



B Corp Report 2022
Giki Social Enterprise



The Global background



Climate returned to the agenda after a slow start

- In 2022, the world was consumed by the Ukraine war and its impact, and the cost-of-living crisis. After the momentum of COP26 in 2021 we slowly saw climate return to the agenda later in 2022.
- We saw good, and not so good, policy news. Great news from the US and India, and the tightening of Science Based targets. But COP27 was disappointing, although a plan to create a Loss and Damage Fund was established.

Important announcements: COP27 Implementation Plan, UN Emissions Gap Report and IPCC all cite individual action as important

- The 2022 [UN Emissions Gap report](#) said 'it's now or never to limit global warming to 1.5 degrees'.
- The report also specifically included the role of individual action on climate change for the first time.
- Scientists cite how important individuals and social change are to solve climate change, as does the COP27 Plan.

Continued extreme weather

- Extreme weather affected nearly every part of the globe, and in some countries it had a devastating impact

Giki's leadership letter

Giki in 2022

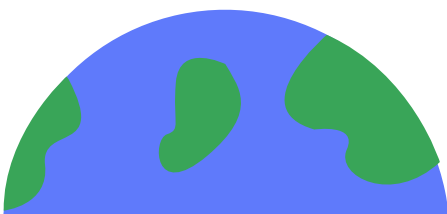


Giki works with everyone from global companies through to small businesses. Each organisation uses Giki's science-based platform, combined with our comprehensive engagement programme, to bring people together to learn what they can do for the planet.

- Given the global context we operate in, 2022 started slowly after the enthusiasm of COP26 in 2021. We took a moment to work on everything in our control so that we were even better placed to help people cut carbon.
- As 2022 picked up, our bluechip client list grew beyond our expectations. We increasingly hear our clients say they want to use Giki Zero to engage and educate their staff, as part of their sustainability strategy. This strategic response from companies aligns with the growing recognition of the role of people in solving the climate crisis.

"It's now or never to limit global warming to 1.5"

UN Climate Report 2022



Giki's leadership letter

Giki in 2022

- We gave evidence to the House of Lords UK Climate Change Committee who align with the UN.
- 90%+ of our workshop attendees tell us that what they learnt means they are more likely to take climate action.

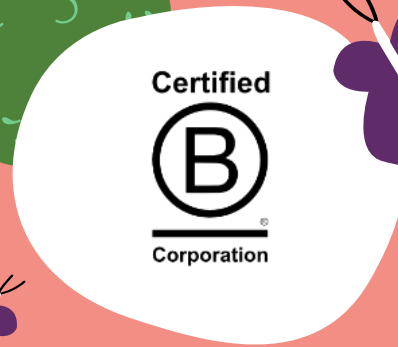
Therefore 2022 was a good year, we continued to advance our mission and have a positive impact, but we also recognise there is a huge amount to do in this decade, as all individuals need to take more climate action, and we want to help them do that.

“The public are increasingly concerned about climate change and supportive in general of the need to tackle it. However, there is lower awareness of how individuals can best contribute.”

James Hand, Co-Founder at Giki

Becoming a B Corp

Our journey to certification



It was an easy decision to commit to B Corp certification because B Corp's pillars mirror our mission and approach to transparency.

The assessment tools in each B Corp impact areas helped us to identify areas where we could better support stakeholders and align with our goals.

For example, B Corp focused our mind on our employee onboarding process. We now have put in place a simple template that creates a vastly superior new-joiner feel for our new employees. The template also saves us time and we know we get it right every time.

2022 was our first year as an accredited B Corp. Its power is with our clients, our organisation and our employees. Indeed all our stakeholders recognise that B Corp instantly conveys the type of organisation we are and we want to be. This has built trust more quickly, which ultimately helps us have greater environmental impact.

