



Impact Report

2024



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Our purpose

Our purpose is decarbonisation.

By providing the infrastructure needed to allow more people to adopt electric vehicles (EVs), we are supporting and promoting transport decarbonisation.





About us

Zest is one of the UK's fastest-growing EV charging networks.

Based in Leeds, we provide and operate EV charging infrastructure for the commercial real estate sector and for public sector organisations across the country.

We offer a range of solutions, including **rapid** **fast** **on-street** **hubs** & **solar**. With in-house expertise, we take care of **planning** **installation** **maintenance** & **management**.



Our difference

Since Zest's inception, our work has embraced the triple bottom-line framework of people, planet, and profit.

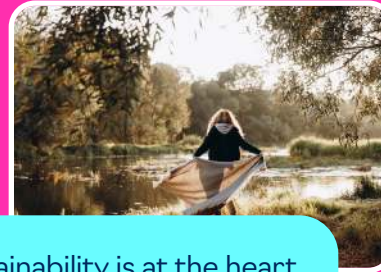
People

We prioritise making a positive impact not only on EV drivers but also on their communities. Through social value initiatives, we engage with and support communities to create lasting positive impact where we work.



Planet

Environmental sustainability is at the heart of our decision-making. We are a carbon-neutral business and are committed to reaching net zero by 2040. By using 100% renewable energy guarantees of origin (REGO) certified energy, we ensure our customers are powered by green energy.



Profit

With backing from the Charging Infrastructure Investment Fund, we differentiate ourselves through our ability to deliver projects that are financially sustainable over the long term. This means we can put our partners' needs first and offer the scale of infrastructure that suits them.





A message from our CEO



Robin Heap

Reflecting on this last year, Zest has encountered opportunities and challenges since certifying as a B Corporation.

This year was the first time that global warming exceeded 1.5°C across an entire year - a worrying statistic, considering the damaging impact a sustained temperature change of this extent would have on our planet.

As such, at Zest, we've accelerated our efforts to roll out EV charging infrastructure across the UK and ensure more people have the option to choose electric.

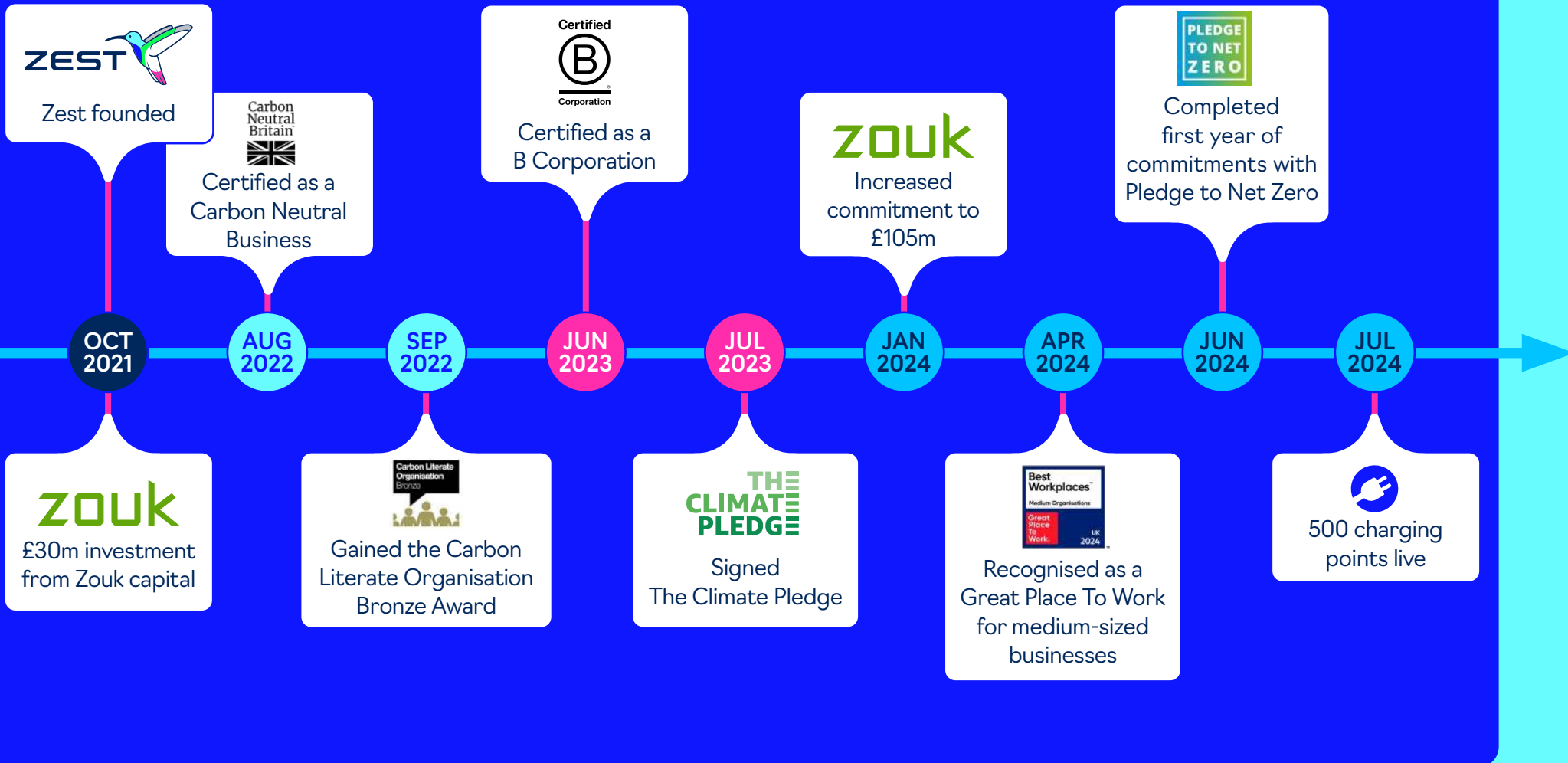
We've announced partnerships for large-scale projects with Hackney Council, Transport for London, and Brent Council, as well as developing charging solutions for a range of retail businesses and destinations.

