

# HumanForest

Sustainability Report, 2022



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# Introduction

## A Message from our Head of Sustainability

Deep within HumanForest's humble roots is a sense of being more than a transportation solution. Whilst we work hard to deliver a best-in-class mobility service, we know that companies need to do more and be more if we want to

“

**We passionately believe that sustainable transport should be accessible to all, regardless of financial background.**

”

address the threefold global issues facing us; the climate crisis, the cost of living crisis and an acute public health crisis. With regard to the climate crisis, we are the first Carbon Negative micro-mobility company in the world. And our **users recognise our part in this, with 68% of our riders citing our eco-friendliness as a reason they choose to use us.** Despite our leading position, we never rest on our laurels and are constantly looking for ways to improve and accelerate our eco-credentials, with many of our short term targets for deepening our environmental policies outlined on page 25.

However, for us, sustainability neither starts nor ends directly with the environment. In the UK, food prices have risen 13.1% in the 12 months leading up to August 2022 and energy bills are expected

**68%**  
**of our riders cite eco-friendliness as a reason they choose to use us.**

to be 83% higher in 2022–23 (compared to pre-crisis levels). We are painfully aware of the squeeze on disposable incomes and, as such, **HumanForest is also striving to be the most affordable mobility solution.** By harnessing private sector alliances, we offer users free minutes riding every day because we passionately believe that sustainable transport should be accessible to all, regardless of financial background.

Alongside these two core tenets of sustainability – environmental and financial



“  
**We’re one of only two micro-mobility providers in the world to gain B Corp status.**  
”

– we consider there to be a third which focuses on HumanForest’s relationship with our local communities.

With this in mind, we have recently become **one of only two micro-mobility providers in the world to gain B Corp status (and the only one based in London)**, which has required demonstrating our ongoing commitment to our employees, as well as the wider communities we serve. We strongly believe that cities which embrace

clean and active transport are healthier and happier. The Mayor of London is aiming for 80% of trips in London to be made by active, efficient and sustainable modes by 2041 (vs 35% in 2019). This goal is reflective of the need for our urban environments to improve their air quality whilst also promoting active travel as a means of supporting our population’s wellbeing.

For HumanForest, ‘sustainability’ is not a discrete concept but rather it is a living, breathing and constantly evolving issue. It covers our relationships with the **Planet**, the fabulous **People** working at HumanForest and the **Communities** which exist outside our direct remit. This report seeks to outline our interaction with those three groups to highlight the awesome work our teams have already done but also, most importantly, to focus our own attention on where we can continue to grow and improve.

There is always more to be done when it comes to sustainability but we hope this report will provide reassurance that the path HumanForest is forging is one of a responsible, respectful and mindful business.

**Laura Elms, Head of Sustainability**





# The HumanForest Vision



Founded in 2019 with the vision of offering affordable and sustainable micro-mobility, HumanForest is London’s leading shared eBike provider.

The Mayor of London believes that **car traffic use in the U.K. capital must be cut by at least 27% by the end of the decade** to meet climate goals which, in theory, should be possible – according to Transport For London, **8 million daily car trips could easily be substituted for a bike.**

However, cost is a huge barrier to joining the micro-mobility revolution. In fact, micro-mobility prices are often up to 80% higher than public transport. This is where HumanForest comes in. By giving all Londoners **10 minutes free riding daily**, our average ride cost is only £2.02 (covering 18 minutes of riding) compared to the sector average of £3.20.

£2.02

HumanForest average ride cost

£3.20

Sector average ride cost

At HumanForest, we believe that sustainable transport should not cost the earth. Our solution bridges the gap between affordability and sustainability.



## Executive Summary

At HumanForest we know there is no silver bullet when it comes to sustainability. Moreover, in reality sustainability cannot be neatly summarised under headings and subdivisions – it's interwoven with every aspect of a company's operations.

That's why we have an inhouse team (and external advisors) working hard to drive sustainability efforts across all our departments. However, in order to efficiently convey how we are approaching sustainability, we have grouped our strategy under three general pillars –

### 1. Planet

### 2. People

### 3. Community



#### 1. Planet

HumanForest's Planet strategy covers our approach to our **carbon emissions & quantification, waste management and life cycle analysis**. We are emission free in our Scope 1 and Scope 2 categories. However, HumanForest does have Scope 3 emissions which we are always seeking to reduce (see targets on page 25). For the emissions we consider to have created in Scope 3 we work with

First Climate to purchase certified carbon credits. We're mindful of the scepticism around corporate carbon offsetting. For us, reduction and avoidance of emissions comes first. However, we also believe that carbon offsetting can be used intelligently to offset our unavoidable Scope 3 emissions whilst also investing in innovative climate projects in the Global South (see page 14 for details).