"Certification helped us improve our processes for our stakeholders"

"The power of B Corp is that it instantly conveys the type of organisation we are and want to be – it builds trust quickly"

Our B Corp score

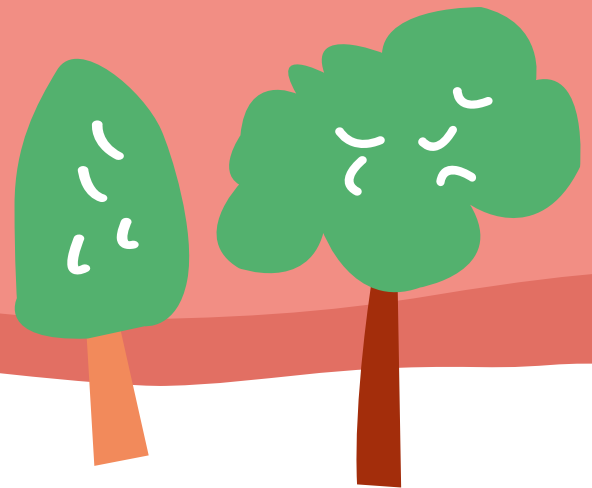
Benchmarking, progress and recertification goals

Our recertification goal is 90+ and the table below shows the impact areas where we are planning more activity. Our impact analysis has more information on these initiatives.

	2021 Certification Score	Recertification goal
Total	82.5	>90
Environment	15.3	>16
Customer	2.6	>4
Workers	26.4	>32
Community	16.3	>16
Governance	21.6	>22

2022

Environment

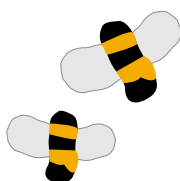


What we said we would do

1. Help individuals cut carbon
2. Educate individuals
3. Cut Giki's own carbon

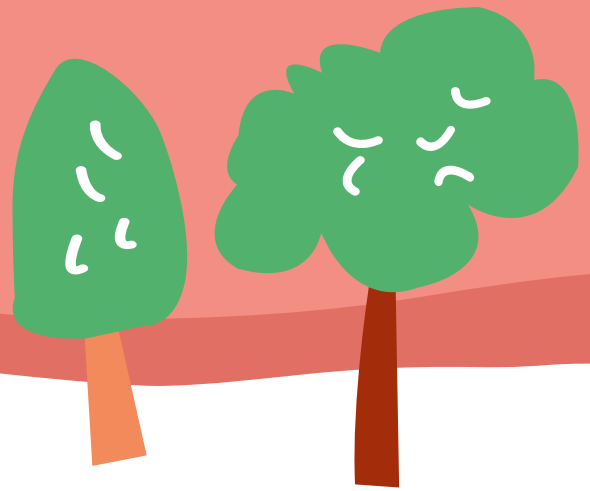
What we did

- Users grew and climate action steps grew.
- People using Giki Zero have now committed to, or completed, over 100,000 climate actions and avoided over 4,500 tonnes of carbon.
- We ran campaigns across the year around themes including travel, Earth Day, reducing emissions and Christmas. Campaigns were supported by climate action emails to help educate our users about why making changes in their personal lives is so important.
- We added India to Giki Zero. Over 1 billion more people can now access country specific data and recommended climate action steps on Giki Zero for free with detailed carbon calculations.
- We ran regular events for our users and Chief Greenies (individuals who are ambassadors in their companies driving action on climate).



2022

Environment



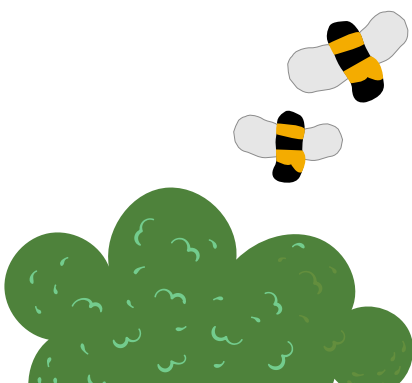
- We calculated Giki's own carbon footprint including Scopes 1,2 &3 and created a plan to reduce our footprint in 2023. We also double offset our carbon footprint.
- We were awarded by Tech Nation for our climate commitments.

What we will do in 2023

- We intend to continue to increase the number of people who we engage with through our platform and programme.
- We will look to reduce our own carbon footprint
- We will provide climate action communications and events to educate people about how they can cut carbon.

“During 2022, we established ourselves as a key delivery mechanism for our clients who have powerful, broad based sustainability strategies that engage their employees as well operating through their business models”