We've also scaled up significantly internally, building our expert team from 80 full-time employees to over 150, and securing additional investment from Zouk Capital, manager of the Charging Infrastructure Investment Fund, increasing its commitment to £105m.

As a fast-growing organisation, joining B Corp has encouraged us to strengthen our action across B Corp's five impact areas of community, customers, environment, governance and workers. I'm proud of the efforts the team has made to develop and execute our roadmap, and I'm excited to continue building a business that's benefiting society and the planet with B Corp.



Journey to certification



Zest's mission as a business naturally aligns with B Corporation ideals; we provide the infrastructure needed to achieve transport decarbonisation and propel the UK towards its **net zero goals**, while ensuring this transition to EV includes everyone – not just those with access to off-street parking.

Pursuing certification in 2023 was a natural step. However, despite the alignment of our values, the B Lab Impact Assessment challenged us to look beyond the work we were already doing, identify the gaps in our approach, and build a strategy to improve our actions. Now, one year since our certification, we've taken strides to strengthen our impact across the five pillars.





Our work in action:



Our work with Hackney Borough Council provides an example of how we incorporate B Corp principles into our projects. With 2,500 charge points across seven square miles, the project focuses on creating abundance and availability for the people of Hackney.

To ensure the switch to EV becomes an option for as many people as possible:

- We've committed to offering equitable access to charge points across estates and streets and to providing hundreds of accessible charging spaces.
- We're working in partnership with car clubs to make renting an EV more accessible for those who don't need or can't afford a car.
- We've introduced a special resident's tariff with Hackney Light & Power.
- We're fitting all our lamppost chargers with contactless payment terminals to make them easier to use.



As well as delivering the best charging solutions, we're creating value for the local community:

- We're supporting local businesses by working with local installers to roll out our charging network.
- We're delivering educational workshops for schools and colleges in the Borough.



Score and goals

In June 2023, Zest certified as a B Corporation with a verified score of **118.2**.

While we were excited to officially join B Corp's movement using business as a force for good, we valued the opportunity to examine our organisation's impact, and begin to build a roadmap to strengthen our action across the five pillars of community, customers, environment, governance and workers.



Our score:	118.2
Qualifying score:	80.0
Median score for ordinary businesses:	50.0



Community

Our score: 18.0

The B Impact Assessment describes this pillar as...

“A company's engagement with and impact on the communities in which it operates, hires from, and sources from...This section recognises business models that are designed to address specific community-oriented problems.”