## 2. People

Our People strategy outlines our attitude towards our HumanForest team. We believe that happy and healthy employees are the bedrock of a successful and sustainable company. Every member of the HumanForest team is invested in the business with stock options and thus, shares a part in the future we are trying

to create. **We take our employees' health and wellbeing seriously** (see page 17 for our health and wellbeing programme). We also believe that diversity in all of its forms prevents us falling foul of groupthink, and we therefore are **committed to creating a dynamic and inclusive workplace** (see page 18 for the the results from our ongoing diversity & inclusion surveys).



## 3. Community

At HumanForest we like to bring others along with us. We do not operate in a vacuum and are acutely aware of the need to work alongside our riders, the residents in the cities we operate in, local authorities and the general public. **Our final pillar seeks to draw us closer to the people our business impacts** by offering affordable, accessible mobility (see comparative details on page 22) and by listening to and engaging with our stakeholders.





Most important of all is to appreciate that this report is merely a snapshot of where HumanForest is today when it comes to Planet, People and Community. Our current sustainability approach is undeniably strong, but to remain best-in-class it needs to constantly evolve and improve. With that in mind we will look to consistently update our approach based on the most up to date research we can source. We have also created

future targets (summary below, details on page 25) which will drive tangible improvements across all three pillars. Finally, if you have any questions, comments or suggestions for our sustainability team please don't hesitate to reach out. We'd love your ideas, feedback, thoughts and suggestions.

Contact  
**[laura.elms@humanforest.co.uk](mailto:laura.elms@humanforest.co.uk)**



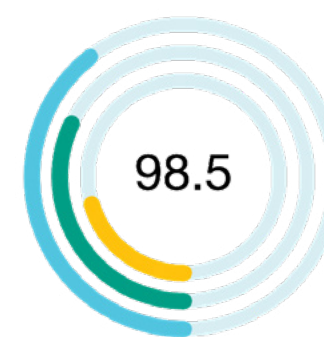
## The Seal of Approval

We know that corporate Greenwashing is a real issue. We also know we are not perfect and inevitably our business operations have an impact on our environment. However, we want to reassure our users and wider stakeholders that our company is working to the most up-to-date standards. This is where our external accreditation comes in.

**We are one of only two micro-mobility companies in the world (and the only in London) to have achieved B Corp status.**

A B Corporation is a company which has met the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. HumanForest achieved the accreditation with a high score of **98.5 points**.

Certified



- 98.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



**Sustainable Development  
Verified Impact Standard**

Pending accreditation

HumanForest has also been working to be accredited with the **Sustainable Development Verified Impact Standard**. The scheme is a framework to measure how a project contributes to the 17 United Nations Sustainable Development Goals with the belief that the private sector is a key driver in moving the planet towards achieving these goals. The Program is created and run by Verra, but in order to attain the certification the company's

project must be validated and verified by a third party. For this HumanForest worked with **Aenor**, this is a highly unique and innovative certification – HumanForest is the only company to achieve this level of accreditation in the transportation industry!

We are extremely proud of these achievements but will continue to review our accreditation in order to ensure all our sustainability claims are backed by reputable sources.



# Quantifying Our Impact

One of the greatest challenges to understanding corporate sustainability is the lack of consistent measurement across and within sectors. Whilst this is something that is changing rapidly and benchmarks are being put in place, **our approach is to be as transparent as possible** with the parameters of our analysis and calculations.

At HumanForest, we calculate our carbon emissions every 6 months. We then aggregate the calculations to create a yearly Sustainability Report. **HumanForest has no Scope 1 or 2 emissions** (we do not produce our own products and our warehouse is run entirely on renewable energy sources). See [Table A](#) for our emissions breakdown

We base our analysis of carbon impact on available online sources which we include within the model for our reference. On a yearly basis we review these sources to ensure we cannot find more accurate data to base our calculations on (as the industry is expanding so rapidly, this is often the case). Based on the yearly Sustainability Report we set targets for where we can reduce emissions and improve our operations. For the emissions we are responsible for in Scope 3 we invest in an offsetting project via First Climate (see details on page 14). We understand that purchasing offsets will not eradicate our carbon footprint but we believe that some emissions may be unavoidable in our Scope 3. That is why we have chosen to invest in an offsetting project which we feel truly benefits our planet. We take a conservative approach to the calculations of our Scope 3 emissions and

## No Scope 1 or 2 emissions

### Our Scope 3 emissions model covers:

- Hardware Production
- Hardware Shipment
- Office Products
- Employee Travel (Commuting & Business)
- Waste Disposal (Office & Warehouse)
- Office Technology
- Carbon Fingerprint

Table A

then add 5% extra as a margin of error. We then add an additional 5% to ensure we are carbon negative and to give towards offsetting others' impacts as well as our own.