James Hand, Co-Founder at Giki Zero



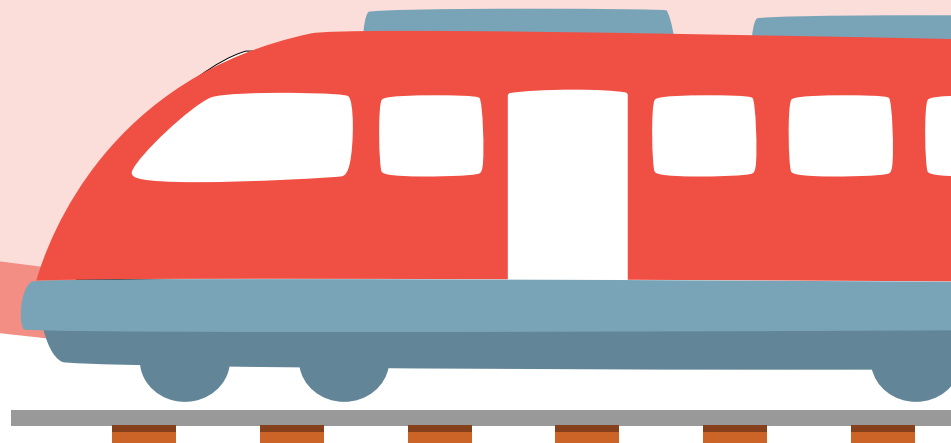
Giki's Carbon Footprint

We calculate Giki's Carbon Footprint by calculating Scope 1, 2 and 3 emissions.

Giki is a Net Zero company covering Scope 1, 2 and 3 emissions. For Scope 3 emissions we include calculations on purchased goods and services (in particular cloud service providers but also the food and drink we consume at business meetings), business travel, and use of products (an estimate of the power used by users of our digital products). Since 2020 we have also included a portion of employee home footprints to reflect home working as we are a fully remote team.

Footprint calculations are conducted annually and we then assess how our footprint can be reduced in the coming year by cutting out carbon emissions or switching to lower carbon alternatives.

In 2021, our Scope 1 and 2 emissions were zero. However, as we hired more staff and travel restrictions eased, our Scope 3 emissions rose to just over 4 tonnes predominantly due to home working. As home working is the largest component of our Scope 3 emissions, we investigated ways to help our colleagues save more energy at home.





Despite the low absolute number we continue to look for ways to reduce our footprint. We included financed emissions from our bank account in our Scope 3 calculations (this goes beyond GHG Protocol recommendations which cover investments and lending which we don't do). In 2023 we'll look to move to a bank which has a clear Paris aligned goal. We'll also continue to run our internal Giki Zero Pro programme to help staff reduce their own carbon footprints. Although this does not directly affect Giki's operational carbon footprint it does help reduce overall carbon emissions. Over the year Giki employees completed over 200 climate actions.

We also measure how much carbon we're emitting compared to how much carbon we are saving as people use Giki Zero. Currently for every tonne of carbon that we emit to build and run Giki Zero we help people save more than 389 tonnes of carbon with the use of our programme.



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In 2022, we decided to move from tree planting to purchasing verified woodland carbon credits for the nature based on solutions part of the equation to get to Net Zero. We purchased Woodland Carbon Units (WCUs) where each unit is a tonne of CO₂e that has been sequestered in a WCC-verified woodland. Then WCUs independently verified are guaranteed to be there, and is a UK government supported scheme that can be used by companies to report against UK-based emissions.

As a result these units are expensive at £75 each.

This still seems low for a “real” price of carbon but at least more realistic than the low prices sometimes offered for tree planting.

At the same time we purchased 5 tonnes of offsets from The Gold Standard supporting projects around the world. These are far less tangible than WCUs but we believe that supporting sustainable causes, especially those with a strong community element, is worthwhile even though there is uncertainty about the actual amount of carbon removed.





We also have a number of policies which we believe make it easier for our colleagues to reduce their personal environmental impact including: paid leave for climate action days, additional holidays where travel by train takes longer than plane, regular Giki Zero team sessions and a live channel for carbon cutting ideas, paid leave for green “admin” and incentives to join renewable energy providers. Giki also has a no fly policy for all staff and only buys vegetarian and vegan food.

In 2023 we will continue to run our internal Giki Zero Pro programme and look for ways to reduce our operational footprint with a focus on our financed emissions.

We have also made public commitments and joined initiatives through which we publish our progress to Net Zero. These include the UN’s Race to Zero.





