove carbon from the atmosphere. That's why we invest in a diverse portfolio of carbon removal technologies.

Investing in range of carbon removal projects is critical. Each type of technology stores carbon for different lengths of time, and therefore has either a shorter or longer term impact. And each technology has a number of co-benefits which lead to a greater impact.

Working with [Klimate.co](#), we've created a carbon removal portfolio that achieves the biggest impact for our planet and people, whilst maximising our investment at the same time.



Carbon removal methods



Forestation

Trees are the earth's natural carbon removal machines. Trees sequester CO₂ using photosynthesis and store it in every part of the tree. A single tree can capture up to a ton of CO₂ in its lifetime. We've partnered with [Taking Root](#), who work with local farmers to restore forests and improve their livelihoods.



Biochar

Heating waste biomass to high temperatures without oxygen turns it into carbon-rich biochar. Applied to soils, biochar is great for storing carbon for a long time while simultaneously increasing agricultural productivity. It's awesome because it locks up carbon permanently. We work with [Bio-Logical](#). They produce biochar from macadamia nut waste in Kenya. Their first facility will support over 100,000 smallholder farms.



Direct Air Capture

Direct Air Capture uses large fan-like machines to pull CO₂ directly out of the atmosphere. Captured CO₂ can either be stored permanently in rock formations underneath the earth's surface, or reused for other materials. We work with the Kenyan company [Octavia Carbon](#). They are the first to harness East Africa's energy, geology and talent to do DAC, and hope to make Kenya the world's most cost-effective place to permanently remove CO₂ from the atmosphere.



Photo source: Running Tide

Aquatic Biomass Sinking

Aquatic biomass sinking sequesters CO₂ by growing ocean biomass (seaweed) on the surface of the ocean before sinking it to the seafloor where it is stored for centuries. We work with [Running Tide](#) who distribute carbon buoys made from forestry residue and limestone, seeded with kelp, onto the surface of the ocean.

People and planet over profit

We're proud to be a member of 1% for the Planet.

1% for the Planet is a global organisation that exists to ensure our planet and future generations thrive. They were founded on the idea that a company has a responsibility to give back for use of our planet's resources.

We've committed to donating at least 1% of our annual sales revenue to environmental organisations. We're currently working with [Treeapp](#) as our 1% for the Planet environmental partner.

In 2024, we're planning to expand our efforts and explore additional environmental organisations we can work with – to help reach as many organisations as possible, and have more impact.



Our tree count

Total trees growing: 52,132 ^h



Year: 2021

Trees planted, now growing:

6,646

TreeSisters put community building and women's empowerment at the heart of their tree planting projects. We moved away from working with TreeSisters as we wanted to gather greater insights into where our trees are being planted.



Year: 2022

Trees planted, now growing:

23,784

Treeapp is a tree planting organisation operating across the world. They support thousands of businesses with their sustainability goals by funding reforestation projects and planting trees where they're most needed.



Year: 2023

Trees planted, now growing:

20,084

We're currently working with Treeapp on our mission to plant one million trees, celebrating everything trees do beyond absorbing carbon - like improving biodiversity, preventing soil erosion and providing work.





People

Our members • Our community • Our team



Building a network you'll be proud to be part of



UK's first B Corp mobile network

Being a B Corp means we're constantly looking to improve. We think about people - our team, customers and suppliers - and the planet in every decision we make. Our B Corp score is 81.3.

UK's most ethical mobile network

Recognised as the most ethical mobile network by The Good Shopping Guide with an [Ethical Index Score of 100](#).

Top-rated on Ethical Consumer

Ethical consumer rates us with a score of 10.5, putting us joint first in the ranking of mobile networks.

The right plan

We tell our members when they should switch to a cheaper plan. And when we dropped our prices, we dropped them for everyone - not just new members.

Support in seconds

Customer support is at the heart of everything we do at Honest. Providing best-in-class, live customer support in seconds gives your time back to spend how you want!

Loyalty rewarded

Our unique loyalty discount rewards our members for being part of our journey and helping to build a better network.

“Honest mobile is great for
my personal finances and
great for the planet!”

Sam, Honest member

As Honest grows, so does our community

We choose to partner with companies using business as a force for good, and give discounts for these companies to our members.

Our members thank us for helping them reach more ethical businesses like Honest, and we're happy to be able to support other businesses looking to do right by people and planet.

Are you a sustainable business?

If you would like to partner with Honest, [please apply here.](#)



Our team

We want to make sure that our team are always supported and cared for throughout their journey with Honest.

We are on a mission to make Honest the best place to work by building a people-first experience. Our team are the most important part of our business, and at the heart of what we do.

This means being able to offer them flexible working, a certified living wage salary and building a best-in-class company culture aligned with being a certified B Corp.

We aim to create an environment that lets our team do their best work, giving them the space, training and support they need to grow.

- Flexible and hybrid working for everyone in the team
- Annual wellbeing allowance through HEKA
- All the tools and technology the team needs to do their best work
- Paid annual volunteer days
- £500 annual learning budget for all our team members
- Cycle to work scheme
- Free vegetarian and vegan snacks available
- Monthly in-person team socials

Our team

Here at Honest, we're all about doing the right thing, even *especially* when no one's looking.

That includes building an inclusive environment where everyone feels like they belong and proud to be their true selves everyday. We're committed to providing the support our team needs to thrive and do their best work.

We believe it's our differences that make us stronger and celebrate diversity in the Honest team. Learning from one another's unique experiences, perspectives and ideas is how we win.

That's why we strongly encourage applications from all walks of life. So no matter your ethnicity, sexuality, gender identity, disability, neurodiversity, caregiver status, economic background or anything else, we welcome everyone's application.

In 2024, we're increasing our efforts around DEIB. From reporting to new policies and team training, we want to do more.

12.50%

Identify as having an disability or long term health condition

18.75%

People from ethnic minority backgrounds

68.75%

Male

31.25%

Female

0%

Other



2024 and beyond

What we're planning next

Our big plans for the future

- Remove 500 tons of CO₂ from the atmosphere by the end of 2024
- Diversify our carbon removal portfolio to have even more impact
- Reduce the amount of energy used by our website and website hosting through green web design
- Begin our journey to Net Zero certification
- Work with partners to lobby mobile networks to switch to renewable energy as quickly as possible
- Successfully recertify as a B Corp, and increase our current score
- Increase team engagement around our impact initiatives and goals
- Review suppliers across our operations to ensure we're working with the most sustainable suppliers we can

Certified



This company meets high standards of social and environmental impact.

Corporation

Report and policies



[Download](#)



[Download](#)

Get in touch

At Honest, we're always looking for ways to be better for the planet, our members and our team.

We're proud of the work we've done, but know there's always more we can do.

We love hearing your ideas, so if you have any please send us an email at: contact@honestmobile.co.uk