Planet



## Zero Emission Operations

From the outset, HumanForest's operations have been **fully electric**. Both the eBikes and the eMoped fleets are powered by renewable energy and our maintenance and support vehicles are also fully electric. Our warehouse, the fleet and the support vehicles are powered by **verified renewable energy**. All the eBikes

**90%**

**of our Scope 3 emissions come from the production of eBikes & eMopeds**

and eMopeds have swappable batteries which reduces energy consumption.

Our Scope 3 emissions are dominated by the manufacturing of our fleet, with **90% of our Scope 3 emissions coming from the production of our hardware** (the eBikes and eMopeds). This is followed by both the production and procurement of our office technology, along with the shipments of the hardware. When broken down into Corporate, Operational and Vehicle emissions, the vast majority of Scope 3 emissions are found in the Vehicle Emissions category.

On a per km basis, **the eBikes are producing 30.9 g of CO<sub>2</sub> in Scope 3 emissions**. This calculation does not take into account negative emissions from reusing parts or recycling, or extrapolating vehicle lifespans. We have excluded our eMoped emissions and our eMoped kilometers as they are still

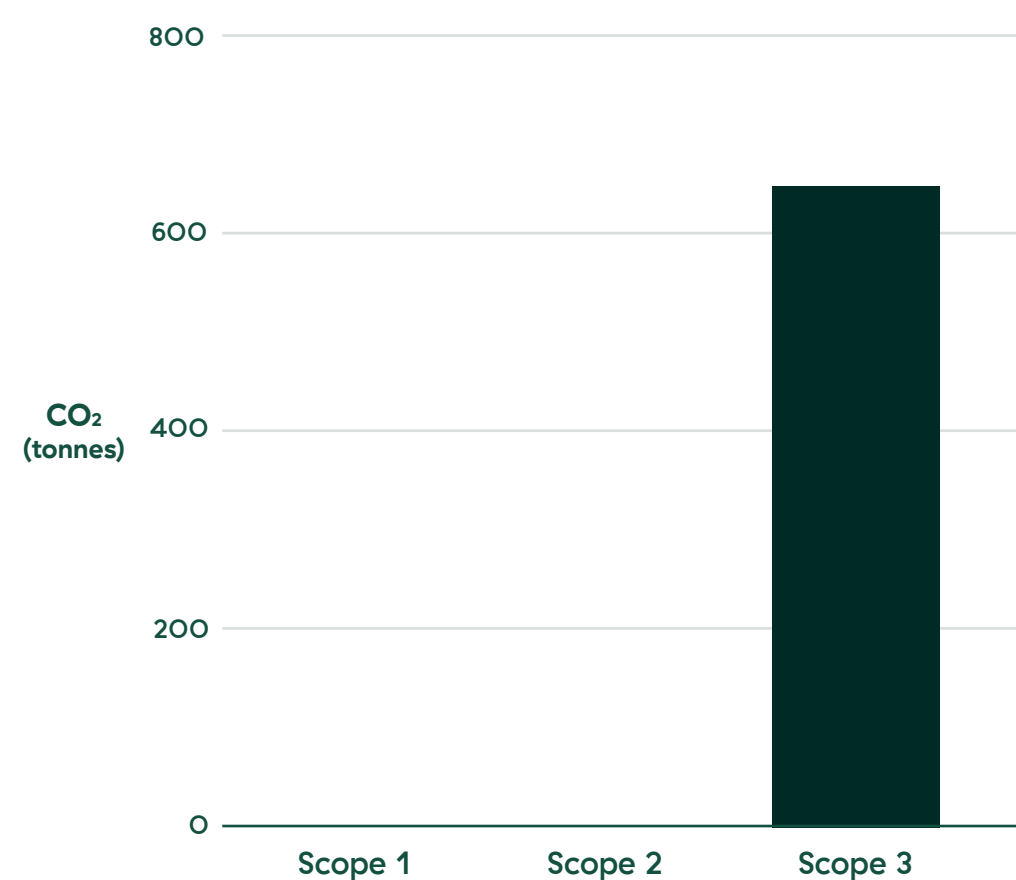
**30.9 grams**

**The amount of CO<sub>2</sub> each eBike produces on a per km basis, via Scope 3 emissions**

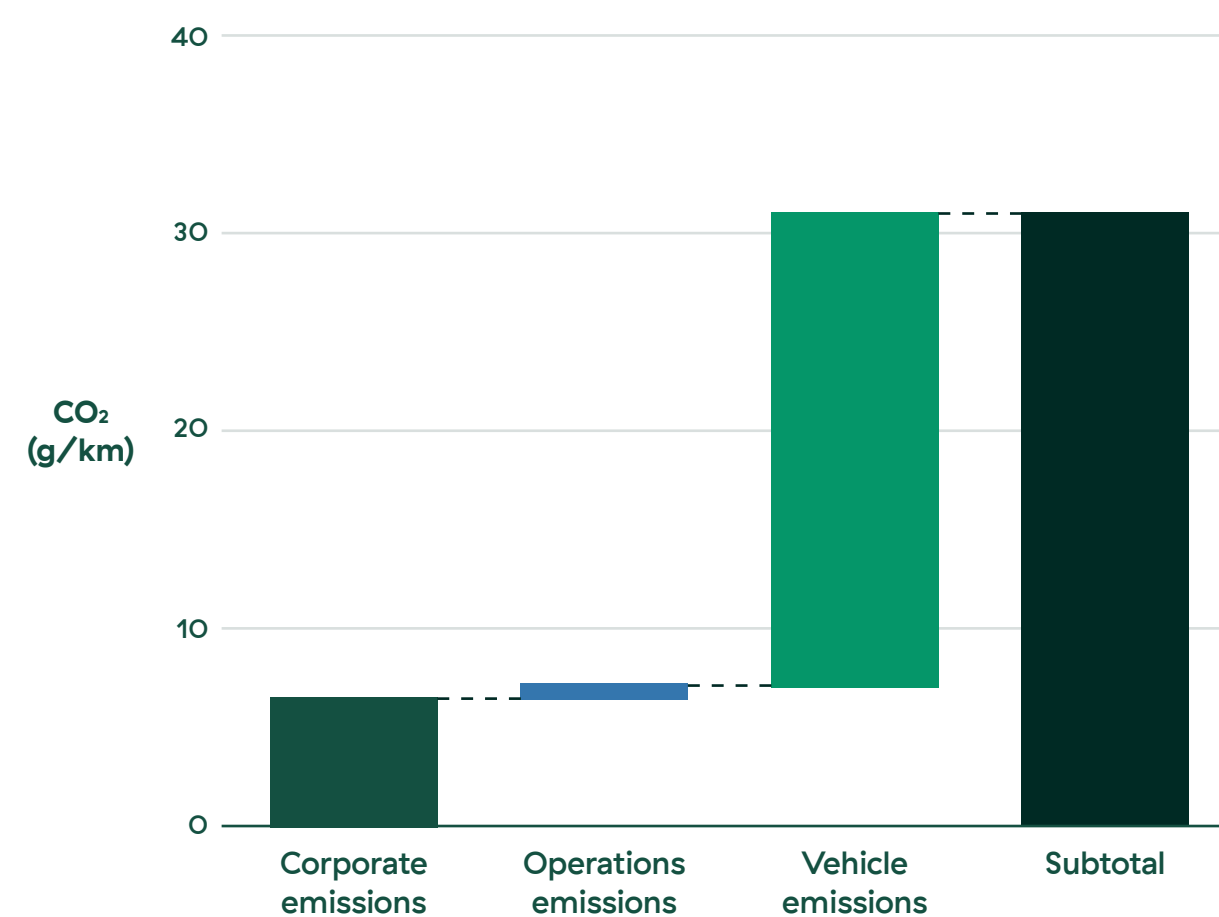
in trial phase and the kilometers are yet to be validated.

Overall, the sway towards the vehicles themselves being responsible for most of the company's Scope 3 emissions is why we believe it's so important for us to work closely with our suppliers to reduce emissions linked to vehicle production. We have also recently moved the assembly of the eBikes to Europe to reduce the shipment emissions going forward.

CO<sub>2</sub> (tonnes), Scope 1, 2 & 3,  
Year 1 Operations



CO<sub>2</sub> (g/km) for eBikes by type,  
Year 1 Operations



**Corporate emissions:**

- Office tech
- Office energy
- Commuting & corporate travel
- Goods & Deliveries
- Cloud storage