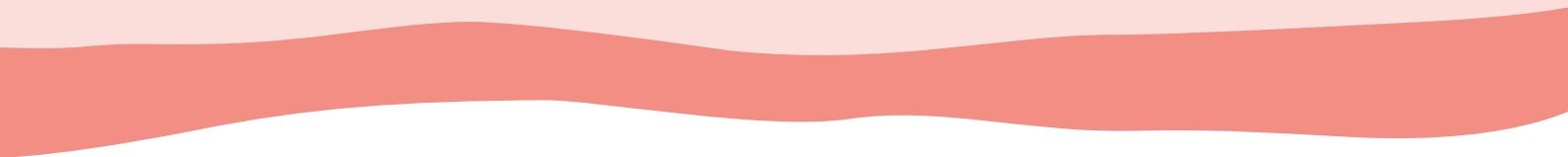
Our Tech Zero pledge We're committed to net zero

At Giki Social Enterprise, we're committing to reach net zero emissions. We did it in 2020, 2021, 2022 and we intend to keep doing it.

This means limiting our company's carbon footprint in line with keeping global warming to below 1.5°C – the critical level of heating to avoid the worst impacts of the climate crisis.

The commitments we're making

As part of our net zero commitment, we:

- Measure all our global organisation's greenhouse gas emissions, including scope 3, and report them publicly each year.
 - Publish more details about how we plan to continue to operate with net zero emissions throughout 2023.
 - Appoint a member of our executive team to be responsible and accountable for our net zero target.
 - Communicate our climate commitments in other meaningful ways, including to our customers.
 - Report our progress on short and medium term targets to our Board annually, and on our website.
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Business Declares

Giki is proud to be a member of [Business Declares](#), the fast-growing network of businesses who acknowledge the Climate and Ecological Emergency. Giki is already a Net Zero company. Concern for the planet and natural ecosystems is crucial to us and is the reason we established Giki.

We look forward to continuing to share our journey and ensuring our voice is part of the collective, resounding call for change.

We are certainly not claiming to be perfect, neither are we judging others, instead we are part of a coalition of the willing looking to collaborate and accelerate action while continuing to highlight the challenges and uncomfortable truths.

Race to Zero

Giki has joined the Race to Zero through the [SME Climate Hub](#).



2022

Customers

What we said we would do

Support businesses with far reaching sustainability goals that include employees individual behaviours.

What we did

- Grew our client list and therefore supported more businesses to take climate action.
- Introduced challenges and an engagement programme to increase engagement, impact and action.
- Clients won awards for their work with Giki Zero to engage and empower employees.

What we will do in 2023

- Continue to deliver success for our clients.
- Help our clients create behaviour change.
- Educate more future clients on the power of employee engagement as a pillar of their sustainability strategy.

NatWest Group

Engaging employees to bring sustainability into business decision making



NatWest Group wanted to ensure sustainability was integrated into their business decision making across the company.

To implement this, they decided the best way to educate and empower their employees was through their own lifestyles, so they could understand the importance of sustainability in their professional lives.

What they did

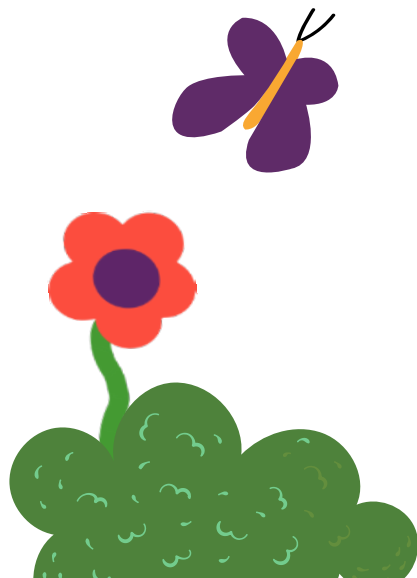
By using Giki's engagement programme and science-based platform their employees both gained the knowledge and were able to apply learnings to their own lives.

To bolster this, they've also included Giki in their compulsory climate training to ensure the culture of sustainability is embedded across all parts of the organization.

NatWest uses Giki's reporting suite to show how they're engaging their employees around sustainability and report this externally, including in their [TCFD](#).

Successes

NatWest Group won a Business Green Award for best employee engagement campaign for their work with Giki and are also currently shortlisted for [the Edie](#) employee engagement awards.





Adobe

Building Partnerships with sustainability at the core

Adobe joined forces with Giki to launch the Adobe Sustainability Games to foster a culture of sustainability in their partner organizations.

What they did

Adobe UK&I worked with their Adobe partners for a month of Partner Sustainability Games, with participants across their ecosystem.

Successes

Together they took over 1,400 steps to reduce their carbon footprint and saved 102 tonnes of carbon which equates to 5,100 trees planted or 247 short haul flights! The successes were celebrated with an awards ceremony hosted at Adobe's London offices.