What we're doing:

As part of our corporate citizenship action, we're now tracking volunteering hours and outcomes linked to contractual commitments.

We prioritise supporting local businesses, and as such, we're increasing our spend on local suppliers.

To improve our diversity, equity, and inclusion, we're setting targets for inclusivity in the workforce, conducting a gender pay gap analysis and beginning socio-economic tracking of employees.

We're also developing educational materials on the switch to EVs for use in schools and to support our partners.





Customers

Our score: 31.1

The B Impact Assessment describes this pillar as...

“ A company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. This section recognises products or services that are designed to address a particular social problem for or through its customers. ”



What we're doing:

We've launched an initiative to offer discounted charging rates to underserved groups as part of our partnership with Hackney Borough Council.

To direct our progress, we're monitoring customer outcomes and developing partner and driver satisfaction targets.

We've also started expanding access to contactless charging to improve the charging experience for our customers.

We're formalising our ethical marketing approach through a comprehensive review policy.



Environment

Our score: **10.9**

The B Impact Assessment describes this pillar as...

- “ A company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity... This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. ”

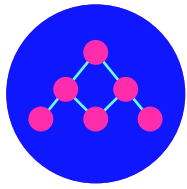


What we're doing:

We're monitoring and setting targets for waste reduction (per charger), energy usage from low-impact and renewable energy sources, and water usage.

To educate employees and improve water management, we're creating resources on water saving principles.

We're developing innovative solutions to reduce the carbon footprint of our charge point installation process.

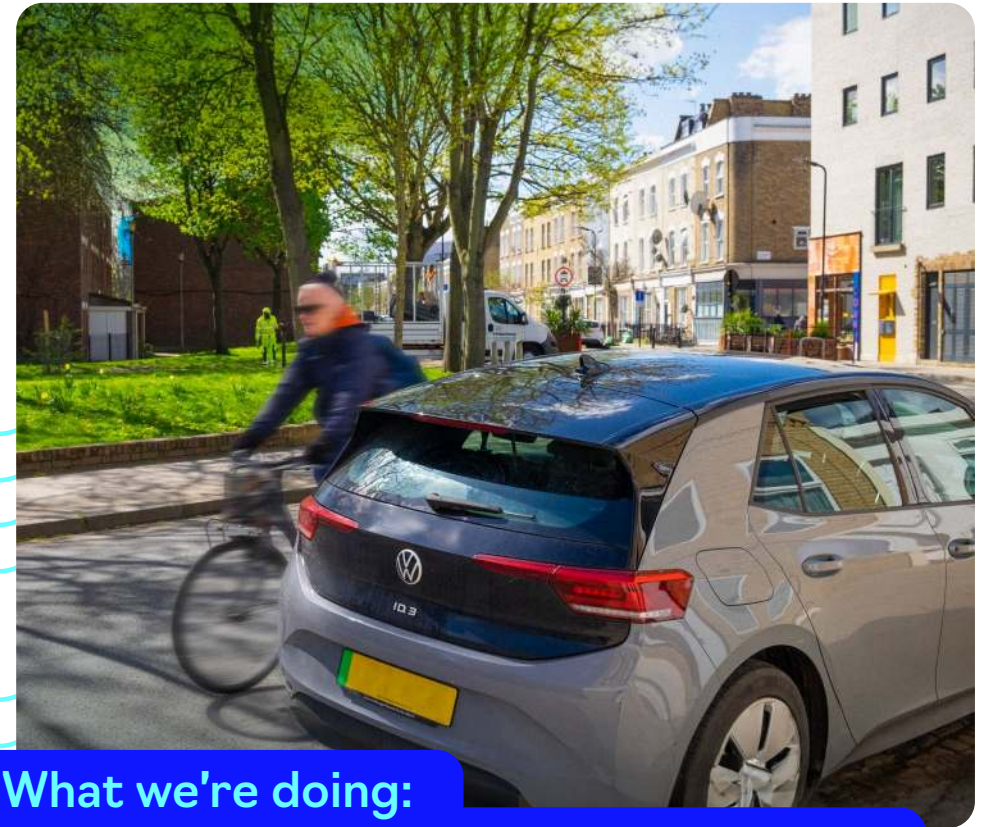


Governance

Our score: **19.4**

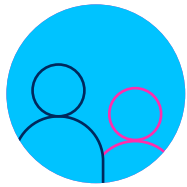
The B Impact Assessment describes this pillar as...