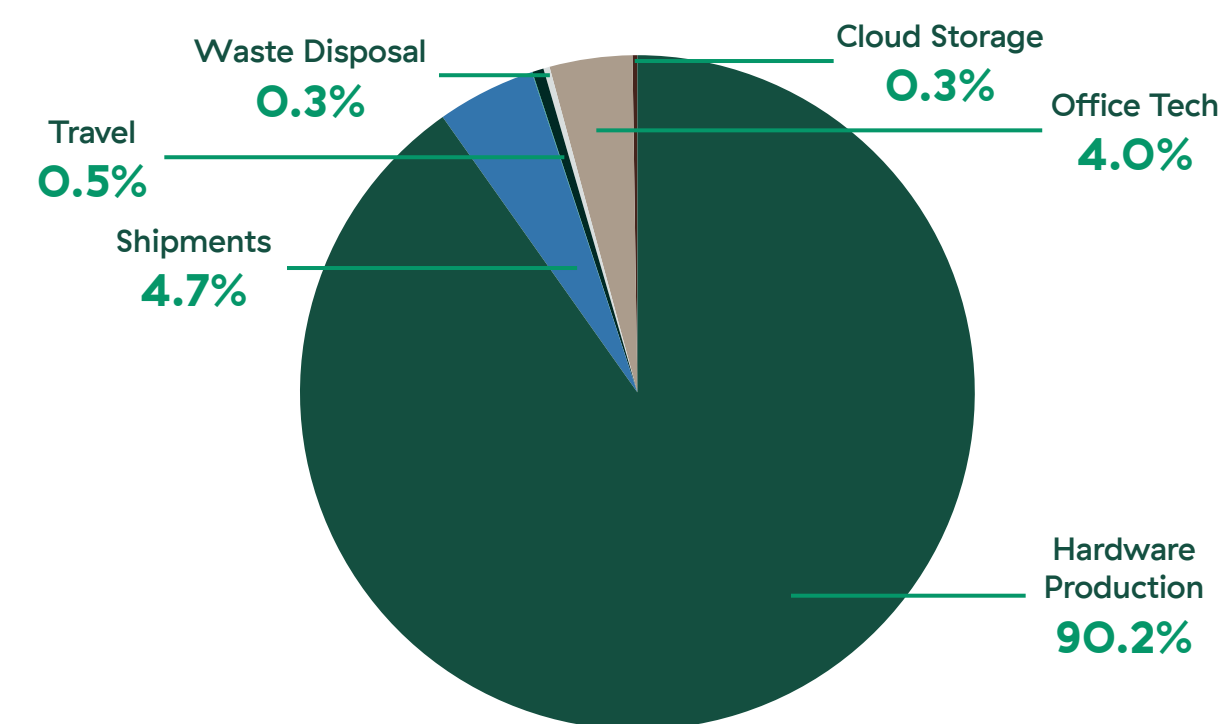
**Operations emissions:**

- Warehouse energy
- eBike management
- Waste disposal

**Vehicle emissions:**

- Hardware production
- Shipments

Scope 3 emissions breakdown of  
CO<sub>2</sub> (tonnes), Sept 2021 – Sept 2022





# Life Cycle Analysis

Life Cycle Analysis is an important and evolving part of our Sustainability Strategy. To date, we believe that **90% of our eBikes (by weight) are made with materials which can be recycled or reused**. However, in practice we have yet to reach this level of recyclability. Instead, **we are currently able to reuse 60% of broken parts of the eBikes. We are aiming to increase this to 75% over the next two years** by implementing a new warehouse workflow process based on an inventory system and by exploring partnering with a dedicated and best-in-class recycling company.

**90%**  
of our eBikes (by weight) are  
made with materials which  
can be recycled or reused

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**60%**  
of our broken eBike  
parts are currently  
being reused