Cawston Press

SME employee engagement built into a bold sustainability strategy

Cawston Press already have a net zero commitment, as well as continued commitments to reducing food waste, packaging, and sourcing responsibly. They also wanted to engage their employees on sustainability and have committed to every member of the team having their own sustainability commitments, included in annual reviews.

What they did

This led to Cawston Press launching Giki Zero Pro as a cost-effective tool to help accelerate employee engagement with their new 'Pressing for Better' sustainability strategy. They created their green ambassador team to lead the work with Giki, which is driving high participation and engagement levels. As a result, employees can take control of their personal impact on the environment and this strategy has also encouraged a culture of innovation around sustainability.

Successes

Cawston Press have achieved over 50% participation with Giki, creating a long and lasting impact from the carbon they've reduced.

"Since we launched Giki Zero to the team, we've seen great take-up across the business, sharing what steps they are taking to improve their carbon footprint and what they've learned along the way.

The team likes seeing where they are making a difference individually as well as being able to align their efforts to the steps we are taking as a business to change what we do for the better.

The Chief Greenie network is also a great resource to tap into for more inspiration"

Steve Kearns, Managing Director





Auto Trader

Making sustainability easy and accessible



As the UK's largest automotive marketplace, Auto Trader strives to play a positive role in making a difference to their people, communities, and the industries they are part of.

In this context, Auto Trader wants to engage their employees to calculate their footprint, reduce their own emissions and make sustainability easy and accessible to support the urgent action required to tackle the climate crisis.



"It's sustainability made easy and accessible to everybody in our business."

**Christos Tsaprounis,
People and Culture Director**

What they did

Auto Trader rolled out Giki Zero Pro, and as part of the engagement programmed, Giki runs challenges with them to drive engagement throughout the year. Employees also join the Giki live events which help bring sustainability thinking into business decision-making and drive further innovative thinking.

Successes

Auto Trader has achieved the Gold Carbon Literate Organisation accreditation from the Carbon Literacy Project (CLP). The accreditation means that more than 50% of the company's 1,000 staff members have completed carbon literacy training. Giki is the continual action for carbon literacy at the organisation for their people.



2022

Governance

“We have continued to grow our reputation for open and transparent governance by reporting more impact KPI information to our Board and expanding the expertise of our Board, as well as completing 3rd party ISO 27001 certification”

What we said we would do

1. Have open and transparent communications with our employees.
2. Have open and transparent communications with our board.

What we did

- Monthly and quarterly performance communication to Giki employees.
- Expanded our board to expand our range of skills and experience.
- Introduced new environment KPIs for reporting for our Board.
- Awarded B Corp ‘Best in the World’ for exceptional governance.
- ISO27001 certification to demonstrate our commitment to data and information security.

What we will do in 2023

- We will continue our communication with key stakeholders.
- Prepare our first B Corp Annual Report with increased B Corp score.
- Maintain our ISO certification.

2022

Workers

“Keep our employees engaged, motivated and creating climate change impact ”

What we said we would do

1. Motivate our employees to keep cutting carbon.
2. Share company performance information.
3. Employee wide share ownership.
4. Continuous training.

What we did

- Ran our own internal challenge.
- Monthly and quarterly communication.
- Weekly training and on-going support to help impact delivery for our Impact Team.

What we will do in 2023

- Maintain employee motivation to drive individual climate action.

2022

Community

“Provide valuable support and education to our users and aligned purpose-driven organisations”

What we said we would do

1. Giki Zero available for free to everyone.
2. Grow our community base which we see as our free users.

What we did

- Exceeded our target for free users.
- Collaborated with purpose driven organisations who want to cut carbon.
- Gave evidence to House of Lords Climate Change Committee on the role of individual action and behaviour change.
- Introduced Giki Zero for Smaller Companies (<50 employees).

What we will do in 2023

- Continue to provide Giki Zero free to users around the world.
- Continue to provide educational materials to our community of free users through regular Climate Action emails.
- Continue to add new ideas to the Giki Zero platform to help people find the steps that are right for them.

Your employee sustainability programme

Giki Zero helps companies who want to educate and engage staff on sustainability and measure the impact of their actions.

[Talk to us](#)

Want to take action now?

Giki Zero helps you keep track of everything you're doing for the planet.

[Sign up for free](#)



**Combining our science-based platform with a comprehensive engagement programme
Giki Zero Pro brings people together to learn what they can do for the planet.**

hello@giki.co.uk