- “ A company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents. ”



What we're doing:

We're working in partnership with the Carbon Literacy Project to upskill our team to deliver carbon literacy training and ensure our whole workforce becomes carbon literate.



Workers

Our score: **38.7**

The B Impact Assessment describes this pillar as...

- “ A company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognises business models designed to benefit workers. ”



What we're doing:

We're carrying out an apprenticeship scheme to support the next generation of talent.

We're also creating a mentoring and management programme to support our employees' development.

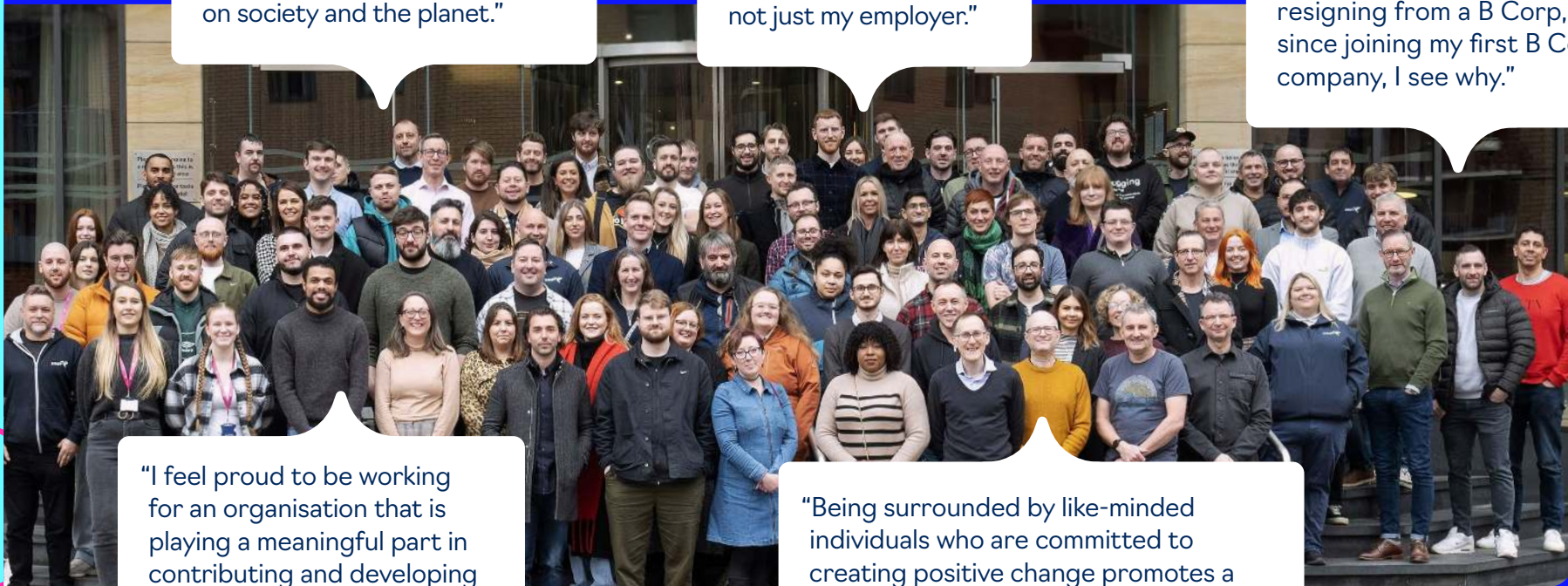


What B Corp means to us

"It's about being passionate about making a positive impact on society and the planet."

"It validates what I do has value to wider society, not just my employer."

"Studies show that employees are far less likely to consider resigning from a B Corp, and since joining my first B Corp company, I see why."



"I feel proud to be working for an organisation that is playing a meaningful part in contributing and developing a more sustainable and equitable world."

"Being surrounded by like-minded individuals who are committed to creating positive change promotes a sense of community and shared mission, making every day at work meaningful."



Thank you

Thank you to our talented team for driving Zest forwards, to our partners, for trusting us with their EV charging projects, to our investors, for their continued support, and to the EV drivers, for helping decarbonise the transport industry one mile at a time.

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