**75%**  
is our reuse  
target over the  
next two years

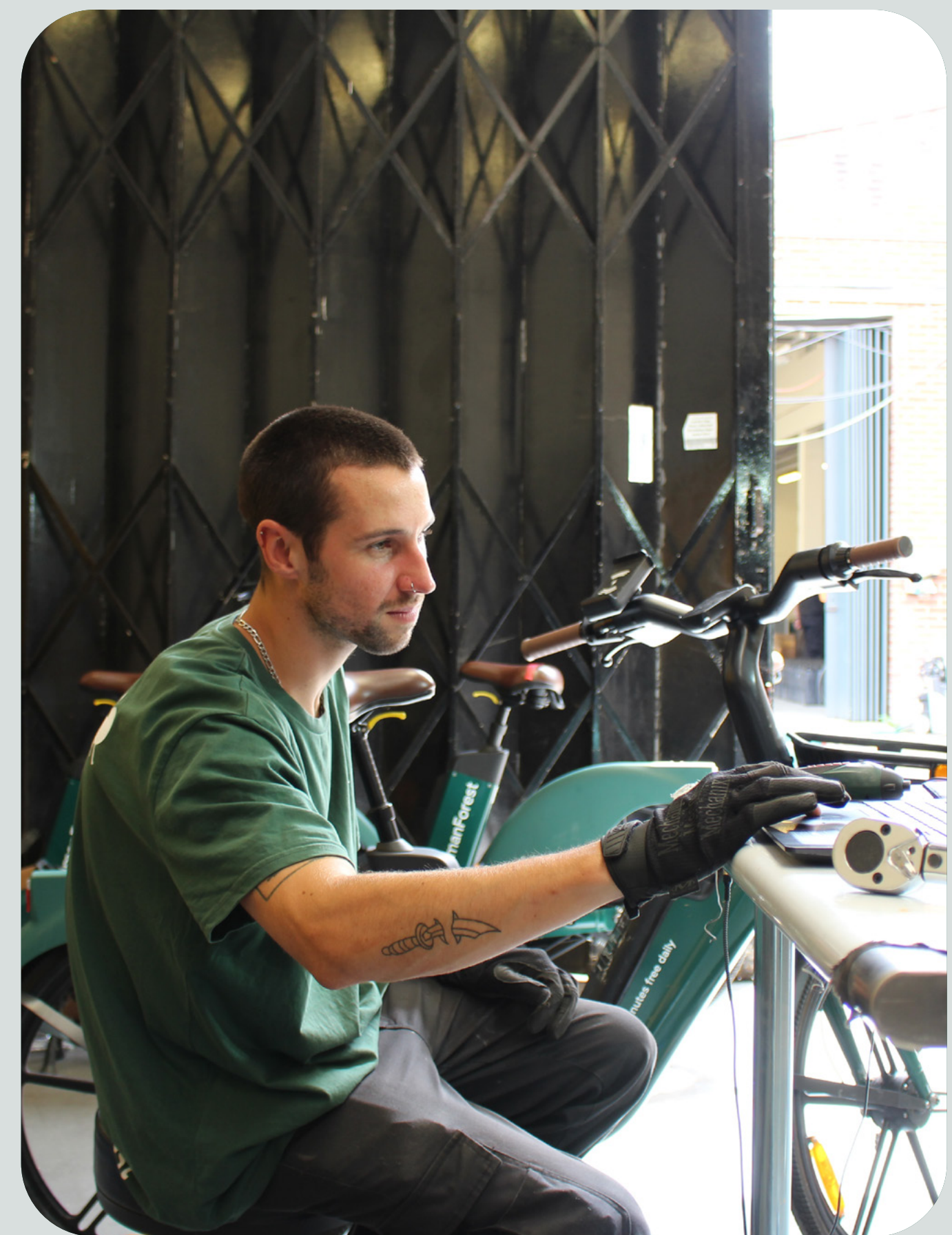
**1.5%**  
2022 eBike loss rate,  
in line with our targets

Our eBikes currently have a loss rate of **1.5%**, in line with our targets. This is managed through thorough operations and strong communications with and education of our users.

We're mindful of the huge impact that Lithium Ion batteries have on our planet. In line with this, we are working with The Battery Recycling Company to explore solutions for our end of life batteries. We aim to have this battery recycling solution

developed by 2024 and implemented by 2025.

More broadly, we are implementing a new **Code of Conduct** for our suppliers which includes maintaining HumanForest's standards with regard to Environment, People, Health & Safety, Underage Labour, Forced Labour and Business Ethics. We aim to have 100% of suppliers sign this new code of conduct within the next 12 months.





# Back to Zero

At HumanForest, we recognise the limitations of offsetting and believe that first and foremost companies must seek to reduce their consumption and avoid emissions. However, **some Scope 3 emissions are unavoidable.** We have carefully considered which project we



HumanForest's offsetting partner

invest in in order to offset our Scope 3 emissions (and an additional 5%).

As recognised during COP27, one of the great challenges to addressing climate change is the **inequality between the Global North and the Global South.** Despite contributing less to the causes of climate change, the Global South are disproportionately impacted by it. Between 2008–2018, there were 2.2 billion people in the Global South that were under high climate risk.

HumanForest has chosen to invest its carbon offsets in a project which improves cooking stoves in Bangladesh. **90% of Bangladeshi households rely on simple clay ovens or open fires** which are highly inefficient and use vast amounts of firewood. Given the amount of firewood used they create toxic smoke which can cause serious health



issues. The project provides households with biomass field stoves which reduce fuel consumption by 50%.

HumanForest will continue to invest in projects it believes complement its goal of improving air quality, whilst also addressing the need for a greater balance between the Global North and South.

People



## The Team

We seek to create not just a healthy, successful workforce but also one that **inspires and supports each other to grow and develop.**



We are an **incredibly collaborative team** and understand the importance of working together cross-functionally to accomplish goals. Colleagues are often asked to wear many hats at our fast-paced startup. There is always a chance to participate in something you have never done before and share your own insights with the team. Just as you may imagine a startup to be, we started by all sitting round one table. Now, as we continue to grow, we have a few more tables, but still sit teams saddled side by side to help us all collaborate more easily.

We aim to make our Greenhouse a fun place to work with regular socials, team lunches, bike rides, and even the creation of **our own festival: ForestFest.**

Importantly, each and every team member owns a slice of HumanForest through stock options. We are all a part of the

## 4<sup>th</sup> best

### startup to work for in the UK

Tempo's top 100 startups to work for in 2023

future we are building together – our successes are shared.

We appreciate and thrive on the diversity of thought and personalities within our team. As a mission driven organisation, having colleagues who use their different backgrounds to creatively find solutions is really important to us.

In recognition of our commitment to creating a workplace in which our team can succeed, Tempo awarded us **4<sup>th</sup> best startup to work for in the UK.** As a testimony to our team's hard work, we also won **Consumer Services Startup of the year** at the 2022 Start Up Awards.



# Safety Is Our Top Priority

Health, safety and wellbeing means to us that we aim to make the workplace conducive to promoting good health, that we have the tools and rules in place to protect colleagues from dangers and we provide support to champion mental wellbeing.

Compliance with national health and safety standards and the principles set out by the International Labour Organisation are crucial in creating a safe environment for our team. To improve our working methods, **in the past year we have set up a committee to review the changing safety needs of the team.** We started by increasing the knowledge base of our team by providing first aid, mental

health first aid and fire safety training to team members across the organisation. Colleagues should be able to locate resources easily and provide feedback if they feel unsafe or think processes require improvement.

**Colleagues at HumanForest are all given comprehensive health cover.** Being a team which is constantly on the road or at our greenhouse fixing bikes, it was important to us that our cover provided quick access for help with muscles, bones and joints. Additionally, our Bupa Health Insurance gives our colleagues mental health support access and a helpline to support parents and carers, with children under their care, with emotional wellbeing.

One of our aims for the next year is to work with the mental health first aider in our team to create a tailored mental health policy based on the team’s needs.



We want to encourage openly discussing our mental health and guide colleagues to access support.

As a part of our aim to promote the physical health and mental wellbeing of our team, each team member gets 120 minutes free every day on our bikes and access to £15/month benefit to go towards a wellbeing subscription of their choice.



## Diversity & Inclusion

We believe a diverse team brings out the best of creative and analytical mindsets. **We encourage diversity not only of backgrounds but also of personality.**



At HumanForest, we want everyone to feel **safe, heard and supported.**

HumanForest has a series of policies and protocols to further Diversity, Equity & Inclusion, from selecting and hiring candidates for new roles using the latest technology and unbiased processes (using software such as Teamtailor and TestGorilla), to making sure people enjoy working in a collaborative, mission driven and friendly environment.

To attract diverse talent we post job roles online across 7 different outlets, encouraging a range of applicants from different backgrounds. **All prospective employees are hired on a skills based approach using assessments which are programmed to remove bias** such as gendered criteria, and filter applicants based on their assessment score, as opposed to more subjective

**All prospective employees are hired on a skills based approach using assessments which are programmed to remove bias**

screening based on resumes.

To engage local applicants we have worked with the **local job centre, the kickstart scheme and attended universities** to meet prospective graduates. This year we have had four interns join our team part-time to gain experience in marketing, design, ecommerce and finance. Two of our interns were full time students and two of them were older professionals who wanted to gain experience in a new industry. We think

it is important to consider our responsibility as a local employer, making sure that our team are able to work and live locally by receiving the **London Living Wage**.

**36% of our leadership positions are held by women**, but for us it's more about ensuring everyone picked for a role is based on talent, and within that role feels empowered to do the job as best as they can whilst also developing their own career. We like to focus on internal progression and out of 5 supervisor positions created this year, 4 were filled by members of the team.

In a recent survey we found that **12.5 % of our team identify as disabled**. We have promoted our reasonable adjustment policy and aim to do more work on supporting neurodivergent colleagues this year. It is important that our workforce reflects the communities we work in and **29% of our team were from Black, Asian or other minority ethnic backgrounds**.

We are also proud that **93% of employees believe that equity is important at HumanForest**, so that people from all backgrounds have opportunity to grow in the company and feel supported.

**36%**  
of our leadership team  
are women

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**12.5%**  
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**29%**  
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Asian or other minority  
backgrounds**



Community

## Health & Wellness

We strongly believe that more must be done in our urban areas to address air quality issues, which disproportionately adversely affect the poorest in our communities.

During the first Year of Operations, **HumanForest eBikes travelled over 4.5 million kms in London alone!** If we consider 25% of these rides to have replaced travel in a small combustion engine car, **this has spared over 200 tonnes of CO<sub>2</sub> from being emitted into London's air.** That's 250,000 car trips we've avoided taking place in London.

HumanForest is also on a mission to draw attention to the all round wellness benefits that can be gained by cycling. We estimate that over **70 million calories have been burned** via HumanForest eBikes. On a mental health level, over **410,000 hours have been spent outdoors** on our eBikes, something which has been clinically proven to improve mental wellbeing and reduce general anxiety levels<sup>1</sup>.

We are proud of the work HumanForest is doing to help our communities feel happier and healthier.

1. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0211779>

During our first year of operations:

**4.5 million**

km have been travelled on HumanForest eBikes

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**410,000 hrs**

have been spent outdoors on HumanForest eBikes



## The most affordable solution in London

At HumanForest we offer every user **ten minutes free riding daily**, making us the most affordable option in the market. We also offer further free codes in partnership with our corporate sponsors and in line with our own marketing events.



Our fun initiatives ensure that shared micro-mobility solutions are not the preserve of the wealthy.

In order for micro-mobility to continue to successfully displace combustion engine vehicles, we need the solutions to be affordable as well as easily accessible. **21% of our users earn less than the average wage in London.**

We've sought to build out flexible pricing models for different types of users, allowing our riders to pay for their rides in a way that suits their use case. For example, HumanForest has created a **Friends of the Forest** scheme which offers students, NHS staff and emergency service workers a **20% discount on all HumanForest trips**. We also offer discounted minutes bundles to delivery riders and commuters to support

**11 million**  
free minutes have been  
used by our riders

the transitions to green mobility in the commuter and delivery spaces.

In total, since launching, our riders have used more than **11 million free minutes** of riding!

We also make our eBikes as easy to locate and accessible as possible. Our partnerships with MaaS solutions such as **Citymapper** and **Free Now** allow our users to find the eBikes, compare their journey routes and prices. **We work closely with local authorities** to see how we can make the eBikes as usable and accessible as possible by creating Green Bays in suitable locations.

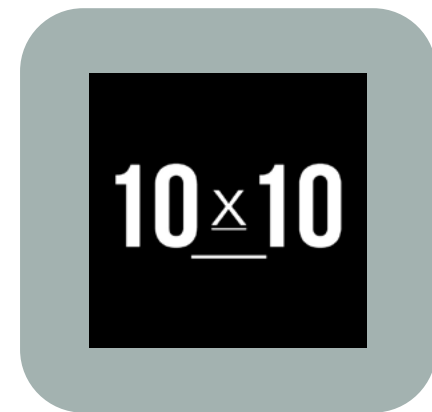
# Training & Charitable Support

As well as firmly embedding our affordable eBikes into the micro-mobility matrix, HumanForest plays a role in helping more people to learn to cycle. **We have built, run and participated in several cycle training schemes** such as the Bikeability Adult 1-2-1 cycle skills training in Islington, the Hammersmith and Fulham eBike Training workshop and the Sustrans car free kids event in Southwark. We believe that helping residents build their cycling confidence for free is one way we can support the community and drive the micro-mobility agenda forward.

Outside the direct cycling remit, we've **supported events with charities and trusts** including the NHS Trust on Sustainability Innovation, Camden Climate Change Alliance, Choked Up, the RSPCA, 10x10 Philanthropy and Camden Clean Air. We also support Londoners' career opportunities whilst furthering the sustainability agenda by participating in events such as the KickStarter Careers Fair, Middlesex University Careers Fair and, UCS Senior School Careers Fair.

We like to play our part for the communities we operate within and are always open to charitable partnership ideas.

## Charities & Trusts we've supported





Looking Ahead

## The Roadmap

We have broken down our targets into 2023 and 2024 respectively. We have set the end date for these targets to within the next 1–2 years in order to keep ourselves accountable and drive results. These goals will apply to all locations we operate in.

### 2023 targets

- Create a Sustainability Committee which includes internal HumanForest members as well as external members, to which the Head of Sustainability reports to quarterly
- 100% of overseas business travel to be offset at the point of purchase (where option is provided by vendor)
- Increase number of employees commuting by bike from 20% (2022) to 25%
- Ensure 100% of partnered suppliers sign HumanForest's Supplier Code of Conduct
- Create a tailored mental health policy
- Create a Safety Committee

### 2024 targets

- Reduce CO<sub>2</sub> per eBike per km to <30g/km
- Develop a workflow and lifecycle system which results in 75% of HumanForest eBike parts being recycled or reused
- Develop and test a second life solution for the eBike batteries
- Conduct annual supplier audits to monitor adherence with Code of Conduct
- Develop a comprehensive life cycle assessment of eBikes



# HumanForest

Thanks for reading

